

State of the Area Event

Town Centres



North Tyneside is made up of four town centres;

- North Shields
- Wallsend
- Whitley Bay
- Killingworth

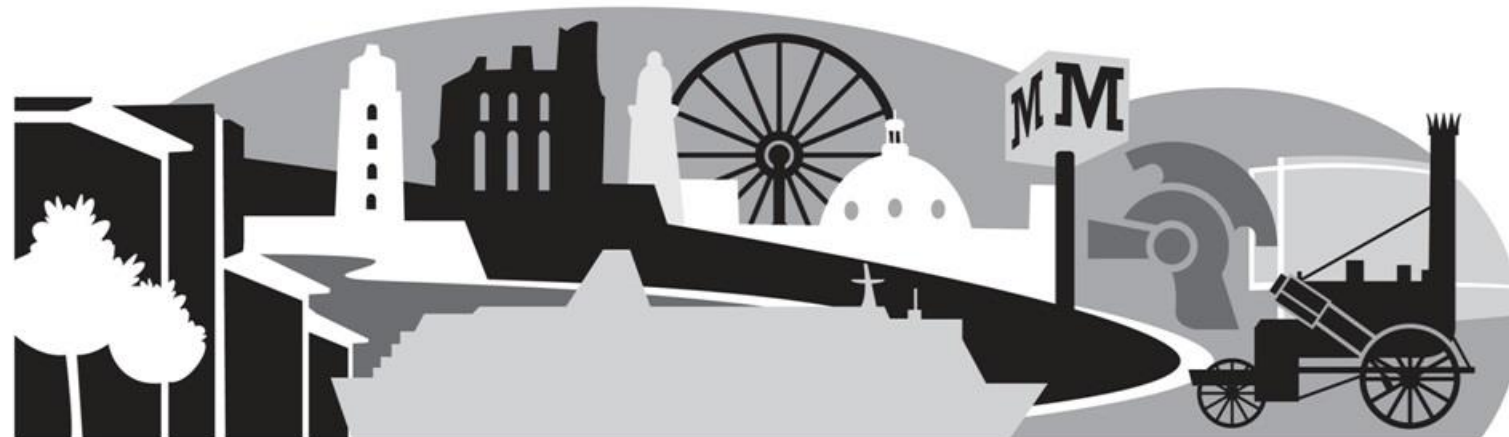
Predominantly they function to support people in their local catchment area

Function:

Buy goods

Access services

Offer an experience or to attend events



Changing face of retail and leisure

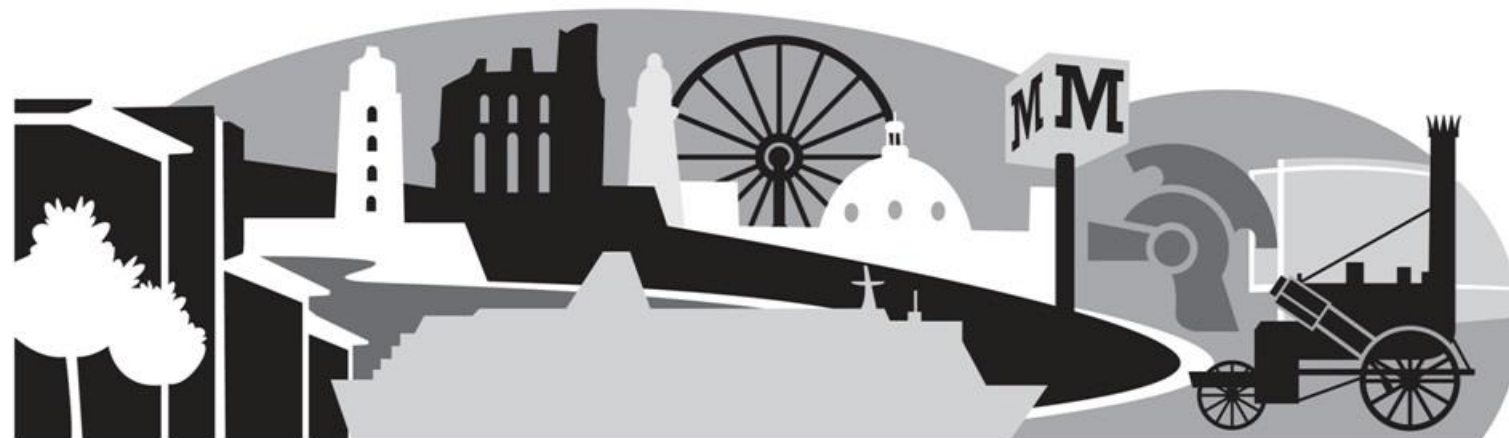
Challenges

Changing customer behaviour; increase in online shopping; preference for 'experiences' rather than physical products

Decline of major retailers; restructuring of national chains

Rise of local independent retailers / leisure / hospitality (food and drink)

Town centres and high streets becoming hubs of the community where people live, shop, use services, and spend their leisure time - green space, leisure, arts and culture and health and social care services must combine with housing



Impact of Covid-19 on our Town Centres

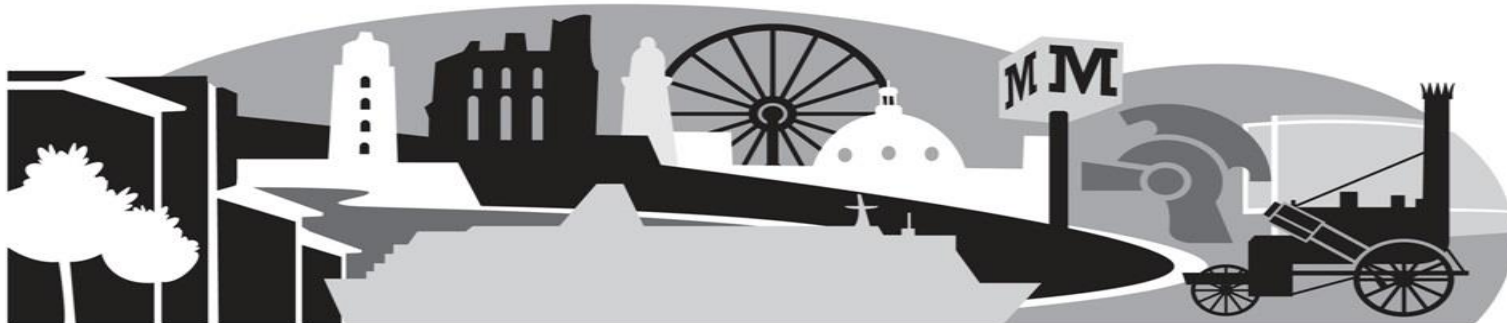
National lockdown in March 2020 – essential services remain open only

Challenges:

- Reduced footfall
- Less spend
- Closure of non essential businesses
- Challenges of social distancing and keeping people safe

How our town centres adapted during phased reopening:

- Town centre retailers benefitted from people shopping locally
- Increase demand for click and collect and delivery ...ecargo bikes
- Pubs/restaurants/cafes adapted quickly to takeaway service provisions
- Temporary pavement licence granted to local businesses to place temporary furniture, such as tables and chairs, for the consumption of food or drink outside of their premises



Whitley Bay

Strengths	Opportunities
Diverse retail offer Popular food & drink offer Coastal location – linked trips Customer First Centre in the heart of the town	Recent investment in Spanish City and the Promenades

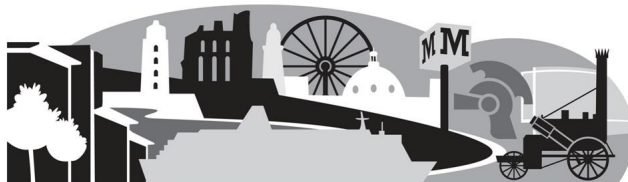


Ambition for North Tyneside:

What we are doing – completion of works at southern promenade; marketing of completed housing sites; exploring funding for St Mary’s Lighthouse

What we will do next - next phase of works to Northern Promenade;

What we will do when funding and timing allows - town centre traffic flows - longer term there are plans to redesign traffic and transport flows in and around Whitley Bay town centre



Wallsend

Strengths

Heritage
Serves local community well
Recent investment e.g. Aldi, leisure centre, burger king , housing developments in the town centre, reuse of town hall

Opportunities

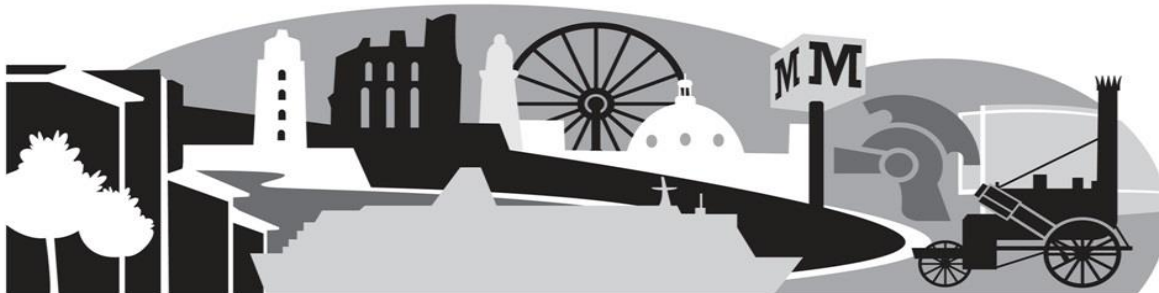
Loyal customer base
World Heritage site - Segedunum
River Tyne economic corridor
Interchange facility



Ambition for North Tyneside:

What we are doing/what we will do next – develop a long term masterplan for Segedunum; redevelopment of housing in Charlotte Street; Community Hub at The Buddle; GM Memorial Hospital; sale of Swan Hunters site; completion of phase two at Centre For Innovation at Swans

What we will do when funding and timing allows - Plans for housing renewal eg Charlotte Street, will be developed and delivered; as will a long-term plan to redesign traffic and transport flows around the town centre.



North Shields

Strengths	Opportunities
Serves local needs Heritage Good public transport links	Connections to Fish Quay Investment through HAZ and masterplan work Growth of food and drink offer New residential developments

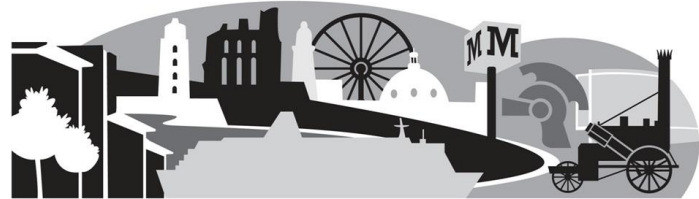


Ambition for North Tyneside:

What we are doing now – redevelopment of former council offices at Northumberland Square for housing; demolition of Unicorn House and redevelopment of site for family housing; High Street Heritage Action Zone

What we will do next – Ambition for North Shields and Fish Quay draft masterplan

What we will do when funding and timing allows 2020-2025 – refine 9 projects identified within Ambition for North Shields; work to secure funding to deliver projects



Killingworth

Strengths

Mainly indoor and covered
Central to the community it serves
Modern purpose built facility
Bus station and good cycle way network in and around the town

Opportunities

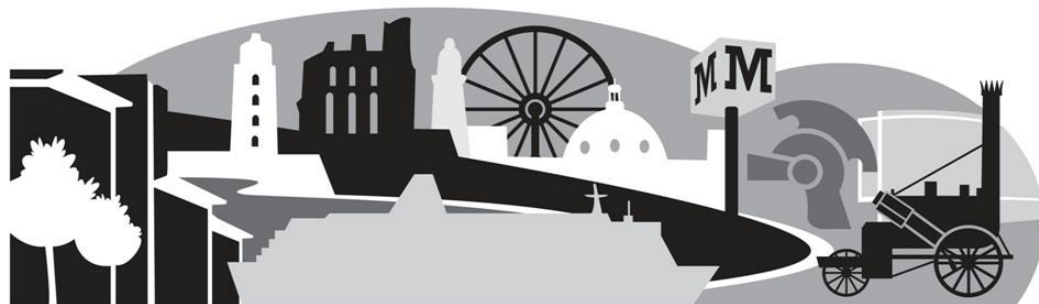
Private sector ownership
Investment in Killingworth Lake and the Wagonways
More housing opportunities to provide additional footfall



Ambition for North Tyneside:

What we are doing now and next – completion of flood alleviation at Killingworth Lake; progressing with Killingworth Moor Housing Site

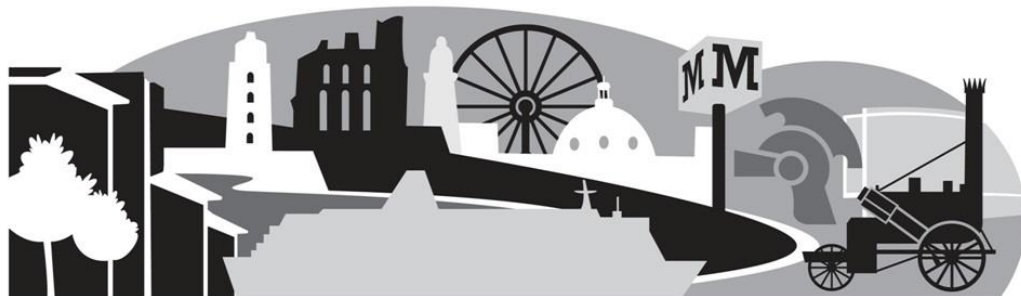
What we will do when funding and timing allows - explore potential further development at Killingworth Lake; develop proposals for improvements along the length of the wagonways



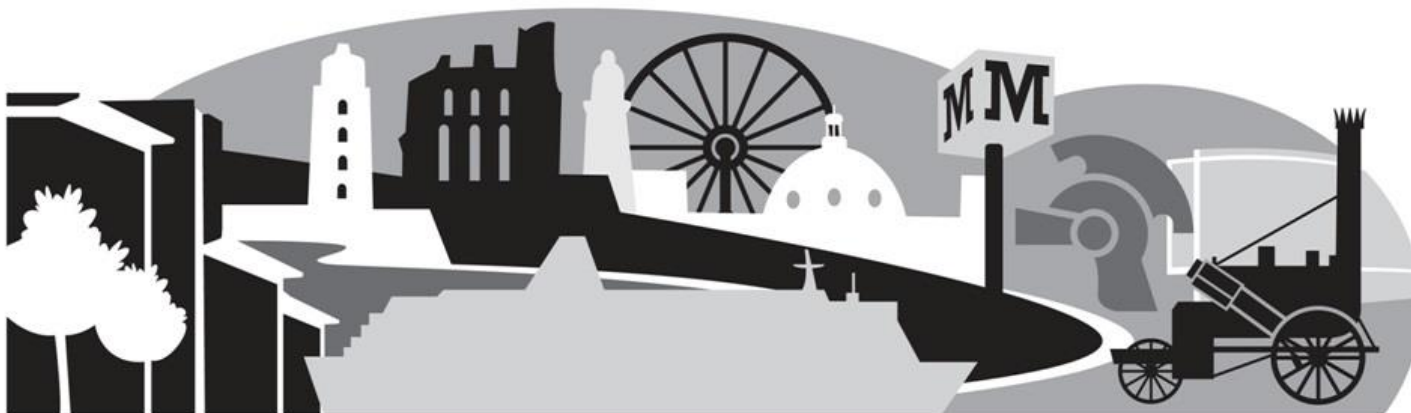
Workshop Discussion



- We know what's great about our town centres
- What do you think are the big 5 challenges ahead?
- What do you think are the big 5 opportunities?



Thank you and any questions?



North Tyneside Council