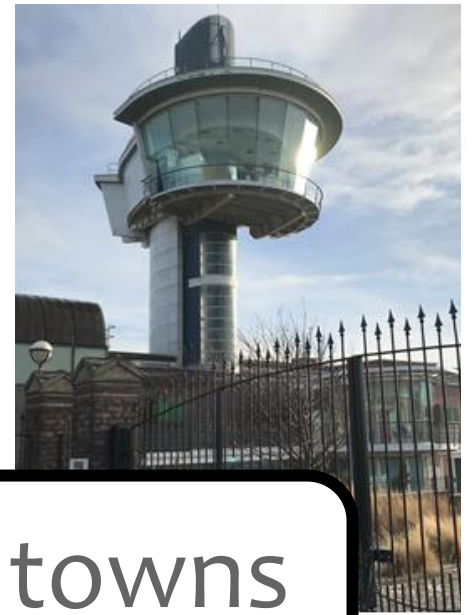




A tale of revitalising two towns

Action planning in Wallsend & Whitley Bay



Adopting national good practice



Revitalising town centres: a toolkit for councils

This online toolkit is intended to provide practical guidance and resources to assist councils in taking a strategic and evidence-based approach to revitalising town and city centres. This updated version of the toolkit has been prepared with the People & Places Partnership to include newly available guidance to help local authorities and place partnerships to develop COVID-19 recovery planning as part of wider revitalisation.



TOWN CENTRE CHECKLIST

✓ FOUNDATION; evidence & objectives

FUNCTION

✓ parking, travel & access

✓ planning & property

✓ streetscape & public realm

✓ business support

✓ place marketing & branding

✓ digital technology & data

✓ FORM; governance & influence

FOLK

✓ community engagement & coordination

✓ roles & capacity

✓ FUNDING; finances & investment

✓ FORWARD PLANNING; strategy & plans

A town centre
checklist of the
‘what’ & ‘how’
of town centre
revitalisation

Phase 1:
Analysis of
existing
strategies &
stakeholders

Phase 2:
Delivery of
town centre
baseline
survey

Phase 3:
Stakeholder
engagement
& partnership
development

Phase 4:
Mentoring &
town centre
action
planning

Building relations & understanding



Phase 1: Analysis of Existing Strategies & Stakeholders

- Desk-top review of existing strategies
- Stakeholder engagement throughout with online resources

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Town centre recovery

Action planning across North Tyneside's towns

North Tyneside Council is working with the six communities of Forest Hall, Fish Quay, North Shields, Tynemouth, Wallsend and Whitley Bay in planning North Tyneside's town centre recovery.

The Council is being assisted in this work to plan North Tyneside's town centre recovery and revitalisation by the expertise of the People & Places Partnership and the footfall monitoring technology of Proximity Futures. This partnership brings together People & Places' experience in preparing a [national revitalising town centres toolkit](#) for councils and Proximity Future's cutting edge [GEO-Sense](#) technology that provides day-by-day insights into how people are returning to their town centres.

Involving local businesses & community groups

In planning North Tyneside's town centre recovery, the work will address the immediate issues faced by the six town and local centres, their businesses and customers in reopening after the winter lockdown. Aided by the GEO-Sense technology, People & Places will also help North Tyneside Council engage with these stakeholders in planning for and monitoring the longer-term revitalisation of the six centres.

Policy analysis: Long-term revitalisation



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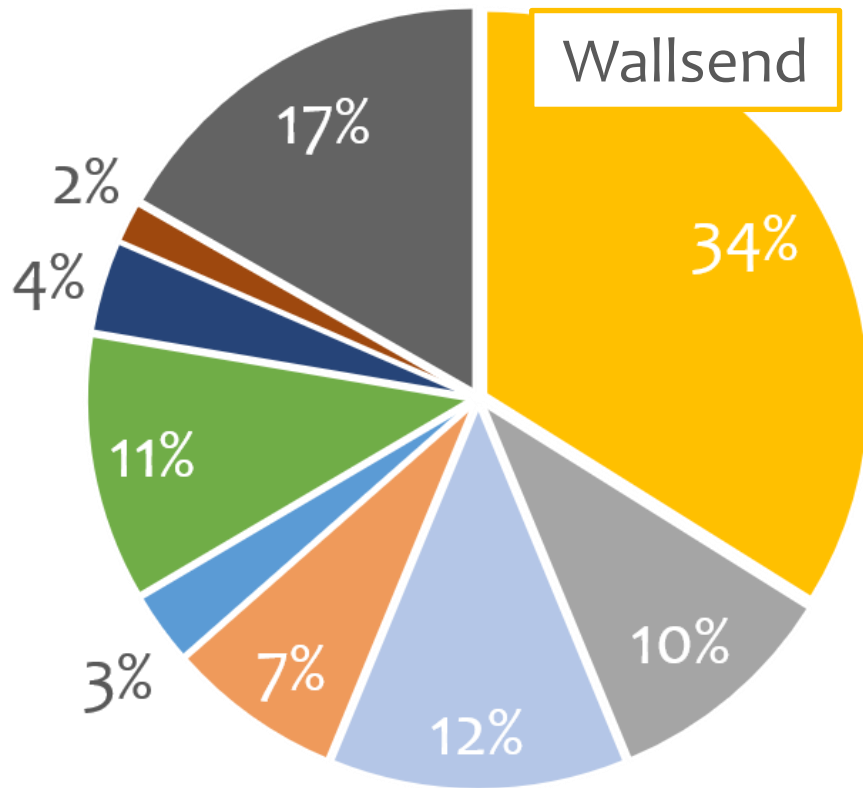
Phase 4:
Mentoring &
town centre
action
planning

Gathering evidence of issues

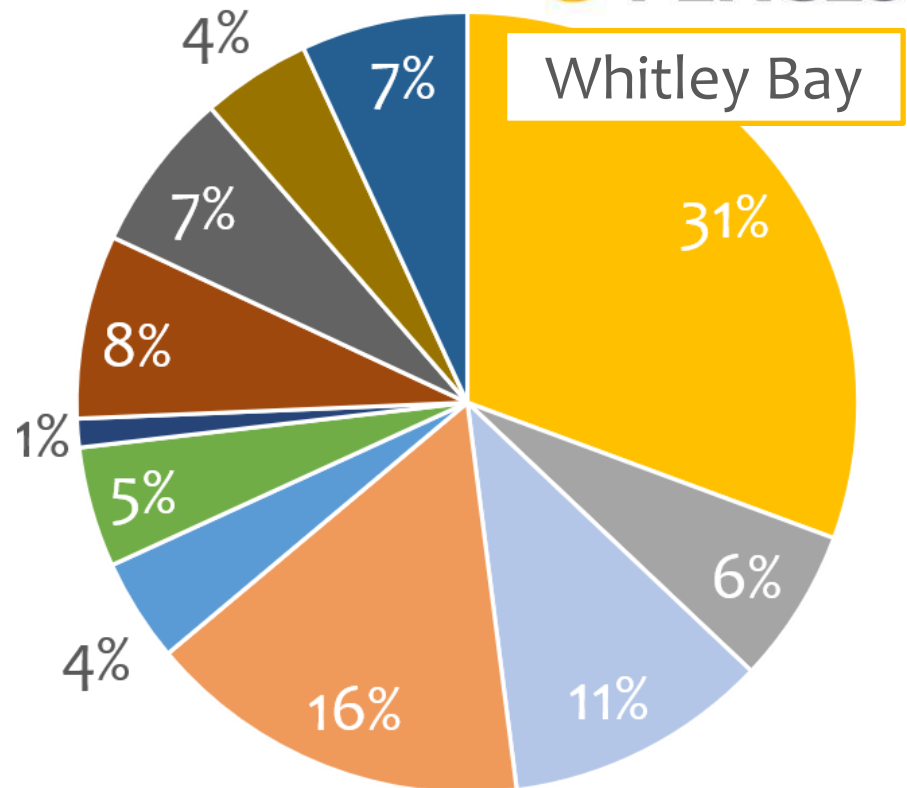
- Desktop policy review
- Business use analysis
- Initial accessibility audit
- Business responses (76/36% & 161/38%)
- Customers survey responses (742 & 1,326)
- Analysis of footfall/foot-flow data
- Publication of baseline report
- Stakeholder engagement & partnership
- Development of action plan



Distinctive existing business mixes

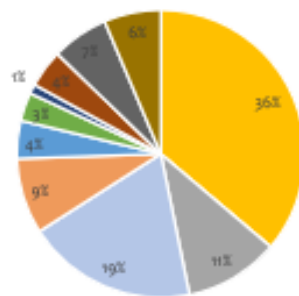


- A1 Comparison Retail
- A2 Financial & Professional Services
- A4 Bars & Pubs
- D1 Non-residential Institutions
- Sui Generis



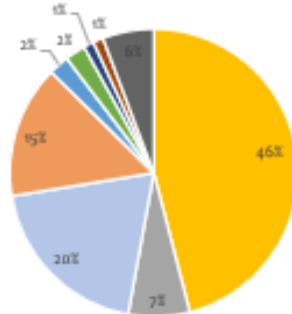
- A1 Convenience Retail
- A3 Cafes & Restaurants
- A5 Take-aways
- D2 Assembly and Leisure

Whitley Bay Z1 (Central Shopping Area) Businesses by Use Class (%)



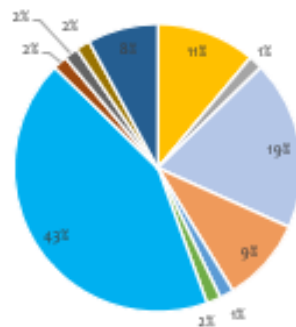
- A1 Comparison Retail
- A1 Convenience Retail
- A2 Financial & Professional Services
- A3 Cafes & Restaurants
- A4 Bars & Pubs
- A5 Take-aways
- B1 Offices
- D1 Non-residential Institutions
- D2 Assembly and Leisure
- Sui Generis

Whitley Bay Z2 (Park View North) Businesses by Use Class (%)

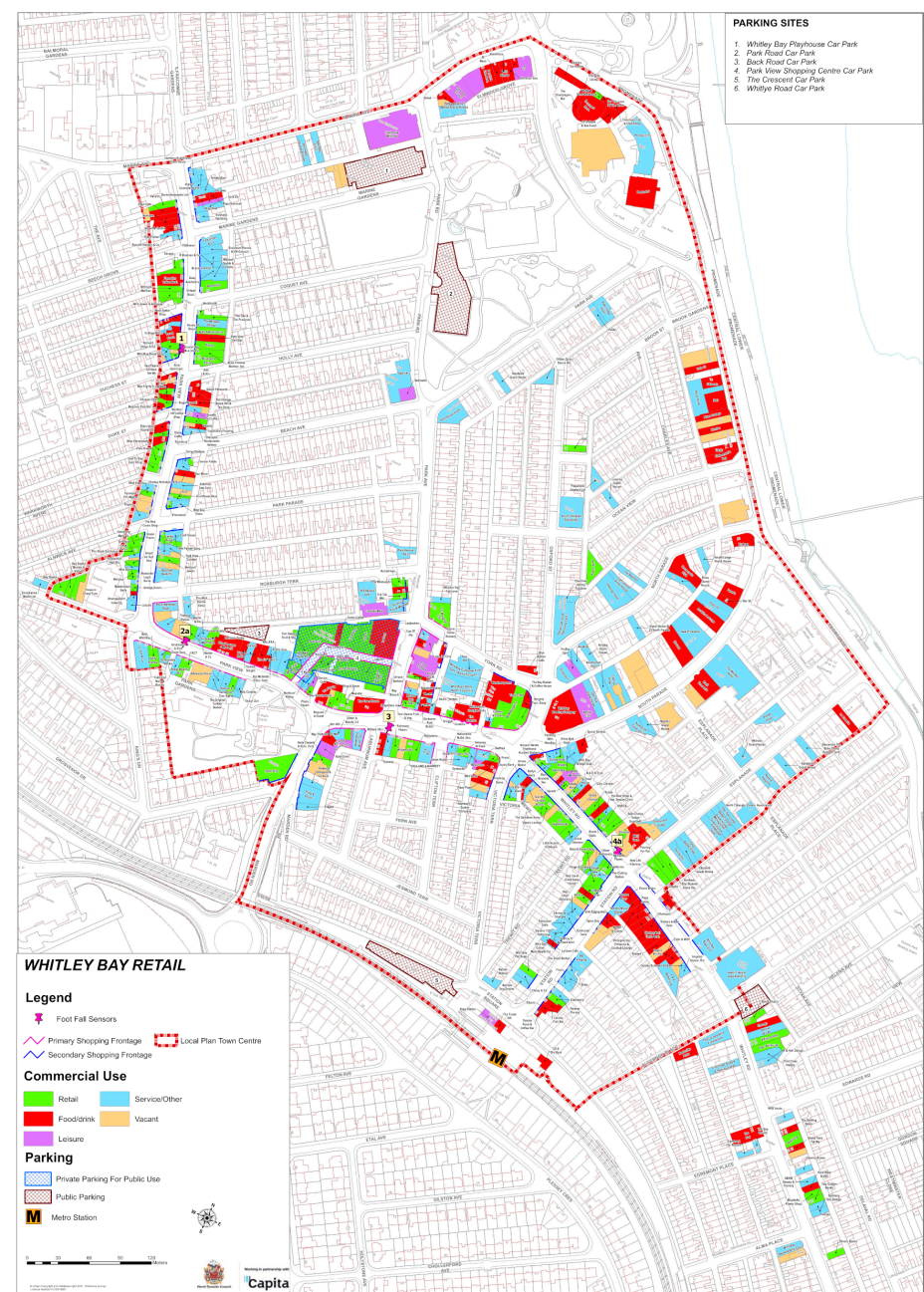


- A1 Comparison Retail
- A1 Convenience Retail
- A2 Financial & Professional Services
- A3 Cafes & Restaurants
- A4 Bars & Pubs
- A5 Take-aways
- B1 Offices
- D1 Non-residential Institutions
- D2 Assembly and Leisure
- Sui Generis

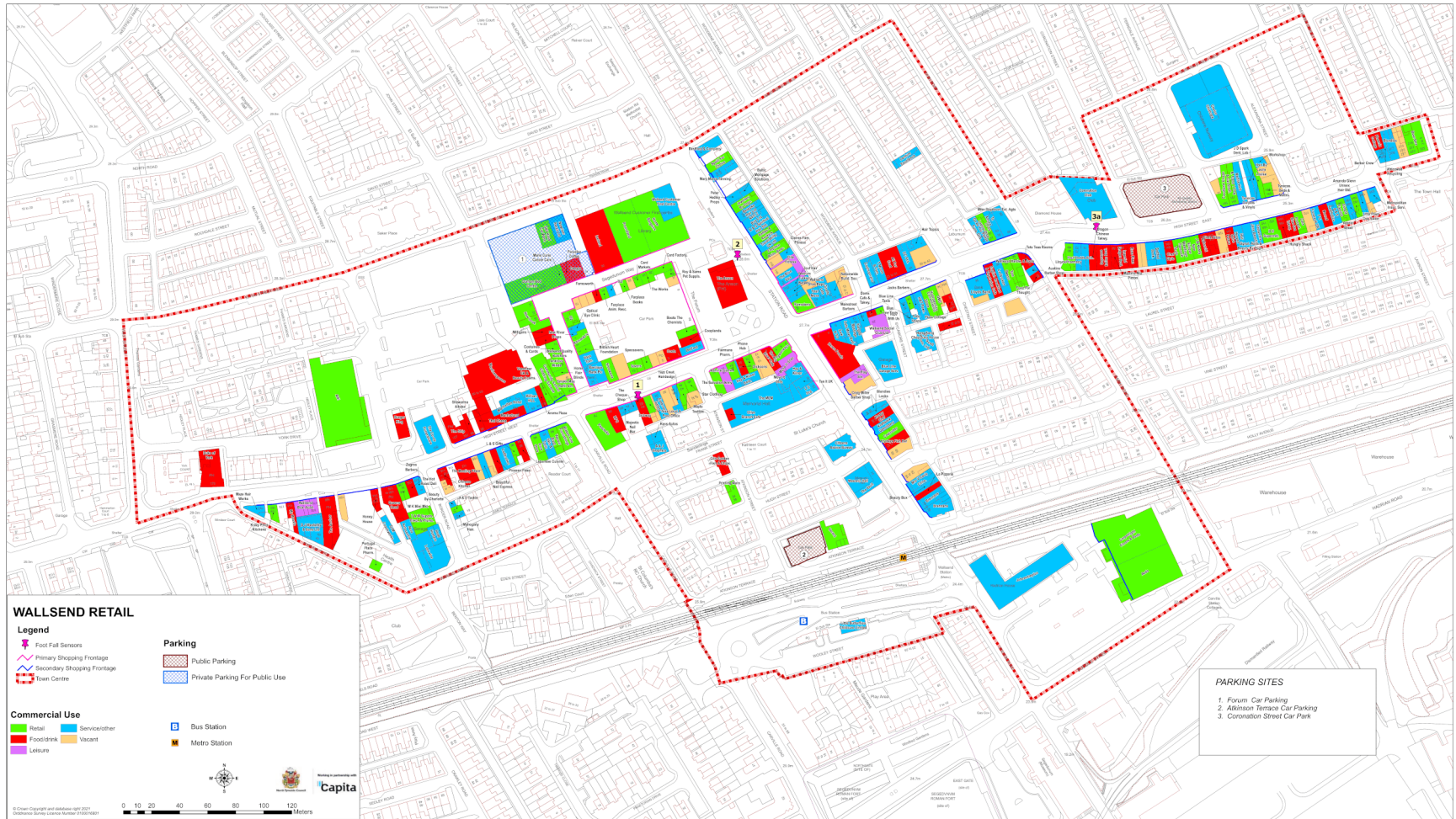
Whitley Bay Z3 (Seafront) Businesses by Use Class (%)



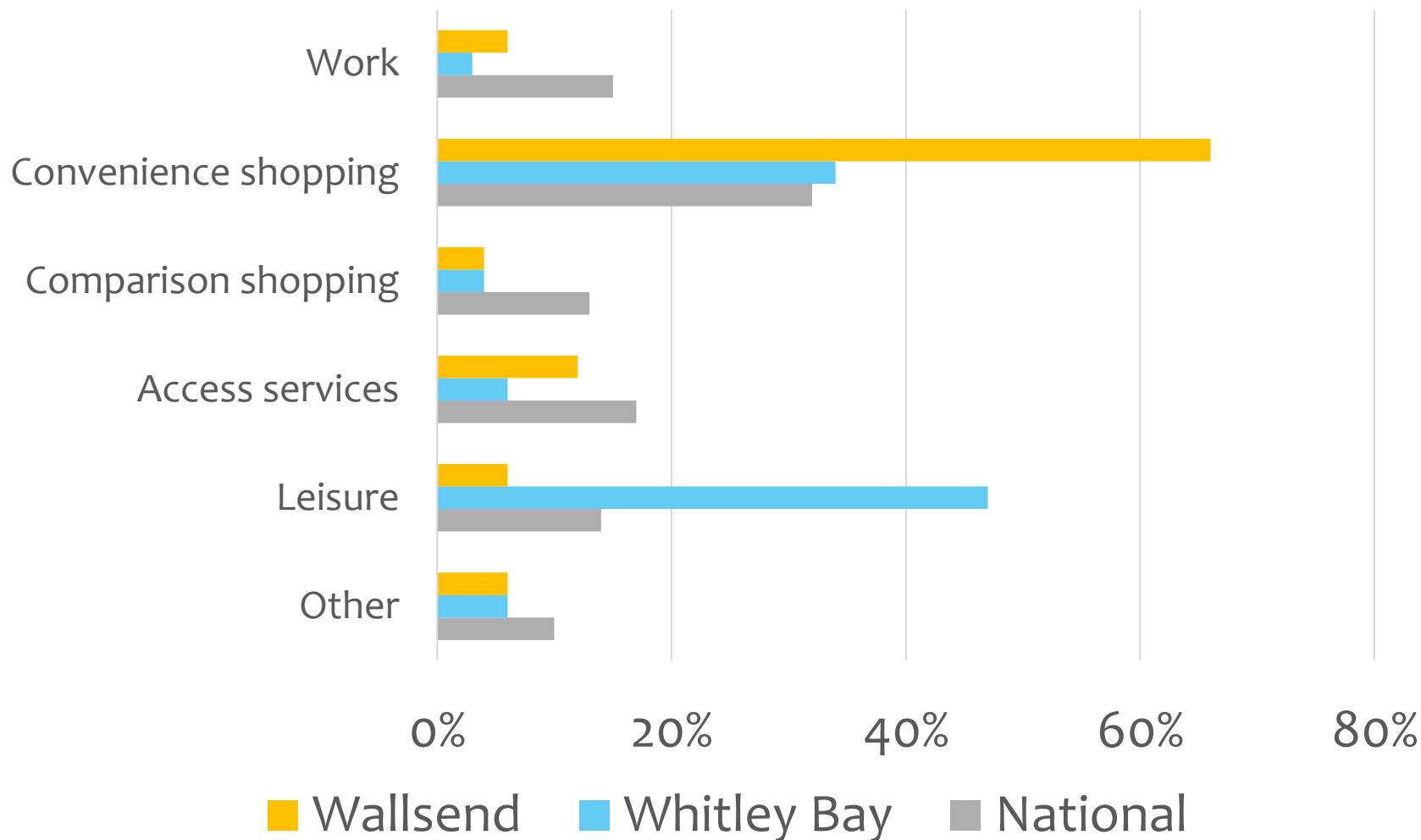
- A1 Comparison Retail
- A1 Convenience Retail
- A2 Financial & Professional Services
- A3 Cafes & Restaurants
- A4 Bars & Pubs
- A5 Take-aways
- B1 Offices
- C1 Hotels & Accommodation
- C2 Residential Institutions (care)
- D1 Non-residential Institutions
- D2 Assembly and Leisure
- Sui Generis



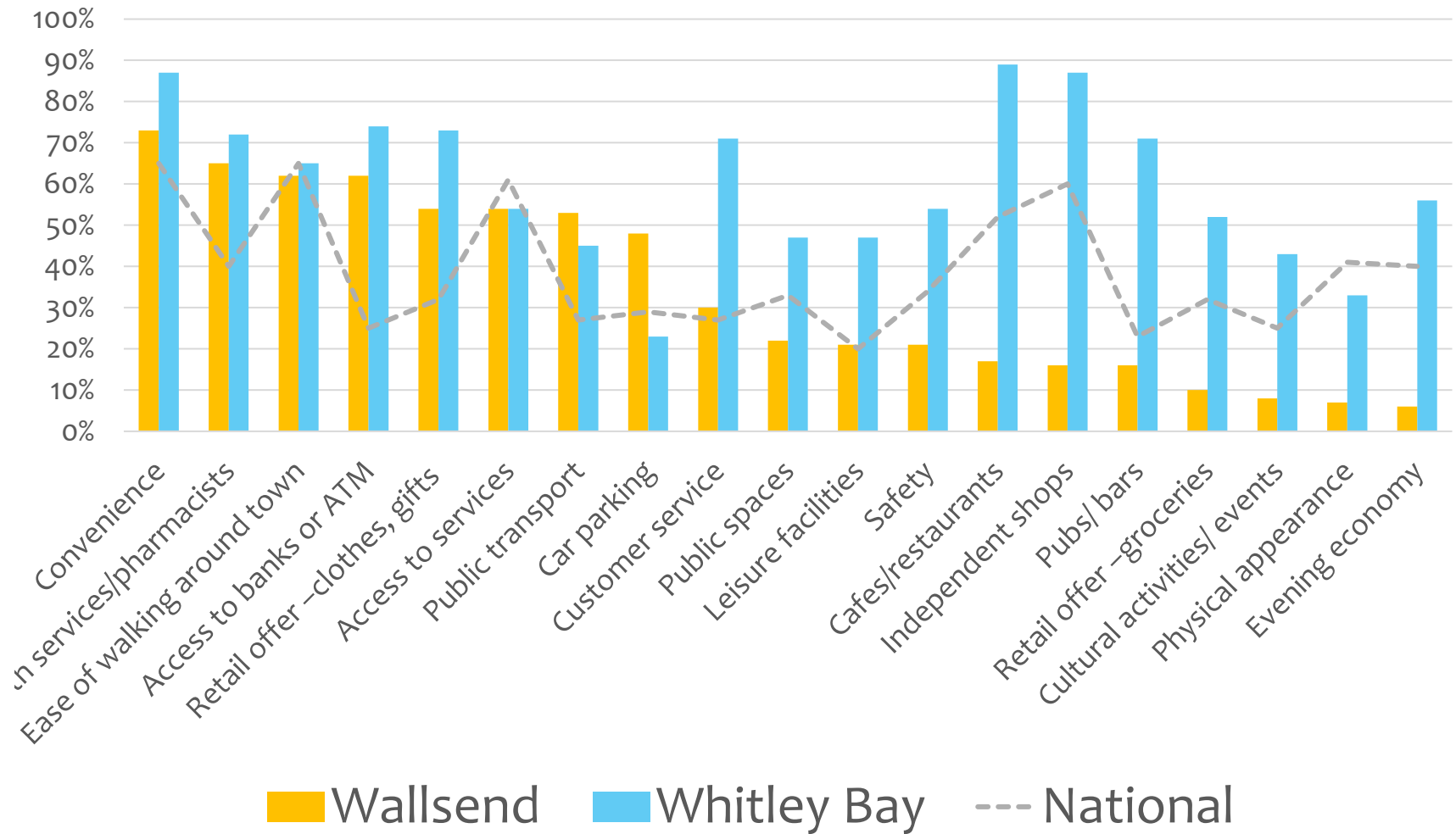
Wallsend: Understanding function



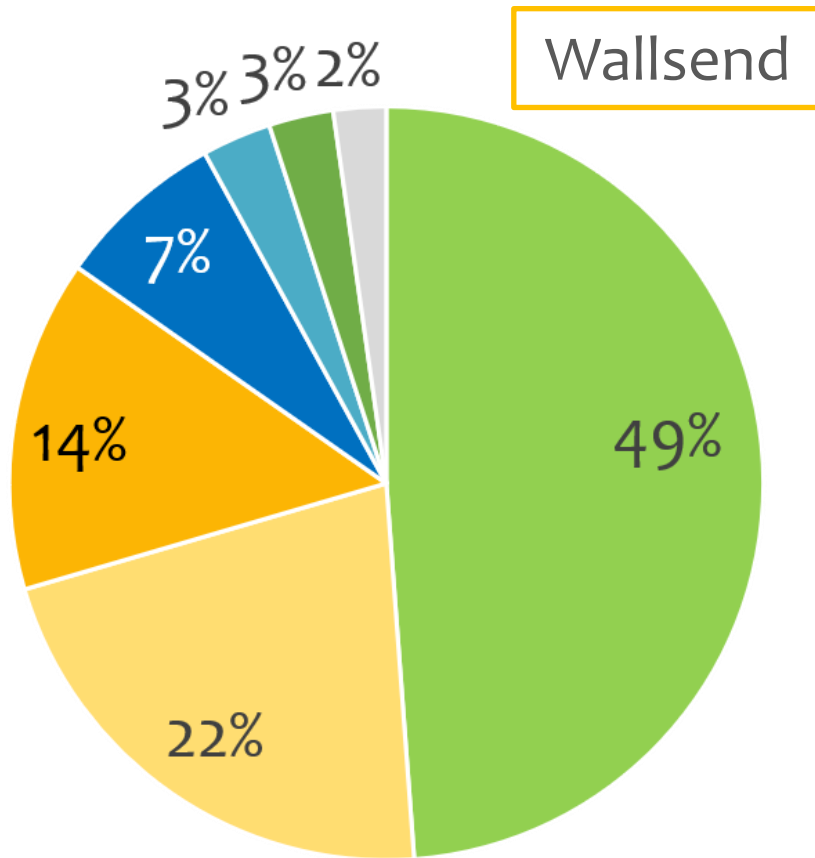
Different purposes for town centre visits



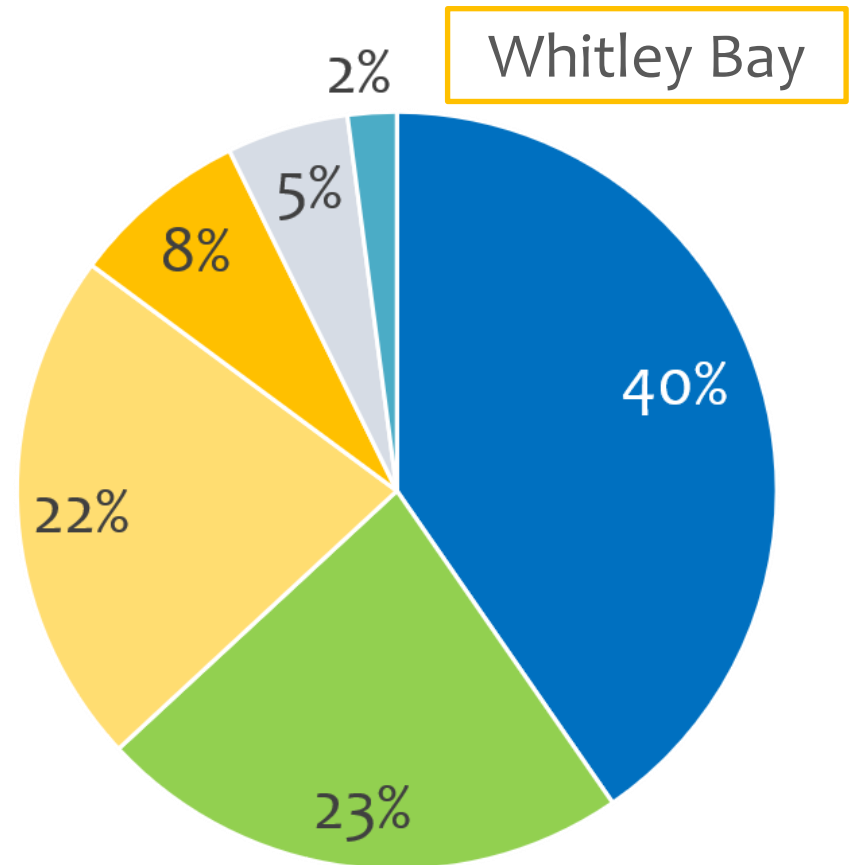
Positive perceptions of town centres



Contrasting customers' priorities & PEOPLE PLACES



- Parking & Travel
- Retail, Hospitality & Business



- Appearance & Signage
- Local Leadership & Social Issues

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Engagement in issues & solutions

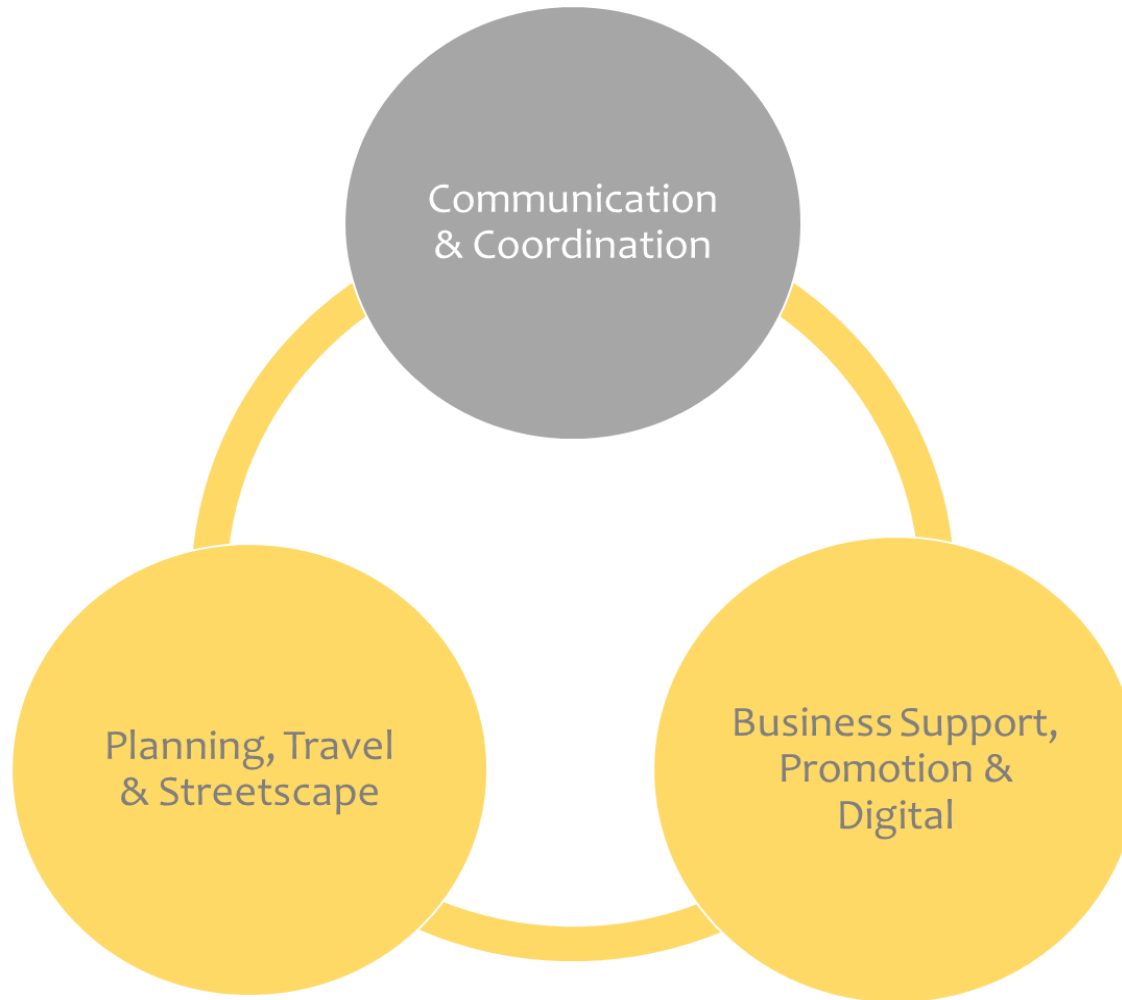


Phase 3: Stakeholder engagement & partnership development

- Publication of 'stakeholder summary'
- Organising engagement events
- Engagement with stakeholders & council members/staff on action planning
- 1-to-1 engagement with key stakeholders
- Analysis of responses & preparation of draft town/local centre action plan



Creating place partnerships



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town centre
action
planning

Embedding the action planning



Phase 4: Mentoring & Action Planning

- Preparation of summary Borough-wide recovery planning framework
- Organising stakeholder engagement events & council officer/members' briefings
- Presentations & launch of action plan with stakeholders & council



Creating bespoke action plans

Issue	Wallsend Responses	Whitley Bay Responses
Hardware: Planning, travel & streetscape		
Planning	Attract new businesses	Build identity of zones
Parking and travel	Improve central arrival	Customer-focused parking
Streetscape & public realm	Enhance public spaces	Town centre redesign
Software: Business support, promotion & digital development		
Business support	Business engagement	Night-time strategy
Place branding & marketing	Boost local identity	Annual events programme
Digital development	Digital skills training	Boost digital promotion
Partnership working: Communication & coordination		
Communication & engagement	Increase engagement	Deliver communication plan
Coordination & monitoring	Building local capacity	Strengthen partnership

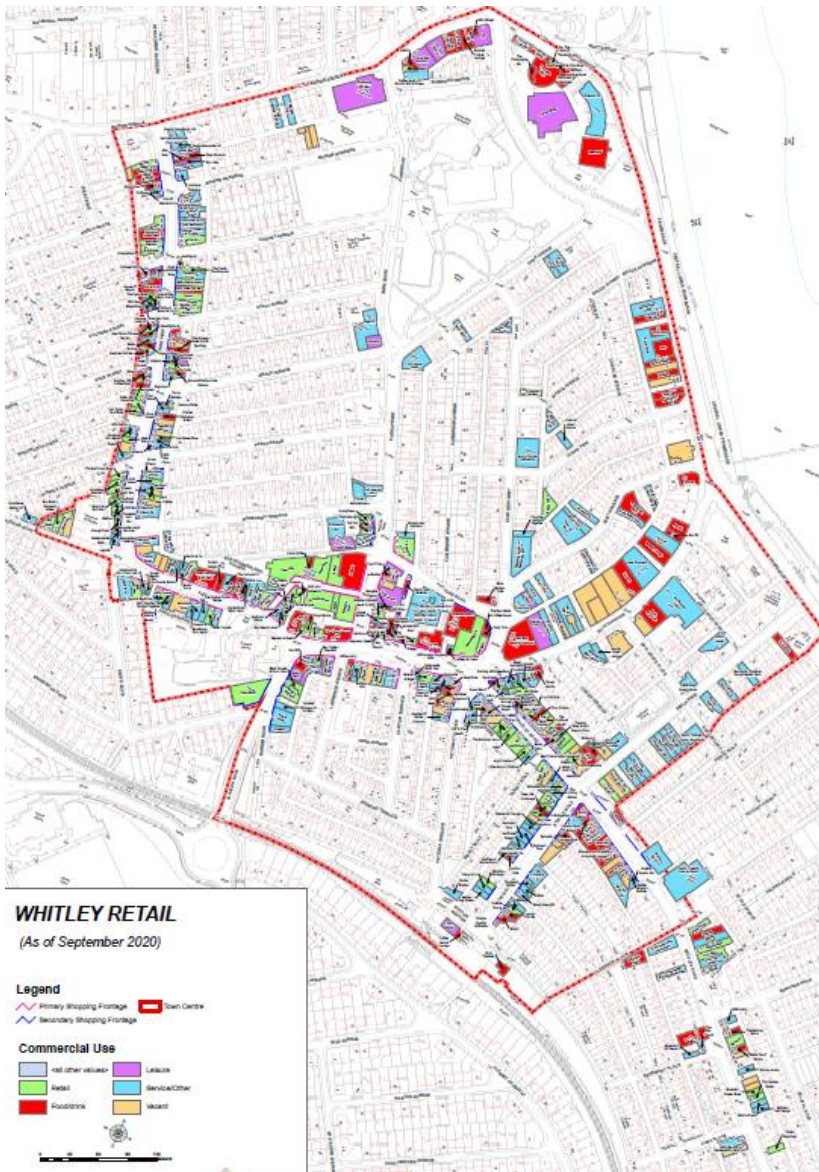
Whitley Bay orientation

Finding your way around

- Promenade & hospitality
- Park View Shopping Centre & town centre (Park View)
- Local/independent shopping 'village' (Park View north)
- Whitley Road incl. 'restaurant row'
- Station Road & Metro Station

Customer types

- Local residents
- Comparison shoppers
- Day trippers



Wallsend: Long-term thinking about layout



Backing for revitalisation

14

Whitley Bay town centre

Delivering joined-up solutions

Creating a 'can-do' attitude with measurable change

Delivering successful town centre change is a long-term venture involving vision, ambition, a broad approach & coordinated delivery amongst local partners. Here are some suggested building blocks of successful action planning focused on measurable targets for tracking change. It is vital for local partners to keep focused on such outcomes.

It can
be done!

Increased movement around town

Target: Measurable increases in foot-flow around town & dwell times amongst local residents & visitors. Such improvements should be mirrored by improved business confidence across Whitley Bay.



Strengthened identity & experience

Targets: Improved local customer & visitor's perceptions of their changing experience reflected in continued positive perceptions about the town centre & increased business confidence.



Enhanced character & appeal

Target: Measurable increases in customer satisfaction, experience & footfall across different character areas of the town. This should be mirrored by improved cross-town business confidence.



Positive online engagement

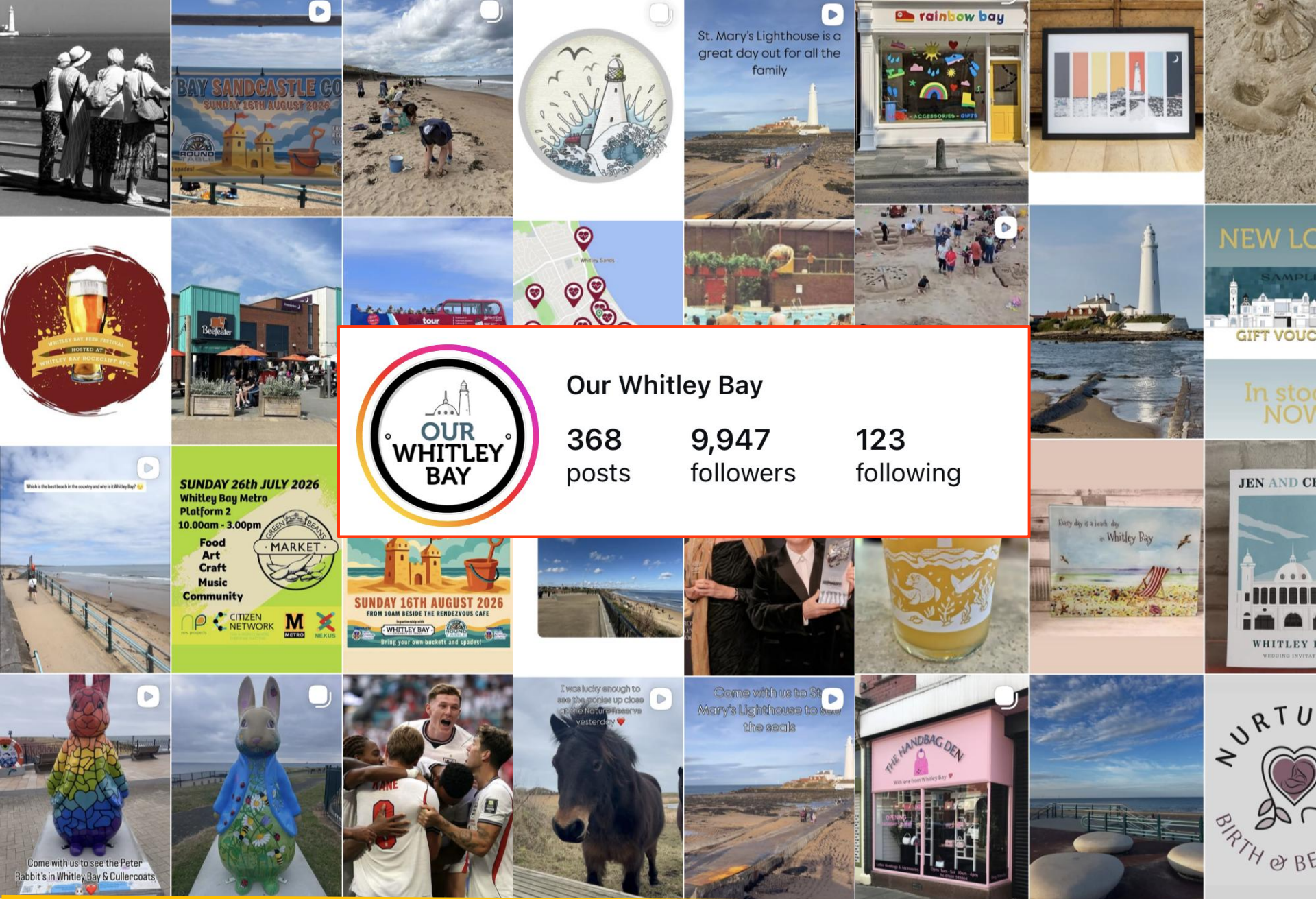
Target: Evidence of increased digital marketing by businesses & community groups; greater customer engagement; improved perceptions of the retail & services mix; boosted business confidence.





WINNER
LET'S
CELEBRATE
TOWNS





A tale of tailored town revitalisation



- Grounded on ‘tried & tested’ national good practice
- Tailors action planning to breadth & depth of evidence
- Surveys performance, priorities & perceptions
- Action plan covers, software, hardware & partnership
- Embedded in new ‘pathways to progress’ programme

