

Recovery & transformation of North Tyneside town & local centres



Recovery planning



Town Centre Recovery Action Plan

From recovery to revitalisation

- Whitley Bay
- Wallsend
- North Shields

Plus overview for

- Fish Quay
- Tynemouth
- Forest Hall



Guiding principles

Recovery leading to revitalisation

- Using national good practice
- Delivering to funder's tight timetable
- Navigating COVID-19 restrictions
- Reliant on stakeholders' connections with businesses/communities
- Embedding issues & solutions within businesses & communities



Following national good practice

Reopening & revitalising Selby: a town centre checklist

In summer 2020, Selby District Council faced the challenge of combining the immediate requirements for reopening Selby town centre as part of COVID 19 recovery planning, with delivering existing long-term priorities for revitalisation.

Economic growth | 22 Jun 2020

This case study summarises how, in doing so, Selby adopted an approach of reopening the town centre in a safe and welcoming way while adding to long-term revitalisation planning through rapid learning, testing of new ideas, developing local capacity and partnership working. To help achieve this, Selby turned to the guidance in the LGA's updated self-assessment 'town centre checklist' for assessing progress with such a comprehensive approach.



Revitalising Selby Town Centre Action & Recovery Planning Checklist



Tracking COVID-19 impacts by footfall

Tracking Nuneaton's footfall through the COVID-19 pandemic

When Nuneaton and Bedworth Borough Council invested in comprehensive footfall and foot-flow monitoring as a measure of town centre vitality and viability, it was not aware of its usefulness in managing the local response to a global pandemic.

Economic growth | 19 Aug 2020

Local authority: Nuneaton and Bedworth Borough Council

Submitted by: **Jonathan White, Head of Town Centres and Marketing, Nuneaton and Bedworth Borough Council**; Chris Wade, Director, the People & Places Partnership.

Case study synopsis:

When Nuneaton and Bedworth Borough Council invested in comprehensive footfall and foot-flow monitoring as a measure of town centre vitality and viability, it was not aware of its usefulness in managing the local response to a global pandemic.

This case study offers insights about the application of footfall and foot-flow monitoring in aiding town centre decision-making at three distinct timescales and levels: understanding the impacts of routine and responsive management; responding to the COVID-19 lockdown and devising subsequent reopening measures; planning for long-term investment needs and demonstrating change.



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
- Initial stakeholder engagement presentations including suite of online resources



Revitalising Sherburn in Elmet

To learn more about the work that has gone in to planning the village centre's revitalisation, you can watch this 20 minute [video presentation on revitalising Sherburn in Elmet](#). You can also download a PDF copy of this presentation on [creating a forward framework for Sherburn](#).

You can read or download a copy of the summary of the 'route-map', [revitalising Sherburn in Elmet village centre: a forward framework](#). A copy of the full report is available from Selby District Council.

We have added a short video called "[Let's feel good about Sherburn](#)" which looks at how the community and businesses might come together to improve how everyone experiences the village.

Launch of Village Action Plan

A final draft of a [Sherburn Village Centre Action Plan 2020-25](#) was published in October 2020 that captures the progress made through working groups of local partners. Comments can be made on the draft plan through local working groups representing key stakeholder groups including Sherburn in Elmet Parish Counciling, Community Trust and Business Network Group. You can watch this short video presentation on [improving the look and the feel of Sherburn village centre](#) that explains how the action plan was prepared with input from local groups.

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Gathering evidence of issues

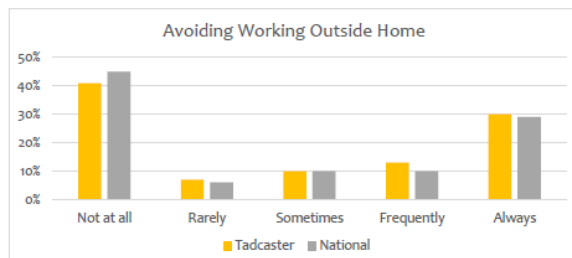
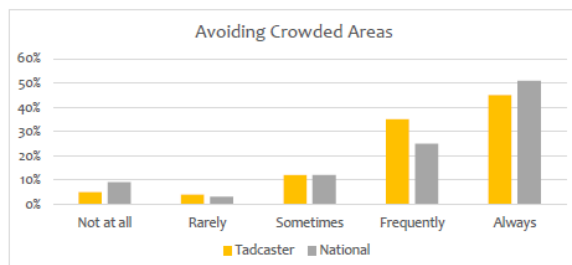
Phase 2: Town Centre Baseline Survey

- On-street business audit
- Design & distribution of business surveys
- Design & distribution of town centre users surveys
- Town/local centre visits
- Analysis of baseline footfall/foot-flow data
- Publication of baseline report & action plan

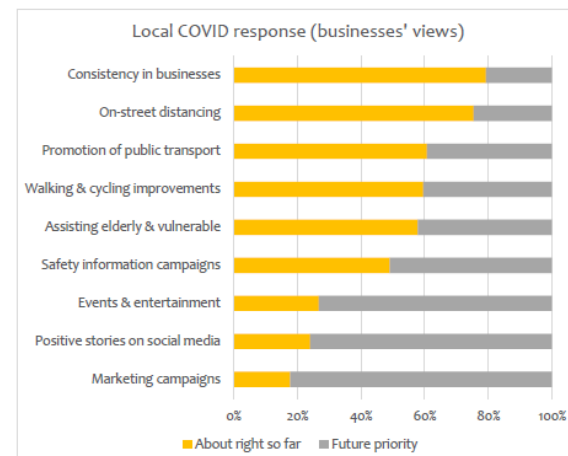
(Weeks 2-9)



Spotlight on COVID-19 impacts



What are your views on the local response to COVID-19 in the town centre? (businesses)	About right so far		Future priority	
	No.	%	No.	%
Consistent approach in businesses	46	79%	12	21%
On-street social distancing	43	75%	14	25%
Promotion of safe use of public transport	34	61%	22	39%
Improved walking & cycling provision	34	60%	23	40%
Assistance for elderly & vulnerable	33	58%	24	42%
Public campaigns to reassure customers	28	49%	29	51%
Events and entertainment to boost footfall	15	27%	41	73%
Positive stories on social media	13	24%	41	76%
Marketing campaigns to increase footfall	10	18%	46	82%



Baseline data coming on stream

Visitor Report [Visitor Report page](#)

[Start Page Tour](#)

[Print Report](#)

[Excel Export](#)

Tuesday, 10 November 2020 - Tuesday, 17 November 2020  

Zone Selection Tool

3,109,451

Average venue visits, per year

260,554

Average venue visits, per month

59,781

Average venue visits, per week

8,519

Average venue visits, per day

29,032

Total visits this period

12:00 - 13:00

Busiest time of day

116 minutes

Average dwell time

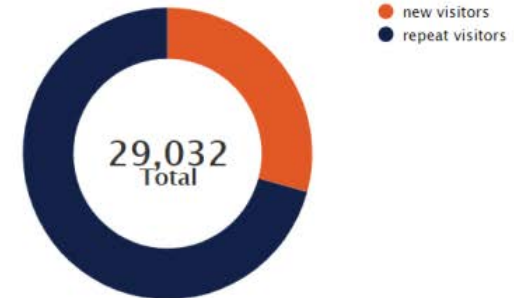
4,147

Average visits per day

Busiest Zones



Total Visitors - New Vs Repeat



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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

(Weeks 7-13)



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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

(Weeks 12-14)

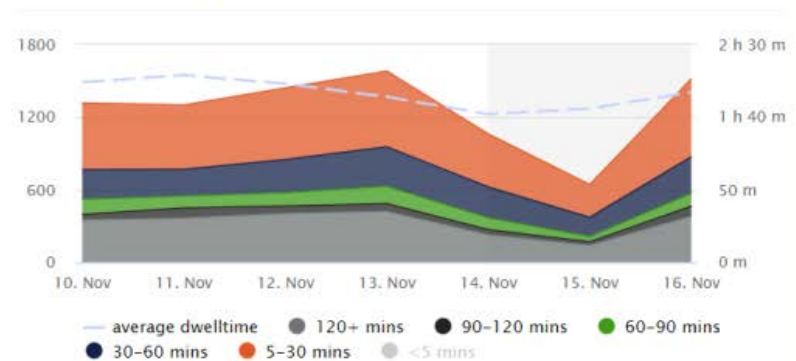


Increasing data & analysis of change

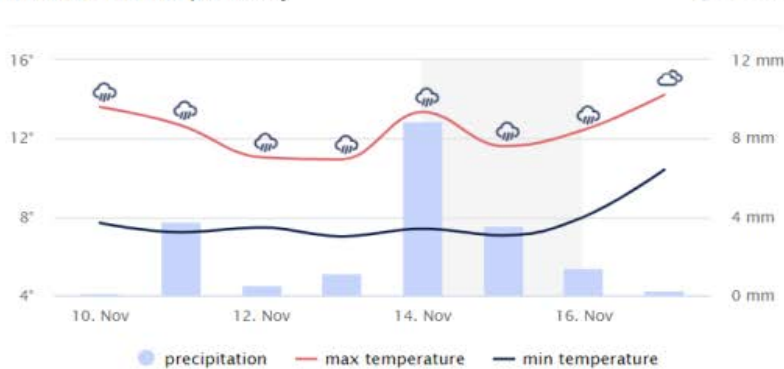
Number of Visitors - New Vs Repeat



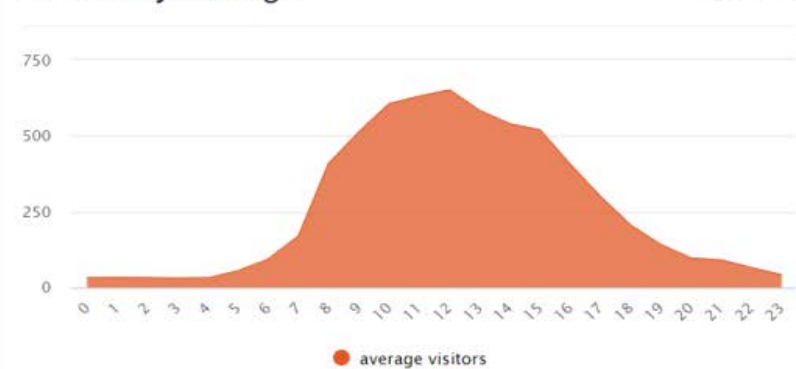
Dwell time Analysis



Weather Data powered by

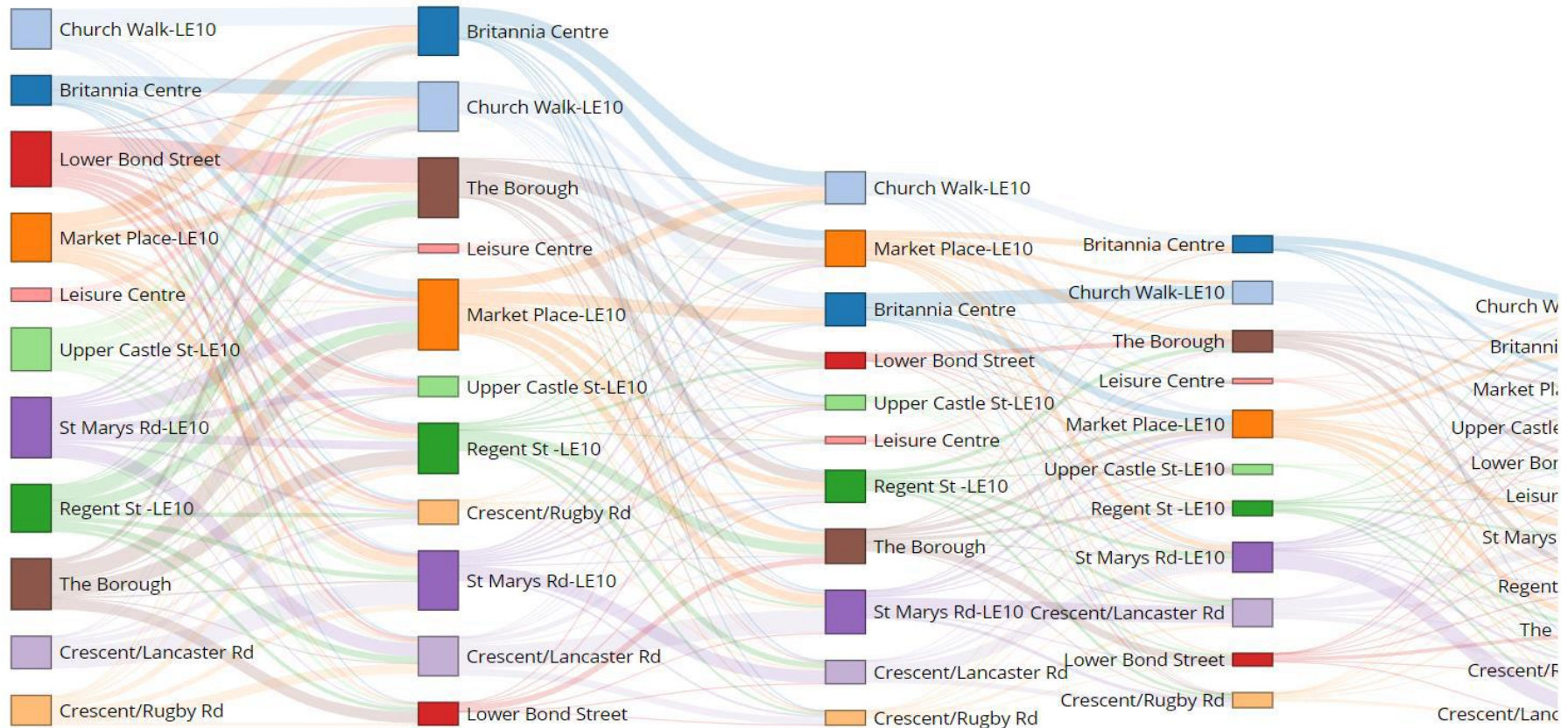


Time of Day - Average



Understanding changing foot-flow

Visitor journeys



Area-wide action planning

Reopening East Suffolk's towns

As in many areas of the country, in summer 2020 East Suffolk Council faced the challenge of helping its town centres trade successfully and safely. This case study summarises the approach adopted through a combination of delivering targeted, practical improvements and continuing to boost the capacity of local town partnerships to deliver long-term town centre revitalisation.

Economic growth | 11 Nov 2020

The challenge

The challenge facing East Suffolk Council in early summer 2020, was to quickly develop a COVID-19 recovery plan that matched the distinctive needs and capacity of its dispersed communities. East Suffolk is a 'super district' with a population of around a quarter of a million residents centred on 11 towns spread over approximately 50 miles north to south. These towns are Aldeburgh, Beccles, Bungay, Felixstowe, Framlingham, Halesworth, Leiston, Lowestoft, Saxmundham, Southwold and Woodbridge, plus the Wickham Market village.

Research that the People & Places Partnership undertook across East Suffolk's town centres in 2019, showed that 75 per cent of businesses are independently-owned; 21 per cent already forecasted decreasing turnover; and 78 per cent valued the potential of the visitor economy. Around half of the district's businesses were already alert to the importance of collaborative working to help boost town centre economies through events/activities (46 per cent), marketing/promotions (51 per cent) and local partnerships (47 per cent).

East Suffolk Safer High Streets COVID-19 Recovery Plan



Taking the first steps

- Analysis of existing strategies
- Siting & consents for monitors
- Town centre access audit
- Briefing key stakeholders
- Assistance with invitations to local stakeholder events
- Preparing business mailing lists & social media channels

