



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	North Shields and Fish Quay Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Daniel Wise Business and Economic Development North Tyneside Council Third Floor, Left Quadrant East, The Silverlink North Cobalt Business Park, North Tyneside NE27 0BY Telephone: 0191 643 6427 Fax: 0191 643 2429 Email: daniel.wise@northtyneside.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Councillor Bruce Pickard, Deputy Mayor and Councillor Riverside Ward Councillor Frank Lott, Councillor Riverside Ward Councillor Sarah Day, Councillor Tynemouth Ward Councillor Brian Burdis, Councillor Valley Ward with links to the coast
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	North Shields Chamber of Trade – David Bavaird Fish Quay Development Company – Nik Hanlon

			<p>Folks Interested in Shields Harbour (FISH) – Geoff Gunton</p> <p>The Old Low Light – Pearl Saddington</p> <p>North of England Civic Trust – Jules Brown</p> <p>Numerous Council Officers from various departments, including: Regeneration, Cultural Services, Highways, Strategic Property, Engagement, Environmental Services and Planning.</p>
4	Accountable Body	Local Authority Contact name & details	<p>Does the Accountable Body have a representative on the CCT membership? Yes, North Tyneside Council</p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>The Fish Quay is located at the mouth of the River Tyne, closely defined by physical boundaries formed by a steep bankside separating it from the mainland river level and river. The neighbourhood is a mixture of fishing related industry, restaurants, cafes, drinking establishments, leisure and tourism, residential and small to medium sized businesses with an eclectic mix.</p> <p>The established and new / future residential developments in the area form a hugely important element of the Fish Quay.</p> <p>The area covers three conservation areas (Fish Quay, New Quay and Northumberland Square) and has a rich array of listed and locally registered buildings as well as a scheduled ancient monument. This monument has only recently been removed from the English Heritage Buildings at Risk register through the continued work of the Authority, its partners and local interest groups. Links to North Shields town centre are from road to either side of the Quay and also by foot along an array of steep footpaths.</p> <p>The Fish Quay is a priority focus for the</p>

			<p>Council. The scale of issues, in terms of the decline of the fishing industry, redundant buildings, and the need to have regard to conservation, has meant that this was anticipated to be a long term (10-15 year) project. To date, the Council with other public and private sector partners and with community engagement have spent in excess of £20 million successfully bringing forward physical regeneration projects such as the following:</p> <ul style="list-style-type: none"> • Western Quay • THI • Partnership Scheme • WAS • Vita House • Food Park <p>However, despite this investment there are further challenges such as the need to rebuild the working quay area, reclamation and redevelopment of the former Tyne Brand site, and creating better links and synergy with the adjacent North Shields Town Centre.</p>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>Life on today's Fish Quay encompasses many colourful aspects of modern living. Work and business interacts with residential areas, leisure activities, eating, drinking, sporting pursuits and tourism.</p> <p>There are many diverse personalities and characters and much to celebrate with sympathetic developments, conservation measures and exciting investments that are bringing new opportunities and enhancing an already thriving area.</p> <p>Modern life on the Fish Quay interacts with many centuries of heritage and tradition from an area rich in history and with many stories to tell.</p> <p>More recent regeneration has increased</p>

		<p>the resident population in the area, especially at the New Quay, Dolphin Quays and Irvin Building sites, though not to former levels, and there are no schools in the conservation areas, although there are within the North Shields town centre area. However, the Fish Quay is recognised as a valuable educational resource by both local and distant schools, including Newcastle University.</p> <p>The Fish Quay is made up of two lower super output areas (LSOAs) (E01008524 and E01008561) with an estimated population of 3,379*. E01008524 is ranked in the bottom 10% overall and in the bottom 5% for employment nationally whilst E01008561 is ranked in the bottom 20% overall and in the bottom 10% for employment nationally (IMD 2010).</p> <p>From the Indices of Multiple Deprivation 2010, using the overall ranking for wards in England and scorings of the eight LSOAs of the Riverside Ward, seven are ranked in the bottom 15%, 5 of these being in the lowest 10%. This is in stark contrast to the Tynemouth Ward where just one of the six LSOA's in the ward scores within the bottom 20%. <i>(Source – NTC Ward Profiles)</i></p> <p>North Shields Fish Quay covers two ward areas, Tynemouth and Riverside.</p> <p>Tynemouth ward has benefited from previous extensive regeneration initiatives in North Shields Town Centre, the Fish Quay and in Tynemouth Village and is currently seeing further regeneration work taking place in Northumberland Park, in the Fish Quay and along the Coast.</p> <p>In the 2011 census, the population for the ward stood at 10,472. The overall</p>
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		<p>household number was 5,276, of which 31.1% owned their property outright with 33.2% having a mortgage or loan.</p> <p>47.2% of the ward population were classed as in very good health.</p> <p>43.3% of the population were classed as economically active (full time employment), with 28.9% in professional occupations. 3.2% are unemployed.</p> <p>Riverside ward includes the current regeneration areas of River Tyne North Bank and North Shields Town Centre. However, it has also been the subject of considerable previous regeneration activity mainly through initiatives such as the North Tyneside City Challenge Programme. The Royal Quays Marina and Northumberland Quay, where cruise liners and navy vessels dock, are also within the ward.</p> <p>In the 2011 census the population of Riverside was 11,431.</p> <p>The average age of people in Riverside is 38, while the median age is lower at 37.</p> <p>91.8% of people living in Riverside were born in England.</p> <p>The top occupations listed by people in Riverside are Elementary 13.6%, Professional 13.0%, Sales and customer service 12.4%, Administrative and secretarial 12.3%, Elementary administration and service 12.1%, Associate professional and technical 11.1%, Caring, leisure and other service 10.6%, Administrative 10.3%, Skilled trades 10.2%.</p>
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7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>Partners recognise that without the quayside and the fishing industry associated with it, the area would not exist as it does today. The Quay continues to be a working area, contributing significantly to the Borough economy, and playing a pivotal role within the national/European fishing industry and fish/seafood supply chain. Other businesses associated with the area also contribute to the economy and job markets, such as the engineering, automotive, boat building, office/professional, retail and leisure. The fishing industry at the Fish Quay is also currently experiencing a revival, due to:</p> <ul style="list-style-type: none"> • The port's strategic location as a maritime fishing safe haven. • The port's strategic location that allows it to operate as a transit/ transfer hub for fish that is not caught locally but throughout the north east and Scotland. • The demise of other English east coast fishing ports. • Substantial (£9m) capital investment programme in the Fish Quay's infrastructure. • Growth volumes and values of fish landed. • Increased leisure and heritage interest. <p>Final landed value figures for 2012 have been published by the Marine Management Organisation; the Fish Quay landed 3,226 tonnes with a value of £7.325 million¹. Total sales of fish and shellfish from the Fish Quay to the UK and EU markets are estimated at around £35/40m.</p> <p>The number of full time fishing related jobs in the Fish Quay area is calculated at 460. In addition, there are a further 160 seasonal jobs attached to the visiting fleet that is based in the port over the period September to February. It is estimated that for each crewmember on</p>
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			<p>a boat, a further five jobs are generated on shore.</p> <p>The total fish industry related employment across the north east region, supported by the Quay's landing and marketing facilities are up to 1440 jobs, of which 460 are located within the FQNP area. In addition, a further 360 in other employment are also located around the FQNP area.</p> <p>The retail and restaurant/public house segment of the FQNP economy is a major and growing provider of employment, which supports a rapidly expanding market for such services in the unique setting of the Quay. Jobs in this sector are calculated at 100, and expanding, with sales turnover exceeding £10m per annum.</p> <p>The fishing industry is at the heart of the economy on the Fish Quay, with a growing range of businesses, mainly SME's, including a mixture of retailing, leisure and professional services.</p> <p>The centre of North Shields is a well established retail centre with significant recent investment from the public and private sector. In addition to retail businesses, the town has a significant businesses sector mainly composed of professional industries.</p>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>The North East Strategic Economic Plan identifies the Tyne as a major investment area. However, this is particularly focused on the Enterprise Zone areas located at Swans and the Port of Tyne land. It identifies that the focus moving forward for investing in places, is about creating a distinctive area that supports sustainable growth, environmental sustainability and resilience.</p> <p>Building on the investment and regeneration successes of the last two decades, we recognise that more is</p>

			<p>needed to strengthen the cultural and visitor offer for businesses, residents and visitors. North Shields Fish Quay is well placed to contribute to these strategic economic outcomes, and together with the emerging Local Plan for the borough can help assist delivery.</p> <p>The North East is a very competitive location when the costs of land, labour and housing are taken into account. Good quality and connected housing in the right places is essential for creating sustainable communities which will attract and retain economic investment and skilled workers. North Shields Fish Quay, with additional investment, is able to contribute to diversifying the economic base.</p> <p>Old Low Light, Coastal Community Fund (CCF) project:</p> <p>Supported by North Tyneside Council, and with funds from Tyne & Wear Building Preservation Trust, the Townscape Heritage Initiative and the CCF, the Grade II Listed building was totally renovated and a balcony was added so people could enjoy the spectacular views of the river.</p> <p>The Old Low Light finally opened its doors for business in October 2014 with a cafe, shop and top floor venue hire. The middle floor gallery, telling the story of the Fish Quay, opened at the end of March 2015.</p> <p>The project has brought local employment, regional education networking and a cultural and tourism focus for the Fish Quay. Current work includes providing heritage learning of traditional maritime industries and promoting historical and cultural activities, memorial art work, heritage trails and green coastal transport.</p> <p>Other important documents / initiatives</p>
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			for the area includes the Fish Quay Neighborhood Plan Supplementary Planning Document which sets out the community objectives for the area in planning terms and the Fish Quay Conservation Area Management Strategy, which sets out the regeneration objectives for the area in historic environment terms.
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.	<p>Building on the success of the Fish Quay as a place to live, visit and work, enhancing the gateways to the Fish Quay and assisting in bringing currently void sites, into active use.</p> <p>The aim of the project is to drive forward long term visions to revitalise the area and make the most of the potential to create new businesses.</p>
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	<p>The socio-economic needs of the community includes:</p> <ul style="list-style-type: none"> - More housing, including a mix of tenure and affordability on sites such as Tyne Brand and demolished buildings on Bell Street, in order to bring more people of the area, making it a vibrant place to live, work and visit. The successful development of Tyne Brand site will include active ground floor uses which will offer employment opportunities. - Improve the visibility of the Fish Quay on a local and regional level through rebranding, improved signage, updated website, events and communications improvements - Strengthening and diversification of the fishing industry and its supply chain, this could include investment in the Quay (rebuilding) and improvements to facilities - Continue to foster the mix of professional, leisure, cultural and art

			<p>related businesses in the area, improving employment and footfall in the area</p> <ul style="list-style-type: none"> - Build on the heritage of the area, including events for the community in Clifford's Fort, the heritage centre and community space in the Old Low Light (OLL) and elsewhere - Improve the education links and offer in the area through existing networks and establishments such as the OLL - Transport and access improvements to the area with improved linkages to the town centre (North Shields), the ferry terminal, Newcastle and elsewhere in the region through sustainable transport such as buses, pedestrians and metro - Continued partnership working is key along with further investment from the public and private sector <p>Delivery timetables for all of the above objectives should look to be set before the next general election in 2020.</p> <p>Our intention is to continue to work together to bring forward positive change, to encourage more businesses to locate in the area, more people to visit including educational visits and to support existing businesses to consolidate and expand in time creating more employment opportunities. The prosperity of the Fish Quay will also bring important benefits to the adjacent town centre.</p>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p>Strengths of the Fish Quay are evident in the number of new successful businesses and high quality developments. However, current market conditions have resulted in lack of confidence for investment in some key sites, such as Tyne Brand. Sitting at the gateway to the Fish Quay this has a significant impact on visitor perception.</p> <p>The strength of the community is evident in the Fish Quay with active involvement in the Fish Quay THI scheme and the</p>

		<p>Fish Quay Neighbourhood Plan Supplementary Planning Document, the FISHcast Community Character Statement and now the CCT.</p> <p>The land use suggestions and objectives set out in the Fish Quay Neighbourhood Plan Supplementary Planning Document provide increased certainty and confidence to landowners and developers to aid the successful development of derelict sites. The opportunity provided by this has been greatly reinforced through the preparation of a specific Fish Quay policy and land designations in the emerging North Tyneside Local Plan (due for adoption in Spring 2017).</p> <p>In terms of providing a good quality mix of existing and new housing for the area, there is an ever increasing confidence that the Fish Quay is an area on the up and is a place that people want to live, with its unique location between Tynemouth to the east and North Shields bound by the river to the south. There's are great opportunity to develop some innovative and bespoke housing developments which not only excel in terms of design and place making but provide much needed home for local people and those wanting to live in this special location. Weaknesses for housing include the ever changing economy and housing market, particularly surrounding apartments, which is already well established in the Fish Quay. It would be hoped that through the continued excellent work the Authority is having with developers that issues surrounding land contamination and other abnormalities can be mitigated against to bring sites forward for development.</p> <p>The strengthening and diversification of the fishing industry is vitally important for the area given this provides its unique character. This working environment with boats, nets and fish offers both a</p>
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			<p>potential conflict between new housing and businesses and huge benefits to build on bringing these worlds together for the benefit of all. It would be hoped to open up dialogue between the fishing industry to see if these activities can be celebrated and get the community and residents involved with it rather than hide it away and separating them.</p> <p>Access to and from the Fish Quay will prove to be a challenge in improving the areas connectivity. Limited routes for those who are not abled bodied or have access to a vehicle means that possibilities will be investigated to establish better links to Tynemouth to the east, the ferry terminal and Newcastle to the west and North Shields town centre to the north. Threats include the fishing industry and other businesses using large delivery vehicles and HGV's which can cause noise, although this is one of the very reasons people love the area, the fact that it is a real working quay. It is important to strike the right balance between keeping the working quay viable and room for growth but also appreciate that with increased residential developments and leisure/cultural businesses that compromises have to be made.</p>
12	Data – <i>while an essential element of the plan, it could be included in a 'daughter' document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	<p>The Fish Quay area now has an eclectic mix of traditional fishing related industries, creative industries, historical gems, traditional shopping areas and mixed tenure housing. However, the area still retains pockets of high deprivation in terms of its population. The data for the Riverside ward area is as follows. These have been measured against the domain nationally:-</p> <p>10% most deprived areas</p> <ul style="list-style-type: none"> • the overall IMD position is 8.6% • the employment domain is 2.02% • the health domain is 3.31% <p>15% most deprived areas</p>

			<ul style="list-style-type: none"> • the income domain is 10.79% <p>25% most deprived areas</p> <ul style="list-style-type: none"> • living environment is 22.02% • indoors is 23.41% <p>Reference evidence/data can be found within the Fish Quay Neighbourhood plan Supplementary Planning Document, Fish Quay Conservation Area Management Strategy, emerging North Tyneside Local Plan, the Council Plan and North Tyneside's Creating a Brighter Future document.</p>
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	<p>The CCT has a facilitative and collaborative role in unifying lots of interests in a positive manner.</p> <p>Timescales should reflect regular meetings of CCT and how the group will support funding efforts to ensure wider community support and engagement. The CCT is meeting regularly and will be looking to start work on the new CCT strategy and bidding for money for a number of projects.</p> <p>Possible projects include:</p> <ul style="list-style-type: none"> - Re-branding of the Fish Quay, including website, signage - Gateway signage - Improved links with surrounding areas
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	<ul style="list-style-type: none"> - Rebranding exercise for the area - Gateway signage - Updated website - Improved public transport links between the town centre and Fish Quay - Establishment of heritage walking trail between the town centre and Fish Quay - Funding programme for quay improvements

15	Performance measures	For first 6 months – to be SMART	<ul style="list-style-type: none"> - Rebranding completed and rolled out to all aspects of the area. Communications work done to see if residents and visitors know - Signage delivered and installed - Improved transport links established - Heritage trail established - Funding for quay works established
16	Medium term goals/actions	For 6mths to 5 years	<ul style="list-style-type: none"> - The Fish Quay brand is regionally / nationally known - Bespoke signage brings more visitors to the area - Website is top of the search engine list and is extremely well visited - Improved transport links eases congestion and brings more people to the area - Heritage walk is used regularly by lots of different groups - Void sites developed - Work with Private sector to develop master plan covering town centre and Fish Quay - Improving access to the Fish Quay for traffic and people, including HGV's for fishing industry
17	Performance measures	For 6mths to 5 years – to be SMART	<ul style="list-style-type: none"> - Numerous and varied occupied premises/businesses, creating employment - Large increase in number of residents in the area using facilities and providing a thriving day and night time economy - Appearance of the area improved with heritage safeguarded and enhanced - No. of businesses on the Quay increased - Town centre customer spend increased - Reduction in town centre voids - Fish Quay visitor numbers significantly increased - Numerous events on a small and large scale held regularly in the area - Fishing industry and residents, businesses living harmoniously together

18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	- To provide an environmentally, socially and economically sustainable future for the area for residents, businesses and visitors
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<p>Economic fragility</p> <p>Funding availability</p> <p>Weakening of community and business buy in. An agreed communication strategy and close working relationships will reduce this barrier.</p> <p>An integrated approach to the management of the plan will aid any conflict resolution which may arise.</p> <p>None of the possible threats to the delivery of the CCT plan are considered insurmountable.</p>
20	Resources	Who and what will be required to deliver each element of the plan. Include ‘in kind’ services, volunteers, etc. demonstrate how local expertise will be utilise and/or grown.	<p>North Tyneside Council Business and Economic Development team</p> <p>North Tyneside Council already has a strong, well established partnership with the community and business sector in North Shield and the Fish Quay area. Our key partners in this application are North Shields Chamber of Trade, The Old Low Light (community led project based at the Fish Quay and previously supported by Coastal Communities grant), North Shields Fish Quay Development Company, Folks Interest in Shields Harbour (FISH) and North of England Civic Trust. Further partners will be identified and invited to become members of the team.</p> <p>Funding is key to deliver on the CCT’s plans. This will be obtained from the CCF itself as well as others which become available such as the Tesco fund.</p>

			<p>The Authority and its partners would also look to utilise its own finances where necessary.</p> <p>Through the CCT network it would be hoped to tap into the existing volunteers which provide services to the Old Low Light building.</p>
21	Costs	Detail of costs of each element of plan.	<p>A bid for £50,000 to Coastal Revival Fund submitted:-</p> <ul style="list-style-type: none"> - Tyne Brand Site £40,000 - Gateway Signage £10,000
22	Value	What is the value of the plan to the local economy?	<p>Short term value – increased visitor numbers and new businesses located in the CCT area, increasing the business rate income.</p> <p>Medium term value – master plan for the CCT area is adopted and being delivered, including better linkages to the Fish Quay, increased floor space within the Town Centre</p>
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	<p>CCF/CRF/THI/HLF Council Capital Private investment Fish Quay Ring Fence (Council) S106 Small funding streams (Tesco Local Community Grants)</p>
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	<p>Strengths of the CCT members and the existing networks.</p> <p>The exploration of wider forms of funding to ensure the funding potential is maximised. Working with private sector partners will be vital in delivering parts of the plan, so the strategy is to diversify funding options to maximise the overall funding potential and ensure a momentum is created which breeds further confidence in the local economy.</p>
Communications			
25	Consultation	Describe existing results of consultations and	The Fish Quay Neighbourhood Plan Supplementary Planning Document, adopted 2013, was consulted upon

		planned consultation exercises.	<p>extensively. The statutory consultation on the document yielded over 250 individual comments with a general consensus of support for the successful regeneration of the Fish Quay.</p> <p>The FISHcast Fish Quay and New Quay Community Character Statement 2006 was made available for public consultation for a six week period and publicised in ways consistent with the requirements of the Council's Statement of Community Involvement for planning matters.</p> <p>We propose to base the team on the successful Fish Quay Heritage Partnership, team minutes will be published; we consider the merits of a newsletter, utilising websites and social media, we can develop a community notice board and communicate with the public via the Mayor's Listening Events and Community Conversation events. The Authority already has a page on its own website about the Fish Quay and will work with The Old Low Light and FISH to ensure information is disseminated as widely as possible</p>
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	Quarterly CCT meeting, minutes disseminated. Updating online information.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	<p>Via CCT members</p> <p>There will be a direct representative with these groups. The CCT engagement representative will lead on this for the team to ensure that all of the community and stakeholders are involved and kept informed.</p>
CCT Logistics			
28	Management of team	How the team will operate, frequency of	The CCT will meet on a quarterly basis, with sub groups meeting in-between to discuss more specific issues such as

		meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>waste management.</p> <p>Meetings will be held at the Old Low Light building based on the Quay and who already form part of the CCT.</p> <p>The CCT will set up exhibitions, events and posters and other such consultation at the Old Low Light building and other locations in and around the project area to involve and link into the local community.</p> <p>Advertising is key</p> <p>The existing CCT aims to represent the local community, with Councillors representing residents, The Chamber representing businesses and other groups representing local residents and stakeholders.</p>
29	Support structure	Network of support built to enable CCT to deliver the economic plan	The Local Authority and its Officers and elected Councillors will work with the rest of the CCT to ensure that a strong and viable network is established in order to deliver the economic plan. This will include significant work with residents and stakeholders.
30	Costs	Running costs of CCT itself	<p>The CCT has received £10,000 from the CCF to pay for initial meetings and refreshments and also to kick start the work on the new CCT strategy.</p> <p>The Old Low Light has very kindly offered to provide a meeting room for free for all future meetings which will ensure that required running costs are kept to a minimum and that any money is spent on tangible work.</p> <p>North Tyneside Council is the accountable body for the CCT.</p>
31	Sustainability	Long term plan for team and how this will be managed.	The aim of the CCT is to build on the excellent existing and previous documents for the area, many of which have been developed and moulded heavily by local resident and stakeholder's community-led involvement.

			<p>Updates will include what's happening right now and what is proposed in the future for the area.</p> <p>The Local Authority will be involved at all points of the creation of the CCT and moving forward. However, the long-term aim will be to allow the team to carry on with less involvement from the Local Authority and allow local stakeholders and residents to take more control of the team and how it wants to move into the future.</p>
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	<p>Collective marketing is key. This would be ideal with the Authorities Cultural Services and other departments.</p> <p>Other successful projects will also be investigated.</p>