

# Going For Growth General Plans 2000

Tony Flynn

## **Leader of Newcastle City Council**

Going for Growth is an exciting vision of what living in Newcastle will be like in the year 2020. In our Green Paper we set out our long-term ambition in targets for new jobs and new homes that will make the vision a reality.

## **Foreword**

The crucial contribution to citywide regeneration will be the renaissance of the inner areas - West and East. We know that 30 years of regeneration initiatives in these areas has tackled immediate issues and stabilised some localities. However, it has failed to turn round a decline in population, social diversity and prosperity. A new bolder and radical approach is required if we are to deliver real change and attract more people to live in Newcastle.

The Draft masterplans for the West and East Ends are presented here for consultation. I believe they demonstrate the potential for real change that would bring confidence, investment and growth. The proposals are not fixed. I am sure that they will change and be the stronger for it when the views of all the City's people are heard. So I look forward to hearing from you.

## **Richard Rogers - Richard Rogers Partnership**

The development of a clear area masterplan for the West End is a vital initiative for Newcastle. The Government is highlighting that the development of such plans is a priority. The site has great opportunity. It is close to the centre of Newcastle, which is also showing growth and vitality within Grainger Town and also along the Quayside. The West End has stunning south facing views over the River Tyne. We are delighted to be involved and look forward to receiving the views of yourselves and the local communities. The Draft Masterplan must then be developed to draw in local priorities to produce a full area masterplan for the West End.

## **Andrew Wright - Andrew Wright Associates**

The current fragmentation of communities creates significant problems that do require major restructuring. The development of a well resolved area masterplan to integrate all areas of urban fabric and design into a cohesive strategic framework is vital to restore confidence and move forward within the West End. This is part of the process to radically transform the environment of the West End

## **Kevan Jones - Cabinet Member for Development and Transport**

These Masterplans, together with Competitive Newcastle, the City's economic development strategy, will stimulate investment in the City. We are already beginning to see the positive effects of the City's actions for jobs, for example the growth in the marine and offshore industry at Walker Riverside and the growth in cultural industries at Ouseburn. Central to our strategy is targeted training to ensure local people can access these jobs. Going For Growth brings all these elements together and will create long term confidence in the City.

## **Ruth Robson - Cabinet Member for Regeneration**

The inner areas provide the City with real opportunities for housing and jobs that can bring great benefit to local people. The Draft Masterplans give us the opportunity to work with communities and key stakeholders such as local regeneration partnerships and the Health Authority to make sure that local people do benefit. We want to build on success and achieve solutions that will last.

## **Case for Change**

Newcastle has experienced 30 years of regeneration policies and programmes from the Community Development Project of the early 1970s, through the Urban Programme, Tyne and Wear Development Corporation, City Challenge, Single Regeneration Budget and New Deal for Communities. In the West End alone in the last 20 years £500m (at current prices) has been spent on regeneration initiatives. Yet we are still experiencing significant areas of poverty and continuing decline.

Using the key indicators of employment, education, health, housing, crime and quality of life we can assess the existing state of communities and identify trends.

We can see those areas that are doing well (green), areas that require specific support (amber) and areas that require fundamental restructuring (red).

The map tells only part of the story. In the West End, for example, in the last ten years the housing stock has reduced by 26% and voids are still high, currently 900. The private sector has stopped investing in the housing market and the Housing Corporation has placed a moratorium on development by Registered Social Landlords. In an area with a population of 70,000 the housing market is at best flat and at worst non-existent. In some areas the collapse of the housing market has led to uncontrolled growth in the private rented sector providing for people who have the least choice in where to live.

Significant areas of the City lack access to basic services such as shopping and primary health care. In the West End there is no superstore and only one bank.

Decline is a drain on local and national resources. In the West End managing decline places an additional annual cost on the provision of Council services of £10m. £7m of this is provided through Government support, however the remaining £3m is a direct burden on the Council Tax and rent payers in the rest of the City.

Going for Growth is not an option it is a necessity

The compelling Case for Change

- 40% of the population have left the West End - 30% in the East End
- Four families leave Scotswood every week
- Only 6 new private houses built in the East End in the last 10 years
- Managing decline in the West End costs Council Services £10 million per year
- £500 million spent on regenerating initiatives in the West End and still people want to leave
- Loss of population makes schools unviable

## Our Approach

Our approach needs to be radical, we must accept that in certain areas the urban structure is broken and cannot be mended. We must also require value for money in the finance of regeneration. Take two adjoining estates in the West End: in the last ten years £10m has been spent on Fergusons Lane and voids are 19% and rising. Pendower has had no investment and has 1% voids.

New housing development needs to be large scale, joining up shopping, schools, transport and jobs and in a few areas will involve significant demolition. To create long-term confidence, we need to change the housing mix. This means less Council housing, less private rented, more owner occupation and more housing association and shared equity homes.

We will manage the necessary relocations and transformation to allow choice, minimise disruption and maintain stability. A new "allocations system" will help all residents to get the right housing for them, including owner occupation. Support, financial and otherwise will be provided. Area Committees will have a role in the new system, and neighbourhood services will be developed to tackle anti social behaviour.

The context is important, Newcastle has an influential role developing the regional economy - a focus for business, communication, leisure, culture, learning and increasingly, an exemplar for new urban living as the demand for city centre apartments rises dramatically. The strategy is citywide and outward looking, but also must include robust masterplans for districts and neighbourhood area plans that work with Newcastle's mosaic of communities.

The draft masterplans are based on the principles of:

- A bold and long-term vision
- Close public consultation and involvement
- New integrated transport and linkages improved schools and facilities
- Untenable housing stock cleared
- Consolidating existing strong communities. Achieving site assembly for new homes and jobs to stimulate market demand and investment
- Achieving a vibrant mix of tenure and type for cosmopolitan urban living
- Radically improved district centres
- Ensuring parks for all, open space and recreational areas
- Maximising opportunities for links to the river

- Carefully managed phasing to ensure least disruption based on local priorities
- Strategic partnerships and funding opportunities maximised
- Interlinking communities and neighbourhoods

## Principle elements of the draft masterplans

### Clarify the community structure

#### Community Structure - analysis

The traditional communities grew in close and dense proximity to employment alongside the river. The people were not highly mobile and were served by small local facilities. The situation has now changed radically and the community structure is no longer clear. As employment has declined the nature of the urban fabric has changed and some communities are now unfortunately isolated and fragmented with little clear sense of identity. The challenge and opportunity of determining how the community structure will change in the future has now to be faced.

#### Main opportunities

**Draw in all the communities and bind the areas to their respective district centres.**

**The district centres should accommodate a higher grade of retail, services, amenity and facilities to radically improve the whole area.**

**Put in place new district transport linkages and improve local movement and corridors.**

**Clarify and consolidate individual neighbourhood centres to significantly improve local areas.**

**Improve the schools and community facilities within each neighbourhood heart.**

**Ensure each neighbourhood has a high quality landscaped park.**

**Move towards a devolved and more local management structure for the area.**

#### Draw the community together

The masterplans must draw together the strengths of the communities throughout the plan areas to bring about significant and rapid change in the quality of life of the riverside areas.

#### Clear district hearts

The district centre must be a clearly defined heart of the area. This should include a supermarket, leisure facilities and service facilities in a strong distinct core that is highly accessible. It should provide an essential hub to draw together the communities from the whole district.

For the centres to be successful, they will need to draw on a number of markets in both the retail and leisure sectors and access markets outside the West and East Ends.

#### Good neighbourhood linkages

The local neighbourhood centres must all have good linkages to the district centre and each must in turn be planned and restructured to offer radical improvements in local day to day facilities and recreation. A local urban place that includes good parks, local shopping facilities, social facilities, schools community and leisure events and safe routes.

#### Support viable local shops

Local corner shops are obviously essential but these places must be appropriately placed in relation to radical improvements in the district provision.

#### An overarching community plan

The creation of a high quality district centre will make a substantial improvement to the West and East Ends of Newcastle generally, but it will also mean that the role and facilities provided by local centres will need to be consolidated to ensure that they remain robust and viable.

#### Consultation must guide the draft masterplans

Consultation with local people will be an important part of this process, which will do much to establish pride and confidence in the inner areas of Newcastle.

## A clear residential strategy

### Main opportunities

**Develop a clear proactive housing strategy to provide a much better balance of housing opportunity - less Council housing, less private rented, more owner**

**occupation and starter homes, more housing from Registered Social Landlords including shared equity schemes.**

**Robust masterplans to build confidence in long term positive change.**

**Use masterplans to co-ordinate improvements and new build within existing areas to maximise investment.**

**At Elswick Wharf there is potential for 2500 new high density urban homes.**

**Along the central riverside almost 2000 new homes overlooking river activities and a new pedestrian bridge.**

**A restructured Scotswood would accommodate 3000 family homes.**

**A restructured Walker Riverside would accommodate up to 3600 urban homes.**

#### **Clear proactive residential strategy**

The strategy must aim to release attractive new sites that stimulate investment and draw back vitality and life into areas close to the city centre.

It is clear that some areas such as within Scotswood and Pottery Bank are beyond resuscitation. There is no demand and high and increasing number of voids. These areas are generally on the periphery of urban areas in a vulnerable and isolated position. Void levels are highest in these areas and there must be a proactive, rather than reactive, strategy for relocation and clearance. The team is clear that this must be developed in close consultation with residents and community representatives. However hard decision lie ahead, but they must be taken.

#### **Consolidate housing**

There are other areas where housing stock is more popular. We need to be confident about long-term demand, and with careful planning, including the provision of good communication routes, they can be retained and the necessary investment in them can be justified. The masterplans must however prioritise such local investment where it will have maximum benefit and value in the wider district plan. For example, problem stock alongside local parks and places.

Whilst the inner areas have significant problems, the potential for new south facing urban houses overlooking the Tyne and in close proximity to one of the great northern city centres is exciting.

#### **Significant and attractive sites**

DTZ Pinda and their agents have pointed out that in order to attract investors we must identify and make available significant sites. They must be of a scale that will give investors confidence in the potential to create a new attractive and sustainable neighbourhood environment. The sites must be of a scale that will not be 'pulled down' in quality and desirability by adjacent declining areas. Conversely, the new high quality developments would have the effect of upgrading surrounding areas.

#### **Four target areas**

The four main areas for significant new housing have been identified as being on the river at Walker, to the west of Reheugh Bridge at Elswick Wharf, the riverside site at South Benwell and within a restructured Scotswood. Allowing for some significant demolitions, there is potential for 11000 new homes on these larger sites.

#### **Co-ordinate city-wide initiatives**

There are significant opportunities across the city as a whole. It will be vital to manage and phase the supply of new homes to meet demand and invite people back into the urban areas.

#### **The need for bold overall masterplans**

House builders have confirmed the need for a clear strategic area plan for the inner areas. This will be an essential mechanism for restoring confidence and stimulating investment.

#### **High quality sustainable design**

Dwellings to the highest design standards are to be built based upon the latest sustainable techniques to stimulate and attract investment.

## **Well managed social structure**

#### **Main opportunities**

**A new organisation within the district centre should draw together the co-ordination of many of the district services.**

**To be able to look at the changing local priorities and adjust resources and emphasis in the area to respond to the needs of each neighbourhood.**

**Each neighbourhood should have a one stop centre that would draw together all of the local services.**

**The local centres may be part of full service schools and would play a vital part in adult education and retraining.**

**The centres would also market and advertise the wider employment opportunities in the city and the region as a whole.**

#### **Strategically co-ordinated management**

It is recommended that the management of local matters should be devolved to the appropriate level of responsibility. This will involve a co-ordinated hierarchy of decision making ranging from the city-wide to the district level and then to the neighbourhood level. Overall policy would be defined from the electoral hub in the city centre and devolved to district and neighbourhood centres where the relevant services could be accessed. It is also recommended that local services should be run and co-ordinated according to geographical and population groups and boundaries.

#### **Housing allocation**

Crucially the City Council is developing a clear strategy to achieve relocations and rehousing. This will mean that the housing capacity of various areas will be carefully considered. A Green Paper on housing allocation will be published for consultation during the summer 2000 so that accommodation for relocations and indeed people coming to the city can be planned and properly distributed.

#### **The Green Paper on Community Planning**

Following the Green Paper 'Working with Communities', the City Council will be taking forward area planning through area committees. This will include local budgets for service delivery and will involve local people.

#### **Central co-ordination**

It is essential that the citywide services and linkages are centrally co-ordinated in Newcastle. The development of draft proposals to full masterplans must be undertaken with the close involvement of local communities and other interested parties. Central co-ordination will ensure that the area plans evolve in line with the city wide targets for service delivery and major physical improvement.

#### **Area/district responsibility**

We suggest that the new Area Committees should meet in each district. They will have influence on housing, community support and management of local services such as parks. Neighbourhood management

We suggest that more local neighbourhood services are drawn together possibly within one building in the centre of each neighbourhood. This might combine shops, health, social services and housing. Ideally this centre would be built around the full service school which includes a healthy living centre.

It is also suggested that the neighbourhood centre has a strong role in drawing in all of the local housing providers to formulate and agree a neighbourhood-wide management strategy which would include targets for quality and delivery.

#### **Summary**

Community services and support should be structured around the district centre and the local neighbourhood hubs so local services can be co-ordinated locally.

The management of the areas should be developed as a crucial part of the full masterplan and in close consultation with the communities involved.

## **Better transport linkages**

### **Main opportunities**

**A new district transport system for the West End**

**Improved district transport system for the East End that integrates the riverside areas**

**Better linkage to existing and new employment centres**

**Improved and co-ordinated local bus services**

**Priority status for important neighbourhoods, and local streets and pathways**

**A high quality public transport network will help stimulate significant regeneration**

### **Comprehensive strategy**

Essential to a restructured Inner City is better transport and movement. This requires a cohesive and integrated plan that includes high quality rail/bus links, local bus routes, and a pedestrian and cycle network. There should be some strategic road improvements and local movement should prioritise safe pedestrian routes.

### **City to the districts**

Linkages within the districts and to the City Centre must be strengthened. This can only be achieved by a cohesive and hierarchical transportation strategy. However, this must be masterplanning led so that the needs of the communities lead the technical considerations. It appears that a road-based tram or protected bus offers the best way forward. Nexus believe that in the longer term a flexible vehicle type that could run on road and rail could be linked to the existing Metro.

#### **Improve local transport**

Local bus links must in turn be improved. Regular high quality local services must co-ordinate with this new district tram systems. North-south local links are particularly important and the steep contours in the West End divide communities despite being geographically close. Bus stops must co-ordinate with local and neighbourhood centres and the district centre.

#### **Strategic road links**

The final masterplans must include a comprehensive assessment of roads across the entire district.

#### **Prioritise local north-south linkages**

Local routes should also be clarified to ensure neighbourhood areas have identifiable and clear access. Careful planning can remove some of the difficult access arrangements and open much better access to local areas. We recommend that the roads between neighbourhoods are clearly designated. Better north-south links between neighbourhoods are vital.

Priority should also be given to restoring the physical integrity of streets where broken by changes in quality and empty houses. The improvement of areas close to the neighbourhood and local centres should also be given priority as should connections between schools and neighbourhood centres to create safe and well maintained paths and streets.

#### **Link to the river**

New linkages to the riverside are vital. There are a number of opportunities for high quality local links to the river. These are from Walker to Walker riverside, from Byker to St Peters, from Newcastle College to Elswick Wharf, from Adelaide Terrace past the South Benwell employment area to the central riverside site and also at the base of Denton Dene alongside Scotswood Bridge. The riverside walkway is being radically upgraded. This initiative should continue, but with better access to it from the north that also acknowledges its importance as part of a trans-european cycle route. This should bring new life to the riverfront and progressively enliven the quayside.

#### **Linkage to employment**

The team stresses that the significant improvement in district transport is a fundamental requirement across the whole of the inner areas that will, amongst other benefits, allow ready access to many of the emerging job opportunities across the City.

## **Employment opportunities and training initiatives**

### **Main opportunities**

**Enhance local employment opportunities with a focus on new jobs at the centre of communities**

**Recognise that the labour market is Tyneside wide and improve transport links from the inner areas.**

**Create clear incentives to use local labour for new employment opportunities**

**Prioritise training and re-skilling to ensure local capability is harnessed.**

### **Sectoral targets and opportunities for the city**

Over the next ten years the city is targeting ten sectoral cluster developments which are seen as key employment drivers for the city. These are: software and ICT, life sciences, culture and creative industries, marine and off-shore technologies, tourism and entertainment, added value engineering, food and drink, cultural and heritage industries, airport and avionics and international support offices.

### **Better linkage to jobs**

Transport links are essential to provide better access by inner city residents to current and future jobs across the whole city and Tyneside. The new district transport systems are seen as a vital, inextricably linked initiative

### **Opportunities for residents**

To ensure that opportunities for new and existing residents are maximised through the implementation of the masterplans, it is recommended that the following effective training guidance and support infrastructure is put in place:-

Local labour charter to maximise take up of new job opportunities by local residents. (For example, linking local people to jobs in the construction phase through training for local unemployed and the use of a local labour clause when sourcing personnel).

Maximise take up of deals offering job experience and training.

Clear advertising and information on training opportunities for up-skilling within each of the neighbourhood centres.

Using Information Technology to deliver services to the home, school and neighbourhood centre.

Develop a programme of employer links that includes linking education in local schools to the real world of work

Tackle barriers to work such as child-care.

## **Consolidate health and community provision**

### **Main opportunities**

**A clear strategic plan to ensure each neighbourhood has a range of high quality local facilities.**

**Area-wide community health co-ordinated from the district centre.**

**Progressively restructure local community health provision within a new centre at the heart of each neighbourhood.**

**Plan and co-ordinate improvements to local churches and community facilities to maximise impact.**

### **District co-ordination from**

the centre

It is essential that a high grade health centre is developed to co-ordinate community and health care in the district. This is best located within the district centre.

### **Local healthy living centres**

The health authorities wish to improve community health facilities. We support this view and would suggest that each neighbourhood would have its own healthy living centre. This should be located in the centre of each neighbourhood, be served by the local bus network and provide quality health care within high grade facilities.

### **Co-ordinate within masterplan**

To bring this into effect, a co-ordinated policy for health must be developed alongside the masterplan to ensure the retention of the best facilities where they are appropriately located. In parallel with this, outdated and inaccessible facilities should be progressively replaced as a matter of priority.

### **Local doctors in the community**

We would assume that the smaller general practitioners' surgeries would have attachment to each neighbourhood centre to ensure provision in each area is co-ordinated and also offers flexibility and choice for the patient.

### **Neighbourhood community facilities**

It is important that each neighbourhood has its own arrangements for a wide range of local services to be accessed and managed. These should be linked with the health centres and other facilities in close proximity to retail centres and parks to help make them accessible and encourage their full use. Drawing together local housing management and job opportunities, as well as some training and a wider range of training opportunities will be vital.

### **Facilities for Communities**

Facilities for Communities are an important element in the urban fabric. The local mix of people is changing and it is important that the masterplans respond to trends and draws mixed communities together whilst ensuring that minority groups have facilities.

## **Raise the quality of schooling**

### **Main opportunities**

**The consolidation of primary schooling around a smaller number of full service schools in each neighbourhood.**

**Co-ordinate nursery provision to ensure every home has easy access.**  
**Continue to raise the quality of secondary education in the West and East End including A - level programmes.**  
**Ensure safer journeys to school for all.**

#### **Schooling and regeneration**

The schools in the inner areas have a special role in regeneration. The quality of education and the environment in which it is provided are influential factors in building confidence in the area as a place to live and invest. This role can be enhanced through the development of full service schools that link with other services such as health, libraries, social services and life long learning to provide an integrated approach to children and families.

Schools in the West and East End will be developed to achieve broad community education and regeneration aims. This should be done in the context of the need to consolidate and develop existing primary provision to match demand and create viable schools.

#### **Full service schools**

As has been explained, the fuller service schools will integrate stronger and better resourced educational facilities as well as engaging with wider community and health issues.

#### **Consolidate primary provision**

Primary provision is currently over provided because of the declining population. This means that resources are being progressively spread more thinly. In the short term, the number of schools and school places will be reduced. As the population grows in the future, new schools will be developed and existing schools that are well located will expand to embrace the full service philosophy.

#### **Continue improvement at secondary schools**

Secondary provision has radically improved at Westgate College, Walker School and Benfield School.

These schools serve the inner areas and should provide a full range of secondary provision. A-level courses should be more fully developed.

#### **Manage future nursery school provision**

Nursery provision is currently adequate, but will need to respond to changing demand as some housing areas are restructured.

#### **Safer journeys to schools**

The masterplans will be developed to ensure safe routes to school are an essential part of the strategic plan. Improvement to the most important local streets and links to schools should be a priority action.

#### **Develop in close consultation**

The general strategy is clear although the detail will require further decisions. These can only be taken after full consultation with residents and the individual Heads. This process must, as with all the initiatives, be undertaken in parallel with the development of the area masterplan as it is essential that these decisions are based upon consideration of wider urban factors.

#### **Part of the area masterplan**

The wider regeneration of the area is inextricably linked to education both for young children starting their education and for the existing youth and adult population. The provision of a significantly improved educational framework for the west and east of Newcastle is an essential part of the overall strategy.

## **Open space and recreational network**

### **Main opportunities**

**Develop an integrated plan for landscape and recreation that co-ordinates and interlinks all open spaces and recreational activity.**

**Improve and extend ecological denes and develop new woodland areas on south facing slopes.**

**A radically improved network of pedestrian and cycle routes implemented under an agreed priority phasing plan**

### **Clear hierarchical plan for landscape**

As an integral part of the masterplans a clearly defined landscape structure and hierarchy of open space should be established. None previously existed, but the extent of demolitions and vacant land now provides an excellent opportunity to achieve this. The extent of green and open space allocation would be defined before any major development takes place. The



landscape structure should not only provide aesthetic benefits, but it is important that it should be functional and targeted in its purpose.

#### **Accessible to local residents**

Importantly, open space should be readily accessible to local residents through a clearly defined hierarchy of open space. This would provide for a wide variety of uses and facilities ranging from a local toddlers play space to wider areas for informal recreation to more formal and organised facilities such as playing fields, tennis courts and skateboarding runs. Facilities to be provided would be determined through consultation with local residents, including children.

#### **Network of paths and cycle routes**

Open spaces should be linked by a network of pedestrian and cycle green ways. These would allow easy access across the whole area with minimal road crossings and avoiding close proximity to heavy or fast moving traffic. New links to the existing and extended river walkway and European cycle route should be provided wherever possible. Parks, footpaths and cycle routes should be closely integrated with local retail centres and other recreational and social facilities.

#### **Woodland areas**

It is proposed that a woodland and tree structure is developed across the inner areas. Some woodland and well planted areas already exist, but these can be extended with the additional benefits and function of screening and separating housing and parks from industry and main roads. Woodland areas can also be used to define and provide identity to different communities, as well as allowing a network of wildlife corridors that would extend close to family homes wherever possible.

#### **Local Neighbourhood**

Each neighbourhood must have its own park and play area. Some communities sit alongside the Town Moor or large parks and are well provided for, but others are poorly served. Within these communities it is essential that local parks are positioned close to the improved or repositioned neighbourhood centres. Generally guidance suggests that people should be within 5 minutes walk of a high quality neighbourhood park or play area.

#### **Local Pocket Parks**

Smaller local pocket parks should offer play spaces for toddlers and young children. It is suggested that designated local greens and small areas for play are within 150 metres of every home.

#### **Use the river as an amenity**

The River Tyne offers exciting potential for watersports that should be investigated.

#### **Maintenance**

The inner areas currently suffer from a negative image of vandalism and dereliction. Particular emphasis should be given to ensuring high standards of environmental maintenance.

## **An exciting urban invitation**

#### **Main opportunities**

**The inner areas offer a number of large residential sites that should be developed to accommodate family houses and urban apartments.**

**A portfolio of residential opportunity to create a rich urban invitation.**

**New developments planned and designed to to the highest standards to offer a stimulating, sustainable and affordable invitation to urban living in Newcastle.**

#### **Designing for Community Safety**

#### **Improvements in stable areas**

Within relatively stable communities, a much bolder and imaginative strategy for new infill development is needed. High standards of design should be encouraged, particularly at priority gap sites on important routes.

#### **Exemplary new standards**

New houses should be orientated to make the most of the fine views over the Tyne with their south facing aspect taking full advantage of solar gain. Local heat and power systems can be designed to pioneer energy efficient neighbourhoods. In parts of the riverside areas the fall of the land is ideal for gravity surface water systems and the base of the slopes could accommodate pools and wetland areas for wildlife.

#### **High density riverside apartments**

There is real potential for higher density areas on the riverfront. Whilst the benefits of solar gain will be more difficult to achieve in these areas, the economies of local heat and power offer important possibilities. Again, modern construction techniques and systems should be utilised to create exemplary urban areas.

#### **An exciting variety of opportunity**

We envisage rejuvenated inner city areas offering exciting and innovative options for a rich mix of social groups. It is important that redevelopment offers a variety of choices that provide an exciting range of contemporary and innovative dwelling types to suit the range of social groups with their different lifestyles and aspirations. We believe that the social variety, that will be made up of both those already living in the area and other groups that will be attracted to it will have the potential to create a lively and dynamic group of communities.

#### **Exploit advantages**

The inherent advantages of the area must be exploited to the full, such as the views and proximity to the City Centre. The masterplans also identify a wide variety of initiatives, facilities and services that should be undertaken and provided to make the area sufficiently attractive to reverse the current trend of outward migration into one of repopulation.

## **Resources and timing**

### **Funding Physical and Social Infrastructure**

The estimated resources requirements for the physical and social infrastructure for the East and West End (acquisition, demolition, reinstatement, public transport and schools) are estimated to be in excess of £200m subject to detailed feasibility and technical studies. A number of funding sources are available to fund the social and physical infrastructure including the Local Authority, the private sector, European Grants, the regional Development Agency, private finance initiatives.

A number of implementation vehicles will be explored to deliver various elements of the strategy including the establishment of a Regeneration Company, Public Private Partnerships, Local Authority implementation and private sector developments.

### **Indicative timescale**

#### **2000/1**

- Consultation and participation
- Technical and feasibility studies
- Finalise Masterplan
- Agree Housing Allocation policy and relocation packages
- Start Acquisition by agreement.
- Establish Regeneration Company
- Commence statutory approvals and CPO process
- Start relocations (eg Scotswood, East End)
- Start demolitions
- Commence development of industrial and business units at Newburn Riverside

#### **2001 - 2004**

- Start Fossway commercial development Start
- Elswick Wharf and South Benwell Riverside
- Commence major development on St James Boulevard
- Complete relocation and demolitions

#### **2005/6**

- Start development of urban villages
- Start work district hearts
- Develop new retailing at Cruddas Park
- Commence work on access road (East End)

#### **Year 2006/7**

- Start work on Metro route

### **Participation Strategy - involving local people Local Information and Consultation Events**

From mid - June until September special information and consultation events will be held at key community venues in both the West End and East End of the City. The purpose of these events will be to give local residents access to maps, plans and information about the outline proposals and options for developments. Individual consultations for local people. Special teams of Council staff will be on hand to answer individual questions and deal with any particular concerns which residents may have. There will be opportunities for individuals or family groups to have confidential meetings with specialist staff, particularly neighbourhood housing officers, so that they can discuss their individual circumstances in private.

#### **Publicity**

The consultation events will be widely publicised, and additional information materials will be made available at Council offices, public libraries, leisure centres and other key public venues.

#### **Web-site information**

Information about the draft masterplans will be put on the City Council's web-site, together with a response form.

#### **Stakeholders**

The City Council wishes to discuss the Draft Masterplans with organisations individually and in groups.

#### **Meetings with special interest groups**

In addition to these general information and consultation events, consultation about the masterplans will be carried out with key interest groups, such as Newcastle Tenants' Federation. There will also be "theme based" meetings on such subjects as transport, jobs and the environment if requested by local people and elected Members.

#### **Feedback**

Local people will be able to make their views known to the Council officers and Members present at these events, and through special questionnaires and response forms which will be made freely available. In late September officers will analyse all the responses to the consultation and report back to Members with the outcome as soon as possible.