

Appendix 1: Draft Fish Quay Neighbourhood Plan Supplementary Planning Document

Please note the final version will be professionally formatted.

North Shields Fish Quay Neighbourhood Plan: 2013 Draft Supplementary Planning Document



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1 Executive Summary

1.1 The North Shields Fish Quay Neighbourhood Plan (referred here after as the FQNP) sits along side existing planning documents (mentioned in Section 2). The FQNP has not attempted to address all the topics already covered by these documents or existing planning processes, but intends to address those that have been identified as needing change, amendment, expansion or clarification, within the FQNP area.

1.2 This FQNP document has been prepared by local people, and is based on their experiences and aspirations. Whilst the FQNP Group has accommodated professional support and guidance, to ensure that the document is fit for purpose, the Group makes no apologies for its commitment to producing a community document, rather than a document produced by planning practitioners in a professional role. North Tyneside Council's Planning Policy Department have provided the majority of content in the 'Policy and Evidence Background' sections.

1.3 Vision

The North Shields Fish Quay area should be one of the most distinctive places in the North East of England, a destination that can accommodate both the past and the future in a sustainable, fun, sociable, creative and productive environment. The area's future should bring together its historic heart, commercial pulse, creative heads and friendly neighbours creating a vibrant distinctive, mixed-use community, providing an energetic social hub and working area through the dynamics of fish related industries, small businesses, cafes, restaurants, pubs, culture, specialist retailers and domestic housing.

1.4 Overall Priorities

1.4.1 To provide an environmentally, socially and economically sustainable future for the area for residents, business and visitors.

1.4.2 To have successful and healthy business base (to support the growth in the number of people living in and visiting the area).

1.4.3 To support and complement the fishing industry and its associated shops and activities.

1.4.4 To improve transport links, access routes and the environment, and to sustain the area's many non-fish interests.

1.4.5 To regenerate specific sites to enable the Fish Quay area to continue its development as a vibrant, distinctive, mixed-use community taking full advantage of its location and heritage potential.

1.4.6 To develop a community comprising residential housing, community facilities, open green areas, visitor and cultural attractions, underpinned by a wide range of small and medium-sized businesses and the fishing industry.

1.4.7 To protect and enhance the conservation area and historic environment.

1.4.8 To suggest sites within the FQNP area for usages (as per map), resulting in an area of mixed usage rather than just industrial, including suggestions for new housing, tourism and recreational opportunities alongside improvement to the area's living, working, leisure and natural environment.

1.4.9 To enhance the quality of employment and business service provided within the area.

1.4.10 To add vitality to the area by encouraging the development of appropriate retail and small to medium sized businesses within the area.

1.4.11 To protect and enhance the Fish Quay's green areas and open spaces.

1.5 Conclusions

1.5.1 There are three priority projects that are considered vital to kick starting the regeneration of the FQNP area. These projects are key to enhancing and improving the local environment, through the tidying up of derelict sites and the provision of two visitor attractions. They will also bring more people into the FQNP area, which it is hoped will encourage further investment. These projects are:

- The regeneration of the Tyne Brand site
- Consolidation and repairs to Clifford's Fort
- The establishment of a Heritage Centre

1.5.2 The FQNP concurs with the North Tyneside Council North Shields Area Action Plan Preferred Options 2012 in identifying the Tyne Brand site as a preferred housing site and an urgent priority for attracting developers into the area, to demolish, redevelop and landscape the area.

1.5.3 The FQNP also considers it essential to ensure both a speedy delivery of both attractions (Clifford's Fort and the Heritage Centre) and to a high quality level of refurbishment and conservation.

1.5.4 To ensure the long-term success of the FQNP it is vital that policies are put in place to sustain and attract suitable developers and entrepreneurs to regenerate industry, commerce, culture, recreation and housing within the Fish Quay area in line with the Vision.



A section of the former Tyne Brand factory



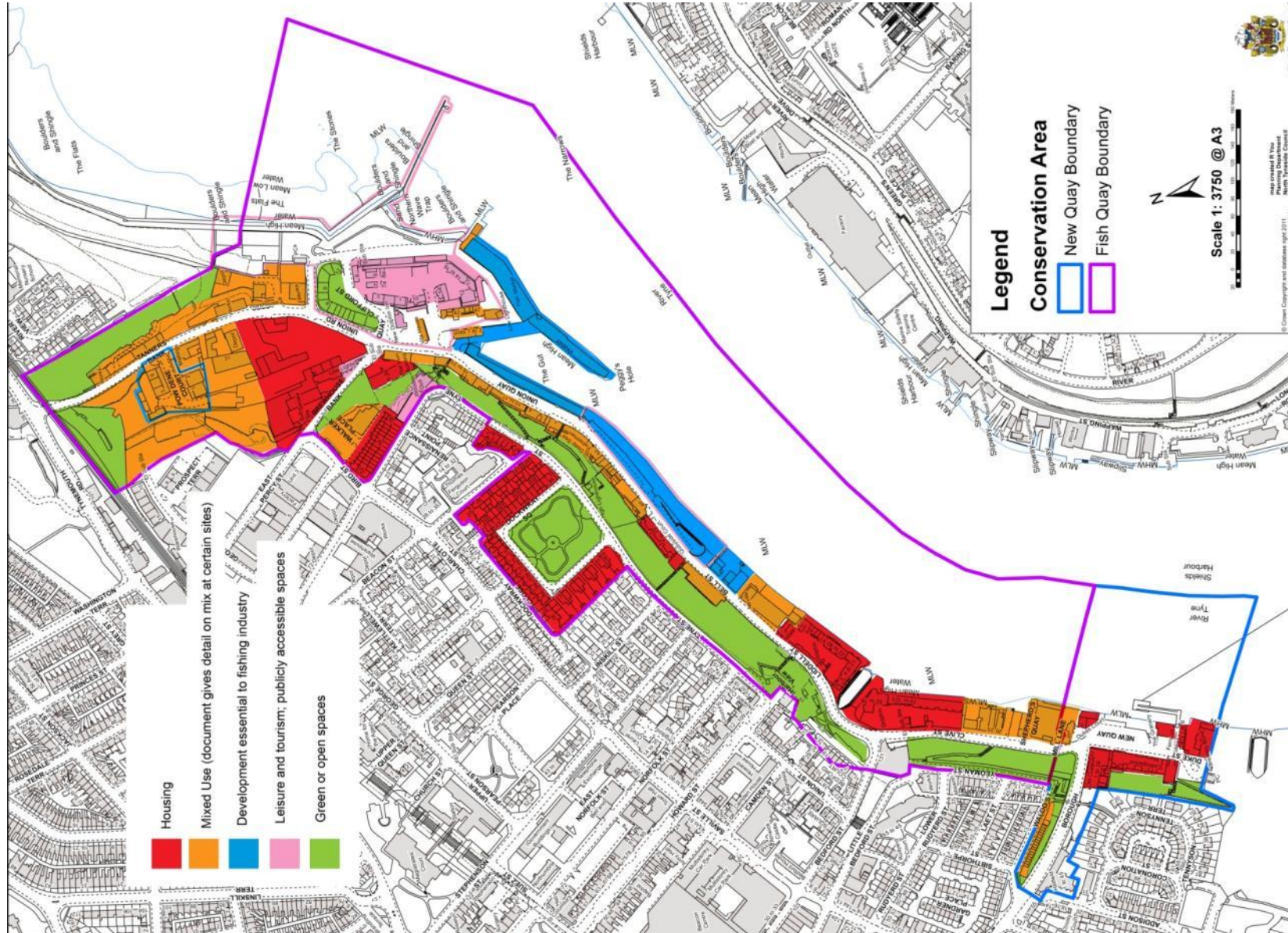
A section of wall at Clifford's Fort



The former Old Low Light currently under refurbishment

1.6 FQNP Area

The area for the FQNP covers the same as that used for the Fish Quay and New Quay conservation areas, as shown in the map below.



1.7 Key FQNP Objectives

FQNP Objective A: That all areas shown as red on the attached map are proposed as residential, the priority for development being the Tyne Brand site.

FQNP Objective B: That all areas shown as blue (or outlined as blue) on the attached map are proposed employment land, which is essential to the fishing industry. Specifically North Shields Fish Quay from the Lifeboat station to the end of Western Quay and the fish processing facility of Pow Dene Court.

FQNP Objective C: That all areas shown as green on the attached map, are proposed as open/green space.

FQNP Objective D: That all areas shown as orange on the attached map are proposed as Mixed Use. More details about the envisaged uses are given in section five to nine.

FQNP Objective E: That all areas shown as pink (or outlined in pink) on the map, are proposed as tourism and leisure use, including public plazas, utilised as amenity spaces around the Clifford's Fort area.

FQNP Objective F: That all development proposals are required to demonstrate that they have taken into account the Design Principles set out in the FQNP. Support will not be given to planning proposals that do not.

FQNP Objective G: North Tyneside Council is requested to carry out a review of the current traffic and vehicle parking problems and potential solutions, with the involvement of the FQNP Group or local representatives.

FQNP Objective H: The Crescent site on Clifford Street should become an un-built on grassed open space, available for temporary events and activities.

2. About Neighbourhood Planning

2.1 The FQNP sits alongside existing planning documents, namely:

- The Unitary Development Plan (UDP) (Adopted 2002)
- The FISHcast Community Fish Quay and New Quay Conservation Areas Character Statement (Adopted 2005)
- The Fish Quay and New Quay Conservation Areas Management Strategy Supplementary Planning Document (Adopted 2007)
- Core Strategy Preferred Options Consultation Document (2010)
- North Shields, the Coast, Wallsend Area Action Plan Preferred Options Consultation Document (2012)
- EDAW Fish Quay Regeneration Strategy (2001)
- Design Know-How (2005)
- Fish Quay Banksides Management Plan (Adopted 2011)

2.2 The FQNP will be a Supplementary Planning Document (SPD). The FQNP SPD will supplement a wide range of existing and emerging planning policy by providing further guidance on local planning matters, and therefore must be consistent with national and local planning policy.

2.3 National planning policy is set out in the National Planning Policy Framework (NPPF) published on 27th March 2012. The NPPF is the biggest reform to the planning system in England for 50 years, replacing over 1,000 pages of planning guidance (as contained in PPGs and PPSs) with around 50 pages, with the aims of making the system more accessible and able to stimulate development and economic growth.

2.4 The saved policies of the North Tyneside Unitary Development Plan (UDP) 2002 remain the principle local planning policies in place in the Borough. The UDP provides the necessary framework for development, development control, and conservation, and is a clear and concise statement of the Council's policies and proposals for the development and other use of land.

2.5 The UDP will in time be replaced by the Local Development Framework, which is made up of a collection of Development Plan Document (DPDs). The chief of these is the Core Strategy. The Core Strategy has various stages leading up to its adoption. Its most recent stage is the Preferred Options stage, in which it identifies possible new Key Sites for housing and employment, and addresses other issues of significance to the Borough. The FQNP supplements the objectives of the Core Strategy Preferred Options (especially Objective 6: Regenerate the riverside) and will form an important piece of evidence to inform the production of the completed Core Strategy.

2.6 Area Action Plans (AAPs) are also DPDs. They provide the planning framework for areas where significant change or conservation is needed or anticipated, and will provide additional detailed policies and proposals to supplement the strategic framework set out in the Core Strategy. North Tyneside Council is currently preparing an AAP for North Shields that includes the FQNP area, which is also at its Preferred Options stage. Broad aims set out in the Preferred Options AAP are identifying brownfield land to build new homes, reduce employment land and improving image through public realm works. Specifically at the Fish Quay is the aim to have a vibrant mixed community with housing, employment and leisure side by side cohesively. The FQNP supplements these principles of the AAP Preferred Options and will be a key piece of evidence in informing the completed AAP.

2.7 The Fish Quay area has seen and is facing great change. The document aims to guide that change. The whole area is currently designated as employment land, but there is a raft of current and emerging local policy (in the UDP, AAP and Core Strategy) and background evidence (such as in the 2009 Employment Land Review) that supports a suitable move towards a mix of uses in the area. The FQNP acknowledges this, and conforms to and adds detail to wider policy by putting forward preferences for the balance of those uses.

2.8 Change is occurring in the wider area too. Planning permission has recently been granted for approximately 800 homes, and some shops, restaurants and offices at Smith's Dock, which is immediately adjacent to the west of the FQNP area. The regeneration of this redundant area should bring about huge environmental improvements, the introduction of new access routes, and new residents and visitors to the area. We hope successful regeneration of Smith's Dock and Fish Quay can supplement each other to create a strong, vibrant area for residents and visitors alike.

2.9 This is a community document and within that context we acknowledge that some of the aspirations set out here may be outside the scope of planning policy and what can be achieved within the planning process. However, they have been included to reflect the longer-term objectives of the community for the future of the local area. Some of the aspirations could potentially feed into planning policy at a later date when further developed.



The Gut



Bell Street



Buoys



Looking across the mouth of the River Tyne



Looking across the Gut and up the River Tyne

2.9.1 Localism

2.9.1 Neighbourhood planning is part of Localism, which is about:

- Government passing their centralised power to local people, so they can guide important decisions about planning and development in their own neighbourhood,
- Government empowering communities to take control and truly influence the development of their local area, and
- Speeding up the process of getting plans agreed and developments started.

2.9.2 Usually, the Local Planning Authority (North Tyneside Council) would prepare planning documents for the area and include community consultation. But now, local people can get together and prepare their own planning documents that will form the basis for planning decisions for the future as well as providing a vision for the area.

2.9.3 The Fish Quay and New Quay Conservation Areas are the focus of a new planning initiative introduced by the Coalition Government. It is one of seventeen original pilot Neighbourhood Plans, a new provision introduced by the Localism Act 2011, which expanded during 2012 to encompass more than 200 additional groups.

2.9.4 The process undertaken to produce the FQNP is provided in Section 11.

3. The Fish Quay Neighbourhood Plan (FQNP)

3.1 Why We Need a Plan

3.1.1 Dereliction – The result of a lack of investment in, and the decline of traditional industries, but also changing business and economic climates. The dereliction in the area is so noticeable that it has become a common topic with both visitors and residents.

3.1.2 Regeneration - A desire to improve the area based on community involvement and aspirations, as well as developer interest due to changing economic and housing environments, along with exploiting potential job opportunities in the diversification from industrial to leisure industries.

3.1.3 Environment and Sustainability - A desire to ensure the co-existence of all involved in living, working and using this local environment. To provide an area that:

- Is safe from flooding and pollution (waste)
- Conforms to the FISHcast Community Character Statement
- Supports the local fishing industry
- Protects both jobs and future maritime opportunities
- Protects and enhances the natural environment
- Enhances the health and happiness of residents, workers and visitors
- Will evolve into a more sustainable environment for future generations.

3.1.4 Heritage and Character - Rediscover the underlying, lost, and extraordinary history of the River Tyne and the Fish Quay, then to record and conserve it for future generations.

3.1.5 Leisure and Tourism - Exploit the economic benefits associated with increased leisure time, interest in ancient monuments and the history of the River Tyne and associated industries, along with any opportunities for increased success in employment and business.

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3.2 The Vision

3.2.1 The Fish Quay area should be one of the most distinctive places in the North East of England, a destination that can accommodate both the past and the future in a sustainable, fun, sociable, creative and productive environment. The area's future should bring together its historic heart, commercial pulse, creative heads and friendly neighbours.

3.2.2 The objective is to create a vibrant distinctive, mixed-use community, providing an energetic social hub and working area through the dynamics of fish related industries, small businesses, cafes, restaurants, pubs, culture, specialist retailers and domestic housing.

3.2.3 The removal of areas of severe dereliction, together with conservation-led improvements of the physical fabric of Fish Quay and New Quay by the promotion of sensitive new development and refurbishment

3.2.4 The design concept for all regeneration of existing buildings and new builds should be forward thinking, eclectic, and respectful to the area's original surroundings, character and uniqueness. Overall, buildings should reflect the area's industrial heritage in terms of form, massing, materials and detailing.

3.2.5 The vision will be achieved within the context of the Fish Quay area's extraordinary history, unique character and special sense of place.

3.2.6 The Fish Quay and related fishing industry area will essentially continue to be available for economic activity on a 24 hour, 365 days a year basis.

3.3 Challenges

3.3.1 In looking at ways to regenerate the area several challenges will have to be considered and overcome, namely:

3.3.2 Business - The challenge is to ensure the success of the indigenous business base in association with an increase in the population of residents and number of visitors.

3.3.3 Physical constraints - The FQNP recognises that the physical layout (existing road network and traffic disruption), along with the restriction of the Fish Quay area (size, access, topography), are a constant constraint on several factors including business operations, development and movement. The area's industrial past means that several areas of land are contaminated and future development needs to address any land contamination risks.

3.3.4 Redevelopment - Uncertainty over this area has hampered business, investment and community confidence, with the current consequences of disrepair and dereliction. The challenge is to bring about the suitable redevelopment of sites within the area (for example Tyne Brand and the Rubber Factory).

3.3.5 Economic climate - The current weak business/employment environment, and the provision of newer commercial sites (e.g. off the A19 corridor), combined with dereliction of existing development sites, means that sustaining industrial business in the area has been difficult.

3.3.6 Finance - There is a limited availability of capital and sustainable grant aid to encourage independent investors.

3.3.7 Conflicts of interests - The aspirations and requirements of residents, business and tourism/leisure are not always compatible.

3.3.7.1 Businesses requiring the accessibility of support services (Heavy Goods Vehicles, waste disposal, repairs, servicing), have legislative requirements for issues such as health and safety, can be noisy, dirty and busy environments.

3.3.7.2 The potential for increased business sector activities needs to be encouraged, whilst:

- Allowing public access to the river frontage,
- Providing safe access for the public who wish to observe the past heritage and continuing fish processing activity, which is of interest to visitors of all ages,
- Keeping business waste tidy,
- Ensuring public views of the river are not obstructed.

3.3.7.3 Residents aspire to clean, quiet and safe environments, with easy access to parking and pleasant surroundings.

3.3.7.4 The potential for increased housing sector activities needs to be encouraged, whilst:

- Recognising that the fishing industry will continue and is a 24 hour, 365 day per year activity,
- Allowing for tourism/leisure requirements for visitor volumes and parking,
- Protecting views.

3.3.7.5 Tourism/leisure needs access to space (beach, water, parks), sites of interest (historic monuments, heritage centre, Fish Quay, play areas), support facilities (cafes, shops, toilets), and finally transport (access, links, parking, signage).

3.3.7.6 The potential for increased tourism and heritage sector activities needs to be encouraged, whilst:

- Allowing the fishing industry related activity to continue,
- Managing the impact on residential sites.

3.3.8 Ongoing community involvement - To provide an area attractive to visitors, residents and business will require compromise and accommodation from all parties, and as such North Tyneside Council should give some consideration to providing a forum to continue the work of the FQNP Group in managing and reviewing the progress.

3.3.8.1 Paragraph 16 of the NPPF refers to the possibility of neighbourhood groups using Neighbourhood Development Orders (NDOs). Simply put, NDOs grant planning permission for proposals as long as they conform to a set of particular criteria. If there was the will within the Fish Quay neighbourhood, this is something that could possibly be pursued in the future.

4 Design Principles

4.1 Introduction

4.1.1 If the Fish Quay (a townscape of great character) is a happy accident, a place that has grown organically or in general via processes other than design, then the challenge is for new, purposeful design to respond carefully and positively, ensuring that whatever is added in the future does not visually impair, or interfere with the effective operation of the Fish Quay of the future.

4.1.2 Any future development within the FQNP area should be careful not to block key views of the riverside and sea, in line with FISHcast Community Character Statement. Such development should endeavour to provide public access where possible to the water's edge for pedestrian pathways avoiding the shortcomings of some previous riverfront development. This approach would balance the desirability of new development with the undoubted attraction to visitors as a leisure destination.

4.1.3 Whilst it is recognised that development proposals are judged on their own merits, the Group were keen to provide general guidelines to ensure future development at Fish Quay meets the criteria for good quality design that is appropriate to the area. It was decided to adopt the guidance provided in the "Design Know-How" document into the FQNP. Development proposed for this area should conform to these guidelines.

4.1.5 It was further noted that as the FQNP area was made up from conservation areas there would be other parties and processes involved which work to protect the development of the area from unsuitable design briefs. As such the Fish Quay and New Quay Conservation Areas Management Strategy SPD (adopted in 2007) is endorsed for the purpose of the FQNP.

4.1.6 The following sections (4.2 to 4.9) set out the key design concepts for any future development.

4.2 Context and Character

4.2.1 Respect what has gone before, ensuring new design makes a positive contribution to the neighbourhood, and is created within the context.

4.2.2 Pastiche old design, that is, design that imitates being old, will generally not be supported. Good quality modern design is more appropriate.

4.2.3 New development should make a positive contribution through sensitive design that is developed specifically in relation to the site in question.

4.2.4 Use existing good quality definitive historic features as design benchmarks.

4.2.5 Key historic buildings and spaces should be consolidated, restored and re-used in a sensitive way, and then interpreted.

4.2.6 Small fragments of historic townscape (such as characteristic fishing industry paraphernalia which makes a positive impact) should be retained and knitted back into the development pattern, rather than cleared away or designed out.

4.2.7 Some more recent (newer) positive features should be retained such as the net shed railings, the sculpture outside the Dolphin public house, and some of the modern street furniture.

4.2.8 The area's informality and randomness created through variety in materials, forms, massing, orientation, juxtapositions and textures should be maintained and enhanced, rather than formalised or tidied-up.

4.2.9 Things that make the Fish Quay unique are more important than things that make it the same as somewhere else.

4.2.10 Design decisions should be affected by the whole context – physical, economic and community – rather than made in isolation.

4.3 Responding to Setting and Views

4.3.1 The green edges to the built up areas should be retained and enhanced. Formal landscaping should not sweep away ecologically sensitive areas.

4.3.2 New development should preserve or enhance the wildlife corridor.

4.3.3 Existing vantage points should be protected and enhanced, such as from the Stag Line building and the Wooden Doll public house. Dockwray Square was originally laid out so that houses could clearly see the river as it was built by rich maritime people; this view should be retained.

4.3.4 Dramatic new viewing opportunities should be created. Slot views should be created using the form and massing of new development, such as at Clive Street.

4.3.5 The relationship between the two pairs of high and low lighthouses should be retained and interpreted through the use of leaflets, appropriate boards, and the Heritage Centre, to ensure the knowledge is not lost.



New Low Light



High Light



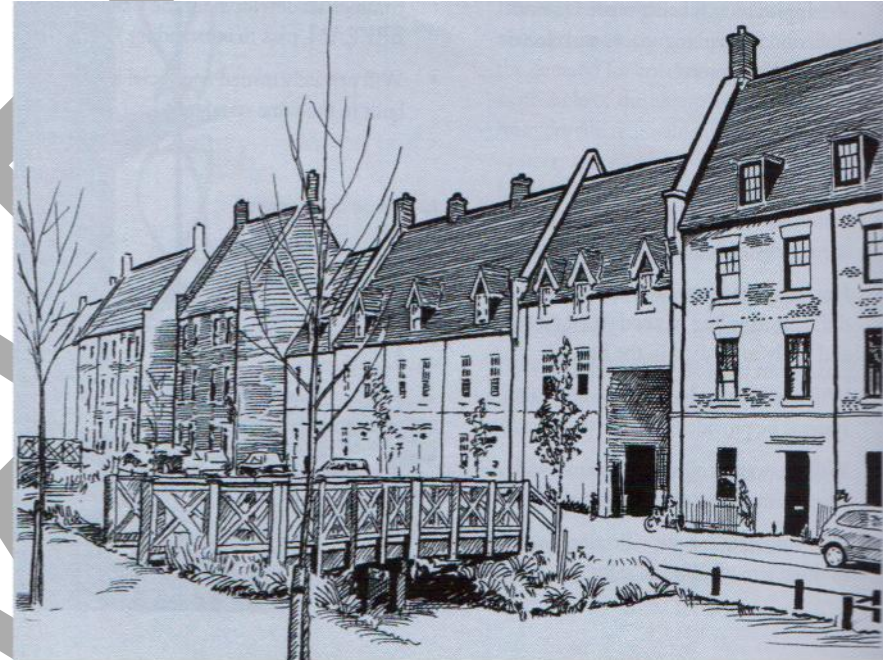
The High Light from Bell Street

4.4 Ensure Ease of Movement

- 4.4.1** Through traffic should be calmed and the bustling, pedestrian-heavy nature of the area recognised and planned for.
- 4.4.2** There should be safe and easy pedestrian access to Clifford's Fort and the main strip along Union Quay.
- 4.4.3** There should be safe and easy cycle access and parking facilities through the area.
- 4.4.4** Signage and interpretation should be improved, particularly on routes to and from the town centre and Metro, and other local points of interest. All routes should be well lit and designed to be safe.
- 4.4.5** There should be convenient loading bays for businesses that have no rear vehicular access, with loading managed to avoid conflict with visitors.
- 4.4.6** There should be safe and convenient drop-off points for coaches and ample nearby coach parking.
- 4.4.7** Car parking should be both long and short stay.
- 4.4.8** Home Zone principles should be applied to larger housing developments.
- 4.4.9** In general, spaces and routes should become more important than they are. They are not left over spaces but need to be specifically designed.
- 4.4.10** In the longer term, more ways of connecting the area with its surroundings should be investigated, including a Park and Ride scheme, a funicular, a river taxi landing stage, and new Metro stop (between Hudson Street and Tanners Bank).



Gun Wharf Plymouth



Upton Northampton

The sketch on the left shows the sort of architecture that could enhance the FQNP area. The architecture in the sketch on the right is more suited to a rural area but the image shows the sort of varied roofline that is characterised in the Fish Quay area.

4.5 The Height of New Development...

4.5.1 Should not, on any one site, exceed the average height of the development it replaces.

4.5.2 Should be generally between three and five storeys, and could be as low as one or two storeys nearer the water's edge.

4.5.3 Could go higher on the Tyne Brand site providing it still maintains the general profile of development in the area and follows rather than contradicts topography.

4.5.4 Where it exceeds five storeys, should still respect the immediate and wider context, and should only be 'the punctuation' rather than 'the whole sentence'.

4.5.5 Should not be detrimental to existing landmark buildings. The area already has some good landmark buildings – the four lighthouses in particular – so don't exceed or challenge these. The New Low Light and Port of Tyne building should remain the 'bookends' along the main section of the quay.

4.5.6 Should not obscure views of the quays and river from the top of the banks.

4.6 The Massing and Orientation of New Development...

4.6.1 Could create focal points, perhaps on corners.

4.6.2 Should define and protect a linear public area along the waterfront.

4.6.3 Should protect and reflect the varied and random heights, massing and orientation of development around Union Quay and Clifford's Fort.

4.6.4 Should reflect the historic development pattern.

4.7 The Form and Shape of New Development...

- 4.7.1 Should usually be angular and blocky, not fluid and amorphous.
- 4.7.2 Should involve a mixture of roof forms, but mostly using pitched roofs.
- 4.7.3 Should be used to better define the existing streets and spaces.

4.8 The Scale of New Development...

- 4.8.1 Should maintain and enhance the existing intimate relationship between buildings and street.
- 4.8.2 Should pay attention to the detail of buildings at pedestrian level.
- 4.8.3 Should not swamp small-scale historic buildings like the Porthole public house or the Low Lights tavern.
- 4.8.4 Should create interest and surprise with development unveiling itself as you travel through the area.

4.9 The Materials and Colour of New Development...

- 4.9.1 Should use materials that are sympathetic to the surroundings but which also add to the diversity of the area.
- 4.9.2 Should generally be traditional and natural (particularly in development which is designed in traditional styles), but also with minimal sensitive use of modern man-made materials.
- 4.9.3 Should be warm, mainly using brick but also, where appropriate, using timber cladding.
- 4.9.4 Should use modern materials and colours wisely, choosing them with reference to nearby development.

4.9.5 Should not introduce a uniform approach to colours and textures within the area, by applying a single palette of materials. But should continue with the existing use of a varied/mixed diversity of materials, colour and textures

4.9.6 Should echo the main colours in existing development, which are generally warm reds, ochre, silvers, whites and greys, plus smaller, surprise splashes of brighter colours like blues and yellows.

4.9.7 Where new materials say or purport to match existing ones they should match exactly (e.g. brick colour or texture, pointing style, detailed window joinery).

4.10 Development should be of a High Standard of Sustainability by...

4.10.1 Incorporating refuse storage into its design in order to alleviate current issues of such facilities cluttering up the street scene and creating environmental problems.

4.10.2 Being designed and constructed, where appropriate, in accordance with the guidelines set out in North Tyneside Council's adopted Sustainable Development and Construction Guide (2007) and Design Quality SPD (2010).

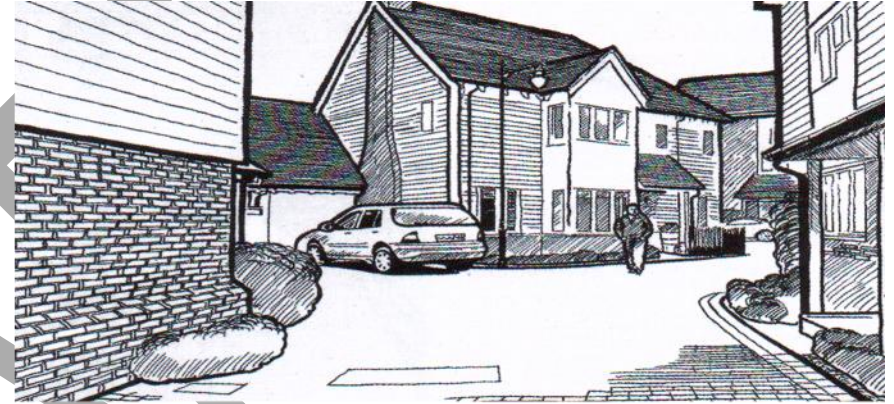
4.10.3 Incorporating, where appropriate, domestic-scale renewable technologies (such as photovoltaic panels) as advocated in the adopted Sustainable Development and Construction Guide (2007).

4.10.4 Incorporating natural greenspaces where appropriate and the use of native species.

4.10.5 Incorporating, where possible and where appropriate, micro allotments to allow residents to grow their own produce.



The Piers Arts Centre in Stromness Orkney



Housing development in Kent

The sketch on the left shows architecture featuring a mix of forms and materials that responds to topography, which would be suitable in the Fish Quay area. The sketch on the right does not show an architectural style suited to the Fish Quay but Home Zone principles achieved through an effective use of surface materials.

5 Economy

5.1 Background

5.1.1 The FQNP recognises that without the quayside and the fishing industry associated with it, the area would not exist as it does today. The Quayside 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.

5.1.2 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.

5.1.3 The fishing industry at the Fish Quay is also currently experiencing a revival, due to:

- 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.

5.1.4 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.

¹ Marine Management Organisation "Monthly Return Of Sea Fisheries Statistics for England, Wales, Scotland and Northern Ireland", December 2012

5.1.5 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 a boat, a further 5 jobs are generated on shore.

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5.1.6 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.

5.1.7 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 Quayside. Jobs in this sector are calculated at 100, and expanding, with sales turnover exceeding £10m per annum.

5.1.8 As no suitable data on jobs and values from official sources could always be found, most figures provided in paragraphs 5.1.5 to 5.1.7 were calculated by Group members who represented the small to medium sized businesses within the area.



The Gut



Pow Dene Court



J.R. Fisheries

5.2 Conclusions

5.2.1 The area is considered to be suitable, not only for employment uses, as displayed on the UDP proposals map, but also appropriate for a mix of development that includes existing businesses, along with small new business (e.g. independent shops and professional services, cafes, restaurants, offices and tourism related business) and residential developments.

5.2.2 The reason for such a shift in emphasis is that it was concluded as early as the EDAW Report in 2001 that there is an extremely limited potential market for industrial space with there being “little or no demand for small industrial units within the NP area outside the localised and special requirements of the fish processing trade”. Such requirements, as they exist, have been satisfied with the development of the new marine products processing park off Tanners Bank (Pow Dene Court) and the units in Prospect Terrace industrial site.

5.2.3 Employment uses are, however still very much considered important to the area. As discussed, there are a range of existing industrial and business uses within the area that we are keen to see continue successfully. There are also employment uses on the periphery of the FQNP area that are earmarked for retention and continued success as employment sites, for example, along George Street and across Tanners Bank, as set out in the AAP Preferred Options. The Group believes the Fish Quay area itself is a suitable location for accommodating small workshops and offices for small businesses and the creative sector.

5.2.4 Continued success in the employment uses at the Fish Quay are also important to ensure the young people of the area have job opportunities. We would expect that businesses promote local recruitment and offer training to ensure a strong, skilled, local workforce.

5.2.5 Land boundaries for existing businesses are deemed adequate for the next 5 to 10 years as no plans to expand existing sites are known, or have been brought to the Group’s attention. However, it is always possible that such plans may not have been disclosed or discovered during the FQNP process.

5.2.6 There is potential to continue the expansion of retail businesses to support residential housing expansion, cultural activities (particularly at Clifford’s Fort), local arts, recreation and tourism.

5.2.7 The importance of the retail and restaurant/public house segment of the FQNP economy is recognised as a potential major and growing provider of employment. However, whilst the existing disturbances from 24 hour fish related industries is to

be tolerated, additional disturbance that may arise from late night pub and club uses are not seen as being appropriate for this area, due to residential and business concerns.

DRAFT



Restaurants and cafes



Pubs



Small businesses



Fishing industry



Manufacturing

5.3 Objectives

Economy Objective A: A move from an area of employment land to an area of mixed uses, as described throughout this document, is supported.

Economy Objective B: The North Shields Fish Quay, from the Lifeboat Station to the end of Western Quay, will remain as employment land related to the fishing industry, as marked on the map in blue.

Economy Objective C: Pow Dene Court will remain as employment land relating to the fishing industry.

Economy Objective D: The land to both sides of Tanners Bank, classed as Mixed on the attached maps, is suitable for industrial (use classes B1 and small B2), leisure, retail and residential (class C) projects.

The development of projects will only be supported where it can be clearly demonstrated that the juxtaposition of any mixed uses will not give rise to unacceptable conflict.

Economy Objective E: That it is officially recognised by all concerned that the Fish Quay and associated businesses will continue to operate on a 24-hour basis 365 days of the year.

Economy Objective F: Opportunities to attract art and media commerce to the area (not public art), and to support local artists, through access to vacant premises and the use of events, should be sought and actioned.

Economy Objective G: Retail opportunities to sustain the increase in local residents (such as small convenience shops) and visitors (such as arts, food, refreshments and specialist shops) through access to existing premises/facilities or new developments are supported.

5.4 Policy and Evidence Background

5.4.1 Employment land - The Employment Land Review (ELR) 2009 provides the principal evidence base for the provision of employment land in North Tyneside.

5.4.2 The Fish Quay is discussed in the ELR as “an important local employment hub” (paragraph 5.35), with key sectors including the fishing industry, electronics, electrical and rubber manufacturing. The FQNP supports the retention of existing employment uses. They are providing, and must continue to provide, an important location for business and industry to carry on their activities if the economy of the Fish Quay and North Tyneside are to prosper and grow. This is especially considered the case for the fishing industry, which contributes so much to the character of the Fish Quay area, and indeed the economy, as outlined in the background text above.

5.4.3 Under UDP Policy LE1/4, a large portion of the SPD area is allocated as employment land. However, in order to provide flexible opportunities for regeneration, the policy allows change of use from employment to other purposes where:

- The proposal is essential to the regeneration of the older urban areas.
- There is no reasonable expectation of the site being used as allocated, and the benefits of alternative use are demonstrated.
- The existing use does not conform with or adversely impacts on neighbouring uses.

5.4.4 This approach is also advocated in paragraph 22 of the NPPF where it encourages the avoidance of “the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose”.

5.4.5 The ELR identifies that there is sufficient employment land in the Borough to meet its future needs. This is echoed in the 2010 Core Strategy Preferred Option to reduce the amount of employment land in the Borough. Specifically at the Fish Quay, it is acknowledged in the ELR that there has been a decline of traditional employment at the Fish Quay and it has evolved into a mixed-use area comprising employment, residential, retail and leisure (paragraph 5.58).

5.4.6 In concluding the ELR recommends: “Fish Quay is being redeveloped for mixed-uses; it is not a premier employment location. It can play a role for the fish sector, small workshops and small office uses looking for ‘alternative cultural-quarter type space’” (paragraph 11.54) The FQNP supports this recommendation through the objectives above.

5.4.7 A strip along the river has been put forward as suitable for use by the fishing industry. As outlined above, the fishing industry is key to the character and economy of the area and its ability to continue and flourish is considered essential to the future of the area. Its operation requires a river frontage, hence the desire to single-out this specific area. This desire is in accordance with UDP policy LE1/8, which aims to reserve river frontages for maritime and fishing use. It should be noted however, that this does not mean that fishing uses would not be supported elsewhere in the Fish Quay area; those not requiring a river frontage may be suitable (taking into account all other relevant policy and material considerations) in other areas considered appropriate for a mix of uses.

5.4.8 Retail - The physical constraints presented at the Fish Quay mean that access to North Shields town centre is not straightforward, thus presenting issues to the residential population in accessing daily/regular retail needs such as newspapers, bread and milk. As stated in the EDAW Regeneration Strategy and Master Plan, “Limited retail facilities exist to serve the local resident population” (page 23). Also, with the large numbers of visitors to the area it is considered there would be a market for convenience and specialist retail. Whilst FQNP does not intend to mirror the retail option of, and harm the vitality of the town centre, it is felt that with growing resident and visitor population, this area could offer some retail opportunities to meet the needs of those groups.

5.4.9 EDAW Regeneration Strategy and Master Plan identified that the retail market at the Fish Quay was lacking in demand and suggested that increasing the visitor and residential numbers would generate increased demand. These are objectives of the FQNP.

5.4.10 Although national policy, as set out in the NPPF, advocates a ‘town centre first’ approach to retail provision, it is accepted that opportunities to address the requirements for additional small scale retail floor space in other areas can be realised, as described in policies S1 and S10 of the UDP. The retail offer we envisage at the Fish Quay would be small scale shopping in accordance with UDP policy S10.

5.4.11 A good retail offer is an aspiration of the adopted Conservation Areas Community Character Statement, especially in relation to meeting the needs of visitors: “Visitors need more to do and places to shelter, as well as more retail and commercial outlets” (page 11).

5.4.12 The Fish Quay area does not wish to compete with North Shields town centre, but rather offer different and complementary facilities, which could benefit both areas. This can be aided by better connections between the two areas that allow people to visit both with ease, achievable through better signage and access for all. This is discussed in the following section.



High Light and Trinity Building



Dockwray Square

6 Transport and Accessibility

6.1 Background

6.1.1 There are a number of transport and accessibility pressure points within the FQNP area that are problematic due to the scale of present and, possible hoped for, future retail, visitor and residential traffic volumes along with the size of goods vehicles.

6.1.2 The success of the retail and restaurant/ public house economy on the Fish Quay is contributing towards the problems of parking, due to the requirement for short term and pick up parking by taxis and buses.

6.1.3 The Low Lights/Foreshore Car Park is the largest car parking area within the FQNP area. Its situation and size make it useful for visitors to the Fish Quay and necessary for the envisaged increase in visitor numbers to the area and should therefore not be lost for future development. Furthermore, it is understood to be below Environmental Agency flood level guidelines.

6.1.4 The topography and layout of the FQNP area place constraints on opportunities for change and regeneration, as there is limited width to the riverside land, and a steep bank along most of the area provides no room for in-curtilage parking or loading bays etc.

6.1.5 The C2C (Sea to Sea) cycle route runs through the FQNP area. This is designated in the UDP as a Strategic Cycle Route and is covered with UDP policy T8. The same route is identified in the UDP as a Recreational Corridor and is protected through the UDP policy R4.

6.2 Conclusions

6.2.1 The approval of approx. 800 homes, shops, restaurants and offices at adjacent Smith's Dock will see the arrival of many new residents and visitors to the area. The opening of the planned riverside road as part of this redevelopment will allow for better access to and between both areas, to Royal Quays and beyond, allowing for all areas to offer a combined, strengthened offer for residents and visitors.

6.2.2 Increased visitors need to be supported in their travel choices. This could be achieved by improving access through good public transport, taxi availability and accessible car and cycle parking.

6.2.3 The cause of the congestion in the area can be largely attributed to heritage and geography (narrow streets in a congested landscape). We accept that this cannot be changed so we need to work efficiently within the situation we have and therefore solutions with respect to traffic and parking management need reviewing.

6.2.4 Success in improving visitor numbers along with increased levels of business will lead to more traffic, congestion and parking issues. In an already challenged area for traffic movement into and out of the area, consideration needs to be given to measures that will improve the situation. Possibilities could include the provision of additional parking sites, free parking, and 'one way' systems (e.g. around Clifford's Fort).

6.2.5 Access to the Clifford's Fort should be reviewed. Specifically to the possibility of a 'one way' system around the Fort, which will require consideration for continued and safe access to bus routes, vehicles to existing businesses and possible future events, as well as for visitors (pedestrians and the disabled) to the heritage site.

6.2.6 The formation of an integrated and enforceable traffic and parking control and management strategy is required, which meets the 24-hour needs of the fish landing, market and processing sector, as well as for general access to local businesses and leisure facilities (restaurants, bars, takeaways etc).



- 01..... Union Quay
- 02..... High Beacon Stairs
- 03..... Union Quay
- 04..... Fish Quay
- 05..... Union Quay
- 06..... Tanners Bank
- 07..... Shields Ferry

6.2.7 A comprehensive public transport system (including the South Shields Ferry link) should be maintained, and new services developed to serve changing travel and usage needs.

6.2.8 Improved provision for pedestrians, cyclists, and disabled vehicle users is required with respect to movement up and down the bank side as well along the major routes between the town centre and;

- The ferry landing
- The Fish Quay/Clifford's Fort
- Royal Quays
- Tynemouth and the coast
- Smith's Dock

6.2.9 There has long been an ambition locally for a riverside route from the Royal Quays along the riverside to the Haven at Tynemouth. Opportunities should be sought and taken to ensure the designation of a 'Promenade' for the disabled, pedestrians and cyclists along this route. Efforts should be made to provide a linkage of the 'Promenade' through to Tynemouth (Castle/Priory and Front Street) along to Tynemouth Metro Station, then onto Northumberland Park and returning down Tanners Bank to the Fish Quay. The provision of additional seating should also be considered, along with separating pedestrians and cyclists on promenades, where possible, to enhance safety.

6.2.10 Consideration should be given to increasing the use of the Fish Quay through additional mooring and facilities for visiting vessels, (i.e. coastal craft, seagoing yachts, off-shore oil support vessels, naval and fishery protection vessels).

6.2.11 The bank top escarpment (including Yeoman Street, Tyne Street, and Dockwray Square) provides an excellent promenade as well as pedestrian access to the Fish Quay, offering panoramic views of the Tyne. The continued maintenance and improvement of existing pathways, ramps and stairways is essential, as some are in a deplorable condition. It is considered that in many cases the provision of ramped footpaths at shallow angles, are a better, more cost effective, alternative to more mechanical solutions, and have historical precedence in this area.

6.2.12 Two projects that it is considered necessary to mention as aspirational long term objectives, as have consistently been discussed in the community and as part of the consultation process, regardless of the fact that they may have already been explored, conflict with current proposals, or are considered likely to be prohibitive on cost, are:

- The feasibility of improved links between top and bottom of the bankside, via Funicular railway, lifts or other means, to assist the elderly, the disabled and other pedestrians. With the inclusion of improved links, this could also encourage more visitors into North Shields town centre, thus contributing to its vitality.
- The feasibility of providing a Metro station at the top of Tanners Bank to service the Fish Quay and local Northumberland Park.



Tanners Bank



Union Quay



Bell Street

6.3 Objectives

6.3.1 Short Term Objectives

Transport and Accessibility Objective A: To encourage the provision of improvement to traffic access and the management of goods vehicles and cars within the FQNP area, which will assist the continued success of current and future levels of business.

Transport and Accessibility Objective B: To encourage the improvement of pedestrian and disabled access in the Fish Quay.

Transport and Accessibility Objective C: Support the early opening of the access route to the Fish Quay via Smith's Docks from the A19.

Transport and Accessibility Objective D: The feasibility of providing improved parking facilities within the FQNP area, including the possibility of utilising the Western Quay and the removal of parking charges, should be explored and actively encouraged in any parking review or strategy undertaken by North Tyneside Council (FQNP Objective G)

Transport and Accessibility Objective E: The feasibility of providing improved facilities and routes for pedestrians, cyclists and the disabled along the river from Royal Quays to Tynemouth (including Tanners Bank) should be explored and provided if possible.

Transport and Accessibility Objective F: To work with Nexus and other providers of public transport services (taxi, Metro, Ferry and bus) to improve the provision of transport services, to support access for all to the Fish Quay and the surrounding areas (e.g. North Shields, Tynemouth, the Coast, St Mary's Lighthouse).

Transport and Accessibility Objective G: The feasibility of providing steps and ramps down to the Fish Quay beach at both ends of the car park should be explored and provided if possible.

Transport and Accessibility Objective H: Dependent on any change to traffic and pedestrian movements that may result from the outcome of FQNP Objective G (review of traffic and parking within the area), access to Clifford's Fort should be

reviewed, so as to ensure safe access for vehicles to existing businesses and possible future events, as well as for visitors (pedestrians and the disabled) to the heritage site.

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6.4 Policy and Evidence Background

6.4.1 Improvement to issues affecting traffic, car parking, public transport provision, and access for pedestrians, cyclists and the disabled are advocated in Chapter 4: *Promoting sustainable transport* of the NPPF. Such improvements are also aims of the UDP, in particular policies T4 (public transport), T6 (highway network), T8 (cycling) and T9 (pedestrians, including those with disabilities and special needs). The UDP (in policy T6/1) recognises the inherent problems of access by roads to the Fish Quay, and supports the development of the North Shields Riverside Link road through to New Quay.

6.4.2 Too many visitors park on or around Union Quay and Bell Street, often creating traffic jams and access difficulties. More appropriate space needs to be available for those visitors and better use made of the existing car parks. The North Shields Fish Quay Parking Study (December 2011) revealed that parking demand can vary significantly between different areas, with some reaching peak capacity and some being underutilised. Therefore, as stated in the adopted Conservation Areas Community Character Statement, “car parking will need to be managed effectively” (page 26). The recommendations of the upcoming Parking Strategy 2012 may be a suitable way forward in addressing the issues identified.



Low Lights car park



Bell Street



Fish Quay

7 Tourism and Leisure

7.1 Background

7.1.1 For this particular location, suitable tourism facilities could include:

- Visitor attractions (commercial and non-commercial); theatres, museums, galleries, visitor centres, heritage sites and monuments, gardens, natural features, etc.
- Accommodation; hotels, Bed and Breakfast, self catering accommodation.

7.1.2 For this particular location, suitable leisure facilities could include:

- Commercial leisure such as cinema, sports facilities (commercial and non-commercial) such as health and fitness centres.
- Culture facilities; theatres, museums, galleries, visitor centres, heritage sites and monuments, gardens etc; and
- Outdoor activities; cycling, walking, sailing, sports and play facilities.

7.1.3 Tourism and leisure are crucial to the local economy, as well as growing economic drivers, and the Fish Quay has at least five key attractions to exploit in this market, namely:

- Clifford's Fort - a historic monument
- Clifford's Fort parade ground – cultural and music event opportunities
- The Fish Quay - heritage and social working environment
- Foreshore and riverside - leisure and recreational opportunities
- Heritage Centre – historical (social and industrial) visitor attraction



01

- 01.....Cycling
- 02.....Playing on the beach
- 03.....Eating out
- 04.....Views over the River Tyne
- 05.....Fishing
- 06.....Walking
- 07.....Drinking
- 08.....Heritage



02



03



04



05



06



07



08

7.1.4 The Fish Quay as an attraction does not stand-alone. It is part of a greater group of linked attractions within North Tyneside. These attractions need to be integrated into a common approach for the promotion and delivery of services within the area, including the provision of public works of art along the historical trail that links these attractions, which include:

- St Mary's Lighthouse
- Cullercoats harbour and lifeboat station
- Tynemouth Station
- Tynemouth Priory and Castle
- Tynemouth Volunteer Life Brigade Watch House and Museum
- Collingwood Monument and Spanish Battery
- Black Middens and promenade
- Northumberland Park
- Royal Quays
- Segedunum

7.1.5 The Fish Quay has a successful history of hosting events. The Orange Window on the World (WOW) event was the largest free music festival in Europe. The festival, held on an annual basis at the Fish Quay over the three days of the May long weekend, placed the Fish Quay and North Tyneside as an exciting place to visit. By 2001 an estimated half a million people visited the three day event. However, in recent years there has been a shift away to other areas of the Borough. But the Fish Quay is still considered to be an area with sufficient visitor facilities and attractiveness to hold events.

7.1.6 It is recognised that to be successful all businesses and initiatives need to build repeat customers. Customers are attracted to visit sites initially because of their monuments and heritage, or promoted facilities. But they return again because of the experience, which includes the levels of services, quality of the amenities, and overall ambience of the place.

7.1.7 The Crescent site at Clifford Street/Union Road is situated in a pivotal location, and it is acknowledged that the correct treatment of this site is viewed as absolutely essential. The Fish Quay and New Quay Conservation Areas Management Strategy deemed the previous Crescent buildings on the site to obstruct a number of key views which it was considered appropriate to be "re-opened, preserved and enhanced".

7.2 Conclusions

7.2.1 To ensure repeat visits to the Fish Quay by visitors and local residents, it is essential that the ambiance of the area (clean, well maintained, public facilities) supports the efforts of those providing the services (shops, bars, food outlets), and vice-versa.

7.2.2 Now that the industrial buildings surrounding Clifford's Fort have been demolished, and the majority of fish processing relocated to Tanners Bank, the area should now be developed for tourism, culture and recreation.

7.2.3 The North Shields beach (i.e. known locally as the Fish Quay sands) is not suitable as a commercial beach site for bathing, unlike the 'Long Sands' in Tynemouth, due to water quality, tidal currents and the shipping lane. To attract higher numbers of visitors, as well as provide benefits for locals, additional amenities that exploit river access and shore based opportunities are required. Due to the sands being within a Site of Special Scientific Interest, proposals will have to demonstrate that they will have no adverse affect on the site's notified special interest features.

7.2.4 With a recorded history of over 1,000 years the heritage of the area is ingrained and is not a contrived 'add-on', and as such the potential economic benefits associated with promoting the extraordinary heritage (industrial, social, fishing and military) of the area are significant.

7.2.5 The plan to develop Clifford's Fort as part of the historic core of the area is supported by the FQNP. The provision of a café/bistro in the Heritage Centre should be encouraged; as such a facility would contribute to the centre's financing and sustainability. It is also hoped that the Heritage Centre will promote all the industries associated with the River Tyne, e.g. maritime (port, ships, navigation, RNLI), defence (Fort, defences), fishing (quay, processing), along with the skills (e.g. rope making, ship building, net mending) associated with these industries.

7.2.6 The success by the Port of Tyne in hosting cruise ships, along with the regular Amsterdam ferry route, means the Fish Quay has the potential to attract a large number of tourists. This opportunity to increase local business, jobs and income, as part of the wealth of experiences passenger can access whilst in the North East, should be exploited.

7.2.7 The opportunities associated with tourism and leisure need to be exploited with respect to the management and promoting of local events, such as:

- Activities on the Quay for all ages.
- Social events in the Fort or on the Quayside
- Including the Fish Quay, once again, as part of the Mouth of Tyne Festival (e.g. Blessing of the boats, and events in the Fort).
- Start/end of the Great North Bike Ride and the C2C Cycle Route.
- Creation of walking trails

7.2.8 As discussed in the Transport and Access section, the area needs better pedestrian and tourist integration and links to sites of interest, such as:

- Northumberland Park
- Tynemouth Station
- Mariner's Lane
- Oxford Street car park to Low Light car park (via path below Knott's flats)
- North Shields town centre

7.2.9 With the exception of natural recreation and play provisions provided by the beach and foreshore next to the Low Lights Car Park there is no formal provision for families and children in the Fish Quay conservation area. With the expansion of the number of residents and visitors to the area it is considered a priority to provide a suitable play area for children.

7.2.10 The Fish Quay is a great location for artists, due to its ambience and natural beauty. Artists should be offered the opportunity to utilise empty units. To enable communication between artists and the public, an art gallery should be established so local artists and the community can interact.

7.3 Objectives

7.3.1 Short Term Objectives

Tourism and Leisure Objective A: The Crescent site on Clifford Street to become an un-built on grassed open space, and available for temporary events and activities.

Tourism and Leisure Objective B: Opportunities to exploit the tourism and heritage sector must be encouraged through the allocation of space for heritage and leisure related activities, and the provision of activities such as festivals and concerts should be sought, managed and promoted.

Tourism and Leisure Objective C: Proposals for development of the tourism, leisure, recreational and cultural facilities will be supported in areas shown on the proposals map as pink, provided they are acceptable in terms of their impact on the environment and surrounding land uses. These uses will be supported in the Clifford's Fort area in particular.

Tourism and Leisure Objective D: The current proposals for a Heritage Centre within Clifford's Fort are encouraged and supported.

Tourism and Leisure Objective E: The feasibility of providing a suitable play area for children adjacent to the foreshore and the Low Light Car Park should be explored and provided if possible.

Tourism and Leisure Objective F: The feasibility of re-incorporating the Fish Quay area into the Mouth of Tyne Festival (e.g. Blessing of the boats, and events in the Fort) should be investigated and acted upon if possible.

Tourism and Leisure Objective G: Opportunities for the continued development of Interpretation Boards, blue plaques and finger posts are supported, providing they do not conflict with conservation area objectives to preserve or enhance character and appearance.

Tourism and Leisure Objective H: An appropriately designed public shelter for visitors to use in inclement weather should be provided at a suitable location.

7.3.2 Medium Term Objectives

Tourism and Leisure Objective H: That the provision of short stay accommodation developments within the pink and orange areas, such as self-catering apartments, Bed and Breakfast or small boutique hotels, should be encouraged so as to attract tourists and visitors to stay longer.

7.3.3 Long Term Objectives

Tourism and Leisure Objective J: The feasibility of providing a slipway, to either side of the Lloyds hailing station, for access to the river should be explored and provided if possible.

Tourism and Leisure Objective K: The feasibility of converting the Lloyds hailing station into a Jetty (not for landing) to service anglers and provide visitors with better views of the river and its traffic should be explored and provided if suitable.

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7.4 Policy and Evidence Background

7.4.1 The above objectives reflect the aspirations of the UDP policy LE2 and its associated paragraph 4.61 that aims to encourage tourist development in the Fish Quay.

7.4.2 The Fish Quay as an area for tourism and leisure is recognised in the Fish Quay and New Quay Conservation Areas Management Strategy SPD and in the EDAW Fish Quay Regeneration Strategy.

7.4.3 Heritage-led regeneration is identified in both the North Tyneside Heritage Strategy and North Tyneside Tourism Strategy as of key importance in encouraging tourism, with the latter specifically aiming to 'promote' the river as a tourism destination through ongoing support for the regeneration of Royal Quays and the Fish Quay.

7.4.4 Inclement weather can put people off visiting. A suitably designed shelter could help make the Fish Quay more "weather-proof", and is an aspiration outlined in the adopted Character Statement: "Visitors need more to do and places to shelter, as well as more retail and commercial outlets" (page 11).

7.4.5 The Fish Quay should be a tourism and leisure destination for all ages, and the inclusion of a children's play area is hoped to attract families to enjoy the area. As shown in the North Tyneside Green Space Strategy 2008, parts of the FQNP area fall within the recommended catchment areas of a neighbourhood equipped area for play (NEAP) at Northumberland Park, a local equipped area for play (LEAP) at Upper Preston street, and a proposed (but now in place) (NEAP) at Alexander Scott Park. However, catchment areas are based on mapped distance alone, and cannot necessarily be applied to this location. They do not take into account the dramatic topography of the Fish Quay that renders it somewhat isolated from Northumberland Park and other locations north of the bankside and into the town centre. Whilst Fish Quay residents may make the journey to play sites elsewhere, visitors are deemed unlikely to and it is considered that a play site in the immediate vicinity would add greatly to the visitor offer here.

8 Residential

8.1 Background

8.1.1 The former Tyne Brand site perhaps epitomizes the abject dereliction of some parts of the Fish Quay brought about by successive decades of decline in fishing at North Shields and allied industry, neglect and fragmented ownership.

8.1.2 The majority of existing residential accommodation within the FQNP area is considered to be largely well maintained and fit for purpose, with a range of sizes of accommodation and styles (with the exception of detached housing) mirroring the relatively high density of past times.



Former Tyne Brand factory



The fishing fleet in the Gut



The Irvin Building

8.2 Conclusions

8.2.1 It is considered that all of the aforementioned uses (residential development, retail and recreation, as well as the existing industrial and fishing related activities) will need to coexist within the FQNP area and that no single use to take precedence over others.

8.2.2 In times of great economic uncertainty, it is considered that general housing developments should not be burdened with overly prescriptive obligations, policy requirements and objectives that could render them unviable. This advice is set out in paragraph 173 of the NPPF. This document, therefore, looks towards existing planning policy to steer factors such as affordable housing, housing tenures, parking requirements and planning obligations, rather than add its own further requirements.

8.2.3 There are acknowledged opportunity sites within the FQNP area that would be suitable for future residential development, and include, but are not limited to:

- The Tyne Brand site fronting Union Road and Brewhouse Bank.
- The former North East Rubber Company, 26-37 Clive Street.
- 25 Clive Street.

8.2.4 The comprehensive redevelopment of the Tyne Brand site, an almost triangular site of some 2.5 acres, bounded by Brewhouse Bank and Union Road, would bring marked environmental improvement to the area at a focal point on the Fish Quay with its dramatic changes in topography. Also a housing redevelopment of this site, as identified in the North Tyneside North Shields Area Action Plan Preferred Options 2012 as a Preferred Housing Site, would complement the successful conversion of the Richard Irvin Building nearby, but also equally importantly produce sufficient revenue to subsidise the costly remediation of this multi-level contaminated site.



The Irvin Building



Dolphin Quays



Chain Locker Apartments



Union Stairs



Riverside Quays



Brewery Bond



Collingwood Mansions



Quayside Court

8.2.5 The Tyne Brand site is situated at a pivotal point within the Fish Quay area, and it is critical that its development provides a frontage that is both sympathetic with existing street/area appearance, as well as providing continuity between Union Quay and Tanners Bank. What is important is the appearance of the street frontage on this site, not its usage.

8.2.6 Additionally there are further opportunity sites within the FQNP area that would be suitable for mixed-use development that could include housing use, and include, but are not limited to:

- Bilton Buildings, Bell Street
- The Gap site of 40 to 49 Bell Street
- The Cosalt Tower, Bell Street
- Walker Place
- Land east of Union Road/Tanners Bank from the junction with Clifford Street up to Tynemouth Road.

8.2.7 The need and role of having affordable housing as well as a mixture of housing types set out in national policy is recognised in the FQNP. This is important not only in housing existing residents and their perhaps changing needs, but also in attracting different household types and sizes to give the overall FQNP area greater prosperity and a vibrant community feel.

8.2.8 Proposals for housing density, as shown on the North Tyneside North Shields Area Action Plan Preferred Options 2012, for Clive Street (12 units), Bell Street (6 units), and Tyne Brand (100 units) are supported. The FQNP recognises these figures as indicative. This also includes the acceptance of existing rules for inclusion of social housing, as set out in the Council's UDP.

8.2.9 It would also be useful if ways were found to make any direct benefits to 'the neighbourhood' that may be obtained via section 106 agreements or similar means, more visible to the public during the planning stages.



01



02



03



04



05

- 01..... former Tyne Brand factory
- 02..... former Fox and Hounds marine chandlers
- 03.....former ice factory
- 04..... former garages Waldo Street
- 05..... former North Eastern Rubber Co.Ltd
- 06.....Biltons
- 07.....Former Lillie and Gilley site
- 08..... MB Circuits factory



06



07



08

8.3 Objectives

8.3.1 Short Term Objectives

Housing Objective A: Proposals for the development of housing in areas shown on the attached map as red will be supported.

Housing Objective B: That a preference for housing or B1 employment land use be applied to any proposals for the development of Walker Place.

The development of projects will only be supported where it can be clearly demonstrated that the juxtaposition of any mixed uses will not give rise to unacceptable conflict.

Housing Objective C: The land classed as Mixed on the attached map, is considered suitable for industrial (B1 and small B2) leisure, retail and housing projects.

The development of projects will only be supported where it can be clearly demonstrated that the juxtaposition of any mixed uses will not give rise to unacceptable conflict.

8.4 Policy and Evidence Background

8.4.1 With respect to the potential for housing or residential development in the Fish Quay and New Quay area, national planning guidance and other relevant documents to the FQNP area (for example UDP Policy and s106 SPD) are acknowledged along with additional various relevant planning documents, as listed in section 2.1.

8.4.2 Residential developments could help to support and underpin better and increased connections to North Shields town centre by way of public transport and pedestrian routes.

8.4.3 Although there is still an identified need for some employment uses in and around the area, as discussed in the Economy section of this document, the area is already shifting towards accommodating a mix of uses, including residential use. North Tyneside Council's Core Strategy Preferred Options promotes a reduction in the supply of employment land, and specifically concludes that within the overall borough the Fish Quay area is not a key employment site, and that land previously allocated for such use should be reallocated for some other suitable purpose. This view is supported by North Tyneside Council's 2009 ELR, concluding that there is an oversupply of industrial accommodation, in the North Shields Fish Quay. Equally, there is a desire in the emerging North Shields Area Action Plan to promote the delivery of the area's potential housing capacity on some former employment sites. Various sites on the Fish Quay are capable of delivering good quality and sustainable residential development that would support the conservation-led regeneration of the area.

8.4.4 National policy as set out in the NPPF (Chapter 6: *Delivering a wide choice of high quality homes*) recognises the need to significantly boost housing supply and encourages local authorities to use their evidence base to identify a supply of specific, developable sites to meet housing needs in their areas.

8.4.5 Through the analysis of past trends, Government forecasts for population and household change, along with the appreciation that supply needs to increase to ensure improved housing choice, affordability and quality, the North Tyneside Core Strategy Preferred Options 2010 set out that the Borough required 5,966 new homes between 2009/10 and 2026/27. It put forward a preferred option of a dispersed pattern of development throughout the Borough that included maximising the North Shields area's residential potential.

8.4.6 The whole of the FQNP area is allocated as employment land in the UDP. Any site here that would be developed for residential use would be considered within the context of the UDP as a “windfall site”, that is, a site that is not identified as a housing site in the UDP but can make a contribution to urban regeneration by being brought into beneficial residential use. When considering their use for residential, UDP policy H5 would be relevant. This policy contains four criteria that assess how suitable the site could be as a housing windfall site. The Group is confident that the sites referred to in the FQNP as suitable for housing use would meet the criteria. They would pass the first test, being previously developed land. The remaining tests (impact on the local environment, infrastructure provision and open space provision) are considered to be achievable through the planning process.

8.4.7 Further assurance that the sites identified in the FQNP would be suitable for housing use comes from their identification in Council evidence and inclusion in emerging Council policy. Several of the sites proposed as suitable for housing use in the document were identified in North Tyneside’s 2010/11 Strategic Housing Land Availability Assessment as having housing potential, namely the Tyne Brand site, the former North East Rubber Company site, the gap site of 40 to 49 Bell Street, Tanners Bank East and Brewhouse Bank. Tanners Bank, Bell Street and Clive Street were also identified as potential housing sites in the North Shields Area Action Plan Preferred Options document.

9 Public Realm

9.1 Background

9.1.1 Whilst the Fish Quay is a popular place for visitors it has a reputation for being derelict, untidy, dirty, and at times very congested. The area suffers from litter and waste, and unsightly storage of pallets, polystyrene and plastic boxes and the dereliction in the area is so noticeable that it has become a common topic with both visitors and residents.

9.1.2 The causes of the problems are perceived to be mainly due to:

- Old and poor management and practice by local businesses.
- Irresponsible visitors.
- A lack of investment, and the decline in traditional industries.
- Changing business and economic climates.

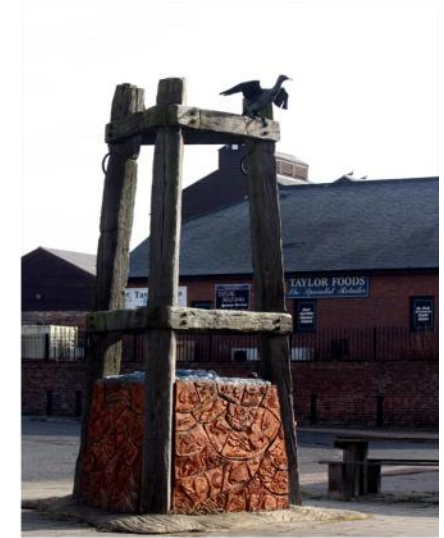
9.1.3 Whilst it is possible the success of the area as an attraction is partial responsible for this state, once again the perception is that there is very little being done about rectifying both the causes and the problem, by either those responsible for the problem (namely visitor and businesses) or those responsible for management and oversight (businesses and the Council).



Urban mural



Decorative street paving tiles



Dolphin mooring post



Former ship bollards



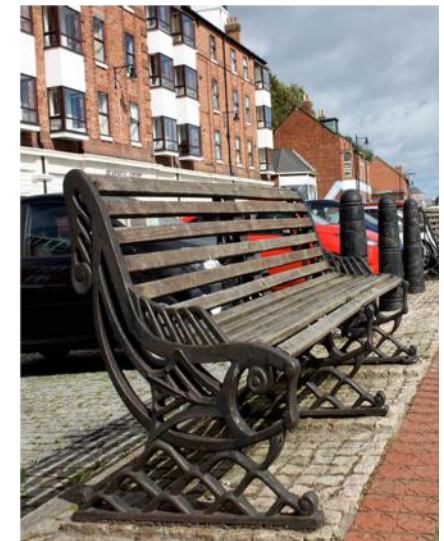
Seating...planting...information points



Waste management



Waste management



Decorative metal seat supports

9.2 Conclusions

9.2.1 Businesses, their employees, visitors and residents should be better educated about their environments. The use of good/best practice and technology for all waste-handling management issues is a reasonable expectation, and needs to be addressed.

9.2.2 Tanners Bank will remain a key entry point for cars and visitors. As a gateway to the area it needs to create a good impression and therefore needs to be upgraded and maintained, without threatening the industries located there.

9.2.3 If the FQNP area is to be regenerated and invigorated investment will be necessary to sustain and improve the environment, and whilst much may be achieved by attracting developers into the area, a corresponding input is required from the Council. Areas within the remit of the Council that could be improved are:

9.2.3.1 Provision of Suitable Waste Storage, Collection And Disposal - Better waste management and control is required, with improvements to the storage of waste, its screening from public view, and its removal. Consideration should be given to the possibility of the imposition of penalties for domestic and commercial waste not being secured for safe disposal or storage.

9.2.3.2 Lighting - The Fish Quay and surrounding area is one of the first sights seen from visiting ships. To better present and connect the Quayside, improved lighting and flood lighting of iconic buildings would be beneficial. Also if the efforts to attract visitors to the area are successful, better light along the promenade to Tynemouth should also be considered.

9.2.3.3 Signage/Area Promotion - The local area is full of history as discussed in the tourism section. Signposting within the North Shields area needs to be improved, ensuring that visitors are aware of sites of interest and how to get to them. History boards and signage should continue to be provided, with art displays and information boards/pamphlets located at suitable points (e.g. Metro and bus stations, Library, public houses). However, care must be taken to avoid clutter; simple schemes such as blue plaques can work well.

9.2.3.4 Dereliction – The Council should use their planning powers to encourage derelict sites are maintained and kept in good physical condition, and do not adversely affect the amenity of the area. Also where possible, consideration should be given to using these sites for temporary green projects such as urban farming.

9.2.3.5 Urban Art - Urban art is already used to cover the hoardings on Bell Street, to screen the unsightly demolished building site, and has been raised with respect to brightening up the Fish Quay sheds. Action is needed to refresh or renew the signs of wear and tear on existing artwork. Appropriate contextual temporary artwork could also be used in the provision of screening for the storage of unsightly waste/rubbish, and on boarding surrounding derelict sites, subject to agreement.

9.2.3.6 Bankside Management Plan – The local consensus is that the existing green space should be better managed. Maintenance needs constant attention, to prevent paths and stairways from being inhibited by weed growth, and handrails overgrown by vegetation.



View from the Bankside across the River Tyne



View from the Bankside



View from the Bankside showing the New Low Light

9.3 Objectives

Public Realm Objective A: Opportunities within the FQNP area to improve waste and rubbish storage, its control, management and collection (for disposal) should be sought, managed and actioned.

Specifically the waste and rubbish left in bins adjacent to the road along Union Quay and Union Road by visitors, along with that of businesses, and fish processing industry around the Quayside.

Public Realm Objective B: The feasibility of providing better lighting of the Fish Quay, Clifford's Fort and suitable iconic buildings should be explored and provided if possible.

The proposal will also have to be raised and discussed with the Port of Tyne.

Public Realm Objective C: Opportunities to improve signage should be sought, managed and actioned.

DRAFT

9.4 Policy and Evidence Background

9.4.1 Improvements to the general public realm can make an area more legible, user-friendly, and attractive. This should improve perceptions of the area and encourage more visitors and investment.

9.4.2 The Core Strategy Preferred Options 2010 recognises that the character, distinctiveness and viability of a successful area often lies in the quality of not only its built environment but also its public realm.

9.4.3 The EDAW Strategy identified issues with the public realm at Fish Quay and recommended that there was a need for substantial improvement in the environmental quality of the public realm. The need to tackle waste issues and the need to implement good quality, effective signage to aid pedestrian movement were particular points raised.

9.4.4 The adopted Character Statement details several public realm considerations, including those put forward in this document, such as the need for positive first impressions when entering the area, the need to maintain bankside steps, and the importance of rubbish/waste control. The Character Statement praises the present good quality artwork and street furniture in the area, stating that more would be welcome. The CAMS mirrored these points and called for action on them through Objective LDD7.11.

9.4.5 By setting out a maintenance strategy for the period of 2011 to 2016, the Fish Quay Banksides Management Plan gives details of the Council's intentions to provide a well-managed site and enhance views within the area, whilst taking account of the need to balance their statutory functions with regard to biodiversity and conservation area regulations.

10 Biodiversity and Open Spaces

10.1 Background

10.1.1 The FQNP area has special natural environment, which is reflected in its many relevant designations: a wildlife corridor runs through much of the area; an Area of Special Coastal Protection is within the easternmost part of the area, as is the Northumberland Coast Shore Site of Special Scientific Interest; the Northumbrian Coast SPA and Ramsar site begins around 300 metres (to the north east) away from the FQNP boundary. All these designations are explained in detail in the UDP, along with associated policies that serve to protect them. Any development that could affect these special areas will have to adhere to these UDP policies. Furthermore developments likely to affect the Northumbria Coast SPA and Ramsar site will, in accordance with the Habitats Directives, require a Habitat Regulation Assessment.

10.1.2 The FQNP area has established open green areas, mainly along the bankside, which provide views of the River Tyne, contribute towards the biodiversity of the area, clean the air and absorb carbon, and can improve sense of well-being. Some of these spaces are already designated as “open space” in the UDP and are protected accordingly with UDP policies.

10.1.3 There is strong support locally for the preservation of views from along the bank top and riverside, and especially from strategic viewing areas such as the Library stairs/Stag Line. A large concern is the height of trees and shrubs along the bankside that can serve to hinder these views.

10.1.4 There is also strong support that these green spaces are used to sustain the corridors that enables wildlife to enter and leave the area.

10.2 Conclusions

10.2.1 The Group agrees with the Biodiversity Action Plan (BAP) and UDP Policy that special regard should be given to defining, protecting and enhancing open/green areas, as well as the Wildlife Corridors between them, along with the elimination of invading species and infestations of unwanted wildlife. These issues need to be addressed by the Council within their management and biodiversity plans.

10.2.2. A high priority of the Group, as well as those who took part in the consultation process, was that the space provided by the demolition of the fish processing units in the Crescent on Clifford's Street should be turned into a public amenity area, and not developed. Various suggestions, and combinations of suggestions, were put forward for its use including: an open green, a green space with seating, and a temporary covered public events area, which could also provide shelter from the rain.

10.2.3 The issue of environmental sustainability is a rising topic, which local residents and business feel need to be addressed. As such opportunities to develop alternative uses for derelict sites or existing open spaces, through temporary initiatives such as urban farms, gardens or allotments should be considered where appropriate.

10.2.4 Parts of the FQNP area are located within flood zone 3 and as such are at a high risk of tidal flooding. In line with Environment Agency advice and that included within the NPPF, new developments should take into account the flood risk and mitigate accordingly, and planning applications should be, where necessary, accompanied by a sequential test. Opportunities should be sought to mitigate the level of flood risk in the area through the layout and form of the development and appropriate application of sustainable drainage techniques.

10.2.5 The collection of rainwater, and the disposal of effluent arising from 'run-off', exacerbated by hard surfaces (paving, concrete), are a major consideration for new developments as well as for the existing mains drainage.

10.2.6 The riverside location is highly sensitive due to the large amounts of biodiversity here. Development needs to consider both land-based and water-dwelling biodiversity, with developers engaging in conversations with the Environment Agency early in the formulation of proposals.



Bankside opposite the former rubber factory



The Crescent, Union Quay



Tanners Bank



Wildlife corridor behind The Irvin Building

10.3 Objectives

Biodiversity and Open Spaces Objective A: All areas marked green on the map are proposed as open space.

Biodiversity and Open Spaces Objective B: That the additional areas of open space are included within the Banksides Management Plan to ensure the growth of trees and other vegetation is managed at an acceptable height to retain views from along the bank top.

Biodiversity and Open Spaces Objective C: That appropriate management and maintenance of the area's biodiversity is pursued to allow for its protection and enhancement.

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10.4 Policy and Evidence Background

10.4.1 The above objectives are in line with NPPF Chapter 8 *Promoting healthy communities* that recognises the importance open spaces have and advocates the retention of existing open space.

10.4.2 The UDP recognises the need to ensure the Borough's open space needs are satisfied whilst protecting the natural environment and local amenity (policies R1, R2 and R2/1 to R2/4), the importance of protecting wildlife corridors and wildlife links from adverse development (policies E12/6 and E12/7), and the significant contribution trees make to character and nature conservation (policy E14).

10.4.3 North Tyneside Council and Newcastle city Council have a joint 2011 Biodiversity Action Plan (BAP) that sets out a ten-year vision for the protection and enhancement of biodiversity in Newcastle and North Tyneside. The aim of the BAP is to ensure that through working in partnership with agencies, community groups, schools, businesses and the general public, the natural environment is managed effectively to protect natural resources and to leave a legacy that will benefit present and future generations. The BAP sets out action plans for the Borough's habitats and species. Each action plan describes the current situation, sets out issues of concern and targets for ongoing management, protection and enhancement. The objectives within this SPD support the aims of these action plans.

10.4.4 The Council has an adopted Green Space Strategy. It sets out the quality, value and quantity of different kinds of green spaces in the Borough and thus can be used to identify where improvements in quality and provision can be sought. It identifies that this area is well served by green space of acceptable quality and value. The Strategy promotes the importance of retaining this green space. This too addressed in the adopted Character Statement that recognises the many visual and environmental benefits of open space to the area. The CAMS translated the need to protect these benefits through Objective LDD7.12.

10.4.5 By setting out the maintenance strategy for the period of 2011 to 2016, the Fish Quay Banksides Management Plan gives details of the Council's intentions to provide a well-managed site and enhance views within the area, whilst taking account of the need to balance their statutory functions with regards to biodiversity and conservation area regulations.

11 FQNP Process and Consultation Statement

11.1 Following the Government's request for 'Front runners' to trial localism at the beginning of 2011, North Tyneside Council approached the Fish Quay Heritage Partnership (FQHP) with the opportunity to apply for acceptance and funding to the Vanguard Scheme.

11.2 The FQHP accepted the offer and a bid was duly submitted, and was successful. During the summer of 2011, a group of more than two dozen interested people (local land owners, residents, business and others) gathered to form a group to write the FQNP. The objective being a document that:

- Sets out preferences of what should be built and where.
- Covers aspects such as employment, leisure and housing.
- Addresses design issues that will ensure high quality developments in the future.

11.3 The project officially started in June 2011. After appointing a chair and vice-chair, and establishing what needed to be done, the Group started the process of producing the FQNP.

11.4 In October 2011 the Group started researching the needs, views and aspirations of the area in an attempt to formulate a vision for the future development and regeneration of the Fish Quay and New Quay areas.

11.5 A series of workshops were commissioned, where companies and agencies from around the region came to speak. They provided their expert knowledge on issues such as design, conservation, flood risk, land use and development value. These workshops helped the Group to understand what is and isn't possible and what kind of issues they need to consider in the FQNP. Who was involved, the issues they raised, and how they have been addressed in the FQNP is outlined in the table below:

Company/agency	Issues raised	How they have been addressed in the FQNP
Environment Agency	Focus on water quality, flood risk, surface run off, climate change and biodiversity.	FQNP encourages the mitigation of flood risk through appropriate layout, form and use of sustainable drainage techniques. The guidelines set out in North Tyneside Council's adopted Sustainable Development and Construction Guide (2007) and Design Quality SPD (2010) are advocated, along with Environment Agency advice regarding such matters.
Natural England	Focus on biodiversity and the importance of special sites. The need for bigger, better, more and improved sites.	The designations of sites of biodiversity importance are given mention in the document and their protection is supported. The FQNP suggests that areas of green space currently not designated as such in the UDP should be protected/considered as the same.
English Heritage	Focus on managing change and the significance of certain sites.	An "overall objective" is "To protect and enhance the conservation area and historic environment". The FQNP recognises the heritage value of the area and encourages high quality conservation-led regeneration through the Design Principles in particular, and refers to (rather than repeats) the information within the adopted FISHcast Community Fish Quay and New Quay Conservation Areas Character Statement and Fish Quay and New Quay Conservation Areas Management

		Strategy SPD.
Fairhurst	A useful summary of legal and planning issues.	Information noted.
The Home and Communities Agency	Focus on development value and land uses, including mixing of land uses.	By taking into account the information within the 2009 Employment Land Review, the FQNP recognises the limited viability of employment uses in this area and encourages a move towards a mix of uses. The proposal for a mix of uses is considered a suitable approach in allowing the most viable land use options to come forward and avoiding unviability. Sites identified as suitable for housing use are taken from the North Tyneside Council North Shields Area Action Plan Preferred Options and Core Strategy Preferred Options 2010 documents, which are based on strong evidence such as the SHLAA and SHMA.
Fish Quay Company	Focus on how North Shields' fishing industry was key to any future planning, in particular due to the jobs it supports and can create.	The FQNP supports and aims to protect the fishing industry at Fish Quay by proposing that suitable land be kept for its use. The document makes it clear that all stakeholders have to recognise that the fishing industry is an all day, every day operation for which any associated disturbances have to be accepted.
Left Bank Developments Limited	Focus on the issues associated with the Tyne Brand site such as its land contamination and the cost required to	The FQNP names this site as of highest importance in the regeneration of the area and accepts that its

	make the land usable.	redevelopment, whilst adhering to the high quality standard expected here, must create enough revenue to subsidise the costly remediation of the site. A suggestion of 100 housing units for the site is put forward in the FQNP, which mirrors the indicative number proposed in the North Shields Area Action Plan Preferred Options.
Design workshop with representatives from CABE and Northern Architecture	Focus on using the document as a design brief, specifying in the document what is wanted from a design point of view. Also the importance of movement through the Fish Quay, including between top and bottom on the bank as well as east and west.	A chapter of the FQNP is devoted to design principles that have to be considered in the development process. It was decided that site-specific design briefs may harm viability so were avoided, rather the FQNP sets out prescriptive principles to be applied flexibly across the whole study area. The relationship between the top and bottom of the bank is given much consideration throughout the FQNP.

11.6 The 2008 Planning Act allows for SPDs to be prepared without a full sustainability appraisal (SA) as long as they are screened to establish whether they will result in “significant effects” as defined by the SEA Directive (*European Directive 2001/42/EC*). A Screening Statement was prepared that demonstrated that the FQNP SPD is unlikely to have significant effects on the environment. The Environment Agency, English Heritage and Natural England were consulted on the Statement, and each agreed that further sustainability appraisal was not required. The Screening Statement is available as an Appendix to the SPD.

11.7 The ideas and aspirations of the Group members on possible changes and improvements to the area, were written down and collected. The Group then split into four sub-groups:

- Economy and Transport.

- Environment, Open Space and Recreation.
- Housing.
- Retail and Leisure.

11.8 Each group looked in greater detail at the issues surrounding these four headings with the objective of coming up with further ideas for what could be done. They gathered information to help provide a greater understanding of the kinds of issues the Fish Quay faced, which was then taken into a group workshop at the Linskill Centre in North Shields and formalised.

11.9 The results from the sub-groups and workshop were then used as the basis for consulting with the community. The group's draft ideas were forming the basis of this FQNP, but by no means were they set in stone. The group wanted local opinions and ideas to incorporate the best and most realistic ambitions into the FQNP so as to shape the future of the Fish Quay. To accomplish this a consultation exercise took place during April and May 2012 based on a simple questionnaire, and facilitated by drop-in sessions (5th May 2012 at the Fisherman's Mission and 9th May 2012 at the Nexus Travel office in the Beacon Centre), face-to-face surveys, local letterbox drops, local Internet Sites, and advertised in the local press.

11.10 1500 survey forms were distributed. They were handed out at the drop-in and through face-to-face surveys, delivered to local residents and businesses, as well as local institutions (e.g. Library, Business chamber, six schools). 357 questionnaires were completed and returned (representing a 23.8% response).

11.11 The questionnaire had a simple format that, in the main, set out the draft aspirations of the Group and asked if respondents agreed with them. The results showed that the majority of respondents did indeed agree with the aspirations. Few people made specific comments in their feedback, but of those who did, Transport and Tourism and Leisure were the most popular subjects. Within the theme of transport, consultees sited free parking, traffic management and generally better access via public transport and for pedestrians as important. All these points are addressed in the FQNP, especially within the chapter on Transport and Accessibility. Within the Tourism and Leisure theme, consultees were keen to see more festivals, arts and cultural events along with cafes, restaurants and bars. Again, the FQNP advocates development in these areas, as set out throughout the document and especially in the Tourism and Leisure chapter.

11.12 The results of the consultation exercise were then analysed, and used to ensure the draft document was aligned with public expectations, and their thoughts taken into account. This was followed by a further internal Group review and amendments.

11.13 Prior to going to a second formal public consultation organised by North Tyneside Council, the document was sent for critical review as stipulated by the Localism process. The critical friend appointed to carry out the review was Planning Aid England, and the review was carried out at the end of September 2012.

11.14 The comments from the critical friend were received on 4th October 2012, they were then evaluated and appropriate changes made to the document. The amended document was then submitted to the Group for approval prior to making the document available for the public consultation.

11.15 The Group wishes to acknowledge the assistance of Rob Cowan and Qualityreviewer magazine for allowing us to reproduce illustrations of their work, along with Richard Crulley, Tom and Judith Douthwaite for the photographs and document design.

11.16 A formal public consultation process commenced 18th January 2013, and lasted until 4th March 2013. The draft document was made available via the internet as a downloadable document, whilst hard copies were placed in local libraries. The process was advertised in the local press, the Council's online consultation portal and a letter was sent out to local properties informing of the process and document access.

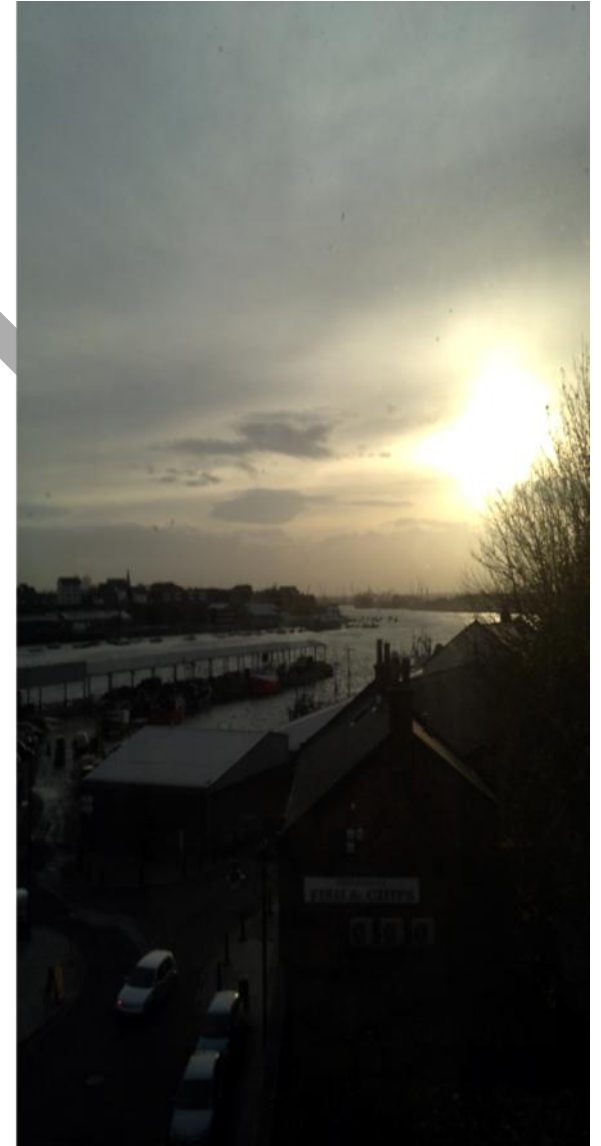
11.17 To support the consultation process two drop-in events were held by the Group.

11.18 The feedback from the consultation exercise was considered, and necessary changes agreed by the Group and made to the draft document.

11.19 The final completed document will then be submitted to North Tyneside Council Cabinet for consideration and adoption as an SPD.

11.20 The adopted Fish Quay Neighbourhood Plan SPD will be used by North Tyneside Council to assist in the decision-making process for planning applications and development proposals, as well as providing a vision for the area.

11.21 The resultant document will be a community-led plan for the area that benefits local people. It will also contribute to national guidance produced by the Government to help other areas that wish to produce a Neighbourhood Plan in the future.



.....Views across the Gut and up the River Tyne.....



photography by Richard Crulley and Tom Douthwaite