

Draft Tynemouth Village Management Strategy Supplementary Planning Document

April 2014

Consultation Statement

Initial Consultation

An initial consultation took place at an early stage of preparing the Management Strategy to gather the community's feelings about Tynemouth Village: what they like best and what could be improved. The consultation ran from early November 2013 to 7th February 2014

The consultation comprised of the following:

- A leaflet was posted to every property within the Tynemouth Village conservation area boundary.
- Posters were distributed to commercial premises in the Village.
- Local groups were informed of the preparation of the Management Strategy and invited to take part: Friends of Tynemouth Station, Friends of Tynemouth Outdoor Pool, Friends of Northumberland Park, Station Developments Ltd., the Territorial Army, English Heritage, the Duke of Northumberland's Estate Office, Tynemouth licensees, Holy Saviour Parish Church, Our Lady and St. Oswin's RC Church, Tynemouth Village Association, Tynemouth Croquet Club, the Women's Institute, Tynemouth Photographic Society, Tynemouth Squash Club, Tynemouth Sailing Club, Tynemouth and District Motor Club, Tynemouth Blind Welfare Society, Percy Park Rugby Club, Percy Gardens Trust, Kings Priory School, Tynemouth Volunteer Life Brigade, Tynemouth Sailing Club, Tynemouth Cricket Club, Tynemouth Scouts, Tynemouth Rowing Club, Priory Theatre, Tynemouth Co-op store, Tynemouth Bowling Club, Tyne Bowling Club, Priory Park Allotments Association, Residents of Mariners Point and Tynemouth Business Forum.
- Local Member of Parliament Alan Campbell was informed of the preparation of the Management Strategy.
- Tynemouth Ward Members were briefed on the project and were involved in the preparation of the Management Strategy.

- A website was set up (<http://www.tynemouthvillagestrategy.org.uk/>) that to date has had over 1,350 visits.
- An online survey was set up, to which there were over 200 individual respondents. 130 were asked to be kept informed of/be involved with the project.
- The Friends of Tynemouth Outdoor Pool featured an article about the project on their Facebook page. The article had over 100 “likes” and was shared over 50 times.
- A press release as follows, dated 29th October 2013, was put on the Council’s website and in the local press, appearing in the News Guardian on 31st Oct:
http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=548707&p_subjectCategory=23
- A stall at Tynemouth Station market was present for 10 hours over the weekend of 2nd-3rd November 2013 and had a steady stream of interested parties. Some people had received the leaflet and came specifically, some were just passing and took an interest. 46 survey forms were completed and handed back in at the time. Several people took a survey or a leaflet away with them. Of the 46 surveys received at the Station, 32 were from local residents.
- A press release as follows, dated 6th January 2014, was put on the Council’s website and in the local press, and appeared in the News Guardian:
http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=550190&p_subjectCategory=23
- Members of the local community who are involved with the project were present at Tynemouth Library on Front Street, Tynemouth Village, from 12pm to 1pm and 2pm to 3pm on both Saturday 11th January 2014 and on Saturday 18th January 2014 to discuss the Management Strategy with interested persons.
- Leaflets were distributed to properties in the conservation area and surrounding areas ahead of the Library events described above.
- Questionnaires and a “post box” were available in Tynemouth Library throughout January 2014 to collect the public’s views.

At that stage, when preparing the draft Management Strategy, the questions asked of the public were reasonably broad:

- What do you like about Tynemouth Village Conservation Area?
- What could be improved in Tynemouth Village Conservation Area?

Below is a synopsis of the main points raised in the initial consultation and how they have been addressed in the draft Management Strategy.

What do you like about Tynemouth Village Conservation Area?

- Conservation area status; the protection given to the special properties and character here.

The Management Strategy has the continued conservation-guided management of this special place at its heart.

- The beach and seafront

The Management Strategy sees the seafront as a key element of the attraction of Tynemouth Village and puts forward suggestions for better facilities to ensure people can continue to visit and enjoy the beach and surrounds.

- The Market in the Station

The Management Strategy does not put forward any suggestions for the future management for the Station Market; it is considered to be running well and positively contributing to the character of Tynemouth Village.

- General beauty and ambience

The Management Strategy has the continued positive management of the beauty and ambience of this special place at its heart.

- Independent shops, bars and restaurants

The Management Strategy recognises the contribution that these make to the bustling character of the Village. The management proposals that the Management Strategy endorses ensure that the character and appearance of the Village is maintained and

improved, thus encouraging further investment from such premises. However, an objective has been included to ensure the correct balance of different kinds of premises to ensure character is not harmed.

What could be improved in Tynemouth Village Conservation Area?

- **Traffic**

The main issues raised in this subject area were concerned with drivers ignoring 20mph zones, queuing taxis and a general increase in the volume of traffic. Consultation with the North Tyneside Council Highway team has suggested that traffic is not a known issue in the Village. The Management Strategy therefore asks that the Council pursue a Parking and Traffic Appraisal/Strategy. As part of the overall proposed improvements to Front Street, the Management Strategy puts forward the proposal for a shared surface approach; it is considered that this could contribute to better controlling traffic flow and speeds in the Village, and create an improved environment for pedestrians.

- **Restoration of outdoor pool**

The Management Strategy identifies the restoration of the outdoor pool as a very high priority and supports the endeavours of the Friends of Tynemouth Outdoor Pool.

- **Improved facilities and attractions at Tynemouth Station**

Whilst opinions on the Station were generally positive, some people thought it could be even better, with more cultural events, provision of toilets and enhanced appearance through reinstating hanging baskets. The Management Strategy recognises the importance of the Station and the contribution it makes architecturally, historically and culturally, and thus supports all these suggestions.

- **Car parking**

Many issues about parking were raised during the initial consultation, some of which were conflicting (e.g. less residents parking /more visitor parking, and vice-versa). The Management Strategy therefore asks that the Council a Parking and Traffic Strategy that

would work towards the suitable management of this issue. The Management Strategy also encourages a park and ride scheme, a potential coastal road train and the installation of cycle parking, all of which would help in alleviating car parking.

- **Drinking culture**

The Management Strategy understands the positive contribution that drinking establishments bring the Village but also appreciates that a balance needs to be struck in ensuring the character of the Village is not harmed by the presence of too many. It therefore includes an objective to seek that this balance is considered in the planning process. It also urges the Council's Licensing Department to consider the implementation of a Cumulative Licensing Policy.

- **An improved selection of shops.**

The objective discussed above is hoped to ensure a better balance of licensed premises and shops. However, planning legislation cannot control the kind of shop (e.g. grocer, gift shop, clothes shop) that sets up. It is hoped that the management proposals that the Management Strategy endorses ensure that the character and appearance of the Village is maintained and improved, thus encouraging further investment from a range of retailers.

- **Better visitor facilities**

Feedback revealed many people feel it essential that Tynemouth Village offers more in terms of visitor facilities. There was a wide scope of desired facilities but those that featured most frequently across were improved toilet provision, changing facilities at the beach, improved rubbish bins and disabled access. The Management Strategy urges more of these facilities, especially at the beach, and the improvement of those existing.

- **Restoration of the Lion's Head Fountain**

The Management Strategy recognises the special heritage asset that the Fountain is and cites its restoration as being of high importance.

Statutory Consultation

As a SPD, this Management Strategy was subject to a round of formal consultation, in line with the guidance set out in Part 5 of The Town and Country Planning (Local Planning) (England) Regulations 2012.

A formal public consultation process begun on 7th February 2014, and lasted for four weeks, ending 7th March 2014. The draft SPD was consulted on as follows:

- Every property within the conservation area boundary was sent a letter.
- Publicity leaflets were delivered to properties outside of the conservation area boundary.
- Those people and agencies registered on the Council's planning consultation portal received a notification email (this includes the statutory consultees of English Heritage, Natural England and the Environment Agency, and approximately 2,200 others across the Borough and beyond). On the portal, people were able to view and directly make comments on the SPD.
- A press release as follows, dated 12th February 2014, was put on the Council's website and in the local press, appearing in the News Guardian:
http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=551161&p_subjectCategory=23
- Information and a copy of the SPD were placed in local libraries (Central, Tynemouth, Whitley Bay and Cullercoats).
- Publicity posters were placed in all Council Customer Service Centres.
- Publicity posters were delivered to commercial premises in the Village.
- Tynemouth Ward Members, the Elected Mayor, the lead Cabinet Member for Planning matters and the lead Cabinet Member for community engagement were sent a briefing note.
- The following Council Officers/teams were consulted: Tourism, Heritage, Landscape Architect, Regeneration, Highways, Arboriculture Officer, Street environment, Corporate property, Playsites, Parking, Advertising, Licensing, Conservation Officer, Planning Enforcement, Libraries.
- An email was sent to everyone who has expressed an interest in the project so far.

- Four drop-in events were held at Tynemouth Library. A display was set up and members of the Group and a Planning Officer were on hand to answer queries.
- A tweet was released by North Tyneside Council alerting people about the consultation and how they could get involved.
- A presentation and questionnaire was sent to Kings Priory School, St. Thomas More RC Academy, Marden High School, Whitley Bay High School, John Spence Community High School and Tyne Met College to alert young people about the project and to gauge their view on the future of the Village. Whitley Bay High School participated in the questionnaire, and responded with the views of 31 Year 9 students.