

# Culture and Leisure Sub Committee

## Whitley Bay Master Plan



# Purpose

- The information detailed within this presentation provides an overview to all members of the Culture and Leisure Sub Committee on the work completed, work in progress and work planned in Whitley Bay.
- Highlight's key projects within the wider Coastal Regeneration.



# Coastal Regeneration

- Tourism is worth in the region of £260m to local economy
- Attracts 500,000 + overnight stays
- 5m day visitors
- Supports over 3,700 local jobs



# Coastal Development – other benefits

- The Whitley Bay Seafront Master Plan has other important direct and indirect economic benefits for the local economy;
- The Master Plan itself will see £36m of new investment;
- A recent economic appraisal for the developments on and around Spanish City Island – restoration of the Dome, new hotel and restaurant and residential development planned on The Avenue, indicates that:
  - Up to 126 new direct and indirect jobs could be created;
  - Up to £2m per year new spend in the local economy by the commercial schemes, with a further £2.5m during construction;
  - A one off boost of £215k on first occupation and then £500k new spend annually in the local shops by new residents;
  - Up to £225,000 direct new business rates generated per year.



# Coastal Regeneration

Direct investment by the Council to support the visitor economy through:

- high quality improvements to the public realm, including providing areas for events;
- new and improved childrens play facilities;
- improvements to public toilets and other key visitor facilities such as car parking, refreshment kiosks, beach showers and seating;
- new signage and interpretation information for visitors;
- new and improved water sports and arts/cultural facilities;
- improving connectivity, for example, through cycleway improvements, the land train.
- Some highlights include:



# Coastal Regeneration

Interest by the private and voluntary sectors in providing new and improved visitor facilities at the coast is important and currently includes:

## **The View, Longsands North**

- Nearly £1m private sector
- investment in a new café and
- kiosk on Long Sands North.
- The View opened in early
- Summer 2016 and has been
- well received.



# Coastal Regeneration

## Tynemouth Volunteer Life Brigade

Restoration of the Tynemouth Volunteer Life Brigade building at Spanish Battery assisted by £0.25m grant from the Heritage Lottery Fund





## **The Old Low Light**

Restoration and fitting out of the Old Low Light, Fish Quay as a Maritime Museum, funded by £0.75m grant from the Coastal Communities Fund.





# Whitley Bay Seafront Master Plan

- The Whitley Bay Seafront Master Plan stretches from Browns Bay northwards to St Mary's Lighthouse;
- Identifies short, medium and long term initiatives along the seafront;
- The flagship Spanish City Island regeneration scheme is at its heart;
- Aims to open up Northern Promenade as a major leisure resource ;
- Includes Southern Lower Promenade, Central Lower Promenade;
- Has been the subject of extensive public engagement and is generally well supported
- Overlaps with the Whitley Bay Big Local town centre master plan.



# Whitley Bay Seafront Master Plan







# Northern Promenade

- Northern Promenade is an important leisure resource for users of Whitley Bay Seafront;
- Access constraints and lack of visibility from the south mean this valuable resource has not been used to its full potential;
- Needs significant improvement to maximise it's potential;
- Access improvements from Watts Slope have recently been completed along with the refurbished Watts Slope toilets
- Other key improvements planned include:
  - Demolition of redundant shelters and new shelters provided
  - Resurfacing
  - Lighting
  - Seating
  - Feature railings at key locations, e.g. beach access points







# High Point Hotel and 2 Eastcliffe

- Acquired by the Authority in 2014;
- Joint Venture entered into with the owner of 1 Eastcliffe;
- All 3 buildings demolished in late 2014;
- Planning permission granted for 14 four storey town houses;
- Building contract currently out to tender – successful contractor likely to be appointed before the end of the year;
- Construction to commence late 2016 and be completed in 2017.
- Strong interest from people expressing an interest in purchasing these properties





# The Avenue

- Acquired by the Authority in 2014 and demolished 2014/15;
- Development site includes remainder of Brook Street Gardens;
- Outline Planning approval granted for up to 12 townhouses



Perspective View of a Modern  
Townhouse Development



North Tyneside Council

- 12 modern executive townhouses built in contrast to the Victorian style of existing dwellings
- 4 Bedroomed properties with first floor living area and integrated balconies to benefit from exceptional views of the coast
- Private front and rear gardens to townhouses
- Roof terraces to maximise panoramic views
- Courtyard layout for parking to rear



North Tyneside Council

## Indicative Housing Layout Modern Townhouses



North Tyneside Council

# Whisky Bends

- Whisky Bends – was purchased along with the High Point hotel and The Avenue and options for the future of this site are currently being explored.



# St Mary's Lighthouse

- The project has the following strands with a heritage to focus upon:
  - (1) The Restoration of the Lighthouse including reinstatement of the original Optic;
  - (2) The Keepers Cottages/Visitor Centre;
  - (3) Ecology / Biodiversity
  - (4) Causeway replacement as match funding
- Total costs    £2.950m;
- Funded by    £2.250m Heritage Lottery Fund (HLF)  
                  £0.700m North Tyneside Council
- Stage 1 bid approved by HLF, this development phase includes survey work and investigations which will inform the detailed Stage 2 bid which is to be submitted in May 2017



# St Mary's Lighthouse



# St Mary's Lighthouse



# St Mary's Lighthouse



# Regeneration – Whitley Bay

## Key Highlights

- Restoration of Spanish City Dome commences
- Secured £3.47m HLF grant for The Dome;
- Kymel appointed as preferred operator for the Dome;
- Completed demolition of the High Point Hotel and The Avenue, completed joint venture agreement with Aspire and secured planning permission for 14 dwellings on former site of the High Point;
- Secured Stage 1 HLF bid for St Mary's Lighthouse.







## Other Key Projects

- Improved access and Watts Slope toilet refurbishment completed ;
- Demolition of old units at Central Lower Promenade completed;
- A very successful land train trial has been completed;



# Other Key Projects - continued

- Planning approval granted for hotel and restaurant on Spanish City Island;
- Premier Inn announced as hotel operator for Whitley Bay;
- Development of hotel and restaurant began on site, due for completion Spring 2017;
- New Spanish City Island car park (phase 1) completed;
- Work began on the first part of the upgrading of Northern Promenade;





# SPANISH CITY REGENERATION



### LEGEND

- 1 New material for the playground
- 2 Existing material for the tennis club in the Plaza
- 3 Existing car park
- 4 Existing ground for tennis pitches and additional street parking
- 5 High quality paving (existing) with some of paving outside tennis
- 6 Walk's Super sand stone alternatives
- 7 New material for the outdoor gymnasium
- 8 New hard landscaping walls to Ben Casagorri
- 9 Existing concrete to be replaced with new garden beds and effective landscape design
- 10 New white concrete to the tennis
- 11 New material for the Plaza area in new pedestrian public space
- 12 New hard landscaping areas, continue the work companion to the high and provide space for a new sitting area and a new outdoor seating area in the Plaza
- 13 New material for the Plaza area in new pedestrian public space
- 14 New material for the Plaza area in new pedestrian public space
- 15 New material for the Plaza area in new pedestrian public space

PlaceOnEarth



North Tyneside Council



# Key regeneration milestones – next 24 months

- Complete the Spanish City Dome restoration works;
- Premier Inn hotel and restaurant completed and open;
- Complete improvements to Northern Promenade;
- Install new permanent seating along Northern Promenade;
- External Land Train operator appointed and service running;
- Commence the redevelopment of The Avenue/Brook Street site;
- Construction work on the former High Point Hotel site completed;
- Redevelopment option for Whisky Bends agreed;
- Submit Stage 2 detailed application for St Mary's Lighthouse;
- Central Lower Promenade reconstruction completed;

