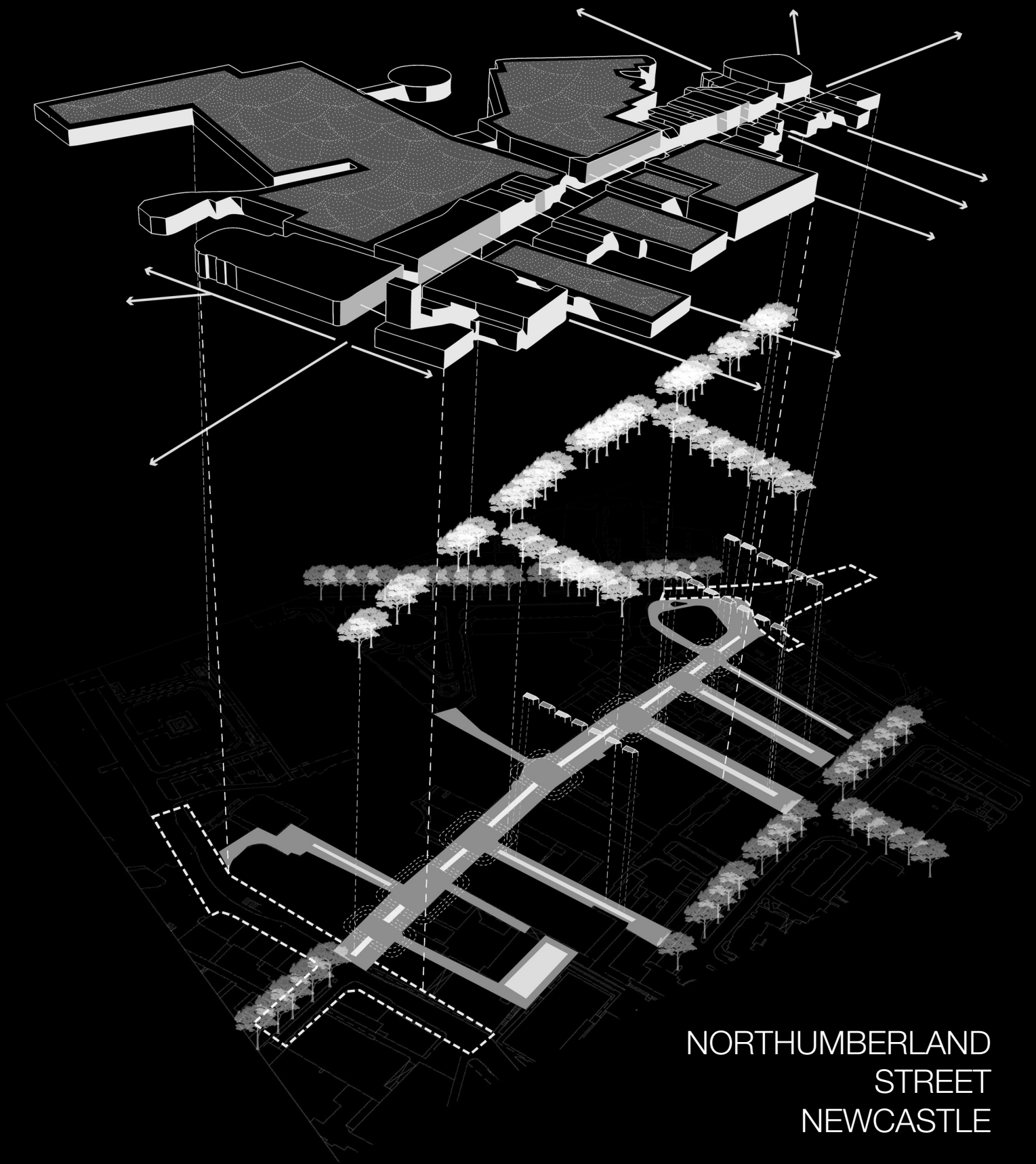


J & L GIBBONS LLP

NEWCASTLE CITY COUNCIL



NORTHUMBERLAND
STREET
NEWCASTLE

PUBLIC REALM VISION

November 2012

NORTHUMBERLAND STREET NEWCASTLE

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EXECUTIVE SUMMARY

The NewcastleGateshead's urban core is the economic hub of the north east, and Northumberland Street is the premier outdoor pitch in the city centre.

However the street is underperforming, and has ceased to be considered the Oxford Street of the north, as it once was. The recessions, changing shopping habits, lack of retail variety and a strategic vision, have all had a detrimental impact upon the street.

With the economic downturn, several reports have been recently published on the plight of the country's high streets. Following the Portas Review, city councils have been challenged to 're-imagine' the high street.

Despite retaining an impressive footfall, Northumberland Street suffers from a number of issues including its lack of green infrastructure, street clutter, cycling provision, unauthorised vehicular access and servicing, unsatisfactory crossing north and south, poorly managed market stalls and pavement cafés and performance space, pedestrian congestion, poorly designed and located street furniture, disjointed side streets and urban spaces, paving failure, inadequate cleaning strategy and lack of any cultural strategy. Locally it retains its importance as the high street as 'the street gives a sense of place and belonging', although this notion persists with the community more out of nostalgia, than quality of experience.

Tasked with finding 'the need' the vision has grown out of understanding the place through context mapping, research and survey, and the people through engagement with a broad sector of the community. There is unanimous consent that the high street is disappointing and that there is an opportunity to curate the street as a destination that reflects the local community, and therefore reinforces distinctiveness.

There is also consent that Northumberland Street would benefit from specific dynamic town centre management to engage the cultural sector, universities, strong volunteer sector, passionate amenity groups and retailers, in parallel with a complete overall of the public realm to create and expand a pedestrian friendly city centre environment, that is green, welcoming for all, and vibrant.

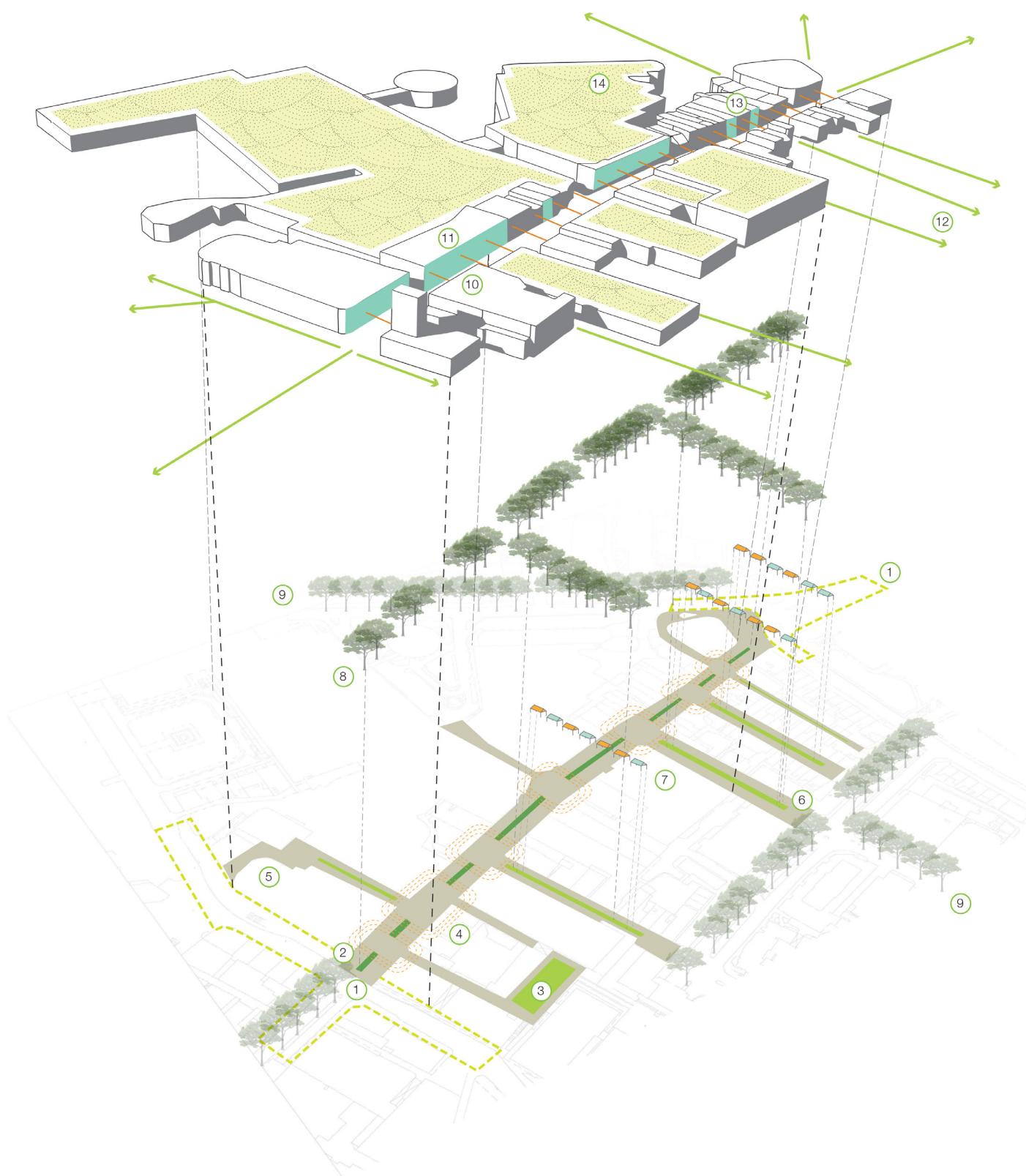
There are a number of retail led initiatives in the pipeline that might act as a catalyst, including a £22m investment to upgrade the entrance to Eldon Square off Northumberland Street.

There have also been a number of significant events in 2012 to bring the urban environment into focus, including severe flooding in June and September and nine accidents in the city centre between vehicles and pedestrians or cyclists.

With both universities on the doorstep providing a constant flow of energy and ideas, a rich heritage asset base, a growing lobby of cyclists and pedestrians from the over 50s to the young (of which there is a high proportion of both in the city) this work demonstrates that there is an exciting opportunity. Firstly, to build on a significant resource of good work and thinking over the last 10-15 years in terms of urban design. Secondly, to collaborate with the universities in terms of the pioneer research at the Institute of Aging and Vitality on the changing age agenda amongst other research programmes. Thirdly to consider retail not as a single issue, but as an integrated vision of a ten point plan to specifically address:

1. General appearance and perception of the street
2. Poor public realm
3. Poor permeability
4. Movement and unauthorised vehicular access
5. Paving failure and cleansing strategy
6. Lack of cultural or green infrastructure strategies
7. Tenant mix, landlords and built assets
8. Poorly managed market stalls and pavement cafes
9. Poor performance of side street and urban spaces
10. Chuggers, Chronicle sellers, buskers and Big Issue sellers

1. Improved crossings at thresholds
2. Rationalised paving
3. Pavement gardens
4. Zones for activity
5. Extended pedestrianisation
6. Shared surfaces
7. Side street markets
8. Large specie tree planting
9. Percy Street and John Dobson Street tree planting and pedestrian/cycling priority works
10. Catenary lighting
11. Illuminated facades
12. Wider links
13. Green walls
14. Living roofs



EXECUTIVE SUMMARY

There are also a number of key priorities that have emerged including; commissioning a pedestrian movement analysis of Northumberland Street and environs to evidence the changing patterns of movement since the Gate opened and to test the vision; regulate and remove services deliveries and enforce apart from the traders with no rear servicing access and the emergency services, reinstate functional rising bollards; transform the safety and appearance of the thresholds to the Northumberland Street at Barras Bridge and Blackett Street New Bridge Street West to enhance safe connectivity between key destinations, instigate an integrated plan of green infrastructure and cycleway to John Dobson Street; extend the network of pedestrian and shared space to Northumberland Road and Ridley Place; improve Percy Street by widening pavements, introducing large specie tree planting and easing vehicular flow.

Gaining political buy and ensuring feedback to consultees should form part of the next activity, with a few quick wins to raise the profile of the project and engage with new partners including: Trialing the temporary closure of Blackett Street on a series of Sundays and cycling in Northumberland Street between 17:00 – 10:00; managing the Civic Centre gardens for exemplary biodiversity; procurement of bee friendly hanging baskets and perennial planting in the city centre; installing the prototype bench in the street in collaboration with the Institute of Aging and Vitality; highlighting key facades after dark on Northumberland Street perhaps curated as digital art and music with Tyneside Cinema and University of Newcastle's Culture Lab; perennial planting research in collaboration with Fenwicks; transforming Princes Square into a garden; introducing an annual 'Great North Ride' family fun and elite bike race throughout the city with associated green events to change perceptions about the streetscape of the city centre.

To prevent retailers seeking better opportunities and moving to other destinations, Northumberland Street must retain its existing shoppers and seek to engage with a wider audience by diversifying and enhancing the retail offer and cultural and environmental experience. The Council must produce a vision shared between local people, local businesses, the cultural sector and local government and introduce a set of policies and strategies at the same time as engaging with stakeholders and the local community to achieve these objectives.

The overwhelming general consensus is that urgent intervention is necessary to prevent the ongoing decline and retain its rightful place at the top of the North East retail hierarchy and reinstate Northumberland Street as a major destination.



Northumberland Street looking north

INTRODUCTION

URBAN CORE OUTLINE

Newcastle is a dominant regional City; it is the administrative and commercial centre for the North East of England. It has the third largest primary retail catchment in the UK and Northumberland Street is the premier outdoor pitch. Despite the impressive footfall it suffers from a number of issues that include its general appearance; lack of greenery; clutter; unauthorised vehicular access and servicing; poorly managed market stalls, canopies, performance space and eating out areas; pedestrian congestion; poorly designed and located street furniture; poor performance of side streets and spaces; lack of a public art strategy; paving failure and cleansing strategy.

In a strategic context the Urban Core of Newcastle, where Northumberland Street is centrally located, has historically and continues to be *'the focus of the most intensive periods of NewcastleGateshead's development'*. The NewcastleGateshead AAP's Objectives 6 and 7 seek to *'ensure that the management and design of the built and historic environment provides a positive sense place, ensuring that development is inclusive and accessible making the Urban Core the high quality exemplar for NewcastleGateshead'*, and to *'improve the function, usability and provision of our green infrastructure by providing a network for spaces and features that promote access to green space and biodiversity, manage climate change, encourage healthier lifestyles and improve the quality of place'*. Urban Core Objective 13 promotes walking and cycling, creating high quality connections and reducing the dominance of grey infrastructure. NewcastleGateshead's 1Plan 2010 *'sets out a blueprint for a sustainable urban core with more office, retail and residential development in the heart of NewcastleGateshead to reduce car dependency, encourage public transport usage and create a more pedestrian friendly place'*.

The Urban Core is home to about 23,000 with 265,00 working in NewcastleGateshead. There are 110,000 trips a day are made into the centre and 107,000 students from Newcastle and Northumberland Universities are located in the Urban Core. Eldon Square, off Northumberland Street, has an annual footfall of 25 million, the highest in the North East. Tourism for leisure and business is important, with over 19 million visitors and £378m gross expenditure in the North East region on conference tourism alone.

Of relevance is the recently published National Planning Policy Framework 2012 placing emphasis on sustainable development and design quality, The Portas Review December 2011 which asked for a 're-imagining' of our high streets, and the Town Centres Futures Report by Experian September 2012, supporting the Portas view that 'the town centre is a community, one that needs to be dynamic and change with the times'.

The vision for Northumberland Street is also considered in the light of significant funding secured as part of City Deal for £92m investment for regeneration including Central Station environs, Stephenson Quarter and East Pilgrim Street, HLF funding potential of £1.5m to the Black Gate and Castle Keep, and recent £2.4m HLF funding for Exhibition Park. It is mindful of Terry Farrell's Newcastle Civic Boulevard 2010 and Space Syntax's Newcastle Haymarket Public Realm Design Vision providing evidence of high footfall against poor provision of public realm with pedestrian priority.





There are a number of retail led initiatives in the pipeline. Both BHS and Primark have recently refurbished their stores and Hammersons are in the process of redeveloping Monument Mall. There is a £22m refurbishment of Eldon Square about to be embarked on, including the construction of a new entrance onto Northumberland Street, and the Council is in ongoing dialogue with Motcombe Estates over the redevelopment of East Pilgrim Street. NE1, NCC and NGI have also instigated various initiatives and events on the street, including the Eat and Christmas Festival, Alive after Five and Restaurant Week.

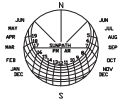
For a vision to be meaningful it needs to reflect the people and the place. To that end we have sought to contact and listen to a wide range of interested parties and individuals, building a network of stakeholders, while understanding and mapping the physical context.

Design Council CABE's 'A Design Wayfinder' 2012 says: 'The most critical part of any plan is the understanding and appreciating the context of an area, so that proposals can then be developed to respect it. Good design builds on historic character, natural resources and the aspirations of local communities. Local communities should be reinforced by good design.'

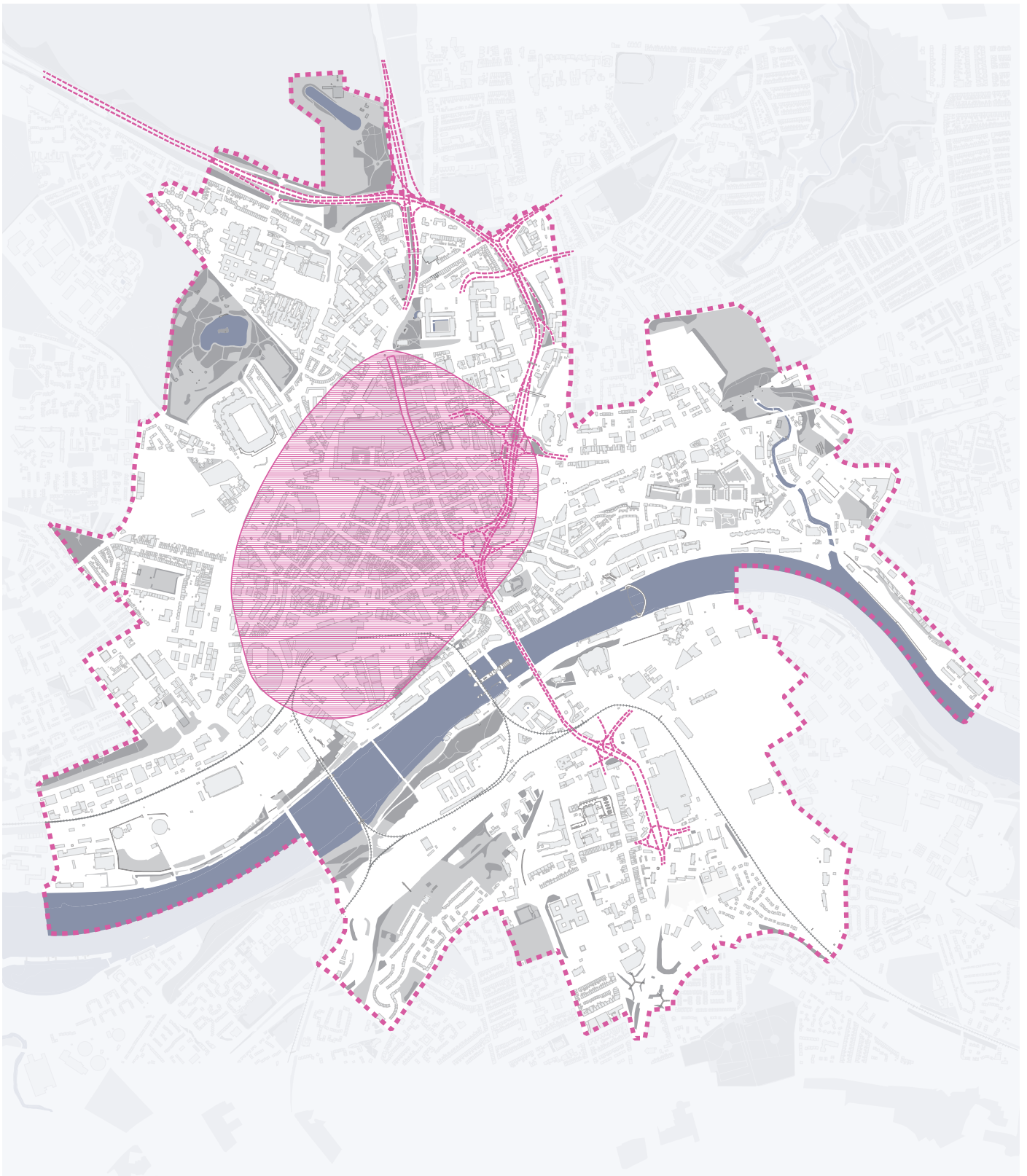
The vision underpins Newcastle City Council's 'Improvement Strategy for Northumberland Street, A joint report by Property & Asset Management and J & L Gibbons, October 2012.

Key:

-  Approximate boundary of Central Area
-  Motorway
-  Urban core area boundary
-  Northumberland Street boundary



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INTRODUCTION

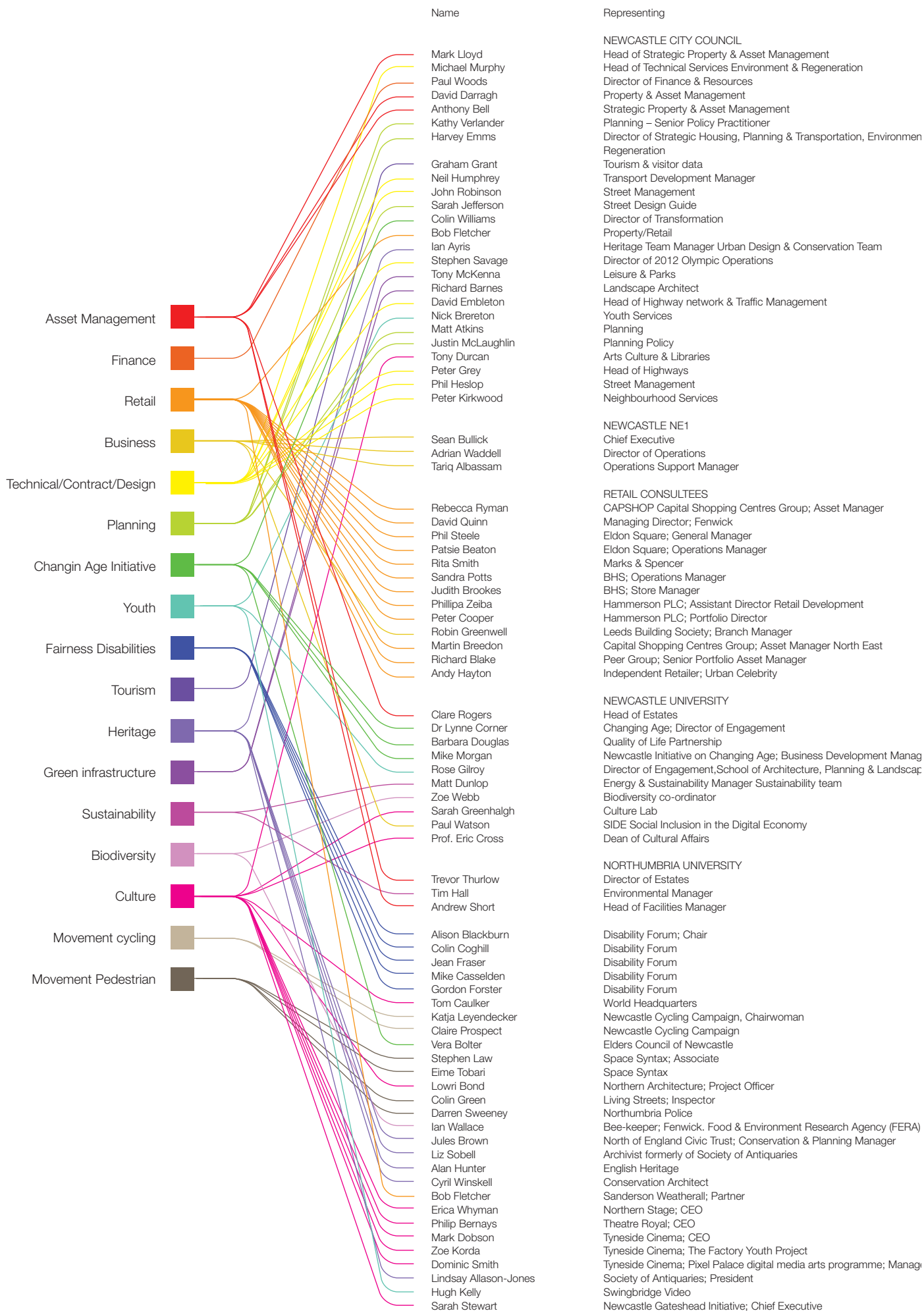
ENGAGEMENT

The engagement process has been a key activity to help identify the 'need'. This approach is sometimes termed 'deliberative planning', where the project evolves in an iterative way rather than from top down, in collaboration with stakeholders, to build project momentum.

The consultation has been carried out through one to one conversations, site walkabouts in small groups and interim presentations to Council officers, advisory groups and NE1. A sign of the uptake in interest is Northern Architecture's September charrette with First Year Architecture Students focused on the Northumberland Street.

Key points and themes that have emerged:

- Sense of place: Dr Lynne Corner of the Biomedical Research Unit at Newcastle University emphasize that 'the street gives a sense of place and belonging', the sense of connectivity of the community and the social aspects of the traditional high street, as an experience, are key concerns in Newcastle
- Cultural experience: Retailers and cultural sector recognise that the street no longer operates as a destination in itself, it is not a place to linger as it used to be, although it is still considered 'The High Street', and yet Newcastle and its universities is brimming with cultural activity, and Northumberland Street has the potential to be a significant cultural venue in itself, contribute to the sense of well-being in the city, with potential cultural partners ready and willing to curate the street
- Quality environment: Retailers note that the high street is disappointing in appearance and cluttered, even describing it as 'a bin', the aspiration being it should be 'clean and green', a high quality design incorporating green infrastructure ('there is little nature in the city') and well managed
- Fit for purpose: Retailers and council officers note that the pavement has failed in many places, the York stone has not worn well particularly the blister paving and is not robust enough for the quantum of vehicular loading
- Living Streets: There is so little green space in the city centre, and amenity groups and youth representatives note the value of a 'comfortable and safe place', including canopies for protection from the weather, release spaces of rest and 'sanctuary', and the desire to transform the hostile traffic dominated environment ('Barras Bridge is a nightmare') to liveable shared surfaces with a pavement culture, managing out incrementally vehicular movement from Northumberland Street and ultimately all surrounding street
- Accessibility: 'Good enough of the Disabilities Forum, good enough for everyone': Obstacles all along the street is a particular issue, there is little legibility, poor lighting, surfacing and detailing (flush kerbs) so much so that members of the Disability Forum noted it required ever increasing effort to come into town and navigate, with little joy if they did, noting seating of insufficient quantity or comfort
- Grey to green infrastructure: Various members of civic, cycling and conservation groups note that the city centre is still recovering from the T. Dan Smith and Percy Parr era of a highway engineered environment, and see the growing appetite for an environment that is suited to the pedestrian and the cyclist reflected with an extended pedestrian zone to break the perception that more cars equates to better shopping, and promote spatial and physical improvements to give more open space, less cars, more attractive environment to yield a change of use, and greater usage, as observed by Dean of Cultural Affairs on Newcastle University's campus
- Strategic connectivity: The cultural sector noted that there are currently lots of good ideas: The Grainger bit, the commercial bit, the heritage bit, but these ideas must be tied together to enhance the overall quality of the environment in the city centre
- Climate change adaptation: Interest from the Council, academic and amenity groups in addressing flooding, biodiversity, air quality and liveable streets linked to the Newcastle Cycle Campaign, Living Streets and various university's sustainability agendas, including interest in green roofs and bee keeping which, through the Fenwicks' honey production, has captured the imagination of the public
- Management: Retailers and most other consultees have voiced concerns that the High Street has not been managed adequately in terms of chuggers, kiosks, servicing, street traders, street markets or events, and that there should be a town NCC Town Centre Manager with responsibilities to set standards, curate the street, enforce byelaws as 'Pile it high sell it cheap' does nothing for the image of Newcastle's premier high street.



INTRODUCTION

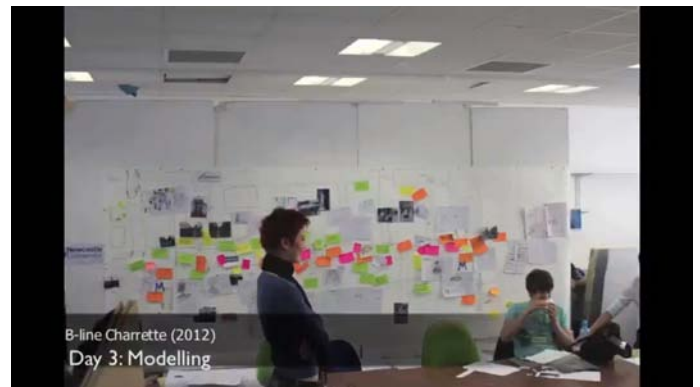
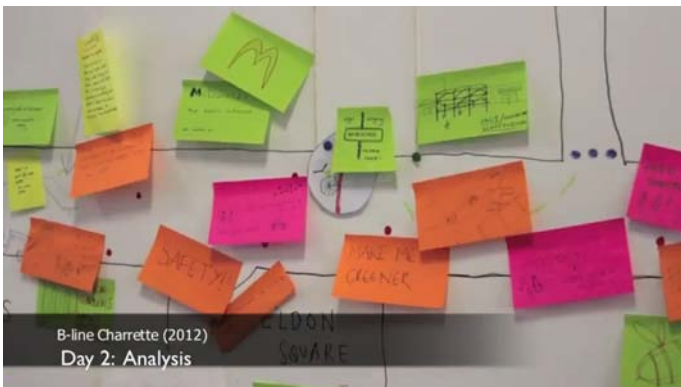
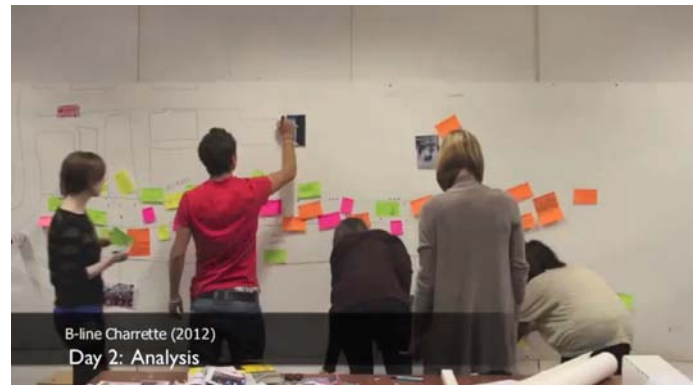
ENGAGEMENT

- Tenant Mix: Disappointing, a critical mass of better retailers is required, despite flagship stores there is little connection with the community and so there is the potential to develop the local feel, national presence in collaboration with cultural partners to stimulate street activity especially in the evening when good restaurants are scarce, even with the well supported idea of 'Live after Five'
- Changing Age: Over a third of Newcastle's population is over 50 years old, significant in terms of Newcastle University pioneering the 'creativity of aging' and participation, as well as recognising the economic significance of the older population with 80% wealth locked in the over 50s who have savvy and who love the high street as a hub of conveniences.
- Social capital: Older people are a core resource in Newcastle, with skills, energy and commitment, proud of the heritage of the city, who are not necessarily frail or poor, and the question should be 'What would make Newcastle a good place to grow old in?', and the benefit in terms of health and wellbeing through creative opportunities in the high street
- Elderly and fairness agenda: Elder's Council Vera Bolter noted 'I want to be able to walk down the street and be proud of it'. The importance is for the High Street to feel safe and friendly for young and old, with safe connections and adequate and appropriate provision of seating and toilet facilities, recognising the 'use our loos' is a good initiative not well coordinated
- Young: Over 20% of the population is under 18, and Northumberland Street and the city centre represent a harsh unwelcoming environment to young people, apart from Old Eldon Square, create a meeting place, encourage social enterprise, offer skills development and build ownership in the city while safeguarding the welfare of the young and vulnerable
- Heritage: Citizens are 'proud of their outside fresh air shopping' and their heritage, opportunity to illuminate facades, protect heritage features of value and cultural significance, reinforce the heritage and retail experience
- Retail diversity: the idea of using the side streets for markets to promote entrepreneurship and to offer choice was raised by David Quinn and others in the retail and cultural sector

The process of engagement highlights the potential for greater economic performance through an understanding of the potential cultural value of the High Street if transformed as a destination, with high quality design, green infrastructure, improved connectivity and management.

This is in line with the Newcastle University's current civic agenda, which 'seeks to maximise social and economic impact through its research, teaching and engagement activity on ageing and health in order to deliver tangible benefits to society'.

See Appendix 1 for bullet points of all conversations.



INTRODUCTION

BACKGROUND RESEARCH

Several references are highlighted below that have informed the work.

HERITAGE: There are more Georgian buildings in Newcastle than in Bath and the planned 19th c. urban core is of national importance together with its defining topography, geographic and archaeological features. Even though Northumberland Street is not in a conservation area, there is the potential to improve the relationship with the Central Conservation Area, developing a vision for Northumberland Street that takes into account a 'whole journey' approach for visitors and residents, and the continuity of materials and detailing. **ENGLISH HERITAGE RETAIL DEVELOPMENT IN HISTORIC AREAS 2005** is currently being updated but is still relevant, and features Grainger Town in Newcastle as a case study.

PLANNING: **NATIONAL PLANNING POLICY FRAMEWORK 2012** places a strong emphasis on ensuring the vitality of town centres in Chapter 2. **NEWCASTLEGATESHEAD ONE CORE STRATEGY** September 2011 promotes place making or the 'management, improvement to or creation of new attractive high quality environments' and that 'good quality of place will be fundamental in delivering the wider spatial planning objectives set out in the Core Strategy' Policy CS17.

RETAIL: **THE PORTAS REVIEW** Dec 2011 and **TOWN CENTRE FUTURES 2020**, by Experian 2012: The reviews call for a visionary approach with a strong operational management team, to focus on distinctiveness and the social and cultural experience, encouraging the running of pilot schemes to test proof concepts, to quickly retain the social and economic capital.

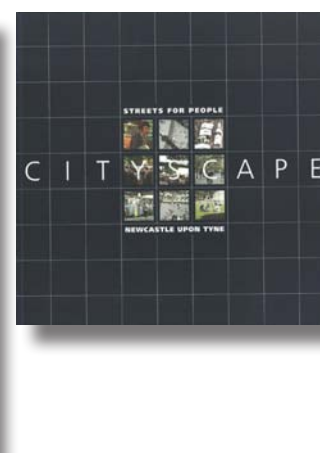
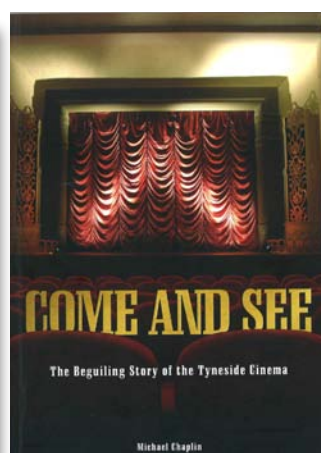
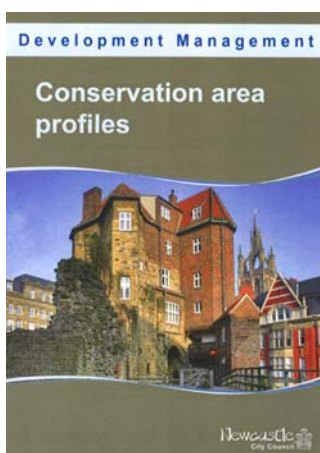
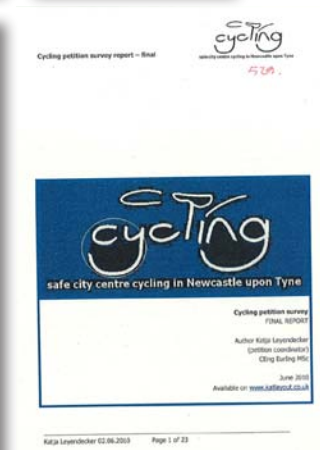
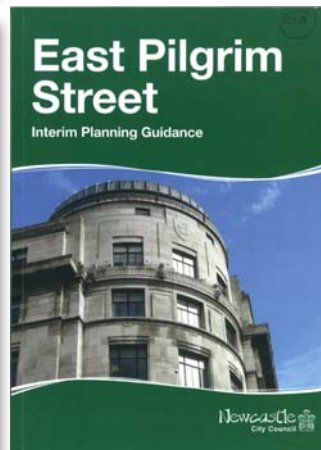
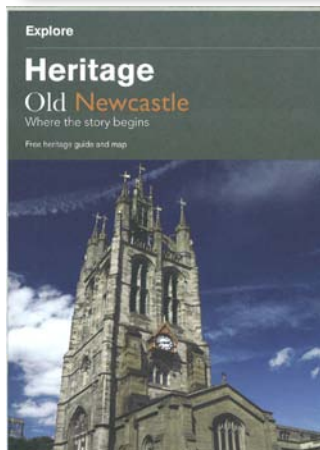
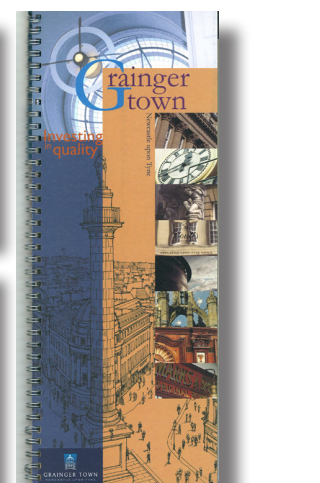
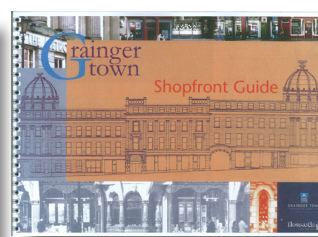
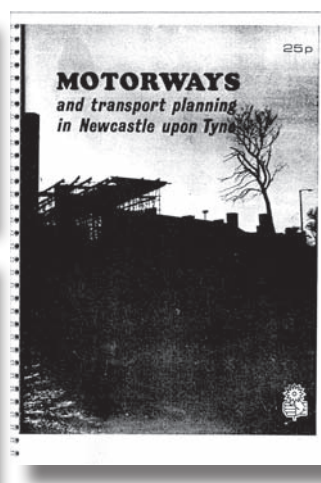
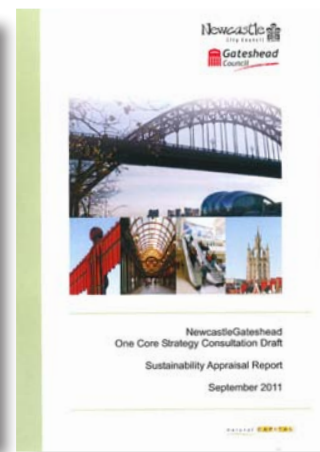
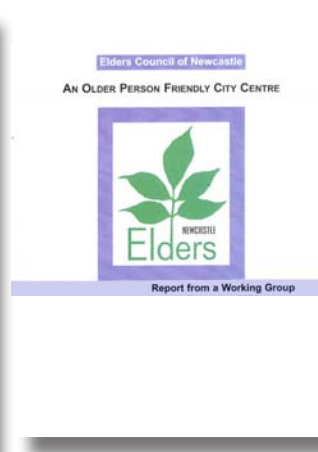
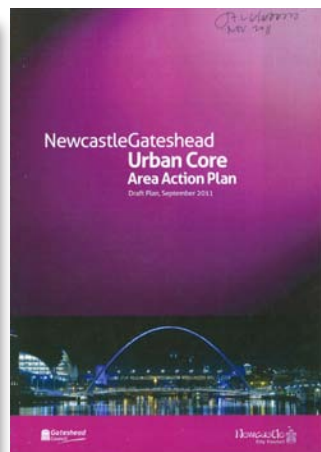
GREEN INFRASTRUCTURE: Linkages and gaps in provision, biodiversity, and connectivity of the urban ecology and sustainable drainage systems are critical urban considerations, particularly in the light of the severe flooding in June and September 2012 in Newcastle. **TREES IN THE TOWNSCAPE, A GUIDE FOR DECISION MAKERS 2012** is endorsed by Leader Cllr Nick Forbes 'Trees are an important part of the vitality and well-being of our city and help make it a more pleasant place to live and work'. In terms of both Climate change and well-being, the report promotes urban forestry saying: 'consider for example stormwater management, urban cooling, air quality improvement and the visual amenity of seasonal colourful displays: no single man-made asset will match what a mature tree can deliver'.'.

URBAN DESIGN AND RESEARCH: **CITYSCAPE: STREET FOR PEOPLE** an initiative of the Northern Region RIBA in 1997 is both an appraisal and a manifesto for a greater pedestrian vision for the centre of Newcastle, to address streets that are 'too often intimidating and alienating'. The strategy is as much concerned with management as it is with planning and design, authored by a working group of local expertise. Farrell's **NEWCASTLE CIVIC BOULEVARD 2010**, illustrates a collage deliverable public realm mini-projects that link to Northumberland Street.

MOVEMENT ANALYSIS: Pedestrian and cycling movement studies produced by Space Syntax and Intelligent Space/ Atkins inform the vision for a pedestrian route hierarchy. **THE NEWCASTLE CYCLING STRATEGY 2011**, emphasis is that cycling should be seen as a 'normal everyday thing to do, with provision that is safe, sensible, cheap and healthy form of transport'.

SAFETY: **EVENING CHRONICLE** various reports: The north and south thresholds of Northumberland Street current safety issues are highlighted with recent accidents in the city centre, most recently on New Bridge Street on October 26th 2012, where a man was hit by a bus, the ninth accident in the city centre over the last six months.

A full bibliography is contained in Appendix 2.



WIDER CONTEXT MAPPING

HISTORIC OVERVIEW

There are 31 conservation areas in NewcastleGateshead, 7 registered historic parks and gardens and 4,100 listed buildings, which the One Core Strategy describes as a 'rich heritage asset base'.

Northumberland Street registers clearly on historic maps from medieval times, on the threshold of the Pilgrim Gate, beyond the old town walls. *Speed's map 1610*

'Northumberland Street reaching from Magdalen hospital, to Pilgrim-street, had so far recovered from the devastation of the civil wars, as to be called by Bourne "the most pleasant situation of any within or without the town" It is spacious and well built; most of the houses have gardens behind them. On the east site of it is Saville-row, a retired and elegant street, named in honor of the last sir George Saville'. *A picture of Newcastle 1807, 1812*

From the opening of the Tyne Bridge in 1928 to until the opening of the 'Central Motorway' (A167M) in 1975, Northumberland Street was part of the A1 between London and Edinburgh, strategically located centrally in the city centre of Newcastle.

The first City plan by the City Engineer, Percy Parr in 1945, was authorised by the Town and Country Planning Act 1947. Parr, an engineer rather than a planner, was interested primarily in roads. His plan would have created a tight necklace enclosing 283 acres of the city centre by a ring of motorways. *The Heroic period of Conservation p104*

Due to resistance by a growing conservation lobby initially headed up by the North East Civic Trust, SOC'EM! Save our City from Environmental Mess, and others, and the declaration in the sixties of four 'preservation areas' which would become Conservation Areas, the West Central Link motorway proposal was finally buried at public inquiry in 1982.

Following construction of the eastern section now known as the 'Central Motorway' Northumberland Street was pedestrianised as far north as Northumberland Road. It was a further 24 years until 1999 before full pedestrianisation was completed.













The street runs between Blackett Street and Haymarket, both served by Metro stations. It encompasses the entrance to Eldon Square Shopping Centre and Monument Mall as well as many national anchor stores.

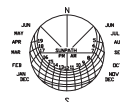
To the north-east is Northumbria University and to the north-west is Newcastle University providing new blood every year to the town of 66,000 students, both universities with strong Built Environment departments and undertaking research of international significance including aging agenda and tranquillity mapping.

South of Blackett Street, Northumberland Street turns into Pilgrim Street, which originally ran into the Tyne Bridge as the A1, now interrupted by Swan Roundabout. To the north the street runs into St Mary's Place and Barras Bridge both 'book ends' to the street are traffic dominated.

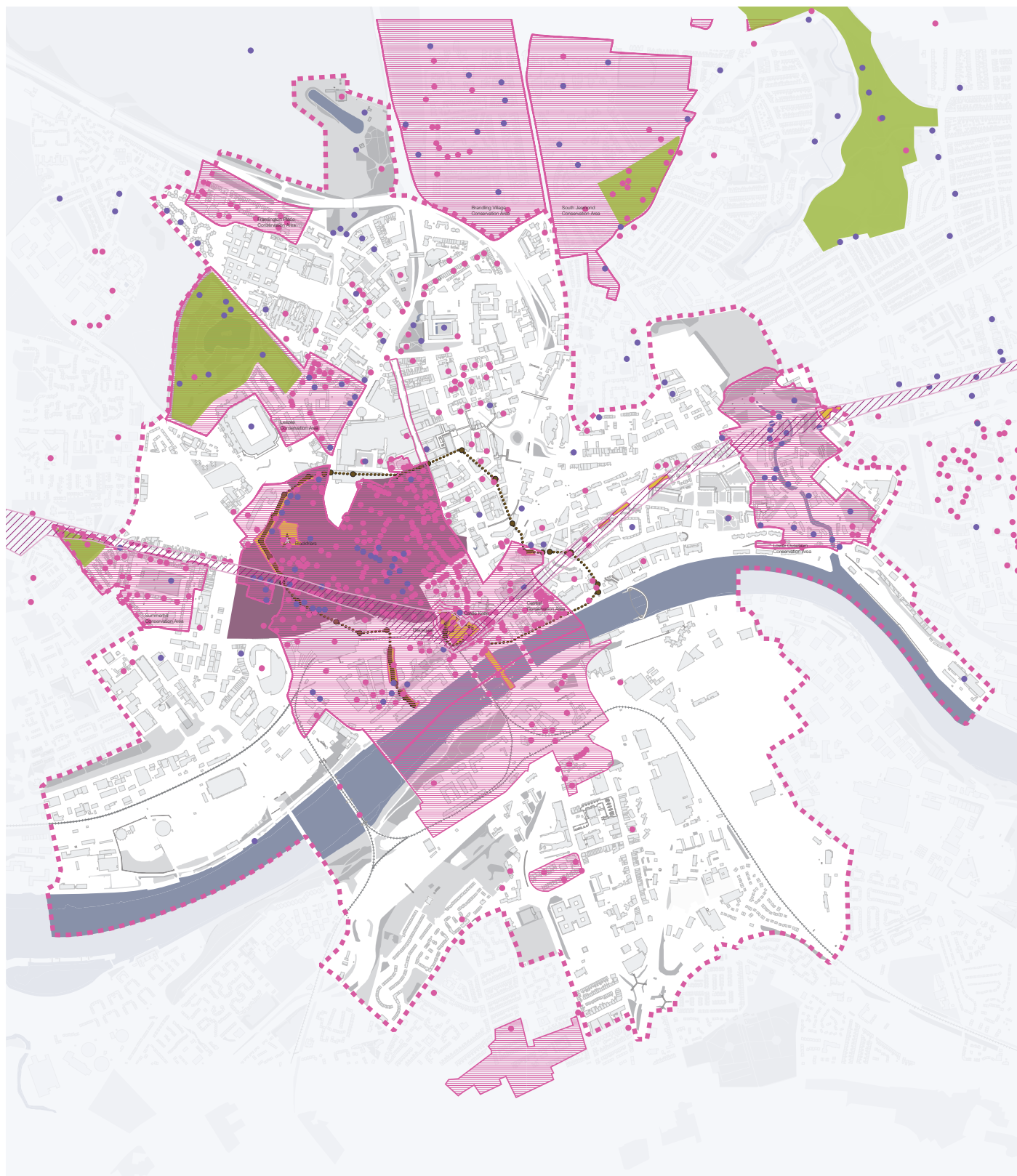
Delivery traffic is still permitted to drive up Northumberland Street in the early morning to complete deliveries, but supposedly after that, all non-pedestrian traffic is banned, including bicycles and skateboards. Deliveries and licenses on the street is not enforced however creating a somewhat ambiguous environment in the mornings and evenings, and a cluttered experience the rest of the day or unregulated stall holders, outdoor eating areas, chuggers and busking.

Despite this, the street today has the highest footfall in the north east of England is the region's premier shopping destination.

- | | |
|--|---|
| Key: | Key: |
|  Conservation area |  Listed building |
|  Grainger Town |  Locally listed building |
|  Old town walls, lost |  Registered landscape |
|  Old town walls remain |  Scheduled Ancient Monument |
|  Urban core area boundary |  World Heritage Site buffer zone |
|  Northumberland Street boundary |  World Heritage Site |

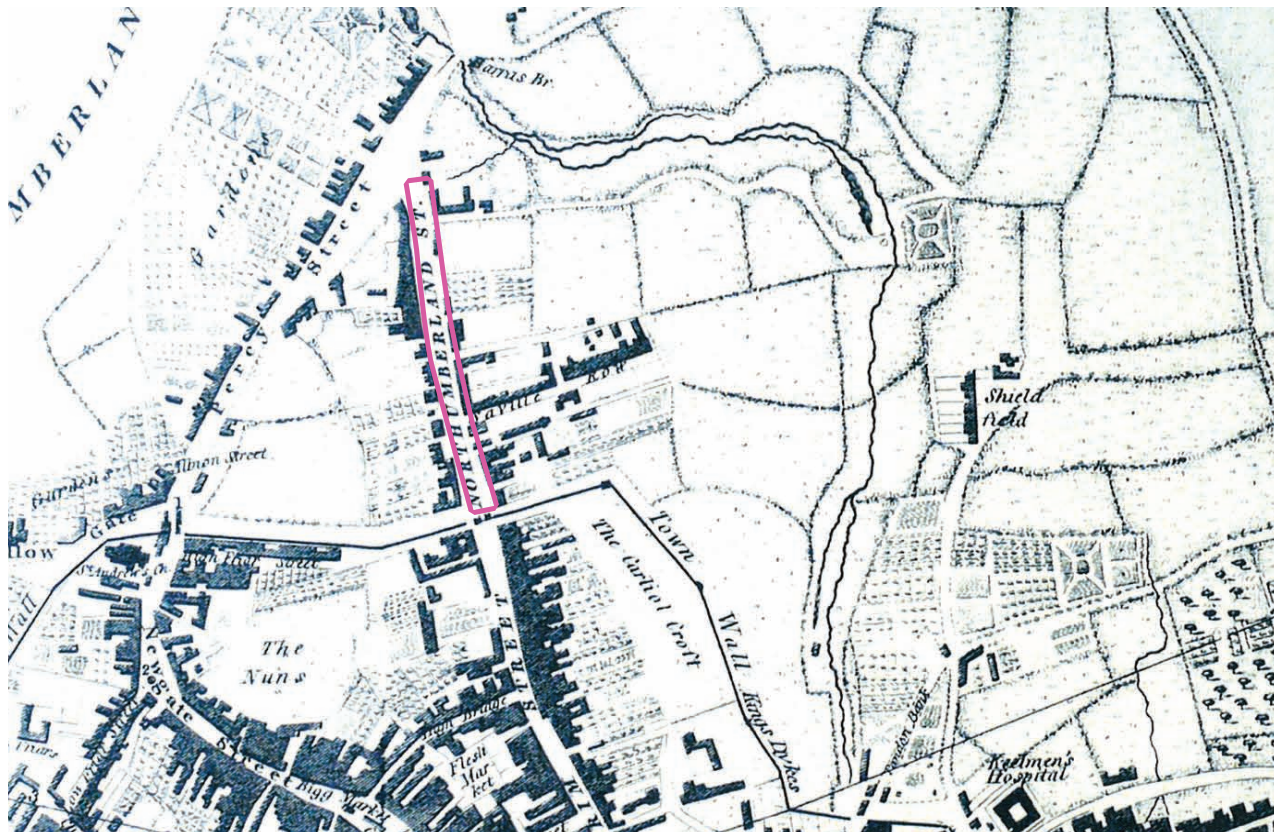


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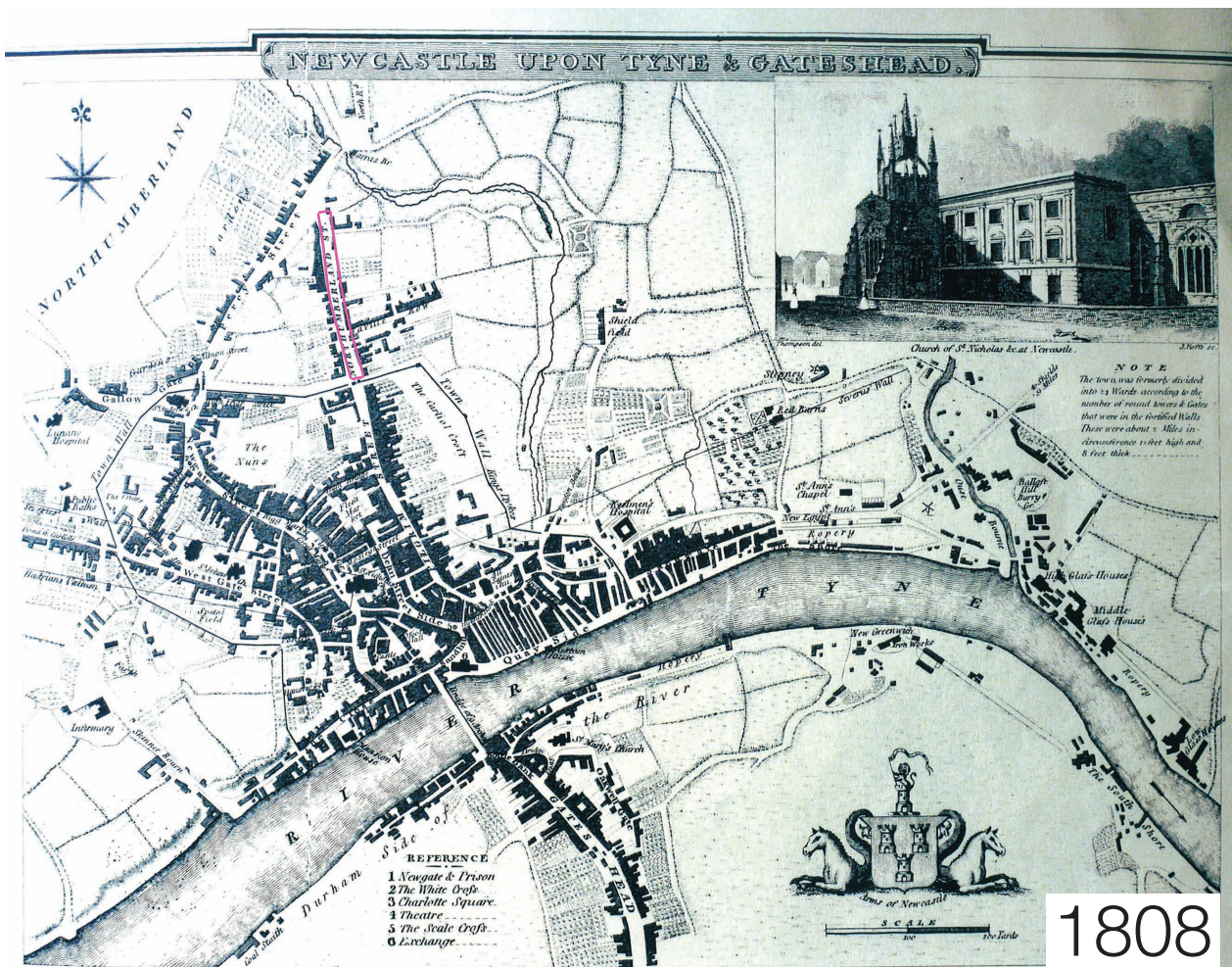
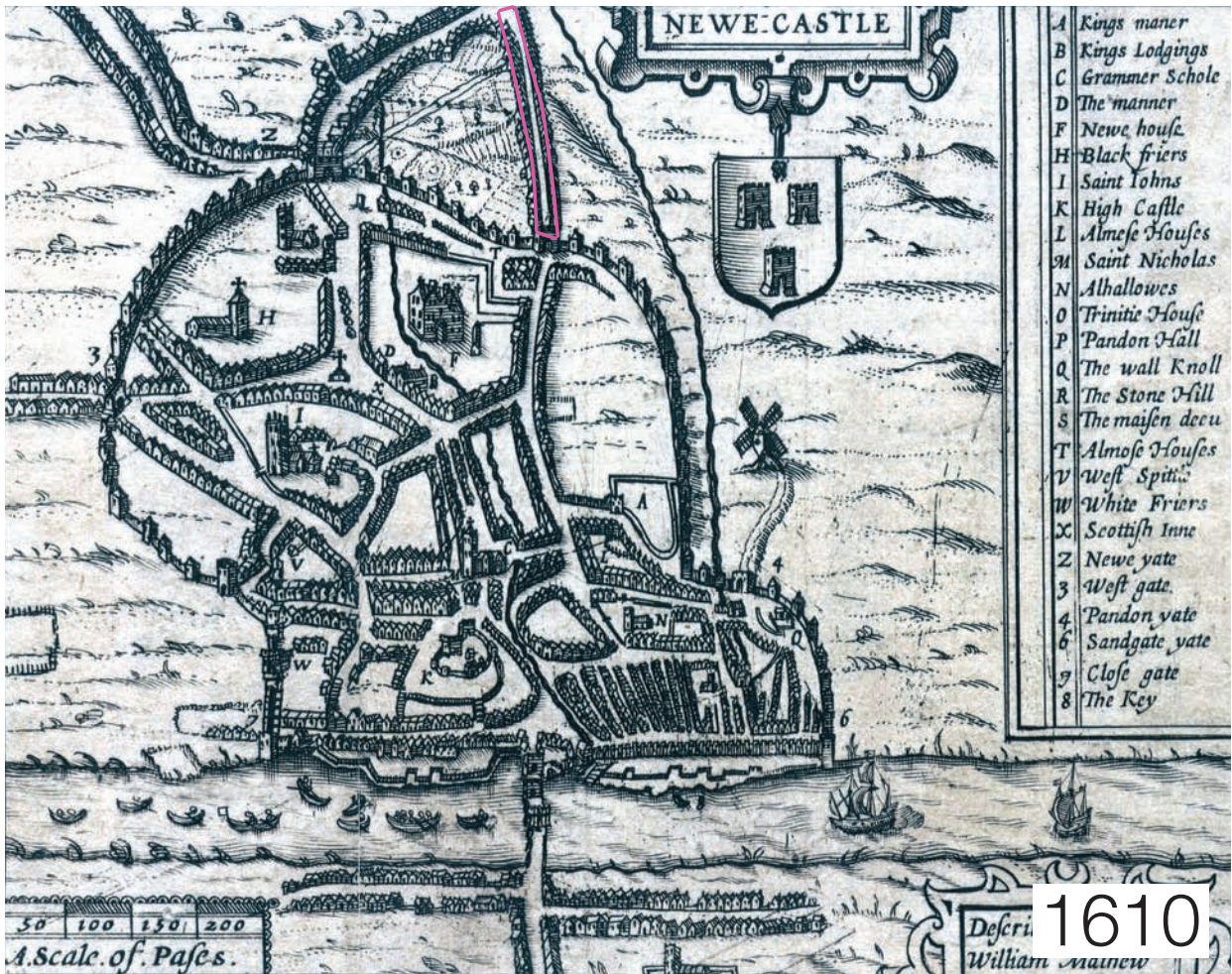
WIDER CONTEXT MAPPING

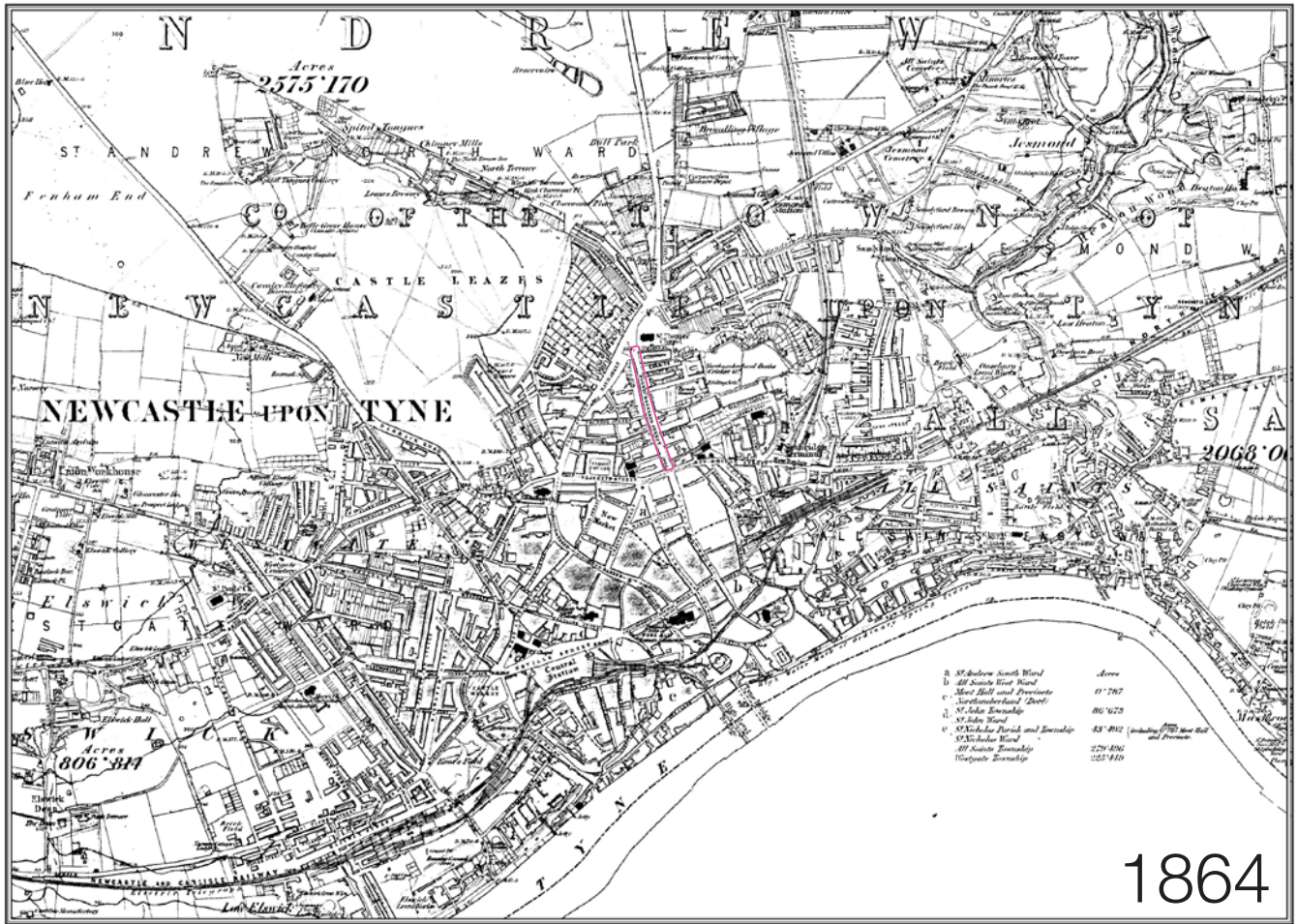
HISTORIC ANALYSIS



Extract of 1808 map

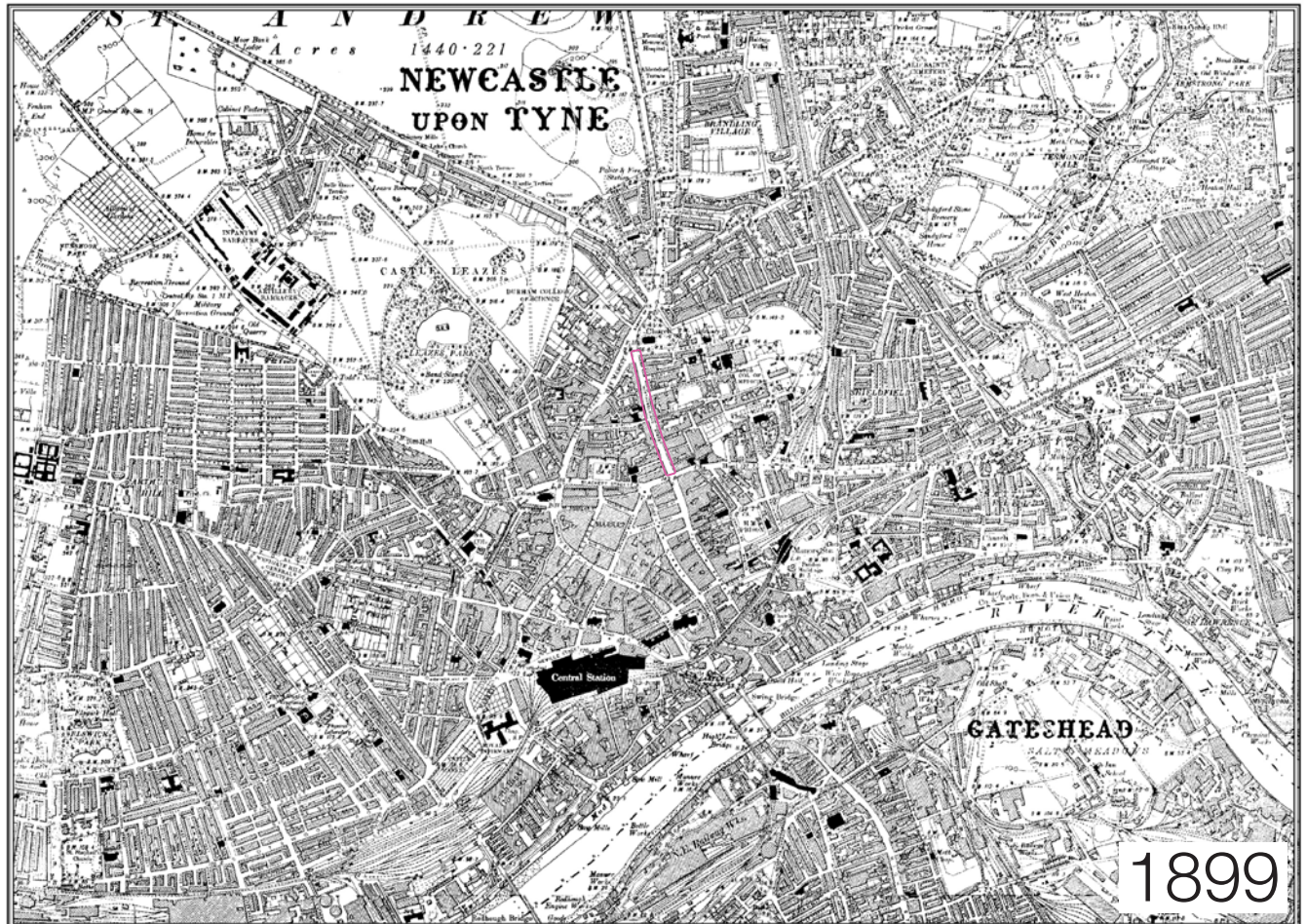
'Newcastle, traditionally, was a city of gardens: maps of the eighteenth-century city show extensive areas of gardens, orchards and open land within its medieval walls; and even as industrialisation took hold and the city centre was built up - after the Grainger developments of the 1830s - the City still possessed large areas of small gardens, the equivalent of the 'guinea gardens' around Birmingham and other midland cities. Two extensive areas of small gardens or allotments flanked the City to west and east in the mid nineteenth century: Lax's Gardens, in the area now occupied by the Newcastle University campus; and the steep and picturesque banks of the Pandon Burn, now buried beneath the Central Motorway. The first edition Ordnance Survey 1:2500 maps, dating from the 1850s, show small pockets of allotments in other areas of the city - including the surviving plots at Summerhill Square. However, by the closing years of Victoria's reign the situation was very different. The City now sprawled for miles; and by 1890 the Pandon Dene gardens and Lax's Gardens had been more or less entirely swept away'. *Our Land The Newcastle Allotment Strategy 2010-2015 NCC*

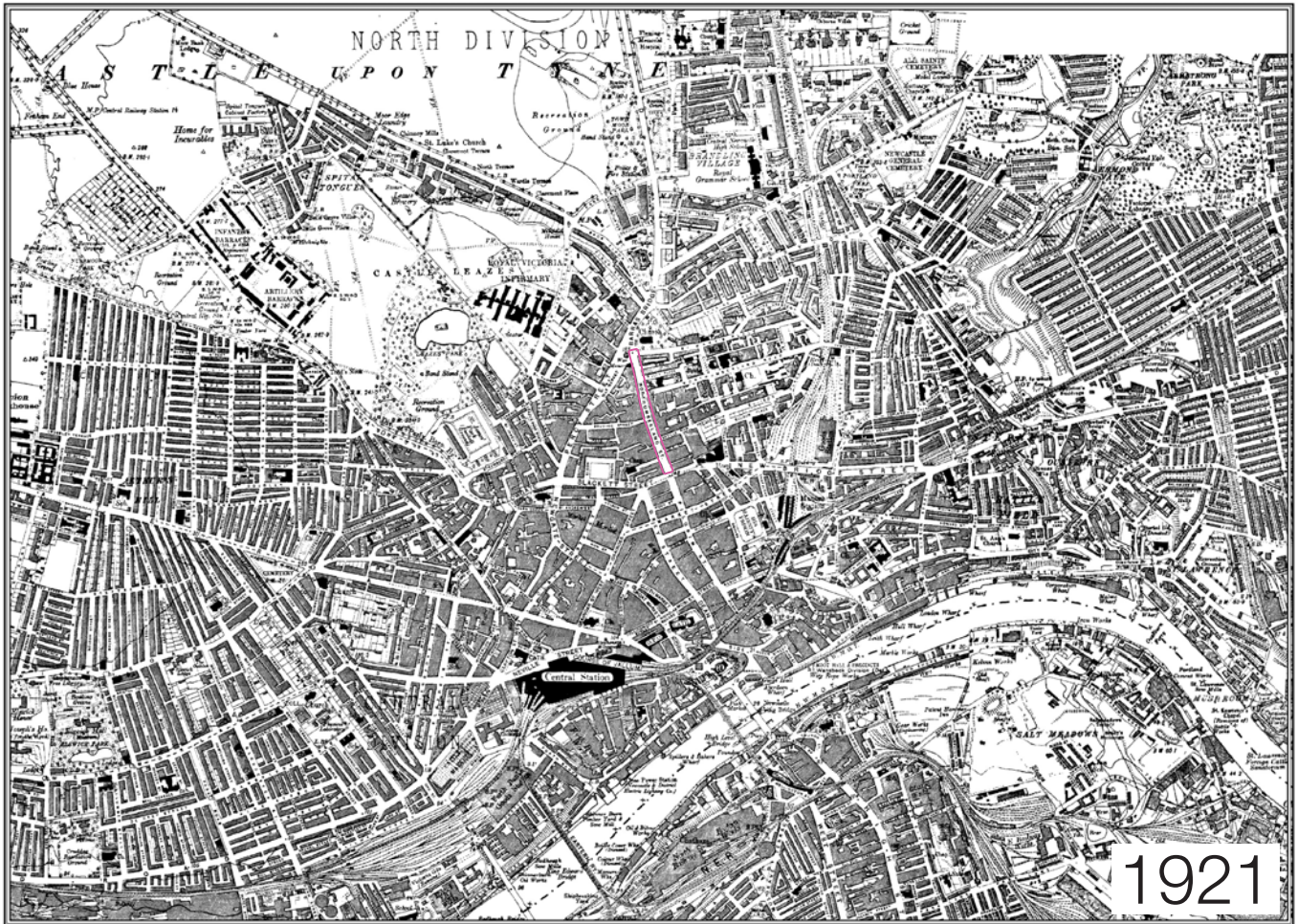




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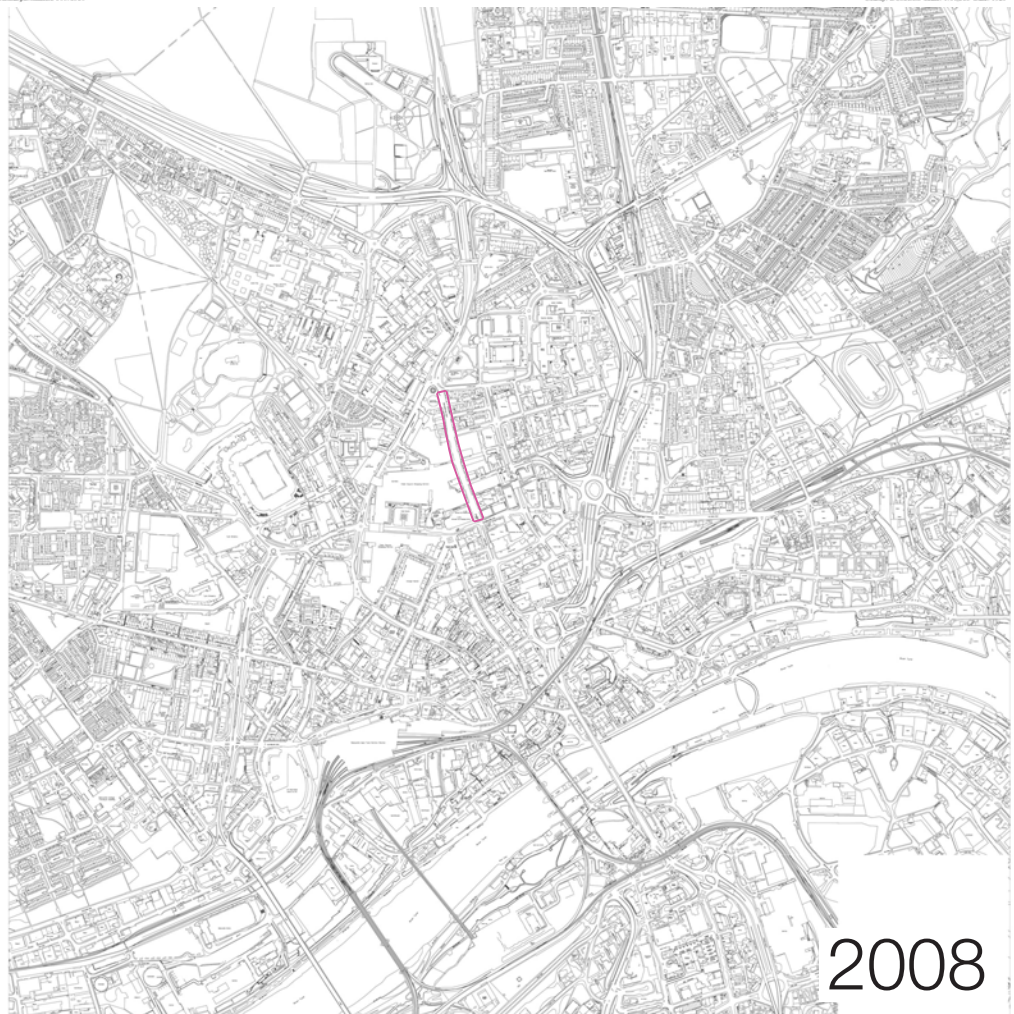
County: NORTHUMBRIA Scale: 1:10,000 Date: 1864





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County DURHAM Scale: 1:10,000 Date: 2012



Historic Images - Northumberland Street



1897 looking north



1898 Fenwick



1908



1910



1913 Floods



1915



1931 Blackett St



1966



c1900 Fenwick



1900 Northumberland St



1911



1912 Northumberland St



1917 Northumberland St



c1920 Haymarket



1970 Northumberland St



1970s

WIDER CONTEXT MAPPING

TOPOGRAPHY



Dean Street looking South

The city of Newcastle Upon Tyne was founded at the lowest place the Tyne could be easily crossed. The city has an exceptional topography shaped by the gorge and human habitation over 2000 years, each phase of history of the river echoed by urban growth.

The River Tyne is embedded in the culture of the community. The heritage of innovation is overtly expressed by magnificent bridges and viaducts, creating a distinctive and memorable urban landscape.

As a visitor, orientation and navigation is an important part of the process and enjoyment of discovery of a place. The network of stairs, lanes and streets that cascade down to the river and the multitude of bridge crossings present a unique urban experience unravelled by the many city guided heritage walks that have been a feature of the city for over 50 years.

Key:



Area of slope steeper than approx 1:15



Steep streets



5m contour lines



Urban core area boundary



Northumberland Street boundary



Pedestrian crossing, river level



Vehicle crossing, river level



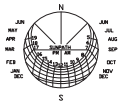
Pedestrian crossing, high level



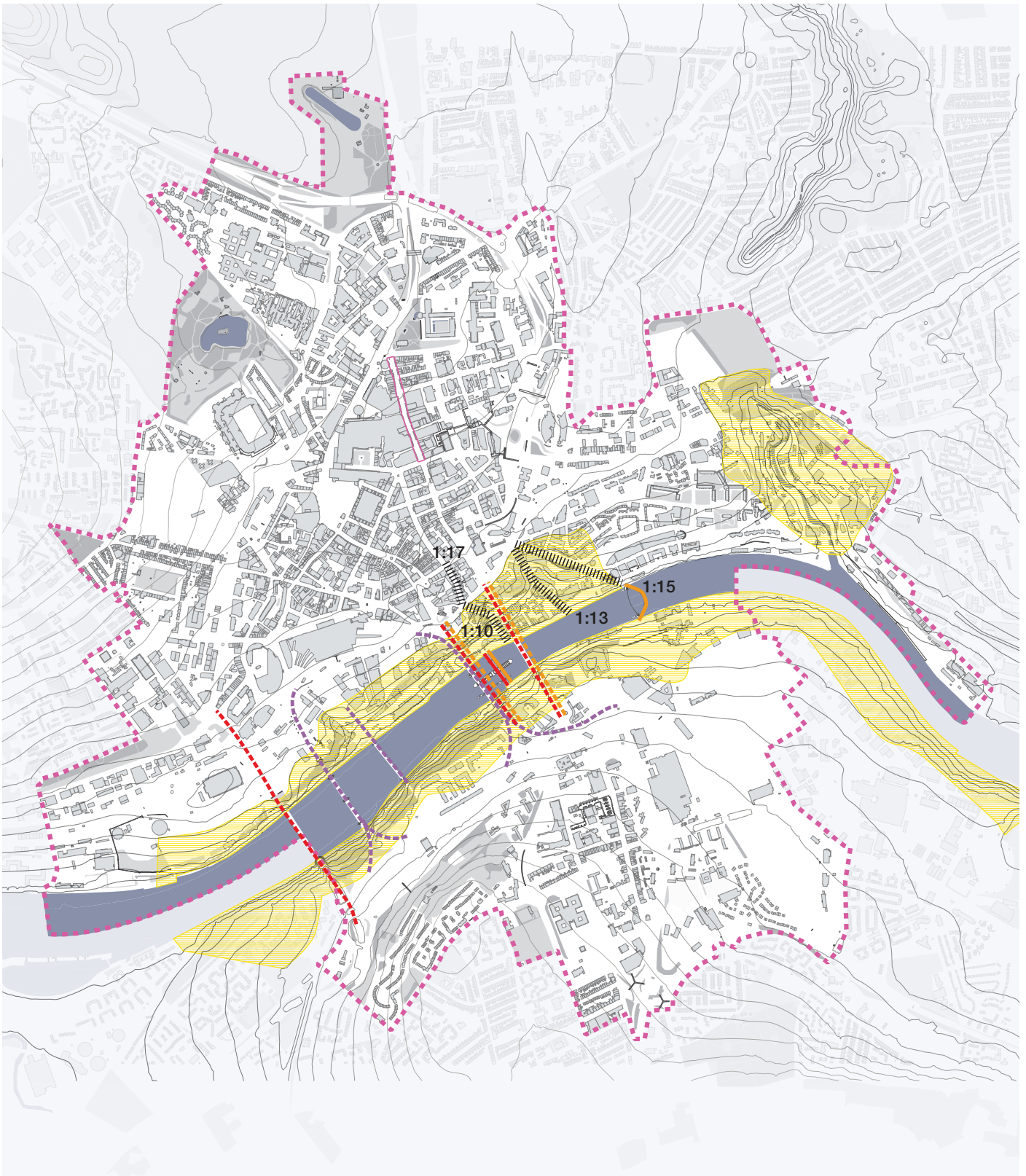
Vehicle crossing, high level



Rail crossing, high level



0m 100m 500m



WIDER CONTEXT MAPPING

GREEN INFRASTRUCTURE



Old Eldon Square

The notion of green Infrastructure and its importance has been promoted in Newcastle since 1969 when Landscape Consultant Ian C. Laurie prepared his influential report 'Tyne Landscape'. This plan directly influenced the transformation of the Tyne from sewer into finest Salmon fishing in England in 1990s, widely attributed as the reason for the success of the Millennium Bridge, Baltic and Sage.

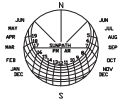
Natural England's definition of Green Infrastructure (GI) is 'a strategically planned and delivered network of high quality green spaces and other environmental features. It should be designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local communities. Green Infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens'.

Although there is some 3,400ha of greenspace in NewcastleGateshead, the open space in the urban core is fragmented and poorly linked to the wider green infrastructure. There are only a few groups of significant mature trees around Northumberland Street, those being the planes of St Andrew's Churchyard, various specie of mature trees around the Civic Centre, and recently planted alder in Old Eldon Square. The street itself offers a few trees of significance or maturity.

In addition the quantum of sealed surface in the city centre is a significant 92%, and this means that the area is vulnerable to storm water flash flooding, as there is little potential for attenuation and absorption, and the environment of Northumberland Street appears harsh and unwelcoming.

Key:

- Public open space
- Tree lined streets
- Individual trees in central area, surveyed by NCC
- Urban core area boundary
- Northumberland Street boundary



0m 100m 500m



WIDER CONTEXT MAPPING

GEOLOGY



Young Anglers, Barras Bridge, Thomas Miles Richardson, 1820s



1913 Flood

Geology and the wealth and character of the city have been linked from medieval times to the demise of the coal industry in 20th c.. Newcastle exported coal from the 13th century onwards and grew as a major coal mining area exporting to London. This was primarily because Newcastle was a seaport, but also because the shallowest, most accessible coal seams lay close to the Tyne.

Borehole drilling in the city centre in 2011 to investigate the feasibility of capturing geothermal energy unearthed some 300 million-year-old evidence including a block of limestone over 1,000 metres below the ground of fossil shells and corals suggesting that Newcastle was once a tropical environment. The drill also went through a coal seam at 660m, previously unmapped.

Newcastle is part of the Northumbria River Basin District which covers an area of 9,029 square kilometres from the Scottish Border to just south of Guisborough, and from the Pennines east to the North Sea.

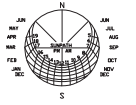
The city is set within a landscape extensively shaped and influenced by the network of rivers. The Urban Core is set on the banks of the River Tyne with its many tributaries hidden as sewers such as the Pandon Burn, now a Northumbrian Water sewer deep underground with the central motorway on top.

Key:

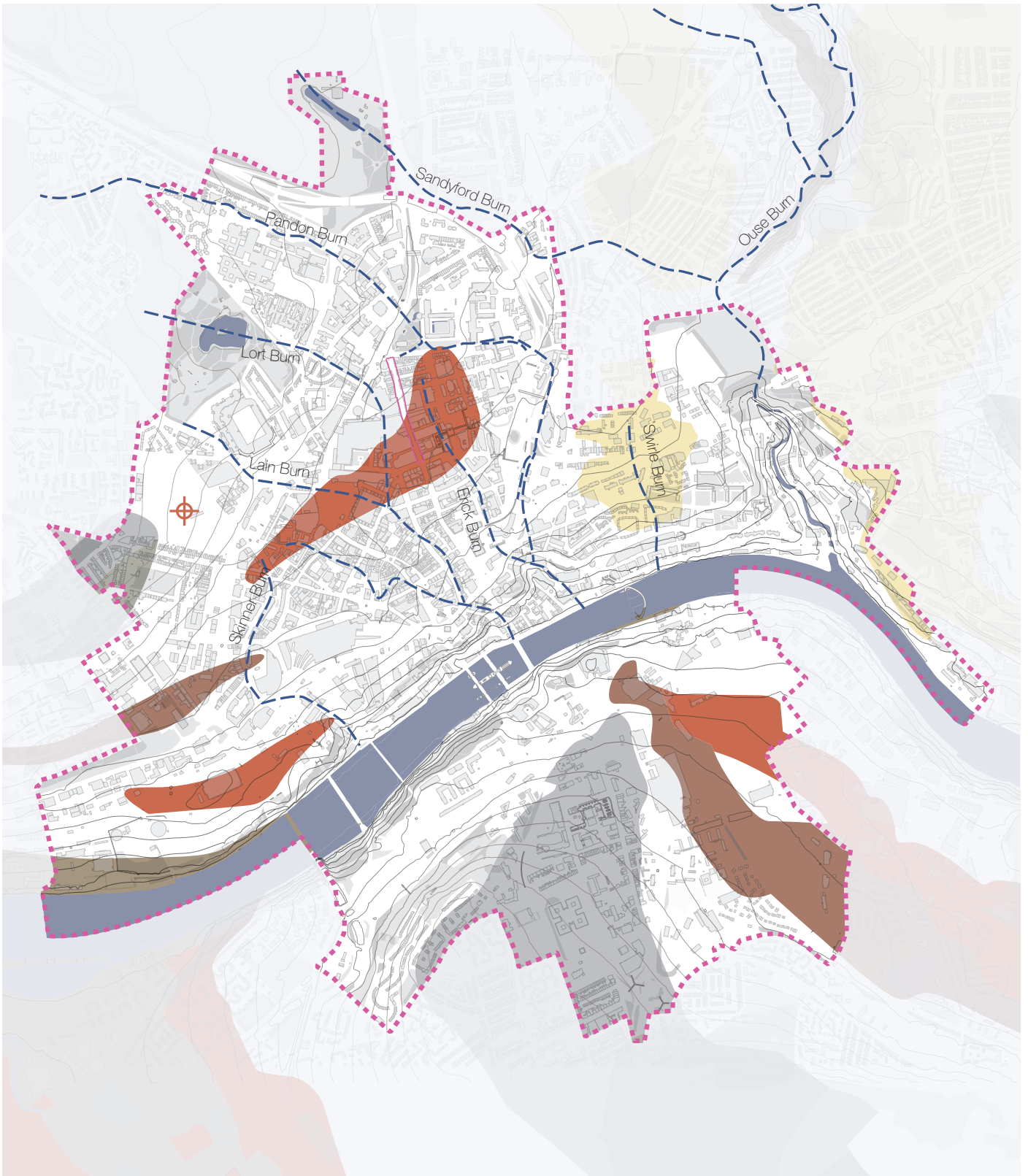
- Approximate location of underground river
- Urban core area boundary
- Northumberland Street boundary
- Alluvium - Clay, silt, sand and gravel
- Glaciofluvial deposits, Devensian - Sand and gravel

- Glaciolacustrine Deposits, Devensian - Clay and silt
- Pelaw Clay Member
- Till, Devesian - Diamicton
- Pennine Middle Coal Measures - Sandstone
- Pennine Middle Coal Measures - Mudstone, siltstone and sandstone

- Flood risk tbc
- Newcastle University's Borehole 2011



0m 100m 500m



WIDER CONTEXT MAPPING

ECOLOGY



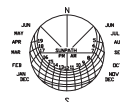
St James' Church, Northumberland Road

The One Core Strategy recognises the importance of protecting and enhancing the natural and historic landscape' and notes, para 3.21, 'we are clearly moving from an industrial age to an ecological one'.

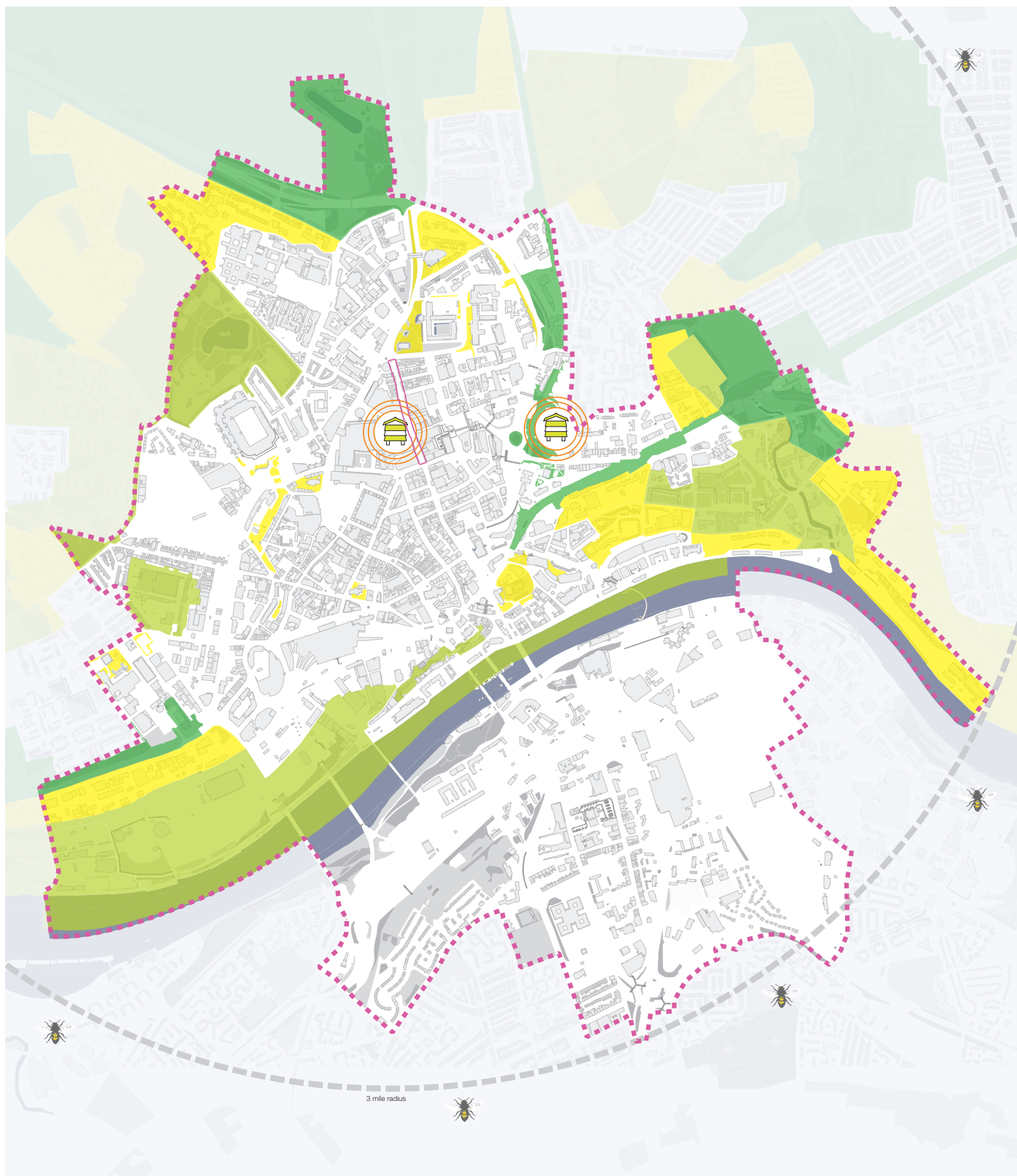
This requires an integrated and green approach to infrastructure to maximise eco-services to mitigate and adapt to climate change, and to bring natural beauty into the Urban Core.

Mapping clearly shows the lack of biodiversity in the city centre, and this is further evidenced by the fact that the bee hives on the roof of Fenwicks managed by Ian Wallace , FERA bee keeper, have reached their maximum number due to insufficient lack of foraging, and the research being undertaken by Newcastle University as part of their sustainable agenda in understanding the pollination value of perennial plant specie. The lack of foraging, an indicator of a poor level of biodiversity, in the city centre is also linked to the lack of tree cover.

- Area of high biodiversity
- Area of medium biodiversity
- Area of low biodiversity
- Existing bee hive
- Average radius of bee foraging from
- Urban core area boundary
- Northumberland Street boundary

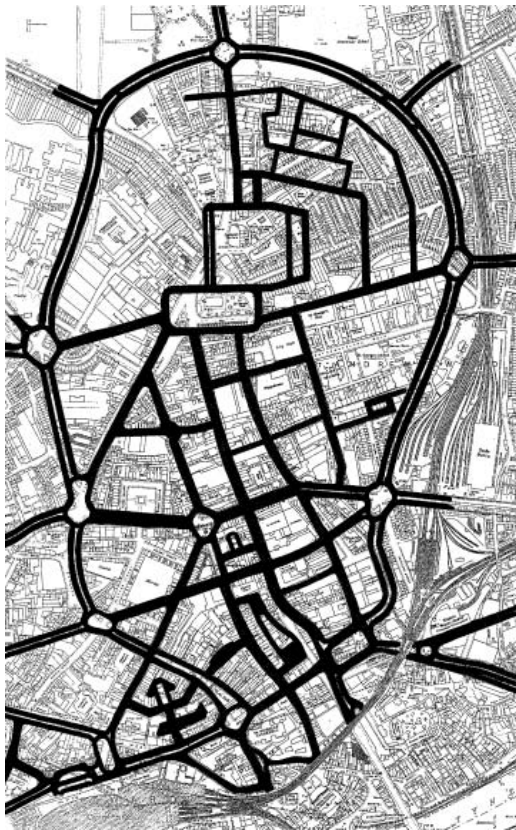


0m 100m 500m



WIDER CONTEXT MAPPING

BARRIERS TO PEDESTRIAN AND CYCLING MOVEMENT



Percy Parr Plan, 1945

Ninth man is hit by a bus in Newcastle city centre

by Coreena Ford, Evening Chronicle Oct 26 2012



Police investigate the scene of the accident on New Bridge Street yesterday

A PEDESTRIAN was hospitalised after a bus crash in Newcastle ... the ninth incident involving a bus in the city in six months.

People watched in horror as a man in his 20s was struck by the Stagecoach number 63 on New Bridge Street West, at its busy junction with Northumberland Street.

Carrying shopping bags, the man had been trying to cross the road when the accident happened shortly before 1.40pm yesterday. Eye witnesses said the man darted out without warning into the path of the double-decker.

Police and paramedics were called to the scene – the exact spot where another man in his 20s was struck by a Stagecoach bus two months ago – and passengers were taken off the bus as the man, who remained conscious, was checked over.

In the last accident to unfold at the junction, where scores of buses pass every hour, officers were forced to block off a stretch of road to carry out an investigation. This time, however, police said the victim is believed to have escaped with "a sore elbow" and there was no road closure.

Holly Harvey, 24, of Heaton, told how she called the ambulance service after witnessing the crash from the shop she works in, overlooking the scene.

Evening Chronicle, 26th October 2012

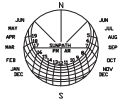
Newcastle is still trying to get over the legacy of the Percy Parr plan of 1945 that would have lassoed 128ha acres of the city centre and fortunately not fully realised, and the T. Dan Smith vision of Newcastle as the 'Brasilia of the North' evidenced most notably by Swan House and the 'hotch-potch of John Dobson Street's spaghetti walkways'.

The impact is that connectivity to the east is severely compromised by a multi-levelled motorway, in parts, that forces pedestrian movement either into subways or onto elevated walkways that bizarrely meander through buildings and create hostile undercroft conditions, and severs direct links between communities, open space provision such as at Exhibition Park, and the city centre.

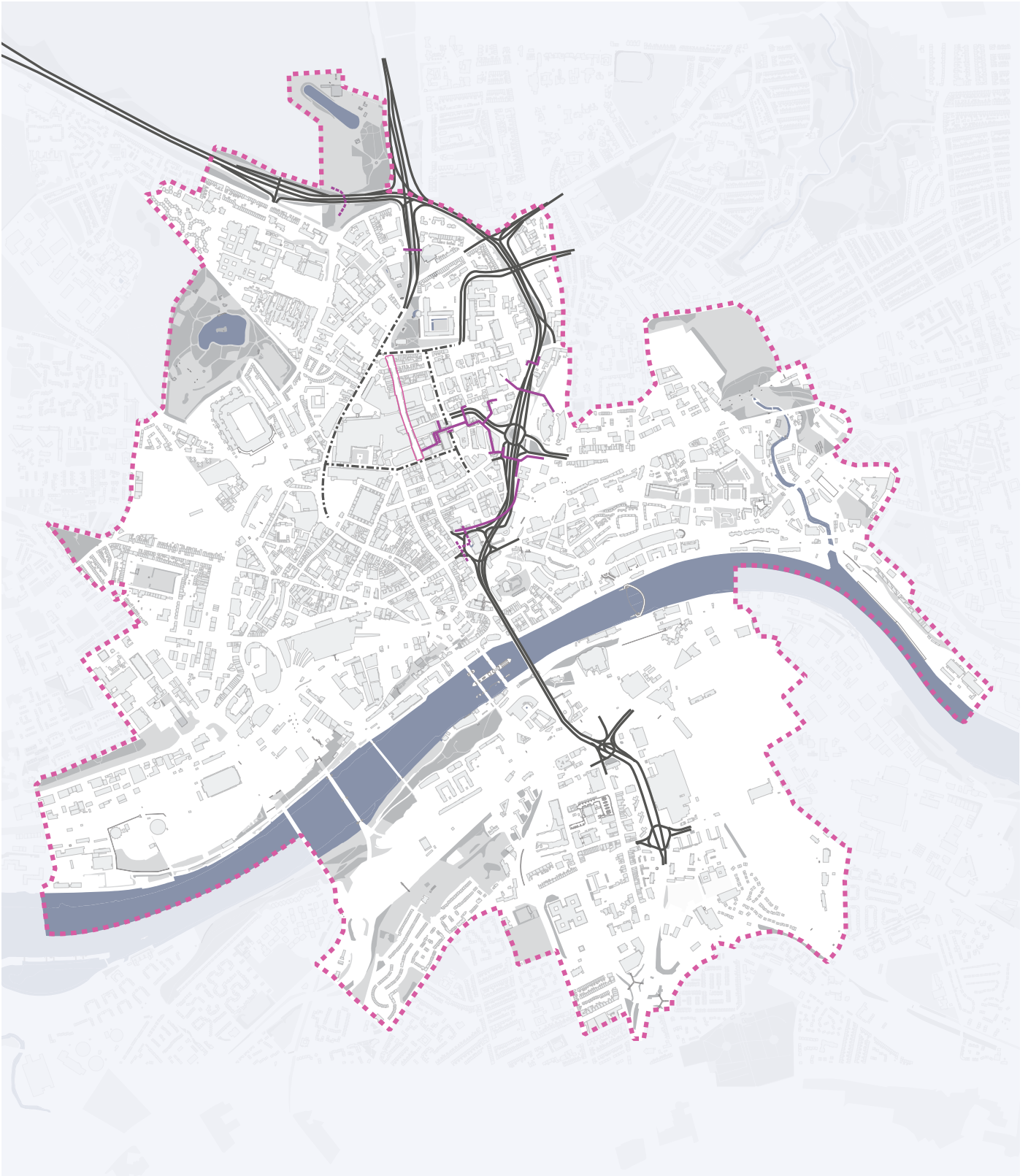
Within the urban core there are specific issues related to the dominance of buses that compromises safe movement as a pedestrian or cyclist. One Core Strategy, para 3.32 notes that a key issue is 'the high volume of trips which pass through the urban core, often unnecessarily'. The vehicular dominated environment not only presents physical barriers it compromises a sense of safety and stifles the opportunity for pavement culture.

Key:

- Motorway and slip roads
- - - Vehicle dominated streets
- Elevated pedestrian crossing
- - - Subway pedestrian crossing
- ■ ■ Urban core area boundary
- Northumberland Street boundary



0m 100m 500m



WIDER CONTEXT MAPPING

VISITOR ATTRACTIONS



Tyneside Cinema

Newcastle has a reputation for friendliness, and Geordies have a strong pride in their city and its heritage as a place of culture, architectural beauty and innovation, as well as a place to party.

The urban core is particularly compact, so that walking distances are short, and many building based attractions and places of interest are close together around Northumberland Street to give the possibility of an intense, rich, multi faceted experience.

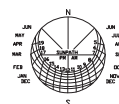
For instance, Central Station is within easy walking distance of Grey's Monument and Grainer Town, the heart of the urban core and at the threshold of Northumberland Street, although presently legibility is confused by a traffic dominated environment and associated clutter. The University campuses are located directly to the east and west the Civic Centre which in turn is on the doorstep of Northumberland Street. Eldon Square and East Pilgrim Street, a significant mixed used development area of the future, connect directly with the Northumberland Street.

There is the potential to reveal more of the art and culture of the city as part of rather than separate to the retail offer of the city, complementing the main venues but to enhance local distinctiveness, and to better connect certain attractions, such as the Laing Gallery, that are isolated by the hostile traffic dominated intersection of John Dobson Street and New Bridge Street West.

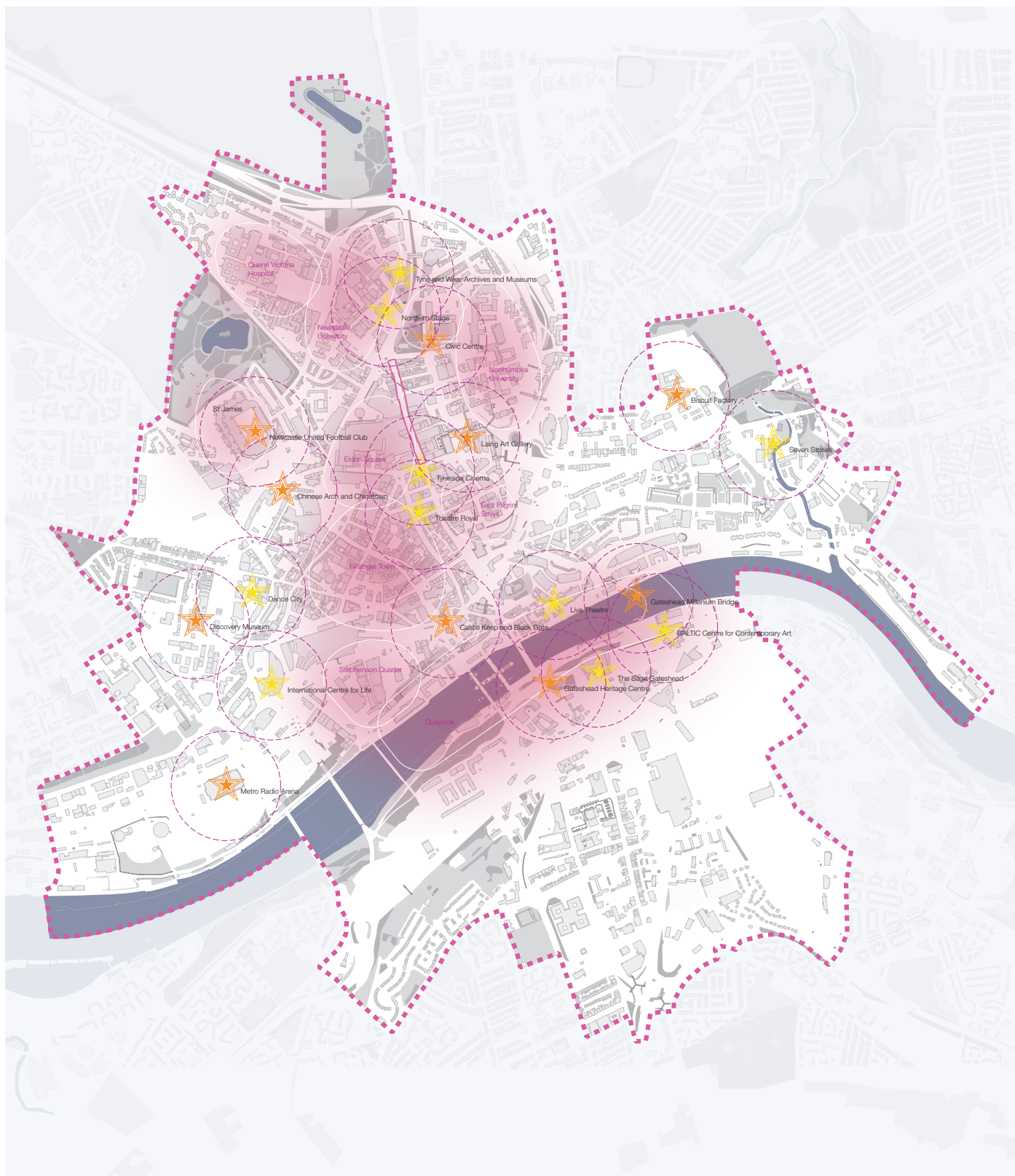
Certain narrow lanes offer another important intimate urban grain and an independent retail and gallery environment such as High Bridge, that have potential as places to visit and linger particularly if they were free of traffic.

Key:

-  NewcastleGateshead Cultural Venue
-  Building based attractions
-  5min walking distance
-  Urban core area boundary
-  Northumberland Street boundary



0m 100m 500m



WIDER CONTEXT MAPPING

CONNECTIVITY













City Chief Cycle Challenge 2011. Photo credit: Ted Thomas

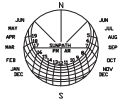
To achieve sustainable urbanism, the One Core Strategy, para 5.6, aims to 'reduce the need to travel, especially by private car'. If a place is safe and enjoyable to walk it is likely to be a place to cycle. The balance is severely out of kilter at the moment, with greater percentage use being pedestrian, but the higher percentage space given over to vehicles.

Currently, there is little connectivity either for pedestrians or cyclists in the city centre. The central motorway is the only one in the country where you join the fast lane and the approach from Byker via New Bridge Street for instance, is a treacherous experience. A cycle strategy should positively focus on the city centre as an exemplar of heightened awareness and physical change in reallocating carriageway space, high quality cycle parking and enhancing the cycle environment particularly in terms of safety and connectivity.

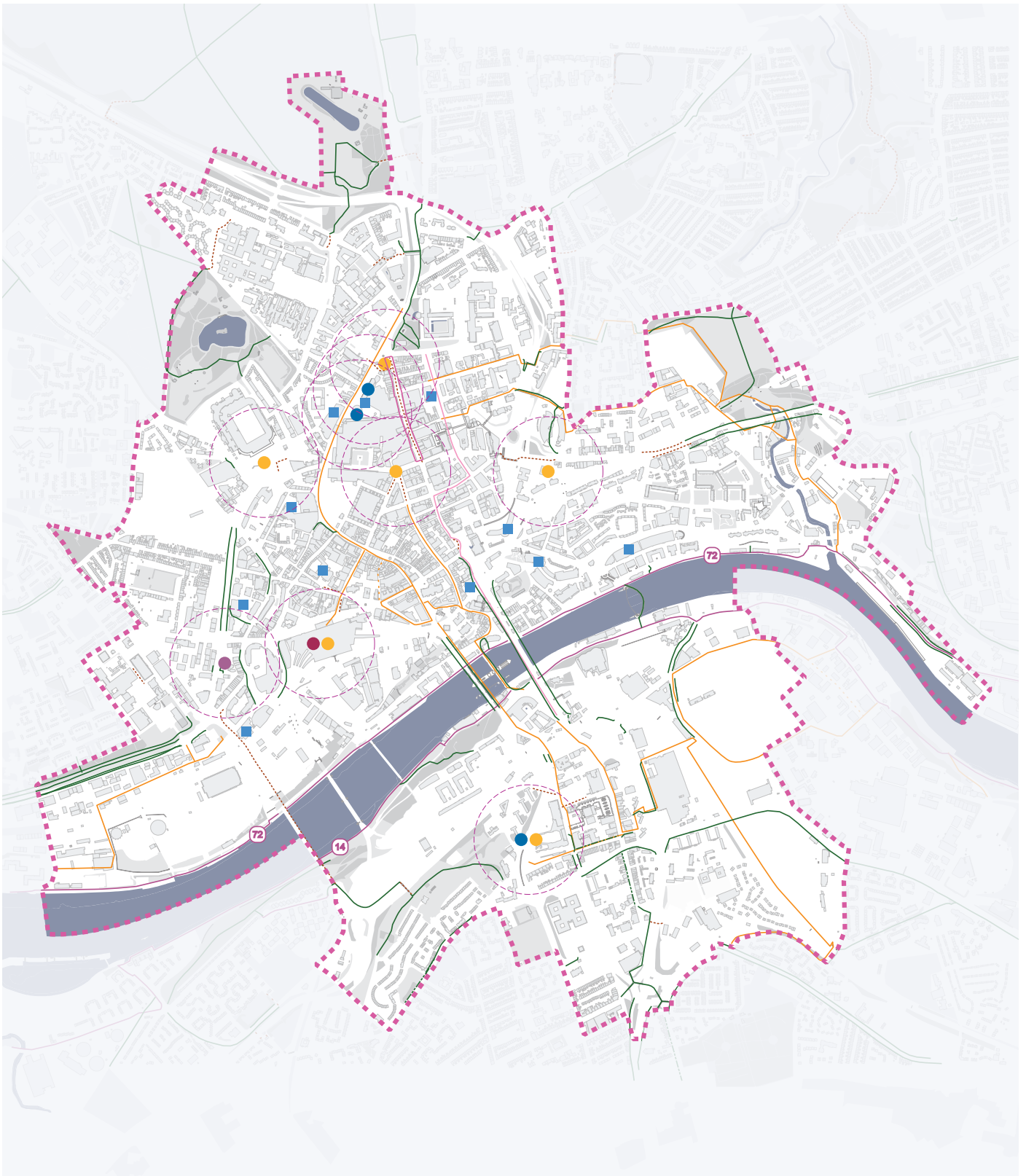
This is acknowledged in the One Core Strategy in para 5.23, which commits to 'increase pedestrian priority; improve cycle links; increase public transport priority and reduce the amount of through traffic to and within the urban core'. The strategy reinforces the notion that prioritising sustainable modes and restricting traffic to the periphery will create a quality of place that supports economic activity and describes a commitment to transform the motorway scale of major roads to civilised streets and boulevards, with a target of 20% of trips under 5 miles by bike within 10 years.

Key:

- | | | | |
|---|-------------------------------------|---|-------------------------------|
|  | National cycle route |  | NCN725 'Great' North Cycleway |
|  | Traffic free routes and cycle lanes |  | Coach station |
|  | Proposed cycle routes |  | Metro station |
|  | Walking only cycle routes |  | Bus station |
|  | Urban core area boundary |  | Carpark |
|  | Northumberland Street boundary |  | 5min walking distance |



0m 100m 500m



ANALYSIS

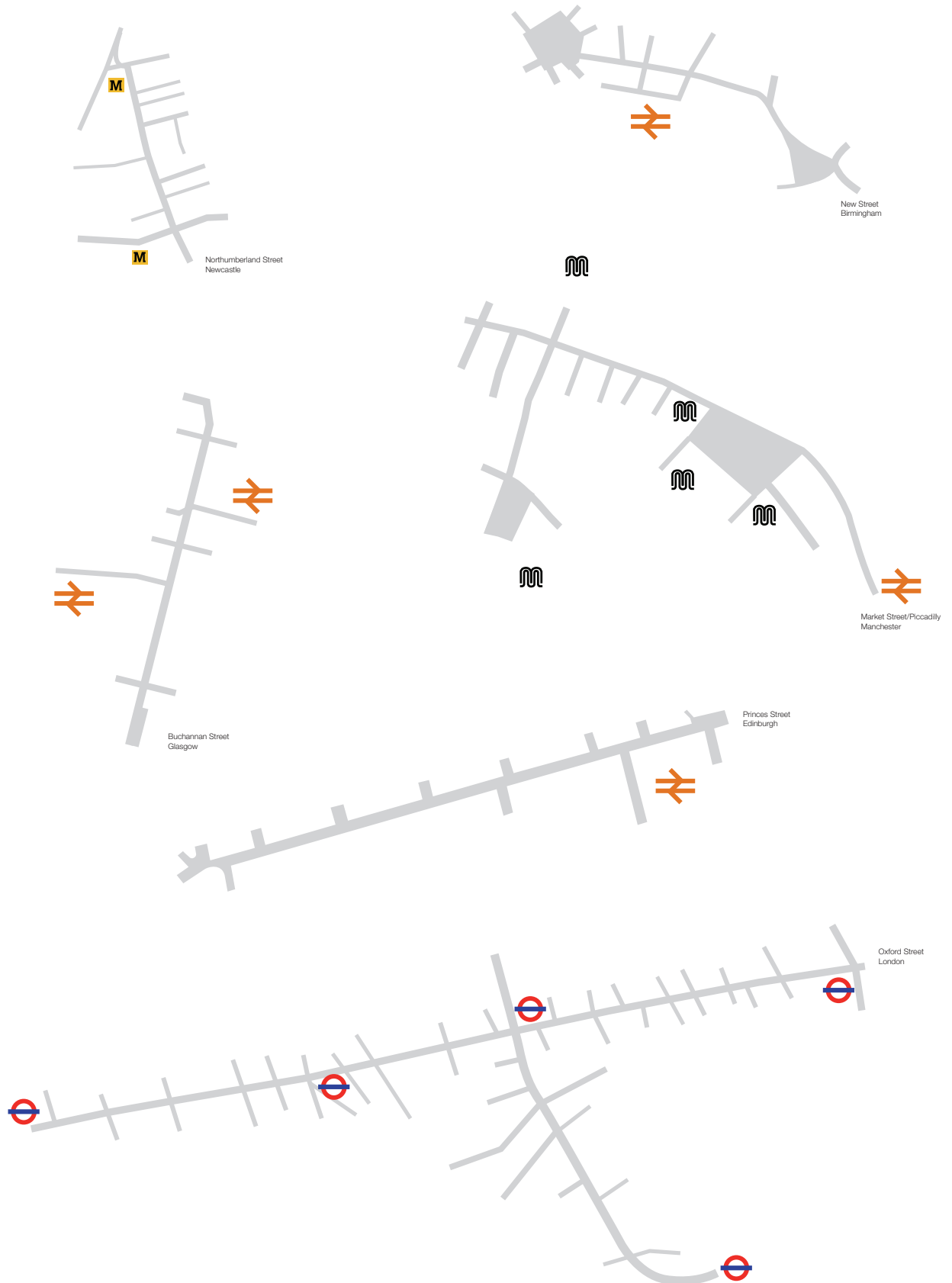
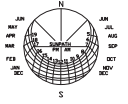
SCALE COMPARISON



Buchanan Street, Glasgow

Northumberland Street is less than 0.5km long, a modest length for a high street considering footfall is the highest in the north east. Therefore the added value of transformation is likely to represent good value, in its concentrated impact. It also begs the question why not extend pedestrianisation to the whole of Pilgrim Street and Blackett Street, as suggested by stakeholders, as well as the side streets of Northumberland Road and Ridley Place as shared surfaces to add real value to the experience of the city centre, so that pedestrians and cyclists can access the city centre in a convenient and safe manner. The pedestrian area might then be commensurate with the extent of pedestrian prioritised zones in similar sized cities in UK and Europe, or districts of larger cities such as Covent Garden in London, deemed attractive and economically successful places to live, work and visit.

Northumberland Street runs broadly north south, and the advantage of this in a northern city is that even in the winter when the sun is low, there is midday sun in the street. The connection with Pilgrim Street offers exciting opportunities with the East Pilgrim Street ADZ, and create 'a more arresting first impression as you approach Newcastle from the south', and the side streets running east west offer opportunities to forge stronger better links to The City Pool, Newcastle City Hall, Northumbria University and communities beyond.



ANALYSIS

POTENTIAL FOR GREEN ROOFS



Northumberland Street from Fenwicks' Roof

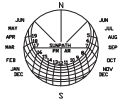
There is up to 23ha of mostly retail flat roof in the urban core that have the potential of being transformed into 'living roofs' of high biodiversity value, where structurally capable.

The devastation of the floods in June and September 2012 in the city highlighted the needs for water sensitive urban design. Greater absorption and attenuation needs to be urgently achieved to mitigate the impacts of climate change.

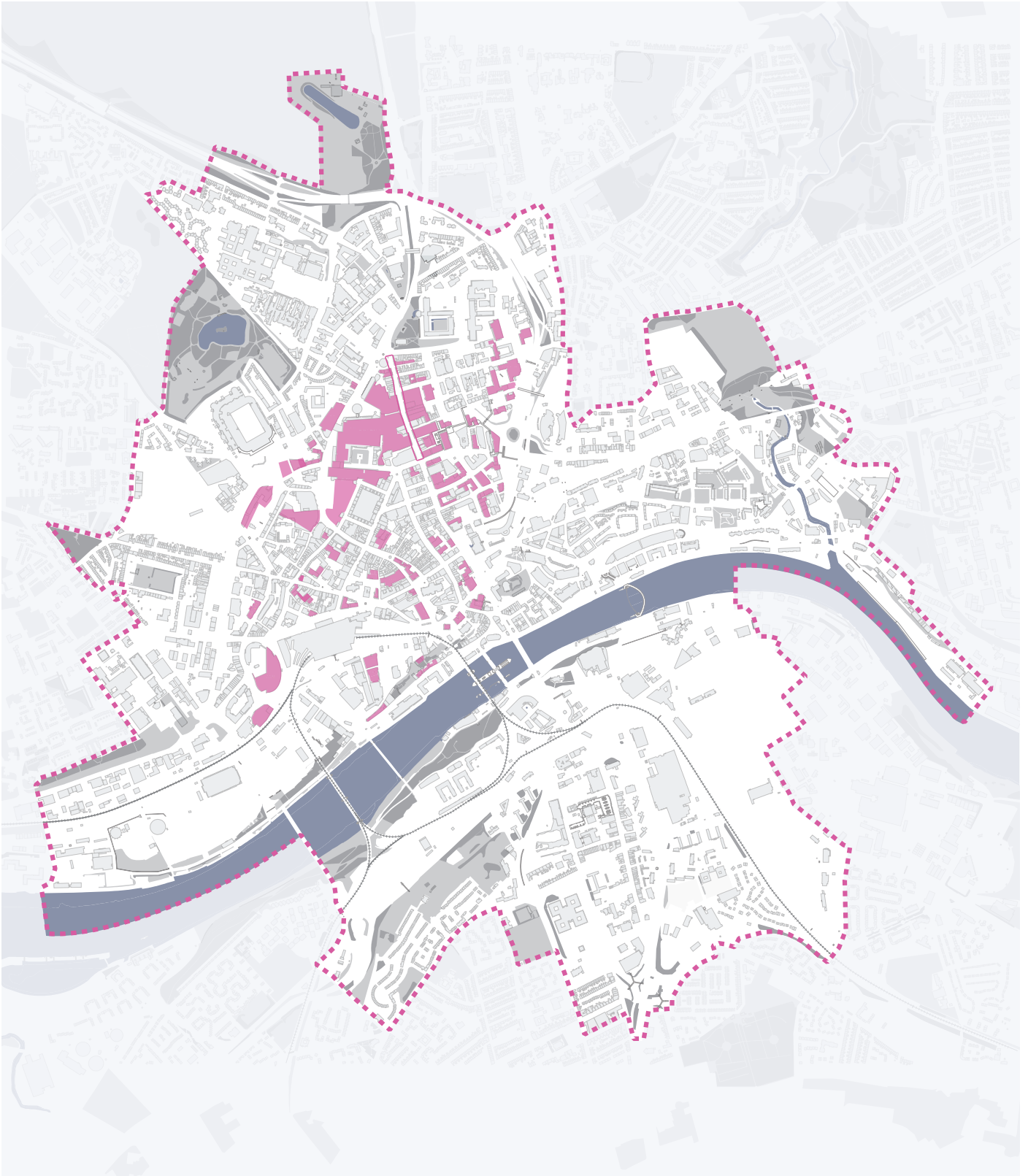
The ecosystems services provided by green roofs or living roofs is especially important with regard to a reduction in the urban heat Island effect, the build up of heat in the city centre due to a paucity of street trees and a high proportion of hard surfacing, and help reduce the impact of flash summer storms predicted to increase as the climate changes, and as witnessed this summer in.

Key:

- Flat roof
Approximate Area shown 23.3 Ha
- Urban core area boundary
- Northumberland Street boundary



0m 100m 500m



ANALYSIS

ASSETS | ISSUES | GENERAL APPEARANCE

'Newcastle upon Tyne is a unique city. It has Roman origins and, like York, grew to become an important strategic location and market centre in medieval times. It was re-developed during the 19th c., providing the city with a Georgian New Town comparable to Edinburgh and Bath. Tyneside developed as a world centre for shipbuilding and the export of coal. It also experienced the full thrust of the Industrial Revolution during the 19th c.' Cityscape' 1997 initiative of RIBA Northumbria Branch

'Pevsner in 1953, thought' no one would choose to investigate the sights of Gateshead for fun', and in Newcastle in 1957 saw 'Thickets of factory, warehouse and slum'. That was the past: today's visitor sees a clear river, splendid new and restored buildings, attractive public spaces and lively sculpture'. Pevsner Architectural Guide 2010

However there has been a lack of any pro-active and co-ordinated management or investment in Northumberland Street in recent years and it is starting to show in its general appearance cluttered with licensed and unlicensed stalls, kiosks, and chuggers, detrimentally effecting the overall perception of the place. The street is not a special, unique or memorable destination. Newcastle Gateshead Initiative (NGI) for instance, does not now refer to Northumberland Street as the 'Oxford Street of the North' as before.

None the less, the street retains its importance both strategically in terms of its central location for shopping and locally in terms of being perceived as Newcastle's high street. The main entrance to Eldon Square Shopping Centre and key retailers Fenwick's, Marks and Spencer's, Primark and BHS are all located on Northumberland Street. It is also an important pedestrian conduit with high footfall between university campuses and the Civic Centre to the north and the heritage of the Monument / Grainger Town / Grey Street to the south. On detailed inspection there are various specific assets to note, and many issues to protect its status as the shopping hub of the North East by re-imaging the street as a cultural destination.

The following is a swatch of key assets and issues photographically recorded.



Proximity of Civic Centre



Proximity of Exhibition Park



Proximity of Town Moor



Medieval Quarter



Historic assets in East Pilgrim Street



Proximity of Leazes Park and St James

ASSETS



Proximity of Central Station



Proximity of Castle Keep



Proximity of Theatre Royal



Proximity of Monument



High footfall



Heritage and retail



Distinctive local offer



Potential of adjacent release space



Stephenson Bridge heritage



Proximity of Old Eldon Square



Proximity of Quayside



Lanes offering permeability



Local assets



Proximity of Grainger Town



Patches of Green Infrastructure St Andrews



Potential of Civic Centre landscape

ISSUES



Low kerbs at Blackett Street



Paving failure



Inadequate paving spec



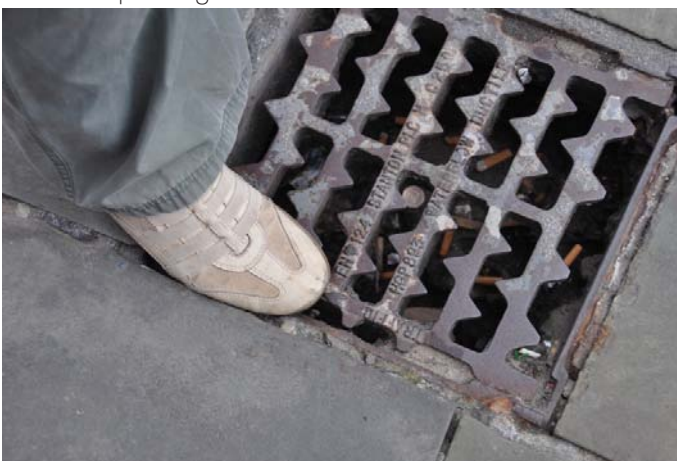
Worn blister paving



Poor tree planting



Poor detailing of tree pits



Uneven surfaces



Negative impact of inactive shopfronts



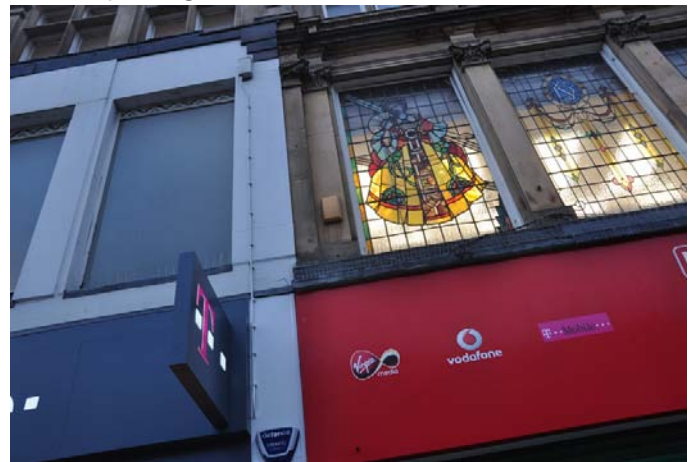
Lack of cyclist accessibility and connectivity



Poor wayfinding



Vacant property of character and heritage value



Asset stripping of heritage features



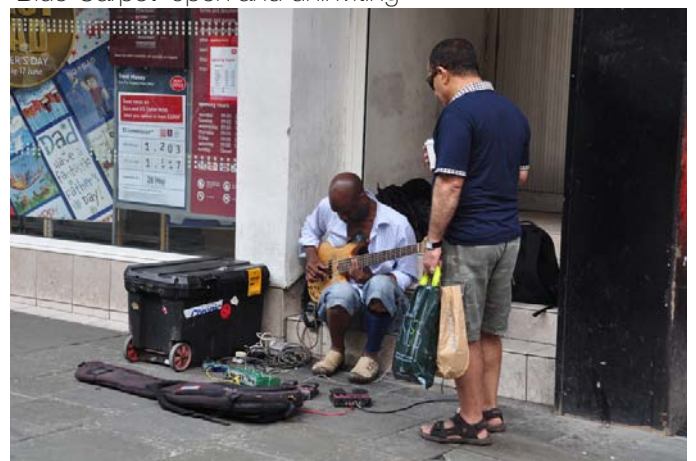
Pedestrian confusion at Swan Roundabout



'Blue Carpet' open and uninviting



Conflict and clutter of servicing, kiosks and outdoor tables



Unregulated buskers

ISSUES



Vehicular dominated environment: John Dobson Street



Poor quality side streets



Barren landscape of Northumberland Street



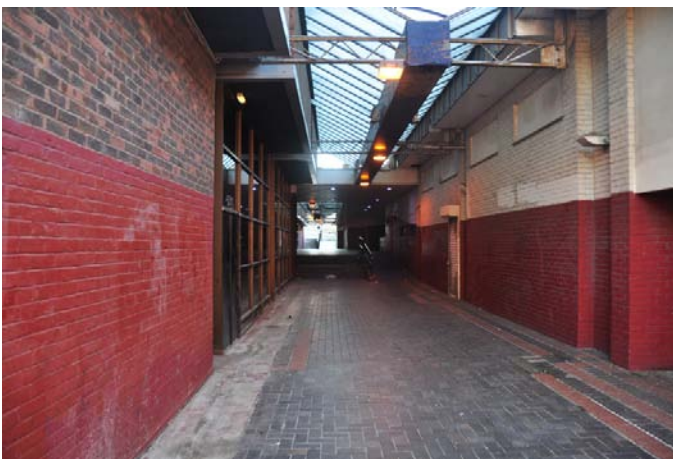
Poor setting for St Thomas'



Network of subterranean environments



Raised pedestrian circulation



Hostile environment of elevated walkways



Hostile elevated connection to Northumberland St



Poor quality design and connection



Dominant north facade and poor architectural treatment



Dominant bus station environment



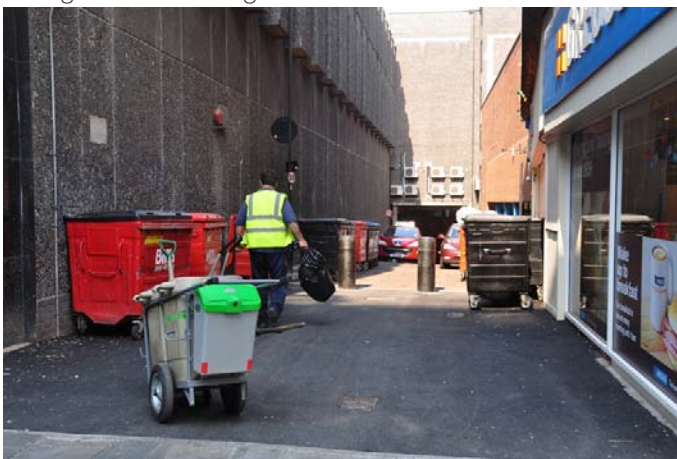
Hostile undercroft to Blackett Street



Unregulated servicing



Ugly service space off John Dobson Street



Poor servicing strategy



Cleansing and maintenance regimes

STREET MAPPING

PEDESTRIAN MOVEMENT



Northumberland Street looking north

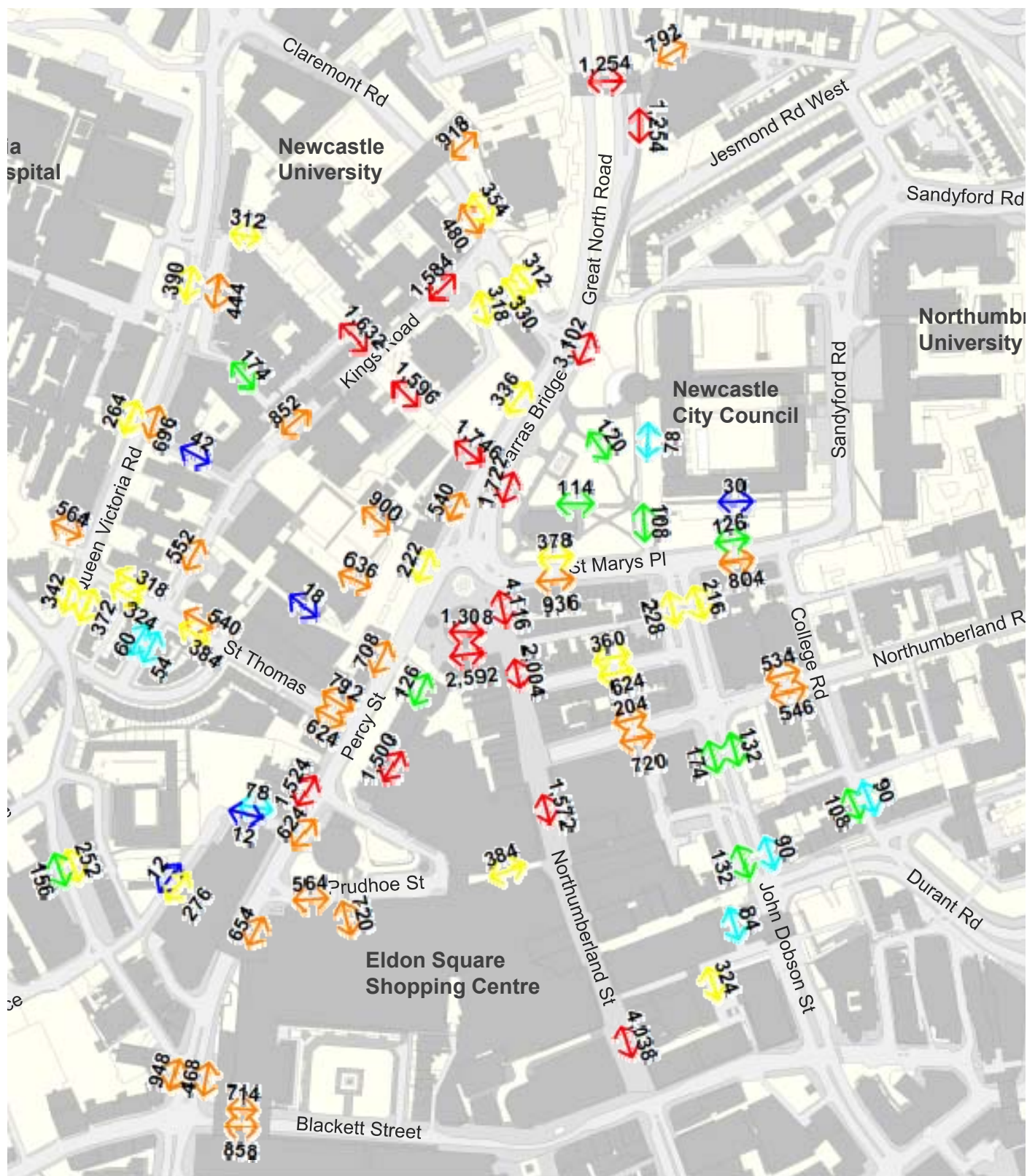
A number of pedestrian movement studies in the vicinity of Northumberland Street have been carried out to provide strategic urban analysis, design advice and pedestrian activity forecasting related to Newcastle University, Haymarket, East Pilgrim Street, Strawberry Place, Stephenson Quarter and Gateshead. This has highlighted the critical issues of how the area is being used; the occupation and movement patterns; the influence of layout, land use and transport on pedestrian movement; opportunities and constraints.

Analysis of this kind has not been carried out since the opening of The Gate, the extension to Eldon Square to evaluate the impact on Northumberland Street, and analyse the strength of attraction of movement-sensitive land uses especially retail, along with spatial layout and transport attraction. A specialist movement study allows the spatial design factors that influence performance in terms of legibility, wayfinding, convenience, viability and safety to be assessed.

The Space Syntax Concept Design Study of Haymarket for Newcastle City Council 2009 evidenced the highest footfall on Northumberland Street, Monument and Blakett Street, and high footfall in adjacent streets particularly the top (northern) ends of Percy Street, Pilgrim Street and Grainger Street.

The study noted: 'High pedestrian movement rates are observed in the area. They exceed the number of car users and, during lunchtime, even the number of bus users'. The count showed 2,827 people per hour average on a weekday.

Survey taken before completion of The Gate



STREET MAPPING

GREEN INFRASTRUCTURE



Tree on Saville Row



Sparse trees on Northumberland Street

Northumberland Street is particularly barren in terms of green infrastructure. Engagement with stakeholders highlighted the value placed on beauty, biodiversity, bird song and bees, also on the mitigation of microclimate particularly the windy environment with little provision of the dappled shade offered by trees.

There are no green roofs evident in the city centre, and a significant quantum of flat roofs over retail property. Within the Urban Core an immediate action could convert up to 23ha of mostly retail flat roof into 'living roofs', where structurally capable, to immediately mitigate storm water flash flooding, as well as representing a significant new rooftop parkland opportunity, bringing the benefit of storm water attenuation, biodiversity, thermal performance, sound insulation, protection of waterproofing, amenity space and urban agriculture.

Scoping the significant potential for green roofs, the consideration of pavement parks and vertical gardens will help maximise the footfall by creating a place that feels attractive and comfortable, is high in biodiversity, resilient, and enhances the vitality and well-being of the city. Below ground services are inevitably a constraint on tree planting and needs to be scoped further.

Newcastle Council Leader Cllr Nick Forbes has declared himself as a champion of the recent publication 'Trees in Townscape' 2012 by Trees and Design Action Group: The report says 'Trees make places work, look and feel better. As well as playing a role in climate proofing our neighbourhoods and supporting human health and environmental well-being, trees can also help to create conditions for economic success'.

Key:



Existing tree



Existing green space



Flat roofs

Cable

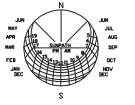
Gas

Water

Sewers

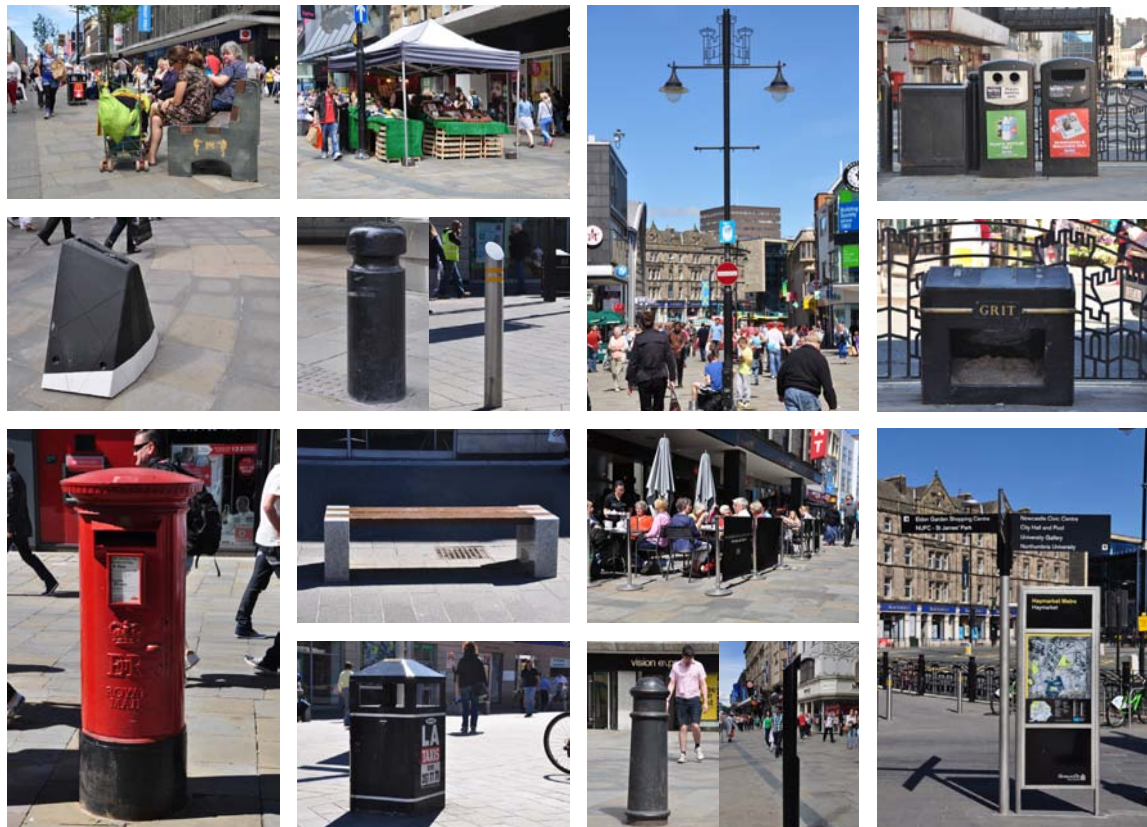
Virgin cables

Electricity



STREET MAPPING

STREET FURNITURE



Catalogue of Existing Street Furniture

The street is not clearly defined.

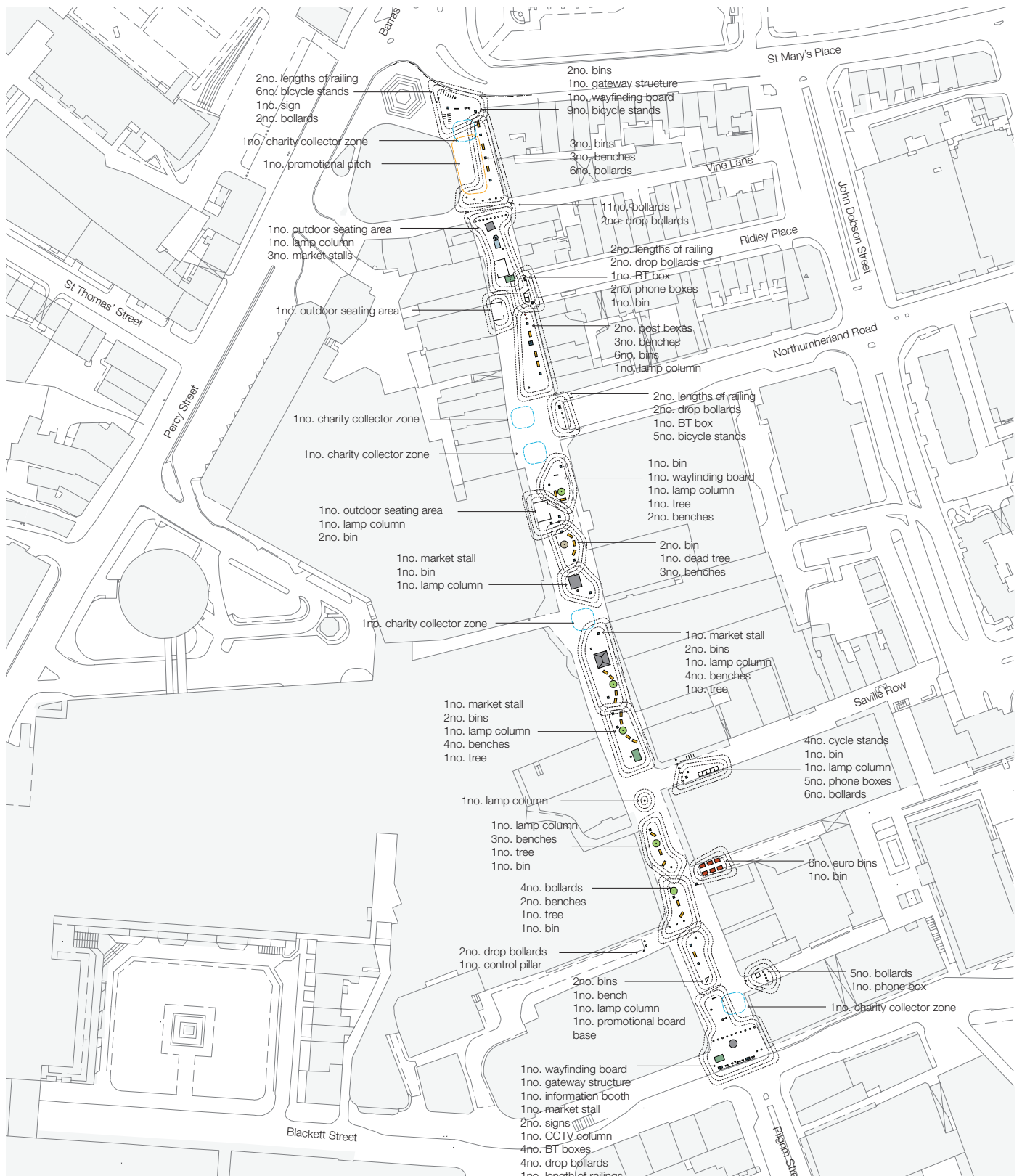
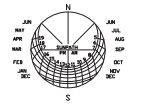
Overall there are over 200 pieces of street furniture in a 500m length of street, with the balustrading at the north and south thresholds of the street creating particular places of aggregated clutter which in turn leads to congestion at those thresholds, and lack of visual permeability.

The clutter and lack of a coordinated approach to the street means that many are being put off from shopping in the high street, particularly the young who find it a harsh environment, the older population who represent the 'golden economy' of the city, and those with disabilities who find the street an obstacle course, providing little comfort to rest and linger.

7no. lengths of railing
24no. bicycle stands
3no. sign
43no. bollards
5no. charity collector zone
1no. promotional pitch
32no. bins
2no. gateway structures
3no. wayfinding board
25no. benches
12no. drop bollards
3no. outdoor seating areas
11no. lamp columns

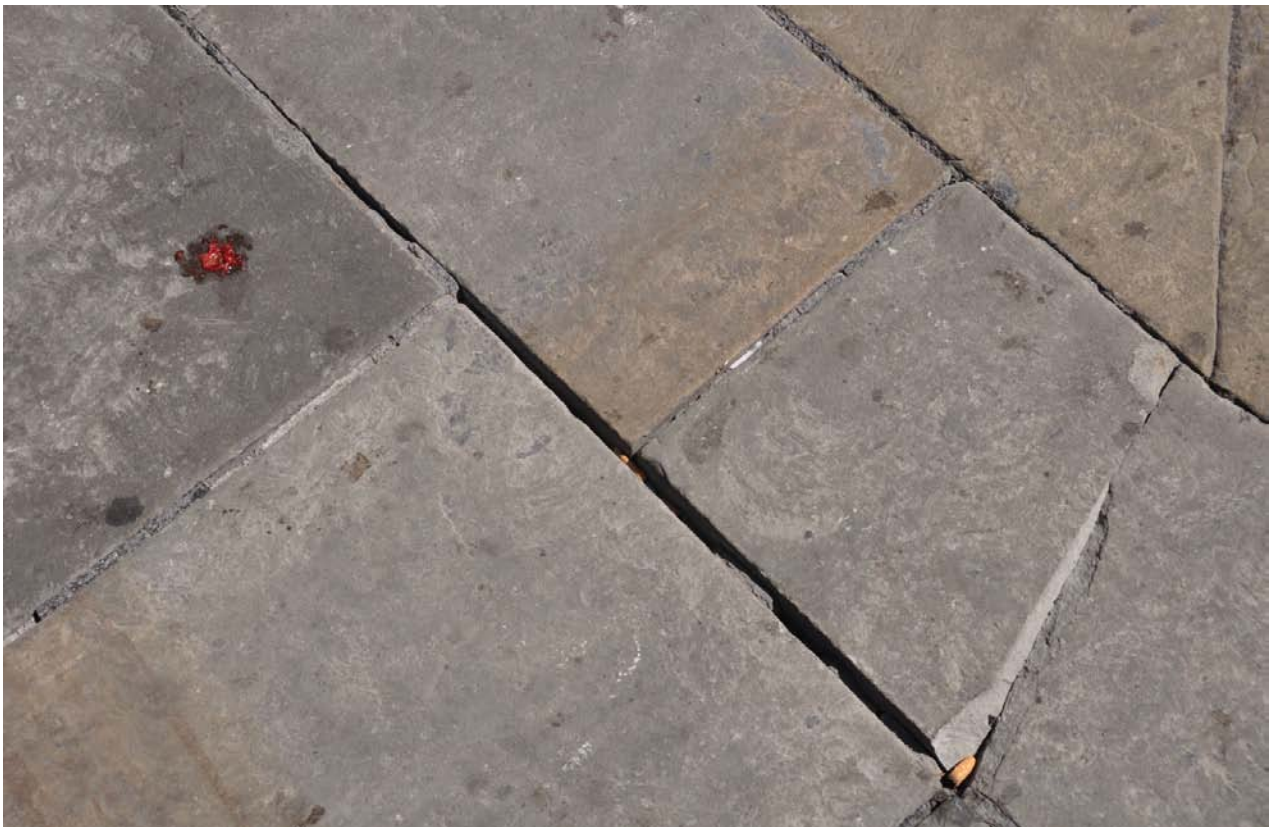
7no. market stalls
6no. BT boxes
8no. phone boxes
2no. post boxes
5no. trees in decline
1no. dead tree
1no. control pillar
1no. promotional board base
1no. information booth
1no. CCTV column
6no. industrial bins

total number of items - 210no.



STREET MAPPING

MATERIALS

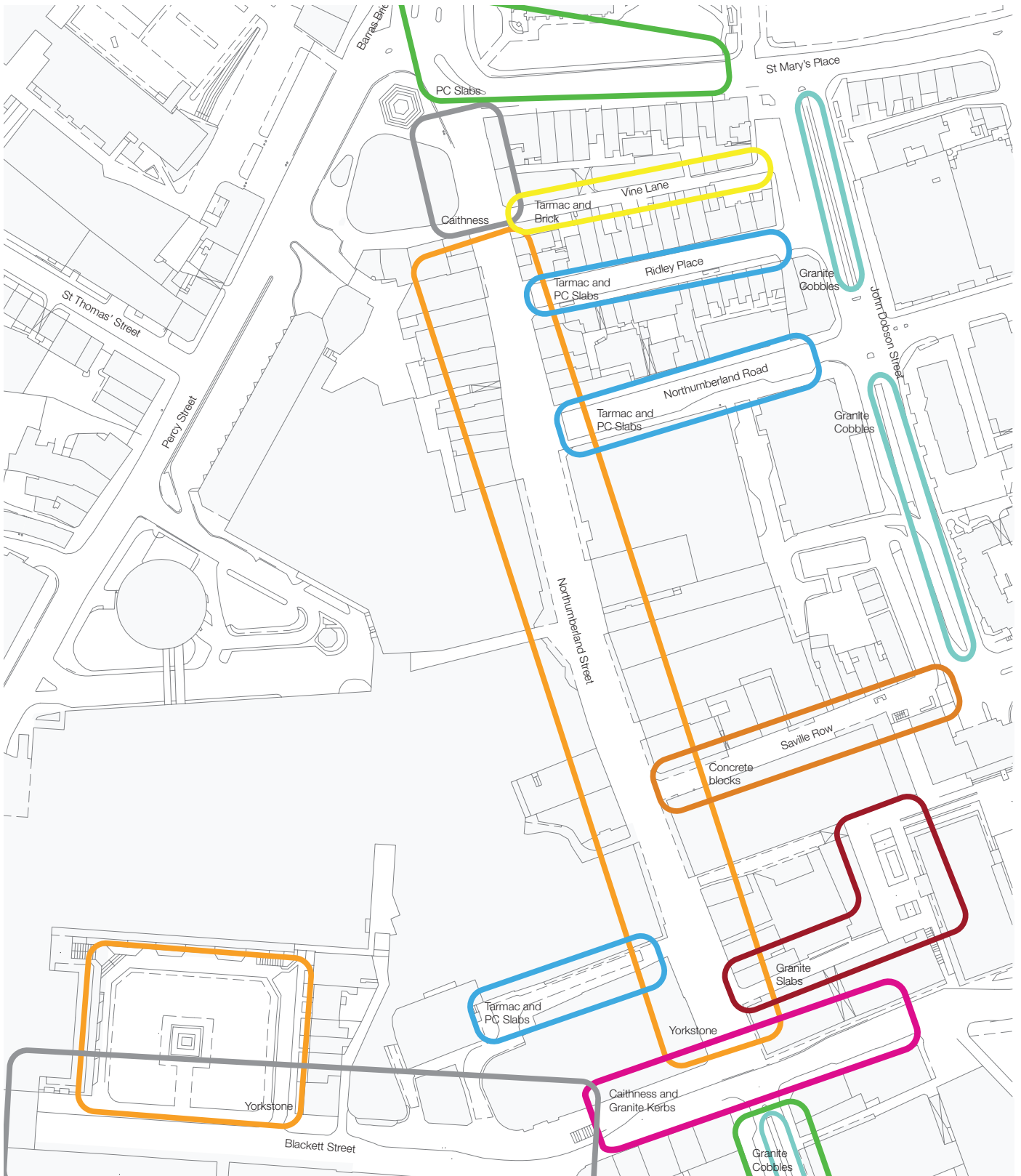


Example of wear and tear of Yorkstone on Northumberland Street

The majority of the paving on Northumberland Street is not fit for purpose. It is failing structurally and affecting accessibility due to damage by goods delivery vehicles. It is an ongoing maintenance liability to NCC at a cost of £100k per annum. In addition, there is a problem with litter, location of euro bins, staining and chewing gum.

A pavement design that creates a robust and accessible surface is required, that considers sustainable urban drainage. A cleansing strategy is required commensurate with the high footfall that is efficient, discrete and sustainable in collaboration with retailers.

In addition there are a number of different paving material and laying pattern that should be rationalised to reinforce the street character and to ease management and maintenance. One paving material and one kerb unit, which may have bespoke elements and various unit sizes, should be considered including the shared space of connecting side streets.



STREET MAPPING

MOVEMENT AND PERMEABILITY



Clutter of street threshold






The street is not clearly defined or zoned and uses often conflict with each other. There is no clear walking or cycling space, fixed pitches for seating and eating outdoors or clear space defined for cultural activity and performance. It does not accommodate the needs of all groups of society in particular the elderly and disabled who find it hard to find their way along the street.

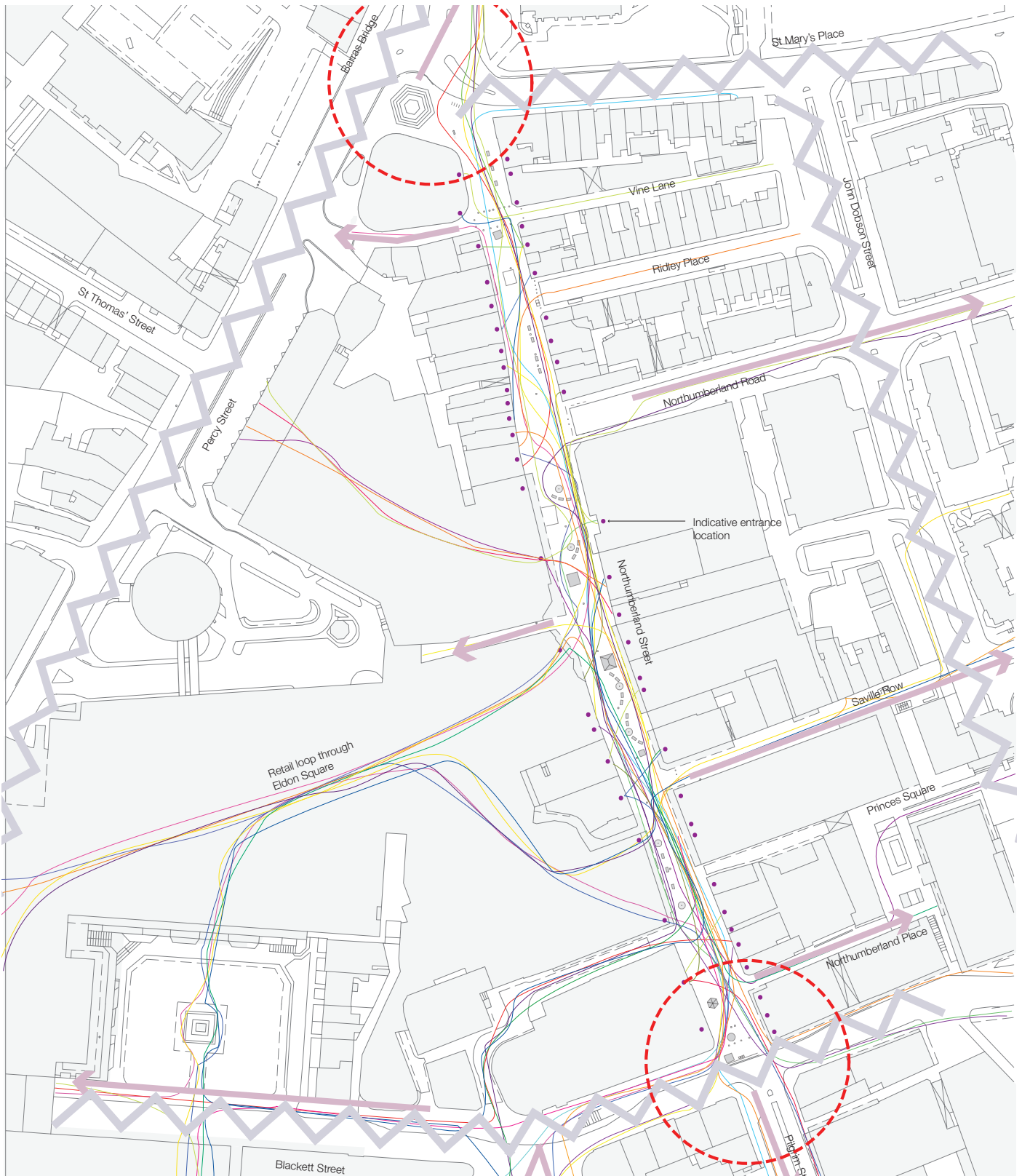
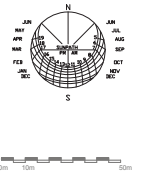
Market stalls and pavement cafés are let on an annual licence agreement. They are supposed to pitch their demise within the pavement studs and only sell what is permitted within their Licences. This is not always the case, more often randomly and poorly laid out leading to pedestrian congestion, and the biggest culprits for unauthorised vehicle access. In addition there is no clarity in the street planning so that the 'shoreline' of the shop fronts is not clear, creating a daunting experience for the blind and partially sighted in negotiating the street.

The stalls themselves look untidy and often generate complaints from neighbouring retailers. The studded paving is not an effective demarcation and due to the soft paving stone are wearing away. A market strategy should investigate options of street markets including event retailing, identifying gaps in the market to attract entrepreneurial talent in retailing, creating 'new social hubs'. The side streets could offer potential in this respect to relieve Northumberland Street of congestion and encourage the benefits of the high footfall to be spread and shared and to offer choice and balance in terms of both anchor stores and independents.

The public realm including crossings to the north and south of Northumberland Street should be redesigned to enhance safety and connectivity and to prioritise space to the pedestrian and cyclist commensurate with high flow statistics. In doing so Northumberland Street could be better reinforced as a key central spine in the city linking, at no great walking or cycling distance in any direction to key attractions such as Exhibition Park, the two University campuses, Leazes Park, Eldon Square Shopping Centre, Grainger Town, City Library, East Pilgrim Street ADZ, Quayside, Castle Keep, and Central Station.

Key:

-  Approximate location of shop thresholds
-  Thresholds and pedestrian priority zones for major improvement
-  Vehicular dominated streets
-  Pedestrian connections to be reinforced
-  Movement as observed



STREET MAPPING

SERVICING OF THE STREET









Deliveries on Northumberland Street

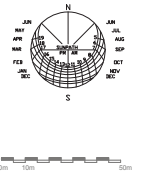
Liveable streets are those that feel comfortable for pedestrians and cyclists that allow social networking as much as shopping. Despite a traffic restriction from 10am to 5pm, vehicles regularly access Northumberland Street at all times of the day, creating a safety hazard and congestion, giving the street the appearance of a highway rather than a pedestrian environment, and directly conflicting with NE1's 'Live after Five' initiative. Only 4 properties on Northumberland Street (plus the Market Stall holders) do not have rear servicing access yet a significant number of vehicles still use the street for servicing purposes.

A street management strategy should be instigated to ensure servicing does not conflict with pedestrian activity in the morning and evening, and priority given to creating a pedestrian and cycling friendly environment.

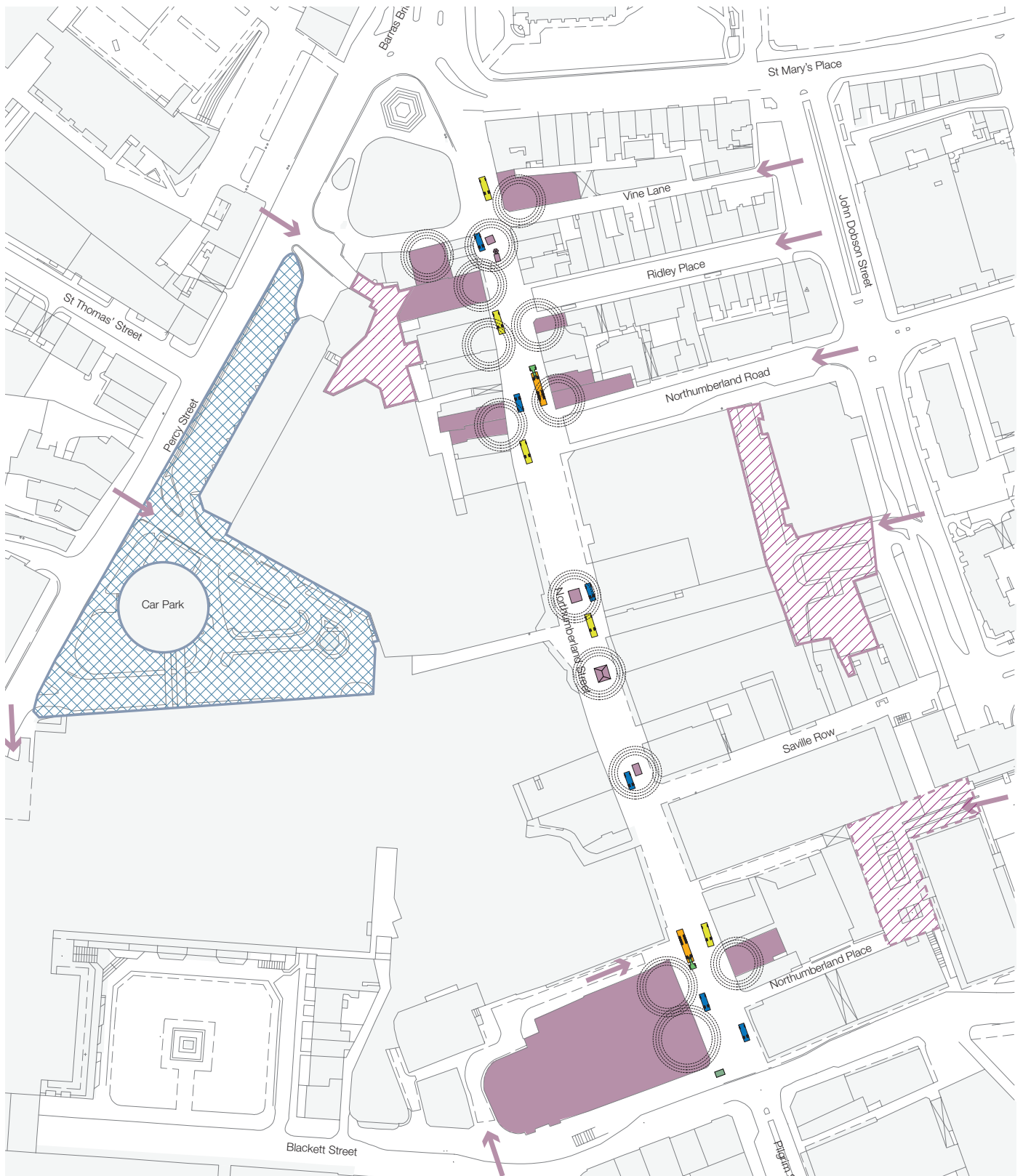
The cycle strategy for the city should positively focus on the city centre as an exemplar of heightened awareness and physical change in reallocating carriageway space, high quality cycle parking, enhancing the cycling environment particularly in terms of safety and connectivity. Immediate consideration should be given to a trial period when cyclists are permitted to cycle the high street in the early mornings and evenings, for instance.

Key:

-  Unit and market stall that receives deliveries on Northumberland Street
-  Zone of activity for servicing
-  Observed location of delivery vehicles
-  Delivery yard
-  Delivery yard, car park and bus station
-  Access points for delivery vehicles



Note:
Mapping based on observation



STREET MAPPING

HISTORIC STREET ASSETS



Northumberland Street, 1900 looking north to Barras Bridge

From the late 19th century Northumberland Street has been a place of trading innovation. Fenwicks established as a family business there in 1882 when John James Fenwick, began a retail empire. He converted 5 Northumberland Street house into a shop and when his eldest son, joined the business in 1890, they acquired number 40 Northumberland Street. The flagship Fenwick store that pioneered the concept of the department store, remains on this site today.

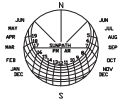
The photo of the northern section of the street towards Barras Bridge in 1900 captures an image of the street at a turning point from residential to commercial, with overhead cables of the trolley buses and relatively narrow pavements sheltered by awnings as protection from the weather, which were a feature of the street.

The architectural heritage of the street is therefore significant although not protected by listings and outwith any conservation area. Certain buildings are in need of refurbishment, others are vulnerable to alterations that diminish or remove heritage features of facades. The launch of a Northumberland Street project alongside investment from building owners (CSC, Hammersons) and retailers (Primark, BHS) may encourage others to invest in their buildings and facades to help retain heritage features and improve the overall streetscape.

There is also the potential to highlight these features whether modern or historic with an imaginative architectural lighting strategy integrated with digital art and media, to give interest and life to the after dark environment.

Key:

-  Conservation Areas
-  Listed buildings
-  Locally listed buildings
-  Building/feature of historic interest
-  Facade of local historic interest



VISION

STRATEGIC GREEN CONNECTIVITY: TYNE TO TOWN MOOR



Town Moor



Tyne

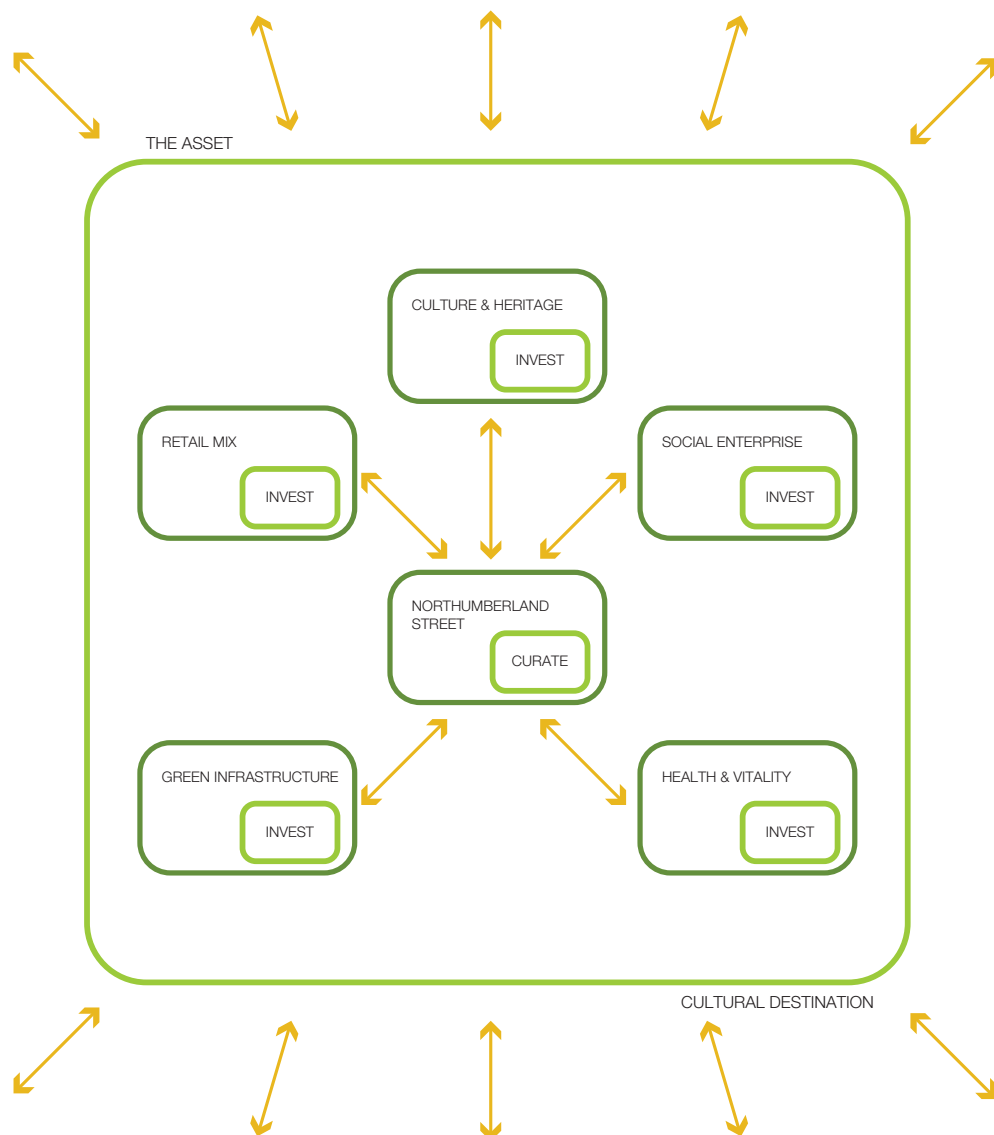
Connect Tyne to Town Moor with a series of green infrastructure initiatives, which mirror the recommendations of Farrell's Geordie Ramblas, and set Northumberland Street centrally in that experience, that should include:

- Green Bridge at Exhibition Park over the Central Motorway
- Improved public realm and pedestrian connections and crossing on Queen Victoria Road
- Improved pedestrian crossings and enhanced space for pedestrians and cyclists at Barras Bridge and St Mary's Place
- Tree planting and green infrastructure to Northumberland Street
- Pedestrianisation of Blackett Street
- Pedestrianisation, tree planting and green infrastructure to Pilgrim Street all the way to the Quayside
- Reconfiguration of Swan Roundabout and its underpasses to bring the pedestrian to the surface and improve the setting of the listed Holy Jesus Hospital



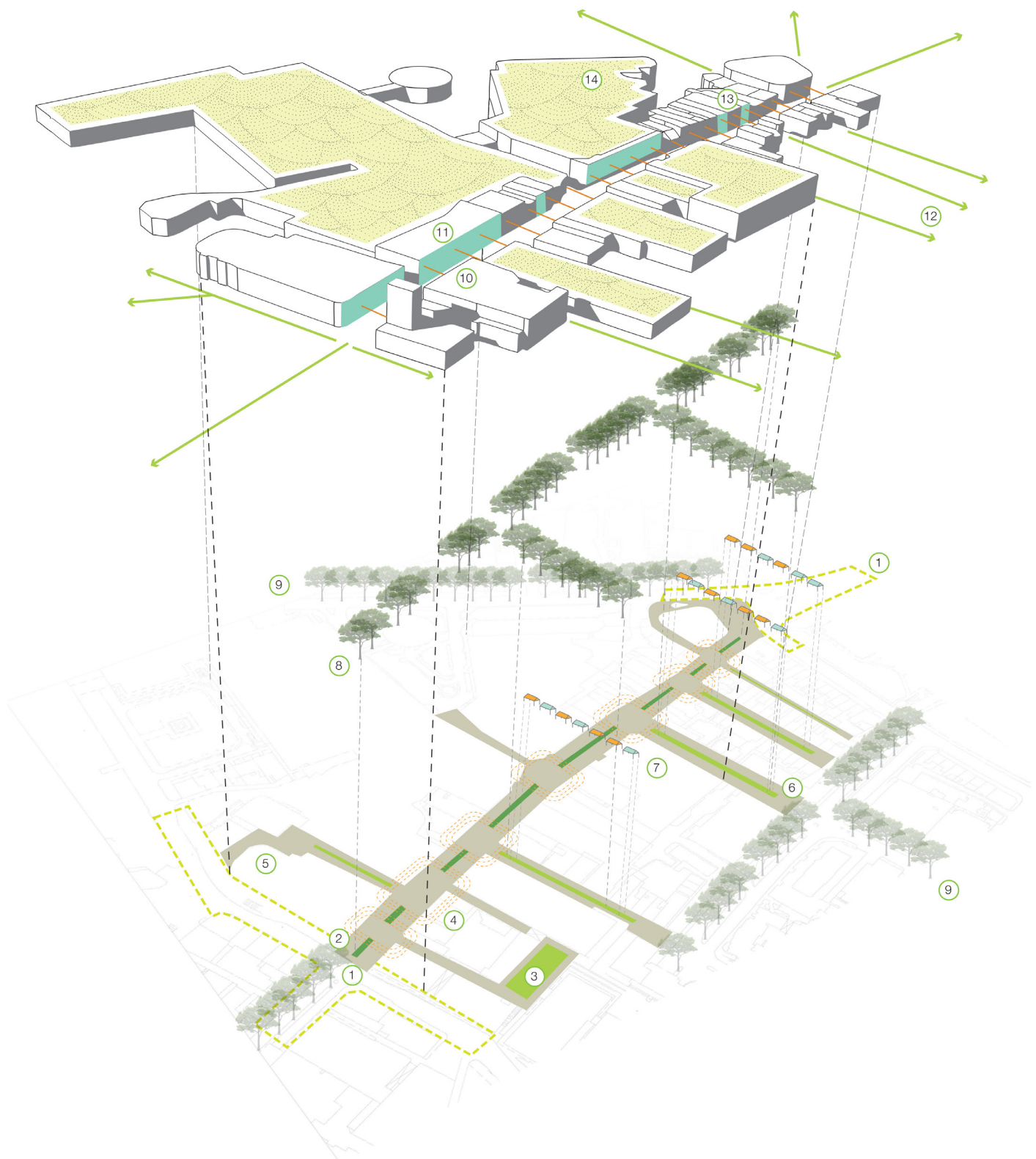
VISION

CURATE NORTHUMBERLAND STREET AS A DESTINATION



The management of the street directly relates to the perception of the street. Empty shop management orders should be instigated to ensure the Northumberland Street remains a hub of culture and commerce encouraging vacant shop fronts to be temporarily offered up to the creative sector, pop up shops and cafes, a social enterprise, to keep the street dynamic and interesting. Licensing should be reviewed to ensure that a high quality offer is made and that local entrepreneurs can participate in the street to diversify the shopping experience in a way that celebrate local distinctiveness.

1. Improved crossings at thresholds
2. Rationalised paving
3. Pavement gardens
4. Zones for activity
5. Extended pedestrianisation
6. Shared surfaces
7. Side street markets
8. Large specie tree planting
9. Percy Street and John Dobson Street tree planting and pedestrian/cycling priority works
10. Catenary lighting
11. Illuminated facades
12. Wider links
13. Green walls
14. Living roofs

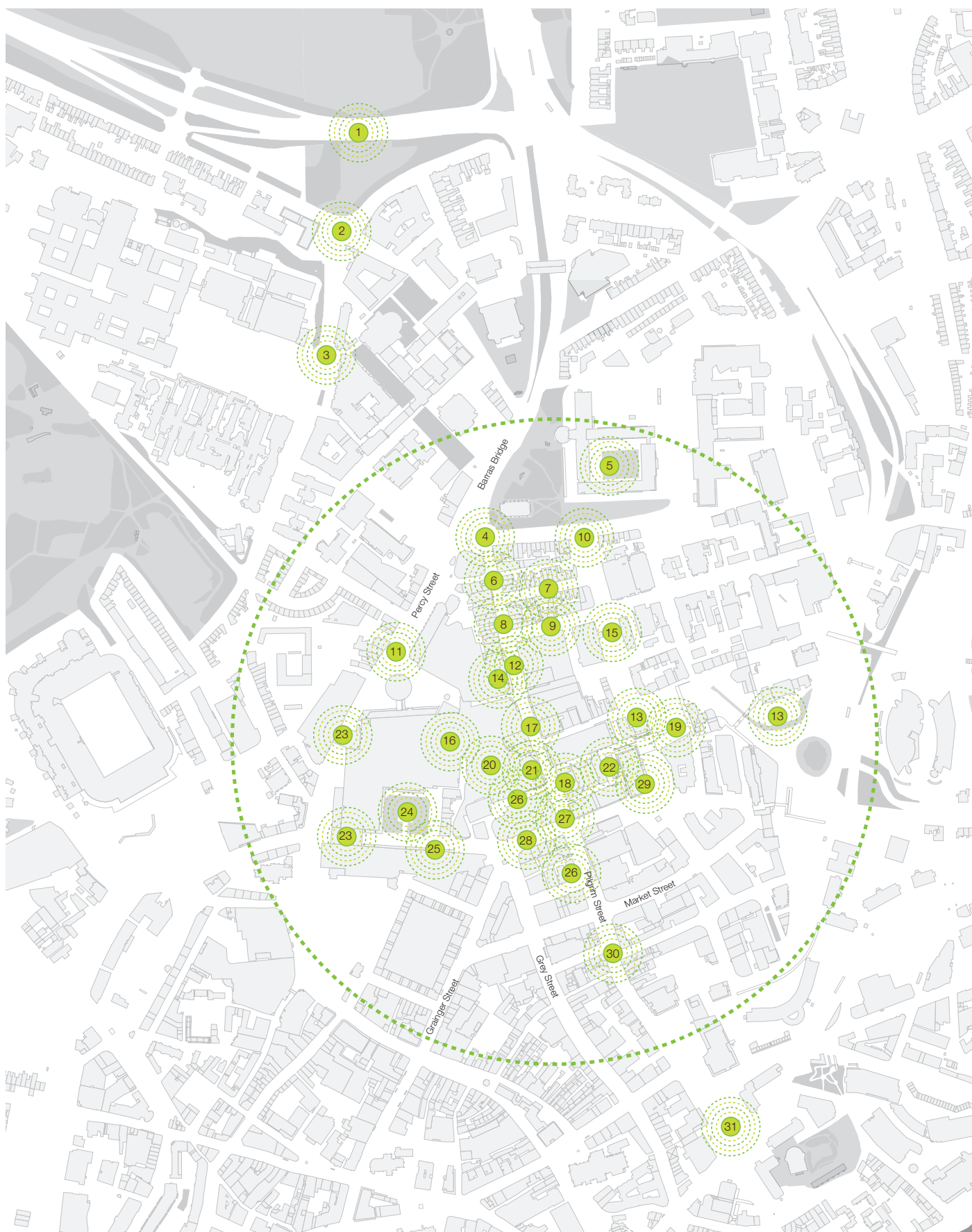
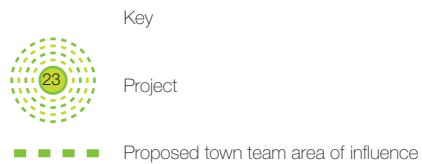


VISION

INCREMENTAL DELIVERY

1. Green Bridge: Connecting the Town to the Town Moor as green infrastructure over the central motorway, a previous initiative revisited
2. Crossings and green infrastructure: Claremont Road/Queen Victoria Road linking Exhibition Park and Kings Gate
3. Crossings and green infrastructure: Queen Victoria Road and frontages to Armstrong building and Royal Victoria Infirmary
4. Crossings and green infrastructure: Barras Bridge and St Marys Place
5. Civic meadows: Bee friendly meadows around the Civic Centre and in the Courtyard
6. Bee flora/Bee baskets: hanging baskets with planting for bee foraging and biodiversity
7. Market options: Ridley Place
8. Bins away! Cleansing initiative in side streets and lanes linked to upgraded street management
9. Market options: Northumberland Road and Saville Row pedestrianisation as a shared surface
10. Crossings and green infrastructure: John Dobson Street
11. Crossings and green infrastructure: Narrowing Percy Street to create large specie tree planting opportunities and wider footways
12. Prototype bench: Institute of Aging and Vitality locate, test, feedback and promote
13. Car park to pocket park: Highlight surface car parks and potential greening, promote the idea of green parking and the retrofit planting of multi storey car park structures
14. Up lighting key facades: e.g. M&S, Moss Bros and curating digital art
15. City Silviculture: John Dobson Street large specie tree planting in median as a rain garden
16. Empties: Call for interest in arts and cultural occupation of empty shops and space above
17. Catenary lighting: Installation on Northumberland Street
18. Cycle trial: Temporary opening and monitoring of Northumberland Street to cycling early morning and evening
19. Sky walk: High level garden walks and growing spaces, viewing decks and greening pedestrian walkways
20. Fenwick living roof: Perennial research plots in collaboration with Newcastle University for high biodiversity and bee foraging potential
21. Up lighting key facades: Fenwicks, M&S
22. Princes Square garden: Concurrently with EAT festival transforming Princes Square into a pavement park and growing space
23. Façade and soffit treatment: Eldon Square and Eldon Garden Shopping Centre link bridge lighting and architecture
24. Bedding: Bee friendly perennial planting in Old Eldon Square to replace bedding
25. Architectural rigging: Green wall façade treatment at Eldon Square north facing wall
26. Lighting: Lane lighting Tyneside Cinema initiative
27. De-cluttering: Rationalise street furniture
28. Blackett Street pedestrianisation: Temporary traffic free event connecting the Laing to the Library, Monument and Old Eldon Square,
29. Up lighting key facades: Library
30. City Silviculture: Pilgrim Street large specie tree planting in median as a rain garden
31. Great North Ride starting at Swan roundabout and taking over the central motorway and streets of Newcastle similar to London's Skyride

The transformation of Northumberland Street could be achieved through an incremental approach to project delivery over time. However of utmost importance to delivery of the vision is the instigation of a town team manager to take a curatorial role over the street, to take responsibility for project delivery, quick wins, stakeholder and community engagement and to be the friendly face on the street.

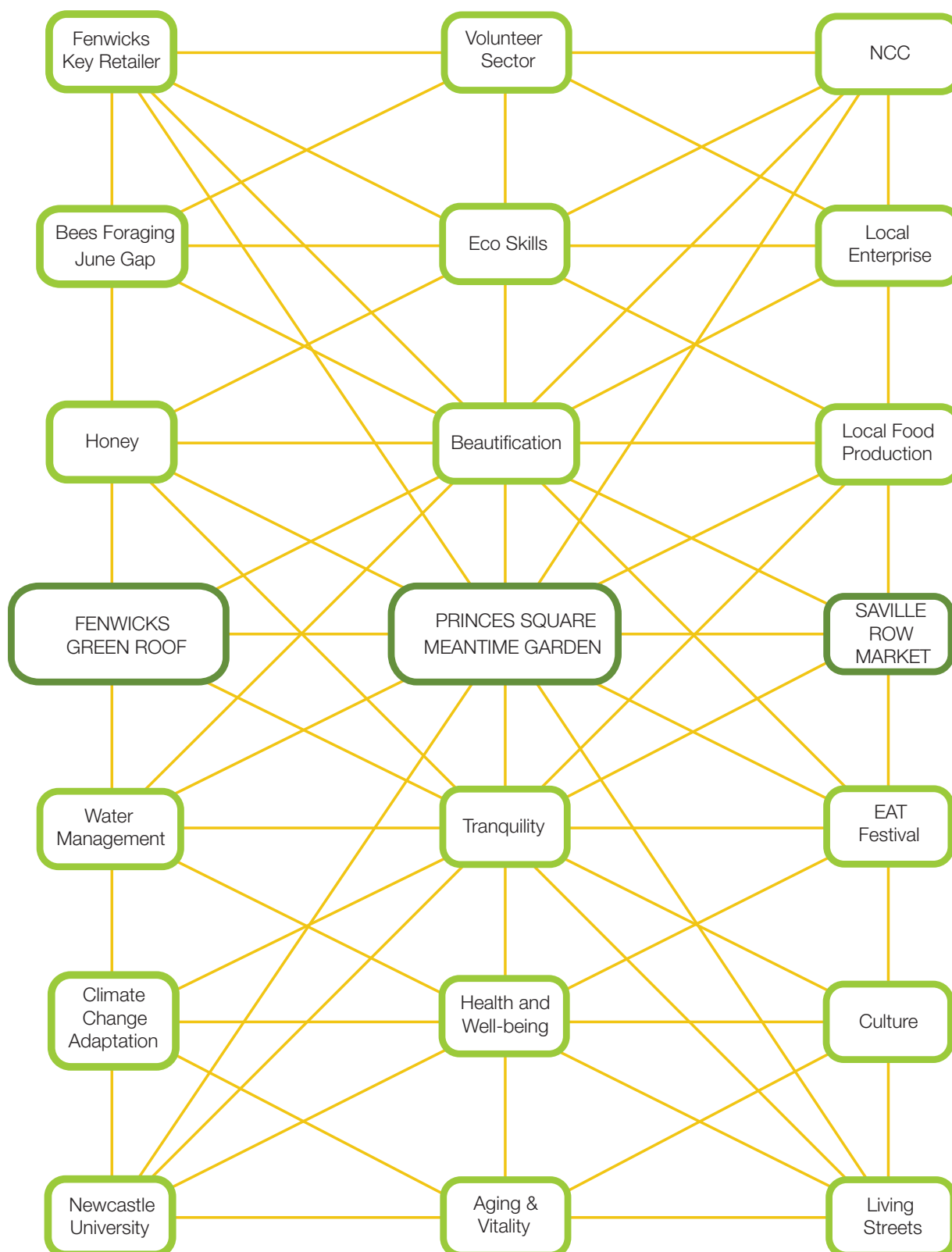


VISION

CROSS POLLINATION OF BENEFIT AND POSSIBLE PARTNERS

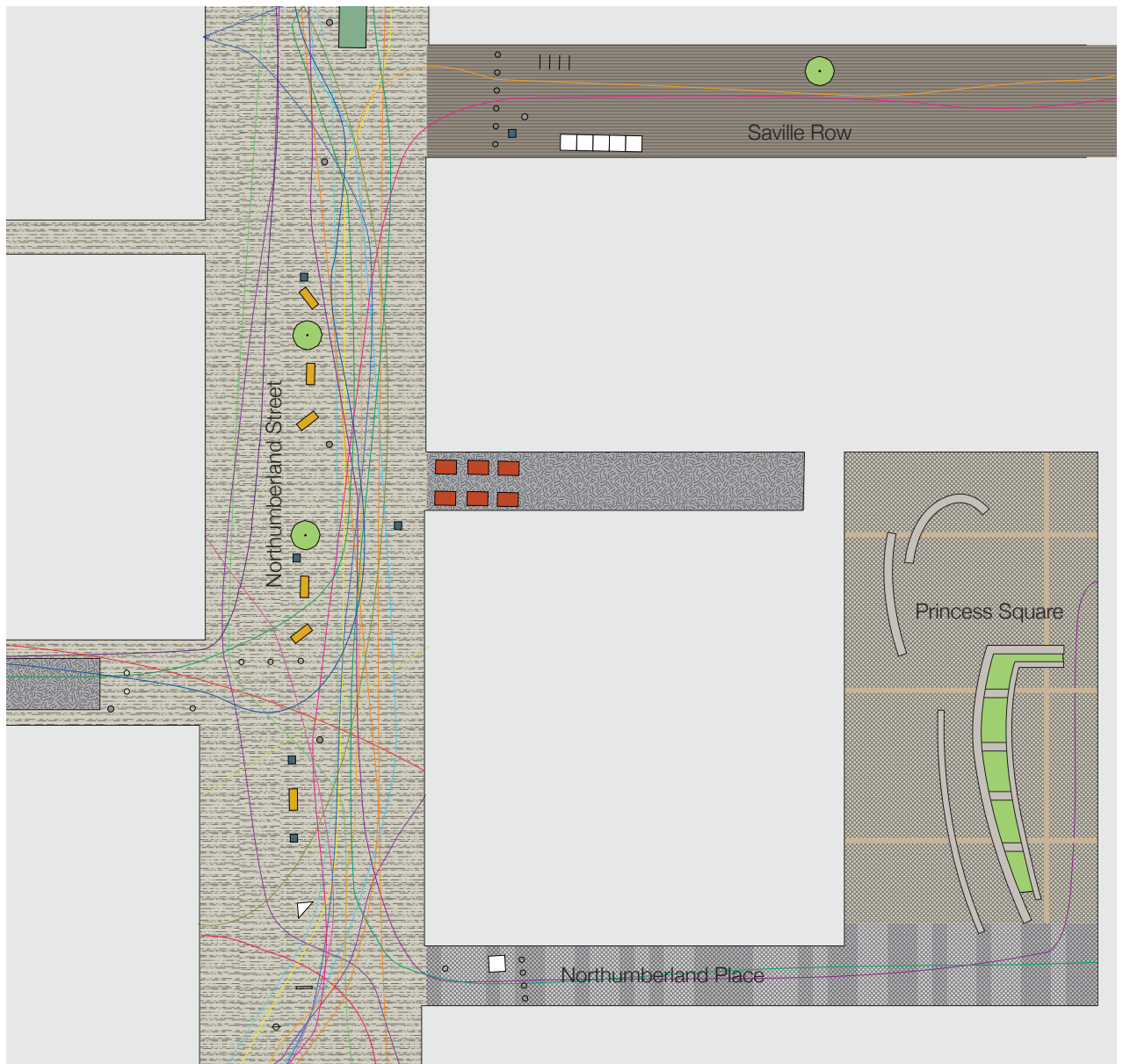


This example shows three quick wins and the potential cross benefit and partnering opportunity





VISION

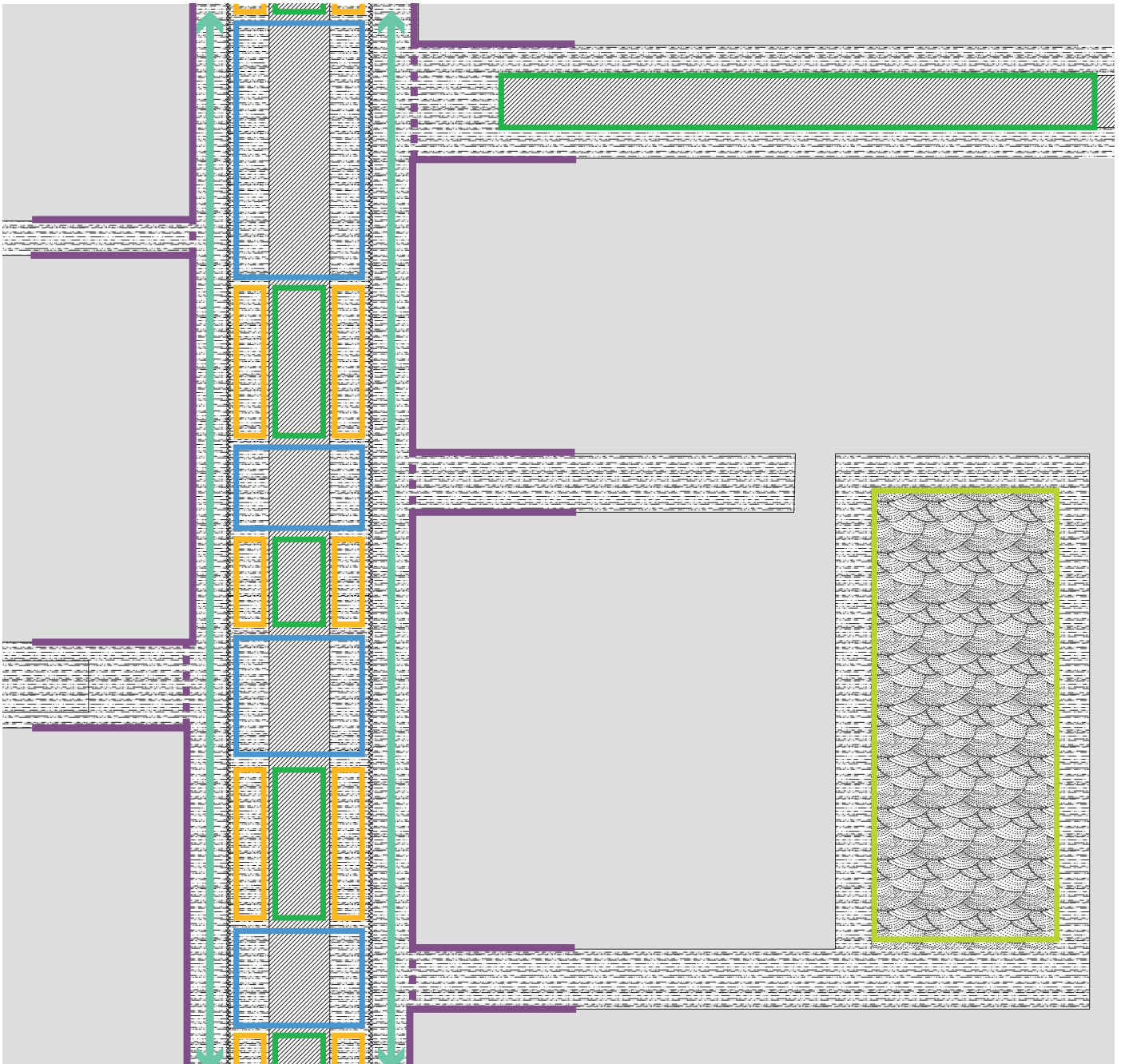
ZONING APPROACH



Existing street conditions of clutter and confused legibility

Key

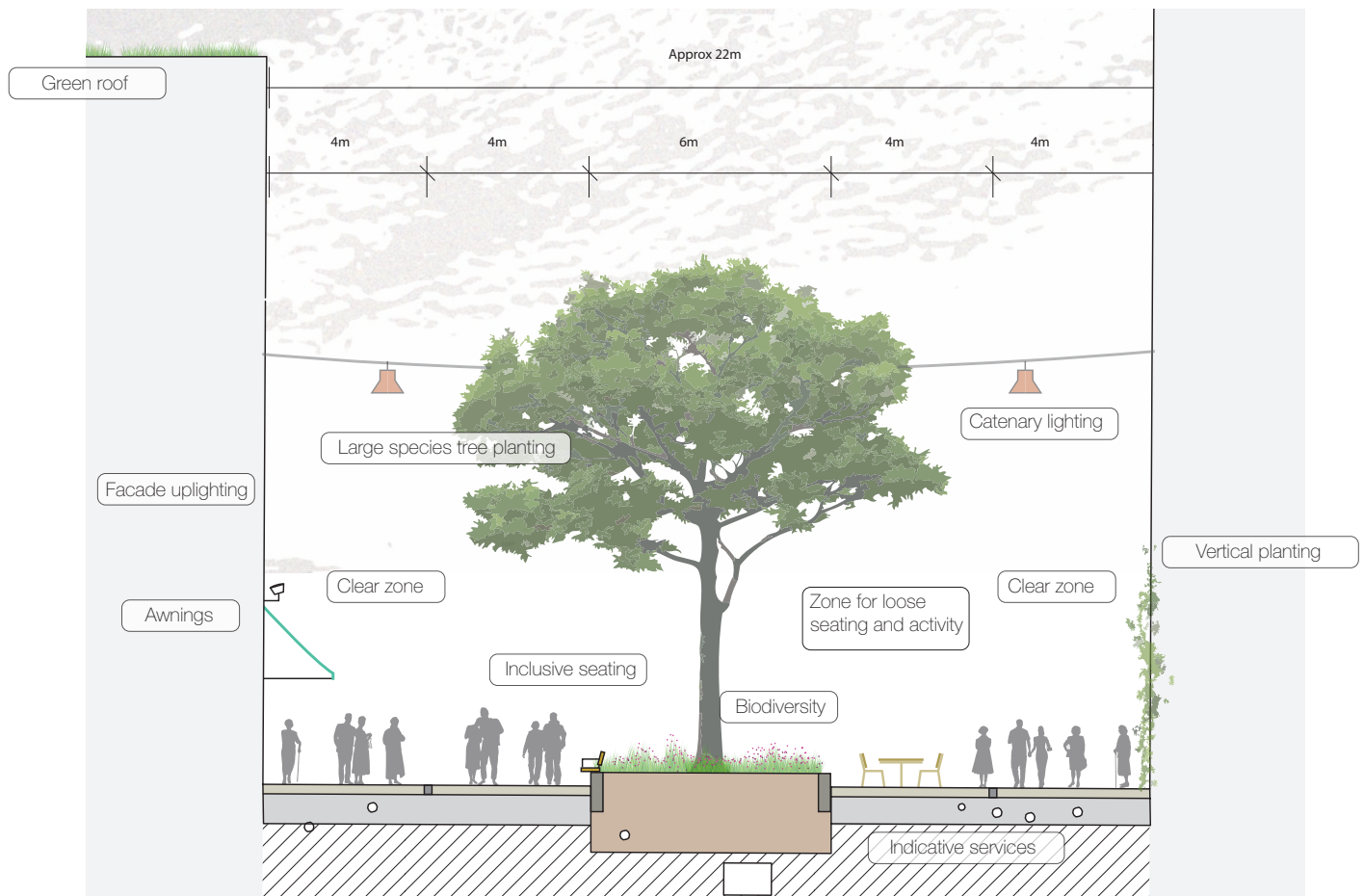
-  Clear space for circulation and temporary occupation
-  Green infrastructure on central median
-  Spill out space for cafes and restaurants
-  Clear zones for circulation
-  Building facades clear to aid visually impaired orientation
-  Release space potential
-  Paving material, continuity and detailing



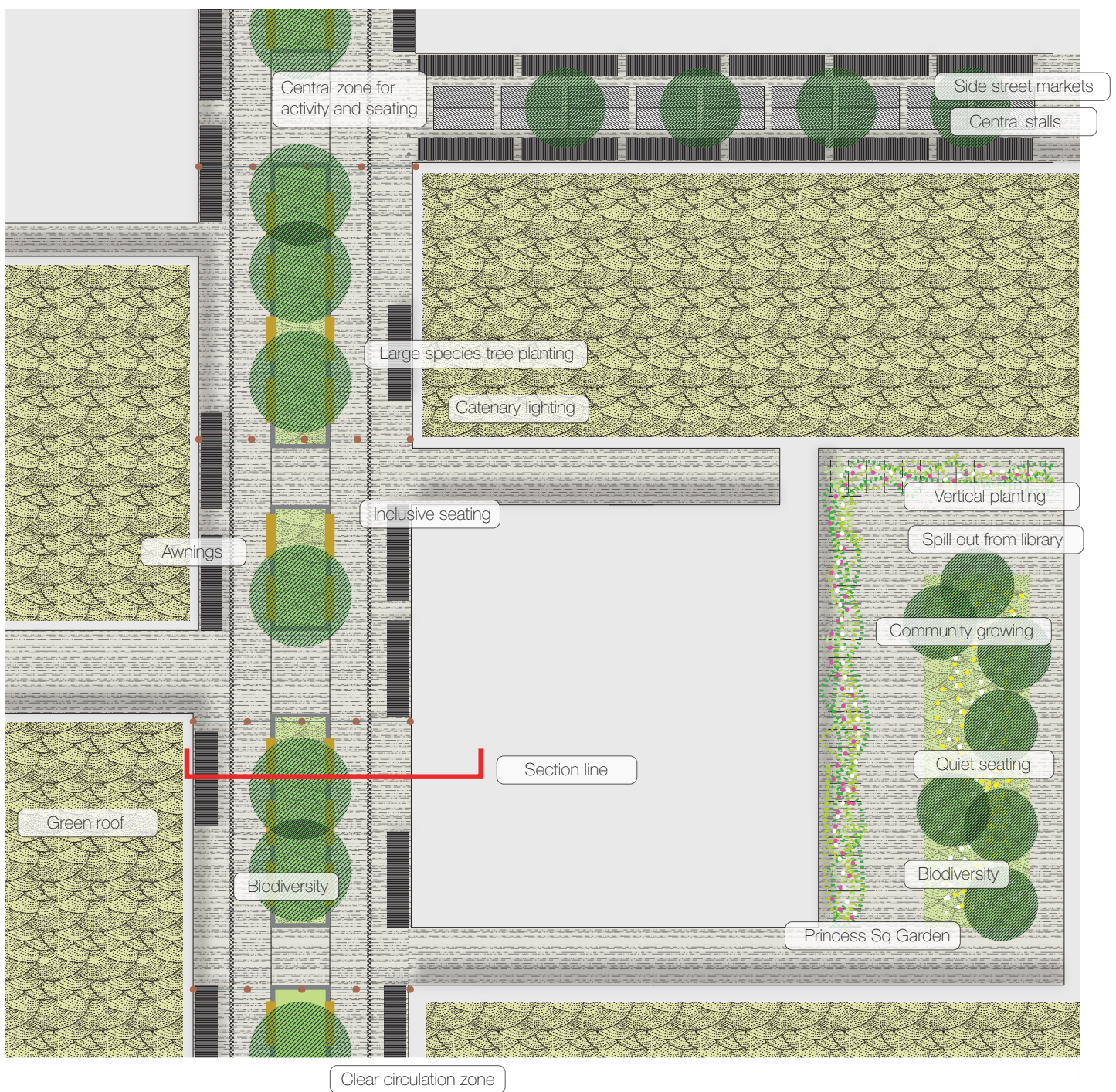
The zoning approach illustrates the opportunity for clarity of the 'shoreline' particularly for the partially sighted, to create a legible shop frontage, with drain lines defining a central green infrastructure. Zones of high biodiversity are shown flanked by space for café seating. The junctions with side streets are retained as open space for events and activity, and quieter space off the high street developed as pavement garden projects.

VISION

OPTION 1 - CENTRAL ZONE FOR URBAN FORESTRY AND BIODIVERSITY

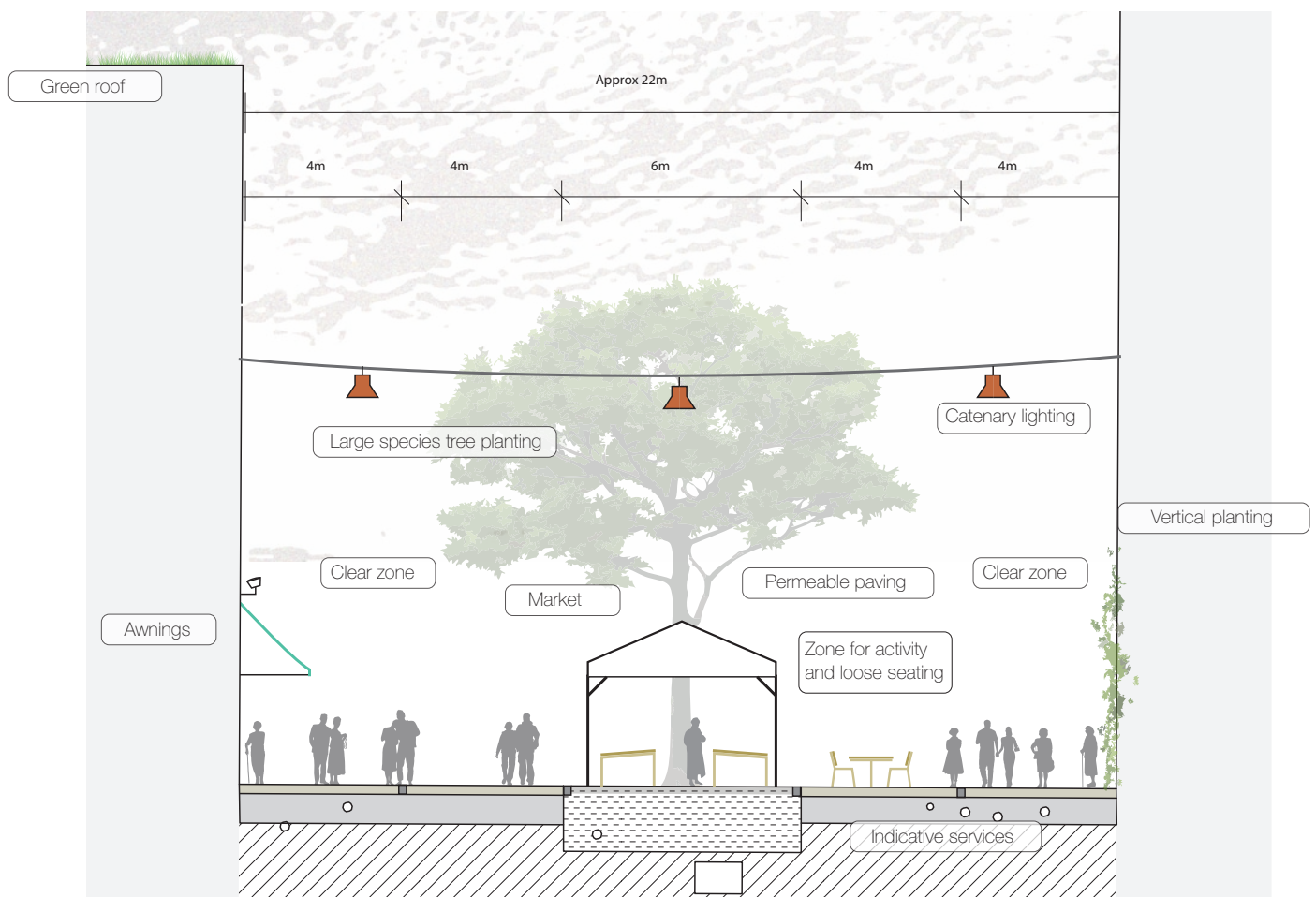


Option 1 explores the opportunity to install significant tree and perennial planting with associated seating centrally in the street to promote a comfortable textured environment that mitigates climate change and microclimate. The trees would create a strong natural structure and beauty, only interrupted at the intersection of side streets to allow cross movement, events and promotional pitches. Opportunity is taken to integrate green roof and walls, to provide protection from the weather with awnings, and to replace current standards which with unsatisfactory output, with catenary lighting hung off the buildings to integrate with decorations at festival times reminiscent of the trolley bus era.

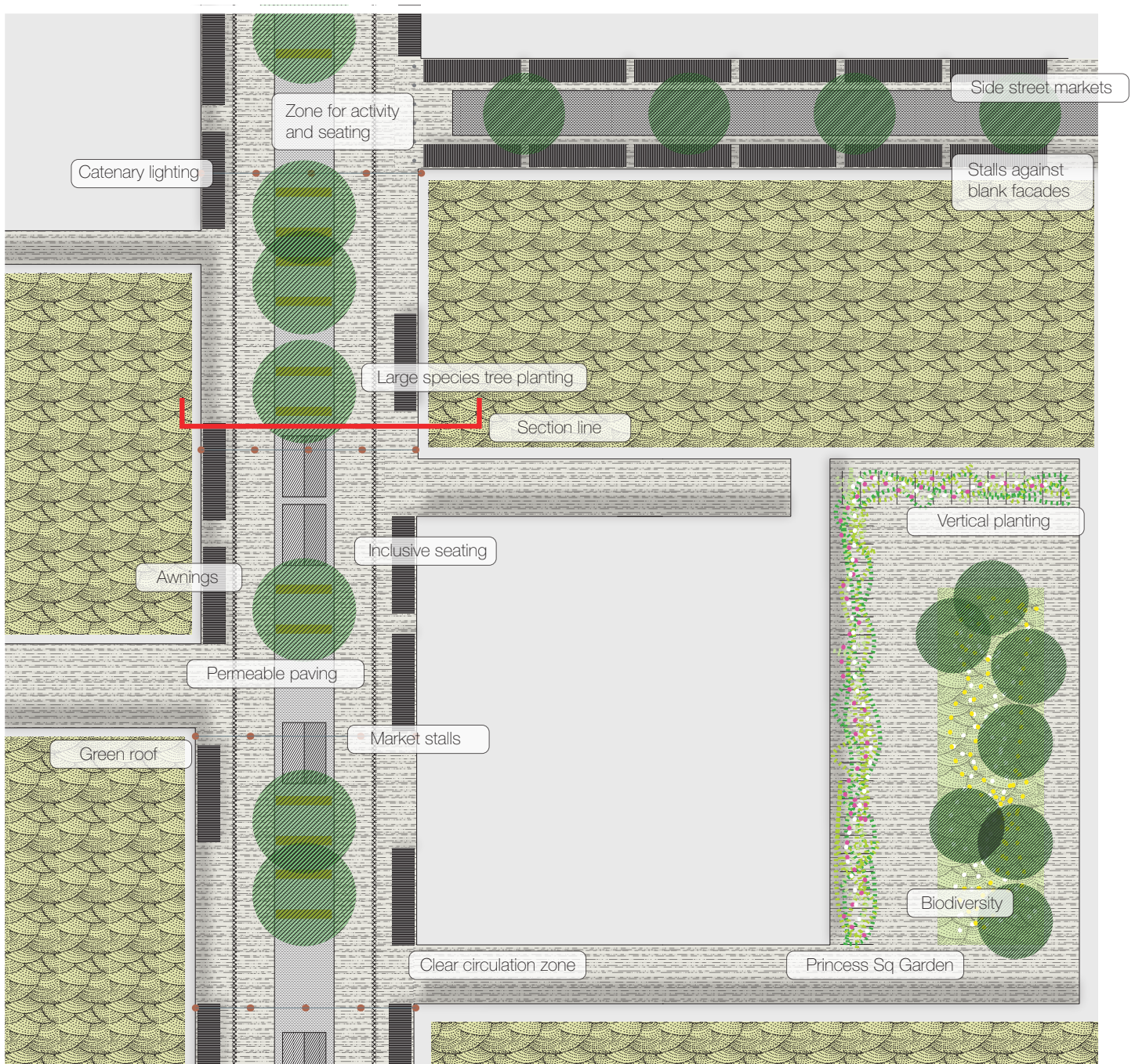


VISION

OPTION 2 - CENTRAL ZONE FOR SUSTAINABLE URBAN DRAINAGE AND MARKET ACTIVITY



This option illustrates the opportunity to install significant tree planting centrally as option 1, incorporating for market stalls in between with porous paving. This would be managed in terms of kiosk type and module. Seating groups would be provided orientated north south under the trees in groups. Opportunity is taken to integrate green roof and walls, as well as to provide protection from the weather with awnings and improved lighting hung from buildings as catenary to create a post free friendly space that can be added to for different celebrations.



VISION

VISUALISATIONS - NORTHUMBERLAND STREET



Northumberland Street - Existing looking south

1. Large specie trees for shade, colour and biodiversity
2. Awnings for weather protection and to recall historic street
3. Activity zone
4. Planting for pollination
5. Zone for loose seating
6. Prototype seating; Institute of Ageing and Vitality
7. Drain line
8. Clear zone against shop fronts



VISION

VISUALISATIONS - NORTHUMBERLAND STREET



Northumberland Street - Existing looking south

1. Catenary lighting to recall the historic street and improve after dark environment
2. Vertical planting
3. Awnings for weather protection and to recall historic street
4. Clear zone against shop fronts
5. Drain line
6. Zone for loose seating



1

2

3

4

5

6

VISION

VISUALISATIONS - SAVILLE ROW



Saville Row - Existing looking west

1. Centrally planted trees for shade, colour and biodiversity
2. Market in central zone
3. Planting for pollination
4. Loose seating
5. Permeable paving



VISION

VISUALISATIONS - SAVILLE ROW



Saville Row - Existing looking west

1. Large specie trees for shade, colour and biodiversity
2. Vertical planting
3. Loose seating associated with businesses
4. Clear zone against shop fronts
5. Drain line
6. Permeable paving



PRIORITIES & RECOMMENDATIONS

QUICK WINS:

1. Trial: Temporary closure of Blackett Street on a series of Sundays and monitor
2. Trial: Temporary cycling in Northumberland Street between say 17:00 – 10:00 and monitor
3. Civic Meadows: Managing the Civic Centre gardens for exemplary biodiversity (Project 5)
4. Bee Baskets: Procurement with the Council nursery at Jesmond for bee friendly hanging baskets and perennial planting in the city centre (Project 8)
5. Prototype bench: Installation in the street in collaboration with the Institute of Aging and Vitality (Project 12)
6. Uplighting: Highlight key facades after dark on Northumberland Street perhaps curated as digital art and music, possible collaborations with Tyneside Cinema and University of Newcastle's Culture Lab (Project 14)
7. Living Roof: Trial perennial research roof garden in collaboration with Fenwicks designed for bee foraging and bringing biodiversity to the rooftops of Northumberland Street (Project 20)
8. Princess Square: Transform into a garden for rest bite in collaboration with the local community and cultural partners at the library, to align with the EAT festival and community growing initiatives (Project 22)
9. Great North Ride: Introduce an annual family fun ride and elite bike race throughout the city, similar to London's Sky Ride, with associated green events, to reinforce the cycle agenda (Project 31)

KEY PRIORITIES:

Continued engagement:

1. Feedback to consultees and gain political buy in

Movement and vehicular access:

2. Commission a pedestrian movement analysis of Northumberland Street and environs to evidence the need and test the vision
3. Regulate and remove services deliveries and enforce apart from the traders with no rear servicing access and the emergency services, reinstate functional rising bollards
4. Transform the safety and appearance of the thresholds to the Northumberland Street at Barras Bridge and Blackett Street New Bridge Street West to enhance safe connectivity between key destinations north and south
5. Instigate an integrated plan of green infrastructure and cycleway to John Dobson Street
6. Improve Percy Street by widening pavements, introducing large specie tree planting and easing vehicular flow

Poor performance of side Streets and urban spaces:

7. Extend the network of pedestrian and shared space to Northumberland Road, Ridley Place and North Street to spread the benefit of the high footfall and mitigate congestion
8. Test pedestrianisation of Blackett Street and Pilgrim Street

KEY RECOMMENDATIONS:

General Appearance and perception of the street

1. Develop the vision to transform Northumberland Street through engagement, design and management
2. Appointment a Project Team to design and cost up a scheme to address and balance key issues highlighted in this document
3. Adopt a set of clear policies and innovative strategies to engage with owners, retailers, stakeholders and customers
4. Appoint of a dedicated resource, or Town Team, with a revenue budget and powers to manage, co-ordinate and curate the street in an ambitious way to build a prime destination offer
5. Adopt a thorough cleaning strategy for the removal of the litter and chewing gum on a regular basis, and review the locations and management of euro bins

Public Realm

6. Develop a green infrastructure strategy for the city centre and investigate options for the installation of green roofs, gardens and pavement parks to create quiet seating space of high biodiversity
7. Develop a cultural strategy to reinforce the high street as a destination, working with all sectors of the community particularly aimed at young people, the elderly and disabled
8. Develop a well designed lighting strategy to support the growth of an evening economy
9. Develop a water sensitive urban design strategy to increase pavement permeability, reduce the quantum of sealed surfaces, attenuate and mitigate storm water run off
10. Introduce large species trees to mitigate heat island effect and enhance the liveability of the city

Permeability

11. Create a flexible environment that balances the accessibility needs of all pedestrians, particularly the disabled and elderly
12. Embrace cycling in the city as a key criteria for livability
13. Create clear uncluttered zones for circulation, seating, performance, promotion, and pavement cafés to prevent pedestrian congestion Replace and rationalise paving specification with a suitable high quality durable natural material and reinstatement over an appropriately robust structural build up
14. Improve navigation and signage particularly between Central Station and key destinations

Tenant mix, landlords and built assets

15. Instigate direct engagement with owners, existing retailers and prospective new retailers;
16. Involve retailers and owners (where possible) in a Northumberland Street Traders Association
17. Encourage meanwhile use of vacant premises by the cultural sector or social enterprise
18. Encourage restaurant use to develop and reinforce an evening economy
19. Encourage the restoration of historic facades and protection of shop front features that reinforce the heritage and sense of place
20. Work with the owners and retailers to diversify the offer and encourage local independent retailers

Poorly managed Market Stalls and Pavement Café's

21. Develop a market strategy that encourages the creative sector and local entrepreneurs as well as food traders to come to Northumberland Street, encourage innovation in trading
22. Provide standard stall units for Street Traders and those selling complimentary goods and improve management to encourage innovation in trading;
23. Manage stalls and pavement cafes through dedicated resources with suitable support from Property Services and Legal Services;
24. Investigate event retailing with minimal charge to encourage entrepreneurial retailing and specialist food stalls

Chuggers, Chronicle Sellers, Buskers and Big Issue Sellers

25. Instigate a street management strategy and enforce, to ensure the street is perceived as a social and cultural experience rather than an obstacle course

CONCLUSIONS

'Sustainable development is the core principle underpinning planning. The NPPF emphasises the vital role that local communities play in good design. Those who live and work in an area often best understand the way in which a place operates, its strengths and weaknesses. Also the importance of viability to achieve 'the most appropriate balance between vision and deliverability' A Design Wayfinder, Design Council CABI 2012

Northumberland Street is a different place to pre-credit crunch (2008). The Council can no longer take a passive approach and assume strong footfall to attract retailers and maintain prime rents. It must respond to change in collaboration with the retailers, the arts and cultural sector, local community and delivery partners.

To do this the council needs to be brave and smart, promoting a long-term vision to transform the city centre by taking projects to delivery incrementally by a specifically appointed Town Team, headed up with vision, project management skills and the ability to invite curatorial and entrepreneurial partners, work with a wide range of stakeholders and the local community developing face to face contact, on the street.

To prevent retailers seeking better opportunities and moving to other destinations, Northumberland Street must retain its existing shoppers and seek to re-engage with a wider audience by diversifying and enhancing the retail offer, cultural and environmental experience.

There are a number of quick wins that can be achieved relatively easily, and some projects that require greater political backbone.

Even though the Council does not own outright or have control over any of the properties on Northumberland Street it must drive regeneration by promoting a shared vision, making improvements to the public realm to sustain investment and economic success. This will hopefully encourage owners, retailers and wider stakeholders to sign up to the vision and invest in improvements to Northumberland Street and engage in long term strategies and collaborations that will ensure the street maintains and enhances its significance as a destination.



St Mary's Place crossing, north end of Northumberland Street

Appendix 1

NOTE OF CONVERSATIONS

Sanderson Weatherall report:

'Northumberland Street is not a special, unique or memorable destination'

Important issues for elderly:

- Access to information
- Getting around
- Safe walking routes
- Good public transport
- 'Older person friendly' people to help
- open space?
- Society of Antiquaries: Programme of free public lectures
- Great North Museum: Hancock, Barras Bridge
- Newcastle upon Tyne, NE2 4PT

Phil Steele and Patsie at Eldon Square: 30th April 2012

- Old Eldon Square is a magnet for youth, sometimes referred to as 'Hippie Green', it is significant culturally for young people and draws alcoholics creating management issues
- Youth Services cut 30 to 7 workers
- Northumberland Street = prime rent which is too pricey for independents
- Need a quality environment
- Needs to be a design guide for the street as there is at Eldon Square
- Quality kiosks
- Speak to Stephen Savage, NCC licensing
- No problem with Barrow boys staying but must trade 'properly'
- No willingness to tackle the 'chuggers' Byelaws needed
- Events area required
- Ideally take out traffic on Blackett Street, or drop off only of buses
- Proposed new entrance onto Northumberland street
- City of extremes: Party City and Day time city which are polarised
- There is no City Centre Management Team, and there should be to sort out issues on the street
- NE1 should be more operational rather than project based
- Better integration of the internal and external environments needs to be done
- Examples of good town centres: Kingston, Bromley, Glasgow prices Mall, Zurich main shopping street
- Grainger Market potential
- Gary MacDonald driving the freight consolidation strategy, but the issue is that there is no business case
- Need to enforce deliveries onto Northumberland Street from the back
- Incorporate trees and water

Rita Smith, M&S, Store Manager, Newcastle: 30th April 2012

- M&S is nationally recognised as a great place to work and shop
- The street is a 'bin'
- Tenant mix is 'disappointing'
- Mary Street Dublin is a good street example with a good street environment
- Cultural experience is important
- Issues: Chuggers and buskers (not high quality musicians)
- 189,000 customers / week (2 million more than at Marble Arch)

- Main thoroughfare should do the shop proud
- 65-70 is average age of M&S shopper
- Seating is important
- Also popular with office workers and mums
- Street must be attractive, reflecting the fact that this is the no.1 store nationally
- Issue of M&S canopy which is where buskers appropriate, right at the entrance to the store
- 'the canny jubilee' celebrations this is making a connection with the community
- Investment in the store is due
- 'It's a great city'
- 'My end of Northumberland street is quite boring'
- 'It's the scraggy end'

Robin Greenwell, Leeds Building Society: 30th April 2012

- 'Northumberland Street is the place to be'
- This is the flagship branch of the north
- General feel and activity level is good, 'good vibe'
- Priorities: activity in the street and status of side streets
- 'Local feel, national presence' = strap line
- This project could act as a catalyst for working together
- 'Subtle touches go a long way and make you feel at home'
- Interested in participating the green agenda
- Focus on something good, and sing praises of what's going on in the community
- Nominating a youngster for a High sheriff award, in collaboration with the events organiser at the Baltic and local business
- Darren Sweeney is the Neighbourhood Inspector for the City Centre
- Noted unique character and good value of Grainger Market

Adrian Waddell, NE1: 30th April 2012

- Main projects for NE1 focusing on:
- Live after 5
- Marina on the Quayside
- Street movie screen

Judith BHS store Manager: 30th April 2012

Sandra BHS

- Street 'looks old'
- Chewing gum issue
- 'Make it a nice place'
- Not a comfortable environment to linger
- Issues: Poor seating, lack of shelter, not attractive
- Opportunity to illuminate architecture
- No facilities for the elderly, and these are the ones who are proud of the heritage of the city
- Southern end is superior in term of the mix of retailers
- Streetscape is not cohesive
- Make it clean and green
- Positive impact of trees (reference trees in Westminster Abbey at Kate and Will's wedding)
- Would be good to have a busking license
- Street market kiosk bring interest, but standardised units required of appropriate character
- Core trading hours required
- Encourage artists to come out after dark
- City walks not well advertised, could target tourist audience to get going
- Support for Live after 5 campaign

David Quinn MD Fenwicks: 30th April 2012

- Interests are commercially led
- A critical mass of better retailers is required
- Anchors are M&S, Fenwicks, John Lewis
- Group like minded people
- Good example of public realm is the Victoria Quarter in Leeds
- Ownership issues that prevents unified action
- Monument Mall may start a trend of attracting mid-upper traders
- Side streets are not working
- Car access is important
- Would be interesting in partnering with cultural organisations
- Lighting needs to be addressed
- Ownership has been mapped by Gavin Black at NCC

Lowri Bond Projects Officer Northern Architecture: 30th April 2012

- Undertaking an MA in Urban Design
- Good connections to be made with Northumbria University
- Referred to the walk about to understand city relics and perceptions of the city with all its 'grimy corners'
- First floor and above architecture

Appendix 1

NOTE OF CONVERSATIONS

- Northumbria University have a city model
- City model: Contact Margaret Horn about the virtual model at Northumbria University
- Northern Stage
- Built environment schools at both universities are good
- Cultural Innovation Fund
- Emerging practices working with young people: Rachel McDonnagh
- T. Dan Smith era and impact on the city
- Urban Games: Skateboard, parcourt
- Quality of Life Partnership
- Institute of Aging and Health at Newcastle University
- Culture Lab, social inclusion research: <http://www.ncl.ac.uk/culturelab/>
- Idea of elevated walkways as a project
- New library has been successful
- Baltic 39 = Waygood Gallery collaborating with Northumbria University Fine Art Department

Mick Murphey Director of Technical Services: 1st May 2012

- TIFs Tax Increment Financing
- Newcastle University putting in £750K for new crossings
- Swan House roundabout = Accelerated development zone (ADZ)
- Priority projects not yet defined as this is a political issue

Zoe Webb Biodiversity Coordinator Newcastle University: 1st May 2012

Matt Dunlop Energy and Sustainability Manager Newcastle University

- There is a sustainability strategy for the university estate
- Reducing car dependency by gradually developing the car parks, so there is less parking provision
- Welcomed the introduction of charging points and the scratch bikes
- Science City has a SUDs scheme as required by Northumbria Water
- Supported Green roof potential liked to Fenwicks initiative as a quick win
- Research into hardy perennials as pollinators
- Development of habitat corridors, there are more than 100 species of tree on campus
- Survey of trees contact NCC ecologist Derek Hilton
- Phase 1 Habitat survey being carried out of the estate
- University is charged by Northumberland Water, Matt to check whether if surfaces are soft then there is no storm water run off charge
- Band criteria: Banding 12 to 11 might make a saving, and that value could then be put toward the scheme, MD to check and forward contact
- Climate change adaptation is not addressed in the estate plan which is operational
- Developing links to academics, MD to check out themes of work being researched
- Environmental Sustainability Institute: possible hooks: Bees, water, Air quality
- MD to check if there is a shared agenda that is possible with Northumbria University
- Discussed the possibility of a water feature / SUDs scheme on Northumberland Street



Meeting on Fenwick's roof

Appendix 1

NOTE OF CONVERSATIONS

Colin Williams Director of Transformation NCC: 1st May 2012

- Contact Vera Bolter of the Elders Forum who authored the audit
- Key issues:
 - Green man crossing time is too short
 - Benches are not suitable, too low, no backs, materiality
 - Toilet facilities
 - Signposting for the visually impaired
- Sensory impairment and alternative to tactile paving which is not helpful for those who are unsteady on their feet
- Obstacles all along the street is a particular issue for the visually impaired
- Places of sanctuary should be provided, a protected environment
- There is some hate crime against those with learning disabilities
- There is an evening problem sometimes with young people and elders feeling threatened
- Desire to tackle the level of drinking in the city and turn the drinking city reputation to a city of mixed usage
- Lack of eating offer in the evening
- There is scope for cross generational activity (Elders Council and Youth Council)
- Note the Age Friendly City agenda
- Old Eldon Square is a natural gathering space with a captive audience for a social inclusion related project
- 'What would make Newcastle a good place to grow old in?' thoughts to inform policy
- World Health Organisation conference on the 'Friendly City' in Dublin gave an 8 point list of objectives, and one was about the physical environment
- Institute of Aging and Health at Newcastle University and the Changing Age Programme is a 3 year funding programme is internationally cutting edge in terms of research, backed politically and by the Council
- Opportunity to engage with businesses, understand the demographics of employment, and the economic success related to the elderly employee and consumer
- The majority are not frail or poor, and majority are knowledgeable

Anthony Bell Property and Asset Management NCC: 1st May 2012

David Darragh Property and Asset Management NCC

- Chronical sellers and busking issue for licensing
- Highways are responsible for the soffit on Blackett Street
- Issue of sight lines being blocked by market stalls
- Key issues:
 - Lack of street management: Responsibility lies under NCC planners, highways and licensing
 - Percy Street: confusing and hostile environment due to services and buses
 - Buses: Flying through Blackett Street, M&S bus station supplies services to the north, John Lewis bus station provides services to the south, need for an eastern bus station, could be incorporated in the East Pilgrim Street development
 - Poor street surfacing
 - Seating arrangements and formalising performance space
 - Maintaining a revenue stream for management and maintenance, NE1 should invest in this
 - Servicing restriction on access needs to be enforced: bollards do not work, NE1 rangers could get involved in management
 - Improve entrances to Granger Market
 - Street traders should be better located, charged market rate, revenue reinvested, consistent kiosk design, quality of good: 'Pile it high sell it cheap' does nothing for the street
- £22m investment in Eldon Square with a lighting expert on board: Hoare Lea Lighting

Nick Brereton Youth NCC: 1st May 2012

- There is nothing for young people
- Monument and Eldon Square are the only places to congregate
- 1/3 of young people are in poverty
- Youth do not want to be patronised
- Safety is an issue, young people like to be prominent and overlooked
- If there is a place provided for young people the entrance needs to be discrete so that those using the space are not on display
- Fiona Wright is the agent for the Rubens Brothers who own East Pilgrim Street area (talked about using vacant pending development)
- Young children and toddler space provided in the library
- Meanwhile space idea is good

Matt Atkins Planning: 1st May 2012

- East Pilgrim Street Interim Planning Guidance document
- Due to economic climate, nothing is happening at the moment
- Grey Street was quiet, but now is more lively with new restaurants like Browns
- Collingwood Street is the new drinking area with the cool venues as it is close to the Metro and the station
- Ouseburn is the birthplace of the Industrial Revolution, now a place of significant regeneration, see Toffee factory scheme <http://www.toffeeactory.co.uk/ouseburn/> and Igloo residential scheme
- Stephenson Quarter being developed by Silverlink, a large application of offices and hotels close to the station, contact Michelle Percy, architects Space architects and Malcolm ... (Scottish) includes the old police HQ
- Science City is a mixed-use development, permission yet to be granted, Enabling works is open cast coal mining (!)

Paul Woods Finance NCC : 1st May 2012

- Property investment taxing scheme for infrastructure
- City deal value of £100m
- ADZ = Accelerated Development Zone
- Tax Incremental Financing = tif
- Arc of developments: Science City, station and East Pilgrim Street
- Ruben Brothers = more short term, CSC = long term development partners
- NCC might become a development partner
- ADZ allow to subsidise acquisitions to enable development to move forward
- City Deal can be considered after the elections
- A mezzanine Loan of £15m is secured related to the station and access south
- TIF / CIL . s106 could be the next stage in relation to Northumberland street
- Capture the uplift and investment
- Eldon Square phase 4= Frontage and canopy
- Possibility of canopies on the street as at Liverpool, bleak weather, protection
- NE1 performance is better than anticipated
- Compactness of Newcastle means that projects are more achievable

David Embleton Head of Highway Network and Traffic Management NCC: 1st May

- Lighting, Maintenance, below ground services, drainage, licencing
- Will see what below ground services information there is
- The street is a 'mature service area'
- Originally 2 x 10' pavements
- Possible ground penetration radar to detect services
- Stall holders can be terminated by notice or relocated
- All of vehicular movement can be managed out
- Keen to review sustainable paving design, construction, attenuation
- Good to consider roof level attenuation to mitigate surface water
- Percy Street, one lane could be a swale
- Issue of gritter and slat contaminating tree pits
- Contact for Peter Gray = materials man
- Happy to do a walk about
- Northumberland Street is cleaned 4 x / wk progressively down the street

Richard Barnes Principal Technical Project Manager Desig Group NCC

- Ian Wallace bee keeper
- Urban tree planting: Reinforced paving over tree pits of 30m3, RB has a detail
- Martin Kerr has services information
- Arboricultural survey can be sent to JLG
- Supportive of using flay roofs for green roofs
- Opportunities in percy Street
- Contact Sarah Dogget in Urban Design (Harvey Emms team) Landscape Planning Group

Sarah Jefferson, Graham, Sarah Dogget, Ian Thomas NCC: 1st May 2012

- Destination Plan
- International market
- Highest number of hotel beds outside London

Appendix 1

NOTE OF CONVERSATIONS

- Valuation campaigns
- 7/10 reasons to visit related to retail
- Retail Forum
- NE1 card relate to the Newcastle and Gateshead initiative
- Wayfinding I-D piloted in Northumberland Street with 100 signs
- Good feedback from the Elder's Council
- 6 x priority destinations: St James Park, Hospital, Grey Street, Monument,
- Go North East example
- Nexus smart card
- Barry Roland's one stop shop with transport incentive
- Newcastle is the biggest employment centre in the area, therefore the bid has a good chance
- The city as a cultural and digital centre
- Code Works is a digital conference
- Importance of Cultural venues and cultural events
- Brian Longuin, lighting

Neil Humphreys Transport Development Manager

Sarah Jefferson: 1st May 2012

- Highlighted East Pilgrim Street Interim Guidance
- Restricted private transportation is ideal
- An incremental plan is needed to avoid motorist backlash
- Near side indicators at traffic lights for pedestrians don't work as they get blocked by other pedestrians
- Concept design by Space Syntax
- Many more pedestrians than cyclists
- No walker's Forum
- Green infrastructure plan is being mapped
- City Centre accidents, ask Mick Murphey

Tony McKenna Head of Leisure services NCC: 1st May 2012

- Old Eldon Square is premium space as there is so little green open space in the town centre
- Known as the hippy green, along term page for congregating
- Cityscape RIBA Northern region 1990s good special design proposals <http://www.rudi.net/books/11697>
- Green Bridge Exhibition by Wilkinson Eyre <http://www.wilkinsonseyre.com/projects/newcastle-botanic-bridge.aspx?category=bridges>
- HLF stage 2 Exhibition Park refurbishment
- Town Moor kept open by grazing, Freeman have the grazing rites (charity), NCC own the land
- Leazes Park recently upgraded
- Newcastle University master plan

Ian Ayris County Industrial Archaeologist NCC: 1st May 2012

- 1780s first development of the street
- 1870 Fenwicks
- Beyond the old town wall
- Not architecturally sensitive
- Important location between the seat of learning and historic centre, and between the Great Northern Museum and

- Grainger Town and the Quayside
- Outside conservation areas
- 2000 listed buildings in Newcastle
- Higher proportion of Grade 1 and 2 buildings than anywhere else
- £1.5m Black Gate HLF funding confirmed to enhance educational value and tourist access
- Active part of the city moving north from the river

Tony Durcan Director of Culture, Libraries and Lifelong Learning NCC: 1st May 2012

- No recent cultural strategy
- 2001: Building Bridges DCMS
- NCC fund Gateshead cultural programme
- Loose cultural partnership with the Theatre Royal, self selecting steering group
- Health and well bring partnership board <http://www.wellbeingforlife.org.uk/>
- Meeting with the cultural sector, the chair being the Director of Northern Stage, Erica Whyman, 160 people, 'play your part'
- Northumberland Street is the main artery between the main quarters of the city
- Needs more animation
- Library provides café and meeting space, crèche, a destination for community use
- High level walkways: Good glimpses, highline, interesting trail, very sterile at the moment

Rebecca Ryman Asset Manager Capital Shopping Centres: 2nd May 2012

- Street is 'dirty' and in poor condition
- Assets in Newcastle are the period architecture, Heritage, Character, Walkability
- First impression of Northumberland Street is 'not great'
- Exemplars: New Cathedral Street Manchester and Hayes Cardiff
- First impressions are important
- Problem of stall holder positions
- Nicer brands want to be in St Andrew Way not Northumberland Street
- The retail circuit in Eldon Square
- Poor signage into the car park
- Investment £170m Debenhams end and £22m at Northumberland Street end
- Monument Mall / Hammersons will help to raise the offer on the street
- Quality of life in Newcastle is really nice
- Newcastle has the shortest commute of all cities

Alison Blackburn Disabilities Forum Telecon: 18th May 2012

- Contact:
 - Neil Swinny Access Officer at NCC
 - Tobin Hughs Nexus 0191 203 3333 Transport links
 - Caroline McGary Newcastle Primary Care Trust 0191 223 6161
 - Fire Brigade
 - Syrenians on issues related to the homeless
 - Mark Burnett Guide Dogs for the Blind
- Great concern with Northumberland Street where a balance needs to be struck between encouraging trade (cafes in particular) and legibility
- Cafes should either be against the 'shoreline' or centrally consistently
- Should be manifestations on all glass
- Larenjectomies: real issue with the sucking effect on the threshold of shops with overhead hating fans, once experienced, never again
- Green areas would ne nice to encourage birds and bees and provide an environment where you could sit and watch the birds
- Northumberland Street was a '70s concrete jungle' scheme
- 'React' signage system is not used to full potential, talking lampposts could be used for tourism
- Newcastle's connection with Norway and Holland is strong
- Good enough of the Disabilities Forum, good enough for everyone

Phillipa Zeiba and Shirley Hammersons: 24th May 2012

- Blakett Street:
 - back / front issue
 - Narrow pavements
 - More niche
- Faulkner Brown Architects on Monument Mall, Tanya Love
- Improved public realm would help
- Opening Christmas, Blakett Street units in June 2012
- Interest in illumination of the street
- Reference: Piccadilly Gardens Manchester and St Martin's Courtyard Covent Garden

Mick Murphey NCC and Adrian Waddell NE1: 28th May 2012

- Reference to 'Geordie Ramblas' Farrell idea, and like many good strategies that have been written about with no resultant action
- NE1 Quayside pontoons
- The theme of biodiversity is one that was agreed would capture imagination

Appendix 1

NOTE OF CONVERSATIONS

- Shepherd family have bought the Military Museum in Exhibition Park to use as a place to display their collection of vintage cars
- Fan Site on Town Moor and the connection over via a new bridge was discussed which would allow direct access into town, strengthening the connection between town centre and town moor. Roundabout at this junction is too big and can be reduced (Claremont and Victoria Road CHECK)
- There are too many shops / businesses of the same kind at the northern end of Northumberland Street

Vera Bolter Elders, Barbara Douglas and Rosie Director of Engagement NU Architecture

Walk about: 28th May 2012

- Green man crossing is too short
- Percy Street needs a face lift
- Flush kerbs are dangerous
- Cycle routes are 'appalling' they are not continuous, and nobody uses their bell to alert pedestrians
- Short on toilets and 'Use our loos' campaign needs to be clearer with information about which businesses are happy for their loos to be used
- Blister pavement does not work and has worn away
- Benches: Timber is good but no backs or arm rests, check out prototype bench at Institute of Ageing
- York stone paving looked good when first installed, but now looks 'dingey'
- Live after 5 is a good campaign but still all cafes are closed at night and there is no variety in the offer and nowhere to go in the evening
- Tyneside Cinema's café is good
- A museum 'happy hour' should be considered
- Opportunity to work with small businesses on the design and technology of products for the elderly like walking sticks that look cool and are comfortable, elderly people don't want their homes to look like a hospital
- Image of Newcastle is as a young person's city, but why not promote the city more for both old and young in terms of tourism, 'a party to which everyone is invited'
- There are currently lots of good ideas: The Grainger bit, the commercial bit, the heritage bit, but these ideas must be tied together to enhance the overall quality of the environment in the city centre
- NST: 'want to be able to walk down the street and be proud of it'
- Eric Cross: Dean of Cultural affairs interested in the 'creativity of aging' and participation
- Newcastle Gateshead Cultural Venues group, Tony Durcan is the chair
- Science and aging exploration: Simon Green (?)
- Old Eldon Square City Council Youth Group: Utter Legends, Warren Crake NCC is very hands on
- Street can feel unsafe at night
- No greenery or nature
- Discussed the idea of side street gardens as pocket parks, and how they would be maintained, possibly linked to the Syrenians, strong allotment community in Newcastle and example of Brandling Park which was a left over space taken over and looked after by the local community, and Student Community Action may also be interested in creating a volunteer group
- Could be evolved as part of the EAT Festival with a local feel, city planters could have an edible theme, Newcastle Gateshead Initiative might have the resources for this
- Discussed the idea of using pop up gardens to prototype the notion
- Southern end of NST is the location of the Pilgrim Gate (part of the old Roman Town walls)
- Swingbridge Video: Check out as they have videos of young people
- NST is emotionally important to young people



Newcastle Cycling Campaign BBC interview. Photo credit: Ted Thomas

Appendix 1

NOTE OF CONVERSATIONS

Mark Dobson CEO Tynside Cinema: 28th May 2012

- Should pedestrianise Pilgrim Street
- Motcom: Fiona White
- There is a derelict bus station on Pilgrim Street that could be bought back into use, well located just off the motorway
- Watson House is an office block that is demolished could provide well located public open space opportunity
- Lines of sight are very important to link places: Laing to the Library to the Theatre Royal
- A better link to the quayside is important
- Lanes provides east west permeability and should be enhanced
- The Factory is a technology led initiative with young people, at the moment working with a light artist considering an installation in the lane
- Funding: 3 years from Arts Council
- Value of cultural partners
- Bill Griffiths: Tyne and Wear archive museums that have late shows opening on a Friday and Saturday night
- Short term space usage in Union House for 65 artists including Vein a fine art studio and gallery
- Cyril Windskill: Conservation Architect tied into many master plans over the years
- Tim Bailey: Excite Architects: Is a forward thinker
- Bill Lancaster : Social historian doing walking tours
- Tom Caulker: Passionate, runs a night club World Headquarters and is independent
- Cultural Group of 10 who are building based
- Pub and club scene is dominated by a handful of chain businesses
- 'There is no lighting in NSt' lots of opportunities
- Monument Mall is a knuckle
- Bigg Market is on the up, there is space here, linking to High Street and lanes
- Hidden streams / globos / light
- Good idea to close Blackett Street to traffic and drop buses down to Market Street
- 'Fairness' agenda is hugely important, promoted by Nick Forbes (Leader) and VC at Newcastle University, Chris Brink, linking to the age agenda and the idea of civic universities
- Gateshead runs like 'a soviet state' smart and cohesive, Newcastle is 'more ad hoc', some political coherence did occur with the Capital of Culture
- Northumbria University has had a recent change in governance, now promoting research, with fashion very strong, wearable technology, Head of Design is Stephen Kiffin (Phillips) who has opened an office in London and China to promote the university
- Baltic and Northumbria is a shared professorship
- Lucy Armstrong: Chair of Governors and passionate about Newcastle: contact
- Live after 5 has been a 'brilliant' initiative
- NSt is 'desolate' at night and this must change
- Not much daylight in Newcastle! Idea of a ceiling of light using catenary lighting
- Check out Scandinavian lighting examples

Ian Wallace FERA, Richard Barnes NCC, Zoe Newcastle University Biodiversity, Keith of Fenwicks: 28th May on Fenwick's roof

- Tree pollen is important to consider
- Central reservation of the motorway, Saltwell Park, NU Barras Bridge patch, railway line, roundabouts and river banks provide a resources for foraging
- Hanging baskets could be more bee friendly providing continual flowering
- Propolis is anti bacterial substance produced by bees to seal their hives and make airtight, also medical use for anti

- infection, made from tree resin
- 40% energy usage in Fenwicks is air conditioning
- 'June gap' of nectar opportunity to address specifically
- Could create research beds sampling different flora linked to universities and NCC
- Foraging 3miles on average
- Waggle dance give directions to within 30 yards
- Limes high value for bees, Princes Charles: Plant a lime avenue and I'll come and open it
- Science City offers Value for biodiversity
- Red clover more resilient than white for foraging
- Bumblebees are a good indicator of biodiversity
- Mark Lamb: Jesmond Dene council nursery (comes under Nigel Hales NCC Director of Communities, Rob Nichols Head of Grounds Maintenance NCC)
- Relax mowing of Town Moor alongside hedge to Town Moor to create a wildflower strip
- Schools provide chunks of land that can have biodiversity value
- Say Bees: and you are 'pushing at an open door'
- At Fenwicks: Enough food for 5 hives, not for 6
- Friends of the Earth using bees to forward other political agendas
- Potential to engage developers through bees
- <http://www.hazefmuk.com/apps/blog/show/7996922-guardian-urban-beekeeping-the-latest-big-environmental-movement>
- IW to get FERA approval to be able to comment on proposals, but happy to be contacted

Peter Grey Head of Highways, Phil Heslop, John Robinson Drainage NCC: 28th May

- Caithness paving units: 150 x 300-400 x 80 thick north end
- Possibility of:
 - minimising though traffic
 - taking out lanes on Barras Bridge
 - Narrowing Percy Street
 - Reduce width of John Dobson
 - Swale in central median of John Dobson with trees
- Originally pedestrianisation carried out 18 years ago, construction is too thin for loading
- Need to have a reinforced slab construction maybe 550mm deep, has to be a rigid construction
- Turning movement on side roads
- Enforcement a major issue
- Technical problem with rising bollards SMS operated
- S/S bollards not liked by Disabilities Forum and partially sighted
- Licensing issue
- Lighting is only ornamental, centenary lighting could be building mounted
- Counter terrorist bollards
- Possibility of bringing stall holders into Ridley Place discussed
- Northumbria Water / the central sewer depth is 3-4m and critical drainage
- Historically flooding at Blackett Street and Haymarket
- Attenuation of surface water in whatever way would be of benefit to Northumbria Water
- £75K-£100K spent on maintenance of the paving per annum
- Night shift working will need to be introduced, potentially an issue with residents on the street
- Four night shift cleans per week to lift chewing gum etc
- Pavement is a semi rigid construction, and still subject to movement
- Status of licensing and street entertainment to be investigated
- Issue of vehicular dominance at certain times of day despite pedestrianisation
- Ridge / high point at Northumberland Road
- Chuggers can be licensed, check whether they are now
- Seating is battered
- Talking lampposts, multi lingual opportunity
- Supportive of the street being developed as a cultural venue
- Mechanical sweepers are heavy
- Lighting is 'ornamental' and can be removed / replaced, preference is for lights to be mounted off the buildings
- Existing fixings on buildings used for Christmas festivities
- Saville Row / John Dobson Street are routes through to Northumbria University
- Receptive to the idea of side street gardens and or market places
- Issue of bins on Lisles St
- Issue of servicing Monument Mall from Northumberland Place
- 57 accidents in 5 years on Blackett Street
- Idea of taking buses out of Blackett Street long term
- Issue of regulating waste, private and NCC
- Cabinets, more clutter, required for raising bollards, need to design these units in to minimise intrusion
- Clutter and obstruction at either end by sculpture: Harold the Herald by artist Ray Smith

Appendix 1

NOTE OF CONVERSATIONS

- Integrated drainage model? Who's

Alison Blackburn Chair, Colin Coghill, Jean Fraser, Mike Casseldon, Gordon Forter Disabilities Forum: 13th June

- Until recently technically a highway
- Primark hoarding is so far into the street it creates an obstruction
- Concern with the dereliction on the city edge
- East Pilgrim Street is a conservation area
- Conflict with servicing and late night opening
- Contact Jules Brown, North of England Civic Trust
- There has always been a drainage issue, Newcastle is built on clay
- Lighting fits in as period character but additional lighting needed and no particular concern over the idea of catenary apart from wind
- REACT: technology is now old but in principle this did work
- Would welcome more street entertainment
- Issue of cyclist at a pace behind you, southern end is worse, they don't abide by the rules
- £1000 fine but no enforcement
- Anne Clark: Cycling officer
- Issue with location of cycle racks, they should not be at NSt end on Saville Row for instance
- The street is a 'jumble sale' it's a 'pig's breakfast'
- Finger signage is fine but size of lettering is too small
- 12no. disabled bays on NSt out of use due to Primark, but no consultation on this loss of convenience
- Servicing: Argos, can they gain access from the back? Think not. CHECK
- Market: good idea to locate on Saville Road for instance
- The street is windy!
- Cafes: M&S using area that is outside the tactile paving delineated area
- Need to control conflicts
- Facades: Argos is stuck on, as is T-mobile
- Money was thrown at the street in the 70s
- Bollards: s/s cannot see them even with high viz band
- Bus Stops: St Mary's Street: 10,11,30,31.35 creating congestion
- Crossing: Loads of people crossing and particular issues on Saturdays that are turning left down Percy Street, idea to take bus lanes out of Percy Street
- Barras Bridge is a nightmare, conflict of cars and buses: Keith Taylor has a plan for Barras Bridge
- Example of good pedestrian city centre is Nottingham
- Harold the herald sculpture has no tactile warning around it
- Street pedestrianised in 1995
- Most sensible guideline for partially sighted and blind is the building line
- Keep furniture away from building line
- M&S pillars have v. sharp edges, but people should be using a long cane
- Animation and Activity: Could do with some nice restaurants to encourage people to come into the centre in the evening
- Facades: Encourage face lifts of facades and shop fronts
- Canopies: more like the one at Fenwicks
- Hanging baskets are pretty
- Remove superfluous signs
- Bars in the centre are half dead because it's all happening at the Quayside now
- Bollards at Fenwicks are too low

Sarah Stewart CEO: Newcastle Gateshead Initiative: 14th June

- 'Should be such an important Street'
- 'Our Oxford Street'
- Shopping is fantastic that's why people come to Newcastle
- But now don't refer to the street as it is not performing as a destination
- It has got to be a destination from 'somewhere to somewhere'
- Newcastle is a city of 'beautiful architecture to concrete clad underpasses'
- The street is wasted as a pedestrian area
- 'There should be a pavement culture'
- Need more mixed retail
- There used to be places to go
- Need to change the ambience, then the reputation, to then attract independent High Street type retailers who may 'grow up' and would then consider NST
- EAT is very successful and brings out all the independent food producers to NST proving that it is possible to attract people
- Check out 'Taste NE'
- NGI set up 12 years ago and is dedicated to partnership working and promoting Newcastle Gateshead as a destination
- Inward investment brief
- Image change needed for the economic development of the city
- Slight conflict with NE1, but worthwhile
- Do a lot of promotion outside the region to raise Newcastle's profile
- Hold all visitor information: 25-40 'Besting Cosmos' offer a big City Break potential
- Visitor Information Centre opening on Market Street
- No flat floor exhibition space of adequate size
- Sage is used for conferencing
- There is £30m investment for exhibition space
- Major festivals by NGI:
 1. Eat
 2. Juice (young people)
 3. Winter Festival which is when NST comes alive
 4. Chinese New Year
 5. Bridges
- Invited to brainstorm with NGI team
- People come to Newcastle for:
 - o Sport
 - o Cultural activity
 - o Shopping

Katja Leyendeker Cycle Campaign and Colin Green Living Streets: 14th June

- NST is the only pedestrian street and therefore 'everyone is going for it'
- John Dobson Street is scary to cycle
- Insufficient seating
- NST is not inviting
- Crossing points at both ends are overrun
- Side streets poor quality, and yet there are cycling up to 30,000 Northumbria University students using Northumberland Road to get to campus
- Example of Brunswick in Germany: Map comparative scale of pedestrianised space
- No cyclist allowed but deliveries are!
- Could be times for cycling, say 22:00 – 08:00
- More of a buzz with small independents rather than large retail domination
- Need to break the perception that more cars = better shopping
- Need to create a more secure environment for pedestrians
- Extend the pedestrian areas up Northumberland Road
- Encourage more street markets and activity
- Need for an enforced service strategy
- KL took petition to NCC 2 years ago, but nothing has been done
- One Core strategy supposed to encourage all to cycle for journeys < 5 miles
- One Core Strategy June 2010 is radical
- Fairness is a useful banner
- NCC cycle strategy, but getting it to happen in another thing, need to change the perception of council officers
- <http://www.newcastle.gov.uk/parking-roads-and-transport/cycling/strategic-cycle-routes>
- Sort out Barras Bridge and Blackett Street which are traffic dominated
- Ensure fire access is possible
- Monument and Barras Bridge are public Square opportunities
- Saville Row issue of blank facades
- 'Territory of the double yellow line'

Appendix 1

NOTE OF CONVERSATIONS

- Seating is in great demand
- Stronger appetite for walking and cycling now
- 'Let's get a plan together' KL
- KL is a water engineer at EA
- Witness: a 7 year old nearly getting run over by a van
- On the plus side:
 - Students provide new blood every year, creating a turnover of people
 - Metro to airport and you can fly direct to Dubai from there, then on to anywhere in the world

Andrew Short Facilities Manager Northumbria University: 14th June

- Trevor Thurlow is drawing up another estates masterplan and strategy
- Bridge over central motoway cost £5m, street £5m
- Took 4 years to pedestrianise road
- Built environment is strong at both universities
- Harvest 50,000 and 120,000 litre capacity for attenuation
- Check health and well-being area adjacent to the sports hall
- Environmental campaigns run by students, contact: Francesca Digiorgio Environmental activities coordinator
- Interested in Green roofs
- Interested in sustainable practice for high biodiversity
- Tim Hall is administering the carbon neutral plan
- Trying to promote cycling
- Trigeration scheme with NCC contact Simon Johnson at NCC
- Connectivity is very important, looking to expand

Cyril Winskill Conservation architect: 14th June

- Check: Engineer Percy Parr's plan for Newcastle 1945, the city is influenced and recovering from that plan today
- Professor Jack Napper architect and planner with students produced a brilliant dissertation with which they made objections, and helped halt the plan at inquiry
- CW chaired a City Centre Partnership, which was a think tank in 1990s
- Grainger Town Project, NCC and EH acting as a development corporation, a one stop shop with residents group, design and business group
- Paul Drury EH, undertook the policy guidance
- Time ran out and the partnership was disbanded and morphed into NE1 with CW on the board
- CW has produced many plans pro bono: including scheme for St Nicholas, Bigg Market and 'Servants plan' (co-authored with Colin Haycock RTPI president) which included a big idea of covering over Barras Bridge and putting back to grade putting pedestrians as a priority
- Europanostra 2008 congress held in Newcastle, Placido da Mingo

Liz Sobell archivist : 14th June

- Resident in the Black Gate / Castle Keep
- 1901 horsedrawn trams
- 'bastard randomness' mis-shapen granite cobbles
- Clog dancing, traditional
- 'I've dropped the soap' sculpture on the civic centre

- Gave to JLG historic maps / old photos / references of archives

Nick Brereton Children's Rights Team Manager NCC: 21st June 2012

No Utter Legends reps attendance due to Metro strike and wet weather

- Newcastle has a resident population of approximately 58,500 children and young people aged 0 to 18 years representing just over 20% of the total population of the area
- NE1 promoted and funded £100K for Newgate Young People's Centre off Clayton Street
- Being done up on a temporary lease by Solar Learning <http://www.solarlearning.org.uk/about/>
- Potential for young people to be directly involved in the management
- This is to provide a 'place to go' in the city centre that is not a shop or a cafe
- City centre presents a 'harsh environment' of blank windows and greyness, a concrete jungle, unwelcoming
- Princes Square growing garden idea: ND supported in principle, in line with NE1 pocket parks initiative, see contacts:
- Children's Trust Board from Newcastle College is Carole Kitching carole.kitching@ncl-coll.ac.uk. Her PA is: vicky.yiphoi@ncl-coll.ac.uk
- Kids Kabin Environmental children's project:
- Project Manager: Will Benson
- Church Walk Shopping Centre, Church Walk, Walker, Newcastle NE6 3DW
- T: 0191 295 3655 admin@kidskabin.org.uk
- National Play Day:
- Una MacDermott NCC
- T: 0191 277 4568 una.macdermott@newcastle.gov.uk
- Otherwise places to go:
 - Leazes Park, the bit closest to town but NB expressed concern over the safeness of this place
 - Central library
 - Old Edon Square
 - The Gate
 - Blackfriars
 - Connections opposite the junk shop on Percy Street
- There is no meeting space to properly hang out that is designed for young
- Lots of young people come into town after school to change bus
- Young people are saying 'stop asking questions, and do something'
- Consider play theme, with under 5s, do a walk about
- Recycyabike's voluntary work
- Green Festival, could coordinate a project with this
- Refer to NCC core objectives:
 1. Working city
 2. Decent neighborhoods
 3. Fairness
 4. Fit for purpose council
- Core agenda of Science City: Aging, Environmental sustainability, genetics
- Consider a social enterprise idea of young people running a shop or a café in the city centre rather than on campus, say a Jamie Oliver model as an economic driver for skills development
- Engagement idea of a mapping project for Northumberland Street, a children's walking map of Newcastle, recorded over a week with cameras, which could be exhibited in the Newgate Young People's Centre with a private view inviting key members of the community and decision makers, JG to visit while in progress if poss
- Could be converted into a guide
- What's safe and what's a threat
- Streetwise, Scarpa and Komassi are the main youth projects based in the city centre
- Neighborhood management contact? tbc
- Urgent Ofsted recommendations: Care Quality Commission report March 2012: Address the issues around alcohol use in the city centre, as alcohol fueled violence is a key driver of children needing to be protected by children's social care in the city. This was a recommendation for the council as a whole, not just children's services
- See also section 17 and 19 of the above: 'Ensure an effective balance between the impact of strategies for the economic development of the city and those for the safeguarding and welfare of vulnerable children and young people in the city'

Dr Lynne Corner Biomedical Research Unit

Institute of Aging and Vitality Newcastle University:

20th July 2012

- Citizens of Newcastle were 'proud of their outside fresh air shopping'
- The street gives a sense of place and belonging
- 80% wealth is locked in over 50s
- Daily shopping routine means that individuals are connected, get exercise
- Social capital in Newcastle is enormous
- Economic significance of the older population
- Lynne's background is planning and health
- Aging is malleable
- Exercise can influence change
- Key issue: sense of connectivity and social aspects
- Aging as a opportunity
- Aging is man's greatest achievement
- With dementia come cognitive impairment

Appendix 1

NOTE OF CONVERSATIONS

- Legibility and ways of navigating the public realm is key
- Shopping issue report
- Central motorway is the only motorway where you join the fast lane
- Dementia: Lighting quality is important
- JLG to send diagram of web of benefits from quick win projects
- LC to send quotes related to response to public realm issues
- Newcastle is a great place for everyone
- Age friendly initiative
- Prototype bench is on the campus
- Voice North are a volunteer group with energy, skills, commitment
- Older people are a CORE RESOURCE

Professor Eric Cross
Dean of Cultural Affairs, Newcastle University
Telecon: 22nd October 2012

- Dealing with the cultural element of the 'Changing Age Agenda' programme
- Health and the university
- Aging creatively
- Linking Culture and heritage
- Creative arts and how they contribute to well-being in an agenda of life long health
- Three strands
 - Music
 - Visual
 - Creative writing
- Research through 6 workshops over the next 18 months, active and passive
- Active: Singing, drawing, etc.
- Passive: Listening, visiting galleries, book club etc
- Pinning down evidence and benefits of active creative work, how much through the social benefit and how much value through being creative, hard evidence is challenging to collect
- Measuring: soft way through Questionnaires etc. and testimonials from doctors
- Evidence: to ultimately be able to go the NHS and ask them to invest in creative opportunities
- On campus: Benefit noticed with spatial and physical improvements: More open space, less cars, more attractive, has lead to change of use, greater usage



Northumberland Street charity collectors

Appendix 2

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Appendix 2

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