

Cabinet

20 November 2013

Shildon Masterplan

Key Decision R&ED/01/13



Report of Corporate Management Team

Ian Thompson, Corporate Director Regeneration and Economic Development

Councillor Neil Foster Cabinet Portfolio Holder for Economic Regeneration

Purpose of the Report

- 1 The regeneration masterplan for Shildon provides a detailed programme of activity that can be undertaken in the town over the next 3-5 years to ensure future sustainability through investment and marketing of the town's key development opportunities.
- 2 The document provides the strategic context for delivery and seeks to establish key principles to co-ordinate and guide this activity. The document is one of a similar series established for all of the major towns within the County.

Background

- 3 Shildon will always be associated with the age of the steam engine. Often referred to as the 'cradle of the railways' it is here that the first steam hauled public train began its historic journey in 1825. The railway industry dominated the town until the abrupt closure of the Shildon Works in 1984. The town's connections with the birth of the railways are marked at Locomotion National Railway Museum, which has proved an extremely popular visitor attraction since opening in 2004.
- 4 Shildon has a population of 10,079¹, with 7,131 within the working age band.² The local employment base has historically been reliant upon the manufacturing sector. The average weekly household income is lower than the County and North East averages.³ The town's population profile shows the percentage of older people growing at a faster than average rate and the pre-school age group increasing at a higher rate.

¹ As used in the County Durham Plan Settlement Study 2012

² Based on 2011 Census (inc. the Lower Layer Super Output Areas of Shildon West, New Shildon, Eldon, Sunnydale, Thickley, and, Shildon East)

³ CACI (DCC), 2011

- 5 The town sits within the North East Local Enterprise Partnership (NELEP) area. It also has strong labour, housing, retailing and transport connections with Tees Valley and Darlington which afford opportunities for complementary economic growth, to widen labour market catchments, and extend the benefits of growth in the NELEP. The town is within close proximity to significant employment areas at nearby Newton Aycliffe and to the A1(M) which facilitates access to regional markets. The recent agreement of Hitachi Rail to locate at Newton Aycliffe will provide substantial new opportunities for Shildon to become part of the supply chain for this new facility and benefit from employment opportunities. Manufacturing remains the dominant sector for work. Companies include those concentrating on high quality specialist production engineering and others that are part of international groups. The employment sites in and around Shildon mainly cater to local demand. The majority of businesses in Shildon employ a workforce of fewer than 15 people and only 4% employ more than 100 employees.
- 6 Substantial new housing provision is confirmed in the County Durham Plan proposals. The identified requirement of 560 new homes is capable of being met on sites that are already committed (i.e. benefitting from planning permission). The two large housing schemes are at Dale Road and Spout Lane and will deliver some 287 and 270 houses respectively.
- 7 Retail activity is concentrated around Church Street and Main Street, which form a relatively attractive and popular town centre, although its role and vitality have changed in recent years. The main shopping centre serves a tight retail catchment and shoppers are more likely to be frequent visitors who visit the centre on foot. However, there are a substantial number of takeaway premises which tend to detract from the retail character and vibrancy of the shopping centre. There are a number of civic buildings at the edge of the centre including the Civic Hall, library, community centre, health centre and Town Council offices.
- 8 The town is well connected by road and rail to nearby towns and employment centres. The A1(M), A68 and A688 are within easy reach of the town providing links with the rest of the region. Shildon has a rail station (located close to Locomotion) and there is a bus station to the east end of Church Street which provides regular services to Darlington, Newton Aycliffe and Bishop Auckland and connections to Durham. The Bishop Line (as the railway line is now called) is supported by the Bishop Line Community Rail Partnership that helps promote use and awareness of the line.
- 9 The Locomotion Museum, which opened in September 2004, is part of the National Railway Museum. It incorporates the Timothy Hackworth Museum which celebrates the renowned engineer. It is a particularly popular county and regional destination attracting over 200,000 visitors annually and reached its millionth visitor in 2010. It is estimated that Locomotion brings £3.6 million into the local economy and around £3 million into the region. It impacts on local companies, trading with about

90 local companies - 47 of which operate within South West Durham. Of its annual visitors, over 40,000 of stay in the region for at least one night and 12,000 arrive at the museum by rail.

- 10 This masterplan articulates the County Council's desire to stimulate regeneration and economic growth and to guide investment in Shildon focussing on enhancing the environment, development opportunities and the potential of the town. The Masterplan is supported by a delivery plan.
- 11 The Masterplan aims to:
 - Focus and co-ordinate the regeneration activities in Shildon and assist the delivery mechanism for the various regeneration projects;
 - Input into the delivery of the emerging Local Plan and Community Infrastructure Plan and draw together the strategic and policy drivers for development and regeneration within Shildon;
 - Assist in the consultation process with partners, stakeholders and the community;
 - Assist in taking proposals forward with investors, developers and landowners; and,
 - Raise Shildon's profile in order to stimulate further investment activity.
- 12 The key drivers for this masterplan are:
 - Establishing a clear set of priority projects together with a realistic delivery plan which reflects market demand, investor appetite and availability of sources of finance;
 - Promoting the diversification of the local economy and employment growth, led by the private sector;
 - Supporting the ongoing development of a sustainable and vibrant town centre with a focus on deliverability;
 - Consolidating the population base and improving the balance and mix of the housing offer which will help to underpin a sustainable local economy, retaining young people whilst providing for an increasing proportion of elderly residents;
 - Ensuring that key stakeholders, in particular those using the town centre are positively engaged and support the process and that the final outcomes are ones in which local residents and businesses have confidence and pride.
- 13 There are a range of development opportunities to be promoted in Shildon. Key areas for council support are as follows:
 - Working with **local employers looking to expand their businesses**. Business Durham provides tailored advice and guidance to support the development and growth of businesses in the area and acts as the first point of contact for any business issues they may have;

- Supporting **the allocation of employment land** and the **protection of industrial estates**;
- **Working with a range of agencies** (including South Durham Enterprise Agency) to provide **business support**;
- Working with the private sector to develop a phased approach to **delivery of new homes** across a range of values and tenure types to support the resident population;
- **Working with livin and other social housing registered providers** (i.e. Four Group) to help deliver affordable housing in the Shildon area;
- We will implement a **Targeted Business Improvement Programme** and work with landowners to improve the appearance of underused properties; and
- Working to identify development partners and deliverable development solutions for opportunities within the town centre.

14 Consultation on the preparation of this Masterplan has been undertaken with a range of local stakeholders including the AAP and the Town Council. A summary of these discussions is available in the consultation log.

Recommendations and reasons

15 The Shildon Masterplan will help plan, co-ordinate, and deliver regeneration activity in Shildon over the coming years.

- (a) It is recommended that the report be approved by Cabinet.

Background papers

Shildon Development Framework 2013

EqIA – Equalities Impact Assessment 2013

Shildon Masterplan, Consultation Log 2013 - Attached as Appendix 2

Contact: Peter Coe Tel: 03000 262 042

Appendix 1: Implications

Finance -

The document contains a delivery plan with possible partners and costs identified. The opportunities can be resourced through a combination of DCC capital programme, Section 106, CIL, asset backed regeneration vehicle and private sector/developer contributions.

Staffing –

None

Risk -

Detailed Risk Assessments will be undertaken for each project/development

Equality and Diversity / Public Sector Equality Duty -

EqIA completed

Accommodation –

None

Crime and Disorder –

None

Human Rights –

None

Consultation -

Consultation has been undertaken with stakeholders, a summary log is attached.

Procurement –

None

Disability Issues –

None

Legal Implications -

The framework will provide evidence to support the County Durham Plan but will not have any statutory weight in the planning process.

Appendix 2

Shildon Regeneration Masterplan Consultation Log – Updated 05/08/13

Person	Organisation	Representatives	Date	Comment
Andrew Walker	Co-ordinator of Bishop Auckland and Shildon (BASH) Area Action Partnership (AAP) - DCC	Glenn Martin Stuart Carter	12/11/12	Check on consultation with AAP – cross check key local issues
Gillian Fortune	Chief Officer of charity Community and Voluntary Organisations Support charity (CAVOS) & Chair of 'Shildon Communities First' organisation	Glenn Martin Stuart Carter	21/11/12	Cross check key local issues
Sarah Fay	(Local Sustainable Transport Fund) Sustainable Travel Co-ordinator for the Local Motion Organisation	Stuart Carter (tel)	27/11/12	Establish extent of work planned for the area
Cllr Stephens	County Councillor	Chris Myers Stuart Carter	30/11/12	Meeting to establish key issues and suggested improvements
Ian Brown, Vicki Miller & Tracey Jackson	Livin (Registered Housing Provider)	Glenn Martin Michael Hurlow Stuart Carter	12/12/12	Establish extent of work planned for the area
Mick Waterson	Shildon Town Council	Glenn Martin Stuart Carter	15/01/13	Meeting to establish key issues and suggested improvements
Various representatives from AAP, CAVOS, Town Council, Durham Constabulary, NHS, community groups, etc	Shildon Communities First	Glenn Martin Stuart Carter	12/02/13	Meeting to establish key issues
Various representatives from Safe Durham Partnership, Durham Constabulary, AAP, SDEA,	Safe Durham Partnership – Business Security Scheme Meeting	Stuart Carter	06/03/13	Meeting to establish key issues
Steve Robson	South Durham Enterprise Agency (SDEA)	Stuart Carter Michael Hurlow	08/03/13	Meeting to establish key issues
George Muirhead (Museum Manager, DCC)	NRM, Locomotion	M. Hurlow	12/06/13	Refs. To Locomotion
Kelly Mason	livin	M. Hurlow	24/06/13	Full written response inc. livin references
Louise Oakley	Environment Agency	M. Hurlow	02/07/13	Drainage/Flood
Cllr Brian Stephens; Cllr Henry Nicholson; Cllr Trish Pemberton	DCC Cllrs, Return date 16/08/13	M. Hurlow	25/07/13	Masterplan Draft Comments sheet and summary
Andrew Walker - Assistant Chief Executives Office	Bishop Auckland and Shildon AAP Forum Return date 16/08/13	M. Hurlow	25/07/13	Draft Masterplan Draft 2 Vs 6, sent 29/07/13 to AAP Board for distribution with comments sheet

Person	Organisation	Representatives	Date	Comment
Michael Waterson (Town Clerk)	Shildon Town Council, Return date 16/08/13	M. Hurlow	25/07/13	Draft Masterplan Draft 2 Vs 6 with comments sheet for distribution to town councillors
Cllr Neil Foster	DCC Portfolio Holder	M. Hurlow	25/07/13	Draft for comment
Gillian Fortune (gillian@cavos.org.uk)	Shildon Communities First	M. Hurlow	25/07/13	Draft Masterplan Draft 2 Vs 6 with comments sheet
Julie Nicholson and Kelly Atkinson (DCC)	Safe Durham Partnership – Business Security Scheme Meeting	M. Hurlow	25/07/13	Draft Masterplan Draft 2 Vs 6 with comments sheet
Steve Robson	SDEA	M. Hurlow	26/07/13	Masterplan Draft 2 Vs 6 copy for comment
Robert Whitehouse (Co-ordinator)	Bishop Line Community Rail Partnership	M. Hurlow	26/07/13	Masterplan Draft 2 Vs 6 copy for comment
Sarah Fay (DCC)	Local Motion	M. Hurlow	26/07/13	Masterplan Draft 2 Vs 6 copy to pass to any ext. organisations for comment
Michael Waterson (Town Clerk)	Shildon Town Council,	M. Hurlow	15/08/13	Draft Masterplan Draft 2 Vs 6 comments sheet
Cllr Brian Stephens	Cllr	C. Myers	6/11/13	Briefing session
Cllr Henry Nicholson & Cllr Trish Pemberton	Cllrs	C. Myers P. Coe	14/11/13	Briefing session