

## DRAFT

# NORTH TYNESIDE COUNCIL: ECONOMIC REGENERATION STRATEGY DELIVERY PLAN

This Delivery Plan provides details of the services and activities that North Tyneside Council intends to implement in pursuit of the Vision, Themes and Objectives contained in our Economic Regeneration Strategy. In line with the review period for the Council's Corporate Plan, Objectives will be reviewed every four years, whilst the services, initiatives and performance indicators shown in the following schedules will be reviewed on an annual basis.

### Resources

**Actions and Initiatives** outlined in the Delivery Plan schedules will be delivered or facilitated by core Council staff engaged in the provision of economic regeneration services. A chart showing the current staffing structure for the relevant service areas is shown on page 23. Subject to the availability of resources, contributions to specific capital projects will also be made through the Council's capital programme.

Where **external resources** are required for the delivery of identified actions or initiatives, these have been specified in the schedules by showing the specific resource requirement for the current year, as well as the future resource implications over a four-year period. The sources of the external funding requirements are also indicated in the schedules.

### Performance Management

The performance indicators and targets included in the Delivery Plan relate to two levels. The first set of indicators and targets are "higher level" or "**outcome**" measures, for example the borough's employment rate or business start up rate. These are "higher level" in the sense that the targets cannot be achieved by the Council alone and require co-ordinated action through joint working with our partners. Higher-level performance indicators will be monitored through the relevant Theme Partnership of North Tyneside LSP.

The second set of indicators are "lower level" **output** related measures that will be used to measure delivery of the Council's own economic regeneration services and initiatives. For example, the number of workless residents accessing employment directly through our employment support initiatives, or the number of business start-ups achieved by our business support services. These outputs are intended to show the Council's contribution to the achievement of the "higher level" indicators and will be monitored through the Council's service plan monitoring process. Performance targets set out in the Plan are intended to be challenging but achievable as well as being strategically consistent with those in related Public Service Agreement, Neighbourhood Renewal, Local Area Agreement and Community Plan documents. Where appropriate targets aimed at closing the gap between the borough's disadvantaged communities and our more affluent areas have been included.

### **Strategic Alignment**

A column has been included in the Delivery Plan schedules to indicate key **local level** strategic linkages. Strategic alignment with relevant regional and sub-regional plans (e.g. Regional Economic Strategy, Regional Spatial Strategy) is automatically assumed, as is alignment with the Local Strategic Partnership's Community Plan and the Council Plan.

## STRATEGIC THEME 1 - PARTNERSHIPS

**To facilitate and/or participate in all relevant regional, sub-regional and local Partnerships to ensure North Tyneside has the influence and resources to maximise the local impact of successful economic regeneration**

### Objectives

- 1.1 We will ensure that North Tyneside is fully engaged and pro-active in the development of the Northern Way City Regions initiative
- 1.2 We will support the implementation of the Regional Economic Strategy through participation in the Tyne & Wear Partnership, its sub-groups and other relevant sub-regional partnerships
- 1.3 We will support the continuing development of North Tyneside Local Strategic Partnership, particularly through effective facilitation of the Partnership's Regeneration Themes
- 1.4 We will contribute to strong corporate working by aligning our strategy and service delivery with other key service areas in the Council
- 1.5 We will facilitate effective community engagement on economic regeneration issues
- 1.6 We will continue to develop effective engagement with businesses, individuals and organisations from the private and voluntary sectors
- 1.7 We will continue to bid for and secure appropriate resources to support economic regeneration in North Tyneside, the sub-region and region

## DELIVERY PLAN SCHEDULE - PARTNERSHIPS

Actions & Initiatives	ERS Ref.	P I Description	P I Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07 - 2009/10	Key Local Level Strategic Linkages
Ensure active participation in regional and sub-regional groupings established to develop and promote the north-east elements of the City Regions Initiative	1.1.	No of meetings attended	10			
Lead and co-ordinate Tyne & Wear Partnership Advisory Group	1.2	No of meetings facilitated	8			
Actively participate in Tyne & Wear European Officers Group	1.2.	No of meetings attended	6			European Programme Complement Document
Liaise with internal services and external partners to develop appropriate policy frameworks for delivering sub-regional regeneration services	1.2.					European Programme Complement Document
Facilitate, review and develop the LSP Regeneration Delivery Partnership	1.3	No of meetings co-ordinated Strategic objectives agreed Performance management framework agreed Quarterly monitoring reports	16 1 <sup>st</sup> Qtr 1 <sup>st</sup> Qtr 4 r			
Develop and implement a programme of regeneration initiatives in the four areas - North West, North East, South West, South East	1.3 1.4 1.6	Prepare draft programmes  Implement programmes	2 <sup>nd</sup> Qtr  2 <sup>nd</sup> Qtr			
Lead and co-ordinate Corporate Regeneration Working Group	1.4 1.2 1.7	No of meetings	4			Cultural Strategy
Production of Regeneration newsletter	1.4 1.2	Number of newsletters produced	4			

Actions & Initiatives	ERS Ref.	P I Description	P I Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07 - 2009/10	Key Local Level Strategic Linkages
Facilitation of Fish Quay Conservation Partnership Meetings	1.5	No. of FQCP Meetings facilitated	4			Cultural Strategy, FQ Regeneration Strategy, Clifford's Fort Conservation Plan, Fish Quay Interim Character Statement
Develop and deliver robust schemes for heritage led conservation of North Shields Fish Quay	1.5 1.6 4.8	Consolidation Clifford's Fort walls  Conservation grants awarded  Stage II submission to HLF for THI	Completed 2 <sup>nd</sup> Qtr  Grants to value of £400k allocated by end 4 <sup>th</sup> Qtr  3 <sup>rd</sup> Qtr	125k *	Proposed THI Capital Plan Single Programme	Cultural Strategy, FQ Regeneration Strategy, Clifford's Fort Conservation Plan, Fish Quay Interim Character Statement
Facilitate area regeneration focus groups	1.5	Number of meetings facilitated	16			Local Area Plans
Attend Area Forums	1.5	Number of meetings attended	12			Local Area Plans
Promote and facilitate Business Advisory Panel	1.6	No of meetings	6			Business Link Action Plan
With business support partners develop and promote a North Tyneside Business Charter	1.6	Draft charter consultation completed Charter adopted	2 <sup>nd</sup> Qtr  4 <sup>th</sup> Qtr			Business Link Action Plan
Brief internal and external partners on European, Governmental and other funding opportunities	1.4 1.7	No of briefing papers produced	6			Cultural Strategy
Production of Funding Update	1.7	Number of updates produced	20			Cultural Strategy
Submit applications for external funding	1.7	Number of bids submitted  % Success rate of bids	10  75% success rate			Cultural Strategy

\* External resources identified in the schedule are from English Heritage - funding is confirmed.

## STRATEGIC THEME 2 - PEOPLE

**To provide the infrastructure and services which support enterprising, learning communities in North Tyneside so that our working age residents are equipped with the confidence, qualities, learning and skills to achieve economic well-being by competing successfully in a modern, dynamic labour market**

### Objectives

- 2.1 We will support targeted, community-based services and interventions which assist our workless residents into employment
- 2.2 We will work with all relevant partners to ensure that working age residents can access appropriate advice, education and training to gain the skills needed in a modern labour market and achieve their full potential
- 2.3 We will work with partners to improve co-ordination of employment support services ensuring that supply side services and interventions are linked to existing and emerging demand side employment opportunities
- 2.4 We will work with our education partners to enhance work related learning opportunities and assist pupils with the transition from the school environment to the world of work

## DELIVERY PLAN SCHEDULE - PEOPLE

Actions & Initiatives	ERS Ref.	P I Description	P I Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07-2009/10	Key Local Level Strategic Linkages
Develop a partnership framework/agreement to enable joint bidding/delivery on employment support initiatives in the borough	2.2 2.3	Partnership framework established	2 <sup>nd</sup> Qtr 06			
Develop demand-led training initiatives in appropriate <b>sectors</b> to address barriers to learning and employment opportunities	2.3	Employers engaged in developing pre-employment training  Employers engaged in implementing workforce development plans for recruited staff	8  4			
Work with our partners to stimulate demand for the take up of Adult Apprenticeships	2.3 2.4	Enhancement options appraised	Implementation of preferred option			
Work with partners to recruit workless residents onto training initiatives	2.1	No. residents engaged in skills development	50			
Consolidate operation of local Information, Advice & Guidance (IAG) consortium	2.2	No. of consortium members  No. of providers accredited with Matrix Standard	6  3			

Actions & Initiatives	ERS Ref.	P I Description	P I Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07-2009/10	Key Local Level Strategic Linkages
Promote Tyne & Wear Together to increase recruitment into subregional employment support services for workless people	2.1	No. of marketing initiatives	4			
Undertake annual customer satisfaction survey of users of employment support services	2.1	Survey Completed  Customer Satisfaction Level	4 <sup>th</sup> Qtr  75%			
<b>Engagement activities</b> with workless residents to provide advice, guidance and job-search support	2.1	Total no. people receiving Employment Support  IB clients receiving employment support  Other workless clients receiving employment support  No. workless residents accessing employment	250  150 (60% of total)  100 (40% of total)  135 (55% of total)	£360,000*	£1,660,000*	
Provision of <b>intensive</b> support to workless residents and other targeted groups	2.1	Total people receiving ES over 6 hours, of these; IB clients receiving employment support Other workless clients receiving employment support No. workless residents accessing employment	100  40  60  60	£300,000*	£1,600,000*	

Actions & Initiatives	ERS Ref.	PI Description	PI Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07-2009/10	Key Local Level Strategic Linkages
Provision of financial support to workless residents to remove barriers to employment	2.1	No of employment grants	125	£25,000*	£125,000*	
Provision of flexible financial support to employers for recruitment and wage subsidy initiatives	2.3	No of employers assisted Workless residents accessing newly created employment	5 10	£25,000*	£375,000*	

\* External resources identified in the schedule above include a combination of Single Programme, LABGI, Neighbourhood Renewal and Co-financing funding. These sources are still to be confirmed.

### Higher Level Performance Indicators:

Performance Indicator Description	Baseline 2005/06	Target 2006/07	Target 2007/08	Target 2008/09	Target 2009/10
<b>(a) Selected Audit Commission PI's</b>					
ECR 1 - The % of people of working age in employment					
ECR 2a - Proportion of the working age population who are claiming JSA					
ECR 2b(i) - Proportion of unemployed people claiming JSA who have been out of work > 1 year					
ECR 2b(ii) - Proportion of unemployed males claiming JSA who have been out of work > 1 year					
ECR 2b(iii) - Proportion of unemployed females claiming JSA who have been out of work > 1 year					
ECR5a(i) - Percentage of adults failing to meet Level 1 literacy skills					
ECR5a(ii) - Percentage of adults failing to meet Level 1 numeracy skills					
ECR 5b - % of WA population qualified to NVQ Level 2 or equivalent					
ECR 5c - % of WA population qualified to NVQ Level 3 or equivalent					
ECR 5d - % of WA population qualified to NVQ Level 4&5					
ECR 6d % of local WA population who are economically inactive					

<b>Performance Indicator Description</b>	<b>Baseline 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>	<b>Target 2008/09</b>	<b>Target 2009/10</b>
<b>(ii) Neighbourhood Renewal PI's</b>					
In relation to <b>Worklessness</b> Floor Target:					
Overall employment rate in NR areas					
Employment rate of those aged over 50 and over & difference between this and the overall employment rate					
Lone parent employment rate & difference between this and the overall employment rate					
Ethnic minority employment rate & difference between this and the overall employment rate					
Employment rate of those with lowest qualifications & difference between this and the overall employment rate					
Employment rate of those in wards with the poorest initial labour market position & difference between this and the overall employment rate					
Number of incapacity benefit claimants					
Numbers of those in the above categories assisted into employment sustained beyond 6 months					

## STRATEGIC THEME 3 – BUSINESS

**To support the creation, attraction and development of businesses which will sustain a modern, diversified and competitive local economy which generates high quality employment opportunities**

### **Objectives**

- 3.1 We will encourage a diverse range of businesses to locate in North Tyneside by promoting the area as an excellent employment location
- 3.2 We will work with our partners to provide the infrastructure and full range of support services needed to assist new businesses to start up and survive, and to help existing businesses to compete and grow
- 3.3 We will encourage and support North Tyneside employers to make a strong commitment to investing in the skills of their workforce
- 3.4 We will encourage and support North Tyneside's employers to invest in research and development and the latest technology
- 3.5 We will work with our education, learning and training partners to promote and develop entrepreneurship and increase business start ups in the borough

## DELIVERY PLAN SCHEDULE - BUSINESS

<b>Actions &amp; Initiatives</b>	<b>ERS Ref.</b>	<b>P I Description</b>	<b>P I Target 2006/07</b>	<b>External Resources 2006/07</b>	<b>Cumulative External Resources 2006/07-2009/10</b>	<b>Key Local Level Strategic Linkages</b>
Support the Investor Development Programme and after care service for businesses	3.2 3.3 3.4	No of business visits	20			
Develop a partnership framework/agreement to enable joint bidding/delivery on business support activities in the borough	3.2	Partnership framework established	1			
Provision of advice, guidance and signposting for new and existing businesses	3.2	Annual no. business enquiries for advice & info	50			
		Referrals to Business Link & other provision	20			
Actively promote the borough as a premier business location	3.1	Contribution to business week activities	2 <sup>nd</sup> Qtr			
		Produce a new business location guide	4 <sup>th</sup> Qtr			
		Enquiries for premises at the TW Property Show	20			
		Annual inward investment Enquiries	500			
		No inward investment enquires per 10k population	2.6			
Provision of managed work space and conferencing facilities for local companies	3.1 3.2	No employed in LA workspace	200			
Undertake annual survey of representative sample of businesses	3.2	Survey completed	4 <sup>th</sup> Qtr			
		Customer satisfaction level	80%			

Actions & Initiatives	ERS Ref.	P I Description	P I Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07-2009/10	Key Local Level Strategic Linkages
Develop a detailed funding bid for LEGI	3.2 3.5	Bid submitted	3 <sup>rd</sup> Qtr			
Secure LABGI funding resources and develop a detailed delivery plan	3.2 3.3 3.5	LABGI funding secured 3 year funding priorities established	£95,000 1 <sup>st</sup> Qtr			
		Delivery plan produced	4 <sup>th</sup> Qtr			
Deliver a business grant scheme to start-up and new SMEs in North Tyneside	3.2 3.4	Business start-ups	50	£250,000*	£2,250,000*	
		Business start-ups in NR target areas	25 (50%)			
		No. start-ups demonstrating growth after 12 months	40 (80%)			
		Existing businesses assisted	50			
		New jobs created	100			

\*External resources identified in the schedule above are from Single Programme, funding is still to be confirmed.

### Higher Level Performance Indicators:

Performance Indicator Description	Baseline 2005/06	Target 2006/07	Target 2007/08	Target 2008/09	Target 2009/10
<b>(a) Selected Audit Commission PI's</b>					
ECR 3a - The total number of local jobs by sector					
ECR 3b - The % of these that are full time					
ECR 3c - Annual change in number of local jobs					
ECR 4a - Average annual earnings for full timers					
ECR 4b - Average annual earnings for full-time males					
ECR 4b-Average annual earnings for full-time females					
ECR 20a No. new business start ups supported in the local area per 1,000 VAT registered businesses					
ECR 20b - Percentage of these start ups which are located in wards that contain a super output area in the 20% most deprived SOA'a in the country					

<b>Performance Indicator Description</b>	<b>Baseline 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>	<b>Target 2008/09</b>	<b>Target 2009/10</b>
<b>(b) LAA Possible Indicators (From Block 4 Guidance)</b>					
Number of new businesses created and demonstrating growth after 12 months					
Total entrepreneurial activity (Global Entrepreneurship Monitor)					
VAT Registrations					
VAT de-registrations					
Net change in business stock (registrations - de-registrations)					
Number of businesses attracted into the area					
GVA per capita (using earnings data as proxy)					
Output (using earnings X employment as proxy measure)					
Level of reported crime against business					
Employment by sector					
Earnings by sector					
Output by sector					

## STRATEGIC THEME 4 – PLACE

**To consolidate North Tyneside’s position as an excellent employment location by developing a sustainable physical environment and infrastructure that is conducive to economic growth, attracts further investment and visitors, and enhances the quality of life for our existing and future residents**

### Objectives

- 4.1 Working with our Planning partners, we will ensure that there is appropriate land and site allocation across the borough, sufficiently balanced in terms of size, type and location, to encourage investment by the industries of the future, provide a safe, attractive environment and enable sustainable communities to flourish
- 4.2 Working with our partners, we will ensure that there is provision of a range of modern business premises, with advanced connectivity, sufficiently balanced in terms of size, type and location to sustain economic development and encourage investment by the industries of the future
- 4.3 We will work with the owners of land and premises to improve the image and economic/ environmental sustainability of new and existing sites and premises
- 4.4 We will build on existing good practice and work with partners to establish exemplars of design quality within our built environment that will act as a ‘benchmark’ for the future of North Tyneside
- 4.5 We will work with our partners to develop a comprehensive 21<sup>st</sup> century transport infrastructure and make North Tyneside one of the best connected locations in the country
- 4.6 We will lead on regeneration plans aimed at establishing strong, vibrant and sustainable town centres
- 4.7 We will continue to lead on developing and implementing regeneration plans for priority areas in the borough
- 4.8 Working with our regional and sub-regional partners, we will enhance the physical infrastructure and environment to promote and support the development of the rich heritage and diverse cultural assets of the borough

## DELIVERY PLAN SCHEDULE - PLACE

**Note: Include "Tasking Framework" output measures where relevant and appropriate in tables below**

Actions & Initiatives	ERS Ref.	PI Description	PI Target 2006/07	External Resources 2006/07	Cumulative External Resources 2006/07 - 2009/10	Key Local Level Strategic Linkages
Create and maintain an up-to-date and comprehensive Land & Premises Register (LPR).	4.1	Creation of LPR.  ECR 9a(i) ECR 9a(ii)	1 LPR created by 2 <sup>nd</sup> Qtr TBC TBC	£30,000*		Local Development Scheme
Identify and agree resources for the management & maintenance of LPR	4.1	Resources for management & maintenance of LPR agreed	1 <sup>st</sup> Qtr			
Use LPR to identify and review all employment land & premises against current & forecast demand	4.1	Review Complete  Priorities Established	2 <sup>nd</sup> Qtr  2 <sup>nd</sup> Qtr			Local Development Scheme
To lead on the regeneration of Whitley Bay sea front/Spanish City island.	4.7	Completion - Phase 1 (Whitley Park and highway works)  ECR19(a) Funding secured  ECR19(b) Brownfield land reclaimed  Jobs Safeguarded	2 <sup>nd</sup> Qtr  £675K (SP)*  2.1 hectares reclaimed  10	£1,675,000 *	£60,000,000* (Total expenditure including private sector )	Coastal Regeneration Strategy  Cultural Strategy

<b>Actions &amp; Initiatives</b>	<b>ERS Ref.</b>	<b>PI Description</b>	<b>PI Target 2006/07</b>	<b>External Resources 2006/07</b>	<b>Cumulative External Resources 2006/07 - 2009/10</b>	<b>Key Local Level Strategic Linkages</b>
To consolidate and interpret Clifford's Fort (Scheduled Ancient Monument) as a visitor attraction, environmental works and improvements to key buildings.	4.8	ECR19(a) Funding secured	£1,009,800 *	1,009,800*	2,184,800*	Fish Quay Regeneration Strategy  Cultural Strategy
		ECR19(b) Brownfield land reclaimed	2.6 hectares reclaimed			
		Completion - Phase 1	2 <sup>nd</sup> Qtr			
		Jobs created	2			
		Jobs Safeguarded	4			
		Floorspace	470 sq metres			
Refurbishment of Fish Quay commercial properties	4.2 4.7	ECR 19(a) Funding secured	£462,500 (SP)* £87,500 (Other)*	£550,000*		Fish Quay Regeneration Strategy
		ECR19(b)	TBC			
		Completion - Phase 1	4 <sup>th</sup> Qtr			
		Planning/design - Phase 2	3 <sup>rd</sup> Qtr			
			Floorspace			

<b>Actions &amp; Initiatives</b>	<b>ERS Ref.</b>	<b>PI Description</b>	<b>PI Target 2006/07</b>	<b>Resources 2006/07</b>	<b>Cumulative External Resources 2006/07 - 2009/10</b>	<b>Key Local Level Strategic Linkages</b>
Fish Quay Conservation Area Improvements	4.8	ECR19(a) Funding secured  ECR19(b) Brownfield land remediated  Completion - Phase 1 Construction Jobs Jobs Safeguarded	125,000*  TBC  TBC TBC TBC	250,000*	1,250,000*	Fish Quay Regeneration Strategy
Complete the new Fish Quay Food Park complex  (FL)	4.2 4.7	ECR19(a) Funding secured  ECR19(b) Brownfield land reclaimed  Completion - Phase II  Jobs created  Jobs Safeguarded  Floorspace created	400,000*  0.9 hectares  3 <sup>rd</sup> Qtr  15  50  1,644 sq metres	400,000*	900,000*	Fish Quay Regeneration Strategy
Begin implementation of the Fish Quay Bankside management strategy.	4.7 4.8	Strategy agreed  ECR 19(a) Funding secured Implementation started	1 <sup>st</sup> Qtr  50,000 (SP)* 1 <sup>st</sup> Qtr	50,000*		Bio-diversity Action Plan

<b>Actions &amp; Initiatives</b>	<b>ERS Ref.</b>	<b>PI Description</b>	<b>PI Target 2006/07</b>	<b>Resources 2006/07</b>	<b>Cumulative External Resources 2006/07 - 2009/10</b>	<b>Key Local Level Strategic Linkages</b>
To commission major public art schemes on the Fish Quay.	4.7 4.8	ECR 19(a) Funding secured  Completion of feasibility studies	40,000 (SP)*  2 <sup>nd</sup> Qtr	40,000*		Cultural Strategy Fish Quay Regeneration Strategy
Implementation of the Fish Quay Northern access improvements.	4.2 4.3 4.7	ECR 19(a) Funding secured  Phase 1 started.	200,000 (SP + Other)*  3 <sup>rd</sup> Qtr	300,000*	1,235,000*	Fish Quay Regeneration Strategy
Implementation of the Fish Quay revenue plan.	4.7	Business Plan Agreed  Commence Implementation	1 <sup>st</sup> Qtr  September 2006			Fish Quay Regeneration Strategy
North Shields town centre – review of regeneration initiatives and evaluation of future options	4.6	2005 study findings evaluated.  Strategy agreed	1 <sup>st</sup> Qtr  4 <sup>th</sup> Qtr			North Shields Town Centre Evaluation
Support provision of a Shopmobility scheme for the Borough	4.6	ECR 19(a) Funding secured  Business plan produced	30,000 (Nexus)  1 <sup>st</sup> Qtr	30,000	148,000*	Local Transport Plan

Actions & Initiatives	ERS Ref.	PI Description	PI Target 2006/07	Resources 2006/07	Cumulative External Resources 2006/07 - 2009/10	Key Local Level Strategic Linkages
Dock Road Improvements	4.3	Strategy completed	4 <sup>th</sup> Qtr		250,000*	
Determine future town centre management arrangements	4.6	Preferred option agreed	2 <sup>nd</sup> Qtr			
Begin new commercial development in Battle Hill.	4.2 4.7	ECR19(a) Funding secured	5,000,000*	3,920,000*	4,920,000*	Battle Hill Masterplan
		Phase 1 started	1 <sup>st</sup> Qtr			
		Construction Jobs Jobs Safeguarded Floorspace	TBC TBC TBC			
Agree preferred option for business/leisure use at the (former) Howdon Tip site	4.1 4.2	Preferred option agreed	3 <sup>rd</sup> Qtr			
Lead on securing the relocation of the Low Flatworth playing fields in order to facilitate further commercial opportunities on the Tyne Tunnel Trading Estate.	4.2 4.3	ECR19(a) Funding secured	250,000 *	250,000*	1,700,000*	
		Phase 1 started	4 <sup>th</sup> Qtr			
Lead on securing environmental and traffic management improvements, and linkages to the wider A19 development corridor, in the West Chirton South Industrial Estate.	4.1 4.2 4.3	ECR19(a) Funding secured	£300,000 *	300,000*	800,000*	
		Phase 1 started	3 <sup>rd</sup> Qtr			
Finalise the Wallsend regeneration delivery plan.	4.6	Delivery Plan agreed	1 <sup>st</sup> Qtr			Wallsend Regeneration Strategy - "Agenda For Change".

<b>Actions &amp; Initiatives</b>	<b>ERS Ref.</b>	<b>PI Description</b>	<b>PI Target 2006/07</b>	<b>External Resources 2006/07</b>	<b>Cumulative External Resources 2006/07 - 2009/10</b>	<b>Key Local Level Strategic Linkages</b>
Implement Wallsend, Wallsend Riverside and East Howdon Improvements	4.5 4.7	ECR19(a) Funding secured  Priorities agreed	£850,000 *  3 <sup>rd</sup> Qtr	850,000	2,900,000	Wallsend Regeneration Strategy - "Agenda For Change".
Delivery of Northern Gateway (Weetslade)	4.2 4.7 4.8	Completion of land acquisition exercise	1 <sup>st</sup> Qtr	TBC	13,500,000	
To commence the final stage of the regeneration strategy for the Longbenton housing estate.	4.7	Phased proposals implemented	2 <sup>nd</sup> Qtr	500,000*	2,300,000*	
To lead in the creation of appropriate structures, mechanisms, and procedures in order to address the quality of design agenda.	4.4	Priorities established.	4 <sup>th</sup> Qtr			

**\*External resources identified in the schedule above are still to be confirmed- (SP=Single Programme)**

**Higher Level Performance Indicators:**

<b>Performance Indicator Description</b>	<b>Baseline 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>	<b>Target 2008/09</b>	<b>Target 2009/10</b>
ECR 9a(i) - Previously developed land that is unused or may be available for redevelopment as a % of the local authority land area	To be established as a consequence of developing a comprehensive Land & Premises Register				
ECR 9a(ii) - Derelict Land	To be established as a consequence of developing a comprehensive Land & Premises Register				
ECR 13a - Visits to the town centre (measured by pedestrian footfall)					
ECR 13b - Satisfaction with the town centre (survey)					
ECR 14a(i) - Number of retail ground floor units not being used as a proportion of the number of ground floor businesses					
ECR 14c - Prime retail rent per square metre					
ECR19(a) - The extent to which the local authority's investment in the development of land and premises for economic development has been instrumental in leveraging funds from other sources, including grant aid					
ECR19(b) - Brownfield land reclaimed as a % of all land made available for industrial, commercial and leisure purposes					

# Organisation Chart Regeneration Service Structure

