

COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE AGENDA

Monday, 29 January 2018 at 1.30 pm in the Bridges Room - Civic Centre

From the Chief Executive, Sheena Ramsey

Item	Business
1	Apologies for Absence
2	Minutes of the last meeting (Pages 3 - 8) To agree the minutes of the meeting held on 4 December 2017.
3	OSC Review - The Council and Partner's Approach to Roads and Highways - Evidence Gathering (Pages 9 - 12) Report of Strategic Director Communities & Environment.
4	Progress Update on Development/Extension of Quality Bus Partnership (Pages 13 - 20) Report of Strategic Director Communities & Environment.
5	Tourism in the West of the Borough/Land of Oak & Iron Update (Pages 21 - 32) Report of Strategic Director Corporate Resources.
6	Work Programme (Pages 33 - 36) Joint report of the Chief Executive and Strategic Director, Corporate Services & Governance.

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Date: Friday, 19 January 2018*

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GATESHEAD METROPOLITAN BOROUGH COUNCIL
COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE
MEETING

Monday, 4 December 2017

PRESENT: Councillor N Weatherley (Chair)

Councillor(s): T Graham, B Clelland, S Dickie, K Dodds, M Hood, J McClurey, J Simpson, J Turnbull, A Wheeler, D Bradford, S Hawkins, M Brain, A Douglas, L Green and J McElroy

APOLOGIES: Councillor(s): L Caffrey, D Davidson, J Graham and H Haran

CPL47 APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Davidson, Cllr Caffrey and Cllr Graham.

CPL48 MINUTES OF THE LAST MEETING

The minutes of the minutes of the last meeting held on 7 November 2017 were approved as a correct record.

CPL49 THE COUNCIL PLAN - SIX MONTHLY ASSESSMENT OF PERFORMANCE AND DELIVERY 2017/18

The Committee were presented with a summary of the Six Monthly 2017/18 Performance Report. The presentation updated members on the performance and delivery for the period April to September 2017 in relation to the Council Plan 2015-2020.

From the presentation the Committee were advised that performance is measured using trend analysis against the data reported last year as opposed to annual targets due to strategic outcome indicators having a 5 year target set. It was also noted that the presentation will highlight key actions delivered within the last six months against the three shared outcomes within the new Council Plan 2015-2020.

A summary of performance was presented as follows:

- The OSC Communities and Place performance portfolio is made up of 35 Strategic Outcome Indicators
- 26 of which, data is unavailable at this reporting interval due to the collection frequency of the indicators and will be reported at the Year End interval 2017/18
- 4 of 9 indicators - performance has not improved from last year

- 5 of 9 indicators - performance has improved from last year

It was noted that the areas of performance not improved were: Employment, Economic Activity, Residents Employed in Occupations Requiring High Skill Levels and Households prevented from becoming homeless.

It was also noted that the areas where performance had improved were: Working age people on main out of work benefits, Number of households accepted as homeless, Recycling rates, Homes in the Highest Energy Efficiency Bands and Percentage of renewable/low carbon/energy generated locally.

It was presented to Committee that there have been many key achievements which were:

- £75,000 fund has been secured from North East Local Enterprise Partnership to support the development of the Enterprise zone at Follingsby.
- Plans to redevelop the 10 acre site at Gateshead Quays between Sage Gateshead and BALTIC to create a new 12,500 seat entertainment area and regional conference centre.
- Works have started on the £1.5m Land of Oak and Iron Heritage centre at Winlaton Mill.
- The Heights Scheme received planning approval in May and works have started on site in September 17.
- The Leisure service review has been successfully implemented.
- A new children's soft play area and Clip and Climb facility has been installed at Gateshead Leisure Centre.

In identifying areas for improvement and key future actions, these were:

- £75k secured through funding bids to increase education around Waste Electrical and Electronic Equipment (WEEE).
- The Homeless Reduction Act 2017 will come into force in April 2018.
- Three civil bus lane cameras will come into force in late April – May 2018.
- Work will start on the major maintenance work at Heworth in early 2018.

Cabinet members Cllr Linda Green and Cllr Angela Douglas attended and provided verbal updates on their respective areas of work to compliment the contents of the report and presentation.

Cllr Douglas advised Committee that one of the challenges have been falling numbers of people visiting libraries which follows a national trend but in spite of this three volunteer libraries at Whickham, Felling and Rowlands Gill are progressing well. It was noted that several new initiatives have been implemented to encourage children and young people to visit libraries.

It was noted that there have been a number of positive improvements to leisure services as previously mentioned in the performance report – this was including the new clip and climb facility and new soft play area at Gateshead Leisure Centre. The Committee were also advised that business plans are in place for each leisure

centre and a new app has been developed for customers to download.

Committee were further advised of the new Go Gateshead branding launch to give the service a clear identity in addition to the service working towards achieving Customer Service Excellence accreditation. It was noted that visitors to leisure facilities is increasing and that 25,000 visits are made per year by looked after children and children with a disability. Cllr Douglas also highlighted to Committee the forthcoming Great Exhibition of the North which will open on 22 June 2018 and run through until September.

Cllr Green also provided a verbal update to Committee making note of volunteering successes and challenges in addition to an update on the Tyne and Wear Waste Management Partnership. Committee were advised that continued garden waste charging, falling newspaper usage along with national levels for recycling stagnating mean it is unlikely that the recycling target of 45% will be met in 2017/18. The South of Tyne and Wear Waste Management Partnership, on behalf of the 3 Councils, has written to DEFRA to request the inclusion of Incinerator Bottom Ash (IBA) in the recycling performance figure. Other partnerships and national associations have also made this request but to date there is no change and IBA cannot be included in the recycling figure.

Several questions were asked regarding the developments in employment and economic growth. It was asked whether a breakdown could be provided of Gateshead's non-working population, an officer from the relevant service advised they would source an answer to this for feedback to Committee. It was also asked how the Council class someone as being self-employed – it was noted that this information is provided from the ONS annual population report.

Clarity on how the Council determine what a 'skill' is was requested noting the demand for skilled workers is increasing. Again, an officer from the relevant service offered to provide an answer to Committee in due course.

It was noted that the move towards trends as opposed to targets was welcomed when measuring performance. A question was asked around road safety figures which weren't presented, it was stated that these figures come out annually so will come to Committee at the appropriate time.

It was asked what work is being done to ensure there is quality housing being provided in the private rented sector – it was noted that quality standards in private rented property are regularly assessed and that a sample of properties have been identified for future inspection. Advice and guidance is also provided to private landlords from the Private Sector Housing Team.

A comment was made that in order to remain competitive with private gyms the Council should look into providing 24 hr accesses. It was stated that expending opening hours is being looked into but that it would be preferred to have all hours of opening to be staffed. It was also noted that there would be greater health and safety considerations if gyms were open when no staff were present.

An update was provided to Committee from Cllr McElroy, it was advised that there

are a number of upcoming transport developments such as the Felling Bypass improvements and the bus lane enforcements to improve public confidence. It was noted that air quality work is ongoing in partnership with North Tyneside and Newcastle Councils. Cllr McElroy also updated Committee on the recent theft of cabling on the Metro line which caused a lot of disruption for commuters.

A question was asked on the improvements to the A1 and the delays related to this. It was noted that a letter has been sent to the Highways Agency but there has been no response yet.

It was asked about planned works to the Tyne Bridge to be costing in the region of £10million – it was noted that there will be a meeting of the Tyne Bridge Joint Committee on 15th December to discuss this however the day-to-day maintenance of the Bridge is the responsibility of Newcastle Council.

RESOLVED:

- i) That the information from the report and presentation be noted and agreed.

CPL50 OSC REVIEW - EVIDENCE GATHERING

The Committee received an update and presentation on road safety from officers from Transport & Highways.

Committee were advised that there are several effects on communities as a result of road traffic accidents, there were:

- Immeasurable loss and trauma
- Economic loss to UK economy
- Huge burden on Health Service
- Cost to LAs and Emergency Services
- Financial loss to employers
- Significant congestion

It was further noted that effective road safety results in:

- Saved lives and prevented injuries
- People living healthy and full lives
- Prevented emotional and physical trauma
- Saved public money/supported policies
- Tackled health inequalities
- Improved quality of life

An overview of the total reported road user casualties by road user group in Great Britain from 2016 was provided. It was also noted from the presentation that all collisions reported to Northumbria Police where someone has been injured are recorded on the national CRASH database.

From the presentation Committee were informed of the various engineering

interventions that can prevent road traffic accidents and the education, training and publicity interventions that the Council are involved in.

A further overview of enforcement interventions was provided including civil enforcement of bus lanes. It was also noted that the speed management strategy is considered crucial to reduce casualties and that speed limits are limits, not targets.

The Committee were advised that it continues to be a challenge to identify interventions that are acceptable, affordable and effective and that popular solutions do not always deliver the most powerful results. From the presentation it was noted that we need effective road safety and speed management strategies and that secure financial staff resource is required to deliver on those strategies. It was concluded that to continue to make a tangible, measurable difference, we must be prepared to take tough actions that focus on driving down incidents involving serious and fatal injuries on our roads.

It was asked whether the road user casualties information had been provided by car insurance companies – it was advised that car insurance companies do not provide this information and can be guarded about releasing such statistics. It was subsequently confirmed that at a national level, insurance companies are very reluctant to share any raw data on road traffic collisions that have been reported to the, meaning that we need to make do with any limited level of analysis that they choose to undertake themselves. However the analysis that is subsequently shared by insurance companies generally supports the analysis that we conduct with Police data. It is unlikely therefore that we would need to change our intervention strategy should insurance data become available.

It was asked whether Council staff could have an app installed on their handsets that prevents calls and texts being received, it was noted that there is no Council policy to require this however consideration could be given in future if issues were highlighted. It was subsequently noted that all drivers of fleet vehicles are issued Driver's Handbooks detailing their responsibilities.

It was said that the traffic calming around Saltwell Park was welcomed however it was noted that traffic has increased in surrounding streets as commuters use alternative routes to avoid the speed bumps.

A comment was made that no amount of highways engineering can prevent all road traffic accidents – it was highlighted that of 7 deaths recorded on Gateshead roads 3 were 17 years old and all involved speeding.

It was asked what the procedure is to have flashing speed signs installed – it was noted that currently they are only introduced as an integral element of wider traffic calming or traffic management schemes but that the protocol is to be reviewed to determine whether they should also be considered as a stand-alone intervention.

RESOLVED:

- i) That the information from the report and presentation be noted.

CPL51 WORK PROGRAMME

The Committee received a report on the provisional annual work programme and agreed that further reports will be brought to future meetings to highlight current issues/identify any changes/additions to the programme.

RESOLVED:

- (i) That the work programme be noted.

TITLE OF REPORT: Council approach to roads and highways – evidence gathering session – Civil Parking Enforcement

REPORT OF: Paul Dowling, Strategic Director, Communities and Environment

SUMMARY

This evidence session will consider the legal and operational background to Civil Parking Enforcement (CPE) In Gateshead. The Committee will also receive an update on the operations current areas of focus and an update on the decision to undertake Civil Bus Lane Enforcement (CBLE) within Gateshead.

Background

1. Vision 2030 sets out the 6 Big Ideas for Gateshead. Transport relates closely to the themes of “City of Gateshead”, “Sustainable Gateshead” and “Active and Healthy Gateshead”.
2. The Tyne and Wear Local Transport Plan, which sets out the transport policy framework for Gateshead, identifies three main challenges for the transport network:
 - Supporting economic development and regeneration;
 - Addressing climate change;
 - Supporting safe and sustainable communities.
3. Policy CS13 of the Gateshead/Newcastle Core Strategy seeks the enhancement and delivery of an integrated transport network to support sustainable development and economic growth through:
 - Improving equality of access to transport for everyone;
 - Protecting and enhancing pedestrian routes , cycle networks and Rights of Way;
 - Ensuring new development is located and designed to promote sustainable travel choices, minimise unnecessary car trips, and connect safely to the network.

Statutory Basis of CPE in Gateshead

Gateshead Council assumed responsibility for what was then called Decriminalised Parking Enforcement on 2nd July 2007, pursuant to an Order of the Secretary of State for Transport, approved by Parliament, under the Road Traffic Act 1991.

The legal basis was changed throughout England on 31st March 2008 by the Traffic Management Act 2004 (“TMA”) and it is under that Act, and Regulations issued pursuant to it, that CPE now operates in Gateshead and elsewhere in England.

The legislation governing CPE covers the whole process, including:

- The type of contraventions covered by CPE
- The issuing of Penalty Charge Notices (“PCNs”) for contraventions
- The amount of the penalty charge and any discounts available
- The process for dealing with representations and appeals

In addition, s.87 of TMA empowers the Secretary of State for Transport to issue guidance (“Statutory Guidance”) to local authorities as to the exercise of their powers under the Act. Local authorities *must* have regard to that guidance. Under Schedule 8 to TMA, all metropolitan district councils undertake enforcement of parking restrictions in their capacity as the local highway authority.

Purpose of session

4. This evidence session is the last in a series of four looking at the role of the Council and its partners in roads and highways, and considers issues associated with civil parking enforcement and the reasons behind the focus of enforcement activities. The session will also outline the Councils intention to commence civil bus lane enforcement. The format of the session will be an initial presentation followed by an opportunity to ask questions and express views on the evidence presented. Council officers from the Development, Transport and Public Protection will be present.
5. Key lines of enquiry to consider include:
 - CPE – a summary of the national and local picture. How the picture has changed over recent years, in terms of contravention levels, the nature of enforcement and appeal handling and outcomes.
 - CBLE – the intended roll out of phase one of the civil bus lane enforcement initiative. The intended course of action in relation to subsequent phases.
 - The benefits accruing from CPE and CBLE. The Council, as the Highway Authority, has a legal obligation to keep the highways free moving, safe and available to all users. The Council has a strategic aim to support and improve the public transport offer and to promote behavioural change.
6. The Council seek to support and complement Northumbria Police/ PCC highway enforcement strategies.

Recommendations

7. The Overview and Scrutiny Committee is asked to
 - Provide their views on the evidence presented.

Contact: Anneliese Hutchinson

Ext: 3881

TITLE OF REPORT: Council approach to roads and highways – evidence gathering session – Northumbria Police Responsibilities

REPORT OF: Paul Dowling, Strategic Director, Communities and Environment

SUMMARY

A Senior Officer of Northumbria Police has confirmed his intention to attend the evidence gathering session. The Committee wish to consider Northumbria Police responsibilities, delivery strategies and results in relation to road safety in Gateshead.

Background

1. The Police are responsible for enforcing speed limits across the Borough on all roads. This relates to direct enforcement and enforcement via deployment of safety cameras at fixed and mobile sites.
2. The Police are also responsible for enforcing against other in car offences such as drink and drug driving, and relating to the use of mobile phone and the non - wearing of seat belts
3. They are the responsible body overseeing speed awareness courses and also undertake educational and promotional activity and support the work of the Road Safety GB (NE) Group
4. The Governments Police Reform and Social Responsibility Act replaced Police Authorities with an elected Police and Crime Commissioner (PCC) in 2012. The PCC, in conjunction with the Chief Constable sets the overarching strategies within the Police and Crime 5 year plan.

Purpose of session

5. This evidence session is the last in a series of four looking at the role of the Council and its partners in roads and highways. Specific to Northumbria Police key lines of enquiry to consider include Police responsibilities, availability and deployment of resources, delivery strategies and outcomes achieved.
6. The format of the session will be an initial presentation by Police officers followed by an opportunity to ask questions and express views on the evidence presented. Council officers from the Development, Transport and Public Protection will also be in attendance.

Recommendations

6. The Overview and Scrutiny Committee is asked to
 - Provide their views on the evidence presented.

Contact: Anneliese Hutchinson

Ext: 3881

TITLE OF REPORT: Progress Update on Development/Extension of Quality Bus Partnerships

REPORT OF: Strategic Director, Communities & Environment

Summary

This report updates the Committee on the extension of joint working with Nexus and bus operators to the whole of Gateshead. This includes the development of a revised agreement and relaunch for the East Gateshead Quality Bus Partnership as the East Gateshead Bus Alliance, and progress on a parallel agreement for West Gateshead.

Background

1. The Sustainable Communities Place Overview and Scrutiny Committee undertook a review of public transport services in the borough during the autumn of 2005. During the evidence gathering sessions for the review, Go North East put forward a proposal to establish a voluntary quality partnership agreement between Go North East, Nexus and the Council, which would cover all aspects of the delivery of local bus services.
2. A two-year pilot East Gateshead Quality Bus Partnership was approved by Cabinet on 29th January 2008. That agreement expired on 30th May 2010 and a five-year extension of the Partnership was approved by Cabinet on 20th July 2010. The work of the Partnership continued despite the lapse of the formal agreement in March 2015 but in 2016 the Stakeholder Board that guides the work of the Partnership resolved that it should be returned to a more formal basis.

Proposals

3. The July 2010 Cabinet report also outlined the potential to extend the partnership approach to the whole of Gateshead, but that opportunity was not followed through at the time due to the development of the now abandoned Quality Contract Scheme for Tyne & Wear. Fortunately, the need to redraft the East Gateshead agreement also offered an opportunity to re-examine the potential to expand the coverage of the arrangements.
4. Given experience of the existing arrangements, officers felt that one single body covering the whole of the borough would be too unwieldy to have the local focus that had served the existing Partnership well. The best solution would therefore be offered by splitting the borough in two to give an extended

East Gateshead agreement and an entirely new West Gateshead agreement (plans are included as Appendix 1 of this report).

5. A Members Briefing outlining that proposal was sent to all Councillors on 2nd December 2016. No objections were received and the drafting of both agreements commenced.
6. The redrafting also allowed the tidying up of some minor technicalities. Under the Local Transport Act 2008, any new agreement would be a 'Voluntary Agreement' rather than a Partnership, which has a more formal/prescribed status. Recognising that, and given the increased focus on Partnerships brought about by the Bus Services Act 2017, it appeared appropriate to avoid any confusion by rebranding the new agreement as a 'Bus Alliance'.
7. The new agreement for East Gateshead was agreed by Cabinet on 19th September and commenced on 1st October 2017.

New Agreement for East Gateshead

8. The new agreement covers the five years to 30th September 2022 and while it retains the successful features of the previous agreement, there are also some revisions and enhancements. The main features of the agreement are:
 - A Stakeholder Board will continue to oversee the delivery of the Alliance and monitor performance. The revised composition of the Board is three Gateshead Council representatives (reflecting the extended geographical area of the Partnership), one NECA Transport North East Committee (TNEC) Member, one Nexus officer and five Go North East Representatives.
 - Service changes will be made on agreed dates and subject to agreed consultation procedures (involving the community and local Councillors), although the basic concept of the agreement is to maintain as stable a network as possible.
 - Changes to fare levels will be limited to only reflect direct increases in costs and the Stakeholder Board would be consulted on any proposals. Go North East and Nexus will continue to look at innovative fares and ticketing options.
 - The fleet operating services will be modern, low emission, floor easy access buses with on bus CCTV, audio visual next stop announcements and wi-fi. There are also commitments on improving the engine emission standards of the fleet.
 - Punctuality and reliability targets will continue to be monitored against a penalty regime for failure to perform. The penalty payments contribute towards the Service Improvement Fund, which is used to provide benefits to passengers. The Stakeholder Board will continue to oversee the monitoring of performance.
 - A marketing sub-group of the Stakeholder Board will develop and oversee an annual marketing plan for the Alliance.

- Gateshead Council will, within budget constraints, implement a programme of bus priority, infrastructure works, clearway enforcement and bus lane enforcement.
- Nexus will maintain and improve shelters, interchanges and information.

Extension to West Gateshead

9. The draft of a sister agreement for a West Gateshead Bus Alliance will be presented to Cabinet in due course. It is likely that the agreement will largely mirror the format and principles of its East Gateshead counterpart, while reflecting local detail in relation to services, future infrastructure works etc. In addition, all parties are keen to ensure that these agreements continue to evolve; reflecting best practice and new approaches.
10. As with the East Gateshead, the agreement will be between the Council, Go North East and Nexus, but other operators will have the opportunity to feed into the business of the Alliance.
11. Officers have met to consider the potential scope of an agreement, and are looking to prepare an initial draft of the document before the end of February, with the Alliance commencing later this year.

Conclusion

12. The experience of joint working has generally been positive.
 - The level of consultation on service changes has been improved. Where changes have proved unpopular, even after consultation, the Stakeholder Board has provided a forum for concerns to be raised directly with Go North East and Nexus at a senior level.
 - While fare increases are never popular, the commercial information shared with Stakeholder Board members has allowed a much greater level of understanding about the cost pressures faced by the operator
 - This level of understanding across a range of issues has led to a position of greater trust between the Council and Go North East that has proved to be more productive than what has often been a more adversarial relationship in the past.

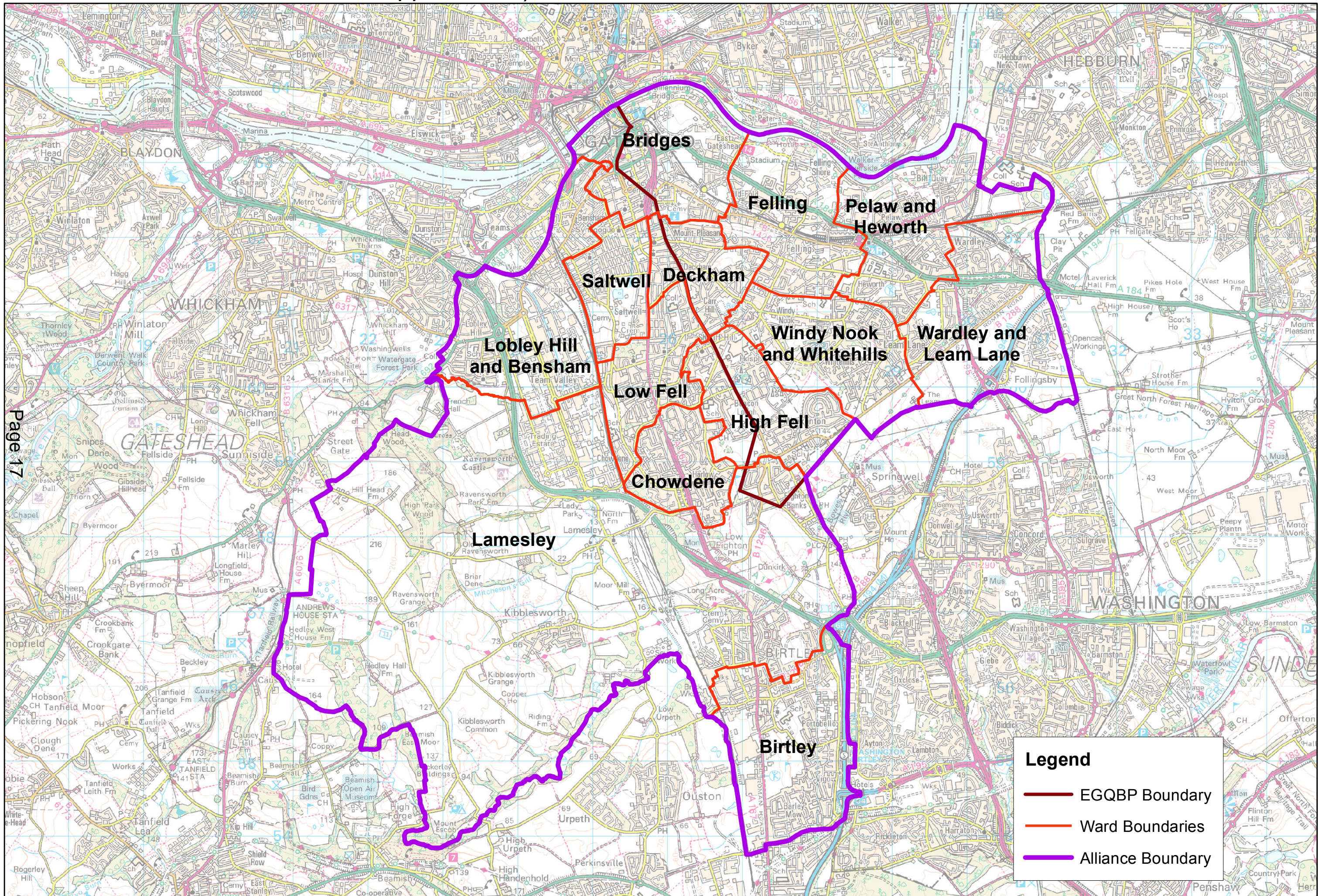
Recommendations

13. It is recommended that the Communities and Place Overview and Scrutiny Committee
 - Consider whether sufficient progress has been made to date.

Contact Anneliese Hutchinson extension 3881

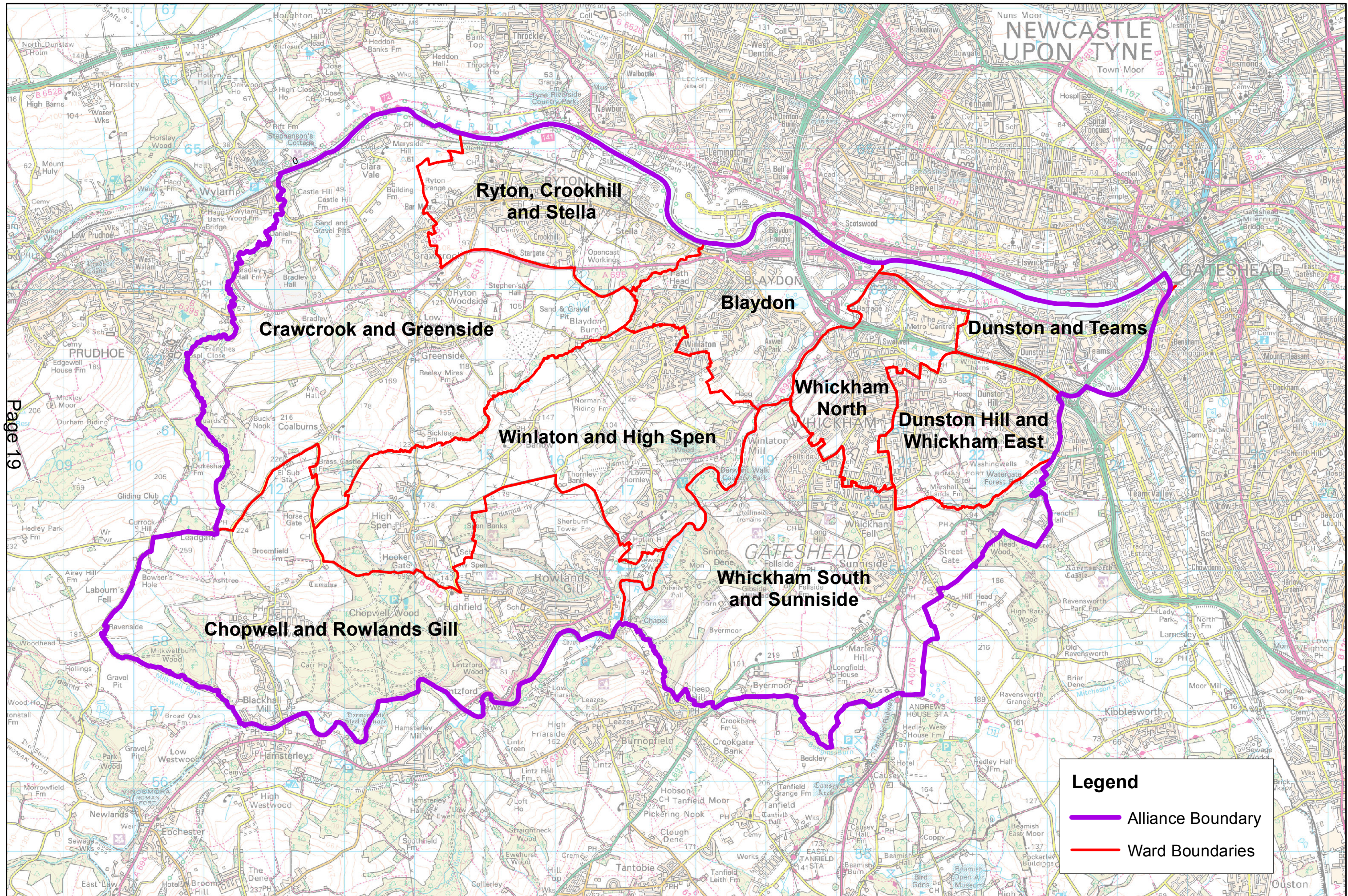
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Appendix 1a) - East Gateshead Bus Alliance



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Appendix 1b) - Proposed West Gateshead Bus Alliance



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TITLE OF REPORT: Land of Oak & Iron and Tourism in the West of the Borough

REPORT OF: Darren Collins, Strategic Director Corporate Resources

SUMMARY

This report provides a summary update on the Land of Oak & Iron Landscape Partnership, the Land of Oak & Iron Heritage Centre and on Tourism in the West of Gateshead

Purpose of the Report

1. To highlight progress on the implementation of the specific actions highlighted above which were agreed as part of the OSC Review of Opportunities to promote Rural Gateshead and to seek the Committee's views on progress to date.

Background

2. The Heritage Lottery Fund (HLF) awarded the **Land of Oak & Iron Landscape Partnership** a £2.2m HLF grant to deliver a programme of activity over 4 years starting in 2016. The awarding of the grant concluded a process which started in late 2012 and involved a nationally competitive bidding round. The accountable body for the Partnership and employer of the delivery team is Groundwork North East & Cumbria.
3. The project boundary covers 177km and crosses 3 local authorities of Gateshead, Durham and Northumberland (see map as appendix). The entire area has a population of approximately 112,000. The boundary is based on the river catchments of the Derwent and Tyne as well as the similar landscape characteristics and more specifically shared industrial heritage. Partners include the other local authorities, Environment Agency, Gateshead College and Durham Wildlife Trust amongst others.
4. The delivery element of the project which is now at a mid-point includes inter-connected initiatives that not only celebrate the industrial heritage of the area but also the natural and cultural heritage. These range from a community archaeology scheme to various restoration initiatives that cover woodlands, historic structures and the river Derwent. Visits to schools and skills training are also part of the project.
5. A separate but very much linked project is the development of **the Land of Oak & Iron Heritage Centre** at Winlaton Mill. It was intended that this would form part of the Landscape Partnership project but its scale has meant it has been

progressed separately with funding provided from alternative sources. It will deliver a legacy of job creation, tourism, regeneration and economic benefits.

6. Efforts to promote **Tourism in the West of Gateshead** have focused on a marketing campaign titled 'Gateshead's Great Outdoors' which was delivered in the summer of 2017. The Council's Rural Economic Strategy (2015-2020) highlighted that Gateshead's rural tourism offer is less defined and developed than the existing NewcastleGateshead urban offer.

Land of Oak & Iron Landscape Partnership Project Update

7. There are a number of site specific schemes and project wide schemes that are beneficial to Gateshead. Most are led by other project partners with Gateshead responsible for leading and delivering on access improvements and the restoration of the remains of the 17th century ironworks in Derwenthaugh Park.
8. Access improvements are being managed by the Council's Rights Way of Officer. More than £100,000 of funding is available to deliver four schemes that have links to old waggonways and railways which today are footpaths, bridleways and multi-user routes. These routes were built to service local industry and allowed the export of goods to other parts of the country, Europe and the rest of the world. Without these networks the area would not have prospered as it did during the early industrial period.
9. Two of these schemes have already been delivered at Greenside and in Chopwell with new surfaces provided and pot holes filled. The Greenside scheme involved improvements to a stretch of the old waggonway to the rear of Burnhills Gardens including new steps. The Chopwell scheme improved the old mineral line link from the west of North and Greenhead Terraces to the entrance to Milkwellburn Wood.
10. Woodhouse Lane which provides links to the Derwent Valley, Swalwell and Sunnyside is currently being improved. It is a remnant of the original Western Way I waggonway which was the first along the Derwent Valley. The improvements will focus on both ends of the lane which are in the worst condition.
11. The final scheme to be delivered as part of the access scheme is improvements to the Red Kite Trail which includes part of the route of the Garesfield to Chopwell railway. New surfaces and drainage will be installed to improve accessibility on two sections that have been identified as priorities on this 11 mile circular route which takes in some of Gateshead's most beautiful countryside.
12. The restoration of the remains of the 17th century ironworks in Derwenthaugh Park is being led by the Council's Conservation Officer. Winlaton Mill ironworks was constructed between 1691 and c 1713, and was the original core of an internationally-important manufacturing complex, with a forge, slitting mill, steel furnaces, and squares of workshops. The works are a Scheduled Ancient Monument with most now preserved in a stable condition beneath landscaped amenity land, but the dam and weir complex are exposed and in need of conservation

13. The Council is working closely with Historic England as part of the Landscape Partnership project to ensure that the dam, now on the Heritage at Risk register, is brought back into a good state of repair. Project development work including surveys is underway with vegetation clearance due to start next month on the dam structure, which is approximately 80 metres in length. Vegetation clearance will allow a repair schedule to be put together by appointed experts and subject to securing further funding the project will progress to the restoration and conservation stage.

14. There are various projects being delivered that are site specific or area wide which have benefits for Gateshead. Summaries of work that is complete or is underway are provided below –

- *Fish pass at Lintzford Weir - Tyne Rivers Trust*
 - £166,000 of investment to create a rock pool type fish pass allowing passage of migratory fish for the first time in 300 years
 - Success was immediate with adult fish seen using it within hours of completion
 - Juvenile salmon subsequently caught upstream as part of an Environment Agency sample
- *Derwent River Restoration – Tyne Rivers Trust*
 - Himalayan Balsam a non-native invasive species has been targeted on the banks of the Derwent
 - Access to the river bank from Gibside has been improved through the creation of small stiles
 - A licence has been granted to tackle another invasive species, Japanese Knotweed, in Derwenthaugh Park for the next 3 years
- *Whinfield Coke Ovens – Tyne & Wear Building Preservation Trust*
 - £180,000 of capital investment with work planned that will restore the remaining ovens which are a Scheduled Ancient Monument
 - Access improvements are also underway so that visitors can view from the rear via a woodland walk
 - An objective of the works is to see the monument removed from the Heritage at Risk register
- *Woodland Restoration – Durham Wildlife Trust*
 - Thinning works have taken place at Kite Hill in Derwenthaugh Park in addition to scrub removal at Victoria Garesfield Local Wildlife Site
 - Further work is planned at Strother Hills Local Nature Reserve which is an important ancient woodland site close to Whinfield Coke Ovens
 - Training on using scythes has been provided and volunteers have been working together on a Dormice survey project
- *Community Archaeology – David Heslop*
 - Successful completion of an excavation near Gibside linked to the 18th century coal industry

- Delivery of a dig at Fellside, Whickham on the most important of the early 18th century waggoways in the Derwent Valley
- Plans to carry out an excavation near Axwell on the route of very early 17th century waggonway
- *Creative Interpretation – Groundwork*
 - 25 oral history recordings including an excellent session at Blaydon West Primary School with children interviewing parents and grandparents
 - Musical piece commissioned including Ryton based musician, Ian Stevenson, working with students from St Thomas More at Blaydon
 - Drama performance to be commissioned with a procurement process to get underway in March
- *Education – Groundwork*
 - Sessions delivered at Blaydon West Primary School focusing on industrial heritage including a tour of Derwentcote Steel Furnace
 - St Joseph’s at Highfield have taken part and visited nearby Whinfield Coke Ovens
 - Gibside, Rowlands Gill and Chopwell Primary schools have also taken part in this scheme that has been well received by teaching staff and enjoyed by pupils
- *Skills – Gateshead College*
 - Art and Design students produced a Land of Oak & Iron Christmas card
 - Computer Science students have had the opportunity to provide content for the website
 - Business students have conducted surveys as part of research initiatives linked to the Land of Oak & Iron
- *Community Grants*
 - A small grants pot is in place with amounts between £500 and £2,000 available to be bid for every six months
 - Almost £36,000 has been awarded to date with £24,000 available in the next two bidding rounds
 - A number of Gateshead groups have benefitted including Chopwell Regeneration CIC, Friends of Red Kites, Vale Mill Trust, Hop Garden CIC and Gateshead Community Rowing Club
- *Marketing & Promotions*
 - A website for the Land of Oak & project has been created and updated - <http://landofoakandiron.org.uk/>
 - News and event information is provided on the website in addition to being promoted on social media and through traditional means
 - A Land of Oak & Iron film is in the early stages of development and is being produced by volunteers

15. A significant element of the Marketing & Promotions activity has been Chopwell WoodFest. This heritage event was organised by the Land of Oak & Iron team in partnership with the Friends of Chopwell Wood as part of their 25th anniversary celebrations. More than 1,500 people attended the event which took place on Sunday 9th July last year. Feedback was excellent from both attendees and those that provided craft related activities such as willow weaving. The event will take place again this year on 8th July.

Land of Oak & Iron Heritage Centre Project Update

16. The Heritage Centre at Winlaton Mill is part way through construction following a start on site of September 2017 with completion expected this summer. The project that has secured £1.2m of funding from HLF Heritage Grants, Rural Growth Network and Northumbrian Water making it the most significant investment in the west of the borough since the adoption of the Rural Economic Strategy. The project is managed by Groundwork North East & Cumbria and is anticipated to deliver the following economic benefits –

- 5 new jobs to manage and run the Heritage Centre
- Enterprise space to encourage start-ups and small businesses
- 27 indirect jobs will be created via multipliers and through the supply chain
- £1m of additional revenue per year in the local economy

17. The design is in the shape of a water wheel which was inspired by the revolutionary iron works at 'Old' Winlaton Mill. Iron works were established in the 1690s in what is now Derwenthaugh Park and used up to 9 water wheels to harness the power of the river Derwent. They became the first fully integrated iron founding and iron goods manufacturing plant in Europe. A stone dam is all that remains with the scheme to restore and conserve described above.

18. The design was chosen by local residents following a competition involving 35 architecture students from Northumbria University. A shortlist of 6 was presented to more than 100 people at Winlaton Mill Village Hall in March 2016 with the water wheel design the overwhelming choice. The winning design was unveiled in June at the same venue with again more than 100 attendees.

19. On-site parking will be more than doubled to 85 spaces with another 150 spaces within walking distance. It will act as a gateway to the Land of Oak & Iron located only a mile from the A1 but in a country park setting that provides walking and cycling routes in all directions including the national C2C link. The site is also well served by the Red Kite bus routes.

20. Derwenthaugh Park where the Heritage Centre is being constructed already attracts approximately 400,000 visitors per year. The development will be an attraction to existing users and new visitors. With 1.8m people living within 20 miles the audience potential is significant.

Digital Image of the Heritage Centre



Heritage Centre under construction – December 2018



Tourism in the West of the Borough Update

21. Work was undertaken from the beginning of 2017 in conjunction with NGI to plan and deliver a marketing campaign for the rural area to tie in with the busy summer period. The target audience was identified as day visitors from the local area and the region, with the intention to raise the profile of key rural assets and businesses. The campaign resulted in over 1 million engagements, thus raising awareness and understanding of the rural area and its tourism offer. Feedback from venues has been a positive with a number reporting increased footfall over the summer holidays.

22. The campaign was made up of a number of different parts to target both families and older people:

- A leaflet was created that featured 24 key attractions with 20,000 copies distributed and advertising took place in numerous publications such as the Journal and Sunday Sun (see example) with a combined circulation of 190,000.
- Media coverage included articles in the Evening Chronicle in June and July
 - [Hidden gems in Gateshead: Nine places you must visit in and around Gateshead](#)
 - [Gateshead Great Outdoors campaign launched to reveal the borough's rural areas](#)
- Global radio ran a competition to win a weekend in Gateshead's Great Outdoors.
 - The competition was a part of the regional drive time show on Heart FM, and was targeted at a family audience.
 - Prizes were supplied by some of the attractions featured in the campaign, and Global Radio added value through a partnership with Gateshead Hilton who provided an accommodation package.
 - As part of the competition Global created a video of presenter, Tom Campbell exploring Gateshead's Great Outdoors, which was provided to NGI for additional use in the campaign.
 - 54 promo trails ran across a two-week period directing people to their website to enter the competition, which was heard by an estimated 193,000 adults an average of 3.6 times.
 - The competition ran from 10 to 24 July and generated 3,004 page views, 1664 of which were unique, and received 451 entries.
 - Global's social media on the campaign achieved a total of 44,960 reach.
 - In addition to the competition Global have featured Gateshead's Great Outdoors in their "Things to Do" guide, which was live across the summer holidays.

- The use of bloggers was a significant part of the campaign to attract families
 - [*5 child-friendly places to stop for coffee, juice and cake in rural Gateshead*](#)
 - [*http://www.newgirlinton.co.uk/2017/08/gateshead-path-head-watermill-birkheads-secret-gardens.html*](http://www.newgirlinton.co.uk/2017/08/gateshead-path-head-watermill-birkheads-secret-gardens.html)
- Gateshead's Great Outdoors messaging was integrated into the NGI social media plan with the video produced by Global hosted on NGI's YouTube channel and viewed over 20,000 times.
- The web address www.gatesheadsgreatoutdoors.com was purchased to use throughout the campaign and redirected visitors to a bespoke landing page about rural Gateshead

23. A number of key products and attractions have been identified and through the format of the leaflet and formulation of blogger outings, these products have been packaged into day trips which local audiences can use to plan a day out in Gateshead's Great Outdoors. The opening of the Land of Oak & Iron Heritage Centre this year will provide an opportunity to once again focus attention on the west of the borough and to build on the campaign of 2017.

24. In addition to the above, funding opportunities for groups and businesses in the area continue to be promoted through the Council's networks. Funding is currently available through North Pennines Dales LEADER, the Rural Growth Network and the European Agricultural Fund for Rural Development. Significant sums of funding can be bid for with the Rural Growth Network recently confirming that more than £1m is available across Gateshead, Northumberland and Durham. This includes monies for the creation of enterprise hubs, multiple business units, strategic tourism sites and unlocking economic sites.

25. Improving brown signage to highlight attractions in the west of the borough is planned. This will include examining the current provision of signs to Gibside and also introducing signage for the Land of Oak & Iron Heritage Centre.

Recommendation:

26. Communities and Place Overview and Scrutiny Committee is requested to comment on the work undertaken on the Land of Oak & Iron Landscape Partnership, Land of Oak & Iron Heritage Centre and Tourism in the west of Gateshead.

Contact: Lindsay Murray

Extension: 2794



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Gateshead's great outdoors

Get on your bike

Make the most of the sunshine this summer and take a cycling tour of Gateshead's Great Outdoors.

You can pick up the famous Sea-to-Sea route just west of Gibside and pass through the woodlands and meadows of the peaceful Derwent Valley, or follow the river Tyne along the Keelman's Way.

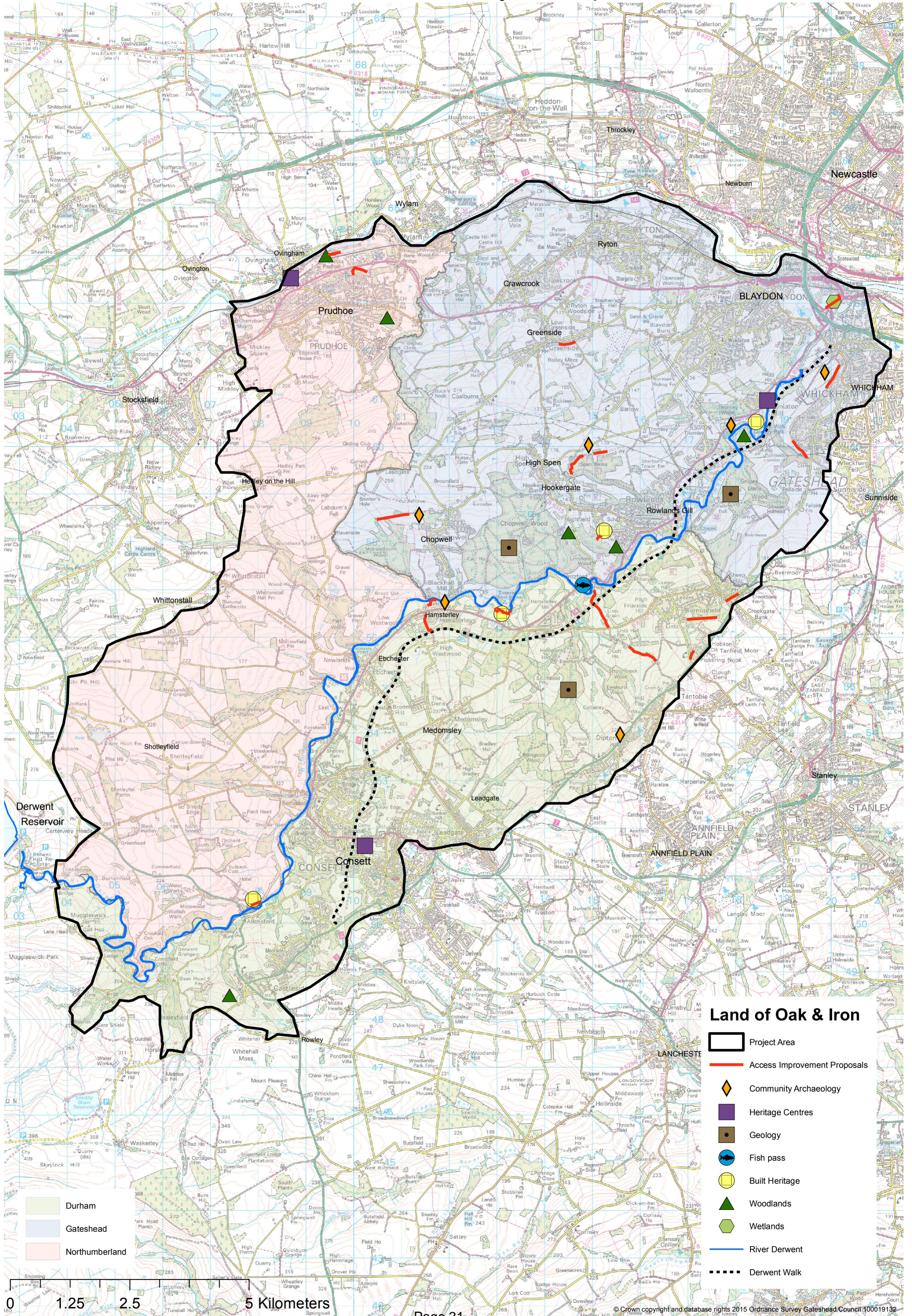
For an adrenaline filled ride you'll find a red graded mountain bike trail in Chopwell Wood and also a network of easier trails.

Find out more at
gatesheadsgreatoutdoors.com



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Land of Oak & Iron Project Proposals



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TITLE OF REPORT: Annual Work Programme

REPORT OF: Sheena Ramsey, Chief Executive
Mike Barker, Strategic Director, Corporate Services and Governance

Summary

The report sets out the provisional work programme for Communities and Place Overview and Scrutiny Committee for the municipal year 2017/18.

1. The Committee's provisional work programme was endorsed at the meeting held on 3 April 2017 and Councillors have agreed that further reports will be brought to future meetings to highlight current issues / identify any changes/additions to this programme.
2. Appendix 1 sets out the work programme as it currently stands. Any changes proposed to the programme are set out in bold and italics for ease of identification.

Recommendations

3. The Committee is asked to
 - a) Note the provisional programme;
 - b) Note that further reports on the work programme will be brought to the Committee to identify any additional policy issues, which the Committee may be asked to consider.

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Draft Communities & Place OSC 2017/2018	
19 June 2017	<ul style="list-style-type: none"> • Constitution / role and remit • The Council Plan – Year End Assessment and Performance Delivery 2016-17 • OSC Review- The Council and Partner's Approach to Roads and Highways - Scoping Report
11 September 2017	<ul style="list-style-type: none"> • OSC Review – The Council's and Partner's Approach to Roads and Highways -Evidence Gathering • OSC Review of Impact of Gambling on the Borough – Monitoring Report • Progress Update – Reducing Carbon Emissions • Progress Update on Housing Growth • Work Programme
30 October 2017 Rescheduled to 7 Nov 2017	<ul style="list-style-type: none"> • OSC Review – The Council's and Partner's Approach to Roads and Highways - Evidence Gathering • Work Programme
4 December 2017	<ul style="list-style-type: none"> • OSC Review – The Council's Approach to Roads and Highways - Evidence Gathering • The Council Plan – Six Monthly Assessment of Performance and Delivery 2017-18 • Progress Update on Environmental Enforcement • Work Programme
29 January 2018	<ul style="list-style-type: none"> • OSC Review – The Council's Approach to Roads and Highways - Evidence Gathering • Progress update on Development/Extension of Quality Bus Partnership • Tourism in the West of the Borough (Councillor request) • Work Programme
5 March 2018 (5.30pm meeting)	<ul style="list-style-type: none"> • OSC Review – The Council's Approach to Roads and Highways - Interim Report • The Flood and Water Management Act 2010: Annual Progress Report • Progress Update on future direction of Leisure Services • Work Programme
23 April 2018	<ul style="list-style-type: none"> • OSC Review – The Council's Approach to Roads and Highways - Final Report • OSC Review of Impact of Gambling on the Borough – Monitoring Report • Progress Update on Environmental Enforcement • Annual Report of the Gateshead Housing Customer Scrutiny Panel • Annual Update TWAMS/Beamish

	<ul style="list-style-type: none">• Annual Work Programme Review• Place Shaping for Wellbeing – Progress Update
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Issue to slot in

- Progress Update on the land of oak and iron (Councillor request)