

South Tyneside Town, District and Local Centres Study

Local Centres and Neighbourhood Hubs Commentary and Recommendations

Introduction

1. Nexus Planning has been instructed by South Tyneside Council (hereafter referred to as ‘the Council’) to undertake a new Town, District and Local Centres Study. The primary focus of the Study is to establish the current position in respect of the need for additional retail and leisure facilities in the South Tyneside authority area, and to consider the vitality and viability of the principal centres, including South Shields, Jarrow and Hebburn town centres.
2. The Study replaces the previous Town Centre and District Centre Use Study, which was authored by Peter Brett Associates and which reported in October 2018. The principal purposes of the commission are to inform the emerging Local Plan (which has an end date of 2039) and the Council’s regeneration aspirations, and to verify the status of the Borough’s local centres and local neighbourhood hubs.
3. The core requirements for Phase 2 are:
 - a. A ‘healthcheck’ of the local centres and local neighbourhood hubs, taking into account the indicators of vitality and viability in the PPG, involving survey work.
 - b. Recommendations, supported by maps, as to the appropriate boundaries for the local centres and local neighbourhood hubs.

Local Centres – Key Findings

4. Healthcheck assessments for the five local centres of Cleadon Village, East Boldon, Harton, Westoe Road and Whitburn in South Tyneside are provided at Appendix 1.
5. The centres reviewed vary in size, from eight units recorded at East Boldon to 23 units recorded at Whitburn. The local centres provide a wide range of facilities, but principally focus on meeting day-to-day convenience and service needs.
6. Table 1 below provides a breakdown in terms of the use of the units within the centres.
7. Overall, the local centres throughout the authority area have a vacancy rate lower than the current national average and an overarching good convenience and comparison offer, particularly when considering the size of the centres.

Table 1: Local Centre Unit Composition at November 2023

District Centre	Total Units	Comparison	Convenience	Financial	Leisure	Retail	Vacant
Cleadon Village Local Centre	10	30.0%	20.0%	0.0%	20.0%	20.0%	10.0%
East Boldon Village Local Centre	13	23.1%	15.4%	23.1%	15.4%	23.1%	0.0%
Harton Local Centre	15	33.3%	6.7%	6.7%	20.0%	26.7%	6.7%
Westoe Road Local Centre	15	20.0%	6.7%	26.7%	6.7%	40.0%	0.0%
Whitburn Local Centre	23	17.4%	13.0%	0.0%	21.7%	39.1%	8.7%

8. We provide a brief summary of the five local centres below, with the full healthchecks provided at Appendix 1.

Cleadon Village Local Centre

9. Cleadon Village local centre is compact and pleasant, benefitting from its accessibility by car, by bus and on foot. The local centre provides for high-quality food/drink uses, with further restaurant and pub operators just outside the boundary.
10. We consider Cleadon Village to be a vital and viable local centre that is performing very strongly as a local retail, leisure and service destination at the heart of its community.

East Boldon Village Local Centre

11. East Boldon Village local centre is a block of retail/service units fronting Station Road near the East Boldon Metrolink station, together with a small parade of retail and service uses fronting Langholm Road. The centre enjoys representation from two convenience stores, providing a good level of consumer choice for local residents.
12. We consider the designation of East Boldon Village as a local centre in the Draft Local Plan is appropriate, but our recommended, extended boundary includes the units on Langholm Road and 11A Struan Terrace. In our view, these units function as part of East Boldon Village and generate potential for linked trips that would contribute to its vitality and viability as a local centre. The centre is performing well in its role as a top-up food shopping and other retail/service destination that caters to a fairly wide catchment. We consider it to be vital and viable.

Harton Local Centre

13. Harton is a largely linear local centre focussed around Sunderland Road, but with additional units on Moor Lane to the west. The local centre provides for a good variety of independent comparison shops and retail service operators.
14. Harton is a compact local centre with a good mix of non-food retail, retail service and leisure uses which support a fairly high number of linked trips. While the centre would benefit from some environmental improvements in the Moor Lane area, overall the public realm is pleasant and appropriate to the form and function of the centre as a local shopping and service destination. Taking all of the above factors into account, the centre is considered to be reasonably vital and viable.

Westoe Road Local Centre

15. Westoe Road local centre is linear in character, with its commercial units comprising the ground floors of former terraced housing. There is just one small convenience operator (Westoe News) and the local centre serves more of a service function.
16. Westoe Road is reasonably vital and viable, providing for a mix of small-scale services and independent shops which fulfil the day-to-day needs of local residents, who are able to travel the short distance to South Shields in order to visit higher order retailers and larger-floorplate leisure and services uses. The proposed inclusion of the three additional main town centre uses within the boundary would extend policy protection to these units, which already function as part of the centre and support its overall health.

Whitburn Local Centre

17. Whitburn is a vibrant local centre providing for a good mix of retail and service units in a variety of sizes and formats. The largest unit in the local centre is the Co-op store, which is complemented by Whitburn's high-quality smaller food traders.

18. Overall, Whitburn is considered to be a highly vital and viable local centre, providing very well to meet day-to-day needs of local residents. The environmental quality is good and the centre is attractive overall. There may be an opportunity to encourage additional uses which open longer hours into the evening, but the centre does function well.

Neighbourhood Hubs – Key Findings

19. In addition to the above, part of the commission was to also visit 29 additional smaller ‘hubs’ of commercial units, previously identified by the Council as being of ‘neighbourhood’ status. The smaller hubs are located across the authority area and all were identified by the Council in light of their potential to be included within the local plan, to provide some degree of protection and control over the smaller terraces of units within the authority area.
20. Nexus has produced a matrix to determine how the commercial provision is performing and as such, where they should sit within the recommended hierarchy. The matrix is based on an assessment of the provision of facilities, ATM services and the proportion of national operators, types and scale of facilities provided and vacancies which were located in each centre. The matrix is provided at Appendix 2.
21. Having reviewed the offer, the identified group of commercial units within the Neighbourhood Hubs clearly play a vital role in providing day-to-day facilities for the local catchment, particularly in respect of convenience provision (providing facilities to enable residents to purchase goods such as milk and bread), retail service facilities such as hairdressers and barbers and cafes. A number of hubs also include pharmacies and ATM machines, both of which are needed on a regular basis by local residents.
22. Details in respect of the hubs assessed for this part of the Study are provided at Appendix 2, which includes recommendations in respect of their designation and boundaries.

Conclusions and Recommendations

23. The purpose of Stage 2 of the South Tyneside Town, District and Local Centres Study was to focus solely on the provision provided within the defined Local Centres and the series of Neighbourhood Hubs. The full detail in respect of the commercial market, the retail and leisure capacity, shopping patterns and wider policy recommendations are provided in the main Study and associated Appendices.
24. This additional analysis has provided an overview of the health of both of the Local Centres and Neighbourhood Hubs and provides us with the evidence from which we can provide recommendations with regard to the appropriate boundaries and wider policy recommendations. Recommendations in respect of the sequential and impact policy tests and the local impact threshold are provided within the main Study.
25. Firstly, in terms of the hierarchy of centres and appropriate designations, we recommend that all five of the local centres are included within the hierarchy within the Local Plan (please see separate Study for the full hierarchy). In terms of the Neighbourhood Hubs, which will not form part of the hierarchy but which will be listed within planning policy, we recommend that the following hubs are included within the Local Plan:

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| 1. Bede Burn Road, Primrose Ward | 10. Green Lane, Biddick and All Saints |
| 2. Black’s Corner ¹ , Cleadon and East Boldon | 11. Hedworth Lane, Boldon Colliery |
| 3. East Boldon Road, Cleadon and East Boldon | 12. Henderson Road, Simonside and Rekendyke |
| 4. Edinburgh Road, Bede | 13. Highfield Road, Westoe |
| 5. Fellgate Avenue, Fellgate and Hedworth | 14. Horsley Hill, Horsley Hill |
| 6. Finchdale Road, Hebburn South | 15. Hudson Street, Simonside and Rekendyke |
| 7. Front Street, Cleadon and East Boldon | 16. Lake Avenue, Whitburn and Marsden |
| 8. Galsworthy Road, Biddick and All Saints | 17. Mountbatten Avenue, Hebburn South |
| 9. Gaskell Avenue, Biddick and All Saints | 18. Nevison Avenue, Whiteleas |

¹ Both Black’s Corner and East Boldon Road did not form part of the previous analysis within the 2018 Study

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| 19. Norham Terrace, Primrose | 24. Stanhope Road, Bede |
| 20. Quarry Lane, Cleadon Park | 25. Station Road, Cleadon and East Boldon |
| 21. Sea Winnings Way, Horsley Hill | 26. Victoria Road East, Monkton/Hebburn North |
| 22. Stanhope Parade, West Park | 27. Wenlock Road, Simonside and Rekendyke |
| 23. Stanhope Road (West Harton), West Park | 28. Whiteleas Way, Whiteleas |

26. Paragraph 10.17 of the Draft Local Plan identifies Sea Winnings Way (also known incorrectly as Sea Wynnings Way) as a local neighbourhood hub. We are aware that the local authority has received a representation contending that Sea Winnings Way should be designated as a local centre, at the next level up in the hierarchy of centres set out in Draft Policy SP20. However, our recommendation is that current proposed designation is appropriate, with the justification for this conclusion set out below.
27. Sea Winnings Way is relatively new, having been constructed in the late 2000s as part of the wider ‘Westoe Crown Village’ scheme, a residential-led, mixed-use redevelopment of the 17.8 ha former Westoe Colliery site (see planning permission reference ST/0762/06/FUL, granted in May 2006). The documentation on the Council’s planning applications register indicates that the retail units, together with six office units and a community centre, were envisaged to form a ‘village centre’ to serve the newly-created 685-home community at Westoe Crown Village.
28. The current centre continues to serve the purpose of meeting the day-to-day needs and providing a focal point for its local community. The seven commercial units are arranged in an attractive, crescent-shaped terrace that provides for a good mix of retail, restaurant, hair & beauty, and estate agent uses, with no vacancies. While these uses play an important role in providing shops and services for the neighbouring population, reducing the need for car travel, they have limited, if any, draw outside of the surrounding Village. This is clear from the results of the 2023 household survey, which show that even the centre’s largest shop (Tesco Express) attracts just 8.1% of top-up shopping expenditure in its own Zone 1 and no significant amounts of expenditure for main shopping trips or from any other Zone in the Study Area. Similarly, the two restaurants at Sea Winnings Way did not attract sufficient amounts of food and drink expenditure from any Zone to register in the household survey results.
29. For these reasons, we conclude that the centre at Sea Winnings Way meets the definition of a local neighbourhood hub set out in paragraph 10.17 of the Draft Local Plan, being a small parade of purely local significance. The seven shops, restaurants and services within the centre meet the day-to-day needs of residents of Westoe Crown Village only and, in our planning judgement, the centre is not of sufficient size or significance to warrant promotion to the status of local centre.
30. Secondly, we set out below a summary of the key recommended changes to the Local Centre and Neighbourhood Hub boundaries, with the proposed boundaries provided on plans at Appendices 3 and 4. We do not comment below on those centres or hubs at which we do not recommend any changes from the 2018 Study.

Local Centre Boundaries

- **Cleadon Village** – we recommend the expansion of the local centre boundary to include the commercial uses to the south of Front Street. The current defined boundary for the local centre is confined to the north of Front Street. However, we propose extending the line to include the main town centre uses to the south of Front Street. These units are adjacent to the designated centre and clearly function as part of it, with numerous linked trips observed on the day of our site visit between operators on the two sides of the road. An extended boundary would also add diversity to Cleadon Village’s retail service offer by extending policy protection to pet grooming, podiatry and travel agent businesses. Moreover, the proposed revisions would ensure that the local centre encompasses the high-quality food and drink uses to the south of Front Street, helping to safeguard its evening economy and the associated benefits.
- **Westoe Road** - we propose that two non-conforming uses in the north of the centre be excluded from a revised boundary. At the same time, we suggest that the boundary be extended slightly southwards to encompass three main town centre uses located to the south of East Stainton Road. These units are

adjacent to the centre as currently defined and function as part of it, supporting linked trips with the other shops and services on Westoe Road.

Neighbourhood Parade Boundaries

- **Bede Burn Road** – extended from the 2018 Study recommendations to include the commercial uses to the south of Kent Street.
- **Front Street** – removal of the car parking court to the south of Front Street and the inclusion of the unit to the west of the previously recommended boundary from the 2018 Study.
- **Highfield Road** – extension of the previously recommended boundary to include the public house to the east which forms a natural extension to the centre.
- **Victoria Road East** – alterations to the boundary to exclude those units now in residential use and inclusion of the public house to the north of Victoria Road East.

29. In addition to the above, we also provide our recommended boundaries for Black's Corner and East Boldon Road Neighbourhood Hubs at Appendix 4.

Appendix 1 – Local Centre Healthchecks

Cleadon Village Local Centre



Figure 1: Cleadon Village local centre is compact and pleasant, benefitting from its accessibility by car, by bus and on foot.



Figure 2: The local centre provides for high-quality food/drink uses, with further restaurant and pub operators just outside the boundary.

Table 1 Local Centre Unit and Floorspace Composition

GOAD Category	Units at 2023	Units at 2023 (%)	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)
Comparison	3	30.0%	294	21.3%
Convenience	2	20.0%	312	22.7%
Financial	0	0.0%	0	0.0%
Leisure	2	20.0%	515	37.4%
Retail Service	2	20.0%	176	12.8%
Vacant	1	10.0%	80	5.8%
TOTAL	10	100.0%	1,377	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of September 2023.

Uses

Cleadon Village provides for a very good balance of retail and service uses for a centre of this size. The comparison provision comprises upmarket independent shops selling kitchen furniture and ladies' formalwear, together with a pharmacy. In the food retail sector, there is a convenience store operated by One Stop, which helps to meet residents' daily top-up shopping needs and which is complemented by a butchers shop. The local centre also performs strongly in terms of its retail service and leisure offers. The former comprises a beautician and hairdresser, and the latter encompasses a restaurant and café that are both of good quality.

The current defined boundary for the local centre is confined to the north of Front Street. However, we propose extending the line to include the main town centre uses to the south of Front Street. These units are adjacent to the designated centre and clearly function as part of it, with numerous linked trips observed on the day of our site visit between operators on the two sides of the road. An extended boundary would also add diversity to Cleadon Village's retail service offer by extending policy protection to pet grooming, podiatry and travel agent businesses. Moreover, the proposed revisions would ensure that the local centre

encompasses the high-quality food and drink uses to the south of Front Street, helping to safeguard its evening economy and the associated benefits.

For the avoidance of doubt, we recommend that the large Toby Carvery restaurant/pub to the north-east of the Cleadon Village boundary continue to be excluded. While it is in close proximity to the local centre, this unit is orientated away from it and benefits from a separate, private car park rather than sharing the spaces used by the other retail and service operators in the vicinity. It is therefore clear that the building functions as an edge-of-centre leisure destination rather than as part of the local centre itself.

There is only one unoccupied commercial premises in Cleadon Village, this being the former estate agent at 39 Front Street. As a consequence, the local centre, even with the current boundary, is below the national averages in terms of vacant floorspace and proportion of empty units. Should the boundary be extended as proposed, the vacancy rates in the centre will fall even lower, to just 5.6% of units and 4.1% of floorspace.

Accessibility/Pedestrian Flows

Cleadon Village is highly accessible by road and public transport, with bus stops connecting the local centre to locations including Boldon, Heworth, Seaburn, Seaburn Dene and Whitburn. It also enjoys an extensive walk-in residential catchment, with the flat topography, wide pavements and tactile paving making the centre easily traversable for people with mobility impairments.

Footfall was consistently busy on the day of our site visit, with numerous linked trips observed between the defined local centre and the other leisure and service uses on the south side of Front Street. The pedestrian zebra crossing outside the One Stop store was particularly well-used.

Environmental Quality/Perception of Safety

The local centre benefits from street furniture, planting and other greenery, and general cleanliness and tidiness which all contribute to the overall pleasant 'village' atmosphere. The one vacant unit is small and well-maintained, so that its adverse impact on the street-scene is limited.

The linear layout and steady car and foot traffic allow for a high degree of natural surveillance, and there was no graffiti or other evidence of antisocial behaviour that would give rise to any perceived threat of crime. In addition, the late opening food and drink uses on both sides of Front Street mean that there is activity in the centre until late into the evening, increasing the sense of safety and security.

Conclusion

We consider Cleadon Village to be a vital and viable local centre that is performing very strongly as a local retail, leisure and service destination at the heart of its community.

East Boldon Village Local Centre



Figure 1: East Boldon Village local centre primarily comprises a block of retail/service units fronting Station Road near the East Boldon Metrolink station.



Figure 2: The centre enjoys representation from two convenience stores, providing a good level of consumer choice for local residents.

Table 1 Local Centre Unit and Floorspace Composition

GOAD Category	Units at 2023	Units at 2023 (%)	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)
Comparison	3	23.1%	317	25.8%
Convenience	2	15.4%	329	26.8%
Financial	3	23.1%	314	25.6%
Leisure	2	15.4%	154	12.5%
Retail Service	3	23.1%	114	9.3%
Vacant	0	0.0%	0	0.00%
TOTAL	13	100.0%	1,229	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of September 2023.

Uses

The East Boldon Neighbourhood Plan made in December 2021 allocates three clusters of retail and services uses within the neighbourhood area as 'local retail centres', with these being located at:

- Front Street;
- St Bede's (also known as Black's Corner); and
- Station Terrace/Langholm Road.

The first two locations are designated as local neighbourhood hubs in the emerging South Tyneside Local Plan 2021 to 2039, whereas the last location is defined for the first time in the Draft Local Plan as East Boldon Village local centre.¹ In our view, the designations of Front Street and Black's Corner are appropriate, given that the commercial units in these locations meet the definition of 'small parades of purely local significance' which play an important part in meeting the day-to-day needs of a localised catchment.

¹ East Boldon Village local centre was also called 'Station Road neighbourhood centre' in the 2018 Town & District Centre Use Needs Study.

We also agree with the decision to define East Boldon Village as a local centre at the next level up in the hierarchy, given the greater focus on retailing, especially convenience shops, at this location compared to the others and the different role played by the centre as a top-up shopping destination catering to the needs of the surrounding population. The household survey findings indicate that its Sainsbury's Local store, in particular, attracts a top-up shopping market share of more than 32% among residents of East/West Boldon and also draws moderate levels of trade from outside the immediate local catchment.

Indeed, East Boldon Village's two convenience stores means that it offers good consumer choice in terms of local food shopping. These are complemented by high-quality comparison shops selling clothing, flowers and gifts. This retail provision is balanced with retail service operators in the health and beauty sector; financial and business service uses in the form of estate agents and a chartered surveyor; and food and drink leisure uses which are also of high quality. This mix of uses is considered to represent a good balance that meets the majority of residents' needs. The fact that there are no vacant units within the centre is a reflection of its strong performance.

Accessibility/Pedestrian Flows

The centre is highly accessible by road, bus and rail, being connected to several bus routes and within easy walking distance of the East Boldon Metrolink station. The walk-in catchment is also extensive and the centre has a flat topography and wide streets, so that it is accessible for people with mobility impairments. It enjoys steady footfall throughout the day from users of the Metrolink and from passing cars. The compact and linear nature of the centre mean that its shops and service traders benefit from substantial numbers of linked trips.

Environmental Quality/Perception of Safety

The environmental quality of East Boldon Village is high, with the well-maintained shopfronts, planting, street furniture and general cleanliness and tidiness all contributing to a pleasant public realm. We observed no graffiti or other indicators of antisocial behaviour that would lead to a perceived threat of crime, and the local centre is well-lit at night. Moreover, the two convenience stores both open until late in the evening, so that there is some activity in the centre after daylight hours.

Conclusion

The designation of East Boldon Village as a local centre in the Draft Local Plan is appropriate, and the centre is performing well in its role as a top-up food shopping and other retail/service destination that caters to a fairly wide catchment. We consider the centre to be vital and viable.

Harton Local Centre



Figure 1: Harton is a largely linear local centre focussed around Sunderland Road, but with additional units on Moor Lane to the west.



Figure 2: The local centre provides for a good variety of independent comparison shops and retail service operators.

Table 1 Local Centre Unit and Floorspace Composition

GOAD Category	Units at 2023	Units at 2023 (%)	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)
Comparison	5	33.3%	439	24.0%
Convenience	1	6.7%	123	6.7%
Financial	1	6.7%	49	2.7%
Leisure	3	20.0%	380	20.7%
Retail Service	4	26.7%	759	41.4%
Vacant	1	6.7%	82	4.5%
TOTAL	15	100.0%	1,831	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of September 2023.

Uses

Comparison retail is the dominant use in Harton, with the local centre providing for a good range of independent non-food shops comprising a florist, gift shop, pet supply shop and retailers specialising in kitchens and fireplaces. This provision is complemented by a One Stop convenience store which meets local top-up shopping needs, and a reasonably good retail service offer that includes a launderette, petrol filling station and vehicle repair shop. The leisure uses present in the centre are food and drink-focussed, comprising two pubs and a café, which are all of high quality.

The only vacant unit is on Moor Lane and somewhat peripheral to the retail and service uses that make up the heart of the local centre. As such, it has a limited impact on the look and feel of the street-scene.

Accessibility/Pedestrian Flows

Sunderland Road is well-connected for road and bus users, and Harton also enjoys a large walk-in residential catchment. There is no obvious street clutter or anything else that would make the centre inaccessible for people with mobility impairments, and tactile paving is provided at all key crossing points.

During our fieldwork visit, there was a steady stream of visitors arriving by car, although few lingered in the local centre due to poor weather on the day. Nonetheless, we did observe a modest number of linked trips around the centre.

**Environmental
Quality/Perception of
Safety**

The environmental quality is highest in the Sunderland Road part of Harton, which enjoys well-maintained shopfronts, a lack of vacant units, street planters, and general cleanliness and tidiness. Moor Road is less attractive, with the vacant former garage and building/site clearance works to the rear of the shops on the west side of Sunderland Road contributing to a feeling of dilapidation in this area.

With regard to the perception of safety, the compact and linear layout allows for a high level of natural surveillance, and there is on graffiti or other evidence of antisocial behaviour that would give rise to a perceived threat of crime. As a result, the centre generally feels safe and secure. Furthermore, it benefits from late-opening uses such as the 24-hour petrol station, the two public houses and the One Stop convenience store, which means that there is activity throughout Harton until late into the evening.

Conclusion

Harton is a compact local centre with a good mix of non-food retail, retail service and leisure uses which support a fairly high number of linked trips. While the centre would benefit from some environmental improvements in the Moor Road area, overall the public realm is pleasant and appropriate to the form and function of the centre as a local shopping and service destination. Taking all of the above factors into account, the centre is considered to be reasonably vital and viable.

Westoe Road Local Centre



Figure 1: Westoe Road local centre is linear in character, with its commercial units comprising the ground floors of former terraced housing.



Figure 2: There is just one small convenience operator (Westoe News) and the local centre serves more of a service function.

Table 1 Local Centre Unit and Floorspace Composition

GOAD Category	Units at 2023	Units at 2023 (%)	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)
Comparison	3	20.0%	241	17.7%
Convenience	1	6.7%	94	6.9%
Financial	4	26.7%	416	30.5%
Leisure	1	6.7%	67	4.9%
Retail Service	6	40.0%	545	40.0%
Vacant	0	0.0%	0	0.0%
TOTAL	15	100.0%	1,363	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of September 2023.

Uses

Westoe Road local centre comprises a row of small-scale shops and service operators set within a larger terrace of residential units. Provision in the centre is impacted by the proximity of higher order retailers and other uses in South Shields town centre, which lies to the north and within walking distance. The only convenience operator in the centre is Westoe News, a small independent CTN store. Comparison retail provision is also wholly independent, and comprises a ladies' formalwear shop, picture frame shop and a retailer of auto parts.

The dominant use in the local centre, however, is retail services. The offer comprises multiple hairdressers, a nail salon and travel agent. Representation of financial and business service uses is also fairly strong, with the centre containing mortgage broker and accountant uses.

There are no vacancies in Westoe Road. However, the centre of gravity in relation to retail and service uses appears to have shifted southwards in recent years, and we therefore propose that two non-conforming uses in the north of the centre be excluded from a revised boundary. At the same time, we suggest that the boundary be extended slightly southwards to encompass three main town centre uses located to the south of East

Stainton Road. These units are adjacent to the centre as currently defined and function as part of it, supporting linked trips with the other shops and services on Westoe Road.

Accessibility/Pedestrian Flows

The local centre benefits from its close proximity to South Shields town centre and is therefore well-connected by road and bus. In addition, it lies within a kilometre of South Shields' new transport interchange, making it even more accessible by a range of modes of public transport.

The walk-in catchment is also extensive and Westoe Road is one of the few smaller centres in the Borough to benefit from a dedicated bicycle lane, although there is no cycle parking. In terms of accessibility for people with mobility impairments, the local centre performs reasonably well, but the pavements are cracked and uneven in places. On the day of our visit, footfall was fairly light but consistent.

Environmental Quality/Perception of Safety

While generally adequate for its form and function, there are opportunities to enhance the environmental quality of parts of Westoe Road. Some of the shopfronts are in need of maintenance and some of the centre's operators are shuttered during the day, which can lead to a sense of inactivity in the centre despite the busy car traffic which passes through on its way to and from South Shields.

Nonetheless, the linear layout and surrounding residential uses allow for a high degree of natural surveillance, and the centre is free of graffiti or any other evidence of antisocial behaviour which might lead to a perceived threat of crime. While most of the centre's operators close after normal business hours, it is well-lit by streetlights and overlooked by the houses across Westoe Road, which would provide reassurance to those travelling through the centre at night.

Conclusion

Westoe Road is reasonably vital and viable, providing for a mix of small-scale services and independent shops which fulfil the day-to-day needs of local residents, who are able to travel the short distance to South Shields in order to visit higher order retailers and larger-floorplate leisure and services uses. The proposed inclusion of the three additional main town centre uses within the boundary would extend policy protection to these units, which already function as part of the centre and support its overall health.

Whitburn Local Centre



Figure 1: Whitburn is a vibrant local centre providing for a good mix of retail and service units in a variety of sizes and formats.



Figure 2: The largest unit in the local centre is the Co-op store, which is complemented by Whitburn’s high-quality smaller food traders.

Table 1 Local Centre Unit and Floorspace Composition

GOAD Category	Units at 2023	Units at 2023 (%)	Floorspace at 2023 (sq.m)	Floorspace at 2023 (%)
Comparison	4	17.4%	592	22.8%
Convenience	3	13.0%	651	25.1%
Financial	0	0.0%	0	0.0%
Leisure	5	21.7%	374	14.4%
Retail Service	9	39.1%	904	34.8%
Vacant	2	8.7%	75	2.9%
TOTAL	23	100.0%	2,596	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of September 2023.

Uses

Whitburn local centre comprises a grouping of commercial units running either side of East Street up to North Guards. The largest unit within the centre comprises the Co-op foodstore, which is prominent and attractive building in the northern extent of the centre.

There are four comparison units in the centre, including a clothing shop, a carpet shop, a bathroom shop and a chemist.

The dominant use in the local centre, however, is retail service. The offer comprises hairdressers and barbers, pet groomers and a Post Office. The Community Library is also situated to the north, beyond the Co-op foodstore.

There are two vacant units in Whitburn, equating to a lesser than national average proportion in terms of floorspace and units.

Accessibility/Pedestrian Flows

The centre was relatively quiet at the time of our visit, with the highest proportions of footfall outside of the Co-op foodstore.

The centre is accessible overall, with good opportunities for on-street car parking on the side streets throughout the centre. There is also a dedicated off-street car park behind the Co-op .

Bus stops are also present within the centre, in easy walking distance of the commercial units. The bus services link the local centre within South Shields town centre.

**Environmental
Quality/Perception of
Safety**

The centre is attractive overall, with a pleasant public realm and pedestrian walkways. Furthermore, the shopfronts are very well kept on the whole, with an overarching 'traditional' feel to the signage zones on the units.

The overarching layout of the centre and the surrounding residential uses allow for a high degree of natural surveillance, and the centre is free of graffiti or any other evidence of antisocial behaviour which might lead to a perceived threat of crime.

While most of the centre's operators close after normal business hours, it is well-lit by streetlights and has a good level of vehicular traffic running through, which assists in improving the feeling of safety into the evening.

Conclusion

Whitburn is considered to be a highly vital and viable local centre, providing very well to meet day-to-day needs of local residents. The environmental quality is good and the centre is attractive overall. There may be an opportunity to encourage additional uses which open longer hours into the evening, but the centre does function well overall and performs its function well.

Appendix 2 – Neighbourhood Hub Matrix

South Tyneside Town, District and Local Centre Study 2023
Appendix 2 - Neighbourhood Hub Matrix

No.	Centre	South Tyneside Neighbourhood Centres Matrix														Nexus Analysis and Recommendation						
		Composition and Vacancies																				
		No of units	Convenience Stores	Pharmacy	Post Office	ATM	National Operators	Convenience (%)	Comparison No.	Comparison (%)	Leisure Service No.	Leisure Service (%)	Retail Service No.	Retail Service (%)	Business Service No.		Business Service (%)	Vacancies No.	Vacancies (%)	Designation	Boundary Review	
1	Bede Burn Road	3	x	x	x	x	x	0	0%	0	0%	1	33%	0	0%	2	67%	Neighbourhood Hub	Suggested amendment to hub boundary from the 2018 Study recommendations to include shops to the south and north	A very small number of end of terrace commercial units, sporadically located to the north western side of Bede Burn Road. There are a notable number of vacancies and it appears the area experiences low foot fall. Suggested amendment to parade boundary to include shops to the south and north		
2	Black's Corner	5	x	x	x	x	x	0	0%	1	20%	3	60%	0	0%	1	20%	0	0%	Neighbourhood Hub	The hub was not included in the 2018 Study and therefore a new boundary to include the commercial units has been recommended.	A corner terraced parade with a pleasant appearance. It is dominated by the leisure use with three restaurants, one of which includes a prominent outdoor seating area. Ample parking is available.
3	East Bolden Road	4	✓	x	x	x	x	1	25%	0	0%	3	75%	0	0%	0	0%	0	0%	Neighbourhood Hub	The hub was not included in the 2018 Study and therefore a new boundary to include the commercial units has been recommended.	A small parade set within two semidetached buildings, with a limited range of services available and mainly featuring health and beauty units. Plentiful parking is available to the front of the parade.
4	Edinburgh Road	11	✓	✓	x	✓	x	5	45%	2	18%	3	27%	0	0%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	L shaped parade encompassing a green square and parking area. There are a good range of services available including a large number of convenience stores.
5	Felgate Avenue	11	✓	✓	x	✓	x	2	18%	1	9%	5	45%	3	27%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Purpose built, horse-shoe shaped parade centred around a small parking area. The parade meets local needs in providing a range of services including leisure, convenience and retail units. In terms of appearance, the parade is dated from around the 1960's and is 'tired' looking in parts. There is some opportunity to enhance the aesthetics of the centre
6	Finchdale Road	8	✓	x	✓	x	x	2	25%	0	0%	1	13%	3	38%	0	0%	2	25%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Single row of terraces providing a small range of commercial units to meet local needs. There is a good level of access with parking and a bus stop located adjacent to the parade.
7	Front Street	6	x	x	x	x	x	0	0%	2	33%	2	33%	0	0%	0	0%	0	0%	Neighbourhood Hub	Suggested amendment to hub boundary from the 2018 Study	A small terraced parade, which provides a limited range of services, and does not include a convenience store. The offer is still performing and important local role and has the opportunity to widen the offer in the future. Suggested amendments to existing boundaries to include the entirety of the terrace and discount the area currently used as a driveway on the opposite side of the road.
8	Galsworthy Road	11	✓	x	x	x	x	2	18%	2	18%	3	27%	4	36%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Purpose built parade formed out of two parallel structures with a central avenue. There are a range of facilities available and easy access with parking available to the north. The buildings are relatively well maintained. Located adjacent to nursery school.
9	Gaskell Avenue	12	✓	✓	✓	x	x	3	25%	0	0%	3	25%	1	8%	0	0%	5	42%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Whilst there is an adequate mix of uses including convenience, leisure and retail, there are a high number of vacancies, which detract from the overall appearance (particularly on the northern side).
10	Green Lane	9	✓	x	x	✓	x	3	33%	0	0%	3	33%	3	33%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	The parade is formed of three separate areas set along Green Lane, with the main parade comprising of a mix of convenience, leisure and retail services. There is very limited parking available.
11	Hedworth Lane	7	✓	x	x	x	x	2	29%	0	0%	2	29%	0	0%	3	43%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	A number of commercial units sporadically set along Hedworth Lane, including convenience and leisure uses. There are a large number of vacancies which contribute to a generally scruffy appearance. On street parking available.		
12	Henderson Road	4	✓	x	x	x	x	2	50%	0	0%	1	25%	1	25%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Small parade comprising of a row of terraces. Tidy in appearance and a good range of facilities available given its size. On street parking is available.

South Tyneside Neighbourhood Centres Matrix																							
No.	Centre	Composition and Vacancies										Designation	Boundary Review	Nexus Analysis and Recommendation									
		No of units	Convenience Store(s)	Pharmacy	Post Office	ATM	Multiples	National Operators	Convenience (%)	Comparison No.	Comparison (%)				Leisure Service No.	Leisure Service (%)	Retail Service No.	Retail Service (%)	Business Service No.	Business Service (%)	Vacancies No.	Vacancies (%)	
13	Highfield Road	4	✓	✗	✗	✓			1	25%	0	0%	2	50%	0	0%	0	0%	1	25%	Neighbourhood Hub	Suggested amendment to hub boundary from the 2018 Study recommendations to include the adjacent public house.	The small parade is formed of a number of semi detached buildings set along Highfield Road. There is a limited amount of services available however, the parade benefits from good access with on street parking available and a bus stop located adjacent. Suggested boundary amendment to include adjacent pub (The Fountain).
14	Horsey Hill	12	✓	✓	✓	✓	✗	✗	4	33%	2	17%	2	17%	3	25%	0	0%	1	8%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	A large purpose-built parade centred around a green space and low speed roundabout. There are a good range of services available to cater for the local community. The square has a neat and tidy appearance, with well maintained units.
15	Hudson Street	4	✓	✗	✗	✗	✗	✗	1	25%	1	25%	1	25%	1	25%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Small 'L' Shaped parade set around a square, with good levels of street furniture available including benches and bins. Contains a limited range of uses. On street parking is available.
16	Lake Avenue	5	✓	✗	✗	✗	✗	✗	1	20%	0	0%	3	60%	1	20%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Terraced parade with parking available adjacent. Generally in good condition with well maintained shopfronts. The leisure use is most prominent, with two takeaways and a pub.
17	Mountbatten Avenue	5	✓	✗	✗	✗	✗	✗	1	20%	0	0%	1	20%	3	60%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Terraced parade set adjacent to large parking area. Retail use is the most prominent in this location, with three health and beauty units. The parade serves the basic needs of the local community.
18	Nevison Avenue	5	✓	✗	✗	✓	✗	✗	1	20%	0	0%	2	40%	2	40%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Terraced parade set adjacent to green area with parking available beyond. Retail and leisure uses are the most prominent in this location, with two health and beauty units and two takeaways. The parade serves the basic needs of the local community.
19	Norham Terrace	4	✓	✗	✓	✓	✗	✗	1	25%	0	0%	1	25%	1	25%	0	0%	1	25%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Small parade located at the junction between Lumley Terrace and Norham Terrace. There is a good range of services and facilities available given the small nature of the parade. The vacant unit detracts from the overall aesthetic.
20	Quarry Lane	3	✓	✗	✗	✗	✗	✗	1	33%	0	0%	2	67%	0	0%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Small terraced parade set along Quarry Lane. It is scruffy in appearance and there is a redundant area of hardstanding located adjacent to the parade, which detracts from the overall appearance.
21	Sea Wynnings Way	7	✓	✗	✗	✓	✓	✓	1	14%	1	14%	2	29%	2	29%	1	14%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	A crescent shaped parade which is of a neat and tidy appearance. The parade functions well in serving the local communities needs, providing a good range of services which includes a Tesco's express. No vacant units were observed.
22	Stanhope Parade	5	✗	✗	✗	✗	✗	✗	0	0%	1	20%	1	20%	2	40%	1	20%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	A small parade located nearby the more prominent shopping area, Dean Road. The parade benefits from a varied mix of uses however it does not contain a convenience store. There are two areas of the parade which are bisected by Stanhope Parade, which appears to experience a fair amount of traffic.
23	Stanhope Road (West Harton)	16	✓	✗	✓	✗	✗	✗	3	19%	1	6%	3	19%	8	50%	0	0%	1	6%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Spread out along Stanhope road, this parade benefits from a range of services with a particularly high number of health and beauty services available. On street parking is provided. In terms of appearance, the shop fronts are reasonably well maintained.
24	Stanhope Road	6	✓	✗	✗	✗	✗	✗	1	17%	1	17%	2	33%	2	33%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Set back from Stanhope Road, this parade offers a good range of services including a convenience store, pantry, takeaway and hairdressers. Plentiful parking is available and the shop fronts are generally well maintained.
25	Station Road	8	✓	✗	✗	✗	✓	✓	2	25%	3	38%	1	13%	0	0%	2	25%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	A small terrace of units which provides a good mix of commercial uses, including a Sainsbury's Local. This parade is well maintained and has a pleasant atmosphere, with green planters and outdoor seating available. Parking spaces are located adjacent.
26	Victoria Road East	3	✓	✗	✗	✓	✗	✗	1	33%	0	0%	0	0%	0	0%	1	33%	1	33%	Neighbourhood Hub	Suggested amendment to hub boundary from the 2018 Study	Small number of units sporadically located along Victoria Road East, offering a limited range of facilities. Suggested amendments to boundaries to reflect the change of use of some of the units to residential and to pick up the additional shops located nearby.
27	Wenlock Road	7	✓	✓	✗	✓	✓	✓	2	29%	1	14%	2	29%	2	29%	0	0%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	Terraced parade with a good range of services available, including a pharmacy, Sainsbury's store, and eateries. This parade sufficiently provides for the local community, and is well maintained in appearance. On street parking is readily available.
28	Whiteleas Way	11	✓	✓	✗	✗	✗	✗	2	18%	3	27%	3	27%	2	18%	1	9%	0	0%	Neighbourhood Hub	Retain boundary as recommended in the 2018 Study	This is a fairly large in size, purpose-built terraced parade with a good selection and mix of uses present. The parade benefits from a smart and cohesive appearance, and has good access with on street parking as a bus stop adjacent.

Appendix 3 – Local Centre Plans and Recommended Boundaries

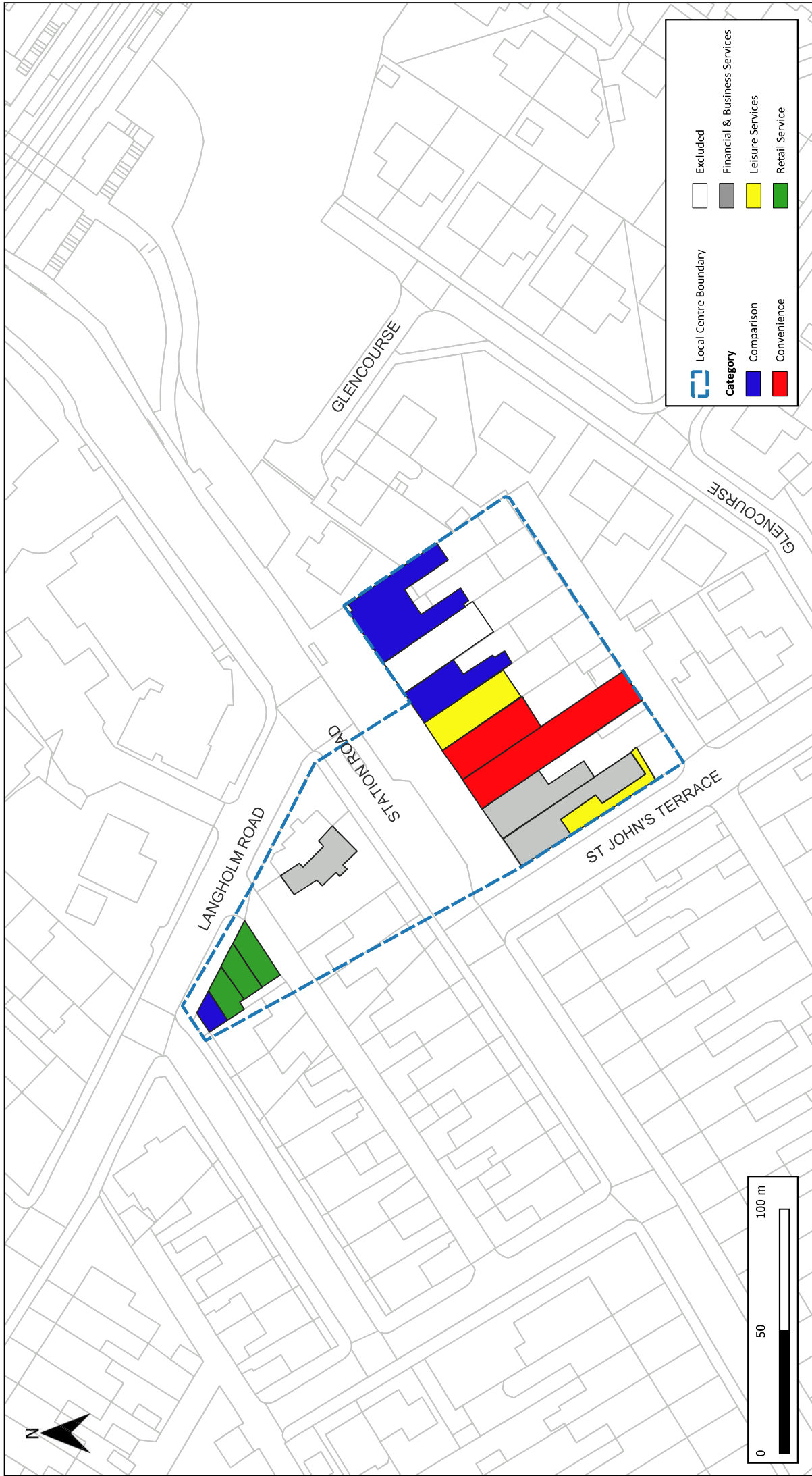


Cleadon Village Local Centre

South Tyneside Town & District Centre Use Needs Study



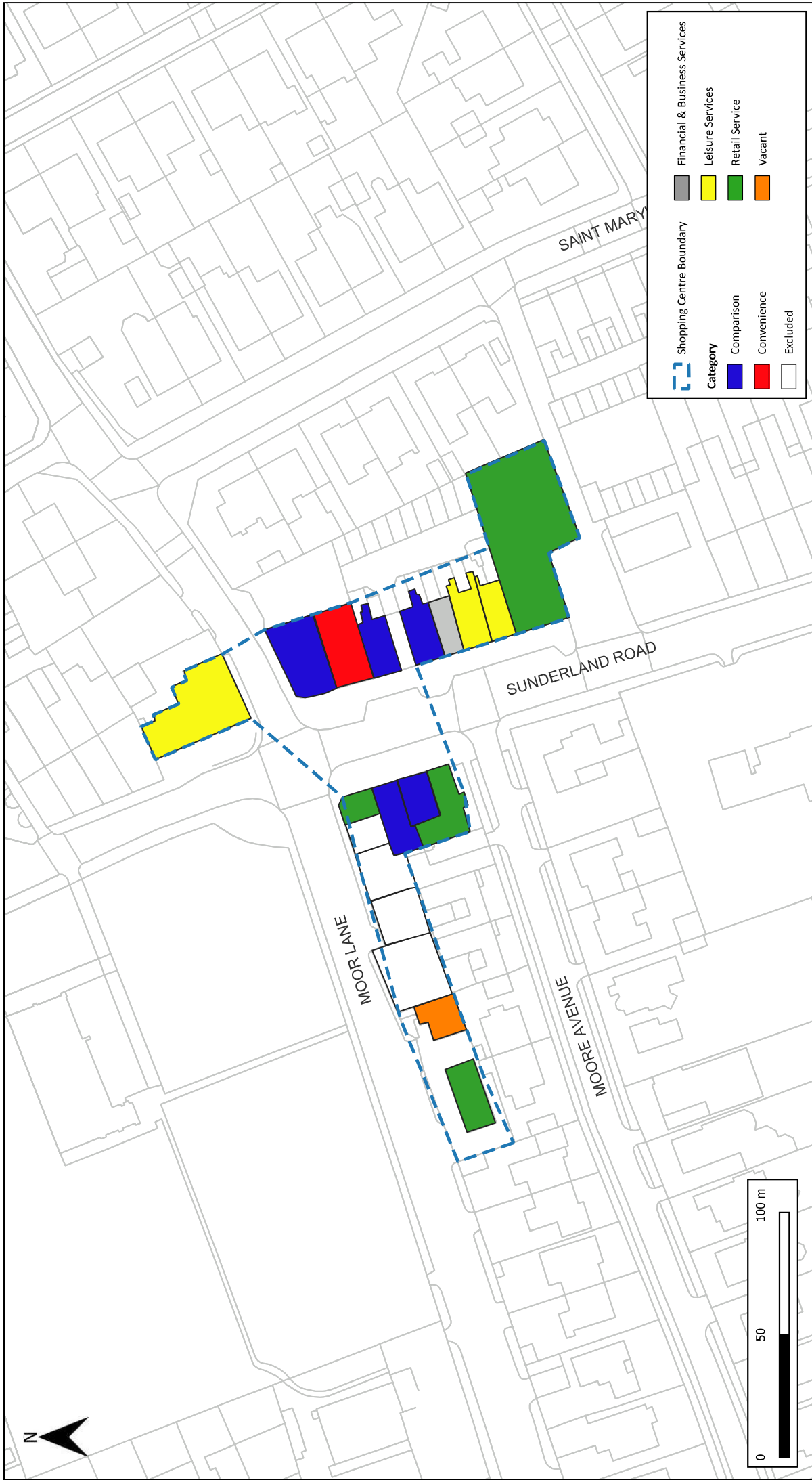
Survey Date - November 2023



East Boldon Village Local Centre

South Tyneside Town & District Centre Use Needs Study

Survey Date - November 2023



Harton Local Centre

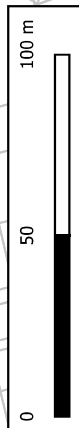
South Tyneside Town & District Centre Use Needs Study

Survey Date - November 2023





	Suggested Shopping Centre Boundary
	Existing Shopping Centre Boundary
Category	
	Comparison
	Convenience
	Excluded
	Financial & Business Services
	Leisure
	Retail Service

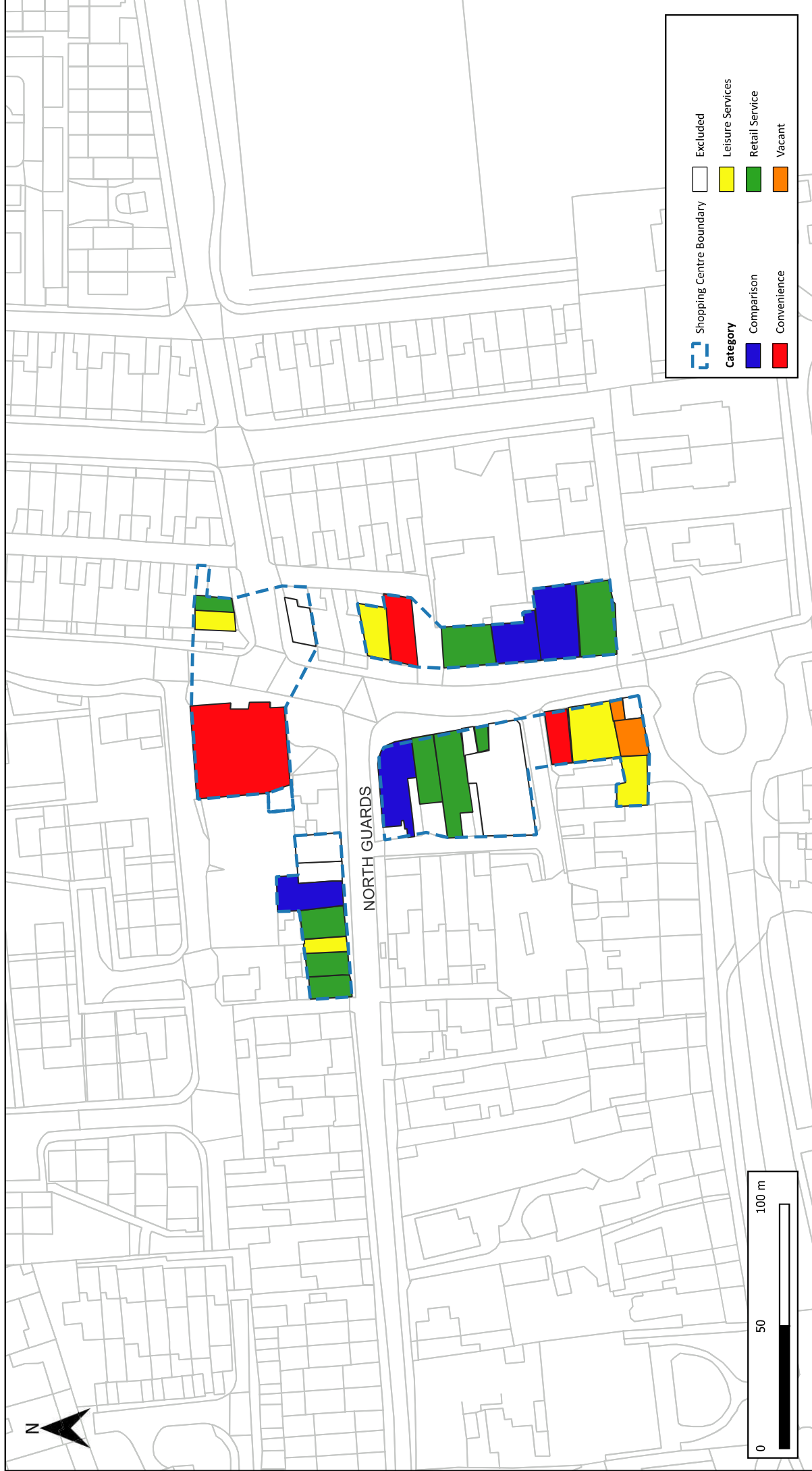


Westoe Road Local Centre

South Tyneside Town & District Centre Use Needs Study



Survey Date - November 2023



Whitburn Local Centre

South Tyneside Town & District Centre Use Needs Study

Survey Date - November 2023



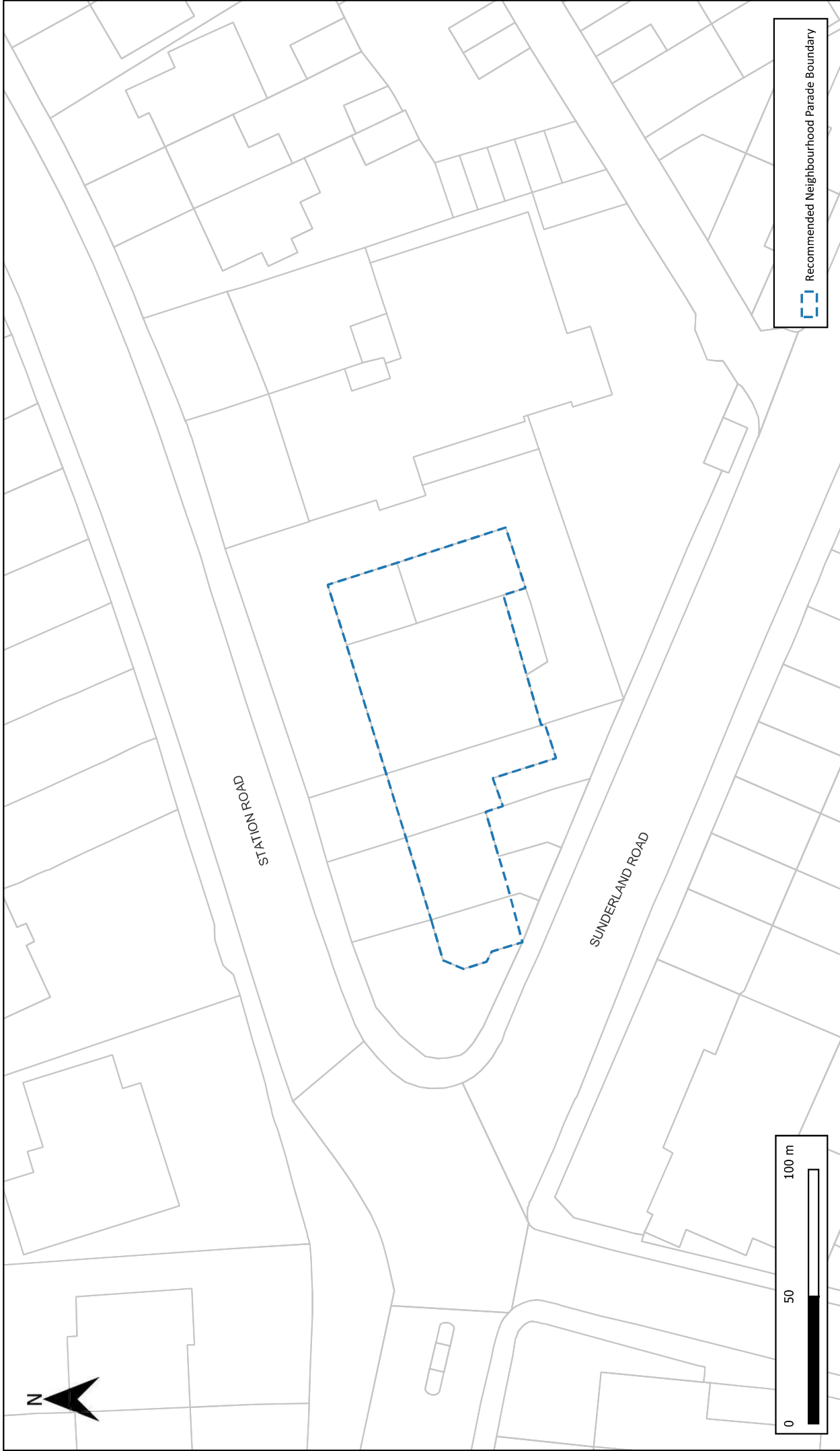
Appendix 4 – Neighbourhood Hub Recommended Boundaries



Bede Burn Road Neighbourhood Centre

South Tyneside Town & District Centre Use Needs Study





Black's Corner Neighbourhood Centre

South Tyneside Town & District Centre Use Needs Study





East Boldon Road Neighbourhood Centre

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Front Street Neighbourhood Centre

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Highfield Road Neighbourhood Centre

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Victoria Road East Neighbourhood Centre

South Tyneside Town & District Centre Use Needs Study

