

# **East Boldon Neighbourhood Plan**

## **Local Economy Background Paper**

**Updated February 2021**

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## 1. Background

- 1.1 This document is one in a series of background papers prepared by the East Boldon Neighbourhood Forum ('the forum'). It sets out the relevant national and local policy and guidance that is informing the preparation of the East Boldon Neighbourhood Plan. The background paper also identifies and explains the relevant evidence base, feedback from early engagement and explains how the preferred policy approach has been identified.
- 1.2 The vision and objectives for the neighbourhood plan define what the plan aims to achieve. The vision for the neighbourhood plan is:

<b>A vision for East Boldon in 2036</b>
<p><i>East Boldon remains a thriving village full of character.</i></p> <p><i>It has a strong sense of community where local schools and voluntary groups, including sport and leisure organisations, play an important part in bringing people together. It is home to a wide range of successful businesses. These make an important contribution to village life and are actively supported by local people.</i></p> <p><i>It is blessed with wonderful green spaces on all sides, much of which is safeguarded by Green Belt status. This has done much to protect the village from urban sprawl and help maintain its identity and separation from other settlements as well as providing important habitat for wildlife.</i></p> <p><i>Infrastructure has been delivered to support the needs of the local community and businesses.</i></p> <p><i>New development conserves and enhances the historic environment and is sympathetic to the character of the village, it provides opportunities for the enhanced wellbeing of its residents, and ensures an environment which is rich in landscape for wildlife. In short, new development should be sustainable in every sense.</i></p> <p><i>The needs of local residents, both young and old, should be a major consideration in the type and location of all new development.</i></p> <p><i>The need to keep the local community together by providing the right mix of housing is seen as a priority.</i></p> <p><i>Any new development should be seen as an opportunity to address the issue of parking and not add to it.</i></p>

- 1.3 Plan objective four is relevant to employment matters:  
*“Support the sustainable creation, and protection of employment opportunities in the neighbourhood plan area, and the vitality of the village and local centre.”*
- 1.4 The main areas covered by this background paper are:
- The national and local policy context for employment;
  - An overview of other relevant documents and evidence;
  - Consideration of feedback received as part of the early engagement on the plan;
  - Identification of the preferred policy approach.

- 1.5 As part of the consultation on the pre-submission draft plan we invited comments on the draft background paper. The paper has been updated to reflect feedback.

## 2. Strategic Planning Context

### Background

- 2.1 As they are part of the development plan, neighbourhood plans have to be prepared in line with legal requirements. The way in which neighbourhood plans are prepared and the policies they contain will be tested by an Independent Examiner. In order to pass an examination and proceed to referendum, neighbourhood plans must meet a number of 'basic conditions', to ensure they are legally compliant they must:
- Have regard to national planning policy and guidance;
  - Be in general conformity with the strategic policies of the local plan;
  - Contribute to sustainable development; and
  - Be compatible with European obligations.

### National planning policy and guidance

- 2.2 National planning policy and guidance is set out in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) respectively. The NPPF is clear that the purpose of the planning system is to contribute to the achievement of the three dimensions of sustainable development: economic, social and environmental. These roles should not be undertaken in isolation, because they are mutually dependent.
- 2.3 At the heart of the NPPF is a presumption in favour of sustainable development. The application of the presumption will have implications for how communities engage in neighbourhood planning. Critically, it means that neighbourhood plans should:
- Support the strategic development needs set out in local plans, including policies for housing and economic development (paragraph 13);
  - Address non-strategic matters (paragraph 18); and
  - Shape, direct and help to deliver sustainable development and not promote less development than set out in the strategic policies for the area or undermine those strategic policies (paragraph 29).
- 2.4 Paragraph 80 of the NPPF requires planning policies and decisions to help create the conditions in which businesses can invest, expand and adapt and that significant weight should be placed on the need to support economic growth and productivity.
- 2.5 Paragraph 81 of the NPPF states that planning policies should:
- set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
  - set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
  - seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
  - be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.

- 2.6 With regard to local and neighbourhood centres, paragraph 91 requires planning policies to aim to achieve healthy, inclusive and safe places which promote social interaction. In order to provide the social, recreational and cultural facilities and services the community needs, paragraph 92 requires planning policies to:
- Plan positively for the provision of community facilities, such as local shops to enhance the sustainability of communities and residential environments;
  - Guard against the unnecessary loss of valued facilities and services, particularly where it would reduce the community’s ability to meet its day to day needs; and
  - Ensure that established shops, facilities and services are able to develop and modernise and are retained for the benefit of the community.

## Local Plan

### Current Local Plan

- 2.7 Currently the development plan policies which cover the East Boldon Neighbourhood Plan Area are contained in the South Tyneside: Core Strategy (2007); Development Policies (2011); and Site Specific Allocations (2012). The South Tyneside Development Policies document contains a set of generic policies against which planning applications for new development are assessed. As the neighbourhood plan is required to be in general conformity with the strategic policies of the development plan, the policies contained within the South Tyneside Development Policies document are not considered to be strategic policies and therefore are not applicable.
- 2.8 Table 1 below provides a summary of the relevant South Tyneside Core Strategy policies:

*Table 1: Relevant South Tyneside Core Strategy Policies*

<b>Policy</b>	<b>Description</b>
ST1 - Spatial Strategy for South Tyneside	Seeks to focus new development in order to: <ul style="list-style-type: none"> <li>• regenerate the River Tyne and coastal corridors;</li> <li>• support the role and function of the South Shields, Jarrow and Hebburn;</li> <li>• promote opportunities along the A19 economic growth corridor;</li> <li>• ensure the sustainability of settlements; and</li> <li>• maximise the re use of land.</li> </ul> In addition, the policy seeks to avoid or minimise environmental impacts
Policy E1 – Delivering economic growth and prosperity	Allocates 40ha of land across the borough and seeks to safeguard viable employment sites for employment uses only. Encourages economic development outside priority locations. Supports investment in education and training.
Policy SC1 – Creating sustainable urban areas	Seeks to focus new development within built up areas.
Policy SC2 – Reviving our town centres and other shopping centres	Focuses the majority of retail, office, commercial leisure, indoor sports, cultural, social and community facilities within South Shields, Jarrow and Hebburn. Supports developments within local neighbourhood centres.

- 2.9 The allocations which cover the plan area are included in figure 1 below:

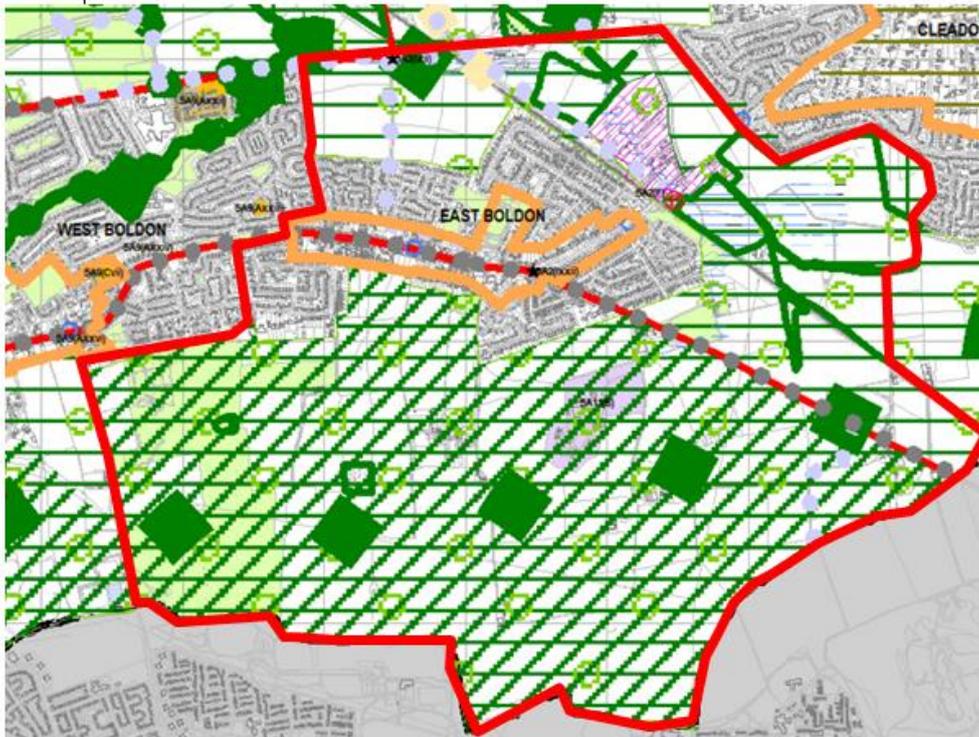


Figure 1: Extract from South Tyneside Site Specific Allocations Document

### Emerging South Tyneside Local Plan

2.10 South Tyneside Council (STC) is currently preparing a new local plan which will replace the existing saved planning policies. STC has undertaken four rounds of engagement: Local Plan Key Issues & Options (April 2013); Issues Review of Policies and Guidance (2014); Local Plan Growth Options (July 2015); and Local Plan Pre-Publication Draft (August 2019).

2.11 The draft local plan (2019) proposes:

- Policy S1 (spatial strategy) – to focus the majority of new development in the main urban areas of South Shields, Hebburn and Jarrow, as well as supporting the regeneration of the River Tyne corridor. The policy seeks to secure the sustainability of East Boldon and the other villages in the borough. In addition, the policy looks to enhance the vitality and viability of the East Boldon local centre. With regard to employment development, it seeks to focus on those employment areas which are viable and marketable and accessible;
- Policy ED1 (strategic economic development) – to maintain a portfolio of 194.23ha of land for economic development. The policy seeks to support development at the Port of Tyne and along the river corridor, as well as supporting advanced manufacturing, engineering, digital technologies, skills, new business development and the visitor economy;
- Policy ED5 (employment development beyond our employment allocations) – to support proposals for employment development outside of allocated employment sites where specific criteria are met;
- Policy ED6 (leisure and tourism) – to support enhancements to the diverse range of leisure and tourism attractions;
- Policy ED7 (tourist and visitor accommodation) – to support proposals for visitor and tourist accommodation where specific criteria are met;

- Policy R1 (the hierarchy of our centres) – to define East Boldon as a local centre. The role and function of which would be to serve the everyday needs of local communities and be the focus for small scale shops and services;
- Policy R2 (ensuring vitality and viability in our retail centres) – to support proposals that maintain the vitality and viability of the local centre. The policy provides guidance on how proposals would be assessed against vitality and viability factors;
- Policy R5 (prioritising centres sequentially) – to define the sequential approach to assessing development outside town, district or local centres;
- Policy R6 (proposals requiring an impact assessment) – to define where an impact assessment would be required to support edge or out of centre retail development;
- Policy RG5 (Cleadow Lane mixed use regeneration site) – to allocate the land currently occupied by the industrial estate for mixed use development (245 homes and 2.1ha of B1 and B8 employment land).

2.12 Figure 2 provides an extract of the draft policies map.

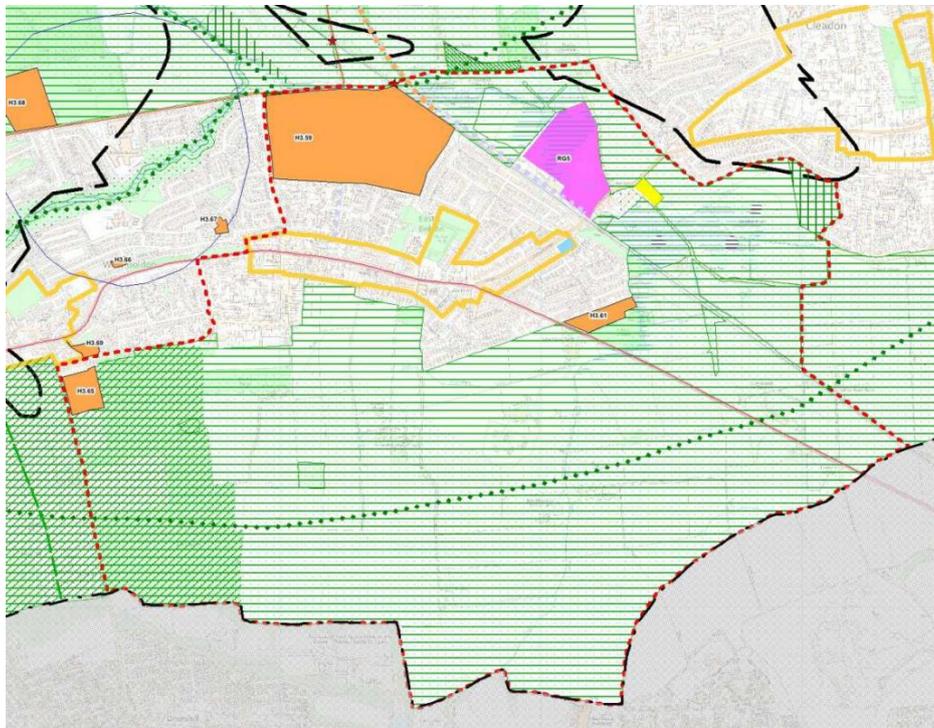


Figure 2: Extract of emerging local plan policies map

## Summary

- 2.13 The NPPF requires planning policies to take a positive approach to employment development and economic growth, identifying that significant weight should be given to the need to support growth.
- 2.14 The saved South Tyneside Core Strategy policies seek to focus new employment development within the urban area. The emerging South Tyneside Local Plan also seeks to focus new employment development within the urban area, and to support the vitality and viability of existing retail centres.

### **3. Other documents**

- 3.1 In addition to the strategic planning framework, there are a number of other documents and evidence available to inform the preparation of the economy elements of the Neighbourhood Plan.

#### **Regional level**

##### North East Strategic Economic Plan (2019)

- 3.2 The North East Strategic Economic Plan (SEP) was first published in 2014 by the North East Local Enterprise Partnership (NELEP), it was subsequently updated in 2017 and 2019. It established two key targets:
- To deliver a 100,000 growth in the number of jobs available by 2024, an uplift of 11% on 2014; and
  - To ensure 60% of the new jobs delivered are better jobs, offering higher skilled, more productive and better quality opportunities to more people in the area.
- 3.3 For South Tyneside the SEP identifies opportunities in:
- Advanced and automotive engineering (International Advanced Manufacturing Park);
  - Subsea, offshore and energy technologies (Port of Tyne);
  - Digital technology skills (incubator and One Trinity Green and other new digital infrastructure); and
  - Strategic local regeneration schemes (South Shields 365 Vision).

#### **South Tyneside level**

##### South Tyneside Employment Land Review (2019)

- 3.4 The 2019 Employment Land Review (ELR) was commissioned by STC as part of the evidence base for the emerging local plan. It provides the council with: an understanding of the current land supply position; and an anticipated future growth trajectory for the economy of the borough and the implications for this with respect to the demand for employment land over the period 2020-2035.
- 3.5 The ELR divides the borough into a number of sub areas, the neighbourhood plan area sits within the Boldon sub area. It highlights strong demand for employment uses within the Boldon sub area and suggests a shortfall in employment land provision.

##### South Tyneside Town and District Use Needs Study (2018)

- 3.6 The South Tyneside town and district use needs study was commissioned by STC as part of the evidence base for the emerging local plan. It provides a full assessment of retail needs within the borough. It was informed by a telephone survey of households to establish current retail and leisure expenditure patterns.
- 3.7 The study confirms that South Shields town centre is the main comparison shopping (retail items not bought on a frequent basis, such as televisions and white goods) destination in the borough. East Boldon was identified as a popular destination for residents to visit pubs, bars and night life (6% of respondents).

## **East Boldon level**

### East Boldon Business Categorisation (July 2017)

- 3.8 The forum has collected details of the businesses which operate across the plan area, this is included in appendix 1. The categorisation table identifies that there are a number of important services provided across the plan area, these include: hairdressers/ barbers; vehicle repair; sports services; property construction/ maintenance; cafes/ restaurants; and pet services.
- 3.9 There are also important community facilities including: East Boldon infant and junior schools; nursery provision; sheltered accommodation; dental surgery and pharmacy; many clubs such as tennis, golf, cricket, squash and archery; scouts and girl guides groups; religious facilities including East Boldon Methodist Church, Boldon United Reformed Church Hall and St Georges Church; public houses, including The Grey Horse Inn, The Black Bull Inn and Beggars Bridge; social club; and a greyhound stadium.

### East Boldon Wellbeing Survey (March 2019)

- 3.10 All 105 businesses operating across the plan area were sent a copy of the business survey in 2018 and 37 completed questionnaires were received. These responses represented businesses and groups which have 195 employees and 281 volunteers/ participants. A copy of the wellbeing survey summary of main responses and conclusions are included in appendix 2. This highlighted:
- The importance of local customers to supporting the businesses within the plan area;
  - Businesses within the plan area are well established, with 12 established prior to the 1980s;
  - Most businesses (24) identify that their businesses have grown over recent years;
  - Businesses want to remain in the plan area and many want to expand;
  - Traffic congestion, parking and transport links were identified as threats to business growth;
  - Concerns over the loss of employment land to housing; and
  - New development was considered by some as an opportunity to expand their customer base.

## 4. Feedback

### Early engagement – local community

- 4.1 As a means of starting the process of collecting information and opinions that would influence the content of the neighbourhood plan, the forum held a number of community engagement drop-in sessions in: July 2017; June 2018; March 2019; and June 2019. The purpose of the events was to raise awareness of the opportunities presented by neighbourhood planning and to engage as broad a range of people from the local community as possible from the start of the plan making process.
- 4.2 The engagement exercise in June 2018 sought to help the forum to define those issues of greatest importance to the local community. Feedback was sought on eight draft objectives for the neighbourhood plan. In addition, it asked for views on what East Boldon means to the local community and what their vision was for East Boldon.
- 4.3 Draft objective four on the economy was supported by 50 of the 54 respondents (two respondents left the response blank and two disagreed with the objective).

*What does East Boldon mean to you?*

Issue identified	Potential Planning response	Potential community action
Retention of village feel and community	Policy to ensure that any new economic development protects/ enhances the special character of the area.	
Safe environment to raise a family	Policy to ensure that new economic development ensures residential amenity is protected and highway safety measures are embedded in new development	
Rich rural environment should be protected	Identification of a settlement boundary to ensure new economic development is focused within the built up area	
New development should be limited and sensitive to existing character	Policy to ensure that any new economic development protects/ enhances the special character of the area.	

*What is your vision for East Boldon for the future?*

Issue identified	Potential Planning response	Potential community action
Maintain current character of village/ any new development should be sensitive to this	Policy to ensure that any new economic development protects/ enhances the special character of the area.	
Improved parking, particularly near metro/ concerns over volume of traffic	Policy to ensure that new employment development provides an appropriate level of parking and is supported by the required infrastructure provision.	Work with South Tyneside Council and local businesses to seek to resolve parking issues.

*General comments on the employment objective*

<b>Issue identified</b>	<b>Potential Planning response</b>	<b>Potential community action</b>
The area is primarily residential	Policy to ensure that new economic development ensures residential amenity is protected	
Area should be mainly to live in. unsuitable for more industry	Policy to ensure that new economic development is focused within the built up area and ensures residential amenity is protected	
Businesses need to flourish and be supported	Policy to support the creation of new businesses and the expansion of existing businesses where specific criteria are met	
Varied employment opportunities needed	Policy to support the creation of new businesses and the expansion of existing businesses where specific criteria are met	Assess the potential for the rollout of highspeed broadband across the plan area

- 4.4 The engagement exercise that took place in March 2019 focused on: parking; Green Belt; the natural environment; local green space; housing; and the vision for the plan.
- 4.5 In June 2019 the forum asked for community input to a range of issues, including: the built and historic environment; community well-being; flooding; the economy; and transport.
- 4.6 Residents were asked whether they considered the shopping area in Station Terrace is an asset to the village, which should be safeguarded. This was supported by 75 out of 77 respondents. In addition, 45 people thought there were other shops and facilities that should be protected. All 77 respondents highlighted that they used the shops and services provided in the plan area, with 29 people stating that there were factors that make it difficult to access services and facilities, the main concern identified was parking. Of the 77 respondents, 60 thought there was a good balance of shops and services in East Boldon. Concerns were expressed over the number of hairdressers and the need for more independent shops that sell fresh produce.
- 4.7 When asked whether residents considered the Cleadon Lane Industrial Estate should be retained as a whole or in part for employment uses, 56 of the 77 respondents considered it should be (three responses were a nil reply). 19 respondents highlight the importance of using brownfield sites for residential developments and 13 refer to the potential use of the industrial estate as a car park.
- 4.8 Potential planning responses to the issues identified are:
- Policy to ensure the protection of the vitality and viability of the existing East Boldon Local Centre;
  - Consider whether the current boundary of the local centre is appropriate;
  - Policy to protect important community services and facilities;
  - Policy for future development on the Cleadon Lane Industrial Estate, uses could include housing, employment and parking.
- 4.9 Potential community actions in response to the issues identified are:

- Landscape area in front of Station Approach shops in response to lack of short-term parking facilities;
- Work towards achieving high speed broadband across the whole of the plan area to facilitate more home working and reduce traffic congestion and air pollution. Including, liaison with local businesses and broadband providers;
- Seek to address lack of adequate parking for retail and services with South Tyneside Council and local businesses.

## 5. Planning policy options and preferred approach

### Background

- 5.1 The strategic policy and evidence review, as well as the feedback from early engagement has identified a number of potential planning issues for the neighbourhood plan to seek to address:
- Identification of settlement boundary to focus new employment development within the built-up area;
  - Acknowledging the importance of local employment opportunities, including working from home and supporting appropriate economic development that does not damage what is special about the area;
  - Proposals for the future development of Cleadon Lane Industrial Estate to ensure that business continues to thrive;
  - Supporting future retail development; and
  - Protecting important community facilities and services.
- 5.2 This section sets out the potential planning policy options to address the issues identified above and explains the preferred policy approach which is set out within the pre-submission draft neighbourhood plan. Other planning issues which are relevant to the local economy are included within other background papers e.g. parking and transport issues are included within the transport and movement background paper.

### Issue 1: Settlement boundary

- 5.3 Possible options:
- 1a: Do not define a settlement boundary and rely on the current Green Belt boundary to ensure that new economic development is focused in the built-up area;
  - 1b: Define a settlement boundary to provide more policy support by setting out the type of development that would be supported in the open countryside.
- 5.4 The expansion of East Boldon is currently managed through Green Belt designation. The purpose of a settlement boundary is to manage the location of new development and protect the countryside from unsuitable development. The preferred policy approach is therefore to identify a settlement boundary to promote sustainable development.

### Issue 2: Supporting economic development

- 5.5 Possible options:
- 2a: High level policy statement which supports future economic development which balances the need to protect and enhance the distinctive and valued environment, relying on other policies within the plan to cover detailed points such as design, amenity and parking provision;
  - 2b: 2a plus criteria to address specific issues to manage new economic development;
  - 2c: 2b plus specific guiding principles to identify the specific types of new economic development that would be particularly welcomed/ needed within the plan area.
- 5.6 As a result of the locally specific employment issues that are important within the plan area, it is considered that option 2c should be the most appropriate policy approach. The preferred approach therefore provides more detailed local guidance relevant to the assessment of all

employment related development. In addition, it highlights that particular support will be given to small scale windfall employment development proposals adjacent to existing employment development. Furthermore, the preferred approach identifies that support will be given to businesses that operate from home, where the proposal is an appropriate design and scale and does not compromise residential amenity.

### **Issue 3: Cleadon Lane Industrial Estate**

5.7 Possible options:

- 3a: Identification of Cleadon Lane Industrial Estate as a designated site within the plan, this could include detailed guidance on land use and design;
- 3b: Rely on the emerging local plan to provide the criteria against which future development proposals will be assessed.

5.8 The survey of local businesses has demonstrated the importance of Cleadon Lane Industrial Estate which provides accommodation for a range of different businesses. As a result, it is essential that the plan both protects the site for a mix of business uses and encourages viable businesses to move there. Therefore, option 3a is considered to be the most appropriate policy approach. A masterplan is considered to be a key element of the redevelopment of the site.

### **Issue 4: Supporting retail development**

5.9 Possible options:

- 4a: Policy to support the provision of new retail and other development within the defined local centre boundary;
- 4b: 4a plus a review of the local centre boundary to ensure it is an accurate reflection of where new retail development should be located;
- 4c: 4b plus specific guiding principles to identify the specific types of new retail and leisure development that would be particularly welcomed/ needed within the plan area.

5.10 Feedback from both the local community and businesses has highlighted the importance of the local centre, however the emerging local plan only identifies one small part of the village. In order to ensure this vitality and viability of the village continues to thrive into the future, it is considered that option 4c is the most appropriate approach. Retail and other important services are currently provided in three key cluster areas of the village: Front Street, Station Terrace/ Langholm Road and St Bede's. The preferred approach is to allocate these areas as local retail centres and to support development which strengthens the vitality and viability of the areas (see figure 3).

### **Issue 5: Protecting and enhancing community facilities and services**

5.11 Possible options:

- 5a: Overarching policy to support the creation of new and protection of existing facilities and services unless specific criteria are met;
- 5b: 5a plus the identification of specific community facilities and services that are of great importance to the local community and the development of guiding principles to identify where there is a perceived lack of facilities.

5.12 Early engagement highlighted the importance of community facilities and services to those who live within the plan area. It has also identified that there is a deficiency in some key services. As a result, the most appropriate policy approach is considered to be option 5b.

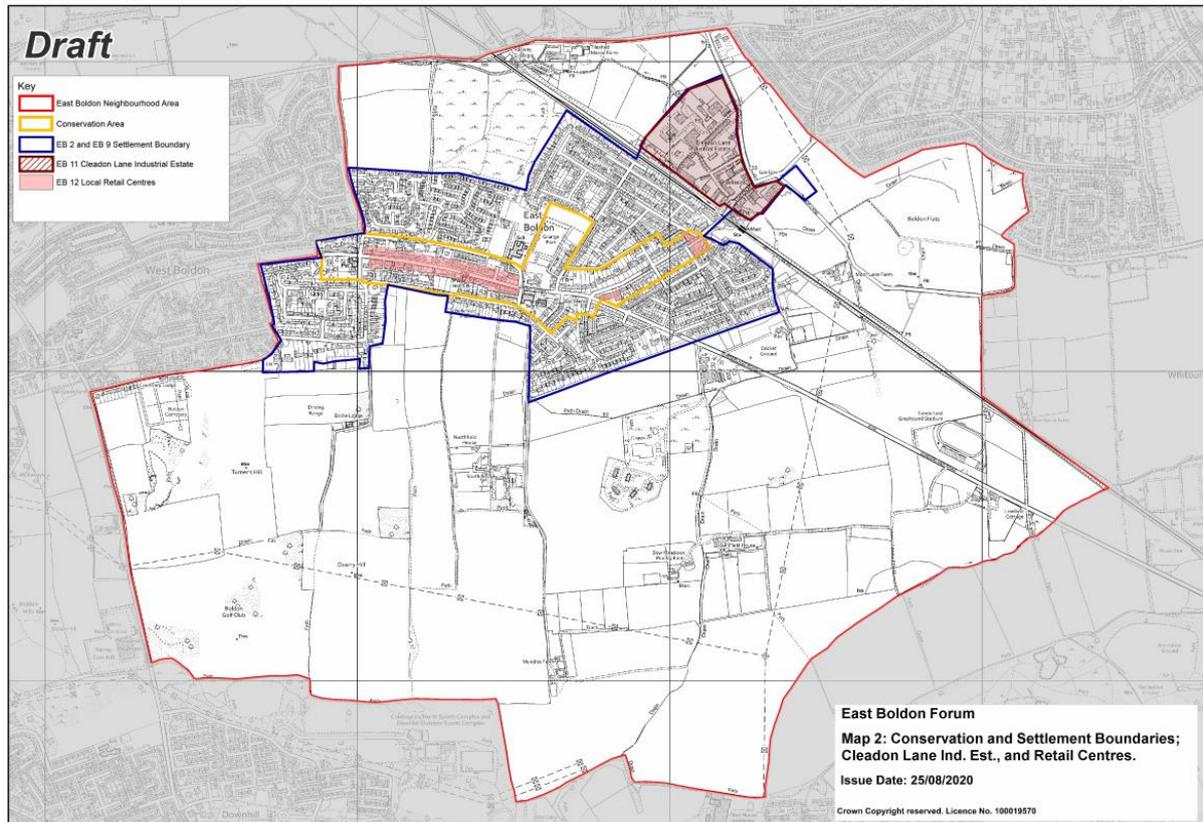


Figure 3: Cleadon Lane Industrial Estate and Local Retail Centre Boundaries

## **6. Potential community actions**

1. Landscape area in front of Station Approach shops in response to lack of short-term parking facilities – need to confirm land ownership and work with owners/ shops to take this forward.
2. Support the development of a sporting hub located at the Cricket Club – in conjunction with Cricket Club, Tennis Club, Archery Club etc
3. Work towards achieving high speed broadband across the whole of the Forum area. Liaise with local businesses and broadband providers. This would facilitate more home working which will contribute to reduce travel congestion and air pollution.
4. Address lack of adequate parking for retail and services with South Tyneside Council and local businesses.

## Appendix 1 East Boldon Business Categorisation

### **EAST BOLDON FORUM: BUSINESS WELL BEING SURVEY – BUSINESS CATEGORIES AND ZONES (revised 10.2.19)**

In total there are **37** completed/returned Well Being surveys (undertaken via interview by EBF members) out of 95 active businesses in EBF area (27 premises are currently vacant) which equates to **39%**.

In order to provide an opportunity for other businesses, not included in the interview surveys to contribute, an online questionnaire was made available on the EBF website in November 2018 and businesses invited, via letter, to participate, no responses were received.

All EBF business categories are represented in the interview surveys. Responses have been summarised in an additional paper ([EAST BOLDON FORUM; WELL BEING SURVEY Questions, Summary of Main Responses and Conclusions \(revised 10.2.19\)](#))

In order to more readily ascertain information, EBF businesses have now been separated into the 2 groups below (GROUP 2 is largely populated by volunteers or participants).

#### **GROUP 1**

Retail (15) Retail/Leisure (2), Service (8), Industrial (2), Industrial/Rural (1) - **28** completed surveys (out of 84)  
**33%**

#### **GROUP 2**

Leisure (8) and Religious (1) - **9** completed surveys (out of 11) or **81.2%**

In addition, surveys by GROUP 1 businesses cover all 4 EBF business zones, plus 1 relevant 'other'. Surveys by GROUP 2 are located in 2 of these zones as noted below and overleaf.

#### **GROUP 1****GROUP 2**

14 - STATION ROAD/MOOR LANE ZONE 0-STATION ROAD/MOOR LANE ZONE

6 - FRONT STREET ZONE 6 - FRONT STREET ZONE

4 - SUNDERLAND ROAD/NEWCASTLE ROAD/ 2- SUNDERLAND/NEWCASTLE ROAD/

TILESHEDS ZONE TILESHEDS ZONE

4 - CLEADON LANE INDUSTRIAL ZONE 0 - CLEADON LANE INDUSTRIAL ZONE

Plus 1-'OTHER' (Library)

<b>BUSINESS WELL BEING SURVEYS COMPLETED 3/12/18 GROUP 1 (RETAIL, SERVICE, RETAIL/LEISURE, INDUSTRIAL, INDUSTRIAL/RURAL)</b>	<b>EBFCATEGORY GROUP 1</b>	<b>NO</b>	<b>WELL BEING SURVEYS COMPLETED 3/12/18 GROUP 2 (LEISURE, RELIGIOUS )</b>	<b>EBF CATEGORY GROUP 2</b>	<b>NO</b>
<b>CLEADON LANE INDUSTRIAL ESTATE ZONE</b> Pats Café Diving Centre Stanley Cutter O'Briens	Retail Service Industrial Industrial	<b>4</b>	<b>CLEADON LANE INDUSTRIAL ESTATE ZONE</b>		<b>0</b>
<b>FRONT STREET ZONE</b> Boldon Golf Club East Boldon Chop Suey House East Boldon Infants & Juniors PTA Boldon Auction Galleries Grey Horse Public House Daniela's Fish Bar	Leisure/Retail Retail Service Retail Retail Retail	<b>6</b>	<b>FRONT STREET ZONE</b> Boldon Lawn Tennis Club Methodist Church (Flower Arranging) Methodist Church (Youth 3) 4 <sup>th</sup> East Boldon Scouts St. Georges Church: Little Acorns St. George's Church	Leisure Leisure Leisure Leisure Leisure Religious	<b>5+1</b>
<b>STATION ROAD/MOOR LANE ZONE</b> Spruced – Health & Beauty Blossoms & Bows Blacks Corner Volare No 4 East Boldon Dental Practice Puccinis Eastern Touch Station Garage Linda Leary (Estate Agents) Coffee Station Gordon's	Service Retail Retail Retail Retail Service Retail Retail Service Service Retail Retail	<b>14</b>	<b>STATION ROAD/MOOR LANE ZONE</b>		<b>0</b>

Glamazon Brewster & Co	Retail Service				
<b><u>SUNDERLAND RD NEWCASTLE RD/TILESHEDS</u></b> Boldon Cricket Club Field House Farm Stadium Garage Green Fingers Nursery	Leisure/Retail Industrial/Rural Service Retail	<b>4</b>	<b><u>SUNDERLAND RD NEWCASTLE RD/TILESHEDS</u></b> Boldon Squash Club Cleadow Archers	Leisure Leisure	<b>2</b>
<b><u>OTHER</u></b>		<b>0</b>	<b><u>OTHER</u></b> Library	Leisure	<b>1</b>

**TOTAL 28**

**TOTAL 9 (8+ 1)**

## Appendix 2 Summary of Wellbeing Survey

### **EAST BOLDON FORUM; WELL BEING SURVEY - Questions, Summary of Main Responses and Conclusions (revised 10.2.19)**

#### **QUESTIONS & RESPONSES (37 Surveys)**

Responses to the surveys have been totalled under each question and also separated into the following business categories in order to more readily ascertain data from the 2 different groups, the latter being largely populated by volunteers or participants:

**GROUP 1** (27 surveys) Retail, Service, Retail/Leisure, Industrial, Industrial Rural

**GROUP 2** (10 surveys) Leisure (L), Religious (R)

#### **1. Number of employees/volunteers**

The total number of volunteers/participants within all the East Boldon Forum (EBF) business categories is greater than the number of employees. The vast majority are within GROUP 2 (130 of the 277 volunteers work in the library alone), which suggests that local people are active supporters of village life and activities.

<b>RESPONSES</b>	<b>GROUP 1</b>	<b>GROUP 2</b>	
Employees	195	192	3
Volunteers/participants	281 4277 (231 L, 46 R)		

#### **2. Number of Customers/participants**

It is difficult to ascertain from some responses whether the figures are daily, weekly or monthly, therefore where unclear calculations have been made on a weekly basis. The percentage of customers in GROUP 1 is considerably higher than participants in GROUP 2 which corresponds to the higher number of businesses in the former group compared to the latter. However the 1194 participants in GROUP 2 again demonstrates engagement in village activities, including by young people (e.g. Scouts). No response or specific information has been provided by 10 businesses, the majority of which are in GROUP 1 (9/10).

<b>RESPONSES</b>	<b>TOTAL</b>	<b>GROUP 1</b>	<b>GROUP 2</b>
Customers/participants	5334	4140	1194 (1101 L, 93 R)

#### **3. Where do they live/come from (customers)?**

The majority of businesses stated that customers were mainly local (28) i.e. East Boldon or close surrounding areas, or regional (20), some said that they fell into both categories. 1 stated that customers came from North England, 1 business said that they were 'global' via the internet, 1 did not answer the question.

<b>RESPONSES</b>	<b>TOTAL</b>	<b>GROUP 1</b>	<b>GROUP 2</b>
Local	28	22	6 (3 L, 3 R)
Regional	20	17	3 L
Northern England	1	1	0
Global/online	1	1	0
No response	1		1

#### 4. History/ established

Just less than half of all the current businesses (15) were established in the 21<sup>st</sup> century, 2 of these falls into the Leisure category. 14 were founded post World War II, 4 of these are Leisure and 1 Religious. 5 businesses have a longer lineage dating back to between 1800+ 1900+ 1 of which is Leisure and 1 Religious.

RESPONSES	TOTAL	GROUP 1	GROUP 2
2000+	15	13	2 L
1980+	7	5	2 (1 L, 1 R)
1960+	3	2	1 L
1940+	4	2	2 L
1900+	3	2	1 R
1800+	2	1	1 L
No response	3	3	0

#### 5. Organisation Grown or Diminished

Most businesses report that they have grown (24), most of these are in GROUP 1 (21) some reasons given are – online presence and developments or initiatives such as a ‘Real Ale Trail’. Of those that have diminished (5), 2 Religious groups state that it is due to dwindling numbers or congregation/no new members; 3 businesses (GROUP 1) comment on parking issues and a reduced bus service. Some businesses provided more than 1 response e.g. 1 business stated that whilst the customer base has remained stable their online presence has increased numbers. Of those who were stable (5), 3 did not seem to suggest that this was an issue. However, 2 (Leisure) noted that membership was at full capacity and there was a waiting. 4 businesses did not respond to the question. Particular details can be found in the summary of specific responses.

RESPONSES	TOTAL	GROUP 1	GROUP 2
Grown	24	21	3 (2 L, 1 R)
Diminished	5	3	2 R
Stable	5	3	2 L
Fluctuate	1	0	1 R
No response	4	3	1 L

#### 6. Activities Offered & Events calendar

A wide variety of activities and events are offered depending upon the focus of the business. Activities and specific events include car repairs and servicing, selling of food and floral products, hairdressing, provision of social drinking establishments, family fun days, summer camps and coaching, functions and private parties, selling houses, quarterly financial reports, sporting competitions, seasonal sale of plants, auctions, flower arranging, regular live music, inter-generational activities etc - see summary of specific responses for further details.

#### 7. How would you like to see your organisation change/develop over the next 20 years. Short Term (1 yr.), Mid Term (5 yrs.), Long term (20 yrs.)

36 of the 37 businesses commented on their ambitions, although not always specifically in terms of short, mid or long term. Several commented on their desire to remain in the village.

The majority across both GROUPS commented on a desire to develop, expand and for some to retain current business levels. 1 sporting club stated it attracts 2000 visitor to village per year. Several, again in both GROUPS, would like to increase their customer base and expand or upgrade/refurbish their premises others suggest e.g. maintaining memberships, introducing new personnel (especially in GROUP 2), building relationships with the community, developing training.

Long term some businesses wish to continue to expand or retain the status quo or even suggest that a sporting hub or centre of excellence for the village could be developed (GROUP 2). 2 businesses comment on the prospect of new housing, in GROUP 1a business suggests it could increase their customer base and cause re-configuration of their site, conversely a GROUP 2 business flags a danger that housing could replace their site. Long term – a minority of comments in GROUP 1 include exit strategies, opportunities to sell.

RESPONSES	TOTAL	GROUP 1	GROUP 2
Short term	22 14 8 (6 L, 2 R)		
Midterm	18 12	6 (4L, 2 R)	
Longterm	13	10	3 (1 L, 2 R)

**8. Taking into consideration the forum’s draft objectives, what is important to your organisation and what will be the challenges/threats/benefits posed to further development (please use SWOT analysis) also transport, buses and parking issues**

Of those businesses that commented specifically under the SWOT categories (not all did) responses are highlighted below. The majority note that threats outweigh opportunities 24 to 12. Strengths and weaknesses equate to one another 10 to 9.

A major threat or weakness is considered to be parking and restriction of this on current and future business (17 in total of which 4 are in GROUP 2). Similarly, traffic congestion (13) and transport links (2) are considered threats.

A major strength relates to the village including the valuing of local people and the ability to contribute to the community (12).

Opportunities include the development of new housing to increase the customer base (6), conversely this is also seen as weaknesses (5) as housing may encroach on the site of a business (2) and green belt (4).

RESPONSES	TOTAL	GROUP 1	GROUP 2
Strengths 104	6 (5 L, 1 R)		
Weaknesses 95	4 L		
Opportunities 126	6 (4 L, 2 R)		
Threats 24 17	7 (4 L, 3 R)		

**9. Have you any further comments you wish to make outside of your interest area that might benefit the future development of the village as a whole?**

The main response from both GROUPS is to ensure that the village retains its character and environment for families to ‘work, grow and live in’, including the development of green spaces (21) any expansion must take this into consideration. ‘A lovely village environment and customers. Expansion must protect this facet.’

Another major concern is transport/traffic increase and lack of parking (15), these relate to flow of traffic, speed, metro users parking cars in the streets and restricted bus service.

Safety in the village, including increasing community policing and provision for the elderly, are of equal concern (3).

Other individual and specific comments can be identified on the summary of business responses.

<b>RESPONSES</b>	<b>TOTAL</b>	<b>GROUP 1</b>	<b>GROUP 2</b>
Keep village feel/retain/develop green spaces	21	18	3 L
Transport (including volume & speed) and parking issues	15	9	6 (3 L, 3 R)
Safety in village	3	2	1 L
Provision for elderly	3	2	1 R
No Response	3	0	3 (2 L, 1 R)

**CONCLUSIONS – based on the Well Being Survey responses.**

The majority of the 37 East Boldon businesses surveyed (in both GROUPS 1 and 2), appear to be in good health and prospering as evidenced in survey responses, the employee/volunteer numbers and in the customer or participant base. The vast majority of customers/participants are either local or regional and the substantial amount of volunteers or participants in GROUP 2 suggests that a good number of local people are committed supporters of the local economy, village life and its varied activities.

Services or activities offered are wide ranging and many well established. Just less than half the businesses (15) were founded in the 21<sup>st</sup> century, 2 of these fall into the GROUP 2 Leisure category. 14 were founded post World War II, 4 of these are Leisure and 1 Religious. 5 businesses have a longer lineage dating back to between 1800+ 1900+, 1 of which is Leisure and 1 Religious.

Several businesses, particularly in GROUP 1 have ambitions to either expand, improve or upgrade facilities especially in the short or midterm, some wish to retain the status quo but a minority in GROUP 2 report that numbers have diminished due to a dwindling congregation which poses a threat to survival. A particular aspiration of a GROUP 2 business is to become a sporting hub for the village.

New housing is seen to be equally an opportunity and a potential threat to both GROUPS, 6 businesses state that new housing could bring in additional customers, whilst 5 consider this could threaten their sites or the green belt.

The two main future concerns of both GROUPS are: to ensure that the village retains its character and continues to be a good environment for families to ‘work, grow and live in’, including green spaces (21) and that any development must seek to protect this facet; the negative impact of transport/traffic increase and lack of parking (15), comments relate to flow of traffic, speed, metro users parking cars in the streets and a restricted bus service.