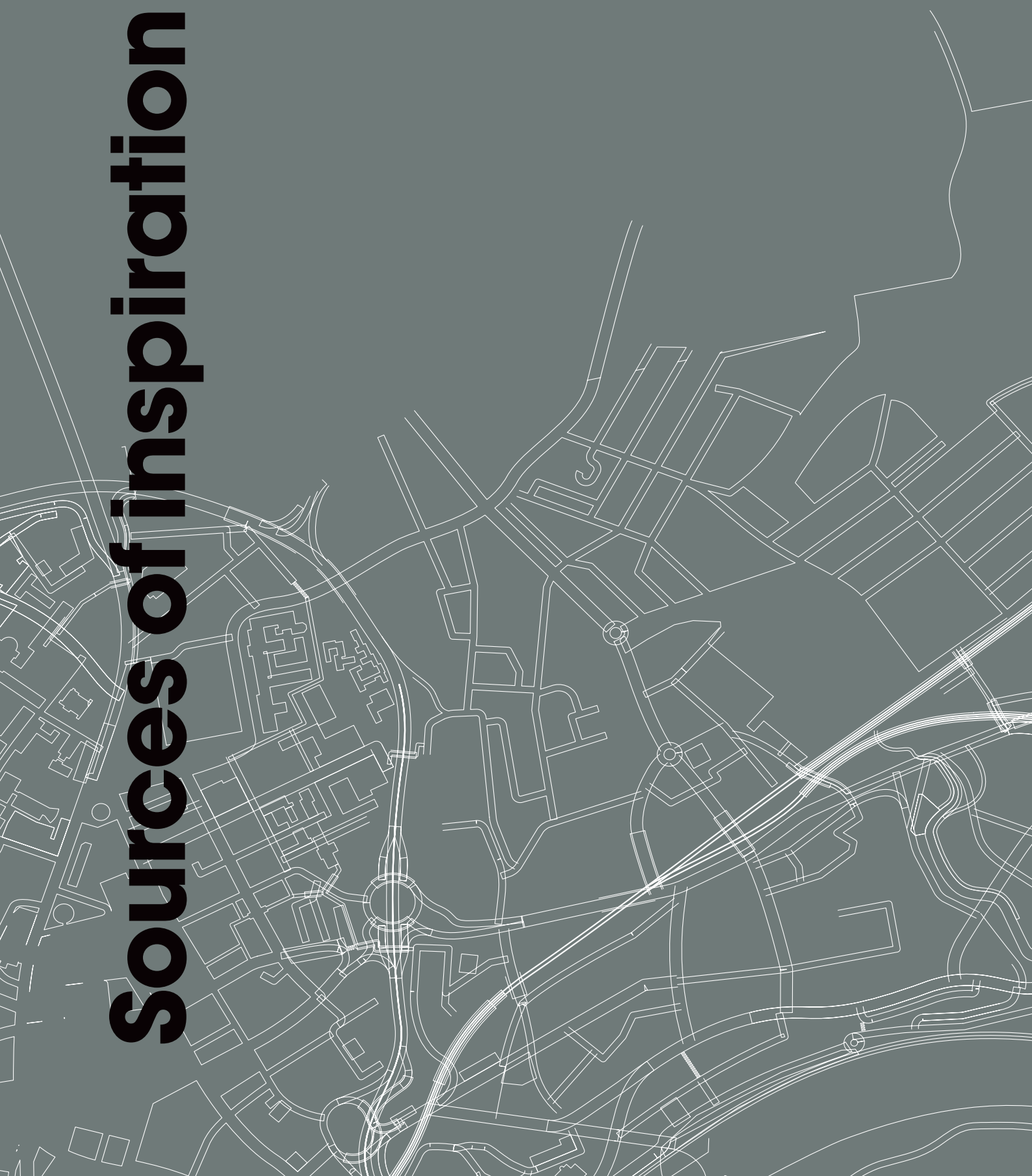
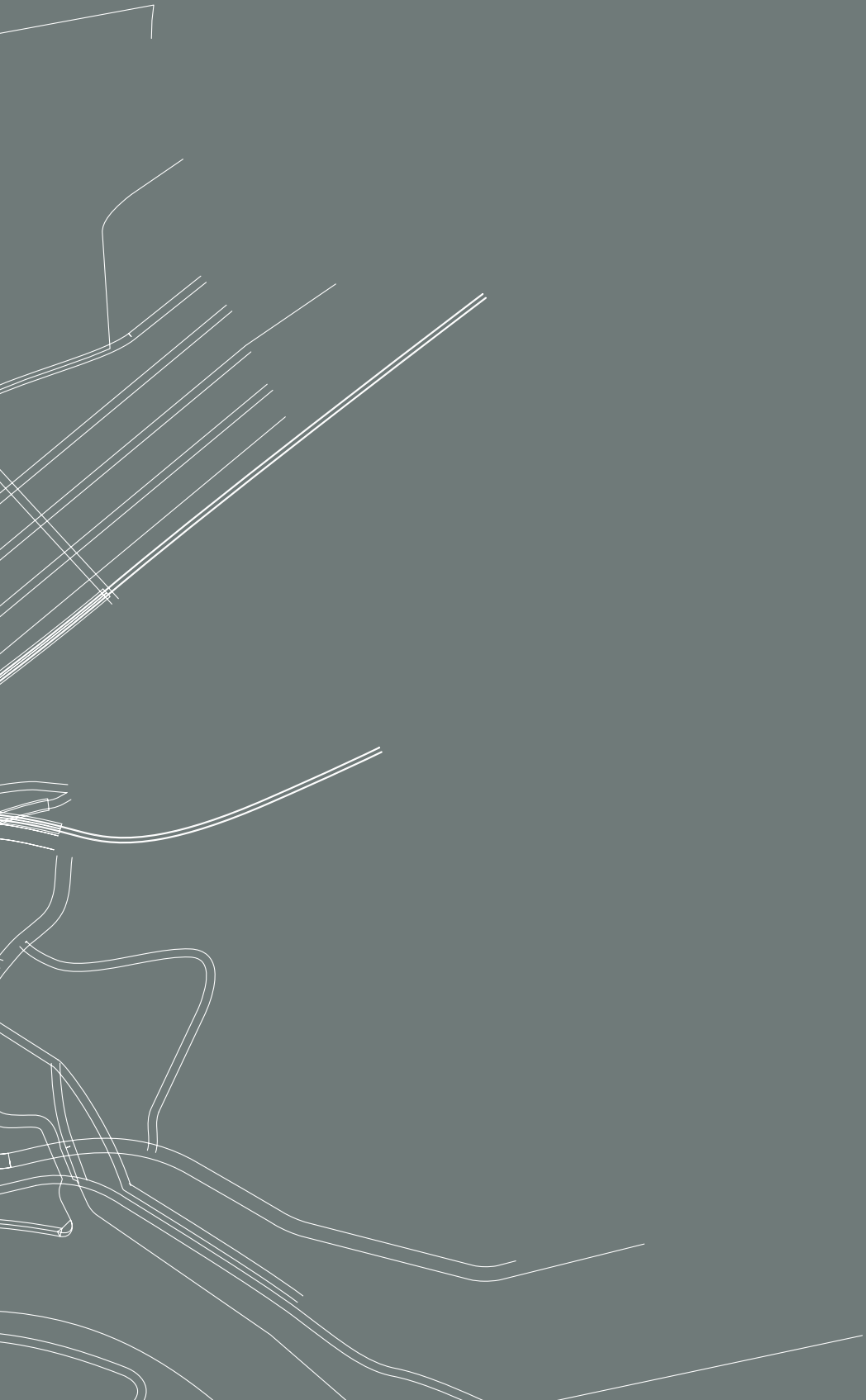


An economic and spatial strategy for NewcastleGateshead

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Sources of inspiration





Learning from European cities

Benchmarking places is notoriously difficult. International comparisons raise questions about governance, institutions and culture as well as statistical methodology. We may not be comparing like with like and the lessons we learn may not be easily transferable. Despite these difficulties there is much to learn from elsewhere in the UK and the rest of Europe, and there is an extensive body of research literature to draw on.

We should not lose sight of the fact that NewcastleGateshead is already regarded as a pioneer of culture-led regeneration; policy-makers and academics from around the world have visited to see The Sage Gateshead, the BALTIC Centre for Contemporary Arts and the Angel of the North and to learn from our experience. The Newcastle Science City agenda formed the centrepiece of the 2009 Academy of Urbanism conference which was held in the city.

A recent Joseph Rowntree Foundation report, *Regeneration in European Cities*, looks at the experience of Gothenburg, Rotterdam and Lille-Roubaix, all cities with an industrial tradition¹⁷. Gateshead Council took part in this study which identified 10 criteria for successful regeneration which have helped to shape the 1PLAN:

- recognise that cities are in competition
- focus on the wider metropolitan area
- work together across boundaries, sectors and professions
- devolve power and resources to local authorities
- provide incentives for success
- create attractive and balanced urban neighbourhoods
- invest in infrastructure and the public realm spread the benefits of economic development across the community
- build permanent delivery organisations
- value the role of culture in regeneration.

In the following pages we highlight UK and European cities which we can use as sources of ideas and inspiration. We have focused on three key themes: the knowledge economy, placemaking and sustainability.

¹⁷ Christopher Cadell, Nicholas Falk and Francesca King, *Regeneration in European cities: making connections*, Joseph Rowntree Foundation, 2008

Knowledge cities in Europe

Cities tend to benefit from scale. Large cities offer “multiple clusters of activity, combining various markets, technologies and types of firms”. The evidence suggests that these benefits have been reinforced in recent years, and it has been argued that the organisation of the global economy is now concentrated in a network of about 40 global cities.¹⁸ But some small and medium-sized cities have continued to prosper, typically by nurturing forms of specialisation that enable them to find a strategic role in global knowledge networks. Competitive advantage may be achieved by adaptation and innovation in traditional industries, combined with research in regional universities and specialised education and training.

In some cases, the commercialisation of research has enabled the emergence of new industry clusters in life sciences or digital media. The OECD report highlighted the failure of NewcastleGateshead to “reinvent specialisation” following the decline of traditional industries as the root cause of the area’s long-term relative decline. The success of other cities of comparable scale demonstrates the power of specialisation as a source of knowledge-based advantage.

Edinburgh

Edinburgh is NewcastleGateshead’s near neighbour. It has an employment rate of 77.1%, higher than any major UK city outside London, and average weekly earnings are higher than in any city except London – 25% higher than in NewcastleGateshead. The city claims to be a “world influencer” in science, financial services and tourism.

Edinburgh is the UK’s second financial centre after London and Europe’s fourth by equity assets. In world terms, it ranks ahead of Dubai, Amsterdam and Washington in the Global Financial Centres Index. The city’s financial services sector has proved to be remarkably resilient despite the global financial crisis. A number of major companies are headquartered in the city, and Edinburgh has a history of innovation and an exceptionally well-qualified pool of talent, with a high proportion of graduates.

Edinburgh has been ranked as one of Europe’s top ten locations for science and technology. High-profile innovations such as the cloning of Dolly the Sheep and the creation of the first genetically engineered vaccine for Hepatitis B have contributed to the city’s international profile. Edinburgh’s universities specialise in disciplines including informatics, stem cell research, biotechnology and microelectronics.

Edinburgh BioQuarter, a landmark UK life sciences real estate development, is currently being developed. It aims to become one of the world’s top ten centres for biomedical commercialisation. Edinburgh Science Triangle is a collaboration involving seven science and technology parks housing more than 3,000 researchers and more than 100 market-leading companies.



Edinburgh: modern offices and skyline

¹⁸ James Simmie (ed), *Innovative Cities*, London 2001; Ricky Burdett and Deyan Sudjic (eds), *The Endless City*, London 2007 Foundation, 2008

Jena

Jena is a small city which has bucked the trend towards depopulation and rising unemployment in the former East Germany. Described by the Financial Times as “a thriving high-tech hub”, it is characterised by the “symbiosis of cutting-edge research and high-end manufacturing” and this small city is home to seven listed companies.

After reunification, the state-owned VEB Carl Zeiss optical equipment factory was privatised: a new company, Jenoptik, emerged together with numerous start-ups. Now there are 90 optical industry companies in the city. A long tradition of pharmaceutical manufacture has led to synergies and Jena is now a leader in optoelectronics and biotechnology; there are eight research institutes on the city's Beutenberg campus which acts as a knowledge hub for the region.



Beutenberg Campus, Jena

Basel

Basel is one of Europe's most dynamic and competitive medium-sized cities. Two of the world's leading pharmaceutical companies, Roche and Novartis, are headquartered in the city and the latter is aiming to transform the St. Johann site - its headquarters in Basel - from an industrial complex to "a place of innovation, knowledge and encounter" in the centre of the city. The presence of these major players, and of local universities with outstanding research strengths, has stimulated the growth of a dynamic life sciences cluster, extending along the Rhine into France and Germany – the BioValley. The chemical industry, nanotechnology and medical technology are other notable strengths.

Public sector support for innovation and commercialisation is provided through i-net BASEL. Like Newcastle Science City, i-net BASEL "supports and accelerates innovations in future technologies" by providing "a neutral, professionally-managed platform through which researchers, developers, suppliers and customers are brought together...[to] participate in the development of innovative solutions." The programme's current priorities are nanotechnology, green technologies and communications technologies.

The experience of Edinburgh, Jena and Basel shows that small and medium-sized cities can still play an important role in the global economy, creating jobs and wealth for local people and attracting talented people. In each case, the skills of the workforce are of paramount importance: knowledge workers drive innovation and new firm formation, and the presence of a pool of talent and skills attracts investment. All three cities have been successful at marrying traditional industrial strengths to new science and technology and key businesses have been quick to adapt and innovate. They are striking examples of the importance of specialisation as the best way to secure prosperity and sustainable advantage in the knowledge economy.

Basel: Novartis Campus Plan
Frank Gehry Novartis Building, Basel



Placemaking: Sheffield's Gold Route

We have chosen to highlight Sheffield as an outstanding example of urban placemaking in the UK in the 21st century. The Gold Route is about 2 miles long and comprises nine public realm projects. The route was first identified in the 1994 City Centre Strategy, work began in 1996 and the final project was completed in 2010. The total aggregate cost was in the order of £60m, but the nine projects were integral to a much larger programme of capital works and infrastructure projects in the heart of the city.

The Gold Route starts at Sheffield Station which now opens out onto a new public space, Sheaf Square, providing a memorable point of arrival in the city as well as an entrance to the Sheffield Hallam University campus and the Cultural Industries Quarter. It climbs the hill towards the city centre up Howard Street, which has been pedestrianised and transformed by new lighting, gardens and water features. The route passes through the Millennium Galleries/Winter Garden complex before reaching the Peace Gardens, a stunning open space in the heart of the city. It continues west through Barkers Pool, where there is a new fountain, and on to Devonshire Green. From here it is a short walk to the University of Sheffield.

Each of the nine spaces has its own character and features and two – Sheaf Square and the Peace Gardens – are major new city squares with spectacular water features. Some common themes run through the scheme. Fountains and flowing water are features of the Gold Route projects, recalling the fact that Sheffield is a “city of rivers”, some of which now run in underground culverts. The use of Pennine sandstone and metal recalls Sheffield’s history and distinctive character, and much use is made of lighting and public art.

The Gold Route unifies and gives coherence to a previously undistinguished city centre. The city had grown up in a strongly linear form, the Gold Route forms a second axis helping to create a sense of place and identity that was missing before. It connects the two universities to each other, to the retail and office core, cultural attractions and transport hubs. Sheffield is a hilly city, and lifts and escalators improve access on the steepest part of the route. Wherever practicable, cars have been excluded and traffic calming measures have been introduced at points where the Gold Route crosses major roads. Many of the projects include greenspace and planting into the centre of the city.

The Gold Route has won numerous awards and is hugely popular with local residents. It has made Sheffield city centre a more beautiful, accessible, green and convivial place, it has changed perceptions of the city and resulted in a measurable increase in footfall and active use of public space. One of the keys to the scheme’s success has been the very high standard of cleaning, management, maintenance and supervision carried out by teams of trained ambassadors.

NewcastleGateshead can learn from this attention to detail which recognises that city spaces are only as good as their management regime. The Gold Route is also an outstanding example of the strategic use of the public realm in an urban setting. It has changed the way people use the centre of Sheffield and opened up previously neglected or under-used places. It has created a renewed sense of civic pride and encouraged people to return to the city centre, and it has added to the distinctiveness and personality of the Steel City.



Clockwise from top:
 Sheaf Square, Sheffield
 Barkers Pool, Sheffield
 Sheaf Square, Sheffield
 Peace Gardens, Sheffield
 Gold Route plan, Sheffield



Sustainable cities and new urban neighbourhoods

Sustainability takes many forms. Some cities, like NewcastleGateshead, are seeking to adapt traditional engineering skills to become leaders in low-carbon manufacturing. Smart cities are leading the way in improving public transport and managing the transport system more efficiently. These case studies focus on the development of new urban neighbourhoods, founded on the principles of energy efficiency, reducing dependency on the car and creating new communities.

Many industrial cities, including NewcastleGateshead, have experienced long-term depopulation resulting from the flight to the suburbs and the countryside. In England's core cities this often meant that inner urban areas experienced high concentrations of poverty and deprivation, although one of the features of the recent urban renaissance has been a return to city living, especially for singles and young couples. However, in some of our most popular and successful regional cities, better off families have continued to live in sought-after urban neighbourhoods in the centre of town. Edinburgh's New Town is a pre-eminent example of a great urban neighbourhood; Clifton in Bristol is another, close to the university and within walking distance of the city centre.

The 1PLAN has argued that the creation of new urban neighbourhoods in the heart of NewcastleGateshead will help to make a more attractive, competitive, accessible and sustainable place. Our vision is of real functioning communities which will be attractive to people of all ages, and which will offer a range of housing types, schools, shops and social infrastructure.

There are many examples of new urban neighbourhoods across Europe. In the UK, the New Islington community in Manchester is being created on a large tract of derelict land on the edge of the city centre. Progress has slowed since the recession hit, but New Islington will offer a wide range of housing including family homes, social rented housing, plots for self-build properties and apartments. The new neighbourhood is being formed around a canalside park and a network of tree-lined streets; a healthy living centre has been completed and a primary school is planned.

Two of Europe's most ambitious and best developed new urban neighbourhoods are in Sweden and Germany: Hammarby Sjöstad in Stockholm and Vauban in Freiburg.

European inspiration



Urban neighbourhoods
Dean Village, Edinburgh
Ruoholahti, Helsinki

Hammarby Sjöstad

Hammarby Sjöstad is a new district being built on industrial brownfield land close to the centre of the city. Masterplanned by the City Planning Bureau, this new 200 hectare city district will provide housing for 20,000 people, and 200,000 sq m of commercial floor space which will provide jobs for 10,000 people. More than half of the total area has already been developed and it is anticipated that the scheme will be completed by 2015.¹⁹

Environmental sustainability is the guiding principle of Hammarby Sjöstad. The Hammarby Model is an eco-cycle solution, devised by the utility companies to integrate the energy, water and waste requirements of homes and offices in the area. The stated goal is to create a residential environment based on sustainable resource usage. Combustible waste is used to produce electricity and to provide the district heating system.

Hammarby Sjöstad is naturally defined by a hilly nature reserve to the south and Hammarby Lake, which is the district's central focus, its "blue eye" and its most attractive public open space. Pedestrian boardwalks, quays and linear parks line the waterfront and residents have access to boat moorings in the summer.

The design is urban rather than suburban, and follows standards for Stockholm's inner city in terms of street width, block sizes, density, and land use. This traditional city structure has been combined with a new architectural style that responds to the waterside context and promotes the use of sustainable technology.

The spine of the new district is a wide boulevard and transport corridor, which connects key transport nodes and public spaces, and creates a natural focus for activity and commerce. The ground floors of nearly all the buildings along this route have been designed as active spaces, suitable for commerce, leisure or community use.

A network of parks, greenspaces and walkways runs through the district. Where possible, the natural landscape has been preserved and has provided inspiration for the development. The original reeds and rushes remain along the waterfront, in between which secluded walkways out into the water have been built. Birch trees create the landscape for a beautiful waterfront park and rocky oak-woodland defines the edge of the district.

The area is easily accessible by public transport and the creation of new road and tram infrastructure has been central to the development. There are four tram stops in the heart of Hammarby Sjöstad which connect the area directly to the underground network. Three new bus routes and one night bus also serve the area. A free ferry link across Hammarby Sjö has been introduced, and residents have access to a car-pool. Shops, cafes, restaurants and other services have already been attracted to the area. Community provision includes a church, two state schools, a private school, a pre-school and nursery, a GP practice, a library, a sports centre, a ski-slope, a football pitch and a basketball court.

¹⁹ The case studies in this section draw on evaluations carried out by CABE

Vauban

Vauban, the redevelopment of a 38 hectare former army barracks on the outskirts of Freiburg, has a more suburban character than Hammarby Sjöstad but it is an outstanding example of innovation in planning and of the embedding of sustainability in the design process. Planning began in 1993 and the third and final phase of development was completed in 2006, so Vauban is now a well established community of more than 5000 people and a district centre with 600 jobs.

The city council has led the process throughout, adopting the principle of “learning through planning”. The aim was to enable residents (and prospective residents) to engage directly in the planning of the neighbourhood, exploring how the ecological, social, economic and cultural objectives of the project could be met in practice. The masterplan provided a framework based on principles rather than prescriptive design guidance, although it does call for relatively high-density development in order to achieve a compact, walkable urban form.

Land was divided into small plots and allocated to private builders and co-housing groups. The result has been a variety of housing types and forms given coherence by sustainable design, energy efficiency and a strong emphasis on car-free and parking-free living. Most of Vauban's households are 'car free', supported by excellent public transport (buses, a new tram line and a new railway station) and a car sharing system. Car-free households save the substantial cost of a parking space in the community car park, as do development companies who put up car-free apartments for rent.

The energy-efficiency concept for Vauban was developed in partnership by the community, the city council and Freiburg Energy Company (FEW). All houses in Vauban meet the council's energy efficiency standards and many exceed them. There are over 50 passive houses and at least 100 units produce more energy than they need. Vauban claims to be one of the largest 'solar districts' in Europe. Solar panels and photovoltaic cells are common throughout the development. A co-generation plant uses wood chip and natural gas to provide hot water and district's electricity requirements. Extensive use is made of sustainable urban drainage systems (SUDS).

The streets and public spaces at Vauban have been planned as playgrounds for children and places for social interaction. The design of the public greenspaces and streets were developed during meetings and workshops with residents. There are three main greenspaces in the neighbourhood and green corridors between building plots provide space for social activities and recreation.

A district centre has been created with shops, a primary school, kindergartens and public greenspaces. Vauban has been designed to create a 'district of short distances' where the schools, farmer's market, businesses, shopping centre, food co-op, recreation areas and workspace will all be within walking and cycling distance.



Vauban, Freiburg, Germany

Both Hammarby Sjöstad and Vauban have been studied exhaustively in the past few years. Evaluations, including case studies published by CABE, show that not all of the high aspirations for these two new communities have been met. In Vauban there has been some resistance to the car-free living concept and Hammarby Sjöstad, though remarkably efficient in its use of energy is still some way short of achieving environmental sustainability.

Yet the consensus of opinion is that both these new communities are remarkable because so many of their stated aspirations have in fact been realised. The key factors, which should inform the development of new urban neighbourhoods in NewcastleGateshead, include strong leadership by local authorities; a clear planning framework, based on principles rather than prescriptive design guidance; a commitment (especially in Vauban) to engage with communities; and partnerships with developers, utility companies and other partners.

With thanks to: a lot of people have been involved in the preparation of the 1PLAN and we would like to thank them for their valuable contribution. We have consulted with BNG, NGI, NE1, Gateshead and Newcastle Colleges, Northumbria and Newcastle Universities as well as business groups including the North East Chamber of Commerce and CBI. Our visioning and 4 Big Moves events, placemaking and transport workshops have also helped shaped the strategy.

Yellow book has co-ordinated the 1PLAN on behalf of the partners with input from Urban Initiatives, Shared Intelligence, King Sturge and Gardiner Richardson.

ING – Pg 91 Office Stockholm, Pg 91 Footbridge Amsterdam and Pg 105 Edinburgh Offices/skyline

Peter Atkinson – Pg 49 Quayside/Bridge and Pg 57 The Sage Gateshead

CABE/David Cowlard – Pg 23 Hammerby and Pg 89 Vauban, Freiburg

CABE/Alex Ely – Pg 113 Vauban Gardens, Building Detail and Exterior

CABE/David Milligan – Pg 89 Staithes

Tom Chance, Bioregional – Pg 89 Bed Zed, Sutton

John Donoghue – Pg 33 Newcastle University Kingsgate

Marcus Ginns – Pg 6 Gateshead Millennium Bridge, Pg 13 The Sage Gateshead, Pg 16 BALTIC Centre for Contemporary Arts, Pg 44 Gateshead Millennium Bridge and Pg 100 Gateshead Millennium Bridge

John Lord – Pg 109 Sheaf Square, Pg 109 Sheffield Barkers Pool, Pg 109 Sheaf Square and Pg 109 Sheffield Peace Gardens

Steve Mayes – Pg 19 Quayside skyline, Pg 19 Baltic Place, Pg 37 Team Valley and Newburn Riverside, Pg 35 International Centre for Life, Pg 41 Gateshead Millennium Bridge and Grey Street, Pg 43 Road Links and Newcastle Airport, Pg 47 Roads, Pg 49 Central Station, Pg 50 City Centre and Ouseburn, Pg 51 Discovery Museum, Pg 52 Quayside and Gateshead Town centre, Pg 53 Team Valley, Pg 62 Dance City, Pg 84 Swan House Roundabout, Pg 89 Summerhill Square and Pg 98 High Level Bridge

David Millington – Pg 91 Sheaf Sq Sheffield

NGI – Pg 13 Tall Ships, Pg 19 Chinese New Year, Pg 21 Gateshead Winter Festival, Pg 31 Electric Car, Pg 31 Man in Lab, Pg 31 Electric Vehicles, Pg 52 Old Town Hall and Pg 97 Tall Ships

Dr Bill Hansson – Pg 23 and Pg 106 Beutenberg

One North East – Pg 11 Test tubes, Pg 33 Student computer, Pg 34 Wind Turbines, Pg 57 Man with computer, Pg 83 Lady with microscope, Pg 83 Man in glasses and Pg 83 Petri dish

Ryder Architecture – Pg 36 Westgate Road/Cooper Building and Pg 37 Cobalt Business Park

Mark Savage – Pg 19 Girl at The Sage Gateshead and Pg 49 The Sage Gateshead Interior

Timo Vehmaskoski – Pg 23 Arabiantra

James Williamson – Pg 36 Gateshead Quays and Gateshead College Aerial