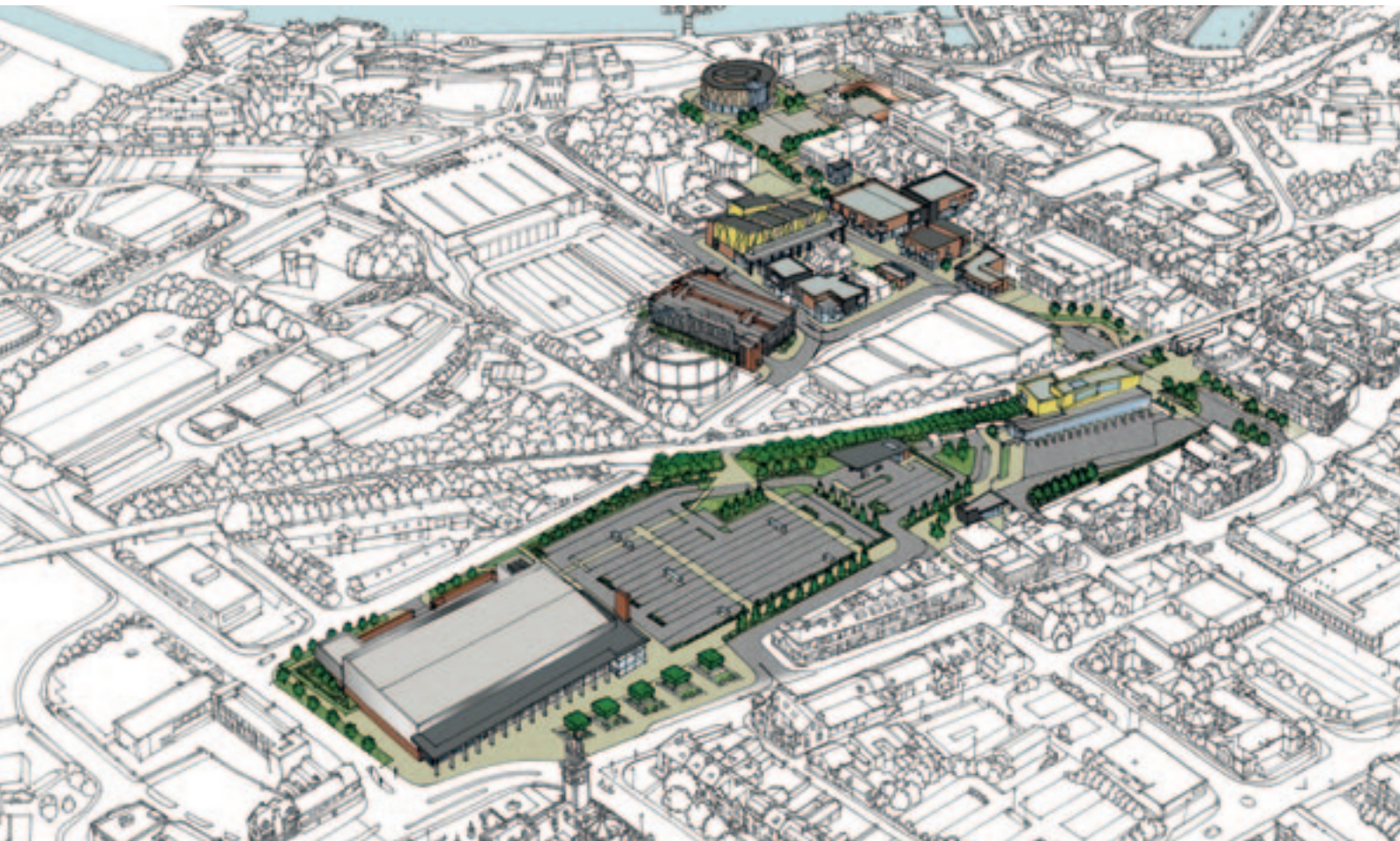




South Tyneside Council



South Shields 365, Statement of Community Involvement

Statement of Community Involvement

A review of press coverage, communications and public response to Muse Developments, Nexus and South Tyneside Council's proposal for:

Full planning application for the construction of South Shields Transport Interchange.

Also a review of press coverage, communications and public response to Muse Developments and South Tyneside Council's proposal for:

Outline planning application for the retail and leisure uses in South Shields as part of the wider 365 Masterplan.

Submitted by Silver Bullet: July 2015

In response to a brief from Muse Developments director, David Wells, Silver Bullet Marketing has managed a campaign to effectively communicate information on the full planning application for the proposed Transport Interchange in South Shields, being submitted by partners South Tyneside Council, Muse Developments and Nexus. In addition to this, Silver Bullet were tasked with managing a campaign to communicate the information included in the outline planning application for the retail and leisure uses as part of the wider 365 Masterplan, being submitted by development partners Muse Developments and South Tyneside Council.

The planning applications are shown as per red line outlines in Appendix 3.

The decision was made by South Tyneside Council and development partner Muse Developments to submit the planning application for the outline planning application for the retail and leisure uses at the same time as submitting the detailed planning application for the new Transport Interchange, where the application is submitted in conjunction with additional partner, transport operator Nexus.

Consequently, a consultation programme was conducted whereby the public, residents and stakeholders in South Shields were be consulted on both planning applications.

This statement of community involvement forms part of both the full planning application for the proposed Transport Interchange and outline planning for the retail and leisure uses

As an agency which specialises in public relations for the planning application process, our aim is to communicate to the local community - including residents, businesses and interested parties – the detailed plans for both application proposals , through the implementation of various marketing activities across multiple media platforms. By doing so our objective is to raise awareness of both planning applications as well as engage with and involve those who would be affected by the development.

Statement of Community Involvement:

So far such activity has included production and distribution of press releases based on various elements of the plans.

In addition to this, direct letters were delivered to members of the community with significant influence and standing, including businesses, residents and employers in the town.

The plans were also spread through a dedicated website, www.SouthShields365Progress.com. This allows stakeholders to be kept up to date with information as the development progresses. The site includes information on the development as a whole - with specific information on the new Transport Interchange and an over view of future phases, including the outline plan for retail and leisure uses in the town; all press releases relating to the plans, and a feedback mechanism where people can ask questions or leave comments about the development.

The website is deliberately independent of both Nexus and South Tyneside Council's website demonstrating that the information is objectively presented and both plans are subject to the full planning process. It is a platform on which to base all of the information and updates on South Shields 365, where all parties within the development team are equally represented.

A schedule of significant communications activity was formulated to ensure members of the South Shields community were fully informed of the detailed plans for the development of the Transport Interchange and outline planning application for the retail and leisure uses in the town. It was agreed that the community should have at least one week's notice of the public consultation in order for them to arrange attendance at either of the events.

As such, all communications, from press releases to direct invitations were distributed on Monday 8th June – one week before the first consultation event on Thursday 18th June 2015.

Two manned consultation events were held in South Shields, one at South Shields Museum and Art Gallery on Thursday 18th June and at South Shields Central Library on Saturday 20th June. The Professional development team was present at both these events, when the community was invited to attend and ask any questions, give feedback and leave comments on both planning applications.

At these consultation events, leaflets giving further detail on the proposed plans were disseminated to attendants, which explain the plans and the benefits they will bring to the area.

Several presentation boards were created for these events, detailing plans for both the construction of the new Transport Interchange and the outline planning application for the retail and leisure uses as part of the 365 Masterplan.

Feedback cards were available to those who attended the consultation events in order to further ascertain the local community's general opinion of the plans.

This exhibition of the detailed plans for the Transport Interchange and the outline plans for the retail and leisure uses including the South Shields 365 Town Centre Vision will be on display at various locations across South Shields until July 2015.

Invitation letters:

Letters were composed inviting key groups from the community to a special preview of both the detailed planning application for the Transport Interchange and outline planning application for the retail and leisure uses in the town, on the morning of the public consultation, which took place on Thursday 18th June.

They key groups included:

Local Councillors - To inform the members of the proposed plans for the new Transport Interchange and outline 365 Masterplan. The members invited to the consultation event were those that would not sit on the planning committee. The letter invited members to the public exhibition to ensure they were fully informed of the proposal should any local residents or constituents ask them for further information.

Town Team - A steering group made up of Council Officers, local traders and councillors, set up to encourage ideas sharing that will enhance the town. Given the nature of this group, frequent communication of the plans is key to securing their support for the plans.

VIPs - Support from key community figures, such as local parish leaders, employers and educators, encourages buy in from other key groups.

Market Traders - The Market Traders and South Shields Market remains an integral part of the local community. As development work is ongoing on the improvements to the Market Square as part of the first phase of the South Shields 365, an open dialogue with the traders throughout the overall 365 Masterplan is important.

Local Businesses - Many businesses are located with immediate proximity to the development site should have open lines of communication with the development team and Council. This group should be kept informed with the developments every step of the way.

Bus Operators - As an element of the consultation focused on the new Transport Interchange and new transport plan in the town, it was seen important to invite the various bus operators to view the plans. Their views on the various bus routes will be important as this will shape the service within the town.

Probable Acquisitions - Although all businesses that will be directly effected by the ongoing South Shields 365 developments have been contacted and the Development Team are working with these businesses, it remains important to keep them informed about the on-going developments.

See Appendix 2 for letter examples.

Invitation letter sample:



June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we would like to share our vision with you.

We are working in partnership with Muse Developments to create a better future for South Shields, and as someone who runs a business in the town you're at the heart of our plans.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

We would like to invite you to a preview of the public exhibition of these plans. This will be your opportunity to discuss the proposals in more detail with the professional development team who will answer any questions you have about this phase of our developments.

When: 09.30 – 11.00am, Thursday 18th June 2015

Where: South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

We hope that you can join us at the consultation preview. To allow us to gauge numbers please RSVP to Angie Philpot, 0191 424 7040 or angie.philpot@southtyneside.gov.uk by 15th June.

We hope that we can count on your support for this development, in view of the fantastic benefits the investment into the town centre will bring to the South Shields community.

Kind regards,

A handwritten signature in black ink that reads "Iain Malcolm".

Councillor Iain Malcolm
Leader
South Tyneside Council

A handwritten signature in black ink that reads "David Wells".

David Wells
Development Director
Muse Developments

www.southshields365progress.com

Email: feedback@southshields365progress.com



South Tyneside Council



Initial press release:

The following press release was sent to the local press in order to reach a wider section of the community and inform them of the plans and the date of the public exhibition. The press release stated that the public consultation event would give the public the opportunity to see the detailed plans for the new Transport Interchange in addition to the outline plans for the retail and leisure uses in the town. The release was sent on 8th June 2015, to coincide with the other communications.

News



South Tyneside Council



South Shields **365** town
centre
vision

Developers Reveal Plans for South Shields New Transport Interchange.

Plans for the next phase of the regeneration of South Shields town centre as part of the £100million 365 masterplan and the construction of a new transport interchange will be revealed to local residents and businesses next week, as South Tyneside Council and development partner Muse Developments will be holding a public consultation on the proposals.

The consultation will provide an opportunity for the public to find out more about the development of the interchange and changes to the road network, which are included in phase two of the town's redevelopment. Attendees will also be able to meet the people behind the exciting vision for the future of South Shields town centre. The proposed future plans for the remainder of the masterplan will also be available for the public to view.

Extensive discussions have already taken place with Metro operator Nexus the main bus operators, the Hackney Carriage Association and the private taxi operators.

The partnership between South Tyneside Council and Muse Developments, one of the country's leading names in urban regeneration, has resulted in ambitious proposals to transform South Shields town centre and provide lasting improvements to the town.

The South Shields 365 vision will mean improvements are made to all aspects of community life - from the shopping and leisure offer, to the way people travel to, from and around the town centre.

The second phase of redevelopment in the town will build upon work already on-going including construction of The Word, the North East Centre for the Written Word, the region's state-of-the-art new cultural venue. In addition to this, improvements are currently being made to the adjacent Market Place.

Initial press release:

Cllr Iain Malcolm, Leader of South Tyneside Council, said:

"The development of a new transport interchange in South Shields is a fundamental part of our 365 masterplan and vision for the town centre.

"The integrated facility would bring together a new bus interchange and relocated, refurbished Metro station, improving the sense of arrival and connectivity for visitors.

"With the first phase of the 365 plan well underway, there has been significant work alongside Nexus and our other partners behind the scenes to develop the plans for this bespoke hub which aims to deliver the best possible transport public transport links for our town centre."

David Wells, Development Director at Muse Developments, said:

"We are delighted to reveal the proposals for the second phase of our redevelopment work in South Shields. We feel that the new transport interchange and travel plan will revolutionise the town, making it far more accessible and safer for pedestrians. We want more people to visit South Shields and this development will enable this. There will be improvements in the connections to the Riverside and Foreshore areas, making the town centre a more pleasant environment in which to visit and shop.

"We want to make South Shields a year round tourist destination and the improvements to access in the town will greatly improve the propensity for tourism and ultimately economic growth.

"In this consultation process we will also be revealing our ambitious outline plans for the entire South Shields 365 masterplan and I would urge the local community to attend the consultation to see and hear about the exciting vision for the future of their town."

The public consultation event will take place from 2pm –7pm on Thursday 18 June in South Shields Museum and Art Gallery, Ocean Road and 12pm-4pm on Saturday 20 June 2015 in South Shields' Central Library, Prince Georg Square following which the exhibition of plans will tour various location in the town – information on these locations can be found on the consultation website, where people can also keep up to date and give feedback on the regeneration of South Shields town centre.: www.southshields365progress.com

ENDS

Word Count: 614

Photo: 1 – *New transport Interchange, Transport Interchange from Keppel Street*

Media Contact: Richard Hopper, 0191 2617422, rh@silverbulletmarketing.co.uk

Notes to editors:

Muse Developments is one of the country's leading names in mixed-use development and urban regeneration. A national developer with regional operations in Leeds, Manchester, London, and Glasgow. Muse is part of Morgan Sindall Group plc, a leading UK construction and regeneration group with revenue of over £2 billion and which operates through five divisions of construction and infrastructure, fit out, affordable housing, urban regeneration and investments.

Initial press release:

South Tyneside Councils 365 Master Plan in Brief:

- Provide an enhanced market offer
- Create a Town Centre which has stronger connectivity
- Provide a new central consolidated travel interchange
- Improve the retail and leisure offer in the Town
- Enhance the Town Centre environment to increase dwell time

Muse Developments will work with the Council to deliver the £100 million vision over the next 10 years to ensure that, in 20 years from now, South Shields will be:

- An attractive and vibrant town, recognised nationally as a place where people will choose to live, do business, visit and spend their holiday time
- A place where the quality of life and place will attract investment and which has a range of services and activities, which are second to none.

In the Press:

Additional press releases were sent to specialist trade press and an exclusive interview was conducted between Made in Tyne and Wear, local Television broadcaster and Muse Development's Director, David Wells.



In the Press:

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First look at second phase of £100m South Shields regeneration masterplan

By Jamie Handley 26 JUN 2015

Resture your article in our email Bulletin - [Sign up](#)

Plans for the next phase of the regeneration of South Shields town centre are set to be revealed to the public next week.

As part of the £100m 360 masterplan, the construction of a new transport interchange will be revealed to local residents and businesses next week, as South Tyneside Council and development partner Mace Developments will be holding a public consultation on the proposal.

The consultation will provide an opportunity for the public to find out more about the development of the interchange and changes to the road network, which are included in phase two of the town's redevelopment.

Attendees will also be able to meet the people behind the exciting vision for the future of South Shields town centre. The proposed future plans for the remainder of the masterplan will also be available for the public to view.

Extensive discussions have already taken place with Metro operator Nexus the main bus operators, the Railway CARRIAGE Association and the private taxi operators.

The partnership between South Tyneside Council and Mace Developments, one of the country's leading names in urban regeneration, has resulted in ambitious proposals to transform South Shields town centre and provide lasting improvements to the town.

The South Shields 360 vision will mean improvements are made to all aspects of community life - from the shopping and leisure offer to the way people travel to, from and around the town centre.

The second phase of redevelopment in the town will build upon work already in-going including construction of The World, the North East Centre for the World, the regions state-of-the-art new cultural venue. In addition to this, improvements are currently being made to the adjacent Market Place.

David Wells, Development Director at Mace Developments, said: "We are delighted to reveal the proposals for the second phase of our redevelopment work in South Shields.

"We feel that the new transport interchange and travel plan will revolutionise the town, making it far more accessible and safer for pedestrians. We want more people to visit South Shields and this development will enable this.

David Wells, Development Director at Mace Developments, said: "We are delighted to reveal the proposals for the second phase of our redevelopment work in South Shields.

"We feel that the new transport interchange and travel plan will revolutionise the town, making it far more accessible and safer for pedestrians. We want more people to visit South Shields and this development will enable this.

"There will be improvements in the connections to the Riverside and Foreshore areas, making the town centre a more pleasant environment in which to visit and shop.

"We want to make South Shields a year-round tourist destination and the improvements to access in the town will greatly improve the propensity for tourism and ultimately economic growth.

"In this consultation process we will also be revealing our ambitious outline plans for the entire South Shields 360 masterplan and I would urge the local community to attend the consultation to see and hear about the exciting vision for the future of their town."

Orlan Maloney, Leader of South Tyneside Council, said: "The development of a new transport interchange in South Shields is a fundamental part of our 360 masterplan and vision for the town centre.

THE SHIELDS Gazette
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Revealed: First look at new South Shields transport centre

South Shields transport interchange

15:25 Monday 22 June 2015

DEVELOPERS have revealed the first look at radical changes to South Shields town centre.

The team behind the £100million 360 masterplan for South Shields town centre have released artists' impressions of how the town's new transport interchange will look.

The computer-generated images show a complete reworking of Ryeport Street and the surrounding area, with a floating rail bus and Metro station.

Councillor John Anglin, lead member for Regeneration and Economy, said: "The bus or Metro station is the gateway into South Shields, and the first thing people see when arriving, so it's vital that we get it right.

"The proposed transport interchange is an integral part of our South Shields 360 vision and a new integrated facility would aim to improve connectivity and access to the different elements of the town."

South Tyneside Council and its development partner Mace Developments will be holding a public consultation on the proposals starting next week.

The team say the consultation is an opportunity for people to find out more about the development and changes to the road network, which are included in phase two of the town's redevelopment.

Those who attend will also be able to meet the people behind the vision for the future of South Shields town centre.

The proposed future plans for the remainder of the masterplan will also be available for the public to view.

Extensive discussions have already taken place with Metro operator Nexus the main bus operators, the Railway CARRIAGE Association and the private taxi operators.

"We feel that the new transport interchange and travel plan will revolutionise the town, making it far more accessible and safer for pedestrians. We want more people to visit South Shields and this development will enable this.

"There will be improvements in the connections to the Riverside and Foreshore areas, making the town centre a more pleasant environment in which to visit and shop.

"We want to make South Shields a year-round tourist destination and the improvements to access in the town will greatly improve the propensity for tourism and ultimately economic growth.

"In this consultation process we will also be revealing our ambitious outline plans for the entire South Shields 360 masterplan and I would urge the local community to attend the consultation to see and hear about the exciting vision for the future of their town."

The public consultation event will take place from 2pm - 3pm on Thursday 18 June in South Shields Museum and Art Gallery, Ocean Road and 12.00pm - 4.00pm Saturday 20 June 2015 in South Shields Central Library, Prince George Square following which the exhibition of plans will tour various locations in the town - information on these locations can be found on the consultation website, where people can also sign up to date and see feedback on the regeneration of South Shields town centre: www.southshields360.org.uk

Information leaflet:

This leaflet was produced to communicate the benefits of the proposed new Transport Interchange, should the proposed application be successful, in addition to detailed information regarding the outline planning application for the retail and leisure uses in the town, taking the following elements into consideration: The development as a whole, the Council's 'Vision' for South Shields, how the new interchange will look and operate, changes to the transport plan and the better connectivity to the rest of the town as a result of the development.

The leaflet was made available to all attendants of the consultation events.

South Shields 365 town centre vision

Exciting proposals to take South Shields 365 forward

365 Masterplan
 M&P Developments, one of the country's leading names in urban regeneration, has developed exciting proposals in partnership with South Tyneside Council and Nexus to transform South Shields Town Centre and provide exciting improvements to the way we all use the town - from the shopping and leisure offer to the way people travel to, from and around the centre.

When will the plans be decided upon?
 Planning applications for the new transport interchange and outline 365 Masterplan will be submitted together next commencing 29 June 2015 and are expected to be heard by South Tyneside Council's Planning Committee in Autumn 2015.

If approved, when will we see the changes?
 Work is due to begin in Spring 2017 following the acquisition of the site, with works on the transport interchange taking about 12 months to complete.

www.southtyneside.gov.uk/365page.aspx

South Tyneside Council **m.365**

South Shields 365 town centre vision

A new Transport Interchange in South Shields

The next phase in the regeneration of South Shields will see the enhancement of travel not only to and from South Shields but also within the Town Centre with the development of a new consolidated transport interchange.

The transport interchange proposed to include:

- New and improved Metro station
- Enhanced entrance on Ropner and Foster Street
- Improved station access with increased lift and wheelchair provision
- Fully enclosed bus terminal with seating
- Enhanced passenger safety within bus terminal
- 14 bus stands, 1 coach stand and drop off facilities

South Shields 365 will make the town a safer place for pedestrians and improve the public realm in the Town Centre:

- Chapel Row and Church Way will become pedestrianised along
- Ropner Street and Victoria Square will be pedestrian friendly, usable with wheelchairs access to buses and taxis
- Ropner Street foot path will be pedestrianised
- Improvements to bus stops on Corporation Street
- Improvements to Station Road, Choppell and Carlin Lane
- The new transport plan will see a new bus routing system with all buses now orbiting the Interchange via Foster Street

www.southtyneside.gov.uk/365page.aspx

South Tyneside Council **m.365**

Website:

The website, www.southshields365progress.com was designed to provide information on the development of the South Shields 365 Masterplan as a whole and keep readers up-to-date with the development as it progresses. The site has a feedback mechanism; a contact form, which direct emails straight to Silver Bullet Marketing where a member of the team can moderate and post the feedback back onto the site, where appropriate.

The site's URL is linked to South Tyneside Council's website so that members of the community visiting the site can click through to the main platform for information on 365 as a whole. This link is reciprocal, as members of the community searching the council's website are directed to the consultation website to provide feedback, in a non-official forum.

The website hosts a dedicated section regarding the detailed proposals for the Transport Interchange and detail on that planning application. An additional section hosts information on the wider 365 Masterplan including the outline planning application for retail and leisure uses.

A news story and home page link, giving details of the public consultations was live from 8th June to coincide with the other marketing activity. The whole site was updated with complete detailed information on the plans, on Monday 22nd June, when the information was available to the general public.



Public Exhibition:

The plans for the new Transport Interchange and outline South Shields 365 Masterplan, were available to view at South Shields Museum and Art Gallery on Thursday 18th June 2015, 9.30-7pm and at South Shields Central Library on Saturday 20th June 12-4pm.

Council members, market traders, local residents and other interested parties were invited to meet with members of South Tyneside Council's regeneration team, Muse Developments and its professional team, including architects and transport consultants for the scheme. As Nexus are a joint applicant on the planning submission they were also present to give detail on the new Transport Interchange and about plans for new transport plan in the Town.

Over the course of the consultation events in attendance were Muse Developments Director, David Wells and Project Manager Terry Shaw; John Sparkes, Harry Alder, Vicky Smith and Paul Archibald from South Tyneside Council's Regeneration Team; Michael Powell and John Brooks from Turley Associates; Carl Braim from The Harris Partnership Architects, James Quigley from JMP Transport Consultants; Lynne Robinson, Claire Tulley and Rebecca Ditchburn from Nexus and John Dias and Richard Hopper of Silver Bullet Marketing.



Information Boards:

The information boards will be displayed in various locations in South Shields for public viewing until July.

Members of the public are invited to see the plans within the usual opening times for each venue displaying the exhibition. The detailed consultation information leaflets are also available at all venues. Feedback forms are available alongside the display so people can leave their comments.

The exhibition of plans will be on display at the following times and locations:

Monday 22nd June – Monday 29th June:

Haven Point, Pier Parade, South Shields, NE33 2JS

Monday 29th June – Monday 6th July:

The Customs House, Mill Dam, South Shields, NE33 1ES

Monday 6th July – Monday 13th July:

Ocean Road Community Centre, Ocean Road, South Shields, NE33 2DW

This roadshow of the exhibition was organised so that those who couldn't attend the consultation events could still take the opportunity to find out more about the proposed development.



Comment Cards:

Those who attended the exhibition were invited to sign in on arrival and provided with feedback cards and encouraged to submit their comments on the plans.

The events were well attended with approximately 75 visitors accounted for, some members of the public declined to sign in. (see appendix for sign in forms)

Of these attendees, 27 people completed the comments cards.

Of those respondents who completed the comment cards, 81% were local residents and 33% were employed in South Shields, thus are all key stakeholders in the Town Centre showing an effective communication plan.

When questioned about whether the attendants found out everything they were wishing to know about South Shields 365 all but one respondent stated the information available answered the questions and queries they had regarding the new Transport Interchange and outline plan for retail and leisure uses in the town.

All those that responded stated the information available and those present were helpful in giving relevant information about both planning applications.

When questioned whether they supported the proposed investment in the Town Centre, included in this consultation, 87% said they were in favour. Thus, a largely positive response to the plans from those that attended the public consultation events.

Comment Card South Shields 365

Name: _____ Age: _____

Postcode: _____ Email: _____

Are you (Please tick)

A local resident Employed locally An interested party

How did you find out about today's public consultation?

Local press (Please specify): _____ Online Leaflet

Other (Please specify): _____

Did you find out everything you wanted to know about South Shields 365? Yes / No (Please tick)

Comments: _____

Feedback Card

Did you find the information on the proposed development useful? Yes / No

Comments: _____

Were the representatives from the development team helpful? Yes / No

Comments: _____

Do you support the investment into South Shields Town Centre? Yes / No

Comments: _____

Would you like to be kept informed of progress on the development plans? Yes / No

Any further comments: _____

Thank you for your comments. Keep up to date with the progress of our planning application at www.southshields365progress.com or email feedback@southshields365progress.com

Public Response:

The following comments were collected from the feedback cards provided at the public exhibition and subsequent display, as well as emails that have been sent via the SouthShields365Progress website.

Did you find out everything you wanted to know about South Shields 365? (Comments)

“Excellent vision and proposals and proportionate use of public funds. The Council and its officers should be commended for preserving our future.”

“The transport information was very helpful. All very exciting, positive and absolutely necessary. A welcome masterplan which has been long awaited. Crack on!”

“Yes very interesting. Will be great when its finished.”

“Really Happy, info good-looking forward to the changes.”

“Much more than the papers.”

“Yes, very good, cant wait to see it all up.”

“Looks fabulous, I love South Shields and I hope it all comes to fruition.”

“The Lead time between the bus interchange and the new retail needs to be v. short or Shields will lose people visiting.”

“Excellent plans, only wish it could happen faster.”

“Very Impressive, roll on completion.”

“Pleased to see old buildings in Barrington Street being integrated into plans.”

“Yes, very impressive.”

“No clear insight into the plans for King Street, the heart of South Shields!”

Did you find the information on the proposed development useful?

“Addresses concerns but still doubtful.”

“Very Useful indeed.”

“Written info full of historic & future data.”

“The sooner it is done the better.”

Were the representatives from the development team helpful?

“Very helpful and considerate indeed.”

Public Response:

Do you support the investment in South Shields Town Centre?

"Some of it, why replace the library and cinema when we have ones that need more investment?"

"Certainly not, I do not believe at a time of cutbacks S. Shields council can justify a new library. Nothing wrong with the old one. An absolute disgrace."

"Yes."

"We support the investment as long as the older buildings are retained and preserved."

"No clear plan on increasing footfall. Just a huge spend and hope for later investment."

Any further comments

"Any new shops? Pandora, Swarovski, Disney? To bring the youth to the centre."

"I do not use the internet"

"I hope that the post office will be found a good place."

"Lack of dedicated cycle routes through in 365"

"No thought has gone into our future rents or incentives to keep businesses in the area."

"Whilst the council has done fantastic work on the seafront this whole 365 scheme focusing on library is all wrong. A library will not attract people what will is a covered shopping centre, King street, that has free parking and a variety of shops. I feel the only thing right about 365 is a new transport interchange as the current facilities are woeful."

"I've seen today in the Gazette the Artist impressions of the new South Shields Interchange. It genuinely looks fantastic compared to the current metro station, which is in a disgusting state. I think it is essential for tourists coming into South Shields to see an impressive and well-maintained area, increasing the towns first impression. I do feel concerned that the new Library isn't in keeping with the rest of the 365 project. The roundness of the building does not fit in with any building in the area, not even the recently built British Telecom facility."

"Over my life time I lost a lot of faith in the Councils redevelopment projects. The demolition of good sized, well built homes on the estate near Prince Edward Road resulted in a poor quality estate that isn't even finished, with small, cheap builds and inadequate roads. I grew up in Cedar Grove, which has been destroyed by the Council, it is disgusting the way the council has behaved in the past. However, the recent refurbishments of well-built housing in Biddick Hall and other areas restores the much needed faith. I just wish the council had done this before. The 365 project is impressive, and I look forward to each stage of the process."

"I would urge those behind the transport interchange project to carefully consider the upkeep of the existing Metro bridge over King Street. This is a unique and much loved local landmark, an important part of the townscape and the town's history. I understand that the bridge would provide access to a new Metro lay up facility towards River Drive. An imaginative re-use of the existing Metro station is also supported, including improved traffic circulation and an enhanced public realm. The eventual overhaul of Keppel Street and Fowler Street West is long overdue and most welcome."

Appendix 1: Sign in forms

Full details are available if requested by the Planning Authority.

June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we would like to share our vision with you.

We are working in partnership with Muse Developments to create a better future for South Shields, and as someone who runs a business in the town you're at the heart of our plans.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

We would like to invite you to a preview of the public exhibition of these plans. This will be your opportunity to discuss the proposals in more detail with the professional development team who will answer any questions you have about this phase of our developments.

When: 09.30 – 11.00am, Thursday 18th June 2015

Where: South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

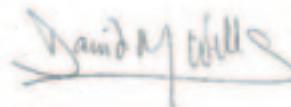
We hope that you can join us at the consultation preview. To allow us to gauge numbers please RSVP to Angie Philpot, 0191 424 7040 or angie.philpot@southtyneside.gov.uk by 15th June.

We hope that we can count on your support for this development, in view of the fantastic benefits the investment into the town centre will bring to the South Shields community.

Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council



David Wells
Development Director
Muse Developments

June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we would like to share our vision with you.

We are working in partnership with Muse Developments to create a better future for South Shields, and as a market trader you are at the heart of our plans.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

We would like to invite you to a preview of the public exhibition of these plans. This will be your opportunity to discuss the proposals in more detail with the professional development team who will answer any questions you have about this phase of our developments.

When: 09.30 – 11.00am, Thursday 18th June 2015

Where: South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

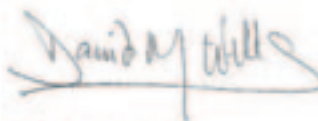
We hope that you can join us at the consultation preview. To allow us to gauge numbers please RSVP to Angie Philpot, 0191 424 7040 or angie.philpot@southtyneside.gov.uk by 15th June.

We hope that we can count on your support for this development in view of the fantastic benefits the investment into the town centre will bring to the South Shields community.

Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council



David Wells
Development Director
Muse Developments

June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we would like to share our vision with you.

We are working in partnership with Muse Developments to create a better future for South Shields Town Centre, and as your organisation operates bus services in the town, you are at the heart of our plans.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

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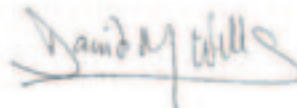
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Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council



David Wells
Development Director
Muse Developments

June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we are working in partnership with Muse Developments to create a better future.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

As someone who plays a key role in South Tyneside's community and who has always shown great support for the Council's initiatives and plans for the Town Centre, we wanted you to be the first to know about the latest developments in our 365 Masterplan for South Shields.

We would like to invite you to a preview of the public exhibition of these plans. This will be your opportunity to discuss the proposals in more detail with the professional development team who will answer any questions you have about this phase of our developments.

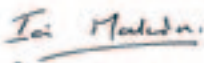
When: 11.30am onwards, Thursday 18th June 2015

Where: South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

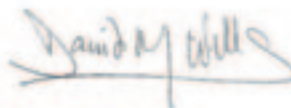
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We hope that we can count on your support for this development, in view of the fantastic benefits the investment into the town centre will bring to the South Shields community.

Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council



David Wells
Development Director
Muse Developments

June 2015

Invitation to consultation on a new transport interchange and 365 Masterplan

South Tyneside Council is investing in the future of South Shields Town Centre and we would like to share our vision with you.

We are working in partnership with Muse Developments to create a better future for South Shields and as someone who runs a business in the town you are at the heart of our plans. You may already have been contacted by Sanderson Weatherall who is working on the Council's acquisitions strategy.

A planning application will be submitted to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

We would like to invite you to a preview of the public exhibition of these plans. This will be your opportunity to discuss the proposals in more detail with the professional development team who will answer any questions you have about this phase of our developments.

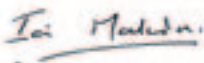
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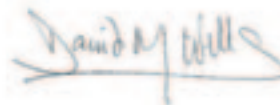
We hope that you can join us at the consultation preview. To allow us to gauge numbers please RSVP to Angie Philpot, 0191 424 7040 or angie.philpot@southtyneside.gov.uk by 15th June.

We hope that we can count on your support for this development, in view of the fantastic benefits the investment into the town centre will bring to the South Shields community.

Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council



David Wells
Development Director
Muse Developments

Appendix 2: Letter - Member Consultation Invite

June 2015

Dear Councillor,

Our vision for a rejuvenated South Shields Town Centre is being realised.

Muse Developments will be submitting a planning application to the Planning Committee at the Council in June 2015, which proposes the construction of a new transport interchange in the Town Centre, in addition to improvements to the transport infrastructure. This will also include outline planning for the overall 365 Masterplan and the £100million regeneration of South Shields Town Centre.

I would like to invite you to join me at a preview of the public consultation meeting so that you can meet the professional development team and discuss this phase of the development in more detail:

Thursday 18th June, 11:30am - 12:30pm
South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

If you are unable to attend this session there are two public consultation sessions taking place:

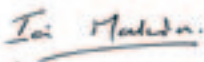
Thursday 18th June, 2:30 - 7pm
South Shields Museum & Art Gallery, Ocean Road, South Shields NE33 2JA

Saturday 20th June, 12noon - 4pm
The Central Library, Prince Georg Square, South Shields NE33 2PE

I hope that I can count on your support for this development in view of the fantastic benefits the investment into the town centre will bring to our whole community.

To allow us to gauge numbers please RSVP to Angie Philpot, 0191 424 7040 or angie.philpot@southtyneside.gov.uk, by 15th June.

Kind regards,



Councillor Iain Malcolm
Leader
South Tyneside Council

Appendix 3: Planning Applications shown as per red line outlines



Red line outline Masterplan



Red line Transport Interchange plan