

11. County Durham Plan and Infrastructure Summary

11.0 Much of the proposed action is based on the emerging County Durham Plan and underlying infrastructure analysis. The strategic basis and summary of proposals are detailed in this section. It demonstrates how phased sustainable development can be brought forward to benefit the town's economy whilst simultaneously enhancing Peterlee's built environment.

11.1 County Durham Regeneration Statement

The strategic importance of Peterlee is recognised within County Durham's Regeneration Statement and aims to embed a "Whole Town" approach to regeneration and use place-shaping activity to unlock the town's full potential and underpins the County Durham Plan:

*"Vibrant towns are good for business: they create jobs, attract investment and generate income - they are engines for economic growth. At their best, they create a discernable local buzz and define the wider area, attracting people from near and far. Our 'Whole-Town' investment approach will focus on tailored solutions to market failure, shaping the places people live, work and socialise and capitalising on our strong and vibrant asset base. We are taking into account investment in education, business, housing, public realm and the wider built environment, investing sufficiently to improve quality of place with a strong commitment to excellence."*¹

The Regeneration Statement contains five ambitions², of which three relate to Peterlee:

- Vibrant and successful towns
- Competitive and successful people
- A top location for business

11.2 The County Durham Plan

The County Durham Plan sets out where new housing, jobs, shops and infrastructure will be developed up to 2030. The Plan sets out how the Sustainable Communities Strategy, adopted by DCC and the County Durham Partnership, will be delivered. It will also deliver key elements of the Regeneration Statement; which directs the delivery of regeneration and economic development activities across County Durham. The focus of these strategies is to shape County Durham into a place where people achieve their potential and want to live, work, visit and invest.

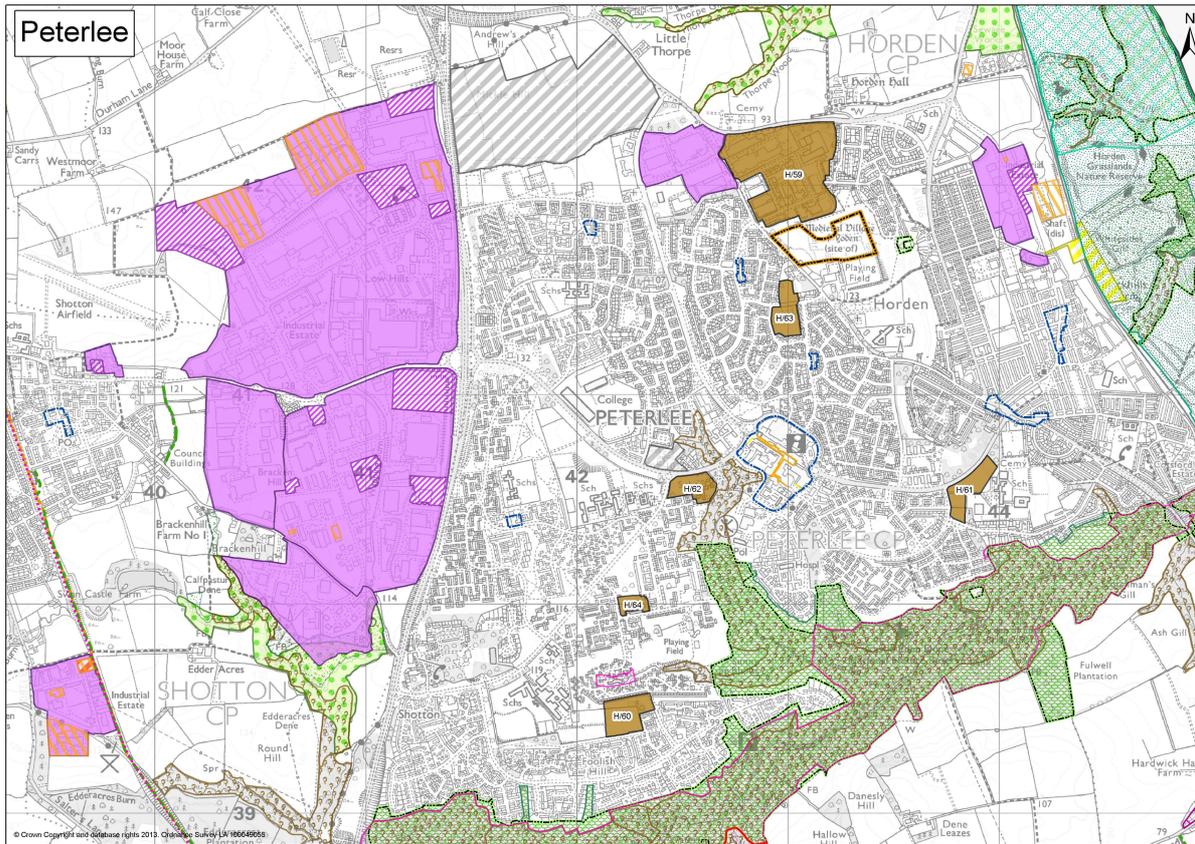
As described in the sections above the County Durham Plan indicates need for:

- Around 1,830 additional homes in Peterlee up to 2030.
- 27.5 hectares of allocated employment land adjacent to the A19. at the NW and SW industrial Estates and Sea View Estate in Horden (see map on next page)

¹ Quote from Regeneration and Economic Development Service Plan 2012-2016, p5.

² The other ambitions are *Thriving Durham City*, and *Sustainable neighbourhoods and rural communities*

Map 3: County Durham Plan Proposals³



Pre-Submission Draft Local Plan Proposals Map

| | | |
|--|--|---|
| <p>Employment</p> <ul style="list-style-type: none"> Employment Land Allocation Protected Employment Site Safeguarded Employment Site Specific Use Employment Allocation Strategic Employment Site Allocation Prestige Employment Allocation <p>Housing</p> <ul style="list-style-type: none"> Allocation Executive Housing Safeguarded Commitment <p>Green Belt</p> <ul style="list-style-type: none"> Green Belt Major Developed Sites in Green Belt <p>Landscape</p> <ul style="list-style-type: none"> Area of Outstanding Natural Beauty Heritage Coast | <p>Culture and Heritage</p> <ul style="list-style-type: none"> Scheduled Monument Areas of Archaeological Interest Conservation Area Durham Castle and Cathedral (WHS) Historic Parks and Gardens of Local Importance Historic Parks and Gardens of National Importance Neville Cross Battlefield <p>Minerals and Waste</p> <ul style="list-style-type: none"> Safeguarded Mineral Sites and Infrastructure Strategic Mineral Sites Safeguarded Waste Site <p>Transport</p> <ul style="list-style-type: none"> Allocated Transport Infrastructure Proposed Relief Roads Safeguarded Transportation Infrastructure Existing Cycle Infrastructure Proposed Cycle Super Route Proposed Secondary Route | <p>Biodiversity and Geodiversity</p> <ul style="list-style-type: none"> Ancient Woodland Local Nature Reserve Local Site National Nature Reserve RAMSAR Site of Special Scientific Interest Special Protection Area Special Area of Conservation <p>Retail</p> <p>Shop Frontage</p> <ul style="list-style-type: none"> Primary Secondary <p>Commercial Centres</p> <ul style="list-style-type: none"> Commercial Centre Commercial Centre - Bulky Goods Only <p>Retail Allocations and Town Centre Regeneration Areas</p> <ul style="list-style-type: none"> Allocation Town Centre Regeneration Area <p>Recreation and Leisure</p> <ul style="list-style-type: none"> Coastal Zone National Recreational Route |
|--|--|---|

Infrastructure

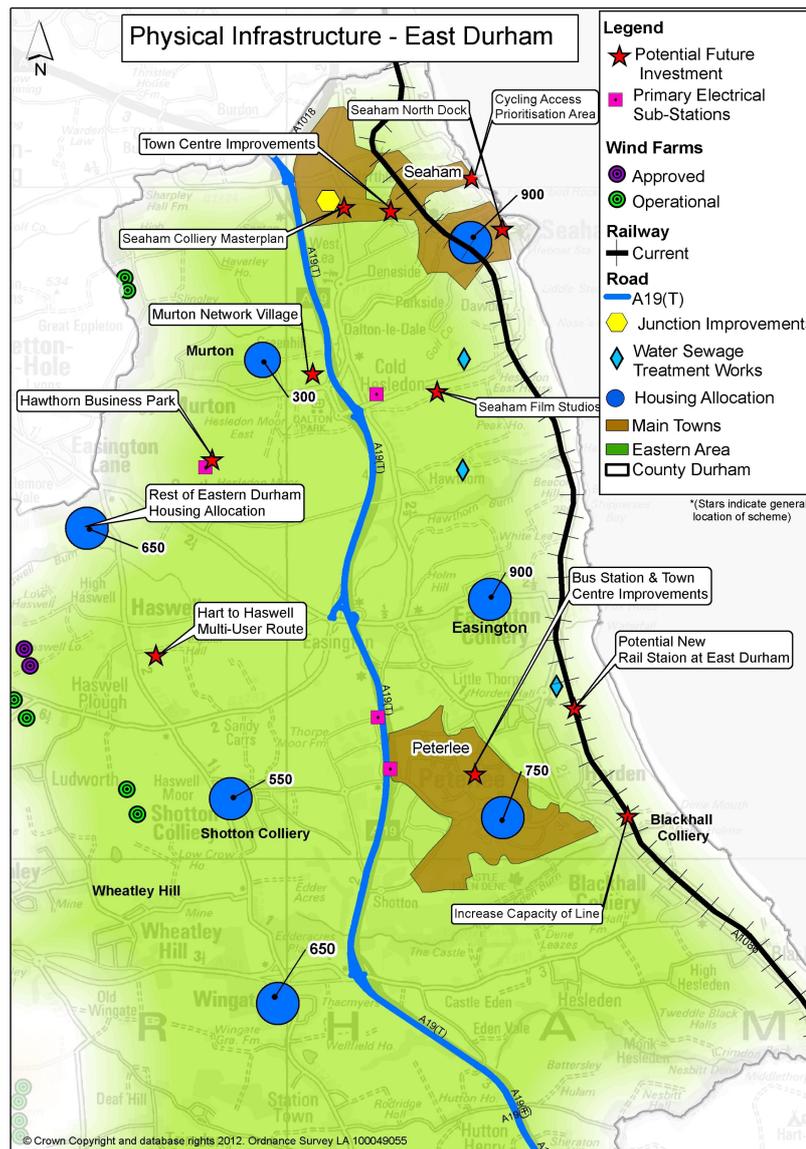
11.3 The Infrastructure Delivery Plan (IDP) for County Durham identifies where local infrastructure is likely to need improvement in line with existing shortfalls and developments identified in the County Durham Plan. In the Peterlee area, stakeholders have identified that there may be a need for some additional healthcare facilities in Peterlee and Horden. In addition, the IDP recognised shorter-term improvements, some implemented, including the new railway station in Horden, more community buildings, and improvements to two local schools.

³ Purple designations show employment land, gold / brown designations show housing sites, blue designations show retail allocations

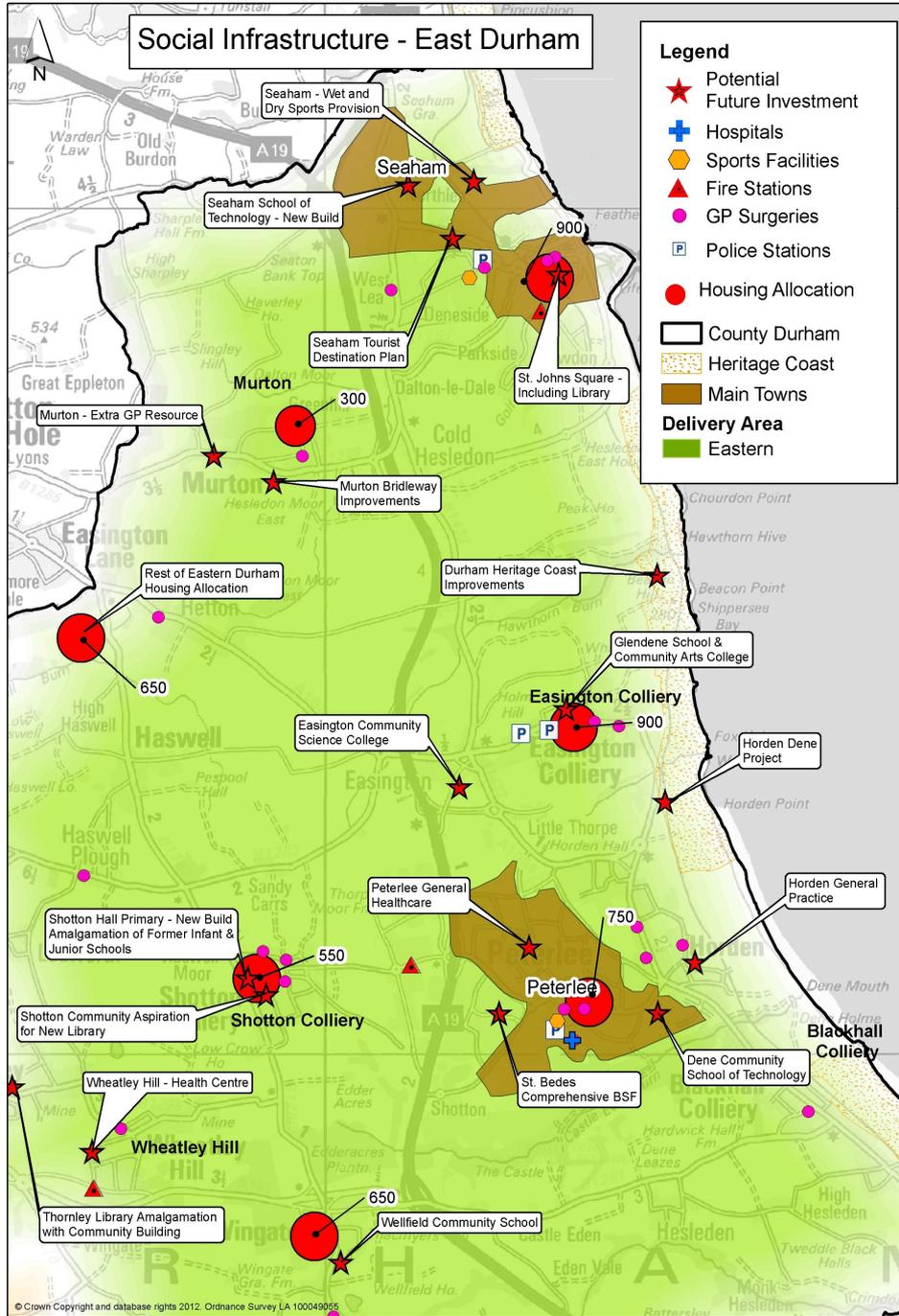
11.4 In terms of road infrastructure, there has been recent investment in the B1320 Burnhope Way which is the principal east-west link and the interchange with the A19. This will assist in providing for projected, increased activity in the town centre and on the industrial estates. The town centre is encircled by Burnhope Way, Surtees Road, St Cuthbert's Road and Bede Way, which as noted, also form a barrier to access. It is an aspiration to improve links as part of a wider desire to lift the quality of the built environment. This will require substantial changes to the fabric of the town centre under improved economic conditions, a significant period of time to complete and the agreement of landowners in order to achieve a comprehensive solution. It will require delivery beyond the masterplan period but will relate to shorter term initiatives in the town centre.

11.5 Although these projects are all firm propositions there is uncertainty over exactly when the projects will be completed. All are most likely to be completed by 2018 except the new housing sites and the development of new medical facilities in line with population growth. Supporting work through developing the strategy, initially through the County Durham Plan, will underpin the delivery of housing through the operational period of this masterplan.

Map 4 County Durham Physical Infrastructure Plan 2012



Map 5 County Durham Social Infrastructure Plan 2012



12. Delivery Approach

12.0 There are a range of development opportunities to be promoted in Peterlee and will provide the necessary conditions for a sustainable and competitive town centre. Key areas for council support are:

- The Council will work with private sector partners to continue to **deliver a vibrant town centre**;
- Although some reduction of employment land is proposed for the North East Industrial Estate, there remains a strong employment base including international companies. Space for further business opportunities on the other estates. **The Council will endeavour to work with existing businesses, potential funders, developers and prospective inward investment companies to ensure that Peterlee enhances its supply of business properties in order to provide for wealth and job creation**;
- Sites are proposed that would provide residential development. **Additional housing will help the vitality and viability of the town and the Council will continue to work with the development industry, Registered Providers and other interested parties to deliver the new homes that Peterlee requires**;
- Key infrastructure support will improve the vitality of the town and increase opportunity for further development. **The council will support the creation of a new railway halt at Horden and work with health providers to encourage improvements in provision in Peterlee and Horden.**

Partners

12.1 The council will work with other organisations in their delivery within the town. In the past, the delivery of regeneration projects has fallen to the public sector, using finance from the Regional Development Agency and European Regional Development Fund and working with a range of public sector partners. Now, however, the public sector has to adopt a strategy which is based upon co-ordinated asset release and working in partnership with the private sector to unlock investment and sites in the town. One of the key aims of the council's approach is to foster a partnership working approach with private sector developers and investors, with the council using its influence and finance to unlock development potential and the private sector implementing the key schemes.

12.2 Within Peterlee, the council seeks to implement a comprehensive and sustainable approach to regeneration and development which serves to harness the town's economic potential (as a hub for population, employment, retail and services) whilst simultaneously enhancing the town centre environment. The council intends to co-ordinate its approach with the aspirations of its key partners. Delivery of the regeneration masterplan will also involve working in partnership with key landowners in the town and continuing the existing liaison with major public sector service providers such as healthcare specialists, education and training organisations, the AAP, and Peterlee Town Council. The council will continue to work also via the North East Chamber of Commerce, Business Durham, Visit County Durham and East Durham Business Service with manufacturing concerns, retailers, business and the tourism industry.

12.3 **East Durham Area Action Partnership** The East Durham Area Action Partnership (AAP) was formed to tackle the various issues affecting the people living in the AAP and to work to improve their quality of life. It provides a forum for local businesses and organisations and the ability to target key local issues through its budgets and development of projects.

The AAP has invested over £2.5 million in the area in a range of projects which are geared to providing employment, safer and more inclusive communities.

Councillor resources -There are eight DCC members in the Peterlee area⁴ who have access to three main sources of investment⁵:

- **Neighbourhood Budget:** An annual allocation to support the improvement of local social, economic and environmental conditions.
- **Highways Budget:** An annual grant to make improvements that impact on Local Transport Plan priorities.
- **Members' Initiative Fund:** An annual allocation to support community and voluntary groups.

In addition to some art, community and youth projects, recent major projects that the AAP has facilitated include:

- **Peterlee bike and skate park:** The need for a skate park arose as a result of a survey of local young people. The park cost £137,000 and led to the employment and training of local young people.
- **Yoden Road improvements:** As a result of local demand, environmental improvements have been made to the shopping area at Yoden Road in Peterlee including the maintenance of the parking area, wall, and footpaths - cost £115,000.
- **Peterlee decent homes environmental project:** In 2009, East Durham Homes began the implementation of their decent homes strategy for Peterlee and surrounding settlements. East Durham Homes, local councillors and other stakeholders contributed a further £368,000 to the Decent Homes initiative to make complementary environmental improvements. After working with the AAP, the scheme led to the employment of five trainees who gained level 2 NVQs at East Durham College.

There are five priorities for East Durham AAP under the over-arching priority of "Maintaining the social fabric of our communities":

- Job creation
- Children and young people
- Infrastructure and regeneration (including tourism)
- Education
- Transport

The AAP and members budgets will be used for projects in support of these priorities

12.4 **Peterlee Town Council** is very supportive of future improvements to the town, including the development of a second major supermarket to enable more choice for local people. They also recognise the need for more houses in the area, but are keen to ensure that these do not compromise the provision of open spaces. They are also keen to ensure that new housing developments are complemented by the creation of additional school places, which despite recent school improvements, are currently at a premium throughout the town.

The Town Council's programmes focus on maintaining and improving open spaces, parklands, and play areas across the town. Currently they are hoping to improve and

⁴ Including Peterlee East, Peterlee West, Horden, and Blackhalls

⁵ Source: East Durham Area Action Partnership Annual Report 2011/12

centralise play areas, and encourage developers to contribute to more community facilities throughout the town.

Social Initiatives

12.5 In addition to regeneration and development delivery the council also provides strategic guidance and works in collaboration with other partners to deliver various social initiatives that improve the health and wellbeing for those living in Peterlee. These include:

- DCC has recently invested substantially in the creation of the One Point integrated services provision. This initiative invested £6.7million county-wide and includes a One Point Hub in Peterlee.
- DCC's Employment and Skills Team continue to work with partners to provide apprenticeship opportunities for young residents. Caterpillar recently worked with South West Training to develop an apprenticeship programme
- North East Enterprise Agencies are looking for the Regional Growth Fund to support home working businesses across the whole region, including Peterlee.
- Implementation of the Anti Social Behaviour Strategy - Joint agency approach to development of action plans to tackle anti social behaviour and low level crime.
- Implementation of Mental Health Employment Strategy - Promoting social inclusion and increase number of people progressing into education, training, volunteering and employment.
- Implementation of the National Drug Strategy 2010 - Addresses issues such as offending, employment and housing. Developing the Multi Agency Alcohol Harm Reduction Strategy for County Durham. Working with the East Durham Trust, Addiction Centre and Community Drug Service in the town.
- Implementation of the Cultural Strategy through education - Delivery of outdoor arts events, and educational programme within communities.

13. Measuring success

13.0 The council has set itself a challenging set of targets, against which the measure of success in delivery and implementation can be assessed. In the short to medium term, the broad range of objectives includes:

- An improved retail, business and residential offer
- Increased employment levels, with a particular focus on enabling young people to access work
- Improved infrastructure and access to employment. A particular desire is to secure a new rail halt at Horden, to better serve Peterlee and the surrounding area
- More business start ups and increased business growth
- The establishment of better links between Peterlee and the East Durham Coast to afford increased opportunities for the town to service the visitor economy as it develops over time.

13.1 These measures will contribute towards the following corporate targets for County Durham:

- Improved employment rates
- Higher numbers of business registrations
- Improved productivity



14. Delivery Plan

| Theme Strategy / | Project activity | Timescales | Outputs / Outcomes | Project lead and partners | Budget details / proposals |
|------------------------------|--|--|---|---------------------------|---|
| Vibrant and successful towns | County Durham Plan | Short | <ul style="list-style-type: none"> September/October 2013 – Consideration of Representations March 2014 Examination July 2014 Adoption <ul style="list-style-type: none"> Housing Allocations Employment land Allocations | DCC | DCC |
| | Horden Railway Station Agree the design and plan for a railway station on the Durham Coast Railway Line by December 2012 for implementation by 2015 | December 2015 Medium term | New railway station | DCC | £ 3,500,000 To be confirmed |
| | Housing investment totals – including sites below and registered providers | Ongoing | As below | Private/Public sector | Public £4 million (projected estimate) Private £146 million |
| | Development of new housing on the following sites (subject to allocations in County Durham Plan) <ul style="list-style-type: none"> H60 Adjacent Shotton School H64 South of Passfield Way H61 Dene House School H63 South of Edenhill Community Centre H62 North Blunts H59 North East Industrial Estate Mickle Hill, N. of Lowhills Rd. | Medium Medium Short Long Long Short Short to | 70 homes 35 homes 70 homes 90 homes 85 homes 390 homes 900 homes | Private developers | Subject to County Durham Plan process and subsequent planning approvals |

| | | | | | |
|-----------------------------|--|----------------------|----------|--------------------|---------------------|
| | | medium | | | |
| | DCC – implement housing stock transfer to Registered Providers. | Medium | | DCC | |
| | DCC study of green infrastructure (East Durham inc. Peterlee) | Short | | DCC | |
| | East Durham Homes – Stock Options Appraisal and Infill developments | Medium - Long | | East Durham Homes | |
| | Town Centre/supermarket anticipated investment – | Medium/long | | Private | £20.5 million |
| | Address the need for an improved retail convenience offer – work with private developers , supermarket chains and town centre management | Medium-Long | | Private sector/DCC | |
| | Co-location of integrated public services and accessibility to Durham County Council service provision is high on the Council's agenda. Ongoing service provision reviews will develop responsive customer focussed services for Peterlee. | Short to Medium Term | | DCC | |
| A top location for business | County Durham Plan - Employment Allocations – protect and ensure employment site allocations through the CDP process | Short | | DCC | |
| | Employment investment totals – including sites below and based on full take up of County Durham Plan allocations | Ongoing | As below | Private | Private £55 million |
| | Manage relocation of businesses from North East Industrial Estate to North/South West Industrial Estates or a suitable location elsewhere in the locality. Consult on proposals emerging from Supplementary Planning Document to accompany the CDP | Short to long | | DCC | |

| | | | | | |
|--|--|-----------------|-----------------------------|-----------------------|--------------------------------------|
| | Ensure retention of businesses and infill of vacant sites on estates at Peterlee North West, Peterlee South West, Peterlee North East, Brackenhill Business Park and Whitehouse Business Park. | ongoing | | DCC | |
| Sustainable neighbourhoods and rural communities | Improvements to local medical care facilities: Peterlee Horden | Medium | | PCT | |
| | Development of affordable homes Identified through SHMA and revisions, delivered through private sector and council input | Long | | | To be based on outcomes of 2013 SHMA |
| Sustainable neighbourhoods and rural communities | Peterlee Town Council – Open space improvements | Short Medium | Improved open space network | Peterlee Town Council | Peterlee Town Council |
| | AAP 2013/14 Priorities <ul style="list-style-type: none"> • Transport • Job creation • Children and young people • Regeneration and economic wellbeing • Education | Short | To follow from projects | AAP | Based on annual AP budget |

Appendix 1: Statistical profile of Peterlee, including Horden

| Lower Layer Super Output Area | Population | % of households with no adults in employment | % of residents with bad health | % of residents with very bad health | % of households in social rented sector | % of residents with no qualifications | % of residents with level 4+ qualifications | Unemployment rate | % of workforce economically inactive | % of workforce long-term sick or disabled | % of workforce that has never worked | % of workforce long-term unemployed | % of residents employed in manufacturing sector | % of residents employed in administrative and support services sector | % of residents employed in sales and customer service occupations | % of residents employed in process plant and machine operative occupations | % of residents employed in elementary occupations |
|-------------------------------|---------------|--|--------------------------------|-------------------------------------|---|---------------------------------------|---|-------------------|--------------------------------------|---|--------------------------------------|-------------------------------------|---|---|---|--|---|
| Dene House Central | 1,347 | 50.7 | 10.5 | 3.0 | 38.6 | 44.0 | 8.6 | 7.9 | 45.4 | 14.0 | 2.5 | 2.6 | 19.5 | 6.3 | 16.1 | 19.2 | 15.0 |
| Eden Hill South | 1,145 | 46.3 | 9.9 | 4.5 | 35.8 | 37.1 | 9.5 | 8.3 | 41.9 | 15.8 | 2.6 | 3.4 | 18.9 | 5.2 | 18.2 | 17.9 | 15.9 |
| Eden Hill Central | 1,441 | 46.0 | 8.7 | 2.5 | 40.7 | 43.8 | 6.4 | 7.3 | 42.2 | 13.9 | 1.4 | 3.1 | 16.6 | 7.1 | 16.2 | 17.4 | 20.8 |
| Eden Hill North | 1,115 | 48.3 | 9.1 | 2.2 | 42.4 | 40.9 | 8.2 | 8.1 | 43.6 | 12.7 | 1.8 | 4.2 | 16.2 | 7.0 | 14.3 | 16.7 | 21.3 |
| Horden North | 1,713 | 42.8 | 10.6 | 2.1 | 32.4 | 34.0 | 8.7 | 6.9 | 41.3 | 14.3 | 1.4 | 3.2 | 17.6 | 7.3 | 12.8 | 14.4 | 16.5 |
| Acre Rigg South | 1,251 | 41.2 | 7.3 | 1.9 | 23.7 | 32.8 | 13.2 | 5.9 | 38.4 | 9.5 | 1.1 | 2.3 | 17.8 | 5.7 | 16.4 | 14.6 | 14.2 |
| Acre Rigg North | 1,225 | 37.6 | 7.3 | 2.5 | 32.2 | 34.5 | 9.1 | 5.6 | 33.4 | 8.4 | 0.8 | 2.6 | 19.3 | 4.7 | 15.9 | 18.4 | 16.3 |
| Acre Rigg Central | 1,416 | 40.6 | 7.3 | 2.4 | 15.8 | 32.0 | 14.5 | 3.1 | 31.5 | 6.7 | 0.4 | 1.2 | 18.8 | 5.7 | 14.9 | 13.5 | 13.6 |
| Howlatch East | 1,228 | 36.1 | 6.9 | 1.8 | 21.3 | 27.2 | 12.8 | 5.8 | 34.4 | 9.5 | 1.1 | 2.2 | 17.2 | 4.1 | 13.9 | 13.7 | 13.5 |
| Howlatch North | 1,050 | 43.5 | 9.6 | 1.9 | 34.1 | 37.4 | 11.6 | 6.7 | 38.4 | 9.2 | 1.0 | 3.3 | 18.4 | 6.1 | 12.6 | 17.0 | 17.2 |
| Passfield North | 1,167 | 44.9 | 8.9 | 2.2 | 27.8 | 30.5 | 15.0 | 6.0 | 39.5 | 9.8 | 1.3 | 1.9 | 13.9 | 5.7 | 11.7 | 9.9 | 13.7 |
| Horden Central | 1,370 | 59.3 | 14.4 | 4.2 | 24.8 | 48.1 | 6.1 | 10.0 | 49.3 | 17.9 | 2.0 | 4.8 | 14.3 | 7.5 | 13.1 | 18.0 | 22.8 |
| Horden West | 1,452 | 50.6 | 11.5 | 3.7 | 23.4 | 41.6 | 12.2 | 3.2 | 40.8 | 10.1 | 0.2 | 1.1 | 17.8 | 6.5 | 12.5 | 15.2 | 15.6 |
| Horden East | 1,961 | 53.7 | 11.6 | 3.8 | 32.4 | 43.7 | 9.4 | 9.4 | 46.5 | 16.7 | 2.2 | 3.2 | 16.8 | 6.9 | 11.4 | 16.8 | 19.6 |
| Horden South | 1,591 | 38.2 | 9.2 | 1.9 | 8.6 | 33.8 | 11.0 | 3.8 | 36.6 | 9.5 | 0.8 | 1.1 | 18.2 | 4.0 | 11.7 | 14.8 | 19.0 |
| Dene House West | 1,179 | 39.7 | 11.3 | 3.6 | 15.7 | 31.8 | 16.8 | 2.3 | 39.1 | 9.4 | 0.3 | 0.8 | 14.3 | 4.3 | 11.4 | 9.8 | 10.6 |
| Howlatch South | 1,268 | 34.5 | 6.3 | 1.7 | 17.2 | 26.2 | 17.5 | 4.7 | 34.4 | 9.1 | 0.8 | 1.9 | 18.8 | 4.2 | 12.3 | 12.3 | 13.9 |
| Passfield East | 1,472 | 45.8 | 8.8 | 2.9 | 40.6 | 34.8 | 10.6 | 6.6 | 39.5 | 12.1 | 0.8 | 2.6 | 15.9 | 5.5 | 15.9 | 12.1 | 15.4 |
| Passfield South | 1,196 | 32.3 | 5.8 | 1.5 | 5.3 | 19.8 | 26.6 | 3.0 | 34.3 | 5.6 | 0.5 | 1.0 | 17.4 | 4.2 | 9.3 | 10.4 | 7.5 |
| Passfield West | 1,657 | 26.4 | 4.1 | 0.7 | 1.7 | 14.6 | 32.4 | 3.1 | 29.9 | 3.5 | 0.2 | 0.8 | 16.0 | 2.3 | 9.0 | 8.8 | 6.7 |
| Dene House East | 1,007 | 41.9 | 7.4 | 2.0 | 11.4 | 34.2 | 16.0 | 3.4 | 38.1 | 6.8 | 0.5 | 0.9 | 17.0 | 3.7 | 11.9 | 13.5 | 14.9 |
| TOTAL / AVERAGE | 28,251 | 43.4 | 8.9 | 2.5 | 25.2 | 27.9 | 10.7 | 9.5 | 39.0 | 27.7 | 1.1 | 2.3 | 17.7 | 5.4 | 13.5 | 14.6 | 15.4 |
| County Durham | - | 39.0 | 6.3 | 1.8 | 20.1 | 27.5 | 21.5 | 4.4 | 35.6 | 6.5 | 0.8 | 1.8 | 13.2 | 4.0 | 9.2 | 10.2 | 12.3 |
| North East | - | 39.0 | 5.8 | 1.7 | 23.0 | 26.5 | 22.2 | 5.4 | 33.9 | 5.8 | 1.0 | 2.1 | 10.2 | 4.4 | 10.4 | 8.7 | 12.2 |
| England | - | 33.3 | 4.2 | 1.2 | 17.7 | 22.5 | 27.4 | 4.4 | 30.1 | 4.0 | 0.7 | 1.7 | 8.8 | 4.9 | 8.4 | 7.2 | 11.1 |

Appendix 2: SWOT analysis of Peterlee

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> ▪ Main Town Centre serving large rural hinterland and settlements ▪ Excellent regional road links ▪ Large catchment population within 1 hour drive ▪ Town centre bus station ▪ Plenty of town centre car-parking ▪ Significant employment centre with large workforce drawn from a wide catchment area and representation from global businesses ▪ Good quality commercial property offer on the more modern business parks ▪ Low operating costs for business compared to competing major centres ▪ High quality public open space and ready access to countryside and coast ▪ Reasonably strong housing market and record of delivery and sales by volume house builders | <ul style="list-style-type: none"> ▪ Poor built environment within the town centre and physical separation of the town centre for pedestrians from neighbouring residential areas ▪ Residential areas suffer from too low a density, Radburn-style housing and separation of vehicle and pedestrian movements ▪ Parts of the highway network currently experience congestion and delay especially in the peak hour periods ▪ Bus services to some outlying villages poor due to severance by A19 and on-cost to operators ▪ Pockets of deprivation remain within residential areas ▪ Lack of substantial leisure/hotel/evening economy offer within the town centre ▪ Poor representation by national retail multiples, particularly for fashion ▪ Town centre offices ageing, under-utilised and facing obsolescence |
| Opportunities | Threats |
| <ul style="list-style-type: none"> ▪ Scope to expand housing offer in terms of house types, neighbourhood design and tenure ▪ Potential to increase leisure, especially for young people ▪ Opportunities to capture catchment expenditure for comparison and bulky goods retail ▪ Strong position to take advantage of emerging new industries with focus on the A19 corridor | <ul style="list-style-type: none"> ▪ Wider economic weakness and low growth may undermine viability ▪ Lack of finance to support regeneration/property schemes ▪ Ageing population ▪ Uncertainty as to the timescale for delivery of major retail schemes that hold planning consent ▪ The town's potential to attract investment will face strong competition from across the region ▪ Further pressure from out-of-town retailing & internet shopping ▪ Increased competition from regional centres |