

SEAHAM & MURTON
MASTERPLAN & DELIVERY PLAN

MARCH 2012



Former Londonderry Offices, Seaham – Now converted to “Marquess Point” Apartments

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Delivery Plan

1. Introduction and Background

- 1.1 This development framework provides a summary of the detailed programme of regeneration and investment activity that is taking place or is planned in Seaham and Murton. It provides the strategic context which underlies delivery and seeks to establish key principles to co-ordinate and guide future investment in both settlements.
- 1.2 The framework covers an area (shown bordered red on the map at Appendix 1) which includes the town of Seaham and land to the south of the town (ear-marked for a major, mixed use development based around film studios) together with the settlement of Murton to the west. This area includes both recent and planned developments, in Seaham at:
- North Dock, Byron Place, St John's Square, Spectrum Business Park, Foxcover Enterprise Park, the site of the former Seaham Colliery and the proposed site for the Centre for Creative Excellence (Film Studio).
- and in Murton at:
- Dalton Park, Hawthorn Prestige Business Park, Fairfield Park and the site of the former Murton Colliery.
- 1.3 Seaham and Murton sit astride the A19 trunk road, 6 miles to the south of Sunderland and 11 miles to the east of Durham City. Both settlements benefit from easy access to the A19 and, from there, to the major regional conurbations, airports and other strategic transport networks. Over recent decades, the resident population has reduced (primarily as a result of the contraction and ultimate cessation of coal mining in East Durham) although, more recently, the population has stabilised at circa 22,000 in Seaham and 7,500 in Murton. The population trend is now upwards, creating identified requirements for new housing within the County Durham Plan (Core Strategy Policy Directions 2011).
- 1.4 In terms of economic function, Seaham and Murton are influenced by their geographic position, midway between the Tyneside and Teesside conurbations, within the A19 corridor. The results of this are mixed; whilst the settlements witness an outmigration of residents travelling elsewhere to work, some business sectors (eg logistics operators) have chosen to locate in the area on account of the excellent transport links via the A19 and the availability of both staff and modern business premises. There is a catchment population of over 2 million people within a 1 hour peak drivetime and Seaham and Murton have the potential to tap into regional resources in Newcastle, Durham, Sunderland and Teesside. Seaham and Murton are well-placed also to take advantage of the expansion of low carbon vehicle technologies and advanced manufacturing within the A19 corridor. This is a priority for the newly-established North East Local Enterprise Partnership (LEP) and sites within the A19 corridor are contenders to attract investment from firms in this sector and in associated supply industries. Having considered representations from the County Council, the LEP has identified Hawthorn Prestige Business Park at Murton as a site that could be included within a second wave of the new breed of Enterprise Zones.
- 1.5 Seaham railway station provides passenger services on the Durham coastal line between Newcastle, Sunderland and Middlesbrough, with links to the wider UK network. Main east coast mainline services (to London and Scotland) are available from Durham Railway Station and, additionally Grand Central runs a direct service to London from Sunderland. Two regional airports, Newcastle and Durham Tees Valley,

are within 45 minutes' drive time. More locally, there is an established bus network taking in Seaham, Dalton Park, Murton, Doxford Park and Sunderland.

- 1.6 Seaham has witnessed substantial levels of physical regeneration activity over the past 15 years. Led by public sector investments in major road infrastructure, site assembly, land reclamation, area masterplanning and marketing, the town has been successful in attracting private sector investment to support new retail facilities, business space and housing. Murton has also benefitted from significant expenditure and investment in regeneration, although not on the same scale as Seaham.
- 1.7 Following the closure of Seaham's last remaining collieries in 1992, the East Durham Task Force was established as a partnership between public, private and voluntary sectors to address the negative impacts on the area. One of the Task Force's primary achievements was the commissioning of a dedicated strategy for the rejuvenation of Seaham's economy and environment. The resultant Seaham Regeneration Strategy was adopted in 1994 and has served to guide investment priorities and regeneration planning since. As a result of the Strategy and the actions of project partners, there have been major projects delivered across a range of sectors, including;
- The construction of the A182 South of Seaham Link Road, providing a primary access route from the A19 intersection at the south of Seaham to the town centre, linking several key employment sites along its route. More recently, this east-west axis has been extended to create the initial stage of a bypass to the south of Murton and a link to Hawthorn Prestige Business Park.
 - The relocation of the land-based activities of Seaham Harbour Dock Company from the natural heart of the town centre to a reclaimed site to the south of the town with a new logistics facility and railhead.
 - The redevelopment of the vacated Dock Company site for a mixed use development, comprising the Byron Place shopping centre (anchored by Asda) and town centre housing.
 - Business parks at Seaham Grange, Foxcover and Spectrum which are fully developed out with a range of office, call centre, light industrial and logistics premises.
 - New housing on reclaimed former colliery land at East Shore Village together with redevelopment of the Parkside estate.
 - Delivery of the Turning the Tide project, to clean up the East Durham coastline together with a range of environmental and public realm enhancements to the promenade.
 - Bringing the North Dock back into public use and enhancing the dock area with new dock gates to establish a 77-berth marina with dockside business units.
- 1.8 The programme has also stimulated other private and public sector investments at Seaham Hall Hotel and Serenity Spa, refurbishment of the former Londonderry buildings for apartments and the redevelopment of St John's Square for public service uses.



Seaham Hall Hotel & Serenity Spa

- 1.9 Allied to the strategy, Seaham also witnessed significant public sector investment via the former SRB programme which entailed expenditure of over £5 million in raising Seaham's educational attainment, improving community facilities and public realm and regenerating the Parkside estate in partnership with a private housebuilder.
- 1.10 In Murton, there have been several large-scale regeneration and redevelopment schemes delivered over a similar timeframe, linking in to European, national and regional funding opportunities to secure private sector investment. Notable examples are:
- The reclamation and redevelopment of land by the private sector at the eastern gateway to the village as the Dalton Park factory retail outlet.
 - The redevelopment of a brownfield site at Murton's eastern gateway with the Fairfield Park scheme, providing a range of townhouses and apartments. Further housing developments at Glebe Court and Denewood.
 - The reclamation of the former Murton Colliery.
 - The reclamation of the North East's largest and most heavily contaminated site for a mix of public open space and employment uses and the servicing of 26 hectares of the site for the Hawthorn Prestige Business Park.
 - The provision of a new link road from the A19 interchange to serve Hawthorn Prestige Business Park and to form Stage 1 of a future transport route linking former coalfield settlements with the A19 and A1(M).
- 1.11 Given the passage of time, the successful delivery of the majority of the projects proposed under the Seaham Regeneration Strategy of 1994 and the established links between the two settlements, the Council has sought to develop a refreshed strategy to encompass both Seaham and Murton. It was envisaged that the strategy should take the form of a development framework and act as a strategic guide in determining investment priorities for Seaham and Murton over a 10 to 15 year timespan. The key tasks and outputs for the framework were established as;
- Brief appraisal of the projects delivered to date, their strategic rationale, their performance judged against the outputs envisaged by the original regeneration strategy and an assessment of value for money. The identification of any actions or projects not yet delivered in full.

- Consultation with Seaham Town Council and Murton Parish Council to establish a more detailed appreciation of local priorities and aspirations.
- A detailed market assessment to underlie and justify, in terms of market demand and deliverability, any proposed projects alongside a review of underutilised land assets.
- An assessment of current strengths and weaknesses and the identification of opportunities for future development to continue regeneration initiatives together with an assessment of the area's continued ability to meet investor and occupier demands.
- The formulation of a development framework to list key development opportunities, options, anticipated costs and returns, timescales and risks.

The core aims of the framework are to:

- Focus and co-ordinate the regeneration activities of Durham County Council and its partners and assist the enabling of a delivery mechanism for the various regeneration projects;
- To input into the delivery of the emerging Local Development Framework and Community Infrastructure Plan and draw together the strategic and policy drivers for development and regeneration within Seaham and Murton;
- Assist in the consultation process with partners, stakeholders and the community;
- Assist in taking proposals forward with investors, developers and landowners; and,
- Raise the profiles of Seaham and Murton to stimulate further investment activity.

2. Objectives of the Seaham & Murton Framework

- 2.1 This development framework seeks to express the County Council's desire to stimulate regeneration activity and to guide investment and development in Seaham and Murton, with a focus on enhancing the vitality of both centres, and to build upon the potential within both settlements for further regeneration and investment activity. It is designed to secure the creation of modern and vibrant settlements with the potential to further diversify and grow. The work which underlies the framework has examined the specific needs of Seaham and Murton, together with the range of potential development opportunities that exist in the area and has devised a delivery plan to make provision for a series of key, linked physical regeneration projects which have the potential to have a catalytic effect in raising the profile and economic performance of both settlements. This work involved also an assessment of infrastructure needs associated with the framework area.
- 2.2 The framework draws also upon previous work undertaken by the County Council, partners such as the Homes & Communities Agency and independent, external advisors in relation to both Seaham and Murton. The framework demonstrates how development can be brought forward in a phased manner to benefit the area's economy whilst enhancing, simultaneously, the built environment. The wider opportunities and major projects are illustrated at Appendices 2 and 3.

The key drivers which underlie the framework include:

- Providing sustainable and vibrant settlement centres with a focus on deliverability, creating key opportunities for change by securing definitive proposals for development, redevelopment or refurbishment of land and premises;
- Establishing a clear set of priority projects together with a realistic delivery plan which reflects both market demand, investor appetite and availability of sources of finance.
- Promoting the diversification of the local economy and employment growth, led by the private sector;
- Developing the leisure offer and asset base, most notably in relation to Seaham North Dock, the coastal park, green infrastructure links between Murton, Seaham and the coast and gateway locations;
- Consolidating and building the population and expenditure base and improving the balance and mix of the housing offer to include market for sale, intermediate tenure and rented, which would in turn help to underpin a sustainable local economy;
- Optimising the environmental, social and economic sustainability of Seaham and Murton through the design and phasing of the developments and the implementation process; and,
- Ensuring that key stakeholders, in particular those using the settlement centres, are positively engaged in the process and that the final outcomes are ones which local residents and businesses have confidence and pride in.

3. Strategic Context

- 3.1 In July 2010, the Secretary of State announced the revocation of Regional Spatial Strategies, with immediate effect. However issued guidance (*Revocation of Regional Spatial Strategies letter – CLG July 10*) states that local planning authorities should continue to develop Local Development Framework (LDF) core strategies, reflecting local people's aspirations and decisions on important issues such as climate change, housing and economic development. Durham County Council is currently in the process of developing the Local Development Framework. The development of the LDF is based on an extensive and comprehensive evidence base which is available to view on the Council's website at <http://www.durham.gov.uk/ldf> . The evidence that underpins the preparation of the LDF also supports this development framework.
- 3.2 This framework is being produced to help support the emerging Core Strategy which is the key policy document to be prepared as part of the County Council's LDF and which will set out the strategic vision and objectives for the County over the next 15 to 20 years . With the introduction of the Localism Act in November 2011, it is considered likely that the work being undertaken to produce the Core Strategy will morph into the preparation of a Local Plan.
- 3.3 The strategic importance of East Durham is recognised within the County Durham Regeneration Strategy which aims to embed a "Whole Town" approach to regeneration activity and unlock the full potential of settlements and their communities. This strategy recognises that North East Durham constitutes one of four areas of opportunity within the county, taking into account spatial and economic considerations, housing, labour and travel-to-learn markets together with socio-economic characteristics. The emphasis is upon continuing to tackle deprivation and narrow the gap between the communities of East Durham and national and regional averages, sustain investment in modernising key employment sites and improving the balance between employment and housing.

- 3.4 In recent years, the Council has adopted a significant role in continuing to deliver the regeneration agenda for Seaham and Murton, most notably in terms of the projects and initiatives listed below:

North Dock, Seaham

- 3.5 The Council has, to date, delivered 2 phases of works to secure wider public access to North Dock and to create an environment which will form the basis of Seaham's improved offer to residents and visitors. The first phase involved enabling and safety works to provide a platform for future development. The second phase comprises the creation of a 77 berth marina, protected by new dock gates together with the construction of a 533 sq m commercial building on two floors to provide workspace for up to 12 businesses. Completion of final health and safety works is scheduled for completion in Spring 2012, at which time the marina and workspace will be open for business. The Council has, to date, invested over £3.2 million in the project which is key to Seaham's ongoing regeneration and expansion as a tourism/leisure destination.



Berths at North Dock, Seaham

St John's Square, Seaham

- 3.6 St. John's Square was developed in the 1960s as a civic heart for Seaham. Its environment subsequently declined due to a shift of services elsewhere, a shift of balance in the function of the town centre to Byron Place, dereliction and neglect, together with antisocial behaviour and vandalism.
- 3.7 Following the preparation of a feasibility and options study in 2004 and a master plan in 2005, the Council has sought to bring the area forward as a rejuvenated civic hub. Developments to date include the County Council's Contact Centre of 2,500 sq m which accommodates a library, Social Services office, and East Durham Homes' office among other civic functions.

Elsewhere on the 1.4 hectare site, the PCT is constructing a building of 3,500 sq m on 3 floors which will accommodate GP surgeries, a Walk-in centre, Mental Health Services, substance misuse services, X-ray and testing, chronic disease management and dental/physio/podiatry services and which will open in May 2012.

- 3.8 The Council will complete the public realm environment in support of the delivery of the masterplan once construction of buildings permits.



Seaham Contact Centre, St. John's Square

Church Street, Seaham

- 3.9 Church Street is Seaham's high street and the principal retail thoroughfare. It runs west to east from Blandford Place to South Terrace and is pedestrianised, save for a small section at the western end. Whilst there has been previous investment in public realm and street furniture, Church Street continues to underperform and has few national multiples.
- 3.10 Recently, the Council has established a scheme of Targeted Business Improvement Grants which is designed to offer owners and tenants the opportunity to access a range of financial incentives for improvements to business premises.
- 3.11 The scheme has offered 13 Grants in the current financial year amounting to £199,633. This has, in turn, attracted £711,993 worth of private sector contributions as an investment in Seaham's local businesses. The opportunity to solidify and grow these businesses has created 37 new job opportunities.
- 3.12 Most recently, the scheme is supporting the redevelopment of the former Haven Care Home on North Terrace which will see the creation of 5 new business units and 11 luxury apartments, with the potential to create 15 new jobs and opportunities through the County Durham Apprenticeship Programme.

Hawthorn Prestige Business Park, Murton

- 3.13 Hawthorn Prestige Business Park forms an area of 26 hectares (22 hectares net developable) situated to the south of Murton in East Durham, close to the A19 trunk road and the Dalton Park factory outlet shopping complex. The Business Park forms part of the site of the former Hawthorn Colliery and Cokeworks, once the largest and most heavily contaminated former British Coal site in the North East.

Between 1999 and 2002, the wider site was reclaimed and remediated at a cost of over £10 million. The majority of the site was reclaimed as public open space, however some 26 hectares (64 acres) of land within the site was engineered to be capable of supporting a future commercial end use.

Subsequently, the future use of the site as a business park was identified as the most suitable, strategic use based upon projected demand for serviced industrial land following expiry of the Enterprise Zone benefits in late 2005. £2.4 million from the National Coalfields Programme was invested for on-site infrastructure and servicing, required to bring forward the 26 hectares for a business park. Coupled with this, the County Council (through Single Programme, ERDF and Neighbourhood Renewal Fund) invested £3.45 million on “off site” costs, primarily the creation of a new link road between the A19 intersection with the A182 south of Seaham and Murton and the Park itself.

- 3.14 Although City of Sunderland Council is no longer treating this as a transport priority, the road is the first phase of a strategic route which is referred to as the Coalfield Regeneration Route that would link the A19 at Murton with the A182 north of Shiney Row. The route is the combination of three major schemes, the Central Route, the Hetton Bypass in the City of Sunderland and the East Durham Link Road in County Durham. Together these schemes would facilitate a regeneration corridor linking the main north-south strategic routes (the A1(M) and the A19).
- 3.15 The future development of Hawthorn Prestige Business Park is linked, strategically, to ongoing regeneration and economic development priorities for Murton and Seaham with particular geographic significance to the A182 corridor into Seaham from the A19 which serves, Spectrum Business Park, Foxcover Enterprise Park and the proposed site for the Centre of Creative Excellence. As a result, the business park is ready to accommodate a range of facilities with a focus upon high quality office and manufacturing premises. Masterplanning work suggests that the Park is capable of accommodating 68,258 sq m of office/manufacturing space, providing the opportunity for 660 jobs
- 3.16 Furthermore, the A19 is emerging as a renowned location for low carbon, automotive and high value manufacturing operations. This has been bolstered recently by the announcement by the North East Local Enterprise Partnership that an Enterprise Zone will be created, targeting low carbon offshore wind power and ultra low carbon vehicle manufacture. The Zone will comprise 3 sites on the River Tyne (for the development of wind turbines etc) and one on the A19, close to the Nissan car plant near Sunderland, for low carbon vehicles. There is potential to extend this concept throughout the A19 corridor and Hawthorn is well-positioned to take advantage of potential investments in this sector.

AAP, East Durham

- 3.17 East Durham Area Action Partnership (AAP) held its official launch in May 2009. The area covered by the AAP has a population of over 92,000 people. It offers a way of engaging with local people and working in partnership with organisations that operate within the area.
- 3.18 East Durham AAP established five priorities:
- Job Creation
 - Education
 - Children and Young People
 - Transport and Access
 - Infrastructure and Regeneration
- 3.19 To date, East Durham 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.

- 3.20 The AAP has established a successful record of partnership working and attracting match funding to supplement its four core budgets, which are:

Area Budget of £150,000 per year. The Area Budget is an annual allocation which is made to each AAP to support community led initiatives to meet local needs. The Area Budget has been provided to encourage community participation in decision making. The budget was used for five different projects in 2010/11 aimed at addressing issues within the five priorities listed above. A further £80,000 has been attracted as match funding to further support the delivery of these projects.

Neighbourhood Budget which is an annual allocation of £25,000 to each of Durham County Council's elected members in East Durham to support the improvement of priority social, economic and environmental activities in their area. There are 24 County Council elected members within the East Durham AAP area, equating to a potential spending power of £600,000 per annum. In 2010/11, 50 Neighbourhood Budget funded projects were implemented, equating to a spend of £688,919. These projects also attracted a further £540,952 in match funding into East Durham.

Highways Budget is an annual allocation of £6,000, which is made to each Durham County Council elected member and is designed to impact on priorities identified within the Local Transport Plan. In 2010/11, there were 24 individual projects supported through this budget which addressed highway safety by improving access, reducing speed and enhancing pedestrian facilities, contributing over £150,000 worth of highways improvements throughout East Durham.

Members' Initiative Fund is an annual allocation of £2,000 to each Durham County Council elected member, with the aim of tackling neighbourhood priorities in a dynamic and proactive way. It is there to support community and voluntary groups to develop their effectiveness and support them to respond to community and neighbourhood needs. There were 170 grants made in 2010/11 totalling £43,593.

- 3.21 The emerging spatial requirements from the preparation of the LDF establish a number of targets for provision in Seaham and Murton via a series of studies which review the capacity of retail space, employment land, housing requirements and infrastructure needs.

In summary, the key requirements for Seaham and Murton to the year 2030 include;

- Bringing forward a series of sites, in a phased release to meet market demand and an identified target of 700 new homes for Seaham and opportunities for over 600 new homes in Murton;
- A strong focus on the vitality and quality of the settlement centres together with the promotion of a number of key, underutilised sites for a mix of redevelopment and regeneration purposes;
- The area has a good supply of business space uses but still require further land to be brought forward for identified developments. This comprises 69 hectares for the Centre of Creative Excellence to the south of Seaham;
- There is no need to pro-actively plan for further convenience, comparison or bulky goods retail space in Seaham or Murton;
- Investing in community and physical infrastructure to meet the needs of Seaham and Murton, including addressing capacity requirements at the A19/A182 intersection;
- Extending the Coastal Park and enhancing coastal path links (for example to Murton via the site of the proposed film studio) and Seaham's denes.
- Further developing the tourism/visitor offer that the East Durham coast affords the

area, with particular emphasis on further development at North Dock, links from the dock to Seaham town centre, visitor accommodation and improving the environments in Church Street, Seaham and Woods Terrace, Murton.

4. Key Issues and Challenges

- 4.1 We have prepared a comprehensive socio-economic evidence base to support this delivery plan. The key findings from this evidence base are as follows:
- Across the former Easington District area, the number of jobs and the number of VAT registered businesses have both increased substantially over the past decade.
 - Seaham has seen very significant levels of investment in physical regeneration projects, stimulating private sector investment in property development for retail, business space, leisure and housing. In 2006, a survey conducted by Halifax revealed that Seaham was the top property price increase hotspot in England and Wales as average prices had risen by 172% since 2003.
 - The age profile of Seaham residents broadly follows regional and national trends, however there the town continues to suffer higher levels of unemployment and incapacity than national averages.
 - Murton has a high proportion of 60+ year olds compared to the national average and a lower than average representation of 16-30 year olds.
 - The framework area has a high rate of permanent sick/disabled generally but, in Murton, the rate is three times the national average.
 - Both settlements have healthy levels of home ownership although there are a very high proportion of properties in Council Tax Band A.
- 4.2 There are a number of distinct zones of activity within Seaham town centre, with Byron Place and Church Street forming a retail spine, however much of Church Street comprises low-grade, value retailing. Around Vane Terrace and St John's Square there is a concentration of activity in terms of professional and financial services, together with civic functions, health and retail. Overall, there is a need to introduce quality leisure, recreation and evening entertainment.



- 4.3 An analysis of the baseline studies undertaken to date, has assessed Seaham's potential to respond to the agenda for growth. Seaham finds itself in an advantageous position, given that it offers a high quality natural environment based upon its coastal location and characteristic seafront, built environment heritage, a desirable location for businesses seeking high quality space in close proximity to the A19, a new marina development at North Dock, recent investments in health and service facilities within the town centre, projected population growth and a strong housing market coupled with potential sites for growth.



St John's Church

- 4.4 One of the key challenges facing Seaham town centre is the interrelationship between the North Dock, the land above the Dock, the area around Byron Place, the environment and use of Church Street and the continued development of St John's Square as a civic hub. Whilst the relocation of the Dock Company from the heart of the town paved the way for Byron Place, there remains a need for better linkage of uses and activities along this east-west axis which, in turn, will help to bolster the levels of activity in Church Street.
- 4.5 Furthermore, there are a number of key town centre and gateway sites which are underutilised at present and which need promoting actively to bolster the vitality of the town centre. These are shown at Appendix 4 and are;
- Land Above North Dock
 - Railway Streets
 - Blandford Place/Caroline Street
 - Castlereagh Road/Tempest Road
 - St John's Square
 - Church Street
- 4.6 The visual quality of the townscape requires improvement in a number of key areas, particularly around Church Street, the northern end of Byron Place, Barclays Bank and the Sure Start building.



Barclays Bank

- 4.7 A key issue for Murton is the timescale for marketing and release of development land at Hawthorn Prestige Business Park. Since the Park was serviced, the market for commercial premises has declined. The combination of low occupier demand and investor appetite has stifled developer activity, compounded by reluctance amongst lenders to make finance available for speculative schemes. In the absence of a sustained recovery in the economy and occupier/lender confidence, the outlook for an improvement in market conditions to support an increase in the level of speculative development over the short to medium term is poor. In the absence of public sector contributions or incentives such as those seen with the Enterprise Zones, there is little or no capacity for further commercial development. This is not just an issue in Seaham and Murton; it is a problem facing the whole region.

The North East LEP's proposal for the new breed of Enterprise Zones accepts that the A19 corridor is a growth area for ultra low carbon automotive industries and other high value manufacturing. It is suggested that land at Hawthorn may be included in a second wave Enterprise Zone, but this is conditional upon funds being recovered and recycled from the first wave of sites and emerging competition for assistance. The Council and the Homes and Communities Agency (which retains a financial interest in the site) will monitor the position and release land when it is possible to do so in terms of demand and beneficial to do so in terms of economic impact.

- 4.8 On the eastern side of the settlement, the site of the former Murton Colliery is awaiting redevelopment. The site, which is owned by the Council and which extends to 12.14 hectares, was reclaimed to public open space standards in the 1990s with the aid of Derelict Land Grant. A property developer has applied recently for an extension of time to implement an existing detailed planning consent for a 3 storey managed business centre, workspace premises and live/work units, together with an outline consent for housing on part of the site. To date, delivery of the scheme (which is reliant upon a degree of public sector support) has been hampered by a variety of factors. The Council is continuing to work in partnership with the Homes and Communities Agency to facilitate redevelopment of this key site.
- 4.9 The largest retail centre in the Seaham and Murton area is Dalton Park which is located close to the intersection with the A19. Dalton Park is the largest outlet shopping centre in the North East with over 60 outlet shops equating to 14,989m² (161,338ft²) of floorspace. The centre is anchored by Nike, Adidas, Next, GAP and Marks and Spencer. Due to the different type of market these outlet shopping centres operate within, they have generally traded well during the last 3 years.

The County Council, in its role as planning authority has considered an outline planning application for a second phase of development and resolved, in June 2011 that, subject to the Secretary of State not exercising his power to call in the application and subject to entering into of a section 106 agreement, the application should be approved. The Secretary of State has confirmed that he will not call in the application for his own determination. Phase 2 proposals include an 8,450 sq m (91,000 sq ft) supermarket, a 2,045 sq m (22,000 sq ft) cinema, a 90 bed hotel and a further 2,045 sq m (22,000 sq ft) of shops and restaurants.



Dalton Park

Elsewhere in Murton, there is very little other retail provision with only Woods Terrace (a small neighbourhood centre) anchored by a Co-op food store. Elsewhere on Woods Terrace, there are other independent and budget retailers with several vacancies towards the southern end of the parade.

4.10 To create truly vibrant and sustainable centres in Seaham and in Murton will require the assembly of the necessary “building blocks”, infrastructure and appropriate investment to attract shoppers, business and leisure visitors and their expenditure. In addition, the centres are and will be home to numerous residents who can take advantage of the services and facilities available to them. There is a range of opportunities to be exploited and promoted and, in summary, the necessary conditions for sustainable and competitive settlement centres, building upon existing resources, will be as follows:

- The Council will work with private sector partners and others to deliver appropriate, market-driven solutions to optimise the use of the sites in the context of the primary retail area of Seaham town centre. In some locations, this may entail facilitating the provision of modern floorplates for retailers, office users and leisure providers and, in other locations, to improve the public realm and legibility between key areas. The priority sites are at:
 - **Land Above North Dock**
 - **Railway Streets**
 - **Blandford Place/ Caroline Street**
 - **Castlereagh Road/Tempest Road**
 - **St John’s Square**
 - **Church Street**
- Similarly, the Council will seek to support private property owners, retailers, service providers and other interested parties in securing and enhancing **Woods Terrace** as the primary retail area of Murton.
- The Destination Plan prepared for Seaham in March 2009 recognises that the town should make better use of its principal natural resources, being the coastline and the harbour. It proposes a series of initiatives, based around uplifting Seaham’s leisure offer to provide a safe and attractive environment for visitors. The Council has already delivered the first, key project in the form of a marina and dockside business units at North Dock. **There is a need to support the private sector and identify land for hotel development in the town. The Council will continue to work with partners to facilitate the growth of Seaham as a visitor destination.**
- There are a number of sites (to the north of Seaham town centre and throughout the village of Murton) that could provide residential development for sale, intermediate tenure and rent. **Additional housing close to the centres will help the vitality and viability of the settlements and the Council will continue to work with The Homes and Communities Agency and the development industry to deliver the new homes that Seaham and Murton require. In Seaham, this work is being undertaken by way of a Joint Venture with the Homes and Communities Agency which aims to deliver new homes and to facilitate the relocation of the town’s secondary school with the provision of new facilities.**
- The prospects for the development of a Centre for Creative Excellence (major film/media village) to the South of Seaham are of regional significance. The

scheme has the potential to act as a beacon for economic, educational and cultural opportunities and bring benefits to the economies of Seaham and Murton, nearby settlements and the whole region but has suffered delay in implementation due to the global restrictions on finance. **The Council will continue to work with the scheme sponsor, towards delivery of the project.**

- Seaham has been successful in attracting business space development to three sites which formed part of the East Durham Enterprise Zone Scheme from 1995 to 2005. Whilst this has provided the area with a supply of larger footplate, modern premises there remain unfulfilled opportunities to attract new businesses and additional employment, particularly at Spectrum Business Park. Additionally, there is an absence of smaller business units to accommodate SMEs. **The Council will endeavour to work with landlords and prospective incoming companies to ensure that Seaham and Murton take advantage of these opportunities and to encourage developments which offer business units for SMEs.**
- The Council will continue to work with partners to facilitate the delivery of an appropriate and feasible redevelopment scheme at the site of the **former Murton Colliery.**
- There are a number of examples of businesses in the locality and in the low carbon/automotive manufacturing sector which have been able to expand, increase exports, profits and employment. For example GT Precision Engineering has relocated to larger premises within the A19 corridor to undertake a programme of research and development, the manufacture of reduced emission exhaust systems and the employment of up to 200 additional staff. Other examples include TRW and Caterpillar. The sector supports over 2,000 jobs within the A19 corridor in East Durham alone. **The Council will continue to work with Business Durham, the development industry and companies in the low carbon/automotive sector to further expand research and manufacturing activity in the A19 corridor, including Hawthorn Prestige Business Park at Murton and the former Enterprise Zone sites in Seaham.**
- Baseline study work has identified that the intersection of the A182 with the A19 will reach its designed capacity as a number of proposed property development projects are implemented and it is likely that improvements to the junction will be required. Similarly, it is anticipated that new residential development to the north of Seaham town centre may trigger a requirement for road improvements around the intersections between the A19 and B1404 and between the B1404 and B1285. **The Council will work with the Highways Agency and private developers and owners to identify necessary solutions and to ensure that Seaham and Murton's wider infrastructure is capable of accommodating future requirements.**
- The potential exists to **extend the coastal park** concept out to the site of the proposed film studio/media village and on to Murton and to open up additional pedestrian routes along Seaham's denes.
- There are also opportunities to **enhance the outer gateways** to both settlements and to improve the surrounds of the A182 South of Seaham link road, particularly as it nears Seaham town centre.

5. Our Approach to Delivery

5.1 In terms of recent and ongoing major investments, the County Council has already spent approximately £3.2 million on procuring the marina development at North Dock, £5.5 million at St John's Square and £690,000 towards the link road for Hawthorn Prestige Business Park. Furthermore, the Council has committed substantial sums towards investments and interventions in the short term in the form of:

- £400,000 towards public realm works at St John's Square.
- £300,000 towards targeted business improvements in Church Street.
- £235,000 towards improving the entrance to North Dock.
- £250,000 for the refurbishment of the Lifeboat House, North Dock.
- £52,000 towards forward planning future development at Hawthorn Prestige Business Park.
- £1,032,000 expenditure via the AAP, drawing in a further £630,000 of match funding.
- Support towards a financial package of a maximum of £17 million to relocate Seaham School of Technology on the basis of an application to the Priority Schools Programme which is currently being considered.

5.2 These investments are supported by other funding sources, including:

- Heritage Lottery Funding
- Local Transport Plan
- Homes and Communities Agency
- Private business interests

5.3 The Council is currently actively engaged with a range of private sector developers and public sector partners in order to influence the pace and scale of development in Seaham and Murton and to lever in maximum private sector investment, design quality and opportunity for residents. Examples of such developments and projects include:

- Working with landowners above Seaham North Dock in order to bring forward new development.
- Working with the Homes and Communities Agency and the private sector to deliver high quality and affordable new homes and new business sites to support the resident population.
- Working with developers and the HCA to deliver a mixed use scheme at the site of the former Murton Colliery.
- Supporting private property owners to improve premises in Church Street through an improvement scheme targeting business premises.
- Working to identify a development partner and deliverable development solution for the remainder of St John's Square.
- Working with Visit County Durham to improve the area's tourism/visitor potential and
- Supporting and encouraging inward investment and local entrepreneurial activity via Business Durham and property developers.

6. Project Delivery

- 6.1 The County Council is involved in either leading or helping to shape the delivery of a number of priority projects across the town, in pursuance of the key drivers to regeneration outlined at Section 2.2.
- 6.2 In terms of leading regeneration opportunities in Seaham, the Council is actively pursuing the following:
- Building upon the marina established at North Dock and extending development activity to the Land Above North Dock with the creation of improved links to Byron Place and Church Street.
 - Delivering an improved access to North Dock and Marquess Point.
 - Refurbishing the Lifeboat House at North Dock.
 - Utilising land assets at Hawthorn Prestige Business Park to attract businesses in the low carbon, automotive and advanced manufacturing sectors.
 - Exploring opportunities for the redevelopment of key settlement centre sites.
 - Conducting a masterplanning exercise to advise on the delivery of new homes for sites in the north of Seaham.
 - Assessing infrastructure and environmental requirements across the framework area.
 - Delivering the County Durham Apprenticeship Programme to Seaham and Murton.
 - By way of a Joint Venture with the Homes and Communities Agency seeking to facilitate the relocation of the town's secondary school with the provision of new facilities.
- 6.3 The Council is also helping to support regeneration projects across the framework area. These are:
- Centre for Creative Excellence
 - Former Murton Colliery
 - Hotel provision in Seaham

Upper North Dock, Seaham

- 6.4 The North Dock marina and dockside business space are due to open in Spring 2012, upon the completion of Health and Safety and amenity works to the dockside. In addition, the refurbishment of the lifeboat house is due for completion in Summer 2012. The Council has further aspirations for additional phases of works at North Dock and is presently discussing pier stabilisation works with the Environment Agency and considering a further phase of public realm works to the wider dockside environment to include refurbishment of the historic dockside coal chutes and yet further access improvements. This is intended to form the basis of a bid to the Heritage Lottery Fund.
- 6.5 Above the North Dock sits a key site (referenced as the Land Above North Dock) at (what has the potential to be) a principal hub of activity and the link between the marina, Byron Place and Church Street. At present, this area is underutilised (with informal car parking and the visually unappealing Sure Start building). It occupies an excellent position however – overlooking the coastline and with direct access from North Road – making it suitable for a wide range of uses to further broaden Seaham's economic base. The Council is keen to take forward discussions for the redevelopment of this area on the clear understanding that any scheme must preserve and enhance links between North Dock and the town centre.



Land Above North Dock

- 6.6 In the interim, the Council is delivering a scheme to undertake improvements to land above the harbour adjacent to the North Dock in the form of a project which aims to enhance the space adjacent to the Marquess Point housing development and create an area which is both attractive and a useful public space whilst enhancing the access to the North Dock.

Currently the first phase entrance scheme to the North Dock is underway with phase 2 programmed to commence 27th February 2012. This includes new paving, planting, and street furniture to compliment the materials used at the North Dock Marina.

- 6.7 Additionally, the Council is to refurbish the Lifeboat House at Seaham North Dock to create a tourist attraction in line with the Seaham Destination Delivery Plan.

The project is programmed to start on site in late February with completion due in June 2012 and will be centred on the conservation and restoration of the Lifeboat House and a new build to house a Heritage Education, Sales and Display Area. The proposed enhancements will provide a heritage space where the George Elmy Lifeboat together with other heritage items will be exhibited as a focal point for local residents and visitors.

It is proposed this will help to develop the economic and cultural potential of the North Dock by creating a heritage based visitor attraction.

Railway Streets, Seaham

- 6.8 The Railway Streets zone is situated immediately to the west of Land Above North Dock. Railway Streets contains a mix of uses including an Aldi supermarket, former Co-op store, Barclays Bank, detached residential property, run down former public houses and a mix of other commercial premises. The area is visually and physically unappealing but occupies another key area of potential linkage between North Dock and the wider town centre. It offers a natural location for an extension of Seaham's retail area, although fragmented ownership is likely to make potential development sites costly and complicated to assemble.

- 6.9 Given that the prospects for intervention by the property development industry in this area are remote (in the short term) due to weak occupier demand, the Council wishes to further explore the feasibility of undertaking environmental enhancements in order

to improve connectivity between North Dock and Seaham Railway Station by the establishment of a Linear Park through the Railway Streets zone. This would preserve (and potentially enhance) the prospects of bringing forward development opportunities on underutilised sites according to market demand and as opportunities to acquire properties (eg former public houses) arise.



Opportunity for redevelopment, South Railway Street

Blandford Place/Caroline Street, Seaham

- 6.10 This area is situated at the western end of the town centre and accommodates a mix of 1970s housing, commercial buildings, a former Somerfield supermarket, a retail terrace with offices over, a doctors' surgery and a car park. Whilst the car park is in Council ownership, there are few other publicly held property assets in this area, suggesting that land assembly would be difficult.
- 6.11 However, as health services gravitate towards the emerging civic hub at St John's Square, there are prospects for future redevelopment for residential uses on (for example) the site of the Marlborough Surgery (following relocation). Subject to including appropriate car-parking provision, this would have the added benefit of rationalising the boundary of the commercial town centre area further eastwards which would assist in concentrating retail and commercial activities in Church Street and Railway Streets.



Marlborough Surgery

Castlereagh Road/Tempest Road, Seaham

- 6.12 This zone forms a triangular-shaped parcel of land at the western gateway to the town centre. It accommodates a mix of large, Victorian 3-storey buildings, 1980s flats, offices, industrial garages and a BT exchange. Planning permissions have been granted within the past 2 years (predominantly) for sheltered housing on the periphery of part of the site but not yet implemented. The land is in fragmented, private ownership.



Underutilised property, Tempest Road triangle

- 6.13 The Council wishes to encourage redevelopment within this area, not least to ensure that this gateway site to the town offers a more modern and vibrant appearance. The most logical potential proposals would involve a phased redevelopment of the area for residential uses to significantly enhance the overall environment. The timescale for redevelopment is contingent upon opportunities to acquire property coming forward and feasibility, however the Council is keen to undertake soft market testing with potential residential developers and to monitor acquisition opportunities.

St John's Square, Seaham

- 6.14 St John's Square is located on the south west fringe of the town centre and forms a previously run down civic area which has seen substantial public sector investment and regeneration activity in recent years, culminating in the construction of the Seaham Contact Centre (containing library, registry office, housing and benefits advice and a range of other Council and community functions). A multi-purpose Health Centre is due to open in May 2012.
- 6.15 The Council is keen to pursue an intensification of development in St John's Square in order to reinforce the function of the area as a civic hub and to assist in encouraging footfall and retail activity along Church Street as the link between St John's Square and Byron Place/North Dock.
- 6.16 Further development at St John's Square might include, for example, a re-provision of accommodation for Sure Start which would, in addition, assist in formulating comprehensive development proposals for the Land Above North Dock.
- 6.17 There are also opportunities for introducing town centre residential uses or other complementary uses on residual land within St John's Square. The Council has attempted, without success, to acquire the Volunteer Arms public house in order to stimulate developer appetite for the wider opportunities that the Square would then be able to offer.

Church Street, Seaham

- 6.18 Church Street is Seaham's primary shopping thoroughfare and is pedestrianised. Whilst it accommodates a limited number of national retailers (eg Boots and Greggs) the majority of shops are either local independents or secondary retailers. The street lacks visual appeal and the condition of properties (especially at the east end of the street) is generally poor.
- 6.19 In addition to the Targeted Business Improvement Grants which are available in Church Street, the Council wishes to implement further environmental enhancements. to improve Church Street's retail area to include the removal of damaged and deteriorated street furniture, to de-clutter the area and provide better signage links for visitors. The proposed design currently being prepared will provide a street furniture strategy for Seaham and a palette of materials. The project will also look to develop and improve the links between Byron Place Shopping Centre and St Johns Square encouraging shoppers and visitors to access the area and boost the economic viability of the town centre.
- 6.20 The Council is keen to facilitate better linkages between St John's Square/Church Street/Byron Place/North Dock and would look positively on proposals to rationalise Church Street with (for example) opening up the street through the removal of poor buildings to the eastern side and/or joining existing units together to form larger floorplates.



Byron Place from Church Street. Improved permeability required.

- 6.21 The Council is keen also to facilitate the rationalisation and more effective use of land and property within the wider town centre area. This could involve, for instance, making opportunity purchases of property at Adelaide Row, Blandford Place and other key retail/commercial locations.

Hawthorn Prestige Business Park, Murton

- 6.22 Hawthorn Prestige Business Park provides 22 hectares (net) of land suitable for a range of developments with Use Classes B1 (office) and B2 (manufacturing). The site has been fully remediated and serviced and is linked by a new road to the A182/A19 intersection. Previous masterplanning work has suggested that the site is capable of

accommodating 68,258 sq m of floorspace (representing private sector investment of circa £60 million) and supporting 660 jobs.

- 6.23 Following previous investment in the site, the Homes and Communities Agency has a continuing interest in the site and is working with the Council on arrangements to offer the site to market. The continued restrictions on the availability of development finance and suppressed demand mean that attracting speculative development is unlikely in the immediate short term
- 6.24 The Council and the HCA remain resolute in a desire to bring the Hawthorn site forward as soon as market conditions are more favourable as it will represent the next generation business site for the A19 corridor in the county and will enhance the prospects for expanding the automotive, precision engineering and high value manufacturing sectors which are embedded already in east Durham. Additionally, the Council continues to promote Hawthorn to the North East LEP as a source of potential future investment and to developers and agents.

Former Murton Colliery, Murton

- 6.25 The site of the former Murton Colliery has attracted interest from a property development specialist who is keen to bring a “network village” concept to this part of the county. The proposed scheme will include a “zoned development” with a managed business centre (B1), workspace units (B2), live/work units (C3 and B1), residential units and landscaping. The development proposes a business matrix for developing a new business network in Murton, and the surrounding area of the county. The development would comprise of 15 workspace units, serviced offices, 8 own front door offices (live/work), 230 new homes, a managed business centre, and 15 acres of parkland/open space. The scheme meets a number of the Council’s aspirations for the area but, to date, has been delayed in its delivery by a combination of factors relating both to the shortage of potential funding streams, restrictions on development finance and to the nature of the site itself.
- 6.26 The Council remains committed to assisting the Homes and Communities Agency and the development industry achieve delivery of the scheme with all its benefits in terms of regeneration and economic development.

Woods Terrace, Murton

- 6.27 Woods Terrace is the main shopping thoroughfare in Murton, although it is located close to the settlement’s eastern extremity. Woods Terrace is pedestrianised in its lower (southern) section and the quality of the public realm is good with evidence that, in the recent past, there have been investments in paving and street furniture. At the south-east corner, a housing developer is building Glebe Court, a range of 2-4 bedroom homes and this new housing, together with nearby schemes at Fairfield Park and Denewood will add to the nearby residential catchment.

Within Woods Terrace, the principal retailer is a Co-operative store, supported by a Lloyds TSB branch, post office, pharmacies and a range of independent retailers offering, for the mostpart, convenience goods, hair and beauty and other services. The main retail area is to the southern end of the street, below the link with The Avenue with only sporadic activity to the north.

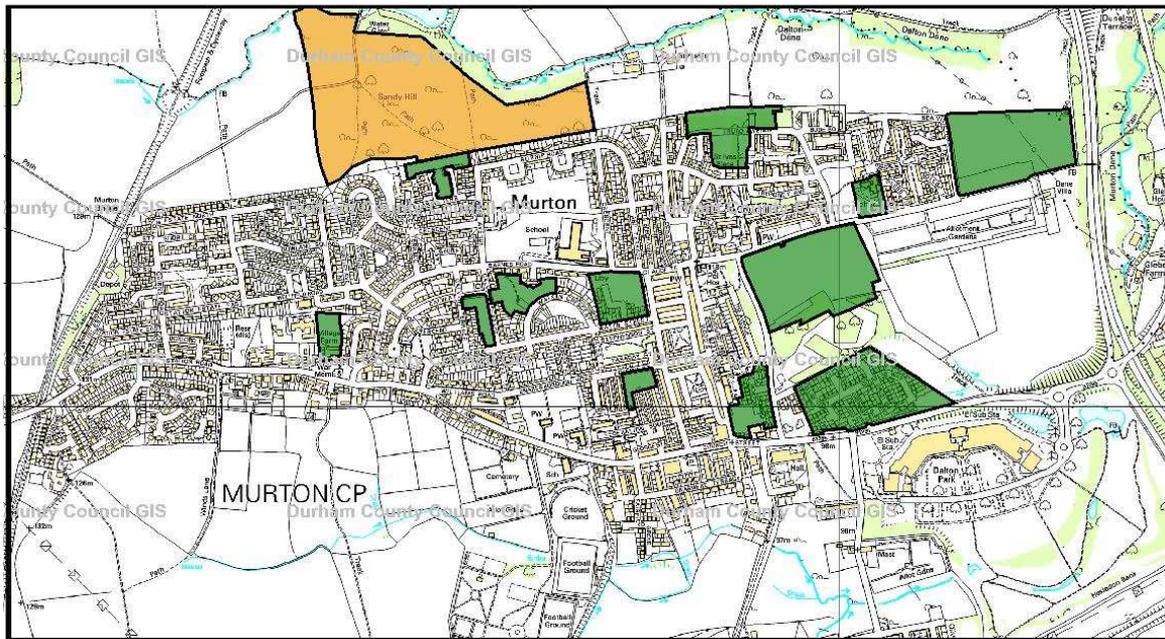
There is a comparatively high level of vacancies (especially on the western side of the southern end of the street) and a number of properties present unappealing,

boarded frontages which distract from the overall good public realm and properties which are well maintained by traders.

- 6.28 Subject to budget availability, the Council will look to stimulate investment by property owners and tenants in the built fabric of Woods Terrace in order to enhance the area's standing as a neighbourhood retail centre and strengthen the future viability and sustainability of the retail heart of the settlement. This might also translate, in the medium to longer term in attempting to create better links between Woods Terrace, areas of new housing and the expected emerging employment bases at Hawthorn Prestige Business Park and at the site of the former Murton Colliery. There may also be a case for attempting to facilitate some rationalisation of retailing within Woods Terrace to offer a more concentrated shopping offer to the southern end.

New Homes, Seaham and Murton

- 6.29 The Seaham Regeneration Strategy of 1994 proposed that the former colliery sites in the town (Vane Tempest and Seaham Colliery) be remediated, serviced and developed for new homes. The former Vane Tempest colliery is now the site of the successful East Shore Village development. Whilst the former Seaham Colliery site has been reclaimed and serviced, marketing of the site in 2006 coincided with the beginning of the downturn in market conditions and the restrictions on loan finance.
- 6.30 The emerging County Durham Plan suggests that Seaham needs to target the delivery of at least 700 new homes in the period to 2030.
- 6.31 The Council is working with the Homes and Communities Agency to identify a preferred, market-based development solution which will assist in relocating Seaham School of Technology from its existing site in Burnhall Drive to a new facility on part of the former Seaham Colliery, to be complemented by new homes on the remainder of Seaham Colliery and adjacent, Council-owned land at Malvern Crescent. The Burnhall Drive site would be redeveloped for housing, once the school has been relocated.
- 6.32 In view of the emerging spatial requirements of the LDF, the Council and the HCA are taking a wider view of the need to forward plan for new homes and are considering appropriate routes to bring forward more land on the northern side of the town centre. This is likely to include a range of sites within the Council's ownership (shown at Appendix 5) plus privately-owned land at Scawpie Dene.
- 6.33 A traffic impact assessment will commence shortly to advise on future road infrastructure requirements. The Council will endeavour to ensure that the preferred delivery solution will enhance Seaham's leisure offer for the benefit of both residents and visitors.
- 6.34 The Strategic Housing Land Availability Assessment recognises that, within Murton, there is a range of small to medium sized sites that have the potential to be developed/redeveloped for housing in a phased programme over 15 years. The majority of these sites have a "green light" under the SHLAA, signifying that the site in question is considered potentially suitable for housing as it could contribute towards sustainable, mixed communities. The provision of new homes in Murton, close to the centre, will support the settlement and enhance its vitality.



Potential sites for new homes, Murton

Centre for Creative Excellence, South of Seaham

- 6.35 The Council is continuing to assist in the development of a Centre for Creative Excellence which is a mixed use scheme, led by a private company, for the former South of Seaham Reserve site which comprises 72.3 hectares of agricultural land, accessed from the A182 to the south of the town.

- 6.36 The Coolmore masterplan (which holds planning consent) proposes 138,944 sq m of built development plus an external film set of 5,600 sq m. The built development consists of film studios, ancillary space, education space, student accommodation, hotel, leisure and other public buildings.

- 6.37 The Centre for Creative Excellence will create a strong higher education, university and skills development focus within the area and will comprise a campus for 1500-2000 students, communication industries, particularly television and film production. Over 2,400 gross direct on-site jobs will be created, to include those directly involved in film-making, but also in an array of other jobs, including bricklayers, decorators, electricians, hairdressers, wardrobe designers and make-up artists. A total of 1,750 net direct jobs in the East of the county will be created, supporting a further 113 net jobs (off-site) also in East Durham, together supporting an additional 115 net jobs across the rest of the region. It is calculated that the scheme will contribute £52.7 million in GVA to the economy of the county with an additional £6.7 million at the regional level. The Centre will be a beacon for economic, educational and cultural opportunities within County Durham and the Region.



Artist's Impressions – Centre of Creative Excellence, South of Seaham

Identification of land for hotel development, Seaham

6.38 It has been identified earlier in this document that there is a need to provide additional hotel and Bed & Breakfast accommodation in Seaham. This is a key issue in establishing the tourism infrastructure in the town. The Council will work with the private sector to identify land for such use and seek to support the delivery of suitable sites through the planning process.

Delivery Plan**Council Priorities**

Theme (& strategy)	Project Activity	Timescale	Outputs	Project Lead & Partners	Budget Details
Town Centre Regeneration Statement Destination Delivery Plan	North Dock <ul style="list-style-type: none"> Complete Phase 2 by Spring 2012 Pier stabilisation feasibility Progress HLF bid for Phase 3 	Short to medium term (within 1 to 5 years).	Regeneration of North Dock area through provision of marina and business space. Future works to stabilise pier and carry out public realm and environmental enhancements. Securing of additional funding through Environment Agency and Heritage Lottery Fund.	DCC, Environment Agency & HLF.	DCC spend of £3.2 million to date. Townscape Heritage funding of £104,000.
	Entrance Enhancement Scheme	Short term.	Improved access and environment into North Dock and Marquess Point.	DCC	£235,000 (including £100,000 URRI and £30,000 LTP).
	Refurbishment of Lifeboat House	Short term (by June 2012).	Creation of visitor attraction. Heritage preservation.	DCC, East Durham Heritage Group and HLF	£250,000 (including £50,000 From HLF).
Town Centre Regeneration Statement	Land Above North Dock <ul style="list-style-type: none"> Facilitate private sector-led development Secure linkages between North Dock and wider town centre 	Short to medium term (within 2 to 5 years) dependent upon market strength and availability of finance.	Regeneration of key site within town centre area for mixed use.	Likely to be private sector led. Current landowners DCC/Redefine.	Budget not yet determined. Overall project shortfall of approximately £3 million likely.
Town Centre Regeneration Statement Office Accommodation Strategy/ Customer First Strategy	St John's Square <ul style="list-style-type: none"> Completion of Health Centre by May 2012 Acquisition of remaining landed interests Public realm works Identification of developer for residual land 	Short to medium term (within 2 to 5 years) dependent upon market strength and availability of finance.	Health Centre £10.5 million. Intensification of development to complement that which is already in progress, or has been completed to reinforce the areas role as an integrated local services centre. Development could include a relocated Sure Start building to strengthen the proposed function of the area and unlock an important development opportunity at Site 1. Complementary residential development could add further vibrancy and vitality to the area.	DCC, PCT & Private Sector.	Seaham Contact Centre £5.5 million all expended. Approved budget of £400,000 for public realm. No further budget determined, but potential for a shortfall of circa £300,000 (assuming any Sure Start relocation costs are attributed to "Land Above North Dock).
Town Centre Regeneration Statement	Church Street <ul style="list-style-type: none"> Targeted Business Improvement Grant 	Short term.	To date, 13 businesses assisted, drawing in £711,993 of private funding and creating 37 new jobs. 5 new business units being created with potential to accommodate 15 new jobs.	DCC & Private Sector	DCC Budget of total £300,000 from 2011/2013. Private sector investment to date of £711,993.
	Environmental Enhancements	Short to medium term.	Improved environment for shoppers and visitors.	DCC	Budget not yet determined but circa £200,000.
Town Centre Regeneration Statement	Railway Streets	Medium term.	Short term environmental enhancements to improve connectivity between the residential areas and the Railway Station to the West with North Dock. Delivery of a Linear Park following the route of the former railway line. Long term development opportunities at sites which are currently under utilised or where buildings in poor condition according to market demand and strategic acquisition opportunities.	DCC & Private Sector	Budget not yet determined but environmental enhancements and linear park likely to costs circa £1.2 million

Theme (& strategy)	Project Activity	Timescale	Outputs	Project Lead & Partners	Budget Details																												
Town Centre Regeneration Statement	Blandford Place/Caroline Street	Medium term.	Residential development opportunity on the Council owned car park and potential intensification of residential dwellings on the Marlborough Surgery site (following relocation) Re-classification of the Town Centre boundary to refocus retail uses towards Church Street enhancing the vitality and vibrancy of the area as a retail destination.	DCC & Private Sector.	Budget not yet determined but likely to be cost neutral to DCC.																												
Town Centre Regeneration Statement	Castlereagh Road/Tempest Road	Medium term.	Phased residential development which will significantly enhance the quality of the overall environment at this gateway destination, including the potential demolition of buildings which are in poor condition and offer little architectural merit. Development phases contingent on acquisition opportunities and feasibility.	DCC, Private Sector & RSLs	Budget not yet determined but scheme likely to have cost/value shortfall of up to £450,000 dependent upon type of residential accommodation and acquisition costs.																												
Town Centre Regeneration Statement	Woods Terrace/Murton Centre	Medium term.	Cementing and enhancing the retail centre of Murton to promote the vitality of the centre.	DCC & Private Sector	Budget not yet determined.																												
Town Centre Regeneration Statement	Business Development Group	Short term (Group established already).	Improved communication via a forum to discuss common issues and help support key town events. Opportunities such as business advice, grants, training and support can be more easily targeted to businesses belonging to some collective body.	DCC & Private Sector	No current budget requirement. DCC devoting officer time & support.																												
Housing & Economy Economic Strategy	Delivery of New Homes in Seaham	Medium to long term.	Target of 700 new homes by 2030 to meet emerging LDF and SHLAA requirements. Supporting the relocation of Seaham School of Technology (at a projected cost of £17 million maximum) on the basis of an application to the Priority Schools Programme which is currently being considered.	DCC, Homes & Communities Agency, Private Sector and RSLs.	Budget not yet identified. Application currently with Priority Schools Programme																												
Housing & Economy Economic Strategy	Delivery of New Homes in Murton	Medium to long term.	<table border="0"> <thead> <tr> <th>Site</th> <th>Units</th> </tr> </thead> <tbody> <tr> <td>Former Murton Colliery</td> <td>180</td> </tr> <tr> <td>East of Sea View Walk</td> <td>148</td> </tr> <tr> <td>Truro Avenue</td> <td>71</td> </tr> <tr> <td>Woods Terrace East</td> <td>36</td> </tr> <tr> <td>Murton Nursery</td> <td>22</td> </tr> <tr> <td>Murton Primary</td> <td>44</td> </tr> <tr> <td>Rex Cinema Site</td> <td>15</td> </tr> <tr> <td>Bevan Square</td> <td>25</td> </tr> <tr> <td>Watkin Crescent</td> <td>34</td> </tr> <tr> <td>Calvert Terrace</td> <td>16</td> </tr> <tr> <td>Village Farm</td> <td>22</td> </tr> <tr> <td>Thomas Bros</td> <td>5</td> </tr> <tr> <td style="text-align: right;">Total</td> <td>618</td> </tr> </tbody> </table>	Site	Units	Former Murton Colliery	180	East of Sea View Walk	148	Truro Avenue	71	Woods Terrace East	36	Murton Nursery	22	Murton Primary	44	Rex Cinema Site	15	Bevan Square	25	Watkin Crescent	34	Calvert Terrace	16	Village Farm	22	Thomas Bros	5	Total	618	DCC, Homes & Communities Agency, Private Sector and RSLs.	Budget not yet identified.
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Theme (& strategy)	Project Activity	Timescale	Outputs	Project Lead & Partners	Budget Details
Housing & Economy Economic Strategy	Development of Hawthorn Prestige Business Park <ul style="list-style-type: none"> Review of demand and feasibility Marketing campaign Site disposals for development Site management 	Medium term (timescale dependent upon market conditions).	68,258 sq m floorspace (mix of B1 office and B2 manufacturing) 660 jobs Private Sector investment of £60 million	DCC, HCA & Private Sector.	To be determined. Current budget of £52,000 for forward planning.
Housing & Economy Economic Strategy	Redevelopment of former Murton Colliery	Medium term.	Business centre 2,720 sq m 15 workspace units 2,707 sq m 8 live/work units 1,183 sq m Parkland/open space 6.07 hectares 230 new homes Opportunities to accommodate 52 businesses and over 300 jobs. Private sector investment of £18 million.	Private Sector, DCC & HCA.	Proposed use of DCC land asset to assist in forward funding.
Housing & Economy Economic Strategy	Centre for Creative Excellence	Short to medium term.	138,944 sq m of built development plus an external film set of 5,600 sq m. Campus for 1500-2000 students. 2,400 gross direct on-site jobs. 1,750 net direct jobs within East Durham will be created, supporting a further 113 net jobs (off-site) also in East Durham, together supporting an additional 115 net jobs across the rest of the region. £52.7 million in GVA to the economy of East Durham with an additional £6.7 million at the regional level.	Coolmore Estates & DCC	Budget commercially confidential.
Tourism	Investment in Accommodation for Tourists & Visitors	Medium term.	Provision of additional bedspace to support tourism.	DCC, County Durham Tourism Partnership (CDTP) & Private Sector developer.	Estimated costs of £7.5 million based upon a mid-range hotel of circa 4,250 sq m which would offer 80 bedrooms.
Tourism	Visitor/Education/Heritage Centre	Medium to long term.	Provision of a dedicated facility, preferably at or close to the Harbour, to inform visitors as to Seaham's heritage.	DCC and CDTP	Budget yet to be assessed.
Tourism	Improved Signage for Visitors	Short to medium term.	Improved patronage of town centre.	DCC & Heritage Coast team	Budget not yet identified.
Tourism	Development of Calendar of Events	Short term.	Strengthening and extending existing events and filling gaps in the events calendar.	DCC, Seaham Town Council (STC) & CDTP	Budget not yet identified.
Tourism	Development of new Visitor website	Short to medium term.	Increased visitor numbers due to improved image, branding and ease of finding information.	CDTP	Budget not yet identified.

Supporting projects

Theme (& strategy)	Project Activity	Timescale	Outputs	Project Lead & Partners	Budget Details
Transport & Infrastructure Local Transport Plan Regeneration Statement	Traffic Impact Assessment	Short term.	Provision of relevant advice to establish guidance for necessary road infrastructure.	DCC	Awaiting fee proposal.
Transport & Infrastructure Local Transport Plan Regeneration Statement	Access Improvements to Spectrum Business Park	Ongoing.	Construction of improved access for Spectrum Business Park at Edith Street.	DCC	DCC £250,000
Education & Social Regeneration, Education, Job Creation, Children & Young People.	County Durham Apprenticeship Programme	Ongoing.	Assisting the creation of apprenticeship opportunities for unemployed individuals who live in County Durham and are between 16 – 24 years of age. The Programme will predominantly focus on creating additional opportunities within the private sector, especially SMEs with less than 50 staff. Within the Seaham area, the programme is seen as a key opportunity for employers to invest in their workforce and as an integral component of the 'Targeted Business Improvement' offer.	DCC & Private Sector	Budget established but not specific to Seaham and Murton.
Housing & Economy Economic Strategy	Business Space <ul style="list-style-type: none"> • Occupiers for vacant space • Pipeline of premises for SMEs • Encourage low carbon/automotive sector investment within the context of the A19 corridor offer. 	Short to medium term.	Securing new occupiers for available, vacant business space. New or refurbished business space for SMEs. Provision of land and/or premises and other support for businesses in the ultra low carbon/automotive sector.	DCC, CDDC, Private Sector and agents	Budget yet to be established.

Other projects

Theme (& strategy)	Project Activity	Timescale	Outputs	Project Lead & Partners	Budget Details
Education & Social Regeneration, Education, Job Creation, Children & Young People, Social (AAP Area Budget)	Area Budget Projects <ul style="list-style-type: none"> • East Durham Credit Union • Youth Project • Transport Fund • Pre-school learning • Future job training 	Commenced September 2011.	Establishment of credit union with 14 collection points in East Durham serving 600 individuals. Sports activities for young people aged 13-19 across four locations. Establishment of a Transport Fund which links to the Transport Advocacy Project which feeds information into the Transport Group regarding gaps in provision. Establishment of 2 pre-school learning groups. Enhanced qualifications and experience for six trainees who are employed through the Future Jobs Project as trainee Park Rangers working in Seaham and Peterlee.	DCC/Area Action Partnership (AAP), County Durham Credit Union, Groundwork North East, East Durham Trust, Pre-School Learning Alliance,	AAP £150,000 plus match funding of £80,000 committed.
Education & Social Regeneration, Education, Job Creation, Children & Young People, Social (AAP Neighbourhoods Budget)	Neighbourhood Budgets	Short term.	A variety of neighbourhood and community infrastructure and capacity projects, administered through the AAP.	DCC/AAP	Total cost of £1,229,871 comprising AAP funds of £688,919 and match funding of £540,952.
Transport & Infrastructure Local Transport Plan (AAP Highways Budget)	East Durham Transport Fund	Short term.	A range of highways improvements including, for example, Highway works, traffic calming, parking, footpaths, bus shelters and disabled access ramps.	DCC/AAP	AAP £150,000 committed.
Education & Social Regeneration, Education, Job Creation, Children & Young People, Social (AAP Members' Initiative Fund)	East Durham Members' Initiative Fund	Short term.	A variety of neighbourhood and community infrastructure and capacity projects, administered through the AAP.	DCC/AAP	AAP £43,350 committed