Arch

Ashington Town Centre Regeneration

- Portland Park Public Consultation
- Ashington Cinema Study

4th May 2018

Portland Park Public Consultation and Cinema Study Reports

The purpose of this paper is to summarise and present reports relating to:

- The Portland Park public consultation event held by Arch and Northumberland County Council (NCC) in September 2017.

- The Ashington Cinema Study commissioned by Arch following the consultation.

Background and Summary

Located in the centre of Ashington, the Portland Park site has been carefully assembled by Arch over a number of years to provide a catalyst for redevelopment and regeneration.

The early phases of development on Portland Park have already made a significant impact on the town centre, transforming what was formerly a disparate and impermeable series of property interests into a new highway network and creating the site for Ashington Leisure Centre. This state of the art leisure facility was developed on behalf of NCC by Arch at a cost of £21m and attracts over 500,000 visitors annually. This provides a platform for an enhanced leisure offer on the Portland park site, which reaches a wider audience and bring benefits and footfall to the retail and leisure offer in the town.

When the NCC headquarters building was cancelled in May 2017, Arch was asked to explore a number of alternative uses for Portland Park. Fundamental to this approach was active engagement with the community through public consultation to make sure local people had a say on what could be developed on the site.

Public Consultation

On the 19th and 20th September 2017, Arch and NCC held a public consultation event at Wansbeck Square, Ashington. A detailed report into the consultation process and the outcomes is attached in **Appendix 1.** This Statement of Community Involvement was prepared on behalf of Arch by consultants GVA. It not only presents information relating to the consultation, but also provides support in the planning process for future development of the site.

Planning Context

Under the Planning and Compulsory Purchase Act 2004 Local Authorities (modified through the Localism Act 2011) are required to prepare a Statement of Community Involvement (SCI).

Northumberland County Council's (NCC) SCI was adopted in February 2015. The SCI sets out how and when the Council will consult with local communities and how the process will be carried out. Whilst there is no formal requirement within the SCI for public engagement to take place prior to the submission of a planning application the document also ensures that there is a process which will allow an opportunity for comments on formal proposals.

Mindful of the above, whilst this consultation process precedes the preparation of a planning application, the consultation is undertaken conscious of the general objectives of this guidance ensuring community engagement throughout the pre-application process.

Consultation Process

The primary aim of the consultation event was to stimulate discussion and gather opinions on the form of development people want to see on Portland Park. Feedback forms were made available at the event and returned on the day or via the Arch Developments website. An electronic copy of the feedback form was also available via Arch's public consultation page, which provided those members of the community that were unable to attend the event the opportunity to provide their comments.

The online consultation portal was kept open for two weeks after the exhibition event. Overall, the drop-in exhibition was well attended with around 235 visitors across the afternoon and evening.

Following the two day consultation exhibition, further focus-group events were held with students of Northumberland College, Ashington Academy and the Northumberland Church of England Academy.

Approximately 50 people attended the Northumberland College consultation event on 11 October and approximately 200 people attended the Northumberland Church of England Academy – Josephine Butler Campus on 11 October 2017 with the Ashington Academy event being held on 24 November. The consultation material presented at the colleges was the same as that displayed during the general public event and was advertised within college circulars.

Representatives from Northumberland County Council and Arch developments were on hand to discuss the proposals with the students and stimulate discussions as to what facilities and services they would prefer to see in the town centre.

The majority of questionnaire respondents indicated that they frequented Ashington town centre for repeated visits throughout the average week, with 82% (439 respondents) stating they visited at least twice a week; notably 21% of respondents stated that they visit the town centre at least once a day.

The majority of these visits were undertaken for shopping (34%) with leisure the second most popular reason given for visiting the town (22%). Access to bus connections was identified by 17% of respondents with work purposes identified by 15% as the reason for their visits. Other popular reasons for visits to Ashington town centre were for taking children to school, socialising, eating in restaurants, accessing healthcare (GP/pharmacy/dentist) and other services (banks).

Conclusion of the Public Consultation

The consultation was well received and a good cross section of the public responded. The primary purpose was to determine the development most people want to see on Portland Park with the most popular response for a cinema/theatre, followed closely by additional retail units, bars/restaurants, ten pin bowling and a music venue.

Ashington Cinema Study

With the outcome of the consultation clearly indicating the preference for a cinema/theatre on Portland Park, Arch commissioned a feasibility study to establish cinema operator demand. The consultants were appointed specifically for their experience in the cinema sector and asked to:

- Work with Arch to instigate a process for realising the cinema aspirations for Ashington.
- Review the cinema market around Ashington and undertake a market analysis to ascertain the potential for a cinema presence and its likely impact.
- Ascertain the potential drive-time catchment of a cinema in Ashington.
- Estimate the admissions potential for a cinema in Ashington.
- Give a best assessment of likely on-going benefits to the town centre including:
    - Commercial (restaurants, ancillary leisure, retail etc.)
    - Social (conferencing, education, will provide access to many people within the local area who would not otherwise have access to a cinema offer within a 30-minute drivetime).

These instructions culminated in the Ashington Cinema Study report, a copy of which is attached in **Appendix 2.** Key findings of the study were identified under the following headings:

Regeneration: There is an opportunity to develop a multi-screen cinema as part of a retail and leisure offer in Ashington which will help to re-invigorate the town, particularly in early evening periods, and stimulate greater economic activity.

Sustainability: A high-quality cinema experience will provide improved trading opportunities each day and in particular during school holiday periods; and in the 6pm through to 9pm peak cinema trading hours. Other local traders including restaurants will benefit from increased footfall in the town centre as the area becomes a leisure, cultural and retail destination.

Employment: A town centre digital community cinema will generate direct and indirect employment opportunities and create a more diverse range of employment opportunities for the local population. Film Agencies including the BFI will offer support to town centre cinemas through their Festival and Audience Development Programmes.

Community Development: A digital cinema focussed on the Ashington community will host a range of content from blockbuster films to documentaries and educational screenings; live relays of theatre, popular and classical music, comedy, opera, ballet, museum tours and the regular cinema programme. This diversity of programming will cater for the youngest to the oldest members of the community. Cinema is about an experience, with customers engaging positively with film, entertainment and cultural events as well as with a mix of food and drinks.

Tourism & Heritage: There is currently a limited range of indoor family attractions. A cinema should provide an all-weather, all year visitor attraction for the local community, the coastal and rural communities around Ashington and tourists. It should complement activities at Woodhorn Museum. With a focus on cultural, heritage and archive opportunities, enhanced venue marketing and combining leisure resources there are positive future opportunities**.**

Additionality: An active and interesting digital cinema will attract local residents to visit the town area more frequently to shop and enjoy its unique assets and various attractions. They will also stay longer. It will also reduce the need to travel beyond the drivetime area to go to the cinema. A digital cinema will provide incremental screening opportunities as well as providing greater access to current film releases to all parts of the community.

Conclusion of the Ashington Cinema Study

The view of the study is that a town centre cinema in Ashington will provide access to many people within the local area who would not otherwise have access to a cinema offer within a 30-minute drivetime. This despite the close proximity of Vue at Cramlington.

Many posts on social media appear to support this and the study also captures comments made by members of the public since a recent article appeared in the local press about a cinema in Ashington in February 2018.

In a wider context, the total 2017 cinema box office in the UK & Ireland has beaten the record set in 2016 to become the highest-grossing year ever. The total across UK & Ireland was £1,378,280,334, up 3.6% from £1,330,545,090 in 2016.

Comparing a like-for-like period of 52 weeks in each year, 2017 is up 6.1% versus 2016. The record has now been broken in each of the last three years (2015-2017), following a small drop of 2.7% in 2014. Audiences want the right content on the right platform.

The latest box office figures confirm that audiences still feel that films are best enjoyed at the cinema with the biggest possible screen, the best sound, comfortable seats and the communal experience. Despite embracing online services, there's still a significant appetite for social interaction in the real world." High Streets increasingly having to compete with internet shopping, means more opportunities are opening up for leisure facilities including town centres.

The study concludes that “with a carefully considered business plan, Arch should be able to engage with operators to provide a sustainable, high quality cinema operation”.

If operator engagement proves successful, benefits can be significant as it creates the focal point for a new destination, increasing visitor numbers and footfall for all traders.

By generating increased town centre footfall (including increased numbers of people between 5pm and 9pm) there is potential for a cinema development to also support increases in retail and restaurant trade, supporting the sustainability of existing provision and also providing a market for a more diverse offering that is fully supported by the cinema development.

Whilst the findings of the study are extremely positive, if Ashington is unable to attract a recognised national operator, the development of a cinema led scheme on Portland Park will not be commercially viable.

The next steps are therefore crucial in gaining access to this highly specialised market.

Next Steps

To ensure Ashington is promoted at the highest level and attract operator interest, a prospectus is being prepared to market Portland Park as an investable location for a cinema.

This will be completed during May 2018. Once approved and completed, a programme of engagement with selected cinema operators will be undertaken with the aim to establish formative interest by the end of June 2018.

In the meantime, Arch is progressing an outline planning application for Portland Park that will incorporate a cinema as part of a comprehensive mixed-use development to include retail, food and casual dining. Further public consultation will follow as part of this process.

Appendices

Appendix 1: Public Consultation Report (Statement of Community Involvement).

Appendix 2: Cinemanext Consulting, Cinema Study Report.

GVA

Report

Statement of Community Involvement

Portland Park, Ashington

Arch Development Projects Ltd

February 2018

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Appendix V Schedule of Consultation Responses

1. Introduction

1.1 This Statement of Community Involvement (SCI) has been prepared by GVA on behalf of Arch Development Projects Ltd, its purpose is to report the comments and opinions raised during the public consultation events held with local organisations, stakeholders and the local community on what type of development they would like to see come forward on the town centre development site known as Portland Park. By way of context, the site was previously subject to planning consent for office uses as part of the relocation of Northumberland County Hall, however, the site will now come forward for alternative development proposals subject to consultation and further research into market demand.

1.2 Using the information gained from the public consultation, proposals for the site will be market tested and the proposals will be further developed. Following which further public consultation engagement will be held with the local community to explain the results from the initial round of consultations and how that has been shaped the proposals going forward.

1.3 This document details the levels of community engagement undertaken in preparing proposals for the next phase of Portland Park. Accordingly, this Statement is structured as follows:

- **Section 2: Relevant Planning Policy** – a description of the policy provisions for undertaking public consultation;
- **Section 3: The Consultation Process** – a summary of the consultation process undertaken in respect of the development proposals;
- **Section 4: Consultation Feedback** – a summary of consultation feedback and findings in respect of the development proposals, and;
- **Section 5: Conclusions** – summary and conclusions on the consultation process.

2. Relevant Planning Policy

2.1 Community participation is a key objective in the Government's reform of the planning system, provided for through the National Planning Policy Framework (NPPF), and the Localism Act 2011. This Section of the Statement will provide an overview of Government policy and other guidance in relation to community involvement in the planning system as outlined in the following documents:

National Policy Guidance and Legislation

- NPPF (March 2012)
- Localism Act 2011

Local Policy Guidance

- Northumberland Local Plan Statement of Community Involvement (adopted February 2015)

National Policy Guidance and Legislation

National Planning Policy Framework

2.2 The NPPF (at paragraph 189) recognises the importance of involving the community in the development of schemes and states that Local Authorities should, where they think it is beneficial, encourage applicants to engage with the local community before submitting their planning applications.

Localism Act 2011

2.3 S.122 of the Localism Act 2011 requires applicants to undertake consultation prior to submitting certain planning applications. The Localism Act 2011 requires the applicant to publicise the proposed application in such a manner likely to bring the proposed application to the majority of people who occupy premises in the vicinity of the land. The Act also requires the applicant to have regard to any responses to the consultation. Although this section of the Act is still to be commenced the approach to public consultation has taken the requirements of the Act into consideration.

Local Policy Guidance

Northumberland Local Plan Statement of Community Involvement (adopted February 2015)

2.4 Under the Planning and Compulsory Purchase Act 2004 Local Authorities (modified through the Localism Act 2011) are required to prepare a Statement of Community Involvement (SCI) which sets out how the council intend to consult and involve communities and stakeholders in the preparation and review of local development documents and in the process of determining planning applications.

2.5 Northumberland County Council's (NCC) SCI was adopted in February 2015. The SCI sets out how and when the Council will consult with local communities and how the process will be carried out. Whilst there is no formal requirement within the SCI for public engagement to take place prior to the submission of a planning application the document also ensures that there is a process which will allow an opportunity for comments on formal proposals.

2.6 Mindful of the above, whilst this consultation process precedes the preparation of a planning application, the consultation is undertaken mindful of the general objectives of this guidance ensuring community engagement throughout the pre-application process.

3. The Consultation Process

3.1 The purpose of the community consultation process is to involve local organisations, stakeholders and the local community and invite them to comment on what they would like to see come forward on Portland Park.

3.2 Consultation needs to be strategically planned and properly integrated with project development. A five stage process in community consultation to ensure transparency and understanding and encourage participation throughout the process is outlined below:

1) Identifying the relevant community to notify about the proposals through the consultation process;
2) Providing the community with information about the proposals;
3) Recording and analysing the feedback on the proposals to ensure the development fits in with the requirements of the community;
4) Addressing community feedback by amending proposals where appropriate and necessary; and
5) Publicising the key findings and the applicant's response to them.

3.3 This is the first stage of consultation and further consultation events will be held with local organisations, stakeholders and the local community to report back on the findings of the consultation exercise and the results of the market testing.

3.4 The remainder of this Section details how Stages 1, 2 and 3 of the above consultation process have been undertaken.

Extent of Community Consultation

3.5 It was considered that given the nature of the proposals it would be appropriate to ensure that the consultation focused on garnering the views and opinions of users of Ashington town centre and Ashington residents as they have the strongest relationship to, and interest in the proposals and should therefore be consulted accordingly. In addition, consultation would include key stakeholders that could provide valuable input into the pre-application process.

Principal Community Consultation Exhibition

3.6 The principal community consultation event comprised of a two-day drop-in exhibition that took place on Wednesday 20 and Thursday 21 September 2017, between the hours of 1 and 7pm. It was held in a vacant shop unit at Wansbeck Square in the town centre. The venue was chosen due to its accessibility by a range of transport options, including public transport and by those on foot in a location that would be widely known. In addition the town centre venue enabled opportunity for increased footfall from shoppers and visitors to the town centre who may have missed advertisement of the event.

3.7 Notification of the drop-in exhibition event was undertaken via a leaflet distributed to households and businesses which immediately surround the development site on 13th September. A copy of the leaflet and a distribution map are enclosed at Appendix I. In addition a press release detailing the event was published in the News Post Leader on 31 August 2017 to notify the wider public; the article is included at Appendix II. Information was also published on Arch and the County Council's websites. Furthermore the event is posted on social media channels, including Arch and the County Council's Linked-In and Facebook pages.

3.8 At the event two sets of consultation boards were displayed, these are enclosed at Appendix III. The boards set out two potential schemes for the site 'concept 1': a mixed use scheme incorporating a cinema/music venue and community facilities and 'concept 2' a retail-led regeneration scheme. The two indicative concepts shown were highlighted as being presented to simply stimulate discussion and were not presented as development proposals at this stage.

3.9 Representatives from Northumberland County Council, Arch Development Projects Ltd and its consultant team were available at the event to field a range of questions from the attendees. In addition, Cllr Richard Wearmouth and Cllr Veronica Jones attended part of the event.

3.10 The primary aim of the exhibition exercise was to stimulate discussion of the proposals and to gather opinions as to what form development would be preferred to come forward on the Portland Park site. To do this formal feedback forms were made available at the exhibition (Appendix IV). These could be filled in and returned in a box provided at the event.

3.11 In addition a copy of the consultation boards was made available via the Arch Developments website. This was widely publicised at the event and the website details were provided on the consultation boards. An electronic copy of the feedback form was also available via Arch's public consultation page, which provided those members of the community that were unable to attend the event the opportunity to provide their comments. The online consultation portal was made open for two weeks past the exhibition event.

3.12 Overall, the drop-in exhibition was well attended with around 235 visitors across the afternoon and evening. An attendance register was provided during the event but not all attendees registered on arrival.

Additional Public Consultation Events

3.13 Following the two day consultation exhibition, further focus-group events were held with students of Northumberland College, Ashington Academy and the Northumberland Church of England Academy.

3.14 Approximately 50 people attended the Northumberland College consultation event on 11 October and approximately 200 people attended the Northumberland Church of England Academy – Josephine Butler Campus on 11 October 2017 with the Ashington Academy event being held on 24 November. The consultation material presented at the colleges was the same as that displayed during the general public event and was advertised within college circulars.

3.15 Representatives from Northumberland County Council and Arch developments were on hand to discuss the proposals with the students and stimulate discussions as to what facilities and services they would prefer to see in the town centre.

3.16 The same questionnaires as the drop-in exhibition were provided which could be completed and submitted both during the college events and via post following the event.

4. Consultation Feedback

4.1 This Section of the Statement records the community consultation feedback received during the various consultation events held over the two month period. In total 560 feedback forms were received, to various degrees of completeness; therefore not all the figures presented below total to this amount.

4.2 For ease this section provides a summary of consultation responses received. The responses in full are documented at Appendix V of this report.

Demographic and Geographic Range

4.3 The variety of events held across the two month consultation period enabled engagement with a wide cross-section of Ashington's demographic. This is illustrated in Figure 4.1 which details the indicated age-range of respondents. Whilst proportionately the majority of respondents indicated they were under 24 years of age (55% of the returned questionnaires), responses were received from all age ranges. The age ranges are also reflective of the local schools and colleges consulted as part of the process.

Under 16	16-23	24-44	45-64	65 plus	Total
208	102	67	119	63	559

Figure 4.1 Age Range of Respondents

4.4 Furthermore, 72% of respondents indicated they were residents of Ashington town with the remainder coming from towns and villages within a 3km radius, including Blyth, Cramlington and Newbiggin. Therefore the responses received are considered to be representative of Ashington's population and frequent users of the town centre.

Visit Frequency and Motives

4.5 The majority of questionnaire respondents indicated that they frequented Ashington town centre for repeated visits throughout the average week, with 82% (439 respondents) stating they visited at least twice a week; notably 21% of respondents stated that they visit the town centre at least once a day.

4.6 The majority of these visits were undertaken for shopping (34%) with leisure the second most popular reason given for visiting the town (22%). Access to bus connections was identified by 17% of respondents with work purposes identified by 15% as the reason for their visits. Other popular reasons for visits to Ashington town centre were for taking children to school, socialising, eating in restaurants, accessing healthcare (GP/pharmacy/dentist) and other services (banks).

Preferred Development Proposals

4.7 The final question on the feedback form asked respondents to indicate[1] what form of development they would prefer to see developed at Portland Park. As illustrated in Figure 4.2 the most popular response was for a cinema/theatre to be brought forward on the development plots (366 respondents). Other popular options were additional retail units (314 respondents) and bars/restaurants (242 respondents), ten pin bowling alley (207 respondents) and a music venue (137 respondents).

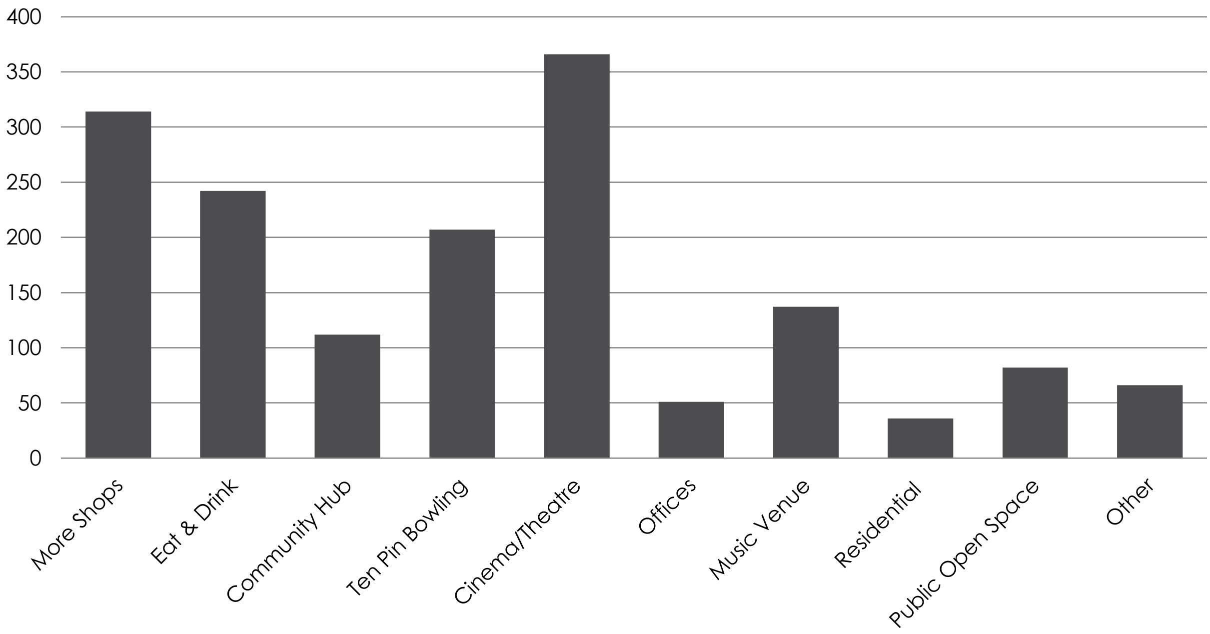

Figure 4.2 Preferred development options for Portland Park

Other comments and suggestions:

4.8 Questionnaire respondents were also asked if they had any other comments or suggestions. Figures 4.3 and 4.4 (below) and Appendix V (attached) detail the names of suggested operators or uses listed on the forms.

[1] Respondents could select multiple options

Suggested Retail Operators / Occupiers/Uses and Leisure Uses for Portland Park			
Aldi	Primark/Topshop	Home Bargains	JD Sports
Claires Accessories	TK Maxx	H&M/River Island	Fast food outlets – KFC, Nandos, Spud U Like.
Clothing Shops	Disney Shop	Dunelm	M&S
Millies Cookies	Paperchase	Perfume Shop	Schuh
Next	Pandora	Pet Supplies/ Pets at Home	Peacocks
Smiggle Stationary	Starbucks/Costa	Tiger Shop	Fat Face
Halfords	Mountain Warehouse	Debenhams	Lush
Children's play area	Public House	Music Venue	Cinema with restaurants i.e. Nandos, Wagamamas, Frankie and Bennys.
Indoor Retail Park or attractive shopping plaza	Climbing wall or Gymnastics centre	Bowling Alley/Indoor Bowls	Boutique Hotel
Swimming Pool	Outdoor Stage Area or Sports Facilities (inclusive of football pitches)	Indoor Snow Skiing – Xscape and/or Ice Rink	Cinema or Theatre
Casino	Indoor Market or smaller independent shops	Outdoor Paintball & Go Karting centre	Gym

Figure 4.3 Suggested future operators/ facilities (retail and leisure)

Non retail, leisure or office suggestions for Portland Park			
Bus Station	Northumberland College Campus	Student accommodation or bungalow developments.	Car Parking
Public toilets	County Hall	Metro Station or Rail Link	Event Space or Community Hub

Figure 4.4 Future operators/ facilities (non-retail/leisure)

4.9 Many of the suggestions expanded upon the question 5 of the questionnaire regarding development options naming specific operators and chains that would be sought after within the town. In direct relation to the alternative retail, office and leisure uses put forward for discussion, the majority of respondents would prefer to see a wider retail offer naming specific national retailers with a particular preference for a Primark (31 responses). Improved access to chain restaurants as part of a wider town centre scheme containing a cinema, theatre, ten pin bowling alley and/or music venue was also a recurring theme amongst suggestions. Others would prefer to see improved leisure opportunities with a climbing wall, indoor ski dome and a new indoor bowling green suggested, the latter being popular with the older generations who had previously played indoor bowls in the former Leisure Centre. Other responses suggested improvements to public facilities and infrastructure including a Metro station, public toilets, car parks and children's play area.

4.10 The uses suggested were wide ranging although key themes can also be identified which differ from the suggested retail, office and leisure options. These comprised a new and improved bus station (10 responses) a return to the original County Hall proposals (32 responses) which was often noted as bringing footfall to the town and an alternative use of the site for all or part of the College Campus was also noted within 25 responses.

Summary

4.11 The consultation events were well attended and received by the residents and users of Ashington town centre. All of the questionnaire respondents indicated that resided within 3km of Ashington, with respondents covering a range of age groups within the community. Therefore, the responses are considered to be broadly representative of Ashington's population and those that use the town centre most frequently.

4.12 In the context of looking toward alternative uses for the site in the future, it is evident that respondents would like to see a mixed-use scheme come forward at Portland Park with increased retail choice, food and drink establishments and leisure/entertainment facilities (cinema, bowling, music and sports) representing the most popular responses received. In addition, it was also evident that respondents would like to see public realm improvements to the attractiveness of the town centre.

5. Conclusions

5.1 Arch Development Projects Ltd would like to thank those who attended the consultation events and provided feedback on the future development options of Portland Park throughout the consultation process.

5.2 A concerted effort was made to present the proposals to the local community and stakeholders in the spirit of community consultation. The reaction to the overall community consultation process was overwhelmingly positive with 560 questionnaire responses received at the end of the two month consultation period.

5.3 The feedback from the community consultation process has demonstrated that overall, there is strong support for a mixed-use redevelopment of the site. In particular residents and users of the town centre would like to see an improved retail offer with a greater level of presence from national retailers. Respondents would also like to see a wider range of leisure facilities including new bars, restaurants and cafes and new entertainment opportunities headed by a cinema bowling and/or music venue for the town centre. This mixed-use vision would accord with the wider regeneration aspirations for Ashington in line with the Ashington Investment Plan.

5.4 The results of this consultation process will be considered further as part of the market testing exercise for potential future uses and further consultation will take place in due course.

Statement of Community Involvement – Appendices, Portland Park.

Arch Development Projects Ltd

February 2018

Appendix I – Exhibition Notification Leaflet

Public Consultation:
The Next Phase of Portland Park

Portland Park is a major regeneration site which is being delivered by Arch on behalf of Northumberland County Council. Works to create a new road network are already underway to improve traffic congestion and help pedestrians move around the town quickly and easily.

This public consultation event is being held so we can hear your views and understand what facilities you would like to see come forward in Ashington Town Centre.

Drop in public exhibitions will be open on:

- **Wednesday 20 September 2017**
- **Thursday 21 September 2017**

Between: **1pm and 7pm**

At: **Unit 1, Wansbeck Square, Ashington, NE63 9XL**

Representatives of Northumberland County Council, Arch and GVA will be on hand to discuss your ideas and answer any questions you may have. Feedback received will be highly valued and will help shape the proposals for the site going forward.

If you are unable to attend but would like to share your ideas on what you would like to see come forward in the Town Centre, the consultation boards and an electronic feedback form will be available at: www.archnorthumberland.co.uk/arch-developments/public-events/portland-park-2 from 20 September until 5 October 2017

For more information about the event, please contact Arch on **01670 528 488** or email **enquiries@arch-group.co.uk**

Delivered by Arch The Northumberland Development Company

In partnership with Northumberland — Northumberland County Council

Appendix II – Press Notice

Arch Press Release

31st August 2017

Public invited to share views on next phase of Portland Park

The public are being invited to have their say on the next stage of plans for the Portland Park site.

Portland Park is Northumberland County Council's major regeneration site in the heart of Ashington. The site is being delivered by Arch on behalf of Northumberland County Council which has already seen works start to create a new road network system designed to improve existing traffic issues within the town centre as well as to help pedestrians move round the town more quickly and easily.

Arch and Northumberland County Council are organising two public consultation sessions being held to encourage as many people as possible to attend and have their say on what facilities they would like in the town centre.

Those ideas and views are intended to be collected and developed to inform a new masterplan for the Town, will be shared again with the public in the near future.

The two public consultation sessions will take place on Wednesday 20th and Thursday 21st September, from 1pm-7pm at Wansbeck Square Ashington

The consultation material will be made available on-line after the public consultation events have finished, with the public also having the opportunity to provide comment electronically should they not be available to attend the sessions.

Peter Jackson, Leader of Northumberland County Council said: "The Council is determined to work with local people to create a new centre to the town which the community can be proud of. In addition I can confirm that the County Council will deliver the £2.9 million make over of Hirst Park and that the County Council has committed funds to further develop the £190 million Ashington to Newcastle passenger rail connection. The future for Ashington and the surrounding area is definitely exciting."

Cllr Richard Wearmouth Chair of Arch said: "We're looking at potential community uses, how we can enhance the environment in the town and how we can attract business use. We want to involve local residents in giving their views on what they would like in their town centre, and start a new exciting chapter in the development of the town. We are confident that working with the people of Ashington we can create a fantastic new development for Ashington that people will be proud of".

ENDS

Notes to Editors:

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About Arch

Arch operates as an investment and asset-based business with a £280m portfolio of commercial and residential property, the profits from commercial activities are reinvested to support economic and social development across Northumberland.

Wholly owned by Northumberland County Council and with a board drawn from the public, private and third sectors, Arch brings a distinctive and enterprising approach to promoting economic growth in Northumberland. It is a commercial business with an economic and social mission, wholly dedicated to taking care of its customers and investing in Northumberland's communities.

Arch is changing the face of Northumberland by:

• investing in residential and commercial property

• building new homes for sale and rent

• developing high quality industrial and commercial workspace

• implementing major projects across Northumberland

• managing an effective property portfolio

• attracting investment and promoting business growth.

Appendix III – Exhibition Boards

WELCOME

Delivered by Arch The Northumberland Development Company

In partnership with Northumberland Northumberland County Council

Thank you for attending today

Background

Portland Park is Northumberland County Council's major regeneration site in the heart of Ashington. Back in July 2016 planning permission was approved for the redevelopment of this part of Ashington Town Centre, which included new and upgraded highway infrastructure and a new office building for Northumberland County Council.

Following that approval, the County Council have decided to refurbish their existing offices and remain in Morpeth. However works have started on site to create a new road network system designed to improve the existing traffic issues within the Town Centre; as well as to help pedestrians move around the town more quickly and easily.

Improvements to Station Road have been completed by Northumberland County Council, designed to open up the road to one way traffic and provide on-street parking.

What is today about?

The construction of the new road network system is fully underway, and will create four development plots. The aim of this event is to seek ideas and feedback from the community as to how they would like the site to be developed.

We've provided some initial concepts on the next two boards to help you come up with your own ideas of what you might like to see.

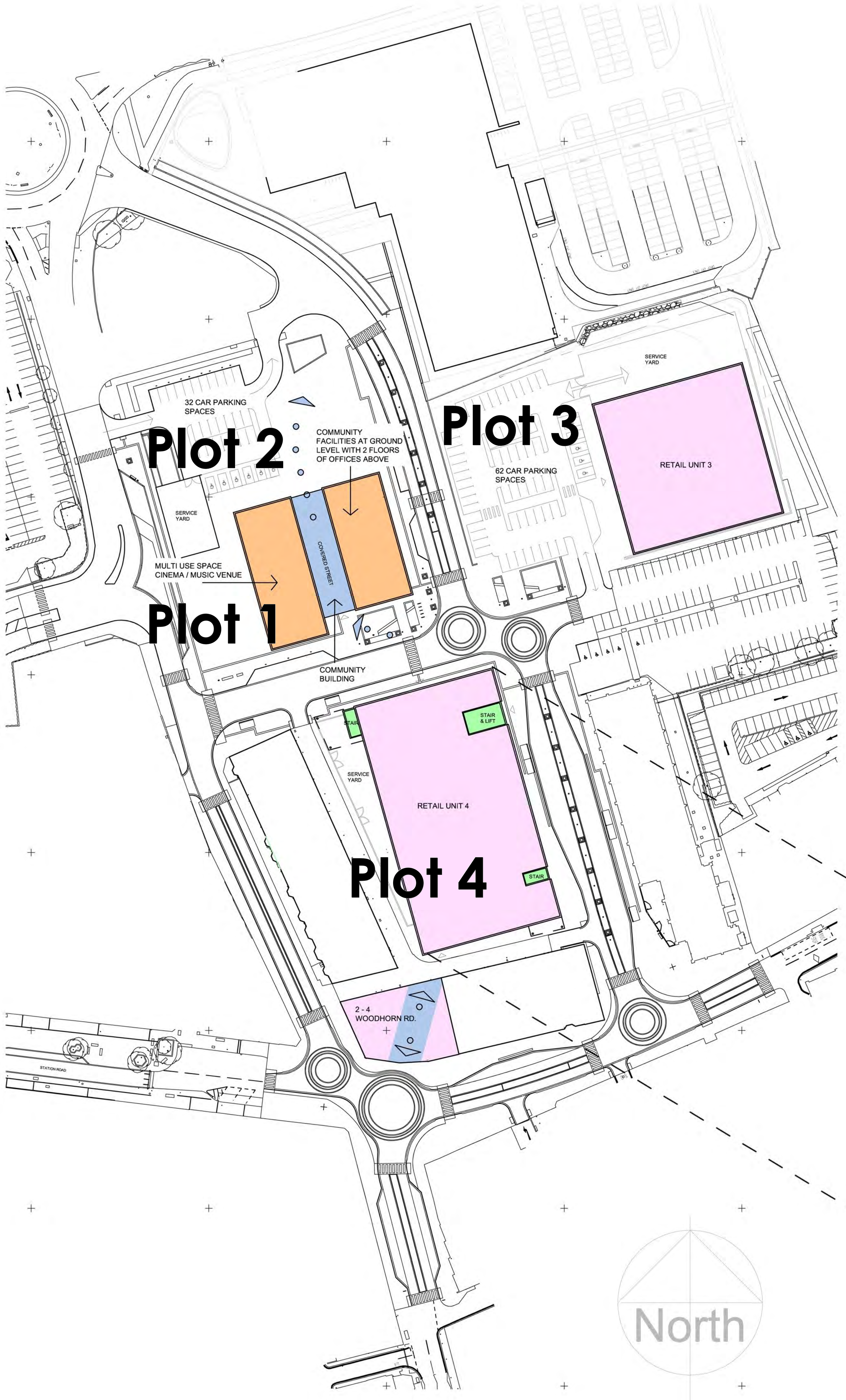
You are invited to complete a questionnaire to provide your views and suggestions on what facilities you would like to see created in Ashington Town Centre, subject of course to financial viability and sustainability.

Location of Portland Park

Concept 1

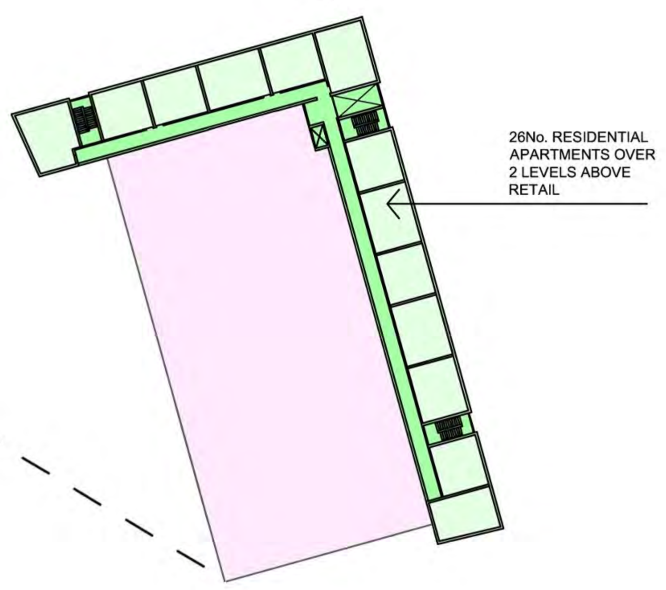
Delivered by Arch
The Northumberland Development Company

In partnership with Northumberland
Northumberland County Council



SITE PLAN (GROUND FLOOR)

MASSING STUDY



FIRST AND SECOND FLOOR PLAN (EXTRACT)

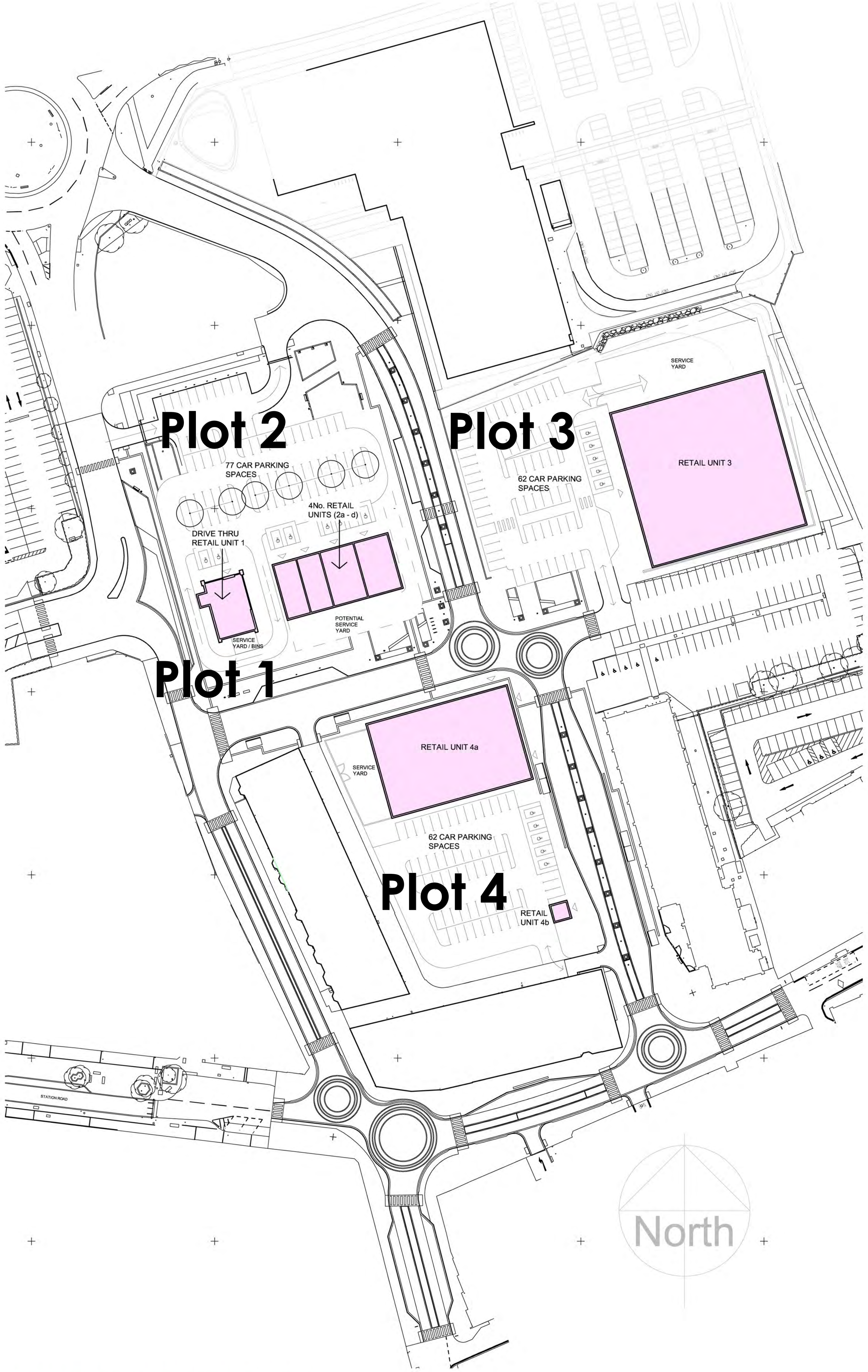
Concept 1 comprises:

Plot 1	• Cinema / Music Venue • Community Facilities • Offices above community facilities
Plot 2	• Car parking
Plot 3	• Retail
Plot 4	• Retail • 24 Residential apartments (over two levels) above retail
Throughout	• Car parking • Public open space, connecting the development with Station Road

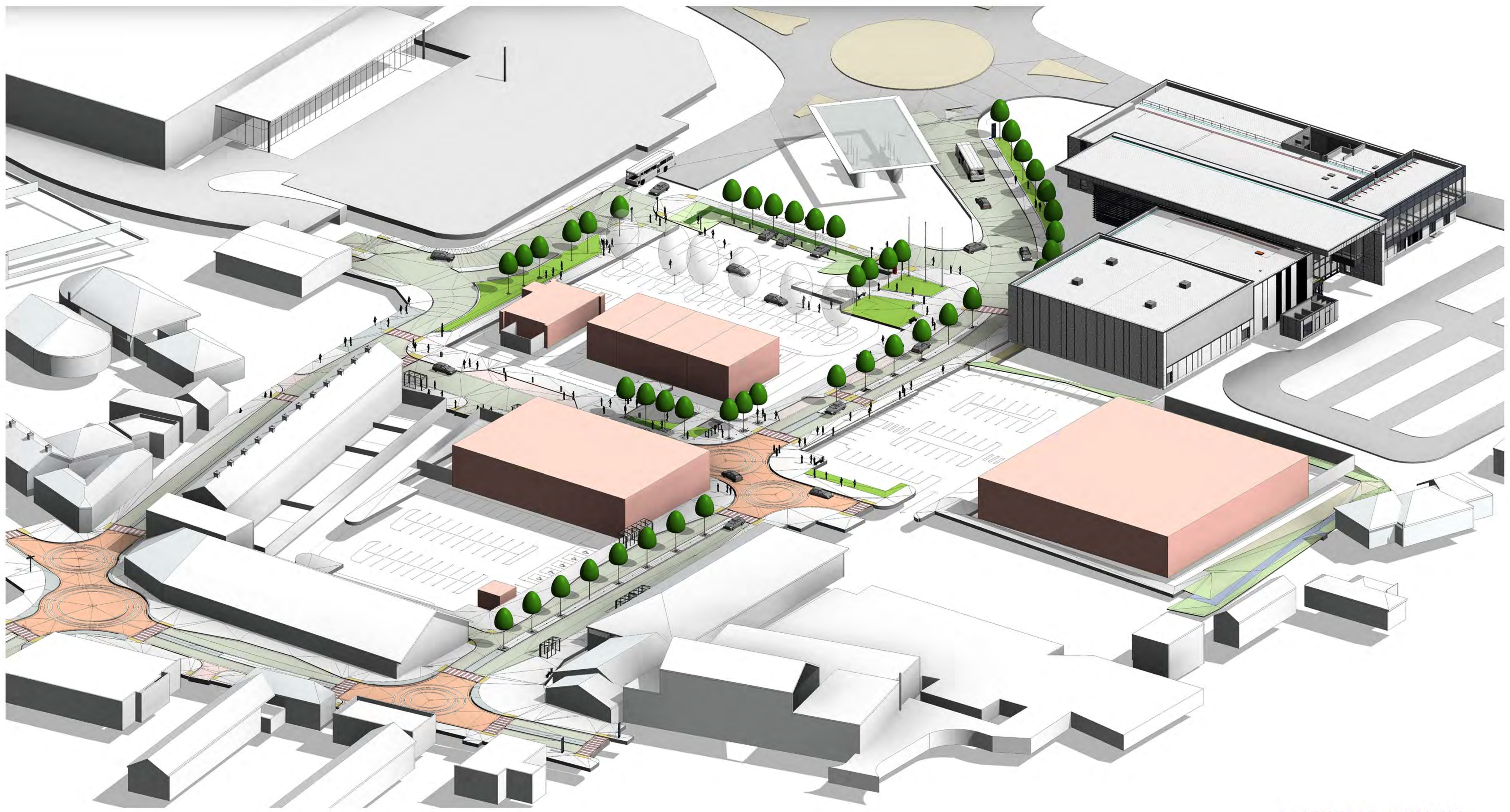
Concept 2

Delivered by
Arch
The Northumberland Development Company

In partnership with
Northumberland
Northumberland County Council



SITE PLAN (GROUND FLOOR)



MASSING STUDY

Concept 2 comprises:

Plot 1	• Retail • Retail / Drive Thru facility
Plot 2	• Car parking
Plot 3	• Retail
Plot 4	• Retail
Throughout	• Car parking

WHAT HAPPENS NEXT?

Delivered by Arch
The Northumberland Development Company

In partnership with Northumberland
Northumberland County Council

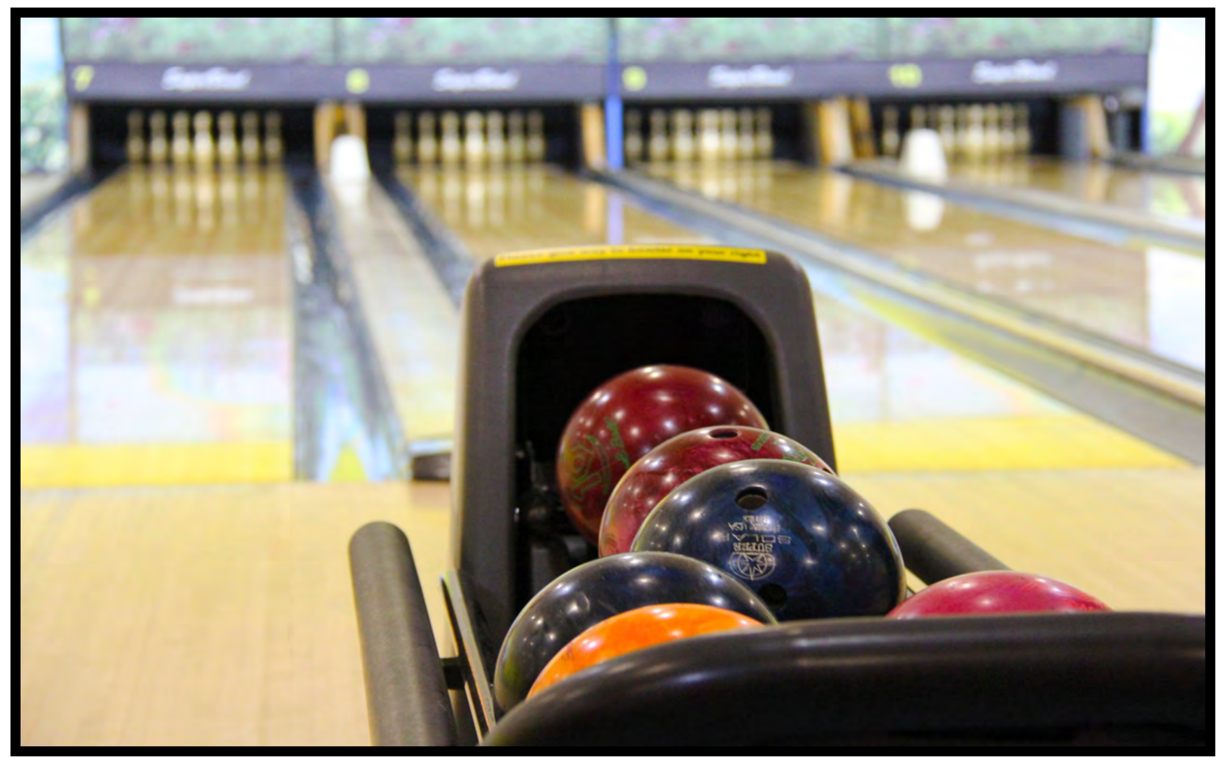
Thank you for attending today

Comments received today will be considered alongside discussions we are having with the Planning Department at Northumberland County Council and third parties. Suggestions received will be market tested and further developed. Following this process, a further public consultation will be carried out to consult on the final development options before a planning application is submitted to the Council.

We would appreciate your views on what you would like to see in the Town Centre, and would be grateful if you could fill in a questionnaire and place it in the comment box provided.

If you are unable to fill out a questionnaire today but would like to comment, feedback can also be provided via post (address details found on the feedback form) or via the online questionnaire that can be accessed at:
www.archnorthumberland.co.uk/arch-developments/public-events/portland-park-2

Any electronic or postal responses should be received by Thursday 5 October 2017.



Appendix IV – Feedback Form

NORTHUMBERLAND
Northumberland County Council

Arch

Portland Park Public Consultation Feedback Form

1. How old are you?

   Under 16 ☐ 16-23 ☐ 24-44 ☐ 45-64 ☐ 65 plus ☐

2. Are you an Ashington Resident?

   Yes ☐ NO ☐

   If no where do you live:………………………………………………………

3. How many times a week do you visit Ashington Town Centre?

   1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8+ ☐

4. What are you main reasons for visiting Ashington Town Centre?

   If your reasons are a combination of those listed below, please order from 1 – 5, with 1 being your main reason and 5 being your least.

   Work ☐

   Shop ☐

   Leisure ☐

   Bus Connections ☐

   Other (please specify below) ☐

Please provide additional comments

5. **What would you like to see developed on Portland Park?**

If you would like to see a number of the suggestions below, please identify your top 3 priorities, 1 being the highest priority and 3 the lowest.

More shops with a wider range of goods ☐

Greater choice of places to eat and drink ☐

Community hub offering a variety of services ☐

Ten pin bowling or an alternative leisure offer ☐

Cinema or theatre ☐

Offices ☐

Music venue ☐

Residential ☐

Public open space ☐

Other ☐

Please provide additional comments or other suggestions

Your feedback is important to us.
An electronic version of this form can be accessed at https://www.archnorthumberland.co.uk/arch-developments/public-events/portland-park-2 **and submitted to** enquiries@arch-group.co.uk **by Thursday 5th October 2017.**

Alternatively please submit completed hard copies to:

Arch Development Projects Limited
Wansbeck Workspace
Wansbeck Business Park
Ashington
NE63 8QZ

GVA

Appendix V – Schedule of responses

Flaxby - Public Consultation Questionnaire Responses - 16 June 2017

Q1. Age Group					Q2. Are you an Ashington Resident			Q3. How many times a week do you visit Ashington Town Centre ?								Q4. What are your main reasons for visiting Ashington Town Centre? If your reasons are a combination of those listed below, please order from 1-5, with 1 being your main reason and 5 being your best						Q5. What would you like to see developed on Portland Park? If you would like to see a number of suggestions below, please identify your top 3 priorites										
Under 16	16-23	24-44	45-64	65 plus	Yes	No	Comment	1	2	3	4	5	6	7	8+	Work	Shop	Leisure	Bus Connections	Other	Comments	More Shops with a wider range of goods	Greater choice of places to eat and drink	Community hub offering a variety of services	Ten pin bowling or an alternative leisure offer	Cinema or Theatre	Offices	Music Venue	Residential	Public Open Space	Other	Comments
				1	1		Portland Estates, Ashington					1					1				Bank. We do not want anything close, but County Hall. The people of Morpeth are not the only people who live in Northumberland											
				1	1					1							1	1				1								1		Would like to see County Hall here.
		1			1							1					1	1							1	1						An indoor market supplying a greater range of goods than the current market would be great. Many stalls holders on the current market pack up their stalls and leave early due to poor weather conditions.
		1			1							1				1	1		1					1	1	1		1				
			1			1	Stakeford			1							1	1							1	1				1		Outdoor swings and slides etc for small children. Outdoor bowling green, indoor bowling green. To connect with existing leisure centre.
			1		1						1						1	1	1				1	1						1		Like the concept. Main concern would be about takin business or football away from the shops on Station Road.
			1		1																Don't visit as there is nothing here, can do shopping online or in Asda. Prescription from Lintonville.			1				1			1	Indoor market. Would ideally like the original plan to be implemented eg County Hall.
				1	1					1							1						1		1	1						Hoping it wont turn out to be more office blocks.
				1	1							1					1					1			1	1						
			1			1	Newbiggin			1						1	1	1	1	1			1		1	1						As the Council have closed both indoor bowls centres, leaving hundreds of elderly and others with an outlet for sports, health, fitness and social think an indoor bowls area is a must. It is cheap to install and run and enable Northumberland to once again develop the sorts for all ages as we are now behind every other County.
			1			1	Newcastle						1			1								1	1	1	1	1	1			
		1			1					1						1	1	1			Music. Ashington lost its sense of community a long time ago. Our main heritage is the mines but when we JAZZ Ashington up we don't use local artists. We don't support our FM Community Radio Station we even lack the ability to add memories to add to the history books.	1		1				1				Open building with aim of hosting events. Conferences, public parties, music events, festivals, pantomimes, tea dances, political surgeries, town meetings. Need a diverse changeable space for people to host events and bring Ashington's sense of community back.
				1		1	Stakeford					1				1	1				Used to when the old leisure centre was open.		1		1	1						Ashington was a huge mining town and bowls were the miners pastime. Now it has been destroyed by closing the indoor bowls leisure centre. Number of older people played at the centre are now stuck in the house all winter and cant be good for their health.
				1		1	Stakeford					1					1	1	1													Indoor bowls
	1					1	Newbiggin								1		1	1	1	1	Family visiting scarce	1		1							1	Children's Park/free or low cost activities
				1	1								1				1		1													
				1	1								1				1		1		Used to be in Ashington 5 times a week. 4 times for bowls but have no indoor centre now.				1							Indoor bowls
				1		1	Newbiggin								1			1			Like to see indoor bowls facility as it keeps the elderly health and gets us out the house in the winter to meet friends.				1	1						Indoor bowls as have to travel a distance in the winter. When driving not so good for elderly who drive.
			1		1							1					1	1													1	Stick to original plan. County Council not a Morpeth Council. Not enough people to maintain a cinema, music. Do not need more shops or food outlets. Do not need housing in the centre. The original plan is what is needed.
			1		1										1		1	1			Create a destination at Wansb3ck Square (Sports Director or Weatherspoons) to compliment the new Portland Park development (college/retail). Man street benefits from a desfunction at end end one which is a boosted by the reopening of the railway station.	1		1				1				
			1											1		1	1		1					1				1				Original plan should have been scrapped. Retail ok but plenty empty shops. Don't need more food outlets. What employment will this bring in have interested companies been advised. What is the cost?
				1	1									1			1	2	3				1	1		1		1		1		Proper bus station similar to Morpeth. Large mural on the wall facing weatherspoons (old wallaw cinema) Depicting Ashingon's past, present and future. Any monies allocated for redevelopment of Ashington should not be spend on redevelopment of Morpeth or County Hall.
			1		1							1					1	1									1					Ideally something built that would bring jobs to Ashington. Moving County Hall here and people working here would start spending money here and start aiding the redevelopment of this town.
			1		1								1				1	1				1	1	3								
		1			1											1	1	1				1	1	1								
			1		1									1			1	1	1			1				1		1				More variety of retailed by names eg M&S TK Maxx like Manor Walks - very good shopping centre.
			1		1					1							1	1						1	1	1		1		1		Just to make people stay in the town instead of having to travel.
				1	1					1							1			1	Eating lunch/dinner	1	1	1								Concept 1: has the right balance. Rest to keep residents in Ashington than have travel out of Ashington.
		1			1							1					1	1		1	Banking facilities	1			1							Outdoor adventure playground near leisure centre facility.
				1		1	Newbiggin		1								1		1					1	1	1						Only being allowed 3 suggestions above the idea of a music venue is also a good one. However non of he proposals cater for bus users. The only thing any successful centre needs is a decent bus station.
		1			1				1								1	1		1	Banking	1	1		1							Would personally like to see extended leisure facilities (climbing wall) feel that providing something that cannot be found elsewhere locally (music facility) may be more of a draw o users.
			1		1				1								1					1	1	1								Further education/training for young people with learn disabilities/difficulties. Business opportunities on site for work experience within the community. Multi-storey car park for longer parking term.
				1	1									1		1	1	1	1		Provide a music venue for young people and choirs	1			1			1				Rail service to the museum
			1		1						1						1	1	1			1		1				1				County Hall would have brought Football onto the main street which would have encouraged decent shops to come to Ashington. Lets hope the Council shake their magic money tree and help the people of Ashington to prosper.
			1		1						1						1	1				1	1	1	1	1	1	1				Would of liked County Hall here would of brought money into the town.
				1		1	Stakeford	1												1	Bank. Would come more often if we had a bowling club which would cover all ages.				1							Indoor bowls required. Having to travel to West Clenflod or North Shields - please send results to my address - Doug Curry, 11 Bowfell Gardens, Stakeford, NE65 5HA
		1			1									1		1						1		1						1		Ashington Bus Station is a mess and also unsafe crossing the roads in the bus station. Need decent shops and more to create jobs. Community venue somewhere for people to gather, something for the older and younger age groups.
			1		1										1	1									1	1		1				
		1			1			1									1				No entertainment in Ashington (family) shops are poor quality need footfall for big business to come which is what County Hall promised, plus the rail links would be more viable as workers would use it.		1	1		1	1					Not residential unless it is student accommodation. Would like to see a project with some predicted footfall as County Hall. Purpose built college . Cinema/complex would be good too. I have to travel to Cramlington for entertainment. Few facilities for children such as trampolining park or something similar.
			1		1												1	1			Occasionally for community events											Like to see the original plans and bring the council buildings here. Would then enhance everyone's experience and then retail and leisure developments would have followed. Massive disappointment and now the potential investors for Morpeth have pulled out so nobody is a winner. Need jobs so residential then have income to visit restaurants cinema etc
			1		1							1					1	1		1	Leisure, banks	1				1		1				Interesting to see proposed traffic flow around area.
			1		1			1									1					1		1	1			1				Something for younger residents, an open space to play basketball etc bench seating so they can socialise. Provision for the bowlers since the institute was taken away. Quality shops to make it worthwhile to travel here.
			1		1					1							1			1	Banking facilities, space for better class market	1	1			1						Ashington needs high quality shops which attract people. Cinema/theatre multi entertainment complex would have same benefit covering in the main street like Cramlington would also be beneficial. Large car parks are useless without facilities to visit.
				1	1					1							1	1		1	Banking close to charity shops. Drop high street rents, encouraging much better retailers into town. Keep car parking free. Concept 1 is obviously the best of the two.	1	1			1						Spend money to cover in the main street both sides of the bridge. Make it weatherproof. Will attract better shops like Manor Walks Shopping Centre as example. Cinema/theatre would be useful addition as would decent restaurants.
		1			1									1		1	1	1				1	1		1	1	1					Rail connections to Newcastle and surrounding towns.
		1				1	Blyth					1				1					Metro/train access will have a big input to the surrounding area in Blyth etc. That decision will draw footfall and more businesses into the area.	1			1	1	1					
				1	1						1	1					1	1			I shop to met friends and bring grandchildren on Market Day and visit the library often and kids love soft play at the leisure centre.	1	1	1								Very much welcome a nice meeting place for the people and visitors to Ashington. Like the plaza at Morpeth with some nice shops and music played at xmas. I think it would be great for trade too. It would be said if it is waste on mediocre buildings, it is a chance to put Ashington on the map. Ashington deserves to be revamped to add to our lovely leisure centre and Woodhorn Museum. Costa coffee shop would be appreciated and nice clean toilets. Morpeth is popular as it has something for everyone. Ashington could follow suit.
			1			1	Stakeford					1						1			Visit leisure centre around 5 times per week.			1		1			1			I believe that mixed land use in the towns city centre is a way ahead. They no longer success as per support zone. Very much like the new traffic flow plan. Concept 1 looks good to me.
		1			1									1		1	1	1				1	1	1	1							Concept 1 has potential, the balance between retail and community use is good. Personally believe cinema/music venue looks good on paper but will not remain a long term fixture. Better retail and more parking is key for success. More community spaces for clubs/activities for all ages is needed. Lack of investment for years has imported generations of people. Something for children and teens to do and look forward to is a necessity.
				1	1									1			1	1	1		Banking	1	1			1						Something like The Gate in Newcastle with cinema on the top floor and choice of places to eat and drink.
			1		1				1								1				Only shop in Ashington if it is essential as the shopping facilities are terrible. Desperately need retail shopping.	1				1		1				Hirst residential and that end of Ashington is run down. Desperate for decent shops and also somewhere for families to go cinema, music venue instead of going out of town. Need more jobs which would benefit.
		1			1							1					1		1			1	1		1	1		1				
		1			1				1								1				Like to use the High Street more. Quality of shops is poor and most people go to Morpeth/Cramlington						1					Disappointed that County Hall is no longer going to be relocated to Ashington as promised. Would have provided jobs in the area and investment to the High street. Don't think providing a cinema would generate enough use as people can go to Cramlington.
				1	1					1							1		1			1			1					1		Would like to know what Peter Jackson is going to do with the office block and why did he not want to come to Ashington. Morpeth County Hall until he turned it down wasting money on the new build and County Hall.
	1				1						1						1	1				1			1							County Hall
			1		1						1						1	1													1	Needed County Hall. Without it or a similar employer. Cannot see much of a future for Ashington.
			1		1				1								1					1	1			1						
			1		1								1				1	1			Doctors and council tax payments				1	1	1			1		
				1	1							1					1		1		Ashington needs a bus station.	1		1		1						Bowling alley, leisure for under 30's. Bus station a must.

			1		1					1							1	1							1	1		1		1		Nothing on these options to replace the proposed 600 jobs attached to County Hall. Shops and community facilities were already planned. 1 or 2 large shop units wouldn't transform Ashington's retail offer. We have enough places to eat. No more offices required as there are a number vacant. Housing market is fragile. Public open spaces should be bigger than Wansbeck Square.. Boutique Hotel community run with exhibition space and conferences spaces . Make Portland Park a gateway to Northumberland. Local goods for sale, boutique shops, entertainment a real community hub not just for statutory purposes. No more housing. Residential site must generate jobs and income for Ashington, public space big enough to use for events and enable community to come together.
				1	1						1						1				Banking			1	1	1						Public toilets more for the youth.
			1		1			1									1						1			1				1		Would like to have seen County Hall built here with £2 million already spent. College in centre of town. No more retail as this would definitely be the end of the main street.
			1		1					1							1						1		1	1						New bus station with toilet block like Morpeth and leisure facilities for all.
			1		1					1							1	1					1			1				1		County Hall facilities would have had real benefit to the regeneration of Ashington Main Stteet. Have economic benefits from a large number of office based workers spending within the town. Not in favour of residential property being built in this area.
			1		1			1									1								1	1				1		Leisure - affordable space for Ashington people - football, bowling, music. Appropriate for all ages OAP to young families.
				1	1			1													Banking			1	1	1						Toilets
				1	1							1					1		1				1		1							New bus station with toilet block like Morpeth.
				1	1					1							1	1	1			1		1	1		1		1	1		Think there could be a rise in commercial and residential activities.
1					1				1								1	1			Cinema, JD Sports, Primark, Next and a Wickes. The paintings as you enter the Main Street are very nice as they are bright and gold and bring back memories of Ashington . Maybe a Smiggle for the children		1		1	1						
				1	1					1							1	1		1	Appointments	1		1							1	Revert back to original plans and have County Hall.
		1			1										1		1	1	1			1	1		1	1						Consultation wasn't well publicised with a single small article on the new post leader and to being with posts in Morpeth Facebook Groups. Anyone who doesn't get to read the paper, anyone with internet access or who isn't a member of the right groups stood no chance of attending. This is also not completely a consultation as the road network is already being developed. Ashington needs more leisure facilities, cinema would be fantastic, bring jobs and more people in who otherwise trek to Cramlington or Newcastle. Ten pin bowling or a large arcade. smaller footprint like a 3/4 storey mall like the metrocentre would help. Doesnt need more offices as there are so many standing empty on the business park. Provision for a metro would be good and car parks underground rather than taking up open space with these.
		1			1								1			1	1	1			None of the concepts are job creation. Shame the conservatives decided to lie to win voites and a shame that they cannot see the benefit of 900+ workers in the town could do.	1	1			1					1	County Hall. All it comes down to is what is sustainable. Who will manage/run venues such a music etc. Think the Northumberland College sited n this land will being a cinema a and retail. Why isn't this an option?
		1			1										1	1	1	1	1			1			1	1						No charity shops, large retail shops no phone shops.
		1			1										1	1	1	1				1	1			1						Not residential, not charity shops, not phone shops, large retail shops i.e.. Next, M&S
	1				1										1	1	1	1	1													
	1				1										1	1	1	1	1			1			1	1						No more charity shops and no more fast food restaurants.
			1		1									1			1	1				1	1			1						Concept 1 seems to provide the best mixture of job creations and leisure.
		1			1								1				1		1			1			1	1						Bring Audi and KFC down into the town centre. Bring into Ashington what Ashington doesn't have, no more charity shops. A Mini/smaller version of Keel Row or Manor Walks and an arcade.
		1			1					1							1	1				1	1	1	1	1	1	1	1	1	1	
			1		1									1			1		1												1	Equivalent 900 well paid jobs which were going to regenerate the town. All of the above will not bring a handful of zero hour contracts or minimum wage posts which will not regenerate the area. Sold down the river by the current Local Authority administrative.
			1		1							1				1	1	1	1													County Hall should still be relocated into Ashington. Ashington college expansion to ensure footfall and visitors. No central point for people community to the town. No retail will follow and no leisure will follow. Morpeth does not need a County Hall. The cost implications stack up in favour of the relocation. Morpeth will suffer as will Ashington. Ruined opportunity.
1					1										1	1					School	1				1				1		
		1			1			1									1														1	
		1			1				1													1	1		1							Would like it all to be finished with.
		1			1			1									1					1	1		1							
		1			1							1				1	1	1	1			1	1	1	1	1	1	1	1	1		
			1		1							1					1	1			Retail options are the best options but it has to be good quality retail. Not more pound shops or charity shops. Should be no need to travel to Newcastle if on the door step.	1	1	1						1		
			1		1										1	1	1				Indoor bowls needed, no more retail or you will kill the shops west side of Station Bridge. Had no notifications about this meeting.			1		1		1				
			1		1										1	1	1								1	1		1				Something like Xscape in North Yorkshire indoor real snow skiing etc
			1		1										1				1		Put the train station on from Ashington to Newcastle. Park and ride at Portland Park	1			1	1						Train from Ashington to Newcastle. Buses are not good at all.
			1		1			1									1															None of the above, would have preferred the original plan which may have been good for Ashington. Better car parking and bus station with better transport routes me be option.
				1		1	Newbiggin			1							1	1	1		Frequently make connections between bus routes from Newcastle to Blyth and Cramlington, occasionally using Route 19 to North Shields Ferry terminal, DFDS ferry to rail connections onwards.	1							1			Extremely concerned that there is no suggestion of a bus station in the options under Section 5. A bus station would be a very significant contributor to the life of the town and helping to safeguard the future of our transport network. Do Arch/NCC have some kind of phobia about buses. Is therapy indicated?
		1			1					1							1	1				1	1			1						How do you propose to entice big name occupiers to the town with the amount of empty retail units in Ashington. Will NCC lower business rates? One place to eat has had approx 5 different owners (Station Road) will food outlets survive in Ashington without the County Hall or other investment. Does Ashington require a multi-storey car park to get more people into the town. Can NCC get a major investor to improve Ashington like Dransfield did for Morpeth, now that would be good.
			1		1										1	1	1	1	1						1	1		1				No retail our main shops have already suffered great financial loss over the past years.
			1		1			1									1				Don't shop in town as I tend to do my shopping in one place to save time.	1				1		1	1			The new facilities should be multifunctional to make use of the space to maximise potential. More good quality shops needed to attract shoppers into the town instead of going elsewhere. Something for young people and families to do in the evenings/weekends.
			1		1			1									1		1			1	1		1	1				1		
			1		1				1								1					1	1			1						New children's play park at the peoples park because old one closed and now there is nothing.
			1		1					1						1	1					1	1	1								County Hall please A community club with the potential to provide a variety of small and larger initiatives, including cinema, music, theatre be useable for a variety of smaller events used regularly. Move the college campus there.
	1				1				1								1					1	1	1								County Hall would have been ideal. Cinema/bowling/music, way too risky some retail spaces would be taken by bars and restaurants.
	1				1				1							1	1	1	1		Good quality shopping fewer charity shops. Better restaurants or food options not just take away.	1	1		1							Cinema traffic would depend on what is being shown and we already have public space with peoples para.
		1			1										1			1							1	1		1				Nice for family leisure, cinema, bowling.
		1			1							1				1	1						1		1	1						Bigger range of leisure facilities will make the south east quarter a fantastic asset for Ashington. Bring in more people to spend money which will have a knock on affect for existing businesses and encourage people from the North and West of Ashington to visit and use the leisure facilities.
		1			1										1	1	1	1	1			1	1	1	1	1	1	1	1	1	1	Like to see a place for teenagers and young adults to hang around and get to know each other and make new friends
			1		1							1					1	1	1						1	1			1			Like to see 2/3 bedrooms bungalows for age group 65+. I am a disabled person in a mobility scooter.
		1			1										1	1		1		1	Bank visit family, work and meetings	1	1		1	1		1			1	Hotel Wedding venue, keep housing on the outskirts, snow down (xscape), indoor surf wave, cinema, music venue multi use
			1		1								1				1								1	1			1			Like to see more bungalows for the 55+
			1		1							1				1	1		1						1	1		1				County Hall failing that use as a cinema or music venue or bowling with additional food outlets would enhance facilities that the leisure cent re and town centre already officer
				1	1			1										1			Ashington people not walked all over			1				1				
		1			1					1						1	1		1													Concept 1 - cinema and bowling with car parking spaces. Concept 2 - retail storey two storey priority for bus station with a few retail outlets outside
				1	1			1										1						1				1				With the closure of the institute there is not really anywhere to hold events such as a low key wedding reception or social event for a group or cultural event. Ashington has a rich cultural history and it would be wonderful to see this continued and encouraged.
			1		1				1								1				Bank or supermarket. Like to see more shopping here although the range at present do nots give me the opprtunity and I find that I need to go to Morpeth to meet my needs. The town needs to attract shoppers	1		1								Community hub with a multiuse space incorporating music/performance venue and some leisure use. Like to see a range of good quality retail in the town not just charity shops and discount stores. i.e. Next, M&S Another important aspect for me is an improvement of the range of restaurants and food offer. If this was the case then the area would not become a congregation point for skateboarders in the evening. Please use this as an opportunity to regenerate the area.
1						1	Stakeford				1						1		1	1	School				1							Cinema
			1		1			1									1			1	Go to the Bank. There are fewer and fewer shops that I want to visit. I do tend to go to Morpeth, but would love to be able to find what I want to buy in Ashington - clothes, greetings cards, shops - good choice of shops			1		1		1				Community hub to contain music venue/cinema. Like to see the area alive in the evenings with a purpose people visiting restaurants cinema etc. Less opportunity for anti-social behaviour. Do not resort to catering for the lower common denominator of Ashington resident. Give us credit for having some cultural knowledge.
			1		1						1						1	1			Extreme disappointment that the County Hall option has been discounted. Concept 2 is more appealing.	1	1				1		1			Cinema theatre are available locally such dedicated space is a waste. There are numerous venues for music not needed. There are more community buildings in Ashington than can ever be sustainable mostly run by community groups no need for more. Local people need local jobs, welcome mixed residential and retail is the way forward. The work to bring back rail services is an essential.
				1	1										1		1				Health GP surgery			1			1					
		1			1			1								1	1	1	1			1	1	1	1	1	1	1	1	1	1	
1					1			1								1	1	1	1	1		1	1			1				1		No more drive thru fast food. Small independent cinema would be grade not a multiplex. More small independent business opportunities.
			1		1			1								1	1	1	1			1	1	1	1	1		1		1		Love to see larger retailers coming to Ashington as I always go out of town to buy special items such as gifts and clothes. Hopefully investment will lead to rail link being reinstated.

			1		1										1	1	1	1	1			1	1			1						More regular buses. State of the art toilets with permanent staff to maintain them. Decent shops music venue and that people can afford. Massive reduction for people to afford the leisure centre nice place to meet people and socialise.
				1	1			1									1	1	1		Car parking is needed, retail would be welcome if they can be persuaded to come.	1	1	1								
				1	1					1							1	1				1	1			1				1		Ariel walkway between blocks
			1		1						1						1	1	1			1		1	1	1	1			1		
		1			1										1		1								1	1		1		1		
			1		1			1									1	1			Bus station in Ashington	1			1	1						
			1		1													1	1		Main bus station such as Morpeth or Hexham is an essential. Cinema would be nice.											
				1	1							1					1		1			1	1	1		1				1		
			1		1									1		1	1					1	1			1						
		1				1	Widdrington Station							1		1	1					1	1			1						Jobs and services
		1			1							1				1	1	1	1	1												County Hall site 900 jobs investment for existing retail and shops
		1				1	Alnwick								1	1	1	1			What Morpeth has is good need something like it in Ashington. Good shops and toilet facilities and decent bus station More police less rubbish on streets										1	More contact with local Elect Counsellors for information
				1		1	Newbiggin						1			1	1	1	1	1		1	1	1								No play facilities for small child (i.e 0-10 years) in the west end of Ashington. Would like to see playground provided at Portland Park
				1	1				1								1				Ashington needs a new lease of life, the main street was a success, cinema would be good, bowling, something for the younger generation help them have pride in their community/	1					1				1	
				1	1							1					1	1	1			1		1	1	1				1		Indoor retail park need to include cinema. Consult with known store to pull people into the town otherwise going to Silverlink, Metro Centre or Newcastle
				1	1					1							1					1	1	1		1				1		County Hall or somewhere good for meals and rinks for the older generation. Cinema
			1		1				1								1					1		1		1						No reason to come to Ashington cinema would being me up from college area. Cinema, skating rink, theatre for entertainment.
				1	1				1								1					1		1		1						Plans need to be followed through and employment brought into the area. The NCC should still be relocated to Ashington.
				1	1																				1	1						Having an entirely retail offer would not benefit the town. Retail offers limited employment and requires an appropriate level of custom and revenue. Is there sufficient economic strength and depth a retail offer would undoubtedly fail. Whatever is done should generate the existing town centre. The reinstatement of the rail station would be encouraged.
		1			1										1	1	1	1	1		Healthcare - Doctors surgery.	1				1		1				Plenty of free parking.
			1			1	Newcastle							1		1										1	1	1	1			Indoor retail space similar to the design on Concept 1. Smart park area consisting of a boating lake with enclosed fencing. Youth centre with various time for all age groups. Public facility as a hall but can be turned into an ice rink or sports court with different dates and times.
				1	1						1						1	1	1						1	1						Original plan - County Hall.
		1			1					1							1		1			1		1	1	1				1		Leave County Hall for development which will give best benefits for regeneration.
			1			1	Stake ford						1			1		1				1					1	1				County Hall to be reinstated.
			1			1	Stakeford			1						1	1		1		Indoor bowling						1					Indoor bowling brought back since it was taken away.
			1			1	Stakeford								1	1	1		1								1					
				1		1	Stakeford				1						1		1	1	There is currently nothing gin the town centre to attract me. If I need to go shopping or go out with friends Ill go to Newcastle, Silverlink or Tynemouth.	1			1						1	Like to see facilities that will attract and encourage people to visit Ashington, generate income for businesses, jobs etc to make Ashington a thriving town with a buzz. A department store like Debenhams a Primark so people could nip to Ashington instead of Newcastle. More upmarket for restaurants for families. Don't want to see plot 2 of concept 2 being taken up by another charity shop, Greggs or mobile phone sop. We need something more exclusive.
				1	1					1							1		1		Visit town centre mainly Asda, Aldi never the High Street.	1				1			1			Greater range of shops with High Street brands not just phone shops and charity shops. Similar to Morpeth and Sanderson Arcade also retail park at Cramlington (Manor Walks Vue Cinema area). Regular weekly market venue for local producers and small business.
			1		1												1					1	1					1				No housing.
			1		1							1					1					1	1			1						Do not agree that this is a public consultation offering all possibilities. Option to relocating County Hall to Ashington should remain and do not feel this has been addressed. The decision to stop was an arbitrary political decision and no financial argument has been put forward. The options above do not offer the same benefit as County Hall relocation.
				1	1										1						Shopping for food and cleaning products. Using the leisure centre. Bus connections for going to Newcastle generally very poor and to get around the area.	1		1		1		1		1		High quality retail not just charity shops with good parking. Cinema which is affordable with good parking. Music venue possibly incorporating open air capability and parking, Good quality places to eat and promote local produce not unhealthy fast food establishments with good parking. Good road infrastructure not the bottle neck which has been there since Asda was given the old Portland Park.
			1		1					1							1	1			No more housing we need something like good shop to get people back to Ashington.										1	
			1		1				1								1	1			You need to give people a reason to visit Ashington from outside and bring in people with large disposable income.	1	1			1		1			1	More retail units is a very poor choice considering you cant fill shops at the moment. Ashington has been left behind other Northumberland towns ie. Morpeth, Alnwick and Amble.
				1	1										1	1	1	1	1		Bank	1				1		1				Not normally a negative person and I do appreciate that this development has been thrust upon Arch due to a change in mind of the current Council however there are empty units in the business parks. I think one leisure suggestions i.e. cinema are positive but I think it may struggle to survive considering Vue is only a few miles along the road. However add 10 pin bowling which is affordable some nice shops and restaurants and you may attract more people into Ashington wanting to spend.
			1			1	Newbiggin			1						1	1	1	1		Only occasionally visit the town centre, unfortunately there are no shopping or leisure offers that appeal to me.	1	1	1	1	1	1	1	1	1		I would caveat that the offer around food and drink would need to be very different to the current venues.
			1			1	Newbiggin		1								1			1		1	1	1	1	1						Ashington needs something based on original plan instead of County Hall maybe the college or part of the college. Whatever happens it needs footfall.
			1		1			1												1		1	1			1						Retail depends entirely on the shops provided. People will go if its decent shops same old tired brands or shops out of the reach of Ashington folk would be suicidal for development. No residential at all.
			1		1									1		1	1					1					1					
		1			1				1								1	1				1	1		1					1		Keep people updated.
		1			1							1				1	1	1														Provide indoor bowls.
																							1	1						1		Greta opportunity to deliver a new attractive and new jobs to Ashington.
		1			1										1	1	1	1						1	1	1						Would love to see shops such as Primark, The Perfume Shop, Costa (Style shop), Dunelm, an Ashdene style pub, No fast food joints, Pet Supplies store, Clothes shops and M&S.
				1		1	Bedlington		1										1			1									1	Wider range of shops are need i.e clothing shops, DIY store, electrical store, pet store, M&S food store. A decent restaurant along the lines of Ashdene, a decent coffee shop, ie. Nero, Costas, cinema would do well saying as Cramlington or Silverlink is closest.
		1				1	Morpeth	1									1					1	1			1						Ashington needs something that will attract people to the town. i.e offices or industry that will create jobs and therefore people will hopefully have more money to spend in the town centre which in turn could attract a wider range of retailers to the town.
		1			1						1						1	1			Need better quality of shops up Main Street as well as more down in new development.	1	1		1	1						We need people to shop and come for leisure into Ashington day and night.
			1		1				1								1					1			1	1						Give people regular updated on decisions made via websites etc.
			1		1					1							1				Prefer concept one. Something along the lines of Alnwick Playhouse/cinema/theatre.	1			1		1					
			1		1					1						1	1	1	1			1	1			1						Like to see more elderly residential eg Crown Bowling rink could be a centre of excellent for the whole of Northumberland. Relocation of County Hall from Morpeth would have been preferred.
			1		1										1		1	1						1	1	1						Indoor bowling (crown facilities). All of these have been closed. Would have preferred relocation of County Hall from Morpeth.
			1			1	Guidepost								1	1	1									1		1				Bus Station undercover similar to Morpeth. Not bus stops on the street with public toilets. Plus Primark store. Park are with large outdoor screen.
			1			1	Lynemouth								1		1	1			At present the shops on the street struggle to survive more retail elsewhere will only exacerbate that situation.				1	1		1				County Hall. We may end of up yet another retail park. We should do nothing without a great deal of further thought.
			1			1	Lynemouth	1																1	1			1				All in one bus station, under cover. Park area with adequate seating.
				1	1										1		1	1	1		To make a representation at 1 Wansbeck Square	1								1	1	Flats 1 & 2 bedrooms for single people and young/.old couples preferably low cost accommodation. Mixed small and medium sized retail units at low cost and low rates for start up businesses.
				1	1					1							1				Exercise walking and look at the town. Paintings to mining and pit wheels show this is a backward looking town. Some say it is our heritage but so was TB, rickets and diptheria. Look to the future not the past.										1	Ashington needs education and jobs, no money in Ashington to support retail. Training and student accommodation to give Ashington highly trained people to bring industry here. Better transport links - Metro.
				1	1									1			1	1	1							1				1	1	Like to see the original proposal of County Hall being developed on the site together with retail units and residential properties as per the plans previously submitted by NCC. Mick Moffatt, 168 Pont Street, Ashington, NE63 0PX (m-moffatt@hotmail.co.uk)
			1		1							1					1			1	Please contact Vici Richardson @ 07725 038 212 / vicirichardson@googlemail.com				1	1			1	1		Wansbeck Gymnastics and trampolining are looking for permanent space within Ashington. The club has outgrown its current home and we are looking to expand within the community offering disabilities, community hall hire space for Karate clubs and dance clubs. We currently have over 400 members and over 200 on the waiting list. As a club we offer training to 15+ giving qualifications to volunteers and young leaders and this has lead into jobs within the club and when coaches go off to University.
				1	1								1							1											1	County Hall No. 1
			1		1							1					1	1			My main reason regarding this consultation is to request the URGENT REINTRODUCTION OF INDOOR BOWLING FACILITIES in the East Northumberland area, following the total closure of indoor bowls at both Ashington and Cramlington by the recent County Council labour administration.	1					1		1		1	Indoor bowling, 10 pin bowling exists at Concordia Cramlington. Following the closure of indoor bowling is not heavily used and is not require at Portland Park. Following the closure of the indoor bowling at both Ashington and Cramlington the County of Northumberland is probably the only county in the UK where indoor bowling facilities no longer exist at all.
		1			1										1	1	1	1						1								As a retailer on Station road, my concern that Big Name retailers will take units at the new site and pull out of Station Road. This will be the end of Station Road. We do not need residential housing in the centre of town. Car parking is a big problem in Ashington. We need something to bring jobs to Ashington. Concept One would be ok with less retail space and more for leisure/entertainment.
				1	1				1								1					1				1						If public space is a feasible option then a green border would be a mist but a delight.

				1		1	Bedlington										1								1							Retail and cinema alterative leisure I think would work well and indeed be used. However **Please** conduct research into how a theatre or community hub would affect current locations such as the YMCA with a well used stage, theatre and art gallery having other facilities as this in the town would severely affect them and could result in damaging the charity. By all means contact us on studios@ymcanorthumberland.org.uk. Good luck.
			1			1	Bedlington							1		1	1	1	1					1		1		1				County Hall as was planned.
			1		1						1					1	1	1	1	1				1				1		1		The provision of more retail will simply kill Station road which is the main street in Ashington. We have a sports complex but no indoor bowls/cinema/10 pin bowling perhaps you could incorporate those into one of the plots. Open space is a premium - the development at lintonville will only make the environment more congested with traffic pollution .
		1			1										1	1	1	1	1		Visit dentist, opticians and bank		1		1	1						Ideally lets have County Council Headquarters here over other major office (Parliament) alternatively how about casino/strip club/brothel at least these will bring increased footfall. All retail is done online so no shops needed and no footfall, entertainment would also be subject to internet so lets likely to be used.
			1		1				1								1					1		1							1	Very pleased with new business like approach. All proposals must be viable and sustainable.
				1		1	Lynemouth		1							1	1	1							1	1				1		Indoor bowling (not ten pin bowling) would be good as there are no indoor bowling since they close the old Ashington leisure centre. Cinema would be absolutely wonderful.
				1	1										1	1	1	1	1	1				1	1	1	1	1				
			1		1					1							1	1				1				1	1	1	1	1	1	
				1	1							1					1	1	1		There is not much in Ashington street making you want to come. Property sops would be better than all charity shops or phone shops.	1		1		1		1		1		Ice rink as the one in Whitley Bay and Newcastle are very well used. Nice restaurant would go hand in hand. We don't need more offices in Ashington when we have two business parks that have places to build. We have retail spaces on the main street but all there is is Charity shops or phone shops really nothing to make you want to come. A Primark would be very well received. Car Parking.
			1	1											1		1						1			1		1				Car parking is needed. A Bowling alley and Ice rink would bring people to Ashington because these facilities are not in or near by areas. No offices as there are two nearby office sites not in full use. Do not build retail sites until you have businesses ready to move in we do not need anymore empty buildings. Primark would be a great advantage to Ashington we are a poor community and need shops t benefit us.
	1				1										1		1				Doctors, bank and eating out.	1			1	1						Would like to see a better quality of shops and more for young people.
		1			1				1								1								1	1		1			1	A proper bus station with covered in waiting area. A cinema would be nice for the community
				1	1			1									1								1	1		1				I would like the original plan of the NCC offices reinstated as originally planned.
				1	1							1				1	1	1	1	1		1		1				1				I favour concept one. We do need more retail shops,. Quality clothing shops are needed. Atht emoment we only have Asda and Sports Direct. A cinema is also a good idea if it will bring people in. People would come if we had decent shops too. We still need investment in Ashington.
				1														1	1	1				1	1	1					1	Primark, Home Bargains, Claires Accessories, Paper Chase, Clintons, H&M, Pandora, Millies Cookies, Schuh
			1		1										1	1	1	1	1												1	Smiggle stationary shop, Claires Accessories, Disney shop, Pets at Home, Paper Chase, Tiger Shop
				1	1								1			1	1	1	1			1	1	1		1						Facilities for young people of Ashington to go to. Decent shops, Mountain Warehouse, Fatface, Halfords, Costa Coffee, outdoor stage area for live music in the summer months.
		1				1	Ashington								1	1	1	1				1	1		1	1						Claires Accessories, Disney Shop, Pets at Home, Smiggle, Build a Bear, Paper Chase, Primark, Entertainment Shop, Pandora, Peacoicks, Schuh, Clarks, Costa Coffee, stage for live music, bigger shops
1					1										1		1	1			Social - pubs/club or cafes	1	1							1		I do not see a retirement for residential in view of existing providion and builds under development. Alternative leisure/ten pin bowling if it cannone be incorporated into this development consider option to tag onto leisure centre facility. YMCA could be further developed as a music venue.
			1		1							1				1	1	1				1			1	1						
1					1										1	1	1	1	1			1			1	1						
			1		1								1				1	1				1	1			1						
				1	1					1							1								1	1						I would like to see a nice park where families could go for a nice walk including a play area. Paddling pool, possibly and ara where bands could play etc.
			1		1						1						1	1	1			1		1						1		
			1		1					1							1	1									1			1		Would like to see original project to relocate HQ of NCC to Ashington. This excellent appropriate planned scheme would have made a massive contribution to he regeneration of Ashington to SE Northumberland and would have benefitted all residents longer term. Quality retailers would have came to the town and up to 900 staff would be in the town centre location. The new proposals are not fit for purpose and unlikely to give any positive outcome. Original scheme was properly costsed and would have saved tax payers £16m over 25 years. I am therefore at a loss as to why the new conservative administration at County Hall would have scrapped this excellent scheme. It is clearly spiteful and vindictive to have scrapped the scheme. The Conservative leadership does not understand the needs of SE Northumberland which was built on lies and untruths, no thought given to the regeneration at all other than stopping the investment. I encourage Arch and any sensible elements within the NCC leadership to develop the original plan and move County Hall to Ashington to benefit all residents.
	1				1							1					1					1	1			1						
		1			1					1							1					1	1							1		Childrens Activity Centre. Public open space. Development of the park for the children of Ashington to be able to enjoy to play safely. Blyth and Morpeth have excellent facilities for children, we have nothing. Parks in Ashington are all old and unsafe.
			1		1										1	1	1					1			1			1		1		Proper taxi rank.
			1		1								1			1	1	1	1	1	GP and health services.	1			1	1						Please ensure any development is dementia friendly. This will bring people into the town who feel isolated. This will also help people with any other disabilities. Need disabled charging faciliies/lockers accessible for community.
			1		1					1						1	1				Work in Business Centre, shop in Asda..	1	1			1						Needs an indoor shopping complex with well known shops. Not Pound Shops or charity. Infoor door and drinks places and possibly a cinema to attract people back to the High Street.
		1				1	North Tyneside					1				1		1					1	1	1							Childrens activity centre/soft play.
		1			1			1									1					1			1	1						No more offices, have industrial parks in the areas with offices sitting empty. Don't need more shops as the main street needs to be improved with what it has to offer. How many phone shops and charity shops can you squeezze into one stretch of street no wonder nobody hardly comes here. Most people would opt to go to Morpeth or Cramlington instead of Ashington. Get a better standard of shops in the area.The area lacks things for children and families eg cinrma, bowling, clip and climb area and a whole host of other activities for all ages. Indoor bowling green for the older generation or squash courts as the new leisure centre does not provide this facility. The notice board stipulated another 24 residential apartments, there are new builds being built all over Ashington, dont need anymore in the centre. Cinema was only mentioned in Concept 1, Concept 2 was for retail which doesnt offer much to us or even challenge the area. Looks like youre taking the easy option on the plans.
		1				1								1			1					1			1	1						Cinema and bowling should be under one roof. Need entertainment for the kids and adults too. Nothing to do in Ashington on an evening apart from go to a pub.
			1			1	Widdrington		1							1	1	1	1		Visit relatives and use some of the shops find the High Stteet cold and wet and uninviting.	1					1	1				Ashington is badly lacking good shopping facilities even though the town has good footfall. Possibly lack of public transport and money to spend elsewhere. Need undercover shopping with larger units attracting main High Street shops. Perhaps 2-3 with either offices or bowling alley/music venue. To avoid lising the High treet possible stop traffic using it and putting a glass perspex cover over and have a daily market down the middle. Charity shops and small retailers would benefit from having a resident market. Many crafters would probably benefit. Most towns have shopping centres, Ashington lags way behind making me shop in Cramlington for clothing or other items.
		1			1							1					1	1	1								1					County Hall should come to Ashington. Arch should do original plan and invest property in Ashington and save money in the long term for tax payers. Social Media of Counsellor Wearmouth is not fit for public office and should be no where near making decisions on Ashington. Ashington has been treated disgracefully by the Tories and something should be done to stop them.
				1		1	Newbiggin								1		1								1						1	Indoor bowling facility for all ages in the bowling community. Range of indoor bowlers covers the whole of Northumberland and since the closing down of local bowls facilities has meant a lot of people can no longer do something that keeps them active and that they enjoy. Those that do, have to travel miles out of their way.
			1			1	Newbiggin						1				1		1												1	Indoor bowling green would be ideal to replace the ones that have been closed in Northumberland ara. A lot of people young and old are not able to travel to the ones that are available i.e. West Denton and North Shields. It is an excellent way to keep fit for older people and a competitive sport for both young and old. It is a place for people to socialise.
			1		1			1												1	To travel to other towns/facilities.										1	Original proposal was to create an anchor to envourage local development and greatly increase footfall/new people to the town. Latest proposals are predominently aimed at existing locals in one of the most deprived areas of th North East to fund / encourage national retail and leisure providers into the area thus the current options are fundamentally flawed. Town deperately requires new businesses which can offer well paid employment and attract people to both invest and live int he local area. The NCC headquarters fully met those requirements and would have offered instant stimulus to the overall regeneration of the area. It would be of great interest to understand the costs incurred in the following: 1) determininint of rengotatiing of the contracts with the main contractors/sub contractors and professional consultants, 2) redesign costs, retendering and negotiation and general procurement 3) wasted costs in piling works that have aleady been completed to accommodate the original design 4) design and refurbishment of the Morpeth site 5) purchase costs and associated professional fees in acquiring the land on the Ashington site 6) compounded interest costs on money borrowed to fulfil the above.
				1		1	Longhorsley	1									1													1		This is a great opportunity to give the town a centre, something it desperately lacks at the moment. Town squares are ne of the best features of many continental towns. A very large piazza lined or edged with maple trees would be innovative, attractive, available for all kinds of activities, pop concerts, festivals, market stalls, passageio even. Morpeth's tiny square works quite well, but you need to think BIG !
			1		1			1									1		1		I tend to go to other towns for clothes shopping as there is very limited choice of my choosing. I do not socialise in Ashington other than bingo or public houses as there is very little to offer. As a single parent with teenage sons, I would like the new development to have leisure facilities suitable for family entertainment and where my sons could also go when unaccompanied by me day or evening.			1	1	1		1				Better bus station which will be staffed while in opeation and kept locked at night.
			1			1	Guidepost				1					1	1	1	1			1						1	1			
			1										1					1			It is very rare I come to the town.	1	1			1		1				A multi purpose theatre/cinema with conference centre with nice places inside and out to have a bit to eat and a drink. The Phoenix in Blyth is full with events perhaps one per week. Vue in Cramlington appears to be quiet but has 9 screns perhaps people may well travel to the most northerly cinema in the area especially with good free car parking. Need to attract people outside of Ashington to shop and visit. What can we offer that is better than Cramlington or Morpeth? Ashington has a geographical advantage over many towns as there is no major competition north of us so can we get visitors to stop here and spend their month.

		1			1									1		1	1	1			I live and work in Ashington and will pop onto the main street for shopping but prefer to do shopping in places like Cramlington where I can get an all round leisure experience. Would love to do this in my home town.	1	1	1	1	1		1		1		I think a music venue would be a great addition to Ashington, we are a county renowned for musical talent and already have some great local fesitvals. A decent music venue would help to pull bigger acts into the local area. A community hub in a central area would be a benefit to the local community. Any alternative leisur facilities like a cinema/ten pin bowling again may increase tourism and provide leisure services that Ashington is currently lacking. There is a lack of leisure facilites in Ashington and think an increase in these wold help increase tourism in our area. We currently have a rang of choices for food and drink in Ashingtona nd I feel that the main shopping street could do with updating. We have enough charity shops and mobile phone shops. Think any town could benefit from more public outdoor space.
		1			1			1								1	1	1	1	1	Shops should say Asda only reason to isit the Town Centre due to the disgraceful variety of shops. Main street is stuck in the 90's . The road and pacement has been updated however this was never a problem in the first place. More wasted money by NCC. It has improved but it is the shop fronts and actual quality of shops that needs the severe upgrade. Socialising, plenty of bars. Used the leisure facilities twice to take my daughter swimming not the best place to go , not very well designed at all nevertheless it looks nice.	1	1			1						Community Hub - another pointless building that will not get used. Bowling would be worth exploring, buring with it food benues and possibly shops. Offices will stay empty as there is nothing attractinging buisnesses. Music venue I presume is a joke. Residential not required plenty of developments in and around Ashington. Public space as above. Drastically need to attract people to this part of Ashington. Cinema I believe could be a good opportunity as this coule potentially attract a wide variety of Northumbrians including Amble and Morpeth.
		1			1					1							1	1				1	1			1						New shops to include Next Home, and a Primark would be ideal.
			1		1										1	1	1			1	Sole trader and I trade in a wide area.				1	1			1		1	The site should be developed into a sheltered scheme for elderly residential with on site shopping mall for them also this would be open to the general public. The sheltered unit would not be open for the public right in the hear of Ashington where by many elderly refuse to come up the street as its just not vbiable for them it may be too far for them with being a little frailer. The County Council over the years have shut that many place for the elderly this would be a great oppportunity to team up not only with in house Arch but also the Duke of Poprtland himself. Mr. Timothy Bentinck wo interested the whole Duke of Portland Estate from the late Lady Anne Bentinck. Those who do not know he owns the estate which also includes Pegswood, Bothal Castle also land still in Ashington. Company is known as The Welbeck Estate Company. it will take someone like Timothy Bentinck that could do with investing in Ashington. He is also known as the world famous David Archer from The Archers.
			1		1			1													Only use the bank or building society. Nothing else really to go for. I would go more regularly if there were decent shops, cafes and bars and if the street itself and shop fronts more attractive.		1		1	1						If there is a retail park on the Portland site it is going to take away business from the remaining shops on main street. Ashington could do with both a viable main street and big name stores which would also bring employment alongside independent retailers. Great facilities cinema, bowling alley and possibly an ice ring would bring in more people.
			1		1			1								1	1	1	1	1	Going to the Bank	1	1			1						Ashington needs something where peole from outside the ara will come visit. Cramlington and Morpeth have shown that if there are decent shops such as Next and M&S people will travel into the town to shop. No more takeaways. A Cinema would be good for young people as would some decent coffee shops like Costa or Starbucks.
			1		1										1		1						1		1	1						Would have preferred the new Council Offices given that choice.
				1	1						1						1	1	1			1			1							The leisure alternative should be the provision of an indoor blows green to restore this facility for residents across Northumberland as there are no indoor bowling greens in Northumberland ofllowing the closure of Cramlington and Ashington Sports Centre. There is a need for this sporting facility as both male and female bowlers who are predominently of pension age need this form of exercise to keep themselves fit, active and healthy, especially over the winter months.
			1			1	Choppington		1									1		1	I volunteer at Age UK. I used the sports centre until the prices were forced up.		1	1							1	I would like to see a cenre where people with ideas for products could have prototyping and development help.
			1			1	Longframlington												1	1	Hospital. I would like to visit Ashington for leisure (but not sport) if there were attractions which I could pop unto regularly for an hour or two.			1							1	Where is the bus station going to go? As a resident of Ashington but of Mid Northumberland I want Ashington to become a destination again, somewhere which attracts frequent footfall from surrounding areas including Tyneside and has a high quality of public transport of all descriptions to link witht he Ashington, Blyth and Tyne lines and cater for the widest range of people so not juest freezing windswept bus stops with minimal information and no faciltities righ tbeside a vehicle polluted thoroughfare. With the return of the railway, Ashington should not just be a terminus for commuters coming to live in new houses, but should offer as much as possible for the existing community. 1 15 min walk from the bus station through the empty heavily wooded country park to Woodhorn is far from being easily or safely accessible for public transport and at present the only other obvious atraction in Ashington is the Leisure Centre/Library whcih falls slightly short of being a destination in itself. It is said that money follows art, so I think that to add to the strong base that is already at Woodhorn, there should be a heavy emphasis on arts and small affordable venues for youthful and innovative start ups in the centre of Ashington, making it an attractive for people from all across the region to visit regularly. I think a model for part of this might be the Coquetdale Arts Centre in Rothbury a cooperative which seems to work very well for both members and visitors alike, as a look at its website or better still a visit to it will show.
			1			1	Stakeford			1							1	1				1	1	1								More leisure facilities to atract more people to Ashington which will naturally imprice the shops and restaurants. On a side note, I believe not progressing with the County Hall move is a missed opportunity, particularly for Morpeth who would have benefitted by the increase infrastructure and facilities that were planned for the County Hall site.
		1			1						1						1	1							1	1		1				Would be great to have a Primark as the clothing is affordable, plus would bring a lot of people to Ashington.
	1				1					1						1	1	1	1	1		1				1						
	1				1										1		1	1	1			1			1							
	1				1				1								1		1			1	1									
	1				1									1			1		1			1				1						Primark
	1				1									1			1		1						1	1						
			1		1								1				1		1		Primark, TK Max and Fruit & Veg				1	1						
			1		1		Own Shop						1			1																None of the abvoe . He Land needs to be either County Hall or a College to bring people to the town, shops, footfall, leisure and community wouth then follow.
			1			1	Tynemouth	1								1																It is said that we are left with this piece of land that was to be County Hall. Maybe the college could be put in its place this would then give the change for Ashington to grown like Cramlington and Morpeth.
		1				1	Forest Hall					1				1	1															Prefer concept 1
		1			1					1						1	1	1	1			1	1									New Northland College Campus.
		1			1							1				1	1	1					1		1		1					I felt it would be beneficial for Northumberland to have a presence, this would bring a lot of people into he centre of Ashington, increasing the spend and transport links would be easier for staff and students access.
		1			1			1								1	1															Northumberland College relocated would totally benefit the town centre and local people.
		1			1					1							1	1				1	1				1	1				A college facility would be great.
			1			1		1								1						1				1				1		
	1					1	Newbiggin	1									1											1		1		Car park
			1			1	Ponteland	1								1															1	High education centre for the college - this would be a real first and would give a sense of moving forward in Ashington.
	1				1										1	1	1	1				1				1					1	Primark
	1					1	Cramlington								1	1			1			1		1					1	1		
	1					1	Blyth			1						1	1	1	1	1			1									Under 18 area
	1					1	Blyth	1													College					1						Outdoor Paintballing, Karting
			1		1				1								1									1		1	1			
		1			1									1		1						1		1	1			1				College provision - high education is growing rapidly addressing higher level skills needs in partnership with a range of universitiies. Purpose built provision to support this growth and therefore the local economy would be extremely beneficial.
			1			1	Morpeth	1									1				The town centre would benefit significantly if the students were able to take part within the community. From Takeaways to librarys from basic purchases to swimming pool/gym area. A centrally built new college would help us all and possible ensure our rail network was once again in use.	1	1	1		1					1	New college main building.
			1			1	Morpeth					1				1	1	1	1				1	1	1	1		1				A cinema and community facilities would benefit all of SE Northumberland.
			1			1	Blyth				1					1															1	New college.
		1				1	Widdrington		1							1	1	1	1	1	Dentist, Bank	1	1								1	Northumberland College facility would be useful.
		1				1	Cramlington		1									1								1		1			1	College new build construction department.
			1			1	Longhorsley		1							1	1				Grew up in Ashington and still have family and work there. I regularly visit as well as working here daily	1	1								1	Relocation of Northumberland College. The college/community would benefit greatly from new facilities ina more central location.
		1				1	Stakeford			1						1	1					1	1				1					Having the college in Ashington would make it more accessible to members of the public. It would increase footfall and business.
			1			1	Wooler					1					1	1			Work at college											Prefer concept 1
			1			1	Cramlington														As a resident of Cramlington and working out of Ashington Town Centre I do not need to go into Ashington Town Centre.	1		1			1					The college is an old building and is not fit for purpose. With approx 300 members of staff and 300 students, if the college was resituated it would provide better educational sources and would increase the potential footfall in he proposed additional retail units.
	1					1	Cramlington	1														1	1			1						
	1				1				1								1	1							1	1		1				
	1					1	Newbiggin			1										1	College											
			1			1	Seghill			1						1	1							1								I would like the town centre to be renoved but I would also like to suggest a new build for Northumberland College to give premises that are fit for purpose and a 21st century college and put Northuymberland FE provision on a par with other areas in the North East.
		1				1														1	Don't have one.		1			1					1	College
1						1	Blyth			1								1	1											1		
		1			1					1							1	1				1	1	1	1	1		1				More leisure facilities in centre of town. Etail units attracting major chaines. I don't think residential apartments is good. We have plenty already, plus the position of them isnt very good. Plot 3 would be ideal location for a new college as I dont think we need two now.
	1					1	Blyth															1	1		1	1		1				Food and clothing.
1						1	Blyth			1												1	1			1		1				
	1					1	Bedlington		1														1			1		1				
			1		1			1									1															New build for Northumberland College.
	1				1				1								1	1				1			1	1		1				Ice Rink
		1			1						1					1	1	1				1	1	1	1	1	1	1			1	College
	1					1	Hadston					1					1															More car parks, no more housing.
			1		1				1								1			1	Socially for meals and drinks more retail only if you can guarantee the likes of Primark that wont affect current businesses already on Station Road.											

				1	1							1					1	1			Nightlife socialising with friends	1	1			1						We need to make the town more attractive especially to attract outsiders who have always snubbed Ashington as they thought it wasn't a nice place to visit. We should have a decorative square with trees, flower features, shops, bars and restaurants to attract these people plus of course Ashington residents. Its pointless including residential properties they are well catered for by the new housing developments around the town - leave that space for other things. Then in the future, finance allowing demolish Station Road and redevelop that area. We need to rid ourselves of the label of Former Mining Town, forget it ! Its in the past and serced the town well but this is the 21st century. We need somewhere to be proud of there are lots of people who shop and socialse out of the town because of the way it is at prsent. Also look at the new style housing developments around the town andothers which are planned. There is alot of disposable income in the town and people want to have somewhere nice to spend it. Quality is what we need - not more charity shops or Poundland type shops.
			1		1					1							1	1				1	1		1							Definitely no more housing on this site. We need to provide more and better quality shopping and leisure facilities to encourage new families into Ashington and retain the younger existing residents. Those who have been born and brought up int eh town who will be future house buyers and who will continue to boost the local economy. What is the point of all the new housing estats if theres nothing her for those reidential to spend their disposable income on?
				1	1				1								1		1		It is a very large space big enough for a tore like Primark - peole in Ashington should afford to shop there. Bon Marche hads also been mentioned to me, they did move away from Ashington but perhaps would reconsider returning to a space like this.	1		1						1		Several people I know had no idea the consultation was taking place - they have no interest - no leader and no not on the street the day the leaflets were being giv en. I have handed out the forms given to me by Arch and I hope our views will be recognised even after the required date.
1						1	Newbiggin				1					1	1	1	1	1			1		1	1						
1					1										1					1	Going out					1						
1					1					1						1	1	1	1	1	Going out	1				1						Football
1					1										1	1	1	1	1	1				1							1	Football
1						1	Newbiggin		1							1						1				1		1				
1					1				1											1	Drive thru					1						JD Sports
1					1			1									1					1	1			1						
1					1			1												1	Ashington Leisure Centre Swimming			1				1			1	
1					1							1					1															
1						1	Lynemouth					1								1	School	1				1					1	More outdoor activities
1						1	Lynemouth					1					1					1	1			1						
1						1	Newbiggin					1					1	1	1	1	Family, friends	1	1			1						More outdoor activities
1						1	Lynemouth					1				1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	
1						1	Newbiggin		1							1	1	1	1	1						1		1				
1						1	Newbiggin		1							1	1	1	1	1		1	1			1						
1						1	Newbiggin	1								1	1	1	1	1		1	1			1						
1						1	Newbiggin	1								1	1	1	1	1		1				1		1				
1					1											1	1	1	1			1	1	1	1	1	1	1	1	1	1	
1						1	Newbiggin	1								1	1	1	1	1		1			1	1						
1					1										1		1	1	1	1	McDonalds	1	1			1						
1					1			1												1	Walking through	1	1			1						
1					1							1				1	1	1	1	1			1			1				1		
	1					1	Newbiggin		1							1	1	1	1	1	McDonalds	1	1		1							
1						1	Lynemouth		1								1					1	1			1						
1						1	Lynemouth	1									1					1	1			1						
1						1	Stakeford	1								1	1	1	1	1		1				1				1		
1					1										1	1	1			1	McDonalds	1	1			1						
1						1	Newbiggin								1			1	1			1	1			1						
1						1	Stakeford								1	1	1	1	1	1	McDonalds	1	1			1						
	1					1						1				1	1	1	1		Newcastle (pass through Ashington)	1	1	1	1	1	1	1	1	1		
	1					1	Newbiggin	1								1	1	1	1	1	Meeting friends			1		1		1				
	1					1	Amble					1				1	1	1				1			1	1						
	1				1					1						1	1	1				1	1			1						
	1				1			1									1	1				1			1	1						
	1				1				1							1	1	1	1			1	1	1	1	1	1	1	1	1	1	Primark, Shopping Mall
	1					1	Newbiggin		1								1					1				1		1				
	1				1					1							1					1	1			1						Primark, Restaurants
	1									1							1					1			1	1						
	1					1	Newbiggin					1					1	1				1			1	1						
	1				1			1									1									1						
	1				1					1							1	1							1	1						Place for Art
	1					1	Newbiggin								1	1	1	1				1			1	1						
	1					1	Newbiggin			1						1							1			1		1				
	1				1					1							1					1				1			1			Something like Manor Walks more closed and different shops. More jobs available if this happens.
	1				1					1						1	1	1	1							1						
	1				1			1									1						1		1	1						
	1				1								1			1	1					1				1		1				Primark
	1				1					1							1		1			1				1		1				Primark
	1				1				1								1					1	1		1							
	1					1	Newbiggin								1	1	1	1	1	1	School											
	1					1	Lynemouth						1			1	1	1	1	1	School	1	1			1						
	1					1	Newbiggin						1			1	1	1	1	1	School	1	1			1						Wider range of clothing shops
	1					1	Newbiggin		1							1	1	1	1	1	McDonalds	1	1			1						
	1				1					1							1					1								1	1	Archery range area
	1				1							1				1	1	1					1			1		1				
	1				1										1	1	1	1	1	1		1	1			1						
	1					1	Newbiggin		1								1							1	1	1						Gym or café
	1					1	Newbiggin	1								1	1	1	1	1	Go to Ashington as passes through to go to Morpeth					1		1	1			Because people need a resident zone to live and music venue or listen to music outside and cinema or theatre to watching movies that people don't have to go to watch a movie in Newcastle thay can watch it in Ashington.
	1				1			1								1						1				1					1	Music studio
	1				1			1								1	1	1	1		McDonalds	1			1	1						Primark, place for young people to socialise, nightclub for youths under 18 with mocktails, ice skating rink, bowling, restaurants
	1				1			1								1	1	1	1	1		1	1			1						Primark, Nandos better restaurants, bowling, ice rink, cinema, kaspas desserts
	1				1			1								1	1	1	1	1	Food	1			1	1						Primark, Ice skating rink
	1				1			1									1	1	1							1				1	1	Metro Service
	1				1					1							1					1			1	1						
	1					1	Newbiggin					1					1					1			1	1						
	1				1					1						1	1	1	1	1	Go shopping a lot, and always go on bus or walk there		1		1	1						Love bowling and cinema but you should add a football pitch
	1					1	Bedlington	1									1					1			1			1				
	1				1			1									1					1	1		1							Greater places to eat and drink, more shops with wider range of goods, ten pin bowling or an alternative leisure offer
	1					1	Newbiggin				1						1	1		1	Football	1	1			1						
1						1	Newbiggin		1									1				1	1			1						
1					1																					1						
1					1					1							1	1				1			1	1						
1					1				1							1	1	1	1	1		1	1			1						
1					1			1									1						1			1		1				
1						1	Newbiggin				1						1	1			McDonalds		1			1						
1					1						1					1	1	1	1	1	Something to eat	1		1		1		1				
1					1										1	1	1	1	1	1	Normally go shopping	1										
1					1								1			1	1	1	1	1	Café, fast food and restaurants	1				1		1				Shopping centre
	1				1										1		1					1	1			1						
1					1									1		1	1	1	1			1			1	1						
1					1					1						1	1	1	1	1	School	1	1			1						
1					1				1							1	1	1	1	1		1				1		1				
1					1						1						1	1														
1					1						1						1	1			McDonalds		1			1		1				Clothes shops, Nandos
1					1					1							1			1	Restaurants	1	1	1								Food, Ice cream, HMV, KFC, Spud Like U, Nandos, no burger king
1					1				1										1			1										Higher end shops not just charity shops
1					1			1										1				1										More variation of shops like JD
1						1	Blyth																1		1	1						
1					1			1									1			1		1	1									JD Sports
1					1									1			1						1		1							
	1				1					1							1					1	1			1						
1					1					1							1						1		1	1					1	
1					1										1	1	1	1		1		1	1			1						
1					1			1									1					1			1	1						
1					1																											
1					1																											
	1					1	Stakeford																1		1	1						
1					1				1							1	1	1	1	1		1	1			1						Indoor shopping centre like the Metrocentre
1					1				1							1	1	1	1	1		1	1			1						Indoor shopping centre like the Metrocentre
	1	1										1						1				1				1		1				
1					1				1								1	1	1						1	1		1				
1					1				1								1	1	1						1	1		1				
1						1	Newbiggin			1							1				Coffee shop				1							Karate
1						1	Newbiggin		1									1							1							Karate, Swimming Pool
1						1	Newbiggin	1									1	1	1				1		1	1						
1						1	Cullercoats																									
1						1	Cramlington									1	1	1	1	1	Don't go to Ashington Town Centre											

1					1					1							1					1	1			1						
1					1						1						1											1				
1					1										1	1	1	1	1	1		1	1			1						
1					1			1									1						1		1	1						Primark
1						1	Lynemouth	1									1	1	1						1	1		1				
1						1	Newbiggin		1							1	1	1	1	1					1	1		1				
1					1				1										1									1				
1						1	Bedlington	1								1	1	1	1	1			1		1	1						
1					1					1						1	1	1	1	1	Workshop Petstore, Wifi		1			1						Zoo or pet shop place with all sorts of animals and dogs
1						1	Newbiggin					1					1	1							1	1		1				
	1				1				1								1	1	1			1				1		1				
	1				1			1									1					1				1			1			
	1					1	Newbiggin							1			1	1				1		1	1	1						
1						1	Newbiggin			1							1							1		1		1		1		
1					1				1							1	1									1		1		1		
1						1	Newbiggin		1	1							1	1					1			1		1				
	1				1							1					1					1			1	1						
	1				1										1		1		1			1	1	1	1	1	1	1	1	1	1	Primark, Eat 4 Less, Lush, River Island, JD Sports
	1					1	Newbiggin	1											1			1	1	1	1	1	1	1	1			Eat 4 Less, Primark, Lush, River Island
	1				1										1			1				1	1		1	1	1	1	1			Primark, Eat 4 Less, Lush, River Island, JD Sports
	1				1			1									1					1	1	1	1	1	1	1	1	1	1	Vape shop
1						1	Newbiggin	1								1	1	1	1			1	1	1								
	1				1					1							1		1			1	1			1						
	1				1		North Seaton									1	1	1	1	1		1										
1					1							1								1	School			1	1	1						
1					1				1							1	1	1	1			1	1	1	1	1	1	1	1	1		
1					1				1								1				Primark	1										
1						1	Newbiggin					1					1				With friends	1	1			1						Cinema would be good, more shops like Primark, Top hop etc. Also food p[laces such as Nandos, Wagamamas, Frankie & Bennys would be great.
1						1	Lynemouth						1				1					1	1			1						
1					1							1					1	1	1			1	1									Primark
1					1						1							1				1	1			1						
1						1	Newbiggin	1								1	1	1	1	1	Socialising		1		1	1						
1						1	Newbiggin							1			1	1		1	Socialising											
1					1				1								1		1			1	1			1						Range of food chains, Nandos, Pizza Hut
1					1																											
1					1				1								1					1			1	1						
1						1	Newbiggin				1					1	1	1	1				1	1						1		
1						1	Blyth		1								1		1	1	School	1	1		1							Higher branded shops Top Shop, Makeup counter, Nandos Frankie & Bennys
1						1	Newbiggin			1						1	1	1	1	1	Socialising	1	1			1						
1						1	Newbiggin	1											1			1			1	1						
1					1						1						1									1		1				
	1				1							1				1	1	1	1	1	Walking to school and getting breakfast on the way.	1	1			1						
	1				1										1	1	1	1	1	1		1	1			1						More shops
	1				1					1						1	1	1	1	1		1				1		1				
	1				1					1							1					1	1			1						
	1				1					1						1	1	1	1	1		1	1			1						
	1				1						1					1	1	1	1			1	1	1	1	1		1	1	1		
	1				1								1			1	1	1	1	1		1	1			1						
	1				1										1					1	Walking to school and back.			1	1	1						
	1				1				1								1	1	1			1	1			1						
	1				1						1					1	1	1	1	1	Leisure, Library, takeaway	1				1				1		
	1				1						1						1		1				1	1			1					
	1					1	Linton Colliery				1						1					1			1		1					
	1				1					1							1					1			1		1					
	1				1										1	1	1	1	1	1	School	1	1			1						
	1				1						1						1					1				1	1					
	1				1									1		1	1	1	1	1		1			1			1				
1					1										1	1	1	1	1	1		1	1	1								
1					1						1					1	1	1	1			1		1				1				
1					1			1								1	1	1	1	1				1				1		1		
1					1							1					1	1				1			1	1						
1					1					1							1						1		1	1						
1					1			1												1	School	1			1	1						
1					1			1									1				School	1			1	1						
	1					1	Stakeford					1					1		1			1	1			1						
	1				1							1					1			1	Walk around Ashington	1			1	1						
1						1		1									1		1			1	1		1	1						
1					1			1									1					1	1			1						
1					1			1									1					1			1					1		
1						1	Pegswood													1	I do not visit Ashington		1	1		1						Places to play football
1						1	Newbiggin				1								1	1	School and Greggs		1			1						
1					1							1				1	1	1	1	1		1	1			1						
1					1						1					1	1	1	1	1	Walk to the woods		1			1		1				
1					1					1						1	1	1	1	1		1	1			1						
1					1			1								1	1	1	1	1		1	1			1						
1						1	Ellington			1						1	1	1	1	1		1			1	1						
1					1							1					1	1	1			1			1	1						
1					1			1									1		1			1	1			1						
1						1	Pegswood			1						1	1	1	1	1	Go for dancing and other sports	1			1	1						I would love to be ablt to have a Primark and other big company shops like New Look, Topshop, JD, Debenhams etc also a cinema rather than a theatre
1					1							1					1	1		1	Sports	1				1						Leisure or tourism attraction would be good
1					1							1				1	1	1	1	1	Walk through		1		1					1		
1					1								1			1	1	1	1	1	To go for food because it is cheaper up the street and McDonalds is there.		1			1				1		
1					1									1		1	1	1	1	1	School	1	1					1				
1					1								1			1	1	1	1	1												
1					1										1		1	1		1			1		1	1						
1					1			1									1									1				1	1	Statues, parks and gardens
1					1			1								1	1	1	1	1	Eat	1					1	1				Paintballing
1					1										1		1	1														
1					1					1							1						1			1		1				
1					1			1									1			1						1		1			1	Starbucks
1						1	Ellington								1		1	1				1	1									Bigger Bus Station
1					1										1		1								1						1	Bike jumps, trampoline park, skate park
1					1										1		1					1			1	1						Primark
1						1	Guidepost								1	1	1	1	1	1	Socialising with friends	1				1	1	1				Indoor/outfdoor skate park/bmx track for all abilities. Trampoline park
1					1							1					1			1	Socialising with friends					1		1		1		A place for children to go 18 and under to sit and chat and maybe pay £5 a week to play pool or games
1					1										1																	
1					1										1					1	Home, School, McDonalds	1										Primark, JD, MAC Makeup, NYX Makeup
1					1					1							1				Food	1			1	1						
1					1										1					1	Leisure centre and to ride my bike / scooter	1									1	JD, Football astro, trampoline park, skate / bike park
1					1							1				1	1	1	1	1	Socialise				1							
1						1	Blyth				1						1						1		1	1				1		
1						1	Stakeford							1						1	Socialise		1			1				1		Skate / bike park, air box, starbucks
1					1						1						1					1			1	1						Primark
1						1	Ellington					1								1	School and socialising					1		1			1	Starbucks
1					1										1	1	1	1	1	1	Socialise											
1					1										1										1	1						Skate park/trampoline park
1					1										1					1	Socialise					1						Cinema is a good idea because there will be a fun place to go.
1					1						1							1								1						
1					1			1									1	1				1	1		1	1		1				
1						1	Pegswood		1								1		1			1	1			1						
1					1										1		1	1								1						So we don’t have to tavel long distances to watch something fun.
1						1	Pegswood		1								1	1				1	1			1						
1					1										1			1					1			1					1	Park
1					1				1								1						1									
1					1						1															1						Park
1					1							1														1						Movie Theatre
1					1								1				1											1				
1						1	Newbiggin		1										1					1		1					1	Skate Park
1						1	Lynemouth				1						1	1	1				1		1	1				1		Cinema
1						1	Pegswood								1	1	1	1	1	1	Food Shops / Takeaway	1				1					1	Id like a hunting shop in Ashington with a wide range of goods.
1					1						1					1	1	1	1	1		1	1			1						
1					1			1								1	1	1	1	1	Food and drinks		1		1	1						
1					1			1								1	1	1	1	1					1	1				1		
1						1	Lynemouth	1								1	1	1	1	1					1	1				1		
1					1														1													Football, astroturf
1						1	Guidepost		1									1					1			1	1					Astroturf
1						1	Guidepost	1									1			1	Grainger Games	1	1			1						
	1				1			1									1									1						
1						1	Ellington				1					1	1	1	1	1		1	1			1						

1					1					1								1								1						
1						1	Linton Colliery					1					1		1				1									Cinema, Arcade
1					1										1		1		1		Socialise	1				1				1		
1					1				1									1								1						
1					1				1								1									1						
1					1				1							1	1	1	1	1	Bank	1				1		1				
1					1			1									1									1						
1					1			1												1			1			1					1	
	1										1						1	1				1	1			1						
	1				1							1				1	1		1			1	1			1						
	1				1					1						1	1	1	1	1			1		1	1						
1						1	Guidepost	1											1			1	1						1			
1					1										1			1			Swimming					1						Trampoline park
1						1	Guidepost								1		1				Ashington Leisure Centre Trampolining	1				1		1				
1					1						1							1				1			1			1				
1					1					1						1	1	1	1	1		1	1									I would like the High Street to be indoors beacse it would prevent litter and birds flying around. It would attract more people because it would be more tidy and people would like it because it would mean people would not have to go outside.
1					1			1								1	1	1	1	1	Socialise	1			1	1						
1					1							1				1	1	1	1	1	Walking to school	1	1			1						
1					1										1		1	1				1	1		1							
1					1							1					1	1	1	1	Food	1	1			1						
1					1					1							1	1	1	1			1		1	1						
1					1				1							1	1	1	1	1	Driving through town		1		1	1						
1					1				1							1	1	1	1	1	Haircut	1	1			1						
1					1							1					1	1	1				1		1	1						
1					1					1							1	1	1							1		1		1		
1					1										1		1	1	1			1			1	1						Shopping Centre
1					1										1					1	Socialising and shopping				1	1					1	Bowling, skate park, Starbucks, Primark, Youth Clubs
1						1	Pegswood					1							1							1		1		1		
1					1							1								1	Walk through for school				1	1						An arcade or a metro centre styled shopping centre
1					1				1							1	1	1	1			1	1			1						
1					1							1								1	Socialise		1									Burger King
1					1							1					1	1				1	1					1				Primark, Burger King
1						1	Linton Colliery										1					1	1			1						
1						1	Broomhill																1		1							Arcade
1					1						1						1														1	Pool/snooker hall
1					1					1							1	1				1	1									Nandos
1					1					1							1	1				1	1			1		1				Nandos
1					1				1								1		1			1	1			1		1				Nandos, better quality food places
1						1	Newbiggin				1					1	1	1	1	1			1			1		1				
1					1						1					1	1	1	1	1			1		1	1						
1					1								1			1	1	1	1	1		1	1			1						
208	102	67	119	63	395	155		94	79	89	50	79	28	28	86	197	453	294	229	153		314	242	112	207	366	51	137	36	82	66	
37.2%	18.2%	12.0%	21.3%	11.3%	71.8%	28.2%		17.6%	14.8%	16.7%	9.4%	14.8%	5.3%	5.3%	16.1%	14.9%	34.2%	22.2%	17.3%	11.5%	1326											
				559		550																										

-71.82%

533

	Work	Shop	Leisure	Bus Connections	Other
1	23	126	26	9	16
2	8	54	66	51	16
3	11	13	61	49	19
4	35	9	19	32	21
5	57	3	4	16	30
	134	205	176	157	102
	17.2%	61.5%	14.8%	5.7%	

	More Shops	Eat / Drink	Community Hub	Bowling	Cinema/Theatre	Offices	Music Venue	Residential	Public Open Space	Other
1	107	30	25	41	115	6	21	7	6	23
2	62	67	23	52	78	5	26	6	18	2
3	65	70	25	45	46	19	33	10	26	4
4		1			1	1	2	1	4	
5								1		
6				1						
7		1								
8+										
	234	169	73	139	240	31	82	25	54	29

Cinema Study:
Ashington

Report compiled for Arch Developments

Arch
The Northumberland Development Company

February 2018

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Warranty

This report is prepared on the instructions of the party to whom or which it is addressed and is thus not suitable for use other than for that party. As the report involves future forecasts, it can be affected by a number of unforeseen variables. Information within this report should not be relied upon by parties outside of the party to whom or which it is addressed. The report contains views and assumptions by CinemaNext Consulting based upon their existing knowledge of the market. CinemaNext Consulting has used its best general knowledge to assemble data and templates to assist the client in assessing various options. These numbers are indicative only and are to be used as guides only. The purpose of this report is to open debate and investigate various options that could be considered as part of a wider leisure initiative. Note: we have used our database and best estimates on current admission numbers and we are open to correction from significant multiplex operators if these estimates are widely incorrect. Our database has been built from various sources and relates back to over twenty years the partners of CinemaNext Consulting have been in the UK cinema business. Our report is based on the best expertise of the partners who have been instrumental in numerous cinema developments throughout the UK and internationally.

1. Executive Summary

1.1. Key Findings

Arch Developments, "primary aim of their Investment Plan is to re-establish Ashington town centre as a thriving heart to the town and attract back the resident and visitor custom that it has lost as it has declined. The focal investment behind this regeneration will be the redevelopment of the North-East Quarter as a mixed-use growth of the town centre to provide new offices, retail, leisure and cultural space based around attractive new streets and public space".

There are several key objectives for Arch Developments which can be delivered:

a) **Regeneration:** There is an opportunity to develop a multi-screen cinema as part of a retail and leisure offer in Ashington which will help to re-invigorate the town, particularly in early evening periods, and stimulate greater economic activity.

b) **Sustainability:** A high-quality cinema experience will provide improved trading opportunities each day and in particular during school holiday periods; and in the 6pm through to 9pm peak cinema trading hours. Other local traders including restaurants will benefit from increased footfall in the town centre as the area becomes a leisure, cultural and retail destination.

c) **Employment:** A town centre digital community cinema will generate direct and indirect employment opportunities and create a more diverse range of employment opportunities for the local population. Film Agencies including the BFI will offer support to town centre cinemas through their Festival and Audience Development Programmes.

d) **Community Development:** A digital cinema focussed on the Ashington community will host a range of content from blockbuster films to documentaries and educational screenings; live relays of theatre, popular and classical music, comedy, opera, ballet, museum tours and the regular cinema programme. This diversity of programming will cater for the youngest to the oldest members of the community. Cinema is about an experience, with customers engaging positively with film, entertainment and cultural events as well as with a mix of food and drinks.

e) **Tourism & Heritage:** There is currently a limited range of indoor family attractions. A cinema should provide an all-weather, all year visitor attraction for the local community, the coastal and rural communities around Ashington and tourists. It should complement activities at Woodhorn Museum. With a focus on cultural, heritage and archive opportunities, enhanced venue marketing and combining leisure resources there are positive future opportunities.

f) **Additionality:** An active and interesting digital cinema will attract local residents to visit the town area more frequently to shop and enjoy its unique assets and various attractions. They will also stay longer. It will also reduce the need to travel beyond the drivetime area to go to the cinema. A digital cinema will provide incremental screening opportunities as well as providing greater access to current film releases to all parts of the community.

In the comparable cinema sites table in section 2.2.2, noted in this Report (Cramlington, Silverlink, Gateshead, Metrocentre) there were box offices sales of £15.6m with approximately 2.4m visits to the cinema in 2016.

> A Town Centre cinema in Ashington will provide access to many people within the local area who would not otherwise have access to a cinema offer within a 30-minute drivetime.

With a carefully considered business plan, Arch developments should be able to engage with operators to provide a sustainable, high quality cinema operation.

1.2. Conclusions

ComScore reported that the "The total 2017 cinema box office in the UK & Ireland has beaten the record set in 2016 to become the highest-grossing year ever. The total across UK & Ireland was £1,378,280,334, up 3.6% from £1,330,545,090 in 2016. This is particularly impressive given that 2016 was a 53-week year, while 2017 was a 52-week year (the year includes all Friday-to-Thursday play weeks where the Friday falls into that calendar year). Comparing a like-for-like period of 52 weeks in each year, 2017 is up 6.1% versus 2016. The record has now been broken in each of the last three years (2015-2017), following a small drop of 2.7% in 2014. Audiences want the right content on the right platform. The latest box office figures confirm that audiences still feel that films are best enjoyed at the cinema with the biggest possible screen, the best sound, comfortable seats and the communal experience. Despite embracing online services, there's still a significant appetite for social interaction in the real world."

High Streets increasingly having to compete with internet shopping, means more opportunities are opening up for leisure facilities including town centres.

Despite the growth of online streaming services such as Netflix, consumers still enjoy the escapism and experience that cinema brings. Operators do need to continually improve, adapt and invest to keep ahead of the Internet generation – which is what we are now witnessing. Film is one of the top five Search Engine requests in the world.

Digital technology has changed the way films are delivered and also allows many other forms of content to be included in the cinema schedule. This includes delivery of live product such as ballet, opera and music that appeals to alternative audiences.

The need for large projection booths for 35mm equipment has been reduced and the overall footprint for a cinema can be much more space and cost efficient. The ability to put cinemas into previously difficult space has improved dramatically, which has led to cinemas opening in previously ignored catchments and locations, and into smaller footprints.

It is now more important than ever for Shopping and Town Centres to think about placemaking to create more of an experience for their visitors. While rental vacancies are low, the evening economy is weak and can be developed with an improved cinema offer which benefits retailers and restaurants.

The Ashington population is isolated and under-provided, and an improved town centre offer will eradicate many of the negative comments reported over many years about the quality of the town offer.

Within a 10-minute restricted drive-time there are 51,805 residents. There is a positive opportunity to develop new cinema audiences from this population base and develop a sustainable cinema offer.

On Street Research interviews conducted highlighted an overwhelmingly positive disposition towards cinema provision in Ashington.

2. Introduction

2.1. Objectives of the Study

Background
Arch operates as an investment and asset-based business with a £280m portfolio of commercial and residential property, the profits from commercial activities are reinvested to support economic and social development across Northumberland.

In 2012, Northumberland County Council set up Arch to bring in private sector expertise and help build a brighter future; one where we're not just getting by, but really thriving. Arch does not receive any funding from the Council that could be used to support services.

CinemaNext Consulting has been asked to provide a proposal to review the potential for a cinema at Portland Park, Ashington, which is currently being developed by Arch.

Portland Park is a regeneration project programme led by Arch, which will see the expansion of Ashington town centre through the injection of over 1,000 high-quality jobs into the heart of the town, transforming the town centre's physical and economic environment and wider vision for a healthier and more prosperous Ashington.

This aspiring vision will be achieved by investing in ambitious modern buildings of architectural merit and in redevelopment of the existing building stock. The delivery of these proposals is to be manged by Arch Development Projects and will involve the redevelopment of over 10 hectares of town centre sites.

Arch is responsible for the site assembly, pre-development enabling works, design, construction and delivery of the impressive project. Arch has procured an award-winning design team to bring forward the comprehensive redevelopment of the site and has recently completed Ashington Leisure Centre - the first phase of the investment strategy.

The remaining proposals for the development include a new highway infrastructure to enable the development site as well assist in alleviating some of the town existing highways issues. This new infrastructure is based on shared space principles and will create 4 distinct development plots.

Plot 1 and 2 has been designated for commercial office development with a small retail offer including dedicated car parking, Plot 3 focuses on a retail and education offer and Plot 4 is identified as the retail component to complement the existing town centre due to its proximity.

The main contract has been awarded to Galliford Try Building Limited. Work began on-site in February 2017.

CinemaNext Consulting is an international management consultancy and services business, specialising in Cinema Exhibition and the wider leisure markets. We have an extensive experience devising, managing and delivering complex solutions to the cinema industry (further details and case work attached).

Stage 1: CinemaNext Consulting Ltd have been asked to:

1) Work with Arch to instigate a process for realising the cinema aspirations for Ashington.
2) Review the cinema market around Ashington and undertake a market analysis to ascertain the potential for a cinema presence and its likely impact.
3) Ascertain the potential cinema drive-time catchment of a cinema in Ashington.
4) Estimate the admissions potential for a cinema in Ashington.
5) Give our best assessment of likely on-going benefits to the town centre including:
a. Commercial (restaurants, ancillary leisure, retail etc.)
b. Social (conferencing, education, community functions etc.)
c. Commercial Analysis

CNC propose the following approach to support Arch to assist with its deliberations and arrive at a strategy to create a significant leisure destination in Ashington Town Centre.

Market study:

- Review existing cinemas within the immediate region
- Ascertain potential "cinema catchment" based on undertaking a drive time analysis
- Estimate admissions potential for a cinema (options to be determined)
- Give our best assessment of likely on-going benefits to the town centre including:
  i) Commercial (restaurants, ancillary leisure, retail etc.)
  ii) Social (conferencing, education, community etc.)
- Summary report on initial findings and recommendations.

Site specific:

- Give our advice on the potential size of cinema, which would require further assessment

Industry comment:

CNC will provide an overview report of the cinema industry in the UK relative to

- Digital technology
- Relevant case study (if appropriate)

Ancillary:

CNC will comment on potential alternative benefits of cinema provision – education, social, tourism and conferencing from case study reports.

Street Research:

CNC will conduct a series of interviews in four agreed locations targeting both ‘cinema goers’ and ‘non-cinema goers’ in a variety of demographics:

- 3-4 locations (depending on relevance of various locations to the study)
- 100 interviews per location
- 10 questions per location

These results will subsequently be reviewed by our expert analyst.

Optional Future Stages to be reviewed on completion of the First Stage Report:

CinemaNext Consulting Ltd can provide further detail as required, which was not requested in the first stage of work, as follows:

1) Ascertain the potential cinema catchment of a cinema in Ashington by undertaking a ‘default-to-closest’ restricted drive time analysis.

2) Review the Portland Park site within Ashington to evaluate the site’s ability to support a cinema development both physically and commercially with an initial architectural layout plan.

3) Refine the estimated admissions potential for a cinema on the Portland Park site.

4) In collaboration with Arch, provide high level cinema build costs for the Portland Park site.

5) Provide detailed investigation and insight into the viability of the Portland Park site to understand the business case/plan (including five-year Profit & Loss calculations) with rental and capital calculations.

Commercial Analysis

CNC propose the following approach to support Arch to assist with its deliberations and arrive at a strategy to create a significant leisure destination in Ashington Town Centre.

Market study:

- Further review existing cinemas and undertake a SWOT analysis

- Ascertain potential "cinema catchment" based on undertaking a default to closest restricted drive time analysis
- Refine the estimated admissions potential for cinema options - specifically various screen options
- Summary report on initial findings and recommendations.

Site specific:

- Together with Arch review the opportunity at Portland Park, Ashington
- Liaise with agents and potential operators

As part of the above section, CNC will be advising on the type of cinema operation that should be implemented and the market appeal, taking into account the existing cinema provision in the region.

Financial:

- Give our best estimates of admissions forecasts
- Revenue forecasts, including ancillary income streams
- Focused site appraisal forecasts, including full profit and loss forecasts
- Potential rent and service charge forecasts and potential return on development costs
- Fit out cost plan
- Capital contributions
- Potential rental returns

Design:

- CNC will provide design support to Arch, agents and developers as required
- CNC will work with the Arch & their appointed architects and professional team to produce development layouts for the site

Market Research:

- 3 x Focus Groups with 10 ‘age selected’ participants

2.2.1 Northumberland: Demographic Overview

The Office of National Statistics' mid-year estimate for 2016 states that Northumberland is home to approximately 316,002 people with a sparsely population density of 63 people per square kilometre, significantly lower than the UK average of 271.

The population has grown by 2.7% since the 2011 Census.

49% of the Northumberland population live rurally (North East 18.8% / England 18.9%) while 51% of the population live in the 3% of urban land primarily to the south east of the county, which impacts on Ashington's drive-time demographic (Note Section 2.2.2)

The median age in Northumberland is higher than the United Kingdom average of 40 with a median age of 47.4 years old, which is significantly older than the UK population.

There are 138,000 households (2.29 residents per household). 89% of residents live in a house or bungalow, with 33% owning outright, which is higher than the U.K. average.

Vehicle ownership has grown 19% from the 2001 census to 169,000 cars and vans by 2011 (+19%).

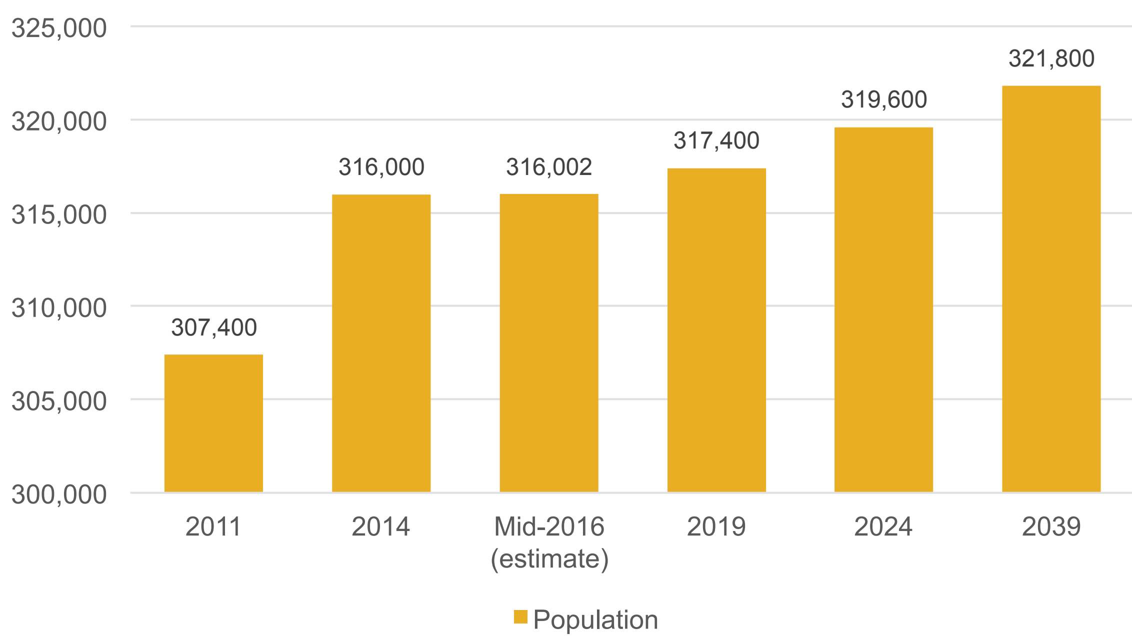
98% of the Northumberland population has a white ethnic background.

Wages are 10.5% lower than the English average, with employment rates are lower and high levels of deprivation when compared to other regions.

Population Statistics, mid-year estimate (2016) – Source: ONS

	Northumberland	North East England	United Kingdom
Males	154,180	1,294,357	32,377,674
Females	161,822	1,342,491	33,270,380
Total	316,002	2,636,848	65,648,054
0-15	51,961	467,795	12,390,097
16-64	189,526	1,661,447	41,443,872
65+	74,515	507,606	11,814,085
Median Age	47.4	41.9	40.0
Population Density (People per km^2)	63	308	271

Population projections, 2011 – 2039 – Source: ONS



2.2.2 Drive-Time Demographic Analysis – Ashington

A demographic study of the potential cinema market for Ashington has been carried out.

When analysing a significant catchment, it is generally accepted that a 20-minute drive-time is adopted as the commercially desirably and reasonable travel distance for potential cinema-goers. At present the Vue Cramlington is the closest multiplex offer within a 20-minute drive-time distance from Ashington, and the offers within the Metro and Central areas of Newcastle to the south are within the thirty-minute drive-time zone.

	Operator	Location	Drive Time (minutes)	Screens	Seats	Year Opened
Catchment	Vue	Cramlington	18	9	1,383	2013
	Odeon	Silverlink	22	9	1,877	1999
	Vue	Metrocentre	32	17	2,699	1987
	Vue	Gateshead	35	9	1,321	2014
Total			n/a	44	7,280	n/a
Average			n/a	11	1,820	n/a

There are no competitive full-time cinemas going north (Inc. Berwick-upon-Tweed) and it will be essential to develop plans to build cinema audiences from the rural catchments to the north and onto the coast in order that Ashington develops new markets within Northumberland.

	England & Wales	Ashington (Unrestricted)
Population (cumulative total)	56,075,912	51,805
Young Dependents (%)	29	28
Semi & Detached Dwelling %	53	44
Skilled Trade %	11.5	12
Plant & Machine Operatives %	7.2	10
Families (%)	62	64
Ethnic Group White (%)	86	97
No cars	26	**30**
One car	42	44
Two (+) cars	33	26

The chart below displays the ten-minute unrestricted drivetime customer profile in Ashington:

- The drive-time population has a marginally lower young dependents dependency ratio but a higher number of family households than the England and Wales average.
- There is a higher number of people working in skilled trades and as machine operatives within the drivetime area than the average across England & Wales.
- 70% of the drivetime population own at least one car compared to the England & Wales average of 75%. For a location out of the city the number of residents without a car (30%) is high.
- 44% of residents live in detached and semi-detached dwellings while a further 44% live in traditional terraced “Miners Row” housing, the % of which drops significantly in the 20 and 30-minute drivetime bands.

The population size, and the profile of residents within the drivetime provide a positive base for potential cinema development.

The age profile for Ashington's unrestricted catchment departs from the national averages of Northumberland and England in several distinct ways:

- Within the Ashington 10-minute drivetime catchment there are a higher number of residents aged between 25 – 54. The numbers of residents aged 65+ is also significantly lower than the Northumberland average:

	England	Northumberland	Ashington (Un-Rest.)
Male %	49.4	48.8	48.9
Female %	50.6	51.2	51.1
Age 0-15	19.0	16.4	18.0
Age 16 - 24	11.1	9.0	10.0
Age 25 - 64	52.0	51.0	54.0
Age 65+	17.9	23.6	18.0

2.2.3 Drive-Time Maps – Ashington

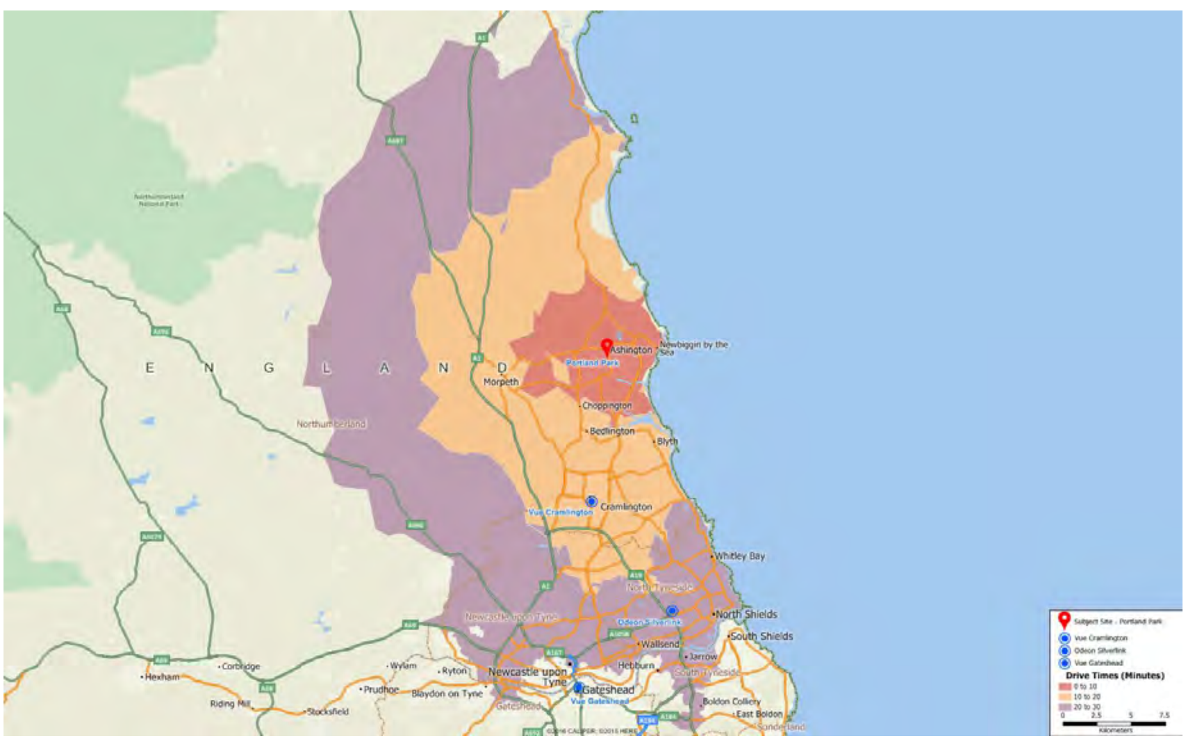
Map 1 (below) identifies the catchment that would see Ashington as the nearest cinema in terms of drive-time. The unrestricted drive-time map highlights cinemas within a 10 / 20 / 30-minute drive-time catchment of the North-East Quarter in Ashington.

Ashington Drive-Times (Unrestricted)	**10 Minutes**	**20 Minutes**	**30 Minutes**
Total Population	51,805	204,888	660,354

It is important to note that the 20-minute drive-time is not an absolute and critically, the scale and 'appeal' of a proposed leisure destination factors in a catchment may pull beyond a 20-minute drive-time distance or be constrained given competition, quality of offer, area or population density.

Map 1: Ashington Unrestricted Drive-Time Catchment (10, 20, 30 minutes)

Map 2: Ashington 20-minute Unrestricted drive-time territories overlaid over a 10 / 20 / 30 minutes unrestricted drive-time catchment



2.2.4 On Street Market Research – Ashington

In order to ascertain the potential for a cinema in Ashington town centre a series of street interviews were undertaken. The interviews were carried out in Ashington on Friday 19th and Saturday 20th of January by a team of 7 students recruited via Northumberland College.

The researchers were placed at three locations: Station Road, within the Leisure Centre and in front of Wilko. In total 312 interviews were carried out between 9.30am and 4pm on both days.

Within this total number of interviews there were target quotas set for interview subjects within different age groups, reflecting the demographic profile of Ashington's population.

The objective of the street interviews was to collect information from visitors in the likely sphere of influence of a cinema in Ashington on:

- Main purpose for visiting Ashington
- Means of travel
- Current cinema going habits
- Response to a new cinema in Ashington town centre
- Importance of various aspects of visiting a cinema
- Age and geographical location

The key findings from the street interviews are stated below. The questionnaire used for Ashington can be found in appendix 1.

1) Main reasons for respondents for coming to Ashington town centre

1. Shopping (36%)
2. Work in Area and Work related Business Meeting (16%)
3. Strolling around (7%)
4. Personal Services (Medical, Legal, Hairdresser etc.) (7%)
5. Leisure (Gym, Library) (20%)
6. Socialising, Meeting Friends (3%)
7. Dining, Restaurant/ Café/ Bar (2%)
8. Entertainment (Cultural, Performance) (0.5%)
9. Education (0.5%)
10. 8% of respondents stated they live in Ashington and that this was their main purpose/ reason for being in the town centre

2) Means of travel to Ashington

1. By car (57%)
2. By bus (8%)
3. Walking (31%)
4. By taxi (3%)

3) How often do respondents currently go to the cinema

1. More than once a month (12+ times a year) (21%)
2. About once a month (approx.12 times a year) (18%)
3. Between 6 and 11 times a year (11%)
4. Between 1 and 5 times a year (25%)
5. Less than once a year/ Can't remember (9%)
6. Never (16%)

Reasons for never attending a cinema:

1. Watch movies at home - Netflix (4%)
2. Too expensive (8%)
3. Too far away - no local cinema (20%)
4. No childcare (4%)
5. Too loud (2%)
6. Too much effort (2%)
7. Not interested (10%)
8. No reason given for never going to the cinema (51%)

4) When did respondents last go to the cinema

1. Within the last month (40%)
2. Within the last 3 months (21%)
3. In the last six months (14%)
4. About a year ago (13%)
5. More than a year ago (9%)
6. No response (2%)

5) Name of the film respondents most recently saw

- Bill Boards (release date Nov'17) 2 persons
- 50 Shades of Grey (Feb '15) 1 person
- Alien (2017) 1 person
- Angry Birds (May '16) 1 person
- A Bad Moms Christmas (Dec' 17) 1 person
- Baywatch (May '17) 3 persons
- Beauty & The Beast (March '17) 2 persons
- Boss Baby (Apr '17) 2 persons
- Bridget Jones' Baby (Sep '16) 1 person
- Charles Dickens (Dec '17) 1 person
- Daddy's Home 2 (Nov '17) 3 persons
- Darkest Hour (Nov '17) 3 persons
- Despicable Me 3 (June '17) 3 persons
- Dunkirk (July '17) 3 persons
- Emoji (Aug '17) 1 person
- Fast & Furious 8 (Apr '17) 2 persons

- Ferdinand (Dec ’17) 2 persons
- The Force Awakens (Dec ’17) 4 persons
- Geostorm (Oct ’17) 1 person
- The Greatest Showman (Dec ’17) 22 persons
- Guardians of the Galaxy (Apr ’17) 2 persons
- Insidious: The Last Key (Jan ’18) 4 persons
- Inside Out (June ’15) 1 person
- IT (Sep ’17) 8 persons
- It’s a wonderful Life (Dec ’17) 3 persons
- Jigsaw (Oct ’17) 1 person
- Jumanji (Dec ’17) 15 persons
- Jurassic Park (June ’15) 2 persons
- Justice League (Nov ’17) 2 persons
- Kingsman (Sep ’17) 1 person
- My Little Pony (Oct ’17) 2 persons
- Orient Express (Nov. 17) 1 person
- Paddington (Dec ’17) 3 persons
- Pitch Perfect (Dec ‘17) 19 persons
- Planet of the Apes (Jul ‘17) 3 persons
- Star Wars (Dec ’17) 17 persons
- Suicide Squad (Aug ’16) 2 persons
- Thor (Oct ’17) 3 persons
- Trolls (Oct ‘16) 3 persons
- Wonder Woman (May ’17) 1 person
- Can’t remember 21 persons
- No response 88 persons

6) Cinema currently most frequently visited

Visit most frequently		1st	2nd
VUE Cramlington	Cramlington	76%	2%
Odeon Silverlink	Wallsend	8%	8%
VUE Gateshead	Gateshead	3%	5%

Other cinemas

Cineworld Newcastle (The Gate) 3%
Empire Newcastle 1%
Newcastle (not specified) 2%
Odeon Metrocentre Gateshead 2%
Tyneside Cinema 1%
No main, go to many 1%

7) Response to a cinema and restaurants in Ashington town centre

There was an overall positive response to the proposal for a cinema with some restaurants in Ashington and the following percentage said they would be likely to visit that cinema:

1. YES (94%)
2. NO (6%)

Of the 51 people (16%) who said that they currently don't go to the cinema (Q6), 40 people (78%) said that they would go to a new cinema in Ashington. 11 people (22%) who currently do not go to the cinema, wouldn't go to a cinema in Ashington.

8) Would a new cinema in Ashington town centre become their main venue

1. YES (92%)
2. NO (8%)

9) How often would respondents likely visit that new cinema

1. More than once a month (12+ times a year) (42%)
2. About once a month (approx.12 times a year) (24%)
3. Between 6 and 11 times a year (18%)
4. Between 1 and 5 times a year (14%)
5. Less than once a year (2%)
6. No response (1%)

10) Importance of various aspects when choosing a cinema to visit

Aspect Importance	*Very*	*Some*	*Not*
Parking	70%	10%	20%
Having latest on-screen content from live performances – (Music, Opera/ Dance/ Theatre)	41%	27%	31%
Food / drinks to take to seat	64%	19%	17%
Ambience	67%	24%	9%
Having Independent & Foreign Movies	23%	24%	53%
Having latest Movies and Blockbusters	94%	4%	1%
Convenience from home	88%	9%	3%
Viewing Comfort	95%	5%	0%
Close to Restaurants/ Pubs	65%	22%	14%

11) Postcodes of respondents

The table below indicates the place of residence for those interviewed.

Postcode	Location	Percentage
NE63	Ashington	60%
NE64	Newbiggin-By-The-Sea	9%
NE62	Choppington	6%
NE61	Morpeth	11%
NE65	Morpeth	3%
NE24	Blyth	3%
NE23	Cramlington	1%
NE22	Bedlington	5%
NE66	Alnwick	1%
Not Stated	N/A	1%

Postcode map of the North East (NE) area

12) Age of people interviewed

Age Group	Percentage of total
15-20 yrs	19%
21-30 yrs	21%
31-40 yrs	14%
41-50 yrs	23%
50+ yrs	23%

13) Gender

1. Male (41%)
2. Female (59%)

14) Interview day

1. Friday (54%)
2. Saturday (46%)

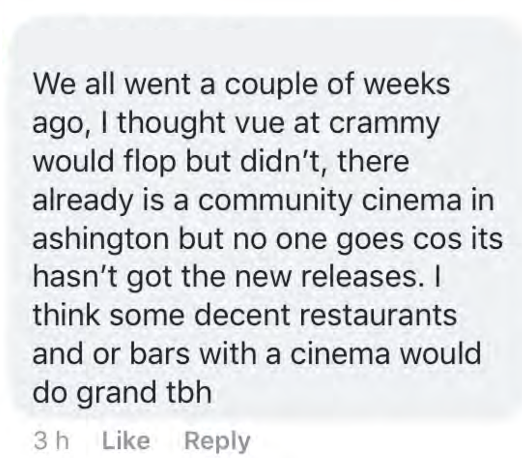
2.2.5 Newspaper and Social Media Responses – Ashington

Since CNC completed the first draft report and conducted the interviews there have been reports published in The Chronicle and questions posed on social media:

Council leader and Arch board member, Peter Jackson, said: “We listened to the public in September and the message came over loud and clear that they wanted us to look at a cinema offering to breathe new life into the town by complimenting the existing retail on Station Road.

“It has been over three decades since we had a commercial cinema in Ashington and yet the studies we commissioned following the public suggestions show there is some real potential if the town gets firmly behind the idea”.

https://www.chroniclelive.co.uk/news/north-east-news/abandoned-ashington-council-hq-site-14303034



Hell yeah!!
3 h Like Reply

I think a cinema, clip & climb type things would be great to have more locally for kids & families ashington definitely needs something oh & a primani for me 😜
2 h Like Reply

There's not enough space for all that's been suggested but it would bring jobs for local people which is always a positive.
2 h Like Reply

We would definitely visit something like this
3 h Like Reply

I would use it
3 h Like Reply

Our teenager haven't got very many local facilities near by. This would be great for all our local communities for young children teens and families. I would definitely use it
3 h Like Reply

Great idea and about time
3 h Like Reply

Cinema and shops in Ashington would be great. I love Tyneside cinema and go often, but for family and stuff for the kids I think it's a great idea to have something on the doorstep
2 h Like Reply

I drive to cramlington regularly to do these so yes from me!
2 h Like Reply

Defiantly
2 h Like Reply

I bus it into the city centre from Ashington, if I want to watch a particular film, as busing to and from Cramlington is more of an expedition. Ashington really needs more easily accessed places of entertainment.
2 h Like Reply

Me Will be good when my children get older in future rather than having to travel to cramlington or further a field Maybe a trampoline park or soft play etc somewhere to take the kids on rainy day

1 h Like Reply 1

I would and so would the bairns, usually go to Cramlington or Metro Centre for the cinema. And go to bounce in Cramlington with the bairns so anything like that near we'd support!

1 h Like Reply 1

I'm a 15 min drive away but I would definitely support it ,just what Ashington needs & I love the new leisure centre..

35 m Like Reply

Me

22 m Like Reply

Me

21 m Like Reply

Cinema definitely living in Hadston the nearest is Cramlington or Silverlink. So would support it.

8 m Like Reply 1

Best thing ever if this were to happen. My grand children travel to either Cramlington, Silverlink or Newcastle would be a bonus...

2 m Like Reply

Me I go regularly to Cramlington to cinema and bowling

1 h Like Reply

Me , i go to pics at least once a month !

1 h Like Reply

I think it would be perfect for myself and my family. We love the cinema but we don't drive and getting to cramlington cinema wouldn't be easy via bus (i am not sure if there is a regular bus that goes there from bedlington?) But getting to ashington via bus is very simple and we would love to be able to visit a cinema there regularly

1 h Like Reply

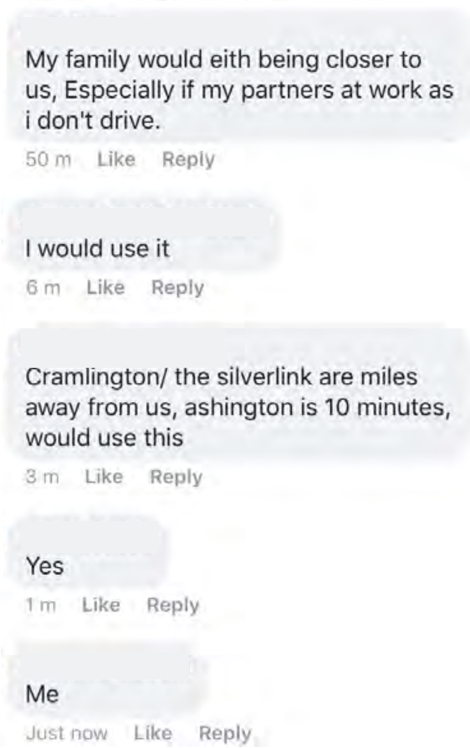
I think it would be perfect for myself and my family. We love the cinema but we don't drive and getting to cramlington cinema wouldn't be easy via bus (i am not sure if there is a regular bus that goes there from bedlington?) But getting to ashington via bus is very simple and we would love to be able to visit a cinema there regularly

Just now Like Reply

I 100% would. I very very rarely go into ashington but with the addition of any of these amenities I most definitely would and truly believe it would help the other shops increase their footfall.

Just now Like Reply


O2-UK
19:29
29%
Morpeth Matters
6 hrs ·
Write a reply...
Yes my family would
22 m Like Reply
We go to crammy a few times a year. Would go to ash instead.
17 m Like Reply
It seems from this post that it would draw people into Ashington from the surrounding areas which can only be a good thing if it happens. If no retailers or cinema chains proceed though is there a plan B?
5 m Like Reply
I would
Just now Like Reply
Write a comment...
GIF


My family would eith being closer to us, Especially if my partners at work as i don't drive.
50 m Like Reply
I would use it
6 m Like Reply
Cramlington/ the silverlink are miles away from us, ashington is 10 minutes, would use this
3 m Like Reply
Yes
1 m Like Reply
Me
Just now Like Reply


Definately would
29 m Like Reply
Thank you everyone for the positive comments.
23 m Like Reply
5
About time we got soemthing like this
10 m Like Reply
it saves having to go to cramlington
8 m Like Reply
Yes I would use there is nothing for younger kids in Ashington
Bowling alley would be fab. Also cinema
1 m Like Reply


I would use it. We travel from Felton to Cramlington at the mo for films.
2 m Like Reply

2.2.6 Broader Regeneration Context

A significant number of reports have been produced for the County and for Ashington including:

Arch Group's Ashington Investment Plan

Arch Group's ten-year Investment Plan for Ashington is a programme that will invest around £74m in regeneration and redevelopment, bring over 1,000 high-quality jobs to the heart of Ashington and transform the town centre's physical environment.

It describes Arch's proposals to redevelop the 'North East Quarter' of the town centre, expand and improve the housing stock and put vital local institutions on a sustainable long-term footing.

The Investment Plan will facilitate the physical elements of Northumberland County Council's wider vision for a healthier and more prosperous Ashington, through direct delivery of physical regeneration and the attraction of wider public and private sector investment.

The County Council's vision for Ashington is that it should be a healthy place. Although many parts of Ashington are deprived on multiple fronts, a characteristic of the town is that, even allowing for levels of income and employment, health outcomes are poor.

Ashington's Healthy Heart 2010 commissioned for Arch Group

Taking a healthy Ashington as the organising theme the overall medium-term strategy proposed for the town was to provide the following outcomes:

- a more walkable town centre with more reasons to visit and less need to go elsewhere for key services;
- an "inspirational" new leisure centre which brings both excellent new facilities and a sense of ambition and pride to the town;
- a wider range of eating and cultural choices, improving access to sources of physical and mental
- wellbeing; and a better public realm with more opportunities for social interaction, cleaner air and passive recreation.

Ashington Town Team – Strategy and Action Plan 2014

The changing landscape for town centres has drawn national focus following the Mary Portas review of high streets, which highlighted the need to 'breathe economic and community life' back into town centres and reverse the evident decline. This review highlighted that collective action at a local level is vital in supporting the high street to flourish again with actions led by Town Teams: providing a visionary, strategic and strong operational management team.

Vision: Ashington town centre is re-established as a shopping destination of choice, meeting modern consumer needs.

Objectives:

- Develop a realistic set of prioritised actions that are intended to address the issues highlighted and give Ashington town centre the best chance of evolving as a competitive high street
- Fully engage with local businesses and the wider community to strengthen representation and practical support
- Identify funding sources and develop applications to support delivery of the Ashington Town Centre Action Plan
- Seek to positively and directly influence future developments and ensure that strong physical connections are created to the high street, the mix of occupiers complement the town centre offer and have a beneficial impact.

The SWOT analysis highlighted areas of opportunity and weakness which will require addressing as part of the investment opportunities in Ashington.

WYG Planning & Design reports 2011 and Update in 2016

WYG Planning & Design (WYG) was commissioned by Northumberland County Council in July 2009 to undertake a Town Centre and Retail Study, which was updated in March 2016.

The main study sought to:

- Provide recommendations on the proposed centre hierarchy for the County;
- In the context of that hierarchy, to consider which centres should be the main focus for accommodating new town centre floorspace development; and
- Provide advice on the most appropriate general areas within and on the edge of centres (or potentially out of centre locations) to search for allocation sites to meet at least the first 5 years of identified need for new retail and commercial leisure developments.

Ashington had the second highest reported sales turnover; market share and floor space in Northumberland, behind Cramlington.

Ashington was described as, the second most important centre within the county, as measured by growth retail floor space, total turnover and market share. As assessed by Infonet, the health check of the centre indicates reasonable levels of vitality and viability in terms of low vacancy rates, good levels of accessibility by car and public transport. However, in respect of a number of other indicators, the centre is perceived to be performing less well, such as relatively high retail yields, mediocre shopping environment, poor choice and range of shops and poor level of cleanliness".

The 2011 report highlighted a downturn in leisure spend including cinema, Cinema withstands economic fluctuations in the short and long term and as an industry has re-invested significantly- Note Section 3.

Section 8 of the WYG Update in 2016 provided more insights into leisure and cinema provision. The study notes that there is a limited provision within Northumberland -Cramlington and Hexham plus occasional use facilities elsewhere including Alnwick and Berwick.

While it is relevant to note the leakage of potential cinema admissions from the Ashington area to Cramlington and Newcastle, CinemaNext Consulting would not recommend the development of a cinema using the methodology used. Screens can vary in size from 25 seats to 500, so average usage per screen is in-appropriate. Some cinemas are part of a wider leisure and entertainment centre e.g. Metrocentre while others form part of a community offer e.g. Hexham. The North East, in general does not go to cinema at UK average levels of 2.7 nor do they pay the same for tickets as other more affluent areas.

Digital Cinema is changing the way that cinema is consumed and it while section 8.16 recommends no additional capacity is required, it does not take into account the changes in infrastructure taking place e.g. reduction in seating capacity per screen to provide greater levels of comfort in luxury seating e.g. Odeon and the growth of Live to Cinema Events via satellite. Further, the report does not take into consideration the age profile of cinema-goers; the ability to positively strengthen early evening economic activity; the distance to the next available cinema offer and the lack of car ownership in Ashington's immediate catchment.

Northumberland Economic Strategy 2015 – 2018

The five-year Northumberland Economic Strategy sets out a vision 'to deliver a prosperous Northumberland founded on quality local jobs and connected communities'.

“Change will require significant investment in business and sector development, infrastructure and housing to enable growth.

“Tourism and culture businesses are a major part of the Northumberland offer capitalising on our Northumbrian identity. We will be focusing on improving the quality and productivity of the sector and related leisure, arts and heritage activity with integrated support”.

Towards a Northumberland Cultural Strategy - 2009

“Culture can be defined in many different ways. It has a material dimension: the performing and visual arts, craft, and fashion, media, film, television and video, museums, libraries and archives, design, literature, writing and publishing, the built heritage, architecture, landscape and archaeology, sports events, facilities and development, parks, open spaces, wildlife habitats, water environment and countryside recreation, children’s play, playgrounds and play activities, tourism, festivals and attractions and informal leisure pursuits. However, it also has a value dimension: relationships, shared memories, experiences and identity, diverse cultural, religious and historic backgrounds and what we consider valuable to pass on to future generations.

“The Sustainable Community Strategy for Northumberland to 2021 – Releasing the strength of our communities – seeks to balance and integrate the social, economic and environmental components of life in Northumberland. It outlines an aspirational long-term vision for delivering a fundamental step change to the quality of life within the communities of Northumberland.

“All aspects of culture contribute to the economic prosperity of Northumberland. As well as the more obvious contribution of tourism and the creative industries highlighted below, culture contributes to the attractiveness of the county as a place in which to live and work”.

Cinema plays a vital part in developing inclusiveness, culture, heritage and tourism.

2.2.7 Cushman & Wakefield Study: Cinemas returning to UK Town Centres

2017 Cushman & Wakefield research shows that challenger and independent brands account for two thirds of the cinema venue development pipeline. Just 17 percent of the proposed venues are located in out-of-town locations.

The research reveals fundamental changes in the UK cinema industry with smaller chains and independent operators backing two thirds of new venues being built over the next five years.

Cushman & Wakefield's research identifies 144 proposed venues as having a 'fair' chance of development over the next five years – which would deliver approximately 960 screens in 3.6 million square feet of new cinema space – of which 45 percent are already legally committed to.

The current 'big three' operators – Cineworld, Odeon and Vue – account for just 32 percent of the overall total. The rest comes from a new generation of challenger brands such as Everyman, The Light and Savoy and a string of small independents all keen to capitalise on continuing rapid growth in cinema which has seen box office sales increase by 29 percent since 2012.

A second key finding is the location of these new venues – with just 17 percent of the total being built in out-of-town locations, reversing a long-term trend which has seen out-of-town multiplexes come to dominate the market. The switch away from out-of-town locations is being attributed to landlords seeking to re-anchor town centre shopping schemes and local authorities wanting to re-regenerate town and city centres and re-establishing more family oriented evening and night time economies by bringing cinemas and subsequently varied dining options. At the same time, film-goers are increasingly rejecting travelling longer distances out of town: wanting instead to make a visit to the cinema part of a wider town centre experience including going to restaurants and bars, or heading to the cinema straight after work.

Thomas Rose, a Partner in Cushman & Wakefield's Retail team, said:

> *"Consumers broadly now see two ways of visiting the cinema. They may want to see the latest Bond film on a huge IMAX screen but for a more intimate occasion they want something more local, more personable and more intimate.*
>
> *Although London set off this trend with operators such as Olympic Studios in Barnes, The Barbican in the City and Art House Crouch End all gaining a well-publicised, strong local following, we're now seeing this spread across the country.*
>
> *Developers want to capitalise on cinemas becoming a focal point of their community once more. At the same time, the changing nature of retailing, with High Streets increasingly having to compete with internet shopping, means more opportunities are opening up for leisure facilities."*

The total 2017 cinema box office in the UK & Ireland has beaten the record set in 2016 to become the highest-grossing year ever. The total across UK & Ireland was £1,378,280,334, up 3.6% from £1,330,545,090 in 2016. This is particularly impressive given that 2016 was a 53-week year, while 2017 was a 52-week year. Comparing a like-for-like period of 52 weeks in each year, 2017 is up 6.1% versus 2016. The record has now been broken in each of the last three years (2015-2017), following a small drop of 2.7% in 2014.

Admissions reached 168 million in 2016 just above the 10-year average of 167 million and it is this footfall which developers are looking to secure in their new schemes.

As long as the big three cinema chains still dominate the UK market, they will strongly resist allowing any product of streaming service to bite into their window for exhibition – the amount of time a new film is shown at the cinema before being released in other forms.

2.2.8 Ashington Town Centre

The Arch Investment Plan for Ashington notes that," Ashington's overall population has remained relatively stable, but with a rising commuter population – facilitated in part by new housing developments on the fringes of the town with easy access to road connections elsewhere – offset by gradual loss of population from the long-established residential areas of Hirst and wider East Ashington.

"The town has become more polarised between a more mobile population with a high proportion of commuters, and those often resident in the traditional 'core' closer to the centre of town whose opportunities are increasingly limited to what Ashington itself is able to provide and support by way of jobs, shops and services.

"At the heart of these changes is the fate of the town centre. This faces complex challenges, including – changing tastes, the wider economic climate, the rise of out-of-town and internet shopping.

"Most fundamental of these is the steady decline in local spending power (both from consumers and in the business supply chain) that has accompanied the erosion of jobs and industry and has left the town centre in a 'low-demand equilibrium' whereby a weak retail and service offer caters primarily to those residents who are least readily able to travel elsewhere".

"The primary aim of the Investment Plan is to re-establish Ashington town centre as a thriving heart to the town and attract back the resident and visitor custom that it has lost as it has declined. The focal investment behind this regeneration will be the redevelopment of the North-East Quarter as a mixed-use growth of the town centre to provide new offices, retail, leisure and cultural space based around attractive new streets and public space".

"A town-wide residents' survey carried out for Ashington Town Council in autumn 2012, to which one in five households responded, highlighted dissatisfaction with the town centre as a major concern among residents in Ashington in which the key associative terms were "forgotten", and "neglected". Over half of respondents said they used the town centre rarely, if at all, for shopping and the clear message was that a better town centre with a higher standard of shops, wider leisure offer, cleaner and smarter environment and more local jobs was vital both to attracting people back and to reviving people's pride in the town.".

Ashington previously had several town-centre cinemas in operation with over 5,00 seats available for screenings at the peak of trading, including:

- Buffalo Cinema, Station Road, Ashington, NE63 - The Buffalo Cinema was closed on 26th August 1967. It was converted into a bingo club. This has since closed and the building has been demolished.


- The Hippodrome Cinema was closed on 31st December 1960. It stood empty and unused until 1970 when it was destroyed by fire.

- The Miners' Theatre was opened in 1896. Films were being screened from 1912. Wallaw Pictures Ltd. built the new Art Deco style Regal Theatre on the site in 1937.
- The Regal was closed in November 1979, and after laying derelict for many years was demolished and a nursing home named Station Court was built on the site.



- The Wallaw Picture Palace was opened around early-1912 and had a seating capacity for 450. Permission was granted in 1914 to replace the building, but this was halted by the outbreak of World War I.
- In 1920, the Wallaw Picture House was rebuilt, and re-opened with 1,100 seats. It was operated by the Wallaw Pictures Ltd. and became the head office for the company.
- By 1943 it had been re-named Wallaw Cinema. In 1972 it was taken over by the Noble Organisation, and they continued to operate it as a cinema until it was closed on 31st July 1982 with Albert Finney in “Annie”. It was converted into a shop and an amusement arcade.

AMT Market Town Benchmarking – December 2013

AMT Town Benchmarking was used to address the issues of how to understand measure, evaluate and ultimately improve town centres. Their findings in Ashington included:

- 83% of town centre users felt that the ‘variety of shops’ in the town centre was either ‘Very Poor’ (44%) or ‘Poor’, (39%) 36% higher than the National Small Towns figure. Improvement to the ‘retail offer’ was one of the key themes to emerge when town centre users were asked to make suggestions. A number of comments centred on the need to reduce Charity, Pawn and Phone shops.
- 75% of town centre users visited at least once a week.
- 83% of respondents stayed in Ashington town centre for less than 2 hours.
- Footfall in Ashington on a Market Day is over 60% higher than on a Non-Market Day in this survey and is validated in a separate study (Health Check Report in 2008 for the County).
- 93% of all car parking in Ashington is in designated car parks.
- 83% of respondents reported that the ‘leisure and cultural’ offering in Ashington town centre was ‘Poor’ (49%) or ‘Very Poor’, (34%).
- 75% of town centre users felt that the physical appearance of Ashington was either ‘Poor’ (37%) or ‘Very Poor’ (35%)
- 53% of town centre users stated ‘Restaurants’ were a negative aspect.

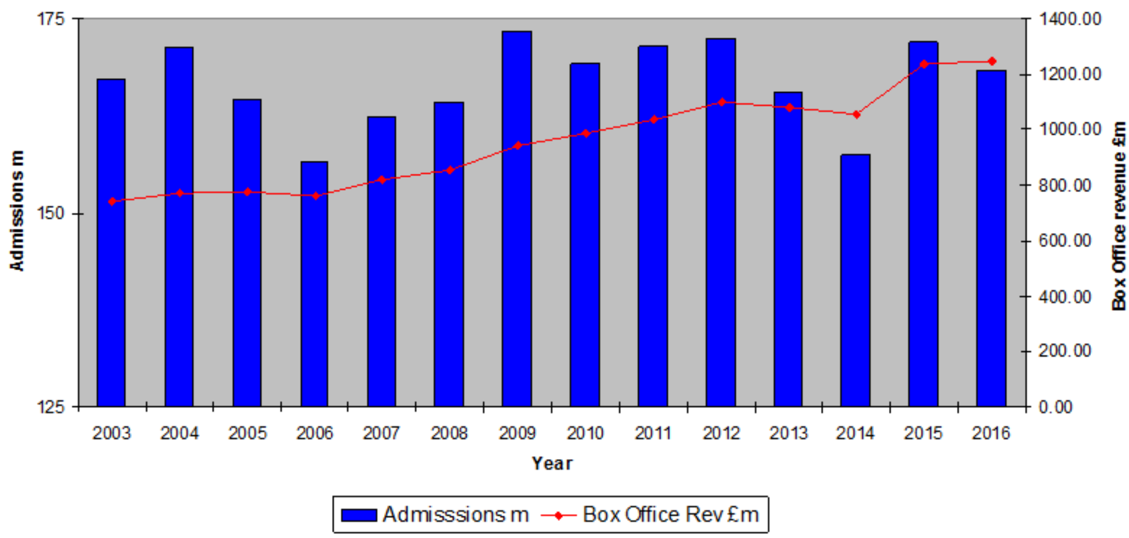
Cinema can deliver significant re-generation opportunities, but it needs to be delivered alongside enhancements to the town centre – shops, cleanliness, parking, food and drinks offers and safety.

3 The UK Cinema Market

3.1 Market Overview

Since the early 1980's and the rise of the multiplex, the UK Cinema Industry has seen a steady period of growth. In 1984, UK admissions hit an all-time low of 54 million, an average of one visit per capita per annum. The admissions growth can be directly tracked alongside the growth of new build multiplex cinemas, with particularly high development from 1996 to 2002. Overall multiplex screen numbers in this period grew year on year, though this was offset by a decline in traditional cinemas and screens.

Since 2002, new build has slowed, and this is reflected in the flattening of growth in admissions over recent years. The major chains continued selectively to add to their UK portfolios, but also shifted focus to Europe to look for further expansion.



In recent years investment in cinemas has been predominantly inward – mainly due to the conversion to digital and the desire to compensate relatively flat admissions with an increased spend per customer. The cinema circuits are now all exploring new formats to roll out smaller, Premium Screen Formats (PSF) and VIP offers being two examples.

ComScore: Variety of Films and Innovation in Cinemas Continue to Attract Audiences - 2017

"The total 2017 cinema box office in the UK & Ireland has beaten the record set in 2016 to become the highest-grossing year ever. The total across UK & Ireland was £1,378,280,334, up 3.6% from £1,330,545,090 in 2016. This is particularly impressive given that 2016 was a 53-week year, while 2017 was a 52-week year (the year includes all Friday-to-Thursday play weeks where the Friday falls into that calendar year). Comparing a like-for-like period of 52 weeks in each year, 2017 is up 6.1% versus 2016. The record has now been broken in each of the last three years (2015-2017), following a small drop of 2.7% in 2014".

3.2 Key UK Statistics

In 2016 the UK Box Office was ranked 5th in the world behind the USA and China.

The Motion Picture Association of America reported box office totals,"North America grossed $11.4bn (2% growth) and contributed to a 1% worldwide gain that propelled grosses to $38.6bn. China led the way on $6.6bn, Japan on $2bn, India on $1.9bn, the UK on $1.7bn, France on $1.6bn, South Korea on $1.5bn, Germany on $1.1bn, Australia on $900m, Mexico on $800m, and Brazil, Italy, Russia and Spain on $700m each".

The UK admissions per head remain at the higher end of most European countries, significantly ahead of Germany and Italy and slightly behind France.

UK admissions have remained strong for a number of reasons:

- Robust nature of UK cinema going market
- The increase in certain audience sectors
- Film release patterns and the success of franchise movies
- New revenue streams driven by event cinema such as NT and Opera

3.3 The UK Audience Profile

History has shown that cinemas are extremely resilient to market economic conditions and the continued development of the home movie consumption market.

People, particularly in the UK, view cinema as affordable out of the home entertainment. Whilst cinema has an appeal to all age groups, the characteristics of the cinema audience for mainstream cinema, is traditionally younger than that of the general population.

In recent decades, the largest cinema going group has been the 18–24 age range; 38% of the audience (UK population = 16%). Significantly though, the 35+ age groups are increasingly proving to be a growth market for cinemas. Additionally, in the UK, family groups generate strong cinema revenues.

This could be attributed to four reasons:

- Increased programming of what were traditionally seen as art-house product;
- Today's 35+ generation is the original multiplex generation, so cinema going is more of a habit than in previous generations;
- People are having children later in life, thus the family audience has an older parental profile;
- Increased provision of cinemas both mainstream and niche that cater for a more mature, adult demographic.

A larger portion of UK cinema customers fall into the ABC1 socio-economic groups, with 62% of UK audiences falling into the ABC1 categories compared with a UK population average of 54%.

The art house audience is rather different, with an age profile very close to that of the UK population overall, but even more skewed towards higher socio-economic groups than mainstream cinema-goers as a whole.

Figure 1: Cinema-Going Demographics 2013 – Comparing Guaranteed Admission Profile (GAP) against the General Population

In summary, whilst cinema-goers in the UK still tend towards the younger market for the summer blockbusters, there is a 35+ market profile that is growing year-on-year which is reflected in product being produced for this profile.

All audience sectors are seeking improved Cinema environments for their “out of home” entertainment experience – and this can vary depending on demographic.

3.4 Digital Cinema and the Changing Cinema Business Model

All commercial cinemas have moved to digital projection technology within the last five years. Not only does this improve quality with crystal clear, high definition images, but also opens up potential new revenue streams through the ability to use alternative media inputs.

The first significant new arrival with digital was the return of 3D movies. 3D proved to be a large revenue generator from 2009 through to 2013. The cycle has now plateaued as far as 3D is concerned, but the industry expects 3D to stay part of the release mix. All the major studios continue to produce and release 3D movies especially for action or family product.

The cinema industry is now seeing the emergence of new advances, based on the digital world, such as High Frame Rate (HFR) movies for sharper picture and motion blur reduction.

Improvements in colour contrast and the development of laser technology are in the early stages of development, with yet further improvement in the quality of projection by higher and more uniform light levels on the screen, though cost is currently prohibitive.

Digital sound is an area where recent developments are coming to the fore with Dolby's ATMOS object and immersive based sound proving to be the market leader.

Digital technology has changed the way films are delivered and also allows many other forms of content to be included in the cinema schedule. Initially delivered by hard disc, product is increasingly delivered via satellite and secure broadband.

This includes delivery of live product such as ballet, opera and music which appeals more than pre-recorded product.

The extended benefits of digital projection include:

- Flexibility of programming of films – greater mix of mainstream and non-mainstream;
- Screening of additional on-screen content such as live opera, theatre, sports transmissions;
- Live by satellite directors' Q & A's;
- Greater flexibility to re-programme during the trading week to meet consumer demand;
- Corporate hires and conferences with presentations on screen;
- Greater options in the use of the cinema for both commercial and community use;
- Educational e.g. documentaries;
- Gaming events;
- A more flexible staffing model;
- A central management system replacing the need to have manned projection booths;
- Reduced costs in film print distribution;
- Integration to data analytics systems for customer relationship management.

Additionally, the trend for cinemas with very large auditoria has receded, with cinemas benefitting from digital flexibility and thus moving to smaller or medium sized screens. The need for large projection booths for 35mm equipment and the initial roll-out of digital has been reduced. The overall footprint for a cinema can be much more space efficient. Equally the ability to put cinemas into previously difficult space has improved dramatically. This has led to cinemas opening in previously ignored catchments and locations (see below).

This is not a view shared by National Amusements (Showcase) who maintain that the integrity of the large screen experience be maintained and is therefore still providing large auditorium experiences.

With the loss of the projectionist and less 'on site' technical expertise there has been a noticeable decline in audio-visual standards in many cinemas. This is gradually being addressed with increasingly sophisticate technology and Networking Operating Centres.

In addition to the changes created by digital, the established spend pattern of UK consumers is changing. Cinemas are seeing a clear reaction against ever increasing prices and portion sizes for cola, popcorn and nachos.

In price sensitive times and with a push for more healthy consumption, cinemas have seen revenues decline from traditional core products and are now moving towards a more varied range of products such as quality coffee and fruit drinks. Café bar areas are being introduced to increase dwell time and, with relaxed licensing legislation, encouraging alcoholic drinks to be taken into the screens.

Moving forward, cinema will need to pay more attention to their environment and present a good value night out that is in line with more discerning customers' wishes. Cinemas presenting a cheap or tired fit out and charging inflated prices will continue to see admissions decline.

4.0 The Ashington Cinema Offer

There are several components to a modern digital cinema offer which are required to deliver a self-sustaining operation and to serve a broader demographic and population base:

1. Film Programming diversity will be a key factor in developing the offer in Ashington. It is essential to deliver experiences with the film content, which will generate additional footfall and demand, and with that in mind there are also opportunities to develop outdoor cinema in summer months within the area.
2. Event Cinema – Ashington should be fully engaged with live by satellite broadcasts of opera, ballet, theatre, music and museum events. The mix of cinema and international theatre can provide positive benefits for the town and venue. Cinema can enable live transmissions of Andre Rieu, National Theatre, Royal Opera and Bolshoi Ballet.
3. Careful consideration needs to be given to marketing and providing information to customers on the opening times and offer. Operating a cinema in Ashington, after a significant gap since former closures, and the creation of a vibrant and busy venue during opening hours has to be a mutually beneficial opportunity for the management, retailers, restaurants and local community. The economic and cultural impact of the cinema should not be solely based within the cinema.
4. As the area has a lower than UK average level of car ownership, but serves rural and urban areas it requires to provide good public transport, good walkways flexible parking arrangements and sufficient numbers of spaces. This is essential for evenings and dark winter nights as well as holiday periods for tourists and families.

5. Developing Audiences: The cinema offer has to evolve into an all-weather leisure, retail and entertainment destination. It needs to be actively working to maximise ticket sales and

revenues from all sections of the drive-time catchment, which will have an impact on food and drinks spend. The live broadcast events and cinema opportunity generally creates a highly desirable town centre evening economy - essential and complimentary for dining experiences including for pre-theatre, live events and general film releases.

4.1 Outdoor Cinema

Secret Cinema, The INDY Cinema Group and Cambridge Film Projects have developed a model for bringing cinema experiences to the outdoors or to special venues in cities, towns, festivals and local communities.

As a result, digital cinema can be established in town halls, arts centres, school halls, film societies, community centres and theatres for temporary or festival screening events ref. Berwick.

Experiential cinema, whether indoors or outdoors is proving to be very popular and enables more people in the community to engage with film in novel ways.

The overarching aim of experiential cinema is to create new audiences with an aim to develop cultural hubs within towns and communities, which should include local theatre and other arts, tourist or heritage groups.

Outdoor screening opportunities are becoming ever more popular over the summer months and would be an ideal addition to summer leisure and tourism offer.

CinemaNext Consulting works with a North East based Audience Development Consultant who would be able to provide further insights into developing cinema and cultural markets, on request.

5.0 Attendance Forecast

Throughout the United Kingdom there is an average admissions level of 2.6 admissions per capita. The emphasis here is that this number is an average only. Where there is significant provision of modern cinemas this average is very often exceeded and conversely where there is no cinema provision or inferior cinemas this number is often far less than average. Ref. WYG Report and it's general use of the UK average number of visits per screen and per capita number over the entire population base, which does not take into account drivetime.

Examples of locations where cinemas built to the modern 21st Century cinema standards are achieving well above 2.6 APH include:

- Yeovil 5.63
- Huntingdon 5.28
- Llandudno 5.62
- Bury St. Edmunds 7.05
- Crawley 5.13
- Carmarthen 18.0

There are 51,805 people living within 10-minute unrestricted drive time of Ashington town centre.

Without a cinema offer the current visitation rate is zero. While there is likely to be visits to cinema, these visits may well be less frequent and offer no economic benefit to Ashington, as they are likely to be to the Cramlington or the Newcastle / Gateshead areas.

Using the average of 2.6 admissions per capita and only applying a 10-minute unrestricted drive time catchment, it is expected that a digital cinema in Ashington should generate at least 134,693 admissions, but that will be impacted by the number of screens and seats provided in development.

However, there are examples and case studies where an appropriately sized cinema serving a mix of urban and rural communities will over perform, as customers travel from further afield, and in combination with local users generate significant long-term interest in the venue – see case study in section 8.

As noted, there is little cinema provision in Northumberland but in the Tyne Tees area, 6.5m people attended cinemas spending £42.4m at the box office in 2016 (ticket sales revenue only).

In the comparable sites, noted in this Report (Cramlington, Silverlink, Gateshead, Metrocentre) there were box offices sales of £15.6m with approximately 2.4m visits to the cinema in 2016.

A Town Centre cinema in Ashington will provide access to many people within the local area who would not otherwise have access to a cinema offer within a 30-minute drivetime.

It is reasonable to assume that a cinema offer, with digital projection, 3D and live by satellite facilities will provide an opportunity for those who go, to go more often and those who cannot travel, to once again go to the cinema.

It would be recommended that the drivetime analysis is further refined to deliver an agreed restricted catchment taking into account overlapping offers, in particular, Cramlington, and ensure that it captures the rural communities to the north and on the coast of Northumberland.

6.0 Business Considerations

6.1 Critical Factors

For a cinema to achieve the forecasted admissions, it will be absolutely essential to take the following factors into account.

2 Arch needs to develop, support and enhance the food and drinks offer in Ashington to cater for all parts of the community including tourists.

3 A cinema can only be viable with expectations set that town centre opening times extend beyond traditional retail trading hours. This will require the introduction of a range of restaurant offers, which are appealing to cinema goers - families and evening trade as well as tourists.

4 Custom is lost from Ashington residents and within the drivetime population as a result of all films being screened at multi-screen cinemas out with the town. Around 95% of U.K. box office is generated in the initial four weeks of release (first-run) so has a significant impact on the options available to customers at present. Day and date release with the UK market is essential for the economic vitality of the cinema and for the added prosperity of food and drinks offers in the town. Part-time offers to the north or single screen provision (Berwick and Hexham) do not provide sufficient first -run film choice for a market such as Ashington.

5 The council should offer sufficient free or low cost validated car parking as this is essential given the competitive offers and the above UK average use of cars as the primary mode of transport in the area.

6 For the cinema to be successful in Ashington it needs to have safe and accessible parking, easy access to public transport and walkways/cycle links and be operated by an operator capable of regularly investing in the business to maintain its competitive position in market.

7 The cinema should be well designed and operate with a focus on community engagement.

8 Customers have a good choice of cinemas within a 30-minute drive-time zone. The cinema operator needs to appreciate the need to win over custom from existing cinemas (particularly Gateshead and Newcastle) as well as dormant local custom. The cinema should therefore be well designed and operate with a focus on community.

9 The cinema should be involved in meetings with town centre stakeholders, Miners Groups, Rotary Club, Chamber of Commerce and tourist attractions and help to develop events such as film festivals and charity fundraisers. The best example of community focussed operation from CinemaNext Consulting's client roster is the Eye Cinema, Galway.

6.2 Site Assessment Criteria

Even with significant subsidies and contributions towards cinema fit-outs from a Local Authority, there is still a requirement for a cinema operator to develop a long-term business strategy.

The importance of location for any operator is key and the essential criteria are as follows:

a) Highly visible and easily accessible position. The presence of a cinema complex should be apparent – customers should be able to see both the cinema and its entrance.

b) The dimensions and proportions of a site will affect both the number of screens it can support, as well as the necessary variety in size. The resulting combination of the number of screens and their size will indicate the number of seats that each complex can achieve. Adding the appropriate sized foyers, concession offers, restrooms, staff facilities, projection and services will indicate the size of complex that each site can accommodate.

c) Excellent and sufficient parking within easy walking distance (100 metres) of the cinema. These need to be free of charge in the evening and kept open until late in the evening. The facilities need to be seen as well maintained with good lighting and a visible security presence. On average 60% of customers use a car to travel to cinema with an average of 2.5 people per car, which correlates to the industry average number of customer per trip as they are generally split into families or couples going to cinema.

d) Supported by casual dining F&B establishments. The cinema will require the introduction of a restaurant offer, which is appealing to cinema goers (families and evening trade).

e) A number of casual dining restaurants, cafes and bars have been established at competition destinations and it will be critical to the success of any cinema development in Ashington that there are complimentary food offers available. The numbers will be impacted by the size and scale of the cinema proposed, as that will impact footfall.

f) The venue needs to be actively supported by the Town Team and complimentary leisure offers to actively promote its leisure and placemaking credentials in the County.

For a cinema to achieve its forecasted admissions - particularly where the baseline viability of a cinema development (on its own) is marginal – it will be essential to demonstrate that the proposed opportunity site meets these criteria.

6.3 Commercial Feasibility

We cannot accurately comment on what it would cost to provide a “cinema cold shell[1]”. However, £100 per sq. ft. would be a good “indicator” figure for initial calculations.

A Cold Shell Fit Out has been assumed at £85 per square foot and FF&E at £160,000 per screen with the residual made up of professional service fees.

The developer will be expected to provide a significant capital contribution to the operator at the development stage which may be recovered throughout the lease period (up to 25 years) or be delivered as part of a planning, social or economic gain for the community.

[1] Landlord Shell Provisions include auditoria dividing walls, final exit doors, stadia stepping, stairways, lifts and escalators as well as projection level slabs – generic Cinema Specification and FF&F schedule provided.

7.0 Risks

1. Cinema Revenues are dependent on box office revenues

Over half of the cinema revenues are generated by box office sales. As a result, the financial position is largely dependent on the continued popularity and the overall quantity and quality of the films which it shows. Further, there can be no assurance that the cinema will maintain or grow its box office revenues, which could have a material adverse effect on the business, operating or financial results or financial position.

2. The level of box office sales, and revenues, fluctuates throughout the course of any given year

The level of cinema box office sales, and revenues, fluctuate throughout the course of any given year and are largely dependent on the timing of release of films produced, over which the cinema has no control. As a result, revenues may vary significantly from month to month within any given financial year.

3. The business could suffer as a result of extreme or unseasonal weather conditions or other exceptional events

Cinema admissions are affected by periods of abnormal, severe or unseasonal weather conditions, such as exceptionally hot weather or heavy snowfall. In addition, cinema admissions may occasionally be impacted by large events such as the FIFA World Cup or the Olympics.

4. The ability to license films on acceptable terms is largely dependent on its relationships with film distributors

The distribution of films involves their licensing for exploitation in various markets and in various media according to established release patterns, including by theatrical release in cinemas. There is no assurance that the cinema will be able to negotiate film licensing fees or agree fees on acceptable terms, or that current film hire margins can be maintained. Failure to continue to renew film rental agreements on favourable terms, to maintain current film hire margins or to continue to receive access to new titles could have a material adverse effect on the business, operating or financial results or financial position.

5. Revenues from retail sales form an important part of the gross profit.

Retail sales of confectionary items, food and drinks form an important part of the revenues.

The retail sales generally fluctuate in line with admissions and there is no assurance that attendance can be maintained or increased. There can be no assurance that sales or retail spend per head will not decline, either or both of which could have a material adverse effect on the business, operating or financial results.

6. Screen advertising accounts for a significant contribution to cinema profits

The cinema earns revenue from advertising. Any decline in advertising revenues, whether due to a failure to renew or replace any agreement relating to advertising revenues on favourable terms or otherwise, could have a material adverse effect on the business, operating or financial results or financial position. Revenue earned from advertising is also influenced by the level of admissions, and as such may decrease in the event that admissions do not meet a specified threshold.

7. The reputation of the company

Failure to meet the expectations of consumers may have a material adverse effect on the cinema's reputation and financial performance.

8. The dependency on key members of senior management

The cinema's future success is substantially dependent on the continued services and performance of its Directors and senior management and its ability to continue to attract and retain highly skilled and qualified personnel. The Directors cannot give assurances that members of the senior management team and the Directors will remain with the Company.

9. Profitability may be reduced due to increases in labour, rent and energy costs

Operating costs include employment, rent and energy costs. These costs may increase more than management currently anticipates, for example in the event that the level of the minimum wage or the Living Wage in the United Kingdom was to increase or for due to increased market fluctuations in the price of gas and electricity. If these costs increase it could have a material adverse effect on the business, operating or financial results.

10. The Cinema may be affected by planning laws

New cinema developments are governed by local government planning policies. In the UK, planning permission is required for the construction of almost all new premises and applications are considered individually against the local development plan, which includes policies relating to commercial and industrial development. If planning permission cannot be obtained for the premises it may affect the development of the cinema.

11. The Cinema may face increased competition and pricing pressures

Certain towns and cities in the United Kingdom have relatively few cinema screens per person. Local Authorities in such areas are often interested in supporting new sites. Accordingly, where a drivetime area has an existing cinema, the company it could be subject to competition from new and/or upgraded cinemas operated by other cinema operators, which could materially adversely affect the performance of the cinema development. The cinema may become subject to aggressive pricing competition, especially with box office admissions. There can be no assurance that the current market pricing environment will remain unchanged. If the cinema were to face aggressive price competition from other cinema operators or increased competition from other forms of leisure activities, it could have a material adverse effect on the cinema's business, operations and financial position.

12. The Cinema is dependent on certain key contracts and arrangements

The cinema requires a number of key contractual agreements with its suppliers in support of its business. The loss of some of these arrangements may cause temporary disruption to the operations and financial performance of the company.

13. Alternative media

Film studios may choose to release their films through other channels instead of primarily through exhibition at cinemas. Film studios may seek to reduce the release window (the period between the film being released at the cinema and other distribution channels as mentioned above). The window is currently agreed at 16 weeks and three days in the UK, to capitalise on box office awareness and success. Cinema exhibitors have, historically, mitigated this threat by refusing to screen films with reduced release windows or insisting on paying reduced film rentals which has minimised reductions to date. The existence of DVD (and video before that) has proven the ability of cinema to co-exist with alternative media. Additionally, the increase in use of digital and 3D technology in cinemas should encourage the film studios to continue to use cinemas as the primary release channel. The continuing development of existing and new technology (such as 3D, HD television and internet streaming) may introduce new competitive forces for the film-going audience and therefore affect the future financial performance of the cinema.

14. Film Piracy

Film piracy (aided by technological advances) has long-term implications for the cinema industry, and therefore the future operational and financial performance of the cinema, as it may eventually force film studios to invest less in films resulting in the release of fewer films and/or an increase in the use of other channels for releasing films. The quality of copies pirated by recording from a cinema screen have improved and can be of a similar quality to films pirated from other media and copies made in the earlier manufacture and distribution stages So far, the impact of piracy has been higher on alternative media (especially on DVD) than on cinema. The business will work with, and continue to be a strong supporter of initiatives by the Cinema Exhibitors' Association and The Federation Against Copyright Theft.

15. Failure of IT systems and suppliers

The failure of the company's IT systems or data controls could impact profitability and its reputation. All suppliers are monitored, and the cinema employs an appropriately qualified team to maintain its systems.

16. The cinema may be affected by recessionary pressures and other economic factors

It is possible that recessionary pressures and other economic factors (such as rising interest rates, tax increases and falling house prices) may decrease the disposable income that customers have available to spend on eating out and other leisure activities and/or adversely affect customers' confidence and willingness to spend. This could lead to a reduction in the revenues at the cinemas.

17. Research, Design and Appraisal

The feasibility and appraisal of the cinema business requires a detailed design plan coupled with robust research and a formal business appraisal. CinemaNext Consulting has provided an initial overview which requires significant further client and specialist services input to provide a finalised robust plan.

8.0 Local Authority Case Study

8.1 Vue Cinema, Carmarthen, South Wales

The County town of Carmarthen is located on the River Towy in the heart of Carmarthenshire. The town is strategically located at the junction of the A48 and A40 and on the London to Fishguard rail link, the town functions as a gateway to West Wales. As the major administrative centre for Carmarthenshire, the town is both a major employer in the County and a regional retail centre serving a wide rural hinterland. It is also home to a major University Campus.

Carmarthenshire Council redeveloped the former Cattle Market in Carmarthen with their development partner Simons. The town centre redevelopment was highly controversial, as it led to a large negative petition and the relocation of the cattle market away from prime retail units.

Plans to develop the former cattle market site were first announced by Carmarthenshire Council in 2002 with development partners Simons appointed in 2003. The project was delayed due to local opposition on several occasions.

Following planning consent in mid-2006 the town's regional retail role was reinforced in April 2010 with the completion of the £75 million St Catherine's Walk development on the site of the old cattle market. Providing over 2,270 m2 (245,000 sqft) of commercial space including a Vue Cinema (formerly Apollo) and a new 950 space multi-storey car park, the development was anchored by a new 97,000 sqft Debenhams department store.

Carmarthen presents a robust picture of good overall economic performance despite continued challenges in the wider regional and national commercial markets. The new town centre development emerged ahead of the global recession but still managed to retain occupier interest and has achieved full occupancy during some particularly turbulent times for national and local retailers alike.

The new development has blended well with the rest of the town centre and presents a high quality physical environment which is proving attractive to shoppers and other visitors to Carmarthen.

Carmarthenshire Council's key objectives to deliver the project goals were:

1. Regeneration: Carmarthen Town has developed its own Master Plan led by the Town Regeneration Forum. It focusses on four key priorities:
   - Growth of marketing & tourism
   - Improving the public realm and built environment
   - Movement and infrastructure
   - Future commercial opportunities

The St Catherine's Walk development has blended in well with the rest of the town centre and presents a high quality physical environment which is proving attractive to shoppers and other visitors to Carmarthen. Over 7m people visited the centre in its first year of operation which is highly significant given that there are less than 20,000 residents in Carmarthen.

2. Sustainability & Tourism: Carmarthenshire's vision for its tourism economy is: "To develop a prosperous visitor economy in Carmarthenshire based on its unique strengths and character, which

generates higher spend and local income, enhances its image and reputation and improves the quality of life for local communities." Tourism, when planned and managed in a sustainable way, can stimulate wider benefits across the County. Visitor spending on accommodation, food and drink, leisure activities and shopping will support tourism and non-tourism businesses through local supply chains that are an intricate web of formal and informal networks that bring benefits to small, indigenous businesses that are the lifeblood of vibrant communities. Tourism touches businesses that other economic sectors cannot reach. A strong tourism industry and visitor economy will support a more prosperous economy overall and will help to sustain existing and create new jobs. St Catherine's Walk delivered on the key council objectives.

3. Employment: Created and sustained diverse, long term employment opportunities to the local population. Carmarthenshire accommodates many employers that are classed as being in Welsh Government's key growth sectors. There are some general skills challenges across the Food, Tourism and Creative sectors including leadership and management; business administration; and sales and marketing which the St Catherine's Walk development provides key employment opportunities.

4. Community Development: Carmarthen's regeneration has led to the creation of the Carmarthen West project which includes the 'Yr Egin' development which will house S4C.

The Vision for Carmarthenshire is one that enables people to live healthy and fulfilled lives by working together to build strong, bilingual and sustainable communities. This means that responsibility and accountability are shared, where organisations work together to ensure that services are 'joined up' and people recognise their responsibilities as well as their rights and are prepared to work with the public, private and voluntary sectors to bring about change.

5. Additionality: What added value does the project bring to the area looking at the current provision that may already exist?

The St Catherine's Walk development provided a new cinema experience at the cinema with the installation of digital 3D projection, satellite and event cinema, while creating 30 jobs in the leisure, hospitality and creative sectors directly. Employment opportunities were further enhanced by the opening of complimentary restaurants in the development, which are sustainable and viable because of the year-round cinema footfall.

The Vue 6 screen cinema in Carmarthen generates over 250,000 admissions to cinema in the town centre which was un-served prior to the St Catherine's Walk development.

As part of the regeneration plan the cinema received a capital contribution of £1.05m on completion of a warm shell and pays rent of £7.75 psf for a 25-year leasehold on 16,500 sqft NLA. Vue Carmarthen was originally leased from Simons Developments Ltd, who won the council bid to redevelop the site. The investment was subsequently sold into the investment market to a pension fund.

Following the successful launch of the Vue Cinema, Carmarthenshire developed a further cinema in Llanelli which is leased to Vue.

The key contact at Carmarthen County Council is:

Mark James, Chief Executive chiefexecutive@carmarthenshire.gov.uk or mjames@carmarthenshire.gov.uk who was actively involved in the Carmarthen and Llanelli redevelopments. Tel. 01267 224110.

9.0 U.K. Cinema Association Info Graphic

Cinema's customer base spans the entire community:

168m+

2016 – there were over **168 million** cinema visits.

£7.41

With an average UK ticket price in 2016 of **£7.41**, cinema-going remains an affordable and popular family leisure activity.

Investment for the future:

100%

In late 2013, the UK became one of the first fully-digitised territories in the World.

1st

The UK is the only major European film territory to digitise without the involvement of any public funding.

A strong driver for local economies:

£1.25bn

UK box office in 2016 reached almost **£1.25 billion**, the sixth consecutive year that the sector has topped the **£1 billion** mark.

22%

After a cinema visit, **22 per cent** of audiences go for a meal and/or a drink, **14 per cent** visit a fast food restaurant or café and **9 per cent** go shopping.

17,500+

UK cinema operators directly employ over **17,500** people and support many thousands more jobs in the wider film industry.

The UK's most popular cultural activity:

77%

77% of the UK population go to the cinema at least once each year.

35%

2016 was a strong year for British films, which enjoyed a market share at the UK box office of over **35 per cent**.

UK CINEMA association

10.0 Appendix 1 – Street Survey Questionnaire

Hi, my name is --- from Cinema Next Consulting. We are doing a survey today on a possible cinema in Ashington Town Centre – could you spare me a few minutes? (Even if they don't currently go to the cinema, ask if they would be willing to answer the questions).

Q1. What is your MAIN purpose for coming to Ashington today?

Work in area	1
Work related business/ meeting	2
Shopping	3
Strolling around	4
Personal Services – Medical/ Legal/ Hairdresser etc.	5
Entertainment – Cultural/ Performance etc.	6
Leisure – Gym/ Library etc.	7
Dining – Restaurant/ Cafe/ Bar	8
Socialising – Meeting friends	9
Education	10
OTHER – Write Below:	

Q2. How did you travel here today?

Car	1	Bike	5
Bus	2	Taxi	6
Walk	3	Other	7
Motorbike	4	7 =	

Q3. How often do you usually go to the cinema?

More than once a month (12+ times a year)	1
About once a month (approx. 12 times a year)	2
Between 6 and 11 times a year	3
Between 1 and 5 times a year	4
Less than once a year / Can't remember	5
NEVER – Write Below: (If never, ask politely why not and write down a brief reason, then go to Q7)	6

Q4. Can you tell me when you last went to the cinema?

Within the last month	1
Within the last three months	2
In the last six months	3
About a year ago	4
More than a year ago	5

Q5. What was the name of the film you MOST RECENTLY saw in the cinema? Write Below:

Q6. Can you tell me the name and location of the cinema you most frequently go to? (Allow only 2 answers max.)

Visit most frequently		1st	2nd
VUE Cramlington	Cramlington	1	1
ODEON Silverlink	Wallsend	2	2
VUE Gateshead	Gateshead	3	3
No Main – I go to many		4	
OTHER – Write Below:			

Q7. If ASHINGTON Town Centre had a multi-screen cinema with some restaurants, would you visit that cinema?

YES (Go to Q8)	1
NO (Go to Q11)	2

Q8. Would a new cinema in ASHINGTON possibly become your new MAIN venue?

YES	1
NO	2

Q9. How often do you think you might visit that cinema?

More than once a month (12+ times a year)	1
About once a month (approx. 12 times a year)	2
Between 6 and 11 times a year	3
Between 1 and 5 times a year	4
Less than once a year	5

Q10. For this question I have a card that lists different aspects of your cinema experience.

SHOW CARD
I will read them out loud to you and you can say how important these aspects are to you when choosing a cinema to visit?

(Very Important – Some Importance – Not Important)

Importance	Very	Some	Not
Parking	1	2	3
Having latest on-screen content from live performances – (Music / Opera/ Dance/ Theatre)	1	2	3
Food / drinks to take to seat	1	2	3
Ambience	1	2	3
Having Independent & Foreign Movies	1	2	3
Having latest Movies and Blockbusters	1	2	3
Convenience from home	1	2	3
Viewing Comfort	1	2	3
Close to Restaurants/ Pubs	1	2	3

Q11. Are you are a UK resident – May I ask your postcode?

Write Name of Town if postcode is unknown.

VISITOR (= not a UK resident):

Q12. Finally, may I ask your age?

15 – 20 yrs	1	41 – 50 yrs	4
21 – 30 yrs	2	50 + yrs	5
31 - 40 yrs	3	Not Stated	6

THANK YOU FOR YOUR HELP

Q13. GENDER	Male	1
	Female	2

Q14. Interview DATE	Fri	Sat