

# NORTHUMBERLAND

Northumberland County Council

## Amble - The Seafood Town

27th January 2017

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## Background

- Initially a review into unused site on nearby Enterprise Park in 2013
- Brief to Identify Amble's potential as a hub for local seafood

To assess the viability of an activity hub at Amble and/or at the factory site attractive to local visitors and tourists, that creates a local food experience, with a particular focus on seafood, extending and strengthening the “made In Northumberland” brand

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BUT.....

- Phase 1 report concluded not a viable option

However

- Did identify potential for Amble as a hub for local seafood
- Focus for development on harbour area
- Potential to attract significant tourism traffic

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## Primary Goals

- Clearing, opening up and enhancing the harbour and waterfront to make it easier to access and more attractive to tourists
- Working with local businesses, the fishing community, the owners/managers of food retail outlets and other waterfront and town centre businesses, to create a distinctive local seafood offer

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## Primary Goals

- By the development of tourism, leading to the creation of businesses to service it, primarily in hospitality
- By complementary private and public investment in new seafood food production facilities and technologies
- Through a structured programme of training and work experience, focusing on entry-level employment but also on business skills for young entrepreneurs

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## Funding

- £2m plus Capital & Revenue Funding
  - Coastal Communities Fund
  - Rural Growth Network
  - Northumberland County Council

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## Partners

- Northumberland County Council
- Amble Development Trust
- Warkworth Harbour Commissioners
- Private Businesses and Landowners
- The Shorebase Trust
- Amble Town Council
- James Calvert Spence College
- Northumberland College
- Northumberland Tourism
- Seafood Training Academy



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## To Do?

- Harbour Village area
- Harbour Village Units
- Seafood Centre
- Relocation of Shorebase
- Public Realm works
- Usual fees etc
- Employment of a Market Co-ordinator, Seafood Broker
- Training & Skills programme

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## Results

- 15 New businesses created
- Seafood Centre Created
- Shorebase Trust Building developed
- Young people received NVQ's and training
- Public Realm Improved
- Tourism events supported

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## But what else?

- Catalyst for private investment
- New harbour side apartments
- Additional pods
- No empty space on Queen Street
- 5 new restaurants in 3 years
- Increased visitors
- Best Coastal High Street
- Coastal Fish restaurant of the Year
- Coastal Community Team Status
- Power to Change award for Seafood Centre

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JOHN CLARKE



# Amble - The Seafood Town

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