

# COATSWORTH ROAD

Townscape Heritage Initiative

## QUARTERLY NEWSLETTER UPDATE

**MORE THAN JUST RENOVATING SHOPFRONTS**, the Townscape Heritage Initiative (THI) is supporting the growth and revival of Coatsworth Road and the improvements it can offer for local people. In this winter issue of your newsletter we interview Dave Crompton from B Supplied who is supporting businesses along the street, and we give you a good reason to shop locally with our recipe initiative, all the ingredients for which can be bought on Coatsworth Road. Six businesses on the road are currently looking at plans to have work done to the outside of their shops and we're hoping to have good news about these progressing in the new year. There are also plans being developed for improvements to the roads and pavements, a full update on this is posted online on the Council's THI page, search for Coatsworth THI in a search engine for the easiest way to find the page.

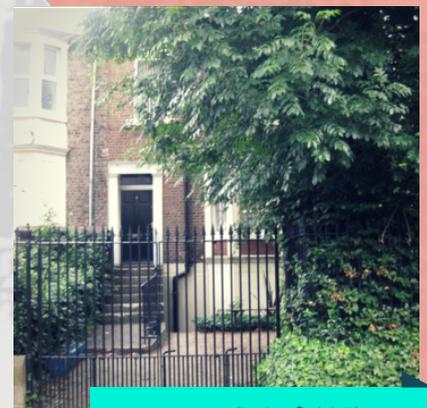


Three schools near Coatsworth Road are all getting involved in the project. See more of their work on the Facebook page.

**KEEP IN TOUCH WITH WHAT'S HAPPENING** on Coatsworth Road through Facebook. There's a growing community of support for Coatsworth Road online. Join us by 'liking' the Facebook Page **Coatsworth Village Association**. You can find out more about the shops on the Road and what's happening as part of the THI. We'd also like to promote the Road on Twitter, so if you tweet, please use **#CoatsworthRoad** to tweet about the best of Coatsworth Road.

### BEFORE COATSWORTH BEGAN

Places constantly change as people find better ways to make a place work for their needs, but we often don't notice the evidence of it. This late Georgian house (early 1800s), pictured left, is in a row of houses that would have once been well-to-do residences overlooking gardens. It is now the back of some shops on Coatsworth Road, but can you think where? The houses face onto Sedgewick Place. At some point in the early 20th Century the back yard coal houses and outside toilets were demolished to make way for a parade of shops facing towards Coatsworth Road as the road grew for trade and shopping. When you're next walking past the row of shops between Al-Mizan and Lloyds Pharmacy, look up!



House on Sedgewick Place

## A DAY IN THE LIFE OF DAVE CROMPTON FROM B SUPPLIED

During the last few months, I have been asked many times: "What do you do when you walk up and down Coatsworth Road every week?" Well the answer is this. As a business developer, I have two priorities: one is to improve Coatsworth Road as a pleasant place to visit for shoppers and residents and the other is to give advice to businesses to help them to be successful. With diverse shops, traditional values, friendly customer service and good value for money, Coatsworth Road is a unique place to visit, and I'm here to support businesses to make the most out of this and to thrive.

During my day I will visit several business owners to discuss how they can get more customers into their shops. We will look at product ranges, merchandising and ways of promoting the business. I also work with businesses to help them think about their branding and what their shop windows look like to customers passing by. We're encouraging traders to use colours and lighting that sends out messages of quality and value, with smart colours and attractive lighting. I want to make business owners on the Road feel proud of the diversity of shops, and that - unlike many places - locals still have a one stop shopping street. I want to support traders in offering a shopping experience that welcomes people far and wide to the independent and unique shops on Coatsworth Road. For the full interview with Dave, visit the Coatsworth Village Association Facebook page.

For more information on grants, please contact project manager Jean Sauvary on 0191 433 3450 or email [jeansauvary@gateshead.gov.uk](mailto:jeansauvary@gateshead.gov.uk)

This newsletter was published by 22 Sheds on behalf of the Coatsworth Road Townscape Heritage Initiative. Contact [hello@22sheds.com](mailto:hello@22sheds.com).



## LIKE THE SOUND OF AUBERGINE FLATBREAD WITH MANGO SALAD?

Pick up a FREE recipe card and buy all the ingredients for this simple supper in Adams Continental Foods, 137 Coatsworth Road. More recipes will be available in shops on Coatsworth Road from January and posted on Facebook.

## IT WAS ONCE CALLED UNION LANE...

Did you know that Coatsworth Road was called Union Lane but it changed its name to Coatsworth Road at some point between 1858 and 1898. Our recent visit to Gateshead Library to unpick the story of Coatsworth Road gave us an insight into the early years of Coatsworth Road which was a lane that finished near the Honeysuckle Hotel (now Tescos) and became fields at that point. We've put together a list of 5 facts about the story of Coatsworth Road and put them on the Facebook page. Can you tell us which of the facts you already knew about and which facts are new to you. Or do you have facts or stories you can share on the page? Go to [facebook.com](https://www.facebook.com/coatsworthvillageassociation) and search for Coatsworth Village Association.



Map of Union Lane, found during the archive session at Gateshead Library

Coatsworth Road Townscape Heritage Initiative in association with: