

About Advance Northumberland

Advance Northumberland is a diverse property investment and development business, delivering opportunities to improve prosperity, tackle inequalities and drive economic growth in support of Northumberland County Council.



Manor Walks is Northumberland's premier retail and leisure destination, attracting more than 7 million visitors every year.

Manor Walks Redevelopment



CGI of new proposed Western Entrance

Welcome

This consultation event provides an update on the proposed redevelopment of the Western Mall at Manor Walks, Cramlington.

The project links in with the wider investment that Advance Northumberland are making into Cramlington Town Centre, through various developments, and reflects our continued commitment to the town and wider County of Northumberland.

The proposals incorporate seven new retail units to be targeted at anchor retailers attracting footfall, a reformatted and more efficient entrance for customers and a new 'Town Square' proposal for Cramlington.

A full Planning Application is to be submitted in early August with a view to works starting on site early 2027.

New Western Entrance

- The exterior has been developed to create a clearly defined entrance to welcome shoppers utilising a canopy solution. It has been proportioned to fit naturally with the existing buildings within the Town Centre.
- A modern cladding system is utilised to refresh the look of the centre whilst tying in with the surrounding buildings and existing brickwork.
- A revised and enhanced public realm links together the existing amenities surrounding the entrance whilst giving ASDA its own prominence and providing a space for the community to use.



— Planning application extent

Elevations

Legend

- 1 Proposed canopy extension
- 2 Proposed area for signage
- 3 Vertical aluminium PCC panel 150mm
- 4 Vertical aluminium PCC panel 500mm
- 5 Vertical aluminium PCC panel
- 6 Live green wall panels
- 7 Existing red brickwork
- 8 Glazing
- 9 Frosted glazing
- 10 Mullion
- 11 Glazed door with metal framing
- 12 Security / Louvred door
- 13 Brick infill
- 14 Horizontal roof slats
- 15 Cladding infill
- 16 External Stairs
- 17 External service staircore
- 18 Plant
- 19 Stepover
- 20 Pump station
- 21 Horizontal slats
- 22 Edge protection 1100mm

Scale 1:100

0 1m 2m 5m 10m

Proposed Elevation A



Proposed Elevation B



Proposed Elevation C



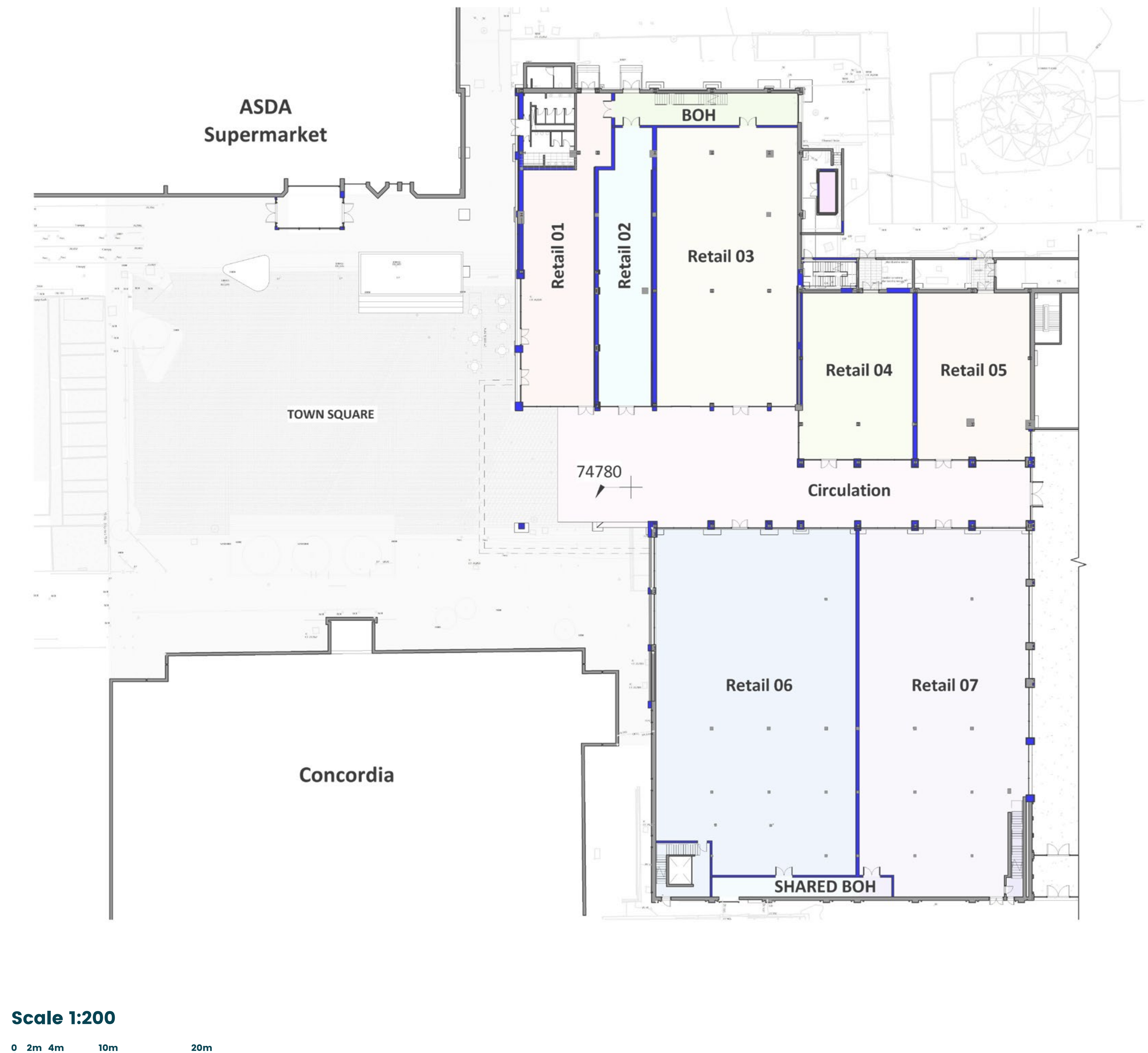
Proposed Elevation D



Detailed Proposal

- The proposal reformats the existing Western Mall to create a centralised, efficient and welcoming entrance into the Centre.
- Demolition works will be undertaken to separate the existing ASDA unit from the Centre, to create improved walking routes through the Town Square and access out of hours. This also provides a potential future link up with a North/South Active Travel route.
- 35,060 sqft will be created inclusive of seven retail units. The mall will be external but covered to encourage a greater connection with the Town Square.
- The retail units will be targeted at anchor retailers and food and beverage providers, ensuring the continued success of the Centre and the future of Cramlington.

Proposed Ground Floor

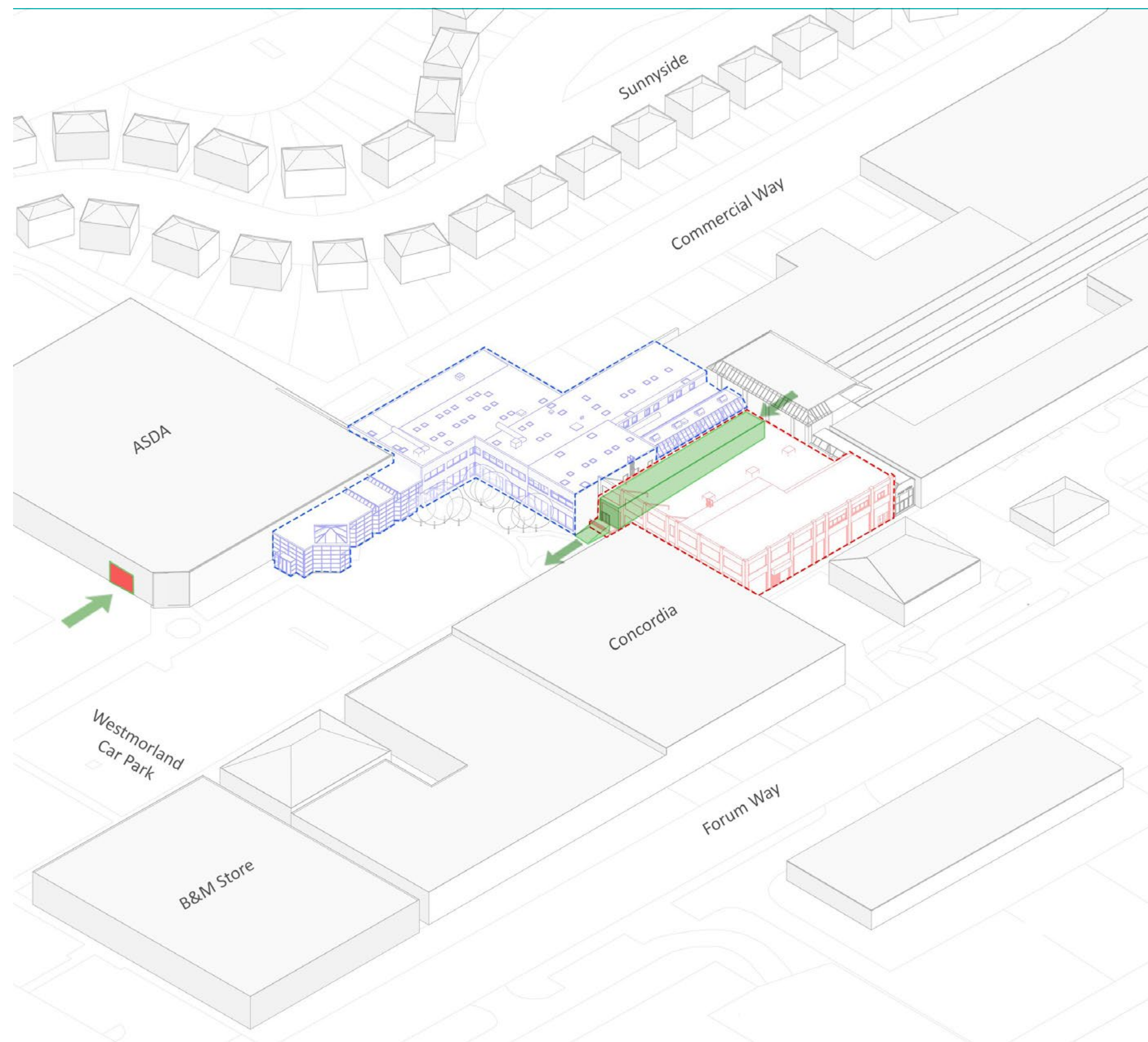


Logistics

Significant efforts have been made to minimise disruption to customers and tenants by the works.

The existing tenants of the Western Mall have either been relocated to alternate units within the centre or are exploring opportunities for relocation with the Management Team. Access will be maintained from the central mall to Asda, Concordia and the wider retail park at all times.

Logistics Plan



Construction will be delivered in phases to maintain safe pedestrian access and minimise disruption to the shopping centre and surrounding retailers.

The proposals also improve pedestrian links between the shopping centre, ASDA and the wider retail park.

Phase 1

The existing Poundland unit will undergo an internal soft strip, removing non-structural elements in preparation for demolition works.

The area will then be secured with temporary hoarding. During this phase, ASDA will remain accessible via an existing alternative entrance shown indicatively on the logistics plan. The final arrangement will be agreed with stakeholders.

Phase 2

Removal of Western Entrance

Phase 2 includes removal of the existing western entrance and demolition of the canopy adjacent to Asda.

The temporary entrance to ASDA is denoted with the following red and green hatch.



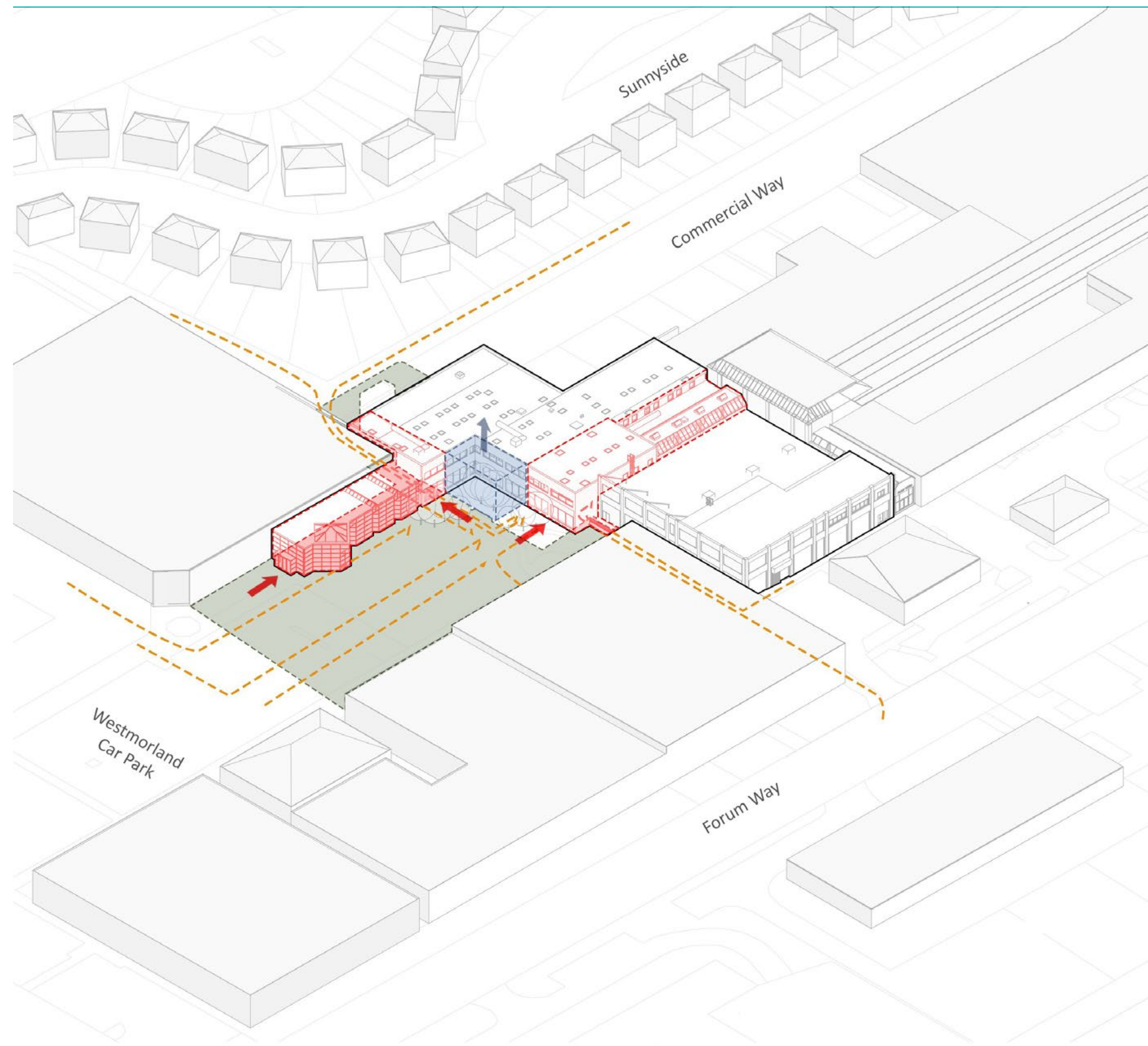
Phase 1 A

Temporary pedestrian route

A covered pedestrian walkway will provide a safe route between Manor Walks Shopping Centre, ASDA and the wider retail site throughout construction.

Site Challenges and Design Response

Constraints and Opportunities



Demolition

Selective demolition of sections of the existing building and canopy provides an opportunity to improve permeability across the site. These interventions allow for the clearer pedestrian connections between Manor Walks Shopping centre and Westmoreland Retail Park, addressing existing constraints in movement and visibility while enabling the creation of an open-air mall environment.

Extension

The introduction of an additional retail unit helps rationalise the overall built form and offset the loss of floorspace resulting from demolition. Positioned at a prominent corner location, the unit strengthens the western entrance, improves wayfinding and supports active frontage, particularly for food and beverage uses.

Connectivity

A key opportunity within the scheme is the strengthening of connections between the northern, western and southern areas of the site. The proposals introduce clearer and more direct pedestrian routes that link seamlessly with the existing shopping centre, improving circulation and creating a more legible movement network.

Public Realm

The proposals include the creation of a new public plaza and improved external spaces that encourage activity and social interaction. The plaza will accommodate kiosks, informal seating and temporary events, transforming previously constrained areas into a vibrant and flexible Town Centre environment.

Town Square

The scheme provides a new public realm area in the town which has been specifically designed to provide Cramlington what it does not currently have – a Town Centre.

Manor Walks forms the main part of Cramlington Town Centre and due to the way it was developed, it lacks a prominent public space.

The objective is to create an attractive inclusive environment that encourages visitors and improves enjoyment of the town.

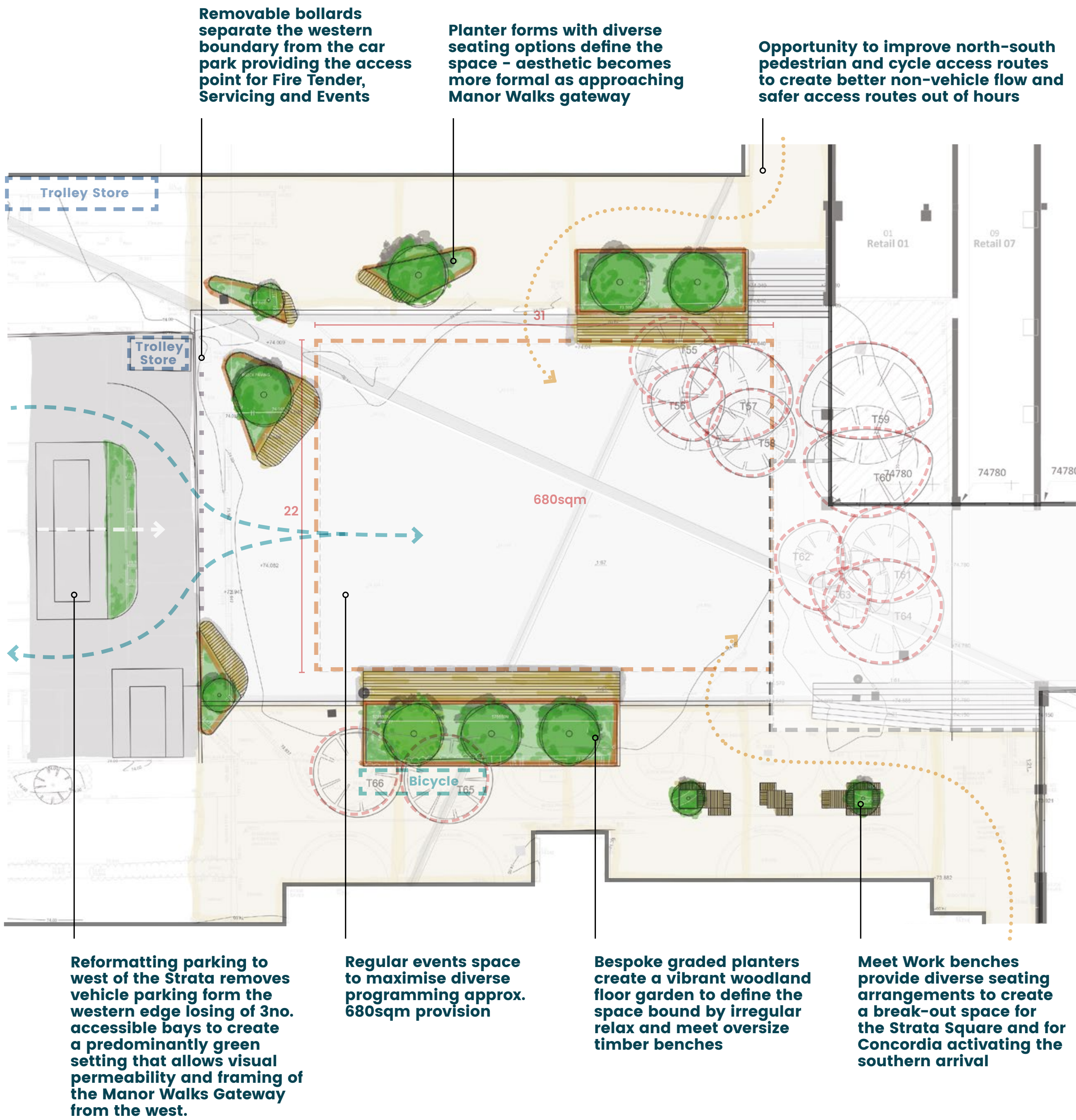
The works will provide animation, landscaping and flexible spaces for a variety of uses including:

- **Performance Space**
Live music, Comedy, Dance, Theatre
- **Market Stalls**
Space for stallholders – non permanent and flexible
- **Seasonal Events**
- **Walkways and Seating**
- **Cycle Parking**
- **Art, Signage and Lighting**
- **Soft Landscaping**
Providing function and habitat through 11 extra heavy standard trees, 900 perennial and shrub plants and 360 rain garden plants.



Town Square Plans

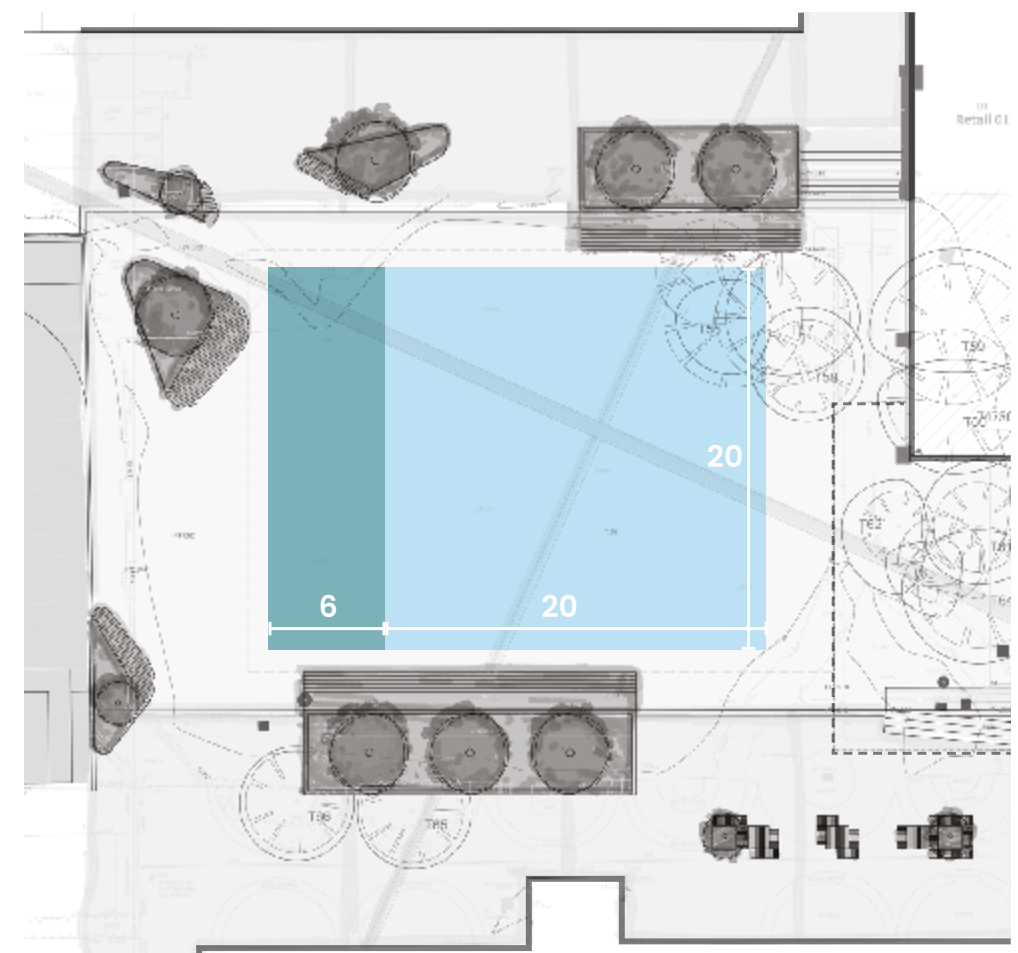
Landscape Design



Event Options

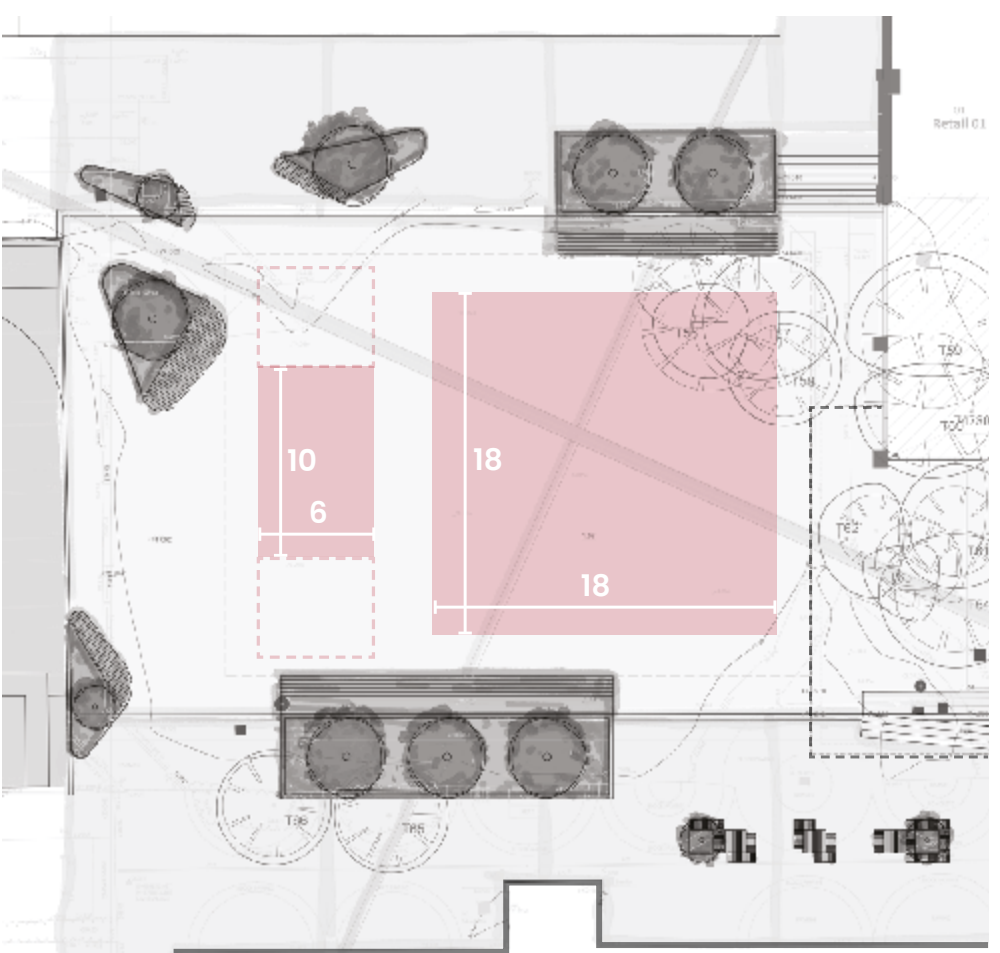
Ice Rink Feasibility

The rink acts as both programme and backdrop, creating animation even for passers-by who are not skating.



Outdoor Cinema Feasibility

An evening anchor event that turns the space into a shared cultural moment, with the screen forming a temporary enclosure and acoustic buffering and the audience spilling eastwards towards the shopping centre.



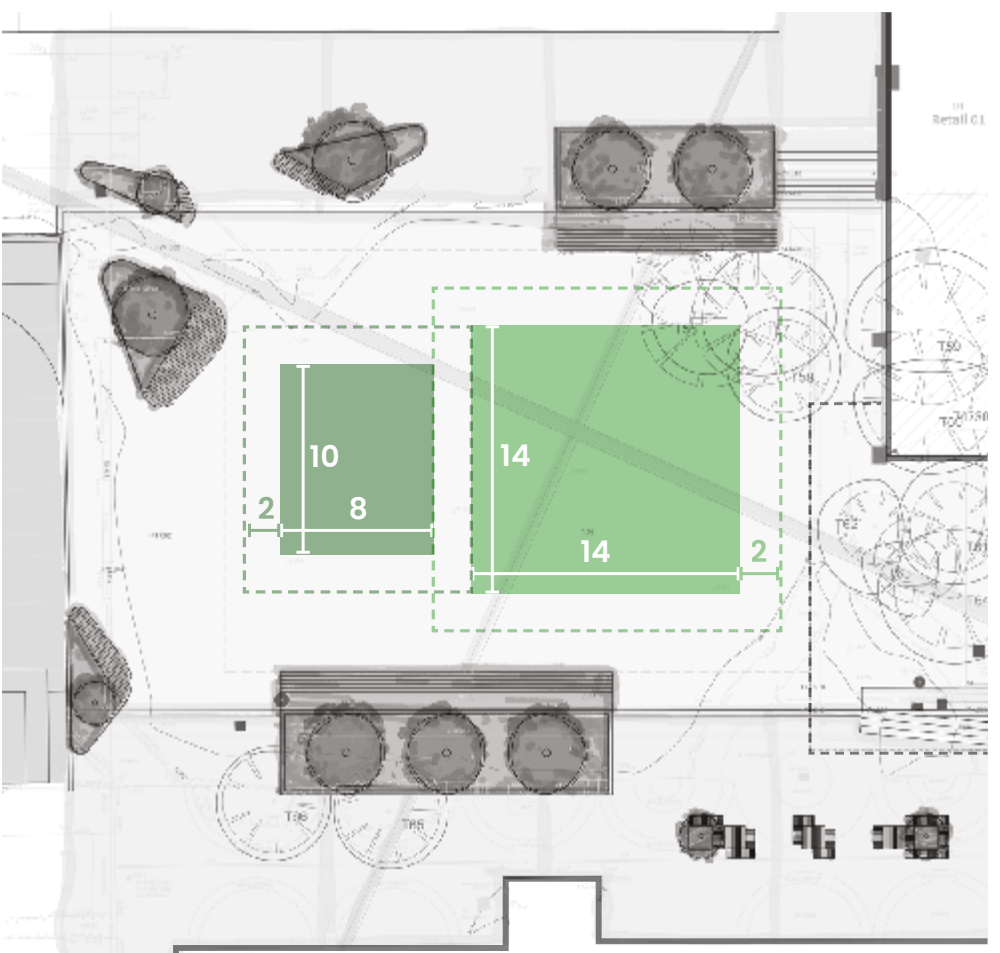
Farmer's Market Feasibility

A street-market format that feels porous and sociable, encouraging browsing, conversation and repeat visits. The market is conceived as an extension of the shopping experience rather than a competing use.



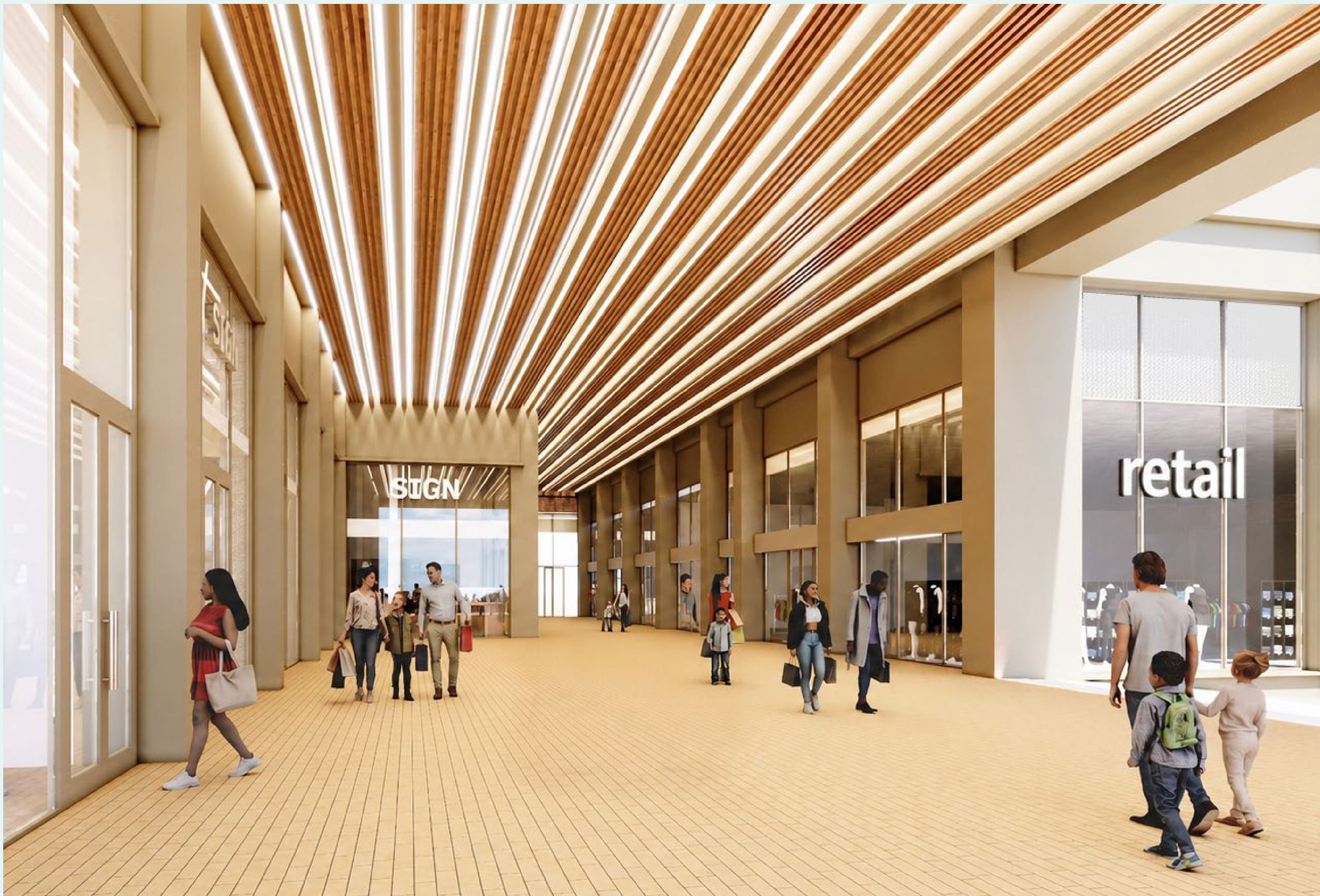
Outdoor Performance Feasibility

A festival-style performance space suitable for local acts, programmed events or celebrations, giving the development a recognisable cultural presence.



Scheme Benefits

- A vibrant, modern retail premises
- Additional footfall to existing Town Centre businesses
- New full and part-time permanent local jobs
- A multi-million pound investment in the local area
- Additional employment opportunities during the construction period and via the supply chain
- A new inclusive Town Square offering with attractive landscaping features and mixed uses
- A reinvigorated Town Centre securing Cramlington's future
- A high-quality design which offers a contemporary shopping experience.



Key Dates



Have your say

We welcome your feedback to our proposals before the planning application is submitted.



Share your feedback

Please send us your comments by 31st July 2026

Transport and Connectivity Improvements

Proposed Initiatives from Survey:

Phase 1

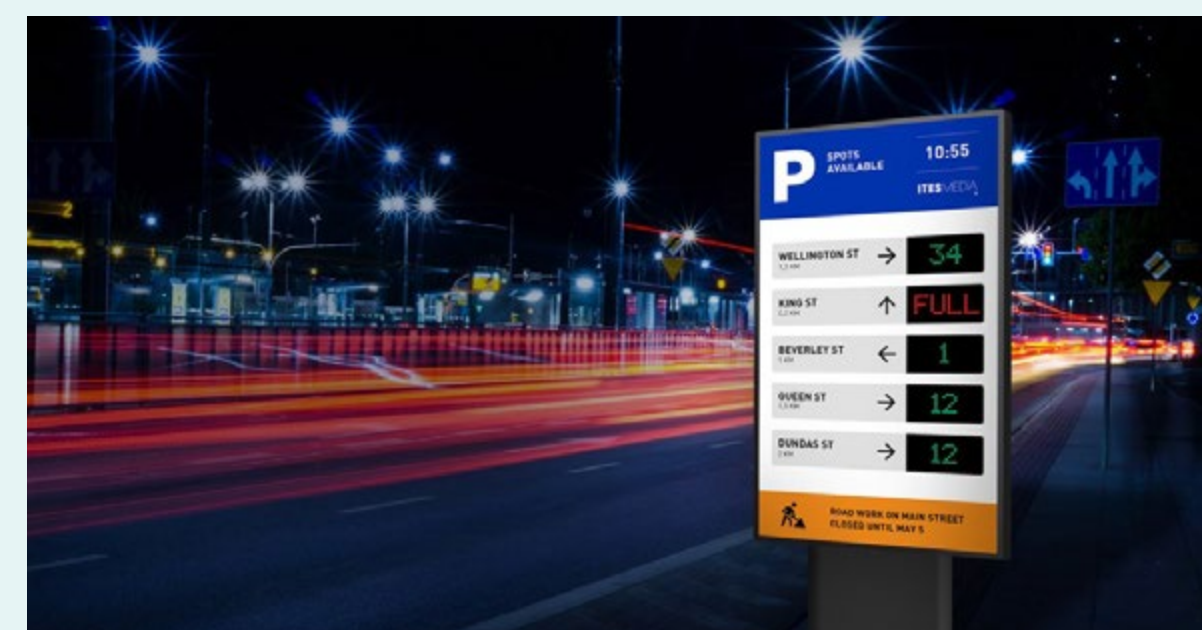
- Dynamic parking signage provided at key points of approach to direct users to available spaces.
- Forum Way junction re-prioritised to reduce queueing from the retail park and provide a protected right turn onto Forum Way.

Phase 2

- Formalisation of the current no right turn onto Station Road to reduce queueing out of the retail park.
- Traffic flow and circulation improvements within the retail park.

Initiatives Delivered by Advance Schemes:

- Additional cycling storage provided through the Western Entrance Scheme to support Active Travel.
- Improved footpath links through Western Entrance Development.
- Additional Parking and Footpath & Cycling Improvements Linked to Library & Police Station Site Developments.



Survey Scope Area – Cramlington Parking and Movement Study (September 2025)

