

Alnwick

Borderlands Place Programme Board

Meeting Report

9th February 2022

10:00 – 11:00

Teams

Attendees

Board Members	Organisation
Tony Kirsop (Chair)	Northumberland County Council
Cllr Gordon Castle	Northumberland County Council
Cllr Martin Swinbank	Northumberland County Council
Cllr Martin Harrington	Alnwick Town Council
Catherine Neil	Northumberland Estates
Lisa Aynsley	Alnwick Chamber of Trade
Mark Brassell	Alnwick Garden
Peter Reed	Alnwick Civic Society
Jean Humphrys	Baliffgate Museum
Marianne Whitfield	MSP
Zoey Hawthorne	Karbon Homes
Officers	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Iain Hedley	Community Regeneration Officer

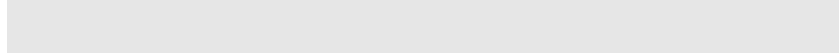
Apologies

Board Member	Organisation
Cllr Lynda Wearn	Alnwick Town Council



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Officers	Role



OBJ:OBJ

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Governance

The following documents have been returned by all board members and have been placed on the publicly available Borderland Place Programme [webpage for the town](#).

Declaration of Interests have been completed by each board member and are held at NCC.

The board may refer to NCC Policies, links to these are available on the Place Programme webpage for the town.

- Whistle blowing
- GDPR
- Complaints



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Vision for the town

The board was asked in the first board meeting to consider the elements that might be incorporated into a Borderlands Place Plan Vision for the town. They were reminded of the Borderlands overall programme core principles when they did this:

The five core principles that underpin the Place Programme:

- **Place-based:** Assessing investment needs and solutions for each place on its own terms: what the place wants to be in the future, what it needs, and what it offers.
- **Collective:** Looking at the contribution of each part to the whole: the added value to the place, the area, the region, and the country.
- **Systemic:** Bringing public, private, third sector, and community assets together as part of a single, integrated system supporting communities, services and the economy.
- **Community-led:** Putting communities at the heart of decisions about the solutions that the Place Programme brings to the challenges facing their towns and town centres.
- **Prevention and future proofing:** Investment and action directed towards preventing further deterioration in our towns and town centres.

The group used time in the previous meeting to brainstorm ideas. These are summarised below:

Group 1

Group 2



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- Bringing our stories to life
- Town centre improved for businesses and residents
- Broadening the visitor economy
- Culture & leisure - enhanced cultural programme
- Recognition and celebration of status as the County Town
- Encourage businesses to bring in higher skilled jobs
- Carbon efficiency
- Heritage - bringing prime locations back to life. Revitalisation of assets
- Youth engagement - keep involved while in Alnwick
- Retaining young people - improving education and opportunities
- Civic pride - heritage and pride in place
- Making sure people want to live and work here
- Housing - addressing housing needs
- Improving buildings and environment
- Transport provision
- Keeping Alnwick a vibrant and fulfilling place to live
- Breaking seasonality
- Affordable housing - particularly for young people
- Put the economy first
- Encourage growth of hi-tech industry
- Economically - seasonal - break the seasonality chain
- Evening economy
- Respecting heritage assets and the residents living in the town
- Encouraging people to live in the town centre
- Working from home economy, hi tech and industrial parks
- Heritage – conserve
- Retention of young people
- Capacity of transport network - highways infrastructure limited, alternative - buses and trains
- Recognition of the number of holiday lets and find winter activities to smooth out economic impact across the year.
- Recognise that tourism is fundamental to economy as agriculture economy declines

From the ideas, a draft vision was completed by the NCC officer team and presented to the board.

Proposed officer draft 1 Alnwick Borderlands Place Programme Vision

“Balancing a wonderful place to live and work with a fantastic experience for visitors”

Recognising the importance of the tourism industry to the economic prosperity of Alnwick, the Borderlands Board will strive to develop this industry by reducing seasonality, recognising and celebrating the town's heritage and assets and respecting its residents. It will encourage the adoption of technology to ensure



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inclusivity. Working to support young people and ensure that they have a sustainable future in Alnwick, the board will look to develop opportunities in employment, skills, housing and leisure. Working with industrial partners, the board will recognise the importance of low carbon and advanced technology as a growth driver for the economic and environmental sustainability of the town.

Board discussion notes on draft Alnwick Borderlands Place Programme Vision

“Balancing a Promoting Alnwick as a wonderful place to live and work with a fantastic memorable experience for visitors, sustainably throughout the year”

"Securing Alnwick's long-term future as an outstanding place to live, work and visit."

(Recognising the importance of the tourism industry to the economic prosperity of Alnwick, the Borderlands Board will strive to develop this industry by reducing seasonality, recognising and celebrating the town's heritage and assets and ~~respecting~~ **responding to** its residents' **needs**. It will encourage the adoption of technology to ensure inclusivity. Working to support young people and ensure that they have a sustainable future in Alnwick. ~~The board will look to develop opportunities in employment, skills, housing and leisure. Working with industrial partners, The board will recognise the importance of~~ **deliver against 2030 net zero objectives** ~~low carbon and advanced technology as a~~ **catalytic** growth driver for the economic and environmental sustainability of the town.)

Revised officer proposal draft 2 Alnwick Borderlands Place Programme Vision

"Securing Alnwick's long-term future as an outstanding place to live, work and visit."



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Alnwick Borderlands Place Programme Strategic Objectives

During the previous meeting, the board was asked to consider the overall Borderlands Place Programme.

Reviewing the seven overall Borderlands Programme Strategic Objectives, the board selected four that it felt most reflected the needs of the town. The Alnwick priority objectives chosen in the first board meeting are highlighted in red:

SO1: Empower local communities to imagine and then build a long-term future for the towns they live in.

SO2: Safeguard existing businesses and attract new businesses to our towns and town centres.

SO3: Maintain and increase the number of visitors spending money in our towns and town centres.

SO4: Safeguard existing employment and deliver new jobs and opportunities for economic and social participation.

SO5: Maintain and increase the number of people living in our towns and town centres.

SO6: Retain and increase the working age population in towns.

SO7: Maintain and raise the quality of the physical environment in our towns and town centres.

The officer team then drafted bespoke versions for the town, and these were discussed by the board. The following draft strategic objectives for the Borderlands Place Programme in the town were identified, for further consideration following community consultation.

Proposed (draft) Alnwick Borderlands Place Programme Strategic Objectives

1. Safeguard Alnwick's existing employment and deliver new jobs and opportunities for economic and social participation.
2. Maintain and increase the number of visitors spending money in Alnwick, decreasing the seasonal nature of tourism in the town.



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3. Retain our young people and increase the working age population in Alnwick.
4. Maintain and raise the quality of the physical environment in Alnwick town centre.

The above Strategic Objectives will be underpinned throughout, by the use of the methodology implied by **SO1**: Empower local communities to imagine and then build a long-term future for the towns they live in.

The re-drafted strategic objectives are presented below:

Board discussion on draft Alnwick Borderlands Place Programme Strategic Objectives

1. Safeguard Alnwick's existing employment and deliver new jobs and opportunities for economic and social participation.
2. Maintain and increase the number of visitors spending money in Alnwick, decreasing the seasonal nature of tourism in the town. **Add economic prosperity / sustainability.**
3. Retain our young people and increase the working age population in Alnwick.
4. Maintain and raise the quality of the ~~physical~~ **built** environment in Alnwick town centre.

Add ambition to SOs

The above Strategic Objectives will be underpinned throughout, by the use of the methodology implied by SO1: Empower local communities to imagine and then build a long-term future for the towns they live in. **Underpinned by – net zero 2030 target, plus other extracts from vision paragraph.**

Revised officer draft 2 Alnwick Borderlands Place Programme Strategic Objectives

1. Safeguard Alnwick's existing employment, delivering new jobs and opportunities, engaging with advanced technology as a catalytic driver for growth.
2. Improve the economic prosperity of Alnwick by increasing the sustainability of the visitor economy.
3. Create a sustainable future for young people in Alnwick.



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4. Maintain and raise the quality of the built environment in Alnwick town centre.

Our objectives will be underpinned throughout by the priorities of

- Fostering collaboration across the town
- Contributing to net zero 2030

Public Consultation & Citizen Space Survey

Delayed to meeting 3.

Next meeting (proposed) 3rd March 10:00 –11:30