



Northumberland County Council

Alnwick Borderlands Place Programme Board Minutes

8th June 2022

10:00am – Alnwick Castle

Attendees

Name	Representing
Anne Lawson (Chair)	Northumberland County Council
Cllr Martin Swinbank	Northumberland County Council
Cllr Geoff Watson	Alnwick Town Council
Catherine Neil	Northumberland Estates
Mark Brassell	Alnwick Garden
Peter Reed	Alnwick Civic Society
Jean Humphrys	Baliffgate Museum
Susan Patience	Gallery Youth

Officers

Name	Representing
Chris Walker	Northumberland County Council

Apologies

Name	Representing
Cllr Gordon Castle	Northumberland County Council
Marianne Whitfield	MSP
Zoey Hawthorne	Karbon Homes
Lisa Aynsley	Alnwick Chamber of Trade
Cllr Martin Harrington	Alnwick Town Council

Minutes (Action points in red)

Item	Details	Actions
1	Declarations of Interest The summary of DOIs was presented by AL. No additional changes were required to the summary which is hosted on the town's webpage at: (https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Borderlands-Place-Programme/Borderlands-Place-Programme.aspx)	

	<p>Declarations of Interest will be reviewed at every board meeting and the online version updated as changes occur.</p>	AL/CW
2	<p>Place Plan development</p> <p>AL presented an overview of the work required to develop Alnwick's Place Plan and subsequent Town Investment Plan. The presentation explained the process for development of the overall plan. The presentation would also be published on the town's webpage.</p> <p>It was explained that CW would be responsible for much of the desk work involved in developing the Place Plan but that the input from board was vital to ensure the above points were maintained.</p> <p>For reference, CW will issue a link to the board with details of the wider Borderlands Board members and a link to the Place Plans submitted by five towns in Cumbria.</p>	<p>CW</p> <p>CW</p>
3	<p>Alignment with other projects in the town</p> <p>The board was asked to consider alignment of the place programme with other investments in the town, specifically:</p> <ul style="list-style-type: none"> • What has been delivered recently? • What went well? • What were the challenges • What is currently being delivered? • What do we believe to be in the pipeline? • Who else should we talk to, to understand the project pipeline better? <p>Appendix I demonstrates the work completed by the board, separated into two groups.</p>	
4	<p>SWOT analysis</p> <p>The board was then asked to identify the strengths, weaknesses, opportunities and threats with regard to Newbiggin as a town. The groups then fed back to the facilitator who noted each contribution.</p> <p>The SWOT analysis is included in appendix II.</p>	
5	<p>Next Steps</p> <p>Officers will start to populate the Draft Place Plan for the town:</p> <ul style="list-style-type: none"> • Strategy • Strategic approach • Consultation • Governance <p>Work will start on gathering context data for the town</p>	CW

	<p>Next meeting – 10th August 2022 (unconfirmed)</p> <ul style="list-style-type: none"> • An update on Place Plan progress • Priorities and themes for the Place Plan projects 	
6	<p>Any Other Business</p> <p>The board wished to thank Lynda Wearn for her contribution and support to the board as former town Mayor.</p>	
7	<p>Next meeting</p> <p>The next meeting was proposed for the 10th of August 2022 (CW to confirm venue and time)</p>	CW

Group 1

Recent

- Church bells - <http://www.alnwickanglican.com/history/belltower/>
- Cycle track - <https://www.facebook.com/Alnwickfreeridersbiketrack/>
- YH Cycle Hub - <https://ne-np.facebook.com/AlnwickYH/posts/>
- Community Orchard - <https://www.facebook.com/pages/category/Community-Garden/Alnwick-Bullfield-Community-Orchard-110213597385014/>
- Community Allotment - <https://northumberlandrecoverycollege.co.uk/events/alnwick-community-allotment-2/>
- Tree Planting - <https://northumberlandstates.co.uk/news/massive-tree-planting-scheme-begins/>
- Alnwick In Bloom - <https://www.facebook.com/pages/category/Community/Alnwick-in-Bloom-2260723034249488/>
- Alnwick Playhouse - <https://www.facebook.com/alnwickplayhouse/>
- Bailiffgate Museum - <https://bailiffgatemuseum.co.uk/>

Currently ongoing/pipeline

- Greenway - <https://www.facebook.com/watch/?v=460328048558091>
- Cobbles - <https://www.northumberlandgazette.co.uk/news/politics/council/plans-drawn-up-for-ps350000-revamp-of-alnwick-cobbles-area-3167547>
- Aln Valley Railway - <https://www.alnvalleyrailway.co.uk/>
- Public toilets - <https://www.northumberlandgazette.co.uk/news/politics/council/alnwick-public-toilets-earmarked-for-ps100000-revamp-3526805>
- Alnwick Bus Station
- Hotels (2)
- Lilidorei - <https://www.facebook.com/alnwickgarden/posts/the-alnwick-garden-trust-has-submitted-plans-to-northumberland-county-council-fo/10156452397578319/>
- Thomas Percy Wood
- Climate Action Hub (Garden) - <https://www.alnwickgarden.com/environmental-policy/>
- Town litter pickers
- Book fair

Group 2

Recently delivered

- Free Riders Cycle Track
- YH Cycle Hub
- Hardy's (town centre) - <https://www.northumberlandgazette.co.uk/business/hardys-opens-new-shop-and-museum-and-reveals-plans-for-new-factory-3360413>
- Food Bank - <https://www.alnwickdistrictfoodbank.co.uk/>

In progress/being delivered

- Premier Inn - <https://www.premierinn.com/gb/en/hotels/england/northumberland/alnwick.html>
- Lilidorei

- Bondgate Hotel - <https://www.thebondgate.co.uk/>
- Housing – Greenfields & Windy Edge - <https://www.idpartnership.com/windy-edge-alnwick>
- Aln Valley Railway
- Pedestrianisation
- Electric vehicle charging points
- Shop development
- Café – space
- Pub/hotel development
- CAN – Alnwick Hub - <http://www.ca-north.org.uk/supporting-individuals/northumberland-rural-employment-hubs>

Pipeline

- Bailiffgate museum and gallery
- Hardy's – town edge
- Cobbles renovation

Challenges

- Tension & balance between maintaining/conserving historic heart of town and modernisation
- Tension between locals, residents and tourists
- Disenfranchised

What's going well

- Opening up Alnwick's coffee culture offer
- Development of retail offer
- National profile and recognition

Internal Town Factors	External Factors
<p>Strengths of the town</p> <ul style="list-style-type: none"> • Tourism economy • Duke/Duchess of Northumberland • Castle/Garden & attractions • History & heritage • ‘Wow’ factor – attractive & unspoilt • Physical environment/buildings • Strength of community • Strength of community groups • Natural environment & feel 	<p>Opportunities for the town</p> <ul style="list-style-type: none"> • Wider UK staycation season • Capture spend of cyclists/visitors • Transfer success of Alnwick Garden/Castle to the town centre • Retail opening hours • Seize opportunities for business • Training for young people • Job creation
<p>Weaknesses of the town</p> <ul style="list-style-type: none"> • Seasonality of tourism • Disconnect between Garden & town centre • 4pm-7pm – early evening economy • Signage & routes between visitor attractions & the town • Wheelchair/pushchair access • Duke/Duchess of Northumberland & large land ownership • Public transport & connectivity • Rural deprivation (see above) • The bus station • Inability to fill work positions with local candidates 	<p>Threats for the town</p> <ul style="list-style-type: none"> • Poverty and rising cost of living • Holiday homes • Increased house prices/housing market • Strain on existing infrastructure • Out of town retail on town centre retail • Retail opening hours