

# Alnwick

## Borderlands Place Programme Board

### Meeting Report

*3rd March 2022*

*10:00 – 11:30*

*Teams*

#### Attendees

<b>Board Members</b>	<b>Organisation</b>
Tony Kirsop (Chair)	Northumberland County Council
Cllr Martin Swinbank	Northumberland County Council
Mark Brassell	Alnwick Garden
Peter Reed	Alnwick Civic Society
Jean Humphrys	Baliffgate Museum
Zoey Hawthorne	Karbon Homes
<b>Officers</b>	<b>Role</b>
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Iain Hedley	Community Regeneration Officer

#### Apologies

<b>Board Member</b>	
Cllr Gordon Castle	Northumberland County Council
Marianne Whitfield	MSP
Cllr Martin Harrington	Alnwick Town Council
Catherine Neil	Northumberland Estates
Lisa Aynsley	Alnwick Chamber of Trade
Cllr Lynda Wearn	Alnwick Town Council



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OBJ:OBJ:

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## Governance

The board was presented with a summary of the Declarations of Interests as they have been announced to date. They were asked to check it for accuracy and to agree whether they wished to store this on the webpage.

It was agreed that the summary would be held on the webpage and reviewed at the start of each meeting, with updates to the webpage after each meeting as required.

## Alnwick Summary of Declarations of Interests 28<sup>th</sup> February 2022

Name	Tony Kirsop (chair)	Catherine Neil	Marianne Whitfield	Mark Brassell	Pete Reed	Gordon Castle	Jean Humphrys	Lynda Wearn	Zoey Hawthorne	Martin Swinbank	Lisa Aynsley	Martin Harrington
Representing	NCC	Northumberland Estates	MSP	Alnwick Garden	Alnwick Civic Society	NCC	Baliffgate Museum	ATC	Karboon Homes	NCC	Alnwick Chamber of Trade	ATC
<b>Interests Declared</b>												
NCC	Employee					Councillor for Alnwick				Councillor for Alnwick Division Wife is employee		
Alnwick Town Council								Councillor		Councillor	Councillor	Councillor



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Northumberland Estates		Employee				Son is an employee						
Bailliffgate museum		Volunteer					Chair of Trustees	Trustee				
MSP			Employee									
Alnwick Garden				Employee								
Alnwick Youth Hostel				Director		Director				YHA member		
Northumbrian Treats				Spouse's business								
Collingwood School				Governor								
Alnwick Civic Society					Chair							
Alnwick Playhouse Board						Trustee	Husband is trustee					
Northumberland Fusiliers Museum						Director						
Alnwick Junior Football Club						Trustee					Board member (3/3/22)	
Christmas lights committee						Chair						
Community Action N'land							Vice Chair					
Lesbury Parish Council							Vice Chair					
Lesbury Village Hall							Secretary					
Alnwick Rotary							Member	Member				
NEED Ltd							Husband is chair					
Northumberland Theatre Company							Husband is trustee					
Gallery Youth								Trustee				
Friends of the Earth								Member		Member		
Karbon Homes									Employee			
Friends of Bullfield Community Orchard										Trustee (NCC land)		
Community @NE66										Trustee		



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Northumbria Renewables										Proprietors		
Green Party										Member		
River Aln Boat Club										Vice Commodore		
Cycling UK										Member		
Centre for Alternative Technology										Member		
Positive News										Member and Shareholder		
Hotspur 1364 Ltd											Owner / director	
Chamber of Trade											Chair	



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## Vision for the town

The board reviewed the revised vision which was amended following the board meeting on the 9<sup>th</sup> February 2022. They were again reminded of the Borderlands overall programme core principles when they did this:

- **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 draft vision as discussed in the meeting on the 9<sup>th</sup> February was:

**Board discussion notes on draft Alnwick Borderlands Place Programme Vision  
9/2/22**

**“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**



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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.)

The officer team presented the following proposal as a conclusion to the above discussion.

**Proposed (draft) Alnwick Borderlands Place Programme Vision 3/3/22**

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

The board discussed the above and concluded that **the draft Alnwick Borderlands Place Programme board vision for consultation** should be:

"Enhancing 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 its first meeting, the board was asked to consider the overall Borderlands Place Programme strategic objectives.

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 at the last meeting. Below is a record of the discussion.

### **Board discussion on draft Alnwick Borderlands Place Programme Strategic Objectives 9/2/22**

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.



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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.**

Officers re-drafted the objectives in the light of the discussion on the 9/2/22 and presented the strategic objectives below for discussion at the session on the 3/3/22:

## **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.
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

The board discussed the officer proposal above and finalised the **draft Strategic Objectives** below for use in the consultation.

1. Sustaining Alnwick's existing employment, creating new jobs and opportunities, embracing innovation as a 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.
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





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- Contributing to net zero 2030
- Capitalising on opportunities in technology

## Public Consultation & Citizen Space Survey

The board discussed the methods used to let the community know about the Alnwick Borderlands Place Programme. The drafted Vision and Strategic Objectives would be presented, and the community would be asked for their views on them. Similar consultations had been completed by the delivery team at NCC for both Blyth and Ashington using online survey software Citizen Space as well as through hard copies of questionnaires in strategic locations. The aims are to:

- Ask respondents about how they feel about living / working / running a business / studying in Alnwick:
  - What are the best things?
  - What are the worst things?
  - What would you like to change?
- Gather demographic data from the respondents to ensure a representative view

Below is a timeline for the consultation activity ahead of the next Alnwick BPP board meeting.

**Action MS** – to put AL in touch with Rosie Bush from the High School to discuss consultation with young people.

Activity / week com	7/3	14/3	21/3	28/3	4/4	11/4	18/4	25/4
Draft survey	Active	Active	Completed	Completed	Completed	Completed	Completed	Completed
Board review draft & focus group prep	Completed	Completed	Active	Completed	Completed	Completed	Completed	Completed



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Survey Live								
Focus groups								
Officer Analysis								
Board meeting								27th April @12:00

It was agreed that the survey, when drafted, would be shared with all board members for review with a view to going live on the 28<sup>th</sup> of March 2022.

Next meeting - 27<sup>th</sup> April 12:00 – in person at Alwick Garden.