



Northumberland County Council

Haltwhistle Borderlands Place Programme Board Minutes 28th September 2022 10:30 Mechanics Institute

Attendees

Anne Lawson (Chair)	NCC
Cllr Ian Hutchinson	NCC
Cllr Marie Bowes	Haltwhistle Town Council
Cllr Alan Sharp	Haltwhistle Town Council
Stuart Wilkie	Killfrost
Julie Gibbon	Haltwhistle Partnership
John Scott	Hadrian's Wall Partnership
Eric Taylor	Berry Global
Maxine Wilson	Haltwhistle Swimming and Leisure Centre
Sheila Cadge	Young & Sweet
Ian Dommett	Haltwhistle Chamber of Trade
Officers	Role
Peter Mawer (Town Lead)	Senior Programme Officer (Town Regeneration)
Chris Walker	Senior Programme Officer (Town Regeneration)

Apologies

Name	Representing
John Taylor	Agma

Minutes (Action points in red)

Item	Details	Actions
1	<p>Declarations of Interest</p> <p>Members were asked to confirm that their Declarations of Interest remain extant. No 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> <p>Declarations of Interest will be reviewed at every board meeting and the online version updated as changes occur.</p>	AL/PM
2	<p>Place Plan development</p> <p>PM presented an update demonstrating work undertaken on the Place Plan to date. The Place Plan will highlight:</p> <ul style="list-style-type: none"> • What the data tells us (census & DWP information) • What the consultation told us • What we know as a board (previous meeting feedback) • Place Plan context (town history & local context/industry analysis) <p>The presentation will also be published on the town's webpage.</p> <p>It was explained that PM would continue to develop the Place Plan using the information gathered in the meeting and additional context from various sources.</p> <p>PM informed the meeting that he would be sharing with them the drafts of the subjective Haltwhistle specific elements of the Place Plan (Introduction to the town, role of the town etc) to give them the opportunity to make the sections reflect the opinions of those who live in the town.</p> <p>ID asked if data on tourist spend in Haltwhistle and comparable towns was available. PM agreed to source this information. <i>(post-meeting note – PM has requested tourist spend information which will be shared at the next meeting and included in the Place Plan)</i></p> <p>SC asked if it was possible that the data on the number of residents not holding a formal qualification could be skewed by the larger than average 64+ population. PM agreed to request this data broken down across age ranges. <i>(post-meeting note – PM has raised the query with the data analyst who agrees that the data will be reflecting formal qualifications being less the norm historically and will provide age range data).</i></p>	<p>PM</p> <p>PM</p> <p>PM</p>
3	<p>Identifying investment themes</p> <p>A number of potential themes emerged as a result of the consultation for the Borderlands Place Programme. These themes largely supported the feedback received from stakeholders at each stage.</p>	

	<p>The investment themes will underpin the strategic objectives to guide future activity for developing and promoting the town and needed to reference the vision and strategic objectives.</p> <p>The board was asked to identify these themes using the analysis, context and feedback gathered so far.</p> <p>Group One (MB, SC, MW)</p> <ul style="list-style-type: none"> • Tourist offer • Residents offer/businesses • Retention and upskilling of young people <p>Group Two (IH, ET, SW)</p> <ul style="list-style-type: none"> • Economic growth • Tourism growth • Youth retention <p>Group Three (AS, JS, JG)</p> <ul style="list-style-type: none"> • Tourism offer (orientation, hub, signage) - awareness internally and externally • Diversify retail offer • Business opportunities <p>Action PM and AL to draft broader detail around the 3 dominant themes proposed for the next meeting:</p> <ul style="list-style-type: none"> • Developing offer for tourists • Skills development and retention of young people • Business innovation including diversification of the retail/hospitality offer 	PM / AL
4	<p>Strategy – what will success look like?</p> <p>The board was then reminded that the Place Plan aimed to provide lasting benefits for all residents and supporting inclusive and sustainable growth for Bedlington’s community.</p> <p>The monitoring of the Place Plan would need to measure the impact of the activities and interventions brought forward against the baseline indicators for inclusive growth such as deprivation, workless households, access to services, qualifications and population/depopulation.</p> <p>A number of potential outcomes were displayed, and the board discussed potential methods of measuring success, which included:</p> <ul style="list-style-type: none"> • New Businesses Created • Businesses Safeguarded • New and Improved Floorspace • Derelict and Vacant Land Remediated • Private Sector Leverage • Increased GVA 	

	<ul style="list-style-type: none"> • Additional Visitors Attracted • Increased Footfall • New Jobs Created and Supported • People into Training and Employment • Increased Health Outcomes <p>The board identified that outputs will need to be linked to, and enable, the themes as the Place Plan develops.</p>	
5	<p>Next Steps</p> <p>Officers will continue to populate the Draft Place Plan for the town, focusing upon:</p> <ul style="list-style-type: none"> • Strategy • Investment themes <p>Next meeting – 9 November 2022</p> <ul style="list-style-type: none"> • An update on Place Plan progress • Defining investment priorities within each theme 	PM
6	<p>Any Other Business</p> <p>No other business was declared</p>	
7	<p>Next meeting</p> <p>9 November 2022, 10:30-12:00, Mechanics Institute</p>	