

Haltwhistle

Borderlands Place Programme Board

Meeting Report

19th January 2022

10:30 – 12:00

Teams Meeting

Attendees

Board Members	Organisation
Tony Kirsop (Chair)	NCC
Ian Hutchinson	County Councillor
Ian Dommett	Haltwhistle Chamber of Trade
Julie Gibbon	Haltwhistle Partnership
John Scott	Hadrian's Wall Partnership
Stuart Wilkie	Kilfrost Ltd
John Taylor	AGMA Ltd
Stephen Leighton	Berry Global Ltd
Marie Hodgson	Haltwhistle Town Councillor
Maxine Wilson	Haltwhistle Swimming and Leisure Centre
Officers	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Peter Mawer	Community Regeneration Officer

Apologies

Board Member	Organisation
Alan Sharp	Haltwhistle Town Councillor
Officers	Role



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N/A	
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Governance

The following documents have been circulated amongst board members and have been placed on the publicly available Borderland Place Programme webpage for the town ([Link](#)), they are also attached as appendices to this report.

- Governance and Terms of Reference - see appendix 1
- Code of Conduct - see appendix 2
- Pen Portraits – see appendix 3

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

<https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Borderlands-Place-Programme/Haltwhistle-Place-Programme.aspx>

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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Briefing on the Place Programme

Growth Deal commitment

Through the Borderlands Place Programme, we will target investment in places that will help boost economic activity across the region. Recognising the importance of our smaller rural market and coastal towns to the local economy, this programme will provide £50million of funding across the Borderlands area with UK Government committing up to £30 million in Cumbria and Northumberland and Scottish Government £20 million in the South of Scotland to support the revitalisation of towns across the Borderlands region, subject to full business case approval. A series of Place Plans will be developed for the region's priority towns and town centres. Towns will only enter the Place Programme should their Place Plan contain projects eligible for Borderlands investment.

Borderlands Approach to Economic Recovery

- Help to re-start local economies and towns as they emerge from the pandemic, focusing on repurposing towns and town centres and safeguarding and retaining as much as possible of the current business, employment, and population base.
- Supporting towns to return to pre Covid-19 levels of activity by investing to increase footfall and spending in town centres, improve the attractiveness of towns, and encourage visitors to return.
- As towns complete the recovery phase, the focus will shift over time towards delivering long-term inclusive and sustainable economic growth, increasing employment, growing businesses, and boosting wealth and productivity. This will include investing in infrastructure for growth, such as new industrial and commercial developments, housing, transport infrastructure, and visitor attractions.
- The investment approach will vary between towns, depending on how each place has been impacted by Covid-19, and the types and scale of intervention needed to support their recovery, resilience and return to growth.

Supported Capital Interventions

The Place Programme will support a range of capital interventions targeted at enhancing the economic infrastructure needed to ensure the sustainability and growth of our towns. This includes:

- Purchase and assembly of land and buildings.
- Remediation of vacant and derelict sites.

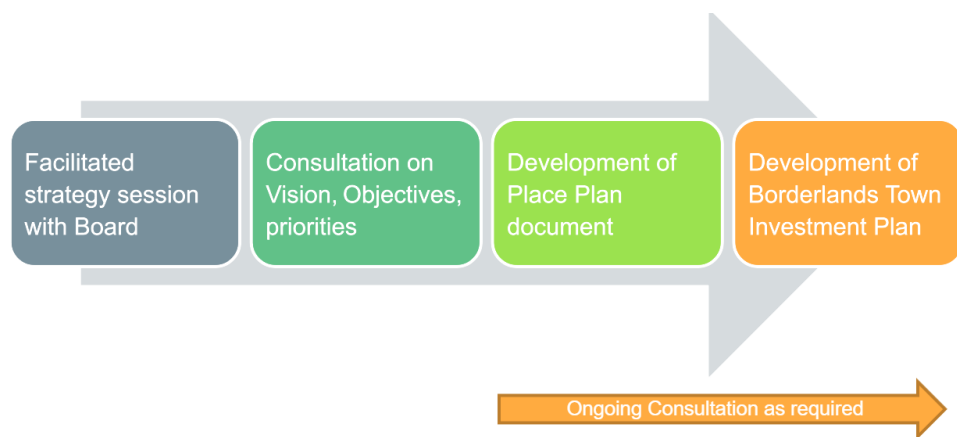


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- Property development and enhancement, including schemes to encourage private, public and third sector investment in improving buildings, re-modelling business premises, and conversion of buildings to new uses to support the repurposing of towns (e.g. residential, leisure, community uses).
- Development of arts and cultural, visitor economy, community, and skills and education facilities.
- Enhancement of shop, business and commercial public facing fronts.
- Development of the upper floors of buildings for affordable housing and other uses.

Place Programme Development

The Place Programme in the town will take the following path during its development, supported by NCC officers at each stage. The programme is a ten-year program to 2031 and there is no pre-prescribed timeline for each stage.



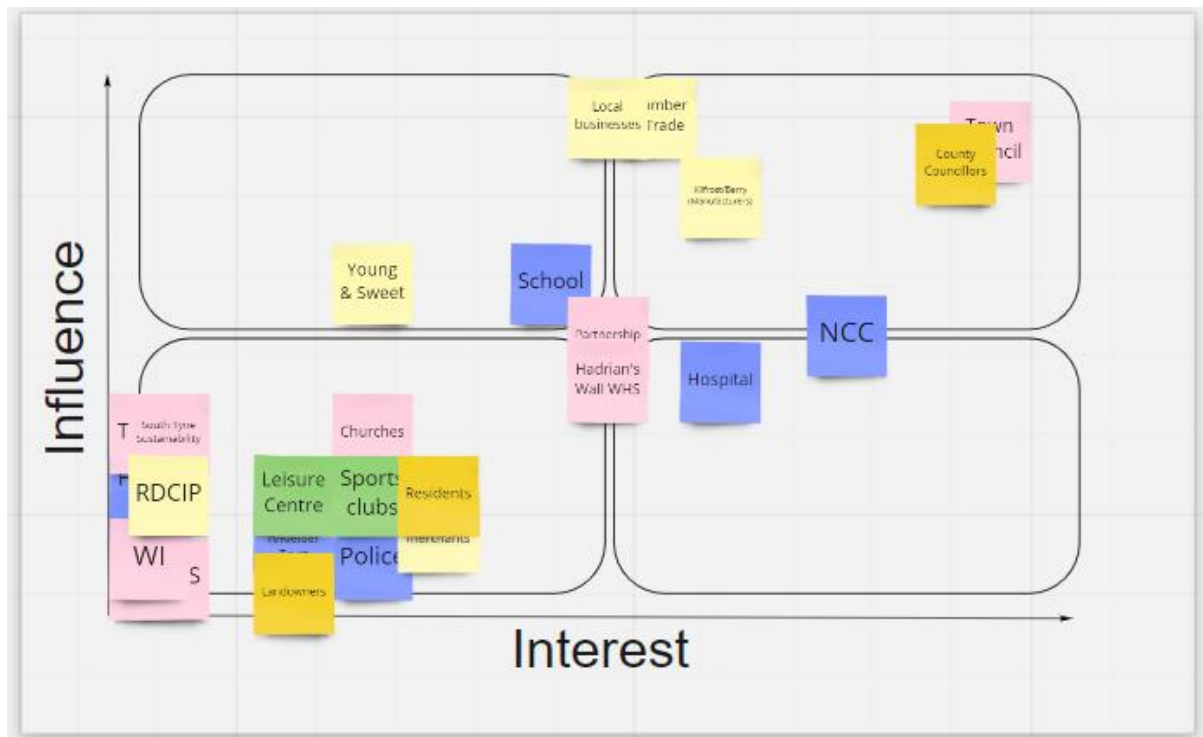


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Stakeholder Mapping and Board Development

A stakeholder mapping event was held on the 13th October 2021 with elected members. The results are shown below with summary analysis provided to understand those stakeholders with significant influence and interest in the future of the town

Named by one group	Named by two groups
Police	
Health Centre	
Care Commissioning Group (CCG)	School
Kielder Trust	Church
Vindolanda Trust	NCC
TVCRP	Hospital
STRPS	Haltwhistle Partnership
South of Tyne Sustainability	Forestry Commission
Hadrian's Wall WHS	Young & Sweet
Women's Institute (WI)	Chamber of Trade
Builder's merchants	Local businesses
National Innovation Centre for the rural economy	Kilfrost/Berry/Agma
Rural Design Centre	Leisure centre
Sports clubs	Town Councillors
Residents	County Councillors
Landowners	



From the above mapping activity, the accountable body; NCC, identified those organisations it felt were eligible and appropriate to participate in the Borderlands Place Programme Board. NCC elected Members were invited directly, Town and Parish Councils and other local stakeholders were invited to nominate suitable named representatives.

All organisations identified in the stakeholder mapping activity will be invited to participate in consultation and engagement activities as the programme progresses.

The stakeholder mapping and subsequent review process has resulted in the following Borderlands Place Programme Board:

Board Member (Name)	Board Member (Organisation)
Tony Kirsop (Chair)	NCC



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Ian Hutchinson	County Councillor for Haltwhistle
Alan Sharp	Haltwhistle Town Council
Marie Hodgson	Haltwhistle Town Council
Ian Dommett	Haltwhistle Chamber of Trade
Julie Gibbon	Haltwhistle Partnership
John Taylor	AGMA Ltd
Stephen Leighton	Berry Global Ltd
Stuart Wilkie	Kilfrost Ltd
John Scott	Hadrian's Wall Partnership
Maxine Wilson	Haltwhistle Swimming and Leisure Centre
TBC	Young and Sweet

The board will be supported by the following officer group:

Officer	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Peter Mawer	Community Regeneration Officer



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Vision for the Town

The board was asked 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:

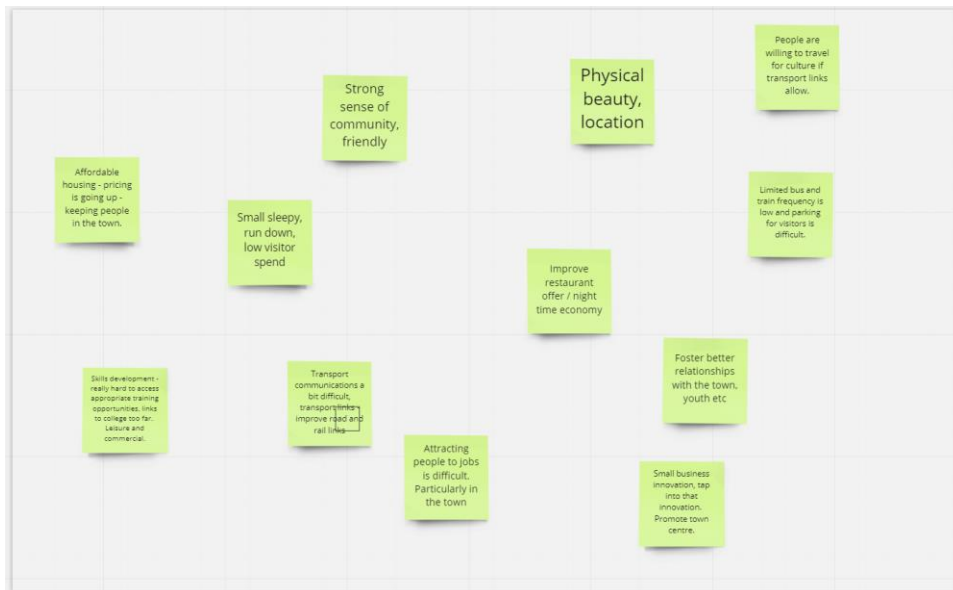
- **Place-based:** Assessing investment needs and solutions for each place on its own terms: what the place wants to be in the future, what it needs, and what it offers.
- **Collective:** Looking at the contribution of each part to the whole: the added value to the place, the area, the region, and the 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 flip charts in breakout groups to brainstorm ideas. These are shown below:

Group 1 Anne, Tony, John Taylor, Marie, Maxine, Hutch



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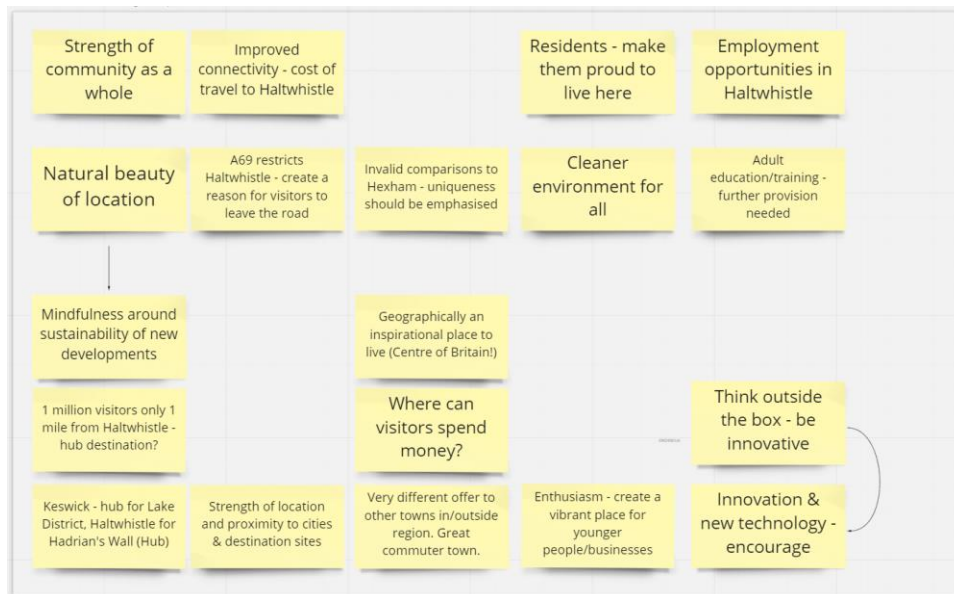


- Affordable housing - pricing is going up - keeping people in the town.
- Skills development - really hard to access appropriate training opportunities, links to college too far. Leisure and commercial.
- Small sleepy, run down, low visitor spend
- Strong sense of community, friendly
- Transport communications a bit difficult, transport links - improve road and rail links
- Attracting people to jobs is difficult. Particularly in the town
- Improve restaurant offer / night-time economy
- Physical beauty, location
- People are willing to travel for culture if transport links allow.
- Limited bus and train frequency is low and parking for visitors is difficult.
- Foster better relationships with the town, youth etc
- Small business innovation, tap into that innovation. Promote town centre.

Group 2 - Pete, Chris, Julie, John Scott, Ian, Stuart, Stephen



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- Strength of community as a whole
- Natural beauty of location
- Mindfulness around sustainability of new developments
- 1 million visitors only 1 mile from Haltwhistle - hub destination?
- Keswick - hub for Lake District, Haltwhistle for Hadrian's Wall (Hub)
- Improved connectivity - cost of travel to Haltwhistle
- A69 restricts Haltwhistle - create a reason for visitors to leave the road
- Strength of location and proximity to cities & destination sites
- Invalid comparisons to Hexham - uniqueness should be emphasised
- Geographically an inspirational place to live (Centre of Britain!)
- Where can visitors spend money?
- Very different offer to other towns in/outside region. Great commuter town.
- Residents - make them proud to live here
- Cleaner environment for all
- Enthusiasm - create a vibrant place for younger people/businesses
- Employment opportunities in Haltwhistle
- Adult education/training - further provision needed
- Think outside the box - be innovative
- Innovation & new technology – encourage



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The NCC Officer group used these ideas to draft the following proposed Borderlands Place Programme Vision for the town. This will be reviewed, and a draft vision confirmed at the next board meeting, ahead of community consultation.

By 2031 Haltwhistle will be a vibrant, growing town recognised as a 'must see' destination by Hadrian's Wall visitors. Attracting day trippers, vacationers and new residents, the town will offer day and nighttime activities for all age groups. New innovative businesses will be drawn to the town, both on the high street and out of town industrial parks, by the combination of improved connectivity to the east and west coasts and the natural beauty of the region based, *literally*, in the centre of Britain.



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Haltwhistle Borderlands Place Programme Strategic Objectives

The board were asked to consider the overall Borderlands Place Programme. The Programme has seven investment objectives, focused on addressing regionally identified challenges and opportunities:

- **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 board were asked to identify which of the above should be the priority objectives to be tailored to suit the needs of the local community in their view.

The following draft strategic objectives for the Borderlands Place Programme in the town were identified for further consideration following community consultation.

Proposed Haltwhistle Borderlands Place Programme Strategic Objectives

1. Safeguard existing businesses and attract new businesses to Haltwhistle town centre and out of town industrial parks
2. Maintain and increase the number of visitors spending money in Haltwhistle
3. Maintain and raise the quality of the physical environment in Haltwhistle.



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Appendix 1 Governance and Terms of Reference

[link](#)



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Appendix 2 Code of Conduct

[link](#)



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Appendix 3 Pen Portraits

[Link](#)