

Haltwhistle

Borderlands Place Programme Board

Meeting Report

2nd March 2022

10:30 – 12:00

Teams

Attendees

Board Members	Organisation
Tony Kirsop (Chair)	NCC
Ian Hutchinson	County Councillor
Ian Dommett	Haltwhistle Chamber of Trade
Julie Gibbon	Haltwhistle Partnership
Stuart Wilkie	Kilfrost Ltd
John Taylor	AGMA Ltd
Marie Hodgson	Haltwhistle Town Councillor
Maxine Wilson	Haltwhistle Swimming and Leisure Centre
Alan Sharpe	Haltwhistle Town Councillor
Sheila Cadge	Young and Sweet
Officers	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Peter Mawer	Community Regeneration Officer



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Apologies

Board Member	
John Scott	Hadrian's Wall Partnership
Stephen Leighton	Berry Global Ltd
Officers	Role
N/A	



[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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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.

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



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Think outside the box - be innovative

Innovation & new technology – encourage



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The board discussed the proposal and amended the draft vision as follows

Haltwhistle Borderlands Place Programme Vision

By 2031 Haltwhistle will be a vibrant, growing town recognised as a 'must see' destination by visitors to the region. Attractive to residents and to those visiting Hadrian's Wall, and the natural beauty and heritage of the region, the town will offer day and night-time activities for all age groups.

New innovative businesses will be drawn to the town, complementing and developing existing business, both on the high street and on industrial parks with improved connectivity locally, nationally and internationally.



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Haltwhistle 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 three that it felt most reflected the needs of the town. The Haltwhistle 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) 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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The slightly amended strategic objectives are presented below:

Revised (draft) Haltwhistle Borderlands Place Programme Strategic Objectives

1. Safeguard existing businesses and attract new businesses to Haltwhistle town centre and 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.

Public Consultation & Citizen Space Survey

The board discussed the methods used to let the community know about the Haltwhistle 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 Haltwhistle:
 - 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

Activity / week com	7/3	14/3	21/3	28/3	4/4	11/4	18/4	25/4	2/5	9/5
Draft survey										



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Board review draft & focus group prep										
Survey Live										
Focus groups										
Officer Analysis										
Board meeting										11th May

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 4th April 2022

Next meeting (proposed) – 11th May 2022 @ 11:00am