



Northumberland
County Council

Haltwhistle Borderlands Place Plan

9 November 2022

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Haltwhistle Borderlands - Agenda



Today we will review:

- Declarations of Interest
- Place Plan Development
- Haltwhistle Borderlands Place Programme Process
- Defining investment priorities within investment themes
 - Developing offer for tourists
 - Skills development and retention of young people
 - Business innovation including diversification of the retail/hospitality offer
- Next steps
- Next meeting – TBC

Declaration of Interests

Members to confirm that their declared expressions of interest remain current and accurate.

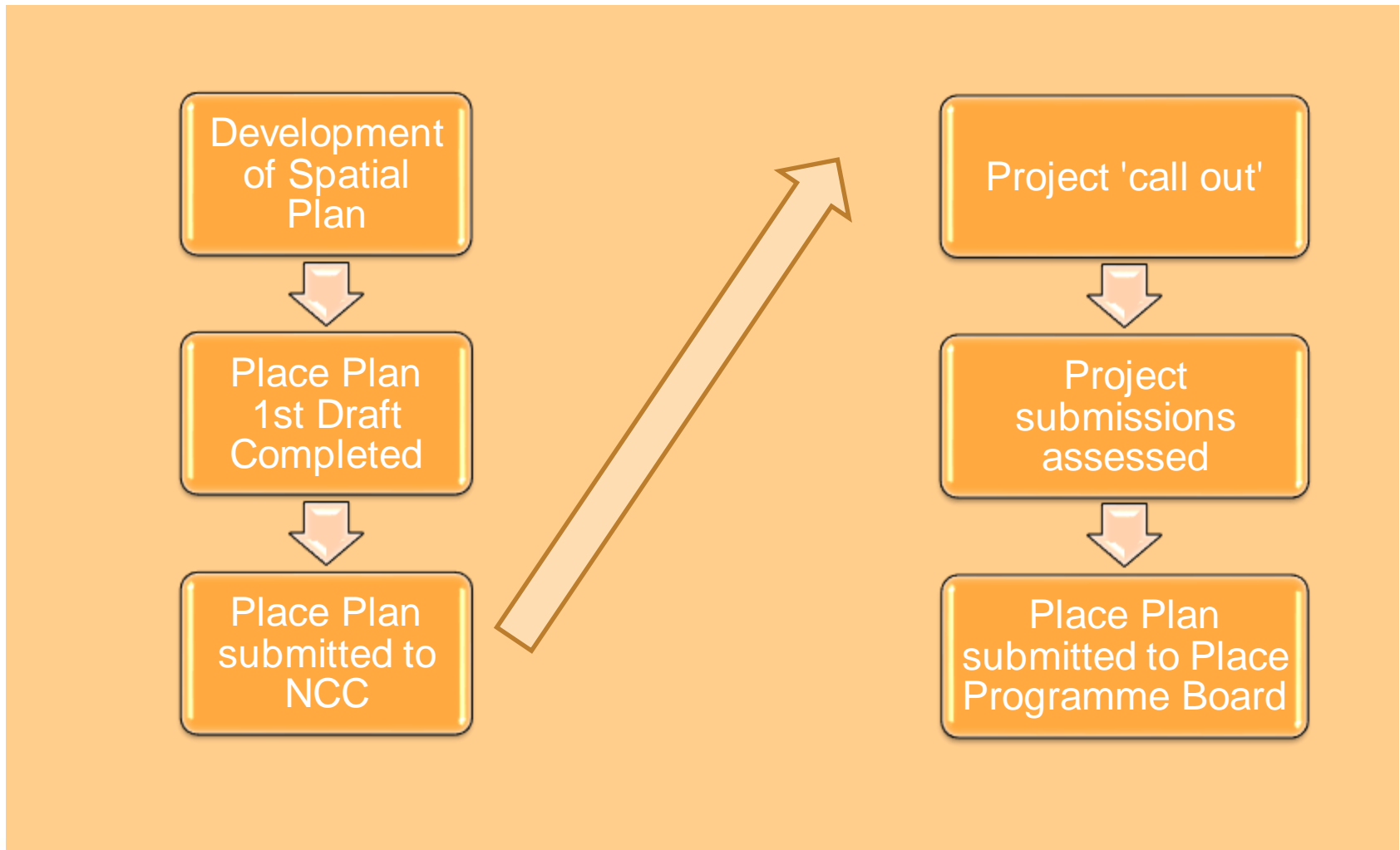
Place Plan Development

The drafting of the Place Plan for the Haltwhistle Borderlands Place Programme is ongoing

The Town Board's opinions/input to the Place Plan are necessary and welcomed and the draft sections relating to descriptions of the town and its history will be shared with the board for comment.

Additional data and information is being added as it becomes available e.g. Footfall data

Haltwhistle Borderlands Place Programme Process



Defining the **Investment Priorities** within the **Investment Themes**

The chosen **investment themes** for the Haltwhistle Place Plan are:

- Developing the tourist offer
- Skills development and retention of young people
- Business innovation including diversification of the retail/hospitality offer

Each of these **themes** needs more detailed **investment priorities**. These will define the breadth of the **theme** and limit projects to those which meet the vision and strategic objectives set by the board.

The 'options' listed on the following slides are examples from other Town Investment Plans and are for inspiration purposes only.

Investment Theme – Developing the Tourist Offer (examples of Investment Priorities)

Projects that will:

- Improve **Transport** to/from and within Haltwhistle
- Improve the quantity, quality and variety of **Accommodation** options
- Provide **Attractions** for tourist across all socio/economic groups
- Improve the **Culture** offer in Haltwhistle
- Make the tourist offer **Accessibility** to all
- Enhance the quantity, quality and variety of **Food and Drink** options
- Enhance the **Physical Infrastructure and Connectivity** of the town
- Improve the **Digital Infrastructure** (contactless experiences, Rural internet connectivity)
- Create **Sustainable** tourism options
- Create **Adventure** tourism options
- **Promote** Haltwhistle as a tourist destination

Group Work

In groups, please spend 10 minutes considering **investment priorities** to define what you would like the *Developing the Tourist Offer* theme to achieve in Haltwhistle.

Feel free to consider/plagiarise/ignore the examples given.

We will then report back as groups and work together to select 3, 4 or 5 **investment priorities** to include in the Place Plan and the Call for Projects

Investment Theme – Skills Development and the Retention of Young People (examples of Investment Priorities)

Projects that will:

- Improve connections between primary, secondary and further education, and links with employers
- Raise awareness of, and access to, jobs and career opportunities in the town.
- Improve engagement of local SMEs in education
- Raise lifetime aspirations, ambition and confidence among local people, across all age groups.
- Work with local people and businesses to boost employability skills and remove barriers to getting a job.
- Increase the engagement of adults in education and skills.
- Support people in work to improve their skills and develop their careers, including supporting SMEs to invest in skills.
- Investing in the skills needed by low carbon industries and employers.

Group Work

In groups, please spend 10 minutes considering **investment priorities** to define what you would like the *Skills Development and Retention of Young People* **investment theme** to achieve in Haltwhistle.

Feel free to consider/plagiarise/ignore the examples given.

We will then report back as groups and work together to select 3, 4 or 5 **investment priorities** to include in the Place Plan and the Call for Projects

Investment Theme - Business innovation including diversification of the retail/hospitality offer (examples of Investment Priorities)

Projects that will:

- Offer 'incubators' & 'accelerators' for local enterprise
- Strengthen local entrepreneurial ecosystems, and support businesses at all stages of their development
- Encourage a diverse retail offer
- Encourage a diverse hospitality offer
- Encourage new businesses to the region

Group Work

In groups, please spend 10 minutes considering **investment priorities** to define what you would like the *Business innovation including diversification of the retail/hospitality offer* **investment theme** to achieve in Haltwhistle.

Feel free to consider/plagiarise/ignore the examples given.

We will then report back as groups and work together to select 3, 4 or 5 **investment priorities** to include in the Place Plan and the Call for Projects

Next Steps

