

Newbiggin by the Sea

Borderlands Place Programme Board

Meeting Report

19th January 2022

17:00

Virtual Meeting – MS Teams

Attendees

Board Members	Organisation
Tony Kirsop (Chair)	Northumberland County Council
Cllr Liz Simpson	Northumberland County Council
Cllr Jim Laing	Northumberland County Council
Cllr Jill Woodman	Newbiggin Town Council
Cllr Ami Wootton	Newbiggin Town Council
Reemer Bailey	Newbiggin Development Trust
Lynn Burns	Newbiggin Community Ventures
Brian Chiltern	Newbiggin Heritage Partnership
Michael Farr	Bernicia
Eddie Peat	Newbiggin Community Trust
PC Carly Gibson	Northumbria Police
Officers	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Neil Quinn	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer

Apologies

Board Member	
Officers	Role



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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:

Jim, Lynn & Michael	Amy, Jill and Sheila	Tony, Brian, Liz & Reemer
<ul style="list-style-type: none"> • Incubator units • Use of buildings above shops • Grants for units • Retaining our young • Bigger housing, <u>4 or 5 bedroom</u> houses and modern 2 bed bungalows • Go-to destination all year round • Bring the community forward together • Promote our accents • Bring the community forward together • Employment • Good communication with links between the community and business • Independent businesses • No vacant premises • A night-time economy 	<ul style="list-style-type: none"> • Build on our heritage/past & location • Build on our strong people • Build on our prospects • Increase employment opportunities • Increase housing opportunities • Retain young people • Increase visitor footfall and spend 	<ul style="list-style-type: none"> • Reduce child poverty • Reduce poverty levels in general • Promote prosperity and distinctiveness • Business growth • Local employment • Alcan site usage • Visitor economy, infrastructure and car parking • Increase retail spend • Further education around the digital economy • Incubator hubs as part of a cultural place plan • Energy – carbon action and green footprint • Community led housing • Future-proofing housing for today's young people • Supply chain businesses for Blyth • Night-time economy



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From the ideas, a draft vision was completed by NCC officers and presented to the board.

Proposed Newbiggin Borderlands Place Programme Vision

By 2031 The Borderlands Place Programme Board will have worked with the community and other stakeholders in the town to capture the passion of Newbiggin residents for a prosperous future.

It will support Newbiggin in becoming a **distinctive*** destination of choice to live, work and visit. Building on the history, heritage and strong arts and cultural offer of the town, the town will develop its thriving visitor economy throughout the seasons.

The board will work with housing providers to address the housing needs of the town and will seize opportunities for the town from the digital and green economy.

Building on the success of existing independent traders, Newbiggin will retain a strong and resilient high street, creating employment opportunities and finding innovative ways to retain a young workforce.

*The board discussed the vision for the town which was agreed in draft form. The word 'distinctive' was highlighted as an important addition to describe the town's identity. This was added to the vision by the project officers.



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Newbiggin 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 four that it felt most reflected the needs of the town. The Newbiggin 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 Newbiggin Borderlands Place Programme Strategic Objectives

1. **Collaborate*** with the local community of Newbiggin to imagine and then build a long-term future for the town.
2. Maintain and increase the number of visitors spending money in Newbiggin throughout the year.



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3. Understand the housing needs of Newbiggin and support housing providers and landlords to maintain and increase the number of people living in Newbiggin.
4. Retain and increase the working age population in Newbiggin.

*The word 'empower' was changed following discussion between the project officers to 'collaborate with', an amendment which would ensure that the ongoing Borderlands process was fully inclusive to stakeholders. This final draft of the strategic objectives was then shared and agreed with the board prior to consultation.

Public Consultation & Citizen Space Survey

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

Citizen Space will be used in conjunction with specific focus groups and a targeted social media campaign to reach the largest audience possible. Emails will also be sent to stakeholder groups to inform them of the consultation. **Action AL / CW**

A series of focus groups (centred on specific stakeholders such as businesses and young people) will be held throughout the consultation period. The officer team will



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contact the Newbiggin Town Clerk (Elaine) for support to contact the remaining stakeholders. **Action CW**

The board also discussed the use of QR codes to distribute and publicise the use of the surveys. **Action CW**

It was agreed that ballot boxes for physical returns would be best placed in the GP Surgery and the Town Hall building. **Action AL / CW**

The proposed programme was presented to the board, with work on a draft survey to begin immediately after the board meeting. **Action CW/AL**

Activity / week com	24/1	31/1	7/2	14/2	21/2	28/2	7/3
Draft survey	Green						
Board review draft & focus group prep		Green					
Survey Live			Green	Green			
Focus groups			Green	Green	Green		
Officer Analysis					Green	Green	
Board meeting							9th March

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 7th of February 2022.

Next meeting – 9th March 2022 @ 17:30