

Newbiggin by the Sea

Borderlands Place Programme Board

Meeting Report

24th November 2021

18:00

Newbiggin Maritime Centre

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	Northumberland County Council
Cllr Ami Wootton	Northumberland County Council
Reemer Bailey	Newbiggin Town Council
Lynn Burns	Newbiggin Town Council
Sheila Harrison (Brian Chiltern)	Newbiggin Development Trust
Michael Farr	Newbiggin Community Ventures
	Newbiggin Heritage Partnership
	Michael Farr
Officers	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer

Apologies

Board Member	Organisation
Eddie Peat	Newbiggin Community Trust
Officers	Role
Neil Quinn	Senior Programme Officer (Town Regeneration)



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OBJ

Contents

Governance.....	3
Briefing on the Place Programme.....	4
Growth Deal commitment	4
Borderlands Approach to Economic Recovery	4
Supported Capital Interventions	4
Borderlands Core Principles.....	5
Place Programme Development	5
OBJ Stakeholder Mapping and Board Development.....	7
Vision for the Town.....	10
OBJ Newbiggin Borderlands Place Programme Strategic Objectives	14
Appendix 1 Governance and Terms of Reference.....	15
Appendix 2 Code of Conduct.....	16
Appendix 3 Pen Portraits	17



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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](#), 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.

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.

Borderlands Core Principles

Five core principles underpin the design and delivery of 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.

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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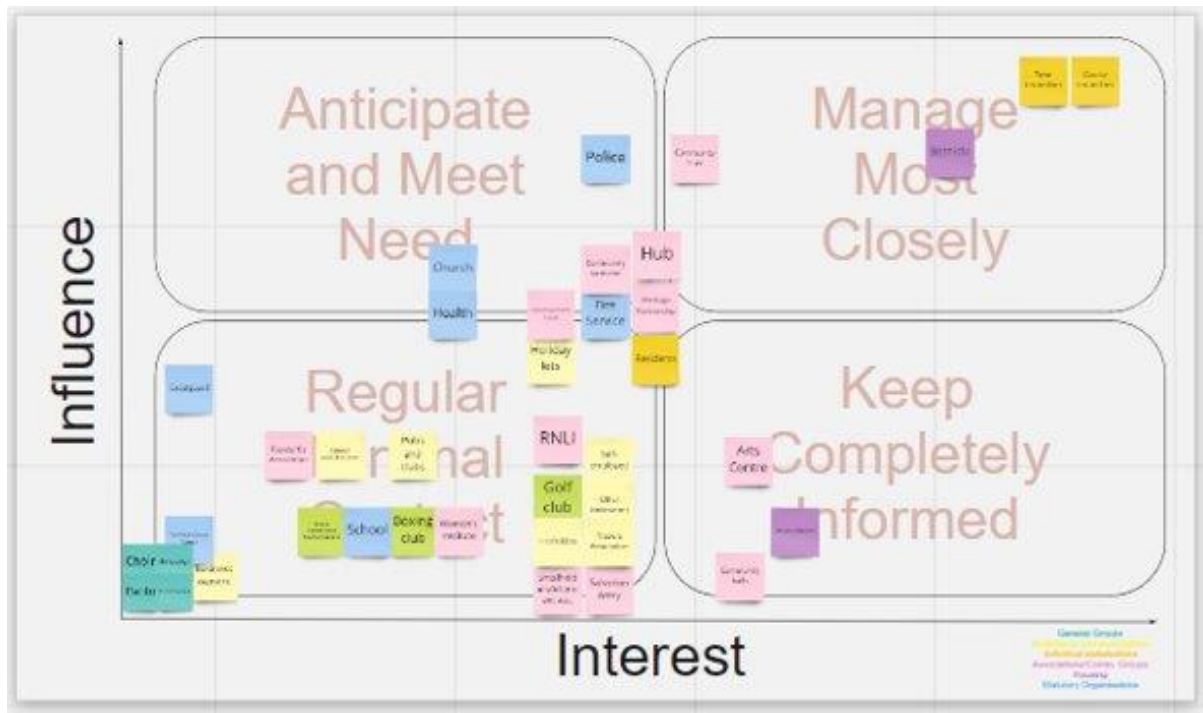
Stakeholder Mapping and Board Development

A stakeholder mapping event was held on the 22nd of September 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	Named by (all) three groups
Northumbrian Water	Coastguard	
Newbiggin Hub	School	Town councillors
Community Halls	Fire Service	Police
Salvation Army	Health	County councillors
Choir	Residents Association	Community Ventures
Panto	Women's Institute	Community Trust
Genealogy	Heritage Partnership	Bernicia
Beavers/Cubs/Scouts/Guide	Development Trust Newbiggin Arts Centre	Advance/Ascent
Freeholders	Traders Association	Church
Other landowner	Self-employed	Small Holders/Allotment Association
Business owners	Holiday lets	Caravan Parks / Park Dean
Pubs and Clubs	Sports centre/Active Northumberland	RNLI
Sailing Club	Boxing club	
	Golf club	
	Residents	



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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
Cllr Liz Simpson	NCC
Cllr Jim Lang	NCC
Cllr Jill Woodman	Newbiggin Town Council
Cllr Ami Wooton	Newbiggin Town Council
Eddie Peat	Newbiggin Community Trust



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Reemer Bailey	Newbiggin Development Trust
Lynn Burns	Community Ventures
Brian Chilton	Newbiggin Heritage Partnership
Michael Farr	Bernicia
TBC	Northumbria Police
TBC	Churches Together/St Bartholomew's Church

The board will be supported by the following officer group:

Officer	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Neil Quinn	Senior Programme Officer (Town Regeneration)



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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.

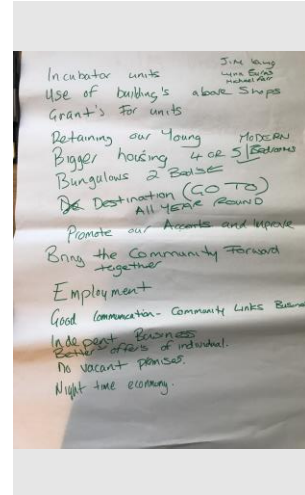
The group used flip charts in breakout groups to brainstorm ideas. These are shown below:

Group 1 - Jim, Lynn & Michael



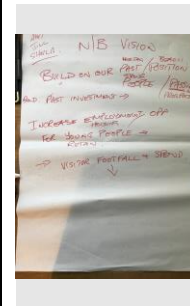
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- Incubator units
- Use of buildings above shops
- Grants for units
- Retaining our young
- Bigger housing, 4 or 5 bedroom houses and modern 2 bed bungalows
- Go-to destination all year round
- Bring the community forward together
- Promote our accents
- Bring the community forward together
- Employment
- Good communication with links between the community and business
- Independent businesses
- No vacant premises
- A night-time economy



Group 2 - Amy, Jill and Sheila

- 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

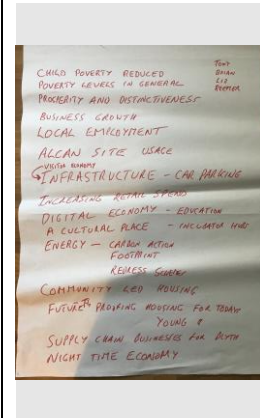


Group 3 - Tony, Brian, Liz & Reemer



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- 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



In summary, The overall vision was largely shared by all three groups, with several recurring themes and priorities. Those listed consisted of:

Housing

- Availability of affordable housing, particularly able to house families (four-bedroom properties) and those needing accessible small bungalows (**group 1**)
- Better communication channels with private landlords in the Colliery terraces ensuring that properties are adequately maintained and let (**group 1**)

Tourism

- Less variance of visitor numbers through peak-off seasons with visitors coming to Newbiggin all year round (**all groups**)
- Build on the heritage and history of the village (**group 3**)
- Ensure that spend in the town is monitored and reviewed (**group 3**)

Town Centre

- Improved communication amongst all stakeholders (**all groups**)
- The maintenance of a strong, independent-led high street (**all groups**)
- Ensuring that the voices of strong, passionate local residents continue to be heard and are part of a prosperous future (**group 1 & 2**)
- Ensure that the high street remains resilient, and the visitor economy is maintained (**all groups**)

Employment



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- Better communication between larger employers, community organisations and those seeking employment (**group 1**)
- Retain young people amidst a backdrop of an ageing population (**all groups**)
- Bring money back to the village through the development of the Alcan site and proximity of the local workforce to large employers (**group 2 & 3**)

Economy

- Build upon the arts and culture sector, emphasising the fact that Newbiggin is an artistic village (**group 3**)
- Address poverty in the local area (**group 3**)
- Be prepared for the emergence and development of both the green and digital economy (**group 3**)
- Ensure that a group is in place to apply for any future funding that may be available (**group 3**)
- An ability to build on past investments, protecting the village and ensuring it remains relevant. (**all groups**)

The NCC Officer group used these ideas to draft a 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.

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 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.



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Newbiggin 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 at least **four** of the above that could 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 **Newbiggin** Borderlands Place Programme Strategic Objectives

1. Empower 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.
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.



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Appendix 1 Governance and Terms of Reference

The Governance and Terms of Reference Document can be found using this link to the [Newbiggin Borderland Place Programme webpage](#).



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Appendix 2 Code of Conduct

The Code of Conduct Document can be found using this link to the [Newbiggin Borderland Place Programme webpage](#).



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Appendix 3 Pen Portraits

All Board member Pen Portraits can be found on the Newbiggin Borderlands Place Programme webpage, [here](#).