



Northumberland
County Council

Newbiggin by the Sea – Borderlands Place Programme Consultation Review

March 2022

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Newbiggin 2022 Consultation

Newbiggin Borderlands Place Programme

The consultation sought your views on:

- Our BPP Vision for Newbiggin
- Our BPP Objectives for Newbiggin
- Best things about Newbiggin
- Worst things about Newbiggin
- Three things you'd like to change about Newbiggin

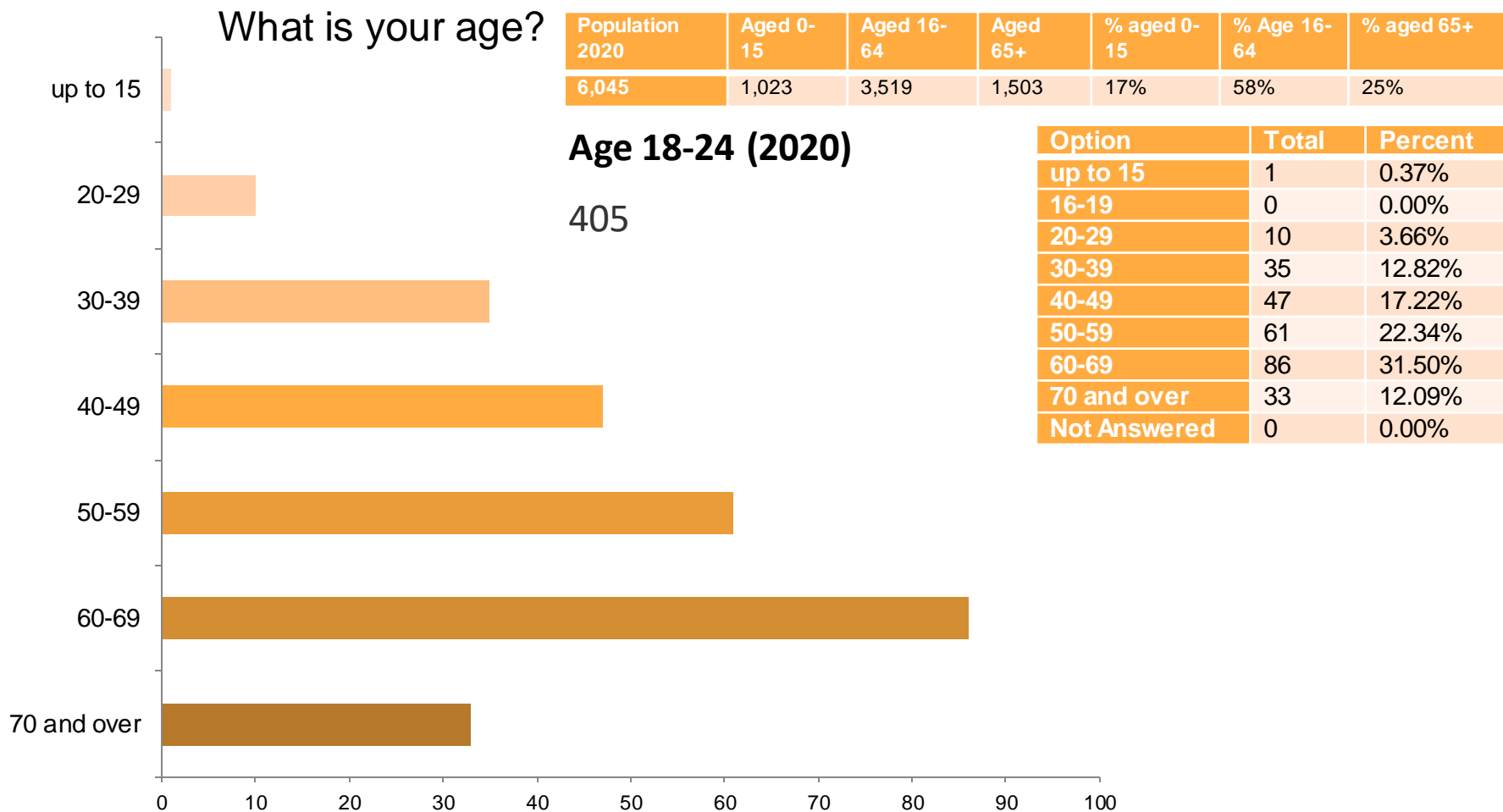


We have received a total of 273 responses to the survey (264 online and 9 paper, with 30 responses through the QR code) .

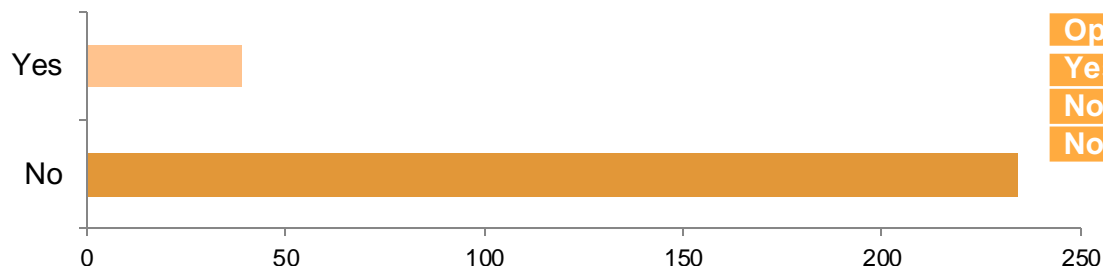
We would like to thank the community of Newbiggin for your valuable feedback; we have read all of your comments.

What follows is a summary of the important messages you gave us.

The following demonstrates some of the demographics of the respondents, to the survey, important so that we can be sure that we are not missing a representative group. We will always strive to seek the views of everyone in the community.



Do you consider yourself to have a disability?

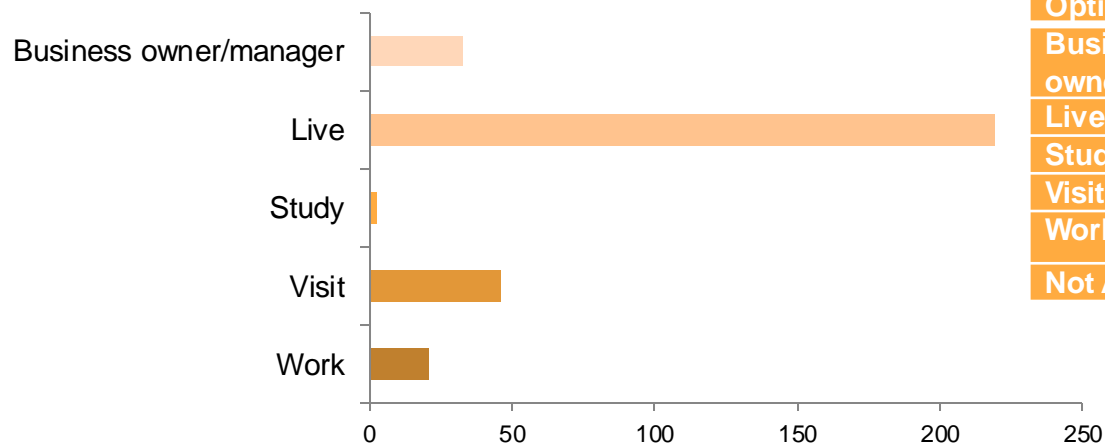


Option	Total	Percent
Yes	39	14.29%
No	234	85.71%
Not Answered	0	0.00%

Health (all usual residents)	Number	Per cent
Day-to-day activities limited a lot	908	14.4
Day-to-day activities limited a little	782	12.4
Day-to-day activities not limited	4,618	73.2
General health is very good	2,326	36.9
General health is good	2,097	33.2
General health is fair	1,235	19.6
General health is bad	495	7.8
General health is very bad	155	2.5

Census, 2020

Why do you come to Newbiggin?



Option	Total	Percent
Business owner/manager	33	12.09%
Live	219	80.22%
Study	3	1.10%
Visit	46	16.85%
Work	21	7.69%
Not Answered	0	0.00%

Postcodes – all respondents

Postcode	Occurrence
NE22 7	2
NE225	1
NE23	2
NE23 3	3
NE26 3	1
NE61 2	2
Ne61 3	2
NE61 6	3
Ne615	1
NE62 5	1
NE63	3
Ne63 0	4
Ne63 8	5
NE63 9	7
NE63 9	5
Ne64	227
NE65 0	2
NE66 1	1
Pe219	1
Pl6	1
SG6 4XA	1
TD1 2RJ	1
	276

Section 3 - Vision

This is the Borderlands Place Programme vision for Newbiggin, which aligns with the [Newbiggin Neighbourhood Plan](#):

"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.

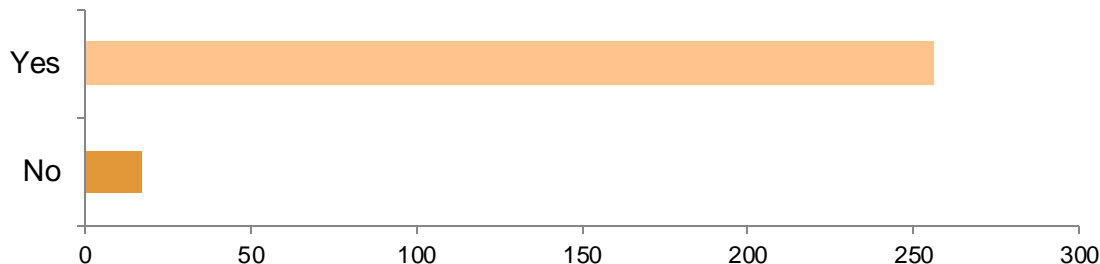
It will support Newbiggin in becoming a distinctive destination of choice to live, work and visit. Building on the history, heritage and strong arts and cultural offer of the town, the town will develop its thriving visitor economy throughout the seasons.

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."

Do you agree with the vision?

There were 273 responses to this part of the question.



Option	Total	Percent
Yes	256	93.77%
No	17	6.23%
Not Answered	0	0.00%

No

“What does this vision say? There are lots of words here but no real substance. It doesn’t help me understand the plan. I understand more housing.

What art and cultural offer? I love Newbiggin but it doesn’t have art and culture. The town centre is so small I can’t see how it can sustain employment for young people- it isn’t a young person’s town”

“We do not have a strong and resilient high street. It mainly caters for tourists.

Cafés and gift shops. Plus charity shops. We need to focus on residents not tourists. One this is achieved people will automatically want to visit. We do not want silly projectS”

Yes

“The vision, on paper, is perfect, action is now need rather than just writing it down”

“It’s a vision I have seen time and again for Newbiggin but so far that’s all it’s been - a vision.

I’d love to see something actually being done / worked on / achieved”

“The vision needs to be borne out of the community not enforced onto it. Work needs to be undertaken so the whole community sees & feels the benefit for them not just tourists otherwise it will not work”

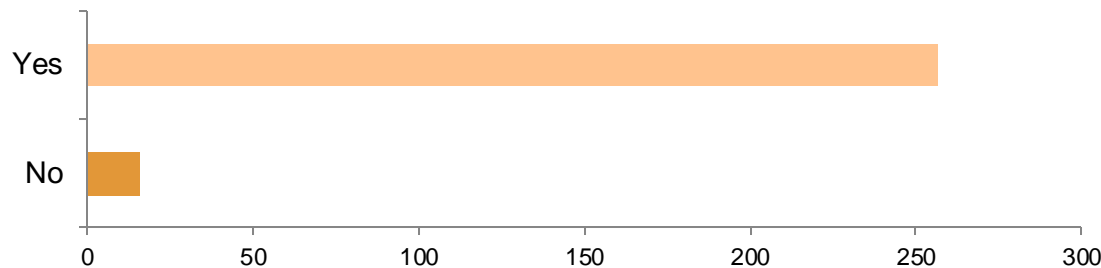
Section 4 - Strategic Objectives

We have four strategic objectives (you can comment on the objectives as a whole, and about each one individually):

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.
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.

Taken as a whole do you agree with these objectives?

There were 273 responses to this part of the question.



Option	Total	Percent
Yes	257	94.14%
No	16	5.86%
Not Answered	0	0.00%

No

"We need full time residents who want to invest in the village. Not a 2 week stay holiday maker who just uses the house to visit the rest of Northumberland. Limit Holiday lets. If you want holidaymakers build a campsite, create employment and a positive impact to the economy of the village, Without pricing locals out of the housing market"

"Concerned about the housing objective. Why do we need to increase the town population and where will these new houses be built?"

"The objectives do not have sufficient ambition. They look like a sticking plaster"

Yes

"New housing to be built to encourage young working families not to move out of Newbiggin so keeping income and spending g in our town"

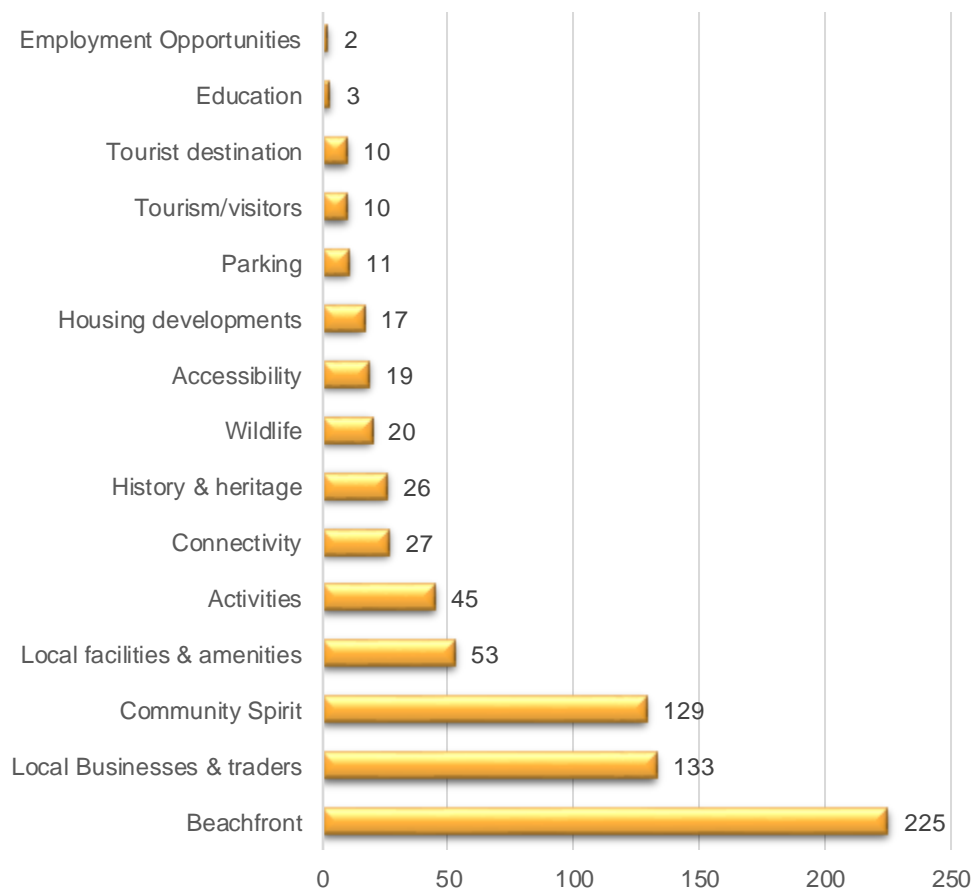
"Supporting the workforce is fine but there needs to be local opportunities for people to access. These opportunities need to be accessible to local people otherwise they won't believe they are for them"

"I think that locals should be just as important if not more so than trying to attract visitors, whilst I understand the importance of tourist income into our community, I equally think that the born and bred villagers should be equally catered for"

Currently what are the BEST things about Newbiggin as a place to live, work, study, visit, or run a business?

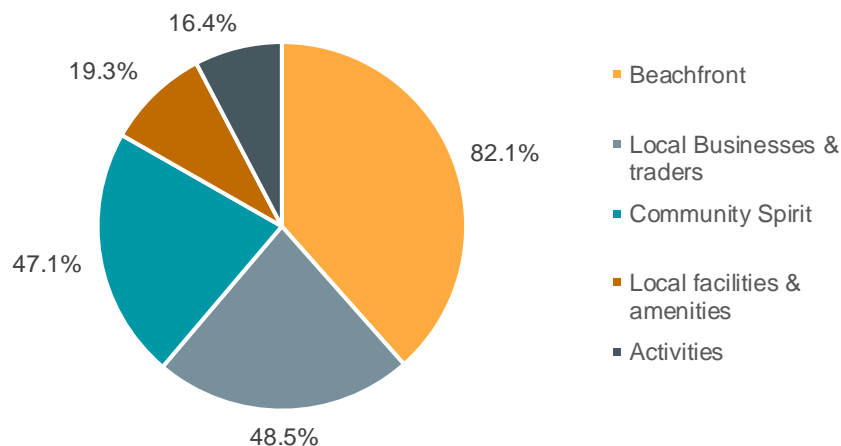
There were 273 (100%) responses to this part of the question.

Topic	Frequency	%
Beachfront	225	82.1%
Local businesses and traders	133	48.5%
Community spirit	129	47.1%
Local facilities and amenities	53	19.3%
Activities	45	16.4%
Connectivity	27	9.9%
History and Heritage	26	9.5%
Wildlife	20	7.3%
Accessibility	19	6.9%
Housing/Housing developments	17	6.2%
Parking	11	4.0%
Tourism/visitors	10	3.6%
Appeal as a tourism destination	10	3.6%
Education	3	1.1%
Employment Opportunities	2	0.7%



Currently what are the BEST things about Newbiggin as a place to live, work, study, visit, or run a business?

Top 5 - Best things about Newbiggin



Local businesses and traders – 133 respondents

“The small unique shops, pubs and food places are all high standard”

“The promenade and the local shops just off are a lovely place to visit at any time of the year. The Maritime museum is always a pleasant place to stop off after a walk or as a meeting place with friends”

“The range of small shops who offer customers individual service in hard times”

Beachfront – 225 respondents

“The promenade and all the places to visit, or take refreshments in, along its length - and also on the Main Street. I love the mix of wild and cultured and the ease of moving between them, for example by walking north or south onto the coast path.”

“Walk on the beach and prom, tide changes, close to stunning beaches, sea view from my bedroom window.”

“Picturesque promenade, beach and south facing bay”

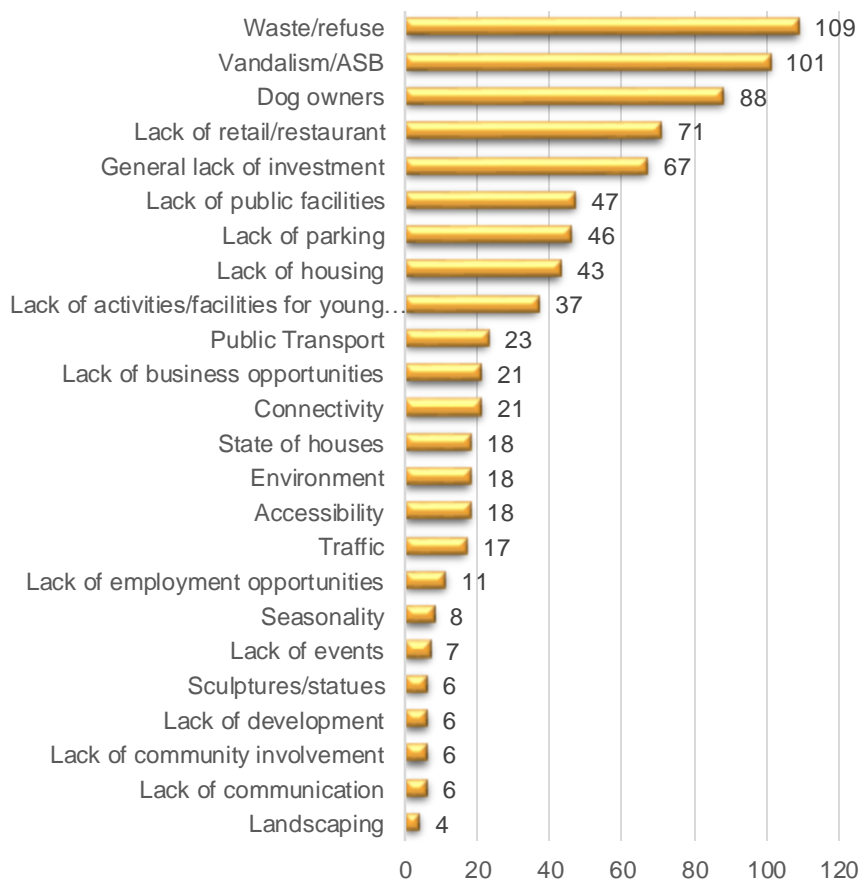
Community spirit – 129 respondents

“The people are the best thing about the village. I’ve lived here 12 years and know loads of lovely people always stop for a chat”

“The niceness of the people who already live and work here. The jollarity of the visitors to our town and the welcome they receive.”

Currently what are the WORST things about Newbiggin as a place to live, work, study, visit, or run a business?

There were 273 (100%) responses.



Topic	Frequency	%
Landscaping	4	1.5%
Lack of communication	6	2.2%
Lack of community involvement	6	2.2%
Lack of development	6	2.2%
Sculptures/statues	6	2.2%
Lack of events	7	2.6%
Seasonality	8	2.9%
Lack of employment opportunities	11	4.0%
Traffic	17	6.2%
Accessibility	18	6.6%
Environment	18	6.6%
State of houses	18	6.6%
Connectivity	21	7.7%
Lack of business opportunities	21	7.7%
Public Transport	23	8.4%
Lack of activities/facilities for young people	37	13.5%
Lack of housing	43	15.7%
Lack of parking	46	16.8%
Lack of public facilities	47	17.2%
General lack of investment	67	24.5%
Lack of retail/restaurant	71	25.9%
Dog owners	88	32.1%
Vandalism/ASB	101	36.9%
Waste/refuse	109	39.8%

Currently what are the WORST things about Newbiggin as a place to live, work, study, visit, or run a business?

Top 5 - Worst things about Newbiggin



Dog owners – 88 responses

“Beach needs cleaned. People not picking up after dogs”

“Loose dogs on the prom”

“Dog faeces all over and nothing or no-one to enforce fines, same as the dogs on the beach rule nothing there to enforce it”

Vandalism/ASB – 101 respondents

“Lack of long-term investment, lack of youth work provision, anti-social behaviour not addressed”

“The small number of adolescents that at times cause issues. Riding motorcycles around the park by East Lea and then across the grass area by the retirement bungalows. Usually no regard to anyone walking by. There could be more activities for teens, youth club type of things in an attempt to get teenagers off the streets.”

Waste/refuse – 109 responses

“Promenade offer untidy covered in sand and in summer visiting period bins often overflow.

Problem with rubbish on beach and dog poo on prom (could be helped by beach and prom employed warden). Parks not always kept clean and tidy for kids.”

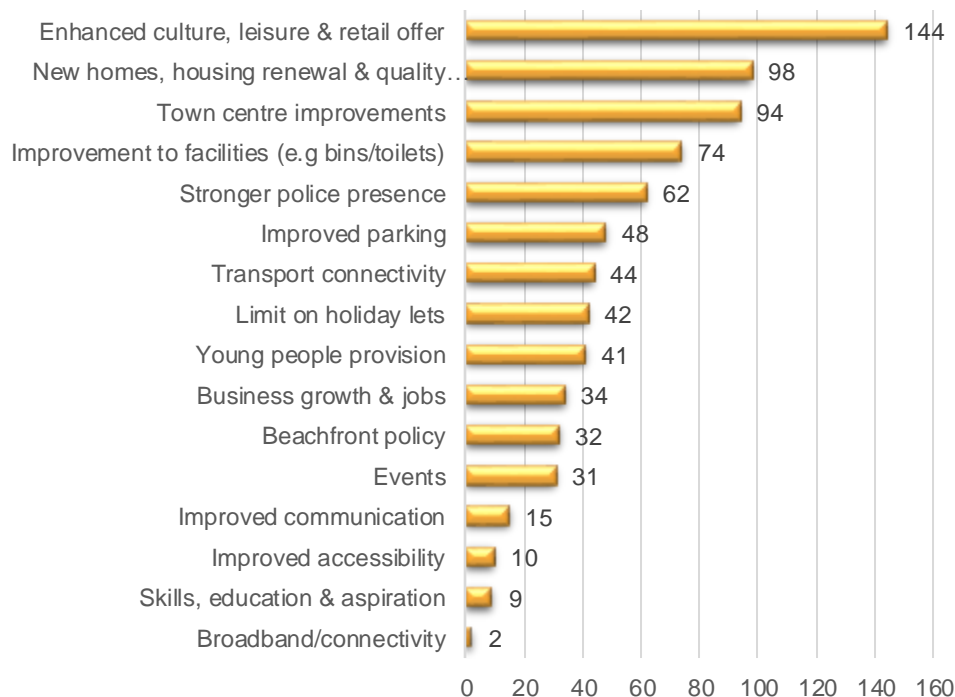
“Broken glass on pavements & paths. Too many people not clearing up after themselves in the summer”

What are the THREE most important changes that would make Newbiggin a better place to live, work, study, visit, or run a business?

There were 273 (100%) responses to this part of the question.

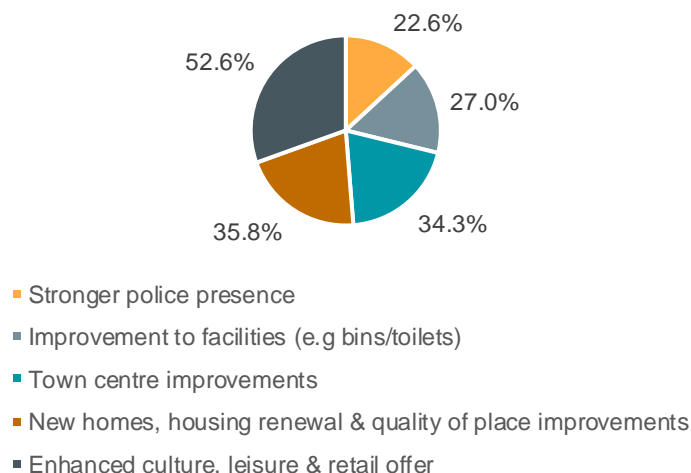
Topic	Frequency	%
Broadband/connectivity	2	0.7%
Skills, education & aspiration	9	3.3%
Improved accessibility	10	3.6%
Improved communication	15	5.5%
Events	31	11.3%
Beachfront policy	32	11.7%
Business growth & jobs	34	12.4%
Young people provision	41	15.0%
Limit on holiday lets	42	15.3%
Transport connectivity	44	16.1%
Improved parking	48	17.5%
Stronger police presence	62	22.6%
Improvement to facilities (e.g bins/toilets)	74	27.0%
Town centre improvements	94	34.3%
New homes, housing renewal & quality of place improvements	98	35.8%
Enhanced culture, leisure & retail offer	144	52.6%

The THREE most important changes that would make Newbiggin a better place to live, work, study, visit, or run a business



What are the THREE most important changes that would make Newbiggin a better place to live, work, study, visit, or run a business?

Top 5 - Changes in Newbiggin



Town centre improvements – 94 respondents

“Updating the ethos of the town to enable it to become a place to encourage visitors and locals to visit and shop but keep the charm of the old town”

“I think general maintenance on what we already have. Great for something to happen at the tennis courts but I think we need to fix and look after what we have first”

Enhanced culture, leisure & retail offer – 144 responses

“Updating shops, too many local shops still only deal in cash or have a limit on using a card”

“A family restaurant/pub to entice families from both caravan parks to come to Newbiggin”

“A Marina/Harbour in the South end of the bay to accommodate leisure vessels and create a spectacular backdrop from the seafront. This investment would transform the economy.”

New homes, renewal and quality of place improvements – 98 respondents

“To build affordable housing and putting a stop on buy to let and on holiday homes”

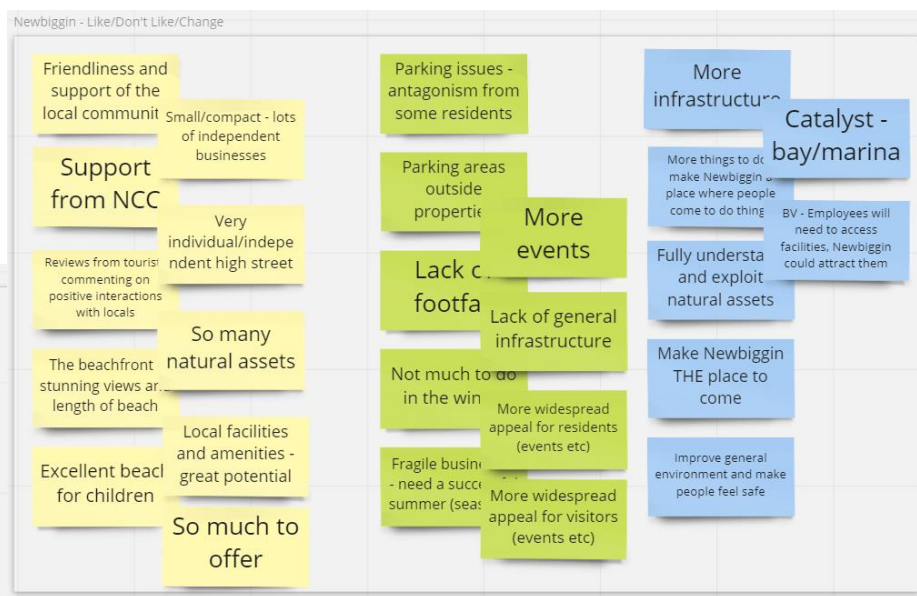
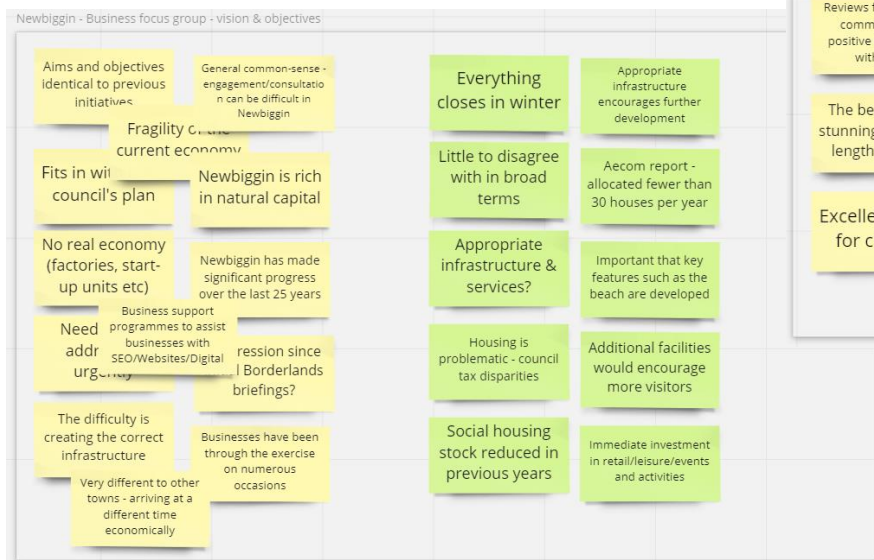
“Provide Executive, Bungalows and affordable housing so people don’t have to move out of Newbiggin to find their next home”

“More affordable local housing. There has been a sign opposite leisure centre for many years building to start soon”

Business Focus Group

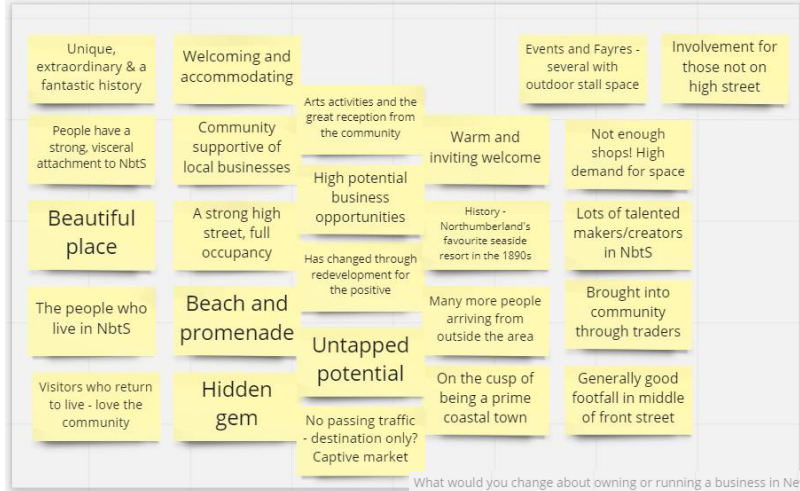
We held a Business Focus Groups on the 16th February and the 2nd March. They were attended by sixteen people. We asked them the same questions as the community were asked in the online and paper questionnaire. Feedback was recorded through an online Miro (whiteboard)

Focus group 1



Business Focus Group 2

What are the best things about owning or running a business in Newbiggin?



What would you change about owning or running a business in Newbiggin?



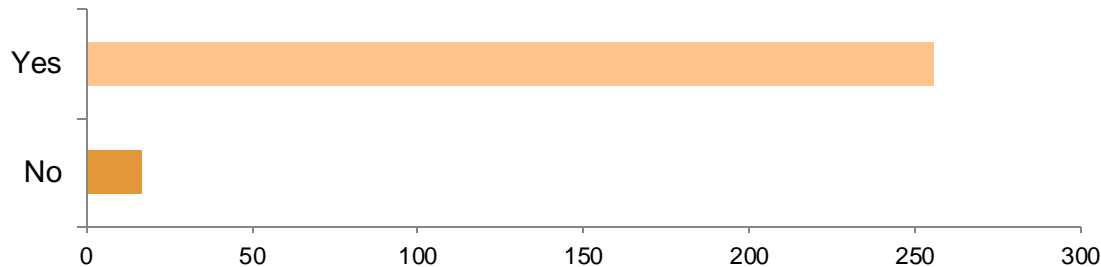
What are the worst things about owning or running a business in Newbiggin?



Overall Summary

- Only 11 people (4% of total respondents) were aged below 30. There are 420 people (around 8% of total population) aged between 18-24, with over a thousand residents 0-15 years old
- Nearly 44% of respondents were aged over 60 – only 25% of Newbiggin's population is aged 64+
- 82% felt that Newbiggin's greatest asset was the beachfront and promenade; 48.5% loved the local businesses and traders with 47% commending the friendliness of the town and community spirit
- 39.8% felt that Newbiggin's worst aspect was the amount of litter and dog waste. 36.9% were disappointed with the perceived level of anti-social behaviour/vandalism while 32% felt strongly that measures needed to be taken against dog owners
- In economic terms, the majority of respondents would like to see an **enhanced culture, leisure and retail offer** (52.6%), followed by **homes & quality of place improvements** (35.8%) and **town centre improvements** (34.3%)
- The majority of additional comments were focused on three things – limiting holiday lets and creating affordable housing, ensuring infrastructure is in place for an increased population and making sure that appropriate facilities are in place for younger people
- Businesses felt that parking could be improved but agreed with the general consensus that an **enhanced culture, leisure and retail offer** would be good for the town
- 94% of respondents agreed with the Vision
- 94% of respondents agreed with the Strategic Objectives
- However – the main concern was that any growth in housing or business would detract from the town's beautiful coastline and general feel.

Summary – Vision. Have we got it right?



Option	Total	Percent
Yes	256	93.77%
No	17	6.23%
Not Answered	0	0.00%

Nearly 94% of respondents agreed with the Board's 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."*

Comments

"There has to be a balance of housing for local people to buy or we will see locals born here moving away from the area"

"Not enough people know about our heritage, arts and culture"

"It needs to include something about engaging with the youth and finding out their dreams and aspirations for the town"

"Engaging young people is absolutely key to having the next generation invested in the town for the long term"

"Providing opportunities for young residents to fulfil their potential by creating community-based activities on a regular basis and accessible to all under 18s"

Summary – Vision. Have we got it right?

The majority of comments from those who disagreed with the vision were shared by a number of those who agreed with the vision. The majority were concerned about housing and infrastructure.

“Newbiggin has reached its peak in housing. Further housing developments, will cause overcrowding to a charming village”

“We need to focus on residents not tourists. One this is achieved people will automatically want to visit”

“Don’t agree with building more housing as Newbiggin needs to remain separate from Ashington & maintain the green space around it, the current derelict housing areas should be improved & stricter measures in place for tenants to maintain standards”

“The ambition seems to be to provide tourism related Jobs only. There should be an ambition to create high skilled jobs to attract businesses to the town”

“None of these aims have been met or are in any way being attempted to be met. Its a lip service at best. The traders do all they can, but they are independent and have had little support”

“Again, residents not even mentioned we just live here and don't matter”

“The housing needs will not be met while the holiday let business is booming. What is the vision for sports and recreation? Where is the collaboration with sports and recreation providers?”

It's all just fancy words with no action! There is space to BUILD housing now, yet the land just sits there.

Does not take into account locals and needs for them not to have to travel out of town

“Independent traders are not just on the high street. My business isn’t and it gets forgotten and left out, as many others do that are not on the high street”

Section 3 - Vision

This is the Borderlands Place Programme vision for Newbiggin, which aligns with the [Newbiggin Neighbourhood Plan](#):

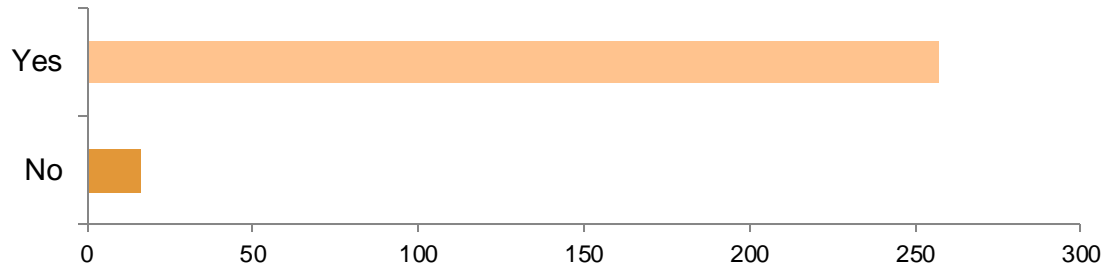
"By 2031 The Borderlands Place Programme Board will have worked with the community and other stakeholders in the town to capture the passion of Newbiggin residents for a prosperous future.

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."

Summary – Strategic Objectives. Have we got them right?



Option	Total	Percent
Yes	257	94.14%
No	16	5.86%
Not Answered	0	0.00%

Over 94% of respondents agreed with the Strategic Objectives.

Collaborate with the local community of Newbiggin to imagine and then build a long-term future for the town.

Maintain and increase the number of visitors spending money in Newbiggin throughout the year.

Understand the housing needs of Newbiggin and support housing providers and landlords to maintain and increase the number of people living in Newbiggin.

Retain and increase the working age population in Newbiggin.

Comments

“I agree with all of the objectives”

“I would like to see this happen

“New blood is settling in NbtS now.

The disastrous perception of Wansbeck and Newbiggin by the Sea is being left behind. The prospects are good. This document is testament to that.”

“Again, include the young people somewhere

“Great objectives, but the need for people to visit and stay longer than 30 minutes is a real objective”

“I think all of the objectives will be great for Newbiggin”

Summary – Strategic Objectives. Have we got them right?

Similar to the Vision, the majority of comments from those who disagreed were concerned about housing, infrastructure and provision for young people

"We need full time residents who want to invest in the village. Not a 2 week stay holiday maker who just uses the house to visit the rest of Northumberland. Limit Holiday lets If you want holidaymakers build a campsite, create employment and a positive impact to the economy of the village, Without pricing locals out of the housing market."

"Concerned about the housing objective. Why do we need to increase the town population and where will these new houses be built?"

"Population doesn't need to be increased nor should people work for longer than they already do"

"If NCC do not understand the housing needs of Newbiggin yet I despair. I met housing officers over 18 months ago and they seemed to have a very clear view of housing needs in Newbiggin, I was impressed. I suspect that what this actually means is that you will be focusing on building new high value house s in prime locations overlooking the bay if possible to maximise profits for Tory supporting developers"

"There needs to be more services before an intention to increase population. It would bring pressure on the roads, the beach and public areas and an increasing number of elderly incomers rather than young families who are the towns future"

"It's a small village, don't need any more housing! Our green space is needed!"

"Again objectives are about visitors what is being done for local people"

"I believe the housing situation will only worsen with many people out of the area buying property for holiday letting or second homes. There are few opportunities to develop Newbiggin residentially"

Section 4 - Strategic Objectives

We have four strategic objectives (you can comment on the objectives as a whole, and about each one individually):

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.
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.

Next Steps

Newbiggin Borderlands Place Programme

- Publish consultation report –
25th March 2022
- Place Plan Development
- Next Meeting 18th May 2022
@ 5pm – in person



We will use your feedback to inform the development of the Newbiggin Borderlands Place Programme Town Investment Plan.

Thank you for your continued participation.

Get in touch at growth@northumberland.gov.uk if you have anything you'd like to add.