



Northumberland County Council

Newbiggin by the Sea Borderlands Place Programme Board Minutes

20th September 2022

18:00 – Newbiggin Sport and Community Centre, Newbiggin by the Sea

Attendees

Name	Representing
Anne Lawson (chair)	Northumberland County Council
Cllr Jim Laing	Northumberland County Council
Cllr Ami Wootton	Newbiggin Town Council
Eddy Peat	Newbiggin Community Trust
Lynn Burns	Newbiggin Community Ventures
Brian Chilton	Newbiggin Heritage Partnership
Michael Farr	Bernicia

Officers

Name	Representing
Chris Walker	Northumberland County Council

Apologies

Name	Representing
Cllr Jill Woodman	Newbiggin Town Council
Cllr Liz Simpson	Northumberland County Council
Reemer Bailey	Newbiggin Regeneration Group

Minutes (Action points in red)

Item	Details	Actions
1	<p>Declarations of Interest</p> <p>The summary of DOIs was presented by AL. No additional changes were required to the summary which is hosted on the town's webpage at: (https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Borderlands-Place-Programme/Borderlands-Place-Programme.aspx)</p> <p>Declarations of Interest will be reviewed at every board meeting and the online version updated as changes occur.</p>	AL/CW

2	<p>Place Plan development</p> <p>CW presented an update demonstrating work undertaken on the Place Plan to date. The presentation focused upon:</p> <ul style="list-style-type: none"> • Place Plan context (town history & local context/industry analysis) • Challenges • Identified investment themes <p><i>The presentation would also be published on the town's webpage.</i></p> <p>It was explained that CW would continue to develop the Place Plan using the information gathered in the meeting and additional context from various sources. The board were asked to contribute any additional information that would be relevant to the place plan.</p> <p>AL explained that the process determining a call for projects had changed. The Place Plans will now be submitted to the programme board first before a call for projects is announced. The Town Investment Plan would follow, with further details of potential projects.</p>	CW
3	<p>Defining the range of interventions within investment themes</p> <p>The board was asked to identify investment priorities using the analysis, context and feedback gathered so far. Appendix I demonstrates the work completed by the board, separated into two groups. It also includes a list of the investment priorities (below) that have been suggested for board consideration following development by officers. The investment priorities were based on the previous meeting, where both groups completed a list of investment themes, specifically young people, leisure and physical environment.</p> <div style="border: 1px solid black; padding: 5px;"> <p>Investment Theme 1 – Young People ‘Improving prospects for the Young People of Newbiggin’</p> <p>Investment Priorities:</p> <ol style="list-style-type: none"> 1. Boost employability skills and remove barriers to work <p>Suggested Investment Priority:</p> <p>Work in partnership with local employers, taking a coordinated and collaborative approach towards employment for young people</p> <p>Young people develop work-ready skills (e.g., CV development, interviewing and presentation skills, networking, building effective workplace habits, and managing job transitions and challenges), receive career guidance, and are able to access job matching services in order to connect to available opportunities. Education providers, youth services, employment support services, and employer recruitment systems coordinate effectively to achieve this goal.</p> <ol style="list-style-type: none"> 2. Create confidence and ambition to work </div>	

	<p>Suggested Investment Priority:</p> <p>Promote equitable access to quality education, training, employment, entrepreneurship, and community participation</p> <p>Across all of these priorities, access is equitable for young people in marginalised groups</p> <p>Equip young people as problem-solvers & engaged members of society, helping to create a better community</p> <p>The town actively seeks to include young people, respond to young people’s concerns and ideas, and encourages young people to participate in community change.</p> <p>Foster entrepreneurship as a mindset and a livelihood</p> <p>Young people have the opportunity to pursue entrepreneurship and the support to be successful. Systemic interventions reduce the risk for promising entrepreneurs to start, expand, or scale-up their businesses</p> <p><i>3. Broker employment links between young people and local employers</i></p> <p>Suggested Investment Priority:</p> <p>Provide young people outside formal schooling with opportunities for training, skill development, and additional education</p> <p>Seek out new opportunities business operations to train young people in the community through hands-on mentorships and apprenticeships. An excellent opportunity to prepare tomorrow’s workforce while also identifying and nurturing potential young talent for existing businesses in Newbiggin</p> <p><i>4. Improve leisure offer for young people in the town</i></p> <p>Suggested Investment Priority:</p> <p>Improve facilities for young people so they feel more connected to Newbiggin and are more likely to stay in the town</p>	
	<p>Investment Theme 2 – Leisure</p> <p>Suggested Investment Priorities:</p> <ol style="list-style-type: none"> 1. Conserving, protecting, promoting and developing natural and cultural heritage 2. Dedicated support to stabilise public sport and leisure to support physical activity levels alongside long-term investment to develop 	

	<p>modern, inclusive and sustainable community facilities and places and spaces for people to be active.</p> <ol style="list-style-type: none"> 3. Improved understanding of the availability and accessibility of built facilities and the natural environment at local level to identify risks and opportunities and target investment effectively 4. Increase footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business) 5. Bring visitors to the town with events and attractions that are distinctive to Newbiggin’s culture and heritage 6. Promote a change in culture and attitudes towards the natural environment, emphasising the economic benefits accruing from nature 7. The contribution that green infrastructure assets make to Newbiggin’s economy be recognised and enhanced 	
	<p>Investment Theme 3 - Physical Environment of the Town</p> <p>Suggested Investment Priorities:</p> <ol style="list-style-type: none"> 1. Continued enhancement and development of Newbiggin promenade and further investment in countryside, parks, beaches, play spaces and public realm space 2. Conserving, protecting, promoting and developing natural and cultural heritage 3. Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes Increase footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business) <p>Supporting the development of business incubators and investment support for self-employment, micro- enterprises and business creation</p> <p>Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators</p>	
4	Next Steps	CW

	<p>Officers will continue to populate the Draft Place Plan for the town, focusing upon:</p> <ul style="list-style-type: none"> • Strategy • Investment themes and priorities <p>Work will continue on gathering context data for the town and completing the draft Place Plan</p> <p>Next meeting – Wednesday 30th November at 6pm (unconfirmed)</p> <ul style="list-style-type: none"> • An update on Place Plan progress • Discussion of suggested Investment Priorities 	
5	<p>Any Other Business</p> <p>No other business was declared</p>	
6	<p>Next meeting</p> <p>The next meeting was proposed for the 30th November 2022 (CW to confirm venue and time)</p>	CW

Appendix I - Identifying investment priorities

Investment theme 1 – Provision for young people

Group 1 – Michael, Lynn & Jim

Investment Priority 1 – Employment links to neighbouring towns (Ashington)

- High school
- College including outreach

Investment Priority 2 – Audit of local business (including Bernicia)

- Location
- Type
- Size
- Required skills
- Apprentices

Investment Priority 3 – Leisure, activities and clubs

Group 2 – Eddy, Brian & Ami

Investment Priority 1 – Boost employability skills & remove barriers

Investment Priority 2 – Create confidence & ambition to work

Investment Priority 3 – Create opportunities to improve the environment of Newbiggin by the Sea

Suggested Investment Priorities

1. Work in partnership with local employers, taking a coordinated and collaborative approach towards employment for young people
2. Promote equitable access to quality education, training, employment, entrepreneurship, and community participation
3. Equip young people as problem-solvers & engaged members of society, helping to create a better community
4. The town actively seeks to include young people, respond to young people's concerns and ideas, and encourages young people to participate in community change.
5. Foster entrepreneurship as a mindset and a livelihood
6. Young people have the opportunity to pursue entrepreneurship and the support to be successful. Systemic interventions reduce the risk for promising entrepreneurs to start, expand, or scale-up their businesses
7. Provide young people outside formal schooling with opportunities for training, skill development, and additional education
8. Seek out new opportunities business operations to train young people in the community through hands-on mentorships and apprenticeships. An excellent opportunity to prepare tomorrow's workforce while also identifying and nurturing potential young talent for existing businesses in Newbiggin
9. Improve facilities for young people so they feel more connected to Newbiggin and are more likely to stay in the town

Investment theme 2 – Leisure

Group 1 – Michael, Lynn & Jim

Investment Priority 1 – Affordability

- Existing facilities
- Sports Centre
- Water sports

Investment Priority 2 – Build on the recent investment

Investment Priority 3 – Attracting footfall

- Food festivals
- Weekend family activities
- Regatta

Group 2 – Eddy, Brian & Ami

Investment Priority 1 – Sea/Watersports

- Access & a name
- Facilities

Investment Priority 2 – Arts and crafts

Investment Priority 3 – Wildlife

- Birds
- Dolphins

Investment Priority 4 – Allotment accessibility

Suggested Investment Priorities

1. Conserving, protecting, promoting and developing natural and cultural heritage
2. Dedicated support to stabilise public sport and leisure to support physical activity levels alongside long-term investment to develop modern, inclusive and sustainable community facilities and places and spaces for people to be active.
3. Improved understanding of the availability and accessibility of built facilities and the natural environment at local level to identify risks and opportunities and target investment effectively
4. Increase footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business)
5. Bring visitors to the town with events and attractions that are distinctive to Newbiggin's culture and heritage
6. Promote a change in culture and attitudes towards the natural environment, emphasising the economic benefits accruing from nature
7. The contribution that green infrastructure assets make to Newbiggin's economy be recognised and enhanced

Investment priority 3 – Physical Environment

Group 1 – Michael, Lynn & Jim

Investment Priority 1 – Communication with NCC

- Planting
- Cleaning

Investment Priority 2 – Focus on the promenade

- Shelters
- Shower
- Deck chairs

Investment Priority 3 – New business & retail space

Group 2 – Eddy, Brian & Ami

Investment Priority 1 – Focus on the promenade

Investment Priority 2 – Woodhorn Church

Investment Priority 3 – New business & retail space

Investment Priority 4 – Coastal path/extension of bike route

Suggested Investment Priorities

1. Continued enhancement and development of Newbiggin promenade and further investment in countryside, parks, beaches, play spaces and public realm space
2. Conserving, protecting, promoting and developing natural and cultural heritage
3. Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes
4. Increase footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business)
5. Supporting the development of business incubators and investment support for self-employment, micro- enterprises and business creation
6. Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators

