



Northumberland  
County Council

# Newbiggin by the Sea – Borderlands Place Plan

13<sup>th</sup> July 2022

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# Newbiggin Borderlands Place Plan review

Today we will review:

- What the data tells us
- What the consultation told us
- What we know as a board
- Place Plan context
- Potential investment themes
- Next steps



# Place Plan - Context

Key sections within the place plan include:

- Introduction, strategic objectives and place programme approach
- Context analysis
- **Our strategy (work on this today)**
- Our approach to engagement and Governance
- **Identifying Projects and Investments (work on this today)**
- Acknowledgments
- Appendices

# Introduction, strategic objectives and place programme approach

As a reminder, The Borderlands Place Programme represents a fresh opportunity to invest in Newbiggin to ensure its long-term sustainability and growth, underpinned by a 'whole town' approach

Newbiggin was identified as experiencing a high level of need, while also offering opportunities for growth, and as a result has been prioritised for investment through an objective, evidence-based process, applying transparent socio-economic data

Place Plans that include Borderlands eligible projects will then go on to develop a 'Borderlands Town Investment Plan' (BTIP). The BTIP will be narrower in scope, focusing on a relatively small number of investments and projects that are eligible for Borderlands Inclusive Growth (BIG) Deal funding. This will be limited to economic regeneration-type capital projects that support inclusive economic growth objectives and contribute to addressing the three BIG challenges of the Borderlands Inclusive Growth Deal:

- growing the working age population;
- boosting productivity; and
- delivering inclusive economic growth.

# 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.
- 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.

# Context analysis – Section 2

- The preparation and development of the Plan has come about as a result of community participation and engagement and is intended to capture the energy and enthusiasm of the local community about their place.
- It articulates an ambitious vision for driving recovery improvements and prosperity and bring confidence that targeted investment interventions will result in meaningful change for the better.
- This Plan describes a Vision of Newbiggin for the future, the creation of which is the result of collaboration of local and strategic organisations and structured input from the local community.
- This has been through engagement sessions both on-line, in groups and on a one-to-one basis seeking views, ideas and feedback to a series of questions.
- It also builds on the engagement undertaken as part of the other local strategic documents identified within the Place Plan.

*“It is a friendly place with beautiful beaches and the moor is exceptional for blowing away the cobwebs. There's an abundance of local history and some fascinating tales of bravery from the past”*



## Role of town – Section 2

- Newbiggin-by-the-Sea is situated on the Northumberland coast 15 miles northeast of Newcastle. The first recorded charter dates from 1204
- Newbiggin was a major port for the shipping of grain at one time and thought to have been the third most important on the east coast after London and Hull. Newbiggin thrived as a fishing village in the nineteenth century and even today fishing cobbles can be seen in the bay
- Until 1910, Newbiggin was primarily a fishing village. A Colliery was sunk in 1908, which opened after many difficulties being experienced by its engineers in 1910. At its peak, in the 1940s, the colliery employed 1400 men and produced 470,000 tons of coal. The colliery closed in 1967
- By the late 1800s, Newbiggin was a popular beach resort. Facilities included a number of hotels and boarding houses. Many prominent families from Northumberland and Newcastle had summer residences here
- In recent years the town has begun a renaissance, led by the local community working together, to develop itself as a tourist centre focusing on its heritage past and its creative future. The beach has been 're-sanded', a high-profile offshore artwork developed as well as the building of the Newbiggin Maritime Centre to welcome people to the town
- Recent improvements around the bay and the town centre have caused visitor numbers to increase in the past few years. The continuing improvement of visitor attractions and events are likely to sustain visitor numbers to help commercial viability of businesses alongside the sustainability and vitality of the town
- The aim has been to maximise the town's location on the main route to Northumberland's coast and castles, 20 miles to the north of the Tyne & Wear conurbation

## Challenges facing the town – Section 2

In this section we identify the key issues that need to be addressed to improve the situation and effect positive change in the town. These include:

- Figures from the Northumberland Youth Service demonstrate that 67% of children living in the town are from an income deprived family as well as significant issues in relation to mental health well-being and drug misuse
- The town has limited public transport links which is also an obstacle to people accessing employment opportunities, particularly young people who may not have access to a vehicle
- The town has greatly suffered from the decline in the traditional industries of tourism, mining and fishing. The impact has been severe placing the village amongst the 5% most deprived areas in England
- The Parish has a high percentage of one person households - almost one-third of residents live alone
- Fewer people are economically active (61.3%) in the Parish compared to an average of 76.5% in Northumberland as a whole
- The town lacks smaller business premises which could encourage the formation and development of small businesses

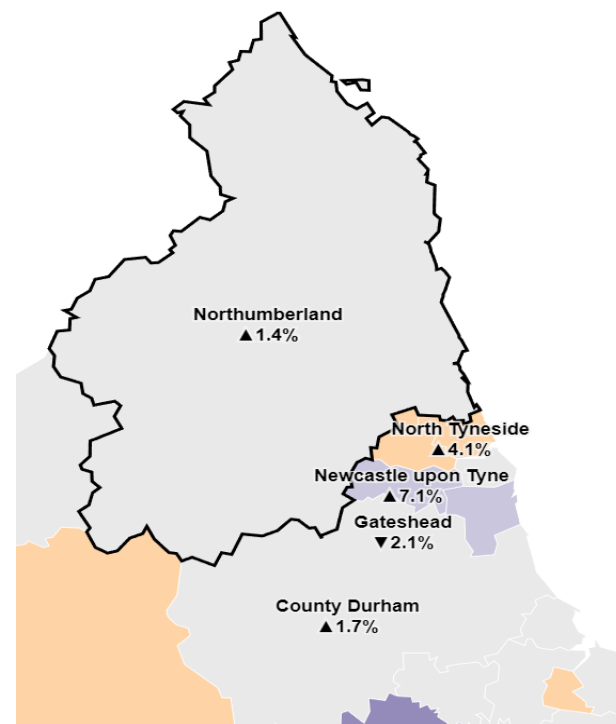


# Population and economy (what the data tells us) – Section 2

In Northumberland, the population size has increased by 1.4%, from around 316,000 in 2011 to 320,600 in 2021. This is lower than the overall increase for England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

In Newbiggin, the population has fallen slightly (-0.46%) from 2011 to 2020.

Name	Status	Population Census 2001-04-29	Population Census 2011-03-27	Population Estimate 2020-06-30
<a href="#">Newbiggin by the Sea</a>	Parish	5,957	6,308	6,045
<b>Newbiggin by the Sea</b>				
<ul style="list-style-type: none"> <li>○ <b>6,045</b> Population [2020] – <i>Estimate</i></li> <li>◦ <b>8.649 km<sup>2</sup></b> Area</li> <li>● <b>698.9/km<sup>2</sup></b> Population Density [2020]</li> <li>📈 <b>-0.46%</b> Annual Population Change [2011 → 2020]</li> </ul>				

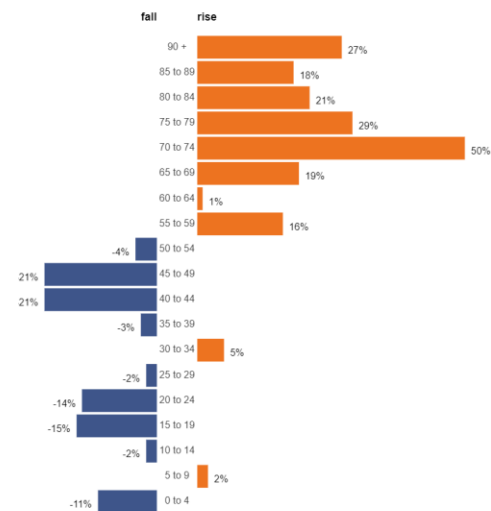


As of 2021, Northumberland is the least densely populated of the North East's 12 local authority areas, with an area equivalent to around two football pitches per resident. There are 1.5 football pitches for each Newbiggin resident!

# Population and economy (what the data tells us) – Section 2

In Northumberland, there has been an increase of 28.9% in people aged 65 years and over, a decrease of 5.9% in people aged 15 to 64 years, and a decrease of 3.4% in children aged under 15 years.

As we can see from the charts below, Newbiggin’s population (by age) is largely in line with the rest of the county, but has a significantly higher population of 65+ than the national average.



age group	head-count	% share of population	% for Eng & Wales
0-15	52.1k	16.1%	19.1%
16-64	190k	58.8%	62.2%
65+	81.4k	25.1%	18.6%

Population 2020	Aged 0-15	Aged 16-64	Aged 65+	% aged 0-15	% Age 16-64	% aged 65+
6,045	1,023	3,519	1,503	17%	58%	25%

# Population and economy (what the data tells us) – Section 2

More than half of the households in Northumberland are affected by at least one of the four conditions of deprivation measured in the last Census.

The four conditions are:

- unemployment or long-term sickness;
- no person in the household having at least a level two qualification (eg, a GCSE at grade A to C);
- one person in the household having a bad/very bad health problem;
- or the household being overcrowded.

As we can see from the table below, 68% of Newbiggin's households meet at least one condition of deprivation but only 18 (0.6%) meet all four.

% Households deprived in 4 dimensions	Households deprived in 4 dimensions	All categories: Classification of household deprivation	Households not deprived in any dimension	% Households not deprived in any dimension
0.6%	18	2,853	904	32%

## Population and economy (what the data tells us) – Section 2

Now we'll look more closely at employment rates in Newbiggin and how they compare with Northumberland.

As of December 2021, there were 133,900 individuals of working age in Northumberland and 8,100 were classed as unemployed, an unemployment rate of 6.1%.

We can see from the latest figures (below) that the unemployment rate is slightly higher in Newbiggin at 7.2% and that an even higher proportion of JSA/UC claimants (11.1%) are between 18-24. Only 61% of those aged between 16-74 are economically active, but this will include students and people claiming a pension.

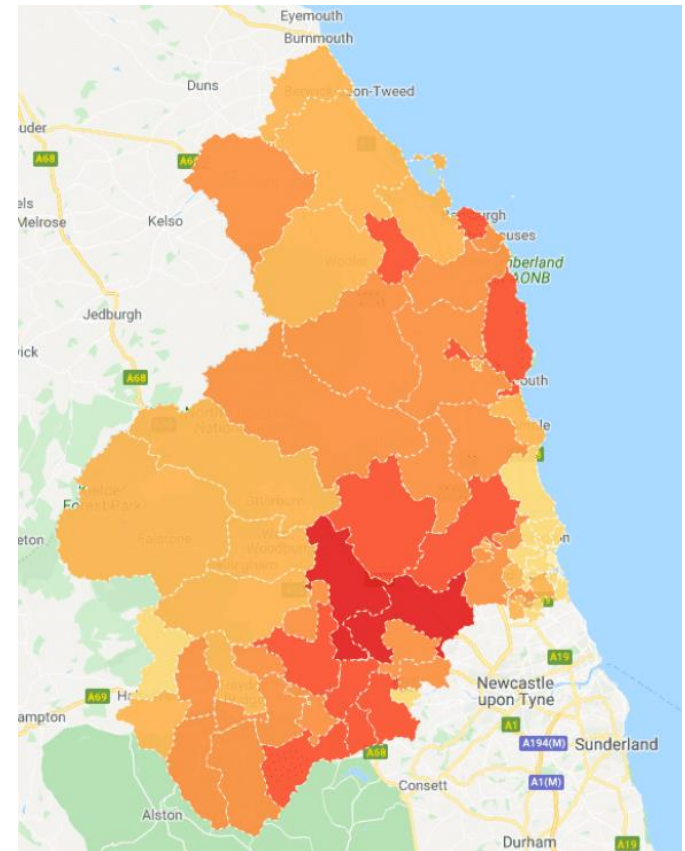
JSA (and UC work related) claimants as proportion of 16-64 (Sep 21)	Age 18-24 (2020)	JSA (and UC work related) claimants as number of 18-24 (Sep 21)	JSA (and UC work related) claimants as proportion of 18-24 (Sep 21)	Economically active residents of all residents aged 16-74	Economically active residents as a proportion of all residents aged 16-74
7.2	405	45	11.1%	2,793	61%

Newbiggin's residents travel an average 18.3km to work, demonstrating that most employment opportunities lie outside the town.

# Population and economy (what the data tells us) – Section 2

The recent census information has also demonstrated that:

- 35% (1,813) of Newbiggin's 16+ residents have no qualifications. Only 11.1% of England's 16-64 population have no qualifications
- 14% (741) are qualified to level 4 or higher compared to 43.5% nationally
- The median household income is £24,365 in 2021 compared to £20,812 in 2011, a 17% growth. Nationally, the median household income is £31,400
- There were 2,853 households in Newbiggin. Of these, 57% were home-owned, 27% social rented and 16% privately rented
- The average house price in 2021 was £107,573. Nationally it is £278,000 and £211,000 in Northumberland.



*Average house prices (Northumberland) 2021*

## Consultation (what the data tells us) – Section 2

Our consultation opened in February 2022 and we received 273 responses. We asked five questions; what are the best things about Newbiggin, the worst things and the three things you'd like to change. We also asked for feedback on our vision and strategic objectives.

- 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

## Consultation (vision) – Section 2

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, both young and old, 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”*

# Consultation (strategic objectives) – Section 2

Over 94% of respondents agreed with the 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.
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.



## Consultation (Neighbourhood Plan) – Section 2

Of 104 respondents, **95% supported/strongly** regeneration of the town. A further 5% did not support/strongly.

Of 103 respondents, **97% supported/strongly** improved employment opportunities. A further 3% did not support/strongly.

Of 104 respondents, **90% supported** provision of start-up units. A further 10% did not support/strongly.

Of 103 respondents, **97% supported/strongly** attracting further tourist and visitors. A further 3% did not support/strongly.

Of 104 respondents, **90% supported/strongly** providing further tourist attractions. A further 10% did not support/strongly

Of 104 respondents, **93% supported** events to help commercial sustainability. A further 7% did not support/strongly

(<http://www.newbiggintowncouncil.gov.uk/wp-content/uploads/2019/09/Consultation-report-190729.pdf>)

# Board feedback – SWOT analysis

<b>Strengths of the town</b> <ul style="list-style-type: none"><li>• The beach</li><li>• Community togetherness</li><li>• Accessibility/connectivity</li><li>• Transport</li><li>• Cycling routes</li><li>• The promenade</li><li>• Age and knowledge of residents</li><li>• Independent shops and businesses</li><li>• Visitors/holidaymakers</li><li>• Education (primary school)</li></ul>	<b>Opportunities for the town</b> <ul style="list-style-type: none"><li>• Capture <u>spend</u> of cyclists/visitors</li><li>• Development of the promenade</li><li>• Holiday homes/tourism</li><li>• Provision for youth/young people</li><li>• Housing development</li><li>• Options for development (either side of railway)</li><li>• New large employers/job opportunities</li><li>• Beachfront policies, <u>events</u> and activities</li><li>• Development on land owned by Advance &amp; Bernicia</li></ul>
<b>Weaknesses of the town</b> <ul style="list-style-type: none"><li>• Accessibility to facilities</li><li>• Pathways – size and gradient</li><li>• Negativity from the community in general</li><li>• Negativity on social media</li><li>• Age profile of residents</li><li>• Lack of a night-time economy</li><li>• Lack of educational options</li><li>• Lack of youth facilities</li><li>• Lack of EV charging points</li><li>• Diversity of shops/retail offer</li></ul>	<b>Threats for the town</b> <ul style="list-style-type: none"><li>• Low level of income amongst residents</li><li>• Poverty and rising cost of living</li><li>• Holiday homes</li><li>• Increased house prices/housing market</li><li>• Strain on existing infrastructure</li><li>• Overdevelopment</li><li>• Sustainability of large employers (closure threats)</li></ul>

# Board feedback – Investments

## Current

- Lifeboat ramp levelling and accessibility for all (lighting)
- Mary Portas high street fund  
Rocket House – NHP
- Changing Places – NHP
- NMC (Newbiggin Maritime Centre)
- Beach reprofile
- Beach wheelchair (NMC)
- Marketing NBS events
- Business support
- Promenade assent
- Park runs
- Unique shops & local businesses
- Go Build Heritage
- Sculpture (couple)
- Football club which has enabled investment from NCC

## Ongoing

- The 'Hub' – library, community centre & sports centre
- Football fields
- Community garden (sports centre)
- Heritage trail (NHP)
- Golf studio – NEC
- Sports centre upgrades

## Pipeline

- Milburn Park (tennis court)
- Sandy Bay lodges
- Sandy Bay caravan park extension
- Planned car park improvements

# Identifying investment themes – data, consultation, vision & strategic objectives

A number of themes have emerged as a result of the consultation for both the Borderlands Place Programme and the Neighbourhood Plan. These themes would largely support the feedback received from stakeholders at each stage. They include:

- Town regeneration and improving the retail offer
- Encouraging increased visitor numbers and capturing visitor spend
- Retaining the working age population and creating employment opportunities
- Creating space for start-ups and existing businesses
- Creating facilities and developing opportunities for young people
- Improving the physical environment

## Can we identify 3 key themes?

**These will be the strategic priorities to guide future activity for developing and promoting the town and should reference our vision and strategic objectives.**

# Example investment themes -

1

## A Community to Cherish

This theme focusses on creating a heart for Dalton, through investing in a mix of renewed public space, and public realm which reflects the historic character of the town. It recognises Dalton as an enterprising town that can act as a draw for residents and visitors alike, as well as bringing back into use redundant and derelict sites. Interventions through this theme can build on the local heritage and assets of the town that will increase footfall and promote long term green and inclusive growth.

### Theme 1, Concept 1:-

#### Highstreet Enhancements to repurpose town centre buildings

A package of activity that could support the repurposing of some town centre buildings to bring forward a more diverse offer and a better mix of facilities. The concept has the potential to reinvigorate the streetscape of the town centre through a shop front heritage improvement scheme and capital grant scheme that would bring forward private sector investment and support a wide range of end uses. Coupled with associated public realm and signage there is an opportunity to revitalise the Highstreet and fully embrace the community to cherish theme.

# Example investment themes -

## Concept 5a) Improved Physical Environment

Introduction	<p>If Egremont is to become a destination of choice, it is vital that the local environment is safe, secure, clean and welcoming. In order to reduce the prevalence of anti-social behaviour, local residents need to be able to access leisure facilities that underpin positive and active social interactions.</p>
Project Idea	<p>Interventions could focus on making physical improvements to those locations in the town where people have caused vandalism. Some of these locations would be improved through the other Themes of our Plan such as creating a quality public realm and enhancing the Castle and its associated infrastructure. The pedestrian underpasses beneath the A595 main road could be made more inviting with improved lighting in order to deter anti-social behaviour.</p> <p>Creating an integrated network of clean and well-lit footpaths connecting together the assets in our town would provide our town's residents with sustainable and safe access safe to those facilities.</p> <p>Enhanced floodlit all weather sports facilities would increase participation in organised physical activities and help to keep kids off the street corners, particularly in the winter months.</p>
Outcomes and Benefits	<p>Improved physical conditions such as clean, inviting and well-lit footpaths and pedestrian underpasses would enable residents, workers and visitors to feel safe and secure which is a pre-requisite to enabling the footfall in and around the town to be increased.</p>

# Strategic objectives - reminder

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.

# Strategy – what will success look like?

The Place Plan aims to provide lasting benefits for all residents and supporting inclusive and sustainable growth for Newbiggin's community.

The monitoring of the Place Plan will measure the impact of the activities and interventions brought forward against the baseline indicators for inclusive growth such as deprivation, workless households, access to services, qualifications and population/depopulation.

**These will be the strategic priorities to guide future activity for developing and promoting the town and should reference our vision and strategic objectives.**



# Strategy – what will success look like?

## How can we quantify success?

- New Businesses Created
- Businesses Safeguarded
- New and Improved Floorspace
- Derelict and Vacant Land Remediated
- Private Sector Leverage
- Increased GVA
- Additional Visitors Attracted
- Increased Footfall
- New Jobs Created and Supported
- People into Training and Employment
- Increased Health Outcomes
- Create New Social Enterprises to support green jobs and green economy

# Next Steps

## Newbiggin Borderlands Place Programme

- Develop call for projects
- Place Plan Development
- Next Meeting 21<sup>st</sup> September 2022 @ 6pm – in person

