



Northumberland
County Council

Newbiggin by the Sea Borderlands Place Plan

20th September 2022

www.northumberland.gov.uk

Newbiggin by the Sea Borderlands - Agenda

Today we will review:

- Declarations of Interest
- Place Plan Development
- Defining the range of interventions within investment themes
 1. *Provision for young people*
 2. *Leisure*
 3. *Physical environment*
- Next steps
- Next meeting – TBC

Declaration of Interests

Members to confirm that either:

The table (updated on the 17th August) correctly reflects their current Declaration of Interests or:

They have notified the Lead Officer of amendments required to the table

The table can be viewed at the link to the Borderlands Programme for Newbiggin [here](#).

Place Plan Development

The drafting of the Place Plan for the Newbiggin Borderlands Place Programme is ongoing.

The Town Board's opinions/input to the Newbiggin specific sections of the Place Plan are necessary and welcomed

We will now review and recap on the following sections:

- Role of the town
- Location
- Key features and Assets
- Challenges and issues facing the town
- Assets, Strengths and Opportunities
- Alignment with other programmes and investments

Role of the town

- The first recorded charter dates from 1204 granting a fayre, starting on the eve of the Feast of St. Bartholomew for eight days and a market to be held weekly
- 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
- In 1868, the first telegraph cable between Britain and Scandinavia came ashore at the Cable House. This was near the Lifeboat Station, which was built to accommodate a Lifeboat donated by the Duke of Northumberland in 1852
- 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. A promenade along most of the bay, with a bandstand and several shelters along its length was built between 1929 and 1932

Role of the town

- 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. During its 59-year history 41 men lost their lives
- The town has changed significantly in recent years, above all with the great improvements made to the beach (which involved importing very large quantities of sand) and beachfront areas - and the addition of a large bronze statue of a 'couple' in the middle of the bay looking out to sea, just one of several works of art that form part of the town's 'Art Trail'
- The transition to holiday resort has been long, with the beach attracting visitors for more than 100 years. The illustrious history and changing fortunes of the town are explained in the Newbiggin Maritime Centre at Church Point

Key features and assets

- The town was an important trade route for shipping grain from its port, as well as the coal produced from its mine. Ensuring that traditions are inherited through the generations, the original coal mine was converted into the Woodhorn Museum and heritage centre, which celebrates local art and historic relics.
- The architecture found in and around the seafront town is reminiscent of the past, paying homage to its original cottages, seeing them renovated into semi-modern B&Bs along the bay.
- Home to Sean Henry's infamous Couple Sculpture depicting a man and woman standing on a steel structure, staring out over the horizon, the bay is also well known for its idyllic beach as a tourist attraction.
- To date, there are 89 active companies based in Newbiggin
- A £10 million renovation to rebuild and improve Newbiggin's rapidly eroding beach involved importing 500,000 tonnes of sand from Skegness, delivered by the trailing suction hopper dredger (TSHD) and deposited on the beach
- Newbiggin-by-the-Sea boasts the longest promenade in Northumberland. Each spring and autumn, the promenade becomes a prime location for naturalists watching the North Sea seabird migratory passage

Location

- Newbiggin-by-the-Sea is a fishing town on the coast in southern Northumberland, to the east of **Morpeth** and within the **Northumberland Coast Area of Outstanding Natural Beauty**
- Away from the beach, the main focus of Newbiggin-by-the-Sea is the 'piazza' area and the High Street immediately behind it
- Just a little way to the west of the town at Woodhorn there are several attractions including the Queen Elizabeth II Country Park, a narrow-gauge railway, and the Woodhorn Museum which features an unusual collection of objects relating to the mining history of the region

Newbiggin by the Sea is built around the finest bay on the North East Coast in Northumberland in England. It is approximately 20 miles north of Newcastle-Upon-Tyne. It is easy to get to via car, via the A189 and the A1-A197 with good bus links from most places in the region

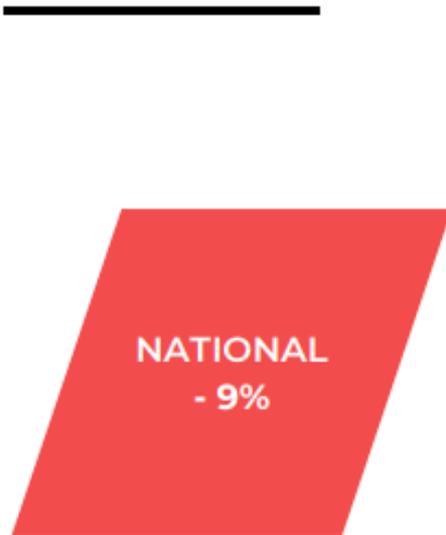
(<http://www.newbiggintowncouncil.gov.uk/about-newbiggin-town-council/location/>)

Challenges facing the town

- 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. Newbiggin's residents travel an average 18.3km to work
- 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
- 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
- 68% of Newbiggin's households meet at least one condition of deprivation but only 18 (0.6%) meet all four
- The unemployment rate is slightly higher than the NA in Newbiggin at 7.2% and that an even higher proportion of JSA/UC claimants (11.1%) are between 18-24.

Footfall counts

UK FOOTFALL JULY 2022 VS 2019



Region	% change 22 vs 19
East Anglia	-9%
East Midlands	-8%
London	-17%
North East	-7%
North West	-9%
Northern Ireland	-7%
Scotland	-7%
South East	-6%
South West	-7%
Wales	-8%
West Midlands	-10%
Yorkshire and the Humber	-8%

(UK TOWN CENTRE FOOTFALL INDICES REPORT – Place Informatics)

Footfall counts

WEEKDAY FRIDAY 17 TH JUNE 2022	
OUTSIDE CO OP, FRONT STREET	
10.30-10.40	18
11.10-11.20	29
12.00-12.10	52
TOTAL	99
AVERAGE	33
Other Notes of Interest: Weather 22-23° - Humid and breezy.	



WEEKEND SATURDAY 9 TH JULY 2022	
OUTSIDE CO OP, FRONT STREET	
10.30-10.40	65
11.10-11.20	64
12.00-12.10	86
TOTAL	215
AVERAGE	72
Other Notes of Interest: Weather 17° - Clear skies. Soul by the Sea Festival.	

	NATIONAL SMALL TOWNS	NEWBIGGIN SUMMER 2022	NEWBIGGIN WINTER 2020	NEWBIGGIN AUTUMN 2020
BUSY DAY	110	N/A	N/A	N/A
QUIET DAY	105	33	38	42
SATURDAY	N/A	72	N/A	N/A

Footfall in Newbiggin by the Sea at the Weekend, 72 persons per ten minutes, more than doubled the Weekday average of 33 persons per ten minutes

Footfall in Newbiggin by the Sea was slightly lower in Summer 2022, 33 persons per ten minutes than in Winter 2020 (38) and Autumn 2020 (42).

Challenges facing the town

A discussion from our previous meeting was pertinent and incredibly important to the overall development of the town's place plan. It was that:

“The challenges and issues intrinsic to the town should not define us”

So...How do we want to be known?

How would we want to be defined?

Role of the town?

A bay to take your breath away

This sleepy, coastal town is known for the idyllic beach that makes for excellent evening strolls, striking sunrises that will take your breath away and myriad of marine life that regularly graces Newbiggin Bay with its presence.



Visit Newbiggin-by-the-Sea

Newbiggin-by-the-Sea is a fishing town on the coast in southern Northumberland.

Newbiggin-by-the-Sea

From Wikipedia, the free encyclopedia



This article's [lead section](#) **may be too** consider expanding the lead to [provide](#) article. *(April 2022)*

Newbiggin-by-the-Sea is a quaint seaside town and [civil parish](#)

Alignment with other programmes and 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

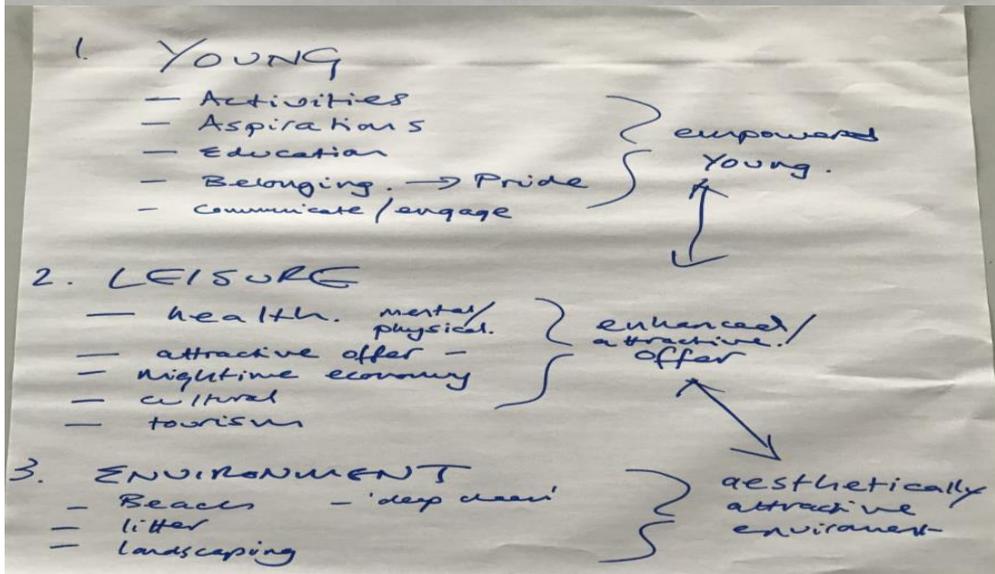
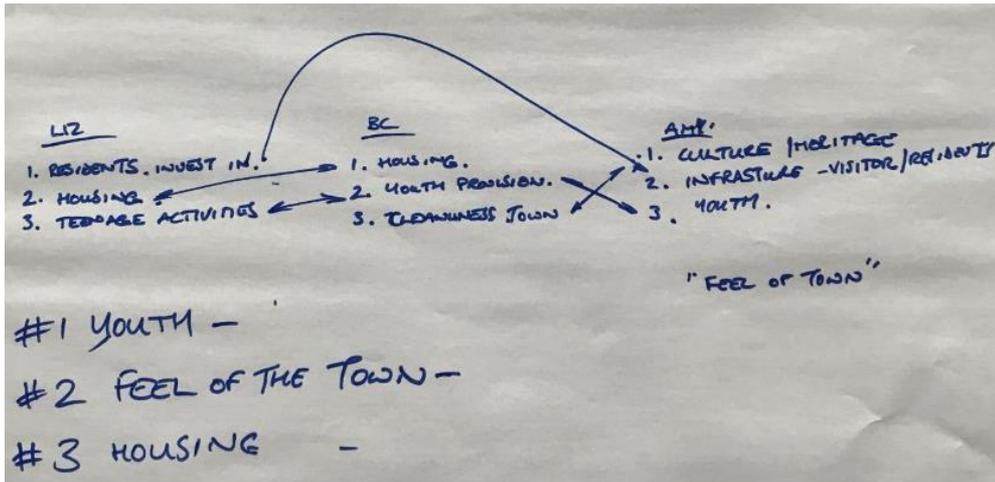
Ongoing

- 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

Investment Themes



- Success
- more jobs
 - footfall → spend inc↑
 - young people into employment
 - improved health outcomes
 - enhanced engagement with young
 - more visitors
 - all year round attraction.

- MEASURES OF SUCCESS
- RESIDENT SATISFACTION
 - PEOPLE INTO TRAINING + EMPLOYMENT
 - INCREASED HEALTH OUTCOMES
 - INCREASED YOUTH PARTICIPATION
 - BUSINESSES SAFEGUARDED
 - INCREASED FOOTFALL.

Defining the range of interventions within the Investment Themes

Each of the three chosen Investment themes for the Newbiggin Place Plan (Young People, Leisure and Physical Environment) needs a defined range of interventions before a 'call for projects'. These will define the breadth of the theme and limit projects to those which meet the vision and strategic objectives set by the board.

The 'options' listed on the following slides are examples from other Town Investment Plans and are for illustrative purposes only.

Provision for young people – examples of investment priorities

- Improving connections between primary, secondary and further education, and links with employers, raising awareness of, and access to, jobs and career opportunities in the town.
- Improving engagement of local SMEs in education
- Raising lifetime aspirations, ambition and confidence among local people, across all age groups.
- Working with local people and businesses to boost employability skills and remove barriers to getting a job.
- Improving alternative education for young people in need of additional support
- Improve facilities for young people so they feel more connected to Newbiggin and are more likely to stay in the town
- Create an environment in which young people are ambitious and aspire to create a good life for themselves, through high quality education, well-paid work, and good quality housing

Group Work

In groups, please spend 10 minutes considering investment priorities to define what you would like the Young People theme to achieve in Newbiggin.

Feel free to consider the examples given.

We will then report back as groups and work together to select 3, 4 or 5 concepts to include in the Place Plan and the Call for Projects

Leisure – examples of investment priorities

- Improving integration of the town with key assets to the west, including QEII County Park, the Community Wood, Woodhorn Museum, and the surrounding area
- Invest in cultural activities and facilities at the heart of the regeneration of the town centre, giving people more reasons to spend time and money in the town centre
- Invest in sports activities and facilities, building the town's cultural identity
- Attracting additional visitors and encouraging local people to spend more leisure time and money in the town
- Develop opportunities to build a leisure offer based on the town's natural assets

Group Work

In groups, please spend 10 minutes considering investment priorities to define what you would like the Leisure theme to achieve in Newbiggin.

Feel free to consider the examples given.

We will then report back as groups and work together to select 3, 4 or 5 investment priorities to include in the Place Plan and the Call for Projects

Physical environment – examples of investment priorities

- Improving the town's cultural assets and offer, boosting pride of place and making Newbiggin an attractive place to live and visit
- Re-purposing of the town's heritage buildings for new uses
- Improving walking and cycling routes across the town, connecting together key locations and assets
- Improvements to the high street
- Providing high quality public spaces in the town centre
- Supporting the growth and sustainability of town centre businesses, including independent retailers and the creative, leisure and evening economies

Group Work

In groups, please spend 10 minutes considering investment priorities to define what you would like the Physical environment theme to achieve in Newbiggin.

Feel free to consider the examples given.

We will then report back as groups and work together to select 3, 4 or 5 investment priorities to include in the Place Plan and the Call for Projects

Next Steps

- Add investment priorities to investment themes in Place Plan
- Continue to develop Place Plan
- Engage with young people in Newbiggin
- Next board meeting – Wednesday 23rd or 30th November?