

NEWBIGGIN BY THE SEA PLACE PLAN 2023-2033



Foreword

Our Place Plan for Newbiggin by the Sea sets out our 10-year vision for the town's future as a vibrant, growing, connected and inclusive place to live, learn, work, and invest in. It has been shaped with input from the local community and partners and sets out our priorities to deliver investment and sustainable economic growth in the town.

The Place Plan for Newbiggin by the Sea sets out a future strategic direction for the town to ensure its relevance and growth well into the 21st century. The development of this Plan and its focus has been determined by drawing upon local stakeholders' experience, knowledge and data illustrating the current performance of the town, its assets, opportunities and also the direction it needs to move in if it is to keep ahead. It is this compelling evidence which will attract future funders to invest in Newbiggin and bring about meaningful and sustained change. The Place Plan begins by defining a shared Vision for Newbiggin, which has a number of strategic objectives attached to ensure its successful delivery over the following ten years.

It is widely recognised that towns and town centres which are economically vibrant and resilient to change need to be:

- Places where people of working age choose to live
- Places that are attractive for enterprise and business
- Places that appeal to visitors as a destination
- Places that are recognised for their quality

This plan has been developed following community engagement and consultation and the sharing of knowledge and resources of partners and stakeholders in the town. For Newbiggin by the Sea, a Place

Partnership has been formed which is made up of representation from private, public and community sectors. Together they are working on behalf of the community to develop opportunities which can build on the town's distinctive and quality offer.

The Plan draws on various locally prepared action plans, the Newbiggin Neighbourhood Plan and other Northumberland and regional strategies, as well as the overarching ambitions of the Borderlands Inclusive Growth Deal. Importantly, the Newbiggin by the Sea Place Plan has considered a great deal of statistical data including the outcome of the Newbiggin Borderlands consultation and underpinning socio-economic data which sets out the current performance of the town. This data informed the selection of Newbiggin by the Sea as a place which would be suitable for Borderlands investment under the Place Programme and also informed the headline "Themes" which emerged from the community consultation as a way of articulating Newbiggin's story.

We look forward to working with the community, businesses and stakeholders to implement the Newbiggin Place Plan.

Michael Farr

Chair of Newbiggin Place Partnership Group

Contents

Foreword	2
Part 1: A Vision for change for Newbiggin by the Sea	4
Introduction	4
Our vision for Newbiggin by the Sea	5
Introducing Newbiggin by the Sea	7
Our community	10
Assets, strengths and opportunities	12
Challenges and issues facing the Newbiggin by the Sea	13
Overview of the public consultation	14
Investment Themes	15
Part 2: Development and implementation	18
Development of the Place Plan	18
Complimentary initiatives - economic development	23
Building our future	24
Proposal summary	25
Project proposals	26
Investment theme outputs and outcomes	30
Performance monitoring	36
Management and governance.....	38
Appendices	39
Appendix 1: Data Tables.....	39
Appendix 2: Consultation Report.....	39

Part 1: A Vision for change for Newbiggin by the Sea

Introduction

The Newbiggin by the Sea Place Plan sets out a 10-year vision for the town. It has been developed in association with the local community, stakeholders and businesses and focuses on three investment themes, Vibrant Town, Inclusive Town and Working Town. These themes will drive the 10-year plan forward, ensuring that Newbiggin by the Sea becomes a place of opportunity for residents, an attraction for visitors and a place of prosperity for businesses.

A series of project proposals have been identified in the process of developing this Place Plan with the aim of achieving the town's vision through a combination of funding sources including, but not limited to, the Borderlands Inclusive Growth Deal.

It has been prepared in the context of the **Borderlands Inclusive Growth Deal** which commits fresh investment into our region and is being jointly funded by the UK Government and Scottish Government from 2021 to 2031. The Deal is focused on four strategic themes of improving places; enabling infrastructure; encouraging green growth and supporting business, innovation and skills. The Growth Deal includes the Borderlands Place Programme which identified seven towns in Northumberland to benefit from investment, including Newbiggin by the Sea.

The Place Plan has been prepared collaboratively by the Newbiggin Place Development Group working with the local community. Engagement with the community has been key to developing the

plan, and it is the community's engagement which captures the spirit and energy of the town. It is vital to ensure that this enthusiasm and determination to drive improvement over the coming ten years is represented fully and appropriately.

This plan details the desire for change within the local community, aligning with, and contributing to, the objectives of the Borderlands Growth Deal and its three BIG Challenges - inclusive growth; narrowing the productivity gap; and increasing the working age population.

We aim to demonstrate that the Plan represents a vision of Newbiggin by the Sea both in the next ten years and beyond. The community has engaged throughout the process, through stakeholder mapping sessions, business focus groups and public consultations. It is from these discussions that our ambitious vision has been created, building upon the engagement so far to create a meaningful change for the better.

The plan is framed around five key development themes, which taken together, offer a balanced approach to a 10-year vision for the future area.

- **Place-based:** Assessing what assets are already in place and what investment needs and solutions for each place on its own terms: what the place wants to be in 20 years, what it needs, and what it offers. This should make the most of what makes the place distinctive using local heritage and culture.



- **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.
- **Prevention and future proofing:** Investment and action directed towards preventing further deterioration in our towns and town centres, and ensuring they are equipped to respond to future change, including recovery from the impact of Covid-19 and Climate Change.

With inclusive growth at its heart, the **Borderlands Place Programme**, which forms a key component of the Borderlands Inclusive Growth Deal, aims to create and sustain economically vibrant towns and town centres where people and communities see the direct benefits of economic growth. This means investing in infrastructure in a way that supports the sustainability and growth of local businesses, stimulates business investment, attracts visitors and spending, safeguards and creates secure, well-paid jobs for local people, and provides opportunities for people from all backgrounds to engage in employment, skills development and beneficial cultural and social activities.

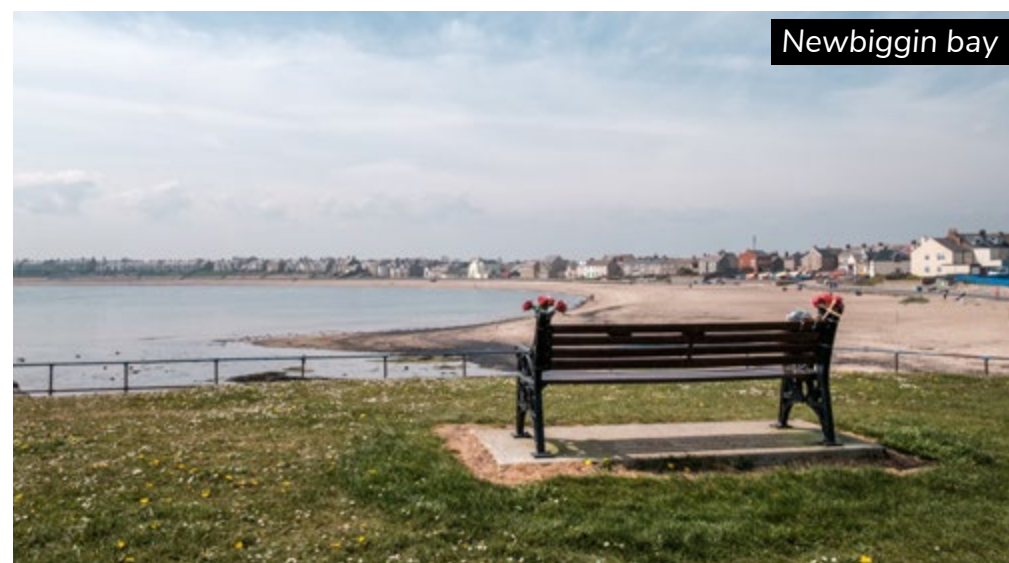
The plan considers Newbiggin by the Sea's economic context, its unique needs and challenges as well as identifying the town's assets, strengths and opportunities to embrace and build on. With significant community and stakeholder input a new vision has been established to set out the aspirations and objectives to deliver sustainable growth in our town. Potential interventions and project ideas have also

been developed to create a pipeline of investments that will meet this ambition for growth and may be eligible, once developed, for Borderlands, UK Shared Prosperity Funding and a wide number of other funding streams.

Funding through Borderlands will be limited to economic growth capital projects that contribute to addressing the three challenges of the Borderlands Inclusive Growth Deal: growing the working age population; boosting productivity; and delivering inclusive economic growth.

Our vision for Newbiggin by the Sea

We have worked with stakeholders and the community to develop a vision incorporating the key ingredients that will combine to secure economic growth for Newbiggin by the Sea. It reflects the current role of the town in terms of its geographic and strategic context, the performance of the town centre, the socio-economic opportunities and challenges and the wider strategic developments that will generate jobs and investment.



The Vision

“By 2031 The Borderlands Place Development Group 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 the town 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, Newbiggin will develop its thriving visitor economy throughout the seasons.

We 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”.



Strategic Objectives

Underpinning the vision and the identified themes, are the strategic objectives which for Newbiggin by the Sea have been identified as:

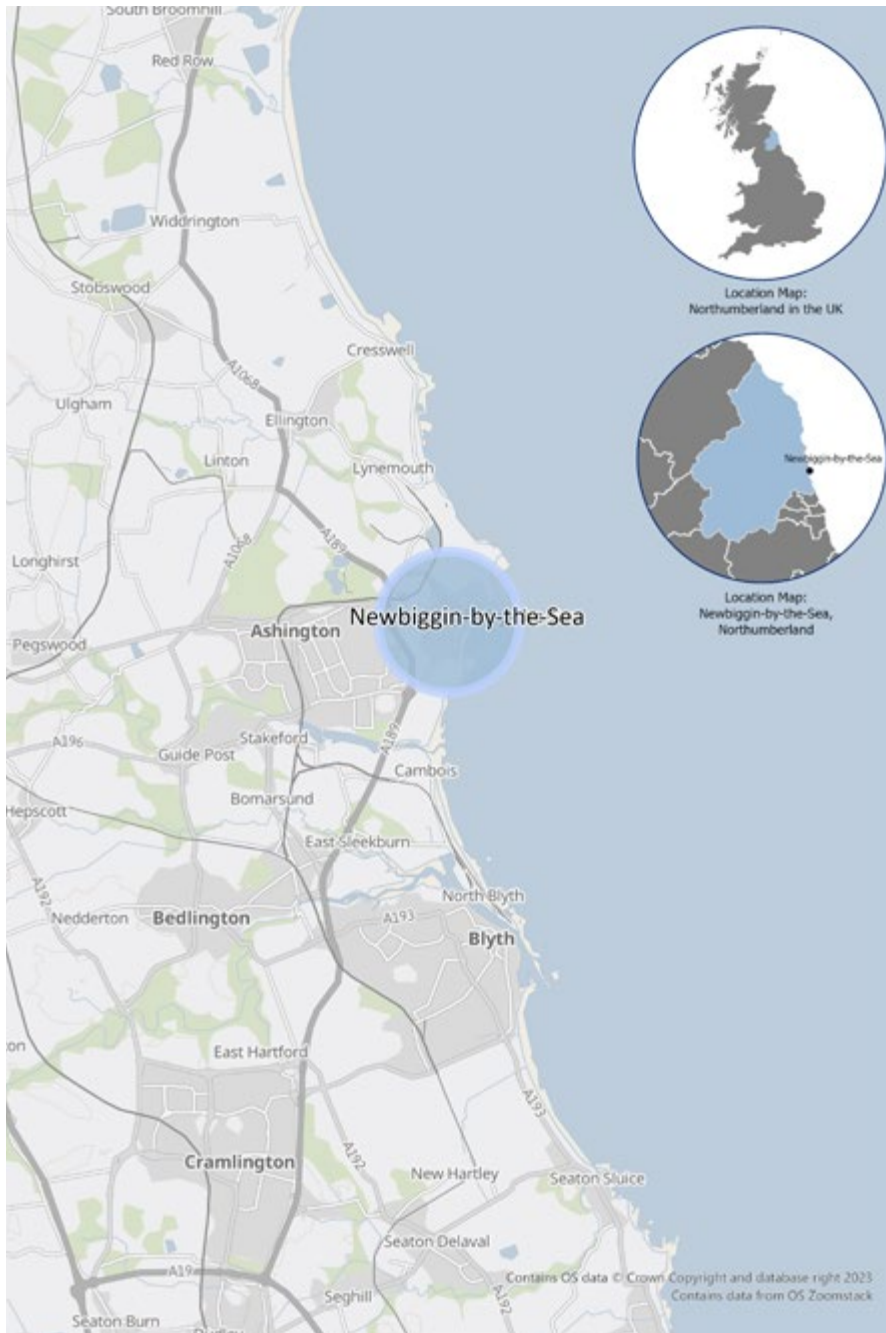
- **Vibrant town** - Maintain and increase the number of visitors spending money throughout the year.
- **Inclusive town** - Collaborate with the local community to imagine and then build a long-term future for the town.
- **Opportunity town** - Understand the housing needs of the town and support housing providers and landlords to maintain and increase the number of people living in Newbiggin by the Sea.
- **Working town** - Retain and increase the working age population of the town.

Our vision to make Newbiggin by the Sea a destination of choice has been created with the collaboration of local business, third-sector organisations, public sector and the wider community.

This collaboration will continue through the next ten years and beyond, ensuring that the resources and energy of local partners create a great future for the town.



Introducing Newbiggin by the Sea



Newbiggin by the Sea has a population of 5,950 and is located in south east Northumberland on England's north east coast. The area to the north is known as the Northumbrian Heritage Coast, and boasts exquisite beaches, bays and lovely seaside villages, including Craster, Alnmouth and Seahouses. The county has over fifty of the country's finest historic castles, amongst them Bamburgh, Alnwick and Lindisfarne on Holy Island. To the south, only a half hour's journey away is Newcastle upon Tyne and the Gateshead Metro Centre. To the west is Hadrian's Wall and Hexham. Being one of England's Border Counties, Scotland is only a short journey away and Edinburgh is easily accessible within an hour and a half's drive.

Newbiggin by the Sea has a long and interesting history. Large numbers of Mesolithic flint tools have been found in Newbiggin Bay and medieval Newbiggin features prominently in history books notably through the Church of St. Bartholomew, which stands on the headland and is recognisable for miles along the coastline.

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.

Since 1852, lifeboat volunteers launching from Newbiggin have saved many lives. On the 4th February 1940, the lifeboat was unable to reach the ship *Eminent* from the bay because of the ferocity of the storm. The lifeboat was landed and re-launched on the other side of Church Point, having been dragged through the wind and snow by some 60 helpers, mostly women, resulting in the rescue of the ship. This episode became the inspiration for the Jack Higgins novel, *Storm Warning*.

Until 1910, Newbiggin was primarily a fishing village. A Colliery was sunk in 1908 which, at its peak in the 1940s, 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.

Since the late 19th Century, Newbiggin has been a popular beach resort. Many prominent Edwardian 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. In recent years a lot of effort has been employed to regenerate the town. A new sea defence system has been constructed and repairs and improvements to the promenade have been made, following a storm in 1984 which destroyed part of the original promenade.

Newbiggin by the Sea's beaches were once the playground of the Northumberland miner and the Newcastle shipbuilder and their families and its seashore the home of small fishing boats. However, the town has greatly suffered from the decline in the traditional industries of tourism, mining and fishing. The impact has been severe, placing Newbiggin Central and East amongst the 10% most deprived areas in England.

In recent years the beach has been 're-sanded', a high-profile offshore artwork installed, and the Newbiggin Maritime Centre developed to welcome people to the town.



The town has a Conservation Area which has four distinct sub-areas.

- Historic Core: the historic town centre and old fishing village
- Suburban Extension: the later growth of the town with high quality nineteenth century holiday and commuter residences
- Church Point: the landscape at the northern tip of the bay, virtually blank but for St Bartholomew's Church
- The Promenade: a character sub-area in its own right, running parallel to but visually different from the first two

There are a small number of listed buildings within the Parish, most notably, the 13th century Church of St. Bartholomew on Church Point and the Church of St. Mary's in Woodhorn Village (both Grade 1). St Mary's Church is a Grade 1 redundant church on the national HAR Register in need of a long-term solution. Accelerated decay is starting to show and there is a need for urgent repairs as well as a longer-term future. It has the potential to help regenerate the area and is greatly valued locally.



Newbiggin by the Sea town centre

The town centre is predominantly one road, Front Street, which hosts around 88 units with a relatively static vacancy rate of 12%, below the national average of 14%. The mix of uses has changed little over the last five years with a core offer aimed at local residents and visitors, due to Newbiggin's proximity to Ashington and Cramlington which provide a larger selection of shops and services.


In terms of footfall, this is also steady with activity levels comparable to other smaller centres in Northumberland such as Rothbury, and around 50% of the footfall recorded in market towns such as Hexham.

The town centre previously benefited from Portas Pilot funding that included shop front improvements. This improved the attractiveness of the centre and increased occupancy levels; however, the centre has subsequently shown signs of decline and reduced market interest.



Our community

Population



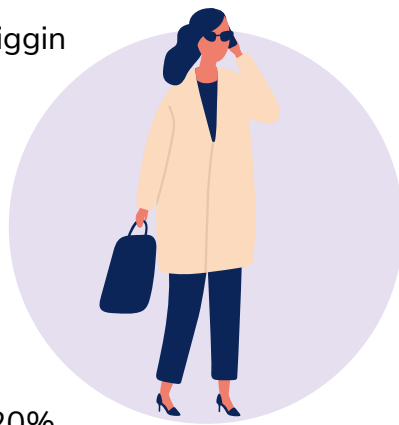
The population of Newbiggin by the Sea (parish) reported by the 2021 Census is 5,950 which is a slight decline since the 2011 Census. There has been an 11% fall in the working age population of the town during the same period.

Residents aged 65+ account for 26% of the population which is just above average for Northumberland (25%), and well above the England average of 18%.

Employment

As of July 2023, 4.5% of Newbiggin by the Sea working age residents were claiming unemployment benefits, which is 1.3 percentage points higher than the county average (3.2%). Amongst 18-24-year-olds that figure rose to 7.4%, which is 1.4 percentage points higher than the county average (6%).

In the 2021 Census only 20% of Newbiggin working age residents reported falling into the subsets 'Manager, Director and Senior Official' or 'Professional Occupation' compared to the county average of 30%. The reverse is true for Caring, Leisure, Service and Elementary occupations, where 30% of Newbiggin residents work in this occupation category compared with a 20% county average.



Education

A high percentage (27%) of residents hold no formal qualifications, both the national and county average is around 18%. 21% hold qualifications at Level 4 and above which is 10 percentage points less than the county average (31%) but even further below the national figure of 34%.



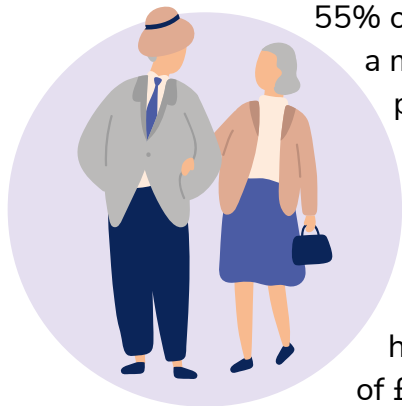
Overall deprivation

In the Census, the dimensions of deprivation used to classify households are indicators based on four selected household characteristics, education, employment, health and housing. In 2021 Newbiggin had just over a third (36%) of households not deprived in any dimension, compared with the county average of almost half (48.5%). Over 7% of Newbiggin's houses were classed as being deprived in three or four deprivation dimensions, proportionately twice as many as the county average of 3.5%.

Furthermore, according to the Indices of Deprivation 2019, some parts of Newbiggin are in the 10% most deprived neighbourhoods in the country and have declined since 2015.



Home ownership



55% of homes are owner occupied (with or without a mortgage). 25% are social rental and 19% private rental. This is very different to the county at 65%, 18% and 16% respectively.

The average sold house price in Newbiggin for the 12 months to September 2023, according to Zoopla, was £113,770, less than half the county average over the same period of £235,372.

Income deprivation

The median household income in Newbiggin by the Sea in 2022 was £27,381 compared to the county median of £34,573 (CACI Paycheck data).



Assets, strengths and opportunities

Industry and employment

Newbiggin by the Sea sits at the heart of south east Northumberland and is well positioned geographically to benefit from the employment opportunities offered in the region and the wider north east. This includes Blyth's growing clean energy sector including renewables, subsea and offshore engineering alongside the Advanced Manufacturing sector in the area and major employment parks at Blyth, Cramlington and Ashington.

Natural environment and public realm

Newbiggin by the Sea sits on a headland which juts into the North Sea. It is well placed for observing seabird and wildfowl passage and it is a superb site for migrant bird passage in the Spring and Autumn.

Having the only south-facing bay in Northumberland means that on a clear day from Newbiggin's promenade, you can see down to Souter Lighthouse in Marsden with binoculars. Move a little to the right and you can also spot Penshaw Monument situated near Sunderland.

The town has two golden sand beaches, dolphins in the bay and Northumberland's longest promenade. It is home to the oldest operational lifeboat station in the UK and a sculpture of a couple rising out of the water.



Couple Sculpture

Community and leisure

A £2m refurbishment was completed in 2022 at Newbiggin Sports & Community Hub which is one of a series of investments by Northumberland County Council across the county's sports facilities aimed at providing local communities with much improved leisure amenities.

Newbiggin Golf Club is an extremely challenging links / moorland course with a clubhouse including bar and dining room.

The Newbiggin Maritime Centre, a volunteer run organisation provides the Breakwater Café, the Seashore Shop, a three gallery Museum and a large Latimer Function Room. The group organises regular events such as the annual Kite Festival, Music Gigs, Film Shows, Children's Activities and much more.

Churches and the Salvation Army run coffee mornings and film clubs and the Newbiggin WI is a thriving group.

The Newbiggin traders' Association hold events throughout the year to attract residents and visitors.

The development of a number of initiatives in the town over a number of years, such as the development of the Newbiggin Maritime Centre and the Portas Team, has demonstrated the will and commitment of a number of partners and the local community to work together to bring the positive change that Newbiggin by the Sea desperately needs. Through the local community and statutory organisations working together the town has attracted external investment, notably for the Maritime Centre, but from the socio-economic data there is still a great deal more to be done.

Challenges and issues facing the Newbiggin by the Sea

Low skill, low wage economy

Median household income is the lowest amongst Northumberland's towns and only 20% of those employed report being in a managerial or professional occupation.

A major focus will be developing employment opportunities in the town and working with local schools and education providers to maximise the skills of our young people and improve their employment prospects and raise aspiration.

Economic exclusion and deprivation

The town has greatly suffered from the decline in the traditional industries of tourism, mining and fishing. The impact has been severe placing parts of Newbiggin by the Sea amongst the 10% most deprived areas in England.

According to the Census, fewer people were economically active (48%) in the Parish compared to an average of 54% in Northumberland as a whole, however this data was gathered during a period of rapid change due to the Covid-19 pandemic.

Crime and anti-social behaviour

The Police.uk crime map shows 88 crimes were reported in Newbiggin by the Sea in June 2023, of those just over a third were violent and sexual offences.

The Crime Survey of England and Wales (ONS) reported a crime rate per 1,000 residents for the year ending March 2023 across Northumberland of 76. Using the Police.uk crime map data for Newbiggin for the same 12 months, we can estimate a crime rate of 134 for the Newbiggin area.

High levels of residents with no qualifications and low numbers attaining NVQ Level 4 (or equivalent) or higher

The qualification levels of the residents of Newbiggin by the Sea are significant – high numbers holding no qualifications and low numbers qualified to Level 4 and above. The figures, when compared to other main towns and settlements in Northumberland are the poorest in the county and need to be addressed.

Limited public transport

The town has limited public transport links, which is an obstacle to people accessing employment opportunities, particularly young people who may not have access to a vehicle, necessitating even further the need to provide meaningful local employment opportunities.



Overview of the public consultation

A public consultation was held in February 2022 using both online and hard copy surveys. A total of 273 responses were received. Only 4% of the respondents were aged under thirty. A full copy of the consultation report can be found at Appendix 2.

In summary, 94% of respondents agreed with the vision for the town and the underpinning strategic objectives presented by the Place Development Group.

The top three responses to the question 'what is the best thing about Newbiggin by the Sea?' were the beachfront, local businesses and traders and Community spirit.

The top three responses to the question 'what is the worst thing about Newbiggin by the Sea?' were social issues: Litter, anti-social behaviour, and dog owners.

The top three priorities for change requested by respondents were more economically based: Enhanced cultural, leisure and retail offer, new houses and improved houses, and town centre improvements.

We also held Business Focus Groups on the 16th February and the 2nd March. They were attended by sixteen businesses.



Summary

The working relationships developed between statutory organisations, local business, local community representatives and organisations together with the town's elected representatives on previous initiatives indicates the strong will and commitment to see improvements in our town. With support from the Borderlands Place Programme we look forward to bringing real, positive and lasting change.

Newbiggin by the Sea is still a very disadvantaged community but as a seaside town, geographically close to the historic Northumberland coastline and with two caravan parks in close proximity, it is now ideally placed to develop projects to improve the economic outlook of the town.

The town can benefit from the growing industry in south east Northumberland and has an opportunity to reposition itself as a popular tourist destination.

Investment Themes

The investment themes establish a focus in terms of how we will aim to deliver the vision and objectives of the Place Plan. A strength of the Borderlands Place Plan process has been the ‘whole-town planning’ approach, which has informed our investment themes. The themes reflect the feedback given by community members and stakeholders throughout the process; from stakeholder mapping exercises to public consultation, we have developed the themes around the key topics identified by the people and businesses of Newbiggin by the Sea.

As described earlier in the vision section, three Themes have been identified and agreed which have informed the consideration of potential projects, interventions and investments. It is critical for this plan that these contribute to the achievement of the overall vision and work together with each other to form a coherent Plan which knits together and drives the change needed.

Project ideas have been sought locally and from the broader engagement work undertaken with regard to existing Action Plans and Local Plans prepared by the Town Council, Northumberland County Council and the North East Local Enterprise Partnership. The following are illustrations of development proposals under each theme which are designed to support the town achieve its vision of the future as well as address the headline strategic objectives referred to earlier.

Investment theme 1 - Vibrant town

Theme 1 aims to invest in retaining both spend and activity in the town to drive the regeneration of Newbiggin’s town centre and improve the resident and visitor experience, bolstering daytime activity and encouraging increased footfall and spend by:

- Building upon Newbiggin’s unique heritage and driving growth in the tourism economy.
- Building on Newbiggin’s rich heritage to rejuvenate the town centre so it appropriately represents the aspirations of its residents.
- Spreading the benefits of tourism to local people.
- Offering additionality to the daytime offer by developing the evening economy as a major economic activity to generate wealth for the town.
- Continued enhancement and development of Newbiggin promenade and further investment in countryside, parks, beaches, play spaces and public realm spaces.
- Conserving, protecting, promoting and developing natural and cultural heritage.
- 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).
- Supporting the development of business incubators and investment support for self-employment, micro- enterprises and business creation.
- Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators.

Investment theme 2 - Inclusive town

Theme 2 aims to invest in people and prioritise improvements to leisure, community, culture and heritage facilities and services by working in partnership to provide residents with wider opportunities to get active, learn, participate and enjoy the local town by:

- Instilling pride and a strong sense of identity to create a cohesive and welcoming community where residents feel connected, involved and empowered.
- Supporting employment opportunities for disadvantaged groups such as ex-offenders, veterans and the homeless to move closer to the labour market by providing wrap around support to address the multiple barriers they face.
- Exploring opportunities for promoting culture-led regeneration and community development – for example investing in culture focused feasibility studies and community facilities to attract people to places.
- Conserving, protecting, promoting and developing natural and cultural heritage.
- Dedicating 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.
- Improving 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.
- Increasing footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business).
- Bringing visitors to the town with events and attractions that are distinctive to Newbiggin's culture and heritage.
- Promoting a change in culture and attitudes towards the natural environment, emphasising the economic benefits accruing from nature.
- Recognising and enhancing the contribution that green infrastructure assets make to Newbiggin's economy.



Investment theme 3 - Working town

Theme 3 aims to retain and increase the working age population in Newbiggin by creating and safeguard employment in Newbiggin. Work in partnership to provide residents including young people with the opportunity to be part of a skilled workforce with a sustainable future in the town and North East economy by:

- Helping young people, in particular, to achieve their potential, strengthen their progression and pathways through education, employment, self-enterprise and raise their aspirations and income levels.
- Investing in flexible commercial space to encourage businesses back into all parts of the town and ensure that Newbiggin is a compelling business environment.
- Developing innovative approaches to ensure young people starting new retail enterprises have access to low-cost retail outlets, through innovative access to market stalls and empty shops.
- Working in partnership with local employers, taking a coordinated and collaborative approach towards employment for young people.
- Promoting equitable access to quality education, training, employment, entrepreneurship, and community participation.
- Equipping young people as problem-solvers & engaged members of society, helping to create a better community.
- The town actively seeking to include young people, responding to young people's concerns and ideas, and encouraging young people to participate in community change.
- Fostering entrepreneurship as a mindset and a livelihood.
- Ensuring young people have the opportunity to pursue entrepreneurship and the support to be successful. Systemic interventions reducing the risk for promising entrepreneurs to start, expand, or scale-up their businesses.
- Providing young people outside formal schooling with opportunities for training, skill development, and additional education.
- Seeking out new opportunities for business operations to train young people in the community through hands-on mentorships and apprenticeships. Providing excellent opportunities to prepare tomorrow's workforce while also identifying and nurturing potential young talent for existing businesses in Newbiggin.
- Improving facilities for young people so they feel more connected to Newbiggin and are more likely to stay in the town.



Part 2: Development and implementation

Development of the Place Plan

There are more than 100 towns across the Borderlands area with different and distinct characteristics. Newbiggin's inclusion as one of Northumberland's seven towns on the Borderlands Place Programme was assessed using the Unified Borderlands Town Index, developed to facilitate the town prioritisation process. It was critical that the framework was:

- evidence based
- robust in its justification
- transparent for our stakeholders and communities

The index was based on a two-stage gateway process:

- A quantitative assessment of a generic range of published indicators that defined the relative “economic health” of the towns in scope
- The progressive application of a range of qualitative factors that correlated to the broader “levelling up” aims of the Programme



Church Point caravan park

The officer team then developed a framework to inform the process, as demonstrated in the diagram below:

Stage 1	<ul style="list-style-type: none">• Establish the local Place Development Group• Develop the TORs• Appoint Chair• Agree Stakeholder List• Invite representatives of key stakeholders to form Place Development Group
Stage 2	<ul style="list-style-type: none">• Establish baseline of strengths, weaknesses, opportunities and threats• Draft vision and strategic objectives• Consult residents on vision and strategic objectives• Review vision and objectives
Stage 3	<ul style="list-style-type: none">• Identify priority investment themes• Develop implementation plan• Invite project proposals• Assess project eligibility• Eligible project proposals included in place plan• Submit place plan to Borderlands Programme• Assessment and endorsing of place plan• Feedback from Place Programme Board on place plan
Stage 4	<ul style="list-style-type: none">• Shortlist schemes for BTIP (including consideration of Place Programme Board recommendations)• Strategic Outline Business Case development of Borderlands schemes with scheme sponsors• BTIP completion and submission to Borderlands Programme• Assessment and Approval of BTIP• Accountable Body due diligence and contracting with Borderlands Programme

The local Place Development Group in Newbiggin by the Sea was created following a stakeholder mapping exercise with local councillors and consists of public, private and community sector representatives. The group is facilitated and managed by the County Council's Economy and Regeneration Service. The purpose of the group in the first instance is to support and advise on the development of this document for the town, working with local community stakeholders in Newbiggin by the Sea and providing a 'whole town approach'. Full terms of reference have been published on the town's webpage together with a summary of declarations of interest.

Board Member (Organisation)	Board Member (Name)
Bernicia	Michael Farr (Chair)
Northumberland County Council	Cllr Liz Simpson
Northumberland County Council	Cllr Jim Laing
Newbiggin Town Council	Cllr Jill Woodman
Newbiggin Town Council	Cllr Ami Wootton
Newbiggin Regeneration Group	Reemer Bailey
Newbiggin Community Ventures	Lynn Burns
Newbiggin Heritage Partnership	Brian Chilton
Newbiggin Community Trust	Eddie Peat
Northumbria Police	PC Carly Gibson
Role	Officers
Northumberland County Council	Peter Mawer & Neil Quinn

Interventions and investments

Central to the development of the Place Plan are the five core principles underpinning the design and delivery of the wider 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.

Our process in Newbiggin by the Sea, and subsequent call for project proposals, has been informed through collaboration and consultation with the community. We have developed a local Place Development Group comprising public, private and voluntary sector partners, driven by the stakeholder mapping sessions. Our consultation has helped to shape our investment themes, vision and strategic objectives and will also determine potential investment. Through every step of the process to date, we have attempted to involve and engage the wider community.

Through use of consultation software and business focus groups, the community has been pivotal in shaping the Place Plan. These thoughts and ideas have been central to our strategic objectives and ensure that they align accordingly with all seven Borderlands Place Programme strategic objectives:

Borderlands Place Programme investment objectives	Newbiggin Place Plan strategic objectives
SO1: Empower local communities to imagine and then build a long-term future for the towns they live in.	<p>Inclusive town - Prioritise improvements to services by working in partnership to provide residents with wider opportunities to get active, learn, participate and enjoy their local town.</p> <p>Connected town - Integrating Newbiggin with regional economic prospects, public transport connectivity and ensuring a comprehensive and sustainable public transport network.</p>
SO2: Safeguard existing businesses and attract new businesses to our towns and town centres.	Vibrant town - Enhance the physical environment and condition of the town centre, encouraging new uses of existing properties to attract investment, increase footfall and spend from residents and visitors.
SO3: Maintain and increase the number of visitors spending money in our towns and town centres.	<p>Vibrant town - Rejuvenating the town centre.</p> <p>Inclusive town - Delivering recreation initiatives.</p>
SO4: Safeguard existing employment and deliver new jobs and opportunities for economic and social participation.	Inclusive town - New retail enterprises, business growth. Embrace the benefits of the Northumberland Line and future walking and cycling infrastructure improvements so that residents and businesses can access work, shopping, leisure and culture opportunities.
SO5: Maintain and increase the number of people living in our towns and town centres	<p>Vibrant town - Rejuvenating the town centre.</p> <p>Inclusive town - Addressing housing needs to attract a skilled workforce.</p>
SO6: Retain and increase the working age population in towns	Inclusive town - Safeguard existing employment and work collaboratively to create a skilled workforce able to access learning and training opportunities and jobs in growth sectors across Northumberland and the North East.
SO7: Maintain and raise the quality of the physical environment in our towns and town centres.	<p>Vibrant town - Rejuvenating the town centre.</p> <p>Connected town - Supporting decarbonisation measures.</p>

The Newbiggin Place Development Group agreed to prioritise four Borderlands Place Programme strategic objectives based upon their experience of the town and feedback from residents, visitors and businesses. The four strategic objectives chosen to develop are highlighted in bold. They were then adapted following public consultation to reflect the outcomes and change people wished to see:

- Vibrant town
- Inclusive town
- Opportunity town
- Working town

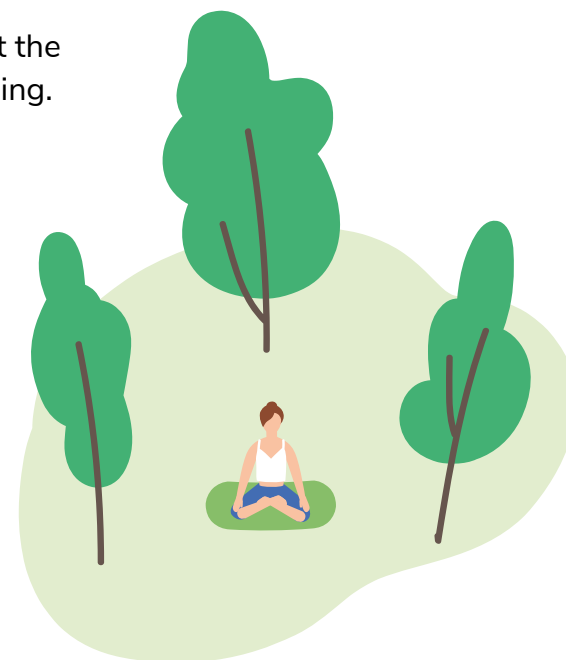
These four strategic objectives, as applied to Newbiggin by the Sea, and the wider Borderlands Place Programme strategic objectives created the matrix and criteria required to appraise the expressions of interest received from project sponsors. A range of nine critical success factors (CSFs) were used to assess the EOIs.

- Priority investment themes
- Opportunities and challenges facing the town
- National and regional strategic/funding objectives
- Priorities of local people, communities, businesses
- Additionality to the town's major strategic investments
- Need for funding and evidence of market failure
- New and innovative approaches
- Deliverability
- Value for money

Our Place Plan delivers on the Government's levelling up agenda, aimed at tackling geographical disparities across the UK. Aligned to the missions of the levelling up agenda, the Place Plan will help Newbiggin to close the prosperity gap with other parts of the UK by creating new, skilled jobs, boosting household incomes, improving public transport connectivity and boosting pride in place, including improved satisfaction with the town centre.

Clean growth is at the heart of our plans, in line with Government net zero carbon reduction goals identified in the Ten Point Plan for a Green Industrial Revolution, the Energy White Paper, and Sixth Carbon Budget. These plans highlight significant clean energy investment in the coming years (including wind, carbon capture, and hydrogen), quadrupling the UK's offshore wind capacity by 2030, bringing jobs and growth to ports and coastal towns. Our Place Plan demonstrates how Newbiggin will play a significant role in the clean growth agenda, attracting new jobs and investment, and supporting the UK's net zero carbon goals.

Covid-19 economic recovery is at the forefront of our investment planning. We will deliver new jobs and education places, creating new opportunities to stimulate economic recovery.



Complimentary initiatives - economic development

The following table illustrates several key investments already underway in Newbiggin which are linked both directly and indirectly to the proposals received under the core investment themes. It is intended that the projects below will complement and align with the proposals received for both investment through the Place Programme and those developed with partner organisations and other funders.

Project and lead sponsor	Description	How it supports the Place Plan investment themes
Northumberland Line Northumberland County Council	Reopening of the train line for passenger service between Ashington and Newcastle.	Vibrant town - Increased footfall. Growing town - Attracting new business to the town. Connected town - Integrating Newbiggin via Ashington with regional economic prospects, public transport connectivity and ensuring a comprehensive and sustainable public transport network.
Northumberland Line Economic Corridor North of Tyne Combined Authority	Developments to exploit the economic growth potential of the new Northumberland Line potentially drawing in significant investment from the North of Tyne Combined Authority (NTCA) and other funding partners. The County Council is creating a cultural plan for artwork at the train stations along the Northumberland Line. As part of this NTCA committed £10m to support a wave of new investment in the area and a £500,000 project feasibility fund has been developed to support a pipeline of projects, capitalising on the line's development.	Connected town - Embracing the benefits of the Northumberland Line.
Northumberland Energy Park Advance Northumberland	Preliminary work on the Northumberland Energy Park in Cambois (5 miles from Newbiggin on the sea town centre) began in September 2021. The site is forecast to directly employ 3,000 staff with an expected further 5,000 jobs to be created in the supplier park.	Growing town - Jobs in growth sectors.
Employability Hub Northumberland County Council	NCC Employability and Inclusion are developing Employability Hubs around the county, including Newbiggin. The hubs will provide a 'one-stop-shop' for residents to access all employability related needs.	Vibrant town - improving the employment opportunities for residents

Building our future

As described earlier in the Vision section, three key themes have been identified and agreed locally which have informed the consideration of potential projects, interventions and investments. As a result, the Place Plan will focus investment on where it is really needed in Newbiggin by the Sea, drawing upon on all of the feedback received at public consultation and recognising the importance of the whole stakeholder engagement process.

Proposal submission process

Project proposals were invited to identify potential projects that would help Newbiggin by the Sea achieve its vision, objectives and investment themes outlined within this Place Plan. It was emphasised that a small number of larger capital projects which would have significant impact on the town were being sought for Borderlands Place Programme funding. The project value was advised to be between £300K and £1.5m.

Additionally, projects which were considered to have potential to have a large impact and meet the vision and objectives of the Place Plan, but which were not eligible for Borderlands funding, would be

included in the town's place plan and developed separately to the Place Programme process. Whilst there was no minimum funding requirement on such projects, they needed to demonstrate significant impact.

Projects were assessed against the criteria on the Project Proposal Proforma, and eligible projects then formed a 'long-list' to be considered by the Newbiggin Place Development Group for inclusion in the Newbiggin Borderlands Place Plan.

The completed Place Plan would then be assessed by the accountable body before being submitted to the Borderlands Place Programme Board.

Project sponsors were reminded that this was a two-stage application process. If the Newbiggin Place Plan was approved at this first stage by the Borderlands Place Programme Board, officers would work with the sponsor to develop the project further for inclusion in the Borderlands Town Investment Plan (BTIP) for the town. The final BTIP will form the basis of the final application to the Borderlands Programme Board and forms a second stage in the application process. The timeline for Newbiggin's EOI process is detailed below.

Newbiggin's EOI timeline



Proposal summary

The following section details the proposals received throughout the call-out process for expressions of interest to the Borderlands Place Plan. The eligibility of the proposals for inclusion in a Borderlands Town Investment Plan will be determined at the next stage of the process. Proposals not eligible for inclusion in the BTIP will be supported by the Place Development Group to seek funding from other sources.

This Place Plan has taken a whole of town approach to identifying the key priorities which are important to the creation of a thriving community over the next 10 years – these come in the form of the infrastructure, assets, economic activity, community services and connections needed to sustain and nourish the population, support their aspirations and ensure a cohesive community with a strong sense of civic pride and community spirit. The table below sets out a monitoring framework for the Place Plan, identifying under each theme and strategic objective, the key activities which will be delivered (outputs) to initiate the positive changes and developments (outcomes) we want to bring about in the community, together with some of the key metrics which will be used to evidence the impact of the Plan. These outputs and outcomes are consistent with those detailed within the Borderlands Place Plan Guidance.



However, the guidance recognises that this is not an exhaustive list, and that additional project specific outputs and outcomes may be agreed as appropriate. In addition, as some of the priority projects identified within the Place Plan will not be funded through the Borderlands Place Programme, we have included additional measures where appropriate to capture the potential contribution of projects of this nature. All of these are defined at Place Plan level – however, as part of the management and governance arrangements for the delivery of the Plan, each prioritised project will have its own project specific outputs and outcomes which demonstrate their intended and agreed contribution to these higher-level objectives and against which they will be required to measure and report progress on a regular basis.

Underpinning the Vision and the identified Themes, are the strategic objectives which for Newbiggin have been identified as:

1. **Vibrant town** - Maintain and increase the number of visitors spending money throughout the year.
2. **Inclusive town** - Collaborate with the local community to imagine and then build a long-term future for the town.
3. **Opportunity town** - Understand the housing needs of the town and support housing providers and landlords to maintain and increase the number of people living in Newbiggin by the Sea.
4. **Working town** - Retain and increase the working age population in the town.

Project proposals

Investment theme 1: Vibrant town - to invest in retaining both spend and activity in the town to drive the regeneration of Newbiggin's town centre and improve the resident and visitor experience, bolstering daytime activity and encouraging increased footfall

Project Title Sector Sponsor	Initiative	Strategic objectives	Potential outputs/ Outcomes
Bay development 3rd sector	To build a pier at the south end of the bay.	Vibrant town Inclusive town	Increased visitor numbers Increased visitor spend Improved public realm
Campervan/ camping facility Public sector	To create a campervan and camping facility in Newbiggin.	Vibrant town Working town	Increased visitor numbers Jobs created
Land and Building Purchase and Development Public sector	To generate additional income for the Town Council by bringing back into use land or buildings that are vacant or in a state of disrepair.	Vibrant town Opportunity town	Remediation of derelict properties. Jobs created Businesses created
Shop front and accessibility improvement scheme Public sector	Shop front improvement scheme and support for businesses to enhance accessibility.	Vibrant town Inclusive town Working town	Improved appearance to high street. Improved accessibility to shops.
Town Centre Public Realm Scheme Public sector	Improvements to all aspects of the public realm.	Vibrant town Inclusive town	Improved public realm
Church Point car park reorganisation Public sector	Reorganisation of the existing car park at Church Point to increase the number of spaces.	Vibrant town	Increased visitor numbers Increased visitor spend

Project Title Sector Sponsor	Initiative	Strategic objectives	Potential outputs/ Outcomes
Maitland Terrace car park Public sector	New 51 space car park on former library site.	Vibrant town	Increased visitor numbers Increased visitor spend
Glamping 3rd sector	To establish a new glamping site that will attract visitors to Newbiggin.	Vibrant town Inclusive town Opportunity town	Jobs created Increased visitor numbers Increased visitor spend
Events programme Public sector	To initiate a series of annual events in the town that would become self-sustaining.	Vibrant town Inclusive town	Increased visitor numbers Increased visitor spend
Seafront Public Realm Improvement Scheme Public realm	Improvements at the seafront including seating, shelter, planting, facilities and art.	Vibrant town Inclusive town	Public realm improved Increased visitor numbers Increased visitor spend



Investment theme 2: Inclusive town - to invest in people and prioritise improvements to leisure, community, culture and heritage facilities and services by working in partnership to provide residents with wider opportunities to get active, learn, participate and enjoy their local town

Project Title Sector Sponsor	Initiative	Strategic objectives	Potential outputs/ Outcomes
Milburn Park Café and Visitor Centre Public sector	The creation of a café/visitor centre at the developing Milburn Park.	Inclusive town Vibrant town	Increased visitor numbers Increased visitor spend
Newbiggin's World Cup 2027 3rd sector	A project which utilises the Newbiggin Community Tree www.newbigginbytheseacomunitytree perhaps the biggest Community Family Tree in the world'. It will invite people with Newbiggin family roots now living all over the world to come home to Newbiggin by the Sea – to visit, learn and work and spend and invest – to the benefit of the whole community.	Vibrant town Inclusive town Working town	Jobs created Vacant buildings occupied Increased visitor numbers
Water sports provision in Newbiggin Bay 3rd sector	To employ coaching staff to train members of the sailing club to teach others to sail, particularly young people-, to engage them in sailing initially which may lead to an interest in other water sports such as paddle-boarding, rowing, kayaking etc.	Inclusive town Vibrant town	Enhanced leisure offer Jobs created Increased visitor numbers Increased visitor spend
Golf Club improvements Private sector	Various improvements to the club.	Inclusive town Vibrant town Working town	Enhanced leisure offer Jobs created Increased visitor numbers Increased visitor spend

Investment theme 3: Working town - to retain and increase the working age population in Newbiggin by creating and safeguard employment in Newbiggin. Work in partnership to provide residents including young people with the opportunity to be part of a skilled workforce with a sustainable future in the town and North East economy

Project Title Sector Sponsor	Initiative	Strategic objectives	Potential outputs/ Outcomes
Commercial Bakery and Retail Unit Private sector	Building of large new commercial kitchen and shop front promises.	Working town	Jobs created Derelict land remediated
Maritime Business Hub and Heritage Trail 3rd sector	The creation of up to 230 sqm of new small business space (2-4 individual units) at Newbiggin Maritime Centre and a Heritage Trail linking the Maritime Centre to the town centre.	Working town Inclusive town Vibrant town	Jobs created Enhanced cultural offer
Promenade Café Private sector	Bar/cafe/restaurant offering high-end fast food with alcoholic beverages on the promenade of Newbiggin Beach. Additional services such as surfboard hire and deck chair/log burner hire.	Working town Opportunity town Vibrant town	Jobs created Increased visitor numbers Increased visitor spend



Investment theme outputs and outcomes

As described earlier in the Vision section, three Themes have been identified and agreed, which have informed the consideration of potential projects, interventions and investments. It is critical for this Plan that these contribute to the achievement of the overall Vision and work together with each other to form a coherent Plan which knits together and drives the change needed.

Project ideas have been sought locally and from the broader engagement work undertaken with regard to existing Action Plans and Local Plans prepared by the Town Council, Parish Council, Northumberland County Council, North of Tyne Combined Authority and the North East Local Enterprise Partnership. The following tables set out the potential outputs, outcomes and measurements underpinning the Place Plan. This will form the basis for monitoring and performance management under each theme to support the effective delivery of the Place Plans vision and objectives.

Investment theme 1: Vibrant town - To invest in retaining both spend and activity in the town to drive the regeneration of Newbiggin's town centre and improve the resident and visitor experience, bolstering daytime activity and encouraging increased footfall and spend

Outputs	Outcomes	Measurements
<p>To achieve a vibrant, connected place to live, work, relax and visit. Improving the public realm, creating space for walking, cycling and a thriving street market.</p> <p>Supporting the arts and cultural sector by positioning Newbiggin as a primary tourist destination through stronger collaboration, joint marketing and providing a distinctive welcome.</p> <p>By ensuring that the physical infrastructure of the town evolves to better serve the access and movement needs of an ageing demographic. At the same time ensuring that the expectations and needs of a wide range of visitors are considered.</p> <p>Investing in supporting collaboration between businesses, arts and culture organisations, and local authorities to better develop the cultural and retail offer of the town and attract new audiences.</p>	<p>Increasing the number of commercial buildings developed or improved.</p> <p>Increasing the amount of rehabilitated land.</p> <p>Increasing occupancy rates in the town centre.</p> <p>Creating and improving public realm to improve health and wellbeing and connectivity.</p> <p>Increased quality of local events and cultural offer.</p> <p>Increased footfall (% increase).</p> <p>Increased day visitors (% increase).</p>	<p>Census data on population, economic activity, education & Income.</p> <p>Footfall monitoring.</p> <p>Town centre occupier surveys.</p> <p>Employment/ training statistics.</p> <p>Business records & support accessed.</p> <p>Government business data.</p> <p>Physical project data, plans and photographs.</p> <p>£ Funding leveraged.</p> <p>Visitor/Resident survey work.</p> <p>Housing Needs and Demands Survey.</p>

Outputs	Outcomes	Measurements
<p>Management of place and quality of the environment – visitors expect an attractive and easy to use environment; they expect good public toilets, cafés, shops, clear signs, maps and other information, good public transport and easy parking. If we aspire to have world-class visitor destinations, then all of these activities need to be integrated and managed.</p> <p>Spreading the benefits of tourism to local people – the wider ambition of the strategy is to generate wealth and create a sustainable and cohesive community. That means increasing profit and higher wages.</p> <p>Better, higher quality, more productive businesses, that generate more profit, require higher skilled staff and are able to offer better pay and conditions to secure them with more attractive careers that both retain local people and attract people to live and work in Newbiggin.</p> <p>Developing and promoting Newbiggin’s unique independent retail sector.</p> <p>Exploring opportunities for promoting culture-led regeneration and community development – for example investing in culture focused feasibility studies and community facilities to attract people to places.</p> <p>Improving green spaces and preserving important local assets – for example enhancing natural assets, including green spaces in neighbourhoods and housing estates, to enhance quality of life to attract and retain talent, and attract tourism.</p> <p>In addition to the daytime offer, enhancing the evening economy as a key role to generate further revenue opportunities.</p>	<p>Completion of feasibility and demand studies to enable future investment.</p>	

Investment theme 2: Inclusive town - will aim to Invest in People and prioritise improvements to leisure, community, culture and heritage facilities and services by working in partnership to provide residents with wider opportunities to get active, learn, participate and enjoy their local town

Outputs	Outcomes	Measurements
<p>Instilling pride and a strong sense of identity to create a cohesive and welcoming community where residents feel connected, involved and empowered.</p> <p>Supporting employment opportunities for disadvantaged groups such as ex-offenders, veterans and the homeless to move closer to the labour market by providing wrap around support to address the multiple barriers they face.</p> <p>Exploring opportunities for promoting culture-led regeneration and community development – for example investing in culture focused feasibility studies and community facilities to attract people to places.</p> <p>Conserving, protecting, promoting and developing natural and cultural heritage.</p> <p>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.</p> <p>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.</p>	<p>Jobs</p> <p>Improved cultural offer</p> <p>Heritage protected</p> <p>Increased physical activity</p> <p>Increased footfall</p> <p>Increased visitor spend</p>	<p>Number of jobs</p> <p>Number of cultural venues/events</p> <p>Footfall count</p> <p>Business income</p>

Outputs	Outcomes	Measurements
<p>Increase footfall and spending by providing new reasons for people and businesses to use the town centre (e.g. leisure, education, business).</p> <p>Bring visitors to the town with events and attractions that are distinctive to Newbiggin's culture and heritage.</p> <p>Promote a change in culture and attitudes towards the natural environment, emphasising the economic benefits accruing from nature.</p> <p>The contribution that green infrastructure assets make to Newbiggin's economy be recognised and enhanced.</p>		

Outcomes

Investment theme 3: Working town - Theme 3 will aim to retain and increase the working age population in Newbiggin by creating and safeguard employment in Newbiggin. Work in partnership to provide residents including young people with the opportunity to be part of a skilled workforce with a sustainable future in the town and North East economy

Outputs	Outcomes	Measurements
<p>To equip people with the skills and confidence to be active agents in transition to a net zero future – Helping young people, in particular, to achieve their potential, strengthen their progression and pathways through education, employment, self-enterprise and raise their aspirations and income levels. Skills development is significantly cheaper than physical capital but remains a missing piece of business investment.</p> <p>To connect local business to learning opportunities to create more skilled jobs, new and adapted businesses, and increased enterprise start-ups.</p>	<p>Number of people reporting increased employability through development of interpersonal skills.</p> <p>Number of people sustaining engagement with keyworker support and additional services.</p> <p>Number of people in employment, including self-employment, following intervention.</p>	<p>Census data on population, economic activity, education & income.</p> <p>Footfall monitoring.</p> <p>Town centre occupier surveys.</p> <p>Employment/training statistics.</p> <p>Business records & support accessed.</p> <p>Government business data.</p> <p>Physical project data, plans and photographs.</p>

Outputs	Outcomes	Measurements
<p>Through programmes of skills and mentoring to prepare young people, in particular and residents, more generally, for a net zero future.</p> <p>To bring together key stakeholders from local businesses and organisations to design and deliver programmes of skills training sessions and creating more apprenticeship opportunities within the Newbiggin area.</p> <p>Working with key landowners and stakeholders to improve work-space availability for creative industries and enterprise start ups.</p> <p>Developing innovative approaches to ensure young people starting new retail enterprises have access to low-cost retail outlets, through innovative access to market stalls and empty shops.</p> <p>Developing excellence in skills - a well-trained workforce is paramount with key priorities being chef training, leadership and customer service. Challenges to overcome include retention of workforce, training fatigue and the image of hospitality as a career. A key issue is the lack of consistency in skills training and independent businesses must have access to the same high-quality advice that larger businesses have as a matter of course. This is relevant to all sectors of the service economy, particularly retail and is a crucial part of Theme 2.</p> <p>Targeted support for the long-term economically inactive, who do not respond to job-matching services, as their transition to work will have the greatest impact on household incomes and lift more children out of poverty.</p>	<p>Number of people in education/ training.</p> <p>Number of people with basic skills (English, maths, digital and ESOL).</p> <p>Number of people experiencing reduced structural barriers into employment and into skills provision.</p> <p>Number of people gaining qualifications, licences and skills.</p> <p>Completion of feasibility studies to enable future investment.</p> <p>Number of new businesses created.</p> <p>Number of organisations engaged in new knowledge transfer activity.</p> <p>Number of active or sustained participants in community groups as a result of support.</p> <p>Number of potential entrepreneurs provided assistance to be business ready.</p> <p>Number of socially excluded people accessing support.</p> <p>Number of people accessing mental and physical health support leading to employment.</p> <p>Number of people gaining a qualification or completing a course following support.</p>	

Outputs	Outcomes	Measurements
<p>Retraining, upskilling or reskilling members of the workforce – for example support for relevant training where the local workforce may require new skills to meet the needs of a local employer or sector.</p> <p>Promoting the advancement of digital skills and inclusion – for example supporting the development of digital skills for digitally excluded individuals.</p> <p>Supporting entrepreneurs and helping businesses with potential to create more job opportunities for current employees or take on new employees – for example enabling access to specialist support such as investor readiness schemes.</p> <p>Supporting decarbonisation measures – for example encouraging local businesses and organisations to reduce greenhouse gases through investment in new technology or energy efficiency measures.</p> <p>Projects that foster knowledge transfer activity. This may include nurturing further join up between higher education institutions and small businesses, leading to new product development, commercialisation, diversification and productivity benefits.</p> <p>Supporting employment opportunities for disadvantaged groups. Projects that support disadvantaged groups such as ex-offenders, veterans and the homeless to move closer to the labour market by providing wrap around support to address the multiple barriers they face. This should include the opportunity to gain basic skills, employability support and pastoral support to address other barriers such as health, finance and housing.</p>		

Performance monitoring

The Newbiggin Place Plan has been developed to meet evidenced local needs and a clear baseline has been set to enable monitoring of progress and achievement of outputs, outcomes and other benefits. Any gaps in data or baselines will be progressed during the Borderland Town Investment Plan (BTIP) development process to underpin the prioritised projects and the programme overall.

The lead authority, Northumberland County Council will undertake monitoring of the overall investment programme as outlined in the Place Plan and the subsequent BTIP in conjunction with the Newbiggin Place Development Group in line with the approach used for other place-based programmes as set out below:

- Demonstrate clearly how the scheme objectives will be achieved including intended changes and demonstrating the links between the interventions and benefits & outcomes within the community.
- Agree the baseline (current context and data both quantitative and qualitative) and progress stages to keep the Place Plan and the BTIP focussed and resources aligned.
- Identify gaps in data, baselines, comparators and collection methodology and create solutions, this will lead to refinement of what will be monitored, why and how.
- Enable accurate reporting generating confidence with funders, setting out monitoring of KPI's and change milestones throughout, supporting dynamic risk management.
- Create clear messages about the outputs and outcomes for a range of audiences to widen understanding about the scope and ambitious impact of the Newbiggin Place Plan.
- Assess the additionality of activities (and impacts) and demonstrate VFM.





Puffin bollards



Newbiggin Maritime Centre

Once the Borderlands Place Partnership Board and the Programme Board approve the Newbiggin Place Plan, the Place Development Group and NCC will be invited to create a Newbiggin Town Investment Plan. The monitoring and evaluation approach will be a key component of this as it will be fully incorporated into the overarching business case for the Newbiggin interventions and the individual projects that will combine to deliver the vision and strategic objectives.

NCC as lead authority will be responsible for monitoring project and programme delivery and reporting to the Borderlands PMO. Grant funding agreements will be issued to individual project sponsors once the BTIP is approved by the Borderlands programme, which will incorporate all monitoring and reporting requirements and any special conditions that might apply such as compliance with subsidy control.

Appropriate systems, processes and records will be established to ensure compliance with regulatory requirements such as eligibility, record keeping, document retention, financial output and milestone monitoring and reporting requirements, publicity requirements, subsidy control, procurement and audit purposes.

The Place Development Group will receive regular updates on the progress of BTIP projects and provide ongoing community oversight of these and the wider package of interventions that are not Borderlands eligible but continue to meet the vision and investment priorities outlined in this Place Plan.

Management and governance

The Newbiggin Place Plan has been developed with the local community and it represents their vision and aspirations for the town. The Place Development Group will continue to meet regularly to develop the Town Investment Plan and the prioritised projects and will support the wider pipeline of interventions that may be eligible for a range of other funding.

The remit of the Place Development Group will be reviewed regularly to ensure that representation is diverse and inclusive to provide strategic oversight, influence and direction to implementation of the Place Plan. This group is vital as the interventions are shaped to ensure strong community engagement and consultation and to encourage maximum collaboration with project sponsors across the investment themes.

In terms of approvals and assurance, the role of the group is to guide, input to and agree the projects that are identified as priority for Borderlands funding during the BTIP process from a collective community perspective. The group will provide local endorsement for the final BTIP, which will then require approval from NCC prior to submitting to the Borderlands PMO and being subject to full appraisal.

With the support of NCC the group will fully consider any queries that result from this process and respond through regular meetings to ensuring that the final BTIP is ambitious and deliverable.

Subject to BTIP approval, it is anticipated that the Newbiggin Place Development Group will become an active champion of the investment plan and support ongoing communication and engagement activities as projects develop using their local connections and collective voice.

There has been significant momentum gained and the group will continue to be supported by council officers with meeting co-ordination, progress reporting and advice for members and project sponsors on external funding opportunities. This will ensure that the Place Plan has the widest impact possible and will incorporate best practice through the network of Borderlands place programme officers and the Borderlands PMO.

The role of NCC as lead authority is established through guidance from the Borderlands Place Programme and includes formally approving the BTIP for submission to the Borderlands PMO. NCC will implement an internal assurance process prior to submission to ensure the plan is compliant with guidance and the business case for the Newbiggin programme and the local package of projects are viable, deliverable and will lead to delivery of the vision, objectives and intended outputs and outcomes.

Once the BTIP is approved by the Borderlands Programme, NCC will be responsible as accountable body for issuing grant funding agreements to individual projects as well as monitoring spend, progress and performance. The council's Economy & Regeneration Service will support co-ordination of the Place Development Group keeping them updated with progress.

Appendices

Appendix 1: Data Tables

Appendix 2: Consultation Report

This document is also available in an accessible format.

Contact us

Email: Growth@northumberland.gov.uk

Front cover images, from left to right: Boatyard at Newbiggin-By-The-Sea,
Newbiggin Bay at sunset.



[PREVIOUS PAGE](#)