

# Prudhoe

## Borderlands Place Programme Board

### Meeting Report

9<sup>th</sup> March 2022

11:00am

Teams

#### Attendees

<b>Board Members</b>	<b>Organisation</b>
Tony Kirsop (Chair)	NCC
Cllr Gordon Stewart	NCC
Cllr Chris Cuthbert	Prudhoe Town Council
Cllr Tracy Gilmore	Prudhoe Town Council
Terry Scott	Essity
Caroline Warburton	Prudhoe Community Partnership
Paul Murray	Prudhoe Traders Association
Donald Hutton	Prudhoe Youth Project
<b>Officers</b>	<b>Role</b>
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Neil Quinn	Senior Programme Officer (Town Regeneration)

#### Apologies

<b>Board Member</b>	
Cllr Angie Scott	Northumberland County Councillor
<b>Officers</b>	<b>Role</b>



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OBJ:OBJ

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## Governance

The following documents have been returned by all board members and have been placed on the publicly available Borderland Place Programme webpage for the town.

Declaration of Interests have been completed by each board member and are held at NCC. The board agreed that the Declaration of Interests table can be displayed on the Prudhoe Borderlands webpage and that this would be reviewed regularly to ensure accuracy.

The board may refer to NCC Policies, links to these are available on the Place Programme webpage for the town.

- Whistle blowing
- GDPR
- Complaints

## Vision for the town

The board was asked in the first board meeting to consider the elements that might be incorporated into a Borderlands Place Plan Vision for the town. They were reminded of the Borderlands overall programme core principles when they did this:

The five core principles that underpin the Place Programme:



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- **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

The group used time in the previous meeting to brainstorm ideas. These are summarised below

Group one	Group two	Cont.
<p>Drab - grey - more colourful to improve shopping experience - green more welcoming space</p> <p>More open spaces for relaxation</p> <p>Connecting young people with job opportunities</p> <p>Highfield park - opportunity for development like Ridley Park? More green space, running track? Toilets</p> <p>Youth activity options - occupy them.</p>	<p>Destination for shopping - creating something special on Front Street</p> <p>Events and activities calendar to bring people to the town</p> <p>Holistic approach - Prudhoe left behind in terms of tourism</p> <p>Combination of historical and modern - pride in town and monetary benefits</p> <p>Issues around health/medical health support - coming out of COVID</p> <p>Housing - Prudhoe is mixed economy but spirit to bring people together</p>	<p>Future of town is the young people - invest to raise aspirations</p> <p>Be able to offer nothing but the best - a stable base to work from</p> <p>Schools are outside of town - support must be accessible in town centre</p> <p>Identify opportunities (such as bandstand) for culture etc</p> <p>How do we help people with rising fuel/living costs</p> <p>Look at the older residents - how has this changed the</p>



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Entertainment and distraction.	Recognise that the retail sector has changed	landscape/how do they interlink
Greener, maybe no cars?	Future use of existing buildings e.g. Palace Theatre	Further promotion of training facilities needed
Parking and accessibility on the high street	Remember the local history of Prudhoe - bring together and celebrate (heritage)	Somewhere safe and easily accessible
Ah hoc performances on street - the glade - make it more accessible maybe bigger	Development of riverside - keep community fit and healthy	Raise aspirations through training and build future prospects
High Street as a destination not a fly through - encourage people to spend time	East Project - events and support available incl. Prudhoe Goes Green	Two specific locations as a blight - East centre & car park
Leisure on the high street	Young people as drivers of the local economy	Retain young people - ensure they want to live here
Linear high street - try and make it more accessible and less linear	Get the right mix of retail, leisure etc in town centre	No cultural centre for arts/music
Even low skills applications are low to Essity	Mixed economy - meet the needs of areas of deprivation too	Bringing people together by working with local groups
Youth opportunities – housing - job opportunities	Ensuring town is ready for green economy - EC points	Opportunities for residential on Front St.
Better wheelchair access		

From the ideas, a draft vision was completed by the NCC officer team and presented to the board.

### **Proposed (draft) Prudhoe Borderlands Place Programme Vision**

By 2031 Prudhoe will be a town of opportunities for people of all ages, providing a strong economy, a destination for high quality retail, leisure, culture and housing, and a focus on the future by supporting the young people of the town.



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Prudhoe will be a vibrant, thriving town with strong connections between the existing and new assets to offer the growing population a flourishing town with a great quality of life and provide a welcoming destination to visitors.

The group discussed the above and revised it to the following:

## **Revised (draft) Prudhoe Borderlands Place Programme Vision**

By 2031 Prudhoe will be a town of opportunities for people of all ages, providing a strong economy, a destination for retail, leisure, culture and housing, and a focus on the future.

Prudhoe town centre will be a bright, modern, thriving environment with strong connections between the existing and new assets, offering the growing population a flourishing town for young people.

Prudhoe will deliver a great quality of life and provide a welcoming destination to visitors.



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## Prudhoe Borderlands Place Programme Strategic Objectives

During the previous meeting, the board was asked to consider the overall Borderlands Place Programme.

Reviewing the seven overall Borderlands Programme Strategic Objectives, the board selected four that it felt most reflected the needs of the town. The Prudhoe priority objectives chosen in the first board meeting are highlighted in red:

**SO1:** Empower local communities to imagine and then build a long-term future for the towns they live in.

**SO2:** Safeguard existing businesses and attract new businesses to our towns and town centres.

**SO3:** Maintain and increase the number of visitors spending money in our towns and town centres.

**SO4:** Safeguard existing employment and deliver new jobs and opportunities for economic and social participation.

**SO5:** Maintain and increase the number of people living in our towns and town centres.

**SO6:** Retain and increase the working age population in towns.

**SO7:** Maintain and raise the quality of the physical environment in our towns and town centres.

The officer team then drafted bespoke versions for the town, and these were discussed by the board. The following draft strategic objectives for the Borderlands Place Programme in the town were identified, for further consideration following community consultation.

### **Proposed (draft) Prudhoe Borderlands Place Programme Strategic Objectives**

1. Collaborate with local communities, including young people, to imagine and then build a long-term future for the town they live in.
2. Safeguard existing businesses and attract new businesses to Prudhoe.
3. Maintain and increase the number of visitors spending money in Prudhoe.
4. Maintain and raise the quality of the physical environment in Prudhoe.



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The group discussed and re-drafted the strategic objectives which are presented below:

## **Revised (draft) Prudhoe Borderlands Place Programme Strategic Objectives**

1. Collaborate with local communities, including young people, to imagine and then build a long-term future for the town they live in.
2. Safeguard existing businesses and attract new businesses to Prudhoe.
3. Maintain and increase the number of visitors spending money in Prudhoe.
4. Maintain and raise the quality of the physical environment in Prudhoe.

## Public Consultation & Citizen Space Survey

The board discussed the methods used to let the community know about the Prudhoe Borderlands Place Programme. The drafted Vision and Strategic Objectives would be presented, and the community would be asked for their views on them. Similar consultations had been completed by the delivery team at NCC for both Blyth and Ashington using online survey software Citizen Space as well as through hard copies of questionnaires in strategic locations. It was agreed that PDF copies of the consultation survey (which will include the QR code link also) will be circulated around the Board members to print, leave and collect at the strategic locations. The hard copies should then be returned to the NCC officers to input the data onto Citizen Space. The aims are to:

- Ask respondents about how they feel about living / working / running a business / studying in Prudhoe:
  - What are the best things?
  - What are the worst things?



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- What would you like to change?
- Gather demographic data from the respondents to ensure a representative view

## Proposed programme ahead of next board

Activity / week com	14/3	21/3	28/3	4/4	11/4	18/4	25/4	2/5	9/5	16/5	23/5
Draft survey	■	■	■								
Board review draft & focus group prep				■	■	■					
Survey Live							■	■			
Focus groups							■	■	■		
Officer Analysis									■	■	
Board meeting											25th May 11:00am

It was agreed that the survey, when drafted, would be shared with all board members for review with a view to going live on the 25 April 2022

Next meeting (proposed) –25 May 2022, 11:00am