



# Northumberland County Council

## Prudhoe Borderlands Place Programme Board Minutes

13<sup>th</sup> July 2022

11:00 – Spetchells Centre, Front Street, Prudhoe

### Attendees

Anne Lawson (Chair)	NCC
Cllr Angie Scott	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
Don Hutton	Prudhoe Youth Project
Cllr Gordon Stewart	NCC

### Officers

Name	Representing
Chris Walker	NCC

### Apologies

Name	Representing
Russ Greig	Friends of Eastwoods Park
Neil Quinn	NCC

### Minutes (Action points in red)

Item	Details	Actions
1	<b>Declarations of Interest</b>  The summary of DOIs was presented by AL. No additional changes were required to the summary which is hosted on the town's webpage at: ( <a href="https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Borderlands-Place-Programme/Borderlands-Place-Programme.aspx">https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Borderlands-Place-Programme/Borderlands-Place-Programme.aspx</a> )	

	<p>Declarations of Interest will be reviewed at every board meeting and the online version updated as changes occur.</p> <p>A new representative from Friends of Eastwoods Park will be contacted by AL with a view to participating in future board meetings. GS to make introduction. PM remains the representative of the Prudhoe Traders Association but is no longer Chair of the Association.</p>	<p>AL/CW</p> <p>GS / AL</p>
2	<p><b>Place Plan development</b></p> <p>AL presented an overview of the work required to develop Prudhoe’s Place Plan and subsequent Town Investment Plan. Linking into recent work on the initial consultation, the presentation explained the process for development of the overall plan. The presentation would also be published on the town’s webpage.</p> <p>It was explained that CW would be responsible for much of the desk work involved in developing the Place Plan but that the input from board was vital to ensure the above points were maintained.</p>	<p>CW</p>
3	<p><b>Alignment with other projects in the town</b></p> <p>The board was asked to consider alignment of the place programme with other investments in the town, specifically:</p> <ul style="list-style-type: none"> <li>• What has been delivered recently?</li> <li>• What went well?</li> <li>• What were the challenges</li> <li>• What is currently being delivered?</li> <li>• What do we believe to be in the pipeline?</li> <li>• Who else should we talk to, to understand the project pipeline better?</li> </ul> <p>Appendix I demonstrates the work completed by the board, separated into three groups.</p>	
4	<p><b>SWOT analysis</b></p> <p>The board was then asked to identify the strengths, weaknesses, opportunities and threats with regard to Prudhoe as a town. The groups then fed back to the facilitator who noted each contribution on a large sheet of paper.</p> <p>The SWOT analysis is included in appendix II.</p>	
5	<p><b>Next Steps</b></p> <p>Officers will start to populate the Draft Place Plan for the town:</p> <ul style="list-style-type: none"> <li>• Strategy</li> <li>• Strategic approach</li> <li>• Consultation</li> <li>• Governance</li> </ul>	<p>CW</p>

	<p>Work will start on gathering context data for the town</p> <p><b>Next meeting – Mid-late September 2022 – Chris W to confirm with Caroline W (avoiding 21<sup>st</sup> September)</b></p> <ul style="list-style-type: none"> <li>• An update on Place Plan progress</li> <li>• Priorities and themes for the Place Plan projects</li> </ul>	
6	<p><b>Any Other Business</b></p> <p>No other business was declared</p>	
7	<p><b>Next meeting</b></p> <p>Next meeting TBC</p>	CW

## Appendix I - Alignment with other programmes and investments

### **Group 1 – Tracy, Angie, Terry & Don**

- Youth Project
- Town Fair
- Remembrance Parade
- Castle Events
- Flood wardens
- Employment fund
- Cottier Grange
- Woodlands Trust
- Walled Garden (Pipeline
- Tyneview Retail Park
- Eastwood Park
- Pocket Park
- Skate Park
- Forest school
- Miner's race
- Miner's lamp
- Highfield festival
- Riverside café
- Cycling Without Age
- Food bank
- Renew Centre

Requiring additional support:

- Development of the town centre car park (labour club/Northumberland Estates)
- A home for the youth project
- Development of Front Street
- Social Housing

### **Group 2 – Christine, Paul, Caroline & Gordon**

- Pocket Park
- Retail park
- Skate park at Highfield
- Eastwoods – Beacon
- East Centre Project
- Riverside – music event
- Employment and skills advice
- Arts festival
- Community orchard
- Walled garden
- Miner's race
- Christmas lights and tree festival
- Christmas fair
- Town fair

- Community theatre
- Tourist information
- Station information
- Housing development
- Remembrance parade
- Local history
- U3A
- Community allotments
- Prudhoe Castle
- Youth service
- Transport issues
- Wide range of sports (Waterworld etc)
- Riverside/tourism/recreation
- Local walks
- Cycling Without Age
- Schools – community involvement
- Churches Together
- The Glade/Bandstand
- Shops/flats (68/69)
- E-Bikes
- Spetchells Centre

## Appendix II – SWOT analysis

Internal Town Factors	External Factors
<p><b>Strengths of the town</b></p> <ul style="list-style-type: none"> <li>• Location</li> <li>• Access to transport &amp; road network</li> <li>• Access to cycling &amp; walking</li> <li>• Access to countryside</li> <li>• Proximity to Newcastle &amp; Gateshead</li> <li>• Community empowerment</li> <li>• Community participation</li> <li>• Working relationships amongst key stakeholders</li> <li>• Leisure centre</li> <li>• Cinema</li> <li>• Low Prudhoe</li> <li>• Retail offer &amp; post office</li> <li>• History</li> <li>• Employers</li> <li>• GPs &amp; medical services</li> </ul>	<p><b>Opportunities for the town</b></p> <ul style="list-style-type: none"> <li>• Showcasing the town</li> <li>• Leaflets, promotional tools &amp; digital marketing</li> <li>• Prudhoe gift vouchers</li> <li>• Joined up thinking &amp; function</li> <li>• Job vacancy market</li> <li>• Absent landlords</li> <li>• Change of use/licenses</li> <li>• High street taskforce</li> <li>• Low aspiration – raise aspiration levels</li> </ul>
<p><b>Weaknesses of the town</b></p> <ul style="list-style-type: none"> <li>• Promotion of the town</li> <li>• Website for the town</li> <li>• Social media promotion</li> <li>• IT infrastructure &amp; broadband speed</li> <li>• No SEN offer – education, exclusion and oversubscription of Happy Faces</li> <li>• Retail sector overlaps/duplication</li> <li>• Lack of holiday accommodation</li> <li>• Low aspiration</li> </ul>	<p><b>Threats for the town</b></p> <ul style="list-style-type: none"> <li>• IT infrastructure &amp; broadband speed</li> <li>• Absent landlords</li> <li>• Planning policies &amp; consent</li> </ul>