

# Prudhoe

## Borderlands Place Programme Board

### Meeting Report

26<sup>th</sup> January 2022

11:00 – 12:30

*Teams*

#### Attendees

<b>Board Members</b>	<b>Organisation</b>
Tony Kirsop (Chair)	NCC
Cllr Gordon Stewart	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
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>	<b>Organisation</b>
Russ Greig	Miners Lamp
<b>Officers</b>	<b>Role</b>



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## Governance

The following documents have been circulated amongst board members and have been placed on the publicly available [Borderlands Place Programme webpage](#) for the town, they are also attached as appendices to this report.

- Governance and Terms of Reference - see appendix 1
- Code of Conduct - see appendix 2
- Pen Portraits – see appendix 3

Declaration of Interests have been completed by each board member and are held at NCC.

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

- Whistle blowing
- GDPR
- Complaints



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## Briefing on the Place Programme

### Growth Deal commitment

Through the Borderlands Place Programme, we will target investment in places that will help boost economic activity across the region. Recognising the importance of our smaller rural market and coastal towns to the local economy, this programme will provide £50million of funding across the Borderlands area with UK Government committing up to £30 million in Cumbria and Northumberland and Scottish Government £20 million in the South of Scotland to support the revitalisation of towns across the Borderlands region, subject to full business case approval. A series of Place Plans will be developed for the region's priority towns and town centres. Towns will only enter the Place Programme should their Place Plan contain projects eligible for Borderlands investment.

### Borderlands Approach to Economic Recovery

- Help to re-start local economies and towns as they emerge from the pandemic, focusing on repurposing towns and town centres and safeguarding and retaining as much as possible of the current business, employment, and population base.
- Supporting towns to return to pre Covid-19 levels of activity by investing to increase footfall and spending in town centres, improve the attractiveness of towns, and encourage visitors to return.
- As towns complete the recovery phase, the focus will shift over time towards delivering long-term inclusive and sustainable economic growth, increasing employment, growing businesses, and boosting wealth and productivity. This will include investing in infrastructure for growth, such as new industrial and commercial developments, housing, transport infrastructure, and visitor attractions.
- The investment approach will vary between towns, depending on how each place has been impacted by Covid-19, and the types and scale of intervention needed to support their recovery, resilience and return to growth.

### Supported Capital Interventions

The Place Programme will support a range of capital interventions targeted at enhancing the economic infrastructure needed to ensure the sustainability and growth of our towns. This includes:

- Purchase and assembly of land and buildings.
- Remediation of vacant and derelict sites.

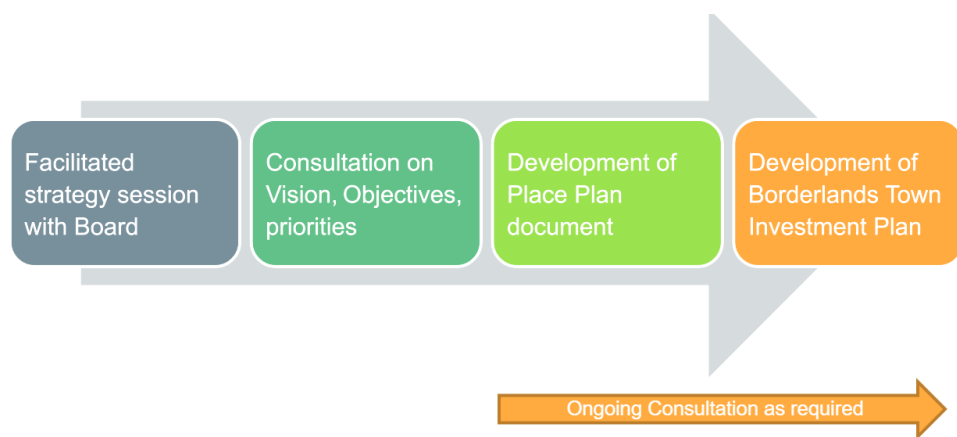


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- Property development and enhancement, including schemes to encourage private, public and third sector investment in improving buildings, re-modelling business premises, and conversion of buildings to new uses to support the repurposing of towns (e.g. residential, leisure, community uses).
- Development of arts and cultural, visitor economy, community, and skills and education facilities.
- Enhancement of shop, business and commercial public facing fronts.
- Development of the upper floors of buildings for affordable housing and other uses.

## Place Programme Development

The Place Programme in the town will take the following path during its development, supported by NCC officers at each stage. The programme is a ten year program to 2031 and there is no pre-prescribed timeline for each stage.





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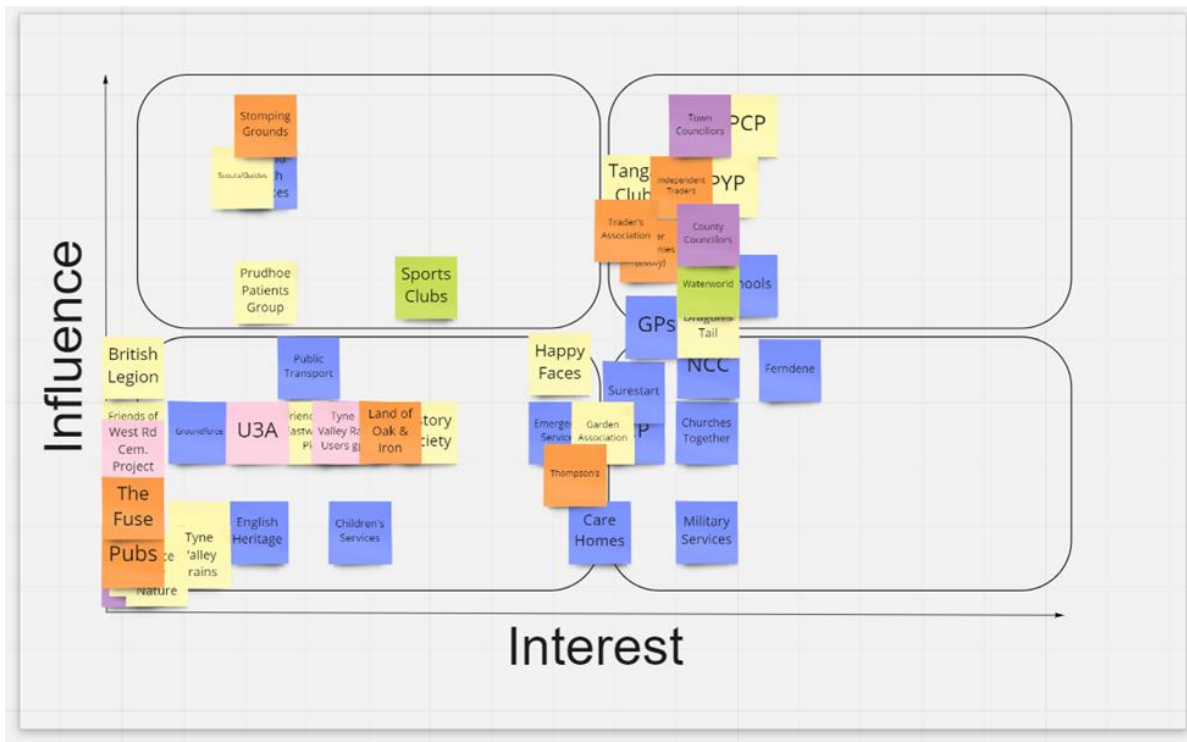
### Stakeholder Mapping and Board Development

A stakeholder mapping event was held on the 20<sup>th</sup> October 2021 with elected members. The results are shown below with summary analysis provided to understand those stakeholders with significant influence and interest in the future of the town

Named by one group	Named by two groups	Named by (all) three groups
Tanga Club NCC Mortal Fools Jobcentre Plus SureStart Happy Faces Northumberland Youth Services Military Services Prudhoe Patients Group (PPC) Land of Oak & Iron Friends of Eastwoods Park Tyne Valley Rail Users Group Groundforce Miner's Lamp Children's Services English Heritage Charities Tyne Valley Trains Network Royal British Legion West Road Cemetery Project The Fuse Gentoo Women's Institute (WI) Prudhoe Space for Nature Public Houses	County councillors Dragon's Tail Traders Association GP Surgeries Sports Clubs (football etc) Stomping Grounds Forest School Scouts/Guides/Youth clubs Thompson's of Prudhoe Public transport providers (e.g. Go Northern) History Society Care/Residential Homes University of the Third Age Friends of Prudhoe Woods	Prudhoe Community Partnership (PCP) Town councillors Independent Traders Prudhoe Youth Partnership (PYP) Schools Waterworld/leisure centre Larger companies (e.g. Essity) Ferndene Churches Together Community Gardens Association Emergency Services Housing Association



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From the above mapping activity, the accountable body; NCC, identified those organisations it felt were eligible and appropriate to participate in the Borderlands Place Programme Board. NCC elected Members were invited directly, Town and Parish Councils and other local stakeholders were invited to nominate suitable named representatives.

All organisations identified in the stakeholder mapping activity will be invited to participate in consultation and engagement activities as the programme progresses.

The stakeholder mapping and subsequent review process has resulted in the following Borderlands Place Programme Board:

Board Member (Name)	Board Member (Organisation)
Tony Kirsop (Chair)	NCC
Cllr Gordon Stewart	NCC
Cllr Angie Scott	NCC
Cllr Chris Cuthbert	PTC
Cllr Tracey Gilmore	PTC



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Caroline Warburton	PCP
Paul Murray	Traders Association
Donald Hutton	Prudhoe Youth Project
Terry Scott	Essity
Russ Grieg	Miners Lamp

The board will be supported by the following officer group:

Officer	Role
Anne Lawson	Senior Programme Officer (Town Regeneration)
Chris Walker	Community Regeneration Officer
Neil Quinn	Senior Programme Officer (Town Regeneration)





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## Vision for the Town

The board was asked 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:

- **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 flip charts in breakout groups to brainstorm ideas. These are shown below:

*Group 1 - Anne, Neil, Angie, Terry, Chris (Cuthbert), Tracy Gilmore*



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- Drab - grey - more colourful to improve shopping experience - green more welcoming space
- More open spaces for relaxation
- Connecting young people with job opportunities
- Highfield park - opportunity for development like Ridley Park? More green space, running track? Toilets
- Youth activity options - occupy them. Entertainment and distraction.
- Greener, maybe no cars?
- Parking and accessibility on the high street
- Ah hoc performances on street - the glade - make it more accessible maybe bigger
- High Street as a destination not a fly through - encourage people to spend time
- Leisure on the high street
- Linear high street - try and make it more accessible and less linear
- Even low skills applications are low to Essity
- Youth opportunities – housing - job opportunities
- Better wheelchair access

*Group 2 - Chris (Walker), Tony, Gordon, Caroline, Paul, Don*



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Destination for shopping - creating something special on Front Street	Recognise that the retail sector has changed	Get the right mix of retail, leisure etc in town centre	Ensuring town is ready for green economy - EC points	How do we help people with rising fuel/living costs	Two specific locations as a blight - East centre & car park
Events and activities calendar to bring people to the town	Future use of existing buildings e.g Palace Theatre	Opportunities for residential on Front St.	Future of town is the young people - invest to raise aspirations	Look at the older residents - how has this changed the landscape/how do they interlink	
Holistic approach - Prudhoe left behind in terms of tourism	Remember the local history of Prudhoe - bring together and celebrate (heritage)	Retain young people - ensure they want to live here	Be able to offer nothing but the best - a stable base to work from	Further promotion of training facilities needed	
Combination of historical and modern - pride in town and monetary benefits	Development of riverside - keep community fit and healthy	No cultural centre for arts/music	Schools are outside of town - support must be accessible in town centre	Somewhere safe and easily accessible	
Issues around health/medical health support - coming out of COVID	East Project - events and support available incl. Prudhoe Goes Green	Bringing people together by working with local groups	Identify opportunities (such as bandstand) for culture etc	Raise aspirations through training and build future prospects	
Housing - Prudhoe is mixed economy but spirit to bring people together	Young people as drivers of the local economy	Mixed economy - meet the needs of areas of deprivation too			

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- Events and activities calendar to bring people to the town
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- Housing - Prudhoe is mixed economy but spirit to bring people together
- Recognise that the retail sector has changed
- Future use of existing buildings e.g Palace Theatre
- Remember the local history of Prudhoe - bring together and celebrate (heritage)
- Development of riverside - keep community fit and healthy
- East Project - events and support available incl. Prudhoe Goes Green
- Young people as drivers of the local economy
- Get the right mix of retail, leisure etc in town centre
- Opportunities for residential on Front St.
- Retain young people - ensure they want to live here
- No cultural centre for arts/music
- Bringing people together by working with local groups
- Mixed economy - meet the needs of areas of deprivation too
- Ensuring town is ready for green economy - EC points
- Future of town is the young people - invest to raise aspirations



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- Be able to offer nothing but the best - a stable base to work from
- Schools are outside of town - support must be accessible in town centre
- Identify opportunities (such as bandstand) for culture etc
- How do we help people with rising fuel/living costs
- Look at the older residents - how has this changed the landscape/how do they interlink
- Further promotion of training facilities needed
- Somewhere safe and easily accessible
- Raise aspirations through training and build future prospects
- Two specific locations as a blight - East centre & car park

The NCC Officer group used these ideas to draft the following proposed Borderlands Place Programme Vision for the town. This will be reviewed, and a draft vision confirmed at the next board meeting, ahead of community consultation.



Proposed **Prudhoe** Borderlands Place Programme Vision



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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.

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.



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## Prudhoe Borderlands Place Programme Strategic Objectives

The board were asked to consider the overall Borderlands Place Programme. The Programme has seven investment objectives, focused on addressing regionally identified challenges and opportunities:

- **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 board were asked to identify at least **four** of the above that could be tailored to suit the needs of the local community in their view.

The following draft strategic objectives for the Borderlands Place Programme in the town were identified, for further consideration following community consultation.

### Proposed **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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### Appendix 1 Governance and Terms of Reference

[Webpage link](#)



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### Appendix 2 Code of Conduct

[Webpage link](#)





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Appendix 3 Pen Portraits

[Webpage link](#)