



Northumberland
County Council

Prudhoe – Borderlands Place Plan

13th October 2022

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Prudhoe Borderlands Place Plan review

Today we will review:

- What the data tells us
- What the consultation told us
- What we know as a board
- Place Plan context
- Potential investment themes
- Next steps



Place Plan - Context

Key sections within the place plan include:

- Introduction, strategic objectives and place programme approach
- Context analysis
- **Our strategy (work on this today)**
- Our approach to engagement and Governance
- **Identifying Projects and Investments (work on this today)**
- Acknowledgments
- Appendices

Introduction, strategic objectives and place programme approach

As a reminder, The Borderlands Place Programme represents a fresh opportunity to invest in Prudhoe to ensure its long-term sustainability and growth, underpinned by a 'whole town' approach

Prudhoe was identified as experiencing a high level of need, while also offering opportunities for growth, and as a result has been prioritised for investment through an objective, evidence-based process, applying transparent socio-economic data

Place Plans that include Borderlands eligible projects will then go on to develop a 'Borderlands Town Investment Plan' (BTIP). The BTIP will be narrower in scope, focusing on a relatively small number of investments and projects that are eligible for Borderlands Inclusive Growth (BIG) Deal funding. This will be limited to economic regeneration-type capital projects that support inclusive economic growth objectives and contribute to addressing the three BIG challenges of the Borderlands Inclusive Growth Deal:

- growing the working age population;
- boosting productivity; and
- delivering inclusive economic growth.

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.
- 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.

Context analysis – Section 2

- The preparation and development of the Plan has come about as a result of community participation and engagement and is intended to capture the energy and enthusiasm of the local community about their place.
- It articulates an ambitious vision for driving recovery improvements and prosperity and bring confidence that targeted investment interventions will result in meaningful change for the better.
- This Plan describes a Vision of Prudhoe for the future, the creation of which is the result of collaboration of local and strategic organisations and structured input from the local community.
- This has been through engagement sessions both on-line, in groups and on a one-to-one basis seeking views, ideas and feedback to a series of questions.
- It also builds on the engagement undertaken as part of the other local strategic documents identified within the Place Plan.

“Prudhoe is a pleasant place to live and work with beautiful views over the Tyne Valley because of its elevation. As you drive into Prudhoe there are well kept lawns and big trees. The Riverside provides pleasurable walks and the iconic Castle adds grace to the town.”



Role of town – Section 2

- Prudhoe is, today, Tynedale's largest town with a population of around 11,500. But it has expanded from its roots as a village only since the second half of the 19th century when coal mining and associated industries in the area massively increased in scale
- Today it still has a number of major industries including Essity, but it is largely a post-industrial town
- The main historic component of the town, Prudhoe Castle, lies strategically on a promontory jutting out from the valley side, overlooking the east-west route between Newcastle and Carlisle and commanding the ancient ford which crossed the river at this point
- The earliest evidence of human activity in the Prudhoe area, found during archaeological fieldwalking to the east of the town, is scatters of worked flints, probably of Mesolithic (middle stone-age) date
- Placename evidence suggests Prudhoe may have an Anglian origin and that an earlier defended settlement may have been located on the hill which became the site of the later castle
- Following the Norman Conquest, lands which were to become the preserve of the barony of Ovingham or Prudhoe or the Barony of Umfraville were confiscated by William Rufus after the revolt of Robert de Mowbray in 1095 and granted to the Umfraville family by Henry I (1100-35)
- A stronghold was built at Prudhoe and became the seat of the Umfravilles and successfully withstood sieges by the army of King William of Scotland in 1173 and 1174. The village of Prudhoe grew up in association with the castle and was, until the middle of the 19th century, strongly agricultural in character

Role of town – Section 2 (cont)

- The rich coal seams in the Tyne valley are known to have been worked in the area from the 14th century onwards but it was not until the second half of the 19th century that the coal resources of the area began to be intensively exploited and Prudhoe and nearby villages rapidly expanded
- By the turn of the 19th century Prudhoe was a busy mining town and shops developed along Front Street to serve the growing community. Modern expansion has increased the size of Prudhoe to such an extent that it is the largest town in Tynedale
- The character of the village began to change from about 1860 as collieries and associated industries developed in the area and houses for the new workforce were built. This caused a dramatic growth in the population and the village expanded along the east-west route along Front Street and West Street
- There are now around 90 businesses located on or around Front Street, with only a few vacant units. As a result, vacancy is only around 10%, lower than the national average of 15.6%
- Additionally, investment in Tyneview Retail Park has resulted in a larger retail offer including B&M, Aldi and McDonalds



Challenges facing the town – Section 2

In this section we identify the key issues that need to be addressed to improve the situation and effect positive change in the town. These include:

- Figures from the Northumberland Youth Service demonstrate that 67% of children living in the town are from an income deprived family as well as significant issues in relation to mental health well-being and drug misuse
- The town has limited public transport links which is also an obstacle to people accessing employment opportunities, particularly young people who may not have access to a vehicle
- The town has greatly suffered from the decline in the traditional industries of tourism, mining and fishing. The impact has been severe placing the village amongst the 5% most deprived areas in England
- The Parish has a high percentage of one person households - almost one-third of residents live alone
- Fewer people are economically active (61.3%) in the Parish compared to an average of 76.5% in Northumberland as a whole
- The town lacks smaller business premises which could encourage the formation and development of small businesses

Population and economy (what the data tells us) – Section 2

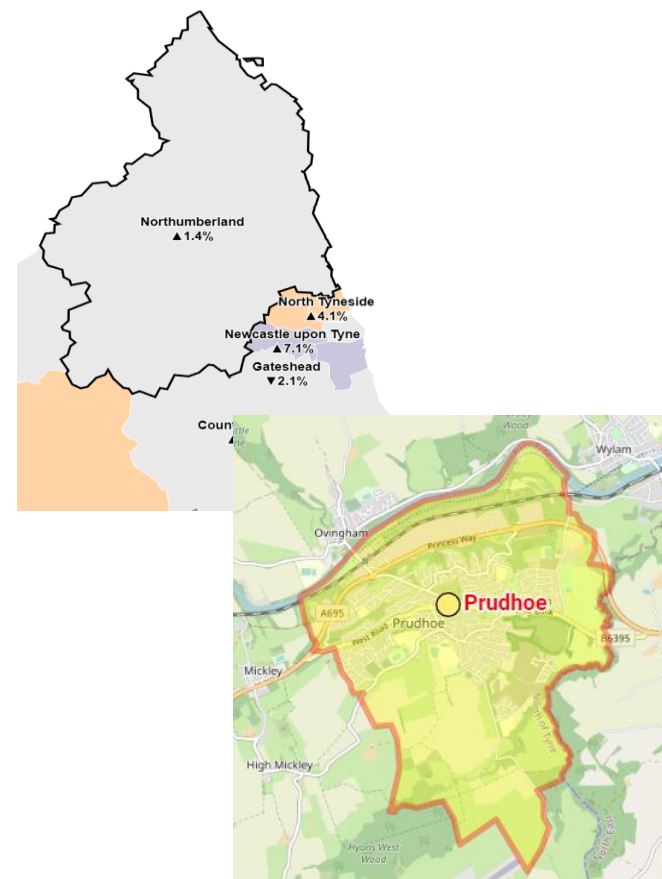
In Northumberland, the population size has increased by 1.4%, from around 316,000 in 2011 to 320,600 in 2021. This is lower than the overall increase for England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

In Prudhoe, the population has risen slightly (+0.23%) from 2011 to 2020.

| Name | County / District | Population Census 2001-04-29 | Population Census 2011-03-27 | Population Estimate 2020-06-30 |
|---------|-------------------|------------------------------------|------------------------------------|--------------------------------------|
| Prudhoe | Northumberland | 10,270 | 10,853 | 11,088 |

Prudhoe

- **11,088** Population [2020] – Estimate
- **3.143 km²** Area
- **3,528/km²** Population Density [2020]
- ➡ **0.23%** Annual Population Change [2011 → 2020]

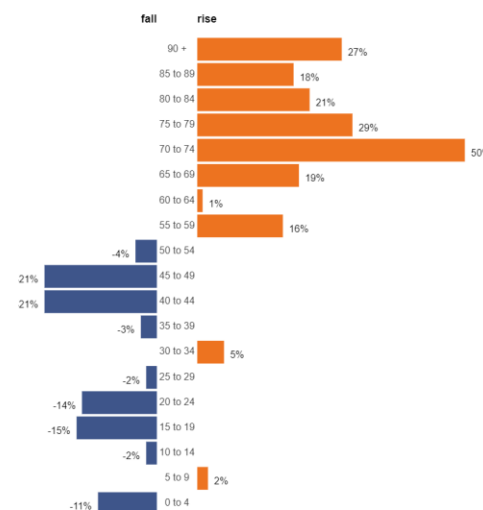


As of 2021, Northumberland is the least densely populated of the North East's 12 local authority areas, with an area equivalent to around two football pitches per resident. The population density is higher in Prudhoe – two people to each pitch.

Population and economy (what the data tells us) – Section 2

In Northumberland, there has been an increase of 28.9% in people aged 65 years and over, a decrease of 5.9% in people aged 15 to 64 years, and a decrease of 3.4% in children aged under 15 years.

As we can see from the charts below, Prudhoe's population (by age) is largely in line with the rest of the county, but has a significantly higher population of 65+ than the national average.



| age group | head-count | % share of population | % for Eng & Wales |
|-----------|------------|-----------------------|-------------------|
| 0-15 | 52.1k | 16.1% | 19.1% |
| 16-64 | 190k | 58.8% | 62.2% |
| 65+ | 81.4k | 25.1% | 18.6% |

| Population 2020 | Aged 0-15 | Aged 16-64 | Aged 65+ | % aged 0-15 | % Age 16-64 | % aged 65+ |
|-----------------|-----------|------------|----------|-------------|-------------|------------|
| 12,307 | 2,158 | 7,565 | 2,586 | 18% | 61% | 21% |

Population and economy (what the data tells us) – Section 2

More than half of the households in Northumberland are affected by at least one of the four conditions of deprivation measured in the last Census.

The four conditions are:

- unemployment or long-term sickness;
- no person in the household having at least a level two qualification (eg, a GCSE at grade A to C);
- one person in the household having a bad/very bad health problem;
- or the household being overcrowded.

As we can see from the table below, 53% of Prudhoe's households meet at least one condition of deprivation but only 9 (0.2%) meet all four.

| % Households deprived in 4 dimensions | Households deprived in 4 dimensions | All categories: Classification of household deprivation | Households not deprived in any dimension | % Households not deprived in any dimension |
|---------------------------------------|-------------------------------------|---|--|--|
| 0.2% | 9 | 5,061 | 2,377 | 47% |

Population and economy (what the data tells us) – Section 2

Now we'll look more closely at employment rates in Prudhoe and how they compare with Northumberland.

As of December 2021, there were 133,900 individuals of working age in Northumberland and 8,100 were classed as unemployed, an unemployment rate of 6.1%.

We can see from the latest figures (below) that the unemployment rate is lower in Prudhoe at 2.7% and that a slightly higher proportion of JSA/UC claimants (4.8%) are between 18-24. Only 66% of those aged between 16-74 are economically active, but this will include students and people claiming a pension.

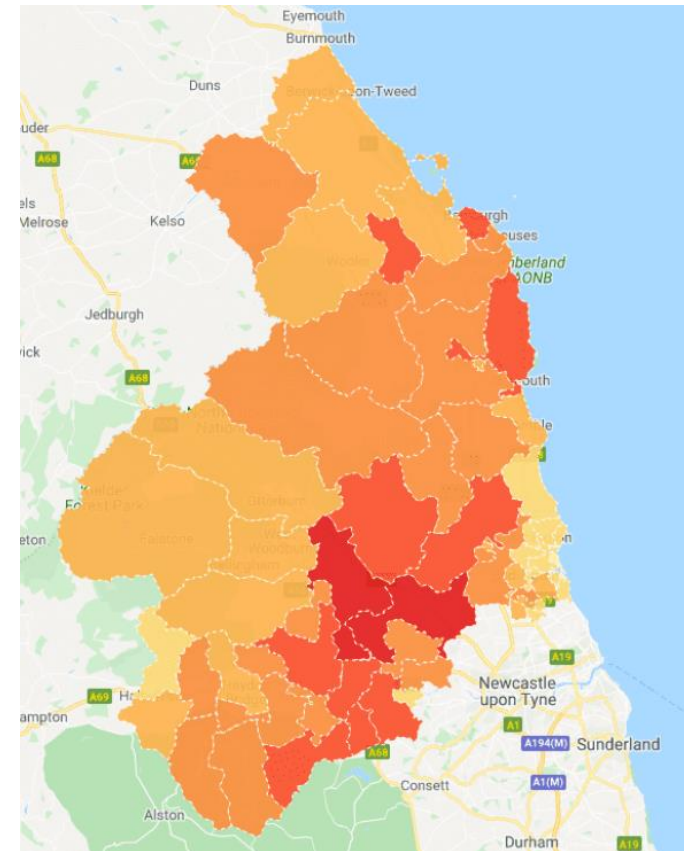
| JSA (and UC work related) claimants as proportion of 16-64 (Sep 21) | Age 18-24 (2020) | JSA (and UC work related) claimants as number of 18-24 (Sep 21) | JSA (and UC work related) claimants as proportion of 18-24 (Sep 21) | Economically active residents of all residents aged 16-74 | Economically active residents as a proportion of all residents aged 16-74 |
|---|------------------|---|---|---|---|
| 2.7% | 405 | 40 | 4.8% | 5,279 | 66% |

Prudhoe's residents travel an average 18.5km to work, demonstrating that most employment opportunities lie outside the town.

Population and economy (what the data tells us) – Section 2

The recent census information has also demonstrated that:

- 21% (1,986) of Prudhoe's 16+ residents have no qualifications. Only 11.1% of England's 16-64 population have no qualifications
- 25% (2,595) are qualified to level 4 or higher compared to 43.5% nationally
- The median household income is 35,304 in 2021 compared to £32,045 in 2011, a 10% growth. Nationally, the median household income is £31,400
- There were 4,533 households in Prudhoe. Of these, 68% were home-owned, 23% social rented and 9% privately rented
- The average house price in 2021 was £174,656. Nationally it is £278,000 and £211,000 in Northumberland.



Average house prices (Northumberland) 2021

Consultation (what the data tells us) – Section 2

Our consultation opened in February 2022 and we received 273 responses. We asked five questions; what are the best things about Prudhoe, the worst things and the three things you'd like to change. We also asked for feedback on our vision and strategic objectives.

- Over 40% of respondents were aged below 20. 20% of the total population are aged below 20
- Only 12% of respondents were aged over 60 – 41% of Prudhoe's population is aged 60+
- 158 people felt that Prudhoe's greatest asset was its community spirit, 152 enjoyed the green spaces and natural environment with 149 liking the local traders, businesses and retail/leisure offer
- 29% felt that Prudhoe's worst aspect was crime, vandalism and anti-social behaviour. 26.6% felt that there needed to be more activities and facilities for young people while 25% felt there was a need to have fewer duplicated shops
- The majority of respondents wanted to see an enhanced culture, leisure and retail offer (64%), followed by town centre improvements (37.5%) and improved provision for young people (30.6%)
- The majority of additional comments were focused on three things – creating improved facilities for young people, ensuring that investment was on par with other similarly sized towns, and making sure that a strong retail offer was in place with a larger selection of independent businesses
- Young people also felt that they needed improved provision, with more space to spend time for free with friends. Many wanted to see further large retail and franchises such as KFC
- 91% of respondents broadly agreed with the Vision but wanted to ensure that the Place Plan and investment plan was achievable
- 93% of respondents agreed with the Strategic Objectives generally, although the need was identified for specific and measurable improvements to improve the environment and contribute to net zero commitment as well as provide facilities and accessibility for youngsters and adults with special needs and disabilities.

Consultation (vision) – Section 2

Nearly 91% of respondents agreed with the Board's Vision:

“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”

Consultation (strategic objectives) – Section 2

Over 95% of respondents agreed with the 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 and green environment in Prudhoe.

Consultation (Prudhoe Community Partnership) – Section 2

233 people completed the survey carried out by Prudhoe Community Partnership in May and June 2018. This represents 1 person in 50 living in Prudhoe. The survey was compiled and analysed independently by Community Action Northumberland.

83% of people responding rated Prudhoe *** to ***** - between good and great as a place to live. A small minority, about 17%, really didn't like living in Prudhoe.

- Improving youth services was a high priority
- More arts activities would be welcome and maybe an arts centre
- Services for older people were good but some people said more could be done for people with dementia
- Access to shops for people in wheelchairs and people with buggies could be improved.
- Prudhoe needs more social housing at affordable rents
- The town centre needs livening up and the shop fronts could be more attractive
- Public transport around the town could be improved
- One third of people responding offered to help in the community showing that Prudhoe is a friendly town
- Potholes must be filled after the winter snow and parking should be improved

(<http://wwwhttps://prudhoe.org/wp-content/uploads/2019/04/Prudhoe-Town-Survey-yousaid-we-did-1.pdf>)

Board feedback – SWOT analysis

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

Board feedback – Investments

Current

- Youth Project
 - Town Fair
 - Remembrance Parade
 - Castle Events
 - Flood wardens
 - Employment fund
 - Cottier Grange
 - Woodlands Trust
 - Walled Garden
 - 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
 - Employment and skills advice
- Arts festival
 - Community orchard
 - Christmas lights & fair
 - Town Fair
 - U3A
 - Cycling Without Age
 - Schools – community involvement
 - Churches Together
 - The Glade/Bandstand
 - Shops/flats (68/69)
 - E-Bikes
 - Spetchells Centre
 - Community theatre
 - Tourist information
 - Station information
 - Housing development

Pipeline

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

Identifying investment themes – data, consultation, vision & strategic objectives

A number of themes have emerged as a result of the consultation for both the Borderlands Place Programme and the Neighbourhood Plan. These themes would largely support the feedback received from stakeholders at each stage. They include:

- Town regeneration and improving the retail offer
- Encouraging increased visitor numbers and capturing visitor spend
- Retaining the working age population and creating employment opportunities
- Creating space for start-ups and existing businesses
- Creating facilities and developing opportunities for young people
- Improving the physical environment

Can we identify 3 key themes?

These will be the strategic priorities to guide future activity for developing and promoting the town and should reference our vision and strategic objectives.

Example investment themes -

1

A Community to Cherish

This theme focusses on creating a heart for Dalton, through investing in a mix of renewed public space, and public realm which reflects the historic character of the town. It recognises Dalton as an enterprising town that can act as a draw for residents and visitors alike, as well as bringing back into use redundant and derelict sites. Interventions through this theme can build on the local heritage and assets of the town that will increase footfall and promote long term green and inclusive growth.

Theme 1, Concept 1:-

Highstreet Enhancements to repurpose town centre buildings

A package of activity that could support the repurposing of some town centre buildings to bring forward a more diverse offer and a better mix of facilities. The concept has the potential to reinvigorate the streetscape of the town centre through a shop front heritage improvement scheme and capital grant scheme that would bring forward private sector investment and support a wide range of end uses. Coupled with associated public realm and signage there is an opportunity to revitalise the Highstreet and fully embrace the community to cherish theme.

Example investment themes -

Concept 5a) Improved Physical Environment

| | |
|-----------------------|---|
| Introduction | If Egremont is to become a destination of choice, it is vital that the local environment is safe, secure, clean and welcoming. In order to reduce the prevalence of anti-social behaviour, local residents need to be able to access leisure facilities that underpin positive and active social interactions. |
| Project Idea | <p>Interventions could focus on making physical improvements to those locations in the town where people have caused vandalism. Some of these locations would be improved through the other Themes of our Plan such as creating a quality public realm and enhancing the Castle and its associated infrastructure. The pedestrian underpasses beneath the A595 main road could be made more inviting with improved lighting in order to deter anti-social behaviour.</p> <p>Creating an integrated network of clean and well-lit footpaths connecting together the assets in our town would provide our town's residents with sustainable and safe access safe to those facilities.</p> <p>Enhanced floodlit all weather sports facilities would increase participation in organised physical activities and help to keep kids off the street corners, particularly in the winter months.</p> |
| Outcomes and Benefits | Improved physical conditions such as clean, inviting and well-lit footpaths and pedestrian underpasses would enable residents, workers and visitors to feel safe and secure which is a pre-requisite to enabling the footfall in and around the town to be increased. |

Strategic objectives - reminder

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 and green environment in Prudhoe.

Strategy – what will success look like?

The Place Plan aims to provide lasting benefits for all residents and supporting inclusive and sustainable growth for Prudhoe's community.

The monitoring of the Place Plan will measure the impact of the activities and interventions brought forward against the baseline indicators for inclusive growth such as deprivation, workless households, access to services, qualifications and population/depopulation.

These will be the strategic priorities to guide future activity for developing and promoting the town and should reference our vision and strategic objectives.

Strategy – what will success look like?

How can we quantify success?

- New Businesses Created
- Businesses Safeguarded
- New and Improved Floorspace
- Derelict and Vacant Land Remediated
- Private Sector Leverage
- Increased GVA
- Additional Visitors Attracted
- Increased Footfall
- New Jobs Created and Supported
- People into Training and Employment
- Increased Health Outcomes
- Create New Social Enterprises to support green jobs and green economy

Next Steps



Next Steps

Prudhoe Borderlands Place Programme

- Place Plan Development
- High Streets Task Force (early 2023)
 - Next Meeting TBC

