

Rothbury

Borderlands Place Programme Board

Meeting Report

12th April 2022

18:00 – 19:30

Teams

Attendees

Board Members	Organisation
Anne Lawson (Chair)	Northumberland County Council
Cllr Steven Bridgett	Northumberland County Council
Cllr Peter Colquitt	Rothbury Parish Council
Cllr Ashley Arkle	Rothbury Parish Council
Ken Branson	Jubilee Hall Trust
John O'Brien	National Trust
Rector John Sinclair	Churches Together
Officers	Role
Chris Walker	Community Regeneration Officer
Iain Hedley	Community Regeneration Officer

Apologies

Board Member	Organisation
Abbie Curtis	Northumberland Estates
Dr Billy Hunt	The Rothbury Practice
Officers	Role



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Governance

The following documents have been circulated amongst board members and have been placed on the publicly available Borderland Place Programme [webpage](#) for the town.

- Governance and Terms of Reference
- Code of Conduct
- Pen Portraits

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

The board agreed to share the declaration of interests summary on the town's webpage. The updated copy was sent to all board members for final approval together with a copy of the report.

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 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:

- Allowing young people to stay in the area - not priced out
- Higher education and apprenticeships provision
- No vision of high school education
- Affordable living for young people outside of area
- Large-scale tourism accommodation
- Year-round economy – seasonality
- Ability to engage the community - esp. Youth
- Encourage coach trips to use local facilities through accommodation
- Management of visitor numbers/tourism
- Ongoing work to ensure the support remains
- Encourage coach trips to use local facilities through accommodation
- Ongoing revenue costs for Cragside - balance costs
- Infrastructure
- Improved public transport
- Cycling & walking routes
- **No regular bus service to Cragside** – please note that this has now been amended to demonstrate that the issue for residents was the lack of access/public footpath to an alternative entrance. The alternative entrance is not an official entry point to the Cragside estate.
- Access routes by more accessible roads & paths
- Not enough infrastructure for visitors



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- Improved parking facilities
- Hubs would encourage businesses to stay or come to the area
- Lack of facilities to encourage and keep people here
- Support for small businesses
- Youth provision, sports facilities and affordable housing
- Impossible to get on property ladder
- Unbalanced labour market due to lack of affordable housing
- Lack of good social care for the elderly
- Assisted housing needs/elderly



The NCC Officer group used these ideas to draft the following proposed Borderlands Place Programme Vision for the town. This was then reviewed by the board and amendments made as demonstrated in the second text box. The word 'sustainable' was added to prefix 'environment' and 'both now and for the future' added to the final line.



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Original (drafted) Borderlands Place Programme Vision:

"Collaborating with the community of Rothbury to create the environment, facilities and infrastructure to support residents, businesses and visitors of the town."

Revised Borderlands Place Programme Vision:

"Collaborating with the community of Rothbury to create a sustainable environment, facilities and infrastructure to support residents, businesses and visitors of the town both now and for the future"



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Rothbury Borderlands Place Programme Strategic Objectives

The board was 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.

At the previous meeting, the board was asked to identify at least **four** of the above that could be tailored to suit the needs of the local community in their view. These are highlighted in **red**.

The following draft strategic objectives for the Borderlands Place Programme in the town were identified and completed by the officer team at NCC, for further consideration before community consultation.

The only change made was a final sentence in SO4 which emphasised the importance of facilities for young people.



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Drafted Rothbury Borderlands Place Programme Strategic Objectives

1. Retain and increase the number of working age residents in Rothbury.
2. Maintain and increase the number of visitors spending money in Rothbury.
3. Safeguard and develop the businesses of Rothbury, ensuring a strong local employment opportunity, driving economic and social participation.
4. Maintain and raise the quality of the physical environment in the centre of Rothbury.

Revised Rothbury Borderlands Place Programme Strategic Objectives

- Retain and increase the number of working age residents in Rothbury.
- Maintain and increase the number of visitors spending money in Rothbury.
- Safeguard and develop the businesses of Rothbury, ensuring a strong local employment opportunity, driving economic and social participation.
- Maintain and raise the quality of the physical environment in the



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Citizen Space will be used in conjunction with specific focus groups and a targeted social media campaign to reach the largest audience possible. Emails will also be sent to stakeholder groups to inform them of the consultation - **Action CW**

A series of focus groups (centred on specific stakeholders such as businesses and young people) will be held throughout the consultation period. The officer team will contact the Rothbury Town Clerk for support to contact the remaining stakeholders - **Action CW**

Next board meeting

It was agreed that the next board meeting will take place at 18:00pm on Wednesday 22nd June at the Jubilee Hall, Rothbury (in person). The meeting will focus on the feedback from the public consultation.