

Borderlands Place Programme Board

**Inception/Scoping meeting
8 October 2021**



Presentation Outline

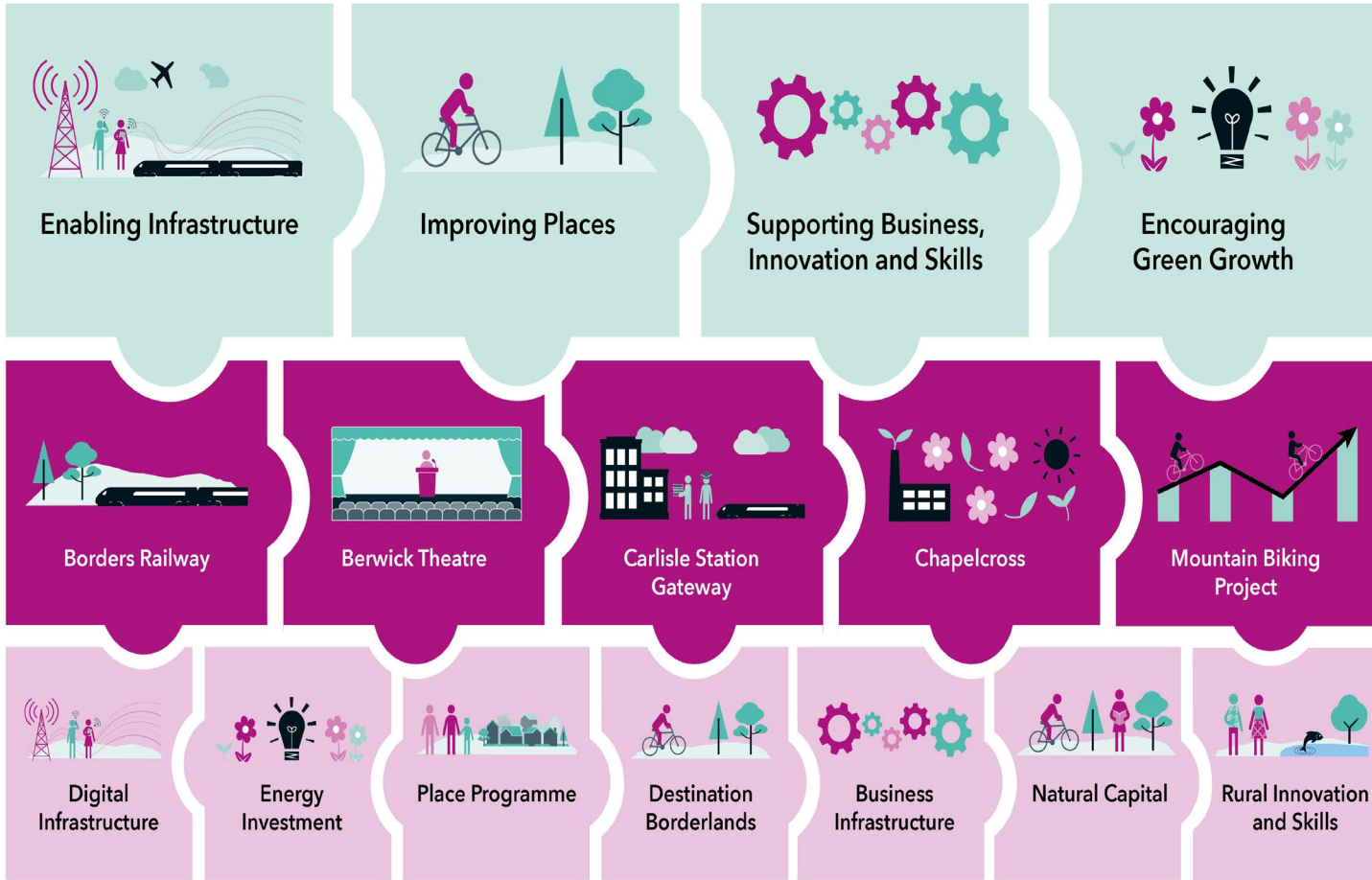
- Introduction to Board members and advisors
- Outline of the Place Programme
 - Rationale and Ambition
 - Approach
 - Programme value and benefits
- The Programme Board
 - Role and Membership
 - Operation
 - Next meeting



Introductions



Borderlands Inclusive Growth Deal



Outline of the Place Programme



Importance of our towns

- Our towns and their town centres are vital to the economic success, resilience and social sustainability of the Borderlands
- Across the area there are more than 100 towns with populations ranging from 1,000 to 46,000
 - These include long-established market towns, former industrial towns, and seaside/coastal towns
 - Many serve substantial catchment areas of dispersed and sparsely populated rural communities
- Many face significant challenges that require a sustained and coordinated response to ensure their long term resilience
 - Long term outflow of working age people
 - Struggle to attract and retain younger people
 - Town centres under pressure as retail and leisure sectors change
 - Lack of investment in critical infrastructure
 - Exacerbated and accelerated by the Covid-19 pandemic



Our Ambition

- **We want all our towns and their centres to be economically vibrant and resilient to change.**
- Places where people of working age choose to live
- Places that are attractive for enterprise and business
- Places that appeal to visitors as a destination
- Places that are recognised for their quality



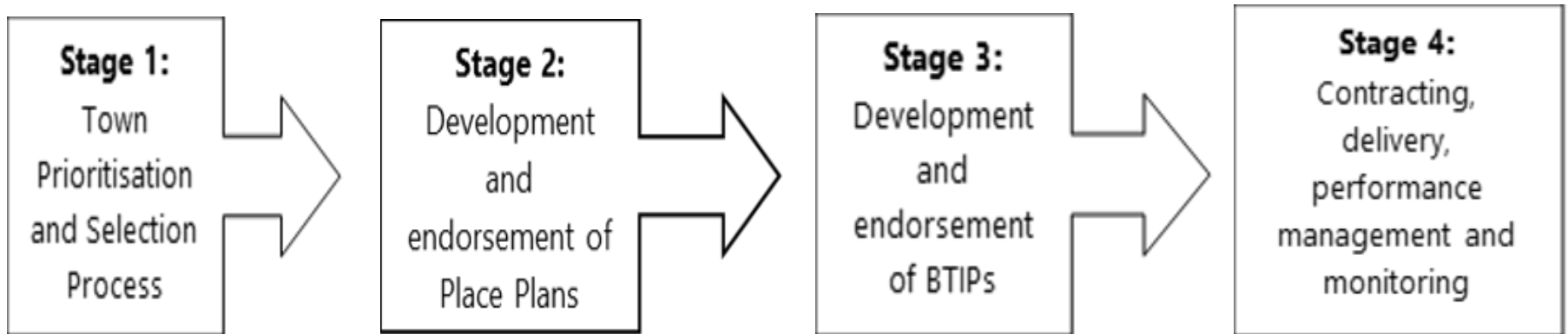
Our Strategic Objectives

- Attract new businesses to our towns and town centres.
- Increase and retain our working age population
- Raise the standard of the physical environment in our towns and town centres
- Increase the number of people living in our towns and town centres
- Deliver new jobs and opportunities for economic and social participation
- Increase the number of visitors who spend time and money in our towns and town centres



Our Approach to the Programme

The Programme will provide a new focal point for concentrated investment in reinvigorating and growing our towns, based on a “whole town” approach that involves four key stages



Stage 1: Prioritising the towns

- Towns will be prioritised based on a standardised assessment of need and opportunity:
 - Analysis of quantitative evidence for each town (i.e., statistics on deprivation, unemployment, incomes, business activity, town centre vacancies)
 - Qualitative assessment of needs and opportunities taking account of a range of factors including, for example, planned investments in the town, availability of other funding, proximity of the town next to key gateways or visitor attractions, and the strength of local partnership to drive forward regeneration



The priority towns

The following towns have been prioritised to prepare Place Plans:

| Cumbria | Dumfries & Galloway (first wave) | Northumberland | Scottish Borders |
|--|--|--|--|
| Dalton Egremont Longtown Penrith Ulverston Wigton | Gretna Kirkconnel Stranraer Whithorn Wigtown | Alnwick Bedlington Bellingham Haltwhistle Newbiggin Prudhoe Rothbury | Eyemouth Galashiels Hawick Jedburgh |



Stage 2: Preparing Place Plans

- Each prioritised town will prepare a Place Plan articulating the future vision for that town
 - Tailored to the unique features of the town
 - Describing how the town will build on its particular assets and strengths
 - Wide in scope to cover the full range of issues facing the town – regeneration, housing, environment, transport, education, health, etc
 - Set out a range of interventions and projects that will supported from a broad range of sources
- Led and developed by partnerships of local communities, business and town stakeholders working with the grain of existing action plans and other planned investment



Stage 3: Developing Borderlands Town Investment Plans (BTIPs)

- Place Plans that include Borderlands eligible projects will go on to develop a BTIP
 - Narrower in scope, focused on a relatively small number of investments and projects that are:
 - targeted at economic regeneration
 - relate to capital investment only
 - support inclusive economic growth
 - Deal funding will be matched and invested alongside other funding (local authority, private investment, Lottery, etc)



Eligible Interventions

- 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.



Core principles

- **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



Programme value and funding

- Commitment within the Deal to investment of £50 million, subject to full business case
 - £30 million from the UK Government for investing in England
 - £20 million from the Scottish Government for investing in Scotland
- Anticipated that each town supported (following approval of the BTIP) will receive an average of £2 to £5 million of Deal funding
- Programme will not invest in towns that are set to benefit from high value UK Government programmes such as the Towns Fund and the Future High Street Fund



Benefits and impacts (1)

- **Place** - Increase the occupancy rate of commercial property in towns; increase footfall and spending in town centres; increase visitor numbers and spending in towns; improve the physical fabric of town centres; provide higher quality places to live and work for our communities.
- **Business** - New business start-ups; businesses achieving growth (turnover, jobs); businesses sustaining turnover and jobs; increase in private business investment; jobs created and safeguarded (FTE); increase in business GVA.
- **People** - People improving skills / qualifications; people securing a job, training or an Apprenticeship; people increasing wages / income; increase in working age residents retained in, and attracted to, the Borderlands area.



Benefits and impacts (2)

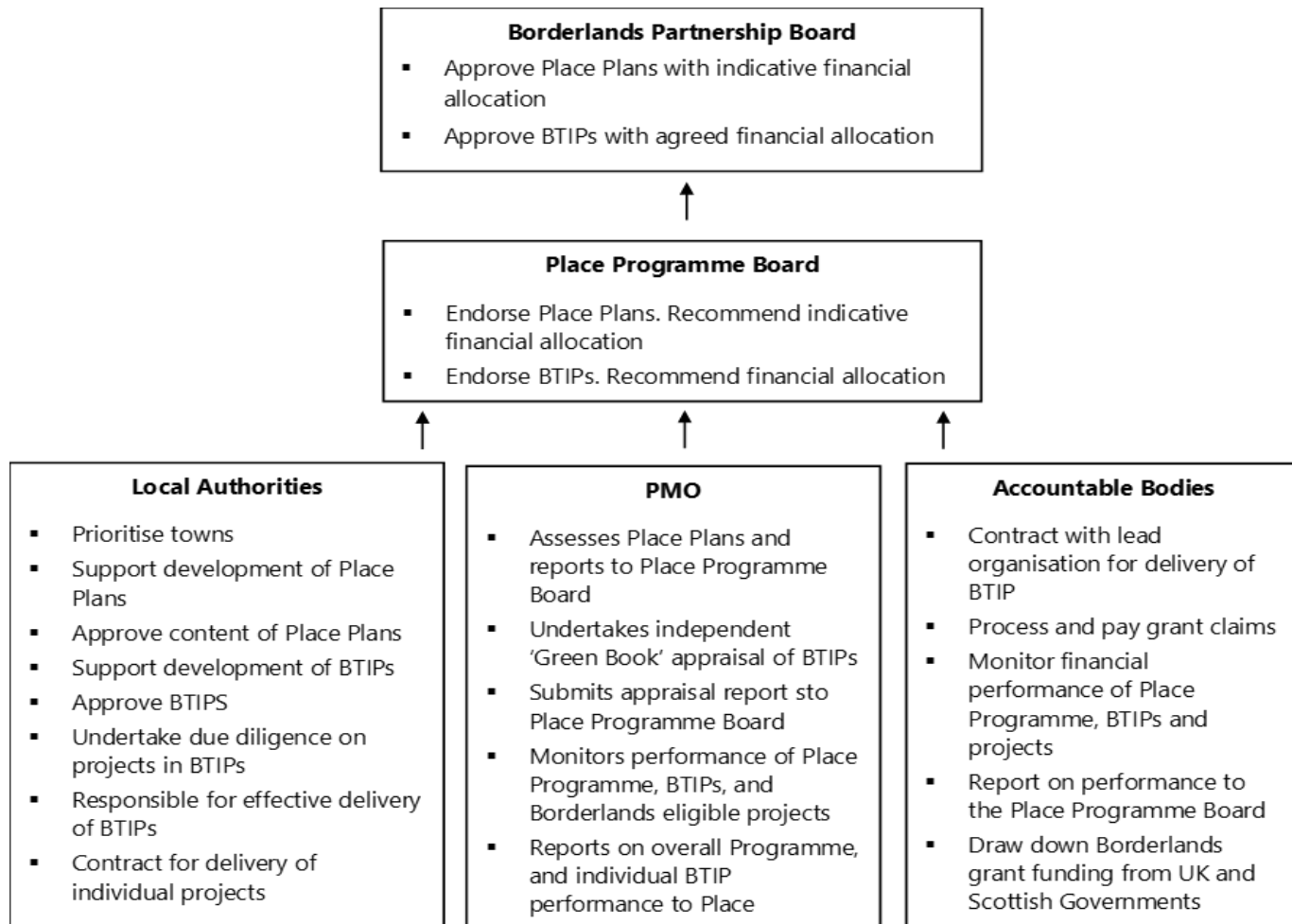
- **Inclusive growth and Covid-19**
 - Create and safeguard better quality, secure, well-paid jobs
 - Provide opportunities for people from all backgrounds to engage in employment, skills development and beneficial cultural and social activities, including people with the following characteristics: unemployed; economically inactive; NEET; BAME, people with a disability and those disadvantaged because of gender
 - Narrowing the gap between the Borderlands and other parts of England and Scotland on key socio-economic measures (e.g. economic activity rate, employment rate, average earnings)
 - Mitigate the impacts of Covid-19 on our towns, businesses and people



The Programme Board



Governance



Role

- Responsible for making recommendations to the Partnership Board on all matters that require a decision, including the consideration of proposed Place Plans, BTIPs, and the specific projects which are seeking Borderlands investment
- Oversee appropriate monitoring and evaluation activities across the Place Programme and will accordingly receive reports on the performance of the programme overall and individual projects to ensure delivery remains on track, risks are identified, and suitable responses put in place and will be able to invite in specific places to discuss progress and new opportunities



Membership

- Membership includes representation from the Scottish and UK Governments, regional partners, voluntary and community sector, key heritage and housing stakeholders
- Led by an independent Chair (nominated by the Partnership Board) with a knowledge of town-led regeneration
- Representatives from each of the of the constituent Councils will also attend the Programme Board as advisors and a member of the Borderlands Programme Management Office will also attend as an observer



Operation

- Act as a critical friend in first instance to support the co-production of the Programme
- Provide fresh insight to community-led plans and projects to share best practice and add value
- Operate in a collaborative and constructive way whilst providing challenge and rigour
- Appointment of the Programme Board Chair



Next meeting

- Anticipate being held in late November / early December
- Set the timetable of meetings for 2022
- Likely to still be largely formative but may have an emerging Place Plan to discuss and explore
- Proposed that part of the agenda will focus on how Place Plans align with the statutory local planning processes in England and Scotland



Questions and Discussion





Borderlands Inclusive Growth Deal

