

COUNTY COUNCIL LOCAL COMMITTEE FOR CARLISLE

Meeting date: 3 March 2023

From: Executive Director – Economy & Infrastructure

BORDERLANDS PLACE PLAN - LONGTOWN

1.0 EXECUTIVE SUMMARY

- 1.1** *This report provides an overview of the Place Programme that forms part of the Borderlands Inclusive Growth Deal, which is aimed at revitalising small market towns across the region through the delivery of key capital projects that will drive economic growth. Longtown has been selected as the town in the Carlisle district to be included in the Place Programme.*
- 1.2** *This project is led by Carlisle City Council, working with Prosocial Place who have been supporting the community in Longtown to develop a Place Plan, which is required to access the funding. The Community Development Team have been supporting this also.*
- 1.3** *This report outlines the vision, objectives and proposed action areas set out in the draft Longtown Place Plan and Carlisle Local Committee is asked to endorse the draft Plan in principle for progression onto the Borderlands Place Programme Board.*

2.0 STRATEGIC PLANNING AND EQUALITY IMPLICATIONS

- 2.1** *The Place Plans sets out a 10–20-year vision for Longtown, developed by the community, which seeks to build a sense of community in Longtown and create a place where people want to live, work and visit. The Plan supports the delivery of Community Strategy and Council Plan priorities, which are*
- *To safeguard children, and ensure that Cumbria is a great place to be a child and grow up*
 - *To enable communities to live safely and shape services locally*
 - *To promote health and wellbeing, and tackle poverty*
 - *To protect and enhance Cumbria’s world class environment*
 - *To provide safe and well maintained roads and an effective transport network*

- *To promote sustainable economic growth, and create jobs*
- *To support older and vulnerable people to live independent and healthy lives.*

3.0 RECOMMENDATION

- 3.1** *It is recommended that Members of Carlisle Local Committee endorse the contents of this report and the Longtown Place Plan provided in Appendix A.*

4.0 BACKGROUND

- 4.1 The Borderlands Inclusive Growth Deal signed 18 March 2021 by the five cross-border Local Authorities of Carlisle City Council, Cumbria County Council, Dumfries and Galloway Council, Northumberland County Council and Scottish Borders Council outlined £452 million of investment to promote the economic growth of the Borderlands area.
- 4.2 A core element of the Deal is the Place Programme. The Borderlands Place Programme's aim is to recognise the importance that smaller rural market and coastal towns have to the local economy of the Borderlands and help revitalise these towns across the Borderlands region through the delivery of key capital projects that will drive the economy of the area. The Place Programme is supported by £50 million of capital funding committed by the UK and Scottish governments.
- 4.3 In Cumbria, six places were selected for inclusion in the Place Programme. In 2020, Longtown was selected for inclusion in the Borderlands Place Programme as the candidate for the Carlisle district area with Carlisle City Council leading on the project.
- 4.4 Since July 2022, Carlisle City Council have been co-designing a Place Plan with the community of Longtown in a series of community workshops. The Longtown Place Plan has been co-developed with a local partnership established for this purpose.
- 4.5 The Longtown Place Plan is expected to progress to the Place Programme Board for endorsement on the 17 February 2023 and then onto the Borderlands Partnership Board on the 15 March 2023.

5.0 PLACE PROGRAMME GUIDANCE AND PROCESS

- 5.1 The Place Programme aims to provide a new framework for investment in towns, underpinned by a 'whole-town' approach, with co-ordinated Place Plans led by town partnerships.
- 5.2 The Borderlands Place Programme is a four-stage process with:
- Stage 1: The selection of the town to be included in the Place Programme, using prescribed quantitative and qualitative selection methodology.
- Stage 2: The development of a Place Plan set by the local community. The purpose of the Place Plan is to articulate the 10–20-year vision for the regeneration, resilience growth of the town, and to describe how this will be

achieved in practice. The Place Plan will be primarily focused on describing the overarching strategy for the Town, how this aligns with other key strategies, areas for intervention and why they are needed, and the evidence base.

Stage 3: The development of a focused Borderlands Town Investment Plan (BTIP) covering those elements to be funded directly through Borderlands funding. The purpose of the BTIP is to provide further detail and justification of the projects prioritised in each Place Plan for Borderlands investment. It is a light touch business case, aligned to the Treasury Green Book five case model.

Stage 4: Implementation of the approved BTIP projects, including funding draw down, contracting with the accountable body, signing grant funding agreements and delivery.

5.3 This report concerns only Stage 2, the development of a Place Plan.

5.4 There are five principles underpinning the Place Programme and successful Place Plans will need to demonstrate how they address these:

Place-Based: Assessing what assets are already in place and what investment needs and solutions for each place on its own terms: what the place wants to be in 20 years, what it needs, and what it offers. This should make the most of what makes the place distinctive using local heritage and culture.

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.

Prevention and Future Proofing: Investment and action directed towards preventing further deterioration in our towns and town centres, and ensuring they are equipped to respond to future change, including recovery from the impact of Covid-19 and Climate Change.

5.5 A Place Plan can outline a range of projects / interventions, some of which may be potentially eligible for Borderland's funding - with others requiring different sources of funding. Projects seeking Borderlands funding will be required to develop Borderlands Town Investment (BTIP) and demonstrate that outputs aligned to the Inclusive Growth Deal will be achieved, such as:

- The creation of new businesses.
- The growth of existing businesses.
- Increased retail turnover in town centres.
- Improvements to the physical fabric of town centres.
- Increased visitor numbers.
- Increased footfall.
- Decreased vacancy rates for commercial premises.
- New facilities for young people.
- Reductions in number of dangerous structures.

- Housing solutions including affordable housing for young and old people.
- Increased levels of private sector investment / activities.

6.0 PROPOSAL

6.1 The Place Plan sets out a 10–20-year vision for Longtown, developed by the community, which seeks to build a sense of community in Longtown and create a place where people want to live, work and visit. The vision states:

6.2 ‘[...] Building on our heritage and unique qualities, we will make Longtown a thriving, cooperative destination that attracts people to live, visit and invest here. We will develop a foundation of social, environmental and economic sustainability by building on our existing positive assets and by bridging the gaps that exist between them.’

6.3 From this Vision, the community have developed three core objectives for the Place Plan, which provide the framework for future social and economic regeneration in the town. These are:

A. Thriving Longtown

- Addressing community health and wellbeing needs
- Creating a safe and secure place
- Connecting the town fabric
- Growing a Market Garden Town

B. Destination Longtown

- Growing a cohesive community
- Creating an attractive place to live, visit and invest in
- Capitalising on rural, environmental and heritage assets
- Connecting to wider Borderlands initiatives

C. Cooperative Longtown

- Enterprise - foster local co-operative initiatives
- Togetherness – support intergenerational connections
- Resilience – improve capacity and resources
- Volunteering – promote equity and fairness

6.4 Three Action Areas have been developed that address the key objectives of the Place Plan, breaking it down into three themes:

1. Connecting People & Place

This action area is about creating an attractive and well-functioning place. It is focused on improving active travel routes and connectivity, enhancing the townscape and public realm and celebrating the cultural heritage of the town.

2. Focal Points & Places

This action area is about creating a sense of arrival, destination, and heart in Longtown. It is focussed on physical interventions in the town centre, the conservation area and the key gateways.

3. Enterprise Initiatives

This action area is about people, their future prosperity and security. It is concerned with building local skills, increasing business resilience, and creating space local enterprise.

7.0 CONSULTATION

- 7.1 Throughout 2022, extensive consultation sessions have been delivered through a series of 5 community workshops, a stakeholder session as well as numerous other community meetings.
- 7.2 A requirement of the Place Programme is the creation of a locally-led partnership that takes co-develops and owns the Place Plan. For this purpose, a community group named the Longtown Development Team became a constituted group on 22 September 2022.

8.0 RESOURCE AND VALUE FOR MONEY IMPLICATIONS

- 8.1 There are no financial implications arising from this report.

9.0 LEGAL IMPLICATIONS

- 9.1 The recommendation to support/endorse the content of this report, and the 'Longtown Place Plan' falls within the Local Committee's Area Planning Functions (part 2D paragraph 5.1.1 of the constitution) and members may make representations about the proposals.
- 9.2 While the recommendation does not contain any direct legal implications at this stage, Local Committee may in the future be asked to take associated decisions that will have legal implications.

10.0 CONCLUSION

- 10.1 In summary the report recommends that Carlisle Local Committee endorses the contents of this report and the Longtown Place Plan provided in Appendix A.

Angela Jones
Executive Director – Economy & Infrastructure

APPENDIX

Longtown Place Plan

Electoral Division: Longtown

Executive Decision

	No
--	----

Key Decision

	No
--	----

If a Key Decision, is the proposal published in the current Forward Plan?

		N/A
--	--	-----

Is the decision exempt from call-in on grounds of urgency?

	No
--	----

If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained?

		N/A
--	--	-----

Has this matter been considered by Overview and Scrutiny?
If so, give details below.

	No
--	----

Has an environmental or sustainability impact assessment been undertaken?

	No	
--	----	--

Has an equality impact assessment been undertaken?

		N/A
--	--	-----

REPORT AUTHOR

Contact: Joanna Coleman,
Public Health Locality Manager
Joanna.coleman@cumbria.gov.uk