

<https://www.northumberland.gov.uk/economy-and-regeneration/projects-and-programmes/borderlands-place-programme/rothbury-borderlands>

Category	Suggestion	Feedback
<h2 data-bbox="136 403 689 456">Place Partnership Group</h2> <p data-bbox="136 501 1995 579">The Place Partnership Group has been established to oversee the development of the Borderlands Place Plan and Borderlands Town Investment Plan for Rothbury.</p> <p data-bbox="136 635 2045 713">The Place Partnership Group was established in February 2022. It is made up of representatives from key public, private and community sector organisations.</p> <p data-bbox="136 799 882 836">Further information is available on the following link:</p> <p data-bbox="136 922 2033 1000"><a href="https://www.northumberland.gov.uk/economy-and-regeneration/projects-and-programmes/borderlands-place-programme/rothbury-borderlands">https://www.northumberland.gov.uk/economy-and-regeneration/projects-and-programmes/borderlands-place-programme/rothbury-borderlands</a></p> <p data-bbox="136 1086 1406 1123"><b>County Council feedback relating to resident suggestions received is detailed below.</b></p>		

<b>1. Visionary Projects requiring very significant funding</b>	Create new route into Scotland via Rothbury	We will flag this idea with the councils Strategic Transport team although we are not aware of any plans of this type. Key constraints are likely to be the need and demand for such a route in context of national roads strategy as well as land related constraints e.g National Park, SBC, private land, restricted byways and bridleways. This type of scheme is out of the scope of the Borderlands Place Programme funding has an allocation of up to £3m capital spend for Rothbury focused on improving the town centre.
	Develop the Mart site behind a flood defence wall.	Has been considered previously. Owned by Hexham Auction Mart Company Ltd. This site is still used for auctions and the Music Festival.
	Create a small university satellite campus	Promoting access to education is featured in the Rothbury Place Programme and has also been highlighted in the Alnwick Borderlands Place Programme, a proposal for North Northumberland to develop a facility in Alnwick focused on STEAM (science technology engineering arts and maths) is currently subject to a feasibility study whose outcome is anticipated in Winter 2025 with a focus on combining employer demand with learners in a rural context - the need and viability for any capital facilities is being considered as part of this. The idea of a university satellite campus will require significant funding, delivery partner and viability assessment to understand the need none of which are currently known of. Such development would exceed the £3m allocation to Rothbury town and would need significant external match funding.
<b>2. Projects requiring significant funding</b>	Bunkhouse for active overnight visitors, cyclists and walkers.	Gaps in visitor accommodation offer. No camp sites in or near the village. Nearest is Branton, near Ingram. Nearest youth hostel is Alnwick.
	Repurpose vacant buildings.	The repurposing of vacant buildings can be considered as part of the Borderlands Place Programme where there is a clear, viable and deliverable new use for the building in question which contributes to the objectives of the Place Plan. The programme cannot fund the acquisition of buildings speculatively. Where the acquisition for new properties are required for project delivery, project sponsors are encouraged to explore options available on the market.
	A leisure centre for Coquetdale that incorporates a pool, youth facilities, snooker, badminton, etc.	The previous Swimming pool in the town closed and the likelihood of introducing new provision is not likely to be viable given the high running costs and population footprint. A newly refurbished gym has been provided in the former premises.
	Create a business partnership group (Development Trust).	Previous attempts of creating a development trust were unsuccessful. However, Development Trusts have proven to be successful in other Northumberland towns. This has been discussed within PPG meetings with members who are seeking to visit other Devt trusts to learn more about them and see whether such a model could help Rothbury in the longer term.

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	Employ a regeneration/development officer for Rothbury.	Rothbury Coquetdale Vision employed an officer 20 years ago with little resultant impact. Consideration of capacity to develop projects is being considered linked to the Devt Trust point above.
	Visitor Centre in conjunction with Wildlife Trust, National Trust, National Park, local businesses. A 'visitor centre' gateway to the National Park/Coquetdale.	NNPA ran a TIC in Church House. Closed to save significant running costs.
	Improved car parking within the town.	Car parking will be reviewed during the town centre public realm, connectivity and wayfinding improvements study. The role of shops and customer facing organisations in the town as well as social media/online presence is a key consideration for delivering effective visitor information about the town.
	Youth provision, including single person housing.	The previous Youth Project closed due to lack of funding.
	Provision of independent living facilities for the elderly	NCC Housing have indicated assisted living projects are unlikely to be financially sustainable in Rothbury, due to the lack of demand in comparison to the amount of units required to make it financially viable. [Awaiting further update from Housing]
	Accessible public toilet and changing facilities at/near the Haugh	NCC closed the toilet block at the Haugh due to its poor condition and ongoing maintenance costs. The NCC use my loo initiative is an important opportunity to broaden availability of facilities. See here for more information <a href="https://www.northumberland.gov.uk/roads-and-streets/public-toilets">https://www.northumberland.gov.uk/roads-and-streets/public-toilets</a>
<b>3. Improvements to infrastructure requiring a more modest level of funding</b>	Repaint footbridge	This would be a revenue cost and therefore not eligible for Borderlands Funding. Feasibility of re-painting programme being reviewed by NCC Highways.
	Safe walking route to Cragside, Armstrong Park, Thropton, and beyond	NCC will be resourcing some study work to look into options to improve town centre public realm, connectivity and wayfinding improvements. This idea can be looked into further in 2026 as part of this work noting the constraints on this route.
	Improved walk, wheel, cycle route to Beggar's Rigg / Cragside via Thrum Mill.	NCC will be resourcing some study work to look into options to improve town centre public realm, connectivity and wayfinding improvements. This idea can be looked into further in 2026 as part of this work noting the constraints on this route. Site access may be limited re NT access to Cragside via Thrum Mill.

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Town entrance signage	An option but requires parish council approval and long term maintenance agreement. NCC will be resourcing some study work to look into options to improve town centre public realm, connectivity and wayfinding improvements. This idea can be looked into further in 2026 as part of this work noting the constraints on this route. This could be considered during the town centre public realm, connectivity and wayfinding improvements options study.
EV Charging points	NCC will be resourcing some study work to look into options to improve town centre public realm, connectivity and wayfinding improvements. This idea can be looked into further in 2026 as part of this work noting the constraints on this route. This could be considered during the town centre public realm, connectivity and wayfinding improvements options study.
Traffic Management Plan	This would be a revenue cost and therefore not eligible for Borderlands Funding.
Evaluate existing signage, improvements within the town to ensure clarity and consistency.	NCC will be resourcing some study work to look into options to improve town centre public realm, connectivity and wayfinding improvements. This idea can be looked into further in 2026 as part of this work.