



Alnwick Place Programme – Consultation 1

Citizen Space (online survey)

<https://haveyoursay.northumberland.gov.uk/economy-regeneration/alnwick-bpp-consultation>

The activity ran from 28/03/2022 to 11/04/2022

Responses to this survey: **395**

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Alnwick Borderlands Place Programme Consultation



Alnwick Borderlands Place Programme Consultation

Overview

Through the [Borderlands Place Programme](#), Northumberland County Council intend to target investment in places that will help boost economic activity across the region. Recognising the importance of our smaller rural market and coastal towns to the local economy, this programme will provide up to £50 million across the whole Borderlands region.

A series of Place Plans will be developed for both Alnwick and Northumberland's other priority towns and town centres. Towns will only enter the Place Programme should their Place Plan contain projects eligible for Borderlands investment.

Closes 11 Apr 2022

Opened 28 Mar 2022

Contact

growth@northumberland.gov.uk

Why your views matter

To develop a Town Investment Plan for Alnwick, it is vital for us to learn more about the town from your perspective. We have launched a new survey and if you live, work, study, visit, or run a business in the town we encourage you to use this to have your say on developing plans for Alnwick.

We are asking you to share your feelings on the best and worst aspects of the town and the things that you would like to see change.

The survey is open from the 28th March 2022 and closes at midnight on the 11th April 2022.

Section 1 - Demographic Questions

A series of questions were presented to respondents to capture demographics. They were:

- **What is your age?**
- **Do you consider yourself to have a disability?**
- **Why do you come to Alnwick?**
- **Please could you give us the first five alpha numeric characters of your home postcode**

Section 2 – The best and the worst things about Alnwick

- Currently what are the BEST things about Alnwick as a place to live, work, study, visit, or run a business?
- Currently what are the WORST things about Alnwick as a place to live, work, study, visit, or run a business?
- What are the THREE most important changes that would make Alnwick a better place to live, work, study, visit, or run a business?

Section 3 – Vision

This is the Borderlands Place Programme vision for Alnwick:

" Enhancing Alnwick's long-term future as an outstanding place to live, work and visit"

Do you agree with the vision? (yes/no)

One open question then followed with text boxes:

Is there anything else you would like to say about the vision?

Section 4 – Strategic Objectives

We have four strategic objectives:

1. Sustaining Alnwick's existing employment, creating new jobs and opportunities, embracing innovation as a driver for growth.
2. Improve the economic prosperity of Alnwick by increasing the sustainability of the visitor economy.
3. Create a sustainable future for young people in Alnwick.
4. Maintain and raise the quality of the built environment in Alnwick town centre.

Our objectives will be underpinned throughout by the priorities of

- Fostering collaboration across the town
 - Contributing to net zero 2030
 - Capitalising on opportunities in technology
- One open question then followed with text boxes:

Is there anything else you would like to say about the objectives?

Section 5 – Future Surveys

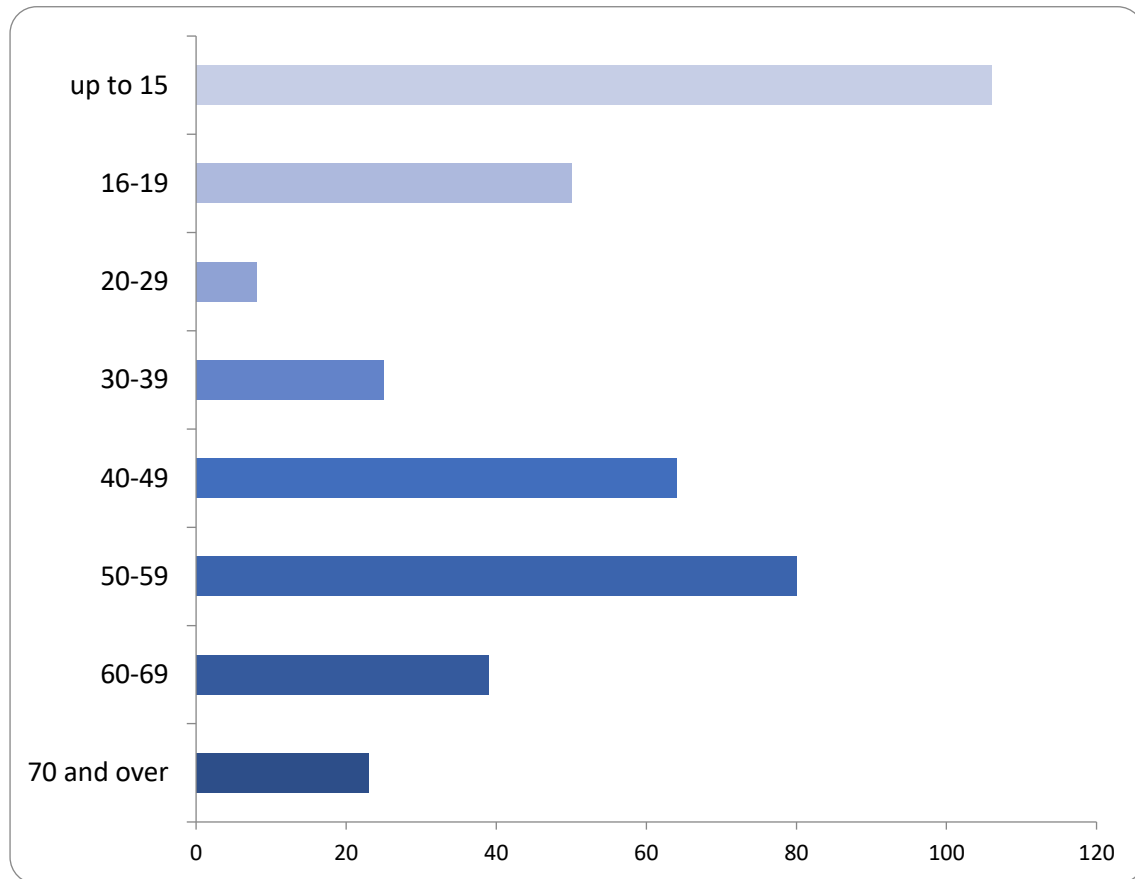
If you would like to be kept informed about future surveys then please give us your email address.

This is optional. If you do provide your details we will only use it to contact you about future consultations related to the Alnwick Town Investment Plan. This information will not be shared with anyone outside the Council. You can contact us if you no longer wish to be included on the list. Entries will be removed after two years.

Demographic Questions

Age

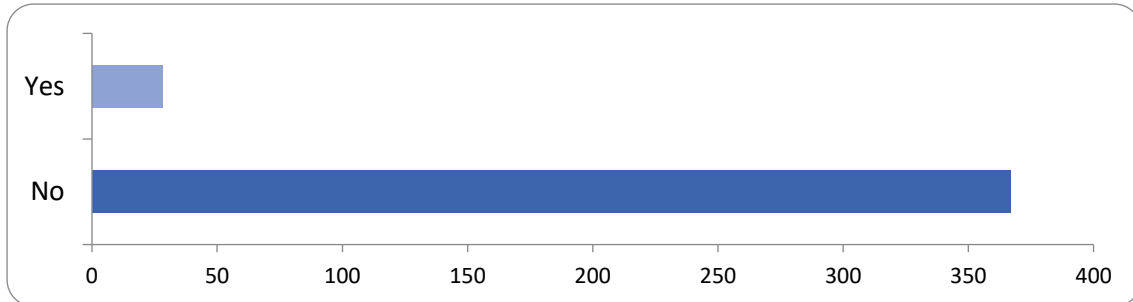
There were 395 responses to this part of the question.



Option	Total	Percent
up to 15	106	26.84%
16-19	50	12.66%
20-29	8	2.03%
30-39	25	6.33%
40-49	64	16.20%
50-59	80	20.25%
60-69	39	9.87%
70 and over	23	5.82%
Not Answered	0	0.00%

Do you consider yourself to have a disability?

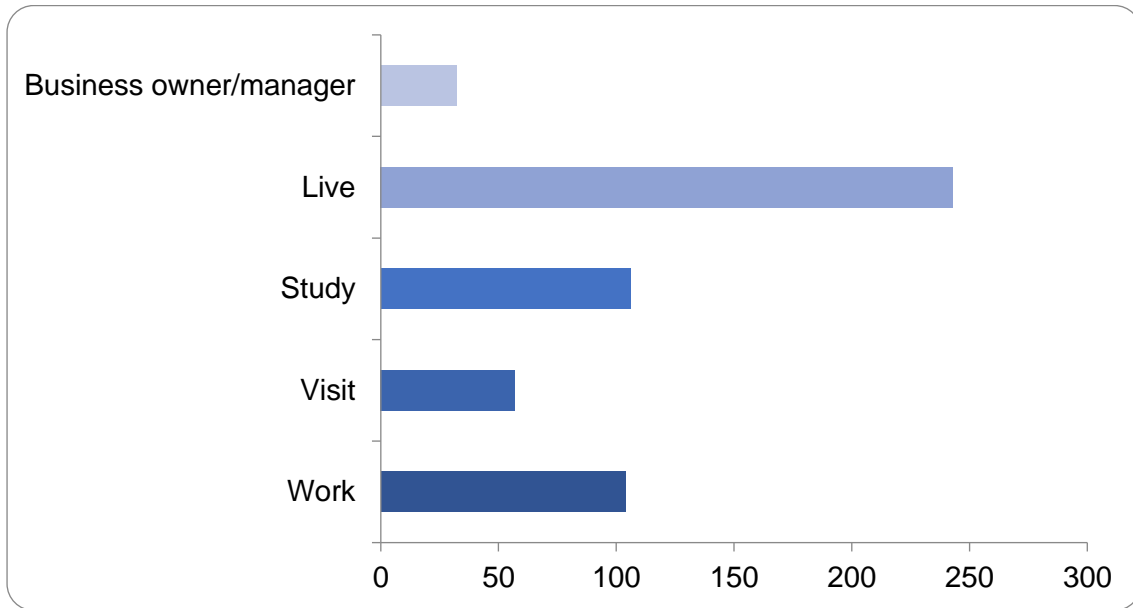
There were 395 responses to this part of the question.



Option	Total	Percent
Yes	28	7.09%
No	367	92.91%
Not Answered	0	0.00%

Why do you come to Alnwick?

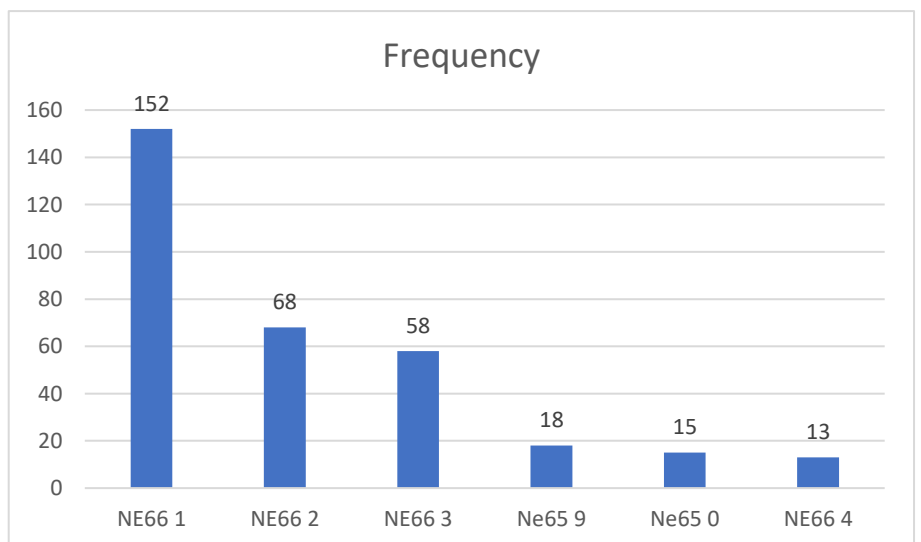
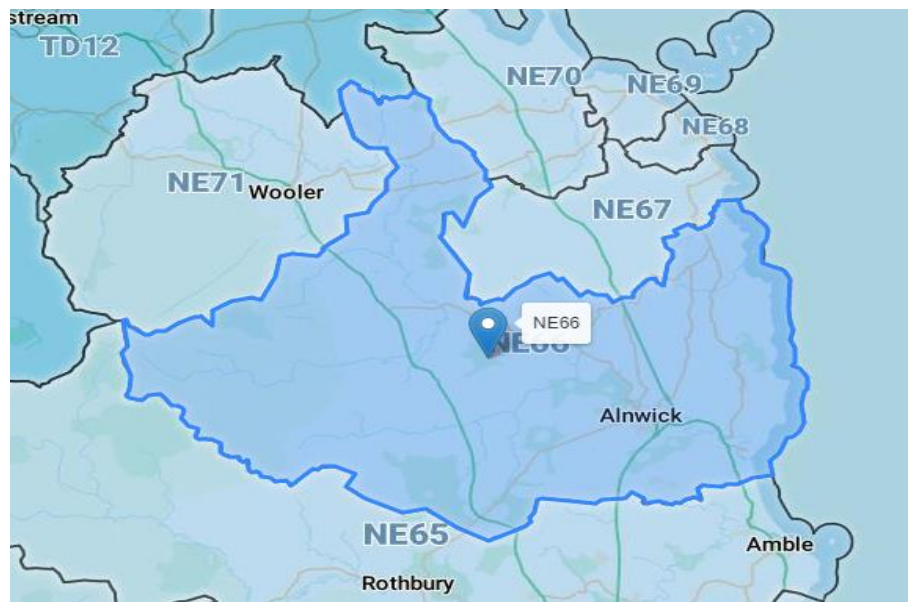
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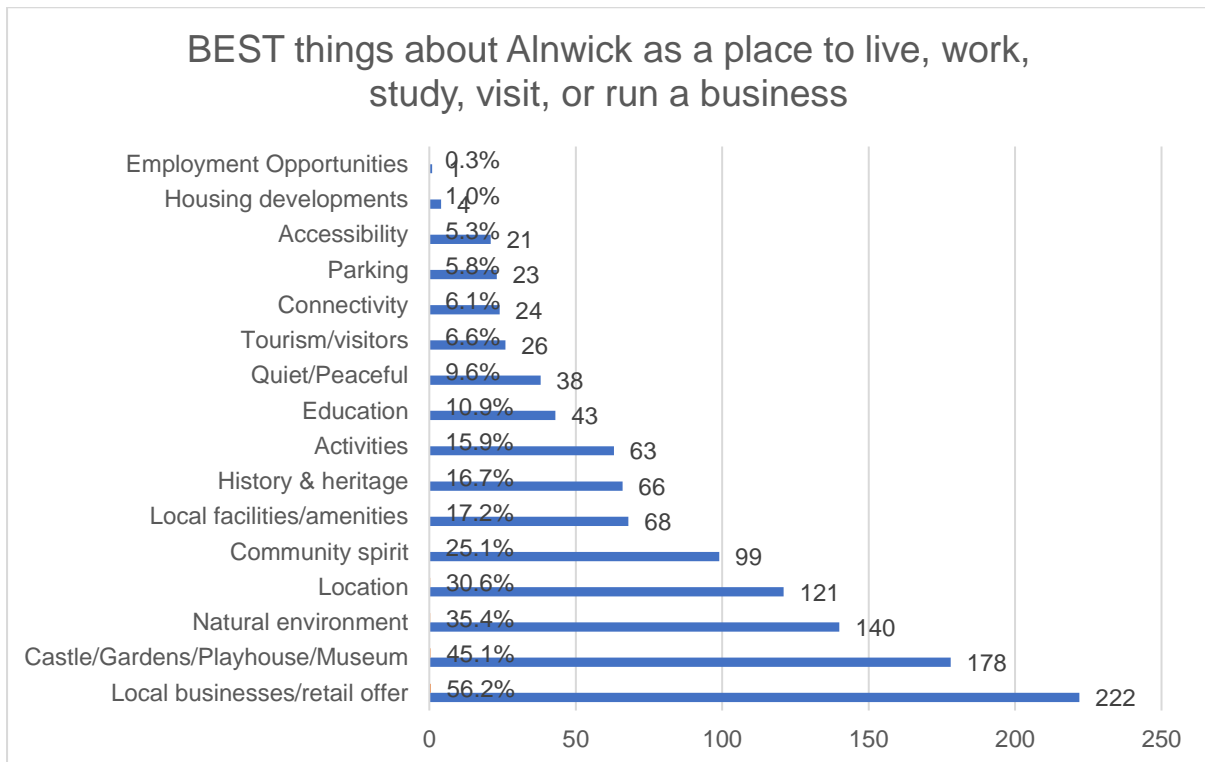
Option	Total	Percent
Business owner/manager	32	8.10%
Live	243	61.52%
Study	106	26.84%
Visit	57	14.43%
Work	104	26.33%
Not Answered	0	0.00%

Postcode areas of respondents

Postcode	Frequency
NE66 1	152
NE66 2	68
NE66 3	58
NE65 9	18
NE65 0	15
NE66 4	13
NE71 6	9
NE659	8
NE66	8
NE65 8	6
Other	6
NE65 O	5
NE70	4
TD15	4
NE61	3
NE66 5	3
NE63 0	2
NE65 7	2
NE67 5	2
NE68	2
TD12 4	2
NE65 1	1
NE66 7	1
NE67	1
NE78 6	1
NE9	1
Total	395



Currently what are the BEST things about Alnwick as a place to live, work, study, visit, or run a business?



Topic	Frequency	%
Local businesses/retail offer	222	56.2%
Castle/Gardens/Playhouse/Museum	178	45.1%
Natural environment	140	35.4%
Location	121	30.6%
Community spirit	99	25.1%
Local facilities/amenities	68	17.2%
History & heritage	66	16.7%
Activities	63	15.9%
Education	43	10.9%
Quiet/Peaceful	38	9.6%
Tourism/visitors	26	6.6%
Connectivity	24	6.1%
Parking	23	5.8%
Accessibility	21	5.3%
Housing developments	4	1.0%

Local businesses/retail offer – 222 respondents

“Town centre, variety of independent shops and restaurants, not chains”

“A loyal cohort of local businesses, many visitors and a beautiful place!”

“Location easy access (with a car) to beaches and countryside, small and friendly with a good selection of places to eat and drink”

“Diversity of shops and eateries. Businesses displaying hanging baskets, good quality accommodation for tourists”

“There are a number of nice independent shops that have improved the town. Also the larger stores and businesses on the outskirts”

“Alnwick is a fantastic little town with many hidden surprises around every corner. Alnwick has a fantastic view around the town, with beautiful nature side. In Alnwick we have beautiful places to visit such as the castle & the gardens, we have certain shops a subway and Mcdonalds which are extremely popular within the Alnwick town and its community.”

“Such a beautiful town with friendly people. Lots of small independent shops in the centre selling lovely and interesting things”

“There is an eclectic range of independent businesses that provide a wide variety of goods and services which benefit the local economy directly”

“No ASDA or Tesco sucking the life out of the town, we have small high street businesses rather than a massive hyper market”

“Alnwick Market is thriving once again and as a small business holder this is an invaluable centre for me to make sales direct to the public”

“Lovely cafes and shops and love Barter books”

“Distinctive and unspoilt character. Preponderance of locally owned shops and businesses, and relatively small number of chain/big brands”

“There is lots of big shops not far from where I live and after school you can go out with your friends to eat or shop, walk etc”

“Independent shops in Town Centre but destination shopping also on outskirts of Town for example M&S”

“Good selection of shops available, especially the shopping outlets as regular visitor to Turnbolls & M&S's. Could do with more though to save travelling further afield. A good shoe shop would be helpful”

Castle/Gardens/Playhouse/Museum – 178 respondents

“Alnwick Garden to visit is good for children to run around safely. Alnwick Castle is also good to visit and lots of open ground to walk through and view castle from (The Pastures)”

“There are a number of nice independent shops that have improved the town. Also the larger stores and businesses on the outskirts. We are very fortunate to have the Castle and Gardens to attract the number of visitors that support the above I have mentioned”

“Major tourism attractions at Barter Books, the Castle and Garden attract people and the recent rejuvenation of the town market is a definite plus”

“It's really pretty and family and friends love to visit us to go into town, the gardens and the castle”

“The Alnwick Garden is great for tourists, but also excellent for residents to enjoy year-round”

“Well preserved natural landmarks, historical places eg Alnwick castle and garden”

“Visitors love the Alnwick Garden and often spill outwards from there to the local shops. The Alnwick Garden has really pushed up the prospects of Alnwick, in my opinion”

“The new parts of Alnwick are amazing, and the views around it are stunning. The castle and gardens are lovely, so is all the old architecture”

“Tourism is very important for running business' the Alnwick Garden, Castle and Barter Books, House of Hardy are vital in encouraging people to come”

“Art centre and Playhouse, both well run and serving as cultural centres”

“The Playhouse & its varied programme and offer of inclusive activities”

“The Playhouse theatre, cafe, cinema and library. The library is brilliant; all 4 of us in our family use it.

My son attends the children's theatre club at the Playhouse; it is brilliant”

“The Playhouse and local restaurants offer plenty of choice for evening entertainment”

“T Castle and the gardens, including the river and pastures”

Natural environment – 140 respondents

“Summer seats and the view of the sea across the open field beneath”

“Environment, presence of trees, pleasant buildings, houses and streets”

“A wonderful historic place to live and work, within easy reach of magnificent countryside and fabulous beaches as well as Newcastle by road and rail”

“Alnwick is a fantastic little town with many hidden surprises around every corner. Alnwick has a fantastic view around the town, with beautiful nature side”

“The hilly landscape means you often have a sea view even though it's at least 5 miles away”

“Hulne Park and the Pastures are great for walks”

“Alnwick is great because of its history and environment. It is a lovely market town surrounded by Nature with rivers, hills, forests and the sea nearby for example. This contributes to making it a very pleasant place to live and work”

“The ability to walk very few paces before you are in a field or the countryside. The fact that you can be walking down the street and a deer may appear ahead of you”

“Beautiful town - countryside on our doorstep”

“It is a very beautiful town”

“Beautiful place to live, enjoy and to share”

“It's a pretty town to live in. Parks, walks and attractions are nice”

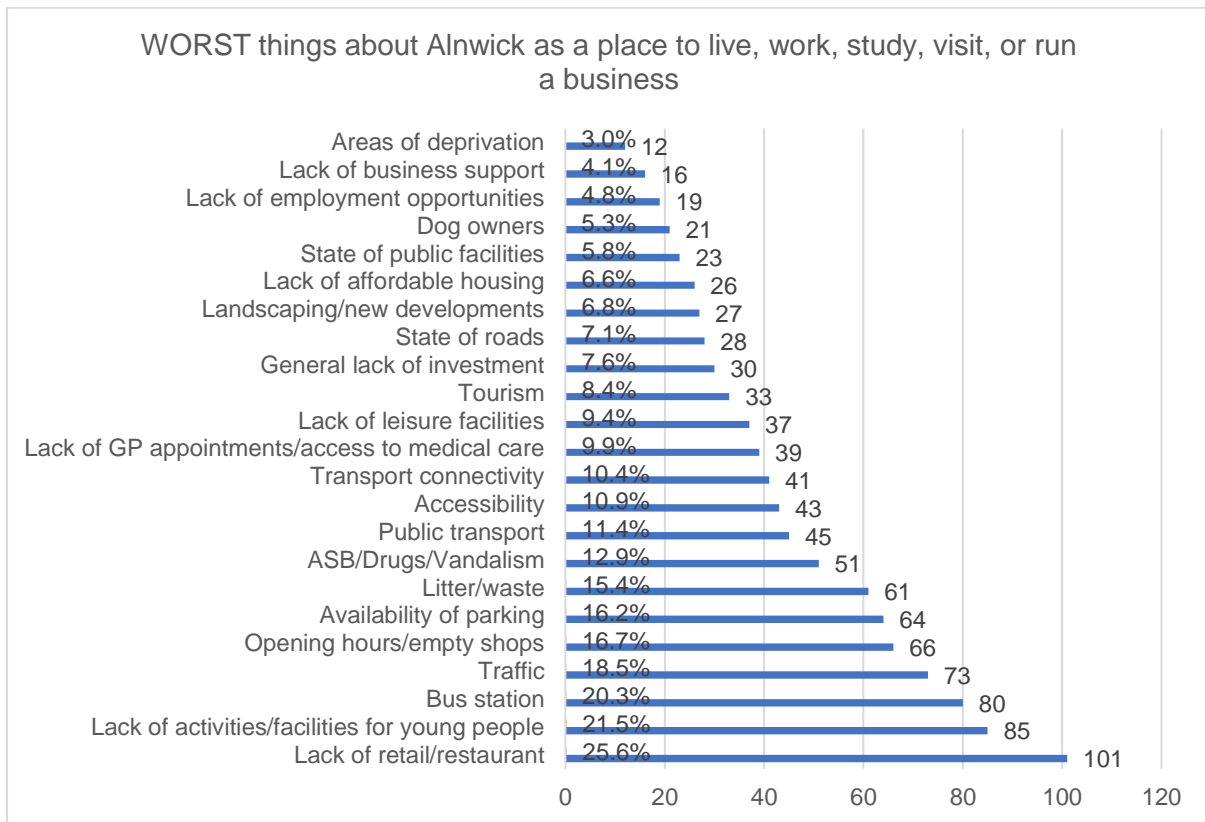
“Beautiful coastline, beaches, walks, countryside and relatively safe to walk around”

“The geography. We have hills and beaches, forests and moors all in easy reach, and with very little spoiling the landscape”

“It has beautiful scenery and there are lots of places to go on walks. Everybody knows everybody around here which makes it nice”

“Alnwick is a nice place, surrounded by countryside but also is quite a calm, beautiful town. the history in Alnwick should be appreciated

Currently what are the WORST things about Alnwick as a place to live, work, study, visit, or run a business?



Topic	Frequency	%
Lack of retail/restaurant	101	25.6%
Lack of activities/facilities for young people	85	21.5%
Bus station	80	20.3%
Traffic	73	18.5%
Opening hours/empty shops	66	16.7%
Availability of parking	64	16.2%
Litter/waste	61	15.4%
ASB/Drugs/Vandalism	51	12.9%
Public transport	45	11.4%
Accessibility	43	10.9%
Transport connectivity	41	10.4%
Lack of GP appointments/access to medical care	39	9.9%
Lack of leisure facilities	37	9.4%
Tourism	33	8.4%
General lack of investment	30	7.6%
State of roads	28	7.1%
Landscaping/new developments	27	6.8%
Lack of affordable housing	26	6.6%
State of public facilities	23	5.8%
Dog owners	21	5.3%

Lack of employment opportunities	19	4.8%
Lack of business support	16	4.1%
Areas of deprivation	12	3.0%

Lack of retail/restaurant – 101 respondents

“Old fashioned shops, no place to buy shoes, clothing for bigger ladies. No affordable clothing or footwear for ladies, men or children!”

“The town is a bit run down. It could be really distinctive with the number of independent makers and creatives in the region. Instead, it's mainly charity shops. Some of the buildings are quite poorly kept. Given the wealth of tourist traffic, with the castle, gardens etc., it's a shame that none of that seems to feed through into the fabric of the town and its amenities”

“Lack of shopping opportunities for household products, shoes, ladies clothing”

“Need for some better shops out of the town centre, it's a nightmare trying to get into town during tourist season”

“Limited choice of eateries, especially in the evening”

“The number of closed down empty shops in the centre. Lack of many good cafes and restaurants (sadly several grotty ones)”

“There are a lot of empty shops, a lot of charity shops and it always has a 'dour' feel about it”

“There is literally NOTHING to do for families. We have no cinema, Clip and climb, sports shops, no big shops like Halfords or Next, so if you need anything you have to go out of town”

“There's not much variety for shopping for things such as clothes. I have to go to Morpeth or Newcastle to buy my children decent shoes and clothes - Sainsburys, joules and M&Co seem to be the extent of what's available and there's not much choice”

“I know Alnwick is not a city but the shopping in town is rubbish, its a train ride to Newcastle or at least a drive for an hour for decent clothes shops, b&m, home bargains, b&q, asda, tesco. The supermarkets can't supply for everyone, especially in the summer. Kids clothes there is m&Co, that's it!”

“Places to eat out for evening meals, or nice out of town eateries - literally nowhere to go between Whittingham and Alnwick - local pubs are awful”

“Town centre has a few niche shops but has never really taken off like Morpeth has”

“We lack certain shops and services which are more common in built up areas. For example, the nearest shoe shop is now in Morpeth. It's fine to buy certain things online, but shoes always need to be tried on. It is very inconvenient for denizens of Alnwick to buy shoes, and the same could be said for men's clothing”

“The answers to 5 are also the answers to this question; although well-served by supermarkets in name only, to get a full range of goods it is necessary to travel to Morpeth, Berwick, Cramlington or even Newcastle. It seems as though Alnwick is in a 'black hole' and a poorly served example of a county town now that the administrative centre is in Morpeth

Lack of activities/facilities for young people – 85 responses

“Young people simply don't have enough to do - beyond a trip to McDonalds and hanging about the streets. They can be quite intimidating and I've heard a few groups of tourists discouraged because of it. More amenities for young people (15-25) would help”

“I There is absolutely nothing to do. That's a slight exaggeration but if it's a horrible weather day, there's no inside entertainment for the kids. There's nowhere for the older kids to hang around. The BMX track could be amazing if invested in creating a club and a social hangout area too”

“No running track or dedicated athletics facility to develop young athletes - they all go to Morpeth

“Everything the paths the roads they can't even clean the streets there is nothing at all good here”

“A number of friends and colleagues have mentioned there is a problem with youths wandering the streets, causing problems and damaging property of setting fires. The youngsters need somewhere to go, like a youth club, to give them a focus and keep them out of trouble

“Lack of amenities for Young teens such as cinema complex, bowling alley somewhere for them to access without having to travel”

“Nothing here for children. Not a good play place. Nothing for teenagers. Teenagers sit in the parks for something to do and leave litter”

“Nothing to do for kids so they hang around the streets been the same for years. The bus station is the main place to go they need youth clubs or bowling alleys”

“Lack of opportunities and activities for young people e.g. limited local jobs and facilities”

“There is very little for our young people to do in town. The community centre and the @NE66 team work hard but are under-funded. Gallery Youth Project also needs more funding”

“The lack of things to do or places to use for young people eg, a trendy cafe with pool table or something similar.”

“There don't seem to be any places for teenagers to hang out like a recreation centre or youth club. It's unusual for such a big town”

“There isn't many places to play out for example it would be good if we had a basketball court somewhere”

“There are not many things for younger people to do easily or cheaply so many people my age hang around at the bus stop, which prevents other people using the buses”

“there is nothing for teenagers to do apart from sit at the column and go to mcdonalds”

Bus station – 80 responses

“Youth smoking cannabis openly all round the town from summer seats to the cut from main Street to main car park. Dealing it in the bus station, riding mountain bikes through there with no thought to the safety of elderly or young kids, Spitting and swearing and finish in bus station with any comments quickly turning into threats of violence”

“The bus station and that end of town is scruffy and unappealing. Transport links to neighbouring beach towns are important and the bus station needs to be better for visitors and locals”

“The bus station is that bad I won’t let my eldest son use it. The station itself is run down, youths hang around there causing anti social behaviour!”

“The bus station is disgusting and not welcoming at all”

“The bus station needs upgraded. It needs to attract people into the town”

“Alnwick bus station is an antiquated and uninviting place, where youths often congregate. Morpeth’s bus station is a good example of how Alnwick’s station could be”

“Bus station is dangerous, outdated, looks run down and too modern for historic town”

“The bus station is a disgrace. There is rubbish everywhere. Seating is uncomfortable.”

“Bus station area is an embarrassment”

“Bus station - I use it frequently and it is unpleasant and not a good advert for the town”

“The bus station- an absolute disgrace and embarrassing consider we pride ourselves in tourism. Give us a bus station like Morpeth, develop it, have a cafe, small shops etc. That’s where some of the money could go”

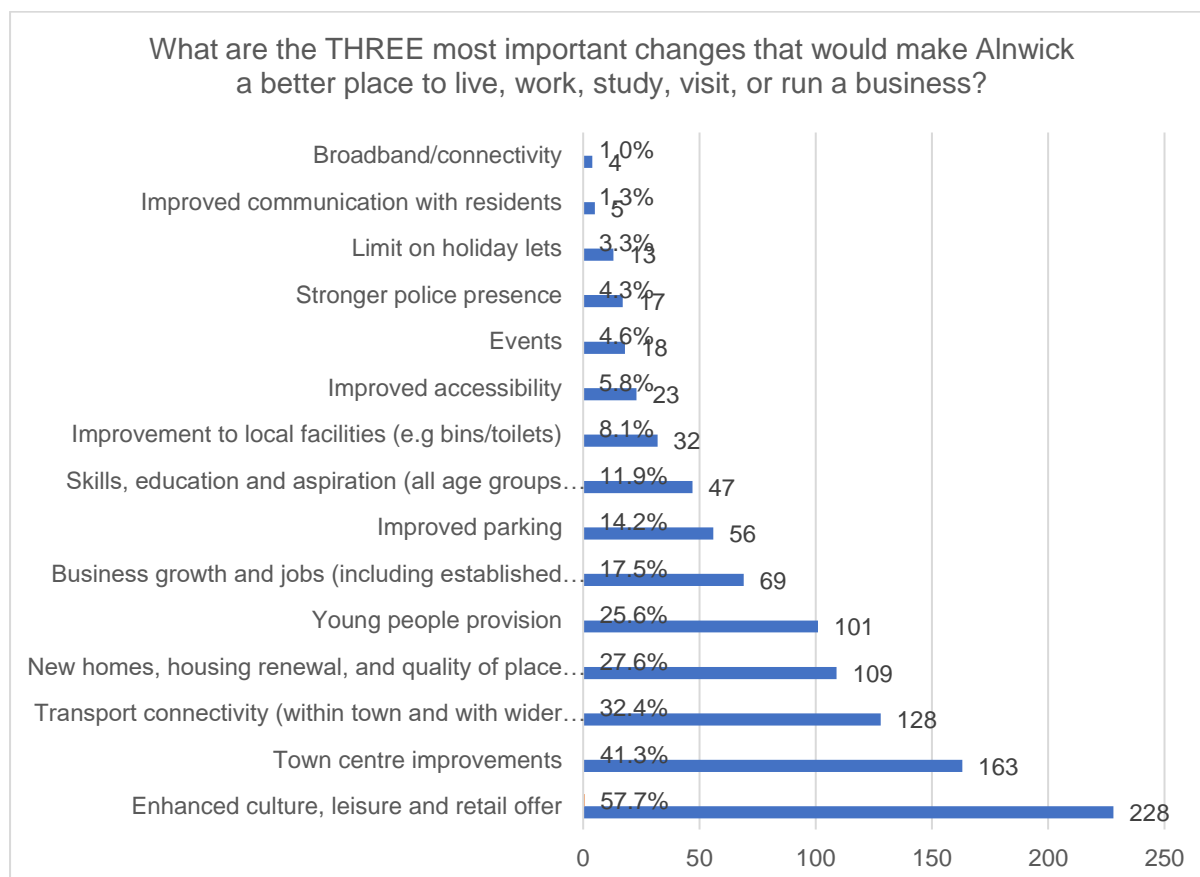
“The bus station is an embarrassment”

“The state of the cobbles the disgusting bus station and the neglected of some of the historic buildings”

“The bus station and its surroundings - generally poor and in many places seriously bad state of footways and the surfaces of sideroads and private accesses where footways cross them”

“the bus station, the alleyways, the debris and litter, and finally the constant scaffolding in the castle”

What are the THREE most important changes that would make Alnwick a better place to live, work, study, visit, or run a business?



Topic	Frequency	%
Enhanced culture, leisure and retail offer	228	57.7%
Town centre improvements	163	41.3%
Transport connectivity (within town and with wider region)	128	32.4%
New homes, housing renewal, and quality of place improvements	109	27.6%
Young people provision	101	25.6%
Business growth and jobs (including established local firms)	69	17.5%
Improved parking	56	14.2%
Skills, education and aspiration (all age groups and skill levels)	47	11.9%
Improvement to local facilities (e.g bins/toilets)	32	8.1%
Improved accessibility	23	5.8%
Events	18	4.6%
Stronger police presence	17	4.3%
Limit on holiday lets	13	3.3%
Improved communication with residents	5	1.3%
Broadband/connectivity	4	1.0%

Enhanced culture, leisure & retail offer – 228 responses

“Help fill empty shops, and promote the Northern half of the county as well as the southern half of the county, the nearest multiscreen cinema is some 28 miles away”

“Improve town centre (lower rates, distinctive shops)”

“A cinema with seats that don't grip you in like a vice if you're a bit fat”

“More things for a wider range of young people to do ie cinema or larger leisure (gym) facility like in Ashington”

“Better shops being encouraged to open e.g delicatessens, upmarket clothes shops, independent fruit/veg shops etc, rather than charity shops and coffee shops. The type of thing that would suit residents or residents of nearby villages who wish to do a weekly shop as well as encouraging day tourists to want to wander around and spend time there”

“Develop area by M&S food to include a well known high street eatery for example a Frankie and Benny's this would give locals and visitors alike another well known restaurant”

“More family oriented facilities. A cinema, clip and climb, bowling - things for teenagers”

“I personally think the market place should be made pedestrianised. I think it would be lovely to have cafes and restaurants in all the buildings surrounding the market place with tables outside with a covered area to bring the centre of Alnwick back to life”

“More exciting things to do in Alnwick (eg escape room), wider variety of shops instead of lots of restaurants”

“i would put a football pitches with actual nets and mountain bike trails that are actually good like have tech and smaller jumps also a pizza hut or dominoes”

“More shops, for kids jd, hollister, h&m More things for kids to do and go out with friends More places for food etc KFC”

“better shops like h&m,holister, less aimed at older people and less charity shops, more things for younger people to do just some more life, up to date things in alnwick”

“I would add something fun for younger people to do, maybe something like a bowling alley, so there is less antisocial behaviour in the town”

“A rationalisation of the shopping provision. Have a strategy ad to why you would shop in Alnwick, I'd it's independent shops, good outlet, books (like Hay on Wye) etc.”

Town centre improvements – 163 respondents

“Continue improvements to encourage local centre shopping and services, Invest in facilities to maintain playhouse, leisure centre and town green spaces and parks”

“Sweeping and tidying the streets and Column (the weeds around the actual Column is poor) Perhaps the Alnwick Gardens should be involved with the planting and upkeep?”

“Town centre enhancement, improve the pavement to the pedestrianised Narrowgate. Think about removing cars from Bondgate within between Market Street and Narrowgate”

“Pedestrianize the centre and invest in new stone paving throughout. Terrace it so that there would be interesting levels. Install some beautiful public art. Improve the Christmas offer, so that the town becomes a destination for shoppers and for people who want to escape a little into the festive spirit. Look for events throughout the year to draw people to the town increase trade. Capitalize on the beautiful Victorian/Georgian buildings , light them well throughout the year and encourage young people to open businesses by giving them rent and rate deals that support them in their early years”

“Town centre paths and aesthetics improved so first impression of the town is better. Compulsory purchase empty or derelict buildings and find better uses or space for independent start ups.”

“A good deep clean and new pavements spend some money in the town centre”

“Comprehensive repaving and resharing of space in Bondgate Within and Market Street Vigorous and effective efforts to achieve in the town centre (a) use by strong businesses of empty or under-used shops, and (b) upgrading and fuller, preferably residential, use of all upper floors of premises with associated upgrading of the streetscape”

“D Resolution of traffic/pedestrian issues at Bondgate Tower (including removal of the distracting and incongruous flower beds either side) and re-designing Fenkle Street exit onto Market Street to improve traffic flow”

“Employ "look up, look down, look all around" principle. Where the vision of the outlook of the town is maintained. Everything is kept in keeping with the town not just the oldest bits maintained but have a vision for the whole place”

“Care! The place needs to have its charming centre as the focal point with a bustling centre (like York old and quaint which is why is appealing) the column field could be a beautiful park leading into the town, with the amazing structures lit at night, we are losing green space to houses everywhere, we need to look after the town keep it clean and looking nice when entering the roundabouts could be planted and not just be the concrete dirty centre pieces they are now, pride needs to be brought back. Look after the core of the town otherwise we won't have visitors if it becomes the same as everywhere else, keep it the historic a town is deserves to be highlight the history with a town trail of the statues of which there are many that could be highlighted and indeed illuminated to show them”

“Investment in the town centre to refurbish buildings and encourage retailers to open / invest in the town centre”

Transport connectivity (within town and with wider region) – 128 respondents

“Better public transport (nicer, bigger bus station)”

“Better cycling routes, cheaper public transport, particularly for children.”

“More trains stopping in Alnmouth to enable you to travel to work”

“Multiple cycle and safe footpath routes. Reduce car traffic in all areas of the town”

“Properly resourced and designed cycle routes”

“Roads - especially by Bondgate Tower (better signage required re right of way for tourists) and the road closure of Narrowgate causes snarl ups. Shuttle bus to Alnmouth station”

“A much improved travel hub”

“To significantly reduce the amount of cars in the town centre and instead improve public transports and cycle lanes”

“Better public transport, especially bus links to Alnmouth Station”

“Improvements to cycling and walking route to improve health and care for the environment”

“Create more cycle and pedestrian friendly routes. A safe route to the coast”

“Better transport links - a train station within the town or closer to it would make a huge difference”

“Improvement to public transport (busses and trains that Connect) and road links ...dualling A1 actually happening...to encourage more investment from business and tourist money”

“A longer joining road on to the A1 southbound please. The one from Denwick is ideal”

“Better public transport (affordable, frequent and pleasant bus station)”

“Better direct cycle/walking routes to outlying villages, especially Lesbury/Alnmouth”

“More public transport from rural villages to get to train station for early morning trains and back to villages in evenings”

“Retention of natural space around the town , sympathetic connection to neighbouring areas via safe walking and cycle routes”

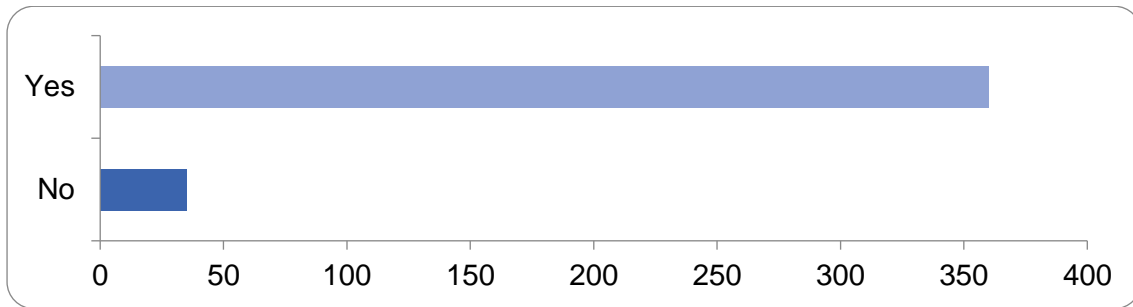
“Improvements to public transport infrastructure. It makes absolute sense to build a transport interchange on the A1 that could accommodate both rail and bus travel, then a park and ride service into town to reduce congestion and parking issues for residents”

Do you agree with the vision?

This is the Borderlands Place Programme vision for Alnwick:

"Enhancing Alnwick's long-term future as an outstanding place to live, work and visit."

There were 395 responses to this part of the question.



Option	Total	Percent
Yes	360	91.14%
No	35	8.86%
Not Answered	0	0.00%

Yes

“Make sure it applies to the people of Alnwick in a positive way in the broadest terms possible”

“Enhance the town but protect the heritage. Look after your residents - not everything should be geared towards tourism”

“Juggling tourism with winter off peak season and job losses. It isn't just about tourists it's about locals”

“You could just copy and paste this to any town which will probably be what is happening”

“From a funding perspective, I would argue that you cannot enhance something which is already being billed as outstanding. You are perhaps ensuring the continued success of the town, or more probably making such 'outstanding'-ness applicable and accessible to all residents and not just those on a higher income and/or retired. Rewording the vision will more accurately reflect what you are perhaps trying to do”

“Yes as long as it looks at the local people and not just as a holiday destination”

“Bring the town into the 21st century or it won't work”

“To make it a good serviceable home town, as much as an exciting tourist centre”

“Just that I think Alnwick desperately needs investment. The Alnwick Garden obviously does bring a lot of visitors to the town but unfortunately I don't feel they all spend time in the town centre after their visit. They need some encouragement”

“While protecting the future for our young people”

“We've got to improve the town if we want to say it's an “outstanding” place. It's ok at the moment but only ok nothing more so we have to stop pretending it's the lovely little pretty market town we think - it needs to be better a lot better”

“It's a great vision. But being able to communicate what this means in reality with a coherent plan of how to achieve this is equally, if not more important than a vision strapline”

“Yes, keep it outstanding but don't ruin the character. It's a lovely place so please be careful”

“For locals! At present local families are being forced out due to house prices and it appears the community is shifting significantly”

“It is good but could be so much more pleasant with a bit more community involvement (people take more ownership when they're involved)”

“I think that it hits most of the main requirements for the town to thrive but a key will be the broadband delivery and hopefully a train connection”

No

"Too much emphasis on visiting and enjoying we need jobs!"

"Don't particularly agree that Alnwick should be an outstanding place to visit. We need to stop relying on tourism in Northumberland and start focusing on more sustainable jobs, especially for young people. Attracting visitors is having a knock on effect of increasing house prices"

"What does outstanding mean? The vision should mention the historic/cultural/rural value of the town"

"I do hope you actually take the responses into consideration and actually focus more on making Alnwick a good place to live. Visitors already have everything they need"

"Unless you improve cycle paths and reduce car use Alnwick cannot cope with more people and won't be an outstanding place to live, work and visit"

"'Enhancing' and 'outstanding' are too vague. Some may consider the urbanization and convention-following regression into a clone town perfect, but this does not preserve our culture or natural beauty that we are so lucky to have. Our community and unique history is what we ought to enhance and we must be wary of descending blindly into a generic and bland copy formed from the convenient ideal of modern ignorance and disregard"

"'Outstanding' isn't specific enough - what does it mean? For me Alnwick's long term future is tied to:

its distinctive character and heritage which must be protected even as the town develops; green infrastructure and technology to make Alnwick a model for sustainable futures."

"*Ensuring* Alnwick remains an outstanding place to live and work and enhancing its long term future as a great place to visit"

"It is anaemic. It says little more than "make stuff better". The statement given above describes a "journey". The point about a Vision is that it makes a clear statement about a desired end goal. The term "outstanding place" is so vague that it can be interpreted as pretty much anything. The Vision should be phrased in terms like "Alnwick will be". The Vision needs to explicitly state that Alnwick will be at the forefront of the eco/green revolution. We have a fabulous opportunity to race to the front in this arena so why don't we think of it as building for our children and their children"

"Not sure about a place to work - what opportunities are there for school leavers who do not wish to go to University? More apprenticeships or on the job training required. Investment in larger firms making a base in Alnwick so that there are other job opportunities available. Seasonal work at Alnwick Castle and Garden is fine for students and retirees but not for people seeking full time work and developing their career"

"The vision is meaningless and pointless, it is just words typical of a politician and applies to every town"

"it's not really unique to Alnwick... you could just remove the word Alnwick and put in any other town or city"

Taken as a whole do you agree with these objectives?

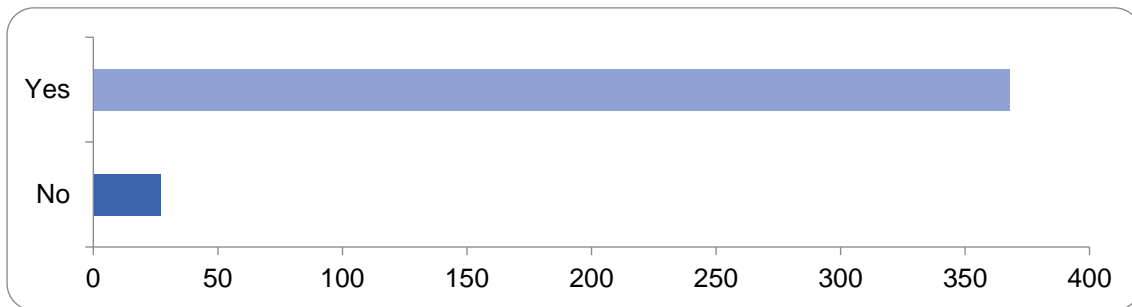
We have four strategic objectives:

1. Sustaining Alnwick's existing employment, creating new jobs and opportunities, embracing innovation as a driver for growth.
2. Improve the economic prosperity of Alnwick by increasing the sustainability of the visitor economy.
3. Create a sustainable future for young people in Alnwick.
4. Maintain and raise the quality of the built environment in Alnwick town centre.

Our objectives will be underpinned throughout by the priorities of

- Fostering collaboration across the town
- Contributing to net zero 2030
- Capitalising on opportunities in technology

There were 395 responses to this part of the question.



Option	Total	Percent
Yes	368	93.16%
No	27	6.84%
Not Answered	0	0.00%

Yes

"I think it would be difficult to disagree with these, the key thing is 'how?'"

"Sounds exciting and I am looking forward to seeing what happens"

"Use this push for net zero to get a pride in the town from youngsters ,that they are pushing this change rather than them being spotlighted when stuff gets damaged"

"Very comprehensive objectives"

"Be innovative and respectful in expansion of the town. Keep the natural beauty and spaces. We can have both but what appears to be happening now is just building and building with scant regard for the things that Alnwick has that other places don't"

"Similarly to the vision, these objectives are strong and impressive, the action plan behind them needs to be fully fleshed out, be easily communicated and have support across the town and its stakeholders"

"I want you to be very clear what you mean by creating a sustainable future for young people in Alnwick. This should not be about the environment, sustainability is about embedding opportunities, development, and aspiration into our younger generation in order that there is a reason to either stay, or indeed return to the area when they are older."

"These goals are mostly well-driven, but I think in number 4 "quality" must be focused on, because upgrading the quantity is not at all needed"

"Improvements to built environment must be matched and supported by improvements to the green environment. Essential to understand that improvement does not mean growth"

"Number 4 should be number 1, the priority should be the town centre before any growth"

"It would be nice to create green spaces and talk more about the environment in the objectives"

"Give young people a voice, power to act and thus the ability to make a real difference. Include a wider group of people in decision making and it will give you better buy-in and longer lasting solutions. So point 3 might be: Let young people create a sustainable future for young people in Alnwick and support them in their choices."

"Alnwick should still keep the visitor part of its economy, however shouldn't focus on that and should focus on other things as this will make it much less dependent on external factors"

"Net zero is obviously really important. EV car charging points (50kW) would help with this. Don't forget to maintain what is already good. You don't have to change everything. The Alnwick Playhouse with all its facilities needs to survive"

"Green credentials are important in a rural county with superb country and coast for residents, workers and visitors alike"

No

“Again, why no mention of the historic/cultural value/distinctiveness of the town or the importance of nature in our green spaces and surrounding landscape? 1 and 2 could be merged: sustaining and developing economic prosperity by safeguarding existing employment, creating new employment opportunities, increasing sustainability of the visitor economy and embracing innovation as a driver for growth. 4 should mention safeguarding and celebrating the town’s historic built heritage”

“There should be an objective to embrace nature-based solutions and becoming a greener town where nature thrives alongside our residents and visitors. This would include looking at how green spaces (inc cemetery) are managed for nature; commitment to be pesticide-free and to support pollinators; no loss of biodiversity in order to meet economic or other goals etc. The underpinning priorities should include fostering local pride and celebrating our cultural distinctiveness - supporting local people of all ages to be proud of our incredible town!”

“There is a large population of elderly people in Alnwick. There is nothing in the strategic objectives that recognise that”

“It sounds a bit too tourism focused. I like the ambition but I would prefer to hear more about how these objectives will be achieved”

“It’s all well and good encouraging visitors, but without the necessary improvements to the road network it just makes the peak times unbearable for residents. I plan to move house to get away from it. I hate the summer in this part of the world, sorry but it’s overwhelming, it’s like an invasion”

“Sustainable objectives for visitors economyhence tourism! We need to invest in the locals and be independent. We need multinational groups to base here... look at success of Quotient Science. That is self grown and using local talent. Not tourism”

“The priorities are tick box big hug club offerings that would apply anywhere. Let’s have some specific stuff for this town and its area. The priority has to be keeping young people here or the place will die!”

“Too vague. Alnwick needs to be more like Morpeth in its appearance and facilities. Net zero carbon is a waste of time. Focus on improving the town centre for local community”

“I object to this: "Contributing to net zero 2030". We should have nothing to do with UN schemes, especially the 2030 scheme. Carbon is part of the life cycle.”

“There's not much point in us bankrupting ourselves in the rush to zero emissions when we are such a small contributor to the worldwide problem. Rash decisions are never good ones as covid has just demonstrated (which science should we believe?). Why have none of these many ugly new housing developments been forced to include solar power in the build (much cheaper than trying to retro-fit)? There is so much we could be doing if we just stopped jumping on every bandwagon we see coming over the horizon. As our government has just proved, it is far too easy to throw money away with knee jerk reactions. The criminals love it!”

““Sustainable” is a buzz word that gets banded about a lot. How on earth do you “create a sustainable future for young people”? That sentence is so vague as to be almost meaningless”

Respondents aged 0-19

There were 156 responses from those aged 0-19 with a further 8 responses from those aged 20-24.

Best things

Topic	Frequency	%
Local business/traders	86	52.4%
Activities	39	23.8%
Natural environment	38	23.2%
Local facilities/amenities	30	18.3%
Education	28	17.1%
Alnwick Garden	26	15.9%
Alnwick Castle	23	14.0%
Community spirit	23	14.0%
Location	18	11.0%
History & heritage	14	8.5%
Playhouse	7	4.3%
Quiet/peaceful	7	4.3%
Accessibility	6	3.7%
Tourism/visitors	6	3.7%
Connectivity	4	2.4%

Worst things

Topic	Frequency	%
Lack of activities/facilities for young people	43	26.2%
Bus station	29	17.7%
Lack of retail/restaurant	26	15.9%
Waste/Refuse	26	15.9%
Vandalism/Anti-Social Behaviour	23	14.0%
Lack of leisure facilities	20	12.2%
Traffic	19	11.6%
Tourism	14	8.5%
State of roads	9	5.5%
Accessibility	8	4.9%
Landscaping	8	4.9%
Opening hours/empty shops	8	4.9%
General lack of investment	7	4.3%
Lack of parking	7	4.3%
Public transport	7	4.3%
School	7	4.3%
Connectivity	6	3.7%
Areas of deprivation	5	3.0%

Changes

Topic	Frequency	%
Enhanced culture, leisure and retail offer	108	65.9%
Young people provision	68	41.5%
Town centre improvements	61	37.2%
Transport connectivity (within town and with wider region)	29	17.7%
New homes, housing renewal, and quality of place improvements	27	16.5%
Skills, education and aspiration (all age groups and skill levels)	20	12.2%
Improvement to local facilities (e.g bins/toilets)	11	6.7%
Business growth and jobs (including established local firms)	8	4.9%
Improved accessibility	8	4.9%
Improved parking	6	3.7%
Events	5	3.0%
Stronger police presence	5	3.0%

Best things

“The feel of community throughout the whole town. The small businesses and the accessibility”

“There’s is lots of big shops not far from where I live and after school you can go out with your friends to eat or shop, walk etc”

“I like the walks, and the scenic routes around town, especially the river Aln”

“There is a lot of tourist attractions. There is a community high school and there are a lot of sporting places”

“The town itself is pretty as there are quite a few older buildings. Also, most people are very friendly and say hello so you never really feel like an outsider. There are some areas of green space which the area feel natural and not very industrial”

“I live really close to my school and family so I can walk to my school every day as well as not being too far away from my family”

“It is a historical town (that has a lot of businesses). Certain parts are very nice as there is a mix between buildings and landscape”

“its good to live in a way for the fields and places to walk. the food is very good and has nice takeways. most people are friendly”

“The new parts of alnwick are amazing, and the views around it are stunning. The castle and gardens are lovely, so is all the old architecture”

“It is relatively quiet and the school is not too far from my house. It has good tourism so it isnt like a ghost town but its not overwhelming”

“greggs is good, morrisons, turnbulls is great really good meat, the gardens, the playhouse, Mcdonalds”

“Alnwick has a lot of nice people when ever you are out. It is also a great place to go to school at The Duchess's Community High School”

“Morrison’s, The poison garden, that man who keeps building a fence on the road”

“The incredible sense of community, especially when someone builds a fence over a pathway, and the town rallies together as though the Berlin Wall has been rebuilt”

“In Alnwick is my school The duchess community high school and I learn there. I also visit my friends. The community is nice and I have grew up in north Northumberland since I was born and my mum and stepdad work for the council and they are all really good at their jobs”

Worst things

“There are not many things for younger people to do easily or cheaply so many people my age hang around at the bus stop, which prevents other people using the buses. The bus stations is also not very nice and it feels a little run down so people aren't likely to use it unless they have to. On the outskirts of Alnwick especially, there is a lot of litter, mainly near McDonalds and the high school, which gives people a bad reputation of Alnwick even if they're not coming. Also, for being so far in the countryside, there are not many walking trails for people use that would be good if they were there and may even draw in walking tourists”

“There is no train link in Alnwick and Willowburn Retail Park is a bit barren”

“Living in Amble, And Going to school in Alnwick, I find the public transport (from Alnwick to amble) is not very good after school. The bus after the school lets out is five minutes after (the bus at the bus stop next to St Paul's RC School) is too far to get there, and catch the bus reliably , every night. so, If the bus was put 15-20 minutes later, it may be viable for transport home. Warkworth, A nearby town to amble, is actually at the very edge of the catchment area, so perhaps there could be a bus there? It would make school easier”

“Not much to do for the youth (many turn to drugs and alcohol because of this). Never much on (not really any good community events)”

“Few places to shop for specialist items, not lots of choice. Not many public green spaces or pretty parks”

“the litter in the bus station and just general litter around the town”

“Not enough leisure places, build a bowling alley, and there's something iffy about the bus station”

“There is nothing really in Alnwick for the younger young adults (aged 14-19) such as places to hang out after school or at the weekend which make it quite a boring place to live in, especially when the closest place to go to for this sort of thing is at Newcastle which is an hour away by car. The only things that you can really do are go on walks around the town all day or go to the local cafes which Alnwick doesn't really need anymore of”

“The seemingly run down feel of a lot of it, many parts that aren't as newly build are looking worse for wear. Litter everywhere and general dirtiness”

“I think Wagonway Road's traffic and surfacing issues with the roads are significant issues. Also, I think it would be beneficial to have a few more food places near to the high school, as well as it the paths surrounding the school needing to be gritted to prevent any further accidents”

“Transport, in particular busses. My parents are split up and I can't get a bus from my mum's house to Alnwick or even to my dad's house. I have a school bus from my mum's but cannot get a bus to school from my dad's without paying £ 350 per year and I'm in Year 8 so I have a lot of school left”

Changes

"introducing more activities for the youth, more outdoor activities to take advantage of the countryside (safe cycling routes ?)"

"Some cafes/places to study nearer the school. More specialist shops, a public park/green space"

"Bus station – it's not good, change for the better. Industrial estate - perhaps build a KFC
The castle - there is always scaffolding, it just looks iffy, and takes away from the view"

"Firstly, I would add walking trails for people to use. Secondly, I would upgrade the bus station as people would be more likely to use it. Finally, I would add something fun for younger people to do, maybe something like a bowling alley, so there is less antisocial behaviour in the town"

"More places for the younger generations to hang out at, not just sporting clubs which most of the older kids don't really want to be a part of. Easier transport links. Focus more on the younger generations instead of making it better for the older people who live here"

"More social areas. (Parks you can sit in, dog walking parks). More places to eat by DCHS High School. Social attractions. (bowling, adult soft play)"

"more for teenagers to do for food options, more clothing shops, especially men's clothing"

"Have a transport museum. Increase the amount of films being shown for the age groups
Increase the range of activities that are available outside of sports teams and gyms"

"More exciting things to do in Alnwick (eg escape room), wider variety of shops instead of lots of restaurants, the state of the bus station"

"celebrate it's location and history, put money into benches and bus stops to make them more appealing and feel safe, support groups and things for youth to attend/do with little to no charge"

"Primark, more shops and more activities"

"new basketball court at the swansfield park"

"i would put a football pitches with actual nets and mountain bike trails that are actually good like have tech and smaller jumps also a pizza hut or dominoes"

"get rid of people causing antisocial problems, make Alnwick more modern add a wrestling training facility"

"Definitely (for me) Better After and Before School Transportation. Even simply a Bus to the Edge of Warkworth would be beneficial, It would make it easier for me, and my friends to get to and from school"