



Prudhoe Place Programme – Consultation 1

Citizen Space (online survey)

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

The activity ran from 25/04/2022 to 13/05/2022

Responses to this survey: **424**

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Yes.....	28
No	28

Prudhoe Borderlands Place Programme Consultation



Prudhoe 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 Prudhoe 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 13 May 2022

Opened 25 Apr 2022

Contact

growth@northumberland.gov.uk

Why your views matter

To develop a Town Investment Plan for Prudhoe, 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 Prudhoe.

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 25th April 2022 and closes at midnight on the 13th May 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 Prudhoe?**
- **Please could you give us the first five alpha numeric characters of your home postcode**

Section 2 – The best and the worst things about Prudhoe

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

Section 3 – Vision

This is the Borderlands Place Programme vision for Prudhoe:

"By 2031 Prudhoe will be a town of opportunities for people of all ages, providing a strong economy, a destination for retail, leisure, culture and housing, and a focus on the future.

Prudhoe town centre will be a bright, modern, thriving environment with strong connections between the existing and new assets. Offering the growing population a flourishing town for young people, Prudhoe will deliver a great quality of life and provide a welcoming destination to visitors."

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. Collaborate with local communities, including young people, to imagine and then build a long-term future for the town they live in.
2. Safeguard existing businesses and attract new businesses to Prudhoe.
3. Maintain and increase the number of visitors spending money in Prudhoe.
4. Maintain and raise the quality of the physical environment in Prudhoe.

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

Section 5 – Future Surveys

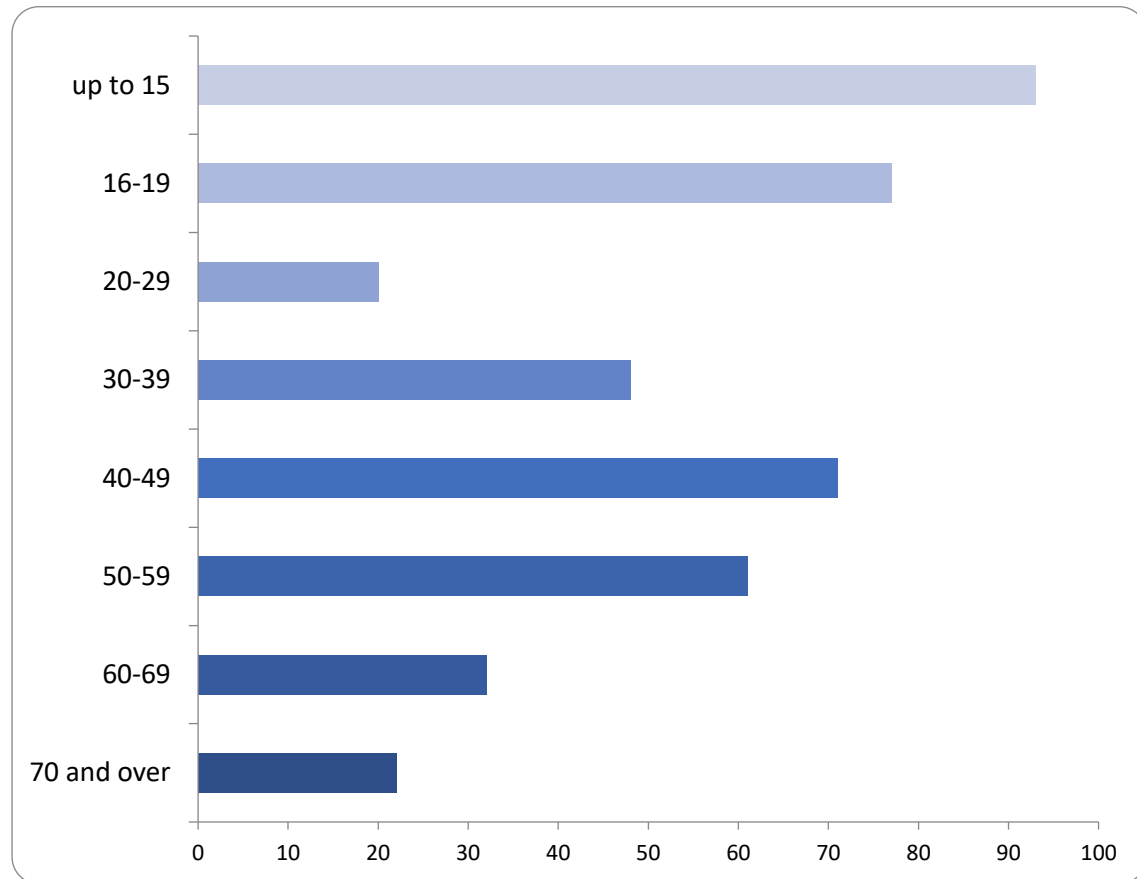
If you would like to be kept informed about future surveys then please give us your email address.

This is optional. If you do provide your details we will only use it to contact you about future consultations related to the Prudhoe 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

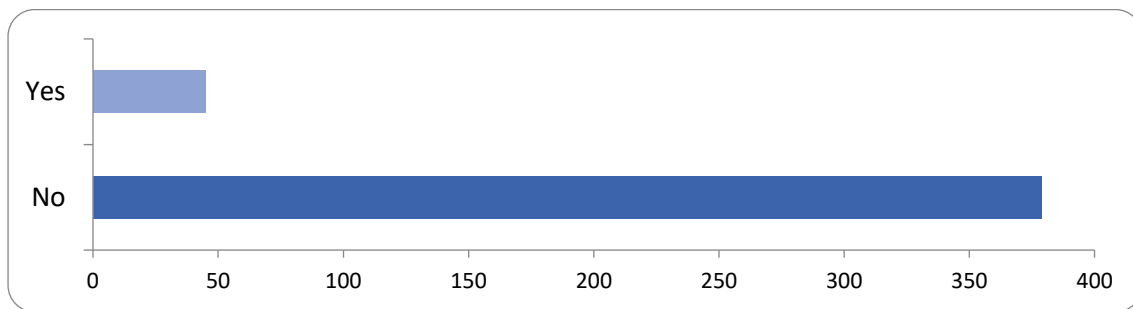
There were 424 responses to this part of the question.



Option	Total	Percent
up to 15	93	21.93%
16-19	77	18.16%
20-29	20	4.72%
30-39	48	11.32%
40-49	71	16.75%
50-59	61	14.39%
60-69	32	7.55%
70 and over	22	5.19%
Not Answered	0	0.00%

Do you consider yourself to have a disability?

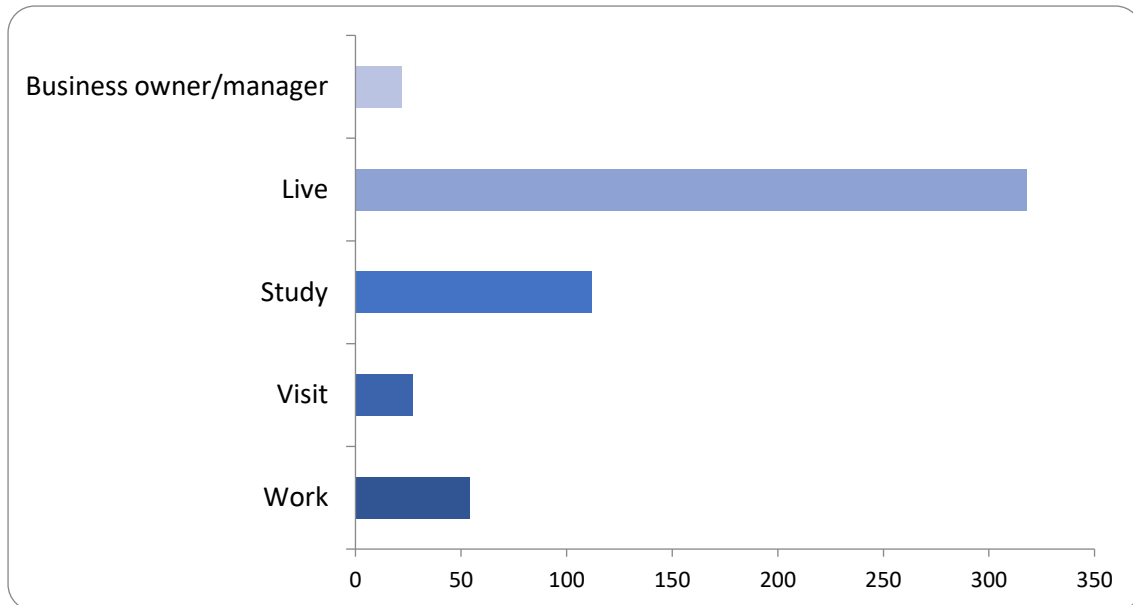
There were 424 responses to this part of the question.



Option	Total	Percent
Yes	45	10.61%
No	379	89.39%
Not Answered	0	0.00%

Why do you come to Prudhoe?

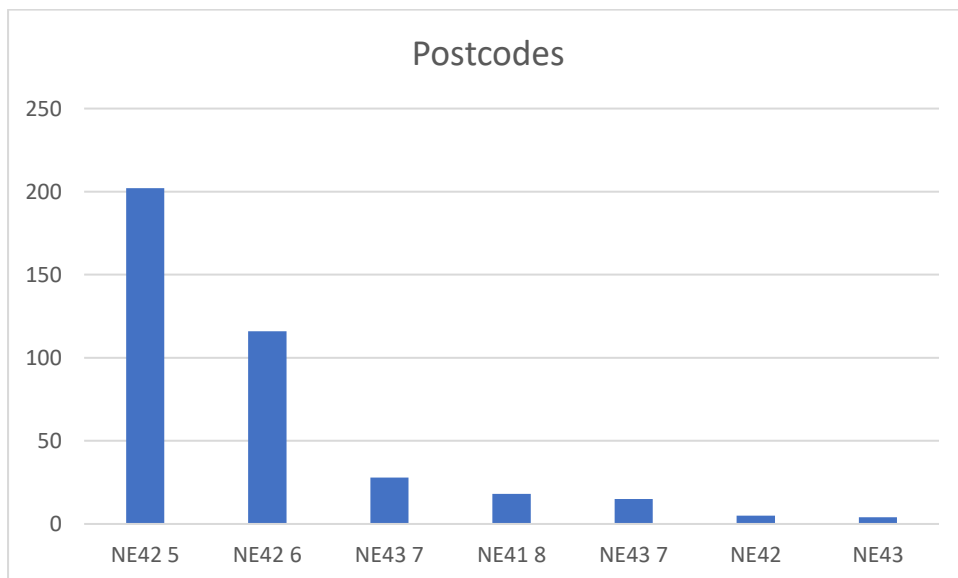
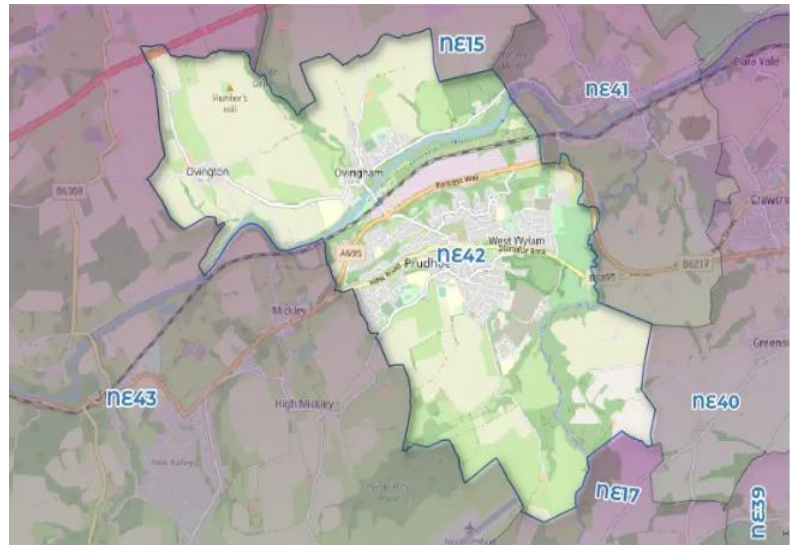
There were 424 responses to this part of the question.



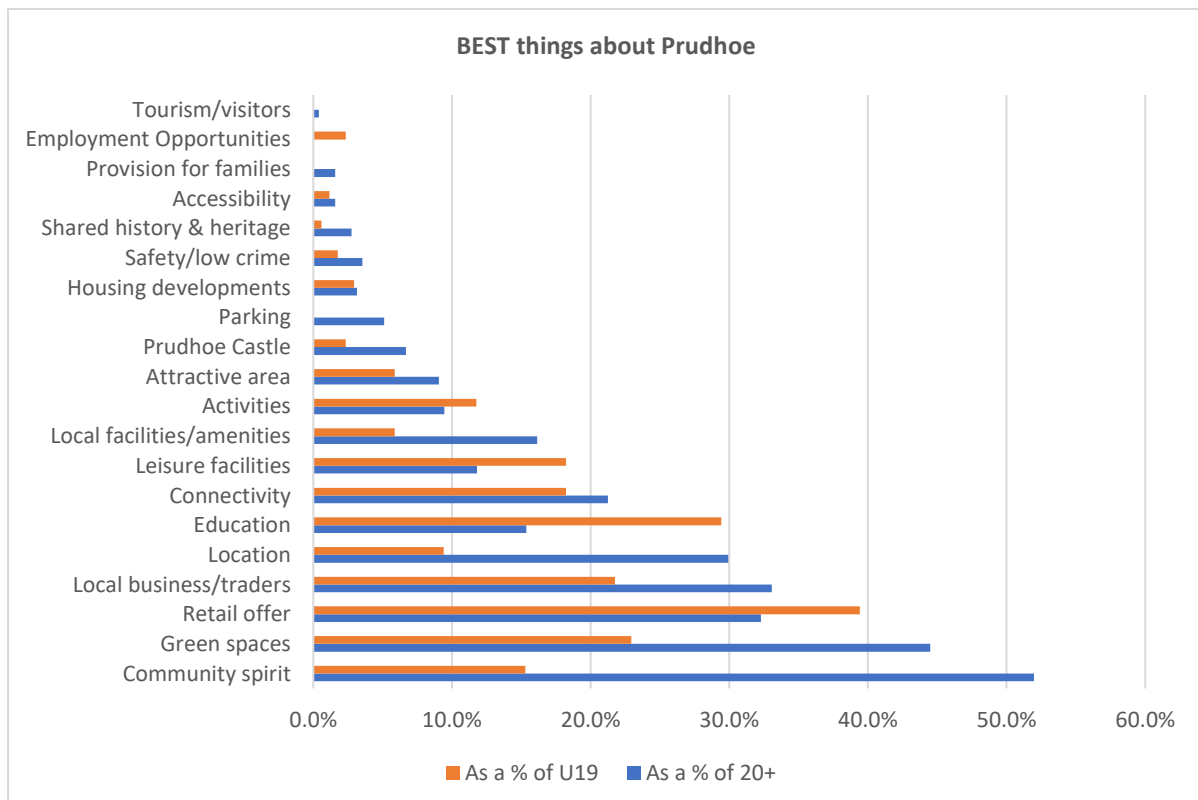
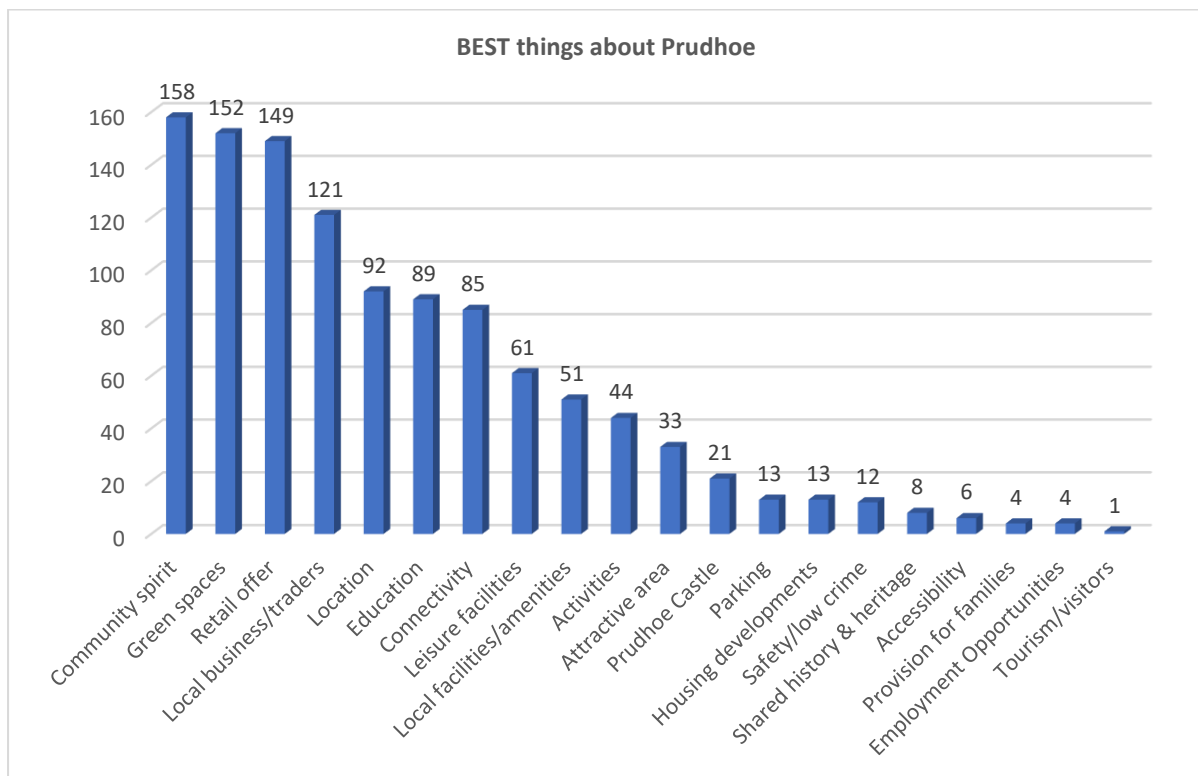
Option	Total	Percent
Business owner/manager	22	5.19%
Live	318	75.00%
Study	112	26.42%
Visit	27	6.37%
Work	54	12.74%
Not Answered	0	0.00%

Postcode areas of respondents

Postcode	Frequency
NE42 5	202
NE42 6	116
NE43 7	28
NE41 8	18
NE43 7	15
NE42	5
NE43	4
NE5 5	3
NE17	2
NE21 4	2
NE3 5A	2
NE39 2	2
NE40 4	2
NE41	2
NE46 4	2
Other (all one)	19
Total	424



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



Topic	Frequency	% 20+	% U19
Community spirit	158	52.0%	15.3%
Green spaces	152	44.5%	22.9%
Retail offer	149	32.3%	39.4%
Local business/traders	121	33.1%	21.8%
Location	92	29.9%	9.4%
Education	89	15.4%	29.4%
Connectivity	85	21.3%	18.2%
Leisure facilities	61	11.8%	18.2%
Local facilities/amenities	51	16.1%	5.9%
Activities	44	9.4%	11.8%
Attractive area	33	9.1%	5.9%
Prudhoe Castle	21	6.7%	2.4%
Parking	13	5.1%	0.0%
Housing developments	13	3.1%	2.9%
Safety/low crime	12	3.5%	1.8%
Shared history & heritage	8	2.8%	0.6%
Accessibility	6	1.6%	1.2%
Provision for families	4	1.6%	0.0%

Community spirit/friendly – 158 respondents

"I both live and study in Prudhoe. With regards to living, it is a rather peaceful town, with few major issues, and its residents are evidently community-focused, with there being many available activities/schemes within the community, like Prudhoe Youth Club Football Club, which has helped to maintain a number of youth football teams in the community"

"Prudhoe has a good community who try their best to improve the town"

"there is a strong community sense which helps to give off a feeling of security & safety"

"Local business and how friendly most people are. Lived here all my life and only can think of a few negatives"

"Friendly atmosphere between neighbours"

"It's a great little village with nice people and good shops and restaurants"

"Basic in some regards but sufficient for everyday needs. Sense of local community "feeling" and "spirit" is strong - a pleasant contrast to living in a larger place"

"The people, and the potential for growth in the community if the money is used in the right way"

"The people are the best super friendly and look after each other"

"We are very lucky to have an amazing community spirit in Prudhoe and some lovely shops and owners"

"The community spirit, Prudhoe is a thriving expanding town but through its active community groups and community activities such as the remembrance parades and the bunting up in the Main Street for events such as the fair it retains its community feel of a much smaller town"

"Peoples are very friendly and happy 😊 I love to live and work here"

"It's friendly there's quite a lot going on. People are down to earth and nice"

"Sense of community, desire to make it a better place to live, work & attract others. Councillor Gordon Stewart goes out of his way to support residents & promote local businesses but more investment into the town is needed"

"Community is so important and everyone is part of the community through the great schools and community groups and local areas which people can gather in too"

"The rural feel of the village, the friendly people who make everyone welcome. Once you are in Prudhoe you don't leave. It feels safe and a place to raise a family"

"Prudhoe has a strong community spirit. As a business owner in Prudhoe we get a lot of support from locals"

Green spaces & scenery – 152 respondents

“surrounded by great countryside in a great county”

“I run and walk and there’s great countryside to do this right on my doorstep”

“lovely surrounding countryside to view and walk”

“The actual physical environment is pleasant being rural with fresh air, nice views access to places to walk”

“Prudhoe is a pleasant place to live and work with beautiful views over the Tyne Valley because of its elevation. As you drive into Prudhoe there are well kept lawns and big trees. The Riverside provides pleasurable walks and the iconic Castle adds grace to the town.”

“the flowers and the badger”

“Lots of walking routes, scenic and rural...Little noise and air pollution from traffic”

“The location for me is the best part, we are close enough to amenities but on the doorstep to the countryside, beautiful walks etc”

“Prudhoe lies on the Tyne Valley within 20 minutes you are in the city centre of Newcastle one way and not a human in sight 20 minutes the other way. Surrounded by outstanding countryside, with a history many towns would beg for”

“It’s very near to countryside. The Riverside park is a fab place to run, cycle etc”

“Being in the Tyne Valley with lots of countryside walks direct from the Town”

“The green space - the country park. It must be conserved and enhanced with water quality a priority. Our nearby woodlands are wonderful but should be improved and enhanced to ensure greater access for all”

“The local walks are lovely, nature on your doorstep”

The fact that we have the riverside park which is great for walking, cycling etc. Vicinity to a huge rural area”

“You have a lot of places around you e.g Ovingham, Wylam and Stocksfield, close to Newcastle and also Hexham at the same time, I like the scenery around the place”

Retail, restaurants and local businesses – 149/121 respondents

"The general community feel, local businesses like wor local, mcgees and miners lamp. Clubs like prudhoe plodders and the prudhoe youth groups"

"easy commute to other towns, good schools & range of shops/restaurant/bar options & the community feel. Good choice of local employment opportunities with large firms"

"nice independent shops (greengrocers, coffee shops, DIY etc), affordable, good amenities (Waterworld, doctors and dentists, supermarkets etc)"

"Numerous local facilities without needing to travel, including shops, leisure and services"

"Arthur McGee's hardware shop and Threadgold's the greengrocer - these types of helpful, local, independent shops are wonderful. Wor Local - great to see a micro pub have such success in our town"

"Some very useful shops such as DIY (McGees). The Ginevra cafes run by a local couple need praise. Some good takeaway food outlets"

"The Front Street offers a range of shops with tge recent addition if a Pocket Park. One gets the distinct impression that this town is loved and there us a community that is working for it's betterment"

"Waterworld holds recreational activities for all ages and acts as a community hub on the high street. Lots of independent businesses set up by locals which gives prudhoe a community feel
"Beautiful town - countryside on our doorstep"

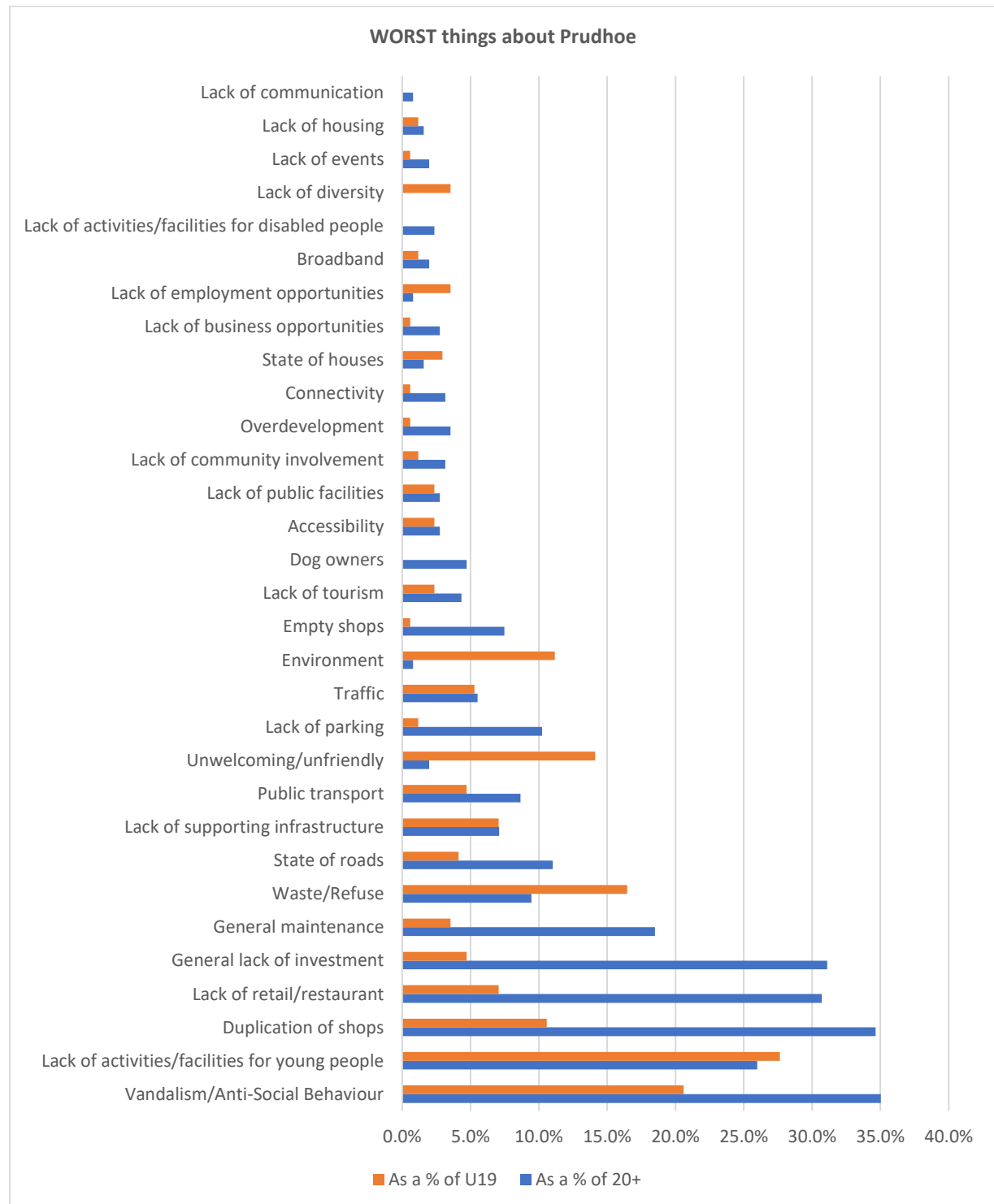
"The variety of shops on the high street - it's always busy and seems to serve the community well. Markets would be a fun addition to attract people from elsewhere"

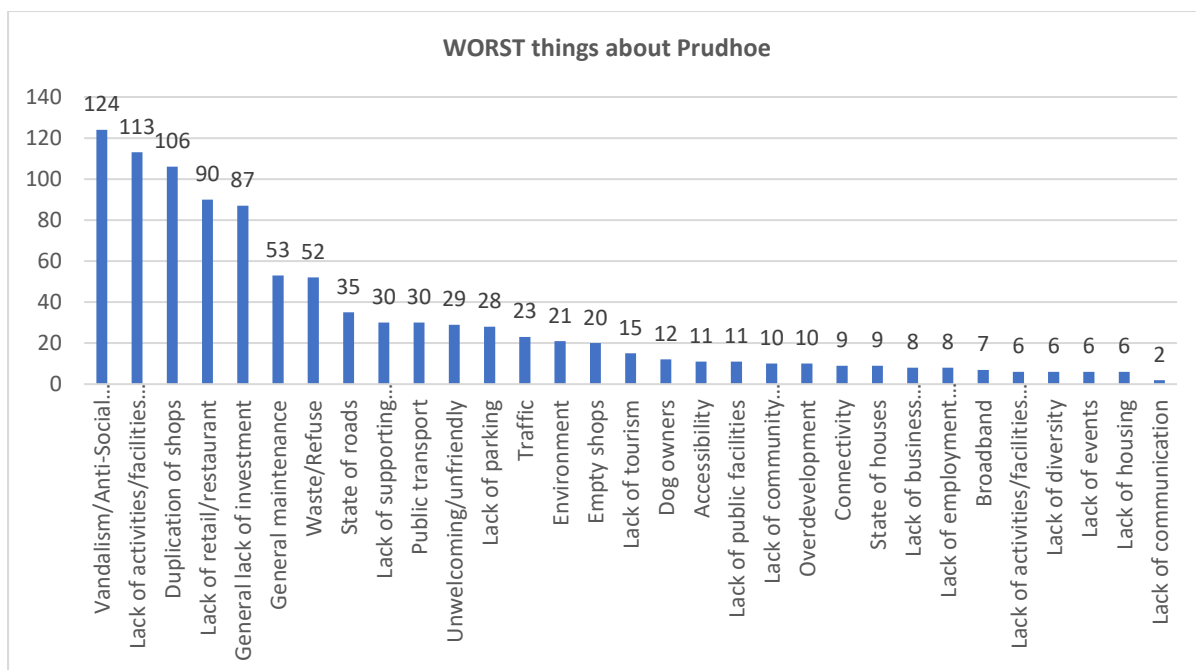
"Prudhoe has a good variety of Services, such as Waterworld, as well as a good chain of Local Businesses like that of McGees DIY and the new Tyneview Retail Park"

"Excellent community spirit. The Tyne View Retail Park is brilliant and saves me from having to go to ASDA/Morrisons to get a weekly shop. Plenty of good shops and amenities on the Front Street"

"Decent selection of shops including a few high street names - Boots, Greggs, Barclays, Coop etc. Few independent shops too which is nice to see. Some decent takeaways as well (too many..?) and generally a friendly vibe in most places. The household waste recycling is great and convenient and we're fans of the new Aldi in Low Prudhoe - although in time I think this will decimate Front Street and I wonder if planners thought this through before granting permission for the development"

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





Topic	Frequency	% 20+	% U19
Anti-Social Behaviour/crime	124	35.0%	20.6%
Lack of activities/facilities for young people	113	26.0%	27.6%
Duplication of shops	106	34.6%	10.6%
Lack of retail/restaurant	90	30.7%	7.1%
General lack of investment	87	31.1%	4.7%
General maintenance	53	18.5%	3.5%
Waste/Refuse	52	9.4%	16.5%
State of roads	35	11.0%	4.1%
Lack of supporting infrastructure	30	7.1%	7.1%
Public transport	30	8.7%	4.7%
Unwelcoming/unfriendly	29	2.0%	14.1%
Lack of parking	28	10.2%	1.2%
Traffic	23	5.5%	5.3%
Environment	21	0.8%	11.2%
Empty shops	20	7.5%	0.6%
Lack of tourism	15	4.3%	2.4%
Dog owners	12	4.7%	0.0%
Accessibility	11	2.8%	2.4%
Lack of public facilities	11	2.8%	2.4%
Lack of community involvement	10	3.1%	1.2%
Overdevelopment	10	3.5%	0.6%
Connectivity	9	3.1%	0.6%
State of houses	9	1.6%	2.9%
Lack of business opportunities	8	2.8%	0.6%

ASB/Vandalism/Crime – 124 respondents

“There is quite a lot of vandalism and disrespectful behaviour especially amongst younger teenagers”

“Have some issues around antisocial behaviour around Tyneview retail park”

“Chavs everywhere, always in danger from them. People smoking drugs and cigarettes a lot. Not enough things for young people to do. Littering, pollution and people revving their cars constantly throughout Prudhoe”

“For some reason people like to destroy the parks around prudhoe. this could be prevented with surveillance and bringing the book down harder on these people that for some reason enjoy this”

“There’s NOTHING really for young people to do. They end up loitering and becoming a public nuisance”

“Antisocial behaviour is a sticking point with many residents. Especially around the social housing areas like where I live. Policing seems to be reactive instead of proactive”

“Less police presence since the police station closed, rise in antisocial behaviour”

“sadly the amount of damage done in the evenings when all the drunks come out of the pubs. Lots of verbally abusive youngsters hanging around in parks and on the streets makes it not nice to be in the area”

“Prudhoe lacks a good youth centre. Teenagers have no facilities to use and tend to congregate in the town centre. Crime in Prudhoe has also increased massively and I feel that there is a massive lack of police presence”

“Drug problems in schools/pubs, antisocial behaviour, lack of respect for public property”

“Crime rates are increasing or are at the very least appearing to be due to cutbacks in policing in the town, repairs are taking longer e.g. vandalism broken windows, broken bus stops”

“Since the police station closed there are lots of vandalism, there’s nowhere for the children to go, no youth clubs, the builders should have been made to pay for services”

“NO POLICE STATION, therefore anti social behaviour is a big issue”

“People use social media to winge about prudhoe undermining the great place it is, a small number ruin it for the rest of us and think they are funny..., lack of policing and issues at the retail park following the organised car meet....THIS NEEDS SORTING OUT ...Barriers need to be put in place and organisers held accountable”

“The kids who vandalise the retail park , after hours , the abuse the Mac Donald’s staff , and also the retail park need barriers down at greggs , after b&m and also Aldi closes to prevent the “ car rally’s “ abusing the place”

Lack of activities/facilities for young people – 113 responses

"The Fuse. It was completely ruined. When it was taken out of PCHS's ownership and instead used as an adult learning centre it ruined the possibilities that the fuse could take Prudhoe. The Fuse was a brilliant media centre that could have generated large income for the town for local and professional film and recording companies to use its facilities. Having a cinema in the town made it unique and special and allowing companies like NSDA and Mortal Fools to use its facilities was also great. Unfortunately the council and the owners decided to ruin the building by taking out all of its high-tech equipment and stop companies from using it. It has had negative impacts on students at PCHS who want to use it for sixth form or want to study media and performance without going into Newcastle. It has stopped the privilege of going to a local cinema and instead people now have to travel to see a new film. It is the BIGGEST FAILURE TO THIS TOWN."

"No dedicated space for young people to meet"

"No youth centre to cater for the growing population of young people"

"No community centre (ie village hall) for general use and for performing arts. The local high school used to be more of a community asset. For a population size this is a big miss not to have a performance space/theatre (compared to other more wealthy towns in Tynedale)"

"There are few areas for youths to study outside of schools"

"I would say that Prudhoe is lacking in facilities for young people to enjoy. I would also say that the town is old fashioned and lacks character and a modern feel"

"not a lot of stuff to do in prudhoe for teenagers"

"Not enough to keep youths out of trouble"

"Very football orientated nature for clubs for younger generation no variety"

"There is not a lot to do with Children / Families in Prudhoe - especially for Children with Additional Needs. The library is depleted in terms of quality and range of books so isn't very enticing for people to utilise"

"There seems to be a lack of places for young people to go, hence they congregate on corners etc and generally get up to mischief. There needs to be facilities where young people can have fun, be listened to and generally hang out....I'm aware that there will always be those who will cause mischief and trouble, but these have always been the minority, and no doubt will be again"

"It's not the most appealing town for young people who want to do something, and there is a lot of antisocial behaviour around town and no one really gets punished for it"

"The parks are not good enough around Prudhoe need more done to keep kids occupied, waterworld baths need upgrading massively and is a must as there isn't enough to do in the baths for kids and the showers and changing areas are not good"

Duplication of shops/lack of retail offer – 106/90 responses

“There are too many hairdressers, barbers, charity shops & takeaways. Not enough nice places to go for a drink such as wine bars etc.. Also the main street itself needs smartening up”

“Lack of diversity in the people who chose to live here, and the types of shops we have. Often the council lets similar business in to prudhoe, which creates competition which isn't needed. We simply don't need 3 shops that all sell the same things”

“Too many repeat businesses on the main high street. E.g barbers, hairdressers, beauticians, estate agents. No butchers, bakery”

“Retail is now spread over 2 sites and there's no community park in the centre of town. I'd like to see more diversification of shops, supermarket and eateries”

“Too many barbers / hairdressers - and not enough variety in the shops”

“In my opinion whoever owns a lot of the units in the town aren't bothered about who or what shops rents them, as long as they are leased and money is handed over. There is little or no thought given to attracting different businesses or the longevity of the town itself. It appears thoughtless and selfish”

“Not enough variety of shops. The front street is outdated with too many hairdressers/Barbers. Not enough Restaurant choice. Would be nice to have a chinese restaurant instead of three takeaways.”

“Pubs are all a bit rough. Not a lot going on. Not many amenities / shops”

“The High Street is limited, too few landlords holding a large number of properties and preventing competition”

“Not really any shops. Need a butcher. Too many nail bars and hairdressers for such a small place”

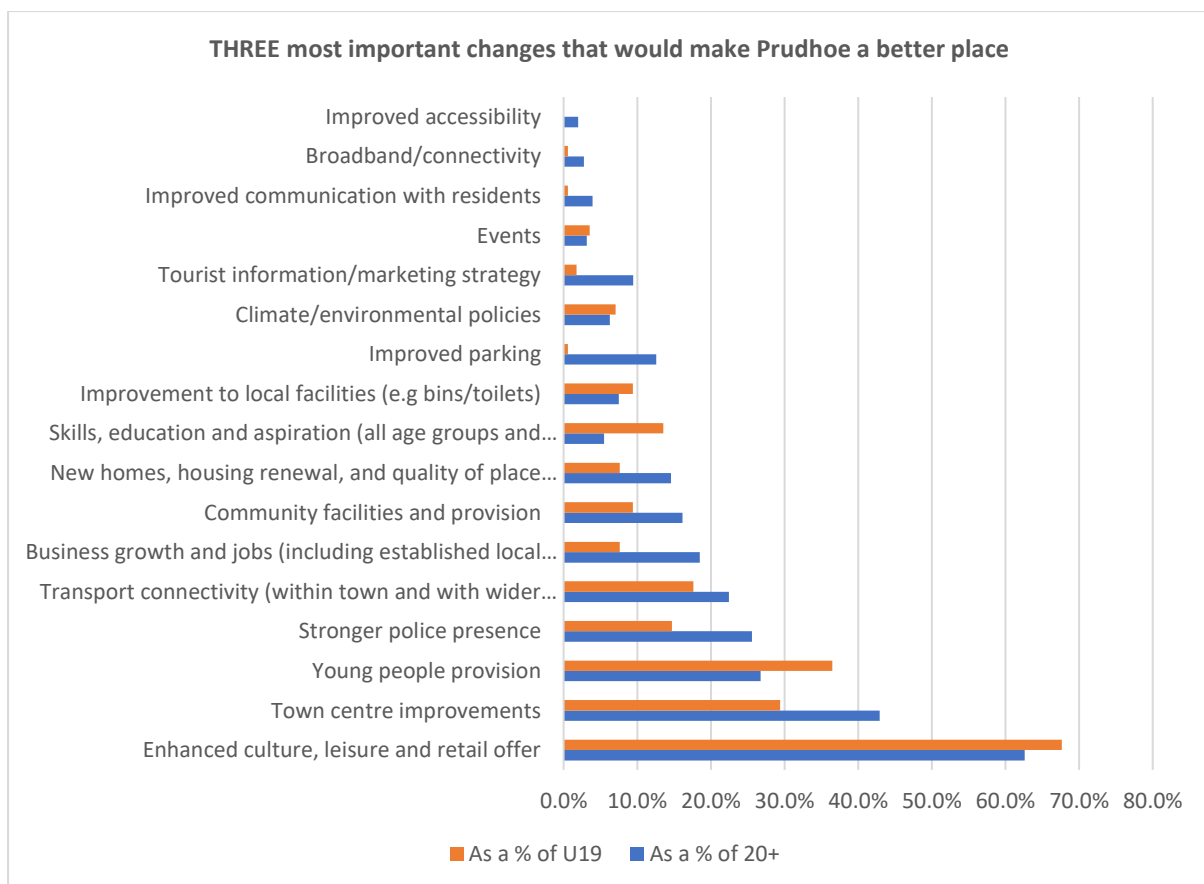
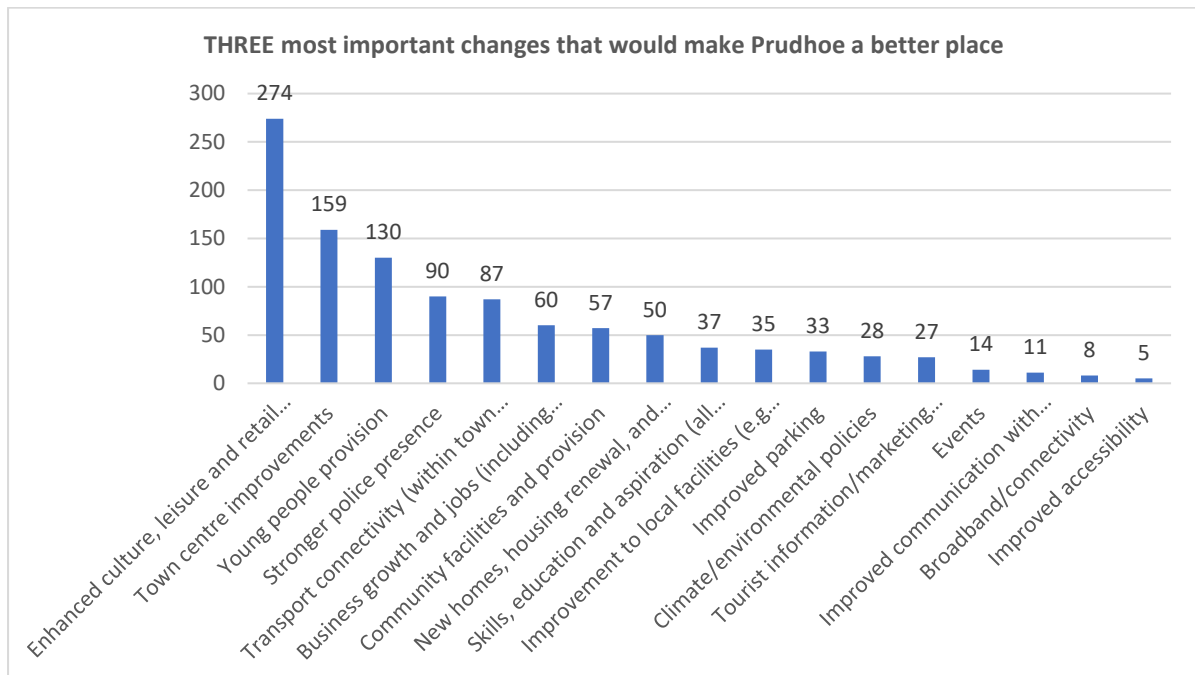
“Not enough shops with variety on the front street to encourage people to use the front street. There needs to be more variety and a bakers and butchers is needed for the elderly instead of the increased prices of the coop. Too many takeaways or hairdressers. Estate agents etc”

“not enough independent shops - too many of the same type of business”

“Unfortunately we have too many of the same business sectors opening. This is due to landlords accepting anyone who will pay the price and not considering the older businesses that are closing down due to lack of customers”

“There really is nothing to bring people to Prudhoe for an afternoon out - a few more interesting shops, fashion, shoe shop, delicatessen, artisan bakery, cheese shop etc would be more upmarket and help to attract folk. Too many barber shops”

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



Topic	Frequency	% 20+	% U19
Enhanced culture, leisure and retail offer	274	62.6%	67.6%
Town centre improvements	159	42.9%	29.4%
Young people provision	130	26.8%	36.5%
Stronger police presence	90	25.6%	14.7%
Transport connectivity (within town and with wider region)	87	22.4%	17.6%
Business growth and jobs (including established local firms)	60	18.5%	7.6%
Community facilities and provision	57	16.1%	9.4%
New homes, housing renewal, and quality of place improvements	50	14.6%	7.6%
Skills, education and aspiration (all age groups and skill levels)	37	5.5%	13.5%
Improvement to local facilities (e.g bins/toilets)	35	7.5%	9.4%
Improved parking	33	12.6%	0.6%
Climate/environmental policies	28	6.3%	7.1%
Tourist information/marketing strategy	27	9.4%	1.8%
Events	14	3.1%	3.5%
Improved communication with residents	11	3.9%	0.6%
Broadband/connectivity	8	2.8%	0.6%

Enhanced culture, leisure & retail offer – 274 responses

“More shops/restaurants/businesses in Prudhoe to avoid having to travel outside of the town”

“wider range of shops, having a wetherspoons and not as many parks”

“nicer places to eat out”

“Develop low prudhoe more next to Tyneview Retail Park by adding restaurants and hotels”

“Better investment into the social Club at Prudhoe, more open mic and karaoke nights”

“Get big company in what like blaydon did get a kfc in Asda the lot make more jobs for people I tell you now everyone wants a big 24/7 shop in Prudhoe”

“Leisure centre needs to be cheaper. Terrible gym for the price”

“Needs to be a better mix of businesses throughout the town as we get too many of the same”

“Fill the empty units on Front St, bring an independent butchers in and a gym which is independent from Waterworld”

“Whilst leisure centres great it could be bigger and better and offer the older kids something to do as the youth clubs aren't that great”

“I want to think of things that investment would make a difference to! We'd love to see the cinema open again. Personally, I'd like to see some sort of clothing and homeware store in town. (A M&S down on the retail park would make my year!)”

“Improve front street shopping experience better parking and low Prudhoe phase 2 would be excellent”

“Swim only membership option at waterworks so it's more affordable to take the kids swimming!”

“Bring some culture or sport as a focus. We have so many sporting opportunities here and it's a shame we don't celebrate that more or make more of it. Eg “Come to Prudhoe for your bike ride or canoe and there's a great stop off for coffee and cake, oh and a super bike shop too!” Have more organised sporting events through the leisure centre. Make it a destination of sport/leisure”

“Bring better quality businesses to the town (both shops and industry/office), to encourage folks to stay a while here and not just dip in for a greggs and go! Perhaps through marketing of vacant units, marketing of the town generally, subsidising certain businesses to come here”

“What happen to the hotel, petrol station and restaurant that was meant to be built next to the new retail park?. This should be strongly encouraged/brought back on track with subsidies.”

Town centre improvements – 159 respondents

“A cleaner, more modern look with more grass areas and a nicer feel in general with more bins and better litter management”

“give funding to make the highstreet more matching and professional looking, give funding to prudhoe waterworld so that the pool can be improved, give more to local businesses”

“Need to revamp the front street. Signs are all clashing with each-other and make the street unappealing. I can drive on to front street and easily say I hate this town”

“Investment in front to improve look of shop fronts and 1st story of buildings”

“Improve public realm. Make more room for outdoor seating along the front street. The new pocket park looks fantastic but not really an ideal sitting spot next to stationery traffic at the lights. It's a shame the area where there is a car park/club/carpet shop isn't used for a nice town square with seating overlooking the fabulous views. So much unused potential in that land”

“Revamp of the main street to give more parking, a bigger choice of shops and to make it into a proper town”

“Smarten up front street and the shops on front street (because some of the scruffiness is down to the shops themselves)”

“Better maintenance of grass, roads vergeworks away from main high street”

“Make the front street - residential only. Allow the coffee shops and restaurants to use the area outside their business for table and chairs. Bringing a more continental, safer environment to enjoy, shop, relax and play in the town centre. This will probably mean an alternative road route to bypass the traffic Front Street”

“Better facilities on front street, bars, restaurants, specialist shops. Needs a face lift”

“An enhanced shopping space and pedestrian areas to make our community safer and encourage footfall”

“Centralise park for people to sit and enjoy the landscape”

“Facelift to Front street. Investment required to lift it to be somewhere people want to be!”

“Spruce up the high street which looks very tired and worn. Reduce leasing fees to allow local traders to offer better pricing”

“A facelift on Front street - to modernise it. Knock down and rebuild the East Centre into a modern building”

“An overall improvement to the High Street - it needs a 'facelift', shop fronts need to be painted and maintained; some of the shop fronts are in a dreadful state”

Young people provision – 130 respondents

“More things for young people to do, possibly add tennis courts, more general sport areas”

“Introduce new clubs and activities targeted at teenagers to reduce antisocial behaviour”

“more outdoor activity areas for children, more youth engagement and investment”

“a place for teenagers to hang about, better shops and less dog poo”

“A Community Centre providing classes for Adults and children for all ages- adapt/extend the East building”

“Community events that enable education of diversity and the wider community and areas. EG, events held by people who aren't Cis/Het/White. A lot of people here don't leave prudhoe, so when they see someone who isn't like them... yeah. Facilities for younger ones, groups they can attend where they feel safe, and feel heard in the community”

“Give the children somewhere to go again. Somewhere they can call their own space outside home/school”

“More youth provision to avoid hotspots of bad behaviour arising”

“more things for younger people to do and more places for them to go”

“skatepark, basketball courts, tennis courts, football pitches”

“somewhere to go that's not just hanging about doing nothing”

“Long term prospects for young people. Supportive youth institution”

“Cross sector approach to youth and leisure services”

“A plan in place to help families with Autistic children who fall through every crack.. to try and be part of their community”

“A good community building that enables all groups to have a home and a base to operate. Whether a homework club, mental health support, fitness, youth club or flea de class. WI, cooking group or any community group”

“Permanent support for young people - a building / community hub to engage people”

“Whilst leisure centres great it could be bigger and better and offer the older kids something to do as the youth clubs aren't that great”

“Prudhoe could do with more investment into the youth center, better advertisement of jobs and work experience opportunities for young people and the creation of a large study space at the library for students”

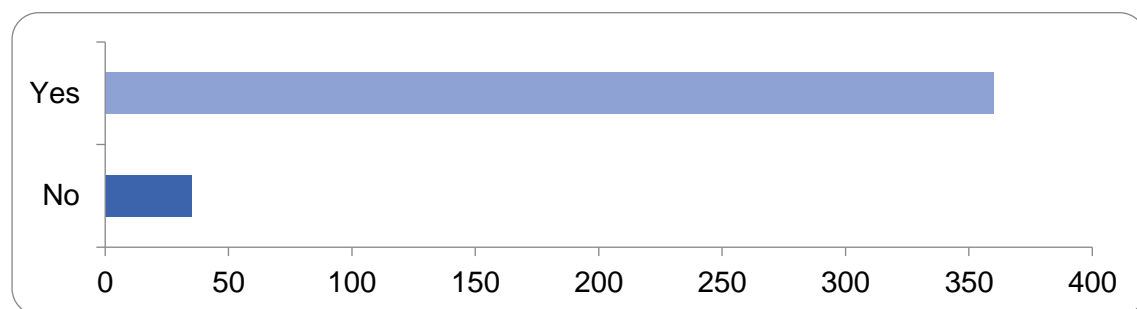
Do you agree with the vision?

This is the Borderlands Place Programme vision for Prudhoe:

"By 2031 Prudhoe will be a town of opportunities for people of all ages, providing a strong economy, a destination for retail, leisure, culture and housing, and a focus on the future.

Prudhoe town centre will be a bright, modern, thriving environment with strong connections between the existing and new assets. Offering the growing population a flourishing town for young people, Prudhoe will deliver a great quality of life and provide a welcoming destination to visitors."

There were 424 responses to this part of the question.



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

Yes

“good vision if you actually go through with it”

“while I do agree with the vision, the details on how this will be achieved are very vague!”

“It is good but doesn't mention how it will tackle the anti social behaviour”

“As long as there isn't a push for gentrification to increase house prices and push locals out of the area because they're out-priced of housing or rent”

“The quality of retail, not quantity is important. Housing must be affordable unlike cottier grange otherwise its wasting valuable land”

“A good, clear vision but some short-term goals would be helpful”

“Would maybe add in something about making it more accessible to all”

“This vision sounds amazing! I'll only be 41 by then, but I hope that the older generation still has plenty of ways of engaging with the community. We shouldn't sacrifice our older generation. There needs to be balance”

“These are promises we've heard before. I'll believe it when I see it”

“Can we have it sooner than 2031?!”

“Agree with focusing on the next generation and moving Prudhoe forwards”

“Please just Make it happen! A lot of these processes get hit by red tape and take too long to materialise”

“I agree it's a good aim, I'd like to know how you will achieve it”

“Needs more substance. Lovely words but what does it mean in reality. What steps will be needed to deliver this? Given this is only 9 years away and I am 5 years into living in Prudhoe there has been no significant improvement in my time in the area. There needs to be a clear plan on how this can be put into effect”

“The vision is bold but not sure if it is achievable”

“I would like there to be something about climate, but perhaps that's more appropriate for the goals/ambitions or values than the over arching vision”

“I agree the vision sounds wonderful, however words mean nothing without action. Kids are in need of more services in the area, shops need to be inviting. Prudhoe I feel is not a well visited town as I feel it's history and worth are not publicised well. Whereas Hexham is positively published and whilst has lost some of the smaller traders, they do still have a good mix of small and larger businesses to attract visitors”

No

"The newly introduced retail, leisure and culture will cripple a once-striving community"

"Your not gonna do it and if you want me to agree with "vision" at least explain why i should and what you are going to do to change it to be all those things"

"Unrealistic for a town filled with many older people. Prudhoe most likely won't be a youthful town. The vision should instead be to make the existing people's lives better"

"Cant really say all that and have no idea what your working with and no good plans to do it"

"It's not all about young people , there are middle aged and old people living in the town,where is the consideration for them?"

"It is quite generic, Prudhoe should be careful not to lose it's character or it's beautiful scenery by focusing on providing outdoor activities and spaces for socialising"

"Prudhoe high school is continuing to push pupils to go to university which requires young people to leave the area as the jobs in prudhoe aren't high paying enough, nor are there enough jobs for young people. I had to leave prudhoe and work at the metro centre or in town when I was 16"

"It's hard to actively disagree with a vision statement but an environmentally sustainable message needs to be at the forefront of this or any vision nowadays!"

"It's a fantastic hope for the town but the timescale is just too short... Or perhaps the vision too grand for the timescale!"

"Re: "a destination for culture". There's no physical building/space to provide for cultural events like plays, concerts and art exhibitions. (We just about get away with concerts in church...! But local amateur drama productions take place in a school hall on temporary staging/seating. The location of The Fuse media centre so far up the hill makes access prohibitive.) I have been in Prudhoe 4 years and have still not managed to get the castle! It has mostly been closed when I have an opportunity to go - and remembered about it. But also I see very few reminders about its existence in local channels (social media, magazines, posters). The road sign is even 'shrouded' for many months of each year!"

"Too little too late, the town has been dying for too long. Little investment or interest for expansions prior to this have already started the town to crumble in on itself"

"At present Prudhoe does nothing but grumble about young people. The current east centre needs reopening and provide facilities for young people. Also Prudhoe is desperate for better policing"

"Not feasible when people have to work outside the town, so will do shopping, eat out, socialise in Newcastle/Hexham etc. no well paid jobs in Prudhoe"

"Remove the blinkers, diversity encourages the best to flourish"

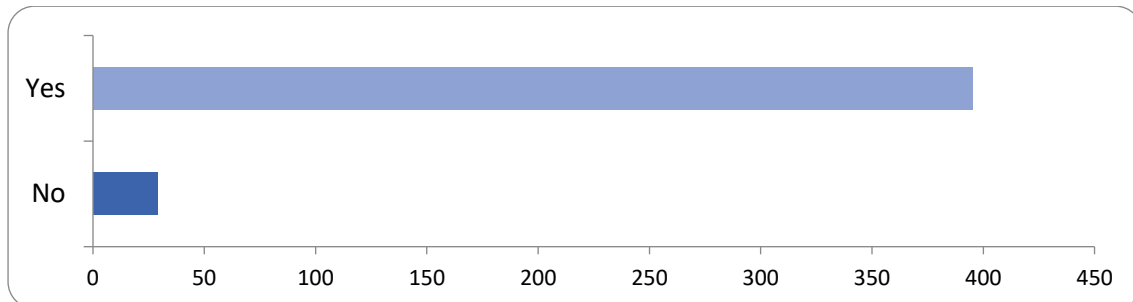
"A retail destination is not what we need or want. Prudhoe should aim to be a rural town with good transport links and independent shops. Not another 'out of town' shopping hell hole. We don't need modern, we have a castle. We should be looking to Alnwick & Morpeth for inspiration"

Taken as a whole do you agree with these objectives?

We have four strategic objectives:

1. Collaborate with local communities, including young people, to imagine and then build a long-term future for the town they live in.
2. Safeguard existing businesses and attract new businesses to Prudhoe.
3. Maintain and increase the number of visitors spending money in Prudhoe.
4. Maintain and raise the quality of the physical environment in Prudhoe.

There were 424 responses to this part of the question.



Option	Total	Percent
Yes	395	93.16%
No	29	6.84%
Not Answered	0	0.00%

Yes

"Young people in point 1 has to take focus. Walking through front street today was like walking through a zoo, the appalling language and yelling from parent & their kids is shameful, but what else do they have to do?"

"On objective 3, as the old saying goes, "time = money". So, whilst it's good to get people to visit and spend money in Prudhoe, let's not start outpricing the local population, and encourage our visitors to spend more time in Prudhoe"

"Important objectives"

"So important to be including young people"

"You can't "maintain and increase" the number of visitors spending money in Prudhoe. They're contradictory"

"They must mention green and blue spaces and reference the environment"

"As already mentioned we need to be proud of Prudhoe .. growing up I was always told by my relatives Prudhoe meant 'proud heights'"

"if this can be achieved that would be great"

"You need to ensure that you include every family with disabled children, they have do much to say but are never heard"

"Again, I hope it's possible and gets the funding necessary"

"All good let's make it happen"

"Hope the current councillors which are probably the best we have had in a while follow this through and makes a difference"

"It's getting on and doing it, not going back to the office to have consultation after consultation etc. It needs a back-to-basics approach with people that want to work hard for the community and not their own importance"

"Only to say that you must avoid and disregard the negativity that seems to seep through a lot of the High Street Businesses and work against the very enthusiastic and motivated people"

"It's all covered for me yes I agree to all"

"They seem to cover some of the key areas"

"It is very refreshing to know that we can include young people in collaborations as they will have so much to deal with in their lifetime. We need to have more local businesses so we can be more resilient and if people can share in our success and enjoy visiting them they will also benefit. I think Prudhoe has a lot going for it it probably just needs a slight image change!"

No

"I feel like they need to focus on the mental state of the young adults and the facilities and health of its people, instead of just throwing there money into something physical. Also climate change"

"The current shops will not encourage new shops. They're all old fashioned, cheap supermarkets or charity shops. We need more than that surely. And then we need investment in children with disabilities and additional needs. There's nothing for them here!"

"There is nothing here for young people and I can't see there being anything to encourage them to stay. Why would visitors come here? Nice walks and the castle, but no shops here that any visitor would spend in. Prudhoe will become a commuter town - new homes built to accommodate those unable to afford city living"

"Objectives are wishy washy in the extreme....We will lift up Prudhoe to dizzy heights with the support of fairies and goblin communities...Objectives need to be specific"

"please don't work with young people"

"I struggle to believe these are achievable. Unless you open a charity shop, hairdressers or foot outlet it doesn't work. Need more niche shops to make Prudhoe the advertised area to visit."

"There should also be some shorter term goals as times change very quickly, the young people consulted now, may have moved on before the goals are realised"

"Better parking and more promotion of the Castle. We have this asset, use it to its best"

"Won't happen"

"First and foremost the investment in Prudhoe needs to be on par in not equal to that of Hexham. Only then can your above objectives be realistic"

"I'm not sure about safeguarding existing businesses as not all should be protected to remain above bringing in new business that may be better for the town. Eg I don't think I'd want spend n save to be protected above bringing in a business who has more to offer the town and looks after the front of their premises"

"The focus doesn't have to be tourism but to promote spending within the community from it's own residents"

"all the young people who actually have a brain are going to leave Prudhoe and it will just be crackheads. You have killed businesses by building macdonlads which has only drawn people from upper prudhoe making the highstreet run dry and places like the coop go quiet"

"don't promote the town enough to make it busy and commercial"