



Northumberland
County Council

Prudhoe – Borderlands Place Programme Consultation Review

May 2022

www.northumberland.gov.uk

Programme

- Declarations of Interests
- Public Consultation Report
- Review of Vision
- Review of Strategic Objectives
- Next steps

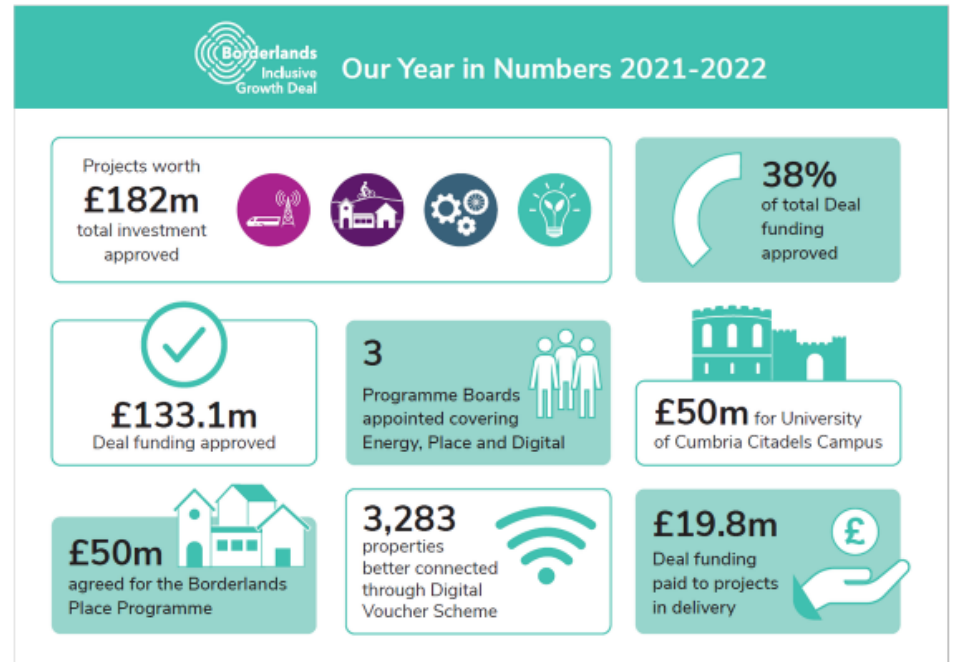




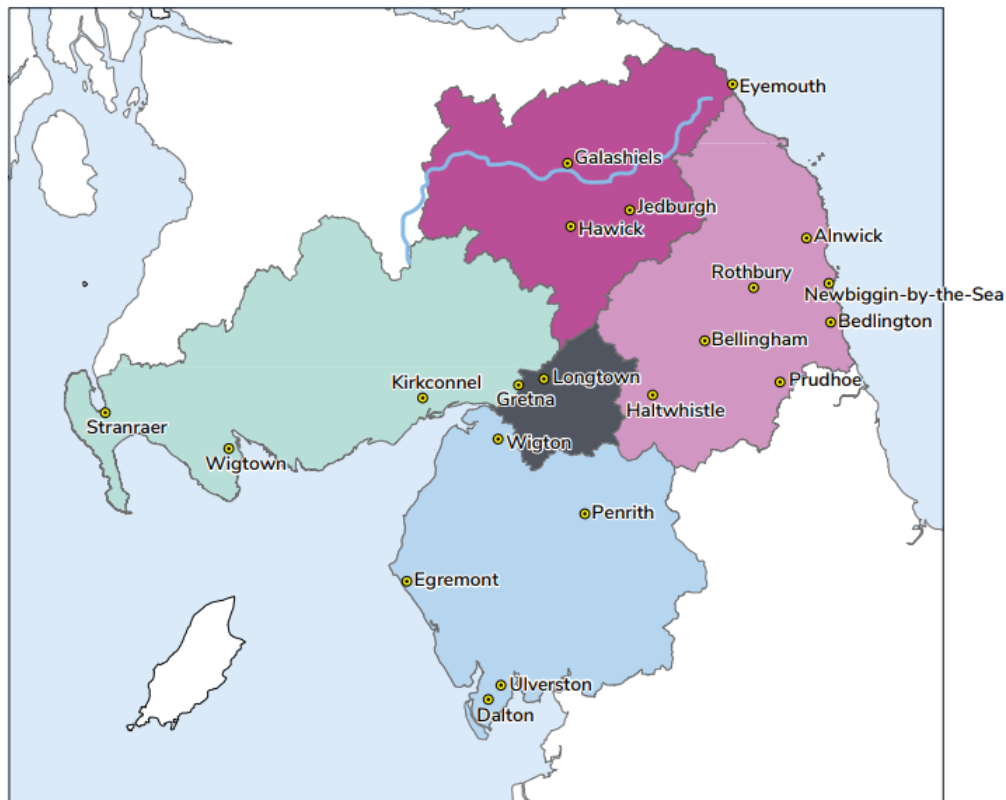
One Year on from Deal signing

The Borderlands Inclusive Growth Deal was signed on the 18th of March with the Scottish and UK Governments. Since then, we have made significant progress in bringing the Deal to life.

<https://www.borderlands-growth.com/BorderlandsNewsletterMarch2022final160322.pdf>



Borderlands Inclusive Growth Deal Place Programme Towns



www.borderlandsgrowth.com

Projects in delivery

Over £30m of advanced funding was released prior to the Deal signing for five approved projects. These have continued to deliver strong progress during 2021/22.

- Borderlands Energy Masterplan
- Lilidorei at The Prudhoe Gardens
- Ad Gefrin Visitor Experience and Distillery
- Carlisle Station Gateway
- Digital voucher top up scheme

Prudhoe 2022 Consultation

Prudhoe Borderlands Place Programme

The consultation sought your views on:

- Our BPP Vision for Prudhoe
- Our BPP Objectives for Prudhoe
- Best things about Prudhoe
- Worst things about Prudhoe
- Three things you'd like to change about Prudhoe



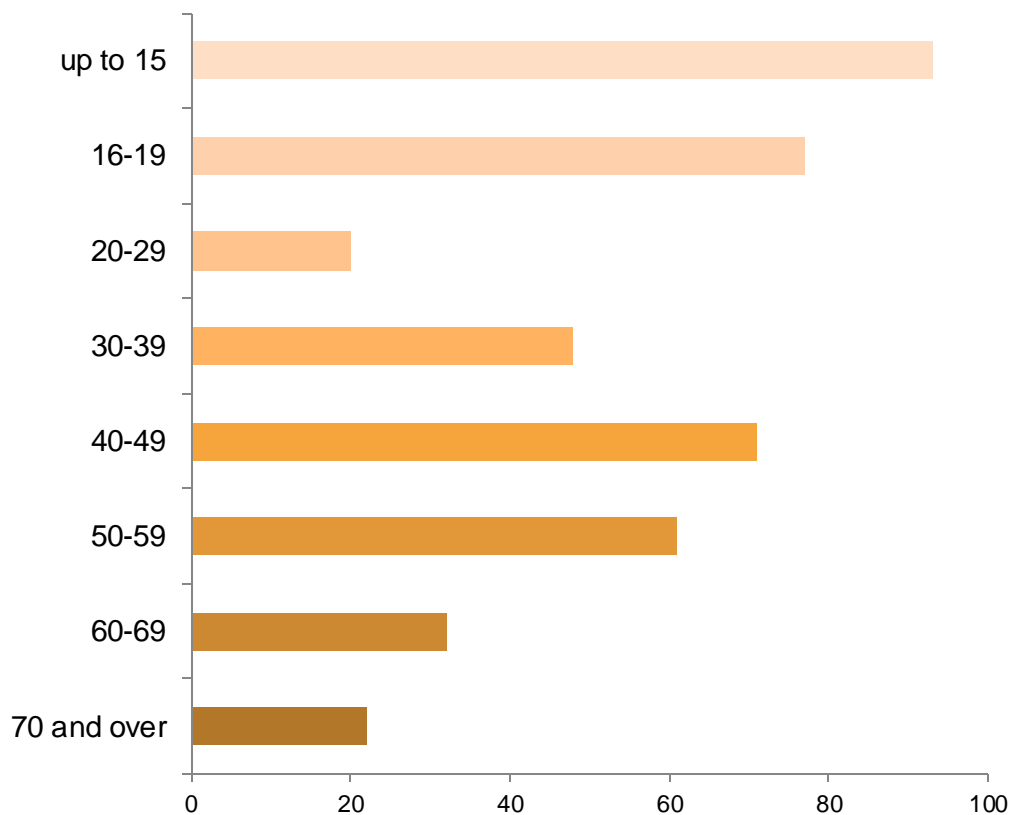
We have received a total of 424 responses to the survey

We would like to thank the community of Prudhoe for your valuable feedback; we have read all of your comments.

What follows is a summary of the important messages you gave us.

The following demonstrates some of the demographics of the respondents, to the survey, important so that we can be sure that we are not missing a representative group. We will always strive to seek the views of everyone in the community.

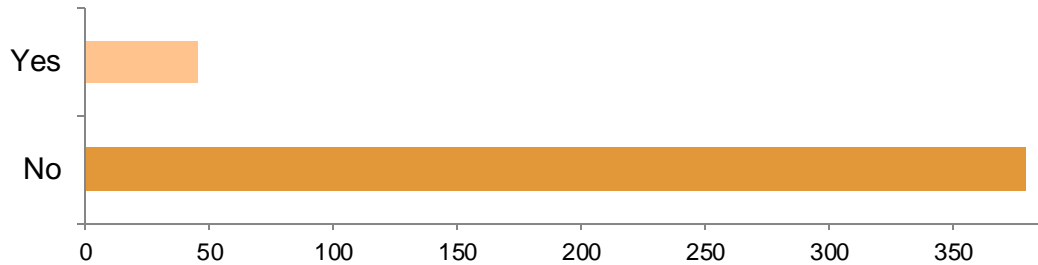
What is your age?



Option (survey)	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%

(ONS – 2020 POP.10,141)	Total	Percent
up to 19	2,634	22%
20-29	1,194	10.1%
30-39	1,351	11.3%
40-49	1,583	13.2%
50-59	1,927	16%
60-69	1,456	16%
70-79	1,239	10.3%
80 and over	593	5.1%

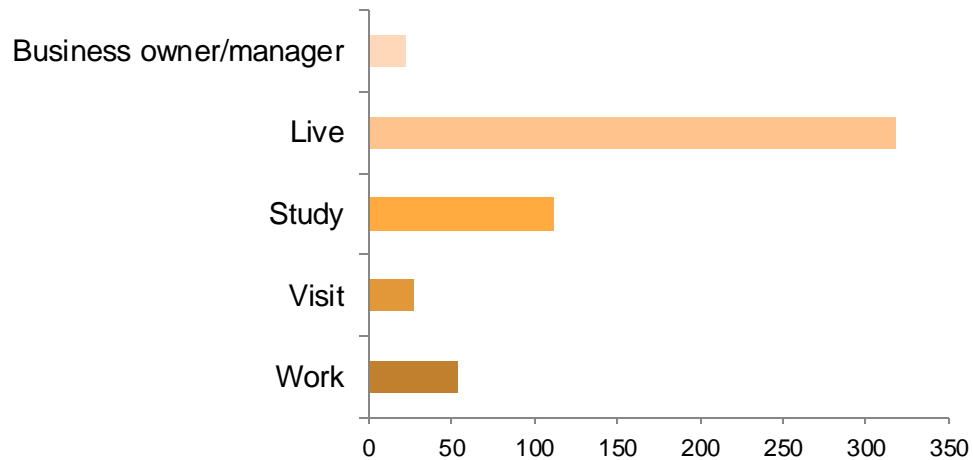
Do you consider yourself to have a disability?



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

Indicator	Selection
In very bad health	72
In bad or very bad health	374
Having a long term illness or disability	1,116

Why do you come to Prudhoe?

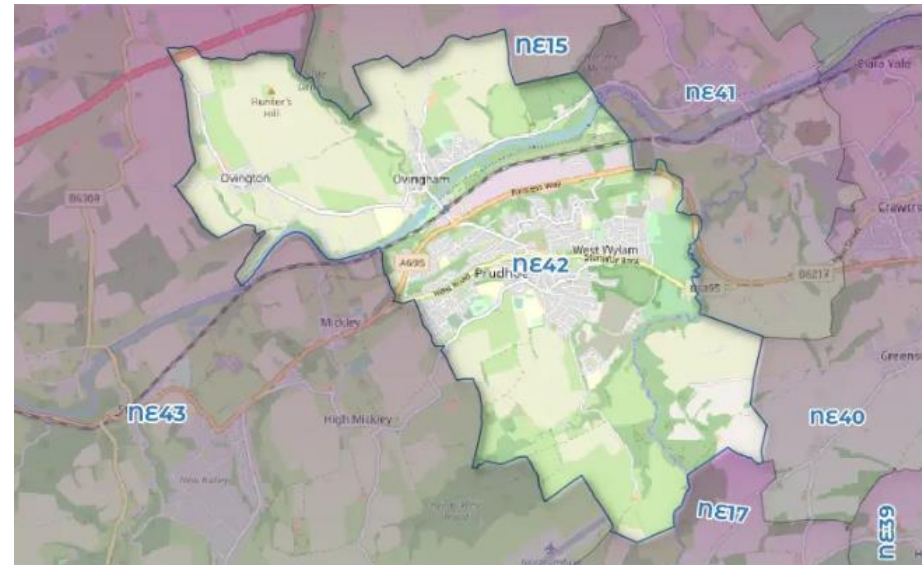
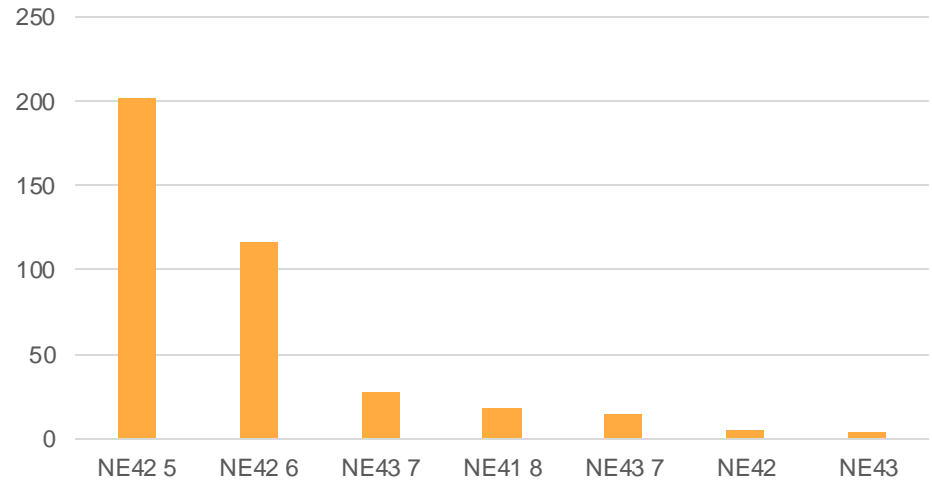


Option	Total	Percent
Business owner/manager	22	5.19%
Live	318	75.00%
Study	112	26.42%
Visit	27	6.37%
Work	54	12.74%
Not Answered	0	0.00%

Postcodes of respondents

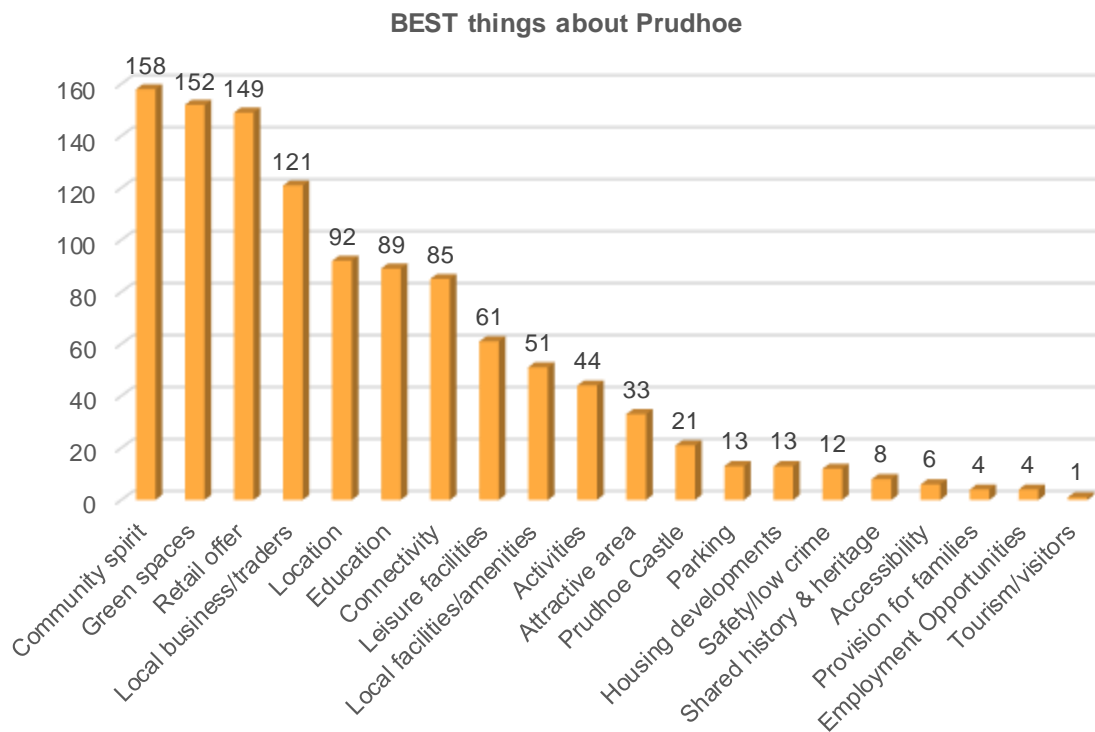
Postcode	Frequency
NE42 5	202
NE42 6	116
NE43 7	28
NE41 8	18
NE43 7	15
NE42	5
NE43	4
NE5 5	3
NE17	2
NE21 4	2
NE3 5A	2
NE39 2	2
NE40 4	2
NE41	2
NE46 4	2
Other (all one)	19
Total	424

Postcodes



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

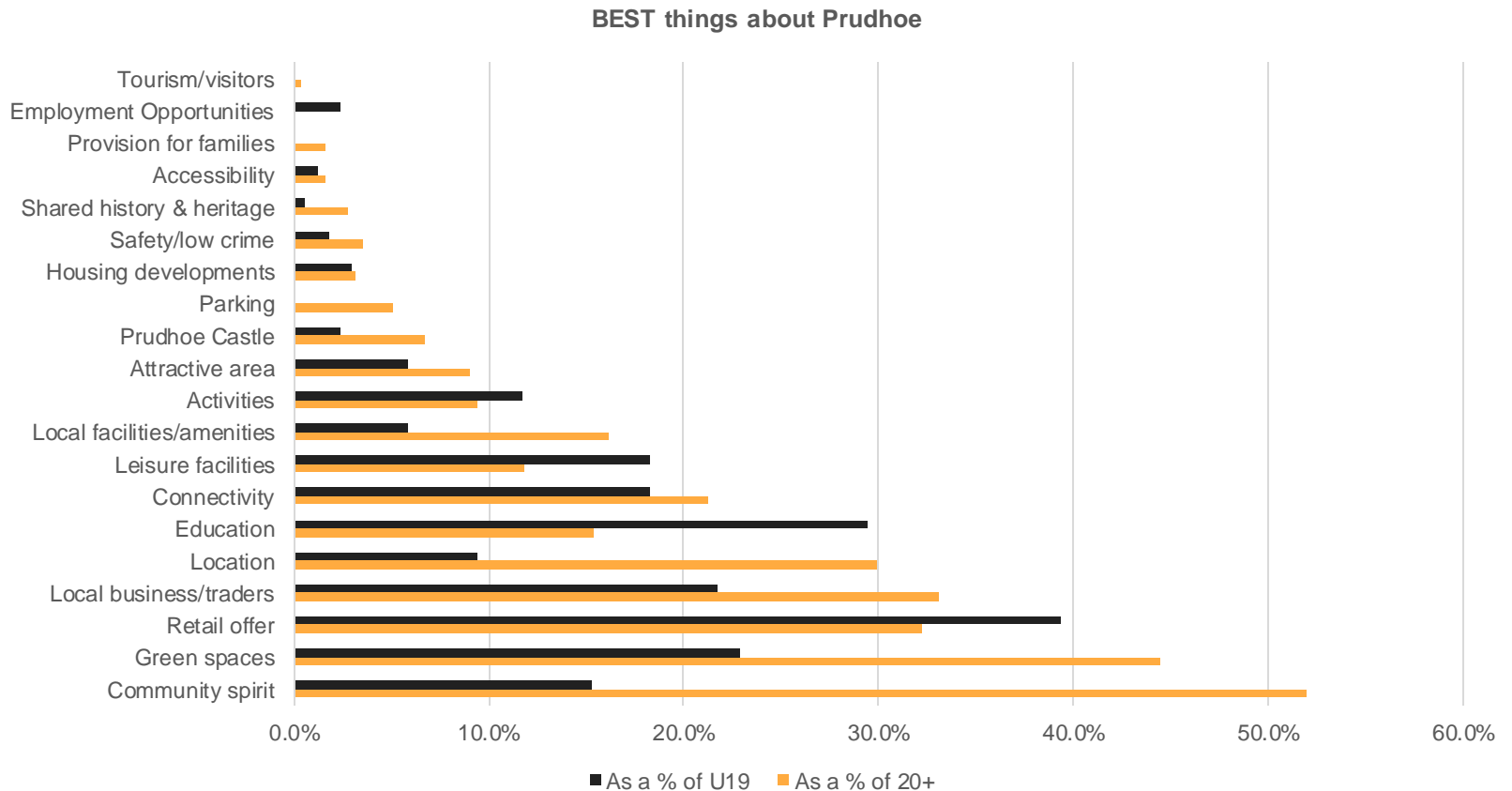
There were 424 (100%) responses to this part of the question.



Topic	Freq	% 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%

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

There were 424 (100%) responses to this part of the question.



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

Community spirit/friendly – 158 respondents

“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”

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

“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”

“The people are what is best in Prudhoe, they have a great community spirit”

“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”

“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

“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”

“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”

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”

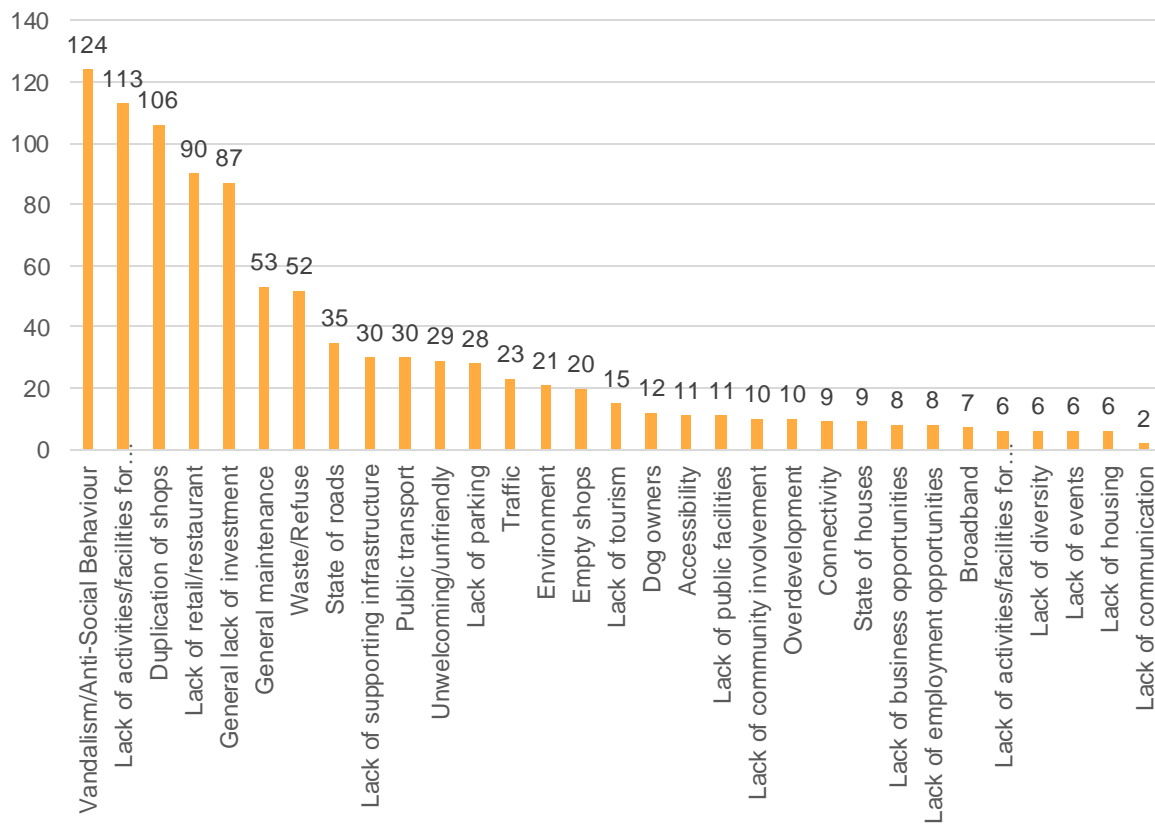
“The variety of shops on the high street - it's always busy and seems to serve the community well. Markets would be a fun addition to attract people from elsewhere”

“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”

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

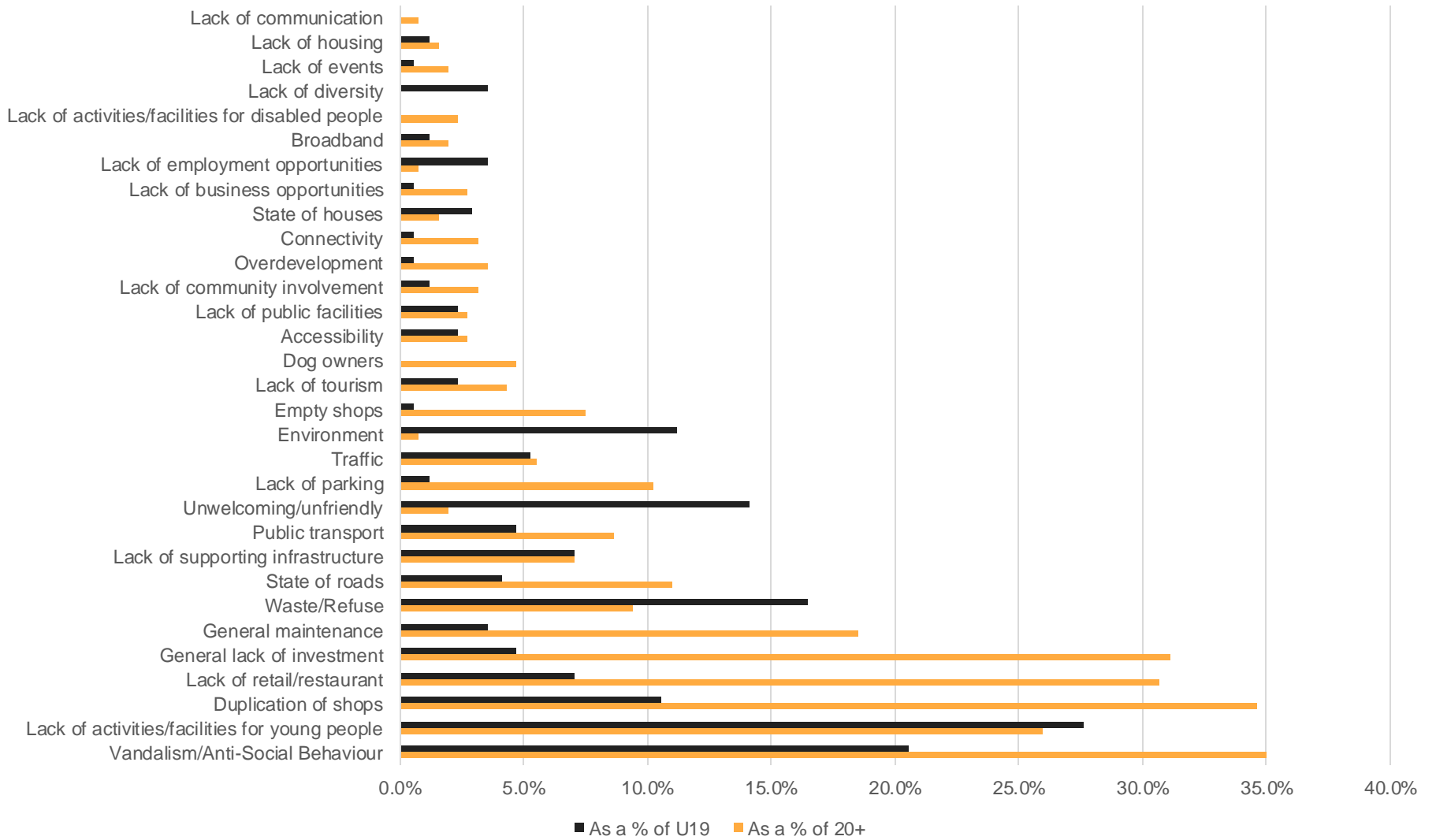
There were 424 (100%) responses.

WORST things about Prudhoe



Topic	Freq	% 20+	% U19
Vandalism/Anti-Social Behaviour	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%

WORST things about Prudhoe



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

ASB/Vandalism/Crime – 124 respondents

“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”

“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”

“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”

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

“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

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

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

“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”

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

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

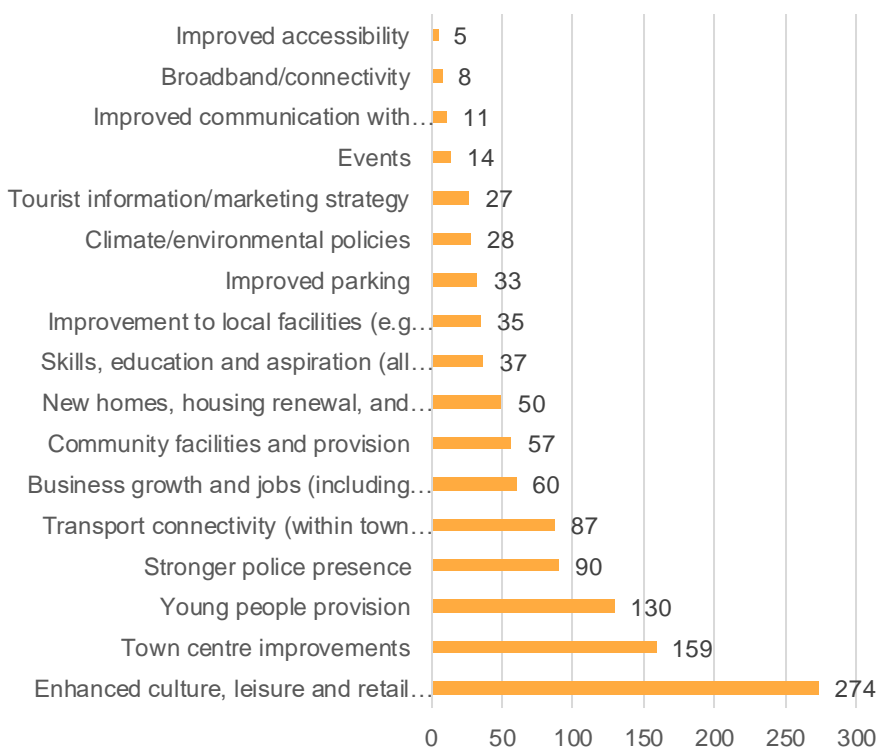
“The High Street is limited, too few landlords holding a large number of properties and preventing competition”

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

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

There were 424 (100%) responses to this part of the question.

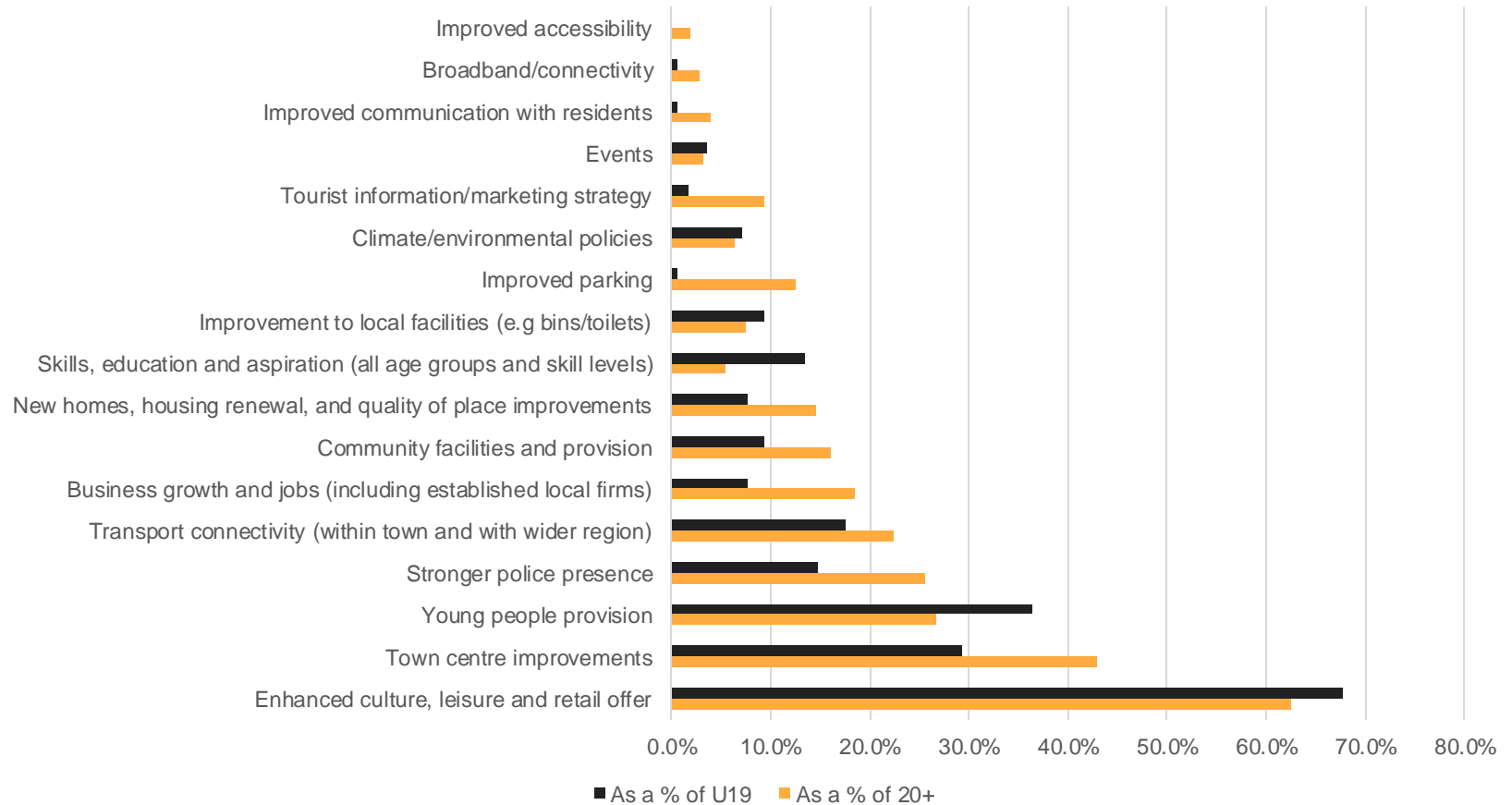
THREE most important changes that would make Prudhoe a better place



Topic	Freq	% 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%

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

THREE most important changes that would make Prudhoe a better place



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Enhanced culture, leisure & retail offer – 274 responses

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

“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”

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

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

“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!”

“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”

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”

“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”

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

Young people provision – 130 respondents

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

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

“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”

Overall Summary

- Over 40% of respondents were aged below 20. 20% of the total population are aged below 20
- Only 12% of respondents were aged over 60 – 41% of Prudhoe's population is aged 60+
- 158 people felt that Prudhoe's greatest asset was its community spirit, 152 enjoyed the green spaces and natural environment with 149 liking the local traders, businesses and retail/leisure offer
- 29% felt that Prudhoe's worst aspect was crime, vandalism and anti-social behaviour. 26.6% felt that there needed to be more activities and facilities for young people while 25% felt there was a need to have fewer duplicated shops
- The majority of respondents would like to see an **enhanced culture, leisure and retail offer** (64%), followed by **town centre improvements** (37.5%) and **improved provision for young people** (30.6%)
- The majority of additional comments were focused on three things – creating improved facilities for young people, ensuring that investment was on par with other similarly sized towns, and making sure that a strong retail offer was in place with a larger selection of independent businesses
- Young people also felt that they needed improved provision, with more space to spend time for free with friends. Many wanted to see further large retail and franchises such as KFC
- 91% of respondents broadly agreed with the Vision but wanted to ensure that the Place Plan and investment plan was achievable
- 93% of respondents agreed with the Strategic Objectives generally, although the need was identified for specific and measurable improvements to improve the environment and contribute to net zero commitment as well as provide facilities and accessibility for youngsters and adults with special needs and disabilities.

Prudhoe has been selected by NCC as the Northumberland town to receive support from the government's High Street Task Force

The Task Force has designed its direct support programme to deliver a range of benefits for your local transformation work:

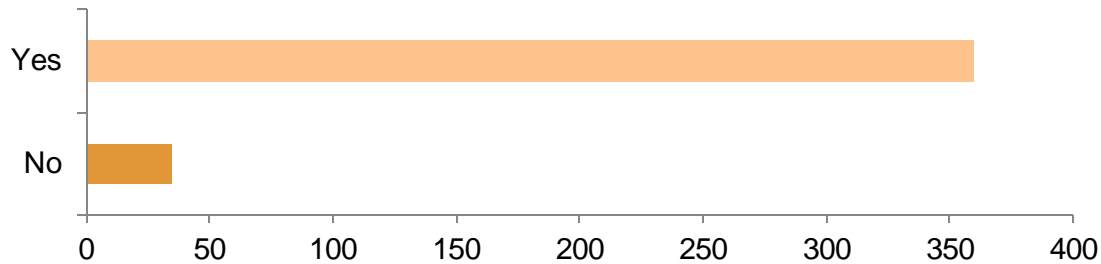
- Receive expert advice on local plans, enabling the creation of the best strategies for transformation and investment
- Facilitation of a local leadership and stakeholder session to help build consensus, good will, and momentum behind plans
- Training for place leaders and development staff, as well as local stakeholders, based on the latest research on high streets, which can help build capacity for longer-term impact
- Resources and inspiration for local stakeholders to inform their own action and involvement in place making
- Boost trust and confidence in local plans and bids by evidencing collaboration with Task Force support and consideration of good practice

Vision

“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.”

Summary – Vision. Have we got it right?



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

91% of respondents agreed broadly with the Board's Vision.

“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.”

Comments

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

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

“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”

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

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

Vision

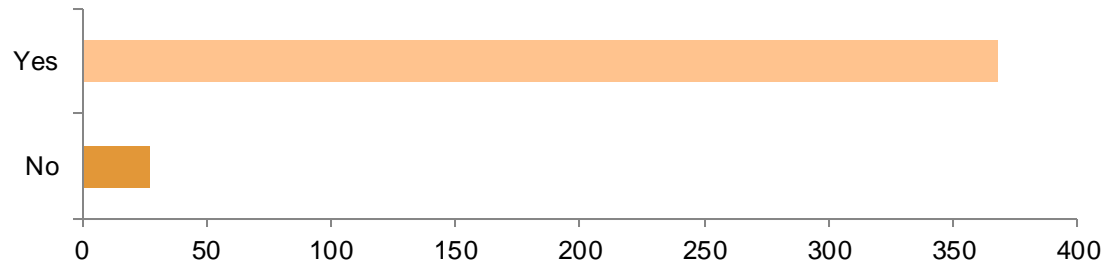
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Strategic Objectives

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.*

Summary – Strategic Objectives. Have we got them right?



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

Over 93% of respondents agreed with the 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.

Comments

“Sounds exciting and I am looking forward to seeing what happens”

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

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

“Prudhoe 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”

“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”

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Next Steps

Prudhoe Borderlands Place Programme

- Board to review consultation report – final responses by 1st June 2022
- Publish consultation report w/c 6th June 2022
- Place Plan Development
- Next Meeting – Place Plan format – 13th July 2022?