

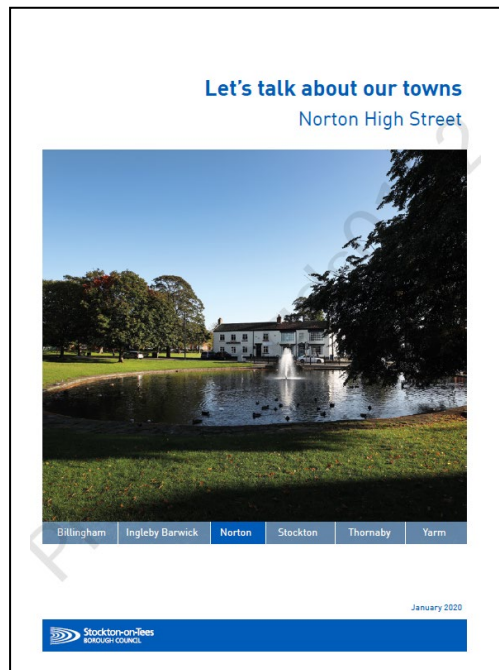


Let's talk about our towns

Norton High Street Consultation Results Summary

Norton High Street Consultation

In early January 2020, Stockton-on-Tees Borough Council began a consultation about the future of town centres and high streets in Billingham, Ingleby Barwick, Norton, Thornaby and Yarm.



The consultation lasted for 6 weeks and sought people’s views on the future of the five centres in the Borough, to identify what is important to the users of the town centre and to inform future priorities for intervention.

There were five different ‘Let’s talk about our towns’ documents – for Billingham, Ingleby Barwick, Norton, Thornaby and Yarm – complete with questionnaires. Online surveys were created for responses, as well as face-to-face sessions held in each of the five centres.

The consultation was promoted widely on Social Media, and in each of the centres via a printed questionnaire for those without internet access. All responses were added together, giving a total sample size for each as follows:

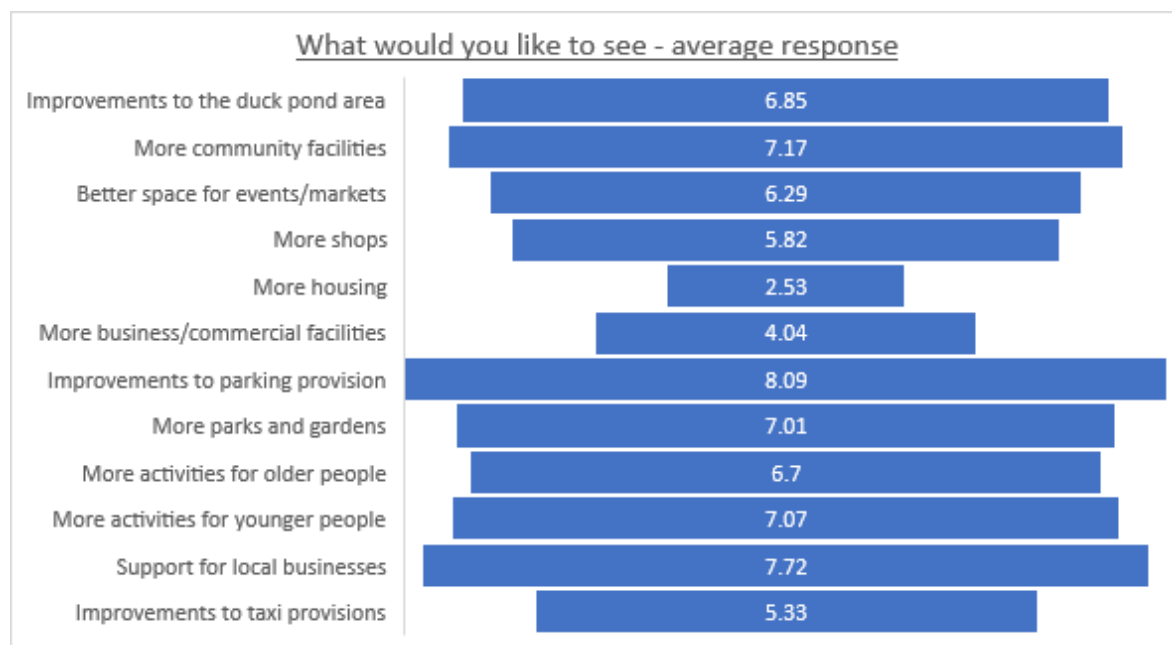
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| Billingham Town Centre | 311 responses |
| Ingleby Barwick Town Centre | 462 responses |
| Norton Town Centre | 285 responses |
| Thornaby Town Centre | 349 responses |
| Yarm Town Centre | 208 responses |
| TOTAL | 1,615 responses |

This summary presents findings from the Norton High Street consultation, exploring what the priorities ought to be for the centre and how we could work alongside the owners to bring about change that will help ensure its long-term vitality and popularity.

Here is the summary of findings from this consultation:

Most respondents answered positively when asked about more facilities on a scale from 1 (not at all) and 10 (would most like).

Specific aspects attracted the following ratings:



Improvements to parking provision scored particularly highly along with support for local businesses.

There was little desire for more housing, business and commercial facilities as part of any development.

Most respondents offered additional general comments on the consultation (there was a total of 573 comments across the survey) and the following themes emerged:

Please comment if you'd like to add any more things you'd like to see.

- Parking emerged as the key issue within the comments along with parking enforcement.
 - *“Car Parking is the major issue. Allowing numerous places to open with no parking provision at all has increased this problem”*
 - *“Better parking and a crackdown on drivers who park where they want with no regard for others”*
 - *“Enforcement of parking regulations especially on weekends and evenings”*

- There was also calls for more businesses on the High Street, along with praise for some of the existing businesses and making the most of the conservation area and surrounding facilities.
 - *“Would like to see a variety of new shops”*
 - *“More brilliant independent businesses like WILD, Tasty Tarts or Neanderthals. That's the reason people come to Norton over other areas in Stockton”*
 - *“More seating facing the duck pond rather than onto the road. More variety of shops other than pubs and restaurants”*
 - *“This historic village (Saxon) needs to be preserved and promoted”*

When thinking about Norton High Street, can you suggest up to three priority areas where you'd most like to see change?

- Traffic and parking were the single most popular comment and a reoccurring theme within this consultation.
 - *“Improved traffic flow and more parking”*
 - *“Off the High Street parking would be great. The cars that presently line the high street are unsightly”*
 - *“Parking is an issue especially as more restaurants are open now bringing in more people. Anti-social behaviour, youths/teens hanging around village shops causing a nuisance must be stopped as this can be intimidating for people in our area”*
 - *“Parking restrictions (two hours only, pay and display etc.)”*

- In addition, comments regarding crime and ASB along with calls for a better choices of retail shops also feature prominently.
 - *“More publicity about CCTV to deter anti-social behaviour”*
 - *“Police in foot patrol”*
 - *“Anti-social behaviour crackdown”*
 - *“Less pubs and restaurants, more independent and interesting shops. Some public facilities other than a library”*
 - *“Less charity shops”*
 - *“Support to encourage local businesses”*

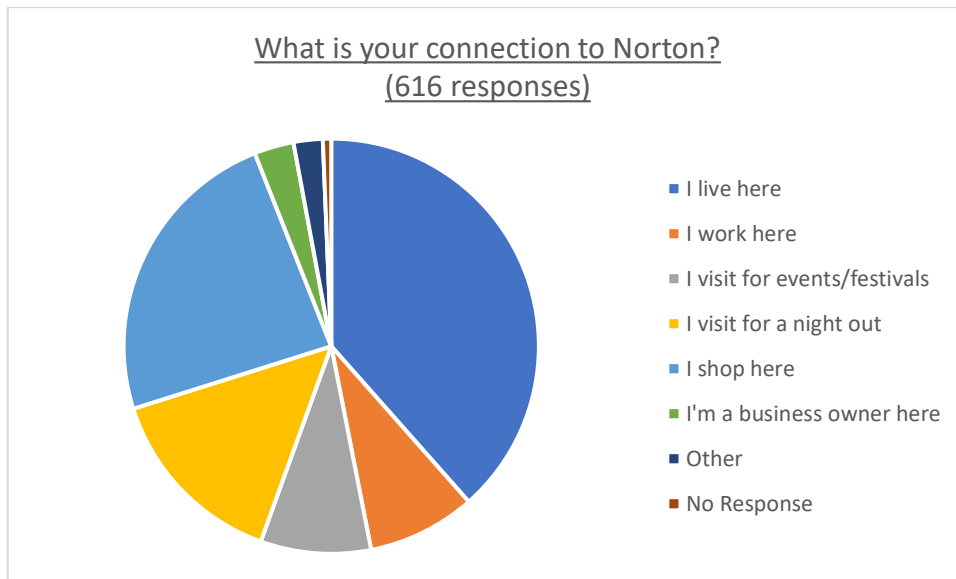
And finally, is there anything else you'd like to tell us? Please use the box below to share any thoughts, ideas or plans you'd like to be considered.

- Again, issues around parking and anti-social behaviour dominated the comments. There was a broad range of other comments concerning business, leisure and conservation with the following themes:
 - *“We need a better variety of local shops at the moment we are overrun with bakeries pubs and charity shops”*
 - *“Norton is a beautiful village - please keep it that way and bear that in mind when considering future development”*
 - *“Encourage small businesses to come to Norton”*
 - *“There definitely needs to be more investment in controlling antisocial behaviour especially in the green areas”*
 - *“I would love to see more seating areas”*

- There were also calls to increase/improve some of the local facilities as an idea is to pedestrianise parts of the High Street.
 - *“Make more of Norton Wood - signage from high street maybe a nice nature trail or some sculptors”*
 - *“A play park on green for children. Could get locked and have cameras on a night”*
 - *“Investment in children’s facilities youth clubs etc.”*
 - *“Pedestrianised area Holly Street to Harland Place”*

Profile of responses

- More than eight in ten (83%) of respondents live in Norton, with most offering more than one response when asked 'What is your connection to Norton? Over half of respondents (51%) also use Norton for shopping.
- 91% of responses came from people visiting 'within the last week'



- Those under 16 were not represented in the consultation, responses came from all other age groups were with those aged 41-65 accounting for almost than half (46%) of the sample.

