



North  
Tyneside  
Council

# Wallsend Masterplan

Consultation Feedback  
Analysis



## 8-week consultation 09/01/23 – 03/03/23

No. of participants

**176**

No. of responses

**357**

No. of viewers

**587**

Response rate

**60.82%**

### Session Count

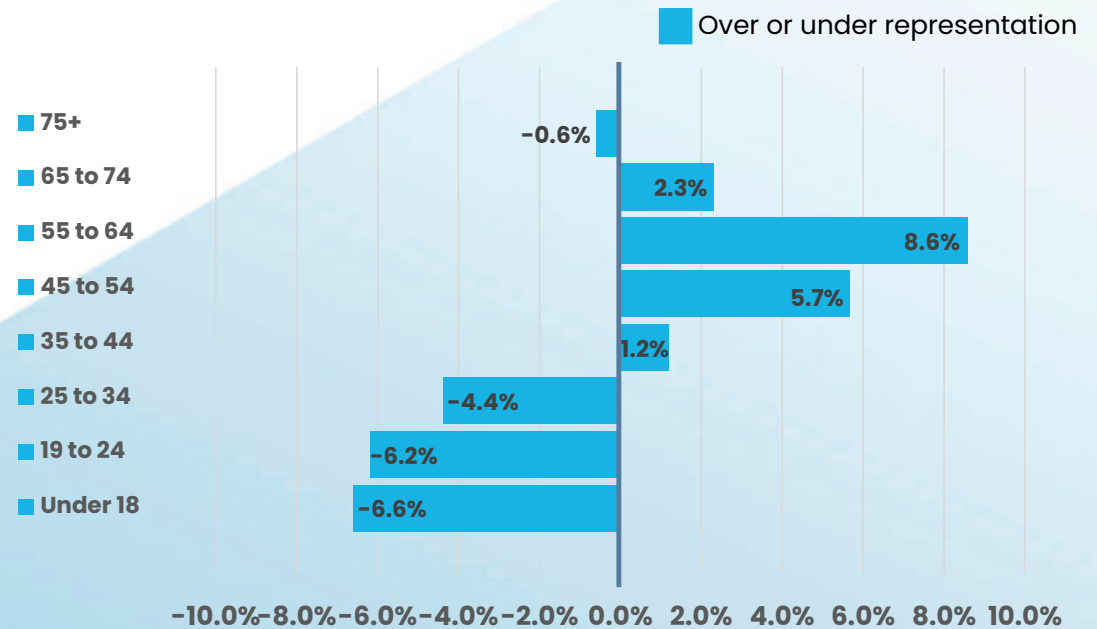


# Participants by age breakdown

## Under-representation of under 35's

Age breakdown of respondents

	Count	% of total
<b>Under 18</b>	1	1.1%
<b>19 to 24</b>	0	0%
<b>25 to 34</b>	9	10.1%
<b>35 to 44</b>	15	16.9%
<b>45 to 54</b>	19	21.3%
<b>55 to 64</b>	22	24.7%
<b>65 to 74</b>	14	15.7%
<b>75+</b>	9	10.1%
<b>Total</b>	<b>89</b>	<b>100%</b>



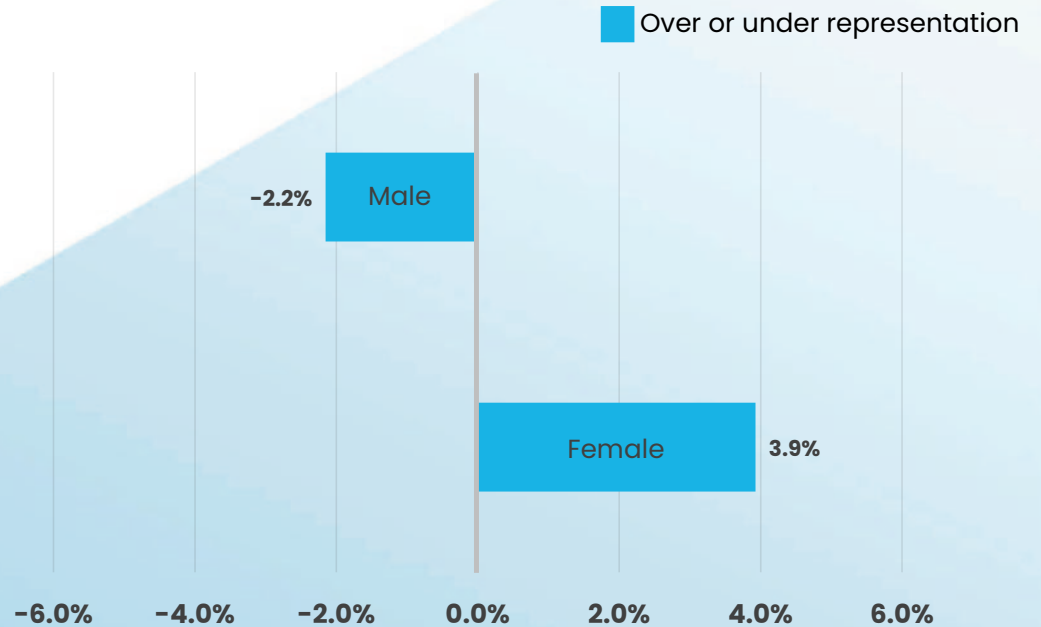
Difference to MYE2: Persons by single year of age and sex for local authorities in the UK, mid-2021 for North Tyneside

# Participants by sex breakdown

## Slight over-representation of females

Sex breakdown of respondents

	Count	% of total
<b>Female</b>	46	49.5%
<b>Male</b>	37	39.8%
<b>Prefer not to say</b>	10	10.8%
<b>Total</b>	93	100%

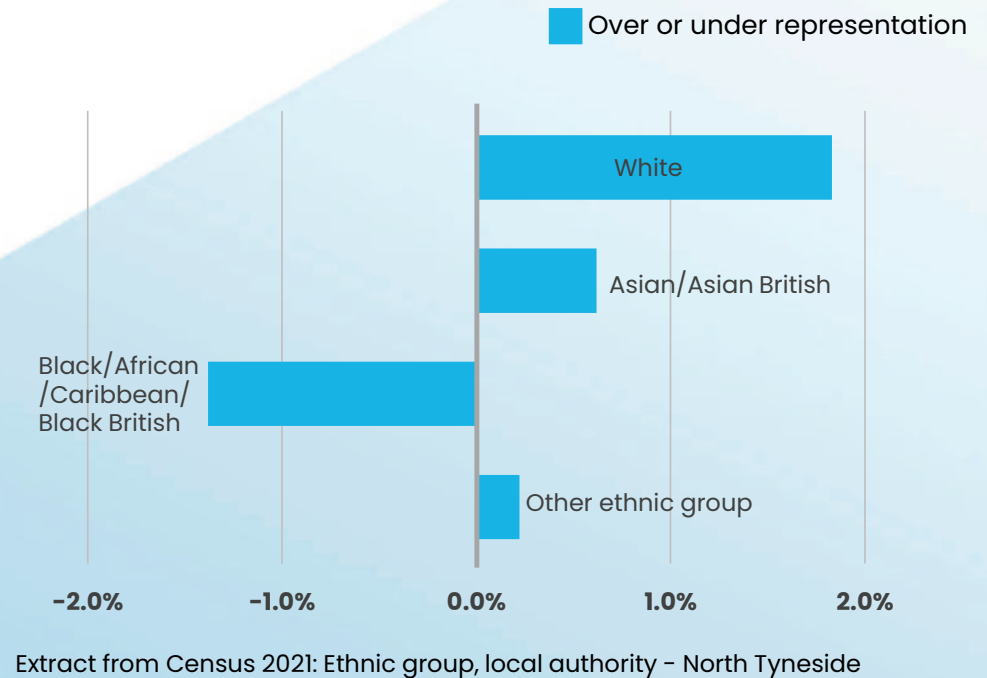


Difference to MYE2: Persons by single year of age and sex for local authorities in the UK, mid-2021 for North Tyneside

# Participants by ethnicity breakdown

Ethnicity breakdown of respondents

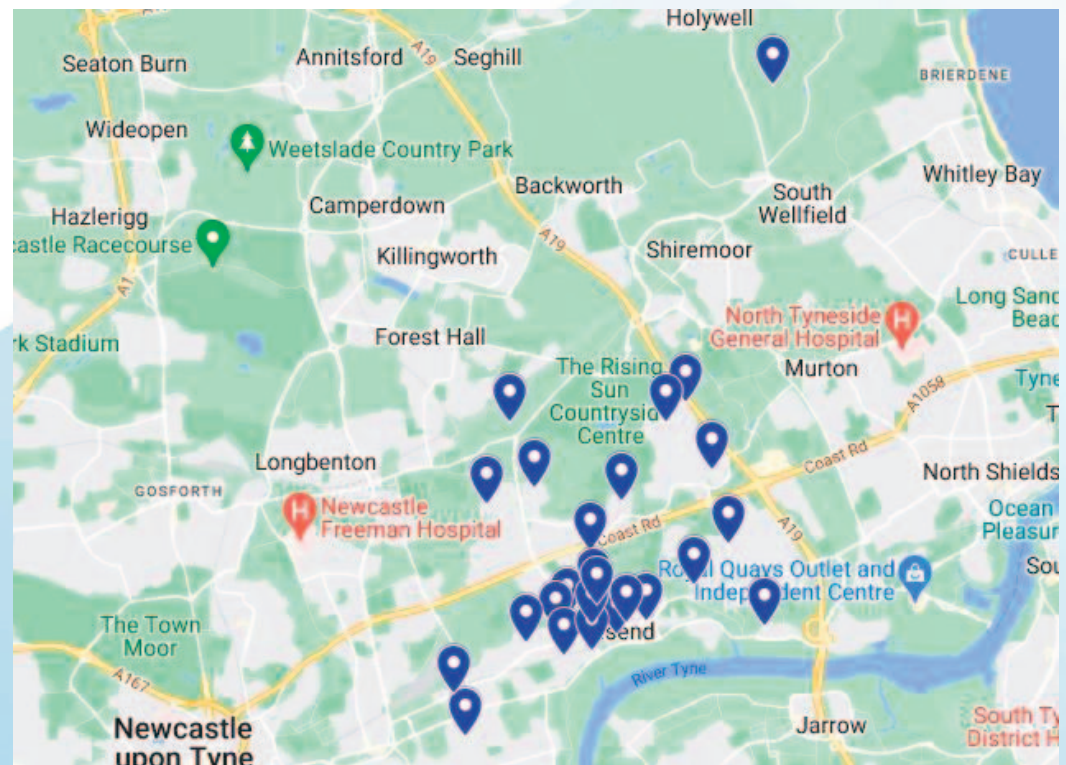
	Count	% of total
<b>White - English/Welsh/Scottish/Northern Irish/British</b>	78	95.1%
<b>Asian/ Asian British - Indian Pakistani Bangladeshi</b>	1	1.2%
<b>Black/ African/ Caribbean/ Black British - Any other Black/African/Caribbean background</b>	1	1.2%
<b>Other ethnic group</b>	2	2.4%
<b>Total</b>	82	100%



# Location of respondents

97.7% of respondents live in North Tyneside




85.23% of respondents live in Wallsend (NE28 postcode)

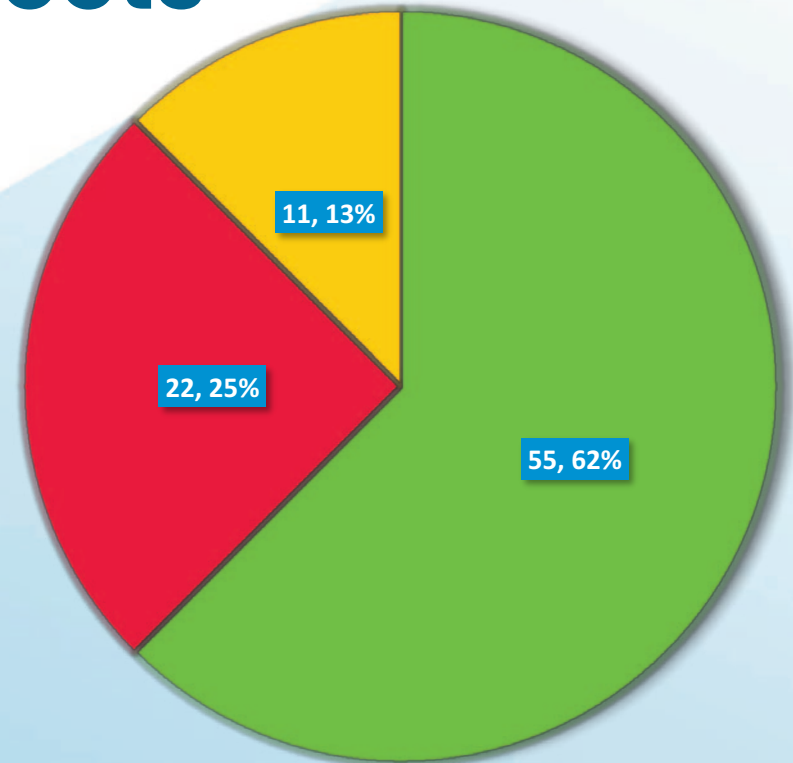




# Respondent's agreement towards all 14 Masterplan projects

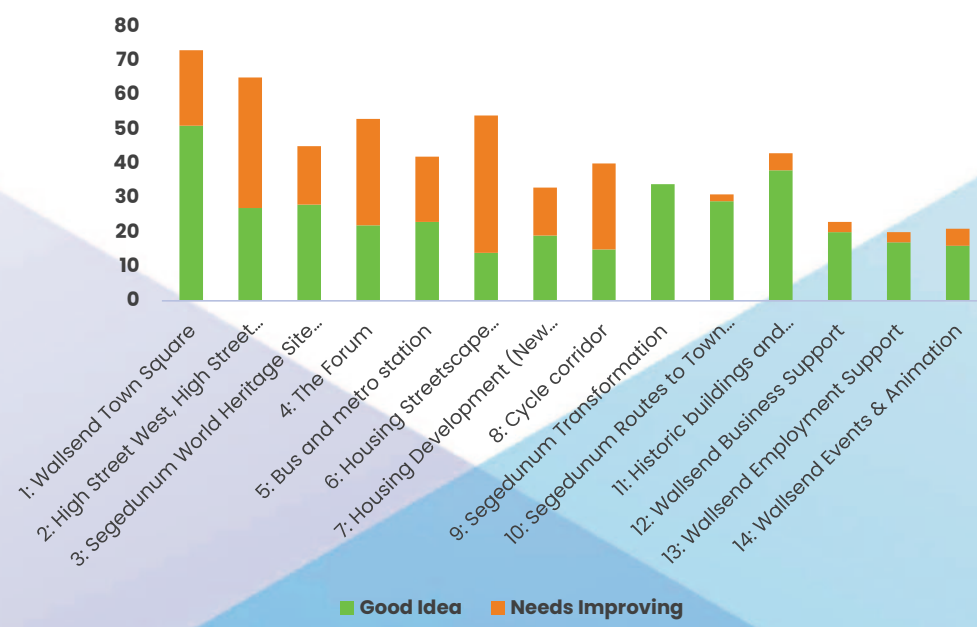
At a glance...

-  Agree with all projects
-  Unsure / don't want to say
-  Disagree with all projects

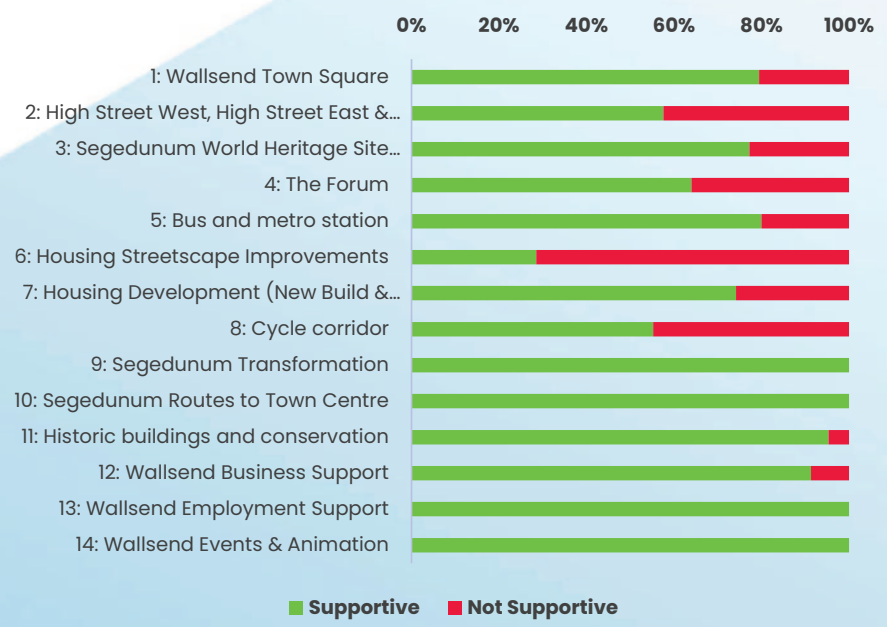


# Sentiment of feedback on each project

Response to Projects



Support of Projects







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# Themes emerging from comments on each project



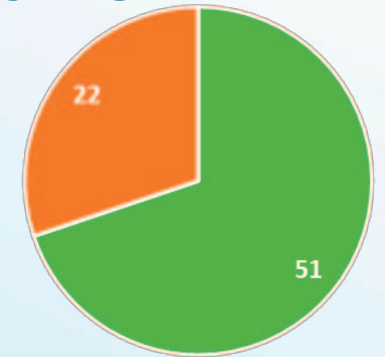
# Project 1 – Wallsend Town Square

## What people liked

- Proposal looks clean and modern
- This area would encourage people to spend longer in the town
- A pleasant place to socialise, creating a community space
- Good space for outdoor events
- Support for greening the area

## What could be improved

- Public toilets would be better located inside the Forum
- Risk of planting and grassed areas attracting ASB and vermin
- Improve perception of safety using street lighting and security presence
- Concerns over maintenance and risk of vandalism
- Area should not become a bigger outdoor drinking area for the Anson



■ Good Idea   ■ Needs Improving

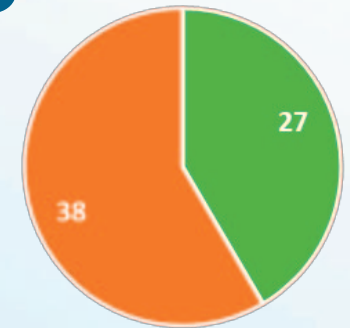
# Project 2 – High Street West, High Street East & Station Road

## What people liked

- Wider footpaths would improve the shopping experience and attract new businesses
- Removal of parking on the High Streets would improve the look and feel
- Traditional street furniture, more lighting and trees would uplift the area
- Support for reducing traffic on the High Street by diverting buses or cars

## What could be improved

- The impact on traffic and neighbouring streets if roads were narrowed
- A more diverse retail offer is required
- Planting & street furniture may take up too much space
- Some buildings on the High Streets are shabby and need investment



■ Good Idea   ■ Needs Improving

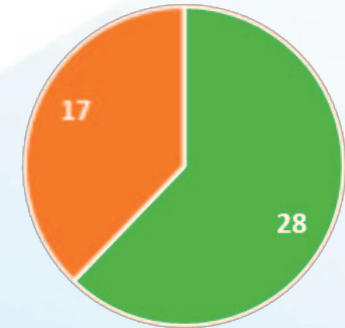
# Project 3 – Segedunum World Heritage Site Gateway

## What people liked

- Good idea to bring this unutilised land to life and link it with Segedunum
- Provides ample space for events
- An improved link between Segedunum and the Town Centre

## What could be improved

- Low footfall in this area and proximity to a main road isn't the best location for a large seating area
- Risk of vandalism and ASB
- Roman remains on this site should be excavated and form part of the museum's offer



■ Good Idea ■ Needs Improving

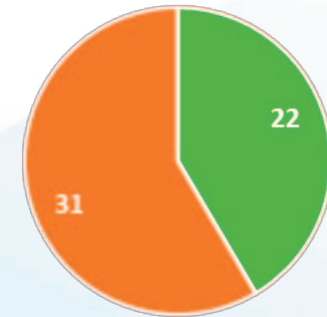
# Project 4 – The Forum

## What people liked

- Opening up this space will make the Forum feel more connected to Aldi and the medical centre
- A good move to remove the two-storey car park

## What could be improved

- Parking restrictions need to be extended to encourage people to visit the Town Centre
- Clean safe toilets in the Forum
- A better variety of shops and cafes
- A more traditional design would work better
- Removal of the atrium would reduce visitors
- More needs to be done to tackle ASB and drug use in this area



■ Good Idea ■ Needs Improving

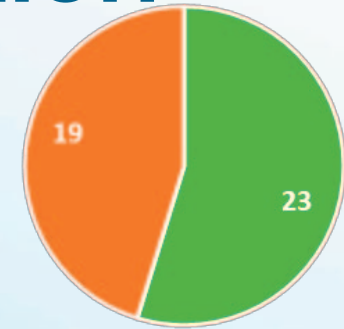
# Project 5 – Bus and metro station

## What people liked

- Good idea to modernise the bus station
- Centralised bus stops will improve access to the town
- Safe cycle storage is needed and a possible location for EV charging points

## What could be improved

- The size of the bus station could be reduced
- Security presence at the metro and bus stations required
- Better facilities such as lighting, shelter, live timetables and toilets
- Access to the metro station needs to be improved
- Investment required to Station Road to make the bus station more inviting
- Wrong location for new build housing



■ Good Idea ■ Needs Improving



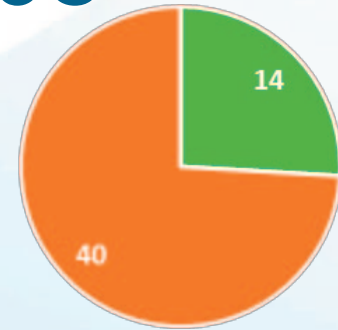
# Project 6 – Housing Streetscape Improvements

## What people liked

- Repaving and road resurfacing is needed in these locations
- Greener spaces will make it more appealing to home buyers/renters

## What could be improved

- Street furniture and planting would be vandalised
- Seating areas as shown in the plan would attract ASB
- Parking is already limited, this would force residents to park on nearby street
- More needs to be done to tackle deprivation in this area
- The back lanes in Wallsend need more attention



■ Good Idea   ■ Needs Improving

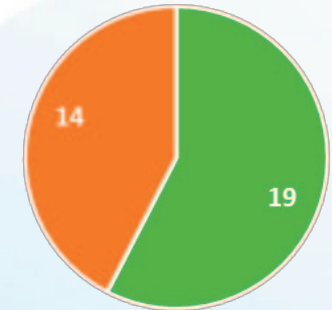
# Project 7 – Housing Development (New Build & Refurbishment)

## What people liked

- More affordable Council homes needed in the town
- Good idea if finished to a high standard

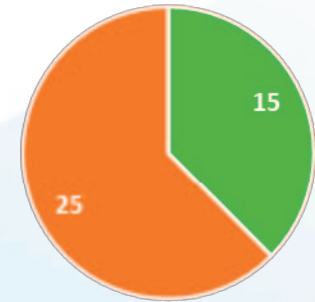
## What could be improved

- Attention should be on redeveloping existing run down properties
- More enforcement action required against landlords of empty or dilapidated housing



■ Good Idea ■ Needs Improving

# Project 8 – Cycle corridor



■ Good Idea ■ Needs Improving

## What people liked

- Improved active travel in Wallsend however a different route avoiding narrow roads may work better

## What could be improved

- A cycle lane on Park Road would cause parking issues for residents
- Concern that the cycle routes will not be well used

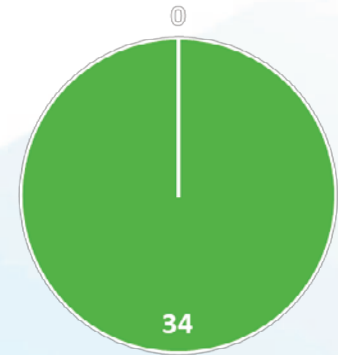
# Project 9 – Segedunum Transformation

## What people liked

- Improves interest and would attract visitors to the site
- Celebrates the historical significance of Wallsend
- Outward facing café would draw more people to the site

## What could be improved

- Better signage to attract visitors in the Town Centre to the museum



■ Good Idea ■ Needs Improving

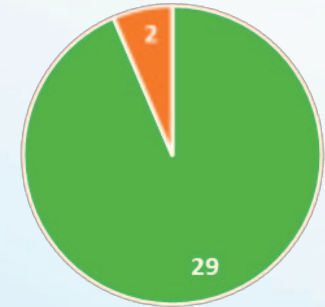
# Project 10 – Segedunum Routes to Town Centre

## What people liked

- A clear link between the Town Centre and Segedunum was seen as a good idea by all

## What could be improved

- More waymarkers, planting and lighting will attract more visitors



■ Good Idea ■ Needs Improving

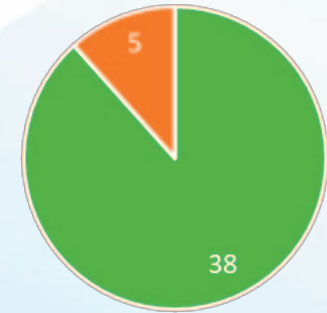
# Project 11 – Historic buildings and conservation

## What people liked

- Our old, historical and listed buildings should be looked after and used.

## What could be improved

- The right investment and use of these buildings is fundamental and needs to be sustainable
- The focus should be on these being assets for the community



■ Good Idea ■ Needs Improving



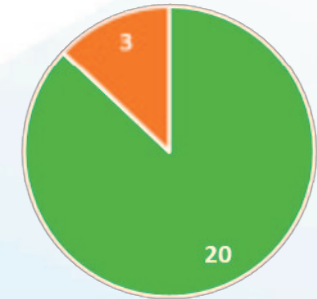
# Project 12 – Wallsend Business Support

## What people liked

- Shopfront grants are essential to improve the look of the town
- A business support hub with local connections and access to external investment support would be great

## What could be improved

- Spaces for small businesses to start and expand into is important



■ Good Idea ■ Needs Improving

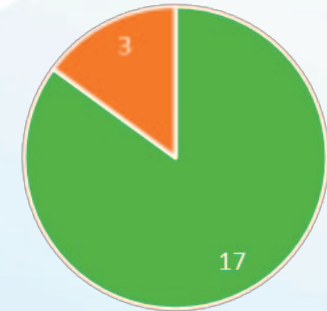
# Project 13 – Wallsend Employment Support

## What people liked

- Creating job opportunities is a must

## What could be improved

- More advertising of current support offered is required



■ Good Idea ■ Needs Improving

# Project 14 – Wallsend Events & Animation

## What people liked

- Increased footfall into the town
- Benefit local businesses

## What could be improved

- More thought around the type of events/festivals to differentiate from other town food/craft markets
- Better use of the parks for family events
- Existing Wallsend festival should be expanded





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# FAQs and Ideas



# Frequently asked questions



# Ideas proposed

