



SEATON DELAVAL VILLAGE PLAN

SEPTEMBER 2015

Seaton Valley Council

Seaton Valley Council
A Community Council

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ABOUT THIS PLAN

In January 2015, Seaton Valley Council commissioned Your Back Yard to consult local people and organisations in order to draw up village plans for each of the villages in Seaton Valley, plus a 'valley-wide' plan. During March to May 2015, Your Back Yard consulted local people through a survey of residents and public meetings in each village, plus discussions with organisations working in the area, engagement with the local schools, and detailed conversations with Seaton Valley Council.

Village plans have been drawn up based on the views expressed in this consultation: this is the village plan for Seaton Delaval, which reflects feedback from local people and organisations that work in the village. It is not a legal document, but sets out some practical steps that can be taken to improve the village. People from the Seaton Delaval community can lead on some of them, while others will need to be led by Seaton Valley Council, working with local people. It is intended that the Plan can be used by local people and organisations to help in their planning and seeking support or funding for their activities.

The results of the consultation for Seaton Delaval and the results from Seaton Valley as a whole, together with the Valley Wide Plan are available on request from Seaton Valley Council.

ABOUT SEATON DELAVAL

Seaton Delaval is the main service centre for Seaton Valley, and lies at the centre of the Valley. It is a historic village associated with the Delaval family, but was also a mining area. It contains a mix of social and private housing. The population is around 4,400.

Facilities include the area's high school (Astley High School), Whytrig Middle School and Seaton Delaval First School, a community centre, Seaton Delaval Arts Centre, a post office, two Co-operative supermarkets and numerous other shops, pubs, cafes and take-aways, social clubs and churches. It also contains Astley Park, the main public park for the Valley area. The main office for Seaton Valley Council is located in Seaton Delaval.



LOCAL PEOPLE'S PRIORITY ISSUES

Overall, while residents were happy with Seaton Delaval, it was the village with the lowest level of satisfaction and the highest level of perceived problems of the five villages in Seaton Valley. The main issues identified through consultation were:

PARKING

Parking was the most often cited issue in residents' comments about Seaton Delaval, and the most often suggested area for improvement. It scored significantly higher as a problem for Seaton Delaval residents than the average for the Valley.

The main issues seem to be the lack of dedicated off-street short-stay parking in the centre of Seaton Delaval or at Astley Park. On-street parking is available on Astley Road, but this is not ideal. Lack of off-street parking can lead to inappropriate or illegal parking at peak times, and can discourage residents from using the shops and other facilities of Seaton Delaval. Stakeholders have also highlighted a lack of parking as a factor holding back Seaton Delaval from fulfilling its potential as a 'hub' for Seaton Valley.

SHOPPING CENTRE OFFER AND APPEARANCE

While some residents were happy with the local shopping offer in Seaton Delaval, others felt that there were too many empty shops, or that the shop fronts were unattractive. The lack of choice and variety in the shops was also a concern for some. Residents' satisfaction with the quality and variety of local shops was slightly below the Seaton Valley average. As the main centre in the Seaton Valley area, Seaton Delaval should be offering the best level of shopping. Several residents commented on the lack of appeal of the shopping area, and the 'run down' feel. There were also comments about the lack of specific services such as a dentist, and a bank.



PUBLIC TRANSPORT

Many residents commented on the poor public transport links in Seaton Delaval, and the level of satisfaction with public transport was lower than the average for the Valley as a whole.

Seaton Delaval is served by three main bus services:

- > X4 (Arriva) between Blyth and Newcastle
- > 57/57A (Arriva) between Cramlington and Whitley Bay
- > 19 (Go North East) between Cramlington and North Shields

While generally adequate for most purposes, the services tail off in the evening, and the 57/57A no longer provides a direct service to North Tyneside Hospital.

FACILITIES AND ACTIVITIES FOR YOUNG PEOPLE

There was a perception from some there were not enough activities and facilities for young people in Seaton Delaval, and that this was causing problems in some parts of the village.

Several comments highlighted a lack of activities for young people, and linked this to problems of anti-social behaviour and vandalism. Crime and anti-social behaviour both scored higher as problems in Seaton Delaval than the average for Seaton Valley.



ACTIVITIES FOR OLDER PEOPLE

The satisfaction score for activities for older people was significantly lower than the Seaton Valley average, although this was not mentioned in residents' comments.

STATE OF THE ENVIRONMENT

Most residents are happy with the environment of Seaton Delaval. However, litter, dog fouling, fly tipping, the condition of pavements and other local environmental management issues were identified by some as a problem. Dog fouling was identified as the second most significant problem in the village, and several comments were made about litter and fly tipping and the condition of pavements.

ACTION PLAN

This section of the Village Plan sets out specific actions that could be taken forward in Seaton Delaval to address the priority issues that were identified by local residents.

People in each of the villages of Seaton Valley identified similar issues around the local environment such as dog fouling and litter as priorities. Actions to address these issues are therefore dealt with across all of Seaton Valley through the Valley-wide plan, and are not described in this Plan. The valley-wide approach to improving environmental management will address the specific issues identified in Seaton Delaval.

The issue of public transport, which was raised in Seaton Delaval, is also addressed through the Valley-wide plan, as the main option to improve public transport for Seaton Valley is seen to be through the creation of a stop for the new passenger services to be developed on the Ashington-Tyne-Blyth railway line that passes through Seaton Delaval.

Action 1: Find a way to provide additional parking in the centre of Seaton Delaval

What is the aim? To identify a viable way to create additional parking spaces in or near the centre of the village.

How could it be achieved? There are no easy or cheap solutions, given the densely built up nature of Seaton Delaval. The options would appear to be:

1. Improve the management of existing parking, through line painting and time restrictions
2. Create a car-park on land just to the north of the central roundabout, perhaps as part of a larger development (if this fits with planning policy)
3. Put a car-park on existing open space near the centre of the village, next to the roundabout (which may prove unpopular with some residents)

Whichever option is chosen, this would need to be supported by increased enforcement of existing parking restrictions.

Potential Partners Northumberland County Council, Arch (the Northumberland Development Company)

Next Steps **Seaton Valley Council** to bring partners together to discuss options.

Action 2: Shop Front Improvement Scheme

What is the aim? To improve the visual appearance of shops in Seaton Delaval, increasing the attractiveness of the village.

How could it be achieved? A grant scheme could be put in place to co-fund shop-front improvements, alongside a 'design guide' to encourage a degree of consistency amongst shop fronts. Empty shops could be 'shop jacketed' to give a more positive appearance.

Potential Partners Local shops and landlords

Next Steps **Seaton Valley Council** to consider whether it can resource a shop front improvement scheme.

Action 3: Explore potential to introduce a street market

What is the aim? To improve the vibrancy of Seaton Delaval as a shopping destination by providing an occasional street market.

How could it be achieved? A feasibility study would be needed to identify a suitable location, and to assess the level of interest from local traders in operating a market. One option might be to begin with occasional market events such as a Christmas market.

Potential Partners Local shops and landlords

Next Steps **Seaton Valley Council** to seek resources for a feasibility study into a market in Seaton Delaval.



Action 4: More activities for young people (teenagers)

What is the aim? To provide more activities for young people, so reducing issues of anti-social behaviour.

How could it be achieved? Seek funding to provide additional youth work sessions at Seaton Delaval Community Centre.

Potential Partners Northumberland Youth Service

Next Steps **Seaton Valley Council**, Northumberland Youth Service and Seaton Delaval Community Centre to meet to discuss the potential to increase provision of youth work sessions.

Action 5: Review activities for older people

What is the aim? To identify whether there are additional activities that older people want, that could be provided.

How could it be achieved? Local people could review what activities currently happen in the Community Centre and Arts Centre, and consult with older residents in the village to identify what other activities they would want.

Potential Partners Seaton Delaval Community Centre, Seaton Delaval Arts Centre

Next Steps Seaton Delaval Community Centre and Seaton Delaval Arts Centre to decide whether they are able to carry out a review of activities for older people.

While not all of these can be done immediately, many of them can be carried out by local residents, and Seaton Valley Council can support residents in doing so.

THE VALLEY WIDE PLAN

The following projects have been identified as priorities for action across the whole of Seaton Valley:

1. Developing a Neighbourhood Plan for Seaton Valley
2. Securing local stations on the Ashington-Tyne-Blyth train line
3. Seaton Valley Gateways
4. Visit Seaton Valley
5. Investigating the potential for a destination facility for young people
6. Neighbourhood Management Forum(s)
7. Environmental Task Force
8. Provide more support to enhance joint working across the valley

Copies of the Valley-wide plan are available from Seaton Valley Council.

WHAT HAPPENS NEXT?

Seaton Valley Council will work with local residents and organisations to deliver each of the actions listed in this Plan. Within one year, they will hold a public review of progress against the Action Plan, as part of a public Council meeting in Seaton Delaval. This meeting will consider any changes or additions that need to be made to this Action Plan.



MAP HIGHLIGHTING POTENTIAL ACTION AREAS

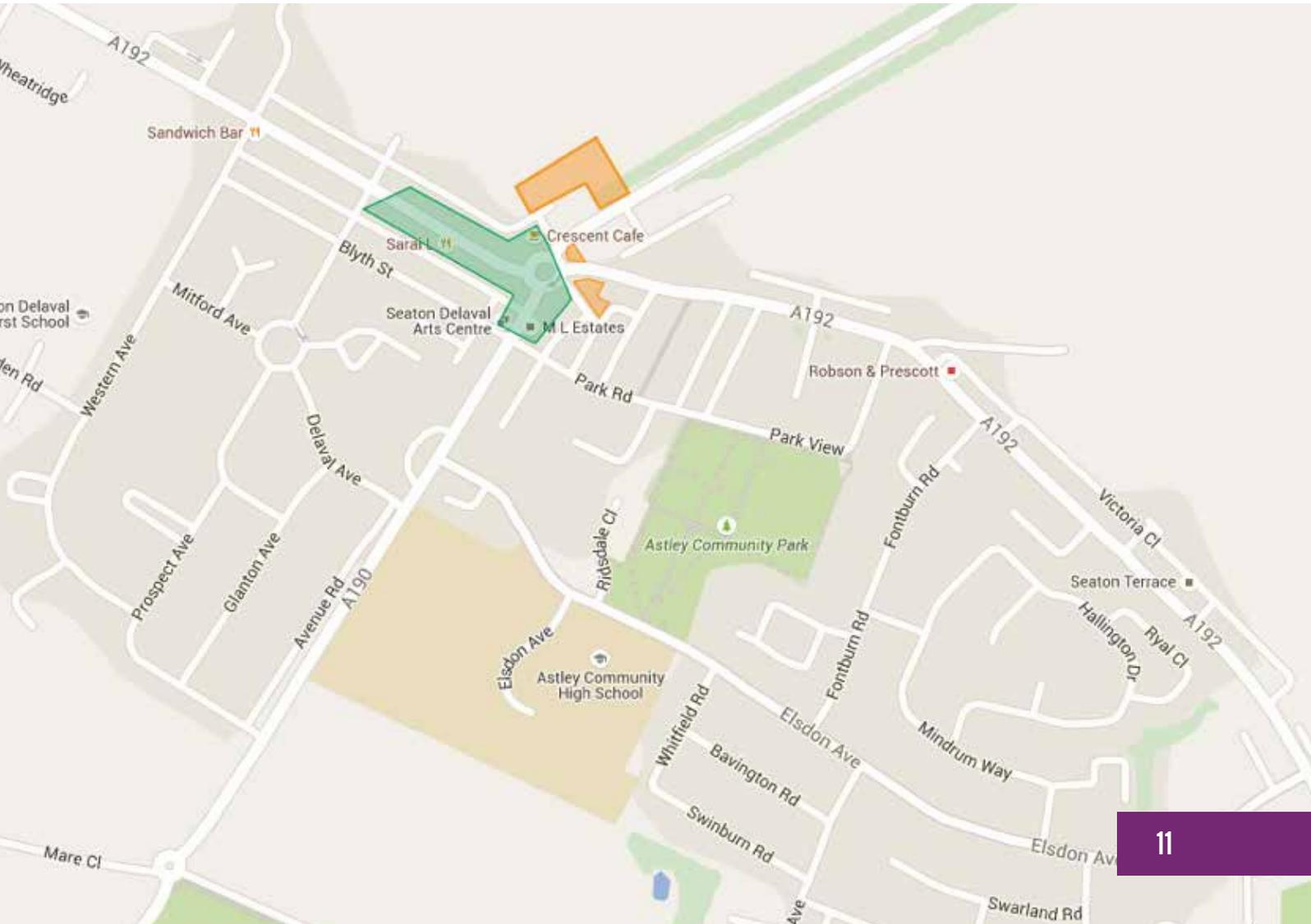
Showing the locations of items mentioned in the Village Plan

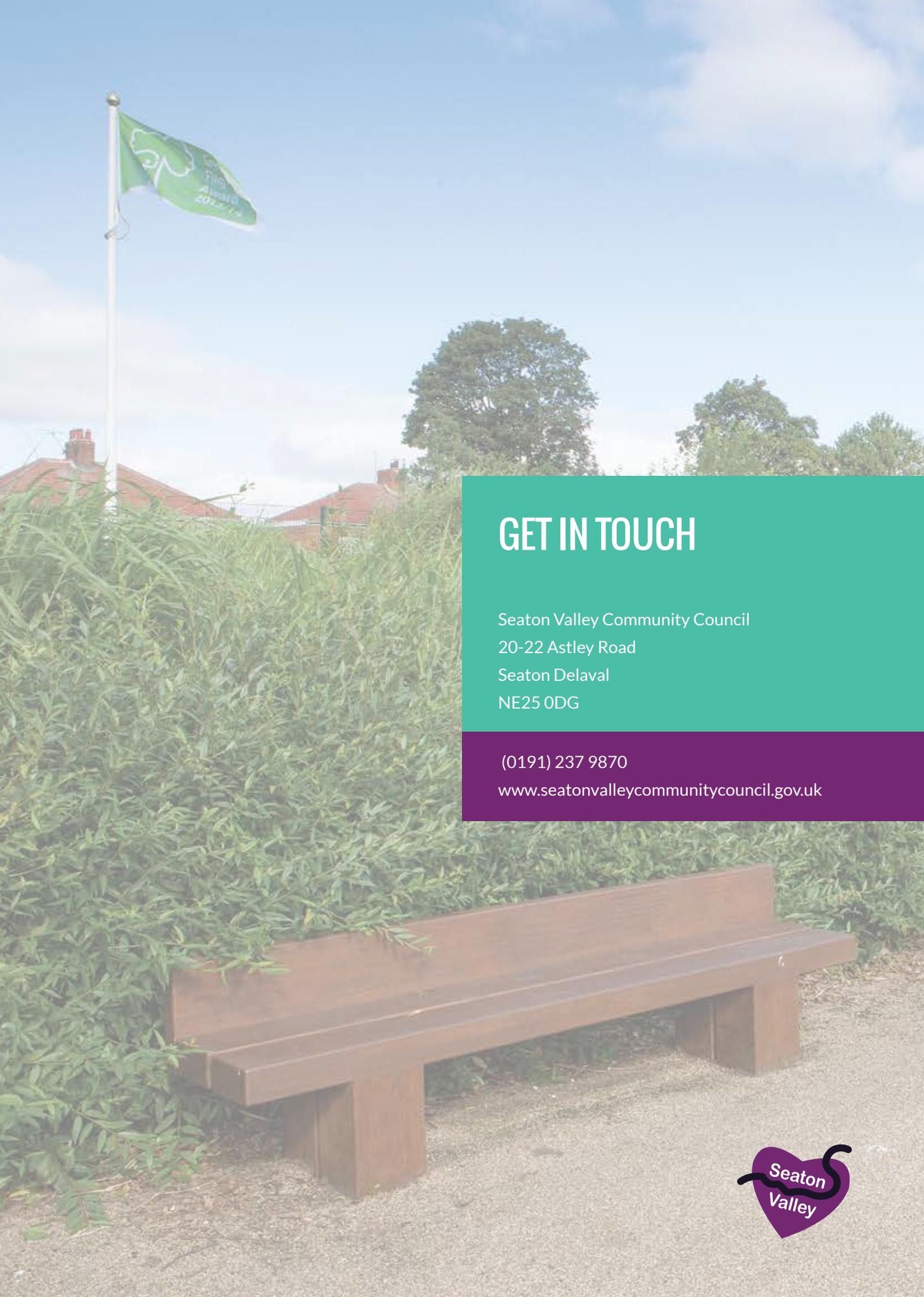


Possible car park locations



Shop front improvement areas





GET IN TOUCH

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