

The background image shows a park-like setting. On the left, there's a stone planter box with a white sign that says 'AVE'. In the center, there's a grassy area. On the right, there's a wooden well structure with a green roof and a wooden bucket. The sky is overcast.

HOLYWELL VILLAGE PLAN

SEPTEMBER 2015

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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 Holywell, 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 Holywell 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 Holywell and the results from Seaton Valley as a whole, together with the Valley Wide Plan are available on request from Seaton Valley Council.

ABOUT HOLYWELL

Holywell is a small village with a population of approximately 2,700 people. It lies just to the south east of Seaton Delaval, without a clear physical separation between the two villages. The village has its own character and identity, and benefits from being close to Holywell Dene, offering attractive walking routes.

The heart of the village is a conservation area due to its historic character. Village facilities include a school (Holywell First School), a small community centre, two pubs and a church (St Mary's). The village shop has just reopened under new management. This was closed at the time of the survey, a cause of concern that is reflected in the survey results. Satisfaction with local shops was significantly lower in Holywell than in other parts of Seaton Valley. As the shop has reopened, residents' concerns on this point should be addressed. The shop could act as a focal point for information about village activities, encouraging more people to use the shop and so helping to keep it open.

LOCAL PEOPLE'S PRIORITY ISSUES

The main issues that were identified through consultation were:

PUBLIC TRANSPORT SERVICES

Poor public transport came up as the single biggest issue for Holywell residents, satisfaction with public transport was much lower in Holywell than the average for Seaton Valley, and the single most popular improvement suggested by residents was better public transport services.

- > 57/57A (Arriva) between Cramlington and Whitley Bay, which no longer continues to North Shields via North Tyneside Hospital (Rake Lane), meaning patients have to take two buses
- > 19 (Go North East) between Cramlington and North Shields
- > The X4 (Arriva) service between Blyth and Newcastle does not come all the way into the village, so there is no direct route from Holywell to these destinations.

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.

COMMUNITY ACTIVITIES

While people were generally very happy with the village, 'Activities for older people' and 'Activities for young people' both scored around 2.5 out of 5 for satisfaction, both lower than the average for Seaton Valley. Some people suggested that they would like to see a bit more community activity. People also commented that they found it hard to know what was happening in the village, and felt that local activities, such as in the Community Centre, could be better publicised. Overall, there was evidence that people would like to see a bit more happening in the village.

TRAFFIC, SPEEDING AND PARKING

Issues around traffic and parking were major issues that scored the second and third highest as problems (after dog fouling) amongst Holywell residents and were a strong theme in people's comments about issues in the village. In further detailed consultation, this was narrowed down to two specific areas of concern.

1. Traffic congestion and parking during the 'school run' in the roads leading up to the First School
2. The impact of the volume and speed of traffic through the village along the main road (A192)

THE LOCAL ENVIRONMENT

Generally, residents were very happy with the environment of Holywell Village. However, dog fouling was identified as the most significant problem in the village, and several comments were made about the condition of pavements, and about problems with overgrown trees and bushes.

ACTION PLAN

This section of the Village Plan sets out specific actions that could be taken forward in Holywell 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 Holywell.

Action 1: Try to influence bus operators to change bus routes serving Holywell

What is the aim?

The people of Holywell were clear that they would ideally like:

- > the route of the X4 to come further into the village, via Tillmouth Avenue
- > the 57/57A to continue to Rake Lane hospital on at least some journeys.

How could it be achieved?

Through partnership working with other organisations, such as the Health Trusts, to try to encourage bus operators to change their route.

Potential Partners

Northumberland County Council, Northumbria Healthcare NHS Foundation Trust

Next Steps

Seaton Valley Council to work with partners to explore ways to influence Arriva.

Action 2: Try to influence the new Transport Authority for Tyne & Wear, Northumberland and Durham to change bus routes serving Holywell

What is the aim? The people of Holywell were clear that they would ideally like:

- > the route of the X4 to come further into the village, via Tillmouth Avenue
- > the 57/57A to continue to Rake Lane hospital on at least some journeys.

How could it be achieved? Management arrangements for public transport will change in 2016, with the new 'combined authority' across Northumberland, Tyne & Wear and County Durham will take more control over planning services. As a result, local councillors could try to ensure that the needs of Seaton Valley and Holywell are addressed under these new arrangements.

Potential Partners Northumberland County Council, North East Combined Authority Passenger Transport Authority

Next Steps **Seaton Valley Council** to seek to influence new arrangements for managing bus services across the North East.

Action 3: Raise awareness of the strength of local feeling about bus services

What is the aim? The people of Holywell were clear that they would ideally like:

- > the route of the X4 to come further into the village, via Tillmouth Avenue
- > the 57/57A to continue to Rake Lane hospital on at least some journeys.

How could it be achieved? Local residents could organise a campaign based on letter writing, emails, petitions and similar methods.

Potential Partners N/A

Next Steps **Local residents** to decide whether they feel a campaign would be useful, and if they do, to organise it for themselves.

Action 4: Create a residents' group to plan community activity

What is the aim? To form a group of local residents to lead on organising more community activity.

How could it be achieved? A group of local residents is coming together, who could form a constituted Residents' Association to plan and organise community activities.

Potential Partners Holywell Community Centre/Veteran's Hut, Seaton Valley Community Partnership, Seaton Valley Council

Next Steps **Local residents** to create a constituted group, with support from Seaton Valley Council.

Action 5: Putting on more community activity

What is the aim? To organise additional community activities in Holywell

How could it be achieved? Local residents (ideally the group formed in Action 4 above) could ask other residents what specific additional activities they would like to do (and be prepared to pay for if necessary). The group would also need to identify where and when they could take place (the Community Centre, School and St Mary's Church all have space that could be used). This group could then take the lead on organising the events and activities that people want (e.g. a parent and toddler group).

Potential Partners Holywell Community Centre/Veteran's Hut, Seaton Valley Community Partnership, Holywell First School, St Mary's Church, the Cricket Club

Next Steps Local residents to work together to consult other residents about local activities.

Action 6: Review Community Noticeboards

What is the aim? To identify the best way to use noticeboards to give people better access to information about community activities in Holywell.

How could it be achieved?	Local residents and Seaton Valley Council would review the current provision of community noticeboards in Holywell, and identify the best locations for any Boards. Seaton Valley Council might be able to provide funding for a noticeboard.
Potential Partners	Northumberland County Council, Seaton Valley Council
Next Steps	Seaton Valley Council to consider arrangements for community noticeboards in Holywell.

Action 7: A Holywell newsletter

What is the aim?	To provide a newsletter informing people about community activities in Holywell.
How could it be achieved?	The newly formed Holywell Residents Association could prepare and distribute a newsletter.
Potential Partners	Local businesses and organisations
Next Steps	Local residents to agree whether they want to produce a newsletter.

Action 8: Encourage walking and cycling to school

What is the aim?	To reduce the problems caused by traffic and inconsiderate parking during the 'school run' to Holywell First School.
How could it be achieved?	A 'voluntary' approach, by parents and the school trying to do more to encourage children to walk/cycle/scooter to school, perhaps through the use of 'walking buses'.
Potential Partners	Holywell First School
Next Steps	Local parents to work with the school to see if more could be done to encourage less use of cars for the 'school run'.

Action 9: Consider restricting parking near Holywell First School

What is the aim? To reduce the problems caused by traffic and inconsiderate parking during the 'school run' to Holywell First School.

How could it be achieved? If the 'voluntary' approach of Action 8 does not work, it may be necessary to consider introducing and enforcing parking restrictions near to the school.

Potential Partners Holywell First School, Northumberland County Council.

Next Steps Wait and see if the 'voluntary' approach works.

Action 10: Investigate possible traffic calming measures in the heart of Holywell

What is the aim? Agreeing ways to reducing the speed and volume of traffic through the centre of Holywell village on the A192.

How could it be achieved? This will be difficult as it is the main route from Seaton Delaval to Whitley Bay and North Shields. The best approach is likely to be a combination of speed restriction and speed-activated signs to encourage drivers to slow down, and changes to the road in the heart of the village to slow traffic in this area. This could be 'rumble strips', or heritage paving that would be more in keeping with the Conservation Area status of the village. It might be possible to seek funding towards this work.

Potential Partners Northumberland County Council

Next Steps Seaton Valley Council to work with Northumberland County Council to investigate and agree the best methods.

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.

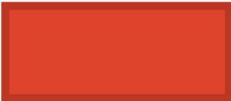
WHAT HAPPENS NEXT?

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 Holywell. This meeting will consider any changes or additions that need to be made to this Action Plan.



MAP HIGHLIGHTING POTENTIAL ACTION AREAS

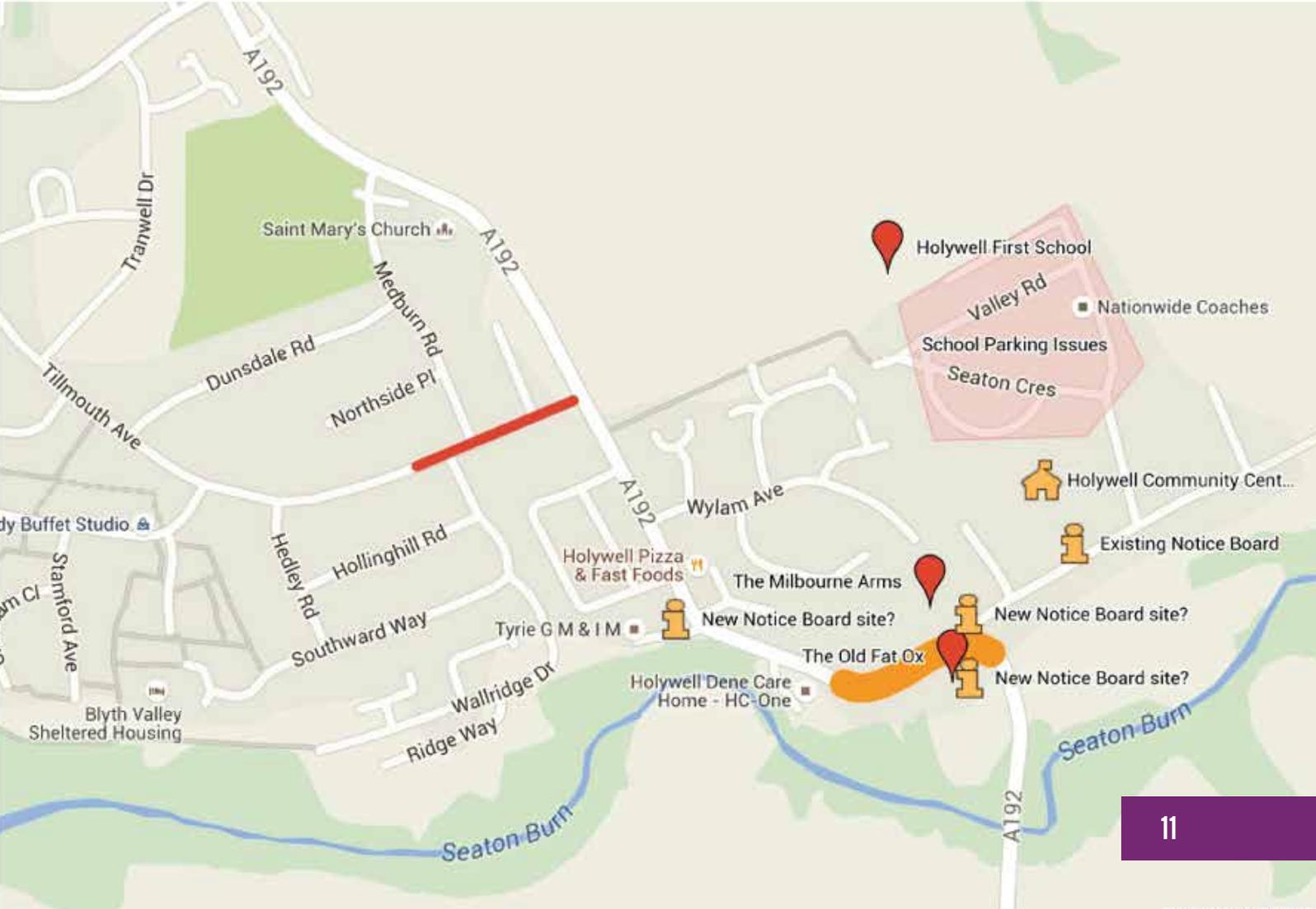
Showing the locations of items mentioned in the Village Plan

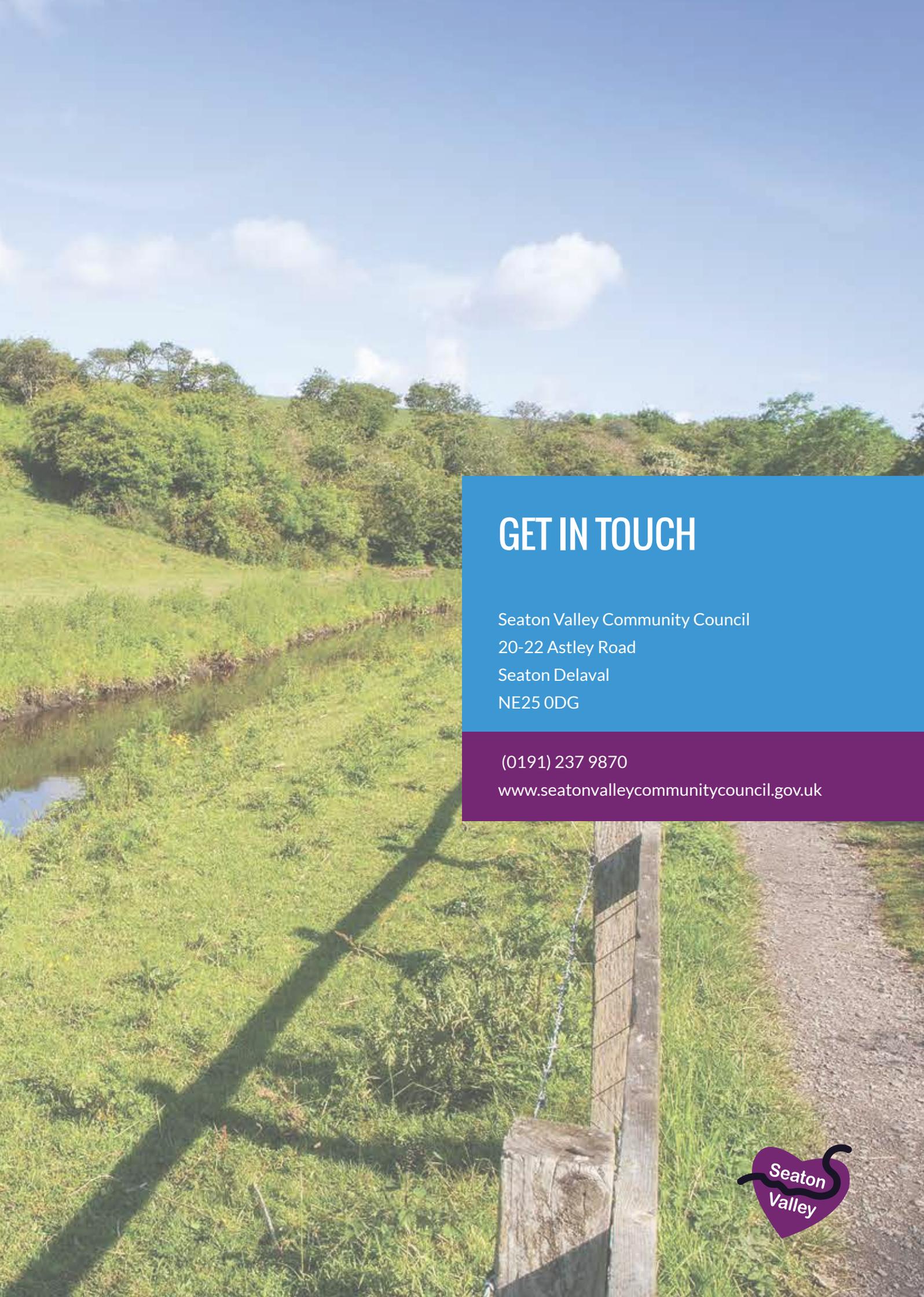


Preferred route of X4 bus



Possible speed calming area





GET IN TOUCH

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