

**MALTON TOWN COUNCIL AND NORTON TOWN COUNCIL**  
**NEIGHBOURHOOD PLAN COMMUNITY CONSULTATION**  
**SUMMARY OF RESPONSES**

24<sup>th</sup> June 2011

Prepared by:  
Kathryn Jukes  
Directions Planning Consultancy  
17 Otley Road  
Harrogate  
HG2 0DJ

T: 01423 503334  
M: 07908 666530  
E: [kjukes@directionsplanning.co.uk](mailto:kjukes@directionsplanning.co.uk)

**Directions**  
PLANNING CONSULTANCY

[www.directionsplanning.co.uk](http://www.directionsplanning.co.uk)

## CONTENTS

<b>1.0</b>	<b>INTRODUCTION</b>	<b>2</b>
<b>2.0</b>	<b>NATURE OF THE CONSULTATION</b>	<b>2</b>
2.1	Publicity	2
2.2	Public Exhibitions	2
2.3	Public Meetings	3
2.4	Questionnaire	3
2.5	Interactive Questionnaire	4
2.6	Website	4
2.7	Youth Version of the Questionnaire	4
2.8	Correspondence	4
2.9	End of the Consultation	4
<b>3.0</b>	<b>SUMMARY OF RESPONSES – QUESTIONNAIRE</b>	<b>5</b>
3.1	Housing	5
3.2	Affordable Housing	5
3.3	Shopping	7
3.4	Employment	8
3.5	Car Parking	10
3.6	Horse Racing	10
3.7	Schools	11
3.8	Milton Assembly Rooms	11
3.9	Library	11
3.10	Hospital	12
3.11	River Derwent	12
3.12	Tourism & Museums	12
3.13	Leisure, Sport and Recreation	13
<b>4.0</b>	<b>SUMMARY OF RESPONSES - INTERACTIVE QUESTIONS</b>	<b>14</b>
4.1	Housing – Possible Development Sites	14
4.2	Employment – Possible Development Sites	15
4.3	Land Adjacent to Eden Camp	15
4.4	Highways Improvements	16
4.5	River Derwent	17
4.6	Wheelgate	18
4.7	Market Place	18
4.8	East Mount	18
4.9	Highfield Road	19
4.10	Land off Showfield Lane	20

## **1.0 INTRODUCTION**

Directions Planning Consultancy conducted public consultation on behalf of Malton and Norton Town Councils between 6<sup>th</sup> May and 10<sup>th</sup> June 2011 across Malton and Norton. This 'Summary of Responses' presents the outcome of the consultation and provides some initial analysis of the responses where appropriate.

## **2.0 NATURE OF THE CONSULTATION**

A number of techniques were utilised in order to engage as many people as possible in the consultation process and thereby maximise responses to the consultation without posting a copy of the questionnaire to every house. To do so was considered to be too expensive and, additionally, the town councils wanted the opportunity to engage with residents more actively.

The various techniques which were used are set out below.

### **2.1 Publicity**

The consultation was publicised in a number of ways, which included:

- A weekly newspaper article in both the Herald and Gazette, and Mercury starting on 4<sup>th</sup> May 2011
- Notices in the windows of a number of empty shops across Malton
- Posters in local shops and public places across Malton and Norton
- Circular emails
- Public Exhibitions
- Public Meetings
- A dedicated website

### **2.2 Public Exhibitions**

It was considered important to set out contextual information concerning the nature of the consultation and topics covered in the questions. The information was kept brief and factual in order to simply outline the background to the consultation.

Two types of exhibition were organised in order to disseminate the information and provide opportunity for people to learn about the consultation and its contents. Both exhibitions utilised the same information boards, which set out information on the topics covered by the draft neighbourhood plan.

One exhibition was of a permanent nature, where the information remained in place during the course of the consultation period. Permanent exhibitions were installed in Norton Town Council's offices and the windows of an empty shop on Market Place, Malton. The boards were left in situ until after the consultation ended.

The second exhibition was mobile, but the main objective was to provide facilities that would enable the exhibition to be staffed in order for the public to ask questions. A number of town councillors attended the exhibition and were provided with badges to identify them. The councillors were briefed to answer questions asked by the visitors to the exhibitions. The mobile exhibition was installed in a double decker bus which was moved around Malton and Norton during the consultation period. The bus was present at:

- Market Place, between 10am and 3pm on Saturday 7<sup>th</sup> May, Friday 13<sup>th</sup> May and Friday 3<sup>rd</sup> June, and
- Derwent Arms Car Park, Norton between 1pm and 6pm on Thursday 26<sup>th</sup> May.

Exhibition boards were installed in the bus and set out information about the consultation and the various topics to provide context to the questions. Under a gazebo adjacent to the bus, a number of exhibition boards were erected on which a range of interactive questions were set up relating to specific sites.

### 2.3 Public Meetings

Two public meetings were hosted by Directions Planning Consultancy. The first public meeting, which was chaired by the Mayor of Norton, provided an opportunity for those attending to hear a presentation on the Localism Bill and Neighbourhood Planning, as well as an outline of the key consultation matters. The presentation was followed by a question and answer session in which a panel answered questions. The Panel consisted of town council members and Kathryn Jukes of Directions Planning Consultancy.

The second public meeting was, again, hosted by Directions Planning Consultancy. It was, however, chaired by the Mayor of Malton. After a question and answer session, attendees were able to take part in an interactive exercise which was designed to provide an insight into how much land is required for development and how the density of any development can influence the land requirement.

### 2.4 Questionnaire

A leaflet was produced with a number of questions relating to a variety of issues which were raised in the draft neighbourhood plan. The questionnaire was the main means of collecting views and comments on all the issues. Approximately 2000 copies of the leaflet were distributed to a number of collection and drop-off points across Malton and Norton, which included:

#### Malton

Hoppers - Market Place  
Malton Library - St Michael's St  
Morrisons – Castlegate  
Spar Shop - Highfield Rd  
Hope Central – Castlegate  
Fine Food Theatre - Market Place  
Sainsbury's Local - Newbiggin

#### Norton

Lidl - Welham Rd  
Norton Town Council Offices  
Corks & Cans Off Licence – Commercial St

The questionnaire was also made available at the public meetings and exhibitions, where it could be filled out on the spot or returned at a later time to one of the collection points listed above.

A further 1050 questionnaires were distributed to a number of organisations and locations around Malton and Norton, which included:

The Hospital

Doctors' surgery and nurses' surgery waiting areas

Dentists' waiting rooms

Community House

St Michael's Church

Accountants' staff/ waiting areas

Trinity Chapel Mums and Tots

Scouts

Market Place restaurant

Wills Bar

Chanticleer Singers

Malton Riding Club

Ryedale U3A

Malton Cricket Club

Card craft group, Rainbow Lane Community Centre

Bridge Club

Malton and Norton Racing Stables

Coastliner headquarters

BATA

Hospital shop/ League of Friends

Princess Road clinic

Yates, Railway Street

Old Malton Church

St Leonard's Church

Solicitors' staff/ waiting area

Firestation Preschool

Cinema Café

Chancery Bar

Malton & District Male Voice Choir

White Star Band

Malton Ladies Luncheon Club

Flower Club

Welham Bowling Club

Brooklyn Junior Football Club

Lions, Rotary, Round Table & Soroptimists

Bright Steels

Lintons Pet Shop

Robinsons Saddlers

## **2.5 Interactive Questionnaire**

A number of questions which required the use of a map to show the location of a site, and which were related to specific spatial or land use issues, were prepared and respondents were asked to stick coloured dots against their chosen answer in order to record their response.

## **2.6 Website**

A bespoke website was created which repeated the information set out in the exhibitions. The website also provided an opportunity to set out more information with regard to the background of neighbourhood planning.

In addition to the general information, the website included an electronic version of the questionnaire for people to answer online. The web-based questionnaire also included the interactive questions which were asked at the public exhibitions and provided the opportunity to include the pictures and maps that helped explain the location to which the interactive questions related.

## **2.7 Youth Version of the Questionnaire**

Saffron Mason, who was award the Bright Young Star Award at the Pride of Malton and Norton Awards 2011, was asked to redesign the questionnaire in order to make it more relevant to young people in Malton and Norton. Saffron then circulated the questionnaire to her peers. The 40 responses received have been collated and are presented in the Schedule of Responses document.

Consideration of the responses has, however, found that the answers are in contradiction to the responses received to the main questionnaire, and include a number of other indications that suggest the young people's version represented very different views from all other respondents. It is therefore considered that they cannot be relied upon. The responses have therefore not been summarised within this document, but they are included in the 'Schedule of Responses' for reference purposes.

## **2.8 Correspondence**

It was made clear throughout the consultation material that, in addition to completing the questionnaire, respondents were welcome to submit further comments. An email address was provided for such a purpose and comments could be submitted to either of the town councils. A number of emails and letters were received during the consultation. The comments have been taken into account in this summary, but the actual comments are not repeated. It is, therefore, necessary to refer to the 'Schedule of Responses' to read the correspondence in full.

## **2.9 End of the Consultation**

A deadline for responses to be returned was set for 5pm on 10<sup>th</sup> June in order to focus the return of questionnaires. The leaflets were however collected from the collection points on the morning of 11<sup>th</sup> June and a number of late submissions were collected on 13<sup>th</sup> June, whilst the web version of the questionnaire was made available until 12am on 11<sup>th</sup> June. The responses that were received after the 5pm deadline have been taken into account.

### **3.0 SUMMARY OF RESPONSES - QUESTIONNAIRE**

#### **3.1 HOUSING**

##### **QUESTION 1A**

##### **How many houses do you think should be built in the towns over the next 15 years?**

In total, 420 people responded to the question of how many houses should be built over the next fifteen years. The majority of respondents (152 people or 35 per cent) agreed with the historic build rate of 915 houses over the next fifteen years. This was followed by 28 per cent suggesting 1000 houses might be built. Only 18 per cent suggested 1500 houses.

##### **QUESTION 1B**

92 respondents put forward alternative figures to those set out in the multiple choice question. The majority (39 people or 42 per cent) of respondents were suggesting less than 915 houses, including 20 people who suggested no houses or as few as possible should be built. Another 14 people suggested more than 1500 houses should be built, which means 15 per cent of those suggesting an alternative housing target thought it should be set higher than 1500 houses over the next fifteen years.

A number of alternative ideas were put forward, including building houses for local need, first time buyers or to meet local employment needs. It was also suggested that empty properties should be utilised. There were a number of negative views expressed too, which included not building any more Council or Housing Association properties.

*Clearly, housing development isn't supported as most respondents would prefer to see less rather than more housing. This suggests more work should be undertaken to understand the reasons for this and the strength of the market which might support more housing development. Furthermore, it would seem sensible to look to see if local quantitative evidence might determine a local housing target which is different from the current target being taken forward by Ryedale. This would then be fed into the LDF process.*

##### **QUESTION 2**

##### **Should brownfield sites be developed before greenfield sites?**

84 per cent of the 449 people who responded to this question agreed that brownfield sites should be developed before greenfield sites. 7 per cent of respondents disagreed and 9 per cent did not know.

##### **QUESTION 3**

##### **Should greenfield sites on the edge of Malton & Norton be developed before brownfield sites in order to attract developer contributions for community benefit?**

423 people answered this question. 73 per cent of those who responded did not agree with the release of greenfield sites before brownfield sites in order to attract developer contributions.

*Improvements to infrastructure and community benefits from developer contributions are not seen to be good enough reasons for greenfield land to be released before brownfield land.*

#### **3.2 AFFORDABLE HOUSING**

##### **QUESTION 4A**

##### **Do you agree with the following statement? The target for affordable housing should be increased from 35 to 40 per cent**

Respondents appear to have been split with regard to whether the affordable housing target should be increased or not. Of the 451 people who responded, 43 per cent agreed that the target should be increased whilst 46 per cent disagreed.

*Not enough of a difference between 'yes' and 'no' to determine whether the affordable housing target should be increased. Recommend further consultation to discover why and determine whether housing type might change opinion.*

#### **QUESTION 4B**

**Do you agree with the following statement? Only sites consisting of more than 10 houses or 0.3 hectares should be required to make a contribution towards affordable housing**

442 people responded to the question, where 51 per cent agreed that the threshold for requiring affordable housing was the right threshold and 34 per cent of people disagreed.

#### **QUESTION 4C**

**Do you agree with the following statement? All residential development should make a contribution towards affordable housing**

47 per cent of the 430 people who responded to this question agreed that all residential development should make a contribution towards affordable housing.

*If taken literally, responses to questions 4B and 4C contradict themselves given people agreed that the threshold set by the Council is the right threshold to have, but then respondents also want to see all residential development contribute towards affordable housing provision. However, the key point appears to be that, in principle, people want to see more affordable housing coming from contributions made by developers, and the current threshold for that requirement is correct.*

#### **QUESTION 4D**

**Do you agree with the following statement? More houses for shared ownership or discounted sale price should be built**

66 per cent of respondents agreed that more houses should be built for shared ownership or discount sale price. Only 24 per cent of the 433 respondents disagreed.

#### **QUESTION 4E**

**Do you agree with the following statement? More houses for rent through a Housing Association or the Council should be built**

Of the 445 people who responded to this question, 67 per cent agreed that more houses should be built for rent through a Housing Association or the Council.

*If questions 4D and 4E are considered alongside each other then it would appear that, whilst there is undoubtedly support for more social housing, there is slightly more support for it to be for rent than for intermediate purposes. This is not only because there was a slightly higher percentage of support for social housing, but also because more people answered question 4E than 4D.*

#### **QUESTION 5**

**If Ryedale DC were to ask developers to make a financial contribution from the profits of building houses, what infrastructure, services, facilities or other development(s) of benefit to the community should it be spent on?**

There were a lot of suggestions put forward with regard to planning gain. The suggestions did, however, follow a number of key themes which were:

- Highways improvements
- Sewerage/drainage improvements
- Public transport improvements, including bus services, cycle lanes and parking
- A new road and footbridge across the river

- Additional and new health facilities, including hospital, doctors' and dentists' surgeries
- New sport facilities, including a swimming pool
- New children's play areas, open spaces and parks
- Town centre refurbishments
- New community centre facilities, including libraries, arts, playgroups
- Projects and services for the elderly and young
- New school for Norton

The Schedule of Responses should be referred to in order to appreciate the full extent of the list.

*Clearly, there are lots of ideas about how planning gain monies might be spent. Given any pot of money from development will not be endless then it will be necessary to prioritise how monies might be spent. Further work should therefore be undertaken to create a more distinct list of particular projects, along with an indication of how they might be prioritised. This would then form the basis for representation to the drafting of a charging schedule which Ryedale DC will need to produce in order to secure planning gain under the provisions of the Community Infrastructure Levy.*

### 3.3 SHOPPING

#### QUESTION 6A

##### **Which site would you prefer to see developed for a new supermarket?**

465 people answered this question. 50 per cent of respondents would prefer to see the Livestock Market redeveloped for a supermarket. Only 9 per cent supported development of Wentworth Street Car Park, which was closely followed by 7 per cent who thought a supermarket should be developed on either site. 31 per cent of respondents do not wish to see a supermarket on either site.

#### QUESTION 6B

##### **If you have selected 'Other', please name an alternative site.**

The majority of people took this opportunity to express their disapproval of a new supermarket. However, three alternative sites were put forward. These were:

- Showfield site, Pasture Lane
- York Road Industrial Estate
- Woolgrowers site

*It appears that the Showfield site is currently under option by a developer where the intention is to realise development of a new supermarket. Representations have already been submitted to the LDF process to promote the concept.*

#### QUESTION 7A

##### **If a new supermarket were to be built in Malton, which of the supermarket chains would you prefer?**

Four possible answers were put forward in the questionnaire, which represent the supermarket chains which are currently known to have already shown an interest in Malton. Of the 522 responses, Waitrose elicited the greatest proportion of support with 36 per cent, followed by Tesco which attracted 17 per cent of support. However, Booths and Sainsburys attracted a similar level of support to Tesco given there is only 4 per cent difference between Tesco and Booths, where Booths was the least popular.

*If questions 6A and 6B are considered alongside each other, it would appear that the majority of respondents would support the proposal to develop a Waitrose on the Livestock Market site.*



#### **QUESTION 7B**

**If you have selected 'Other' to Q.6A above, please name an alternative supermarket chain.**

Of the alternative supermarket chains put forward, the most popular was Asda, followed by M&S. Iceland and Co-op. Fortnum and Mason were also mentioned. A number of respondents took the opportunity to state that they did not want another supermarket in Malton.

#### **QUESTION 8A**

**What kind of businesses would you like to see more of in Malton town centre?**

717 responses were received to this question. 43 per cent of respondents supported more specialist shops, followed by 30 per cent who would like to see more national chains. 10 per cent of respondents would like to see more restaurants, and the same number of respondents would like more discount shops.

#### **QUESTION 8B**

**If you have selected 'Other', please describe the kind of businesses you would like to see in Malton town centre**

A wide variety of other types of shops were put forward, including toy shops, grocers and hardware shops. The most popular suggestion was, however, for clothes shops.

A number of others suggested that it was important for Malton to retain its own identity. Please refer to the 'Schedule of Responses' for the full list.

### **3.4 EMPLOYMENT**

#### **QUESTION 9A**

**On what basis do you think land should be identified to meet future employment and business needs in Malton and Norton?**

435 people responded to this question, of which 34 per cent thought future business and employment needs should be market led and 35 per cent thought enough land should be identified to provide for sufficient jobs. Only 14 per cent thought future land requirements should be based on either the historic rate or forecasting of need.

*More flexibility should be built into the employment target by providing a sufficient variety of sites. Clearly, people are not convinced that either historic rate or forecasts are good enough to rely upon.*

#### **QUESTION 9B**

**If you have selected 'Other', please describe how you think land should be identified to meet future employment and business needs in Malton and Norton.**

A range of ideas was put forward as possible ways of determining the future land requirement, including:

- Land to attract large business.
- Reusing empty premises
- Creating jobs for existing population and local need

Even though it was not put forward as one of the multiple choice options, a number of people did comment that housing growth should match job growth rather than the other way round.

#### **QUESTION 10A**

**Do you agree with the following statement? Small and medium sized local businesses should be encouraged**

Of the 456 respondents, 97 per cent supported the idea of encouraging small and medium sized businesses in Malton and Norton.

*This question should now be taken a step further and work should be undertaken to understand how small and medium sized businesses might be encouraged and supported, and by whom.*

#### **QUESTION 10B**

**Do you agree with the following statement? Larger businesses should be encouraged, but only if they do not prejudice existing local businesses**

434 people responded to this question. 77 per cent would support larger businesses being encouraged, whilst 18 per cent would not.

*If question 10B is considered in the context of question 10A, then it would appear that people believe the future of the economy for Malton and Norton lies in small and medium business rather than larger businesses.*

#### **QUESTION 10D**

**Do you agree with the following statement? Off-street parking should be provided as part of all new business development businesses**

87 per cent of respondents agreed that off-street parking should be provided as part of all new business development. Only 7 per cent of the 447 respondents disagreed.

#### **QUESTION 10E**

**Do you agree with the following statement? A range of plot sizes and premises should be provided to meet a range of business needs**

Of the 426 people who answered the question, 88 per cent agreed that a range of plot sizes and premises should be provided to meet a range of business needs. Only 4 per cent disagreed.

#### **QUESTION 10F**

**Do you agree with the following statement? Clear road signage to/for business parks should be provided**

430 people responded to the question. 93 per cent of the respondents agreed that clear road signage should be provided. Only 4 per cent disagreed.

#### **QUESTION 10G**

**Do you agree with the following statement? All employment development should be sympathetic to its locality**

90 per cent of respondents agreed that employment development should be sympathetic to its locality. Only 5 per cent of the 436 respondents disagreed.

#### **QUESTION 10H**

**Do you agree with the following statement? Existing employment sites should be protected so they cannot be redeveloped for other uses**

Of the 434 people who answered this question, 56 per cent agreed that employment sites should be protected. 31 per cent of respondents disagreed.

*This question did not elicit the same level of support as the previous questions, which suggests there is an underlying reason. More work should be undertaken to understand why such a proportion of people do not agree that employment sites should be protected.*

### 3.5 CAR PARKING

#### QUESTION 11A

**Would you support a Car Parking Strategy for Malton and Norton which would set out a planned approach to capacity, parking charges, waiting restrictions and permit zones?**

72 per cent of the 428 respondents would support the drafting of a Car Parking Strategy for Malton. 17 per cent of respondents would not.

#### QUESTION 11B

**If yes, who should prepare the Car Parking Strategy?**

54 per cent of respondents would like to see the Car Parking Strategy prepared by the Town Councils. 28 per cent of the 324 respondents would prefer Ryedale DC prepare the strategy. 18 per cent suggested it might be prepared by an 'other'.

#### QUESTION 11C

**If you have selected 'Other', please specify who should prepare the Car Parking Strategy.**

A variety of different organisations were put forward as alternatives to the choices provided in the main question. Some respondents noted the error in the question, which was that reference should have been made to Norton Town Council alongside Malton Town Council. Other suggestions included:

- Area Partnership
- Group involving all stakeholders
- Malton and Norton Town Councils, in partnership with Ryedale DC
- Malton and Norton Town Councils, in partnership with Fitzwilliam Estate
- Commercial or business firms
- Fitzwilliam Estate
- North Yorkshire County Council
- Private/independent group

Please refer to the 'Schedule of Responses' for the comprehensive list of suggestions.

*Before a Car Parking Strategy is drafted, it is suggested that further work should be undertaken to understand what expectations might be to the breadth, geographic area and purpose of such a document. Also, discussions should be held with key stakeholders.*

### 3.6 HORSE RACING INDUSTRY

#### QUESTION 12

**Would you support the development of a specialist health unit for injured jockeys?**

Of the 443 people who responded to this question, 65 per cent would support the development of a specialist health unit for jockeys. 20 per cent of respondents would not be in support.

#### QUESTION 13

**Would you support the development of a racing museum?**

439 people responded to this question. 69 per cent would support the idea of a racing museum, whilst 16 per cent would not.

### 3.7 SCHOOLS

#### QUESTION 14

##### **Should education provision be kept under review in light of future housing growth?**

95 per cent of the 448 people who responded to this question believe that education provision should be kept under review. Only 1 per cent disagreed.

#### QUESTION 15

##### **Have you any comments about school provision in Malton and Norton?**

A number of comments were put forward, but the key theme appears to be in relation to the need for a new primary school, or an extension to the existing school in Norton.

If questions 14 and 15 are read in conjunction with each other then it would appear sensible to approach NYCC to initiate a conversation about ensuring there are sufficient school places for the future and to see whether or not there are any plans for Norton Junior school. NYCC should also be made aware of the consultation results and people's concerns.

### 3.8 MILTON ASSEMBLY ROOMS

#### QUESTION 16

##### **Can you suggest what activities might be introduced into the Milton Rooms to secure greater use?**

An extensive and wide ranging list of ideas was put forward for the Milton & Assembly Rooms. A number of themes emerged, which were:

- Arts and crafts, including exhibitions
- Dance classes
- Drama classes and theatre clubs
- Educational facility
- Music venue, including brass concerts, classical music, live gigs, repertory
- Café
- Community use, including over 60s, youth activities, luncheon club
- Conferences
- Exercises classes
- Indoor market, table top sales and car boot sales
- Music and beer festivals
- Theatre

The detailed list of all the comments received can be found in the 'Schedule of Responses'.

*The list in the 'Schedule of Responses' should be forwarded to the Milton Rooms so they might consider the comments.*

### 3.9 LIBRARIES

#### QUESTION 17A

##### **North Yorkshire County Council is proposing to close the libraries in Malton and Norton and open a new library close to Malton railway station. Do you agree with North Yorkshire County Council's proposal?**

Of the 461 responses received to this question, 51 per cent do not agree with the proposal to merge the two libraries on one site. However, 40 per cent of people do agree with NYCC's proposal.

#### **QUESTION 17B**

##### **If you chose 'Other suggestion', please describe an alternative proposal.**

The 'other' suggestions which were put forward provide some clue as to why there was not a resounding 'yes' to protecting the two libraries. The most popular suggestion put forward was that one of the two existing libraries should be kept open. However, opinion was split as to whether it should be Malton or Norton. People seem to be supportive of making cost savings.

Parking was one of the key concerns to be raised, in terms of it being both adjacent to any library and also free.

A mobile library service was also mentioned.

*It would appear sensible to conduct further work to discover why so many people would like to see a new library built to serve Malton and Norton, rather than retain the two existing libraries. In addition, it would appear prudent to test further the question of whether a library should be retained in Malton or in Norton if one of the existing two were to close.*

### **3.10 HOSPITAL**

#### **QUESTION 18**

##### **Do you agree with the Town Council that the Ryedale Ward should be reopened?**

94 per cent of the 463 people who answered this question agreed that the Ryedale Ward should be reopened. Only one per cent disagreed.

### **3.11 RIVER DERWENT**

#### **QUESTION 19**

##### **Please select any of the following actions for the river which you would support**

1289 responses were received to this question. 27 per cent wanted to see use of the river encouraged for recreation and leisure. This was closely followed by 24 per cent who agreed that the river should be dredged to remove silt build-up. 21 per cent believe the river should continue to be managed and protected as a nationally important wildlife corridor. Only 15 per cent consider sites prone to flooding should be redeveloped. 13 per cent of respondents would like to see a review of the 'River Rail Corridor Study'.

### **3.12 TOURISM AND MUSEUMS**

#### **QUESTION 20A**

##### **Should more be done to develop and promote the towns as a tourist/visitor destination?**

90 per cent of the 448 respondents agreed that more should be done to promote the towns. Only 5 per cent disagreed.

#### **QUESTION 20B**

##### **If yes, select all of the following which you would support?**

1048 responses were received to this question. 32 per cent would support the development of a Roman Museum at Orchard Fields. 31 per cent would like to see signage for attractions on approach into town. 24 per cent of respondents would like to see Malton and Norton artefacts displayed. Only 13 per cent would like a radio station for the towns.

### 3.13 LEISURE, SPORT AND RECREATION

#### QUESTION 21

##### **Should the tennis, squash and bowls clubs be relocated?**

447 people responded to this question. 34 per cent suggested the clubs should not be relocated. 29 per cent suggested relocation to Old Malton and 13 per cent suggested Malton Community Sports Centre.

#### QUESTION 22

##### **Should Malton Community Sports Centre facilities be available to individual 'pay-as-you-go' users?**

90 per cent of the 445 respondents agreed that the sports centre should be made available to individual 'pay-as-you-go' users. Only 2 per cent disagreed.

#### QUESTION 23

##### **Are there any new leisure, sports or recreation facilities or activities you would like to see provided in Malton and Norton in the future?**

A number of comments were submitted regarding new facilities and activities that might be provided in future, which included:

- A new swimming pool
- New open spaces, children's playgrounds and parks, including for bikes
- Joint Malton and Norton football club
- Athletics club
- Bandstand
- More clubs for badminton, basketball, scouts
- Better cycle paths

Please refer to the 'Schedule of Responses' for the full list of ideas received.

#### 4.0 SUMMARY OF RESPONSES - INTERACTIVE QUESTIONS

#### 4.1 HOUSING - POSSIBLE DEVELOPMENT SITES

##### QUESTION 25

On the website, between 40 and 88 people provided a response to each site. East Mount attracted the greatest number of responses.

At the public exhibitions, a number of sites did not attract any votes, whilst the greatest number of responses was in relation to Site 5 – land east of Broughton Road, Malton, which attracted 24 votes.

Below is a summary of all the responses which is intended to highlight only the key findings in relation to the three phases that were put forward for consideration, and also the option of 'no development'. Due to the low number of responses at the public exhibitions, the actual number of responses has been listed rather than showing the percentage.

WEBSITE RESPONSES - GREATEST LEVEL OF RESPONSE							
Phase 1		Phase 2		Phase 3		No Development	
Site Ref	%	Site Ref	%	Site Ref	%	Site Ref	%
8 Livestock Market	72	15 Land South of Westgate Lane, Malton	36	32 ATS, North of Commercial Street, Norton	23	10 Malton Tennis, Bowls & Squash Clubs, Old Maltongate, Malt	67
4 Barton Cottage, York Rd	60	13 Land South of Highfield Road, Malton	34	31 Land East of Westfield Way, Norton	22	7 Wentworth Street Car Park, Malton	55
6 Land North of Pasture Lane, Malton	57	14 Land North of Dickens Road, Malton	32	15 Land South of Westgate Lane, Malton	20	20 Malton & Norton Golf Course	52
5 Land East of Broughton Road, Malton	56	30 Westfield Nurseries, Scarborough Rd	33				
1 Land North of Castle Howard Road, Malton	53						
18 Coronation Farm & Former Highways Depot	51						
23 Former Dewhirsts Factory, Welham Road,	51						

PUBLIC EXHIBITION RESPONSES - GREATEST LEVEL OF RESPONSE							
Phase 1		Phase 2		Phase 3		No Development	
Site Ref	No.	Site Ref	No.	Site Ref	No.	Site Ref	No.
5 Land East of Broughton Road, Malton	9	5 Land East of Broughton Road, Malton	11	20 Malton & Norton Golf Course	4	6 Land North of Pasture Lane, Malton	7
6 Land North of Pasture Lane, Malton	7	6 Land North of Pasture Lane, Malton	6			1 Land North of Castle Howard Road, Malton	5
25 Land to East of Welham Road, Norton	5	1 Land North of Castle Howard Road, Malton	5			2 Land South of Castle Howard Road, Malton	5
		26 Land East of Beechwood Road and Hunters Way, Norton	5				

## 4.2 EMPLOYMENT - POSSIBLE DEVELOPMENT SITES

### QUESTION 26

On the website, between 49 and 80 people lodged a response to the various employment sites identified, whilst between 8 and 30 people voted on the various employment sites at the public exhibitions.

The tables below are aimed at focusing attention on the key sites which have been highlighted for development or for no development.

WEBSITE RESPONSES - GREATEST LEVEL OF RESPONSE							
Phase 1		Phase 2		Phase 3		No Development	
Site Ref	%	Site Ref	%	Site Ref	%	Site Ref	%
1 York Road Industrial Estate	82	8 Eden Camp	25	11 Beckhouse Farm	18	7 East Mount	69
3 Norton Grove Industrial Estate	73	9 Eden Camp	23	8 Eden Camp	12	11 Beckhouse Farm	27
		4 Hugden Way, Norton	23	9 Eden Camp	10	6 Interchange	23
4 Hugden Way, Norton	32	10 Norton Grove	23				

PUBLIC EXHIBITION RESPONSES - GREATEST LEVEL OF RESPONSE							
Phase 1		Phase 2		Phase 3		No Development	
Site Ref	%	%	No.	Site Ref	%	Site Ref	%
1 York Road Industrial Estate	86	2 Showfield Lane Industrial Estate	30	4 Hugden Way, Norton	50	7 East Mount	75
5 Woolgrowers	74	11 Beckhouse Farm	27	11 Beckhouse Farm	27	6 Interchange	44
3 Norton Grove Industrial Estate	63	10 Norton Grove	25	7 East Mount	19	11 Beckhouse Farm	37
		8 & 9 Eden Road	23				

## 4.3 LAND ADJACENT TO EDEN CAMP

### QUESTION 28A

#### What type of development should the site be developed for?

The website attracted 153 responses to the question of what type of development the land at Eden Camp might be suitable for, whilst 92 responded at the public exhibitions. 29 per cent supported the idea of the Livestock Market being relocated to Eden Camp on the website and 49 per cent gave the same response at the public exhibitions. 23 per cent suggested high tech manufacturing through the website, whilst 14 per cent presented support for it at the public exhibitions. Via the website, only 14 per cent put forward that the site should not be developed, but 24 per cent did not support development of this site at the public exhibitions.

### QUESTION 28B

#### If you selected 'Other', please describe the kind of businesses you would like to see at Eden Road.

Those who answered this question took the opportunity to repeat their view that the Livestock Market should be relocated to this site. The idea was taken one step further by one person who suggested the site should be developed for an Agricultural Business Park. Another idea was for the site to be developed for servicing, including vehicles, fuel and food. Someone else raised the question of whether the land was stable due to ground conditions.

Please refer to the 'Schedule of Responses' for the full list of comments.



#### 4.4 HIGHWAYS IMPROVEMENTS

##### QUESTION 29A

###### **Which highways scheme should be a high priority?**

91 people responded to this question on the website and 93 people answered the question at the public exhibitions.

Of the responses on the website, 33 per cent of people supported a junction to connect the B1257 at Broughton Road with the A64 should be a high priority. This was followed by 26 per cent of respondents supporting a direct highway link between Scarborough Road and Beverley Road in Norton. However, the public exhibitions saw the priorities reversed with 38 per cent supporting a direct highway link between Scarborough Road and Beverley Road in Norton, and 34 per cent supporting a junction to connect the B1257 at Broughton Road with the A64.

##### QUESTION 29B

###### **Which highways scheme should be a medium priority?**

In terms of a medium priority, 86 people responded on the internet, and 23 people responded at the public exhibitions. On the website, a direct highway link between Scarborough Road and Beverley Road was supported the most with 29 per cent. This was followed by 28 per cent of respondents supporting an improvement to the A64/York Road junction at Musley Bank and 26 per cent of respondents supporting a junction to connect the B1257 at Broughton Road with the A64. The results at the public exhibition were slightly different in that 61 per cent supported a junction to connect the B1257 at Broughton Road with the A64, and 35 per cent supported a direct highway link between Scarborough Road and Beverley Road in Norton.

##### QUESTION 29C

###### **Which highways scheme should be a low priority?**

80 people responded to this question via the website, and 10 people answered the question at the public exhibitions. On the website, 26 per cent of respondents suggested a direct link between Scarborough Road and Beverley Road in Norton should be a low priority. This was followed by 23 per cent supporting an improvement to the A64/York Road junction at Musley Bank. A junction to connect the B1257 at Broughton Road with the A64 attracted 21 per cent of support. This was very different to the responses at the public exhibitions where 50 per cent suggested a junction to connect the B1257 at Broughton Road with the A64 should be a low priority, followed by 40 per cent suggesting a direct link between Scarborough Road and Beverley Road in Norton, and 10 per cent an improvement to the A64/York Road junction at Musley Bank.

*The number of respondents to each section of the question deteriorated with each tier of priorities to which they were asked to respond. It would therefore seem sensible to give more weight to the responses relating to the high priority and less weight to identifying a low priority. In terms of the high priority, it would, therefore, appear that a junction to connect the B1257 at Broughton Road with the A64 should be prioritised above the other improvements. A direct link between Scarborough Road and Beverley Road should be prioritised after a junction to connect the B1257 at Broughton Road with the A64. However, a closer look at the responses may suggest that it would be appropriate to prioritise Scarborough Road before Broughton Road if concerns of local residents were to be prioritised ahead of concerns of neighbouring villages.*

*As part of the consultation, respondents were asked to provide their postcode. It is therefore possible to understand the spatial distribution of respondents to each question. In terms of highways improvements, the postcodes suggest that residents are supportive of the highways improvement which might be of benefit to their neighbourhood. This means that Malton residents prioritised Broughton Road above the other options, whilst Norton residents prioritised Scarborough Road above the other improvement options.*

*It is worth noting that an equal number of residents in Malton and Norton responded to the high priority question. It was respondents outside of Malton and Norton who tipped the balance in favour of Broughton Road, in particular, residents from Broughton village. If respondents from outside of Malton and Norton are removed from the responses, then Scarborough Road actually becomes the local priority for both Malton and Norton residents. Broughton Road would then become the second priority.*

#### **QUESTION 30**

##### **Should HGVs be banned from Castlegate and at the Level Crossing?**

91 people responded to this question on the website and 38 responded at the public exhibitions. 85 per cent of respondents on the website and 97 per cent of respondents at the public exhibitions supported HGVs being banned. 12 per cent of respondents on the website and 3 per cent at the public exhibitions disagreed with HGVs being banned.

#### **QUESTION 31**

##### **A One Way system should be created incorporating Norton Road, Railway Street, Yorkersgate, Wells Lane, Butcher Corner, Castlegate and County Bridge**

90 people answered this question via the website and 28 people responded at the public exhibitions. 56 people agreed and 39 per cent disagreed with the one way system on the Internet, whilst 68 per cent agreed and 32 per cent disagreed at the public exhibitions.

#### **QUESTION 32**

##### **Please use this space to add any comments you would like to make**

The comments submitted were varied and wide ranging, with the result that it is not possible to summarise the comments without losing meaning or misrepresenting. Please refer to the 'Schedule of Responses' to see the full range of comments.

## **4.5 RIVER DERWENT**

#### **QUESTION 33**

##### **Do you support the development of the sites along the river, even if they are liable to flooding?**

Of the 84 people who responded on the website, 48 per cent did not support the development of sites along the river. 44 per cent did, however, support development of sites prone to flooding.

In relation to those who responded at the public exhibitions, the picture provided is different. 65 per cent of the 20 people who responded supported the development of sites along the river even if prone to flood risk.

*This question should be considered alongside the responses to question 19, which also raised the issue of whether sites along the river should be redeveloped. The difference between supporters and objectors is quite narrow and the responses are also conflicting. On balance, though, it does appear that respondents are not convinced that sites along the river should be redeveloped. It would appear sensible to investigate this question further to determine a more definitive picture of what should happen to the individual sites within the flood risk area. This might be achieved through an update of the River Corridor Study or by looking at each site in turn.*

#### 4.6 WHEELGATE

##### QUESTION 34A

**Please indicate which change(s) you think are most appropriate.**

116 people responded to this question on the website and 51 people responded at the public exhibitions. 41 per cent of respondents on the website and 41 per cent at the public exhibitions put forward the view that they do not want to see Wheelgate change. 21 per cent of respondents on the website and 35 per cent of respondents at the public exhibitions would like to see the crossing of Wheelgate by pedestrians made easier. 15 per cent of the website respondents and 20 per cent of the public exhibition respondents would like to see the pavements widened.

##### QUESTION 34B

**If you have selected 'Other', please describe the changes you think are most appropriate.**

The comments were varied and detailed which means it is not possible to summarise the responses accurately. Please refer to the 'Schedule of Responses' to see the full range of comments.

#### 4.7 MARKET PLACE

##### QUESTION 35A

**Do you think Market Place should be changed?**

95 comments were submitted on the website and 65 at the public exhibitions. Of the responses received, 56 per cent on the website and 69 per cent at the public exhibitions suggested that the Market Place should not be altered. 32 per cent of respondents on the website and 31 per cent at the public exhibitions were in support of alterations being made to Market Place.

##### QUESTION 35B

**If you have selected 'Other', please describe the kind of changes you would like to see at Market Place.**

The comments received were detailed, but there were a number of common themes, which related to pedestrianisation, shared space and enforcing parking regulations. Please refer to the 'Schedule of Responses' for the full extent of the comments.

#### 4.8 EAST MOUNT

##### QUESTION 36A

**If the sports clubs were relocated, which development do you think the site is most suitable for?**

A number of people responded on the website only to questions concerning East Mount, and did so negatively. Looking at the postcodes it appears respondents were spread across the towns, which suggest that it was possibly members of the sports clubs rather than neighbours of the site who wanted to register their views.

120 people responded to this question on the website and 47 people at the public exhibitions. 61 per cent on the website and 87 per cent of respondents at the public exhibitions would not support development of this site. 26 per cent of respondents via the website and 11 per cent at the public exhibitions supported residential development. Only 9 per cent on the website and 2 per cent at the public exhibitions would support development for employment.

#### **QUESTION 36B**

**If you have selected 'Other', please describe the kind of changes you would like to see at East Mount.**

A number of ideas were put forward for alternative uses, which include:

- Whoever wants it should develop it for what they want
- Offices for small/medium businesses
- Car parking for Malton
- The existing clubs should be enhanced.

Please refer to the 'Schedule of Responses' for the full list comments.

*The reaction to this question in terms of the number of respondents and nature of responses is a reflection of the consultation process. A very important point was not mentioned in the questionnaire, which is that any conversation about the redevelopment of the site has been as a result of events brought about by the tennis club rather than the landowner. It is currently understood that there have been discussions between the club and the Tennis Lawn Association about the availability of funding to provide for improved facilities. Additional land would, however, be required which would, as a consequence, require the relocation of the clubs. It is understood that the freeholder of the site has not instigated the discussions and has not suggested the land should be made available for redevelopment. Any proposal would be the consequence of the clubs themselves deciding to relocate.*

### **4.9 HIGHFIELD ROAD**

#### **QUESTION 37A**

**For which use(s) do you think the site is most suitable?**

73 people responded via the website and 31 people at the public exhibitions. Website respondents would prefer to see the site redeveloped for open space (43 per cent), but respondents at the public exhibitions would prefer there to be no development (48 per cent). However, 39 per cent of the public exhibition respondents did suggest open space as their second choice. Via the website, respondents put forward housing development as their second choice (41 per cent), which clearly conflicts with the public exhibition responses.

#### **QUESTION 37B**

**If you have selected 'Other', please describe the kind of changes you would like to see at Highfield Road.**

Comments received raised issues of traffic generation and junction improvements, as well as suggesting a mix of residential and recreation development.

*The responses to this question were mixed, and there was no real strong opinion put forward which might suggest how the site might be developed in the future. The site was, however, suggested as a Phase 2 housing site under question 25. Further work with residents in the area surrounding the site would therefore be advisable to inform drafting of the Site Allocations DPD or as part of the drafting of any planning application.*

#### 4.10 LAND OFF SHOWFIELD LANE

##### **QUESTION 38A**

**For which use(s) do you think the site is most suitable?**

123 responses were received via the website and 62 at the public exhibitions. The Livestock Market was considered to be the most appropriate use, where 42 per cent of website respondents and 61 per cent of public exhibition responses chose this option. There was then no further correlation between the public exhibition and website responses. In terms of website responses, 16 per cent suggested mixed use, 15 per cent housing and 14 per cent industrial development. In relation to the public exhibition responses, 25 per cent suggested industrial, 8 per cent no development and 2 per cent for both housing and mixed use development.

##### **QUESTION 38B**

**If you have selected 'Other', please describe the kind of changes you would like to see at Showfield Lane.**

In addition to comments about developing brownfield sites before greenfield sites, the importance of the site for visual quality and concerns about traffic generation, a number of comments mentioned development of the site for a supermarket.

*It transpires that the Showfield site is under option for a new supermarket as part of a possible mixed use development to incorporate either employment or residential development. Representations to promote the proposal have already been put forward to Ryedale through the LDF process.*