

Heathfield and Northfield

Place Planning

Priorities for Action

Engagement outcomes July 2022



THRIVING PLACES
POSITIVE • PROUD • AMBITIOUS
PLACEMAKING IN SOUTH AYRSHIRE

Introduction

South Ayrshire Council is currently undertaking Place Plans with many of the communities in South Ayrshire. These plans are at the heart of a new approach to placemaking in South Ayrshire, one that is embedded within, and driven by the Community's own concerns and aspirations. The aim is to develop plans collaboratively with the community that are a true reflection of the priorities of those who live and work in the towns and villages of South Ayrshire. The plans will provide a series of actions that the community, the Council and other partners can work together in delivering.

Between December 2021 and February 2022, the Council undertook a series of Community Conversations with the communities in Heathfield and Northfield, that sought to identify the main concerns facing residents. This report presents the findings from the engagements and provides the basis from which the next round of conversations can take place where actions to address priorities will be developed.

Outcome of Engagement

The Community Conversations in Heathfield and Northfield began in December 2021 and continued through February 2022. The Scottish Government designed Place Standard toolkit was used to measure and assess the community's priorities.

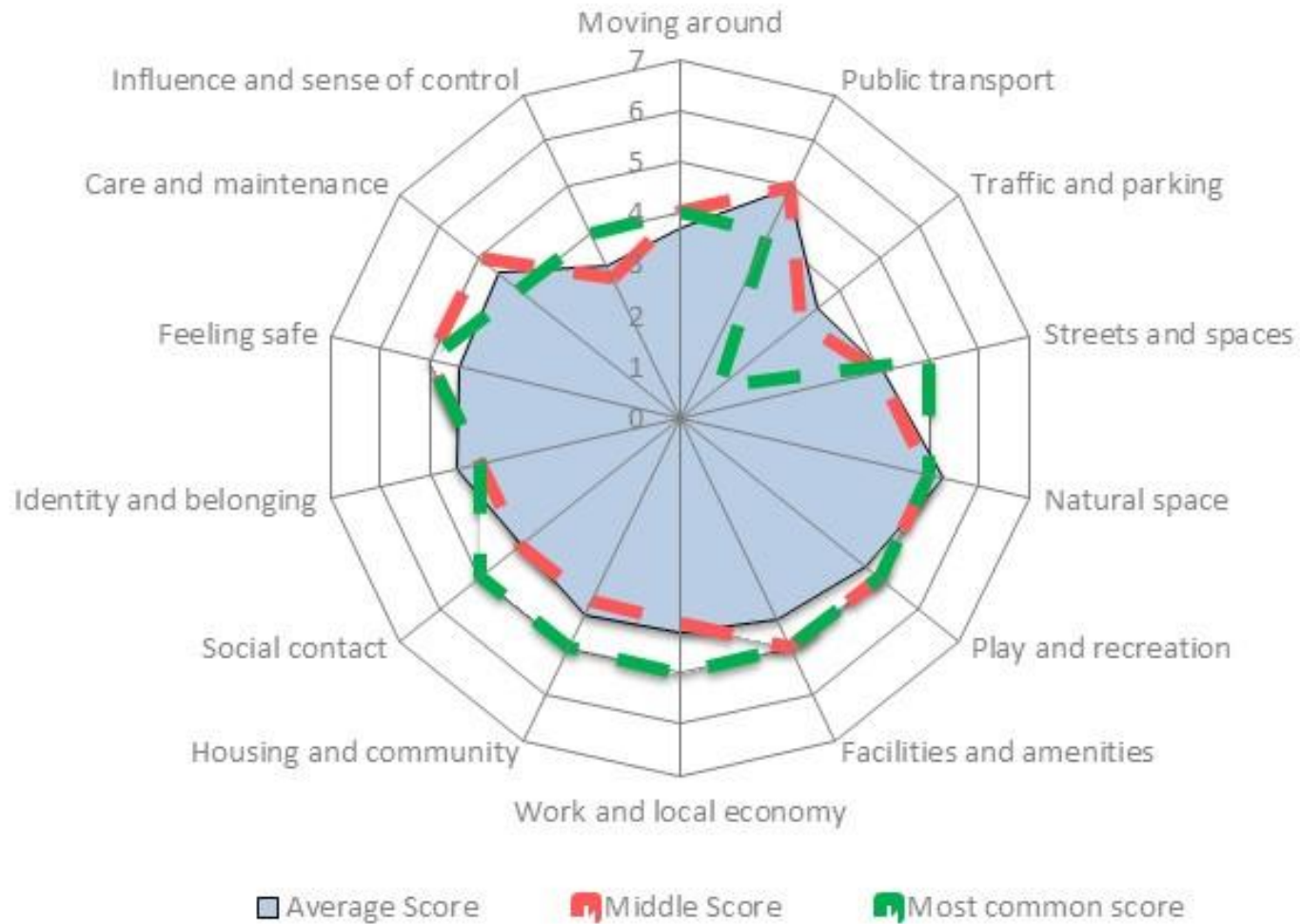
The Place Standard sees a score awarded for each of the identified topics that make up a successful place. This ranges from 1, where most improvement is needed, to 7, where no improvement is needed. The scores given by each member of the community who took part were averaged to give an indication of priorities. A total of 53 people took part in the online consultation.

The findings of the consultation are laid out in the table below, and in the diagram on the following page. Two topics were identified as being of particular concern, scoring below the median of 3.5: Influence and Sense of Control (scoring 3.3) and Traffic and Parking (scoring 3.4).

At the other end of the scale Natural Space, Public Transport and Play and Recreation scored highly.

Topic	Average
Influence and sense of control	3.3
Traffic and parking	3.4
Moving Around	3.7
Social contact	4.0
Streets and spaces	4.1
Work and local economy	4.2
Housing and community	4.3
Feeling safe	4.4
Facilities and amenities	4.4
Identity and belonging	4.5
Care and maintenance	4.5
Play and recreation	4.7
Public transport	4.9
Natural space	5.3

PLACE PLANNING : HEATHFIELD-NORTHFIELD



As part of the conversations, participants were invited to provide comments relating to the topic areas. These provide an insight into the reason for the scores, as well as some of the possible solutions. A sample of some of the comments received are set out in the boxes below.

Influence and Sense of Control = 3.3	
<p><u>Positive</u></p> <p>Easy to get involved if you are inclined</p> <p>Filling in this questionnaire</p> <p>Aware of the community council</p> <p>Already member of community groups</p> <p>Local volunteers</p>	<p><u>Negative</u></p> <p>Community council – system antiquated and disengaging</p> <p>Lack of information about local community groups, consultations and plans</p> <p>Views ignored and not listened to</p>
<p><u>Suggestion</u></p> <ul style="list-style-type: none"> • Need more input from wider community 	

Traffic and Parking = 3.4	
<p><u>Positive</u></p> <p>Speed bumps reduce dangers (Oswald Road)</p> <p>Lovely wide street next to the park</p> <p>Plenty of parking for residents</p>	<p><u>Negative</u></p> <p>Insufficient parking – local business employees use for work parking</p> <p>Traffic congestion at school times</p> <p>Drivers using streets as shortcuts to miss out traffic lights</p> <p>Volume of traffic</p>
<p><u>Comment</u></p> <ul style="list-style-type: none"> • Traffic calming measures in streets used as shortcuts – and also near park • Convert grass area near to school into a car park 	

Moving Around = 3.7	
<p><u>Positive</u></p> <p>Access to local cycling routes</p> <p>It is safe to walk</p> <p>Walking routes near to Newton Shore</p> <p>Plenty of parks where children can cycle</p>	<p><u>Negative</u></p> <p>No cycle priority lanes</p> <p>Parking on pavements an issue for walking</p> <p>Pavements need cleaned – dog mess</p> <p>Poor condition of roads and pavements</p> <p>Roads very busy / speeding vehicles</p>
<p><u>Suggestions</u></p> <ul style="list-style-type: none"> • Make Newton Shore more accessible and tidy • Better pathways and lighting in areas • Speed bumps in Seaforth Road to allow elderly/children to cross safely • Waterfront development and a cycle lane connecting Ayr to Prestwick is needed 	

Social Contact = 4.0**Positive**

Park is great place for meeting people
 Excellent outdoor green space
 Neighbours chat openly
 Established community of dog walkers

Negative

Nothing indoors
 Limited opportunities to meet up – no local café
 Shortage of meeting places for mums and older people
 Little in area for whole community to access

Suggestion

- Somewhere for elderly or stay-alone people to meet
- More cafes open at night
- Need more in park for older people to do and become involved in

Streets and Spaces = 4.1**Positive**

Close proximity to school and playing fields
 Parks are a good space for all to enjoy – assets
 Beautiful well kept green space
 Lovely park, great facilities

Negative

Derelict buildings
 Old Stampworks an eyesore
 Litter, flytipping, dog poo
 Poorly lit areas at night
 Streets need cleaned / have lots of weeds

Suggestion

- Playing field area - improved by planting trees, supplying benches, picnic tables, better lighting
- It would be good if football nets could be left up in summer for kids to play
- Better lighting in park areas
- More healthy activity promoting apparatus in parks would be welcome.

Work and Local Economy = 4.2**Positive**

Work available locally
 Local economy good
 A working area and there are a number of small garages/workshops and number of industrial units where many people work.

Negative

Most opportunities aimed at young people
 Not many jobs
 Difficult to access affordable childcare

Comments

- Many people in area now working from home
- Need more encouragement for business's to move into the area

Housing and Community = 4.3

Positive

Good variety of housing stock
Lovely neighbourhood with residents who care about their local community
Good mix of housing and demographics

Negative

A lot of people being priced out the area
New housing puts pressure on school places
Predominately older housing stock
Housing shortage – high rental prices

Comment

- More social housing needed to meet demand
- More housing for older people
- Council houses need upgraded and modernised

Facilities and Amenities = 4.4

Positive

Local shops accessible / public transport good
Centrally located for retail park
Great places to dine and visit
Good mix of local shops

Negative

Need to travel for some facilities
Lot of shop premises have closed
Lack of public toilets – park/shore
Nowhere for local community to gather

Suggestion

- Newton Shore perfect place for cosy restaurant or café to be built
- Use boating hut and facilities in park differently – poss public toilets
- Park needs a water tap to fill up bottles

Feeling Safe = 4.4

Positive

Safe area – feel safe when out
Generally feel safe when out during day

Negative

New street lights make it quite dark
Don't feel safe out during dark
Antisocial behaviour / drunk people
Speeding vehicles

Suggest

- Improved lighting – in parks and at KG5

Care and Maintenance = 4.5**Positive**

Area is generally well cared for
Minor matters raised usually dealt with in a timeously manner
Outdoor green spaces well maintained

Negative

Vandalism, litter, flytipping and dog poo
Streets aren't maintained – weeds, blocked drains, not gritted in winter
Run down properties need attention

Suggestion

- Need more street bins
- More trees and shrubbery planted
- No ball games sign in Kings Park open grass area

Identity and Belonging = 4.5**Positive**

Great place to live
Beautiful place – very historic
Everyone knows everyone – friendly and welcoming
Well established area – sense of community

Negative

School catchment rules need reviewed
Not enough community involvement
No community events
Unaware of any groups in area

Suggestion

- Would be lovely to have a safe place for children to play and others to feel a sense of belonging in their surroundings

Play and Recreation = 4.7**Positive**

Parks are well used – good for kids
Playparks within walking distance
Adequate open space and plenty of activity equipment

Negative

Not much in area for older children
Dogs off lead and dog mess in parks
Nothing for older people during day
Vandalism in park areas

Suggestion

- A skatepark/pump track would be ideal. watersports centre in Northfield/Ayr
- Move this play area at rear of KG5 to a corner of the playing field where it would be more open and appear a safer place to be ?
- Could be astro space floodlight at KGV to allow use for sports activities at nights currently have to use calley parks for over 50s walking football.

Public Transport = 4.9**Positive**

Public transport very accessible
Reasonable and reliable bus service
Train station and bus stop a short walk away
Excellent public transport

Negative

Bus at school times can be frightening with behaviour of young people
Some buses don't turn up – cancelled for no notification
Cost can be expensive
Not all bus stops have shelters

Suggestions

- All bus stops should have electric boards with times of next buses

Natural Space = 5.3**Positive**

Next to beach and parks nearby
Parks are fantastic – great space – an asset
Green space well maintained and appealing

Negative

Nothing nearby – good 15-30mins away
Not accessible for anyone with mobility issues
Loss of greenery in streets – people paving over for parking

Suggestion

- Improved walkway along Newton Shore
- More investment needed at pond area in Northfield Park

Next Steps

The community conversations undertaken to date have established the strengths and weaknesses and priority issues facing Heathfield and Northfield. This information will be used as the baseline for developing actions that will form the final Place Plan in due course. A number of workshops will now be held with community groups to further investigate the issues and possible actions that could be undertaken to address these. Following these workshops a draft Place Plan will be prepared and published online for comment and further input from the wider community.