



BLACKBUTT VILLAGE, ORCHARDTOWN ROAD, NEW LAMBTON
VISIONING SURVEY SUMMARY

V3 28.07.2020



INTRODUCTION

39 people associated with Orchardtown Road participated in an online Place Visioning Survey to develop a shared visioning and directions for the future of Blackbutt Village, Orchardtown Road.

Participation was sought online after a community workshop was abandoned due to comply with social distancing protocols.

PURPOSE OF THIS DOCUMENT

Since May 2019, Place Score has been working with Newcastle City Council to develop a Place Plan for Orchardtown Road.

As a part of the process, Place Score:

- Undertook a PX Assessment of Orchardtown Road
- Reviewed four proposed concept options based on Orchardtown Road Place Principles
- Proposed improvements and questions for community members for the further engagement, the findings of which are included in this report

Community participation was sought via the Place Visioning survey (online from 27 March to 24 April 2020).

This document provides a summary of community input which will be used to inform subsequent Place Plan.

PLACE VISIONING SURVEY SUMMARY

Council and Place Score had initially planned to host a Place Visioning Workshop in late March. Unfortunately, due to growing health concerns regarding community and social distancing protocols, a decision was made to cancel this activity and obtain community inputs on this important project via an online survey.

An invitation to participate in the online survey was extended to community members who had previously RSVP'd to the planned workshop. A total of 39 people participated in the place visioning survey. Over three quarters of survey participants were local residents of the Blackbutt Village, Orchardtown Road.

ABOUT THE RESPONDENTS

Gender		Age		Association	
Women 59%	Men 41%	15-24 - 0%	25-44 - 21%	Employee or business owner - 5%	Local resident - 83%
		45-64 - 49%	65+ - 31%	Visitor/shopper - 12%	Other - 0%

Below is an overview of the questions participants were asked:

Activity	Purpose
Introduction and presentation of background materials	Briefing respondents on the project timeline and purpose prior to completing the online survey
Exercise: What do you think are the unique attributes or strengths of Blackbutt Village, Orchardtown Road?	Receiving participants' feedback on the existing strengths of Blackbutt Village, Orchardtown Road
Exercise: If you heard someone talking about Blackbutt Village, Orchardtown Road in the future, after the upgrade works were completed, what words would make you most proud and happy?	Understanding participants' aspirations for the future in formulating a collective Vision for Blackbutt Village, Orchardtown Road
Exercise: What types of activity/things to do would you like to see more of in Blackbutt Village, Orchardtown Road in the future?	Understanding and identifying future desired activities and uses of the public realm for Blackbutt Village, Orchardtown Road
Exercise: Are there any types of people (older, younger, families etc.) that you would like to see more of at Blackbutt Village in the future?	Understanding and identifying future audiences for Blackbutt Village, Orchardtown Road
Exercise: What type of things might attract them to Blackbutt Village, Orchardtown Road in the future?	Understanding and identifying the attractors for new audiences for Blackbutt Village, Orchardtown Road

WHAT DO YOU THINK ARE THE UNIQUE ATTRIBUTES OR STRENGTHS OF BLACKBUTT VILLAGE, ORCHARDTOWN ROAD?

Survey participants were asked to think about the unique attributes or strengths of Blackbutt Village, Orchardtown Road.

Key themes	Examples
1. Local village feel	<ul style="list-style-type: none"> • Great local feel, always busy, conveniently located • Place for locals to drop in and grab a coffee or a paper, run-in to neighbours etc • It's quiet, local feel. It's not as busy or crowded as the Regent street shops can be, which is nice as the surrounding area is more residential and peaceful. It's closeness to Blackbutt is convenient • Community feel, great businesses, everyone knows each other and supports local • Its local community relaxed atmosphere and the varied collection of shops & businesses
2. Accessible and convenient	<ul style="list-style-type: none"> • Restaurants and convenience shopping • It has everything. Meals, medical centre, Pharmacy, Cafe and Pub • Convenience for locals, good variety of shops including restaurants and the hotel • Easy accessibility by car or on foot, good range of shops and services, relaxed feel, quick and easy access
3. A Meeting place	<ul style="list-style-type: none"> • It's a local hub, good for young & old • That it is a village where locals go and meet, where shop owners know their clients, and where a sense of community exists • The area is alive with social activity

IF YOU HEARD SOMEONE TALKING ABOUT BLACKBUTT VILLAGE, ORCHARDTOWN ROAD IN THE FUTURE, AFTER THE UPGRADE WORKS WERE COMPLETED, WHAT WORDS WOULD MAKE YOU MOST PROUD AND HAPPY?

Survey participants were asked to think about the future Blackbutt Village, Orchardtown Road and what words they would be happy to hear it being described as.

Key themes	Example
1. Inviting and enticing	<ul style="list-style-type: none"> • A beautiful green space that encourages locals and visitors to support the local business. To relax and have lunch/coffee/drink/cocktail and enjoy the open environment in a safe and peaceful way. • Total inviting! • Up to date, cosmopolitan feel, nice place to live
2. Community feel	<ul style="list-style-type: none"> • [It] has kept its' community spirit • Community friendly • Small and friendly • Village atmosphere • A place where people gather
3. Clean and green	<ul style="list-style-type: none"> • Same assets just more polished • Calm, peaceful, leafy, safe and local • clean, vibrant, community atmosphere
4. Safe and accessible	<ul style="list-style-type: none"> • It's so awesome to have footpaths that connect the shops to the neighbouring streets, Blackbutt Reserve, New Lambton shops and Westfield. It so much safer having a crossing across from the car park. • Visually appealing, well planned, caters for pedestrians, car Parking and traffic

WHAT TYPES OF ACTIVITY/THINGS TO DO WOULD YOU LIKE TO SEE MORE OF IN BLACKBUTT VILLAGE, ORCHARDTOWN ROAD IN THE FUTURE?

Survey participants were asked to think about the types of activities/things to do they would like to see in Blackbutt Village, Orchardtown Road in the future.

Key themes	Examp ^{le} t
1. Seating	<ul style="list-style-type: none"> • More eating outside would be awesome • More outdoor seating is an absolute must • Seats & shade at all the bus stops • More open air seating • More seating, less cars
2. Community gathering	<ul style="list-style-type: none"> • Perhaps a community noticeboard/centre? • Opportunity for shop owners to create better shopping experiences for locals. Modernised versions of Community notice boards • Possibly small workshops or 'how to' demonstrations • More community seating for socializing • More community activities. More inclusive engagement. More creative opportunit^es eg pop up art displays
3. Markets	<ul style="list-style-type: none"> • More markets • Local markets and exhibitions • Outdoor markets with handmade items, plants • Food fairs
4. Maintain status quo	<ul style="list-style-type: none"> • It already meets my requirements • For a small centre, it's not possibly to have any activities • I don't really think this is a big enough space for events • It provides all the activity/things I like already • I want to keep existing activities

ARE THERE ANY TYPES OF PEOPLE (OLDER, YOUNGER, FAMILIES ETC.) THAT YOU WOULD LIKE TO SEE MORE OF AT BLACKBUTT VILLAGE IN THE FUTURE?

Survey participants were asked to think about the types of people/audiences they would like to see in Blackbutt Village, Orchardtown Road in the future.

Responses to this question related mostly to having a good mix of people attracted to the area – young/old and families. Some responses acknowledged that the centre already attracted a broad range of users and that this should be retained.

WHAT TYPE OF THINGS MIGHT ATTRACT THEM TO BLACKBUTT VILLAGE, ORCHARDTOWN ROAD IN THE FUTURE?

Survey participants were asked to think about what would attract the types of people/audiences they would like to see in Blackbutt Village, Orchardtown Road in the future.

Key themes	Examples
1. Access and safety	<ul style="list-style-type: none"> • Improved accessible parking. • Safer parking and crossings and walking access to Blackbutt Reserve will be a great boost to the village. • Safer cycling and pedestrian access. Places to stop where you don't feel you are in the way. Bike parking. • Short term parking to pick something up, there is already a bottle'o and a convenience store. Longer term parking for a leisurely meal and variety of restaurants • Easy to get to, easy to park • Safety of pedestrians
2. The look and feel	<ul style="list-style-type: none"> • Make it a green, pleasant place to shop • I think the mix of business is just right, however the environment lets it down. So this upgrade will be a bonus and perhaps with some community events planned that will take it to the next level • A good range of facilities and design elements incorporating

Key themes	Examples
	<p>sculpture, murals and outdoor seating, play equipment etc</p> <ul style="list-style-type: none"> • Seating, play areas, green space
<p>3. Retail offering</p>	<ul style="list-style-type: none"> • The coffee shop and the range of shops have always attracted people to the village • A bank • A bakery • Everything they need in one place • Good coffee, salons, pub • The only thing that will attract people to this shopping precinct are the unique business that are there already. Hotel, Euro, Hairdressers, Pharmacy etc. Locals use this shopping centre on a daily basis
<p>4. Community events</p>	<ul style="list-style-type: none"> • Community oriented events • Activities for small children and families • Community events/fundraisers, live music, food. A petting zoo for kids • Activities around gardening, music, art