

Survey Monkey Results

Residents surveys

31 surveys were completed.

The responses below are in reference to the people who completed this questionnaire.

The main purposes of people visiting Victoria Road are;

Living nearby 51.6%

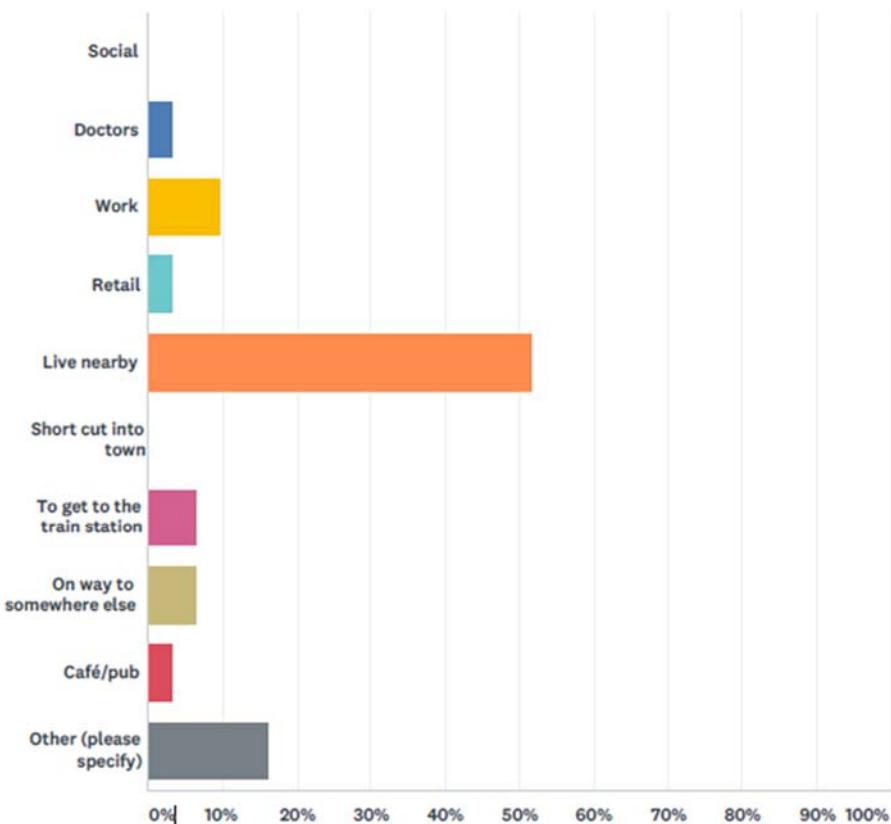
Work 9.68%

To get to the train station 6.45%

Other 16.1% (including living on Victoria Road; a combination of the purposes stated and to maintain a rental property).

Q1 What is the main purpose for your visit to Victoria Road ?

Answered: 31 Skipped: 0



70.9% visited Victoria Road every day and 16.3% a few times a week. People use Victoria Road throughout the day and night. We asked which was their usual route through Victoria Road. The following is a list of routes people gave;

Straight up and down Victoria Road and off Bedford Street.

From St Cuthberts roundabout coming from North Road. Heading out to Newton Aycliffe for work.

Rockingham Street and Bedford Street.

Coniscliffe Road towards Victoria Road.

Clifton Road turning left towards the town centre or right to pass the train station. Through the town centre to wards Clifton Road.

From the bottom, to half way, sometimes all the way to the station.

Park Place to Victoria Road, Victoria Road to the town centre.

From Bedford Street to the roundabout, or Clifton Road to Hargreave Terrace.

Bedford Street, Victoria Embankment and Victoria Road and use Clifton Court Doctors regularly.

I work on Victoria Road and access it from Sainsburys end of town.

Victoria Road, Park Street, backland between backhouse Street and Park Street, Waverley Terrace.

From Feethams roundabout to station

Station to the SW pavement, cross Victoria Embankment, cross at roundabout into Town Clifton Road.

Victoria Embankment, Bedford Street, Clifton Road, Park Lane.

Park Place and Clifton Road.

Ring road from Yarm Road; from A167 Grange Road; Prom Park Lane.

To Sainsburys from Penbury Street.

Bedford Street, Park Place, Clifton Road, Park Lane, Victoria Embankment, Polam Lane, Leafield Road, Roslyn Street, Hargreaves Terrace.

All the streets between Victoria Embankment to Park Lane, and Yarm Road to Henderson Street (Dog walking).

Grainger Street, Park Lane, Victoria Road.

I live in Victoria Embankment and use the roundabout near Feethams to travel to work. If I am using the train, I use the approach to the station. I'm going into town by foot, I use several approaches into town from Victoria Road.

Travel up Victoria Embankment and turn left onto Victoria Road towards the roundabout.

Pensbury Street.

To Clifton Road.

Walk up Bedford Street to town or embankment to town, upto the railway station or Doctors surgery and chemist.

Victoria Raod, Station Road, Woodlands Road, Aldi, Parkside, Neasham Road.

Down Clifton Road onto Victoria Road

Bedford Street, Leafield Road.

Hargreaves Terrace, Victoria Road.

32.2% people travel through Victoria Road by walking and 32.2% travel through by car and the same percentage travel via car and walking. Only one participant travelled via bike through Victoria Road. The participants were asked to tick the main reasons to visit Victoria Road, asking participants to tick all that applied. Unfortunately the setting selected only allowed people to tick one option. Most people selected either only one option or listed several in the "other" option. The following results are incorporating the options participants would have selected if able to give multiple responses. There were 76 responses;

Reason	Number of responses
Post Office	8
Train Station	20
Town Centre	11
Hippodrome	5
Local Park	3
Green Space	2
Civil Services (i.e. Courts)	2
Shops	6
Café	4

Visiting friends and family	3
Take away	4
Pub	3
Other (please specify)	5 (Work x 2: Doctors; Cattle Mart; Live near there)

We asked what participants felt are the main barriers / issues for people using Victoria Road.

The following points were made:

Drunk people – intimidating

Drug use x 3

Parking

No loading bay for Bathroom World (daily deliveries) and no customer parking.

Resident parking

Parking on double yellow lines at the entrance of Bedford Street x 3

Groups of people hanging around the shop on the corner of Bedford Street x 2

Difficult to park to collect parcels from the Post Office x 2

Unsympathetic drivers

Fast traffic

Too many cars x 2

Traffic

Heavy traffic

A cycle route would make cycling to the station easier and safer.

Feels dangerous when on my bike

Leaves on the path from September to December

Lack of level crossing from Feethams Terrace towards the Town Centre x 2

Many properties are in disrepair x 2

Poor lighting

Bus stop

Cleanliness of the area (x 5)

Rubbish on pavements and back lanes down Victoria Road.

Dog dirt, need more bins

Broken glass

The mess and poor condition and the type of people it attracts.

Its scruffy, intimidating, dirty and generally grubby

Scruffy buildings.

Too many scruffy takeaways

Not the tidiest area in town

Its reputation for being a run down area.

Poor pavement x 3

Too many obstructions on the paths

For pedestrians, there is no defined, safe route from the station to the town centre. When you get to the ring road it is unclear how to proceed and there is no crossing nearby. Victoria Road also suffers from shabby, unappealing shop fronts and a perception of anti-social behaviour.

Anti-social / intimidating behaviour of people outside pubs, the station entrance and especially illegal parking at the corner shop at the junction with Bedford Street. Lack of litter bins in proportion to the number of takeaway restaurants. Lack of bins for dog walkers to dispose of dog dirt. Ineffective zebra crossing – most drivers just carry on driving.

Rowdy and anti-social behaviour outside pubs, and drinkers standing outside the front of these establishments to have cigarettes.

It can be an intimidating experience (due to people often standing outside shops, looking uncouth or drunk); the variety of shops are not great – whilst I do use one takeaway at least once a month, the road doesn't have a great variety of other shops. The roads image is sadly very run down (lots of

rubbish, poor presentation of shop fronts, street furniture, houses off streets looking dilapidated etc) which is not enticing and gives an overall negative impression – this is so sad, as there are so many lovely parts of Darlington.

The road can be quite dangerous, heavy concentration of vehicles going to / from post office and train station. Between the roundabout and the station the buildings are really run down and give a very poor impressing of Darlington – a handful of derelict buildings and take-outs>> Investment is needed to regenerate the area. There are multiple side streets – some of which see little traffic so could reasonably be blocked off – and therefore there is no easy access from the station to the town centre for pedestrians or cyclists. Once you reach the roundabout at the bottom of the road, you can access the recently much improved pedestrian and cycling facilities around the cinema.

Poor street scene.

Too many takeaways x 3

Not enough diversity in shops, unless you want a takeaway, but they aren't visually appealing.

Limited shops to draw people in unless for a specific reason, for example, going to the station.

Empty shops

Could colleges do art projects to be displayed in empty shops

We asked if the participants had any safety concerns, for example lighting, anti-social behaviour, traffic, speed?

Back lanes need more light. Traffic from the Cattle Market and smell is off putting. Cars on yellow lines, no sign of traffic wardens. Druggies outside chemist which looks bad. All of these need sorting before any revamp of the station.

Traffic, speed, feel unsafe when on my bike.

Traffic

ASB from people hanging around the shop on the Corner of Bedford Street. People either under the influence of alcohol or other substances. Area can feel very seedy at times.

Anti-social behaviour, drug dealing and users, a lot of speeding during the night, with the occasional teen riding a motorbike recklessly. Bins always overflowing.

Back lanes are badly lit, traffic dangerous in places, needs to be made an urban improvement area. I get asked for money by a lot of people outside the "well" clinic. Cars often ignore people on the zebra crossing. Cars often don't indicate their turns.

Hard to cross the road at Clifton Road, as there is a cross roads. Speed of traffic. Feelings of aggression late at night, Personal safety issues. Feel threatened by people who look like they are drunk or using drugs.

Traffic is quite heavy along Victoria Road and there are a number of establishments that aren't the most appealing to pass by at certain times of the day.

ASB, heavy traffic, fast traffic.

A few near misses on my bike.

Traffic and lack of pedestrian crossing.

The turn off to the Post Office is double yellow lines. This can cause issues with parking and cars leaving the turn off continuously.

Main safety concern is trying to cross the ring road to get into Town,

Traffic does go at some speed down the street which could require some attractive looking speed bumps – not the awful black ones. Lighting is very poor and ugly looking.

Speed of traffic leaving the ring road towards Sainsburys.

Its often dangerous to cross a pedestrian transition in the lower part of the street,

We don't use any of the back lanes anymore – even in daylight – groups of men gather at the back of little Sainsburys and constant fly-tipping behind Greenwell Street.

The Pelican crossing on Victoria Road, between Bedford Street and Victoria Embankment is an accident waiting to happen. Cars speeding either way on Victoria Road speed through the crossing as

people step out onto the crossing. Crossing is required over Park Lane near the station, to enable access to the car park near the cattle market.

Heavy goods vehicles, the amount of traffic, very hard to cross this road. Shopkeeper standing outside the shops makes people nervous as it is intimidating.

I would advise speed cameras on the Victoria Road section from the roundabout up to Sainsburys – people go at ridiculous speeds and it is hard to cross at the crossing in the road. (Suggestion went on to state this would generate money to pay for this).

There is often a large group of men outside the shop and as this can be intimidating. I have found evidence of drug issues in the area. Fairly certain there was a drug den on __street which took almost a year to be vacated, despite there being obvious daily concerns with the house.

Drivers often miss the zebra crossing as the lights do not flash and they are maybe distracted checking for vehicles exiting the side streets, whatever the reason, I have seen a few near misses where cars have almost knocked pedestrians over at the crossing, Improvements needed. Lighting could be improved at night, it doesn't feel like a safe area.

Traffic lights at the roundabout need press button lights.

Traffic congestion due to cattle mart,

Traffic amount and type, speed people travel.

Speed on Victoria Road, "Traffic calming" measures

Anti-social behaviour, traffic / speed, lighting,

Do you have any comments of the overall appearance of Victoria Road? For example, buildings, road and footways, green space.

It's dangerous.

Dismal, scruffy. Rubbish on Clifton Road.

Disgrace.

Bit wide by Clifton Road with wagons – struggle

Wall space looking shabby.

Gulley's need cleaning out so water goes in, not over them. Some properties need TLC, needs pot holes filling.

The state of repair of many buildings is poor. Otherwise parks and road is ok.

The overall feeling you get is that between the roundabout and the station it's really run down and deprived. The "top end" of Victoria Road between Barker and Stonehouse and Sainsburys looks ok. It just generally looks unkempt and dull, but I do believe this could be changed. You need to look at the likes of Bishopthorpe Road in York and the Bedford / Baker Street areas of Middlesbrough to see that small visual improvements, grants for refurbishing buildings and a splash of bright colour can make a huge difference to an areas image and it can lead to an area attracting new business and gentrifying. Paths are unclean, take away food and wrappings, empty properties and looking untidy, people need to improve the appearance of their property.

Uneven roads, bollards on the corners that area already tight, HGV/buses struggling to negotiate tight corners, plus having to look out for pedestrians. Queuing waiting travel for Bank Top resulting in people not going to the station having to wait.

There is not enough green space and the whole area looks scruffy, unkempt and neglected. If I was a visitor to the town arriving at Victoria Road, I'd turn around and get the first train back out again.

The unfinished hotel at 119 doesn't look good.

Sainsburys to Skerne river looks quite tidy usually but from Victoria Embankment to station can look shoddy with too many takeaways and boarded up / run down premises.

Very scruffy and for people who don't know that there are some beautiful leafy areas of Darlington with beautiful architecture people would think this is a very scruffy town.

Overall appearance is drab. Shop fronts are poor. Street furniture is shabby and uninspiring. Roads and footways are potholed and hazardous.

Could be vastly improved. Heritage buildings in a poor state.

Some buildings look quite shabby and dingy. There is no green space on Victoria Road, it would be nice to have some.

The area looks tired, the shop fronts are not in the best conditions. There is no green space and nothing that makes you want to go out of your way to visit.

Some of the windows of the houses opposite the fish shop are very scruffy. Outside appearance of most outside dwellings between the station and Victoria Embankment are also in need of a face lift. The appearance is very poor. It's one of the worst in Darlington, yet this what represents Darlington to most of our visitors. Just a few simple changes, like a paint job to most of the buildings, would have a massive impact.

All pretty unkempt, poor quality, needs to be made an urban improvement area.

Looks horrible, the difference between the town centre and a few hundred metres away is incredible. Victoria Road area as with North Road looks run down, the buildings in the area (businesses) look like they are about to fall, nothing is looked after.

Lots could be done to improve shop fronts and vacant buildings. Former Coachmen hotel at top Victoria Road needs to be redeveloped as a priority> Streets need more frequent cleaning of litter.

More needs to be done to attract better quality businesses to the area.

Dated, run down.

A lot of properties are in a poor state of repair.

Cycle paths would be great. The buildings are nice but need a lick of paint. Some trees would be nice as feels polluted. Too much litter so more enforcement is needed. Fine litter louts using the CCTV. Takeaway shops and houses on Victoria Road look scruffy and need painting badly if you want people to come into town.

We asked about people to think about their journey travelling through Victoria Road and how easy it was on different modes of transport. 1 being very easy and 5 being very hard. Unfortunately only 1-4 were available for people to select. Several people included comments in later questions to show what they would have included. These have been incorporated below. The results are as follows. The numbers in the table indicate the number of participants stating that level of ease.

Mode of Travel	1 Very easy	2 Easy	3 Neither easy or hard	4 Hard	Not Applicable
Bus routes	3	6	1	2	15
Walking	15	2	5	4	4
Cycling	1	8	1	1	14
As a business	4	2	2	0	17

Participants were asked if there are any areas specifically they would like to comment on?

It needs a big face lift like other parts of the town.

Too many takeaways. Lots of litter outside Sainsburys and the take outs.

Fewer poor food outlets.

The main problems are as a result of drug and alcohol around the area. The Chemist is an issue as they call there daily for drugs.

Whole area need to be improved. Former Coachman Hotel needs urgent redevelopment as the building itself is fantastic just a shame it is now derelict could be a big asset to the area.

I don't think businesses and homes in the area are doing enough to keep the area nice, it looks like a poverty stricken place.

The centre is the worst. The top and bottom have a few businesses which improve the ends (compliments to the Buddist café and Hogans) the centre is run down, looks cheap, don't seem to care about how they look.

It is tired, the shop fronts are old and very tatty. There is no green space on the main walk up Victoria Road.

The street seems to attract some anti-social behaviour from drug users and drinkers. The volume of cars visiting the post office causes problems. Big livestock lorries cause congestion.

The old Methodist Church should have the steeple restored!

Shabby shops, poor roads, busy traffic, dangerous crossings.

The whole street is awful.

Leaves on pavement adjacent to roundabout by Vue cinema and up towards Sainsburys.

No more takeaways. More bins. More green space. Less traffic. More traffic enforcement of illegal parking.

This area has too many food outlets on it which makes it look a mess.

As mentioned, small visual improvements would go a long way and could be so inexpensive – look at utilising local college art students etc. to spruce up the side streets (maybe with a railway theme), paint the ugly grey bridge near Victoria Embankment etc.

Poor lighting, run down buildings, plants are even growing out of the roof in some cases.

General state below Clifton Road junction.

Victoria Road – North Back to station is a public footpath used by lots of general public as a car park, specially staff at Royal Mail and Feethams complex. As residents we have entry and exit problems especially through the day. Litter is an unbelievable problem which I gather every Sunday.

Back lane between the shops and the post office, back lane from Clifton Road to Bedford Street. Men loitering outside corner shop blocking footpath, also machine selling chewing gum.

Rubbish – rats. Back lane rubbish, lack of respect in area people are the problem. Don't know what to suggest.

Cleanliness of pavements.

General appearance

Too many take aways, drug related problems.

We asked what you like about Victoria Road. Responses are as follows;

Everything is near where I live.

Nothing x 2

Not a lot.

Not a lot other than you can get to lots of places from it.

Not a lot much preferred it when it was a proper high street with a good selection of different shops.

Not much. I like what is around Victoria Road (train station, South Park, Vue, Town centre, linear park, Hippodrome, Post office, all within a few minutes walk from my home. Victoria Road itself lets the rest down.

The diversity of businesses

There are some businesses that should be promoted Bank Top Bakery, Skys Barbers, the tattoo parlour and The Buddhist Centre. Whilst I only use the bakery, these buildings take pride in their appearance and are a saving grace for the road.

Bathroom World.

Historic buildings and the view all the way up the road to the station.

Easy access to shops, don't have to go into town.

It's a nice wide street and there are some really nice buildings, especially towards the top of the street.

The train station is also a nice building. There is definitely a lot of potential.

Despite overall shabbiness of the area it still retains many original buildings, This should be the gateway to the town centre from the railway station.

Easy route to the train station x 3

Easy access to the train station and town

The train station at the top.

Station Clock

The station.

The station is beautiful.

Short walk to the station from home. Supermarkets within walking distance. Handy route to town.

Railway station and terrace properties on roundabout and opposite Sainsburys.

It's a convenient route out from home to town, work, etc.

Close the town centre and the park.

GP and pharmacies.

Closeness to station and the town centre.

The height above the town.

Emerging cafes

Meet people you know as live nearby.

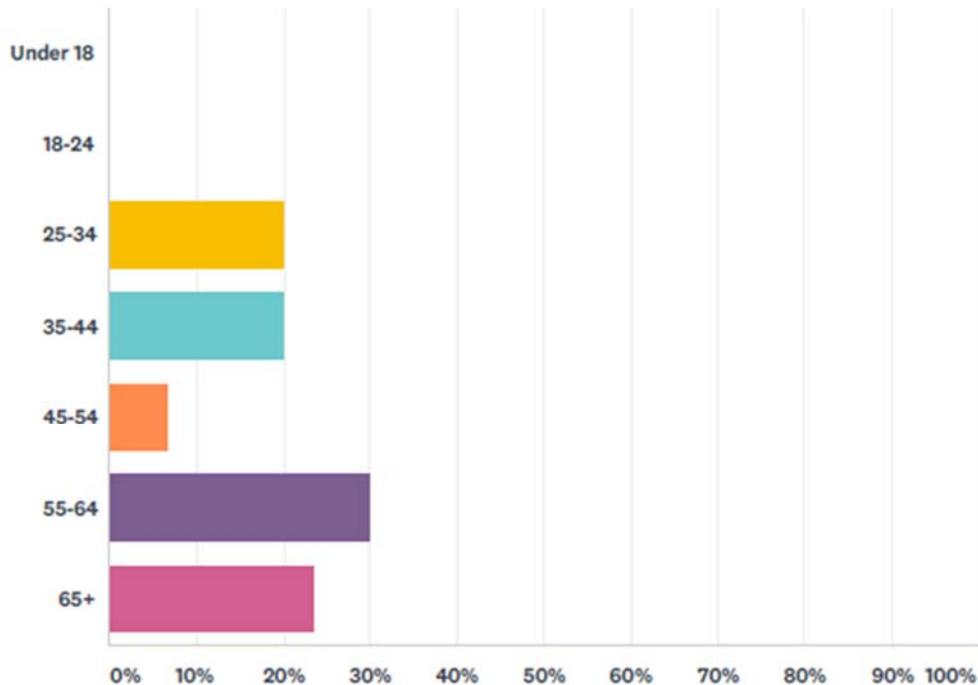
83.9% of participants do not like how Victoria Road looks. 90.3% wished to be kept informed about this project. 23.3% of participants stated they would consider being a Community Ambassador for this project and a further 36.7% wished to find out more before deciding.

Demographics of Survey Monkey Participants

96.7% completed the survey representing themselves; 1 was completed on behalf of their organisation. A mixture of age groups completed the survey – no-one under the age of 24 engaged.

Q19 What age group do you fall into ?

Answered: 30 Skipped: 1



We had people with a mixture of abilities complete the questionnaire.

ANSWER CHOICES	RESPONSES	
Mobility impairment ,visual impairment ,hearing impairment, learning disability , mental health	17.24%	5
Long term limiting illness	10.34%	3
Not sure/perfer not to say	6.90%	2
Not applicable dont have a disability	65.52%	19
Other (please specify)	6.90%	2
Total Respondents: 29		

85.7% of participants were white; 7.1% white-other and 7.1% preferred not to say.

Business surveys

1 survey was completed.

Most of their customers travel to them in a car. They feel most of the business is generated through Facebook. They feel the area is scruffy and doesn't have enough parking. The area could be improved by having more car parking; more social areas like coffee shops and bistros; having one way traffic, tidy paths and a general tidy up of all shops and houses and to encourage more independent businesses. The manager drives to work, but their staff walk. They would like to be kept informed.