

Appendix 1

Yarm High Street Engagement - Summary of Findings

Yarm High Street – You Decide engagement ran from Wednesday 10 December 2025 to Monday 12 January 2026.

In-person engagement events were held in Yarm Library on three separate days as well as an online form that was available on the Council's website.

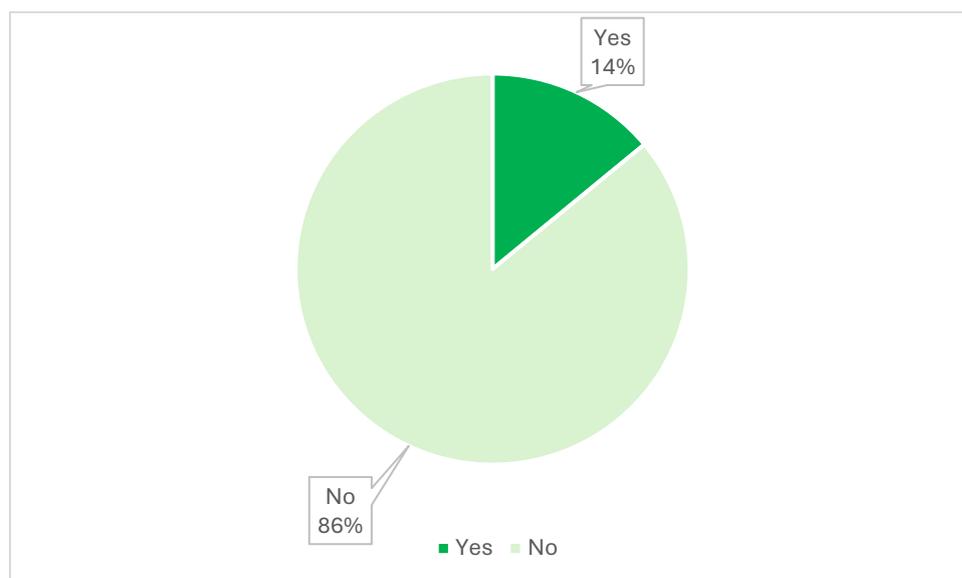
In total, 1,564 responses were received.

This summary presents the findings of this engagement.

Do you think the Council should proceed with the proposed Yarm High Street improvement scheme?

Question 1 of the survey asked respondents, 'Based on the information provided, do you think the Council should proceed with the proposed Yarm High Street improvement scheme?'

Respondents were asked to answer Yes or No to this question and the graph below details the results.



The results revealed that 225 (14 per cent) respondents agreed that Yes - the Council should proceed with the scheme as proposed whilst 1339 (86 per cent) people expressed a view that No – the Council should not proceed with the scheme as proposed.

Free Text Responses

In Question 2, thematic analysis of the optional free text question - *If you would like to explain your view, please use the space below* was undertaken to identify common themes across the

1190 written responses that were received. Examples of comments made under the key themes are summarised below.

Please note that people often raised more than one issue so for this reason percentages won't sum to 100 per cent.

Key Themes	Examples of comments
53 per cent of responses made comments on the theme of Parking & Traffic Congestion	Parking availability is already restricted. Removing parking spaces will increase congestion. Housing growth impacting on parking.
51 per cent of responses made comments on the theme of Yarm's Historic Character	Scheme is too modern and not in keeping with the historic Georgian High Street. Frequent comparisons to looking like Teesside Park.
26 per cent of responses made comments on the theme of Accessibility	Pavements and cobbles need to be better maintained as existing paving creates trip hazards. High Street is not very accessible for wheelchairs and public transport users.
18 per cent of responses made comments on the theme of Antisocial Behaviour	New public spaces will encourage more ASB, littering, loitering and vermin.
15 per cent of responses made comments on the theme of Traffic Congestion	Traffic congestion and traffic flow will be problematic. Need to look at creating a bypass or other traffic solutions.
13 per cent of responses made comments on the theme of New Planters & Seating	New planters and seating are deemed not necessary or of the wrong design. Style of benches and planters are too modern and feel inauthentic for Yarm. Concern that new public spaces won't be maintained by the Council.

In addition to the thematic analysis, respondents offered ideas for delivering High Street improvements, which have been summarised below.

- Focus on the maintenance of existing infrastructure such as re-lining parking bays and repairing paving slabs, road potholes and existing seating.
- Improve parking arrangements on the High Street including providing additional disabled parking bays and designated parent and child spaces.
- Improve and increase public toilet provision.
- More investment in the Riverside walkways including improving access to pontoons and more seating.
- Construct a ring road or bypass around Yarm High Street and a footbridge/subway to ease congestion, reduce vehicle emissions, and improve air quality.
- Improve signage to long-stay and short-stay car parks.
- Introduce a park and ride scheme.
- Alleviate the financial pressures faced by the Local Authority including a reduction in Council Tax burden on households.

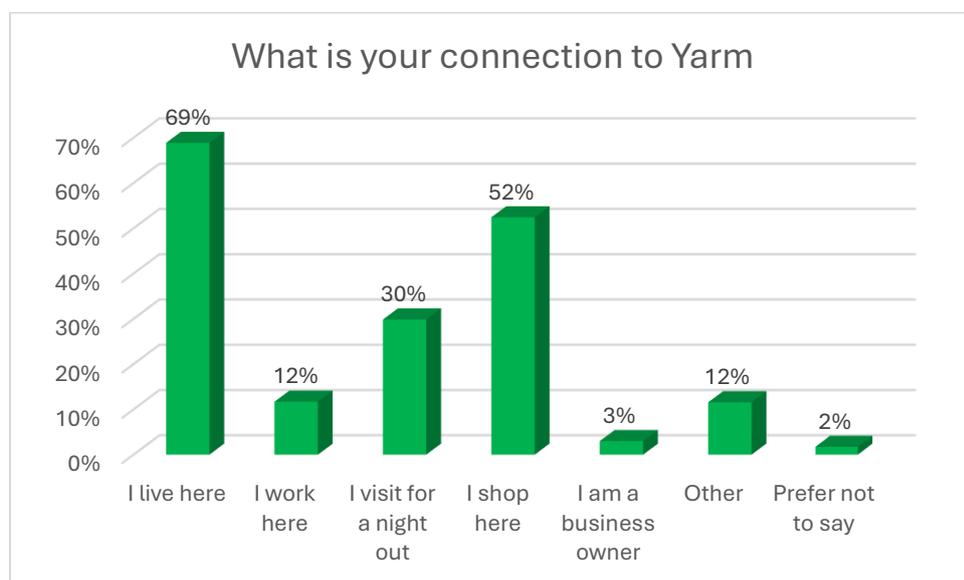
- Allocate funding to improvements at North Tees Hospital or in places like Thornaby or Billingham.

Profile of responses

This section summarises the demographic profile of people that responded to the engagement.

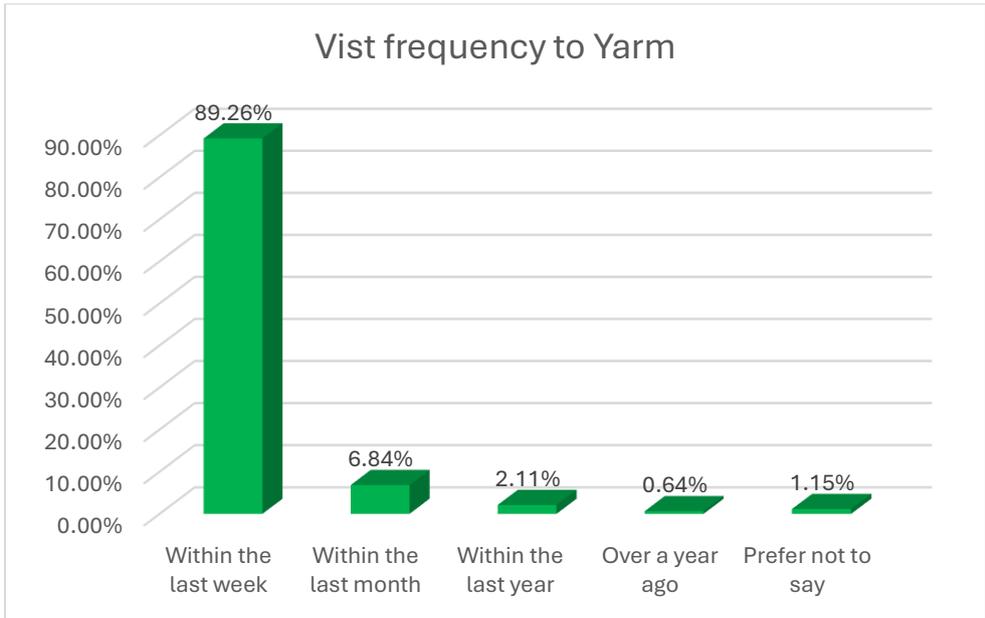
Connection to the Area

Respondents to the engagement found that respondents typically live in the area, shop in Yarm or visit for a night out. A smaller number of responses were received from people that work in the area, with this figure standing at 12 per cent. With regards to the response from business owners, this figure stood at 47 responses, making up 3 per cent of the total responses.



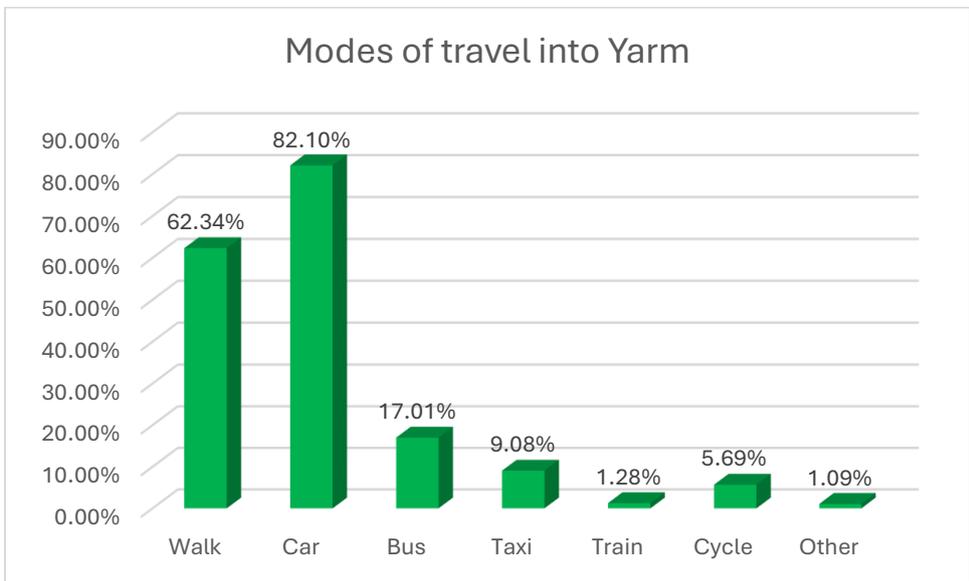
Visit Frequency

Most people who responded to the engagement were people that have visited Yarm recently, with 89 per cent of respondents visiting within the last week.



Modes of Travel

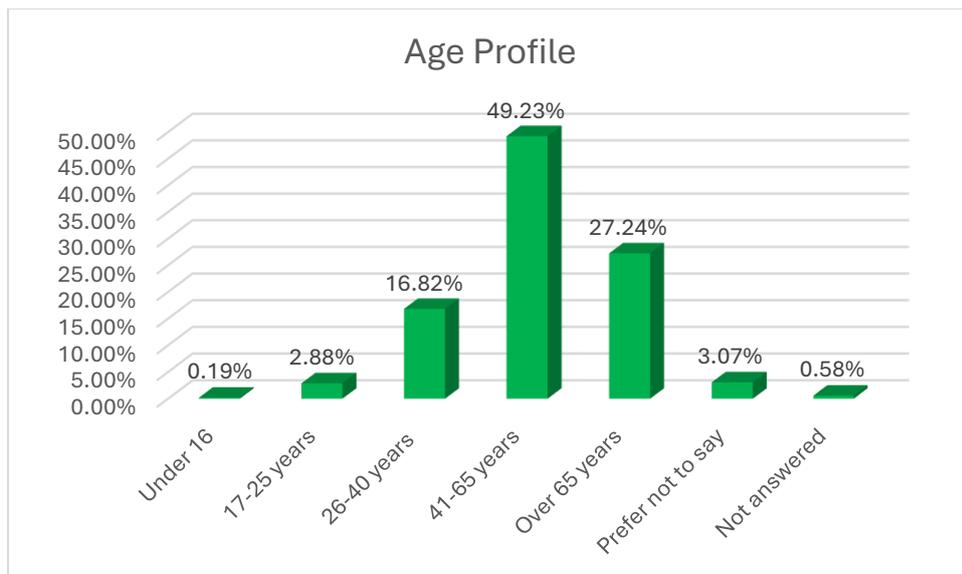
When travelling to and from Yarm, the most used mode was to travel by car (82 per cent). The second most popular mode was that of walking, with the figure being 62 per cent. Of the other transport modes, bus was slightly more popular than taxi (17 per cent versus 9 per cent) followed by cycle at 6 per cent, train at 1 per cent and 'other' at 1 per cent.



Age

The majority of respondents (49 per cent) were aged between 41 – 65 years old, with the second highest age category being Over 65 (27 per cent).

16.8 per cent of respondents were aged 26-40 years old and only 48 people aged 25 or under responded to the engagement.



Next steps

This report has presented a summary of the results from engagement on *Yarm High Street – You Decide* that was held from Wednesday 10th December 2025 to Monday 12 January 2026. In total 1564 responses were received. Overall, responses to this engagement were from local people that either live in Yarm or visit for shopping or leisure. Most of the respondents are people that have recently visited Yarm and have travelled by car or on foot. This round of engagement received low levels of engagement from young people and people that work or own a business in Yarm.

The purpose of the survey was to understand public views on whether the Council should proceed with the proposed scheme. Feedback will be used to inform a future decision, which will be presented to a Cabinet meeting in due course.