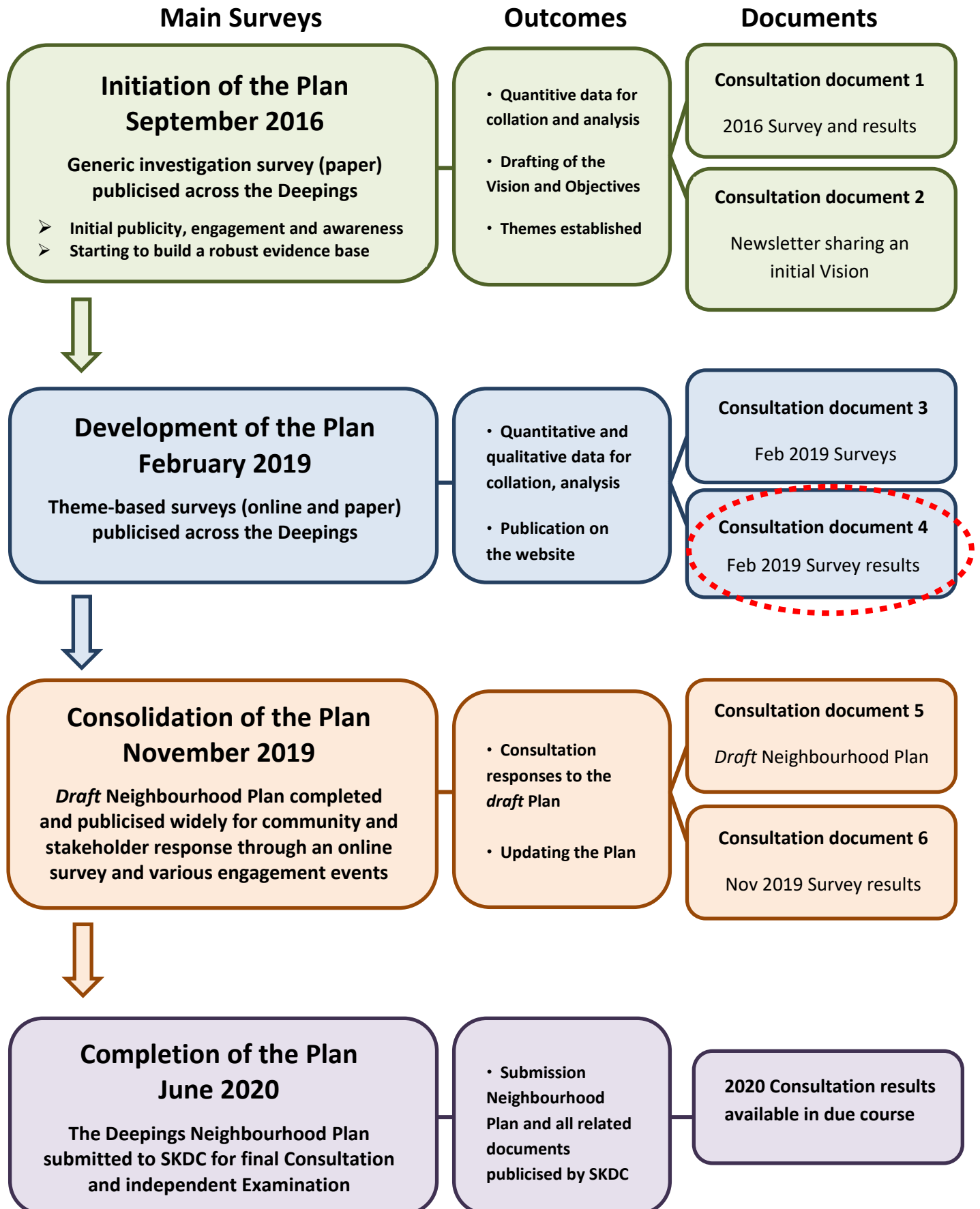


Consultation Document 4

Analysis of Responses to February 2019 Survey

- Developing-a-Healthy-Neighbourhood-Survey- graphs
- Heritage-graphs
- Shopping-Services-and-Leisure-Survey -graphs
- Summary-of-key-findings-Transport-Survey

The Deepings Neighbourhood Plan (Submission Draft) Consultation Framework



CONTENTS

Developing-a-Healthy-Neighbourhood-Survey- graphs	page 4
Heritage	page 17
Shopping-Services-and-Leisure-Survey .	page 24
Summary-of-key-findings-Transport-Survey	page 42

Developing-a-Healthy-Neighbourhood

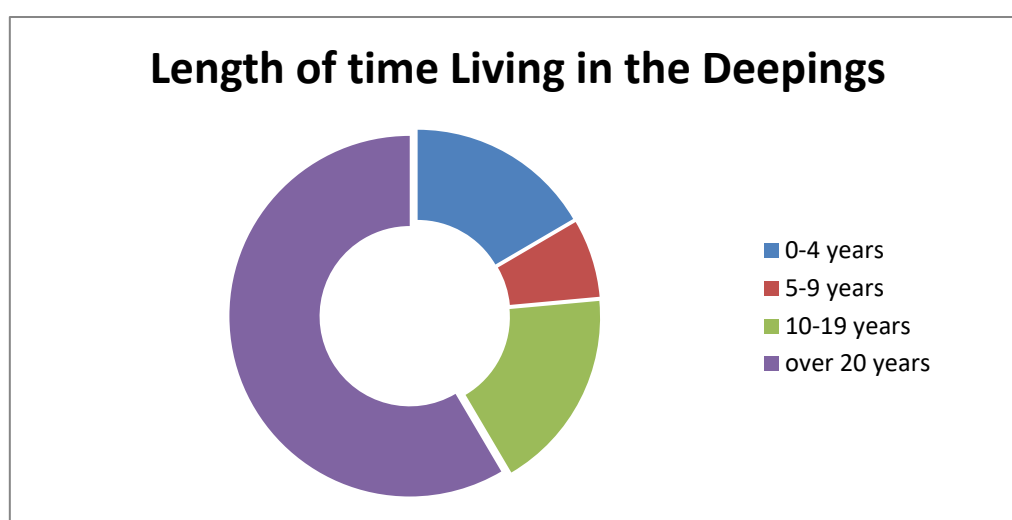
Survey: Developing a Healthy Neighbourhood**RESULTS = 505**

This survey was undertaken online via a link on the www.deepingsfirst.org.uk site

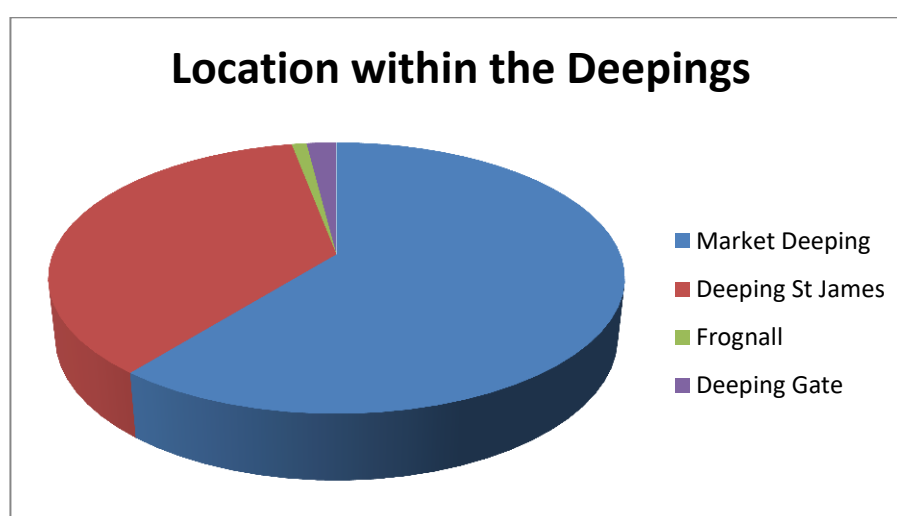
Note: The Raw data has been extracted directly from the Google Form Survey and interpreted in graph form.

1. How long have you lived in the Deepings area (approximately)? tick one box

83 (16.4%)	0-4 years	90 (17.8%)	10-19 years
35 (6.9%)	5-9 years	299 (59.2%)	Over 20 years

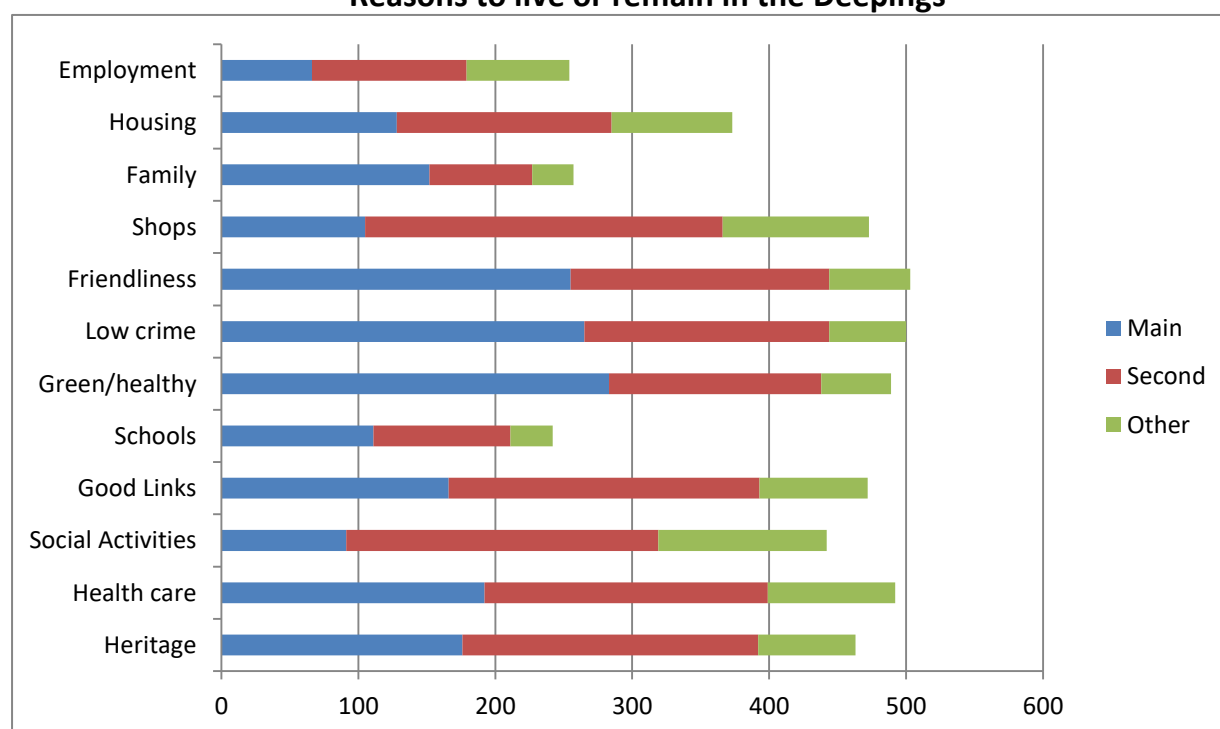
**2. In which part of the Deepings do you live? tick one box**

307 (60.8 %)	Market Deeping	5 (1%)	Frognall
183 (36.2%)	Deeping St. James	10 (2%)	Deeping Gate

**3. To what extent are the following benefits your reasons for choosing to live or**

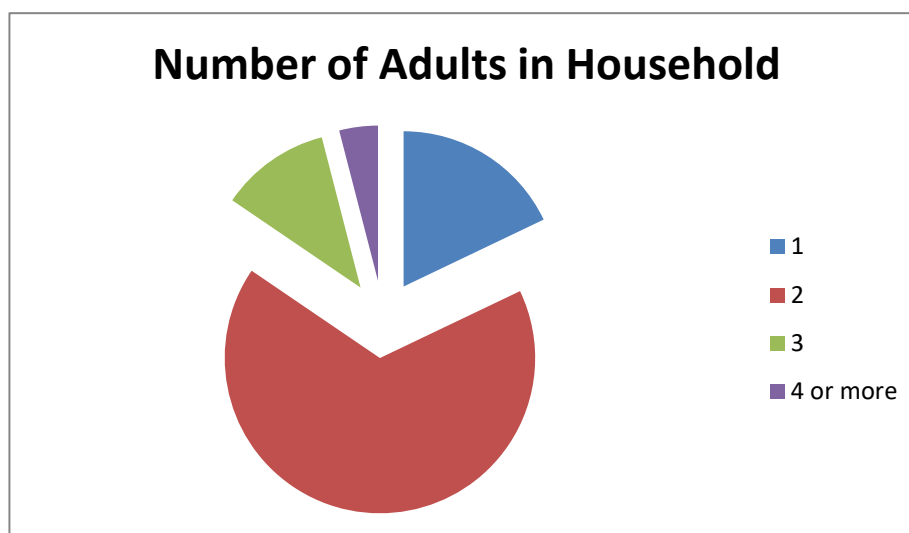
Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***remain in the Deepings? tick one box in every row (TOP SCORE HIGHLIGHTED)**

	Main reasons tick up to 3	Secondary reasons	Other considerations	Not relevant to me
Good access to employment	66	113	75	264
Housing is affordable	128	157	88	142
Family live in Deepings	152	75	30	253
Good access to shops	105	261	107	36
A friendly neighbourhood	255	189	59	14
Safe area with low crime rate	265	179	56	9
A green and healthy area	283	155	51	19
Good schools	111	100	31	269
Good links to other areas	166	227	79	39
Good range of social activities	91	228	123	66
Good access to health care	192	207	93	15
An attractive Georgian town	176	216	71	46

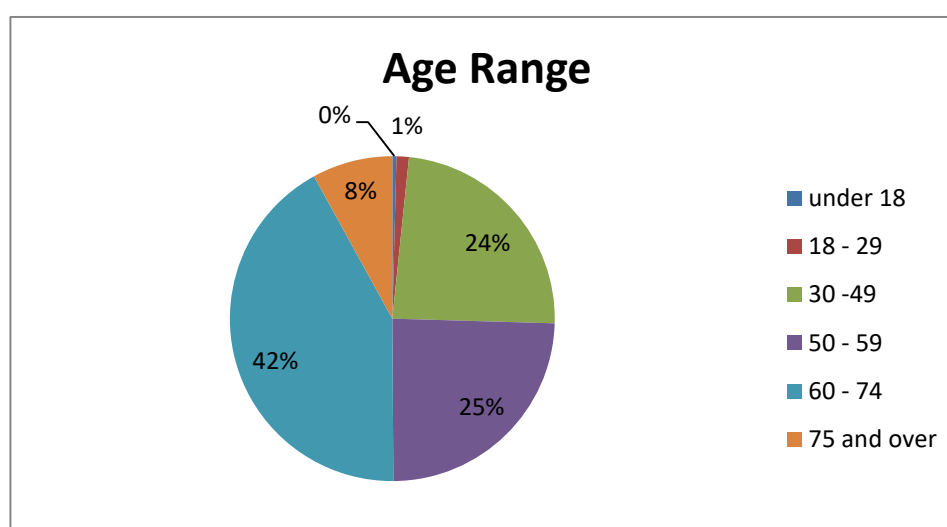
Reasons to live or remain in the Deepings

Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***4. How many adults (18 years and over) live in your household? tick one box**

91 (18.2%)	1	57 (11.3%)	3
336 (66.5%)	2	20 (4%)	4 or more

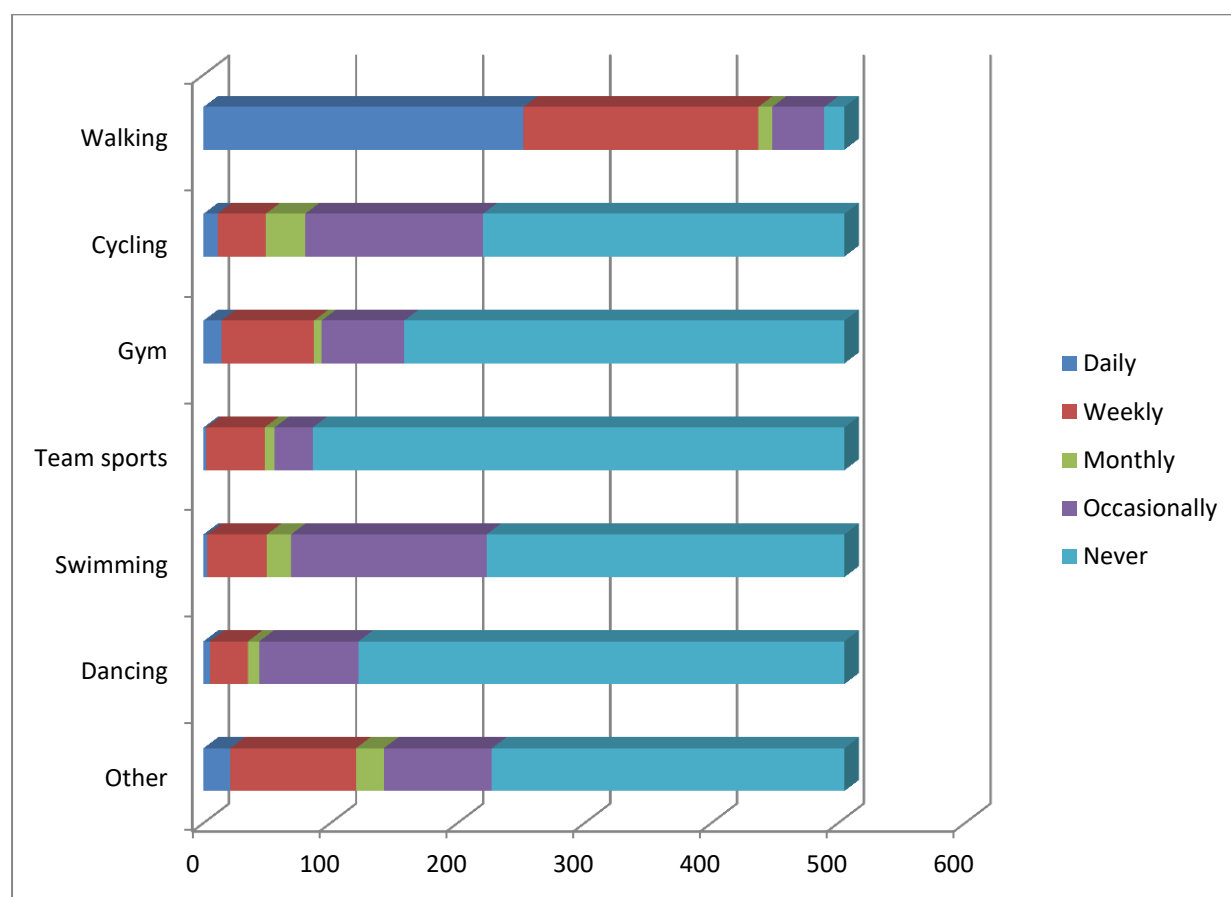
**5. Your age range (optional)? tick one box**

2 (0.4%)	Under 18 years	119 (24.4%)	50 to 59 years
6 (1.2%)	18 to 29 years	205 (42.1%)	60 to 74 years
116 (22.8%)	30 to 49 years	39 (8%)	75 years or over



Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***6. What is your general level of physical activity within the Deepings (approximately)? tick one box in every row**

	Daily	Weekly 1 or more	Monthly	Occasionally	Never
Walking 1+ mile	252	185	11	41	16
Cycling 5+ mile	11	38	31	140	285
Gym	14	73	6	65	347
Team sports	2	46	8	30	419
Swimming	3	47	19	154	282
Dancing	5	30	9	78	383
Other activity e.g. Yoga/Pilates	21	99	22	85	278

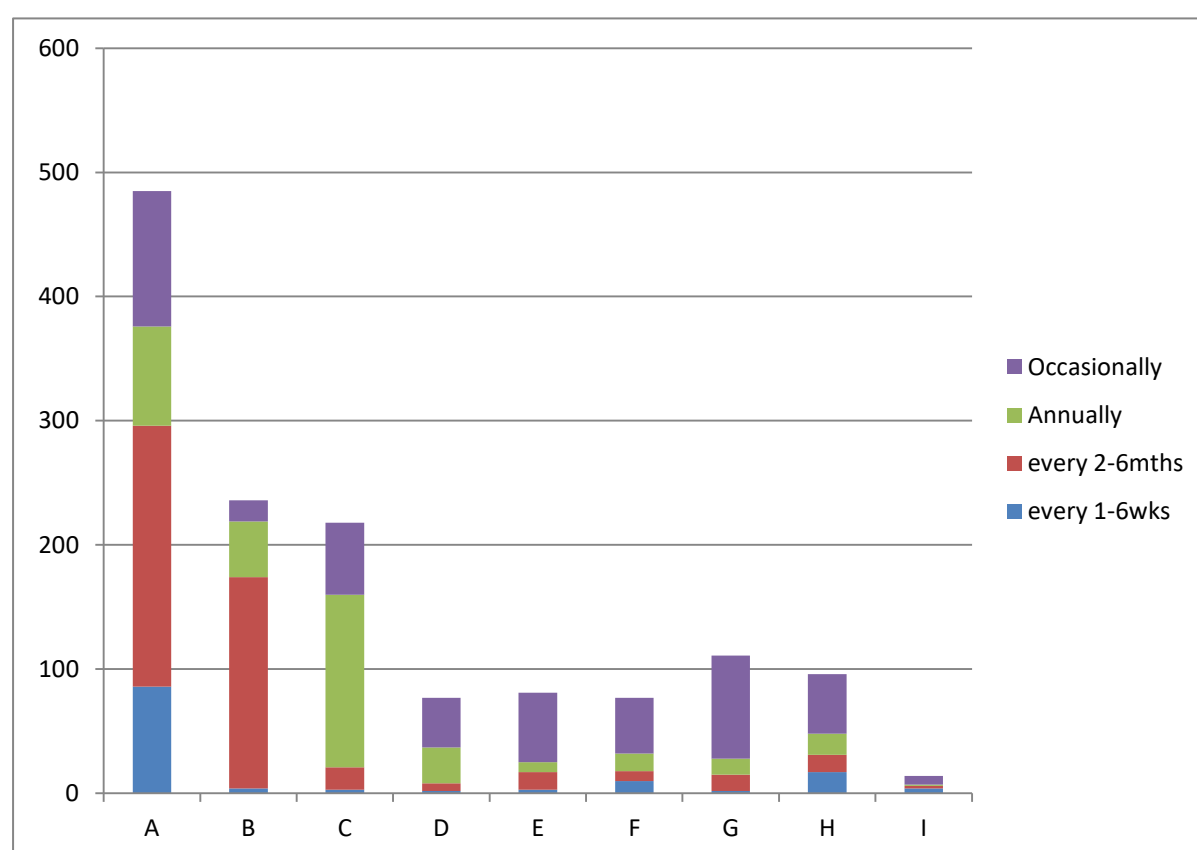
General level of Activity within the Deepings**7. How frequently do you use local Deepings Health and Well-being services**

Survey: Developing a Healthy Neighbourhood**RESULTS = 505**

This survey was undertaken online via a link on the www.deepingsfirst.org.uk site

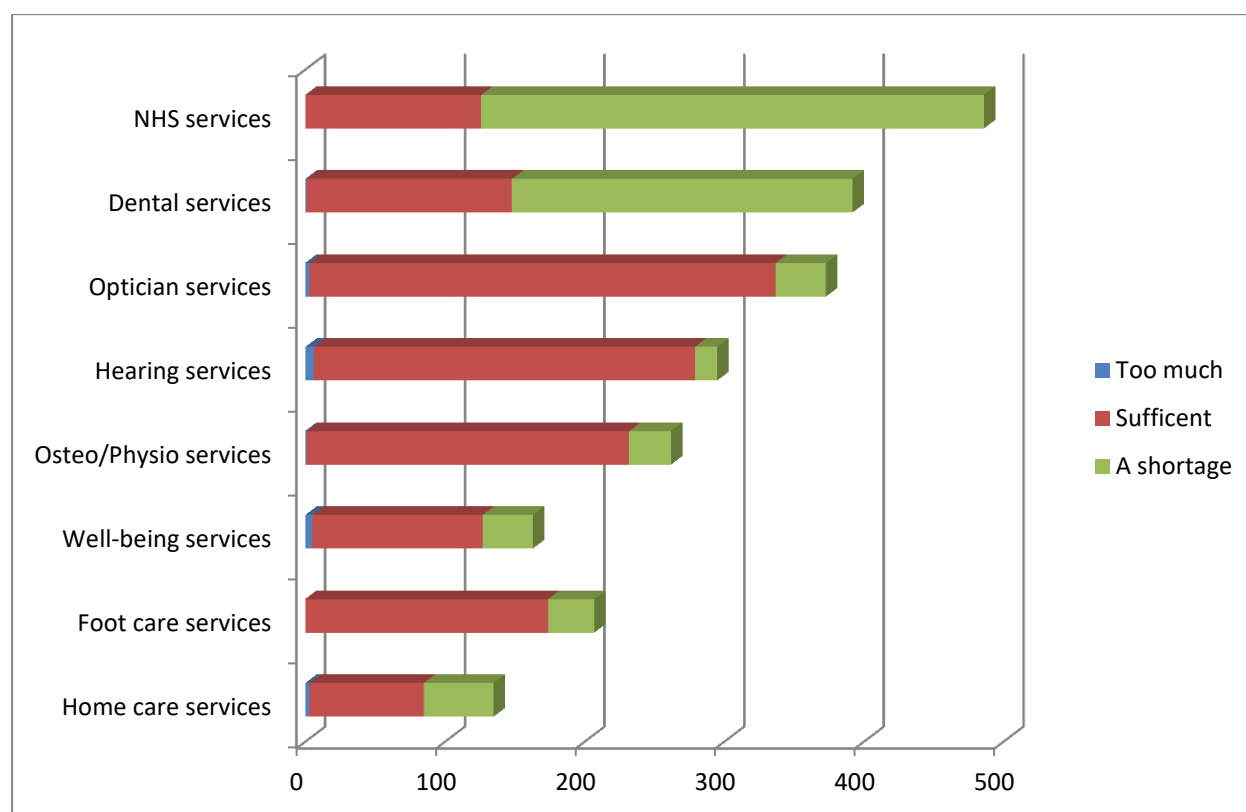
e.g. in the last 12 months? tick one box in every row

	Every 1-6 weeks	Every 2-6 months	Once a year	Occasionally	Never
[A] Deepings Health Practice	88	210	80	109	18
[B] Dentist	4	170	45	17	269
[C] Optician	3	18	139	58	287
[D] Hearing service	2	6	29	40	428
[E] Osteopath	3	14	8	56	424
[F] Well-being service	10	8	14	45	428
[G] Physiotherapist	2	13	13	83	394
[H] Foot care service	17	14	17	48	408
[I] Home Care service	4	2	1	7	491

Frequency of Accessing Health and Well-being services in the Deepings

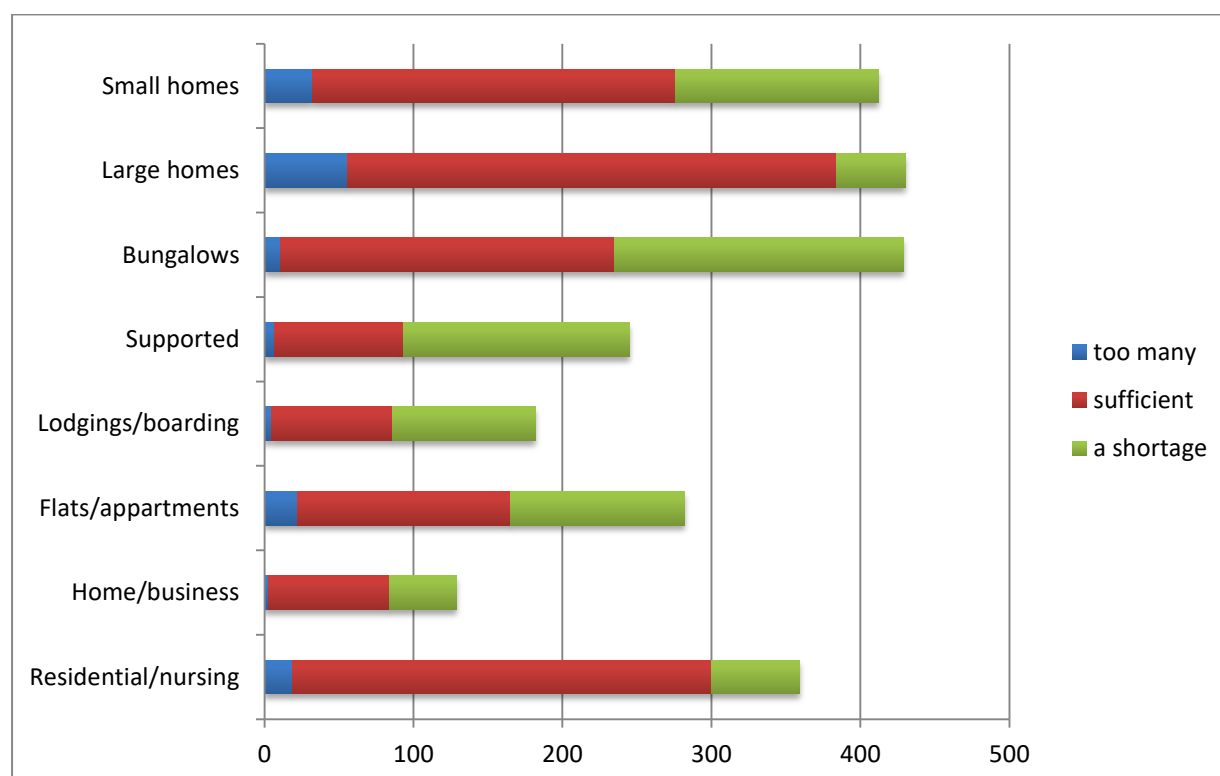
Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***8. Do you consider we have sufficient health-related provision in the Deepings for our current population? tick one box in every row**

	Too much	Sufficient	A shortage	Don't know
NHS Services	0	126	360	19
Dental services	1	147	244	113
Optician services	3	334	36	132
Hearing services	6	273	16	210
Osteopath/Physiotherapy services	1	231	30	243
Well-being services	5	122	36	342
Foot care services	0	174	33	298
Home care services	3	82	50	370

Perceived level of health care provision within the Deepings**9. Does the Deepings area currently provide sufficient good quality, well-designed**

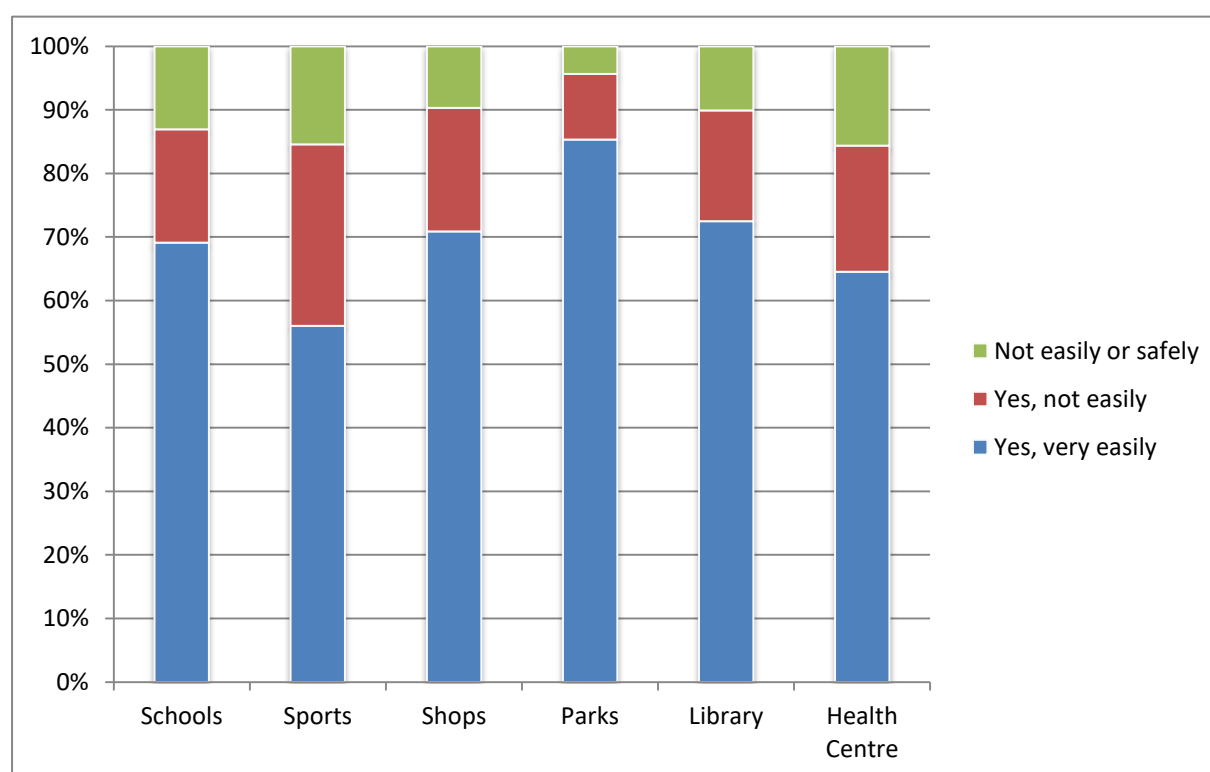
Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***homes for people of all ages and circumstances? tick one box in every row**

	Too many	Sufficient	A shortage	Don't know
Small family homes	32	244	136	93
Large family homes	56	328	46	75
Bungalows	11	224	194	76
Supported/accessible accommodation	7	86	152	260
Lodgings/boarding	5	81	96	323
Flats/apartments	22	143	117	223
Combined home with business	3	81	45	376
Residential care/nursing homes	19	281	59	146

Perception of types of homes needed in the Deepings

Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***10. Does the location of your home enable you to access local services without using a car? e.g. less than 1 mile or 20 mins walking? tick one box in every row**

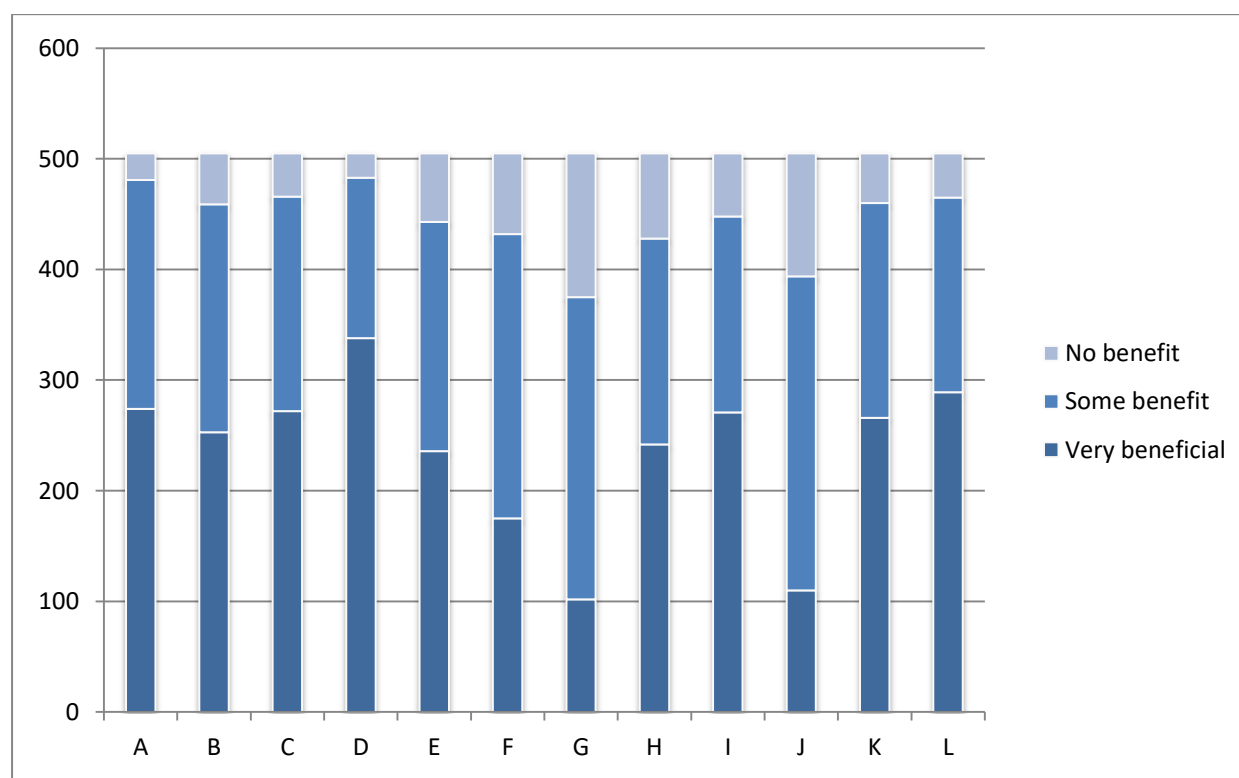
	Yes, very easily	Yes, but not easily	Not easily or safely
Health Centre	326	100	79
Community Centre/Library	366	88	51
Parks and natural green spaces	431	52	22
Shops and supermarkets	358	98	49
Sports, leisure and recreation facilities	283	144	78
Schools and nurseries	349	90	66

Ease of access to local amenities by walking**11. Which of the following environmental changes would enable the Deepings to**

Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site*

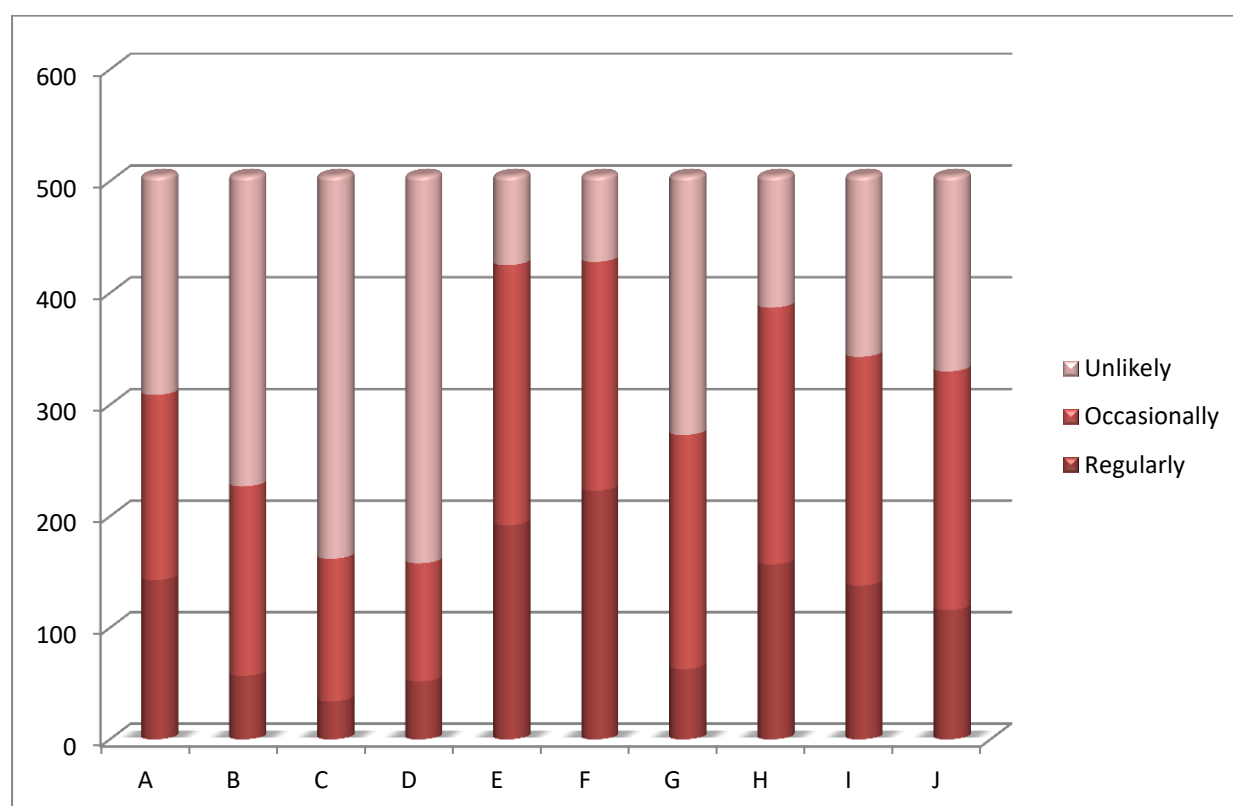
become a more active and healthy neighbourhood? tick one box in every row
(50% or more has been highlighted)

	Very beneficial	Some benefit	No benefit
[A] Improved footpaths	274	207	24
[B] Additional cycle paths	253	206	46
[C] Improved pavements	272	194	39
[D] More usable green and natural spaces	338	145	22
[E] A 'Green Hopper' Local bus service	236	207	62
[F] More public seating	175	257	73
[G] Better wayfinding signage	102	273	130
[H] Safer road crossings and slower traffic	242	186	77
[I] Improved public lighting	271	177	57
[J] More meeting places/sheltered areas	110	284	111
[K] More public litter bins	266	194	45
[L] More dog poo bins	289	176	40

Residents' views on improvements to the Deepings Environment

Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***12. Which of the following potential provision do you consider would support more active lifestyles and enable greater community involvement? tick one box every row**

	Would use regularly	Would use occasionally	Am unlikely to use this
[A] Additional swimming pool	143	166	196
[B] More indoor sports	57	170	278
[C] More outdoor sports	34	128	343
[D] More gym provision	52	106	347
[E] A theatre	192	233	80
[F] A cinema	223	205	77
[G] A large Function venue	63	210	232
[H] More restaurants, Public Houses, cafés	157	230	118
[I] An online central 'Activities' Directory	138	205	162
[J] An easy to read town map of the area	116	214	175



Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site***If you have any other helpful suggestions, please provide them on a separate sheet of paper**

If you would like to know more about the Neighbourhood Plan or would like to contribute further in any way, please visit our website.

Suggestions (collated from 241 responses):

Pedestrianised areas	1
Restrict further development/already too big	11111111111++
More circular walks/ walking trails/ marked out mile walk	1111111++
Keep and maintain natural open spaces/more green spaces and parkland/More green spaces at Industrial side of Deepings/woods	1111111++
Safer cycling lanes/dedicated cycle paths not shared with pedestrians. Not speeding in DSJ	1111111++
Keep Millfield as a green open space	11111111111++
Up and running allotments in Deepings	111
Develop a riverside park area (location proposed)	1
Better public transport in outlying areas and villages for non-car users e.g. DSJ	1111111++
Better traffic control and speed cameras – cyclist safety	11111
Continue and add more outdoor public events e.g. raft race	1
Smoother pavements	1
Well-trimmed trees and bushes in public area	1
Green buffer separating by-pass from housing	1
Better access to Doctors – too long to wait	11111111111++
A fresh food shop/green grocers in the town centre	11
Improve secondary education in the area	1
Better provision for outdoor activities in the area	11111
Improve footpath along the river from High Locks to town	11
Larger/another Health Centre – ours is not coping with numbers	1111111111111 1111111111++
Better range of supermarkets and shops	11
Prioritise safe pedestrian area over vehicle use	1
A visible/more Police presence – particularly evenings and weekends	111111111111++
Effective spaces and more provision for young people – particularly in the evenings	1111111111++
Encourage walking to school	1
A permanent Gypsy/Traveller site	1
Adequate/better parking to accommodate new build/not on roads	11111
More jobs in the area	1
Develop a decent park – trees flowers and seating not far from the town centre (not just flat green space)	11111
Use brownfield sites to build on in the future – not green sites	111

Survey: Developing a Healthy Neighbourhood**RESULTS = 505***This survey was undertaken online via a link on the www.deepingsfirst.org.uk site*

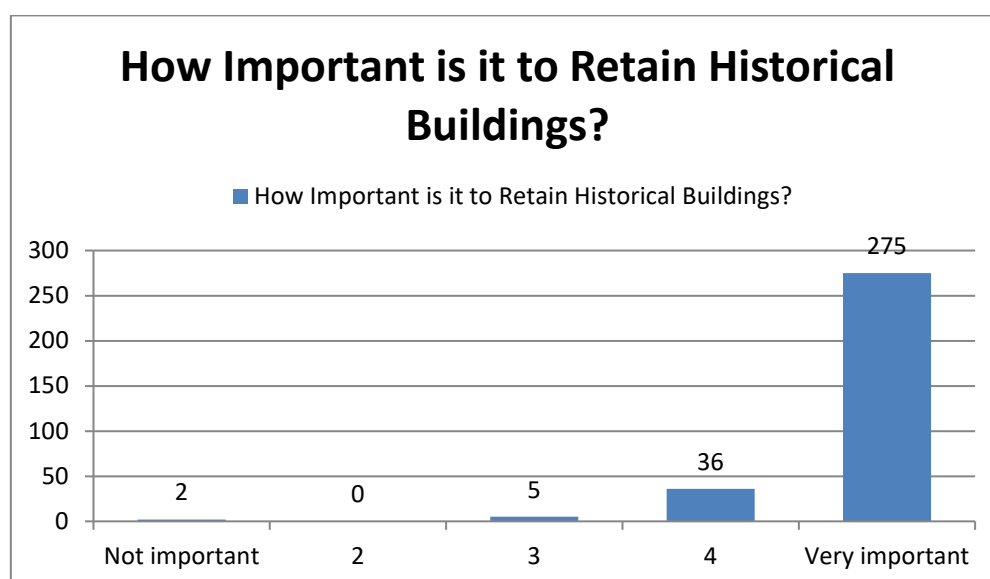
Encourage our young people to be sociable and not to drop litter	11
An NHS Dentist is needed	1111
More play equipment in the park – wooden trim tail and modern equipment. Outdoor gym and free, open air activities	111111++
More seating in the park for picnics etc.	111
More Mental Health services on NHS	11
I consider myself fortunate to live in the centre of Market Deeping and am grateful for the facilities and care provided	1
More schools/new secondary school	11111
Clamp down on anti-social behaviour	111
Ensure facilities are increased/improved to match expansion	1111111111++
More market stalls on market day	1
Stop cars parking in town for all day stay	1
Include local sports information in the Deeping magazines to generate interest/support for activities	111
A community gardening enterprise	1
Street lights to stay on	111
An extra inter-town competition e.g. Deepings great Pub quiz or similar	1
A well-lit football pitch for public use in the evenings with CCTV camera plus seating and tables	1
Affordable 1Life gym	11
New swimming pool	111
Improve and clean what we have – too much litter and dog poo/encourage people to take litter home or use the bins	111
More restaurants	11
Retirement village with support/more houses for down-sizing	11
New/improved Leisure Centre	1111
New equipment in the Jubilee Park is great	1
Widen the roads instead of adding cycle paths	1
Refurbish existing Leisure centre – it is unhygienic	1
More social activities e.g. indoor bowling, cinema	111
Need to retain a bank in the town	11
Unblocking the drains would be good	111
Have a park run	1
Encourage walking and cycling by providing seating and bike parks	1
More bridges over the river	11
Disable wifi as it is a health hazard	1
More social housing (rents are too high for locals)	1
TOFS front window is a disgrace in a conservation area	1
More advertising of local activities	1

Heritage

Please take a few moments to consider these questions carefully. RESULTS

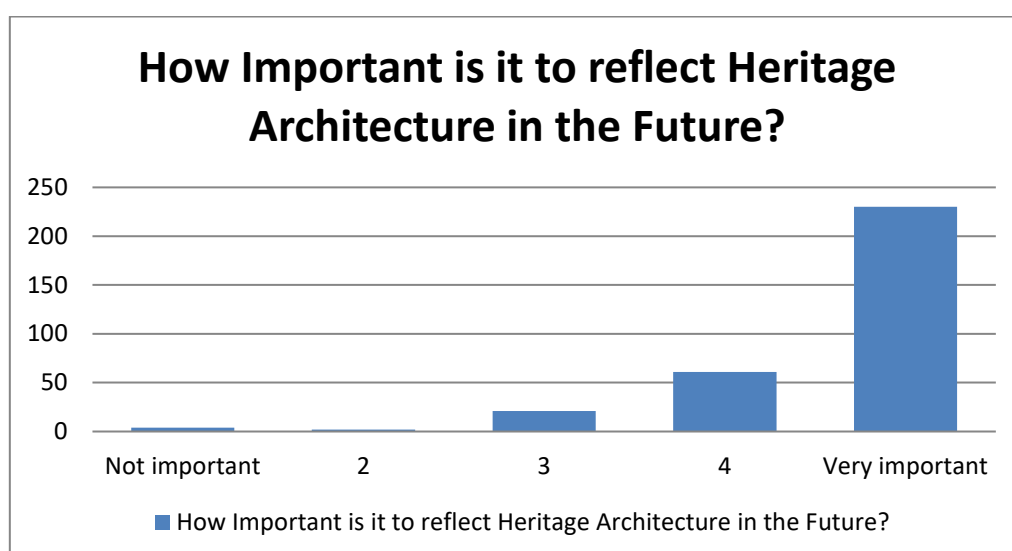
1. How important is it to retain the historical building in both Market Deeping and Deeping St. James? Score 1-5

1	2	3	4	5
2 (0.6%)	0 (0%)	5 (1.6%)	36 (11.3%)	275 (86.5%)



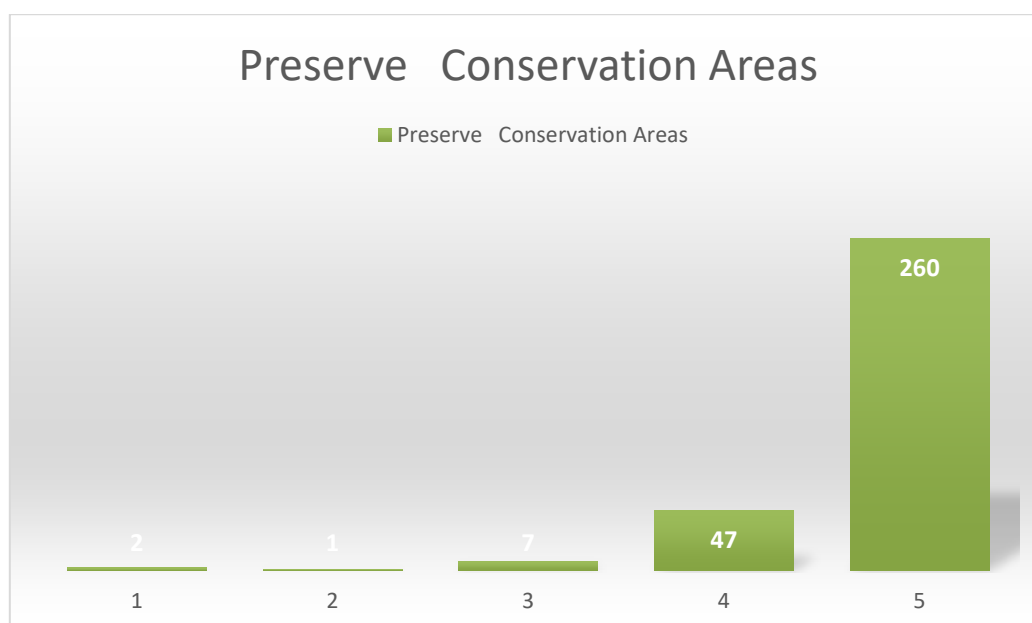
2. Church Street in Market Deeping has been officially recognised as being one of the best examples of a Georgian street in Lincolnshire, due to its wide open aspects, wide grass verges and attractive facades. How important is it to try and reflect this type of architectural setting in future developments? Score 1-5

1	2	3	4	5
4 (1.3%)	2 (0.6%)	21 (6.6%)	61 (19.2%)	230 (72.3%)



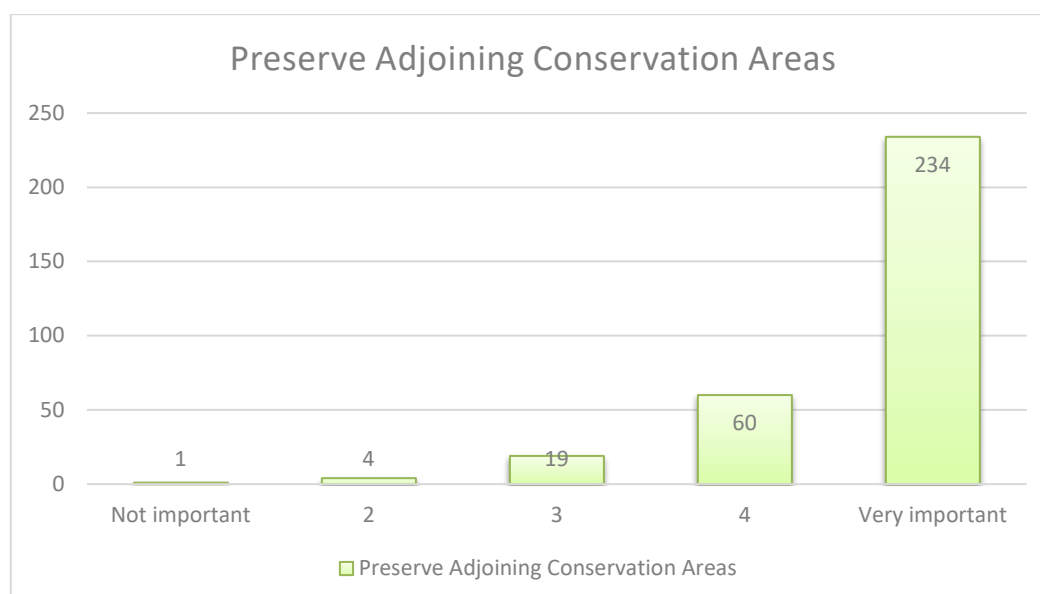
3. How important is it to preserve the visual characteristics found inside the Conservation Areas within both areas of Market Deeping and Deeping St James? Score 1-5

1	2	3	4	5
2 (0.6%)	1 (0.3%)	7 (2.2%)	47 (14.8%)	260 (82%)



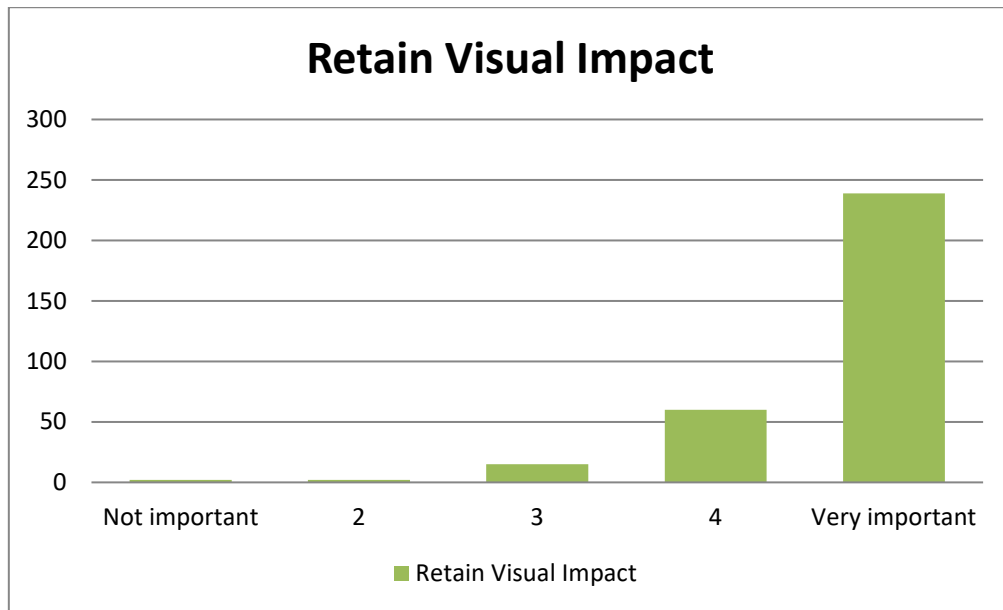
4. How important is it to preserve the characteristics of those areas adjoining the Conservation Areas in both Market Deeping and Deeping St James, when considering the introduction of possible new developments? Score 1-5

1	2	3	4	5
1 (0.3%)	4 (1.3%)	19 (6%)	60 (18.9%)	234 (73.6%)



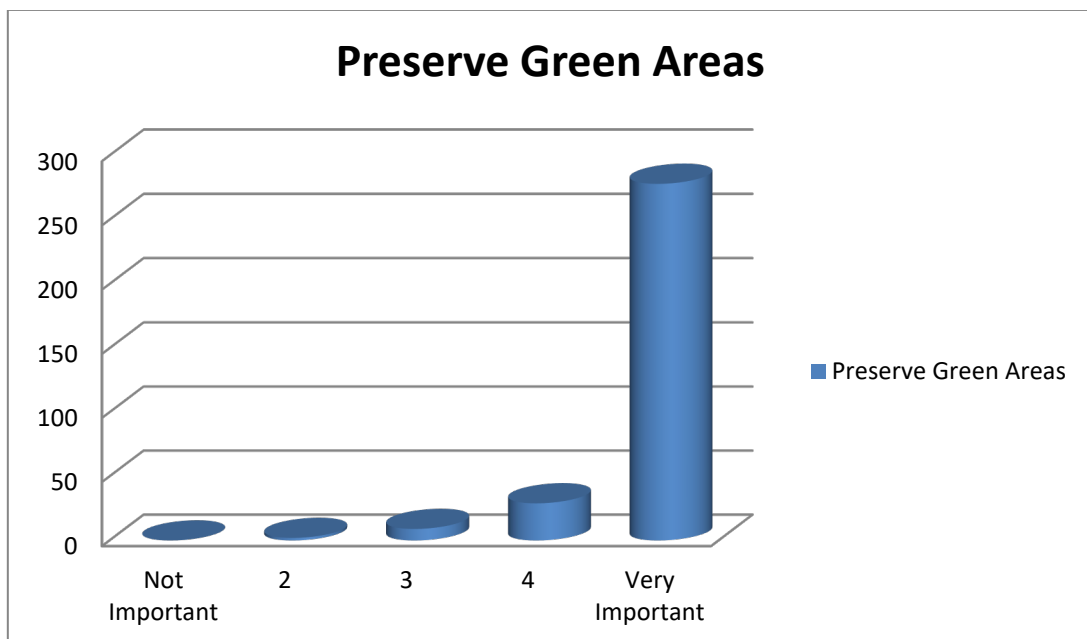
5. There are two Grade I listed Churches in this Settlement. How important is the visual impact of these when considering any new developments? Score 1-5

1	2	3	4	5
2 (0.6%)	2 (0.6%)	15 (4.7%)	60 (18.9%)	239 (75.2%)



6. How important to you are the Green areas within the built environment of both part of the Settlement? Score 1-5

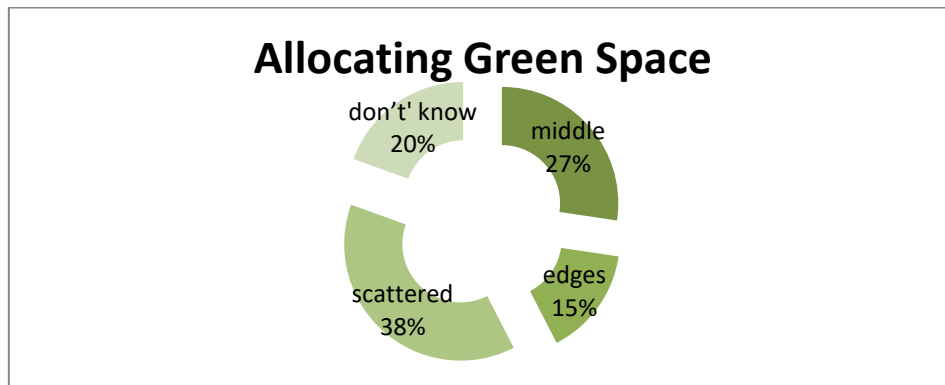
1	2	3	4	5
0 (0%)	2 (0.6%)	9 (2.8%)	29 (9.1%)	278 (87.4%)



7. When a new development is being built, where would you like to see the allocated green space(s) located?

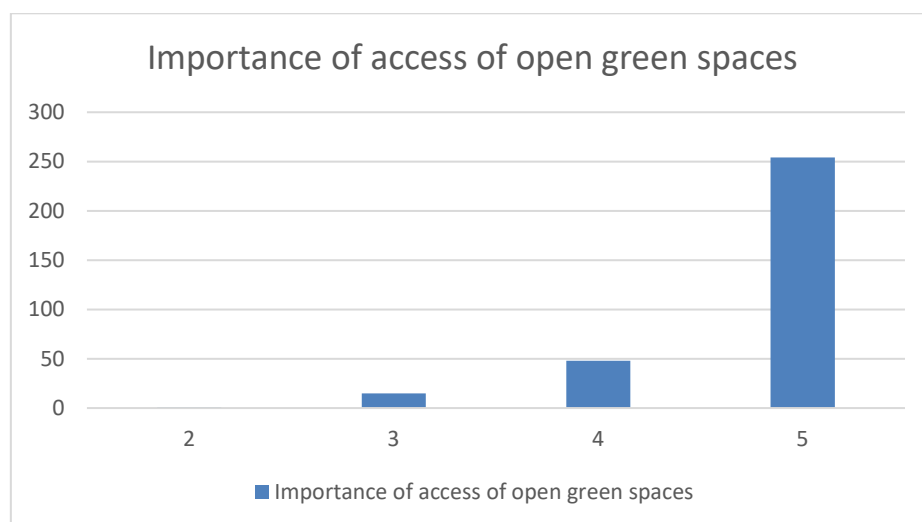
- a) In the middle as one larger focal point
- b) At any of the edges of the development
- c) Smaller areas scattered throughout the development
- d) I don't have an opinion on this

a	b	c	d
87 (27.4%)	48 (15.1%)	121 (38.1%)	62 (19.5%)



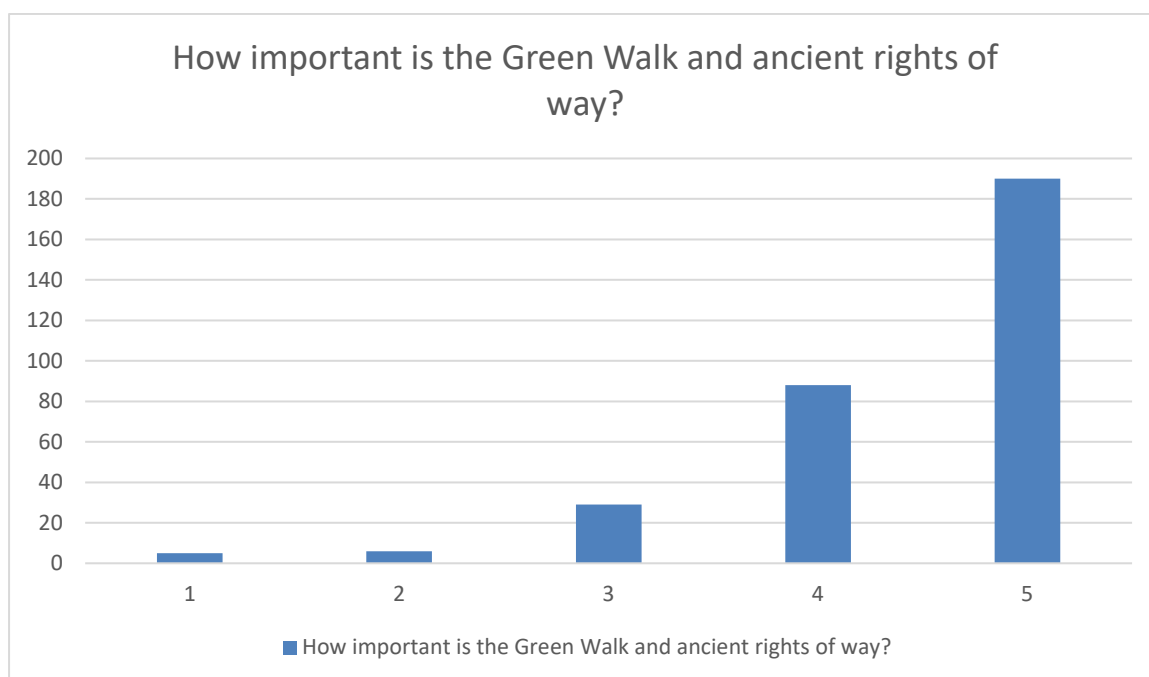
8. How important is it to have access to a large open green space, for example a park or sports fields? Score 1-5

1	2	3	4	5
0 (0%)	1 (0.3%)	15 (4.7%)	48 (15.1%)	254 (79.9%)



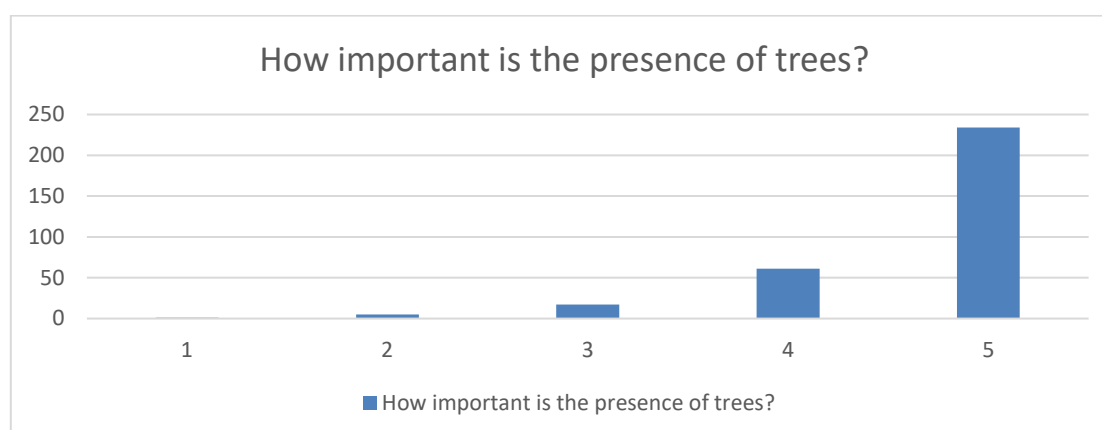
9. In addition to the existing public footpaths and Ancient Rights of Way, The Green Walk aims to provide an additional pedestrian pathway around the Deepings. How important is this for you? Score 1-5

1	2	3	4	5
5 (1.6%)	6 (1.9%)	29 (9.1%)	88 (27.7%)	190 (59.7%)



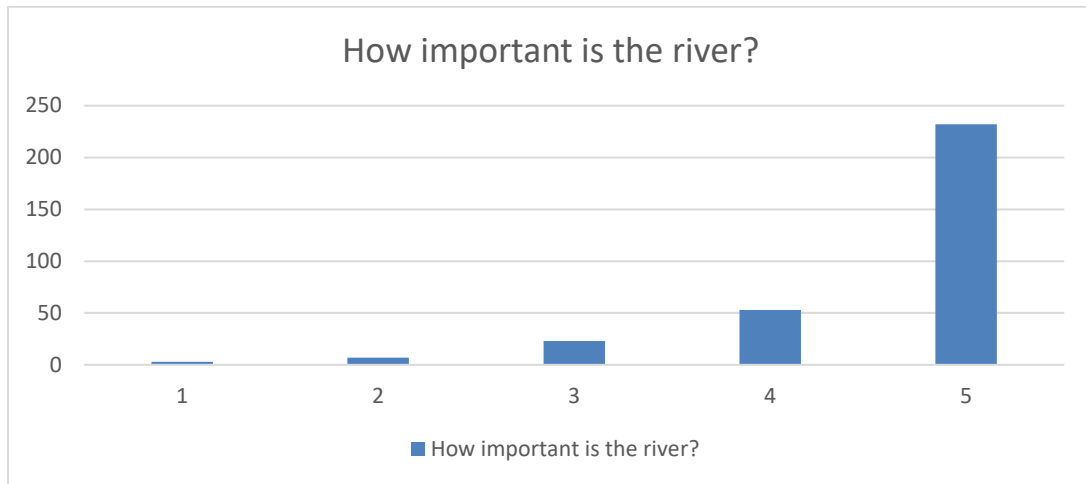
10. Some of the trees within the Deepings are protected by Tree Preservation Orders, others are not. How important is the presence of trees within the existing built environment and any future developments? Score 1-5

1	2	3	4	5
1 (0.3%)	5 (1.6%)	17 (5.3%)	61 (19.2%)	234 (73.6%)



11. The River Welland joins the two Settlements and is now used largely for recreational purposes.
How important is the River, and continued access, to you? Score 1-5

1	2	3	4	5
3 (0.9%)	7 (2.2%)	23 (7.2%)	53 (16.7%)	232 (73%)



Shopping Services and Leisure

PLEASE HELP US IMPROVE THE DEEPINGS BY ANSWERING A FEW SIMPLE QUESTIONS. ANSWERS WILL BE KEPT PRIVATE, WE ARE LOOKING FOR AN OVERALL VIEW.

QUESTIONNAIRE FOR AGES 16 AND OVER. YOU CAN AS AN INDIVIDUAL IF OTHER MEMBERS OF YOUR FAMILY WILL ALSO COMPLETE THE SURVEY, IF NOT PLEASE ANSWER ON BEHALF OF THE FAMILY.

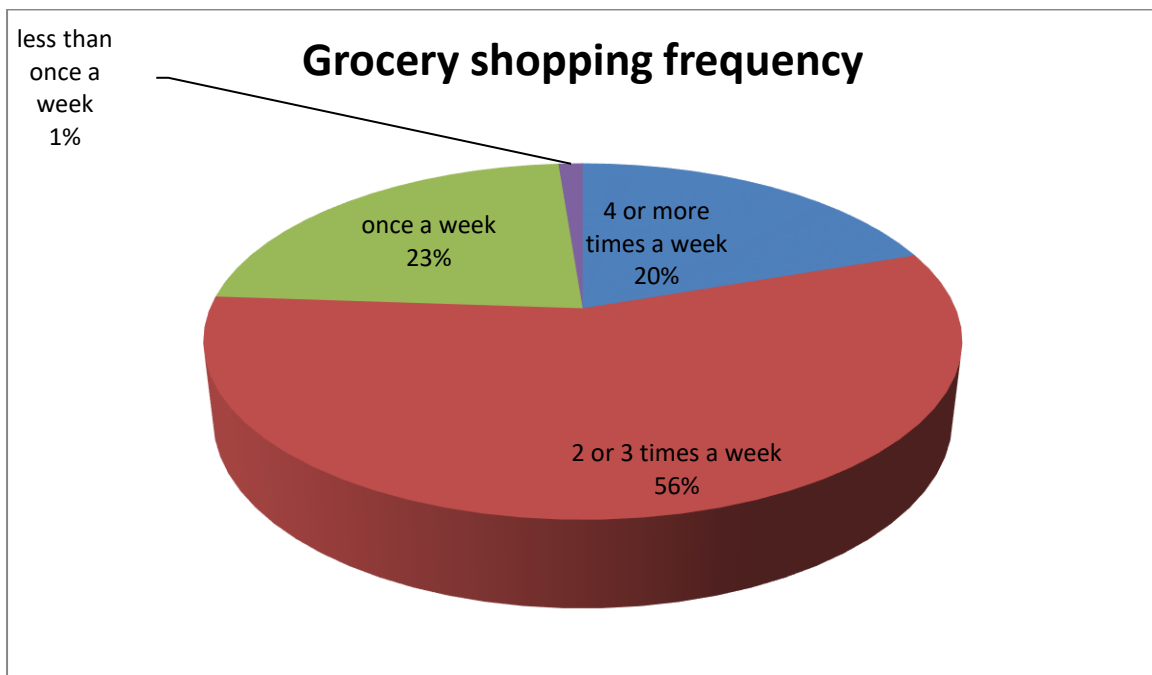
THANK YOU FOR YOUR HELP, YOU CAN FIND OUT MORE ON OUR WEBSITE
<http://deepingsfirst.org.uk/>

PLEASE PRESS NEXT TO START THE SURVEY. IT SHOULD ONLY TAKE A COUPLE OF MINUTES. **RESULTS**

GROCERY SHOPPING

1 . Please select the option that most closely matches your GROCERY shopping frequency

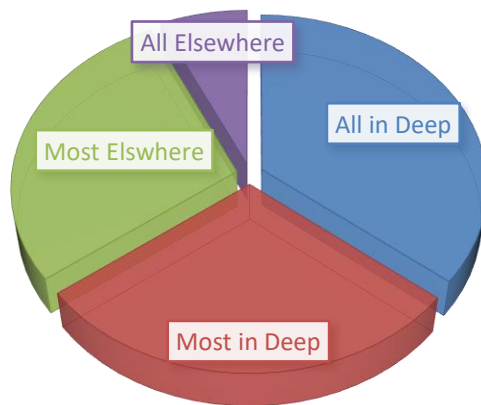
4 or more times a week	2 or 3 times a week	Once a week	Once or twice a month
80	229	92	5



2. Grocery Shopping - Please indicate which option most closely reflects where you do your grocery shopping. Please include any online/delivery grocery shopping as "outside of the Deepings"

All in Deepings	Mostly in Deepings + top up elsewhere	Mostly elsewhere + top up in Deepings	All elsewhere
145	118	115	28

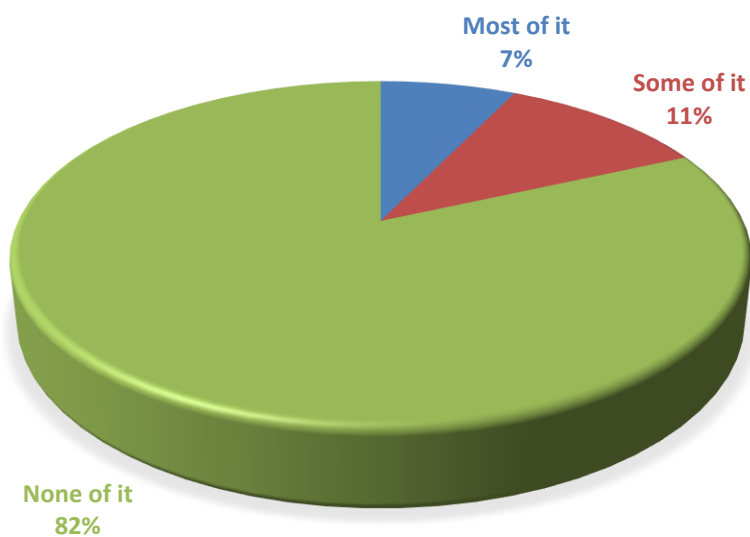
GROCERY SHOPPING LOCATIONS



3. What proportion of your GROCERY shopping do you do online and have delivered?

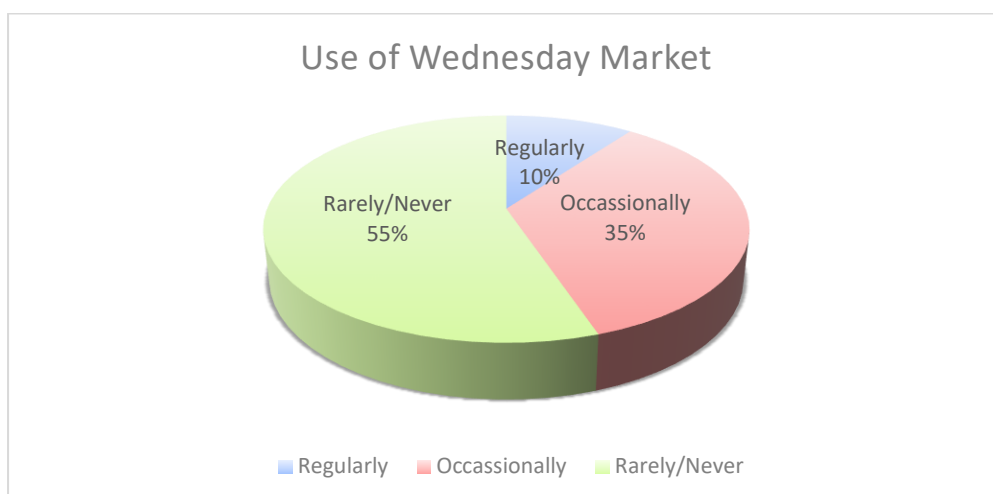
Most	Some	None
29	45	332

ONLINE GROCERY SHOPPING



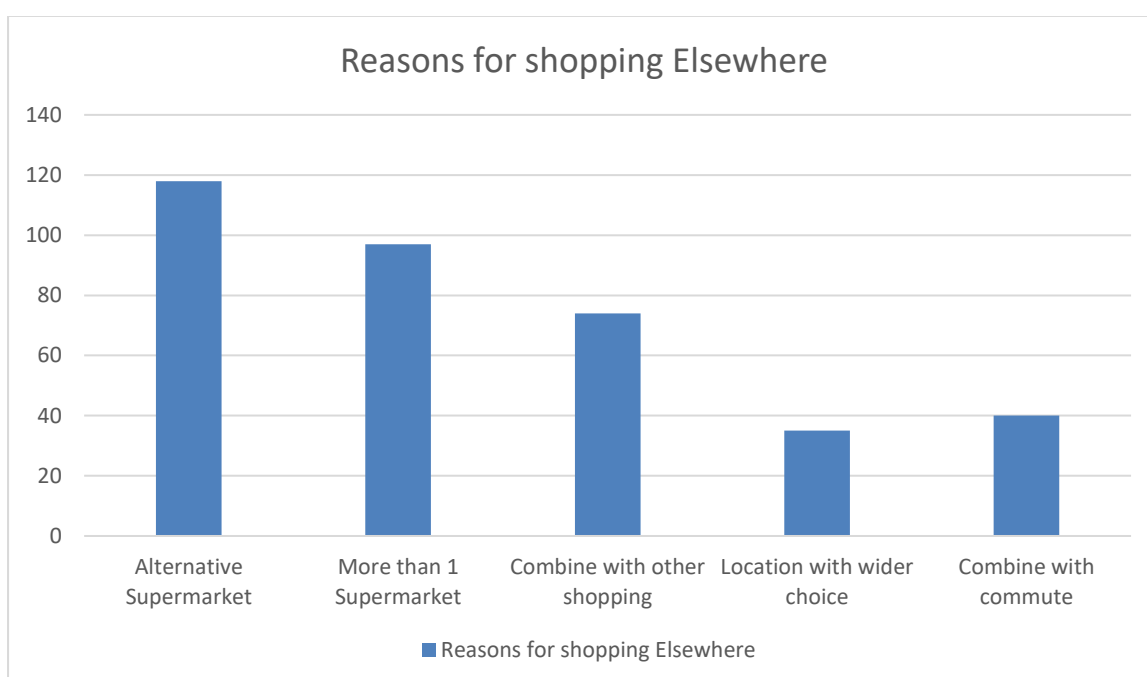
4. How often do you use the Wednesday Market in Deeping?

Regularly	Occasionally	Rarely/Never
41	141	224



5. If you do a significant amount of your GROCERY shopping outside of the Deepings please indicate why. Tick all that apply.

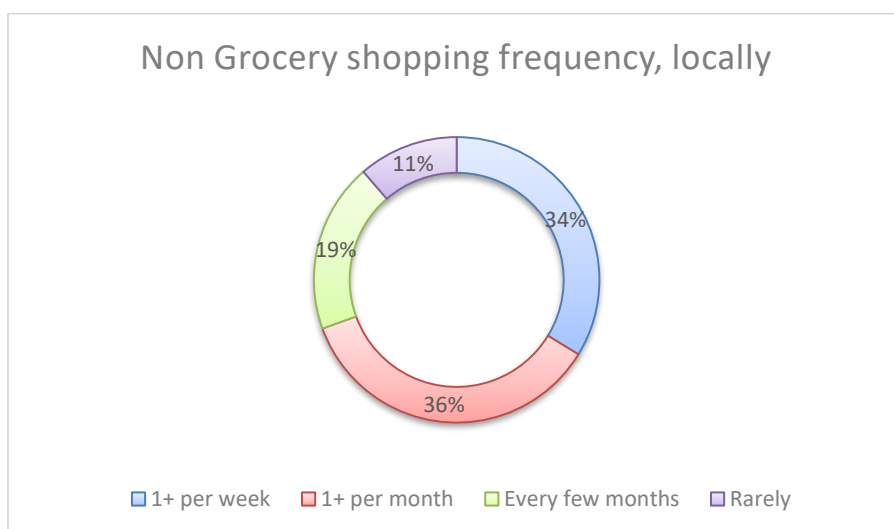
Prefer alternative supermarket to Tesco	Prefer to shop at more than one supermarket	Combine grocery with other shops not in Deepings	Like to shop with others in close proximity	Combine shopping with working route
118	97	74	35	40



NON-GROCERY SHOPPING

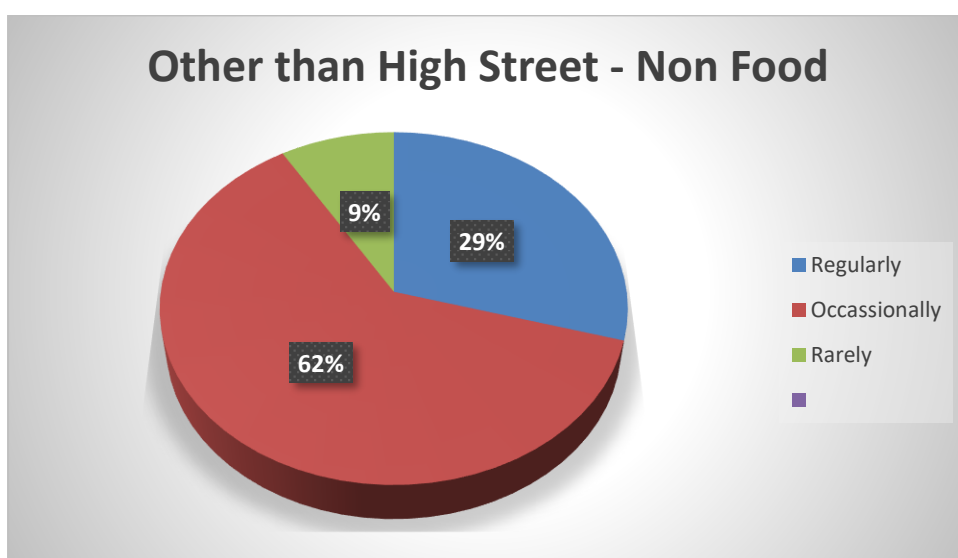
6. How often do you typically visit the High Street (Town Centre) in Market Deeping for non-food shopping (not to use cafe's or pubs)

Once a week or more	Once or twice a month	Once every few months	Rarely or never
137	145	78	46



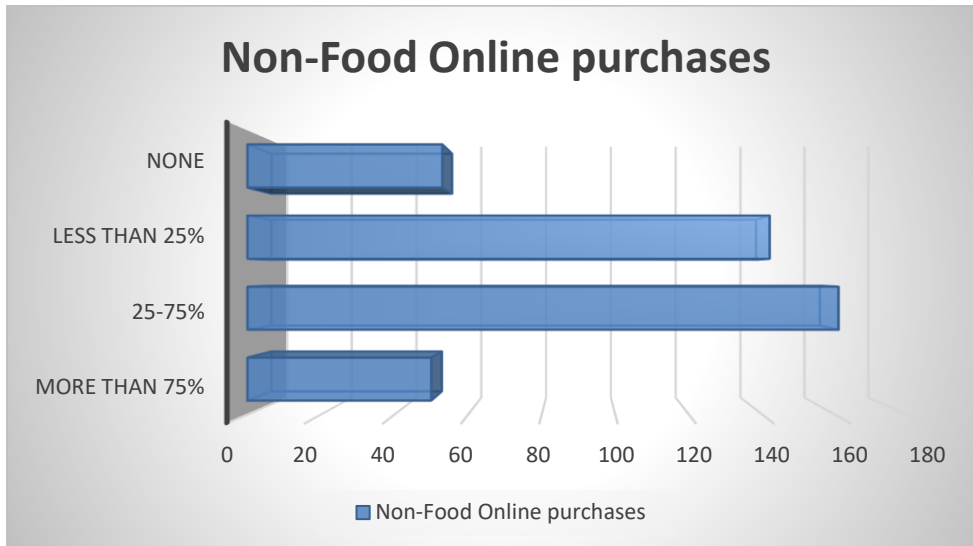
7. Do you do non-food shopping at other locations in Deeping: i.e Branch Brothers or the Industrial Estate shops.

Regularly	Occasionally	Rarely or never
119	251	35



8. What proportion roughly in terms of number of purchases (not amount of spend) do you do online for non-food items?

>75%	25 – 75%	< 25%	None
50	161	142	53



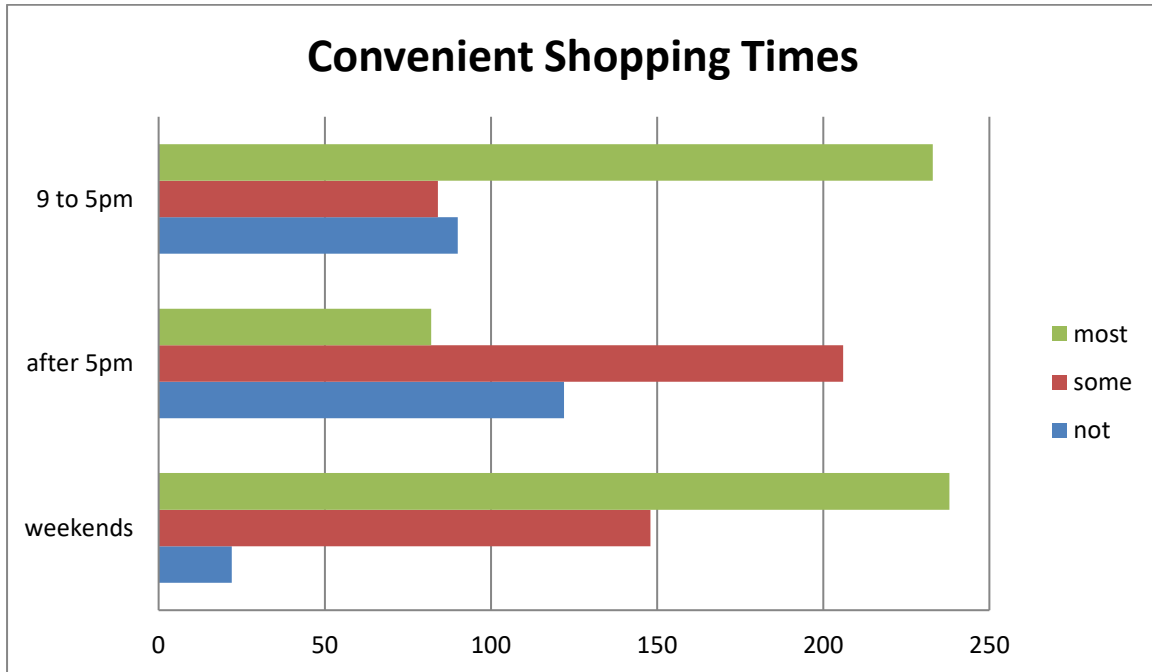
9. Ignoring online purchases, please state which option most closely matches your non-food shopping?

Most in Deeping	50/50 Deeping/Elsewhere	Elsewhere
42	148	216



10. Convenient Shopping Times. What is the most convenient time for you to do non-food shopping?

	Most convenient	Somewhat convenient	Not convenient
Weekdays 9-5	233	84	90
Weekday after 5	82	206	122
Weekends	238	148	22

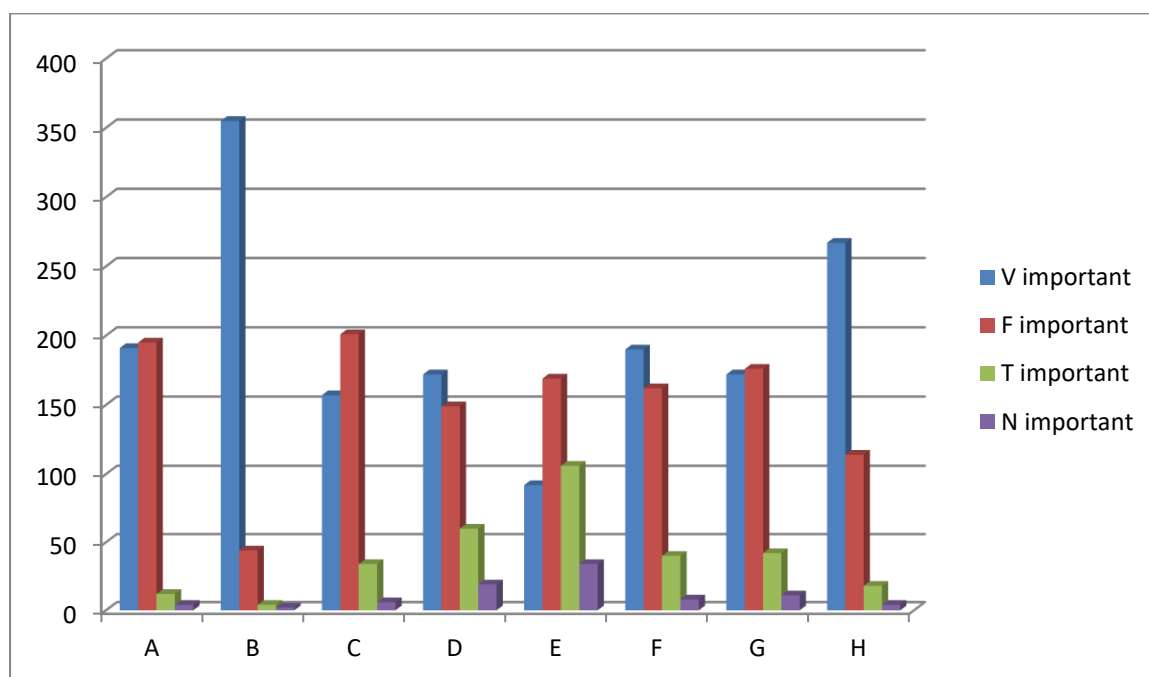


11. Is there one type of retail outlet that you strongly feel is missing from the Deepings and which you are confident you and people you know would shop at regularly. If not sure or no strong feeling please leave blank.

SERVICES

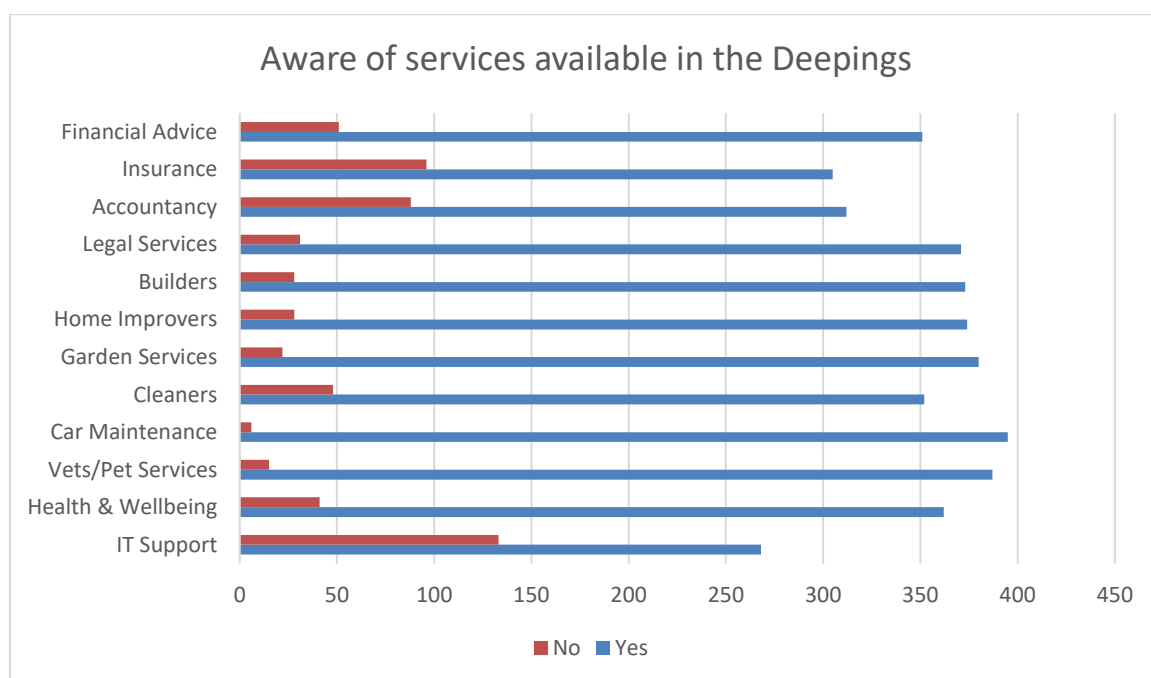
12. Please tell us what is important to you when choosing a business that provides a service.

	Very Important	Fairly important	Slightly important	Not important
A Price	191	195	12	4
B Quality of service	355	44	4	2
C Opening times	157	201	34	6
D Easy parking	172	149	60	19
E Location	92	169	106	34
F Supporting local	190	162	40	8
G Supporting independent	172	176	42	11
H Good reputation	267	114	18	4



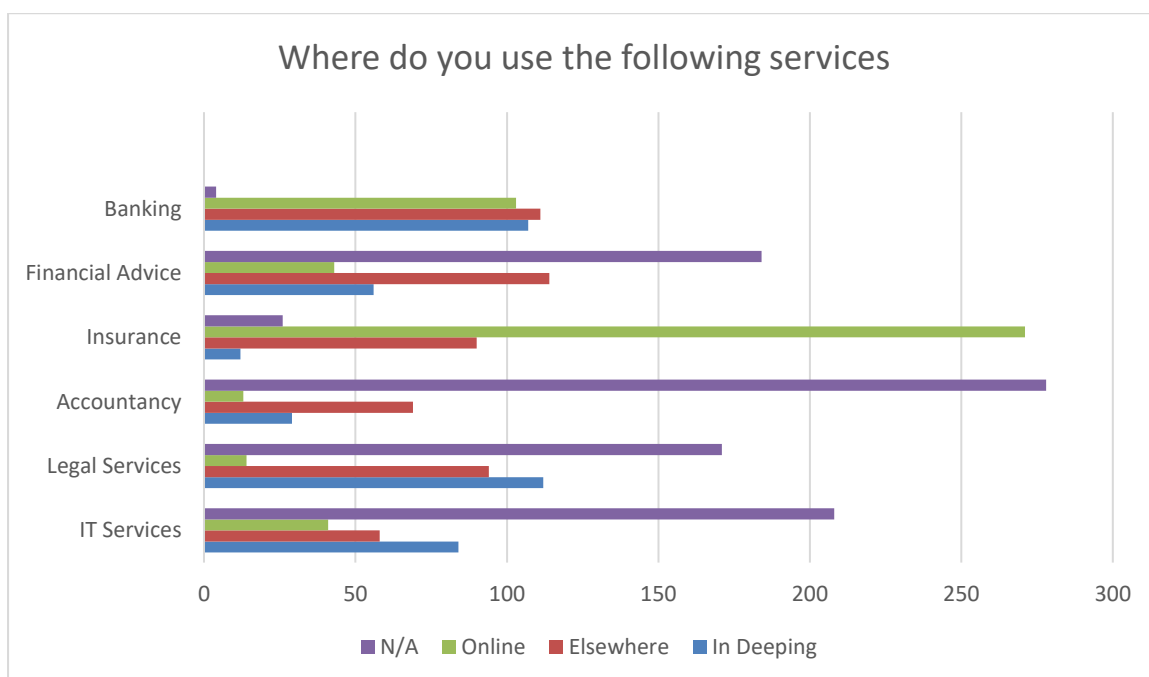
13. Which of the following Services are you aware exist within the Deepings?

	Yes	No
Financial Advice	351	51
Insurance	305	96
Accountancy	312	88
Legal Services	371	31
Builders	373	28
Home Improvers	374	28
Garden services	380	22
Cleaners	352	48
Car maintenance/repairs	395	6
Vets/pet services	387	15
Health and well-being	362	41
IT Support services	268	133



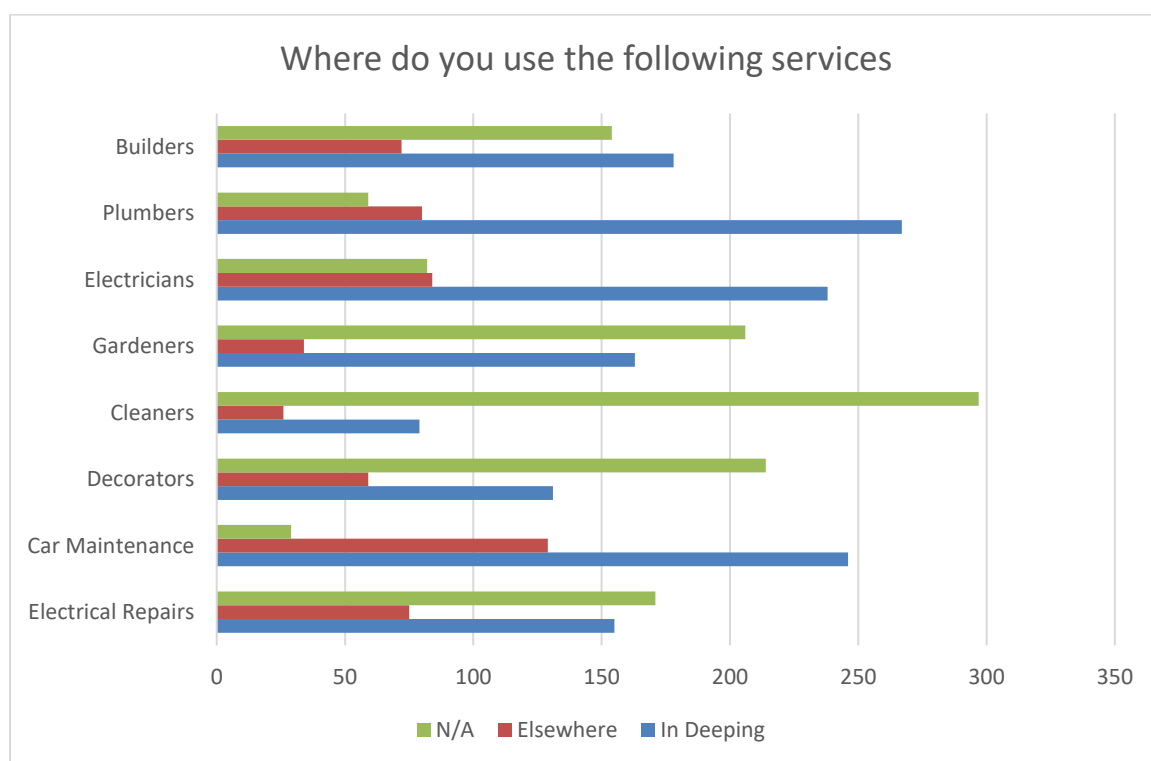
14. Where do you use the following Services? - part 1

	In Deeping	Elsewhere	Online	Not Relevant
Banking	107	111	103	4
Financial Advice	56	114	43	184
Insurance	12	90	271	26
Accountancy	29	69	13	278
Legal Services	112	94	14	171
IT services	84	58	41	208



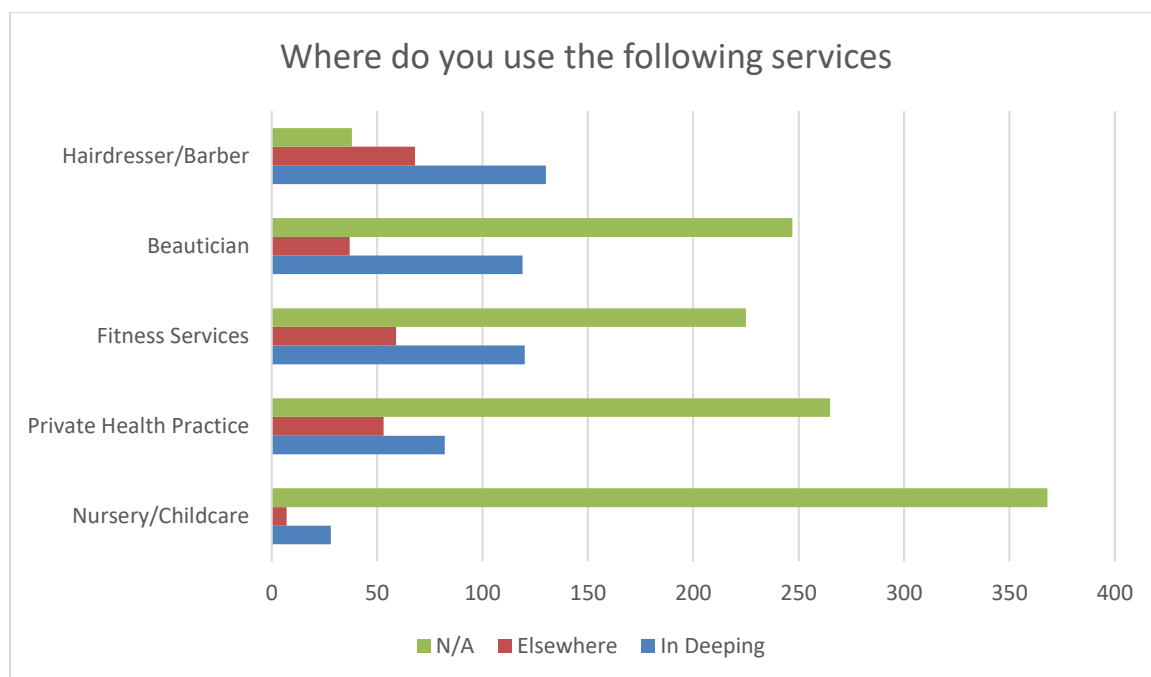
15. Where do you use the following Services? - part 2

	In Deeping	Elsewhere	Not Relevant
Builders	178	72	154
Plumbers	267	80	59
Electricians	238	84	82
Garden services	163	34	206
Cleaners	79	26	297
Decorators	131	59	214
Car maintenance	246	129	29
Electrical repairs	155	75	171



16. Where do you use the following Services? - part 3

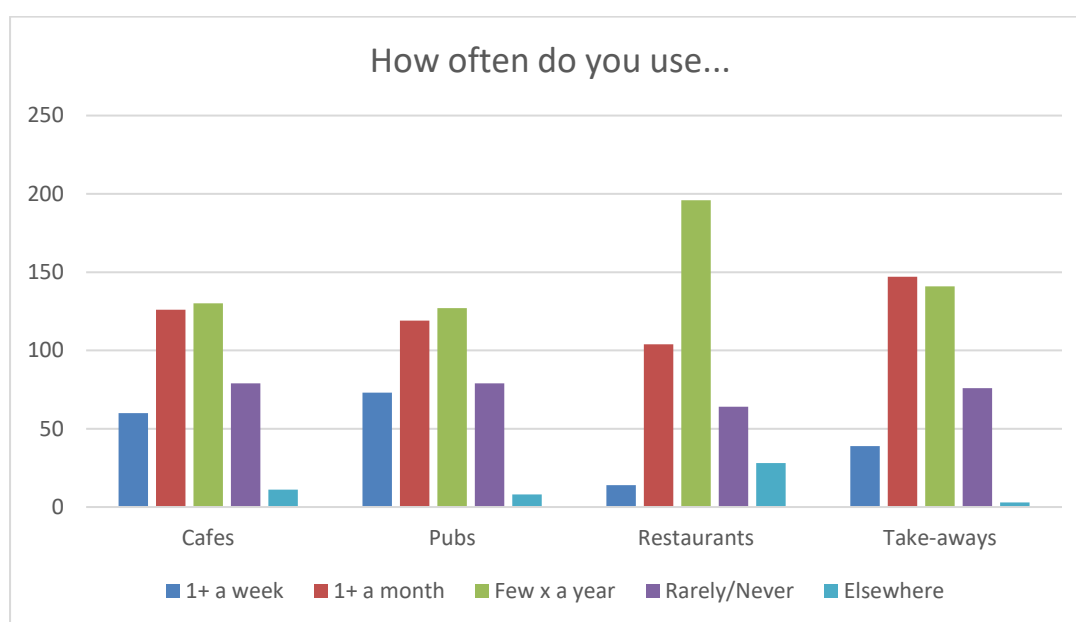
	In Deeping	Elsewhere	Not Relevant
Hairdresser/Barber	300	68	38
Beautician	119	37	247
Fitness Services	120	59	225
Private Health practice	82	53	265
Nursery/childcare	28	7	368



LEISURE

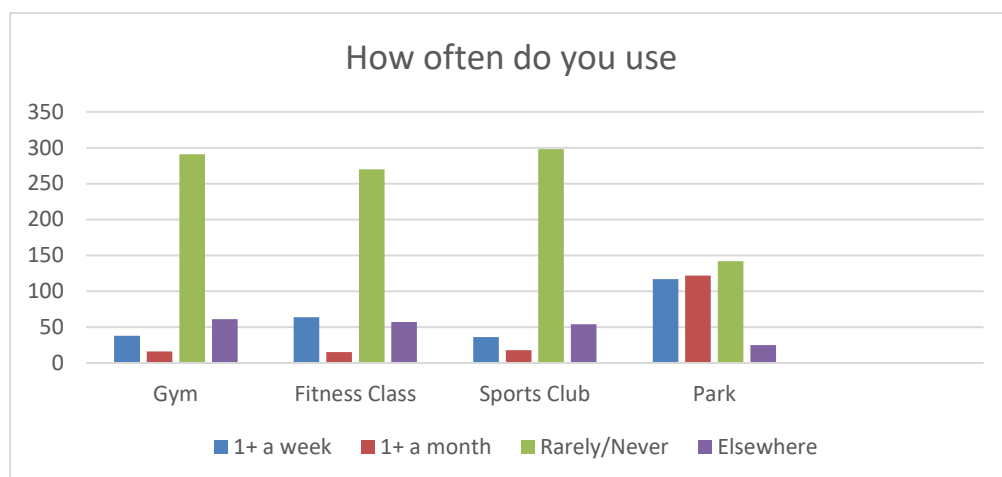
17. How often do you use the following leisure services in the Deepings? - part 1

	1+ a week	1+ a month	A few times a year	Rarely/never	Elsewhere
Cafés	60	126	130	79	11
Pubs	73	119	127	79	8
Restaurants	14	104	196	64	28
Take-aways	39	147	141	76	3



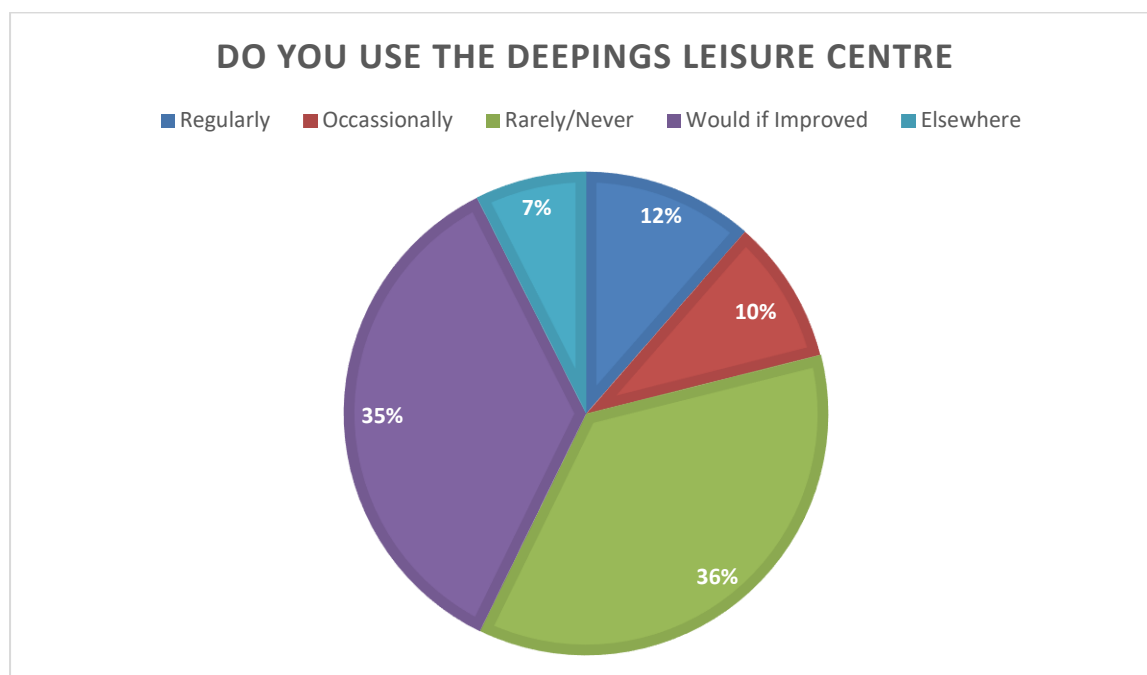
18. How often do you use the following leisure services in the Deepings? - part 2

	1+ a week	1+ a month	Rarely/never	Elsewhere
Gym	38	16	291	61
Fitness class	64	15	270	57
Sports club	36	18	298	54
Park	117	122	142	25



19. Do you use Deeping Leisure Centre? - please mark all options that apply

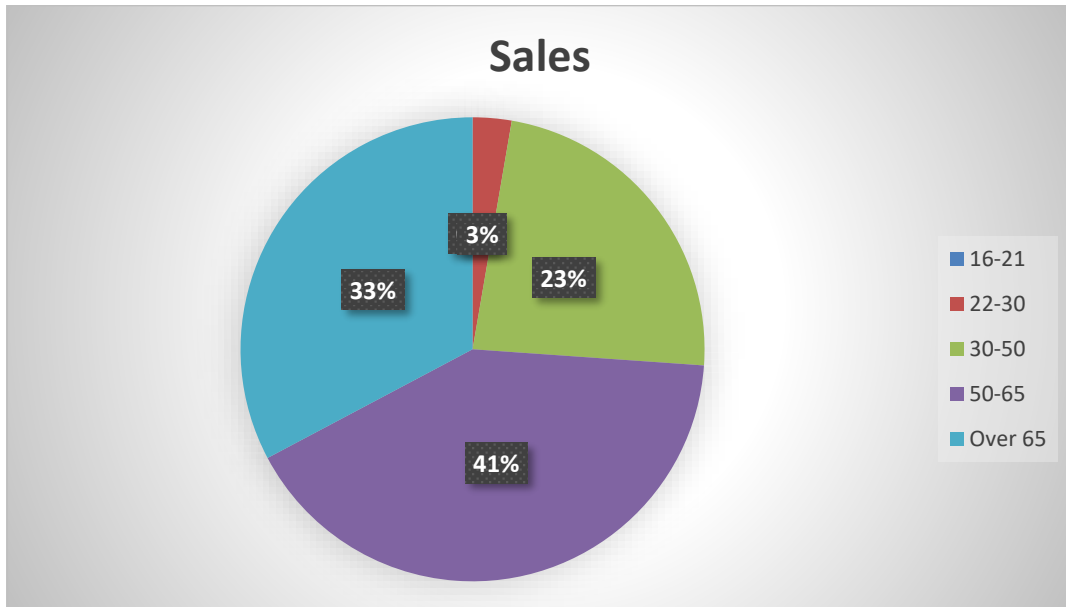
Regularly	Occasionally	Rarely/never	Only if improved	Elsewhere
57	48	180	176	37



ABOUT YOU

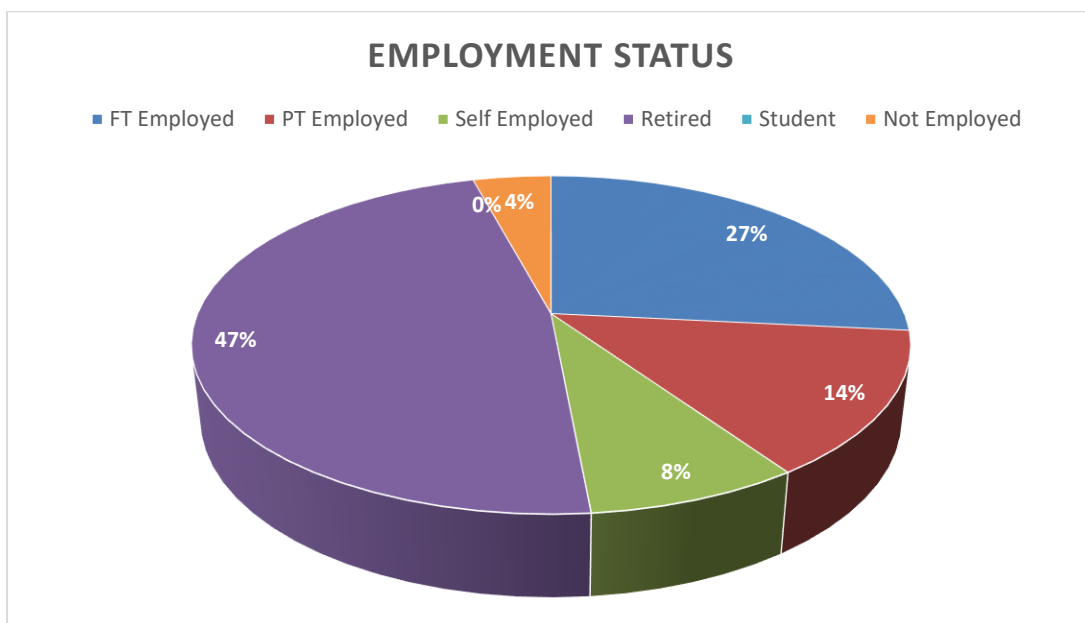
20. Your age group?

16-21	22-30	30-50	50-65	Over 65
0	11	95	167	133



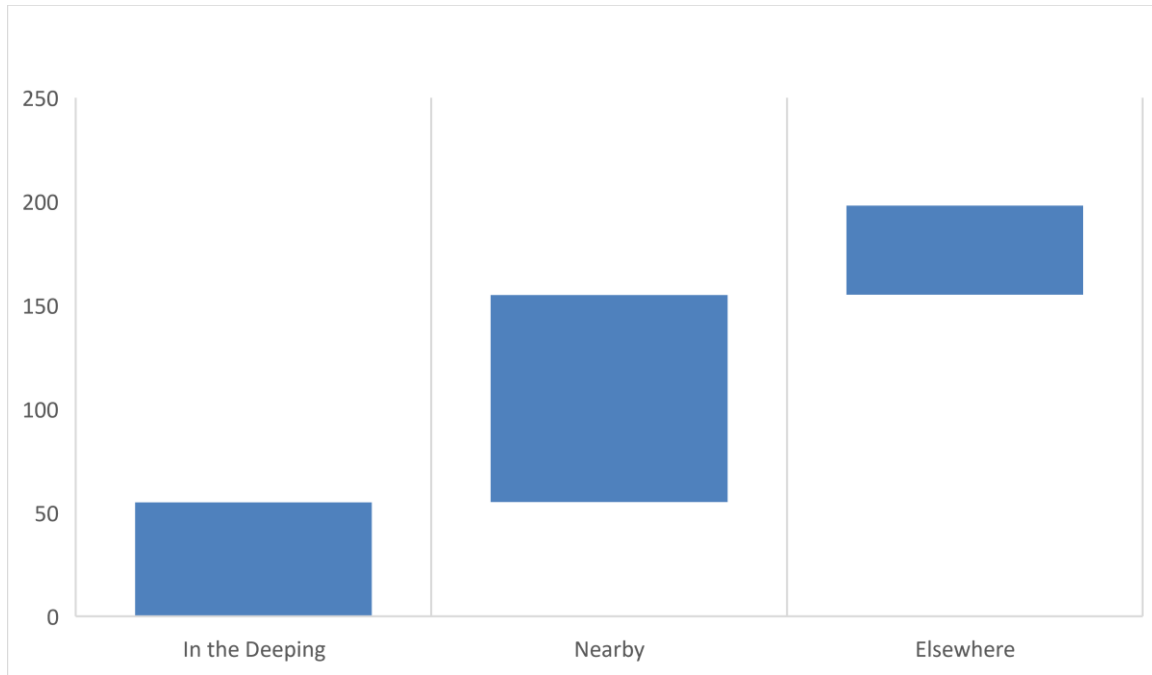
21. Occupation? - *if more than 1 option applies (i.e. you are employed but have a small second income from self employment) please select the option that provides most of your income.*

FT Employed	PT Employed	Self Employed	Retired	Student	Not employed
108	56	33	192	0	17



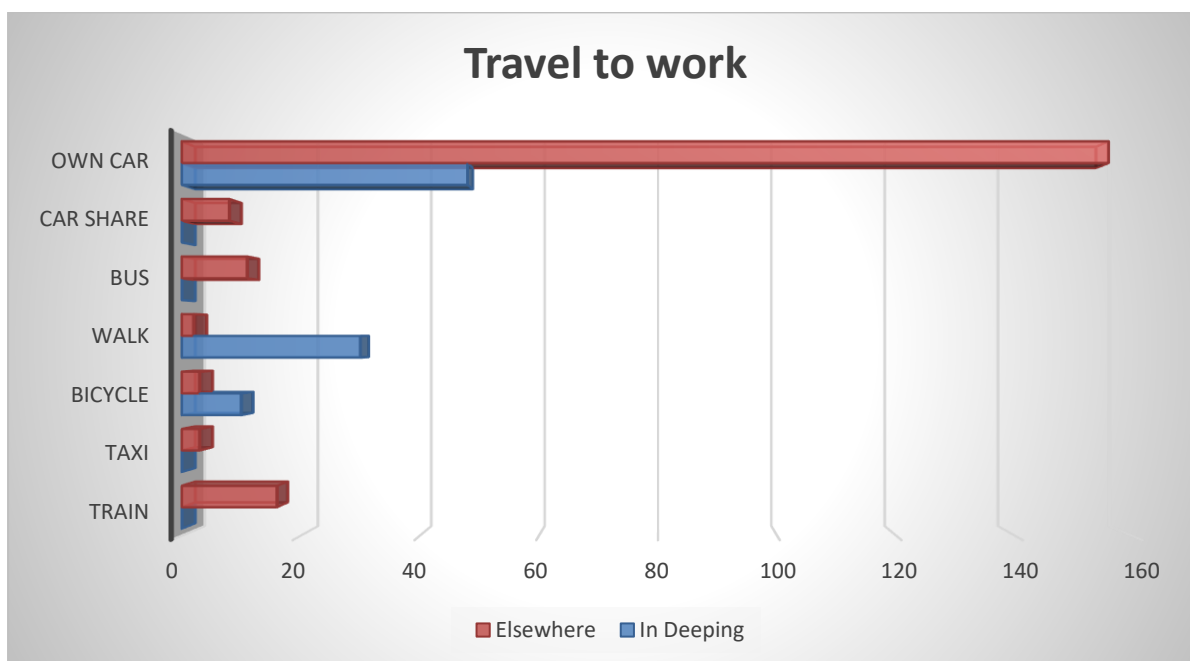
22. If you are employed or self-employed please indicate where? *If you work at multiple locations please select the answer for where you spend most of your working time.*

In the Deepings	Nearby < 10 miles	Elsewhere > 10 miles
55	100	43



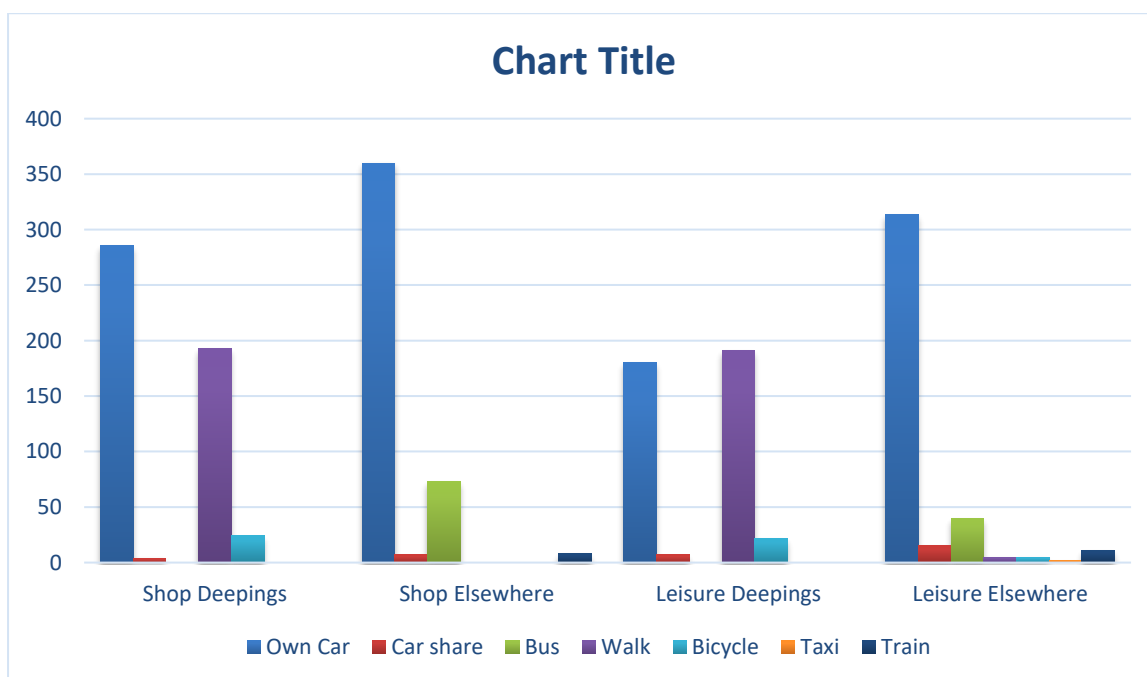
23. Finally please tell us about your journey to work. *Tick all that apply.*

	Work within Deepings	Work elsewhere
I use my car	48	156
I car share	0	8
By bus	0	11
I walk	30	2
By bicycle	10	3
By taxi	0	3
By train	0	16



24. Finally please tell us about your journey for shopping and leisure. *Tick all that apply.*

	My car	Car share	By bus	I walk	By cycle	By taxi	By train
Shopping Deepings	286	4	0	193	24	0	0
Shopping elsewhere	360	7	73	0	0	0	8
Leisure Deepings	180	7	0	191	22	0	0
Leisure elsewhere	314	15	40	5	5	2	11



Summary of key findings

Transport

Transport Survey

153 responses

The transport survey primarily sought to understand some of the barriers to greater adoption of sustainable travel, including active travel options like walking and cycling, and use of public transport.

The intention is to use the feedback to check that our proposed policies relating to transport will help to reduce the perceived barriers that people identified. Additionally, the survey asked questions that dealt with more general transport issues.

The responses showed that the greatest barriers to walking were concerns about the speed of traffic, the condition of pavements, and a lack of good routes.

For cycling, speed of traffic was also identified as a top issue, along with potholes and lack of dedicated routes.

The greatest barriers to travel by bus is a lack of services at required times, the distance to the nearest bus stop, and the cost of tickets.

The majority of respondents to the survey agreed that lower speed limits on residential roads would help to make the roads safer.

On the subject of parking, most people reported not having a problem parking near their home but parking near shops and other facilities was considered a problem by many.