

The Deepings Profile

This is a summary document based on a *Population and Place Topic Paper* in production for the emerging Neighbourhood Plan. It has been produced by Deepings First on behalf of Market Deeping (MD) Town Council and Deeping St James (DSJ) Parish Council. This version is to assist the Planning Department's work at South Kesteven District Council.

Page | 1

The document and its larger background paper is presented as part of the emerging evidence base for the Neighbourhood Plan. As a summary document much has been omitted; readers are invited to suggest constructive revision for periodic updates. The latest version will be available on the Deeping First web site (under construction).

'The Deepings' is a singular term used here to describe both MD and DSJ. Both West Deeping and Deeping Gate are excluded from the term as used here but have a strong association.

Contents

1. Location.....	2
2. History.....	2
3. Population growth.....	2
4. Community characteristics.....	3
5. The Deepings and its Rural Hinterland.....	3
6. Education, Entertainment and Sports.....	3
Appendix 1 : A note on Market Deeping Town Centre.....	4
Appendix 2: The Deepings Profile in numbers.....	5

1. Location.

The parishes of Market Deeping (MD) and Deeping St James/Frognall (DSJ) are in the District of South Kesteven, in South Lincolnshire. They are approximately 9 miles north of Peterborough, and 26 miles south of Grantham. The two parishes are part of 'The Deepings', indistinguishable to a visitor but have locally perceived differences. This term can also include the parishes of nearby Deeping Gate, and West Deeping; the latter village was also part of the early medieval Manor of 'East and West Deeping'. These areas are not formally part of the Neighbourhood Plan area despite their strong association.

2. History.

The name Deeping is Anglo Saxon and translates as 'deep places'.¹ 'East and West Deeping' appears in the Domesday book, and was the previous name for a larger area that includes the present Deeping St James and Market Deeping. The prefix 'Market' originated from 1220 and King Henry III's market charter, where a weekly market was held on a Wednesday. The market still takes place on that day.

The Deepings' prosperity in the 18th to 19th centuries was derived from (a) the coaching trade, as it was a staging stop on the London to York coaching route, and (b) the construction of the Stamford Canal in the 17th century. The canal circumvented the water mills (still present) and re-established the navigability of the river, opening access to the North Sea ports for the export of locally produced barley, rope, malt and grain and the import of cheap supplies of coal, timber and groceries. The decline of water-based transportation and the resistance to the provision of a railway station lead to economic depression in prosperity during the latter half of the 19th century. Today The Deepings has been revitalised supporting a wide range of commercial functions, and substantial housing growth.

DSJ has always had a slightly larger population. It is based around the Grade I listed Anglican Church of St James, the largest church in the whole of The Deepings. The current church was founded in 1139 by Benedictine monks² and replaced an earlier 9th century church on the same site³ DSJ's southern section is older and has a linear nature, meandering attractively along the contours of the River Welland. Its northern section presents housing mostly from the 1980's onwards.

In the 19th Century trade based on the River Welland meant that the Deepings were a vibrant, wealthy and busy place. Including Stowgate as part of the Parish, Deeping St James has had a long farming tradition and still has a number of thriving farms.

3. Population growth.

Population in the 1940's was around 800. Growth continued in the 1960s -1990's with a steady expansion of houses, businesses and services. The current population (year 2011) is over 13,000 with 5,555 households. A further 1000 or so households is likely to be added up to 2036 – this is a growth approaching 20% over the next 20 years⁴

¹ South Kesteven District Council. (2014). Conservation Area Appraisal and Management Plans: South Kesteven District Council. Available at: <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=1206&p=0>. & <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=9818&p=0>

² Deepings.co.uk.. *The History of the Deepings*. (2016). Available from Deeping Business Club: <http://www.deepings.co.uk/history-of-the-deepings.html>.

³ The Ancient Priory Church of Deeping St James'. E P Night.

⁴ The emerging Local Plan is allowing for 870 new households . It is presumed other windfall sites will increase that to about 1000. <http://www.southkesteven.gov.uk/index.aspx?articleid=12186>

4. Community characteristics.

- The strength of “community and belonging” is significantly higher in the district council area (SK) than nationally. A 2016 survey by Deeping First found The Deepings was particularly highly valued for its sense of community.
- The Deepings as a whole have higher household earnings than the county average, and slightly higher than the England average.
- There are comparatively high rates of *economically active* citizens and low rates of *economically inactive* citizens.
- The number of people out of work in The Deepings is similar to the national average.
- Detached housing is the most prominent housing type for The Deepings (54%), the England average is 22%. Terraced properties and flats are far lower in proportion than the England average.
- The majority of housing is owner occupied (78%). There is a very low number of social rented homes (10%) compared to the national average (18%). Private rented property is also low (10% against the national 15%).
- The demand for affordable homes is strong irrespective of size. There are about 300 applicant households with local connections on the SKDC waiting list.
- Houses cost nearly 15 times the average annual earnings of low paid workers. This is the same as the England average.
- Car ownership in The Deepings is significantly higher than the national average reflecting its rural location; however 12.5% of all households are *without* a car (the national average is 25.8%).

5. Local economy and The Deepings’ rural hinterland.

Many of those living in The Deepings and the immediate area tend to commute to work, with Peterborough offering considerable employment opportunities. Locally, the Northfields Industrial Estate offers an increasing range of employment associated with vehicle garages, warehouse operations through to communications, navigation and surveillance activity, and the very successful Eventus Business Centre (County Council supported). In recent years a large retail use and a gym have been established. The new Local Plan seeks to expand this employment area eastwards. Elsewhere, a large group of industrial properties also exists in Hards Lane, east of Froggall.

The town acts as the service centre within an identified rural ‘hinterland’. The hinterland represents a geographical area within which a range of retail and local services are carried out. Its catchment area is bordered to the north by the villages of Wilsthorpe and Baston, to the east by Deeping St Nicholas, to the south by Northborough and Maxey and the west by Tallington, Barholm and Greatford. This includes villages in the adjoining Districts of South Holland and Peterborough.

There are two supermarkets, a Tesco’s to the north of town, a small Co-Op that has recently moved from the centre of town. A central large retail unit is awaiting a new tenant (the previous Co-Op) Small local parades offer more localised services at Godsey Lane (a small local supermarket) , Manor Way, Rycroft Avenue (including a post office), and Crowson Way.

6. Education, Entertainment and Sports.

Much entertainment requires a journey to neighbouring towns (Peterborough, Stamford). The Deepings boast a strong community based infrastructure of local activities and events, including a well-used leisure centre (recognised as needing replacement), a community centre, a community run library, active churches, a 1600 pupil secondary school (a Business Academy), and 4 primary schools with capacity for 1200 children.

There is no cinema or theatre in The Deepings but it does boast 11 active pubs/bars/music venues.

Deeping Rangers Football Club is located to the north, sharing space with the MD Sports and Social Club. Deeping Rugby Union Football Club is located on the eastern perimeter of town. There are two outdoor bowls clubs, and a new commercial gym (Empire) in the town centre. Health activities are also promoted by the independent fitness studios Spinroom Studio and The Fitness Factory.

Appendix 1: A note on Market Deeping Town Centre

The town centre has a special character that underpins its role as one of the four principal market towns in the district. However Peterborough is only 9 miles to the south, so the town centre and other shops outside that centre primarily serves local needs (including the needs of adjacent villages).

Market Place is the focal point, with an historic plan form related to The River Welland. Traditional 18th and 19th C buildings line the principal streets of High Street, Horsegate, Market Place and Stamford Road echoing the line of the river bank to the south. A pleasant approach from the north along Church Street presents building unity with a broad similarity of scale and materials, and a broad width of road with deep grass verges. On its southern side, the River Welland is an important water feature and provides a contrast to the tightly packed town centre also contributing key views to and from the town centre.

Page | 4

There are few comparison retailers (clothes and electrical products) in the town centre. Units facing the High Street are dominated by independent retailers and by services such as hairdressers, health services, and food and drink outlets. The retail element of The Deepings is largely to the rear of the High Street, part of the 1960's linear 'Deepings Shopping Centre' with vehicle access from Godsey Lane. It was until recently anchored by a Co-Op food store (1430m² net sales area⁵) and the smaller 'Precincts' (12 small units).

There are a limited number of vacant units. The provision of service users within the town centre is nearly 11% above the UK national average confirming the convenience⁶ and service function of the centre⁷. New floor space is likely to relate to replacement of existing, but there are two new retail sites off Godsey Lane (at the junction with The Precincts) that await retail development.

Given the small scale of the town centre, its close proximity to Stamford and Peterborough, its principle role is to provide services for local residents who will most likely travel to larger town centres for a wider range of services, facilities and comparison retail goods.

The town centre is compact. As the range of shops is fairly limited, the levels of pedestrian movements are generally low. The footways are of a good standard and there is limited conflict between pedestrians and vehicles.

The town centre does have its own special character that will continue to be preserved and enhanced but it does not meet the area's shopping demands on its own.

Work carried out by local residents for The Deepings Green Walk⁸ provides recognition of how valued but geographically peripheral the town centre is to the population it serves, and the need to improve non-car access where practical. Further the corridor for shops and services is increasingly dispersed in clusters east-west along High Street/Horsegate and northwards up to Tesco's (1700m² sales area) and the Health Centre. New housing growth will be in the northern, and north-east quarter (near Tesco's); this will continue the trend of a large number of local journeys being made by car along the Godsey Lane corridor. The Deepings' second 'town centre' is thereby a dispersed cluster of services acting as a contrast to the traditional compact town centre, tending to encourage local journeys by car.

⁵ <http://www.nrr.co.uk/portfolio/properties/market-deeping>

⁶ Convenience retailing is the provision of everyday essential items, e.g. food, drinks, newspapers and confectionery

⁷ Savills South Kesteven Retail Study, data at March 2015

<http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=17282&p=0>

⁸ <https://www.deepingsgreenwalk.co.uk/>

Appendix 2: Deepings Profile in numbers

- **Population.** MD & DSJ have similar population figures, the combined population is 13,060 at 2011 living in a total of 5,555 households. In terms of age, the population structure is very similar to the England average.
- **Population mix.** There is a very low proportion of people from black or minority ethnic groups (3.9%) or born outside the UK (4.5%). The respective England averages are 20% & 14%.
- **Migration.** DSJ has shown an increase in inward migration - mostly in the 1-14 age group (inward family migration). MD in contrast has an increase in outward migration largely accounted for by change in the 15-24 age group.
- **Community belonging.** The strength of “community and belonging” is significantly higher in the district council area (SKDC) than nationally. A 2016 survey by Deeping First found The Deepings was particularly highly valued for its sense of community.
- **Earnings.** The Deepings as a whole have higher household earnings than the county average, and slightly higher than the England average. The percentage of people living in ‘income deprivation’ is significantly lower than the national average.
- **Economically active.** There are comparatively high rates of *economically active* citizens and low rates of *economically inactive* citizens.
- **Out of work.** The number of people out of work in The Deepings is similar to the national average.
- **In work.** The largest employment sector is in retail (16% of those employed), followed by health and social work and manufacturing. Those working in senior or in elementary occupations follow the national average.
- **House types.** Detached housing is the most prominent housing type for The Deepings (54%), the England average being 22%. Terraced properties and flats are far lower in proportion than found in the England average.
- **Housing tenure.** The majority of housing is owner occupied (78%). A very low number of social rented homes (10%) compared to the national average (18%). Private rented property is also low (10% against the national 15%).
- **Housing affordability.** Houses are nearly 15 times the average annual earnings of low paid workers. This is the same as the England average.
- **Local housing need.** There are about 300 applicant households with a local connection seeking affordable housing from the Council (‘the waiting list’) and about 660 existing occupied affordable units – all with very low turnover.
- **Low income.** The number of people claiming Housing and Council Tax Benefits and the number of people claiming Pension Credit are both well below the national average.
- **Car ownership.** Significantly higher than the national average reflecting its rural location. However, 12.5% of all households are *without* a car (compared to the national average of 25.8%) showing the continued importance of local bus services.