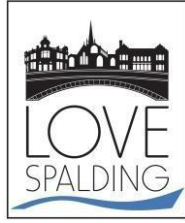


Spalding Town Centre Access and Use Survey Findings

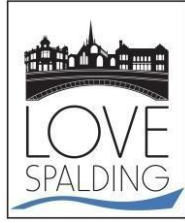
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Prepared by The Engaging People Company for Spalding Town Forum



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Executive Summary

Overview

The Spalding Town Centre Access and Use Survey took place between 3rd – 24th July 2023, with the aim of gaining an understanding into people’s sentiment and perceptions around the current access arrangements, which are covered by a Traffic Regulation Order. In addition, the survey also sought feedback on how the public are using the town centre, and their ideas for it.

The survey was run by Spalding Town Forum and was delivered under a new brand – Love Spalding – designed to reflect and promote pride in place.

Spalding Town Forum emphasised its commitment to listening to the feedback from the survey, and sharing the findings with the different organisations that need to be involved in shaping future improvements for the town centre.

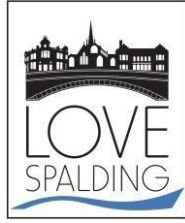
The survey was available online and hard copies could also be completed. The hard copy surveys were made available in the South Holland Centre and Boston College.

Engagement

Spalding Town Forum was keen to ensure that as many people as possible had the opportunity to share their views in the survey. A number of activities took place to drive engagement:

- Postcards and posters were developed to promote the survey, and these were distributed in key town centre locations, including in local businesses;
- Three four-hour long engagement sessions took place (Tuesday 4th July, Wednesday 12th July, and Saturday 22nd July). These sessions saw two interviewers promoting the survey via the postcards and the hard copy surveys in the market place);
- A letter promoting the survey was sent directly to 442 local businesses;
- An email about the survey was sent directly to 45 community groups and organisations;
- A briefing note was shared with councillors;
- Press releases were issued to promote the survey at its launch, and again prior to its close;
- Social media content was shared consistently through the survey period across South Holland District Council’s channels.





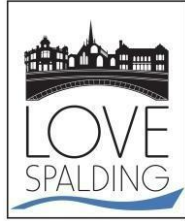
Response rate

The survey garnered 815 responses. This included 798 online responses and 17 written responses via hard copy surveys. The total sample size provides statistically robust findings, with a margin of error of +/-3% (at a 95% confidence level).

Themes

There are some themes that can be found in the feedback:

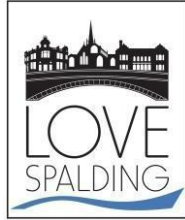
- **Town centre experience** – underpinning the feedback is a desire amongst respondents for a better town centre experience. This is evidenced throughout the responses, and whilst clearly there are different views, ideas, and suggestions of what this could look like, connecting all the responses is a strong appetite for a better Spalding town centre experience.
- **Opportunity for improvements** – aligned with the theme of town centre experience is the opportunity and scope for improvements.
- **Safety** – we also see the theme of safety in the feedback. There is a strong sense that respondents would like to be able to enjoy the town centre safely. This can be exemplified in the responses in the appetite for pedestrian-only access, but also within the feedback and suggestions around speed, traffic calming, parking, and addressing issues of anti-social behaviour.
- **Clarity and consistency** – there is also a desire within the feedback for clarity and consistency. Whatever rules apply in the town centre, respondents would like these to be made clear and be applied consistently. Respondents also want to see any rules enforced.
- **Emergency access** – commonly occurring in the feedback, and understandably, emergency access is a priority for respondents.
- **Interest** – the significant response rate to this survey indicates that people have a strong interest in the issues within the consultation. Town centre access and use clearly matters to local people.



Key findings

Part A: Town Centre Access

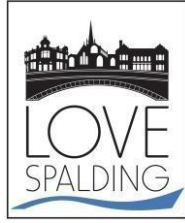
- 1.1 Overall, having **pedestrian only access is extremely or very important to 65.9%** of survey respondents underlining the value that people place on this issue. Pedestrian access is 'extremely important' to more than one third of respondents (36.2%), the most popular rating by respondents.
- 1.2 The significant number of respondents who think it is important to have pedestrian only access (no vehicles) in the town centre are, by far, most likely to mention that not allowing vehicles would mean a **safer and more pleasant shopping environment for pedestrians.**
- 1.3 In Spalding town centre, **51.4% of respondents feel that there should be emergency and essential use only** (e.g. blue badge holders, delivery vehicles) but no access for general public vehicles. This was the most popular response. This finding compares to 16.4% who would like to see no vehicle access at all and around one tenth (9.6%) who would like access for all vehicles and road users.
 - 1.3.1 Those selecting the option **no vehicle access at all** are likely to state there should be 'one rule for all'.
 - 1.3.2 Those saying **some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles), but no access for general public vehicles** are most likely to vehemently support unlimited access for emergency vehicles.
 - 1.3.3 Those saying **some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles), but no access for general public vehicles** are most likely to vehemently support unlimited access for emergency vehicles.
 - 1.3.4 Those wanting a **mix of access and the options (e.g. some access at some times)** are most likely to suggest allowing access exclusively to emergency vehicles between 10am – 4pm on any day.
 - 1.3.5 Those preferring **access for all vehicles and road users including the general public** think that opening up the town centre would liven it up, boost footfall and increase revenue for businesses.
- 1.4 The significant majority of respondents – 86.4% - would like to see no general vehicle access on **weekdays and Saturdays between 10am and 4pm.**
- 1.5 A slightly higher percentage (52.5%) of respondents want no general access on **weekdays and Saturdays outside of 10am – 4pm.** 47.5% of respondents who would like to see open access to all vehicles.
- 1.6 The most popular response to the question of **vehicle access on Sundays** was no general vehicle access (37.8%). This was followed by (28.3%) wanting no general vehicle access between 10am – 4pm on Sundays.
- 1.7 There is feedback that whatever **restrictions / regulations are put in place should apply consistently** across the week (including Sundays) to avoid any confusion or misinterpretation.
- 1.8 The access people most wanted to see was **delivery access** (53.8%) and **disability / mobility access**, cited by half of respondents (50.9%).
- 1.9 By far the key concern, should vehicle access be increased, is focused on the **safety of pedestrians** and the anticipation of an increased likelihood of accidents.



- 1.10 When asked about concerns about stopping vehicle access, a consistent concern was that **emergency vehicles are freely able to access the town centre at all times**. In addition, there is notable mention of the importance of **delivery access** to businesses in the town centre, to enable efficient trading.
- 1.11 There is a sense that many visitors to the town centre do not understand current access restrictions or, indeed, disregard restrictions and, hence, there is a **call for clarity**.

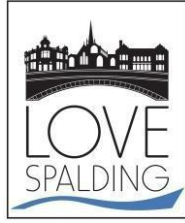
Part B: Town Centre Use

- 1.12 The majority of respondents (**82.6%**) of respondents are visiting **Spalding town centre at least weekly**, with 36.7% of respondents coming in 2-3 times a week, 28.2% visiting weekly, and 17.7% of respondents coming in daily.
- 1.13 The main reasons for respondents' visits to Spalding town centre are **banking (52.8%) and food shopping (51.2%)** with just over half of respondents choosing these two options as purposes for their visits.
- 1.14 The most popular types of place that the respondents are going to are **shops, banks, and the market**.
- 1.15 The most popular named places that respondents are going to are **Boots, Savers, the South Holland Centre, Bookmark, and Sainsbury's**.
- 1.16 The most popular locations that respondents are going to are the **Market Place, Sheep Market, The Crescent, and Red Lion Street**.
- 1.17 The most popular response to the question of how long people spend in town when they visit was **1 – 2 hours with 40.8% of respondents** choosing this option. Overall, **three quarters of visits (75.2%) to Spalding town centre are two hours or less**.
- 1.18 Around one tenth (9.6%) of respondents express **satisfaction** with the town centre, which includes 8.4% who are satisfied and 1.2% who are very satisfied. 42.9% of respondents express '**dissatisfaction**' and 20.7% declare a neutral statement, expressing that they are neither **satisfied nor dissatisfied**.
- 1.19 There are various comments around the drivers of satisfaction related to the **town centre experience**.
- 1.20 The most popular way to travel into Spalding town centre is **by car with some 77.1%** of respondents choosing this as a mode of transport. Almost **half of respondents (47.4%) travel in on foot**, suggesting that a good proportion of respondents live within close walking distance to the town centre.
- 1.21 Respondents feel that they can travel to Spalding with relative ease. Overall, around **84% of respondents expressed some degree of ease in their travel** to Spalding town centre.
- 1.22 **The easier a respondent finds it to get to Spalding town centre, the more likely they are to say they live nearby** and are able to walk. If driving, many find it easy to access the town by parking at Holland Market and / or Sainsbury's (a short walk into the town and up to 3 hours' free parking).
- 1.23 There is a **clear desire for improvement to the retail offering in the town centre (more shops / wider variety of shops / better quality shops / more enticing shops / more 'independents')** In addition, pedestrianisation of the town centre is highlighted as important to many.



Part C: About Respondents

- 1.24 **Respondents are most likely to be aged between 45 – 74 with around 67% of respondents falling into this broad age band.** This is made up of those aged 45 – 54 (22.3%) 55 – 64 (22.1%) and 65 – 74 (22.5%).
- 1.25 **Slightly more than half of respondents (53.1%) of respondents are female,** compared to **43.9% who are male.**
- 1.26 **Spalding, including Spalding town and the outskirts of town is where most respondents are from.**
- 1.27 The second most popular places are Pinchbeck (7.7%; around 1.9 miles from Spalding) and Holbeach (4.0% around 8 miles from Spalding).
- 1.28 **4.9% (38) of the respondents to this question run businesses in Spalding town centre** compared to 95.1% of the respondents who do not.



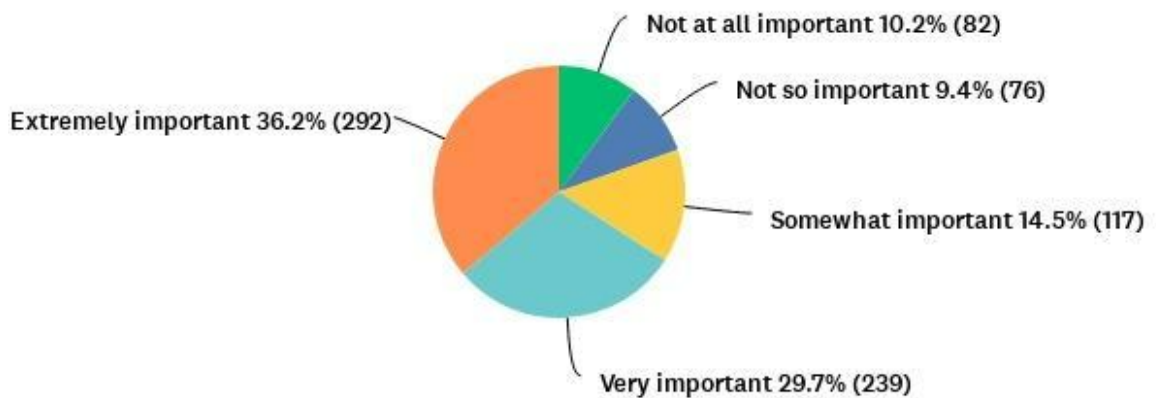
In-Depth Report

PART A: Town Centre Access

1. How important to you is having pedestrian only (no vehicles) access in the town centre? This means that vehicles are not able to come in to the town centre

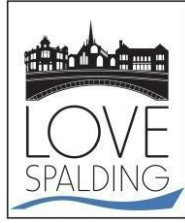
The most popular response to this question was 'extremely important', with more than a third of respondents (36.2%) to this question choosing this option. Overall, having pedestrian only access is extremely or very important to 65.9% of respondents to this question (531 people), underlining the value that people place on this issue.

One tenth of respondents stated that pedestrian only access is not at all important.



Rating	%	Number
Not at all important	10.2	82
Not so important	9.4	76
Somewhat important	14.5	117
Very important	29.7	239
Extremely important	36.2	292

Response rate to this question: 806 people / 99% of respondents to this survey



2. Reasons for response to the previous question – *How important to you is having pedestrian only (no vehicles) access in the town centre? (unprompted)*

The significant numbers thinking it **important** to have pedestrian only access (no vehicles) in the town centre are, by far, most likely to mention that not allowing vehicles would mean a **safer and more pleasant shopping environment for pedestrians**.

More space to roam, unrestricted by pavements, would be beneficial to all, but particularly so for those with disabilities / mobility issues.

There are many mentions of **bad driving / speeding** and **terrible parking**, leading to dangers when crossing roads and an increased likelihood of accidents.

Issues with cyclists riding on pavements, cited by some, pose a further danger to pedestrians.

There is some spontaneous mention at this stage, albeit at a low-level, that any **access restrictions are not expected to apply to emergency vehicles**.

There is some observation, however, that **current access restrictions are not widely acknowledged or properly enforced**.

[Extremely important] "An important aspect to safer shopping. Easier to cross the road, better for wheelchair users. Creates a calmer shopping experience."

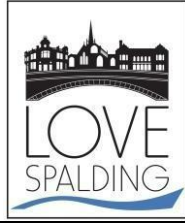
[Extremely important] "Have had to move quickly out of the road as cars are frequently driving through and sometimes much faster than they should do at any time."

[Extremely important] "Dangerous double parking, cyclists going the wrong way and pedalling at speed with no consideration for anyone, electric scooters, school pupils pulling wheelies all over."

[Extremely important] "Yet emergency services will need access!"

[Extremely important] "Allegedly this is the case now but it is not enforced. That's what needs to change."

[Extremely important] "When the cobbles were laid we were told it would be pedestrian access only apart from emergency and delivery vehicles, and we could safely walk where we liked. This is not the case. People drive through when they like."



The comparatively small number of respondents thinking it **not important** to have pedestrian only access (no vehicles) in the town centre are most likely to cite that allowing vehicles ...

- ... livens up the town centre
- ... provides increased footfall for businesses
- ... is essential for deliveries to businesses
- ... and for shoppers to pick up heavy or bulky items
- ... provides parking
- ... allows those with mobility issues to easily access town centre facilities

[Not at all important] "The town is dead. The more people the better even in vehicles."

[Not at all important] "Traffic would encourage more people into the centre and it would have a much 'livelier' atmosphere."

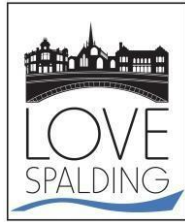
[Not at all important] "This is an impossibility - vehicles need to access town centre for a wide range of reasons e.g. market, delivery, emergency etc."

[Not at all important] "Pedestrian only has damaged the town and cut off areas such as the Sheep Market for easy access and traffic is flowed towards the supermarkets and therefore out of the town centre where majority stay."

[Not at all important] "It is vehicles that bring most trade into Spalding. We should therefore have no restrictions on vehicle flow or parking. ALL parking restrictions and other things such as one-way streets should be abolished immediately."

[Not so important] "There is a need for all the town centre businesses to be accessed for the purposes of deliveries and disabled users."

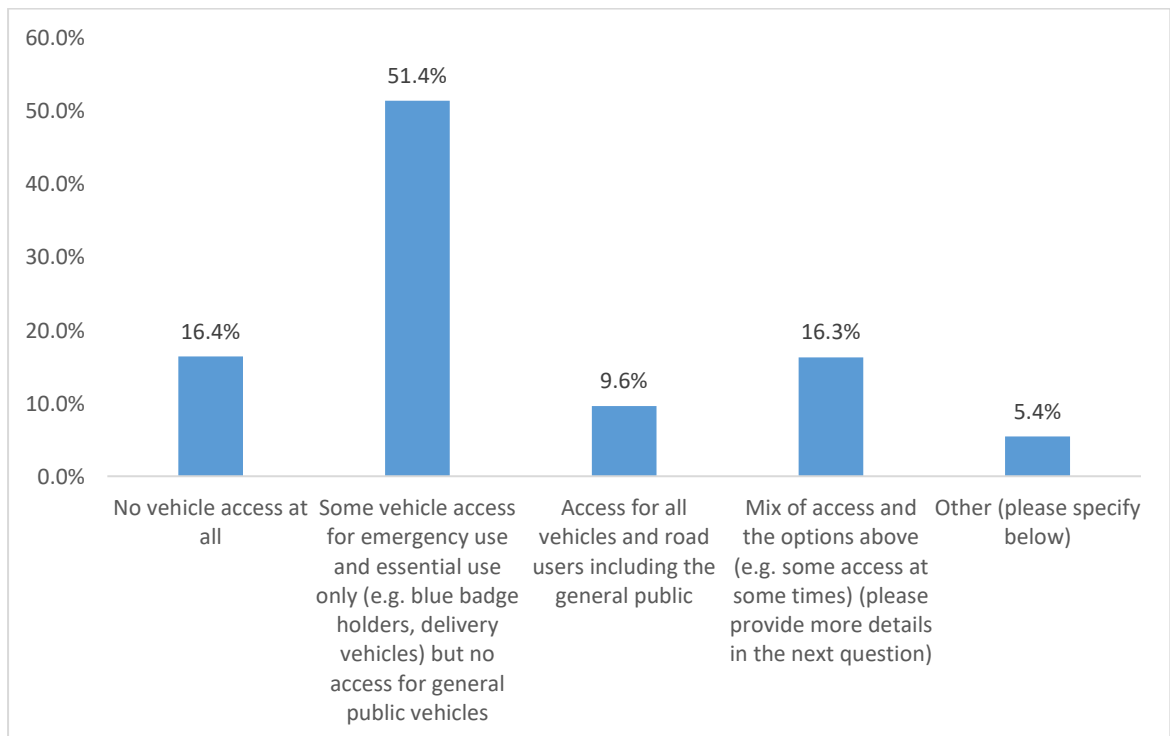
Response rate to this question: 502 people / 62% of respondents to this survey

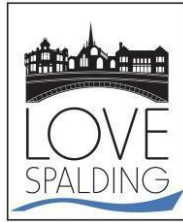


3. Which statement best describes your views. ‘In Spalding town centre, there should be...’

More than half of the respondents to this question (51.4%) would like to see some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles), but no access for general public vehicles. This compares to 16.4% who would like to see no vehicle access at all and around one tenth (9.6%) who would like access for all vehicles and road users. Another 16.3% would like to see a mix of access and the options.

The narrative responses emphasised emergency access as a priority, and an appetite for delivery access which we see in the statistical findings. Comments focused on the hours of access, and different suggestions were put forward, with market day being identified as requiring special treatment. In addition, we see some comments about the type of vehicles that should be let in and which should not. It is important to note that as just 11% of respondents to this question offered a narrative comment, these qualitative responses can only give some insight into sentiment.





Option	%	Number
No vehicle access at all	16.4	133
Some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles) but no access for general public vehicles	51.4	417
Access for all vehicles and road users including the general public	9.6	78
Mix of access and the options above (e.g. some access at some times)	16.3	132
Other (please specify)	5.4	44

Response rate to this question: 804 people / 99% of respondents to this survey

The majority of the narrative responses to the 'other' question emphasised the need of **emergency access**.

"Obviously vehicular access in an emergency is essential."

"Emergency vehicles only as it is in Stamford."

"Emergency vehicles only between 10 and 4."

To a lesser extent, responses also reinforced the need for **delivery access**, and access for tradespeople.

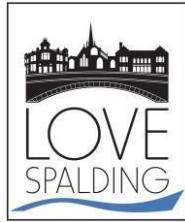
"Business needs to have ability to have deliveries for us, public access needed to our front of shop as we have no back access."

"Delivery vehicles at beginning and end of day and need council permission to use the roads by exception like Mansfield."

Other comments focused on the **hours of access**, with various suggestions put forward.

"No commercial vehicles between 10am and 4pm."

"Mornings til 10am afternoons from 5pm."



"No vehicle access between 9am and 5pm."

"Specify which vehicles are allowed but between certain hours only."

"Evening access is needed."

Market days were also referenced as requiring different treatment with the general sentiment being no access on market days.

"Access for all except on market days."

"Emergency access only on market days."

"Market days should be vehicle free except for market stall holders."

There were also some remarks about **limiting and stopping** certain types of vehicles coming in including, bikes, scooters, and lorries.

"There should be no vehicular access at all including a ban on cyclists in pedestrianised areas."

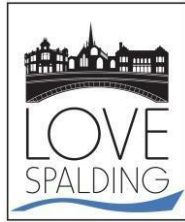
"No access at all to bicycles or scooters."

"No lorry access."

Some comments concerned **Blue Badge access** and a lack of appetite for this in some of the comments. There were a few suggestions that this could be located elsewhere.

"Make Blue Badge area elsewhere nearby."

"Blue Badge holders should be included in the exclusion."



There were a few comments about **letting certain types of vehicles in**, namely taxis and buses.

"Love to see buses dropping and collecting."

"Exception: taxis, buses, emergency and delivery vehicles."

Parking also was highlighted in some of the comments with suggestions about what this could look like in future.

"One hour parking ticket free then no more."

"30 to 40 minutes parking only."

Other comments were **varied**, and amongst the ideas included references to greater **clarity and enforcement**.

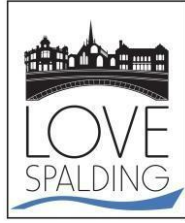
"Either all access or no access."

"These restrictions do need to be enforced."

"I think you could create a central hub for sole traders / outdoor seating and a more modern communal vibe."

"Much easier access in and around the whole area and a much better flow for pedestrians overall. The town centre does not feel like a nice place to be in so many ways."

"Mainly pedestrians only but there should be a clear cycle way in both directions."



4. Please explain a little more about your answer to the previous question – *Which statement best describes your views. ‘In Spalding town centre, there should be ...’ (unprompted)*

Those selecting the option **no vehicle access at all** are likely to initially state there should be ‘one rule for all’, although many do then go on to say that emergency vehicles should be the exception to the rule.

[No vehicle access at all] “Should be a no vehicles access, otherwise will be exactly like now, nobody respect the actual rule, and the excuse will be againwe don't have resources to enforce it.”

[No vehicle access at all] “As the current system doesn't work, just have a blanket ban. Obviously emergency vehicles would have access at all times.”

[No vehicle access at all] “I am fed up of the total disregard drivers have for parking in Hall Place. I would only like to see the disabled and emergency vehicles.”

[No vehicle access at all] “No vehicles during the restriction time other than those with a siren. No blue badges during the time. I am a blue badge holder. No cycles during restriction.”

Those saying **some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles), but no access for general public vehicles** are most likely to vehemently support **unlimited access for emergency vehicles**.

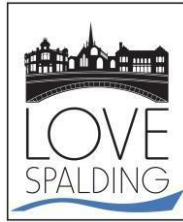
Where delivery vehicles are specified in responses, there is some low-level mention that they might be best restricted to specific times.

Although blue badge holders are typically acknowledged as requiring easy access to facilities, there is some low-level mention that they should be limited to parking in a designated area.

[Some vehicle access for emergency and essential use only] “Be safer not to have lots of traffic in town but appreciate some vehicles such as emergency vehicles will still need access.”

[Some vehicle access for emergency and essential use only] Blue Badge holders should have designated parking as these people park wherever the hell they like.”

[Some vehicle access for emergency and essential use only] “Important to let emergency vehicles through. Blue badge holders need to be able to park close to shops in most cases. Delivery lorries could have a smaller ‘window’ of time. - i.e. 8.30am- 12pm.”



Those wanting a ***mix of access and the options above (e.g. some access at some times)*** are most likely to suggest allowing access **exclusively to emergency vehicles between 10am – 4pm on any day.**

Although some think **such restrictions should apply to market days only** – with other ‘essential’ vehicles able to access the town centre on non-market days.

[Mix of access] “Only emergency access in day time. Plenty of disabled parking ... nearby. Delivery after 4pm.”

[Mix of access] “There should be no access between 10 and 4. Deliveries should happen outside these hours. More blue badge spaces should be provided on the edge of the prohibited areas.”

[Mix of access] “During market days I would like no vehicle access except emergency vehicles.”

Those preferring ***access for all vehicles and road users including the general public*** think that opening up the town centre would liven it up, boost footfall and increase revenue for businesses.

Noting some suggestions for **speed restrictions / traffic calming measures.**

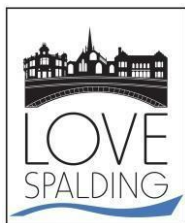
[Access for all] “Shops need all the help they can get.”

[Access for all] “So many vehicles, including bicycles and vans use it anyway, it may as well be open to everyone. Maybe more people would come then. Town centre is dead most days.”

[Access for all] “Rather than everyone having to park at Sainsbury’s and walk no further town centre access would keep the shops alive and used.”

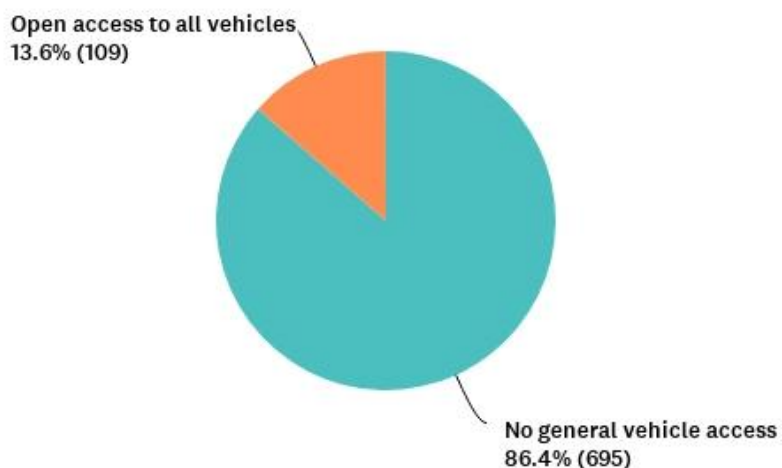
[Access for all] “A restricted speed limit (20mph) Limited free parking Drop off provision.”

Response rate to this question: 343 people /42% of respondents to this survey



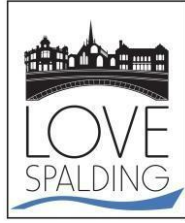
5. Which answer best describes what vehicle access you would prefer on weekdays and Saturday between 10am - 4pm

The significant majority of respondents to this question – 86.4% - would like to see no general vehicle access on weekdays and Saturdays between 10am and 4pm. This compares to 13.6% of respondents who would like open access to all vehicles on these days and times.



Option	%	Number
No general vehicle access	86.4	695
Open access to all vehicles	13.6	109

Response rate to this question: 804 people / 99% of respondents to this survey



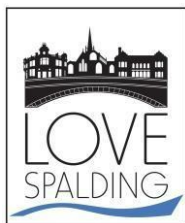
6. Which answer best describes what vehicle access you would prefer on weekdays and Saturday outside of 10am – 4pm (for example, early mornings, later afternoon and evenings).

Responses to this question are fairly evenly split, with a slightly higher percentage (52.5%) of people wanting no general access compared to 47.5% of respondents who would like to see open access to all vehicles on weekdays and Saturdays outside of 10am – 4pm.



Option	%	Number
No general vehicle access	52.5	425
Open access to all vehicles	47.5	384

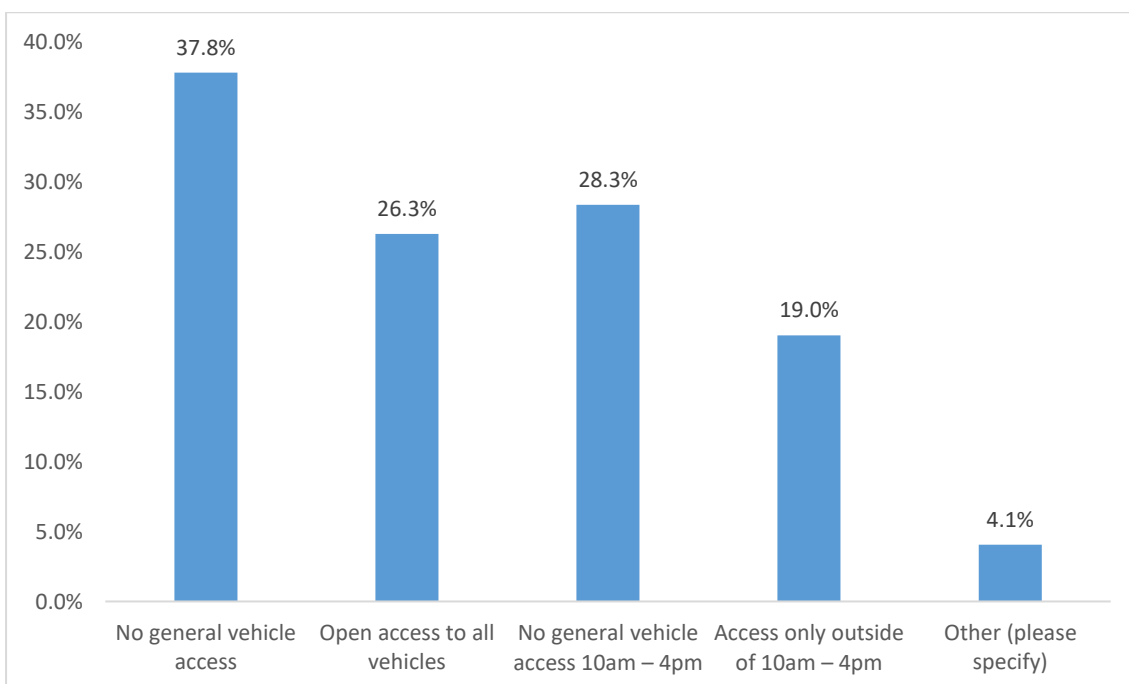
Response rate to this question: 809 people / 99% of respondents to this survey



7. Which answers best describe what vehicle access you would prefer on Sundays.

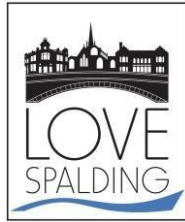
The most popular response to this question was no general vehicle access (37.8%) on Sundays followed by no general vehicle access between 10am – 4pm (28.3%). Just over a quarter of respondents (26.3%) would like open access to all vehicles. Around a fifth (19%) would like access only outside of 10am – 4pm.

The narrative responses to this question were limited and as such can only give some insight into sentiment. However, responses included limiting access for special events and market days, suggestions around the timing of access, and the need for simplicity and consistency. Some of the comments also underlined the clear divide in appetite for full or no access.



Option	%	Number
No general vehicle access	37.8	308
Open access to all vehicles	26.3	214
No general vehicle access 10am – 4pm	28.3	231
Access only outside 10am – 4pm	19.0	155
Other (please specify)	4.1	33

Response rate to this question: 815 people / 100% of respondents to this survey



A number of the comments in response to the 'other' option related to stopping access when **special events** are taking place, and on **market days**.

"On some Sundays you may need to close for special events i.e. fairs, parades."

"Open access apart from when events are staged."

"Market days and special events – no vehicle access."

Other comments related to the **timing of access**, and suggestions were offered for what this could look like.

"Delivery vehicles before 9am or after 5pm."

"No deliveries between 10am and 4pm."

"All vehicles except no commercial vehicles between 10am – 4pm."

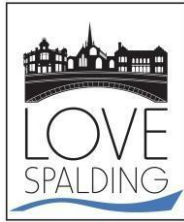
"No access till after 6pm."

Other comments differentiated between having **full access and no access**, underlining the clear divide in appetite for town centre access.

"No general vehicle access (there's no other option I'd choose)."

"Open access to all vehicles."

"Either full or no access at all."



There were remarks about the need for **simplicity and consistency**.

"Easier to apply if it's the same every day."

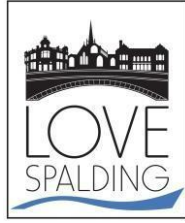
"Let's keep it simple."

Other comments related to **speeding and parking**.

"I would like to see open access for all with speed restriction (5mph) and limited parking restriction."

"With 10mph speed limit."

"Vehicles allowed with parking and speed restrictions."



8. Please explain a little more about your answers to the previous questions. (unprompted)

There is notable mention that whatever restrictions / regulations are put in place **should apply consistently across the week** (including Sundays) to **avoid any confusion / misinterpretation**.

“One consistent rule applying to everyone, then no one can say they are confused with different rules at different times.”

“Less confusion if the restrictions apply every day.”

“If there is one rule for all days it is easier to signpost and nobody gets confused.”

Being able to access a safe town centre, and at all times, (so, no vehicle access) is important to many who responded to this question.

“Should be a safe place for people to walk about.”

“The town centre should be a safe place to walk for all. People should be able to amble, looking at shops and chatting without having to dodge bicycles, cars and vans.”

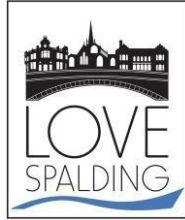
There is some suggestion that a **vehicle-free town centre / market place might be used for holding events**, such as in the evenings and on Sundays, to help **bring the town to life**.

Cafés / restaurants could make use of more outdoor space (creating a **café culture**).

[No general vehicle access] “The market place and general town centre could be made more vibrant not only on market days but events on Sundays or school holiday week days too.”

“Opening up the centre as a large pedestrian space with plenty of greenery, tulips and outdoor cafes etc would bring vibrancy to the centre and attract more customers to the area.”

“Sunday would be a prime time for family events and for safety it would be great to have no vehicle access.”



However, there was some response, albeit small in number, that **restrictions might be applied on busier, market days only.**

"Maybe not open access to all vehicles on market days - Tuesdays and Saturdays. But every other day - yes. Let's open up Spalding for business!"

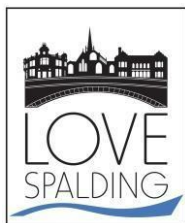
"Just keep it closed on market days."

There is some sentiment coming through that any **restrictions put in place must be enforced**, otherwise, what is the point?

"It is pretty much open access anyway. I was walking through town when an electric bike came the wrong way up the road and nearly hit me. The police van was coming the other way and they didn't bother to stop him to tell him off."

"I think a variety of options have been tried previously but with the lack of police enforcement I think you would be better off considering no access apart from essential/emergency."

Response rate to this question: 241 people /30% of respondents to this survey



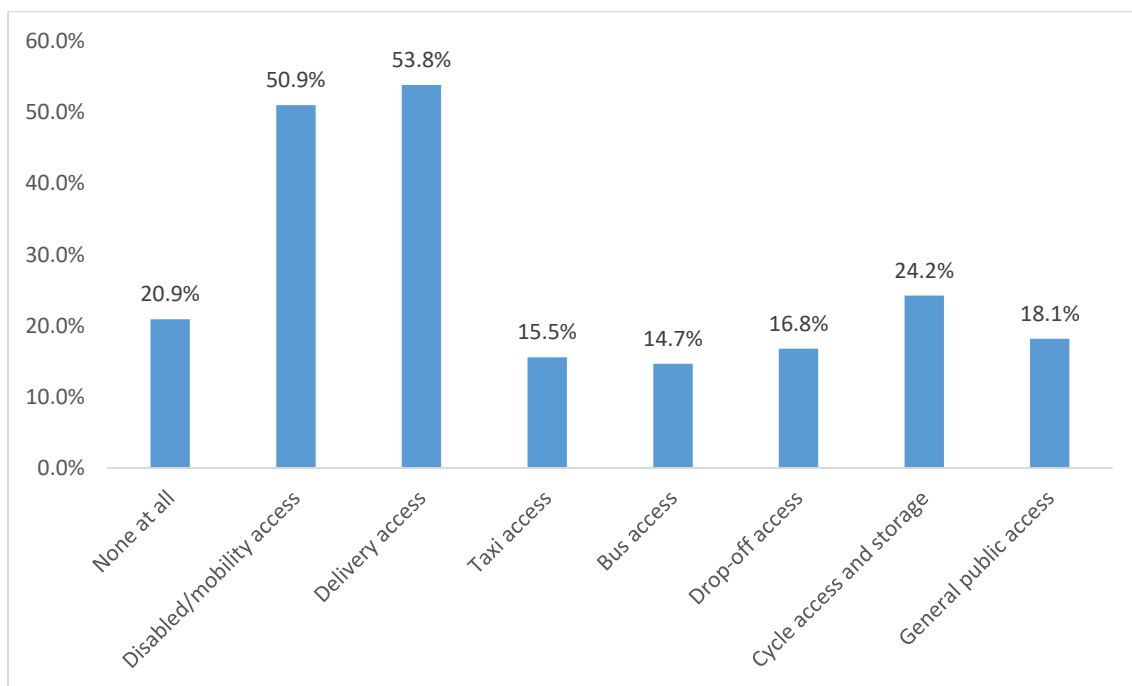
9. What sort of vehicle access do you think we need to have in Spalding town centre

The access people most wanted to see was delivery access (53.8%) and disability / mobility access, cited by half of respondents (50.9%).

Almost a quarter would like to see cycle access and storage (24.2%) with just around one fifth (20.9%) wanting no access at all. This was just slightly more than the 18.1% who would like to see general public access.

Taxi access and bus access were the least popular options with around 15% choosing both of these.

Around 100 narrative responses were received. These highlighted the need for emergency access, reflecting feedback elsewhere in the survey. Other forms of transport access were also referenced, namely bus, disabled and mobility, cycle, and taxi. Suggestions were once again offered around the timing of access.





Option	%	Number
None at all	20.9	168
Disability / mobility access	50.9	410
Delivery access	53.8	433
Taxi access	15.5	125
Bus access	14.7	118
Drop-off access	16.8	135
Cycle access and storage	24.2	195
General public access	18.1	146

Response rate to this question: 784 people / 96% of respondents to this survey

The main narrative response to this question was around **emergency vehicle access**, underlining the importance that respondents have placed on this type of access elsewhere in the survey.

"Emergency service access."

"Emergency access only between 10am and 4pm."

"Emergency vehicles only."

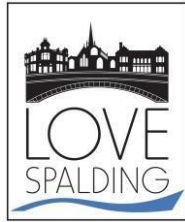
Other comments related, once again, to **timing of access** and suggestions on what this could be were offered.

"Nothing between 9 – 5."

"Free access outside 10 – 4."

"No commercial vehicles between 10am – 4pm."

"Only at certain times."



There were a number of comments about **bus access and use**.

"Small bus access would be useful i.e. In To Town services."

"Bus access ONLY if the bus service in town was significantly improved."

"There needs to be a bus stop in town."

A few comments were shared about **disabled access and parking**, and access by those using **mobility aids**.

"Disabled access before 10am and after 4pm."

"Disabled parking alongside Coney's."

"Accessible for wheelchair users and those using mobility aids."

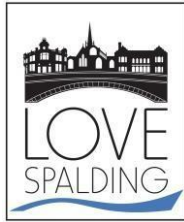
"Use Red Lion Street for disabled parking only."

Feedback and suggestions were shared around **cycle access and storage**, albeit with some restrictions on cycle use.

"I would tick cycle access but it needs to be policed as people ride through town on electric bikes and scooters."

"Cycle storage, but a cyclist can push their bike to the storage area."

"No riding cycles through town between 10am and 4pm."



There were remarks about a desire for **open access**.

"ALL VEHICLE ACCESS."

"All access."

Taxi use and access was referenced in a few of the comments.

"No taxi ranks. Call Connect drop off would be useful."

"Taxi rank in Sheep Market during the day time and Red Lion Street area at night."

Other comments related to **controls – speed, and bollards**.

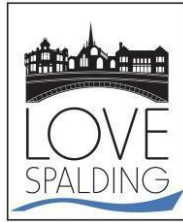
"5mph speed limit for any vehicles."

"Needs to be controlled with a bollard access system."

Other comments indicated a desire for **simplicity and clarity**, referenced **active travel**, and highlighted the need for **waste collection access**.

"People are confused about the current rules regarding town centre access."

"We need to facilitate active travel in the town centre."



10. Can you tell us any concerns you have about increasing vehicle access – letting vehicles come into the town centre more? (unprompted)

By far the key concern, should vehicle access be increased, is focused on the **safety of pedestrians** and the anticipation of an **increased likelihood of accidents**.

With some specific, but low-level mention of, **concern for the elderly**.

“Dangerous and inconvenient with pedestrians having to be aware continually of bikes, cars etc. rather than casually walking through town.”

“If we know the town is pedestrianised then stepping off the pavement to cross the road is safer for everyone to shop in Spalding. There are plenty of car parks nearby.”

“It is a miracle no one has been killed already. Increasing vehicles would make that more of a risk.”

“Lots of people wandering about town especially elderly people. Restricting vehicular access will keep people safe.”

There is some mention, albeit small, that the **growing popularity of electric vehicles is likely to increase risk to pedestrian safety** as they are so quiet.

“As a pedestrian the vehicles come up behind you without you realising they are there especially electric ones.”

“With more electric cars on the roads they are not always heard approaching so if the town centre is open more accidents could occur.”

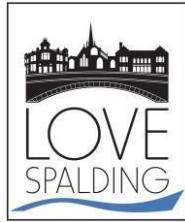
Dangerous / bad driving, such as **speeding** and / or **‘illegal’ parking**, is a notable concern.

“Complete disregard by many motorists for traffic signs which leads to uncontrolled and selfish parking.”

“It seems like a free for all. Vehicles seem to drive over all parts of the paved area. There are no clear parking spaces so cars are just left anywhere.”

“Speeding, traffic fumes, cars blocking every available space, joy riders, boy racers.”

“Speed and attitude of some carrying on like they have the right of way.”



There is some worry expressed about **increased pollution levels / poor air quality**.

“Increased carbon emissions, environmental pollution, noise, and danger to active travellers.”

“Road violence is increasing across the country and adding more cars to the town centre will lead to accidents and injury. The increase in cars will also reduce air quality.”

And, to a lesser extent, some mention of **noise pollution** too.

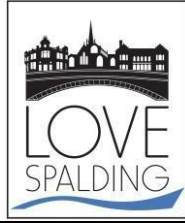
“Traffic noise, pollution, creating an environment where people have to look out for vehicles whilst walking through the centre.”

“Despite restrictions the town centre is already too full of vehicles, with their noise and fumes and the unappealing attitude of drivers - which will hardly change in Lincolnshire. Police are unwilling to enforce any restrictions or standards so the only safe way is to exclude (almost) all vehicles.”

Dangerous cycling in the town centre is also a concern for some.

“It's time we had a strict no vehicle policy between 10-4, to allow pedestrians to enjoy the town safely. This includes cyclists, who are often cycling the wrong way!”

“It's a very narrow road and traffic goes both ways. With cycles rushing through too. So even on pavements it is very unsafe.”

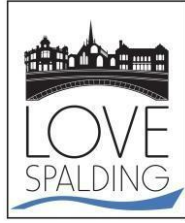


There is some mention of a **need to enforce 'restrictions' efficiently.**

"The rather obvious concern is safety to those of us that walk about in the town centre. It is easy to just have to step off of the kerb to let somebody past but forget to look, especially dangerous are electric/hybrid vehicles with their silent approach. At the moment the seemingly privileged seem to regard the town centre as a free car park without any fear of getting a parking ticket, indeed last week there must have been over 20 vehicles cluttering up the area with some double parked. Increasing vehicle access will only exacerbate this. The complete lack of any kind of enforcement just encourages the entitled and lazy to park there for however long they want."

"A low-speed limit would need to be in place. And regular parking enforcement checks."

Response rate to this question: 486 people / 60% of respondents to this survey



11. Can you tell us any concerns you have about stopping vehicles coming into the town centre? (unprompted)

It is, understandably, important that **emergency vehicles are freely able to access the town centre at all times.**

“Emergency vehicle access would be needed for medical emergencies or police presence. Nothing else is necessary.”

“As long as emergency vehicles are permitted and essential deliveries, that's all that's needed.”

There is notable mention of the importance of **delivery access** to businesses in the town centre, to **enable efficient trading.**

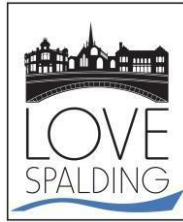
With some low-level mention that deliveries could be restricted to outside of trading hours.

“Deliveries for shops, they need them (conveniently) to be able to operate. If you restrict shop delivery access we'll have empty shops impossible to fill (even more so in this environment).”

“At some times of the business day, access is needed for drop offs, collections, deliveries, setting up of market stalls. If this is stopped completely there would be a drop in the footfall and usage of the areas and encourage people to go to more accessible places in the future.”

“It would become difficult for some businesses to deliver or accept deliveries if there were no access at all to the centre. Not every business has an alternative entrance to their property other than the high street access.”

*“Only that emergency vehicles **MUST** have access, and unless rear unloading areas are available, shops need access for deliveries to enable them to trade. (Maybe restricted hours).”*



There is some concern about how **those with mobility issues / blue badge holders** would be able to access the town centre should vehicles not be allowed.

“The only concern is disabled access enabling blue badge holders closer access to the shops.”

“We need to ensure that those who have no alternative e.g. those with demonstrable mobility issues, have the means to access services.”

“Would only be concerned for blue badge holders only if they couldn’t access shops/banks. Have specified blue badge holders and not generalised “disabled”. I am deaf so classed as deaf but I can walk from car parks.”

Some mention, albeit low-level, that stopping vehicle access completely would **make the town centre less attractive to visitors, less viable for businesses, thereby ‘killing the town’**.

“If you stop vehicles coming into the town centre it will become even more ‘dead’ with Springfields taking such a large footfall. The town really has to have a USP to attract people.”

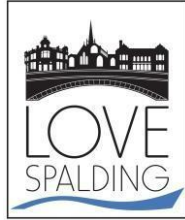
“Stopping, or restricting, vehicles coming into Spalding town centre is what is killing it and driving trade away. This is why we have so many empty shops.”

There is a **question mark over whether and how any regulations / restrictions might be (effectively) enforced.**

“Police officers are not stopping even if they are seeing cars parked on white zig zag, so a change in their approach should happen.”

“My major concern about stopping vehicles is those who force their way through anyway, and then beep and try to force you aside when you cannot move very quickly, and those are usually the ones who shout and swear at you. Bullies. I’m not sure how well stopping vehicle access could be enforced.”

Response rate to this question: 425 people / 52% of respondents to this survey



12. Please use this space if you would like to share any thoughts and ideas around pedestrian and vehicle access in Spalding town centre (unprompted)

There is a sense that many visitors to the town centre **do not understand current access restrictions or, indeed, disregard restrictions** and, hence, there is a call for clarity.

"If restrictions are put in place re vehicle access then ENFORCE it - WHEEL CLAMPS, FINES!"

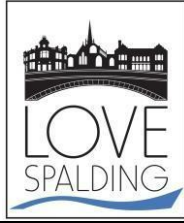
"It's a mish mash of dated regulations confusion and a don't care attitude that's been allowed to mature into what is now seen as normal...rules are rules and should be enforced."

"At the moment vehicles are still driving through the town centre even though the pedestrian only times are in place. This can cause confusion or accidents when people are not expecting vehicles to be driving down the road! The town centre needs to have strict laws in place regarding access between certain times, and which vehicles can drive through, which are enforceable."

'Rise and fall' bollards / automatic barriers are suggestions to control vehicle access into the town centre more effectively (but allowing access for emergency vehicles, delivery vehicles, for example).

"Rise and fall bollards, which could be controlled by a CCTV operator and a voice system to allow delivery vehicles and disabled / emergency vehicles access."

"Rising bollards at the Broad Street entrance would stop illegal entries. Drivers completely ignore the current signs knowing that the area is not policed. The rising bollards can be operated by a pass card given to emergency vehicles."



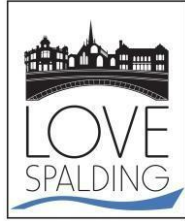
Cyclists and e-scooter users riding on pavements are mentioned by some as a significant threat to pedestrian safety, which needs to be addressed.

“Cyclists and e-scooters using pedestrian paths are the biggest nuisance in the town.”

“Cycling on pavements is very dangerous in Spalding and this also needs enforcement and more signs up.”

“Cyclists have got to be stopped they are a menace to pedestrians - they have total disregard.”

Response rate to this question: 298 people / 37% of respondents to this survey

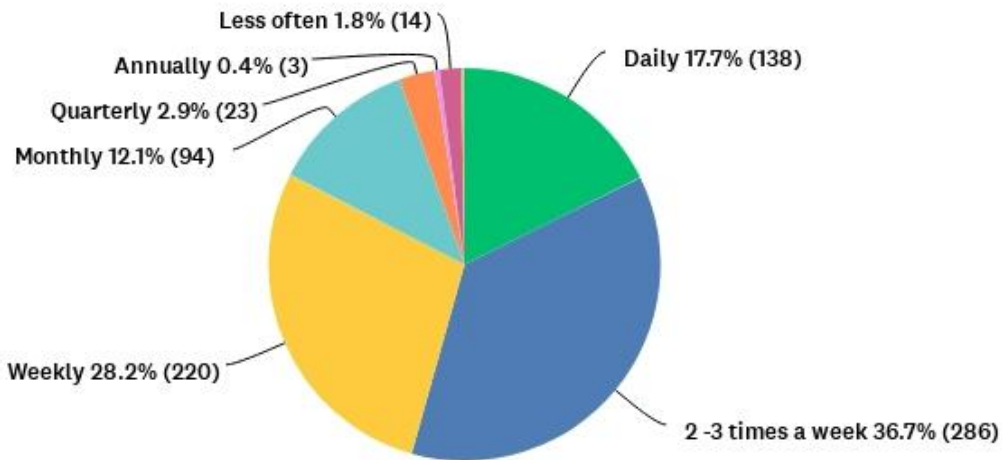


PART B: Town Centre Use

13. How often do you visit Spalding town centre?

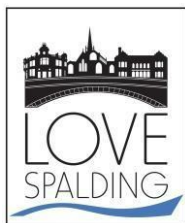
The majority of respondents (82.6%) of respondents are visiting Spalding town centre at least weekly, with 36.7% of respondents coming in 2-3 times a week, 28.2% visiting weekly, and 17.7% of respondents coming in daily. This indicates that respondents to this survey have a good knowledge and experience of using Spalding town centre.

Conversely, just 17.2% of respondents are less frequent visitors, on a monthly basis or less often.



Option	%	Number
Daily	17.7	138
2 – 3 times a week	36.7	286
Weekly	28.2	220
Monthly	12.1	94
Quarterly	2.9	23
Less often	1.8	14
Annually	0.4	3
Never	0.3	2

Response rate to this question: 780 people / 96% of respondents to this survey



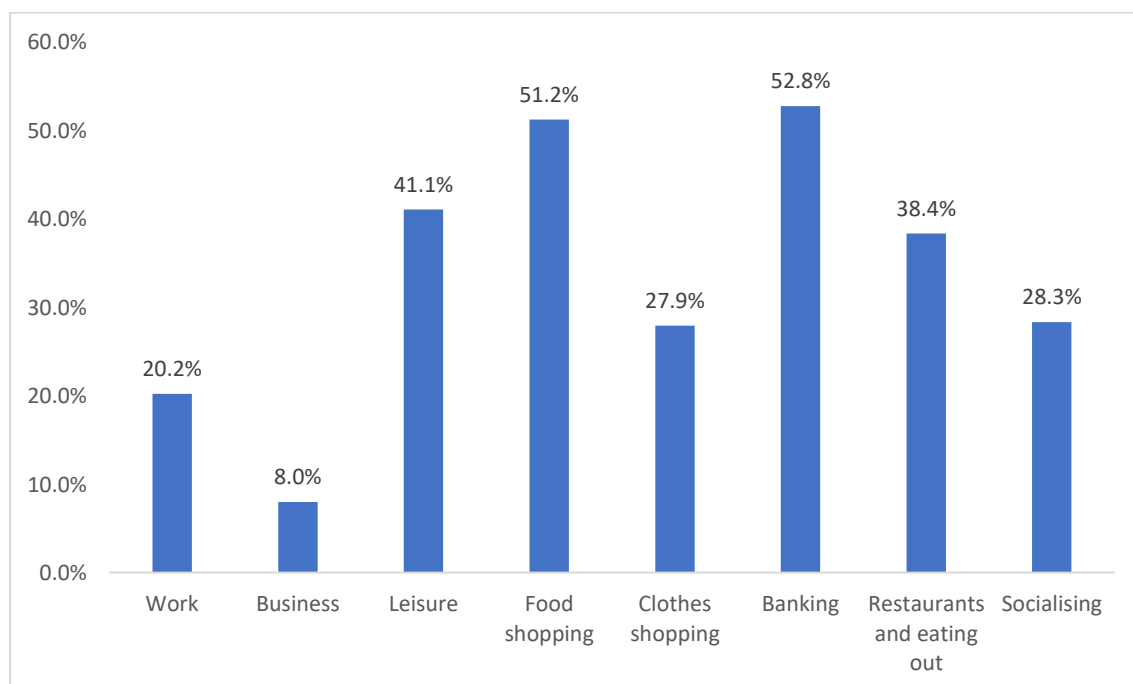
14. What are the main reasons for your visits to Spalding town centre?

The main reasons for respondents' visits are banking and food shopping with just over half of respondents choosing these two options.

Also popular are leisure (41.1%) and restaurants and eating out (38.4%) as reasons to visit the town centre. This is followed by socialising at 28.3%.

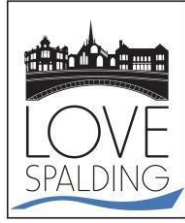
One fifth of respondents come into the town centre for work. The least popular reason for people to visit Spalding town centre is business, with just 8% of respondents citing this.

Within the narrative responses, shopping – and various types of shopping - was most frequently referenced as reasons to visit the town centre. Visiting chemists/pharmacy, opticians, and hairdressers were also referenced a number of times.



Option	%	Number
Work	20.2	157
Business	8.0	62
Leisure	41.1	319
Food shopping	51.2	398
Clothes shopping	27.9	217
Banking	52.8	410
Restaurants and eating out	38.4	298
Socialising	28.3	220

Response rate to this question: 750 people / 92% of respondents to this survey



There were varied responses to the 'other' option which are detailed below.

The most common response to this question was themed around **shopping**, detailing the different types of retailers respondents visit.

"Bits and bobs shopping."

"Gift shopping."

"Toiletries shopping."

"Try to shop as much as possible in town so will use the shops that I can."

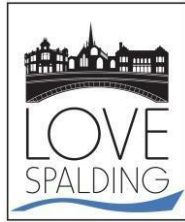
Within the theme of shopping, there were also comments on the shopping offer available in Spalding town centre.

"Plus, the odd shop that isn't closed!"

"We used to do socialising and shop for clothing but recent shop closures have forced us to find more choice elsewhere."

The other most commonly cited suggestions to this question were:

- Chemists / pharmacy – this was cited by 21.6% of respondents who offered an 'other' response;
- Opticians / eye care / eye appointments – 11.8 % of respondents referenced these;
- Hairdressers – 8.2% of respondents stated the hairdressers as a main reason;
- Market – cited by 7.3% of respondents;
- 'Browsing' – 4.5% of respondents state that they come into browse;
- Library – 3.6% of respondents are coming into the library;
- Boots – this was mentioned by 3.6% of respondents;
- Book shop – 2.7% of respondents state that they visit a book shop.
- Coffee – 2.7% of respondents said they come in for a coffee.



"I like to walk from my home, use the coffee shops, chemists and browse what little there is there before walking home. I live about 30-minute walk from town centre. It is pretty along the river."

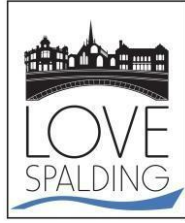
"South Holland Centre shows and films."

"Meeting friends/family for a walk and a coffee."

"Library, dentist, other shopping (e.g. Bookmark, Sue Ryder shop, stationery, white goods, travel agents, chemists, opticians."

"Chemist, opticians, news agents, hairdressers, civic centre."

109 comments = 14.5% of respondents to this question.

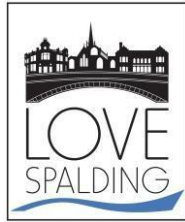


15. What places (e.g. particular streets, specific shops) do you go to during your visit to Spalding town centre?

There was a variety of responses to this question, with respondents detailing the types of places they visit, the areas they go to, and the specific shops they spend time in when they visit Spalding town centre.

Penningtons Factory Shop new look WH Smith Lloyds Bank s Halifax Barclays
 Centre closed Opticians Smiths Cafes Market Place Red PACEYS Sainsbury s
 New Road book shop town Winsover Road Sainsbury Coneys Superdrug
 Curtis Hall Place Sheep Costa Greggs HSBC B M Chemist bakery
 Broad Street Hall Place Crescent Holland Market
 Charmed Interiors Place Sheep Market etc
 Market Place Hall Flowers Things Costa Holland Barrett
 charity shops go Sheep Market card shop
 Savers Super drug Market Place clothes shops
 shops Gibbs Bank Bon marche Boots Boots Savers
 market market place sheep
 South Holland Centre Lloyds Crescent
 High street Bookmark Santander Red Lion Street Mainly
 Place Hall Place coffee shops Hall Place Place Bridge Street
 Peacocks Specsavers town centre B Q Greggs Booths
 Card Factory heron area pharmacy Nationwide Bridge Street
 Boots Superdrug Simpson butchers Butchers Street New Road Sainsburys
 Hall Place Red NatWest visit hairdressers eating Place Red Lion many
 Simpsons boots greggs Red lion superdrug boots Yorkshire Trading Vine Street
 W H Smith Library

Response rate to this question: 579 people / 71% of respondents to this survey



The most popular **types of place** that the respondents are going to are shops, banks, and the market.

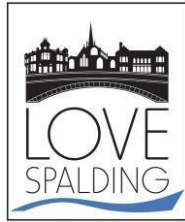
Type of place	% cited
1. Shops (all shops)	23.5
2. Bank	13.9
3. Market	7.4
4. Chemist / pharmacy	4.9
5. Cafes and coffee shops	3.3
6. Butchers	2.4
7. Hairdressers	2.0
8. Opticians	2.0
9. Library	1.7
10. Bakery	1.2

“Book shop, charity shops, library, bank, all other shops, eating and drinking places.”

“All charity shops, market, book shop, bakery.”

“Pharmacy, bank, lunch in the middle of town.”

“Coffee shops, hairdressers, chemist shops.”



The most popular **named places** that respondents are going to are Boots, Savers, the South Holland Centre, Bookmark, and Sainsbury's.

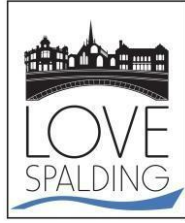
Named place	% cited
1. Boots	11.9
2. Savers	7.0
3. South Holland Centre	6.7
4. Bookmark	6.0
5. Sainsbury's	4.7
6. Superdrug	4.2
7. Peacocks	4.1
8. Greggs	3.6
9. HSBC	3.1
10. Card Factory	2.9

"Boots. Superdrug. A bank occasionally. Coneys until it closed."

"Boots, Greggs, Savers, Superdrug, and Gibbs Shoes."

"Banks, Boots, South Holland Centre."

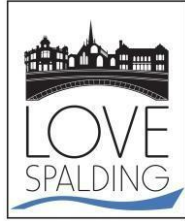
"Boots, Barclays, Penningtons, Bookmark, Spalding Baptist Church, Savers, W H Smith."



The most popular **locations** that respondents are going to are the Market Place, Sheep Market, The Crescent, and Red Lion Street.

Location	% cited
1. Market Place	10.8
2. Sheep Market	6.3
3. The Crescent	6.2
4. Red Lion Street	6.0
5. Hall Place	4.4
6. Holland Market	4.4
7. Town centre	4.1
8. Broad Street	4.1
9. New Road	2.4
10. High Street	1.5

<p><i>“Market Place, Hall Place, Holland Market, Sheep Market, Winsover Road.”</i></p>	<p><i>“Main town centre, Hall Place, Sheep Market, Sainsbury’s.”</i></p>
<p><i>“Red Lion Street, Crescent, Hall Place, Sheep Market, Broad Street, Market Place (most places)”.</i></p>	<p><i>“Red Lion Street, Market Place, Hall Place, The Crescent, Francis Street, Sheep Market.”</i></p>



16. How long do you generally stay in Spalding town centre when you visit?

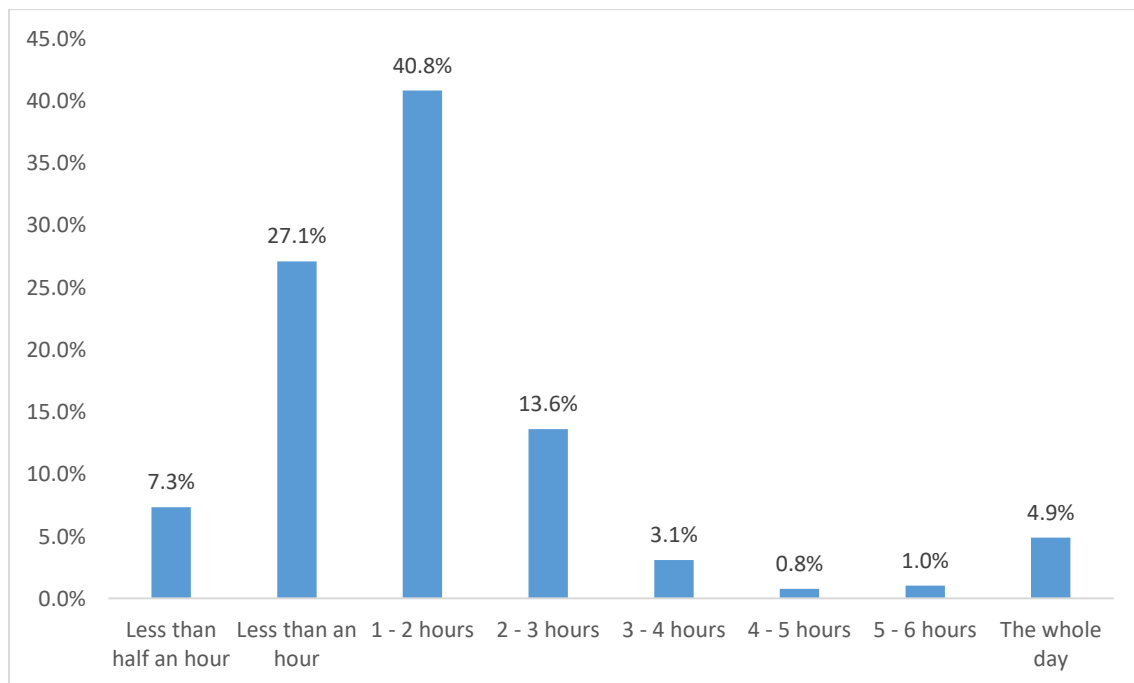
The most popular response to this question was 1 – 2 hours with 40.8% of respondents choosing this option.

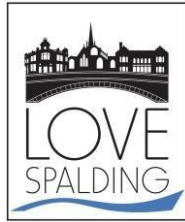
34.4% of respondents spend less than an hour in the town centre, with this figure made up of 27.1% of respondents who state they spend less than an hour, and 7.3% spending less than half an hour.

Overall, therefore, three quarters of visits (75.2%) are two hours or less, meaning respondents are spending relatively short periods of time in the town centre when they visit.

Just 6.7% of respondents are spending more than 4 hours in town when they come in.

There were just 28 narrative responses to this question. These centred on the time that people spending in town varying and the length of visit relating to a work purpose. There were some remarks that people deliberately limit the time they spend in the town centre, and a few comments outlining what impacts on the length of time spent.





Option	%	Number
Less than half an hour	7.3	57
Less than an hour	27.1	211
1 – 2 hours	40.8	318
2 – 3 hours	13.6	106
3 – 4 hours	3.1	24
4 – 5 hours	0.8	6
5 – 6 hours	1.0	8
The whole day	4.9	38

Response rate to this question: 768 people / 94% of respondents to this survey

There were just a few narrative responses to the question but the most common comment related to the **'varied'** time that people spent in the town centre.

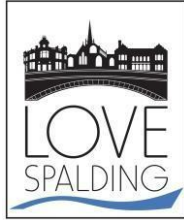
"Varies a lot. If a shopping trip includes the library (especially use of computer) for example it may well be more than 2 hours. If I've come to a show at the South Holland Centre then it certainly will."

"Obviously varies depending on needs."

Other comments related to the **purpose of visit being work or business** which would influence the length of time and frequency with which respondents are coming in.

"Only because I'm working."

"The whole day for work, never for shopping as there is nothing work to go to town to shop."



A few comments focused on **deliberately limiting the amount of time** that respondents spend in the town centre.

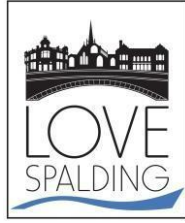
"As short time as possible."

"I try to be as quick as possible."

Other comments highlights what **impacts the length of time** spent in the town centre.

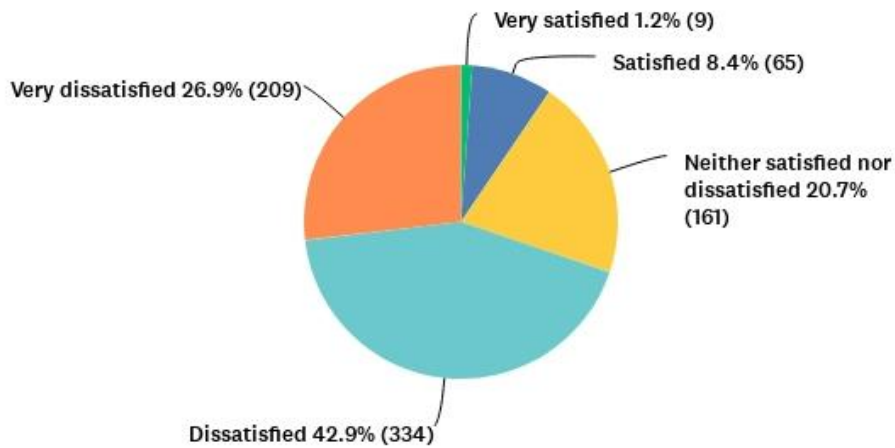
"Would stay longer but for parking restrictions."

"It depends on what's on."



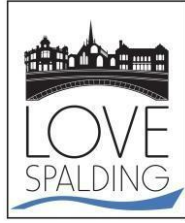
17. How satisfied are you with Spalding town centre?

Around one tenth (9.6%) of respondents express satisfaction with the town centre, which includes 8.4% who are satisfied and 1.2% who are very satisfied. 42.9% of respondents chose 'dissatisfaction' in response to this question. 20.7% declare a neutral statement, expressing that they are neither satisfied nor dissatisfied.



Option	%	Number
Very satisfied	1.2	9
Satisfied	8.4	65
Neither satisfied nor dissatisfied	20.7	161
Dissatisfied	42.9	334
Very dissatisfied	26.9	209

Response rate to this question: 778 people / 95% of respondents to this survey



18. Please use explain a little more about your answer to the previous question – *How satisfied are you with Spalding town centre?* (unprompted)

There is an **overarching** sense that **Spalding town centre** has gone downhill in recent years.

[Very dissatisfied] "... the town centre has gone downhill in recent years! With long standing businesses closing some buildings standing empty some replaced with cheap pound/factory shops others with gambling joints! It makes me sad that this is what Spalding has become now."

[Very dissatisfied] It's been left to degrade. It's a joke how many shops have been left to fail and the replacements are poor."

[Very dissatisfied] Looks squalid and rundown - I use the town centre because I live in Spalding but I wouldn't come in if I lived outside the area; it has gone downhill in the past few years."

Key reasons for being **dissatisfied** with the town centre include:

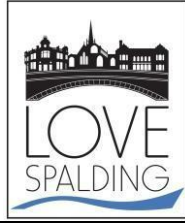
- **Dirty / litter**
- **Scruffy / run-down**
- **Unsafe feeling** (anti-social behaviour, drunk people, drug addicts)
- **Poor retail offering** (lack of choice, empty shops, poor quality shops)

Aligning with feedback elsewhere in the survey, some of the feedback to this question reflect that **visits to the town centre are typically quick** and **people don't tend to hang around**.

[Very dissatisfied] "Apart from the opticians I have no reason to visit. Shops with 'plastic' window coverings are unappealing."

[Very dissatisfied] "Choice of shops and market stalls has been depleted, paving is in very poor condition, too much street drinking, no nice pavement cafes or places to relax. All this means I tend to rush in, do what I need to and leave again."

[Very dissatisfied] "Choice of shops is poor, empty shops aren't looked after, Clintons for example is filthy, covered in cobwebs etc. Makes the town look dismal. Too many betting shops. Just a depressing place to be."



The comparative few that are **satisfied** with Spalding town centre are most likely to say that **they are able to get what they need** when shopping.

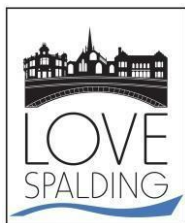
[Satisfied] "It works for me, but not for everyone."

[Satisfied] If I need something I can get it in Spalding, I might not have a choice but I can definitely get what I need. There is always room for improvement but Spalding has a good selection of shops and amenities."

However, **even those who say they are satisfied are likely to mention 'negatives'**, such as empty shops and the prevalence of anti-social behaviour.

[Satisfied] "There is always room for improvement. We moved to Spalding 2 years ago and we like the town centre. When we lived on the far side of the river, we felt it could do with a supermarket, now we live nearer Sainsbury's it's not so important. We don't like the drinking outside Boots, but do think alcohol should be allowed for the Flower Parade and Christmas markets. Sorry to see the loss of Hills, perhaps something like M&S could replace it."

Response rate to this question: 533 people / 65% of respondents to this survey

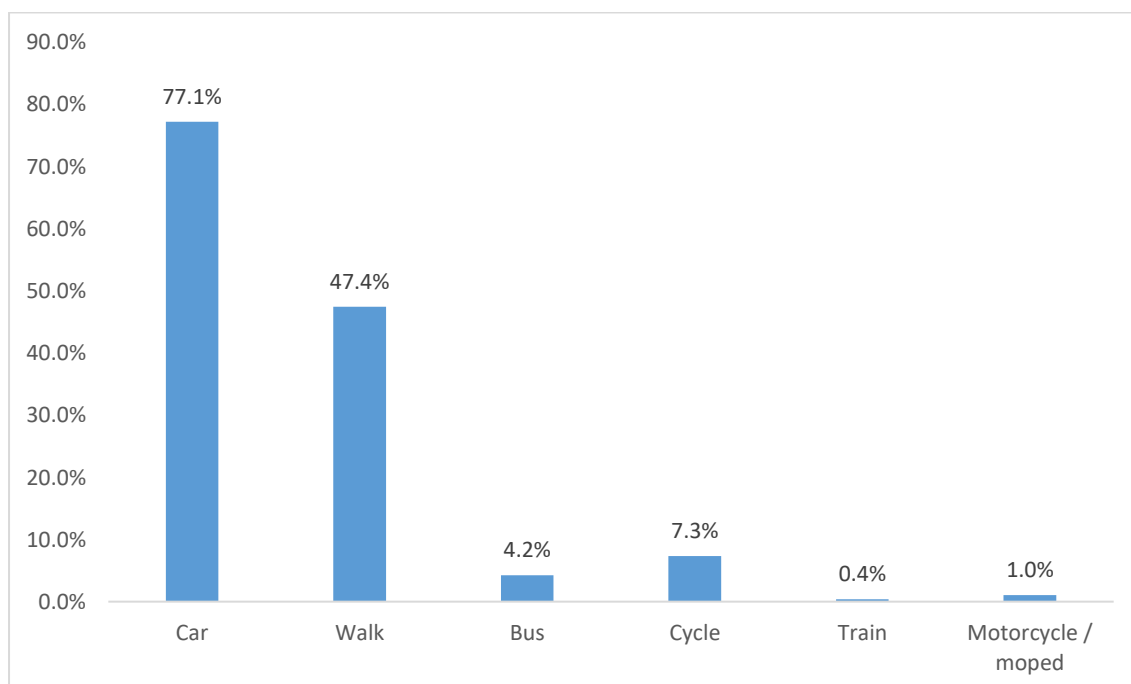


19. How do you generally travel into Spalding town centre?

The most popular way to travel into Spalding town centre is by car with some 77.1% of respondents choosing this as a mode of transport.

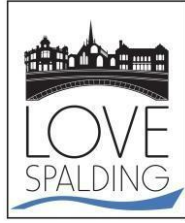
Almost half of respondents (47.4%) travel in on foot, suggesting that a good proportion of respondents live within close walking distance to the town centre.

7.3% cycle into the town centre, and a little less than 5% travel in on the bus. The motorcycle and train are very uncommon modes of transport amongst respondents to this question.



Option	%	Number
Car	77.1	600
Walk	47.4	369
Bus	4.2	33
Cycle	7.3	57
Train	0.4	3
Motorcycle	1.0	8

Response rate to this question: 778 people / 95% of respondents to this survey

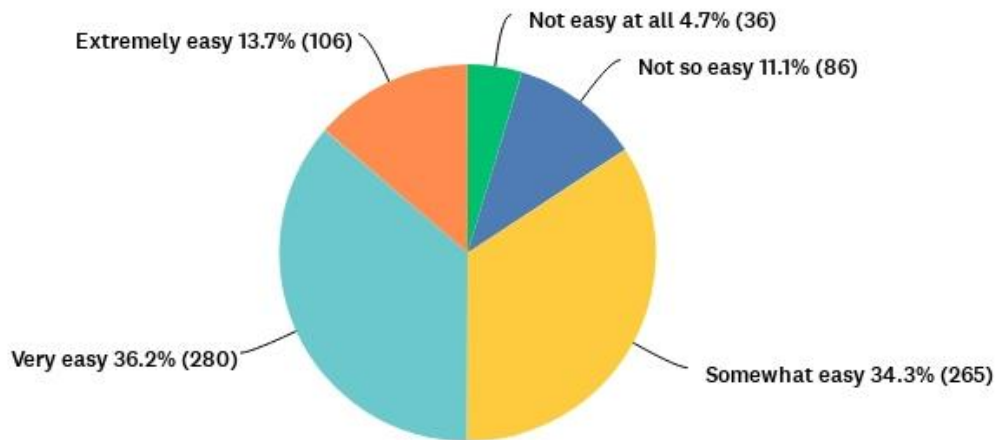


20. How easy do you normally find it to get to Spalding town centre?

The feedback to this question demonstrates that respondents feel that they can travel to Spalding with relative ease.

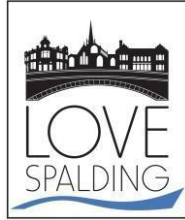
The most popular response was ‘very easy’ cited by 36.2% of respondents followed by somewhat easy (34.3%). Overall, around 84% of respondents expressed some degree of ease in their travel to Spalding town centre, with this rated from somewhat to extremely easy (13.7).

Just 15.8% of respondents found it not easy, either not so easy (11.1%) or not at all easy (4.7%)



Option	%	Number
Not easy at all	4.7	36
Not so easy	11.1	86
Somewhat easy	34.3	265
Very easy	36.2	280
Extremely easy	13.7	106

Response rate to this question: 773 people / 95% of respondents to this survey



21. Based on how you normally travel to Spalding, please use this space if you would like to explain a little more about your answer to the previous question – *How easy do you normally find it to get to Spalding town centre?* (unprompted)

The easier a respondent finds it to get to Spalding town centre, the more likely they are to say they live nearby and are able to walk.

[Extremely easy] "Live within walking distance, pleasurable walk along the river."

[Extremely easy] "I live on the Riverside. It's a 1-minute walk."

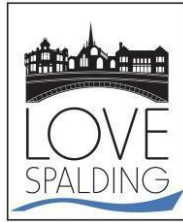
[Extremely easy] "I live very close to the town centre so never have a problem walking in."

If driving, many find it easy to access the town by parking at Holland Market and / or Sainsbury's (a short walk into the town and up to 3 hours' free parking).

[Extremely easy] "I park in the Sainsbury's carpark and walk into town. No parking fees and 3 hours parking. More than enough for the 5-minute walk into town itself."

[Very easy] "Drive into town, park at Sainsbury's and ensure I have left before 3 hours. No shops now worth paying for parking - I used to be happy to pay to park. Not anymore."

[Very easy] "The free parking in Holland Market is very important to people, and it allows reasonable access to most facilities."



A key reason for **not finding it easy** to access the town centre is **traffic congestion** (car drivers), with many mentions of **hold-ups when crossing the railway line** (waiting for trains) and (seemingly constant) **roadworks**.

[Not so easy] "Bad traffic congestion along Winsover Road including cars parked on yellow lines &/or pavements, the railway crossing, traffic lights and pedestrian crossing."

[Not easy at all] "The rail crossing causes so much congestion and tailbacks. Gates are down for way to long sometimes."

[Not so easy] "Too many road works, one way system, too much parking on road sides, most parking on one side of Spalding and poorly signposted."

There is some mention of **infrequent buses, particularly at the weekends**.

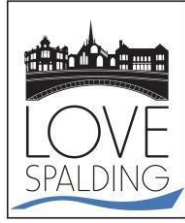
[Somewhat easy] "Better bus service during the week but don't go to Spalding on a Saturday due to less buses."

[Somewhat easy] "I say somewhat easy. I use the Stamford to Spalding bus service and they do not have a Saturday service, meaning I cannot attend weekend events in the town should I want to."

There are **negligible mentions of cycling** into the town centre. Some say they would if they felt safe to do so, typically citing a lack of designated cycle routes.

[Somewhat easy] "Cycle routes to town could be more continuous and safer. There are many conflicts with motor traffic. More people would cycle if it was safer."

Response rate to this question: 359 people / 44% of respondents to this survey



22. What is the most important improvement that you think would make Spalding town centre better? (unprompted)

There is a clear **desire for improvement to the retail offering** in the town centre (more shops / wider variety of shops / better quality shops / more enticing shops / more 'independents')

"Bringing more shops to town, more nice cafes, coffee shops with outdoor areas to sit with long opening hours, nice street seating, street drinking banned, move all the undesirables away from the town centre, more market stalls, more presence of police, children doing wheelies aiming intentionally towards pedestrians and cars, spruce the town up with wall murals and artwork, pop up shop facilities, indoor market, outside entertainment."

"More enticing shops, better facilities such as toilets, more cafes, the South Holland Centre could be a wonder opportunity for all this but currently it has nothing much going on and is mostly closed and cafe gone. They do not like people using their toilets either."

"Better shopping experience - shops and an extensive market like in Stamford."

"More cafes with outdoor spaces. Market needs more local small businesses. market needs upgrade. Free stalls like Boston to get more variety in. Council to put up stalls like they used to. They could do pop up shops in the empty buildings. Small business is struggling so could help them. Farmers market once a month with entertainment would be great."

Pedestrianisation of the town centre is highlighted here as important to many. For people to feel 'safe' when visiting.

"Close off the road, make it pedestrian only, make use of the large space in the market centre for more activities. (Car boot, other types of market etc)."

"Making it safe by ensuring that the pedestrianism actually happens."

"Pedestrianise it, make it a hub for restaurants and cafes and bars, entertainment and fun. Shops are dying fast replace them with outdoor places to eat. Each establishment will then take care of their outdoor area. Look at how other towns around the UK and Europe do it."



There is a notable **call for the town to be cleaner / tidier / smartened up**, to make it a more desirable and attractive.

And for **anti-social behaviour to be addressed and managed** (e.g. drinking alcohol in the street).

Further enforcing the desire to feel 'safe' when visiting the town centre.

"Clean rubbish and pigeon droppings. Stop youths and drunks congregating and being very intimidating to others."

"Cleanliness. No street drinking. No traffic. Nice shops and street cafes."

"Get rid of the street drinkers, clean the place up, bring in new & interesting shops, needs a better market."

"Tidy up the centre near Boots, it's huge area which could look much tidier and cleaner than it currently does."

"Not having congregation of people on benches outside boots and betting shops making you feel unsafe shopping."

Improving the market / market area, making it more of a feature / hub (as a market town) is suggested by some.

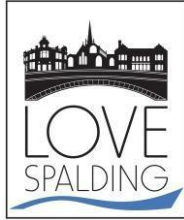
"Making the market a really big feature. Make the market a selling point for Spalding."

"Make the market an entertainment hub. Live stuff going on."

Some would like to see some kind of **free parking provision** (mentioned as being offered in other similarly sized towns).

"Give an hours free parking - similar model to Louth and there [sic] town centre is better off than Spalding."

"Short stay e.g. 1 hr free parking similar to Sleaford and other small towns."



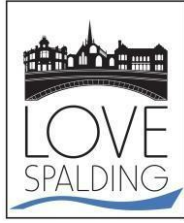
Again, there is some mention of a need to **effectively enforce any regulations / restrictions.**

“Enforcement of no cycling and no vehicles.”

“Enforcement of the laws and restrictions that are in place.”

“Stricter control with penalties actually enforced for all transgressors of the law. Forget crazy previous ideas allowing cyclists to travel against road one way flow.”

Response rate to this question: 618 people / 75% of respondents to this survey

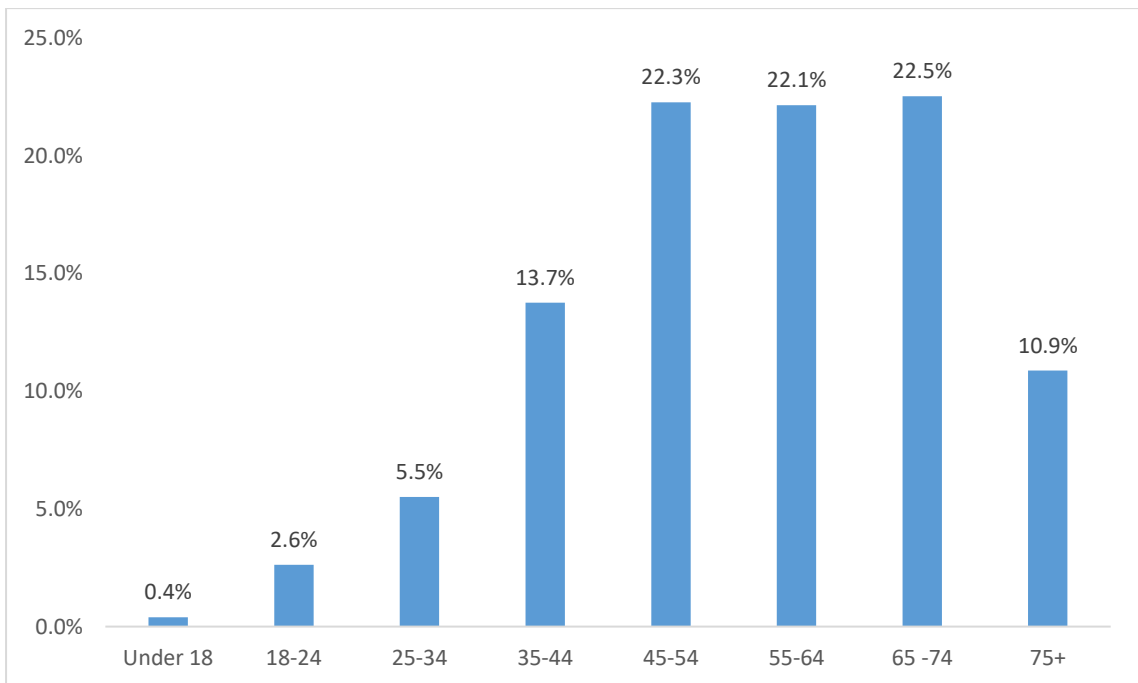


PART C: ABOUT RESPONDENTS

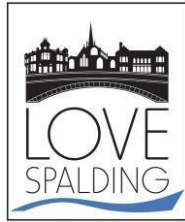
23. What is your age?

Respondents are most likely to be aged between 45 – 74 with around 67% of respondents falling into this broad age band. This is made up of those aged 45 – 54 (22.3%) 55 – 64 (22.1%) and 65 – 74 (22.5%).

3% of respondents are under the age of 25. ¹

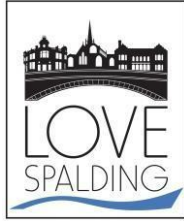


¹ It is very common to see lower engagement from this age bracket. Some of the previous and similar surveys we have delivered have engendered responses amongst 16 – 24 years olds of between 1.9% and 4%. *‘Engaging children and young people in evaluation and research has tangible benefits but also a number of challenges’ – from Engaging children and young people meaningfully in evaluation and research learning from HeadStart.*



Option	%	Number
Under 18	0.4	3
18 – 24	2.6	20
25 – 34	5.5	42
35 – 44	13.7	105
45 – 54	22.3	170
55 – 64	22.1	169
65 – 74	22.5	172
75+	10.9	83

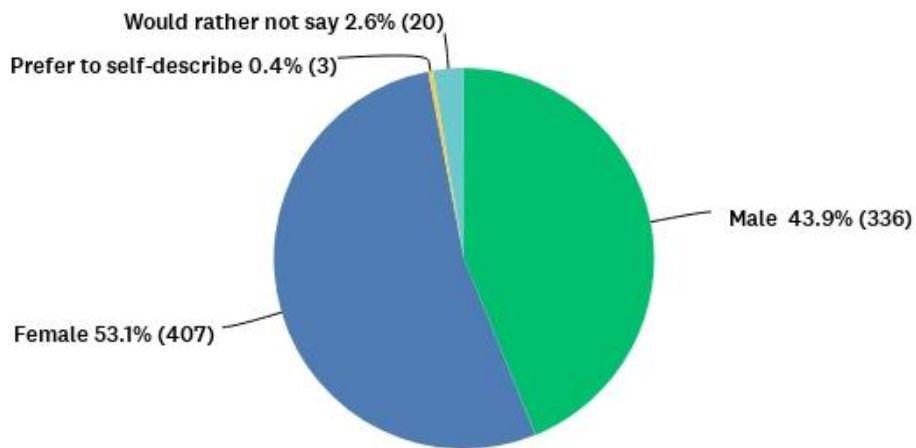
Response rate to this question: 764 people / 94% of respondents to this survey



24. How would you describe yourself?

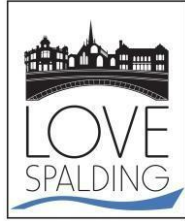
Slightly more than half of respondents (53.1%) of respondents are female, compared to 43.9% who are male.

2.6% of respondents to this question would rather not say, and 0.4% prefer to self-describe.



Option	%	Number
Male	43.9	336
Female	53.1	407
Prefer to self-describe	0.4	3
Would rather not say	2.6	20

Response rate to this question: 766 people / 94% of respondents to this survey



25. Where do you live?

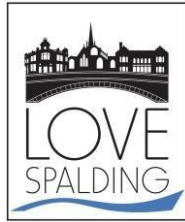


Response rate to this question: 723 people / 89% of respondents to this survey

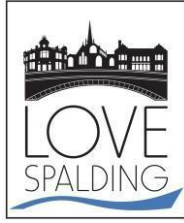
Unsurprisingly Spalding, including Spalding town and the outskirts of town is where most respondents are from. Almost 60 per cent of responses cited Spalding as their location.

In addition, 5.6% of respondents gave the response of 'town' without specification. However we can assume that some of these responses relate to Spalding so it is likely that the percentage of respondents from Spalding is higher.

The second most popular places are Pinchbeck (7.7%; around 1.9 miles from Spalding) and Holbeach (4% around 8 miles from Spalding).

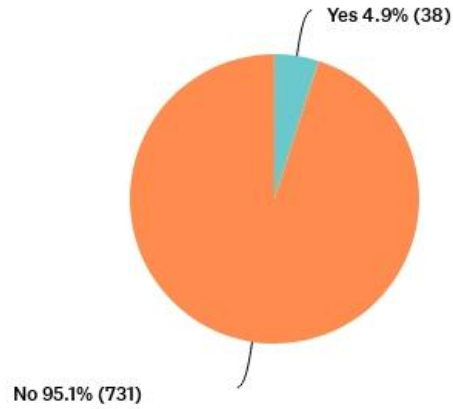


Location	% cited
1. Spalding (including Spalding town and the outskirts of town)	58
2. Pinchbeck	7.7
3. Town	5.6
4. Holbeach	4.0
5. Surfleet	2.0
6. Moulton	1.8
7. Gosberton	1.8
8. Weston Hills	1.3
9. Weston	1.2
10. Cowbit	1.1
11. Quadring	0.9
12. West Pinchbeck	0.9
13. Crowland	0.8
14. Whaplode	0.6
15. Moulton Chapel	0.6
16. Donington	0.5
17. Bourne	0.5
18. Little London	0.5
19. Long Sutton	0.5
20. Drove	0.4
21. Gedney Hill	0.4
22. Moulton Seas End	0.4



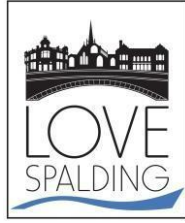
26. Do you run a business in Spalding town centre?

4.9% (38) of the respondents to this question run businesses in Spalding town centre compared to 95.1% of the respondents who do not.



Option	%	Number
Yes	4.9	38
No	95.1	731

Response rate to this question: 769 people / 94% of respondents to this survey



Appendix a: business only findings

38 of the respondents to this survey stated that they run a business in Spalding town centre. This accounts for just 4.9% of respondents.

An overview of the feedback around town centre access from business respondents follows; however, given the very low number of respondents this is not statistically robust. It can however give some insight that may be useful for further exploration.

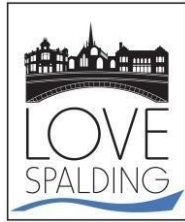
1. How important to you is having pedestrian only (no vehicles) access in the town centre? This means that vehicles are not able to come in to the town centre
Overall **pedestrian only access is not at all / not so important to 47.4% – 18 – of the businesses**. For **26.3% (10) of the businesses it is not at all important** – the most popular response. This differs significantly to the main survey findings which revealed that having pedestrian only access is extremely or very important to 65.9% of respondents to this question (531 people).

2. Please explain a little more about your answer to the previous question
A number of the comments were themed around **reinvigorating the town centre**, either by bringing people in with more vehicle access or by creating space to socialise and sit with no vehicle access. In addition, other comments were focused on the importance of **delivery access and parking**.

“To have a pedestrian only area in the town centre, it can be used for more entertainment use.”

“The easier vehicular access is the more people will use the town.”

“In my opinion this is a question that should only be asked to businesses in the town centre, not members of the public as ultimately it doesn’t effect them. The town centre should be opened all day with free parking. I would cap the free parking to 2 hours to prevent staff parking all day and clogging up the spaces. If we want to encourage people to use the town centre we have to make it easy to do so.”



3. **In Spalding town centre, there should be...'**

34.2% (13) of the respondents feel that there should be access for all vehicles and road users. This was the most popular response. This differs from the overall findings in which one tenth (9.6%) of respondents would like access for all vehicles and road users. 15.8% (6) of the respondents feel there should be no access at all compared to 16.4% in the general finding, so not dissimilar at all.

4. **Please explain a little more about your answer to the previous question**

In providing more information to support their sentiment around town centre access, responses focused on the need to **make it easy for people to come into the town centre and to encourage footfall, how parking is used, delivery and disabled access, and ideas for limiting access.**

"The town should be accessible in the evenings."

"Having people come through the town can only benefit local businesses. We need to ensure however that people are only parking in clearly marked bays which could be extended to Peacocks side of town."

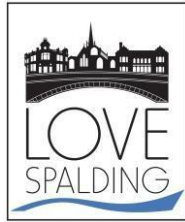
"Access needed to our back door as we have no front door."

5. **Which answer best describes what vehicle access you would prefer on weekdays and Saturday between 10am - 4pm:**

62.2% (23) of respondents feel there should be no general vehicle access on Saturdays between 10am and 4pm. This compares to the overall findings which found that 86.4% - would like to see no general vehicle access on weekdays and Saturdays between 10am and 4pm.

6. **Which answer best describes what vehicle access you would prefer on weekdays and Saturday outside of 10am – 4pm (for example, early mornings, later afternoon and evenings):**

65.8% (25) respondents feel that there should be open access to all vehicles on weekdays and Saturdays outside of 10am – 4pm. This is more than the 47.5% of respondents in the overall findings who would like to see open access to all vehicles on weekdays and Saturdays outside of 10am – 4pm.



7. **Which answers best describe what vehicle access you would prefer on Sundays:**

47.4% (18) respondents would like to see open access to all vehicles on Sundays; this is the most popular response to this question. This is more than the 26.3% in the overall findings who cited that they would like open access to all vehicles.

Conversely, the second most popular response to this question was no vehicle access at all, chosen by 31.6% (12) respondents.

8. **Please explain a little more about your answers to the previous questions:**

General comments around access included **varying ideas for what access could look like**, including **limiting it on market days and for special events**. There was also feedback about the **impact on the town of the options**.

“Just keep it closed on market days.”

“This could encourage café culture and perhaps occasional Sunday markets and events.”

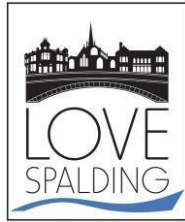
“Maybe not open access to all vehicles on market days – Tuesdays and Saturdays. But every other day – yes! Let’s open up Spalding for business.”

9. **What sort of vehicle access do you think we need to have in Spalding town centre?**

The most popular responses to the type of access business respondents feel there **should be delivery access – 45.9% / 17 – and general public access – 43.2% / 16**. This compared to the overall findings which found that the access people most wanted to see was delivery access (53.8%) and disability / mobility access, cited by over half of respondents (50.9%).

10. **Can you tell us any concerns you have about increasing vehicle access – letting vehicles come into the town centre more?**

In response to the question of what concerns respondents had about increasing vehicle access, there were some responses around the theme of **‘no concerns’** as well as comments about **safety concerns, speed, parking, congestion, and the impact on the town centre**.



*"There are no concerns.
Realistically there is no risk."*

*"Makes it unsafe for
pedestrians."*

*"It'll encourage more
inappropriate parking causing
issues for pedestrians."*

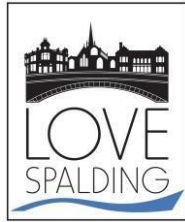
11. Can you tell us any concerns you have about stopping vehicles coming into the town centre?

In response to the question of what concerns respondents have about limiting vehicle access, feedback centred on concerns about **preventing access to the town centre, and the impact on businesses and footfall.**

*"Reduced footfall, difficulties to
access essential services."*

*"Encouraging 'ghost town'
status. The space is too big to
pedestrianise. Shop and pub
deliveries."*

*"Stopping vehicles would prevent
elderly and disabled having closed
access to the shops and banks.
Also deliveries to shops."*



12. Please use this space if you would like to share any thoughts and ideas around pedestrian and vehicle access in Spalding town centre

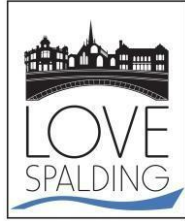
In response to the question about any other thoughts and ideas respondents might want to share, the feedback was very mixed. There were comments **against and for pedestrian only access**, as well as feedback on **speeding, traffic calming measures, parking, bike access, enforcement, and ideas about what access could look like.**

"Perhaps limiting the speed to traffic to 20mph. traffic calming measures such as speed ramps. The introduction of several zebra crossings."

"This is a chance to do the right thing here. 2 hours free parking, no option to extend to avoid staff parking."

"Just stop access as damages town, only takes a pedestrian to get injured before something is done."

"Spalding has roads coming into the town for delivery or collection access. Pedestrians have always known about the Highway Code when an active road is in operation. It is not a pedestrian only areas like Springfields, wake up"



Appendix b: survey questions

Have your say on Spalding town centre

We want to make it easy for everyone to enjoy Spalding town centre.

Right now, we want your views on pedestrian and vehicle use and access in the town centre. We understand that people have different views on this subject which is why we want to find out what you think.

We also want to find out how you use the town centre, and your ideas for it.

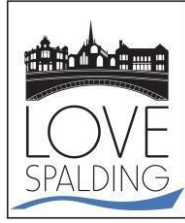
We will listen carefully to your feedback and we'll share what you tell us with all of the different organisations that need to be involved in shaping future improvements for the town centre.

Please have your say in this survey by 24th July 2023.

Through Spalding Town Forum, and under the Love Spalding brand, we're committed to working with local residents, businesses, and partners to make it easy for people to enjoy Spalding town centre.

Please get in touch -- if you would like this survey in a different language.

**This survey is being carried out by The Engaging People Company on behalf of Spalding Town Forum. Partners include South Holland District Council and Lincolnshire County Council. If you have any questions about the survey please email [a](mailto:info@engaging-people.co.uk) Please refer to our privacy policy: www.engaging-people.co.uk/privacy-notice/*

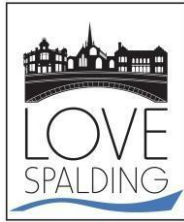


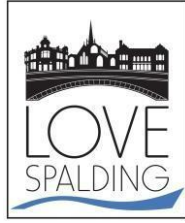
A: Accessing your town centre

Please read this part first.

- In Spalding there is a Traffic Regulation Order in the areas of Market Place and Hall Place. What this order aims to do is limit the number of vehicles coming into the town centre between 10am and 4pm and on market days.
- The reason for the Traffic Regulation Order was to keep this area as a safe environment for people to enjoy whilst using the town centre.
- Traffic Regulation Orders work best when people comply with them as they are difficult and costly to enforce. The Spalding Traffic Regulation Order is not working as it should and is also difficult to enforce. This means that vehicles continue to come into the town centre.
- People have different views on pedestrian and vehicle access and use in the town centre and now, we want to find out how you feel.
- In the following questions, we want you to tell us your thoughts on pedestrian and vehicle access and use in the town centre.
- What you tell us will help us to understand what matters to people.
- We will listen carefully to your feedback and we'll share what you tell us with all of the different organisations that need to be involved in shaping future improvements for the town centre.

We want everyone to be able to enjoy Spalding town centre.





1. How important to you is having pedestrian only (no vehicles) access in the town centre? This means that vehicles are not able to come in to the town centre
Please rate on the scale by ticking one choice below.

Not at all
important

Not so
important

Somewhat
important

Very
important

Extremely
important

2. Please use this space if you would like to explain a little more about your answer to the previous question.

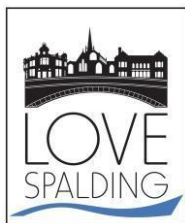
3. Which statement best describes your views. 'In Spalding town centre, there should be...' *Please pick the one answer that is closest to how you feel*

- No vehicle access at all
-

Some vehicle access for emergency use and essential use only (e.g. blue badge holders, delivery vehicles) but no access for general public vehicles

- Access for all vehicles and road users including the general public
- Mix of access and the options above (e.g. some access at some times) (please provide more details in the next question)
- Other (please complete)

4. Please use this space if you would like to explain a little more about your answer to the previous question.



5. Which answer best describes what vehicle access you would prefer on weekdays and Saturday between 10am - 4pm: Please pick one answer only

- No general vehicle access
- Open access to all vehicles

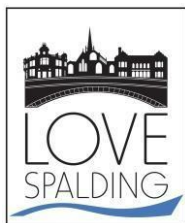
6 Which answer best describes what vehicle access you would prefer on weekdays and Saturday outside of 10am – 4pm (for example, early mornings, later afternoon and evenings): Please pick one answer only

- No general vehicle access
- Open access to all vehicles

7 Which answers best describe what vehicle access you would prefer on Sundays: Please pick two answers

- No general vehicle access
- Open access to all vehicles
- No general vehicle access 10am – 4pm
- Access only outside of 10am – 4pm
- Other (please provide details below)

10. Please use this space if you would like to explain a little more about your answers to the previous questions:

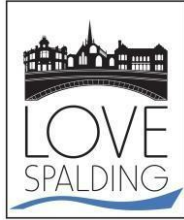


11. What sort of vehicle access do you think we need to have in Spalding town centre?
(please pick all that you would like to see)

- None at all
- Disabled / mobility access
- Delivery access
- Taxi access
- Bus access
- Drop-off access
- Cycle access and storage
- General public access
- Other (please give details below)

12. Can you tell us any concerns you have about increasing vehicle access – letting vehicles come into the town centre more?

13. Can you tell us any concerns you have about stopping vehicles coming into the town centre?



14. Please use this space if you would like to share any thoughts and ideas around pedestrian and vehicle access in Spalding town centre

B: Your town centre use

We want to understand how people are using the town centre, and your ideas for the town centre.

15. How often do you visit Spalding town centre?

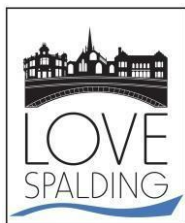
Please pick one choice

Daily	
2 -3 times a week	
Weekly	
Monthly	
Quarterly	
Annually	
Less often	
Never	

16. What are the main reasons for your visits to Spalding town centre?

Please choose as many reasons as you like

Work	
Business	
Leisure	



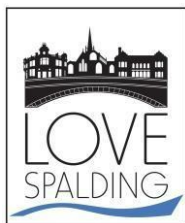
Food shopping	
Clothes shopping	
Banking	
Restaurants and eating out	
Socialising	
Other (please state below)	

17. What places (e.g. particular streets, specific shops) do you go to during your visit to Spalding town centre?

18. How long do you generally stay in Spalding town centre when you visit?

Please pick one answer

Less than half an hour	
Less than 1 hour	
1 – 2 hours	
2 – 3 hours	
3 – 4 hours	
4 – 5 hours	
5 – 6 hours	



The whole day	
Other (please provide details below)	

19. How satisfied are you with Spalding town centre?

Please pick one answer only

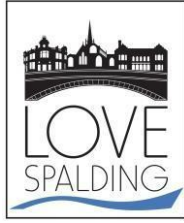
Very satisfied	
Satisfied	
Neutral	
Dissatisfied	
Very dissatisfied	

20. Please use this space if you would like to explain a little more about your answer to the previous question:

21. How do you generally travel into Spalding town centre?

Please pick all that apply

Car	
Walk	
Bus	
Cycle	
Train	
Motorcycle / moped	



22. How easy do you normally find it to get to Spalding town centre?

Please rate on the scale by circling one number



Not easy
at all



Not so easy



Somewhat easy



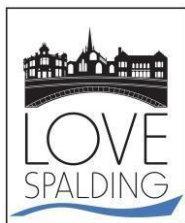
Very easy



Extremely
easy

23. Based on how you normally travel to Spalding, please use this space if you would like to explain a little more about your answer to the previous question.

24. What is the most important improvement that you think would make Spalding town centre better?



C: About you

This section is entirely optional. Your answers to these questions will help us to understand more about who is using the town centre.

25. What is your age? *Please pick one answer only*

Under 18	
18 - 24	
25 - 34	
35 - 44	
45 - 54	
55 - 64	
65 - 74	
75 +	

24. How would you describe yourself? *Please pick one answer only*

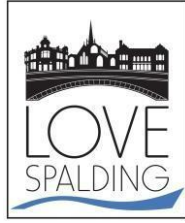
Male	
Female	
Prefer to self-describe	
Would rather not say	

25. Where do you live? *Town / village*

--

26. Do you run a business in Spalding town centre?

Yes	
No	



Would you like to be involved in future opportunities to give your views? Please contact Spalding.TownForum@sholland.gov.uk to keep informed.

Thank you for taking the time to share your thoughts with us.