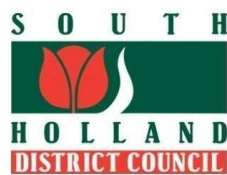


# Spalding Long Term Plan for Towns Funding Consultation and Engagement

Report published: July 2024



Prepared by The Engaging People Company on behalf of Spalding Town Board

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# Executive Summary

## Overview

Local people are at the heart of developing a long-term plan for Spalding and the Spalding Town Board carried out consultation and engagement that sought to raise awareness, share information, gain insight, and involve people.

The consultation and engagement activities were focused between 17<sup>th</sup> May and 21<sup>st</sup> June 2024. During this period, an online survey was open (17<sup>th</sup> May – 10<sup>th</sup> June) which resulted in 442 responses. A further 65 responses to the survey were received in paper format, resulting in a total sample size of 507 responses. The total sample size provides **statistically robust findings** with a margin of error of +/-4% (at a 95% confidence level) (based on a Spalding town population of 20,701 – Source: ONS Census 2021).

This consultation was supported by further activities which included events and community engagement. In addition, feedback was also collected via online sources.

## Approach

- A **survey** was developed to gain meaningful insight that could shape the vision and investment plan for Spalding. The survey sought qualitative and quantitative insight around aspirations for Spalding, as well as feedback around the funding themes – safety and security; high streets, heritage, and regeneration, and transport and connectivity. In addition, the survey built on previous consultation and knowledge and asked for views around themes that had previously been identified in community feedback, for example, markets.
- This survey was made available to complete **online or as a paper copy**. The paper copy was made available as a mailing that was sent to residents to return freepost, together with a letter from the Chair of the Board. In addition, people could also pick up paper copies of the survey from Boston College and the South Holland Centre.
- In response to feedback from residents who didn't receive the paper copy as a mailing, on 16<sup>th</sup> June, two **interviewers** carried out door to door engagement on streets in Spalding where people said they hadn't been in receipt of the survey. The interviewers distributed around 350 paper copies of the survey for people to complete. The deadline for completion of the survey was also extended to 21<sup>st</sup> June to ensure everyone who wished to provide feedback via a paper survey was able to.
- The survey was **translated into nine languages** - Latvian, Lithuanian, Polish, Portuguese, Romanian, Bulgarian, Russian, Hungarian, and Ukrainian. These versions of the survey were available to download from the Spalding Town Board website and were promoted on social media with translated content.
- Focused young people engagement was also carried out. This included a young people **outreach session** held by YMCA Lincolnshire Youth Team which used interactive activities to engage young people and capture their views



on how the investment should be spent in Spalding. In addition, the consultation was promoted at the youth club at the Lighthouse Church. **Conversation cards** were distributed to the young people with 16 cards completed by young people aged 12 – 27.

- Heritage Lincolnshire also hosted **two feedback walkabouts** in Spalding town centre, which saw members of the public take part in two 90 minute circular walks in the town centre that offered the opportunity for people to share feedback on the town. 19 members of the public took part in the two events.
- In addition, an **engagement session** was held at The Lighthouse Church in Spalding, attended by 15 senior members during their weekly ‘Cherish for Over 60s’ meeting.
- **Online** comments were also collected, this included feedback submitted via the Love Spalding (the Spalding Town Board) website, with three people sharing their thoughts in this way. In addition, relevant feedback was collated from the Spalding and District Community Forum and Love Spalding Facebook pages, as well as comments to an online article about the consultation published by Lincolnshire Free Press and Spalding Guardian.



There was concerted effort to raise awareness of the consultation and drive engagement in the various feedback opportunities. This included:

- **Communications**, including a press release and rolling social media content on newly created Facebook and LinkedIn pages. The social media asset was also translated into the nine languages referenced on the previous page to drive engagement with people who may not have English as a first language. Content was also shared on the Love Spalding website which was launched by Spalding Town

Board to coincide with the consultation;

- **Community engagement** which involved building contacts and distributing emails to local community groups, businesses, faith groups, parish councils, and registered charities, inviting them to participate in the survey. Contact was made with 188 different groups.

The consultation has provided robust and meaningful insight into the views of the public to shape the vision and the investment plan for Spalding, and the conversation will continue into the future. The consultation that has taken place provides a platform for long-term engagement, ensuring that the community continues to be at the heart of how this investment is delivered in Spalding.

## Themes

There are some key themes coming through the feedback:

- **Town experience** – The ‘best thing’ about Spalding is its river / waterfront area. However, it is widely considered that the potential of this area is not being realised. There is some reminiscing about the past and the thriving town Spalding used to be, and a strong sense that the town needs to be ‘smartened up’, suggesting a clear desire amongst respondents for a better town 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 experience.
- **Opportunity for improvements** – there are many suggestions to improve Spalding. Coming through very strongly, however, is for **improvements to the retail offering** (more shops / wider range / better quality) to make a more inviting shopping experience, as well as **improvements to the market**. There is also a strong call for a **cleaner, tidier and smarter Spalding** (streets, buildings, public spaces). Offering **free parking in the town centre, perhaps for a fixed time period** (e.g. first one / two hours), is suggested as an approach that might bring more people into the town centre. Feedback suggests that priority places / areas for investment are the **town centre generally, the riverside / waterfront area and the market (area)**. There is some call to look at Stamford for inspiration.
- **Safety and security** – it is clear that respondents would like to be able to enjoy Spalding safely. Indeed, it is a ‘top priority’ for how the money is spent. There is considerable concern about anti-social behaviour, open and excessive use of alcohol and drug-taking, resulting in unease and a feeling of vulnerability in the town centre. There is a strong appetite for a more visible police presence and better law enforcement. Safety and security might be further bolstered by improvements to public spaces and streets (designing out crime). Installing CCTV is important for many. However, there is some mention of an existing CCTV system, but that it might not be working properly and / or properly monitored. There is also some interest in tackling anti-social behaviours through the provision of activities (e.g. sports programmes, mentoring), to relieve boredom and encourage healthier behaviours.
- **Heritage, arts, culture and tourism** – there is a strong call to fix up and improve Spalding’s historic sites and buildings; and to provide support / funding for the Gentlemen’s Society Museum. There is also notable interest in supporting live music and theatre, shows, author talks and film screening. The Flower Parade is highlighted by many as an important event for the town, which is enjoyed by local residents and visitors.
- **Community facilities and resources** – there is also a call to invest in community facilities and resources, such as libraries, village halls, community centres – once again, reinforcing the ‘smarter Spalding’ theme. There is some mention of the need to provide more attractions and things to do in the town generally. Also, facilities and resources specifically for young people (e.g. youth centre), to give them something to do and encourage healthy behaviours. There is some interest in providing support / funding for people to volunteer and make a difference in the local community. Indeed, there is notable mention of a strong community spirit in the town.
- **Making it easier to get around** – there is a sense that it could be easier to get around Spalding. There is a strong call to carry out road maintenance (including repairing potholes). There are some comments about poor public transport services, notably infrequent buses and no trains on Sundays. There is some interest in improving the cycle path network. Pedestrianisation of the town centre is highlighted by some and / or

the need to restrict vehicle access in the town centre, although noting that any restrictions need to be enforced.

- **Interest** – the rich findings provided point to a strong interest in the issues within the consultation. How the Long Term Plan for Towns funding is invested clearly matters to local people.

## Key findings

### Part A: survey analysis

#### i. Your thoughts on Spalding

##### **Best things about Spalding (unprompted)**

1. Unprompted, the ‘best thing’ about Spalding is its river / riverside / waterfront area - cited by around two in five respondents.
2. Ayscoughfee Hall (and Gardens) is a popular mention – by around one in five.
3. And around one in five mention the sense of community / community spirit / the people.
4. Other notable ‘best things’ include:
  - The buildings / architecture
  - The town’s history
  - Springfields (shopping centre)
  - Spalding Flower Parade
5. And to a lesser extent:
  - South Holland Centre
  - Spalding Gentlemen’s Society
6. There is some mention that Spalding has a lot of potential, which is not being realised.

##### **What could be better in Spalding (unprompted)**

7. Unprompted, key mentions about what could be better in Spalding (each by around one in three respondents) are:
  - The town centre generally
  - The high street / retail offering (e.g. more shops / wider variety / better quality / fewer empty shops)
8. Around one in four would like a better market offering / market place.
9. Other notable suggestions for improvement include:
  - Cleaner / tidier / smartening up of town
  - Better use of the river / waterfront area
  - Safer / effective tackling of anti-social behaviour
  - Better parking provision (more spaces / free)
10. And to a lesser extent:
  - Pedestrianisation / vehicle restrictions (in town centre; better enforcement)
  - More green spaces / parks
  - Better / more seating
  - More cafés / restaurants / bars

##### **Ambitions for Spalding (unprompted)**

11. Unprompted, there is notable call for a good retail offering / wide variety of shops in the town centre – around one in five respondents.
12. And around one in five would like to see a thriving market / market town.
13. Other notable mentions include:
  - Cleaner / tidier / more attractive
  - A safer place to be / visit (less anti-social behaviour)
  - And somewhere people would like to visit (a thriving town)
14. And, to a slightly lesser extent. somewhere people are proud to live.
15. There is some reminiscence of the ‘Spalding of old’ and how vibrant it used to be.
16. And some call for Spalding to be ‘like Stamford’ / to look to Stamford for inspiration.

## ii. The priorities for Spalding

### **What could be done to tackle problems such as anti-social behaviour and help make Spalding feel safer (prompted)**

17. When prompted, respondents are markedly most likely to want to see a police presence in areas where there are problems, such as anti-social behaviour – selected by around three quarters of respondents (76%).
18. Closely followed by making improvements in public spaces and streets to stop crime taking place (design out crime) – around two thirds of respondents (69%).
19. Other key 'actions' to tackle problems around anti-social behaviour and safety are:
  - The installation of CCTV - 54%
  - The offering of activities (e.g. sports programmes and mentoring) that can help to stop anti-social behaviour – also 54%

### **Other priorities around tackling anti-social behaviour and making Spalding feel safer (unprompted)**

20. When asked for other priorities around safety, respondents were most likely to spontaneously reinforce the desire for a more visible police presence, and for more effective policing and law enforcement in Spalding.
21. There are many mentions of anti-social behaviour in the town centre, such as open drug-taking and drunkenness, which can make visitors feel intimidated and unsafe.
22. There is some mention that the town already has a CCTV system. However, it needs to work and be properly monitored, and there is some suggestion that this is not currently the case.
23. Other noteworthy mentions include:
  - Tackle homelessness / reduce the number of rough sleepers
  - Offer more for young people to do, to encourage healthier behaviours

### **What could be done to improve the town centre (prompted)**

24. When prompted, respondents would most like to see improvements to public spaces in Spalding (e.g. providing street seating and / or improving walkways) – 60%.
25. Other noteworthy 'wants' are:
  - Creation of a new open air-market - 58%
  - Improvement of streets and buildings - 56%
  - Development of a new park or community garden or improve existing parks or green spaces - 53%

### **Other priorities around improvements to the town centre (unprompted)**

26. Unprompted, other priorities for improving the town centre are many and wide-ranging.
27. Respondents are most likely to want improvements to the retail offering (e.g. more shops / wider variety / better quality / fill the empty shops). There is a call to support (local) businesses, and to encourage new businesses to the town.
28. There are many suggestions about how the market (area) could be improved, including improvements to the existing market (not necessarily creating a new open-air market, as suggested in the prompted list).
29. Free parking is mentioned by some.
30. As is pedestrianisation / the need to apply and enforce vehicle restrictions in the town centre.



**What could be done to make the most of the heritage, arts, culture and tourism offer (prompted)**

31. When prompted, respondents would most like to see the fixing up and improvement of the town's historic sites and buildings - around three quarters of respondents (71%).
32. Closely followed by the support of live music and theatre, shows, author talks and film screenings – 69%.
33. And just over half of respondents (56%) would like to see local makers and crafters provided with spaces.

**Other priorities around the heritage, arts, culture and tourism offer (unprompted)**

34. Unprompted, respondents are likely to mention support / funding for the Flower Parade here. It is an event that many respondents have enjoyed in the past.
35. Spalding's Gentlemen's Society (Museum) also receives notable mention for support / funding.
36. There is some comment that more should be made of Spalding's heritage (e.g. support, funding, promotion) to make the town a more attractive proposition for visitors.

**What could be done to improve community facilities and resources (prompted)**

37. When prompted, respondents are most likely to want to see investment in community spaces, such as village halls, libraries or community centres – around three quarters of respondents (72%).
38. Around two thirds (64%) would like to see support for people to volunteer and set up community projects that make a difference.
39. And around half (52%) the provision of funding for local volunteering groups.

**Other priorities around community facilities and resources (unprompted)**

40. Unprompted, 'other' priorities around community facilities and resources are wide-ranging and small in number.
41. There is some mention, however, that young people should be a priority when thinking about improving community facilities and resources (e.g. youth centres / clubs).

**What could be done to make it easier to get around Spalding (prompted)**

42. When prompted, respondents are, by far, most likely to want to see road maintenance carried out (including potholes) to make it easier to get around the town – 79%.
43. Other notable 'wants' are:
  - Improvements to existing footpaths and cycle paths – 58%
  - Improved traffic management to relieve congestion - 53%

**Other priorities around making it easier to get around Spalding (unprompted)**

44. Unprompted, there is some reiteration of the poor condition of the roads and the need to repair potholes.
45. There is some mention of the need for a better train service (e.g. no trains on Sundays).
46. And a desire for cheaper or free parking in the town.
47. The prevalence of cycling on the pavements is highlighted by some as a danger to pedestrians (and, therefore, mentions of improvements to cycle paths resurface here).

**Top priority for how the money is spent (prompted)**

48. Prompted, the top priority for how the money is spent is tackling anti-social behaviour and improving community safety is the top priority – a quarter of respondents (25%).
49. Closely followed by more attractions and things to do in the town (23%).

### **Priority areas for investment (unprompted)**

50. Unprompted, the town centre (generally) is most likely suggested as a priority area for investment – by around two in five respondents.
51. The riverside / waterfront area is also a key mention – around one in five respondents.
52. As is the market / market place – again, cited by around one in five.
53. And around one in 10 would like to see investment in the Johnson Hospital.

### **iii. Your ideas for Spalding**

#### **Ideas for improving the waterfront area (unprompted)**

54. Unprompted, key suggestions to improve the waterfront area (each by around one in five respondents) include:
  - Cleaning / tidying up (and maintaining) (e.g. grass / verges, litter, graffiti)
  - Better access / footpaths
  - Provide (more) seating
55. Other notable mentions (each by around one in 10 respondents) include:
  - Planting flowers, trees (and maintaining)
  - Cafés / bars / restaurants
  - Water taxi provision
  - Stop anti-social behaviour

#### **Ideas for improving or developing the market (unprompted)**

56. Unprompted, around one in four respondents would like to see a wider variety of stalls / more stalls on the market.
57. There is some call for better support for traders (e.g. supplying, erecting and dismantling stalls, lower rents) – and to encourage new traders.
58. Other key mentions include:
  - Farmers' markets
  - More food stalls
  - Indoor market provision

#### **Ideas for events and activities for the town centre (unprompted)**

59. Unprompted, (live) music events are the most popular suggestion to encourage better use of the town centre – and suggested by around one in four respondents.
60. With parades also a notable mention - and how successful previously-held parades have been. The Flower Parade is mentioned by around one in five respondents.
61. Other noteworthy mentions, albeit at a lower level, include:
  - Food festivals / fairs
  - Arts and crafts (fairs)
  - Farmers' markets
  - Family-oriented events
  - Events for children / young people

#### **Ideas to make the town centre more appealing (unprompted)**

62. Unprompted, there are many mentions of a need to tackle anti-social behaviour more effectively (e.g. policing / patrolling), for a safer and more appealing town centre.
63. There is a clear desire for a better retail offering (e.g. more shops / wider range / better quality / fewer empty shops).
64. And for a cleaner / tidier town centre (and maintenance / upkeep).
65. Other key mentions include:

- More / improved seating
- More planting (flowers / trees) to prettify the area (and maintenance / upkeep)
- And there is some call for pedestrianisation and traffic reduction in the town centre.

#### **What would encourage to visit and spend longer in Spalding town centre (unprompted)**

66. Unprompted, a better retail offering would be a key reason to visit and spend longer in Spalding town centre (e.g. more shops / wider range / better quality).
67. Feeling safe in the town centre would also encourage more frequent and longer visits, and there is a notable call to tackle anti-social behaviour.
68. There is a desire for a cleaner, tidier town (and for regular maintenance / upkeep).
69. Other noteworthy mentions include:
- Better market offering
  - Free parking

#### **Other ideas about how this money should be spent for Spalding (unprompted)**

70. Unprompted, ideas for how this money should be spent are many and wide-ranging. Just over half of those who responded to this survey gave a response to this question (57%).
71. There is some mention of wanting Spalding to be brought back to life / back to how it used to be.
72. The money needs to be spent wisely, and not wasted.
73. Listening to residents' views about how the money is spent is important.

#### **iv. About respondents**

##### **How would describe themselves (prompted)**

74. The sample has a female bias, with 59% describing themselves as female.
75. And 34% as male.

##### **Respondent age (prompted)**

76. There is a good spread across age groups, although only a small number of respondents are aged under 25 (4%).

##### **Respondent location (unprompted)**

77. Around two thirds of those who responded live in Spalding (67% or 279 respondents).
78. And 29 respondents live in Pinchbeck.

##### **Whether would like to receive the monthly Connected Chair's Update**

79. Over half who responded to this question would like to receive the monthly Connected Chair's Update - 56% or 226 individuals.

### **80. Part B: other consultation and engagement methods**

#### **i) Young People**

81. As part of the consultation, there was some targeted engagement with young people. Much of the feedback from this engagement aligns with findings of the wider consultation.
82. A snapshot from this feedback includes:

- There was some feedback that leisure activities are too expensive or there is not a wide range to choose from;
- Anti-social behaviour – encompassing drinking, drugs, and littering – is something that some of the young people felt could be tackled with a safer town/place an ambition some of the respondents hold;
- More police is something that some of the respondents would like to see to improve safety and security;
- Interest in a cleaner town with ‘more bins’ a comment that emerged around the theme of high streets, heritage, and regeneration;
- Public transport – and improvements to the buses and service – is mentioned by some of the respondents around the theme of transport and connectivity;
- The responses around the biggest improvement the respondents would like to see are diverse and include a comment of ‘something fun for kids’.

## **ii) Events**

83. Heritage Lincolnshire hosted **two feedback walkabouts** and some key findings emerged in this aspect of the consultation including:

- People valued independent local shops and wanted more. They also suggested free parking would help attract people in
- People felt that any changes made need to be sustained through maintenance and the safety measures that might happen through the Long-Term Plan for Towns – including the banks of the River Welland
- Public Art – People felt that public art on blank walls would help increase the vibrancy of the town centre
- Connect Springfields to Town Centre – having an independent high-quality offer in the town that is different to Springfields
- Vinyls and blank shopfronts were felt to be detrimental to the town centre.

84. Participants’ vision for the town can be summarised as:

- More things for children and young people
- Pleasant safe clean area with green spaces and clean planters
- Clean, safe. Fresh looking shops with all criminal traders removed
- Clean, busy high street – market
- Lively, vibrant and people want to come to the town
- Vibrant Market Town. Independent shops. Community spirit.

85. A feedback session was also held for the **Cherish over 60s group at Lighthouse Church**. The feedback was varied, but some highlights included a desire for more police presence. There were also some comments about improving the market, and improvements to bus services was also highlighted.

## **iii) Online feedback**

86. Feedback from online sources - through the website and Facebook where a large number of comments were made - was also collated.

87. Some of the themes emerging around safety and security included aspirations for more police, CCTV, and better lighting.
88. Reflecting the theme of high streets, heritage, and regeneration, there were comments about improving and introducing facilities including sports and wellbeing facilities; parks for children, and improvements to derelict buildings with Johnson Hospital mentioned a number of times.
89. There were also mentions of Spalding Flower Parade, and a desire for a cleaner, tidier town was a sentiment of some of the feedback. In addition, some comments focused on small businesses and affordability of rents in the town centre.
90. Aligning with the theme of transport and connectivity, there were comments about improvements to roads, paths, and pavements; car parking, and improvements to buses and services.

## Part A: survey analysis

### i. Your thoughts on Spalding

#### 1. Best things about Spalding

Q: What do you think are the best things about Spalding? (unprompted)

Response rate to this question: 488 people / 96% of respondents to this survey

Unprompted, the 'best thing' about Spalding is the **river / riverside / waterfront area** – cited by around two in five respondents.

*"How beautiful parts of the river are. The beautiful old buildings. Ayscoughfee Hall and Gardens. Springfields."*

*"It has so much potential, lots of listed buildings, a stunning river through the centre. Excellent schools & house prices. South Holland Centre is an asset but needs to be used more."*

*"The river running through the centre and the historic buildings on either side."*

*"Beautiful river which does not reach its full potential."*

*"Beautiful environment, historic location. Take advantage of the riverside location."*

**Ayscoughfee Hall** (and Gardens) is also a popular mention (around one in five).

*"The cultural highlights e.g. Ayscoughfee Hall, The Gentlemen's Society, Chain Bridge Forge and The Romany museum."*

*"The return of the flower parade has brought the community together and restored pride. Ayscoughfee Hall and Gardens is a real gem and a very special place."*

As is the **sense of community / community spirit / the people** (around one in five).

*"Spalding has a lot of friendly, sociable, people. The community is generally very warm."*

*"There is a great community spirit which could be improved through town centre development."*

Other notable 'best things' (each mentioned by around one in 10 respondents) include:

- The buildings / architecture
- The town's history
- Springfields (shopping centre)
- Spalding Flower Parade

*"The beautiful riverside with its green spaces and historic buildings threading right through the town centre."*

*"Large town with lots of potential mix of old and new buildings a lot of hidden history."*

*"River. Springfields shopping centre. Castle sports complex/swimming pool."*

*"The Spalding Flower parade brings the community together. The wombles who clean the town for free."*

*"Pretty market town with a nice river setting."*

*"It's rivers and dykes, The marketplace, the ease of parking."*

And around one in 20 cite the following:

- South Holland Centre
- Spalding Gentlemen's Society

*"Ayscoughfee Hall and Gardens Riverside buildings South Holland centre for films and live shows."*

*"Places of interest such as Spalding Gentlemen's Society and Ayscoughfee Hall. South Holland Centre and the variety of shops, restaurants and cafes ..."*

There is some mention that Spalding has a lot of **potential, which is not currently being realised.**

*"Its history and potential to become/return to a truly elegant town."*

*"Its old buildings, the potential of the river, Ayscoughfee and gardens and the Gentlemen's Society Collection."*

## 2. What could be better about Spalding

Q: What do you think could be better? (unprompted)

Response rate to this question: 494 people / 97% of respondents to this survey

Spontaneous suggestions about what could be better about Spalding are many and wide-ranging.

Most likely mentions (by around one in three respondents respectively), however, include:

- The **town centre generally**
- The **high street / retail offering** (e.g. more shops / wider variety / better quality / fewer empty shops)

*“Better maintained and managed town centre.”*

*“Change and quickly. Sort town centre out.”*

*“Improvements to the town centre - making it more attractive to visit.”*

*“Better choice of shops in town, or markets available. For example farmers market.”*

*“Choice of shops in the town centre, leisure facilities, more cinema choices, less Eastern European shops.”*

*“Encourage more independent shops other than hairdressers/beauticians/charity shops/ vaping shops and Eastern European shops. Make the centre more attractive to visitors - improve the weekly markets and possibly have a regular farmers market.”*

And around one in four would like to see improvements to the **market offering / market place**.

*“A town centre that has a better selection of shops and far better market. Restore Market Place and Hall Place to be traffic free.”*

*“Frontage of empty shops Fresh food market - more variety ...”*

*“The market. Keeping in line with our heritage, modernising by inviting and holding more market events. Take the Lincolnshire makers market for an example. Indoor markets for small businesses ...”*



Other notable mentions, each spontaneously cited by around one in 10 respondents, include:

- Cleaner / tidier / smartening up of town
- Better use of the river / waterfront area
- Safer / effective tackling of anti-social behaviour
- Better parking provision (more spaces / free)

*“Cleanliness of the town it looks tired and dirty.”*

*“Improvements along the riverside (picnic tables, litter bins, more tree planting, facilities for pop-up outdoor events to include food vendors), consultation with EA to maintain the river and water levels ...”*

*“The town centre is full of drug users and isn’t manned by police or security when it should be. Anti social behaviour is everywhere.”*

*“Better market. More family friendly pubs and restaurants and 2hr free parking in the town centre.”*

*“The town drinking needs to be controlled, lone women and the elderly don’t feel safe.”*

*“Promote what’s left of our old buildings and features Keeping it tidied and cleaned free parking for at least two hours A better market.”*

And at a slightly lower level (around one in 20):

- Pedestrianisation / vehicle restrictions (in town centre; better enforcement)
- More green spaces / parks
- Better / more seating
- More cafés / restaurants / bars

*“Amount of parking. More secure pedestrian zone in town.”*

*“Enforce the pedestrian areas, stop the cycling on pavements and stop the street drinking and antisocial behaviour.”*

*“More green space, family friendly areas such as a splash park/outdoor paddling pool and park.”*

*“Management of the antisocial behaviour in town (especially graffiti). More green space and seating in the centre of Spalding along with more free parking ...”*

*“Outside seating in all cafes. More restaurants, coffee places, and shops.”*

### 3. Ambitions for Spalding

Q: What is your ambition for Spalding? (unprompted)

Response rate to this question: 482 people / 95% of respondents to this survey

Unprompted, ambitions for Spalding are many and wide-ranging.

There is most likely call for a **good retail offering / wide variety of shops** in the town centre – around one in five respondents.

*“Aim for it to be a more affordable version of Stamford! Lots of lovely shops to browse, lots of great places to eat or cafes to pause at. Events throughout the year that bring the community together. Generally a safe clean place for adults and children alike.”*

*“A buzzing town with great shops.”*

*“Less empty shops and encouragement for more independent retailers and a market-place full of stalls. Make it as appealing as Stamford.”*

*“To be a prosperous market town again, to get rid of the anti social behaviour in town, to entice good high street shops to the town centre not Springfields.”*

*“To go back to being a thriving market town with a good diversity of shops (not just the dozens of Eastern European shops which seem to be continually closed down for illegal activity), cafés/restaurants etc.”*

And around one in five have aspirations for a **thriving market / market town**.

*“A vibrant, thriving market town which attracts visitors.”*

*“A welcoming town centre, with a bustling market.”*

*“Return to its welcoming, busy, enticing, friendly, user friendly, colourful days of a decent market town.”*

*“To become a thriving and vibrant market town again with facilities and attractions for all members of society.”*

Other notable mentions (by around one in 10 respectively) include:

- Cleaner / tidier / more attractive
- A safer place to be / visit (less anti-social behaviour)
- And somewhere people would like to visit (a thriving town)

*“For it to be a cleaner, more respected place. It used to be a thriving town with a lot going for it but seems to be a forgotten about town now and not somewhere I’m comfortable taking my children due to the type of people in the streets, more specifically the people that congregate outside of Boots on the benches. I’d love to see a splash park and paddling pool area where children are safe to play and enjoy the space available.”*

*“Turn it around from lawless to lawful. Use the CCTV cameras to their full capacity. Make the town people friendly and clamp down on all anti social acts and use fines to deter.”*

*“To be an attractive, interesting and welcoming place for visitors and residents.”*

And, to a slightly lesser extent, somewhere people are proud to live.

*“To be a place I want to spend time in. Nice atmosphere, invite people and be proud of it.”*

*“My ambition for Spalding is that it becomes a place where people want to be. I want the people that live here to be able to say that they’re proud of our quaint little town.”*

There is some reminiscing of how vibrant Spalding ‘used to be’.

*“To make it as busy in the town centre as it used to be with some wonderful niche shops and cafes.”*

*“To see Spalding come alive again as it used to be in the 70’s. It is just a dead, dirty place.”*

And some call for Spalding to be ‘like Stamford’ / to look to Stamford for inspiration.

*“To make it the Fenland equivalent of Stamford, with nice places to go, and a nice atmosphere.”*

*“Rebuilding the town centre with lots of little boutique shops and cafes like Stamford has.”*

## ii. The priorities for Spalding

### 4. What could be done to tackle problems such as anti-social behaviour and help make Spalding feel safer

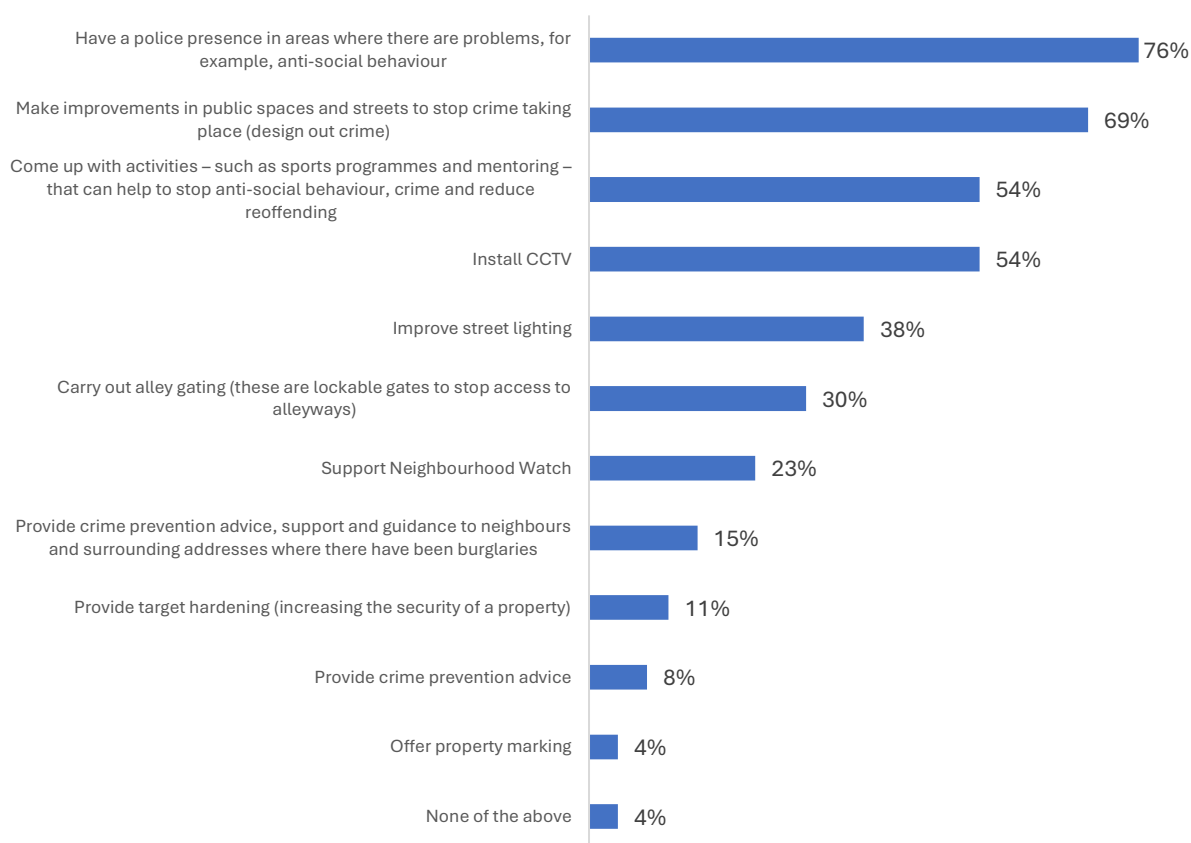
*Q: What do you think we could do to tackle problems such as anti-social behaviour and help to make Spalding safer? (prompted) (select up to 6 options)*

*Response rate to this question: 471 people / 93% of respondents to this survey*

When prompted about how anti-social behaviour could be tackled and making Spalding safer, respondents are most likely to want to have a police presence in areas where there are problems, such as anti-social behaviour (around three quarters of respondents – 76%).

Closely followed by making improvements in public spaces and streets to stop crime taking place (design out crime) – 69% of respondents.

Just over half of respondents (54%) would like to see the offering of activities (e.g. sports programmes and mentoring) that can help to stop anti-social behaviour and / or the installation of CCTV respectively.



<b>Option</b>	<b>%</b>	<b>Number</b>
Have a police presence in areas where there are problems, for example, anti-social behaviour	76	358
Make improvements in public spaces and streets to stop crime taking place (design out crime)	69	326
Come up with activities – such as sports programmes and mentoring – that can help to stop anti-social behaviour, crime and reduce reoffending	54	254
Install CCTV	54	252
Improve street lighting	38	177
Carry out alley gating (these are lockable gates to stop access to alleyways)	30	143
Support Neighbourhood Watch	23	107
Provide crime prevention advice, support and guidance to neighbours and surrounding addresses where there have been burglaries	15	71
Provide target hardening (increasing the security of a property)	11	53
Provide crime prevention advice	8	38
Offer property marking	4	17
<i>None of the above</i>	4	17

## Other priorities around tackling anti-social behaviour and making Spalding feel safer

Q: Please let us know of any other priorities you have (unprompted)

Response rate to this question: 191 people / 38% of respondents to this survey

Unprompted, respondents typically use this opportunity to reinforce the need for more visible police presence in the town and for more effective policing and law enforcement.

There are many mentions of anti-social behaviour in the town centre, such as open drug-taking and alcohol consumption, which can make visitors feel intimidated and unsafe.

There is some mention that CCTV is already in place, but it needs to work and be properly monitored (some suggestion that this is not currently the case).

Other notable mentions include:

- Tackle homelessness / reduce the number of rough sleepers
- Offer more for young people to do, to encourage healthier behaviours

*“A police presence in the town centre would dissuade people from gathering and drinking in the local town centre. Find houses for the people who are sleeping rough - Check in the car parks, the old Johnson Hospital - In the streets outside our town shops, there are many areas where they sleep/live. Find homes for these people, offer help and advice - There are so many empty properties around Spalding - If there are not enough then buy some more buildings - For example - Post Office - Buy the building turn it into flats and support less fortunate people.”*

*“Discouragement of anti social behaviour - prevention measures like more visibility of police etc. Don't know whether the rumours of CCTV stations not being manned are true, but if they are there's no point in having extra CCTV.”*

*“We have CCTV sadly it doesn't seem to either be monitored or work despite being relatively new. It was better when operated from Spalding and run by volunteers.”*

*“Improve options in town and make it less of a ghost town. Move the rough sleepers and drunks out of doorways and decrease the beggars - again wasn't like this 10 to 15 years ago. More police presence through town more often.”*

*“If you install CCTV will there be a budget to employ someone to look at it? If not it's pointless.”*

*“Provide a youth club, activities so the young can socialise and stop boredom crimes and anti-social behaviour.”*

*“Public toilets. Tackle deprivation and homelessness. Provide more litter bins. Provide more support for newcomers to the town. Provide youth services and a programme for integration.”*

## 5. What could be done to improve the town centre

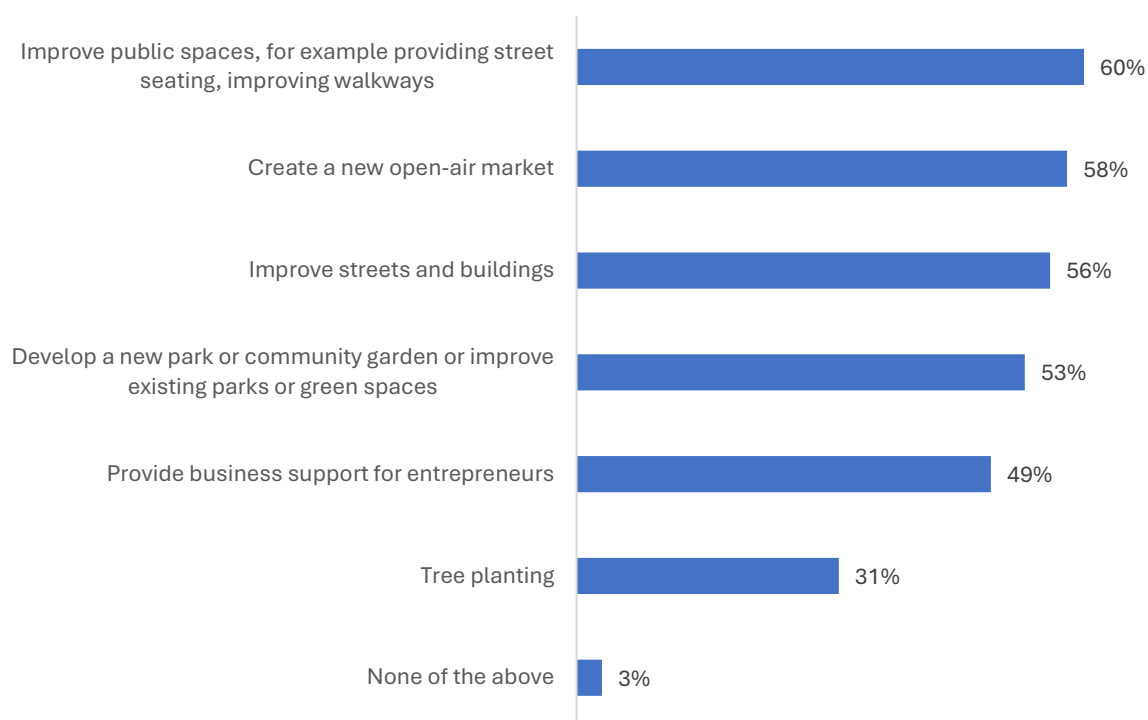
Q: What do you think we could do to improve our town centre? (prompted) (select up to 4 options)

Response rate to this question: 471 people / 93% of respondents to this survey

Of the prompted improvements to Spalding town centre, respondents would most like to see improved public spaces (e.g. providing street seating, improving walkways) – 60%.

Just over half of respondents would like to see the following:

- The creation of a new open air-market (58%)
- The improvement of streets and buildings (56%)
- The development of a new park or community garden or improve existing parks or green spaces (53%)



Option	%	Number
Improve public spaces, for example providing street seating, improving walkways	60	283
Create a new open-air market	58	273
Improve streets and buildings	56	264
Develop a new park or community garden or improve existing parks or green spaces	53	250
Provide business support for entrepreneurs	49	230
Tree planting	31	144
<i>None of the above</i>	3	12

## Other priorities around improvements to the town centre

Q: Please let us know of any other priorities you have (unprompted)

Response rate to this question: 214 people / 42% of respondents to this survey

Unprompted, other priorities for improving the town centre are many and wide-ranging.

Respondents are most likely to want to see improvements to Spalding's retail offering (e.g. more shops / wider variety / better quality / fill the empty shops). There is a call to support (local) businesses, and to encourage new businesses to the town.

There are many suggestions about how the market (area) could be improved, including making improvements to the existing market (not necessarily creating a new open-air market, as suggested in the prompted list).

Free parking is mentioned by some.

As is pedestrianisation / the need to apply and enforce vehicle restrictions in the town centre.

*"Fill the empty shops - make Spalding a place businesses want be part of - encourage shops like M&S to return - they could be located in one of the empty premises."*

*"Attract new businesses to town. Could we do something with business rates, split some of the bigger emptier shops up and try and encourage new businesses in? We have so many great craft people in our town you see them all at the fetes, and flower parade. Could we have a hub to let this people trade from? Something on a rotational basis, where get to showcases different people. who knows it may encourage them to open a shop. Unique shops really attract people to a town."*

*"Working public toilets! Improve existing market. Offer free parking to encourage visitors to the town."*

*"Make the town centre desirable. Offer reduced/subsidised rates to stores who can sell their products. More shops = more footfall. Flower Parade - Invest in this to drive some footfall into the area. Improve our standing in the area, by having an event that makes national news every year."*

*"Create an indoor market using one of the existing unused buildings. Create a place, or places, for different types of community use using one or more of the existing unused buildings."*

*"Stop vehicles driving through the market place by enforcing the regulations already in place."*



## 6. What could be done to make the most of the heritage, arts, culture and tourism offer

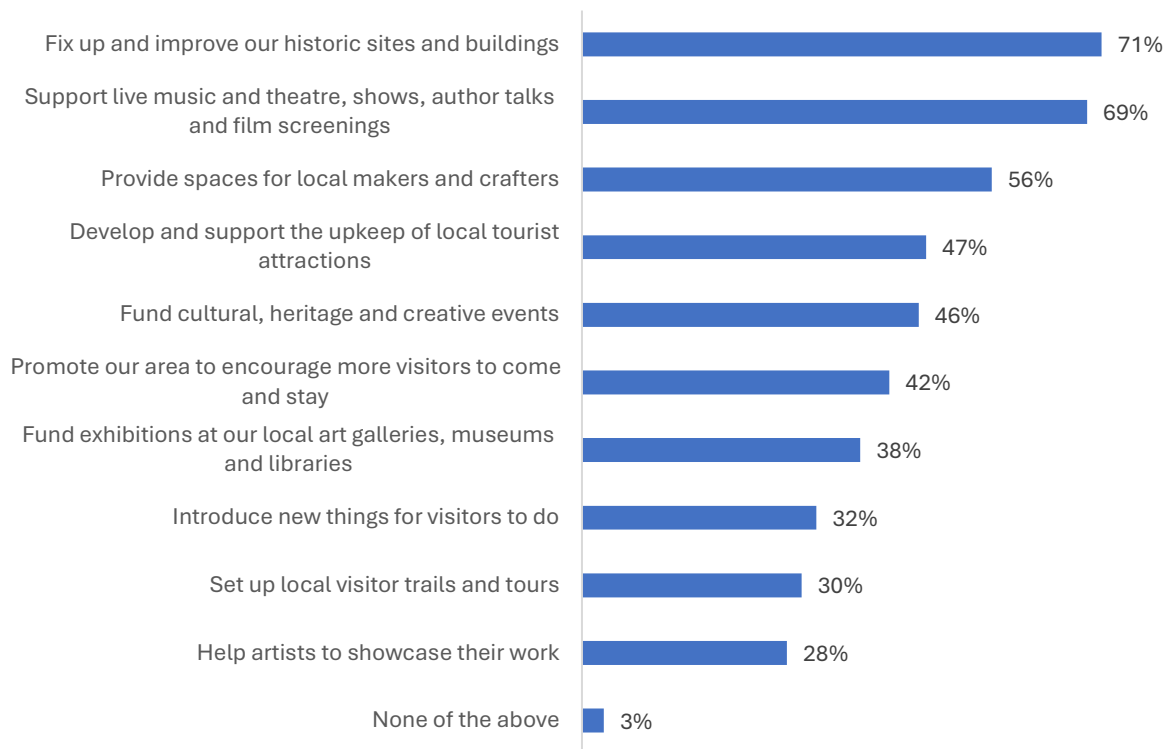
Q: What do you think we could do in Spalding to make the most of our heritage, arts, culture and tourism offer? (prompted) (select up to 6 options)

Response rate to this question: 472 people / 93% of respondents to this survey

When prompted about how to make the most of Spalding's heritage, arts, culture and tourism offer, respondents would most like to see the fixing up and improvement of the town's historic sites and buildings (around three quarters of respondents – 71%).

Also popular is the supporting of live music and theatre, shows, author talks and film screening (around two thirds of respondents – 69%).

And just over half of respondents would like to see local makers and crafters provided with spaces (56%).



<b>Option</b>	<b>%</b>	<b>Number</b>
Fix up and improve our historic sites and buildings	71	333
Support live music and theatre, shows, author talks and film screenings	69	325
Provide spaces for local makers and crafters	56	264
Develop and support the upkeep of local tourist attractions	47	223
Fund cultural, heritage and creative events	46	219
Promote our area to encourage more visitors to come and stay	42	198
Fund exhibitions at our local art galleries, museums and libraries	38	181
Introduce new things for visitors to do	32	149
Set up local visitor trails and tours	30	143
Help artists to showcase their work	28	131
<i>None of the above</i>	3	14

## **Other priorities around the heritage, arts, culture and tourism offer**

*Q: Please let us know of any other priorities you have (unprompted)*

*Response rate to this question: 142 people / 28% of respondents to this survey*

Unprompted, support / funding for the Flower Parade is thought to be a key 'other priority' – and is an event that many respondents have enjoyed in the past.

Spalding's Gentlemen's Society (Museum) also receives notable mention for support / funding.

There is some comment that more should be made of Spalding's heritage (e.g. support, funding, promotion) to make the town a more attractive proposition for visitors.

*"Help support the Flower Parade so it can keep going and bring people in from all over the country to remember our roots."*

*"The Flower Parade should be supported as an opportunity to finally give back a sense of identity & pride in Spalding & the Castle Playing Fields would have been well worth retaining for this purpose."*

*"The Museum of the Spalding Gentleman's Society is one of the most important historical collections in the country and yet longstanding residents don't even know it's there. They need investment and support so we don't risk losing this incredible resource."*

*"Fund the SGS building work to make the museum a destination and attract more visitors which would help the town and district."*

*"We should prioritise the heritage we have rather than one-off arts events which have no lasting value."*

*"Heritage and culture need proper support to attract visitors and provide opportunities for everyone to engage fully with the area. Shout about what we have to offer."*

## 7. What could be done to improve community facilities and resources

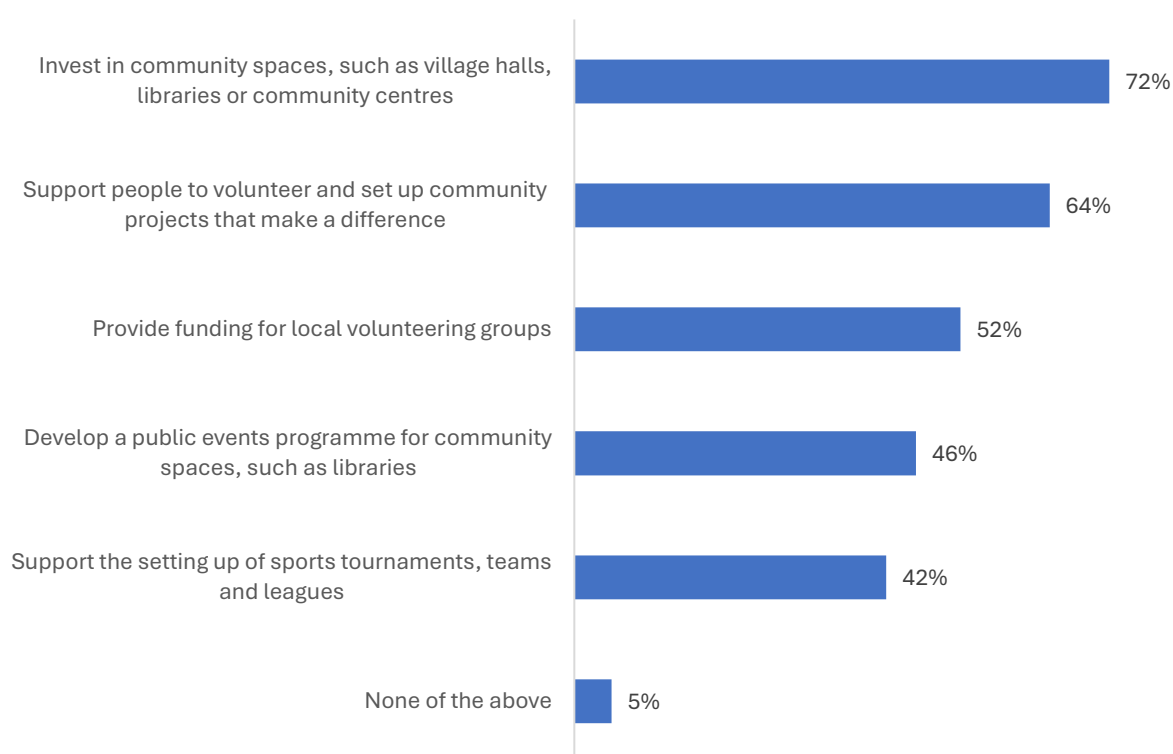
Q: What do you think we could do to improve our community facilities and resources? (prompted) (select up to 4 options)

Response rate to this question: 471 people / 93% of respondents to this survey

When prompted with suggestions to improve community facilities and resources, respondents would most like to see investment in community spaces, such as village halls, libraries or community centres (around three quarters of respondents – 72%).

With around two thirds (64%) wanting to see support for people to volunteer and set up community projects that make a difference.

And around half (52%) the provision of funding for local volunteering groups.



Option	%	Number
Invest in community spaces, such as village halls, libraries or community centres	72	338
Support people to volunteer and set up community projects that make a difference	64	302
Provide funding for local volunteering groups	52	243
Develop a public events programme for community spaces, such as libraries	46	219
Support the setting up of sports tournaments, teams and leagues	42	196
<i>None of the above</i>	5	23

## Other priorities around community facilities and resources

Q: Please let us know of any other priorities you have (unprompted)

Response rate to this question: 97 people / 19% of respondents to this survey

Unprompted, 'other' priorities around community facilities and resources are wide-ranging and small in number.

There is some mention, however, that young people should be a priority when thinking about improving community facilities and resources (e.g. youth centres / clubs).

*“Unfortunately, young generation isn't used to visiting the library and may not appreciate it, so invest in a Youth Hall that includes sports, arts, dances, singing... even gaming, so at least kids will socialise and talk with someone in person. This will be the best place for businesses to make recruitment days and meet their new recruits. An effort to get young people wanting to go to work is vital, because the majority of young people in the area are not interested of full time employment or any employment in general...”*

*“Activities for children - so they can learn and enjoy doing so. They are the future teach them now how to go on, not wait until they are in the bad ways.”*

*“Youth Centre for Spalding.”*

## 8. What could be done to make it easier to get around Spalding

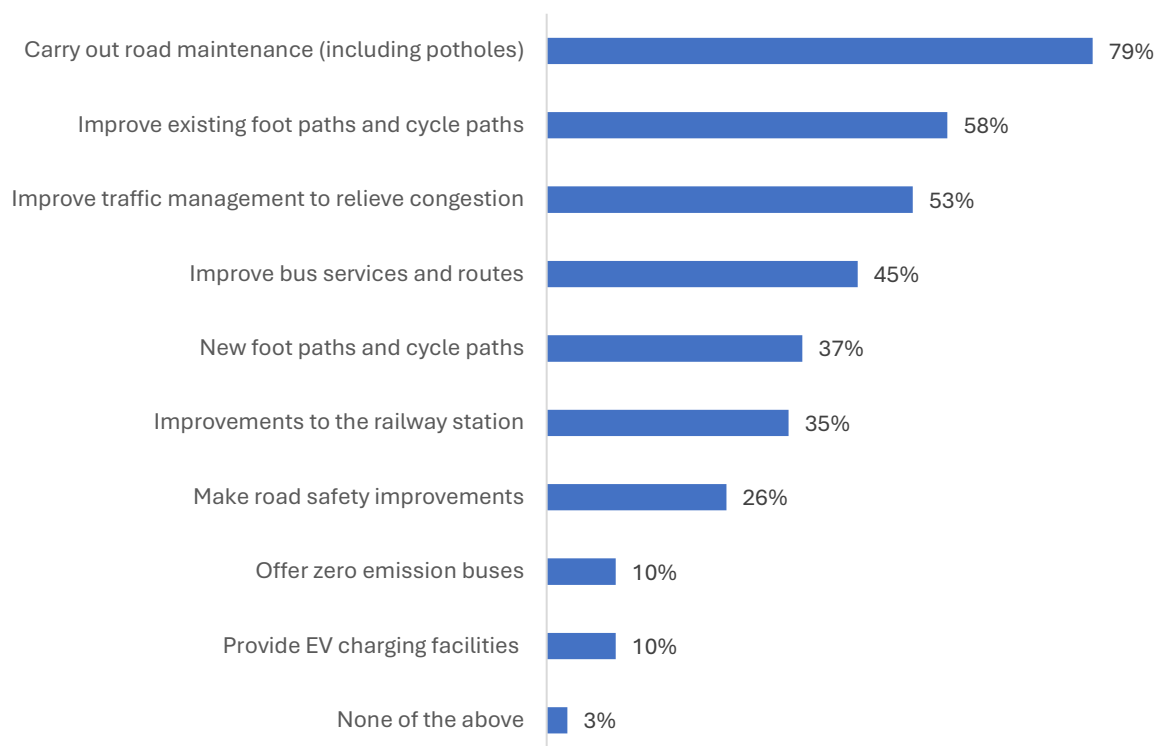
Q: What do you think we could do to make it easier to get around Spalding? (prompted)  
(select up to 5 options)

Response rate to this question: 472 people / 93% of respondents to this survey

Prompted, respondents are, by far, most likely to want road maintenance carried out (including potholes) to make it easier to get around Spalding – 79% of respondents.

Over half (58%) would like existing footpaths and cycle paths to be improved.

And 53% improved traffic management to relieve congestion.



Option	%	Number
Carry out road maintenance (including potholes)	79	375
Improve existing foot paths and cycle paths	58	276
Improve traffic management to relieve congestion	53	248
Improve bus services and routes	45	213
New foot paths and cycle paths	37	174
Improvements to the railway station	35	165
Make road safety improvements	26	123
Offer zero emission buses	10	48
Provide EV charging facilities	10	47
<i>None of the above</i>	3	16

## Other priorities around making it easier to get around Spalding

Q: Please let us know of any other priorities you have (unprompted)

Response rate to this question: 155 people / 31% of respondents to this survey

Unprompted, there is some reiteration of the poor condition of the roads and the need to repair potholes.

There is some mention of the need for a better train service – e.g. no trains on Sundays.

And a desire for cheaper or free parking in the town.

The prevalence of cycling on the pavements is highlighted by some as a danger to pedestrians (and, therefore, mentions of improvements to cycle paths resurface here).

*“Potholes around here are absolutely awful. Myself and others I know have had significant damage to cars due to this issue!”*

*“Sort the potholes out! Finish 1 project before you start another!”*

*“Get a proper train service especially a Sunday service.”*

*“Spalding is a no go area on a Sunday as no trains. And not many shops open on Sundays some people work 6 days a week and Sunday would like to go into Spalding town but can't.”*

*“Free parking in the town centre - This would drive footfall.”*

*“Clamp down on pavement parking and cycling. Free parking to encourage visitors.”*

**9. If you travel by car into Spalding generally, is there anything that would encourage you to use *other modes of travel*? (prompted)**

*Response rate to this question: 212 people /42% of respondents to this survey*

Respondents might be encouraged to use modes of transport other than the car to travel into Spalding if there was an improved bus service – most likely more frequent buses and, to a lesser extent, better bus connections with surrounding villages.

There is some lower-level call for:

- A better / safer cycle network
- More frequent trains (e.g. on Sundays)

Respondents might be encouraged to walk into Spalding if pavements / walkways were in a better condition (e.g. potholes) and / or they felt safer to do so (e.g. street lighting).

*“Bus services to the villages need to be far more regular, 3 in a day is just not acceptable for people relying on these services to access the town.”*

*“I don't drive, but would visit town and nearby towns more frequently if some of the buses ran more frequently, and later, and had better connecting times with other bus and train services.”*

*“I would walk however my path into town is definitely the worst. Down Winsover Road! It's a horrible walk due to the ugly shops....most of which are closed due to illegal activity.”*

*“Better and more often rail links and open up the village stations again like Pinchbeck, Gosberton, Donington.”*

*“Better train service. Sunday travelling to Lincoln and Peterborough. We're living in dark ages.”*

*“Better paths. My disabled son uses a wheelchair and the paths at end of Pennygate and park road are awful we cannot walk well on them.”*

*“Trains running on Sundays to stop at Spalding. A better bus service would be a help too.”*

*“We live in a rural community and a car is essential. However I would use a motorcycle more if I could find somewhere safe to leave it!”*

*“Bus services aren't regular or reliable enough as an alternative. Buses ought to come right into the town centre too.”*

*“Safer cycle routes (proper ones - not token bits of cycle path.”*

*“Safe dedicated cycle lanes and attractive green routes along the river and drainage channels and old railway lines etc in a proper network.”*



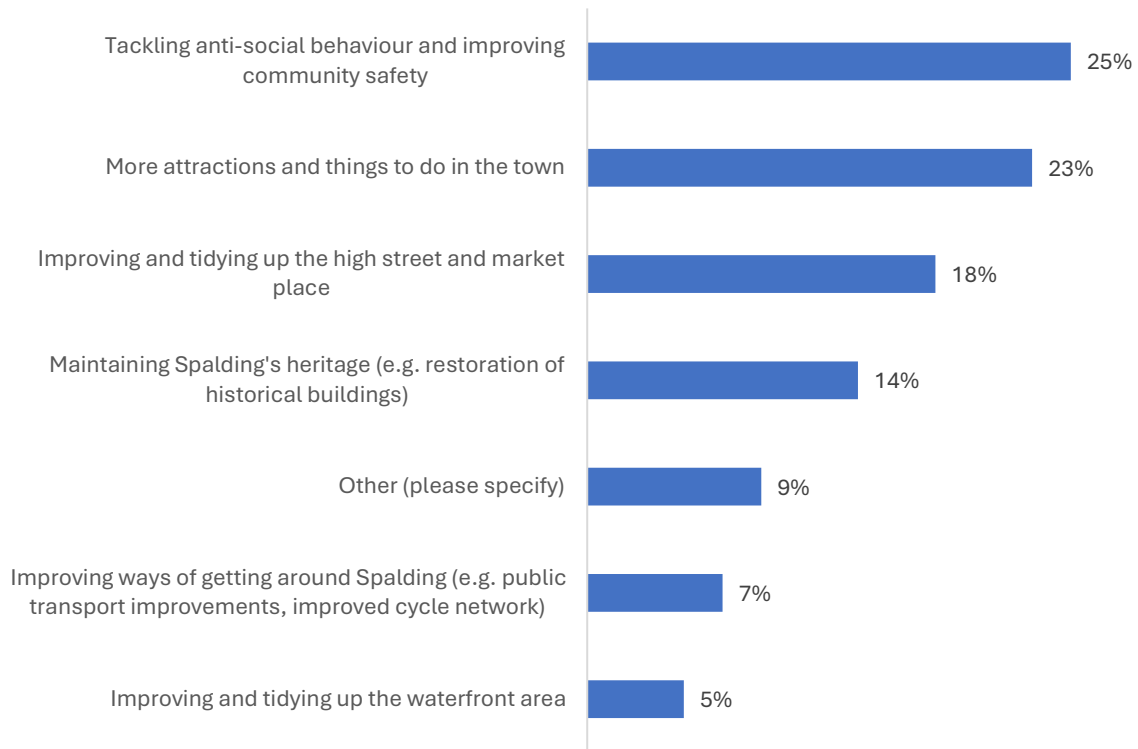
## 10. Top priority for how the money is spent

Q: Which of the following would be your top priority for how the money is spent?  
(prompted) (select one option only)

Response rate to this question: 442 people / 87% of respondents to this survey

Tackling anti-social behaviour and improving community safety is the top priority for a quarter of respondents (25% - prompted).

Closely followed by more attractions and things to do in the town (23%).



Option	%	Number
Tackling anti-social behaviour and improving community safety	25	109
More attractions and things to do in the town	23	101
Improving and tidying up the high street and market place	18	81
Maintaining Spalding's heritage (e.g. restoration of historical buildings)	14	60
<i>Other (please specify)</i>	9	38
Improving ways of getting around Spalding (e.g. public transport improvements, improved cycle network)	7	33
Improving and tidying up the waterfront area	5	20

## **'Other' top priority for how the money is spent**

Q: Other (please specify) – 38 respondents

*"All are needed after years of neglect and lack of ambition."*

*"All of the above need doing. You have let Spalding degrade over many years so I don't think £20million is enough but I'm sure a good chunk of it will line your pockets!"*

*"All the above are basic needs for a town to survive."*

*"Public transport to run every hour, longer service times. Weekends to have a service up to early hours accessible to everyone in all parts of the county."*

*"I cannot answer because I feel every single one of these points is a top priority. The town has been left to rot and it needs ALL areas to be maintained and sorted."*

*"I think sprucing up the whole town and maintaining it would go some way to alleviating the problems and instilling civic pride. For too long many in the local population have felt disenfranchised and ignored. They need to be encouraged to be involved in the process."*

*"Build more doctors/dentists/hospital for the ever increasing town."*

## 11. Priority areas for investment

Q: What places in Spalding do you think are priority areas for investment? (unprompted)  
Response rate to this question: 428 people / 84% of respondents to this survey

The **town centre** (generally) is the most likely suggested priority area for investment in Spalding – and by around two in five respondents.

*“Town centre in terms of shops provided and making the place a safer and more inviting*

*“Town centre without doubt. It’s tired, full of anti social behaviour and frankly embarrassing.”*

*“The town centre. In my opinion I look at beautiful old buildings that appear shabby and neglected.”*

*“Town centre definitely. When a friend/family comes to visit me and ask to show them around the place, all of them are asking the same: ‘Oh, is this the town centre, so empty and disappointing’.”*

*“Support and investment in town centre to encourage empty spaces to be renovated and attractive new businesses to be added, signage welcome to Spalding looks tired and unloved just like the town. Unsightly or derelict buildings for example the old post office sorting office, the Bull and Monkie.”*

The **riverside / waterfront area** is also a key mention – by around one in five.

*“The town centre and riverside, waterfront, more attractions by water like a seaside.”*

*“Market Place, Hall Place, the Riverside and the links between the two (Bridge Street, Westlode Street etc).”*

*“Town centre and the riverbank, too much investment in Springfields so there's nothing to attract anyone in the town. Full of EU shops which are just a front for criminals which everyone except you can see. There's nothing for kids to do either and the river could be a lovely walk and a real feature to our town.”*

As is the **market / market place** – again, cited by around one in five.

*“Market lace - rundown shop fronts  
and tackle antisocial behaviours.  
And Victoria street- street lighting.”*

*“Riverbank. Market place. Sheep  
Market. Try to have a crowd drawing  
event at least once a month every  
month.”*

*“The market put it all back in one  
place and clean up the town make  
it a place people want to spend  
time and soon people will take  
more pride in where they live and  
start engaging again.”*

And around one in 10 would like to see the **Johnson Hospital** prioritised for investment.

*“Old Johnson hospital a total  
eyesore.”*

*“Johnson Hospital in Priory road,  
eye sore, gifted to the town by the  
Johnson sisters I believe, not a  
good tribute to them as it stands  
now.”*

### iii. Your ideas for Spalding

#### 12. Ideas for improving the waterfront

Q: We know from previous feedback that the waterfront is an area you would like to see improved. What ideas do you have for how we could improve the waterfront?  
(unprompted)

Response rate to this question: 356 people / 70% of respondents to this survey

Unprompted, key suggestions to improve the waterfront area include:

- **Cleaning / tidying up** (and maintaining) (e.g. grass / verges, litter, graffiti)
- **Better access / footpaths**
- **Provide (more) seating**

With each of these mentioned by around one in five respondents.

*“Clean it up and get rid of the street drinkers, plant more trees instead of chopping them down.”*

*“General clear up of waste left in river & improvements made to some of the bridges. Could also maybe use more seating.”*

*“Restore riverside access and footpaths. Provide investment into our local volunteer groups to improve accessibility and facilities for riverside activities such as angling.”*

Other notable mentions, by around one in 10 respondents respectively, include:

- Planting flowers, trees (and maintaining)
- Cafés / bars / restaurants
- Water taxi provision
- Stop anti-social behaviour

*“More seating, general maintenance such as grass cutting, planting, tree maintenance, litter bins, improvements to walkways.”*

*“Get the water taxi back in action, cafes, walking tracks etc.”*

*“Tidy it up a bit and add a few shops and nice cafes or well regulated early closing bars and restaurants. Nice seating by the river, well policed to stop street drinking.”*

*“Try to ensure that the water itself is as clear and clean as possible. Try to ensure adequate water levels. Keep bank overgrowth under control. Provide more seating. Patrol to minimise unsociable behaviour.”*

### 13. Ideas for improving or developing the market

Q: In previous consultation, there has been interest in improving the market in the town centre. Do you have any ideas for improving or developing the market? (unprompted)

Response rate to this question: 360 people / 71% of respondents to this survey

Around one in four respondents would like to see a **wider variety of stalls / more stalls** on the market.

*“We need more variety of stalls it seems since covid a lot of the market has not come back. We need new vendors something to encourage new market stall holders, maybe doing a craft fair or specialised food market inviting vendors once a month something to encourage people in Spalding to get excited about town centre again.”*

*“Encouraging the market back, artisan markets, seasonal markets, displays, parades etc.”*

*“More stalls, wider range of products, keep it clean, remove the anti social elements, and the buskers.”*

And there is some call for the **better support for traders** (e.g. supplying, erecting and dismantling stalls, lower rents); and to encourage new traders to the market.

*“Council to provide, erect and dismantle adequate stalls. Rent free days to encourage new traders.”*

*“Market traders have dropped off since council stopped putting up the stalls.”*

*“Cheaper rents would hopefully entice more and varied stall holders.”*

*“Reduce rent for market traders to entice new traders to attend. Provide market stalls as appropriate. Why is Stamford so successful?”*

Other key mentions include:

- Farmers' markets
- More food stalls
- Indoor market provision

*"Have a farmers' market. Spalding are big food producers, so sell direct to public - artisan."*

*"Indoor and outdoor market. Communicating with small, local business. Pop up artisan food vendors, outdoor seating area. Inviting live artists, food market (like Holbeach)."*

*"A dedicated indoor space to keep visitor numbers high even in bad weather. (However, this should be a high quality setting, with things such as access, lighting and signage taken into consideration)."*

#### 14. Ideas for events and activities for the town centre

Q: We have previously had feedback that you would like to see more public events and activities to encourage better use of the town centre. What ideas do you have for events and activities for the town centre? (unprompted)

Response rate to this question: 336 people / 66% of respondents to this survey

Unprompted, respondents are most likely to want to see **(live) music events** to encourage better use of the town centre – suggested by around one in four respondents.

*“Music. Plays. Get a little outdoor stage and protected seating for evening events. The local cafes and restaurants could stay open too.”*

*“Spalding music festival was great. Not enough for live music in the town.”*

*“Live open-air bands in the market square. Good atmosphere, outdoor dining all around a lovely controlled hub of locals and visitors to congregate ...”*

*“Regular makers markets, artisan traders, farmers markets, encourage exhibitions, art and music. Bands of all types with a running programme of events throughout the year.”*

Parades are a notable mention, and how successful previously-held parades have been.

The **Flower Parade** is mentioned by around one in five respondents.

And the Pumpkin Parade by around one in 20.

*“Events such as flower parade which bring the whole of Spalding together.”*

*“Flower Parade was brilliant and gave such a buzz.”*

*“Flower Parade was fantastic - keep it going and help with the funding so it can continue ...”*

*“Fireworks for pumpkin parade used to be fantastic. Nighttime parade for the kids etc.”*



Other noteworthy mentions, albeit at a lower level, include:

- Food festivals / fairs
- Arts and crafts (fairs)
- Farmers' markets
- Family-oriented events
- Events for children / young people

*"Themed events. Food festival promoting local produce. Car boot sale (Sundays)."*

*"I think more could be made of our food and flower heritage - farmers markets and fair trade events."*

*"More stuff for the younger people and teenagers as they have nothing to do."*

*"Flower parade was good. We could do music festivals, food festivals, specialist markets like Christmas markets or craft markets in addition to what we have now."*

*"Music, stalls and kids entertainment, parents will do anything to see their kids happy and safe, family time needs to be brought back."*

## 15. What could be done to make the town centre more appealing

Q: What do you think we could do to make the town centre more appealing?  
(unprompted)

Response rate to this question: 399 people / 79% of respondents to this survey

Unprompted, there are many mentions of a **need to clamp down on anti-social behaviour** (e.g. policing / patrolling) to make the town centre safer and a more appealing place.

*“Clean it up and take action against graffiti and anti social behaviour. It is supposed to be a pedestrian zone - crack down on abuse of this especially cyclists.”*

*“Clean it up, the seating area is becoming an area of anti social behaviour. Enforce strong penalties on any graffiti or vandalism.”*

*“Have wardens and police to move on those exhibiting anti social behaviour. Introduce laws on shop fronts and displays. Look at towns like Stamford for inspiration.”*

*“More lighting and CCTV. More police presence to prevent people drinking alcohol in public.”*

There is a clear desire for a **better retail offering** (more shops / wider range / better quality / fewer empty shops).

*“Entice shop owners to open up again with a variety of shops, not just the lower end variety.”*

*“Better selection of shops and cafes. Unfortunately flower pots and street lighting aren't going to attract people until better shops are there!”*

*“Remove graffiti, keep it clean and tidy and open new shops. There are lots of discount shops and charity shops. But I miss the middle price range stores that we used to have, such as Dorothy Perkins.”*

*“Although it is inevitable that shops will close, these could be used as pop-up shops for small businesses, art exhibitions or community groups to rent out on a short-term basis. This would help the atmosphere of the town centre.”*

There is notable mention that the town centre needs to be **cleaned / tidied up** (and maintained).

*“Clean up rubbish, improve buildings falling to ruin & add something green.”*

*“Keep it clean. Bright colour in the form of plants. Seating that can be cleaned, free from dirt and food. Bright washable rubbish bins.”*

*“Clean it up, tidy up shop fronts and removing the drunks and drug dealers.”*

*“Make sure all businesses keep their premises clean & tidy & remove all gaudy covers from windows.”*

Other key mentions include:

- More / improved seating
- More planting (flowers / trees) to prettify the area (and maintenance)

*“More flowers on shops without having to apply and pay for council approval. Allow shops to have more outdoor seating Go to other towns and see how they are doing it.”*

*“Tidy up, looks a bit dull and dirty, plant it up bring colour through flowers. And make it festive at Christmas.”*

There is some call for town centre pedestrianisation / reducing traffic.

*“Cleanliness and remove the less desirable element, including the religious shouters, and fully pedestrianised.”*

*“Tackle ASB. Pedestrian only. Let coffee shops etc have more tables etc out to create a more continental feel.”*

## 16. What would encourage to visit and spend longer in town centre

Q: What would encourage you to visit and spend longer in Spalding town centre?  
(unprompted)

Response rate to this question: 392 people / 77% of respondents to this survey

A **better retail offering** would be a key reason to visit and spend longer in Spalding town centre (e.g. more shops / wider range / better quality).

*"Better choice shops, I have 4 children & there is nowhere to buy them clothing so I end up online. A decent sports shop would be a good start."*

*"Better shops. Need shops that meet the needs of people - so many nail bars, hairdressers, takeaways, gaming areas."*

*"More variety of shops. We are missing the department stores."*

*"More to do. More variety of shops rather than going to Peterborough or Boston."*

*"Some good independent shops, sadly a pipe dream until we stop buying online."*

Respondents **want to feel safe** in the town centre, and there is a notable call to **tackle anti-social behaviour**.

*"Feeling safer. I rarely go into town now as it is an unpleasant place to be and there is very little to encourage me in."*

*"It does not feel safe in Spalding at any time of the day I have teenage children and prefer to take them to Peterborough as there is more to do and it feels safer."*

*"Different shops. More police presence to stop the drinking and congregating in the day."*

*"Safety and security - it must not be a place where drunks and anti-social behaviour are allowed to dominate!"*

There is a desire for a **cleaner, tidier town** (and for regular upkeep).

*"I hate the state of the town. It screams deprived. Get rid of the drunks. Clean it up."*

*"The town centre looks completely downtrodden. Clean up, pressure wash pavements. Encourage more food vendors to use outside space - Red Lion example. Ban ALL traffic."*

Other notable mentions include:

- Better market offering
- Free parking

*“Some great cafes and restaurants. Specialist once a month markets such as an organic market or a flowers and shrubs market. Maybe an artisan market with specialist breads and produce?”*

*“Free parking days. If you are shopping and lunching it can be difficult to do it in the allotted free parking time or expensive in the council car parks.”*

*“Free parking for an hour.”*

## 17. Other ideas for how this money should be spent for Spalding

Q: Do you have anything else you would like to add about how you think this money should be spent for Spalding? (unprompted)

Response rate to this question: 287 people / 57% of respondents to this survey

Other suggestions for how respondents would like the money to be spent for Spalding are many and wide-ranging. Just over half of those who responded to this survey gave a response to this question (57%).

There is some mention of **wanting the town to be brought back to life / to how it used to be.**

*“Get a heartbeat back into the town that will endure well beyond the time when all the money has been spent. Use the money to prime the pumps that will bring Spalding back to life for now and the future.”*

*“Just get town back to the lovely market town it once was.”*

The **money should be spent wisely**, and not wasted.

*“Spend it wisely on things we really need and not someone’s folly.”*

*“It needs to be spent wisely. Those of us that have lived here many years are saddened to see how the town has been allowed to decline.”*

*“Wisely, with as much future proof as possible.”*

The **importance of listening to the views of local residents** (about how the money is spent) is stated by many.

*“None of it given to committee. Actually listen to what people want for the town. Stop focusing on things that would only make big local business owners ‘money’.”*

*“Curious about transparency of this consultation process. How do we know you’re listening? Is this box ticking? Have you already made your mind up? If everyone asks you something you don’t agree with would you do it (true democracy? Or not?).”*

## iv. About respondents

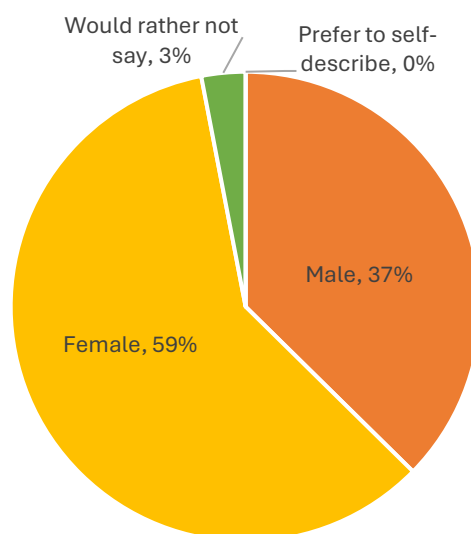
### 18. How would you describe yourself?

Response rate to this question: 443 people / 87% of respondents to this survey

The sample has a female bias, with 59% describing themselves as female.

And 37% as male.

*N.B. Gender breakdown for Spalding (town) is 49.0% male, 51.0% female (ONS Census 2021).*



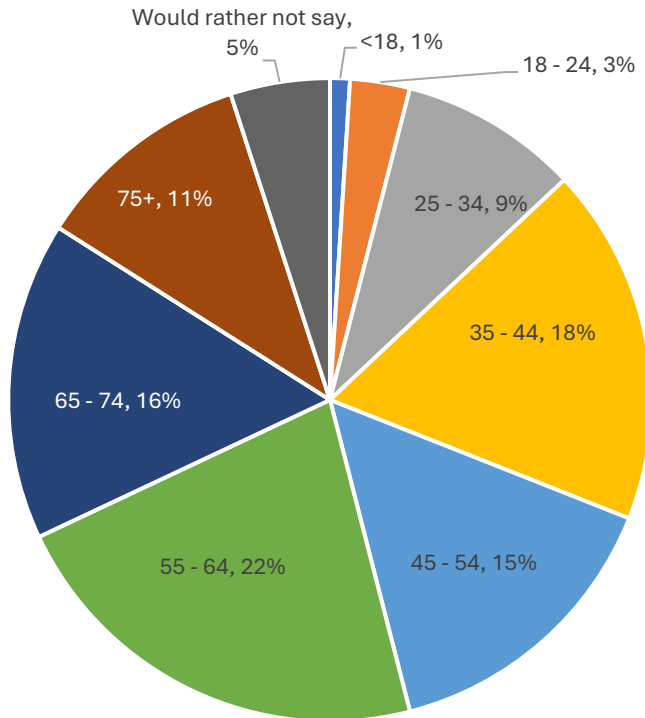
Option	%	Number
Female	59	261
Male	37	166
Would rather not say	3	15
Prefer to self-describe	0	1

## 19. What is your age?

Response rate to this question: 445 people / 88% of respondents to this survey

There is a good spread across age groups, although only a small number of respondents are aged under 25 (4%).

*N.B. The median age in Spalding (town) is 40 years (ONS Census 2021). The median age for England is 39 years.*



Option	%	Number
Under 18	1	3
18 – 24	3	12
25 – 34	9	41
35 – 44	18	79
45 – 54	15	67
55 – 64	22	100
65 – 74	16	72
75+	11	50
Would rather not say	5	21



## **20. Where do you live? (unprompted)**

*Response rate to this question: 419 people / 83% of respondents to this survey*

As might be expected, respondents are most likely to live in Spalding. Around two thirds of those who responded cited Spalding as their location (67% or 279 respondents).

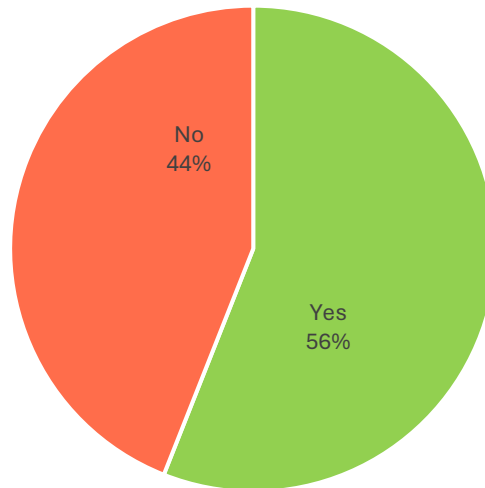
Other notable, 'multiple' mentions include:

- Pinchbeck (29 respondents)
- Gosberton (nine)
- Surfleet (eight)
- Cowbit (seven)
- Moulton (seven)
- Quadring (seven)
- Holbeach (six)
- Moulton Chapel (five)

**21. Would you like to be kept updated on the findings of this consultation and the progress of the Long-Term Plan for Towns in Spalding? (prompted)**

*Response rate to this question: 401 people / 79% of respondents to this survey*

Over half of those who responded to this question (56%) say they would like to be kept updated on consultation findings and the progress of the Long-Term Plan for Towns in Spalding - which is 226 individuals.



Option	%	Number
Yes	56	226
No	44	175

## Part B: other consultation and engagement methods

### i) Young people engagement

#### 1. YMCA young people session

YMCA Lincolnshire's Youth Team carried out a detached and outreach youth work session to engage with young people to capture their thoughts on the investment coming to their community through the Long Term Plan for Towns. Please see below a table of people engaged with in Spalding:

Town	Adults Engaged	YP Engaged	Total Engaged
Spalding	6	4	10

#### Activities offered

The activities the Youth Team supplied support the Youth Work Framework and National Occupational Standards. Activities offered were based on experiences the Youth Team have had with this line of work before and included nerf and graffiti painting activities. A lot of the work the Youth Team does supports both the Health and Wellbeing side and the Creativity and Fun side of the Youth Work Framework, while being able to promote positive physical, social, emotional and mental health. Young people learn from these activities and can question and look at issues from different perspectives.

#### Common views

Young people the team engaged with expressed views based on little opportunities to express themselves and boredom that comes with it. Common answers they saw were based on leisure activities being too expensive or the fact that there is not a wide range to choose from.

## 2. Conversation cards

The consultation was promoted at the youth club at the Lighthouse Church. Conversation cards were distributed to the young people with 16 cards completed by young people aged 12 – 27.

Much of the feedback from the young people aligns with the findings captured throughout this consultation. A snapshot of some of the feedback included:

- The church is valued by the young people, along with shops, and facilities such as the gym;
- Anti-social behaviour – encompassing drinking, drugs, and littering – is something that some of the young people felt could be tackled;
- A safer place is an ambition some of the young people hold;
- More police is something that some of the respondents would like to see to improve safety and security;
- Interest in a cleaner town with ‘more bins’ a comment that emerges around the theme of high streets, heritage, and regeneration;
- Public transport – and more buses – is mentioned by some of the respondents around the theme of transport and connectivity;
- The responses around what is the biggest improvement that the respondents would like to see are diverse and include a comment of ‘something fun for kids’.

### 1. What do you think are the best things about Spalding?

- The many facilities such as Springfields Castle, Ayscoughfee, Rock School bus
- The churches, the schools and the shops
- The songs on Saturdays and the gospel being spread
- The shops, churches, all the fast food places and gyms
- The lighthouse church
- The churches, schools and the shops
- My church
- The church
- It is big and walkable
- The church
- The clean streets, flowers
- The church
- River. Town centre.
- I like church and my school
- The best things are things like the gym, basketball court and the church
- I like how quiet and calm the town is.

### 2. What do you think could be better?

- The spaces for the youth where they are safe from drunk people
- Less litter
- The security, violence being reduced, less alcohol, etc.
- Not a lot, just more community and events
- If the church moved to the centre of town
- Less rubbish
- The young people of Spalding have been exposed to many bad things. I believe that expand the influence of church may help them to move away from the negative influences and promote better lifestyles.
- More bigger shops
- Less high and drunk people

- More shops. The church getting building
- Parking!
- Some places can be upgraded
- Parking
- Ban vaping permanently
- I think the church could be bigger and same with the basketball court
- Safer place for young people. Encouraging more small businesses.

### **3. What is your ambition for Spalding?**

- To become safer for young people
- A larger community
- To see more Christians
- A musical and friendly town
- For it to be cleaner
- Big communities
- No drugs
- To come to Christ  
Big fun
- Spalding for Christ
- Be a safe space/place
- Get more people to Christ
- Saved
- Spalding for Christ
- I want it to be where a lot of youth go to have fun
- Spalding for Christ.

### **4. What do you think we could do to tackle problems around safety and security in Spalding?**

- Increase number of police on patrol and make people more aware of the effects of drugs and alcohol - not just the younger people
- More security
- Put more cameras in town and more police
- I'm not too sure
- Cameras/paying a fine if you do something wrong
- More cameras
- Focus on finding ways to positively influence youth
- More police
- Druggies
- More police
- Better police presence
- More police
- More police presence. Better/improved infrastructure.
- Create more safe spaces for youth
- We could make things more accessible for more people like the church
- Create more safe places for youths.

### **5. What do you think we could do to improve Spalding, including the high street, and our community facilities, and how we make the most of our heritage?**

- Allow more people to add to the heritage and improve shops
- More bins and tours of old buildings
- Have bins for all the trash bags outside of people's homes and more decoration
- Have the Coney's building turned into a church and a place for community

- More churches
- More bins
- Get rid of Spalding Academy
- Make it better and modernise it
- Public toilets
- Better building
- Help people in need
- Improve infrastructure
- Add more churches. Remove vape shops
- We could make that basketball court larger
- More shops like JD and Foot Asylum to attract more young people.

**6. What do you think we could do to make it easier to get around Spalding?**

- Electric scooters and bike hire, like in places such as Norwich
- More buses and cycle tracks. Better roads.
- Have more buses to move around
- Free buses for under 21s
- Not sure
- More transport
- More public transport
- Navigation
- Maps
- Better roads
- More roads
- Navigation
- Improve road infrastructure
- Bicycles that can be hired
- Nothing. It's very easy
- More infrastructure and bridges.

**7. What is your top priority for how the money is spent, and what are your priority areas for investment?**

- Money needs to be spent on transport and infrastructure
- Fill in potholes. More wildlife areas.
- Money needs to be spent on new buildings to improve Spalding generally for example the health care or the shops
- The gym at the Castle Sports Centre
- Food
- Filling potholes
- Schools
- On good things that helps people rather than others like vapes, etc.
- Fun for kids
- Help others
- Parking!
- Help people
- Keeping the streets clean, infrastructure, maintenance, local business support, construction
- Invested in spreading Christianity
- I want the church to be moved to a bigger venue
- Spend on the youth and safe spaces for youth.

Age	Location
The age range of respondents who gave an age was 12 – 27.	The majority of respondents are from Spalding with Crowland, Surfleet, and Deeping St Nicholas also given as locations.

### 3. Further comment

A further comment was received from a year 9 student who had spoken to her peers at Spalding High School. The consensus was that the students would like to see ‘nice buses’ (i.e. the bus to school.) In particular, a suggestion was made of independent bus inspectors.

## ii) Consultation and engagement events

### 1. Heritage Lincolnshire feedback walkabouts

Heritage Lincolnshire hosted two feedback walkabouts in Spalding town centre, which saw members of the public take part in two 90 minute circular walks in the town centre which provided the opportunity for people to share feedback on the town.

There were 9 attendees on the walk on the 6<sup>th</sup> June 2024 and 10 attendees on the 11<sup>th</sup> June walk which were led by Alice Ullathorne, Head of Heritage at Heritage Lincolnshire.

The walk included:

- Discussions regarding tourism and destination management at Ayscoughfee Hall
- Discussions about the connection with the River Welland
- Discussions about events in the market place
- Discussions regarding wayfinding, public realm and public art around the Market Place
- Discussions about heritage-led regeneration in the market place
- Discussions regarding the future of the train station

### Key Feedback

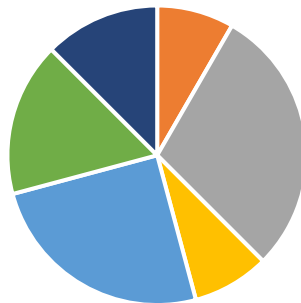
Feedback was taken from discussions and within feedback forms:

- People valued independent local shops and wanted more. They also suggested free parking would help attract people in. People wanted *“Less betting shops. Less shops being opened by criminals. More variety.”*
- People felt that any changes made need to be sustained through maintenance and the safety measures that might happen through the Long-Term Plan for Towns – including the banks of the River Welland
  - There was an appetite for a voluntary scheme or adoption of the river bank
- Public art – People felt that public art on blank walls would help increase the vibrancy of the town centre
- Connect Springfields to Town Centre – having an independent high-quality offer in the town that is different to Springfields
- Vinyls and blank shopfronts were felt to be detrimental to the town centre
- South Holland Centre – *“need to be more like the hub in Sleaford”*
- Make more of Spalding Gentleman’s Society
- Programme of Events – including market and joining up the tourism offer. Have Heritage Open Day type events every 6 months (March/September). Could there be evening events?
- Young People - Felt there needed to be more facilities and things to do for young people. *“somewhere for young people to congregate, relax, have something to care about and respect”*
- Tourism – *“More information boards; Fingerposts showing directions to heritage sites”* *“better signage – highlight key areas”* – café at Ascoughee Hall – doesn’t feel like a welcoming community space. Needs to be joined up and connecting places – the perception was that the town wasn’t well promoted, e.g. Visit Spalding website. There are fantastic trails in the town that could be better promoted.
- Markets – it was felt that more could be made of the market offer in Spalding. For example, with its location in Lincolnshire and connections with food production might there be more opportunity for more farmers markets or artisan/food markets or flower market – *“Bring back market to how it was 20 years ago.”* *“market stalls set up by council like they used to be – entertainment”* *“Markets and more retail offer”*
- Helping Businesses to thrive – *“promote what we have – blow our own trumpet”*.



- Riverside – people felt the river and the buildings that front onto it are one of the most significant parts of the town “*Could go further with the river – wildlife*” “*would be good for development beside the river corridor to reflect the character and scale matching the river*”
- Public realm– “*the public realm in the marketplace is not very accessible – lack of drop kerbs*” – could there be an access audit. Could there be more seating “*remove street clutter*” “*Easy Pedestrian access to all areas. Pedestrian safety for dropped kerbs*”. Could there be Wi-Fi? Could the water fountain come back to the marketplace
- Traffic was a key issue with no crossings between the town centre and Ascoughee Hall making the key locations in the Town feel very car dominated and unsafe. “*Safe road crossings that can be seen and heard*”
- Green Space – “*soft landscaping in town – more cosmopolitan*”
- High Street experience – “*Stop/help the homeless, stop the day-drinkers. Stop cyclists in pedestrian areas. Remind councillors the centre is in a Conservation Area*” “*Help for addicts in hospital rather than having them on the street*” “*Everything needs cleaning*” “*Better organised and with a dedicated person to deliver it*” – Town Centre Manager?
- Upper floors – people agreed it would be good to bring people into the town and have activity throughout the day
- Train station – some agreed with the idea of a café and community space whereas others thought community space should be in the town centre. Should “*Use empty rooms*” in the train station.
- Policing – need “*conspicuous policing*” “*removal of vagrants and disorderly people in the town centre*” “*Police, safety*”

### What would be your number 1 priority?



- supporting businesses
- occupying empty premises
- using vacant upper floors
- improving public spaces
- improving heritage buildings
- improving historic monuments

Which of these let Spalding down in your view?



■ empty shops      ■ neon signs      ■ unused upper floors  
■ dilapidated buildings      ■ litter and street cleaning

### Long-term vision

We asked everyone what difference they would like to see in Spalding in 10 years' time:

- More things for children and young people
- Pleasant safe clean area with green spaces and clean planters
- Clean, safe. Fresh looking shops with all criminal traders removed
- Clean, busy high street – market
- Lively, vibrant and people want to come to the town
- Vibrant Market Town. Independent shops. Community spirit.

## 2. Cherish for Over 60s feedback session, Lighthouse Church, 10<sup>th</sup> June 2024

On June 10, 2024, an engagement session was held at The Lighthouse Pentecostal Church in Spalding, attended by 15 senior members during their weekly 'Cherish for Over 60s' meeting. The session consisted of an informal, semi-structured group discussion focusing on three key areas of engagement and other issues identified. This engagement format allowed for meaningful insights and feedback from participants. The session lasted 45 minutes.

<b>Safety and Security</b>
<ul style="list-style-type: none"><li>• There is a lack of police presence</li><li>• Never see police on foot in the town</li><li>• The security personnel patrolling the high street turn a blind eye</li><li>• Security diminishing, don't feel safe anymore</li><li>• Increase in anti-social behaviour in high street</li><li>• Rather shop elsewhere than in Spalding town centre.</li></ul>
<b>High Streets, Heritage, Regeneration</b>
<ul style="list-style-type: none"><li>• The library is great</li><li>• The market isn't as big as it was, not appealing</li><li>• Ayscoughfee Gardens is very good but we need more outside places to go.</li><li>• Rubbish left about in the town centre there is need for more rubbish bins</li><li>• Regenerate the market, make them permanent stalls.</li></ul>
<b>Transport and Connectivity</b>
<ul style="list-style-type: none"><li>• Black Cat buses are brilliant.</li><li>• The bus services including Call Connect need to be accessible to the outer villages</li><li>• The town is expanding but the bus services are not</li><li>• Much better now the trains run later and go to Doncaster now.</li></ul>
<b>Other issues raised</b>
<ul style="list-style-type: none"><li>• The pavements are dangerous. Need more consideration for sight-impaired people</li><li>• There is a need for more zebra crossings.</li><li>• More youth facilities. No place for children to go.</li><li>• Make sure the riverbank is more accessible, there is a need for better river walks.</li><li>• Better sports facilities.</li></ul>

### iii) Online feedback

#### 1. Web form

Three people provided comments through the feedback form on the Love Spalding website. These comments are detailed in the table below.

<b>Safety and Security</b>
<ul style="list-style-type: none"><li>• More police, find a place for rough sleepers, monitored CCTV</li><li>• More CCTV up, more police around splitting up big groups of crowds</li><li>• Let people feel safe walking down streets .</li><li>• Lights be left on</li><li>• But make the streets feel safe is biggest one having to walk though people if they don't move not know if all things going be safe</li><li>• High Definition CCTV that is monitored round the town centre would be good, or is this being misreported? Cameras by areas known to be vandalised, for example the public toilets.</li><li>• Patrols to move the dealers from the streets, especially those in the town centre. For example the footpath in between the South Holland Centre and the old Coneys store. Increase the use of public enforcement offices and look to expand their role.</li><li>• Encouraging cyclists to be aware of pedestrians in the town centre and to, if they have to, use the footpaths at a sensible speed and not flat out.</li></ul>
<b>High Streets, Heritage, Regeneration</b>
<ul style="list-style-type: none"><li>• Regular cleaning and weeding, including empty buildings</li><li>• Decorate empty shops</li><li>• Remove shop window coverings</li><li>• Make the markets better bring more traders in, more food markets.</li><li>• More family events other than stuff like the fair as not everyone enjoys the fair</li><li>• Make shops easier to rent for younger people i.e. make Oldrids in to little independent little stalls like the shops in Skegness</li><li>• Accept that the high street is changing, because of the out of town experience being better. Be open minded when it comes to alternative uses for town centre buildings. A building being used is better than an empty one, for everyone.</li><li>• Use the enforcement powers the Council has to clear up the grot spots.</li><li>• Be positive about the South Holland Centre and promote the events there in a more effective manner, look to how other nearby towns use their arts centres.</li><li>• Can something be done about the black rubbish bags that just get dumped on the street regardless of collection times? If the area moves to wheeled bins how will this be managed?</li></ul>
<b>Transport and Connectivity</b>
<ul style="list-style-type: none"><li>• Allow cars back in the market place</li><li>• Have a bus route through town</li><li>• Encourage bus drivers to come from Springfields into town</li><li>• Makes cars parks free on markets days</li><li>• More safe space people put bikes without having worry they going to get pinched</li><li>• Improved links to the forgotten corners of South Holland would be nice. For example better evening bus links to and from Crowland and Deeping St. Nicholas, both having a growing population that should be able to use them. This would be a two way benefit for those areas as well as the town of Spalding.</li></ul>

- Can we get a train service on Sundays? Build on the current timetable, the improvements to have a late night train to Peterborough are good and going in the right direction.

## 2. Facebook comments

The consultation generated debate and discussion online. Comments generated about how the funding could be invested are outlined in the table below.

<b>Facebook comments</b>
<p>These comments are taken from the Love Spalding and Spalding and District Community Forum</p> <ul style="list-style-type: none"><li>• Get it back to the bustling market town if once was, and make it so people enjoy walking around the town and not feeling intimidated by the loud mouthed drunken dead heads that blight the town.</li><li>• Make Spalding safe and clean. More police and more street patrols. Encourage small businesses back to town.</li><li>• Better park equipment for little ones, the Wygate area parks are so boring for little ones. More for teenagers too absolutely nothing for them to do in town, some of those multipurpose basketball courts/football/netball tennis courts, more skate parks not just queens road, dotted about in different areas, so not one main gang rule it, make town nice so we get back some nice shops, the town centre has lost its personality, the streets need to be made welcoming, have a free toddler water play area to encourage people back, cameras to prevent the street drinkers and make the streets safer again, after flower parade I heard about some drugged up people fighting with needles falling out pockets not exactly what you want to hear. More green areas with flowers and Muriel's pretty things, art work, have a flower theme for designed benches that are vandal proof robust style like metal painted but a design that attracts tourism, better toilet facilities and nappy changing public ones that are looked after and safe you need the basics doing first really</li><li>• Well not to give it all to Springfields again but to update the town centre, putting proper market areas where the bus station is and have the buses go through the town centre no parking buses keep them moving. and Odeon picture where and Primark where the bus station is too</li><li>• Use it to get rid of the cr@ckheads and homeless people in the shop doors</li><li>• A decent swimming pool that has warm water, with disabled and carer changing rooms and showers that actually work</li><li>• Wellness centre and a disabled gym, More shops which are popular to go to which are local, cinema, more restaurants and pubs and bars. Or a activity centre which has all sorts of things to do for all ages</li><li>• The purchase of a multifunctional large green open space which could accommodate the flower parade when needed and other smaller events and organisations. Plus units for pop up shops. Crack down of street drinking. More commitment to linked green space around the town for the benefit of wildlife and community alike. Support for the flower parade as it is a fantastic example of community engagement and integration which is all too sadly lacking throughout the country. Smaller community events with various entertainment groups/ individuals invited to perform. There is a rich and diverse community in and around the town and we could all learn more and appreciate each other better through such events.</li><li>• It would be lovely to have a garden and seating when The Bull on Churchgate is demolished. Lovely to sit there looking at river and the town</li><li>• Upgrade foot paths as they look like 3rd world</li><li>• Smaller affordable units for start-up or small businesses</li><li>• More affordable rents on shops so small businesses could actually set up on the high street</li></ul>

- Everything that other town centre has!!!! And Mark and Spencer clothing and food centre back!!!
- Nature Water Splash park in Ayscoughfee like there used to be a children's paddling pool years ago they could do something amazing there to bring more families in to the town
- Some decent kids parks. All the ones our end of town have had the swings/slides removed One where that pointless climbing frame behind Queens Road would be nice. The one up Royce Road has had stuff removed. Small kids can't really use the skate park, it's great for older kids but it's not enough on its own.
- Open public space
- An indoor roller skating rink
- End the violent flower parade. More cops on the beat (without a car) Ban public alcohol usage everywhere in South Holland (clear the streets of drunks and druggies) Bring back stocks. Chain gangs. I could go on but what would be the point, we've all gone soft.
- Spalding flower parade brought in an estimated 100,000 people in one weekend, now imagine that more often. There's land off Albion Street that the council could easily turn into a permanent open area for events like that, a really open area for community events, fairgrounds, a circus venue, an open market and even an outdoor skating rink like Nottingham had last December. No it doesn't need to be freezing cold for that. But if the waterfront was developed and the water taxi could run from an out of town car park towards the Cowbit end of town right into the town centre, with regular events to bring in more people to the town, that 100,000 people could easily be a monthly gift to Spalding, as seen when the flower parade did this year
- Use their influence to ensure the many empty deteriorating buildings are brought back to life so that the town doesn't remain looking as if no one cares, and improve/increase the towns public conveniences to try and avoid certain areas in town being used as an outside toilet.
- Spend the money building council houses. Don't tip it down the drain
- Make sure there are some sight impaired participants and some wheelchair users. The town centre is very poor for both. There is no visual distinction between pavement and road and very few dropped curbs.

### **Spalding Guardian**

There were significant comments in response to an online article about the consultation and on Spalding Guardian. These comments are outlined below.

- How about upgrading the town from being the only council in the UK to not have wheelie bins and actually give us wheelie bins ? Everywhere literally everywhere in the UK except us has them
- Get some action taken on Spalding's long term derelict buildings i.e. old Johnson Hospital and old Post Office Sorting Office and the many, many potholes on the roads i.e. Holland Road.
- Repair the pavements so I can use my stroller and wheelchair without dodging the holes. A few dropped curbs in the town would be wonderful. You don't notice these things until you need wheels.
- Cut the grass more often, it's like a jungle out there!
- Buy the Johnson building that once was a hospital and bring it back into a usable building suitable for all the community to be able to use it, short term homeless unit, community cafe, community reading rooms, pastoral room for those who don't wish to attend a specific religious house etc it's basically open your minds

and see what your effort can achieve. However talk to the people before you adopt your own ideas and think they are the best

- Communities of the past brought (Johnson Hospital) to life for the life of people and now the present younger community should be fighting to save it and preserve it for the next generation, I agree with what you're saying Education and Rehabilitation needs to be Community supportive, no one knows when they or someone close fall into hard times and need that safety net of support. I'll leave it there hopefully someone within the Council will stumble across it and move it forward
- A mother baby unit as well half way to a council house bedrooms with shared kitchens and ensuites. Community shop so like a food bank but you take things in and they are cheaper to buy book swap. Abused persons unit. A place to escape when the going gets tough.
- Get money out of all the housing developments that have been allowed and build a youth centre, a new doctors surgery, a new school, a new park and all the other things that are supposed to be built by the developers as part of their agreements to build. If those agreements aren't in place then disappear so we can elect some real people to ensure no more housing developments are allowed until they are.
- Bank it as funds available if required to maintain the annual Flower Parade. Something for everyone.
- The town is getting bigger and bigger and yet we have no community open spaces.
- Fix the roads!
- Imagine you're in agony with movement. Now sit in a wheelchair and travel on the paths down West Elloe Ave and Pinchbeck Road. The tree roots are coming up that bad it nearly tips you over. Do something for people who need this to improve their quality of life.
- Make parts of the A16 a dual carriageway.
- Hire more police.
- Build some social housing (not "affordable" housing)
- Increase bus services to surrounding the villages
- Fix the roads properly
- Schools need some of this, they are in disrepair and due to lack of funding children are going without basic school supplies. Please help all local schools
- Dredge the river Welland...
- Put two plank bridge back the walk that links Pinchbeck to Spalding a safe walk for all it should never have been removed
- Good sports centre and decent pool and keep it quality, simple,. Smart and for the people of the town to make good use. Simple and put the place on the map. We need a good facility and deserve one
- Well if they haven't got the message by now, how many times do you need to be told to fix the roads!
- Make Johnson a proper hospital. This will not only create more jobs in Spalding but add relief to the overstretched Peterborough hospital and Boston hospital and would have a huge benefit to Spalding.
- I think it should be saved for when the Springfield roundabout work overruns
- Get the old Johnson's hospital and get it done up as a museum
- How about the 500,000 pot holes
- With the increasing local population we need more amenities; health care, education, recreational facilities. More parking; maybe a park and ride. Roads desperately need fixing. I don't think there's enough money to cover all the issues..



- Some of the money could be spent on making the paths/pavements around town safe!
- How about a speedway and greyhound track / stadium.
- Liven up areas of town that has be neglected for too long
- Outdoor swimming pool
- Turn the eyesore that is the fisherman's arms into a little shop for residents of podelhall so they don't have to go into for milk & bread
- Spend some of it on mail telling home owners that place stakes, stone, blocks of concrete and old tyres on the 1mtr of verge to remove their rubbish off of the highway it may help to deter fly tippers
- Idea would be to support our local Heritage so we can all keep our historic collections going forward for future generations to learn and enjoy.
- Great all the old buildings done up and used before letting new ones be built
- Would like to see the walk that starts at the top of finders park brought back into public ownership and sorted out, could be looked after by volunteers after that I'm sure, used to be a lovely walk
- Sort out the pot holes
- Bloody wheelie bins, it's like living in the 80's with bin bags on the street for the foxes....
- Reinvest into the Sheep Market and give initiatives for people getting stalls there.
- Spend it for outdoor equipment at schools
- (Outdoor equipment) would be a great idea for our forest area so the children had an outdoor classroom if weather was poor. Please help St Paul's school in Spalding
- Bring back bus services for villages
- Save Castle sports field as recreational and town events and create a new state of the art centre in the outskirts of town.
- More mini supermarkets that's the way forward
- Few more police
- Changing the college in Spalding to a university. It being life and money to Spalding in and out of the town.
- Fix the roads
- Organise safe crossings for local school!
- Spend it on the roads, they are appalling around Spalding areas.
- Sea defences
- Wheely bins
- Revamped the children's parks, there so outdated
- How about giving us a council tax reduction?
- Build council houses
- Change a16 new bypass DEATH JUNCTION INTO A ROUNDABOUT BEFORE IT KILLS MORE!
- Your foodbanks and homeless

#### **iv) Community engagement**

There was concerted activity to connect with community groups and stakeholders. This included building contacts and distributing emails to local community groups, businesses, faith groups, parish councils, and registered charities, inviting them to participate in the survey and offering the opportunity to engage with them through one-on-one or group sessions to gather valuable feedback. The overview of this engagement is detailed below:

<b>Registered Charities</b>	<b>Faith Groups</b>	<b>Parish Councils</b>	<b>Local Business</b>	<b>Other Community Group</b>	<b>Total</b>
146	13	24	0	5	188

Where contact numbers were available, follow-up telephone calls were made.

Strategic targeting led to the identification of potential participants for future youth engagement focus groups. Although they were unable to participate immediately due to existing commitments and time constraints, they expressed a strong interest in being involved in future initiatives.

The consultation was also shared with local schools.

This community group work provides a platform for future engagement for the lifetime of the funding delivery.

## **Appendix A: survey questions**

### **What's your ambition for Spalding?**

Over the next ten years, £20M in Long Term Plan for Towns funding will be invested in Spalding – **and we need your help to decide how this money is spent.**

The £20M Long Term Plan for Towns builds on the Levelling Up funding which is supporting the development of the new South Holland Health and Wellbeing Hub and the A16 improvements.

### **It's an exciting time for Spalding.**

Now, to access the funding, we need to come up with a ten year vision for Spalding and an initial three year investment plan – **and we want your feedback to help to shape these.**

We want to know your thoughts on Spalding, your priorities for the town, and your ideas on things such as improving the waterfront, and making the town centre more appealing.

If like us you Love Spalding, please have your say in this survey – which will take around 10 minutes to complete - by Friday 21<sup>st</sup> June. Please return the survey to South Holland District Council offices, Priory Road, Spalding, PE11 2XE.

Please get in touch – [Spalding.TownBoard@sholland.gov.uk](mailto:Spalding.TownBoard@sholland.gov.uk) - if you would like this survey in a different language.

You can find out more about the funding and the opportunity, and the Spalding Town Board who are overseeing the investment, on our website [lovespalding.co.uk](http://lovespalding.co.uk)

**Have your say today for Spalding's tomorrow.**

### Your thoughts on Spalding

Please tell us your thoughts on Spalding now, and in the future

1. What do you think are the **best things about Spalding**?

2. What do you think **could be better**?

3. What is your **ambition for Spalding**?

### The priorities for Spalding

Through the funding, we have an opportunity to make improvements around the themes of safety and security; high streets, heritage, and regeneration, and transport and connectivity. We want to understand what your priorities are around these themes.

4. What do you think we could do to **tackle problems such as anti-social behaviour and help to make Spalding feel safer? (please choose up to 6 options)**

- Improve street lighting
- Install CCTV
- Make improvements in public spaces and streets to stop crime taking place (design out crime)
- Have a police presence in areas where there are problems, for example, anti-social behaviour
- Come up with activities – such as sports programmes and mentoring – that can help to stop anti-social behaviour, crime and reduce reoffending
- Support Neighbourhood Watch
- Provide crime prevention advice
- Offer property marking
- Provide target hardening (increasing the security of a property)
- Provide crime prevention advice, support and guidance to neighbours and surrounding addresses where there have been burglaries
- Carry out alley gating (these are lockable gates to stop access to alleyways)
- None of the above

Please let us know any other priorities you have

5. What do you think we could do to **improve our town centre?** (please choose up to **four options**)

- Improve streets and buildings
- Improve public spaces, for example providing street seating, improving walkways
- Develop a new park or community garden or improve existing parks or green spaces
- Tree planting
- Create a new open air market
- Provide business support for entrepreneurs
- None of the above

Please let us know any other priorities you have

6. What do you think we could do in Spalding to **make the most of our heritage, arts, culture, and tourism offer?** (please choose up to **six options**)

- Fix up and improve our historic sites and buildings
- Fund exhibitions at our local art galleries, museums, and libraries
- Provide spaces for local makers and crafters
- Help artists to showcase their work
- Support live music and theatre, shows, author talks, and film screenings
- Fund cultural, heritage, and creative events
- Set up local visitor trails and tours
- Develop and support the upkeep of local tourist attractions
- Introduce new things for visitors to do
- Promote our area to encourage more visitors to come and stay
- None of the above

Please let us know any other priorities you have

7. What do you think we could do to improve our **community facilities and resources?** (please choose up to **4 options**)

- Provide funding for local volunteering groups
- Support people to volunteer and set up community projects that make a difference
- Support the setting up of sports tournaments, teams, and leagues
- Invest in community spaces, such as village halls, libraries, or community centres

- Develop a public events programme for community spaces, such as libraries
- None of the above

Please let us know any other priorities you have

8. What do you think we could do to make it easier to **get around Spalding?** (please choose up to 5 options)

- New foot paths and cycle paths
- Improve existing foot paths and cycle paths
- Improve bus services and routes
- Offer zero emission buses
- Improve traffic management to relieve congestion
- Make road safety improvements
- Carry out road maintenance (including potholes)
- Improvements to the railway station
- Provide EV charging facilities
- None of the above

Please let us know any other priorities you have

9. If you travel by car into Spalding generally, is there anything that would encourage you to use **other modes of travel?**

- Yes
- No
- Don't know

Please can you provide more information around your answer?

10. Which of the following would be your **top priority** for how the money is spent?

- Improving and tidying up the high street and market place
- More attractions and things to do in the town
- Tackling anti-social behaviour and improving community safety
- Improving and tidying up the waterfront area
- Maintaining Spalding's heritage (e.g. restoration of historical buildings)
- Improving ways of getting around Spalding (e.g. public transport improvements, improved cycle network)

Other (please specify)

11. What places in Spalding do you think are **priority areas for investment**?

### Your ideas for Spalding

We know from previous consultation that there are some things that matter to you in Spalding, and there have been some themes that have come out of feedback that you have shared before. We'd like to look at these themes and get your ideas on these.

12. We know from previous feedback that the waterfront is an area you would like to see improved. What ideas do you have for how we could **improve the waterfront**?

13. In previous consultation, there has been interest in improving the market in the town centre. Do you have any ideas for **improving or developing the market**?

14. We have previously had feedback that you would like to see more public events and activities to encourage better use of the town centre. What ideas do you have for **events and activities for the town centre**?

15. What do you think we could do to make the **town centre more appealing**?

16. What would encourage you to **visit and spend longer in Spalding town centre?**

17. Do you have anything else you would like to add about how you think this **money should be spent for Spalding?**

### About you

Finding out a little about you helps us to understand more about what people need in Spalding.

18. How would you describe yourself?

- Male
- Female
- Prefer to self-describe
- Would rather not say

19. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Would rather not say

20. Where do you live?

21. Would you like to be kept updated on the findings of this consultation, and the progress of the Long Term Plan for Towns in Spalding? *You can read our privacy policy here [engaging-people.co.uk/privacy-notice/](http://engaging-people.co.uk/privacy-notice/)*

- Yes
- No

22. If you answered yes to the question above, please add your contact details here. *Your details will not be used for any other purpose. You can read our full privacy policy [engaging-people.co.uk/privacy-notice/](http://engaging-people.co.uk/privacy-notice/)*



Name

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Email address

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Address

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

Please return this form to South Holland District Council offices, Priory Road, Spalding, PE11 2XE by Friday 21<sup>st</sup> June 2024.

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

## Appendix B: Analysis of existing insight

### Key themes:

#### A. Long-term vision for the town

'Love Spalding' (Report August 2023; N=815 respondents)

- 'Love Spalding' findings indicate that there is significant scope to increase satisfaction amongst town centre users; with overall dissatisfaction with the town centre is expressed by almost 70% of respondents (and 27% stating they are **very dissatisfied**).
- In supporting comments around the question of satisfaction, there is an overarching sense that Spalding town centre has gone downhill in recent years. The sentiment coming through is that it is not a desirable place to be. Visits to the town centre are typically quick and people don't tend to hang around.
- When asked what would make Spalding town centre better, many respondents express a clear desire for improvement to the retail offering (more shops / wider variety of shops / better quality shops / more enticing shops / more 'independents').
- Pedestrianisation of the town centre is important to many - for people to feel 'safe' when visiting.
- Many would like the town to be cleaner / tidier / smartened up, to make it a more desirable and attractive place to be.
- And for anti-social behaviour to be addressed and managed; further reinforcing wanting to feel 'safe' when visiting the town centre.
- Improving the market / market area, to make it more of a feature / hub (as a market town), is suggested by some.
- Some would like to see some kind of free parking provision (mentioned as being offered in other similarly sized towns).
- There is some call to effectively enforce any regulations / restrictions put in place.

Spalding Reconnected: Historic Town and Riverside project (Interim report February 2024; N=c.259 respondents to date)

- 'Spalding Reconnected' evaluation highlights the town's well-established identity as an historic place and a market town.
- There is strong interest in showcasing the history of Spalding and surrounding areas.
- There is interest amongst 'people' in learning about the town's past, agricultural history, the industrial past and the changes in the town over time.
- Connecting residents and visitors to Spalding's history and heritage might serve to instil a sense of pride amongst residents in the town, as well as making it more attractive to visitors as a destination.

- The riverside area is recognised as a communal space that offers recreational opportunities (e.g., watercraft activities, walking, water taxis) and acts as a meeting point that brings people together. It serves as a means to enhance community engagement and tourism. Support was voiced for river-based activities and events to attract both locals and visitors, which could include extending the water taxi service, nature trails, craft fairs, and festivals.
- Consultees would welcome investment in the waterfront and see opportunities to use it in educating children and the community about the importance of water and the environment. Enhancing the cleanliness and aesthetic appeal of the river and its surroundings, including litter cleanup and landscaping, was another key theme.
- Overall, feedback about the natural and build heritage of the town and river was positive. Respondents could clearly see potential for improvement, ranging from minor interventions (more seating, litter picking, planting) to large scale (dredging, creating moorings, building a café). Provision of activities, events and educational engagement were commonly cited.
- There are expressions of concern regarding the current state of the river and its integration with the town. Some responses suggest the river is underutilised, ignored, or disconnected from daily life, indicating a desire for improved accessibility, safety, and visibility. There's a call for the river to be reintegrated into the town's fabric, with suggestions for enhancements like more seating and making more of the river's presence.
- There is a strong desire for a bustling market that supports local producers and independent shops, suggesting a push for economic vitality and local entrepreneurship. The emphasis on a nice high street and cafés points to the importance of creating vibrant public spaces that encourage social interaction and community engagement (as found in 'Love Spalding' feedback).
- **The envisioned future is one where the town is accessible, vibrant, and rich in cultural heritage, with a strong sense of community and a high quality of life.**

## B. Safety & security

'Love Spalding' (Report August 2023; N=815 respondents)

- There is a strong sense running through the 'Love Spalding' feedback that respondents would like to be able to enjoy the town centre safely.
- This is exemplified in the appetite for pedestrian-only access; having pedestrian only access (no vehicles) in the town centre is 'extremely important' to around a third of respondents (36%); and 'extremely' **or** 'very important' to two thirds (66%).
- Unprompted, the significant numbers thinking it important to have pedestrian only access 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.
- Cyclists and e-scooter riders on pavements are considered a danger to pedestrians.
- Access restrictions are not expected to apply to emergency vehicles however. Around half of respondents (51%) 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.
- 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.
- There is some low-level mention that delivery vehicles 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.
- '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).
- There is some acknowledgement that current access restrictions are not widely acknowledged or properly enforced.
- Issues of anti-social behaviour in the town centre (e.g. drunk people) are strongly voiced; again, reinforcing the importance of feeling 'safe'.

Spalding Reconnected: Historic Town and Riverside project (Interim report February 2024; N=c.259 respondents to date)

- ‘Spalding Reconnected’ evaluation suggests tackling anti-social behaviour through offering activities along the river to revitalise the area and to create a lively and positive atmosphere.

## C. High streets, heritage and regeneration

'Love Spalding' (Report August 2023; N=815 respondents)

- 'Love Spalding' findings indicate that main reasons for visiting Spalding town centre are for banking (53%) and food shopping (51%); followed by leisure (41%), restaurants and eating out (38%) and socialising (28%).
- One fifth of respondents (20%) 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.
- Unprompted, shopping (various types) was most frequently referenced as a reason to visit the town centre. Visiting chemists/pharmacy, opticians, and hairdressers were also referenced a number of times.
- The most popular **named places** that respondents are going to are Boots (12%), Savers (7%), the South Holland Centre (7%), Bookmark (6%), and Sainsbury's (5%).
- The most popular **locations** that respondents are going to are the Market Place (11%), Sheep Market (6%), The Crescent (6%) and Red Lion Street (6%).
- 34% of respondents spend less than an hour in the town centre. Indeed, three quarters of respondents (75%) are visiting for two hours or less, meaning respondents are spending relatively short periods of time in the town centre when they visit.
- There is clear disappointment in Spalding's retail offering – with many mentions of empty shops, lack of choice and poor-quality retailers.
- (As mentioned previously) There is some call to improve the market area, to make it more of a feature / hub (as a market town).
- And, if the town centre was pedestrianised, some mention of restaurants and cafés making more use of the outdoor space, to create a vibrant café culture.

Spalding Reconnected: Historic Town and Riverside project (Interim report February 2024; N=c.259 respondents to date)

- As mentioned previously, evaluation highlights the town's well-established identity as an historic place and a market town.
- And a desire to connect residents and visitors more strongly to the town's history and heritage (instilling a sense of pride amongst residents and attract visitors).
- The riverside is recognised as an area which offers opportunities to encourage community engagement and tourism through recreational activities, for example. Investment in the area would be welcomed, to make the river area more of a feature in the town's 'offering'.

- Based on extensive consultation with residents, communities, businesses and other organisations, Ayscoughfee Hall and Gardens was cited as Spalding’s most significant heritage asset.
- Consultees highlighted several potential projects which they felt should be prioritised for funding:
  - Old Johnson Hospital
  - Vachery, Mallard Road
  - Broad Street Methodist Church
  - Spalding Cemetery
  - Shopfronts inc. the market
  - Spalding War Memorial
  - Conservation Area
  - Appraisal & Shopfront Guide
  - Public Spaces for community use
  - Johnson Water Fountain
  - Spalding Gentleman’s Society
  - Ice House
  - High Bridge
- Engagement events and activities run through the project have been positively received on the whole by attendees (although some negative feedback from passers-by about the Big Doodle Wall).

South Holland Health and Wellbeing and Extra Care Proposed Development Consultation Evaluation Feedback Summary (Report April 2024; N=207 respondents)

- Around three quarters of respondents (73%) are supportive of the Health & Wellbeing Hub proposals (with a further 12% undecided)
- And around half of respondents (51%) are supportive of the Extra Care Housing proposal (with a further 34% undecided)
- The majority of respondents opt to comment on the ‘swimming facilities’ (72%)
- Unprompted, key comments about the swimming facilities include:
  - A call to increase the size of the swimming pool (length and width) as it doesn’t offer the space for competitive swimming requirements (26% of all respondents)
  - Concern there is not sufficient seating around swimming pool for spectators (7%)
  - No provision of elevated spectator balcony seating (7%)
  - Request for a waterslide and ‘fun’ family pool features (5%)
- Notably, a key request for the *indoor leisure hub* is for the inclusion of facilities such as a jacuzzi, sauna and a steam room (12%)

## D. Transport & connectivity

'Love Spalding' (Report August 2023; N=815 respondents)

- The car is the most popular way to travel into Spalding town centre, with around three quarters of respondents (77%) using this mode of transport.
- Almost half (47%) travel by foot (which suggests that a good proportion of respondents live within close proximity to the town centre).
- Respondents travel to Spalding with relative ease; 84% of respondents expressed some degree of ease in their travel to the town centre (somewhat / very / extremely easy).
- 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).
- 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.
- There is some mention of infrequent buses, particularly at the weekends.
- There is negligible mention 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.

Spalding Reconnected: Historic Town and Riverside project (Interim report February 2024; N=c.259 respondents to date)

- The 'Spalding Reconnected' evaluation highlights a crucial need for better parking and public transport accessibility, in order to enhance the appeal and functionality of Spalding town centre.
- There is frequent mention that Spalding Railway Station needs to be better maintained, and there is some call for a grand building and better use of available space, suggesting a desire for aesthetic improvements that reflect the town's ambitions and heritage.
- Improvements are perceived to be essential for supporting local businesses and ensuring that the town is welcoming and accessible to both residents and visitors.
- The River Welland could be more effectively used as a means of connecting Spalding with other areas and bringing more visitors into the town (noting that investment would be needed to make it more attractive).