



On behalf of  
Skegness Town Council

## Objectives Survey Report

January 2019

## CONTENTS

1.0	Introduction	3
2.0	Pop-up Consultation	4
3.0	The Questions and Answers	5
4.0	Conclusions	10

## 1.0 Introduction

Natter Limited was commissioned to undertake a public survey exercise on behalf of Skegness Town Council to help gauge the support for the Skegness Town Neighbourhood Development Plan's proposed Vision Statement and Objectives. These were formulated in 2018 through a workshop process with the Town Council steering group and the feedback from the 2018 public consultation.

Natter undertook a 'pop-up' exhibition event. This took place over two days in The Hildreds Shopping Centre and involved members of the team, along with a number of Town Councillors. Members of the public were invited to view a display and to answer a brief survey.

The event was publicised on the Town Council website, the Town Council Twitter feed and via a number of Facebook groups and pages.

## 2.0 Pop-up Exhibition

The 'pop-up' exhibition event took place in The Hildreds Shopping Centre on Friday 11<sup>th</sup> and Saturday 12<sup>th</sup> January 2019. The exhibition consisted of four display banners outlining the proposed Vision Statement and the draft Objectives. Members of the Natter team, along with Town Councillors and CRP, were available to further explain the information and assist with filling in the survey.

Over the course of the two days 58 surveys were completed and one further survey was completed online on the Town Council website. In addition to this conversations were held with members of the public who declined to complete a survey.

The proposed Objectives were grouped into three sections plus the Vision Statement and people were asked if they were happy with the proposals. After each of the four questions a space was provided for further comments.

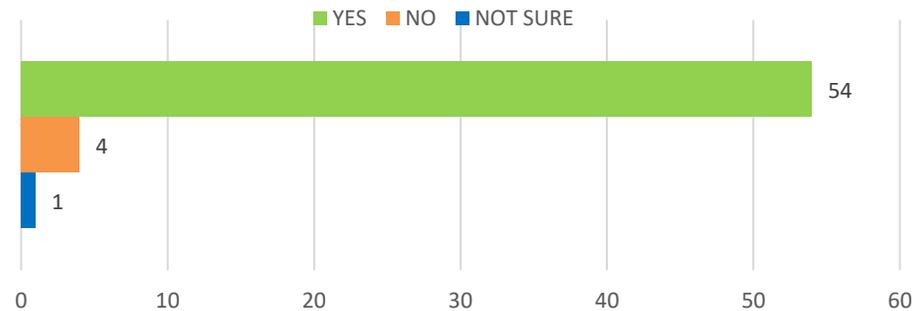
The survey also asked respondents their Postcode and which age band they belong to.

### 3.0 The Questions and Answers

#### 1. Proposed Vision Statement

Skegness will continue to be a thriving coastal town, expanding upon its well established tourism and leisure offer, with an increasingly diverse economy. The town will be a desirable place for families to live and prosper and attract visitors throughout the year.

Having read the proposed Vision Statement, do you feel it reflects your vision for the future of Skegness?



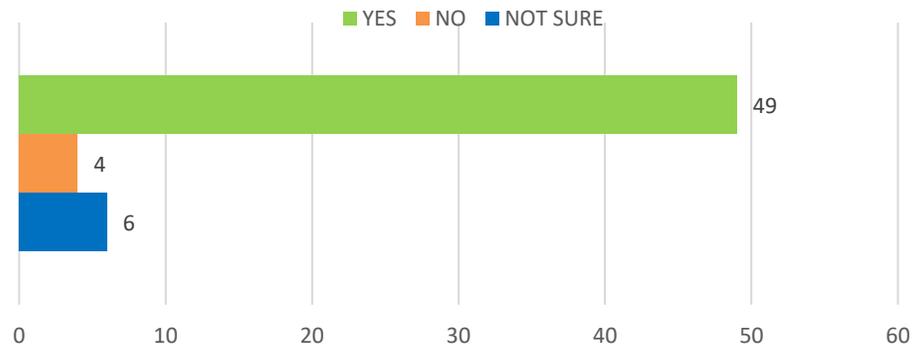
Comments made were:

- Plans not very detailed
- Heard it all before
- It won't happen
- Too many caravan sites
- Premier Inn not good
- Premier Inn in wrong place
- Need to consider needs of residents as well as tourists
- Need more affordable housing
- Reinstate "Jolly on Tour" not everyone is aware of Skegness
- Produce a brochure or similar for people to take away
- Less interfering from ELDC
- The Town Council should listen to the citizens more
- More tourism development in Skegness not Ingoldmells
- Better access through better and improved condition of roads
- Need to retain our history and identity
- More dialogue with business and community required

## 2. Objectives: Economy

- Identify additional employment areas which will cater for emerging sectors within Skegness and the wider region
- Attract a university or college campus which would benefit from the town's well established tourism industry
- Identify a suitable location for a transport hub to serve both passengers and goods

Having read the proposed objectives relating to the Skegness economy, do you believe these cover the main areas that need to be addressed in the proposed Neighbourhood Development Plan?



Comments made were:

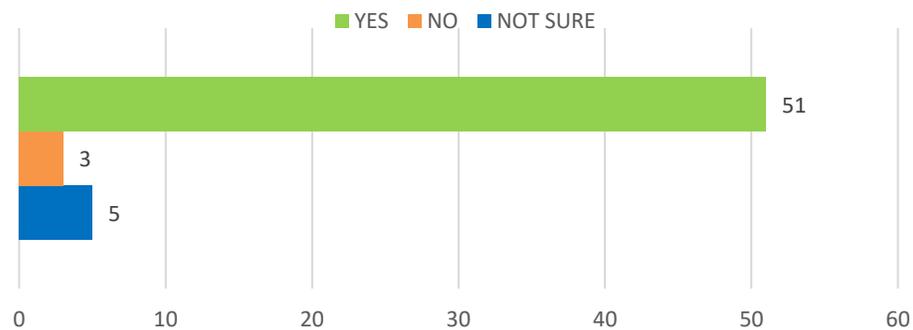
College campus in the right place or not at all  
 Development along the South after Model Village  
 We have lost putting green, kiddies corner and bowling green  
 No new homes until we have enough doctors teachers & services to look after existing population and those who live in caravans for the majority of the year  
 Better roads  
 Revise the one way system  
 Lower business rates to attract companies  
 University campus not needed  
 Do we really need a university?  
 Premier Inn will take away B&B trade.  
 Need regular bus services  
 Need good quality jobs for school leavers  
 Need more year round employment

More busses needed later in the evening  
 Transport Hub near bus depot on A158  
 Need a multi storey car park  
 The town already has a lot of education provision for adults  
 We need to train young people in all aspects of tourism  
 We need skilled people  
 South Parade end of seafront needs attention  
 Like college idea

### 3. Objectives: Social

- Attract and retain skilled and professional people and families to the town
- Maximise previously developed sites for new housing
- Address the redevelopment of B&Bs
- Restrict the development of Homes of Multiple occupation (HMO's) throughout the town
- Provide more affordable housing within the town, to meet locally identified needs

Having read the proposed objectives relating to social matters in Skegness, do you believe these cover the main areas that need to be addressed in the proposed Neighbourhood Development Plan?



Comments made were:

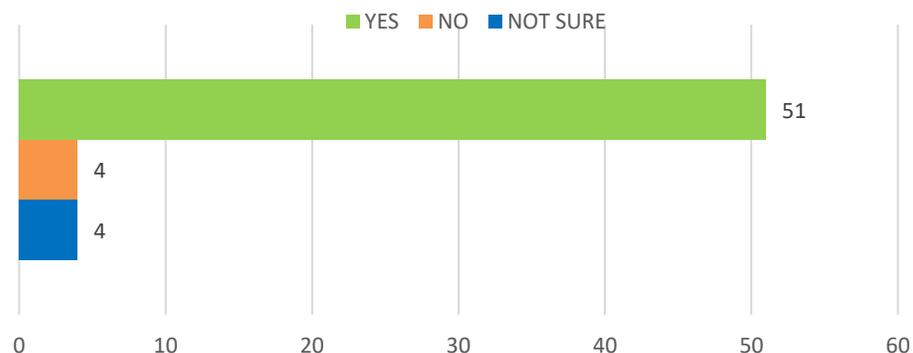
All the empty rooms above shops in town centre could be accommodation  
 Need infrastructure to support new population  
 Without HMO's where do young people live?  
 Won't get skilled people without better infrastructure  
 More housing provision for elderly

More homes for the elderly  
 More housing fewer HMO's  
 Stop out of town retail  
 Need to improve infrastructure before building more homes  
 Attract more skilled people with better infrastructure  
 Not sure about more affordable housing just need housing in general  
 Need to encourage independent guest houses and B&B's  
 Lots of elderly put pressure on doctors, we can't attract doctors  
 HMO's are increasing, this causes problems

#### 4. Objectives: Retail, Leisure and Tourism

- Relocate car parking within the town to improve pedestrian circulation and create new development opportunities
- Make improvements along the foreshore
- Identify and improve the town “Gateways”
- Encourage the re-let of small units in the town centre for retail purposes
- Expand the offer of leisure and tourism within Skegness to create an attractive, year round resort
- Ensure that caravan development needs can be met in a sustainable way through the Neighbourhood Development Plan (NDP) period
- Pedestrianise Lumley Road

Having read the proposed objectives relating to Retail, Leisure and Tourism in Skegness, do you believe these cover the main areas that need to be addressed in the proposed Neighbourhood Development Plan?



Comments made were:

Need a "Park and Ride" out of town  
More independent local businesses in small unit lets  
Don't agree with pedestrianising Lumley Road  
Suspect rents and rates are stifling re-letting  
Leave seafront as it is "No Railings" to beach  
Skating rink badly needed for young people  
The money made from the selling of the Pier Field should be put to new car park  
We need bigger shops like Primark  
Need a Multi Storey car park  
Make car parks "Pay as you leave"  
Need a "Park & Ride"  
Electronic signs to show availability in car parks  
Not sure about pedestrianisation of Lumley Road, maybe one way with wider pavements  
If relocate car parks need to consider needs of elderly residents.  
New developments on foreshore for tourists. Not hotels  
Let's get "Jolly on Tour" going again  
Year round resort  
Out of town Park & Ride  
More family orientated amusements  
Lower rent and rates on business units  
Safer easier access to Lumley Road  
More attractions within town, special events by local groups  
Need Park & Ride  
Maintain original features  
Need more advertising of local events  
Busses needed to transport disabled to shops on Lumley Road  
Need Park & Ride - Wainfleet Road maybe  
12 month licence for caravans  
Against pedestrianisation of Lumley Road would take away Blue Badge parking  
Roman Bank is blighted  
Roads need improving  
Do not pedestrianise Lumley Road, improve the pavements

## 4.0 Conclusions

The results of the survey undertaken at the exhibition showed overwhelming support for both the proposed Vision Statement and the Objectives put forward.

There were a number of comments made, many of which covered points raised in our initial community consultation and some of these may need to be looked at further to decide whether they should be included within the proposed Neighbourhood Development Plan.

Our thanks go to all those who participated. The information gathered will be used to inform the proposed Neighbourhood Development Plan for Skegness.