

Mablethorpe, Trusthorpe and Sutton on Sea

Community Led Plan



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Contents

Introduction	3
Area Profile	4
Location	4
History.....	4
The Town Centres.....	4
The Industrial Estate.....	5
Economy	5
Housing.....	6
Leisure & Entertainment.....	6
Sports and Social Activities	6
Services.....	6
Education.....	6
Challenges.....	7
The Way Forward	8
Action Plan	9
APPENDIX - Summary of Results	14
1.0	14
2.0 The Local Environment	17
3.0 Local Communications & Facilities.....	19
4.0 Health & Welfare	20
5.0 Highways & Transport	21
6.0 Infrastructure / Policing & Services	23
7.0 Retail	25
8.0 Economy, Tourism & Development.....	27
9.0 Leisure	31
10.0 Facilities & General.....	32



Introduction

The Community Led Plan is the result of consultation with over 1600 residents in the area. At the end of 2010, a public meeting was held, led by the Town Council as it was felt that a Community Led Plan would form an invaluable guide to the local authorities regarding the needs of the population for the next 5 to 10 years. An initial scoping session followed providing much material for a Committee to work on. Following on from this; a committee was formed, chaired by Karen Froggatt, Town Manager with Councillor Paddy Prince as Vice Chair. It was considered important to maintain a strong link with the Town Council which provided an additional wealth of knowledge to take the process forward and which would need to endorse the plan. Additional residents were invited to contribute and become involved, thus strengthening the make up and experience of the Committee.

The Committee then split into sub groups to look at 5 main areas which included:-

- Infrastructure
- People
- Work and Play
- Environment
- Economy

Finally, after many meetings, a questionnaire was drawn up with 67 questions. This was then hand delivered to every household in the area. The option to complete the survey online was also available. The consultation took place between the 2nd July and the 20th July 2012. A total of 1642 responses were received and analysed.

The findings from this survey have been complemented by the previous work undertaken by other bodies and surveys, most notably the Big Local Trust and Neighbourhood Management. At the end of 2011, The Big Local Trust Steering group developed the 'Voice your Choice' questionnaire asking residents to choose their top 2 priorities out of 5 key areas and the top priorities are included within the survey results.

The Community Led Plan brings together the views, needs and opinions of the community ascertained from all of these sources.

The overall aim is to improve 'services and facilities' in the area over the next five to ten years and to highlight residents priorities. The Plan is aspirational and is likely to change as it develops throughout the coming years and adapts to new challenges and circumstances. In addition Central Government acknowledges that a Community Led Plan is an effective way of communicating the views and needs of the community, and has the potential to influence local policies, decisions and actions of local authorities as well as secure additional funding. Key findings from the survey were presented to the Town Council in June of this year and the community as a whole presented with the results some weeks later at a second public meeting.

Community Profile

About Mablethorpe, Trusthorpe & Sutton On Sea

Location

Mablethorpe, Trusthorpe and Sutton on Sea are located on the east coast of Lincolnshire in the district of East Lindsey and are inhabited by approximately 12,000 people.

The main routes into Mablethorpe are from the west and the south. Access from the west, i.e. from the Louth/Lincoln area, is via the A1104 which leads into the main High Street running east towards the sea front. Access from the north, i.e. from the Cleethorpes area, is via the A1031, which joins the A1104 just outside the town. Access from the south is via the A52 which runs parallel to the coast from the Skegness area and the A1111 from the Horncastle area.



The High Street heads right through the centre of the town towards the sea front where it joins the minor coast road leading to the north and south of the town parallel to the sea. Joining the High Street from the south is the A52 which is the main road along the coast through the southern end of the town, to Trusthorpe, Sutton on Sea and, ultimately, Skegness. The main shopping area also extends along this road from the junction with the High Street.

History

Mablethorpe has been in existence for many centuries although part of it was lost to the sea in the 1540s. For example, records of the Fitzwilliam family of Mablethorpe Hall date back to the 1300s. In the 19th century it was also a centre for ship breaking during the winter. The town was much visited by Alfred Lord Tennyson in the 19th century and by D. H. Lawrence in the early 20th century. In January 1953 Mablethorpe was hit by the disastrous East Coast Floods. In 1970, Mablethorpe lost its railway.

The Town Centres

The main shopping area is in Mablethorpe. There are several supermarkets which include the Co-op, Lidl, Costcutters and Heron. Other high street names include The Original Factory Shop, Boots, Greggs and Couplands. The town has two banks, Lloyds TSB and Barclays. The remainder of the shops, except the butcher and bakers are almost entirely small businesses related to the holiday industry, i.e. gift shops and cafes. There are also a number of amusement arcades located on the High Street. Sutton on Sea is smaller and has a High Street which includes a Spar and a number of independent shops and no amusement arcades. In terms of services there are a small number present including estate agents and solicitors. There is also a post office on each High Street. The shopping areas are in close proximity to the beach.

Outside the main shopping area the town is comprised mainly of housing and holiday camps/camping sites. Trusthorpe is a village area between Mablethorpe and Sutton on Sea, predominantly residential with a number of caravan/holiday parks, the main cemetery, village hall and a shop located on one of the caravan sites.

Mablethorpe High Street



The Industrial Estate

There is a small industrial estate (Golf Road) towards the northern end of the town, which is relatively well connected to roads out of Mablethorpe (and does not require travel through the town centre for access). This estate is approximately half a mile from the A1104 and the central shopping area and contains around 20 businesses. The Mablethorpe Business Centre, based on the industrial estate, is a managed workspace facility which houses small and start up firms and currently a college.

Economy

The economy of Mablethorpe and Sutton on Sea is largely dominated by the holiday industry. The town is characterised by large numbers of holiday homes, camp sites, guest houses, hotels and holiday parks. The holiday industry dominates the main shopping area in Mablethorpe, which is characterised by tourist based businesses such as amusement arcades, cafes, pubs, gift shops and restaurants

Mablethorpe experiences twice as much unemployment as comparator areas. There is an over reliance, in terms of employment, in the seasonal tourism sector. The care sector is also a significant employer in the area and there are a number of residents who are either carers, retired or registered disabled.



Mablethorpe Business Centre

Housing

Mablethorpe tenure data shows that over two thirds of homes are owned (67.45%). The proportion of houses owned outright in Mablethorpe, possibly reflects the high number of inhabitants of retirement age. The remainder is made up of private rentals, shared ownership and social housing.

Leisure And Entertainment

Mablethorpe has the following entertainment facilities: a cinema, located on the edge of the town centre and multiple amusement arcades, located around the High Street. There are also a number of pubs in the town centre and in close proximity to the beach front. There is a larger business on the promenade with a theatre facility.

As well as entertainment facilities, there are also leisure facilities: a sports centre located at the western end of the High Street and a number of parks around the town.

The beach, at low tide, is wide and sandy and extends the length of Mablethorpe, Trusthorpe, Sutton on Sea and beyond therefore representing an attraction for residents and tourists alike. Sand racing takes place fortnightly between November and March. There has been recognition for the need to extend the season by providing events such as the long established sand racing. Over the last few years, much has been done towards establishing an all year round events programme with events such as the Bathing Beauties Festival, Marathon and Christmas events to enable people to recognise the all year round attraction of the area.

Sports And Social Activities

There is a small sports centre in Mablethorpe. There are a number of opportunities to participate in sport, including football clubs, cricket club, tennis courts, beach sports, golf, fishing and a Bowling club for outdoor bowling. There is also a small but well used skate park and a nationally recognised tennis week.

For an area of this size there is a wealth of community interest groups offering support and activities. Neighbourhood Management is led by

Skate Park



local residents. It enables residents and service providers to work in partnership in the area to improve local services and to build a cohesive and inclusive community where there is a sense of pride in the local area. The Mablethorpe Area Partnership formed in 2010 provides an opportunity for partners to work with local businesses and other community groups. To improve the vitality of the town centre as a place to live, work, visit and invest. There is an active RNLI, Coast watch and LIVES First Responders that provide support to the emergency services. Other groups include Mablethorpe in Bloom, resident associations, art groups and many more.

Services

The Marisco Medical Practice is the only surgery in Mablethorpe, with a smaller practice in Sutton on Sea. There is also a library in both towns. The area provides for many religious denominations and there are a number of churches and places of worship.

Education

There are two primary schools, the Mablethorpe Primary Academy and Sutton on Sea Community Primary School. Monks Dyke Tennyson College is the secondary school in the area. Limited further education facilities are available in the area provided by the CG Partnership and North Lindsey College.

Challenges

Mablethorpe is a remote settlement in the East Midlands; it is in a beautiful setting but is deeply challenged both in terms of deprivation and the environment. Mablethorpe remains, by its very nature, peripheral, and never front of mind in terms of local authority or Central Government, the media, those who live in urban areas, or other regional and national stakeholders. Consequently, there have been periods when Mablethorpe has had limited or little access to regeneration funding or programmes. When it has received funding, there has been no long term sustainability plan in place.

Challenges such as:

- (1) Mablethorpe effectively 'shuts down' economically and socially for the 6 months from October to March, due to the reliance on tourism as the principal industry. This seasonality effectively creates 'two coasts'. First, the one which holiday makers see: vibrant, lively and commercially successful and a second, largely unseen coast: quiet and economically almost inactive.
- (2) Many of Mablethorpe's children, young people and their families are faced with some profound challenges. They are isolated through living in small communities along the coast, with few services and no adequate transport to take up the opportunities of extended schools and colleges.
- (3) The influx of seasonal workers in the summer months causes real strain on Mablethorpe's public services – in particular school rolls and doctors' practices.
- (4) Mablethorpe has a disproportionately large retirement community – largely made up of people who have moved to the area to spend their later years
- (7) A lack of local employment opportunities lead to many young people leaving to live where they can fulfil their potential.

- (8) In Mablethorpe, there is limited number of sectors for people to work in and, with the exception of tourism, little succession or progression opportunities for ambitious individuals. Put simply, top jobs in companies are not located in Mablethorpe and high fliers, who can create wealth and opportunities, do not therefore, as a rule, seek transfers to these areas.
- (9) Transport links to the area are considered poor as our coastal area is somewhat isolated from the main transport infrastructure
- (10) The coastal ecology represents both a huge opportunity for Mablethorpe, but also a challenge for the local community. The significant responsibility for protecting, maintaining and looking after these natural areas, many of which are demanding and remote, falls to coastal communities and local service providers with little or no additional resource provided to do the job.

The issue of potential flooding, like most coastal areas of Britain is a key consideration when looking at development in Mablethorpe.

Mablethorpe suffers from a number of deeply entrenched socio-economic problems. This has been recognised and various programmes of support have been targeted such as Neighbourhood Management, Mablethorpe Area Partnership and the Big Local Trust (Coastal Community Challenge). The need remains for a co-ordinated approach to the various challenges by all of these support initiatives. The Community Led Plan gives us this opportunity.



The Way Forward

The following pages detail the action plan resulting from analysis of the survey results. The complete survey results can be found in Appendix I and are available to view on the Mablethorpe and Sutton on Sea Town Council website.

www.mablethorpeandsutton.org.uk

The timescale

Short	0-18 months
Medium	18 months to 5 years
Long	5 years +

Please note that the timescale indicated is not related to delivering the objective but relates to delivering the actions indicated in column two of the action plan.

Action Plan

Evidence	Action	Partners	Timescale	Objective	
Leisure					
Childrens' Play Areas, youth clubs and teenage facilities					
Highest score in leisure for not fully meeting the needs. 69% stated play areas didn't fully meet their needs.	<ul style="list-style-type: none"> Set up working party to identify gaps in provision, source appropriate funding to enable the needs of the community to be met. 	Childrens Centre Primary School Monks Dyke Tennyson College Meridale Hope House Big Local Neighbourhood Mgt Town Council	Short	To continue to develop the provision of facilities for those aged 0-20 years.	
Lack of Picnic Areas	68% responded not enough picnic areas available	<ul style="list-style-type: none"> Identify potential areas for picnics What facilities are required? 	Local Authorities Environment Agency Resident Associations Linx Housing Big Local	Short	A range of dedicated picnic areas to be available.
Lack of swimming pool	81% of respondents would use a swimming pool	<ul style="list-style-type: none"> Set up working party to identify options 	MAP Town Council Private business (Grange Leisure Haven, Lindum)	Short	To have swimming facilities available to all residents.
Theatre facility	61% of respondents would go to the theatre	<ul style="list-style-type: none"> Liaise with local business to see what action is required to provide the requirements of the community. 	Private/public/community partnership Dunes Complex Golden Sands	Short	A full range of entertainment to be on offer to the community.

Evidence	Action	Partners	Timescale	Objective	
Retail					
Retail in Mablethorpe	79.6% want further development in Mablethorpe with 53% wanting to see the focus on existing disused areas in the town centre. Appendix B3 & B4	<ul style="list-style-type: none"> What do they want? Workshop to ask public & identify. 	MAP ELDC (Development order 2013-18) LCC (Transport Infrastructure)	Medium	To create a vibrant shopping environment.
Markets	Market working well but 79.5% asking for a wider variety of goods at the Market.	<ul style="list-style-type: none"> Identify what's required. Introduce more specialist markets Extend the current market 	Town Council MAP	Short	To expand the number of markets on offer and range of produce sold.
Health & Welfare					
Getting appointments to see a doctor	50% scored it difficult	<ul style="list-style-type: none"> Investigate number of missed appointments and any plan to reduce this. Could more hours be available More doctors available? Walk in? 	Medical Centres Mablethorpe & Sutton on Sea	Short	Easy access for all to medical facilities through the appointment system
Accessing transport to hospital	31% don't know if it's difficult and 44% identified it as difficult	<ul style="list-style-type: none"> Investigate whether the hospital call system works effectively More information required Identify the means to get the right information out to the right people 	Health Service Hospital Age Concern Neighbourhood Mgt Resident Associations Community Voluntary Car Service	Short	To raise awareness of what's currently available.

Evidence	Action	Partners	Timescale	Objective	
Environment					
Poor pavements	60% support	<ul style="list-style-type: none"> To provide the appropriate information to the community about how to report issues. Incorporate within infrastructure developments the existing Council adopted high street plan with LCC. 	County Council Private business Town Council MAP	Long	To find funding to ensure pavements are fit for purpose and attractive.
Gritting of roads	Over 95% saw this as an issue for accessing the library and doctors in severe weather	<ul style="list-style-type: none"> Continue to lobby County Council Now included within the winter weather strategy plan – self help Additional grit bins in place 	County Council Town Council	Short Long	To identify where self help provision can supplement the County Council provision. To change County Council policy on identifying which roads should be gritted.
Bottle bank/ recycling facilities & lack of household recycling facility	88% use and 58% consider more facilities required. 87% support a household recycling facility	<ul style="list-style-type: none"> Identify location for bottle bank facility in Trusthorpe Bottle banks need to be emptied more regularly Lobby LCC re local waste plan and identify a permanent recycling facility for the Mablethorpe area. 	Recycling operator County Council District Council	Short Short Medium	To have adequate recycling facilities in place to meet the needs of the community.
Overgrown hedges on pavements	61%	<ul style="list-style-type: none"> Identify problem areas and ownership Community response Set up civic pride task force 	County Council District Council Private Owners Neighbourhood Mgt IN BLOOM	Short	Overgrown areas to be dealt with efficiently.

Evidence		Action	Partners	Timescale	Objective
Lack of trees in and around the town	73% would like to see more trees in and around the town and 56% more green space in town	<ul style="list-style-type: none"> Identify the areas 	Town Council IN BLOOM	Short	More trees/ planters around the town centre to provide an attractive streetscape.
Illegal parking & car parking charges	68% say illegal parking is an issue 85% would like to see a price reduction for short stay parking and 81% believe car parks should be free for the first half hour.	<ul style="list-style-type: none"> Change to decriminalisation now in progress Random visits required Town Council pressure group Forward survey results to ELDC Investigate renewable energy resources to manage car parks more effectively 	County Council East Lindsey Town Council MAP	Short	Less illegal parking. To have car parking charges in place that encourage shoppers to visit.
Dog Fouling	78%	<ul style="list-style-type: none"> More notices More education Map the location of current bins (ELDC) Investigate how other authorities/ towns deal with the problem 	ELDC Dog wardens Neighbourhood Mgt Community Response	Short	To increase civic pride and have a dog fouling free environment.

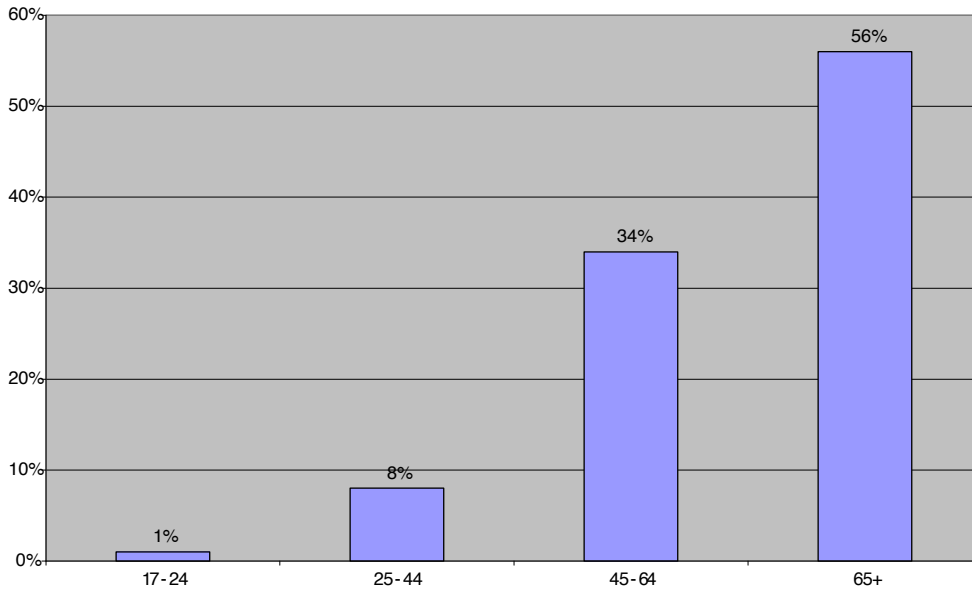
Infrastructure/Policing

Anti-social behaviour, youths gathering in numbers, underage drinking and drug users		<ul style="list-style-type: none"> Engage with schools, training providers, police directly to explore these concerns Further investigation with young people 	Schools Training providers Police Community Safety Initiative Meridale, Hope House, Scouts, cadets etc.	Short	Fewer problems in the area.
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Evidence	Action	Partners	Timescale	Objective
Housing				
Housing shortage	<ul style="list-style-type: none"> • Focus on existing disused area in the town centre (Mablethorpe) • Home ownership • Affordable housing • Liaise with appropriate decision making bodies to ensure residents considerations are taken into account for future applications • Consultation with the Planning Authority with regard to future housing allocations 	Planning Housing Trusts Commercial Partners	Medium	To continue to monitor the housing situation.
Employment				
Lack of employment opportunities	<ul style="list-style-type: none"> • Encourage start up businesses through support packages, • Encourage and support apprentice schemes • Encourage larger national chains to the area 	Big Local Job Centre MAP ELDC County Council	Long	To increase opportunities for employment in the area.

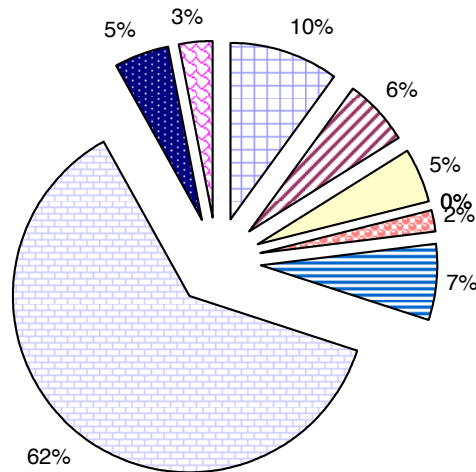
APPENDIX - Summary of Results

1.0. The chart below shows that the majority of all respondents are over the age of 65.



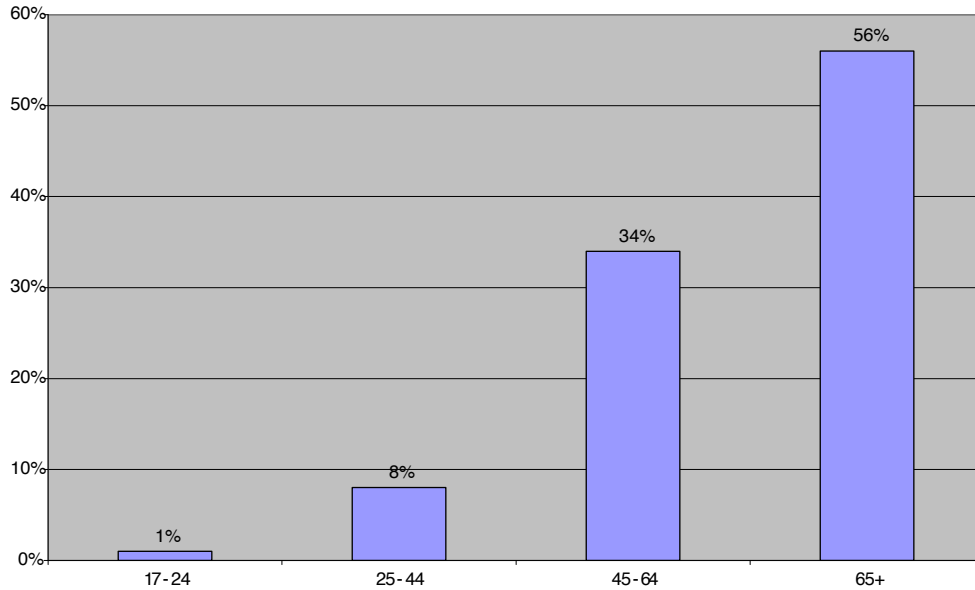
1.1. 57% of all respondents stated that they lived in Mablethorpe, 36% stated that they lived in Sutton on Sea, with the remaining 7% stating that they lived in Trusthorpe.

1.2 The pie chart below shows what activities all respondents describe they are doing at present.

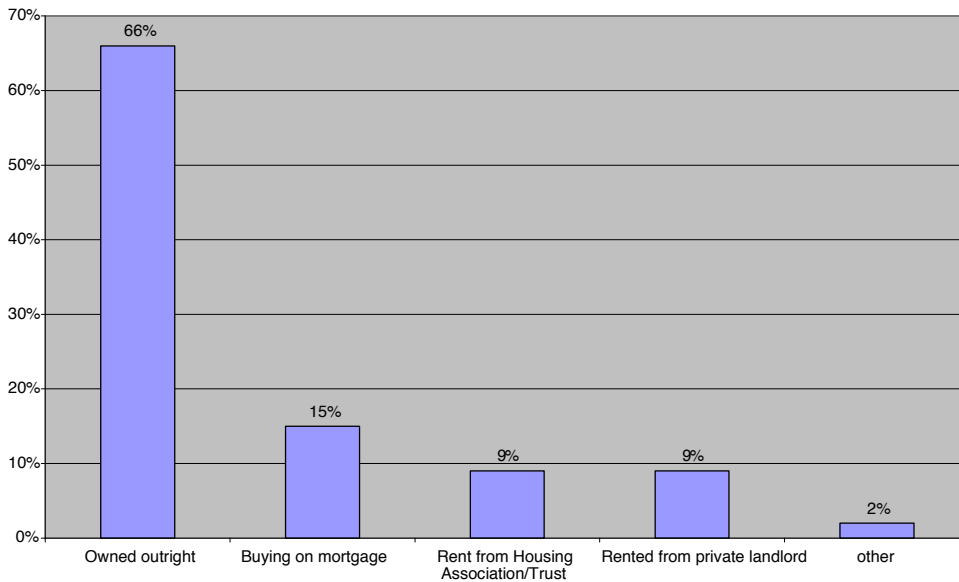


- Employee in full-time job (30 hours plus per week)
- Employee in part-time job (under 30 hours per week)
- Self employed full or part-time
- On a government supported training programme (e.g modern Apprenticeship/Training for Work)
- Full-time education at school, college or university
- Unemployed and available for work
- Permanently sick/disabled
- Wholly retired from work
- Looking after the home
- Doing something else

1.3. Those respondents that stated they were doing something else were asked what they were doing. The main themes emerging are voluntary work, carer and full-time mum.

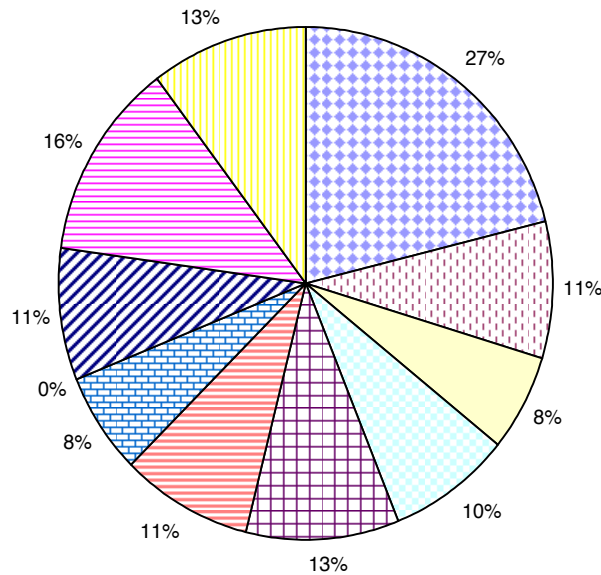


1.4. The chart below shows which way all respondents occupy their current accommodation.



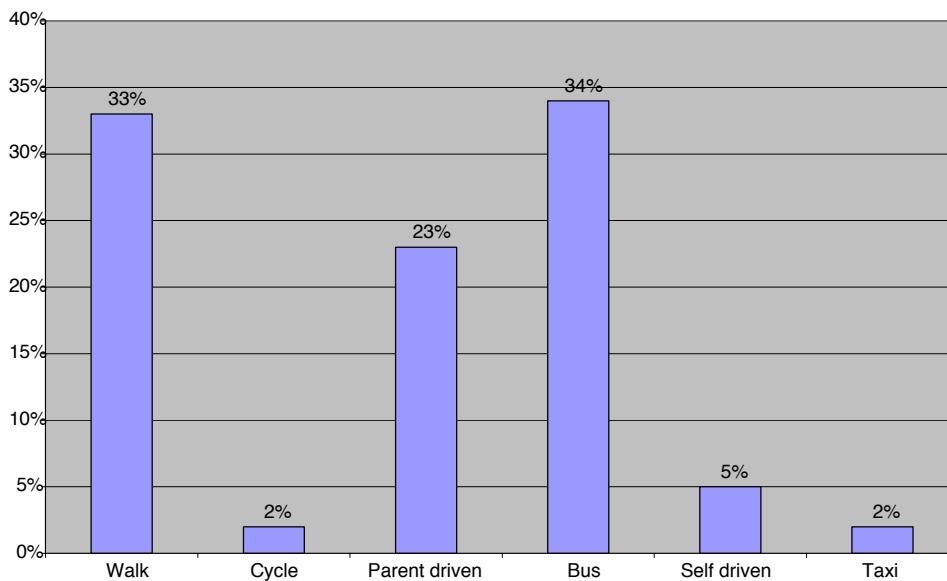
1.5. All respondents were asked how they travelled to work. 55% of respondents stated that they worked within the Mablethorpe/Trusthorpe and Sutton on Sea area, 34% stated that they worked further afield, with the remaining 11% stating that they worked from home.

1.6. The pie chart below shows which education facility respondents' children attended. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



■ Mablethorpe Primary School	■ Sutton on Sea Primary School
■ Primary School outside of the area	■ Nursery/Sure Start facility
■ Tennyson High School, Mablethorpe	■ Queen Elizabeth Grammar School, Alford
■ John Spendluffe Foundation Technology School, Alford	■ Elective Home Education
■ Other Secondary School outside of the area	■ Other education facility outside of the area
■ University	

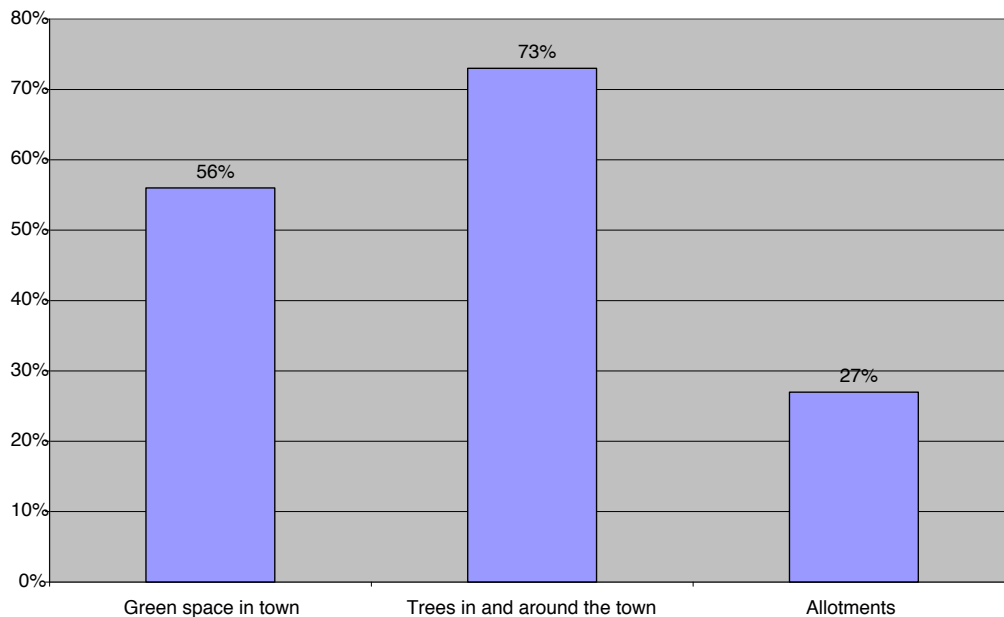
1.7. The chart below shows how all respondents' children travel to school.



1.8. 82% of all respondents considered that they would like to see an Adult Education Centre in their local area, 21% considered that they would like to see a Special Education Secondary School, with the remaining 17% considering they would like to see a Special Education Primary School.

2.0 The Local Environment

- 2.1. 88% of all respondents stated that they used the bottle banks/recycling facilities in the area, with the remaining 12% stating that they did not.
- 2.2. 58% of all respondents considered that more bottle bank/recycling facilities were needed, with the remaining 42% considering they were not needed.
- 2.3. Those respondents who considered that more bottle banks/recycling facilities were needed were asked where they were needed. Mablethorpe, Sutton on Sea and Trusthorpe were all identified as needing more bottle banks/recycling facilities.
- 2.4. 75% of all respondents stated that they would like to be able to recycle more plastic items, with the remaining 25% stating that they would not.
- 2.5. The chart below shows what all respondents would like to see more of in their local area. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



- 2.6. All respondents were asked if they would support a household recycling facility in Mablethorpe. 87% of respondents stated that they would support a household recycling facility in Mablethorpe, with the remaining 13% stating that they would not.

2.7. The table below shows how much of a problem certain issues are in their local area.

How much of a problem do you think each of the following are in your local area?					
	Very big problem	Fairly big problem	Not a very big problem	Not a problem at all	No opinion
Pigeon droppings	16%	19%	36%	24%	5%
The cleanliness of the pavements	15%	28%	40%	17%	1%
The sweeping of the roads	12%	19%	43%	24%	2%
Overgrown hedges onto the pavements	29%	32%	28%	10%	2%
Illegal parking on yellow line/pavements	46%	24%	19%	9%	2%
Overgrown main drains/dykes					
	24%	27%	31%	12%	7%
Quality and visibility of street signs/name plates	9%	19%	45%	24%	3%
Windblown sand	24%	29%	33%	12%	2%
Noise pollution	5%	8%	50%	34%	3%
Light pollution	4%	6%	46%	39%	6%
Dog Mess	46%	32%	17%	5%	1%
Litter	22%	36%	33%	8%	1%
Fly tipping	13%	23%	41%	17%	7%
Fly posters	10%	15%	46%	22%	7%
Graffiti	6%	13%	50%	26%	5%
Other	36%	7%	11%	13%	32%

In the 'Voice your Choice' Consultation, dog mess and litter and general appearance of the area were voted as the top two priorities.

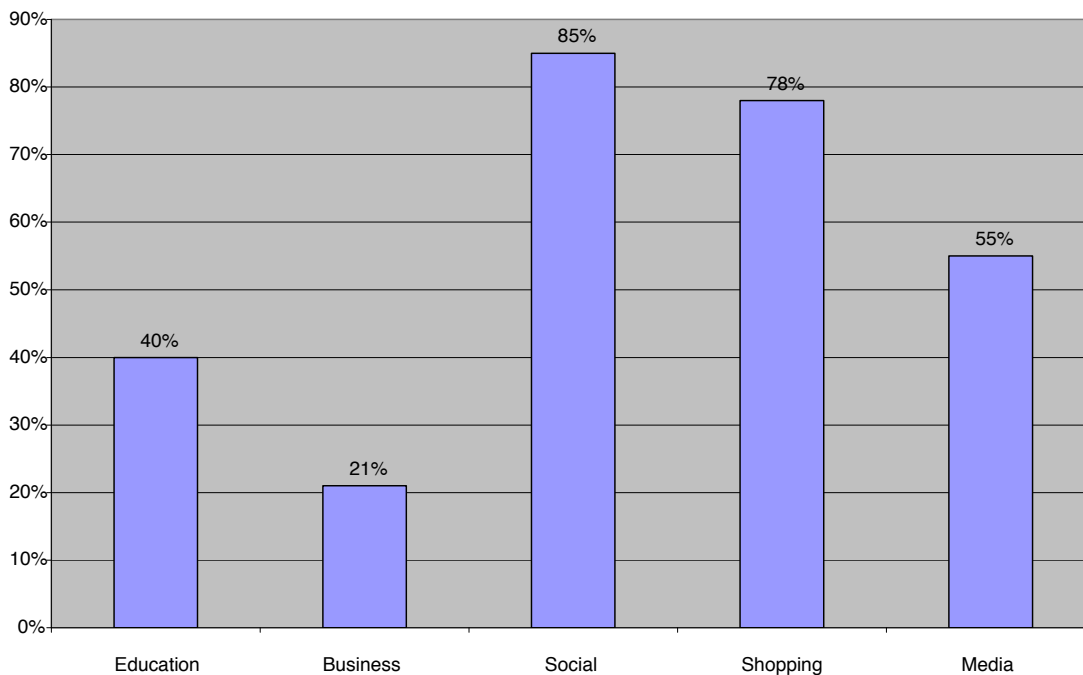
- 2.8. 66% of all respondents stated that they would support the delivery of green energy options in their area, with the remaining 34% stating that they would not.
- 2.9. All respondents were asked if they supported the continuation of beach nourishment. 96% of respondents considered that they would support the continuation of beach nourishment, with the remaining 4% considering that they would not.

3.0 Local Communications and Facilities

- 3.1. 73% of all respondents stated that they did find it easy to access local news and information in their area, with the remaining 27% stating that they did not.
- 3.2. 65% of those respondents stated that they had a broadband connection at home, with the remaining 35% stating that they did not.
- 3.3. Of those respondents who stated that they had a broadband connection at their home, nearly three quarters (74%) considered that the connection was adequate for their needs, with the remaining 26% considering the connection was not adequate for their needs.

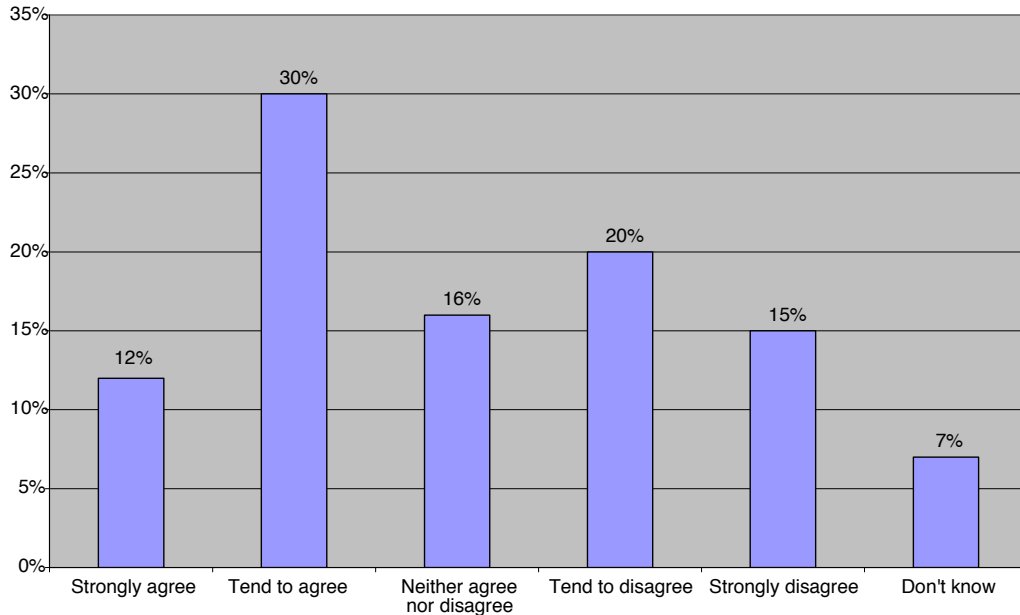
In the 'Voice your Choice' Consultation, superfast broadband was identified as top priority.

- 3.5. The chart below shows what those respondents who had broadband connection at their home used their internet for. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)

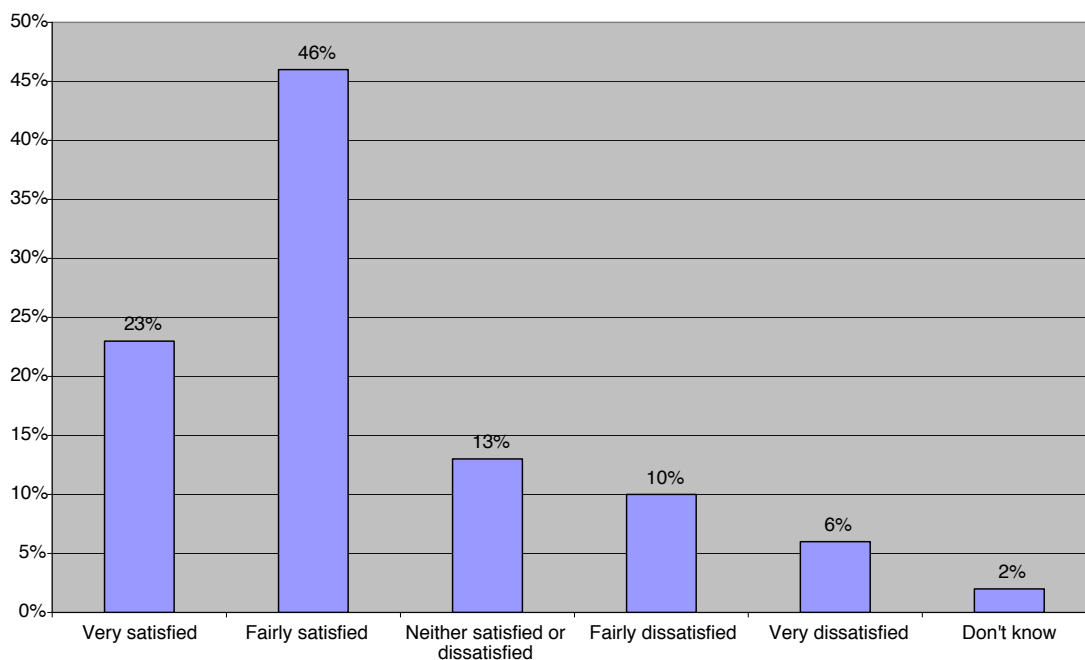


4.0 Health and Welfare

- 4.1. The chart below shows to what extent all respondents agree or disagree that medical emergency facilities are adequate in their area.



- 4.2. 85% of all respondents stated that they did not use alternative or natural therapies, with the remaining 15% stating that they did.
- 4.3. The chart below shows how satisfied all respondents were generally with the health service provision in the area.



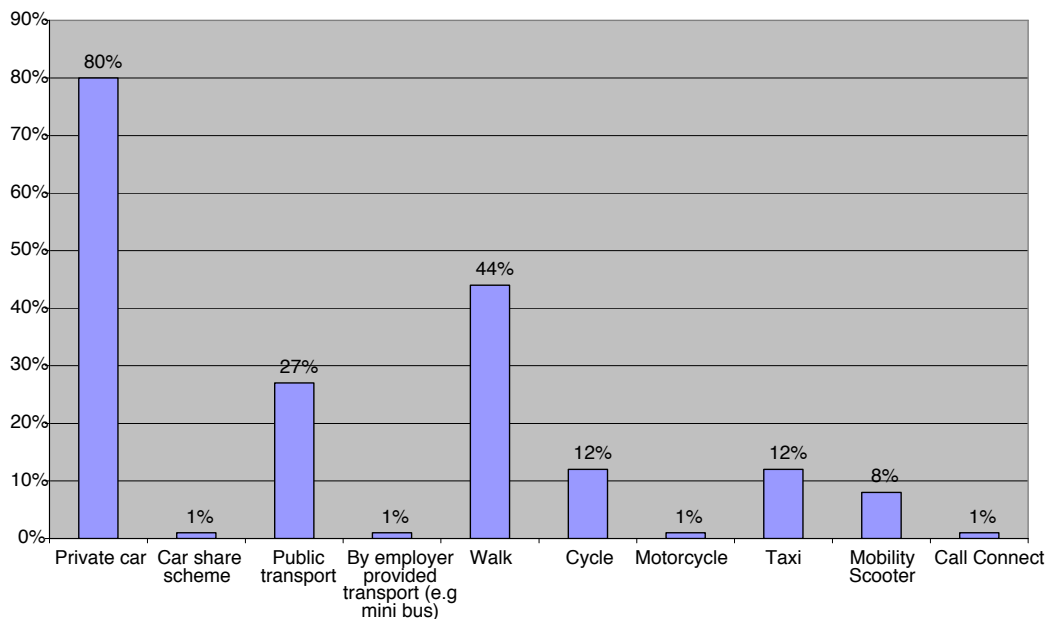
- 4.4. Comments were canvassed in respect of what additional facilities all respondents would like the NHS to provide within the Community. The most popular answers included doctors being available on a Saturday, drop in clinic and minor injuries unit.

4.5. The table below shows how difficult all respondents found certain areas of the NHS.

Generally how difficult do you find the following?					
	Very difficult	Fairly difficult	Not very difficult	Not difficult at all	Don't know
Collecting prescriptions/ medication	1%	4%	26%	68%	2%
Getting appointments to see a doctor	20%	30%	28%	19%	2%
Surgery opening times	5%	11%	37%	45%	3%
Obtaining dental services	14%	14%	26%	36%	9%
Obtaining services of an Optician	10%	16%	27%	36%	12%
Accessing transport to hospital	26%	18%	14%	12%	31%

5.0 Highways and Transport

- 5.1 Just over half (55%) of all respondents stated that they used public transport, with the remaining 45% stating that they did not.
- 5.2 All respondents were asked if they knew where to obtain timetable information for public transport; 68% of respondents stated that they did know where to obtain timetable information, with the remaining 32% stating that they did not.
- 5.3 The chart below shows which form of transport all respondents normally use to get about (to shops/work etc). (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer)



- 5.4. 60% of all respondents considered that they would like to see traffic calming in Mablethorpe, with the remaining 40% stating that they would not.
- 5.5. Those respondents who stated that they would like to see traffic-calming measures in Mablethorpe were asked where they would like to see it. Most popular responses included High St, Victoria Rd, George St, Quebec Rd, Seacroft Rd, Golf Rd and near to schools.
- 5.6. The table below shows to what extent all respondents agreed with certain statements.

To what extent do you agree with the following?						
	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Street lighting is adequate in your local area	27%	52%	10%	7%	3%	1%
Car parks should have a price reduction for short stay	57%	28%	9%	2%	1%	3%
Car parks should be free for the first half hour	57%	24%	9%	4%	3%	3%
There should be a loyalty scheme for local shoppers	66%	20%	8%	1%	1%	3%
Gritting roads in the winter should be extended to include roads where main communal facilities are situated (e.g. doctors/ library)	83%	14%	2%	1%	0%	1%

Marisco Court



6.0. Infrastructure/Policing and Services

6.1. The table below shows how satisfied all respondents are with certain services in the area.

How satisfied are you with the following services?						
	Very satisfied	Fairly satisfied	Neither satisfied or dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Police coverage in summer	5%	21%	23%	22%	23%	6%
Police coverage in winter	4%	18%	22%	21%	28%	7%
Ambulance service in summer	15%	28%	22%	10%	6%	19%
Ambulance service in winter	15%	29%	22%	9%	6%	18%
Coastguard service	29%	28%	18%	1%	1%	22%
Coastwatch service	29%	28%	18%	1%	1%	23%
RNLI service	41%	24%	15%	1%	0%	19%
Fire service	32%	28%	18%	2%	1%	19%
Drainage Board	9%	28%	28%	9%	6%	21%
Electricity	19%	38%	26%	5%	2%	10%
Gas	20%	37%	27%	4%	2%	11%
Mobile Networks	10%	31%	24%	11%	10%	13%
Community Support Officers walking the beat	6%	16%	25%	18%	23%	11%
Neighbourhood Watch Crime reduction	5%	16%	30%	14%	13%	22%
CCTV Cameras in the area	6%	15%	23%	18%	26%	13%

- 6.2. All respondents were asked if they would be interested in joining a Crime Reduction Panel; 14% of respondents stated that they would, with the remaining 86% stating that they would not be interested in joining a Crime Reduction Panel.
- 6.3. 56% of all respondents stated that they would support the use of private security wardens to complement existing Police/CCTV/PCSOs, with the remaining 44% stating that they would not.

- 6.4. The table below shows how much of a problem all respondents considered a number of issues were in their local area.

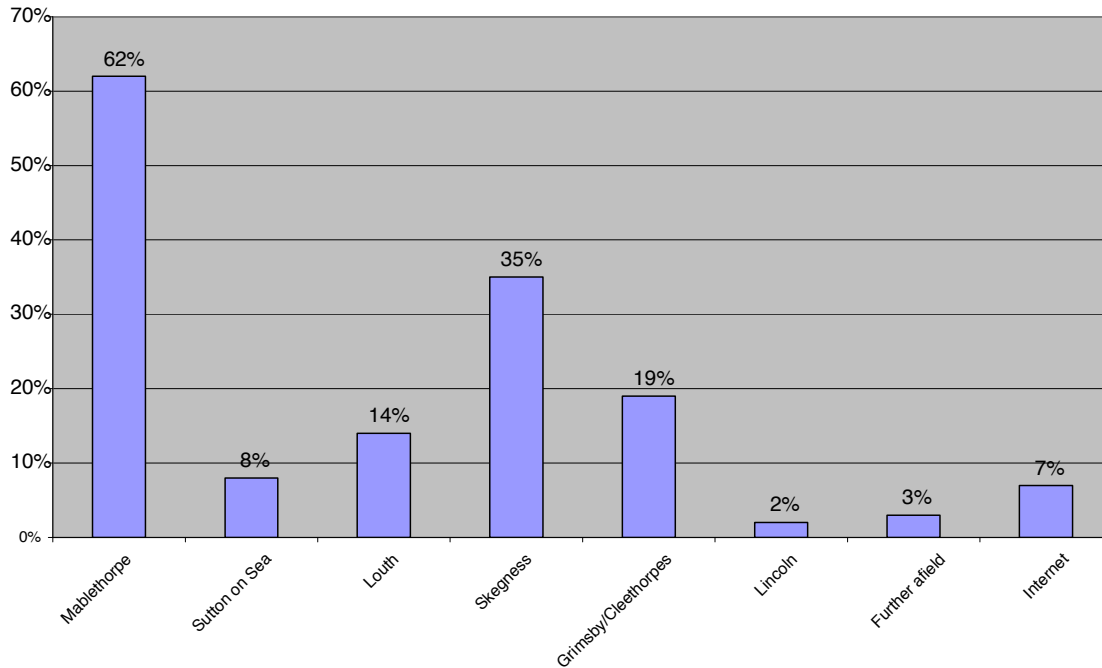
How much of a problem do you think each of the following are in your local area?					
	Very big problem	Fairly big problem	Not a very big problem	Not a problem at all	No opinion
Burglary	8%	28%	48%	6%	10%
Car Crime	7%	26%	48%	7%	11%
Violent incidents (fighting in streets)	10%	18%	48%	12%	12%
Anti-Social Behaviour	19%	32%	34%	7%	7%
Youths gathering in numbers	19%	28%	35%	10%	7%
Underage drinking	23%	29%	27%	9%	12%
Drug users/dealers	27%	26%	22%	8%	17%
Robbery	10%	22%	43%	10%	16%

In the 'Voice your Choice' consultation, anti social behaviour 45% and vandalism 23% were identified as the top two priorities. Free activities for children and young people were also identified as a top priority.

- 6.5. All respondents were asked if they were aware what they should do in the event of major coastal flooding; 69% of respondents stated that they were aware, with the remaining 31% stating that they were not aware of what to do.
- 6.6. 56% of all respondents stated that they had not developed their own Personal Flood Plan, with the remaining 44% stating that they had.

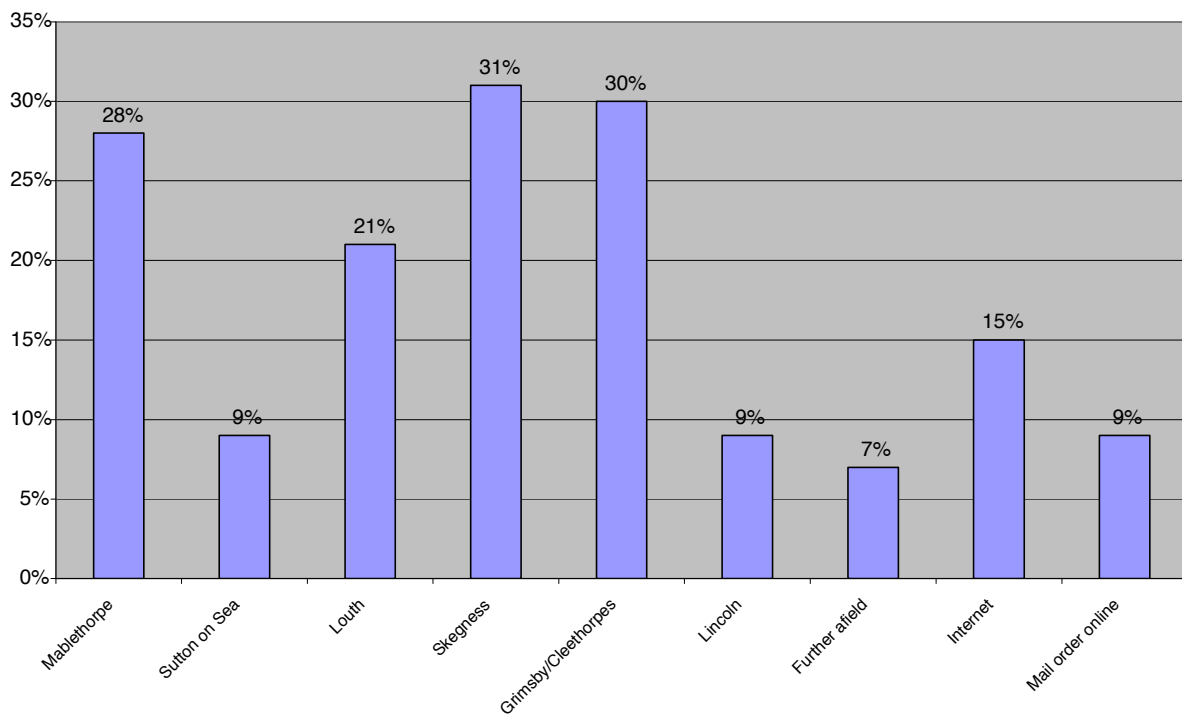
7.0. Retail

7.1. The chart below shows which towns all respondents used to do their main food shopping.



7.2. Those respondents who stated that they travelled further afield to do their main food shopping stated that they mainly shopped at Boston, Grimsby, Nottingham and Spilsby.

7.3. The chart below shows which towns all respondents do their main non-food shopping.



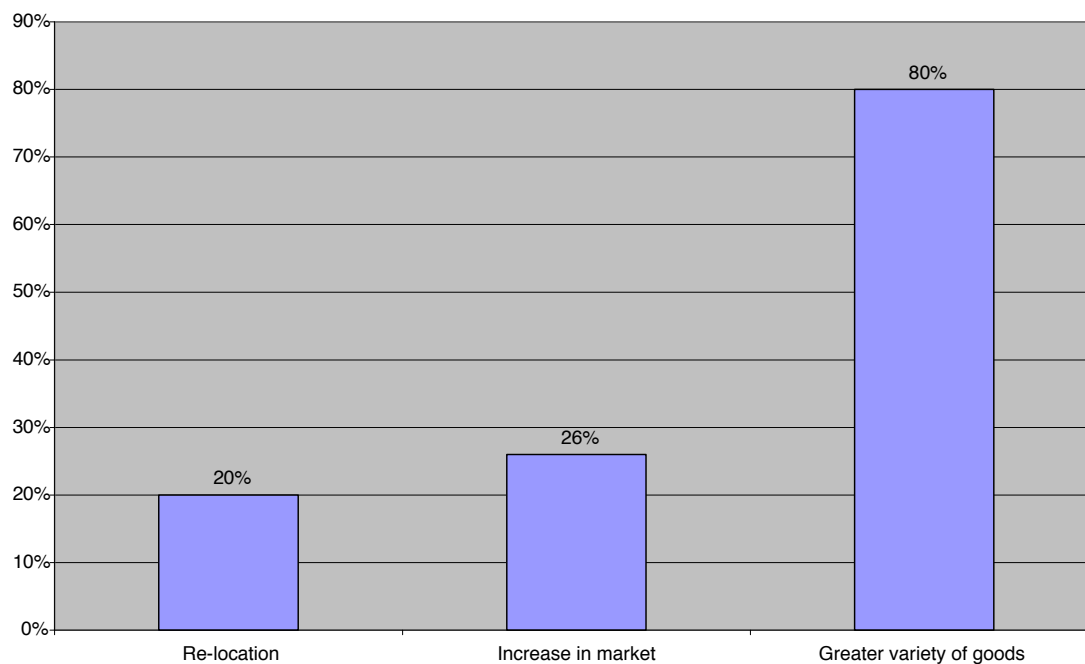
7.4. Those respondents who stated that they travelled further afield to do their main non-food shopping stated that they mainly shopped at Boston, Grimsby, Nottingham, Peterborough, Leicester and Sheffield.

7.5. The table below shows how satisfied all respondents were generally with the shops in their local area.

How satisfied are you generally with the shops in your local area?						
	Very satisfied	Fairly satisfied	Neither satisfied or dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Cleanliness of shops	25%	49%	13%	8%	5%	0%
Helpfulness of staff	30%	44%	15%	7%	4%	1%
Stock availability	11%	34%	19%	23%	12%	1%
Competitive pricing	7%	24%	19%	26%	23%	1%
Accessibility	20%	42%	23%	9%	6%	1%

7.6. 56% of all respondents stated that they used the outdoor Mablethorpe Market, with the remaining 44% stating that they did not.

7.7. The chart below shows the areas all respondents considered needed improving at the Mablethorpe Market.

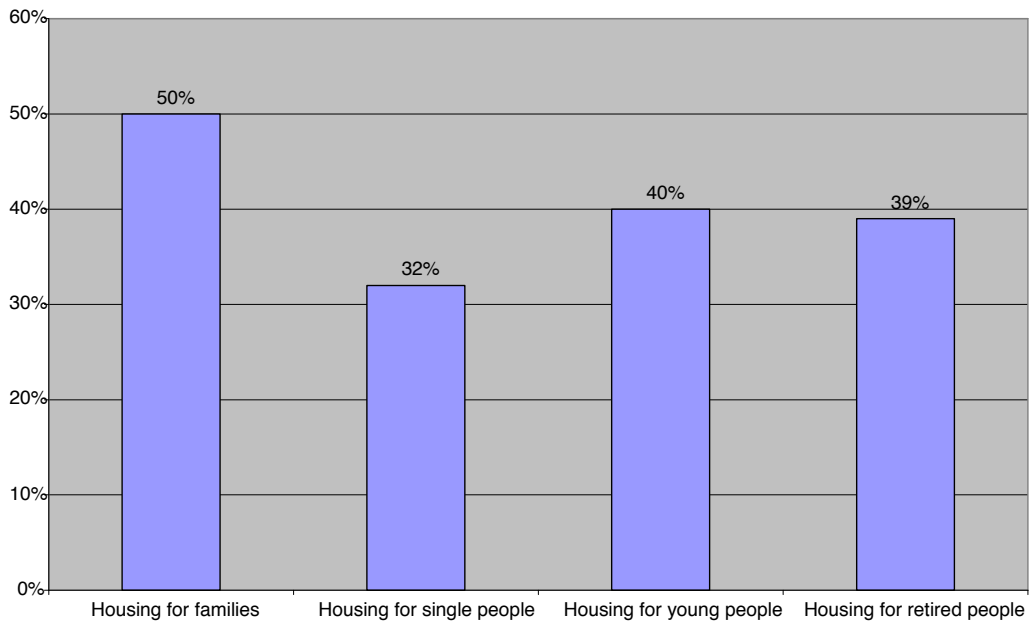


7.8. All respondents were asked what additional shops they considered were needed in Mablethorpe. Most popular responses included - larger supermarket and clothes shops.

7.9. All respondents were asked what additional shops they considered were needed in Sutton on Sea. Most popular responses included an alternative supermarket and bakery

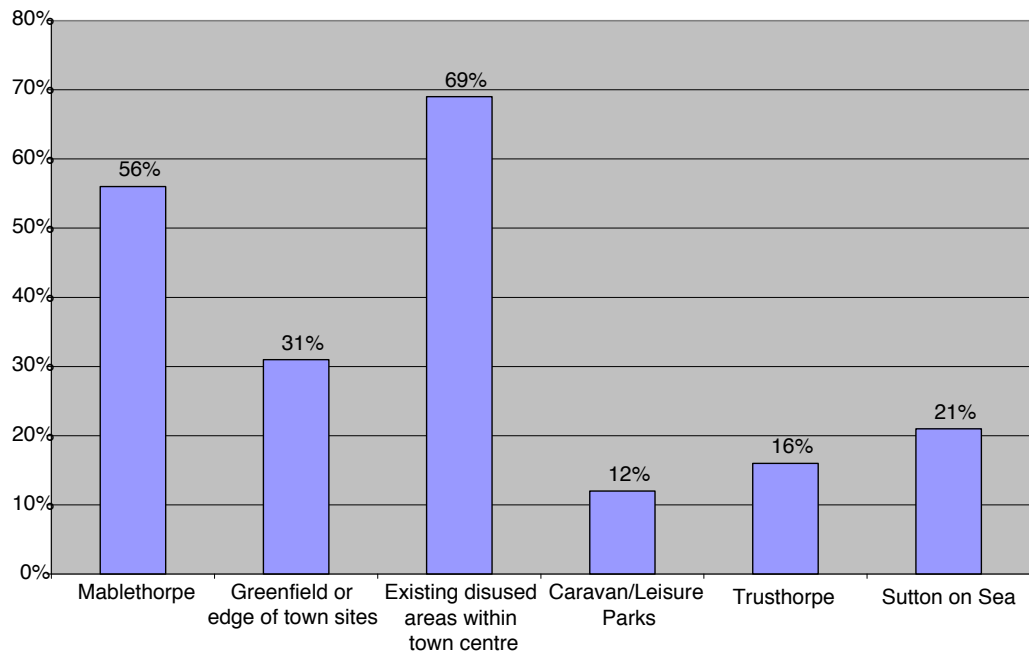
8.0. Economy Tourism and Development

- 8.1. 68% of all respondents stated they did not agree that in order for the town to prosper there needed to be growth in the population, with the remaining 32% stating that they did agree.
- 8.2. The chart below shows what type of housing all respondents considered was lacking in their local area. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



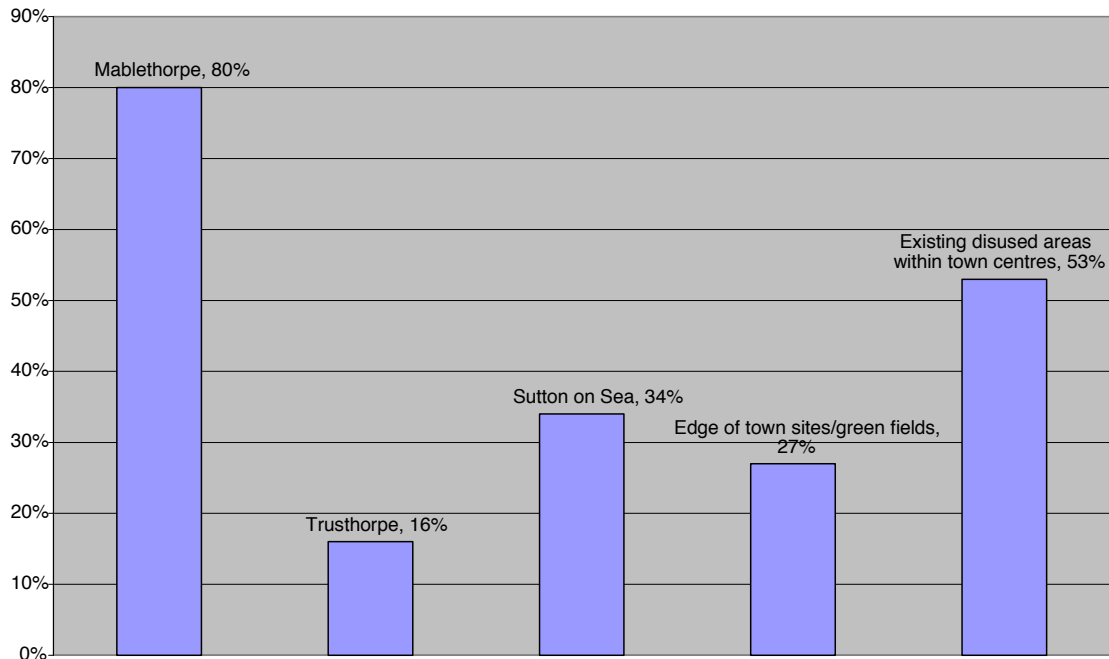
- 8.3. The charts below shows which areas all respondents are in favour of development. (Please note that the percentages do not round up to 100% in the following three charts due to respondents being asked to choose more than one answer)

Housing



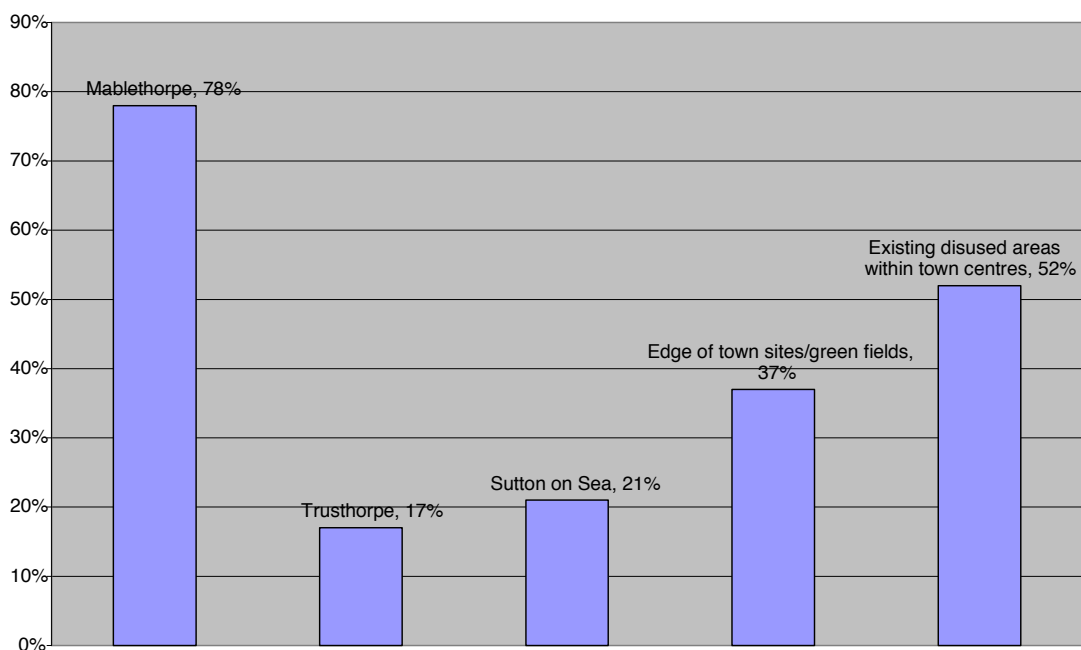
Shopping/Retail

The chart below shows which areas all respondents are in favour of shopping/retail development. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)

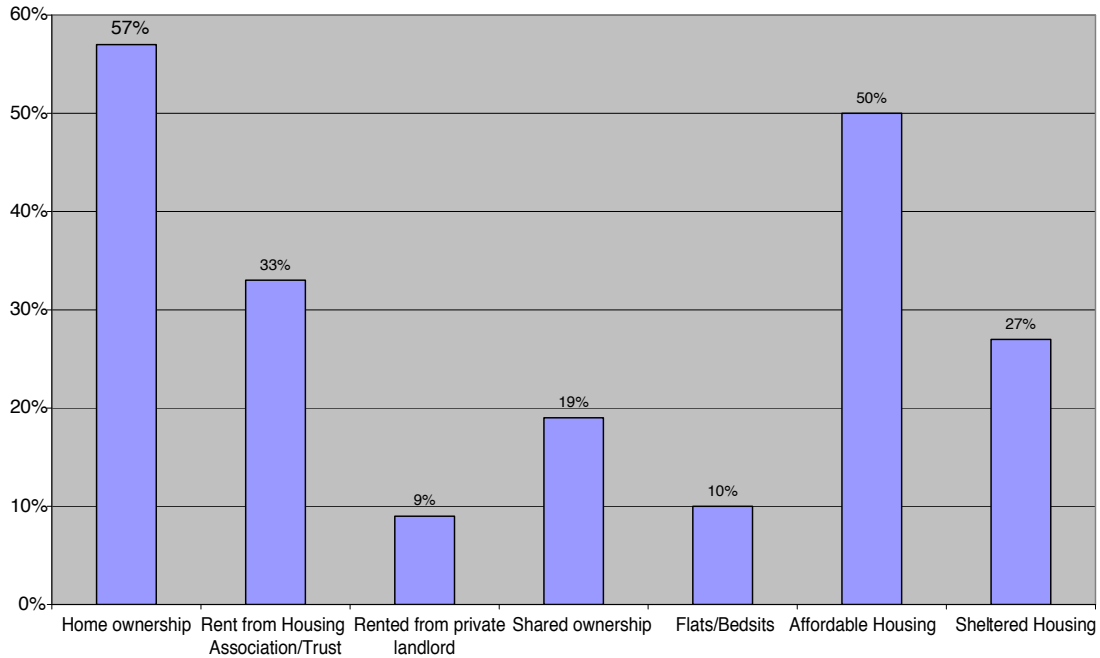


Manufacturing

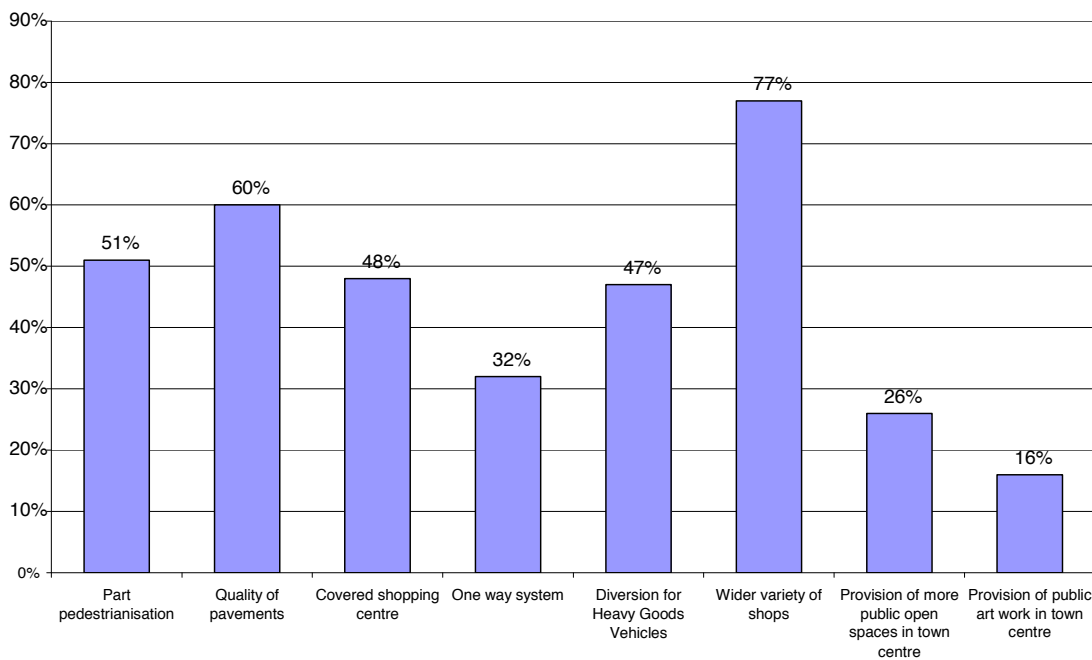
The chart below shows which areas all respondents are in favour of manufacturing development. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



The chart below shows the type of new housing provision that all respondents would be mostly likely to support in their local area. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



8.5. The chart below shows what type of improvements in Mablethorpe Town Centre all respondents would support. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)



8.6. The table below indicates to what extent all respondents agreed that certain projects would benefit their local area to provide greater employment opportunities.

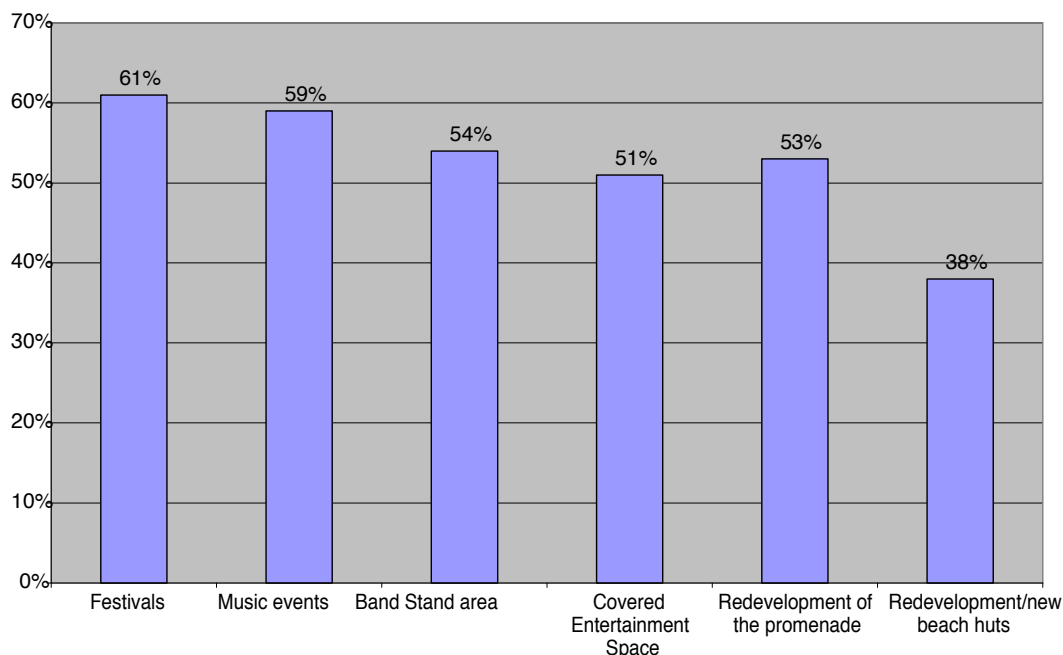
To what extent do you agree the following would benefit your local area to provide greater employment opportunities?					
	Strongly agree	Agree	Tend to disagree	Definitely disagree	Don't know
Encouraging start up businesses through support packages	52%	35%	4%	2%	7%
Encouraging and supporting Apprentice Schemes	64%	29%	3%	0%	4%
Encouraging larger national chains to the area	63%	23%	6%	5%	4%

In the 'Voice your Choice' consultation, job opportunities 53.5% and apprenticeships 36% were rated as the top two priorities.

8.7. All respondents were asked what leisure/tourism type development they would be willing to support in their area in order to boost the local economy. The top three priorities emerging are:

Priority 1	Multifunctional Stadium
Priority 2	Swimming Pool
Priority 3	Open Air Concert

8.8. The chart below shows the type of development all respondents considered would be suitable on the promenade/beach area. Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer.)

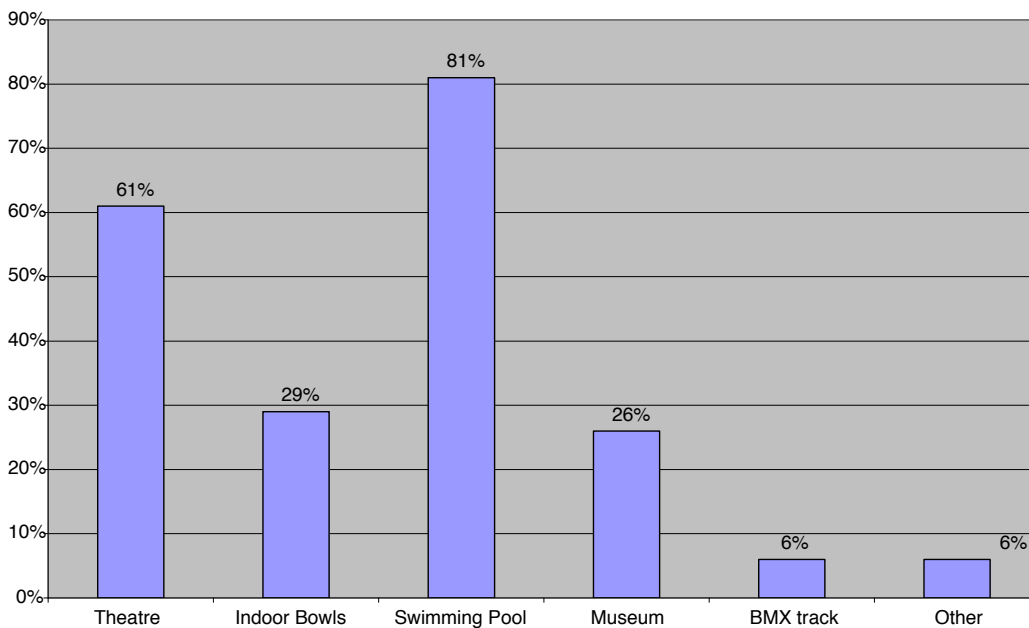


9.0. Leisure

The table below shows to what extent all respondents considered different facilities met the needs of the town.

To what extent do you feel that the following facilities meet the town's needs?			
	Fully	Partly	Not at all
Childrens' play areas	31%	56%	13%
Playing Fields	37%	54%	9%
Skateboarding facilities	36%	43%	21%
Hard court area (tennis etc)	26%	48%	26%
Sports Hall(s)	30%	52%	18%
Gym	29%	53%	18%
Youth Clubs	28%	48%	25%
Teenage facilities	23%	40%	37%
Meeting places for the elderly	39%	50%	12%
Elderly persons clubs	37%	51%	12%
Cycling/Walking routes	27%	52%	22%
Community Halls and meeting places	42%	50%	8%

- 9.1. 68% of all respondents considered that there was not sufficient picnic type places in the area, with the remaining 33% considering that there was.
- 9.2. The chart below shows which additional facilities all respondents or anyone in their household would be prepared to use. (Please note that the percentages do not round up to 100% due to respondents being asked to choose more than one answer)



- 9.3. The top two priorities in the 'Voice your Choice' consultation for sports and leisure were swimming pool (68.7%) and an entertainment centre (20.3%).

10.0. Facilities and General

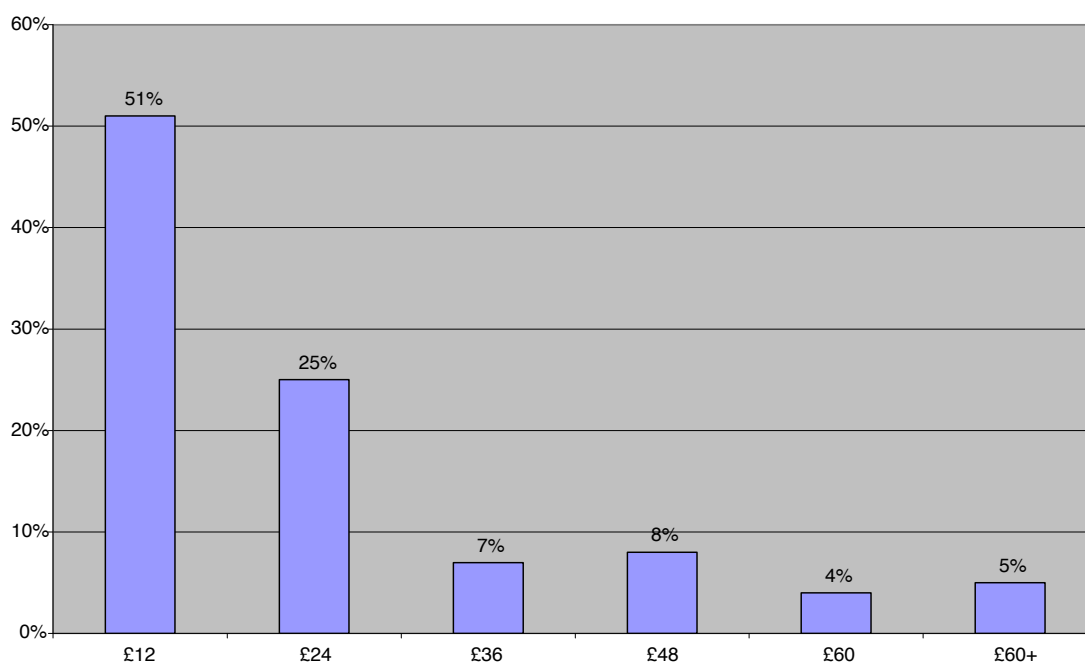
10.1. All respondents were asked if they used either of the libraries on a regular basis; 58% of respondents stated that they did not use either of the libraries on a regular basis, with the remaining 43% stating that they did.

10.2. All respondents were asked if they visited or attended different events in the area. The table below shows which events are the most popular

Do you visit/attend any of the following:		
	Yes	No
Special Markets	73%	27%
Switch On event in Mablethorpe	62%	38%
Sutton on Sea Carnival	69%	31%
Christmas late night shopping in Sutton on Sea	58%	42%
Christmas event in Mablethorpe	61%	39%
Bathing Beauties Festival	50%	50%
Motorcycle Festival	54%	46%
Mablethorpe Marathon	46%	54%

10.3. 60% of all respondents considered that some of the new facilities proposed should be funded through their Council Tax, with the remaining 40% considering that they should not.

10.4. The chart below shows the amount those respondents who considered the facilities should be funded through their Council Tax were prepared to contribute per year.



Notes

Acknowledgements

Community Led Plan Steering Group

Town Council

Mablethorpe Area Partnership

Neighbourhood Management

Other groups and individuals

*A very big thank you to
all of those residents who took the
time to complete the survey.*

