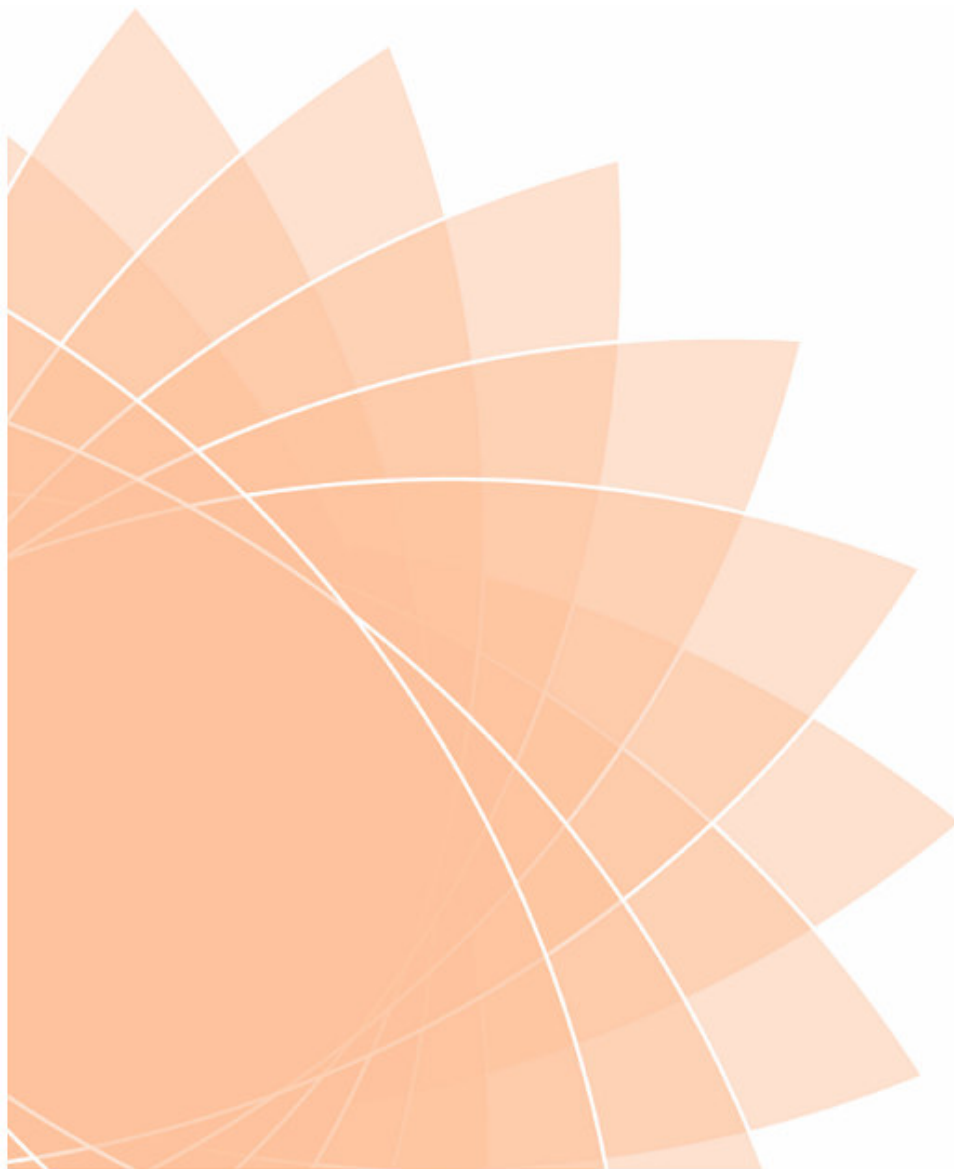


Research Report
October 2009

**Sleaford Southgate Regeneration
Consultation Analysis**



This report was produced by the Research Team at North Kesteven District Council.

If you have any questions or queries about the report please contact the Research Team using the details below.

This document is available in large print and other accessible formats such as Braille and Audiotape/CD. It is also available in other languages. For a copy please contact the Council using the following options:

Phone: 01529 414155 or 01522 699699

Minicom: 01529 308088

E-mail: research_team@n-kesteven.gov.uk

Address: Research Team
North Kesteven District Council
Kesteven Street
Sleaford
Lincolnshire
NG34 7EF

Introduction and Methodology

To help make sure that Sleaford town centre meets the needs of the people who use it and that the community is proud of the area, North Kesteven District Council is looking to redevelop the Southgate area of the town.

Exhibitions detailing the development aims were held at the Sleaford Library; Sleaford Golf Club; Sleaford Cricket Club; Sleaford Train Station; Ruskington Library; Heckington Parish Office; Cranwell Hive; the Hub; Northgate Sports Hall; and NKDC Main Reception.

Visitors to the exhibitions were provided with the opportunity to complete a survey, asking them whether they agreed with the key developments for Sleaford Southgate and for any further suggestions they may have.

The exhibitions were advertised by the local press and our corporate website via the Communications Team. Directions to an online version of the survey were provided alongside the dates and venues of the exhibitions.

In total, 95 completed paper surveys were returned, and a further 22n online survey responses were submitted.

This report presents the findings of this survey. Some questions in the survey asked respondents to provide open ended suggestions or comments. This report provides a summary of these responses, with a full list provided as Appendix 3.

4n residents and businesses also sent in their comments via email and letter as an alternative to the survey. Several respondents also provided an annotated map alongside their survey response. These responses have not been included in this report and have instead been presented in Appendix 3.

Unless otherwise stated, all results are expressed as a percentage of those who responded to a question. Where percentages do not total 100, this is due to rounding and will not exceed +/-1%.

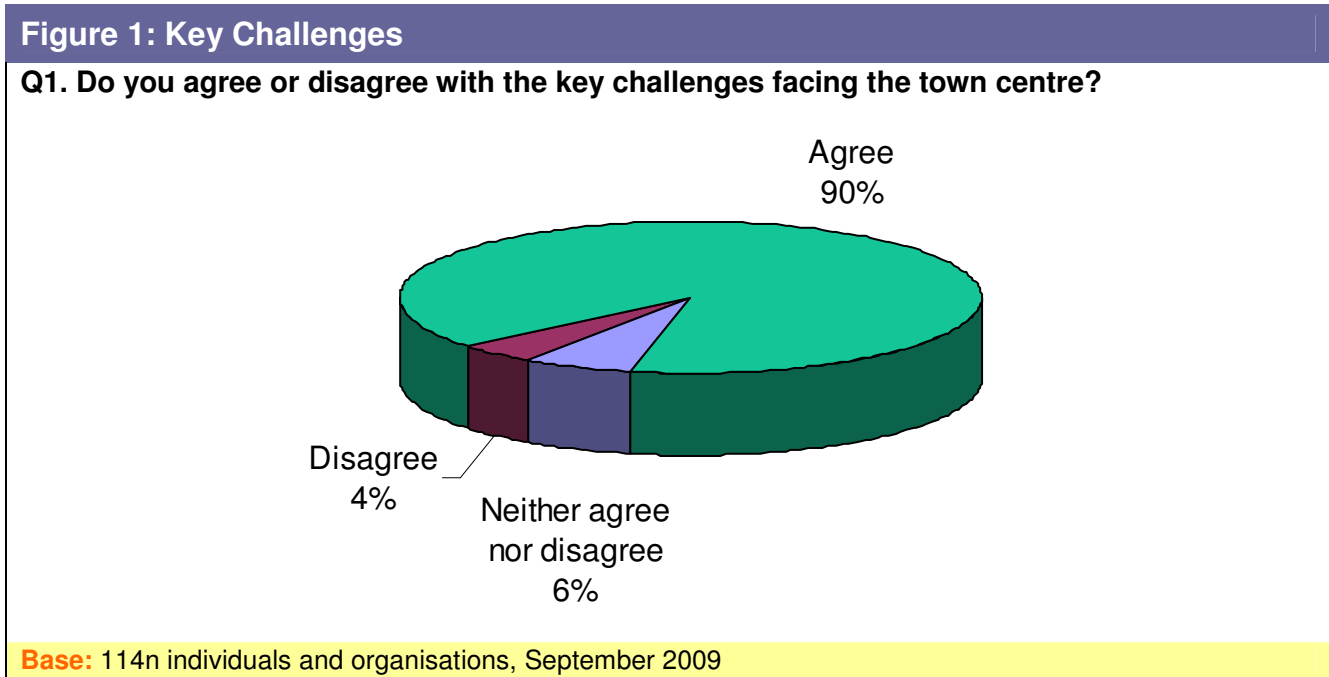
Results

Key Challenges

There are a number of challenges facing Sleaford town centre. This is primarily due to the large growth in population over the past few years. A key challenge is to provide a better variety of services including: community facilities; health facilities; leisure facilities; parking; public transport and shops.

Through the survey, residents, businesses and other stakeholders were asked if they agreed or disagreed with the key challenges facing the town centre.

Overall, 9 in every 10 respondents (89.5%) said that they agreed with the key challenges outlined.



When asked if we have missed any other key challenges, 56 responses were received. A complete list of these responses is available in Appendix 3. The following table provides a summary of the suggestions made.

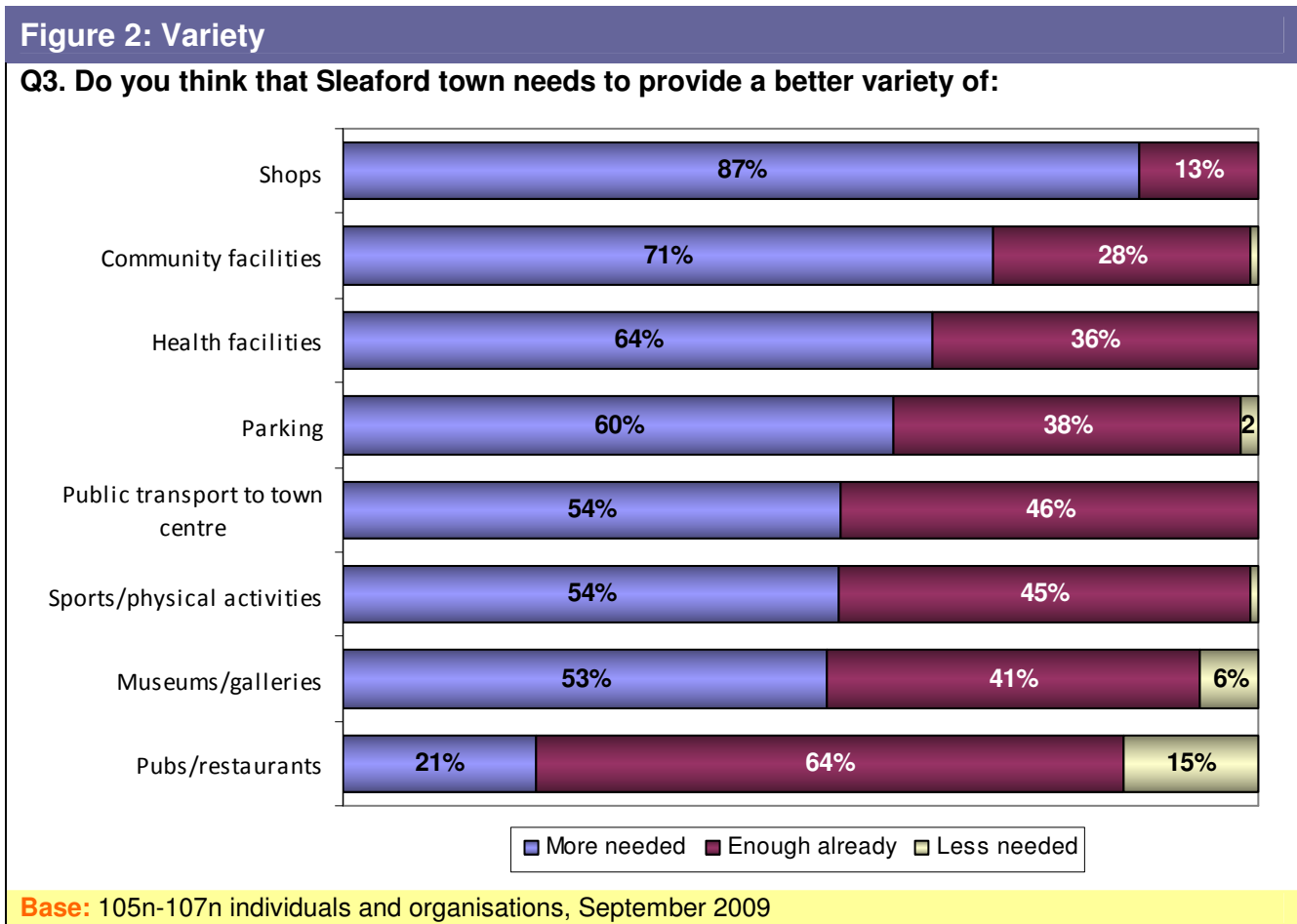
Suggestion	Number of respondents
Traffic management/Improved traffic flow	9
Improved variety of shops	8
Creation of more/improved green spaces	5
More town centre residential accommodation needed	4
Retail shops need to be of sufficient size to attract national retailers	4
Employment/Job Creation	3
Facilities for young people	3
Keep existing level crossing system	3
Schooling provision	2
Concerns over traffic congestion on Castle Causeway/King Edward Street	2
Concerns over accessibility of town centre	2
Easier access to St Georges from Northgate	2
Address dangerous parking on London Road	1
Improve the economic sustainability of Sleaford	1
Cheap or free parking	1
Extend public transport to nearby villages	1
Decrease business rates	1
Introduce traffic calming measures on main routes south of Southgate	1
Provision of more small office units	1
Park and ride facility	1
Regeneration of market	1
Attracting more visitors/shoppers to the town with improved facilities	1
It does not affect present town facilities	1
Worried that Tesco store will cause other shops to close	1
Expanding emergency service provision	1
Security consideration	1
Improve the heritage pull	1
Community and health facilities should be developed in the huge residential estates only	1
Leisure facilities i.e. cinema	1
Adequate provision of disabled parking	1
Accommodating the increasing number non-motor vehicles	1
Cricket facilities	1

Variety

Respondents were provided with a list of different facilities and amenities. They were then asked to indicate whether they thought each type needed to be increased, sustained or reduced.

Overall, over half of the total respondents felt there needed to be a better variety of all of the facilities listed with the exception of pubs and restaurants. The majority of respondents felt their were either enough pubs/restaurants (64%) or that less were needed (15%).

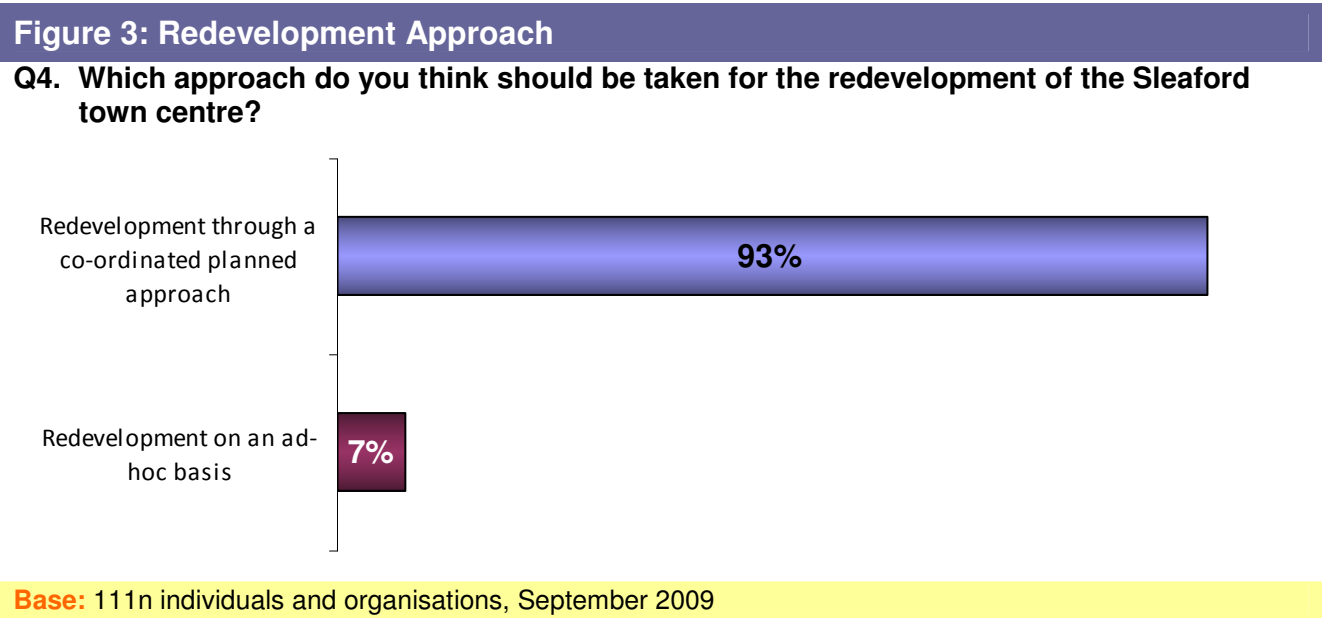
The three types of facilities that respondents felt were most needed in Sleaford were shops (87%); community facilities (71%) and health facilities (64%).



Redevelopment Approach

Respondents were asked which approach they thought should be taken for the redevelopment of the Sleaford Town centre.

The vast majority thought that redevelopment should be undertaken through a coordinated planned approach (93%) rather than on an ad-hoc basis (7%).



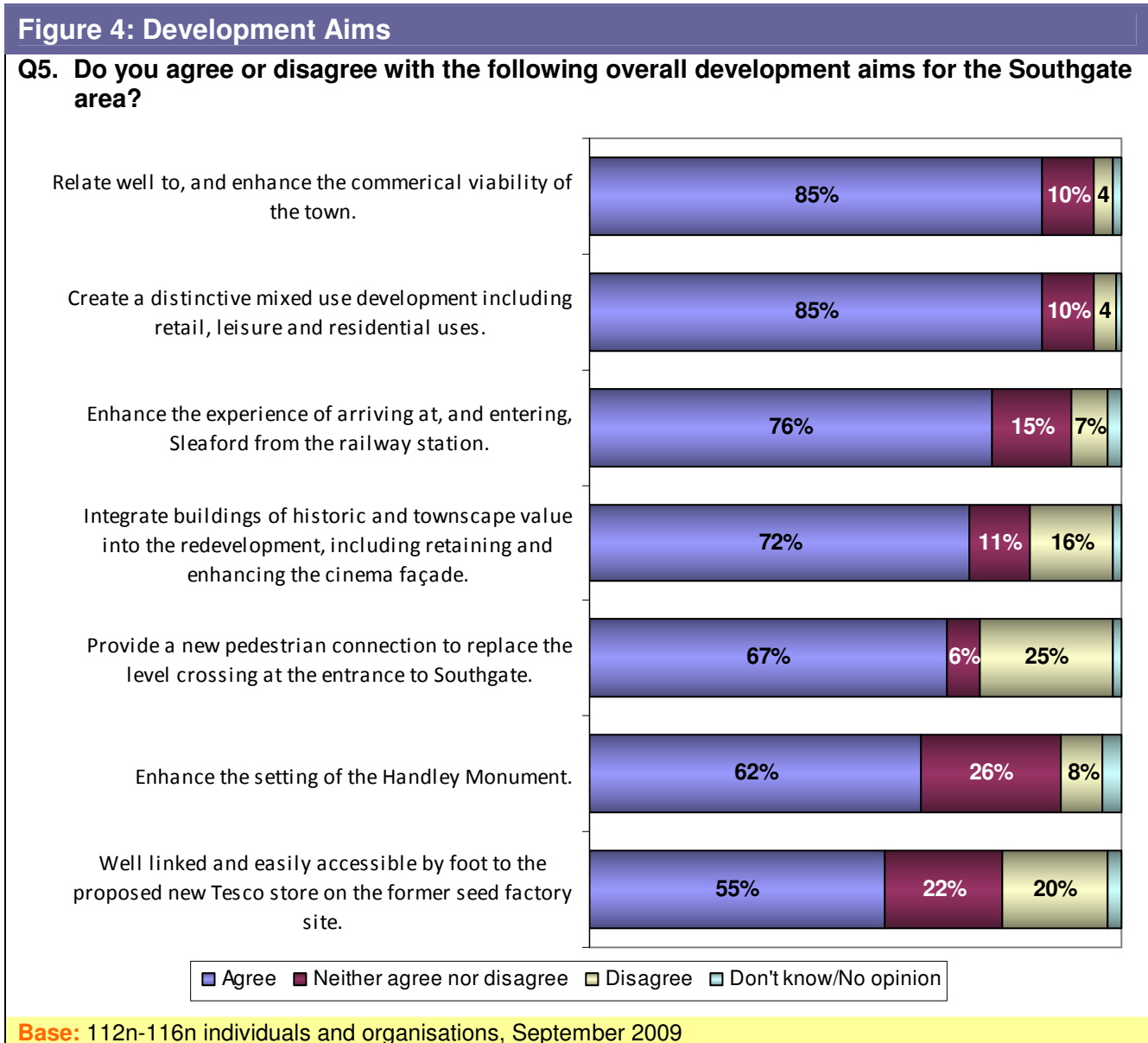
Sleaford Urban Design Study

Alongside the survey, residents and organisations were provided a map illustrating a draft masterplan for Sleaford Southgate. This map is attached as Appendix 2.

The survey asked respondents whether they agreed or disagreed with each of the development aims that were detailed on the map. All of the development aims were agreed to by the majority of respondents. However, there were some variation in the responses.

As can be seen on Figure 4, respondents were most likely to agree with enhancing the commercial viability of the town (85% agreed, 4% disagreed) and the creation of a distinctive, mixed use development (85% agreed, 4% disagreed). The proportion who agreed with each aim is shown in blue on the chart.

Respondents were most likely to disagree with the provision of a new pedestrian connection to replace the existing level crossing (67% agreed, 25% disagreed) and a easily accessible link to the new Tesco store by pedestrians (55% agreed, 20% disagreed). The proportion who disagreed with each aim is shown in yellow on the chart.



Alternative or Additional Suggestions

Following on from the previous question, respondents were then asked if they had any alternative or additional suggestions for the overall development aims.

73n respondents provided 105n suggestions. A full list of individual responses are shown in full in Appendix 3. The following table provides an overview of these suggestions and how many times each suggestion was made.

Instead of providing alternative suggestions, many respondents provided reasoning to why they agreed or disagreed with certain development aims. The most popular being *to retain the existing level crossing system* (14n comments) and *that the cinema façade does not need to be kept* (10n comments).

Suggestion	Number of respondents
Keep existing level crossing system	14
Disagree that cinema facade should be kept	10
Concerns with traffic flow	9
Decrease the amount of "low-class" shops (i.e. Charity, fast food, pubs)/Increase variety	7
Disagree with Tesco development	7
The proposed road infrastructure does not provide a suitable link to the railway station	5
Concerns over maintenance of lift used with new rail crossing	3
Ensure car parking and access to Railway Station is not diminished	3
Disagree with town square	2
Agree with all the proposed developments	2
Relocate market to Money's Yard	2
Pedestrianise Southgate	2
Increase market by inviting more stall holders/providing incentive	2
Provide better signposting/maps to facilities and amenities, especially from new Tesco car park	2
Provide more leisure facilities	2
The whole of the Southgate/Carre Street one-way system should be a 'shared space'	2
Reduction of business rates	1
Southgate should be developed in-line with the Maltings development	1
Isolate Tesco's development from the town	1
Variety of developments needed	1
Disagree with new link road	1
Improve footpaths	1
More parking in station area	1
Disagree with further residential development	1
Radical change needed to ensure Monument Gardens and Cinema redeveloped are fully integrated and enable multi-use	1
To reduce the conflict between pedestrians and vehicles outside the cinema go for the bold & radical- change p.16	1
Also consider changing the railway station access to an entry from London Road with car park and bus interchange	1

Suggestion (continued)	Number of respondents
Enhance and keep existing buildings	1
The link between Boston Road and Eastgate should be priority	1
Disagree with market move	1
Leave the trees in the Recreation Ground	1
Alternative access to Town Centre to be improved	1
Increase car parking	1
Tidying of lower Southgate area would increase appeal	1
Develop taxi parking facilities at the Station	1
Opportunity for Museum and Heritage Centre connected to old cinema area	1
Appropriate facilities needed for crossing Grantham Road	1
Need to consider effect/potential decline of rest of town eg Market Place, Jermyn Street and White Hart Mews	1
Station should be further signposted to encourage use	1
Proposed Tesco site should be relocated to near new football ground on Boston Road	1
Widen King Edward Street level crossing to improve access	1
Demolish all the ugly 1950s to 1970s buildings	1
Restrict large vehicle transit by weight or time of access	1
Move the monument to the new development	1
What proposals for the road problems outside the Carre Arms?	1
A viable alternative to level crossing is needed	1
Lift needed for pedestrian bridge over railway	1
Avoid bleak urban-type, stepped; hard surfaced areas where litter (paper/plastic) will gather and swirl	1

Key Developments

Respondents were asked for the key developments they would like to see in Sleaford Town Centre.

75n respondents provided 158n developments they saw as key. A full list of individual responses are shown in full in Appendix 3. The following table provides an overview of these developments and how many times each was suggested.

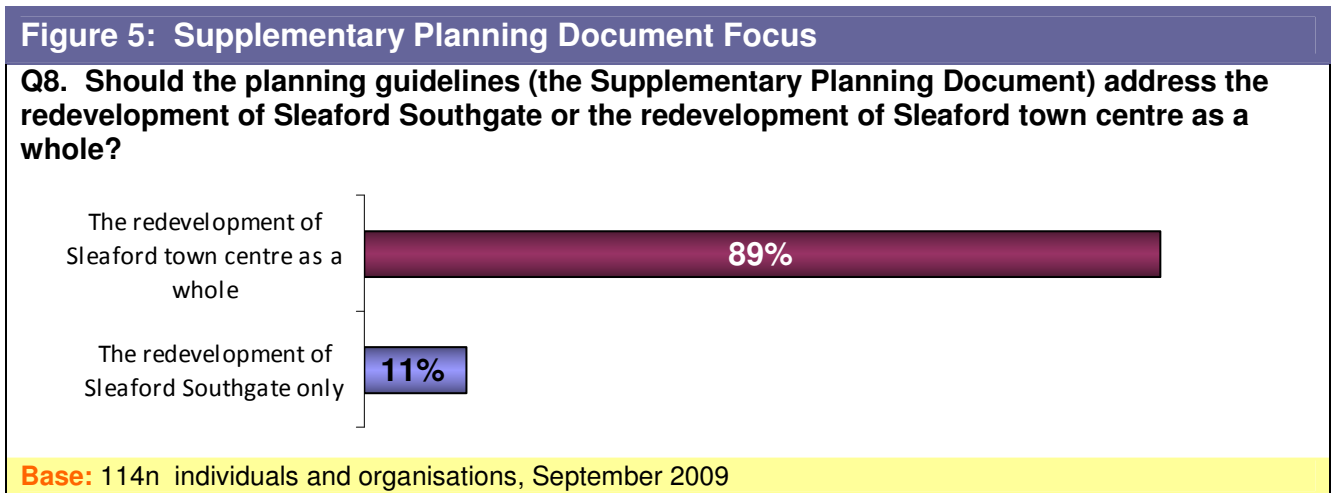
The most popular developments mentioned were: an increased *variety of shops* (28n respondents); *increased amount of leisure facilities* (22n respondents); and *improved traffic flow* (15n respondents).

Key Development	Number of respondents
Increased variety of shops	28
Increased leisure facilities	22
Improved traffic flow	15
Pedestrianise Southgate	7
Quality bars/coffee shops/restaurants	6
Creation of an appropriate level of retail development	5
Increase green-space areas	4
More consultation with Sleaford residents is needed	4
Increase public transport services (evening and weekends)	4
Improve cleanliness/litter	4
More retail space of appropriate size to satisfy national retailer requirements	4
Provide town centre office accommodation in non-prime retail areas	4
Increase market stallholders	3
Disagree with Tesco development	3
Decrease business rates/Discount for business start-up	3
Parking at the station	2
More pedestrian crossing areas needed	2
Access to Market Place through Corn Exchange or Bristol Arcade	2
Current central buildings to be demolished and redeveloped	1
Turn existing Tesco site into a park area	1
Better bus facilities	1
Improve appearance of existing buildings	1
Emphasis and maintenance of beauty spots e.g. Cogglesford Mill	1
No car parking in Market Place	1
Artistic features need to be properly maintained	1
Carefully planned retail units e.g. Newark example	1
Concern that town-square area will attract anti-social behaviour	1
Disagree to passage-ways as unsafe and difficult to maintain	1
Inner relief road needed	1
Alternative supermarket needed to Tescos	1
Maintain Recreation ground as it is	1
Access to river	1

Key Development	Number of respondents
Regenerate part of Maltings to incorporate beer making of yesteryear	1
Open up the water way from Sleaford to the Witham	1
Link area from Northgate and Southgate to offer a better mix of retail and commercial units	1
Disagree that cinema façade should be kept	1
Open air facilities to cafes	1
Disagree with inner ring-road caused by Tesco development	1
Disagree with size of bridge over railway	1
Help and support local businesses	1
Improved access and vehicle restrictions in the lower Southgate area	1
Concerns over maintenance of monument gardens development	1
Equal treatment needed of all shops in Sleaford	1
Increase civic furniture and improve public conveniences	1
Improve accessibility and mobility	1
Use of grass-crete to improve drainage in parking/walking areas	1
Mixed use of development to enhance commercial viability	1
Integrate buildings of historical and townscape value	1
Make use of Corn Exchange building and former Courthouse	1
Free public transport for carers for people with disabilities	1
Adult and baby changing facilities	1
Cycle route in the centre of town	1
More businesses providing more jobs	1
Free parking	1

Supplementary Planning Document Focus

Nine out of ten respondents (89%) agreed that the planning guidelines should address the redevelopment of Sleaford town centre as a whole rather than Southgate only.



Urban Design Study Masterplan

Respondents were asked to review the suggestions made in the Urban Design Study Draft Masterplan. The suggestions were presented as part of an attached map, a copy of which is provided in Appendix 2. Respondents were then asked whether they agreed or disagreed with each suggestion made.

Little variation was found between the responses and in fact no statistical significance could be found. Therefore, caution should be used when comparing the responses made to individual suggestions.

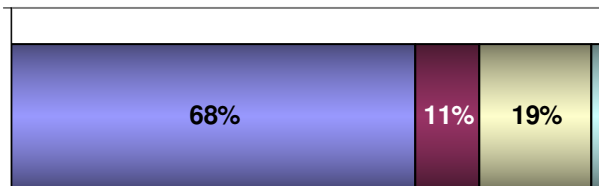
As can be seen on Figure 6, respondents were most likely to agree with the Southgate gateway (68% agreed, 19% disagreed) and the creation of a shared space with local access (63% agreed, 16% disagreed).

Respondents least likely to agree with the provision of a pedestrian friendly environment in the Monument gardens area (54% agreed, 20% disagreed) and the creation of a new street making an active link between the regenerated study area and the new Tesco store (58% agreed, 20% disagreed).

Figure 6: Draft Urban Design Masterplan

Q9. Do you agree or disagree with the following suggestions made in the Urban Design Study Masterplan?

The Southgate gateway enables pedestrian and cycle access over the railway line, with a subtle set of steps and ramps leading to a landmark bridge.



Southgate becomes a shared space with local access. The former cinema façade defines the building line, and scale of development, allowing new commercial development to improve the retail and leisure offer.



Improved pedestrian links in the station approach area that leads northwards to the town centre and east towards the new Tesco. Development of buildings of a similar scale to the former seed warehouses that define and animate the area. A new public space



A Town Green that provides a formal public square for use by residents and a linked spill-out/activity space for the proposed refurbished cinema building complex.



A new street making an active link between the regenerated study area and the new Tesco store, drawing people towards the town centre. This link will likely adopt a 'shared space' approach accommodating both pedestrians and vehicles.



Monument Gardens provides an enhanced setting for Handley Monument with a reduced traffic flow and a pedestrian friendly environment.



■ Agree ■ Neither agree nor disagree ■ Disagree ■ Don't know/No opinion

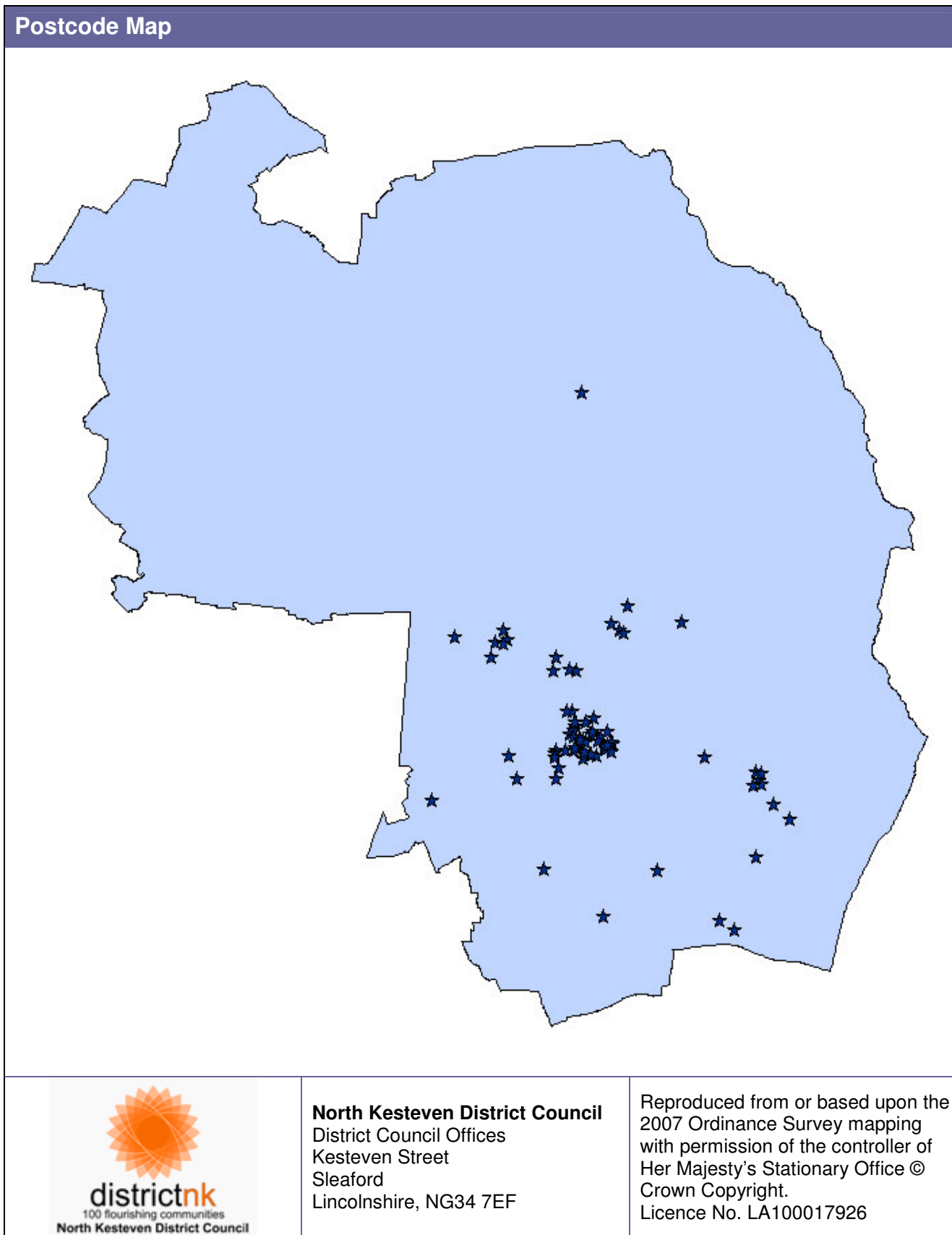
Base: 112n-115n individuals and organisations, September 2009

Respondent Profile

Survey respondents were asked to tell us a bit about themselves. The table below summarises the responses received.

	Number of respondents	Percentage of respondents
Gender		
Male	63	63%
Female	37	37%
Age		
Aged 16-24	4	4%
Aged 25-34	6	6%
Aged 35-44	18	17%
Aged 45-54	13	13%
Aged 55-64	23	22%
Aged 65-74	34	33%
Aged 75-84	6	6%
Aged 85+	0	0%
Illness and Disability		
Has a long-term limiting illness	19	19%

Respondents were also asked to provide their home postcode. The following map illustrates where respondents (or a cluster of respondents are from). 82n complete and 'mappable' postcodes were provided.



Appendix 1 – Survey Template

Sleaford Southgate Regeneration



We want to make sure Sleaford town centre meets the needs of the people who use it and that our communities are proud of the area. In order to achieve this, we are looking at the possibility of redeveloping the Southgate area.

You can get involved, and shape the future of Sleaford, by taking a few minutes to have your say. All information provided will be confidential and will not be linked back to you. Please leave the completed survey in the comments box or post it back to us writing 'Freepost NKDC' on the envelope. No stamp is needed. The closing date for replies is Wednesday 30 September. We look forward to hearing your views.

If you would also like to be updated and involved in the next steps of the consultation process in 2010 please write your contact details below IN CAPITALS:

Name:

Address, including postcode:

Email:

This document is available in large print and other accessible formats such as Braille and Audiotape/CD. It is also available in other languages. For a copy please contact the Council using the following options:

Phone: 01529 414155 or 01522 699699

Minicom: 01529 308088

Email: talkplanning@n-kesteven.gov.uk

Address: Sleaford Southgate regeneration, Forward Planning Unit, NKDC, Kesteven Street, Sleaford, Lincolnshire, NG34 7EF.

Please turn over the page

Development of Sleaford Town Centre

Key challenges facing the town centre: There are a number of challenges facing Sleaford town centre. This is primarily due to the large growth in population over the past few years. A key challenge is to provide a better variety of services including: community facilities; health facilities; leisure facilities; parking; public transport; and shops.

Q1 Do you agree or disagree with the key challenges facing the town centre? [see paragraph above]

- Agree
 Neither Agree nor Disagree
 Disagree

Q2 Have we missed any other key challenges? [If yes, write below]

Q3 Do you think that Sleaford town needs to provide a better variety of:

	More needed	Enough already	Less needed
Community facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport to town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pubs/restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports/physical activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums/galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Which approach do you think should be taken for the redevelopment of the Sleaford town centre? [Tick one]

- Redevelopment through a co-ordinated planned approach
 Redevelopment on an ad-hoc basis

Sleaford Urban Design Study

Q5 Do you agree or disagree with the following overall development aims for the Southgate area:

	Agree	Neither agree or disagree	Disagree	Don't know/no opinion
1. Create a distinctive mixed use development including retail, leisure and residential uses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Relate well to, and enhance the commercial viability of, the town.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Well linked and easily accessible by foot to the proposed new Tesco store on the former seed factory site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Enhance the experience of arriving at, and entering, Sleaford from the railway station.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Provide a new pedestrian connection to replace the level crossing at the entrance to Southgate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Integrate buildings of historic and townscape value into the redevelopment, including retaining and enhancing the existing cinema facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Enhance the setting of the Handley Monument.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Following on from Question 5 above, do you have any alternative or additional suggestions for the overall development aims:

Q7 What are the key developments you would like to see in Sleaford Town Centre?

Q8 Should the planning guidelines (the Supplementary Planning Document) address the redevelopment of Sleaford Southgate or the redevelopment of Sleaford town centre as a whole? [Tick one]

- The redevelopment of Sleaford Southgate only
- The redevelopment of Sleaford town centre as a whole

Please turn over the page

Q9 Do you agree or disagree with the following suggestions made in the Urban Design Study Masterplan: [See Sleaford Southgate map on the back page of the survey]

	Agree	Neither agree or disagree	Disagree	Don't know/no opinion
1. Monument Gardens provides an enhanced setting for Handley Monument with a reduced traffic flow and a pedestrian friendly environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Southgate becomes a shared space with local access. The former cinema facade defines the building line, and scale of development, allowing new commercial development to improve the retail and leisure offer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The Southgate gateway enables pedestrian and cycle access over the railway line, with a subtle set of steps and ramps leading to a landmark bridge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Improved pedestrian links in the station approach area that leads northwards to the town centre and east towards the new Tesco. Development of buildings of a similar scale to the former seed warehouses that define and animate the area. A new public space providing an improved setting to the historic station. Wyvern railings relocated and integrated into the design of this space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. A new street making an active link between the regenerated study area and the new Tesco store, drawing people towards the town centre. This link will likely adopt a 'shared space' approach accommodating both pedestrians and vehicles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. A Town Green that provides a formal public square for use by residents and a linked spill-out / activity space for the proposed refurbished cinema building complex.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

North Kesteven District Council aims to promote and ensure equality. It is important therefore, that we ask the following questions to monitor equal treatment. This information is optional and will not be linked back to you as an individual, but by answering these questions you will help us make sure that we are not discriminating against anyone. All personal information will be completely confidential and held in accordance with the Data Protection Act 1998.

Q10 Which venue, if any, did you see the exhibition on the redevelopment of Sleaford Town Centre in:

Q11 What is your home postcode?

Q12 Gender: Male Female.....

Q13 What is your current age?
 16 - 24 35 - 44 55 - 64 75 - 84
 25 - 34 45 - 54 65 - 74 85+

Q14 Do you have any long-standing illness, disability or infirmity?
 (Long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)
 Yes - Go to Q15 No - Go to Q16

Q15 Does this illness or disability limit your activities in any way? Yes No

Q16 How would you describe your ethnic origin?

White

British.....
 Irish.....
 Any other White background (write in)

Black or Black British

Caribbean.....
 African
 Any other Black background (write in)

Mixed

White and Black Caribbean.....
 White and Black African.....
 White and Asian.....
 Any other Mixed background (write in)

Asian or Asian British

Indian.....
 Bangladeshi
 Pakistani
 Any other Asian background (write in).....

Chinese

Chinese

Any Other Ethnic Group

Any other Ethnic Group (write in)

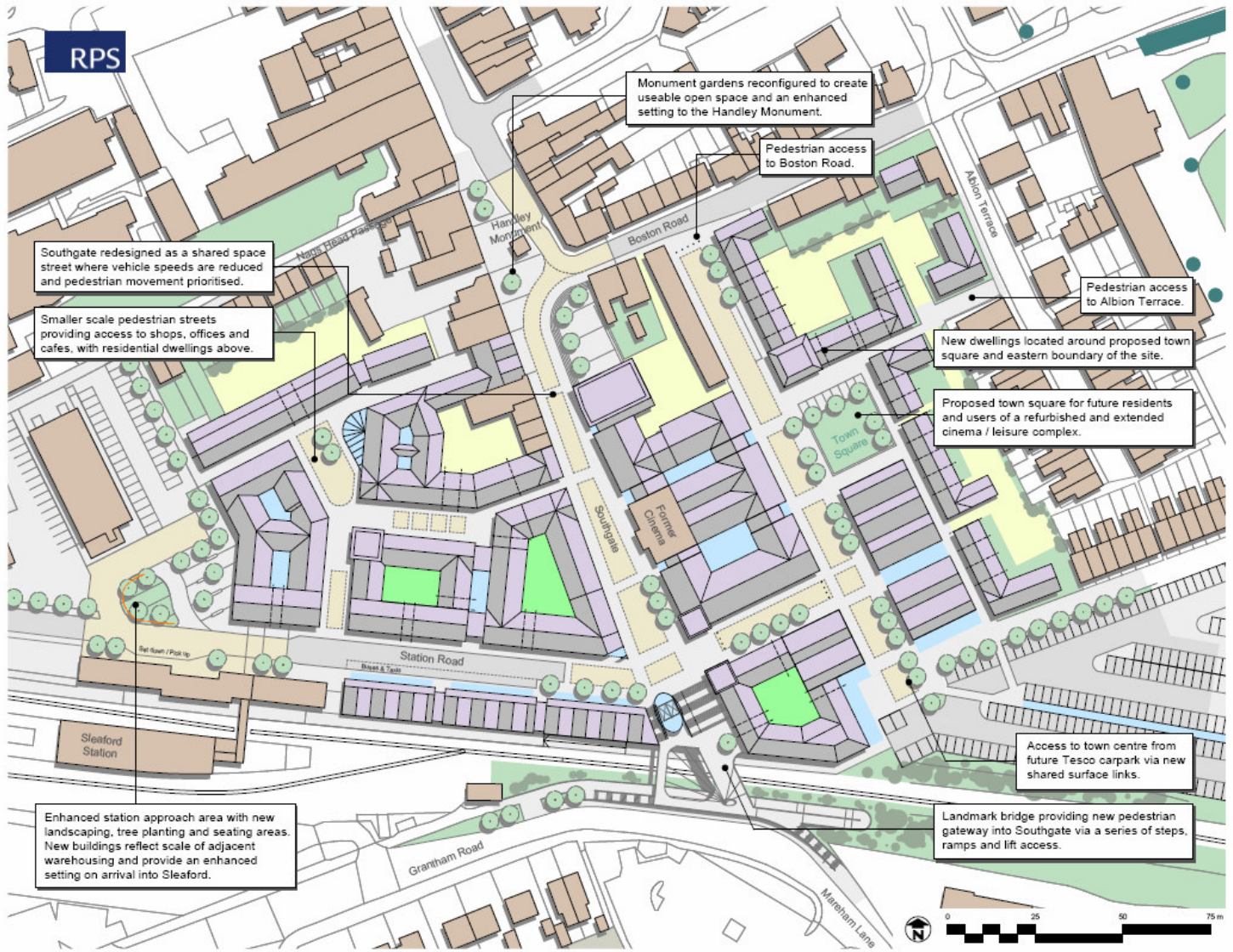
Q17 How would you describe your religion or belief?

No religion Hindu Sikh
 Christian - all denominations Jewish Prefer not to say
 Buddhist Muslim Other (write below)

Q18 Which of the following options best describes how you think of yourself?

Heterosexual/Straight.... Bisexual..... Prefer not to say.....
 Gay/Lesbian Other

Appendix 2 – Illustrative Masterplan



SLEAFORD SOUTHGATE
Illustrative Masterplan
 July 2009

Appendix 3 – Literal Responses

A number of questions in the survey asked respondents to provide open ended suggestions or comments. These are provided below:

Q2 Have we missed any other key challenges?

Traffic Management / Road Safety

- "Getting traffic moving around town in a good manor"
- "What about disabled people/ people with prams. Also I would have to drive an extra 2 miles to get to the centre of town. Waste of money."
- "No note has been made regarding flow of traffic using the other level crossing- especially Castle Causeway."
- "Resolve current and future traffic congestion problems"
- "Addressing traffic calming measures to cater for increased volume, speed, congestion on main routes south of Southgate - i.e. Grantham/London Road - pedestrian crossing on Grantham Road between railway bridge and Quarrington Parish Hall - it is already extremely difficult to cross, particularly for children."
- "Improved traffic flow."
- "Traffic flow through the town"
- "Traffic management"
- "Reduction of traffic, possibly by park + ride facility on edge of town for employees who park all day."
- "The untreatable traffic problem is the Town Centre"
- "Boston Road traffic is often backed up past the Recreation Ground several times each day now. When the new Tesco store opens, the traffic on Boston Road will increase enormously. To take the congestion out of Sleaford, the new supermarket should be built further out of town, say near the Straw Burning Unit and then the traffic could go on to the A17 and help clear the town centre."
- "Improved town centre road traffic system."
- "Yes! How do you intend preventing traffic coming into town from using King Edward Street? The street is already a rat run/shortcut into the town centre. When I moved there 12 years ago, it was a residential straight. Now it's a main route into town. You are naive beyond compared if you think people will drive along Grantham Road and access town centre via Tesco. Can you please advise ASAP what plans you have for the residents of King Edward Street who already have to put up with a constant stream of traffic? Are you going to compensate us for the devaluation of our houses? Are you going to provide us with noise reduction glazing? How do you intend to stop our street becoming a main road in turn by default?"
- "Solve traffic congestion."
- "Measures that will enhance the appeal of the town centre, to pedestrians, visitors by road, businesses and retailers, by reducing the need for traffic to use, and particularly to circulate completely around the Southgate/Carre Street one way system."
- "Accommodating the increasing numbers of wheeled non-motor vehicles such as bicycles and invalid scooters. If traffic is slowed, can invalid appliances use the road?"

Keep Existing Level Crossing

- "Keep level crossing system."
- "It would be better to leave the level crossing open for traffic to come to town and those who have no need to come that way to use the new road"
- "Keeping level crossing open"

Parking / Access

- "Address dangerous parking on London Road. We have had a number of very near misses in our car."
- "No matter how many facilities and shops you provide people will hesitate to use them if they cannot get there easily and quickly and park cheaply or free."
- "To consider extending Sleaford Central public transport system to near by villages. This would attract more shoppers to the town and help reduce the pressure on the town's parking problem."
- "Easier access to School (i.e. St George's from Northgate)"
- "Outlet for St. Georges onto Northgate."
- "With an ever increasing aged local population there need to be adequate provision for disabled parking integrated within the global plan."
- "LOTS more cycle parking needed - even if we have to pay a small fee for safety."

Variety of Shops / Facilities / Leisure Activities

- "Sleaford has got too much of the same thing. Too many pubs, Estate Agents and Charity shops."
- "Facilities for young people (which will accompany population growth) Very little at present."
- "Attracting more visitors/shoppers to the town with improved facilities."
- "Less Charity Shops."
- "Please consider the variety of shops. Less takeaways and Charity Shops."
- "The types of shops need reviewing, less charity shops and food outlets."
- "Need fewer food outlets and charity shops."
- "Yes charge less rates for the town's business and get rid of half the fast food outlets and charity shops then you will see the growth without Tesco"
- "Provision of more small office units."
- "Leisure facilities for youngsters, i.e. bowling alley, skate arena, volleyball pitch, music/cafe area just for the young. Much more facilities for the young where they can be shown how to react with each other instead of roaming the town."
- "Diverse population in future - need to encourage healthy eating outlets - sushi etc."
- "To re-generate the market. Sleaford is a Market town!!!"
- "For the town to have appeal to visitors, existing and prospective residents, there has to be a variety of small and independent shops (butchers, bakers etc) rather than 100% reliance upon the large Tesco Store. Also the amount of Charity Shops needs regulation"
- "Too much emphasis is being placed on some facilities to the detriment of others. If the new Tesco store goes ahead as planned with all its additional ranges, then a vast

majority of the Southgate shops will close. This has already taken place in other towns where a new large Tesco store has opened."

- "Q3 lacks a heading for leisure facilities (e.g. cinema, for which the plan provides) and with which more are needed to ensure a critical mass of activities if the town is to thrive."
- "Something to engage & educate the youth, out of school hours. Needed since the 1970's."

Green Spaces

- "Creation of more green spaces, we need more greenery. Appearance of town centre is one of grey dullness, despite the best efforts of the Sleaford in Bloom Team. Most other towns have a park & the Monument Gardens were ruined years ago when the pond, fountain, grass and a mature tree were removed and it was concreted over."
- "Possibly open green spaces"
- "From personal experience, grassed/recreational areas need to be included wherever a new-build residential area is planned. Failure to do so encourages children to play on roadways - an obvious risk factor."
- "Maintaining and improving available green space."
- "Yes you certainly have - the challenge of leaving grassed land for children and families to use for recreational purposes."

Employment Opportunities

- "Jobs."
- "Employment."
- "Create more employment."

School Provision

- "Education- i.e. Schools & Colleges"
- "Schooling provision - especially primary"

Economic/Town Development

- "Improve the economic sustainability of Sleaford to make Sleaford a destination."
- "Expanding emergency services provision (fire, police and ambulance) needs to be increased as population increases."
- "There is a need for an effective strategy for the historic environment (see attached letter)."
- "Improving the heritage pull."

- "Yes. There needs to be more town centre residential development and the retail shops need to be of sufficient size to attract national retailers." (4n responses stating this were received)
- "I don't agree with prioritising the town centre for community facilities, health facilities and leisure facilities. These should be developed local to the huge new residential estates. Consider Holdingham or Greylees. Neither of these areas has a church, a community hall or even a public room of sufficient space to use as a polling station!"

Miscellaneous

- "Yes. Have not looked further than Sleaford centre needs, not further a field"
- "Removal of County Council. Loss of seed producers."
- "Get your facts right so it does not affect present town facilities."
- "Will the comments of Sleaford residents be taken into account this time (unlike the Tesco fiasco)"
- "Security consideration"
- "What about replacing the premises that 'Go Cricket' operated which was demolished on Church Lane to accommodate more houses. Not everything has to be in Sleaford but it should be replaced! Go Dance has been re-housed. There is a general lack of interest in cricket except when it comes to attending the hospitality tent at Sleaford CC."

Q6 Following on from Question 5, (which asked whether you agree or disagree with seven overall development aims for the Southgate area) do you have any alternative or additional suggestions for the overall development aims?

Mixed Use Development including Retail, Leisure and Residential Use

- "Keep the centre of the town vibrant with small shops."
- "I don't think Sleaford needs loads more residential as we have a great deal already." "I think the Tesco move is a terrible thing but other quality businesses should go in it's place. No charity shops or rubbish like that."
- "More classic shops."
- "Leisure- bowling alley etc."
- "Get rid of fast food outlets from this area. They create greasy pavements etc and litter, provide proper "eat in" facilities only of a decent standard."
- "Better mix of retail units, fewer hair dressers needed in town centre (currently 13-14 shops in Sleaford!) Less cafes and restaurants and pubs."
- "Need to consider effect/potential decline on remainder of town e.g. Market Place, Jermyn Street and White Hart Mews."

Commercial Viability of Town

- "Visitors to my family often comment on the large number of charity shops in the High Street. I know that sometimes that has been permitted because the units had to be let,

but Cancer Research for example, sells new giftware & accessories, how can private concerns compete with that? There should be a reduction business rates, perhaps to encourage small independents."

- "If the proposed Tesco development proceeds, there will be no need to develop the town centre as no-one will be visiting it. A large Tesco will provide everything the shopper needs!"
- "Get rid of Tesco only. Bring in competition- Asda, Morrisons etc. Enlarge Sainsbury's."
- "I think the Tesco move is a terrible thing but other quality businesses should go in it's place. No charity shops or rubbish like that."
- "The types of retail outlet on the High Street are low class and do not enhance the town and attract visitors - too many charity shops, betting shops, fast food outlets, pubs and clubs at the expense of established high street names and 'niche' shops like the ones located behind Sainsbury's and on Westgate before they were forced to close."
- "Invite more market stall holders to bring it back to the thriving market town it used to be."
- "Encourage more market traders by giving them free or reduced charges for their stalls."
- "Relocate the market to Money's Yard - more central and kill/eliminate the hazard of crossing from the arcade and Nationwide."
- "Provide better signposting to facilities and amenities, especially to draw people from the new Tesco car park into the town centre."
- "More car parking and more attractive shops etc to be provided or people will not come. Traffic problem must be diverted or people again will not come."
- "Provide inducements, including financial to prospective shops."

Well Linked / Easily Accessible by Foot to Proposed New Tesco Store

- "It's clearly accessible by foot- I walked there regularly when it was Charles Sharpe and I used to walk there. Am not in favour of the new Tesco and certainly do not want to have to negotiate the level crossing via a footbridge, carrying heavy shopping bags from Aldi (I have no access to a car) Lift will be vandalised in no time at all."
- "Isolate Tesco's development from the town."
- "Does not need to be specific to Tesco - they can develop independently. Q9- Close links to Tesco will not encourage people into town centre. People will simply park at Tesco - shop and then go home."
- "This all presumes that the new Tesco store will go ahead and also that the Southgate level crossing will close. I don't agree with either of those two." "If buildings of genuine worth can be sensibly used I agree to their integration. I do not see any special worth in the cinema facade and note that your maps do not show it as listed."
- "The amount of traffic that Tesco's will generate is far more than the road network can manage. The new bridge will not ease the problem but make it worse. The link between Boston Toad and Eastgate should be the priority."
- "The arrival of the vast new Tesco, despite vast local opposition, will effectively kill all other shops in Southgate. Why we should help them by providing roads (if nothing else) I simply don't know. We in Sleaford will live to regret this sell out."
- "The emphasis seems to be on providing access to Tesco. Will shoppers merely use the new store, ignoring smaller retail outlets in town eventually leading to a "ghost area" in the town centre."
- "I feel that links to the new Tesco store should not be the central reason for redevelopment of Southgate. The lower Southgate area currently suffers from several

'seedy' and poorly maintained properties which detract from its appeal. Tidying this area in particular should be a priority."

Enhance Experience of Arriving At or Entering Sleaford from Railway Station

- "More parking in station area."
- "Consider changing the railway station access to an entry from London Road with car park and bus interchange."
- "Ensure that parking facilities at the railway station and access to it are not diminished by any new development."
- "Develop taxi parking facilities at station"
- "There needs to be appropriate facilities for crossing Grantham Road."
- "Improve signage and knowledge of location of public services by possibly introducing a map of the town centre detailing local town services (CAB, Jobcentre, NKDC, Police) etc on the map."
- "There should be more marking at the station to encourage people to use the facility."
- "There is a need of substantial car parking at the station frontage. Currently a small car park for use by anyone - not just rail users - of 20/30 spaces is available between the Old Sharpe's Warehouses, with the projected rail improvements on the 'joining' line and other possibilities on back of this, rail usage at Sleaford is likely to increase. Currently footfall at Sleaford (getting on/off trains) averages 350,000 per year and rising. Accessibility and provision is important hence need for space to satisfy rail users who need to get there by car. And the current bus/rail hub interchange, plus taxi provision and 'car kiss/ride' lay-by revamped with Sleaford pride initiative whilst welcome there is not really satisfactory and does not give a decent gateway impression - there is very little cleaning/maintenance done of existing fittings."
- "I do feel that cars will need to get access easily to the train station so that drop offs and pick ups can be easily done. I can't see that from the plan myself"

New Pedestrian Connection to Replace Level Crossing at Southgate Entrance

- "Keep road access over level crossing."
- "Keep level crossing"
- "Do not close the level crossing." "Demolish the cinema". "Isolate Tesco's development from the town."
- "We do not agree to the new road"
- "If you put a lift in make sure it is maintained to a high standard. If it brakes down get repair done quickly."
- "Whilst I agree with the proposals in isolation, I remain concerned about the town's traffic problems, especially school generated traffic. Closure of the level crossing may exacerbate this, especially if the building land on King Edward Street is developed. A complete review of traffic issues for the town as a whole should be done as part of this exercise."
- "Keep level crossing as it is for car and pedestrian access to Southgate. For nearer access for both to centre of town."
- "Keep level crossing open. Market to Money's Yard"
- "The level crossing at Southgate causes untold traffic chaos - a viable alternative is needed."

- "Please consider pedestrianising Southgate! The Christmas Market is proof that this works!"
- "Keep Southgate crossing open to all or else you will create another separate environment. Residents southwards will still travel elsewhere for shopping/cheaper fuel."
- "Retain level crossing- part of history of market town."
- "Pedestrianise as much of Southgate as possible- make sure that you get the traffic problem right - i.e. will the one way system be able to cope!!"
- "Totally disagree with the closure of the level crossing."
- "We do need to keep the level crossing."
- "Leave the crossing open for vehicle access to the railway station area. Block off the track and rails to go around the loop around the town. Vehicle access to other parts of town from here to be filtered."
- "Pedestrian bridge over railway must have lifts. Avoid bleak urban-type, stepped; hard surfaced areas where litter (paper/plastic) will gather and swirl e.g. as illustrated in booklet on RHS of page 8 and all 3 illustrations on page 16."
- "I do not feel a 'shared' street scheme is appropriate; there will be too much traffic i.e. buses, taxis, cars going to the station and residences in Station Road. I think if the crossing is closed there should be a road alongside the railway, the proposed Tesco store leading to the new road/bridge to the East."
- "The road infrastructure proposed does not provide a suitable link to the railway station. An alternative plan and route is attached to this response (4n response were received stating this)."
- "Do not replace the level crossing at Southgate. It means that pensioners have to walk from Grantham or London Road around a new ridiculous route through Boston Road Recreation Ground or via Kind Edward Street. Also for people travelling from Boston Road to Grantham Road, it makes it much more difficult. Apparently there is talk of putting a lift in for elderly people to use at Southgate crossing. How long will it be before that gets vandalised by the future of Sleaford. Do these suggestions and comments mean anything, because the Council will do what they want to. Maybe conduct a public vote in the town to see what people think to the potential closure for vehicular transport at Southgate level crossing. Then public opinion can be identified on this matter. There are people in the town who are against the idea, not because they don't like change, but because they see the wider picture of the scheme. Could any other routes have been identified? Were other options considered - No."

Integrate Buildings of Historic and Townscape Value into Redevelopment, Including Cinema Façade

- "Demolish the cinema."
- "Pull down cinema as the whole area is run down but the town needs to have lots of different developments so it does not look like all new towns in the country. And no town square as this would just be somewhere that kids just mess around and damage things."
- "Do not think the old cinema has any value, very ugly building"
- "Green square and Cinema redevelopment need to be fully integrated and enable multi-use."
- "If buildings of genuine worth can be sensibly used I agree to their integration. I do not see any special worth in the cinema façade and note that your maps do not show it as listed."

- "It is my opinion that in general too much emphasis is placed on the retention and integration of old buildings. Often the buildings whilst old, are hideous and too costly to adapt"
- "Retain the whole cinema, not just the façade"
- "Enhance and keep the existing buildings making more inviting to new people to the area." "Invite more market stall holders to bring it back to the thriving market town it used to be."
- "The cinema façade adds very little enhancement to its surroundings or even for that matter to the rest of the town and although my grandfather was one of those that actually built the cinema. I believe its now time this whole poorly designed and badly maintained structure is raised to the ground."
- "This would be a chance to develop a museum and heritage centre for the town, perhaps connected with the old cinema area."
- "A cinema! We have the building - why only retain the façade? Surely the demographic would show that a cinema would be a viable proposition?"
- "I think the 'town green' is unnecessary; more urgent attention should be given to the Market Place and the redundant/empty old building in that area. I also think it time to get rid of the silly unnecessary murals in Moneys Yard. "
- "Demolish all the ugly buildings- predominantly 50's, 60's and 70's boxes."

Enhance Setting of the Handley Monument

- "Radical change would be needed around Monument Gardens to make any real effect to the "feel"."
- "The Cinema façade does not need to be retained. Its retention will hinder any potential redevelopment (4n response were received stating this)."
- "Move the monument to the new development."

Miscellaneous Traffic Comments/Suggestions

- "To reduce the conflict between pedestrians and vehicles outside the picture dome go for the bold & radical change. What proposals are there for the road problems outside the Carre Arms?"
- "Concerns regarding flow of traffic."
- "Install traffic management"
- "Reduce traffic in Carre Street and Southgate."
- "Boston Road traffic congestion is aggravated by cars parked on the cycle track in the lay-by beside the "Rec", at the same time as the new East Banks Car Park is very much under-used. This is a daily occurrence and if more traffic is to be joining from the new road, there will be grid-lock conditions mornings and evenings."
- "Don't waste our council tax on half brain ideas, like the useless roundabout at Holdingham and the traffic lights in the town centre."
- "Disruption to be a minimum, alternative access to Town Centre to be improved."
- "Consideration should be given to improving access from the Southwest by widening the King Edward Street level crossing coupled with greater car parking to the west of Southgate. This would further reduce the need for non through traffic to circulate around the one way system and improve Southgate's environment. The longer term aim should be to achieve a condition where the whole of the Southgate/Carre Street one way

system would be a shared space, further discouraging through traffic. This would increase the attractiveness the town centre to retailers and reinforce the advantage of Tesco's relocation. It would improve the convenience for pedestrians and those using public transport and also reduce the current need for 'double' journeys through the one way system occasioned by the need to drive out and back between town centre car parks and out of town shops to complete a shopping trip, as is currently the case with Tesco, Lidl, Co-op, Homebase etc locations."

- "Ensure that whatever vehicular restrictions are put into place will be properly enforced and not fall into the disarray as seen at present some people will need surgery to separate them from their cars!"
- "Address the traffic issues probably by providing an inner ring road. Grantham Road, King Edward Street, Westgate (appreciate need to widen at Northgate end), Market Square, Carre Street and new road might be an option"
- "Restrict large vehicle transit by weight or time of access."

Other Miscellaneous Comments/Suggestions

- "Send your planning people down to the South of England and see the way to develop an area."
- "Southgate should be developed in line with the Maltings development; otherwise the new link road will follow a route of old buildings, showing neglect."
- "Agree with all of the above, it is a great idea, needs doing ASAP!"
- "Agree with all the proposed developments especially the new Tesco"
- "Yes, we do not need another Tesco. We do need to keep the level crossing, we don't want to move the market place or Sleaford Square as you put it, it is the centre of Sleaford and historic market place. Leave Sleaford alone and stop wasting money on stupid ideas like The Dragon, The Sail on the Slea, Traffic Lights and the Hub. And some of these silly development ideas."
- "Leave the trees in the Rec."
- "I think the proposed site for Tesco is a mistake - it should be near the new football ground on Boston Road."
- "The town centre must not be considered in isolation from the huge residential developments such as Greylees and Holdingham."

Q7 What are the key developments you would like to see in Sleaford Town Centre?

Increased Variety of Shops / Market Stalls

- "Enhance market square, encourage more stall holders. Have a Wednesday market to stop people going to other towns. Less charity shops."
- "Better shops, a better shopping experience, less charity shops which can give an indication of a town's economic poverty."
- "Commercial, more shops like Next etc. and toy shops. Less fast food and 2nd hand shops."
- "Fewer charity shops but more shops generally."
- "Better shopping that will rival Lincoln."

- "More individual shops- not chains and no more take away restaurants, charity shops or estate agents."
- "Carefully planned retail outlets (Newark is a good example of how to get the mixture right)"
- "Another alternative supermarket apart from Tesco."
- "More "proper" shops, fewer charity shops - sort out high rates."
- "A larger variety of shops."
- "Some more upmarket shops - less charity shops, estate agents, building societies and 'plastic box' shops."
- "More retail outlets and less charity shops- the aim should be to encourage Sleafordians to spend their money in the town and not elsewhere."
- "Shopping centre."
- "More shops - less charity shops - Reduce the rates for shop to that of the Charity shops - that's why they are in the Southgate preferential rates."
- "A bigger and better market supported by the councils."
- "More big name shops attracted to town but traffic problem MUST be sorted."
- "Good quality shops."
- "Assuming The Maltings are developed into major retail units, I would like to see shops of varied types to attract tourists."
- "Encourage small 'high quality' independent shops to town as well as some named chains so town can become a centre of excellence famed for being a 'small town' of renown."
- "More mixed shops of similar scale that can compete on more or less equal terms."
- "I would love to see the town grow to match the likes of Grantham for shopping. Since Woolworths closed there is nowhere for DVDs, CDs etc and I find I have to go to other towns for clothes as there is nowhere for males to buy clothes in Sleaford. I would like to keep some local shops though as it would be a big shame for Sleaford to look like every other town in the country."
- "Wider range of shops"
- "Better shops."
- "Better known shops i.e. Next, M & S etc."
- "More, larger retailers coming into the town."

Increased Leisure Facilities / Improved Quality

- "The town and its young people especially, need to have a cinema maybe 10 pin bowling alley, certainly a larger, better equipped swimming pool."
- "A cinema. There isn't one in the whole North Kesteven area, which I think is pretty shameful. There isn't that much to do in Sleaford of an evening, apart from eat and drink. Bowling alley would be nice too."
- "Cinema is a must, preferably Cineworld."
- "A cinema would be great."
- "Coffee shops/bars for younger people. More leisure facilities. Nice areas to chill out in."
- "Especially a cinema."
- "Would like to see a quality retail area at Tesco old site - more bars - trendier places rather than the worn out horrible should be condemned, Bull & Dog etc. I think the cinema should function as a cinema/bar/coffee shop- i.e. See Odeon as would maybe make full use of building. I would also like emphasis and maintenance on Sleaford's nicer parts - Cogglesford Mill area etc to draw more people to them as places of natural beauty."

- "Arts/Leisure/Cultural facilities."
- "Refurbishment and re-opening of town cinema with at least 2 screens as the centre piece of Southgate pedestrian area."
- "Make use off the Bass Maltings as a leisure centre, and incorporate the Small Bore Rifle Club. Also make the lake at the end of the complex a day-ticket angling facility."
- "Provision of a theatre/performance building possibly linked with a gallery. Provision of a museum. We should have an "all new" shopping and Leisure quarter. The cinema is of insufficient merit to warrant its renovation."
- "More leisure facilities."
- "Open air facilities to the cafes. Venues for the town's younger element at the old Tesco (connect with those at School)."
- "Better youth Centre. Better Leisure Centre and Swimming pool."
- "Good leisure facilities, pubs/restaurants."
- Better facilities for young people - cinema, bowling etc. Adult and baby changing facilities."
- "Cinema, improved retail offers, maintenance of Boston Rd play area/new play facilities near Lollycocks maybe, new swimming pool."
- "A New Cinema."

Improved Traffic Flow

- "Less congestion for traffic, less traffic lights- too small an area for the one way system."
- "Better traffic flow, some thought put to how traffic moves through the town. Some thought put to how traffic moves through the town, some new roads are too narrow for the volume of traffic."
- "Better traffic flow."
- "Improved traffic flow - relieve congestion points."
- "Inner relief road, Mareham Lane- Boston Road- East Road needed."
- "Traffic flow. Move pedestrianisation. A pelican crossing between Market Square and Barclays Bank."
- "Relieve the traffic bottle neck at level crossing."
- "Traffic management."
- "A major reduction in through traffic with say a Starbucks for example- coffee type establishment."
- "Your proposal for the new Tesco will create an inner ring road which no one wants. The size of the bridge over the railway is considered horrendous by everyone I speak to. What a mess so close to the Town Centre. Show the whole picture not just the disjointed effort you are putting out now. Let us all see the whole of the future proposals for the town including all of the proposed road network across rail and inner and for Eastgate/ East Road."
- "Closing level crossing may mean Grantham Road traffic attempting to use Northgate"
- "Improved traffic management"
- "Easy access for traffic to get in & out of the town. If bottlenecks occur people will go elsewhere. If trade is lost it will not return and Sleaford will become a "no go" area."
- "Improved access and strict limits placed on use of vehicles in the lower Southgate area. A general concern regarding the recent planning approval for the new Supermarket is vent of traffic flow. Any restriction of flow in the town and Southgate area could result in greater volumes of traffic on the peripheral routes. We are pessimistic about the situation in our immediate area (Mareham Lane). Supermarket

delivery results and increases traffic via the New Maltings Network will seriously highlight the inadequacies of the existing roads."

- "Try and improve one-way system (but how? - I have some minimum ideas but space does not allow expansion, but they are minor and very low cost e.g. 20mpg speed round system being one)."
- "Cycle route in the centre of town urgently needed"
- "A logical "flow" of movement."

Pedestrianise Southgate

- "So that elderly people on foot can shop in the town."
- "Pedestrian precinct"
- "Pedestrianised access to shops - less traffic flowing through Sleaford"
- "Pedestrianise Southgate."
- "Pedestrian access only to Southgate."
- "More pedestrian crossing areas (at least one more in centre of town) without traffic lights if fine as most vehicles/drivers adhere to courtesy crossing for pedestrians."
- "The opportunity must be taken to pedestrianise Southgate between the Monument and the railway."
- "Pedestrianised shopping areas, little or no traffic allowed the centre."

Increase Green-Space Areas

- "More pleasant surroundings- green space/seating areas etc. However, response from Q9 option 6 - This would become a meeting place for youngsters with nothing better to do and would encourage inappropriate behaviour - anti social behaviour/ late night drinking etc"
- "If Tesco is moving, turn the existing shop into a town park for people to enjoy."
- "Environmental improvements (green areas and tree planting) Carbon neutral and sustainable development principles throughout."
- "All these new gardens/green spaces will need looking after - not something that is generally well done in Sleaford currently (areas around the station, near the Hub/ Sleaford College/ the swimming pool)."
- "Provided there is sufficient surveillance to discourage local jobs from using this as a gathering point."
- "More seating, flower displays, litter bins, free maps of town centre and facilities available. Some kind of water feature (fountain) cleaner toilets for public use."

Public Transport

- "Better bus facilities, especially in the town centre."
- "Arrangements with the railways to clean up their side of the fence!"
- "Much more public transport with particularly local services running later into evening and weekends."
- "Free public transport for carers of people with disabilities and better public transport links from villages. Train service running to major cities on Sundays."

- "Buses for Ruskington and to Boston Road directions have 'two pickup points' in town a) old Woolworths and b) Market Place. Buses for the Northgate direction have only one at the old Woolworths. Buses to North of town and Leasingham there next Bus Stop is at current Tesco. This is not acceptable (the old stop going out of town at Methodist Chapel was lost in early 1980s). By slightly narrowing pavement at the precinct entry opposite newsagents. A short bus stop lay-by only for Northgate buses could be provided. (NB I did suggest this at time of one-way system planning.)"
- "More transport to wider areas."

Increased Business Growth / Economic Growth Opportunity

- "Visitors do not go to Sleaford - purely because there are no shops. They go to neighbouring towns where the architecture is not "integrated" and is often worse than Sleaford. Lower the business rates - more shops will come!!"
- "Retail outlets in old Maltings area"
- "Varied, small scale retail units."
- "Use of the market square as a centre piece of the town - Better market/more restaurants/ No car parking (except perhaps for St Denys)"
- "No vast new Tesco. Help and support for local businesses, also support for other retailers to set up (M & S for example). No council tax money to help Tesco (or any other mentioned) to set up."
- "Good cross section of retail premises."
- "Equal promotion of all the town's supermarkets - Lidl, Aldi, the Co-OP, Spar and Sainsbury's as well as Tesco. It appears that Tesco store will be running Sleaford and we will lose our other shops including the Yorkshire Trading Company's store where Woolworths operated. They are all business rate payers for NK and deserve equal treatment as do our existing shops."
- "A reversal of the trend for individual retail businesses to disappear from the town centre, coupled with a limit on how many fast food outlets are permitted to spring up."
- "To attract more quality restaurants - do something with now decrepit Corn Building and former Courthouse. The latter should need minimal maintenance/upkeep. The former is a disgrace. Council should offer incentives and incoming business/restaurant in town and discount on business rates during start-up phase."
- "1.More retail space of an appropriate size to satisfy national retailer requirements. 2.Creation of an appropriate level of residential development. 3.Provide town centre office accommodation in non-prime retail areas. 4.Create the opportunity for leisure uses to be incorporated into any scheme." (4n responses were received stating this)
- "More business's providing more jobs."

Building Developments

- "I would like to see all the buildings in the centre of the one way road demolished and redeveloped in a modern way as most of the towns in Southern England have done."
- "Improvement to existing buildings some have paint flaking off & brickwork needing re-pointing. Fines for dropping of litter"
- "The town centre needs to live up to its 'market town' title. Everything being drawn to the Tesco end to the detriment of the market place will not help. A variety (not just one massive outlet) is needed. What is being done about the Corn Exchange building? The

White Hart Mews did not get a mention. The map-page 9 labels Northgate as Southgate and it is not shown as a principal access. Artistic features need looking after. We note that the designs at the station and on the old Corn Exchange are neglected. The "cube" at Cogglesford Mill was never looked after and is now removed leaving the whole area in need of maintenance. The buildings in the pictures (front, p8, p16) look uninspired and unlikely to stand the test of time."

- "No to Tesco on the new site, keep the Rec as it is."
- "Re-generate part of Bass Maltings to incorporate beer making of yester year and days gone by. There are still many ex-employees of Bass who would like to see this and the teenagers could be encouraged to get hands on experience."
- "I do not want to see Tesco built, it is totally the wrong place and should have been located at the roundabout at the end of Grantham Road. Then the area could be developed into a leisure and sports facility - with parking."
- "The link area of Southgate from Northgate to the Southgate proposed redevelopment area needs to offer a better mix of commercial and retail outlets. Perhaps a temporary reduction in business rates to this area might help matters."
- "Should the monument gardens area be developed, it is important to keep it will maintained and clean."
- "Mixed use of development, relate well to and enhance commercial viability of the town, integrate buildings of historical and townscape value."
- "Redevelopment of Corn Exchange 'linking' Market Place to Moneys Mill Yard/Southgate."
- "The reintegration of what is currently the shabby end of town into a broader leisure, retail and residential facility. I hope this opportunity is not wasted through nimbyism, towns can not remain as they are they have to develop/redevelop to grow and prosper. The historical heart has to be retained but with sympathetic design I see this as the way to go."

Parking / Access

- "Parking at the Station."
- "Railway needs dedicated parking places. No to passage ways, not safe at night (or day) difficult to clean & maintain."
- "Access to river."
- "To attract more visitors to Sleaford open up the water way from Sleaford to the Witham."
- "Access from the Market place to Moneys Yard through old Corn Exchange/Bristol Arcade over the river. Landscaped to enhance the area."
- "Improved accessibility, mobility and cleanliness."
- Use of "grass-crete" for parking/walking areas to improve drainage/runoff and rural appearance, usage will keep maintenance to a minimum."
- "Provision of additional parking as in the development plan and suggested in Q6 would allow Money's Yard car park to be converted to an attractive public green space especially if coupled with sensitive improvements to rear elevations of Southgate shops that face on to it and the re-sitting of the prominent public conveniences to its edge. This, when taken with the proposal in Q6, would greatly enhance the likelihood of casual visitors being drawn to the Hub, Navigation Wharf, riverside walk and Cogglesford Mill."
- "Free parking."

Miscellaneous

- "All of the tick box questions are very leading and designed to entice an "agree" response rather than letting people make own opinions."
- "Listening to Sleaford residents not outside Councillors who know nothing on it."
- "Your plan of pedestrians sharing with cars and buses, taxis, Delivery trucks is dangerous and ill thought out, either it is pedestrian or not, they do not mix. I attach a plan of my thoughts for a pedestrian area, with traffic flow round the edge. More consultation with the people of Sleaford should happen and be listened to. The residents of Sleaford need to be shown the whole plan not piecemeal."
- "Please note that Sleaford itself is outside this Board's District therefore our comments are made accordingly. I suggest that the IDBs with more concerns will be Witham 1st IDB & possibly Black Sluice IDB"
- "Converse with the people of Sleaford on an honest basic front and not do anything in a bullish way - basically let the people have a vote!!!! Everyone included."
- "Further Information - Q4 is a loaded question with one answer. There are other choices, which would have made a more useful question."
- "Cleaner - full-time litter patrols, more bins."
- "For the Council to think with their heads as opposed to their wallets regarding the Tesco scheme."

Q10 Which venue, if any, did you see the exhibition on the redevelopment of Sleaford Town Centre in?

Venue of the Exhibition	Number of Respondents (n)
NKDC Offices	16
Cricket Match	4
Golf Club	4
Internet	4
Sleaford Library	29
Ruskington Library	3
Railway Station	2
The Hub	3
Post/Mail	9
RAF Cranwell	3
Southgate Sports Hall	1
Target Newspaper	1
"None was open at times to coincide with my work."	1

Additional Letters Sent Back With Surveys

Some responses sent in addition letters or emails along with their completed surveys. These are shown below:

Letter 1: Additional Comments for Question 2

Yes. Total ease of access to the railway station for public transport, private cars (rail heading and parking or 'kiss and ride') and Taxis from the south of the railway as is currently the case. If and when the level crossing is closed whilst there are many opinions raised vocally and in press concerning the Tesco development, one important aspect has never gained prominence as regards the level crossing closure. I have raised this properly in writing during consultation periods with Councillors and at presentations (not by writing to press) but it has not been taken account of as far as I can see. In fact I wonder if the issues I have raised have ever reached Network Rail. Whilst I fully understand Network Rail's strategy towards level crossings, their responsibility is to running a safe and reliable system and their first priority will not be how passengers reach the station. So there will be a need to inform them of local situations as is the case in Sleaford. The Southgate 'vision' will not really affect bus, taxi, private car access to the station. It will be as now even if the picture frontage became a pedestrian only area, but traffic to the station which now has easy access will be greatly disadvantaged if coming from or going to the expanding south of the railway side of Sleaford. To arrive at the station it will have to go down Mareham lane, New Link Road and Bridge and enter the town from Boston Road and hit the congested one way system to finally arrive at the station. To leave the Station this route will have the addition of going round the entire one way system, (variation of route could involve using Westgate and/or Watergate). Not only does this involve extra distance it does increase time getting to the station from the south. This fact will impinge on the bus operators including the improved Grantham service 27. It really could mean that time taken getting to the station would affect timetables especially at periods of congestion and operators would desert the station and park in town on street. (Some services have long lay overs). Motorists using the station could for similar reasons living south of the Station, desert it, motoring direct to say Grantham or Lincoln. Rail travel is growing, Sleaford's footfall is 350,000 per year and average and growing, so to make access more difficult is really stupid. SO the possible closure of the crossing which will disadvantage rail users to the south of Sleaford is a challenge which has to be addressed with Network Rail. In short, an accommodation has to be found namely keeping the crossing, I do have idea which include a managed direction system and would be happy to expand on these. Currently due to congestion which impinges on the timetable of Sleaford Town Bus Routes (171/172) do not call at the station. Closure of the crossing and the much longer deviation round the town would make calling at the station completely impossible in the future. The town service should serve the station.

Letter 2

Dear Sir/Madam,

This is a joint letter from a group of descendents of William and Elizabeth Elmore, once residents of Stamford, Lincs, who were given permission by the Poor Law Guardians in 1765 to settle in Sleaford and to develop their business of basket-making using osiers grown in a field (often known as Lollycocks field) adjacent to your address. Some descendants of the above lived in Sleaford for the whole of their life while others have moved away for career reasons but have retained a strong interest in the affairs and development of Sleaford. The basket-making business ended in 1865 with the death of the last family practitioner of the

trade. As well as owning premises in Southgate just south of the junction with Jermyn Street, the family regularly had a stall in the market place and this is depicted in a drawing by Colin Carr that appeared in "Lincolnshire Life" (August 1967, pp. 38-39). After the demise of the basket-making business, the Elmore family operated a variety of businesses. The late Mr G.E. Elmore, father of two, of the signatories of this letter, had a shop selling fruit, flowers and vegetables in Southgate (properly No 46) and the late Mr J.E. Elmore had the Plough Inn (probably No 48). Better known was the uncle of D.T.E. and E.B.V., the late Mr E.W. Elmore, who was a member and ultimately Chairman of Sleaford Urban District Council. Elmore Court in Sleaford was so named in his memory.

Having identified the long-standing interest of members of our family in the affairs and history of Sleaford, we wish to register our objections to the proposals for the development of the town. We understand that it is proposed to make a new road through the recreation ground to link Mareham Lane and Boston Road after the level crossing is permanently removed. This would involve felling a number of mature trees in the recreation ground. We are striving to reduce the atmosphere concentration of CO2 in order to combat climate warming. The threatened trees in the recreation ground not only assist in this valuable function but enormously enhance the visual attraction of the recreation ground. We think that such action would be sheer vandalism and a disgraceful example to the younger members of the population. If a new road link is regarded as essential, it should be sited beyond the eastern boundary of the recreation ground but west of the rail link which bypasses Sleaford station. The link road would cross the railway by a bridge as planned.

We believe that the proposal to close permanently the level crossing linking Southgate and Grantham Road should be seriously reconsidered. The physical nature of the fen country and the low population of the 19th century were the factors which encouraged the construction of so many level crossings. There has been a marked reduction in rail traffic since the removal of much of the rail network in the Beeching era. Also we no longer see goods trains composed of upwards of 80 wagons of coal chuffing along at about 20 m.p.h. Modern trains have faster acceleration and are shorter in length than those of war-time vintage so that delays to road traffic at level crossings are quite short. Moreover, there are 8 level crossings on the stretch of rail from Grantham to Boston so the closure of one of these would make only a marginal reduction in transit time. If nevertheless the level crossing at the south end of Southgate is permanently closed in spite of our objections, Sleaford would be effectively be cut into two adjacent but separate townships. The southern town could not be correctly be Sleaford because the River Sleas does not flow through it. Most of that area is in the parish of Quarrington and this could become the name of the newly formed town. These changes would result in a considerable increase in traffic along King Edward Street and Castle Causeway and this would strengthen the case for road-widening and the replacement of the level crossing there with a bridge.

Finally, there is a dearth of disabled parking spaces in the vicinity of the railway station. One of the schemes emanating from our office shows the section of road between Handley's monument and the present level crossing as a pedestrian precinct. Obviously buses, taxis and disabled drivers must have access and parking spaces adjacent to the station. This surely means that the road from Handley's Monument to Station Road must remain open to vehicular traffic.

We are sending a copy of this letter to the Sleaford Standard so that the people of Sleaford can be acquainted with our views.

Yours Faithfully,

Letter 3

Dear Mr Braithwaite

SLEAFORD SOUTHGATE RESTORATION

Thank you for inviting the Lincolnshire Bird Club to consider possible plans for Sleaford Southgate Regeneration and the preparation of a Supplementary Planning Document. LBC does not wish to comment on the merits of the different proposals for Southgate, but would wish to ensure that the SPD includes strong support for environmental policies, and particularly in its advice for achieving Biodiversity Gain in the Built Environment. The role of wildlife in providing increased quality of life for all sectors of the community is very well understood and confirmed continually by public response to consultations.

As I am sure you are aware, the last few decades have seen severe declines in urban wildlife, including birds. As a mainly rural county Lincolnshire has been buffered to a large extent; we regularly advertise the fact that our house sparrow populations for example, have 'only' declined by some 20%, compared with the more than 50% decline experienced across the UK. However, not only is it arguable that this gives us a greater responsibility for these species, but we cannot afford to see our remaining birds suffer the same steep decline. The causes of these declines are complex but resolve into loss of nest-sites, with newer building materials and designs no longer providing the niches and gaps which allow birds such as sparrows and swifts to nest, and loss of food supply. In the suburbs private gardens provide some of the insects and seeds required by birds and other wildlife, but in urban centres these essentials must be provided by public open spaces in their landscaping. LBC would wish to see SPD providing the following guidance.

In building design:

- Consider the use of green roofs or sedum roofs on suitable buildings;
- Consider building swift nestboxes either externally or into the roof space of suitable buildings;
- Consider using natural materials, particularly sustainably-sourced wood, for soffits and bargeboards, etc, which will allow access for bats and small birds;
- Consider the use of roofing materials such as pantiles where suitable, to allow access for bats and small birds;
- Consider providing a range of nesting boxes for birds, bats and insects, in suitable structures.

In landscaping:

- Select at least a proportion of locally native woody species for tree and shrub planting, especially species which provide seeds, nuts, berries or other fruit;
- For herbaceous planting, select at least a proportion of flowering plants which provide nectar and pollen; these are usually single-flowered and may also be scented;
- Minimize use of insecticides in management and consider mulching in preference to herbicides;
- Consider management regimes which allow shrubs to flower and fruit at least every other year;
- Select low-growing native species, which provide seeds and insect prey for birds and small mammals, rather than exotic ground cover;
- Peat-based composts should no longer be used.

Yours Sincerely,

Lincolnshire Bird Club

Letter 4

Dear Sirs,

North Kesteven District Council; Sleaford Southgate Regeneration

We write in relation to the above document, which is on consultation until 30 September 2009. We have several general comments in relation to the objectives of the overall masterplan proposal, and additionally further comments in terms of our recommendations for progressing this document. Additionally, we enclose a copy of the Council's questionnaire duly completed.

Objectives

We support the fifth bullet on page one which recognises the likely contribution of the proposed new Tesco store, link road and Maltings developments to the town, and the added investment and consequent opportunities for adjacent sites that these will bring.

Page 2 also notes that the Urban Design Study (UDS) was commissioned by NKDC to take advantage of the knock on affects of these major development schemes and in doing so provide opportunity for a retail centre which meets the needs of Sleaford residents.

Study's Intentions

We agree that it is of paramount importance that new development is organised in a way which compliments and works with the existing shopping areas, as well as providing an attractive and welcoming environment. We also agree that linkage between the Southgate Regeneration Area (SRA) and the proposed Tesco and Maltings sites is crucial to the success of this area over the longer term.

Assumptions

We agree and support the assumptions listed at p6, on which the SRA study was based.

The Retail Spine

We agree with the description of the existing retail areas in Sleaford, but consider that the dense settlement pattern, listed buildings and Conservation Area status of this area should be highlighted as a material consideration in considering the location of modern retail floor space in the town. By and large, this dense development pattern within the historic core of Sleaford precludes development suitable for modern retailing requirements.

The Masterplan

Minimal Changes

We do not agree that the stopping up of the existing level crossing and introduction of a new pedestrian/cycle bridge across the railway is a minimal change. This is an important pedestrian access to the town centre from the south, and should be promoted as a focal point, not a 'minimal change'. Residents' attention should be drawn to the new link road as a major contributor to facilitating this opportunity.

Bold and Radical Changes

We do not agree that the proposed mixed use retail/leisure/residential development in this location 'may result in a reduced sense of place'. This area presently provides little positive contribution to sense of place. The vast majority of important local buildings (with the exception of the Cinema) are located further north in the historic core and are not therefore impacted upon by the proposed redevelopment. It is therefore considered that all positive features are retained, thereby retaining Sleaford's sense of space. In this regard, we would recommend that the old cinema facia (or building if possible) is retained to ensure that the sense of place is not lost.

The regeneration of areas of low architectural quality and retention of suitable buildings close to the existing level crossing therefore contributes to Sleaford's existing and historic character.

General Comments

We support the objectives of the Masterplan, of which we consider the most important is maintaining and enhancing the visual and physical linkages with the historic centre further north. In this regard, whilst the contribution of the proposed pedestrian's stretch of Southgate is important, we consider that the masterplan largely fails to promote linkage in line with the objectives as currently laid out.

We consider that this could be further achieved by relocating the Social Hub/ Green Square to this area and replacing the building set immediately north east of the Gateway.

This would leave the linkage and pedestrian improvements along Southgate to the historic core unchanged, but would also significantly improve the linkage with the Maltings and proposed Tesco development, contributing well to the objectives of the Masterplan. A Social Hub/Green Square to this area and replacing the building set immediately north east of the Gateway.

We support the proposed scale of buildings, and the identification of the cinema as the benchmark for adjacent built form. We object to the inference at Question 9 (4) of the enclosed survey that the seed warehouse should dictate the scale and massing of development in that locale.

Highways and Access

Whilst proposals are only indicative at this stage, and largely seek to establish the quantum of regeneration space and initial ideas, it would appear that less consideration has been had in respect of how these opportunities would be accessed whether by end users or for servicing movements. It is critical that such matters are resolved, at least in principle, prior to a more detailed design being taken forward. For example, strategies for servicing and customer car parking (PPG13 considerations) are difficult to identify within the Masterplan the subject of consultation.

We would of course agree that the proposal presents an attraction which could add to the vitality of the centre, and its location in relation to the Retail Spine and the proposed Tesco store does create an opportunity for linked trips to the existing as well as the proposed Tesco site. However, if the Masterplan provides a town centre attraction greater than the infrastructure it delivers (i.e. parking, highways works and servicing) this places a reliance and significant burden upon existing facilities, as well as those proposed by third parties.

We strongly recommend that the Masterplan be revisited to ensure that it provides a more balanced and self-sustaining solution. For example, whilst it is true to say that the in-centre location would ordinarily tend towards reduced reliance upon the private car, in reality greater proportionate provision should be incorporated within the Masterplan site to support such requirements. It may well follow that this results in a lower quantum of built footprint in order to accommodate necessary infrastructure.

In terms of servicing and access, we note that the Masterplan suggest a new vehicular means of access from Boston Road close to the historic core. It is important to recognise that the SESRR scheme upon which the Masterplan predicated (for it is this which enables the closure of the pedestrian crossing) provides a new length of highway works which has been modelled to provide capacity for a quantum of development from the Masterplan site, via Tesco site as appropriate.

We consider that the proposed access arrangements create additional and unnecessary turning movements on Boston Road, and fail to take proper advantage of the capacity which has been created by the approved new road scheme. At the same time, the scheme fails to provide adequate arrangements for parking and servicing and as such this is likely to exacerbate highways problems unless these are properly resolved.

Summary

In general terms, we support the regeneration proposal, and its objectives and aims of promoting further private investment in Sleaford on the back of development proposals to the east of the town. We consider however that a reconfiguration of the layout (any of the three options) would better realise the general objectives and therefore ensure a greater contribution to the growth of Sleaford as a locally prominent retail/leisure centre. Additionally, it is considered necessary to thoroughly rethink the access arrangements from the site to the adopted highway network.

We trust the above is acceptable and look forward to receiving confirmation of its receipt. If however you require any further information, please do not hesitate to contact me directly.

Yours Sincerely

Mark Aylward
(mark.aylward@dpplp.com)