



High Street Pedestrian Area Extension Surveys 2020 Results

Introduction

These results were originally prepared in March 2020 for the first Transport & Infrastructure Committee after the surveys had closed. That meeting was cancelled due to the pandemic lockdown and will now be formally submitted to the next Transport & Infrastructure Committee in August 2020.

There has been renewed interest in this survey since Dover District Council and KCC Highways proposed to close the High Street to enable social distancing. Consequently, it seems appropriate to circulate the survey results to all Deal Town Councillors to inform discussions that may be had with residents and businesses.

Background

At the Transport & Infrastructure Committee meeting held on 19 June 2019, Members resolved:

“To agree to run a consultation with the public on the proposal to pedestrianise the High Street from the existing area to Alfred Square including variations of options on area. The Deputy Town Clerk to produce a questionnaire for the consultation in liaison with Chairman and Vice Chairman of the Committee.”

A proposal to close the north end of the High Street, from Park Street to Duke Street, on a Saturday has been within the Town Council machinery for some time. The Town Council has been advised by Kent Highways Services that no work can proceed on the proposal until it is established that there is a popular demand for it.

Consequently, a public survey was carried out throughout January to gauge local people’s views on the potential pedestrianisation plan.

- 900 survey leaflets were distributed throughout the retail outlets in the proposed area.
- The survey was also available online.
- In addition, a public display in the Town Hall was held on Wednesday 29 January 2020.
- 154 surveys (and some letters) were returned and
- 604 people completed the online survey,
- making a total response of 758.

In addition, all the retail outlets (50) in the potentially affected area were invited to complete an online survey. 20 responses were received.

The headline figures are:

- 80% of the public respondents would be in favour of extending the pedestrian zone on a Saturday
- 75% of retail outlets in the area who responded would be in favour of extending the pedestrian zone on a Saturday

As well as answering specific questions respondents were able to comment on the idea. There were 15 comments from businesses and 517 from individuals. These comments are summarised below. The comments in full and categorised are available in a separate (much longer) document.

Below, these comments have been summarised in categories.

Current High Street

- Don't change what isn't broken
- Lovely as it is
- Narrow pavement adds charm creates sense of vibrancy
- Pavements too narrow - dangerous
- Mixed use creates vitality
- Current Pedestrian area least interesting
- It will detract from the South Street end

Alternative schemes

- Shorter distance i.e. Not King St, Stanhope to St George
- Longer i.e. to Duke St, to Alfred Square
- Close Seafront from Queen St to Oak St
- All weekend
- And Bank Holidays
- All week (like Hythe)

Residents

- How will they drive to and from their properties?

Accessibility

- Better for:
 - Elderly & partially sighted
 - Wheelchair and mobility scooter users
 - Families with prams, buggies and toddlers
- Worse for
 - Blue badge holders
 - Drop offs

Blue Badge Holders

- Dangerous, hazardous, inconsiderate, thoughtless, obstructive parking

Parking

- Parking should be: cheaper, free, longer, don't increase fees
- More parking required: multi-storey; the entire High St
- Cannot lose parking spaces
- It will stop people who want to nip in and out
- Park & Ride
- More traffic wardens
- Move market from Union Road Car Park to free up spaces

Market

- Move to... High St, new pedestrian zone, Middle St, on High St up to Duke St
- Change market day to Friday
- Market draws people north
- Covered parking bays for market
- Moving market could create neglect for shops at north end
- If moved to High St:
 - cannot:
 - Directly compete
 - Block shop windows
 - Lower tone
 - Where will traders park?
 - How will local pubs etc stock up?
 - How will traders re-stock?

Retail Outlets

- Charity shops rely on drop offs
- How will shops take deliveries?
- How will customers collect large items?
- How will shops make deliveries – florist, fishmonger
- Negative for shops / not improve trade in north
- Great attraction and enhance town
- Shop service vehicles early morning access?
- Lower business rates

Cycling

- More cycle racks in the new pedestrian zone
- Cycling should be permitted
- Should be enforced
- High St already difficult for riders
- Do not block Quietway and Cycle Route to Fowlmead (Betteshanger Park)

Buses

- Must improve public transport in villages
- Hoppa style bus service (smaller busses, hop on and off)
- What will happen to the Town Hall bus stop and the No.84?

Traffic flow

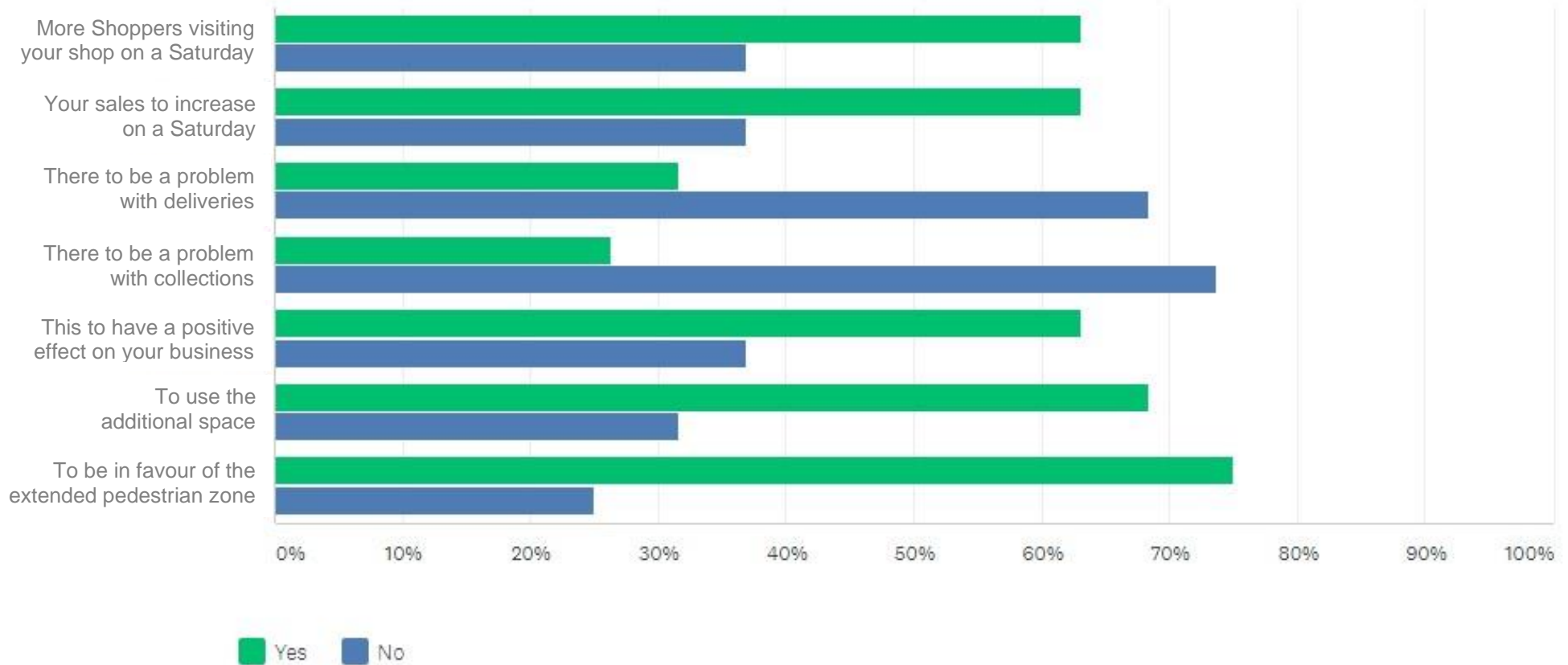
- Don't close but make one way north
- It will increase congestion (West St / Queen St)
- It will increase traffic in Union Road making it difficult to cross
- Make West St even worse
- Make Middle St and smaller lanes into rat runs
- Make West St & Beach St traffic calmed one ways
- Roads need to be better organized
- Turning points at closed off streets? (NB: Collections from Stanhope Rd PO)
- 20mph limit
- Nobody stops speeding drivers (NB: King St/ High St bend)

Results from the Shops Survey

High Street businesses in the potential pedestrian extension area were invited to complete an online survey. 20 of the 50 invited businesses responded.

If the pedestrian zone was extended on a Saturday would you expect:

Answered: 20 Skipped: 0



Your Deal Your Views

A Deal Town Council survey
on extending the
pedestrianised zone of
Deal High Street



Results from the Shoppers Survey

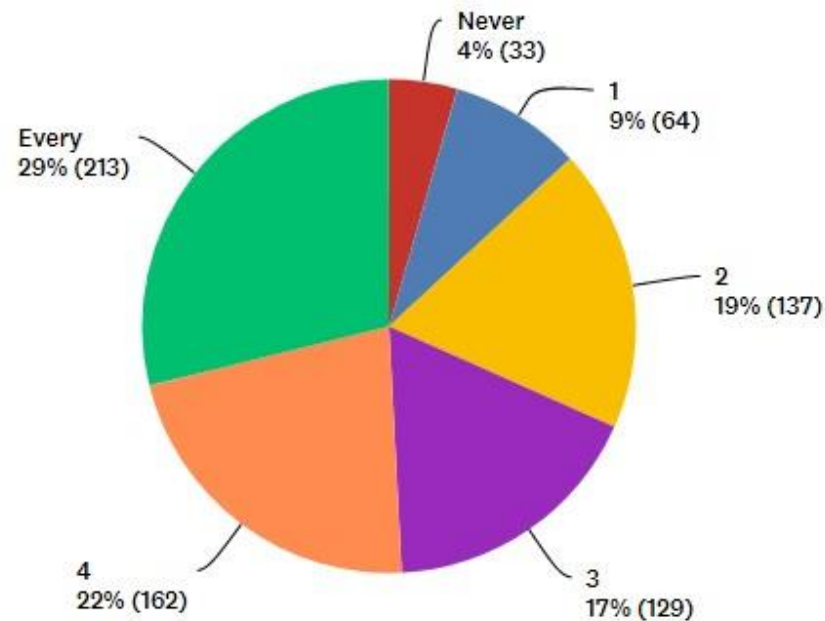
Throughout January 2020, people were invited to complete a survey regarding the potential extension of the pedestrian area of the High Street.

Nine hundred survey leaflets were distributed, mainly through High Street outlets. In addition, the survey was online through the Town Council website. 758 responses were received in total

The first part of the survey covered behavioural questions whilst the second part was specific to the potential pedestrian extension.

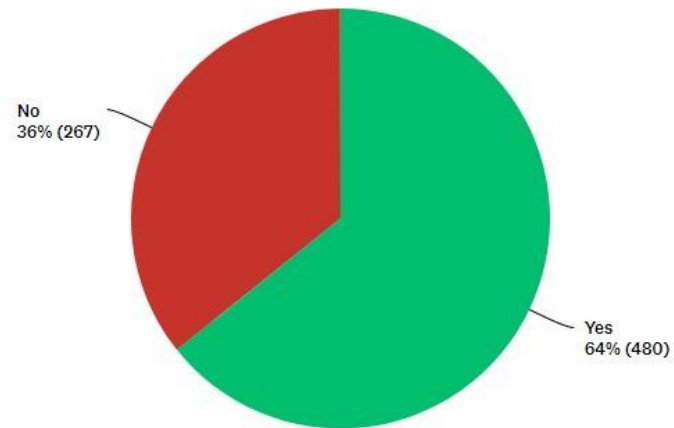
How many times in a typical month do you shop on Deal High Street on a Saturday?

Answered: 738 Skipped: 20



Are you satisfied with your choice of shops in Deal High Street?

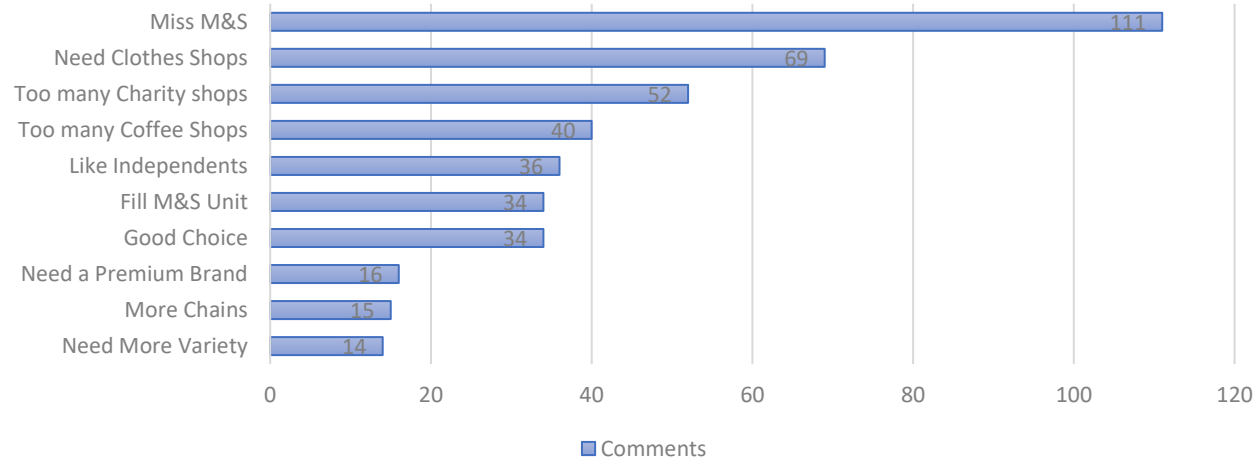
Answered: 750 Skipped: 8



Extending The Pedestrian Zone of Deal High Street

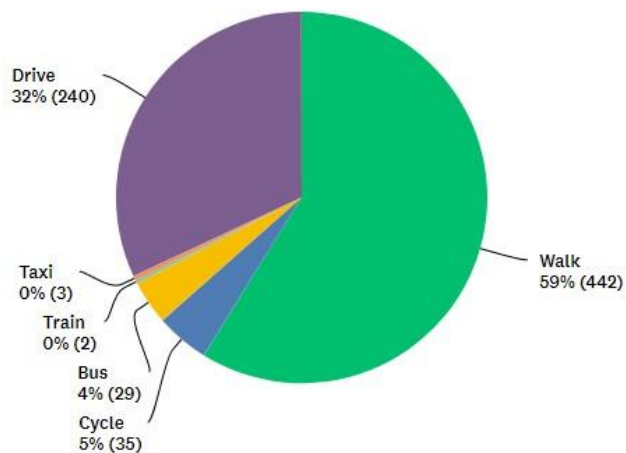
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Top 10 comments on the High Street



How do you usually get to Deal High Street

Answered: 751 Skipped: 7

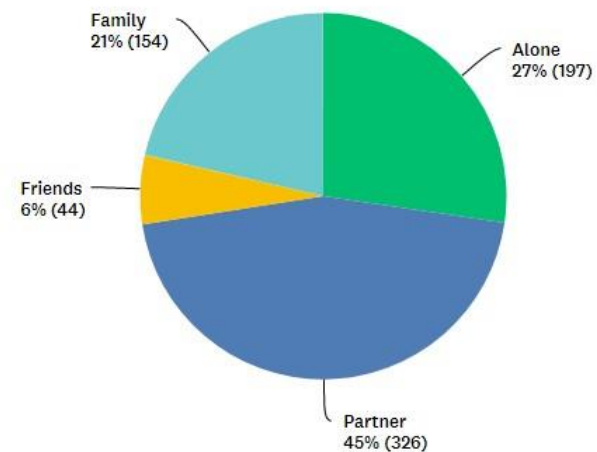


Extending The Pedestrian Zone of Deal High Street

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Who do you usually shop with on Deal High Street?

Answered: 721 Skipped: 37

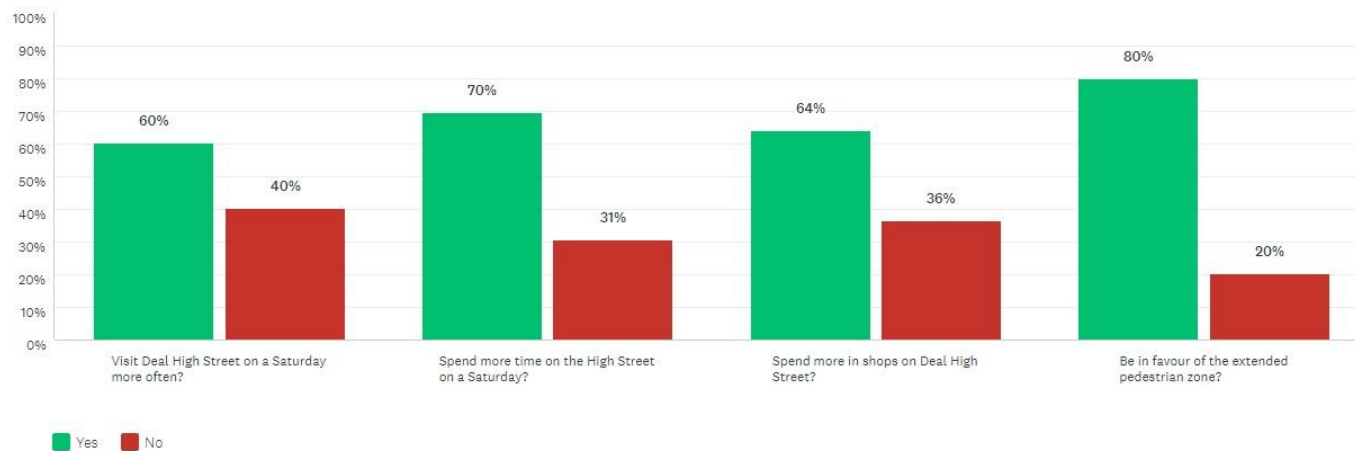


Extending The Pedestrian Zone of Deal High Street

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If the pedestrian zone was extended on a Saturday would you:

Answered: 755 Skipped: 3



Extending The Pedestrian Zone of Deal High Street

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