



# **Deal Town Plan Report and ACTION Plan**

June 2023

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## Welcome by the Deal Town Council

We are pleased to present to you the report of the Town Plan, which was carried out between January 2020 and December 2022. We see it as representing the voice of local people and an expression of their priorities for this town.

Within this publication you will find The Action Plan (page 24) has been adopted as a working document and will steer the activities of the Town Council. It is designed to last at least three years, with annual reviews to allow for change where necessary

We recommend the Action Plan to you.

## Words from the Town Clerk

I was part of the Steering Group for this initiative. The Group ensured the residents of Deal had their say on what should be done and what their priorities were. Councillors oversaw the production of this and made an input into it, but not until the later stages.

It has been great to see the wide feedback received from the community enabling this plan to be developed.

This document is the product of the community of Deal's collective voice.

I look forward to getting your feedback.

**Town Clerk, Mrs Lorna Crow**

## What is a town Plan?

A town (or parish) plan sets out a vision for how a community wishes to develop and the actions that are needed to achieve this vision. The plan is usually quite wide in scope in that it takes on board a range of issues within the community.

There is usually a mix of issues raised covering a wider range of topics such as transport, traffic, community facilities, the environment, housing, communication, the local economy, community safety, town appearance etc.

A plan typically comprises a report detailing how consultation has been carried out in the community, conclusions that have been drawn and a detailed plan which the council commits to taking forward.

The core of the Town Plan is the Action Plan, which sets out

- What needs to be done
- When
- By whom

The plan will spread over a number of years. A timetable for periodic reviews and refreshment will be set by the Council.

## How Deal Town Plan was done

### **The Initial Meeting**

Local organisations and individuals answer three questions about the town and say what they think should be priorities for action. Should Deal have a Town Plan? All support the creation of an inclusive and wide reaching town plan.

### **The Household Survey**

A leaflet goes to every household and the survey is also available online, circulated via social media, through Town Council contacts and at meetings. The results - a huge list of ideas and actions people want to see.

### **From Long List to Short List**

The Town Plan Steering Group sorts the ideas and actions into those which require influencing of other bodies and those which can become Town Council actions

### **The Prioritisation Survey**

A number of residents volunteer to set priorities from the potential actions from the household survey. A list is created of the most important to least important actions, from the most urgent to least urgent.

### **Prioritisation street stall**

More people are asked to set priorities for actions.

### **Councillor input**

Councillors review the prioritised list and add actions they think have been missed. Councillors have their say on priorities and urgency.

**The Town Plan report is created including a detailed Action Plan**



## **A New Deal Plan**

Deal Town Council is considering producing a medium-term (3-5 year) plan.

The Council believes that a plan may be very beneficial as it can provide clear targets, better focus, improved use of resources and direction in a rapidly changing world.

To produce an effective plan the Town Council wants to start with you and your ideas.

This display is the start of that process of creating a new plan. Here you will see:

- What the Town Council does
- How the Town Council does it
- The Town Council resources
- The role of Dover District Council
- The role of Kent County Council
- Deal Town Council's Current Campaigns

### **Then it's your turn.**

We would like to know from you:

- What's good about Deal?
- What do you not like about Deal?
- What could be done to make Deal even better?

This graphic was on display at the initial Meeting

## The Initial meeting

To judge if there was support for a Town Plan local organisations and members of public were invited to a meeting, The meeting, held on 29 January 2020. In Deal Town Hall, was independently facilitated by an outside expert experienced in consultation.

Fifty members of the public, including representatives of thirty one community groups and organisations, attended and took part in discussions.

Councillors did not participate, so the views which came out were not influenced by elected members.

### These were the questions posed

1. What are the good things about Deal ?
2. What are the things that are not so good about Deal?
3. What could be done to make Deal an even better place?

And...

- 4a. Do you agree that a plan is needed to help shape Deal's future?
- 4b. If yes, what key areas should such a plan cover?

## The Decision

In February 2020 the council decided to take the Deal Town Plan forward.



## DEAL TOWN COUNCIL CURRENT CAMPAIGNS

**CLIMATE &  
ENVIRONMENT  
EMERGENCY**  
Net Zero Carbon  
by 2025

**AIR POLLUTION**  
Improve air  
quality  
discouraging  
idling

**CYCLE FRIENDLY  
DEAL**  
Increase visitors  
through cycling

**TREE PLANTING**  
Improve air  
quality, the town  
environment &  
absorb CO2

**SIGNAGE**  
Review current  
Deal Town  
Council  
fingerposts

**HIGH STREET  
PEDESTRIANISATION  
EXTENSION**  
Public consultation

**MOBILITY**  
Pavement /  
junction drop  
kerb survey

**ANNUAL  
PLANTING**  
Sustainability  
Review

**DEAL PLAN**  
Public  
Consultation

**DEAL STATION**  
Accessibility

This graphic was on display at the initial Meeting



## Summary of issues brought up at the Initial Meeting

**Facilities:** Whilst there are a wide range of facilities in Deal there are still several issues including a sense of retail dwindling; lack of a large venue and cinema; a tired leisure centre; lack of suitable indoor play facilities; and the embarrassingly poor state of public toilets.

**Transport:** Under investment in highways and public transport is evident with issues including: lack of bus services in town and the surrounding rural communities; inadequate parking facilities; poor roads; poor cycle infrastructure; poor pedestrian signage; minimal traffic management leading to congestion and speeding; deterioration of the station; and insufficient rail services.

**The Next Generation:** Whilst the adults are generally trashing the planet for future generations, in Deal we're also appearing to be failing to provide the next generation with things to do, leading to vandalism across the Town, failing them in secondary school and then failing to provide adequate job opportunities.

**Housing:** The rash of housing development imposed by KCC and central government is felt at this most easterly part of the county with small, medium and even 100+ developments going ahead with inadequate investment in infrastructure and little regard for the needs of local people, young, old or poor. Along with questionable designs, poor quality builds, too many large houses and minimal social housing, this is all felt to be damaging Deal not enhancing it.

**Environment:** People want more trees and more planting to "green the grey". There's also concerns over the general state of Deal's green spaces, along with worries about air pollution, particularly by our congested roads. Separately, there is concern over rubbish and dog mess.

**Tourism:** A lack of hotel accommodation is leading to more unregulated Air B&Bs which is diminishing the housing stock for local people. Despite being a popular place to visit, there's a sense that there's not enough done to promote Deal as a visitor destination. And once here, visitors are unable to fully discover the area due to a distinct lack of signage.

**Social Issues:** Whilst there appears to be a low crime rate, this doesn't tell the whole story as there is a concern about pockets of anti-social behaviour (High St., Station, Seafront, parks etc.) which is linked to a lack of policing and officer visibility.

**Health Service:** There is a concern over the demise of hospital services and the loss of professional NHS staff.

## Comments from the Initial Meeting

Cluster	What's Good about Deal
Place / Facilities	Position -sea coastline beach & good range of cafes, compact size
	Some nice buildings and architecture
	Sea & beach
	The coastline and the High Street, particularly on Saturday mornings
	Coastal location
	The High Street
	Independent Shops
	Conservation area
	The History
	Diversity, something for every lifestyle, clubs, sports, restaurants and groups
	Great live music venues
	Good local music venues
	Good sports facilities
	Sandown Castle Community Garden
People / Community	People care about the town and has a good community feel
	The people
	People
	General buzz
	People who care about where they live
	Community Spirit
	Beach cleans
	Deal With It
	Deal Hop Farm ACE, FOND and Deal With It
	East Kent Climate Action
	Low Crime rate

Cluster	What do you not like about Deal?
Engagement	Lack of community engagement and involvement
	Town Council too insular
	DTC does not advertise its events widely enough
Place	Planning and permission being granted to demolish characterful buildings that could have been restored and converted
	Rearranging of the shingle on the beach, very dangerous for children and adults, bring back the groins
	Not child friendly could be sand pits
	Vandalism in Marke Wood
	Too much building work on green field sites
	Too many charity shops
	Vacant premises on High Street
	Fish & Chip litter during the summer
	Lack of allotment space
Highways	No electric charging points
	Speeding cars, cars parking on pavements (x4)
	Lack of parking, parking not taken in consideration when approval granted for new building
	Parking on pavements
	Speed limit too high (x4)
	Lack of integrated public transport
	Loneliness

Cluster	What could be done to make Deal even better?
Place	Outdoor exercise equipment in parks for adults
	Replant all the trees that have been cut down, Aldi, Station
	Fill empty shops
	Let unoccupied premises on the High St with reduced business rates to local start-up businesses
	Let disused buildings on the High Street to local businesses at an affordable rate
	Fewer coffee shops
	Restrict speculative house building
	The renovation and refurb of the Regent Cinema
	Renovate the Regent Cinema and reopen
Highways / Transport	More buses especially Sunday
	More dropped curbs
	Clean the street drains and manholes (choked with rubbish)
	Two lanes out of Aldi and pedestrian crossing with buttons instead of zebra to increase traffic flow
	Sainsbury's should be one way (+ a Yes)
	Pelican crossing between Aldi & Sainsbury instead of zebra to improve flow of traffic
	Arrange two lanes out of Sainsbury
	Sainsbury should be one way
	Lower the speed limit to 20mph
	Widen pavements in the High Street
	High street one way only, King Street to Union Road
	Parking costs too high to bring people into shop
	Better bus services to north end
	Better bus service and should be electric
Govt.	Local and Town Councils should be non-political so that all interested parties can have a say in our future
	More money from central government for the NHS, schools and Councils
Environment	Less plastic in shops and supermarkets (I take my plastic packaging back to Sainsbury)
	A treelined seafront perhaps?
	Plant the trees Aldi has given £15,000 for
	Parks – lack of!
	Dog mess leavers are creeping back

## The Household Survey

Originally the Steering Group had planned an in-person door to door survey where councillors and volunteers knocked on doors in different areas and asked questions. When the pandemic set in and social distancing rules were put in place this plan had to be abandoned.

A paper survey to every household was approved, with the same survey available to complete online. A lot of effort was made to promote the survey on community websites and on physical notice boards, so everybody had a chance to respond to the three questions.

An attractive flyer was created, with Deal Town Council's logo, to make sure it had the best chance of being read and responded to.

The flyer contained the same three questions which were posed at the Initial Meeting. In this way all residents of Deal had the same opportunity to have their views taken into account as the organisations who had attended the event.



### The Household Survey

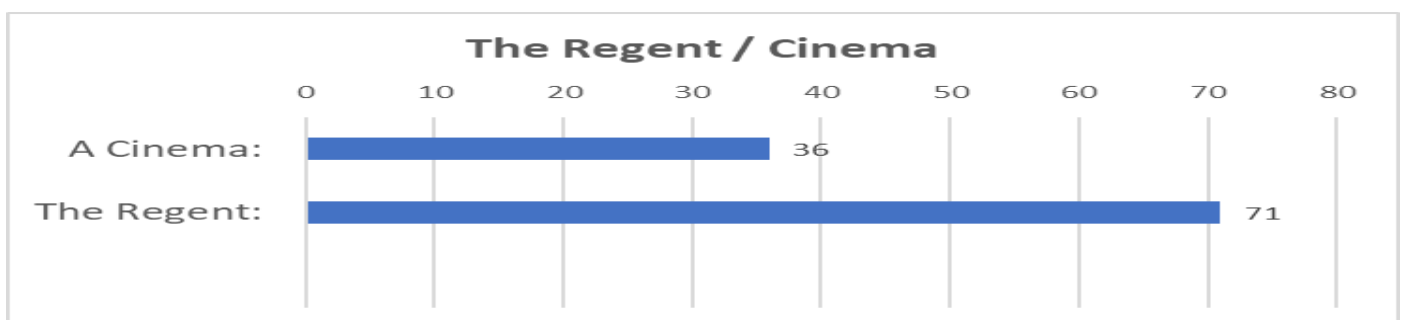
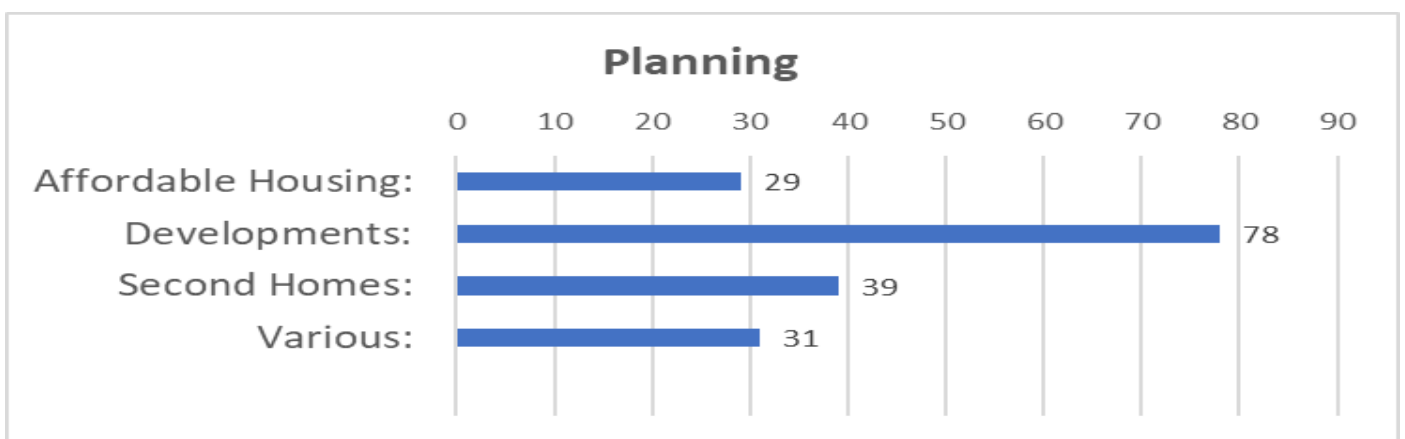
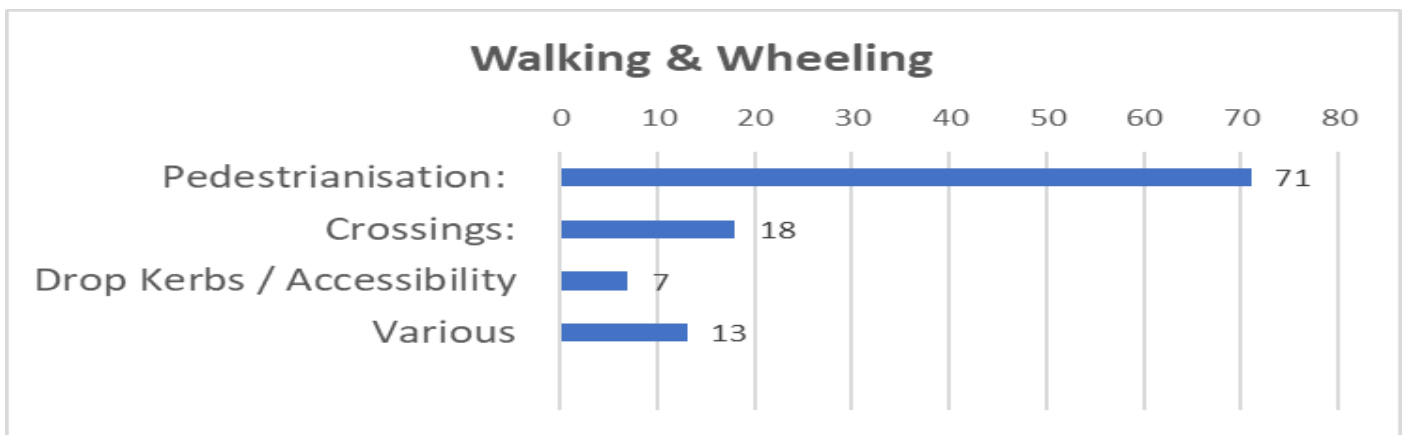
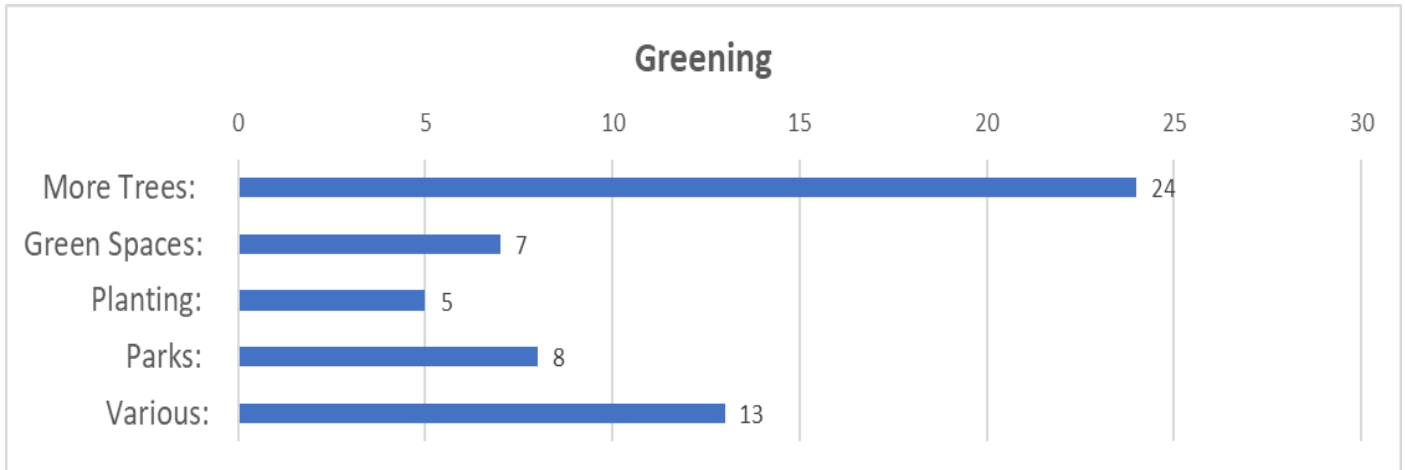
10,661 surveys were delivered, one to every address in the town of Deal.

114 paper responses and 433 online responses were received.

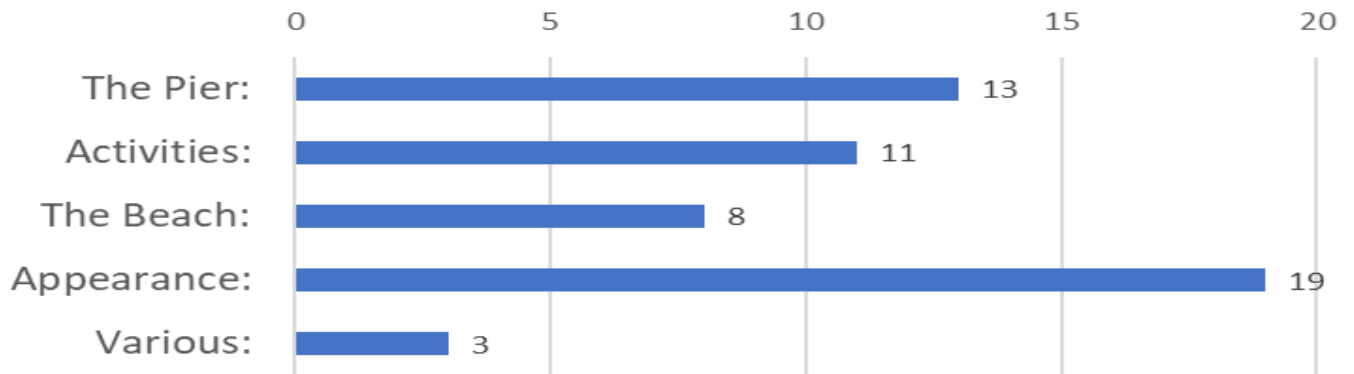
This represents 2% of the population.

## Comments from the Household Survey

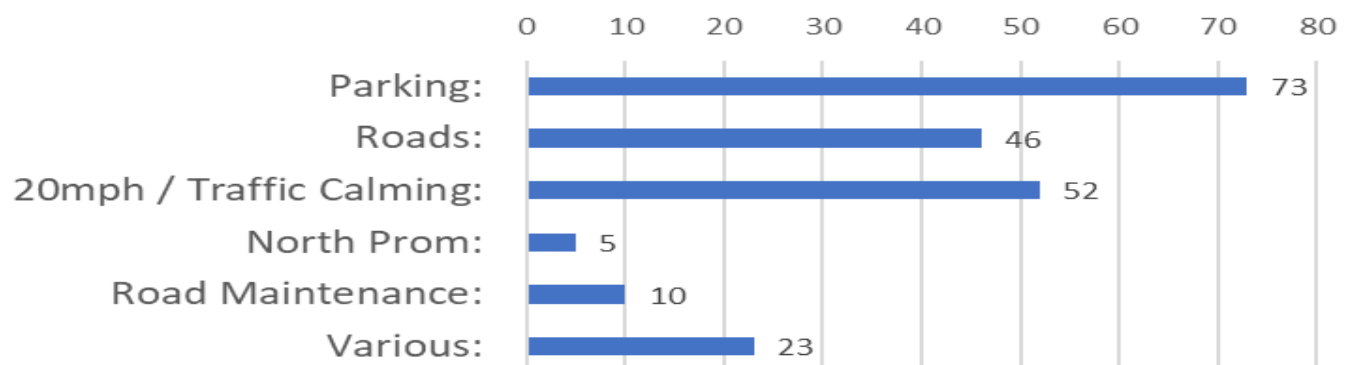
Making things even better in Deal—what local residents had to say, divided into themes and topics.



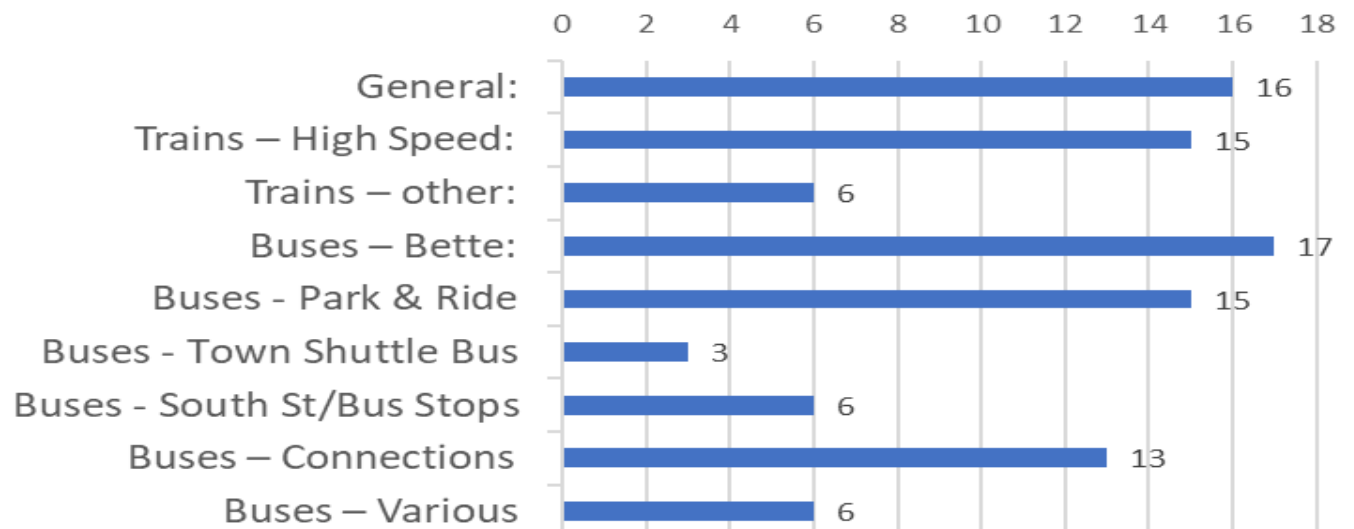
### Foreshore



### Traffic



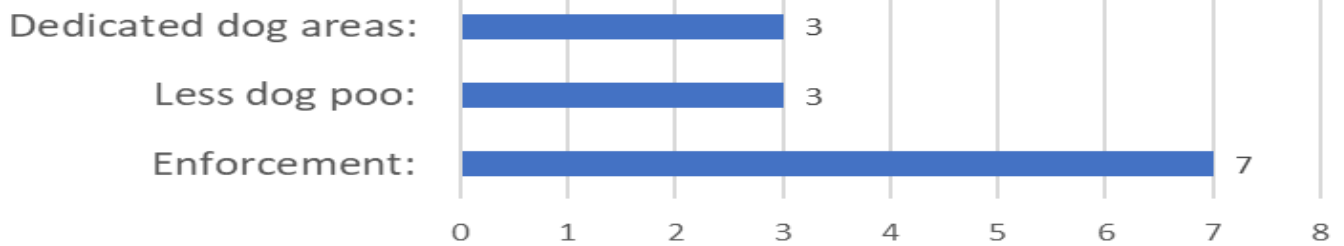
### Public Transport



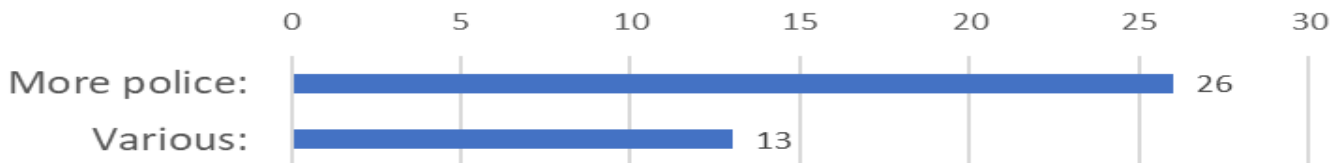
### Cycling



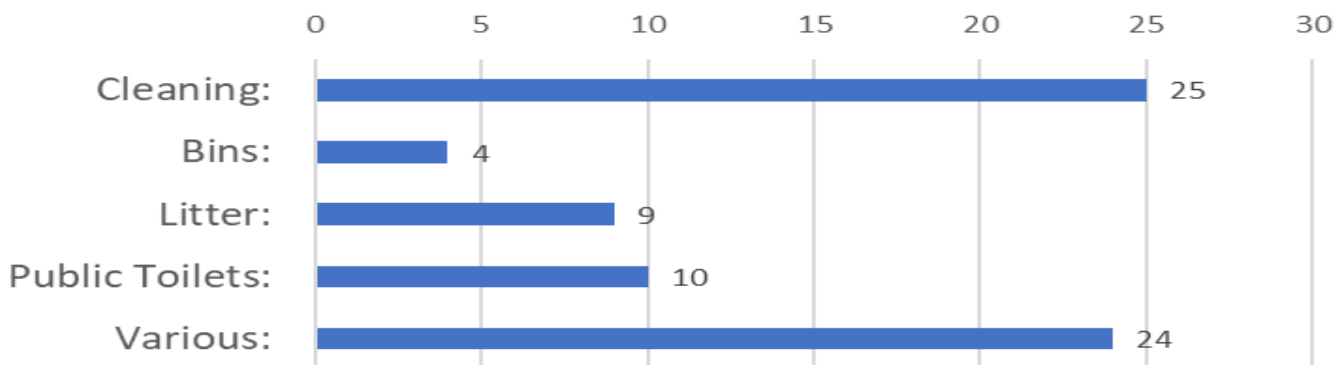
### Dogs



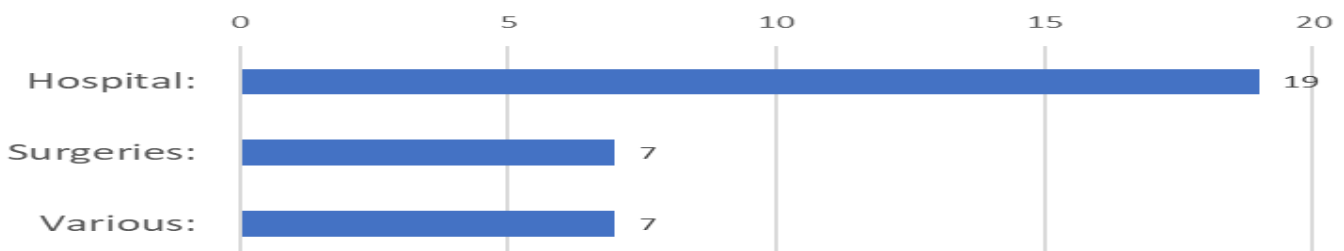
### Police



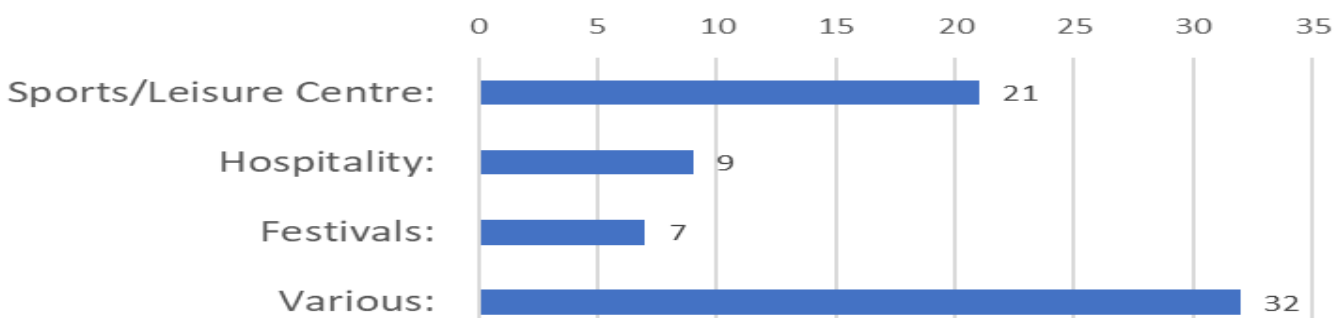
### Presentation



### Health

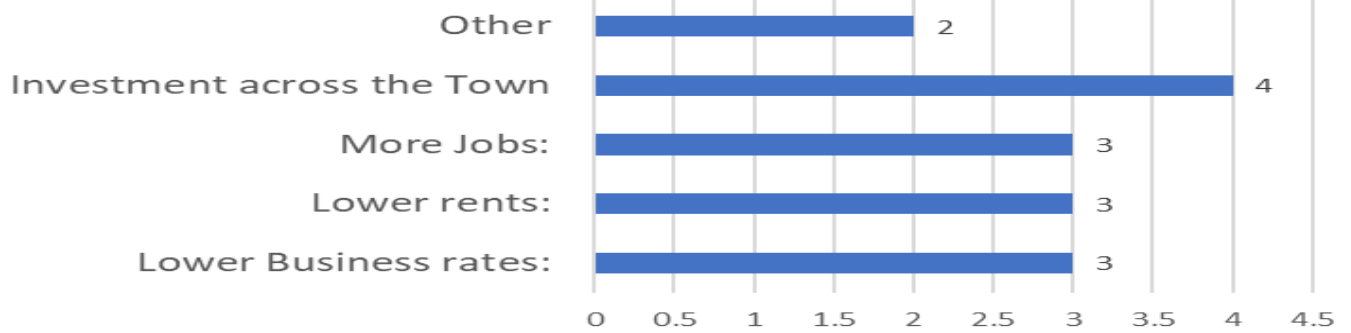


### Leisure

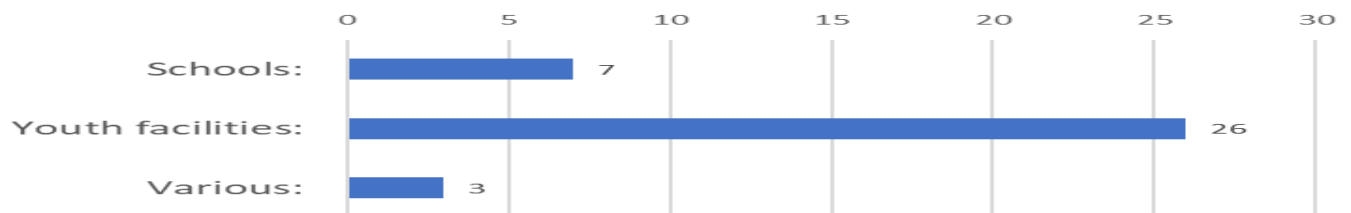




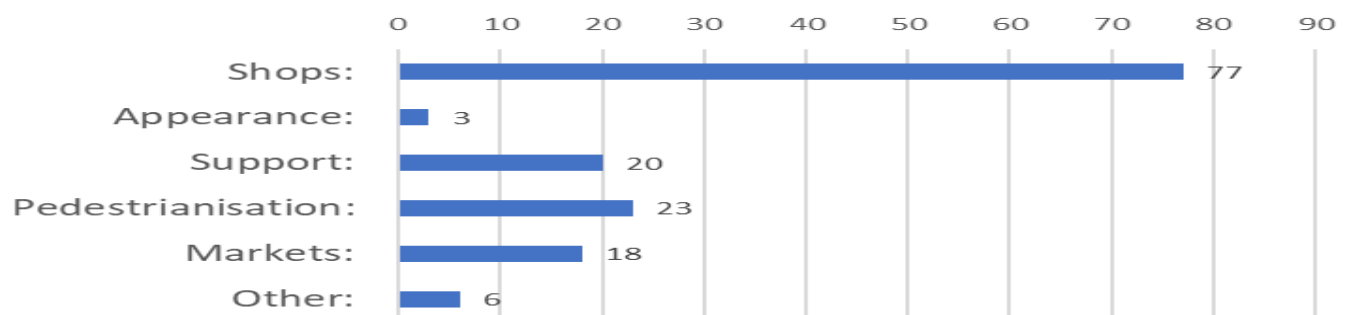
### Economy



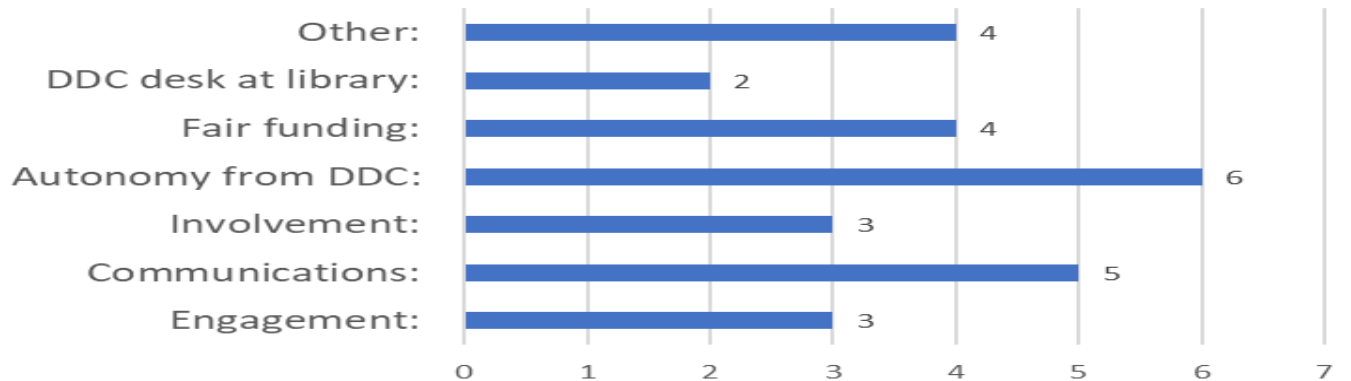
### Young People



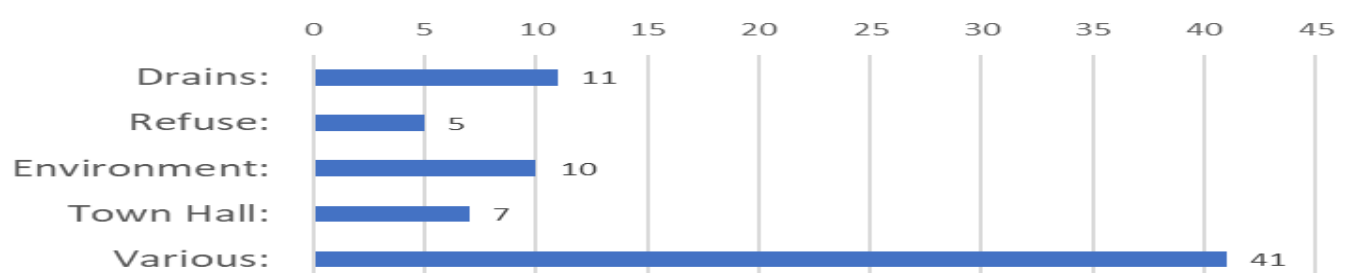
### High Street



### Councils



### Other

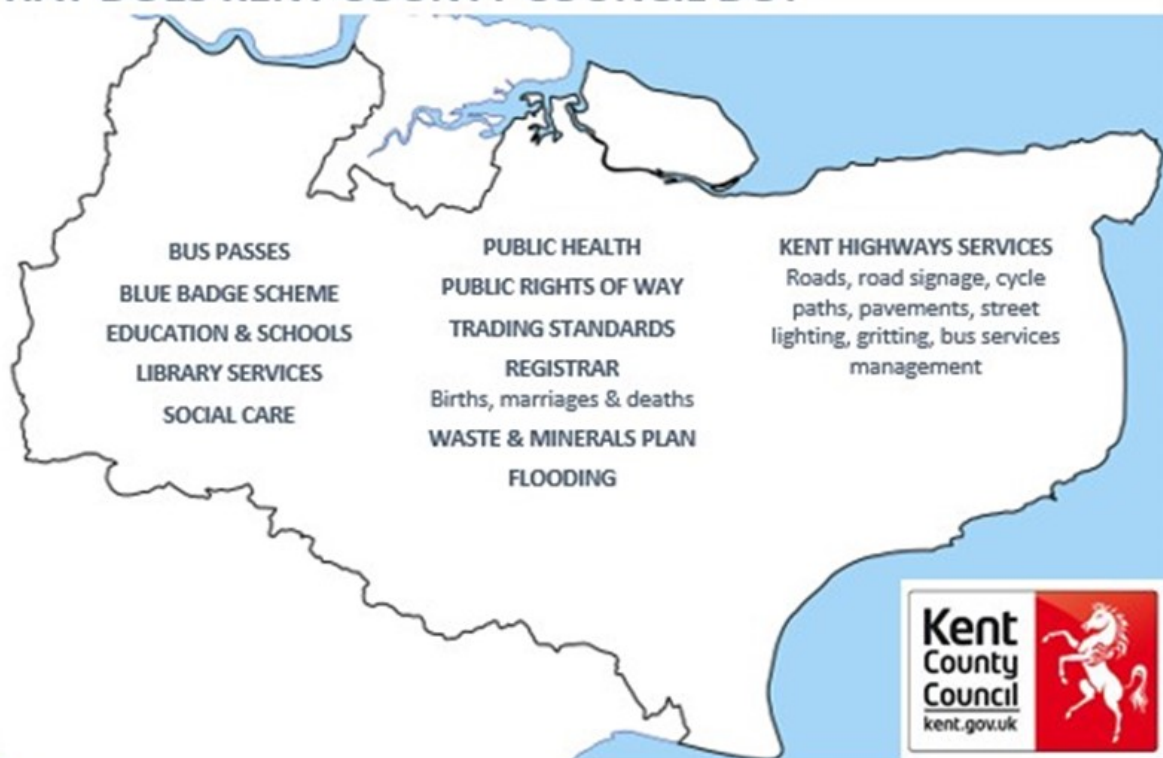


## WHAT DOES DOVER DISTRICT COUNCIL DO?



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## WHAT DOES KENT COUNTY COUNCIL DO?



## Sorting the Long List;

The Steering Group is made up of members from each party on the council. All were careful to take a non-partisan approach through the next stage . It was important that every respondent's view was taken into account and no organisation or group had a louder voice than any other.

Once the Household Survey was analysed the group went through all the comments and suggestions and gathered them into common themes or ideas.

Next councillors discussed what could be done to make the improvements residents wanted to see. A long list of actions was created, which then needed further sorting.

## Lobbying or ACTION?

The long list was split into two parts:

- 1 Actions that the Town Council could potentially take forward with the resources it has.
- 2 Actions which were beyond the council's powers or resources.

## Lobbying Issues

Many proposed actions were the direct responsibility of other bodies, such as Kent County Council, Kent Highways or Dover District Council. (see graphic opposite for key responsibilities for KCC and DDC)

Deal Town Council can draw attention to the comments and suggestions from residents and can lobby for change but cannot insist or demand that action be taken.

## The Short List—Deal Town Council Actions

After the actions for other bodies were separated out the Town Council actions were left. This was called the Short List.

The Finance and General Purposes Committee received a report on progress and agreed that the Short List should pass to the next stage—prioritisation.

## The Prioritisation survey

A group of volunteers from the Household Survey were sent a second survey. They were asked to look at the list of Deal Town Council Actions (below) and say which they felt were most important and most urgent on the scales below.

IMPORTANCE — Very important / Important / Least Important

URGENCY — Now / Soon / Later

Potential Actions arising from the Household Survey	
1	Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal
2	Deal Town Council to follow up discussion on toilets, if necessary. with the creation of an options study for taking on the management of the toilets in full
3	Deal Town Council to review the market operation annually, including a user's survey. Publish results in a You Said/We did campaign
4	Deal Town Council to review options for special markets/events in the town
5	Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street
6	Deal Town Council to join the KCC Tree Plan partnership. Work with the KCC Tree Officer to plant trees in urban areas
7	Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc)
8	Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.
9	Deal Town Council to work with local groups and DDC on a campaign about waste and re-cycling.
10	Deal Town Council to set up a campaign to reduce car use in the town by promoting Walking and Cycling
11	Deal Town Council to seek to acquire land for more allotments

12	Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them
13	Deal Town Council to create a plan for improving support for vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment and then put the plan into action
14	Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme
15	Deal Town Council to meet with local groups interested in setting up a car share scheme to establish demand. Follow up with support if demand is there.
16	Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.
17	Deal Town Council to support and promote local events and activities
18	Deal Town Council to seek ways to engage better and make people feel they are listened to.
19	Deal Town Council to seek ways to engage and involve young people
20	Deal Town Council to review and refresh the Town Plan every two years.
21	Deal Town Council to make the Town Hall spaces available to local people as much as possible.
22	Deal Town Council to seek feedback regularly on the usefulness of the web site and social media
23	Deal Town Council to open the reception / Tourism Information office more often

The Finance & General Purposes Committee considered the results from this survey including the nature of the respondents. They decided to repeat the prioritisation exercise at a street stall in the market, to widen the range of people responding. This took place in December and January 2022.

The consultation closed.

## Results from the Prioritisation Exercise

ACTION	Per cent					
	High	Medium	Low	Now	Soon	Later
Deal Town Council to seek ways to engage better and make people feel they are listened to.	55.00	27.14	15.00	46.43	20.00	12.80
Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street	52.52	21.58	22.30	40.29	16.55	20.86
Deal Town Council to seek ways to engage and involve young people.	51.43	31.43	13.57	37.14	28.57	15.71
Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.	45.00	32.14	16.43	32.86	34.29	15.00
Deal Town Council to create a plan for improving support for vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment and then put the plan into action	42.86	40.00	13.50	26.43	40.00	12.86
Deal Town Council to open the reception / Tourism Information office more often	42.14	37.86	17.86	33.57	30.71	15.00
Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal	40.00	35.71	21.43	23.57	27.86	22.14
Deal Town Council to support and promote local events and activities	37.86	52.14	6.43	37.14	30.00	11.43
Deal Town Council to join the KCC Tree Plan partnership. Work with the KCC Tree Officer to plant trees in urban areas	37.14	45.00	12.86	31.43	35.00	12.86
Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc)	35.97	46.04	13.67	26.62	32.37	20.14
Deal Town Council to make the Town Hall spaces available to local people as much as possible.	34.29	40.71	22.86	24.29	30.71	23.57
Deal Town Council to review and refresh the Town Plan every two years.	32.14 <sub>22</sub>	45.00	18.57	22.14	31.43	27.14

## Results from the Prioritisation Exercise

ACTION	High	Medium	Low	Now	Soon	Later
Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, re-wilding etc.	30.71	42.86	21.43	23.57	34.29	22.86
Deal Town Council to set up a campaign to reduce car use in the town by promoting Walking and Cycling	30.71	37.86	27.14	25.71	30.71	23.57
Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how to support them	27.86	50.00	17.14	22.86	39.29	18.57
Deal Town Council to follow up discussion on toilets, if necessary. The creation of an options study for taking on the management of the toilets	28.05	39.57	28.06	18.71	28.06	30.22
Deal Town Council to review options for special markets/events in the town	27.14	50.71	17.14	15.71	35.00	28.57
Deal Town Council to seek feedback regularly on the usefulness of the web site and social media	25.71	36.43	35.71	17.86	34.29	26.43
Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.	17.86	42.14	35.00	16.43	27.14	37.14
Deal Town Council to seek to acquire land for more allotments	17.27	30.94	44.60	16.55	20.14	46.04
Deal Town Council to review the market operation annually, including a user's survey.	16.43	46.43	32.86	10.00	30.00	38.57
Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme	12.14	25.00	55.71	10.00	23.57	49.29
Deal Town Council to meet with local groups interested in setting up a car share scheme to establish demand.	11.43	27.14	53.57	8.57	25.00	51.43



## **ACTION Plan**

June 2023



## The ACTION PLAN

	When	Who	Comment
Deal Town Council to seek ways to engage better and make people feel they are listened to.	2023 onwards	Town Clerk with Communications officer	Annual Meeting to include progress on the Town Plan.
	2023		Deal Town Council's Communications Strategy to be reviewed.
	2025		The Town Plan to be reviewed after two years.
Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street.	2023-24	Transport and infrastructure Committee	<i>Saturday Road Closure is now permanently in place.</i>
Deal Town Council to seek ways to engage and involve young people.	2023-24	Town Clerk	Talks required with KCC youth workers and local schools as to options.
Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.	2023-24	Environment Committee	<i>Deal Annual Grant schemes offer support to local organisations.</i>
Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them. Council to build links with organisations which support vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment.	2024-25	Town Clerk/ Council	<i>Deal Annual Grant schemes offer support to local organisations.</i>
			Mayor/Council to meet with voluntary groups.
			Deal Town Council officer and councillors to attend community networking meetings.
Deal Town Council to support and promote local events and activities.	2023-24	Town Clerk with Communications officer	A revised Communications Strategy to include more What's On items.
Deal Town Council to work with DDC, KCC and local organisations to plant trees in urban areas.	2023-26	Environment Committee	Some tree planting done - more to add.
Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal. Deal Town Council to follow up discussion on toilets, if necessary, with the creation of an options study for taking on the management of the toilets.	2024-25	RFO and Town Clerk	Partly done - Deal Town Council lobbying brought about improvements in 2022. More to do.

## The ACTION PLAN

	When	Who	Comment
Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.	2024-25	Environment Committee	Deal Annual Grant schemes offer support to local organisations. More to be done.
Deal Town Council to set up a campaign to reduce car use in the town by promoting walking scooting and cycling.	2024-25	Transport and Infrastructure Committee	Cycle Friendly Deal Part One completed, Part Two in place. Follow on needed.
Deal Town Council to seek to acquire land for more allotments.	2024-25	Finance and General Purposes Committee	Already approved as a task.
Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc.)	2024-25	Town Clerk with the RFO	Town Clerk & RFO working with DDC on possible funding from the UK prosperity fund.



**Ongoing Actions: these are already being done as part of the Council's work**

Deal Town Council to review options for special markets /events in the town. Deal Town Council to review the market operation annually, including a user's survey.	Ongoing	RFO with the Town Clerk	An annual review takes place. The Council approves a Marketing Plan.
Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.	Ongoing	Communications Officer	White Cliffs Country promotes Deal within its district wide offer. Deal TC adds to this offer.
Deal Town Council to seek feedback regularly on the usefulness of the web site and social media.	Ongoing	Communications Officer	Part of the Communications Strategy.
Deal Town Council to refurbish and update information on the Town 'Finger Post' Signage.	Ongoing	Transport and Infrastructure Committee	Committee initiative.
Deal Town Council to collate information regarding improvements that can be made to the highways in Deal for inclusion in a Highways Improvement Plan (HIP) for consideration by Kent County Council.	Ongoing	Transport and Infrastructure Committee	An annual update of the HIP to be sent to Kent County Council.
Deal Town Council to work with the appropriate rail authorities to improve access at Deal Station.	Ongoing	Transport and Infrastructure Committee	Plan of works agreed, and £5,000 contribution made by Deal Town Council.
Deal Town Council to provide more sustainable planting for the Mill Hill area.	Ongoing	Environment Committee	£4,000 budget agreed by Deal Town Council.
Deal Town Council has committed to providing sustainable planting in the Council's planters and to explore additional urban areas of Deal improving sustainable planting.	Ongoing	Environment Committee	Committee initiative.

**Ongoing Actions: these are already being done as part of the Council's work**

Deal Town Council has committed to arranging a Girls Football tournament to commemorate the Women's Deal International Tournament that first took place in 1967.	2023	RFO with the Events Manager	Council initiative.
Deal Town Council to purchase and erect a piece of sculpture in the town of Deal for the beautification of the town and/or for the general benefit of its inhabitants.	2023	Full Council	Mr Bill Elliott, a former resident of Deal bequeathed £45,000 to Deal Town Council for purchasing and erecting a piece of sculpture in the town of Deal for the beautification of the town and/or for the general benefit of its inhabitants.
Deal Town Council has committed a carbon reduction strategy plan from 2022 to 2025 to assist with the Council's commitment to becoming a carbon-neutral organisation by 2025.	2022-2025	Full Council	Council initiative.
Deal Town Council has committed to carrying forward the successful 'Cycle Friendly Deal Project' (CFD) with new initiatives (CFD2).	Ongoing	Transport and Infrastructure Committee	Council initiative.
Deal Town Council has conducted a survey of the air quality around Deal especially near schools. A Local sign-age campaign is currently underway following a successful 'No Idling poster' Competition.	Ongoing	Environment Committee	Committee initiative.
Deal Town Council has conducted a survey of tree coverage using 'iTree Eco' in Deal and surrounding areas. The results will help determine where, planting initiatives will be beneficial.	Ongoing	Environment Committee	Committee initiative.
Deal Town Council has committed to a scheme aimed at providing water butts on all the Council's allotment sites.	Ongoing	Environment Committee	Committee initiative.

## These Actions have not been included due to lack of support from residents

Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme.

Deal Town Council to meet with any local groups interested in setting up a car share scheme, to establish demand. Follow up with support if demand is there.

## The Consultation

Deal Town Council carried out an extensive consultation in order to give all residents and local organisations their say on the future of Deal.

Hundreds of people took part and thousands of comments were gathered—as reported in this document.

The process of the consultation and the rationale behind it has been described in this document. Councillors wanted it to be as comprehensive and inclusive as possible.

## The Completed Action Plan

The Action Plan has come directly from the results of the consultation, with the addition of a small number of actions from the elected members.

In the transition from the prioritised list (Page 20) to the adopted action plan there have been a few adjustments, mainly for clarity.

- Actions which have already been completed have been noted separately .
- Actions which have been partially completed have been included, with a note that some actions have been done.
- In a few places two very similar actions have been combined.
- Actions which were poorly supported by the survey participants have been removed, unless council had a good reason to keep them in.

## What next?

Once accepted and formally approved by the full council the Action Plan becomes the foundation of Deal Town Council's long term strategic plan. It will be used as a guide to future actions and activities for at least three years.

Any new initiative the council decides to adopt in future years will be added to the Action Plan.

## APPENDICES

Appendix 1 – The Town Plan Time Line

Appendix 2 –Public Questionnaire sent to all Deal Households

Appendix 3 – The Household Survey Response data (Survey Monkey) can be seen at [www.deal.gov.uk/Home\\_Page\\_35140.aspx](http://www.deal.gov.uk/Home_Page_35140.aspx)

Appendix 4 – The Prioritisation Survey Report (Survey Monkey)

Appendix 5 – The Prioritisation analysis in ‘Priority Order’

Appendix 6 – The Prioritisation analysis in ‘When Order’

Appendix 7 – Full list of ‘What can be done Better’ responses can be seen at [www.deal.gov.uk/Home\\_Page\\_35140.aspx](http://www.deal.gov.uk/Home_Page_35140.aspx)

## APPENDIX 1 The Town Plan Timeline

22/10/2019	F&GP Meeting - Motion to explore a Town Plan agreed with initial budget of £1000
22/10/2019	Project Steering group agreed: Project Officer and 4 Councillors
07/11/2019	TP Steering Group meet and agree an outline plan
26/11/2019	Report from TP Steering Group to Full Council. Full Council agree public consultation – local organisations
06/01/2020	TP Steering Group meet and agree format of the initial consultation including an independent facilitator
29/01/2020	Initial consultation held in Deal Town Hall. <u>50 Members of the Public and 31 Community Groups are represented</u>
06/02/2020	Steering group meeting
17/02/2020	The results of the consultation are presented to F&GP with an evidence report. F&GP add the Town Clerk & RFO to the Steering group and delegate authority to the Town Clerk to progress the plan
10/04/2020	Work on the plan is slowed down due to COVID restrictions. The methodology is revised as door knocking is ruled out.
28/09/2020	TP Steering Group meet and agree a postal survey to each household and online
27/10/2020	Full Council add 2 more Councillors to the TP Steering group
25/11/2020	TP Steering Group consider options paper on Public Consultation
25/11/2020	Public consultation - mail drop with Freepost reply to 10,661 households in Deal. Survey Monkey online version promoted on social media.
25/11/2020	The household survey - 547 responses received with 3,226 comments across 1,369 headings.
25/11/2020	292 residents volunteered to help with the follow up prioritisation
08/06/2021	TP Steering Group consider next steps
24/02/2022	TP Steering group split long list into: DTC deliverables - the short list - and other authorities' deliverables – lobbying and influencing
17/03/2022	Full Council consider a detailed report from the TP Steering Group and agree the short list
29/03/2022	TP Steering Group agree 2nd Stage Prioritisation Survey based on the short list
21/04/2022	2nd Stage Prioritisation Survey questionnaire sent to volunteer group
26/04/2022	Presentation on Town Plan at the Annual Town Meeting. Paper copies of survey available.
09/05/2022	Closing day for 2nd stage survey
23/08/2022	Priorities report goes to Steering group
11/10/2022	Priorities report considered by F&GP. F&GP request additional survey to capture younger people's views
Dec 22—Jan 23	Survey table at Saturday Market for three weeks
20/02/2023	Survey closes. Results updated.
03/03/2023	Steering group meeting agree final format
21/03/2023	The Finance & General Purposes committee approve and recommend final Town Plan to Full Council
28/03/2023	Full Council Approve the 2023 Town Plan



## APPENDIX 2 The Household Survey

### 3. More About You

**Ethnicity**  
Which of these ethnic groups do you feel you belong?  
(Source 2011 Census)

☐ White English  
☐ White Scottish  
☐ White Welsh  
☐ White Northern Irish  
☐ White Irish  
☐ White Gypsy/Roma  
☐ White Irish Traveller  
☐ White Other\*  
☐ Asian or Asian British Indian  
☐ Asian or Asian British Pakistani  
☐ Asian or Asian British Bangladeshi  
☐ Asian or Asian British Other\*  
☐ Mixed White & Black Caribbean  
☐ Mixed White & Black African  
☐ Mixed White & Asian  
☐ Mixed Other\*  
☐ Black or Black British Caribbean  
☐ Black or Black British African  
☐ Black or Black British Other\*  
☐ Arab  
☐ Chinese  
☐ Prefer not to say  
☐ \*Other, please specify below

### Thank you

Thank you for taking the time to complete this survey. The Council will sort through all the responses and then share them as a longlist to be prioritised. This is likely to be towards the end of January.

☐ I'd like to take part in the prioritisation survey  
☐ I'd like to join the Deal Town Council email list

If you ticked a box above, please add your contact details.

Name

Email address

Phone number

### Need help with this survey?

☐ Need help with this survey?  
 deal.town.council  
 @deal.gov.uk

☐ Need help with this survey?  
 01304 361999

### Your Community Your Views

HELP US UNDERSTAND WHAT MATTERS MOST TO YOU

To complete this survey online, scan the QR code below or visit [www.deal.gov.uk](http://www.deal.gov.uk)

Alternatively, send your completed survey leaflet in an envelope to Freepost DEAL TOWN HALL, High Street, Deal, Kent, CT14 6TR by 31 December 2021

**your say!**

**Have**

[www.deal.gov.uk](http://www.deal.gov.uk)



# A New Deal Plan

Deal Town Council is producing a medium-term (3-5 year) plan. The new Plan will provide clear targets, better focus, improved use of resources and direction in a rapidly changing world.

To produce an effective plan the Town Council wants to start with you and your ideas.

There's more background information about the Town Plan at [www.deal.gov.uk](http://www.deal.gov.uk) where this survey is also available to complete online.

We would like as many residents as possible to contribute to the Town Plan. If you require more copies of this leaflet, please call 01304 361999 or email [deal.town.council@deal.gov.uk](mailto:deal.town.council@deal.gov.uk)

Have

your

say!

## 1. About You

Tell us who you are responding as  
Please select one option from the list below that most closely represents how you will be responding to this Survey.

- ☐ Resident
- ☐ On behalf of someone else  
e.g. a friend, carer or relative. Please answer all questions using their views and not your own.
- ☐ Work in Deal
- ☐ Business owner or representative
- ☐ Other, please specify below

## 2. About Deal

What's good about Deal?

What do you not like about Deal?

What could be done to make Deal even better?

Tell us the first 5 characters of your postcode:

## 3. More About You

We're asking these questions to make sure everyone is treated fairly and equally, and that no one gets left out. We'll only use the information to help us make decisions about the Town Plan, but if you would prefer not to answer any of the questions, or if you are responding on behalf of an organisation, you don't have to.

Which of these age groups applies to you?

- ☐ 0-15 ☐ 35-49 ☐ 65-74
- ☐ 16-24 ☐ 50-59 ☐ 75-84
- ☐ 25-34 ☐ 60-64 ☐ 85+
- ☐ Prefer not to say

Disability

The Equality Act 2010 describes a person as disabled if they have a longstanding physical or mental condition that has lasted, or is likely to last, at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day-to-day activities. People with some conditions (such as cancer, HIV/AIDS, heart disease, diabetes or epilepsy), are considered to be disabled from the point that they are diagnosed.

Do you consider yourself to be disabled as set out in the Equality Act 2010?

- ☐ Yes ☐ No ☐ Prefer not to say

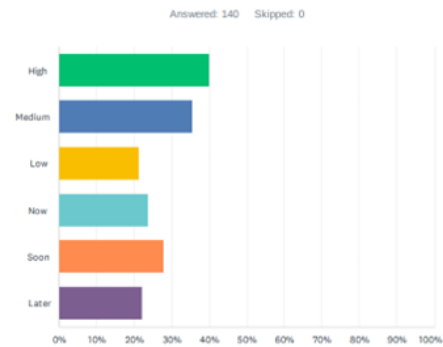
If you answered 'Yes', tell us which impairment applies to you. Select all that apply.

- ☐ Physical impairment
- ☐ Sensory impairment (hearing, sight or both)
- ☐ Longstanding illness or health condition
- ☐ Learning disability
- ☐ Prefer not to say

Other, please specify below

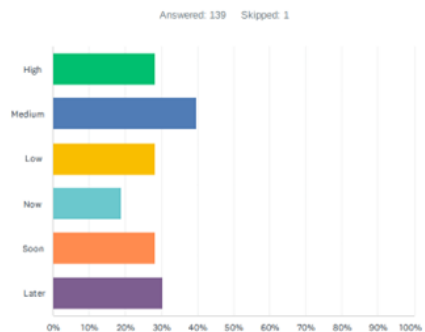
# APPENDIX 4 — Prioritisation Report (Survey Monkey)

Q1 Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in DealPRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



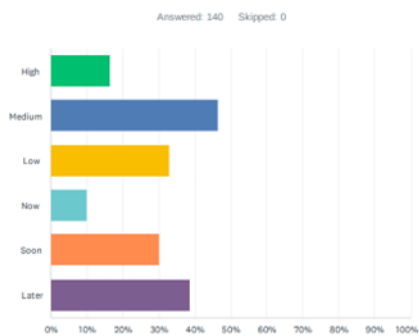
ANSWER CHOICES	RESPONSES	
High	40.00%	56
Medium	35.71%	50
Low	21.43%	30
Now	23.57%	33
Soon	27.86%	39
Later	22.14%	31
Total Respondents: 140		

Q2 Deal Town Council to follow up discussion on toilets, if necessary. with the creation of an options study for taking on the management of the toilets in full.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



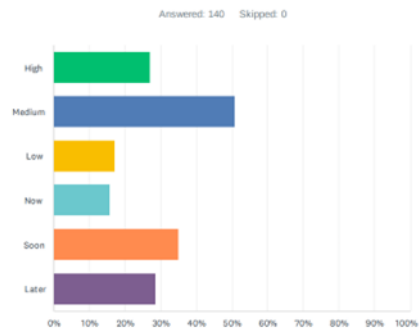
ANSWER CHOICES	RESPONSES	
High	28.06%	39
Medium	39.57%	55
Low	28.06%	39
Now	18.71%	26
Soon	28.06%	39
Later	30.22%	42
Total Respondents: 139		

Q3 Deal Town Council to review the market operation annually, including a user's survey. Publish results in a You Said/We did campaignPRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



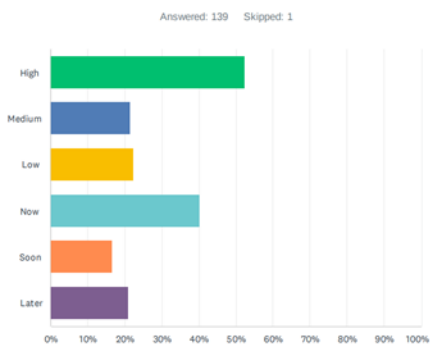
ANSWER CHOICES	RESPONSES	
High	16.43%	23
Medium	46.43%	65
Low	32.86%	46
Now	10.00%	14
Soon	30.00%	42
Later	38.57%	54
Total Respondents: 140		

Q4 Deal Town Council to review options for special markets/events in the townPRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



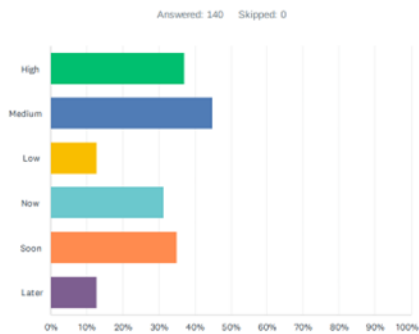
ANSWER CHOICES	RESPONSES	
High	27.14%	38
Medium	50.71%	71
Low	17.14%	24
Now	15.71%	22
Soon	35.00%	49
Later	28.57%	40
Total Respondents: 140		

Q5 Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



ANSWER CHOICES	RESPONSES	
High	52.52%	73
Medium	21.58%	30
Low	22.30%	31
Now	40.29%	56
Soon	16.55%	23
Later	20.86%	29
Total Respondents: 139		

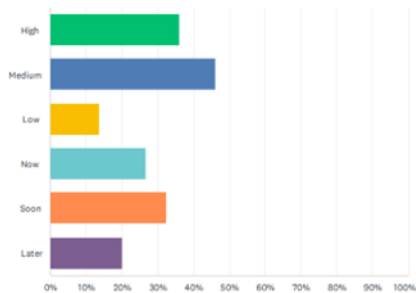
Q6 Deal Town Council to join the KCC Tree Plan partnership. Work with the KCC Tree Officer to plant trees in urban areas. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



ANSWER CHOICES	RESPONSES	
High	37.14%	52
Medium	45.00%	63
Low	12.86%	18
Now	31.43%	44
Soon	35.00%	49
Later	12.86%	18
Total Respondents: 140		

Q7 Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc).PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

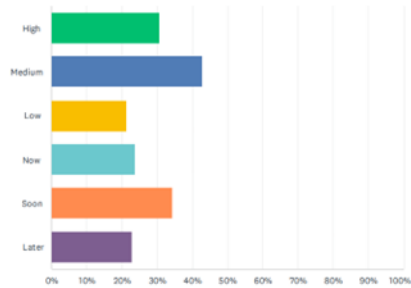
Answered: 139 Skipped: 1



ANSWER CHOICES	RESPONSES	
High	35.97%	50
Medium	46.04%	64
Low	13.67%	19
Now	26.62%	37
Soon	32.37%	45
Later	20.14%	28
Total Respondents: 139		

Q8 Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

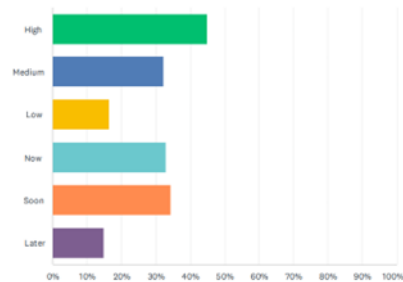
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	30.71%	43
Medium	42.86%	60
Low	21.43%	30
Now	23.57%	33
Soon	34.29%	48
Later	22.86%	32
Total Respondents: 140		

Q9 Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

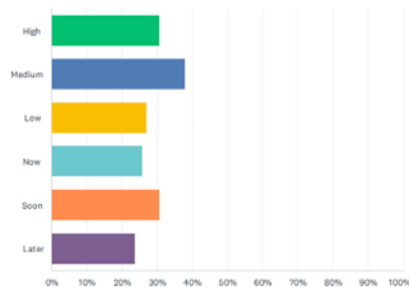
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	45.00%	63
Medium	32.14%	45
Low	16.43%	23
Now	32.86%	46
Soon	34.29%	48
Later	15.00%	21
Total Respondents: 140		

Q10 Deal Town Council to set up a campaign to reduce car use in the town by promoting Walking and CyclingPRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

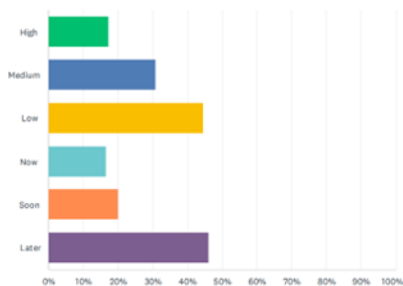
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	30.71%	43
Medium	37.86%	53
Low	27.14%	38
Now	25.71%	36
Soon	30.71%	43
Later	23.57%	33
Total Respondents: 140		

Q11 Deal Town Council to seek to acquire land for more allotmentsPRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

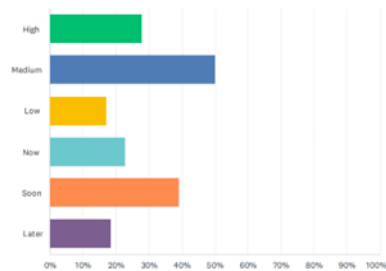
Answered: 139 Skipped: 1



ANSWER CHOICES	RESPONSES	
High	17.27%	24
Medium	30.94%	43
Low	44.60%	62
Now	16.55%	23
Soon	20.14%	28
Later	46.04%	64
Total Respondents: 139		

Q12 Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

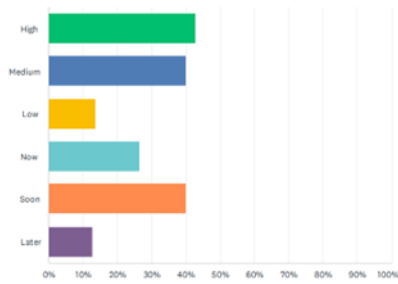
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	27.86%	39
Medium	50.00%	70
Low	17.14%	24
Now	22.86%	32
Soon	39.29%	55
Later	18.57%	26
Total Respondents: 140		

Q13 Deal Town Council to create a plan for improving support for vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment and then put the plan into action. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

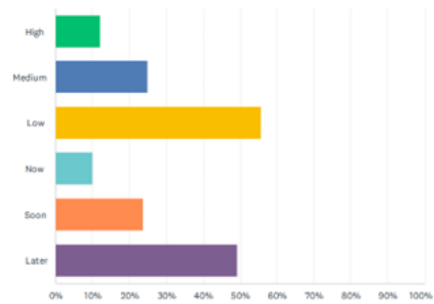
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES
High	60
Medium	56
Low	19
Now	37
Soon	56
Later	18
Total Respondents: 140	

Q14 Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

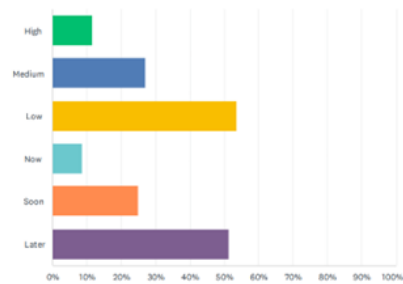
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES
High	17
Medium	35
Low	78
Now	14
Soon	33
Later	69
Total Respondents: 140	

Q15 Deal Town Council to meet with local groups interested in setting up a car share scheme to establish demand. Follow up with support if demand is there. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

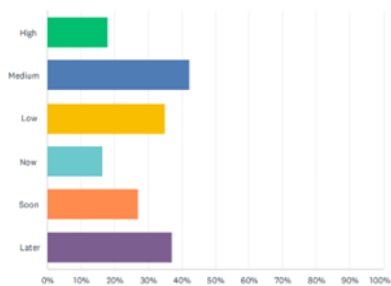
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES
High	16
Medium	38
Low	75
Now	12
Soon	35
Later	72
Total Respondents: 140	

Q16 Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

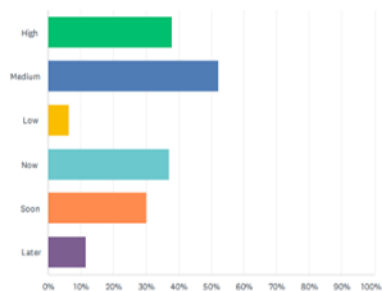
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES
High	25
Medium	59
Low	49
Now	23
Soon	38
Later	52
Total Respondents: 140	

Q17 Deal Town Council to support and promote local events and activities PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

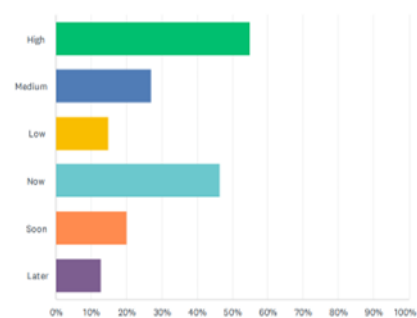
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES
High	53
Medium	73
Low	9
Now	52
Soon	42
Later	16
Total Respondents: 140	

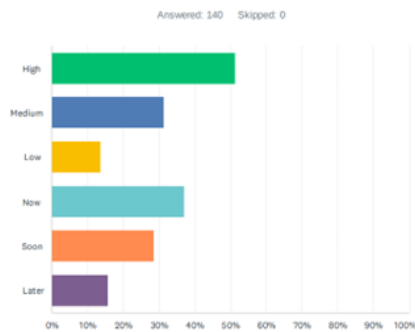
Q18 Deal Town Council to seek ways to engage better and make people feel they are listened to. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY

Answered: 140 Skipped: 0



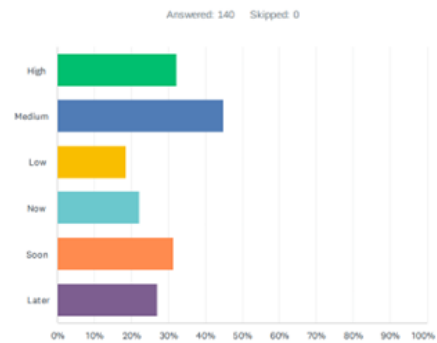
ANSWER CHOICES	RESPONSES
High	77
Medium	38
Low	21
Now	65
Soon	28
Later	18
Total Respondents: 140	

Q19 Deal Town Council to seek ways to engage and involve young people.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



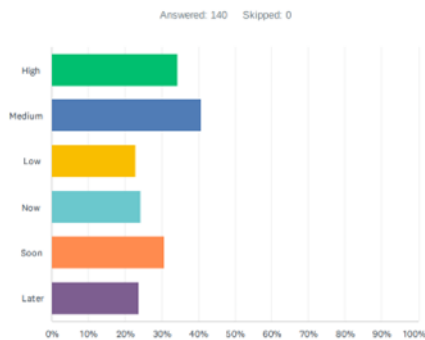
ANSWER CHOICES	RESPONSES	
High	51.43%	72
Medium	31.43%	44
Low	13.57%	19
Now	37.14%	52
Soon	28.57%	40
Later	15.71%	22
Total Respondents: 140		

Q20 Deal Town Council to review and refresh the Town Plan every two years.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



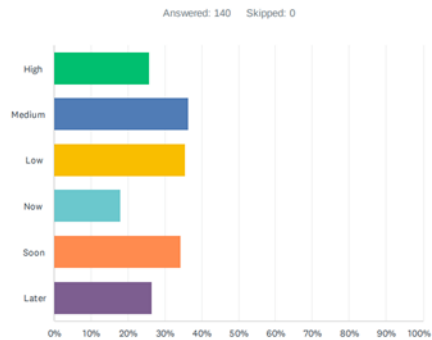
ANSWER CHOICES	RESPONSES	
High	32.14%	45
Medium	45.00%	63
Low	18.57%	26
Now	22.14%	31
Soon	31.43%	44
Later	27.14%	38
Total Respondents: 140		

Q21 Deal Town Council to make the Town Hall spaces available to local people as much as possible. PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



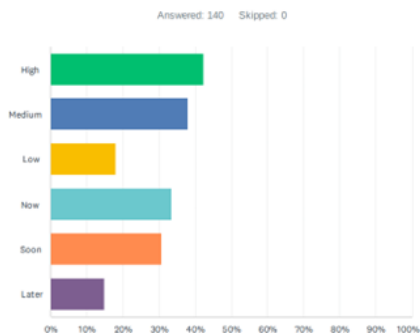
ANSWER CHOICES	RESPONSES	
High	34.29%	48
Medium	40.71%	57
Low	22.86%	32
Now	24.29%	34
Soon	30.71%	43
Later	23.57%	33
Total Respondents: 140		

Q22 Deal Town Council to seek feedback regularly on the usefulness of the web site and social media.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



ANSWER CHOICES	RESPONSES	
High	25.71%	36
Medium	36.43%	51
Low	35.71%	50
Now	17.86%	25
Soon	34.29%	48
Later	26.43%	37
Total Respondents: 140		

Q23 Deal Town Council to open the reception / Tourism Information office more often.PRIORITY - Please tick ONE BOX ONLY WHEN - Please tick ONE BOX ONLY



ANSWER CHOICES	RESPONSES	
High	42.14%	59
Medium	37.86%	53
Low	17.86%	25
Now	33.57%	47
Soon	30.71%	43
Later	15.00%	21
Total Respondents: 140		



## APPENDIX 5 — Analysis of Second Stage In Priority Order

Question	Priority order
Deal Town Council to seek ways to engage better and make people feel they are listened to.	HIGH
Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street	HIGH
Deal Town Council to seek ways to engage and involve young people	HIGH
Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.	HIGH
Deal Town Council to create a plan for improving support for vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment and then put the plan into action	HIGH
Deal Town Council to open the reception / Tourism Information office more often	HIGH
Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal	HIGH
Deal Town Council to support and promote local events and activities	HIGH
Deal Town Council to join the KCC Tree Plan partnership. Work with the KCC Tree Officer to plant trees in urban areas	MEDIUM
Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc)	MEDIUM
Deal Town Council to make the Town Hall spaces available to local people as much as possible.	MEDIUM
Deal Town Council to review and refresh the Town Plan every two years.	MEDIUM
Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.	MEDIUM
Deal Town Council to set up a campaign to reduce car use in the town by promoting Walking and Cycling	MEDIUM
Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them	MEDIUM
Deal Town Council to follow up discussion on toilets, if necessary. with the creation of an options study for taking on the management of the toilets in full	MEDIUM
Deal Town Council to review options for special markets/events in the town	LOW
Deal Town Council to seek feedback regularly on the usefulness of the web site and social media	LOW
Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.	LOW
Deal Town Council to seek to acquire land for more allotments	LOW
Deal Town Council to review the market operation annually, including a user's survey. Publish results in a You Said/We did campaign	LOW
Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme	LOW
Deal Town Council to meet with local groups interested in setting up a car share scheme to establish demand. Follow up with support if demand is there.	LOW

## APPENDIX 6 — Analysis of Second Stage In When Order

Question	When order
Deal Town Council to seek ways to engage better and make people feel they are listened to.	NOW
Deal Town Council to consult on the permanent pedestrianisation of the north part of the High Street	NOW
Deal Town Council to support and promote local events and activities	NOW
Deal Town Council to seek ways to engage and involve young people	NOW
Deal Town Council to open the reception / Tourism Information office more often	NOW
Deal Town Council to work with local groups and DDC on a campaign about waste and recycling.	NOW
Deal Town Council to join the KCC Tree Plan partnership. Work with the KCC Tree Officer to plant trees in urban areas	NOW
Deal Town Council to create a plan for improving support for vulnerable people e.g. people living with dementia, neurodiversity, sight or hearing impairment and then put the plan into action	NOW
Deal Town Council to meet with DDC and KCC to consider how Deal Town Centre can be improved (street furniture, planting, lighting, accessibility etc)	SOON
Deal Town Council to set up a campaign to reduce car use in the town by promoting Walking and Cycling	SOON
Deal Town Council to make the Town Hall spaces available to local people as much as possible.	SOON
Deal Town Council to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.	SOON
Deal Town Council to meet with DDC and agree a plan of action which will improve public toilets in Deal	SOON
Deal Town Council to review how voluntary and community groups are supported by the Council and establish what their needs are and how best to support them	SOON
Deal Town Council to review and refresh the Town Plan every two years.	SOON
Deal Town Council to follow up discussion on toilets, if necessary. with the creation of an options study for taking on the management of the toilets in full	SOON
Deal Town Council to seek feedback regularly on the usefulness of the web site and social media	LATER
Deal Town Council to review how the Council carries out tourism promotion. Investigate options to create an improved offer.	LATER
Deal Town Council to seek to acquire land for more allotments	LATER
Deal Town Council to review options for special markets/events in the town	LATER
Deal Town Council to review the market operation annually, including a user's survey. Publish results in a You Said/We did campaign	LATER
Deal Town Council to meet with DDC and KCC to discuss options for a town WiFi scheme	LATER
Deal Town Council to meet with local groups interested in setting up a car share scheme to establish demand. Follow up with support if demand is there.	LATER

## Acknowledgments and Thanks

### The Council wishes to thank...

Consultant Cheryl Mvula, for helping to make sure the Initial meeting went smoothly.

The Prioritisations Survey volunteers, for helping us to arrive at a short list.

The members of the Town Plan Steering Group, who put in many hours of work.

All officers of Deal Town Council, past and present who made and input to this project.

Finally, and most important, the people of Deal , without whom this Town Plan would not exist.

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