



Faversham Town Council
Neighbourhood Plan Community Surveys

Residents Survey, Youth Survey and
Business Survey Key Themes Report

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Neighbourhood Plan Community Surveys

Summary of Work Carried Out

Introduction

Between November and February 2021, three Community Surveys were carried out as part of the Faversham Town Council's Neighbourhood Plan consultation and engagement process.

All responses to the main Residents Survey (in both print and digital formats), as well as the digital-only Business Survey and Youth Survey were anonymous. Responders were asked to optionally provide anonymous demographic and classification data, including age band, employment status and the postcode sector for where they live, for statistical and analytical purposes.

Residents Survey

The Residents Survey was carried out on behalf of Faversham Town Council in both print and digital formats between 19th November 2020 and 24th January 2021. Copies of the survey in paper format were delivered by Royal Mail to every household within the Faversham Town Council postcode sector areas from December 2020 onwards.

The digital version of the survey was promoted on the Town Council's social media and website during the same period. Faversham Town Council also made use of paid-for social media advertising, targeting residents who identify as living within the boundary postcodes of the council.

The main Residents Survey generated 527 responses, of which were 316 submitted electronically, with the remainder 211 responses submitted on paper.

Business Survey

The Business Survey was carried out in digital format only between 25th January 2021 and 19th February 2021. The survey generated 34 responses, and was promoted via organic and paid-for social media, as well as being promoted directly to local businesses and the survey was shared by local business support organisations.

Youth Survey

The Youth Survey was carried out in digital format only between 23rd January 2021 and 19th February 2021. The survey generated 117 responses, and was promoted via organic and paid-for social media, as well as being promoted and shared by local schools.

Key Themes from the Residents, Youth and Business Surveys

As requested by Faversham Town Council, this report seeks to identify and draw out the key themes emerging from the responses provided, and where possible break this down by the demographic data provided by the responders.

Residents Survey

Summary of Responses and Key Themes

Executive Summary - Residents Survey

Three primary themes are expressed in the responses to the survey questions:

- Preserve and maintain the heritage of the town and its market town status
- There is inadequate provision of community spaces, in particular for 9-16 year olds
- There is positive satisfaction with green spaces in Faversham, but a demand for a greater level of provision for cyclists and walkers

Preserving and Maintaining the character of the town:

A significant number of respondents wish to see the preservation of the town with as many as 65% of respondents wanting to preserve as much as possible (see [Q1](#) and [Q7](#)).

The industrial heritage of the town and its proximity to the marshes and the countryside were referred to as providing the character and “lungs” of the town, respectively. Some 60% of the survey respondents expressed the view that the town had grown enough and had outstripped the extant infrastructure (see [Q13](#)).

The majority of respondents wanted the town centre to retain its identity and heritage and to be characterised by small, local, independent retailers (see [Q14](#)).

Inadequate Provision of Community Spaces:

While the overall response of provision was evenly split (see [Q2](#)) among respondents and this proportion also reflected in the assessment of 0-8 year old provision (see [Q4](#)) there was a very significant majority (80%) who considered the provision for 9-16 year olds (see [Q5](#)) to be inadequate.

The dominating theme of what was lacking was related to youth provision, not just youth clubs themselves, but the appropriately trained resources and funding to run these facilities to make them affordable and attractive (see [Q2](#) and [Q6](#)).

Positive satisfaction with green spaces aligned with a demand for more provision for cyclists and walkers:

There is a positive satisfaction with the green spaces in the town (see [Q9](#)) while there is also a corresponding dis-satisfaction with the current provision for cyclists and walkers (see [Q11](#)).

The demographics of the respondents saw a relatively even response for the two primary Faversham postcodes (see [Q16](#)), with some 65% of the respondents being aged over 50 (see [Q15](#)) and with 40% of the respondents being retired (see [Q17](#)).

Question 1: Looking forward 10 years, what kind of place would you like Faversham to become?

(Question response options: open answer)

503 out of a total of 527 respondents (95.4%) answered this question. Top repeating phrases include “market town” (mentioned 102 times), “heritage” (mentioned 72 times) and “independent shops” (mentioned 36 times).

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key Theme 1: “We want to preserve a market town that respects its historical heritage and retains its character and unique status”.

291 of 503 (57.8%) of respondents aligned to this theme. Related comments include:

- “We would like it to remain a unique, quirky market town with independent shops and have people who care about the town.”
- “One that maintains a link with its past, retains its sense of community, preserves its environment and furthers its inhabitants' well-being whilst meeting the challenges of 21st century development.”
- “a vibrant medieval market town which can cater for its population”

Key Theme 2: “We want to live in a safe, clean, family-friendly town with a real sense of community”.

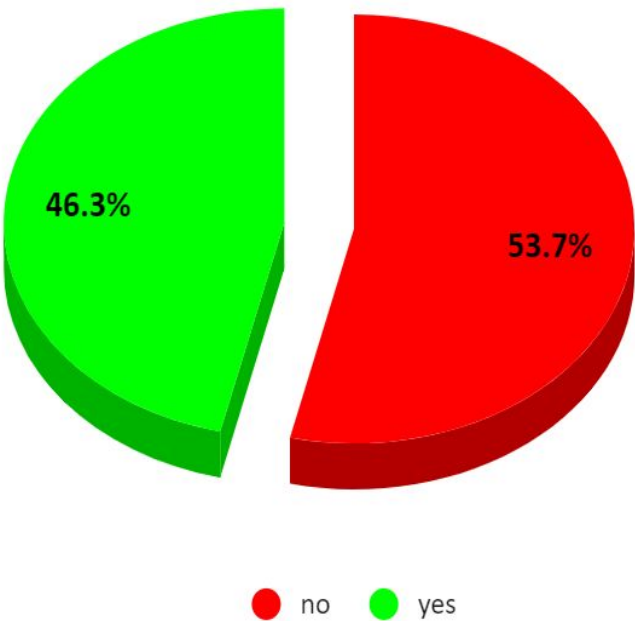
217 of 503 (43.1%) respondents aligned to this theme. Related comments include:

- “Safe, good community spirit, clean”
- “We need to be a thriving community that cares about everyone with good schools and care services and infrastructure”
- “Inclusive, safe, friendly environment for all ages”
- “Safer, egalitarian and compassionate!”

Question 2: Do you think there is enough provision for ‘community spaces’ in Faversham?

(Question response options: ‘yes’ or ‘no’)

478 out of a total of 527 of respondents (90.1%) answered this question.



Question 3: If “No”, what type of space is lacking and where is it needed?

(Question response options: open answer)

296 out of a total of 527 respondents (56.1%) answered this question. Top repeating phrases include “space” or “community space” or “place” (mentioned 237 times), “park” or “green space” or “rec” (mentioned 123 times) and “children” and “young people” (mentioned 43 times).

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key theme 1: “the need for youth provision, community spaces; more green and open spaces”.

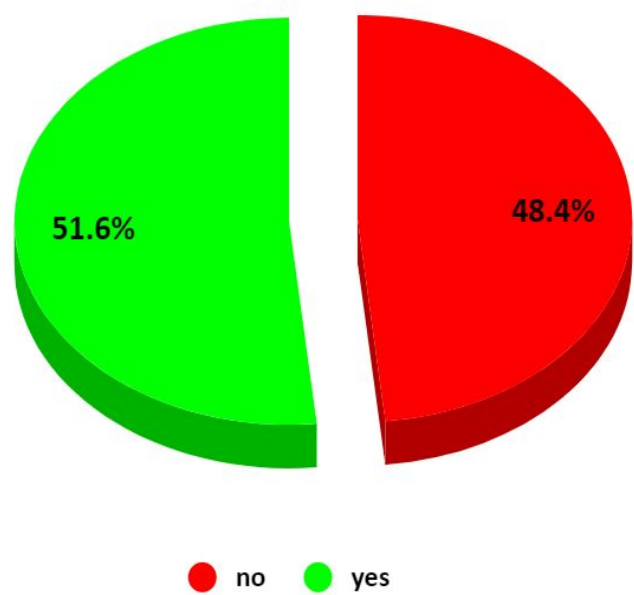
185 of 396 (46.7%) respondents aligned to this theme:

- “I think that what we have is under utilised. The spaces we have probably need additional funding to be able to open longer hours and more days”
- “Whenever there are a group of homes there needs to be maintained green and community spaces and not assume because there are some in Faversham -that is sufficient
- “Safe place for the younger generation to gather with adequate resources.”
- “We need larger indoor spaces now for groups to meet. Must be well ventilated, affordable, accessible, under reliable management”

Question 4: Do you think there’s enough provision for youth facilities in Faversham for 0-8 year olds?

(Question response options: ‘yes, there is enough’ or ‘no, there is not enough’)

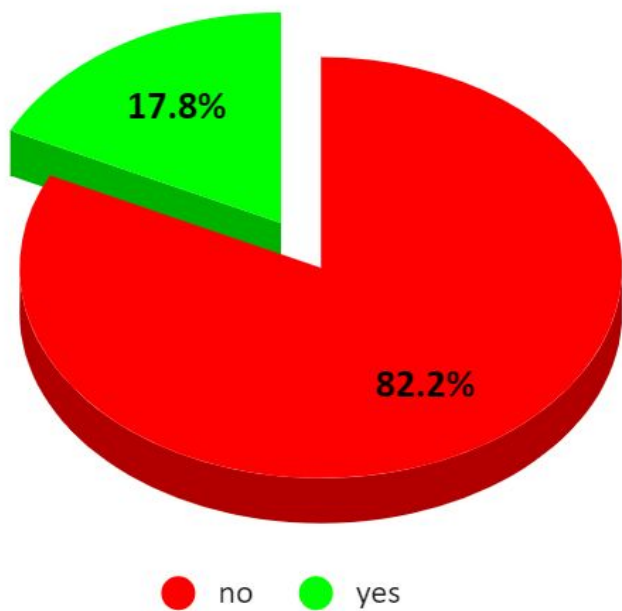
296 out of a total of 527 respondents (56.1%) answered this question.



Question 5: Do you think there’s enough provision for youth facilities in Faversham for 9-16 year olds?

(Question response options: ‘yes, there is enough’ or ‘no, there is not enough’)

478 out of a total of 527 respondents (90.7%) answered this question.



Question 6: If “no” what is missing?

(Question response options: open answer)

411 out of a total of 527 respondents (78.0%) answered this question. Top repeating phrases include “youth club” (124 mentions), “skate park” (28 mentions), “youth centre” (17 times).

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key theme 1: “Young people need an appropriate space for their needs”.

122 of 412 (29.6%) respondents aligned to this theme. Related comments include:

- “Engaging teenagers requires careful thought to their needs. Cool hang-outs, places to do sport and meet. Not just the rec”
- “There isn’t enough clubs or support to offer the activities etc a place where they belong and feel safe”
- “What is missing is the old fashioned like youth clubs, cadet facilities of various kinds, scouts and other areas where the teen youths can feel part. I know some do exist but the council should do more to encourage these activities and advertise their existence.”
- “A youth club like there used to be in South Rd catering for all ages”

- “When the Youth club closed many teenagers felt lost and nothing has replaced it.”
- “There is nowhere for teenagers to go + nothing for them to do, apart from a skate park”
- “There needs to be much stronger youth support structure. There is very little for children and teenagers to do that is free and structured. I know that this is funding related, but I think if funding and more available for youth activities then it should be seen as an investment in the young for the future of the town, It will also reduce anti-social behaviour and petty crime. Longer term the town would prosper.”
- “Investing in youth clubs and places to meet at. Rates these clubs could afford would be highly beneficial for the area as a whole”

Question 7: Thinking about our town's heritage, are there any buildings or places you suggest for local listing? Please explain why these places matter to you.

(Question response options: open answer)

369 out of a total of 527 respondents (70.0%) answered this question. The places mentioned most frequently were:

- "creek" (mentioned 37 times)
- "Marketplace" (mentioned 29 times)
- "Abbey Street" (mentioned 25 times)
- "guildhall" (mentioned 17 times)
- "gunpowder" (mentioned 17 times)
- "Cinema" (mentioned 14 times)
- "Preston Street" (mentioned 14 times)
- "West Street" (mentioned 13 times)
- "Standard Quay" (mentioned 13 times)
- "brewery" (mentioned 11 times)
- "Purifier" (mentioned 11 times)
- "TS Hazard" (mentioned 10 times)
- "Town Hall" (mentioned 6 times)
- "Assembly rooms" (mentioned 6 times)
- "Maison Dieu" (mentioned 3 times)
- "Ordnance Wharf" (mentioned 3 times)
- "Sea Cadets building" (mentioned 3 times)
- "Albion pub" (mentioned 3 times)

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key theme 1: “preserve as much as possible”.

239 of 369 (64.8%) respondents aligned to this theme:

- “Everywhere matters aka no bulldozers for ugly flats anywhere thank you”
- “All of them. Faversham has changed enough!”
- “The complete Centre of town (leave it alone and protect it)”
- “The whole of the Town Centre should be listed. You only have to look at any of the buildings to realise that each building has a back story to tell. Surely that is worth preserving”
- “My concern is with the conservation department of the council not enforcing the conservation policy that we already have, more and more plastic windows and doors appearing etc”
- “Happy to support Faversham society on this because Faversham has so much heritage it is important to keep it.”
- “Most of the old buildings in Faversham are already listed. We should now consider more recent ones. The Post Office is an example of good mid 20th C architecture”
- “We are blessed with some amazing buildings in and around Faversham. I think the town could benefit from a broader look at good examples of later architectural buildings and those that have shaped the town's history. Focusing on brewing, shipbuilding and engineering, as well as its gunpowder making and agriculture.”

Key theme 2: “not able to list any specific places, or unsure of what’s already listed”.

75 of 369 (20.3%) respondents aligned to this theme:

- “They’re nice to look at but that’s it.”
- “No, I think we do a good job of heritage”
- “can’t think of any; there are a great number already”

Key theme 3: Heritage locations already identified and listed.

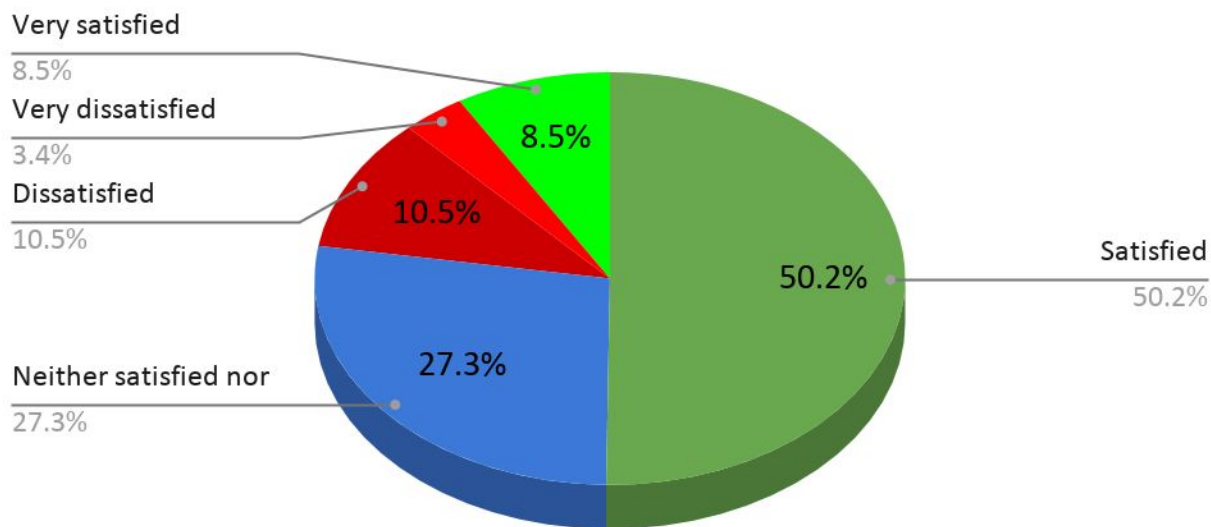
64 of 369 (17.3%) respondents aligned to this theme:

- “I think this town has overarching heritage plans in place which have protected the architectural environment but they also have such a narrow view of what a market town is, nothing else can flourish except what is prescribed. The vision has been narrow, conservative, and non-inclusive.”
- “None that aren’t listed already”
- “It doesn’t matter. You lot want to do anything you will”
- “No. The Town is well-provided with Heritage Buildings. The Town cannot simply be preserved in aspic as that will stifle growth. The Town has evolved over at least 2 millennia and it should continue to do, with sensitive re-use and development around its built heritage.”

- "I think I am in a conservation area yet the Council recently installs ultra modern led lights in the street rather than the ones in The Mall. No point making suggestions until you establish a consistent approach between council and residents based on transparent criteria."
- "I think all the buildings that are listed is enough. If anything we are stifling new blood and ideas with some of the restrictions."
- "The town needs to retain its current status without the "lovelies" listing everything in sight or the "Nimbys" stifling discrete progress"
- "If we have any more we are in danger of stagnating. Time to maintain what we have but move with the time."

Question 9: How satisfied are you with parks and other green spaces in Faversham?

(Question response options: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied)
514 out of a total of 527 respondents (97.5%) answered this question.



Question 10: Have you ever experienced localised flooding or problems with local surface water locally?

(Question response options: open answer)

481 out of a total of 527 respondents (91.3%) answered this question. The places mentioned most frequently were:

1. "creek" (mentioned 53 times)
2. "Bysing wood Road" (mentioned 43 times)
3. "A2" (mentioned 39 times)
4. "Whitstable" (mentioned 17 times)
5. "Oare" (mentioned 15 times)
6. "Solar farm" (mentioned 14 times)
7. "Saxon Shore Way" (mentioned 13 times)
8. "Seasalter" (mentioned 11 times)
9. "Standard Quay" (mentioned 10 times)
10. "sea wall" (mentioned 6 times)

Key Themes

Key theme 1: "No; not personally; not where I live"

221 of 481 (45.9%) of respondents aligned to this theme.

Key theme 2: "Surface water and the drains aren't cleared often enough"

60 of 481 (12.5%) of respondents aligned to this theme:

- "Yes. When road gullies are blocked with leaves and gunk. Personally I think there are too many driveways in front gardens, and this adds to the surface water runoff. I don't think people should be encouraged to pave over their front gardens, when we are being discouraged to drive everywhere, and we meant to be encouraging wildlife."
- "Yes, we live in Tanners Street and that floods every year (largely because the drains are not cleaned out),"
- "I am not a native of Faversham and as an incomer I have noticed the many places where rainwater cannot escape. I call Faversham "puddle town" so many gutters run up-hill to the drains, Orchard park is one spot"

Question 11: Thinking of cycling and walking routes in Faversham, are there any routes that you feel could be improved, or joined up?

(Question response options: open answer)

484 out of a total of 527 respondents (91.8%) answered this question. The places mentioned most frequently were:

- “creek” (mentioned 50 times)
- “brewery” (mentioned 41 times)
- “Brents” (mentioned 18 times)
- “Under railway bridge” (mentioned 15 times)
- “North Lane” (mentioned 14 times)
- “Morrisons” (mentioned 14 times)
- “Forbes Road” (mentioned 14 times)
- “Whitstable Road” (mentioned 10 times)
- “Flood Lane” (mentioned 10 times)
- “Quay Lane” (mentioned 8 times)
- “Conduit Street” (mentioned 8 times)
- “South Road” (mentioned 8 times)
- “Belvedere Road” (mentioned 8 times)
- “Stonebridge pond” (mentioned 7 times)
- “Tanner Street” (mentioned 7 times)
- “Salter’s Lane” (mentioned 3 times)
- “Graveney Road” (mentioned 3 times)

Key Themes

Key theme 1: “Provision lacking, need more, dangerous; upgrade required”

272 of 484 (56.2%) of respondents aligned to this theme:

- “Not enough cycling routes or provisions for cycling”
- “All of them, the cycling network need some serious work to join up the new housing developments and the existing routes around town.”
- “I find it offensive that signs saying "Private Property" stop me from walking along the Creek . Anything that improves the walking and cycling routes around the Creek would be welcome and I can think of many”
- “All the cycling routes through Faversham are tortuous and inadequate. National Cycle Route 1 meanders through Gordon Square and the back of the sewerage works! There are no safe, separated cycle lanes. Walking is far easier”
- “Some of the new housing developments seem to be wiping out public footpaths. There should be stricter conditions laid on developers to keep routes public.”
- “Safe cycle routes would be great, they should be encouraged, I do not feel cycling is currently safe”
- “All of them and more of them”
- “More Practical cycling routes please”

Key theme 2: “content with provision”

71 of 484 (14.7%) of respondents aligned to this theme:

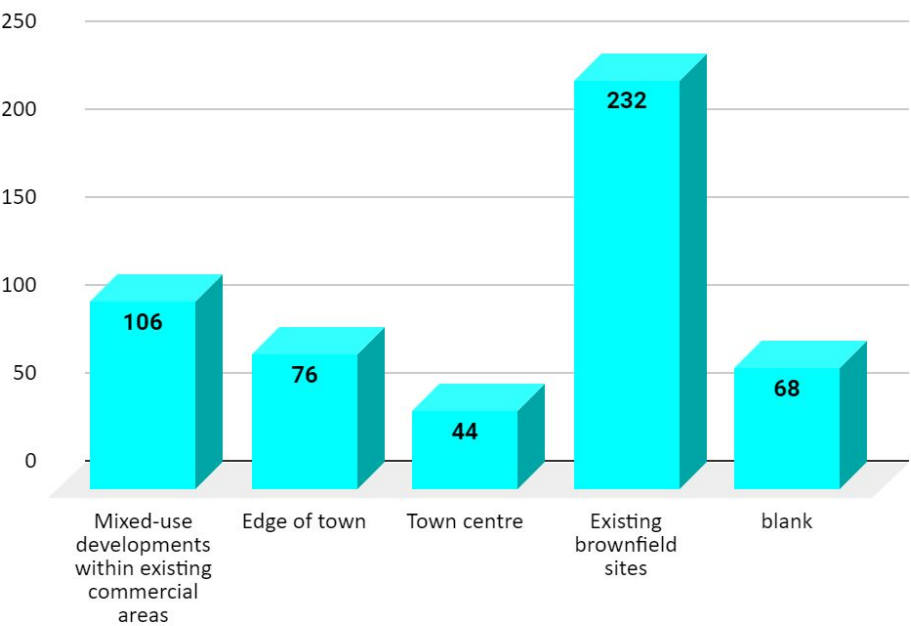
- “No. The Town is served by an excellent network of footpaths. There are many minor roads for cycling. It is not feasible to redesign such a historic town to incorporate cycle paths.”

- "I think we have plenty of cycling and walking areas locally to be enjoyed"
- "I don't think any improvements are necessary. We are close enough to all the surrounding countryside for cycling"
- "It's difficult in a tight old town. 20mph is a good idea"
- "Walking routes are great, it would be lovely to build a cycle route from Oare following the route of the old gunpowder works railway out to the marshes to connect them with the Saxon Shore Way - the route and tunnel are still there"
- "I think a wonderful job has been done improving and joining up the cycle routes. It would be nice to have a safe, easy route to cycle to Canterbury without having to go on A2 or to Whitstable"

Question 12: Thinking about areas of our town that may be developed in the future, which of the following do you consider a priority area for the building of new homes?

(Question response options: Edge of town, Town centre, Existing brownfield sites, Mixed-use developments within existing commercial areas)

458 out of a total of 527 respondents (86.9%) answered this question.



Question 13: Are there any areas of Faversham that you believe would be more or less appropriate for future housing development? Please explain why.

(Question response options: open answer)

501 out of a total of 527 respondents (95.1%) answered this question.

Key Themes

Key theme 1: “We want no further development, there is enough development already; the infrastructure is inadequate”

307 of 501 (61.2%) respondents aligned to this theme of respondents aligned to this theme. Related comments include:

- “None you are ruining a historical town,not enough infrastructure”
- “No more development. I am shocked this is even a question. I have never known such a small town to take on so many developments at any one time. Assume the council have agreements with developers to make improvements as they build”
- “NO. WE HAVE TO MANY ALREADY, it’s a joke how many new houses are going up on”
- “Faversham is big enough. No more housing please!”
- “The last thing Faversham needs is more houses. There is no infrastructure for the new houses that have been built. Where are the new doctor’s surgery, libraries dentist???”
- “Personally I think that we have had more development than the town can cope with. I do hope that if you do develop further homes that these are restricted to brownfield sites and that these do not include farmland. You are irreparably changing the town without respect for existing residents. The imposed Perry Court development is just awful”
- “I think before we build more houses we need to look at school spaces and nurseries. Doctors and dentists”
- “we are building too many houses and they are ruining the views and community feel as well as the heritage”
- “No more!!”
- “I personally do not think there is any need for any more developments in our area we have had so many in the last couple of years maybe it’s time to say enough is enough”
- “You are joking don’t you think enough damage has been done already”
- “Of course edge of town spots for sizable housing development are the obvious and easy choice. But they are already ruining the fragile infrastructure of a small market town. So angry about the greed involved. No-one builds houses for older people either!”

Places residents wish to be considered / not considered:

30 of 459 (6.5%) of respondents mentioned places that should be considered:

- “Duchy of Cornwall estate” (mentioned 7 times)
- “A2-M2 area” (mentioned 4 times)
- “East of Love Lane” (mentioned 3 times)
- “Past Western link” (mentioned 3 times)
- “East of town” (mentioned 2 times)
- “South of A2” (mentioned 2 times)
- “West of town” (mentioned 2 times)

49 of 459 (10.7%) of respondents mentioned places that should not be considered:

- “Creek” (mentioned 15 times)
- “Marshes” (mentioned 10 times)
- “Abbeyfields (to Graveney)” (mentioned 9 times)
- “South of A2 (mentioned 5 times)
- “Graveney Road” (mentioned 4 times)
- “West of town” (mentioned 4 times)
- “Ospringe” (mentioned 4 times)
- “West of Western link” (mentioned 4 times)
- “Ordnance Wharf (mentioned 3 times)
- “North of town” (mentioned 2 times)
- “Love Lane to Brenley” (mentioned 2 times)
- “Bysing Wood” (mentioned 2 times)

Question 14: How would you like to see the town centre evolve over the next 10-20 years?

(Question response options: open answer)

505 out of a total of 527 respondents (95.8%) answered this question.

Key Themes

Key theme 1: “ small, local independent traders”

179 of 505 (35.4%) respondents aligned to this theme of respondents aligned to this theme. Related comments include:

- “Encourage the small trader and unique bespoke businesses”
- “I would like to be able to shop locally for everything I need. Independents and variety.”
- “Build on the positives and support local businesses.”
- “We would hope that Faversham's historic and cultural centre remains viable and intact with a thriving hospitality industry and independent retailers.”
- “Independent shops, quirky but keeping to the market town feel - not 'modern' that does not highlight the 'oldness'. Medievalness of Faversham, which is so special and appreciated.”
- “More sustainable local shops instead of the Gaps we have now”
- “Continue to celebrate heritage. Encourage independent retailers, resist chains. More rewilding even of small verges. Remember there is more to the town than the town centre.”

Key theme 2: “ stay as is, retain heritage and character”

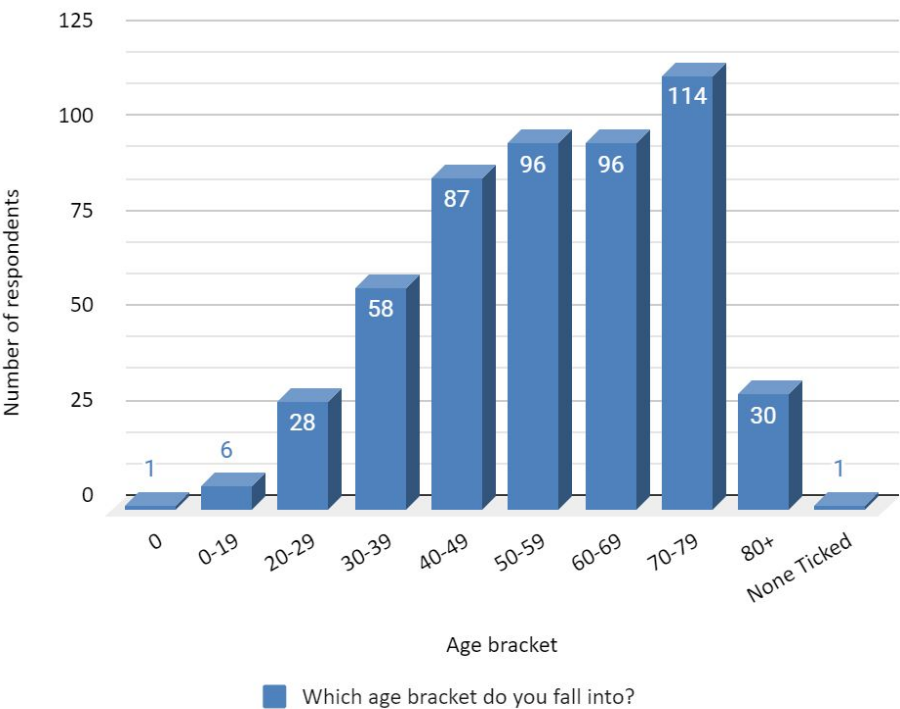
83 of 505 (16.4%) respondents aligned to this theme of respondents aligned to this theme. Related comments include:

- “ Remain a historic market town, without new building. More occupation of the existing old buildings, and without any barbers/vape shops/betting shops/ etc. The usual town killers.”
- “With as little change as possible. We must preserve the unique, historical nature of the town centre. The current exclusion of traffic, I would wholeheartedly support in perpetuity.”
- “I would like to see the historic buildings maintain but not the town getting any bigger. It is big enough!”
- “Faversham has the opportunity to do really well in the future if it can remain isolated from other towns. Large towns will decline and internet shopping here to stay. But niche shops and speciality providers can thrive alongside historical attractions and cafes etc. to create a very pleasant shopping and exploring town aided by the best green credentials”
- “I do not believe that there is any reason it would be in Faversham's best interests for our quaint market town centre to be changed in any way we all need to support our local shops as much as possible”
- “Gently- maintaining and developing all that is good and in keeping and holding at bay the mediocre.”
- “Don't know. Perhaps it has evolved too far already! It is sad when lovely old medieval towns and villages get overtaken, It is called "progress"”

Question 15: Which age bracket do you fall into?

(Question response options: up to 19, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80+)

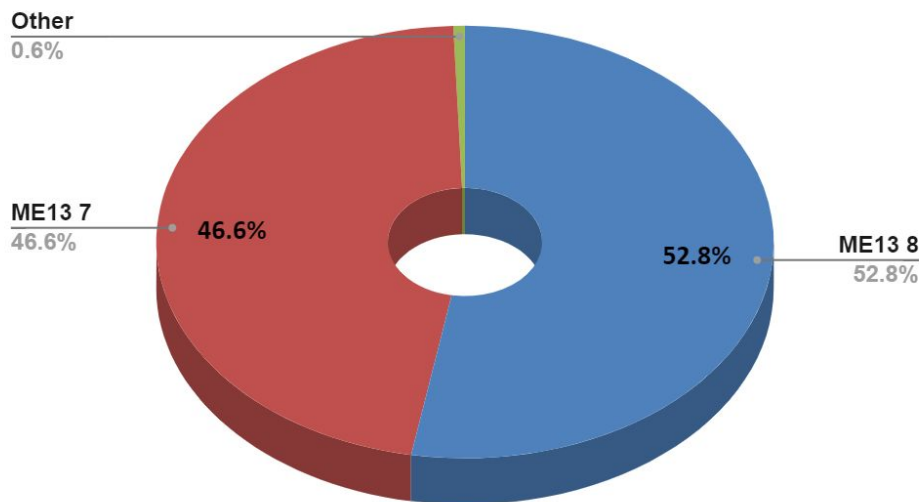
520 out of a total of 527 respondents (98.7%) answered this question.



Question 16: Which Post Code sector do you live in?

(Question response options: ME13 7, ME13 8, other)

521 out of a total of 527 respondents (98.9%) answered this question.



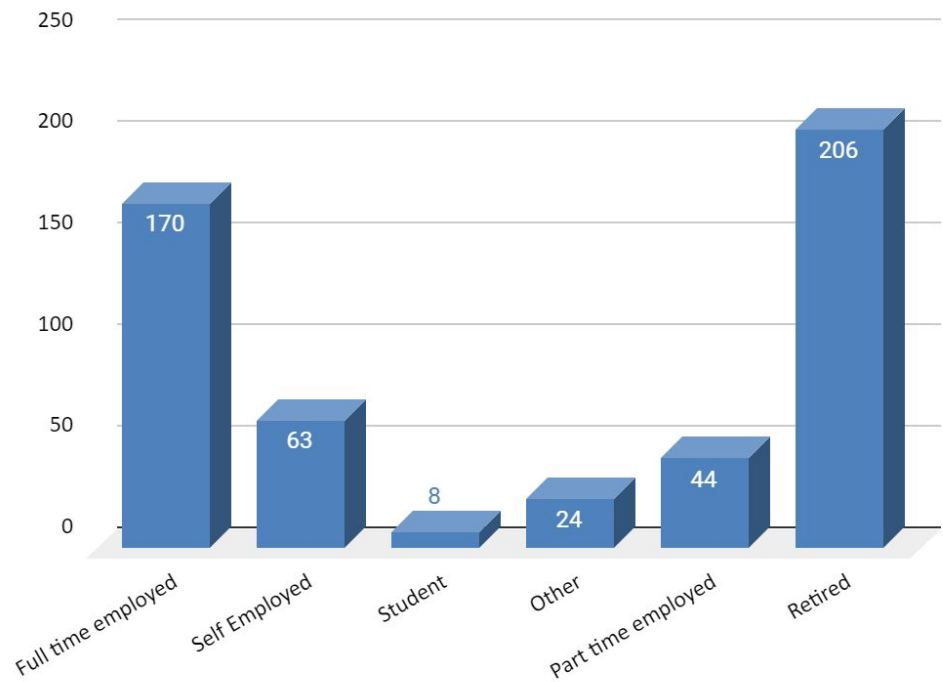
This matches almost identically with ONS data, that suggests 48.2% of residents across the two postcode sector areas live within ME13 7, whereas 51.8% live within ME13 8.

Question 17: What is your employment status?

(Question response options: Full time emp, Part time emp, Self employed, Retired, Student, Other)

515 out of a total of 527 respondents (97.7%) answered this question.

What is your employment status?



Youth Survey

Summary of Responses and Key Themes

Executive Summary - Residents Survey

Three primary themes are expressed in the responses to the survey questions:

- There is inadequate provision of facilities for the 9-16 year olds and the youth
- There is a positive satisfaction with Faversham as a place to live
- There is a sense of concern with the town's recent development

Inadequate provision of facilities for the older and teenage children:

There was a clear majority of the respondents to the survey that thought the provision for the 9-16 age group was inadequate (Q. 8). They thought that the facilities that were lacking were in the areas of youth clubs and youth facilities (Q. 6) and in the provision of places to socialise and 'hang-out' (Q. 9). The respondents wanted to see improvements in the provision of more, newer or better skateparks and shops that catered better for them (Q. 12 and Q.13). They wanted to see the town develop in the future with both those child and teen friendly facilities (Q.27) and that had more to do, were safe and family friendly (Q.4)

Positive satisfaction with Faversham as a place to live:

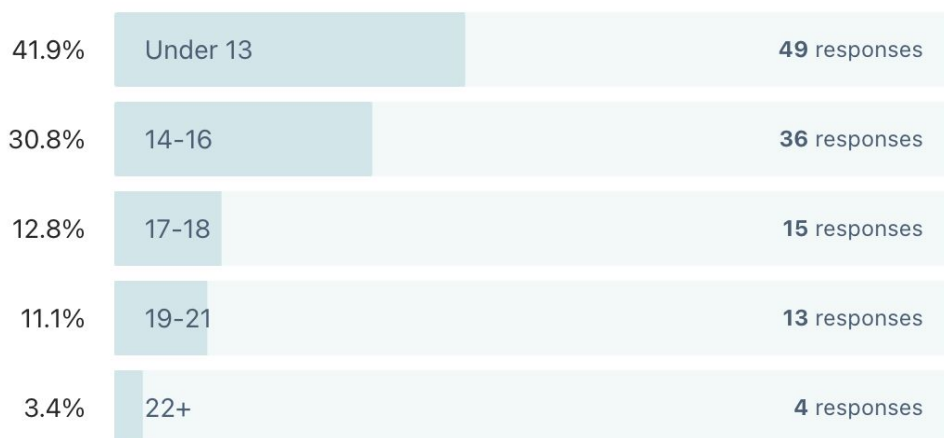
The majority of respondents considered it more likely they would live in Faversham in the future (Q. 23) and had a high satisfaction level with the parks and green spaces (Q. 18), mentioning a good number by name (Q. 17). However, the majority also thought they would not be able to afford to buy a house in the future in Faversham (Q. 24)

Concerns about the over-development of the town:

While the majority of the respondents expressed the view that they wanted the town to develop more facilities and shops there was also a clear expression that they didn't want further development of the town to change its character (Q.26). Additionally many respondents wanted to preserve the heritage and charm of the town (Q10 and Q.11). The majority also expressed the view that with extant infrastructure they are not as able to cycle more (Q. 21).

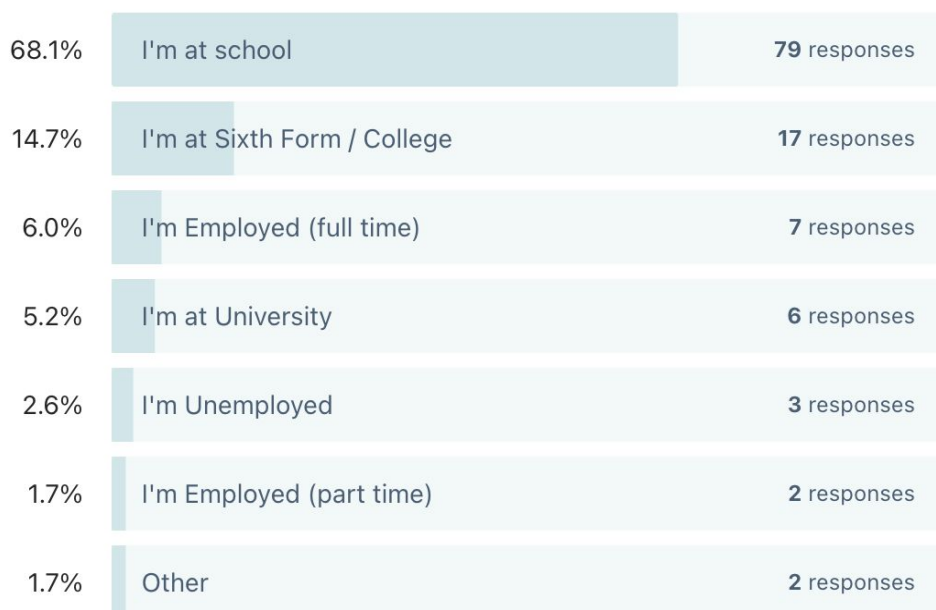
Question 1: Which age bracket do you fall into?

117 out of a total of 117 respondents (100%) answered this question.



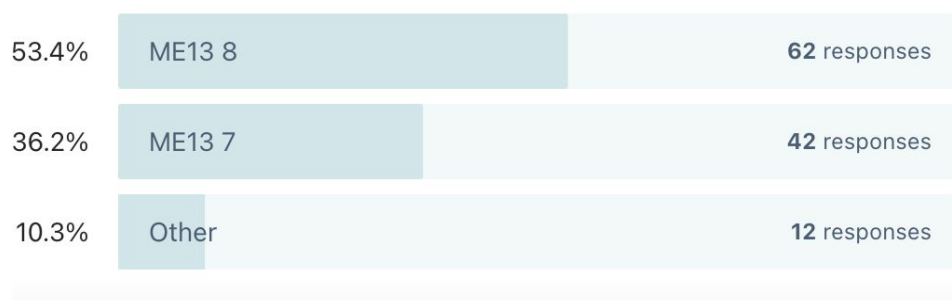
Question 2: Employment/Education Status:

116 out of a total of 117 respondents (99%) answered this question.



Question 3: Post Code Sector for where you live:

116 out of a total of 117 respondents (99.1%) answered this question.



Question 4: Looking forward 10 years, what kind of place would you like Faversham to become?

114 out of a total of 117 respondents (97.4%) answered this question.

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key Theme 1: “We want to have a safe; clean; family friendly; community town.

45 of 114 (39.5%) of respondents aligned to this theme. Related comments include:

- “A place to feel safe when I'm out”
- “Drug and crime free”
- “A safe place where people can feel comfortable sending their kids out instead of worrying”
- “I would like Faversham to become less pollutive and more clean”

Key Theme 2: “We want to have plenty to do; more places to play; a fun, modern place

43 of 114 (37.7%) of respondents aligned to this theme. Related comments include:

- “A friendly place where you can walk and cycle safely. Lots of things to do with nice parks, activities and clubs”
- “I would like it to have more sports facility's”
- “Like Tenterden. It's so boring now”
- “A place with a skatepark for the community of young people to go to other than do drugs and vandalise. Rather express personality's in extreme sports.”
- “A medieval town that has kept/taken care of its heritage and historical buildings, but has also adapted to modern life and new technology, to make things easier/more pleasant for its people.”

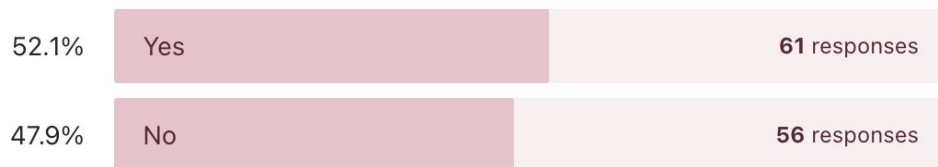
Key Theme 3: “We want a sustainable; environmentally friendly town that encourages diversity”

23 of 114 (20.2%) of respondents aligned to this theme. Related comments include:

- “More environmentally friendly, for example more trees, more allotments, less cars, electric cars points, and advertising this”
- “A happy, peaceful and environmentally friendly town. Where beautiful places, even like a simple stream pathway can be treated with respect.”
- “a social eco place where everyone and thing is welcome”
- “A diverse town with a large range of small businesses and practices. I also think it should be a very environmentally friendly and forward thinking town, working to make itself as great, inviting and eco-conscious as possible.”

Question 5: Do you think there's enough provision for 'community spaces' in Faversham?

117 out of a total of 117 respondents (100%) answered this question.



Question 6: If "No", what type of community space is lacking and where is it needed?

52 out of a total of 117 respondents (44.4%) answered this question.



Key Themes

Key Theme 1: “We want to have youth clubs and meeting places to chill and hang out”

27 of 52 (51.9%) of respondents aligned to this theme. Related comments include:

- “Spaces for teenage youth groups that are safe and indoors, with youth workers. It is needed for all the young people seeking new friends and experiences, as well as offering qualifications like the Duke of Edinburgh’s Award or just youth groups that allow young people to put themselves out there in a safe space, particularly for home schooled or isolated individuals, as it can really benefit their mental health and many developing skills.”
- “Areas for younger people to meet safely without prejudice.”
- “There needs to be more free mental health clubs or spaces for young people to learn how to support themselves I.e learning to do taxes, mortgages.”
- “As a teenager I don’t want to hang around the streets with my friends .. it would be cool to have a youth centre with a teen cafe to hang out .. scatter park”

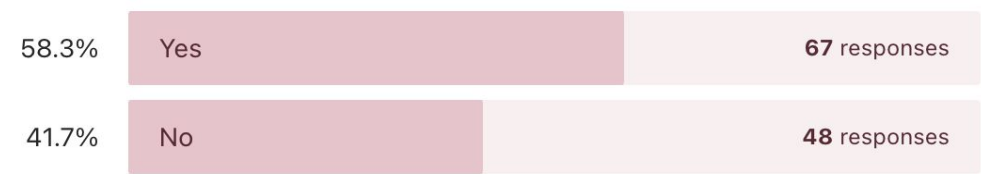
Key Theme 2: “We want a proper, bigger and better skate park”

17 of 52 (32.7%) of respondents aligned to this theme. Related comments include:

- “A better skate park and a cafe that welcomes teenagers”
- “We want a bigger and better skate park”
- “I spend a lot of time at our skate park and it’s not very big or good for the amount of people using it”
- “A proper skatepark. I feel that Faversham has loads of people that ride skateboards, scooters and BMX but in the redevelopment of the Rec we were the group of people that were left out. Both play parks had money spent of them, so did the football and rugby facilities, new gym equipment, but the nothing on the skatepark, which is probably one of the worst skateparks in the country, just look at the skateparks at Swalecliffe or Minster and now Sittingbourne. We get moaned at for skating in the town or street, but you provided us with nothing from the £1.9 million that the town received for the Rec makeover.”

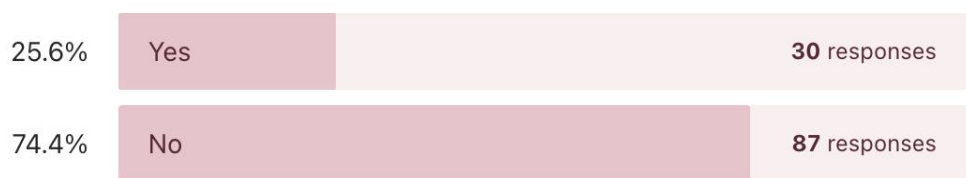
Question 7: Do you think there’s enough youth facilities in Faversham, for 0-8 year olds?

115 out of a total of 117 respondents (98.2%) answered this question.



Question 8: Do you think there’s enough youth facilities in Faversham, for 9-16 year olds?

117 out of a total of 117 respondents (100%) answered this question.



Question 9: In terms of youth facilities, what do you think is missing?

111 out of a total of 117 respondents (94.8%) answered this question.



Key Themes

Key theme 1: “Places to socialise, to hang-out and that have youth facilities”.

89 of 111 (80.2%) respondents aligned to this theme. Related comments include:

- “Places where you can do anything or become anything. You can express your feelings do what YOU want to do!”
- “West Faversham is particularly lacking in general spaces for youth and children”
- “Communication and being social and bringing back youth facilities to help teens to regain what has been lost over years for kids.”
- “places to socialise without having to spend money. For example areas that are safe for children to 'hang out' that is not a restaurant.”

Question 10: Thinking about our town’s history and heritage, are there any buildings or places you suggest should be protected? Please tell us why these places matter to you.

101 out of a total of 117 respondents (86.3%) answered this question. The places mentioned most frequently were:

- “guildhall” (mentioned 18 times)
- “creek” (mentioned 12 times)
- “gunpowder” (mentioned 11 times)
- “Town Hall” (mentioned 9 times)
- “Market place” (mentioned 6 times)
- “cinema” (mentioned 6 times)
- “brewery” (mentioned 5 times)
- “West Street” (mentioned 3 times)
- “Standard Quay” (mentioned 3 times)
- “TS Hazard” (mentioned 3 times)

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key theme 1: “preservation is beneficial and gives Faversham its identity”

66 of 101 respondents (65.3%) aligned to this theme:

- “old palaces that have shaped the town and given it its identity should be protected”
- “Cinema, guildhall. The guildhall is the heart of faversham and iconic the cinema has history and is beneficial to kids of faversham”

Question 11: What's the best thing about living in Faversham

114 out of a total of 117 respondents (97.4%) answered this question.

Key phrases submitted can be visually represented by relevance as:



Key Themes

Key theme 1: “the people, community and the feeling of safety locally”.

50 of 114 respondents (28.9%) aligned to this theme:

- “It’s very calm and we always bump into people we know”
- “The community feel, it’s small enough to feel safe but big enough to not feel hemmed in.”
- “Close knit community”
- Almost everyone is friendly”
- “Its a nice place where you can meet your friends”

Key theme 2: “places to go for walks and to enjoy nature”

23 of 114 respondents (20.2%) aligned to this theme:

- “A lot of places to go for walks like the town, parks and different woods like the gunpowder works”
- “The calm high street nice for a wander and a nice walk along the creek just 5 mins away! Proximity to the countryside”
- “Access to nature”

Key theme 3: “historical, charming, tight-knit”.

14 of 114 respondents (12.3%) aligned to this theme:

- “Still has some historical charm left.”
- “Tight-nit community, with lots to offer historically and in the future. East access to the sea”

Question 12: If you could improve just one thing about living in Faversham, what would it be?

113 out of a total of 117 respondents (96.5%) answered this question. The places mentioned most frequently were:

- “Shops” (mentioned 15 times)
- “Skate park” (mentioned 13 times)
- “places”(to meet) (mentioned 7 times)
- “safety” (mentioned 6 times)
- “Litter” or “rubbish” (mentioned 4 times)
- “Parks” (mentioned 5 times)
- “Restaurants” or “cafes” (mentioned 4 times)
- “community” (mentioned 3 times)
- “Bike” (mentioned 3 times)

Key phrases submitted can be visually represented by relevance as:



Question 13: Do you have any other suggestions that you think would make Faversham a better place for young people?

111 out of a total of 117 respondents (94.8%) answered this question. The places mentioned most frequently were:

- “places” (mentioned 13 times)
- “Skate park” (mentioned 12 times)
- “safety” (mentioned 10 times)
- “shops” (mentioned 8 times)
- “sport” (mentioned 7 times)
- “youth” (mentioned 6 times)
- “club” (mentioned 6 times)
- “facilities” (mentioned 5 times)
- “social” (mentioned 4 times)
- “park” (mentioned 4 times)



Question 14: Thinking about local facilities and services available in Faversham, are there any that you make use of regularly?

111 out of a total of 117 respondents (94.8%) answered this question. The places mentioned most frequently were:

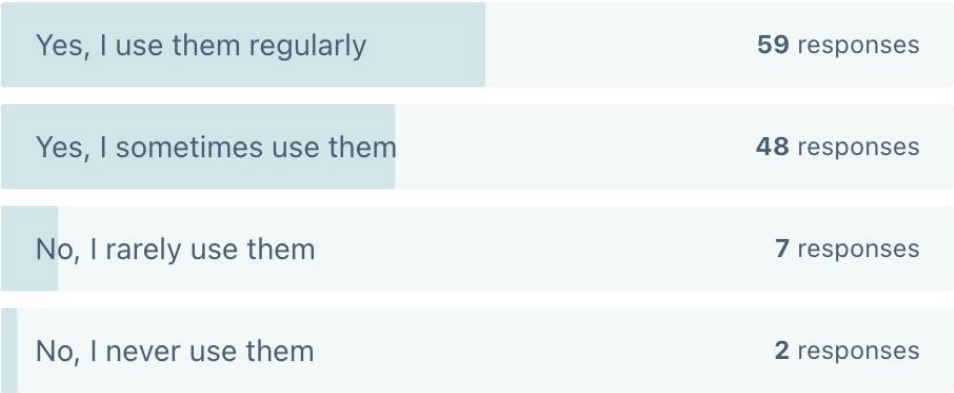
- “Rec.” (mentioned 30 times)
- “swimming pool” (mentioned 19 times)
- “park” (mentioned 15 times)
- “shops” (mentioned 13 times)
- “market” (mentioned 8 times)
- “train” (mentioned 8 times)
- “gym” (mentioned 6 times)
- “cinema” (mentioned 5 times)
- “centre” (mentioned 4 times)
- “toilet” (mentioned 4 times)
- “fields” (mentioned 3 times)
- “library” (mentioned 3 times)
- “Skate park” (mentioned 3 times)

Key phrases submitted can be visually represented by relevance as:



Question 15: Are there any parks or spaces near you that make use of?

116 out of a total of 117 respondents (99.1%) answered this question.



Question 16: If no, why not?

9 out of a total of 117 respondents (7.7%) answered this question.

The responses to this question were:

- “For babies and have no goals or skate parks”
- “Unsafe in West Faversham (Davington/St Anns Ward)”
- “too busy, am scared of the possible things that may happen”
- “Currently covid and if not get bored easily and its not nice when older children are drinking and smoking there”
- “Many of the parks I feel are unsafe for children. There’s also nothing for teenagers to do there”
- “Get boring”
- “Because they are dangerous hangouts for gangs”
- “i don't go out much”

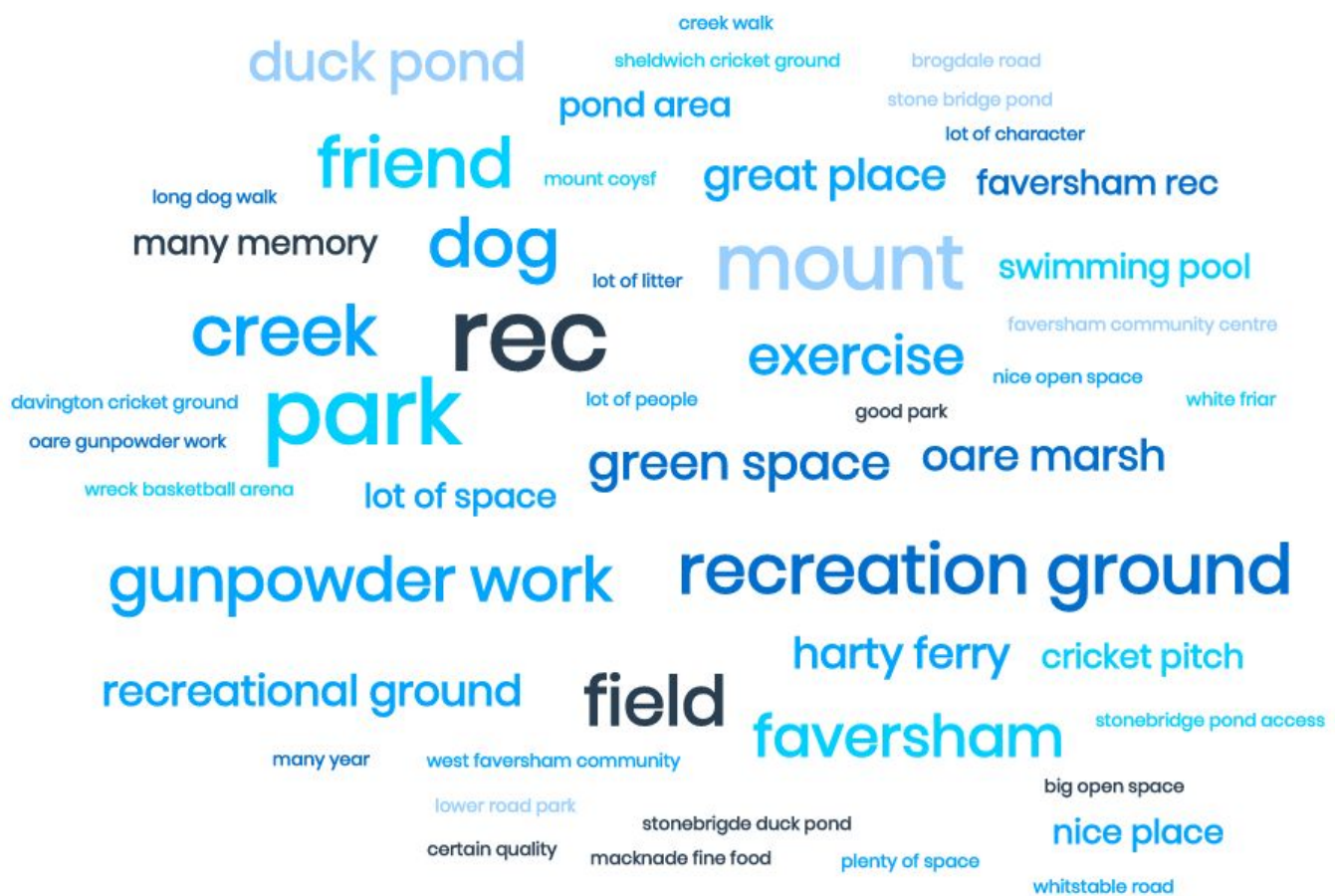
Question 17: Which local green spaces are important to you, and why?

110 out of a total of 117 respondents (94.0%) answered this question.

The places mentioned most frequently were, and explained as why:

1. "Rec or Recreation" (mentioned 52 times): having fun, big open space, exercise, meeting friends, no other choice
2. "Park" (mentioned 25 times): open space, memories, enjoyment, exercise and play, big enough
3. "Mount" (mentioned 13 times): playing football,
4. "Creek" (mentioned 10 times): walking
5. "Pond" (mentioned 9 times): peaceful, experiencing nature, a certain quality,
6. "fields" (mentioned 6 times): dog walking
7. "Marsh" (mentioned 5 times): quiet, away from crowds, bird watching

Key phrases submitted can be visually represented by relevance as:



Question 18: How satisfied are you with parks and other green spaces in Faversham?

115 out of a total of 117 respondents (98.2%) answered this question.



Question 19: Thinking of cycling and walking routes in Faversham, are there any routes that you feel could be improved, or joined up?

105 out of a total of 117 respondents (89.7%) answered this question. The places mentioned most frequently were:

- “Bysing wood” (mentioned 3 times)
- “[by the] sewage works” (mentioned 2 times)
- “Painters forstal” (mentioned 2 times)

Key phrases submitted can be visually represented by relevance as:



Question 20: Thinking about how you travel to school, college or work, do you ever walk or cycle?

116 out of a total of 117 respondents (99.1%) answered this question.



Question 21: What would enable you to walk or cycle?

29 out of a total of 117 respondents (24.7%) answered this question.

Key Themes

Key theme 1: “If it was closer”.

17 of 29 respondents (58.6%) aligned to this theme:

- “I needed to get the bus to school as it was too far away”
- “living closer to my school”
- “To move schools”

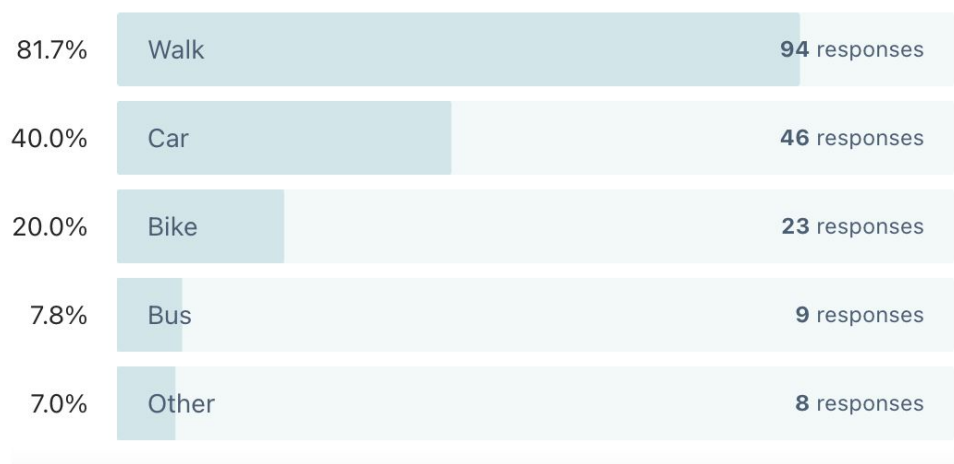
Key theme 2: “less busy roads, paths all the way”.

7 of 29 respondents (24.1%) aligned to this theme:

- “Proximity to school, safe cycle routes”
- “Safer junctions, more crossing points across the main roads, more pavements on the outskirts of Faversham and the surrounding villages”

Question 22: Thinking about how you travel around town, what methods do you generally use?

115 out of a total of 117 respondents (98.2%) answered this question.

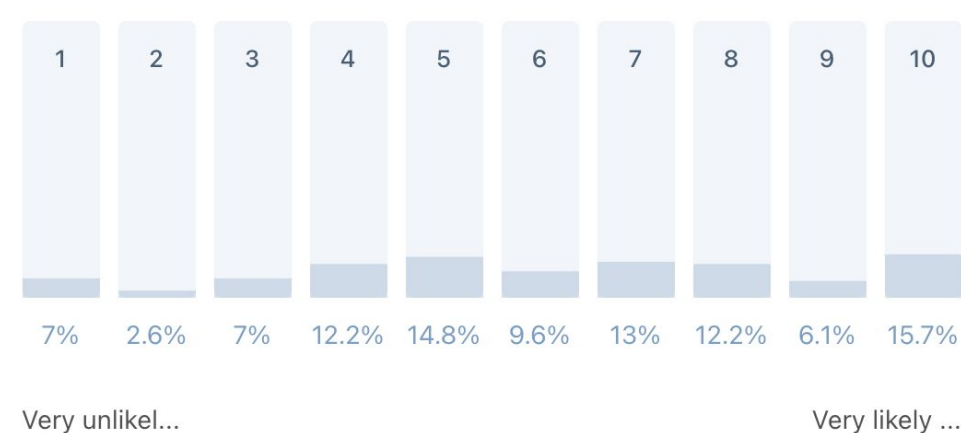


Other responses included:

- Scooter (mentioned x5)
- Skateboard (mentioned x2)
- Train (mentioned x1)

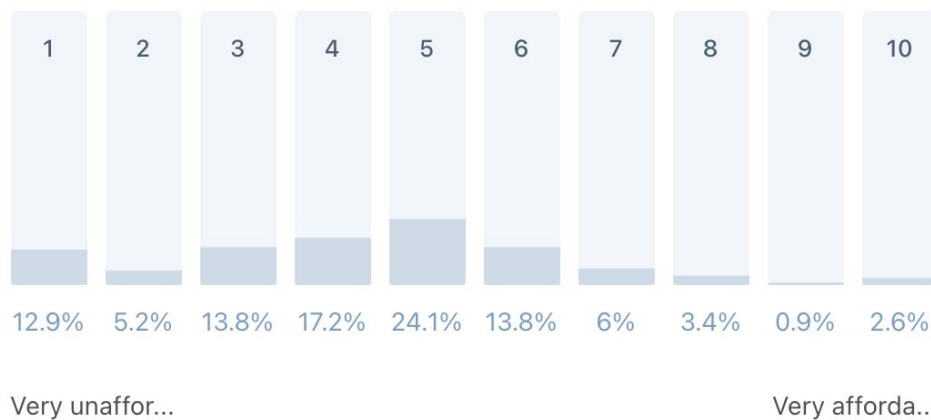
Question 23: Thinking about the future, how likely is it that you see yourself living in Faversham in years to come?

115 out of a total of 117 respondents (98.2%) answered this question.



Question 24: How affordable do you feel house prices are in Faversham?

116 out of a total of 117 respondents (99.1%) answered this question.



Question 25: Thinking about areas of our town that may be developed in the future, which of the following do you consider a priority area for the building of new homes?

113 out of a total of 117 respondents (96.5%) answered this question.



110 out of a total of 117 respondents (94.0%) answered this question.



68 of 110 (61.8%) respondents aligned to this theme of respondents aligned to this theme. Related comments include:

- Faversham Town Council**
Neighbourhood Plan Residents, Business & Youth Surveys: Key Themes Report
 Report Date: 08/03/21

Places respondents wish to be considered / not considered:

6 of 110 (5.5%) of respondents mentioned places that should be considered:

- “outskirts/ edge of town” (mentioned 3 times)
- “Western link” (mentioned 1 time)
- “back fields near Milfield” (mentioned 1 time)
- “Anywhere where there is not many trees to cut down” (mentioned 1 time)

32 of 110 (29.1%) of respondents mentioned places that should not be considered:

- “Green ares, fields, countryside” (mentioned 14 times)
- “Town centre” (mentioned 6 times)
- “Marshes” (mentioned 4 times)
- “Rec”, “Park”, “Skatepark” (mentioned 4 times)
- “Ospringe” (mentioned 3 times)
- “Bysing Wood” (mentioned 2 times)
- “By Sainsburys” (mentioned 1 time)
- “Graveney Road” (mentioned 1 time)
- “Behind shipyard” (mentioned 1 time)
- “Cricket ground” (mentioned 1 time)
- “Perry Court” (mentioned 1 time)
- “Sheldwich” (mentioned 1 time)
- “Lakes” (mentioned 1 time)
- “Near Aldi” (mentioned 1 time)

114 out of a total of 117 respondents (97.4%) answered this question.



Key theme 2: “retain as it is with its heritage, preserved”.

26 of 114 respondents (22.8%) aligned to this theme:

- “Keep its heritage, look after historical sites and keep the market makes the town feel homely”
- “I think it’s good how it is, just making sure all the historical buildings are kept in good shape”
- “Not at all I think that it is a wonderful place with an amazing history to it”
- “I like how historical it is, so I would like it preserved”

Key theme 3: “sustainable, more trees, place where people feel safe, more elements of nature”.

18 of 114 respondents (15.8%) aligned to this theme:

- “Into a thriving hub for local businesses that have sustainable values and put the environment first. More innovative ways of being eco friendly such as reducing plastic usage, increase recycling, more trees in the centre to absorb co2, renewable energy for all businesses/buildings”
- “More trees in town centre and in parks”
- “I think it should be a more friendly place for the public, I am aware of vandalism acts and things that frankly make me anxious that I think is overlooked, to achieve an environment where people feel safe, it should be made clear that change has happened”
- “more elements of nature incorporated into the space in general. Perhaps a community noticeboard that is kept up to date.”

Business Survey

Summary of Responses

Executive Summary - Business Survey

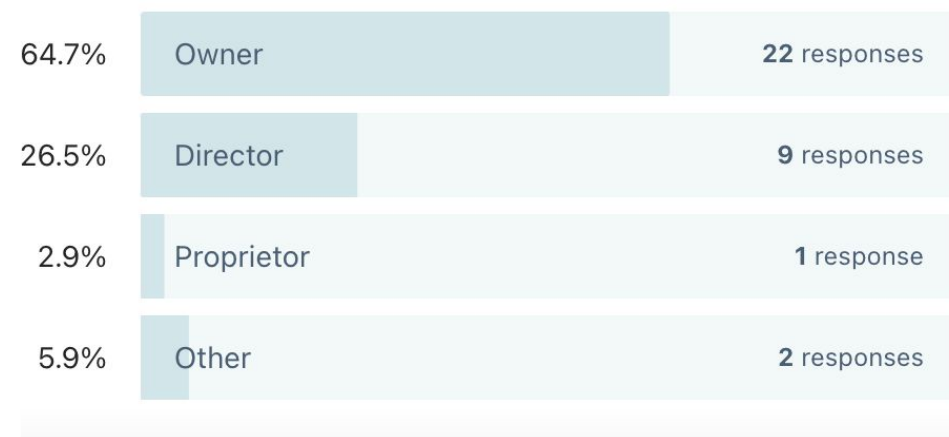
The Business Survey received 34 respondents, all of whom identified themselves as being from independent businesses or shops within Faversham. Over two-thirds of respondents were consumer-facing businesses “B2C”, whilst just under a third were business-to-business “B2B”.

Almost 6 out of 10 respondents are based at home, and almost half of respondents are either self-employed or it's just one person in the business. Almost 68% of respondents' staff travel locally (when they do travel) within Faversham to work at the business in question, with the remaining 32% traveling in from varying distances.

Given the relatively low numbers of respondents, we've provided detail on each of the questions below.

Question 1: What is your role in the business?

34 out of a total of 34 respondents (100%) answered this question.



Others included:

- Self Employed Consultant
- Partner

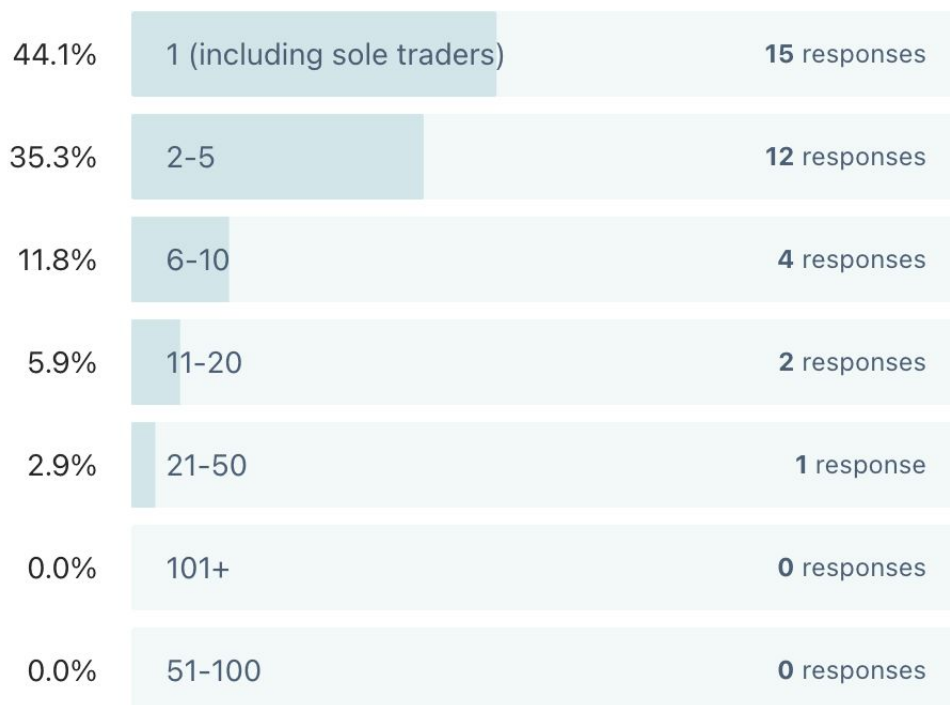
Question 2: How long has your business been operating for?

34 out of a total of 34 respondents (100%) answered this question.



Question 3: How many staff does your business employ?

34 out of a total of 34 respondents (100%) answered this question.



Question 4: What industry is your business in?

34 out of a total of 34 respondents (100%) answered this question.

Specific responses were:

- Kitchen and bathroom installation
- Motorsport
- Bridalwear
- Gas Central Heating.
- Memorial retail
- Repair & IT
- Hospitality
- Outdoor Recreation
- Tattoo and piercing
- Hospitality
- hospitality and retail
- Beauty
- Dressmaking and alterations
- Furniture sales
- Cleaning
- Cloud Information Technology
- Service
- Quality Assurance, Auditing and PAT Testing
- Finance
- Footwear Distributor
- Consulting
- Financial Services
- Childcare
- Product design
- Sailmakers and Cover Makers
- Music and arts centre
- Retail florist
- Financial Services
- Retail
- Education
- Retail
- Environmental Consultancy
- Legal services
- Manufacturing

Question 5: What, specifically, does your business do?

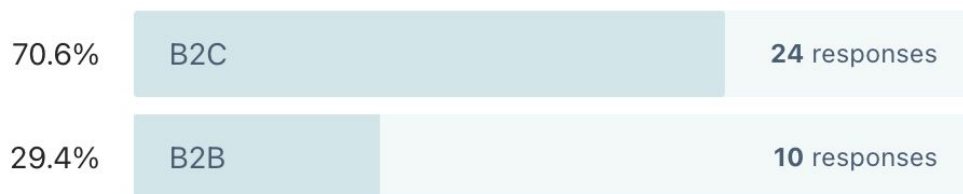
34 out of a total of 34 respondents (100%) answered this question.

Specific responses were:

- Installation of kitchens and bathrooms including plastering tiling and carpentry
- Motorsport Race Paddock build ups
- We design and make bespoke bridalwear
- Service, repair and install gas appliance and central heating systems.
- Memorials small building works
- I offer remote support for IT systems and repairs for mailing equipment, phones, tablets etc etc and website design.
- Accommodation, Events, Restaurant Tourism
- Experience days and events.
- Tattoos and piercings
- Pub
- Village shop/ general Store / Cafe / restaurant
- Beauty treatments
- Make clothes and alter clothes
- Sells new furniture
- Domestic and com
- Provides Cloud Business Systems
- Interpreting
- Provide quality assurance consultancy, audit services and PAT testing services to SMEs
- Investment management and consulting
- Import and distribute boots and hats from Australia
- Help independent business increase revenue & growth potential
- Raise commercial finance
- Provide childcare to families
- Colourful illustrations and homewares
- Manufacture Sails ,Covers ,make up rigging .
- Music arts venue and cafe
- Funeral, wedding and every day flowers
- Commercial finance ltd
- I am a shop
- Helps Business owners gain FREEDOM from their Business, have CHOICES to make even more MONEY and TIME away from the Business
- Design, supply and install kitchens, bedrooms and bathrooms in domestic homes
- Carries out Environmental Assessment of plans, projects and developments in UK and internationally plus Sustainability assessments for businesses
- Provide a range of legal services
- Conversion of Buses and Bus repairs

Question 6: Is your business primarily consumer-facing (B2C), or business to business (B2B)?

34 out of a total of 34 respondents (100%) answered this question.



Question 7: What type of premises does your business currently operate from?

34 out of a total of 34 respondents (100%) answered this question.



Others included:

- Hotel
- Old public house

Question 8: Is your business independently owned/operated, or are you part of a wider group?

34 out of a total of 34 respondents (100%) answered this question.



Question 9: Thinking about you and your staff, how far do they have to travel in order to get to your business?

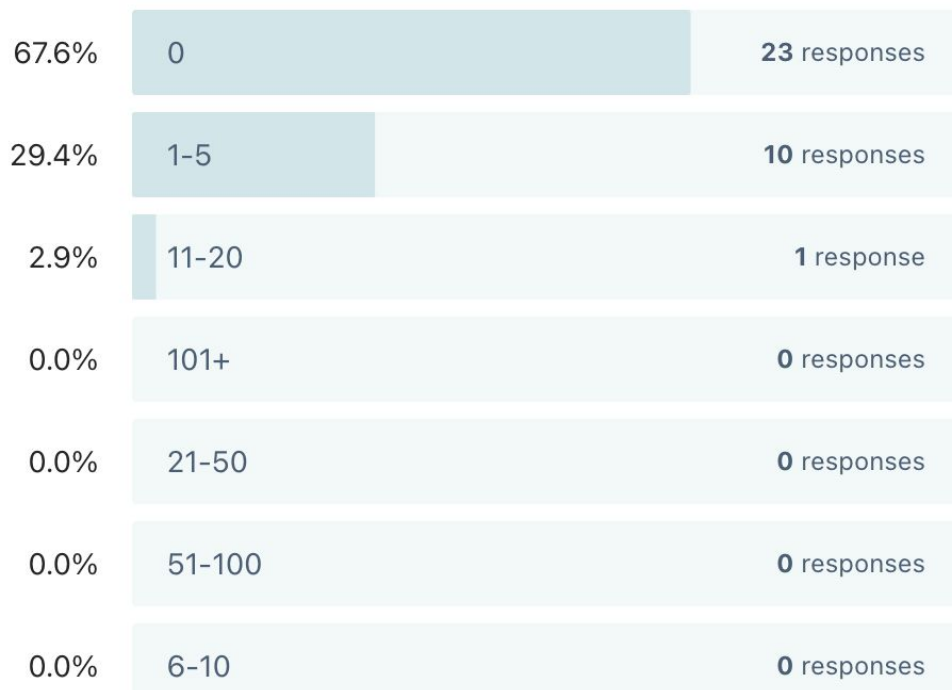
34 out of a total of 34 respondents (100%) answered this question.

Responses (categorised) were:

- “Sole trader, usually working at home or very local” or “All my staff live locally” - 23 aligned to this theme
- Other responses included:
 - Up to ½ mile - 1 respondent
 - Faversham, Herne Bay, Folkestone, Gravesend - 1 respondent
 - From all over! Faversham, canterbury, Dover and Margate - 1 respondent
 - Up to 10 miles - 1 respondent
 - Staff travel around 30 mins from Medway or Hythe - 1 respondent
 - within 100 yards to 5 miles - 1 respondent
 - Between 10-50 minutes. They travel from Ashford, Folkestone - 1 respondent
 - Travelling 20 miles from E Kent - 1 respondent
 - Walk or train ride - 1 respondent
 - Two local one further afield - 1 respondent
 - Local and by train from South East coast - 1 respondent

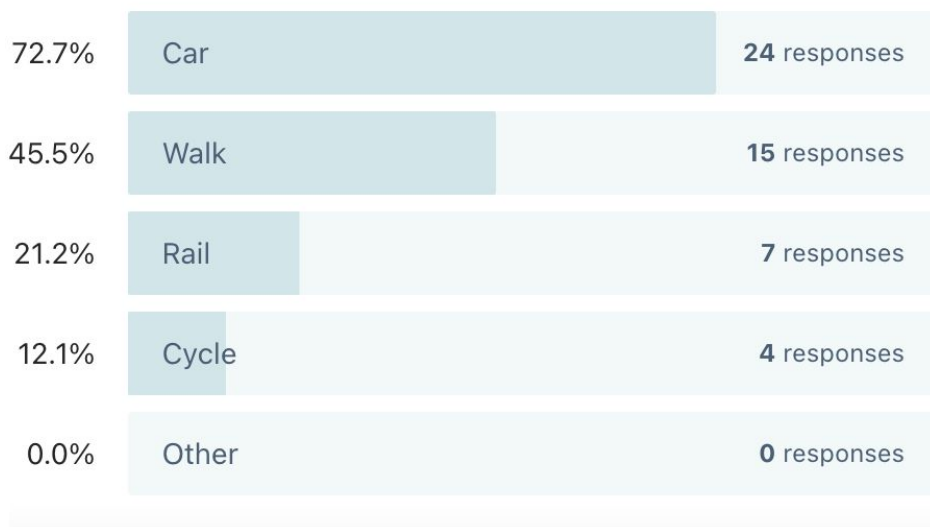
Question 10: How many of your staff travel into work from other areas outside of Faversham?

34 out of a total of 34 respondents (100%) answered this question.



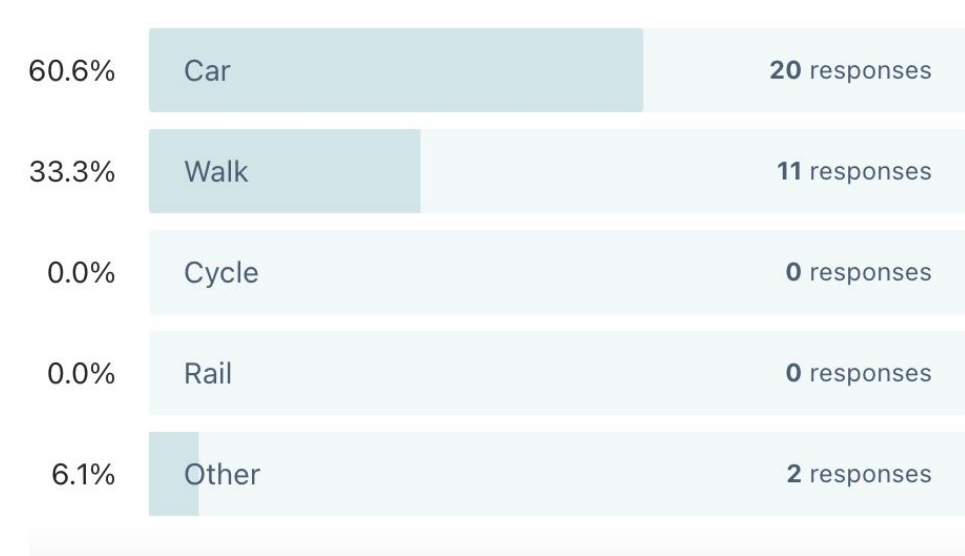
Question 11: Which methods of transport do you and your colleagues use to travel to and from work?

33 out of a total of 34 respondents (97.0%) answered this question.



Question 12: Which method of transport do the majority of your staff use?

33 out of a total of 34 respondents (97.0%) answered this question.

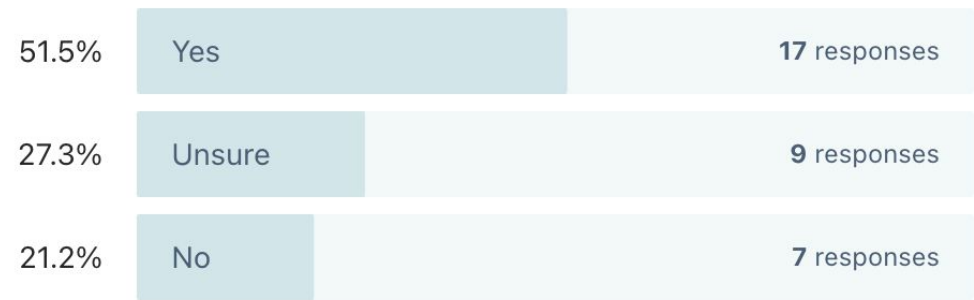


Others included:

- Walk
- N/A - home office

Question 13: Thinking about your staff, do you have access to the right skill base within Faversham?

33 out of a total of 34 respondents (97.0%) answered this question.



Question 14: What types of skills are missing from your business?

7 out of a total of 34 respondents (20.6%) answered this question.

Specific responses included:

- Sole Trader so all skills are my own
- Technology
- It and Book keeping
- sales, presentation skills, knowledge of commercial finance
- n/a A single town is too small to fill recruitment needs
- qualified legal staff
- coach builders and associated

Question 15: Looking ahead to the next few years, do you envisage your business expanding or contracting?

34 out of a total of 34 respondents (100%) answered this question.



Question 16: You said you're considering expanding. Would you need to relocate and what would you relocate for?

16 out of a total of 34 respondents (47.0%) answered this question.

Responses included:

- 7 respondents suggested they do not anticipate needing to relocate
- 9 respondents suggested they may need to consider relocating. Reasons given were:
 - I feel I will need to relocate, Faversham offers nowhere to grow. I will need a warehouse space with a way for my staff to get to me but at the moment i dont know of anywhere in faversham that can help me.
 - Would like more locations to offer Experience days from.
 - more space
 - bigger industrial units
 - Yes. For client reception, more desks for staff
 - Yes I would need to relocate but I am looking at staying in the Faversham area. I am looking for a premise that is suitable for a day nursery that has adequate outside space
 - Unsure at the moment
 - probably - zero support from Swale council around business parking
 - Expand home working for new staff

Question 17: Should Faversham seek to create an Innovation/Science Park in the future, and would that be useful to your business?

34 out of a total of 34 respondents (100%) answered this question.

- 8 respondents expressed a view aligned to "NO"
- 6 respondents expressed a view aligned to "POSSIBLY / NOT SURE"
- 11 respondents expressed a view aligned to "PROBABLY / YES"

Comments included:

- Any job creation is good but it probably won't affect my business
- I think this would help faversham a lot. My biggest concern with faversham is it feels as if it's in the past. There is nowhere for new business to grow or any reason for people outside to come into faversham. I feel like when I do grow I will have trouble finding people to work for me and bringing people from outside will be an issue too.
- Would bring more people to the area and potential new business
- Only as extra consumers to come to our business
- Any improvement and new ventures would benefit
- Could bring me some customers
- Only in that it might produce potential clients
- my skills and services would be useful to that industry sector
- No, I feel Faversham will lose its heritage and small town feel and the community spirit if it it continues developing at the rate it currently is
- There is one in sittingbourne and I don't now enough about them to comment
- Should create? No idea, but seems insular not to consider Canterbury & Sittingbourne existing science parks. Would it be useful? No (but that doesn't mean it's a bad idea)

Question 18: If your business could benefit from having access to better facilities or services, what would you like to have access to?

31 out of a total of 34 respondents (91.1%) answered this question.

Comments include:

- Better internet network coverage
- Faster broadband is a must, more offices, shops but i think we need more chain shops such as primark, Mcdonalds etc etc to attract people into faversham
- Commuting and Transport network
- Woodlands, lots of it.
- Parking
- Better parking
- Faster broadband, staff parking
- Faster broadband meeting and training rooms if I teach
- Faster broadband better parking provisions
- Meeting & Training rooms or hot desk facilities to use on demand
- Local shops and more cafes
- Not necessary for me
- more reliable broadband
- Faster broadband
- office space, wireless internet access, parking, day time dining, meeting space
- Ultrafast broadband (we currently have circa 60Mbs in town)
- I'd love to see some spaces for pop up shops / temporary shops / multi use pop up spaces
- Faster broadband
- Access to more parking and other shops
- broadband, shared office space
- Training/Meeting Rooms
- We have what we need. Faster internet always nice (subject to cost)
- Better broadband, meeting space and possible training rooms
- serviced offices/meeting rooms

Question 18: What sort of premises would be most desirable for your business?

33 out of a total of 34 respondents (97.0%) answered this question.

Comments include:

- My home is sufficient
- Workshop and shop in the same place
- A unit and in the future warehouse
- Where I am
- Manor hour/campsite with tearoom facilities.
- Somewhere with heavy foot fall
- Old Pubs
- If I teach then hire by the hour room with lots of plugs for sewing machines and tables and chairs
- Fine as we are
- Flexible office space
- As at present. Working from home.
- serviced offices with parking
- Larger Industrial units with loading bay
- office space with parking
- Office
- Parking and outside ode space as an adequate sized garden is a must
- A multi functional creative pop up space
- Less dirty environment .Easier to heat ,More light for manufacturing ii
- The one we are currently at
- a shared office/ workspace
- Boardroom
- What we have (rural large showroom)
- Suit semi rural location with good broadband or near potential clients like lawyers etc
- purpose built office