

Clay Cross Town Investment Plan

Draft Summary of Phase One Consultation

**on behalf of North East Derbyshire District Council and the Clay
Cross Town Board**

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Contact

Nexus Planning
Eastgate
2 Castle Street
Castlefield
Manchester
M3 4LZ

T: 0161 819 6570

E: info@nexusplanning.co.uk

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1.0 Introduction

- 1.1 As part of the development of the Clay Cross Town Investment Plan, Nexus Planning, working alongside North East Derbyshire District Council and the Clay Cross Towns Board, issued an online questionnaire to residents, businesses and employers within Clay Cross.
- 1.2 The consultation period ran from 26th June to 13th July and the surveys were publicised via online sources, the Council's website and social media accounts, local news organisations, circulation by local community groups and organisations, posters displayed throughout Clay Cross and through hand-delivery to all addresses in the town itself of a post card notifying the community of the consultation.
- 1.3 In total, 389 surveys were completed.
- 1.4 The purpose of this document is to provide a summary of the findings of the survey, and to set out the key messages. These will then be used to inform the preparation and drafting of the Town Investment Plan.

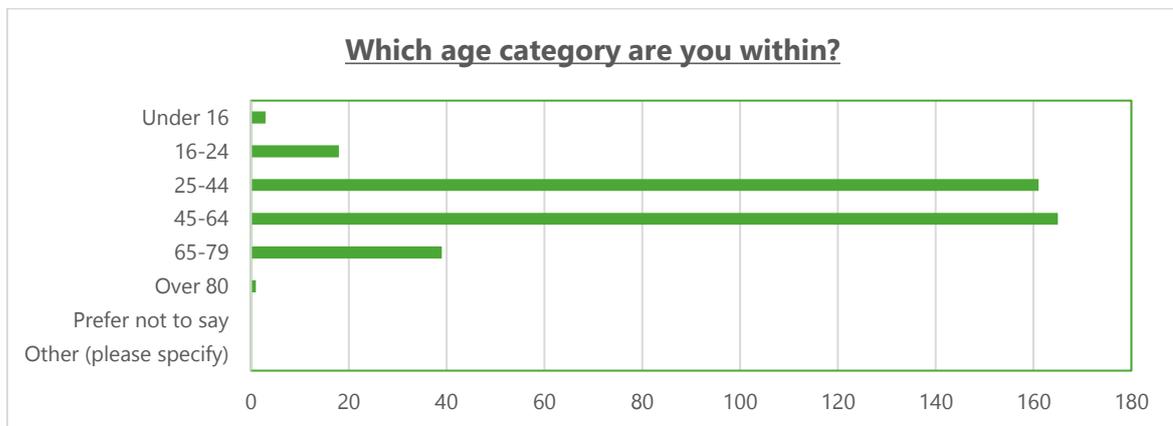
2.0 Summary

- 2.1 The majority of respondents (84.24%) were aged between 25 and 64 and the majority (62.8%) provided their postcode as being within S45, which covers Clay Cross and Ashover to the west and Pilsley to the east, and 61.68% of respondents live in Clay Cross.
- 2.2 Private motor vehicles are the preferred mode of transport for travelling to work/school or college (71.66%) or when visiting the town centre (64.04%). A total of 27.56% of respondents visit the town centre on foot.
- 2.3 Respondents reported that their top factors for liking Clay Cross are that it is a friendly place (13.0%), close to the countryside (6.5%), benefits from free parking (6.2%), the opportunities for shopping (5.9%) has a sense of community spirit (3.1%).
- 2.4 To improve Clay Cross, respondents believe that more shops, a new leisure centre and improvements to the A61 are the top priorities. 67.28% of respondents reported that better provision of shops would encourage them to visit Clay Cross town centre more frequently. Other key responses include better leisure facilities (56.20%) and more fun things to do (48.81%). In regards additional community or leisure facilities, the top response provided when asked this question was improvements to the existing leisure facilities (14.81%) alongside a new leisure facility (8.05%).
- 2.5 When respondents were asked to indicate the importance of a number of possible projects, 62.60% of respondents stated that improving the appearance of the town centre was a very important project. There is wide support for projects being located centrally in Clay Cross, with 22.27% of respondents saying that these should be located in the town centre, 8.18% stated Market Street and 4.09% stated High Street. Within the any other comments box we received a number of comments and the key topics included:
- The prevalence of anti-social behaviour
 - The need to improve the town centre
 - Providing activities for children/young people
 - Reducing vehicular movement through the town

3.0 Survey Results

3.1 Question 1 of the survey asked respondents whether they agreed to the Council’s GDPR rules and if they were happy for their answers to be used within the report. We have not published these answers here. The responses below are from those who agreed to the GDPR rules.

Question 2: Which age category are you within?

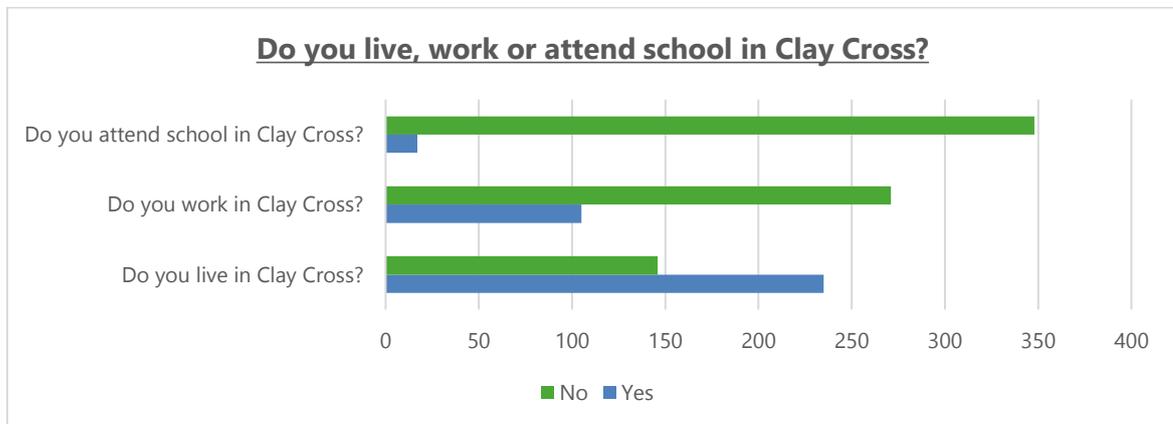


3.2 A total of 42.64% of respondents were aged between 45 and 64 and 41.60% were aged between 25 and 44. 5.43% of respondents were aged under 24, with 0.78% being aged under 16. Respondents aged over 80 totalled 0.26% of respondents.

Question 3: Please provide your post code

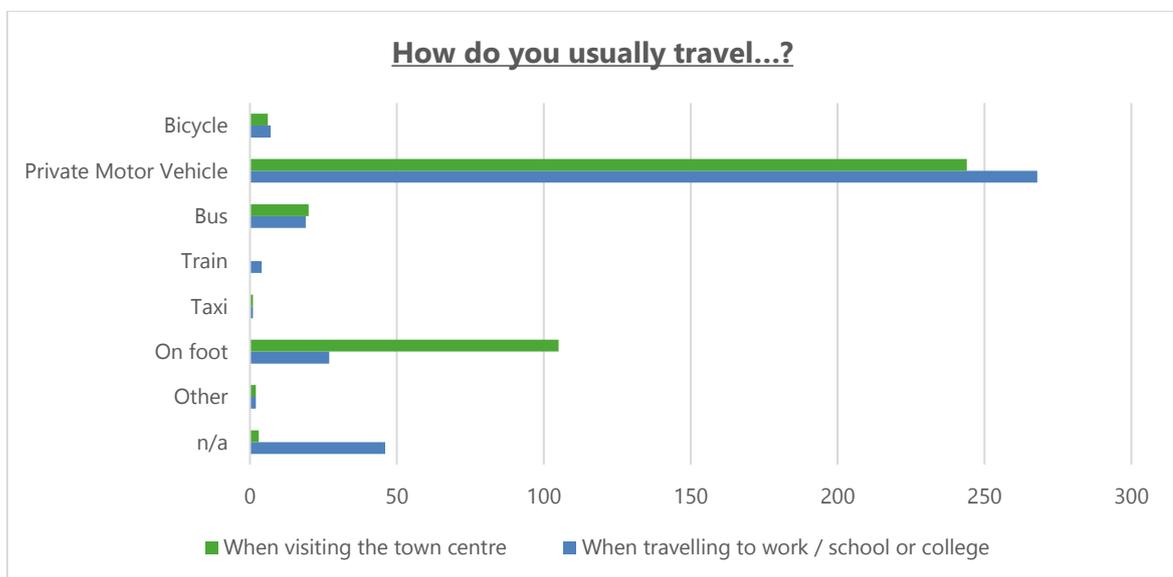
3.3 The three most common post code responses are S45 – Clay Cross, Ashover, Pilsley - (169 responses, 62.8% of the total), S42 - Holymoorside, Grassmoor, North Wingfield, Tupton, Wingerworth, Mastin Moor - (55 responses, 20.4% of the total) and DE55 – Alferton - (21 responses, 7.8% of the total).

Question 4: Do you live, work or attend school in Clay Cross?



3.4 The majority of respondents lived in Clay Cross (61.68% of total respondents). However, in respect of working or attending school in Clay Cross a majority of respondents did not, with just 4.66% of respondents attending school and 27.93% working in Clay Cross. The figure in respect of school attendance is reflective of the age range of survey respondents.

Question 5: How do you usually travel...?



3.5 In respect of modes of transport, it is clear that private motor vehicle use is the predominant means of transport in Clay Cross. A total of 71.66% of respondents use a private motor vehicle for travelling to work/school or college, and 64.04% of respondents reported the same when visiting the town centre. 27.56% of respondents reported travelling on foot when visiting the town centre, however low

figures for cycling (1.57%) and bus (5.25%) were reported. The use of public transport was low for travelling to/from work and school/college and for visiting the town centre.

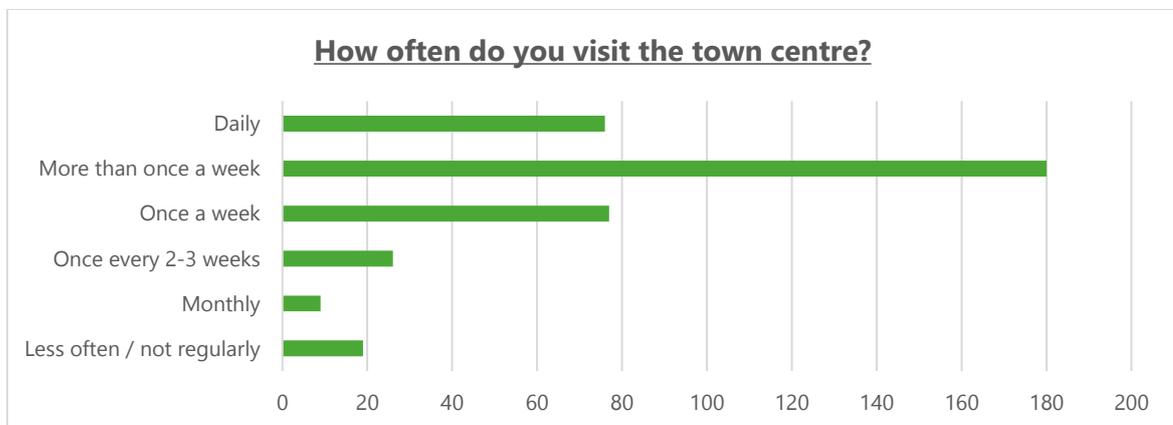
Question 6: What do you like most about Clay Cross?

3.6 When asked this question, the top response provided was that Clay Cross is a friendly place (13.0%), with respondents also liking that it is close to the countryside (6.5%), benefits from free parking (6.2%), the opportunities for shopping (5.9%) and the town’s community spirit (3.1%). Interestingly, 2.5% of respondents replied that they like ‘nothing’ about Clay Cross.

Question 7: What is your top priority to improve Clay Cross?

3.7 The top five responses provided to improve Clay Cross were more shops, a new leisure centre, improving the A61 as it moves through the town centre, improvements to the appearance and streetscape and finally to pedestrianise market street.

Question 8: How often do you visit the town centre?



3.8 The overwhelming majority of respondents (66.15%) reported visiting the town centre either daily or more than once a week (19.64% and 46.51% respectively). A further 19.90% of respondents reported visiting once a week. This demonstrates that a substantial number of respondents visit the centre at least once a week.

Question 9: Why do you visit the town centre?

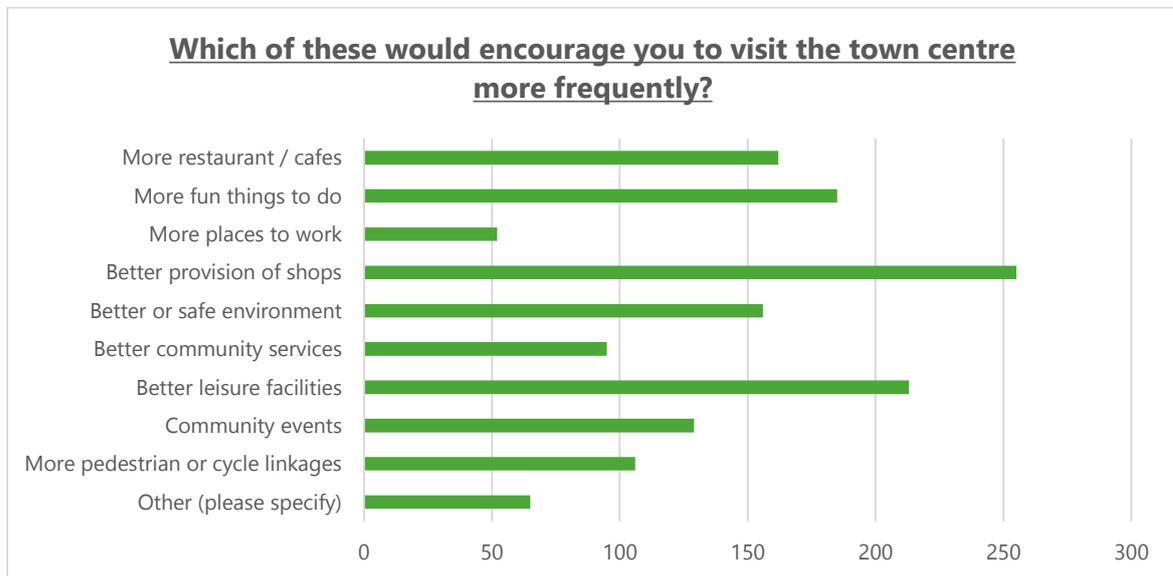


3.9 In terms of reasons for visiting the town centre, to buy food and grocery items was reported by 92.43% of respondents. This is perhaps reflective of the strong food and grocery offer in the town centre. Other top responses include to eat out/drinking (38.12%), for personal services, e.g. bank, hairdresser, solicitor etc. (36.81%) and to access community or health facilities (32.11%). Visiting the town centre for work (21.93%) and because the respondent lived in the town centre (4.70%) were the least common responses.

Question 10: Are there any other reasons why you visit the town centre?

3.10 When asked this question, other than the reasons listed above, 4.93% of respondents stated that they visit the town centre to attend the doctors, 3.45% visit to access takeaways, to take exercise and to visit the library. 2.96% of respondents visit Clay Cross town centre to access the post office.

Question 11: Which of these would encourage you to visit the town centre more frequently?

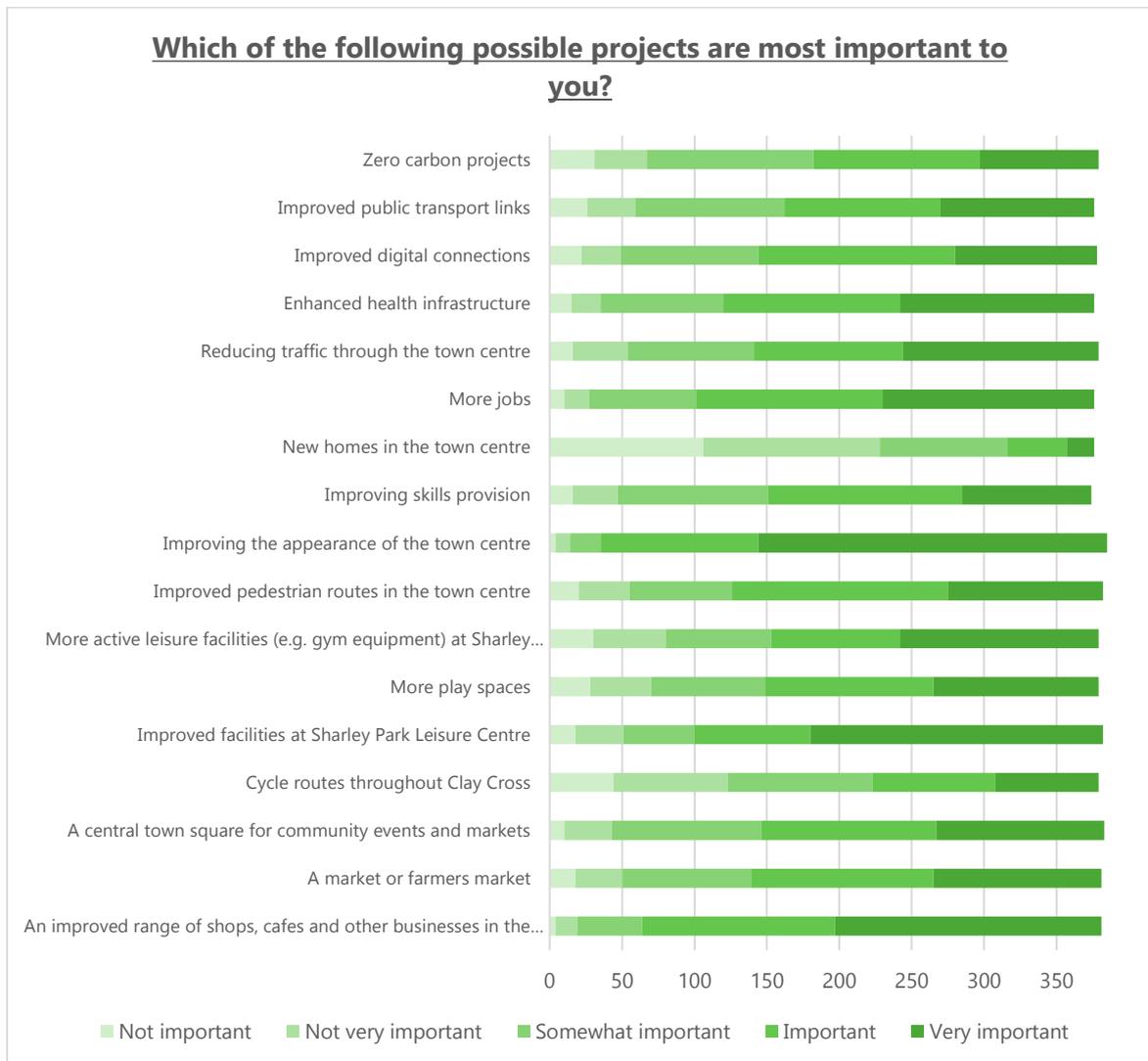


3.11 67.28% of respondents reported that better provision of shops would encourage them to visit Clay Cross town centre more frequently. Other key responses include better leisure facilities (56.20%), more fun things to do (48.81%), more restaurants/cafés (42.74%) and a better or safer environment (41.16%). More places to work was the least common response (13.72%) and other responses provided include less traffic, reconfiguration of how the town centre is accessed, better public transport links and more spaces to sit in the centre.

Question 12: What additional community, leisure or other facilities would you like to see in the town centre?

3.12 By some margin, the top response provided when asked this question was improvements to the existing leisure facilities (14.81%) alongside a new leisure facility (8.05%). This shows that there is wide community support for improvements to the leisure offer in Clay Cross. The next two top responses were for more activities for children and teenagers, both at 7.01%. All of these responses show that there is support for a stronger range of facilities aimed at the community. Beyond this, other top responses include a better range of shops (6.49%), provision of a market (5.97%), a better range of food and drink options (5.71%) and a bank in the town centre (4.94%).

Question 13: Which of the following possible project are most important to you?



3.13 When respondents were asked to indicate the importance of a number of possible projects, 62.60% of respondents stated that improving the appearance of the town centre was a very important project. The other two top-three 'very important' projects were improved facilities at Sharley Park Leisure Centre (52.88%) and an improved range of shops, cafés and other businesses in the town centre (48.29%). The three projects considered to be the least important were zero carbon projects (21.64% very important), cycle routes throughout Clay Cross (18.73% very important) and new homes in the town centre (5.05% very important).

Question 14: Do you have any ideas as to where any of the possible projects above should be located?

3.14 There is wide support for these projects being located centrally in Clay Cross, with 22.27% of respondents saying that these should be located in the town centre, 8.18% stated Market Street and 4.09% stated High Street. Reflective of the support for updating the leisure offer in Clay Cross, 16.82% of respondents stated that Sharley Park would be their preferred location for a possible project. There is also broad support for ensuring that projects make use of current vacant sites, with 11.83% of respondents stating that either the old school ground, the former job centre or vacant buildings and sites in the town centre would be their location for possible projects.

Question 15: Do you feel that your employment prospects would benefit from additional skills-based training?



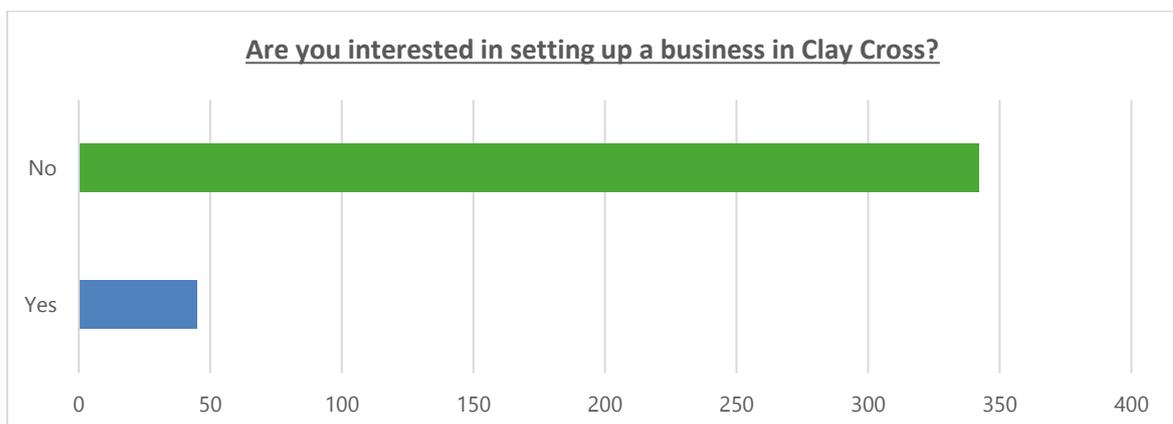
3.15 56.07% of respondents stated that their employment prospects would not benefit from any additional skills-based training, however 43.93% of respondents felt that their employment prospects would. Further analysis of this question will be undertaken so that an understanding of the age profile of respondents can be gained.

Question 16: Do you feel that there is sufficient opportunity to gain additional training in Clay Cross?



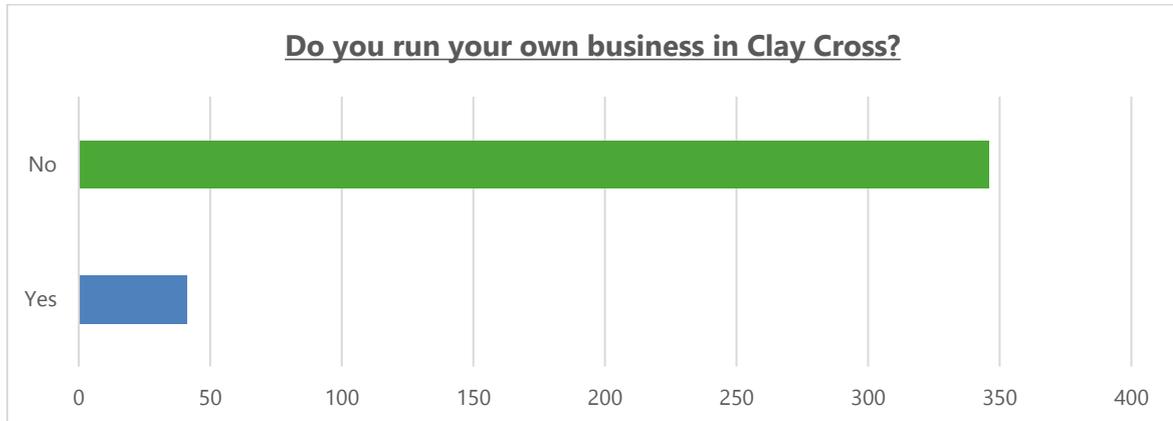
3.16 52.45% of respondents felt that there are not sufficient opportunities to gain additional training in Clay Cross. When asked to clarify their responses, respondents mainly stated that they were either not sure or aware of any opportunities or that they had to travel to Chesterfield in order to access these.

Question 17: Are you interested in setting up a business in Clay Cross?



3.17 11.63% of respondents stated that they are interested in setting up a business in Clay Cross.

Question 18: Do you run your own business in Clay Cross?

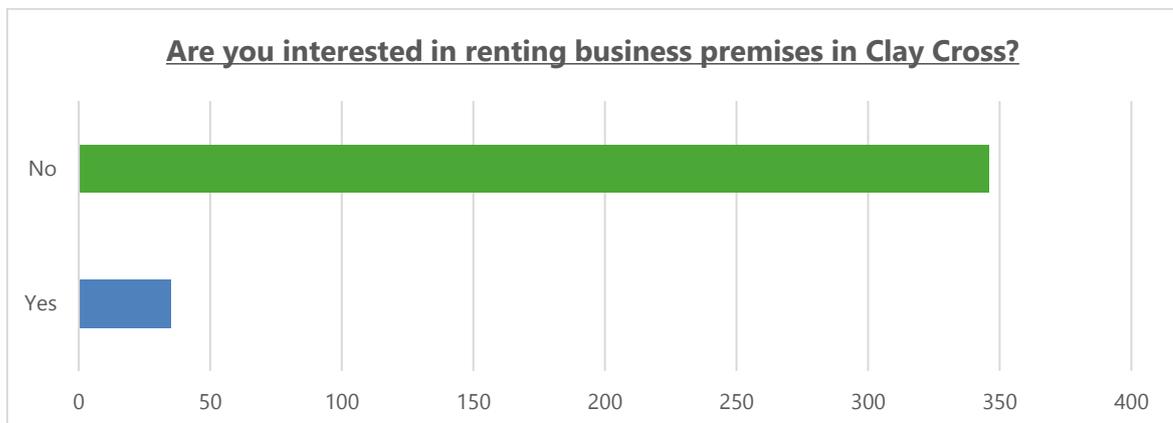


3.18 10.59% of respondents stated that they currently run their own business in Clay Cross.

Question 19: If you run a business, what changes can be made to support and help develop your business?

3.19 13.46% of respondents stated that both improvements to the streetscape/cleanliness of Clay Cross and more support for local business were the top changes that could be made. Additionally, help with business rates (9.62%) and improvements to access into the centre (7.69%) were key responses.

Question 20: Are you interested in renting business premises in Clay Cross?



3.20 9.19% of respondents stated that they are currently interested in renting business premises in Clay Cross.

Question 21: Finally, do you have any comments?

3.21 Within the any other comments box we received a number of comments and the key topics included:

- The prevalence of anti-social behaviour
- The need to improve the town centre
- Providing activities for children/young people
- Reducing vehicular movement through the town

3.22 Improvements to local services and facilities, and a greater diversity of shops in the town were also supported, as were improvements to recreation and leisure facilities in the town. However, it should also be noted that a number of comments stated that generally Clay Cross was a nice place to live, with a strong community but that the town required an update and improvement.

3.23 Other comments stated that the town needs a community space and additional food and drink venues to increase the evening economy.

**Nexus Planning
Manchester**

Eastgate
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Manchester
M3 4LZ

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nexusplanning.co.uk

