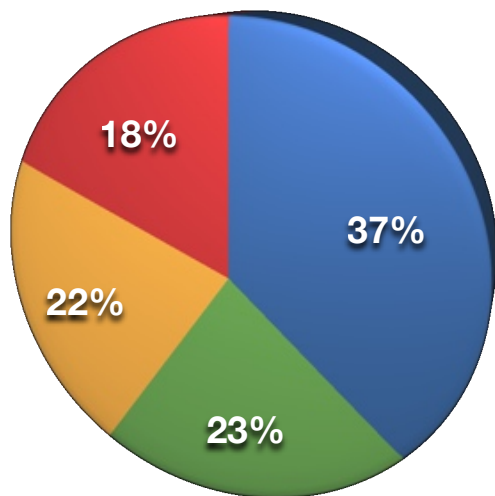


## Freshwater Neighbourhood Plan – Questionnaire 2013. – Recreation and shopping.

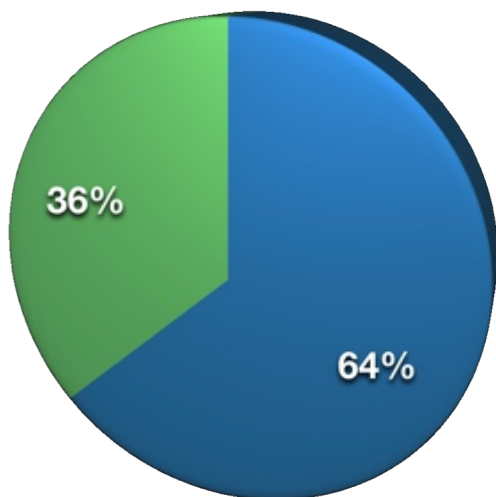
Question 24. Do you use existing recreational facilities?



<u>Group</u>	<u>Number</u>	<u>Percentage</u>
Footpaths	= 377	= 37%
Bridleways	= 231	= 23%
Recreational Areas	= 223	= 22%
Cycle Paths	= 186	= 18%

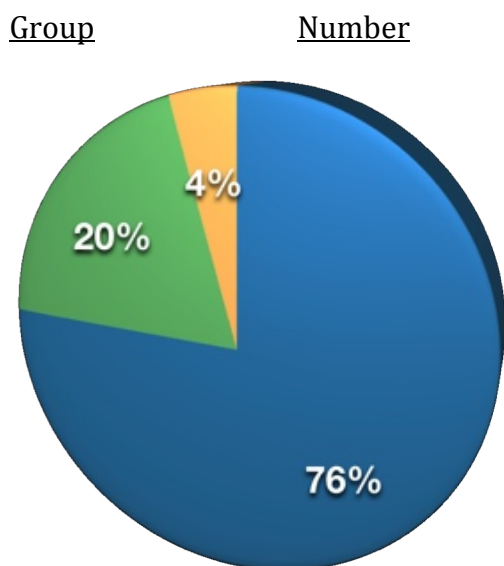
There were questions asked about the designation of cycle paths and their location. A request for a map was made.

Question 25. Is there a need for more recreational facilities?



<u>Group</u>	<u>Number</u>	<u>Percentage</u>
NO	= 249	= 64%
YES	= 142	= 36%

If YES please give details

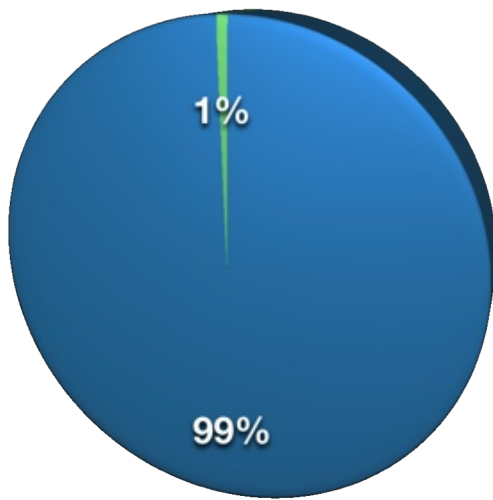


<u>Group</u>	<u>Number</u>	<u>Percentage</u>
Upgrade youth areas	= 35	= 76%
Family rec areas	= 9	= 20%
Free/subsidised swimming	= 2	= 4%

Requests were made for a more family orientated area at Stroud field by the playground. A small garden, picnic benches, etc. Youth upgrades were more exciting equipment, such as that at Totland, in the same area. A request was made for occasional free swimming for residents and local disadvantaged groups.

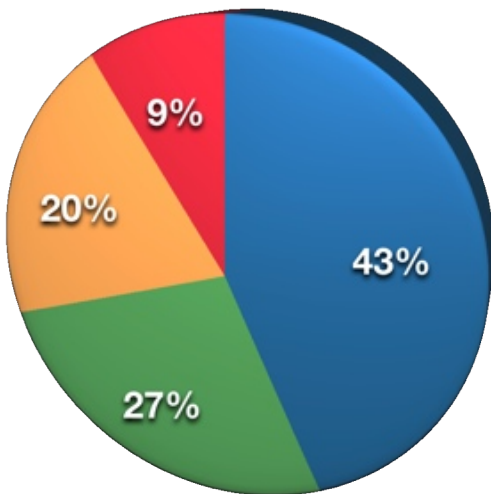
## Shops.

Question 26. Do you use the local Parish shops?



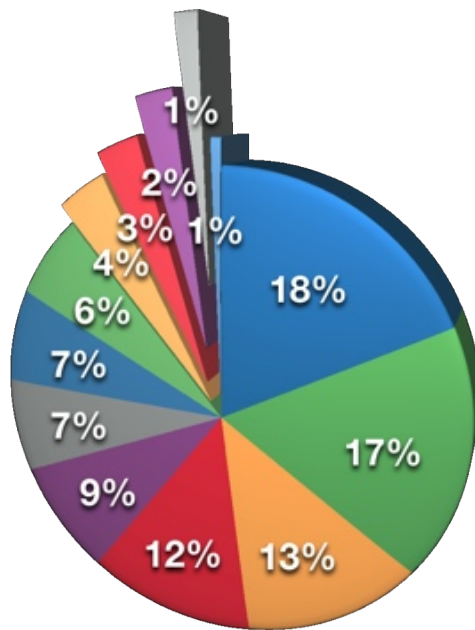
<u>Group</u>		<u>Number</u>		<u>Percentage</u>
YES	=	435	=	99%
NO	=	3	=	1%

Question 27. How much do you spend in Freshwater per week?



<u>Group</u>		<u>Number</u>		<u>Percentage</u>
£20-£50	=	198	=	43%
£50 plus	=	124	=	27%
£5-£20	=	93	=	20%
£0-£5	=	42	=	9%

**Question 28.** How do you think that local shopping areas could be improved?



<u>Group</u>	<u>Number</u>	<u>Percentage</u>
More diversity	= 108 =	18%
Cheaper/Free Parking	= 105 =	17%
Freshen up/ Paint up	= 80 =	13%
Shoes, Clothing, Household	= 76 =	12%
Less charity Shops	= 52 =	9%
Lower Business rates	= 42 =	7%
Delicatessen	= 41 =	7%
Grocer/ Local Produce	= 37 =	6%
Longer retail hours	= 22 =	4%
Cheaper food shop	= 18 =	3%
Central PO	= 15 =	2%
Craft supplier	= 9 =	1%
Free delivery	= 4 =	1%

This question and those earlier relating to facilities that people would like to see, produced the greatest response. Overall the feeling was that there were too many closed shops and those that existed were expensive. Allowance has to be made here for the fact that Freshwater is a village and so the economics are a deciding factor on which shops can survive. It was also strongly stressed the tatty and unappealing nature of the shopping area and shops. Half an hour parking in Moa Place was not considered long enough, considering the distance to Avenue Road and the age profile of the residents. Many suggested that Avenue Road car park also support 30 minutes free parking. Suggestions for improvements concerned the spread out nature of the village and could some areas/shops become residential so as to leave less empty shops in a more compact area. Pop-Up shops were suggested as a way of bringing in more variety, but for a short time. For example, a few months of a clothes shop, then a few months of a shoes shop, then household, etc. It was also suggested that lower business rates or subsidised charges for starter businesses could be used. There was a feeling that people did not realise that most of the shop premises are owned by landlords that are not the shop keepers. It also has to be said that these are private businesses and so the Parish has no control over the type and group name of the shops.