



Summary Report of Public Engagement Findings

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Introduction

‘I ♥ Wisbech’ is a partnership project involving the following organisations:

- Blackfield Creatives CIC
- Cambridgeshire County Council
- Care Network Cambridgeshire
- Clarion Housing Group
- CPSL Mind
- Diocese of Ely
- Fenland District Council
- Ferry Project
- Hunts Forum of Voluntary Organisations
- Living Sport
- Rosmini Centre
- Wisbech Community Development Association
- Wisbech Town Council

Together we have joined forces to talk to people that live and work in Wisbech about what they love about the town, what they’d like to change and what they’d like to do about it.

Our collective aim is to find and build relationships with new community leaders, fund new resident-led projects and create a community mandate to enable those that live and work in Wisbech to achieve long lasting impacts in the town.

The project has the following objectives:

- To undertake a community conversation with those who live, work and invest in the town of Wisbech
- To encourage resident involvement in local services and projects which will improve well-being outcomes
- To collate these responses into a single point narrative which will help direct or influence future plans, activities and projects
- To encourage small scale social action in Wisbech
- To strengthen the resilience of the Wisbech community
- To help build collaborative working across sectors in Wisbech

There were a total of 967 respondents. These came from:

- Face to face conversations with partners at community events and in community spaces
- Online responses via social media
- Hard copy responses via community groups, schools and colleges

Analysis Methodology

The strategy for analysis of the survey was as follows:

- **Duplicate Entries.** Measures were in place to avoid analysing duplicated entries. The online survey software collects the timestamp of entries so patterns of deliberate duplicate entries can be spotted and countered.
- **Partial Entries.** The system records all partial entries as well as those that went through to completion (respondent hit submit). These are reviewed separately and in a few cases, where a substantial response has been made (as opposed to someone just clicking through) then these are added to the final set for analysis.
- Within the analysis a search for any unusual patterns within the responses was carried out, such as duplicate or 'cut and paste' views being expressed on proposals.
- This survey consisted of three free text questions, which were analysed using qualitative methods, namely through thematic analysis. Key themes are identified using specialist software and then responses tagged with these themes (multiple tags can be given to the same response). At this stage totals of tagged themes are created and sample quotes chosen for the final report that typify particular tagged themes.

Quality Assurance

Data Integrity

- A visual check of the raw data show no unusual patterns. There were no large blocks of identical answers submitted at a similar time.
- Date / time stamp of submissions showed no unusual patterns.
- Text analysis showed no submissions of duplicate text.

Question 1: What do you love about Wisbech?

895 respondents answered this question. The themes that arose from their comments are summarised below.

Figure 1: Word Cloud of question 1 responses



Major themes

Amenities – Facilities. 27% of respondents discussed this theme. These respondents left comments about the facilities available in Wisbech that they loved. Most of the respondents discussed facilities such as the cinemas, the museum and theatre, the parks and the library. Some of the respondents discussed the church, local events, exercise and hobby groups, the Castle, Octavia House, and the local sports teams. Respondents discussed positive experiences with The Ferry Project, the Rosmini Centre and the Oasis.

"The free parking. The Queen Mary Centre. The park. Shopping is improving but not particularly in the town centre. The Luxe cinema is great value and a good venue. I am still discovering places I didn't know existed."

Town centre – Heritage. 18% of respondents discussed this theme. These respondents felt that Wisbech's heritage was one of the reasons they loved Wisbech, particularly Wisbech's architectural heritage and history.

"I was born here so it's my roots but apart from that I love it's historical buildings, the market place, the river, the brinks.....so much history and still a nice market town. The flowers are beautiful around town ...thanks to all the volunteers and the market place looks lovely when the trees have all their leaves on. We have two cinemas, a theatre, a great library, a wonderful museum and now the Castle is being opened...not to mention Peckover House and the Octavia Hill Museum. I could go on and on"

"Wonderful architecture, having lived here all my life I believe the town can be returned to it's former glory as a deserving owner of the capital of the Fens description."

Negative/Nothing. 13% of respondents discussed this theme – often saying ‘nothing’ or ‘not a lot’. Some of these respondents felt there had been a decline in Wisbech’s quality. Some of these respondents felt there was little to do in Wisbech. A few of these respondents discussed issues around crime and personal safety.

“Sadly I cannot think of anything that I like, let alone love about Wisbech today. There is no reason to ever go into the town anymore, there is nothing there.”

Conversely, some respondents responded that they loved everything about the town.

“I was not born in Wisbech, but I think it's awesome.”

Communities – Friendliness. 13% of respondents discussed this theme. These respondents felt that Wisbech had a friendly community and a village-feel. A few of these respondents indicated they loved Wisbech because their friends and family lived there. A few respondents discussed the volunteer charity groups in the area, which they felt to be very active.

“Small friendly town where you almost always meet somebody you know when you walk around. Lots of societies and voluntary work if you want to get involved. Ferry Project, Food Bank, CAB, Trinity coffee bar, Baptist Church Monday drop-in and other organisations trying to help those who aren't coping. Wisbech Churches Together. Multi-national get-togethers from time to time. Angles Theatre and Luxe Cinema.”

“How the locals raleigh round for each other when the chips are down.”

Amenities – Open space. 13% of respondents discussed this theme. These respondents indicated they loved Wisbech because of the parks, gardens and rural landscape.

“I like its history and that it’s a market town. I grew up here and it’s changed considerably. I love that you can be in a rural landscape within 10 mins of leaving the town”

Communities – Cohesion. 12% of respondents discussed this theme. These respondents felt that Wisbech’s diverse community was a positive.

“Many people from different countries”

Town centre – shops. 11% of respondents discussed this theme. These respondents felt that the selection and accessibility of shops was the reason they loved Wisbech. A few of these respondents said they liked the independent shops and cafes.

“I like the way the shops are laid out because they are all different and there are loads”

Minor themes

Town centre – Misc. The respondents who discussed this theme left general positive comments about the town centre. These also included comments about its accessibility, how it felt like a small town, and how it felt calm.

“It’s quiet, very little major crime, nice community, people are helpful and friendly.”

Town centre – Events. The respondents who discussed this theme felt that the events held in Wisbech were the reason they loved it. These included Wisbech in Bloom, the Christmas Fayre, the Rose Fair, and other festivals. Most of these respondents discussed the community events that are held.

“The market, proximity of facilities, variety of community activities to support, eg. Christmas market and events in the park, Georgian riverbank, heritage, free parking, flowers, friendly people”

“The history such as the amazing museum, the castle, the market place, the brink. We love that the town put on a lot of events such as Christmas, Halloween, beach day. People are generally friendly. We love the theatre and independent cinema and independent shops.”

Town centre – Food and restaurants. The respondents who discussed this theme indicated that the selection of cafes and eateries was the reason they loved Wisbech.

“I like that Wisbech has good places to eat, good schools and a good cinema”

Amenities – Services. The respondents who discussed this theme felt that the availability of charities, activities, schools, and health care were the reasons they loved Wisbech.

“There are a lot of places you can go when you need help”

Town centre – Market. The respondents who discussed this theme indicated the market place was the reason they loved Wisbech.

“The park is beautiful, and the market place. The architecture is amazing.”

Amenities – Accessibility. The respondents who discussed this theme indicated that the accessibility of shopping, things to do, services, and nearby places of interest were the reason they loved Wisbech.

“The old buildings and character of the town. The old views looking along the river and out towards the farmland. The lovely pocket parks within the town. The great assets of Wisbech need to be protected, North Cambs hospital/bus station and what shops we have within walking distance of town centre”

Town centre – Parking. The respondents who discussed this theme indicated they loved Wisbech because of the free and available parking.

“It’s quiet and peaceful with free parking which is unusual nowadays.”

Communications/Promotion – What’s on. The respondents who discussed this theme discussed events, leisure facilities and activities that occurred in Wisbech and felt these were the reason they loved Wisbech.

“I personally never feel the need to travel outside the town for shopping or entertainment with the Angles theatre and two cinemas.”

Prosperity – Housing. The respondents who discussed this theme felt that the availability, standard, and cost of housing in Wisbech was the reason they loved it.

“Cheap housing and lots of it.”

Prosperity – Education. Respondents who discussed this theme indicated that the educational facilities were the reason they loved Wisbech.

“Moved here from Herts. Newton first then been in town centre 18 months - very happy, great supportive school for son. Thomas Clarkson. Dance fit classes. Wisbech forum - although sometimes negative. Lots going on if you know where to look. Foreign neighbours – happy”

Rural location. The respondents who discussed this theme loved Wisbech because of its rural feel, location and surroundings.

“The sweeping ‘Brinks’, Clarkson Memorial, Town Bridge, the ‘harbour’ and the countryside.”

Town centre – Feeling safe. There was debate with respondents who discussed this theme in relation to their feelings of safety. Some of these respondents felt that Wisbech made them feel unsafe due to drug use, public drunkenness and lack of visible policing. Some of these respondents indicated that they felt safe in Wisbech.

“Sadly I don’t. Since I moved here 5 years ago it has deteriorated beyond belief. However, the church gardens have been stunning and renovation of the Castle etc has been worthwhile. People don’t go into town as they feel unsafe. The parks are full of drunks and drug users. Really, what is there to love?”

“It has a very laid back community with a slow pace of life that offers a relaxing environment. The night skies are brilliant and you can see a sea of stars sprawled above you at night time. There are always people on patrol and it is a very safe and friendly environment with lively markets on the weekends”

Town centre – Clean environment. There was debate with respondents who discussed this theme in relation to their feelings towards the state of the environment. Some of these respondents felt that Wisbech had issues with litter and waste being unmanaged. Some of these respondents felt that Wisbech was clean and felt positive about the local environment.

"It's a small town. It's clean. It's friendly."

Amenities – Misc. Most of the respondents who discussed this theme left general positive comments about Wisbech's amenities. A few respondents felt that there was nothing to do in Wisbech.

"The town is a historic gem with a very diverse population and is comfortably behind the times when it comes to development and progress. This is what gives the town its character and laid-back feeling. Long may it remain this way."

Prosperity – Jobs. Respondents who discussed this theme indicated that the availability of work was the reason they loved Wisbech.

"The history about Wisbech and the museum. It's multicultural and there are multiple opportunities for people in need of work."

Transport. The respondents who discussed this theme indicated that the availability of transport links, such as free parking and bus services, were the reason they loved Wisbech.

"It has a shopping centre and has easily accessible public transport (bus, taxi etc)"

Communities – Young people. Most of the respondents who discussed this theme felt that there wasn't enough for young people to do in Wisbech. A few respondents highlighted the availability of clubs and activities for children was the reason they loved Wisbech.

"Nothing for young people to do in Wisbech"

Town centre – Anti-social Behaviour. Respondents who discussed this theme highlighted issues they had seen around anti-social behaviour, including drug use, public drunkenness, and fighting.

"Find this very hard to answer because apart from the flower displays during the summer at various locations and looking at the North Brink in the sunshine, there is nothing else at all that grabs me! My sister in law visited us from Australia for the second time this year and i actually refused to show her into Wisbech town the first time, and this year I reluctantly agreed and walking around the rear of the town church we were face to face with a seriously nasty physically violent fight betwee two women and four men! Lovely !"

Prosperity – Homelessness. The respondents who discussed this theme highlighted issues around homelessness in Wisbech. A few of the respondents discussed the work local charities had done to help.

"Good history in the town. Good opportunities for free food for the homeless - Bygones, Rift Café, Britannia, Rosmini and others"

Prosperity – Poverty. The respondents who discussed this theme indicated issues around poverty in Wisbech. Some respondents felt it was adding to the anti-social behaviour issues. A few respondents felt Wisbech was in need of renovation.

“The immense sense of depression and poverty”

Some respondents discussed gang culture, violence and vandalism. Some respondents also discussed ways to make people feel safer. These suggestions included more visible policing, improved lighting, more CCTV, more activities for younger people, and more community events.

“Remove/enforce anti-social behaviour on undesirable people, restrict/impose better conditions on rogue and irresponsible land lords thus restoring a better population/residents/community. More community events to help bring people together”

Get authorities to *“open their eyes and recognise the huge problem the town has with anti-social behaviour and do something about it, not try to pretend it doesn’t go on & people avoid the town centre because they are too scared to go!”*

“Policing in general seems inadequate.”

Amenities – Facilities. 18% of respondents discussed this theme. These respondents discussed various facilities they would like to see developed. These included places for activities and clubs, places for youth activities, historical places, green spaces, an indoor market, evening activities such as live music and eateries, and more events.

“To improve Wisbech, I would add leisure centres so children could become more active and interact with the community”

Town centre – Anti-social behaviour. 17% of respondents discussed this theme. Most of the respondents who discussed this theme discussed it in relation to ‘Feeling safe’. Respondents felt there were issues around anti-social behaviour such as public drunkenness, drug use, vandalism, and violence.

“There is a fear of street drinking and anti-social behaviour, especially around the market place. There is also a lack of parking enforcement”

Transport. 13% of respondents discussed this theme. Most of these respondents felt that Wisbech could use a train station and the transport links that would bring, particularly to Peterborough and Kings Lynn. Some respondents felt that transport options needed improving in Wisbech, including increasing the number of buses and routes as well as improving road links to improve traffic.

“Better public transport. More bus stops & routes linking local villages to the town. I live on the outskirts and have no form of public transport to get into town which means me and my partner have no choice but to run 2 cars. Hopefully the train station to go ahead.”

Minor themes

Communities – Cohesion. The respondents who discussed this theme left comments indicating that there was a lack of community cohesion. Some of these respondents felt that more should be done to encourage different communities to work together and share

experiences. Some of these respondents left comments indicating they had issues with immigration.

“Not enough integration of communities.”

Negative. The respondents who discussed this theme left negative comments about what could be done to improve Wisbech. Most of these respondents felt that everything needed improving, some felt that nothing could be done to improve things mainly due to funding.

“to be honest I really don’t know there does not seem to be the funds to improve things”

Communities – Young people. The respondents who discussed this theme felt that improvements were needed for younger people, particularly around employment/educational opportunities and activities.

“Improved youth service for young people that increased aspirations. More funding into early intervention for families. More jobs.”

Amenities – Open space. The respondents who discussed this theme felt that open spaces needed improving. Some of these respondents felt that existing play areas needed to be better maintained. Some of these respondents felt that green spaces should be made more accessible. A few of these respondents discussed running more events in open spaces.

“Wisbech Park is beautiful. However sadly every time I have taken my children to the playground there has been vomit and rubbish in the floor. Is it possible to make the area larger as lots of children use it. Lots of the play equipment is never used i.e. the metal bar climbing frame. Could a roundabout be fitted that could be used by disabled children too. Also two small stand on spinners. At the other end where it is the harbour line could another zip wire be fitted for the teenagers. Can it be monitored more?”

Amenities – Clean up. The respondents who discussed this theme felt that the appearance of many of the buildings and shops in Wisbech needed improving. Respondents felt these were coming into disrepair, were too industrial or not in fitting with the Georgian feel of Wisbech.

“Difficult: whilst building new houses, schools and open spaces, it is important to focus on what is already here and in need of repair/improvement. Many Georgian properties, including shops, are owned by private landlords; some are in serious need of repair especially as many are rented out. They should take responsibility for the upkeep to enhance the local area, not add to its dilapidation!”

Town centre – Parking. The respondents who discussed this theme felt there needed to be improvements to parking and more of it. Some of these respondents felt there needed to be more enforcement of illegal parking.

“Police presence. Traffic Wardens. A sensible parking arrangement on the market place. Council sponsored market stalls for a Saturday ONLY markets.”

Road repairs/infrastructure. The respondents who discussed this theme felt that the road and pavement infrastructure needed improving. Most of these respondents discussed the need for better maintenance on the roads and pavements. Some of these respondents felt that safety improvements were needed on the roads and pavements. A few respondents felt there needed to be infrastructure improvements to the roads to reduce traffic in Wisbech.

“Sort out all the pot holes. Do something about parking near schools. Ramnoth road is a nightmare at sometimes and I dread a child getting hurt by all the cars reversing and fighting for spaces. Encourage businesses into the town by reducing rents.”

Town centre – Market. The respondents who discussed this theme felt that the market place needed investing in to attract more stalls. Some of these respondents felt that the market needed specific improvements such as pedestrianisation or developing an indoor market.

“If we cannot afford to completely rebuild the town centre, why don’t we build a really decent sized town indoor market where there are permanent stall holders, cafe and room for travelling market stalls. There has been a total revolution up north somewhere which has breathed life back into high streets through creating a big indoor market place buzzing with people both shopping and ‘meeting up’ for coffee.”

Town centre – Food & restaurants. The respondents who discussed this theme felt there needed to be more eateries, cafes and pubs.

“The town would benefit from some more shops/restaurants/social hubs as there are many empty units in and around the town centre. I believe the town would benefit by attracting more visitors.”

Communities – Events. The respondents who discussed this theme felt there needed to be more events. Some of these respondents felt that events would be used to bring different members of the community together.

“More access to heritage sites or events on how to find out about Wisbech hidden archaeology and history. More variety of shops. Rather than big retailers offering smaller business opportunity. More seasonal activities and evening lecture series. Historic craft fares go down very well.”

Prosperity – Jobs. The respondents who discussed this theme felt there needed to be more jobs available in Wisbech. Some of these respondents felt these needed to focus on youth employment. A few of these respondents discussed reducing business rates in order to attract more business to bring in more jobs. A few of these respondents felt that a rail link would help increase employment opportunities.

“Would like to see regular farmers market set up. Would like to see the young people with additional needs given employment opportunities, there is a fantastic special school who try hard to be more visible within the community. Would be great to see more collaboration

between businesses and local schools. Would love to improve our transport links out and into the town to assist access to employment, leisure and services for the outlying villages that Wisbech serves as a hub for. More cycle paths! Would love to have a theatre that could attract acts like Lynn's Corn Exchange."

Prosperity – Education. The respondents who discussed this theme felt that there needed to be more investment in educational facilities across the board. This included improving current facilities and adding more.

"Improved youth service for young people that increased aspirations. More funding into early intervention for families. More jobs."

Prosperity – Housing. The respondents who discussed this theme felt that Wisbech needed more affordable housing. Some of these respondents felt that there needed to be more housing for the homeless as this was felt to be a serious issue in Wisbech. A few respondents felt that more should be done to control irresponsible land lords.

"More social housing and places for the homeless to live - maybe "homes first" as some towns do. More opportunities for the vulnerable and those with mental health problems to be helped. Need more doctors' surgeries and more accessible public toilets. A proper supermarket in the Horsefair."

Communications/Promotion – What's on. The respondents who discussed this theme felt that more events/activities should be available and these should be advertised so residents knew what was happening in Wisbech.

"Advertising for events like the Christmas market."

Council and Policing issues. Some respondents mentioned the commitment of *all Councils* and the Police, to work together to improve the town and involved communities more in decision-making.

"As an individual what can I do about it? It's down to the 3 layers of politicians/councils, i.e. WTC, FDC, CCC, all of which don't or won't pull together for Wisbech"

"It needs more consultation with young people, business and the movers and shakers in the town."

"The council needs to do more public engagement and fewer plans"

Amenities – Services. Some of the respondents who discussed this theme felt there needed to be more health care facilities in Wisbech. Some respondents felt there needed to be more security features, such as lighting, CCTV, or police presence. Some respondents discussed the need for more places that run health, leisure and educational activities. A few respondents felt there needed to be somewhere central to find out what events/activities were available within Wisbech.

“Some restaurants, big name stores, more police, more doctors and dentist surgeries, 24:1 minor injuries unit, railway line to Cambridge/London and to kings Lynn, better road repairs, another bridge over the river, vibrant market place, independent bakers.”

Amenities – Accessibility. The respondents who discussed this theme felt that accessing the amenities and facilities in Wisbech needed to be made easier, particularly for those with young children and disabilities. These respondents felt this could be done through better transport links, better parking facilities, and more centralised locations.

“Making it better for the disabled to get a round more parking Facilities would be nice, also a meeting place for the people of Wisbech poorer side of the town so they can use it for things like arts and crafts, dance, keep fit and make them cheap as possible or free. Also help people how have no heating get some like if they have oil make it gas or electric storage heating.”

Town centre – Toilets. The respondents who discussed this theme felt that there needed to be more accessible public toilets.

“Many people will name shops like Primark etc, which the town centre does not have, to a certain degree this may help as long as people can afford to park etc. Town centre seems to lack food shops since Co-op has gone from Horsefair. Then there's the lack of toilets, payable ones or any that are open.”

Prosperity – Poverty. The respondents who discussed this theme felt that poverty was an issue within Wisbech and that more should be done to tackle this. These respondents felt that more facilities for the homeless, improved education and job prospects would help with this.

“Better and more varied shops. More employment and better employment. More disposable income for people.”

Town centre – Heritage. The respondents who discussed this theme felt that more should be done to highlight Wisbech’s heritage, including restoring old buildings, opening more historical locations for visitors, and running more historical events.

“Spend money on restoring said buildings as I feel once restored the town would attract more people from outside the area thus bringing additional prosperity to the town.”

Communication/Promotion – Press. The respondents who discussed this theme felt that more publically available information should be available. Some of these respondents felt that Wisbech needed more positive press, including from a tourism board. Some respondents felt the council needed to provide more public information and be generally more engaged. A few respondents discussed the loss of local newspapers.

“When you google Wisbech the first sites that come up are negative reviews about the area. Wisbech needs a tourism marketing plan update and some positive pro Wisbech journalists.”

This place is a hidden treasure with so much history. We need to put Wisbech on the map for the right reasons.”

Communication/Promotion – Celebration. The respondents who discussed this theme felt that more needed to be done to show off Wisbech’s history and positive aspects.

“If the image of the town could be changed to reflect all the amazing people, places and History that town has.”

Communications/Promotion – Tourism. The respondents who discussed this theme felt that more should be done to promote tourism and attract visitors.

“More hotels to cater for tourists and more tourist promotion as well.”

Communities – friendliness. The respondents who discussed this theme felt that there could be more respect and friendliness between people in Wisbech.

“More Housing and a rail station. A bit more respect and love amongst people.”

unsuitable shops is simply not the answer, for example the new Cromwell Road trading park has attracted a selection of retailers of which none have the capability to draw customers on a regular basis."

Council issues. 16% respondents discussed this theme. Many respondents said it was the authorities' responsibility to deal with the wider issues.

"It is not what would I like to do about it. It's more about what the Combined Authority, the County Council, Fenland District Council and Wisbech Town Council can and will do about it"

Communities – Events. 15% of respondents discussed this theme. Some of these respondents discussed events they already volunteer to help run. Some respondents discussed events they would like to volunteer to help run. Suggestions included entertainment events, community outreach events, and community cleaning.

"Help organise events, push for more funding to help get support and promote events."

Town centre – Feeling safe. 13% of respondents discussed this theme. These respondents felt there needed to be more enforcement in Wisbech, particularly around anti-social behaviour, littering, public drunkenness and drug use. Some of these respondents felt that an improved police presence would aid this.

"The police need to be pushed to provide more readily visible patrols especially in the town. There is a disturbing increase in anti-social behaviour including graffiti, damage and abusive behaviour. Public drinking needs to be curtailed urgently."

Negative/Nothing. 11% of respondents discussed this theme. Some of these respondents indicated they did not feel they could help for various reasons, such as free time, their financial situation, or health.

"I don't the time unfortunately"

Town centre – Environment/clean up. 10% of respondents discussed this theme. These respondents felt that Wisbech needed to be cleaned of litter. Some of these respondents indicated they would help with some form of community cleaning project.

"Happy to get involved. I would like to see an anti - litter campaign on the streets with local people involved."

Town centre – Anti-social behaviour 10% of respondents discussed this theme. These respondents indicated there were issues around anti-social behaviour in Wisbech. Some of these respondents felt that more police presence and enforcement would help.

"Stop anti-social behaviour."

Communities – cohesion. 10% of respondents discussed this theme. These respondents felt that events and community engagement should work on helping the community feel more connected.

“Be part of the process of pulling people together.”

Minor themes

Communities – Young people. The respondents who discussed this theme felt that events and community engagement should focus on things that would benefit younger people, such as clubs and activity areas.

“Activities for kids or hire a hall or run a weekly club”

“Set up a website or social media site to inform young people on what's happening in Wisbech”

Amenities – Services. The respondents who discussed this theme felt that services, such as food banks, policing, healthcare, the council, and homeless facilities could be helped or improved.

“Wisbech food bank”

Amenities – Open space. The respondents who discussed this theme felt that improvements could be made to Wisbech by increasing the amount of green spaces, such as parks, and increasing planting around Wisbech.

“More parks, places to go, more towns”

Prosperity – Homelessness. The respondents who discussed this theme felt that more could be done to aid the homeless in Wisbech.

“Help the homeless or people that are struggling”

Communication/Promotion – What’s on. The respondents who discussed this theme felt that more could be done to promote what events/activities were occurring in Wisbech. A few of these respondents indicated they were already, or would like to be, involved in these events/activities and their promotion.

“More positive PR - More events and things to do.”

Road repairs/infrastructure. The respondents who discussed this theme felt that the roads and pavements around Wisbech needed more maintenance and safety improvements, such as crossing points. A few of these respondents felt that Wisbech needed to be more accessible by road, particularly around the A47.

“Until Wisbech is more accessible by road with more free car parking with more shops in the Town centre you will not encourage people to visit or shop in the Town. If the infrastructure is not in place there will be no improvements.”

Town centre – Parking. The respondents who discussed this theme felt that issues around illegal parking needed to be addressed.

“Have more police patrols, or people with the power to move people on and ticket bad parking on a daily basis.”

Town centre – Shops. The respondents who discussed this theme felt that Wisbech could be improved with a larger selection of shops and that incentives should be put in place to encourage this.

“Cheaper rents for shop keepers so we get shops that stay in town rather than being empty.”

Transport. The respondents who discussed this theme felt that improved transport links, such as increased bus routes and a train station, would help Wisbech. A few of these respondents indicated they had supported the development of a train station.

“Bring back the railway! Improve public transport. Duelling the A47. Publicise more plans for development etc”

Town centre – Market. Some of the respondents who discussed this theme felt that the market place could be improved by adding more stalls. A few respondents felt that the stalls should be reduced or newer stall holders located elsewhere.

“Create a market place in a centre to allow entrepreneurs to show what they can offer before getting a stall in the actual market place.”

Prosperity – Jobs. The respondents who discussed this theme felt that a more diverse range of jobs would improve Wisbech.

“Take advantage, more community. Better jobs than cleaning. Better paid, worthwhile – progression. Volunteered for museum - interested in heritage”

Communication/Promotion – Celebration. The respondents who discussed this theme felt that more could be done to promote the positive aspects of Wisbech, such as its history and community.

“Advert in paper asking for info about everything individuals are participating in to get a true picture of how incredible Wisbech is - very passionate discussion”

Town centre – Heritage. The respondents who discussed this theme felt that events and facilities focused on Wisbech’s heritage would help improve it. A few of these respondents indicated they have volunteered for the museum.

“Develop links between the museum, library and Castle - possible joint Heritage Lottery Bid – volunteers, funding, cultural quarter”

Town centre – Food & Restaurants. The respondents who discussed this theme felt that more places to eat, particularly restaurants, would help Wisbech.

“Get some other places to eat other than fast food”

Prosperity – Education. The respondents who discussed this theme felt that improvements should be made to educational facilities, particularly making links with the community and businesses.

“Education needs to support the next generation to invest and remain in the local areas if not Fenland will die. It will literally be a place for cheap housing and an elderly population. But no one will spend and therefore buy into their community the money always goes elsewhere because people complain there’s nothing here?”

Communication/Promotion – Tourism. The respondents who discussed this theme felt that more could be done to promote tourism in Wisbech.

“I already volunteer at one of the tourist attractions in the town. I talk Wisbech up at every opportunity I would like to see more tourist promotion.”

Other responses

420 respondents were asked a slightly different question for question 3, “What would you do about it if you had £50?”. Responses were mostly similar but differences were seen in the major themes.

Prosperity – Homelessness. 30% of respondents discussed this theme. These respondents indicated they would give the money to the homeless or use the money to buy food, living essentials for them.

“Buy food for homeless”

Prosperity – poverty. 26% of respondents discussed this theme. Most of these respondents indicated they would give the money to someone who would financially need it or donate it to a charity/food bank. Some of these respondents indicated they would use it to buy essentials for themselves.

“I would donate the money to the people that really need it”

Town centre – Environment/clean up. 12% of respondents discussed this theme. These respondents indicated they would use the money to provide more bins or pay for cleaners to remove litter from the streets.

“I would spend it on employing more people to collect litter/trash”

Amenities – facilities. 11% of respondents discussed this theme. Most of these respondents indicated they would donate the money to local charities and places of interest. A few of these respondents indicated they would put the money towards opening something for the community, such as a youth club or community centre.

“I would open a free youth club with things like arcade games, computers, TV and entertainment for young people”

Negative/Nothing. 11% of respondents discussed this theme. Most of these respondents indicated they would spend the money on themselves on non-essential purchases such as entertainment. Some of these respondents felt that £50 would not make any difference or that they were not sure what they would spend it on.

“You can't do anything with 50 quid”