

Data Analysis

Question 1 – Likert Scale question

M A L D O N

MALDON AND HEYBRIDGE CENTRAL AREA MASTERPLAN

01 ▶ In your opinion, which projects are most important? Please complete the table below, giving a priority rating for each project, where 1 is very important and 5 is not very important.

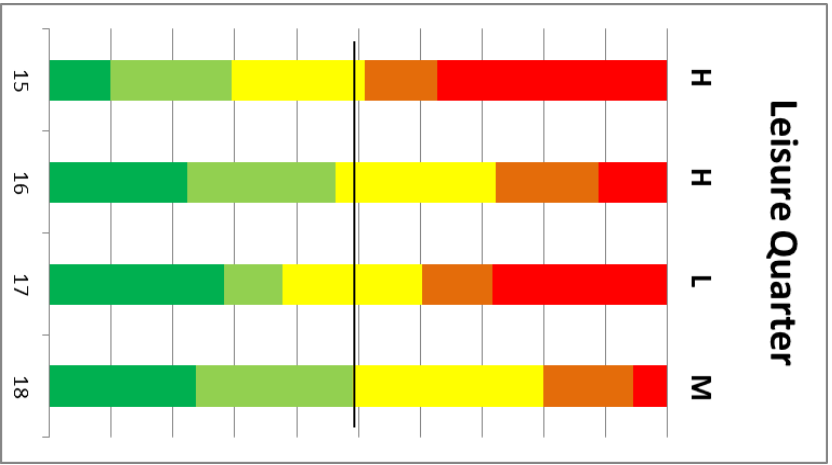
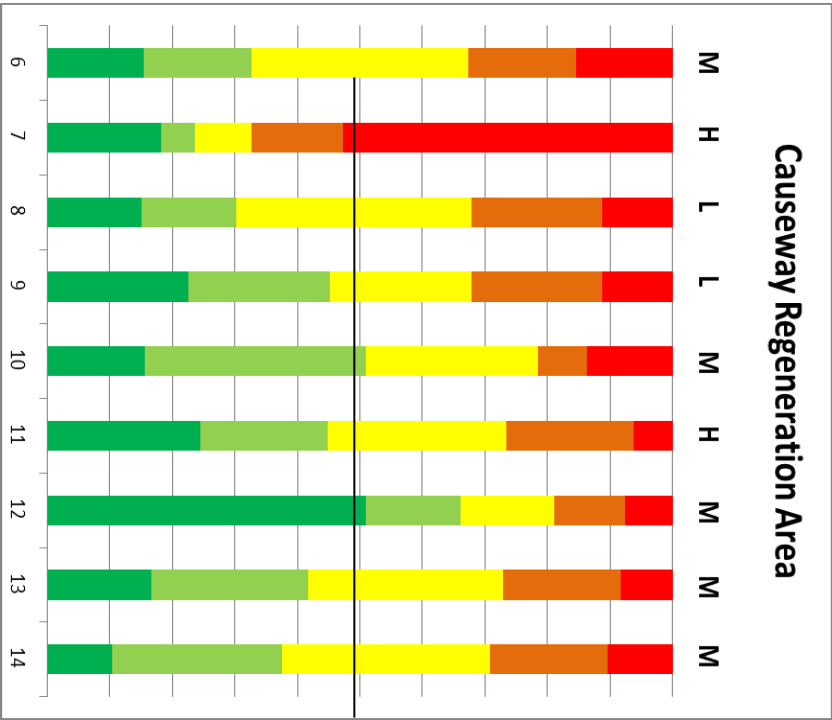
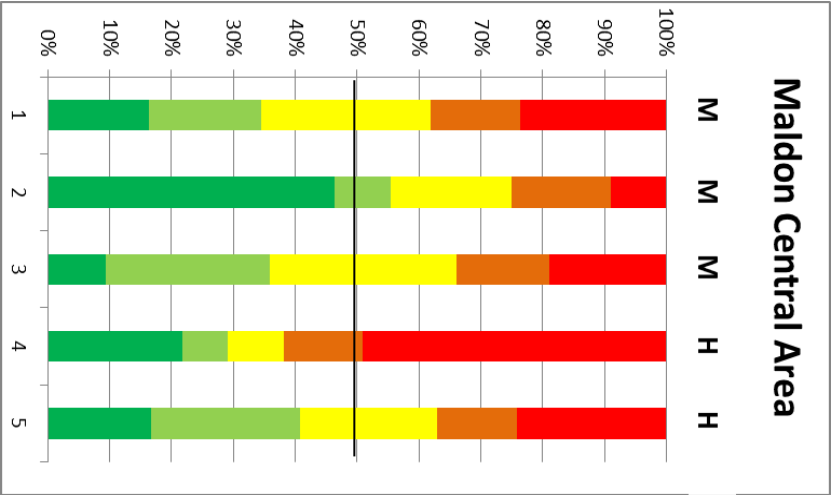
PROJECT PRIORITY				
① Upper High Street	1 2 3 4 5	⑩ Enterprise Centre	1 2 3 4 5	
② Lower High Street	1 2 3 4 5	⑪ Leigh Industrial Estate	1 2 3 4 5	
③ Butt Lane car park	1 2 3 4 5	⑫ The Causeway Strategic Flooding Review	1 2 3 4 5	
④ Hythe Quay	1 2 3 4 5	⑬ Wyndham Heron and the Roothings	1 2 3 4 5	
⑤ Riverside Path	1 2 3 4 5	⑭ The Street and Benbridge Industrial Estates	1 2 3 4 5	
⑥ North Quay	1 2 3 4 5	⑮ Destination hub	1 2 3 4 5	
⑦ New iconic bridge link	1 2 3 4 5	⑯ Promenade Park - Management Plan	1 2 3 4 5	
⑧ The Causeway corridor	1 2 3 4 5	⑰ Moorings in the Blackwater Estuary	1 2 3 4 5	
⑨ Heybridge Creek Improvements	1 2 3 4 5	⑱ Essex Coast Path and Northey Island	1 2 3 4 5	

Question 1 - Questionnaire responses

Illustrated in the first column is the number of respondents that answered each project priority question. There are variations in response to each project due to respondent bias or interest in a particular project over another.

No. of Respondents	Project Priority	1	2	3	4	5
55	1	9	10	15	8	13
56	2	26	5	11	9	5
53	3	5	14	16	8	10
55	4	12	4	5	7	27
54	5	9	13	12	7	13
52	6	8	9	18	9	8
55	7	10	3	5	8	29
53	8	8	8	20	11	6
53	9	12	12	12	11	6
51	10	8	18	14	4	7
49	11	12	10	14	10	3
53	12	27	8	8	6	4
48	13	8	12	15	9	4
48	14	5	13	16	9	5
51	15	5	10	11	6	19
54	16	12	13	14	9	6
53	17	15	5	12	6	15
55	18	13	14	17	8	3

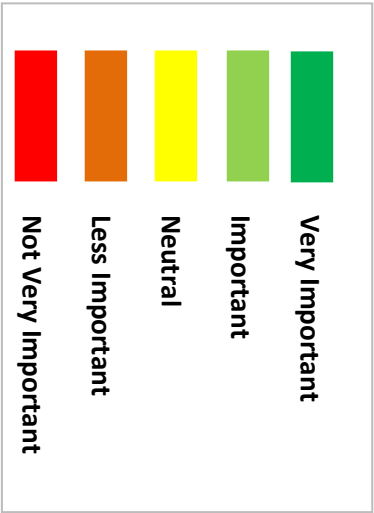
Project no.



Project no.

The lettering above the data statistic for each question (i.e. L, M and H) represents the priority level set out within the Pre-consultation Central Area Masterplan:

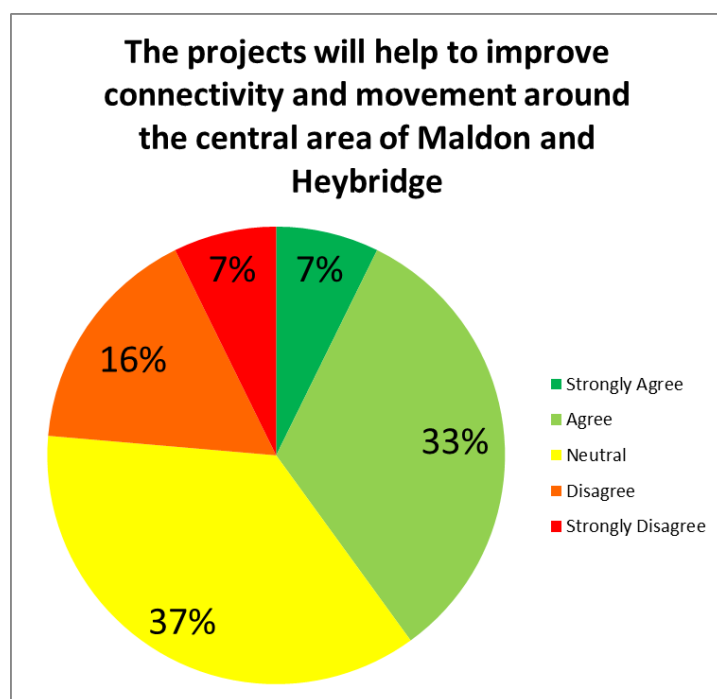
L – Low priority
M – Medium priority
H – High priority



Question 2a - Connectivity and Movement

“The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge”

No. of respondents	Connectivity and Movement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
55	The projects will help to improve connectivity and movement around the central area of Maldon and Heybridge	4	18	20	9	4



Positive Responses – 40%

Neutral Responses – 37%

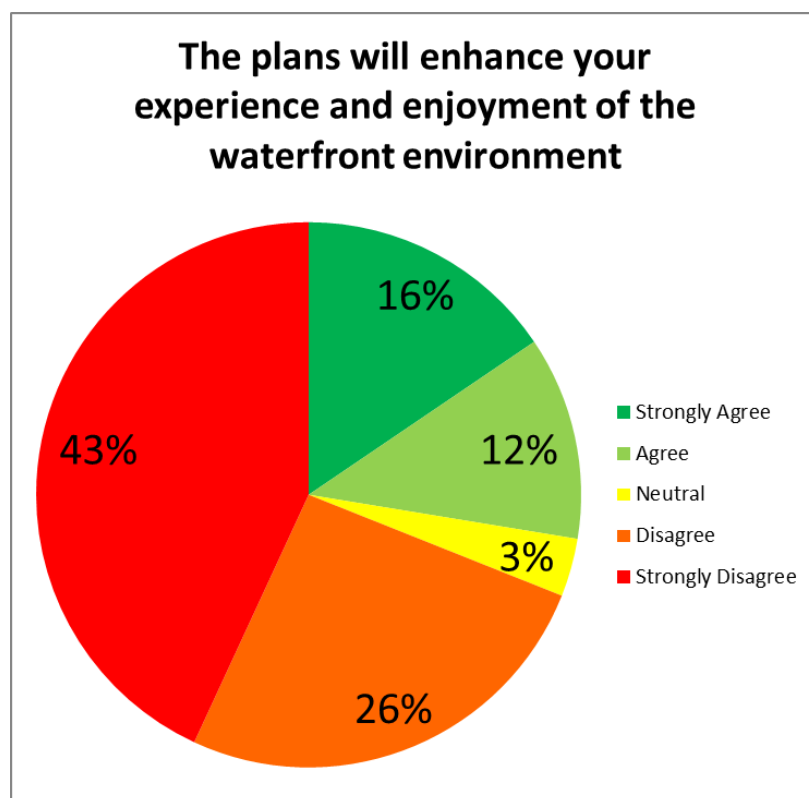
Negative responses – 23%

Positive Key word responses	Number of respondents Identifying issue
Signage & Information Boards	9
Park & Ride	7
Improved Parking Regulations in Town	7
Better Connectivity from High St. to Prom	4
New Bridge Connection praised	4
New Coastal/Rural/Heritage/Cycle Path	4
More Car Parks	3
Better Tourist Office	2

Question 2b – Waterfront Environment

“The plans will enhance your experience and enjoyment of the waterfront environment”

No. of respondents	Waterfront Movement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
58	The plans will enhance your experience and enjoyment of the waterfront environment	9	7	2	15	25



Positive Responses – 28%

Neutral Responses – 3%

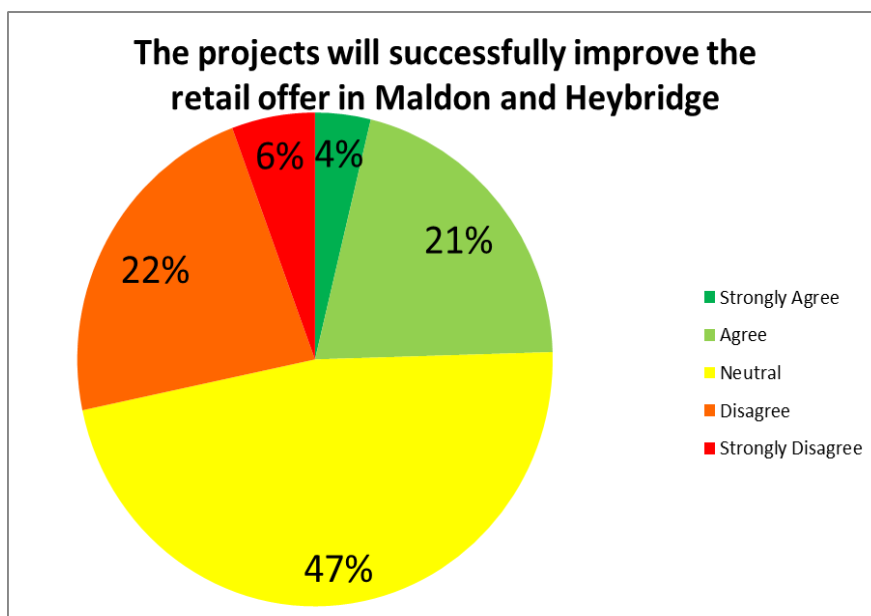
Negative Responses – 69%

Key word responses	Number of respondents identifying issue
Negative perceptions of market on Quay	24
Content with existing situation	12
Improve eating/toilet facilities in Prom Park	7
Enhance mooring facilities	6
Overnight visitor facilities	6
Positive perception of market quay	5
Improve signage to help follow route	5
Enhance parking facilities	3

Question 2c – Retail Offer on the High Street

“The projects will successfully improve the retail offer in Maldon and Heybridge”

No. of respondents	Retail	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53	The projects will successfully improve the retail offer in Maldon and Heybridge	2	11	25	12	3



Positive Responses – 25%

Neutral Responses – 47%

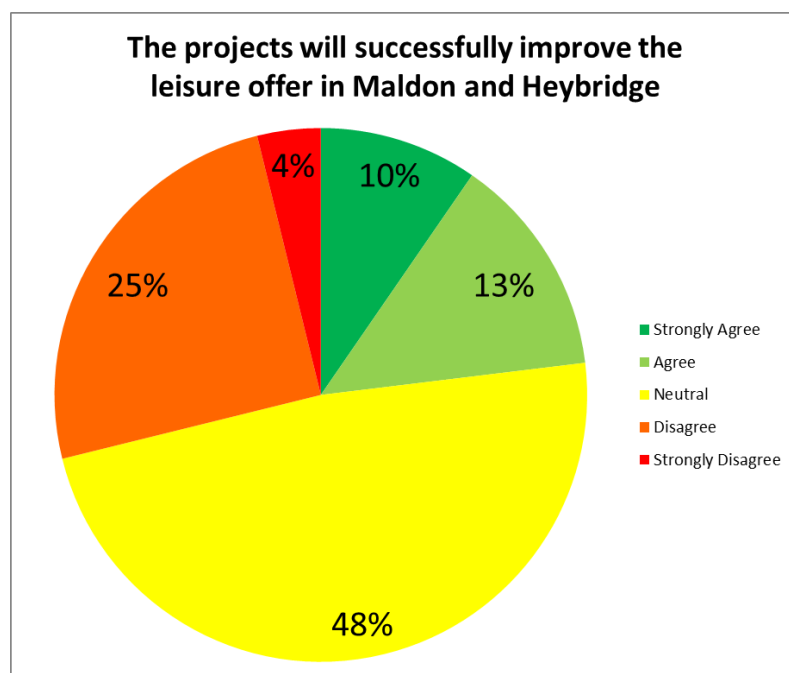
Negative Responses – 28%

Key word responses	Number of respondents identifying issue
Free/lower parking fees	10
Encourage niche shops/restaurants	6
Mitigate traffic on High St.	5
Reduce business rates for smaller businesses	5
Improve transport links with rural areas	4
Improve lower High St.	3

Question 2d – Leisure Offer

“The projects will successfully improve the leisure offer in Maldon and Heybridge”

No. of respondents	Leisure	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
52	The projects will successfully improve the leisure offer in Maldon and Heybridge	5	7	25	13	2



Positive Responses – 23%

Neutral Responses – 48%

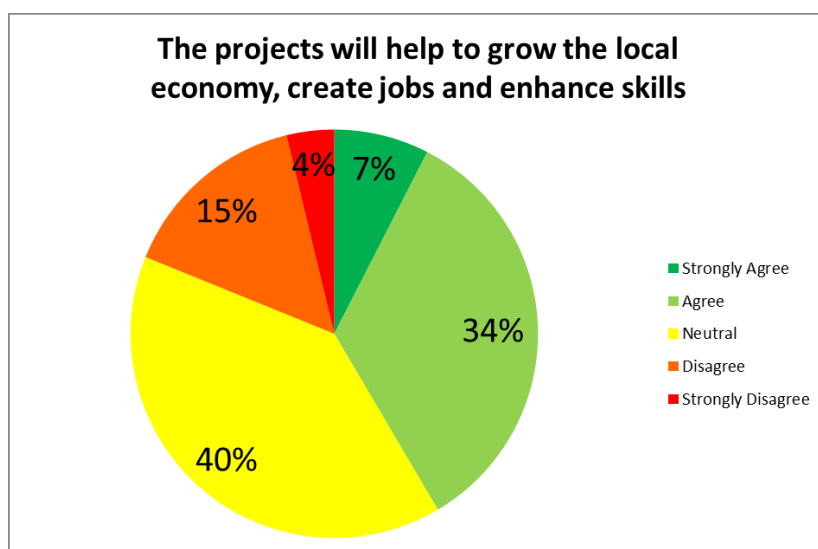
Negative Responses – 29%

Key word responses	Number of respondents identifying issues
Reinstate lake at Prom Park	7
Cinema/ leisure area away from waterfront	7
Improvements to coastal path	5
Restaurant facilities on the Waterfront	4
Content with current situation	4
Improve shower and toilet facilities	3

Question 2e – Local Economy

“The projects will help to grow the local economy, create jobs and enhance skills”

No. of respondents	Local Economic Growth/Jobs/Skills	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53	The projects will help to grow the local economy, create jobs and enhance skills	4	18	21	8	2



Positive Responses – 41%

Neutral Responses – 40%

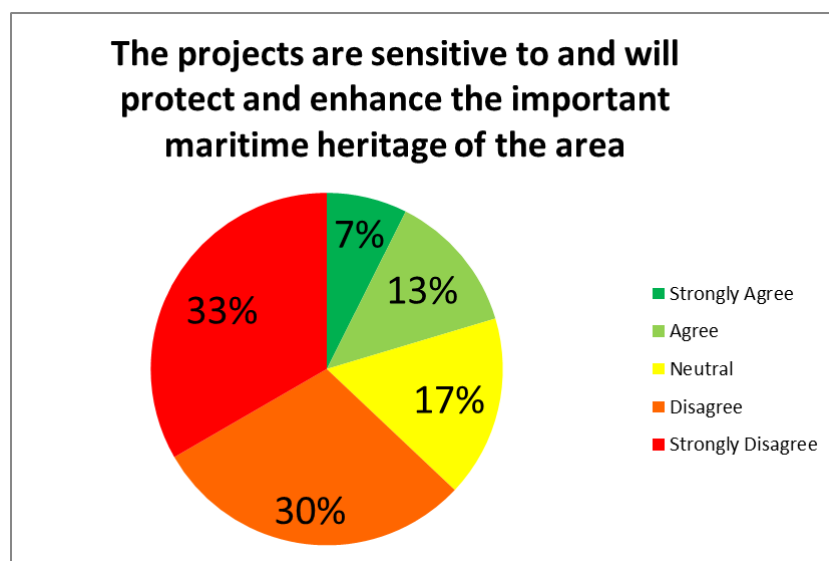
Negative Responses – 19%

Key word responses	Number of respondents identifying issues
Introduce job placement scheme	4
Support small businesses	2
Ensure emphasis on leisure front businesses (restaurants)	2
Encourage business park	2

Question 2f – Maritime Heritage

“The projects are sensitive to and will protect and enhance the important maritime heritage of the area”

No. of respondents	Maritime Heritage	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
54	The projects are sensitive to and will protect and enhance the important maritime heritage of the area	4	7	9	16	18



Positive Responses – 20%

Neutral Responses – 17%

Negative Responses – 63%

Key word responses	Number of respondents identifying issues
Protect the current heritage assets on the Waterfront	11
Negative view of market on Hythe Quay	10
Protect natural environment	4
Extend visitor mooring	4
New bridge will enhance accessibility	4

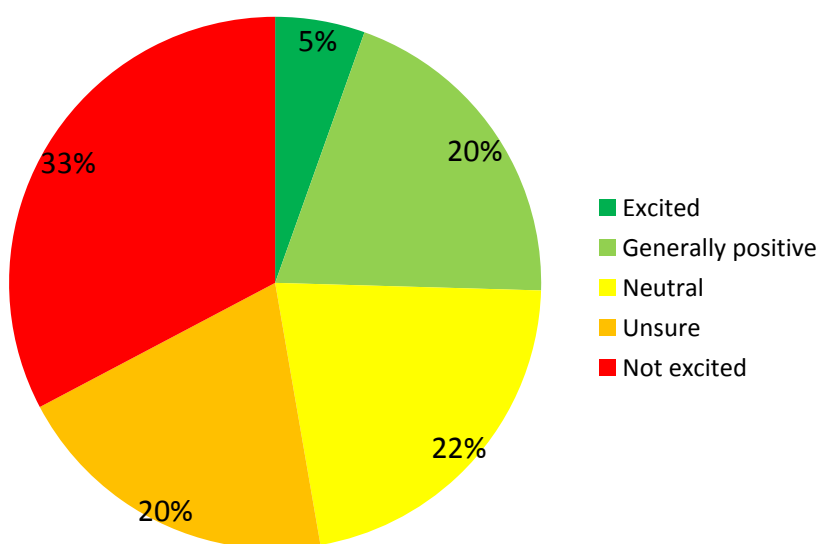
Question 3 – Overall Impressions

“What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Master Plan?”

No. of respondents	Excited	Generally positive	Neutral	Unsure	Not excited
55	3	11	12	11	18

What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan?

What is your overall impression of the projects you have seen in this exhibition for the Maldon and Heybridge Central Area Masterplan?



Positive Responses – 25%

Neutral Responses – 22%

Negative Responses – 53%