

Easton on the Hill

Village Survey Analysis

2015 vs 2026: A Decade of Change



Survey at a Glance

137

Responses

vs 186 in 2015

NPS 49

Net Promoter Score

vs 53 in 2015

90%

Say village is friendly

up from 82%

76%

Support A43 30mph

Strong mandate

27%

Cite poor transport

up from 13%

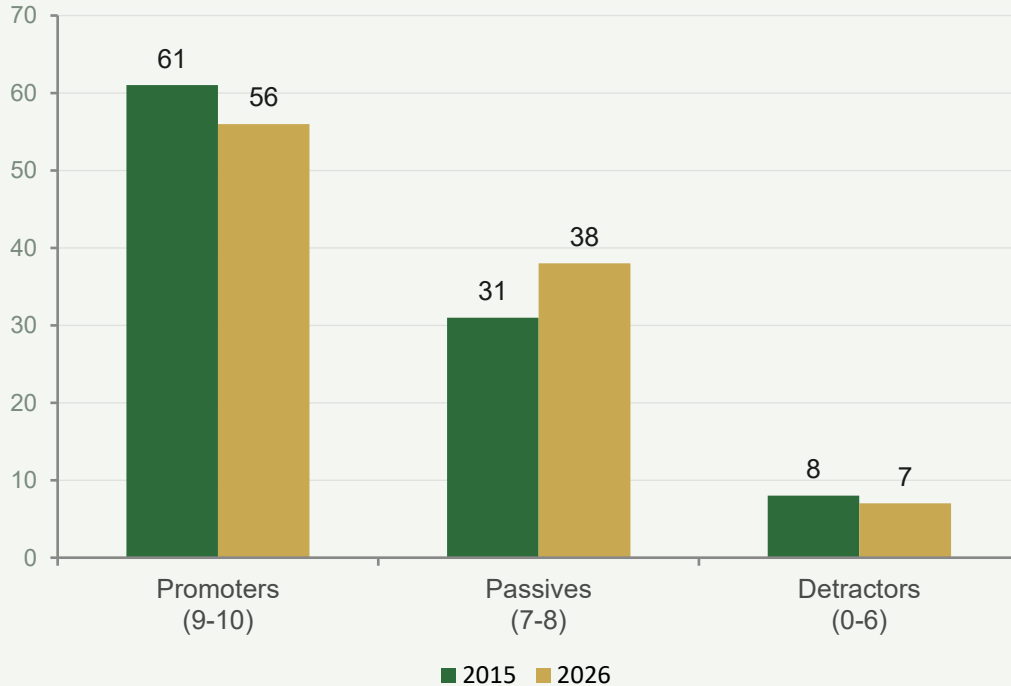
97%

Rate Birch Tree Café

as most impactful



Sentiment: Net Promoter Score



Key Takeaway

NPS remains excellent at 49 (vs 53 in 2015).

The small dip comes from Promoters shifting to Passives
Despite score remaining very high, this shift could be an early warning sign of indifference

Detractors actually fell from 8% to 7%.

Residents are satisfied but see room for improvement.

Best & Worst: What Residents Say

BEST Aspect

	2026
Sense of community	26%
Local amenities	22%
Peaceful & safe	22%
Proximity to Stamford	16%
Heritage & character	4%
Clubs & events	4%

WORST Aspect

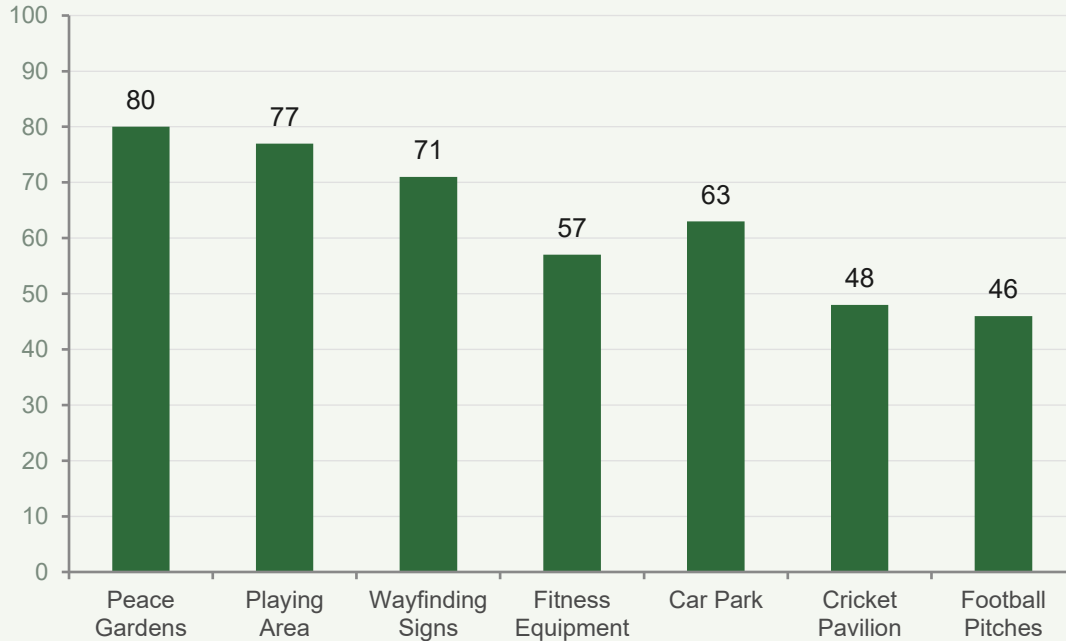
	2015	2026
Traffic/speed/parking	35%	31%
Poor public transport	13%	27%
Nothing / satisfied	16%	16%
Anti-social behaviour	N/A	7%
Lack of facilities	—	3%



Public transport concern has doubled from 13% to 27% in a decade. With 78% of respondents never using Call Connect, the current provision is clearly not meeting needs. This is now the second-biggest issue after traffic. ASB is emerging as an issue, although this wasn't asked in 2015.



Progress: Improvements Since 2015



Most Positive Impact



Birch Tree Café

97%

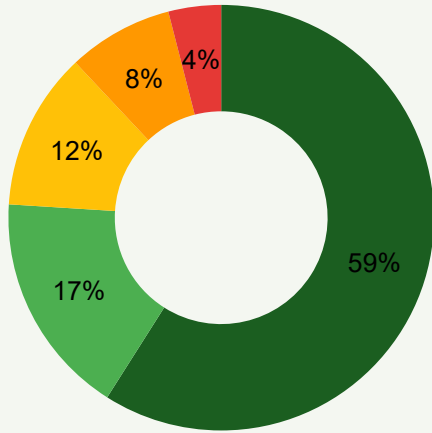
rated it as having the most positive impact of any improvement

Now used monthly+ by 46% of residents

The café has fulfilled the 2015 survey's identified need for a social meeting place beyond the pub.

A Transport & Highways

A43 Speed Reduction (40mph → 30mph)



■ Strongly Support ■ Support ■ Neutral ■ Oppose ■ Strongly Oppose

Preferred Enforcement

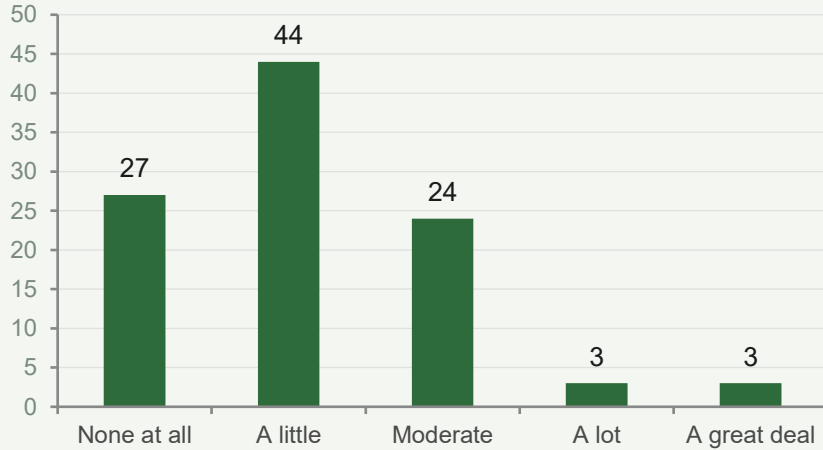
Measure	Support
Vehicle Activated Signs (VAS)	94%
Average speed cameras	84%
Gateway signage	53%
Police enforcement	26%
Physical calming (bumps)	22%

Potholes: #1 open-text complaint

99% of those selecting road conditions as their top issue said it mattered most. The most emotionally charged topic across all responses.



Community Safety & Anti-Social Behaviour



Where?

Village centre 37%
Playing field 33%

When?

Evenings 73%
Weekends 19%

What?

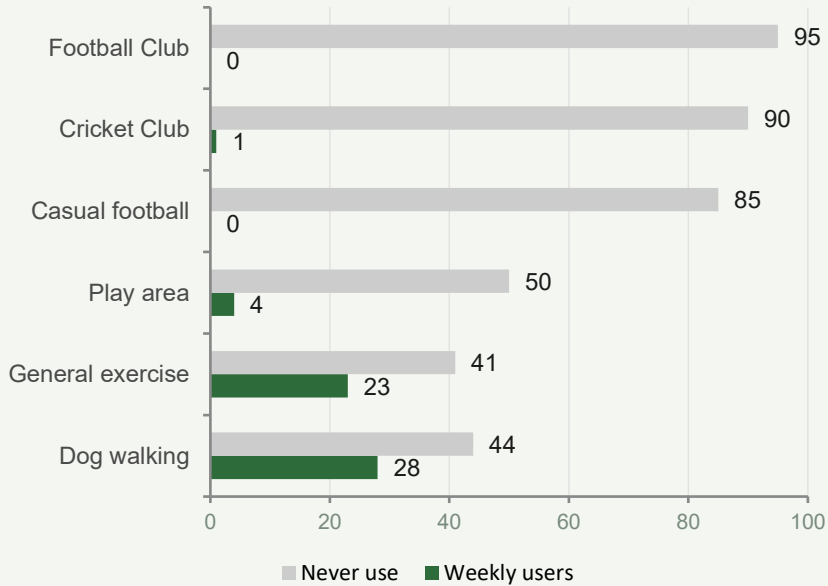
Vandalism 84%
Substance misuse 70%

CCTV Support: 65% in favour (36% strongly support + 29% support). 23% neutral, 12% oppose. Main opposition concerns: privacy, proportionality, and preference for addressing root causes. *Several open responses specifically referenced drug use.*



Playing Fields: Usage & Tensions

Weekly Usage by Purpose



Key Tension: External Teams

The strongest theme in open responses.

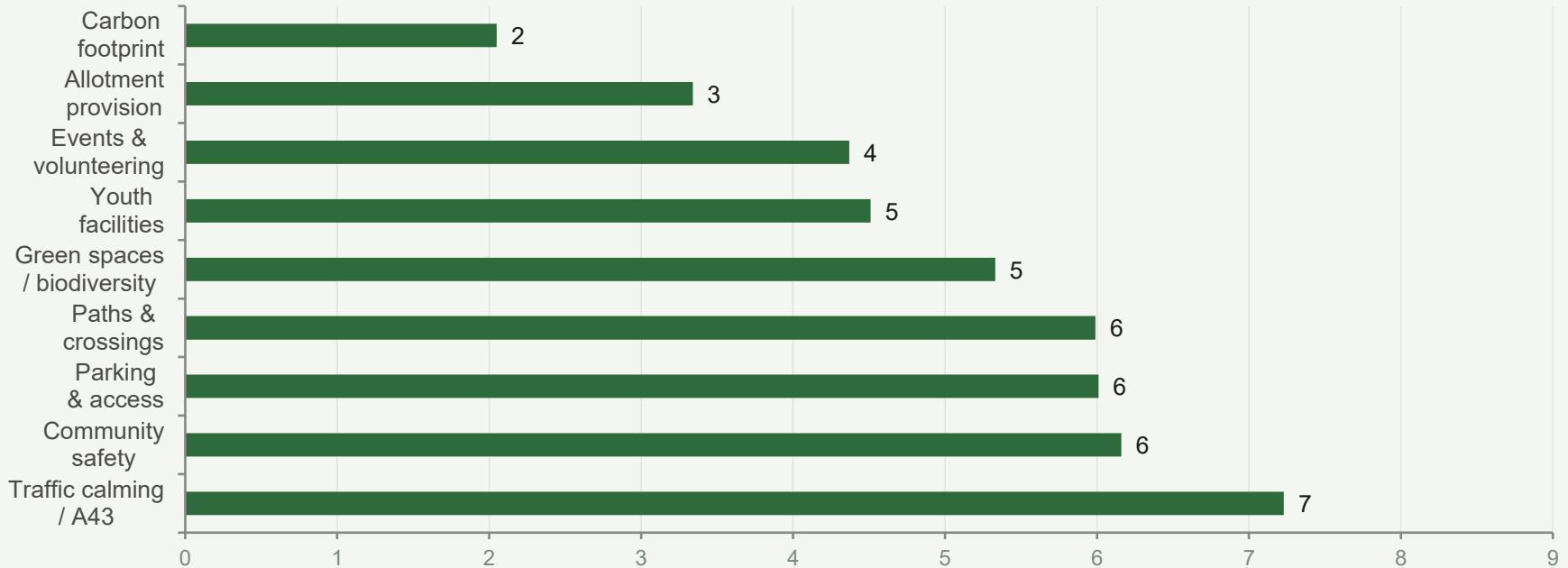
Residents report:

- Outside football clubs dominate weekend use
- Access track (Ketton Drift) severely damaged by vehicle traffic
- Speeding vehicles on bridleway endanger pedestrians
- Limited consideration for walkers, dog owners and families
- Facilities serve paying external users more than village residents

This requires a transparent policy discussion about income vs. resident amenity.



Community Priorities 2026–2029



43% of residents ranked traffic calming as their #1 priority. 74% placed it in their top three.

Summary: Key Priorities

High resident demand, clear mandate for action

1

A43 Speed Reduction Campaign

76% support gives a strong mandate. EOTH Parish Council will need to work with National Highways and NNC

76% support

2

Pothole & Road Condition Lobbying

Most emotionally charged issue in open responses. Again, will need to work with NNC

#1 complaint

3

Playing Field External Use Policy

Strongest open-text theme. Discussions underway about income vs. resident access, track maintenance responsibilities, and weekend usage policies.

Strongest feeling

Summary

Easton on the Hill remains a village where people are proud to live.

Satisfaction is high, community spirit is strong, and the improvements made since 2015 — particularly the Birch Tree Café, Peace Gardens, and playing area — have been widely valued.

But residents are asking us to tackle the things that frustrate them: the A43, potholes, public transport, and finding the right balance at the playing field.

This survey gives us a clear, evidence-based mandate to act.

Thank you to all residents that took part.