

Deptford High Street Consultation Analysis



Lewisham



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Executive Summary

Purpose & Scope

The consultation sought community views on a package of public-realm changes for Deptford High Street, ranging from extra planting and pavement repairs to time-limited pedestrianisation between New Cross Rd and Hamilton St. The online survey attracted between **1,485 and 2,854 usable responses per closed-question** (Q1-Q9) and over **2,000 open-text comments** across four narrative questions.

Analytical Method

Responses were cleaned, geocoded (outward postcodes), and deduplicated. Closed questions were tabulated; long-form answers were processed sentence-by-sentence with a **BERTopic-based pipeline**: MPNet embeddings → UMAP reduction → HDBSCAN clustering → class-TF-IDF keyword extraction. A human “review-and-rerun” loop refined stop-words and seed themes before final aggregation into higher-level topics. This yielded a transparent map linking every comment back to its speaker.

Headline Findings:

Public Sentiment & Key Concerns

1. **Gentrification & Affordability** – The dominant concern was that proposed changes could accelerate gentrification, raising rents and displacing long-standing businesses, residents, and the working-class community. Many feared a loss of character and reduced accessibility for lower-income and disabled residents.
2. **Business & Market Trader Vulnerability** – Market traders and small businesses expressed concern over delivery restrictions, increased costs, and reduced vehicle access. Pedestrianisation during set hours was seen as a major logistical challenge, with potential for severe trading losses.
3. **Scepticism of Consultation Process** – Many distrusted the consultation framing, citing coercive survey designs and concerns that feedback would be ignored or misrepresented.
4. **Accessibility & Social Equity Issues** – Proposals were often viewed as benefiting newer, wealthier residents while disproportionately impacting disabled, elderly, and car-dependent residents.

Environmental & Public Realm Considerations

5. **Support for Environmental Improvements – With Caveats** – While some welcomed urban greening, lighting, and cleaner streets, others criticised them as “greenwashing” — beautification efforts that fail to address deeper systemic issues like waste management, traffic displacement, and business support.

6. **Traffic & Air-Quality Trade-offs** – Views were mixed; some welcomed reduced traffic, but others feared congestion would simply shift to nearby roads, worsening pollution in those areas.
7. **Cleanliness & Waste Management** – Respondents widely requested extra bins, more frequent collections, and enforcement. Many dismissed planters alone as ineffective.
8. **Mixed Views on Safety Enhancements** – Lighting improvements were widely supported, but some felt safety was already sufficient. Others worried that additional seating could lead to increased street drinking and anti-social behaviour.

Cultural & Community Investment

9. **Desire for Investment in Community & Existing Services** – Many advocated reallocating funds towards housing, libraries, youth services, and local initiatives, instead of large-scale urban redesigns that were perceived as benefiting external developers or chain businesses.
10. **Culture & Events** – Arts organisations welcomed support but urged funding for existing venues like The Albany rather than new outdoor stages. Creatives warned of rising rents.
11. **Pedestrianisation: Highly Divisive** – There was mixed support for pedestrianisation, with some advocating flexible access for traders and residents while others opposed it outright due to concerns about mobility, business closures, and delivery disruptions.

Analysis Layout

The consultation analysis is split into two distinct streams:

- The first stream is a basic analysis of the questions requiring a simple yes/no/maybe answer, where simple visualisations are provided.
- The second stream takes the long-form free text responses to the *If no, please say why* questions following from each question 1-9. A detailed analysis is then provided. The method of this analysis is provided in Method.

Method

The following outlines the method used to process and analyse the long-form responses to the consultation:

1. Data ingestion and cleaning

We begin with a single extract from the consultation platform. Empty strings, lone dashes, and the literal text “nan” are treated as missing values, after which each row is given a unique integer ID. Free-text replies that describe a participant’s link to Deptford High Street are scanned with carefully ordered keyword patterns so that the same person cannot be classed as both a resident and a trader. Three columns: *is_resident*, *is_trade*, and *is_visitor*, capture the outcome.

2. Geographical tagging

A short regular expression lifts the outward half of every UK postcode (e.g. SE8). Outward codes in SE8 or SE14 mark a respondent as living inside the Deptford ward; eleven further postcodes ring-fence the wider Lewisham borough; anything else is flagged as “outside borough.” Again, mutually exclusive one-hot columns keep the logic transparent.

3. Sentiment bucketing and de-duplication

The question “How do you feel overall about our design proposals?” is mapped into five plain-English labels: very happy through very unhappy, plus ‘neutral’ and ‘unknown’, using simple but robust pattern matching. Duplicate rows are identified where there is either the same “Respondent ID” listed twice and through fuzzy matching of emails and addresses. This approach found **60 duplicate responses**. These duplicates are then removed so that each voice is counted once.

4. Open-text preparation

For the open question chosen for topic modelling, text is cleaned in four passes: (1) corrupted characters are mended, (2) URLs, e-mail addresses and stray HTML are stripped, (3) contractions are expanded, and (4) surplus whitespace is collapsed and

everything is lower-cased. Word frequencies are printed so that I can begin to build a picture of useful stopwords.

5. Sentence-level tokenisation and lemmatisation

Answers are broken into sentences with NLTK's Punkt splitter, fragments shorter than three words are discarded, and each surviving sentence is tagged for part-of-speech with a lightweight UnigramTagger trained on the Brown corpus. WordNet lemmatisation then reduces tokens to their root form while filtering out a bespoke stop-list (built from domain knowledge as well as standard English stop-words).

6. Feature engineering

Each sentence receives a bag-of-1-to-3-grams (for classical TF-IDF style weights) and a 768-dimensional MPNet embedding (for semantic similarity). Embeddings are cached so the entire pipeline can be rerun in seconds. UMAP squeezes the vectors down to ten dimensions; HDBSCAN hunts for dense clusters without forcing every sentence into one.

7. First-pass topic modelling with BERTopic

UMAP, HDBSCAN, a class-TF-IDF transformer and a KeyBERT-inspired label generator are stitched together inside BERTopic. The model returns a topic number and a confidence score for every sentence, and a summary table shows the researcher which keywords define each cluster.

8. Human-in-the-loop refinement

At this point I pause for judgement. Using advanced large-language-model prompts, we inspect the first-pass topics and automatically draft a **bespoke stop-word list** (to catch left-over placenames, filler verbs, local jargon, etc.) plus a set of **seed topics** that express the themes we expect (for instance, active-travel, market-trade, night-time safety). These curated inputs are fed back into BERTopic and the entire analysis is rerun—new embeddings included—so that noise is suppressed, and subtle themes are encouraged to coalesce.

9. Inter-topic aggregation

The refined model still yields several dozen granular clusters, so we measure their Intertopic distance (using the reduced UMAP space) and merge clusters that occupy adjacent territory. The result is a compact set of higher-level themes; each one internally coherent, mutually distinct, and traceable back to the exact sentences and respondents that generated it.

List of Questions in Consultation:

1. Do you think the proposed improvements will enhance Deptford's town centre?
2. Do you think these measures will help reduce traffic, improve waste management and air quality?
3. Do you think these improvements will make the high street cleaner and greener overall?
4. Do you think these improvements will make the high street safer for everyone?
5. Do you think these improvements will make it safer for people walking, cycling and/or using public transport to travel along the high street?
6. Do you think these proposed improvements would attract more people to come to the high street to shop, dine and enjoy entertainment?
7. Do you think overall businesses and traders would benefit from what we are proposing for the future of Deptford High Street?
8. Do you think these proposed improvements will celebrate Deptford's creative and cultural scene and unlock new opportunities for events and activities?
9. Do you support our proposal to pedestrianise part of Deptford High Street between New Cross Road and Hamilton Street (during set hours)?
 - a) Which set hours would work best for the pedestrianised area between New Cross Road and Hamilton Street?
10. What specific improvements would you like to see more of in the proposals?
11. Are there any specific improvements you would like to see less of in our design proposal?
12. How do you feel overall about our design proposals for Deptford High Street?
13. If you selected "unhappy/very unhappy," please explain why.
14. Do you have any further comments about or suggestions for the proposed Deptford High Street improvements?

Questions 1-9 constitute the questions with a yes/no/maybe answer as well as free text if no or maybe was answered. Question's 10,11,13 &14 are only free text responses and Question's 9a & 12 are discrete responses which can be viewed in their individual sections.

The following section, *Breakdown of Question's 1-9*, shows the public's responses to each yes/no/maybe question visually, and then more granularly with a table highlighting the location of respondents.

Questions 1-9 Breakdown

Question	Response	From Deptford	From Lewisham	Outside Borough	Unknown	Total
Do you think the proposed improvements will enhance Deptford's town centre?	Yes	392	249	215	5	861
	No	697	388	432	7	1524
	Maybe	126	34	23	1	184
	Unknown	25	6	9	13	53
	Total (excluding Unknown)					2569
Do you think these measures will help reduce traffic, improve waste management and air quality?	Yes	443	266	232	7	948
	No	624	347	374	7	1352
	Maybe	147	57	62	0	266
	Unknown	25	7	11	12	55
	Total (excluding Unknown)					2566
Do you think these improvements will make the high street cleaner and greener overall?	Yes	410	254	215	7	886
	No	613	337	386	8	1344
	Maybe	188	79	67	0	334
	Unknown	28	7	11	11	57
	Total (excluding Unknown)					2564
Do you think these improvements will make the high street safer for everyone?	Yes	399	248	215	6	868
	No	673	375	399	8	1455
	Maybe	140	46	52	0	238
	Unknown	28	8	13	12	61
	Total (excluding Unknown)					2561
Do you think these improvements will make it safer for people walking, cycling and or using public transport to travel along the high street?	Yes	414	255	225	6	900
	No	652	366	390	8	1416
	Maybe	168	51	59	1	279
	Unknown	6	5	5	11	27
	Total (excluding Unknown)					2595
Do you think these proposed improvements would attract more people to come to the high street to shop, dine and enjoy entertainment?	Yes	410	244	214	6	874
	No	668	377	410	7	1462
	Maybe	134	48	43	1	226
	Unknown	27	8	12	12	59
	Total (excluding Unknown)					2562
Do you think overall businesses and traders would benefit from what we are proposing for the future of Deptford High Street?	Yes	389	237	208	7	841
	No	717	390	433	8	1548
	Maybe	126	45	33	1	205
	Unknown	28	5	5	10	48
	Total (excluding Unknown)					2594
Do you think these proposed improvements will celebrate Deptford's creative and cultural scene and unlock new opportunities for events and activities?	Yes	379	230	199	6	814
	No	678	374	416	8	1476
	Maybe	172	67	57	2	298
	Unknown	10	6	7	10	33
	Total (excluding Unknown)					2588
Do you support our proposal to pedestrian part of Deptford High Street between New Cross Road and Hamilton Street (during set hours)?	Yes	428	257	213	6	904
	No	690	370	412	10	1482
	Maybe	114	44	46	0	204
	Unknown	31	6	8	10	55
	Total (excluding Unknown)					2590

This table shows the breakdown of responses to Question's 1-9, highlighting whether the respondent lives in Deptford, Lewisham or outside of the borough. This can provide useful insight, e.g for Question 1: *Do you think the proposed improvements will enhance Deptford's town centre*, 2569 people responded, with 1524 (59%) responding no and of these respondents 697 (46%) live in Deptford.

Analysis of Q1-9 Yes/No/Maybe responses

Question (abridged)	Respondents (ex-unknown)	Yes %	No %	Maybe %	Gap (No-Yes) pp
Enhance town centre	2 569	33.5	59.3	7.2	-25.8
Cut traffic / improve air & waste	2 566	36.9	52.7	10.4	-15.8
Cleaner & greener high street	2 564	34.6	52.4	13.0	-17.8
Safer for everyone	2 561	33.9	56.8	9.3	-22.9
Safer for walking / cycling	2 595	34.7	54.6	10.7	-19.9
Attract more visitors	2 595	33.7	56.3	8.7	-22.6
Benefit businesses & traders	2 562	32.8	60.4	8.0	-27.6
Celebrate culture & events	2 588	31.5	57.0	11.5	-25.5
Pedestrianise part of High St	2 590	34.9	57.2	7.9	-22.3

Percentages are of respondents who gave a substantive answer (unknowns excluded).

Overall sentiment

- Across all nine questions a clear—but not overwhelming—majority opposed the proposals. “No” answers range from **52 % to 60 %**, while support peaks at 37 %.
- The proposals that come **closest to majority support** are the practical, environment-oriented measures (traffic reduction / waste / air-quality) and safety for active travel, where the Yes–No gap narrows to 16–20 percentage points.
- Ideas framed around economic or cultural uplift (“benefit businesses”, “celebrate culture”) trigger the **strongest resistance** (Yes–No gaps ≥ 25 pp).

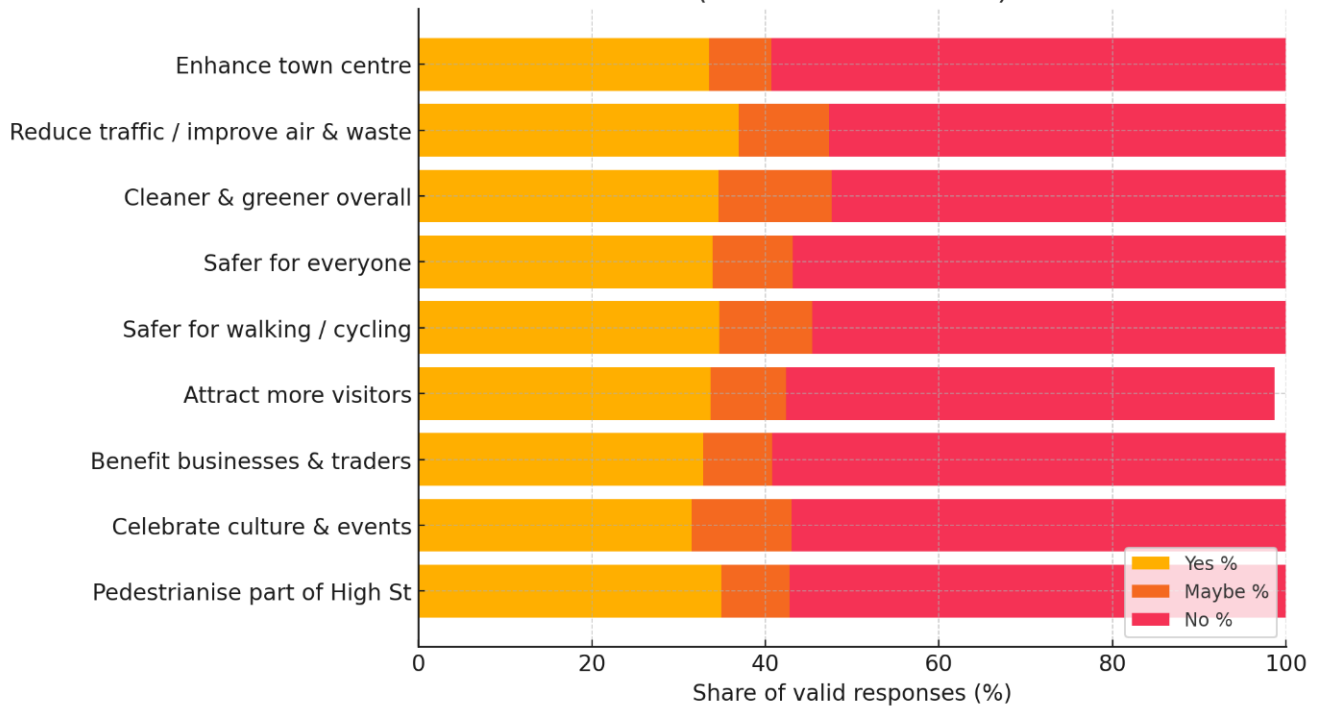
Geographical splits

The below table shows the Yes/No splits within each postcode area. For every question we work within each postcode group separately. In the Deptford rows, for instance, I total only Deptford Yes + No + Maybe answers and express Deptford Yes (and No) as a percentage of that Deptford-only total. I repeat the same self-contained calculation for “Rest of Lewisham” and for “Outside borough.” The ranges shown in the table therefore describe the support and opposition inside each area; they are *not* created by adding or averaging figures across different areas.

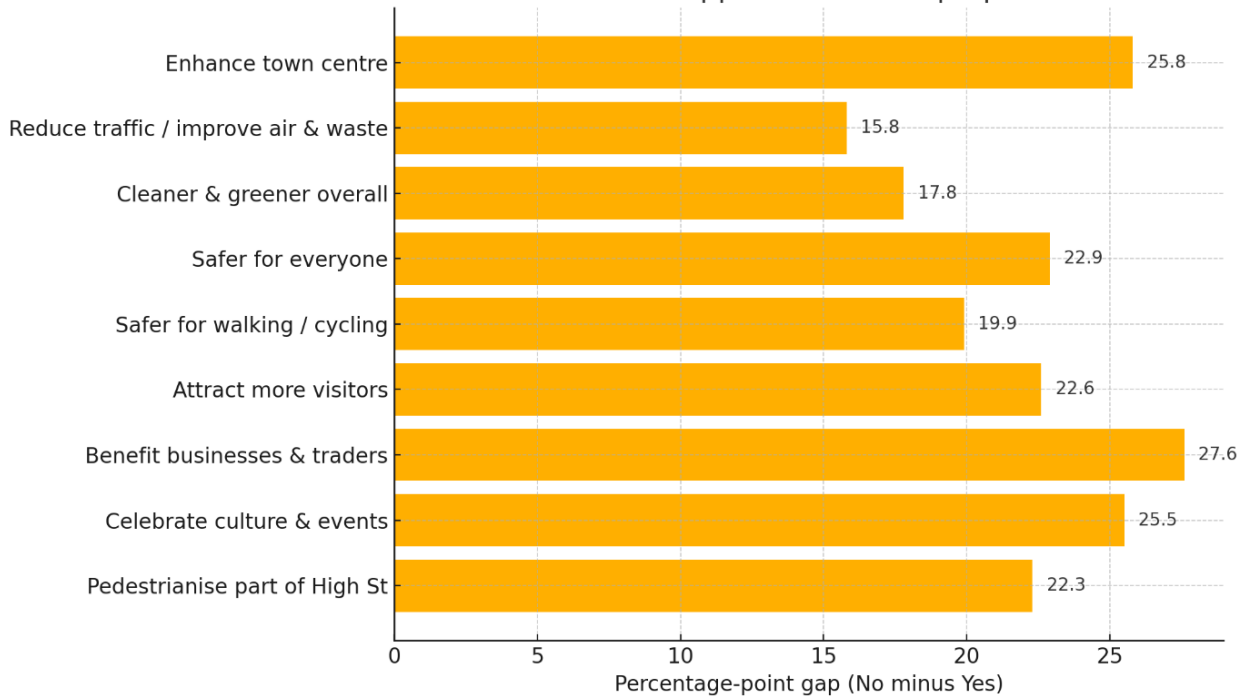
Origin	Deptford	Rest of Lewisham	Outside borough
Typical Yes share	31–35 %	36–40 %	30–33 %
Typical No share	55–58 %	55–57 %	60–65 %

- Lewisham-wide residents (but not living in Deptford) are **+4 pp more supportive** than Deptford residents on almost every question.
- Respondents from outside the borough are the most sceptical, driving the overall No majority.
- The gap between Deptford and the wider borough is modest, suggesting that **local opposition is not an outlier** but broadly mirrors views across Lewisham.

Public sentiment toward proposed improvements
(100 % stacked bars)



Extent of opposition across proposals



The following sections: *Question 9a- Which set hours would work best for the pedestrianised area between New Cross Road and Hamilton Street?* and *Q12: How do you feel overall about our design proposals for Deptford High Street?* are the standalone analyses of the questions 9a and 12.

N.B. From this point onwards Q12 is used as a means of classifying the sentiment of respondents across other questions.

Why the charts use Question 12 for sentiment

Question 12 asked: *“How do you feel overall about our design proposals for Deptford High Street?”*

Because it captures each respondent’s **global attitude to the whole scheme**, it serves as a consistent “mood tag” that can be applied to every other answer they gave.

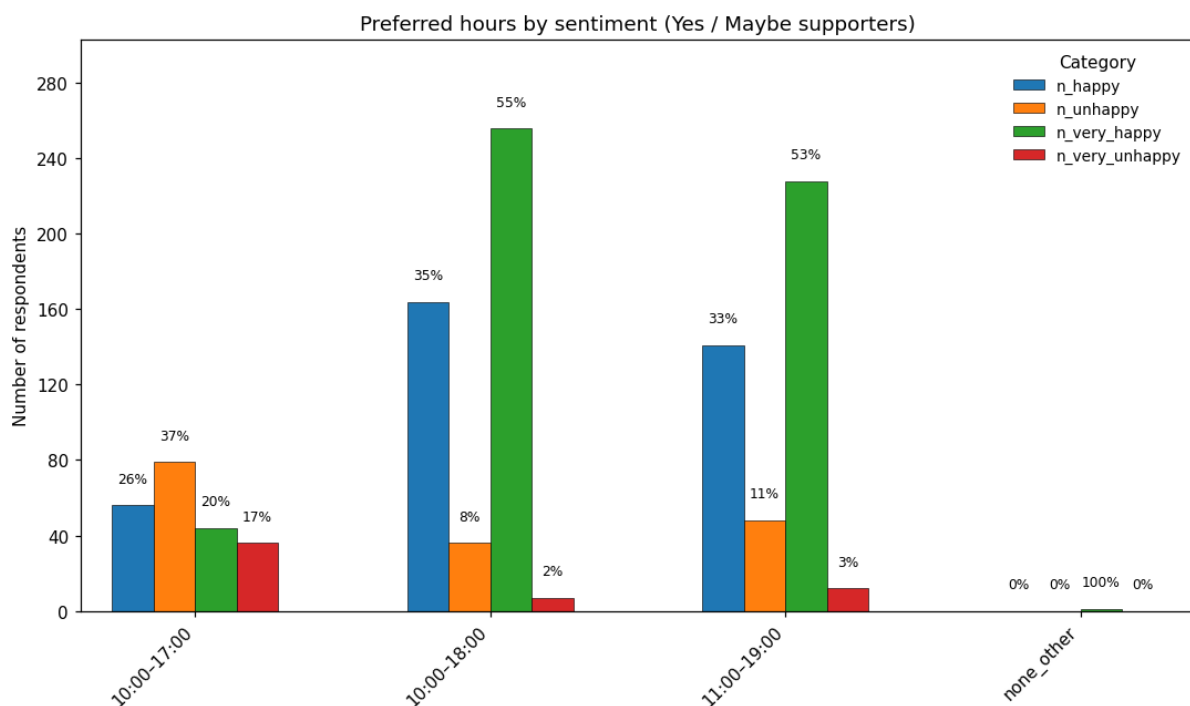
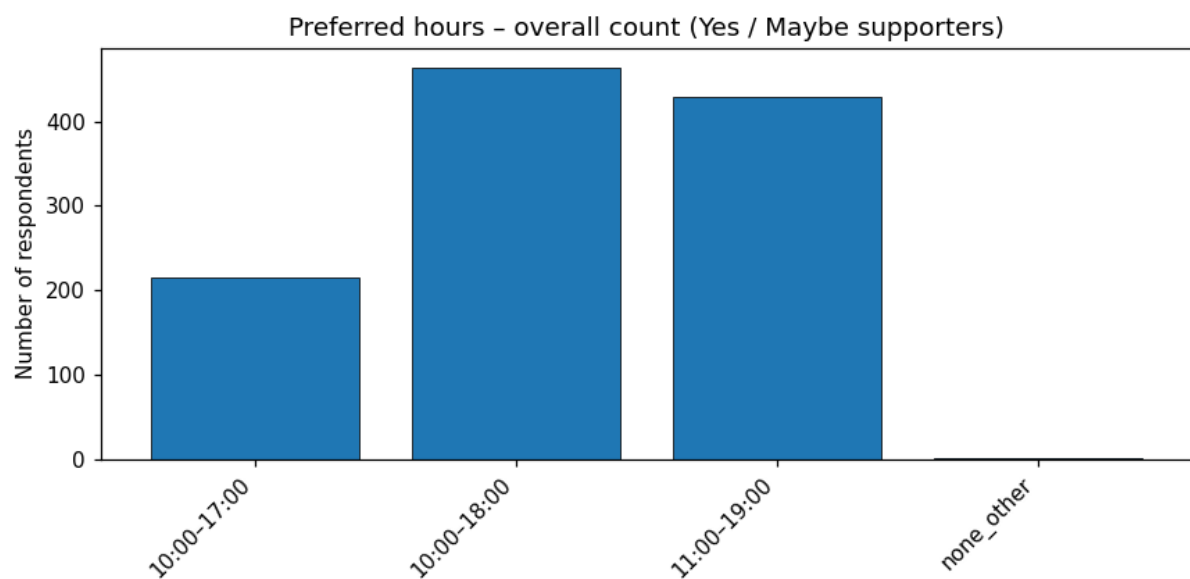
What I did:

1. **Assign a sentiment label** (very-happy, happy, unhappy, very-unhappy, unknown) to every respondent from their Q12 answer.
2. **Carry that label across** to all of their other comments, no matter which topic or question those comments relate to.
3. **Aggregate by topic**: when you see the sentiment-mix bars under each topic, they show how many people who discussed that topic fall into each Q12 sentiment bucket.

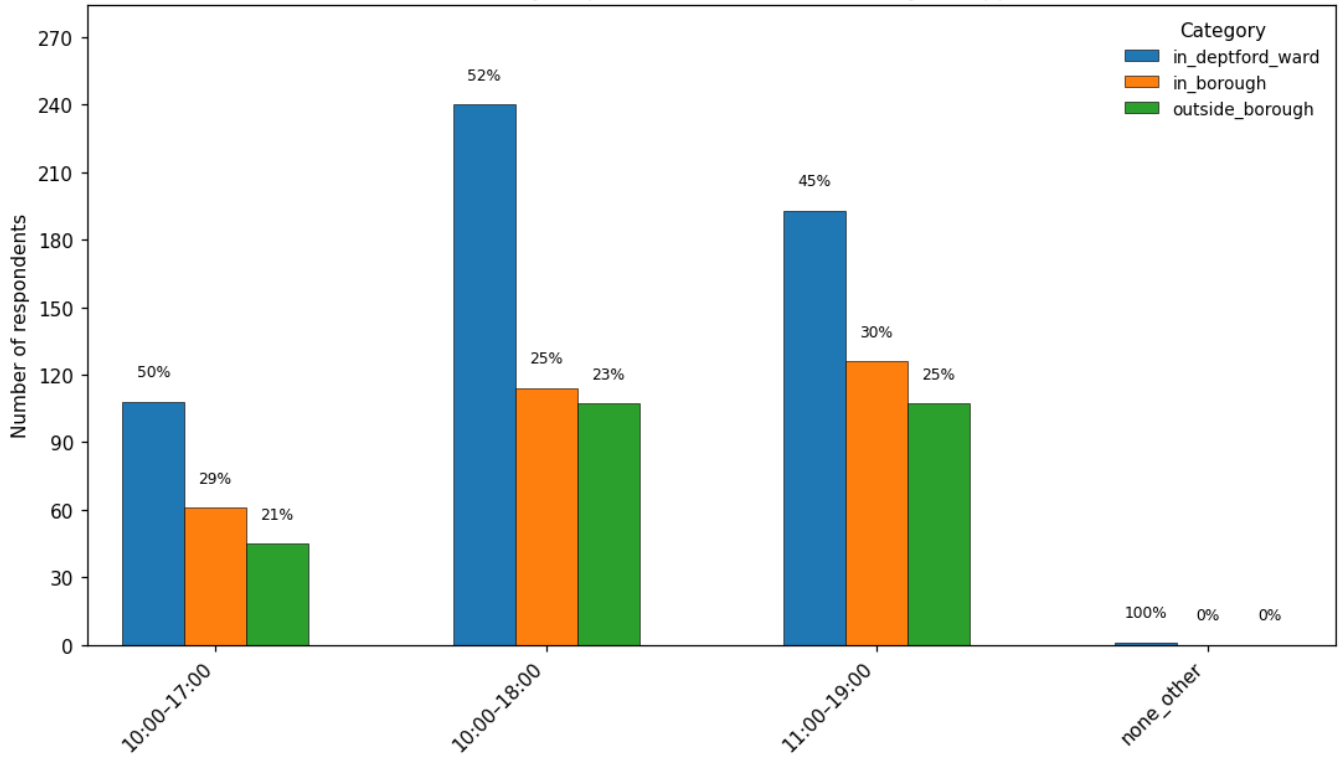
This approach lets us compare topics on a like-for-like basis using a single, survey-wide measure of sentiment.

Question 9a- Which set hours would work best for the pedestrianised area between New Cross Road and Hamilton Street?

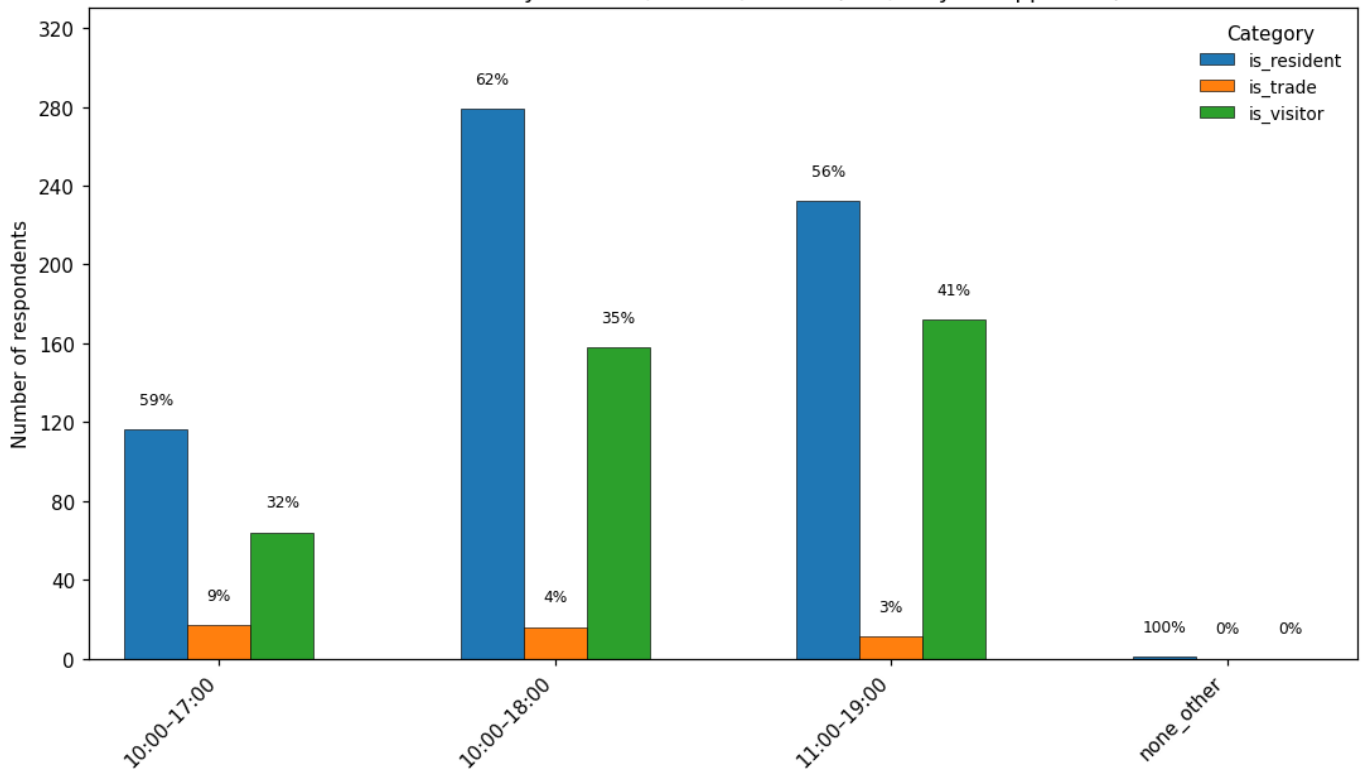
*The responses in question 9a were filtered to exclude the responses of those respondents that answered “no” to the question: **“Do you support our proposal to pedestrian part of Deptford High Street between New Cross Road and Hamilton Street (during set hours)?”**.*



Preferred hours by respondents' location (Yes / Maybe supporters)



Preferred hours by resident / trader / visitor (Yes / Maybe supporters)



Key take-aways from Q9a

Of the 2590 respondents (excluding unknown responses) to the question: “**Do you support our proposal to pedestrian part of Deptford High Street between New Cross Road and Hamilton Street (during set hours)?**”, after filtering out ‘no’ responses only 1108 responses remained to Question 9a.

Hour-window choices among respondents who support pedestrianisation

(n = 1108)

Time window	Count	Share of supporters
10 :00 – 18 :00	463	41.8 %
11 :00 – 19 :00	429	38.7 %
10 :00 – 17 :00	215	19.4 %
None / other	1	0.001 %

Eight in ten supporters want trading to run past 17:00; the 18:00 and 19:00 closing options are almost neck-and-neck.

Sentiment nuances (see “Preferred hours by sentiment”)

Hour slot	Very-happy share	Happy share	Un-/very-unhappy share
10:00 – 17:00	20.5 %	26 %	53.5 %
10:00 – 18:00	55.3 %	35.4 %	9.3 %
11:00 – 19:00	53.1 %	32.9 %	14 %

- Supporters who feel “very happy” gravitate strongly to longer hours, dominating both 10-18 and 11-19 choices.
- The shorter 10-17 window is disproportionately backed by respondents who are still uneasy about the project (unhappy/very unhappy ≈ 54 %).

Resident / trader / visitor pattern (see “by RTV”)

Hour slot	Resident	Visitor	Trader
10:00 – 17:00	58.9 %	32.5 %	8.6 %
10:00 – 18:00	61.6 %	34.9 %	3.5 %
11:00 – 19:00	55.9 %	41.4 %	2.7 %

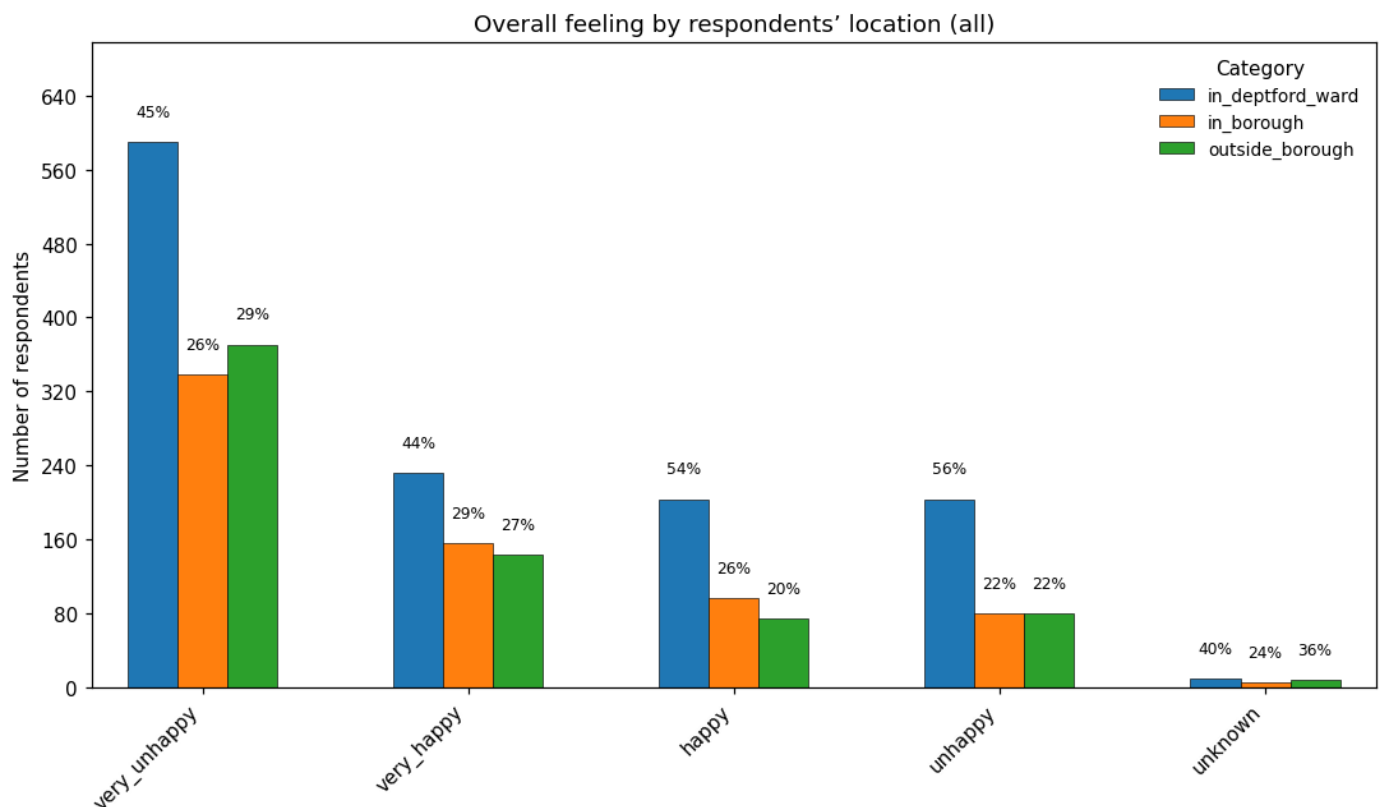
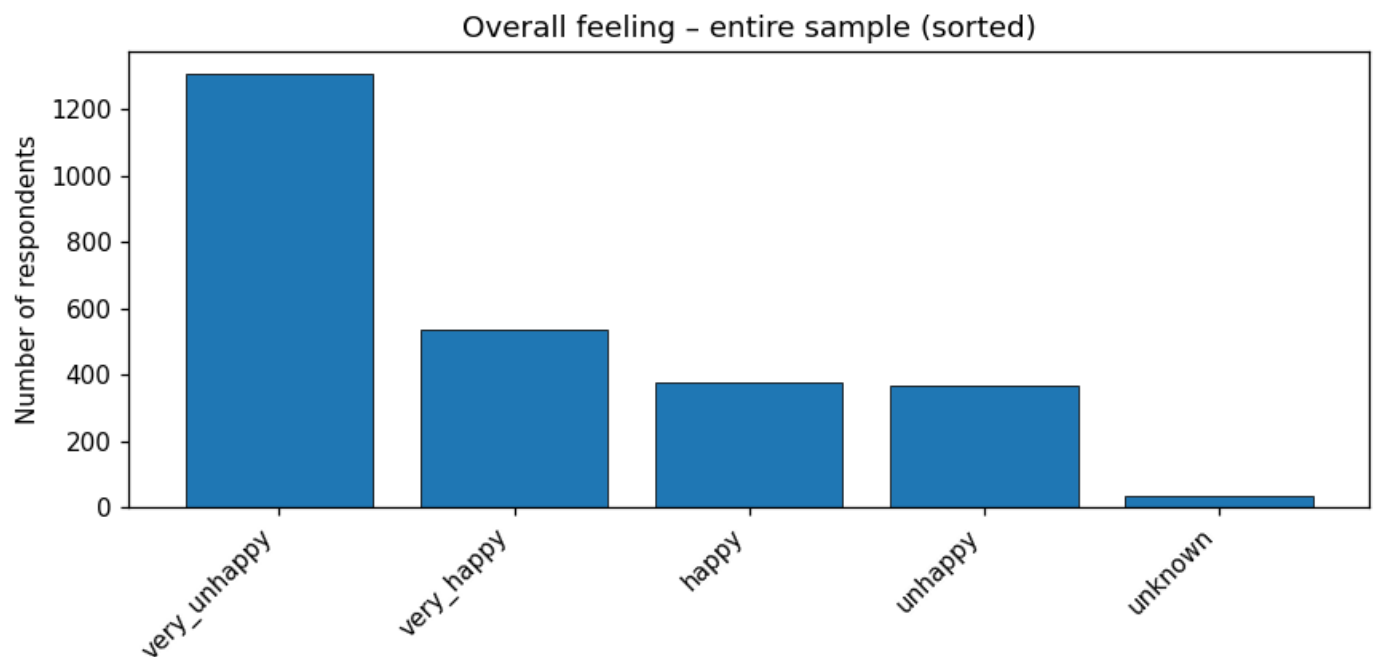
- Residents drive support for all options, especially the 10-18 window.
- Visitor share rises to 41 % when hours stretch to 19 :00
- Traders remain a tiny subset of backers (< 10 % in any slot)

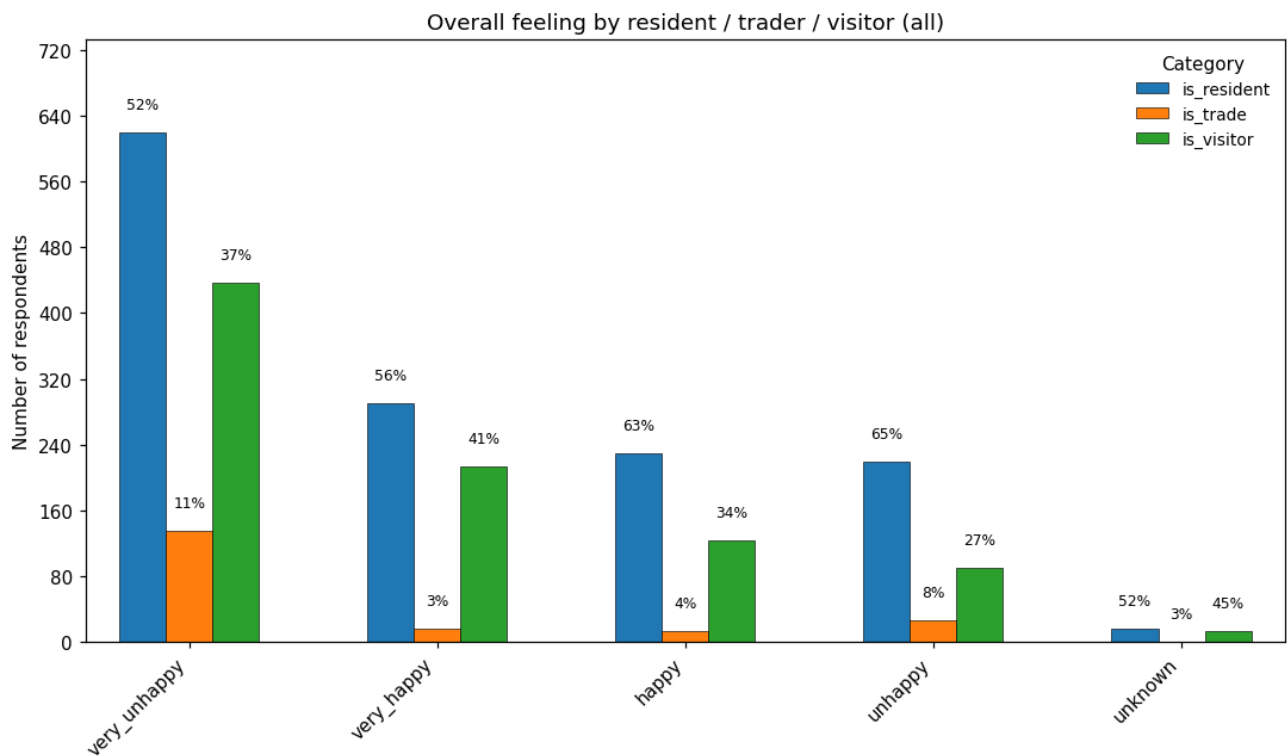
Geographic reach (see “by location”)

Hour slot	Deptford ward	Rest of Lewisham	Outside borough
10:00 – 17:00	50.5 %	28.5 %	21 %
10:00 – 18:00	52.1 %	24.7 %	23.2 %
11:00 – 19:00	45.3 %	29.6 %	25.1 %

- Extending from 18 :00 to 19 :00 broadens catchment: local share falls slightly while out-of-borough and wider-Lewisham shares climb.

Q12: How do you feel overall about our design proposals for Deptford High Street?





Key Takeaways from Question 12

Overall Sentiments

Feeling bucket	No. respondents	Share of total*
Very unhappy	1307	49.83 %
Unhappy	367	13.99 %
Happy	378	14.41 %
Very happy	536	20.43 %
Unknown / NA	35	1.33 %

*(n= 2623).

Take-away: the design proposals are currently net-negative: a bare majority of respondents are very unhappy, and only about one in five are very happy.

By Geography

(see “Overall feeling by respondents’ location”)

Feeling	Deptford ward	Lewisham (non-Deptford)	Outside borough
Very unhappy	45 %	26 %	29 %
Unhappy	56 %	22 %	22 %
Happy	54 %	26 %	20 %
Very happy	44 %	29 %	27 %

- Local post-codes are the largest slice in every bucket, but their dominance increases for the negative categories (56 % of the “unhappy” group).
- Positive sentiment is slightly more dispersed, with outsiders making up 27 % of the “very-happy” cohort.

Resident / trader / visitor (RTV) split

(see “Overall feeling by resident / trader / visitor”)

Feeling	Resident	Visitor	Trader
Very unhappy	52 %	37 %	11 %
Unhappy	65 %	27 %	8 %
Happy	63 %	34 %	4 %
Very happy	56 %	41 %	3 %

- Residents dominate every sentiment, but the more negative the feeling, the higher their proportion.
- Visitors polarise – they represent four in ten of the “very-happy” camp and more than a third of the “very-unhappy” camp. Their opinions swing hard.
- Traders are numerically small ($\leq 11\%$ in any group) yet over-indexed in negative buckets—double their share of “happy” when it comes to “unhappy”.

How the Following Analysis of Q's 1-9,10,11,13,14 is Composed:

Column	What it means	How BERTopic constructs it
Sentence count	The number of individual survey sentences that the model assigns to a given topic cluster. It is a direct proxy for the topic's prevalence in the corpus.	After reducing the MPNet embeddings with UMAP and clustering them with HDBSCAN, every sentence receives a <i>topic label</i> (an integer; -1 denotes noise/outliers). Counting the labels within each cluster yields the sentence count.
Top words	A ranked list of 1- to 3-gram tokens that best characterise the topic's vocabulary. These serve as compact, interpretable "names" for the cluster.	BERTopic aggregates all sentences in the cluster into a single "class document" and computes a class-TF-IDF (c-TF-IDF) vector. Terms whose weighted frequency is highest relative to the entire corpus are sorted in descending order; the first 5–10 items form the Top-words string.
Representative sentences	A handful of original survey sentences that are most prototypical of the topic. They help qualitative readers see the nuance behind each cluster.	For every sentence in the topic, BERTopic calculates (1) the cosine similarity between the sentence embedding and the UMAP-space centroid of the cluster, and (2) the HDBSCAN membership probability. Sentences with the highest joint score are returned (by default the top 3). The text is shown verbatim—no lemmatisation—so we can trace results back to the raw data.

Key Points to note:

- Sentence count vs People Count: At the beginning of each analysis, you will see 'total responses', this is the sentence count. It is not to be confused with the raw people counts (the number of respondents). Instead, it is how many individual sentences constituted a particular topic, as one respondent could give a response consisting of many sentences which could broach different topics. E.g. the response: "I **love** the pedestrian zone. It feels **safer**. But I'm worried about **delivery vans**." Is one response consisting of three sentences, with three separate ideas or topics. Hence, each sentence is counted individually towards different topics.

- For the visualisations I have opted to show the number of people (respondents) on the vertical axis, not the number of sentences (the concept explained above) because a person-based scale gives you an intuitive sense of **how many individuals** share a view, rather than inflating the bars simply because some respondents wrote longer answers. In other words, each respondent is counted once per topic they mentioned, which keeps the chart legible, prevents highly talkative participants from skewing the picture, and lets you compare support or concern levels across themes on a like-for-like, “people” basis.

How to read the visualisations:

Graph	What it shows	How to read it
Age-group mix per topic	For every thematic topic on the X-axis, the bars break down how many people in each age band mentioned that topic.	Each topic is represented by a <i>cluster</i> of colour-coded bars (15-24, 25-44, 45-64, 65 +, unspecified). Bar height = headcount; the % label above each bar tells you that age band's share <i>within that topic</i> .
Sentiment mix per topic	Uses the same topic clusters, but the colours now represent sentiment buckets (very-unhappy → very-happy).	Bar height = people who expressed that sentiment <i>when talking about the topic</i> . The % above each bar is that sentiment's share of the topic total.
Gender mix per topic	Clusters show how many respondents of each gender identity raised each topic.	Colours cover man, woman, non-binary, prefer-not-to-say, unknown. Heights are counts; labels are the share of that gender within the topic.
Respondent location flags per topic	Shows the postcode-based location (Deptford ward, rest of Lewisham, outside borough) of people who discussed each topic.	Read the bars exactly as above: height = number of people from that location; label = that location's proportion of the topic audience.
Resident / Trader / Visitor mix per topic	Splits each topic's respondents by their connection to the High Street (resident, trader, visitor).	Again, bar height is the raw count, and the percentage tells you how dominant each connection type is within the topic.

Q1: Do you think the proposed improvements will enhance Deptford's town centre

Sentence Count: 2854

Respondents: 1307

Topic –1: Miscellaneous

- **Sentence count:** 493
 - **Top words:** 'public space', 'gentrification', 'streets', 'existing businesses', 'businesses', 'market', 'traffic', 'public', 'locals', 'residents'
 - **Representative sentences:**
 1. *'It is already wide pathed and half closed for the market anyway. i am uncomfortable with the possible outcomes of this on local traders and prices too – especially when a private company (Marston holdings) is involved- do not waste money to price out local people so property developers can homogenise the area even more.'*
 2. *'I am studying a PhD in public space (sanitisation, privatisation, control measures...) and while i am pro less cars and more green spaces, i am concerned with the amount of public space in this development – what measures will the council and private sector use to manage users/people?'*
 3. *'It will contribute to gentrification and make it hard for independent shops to get deliveries forcing them to potential close and make way for big business which will ruin the community.'*
-

Topic 0: Gentrification & Loss of Character

- **Sentence count:** 722
- **Top words:** 'gentrification', 'gentrifying', 'gentrify', 'businesses', 'town centre', 'residents', 'locals', 'business owners', 'rents', 'working class'
- **Representative sentences:**
 1. *'the whole charm of deptford is because of the traditional local businesses combined with some of the new cafes bars popping up, if you start gentrifying the area, this will lead to the area becoming more expensive and will do the opposite to what you are trying to do - it will push the local businesses out of*

deptford as the rent is already insanely high and has been rapidly increasing over the last 5 years in the time that i lived there, i saw the effect of the gentrification on rent prices and on local businesses who could no longer afford to be there',

2. *'small business owners, including those in old age and those with workforces of only 2 or 3 people, working unfeasibly long hours through nights and early mornings to collect deliveries effective cessation of custom to shops such as Jonny's DIY which sells building equipment and large items which need to be driven away from point of purchase punishing independent, family-owned, culturally specific and affordable shops and expanding unaffordable, gentrified businesses and supermarkets that do not serve the majority of local people and the diverse cultures of Deptford, all in the name of attracting investment' deprivation of accessibility to disabled residents, elderly people, and anyone who relies on a car to reach vital local services, churches and community spaces; marginalisation of disabled communities and introduction of permits to merely exist in a space',*
3. *'these plans will fundamentally alter the character and makeup of the area - pricing out existing small and family run businesses, lower income families and other residents and ultimately hurt the people who live, work and trade here, while making Deptford a tourist destination for wealthy consumers.'*

Topic 1: Market Traders & Delivery Logistics

- **Sentence count:** 578
- **Top words:** 'businesses', 'existing businesses', 'markets', 'market', 'business', 'shops', 'market days', 'vehicle access', 'traffic', 'independent businesses'
- **Representative sentences:**
 1. *'it will be harder for existing businesses to trade as they rely on vehicles having access to them for both deliveries and those who are shopping.'*
 2. *'therefore, if you were to make the whole high street pedestrianised outside of market days, this will severely affect all independent shops on the high street who rely their earnings from people who do large amounts of shopping.'*
 3. *'there is already plenty of space to walk alongside the road, access the many businesses and safely access the train station you will make it more difficult for markets and small businesses to operate by pedestrianising the place more than it already is as delivery trucks will not be able to get access.'*

Topic 2: Status Quo: Leave it the way it is

- **Sentence count:** 221
- **Top words:** 'improvements', 'improvements', 'improvement', 'proposed', 'idea', 'proposals', 'proposal', 'need change', 'change', 'issues'
- **Representative sentences:**
 1. *'it is lovely the way it is things do not need to change',*
 2. *'the proposal characterises itself as some kind of rejuvenating force, when actually it would bring about very little functional change, other than blocking access for those mentioned above.'*
 3. *'bring the improvement, design and development of these areas back within the council so that proper consultation can be had with local people and businesses.'*

Topic 3: Harm to Small Businesses

- **Sentence count:** 173
- **Top words:** 'small businesses', 'businesses people', 'businesses', 'existing businesses', 'businesses residents', 'business owners', 'impact businesses', 'independent businesses', 'negatively impact', 'businesses make'
- **Representative sentences:**
 1. *'they will also negatively impact on small businesses',*
 2. *'the long-term and small business owners strongly oppose this plans, London does not need another Shoreditch hole.'*
 3. *'because your plans will negatively affect local businesses and the lives of locals living there who will not be able to afford the costs of marston holdings new enforced licenses and fines that clearly show on google reviews, have a significantly negative impact on people's lives'*

Topic 4: Anti-Social Behaviour

- **Sentence count:** 146
- **Top words:** 'streets', 'social', 'outdoor seating', 'places', 'businesses struggle', 'seating', 'public', 'people', 'outside', 'increased'

- **Representative sentences:**

1. *'as someone who works at Deptford lounge who daily walks between the lounge & the Albany the existing seating is in constant use by street drinkers, drug users & other undesirables.'*
2. *'but i am not sure it will stop groups of men using the new seating and widening of footpaths to: leer at women exercising, take drugs, relentlessly beg pedestrians for money, as they do now.'*
3. *'i think the proposal definitely has the potential to enhance the high street experience, however in the last couple of years we have experienced a very high number of drug users lingering in the area and invading the benches on the market yard and emergency exits of tinderbox house flats where we live.'*

Topic 5: Outdoor Seating Redundancy

- **Sentence count:** 133

- **Top words:** 'outdoor seating', 'dining opportunities', 'dining', 'seating dining', 'bars restaurants', 'public space', 'cafes', 'outdoor', 'restaurants', 'outside'

- **Representative sentences:**

1. *'there already exist outdoor seating and dining opportunities for local bars and restaurants under current regulations as evinced by the several dining establishments operating now.'*
2. *'there is already plenty of outdoor seating at market yard and in bars and restaurants along the high street.'*
3. *'outdoor seating and dining opportunities for people to enjoy local bars and restaurants (subject to licensing)... i have been fortunate to work in the hospitality industry for the past 12 years, with 10 of those years spent in businesses located within the lewisham council constituency.'*

Topic 6: Fabric of the Community

- **Sentence count:** 113

- **Top words:** 'gentrification', 'gentrifying', 'gentrify', 'working class', 'rents', 'residents', 'housing', 'locals', 'communities', 'middle class'

- **Representative sentences:**

1. *'this will hurt small independent businesses and traders, it is pushing for the gentrification of the area and will leave the working people of this area struggling to afford to live here.'*
2. *'i support this measure in a vacuum but with current realities of the housing markets, without sufficient policies to protect working class residents from displacement an increase in the value of land will drive gentrification so i oppose this.'*

Topic 7: Traffic and Pollution

- **Sentence count:** 95
- **Top words:** 'traffic', 'congestion', 'pollution', 'streets', 'roads', 'surrounding', 'negative impact', 'transport', 'pedestrians', 'outside'
- **Representative sentences:**
 1. *'the high street is not a traffic zone and has relatively low issue with pollution compared to some of the thoroughfares.'*
 2. *'removing/reducing traffic will make the high street much calmer and quieter and reduce pollution.'*
 3. *'it will only cause further congestion and grid-lock the surrounding roads, which already carry the burden of copious amounts of traffic and drive up pollution rates from slow moving traffic.'*

Topic 8: Market Traders' Trade Reduction

- **Sentence count:** 73
- **Top words:** 'market traders', 'traders', 'market', 'trade', 'vendors', 'business', 'current businesses', 'stall holders', 'negative impact', 'transport'
- **Representative sentences:**
 1. *'dramatic reduction of trade for local shops, market traders and businesses', 'will market traders still be allowed to trade?'*
 2. *'disruption to market traders accessing their plots and transporting their goods, making trading more expensive and less viable, while failing to address rising rents and lack of parking, seeing as side roads will also be closed small businesses being prevented from receiving deliveries during working hours,*

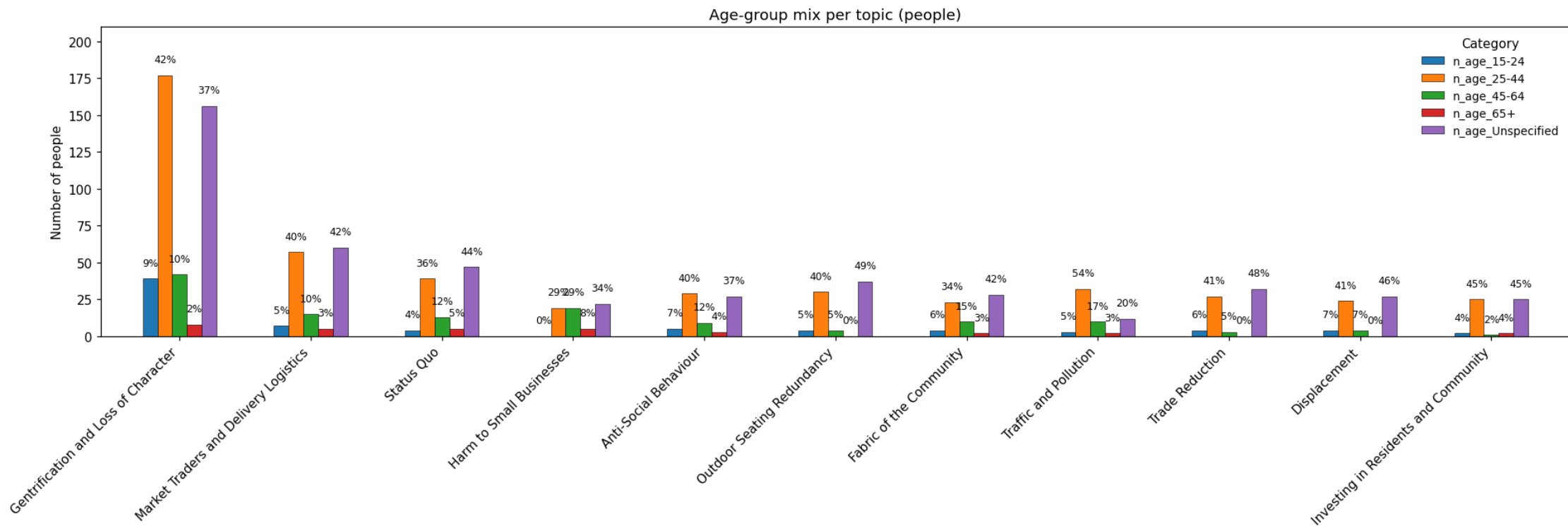
while supermarkets and large businesses with night-time delivery contracts will be unaffected.'

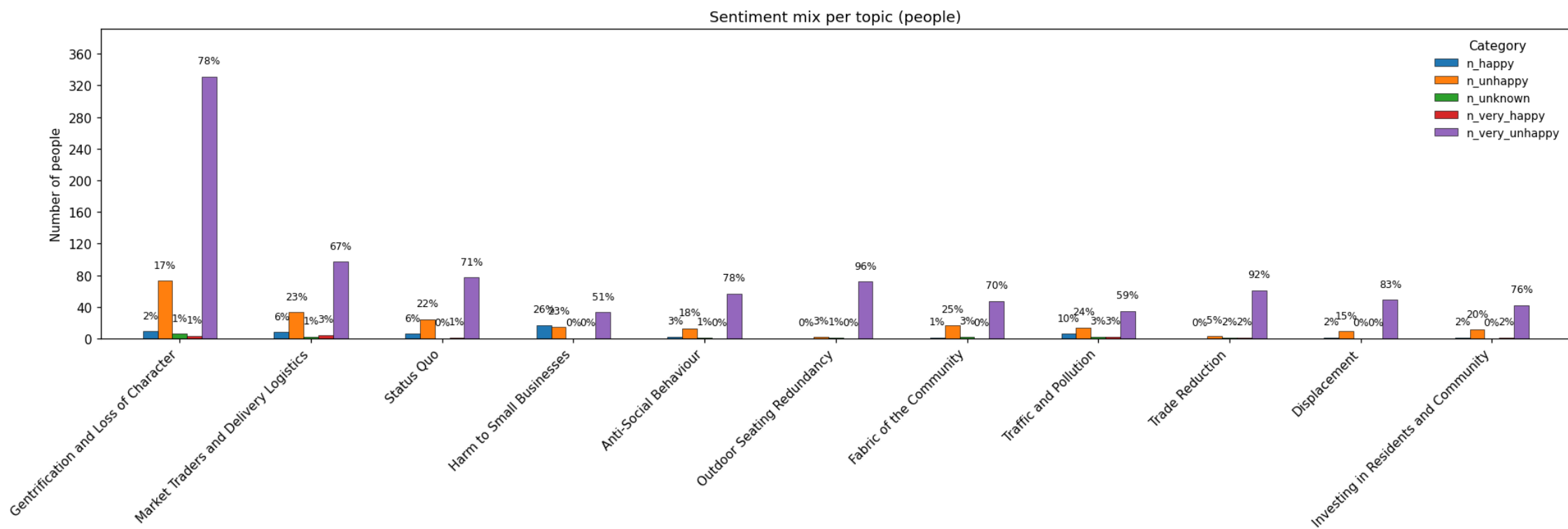
Topic 9: Displacement of Businesses and Communities

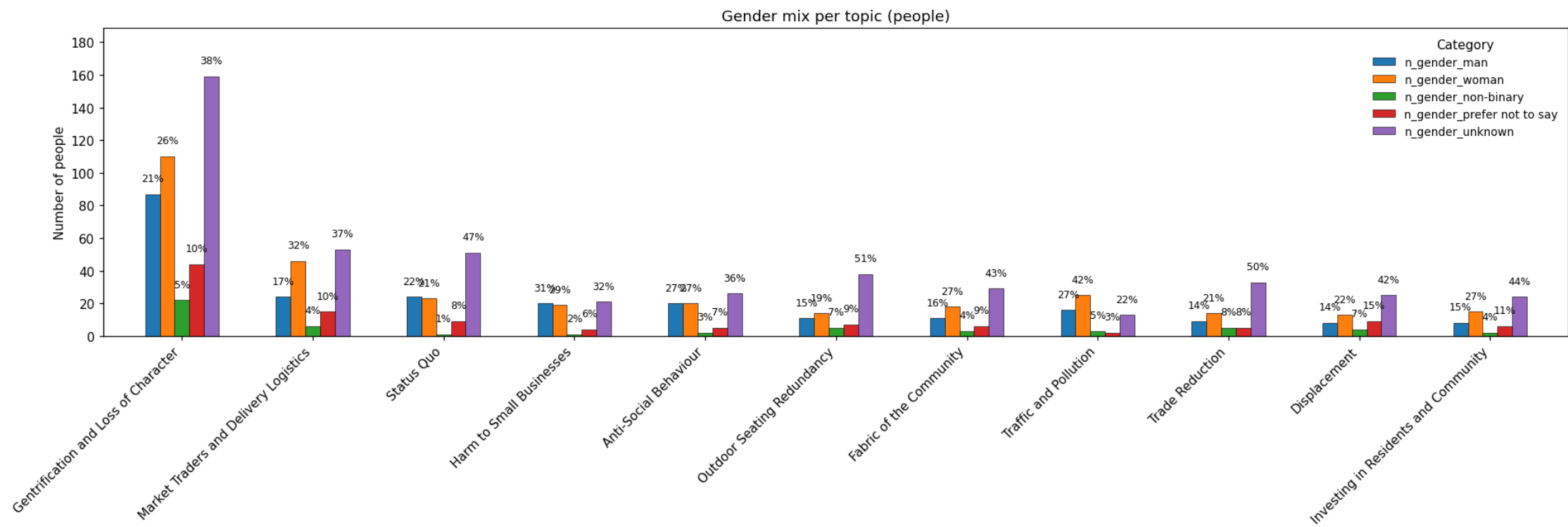
- **Sentence count:** 64
 - **Top words:** 'businesses', 'businesses residents', 'businesses people', 'existing community', 'communities', 'people businesses', 'negative impact', 'current businesses', 'locals', 'destroy'
 - **Representative sentences:**
 1. *'it will push out current businesses and communities',*
 2. *'these developments always push out local businesses and always kill culture',*
 3. *'it does not need any of these changes and the whole atmosphere and generations of communities will be destroyed'*
-

Topic 10: Investing in Residents and Community

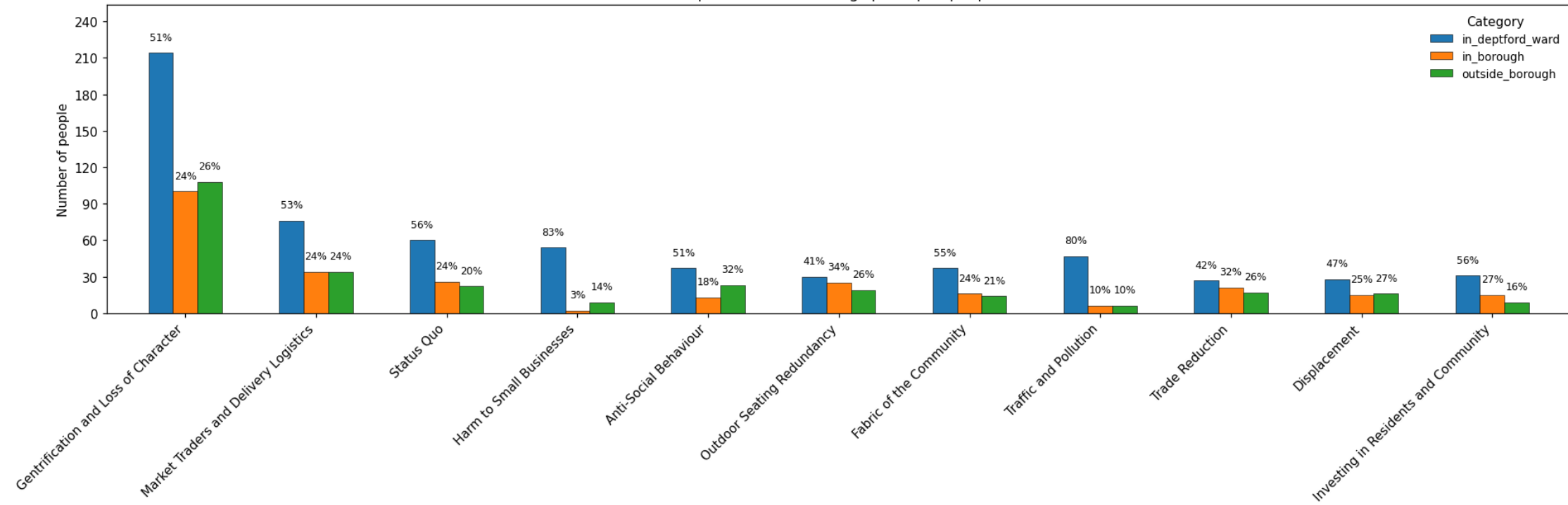
- **sentence count:** 43
- **Top words:** 'residents businesses', 'existing community', 'existing businesses', 'housing', 'communities', 'rents', 'businesses working', 'residents', 'people need', 'community'
- **Representative sentences:**
 1. *'this money should be invested into the already existing businesses and communities to ensure that current and long term residents receive the benefit of this funding.'*
 2. *'rent caps, a real look at where the traffic will be pushed to and the kinds of already deprived council estates that will be given the worse air quality, & dedicated community spaces that allow for multiculturalism need to be taken into account.'*
 3. *'it is not affordable for a lot of people and we do not need the street cleaning up, we need policies to help people pay rent and business taxes etc.'*

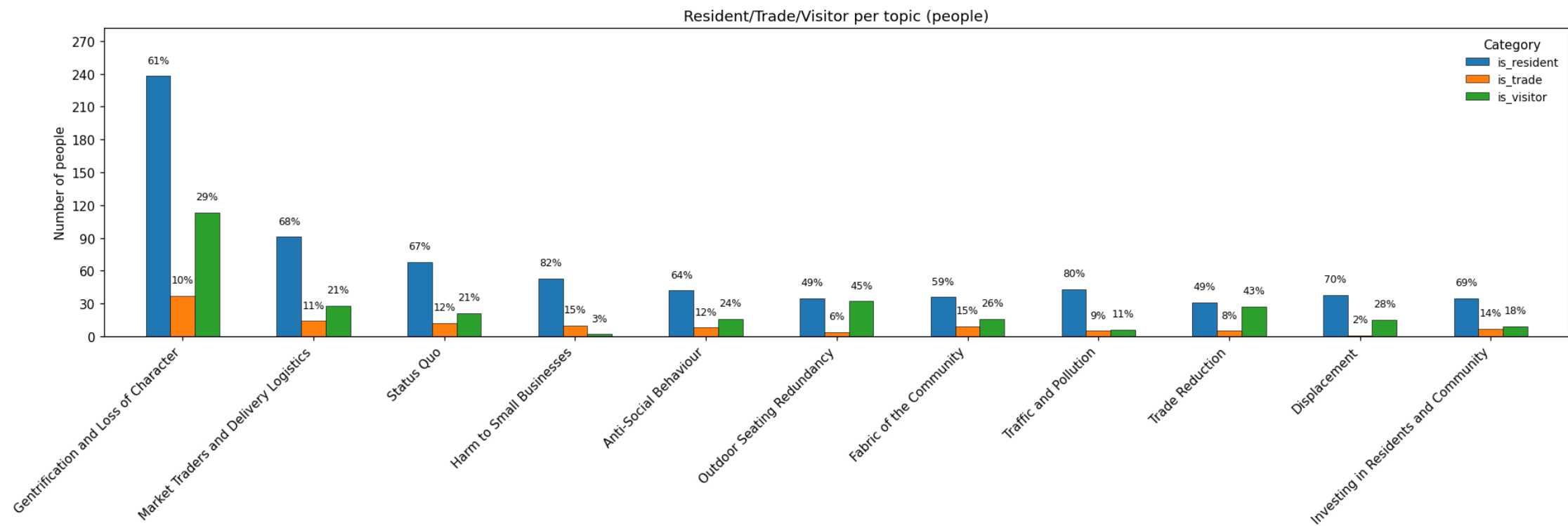






Respondent location flags per topic (people)





Q2: Do you think these measures will help reduce traffic, improve waste management and air quality?

Sentence Count: 2088

Respondents: 1064

Topic –1: Misc.

- **Sentence count:** 346
 - **Top words:** 'greener', 'greening', 'environment', 'streets', 'roads', 'environmental', 'existing businesses', 'businesses', 'trees', 'improvements'
 - **Representative sentences:**
 1. *'i think planting extra trees is great, however i do not think that means creating greening zones that will then ultimately because more traffic on an already busy road, as cars will now have to take alternative routes.'*
 2. *'health, safety & environment: shift away from cars having dominance is a good thing - from health, safety and environmental point of view if you make driving less pleasant/ easy, it makes more people cycle, walk and use public transport'*
 3. *'planting trees and increasing green spaces is not a bad thing in itself, but will not make up for the loss of existing businesses, the impact on locals, and the increased congestion and pollution when traffic is displaced to other streets.'*
-

Topic 0: Streets, Roads, Rubbish & Parking

- **Sentence count:** 420
- **Top words:** 'streets', 'roads', 'rubbish', 'parking', 'outside', 'stalls', 'businesses', 'public', 'residents', 'deliveries'
- **Representative sentences:**
 1. *'cars will likely speed to make up time along smaller access roads and the traffic for access to the high street will struggle to find parks along surrounding streets as there are not enough car parks provided.'*
 2. *'i would strongly favour better and more accessible waste disposal solutions over increased enforcement against fly tipping - with few to no*

large bins available for market stalls and residents, it is little wonder that fly tipping is an issue.'

3. *'by all means add greenery and some trees in the public areas that already exist....ie by the library, but cutting off access for deliveries to hardworking businesses and public homes will only because upset to residents and seriously damage business productivity.'*

Topic 1: Gentrification & Impact on Surrounding Streets

- **Sentence count:** 390
- **Top words:** 'gentrification', 'surrounding streets', 'businesses', 'residents', 'surrounding roads', 'locals', 'congestion', 'congested', 'roads', 'communities'
- **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying Deptford through the illogical and senseless pedestrianisation scheme.'*
 2. *'i am sure benches, green beds and trees will be a great addition to a lovely bustling high street with pre-existing market culture, why though should you want to remove vehicle access that other small businesses and locals alike rely on - Deptford high street is already one way and traffic already moves very slowly, the area is mostly populated by bikes and pedestrians - how many accidents happen here in this zone that cars cannot move quickly in?'*

Topic 2: planting, planters & greenwashing

- **Sentence count:** 270
- **Top words:** 'planting', 'planters', 'trees', 'greening', 'greener', 'existing businesses', 'spaces', 'park', 'urban', 'greenwashing'
- **Representative sentences:**
 1. *'new street trees need to be rooted in the ground, not in planters, in order to fully embed, to grow well and to partake in genuine greening of the area.'*
 2. *'planting beds, rain garden, trees, planters and seating will not improve the high street.'*

3. *'the high street is not where we need green areas, we need well managed parks with mature trees providing habitat for nature in the area, not free standing planters that do not support wildlife or create actual green spaces'*
-

Topic 3: Congestion & Air Quality Concerns

- **Sentence count:** 230
 - **Top words:** 'congestion', 'congested', 'surrounding streets', 'roads', 'streets', 'green zones', 'surrounding', 'environment', 'residents', 'busy'
 - **Representative sentences:**
 1. *'new cross road is one of the most polluted and congested roads in the borough, and yet there have been no plans to reduce congestion.'*
 2. *'new cross road is constantly congested and will be made more congested by these plans which will make air quality worse for residents'*
 3. *'it will redirect traffic onto residential roads and create congestion and worsen air quality on those roads instead.'*
-

Topic 4: Gentrification and Working-Class Displacement

- **Sentence count:** 135
 - **Top words:** 'gentrification', 'existing businesses', 'businesses', 'working class', 'business owners', 'residents', 'small businesses', 'locals', 'housing', 'business'
 - **Representative sentences:**
 1. *'these features will only encourage gentrification by pushing up housing prices which will price existing communities out and only benefits one economic class.'*
 2. *'these types of changes often come hand-in-hand with gentrification, where long-time residents and businesses end up being priced out.'*
 3. *'this sounds exactly like gentrification and will push small businesses out of business'*
-

Topic 5: Distrust in Proposal & Lack of Clarity

- **Sentence count:** 109

- **Top words:** 'proposed', 'proposal', 'proposals', 'idea', 'ideas', 'solution', 'problem', 'answer', 'issue', 'yes'
 - **Representative sentences:**
 1. *'i am forced to answer no as i am not given an option to say why i would agree.'*
 2. *'this is not a good proposal at all, just some surface-level non-sense.'*
 3. *'you have so many items on one questions so to say “maybe” or “yes” is difficult and i think poor practice unless you are just trying to get lots of people to say yes and then you can run off with your “approval”.'*
-

Topic 6: Market Days & Variable Traffic Patterns

- **Sentence count:** 97
 - **Top words:** 'market days', 'market', 'surrounding streets', 'streets', 'congestion', 'roads', 'market traders', 'congested', 'traders', 'shops'
 - **Representative sentences:**
 1. *'the traffic on non-market trading days is nowhere as busy as nearby streets like new cross road.'*
 2. *'congestion is not a big issue for the high street, it runs quite smoothly and is already mostly shut for 3 days of the week.'*
 3. *'there is minimal traffic on that road currently due to it being a one way road and closed on market days'*
-

Topic 7: Satisfied with Status Quo

- **Sentence count:** 41
 - **Top words:** 'fine', 'good', 'nice'
 - **Representative sentences:**
 1. *'and it is fine how it is',*
 2. *'it is fine',*
 3. *'the current arrangement is fine.'*
-

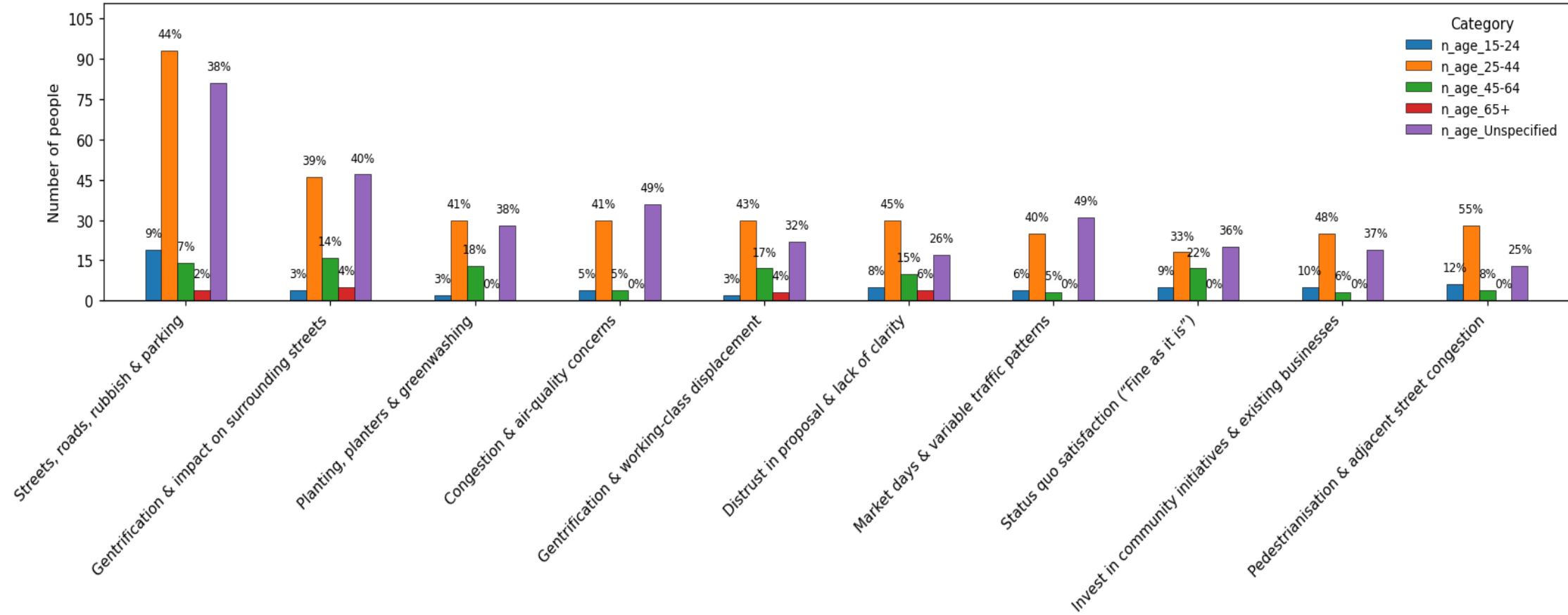
Topic 8: Invest in Community Initiatives & Existing Businesses

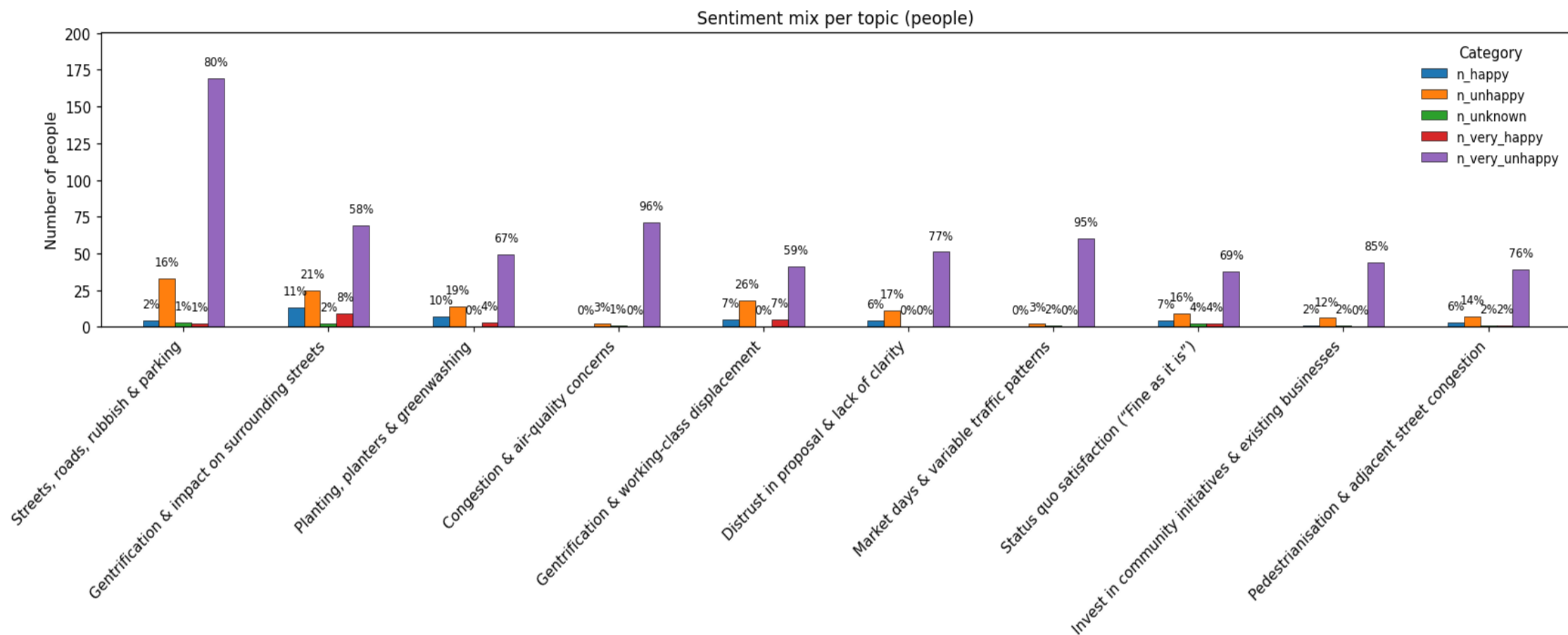
- **Sentence count:** 35
 - **Top words:** 'initiatives', 'community', 'existing businesses', 'needs', 'proposals', 'communities', 'invest', 'businesses', 'poor', 'afford'
 - **Representative sentences:**
 1. *'i think this is shortsighted given that what goes with these proposed redevelopment plans is consumerism and business interest, more money needs to be offered to grassroots initiatives where local people make decisions and are empowered to affect meaningful change in their community',*
 2. *'whilst these proposals sound “nice”, when you have thousands of children in Lewisham living in poverty and struggling for food, why are they being made the priority over improving the living conditions for those families in their homes, and with their basic needs?’,*
 3. *'invest this money into our library, many food banks and council homes instead.'*
-

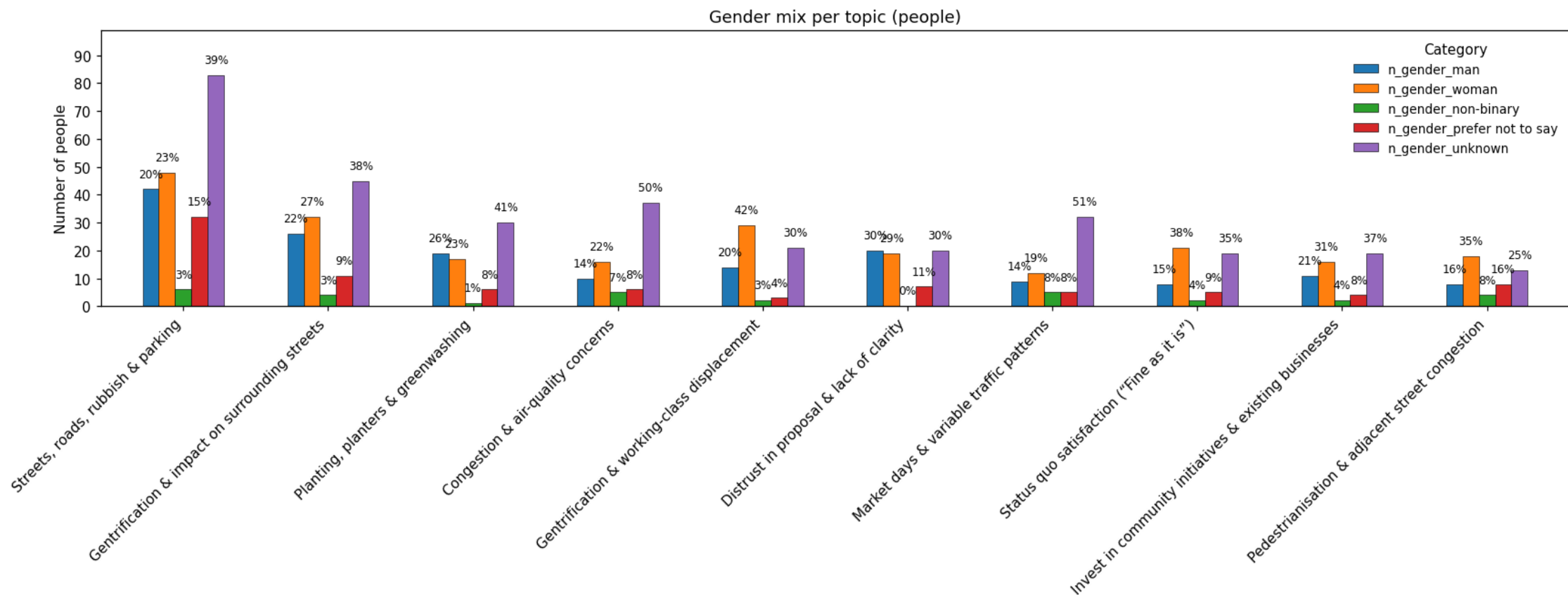
Topic 9: Pedestrianisation and Adjacent Streets

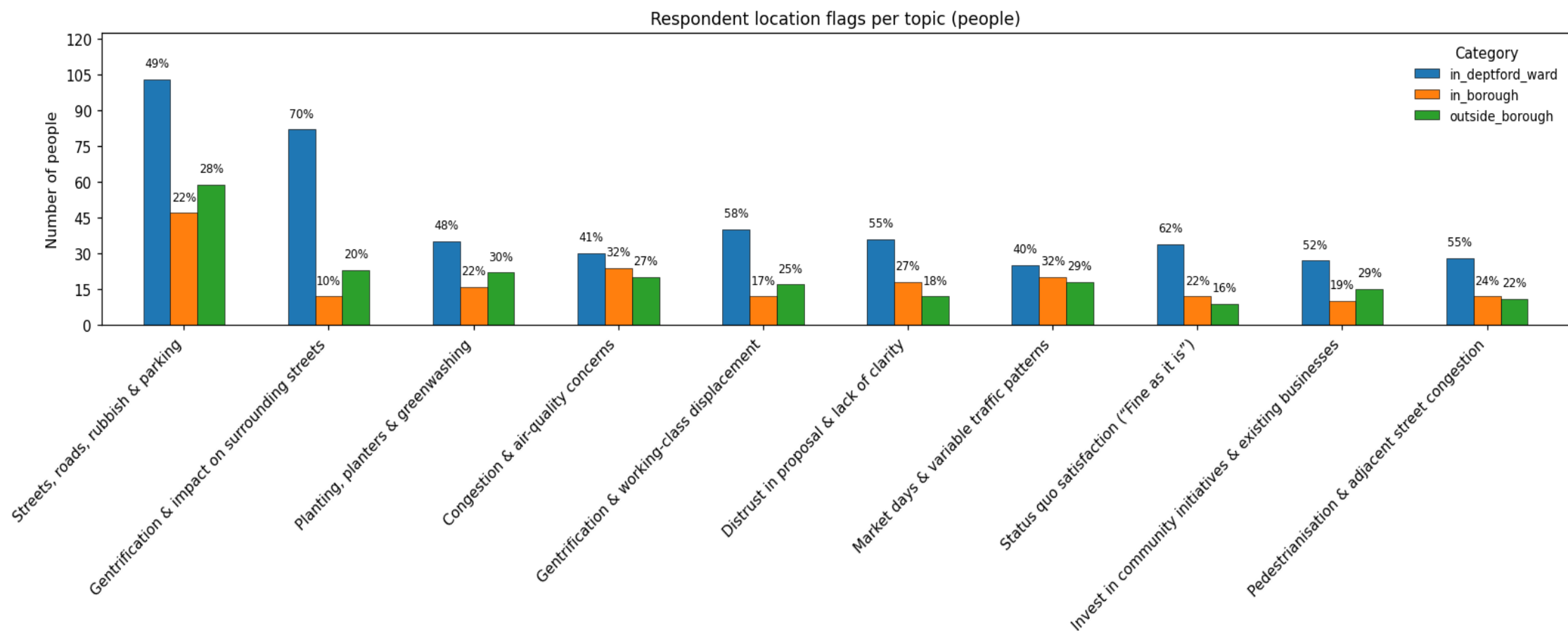
- **Sentence count:** 15
- **Top words:** 'pedestrianise', 'streets', 'surrounding roads', 'roads', 'congested', 'surrounding', 'market days', 'market', 'nearby', 'way'
- **Representative sentences:**
 1. *'there are other streets nearby where prices have gone up significantly; and local residents have started using different walking routes.'*
 2. *'pedestrianizing the high street would just push traffic to surrounding roads, which are much more residential than the high street.'*
 3. *'increased street ornamentation may make it more congested for pedestrians especially on market days.'*

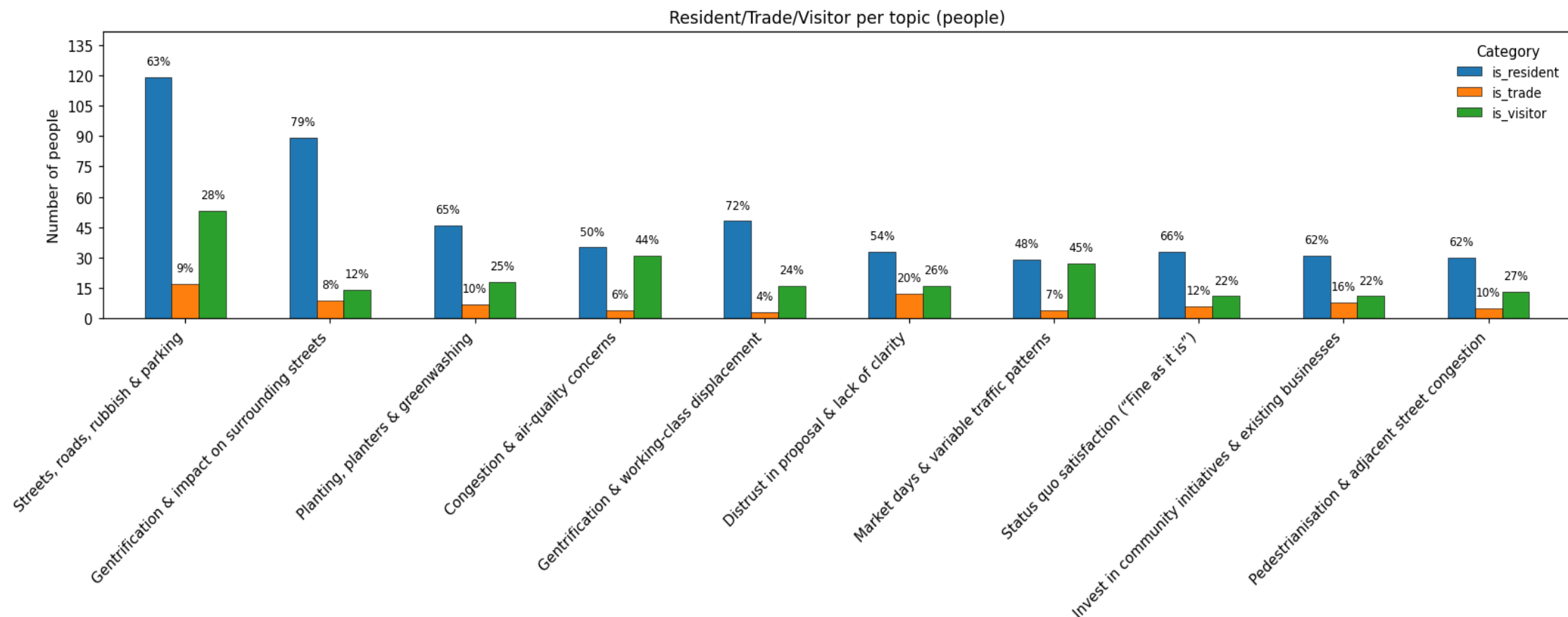
Age-group mix per topic (people)











Q3: Do you think these improvements will make the high street cleaner and greener overall?

Sentence Count: 1485

Respondents: 926

Topic –1: Misc.

- **Sentence count:** 288
- **Top words:** 'cleaning', 'greenwashing', 'rubbish', 'waste', 'surrounding', 'improve', 'shops', 'better', 'needs', 'public'
- **Representative sentences:**
 1. *'aside from expected business rubbish the high st only needs the usual cleaning, street sweeping etc - you are making it out to be a inhabitable, dirty space and that simply is not the case!'*,
 2. *'regular rubbish collection, more responsive cleaning, rubbish disposal, housing maintenance services) that would improve the cleanliness of the high street or of the surrounding area.'*,
 3. *'health, safety & environment: shift away from cars having dominance is a good thing - from health, safety and environmental point of view if you make driving less pleasant/ easy, it makes more people cycle, walk and use public transport would like to see more bins along the high street for the public to use'*

Topic 0: Rubbish, Shops & Greenwashing

- **Sentence count:** 313
- **Top words:** 'rubbish', 'shops', 'greenwashing', 'places', 'cleaning', 'place', 'surrounding', 'ruin', 'lots', 'change'
- **Representative sentences:**
 1. *'why does a busy well loved and used high street need to look like a park and stop functioning?'*,

2. *'greener yes, cleaner not sure...i see people use the high street like a bin, including going to the toilet in the empty phone boxes, throwing and smashing bottles of beer etc....',*
3. *'planting trees and building over a valuable high street for local residents and businesses will come at a very high cost - the area will become bland and the locals which made the area attractive in the first place will be moved on, unable to afford the new look street.'*

Topic 1: Desire for Broader Improvements and Unmet needs

- **Sentence count:** 225
- **Top words:** 'improve', 'lots', 'needs', 'needed', 'issues', 'nearby', 'plans', 'proposals', 'better', 'long term'
- **Representative sentences:**
 1. *'possibly greener with planting trees, but also supporting local communities who already care about deptford is more important than changing the area so that it is financially harder for the local people that live and work on the highstreet',*
 2. *'i do not believe that neglecting the needs of local residents will improve the area in the long run - the vibrant and thriving local community is what makes deptford an appealing place to live and visit, and these changes threaten to destroy that community.'*
 3. *'i do not believe the proposal will have a significant impact on the cleanliness of the space, and amount to just removing the character that deptford is known for, it is also much cleaner than a lot of other streets in lewisham that require the councils focus to address littering.'*

Topic 2: "See Previous Answer"

- **Sentence count:** 197
 - **Top words:** ['answer', 'question', 'previous', 'continue', 'yes', 'help', 'sure']
 - **Representative sentences:**
 1. *'see previous answer'*
-

Topic 3: Gentrification and Parking Problems

- **Sentence count:** 144
 - **Top words:** 'gentrifying', 'parking', 'problems', 'surrounding', 'shops', 'issues', 'access', 'need', 'vehicles', 'ways'
 - **Representative sentences:**
 1. *'the context of the proposals means that current traders and businesses would likely struggle with limitations on deliveries and vehicle access.'*
 2. *'not everyone can enjoy the open space and have access to community services like the church due to lack of parking.'*
 3. *'you are basically gentrifying, this will kill off current businesses and market traders, strip access for elderly and disabled people, and new business's will not offer the wide range of affordable items!'*
-

Topic 4: Waste and Cleaning Improvements

- **Sentence count:** 110
 - **Top words:** 'waste', 'rubbish', 'cleaning', 'improve', 'lots', 'needed', 'needs', 'measures', 'better', 'maintenance'
 - **Representative sentences:**
 1. *'what is needed is better refuse collection by the council to collect the rubbish generated by the local businesses and the residential properties on and just off the high street.'*
 2. *'you need more rubbish bins and more regular bin collection that would not be allowed on the high street if pedestrianised, how are you going get rid of all the rubbish.'*
 3. *'you need to increase waste collection and street cleaning.'*
-

Topic 5: Greenwashing vs Real Cleaning Improvements

- **Sentence count:** 80
- **Top words:** 'greenwashing', 'rubbish', 'waste', 'cleaning', 'planting', 'making', 'using', 'improve', 'makes'
- **Representative sentences:**

1. *'you are greenwashing.'*,
 2. *'greenwashing 101, bs slogan that means nothing.'*,
 3. *'as stated before, if you want things to be more greener, just employ more people who clean up the streets who do who does horticulture back in the day, used to be groups of people that the council would have volunteers that would go round and do some gardening do that that is also community program and it also means that people look after the green areas in the area.'*
-

Topic 6: Repeated Paragraph ¹

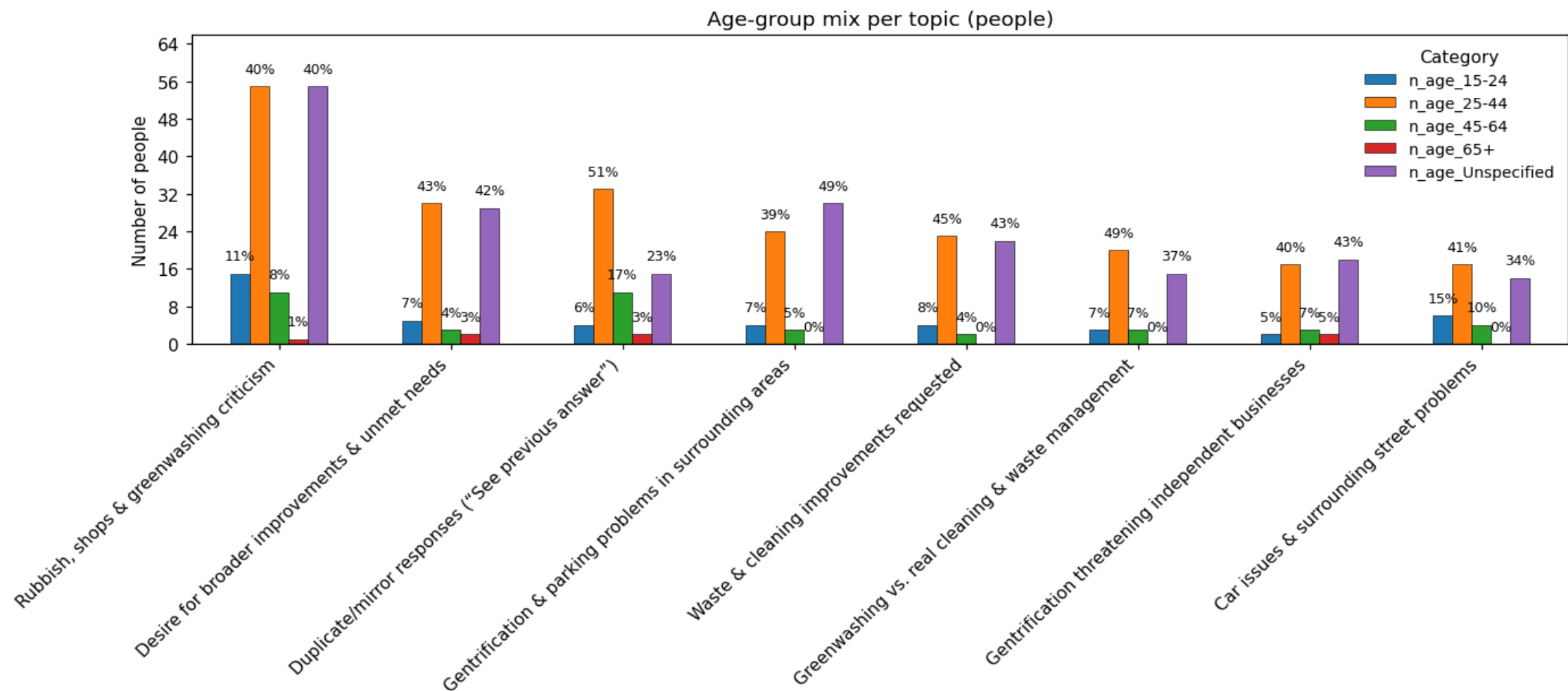
- **Sentence count:** 76
 - **Top words:** 'gentrifying', 'independent', 'people'
 - **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying Deptford through the illogical and senseless pedestrianisation scheme.'*
-

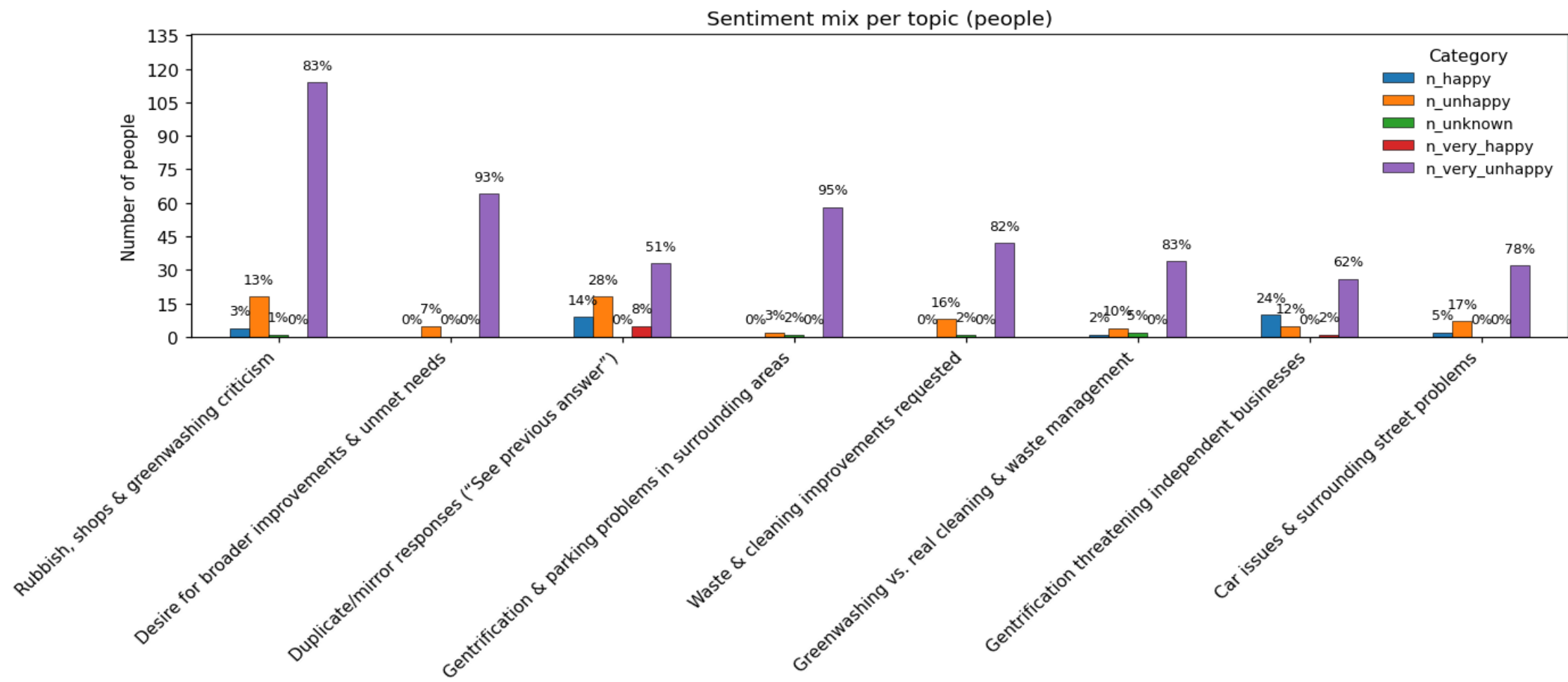
Topic 7: Issues with surrounding areas

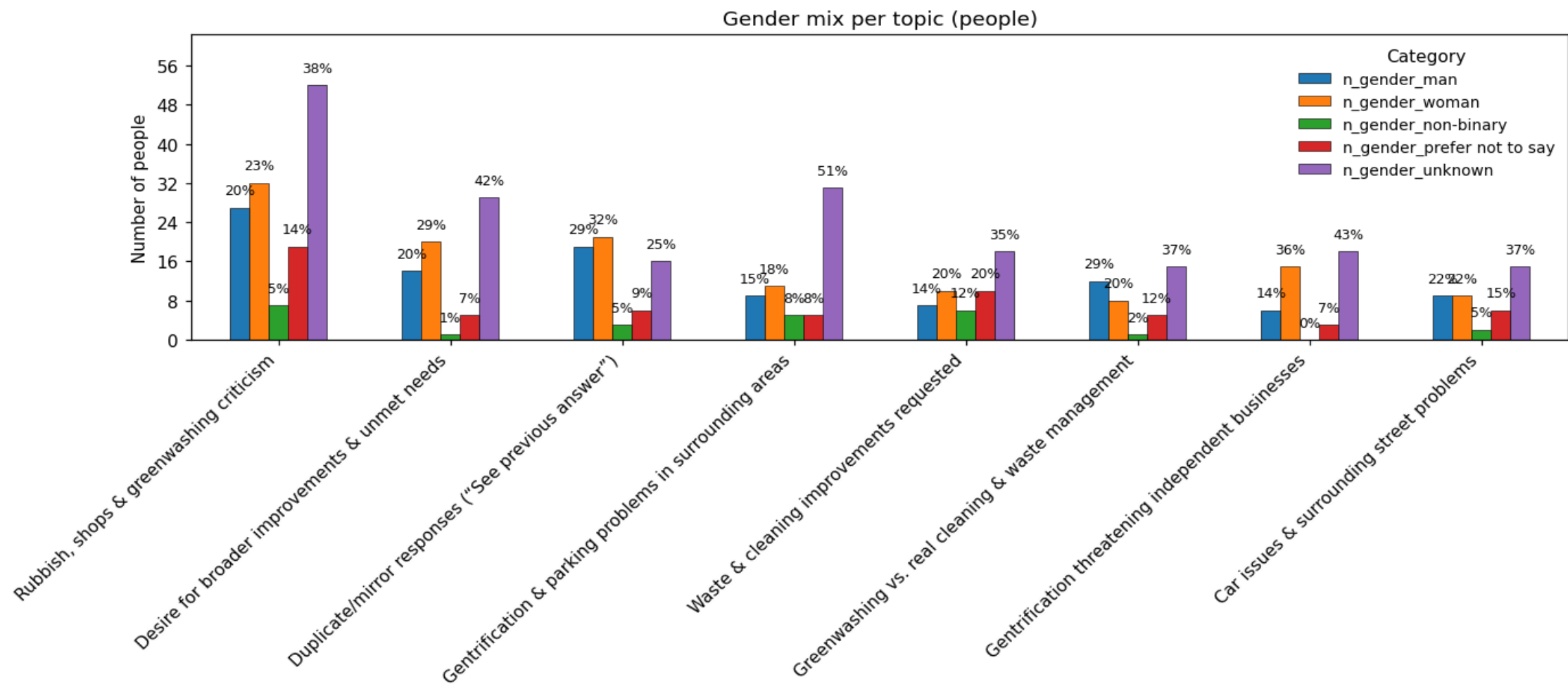
- **Sentence count:** 52
 - **Top words:** 'issues', 'problems', 'cars', 'surrounding', 'vehicles', 'problem', 'issue', 'public', 'ways', 'better'
 - **Representative sentences:**
-

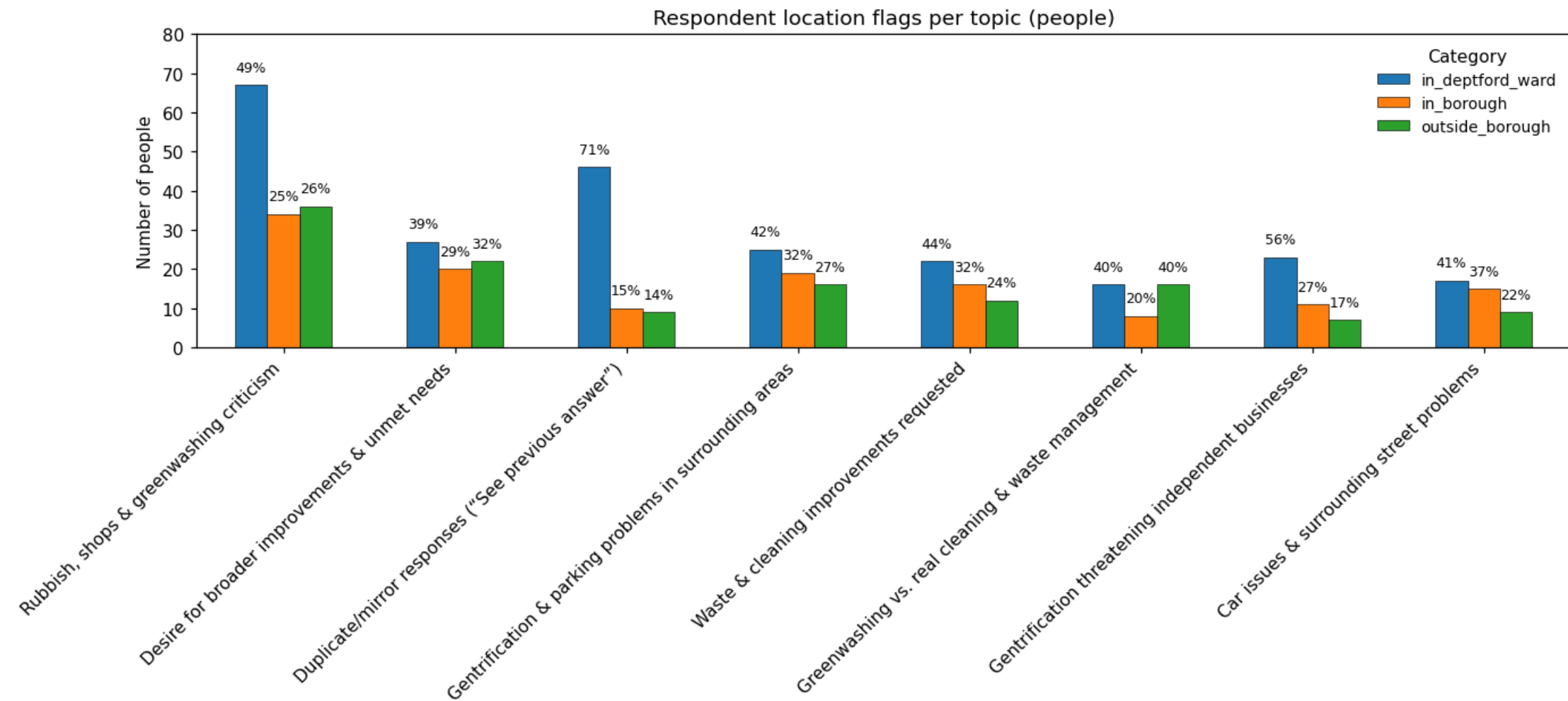
1 A total of 62 responses across the entire consultation included the identical sentence: *"We do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying Deptford through the illogical and senseless pedestrianisation scheme."* The repetition suggests coordinated messaging, likely originating from a lobbying group distributing prewritten text. However, the responses appear to come from different individuals and are therefore still valid entries in the dataset. This phrase has been isolated as its own topic to ensure it does not distort the outcome of the broader analysis. Of the 62 responses, 30 came from residents (including 18 based in Deptford), 24 from visitors, 4 from traders, and 4 from respondents whose connection to the area is unclear. In terms of location, 22 responses were from Deptford, 22 from elsewhere in Lewisham, 16 from outside the borough, and 2 were unclassified. Given the overall size of the dataset, these 62 responses represent a small fraction of the total and do not significantly affect the overall findings. While the repeated nature of the message suggests a coordinated effort, it does not diminish the legitimacy of the concerns expressed.

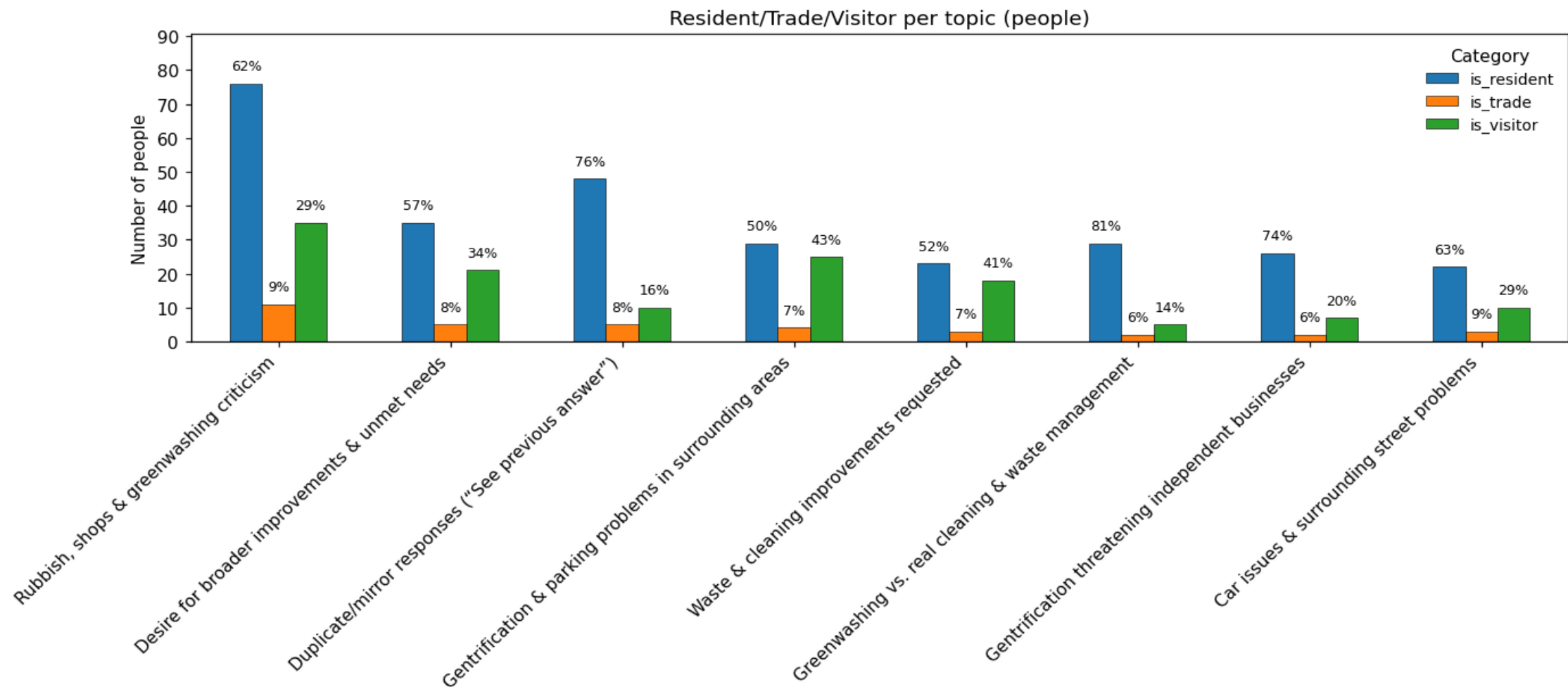
1. *'i think that the "congestion and pollution" is wrongly being attributed to deptford highstreet, instead of the new cross road or other major surrounding roadways.'*
2. *'i do not believe the problem lies in pedestrianisation, and the issues laid out could be better tackled directly with other solutions and better council/police enforcement.'*
3. *'issues like pollution from vehicles would be better tackled by addressing the pollution from the constantly congested new cross road.'*











Q4: Do you think these improvements will make the high street safer for everyone?

Total responses: 2383

Respondents: 1039

Topic –1: Misc.

- **Sentence count:** 350
- **Top words:** 'businesses', 'market', 'business', 'market days', 'shopping', 'public', 'proposals', 'plans', 'community', 'accessibility'
- **Representative sentences:**
 1. *'again, the same answer as before: i think it is better to ask the current businesses etc what they would like, and then make sure to implement those things in a way where they can stay, and is more accessible for people that already live there and will not make things more expensive and harder to access',*
 2. *'all this will do is make the high street less accessible for all the locals who use the local businesses wavelengths the library and the albury need to collect and drop off visitors at the station collect and drop off relatives at the health centre and schools it will make it very difficult for all those of us who live here to get our online deliveries which is the best majority of people shopping not just supermarket and grocery shopping but all other household requirements most of which are purchased online the businesses you talk about on the high street that you are focusing on supporting our places for visitors to come to drink and eat and socialise or party pedestrian the high street for them allows them to spill out into the road but it does not do anything to address what they are attracted which is line bikes abandoned increased levels of begging theft and drug dealing and it may make this worse',*
 3. *'it will generate money for the government to abuse as is done all over london these days but it will not improve access to businesses and there will be very little benefits to us the people who live locally and will need a permit to access the place we live or work and because every government is happy to make extra money from us the working class public citizens so the government is the only ones that will benefit from more cash to line their and their friends and families pockets with'*

Topic 0: New Crossings and Pavements

- **Sentence count:** 469
- **Top words:** 'new cross', 'driving', 'paving', 'pavements', 'speed', 'surrounding', 'walk', 'accessible', 'drive', 'outside'
- **Representative sentences:**
 1. *'you could lower the speed zone but the traffic is not terrible to be honest this would be much better in areas like new cross where the traffic is actually dangerous',*
 2. *'the high street is closed to traffic 3 days a week already, the street is quiet during the other week days with people working, so closing it off to cars makes no difference to people crossing the roads.',*
 3. *'apart from the lighting under the rail bridge, depford high street has always been safe to walk through the cars have never been an issue and i have cycled through many times and never had any issues (i use to live in new cross !)'*

Topic 1: Mobility and Accessibility

- **Sentence count:** 297
- **Top words:** 'accessible', 'accessibility', 'transport', 'access', 'market days', 'shopping', 'businesses', 'vehicles', 'residents', 'car'
- **Representative sentences:**
 1. *'the plans do not include those with cars who find it difficult to access shops and need their car, the paving should be fixed regardless and regularly maintained, as this could possibly be a hazard to those with mobility issues.',*
 2. *'where are the traders going to park during the market , where are the old people going to get dropped off (and you cannot get a blue badge easily at all..) when you say set hours, is this at weekends and market days?',*
 3. *'the existing car park is too small to accomodate shoppers vehicles at peak times, like market days, and whilst the street offers temporary parking, shoppers take advantage to access the shops.'*

Topic 2: working class needs & practical amenities

- **Sentence count:** 272
- **Top words:** 'working class', 'public', 'accessible', 'residents', 'shops', 'locals', 'walk', 'plans', 'going', 'access'
- **Representative sentences:**
 1. *'i think the new plans just restrict access from the high st by car (which is fine) but i think that cars will still be able to enter it from deptford church st - this should continue.'*
 2. *'this is an attempt to further gentrify deptford and will push out market stall holders and price out working class business owners and residents.'*
 3. *'deptford high street is already easy to cycle, walk or take public transport down, but these changes will mean that small businesses will not be able to take small deliveries during business hours which they are often reliant on (perhaps by an employee in their own private vehicle), disabled and elderly shoppers will not be able to take taxis to essential local amenities like butchers or greengrocers and non-local shoppers will be less incentivised to quickly pop in to deptford high street to grab some groceries or lunch.'*

Topic 3: Distrust in Consultation Framing

- **Sentence count:** 142
- **Top words:** 'consultation', 'proposed', 'proposals', 'issues', 'concern', 'needed', 'issue', 'proposal', 'trying', 'problem'
- **Representative sentences:**
 1. *'all i see is one trying to make positive changer with out dealing with the immediate issues first therefore causing more harm than good',*
 2. *'you are trying to solve a problem that does not exist in order to create a more sanitised version of it.'*
 3. *'i feel this consultation has been drafted in a disingenuous way, using leading questions to encourage respondents to submit certain answers that do not weigh up the risks / full impact of these proposals.'*

Topic 4: Public Drinking

- **Sentence count:** 132
- **Top words:** 'public', 'housing', 'locals', 'drinking', 'places', 'proposed', 'plans', 'existing businesses', 'community', 'idea'
- **Representative sentences:**
 1. *'this area has a well-documented history of street drinking, drug use, and antisocial behaviour - particularly when public seating is introduced without oversight.'*
 2. *'i think it will encourage more people to hang around the high street late at night and encourage drinking in the streets and increase crime'*
 3. *'the high street needs to be made safer but i think that would come from locals having access to housing they can afford as well as better access to drug rehabilitation programs.. it seems like these proposed changes will only help to drive up prices..'*

Topic 5: Parking Needs and Bike Lanes

- **Sentence count:** 100
 - **Top words:** 'parking', 'bike', 'cycle', 'bikes', 'cyclist', 'outside', 'park', 'transport', 'pavements', 'access'
 - **Representative sentences:**
 1. *'cycle parking is welcome but i would not leave my bike at that junction.'*
 2. *'the electric bike parking outside the library is horrendous, forcing pedestrians to walk in the road-how will this new cycle parking zone be framed?'*
 3. *'the only way is completely ban motorised vehicles, instead have a proper 2-way cycle path all the way down the high street and more cycle parking that is out in the open - not hidden (like the bike parking under the bridge).'*
-

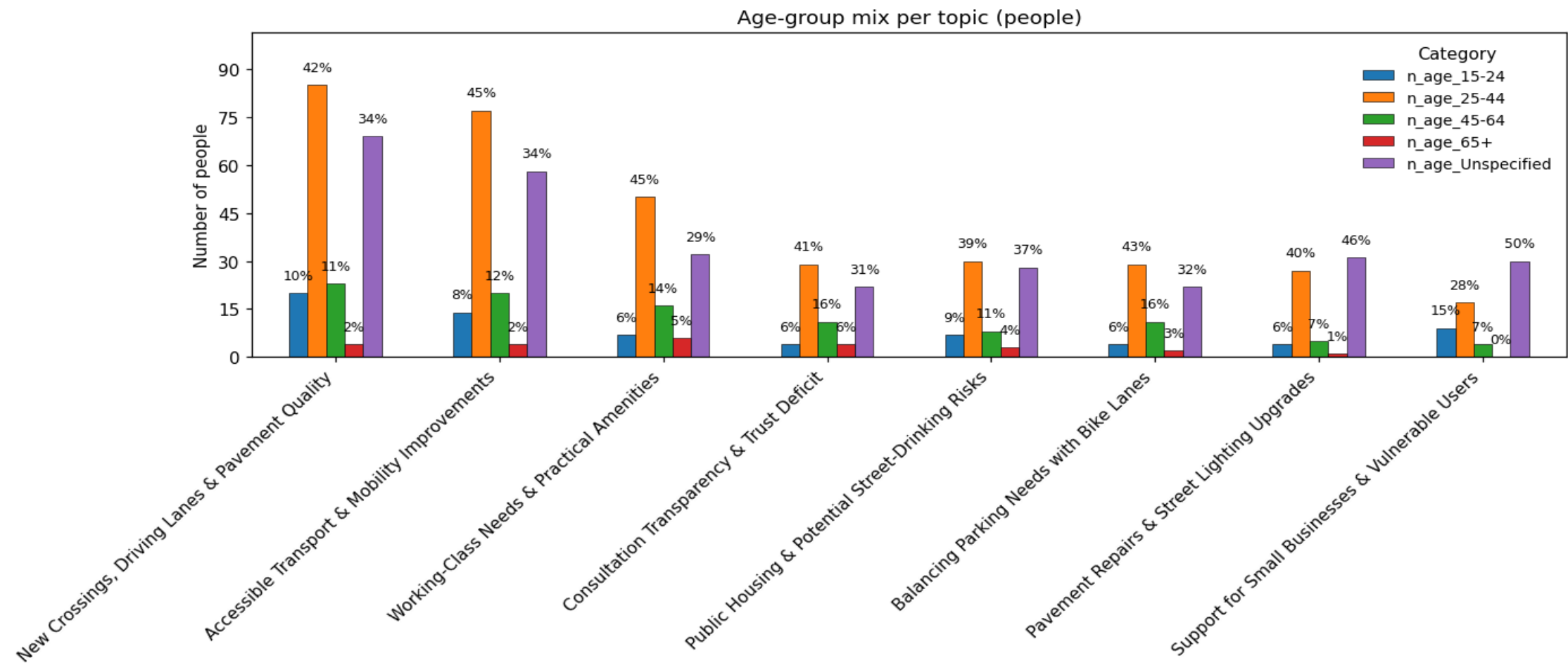
Topic 6: Repairs

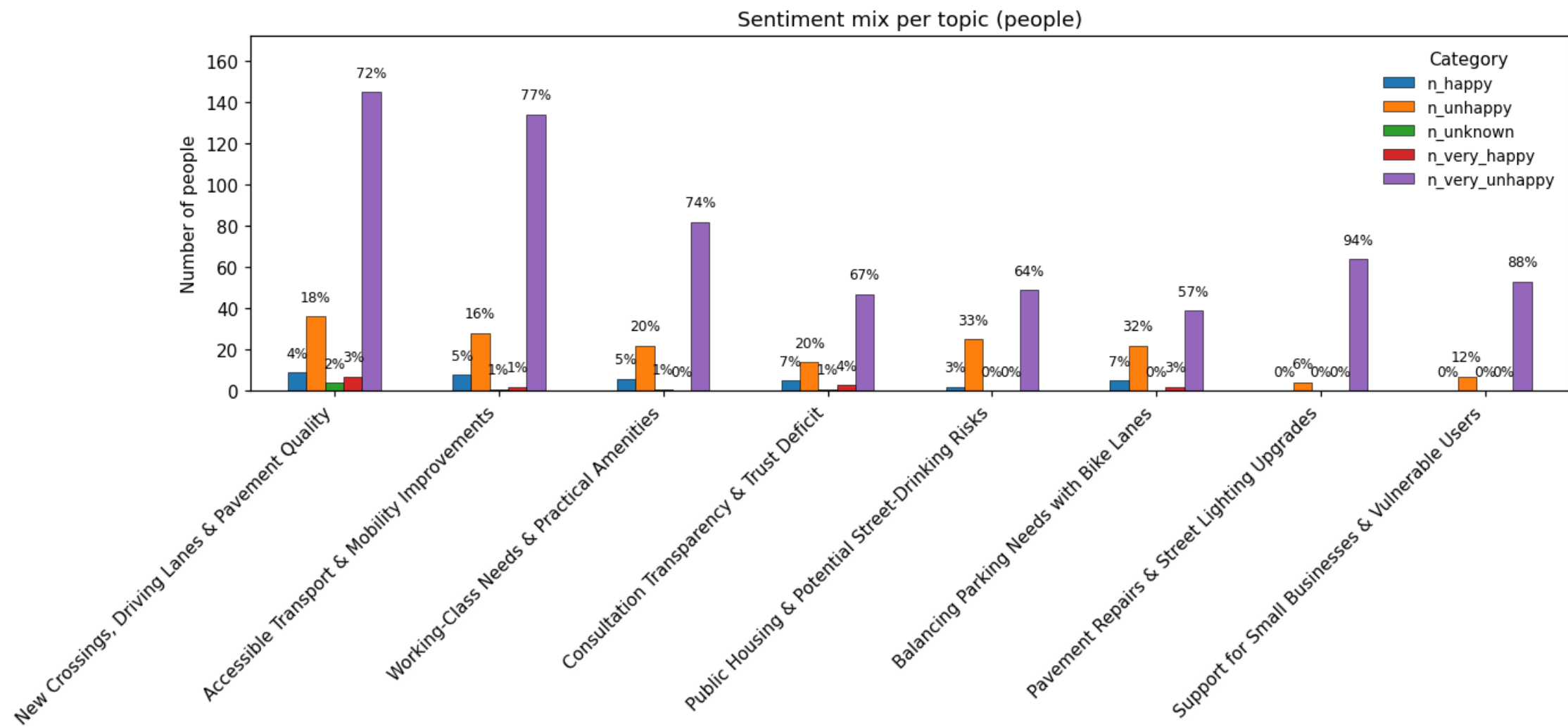
- **Sentence count:** 83
 - **Top words:** 'paving', 'pavements', 'lighting', 'fix', 'accessibility', 'proposals', 'outside', 'needed', 'light', 'needs'
 - **Representative sentences:**
 1. *'these amendments: retaining and repairing existing paving to improve accessibility introducing feature lighting under the railway bridge to enhance safety for people traveling through the area at night.'*
 2. *'repairing pavements, new lighting, and new cycle parking are all welcomed (although as a cyclist, i am not sure the cycle parking is required as i have not noticed an issue at that end of the high street).'*
 3. *'paving repairs & lighting: improving paving for accessibility and enhancing lighting under the railway bridge are undoubtedly positive contributions to safety and usability.'*
-

Topic 7: Small Businesses and Vulnerable Users ²

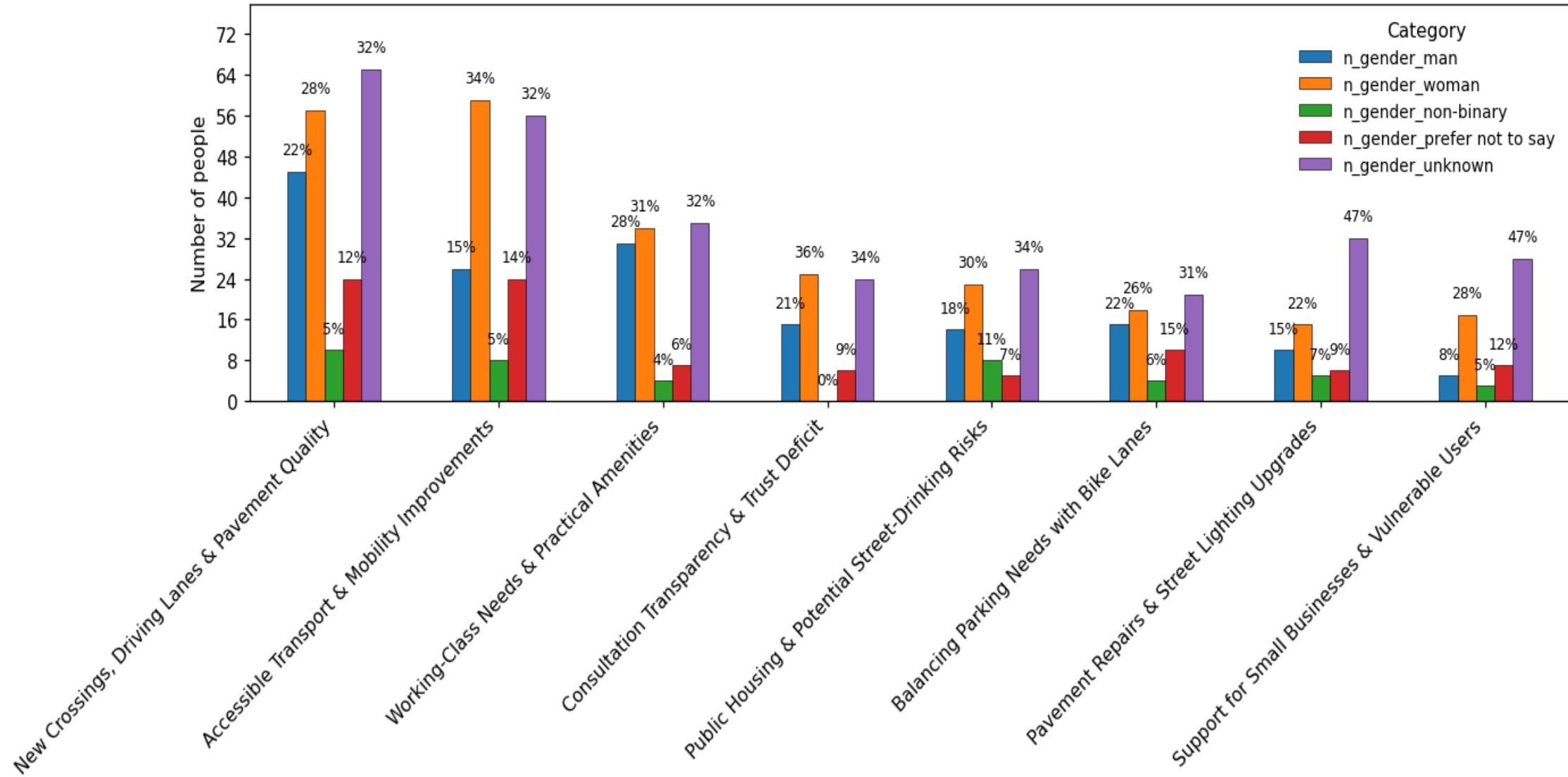
- **Sentence count:** 79
- **Top words:** 'businesses', 'small businesses', 'disabled', 'elderly', 'independent', 'proposed', 'outside', 'people'
- **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme.'*

² See Footnote 1.

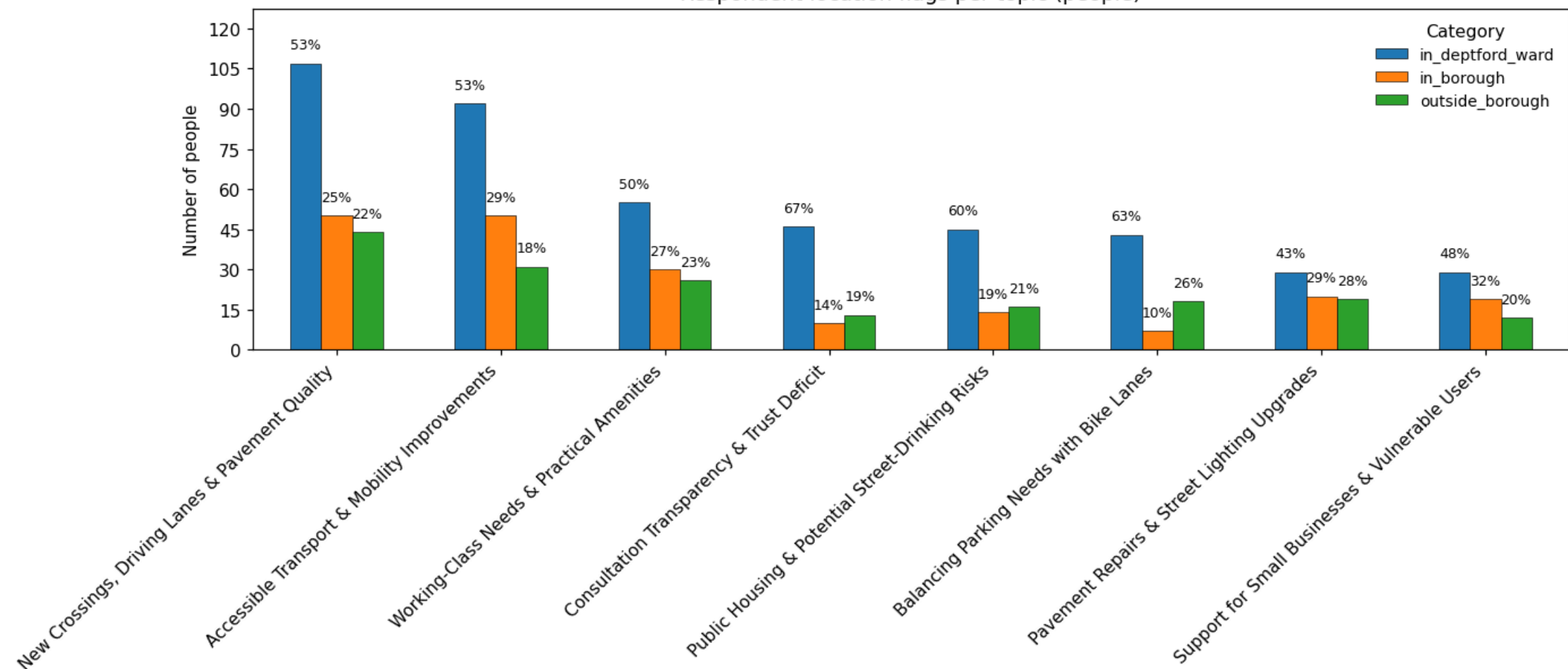


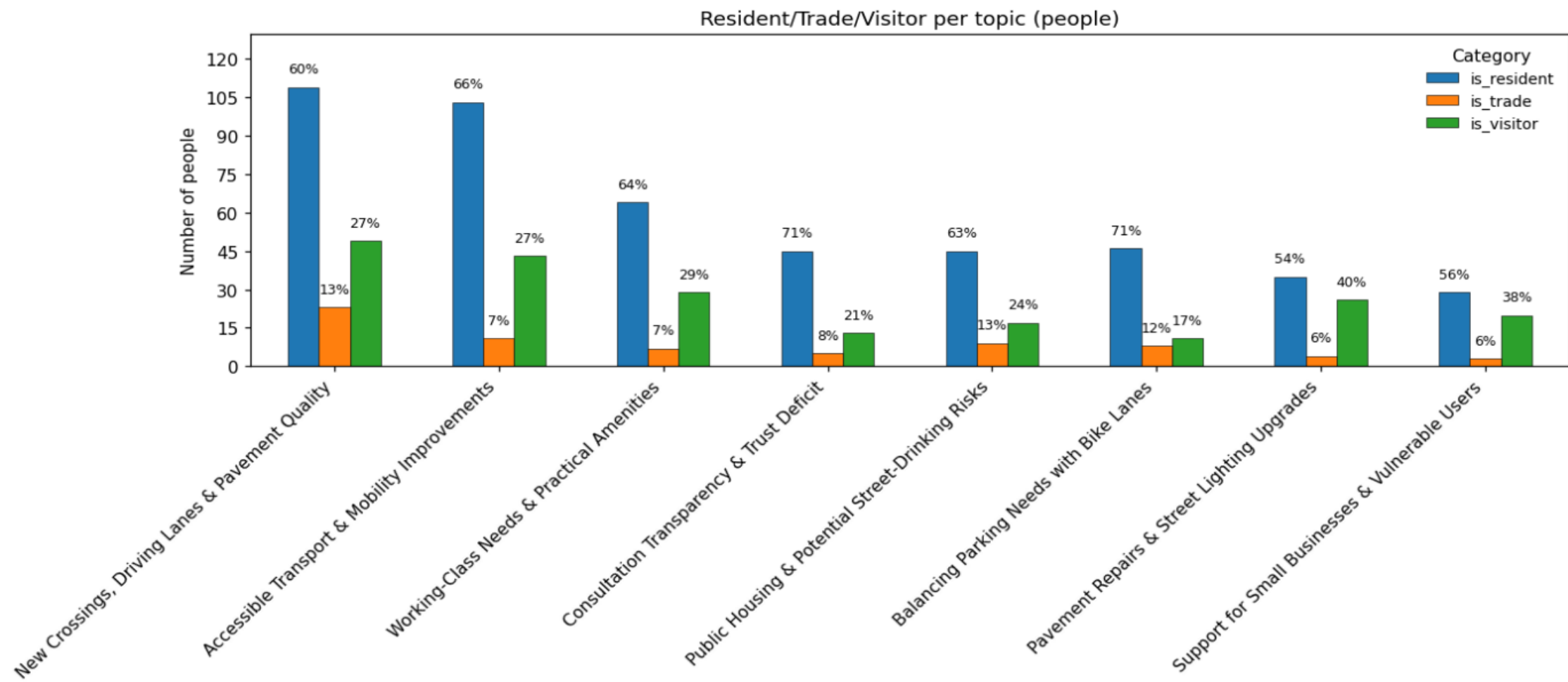


Gender mix per topic (people)



Respondent location flags per topic (people)





Q5: Do you think these improvements will make it safer for people walking, cycling and or using public transport to travel along the high street?

Sentence Count: 1720

Respondents: 923

Topic 0: Walking & Cycling Safety

- **Sentence count:** 466
- **Top words:** 'walking cycling', 'walk cycle', 'walking', 'cycling', 'walk', 'cyclists', 'public', 'pavements', 'access', 'market'
- **Representative sentences:**
 1. *'i do not think these changes will make things meaningfully safer for people walking, cycling, or using public transport.'*
 2. *'there are no current issues with safety for people walking, cycling or using public transport with the road being open to vehicles.'*
 3. *'i do not see these as improvements and i do not think there is currently an issue when it comes to people walking, cycling or using public transport'*

Topic 1: Vehicle Access & Older Users

- **Sentence count:** 332
 - **Top words:** 'vehicles', 'walking', 'walk', 'drive', 'public', 'cars', 'going', 'access', 'walking cycling', 'walk cycle'
 - **Representative sentences:**
 1. *'also older people who need to drive- will impact there access too.'*
 2. *'public transport does not even run down the high street so why do you think your plans will affect the safety of people using public transport - and also there is not even noise or pollution from buses.'*
 3. *'the community vibes mean cars are respectful/not dangerous as they drive.'*
-

Topic 2: Impact on Businesses & Accessibility ³

- **Sentence count:** 252
 - **Top words:** 'businesses', 'walk', 'walking', 'unsafe', 'community', 'public', 'dangerous', 'problems', 'pavements', 'walk cycle'
 - **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme save deptford high street.'*
-

Topic 3: Cyclist Behaviour & Protected Lanes

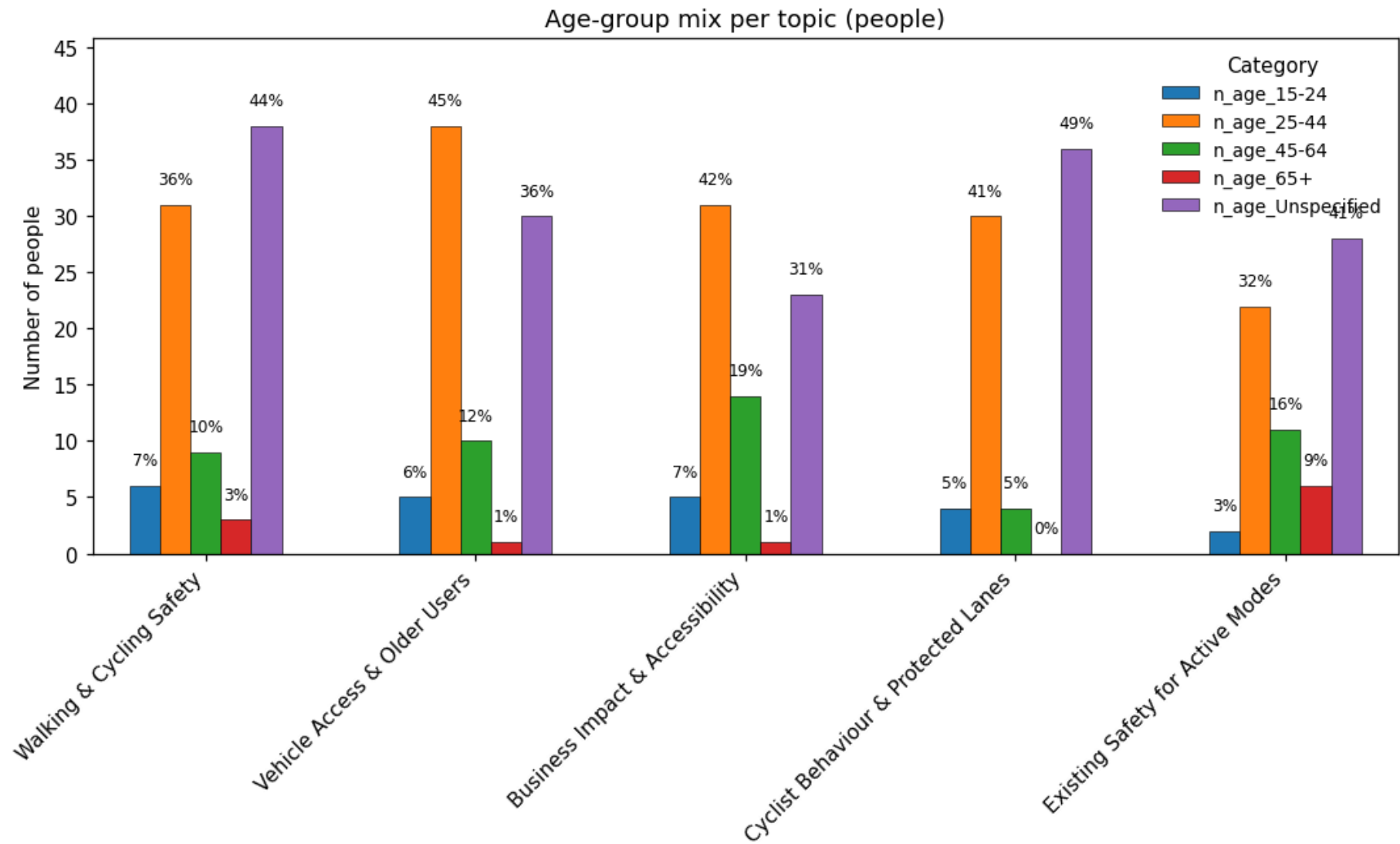
- **Sentence count:** 128
 - **Top words:** 'cyclists', 'cyclist', 'walking cycling', 'cycling', 'walk cycle', 'bike', 'cycle', 'dangerous', 'pavements', 'unsafe'
 - **Representative sentences:**
 1. *'also, part of the problem is a small minority of cyclists creating danger for people walking, and this issue cannot be addressed by a pedestrian zone.'*
 2. *'how do you hinder bad cyclists they cycle through the market...it is dangerous'*
 3. *'-true cycling safety needs protected lanes and community run bike hubs, not ad hoc cycle racks stuck in widening pavements.'*
-

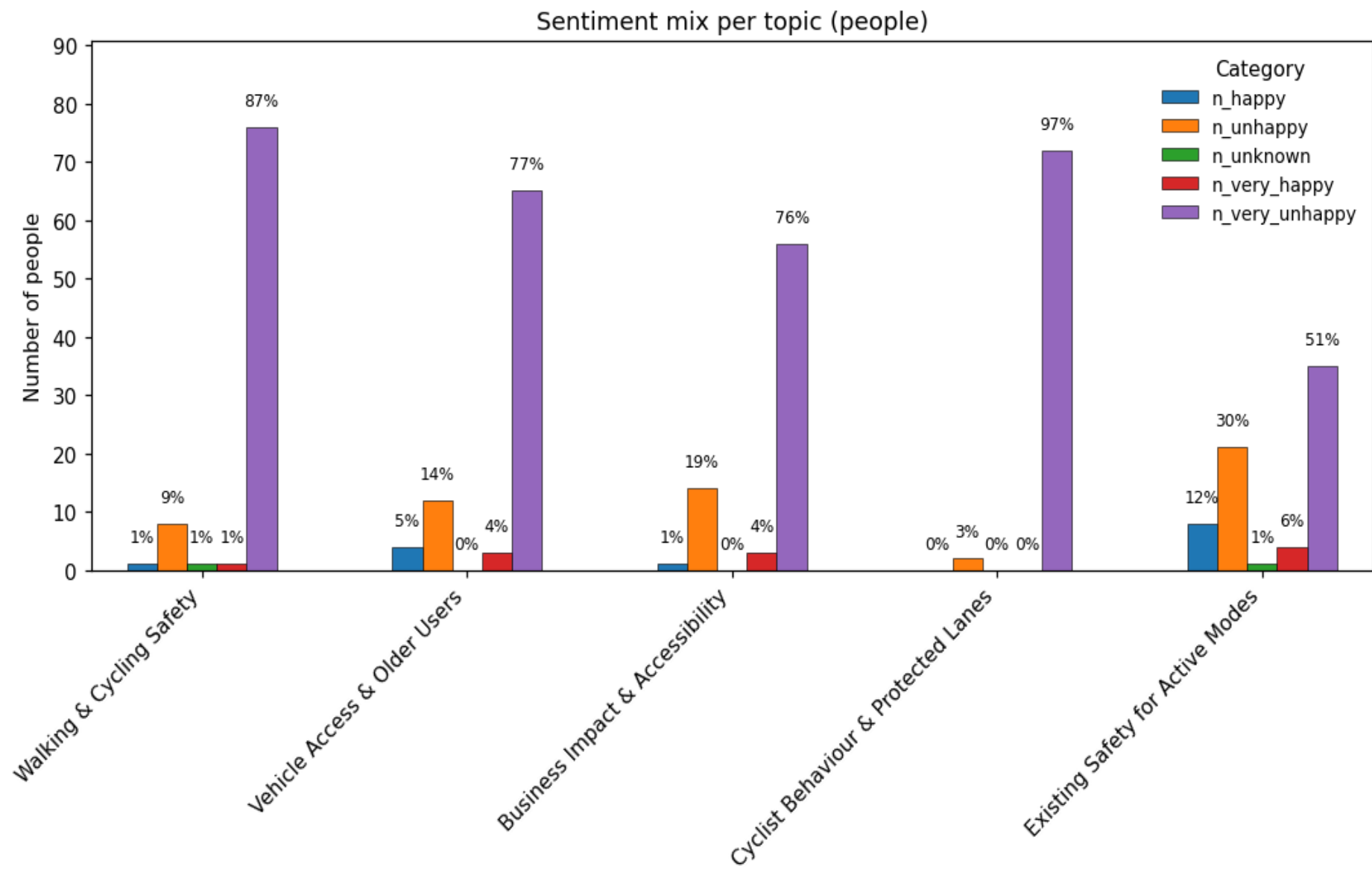
Topic 4: Existing Safety for Active Modes

- **Sentence count:** 57
- **Top words:** 'walk cycle', 'walking cycling', 'walking', 'walk', 'cycling', 'cyclists', 'bike', 'public', 'cycle', 'businesses'
- **Representative sentences:**
 1. *'it is already safe enough to walk and cycle and use public transport on the high street'*

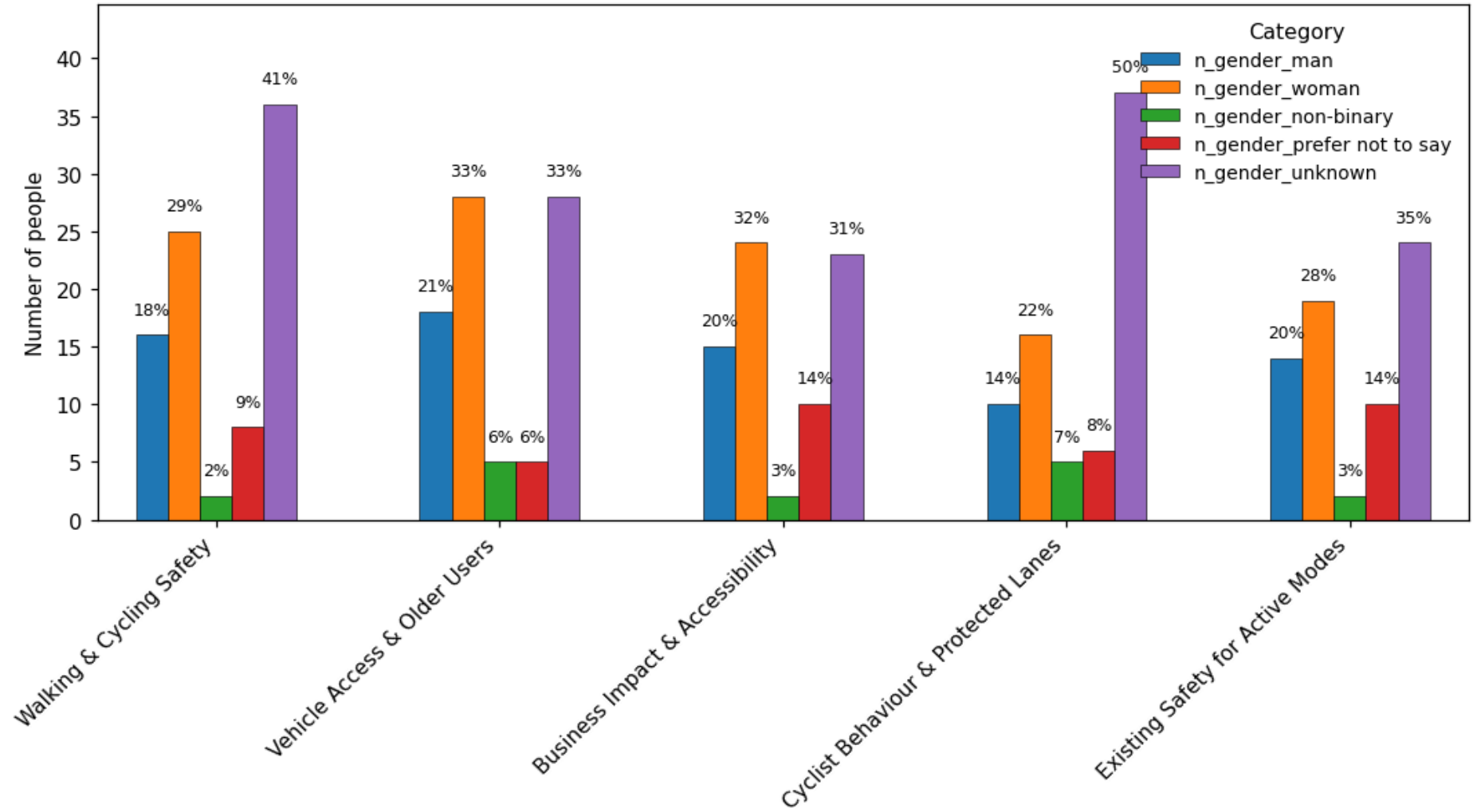
³ See Footnote 1

2. *'i believe it is perfectly safe as it currently is - and i walk, cycle and use public transport along this high street on a daily basis.'*,
 3. *'people already walk, cycle and use public transport perfectly happily along the high street.'*
-

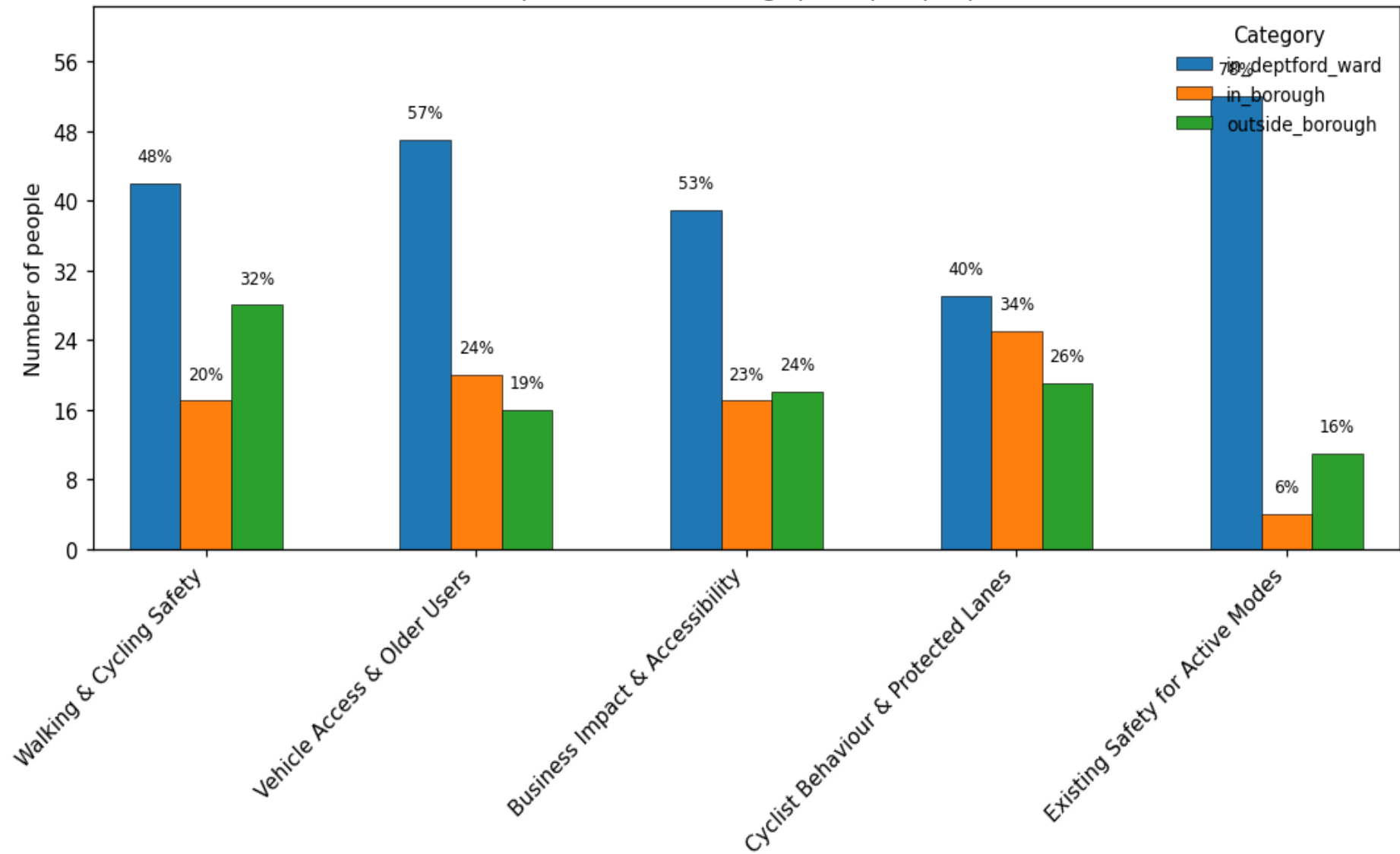




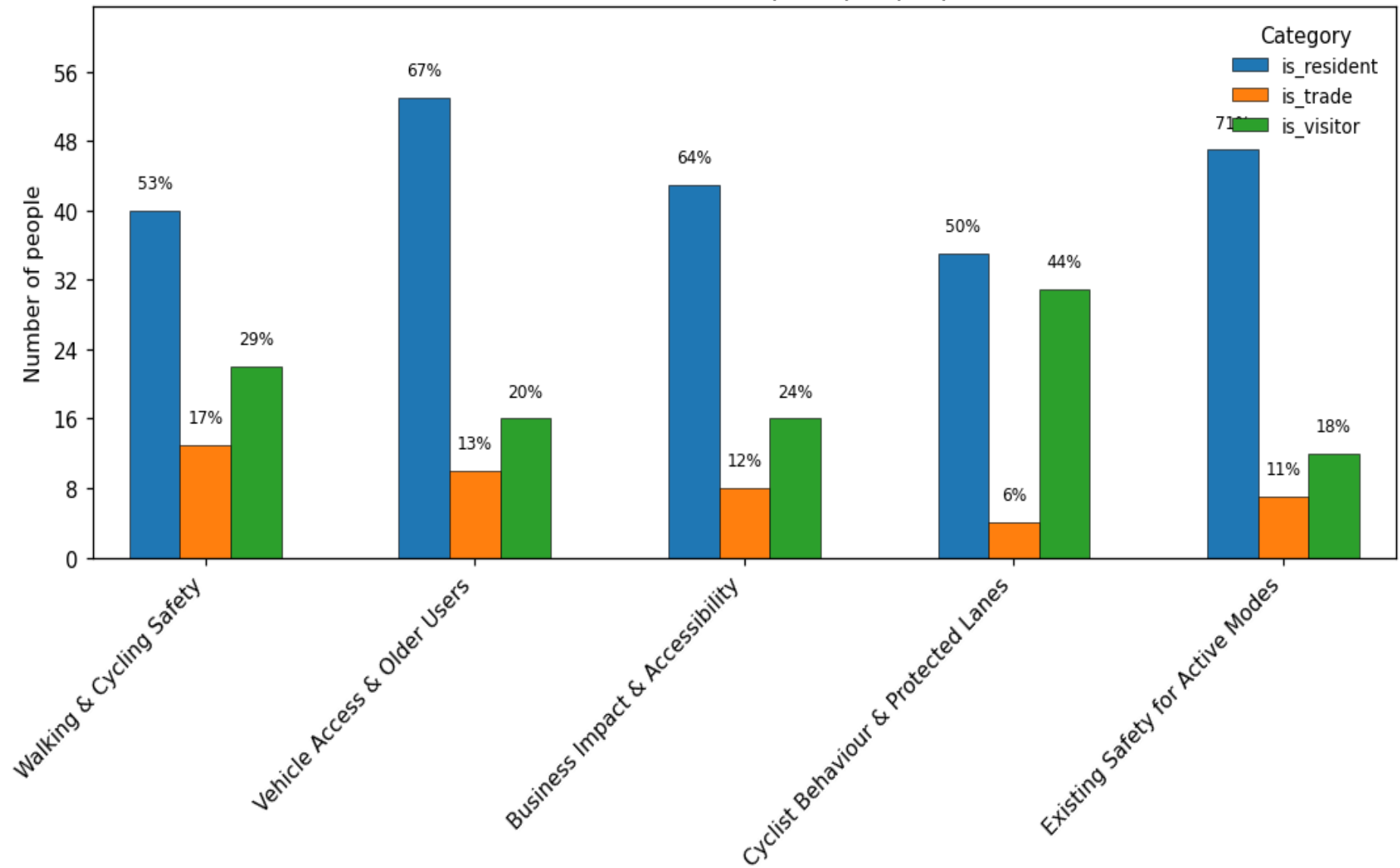
Gender mix per topic (people)



Respondent location flags per topic (people)



Resident/Trade/Visitor per topic (people)



Q6: Do you think these proposed improvements would attract more people to come to the high street to shop, dine and enjoy entertainment?

Sentence Count: 2133

Respondents: 1085

Topic –1: Community Involvement & Plans Needed

- **Sentence count:** 498
 - **Top words:** 'communities', 'plans', 'needed', 'need', 'improvements', 'public', 'money', 'signage', 'traffic', 'options'
 - **Representative sentences:**
 1. *'they need to encourage peoples to help open up new businesses not just pubs and bars and betting shops so no it will not',*
 2. *'also the bars will bring more young people into the area but they are not going to spend money with small local retailers like tony's are they.',*
 3. *'side note: the ridiculous amount of student accommodations being approved and build in Lewisham will not or barely benefit the local businesses while at the same time being a burden on public services.'*
-

Topic 0: Desired Improvements & Public Places

- **Sentence count:** 923
 - **Top words:** 'improvements', 'outside', 'place', 'communities', 'plans', 'beneficial', 'needed', 'seating', 'benefit', 'attracting'
 - **Representative sentences:**
 1. *'how can you make sure it will benefit the people who have made this place what it is?'*,
 2. *'the way this reads to me is the market may go to make space for newer businesses expanding with outdoor seating and dining.'*,
 3. *'yes, make it more of a destination, more seating outside'*
-

Topic 1: Diverse Community Use & Inclusive Place-making

- **Sentence count:** 383
 - **Top words:** 'communities', 'place', 'different', 'public', 'signage', 'traffic', 'improvements', 'coming', 'increased', 'going'
 - **Representative sentences:**
 1. *'the types of shops that currently exist within deptford high street caters towards local people, by introducing new shops to increase the amount of time someone spends in the area or attract people from further away will drive out the local traders and business owners with increased rent rises and the impacts of gentrification.'*
 2. *'it is not due to have outside seating (there are plenty of places in deptford where that already exists - around the station, outside the library) - increasing footfall can be achieved at far less cost, with far less disruption by simpler methods - yes better signage, and waste management will help, but the overriding reason most people do not want to shop or visit the high street is antisocial behaviour.'*
 3. *'i have lived here for 10 years as part of the creative and cultural community of deptford.'*
-

Topic 2: Waste Management & Enforcement Needed

- **Sentence count:** 129
 - **Top words:** 'management', 'improvements', 'needed', 'improve', 'need', 'outside', 'signage', 'plans', 'things', 'problem'
 - **Representative sentences:**
 1. *'waste management: stronger systems and enforcement are very welcome.'*
 2. *'the only thing i like the sound of is waste management.'*
 3. *'if simple issues like waste management, old and broken bins, and general upkeep are not dealt with, then adding more plants or pedestrian zones will not make much of a difference.'*
-

Topic 3: Distrust of Plans

- **Sentence count:** 75
 - **Top words:** 'plans', 'outside'
 - **Representative sentences:**
 1. *'i do not consent to you bankrupting businesses and destroying the cultural fabric of the local area',*
 2. *'i do not consent to the council bankrupting local businesses, sidelining elderly and disabled people and allowing greedy outside corporations to acquire the space of our beloved high street, one of the last places in london that remains with independent shopfronts and businesses.'*
 3. *'i have lived in the lewisham borough for 30 years and know not to trust anything the council put out!'*
-

Topic 4: Traffic & Loitering vs. Public Safety

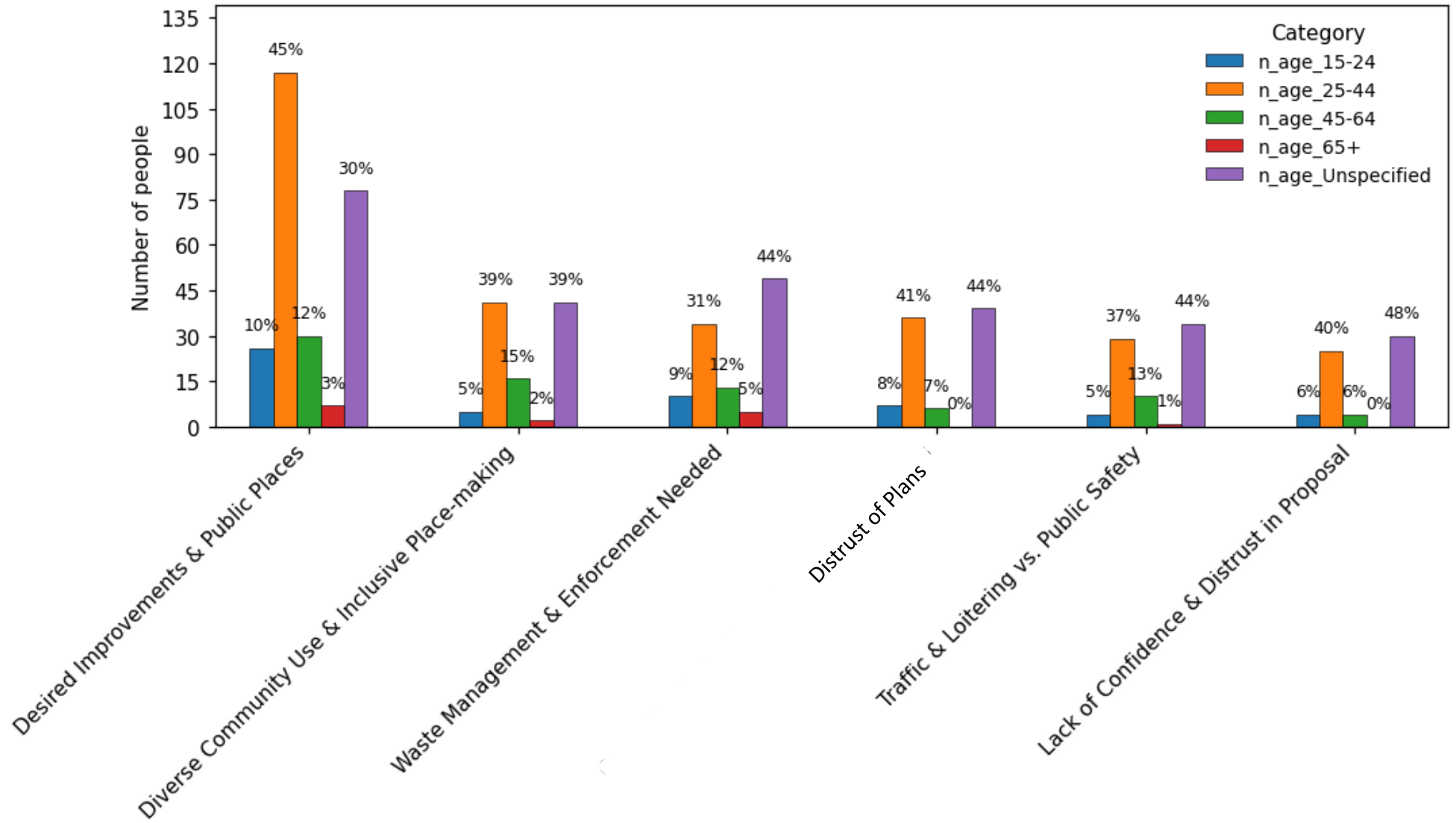
- **Sentence count:** 66
 - **Top words:** 'traffic', 'outside', 'public', 'communities', 'going', 'way', 'access', 'signage'
 - **Representative sentences:**
 1. *'traffic does not make places unsafe, loitering people and muggers on ebikes do.'*
 2. *'there is already a perfect balance of walkable areas and traffic areas, and having the road close on the market days works perfectly well.'*
 3. *'the traffic on the high street in my experience has not been an issue.'*
-

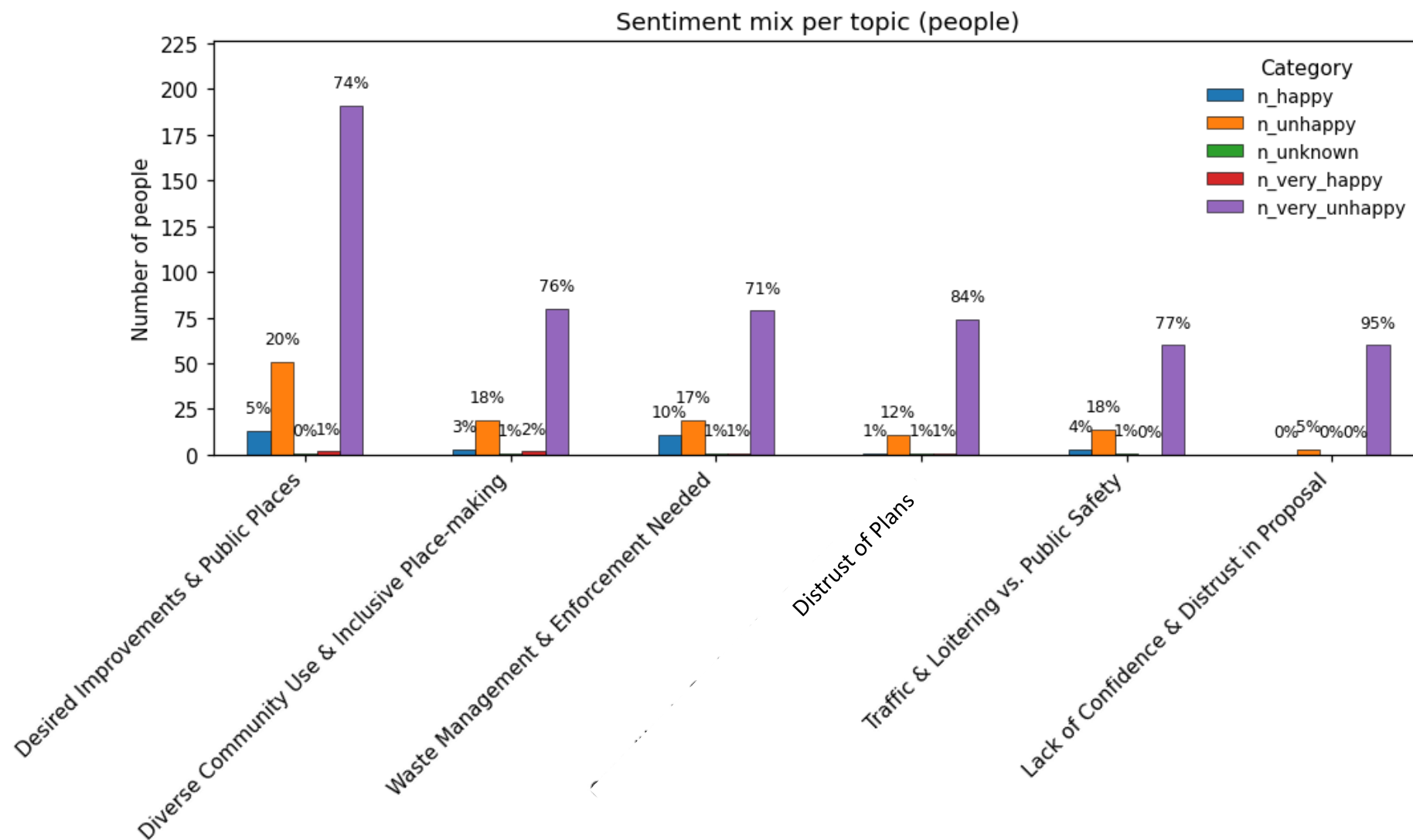
Topic 5: Lack of Confidence & Distrust in Proposal

- **Sentence count:** 59
- **Top words:** 'attracting', 'place', 'different', 'going', 'wrong', 'coming', 'needed', 'communities', 'improvements', 'public'
- **Representative sentences:**
 1. *'this proposal does not give me any confidence that it would improve visitor experience but on the contrary, it horrifies me that it could have the capacity to ruin something so valuable and unique.'*

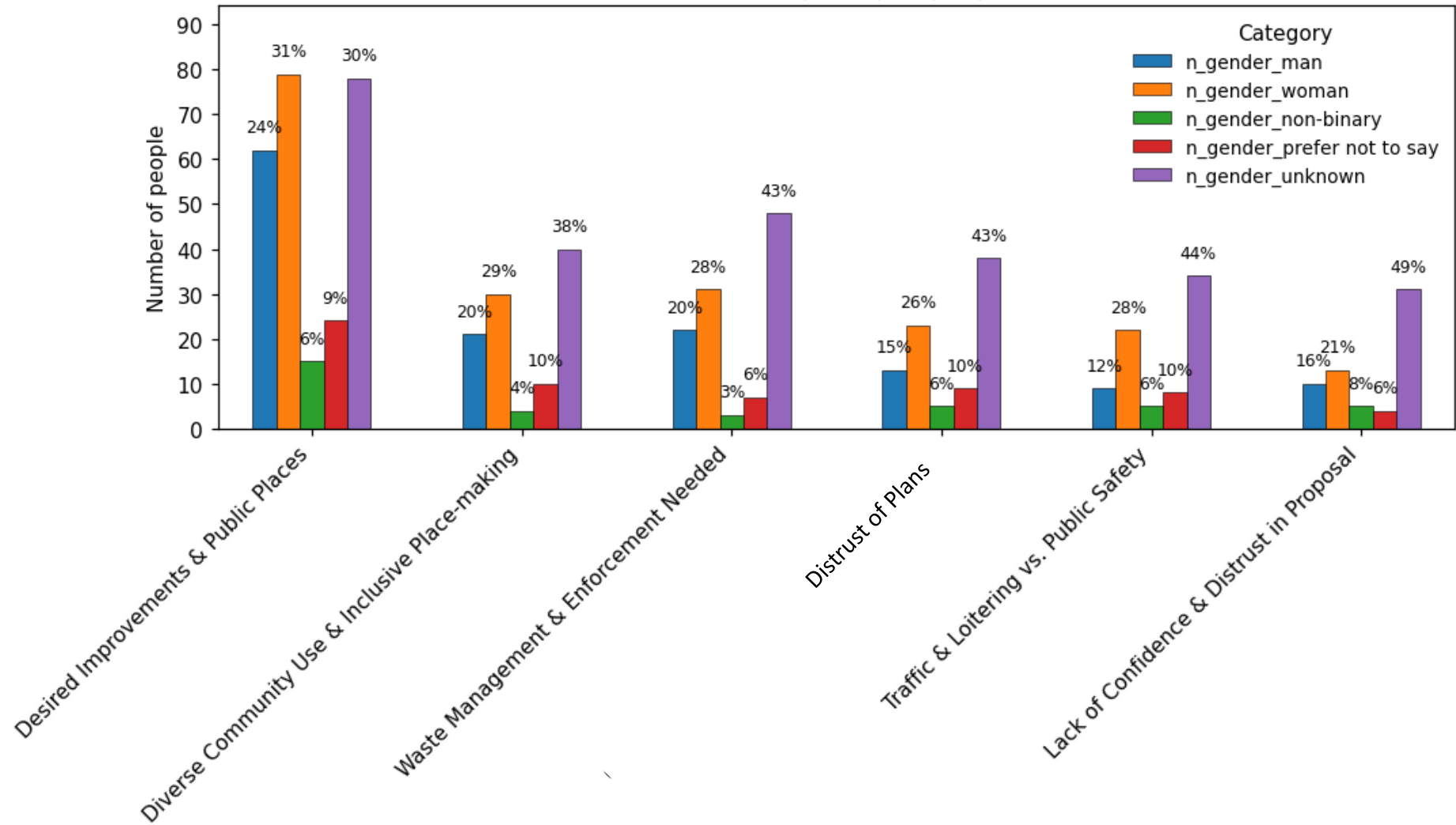
2. *'stop trying to improve visitor experience like people are some consumable good.'*
 3. *'i would suggest instead of trying to improve the visitor experience, i think increasing the living experience for people who have lived and dedicated numerous years of their life to the area should come first.'*
-

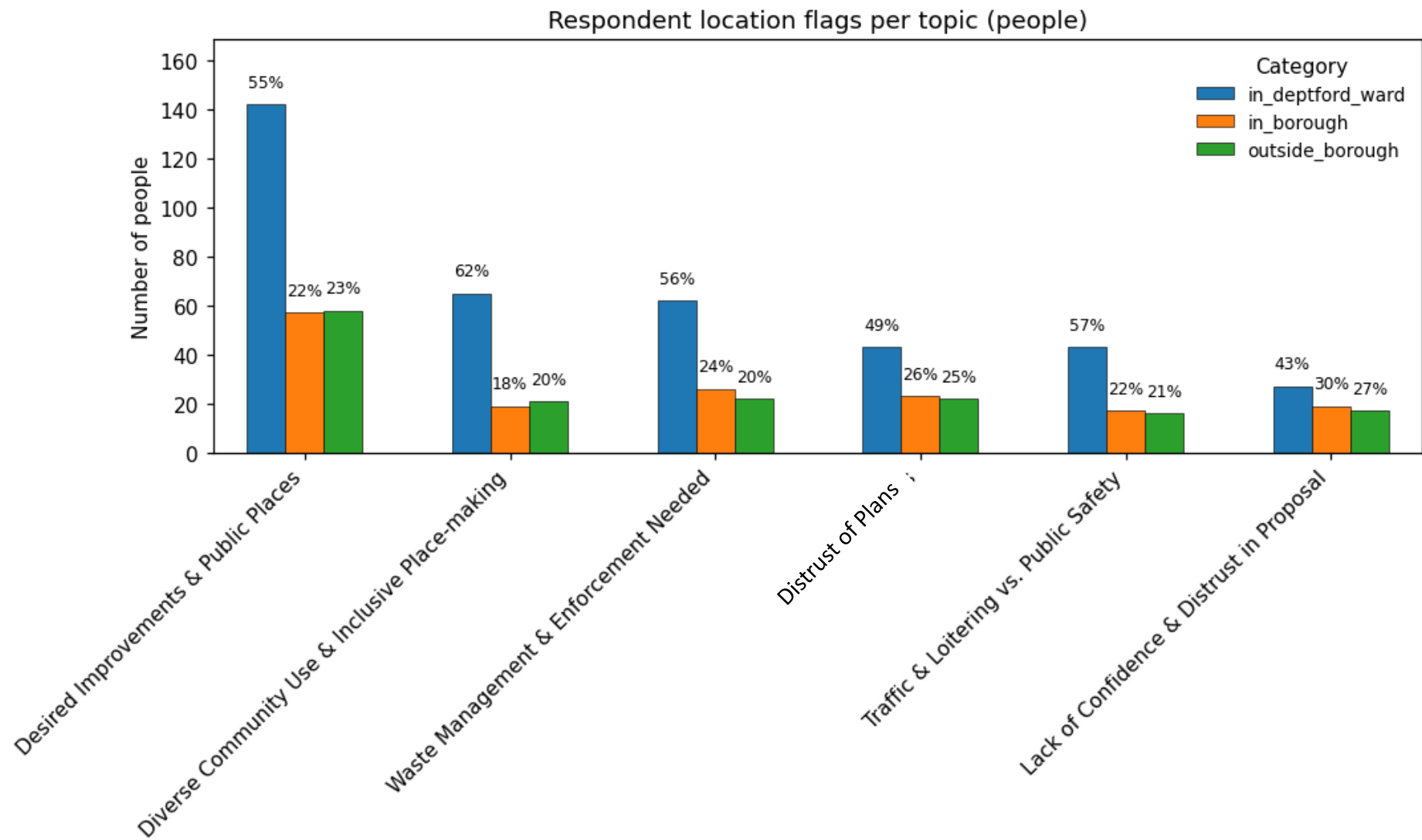
Age-group mix per topic (people)

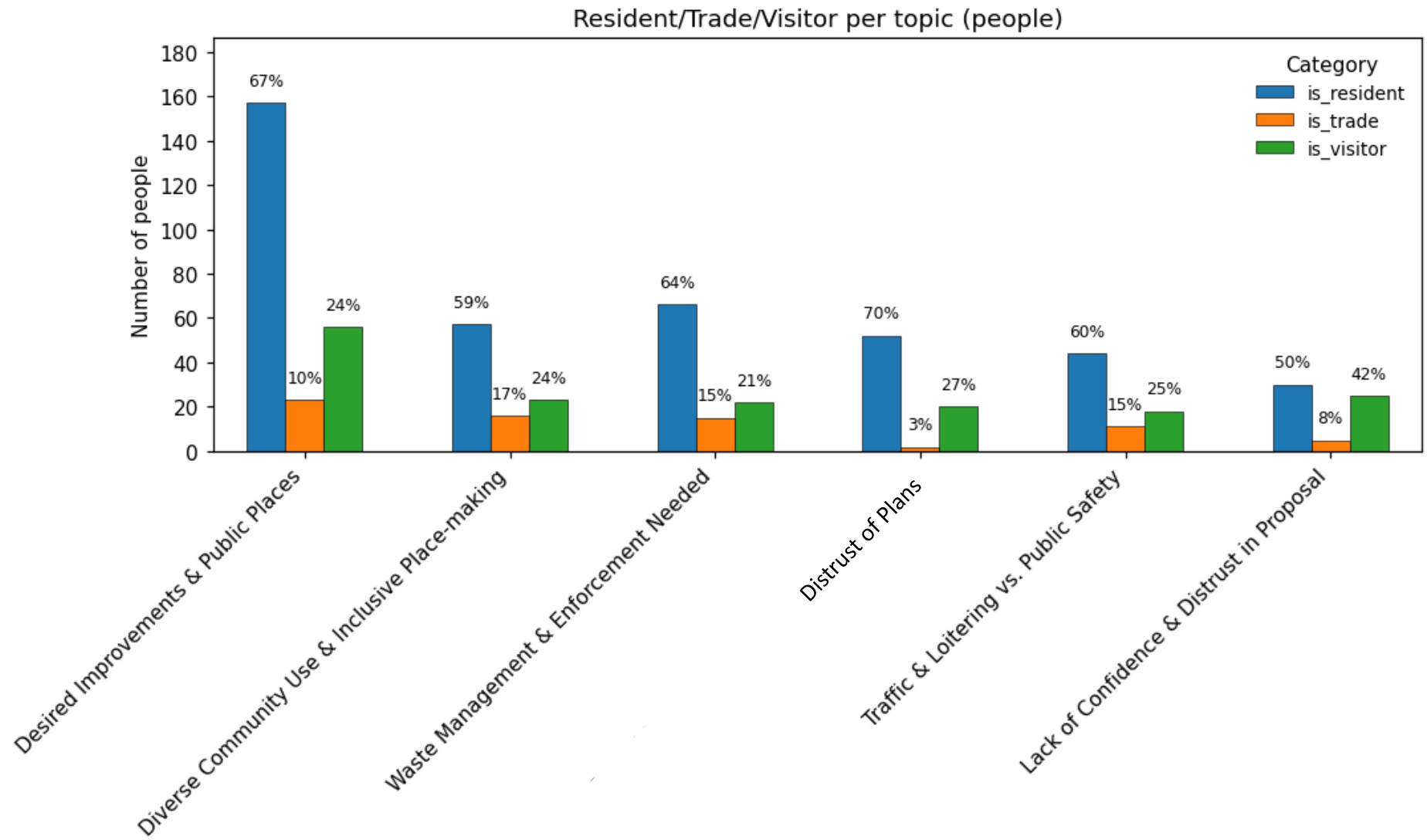




Gender mix per topic (people)







Q7: Do you think overall businesses and traders would benefit from what we are proposing for the future of Deptford High Street?

Sentence Count: 1661

Respondents: 1065

Topic –1: Misc.

- **Sentence count:** 243
- **Top words:** 'risk', 'plans', 'plan', 'benefit', 'difficult', 'negatively', 'trying', 'need', 'going', 'increase'
- **Representative sentences:**
 1. *'while some businesses (potentially new hospitality ventures) might benefit from expanded outdoor trading, this specific gain for a subset does not translate into an overall benefit and risks creating a two-tiered system where many established businesses suffer.'*
 2. *'the business owners have said they need car access to run their business so clearly these plans would not benefit them.'*
 3. *'i think this will make life harder for local consumers and businesses and only benefit big chains and unaffordable gentrified businesses.'*

Topic 0: Anticipated Negative Impacts & Difficulties

- **Sentence count:** 659
- **Top words:** 'difficult', 'negatively', 'place', 'risk', 'plans', 'forced', 'going', 'need', 'lot', 'ruin'
- **Representative sentences:**
 1. *'it will negatively impact and make things harder for business many of which have been in deptford for a long time.'*
 2. *'pedestrianisation during set hours would severely restrict or entirely prevent delivery drivers from accessing our premises, making it incredibly*

difficult to operate efficiently and ensure we have the products our customers need.'

3. *'i do not, things like this are always a pre cursor to the borough gaining more in charges for parking and more lines and making it impossible to get closer if you drive or get a cab in our out'*

Topic 1: Potential Improvements & Beneficiaries

- **Sentence count:** 385
- **Top words:** 'improve', 'plans', 'place', 'benefit', 'new', 'need', 'increase', 'going', 'plan', 'apply'
- **Representative sentences:**
 1. *'the local businesses i go to most often have all said they would not benefit and indeed are concerned that they will be forced to close',*
 2. *'in these usual types of "renovations", you will increase the value of having a business on the street and you will push away the working class who has been making the area a home for all of us',*
 3. *'sounds like new business would benefit but current businesses may not survive due to license restrictions, the licenses and additional fees you will have control over are not clear from this survey or other communications and it is clears from savedeptfordhighstreet instagram that local people are concerned and unhappy'*

Topic 2: Risk to Traders

- **Sentence count:** 225
- **Top words:** 'risk', 'negatively', 'going', 'previously', 'benefit', 'increase', 'difficult', 'close', 'lot', 'forced'
- **Representative sentences:**
 1. *'given all the traders that i know (and i do most of my shopping and going out in the high street) are apoplectic about these changes, i would say it is a resounding no!'*

2. *'i have talked to local businesses who say they would not benefit from the plans.'*
 3. *'i think it runs the risk of making trading too difficult for the current businesses on the high street & driving them away.'*
-

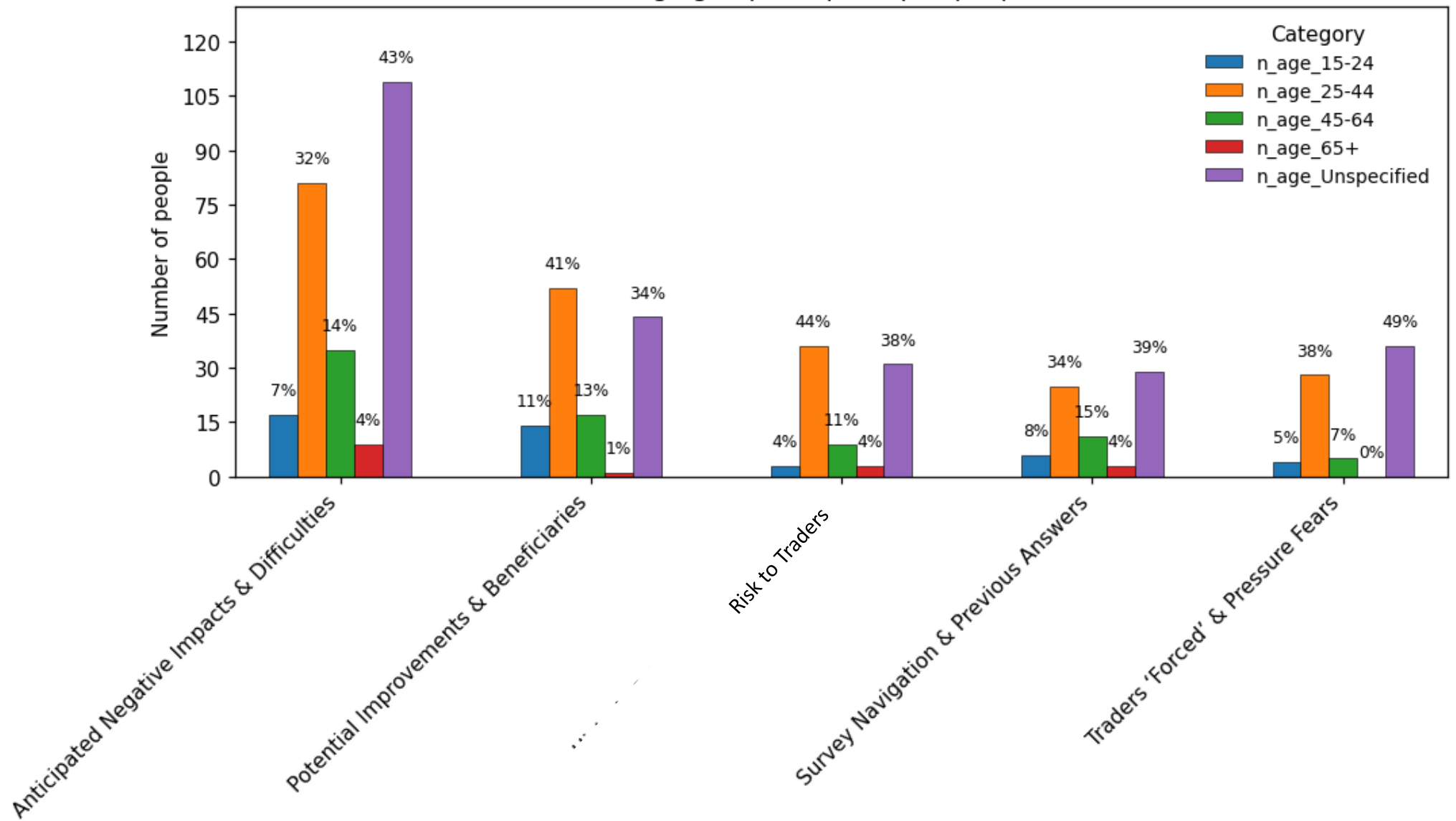
Topic 3: Survey Navigation & Previous Answers

- **Sentence count:** 113
 - **Top words:** 'answer', 'previously', 'yes', 'help'
 - **Representative sentences:**
 1. *"i did not answer no."*
 2. *"see previous answer."*
 3. *"refer to previous answer"*
-

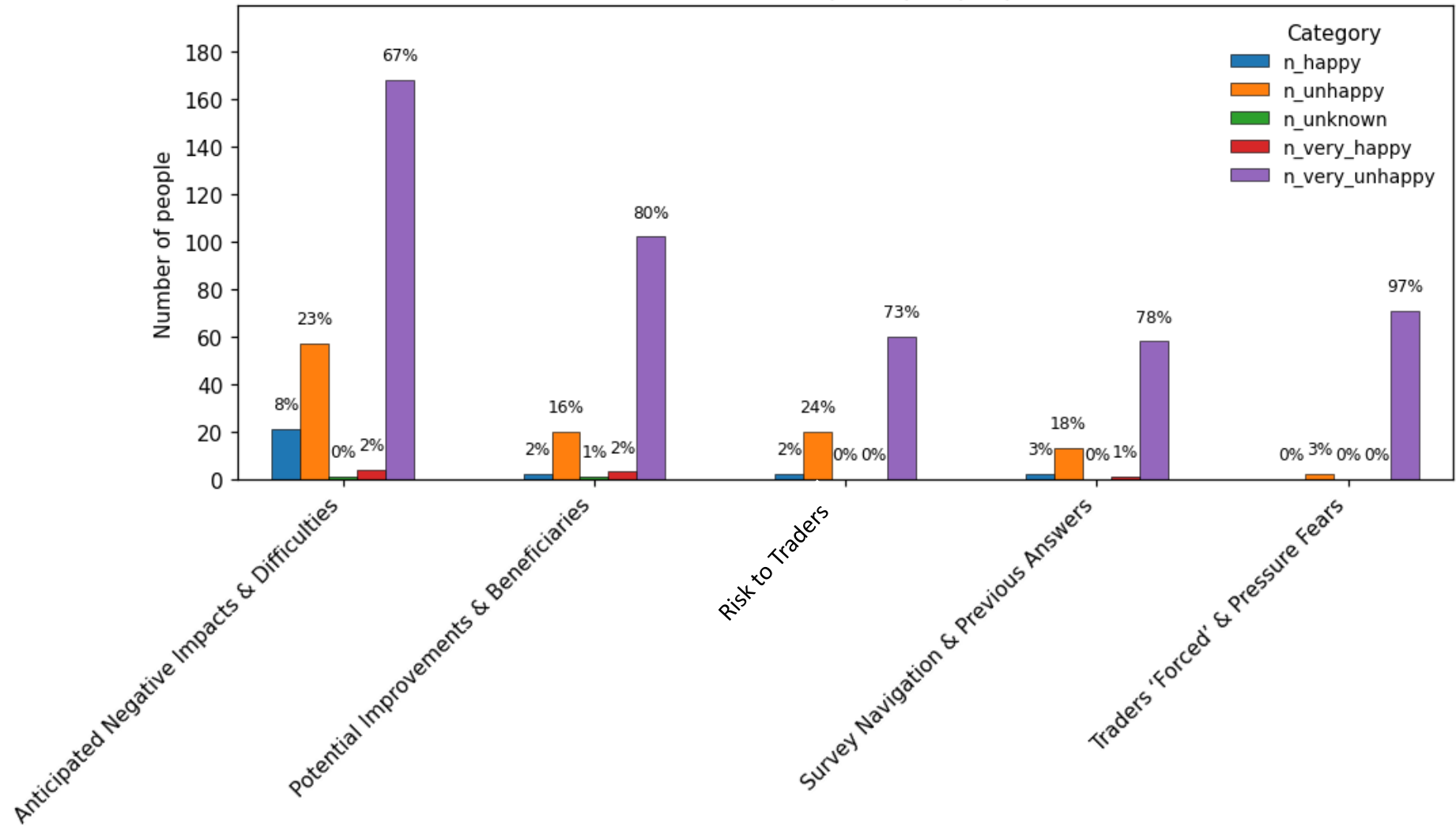
Topic 4: Traders "Forced" & Pressure Fears

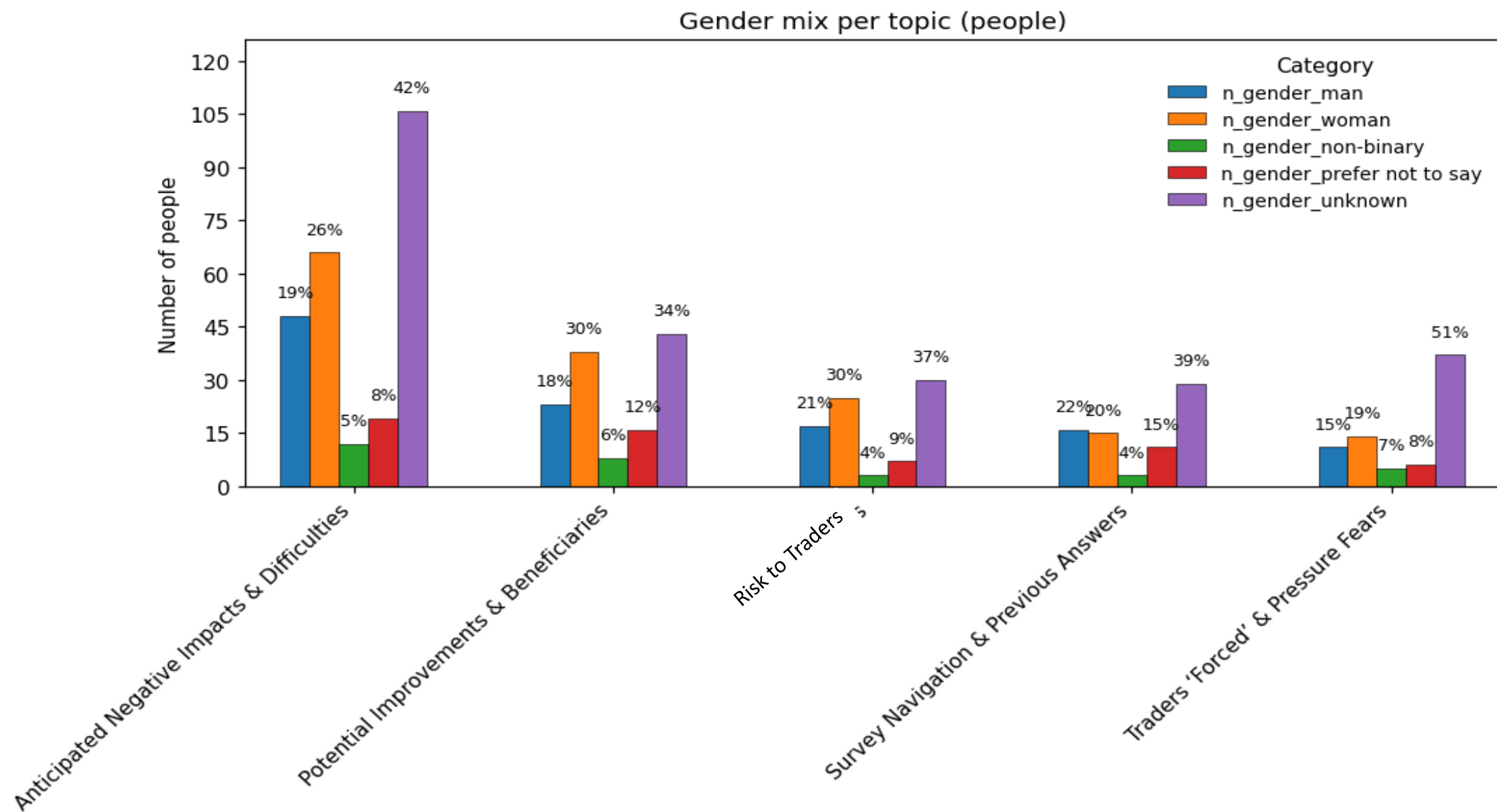
- **Sentence count:** 36
- **Top words:** 'pushed', 'forced', 'push', 'pressure', 'going', 'survive', 'harder'
- **Representative sentences:**
 1. *'i think they would suffer and accidents would increase.'*
 2. *'i think you are going to destroy it.'*
 3. *'they will be pushed out and you are department/staff know*

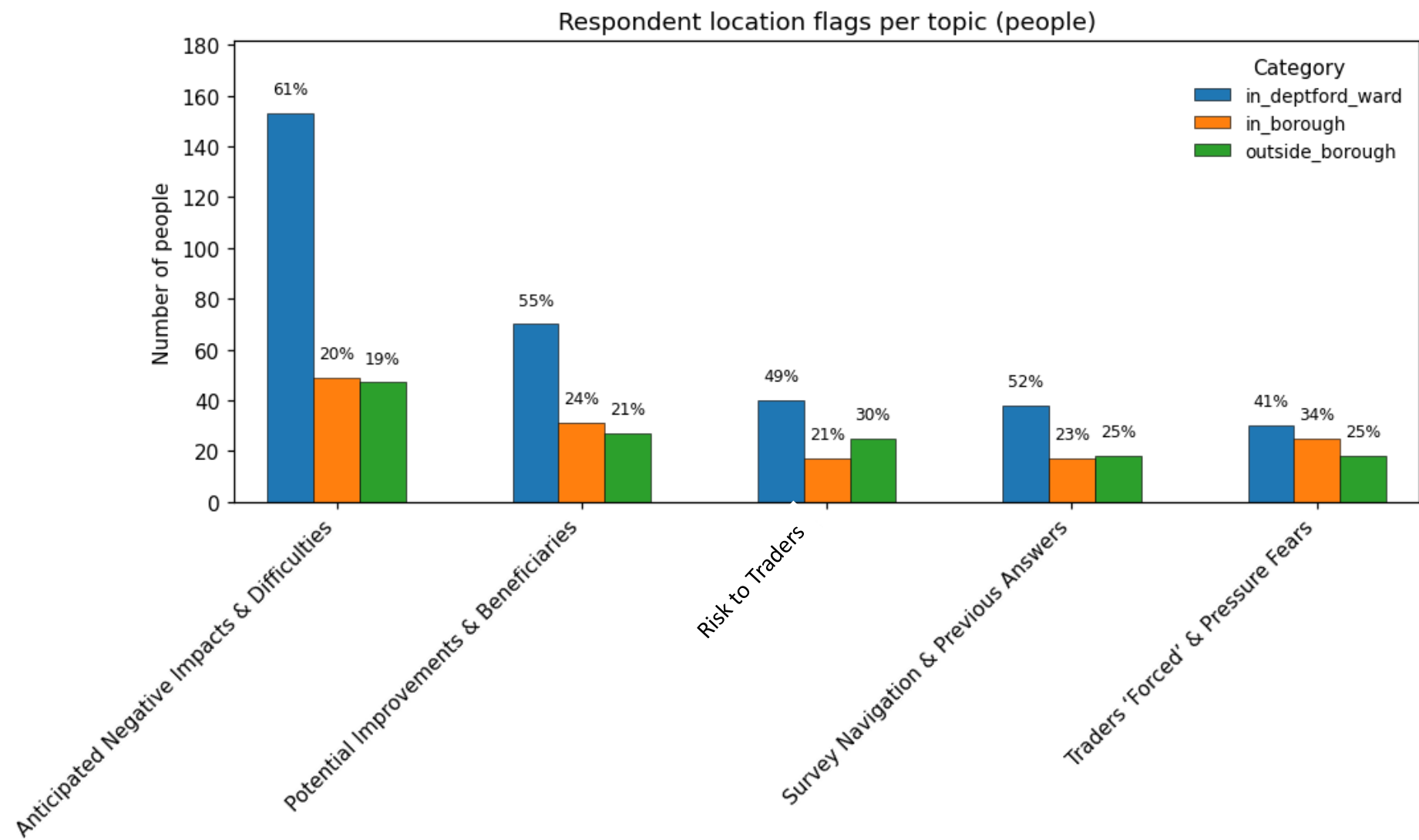
Age-group mix per topic (people)

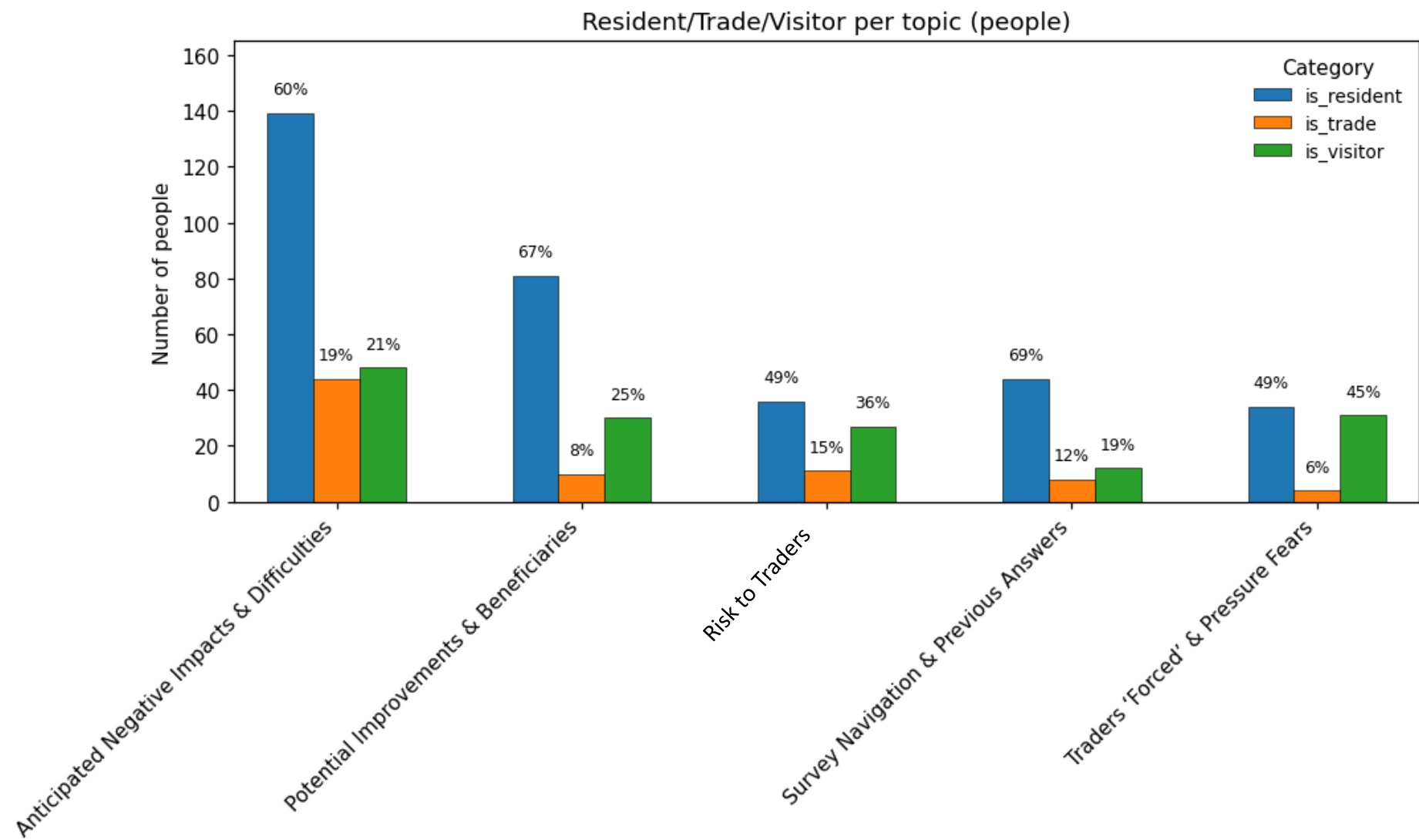


Sentiment mix per topic (people)









Q8: Do you think these proposed improvements will celebrate Deptford's creative and cultural scene and unlock new opportunities for events and activities?

Sentence Count: 1531

Respondents: 968

Topic –1: Misc.

- **Sentence count:** 303
- **Top words:** 'opportunities', 'activities', 'venues', 'happening', 'rents', 'places', 'culture', 'benefit', 'gentrify', 'creativity'
- **Representative sentences:**
 1. *'all these proposed changes for events and activities seem to be for the benefit of market trade and not the businesses.'*
 2. *'i feel like again, if you want to increase public art and cultural activities on the high street, the solution would be to put funding into the many creative and cultural organisations/ businesses/ spaces that already exist on the high street.'*
 3. *“unlock new opportunities for events and activities” what does this actually mean???’*

Topic 0: Opportunities & The Albany

- **Sentence count:** 521
- **Top words:** 'opportunities', 'venues', 'albany', 'spaces', 'places', 'gentrify', 'place', 'activities', 'rents', 'culture'
- **Representative sentences:**
 1. *'a better use of money would be to create new/fund existing creative and cultural spaces.'*
 2. *'you should funnel this money to the already existing art spaces like the albany.'*

3. 'support for events should go to existing arts spaces like the albany theatre, not a pavement.'

Topic 1: Venues, Gentrification & Rents Impact on Culture

- **Sentence count:** 460
- **Top words:** 'venues', 'gentrify', 'rents', 'culture', 'places', 'opportunities', 'creativity', 'happening', 'lots', 'place'
- **Representative sentences:**
 1. *'deptford's creative and cultural scene is born out of the venues that exist in the area, which are already under threat due to rising costs and landlord rents that come with redevelopment of areas.'*
 2. *'deptford already has a vibrant art scene, with many galleries on resolution way and art studios like art hub, london art services, second floor and collective ending hq.'*
 3. *'therefore, i am not convinced that these specific improvements, embedded as they are within this wider plan, will genuinely celebrate the existing scene or unlock opportunities in a way that truly benefits deptford's current creative community'*

Topic 2: Culture, Gentrification & Celebrating Diversity

- **Sentence count:** 119
- **Top words:** 'culture', 'gentrify', 'celebrate', 'diversity', 'social', 'celebrated', 'encourage', 'impact', 'leave', 'promote'
- **Representative sentences:**
 1. 'it will push locals out, not celebrate their culture',
 2. 'these things should happen naturally over time, not with large developing companies swooping in and trying to engineer culture.',
 3. 'but the majority of people care zero about thing like this because we could have all of this as things are now without creating a prison type controlled environment that affect the poorer families and limits them from living a better quality life while the richer just pay their way']

Topic 3: Gentrification Destroys Rents & Impacts Local Life

- **Sentence count:** 97
- **Top words:** 'gentrify', 'destroy', 'rents', 'impact', 'developers', 'albany', 'places', 'going', 'spaces', 'push'
- **Representative sentences:**
 1. *'your plans will push small businesses out and destroy the fabric of the community.'*
 2. *'!you will gentrify the area pushing out the small family businesses and marginalised groups that will not be able to afford new licenses you will kill everything about what makes depford great just like peckham',*
 3. *'the market is so celebrated as it is, these plans will destroy it and push out the working class'*

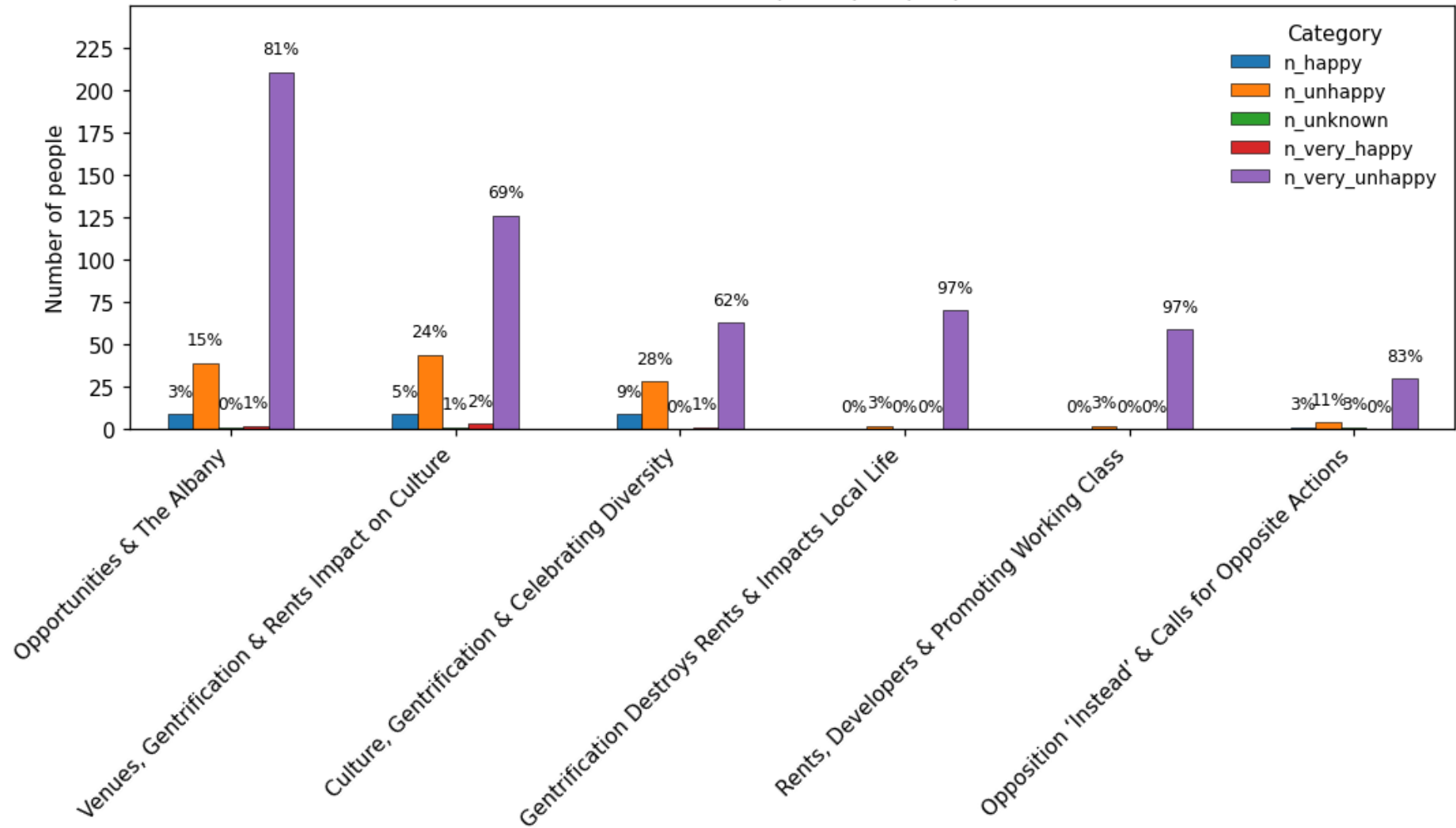
Topic 4: Rents, Developers & Promoting Working Class

- **Sentence count:** 52
 - **Top words:** 'rents', 'developers', 'promote', 'working', 'places', 'benefit', 'place', 'lots', 'existing', 'independent'
 - **Representative sentences:**
 1. *'as a live promoter i have staged at various points on the high street, it is always best kept simple and, instead, promote the local businesses and family traders, as a collective treasure.'*
 2. *'these developments come with rules and conditions that benefit outside private property developers, and their profits, (such as anpr cameras and associated private company fines) over the freedoms and affordability of the existing independent local businesses to continue to trade in the community they have been part of',*
 3. *'the high street is already a thriving hub of independent businesses that has developed naturally and top down enforcement of this nature will force them out in favour of developers preferred businesses, leading to a duller, more mainstream high street with higher rents and less community'*
-

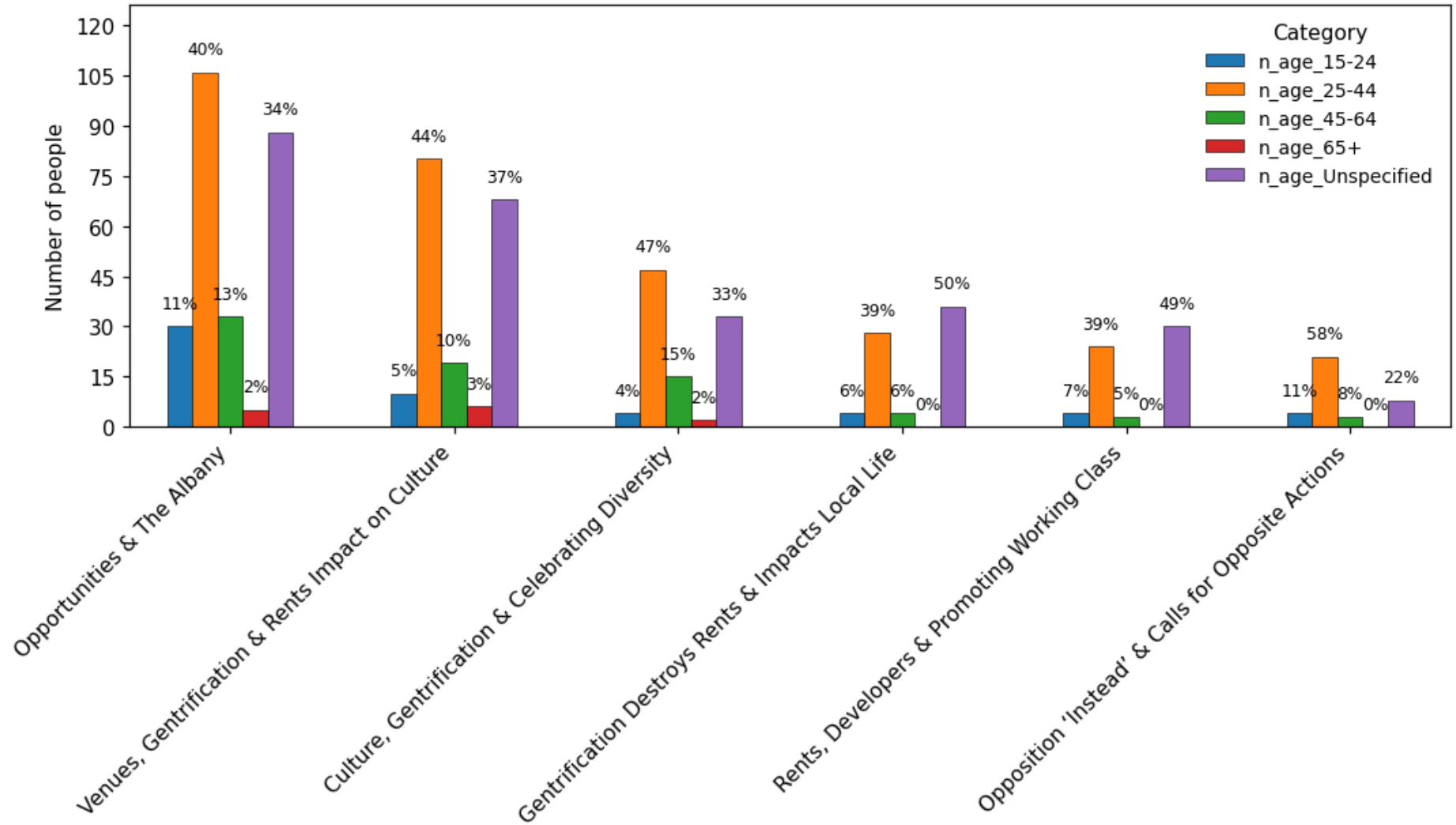
Topic 5: Opposition “Instead” / Opposite Sentiments

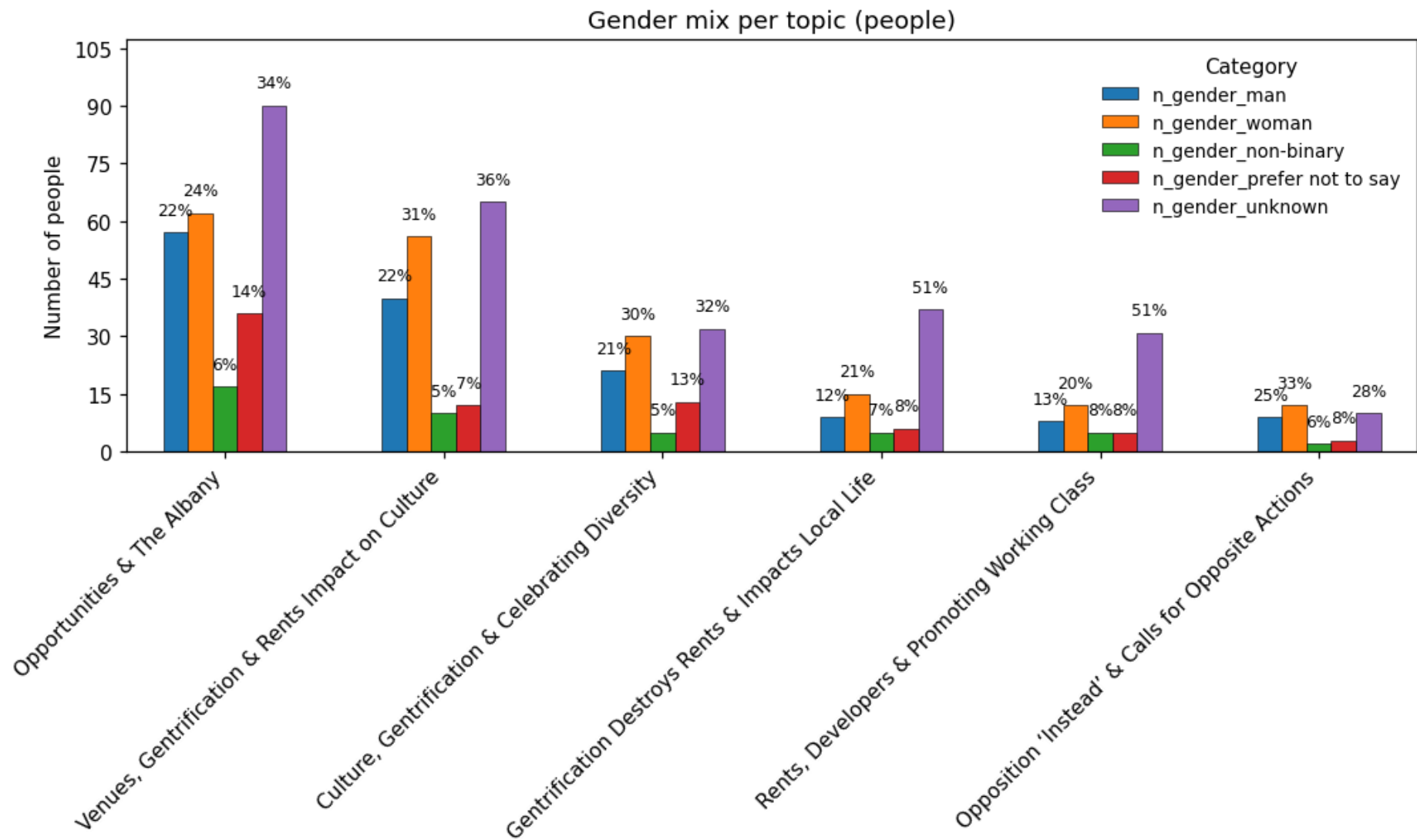
- **Sentence count:** 39
- **Top words:** 'opposite', 'instead'
- **Representative sentences:**
 1. *'to the contrary, it would blatantly, self evidently, obviously, it goes without saying, achieve the polar opposite.'*
 2. *'i believe this will do the complete opposite',*
 3. *'it will do the opposite i swear on my life .'*

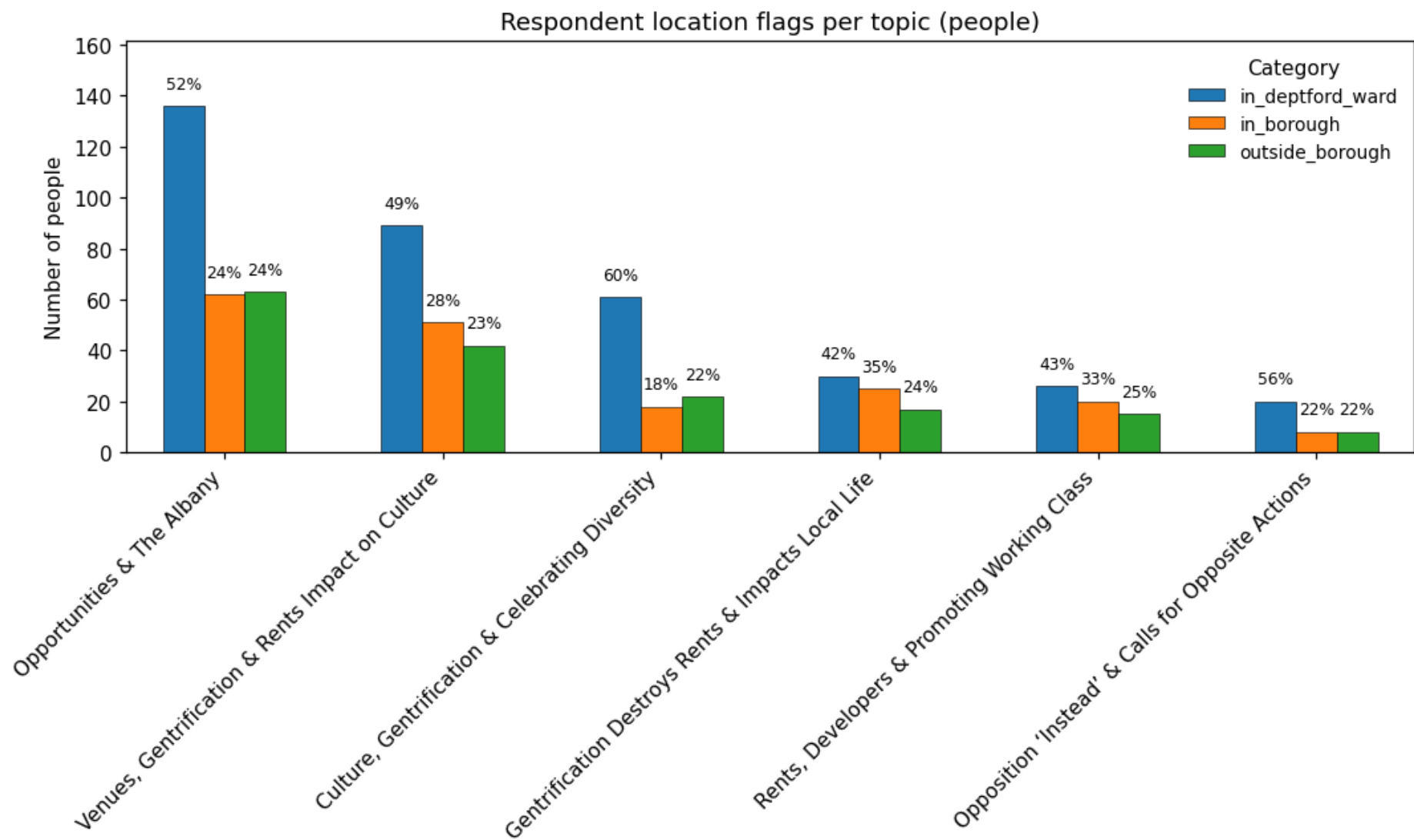
Sentiment mix per topic (people)

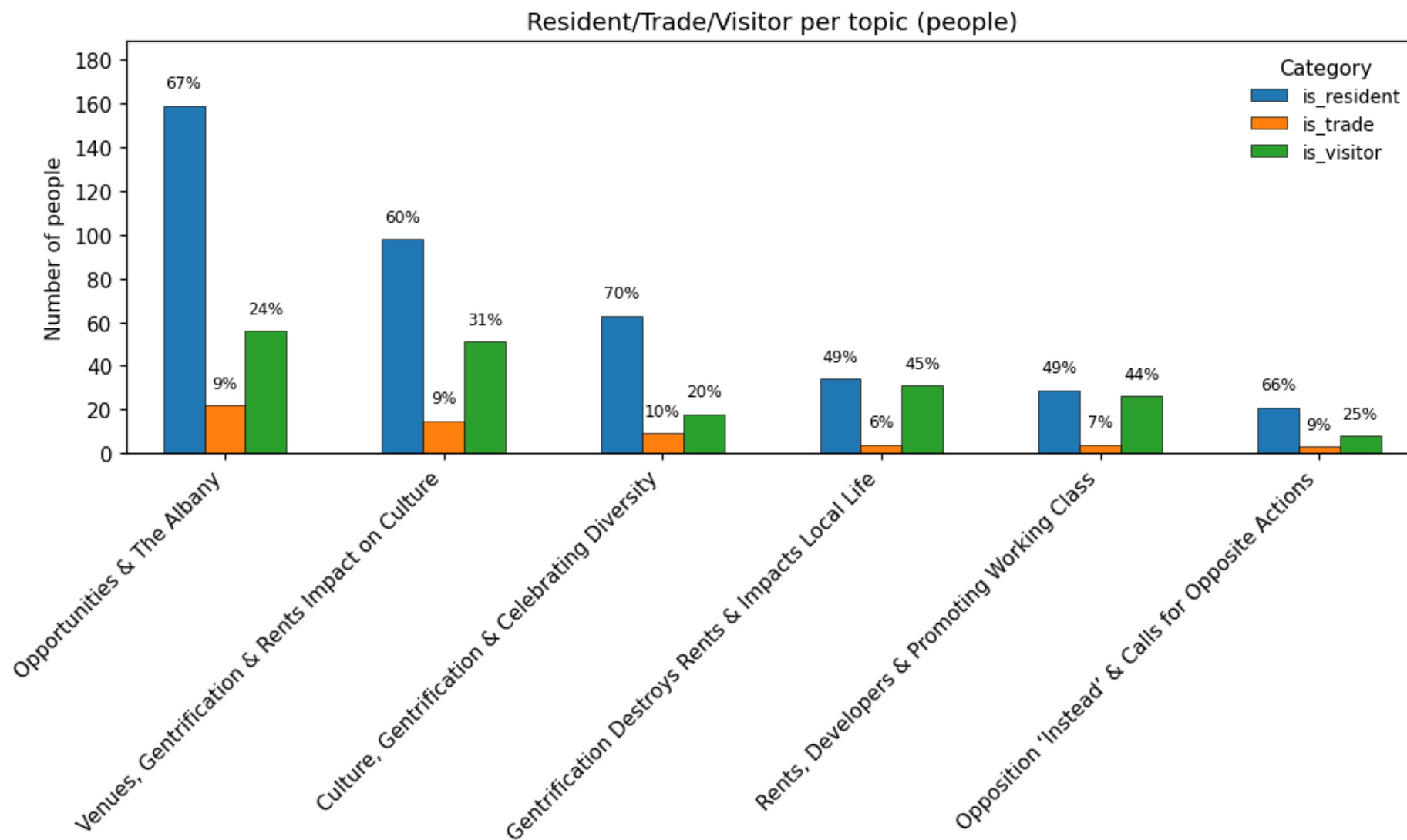


Age-group mix per topic (people)









Q9: Do you support our proposal to pedestrian part of Deptford High Street between New Cross Road and Hamilton Street (during set hours)?

Sentence Count: 1786

Respondents: 942

Topic –1: Misc.

- **Sentence count:** 341
- **Top words:** 'concerns', 'safer', 'issues', 'survey', 'outside', 'surrounding', 'plans', 'plan', 'prevent', 'parking'
- **Representative sentences:**
 1. *'pedestrianising this section of the high street even during set hours could cause significant disruption to businesses, residents, and market traders who rely on vehicle access for deliveries, loading, and other practical needs.'*
 2. *'i think your initiative will damage the current shops on the high st. as per previous filled in survey, make sure you sort out drugs, robberies, sex assault, men touching themselves even day time, very dirty streets everywhere, mice and rats infestation etc the times you indicate in the next questions are not feasible.'*
 3. *'this proposal makes it very difficult for those of us who live here to do our daily business of commuting to work particularly the sort of work that many people who live around here do like emergency hospital work first responders working shifts and trades people none of this lens itself to public transport when you are called in urgently at all hours.'*

Topic 0: Deliveries & Trader Impacts

- **Sentence count:** 395
- **Top words:** 'deliveries', 'traders', 'delivery', 'impacts', 'days week', 'concerns', 'need', 'customers', 'needs', 'hours'
- **Representative sentences:**

1. *'it will massively affect local traders who is work patterns will made pushed towards more unsocial hours, people who access churches by car will have difficulty accessing, these suggestions support middle class interests and benefit chain supermarkets who receive nighttime deliveries',*
2. *'i am concerned about the impact it would have of businesses and traders who might struggle to all arrange delivery outside of those times the street is not too busy with car traffic anyway and is already pedestrian 3x a week so it does not feel necessary anyway',*
3. *'these plans will make running their businesses for local traders and shopkeepers completely unaffordable, it will deny accessibility for many locals, it will result in local businesses closing, it will then push rents up, and make housing really unaffordable in the area, and then force local families to move away due to unaffordable housing and the gentrification of the area where the businesses needed to support the community is no longer there and local customers no longer there to support the existing businesses.'*

Topic 1: Survey Options & Question Frustration

- **Sentence count:** 205
- **Top words:** 'survey', 'option', 'options', 'questions', 'asked', 'majority', 'unnecessary', 'yes', 'needed', 'issues'
- **Representative sentences:**
 1. *'you are even saying i have to do one of your options.. what sort of survey is this?'*
 2. *'similarly, referencing a 2023 survey majority without addressing current, specific concerns about this proposal feels inadequate.'*
 3. *'the next question is also not great and representative as there is an option here to say no but no option to skip the following question, therefore i doubt the data you will collect from this will be qualitative and truly reflective of what the respondents think.'*

Topic 2: Support for Partial Pedestrianisation

Sentence count: 199

- **Top words:** 'new cross', 'closed', 'closing', 'going', 'concerns', 'safer', 'oppose', 'closure', 'changes', 'foot']
 - **Representative sentences:**
 1. *'i would support the pedestrianisation from crossfield st if it connected to deptford church st, or from giffin st. but to close it at hamilton st - where traffic has no where to go, other than to go around the back and out on to the high st, seems crazy.'*
 2. *'no, i do not support the proposal to pedestrianise part of deptford high street between new cross road and hamilton street during set hours.'*
 3. *'i support the pedestrianisation of part of deptford high street between new cross road and hamilton street during set hours, but with some important considerations regarding access and enforcement.'*
-

Topic 3: Vehicle & Parking Concerns

- **Sentence count:** 170
 - **Top words:** 'vehicles', 'parking', 'cars', 'car', 'vehicle', 'cycling', 'drive', 'disabled', 'travel', 'need'
 - **Representative sentences:**
 1. *'only on market days have i seen the local parking near full, its not necessary to penalise it further- especially as per your own research local people overwhelmingly travel by enviormentally responsable means.'*
 2. *'there is more cycle accidents that goes unreported then car accident can you just ignore all of that people have been complaining about cyclist for a long time they do not care about pedestrians and because they think they are untouchable wizzy gods they think they can do anything so you just want to create a bubble area where they whizzy areas now deptford high street does not have cars going through during market day and you want to introduce cyclist len and it does not make',*
 3. *'this is just ridiculous i have never once been asked about any of this and i have lived on the high street for nearly 18 years i will not be able to have any family visitors that have to drive to visit as the distance they live i would also not be able to get any deliveries during the day if i need any work done on my flat or any of my appliances i would not be able to do so i would not be able to park my car'*
-

Topic 4: Market-Day & Week-Day Hybrid Closures ⁴

- **Sentence count:** 114
 - **Top words:** 'days week', 'new cross', 'outside', 'days', 'day', 'changes', 'permanent', 'places', 'park', 'week'
 - **Representative sentences:**
 1. *'i do not consent to any of the proposed changes and i definitely do not consent to pedestrianising the high st. the high st is already pedestrianised 3 days a week for the much loved, thriving, historical market; making it one of the greenest areas in the borough.'*
-

Topic 5: Opposition & Disabled Owners' Rights ⁵

- **Sentence count:** 74
 - **Top words:** 'oppose', 'closed', 'disabled', 'owners', 'elderly', 'plans', 'independent', 'reasons', 'outside'
 - **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme.'*
-

Topic 6: New Cross & Surrounding Safety Optimism

- **Sentence count:** 69
- **Top words:** 'new cross', 'surrounding', 'safer', 'new', 'focus', 'cross', 'going', 'prevent', 'concerns', 'places'
- **Representative sentences:**
 1. *'there are other areas such as new cross road which needs more attention re : traffic',*
 2. *'the emphasis here is misguided - the attention needs to be shifted to de-pollute and de-congest new cross road, whether de-pedestrianising there or another strategy.'*

⁴ This is again a repeated cluster of identical responses.

⁵ See Footnote 1.

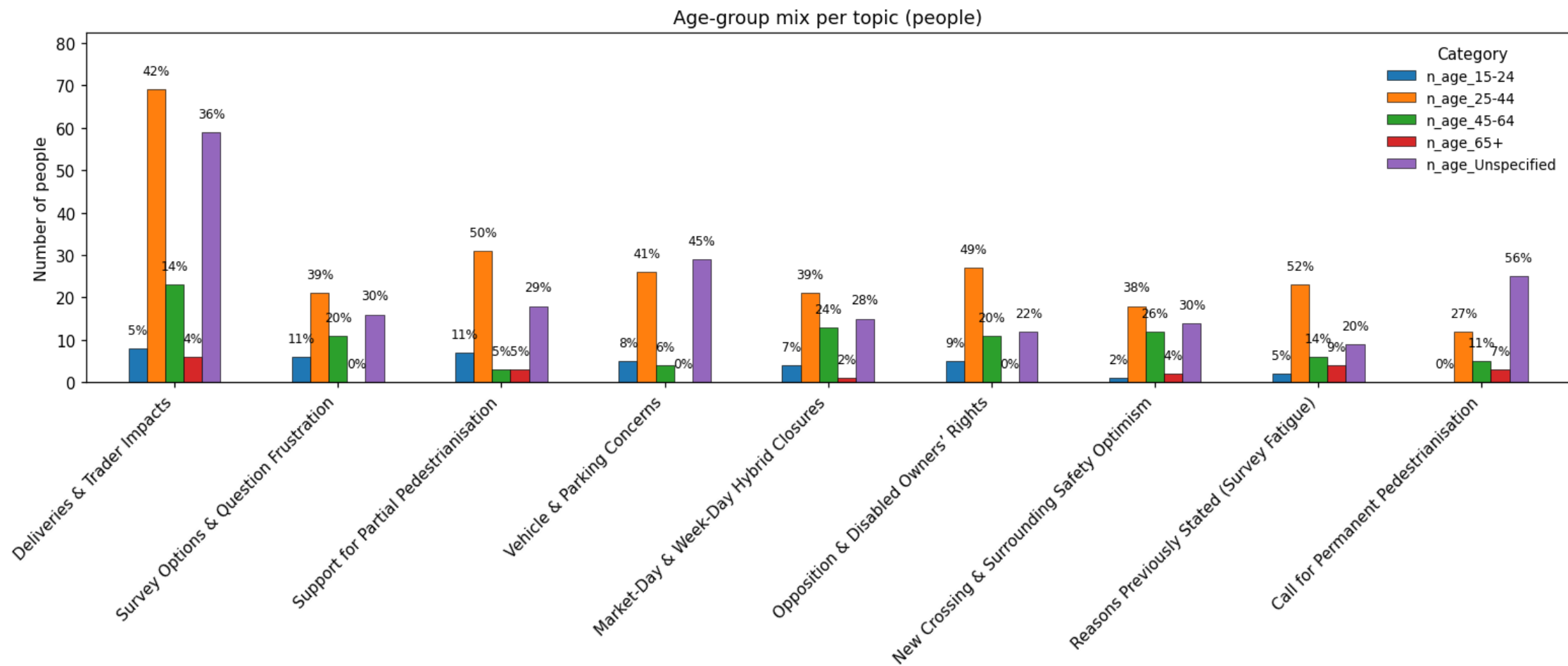
3. *'this will just increase congestion in certain parts of new cross.'*
-

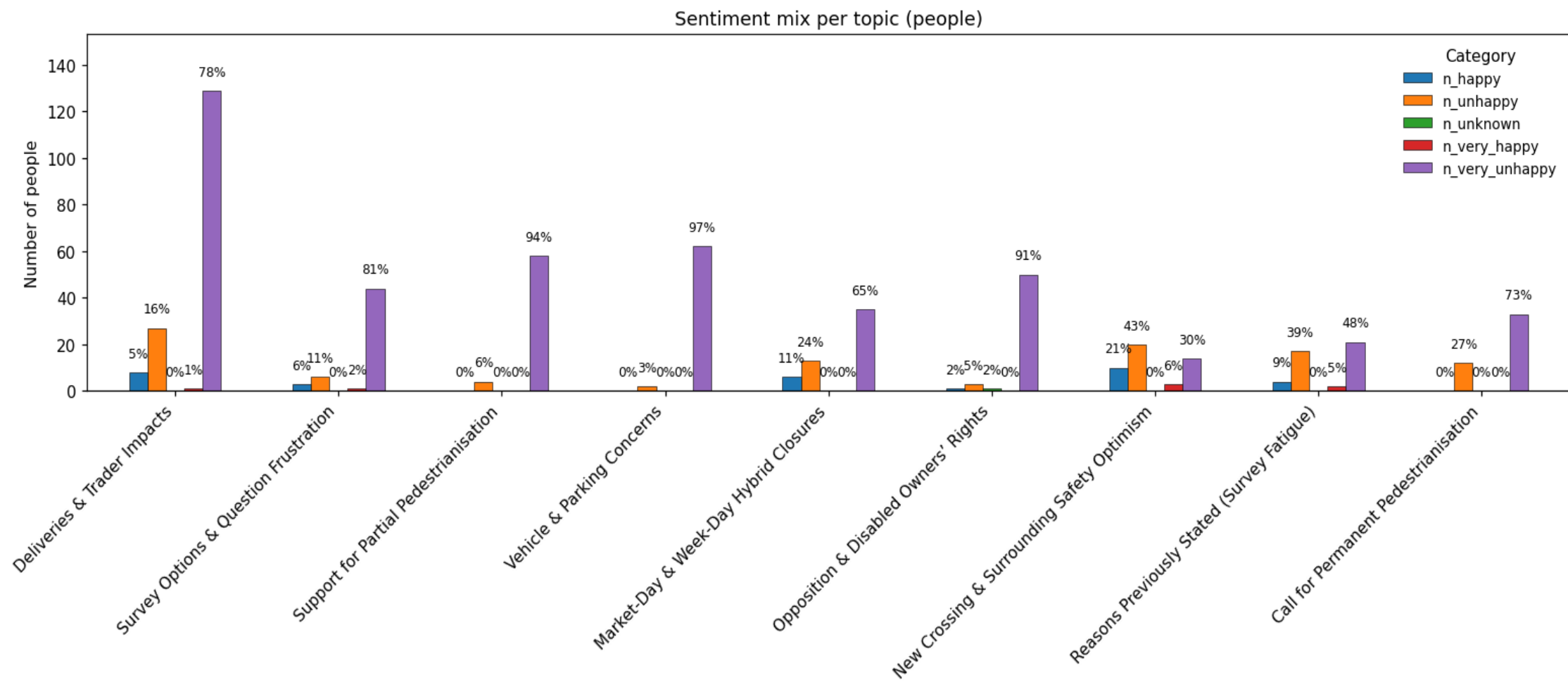
Topic 7: Reasons Previously Stated (Survey Fatigue)

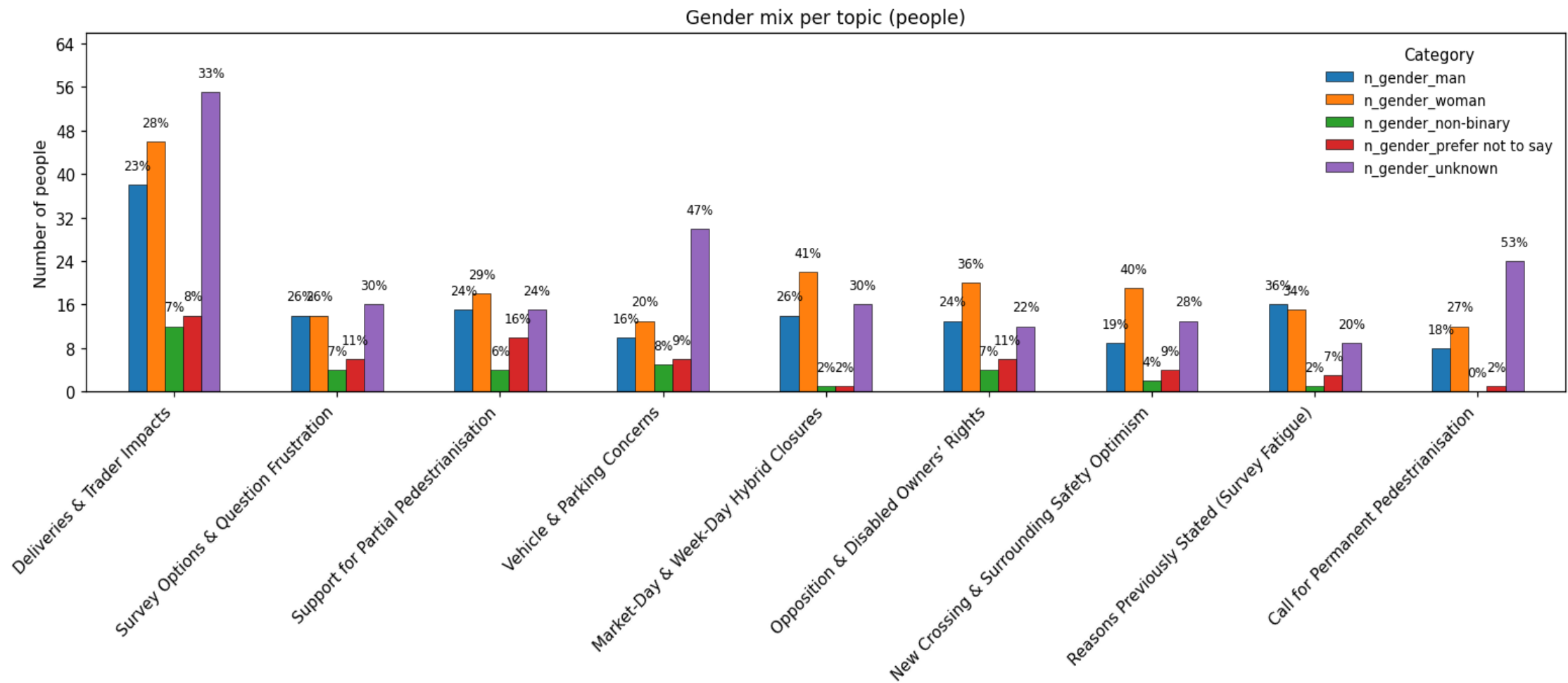
- **Sentence count:** 61
 - **Top words:** 'reasons', 'previously stated', 'previously', 'stated', 'asked', 'questions', 'previous', 'given'
 - **Representative sentences:**
 1. *'for all reasons previously stated.'*
 2. *'for all the reasons previously stated.'*
 3. *'the reasons i have stated in previous questions'*
-

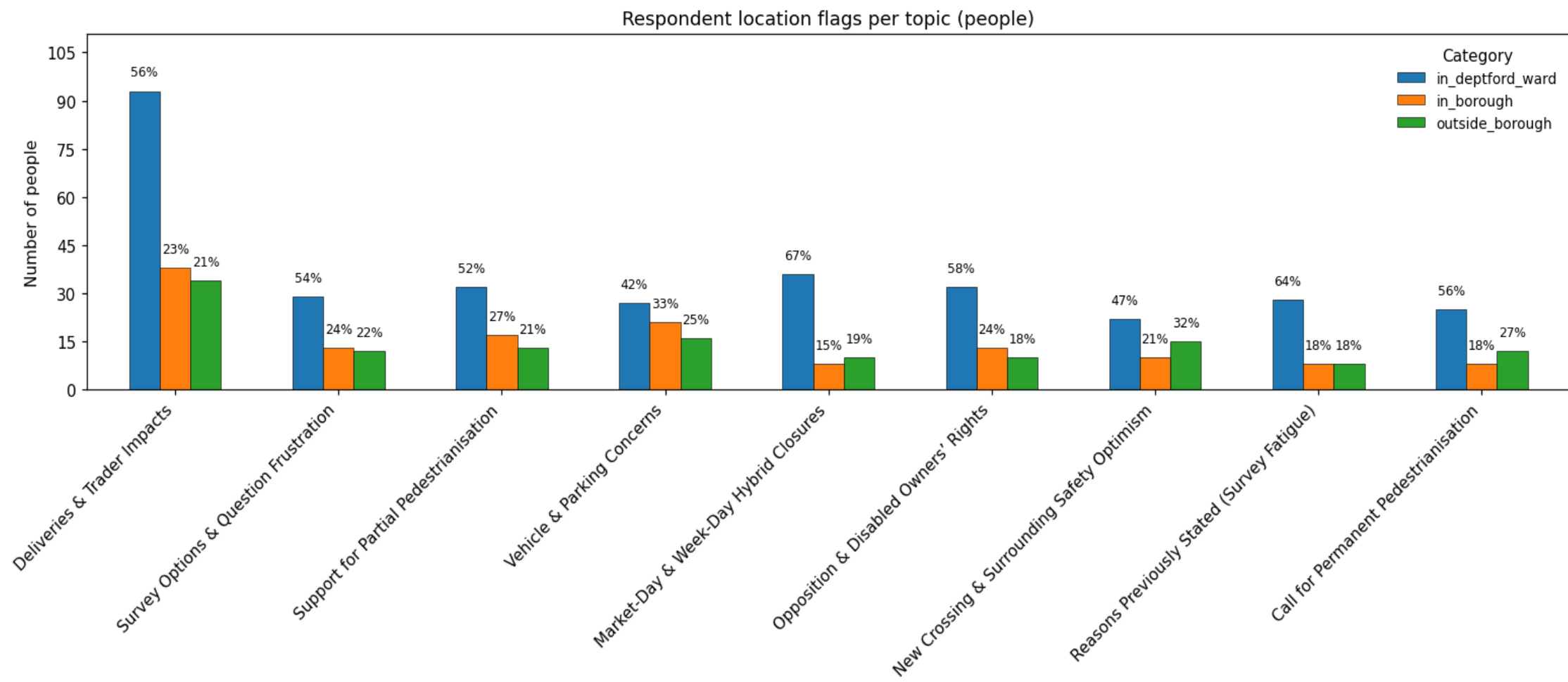
Topic 8: Call for Permanent Pedestrianisation

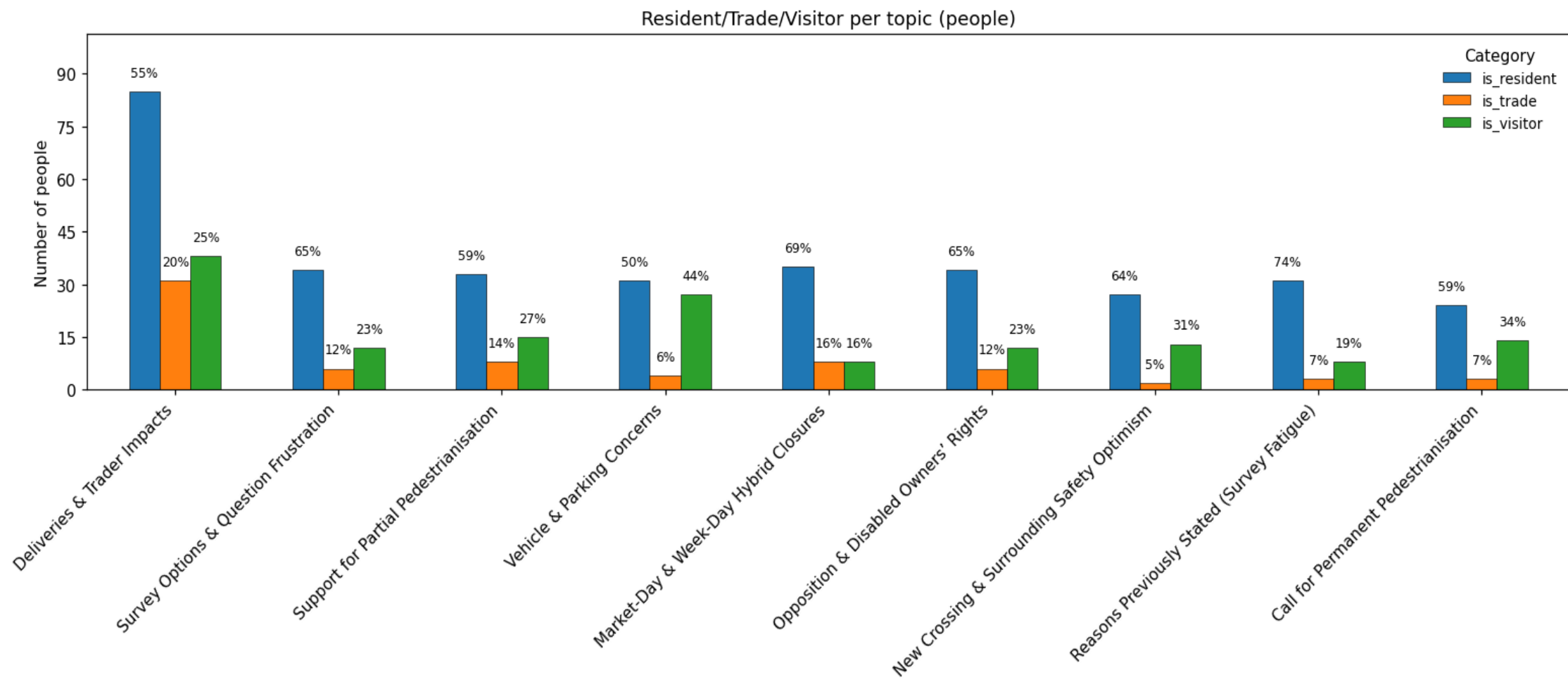
- **Sentence count:** 42
- **Top words:** 'permanent', 'vehicles', 'drive', 'deliveries', 'cars', 'necessary', 'delivery', 'end', 'hours', 'needed'
- **Representative sentences:**
 1. *'i would like to see it permanently pedestrianised (excepting for emergency vehicles, traders, deliveries during set times, residents and people with disabilities).'*
 2. *'i think the road should be completely pedestrianised, not only during set hours'*
 3. *'the pedestrianisation should be permanent since the fact that it will only be set at some hours means that arrangements must still be made to cars.'*











Q10: What specific improvements would you like to see more of in the proposals?

Sentence Count: 2014

Respondents: 1869

Topic –1: Misc. ⁶

- **Sentence count:** 77
- **Top words:** 'bins benches', 'bins', 'green space', 'planters green space', 'benches', 'planters green', 'parking', 'access', 'changes'
- **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme save deptford high street.'*

Topic 0: Public Space Amenities: Bins, Benches, and Green Space

- **Sentence Count:** 965
- **Top Words:** 'bins benches', 'green space', 'planters green space', 'benches', 'trees planters green', 'bins', 'trees planters', 'trees', 'planters green', 'planters'
- **Representative sentences:**
 1. *'bins, benches, street lighting improvements, more trees/planters/green space'*

Topic 1: Urban Greening: Trees and Planters in Public Areas

- **Sentence count:** 500

⁶ See Footnote 1.

- **Top words:** 'green space', 'planters green space', 'trees planters green', 'trees', 'trees planters', 'parking', 'planters green', 'planters', 'spaces', 'benches'
 - **Representative sentences:**
 1. *'more trees/planters/green space, street lighting improvements, more on-street cycle parking, more amenities e.g.'*
 2. *'more trees/planters/green space, more on-street cycle parking, street lighting improvements, more amenities e.g.'*
 3. *'more on-street cycle parking, more trees/planters/green space, alternative lime bike parking - they tend to form a pile next to hops & burn and because havoc when trying to rush for morning trains.'*
-

Topic 2: Street Lighting

- **Sentence count:** 181
 - **Top words:** 'lighting'
 - **Representative sentences:**
 1. *'street lighting improvements, more amenities e.g.'*
-

Topic 3: Crime and Rubbish

- **Sentence count:** 153
- **Top words:** 'bins benches', 'bins', 'benches', 'better', 'green space', 'planters green space', 'changes', 'planters green', 'access', 'spaces'
- **Representative sentences:**
 1. *'better enforcement against crime and loitering by intimidating individuals; ensuring access for local residents on the high street.'*
 2. *'bins, benches, better waste management'*

3. *'better fly tipping and waste disposal enforcement across deptford and new cross overall - not specific to the high street.'*
-

Topic 4: Upset with Survey format

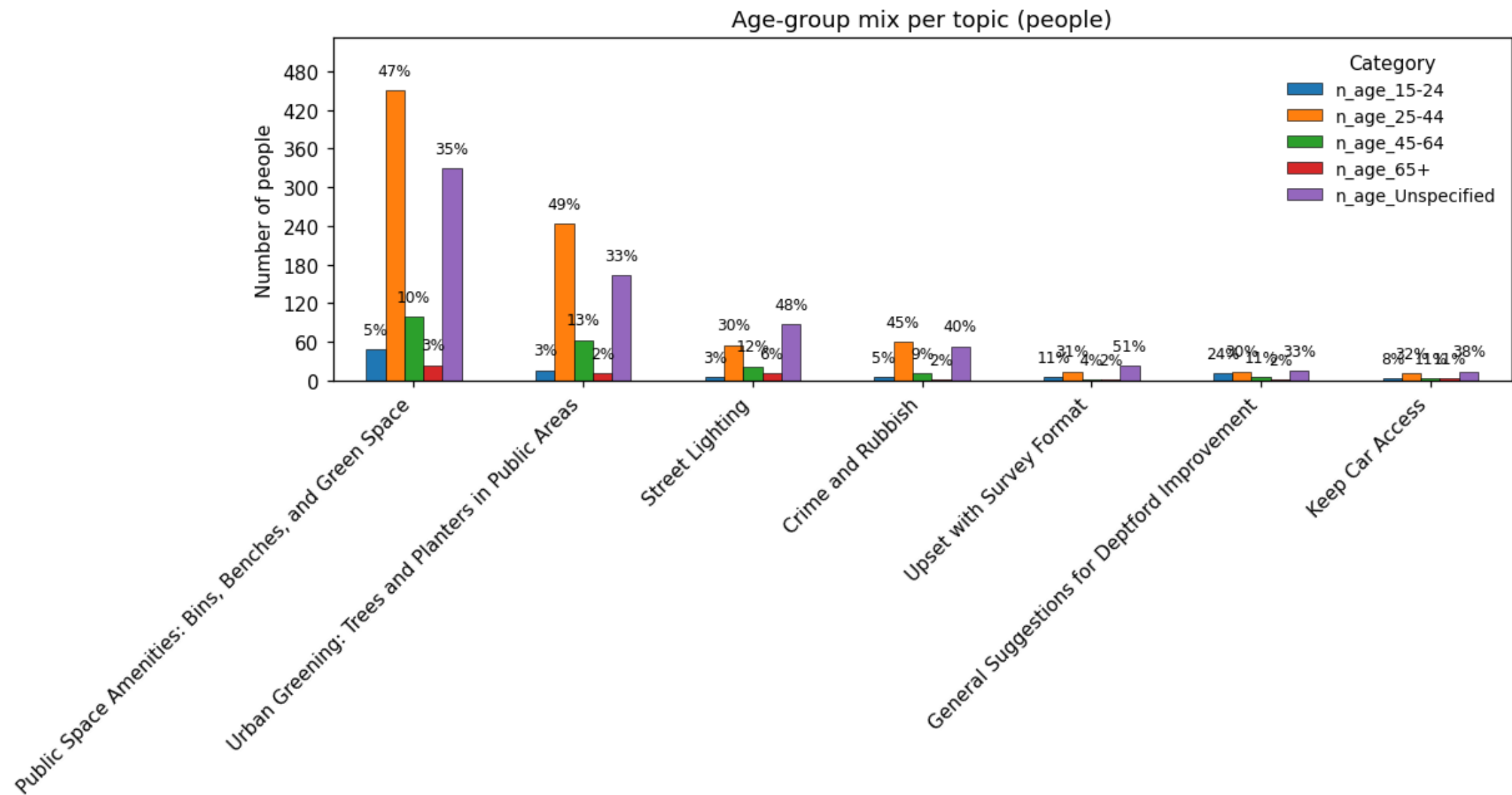
- **Sentence count:** 51
 - **Top words:** 'previous question', 'question', 'changes', 'previous'
 - **Representative sentences:**
 1. *'i do not agree with the premise of the previous question, this feels skewed to only support your plans and is unethical.'*
 2. *'why do i have to answer the previous question if i disagree with the plans?'*
 3. *'no changes are necessary - there was not an option in the previous question for no new changes'*
-

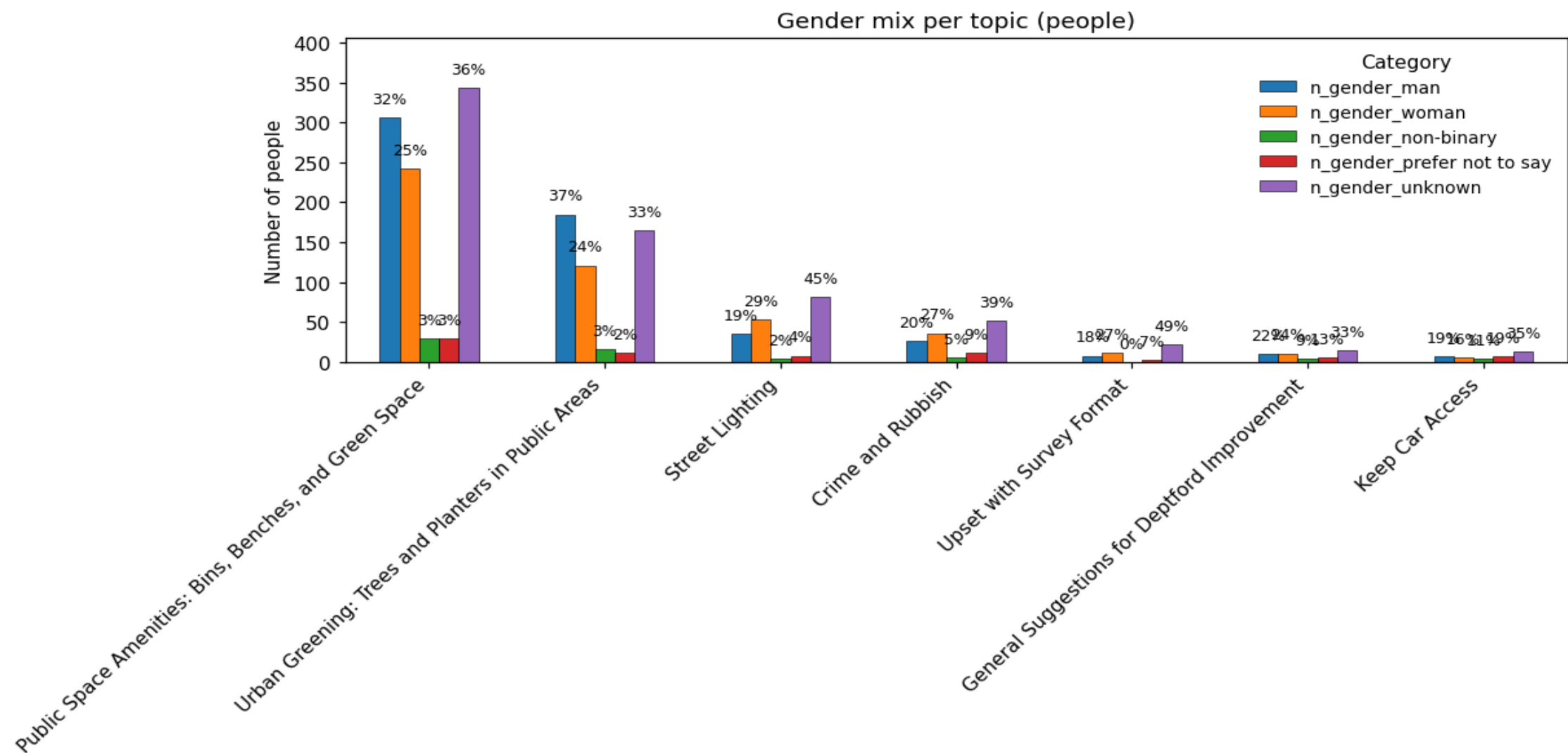
Topic 5: General Suggestions for Deptford Improvement

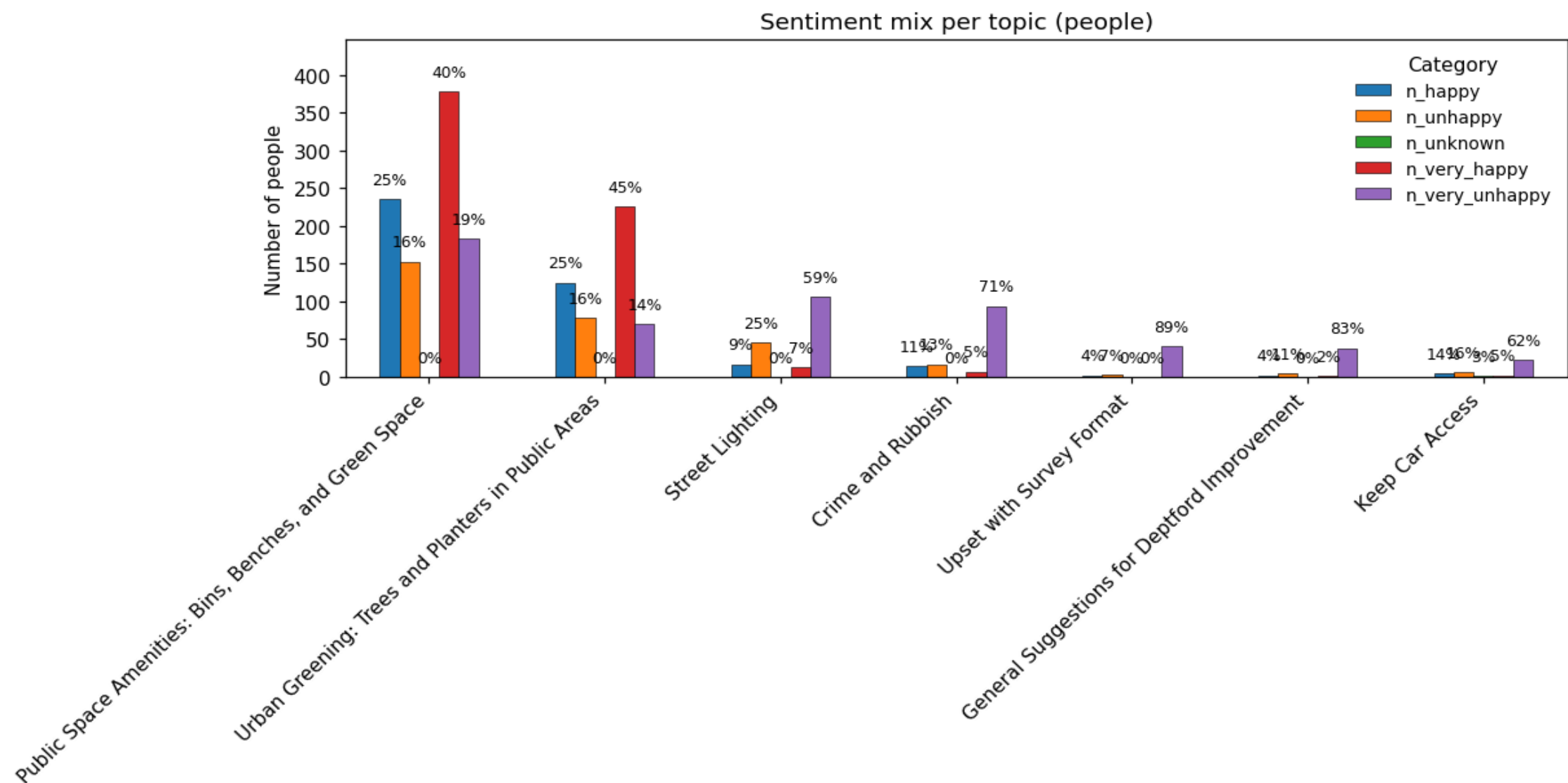
- **Sentence count:** 47
 - **Top words:** 'green space', 'planters green space', 'parking', 'planters green', 'spaces', 'bins benches', 'benches', 'trees', 'trees planters green', 'bins'
 - **Representative sentences:**
 1. *'street lighting improvements, if you want to make deptford safer, a bigger police or security presence is what is needed',*
 2. *'deptford is a hub there is not enough space already for residents so you cannot take away our parking for visitors to make up for pedestrianising the high street.'*
 3. *'more trees/planters/green space, less focus on building private flats instead of more social housing.. and would like the cultural side of deptford to inclusive in any changes and preserved'*
-

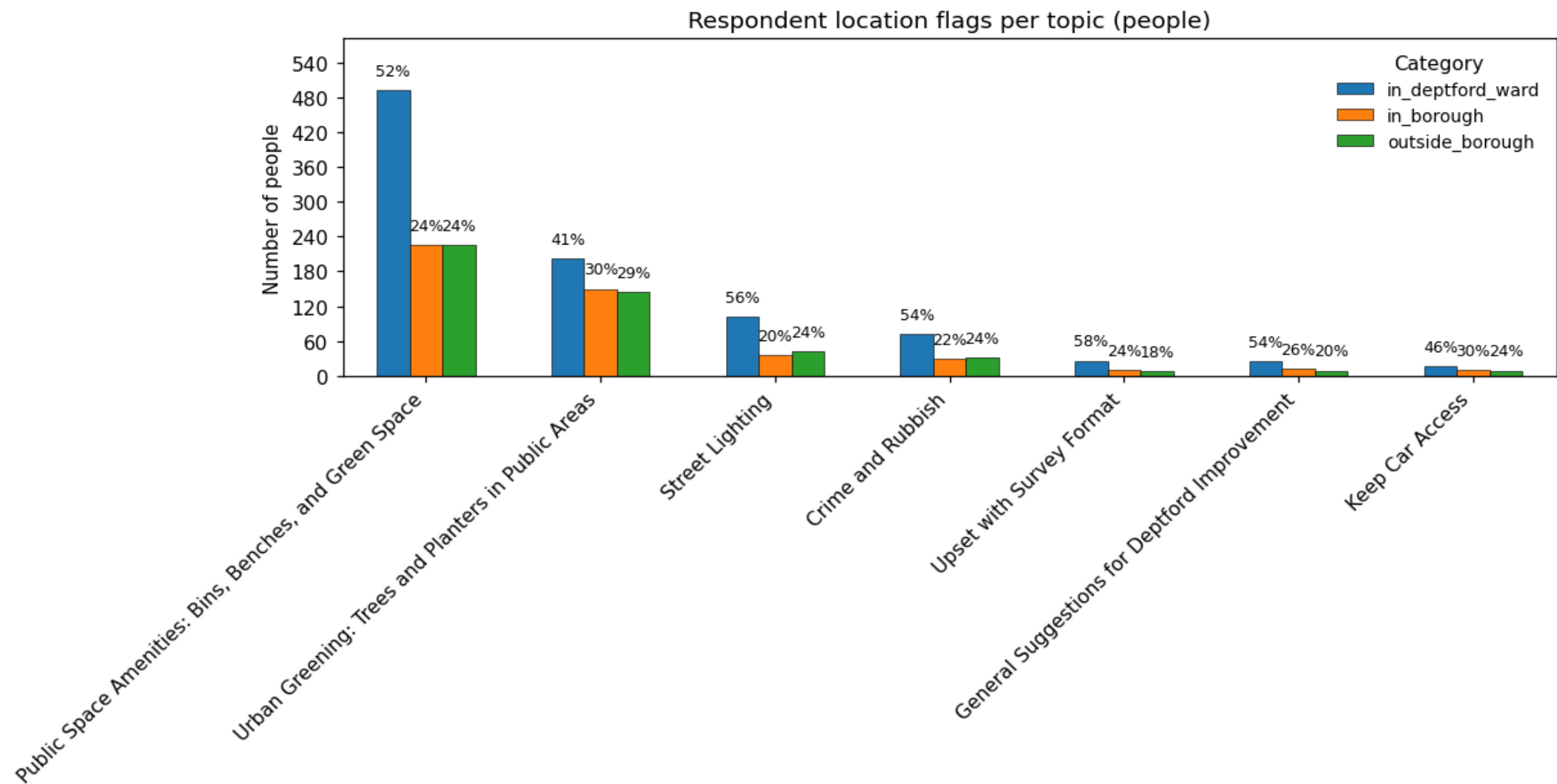
Topic 6: Keep Car Access

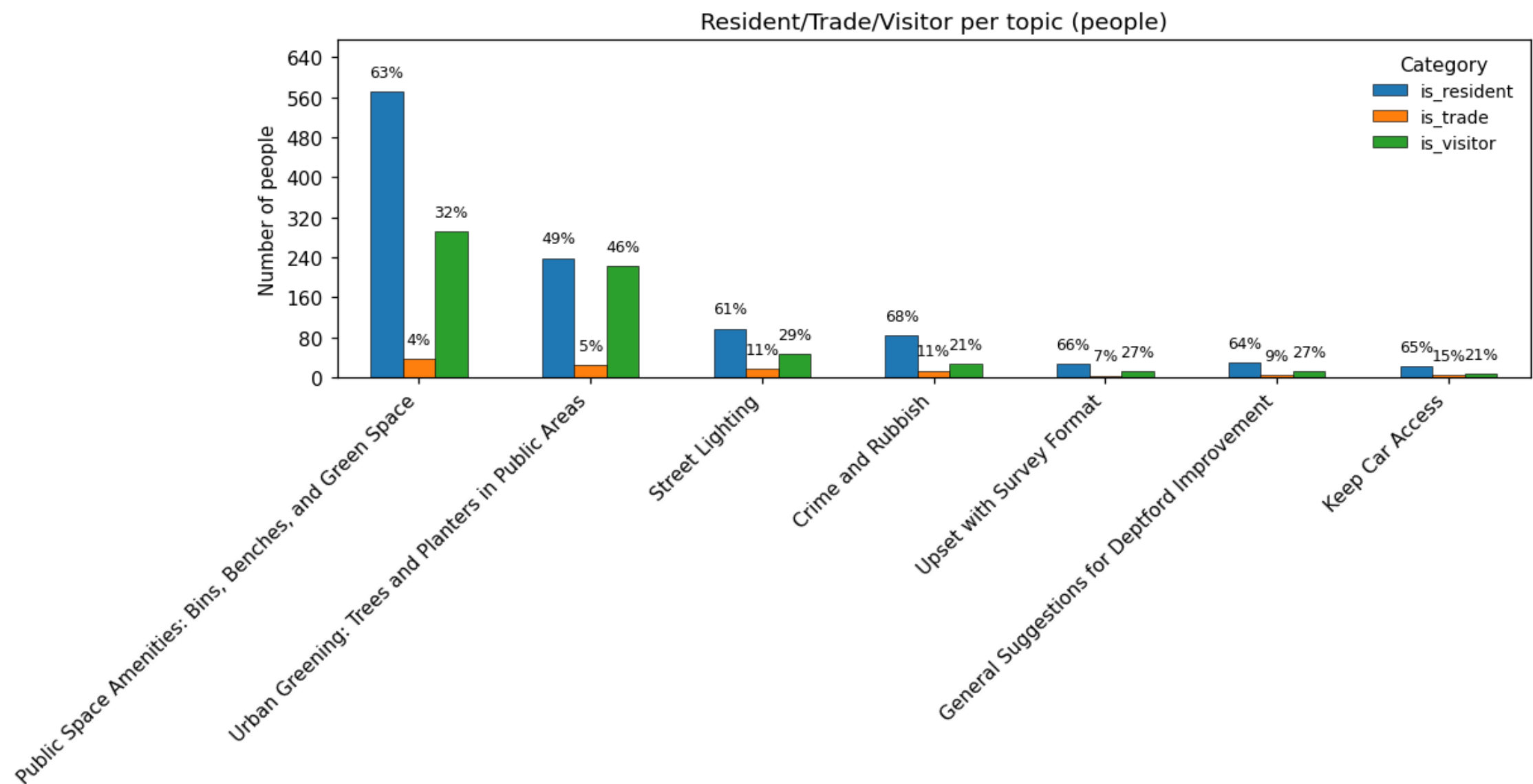
- **Sentence count:** 40
- **Top words:** 'parking', 'access', 'car', 'hours', 'green space', 'spaces'
- **Representative sentences:**
 - *'keeping car access'*











Q11: Are there any specific improvements you would like to see less of in our design proposal?

Sentence Count: 1435

Respondents: 1002

Topic –1: Misc.

- **Sentence count:** 341

- **Top words:** 'changes', 'change', 'idea', 'improve', 'pedestrians', 'public', 'restrictions', 'needs', 'important', 'removing'

- **Representative sentences:**

1. *'based on the concerns i have repeatedly raised, the main aspects i would like to see significantly less of - ideally removed entirely from the proposal - are: 1. less of the justification pretending this benefits existing traders: stop framing the pedestrianisation and associated changes as an overall benefit to the long-standing businesses and market traders.'*
 2. *'well i am and i disagree with any intervention, it is unnecessary , why do not local government spend money on more important things like road cleaning, fixing roads, also i ticked bins and benches as it was the least invasive idea.leave well alone, stop trying to browbeat those of us who live and use our high st!'*
 3. *'all of them stop wasting money on things that do not need fixing and put the money to do some good in helping people with repairs to properties helping with mental health, youth projects and trying to get the homeless of the streets'*
-

Topic 0: Disagreement with Set Hours for Pedestrianisation

- **Sentence count:** 280

- **Top words:** 'set hours', 'hours', 'pedestrians', 'time', 'restrictions', 'allow', 'option', 'options', 'times', 'day'

- **Representative sentences:**

1. *'i do not agree to 7 days a week pedestrianisation 10am-5pm - i only picked this option because it is the one with shorter hours.'*

2. *'no, and i must clarify that you did not give me the option to oppose pedestrian hours in the previous entry; i do not support any pedestrian timing options you have as i think they should remain the same.'*
3. *'the previous question is unfair as i do not agree with pedestrianising deptford high street and i was forced to select a time in order to be able to complete this questionnaire, there should have been an option that said "do not agree" this is unfair and the results will be misconstrued to say oh look we had a high percentage of people choosing xyz time when actually this will not be put into perspective or proportion as to how many have said they disagree with pedestrianising deptford high street and then taking that percentage away from the times that were chosen to get a true result and yes that will mean someone will have to go back and check what times people were forced to selected.'*

Topic 1: No Consent & Business-Impact Fears⁷

- **Sentence count:** 235
- **Top words:** 'pedestrians', 'consent', 'stop', 'public', 'waste', 'disabled', 'close', 'remain', 'change', 'way'
- **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme.'*

Topic 2: Support for Local Traders & Existing Licences

- **Sentence count:** 234
- **Top words:** 'traders', 'support', 'allow', 'need', 'public', 'remain', 'needs', 'restrictions', 'money', 'options'
- **Representative sentences:**
 1. *'this money should be invested into the already existing businesses and communities to ensure that current and long term residents receive the benefit of this funding.'*
 2. *'i would like to see no changes to the licences for local street traders.'*

⁷ See Footnote 1.

3. *'i would like more support for locals that make the place as special as it is and less support for big companies.'*
-

Topic 3: Greening & Seating Requests

- **Sentence count:** 176
 - **Top words:** 'trees', 'seating', 'pedestrians', 'public', 'place', 'needs', 'change', 'people', 'waste', 'improve'
 - **Representative sentences:**
 1. *'who is going to maintain the new planters/trees?'*,
 2. *'i would like there to be a cleaner high street, particularly if pedestrianised, so people can enjoy their time there i would like more public seating and restaurant seating areas'*,
 3. *'street trees are good as they provide shade and absorb rainwater but i am not sure we need loads of planters that are going to block the pedestrianised area, and not really help with drainage or shade, and probably going to be costly to maintain - so hope we focus on high impact greening and not purely cosmetic greening'*
-

Topic 4: Objections to Set-Hours Question Design

- **Sentence count:** 112
 - **Top words:** 'set hours', 'hours', 'time', 'option', 'allow', 'options', 'restrictions', 'consent', 'day', 'times'
 - **Representative sentences:**
 1. *'to be clear, the last question was misleading/coercive I do not approve of any of these set hours, and there simply was not an option to express this.'*,
 2. *'i also do not agree with any of the set hours and also would like to know why this is not shown as an option'*,
 3. *'please choose your preferred option: there was no option available to reject set hours for pedestrianisation.'*
-

Topic 5: Complete Rejection of Proposed Scheme⁸

- **Sentence count:** 57

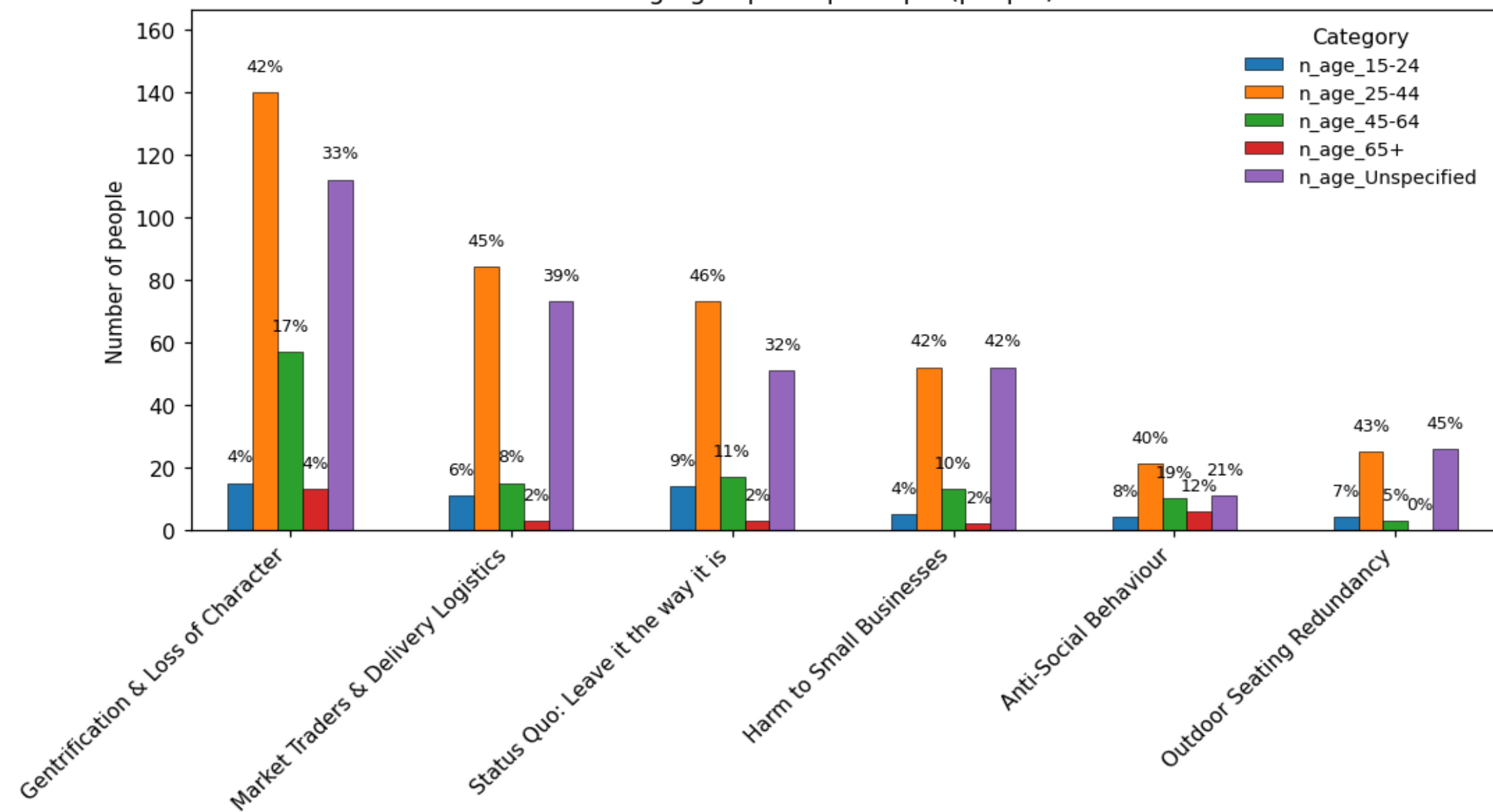
⁸ See Footnote 4

- **Top words:** 'pedestrians', 'changes', 'important', 'day', 'scheme', 'place', 'change', 'remain', 'removing', 'way'

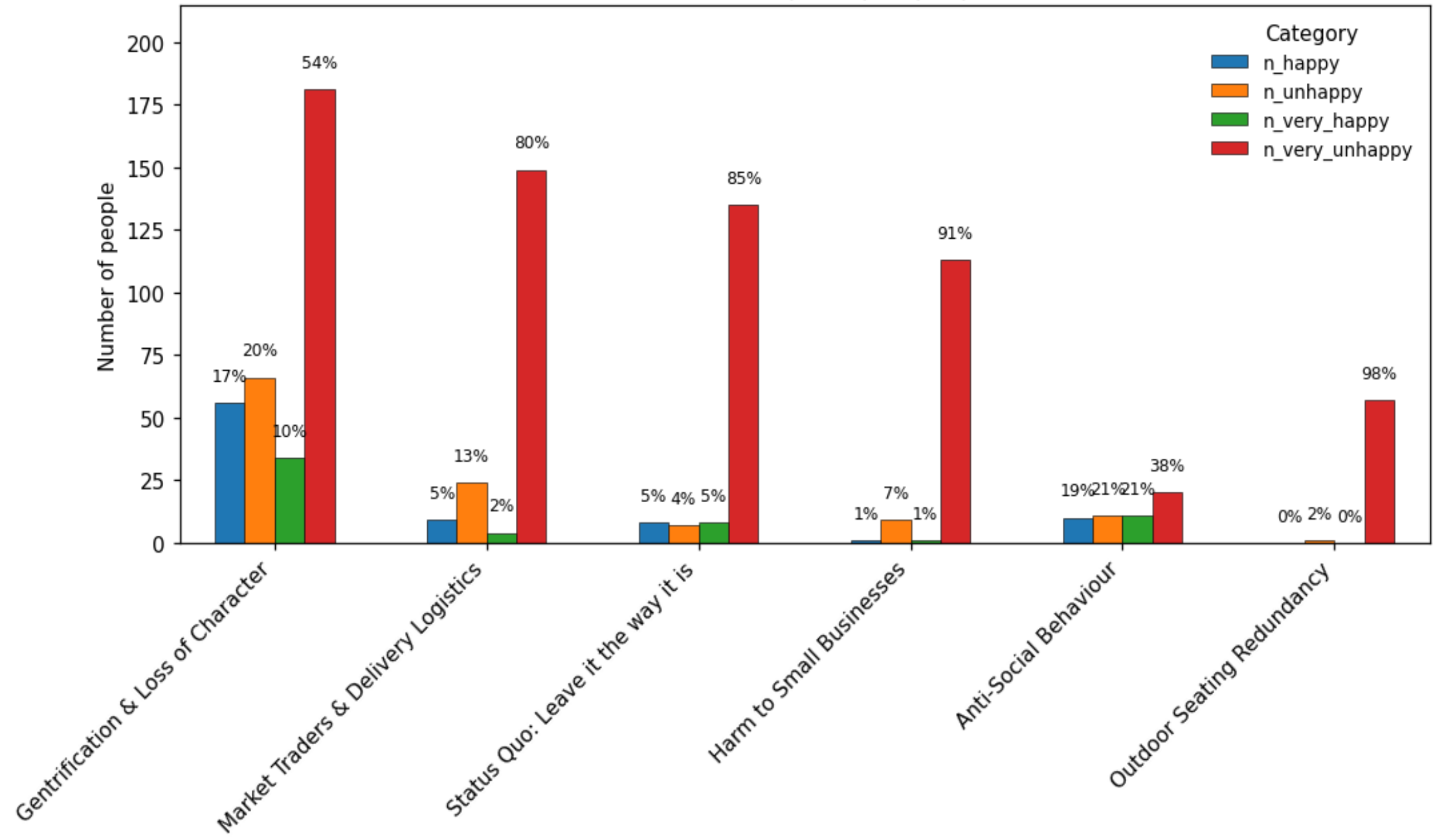
- **Representative sentences:**

1. *'i do not consent to any of the proposed changes and i definitely do not consent to pedestrianising the high st. the high st is already pedestrianised 3 days a week for the much loved, thriving, historical market; making it one of the greenest areas in the borough.'*

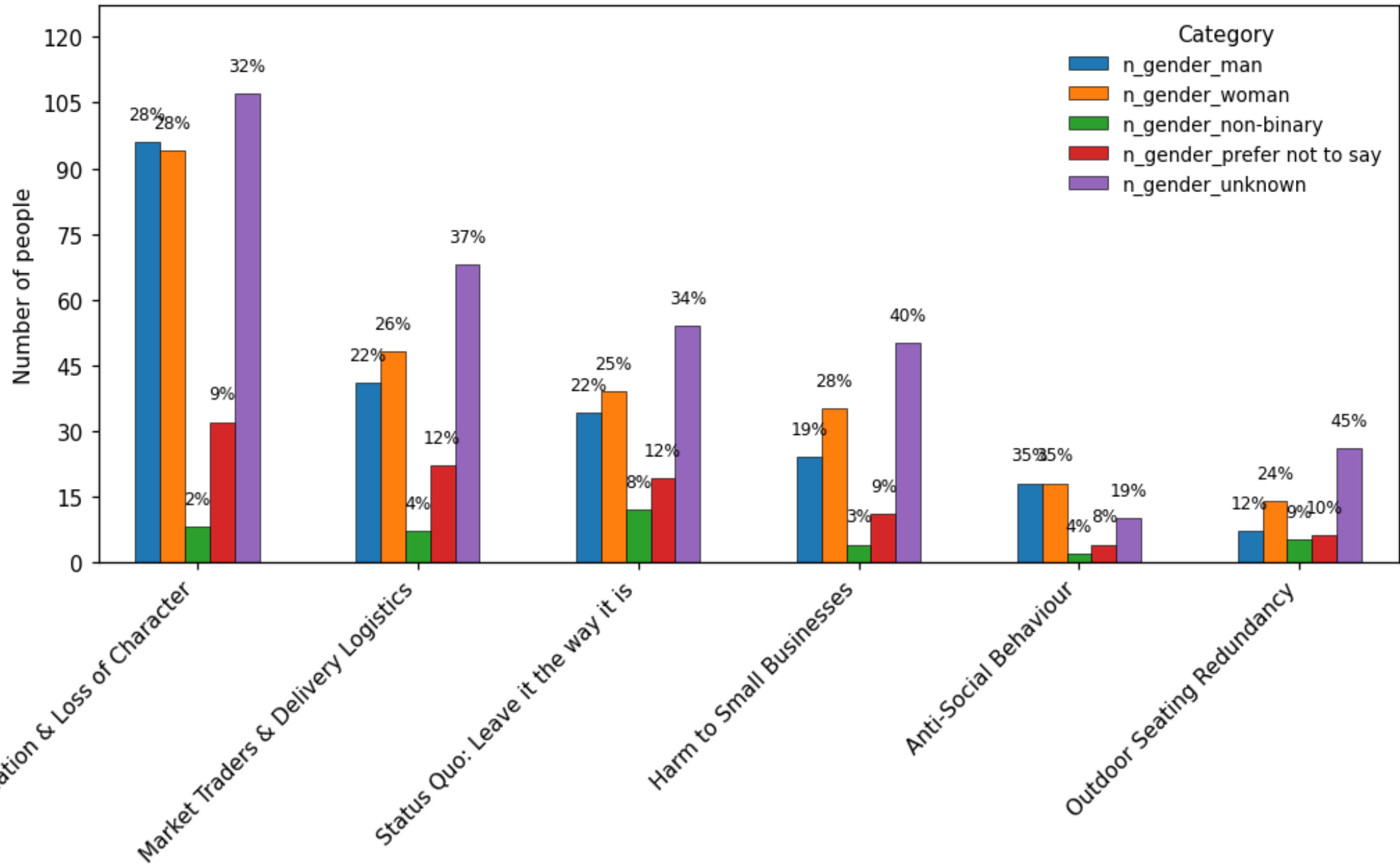
Age-group mix per topic (people)



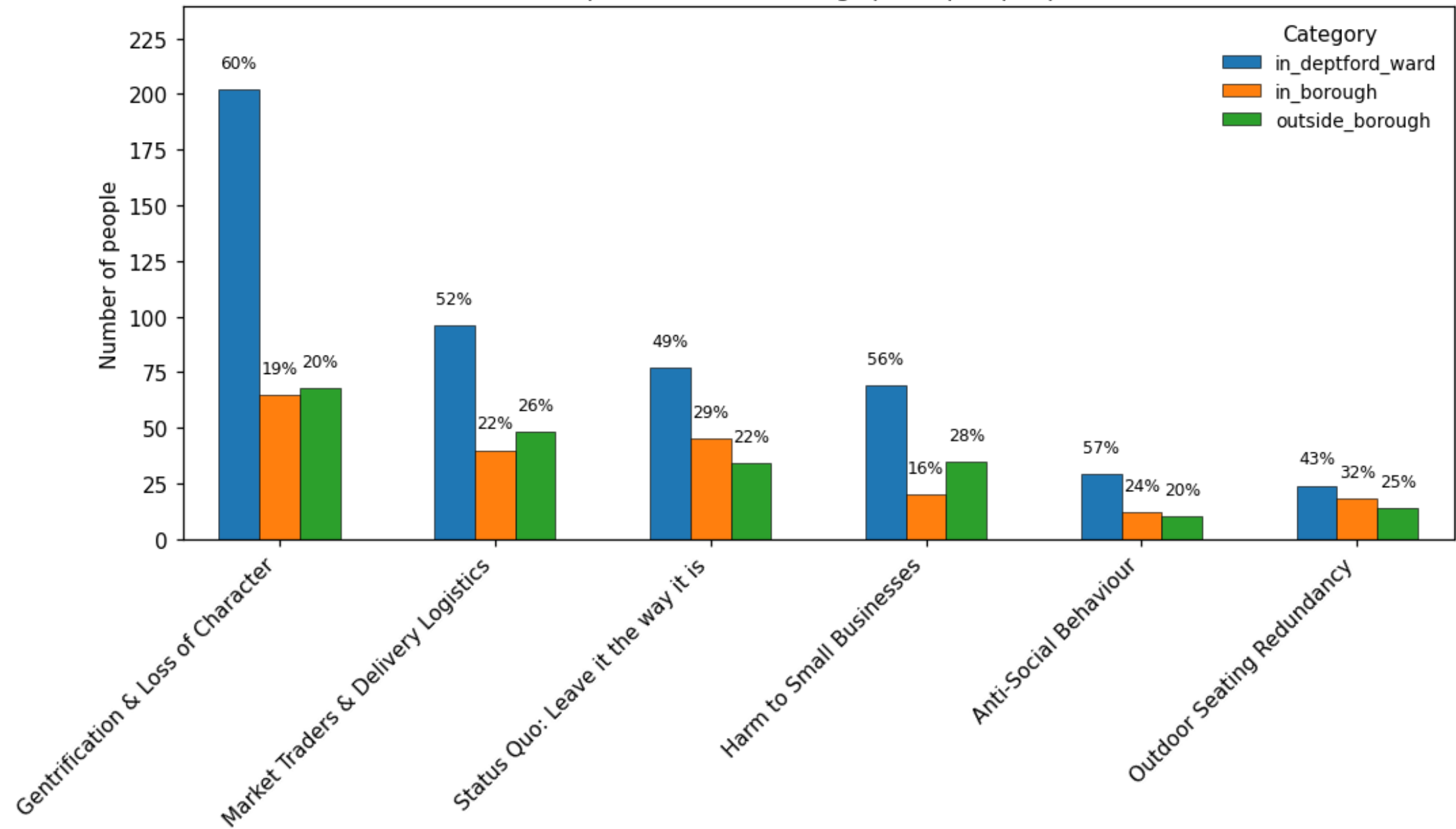
Sentiment mix per topic (people)



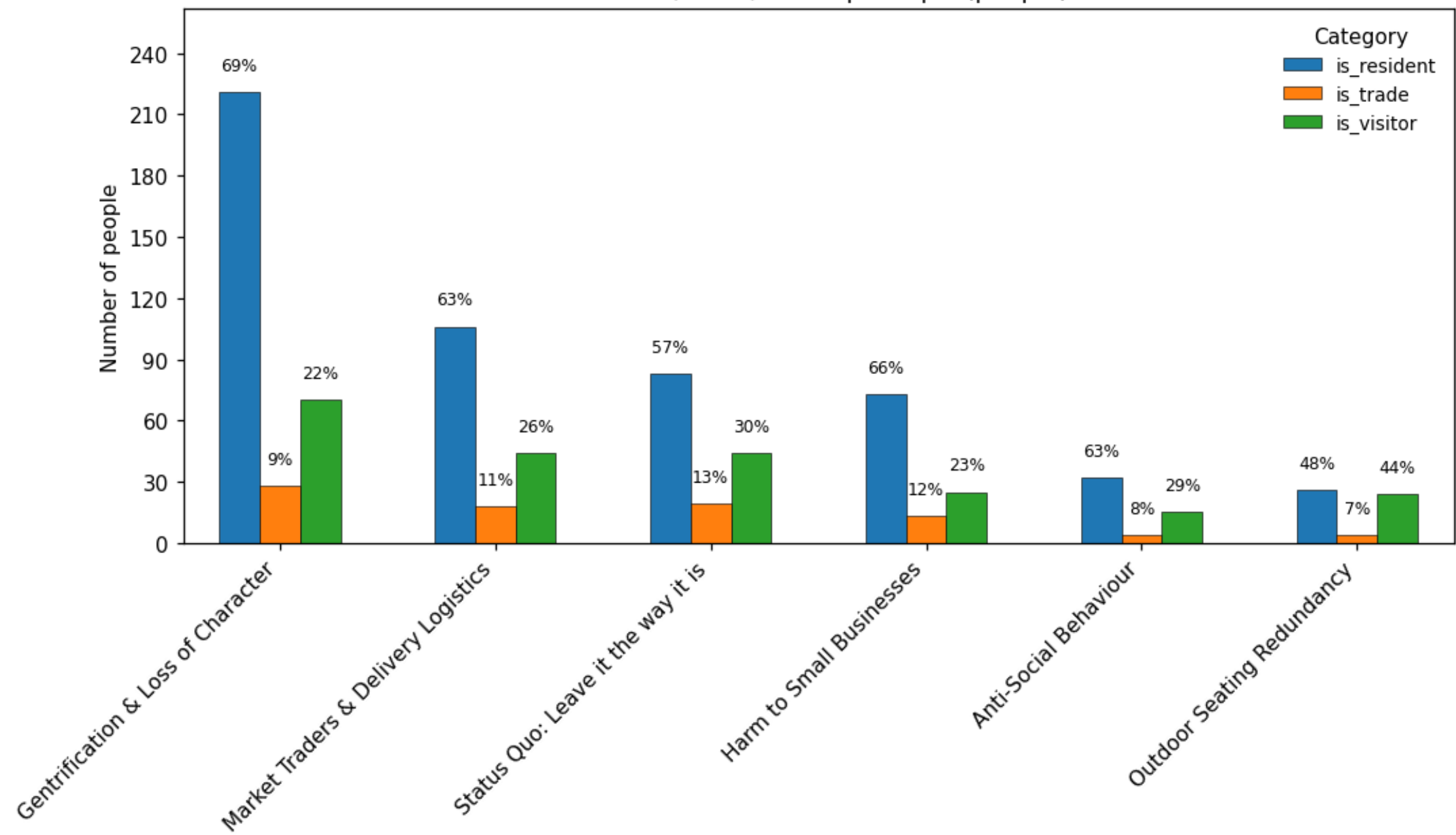
Gender mix per topic (people)



Respondent location flags per topic (people)



Resident/Trade/Visitor per topic (people)



Q13: If you selected "unhappy/very unhappy" please explain why

Sentence Count: 1802

Respondents: 1069

Topic –1: Misc.

- **Sentence count:** 79
 - **Top words:** 'rent', 'expensive', 'place', 'going', 'new cross', 'living', 'changes', 'important', 'history', 'way'
 - **Representative sentences:**
 1. *"i am especially unhappy at the way this will affect access to st paul's deptford parish church."*
 2. *'i enjoy living in deptford because of its charm and this will gentrify it, push people out who have lived here for generations, and attract expensive nightlife/tourism businesses which are irrelevant to most residents',*
 3. *'i lived in new and deptford for 5 years (privately renting) for 5 years and had to move away because my partner, who grew up in the area, and i - both working full-time - struggled to find a flat to rent that was in decent condition and did not cost more than £1,500 pcm.'*
-

Topic 0: Disagreements with Proposed Changes

- **Sentence count:** 1421
- **Top words:** 'changes', 'unnecessary', 'change', 'improvements', 'place', 'planning', 'important', 'developers', 'consideration', 'history'
- **Representative sentences:**
 1. *'someone come in from near southampton to host a meeting and be having abrasive, arguementative and dismissive does not help put any*

faith in the motives of why people want this to happen, with seemingly no thought or consideration for the current businesses on the high st.'

2. *'this kind of regular upkeep and intervention in the area over the long term would help much more than attempting a quick fix with a few new benches or a temporary face lift that will not change the root causes of what makes the high street unsafe and unclean.'*
3. *'i think the changes made to depford in recent years have made it dead, it seems like a ghost town most of these days, you do not do enough to support local businesses, destroying the market is not going to help'*

Topic 1: Discontent

- **Sentence count:** 170
- **Top words:** 'consideration'
- **Representative sentences:**

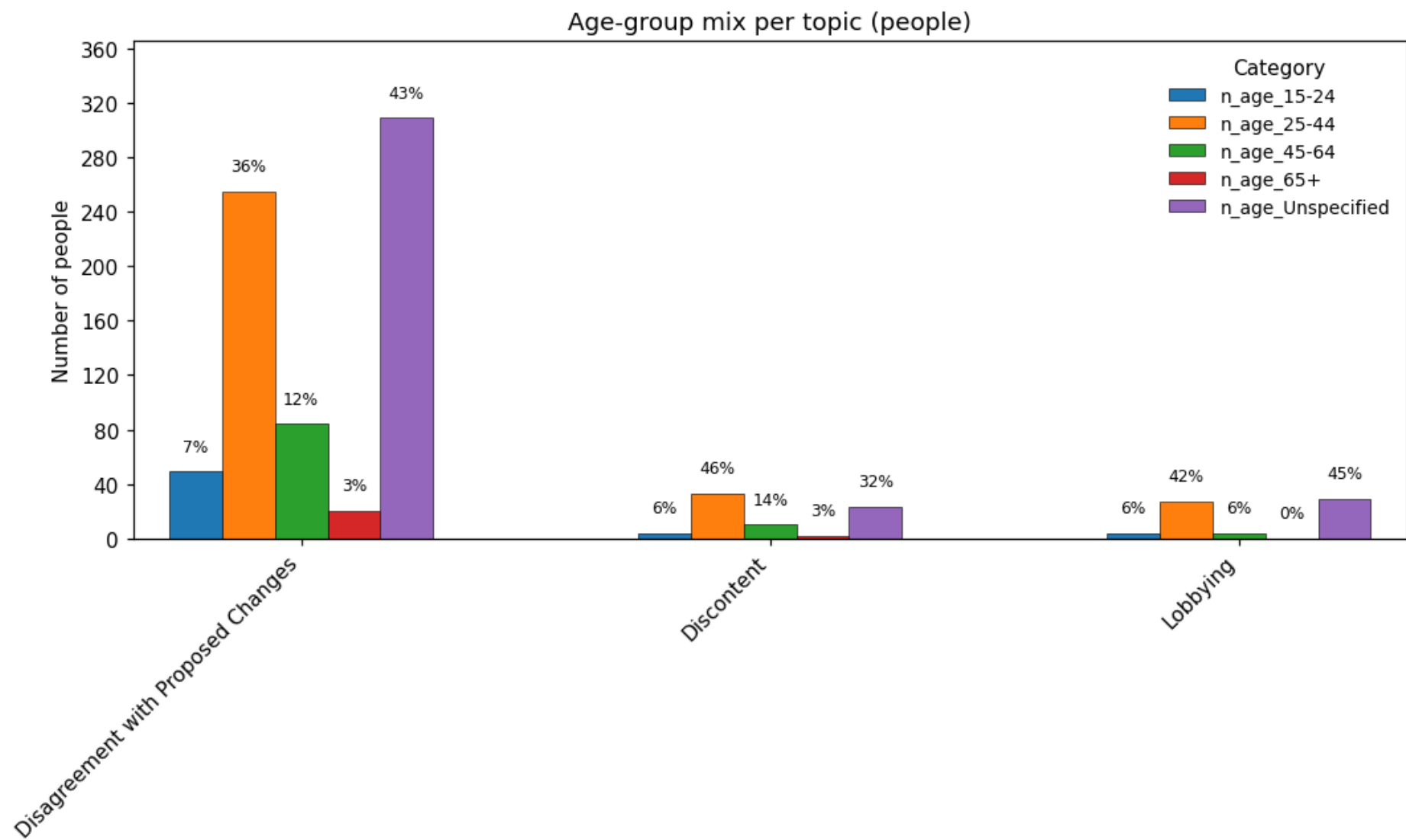
1. *'if you actually read all my answers then i would not need to explain this answers',*
2. *'this feels like answering a question no one asked',*
3. *'thank you for your time and consideration of this important matter'*

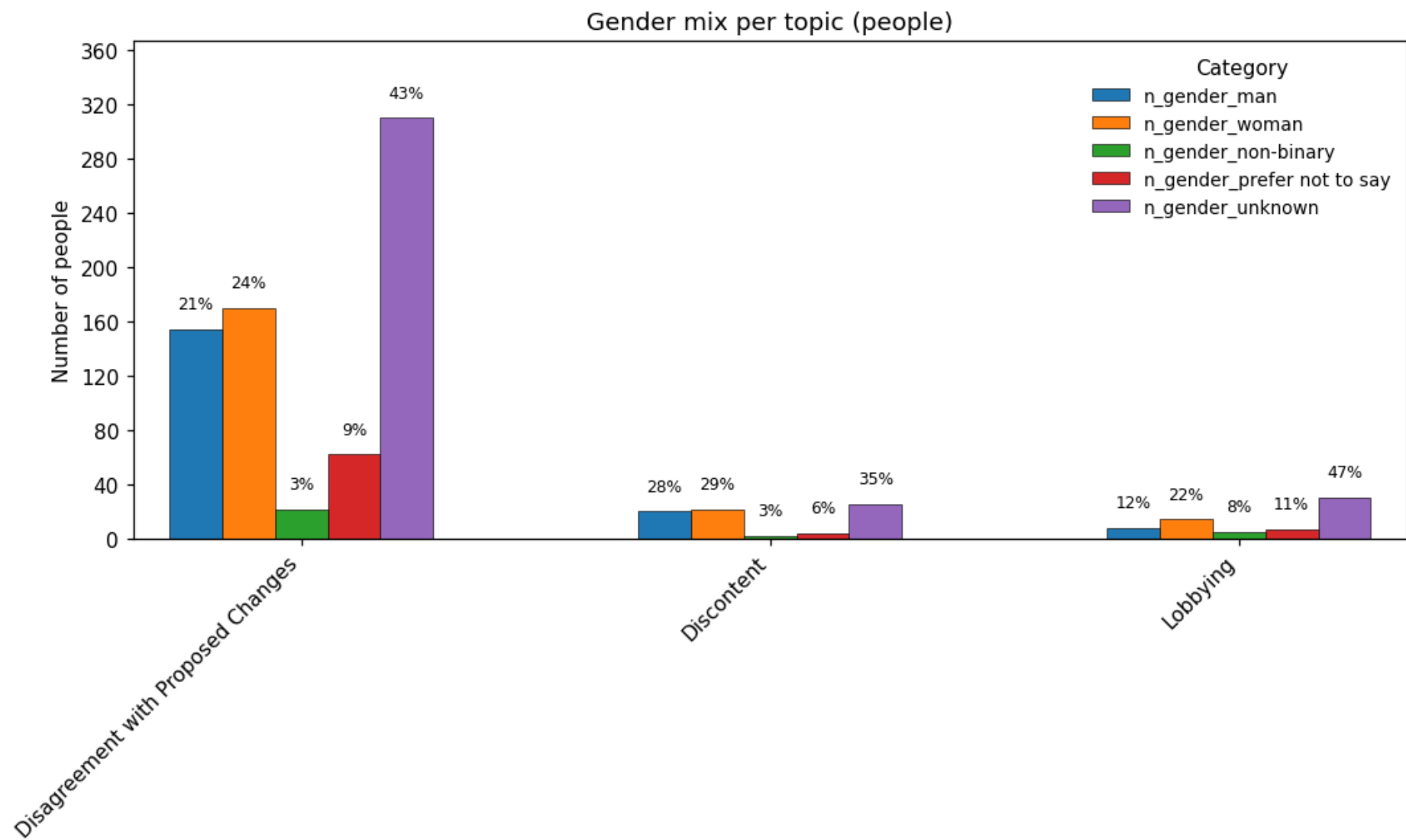
Topic 2: Lobbying group message again. ⁹

- **Sentence count:** 132
- **Top words:** 'consent'
- **Representative sentences:**

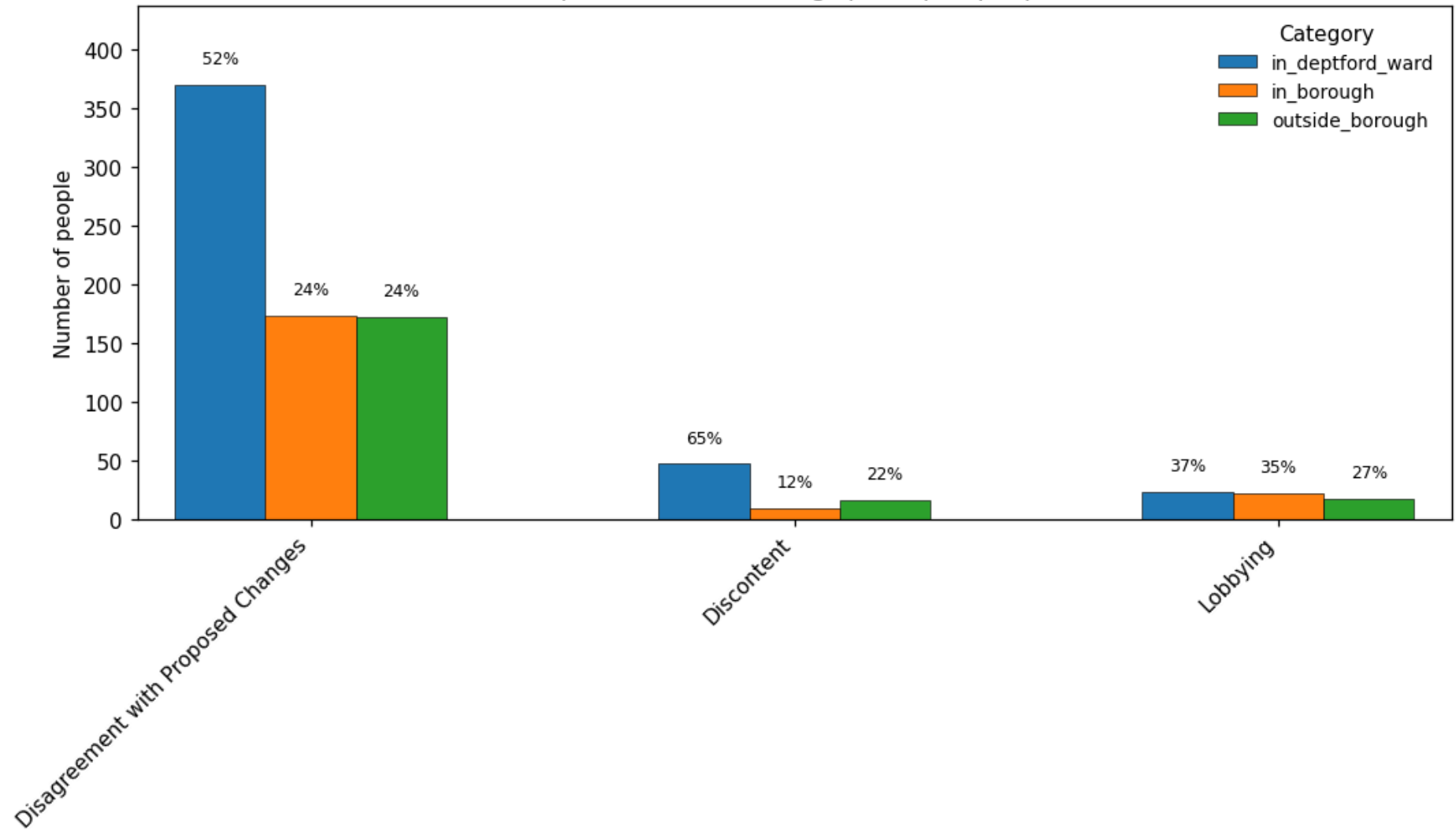
1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme.'*

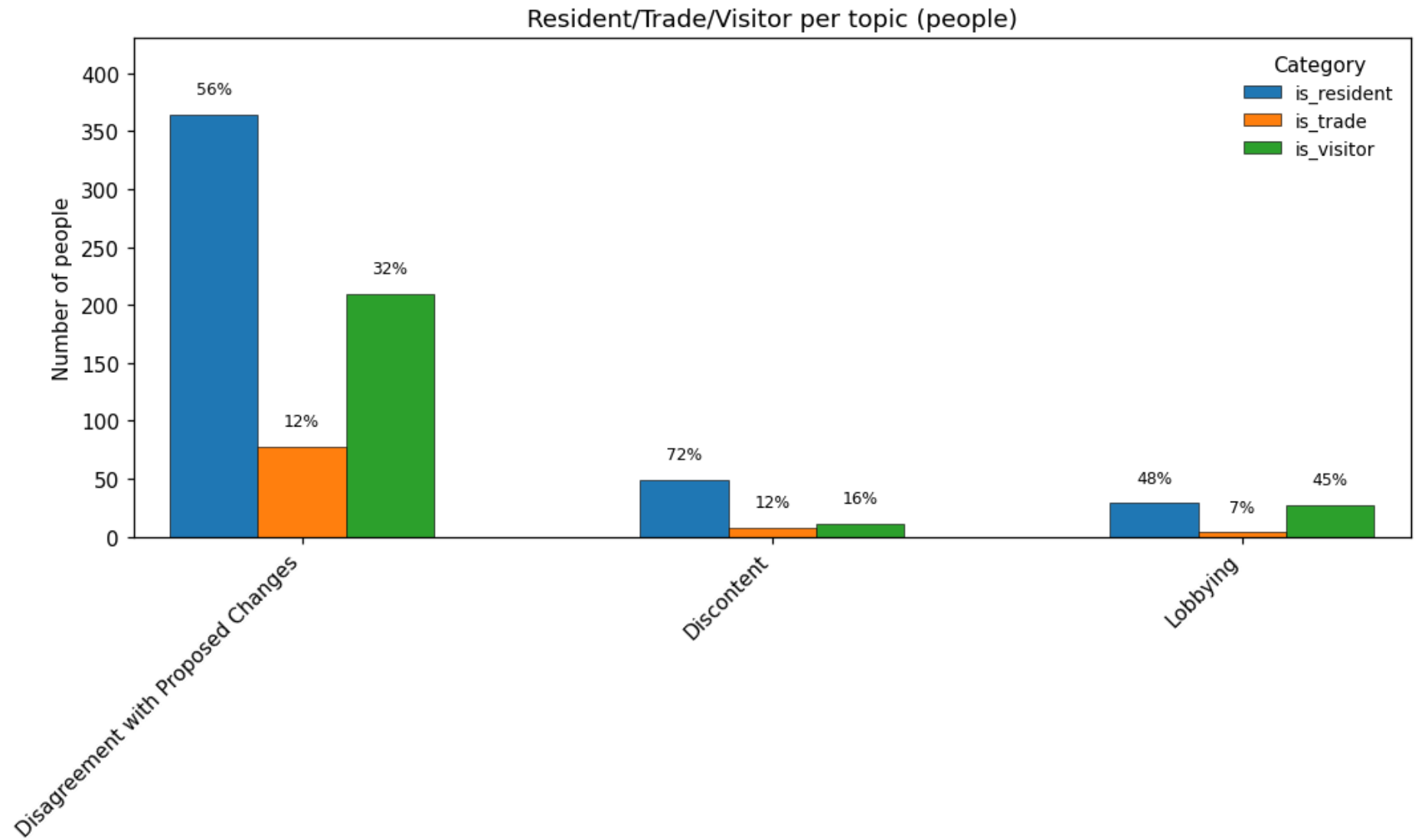
⁹ See Footnote 1.



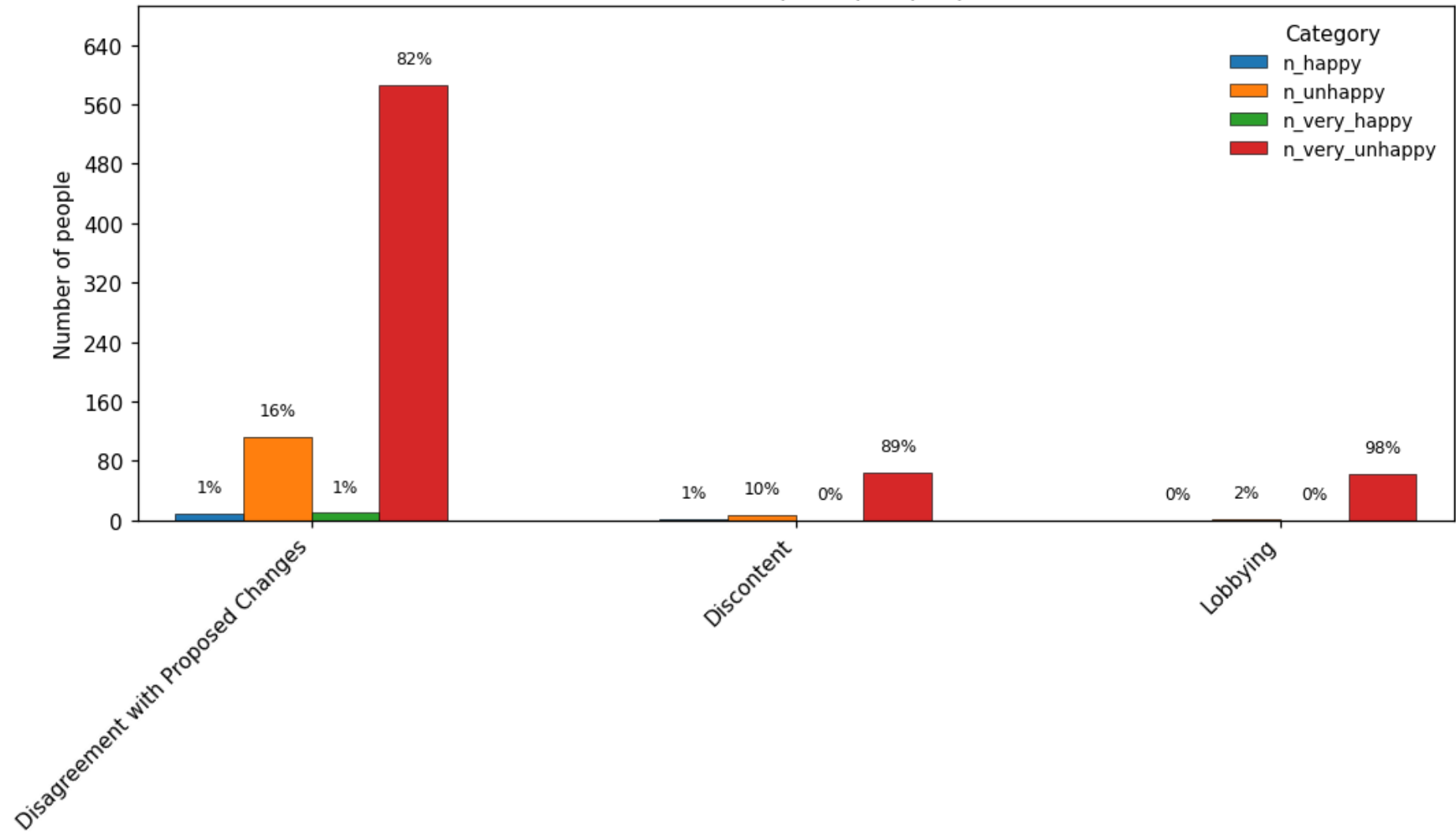


Respondent location flags per topic (people)





Sentiment mix per topic (people)



Q14: Do you have any further comments about or suggestions for the proposed Deptford High Street improvements?

Sentence Count: 1672

Respondents: 955

Topic –1: Misc.

- **Sentence count:** 375
 - **Top words:** 'issues', 'plan', 'project', 'public', 'needed', 'considered', 'needs', 'scheme', 'places', 'access'
 - **Representative sentences:**
 1. *'overall, i would like these proposals to go further: it would be great to extend the pedestrianisation to the entire high st, and it also be very welcome to restrict vehicle access to only emergency and delivery vehicles; normal drivers should not be allowed to use the street after 7pm, given the potential value to residents, locals and businesses of maximising the liveability and useability of the high st without cars.'*
 2. *"these are the issues that really need addressing and if they are not in the remit of this project, they still need to be considered in how these new spaces and resting areas' are really going to be used."*
 3. *'as a life-long lewisham resident, who has called deptford home for the last decade (including 6 years living directly on the high street) i would like to make clear my support for these proposals - as i feel like a narrative is being pushed that "true locals" oppose the plan (by a group that i think has been very misleading with the facts about the proposal) i read over the letter that the local green party candidate, who supports the "save deptford high street" group sent to the mayor and wanted to highlight the following section: "there are alternatives".'*
-

Topic 0: Cars and Traffic

- **Sentence count:** 328
 - **Top words:** 'hours', 'time', 'access', 'going', 'open', 'times', 'visit', 'way', 'cars', 'public'
 - **Representative sentences:**
 1. *'why do the times slots not start earlier in the day (ie: 8/9am) to protect the children from vehicles during the school run?'*
 2. *'rather than let bigger and bigger cars occupy this space and make it less calm, less beautiful, and less navigable, it is right to restrict car access to the minimum possible.'*
 3. *'right now with all the cars and traffic on the northern end it really feels uncomfortable.'*
-

Topic 1: Serving the Locals

- **Sentence count:** 282
 - **Top words:** 'resident', 'city', 'homeless', 'public', 'owners', 'instead', 'going', 'change', 'remain', 'way'
 - **Representative sentences:**
 1. *'we do not consent to the council bankrupting small businesses, sidelining elderly and disabled people and gentrifying deptford through the illogical and senseless pedestrianisation scheme.'*
 2. *'think about how you service the city whilst driving out the people who serve it what would really help those of us who live here would be better facilities for living improving wavelengths adding in accessible healthy living centres gyms swimming pools access to the riverside with riverside walks that are accessible to all not just wealthy riverside condominium owners a river crossing better standards of long-term housing for families anything that encourages those who serve to live locally please listen to the people who live here this in consultation appears to all of us and we have spoken with most of them to wish to cleanse the area and introduce new flat dwellers and a clientele for the newer trendy bars and restaurants these are not life-sustaining and no one will live in deptford.'*
-

Topic 2: Support for Greenery

- **Sentence count:** 263

- **Top words:** 'considered', 'comments', 'consider', 'idea', 'trees', 'plan', 'project', 'additional', 'places', 'doing'

- **Representative sentences:**

1. *'more trees overall is great, i would love to see even more of them, especially right in front of 205 deptford high street.'*
2. *'like i have said, i love the idea of living in a more green environment and as a resident of the high st. (i live at the end of albury street) for many years now i think this would be most welcome, but we have to consider the culturalism of the area and that requires very careful planning.'*

Topic 3: Misuse of Funds

- **Sentence count:** 172

- **Top words:** 'needs', 'improve', 'benefit', 'afford', 'business', 'owners', 'spend', 'provide', 'money', 'better'

- **Representative sentences:**

1. *'there money could be better spent on providing facilities for the wider community, catering for the needs of children and young people and the elderly to create greater community cohesion and not make some groups feel excluded.'*
2. *'this is an egregious waste of money that could be better spent on affordable housing.'*
3. *'this money should be invested into the already existing businesses and communities to ensure that current and long term residents receive the benefit of this funding.'*

Topic 4: Issues need Refocusing

- **Sentence count:** 158

- **Top words:** 'environment', 'waste', 'city', 'issues', 'needed', 'places', 'clean', 'change', 'improve', 'bad'

- **Representative sentences:**

1. *'it also creates a lot of pollution which makes it feel more like a chore to walk down, and makes me feel like i want to spend the least time possible there.'*
2. *'please do not waste resources when serious issues like crime and basic cleanliness are going unaddressed.'*
3. *'this change is not about making life better, nicer and safer as the real issues, problems are, antisocial behaviour, aggressive/threatening behaviour, thieving, selling drugs so obviously on the high street, lack of bins, lack of waste disposal for business's and lack of benches along high st. making the high st looking more glamorous and eventually it will become gentrified will not stop the above problems from happening/taking place'*

Topic 5: Considering the Needs of the Locals

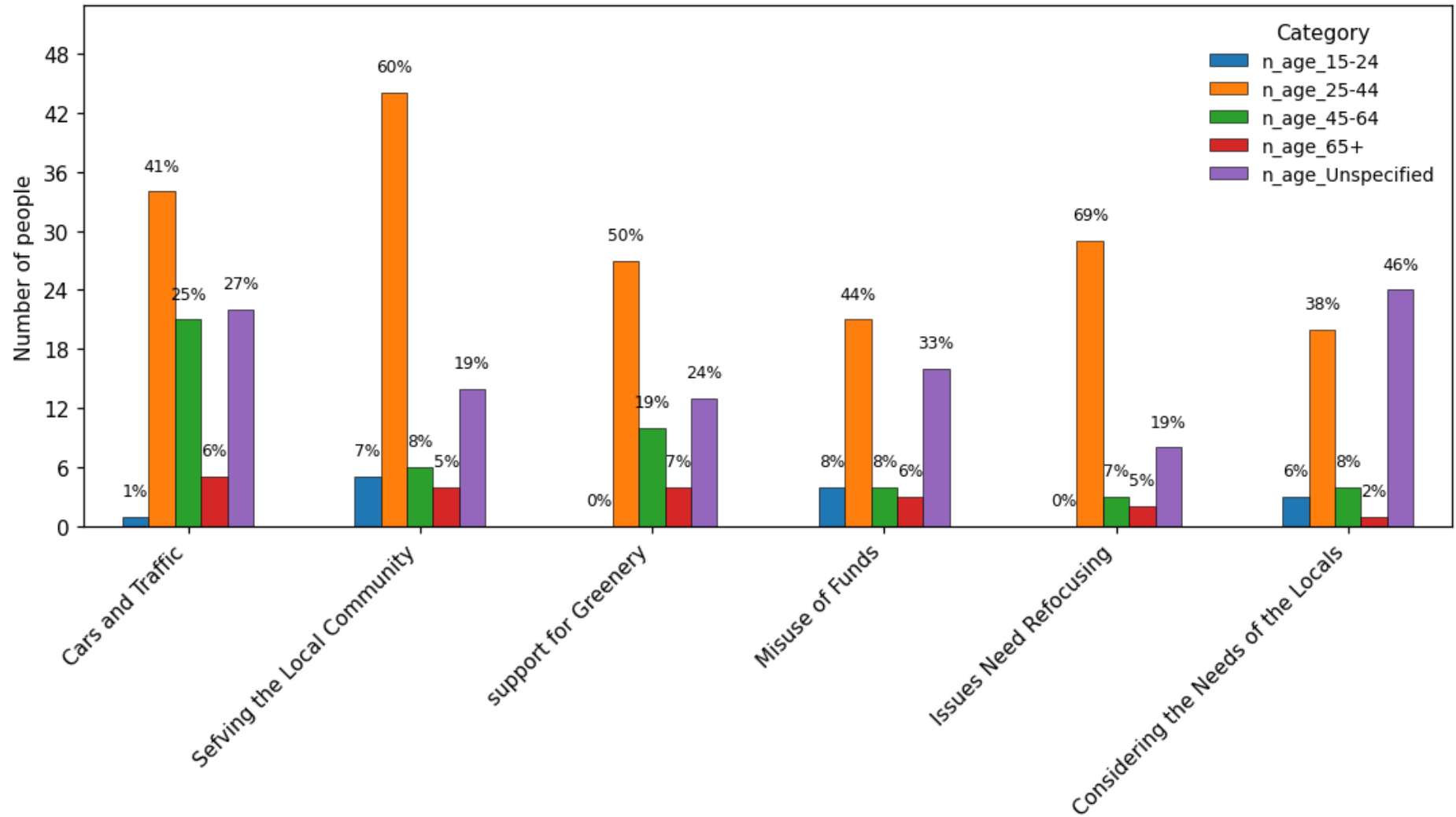
- **Sentence count:** 94

- **Top words:** 'resident', 'afford', 'environment', 'benefit', 'needs', 'places', 'expensive', 'city', 'improve', 'improving'

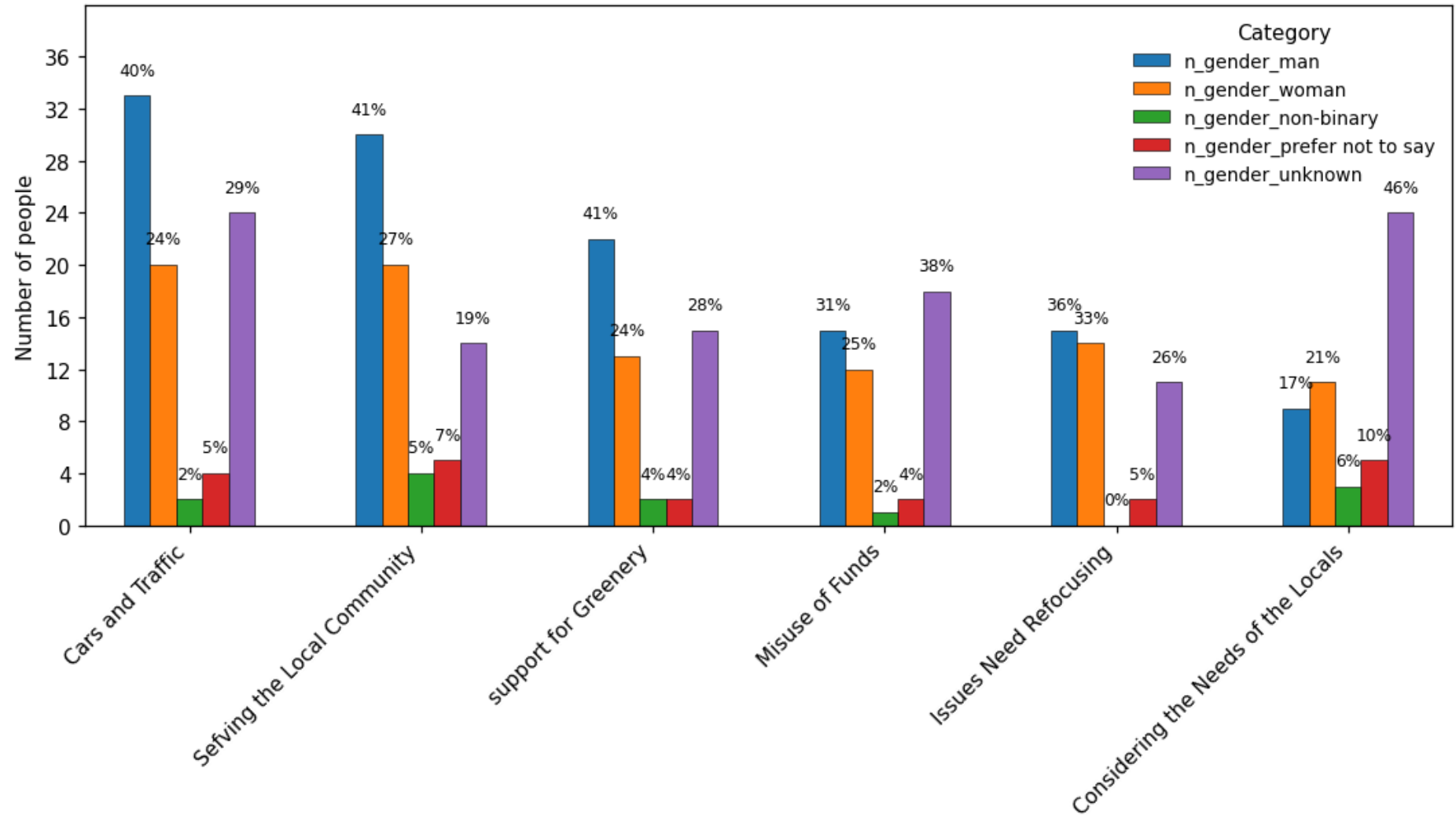
- **Representative sentences:**

1. *'people should not be forced to move if an area has nice things like what is outlined in this proposal are built, the reality is far from this however and instead affluent people often are the ones to benefit from improvements.'*
2. *'please consider carefully the needs of families, older people and long term residents, most cannot afford to move to Blackheath and Telegraph Hill or other similar areas. We want where we live to look nice too and for our air to be clean',*
3. *'the hard working low paid people of London are tired of being forced to do things that only benefit the rich people and their friends and families we are tired of being told that something that is really bad for our environment is good things that do not improve our quality of life is always the path of choice we are tired of being told things are for our health benefits but in reality are much more detrimental to our well being....'*

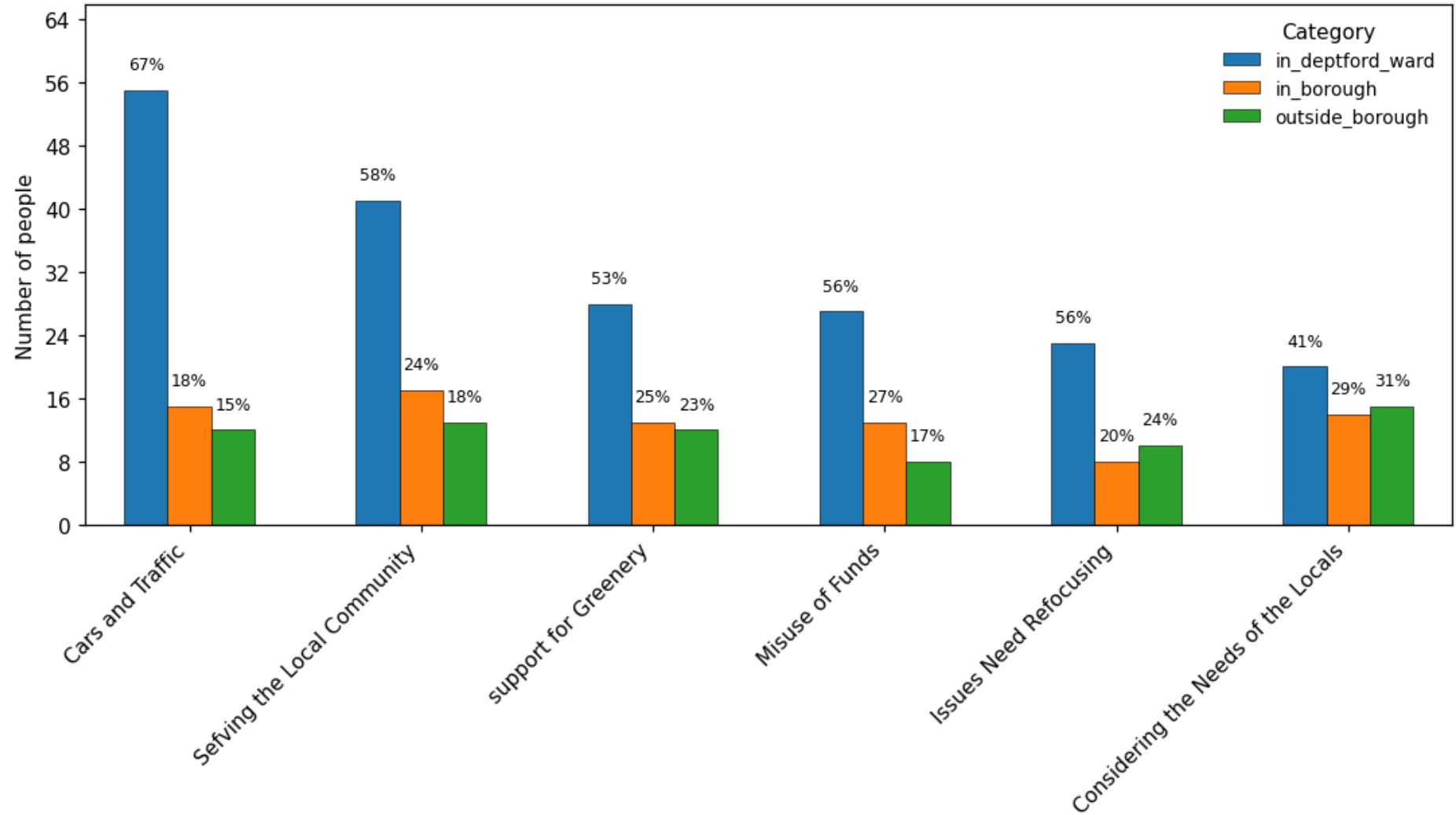
Age-group mix per topic (people)



Gender mix per topic (people)



Respondent location flags per topic (people)



Resident/Trade/Visitor per topic (people)

