

Part 1: About the respondent:

Q1: How old are you?

- a) <14,
- b) 14-17
- c) 18-24
- d) 25-44
- e) 45-64
- f) 65+

Q2: How often do you visit the Town Centre?

- a) Daily,
- b) Few times per week,
- c) Once a week,
- d) Few times a month,
- e) Rarely

Q3: What is/are your main reason(s) for visiting the Town Centre? (tick all that apply)

- a) Shopping
- b) Work
- c) Visiting friends or relatives
- d) Hospitality i.e. pub/café
- e) Hairdresser/Barber/Beautician
- f) Business, e.g. to visit solicitor/accountant etc
- g) Use state/financial institutions e.g. bank/post office/credit union
- h) Bookmakers
- i) Attend an event

Q4: How do you move around the Town Centre? (tick all that apply)

- a) Walk
- b) Drive
- c) Cycle
- d) Other

Please explain

Part 2: About the Town

Q5: How would you describe the town?

Q6: What makes you most proud about the Town Centre?

Q7: What concerns you about the Town Centre

Q8: What are the top 5 things about the town that you like (listed in order 1-5, with 1 being the best/most important thing to you)

Q9: What is the town's best selling point for tourists and visitors?

Q10: What are the top 5 things that you would change about the Town Centre (listed in order 1-5, with 1 being the most important or significant change required)

- 1.
- 2.
- 3.
- 4.
- 5.

Q11: What are the most important values/principles you consider should underlie any projects in the town? Rate from 1-7

1. Fair Trade
2. Autism Awareness
3. Age Friendly
4. Climate Action
5. Smart Town i.e. use of technology
6. Enhancement of Biodiversity
7. Pedestrian priority

Please expand on the above with any ideas you have or any other principles which you believe should underlie projects in the town:

Q12: On a scale of 1-14, with 1 being the most important and 14 being the least significant, select where you think improvements should be made within the Town Centre?

1. Vacant buildings or under- utilised buildings
2. Litter
3. Quality of the public realm e.g. footpaths, street furniture, lighting etc
4. Visual clutter, i.e. too many bins, signs, bollards etc
5. Litter
6. Lack of security
7. Dominance of cars and parking on the streets
8. Lack of amenity and green space
9. Lack of landscaping
10. Lack of colour
11. Lack of signage or poor signage
12. Lack of places to eat/have coffee etc
13. Lack of evening activity i.e. no business opened in the evening
14. Crime or anti-social behaviour

Q13: On a scale of 1-10, with 1 being the most important and 10 being the least important, list the amenities that you would prioritise to serve the Town?

1. A town park
2. A skateboard park
3. Tennis/Squash courts
4. A Multi Use Games Area
5. Walking routes
6. Cycle lanes
7. Heritage Sites
8. Arts and/or cultural installations around the town
9. Arts and/or cultural centres and spaces
10. All weather sports field

Q14 Please expand on the above with any ideas you have or any other amenities that you believe are required:

Part 3: Making the town a more attractive place to live and work ?

Q15: What can local businesses do to make the town a more attractive place to live and work?

List the priorities from 1-12 below, with 1 being the most important change businesses can make.

1. Attractive shop window displays
2. Longer opening hours and evening opening
3. Painting shops
4. Displaying window boxes
5. Dual usage of premises for evening use or shared spaces
6. Increased variety or diversity of products and services
7. Facilitate farmers markets, local artisan producers
8. Operate loyalty schemes for shoppers
9. Engage in promotional campaigns advertising the town as a place to shop
10. Provide opportunities for enhancing visitors experience and extending spend time in the town, e.g. e.g. provide facilities for on-site dining/ provide seating outside shop etc
11. Extended opening hours to encourage evening time activity in the town
12. Organising and participating in events in the town

Q16: What can the Local Authority do to make the town a more attractive place to live and work?

List the priorities from 1-10 below, with 1 being the most important change businesses can make.

1. Improve footpaths (increase width, improved surfacing etc)
2. Provision of street furniture
3. Upgraded scheme of lighting
4. Provision of landscaping/planting/trees within the town
5. Provision of directional signage
6. More use of colour to improve vibrancy of the Town Centre
7. Provision of cycle lanes
8. Provision of bicycle stands
9. Provision of street art installations
10. Make provisions for pedestrian priority in the Town Centre

THANK YOU FOR TAKING THE TIME TO PARTICIPATE IN THIS SURVEY.