

# TOWN CENTRE DEVELOPMENT - EMERGING PROJECTS

## MAY 2002 EXHIBITION RESULTS

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
Key Development Sites	%	%	%	%	%
(1) A comprehensive redevelopment of the <b>Bus Station area</b> which has major retailing, car parking, new modern bus station and possibly some leisure and homes.	79	18	1	1	1
(2) Redevelopment of the <b>Castle Lane area</b> into a residential courtyard scheme with walkways comprising cafes, restaurants and niche shopping, the retention of some arts and heritage facilities together with car parking.	51	35	8	3	3
(3) Expansion of the <b>Swan Hotel</b> , which is sympathetic to its surroundings and creates a defined edge of the street between Castle Lane and the Embankment.	27	50	13	6	4
(4) An imaginative development of <b>Riverside Square</b> providing entertainment for all ages night and day and a new waterside environment.	44	36	11	6	3
(5) Securing the refurbishment and re-occupation of the listed buildings comprising the <b>Shire Hall Complex</b> , perhaps including a heritage led cultural focus.	48	43	6	2	1
<b>Pedestrianisation and Environmental Improvement Schemes</b>					
The following pedestrianisation and improvement schemes can create a more complete shopping experience and make the Town Centre more welcoming and attractive.					
(6) <b>St Paul's Square</b> (This will depend on the outcome of a traffic study which has already been commissioned).	55	34	6	3	2
(7) <b>Harpur Street (Central)</b>	50	40	5	1	4
(8) <b>Lime Street</b>	49	41	5	1	4
(9) <b>James Street Passage</b> , possibly to include a retail arcade	54	40	3	1	2
(10) <b>Lurke Street Passage</b> , linking to the High Street	49	41	4	2	4
(11) Improvements to the <b>Horne Lane</b> street scene, including a new facade to the River Street Multi Storey Car Park.	49	38	5	1	7

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
<b>Retail and Leisure Initiatives</b>	%	%	%	%	%
(12) The provision of <b>alternative markets</b> such as antiques, crafts and books to contrast the established Charter, Farmers and French markets.	38	47	10	2	3
(13) Focussing <b>heritage and the arts</b> in prominent locations in the heart of the Town Centre, possibly including some form of museum trail or showcases for exhibits.	44	44	10	1	1
(14) Delivering an <b>improved events calendar</b> to enhance Bedford's image and bring more activity, colour and interest to the Town and to continue events such as the Christmas Victorian Fayre.	44	48	3	0	5
(15) Recognising Bedford as a " <b>Festival Town</b> ", including proposals to launch a Kite Festival in 2003.	35	45	12	1	7
(16) Introducing readily accessible <b>Street Art</b> in the Town Centre to add interest and intrigue.	25	46	19	3	7
(17) The <b>Tourist Information Centre</b> attracts more visitors per year than the size of its current premises can cope with. Relocation to the ground floor of the Old Town Hall, refurbished to reflect the character of the building, would allow the Centre to fully showcase all that is best about Bedford to its visitors.	61	34	2	1	2
(18) The creation of a <b>Civic Visitor Centre</b> providing advice and information services, such as important advisory services provided by the voluntary sector, in one central, attractive and accessible location.	34	52	7	1	6
(19) <b>Refurbishment of the Civic Theatre</b> offering potential for performances, exhibition space or an Arts Centre in the heart of the Town Centre.	54	37	5	1	3
(20) Investment to the <b>Howard Centre</b> entrance and mall to improve its appearance and to re-establish its status as a prime retail location.	33	48	9	1	9
(21) The provision of new <b>high quality public conveniences</b> , including disabled access and baby changing facilities, to replace the existing run down facilities in St Paul's Square.	71	24	2	0	3
(22) The <b>refurbishment of existing public conveniences</b> in the Town Centre.	63	29	3	1	4

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
<b>Car Parking</b>	%	%	%	%	%
(23) The provision of <b>good quality car parking</b> is critical to a vibrant Town Centre and the Council has secured funding to commence improvement works to the existing facilities.					
• Would you use the Council's car parks more often and extend your stay if they were in a better condition?	31	33	16	5	15
• Would you pay slightly more to get the Council's car parks up to a good standard?	11	34	28	12	15
• Do you think that car parks should be locked up overnight to reduce vandalism and other abuses?	44	31	11	3	11
<b>Heritage Initiatives</b>					
(24) Continuation of the improvement and restoration work to the <b>Castle Mound</b> to make it a key visitor attraction.	52	40	6	1	1
(25) <b>Heritage interpretation Scheme</b> to signpost the people, places and buildings that helped shape the history of Bedford.	48	46	4	1	1
(26) The refurbishment of <b>Bedford Gallery</b> with a use to promote its historic connections, such as a Wartime Bedford Museum.	41	48	7	1	3
(27) Expanding the local potential for <b>Tourism</b> and to capitalise on such themes as John Bunyan and Wartime Bedford.	45	46	5	1	3
(28) Introducing a <b>Design Excellence Initiative</b> to recognise and enhance Bedford's distinctive build environment and to conserve its valuable heritage.	38	46	9	2	5
<b>Riverside Initiatives</b>					
(29) Introducing river transport, floating restaurants, further events and walking trails to further enhance the <b>recreational use of the riverbank</b> .	55	32	9	2	2
(30) A new <b>pedestrian bridge to link St Mary's Gardens</b> , remodelled to provide new mooring facilities as part of a <b>mini marina complex</b> .	46	38	10	3	3
(31) Continued support for the <b>Bedford to Milton Keynes Canal link</b> as a stimulant to economic growth through leisure, business and employment opportunities.	48	36	8	3	5

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
	%	%	%	%	%
<b>Riverside Initiatives (continued)</b>					
(32) <b>Riverbank improvements</b> and a study of the River Great Ouse from Bromham Mill to Cardington to enable land use, public access and enhancements to the river environment to be identified.	51	41	5	1	2
<b>High Street Initiatives</b>					
(33) Creating <b>better space for pedestrians</b> with a narrowed and traffic calmed carriageway.	53	33	8	3	3
(34) Encouraging the retention and restoration of the historic and individual <b>character of buildings and shop frontages</b> , perhaps by some form of incentive scheme.	58	35	3	0	4
(35) <b>Street Scene improvements</b> by the introduction of banners, canopies, street furniture, visual arts and dining "al fresco" style.	34	40	17	4	5
(36) Investment in <b>traffic and environmental improvements</b> to the St Peters Street/High Street junction.	49	39	5	2	5

# TOWN CENTRE DEVELOPMENT - EMERGING PROJECTS

## ANALYSIS OF PRIORITY PROJECTS

(All emerging projects in the order displayed at the Town Centre exhibition in May 2002)

	1st Choice		2nd Choice		3rd Choice		Overall	
	No.	%	No.	%	No.	%	No.	%
<b>Key Development Sites</b>								
1 Bus Station area	186	36%	51	10%	39	7%	276	53%
2 Castle Lane area	27	5%	48	9%	27	5%	102	20%
3 Swan Hotel	2	0%	2	0%	7	1%	11	2%
4 Riverside Square	13	2%	24	5%	15	3%	52	10%
5 Shire Hall Complex	3	1%	7	1%	5	1%	15	3%
<b>Pedestrianisation Schemes</b>								
6 St Paul's Square	12	2%	19	4%	24	5%	55	11%
7 Harpur Street (Central)	3	1%	4	1%	5	1%	12	2%
8 Lime Street	1	0%	3	1%	4	1%	8	2%
9 James Street Passage	1	0%	7	1%	9	2%	17	3%
10 Lurke Street Passage	0	0%	2	0%	1	0%	3	1%
11 Horne Lane Improvements	0	0%	1	0%	1	0%	2	0%
<b>Retail &amp; Leisure Initiatives</b>								
12 Alternative Markets	0	0%	6	1%	6	1%	12	2%
13 Heritage & the Arts Trail/Showcases	1	0%	0	0%	3	1%	4	1%
14 Improved Events Calendar	0	0%	1	0%	2	0%	3	1%
15 Bedford as a 'Festival Town'	0	0%	0	0%	3	1%	3	1%
16 Street Art	0	0%	0	0%	2	0%	2	0%
17 Tourist Information Centre Relocation	10	2%	12	2%	10	2%	32	6%
18 Civic Visitor Centre	0	0%	0	0%	0	0%	0	0%
19 Refurbishment of the Civic Theatre	3	1%	7	1%	12	2%	22	4%
20 Howard Centre Improvements	0	0%	0	0%	1	0%	1	0%
21 New High Quality Public Conveniences	1	0%	8	2%	8	2%	17	3%
22 Refurbishment of Existing Public Conveniences	1	0%	6	1%	1	0%	8	2%
23 Good Quality Car Parking	4	1%	14	3%	17	3%	35	7%

### Heritage Initiatives

24 Castle Mound Improvement Scheme	14	3%	12	2%	18	3%	44	8%
25 Heritage Interpretation Scheme	1	0%	0	0%	1	0%	2	0%
26 Refurbishment of Bedford Gallery	6	1%	8	2%	10	2%	24	5%
27 Expand Tourism Potential	0	0%	0	0%	2	0%	2	0%
28 Design Excellence Initiative	0	0%	1	0%	3	1%	4	1%

### Riverside Initiatives

29 Recreational Use of the Riverbank Pedestrian Bridge to link St Mary's	4	1%	8	2%	7	1%	19	4%
30 Gardens and Provision of a Mini Marina	7	1%	12	2%	11	2%	30	6%
31 Bedford to Milton Keynes Canal	8	2%	7	1%	7	1%	22	4%
32 Riverbank Improvements	4	1%	8	2%	5	1%	17	3%

### High Street Initiatives

33 Better Space for Pedestrians	13	2%	16	3%	10	2%	39	7%
34 Retention and Restoration of Historic Buildings & Shop Frontages	1	0%	2	0%	1	0%	4	1%
35 Street Scene Improvements	0	0%	3	1%	2	0%	5	1%
36 Traffic & Environmental Improvements to St. Peters Street/High Street Junction	3	1%	3	1%	0	0%	6	1%

## TOWN CENTRE DEVELOPMENT - EMERGING PROJECTS

### ANALYSIS OF PRIORITY PROJECTS (TOP 30)

(Ranked in order of highest priority)

	1st		2 <sup>nd</sup>		3 <sup>rd</sup>		Overall	
	No.	%	No.	%	No.	%	No.	%
1 Bus Station area	186	36%	51	10%	39	7%	276	53%
2 Castle Lane area	27	5%	48	9%	27	5%	102	20%
3 St Paul's Square	12	2%	19	4%	24	5%	55	11%
4 Riverside Square	13	2%	24	5%	15	3%	52	10%
5 Castle Mound Improvement Scheme	14	3%	12	2%	18	3%	44	8%
6 Better Space for Pedestrians	13	2%	16	3%	10	2%	39	7%
7 Good Quality Car Parking	4	1%	14	3%	17	3%	35	7%
8 Tourist Information Centre Relocation	10	2%	12	2%	10	2%	32	6%
9 Pedestrian Bridge to link St Mary's Gardens/Provision of a Mini Marina	7	1%	12	2%	11	2%	30	6%
10 Refurbishment of Bedford Gallery	6	1%	8	2%	10	2%	24	5%
11 Refurbishment of the Civic Theatre	3	1%	7	1%	12	2%	22	4%
12 Bedford to Milton Keynes Canal	8	2%	7	1%	7	1%	22	4%
13 Recreational Use of the Riverbank	4	1%	8	2%	7	1%	19	4%
14 James Street Passage	1	0%	7	1%	9	2%	17	3%
15 New High Quality Public Conveniences	1	0%	8	2%	8	2%	17	3%
16 Riverbank Improvements	4	1%	8	2%	5	1%	17	3%
17 Shire Hall Complex	3	1%	7	1%	5	1%	15	3%
18 Harpur Street (Central)	3	1%	4	1%	5	1%	12	2%
19 Alternative Markets	0	0%	6	1%	6	1%	12	2%
20 Swan Hotel	2	0%	2	0%	7	1%	11	2%
21 Lime Street	1	0%	3	1%	4	1%	8	2%
22 Refurbishment of Existing Public Conveniences	1	0%	6	1%	1	0%	8	2%
23 Traffic & Environmental Improvements to St. Peter's Street/High Street Junction	3	1%	3	1%	0	0%	6	1%
24 Street Scene Improvements	0	0%	3	1%	2	0%	5	1%
25 Heritage & the Arts Trail/Showcases	1	0%	0	0%	3	1%	4	1%
26 Design Excellence Initiative	0	0%	1	0%	3	1%	4	1%
27 Retention & Restoration of Historic Buildings and Shop Frontages	1	0%	2	0%	1	0%	4	1%
28 Lurke Street Passage	0	0%	2	0%	1	0%	3	1%
29 Improved Events Calendar	0	0%	1	0%	2	0%	3	1%
30 Bedford as a 'Festival Town'	0	0%	0	0%	3	1%	3	1%

## TOWN CENTRE DEVELOPMENT - EMERGING PROJECTS

### GENDER AND AGE PROFILE

<b>Gender</b>	<b>%</b>
Male	48%
Female	43%
Not Given	9%

<b>Age</b>	<b>%</b>
16-24	8%
25-34	10%
35-44	14%
45-64	39%
65 +	24%
Not Given	5%