

Bedford Town Centre Development

Questionnaire Analysis from the Town Centre Exhibition – May 2004

	Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
	No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
Town Centre Redevelopment Framework									
1. Do you agree with the Strategic Development Objectives?									
(a) To celebrate the River Great Ouse as a key asset	533	80%	129	19%	6	1%	-	-	1 (99%)
(b) To connect the river to the town	392	60%	240	36.8%	19	3%	2	0.3%	5 (96.8%)
(c) To create a town known for its 'Beautiful Bridges'	254	38.3%	307	46.3%	91	13.7%	11	1.7%	8 (84.6 %)
(d) To enhance the diversity of uses in the town centre, especially retail, residential, leisure and offices	335	51.9 %	283	43.8%	25	3.9%	3	0.5%	6 (95.7%)
(e) To celebrate Bedford's heritage, history and its citizens	397	60.8%	240	36.8%	15	2.3%	1	0.1%	4 (97.6%)
(f) To better integrate the town centre	348	54.5%	280	44%	10	1.6%	1	0.1%	2 (98.5%)
(g) To maximise development opportunities	256	41.1%	299	48%	55	8.8%	13	2%	7 (89.1%)
(h) To improve the accessibility of the centre	426	63.4%	232	34.5%	12	1.8%	2	0.3%	3 (97.9%)
2. What are the most important factors in achieving a successful Town Centre?									
(a) Distinctiveness and character	426	65.9%	193	29.9%	26	4%	1	0.2%	3 (95.8%)
(b) Better shopping facilities	346	53%	275	42.2%	26	4%	5	0.8%	5 (95.2%)
(c) Improved accessibility	397	60.7%	247	37.8%	10	1.5%	-	-	1 (98.5%)
(d) Improved environment	430	66.7%	202	31.3%	13	2%	-	-	2 (98%)
(e) High quality design/materials/finishes	362	56%	257	39.7%	24	3.7 %	4	0.6%	4 (95.7%)

	Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
	No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
3. What are your views on the draft Town Centre Development Framework?									
Land Use Strategy									
(a) High quality redevelopment proposals for key sites	349	55.2%	264	41.8%	17	2.7%	2	0.3%	2 (97%)
(b) Better shopping facilities	318	50.3%	293	46.3%	15	2.3%	6	1%	4 (96.6%)
(c) Enhance town's heritage	354	55.5%	263	41.2%	20	3%	1	0.2%	3 (96.7%)
(d) Encouragement of town centre mixed uses and activities	300	47.3%	308	48.5%	23	3.6%	3	0.5%	5 (95.8%)
(e) Environmental improvements	344	60.1%	213	37.2%	13	2.2%	2	0.3%	1 (97.3%)
(f) Modern replacement and enhanced existing public parking	303	47.6%	261	41%	59	9.3%	14	2.2%	6 (88.6%)
Urban Design Strategy									
(g) Foster design of the highest quality	336	56%	248	41.3%	14	2.3%	2	0.3%	2 (97.3%)
(h) The scale and forms of streets, blocks and plots should be built on the historic pattern of development	289	41.3%	334	47.8%	70	10%	6	0.9%	6 (89.1%)
(i) Provision of mixed-use development that creates sufficient density to make a vibrant and sustainable place	232	38.7%	338	56.4%	24	4%	5	1%	5 (95.1%)
(j) Deliver a series of new landmark buildings	200	34%	251	43%	120	20.5%	14	2.4%	7 (77%)
(k) Maintain and enhance the scale and character of Bedford	357	58.7%	232	38%	17	3%	2	0.3%	4 (96.7%)
(l) The public realm must facilitate public life, enabling a variety of activities	285	47%	303	50%	15	2.5%	2	0.3%	3 (97%)
(m) Use of appropriate and high quality materials for the public realm, streets, buildings, routes and spaces	339	57.5%	238	40.3%	12	2%	1	0.2%	1 (97.8%)

	Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
	No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
Transport Strategy									
(n) Provide good accessibility to the town by all modes of transport	444	71.5%	147	23.7%	27	4.3%	3	0.5%	3 (95.2%)
(o) Improve accessibility to local bus services	408	65.6%	194	31.2%	16	2.6%	4	0.6%	1 (96.8%)
(p) Retain the bus station in close proximity to the existing facility	278	45.6%	233	38.2%	77	12.6%	22	3.6%	9 (83.8 %)
(q) Improvements to the railway station	280	46.2%	291	48%	32	5.3%	3	0.5%	5 (94.2%)
(r) Introduce real time information on bus routes	314	51.5%	262	43%	29	4.7%	5	0.8%	4 (94.5%)
(s) Promote walking and cycling	378	60.1%	224	35.6%	24	3.8%	3	0.5%	2 (95.7%)
(t) Restrain car use for certain journeys through control of parking supply and the charging regime	223	37%	201	33.3%	119	19.7%	60	10%	10 (70.3%)
(u) Ensure an appropriate level of car access to the town	255	42%	300	49.6%	43	7.1%	7	1.2%	6 (91.6%)
(v) Improvements to the highway network e.g. a new road broad	314	52%	218	36.2%	54	9%	17	2.8%	8 (88.2%)
(w) Introduction of Park and Ride initiatives	330	54.1%	218	35.7%	47	7.7%	15	2.5%	7 (89.8%)
4. The Development Framework has identified a number of opportunity sites. Do you agree with their definition and the proposals being put forward?									
(a) A1 – Bus Station/Pilgrims Square	319	56.3%	211	37.3%	23	4%	13	2.3%	1 (93.6%)
(b) A2 – Riverside Square	243	44.1%	226	41%	53	9.6%	29	5.3%	5 (85.1%)
(c) A3 – Castle Lane Area	295	53%	215	38.6%	31	5.5%	16	2.9%	2 (91.6%)
(d) A4 – Railways Station	196	36%	296	54.3%	37	7%	16	2.9%	3 (90.3%)
(e) A5 – St Mary’s Gardens/County Hall and Bedford College	195	35.3%	259	47%	66	12 %	32	5.8%	6 (82.3%)
(f) A6 – BT Triangle Site	192	38%	263	51.7%	46	9%	7	1.4%	4 (89.7%)
5. Do you agree with the extent of the study area?	120	29.3%	251	61.4%	29	7%	9	2.2 %	(90.7%)

Bus Station Area	Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
	No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
Do you support:									
(1) Provision of a key food store in the heart of the town centre?	406	63%	179	27.8%	46	7.1%	13	2%	5 (90.8%)
(2) Asda as a key new store in the scheme?	285	42.3%	240	35.7%	88	13.1%	60	8.9%	10 (78%)
(3) Relocation of the bus station away from its present geographical town centre location?	118	19%	148	23.8%	225	36.2%	130	21%	13 (42.8 %)
(4) Reconfiguration of the bus station to provide more efficient, effective and modern service?	381	60%	234	37%	12	2%	6	1%	1 (97 %)
(5) Provision of improved car parking?	287	45.7%	279	44.4%	49	7.8%	13	2%	6 (90.1%)
(6) Provision of a new public square or space?	224	36.5%	285	46.4%	90	14.7%	15	2.4%	7 (82.9 %)
(7) The inclusion of other focal points/points of interest within the scheme (such as street art, sculptures and video wall)?	179	29%	235	38%	151	24.4%	53	8.6%	12 (67 %)
(8) Provision of a food court providing a taste of all cultures?	193	31.4%	296	48.2%	95	15.5%	30	4.9%	9 (79.6%)
(9) Provision of leisure in the town centre, such as a cinema or fitness club?	191	31.2%	237	38.7%	151	24.6%	34	5.5%	11 (69.9%)
(10) Extension of the pedestrianised area to improve the overall shopping experience in the town centre?	335	53%	239	38%	37	6%	20	3%	4 (91%)
(11) New, improved and extended retail provision to improve the overall shopping experience?	233	43.6%	270	50.6%	24	4.5%	7	1.3%	3 (94.2%)
(12) Provision of new homes in and around the town centre (including affordable homes)?	238	38%	277	44.2%	79	12.6%	33	5.3%	8 (82.2%)
(13) High quality design, finishes and materials?	373	60.1%	220	35.4%	21	3.4%	7	1.1%	2 (95.5%)
(14) What else would you like to see included as part of the redevelopment of the bus station area?									

		Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
Castle Lane Area		No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
1. Do you support the regeneration and revitalisation of the Castle Lane area?		440	70.3%	171	27.3%	8	1.3%	7	1.1%	1 (97.6%)
2. Do you think the development on Castle Lane should include the following:										
(a) New Shopping		222	36%	260	42.1%	102	16.5%	33	5.3%	4 (78.1 %)
(b) New Housing		193	31%	253	41%	133	21.5%	40	6.5%	6 (72 %)
(c) Bars, Restaurants, Cafes		295	46.6%	268	42.3%	55	8.7%	15	2.4%	3 (88.9%)
(d) Cultural/Leisure attractions		366	51.8%	322	45.6%	13	1.8%	5	0.7%	2 (97.4%)
(e) Business/Office facilities		76	12.7%	217	36.2%	217	36%	90	15%	7 (48.9%)
(f) Car Parking		192	30.6%	262	41.7%	113	18%	61	9.7%	5 (72.3%)
3. Please choose your favourite 3 designs by writing the entry number in the boxes below with 1 being your favourite and 3 being your third favourite (the sketches are not shown in any particular order)										
Submission Number	1 st Place		2 nd Place		3 rd Place		Total Votes			
	Number	%	Number	%	Number	%	Number	%	Number	%
1	35	7.6%	61	15.8%	56	18%	152	13%		
5	220	48%	93	24.2%	46	14.8%	359	31.1%		
12	49	10.7%	37	9.6%	66	21.3%	152	13.2%		
42	23	5%	54	14%	51	16.4%	128	11.1%		
54	46	10%	43	11.1%	33	10.6%	122	10.6%		
63	86	18.7%	97	25.2%	58	18.7%	241	21%		

4. Is there anything missing from these designs that you would like to see in the Castle Lane area?					
5. Do you think any of the designs would be best suited to other areas of the town centre?					
	Agree			Disagree	
	No.	%	No.	%	
Do you support the provision of a new café in Harpur Square similar to the one in St Paul's Square?	467	77%	140	23%	

	Strongly Agree		Agree		Disagree		Strongly Disagree		Rank
	No.	%	No.	%	No.	%	No.	%	(strongly agree/agree)
Riverside Square									
1. Do you think the development of Riverside Square should include the following:									
(a) Leisure provision, such as bars, restaurants, cafes on the riverside	336	55.1%	227	37.2%	35	5.7%	12	2%	2 (92.3%)
(b) New housing	158	26.2%	216	36%	172	28.6%	56	9.3%	6 (62.2%)
(c) Some specialist shops in a riverside environment (such as boutiques)	219	36.4%	273	45.3%	93	15.4%	17	2.8%	3 (81.7%)
(d) Open space areas i.e. public square	380	61%	217	35%	19	3%	6	1%	1 (96%)
(e) Business/Office facilities	68	12%	206	36%	186	32.6%	111	19.4%	8 (48%)
2. How do you rate the classical style design by Quinlan Terry?	153	26.3%	207	35.6%	97	16.6%	125	21.5%	7 (61.9%)
3. Should the classical style be less ornate?	148	27%	215	39%	139	25.2%	49	8.9%	5 (66%)
4. Would you prefer a modern building in this location?	63	11.6%	80	14.7%	223	41.1%	176	32.5%	9 (26.3%)
5. Do you support the proposal to include a river crossing bridge (perhaps like the "Ponte Vecchio" style on the illustrated board)?	247	41.5%	230	38.6%	65	11%	53	9%	4 (80.1%)

	Very Informative		Quite Informative		Quite Uninformative		Very Uninformative	
	No.	%	No.	%	No.	%	No.	%
General Information								
1. How informative have you found this exhibition?	310	50.2%	279	45.2%	25	4%	3	0.5%
	Very Good		Quite Good		Quite Poor		Very Poor	
	No.	%	No.	%	No.	%	No.	%
2. Overall, how did you rate the exhibition?	303	49%	275	44.3%	37	6%	5	0.8%
3. Any further comments?								
4. Are you?	Male				Female			
	No.		%		No.		%	
	356		56.4%		275		43.6%	
5. Age?	Under 20		20-39		40-59		60 plus	
	No.	%	No.	%	No.	%	No.	%
	15	2.4%	107	17%	259	41.2%	248	39.4%
6. What is your postcode?	MK40	MK41	MK42	MK43	MK44	MK45	MK46	Other
	220	163	97	50	31	14	1	13