

## KEY FINDINGS/FREQUENCY TABLES

	<u>Self</u> <u>Completion</u> <u>Survey</u>	<u>On</u> <u>Street</u> <u>Survey</u>	<u>Online</u> <u>Survey</u>	<u>Bedford</u> <u>News</u> <u>Survey</u>	<u>Postcard</u> <u>Survey</u>			
<b><u>Total number of Respondents</u></b>	<b><u>703</u></b>	<b><u>290</u></b>	<b><u>76</u></b>	<b><u>615</u></b>	<b><u>593</u></b>			
<b><u>1) What was the main purpose of your visit to Bedford Town Centre?</u></b>								
Shopping	65%	56%	49%			452	162	37
Work	10%	15%	23%			68	44	17
Use Of Services	16%	13%	21%			112	37	16
Leisure	6%	6%	1%			39	17	1
Sight-seeing	2%	6%	0%			12	17	0
Other	2%	5%	5%			15	13	4
<b>Base</b>	<b>696</b>	<b>290</b>	<b>75</b>			<b>699</b>	<b>291</b>	<b>75</b>

### **3) What do you think is the best feature of Bedford Town Centre?**

Embankment/River	90%	71%	84%	95%		625	205	63
Shops	4%	13%	9%	2%		26	39	7
Pubs/Clubs/Restaurants	1%	5%	1%	0%		7	15	1
Music and Arts Facilities	2%	1%	0%	1%		11	3	0
Sports Facilities	0%	0%	0%	0%		2	1	0
Open Spaces	2%	4%	1%	2%		16	11	1

Other	2%	6%	4%	1%	11	16	3
<b>Base</b>	<b>698</b>	<b>290</b>	<b>75</b>	<b>615</b>	<b>698</b>	<b>290</b>	<b>75</b>

**5) Which three things do you think should be done first to improve Bedford Town Centre?**

Greater variety of quality shops	55%	50%	46%	63%	379	145	35
Improve the parking/traffic situation	39%	50%	66%	56%	271	143	50
Improve the Bus Station	58%	54%	57%	63%	406	156	43
Improve street cleanliness	15%	25%	11%	21%	107	72	8
Reduce anti-social behaviour	33%	25%	26%	28%	227	71	20
More flowers around the town	7%	8%	3%	2%	46	22	2
Move the Market back to St Pauls Square	32%	26%	20%	22%	219	74	15
Reduce the number of pubs	31%	25%	18%	39%	212	71	14
Do more on and around the River	30%	26%	40%	0%	206	75	30
Other	1%	6%	8%	3%	4	17	6
<b>Base</b>	<b>695</b>	<b>288</b>	<b>76</b>	<b>609</b>	<b>695</b>	<b>288</b>	<b>76</b>

**7) Do you think it would be a good idea to close the High Street And St Paul's Square to traffic?**

Yes to both	61%	55%	43%	54%	423	158	32
No to both	16%	28%	25%	22%	109	80	19
Yes, High Street only	7%	4%	15%	12%	49	12	11
Yes, St.Pauls Square only	8%	4%	7%	6%	53	10	5
Don't know	8%	10%	11%	6%	56	29	8
<b>Base</b>	<b>690</b>	<b>289</b>	<b>75</b>	<b>615</b>	<b>690</b>	<b>289</b>	<b>75</b>

**8) Do you consider Castle Lane to be in need of development?**

	other=n/a		other=n/a			
Yes	84%	71%	84%	568	205	64
No	8%	13%	4%	51	38	3
Don't know	9%	13%	12%	58	37	9
Other	0%	2%	0	0	7	0
<b>Base</b>	<b>677</b>	<b>287</b>	<b>76</b>	<b>677</b>	<b>287</b>	<b>76</b>

**9) If Castle Lane was redeveloped, what would you like to see on the site?**

New Homes	2%	4%	4%	15	10	3
New Leisure Facilities	9%	12%	8%	61	30	6
New Shops	10%	14%	9%	72	36	7
New Coffee Bars/Restaurants	8%	9%	9%	52	22	7
Visitor Attraction	18%	7%	20%	125	18	15
New Hotel	0%	0%	0%	3	0	0
New Car Park	9%	19%	7%	63	48	5
Mixed Development	40%	17%	36%	278	44	27
Other	3%	18%	8%	22	47	6
<b>Base</b>	<b>691</b>	<b>255</b>	<b>76</b>	<b>690</b>	<b>255</b>	<b>76</b>

**11) Do you think that the Cecil Higgins Art Gallery and Bedford Museum should be more centrally located?**

	other=n/a		other=n/a			
Yes	20%	37%	28%	140	105	21
No	69%	52%	59%	481	151	45
Don't Know	11%	9%	13%	75	25	10

Other	0%	2%	0%	0	7	0
<b>Base</b>	<b>696</b>	<b>288</b>	<b>76</b>	<b>696</b>	<b>288</b>	<b>76</b>

**12) Do you think that we should have more Town Centre features that reflect Bedford's history?**

	other=n/a		other=n/a			
Yes	73%	72%	72%	501	208	55
No	14%	19%	13%	95	56	10
Don't Know	13%	7%	15%	89	21	11
Other	0%	1%	0%	0	3	0
<b>Base</b>	<b>685</b>	<b>288</b>	<b>76</b>	<b>685</b>	<b>288</b>	<b>76</b>

**13) If Bedford Market was moved, which is your preferred location?**

	other=n/a		other=n/a	other=n/a		
In Midland Road, near Allhallows	8%	6%	10%	9%	57	18
In Harpur Square opposite the Library	35%	20%	39%	46%	240	58
In St. Pauls Square, if the traffic were stopped	48%	49%	43%	36%	326	141
In the High Street if the traffic were stopped	9%	4%	8%	9%	63	12
Other	0%	21%	0%	0%	0	60
<b>Base</b>	<b>686</b>	<b>289</b>	<b>72</b>	<b>610</b>	<b>686</b>	<b>289</b>

**14) If the Market was relocated, what would you like to see on the former site?**

New Homes	4%	3%	4%	25	8	3
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New Leisure Facilities	12%	13%	16%	79	37	11
New Shops	7%	10%	10%	47	29	7
New Coffee Bars/Restaurants	9%	9%	10%	63	25	7
Visitor Attraction	14%	5%	11%	98	15	8
New Hotel	4%	3%	3%	24	7	2
New Car Park	14%	24%	11%	94	68	8
Mixed Development	32%	14%	27%	222	39	19
Other	5%	20%	9%	37	57	6
<b>Base</b>	<b>689</b>	<b>285</b>	<b>71</b>	<b>688</b>	<b>286</b>	<b>71</b>

**16) Do you think Bedford Bus Station should be improved?**

	other=n/a		other=n/a			
Yes	97%	91%	96%	675	261	71
No	1%	4%	1%	8	10	1
Don't know	2%	3%	3%	11	9	2
Other	0%	2%	0%	0	7	0
<b>Base</b>	<b>694</b>	<b>287</b>	<b>74</b>	<b>695</b>	<b>287</b>	<b>74</b>

**17) If The Bus Station was redeveloped. what would you like to see on the site?**

New Homes	2%	1%	0%	10	2	0
New Leisure Facilities	4%	4%	6%	28	9	4
New Shops	20%	14%	19%	133	36	13
New Coffee Bars/Restaurants	6%	6%	2%	43	15	1
Visitor Attraction	6%	6%	3%	42	16	2
New Hotel	1%	0%	0%	8	0	0
New Car Park	9%	3%	6%	58	7	4
Mixed Development	38%	20%	37%	261	51	25

Other	15%	47%	28%			100	121	19
<b>Base</b>	<b>683</b>	<b>257</b>	<b>68</b>			<b>683</b>	<b>257</b>	<b>68</b>

**19) Which of the following would make the River more a part of the town centre than it already is?**

More pleasure craft	15%	16%	5%	24%	(includes trams	104	45	4
Trams along the Riverbank	14%	23%	12%	0%		98	65	9
New Footbridge-Riverside to St Marys Gardens	23%	15%	9%	16%		157	42	7
Shops and Cafes along the Riverside	40%	39%	59%	51%		272	112	44
Other	8%	9%	15%	9%		53	25	11
<b>Base</b>	<b>684</b>	<b>289</b>	<b>75</b>	<b>613</b>		<b>684</b>	<b>289</b>	<b>75</b>

**21) What gender are you?**

Male	46%	46%	57%		46%	316	126	43
Female	55%	54%	43%		52%	379	148	33
<b>Base</b>	<b>695</b>	<b>274</b>	<b>76</b>		<b>529</b>	<b>695</b>	<b>274</b>	<b>76</b>

**22) What age group are you in?**

16-24	5%	17%	15%	2%	5%	31	49	11
25-34	8%	11%	17%	7%	10%	56	33	13
35-44	16%	16%	20%	15%	12%	110	47	15

45-64	46%	30%	45%	46%	48%	322	88	34
65 and over	25%	24%	4%	31%	25%	175	70	3
<b>Base</b>	<b>694</b>	<b>289</b>	<b>76</b>	<b>615</b>	<b>481</b>	<b>695</b>	<b>287</b>	<b>76</b>

651	61%
129	12%
165	16%
57	5%
29	3%
32	3%

1064	1
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584	1477	88%
10	82	5%
2	25	1%
4	18	1%
0	3	0%
9	37	2%

7	37	2%
616	1679	100%

384	943	57%
343	807	48%
386	991	59%
126	313	19%
170	488	29%
15	85	5%
134	442	26%
238	534	32%
0	311	19%
18	45	3%
609	1668	

331	944	57%
132	340	20%
76	148	9%
38	106	6%
38	131	8%
616	1670	100%

837	81%
92	9%
104	10%
7	1%

1040 100%

28	3%
97	9%
115	11%
81	8%
158	15%
3	0%
116	11%
349	34%
75	7%

1021 100%

266	25%
677	64%
110	10%

7		1%
1060		100%

764		73%
161		15%
121		12%
3		0%
1049		100%

54	136	8%
280	606	37%
217	715	43%
54	136	8%
0	60	4%
605	1652	100%

36		3%
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127	12%
83	8%
95	9%
121	12%
33	3%
170	16%
280	27%
100	10%
1045	100%

1007	95%
19	2%
22	2%
7	1%
1055	100%

12	1%
41	4%
182	18%
59	6%
60	6%
8	1%
69	7%
337	33%

240 24%

1008 100%

148 301 18%

0 172 10%

100 306 18%

313 742 45%

53 142 9%

615 1663 100%

245 731 47%

274 834 53%

519 1564 100%

11 24 127 6%

44 48 195 9%

91 58 321 15%

280	231	955	44%
189	120	557	26%
615	481	2154	100%