

# Plymouth City Council



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## City Centre Partnership

### Plymouth Points of View Fourth Survey March 2004



*connect with*  
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## Summary

Plymouth City Centre Partnership has used the opportunity of the fourth 'Plymouth Points of View' residents' panel survey run in February 2004 to consult residents about improvements to the City Centre.

Over eleven hundred (1115) panel members responded to the survey giving an overall response rate of 74%. This means there is a good level of confidence in the results.

## Results

### **A better promoted City Centre**

The initiative most frequently ranked first and second by respondents was 'City Centre events', with 'major regional advertising campaigns' and 'tourism initiatives' also being chosen first by a number of respondents

### **A safer City Centre**

'Safer and more secure car parks' was the most popular measure amongst respondents, followed by the 'provision of additional retail police'.

### **A cleaner, better maintained City Centre**

By far the most popular initiative amongst respondents was for 'improved street cleansing standards and monitoring'. There were no differences found by age or gender.

### **A more attractive City Centre**

By far the most frequently chosen initiative was 'paving, benches, litter bins, public shelters / toilets', followed by 'street cafes, kiosks and shopfront improvements' and 'supplemental landscaping services, planting schemes, flower beds / hanging baskets'.

### **A more welcoming and accessible City Centre**

The most popular initiative with respondents was for 'better car parks, signage, pricing, availability and affordability'. 'Additional bus services' and a 'service to reduce homelessness and beggars' were also popular with respondents.

### **Overall ranking of priority areas**

The most popular initiative with respondents was for 'better car parks, signage, pricing, availability and affordability'. 'Additional bus services' and a 'service to reduce homelessness and beggars' were also popular with respondents.

### **One initiative, service or facility to improve the City Centre**

Many of the initiatives were included in the survey. There were some suggestions that had not been mentioned previously e.g. a large, covered shopping mall.

### **Like most about the City Centre**

There were 655 replies to this question. The most popular themes were the compact, easily navigable and pedestrianised layout and the choice of shops.

### **Like least about the City Centre**

Many of the subjects had been covered in previous sections and covered themes such as car parks, cleanliness and safety.

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## 1.0 Introduction / Background

Plymouth City Centre Partnership has used the opportunity of the fourth 'Plymouth Points of View' residents' panel survey run in January / February 2004 to consult residents. The advantages of using the 'Points of View' are that the panel is reasonably representative of Plymouth's residents and it also attracts a good response rate (over 60%) which in turn, gives a good sample size (over 1000 respondents). This gives the survey a good level of reliability.

## 2.0 Method

The consultation on improvements to the City Centre was conducted as part of the fourth survey of the 'Plymouth Points of View' residents' panel. The survey was designed by the City Centre Partnership with the help of Marketing Means.

The survey was administered by post in January 2004 by 'Marketing Means'. A reminder was sent two weeks after the initial mailing to those who had not yet responded. Panel members returned their completed surveys in a 'Freepost' envelope, their responses were then processed and analysed using 'SPSS'.

## 3.0 Response

The panel membership stood at 1595 at the start of this survey. There had been 1115 replies at the time of writing this report.

There was a slight differential in response by age and gender that may have some bearing on the results of the report. The age profile of women is younger than that of men, with 40% of them being under 45, as opposed to 24% of men.

**Age (Group) by Gender**

		Gender		Total	
		Male	Female		
<b>Age (Group)</b>	<b>30 and under</b>	#	23	53	76
		%	4%	10%	7%
	<b>31 to 44</b>	#	106	162	268
		%	20%	30%	25%
	<b>45 to 64</b>	#	235	200	435
		%	44%	37%	40%
	<b>65 to 74</b>	#	108	73	181
		%	20%	14%	17%
	<b>75 and over</b>	#	66	50	116
		%	12%	9%	11%
<b>Total</b>		#	538	538	1076
		%	100%	100%	100%

## 4.0 Results

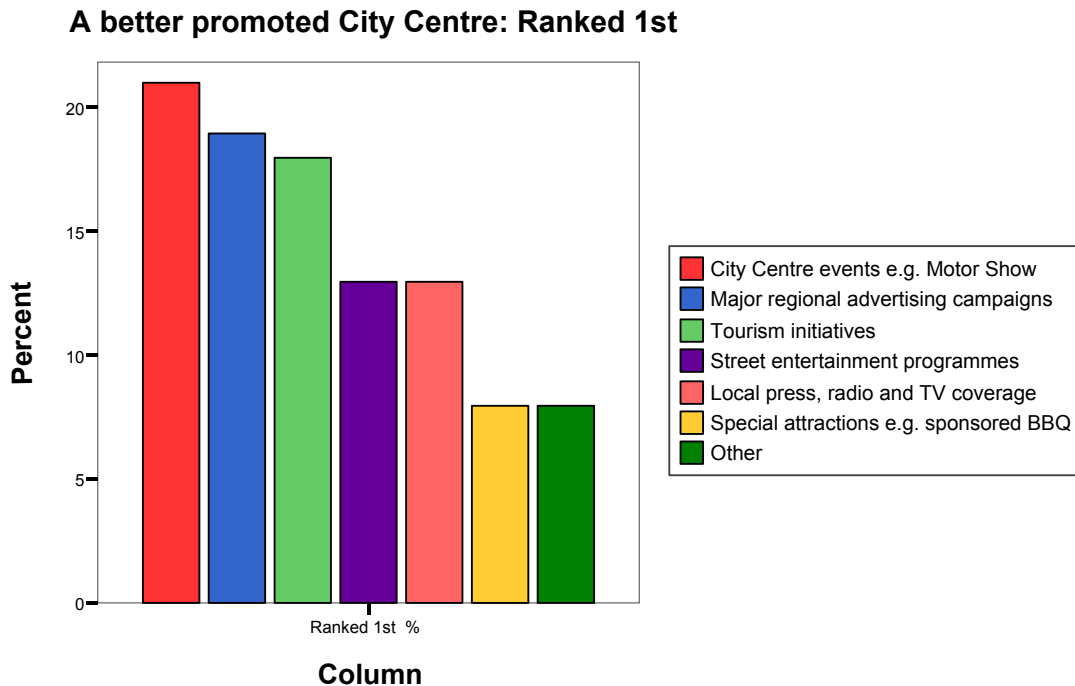
### 4.1 A better promoted City Centre

The first question asked respondents to rank their top three initiatives for a 'better promoted City Centre'

The initiative most frequently ranked first and second by respondents was 'City Centre events', with 'major regional advertising campaigns' and 'tourism initiatives' also being chosen first by a number of respondents

There were some differences by gender found, with women more likely to rank 'special attractions' and 'street entertainment...' first, with men more likely to say '...advertising campaigns' and 'tourism initiatives'. (*Appendix 1: Table 1*)

A number of 'other' suggestions were made. One theme in this section was for a 'better choice of shops'. (*Appendix 1: Table 2*)



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**A better promoted City Centre: Ranking of initiatives**

	Ranked 1st		Ranked Second		Ranked 3rd	
	#	%	#	%	#	%
<b>City Centre events e.g. Motor Show</b>	180	<b>21%</b>	175	<b>21%</b>	131	<b>16%</b>
<b>Major regional advertising campaigns</b>	165	<b>19%</b>	105	<b>13%</b>	96	<b>12%</b>
<b>Tourism initiatives</b>	156	<b>18%</b>	151	<b>18%</b>	201	<b>24%</b>
<b>Street entertainment programmes</b>	111	<b>13%</b>	150	<b>18%</b>	126	<b>15%</b>
<b>Local press, radio and TV coverage</b>	109	<b>13%</b>	135	<b>16%</b>	147	<b>18%</b>
<b>Special attractions e.g. sponsored BBQ</b>	65	<b>8%</b>	113	<b>13%</b>	106	<b>13%</b>
<b>Other</b>	64	<b>8%</b>	10	<b>1%</b>	22	<b>3%</b>

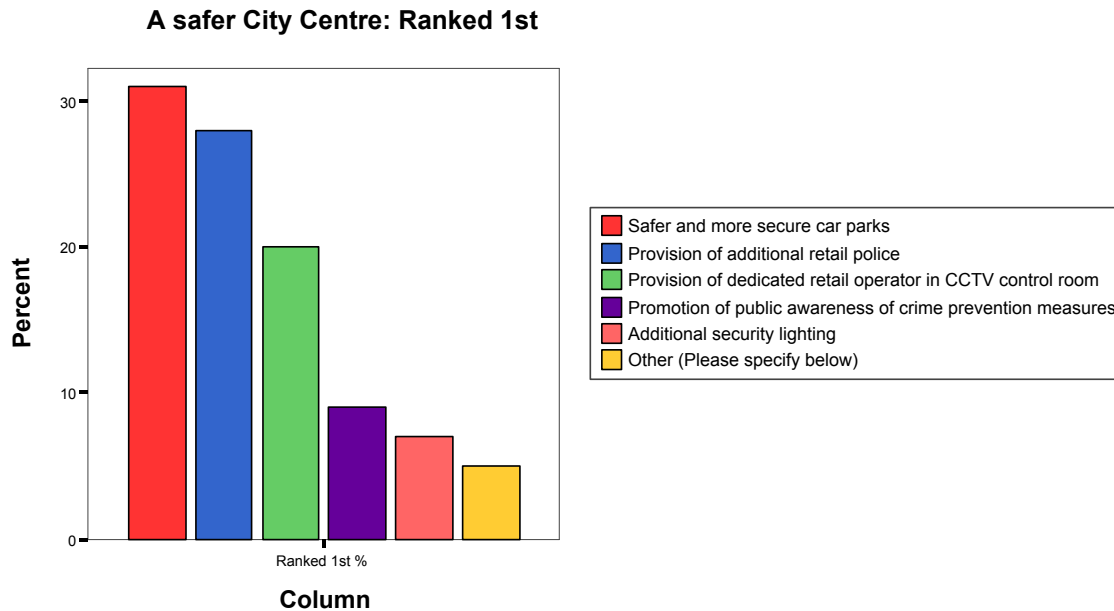
## 4.2 A safer City Centre

The second question asked respondents to rank initiatives to enhance security, the perception of safety and help reduce crime.

'Safer and more secure car parks' was the most popular measure amongst respondents, followed by the 'provision of additional retail police'.

There were, however, some differences when looked at by age, with people over 75 being less likely to say they wanted '...secure car parks' and far more likely than other groups to indicate they want 'provision of additional retail police'. (*Appendix 1: Table 3*)

There were a number of other suggestions. Themes of these suggestions included making sure that police patrols were on foot, banning alcohol and getting rid of underpasses. (*Appendix 1: Table 4*)



### A safer City Centre: Ranking of initiatives

	Ranked 1st		Ranked 2nd		Ranked 3rd	
	#	%	#	%	#	%
<b>Safer and more secure car parks</b>	242	31%	200	26%	197	26%
<b>Provision of additional retail police</b>	215	28%	146	19%	123	16%
<b>Provision of dedicated retail operator in CCTV control room</b>	159	20%	158	20%	151	20%
<b>Promotion of public awareness of crime prevention measures</b>	69	9%	83	11%	123	16%
<b>Additional security lighting</b>	56	7%	175	23%	141	19%
<b>Other (Please specify below)</b>	39	5%	11	1%	24	3%

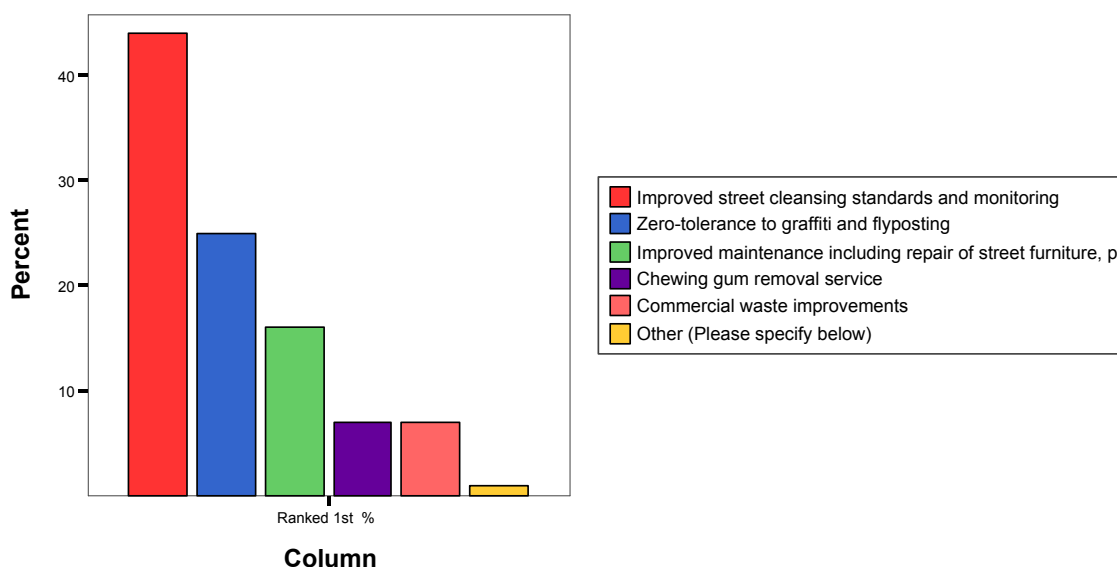
### 4.3 A cleaner, better-maintained City Centre

Question 3 asked respondents to rank initiatives to improve image by increasing the cleanliness and maintenance of the City Centre.

By far the most popular initiative amongst respondents was for 'improved street cleansing standards and monitoring'. There were no differences found by age or gender.

There were some other comments. Themes included educating and / or prosecuting people who litter and restarting the City's water features. (*Appendix 1: Table 5*)

**A cleaner, better-maintained City Centre: Ranked 1st**



**A cleaner, better-maintained City Centre**

	Ranked 1st		Ranked 2nd		Ranked 3rd	
	#	%	#	%	#	%
<b>Improved street cleansing standards and monitoring</b>	346	<b>44%</b>	161	<b>21%</b>	131	<b>17%</b>
<b>Zero-tolerance to graffiti and flyposting</b>	192	<b>25%</b>	151	<b>19%</b>	205	<b>27%</b>
<b>Improved maintenance including repair of street furniture, painting of light poles and litter bins</b>	125	<b>16%</b>	224	<b>29%</b>	157	<b>20%</b>
<b>Chewing gum removal service</b>	53	<b>7%</b>	124	<b>16%</b>	98	<b>13%</b>
<b>Commercial waste improvements</b>	54	<b>7%</b>	101	<b>13%</b>	149	<b>19%</b>
<b>Other (Please specify below)</b>	10	<b>1%</b>	14	<b>2%</b>	26	<b>3%</b>

#### 4.4 A more attractive City Centre

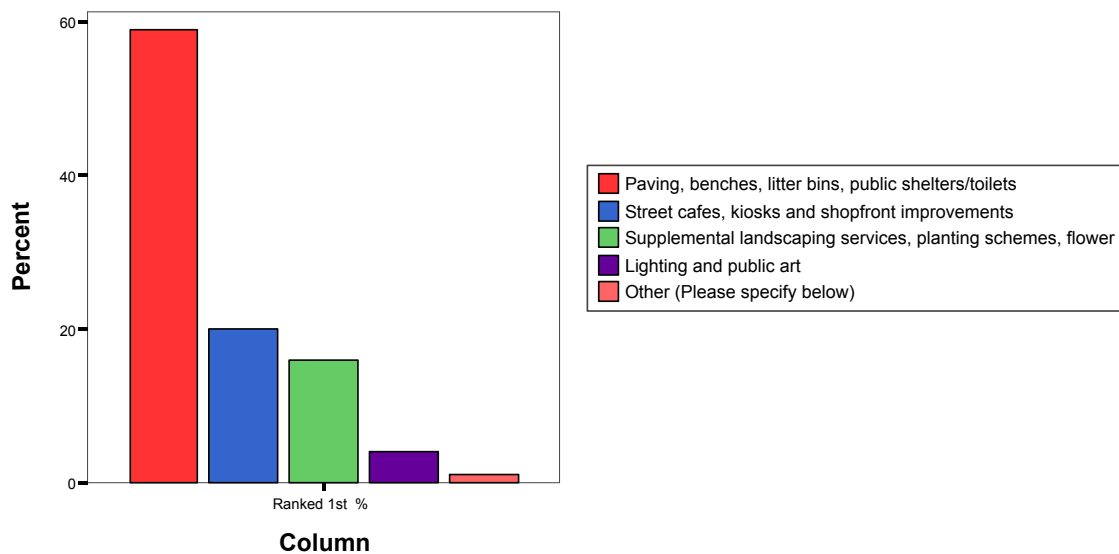
The questionnaire then asked for respondents to rank initiatives to improve amenities in the City Centre.

By far the most frequently chosen initiative was 'paving, benches, litter bins, public shelters / toilets', followed by 'street cafes, kiosks and shopfront improvements' and 'supplemental landscaping services, planting schemes, flower beds / hanging baskets'.

There were some differences between age groups, with younger people being more likely to support initiatives regarding 'street cafes, kiosks and shopfront improvements', and less likely to indicate 'paving, benches, litter bins, public shelters / toilets'. (*Appendix 1: Table 6*)

There were various other comments. (*Appendix 1: Table 7*)

**A more attractive City Centre: Ranked 1st**



**A more attractive City Centre: Ranking of initiatives**

	Ranked 1st		Ranked 2nd		Ranked 3rd	
	#	%	#	%	#	%
<b>Paving, benches, litter bins, public shelters/toilets</b>	474	59%	160	20%	110	14%
<b>Street cafes, kiosks and shopfront improvements</b>	158	20%	215	27%	275	36%
<b>Supplemental landscaping services, planting schemes, flower beds / hanging baskets</b>	126	16%	346	44%	176	23%
<b>Lighting and public art</b>	34	4%	68	9%	186	24%
<b>Other (Please specify below)</b>	9	1%	6	1%	26	3%

#### 4.5 A more welcoming and accessible City Centre

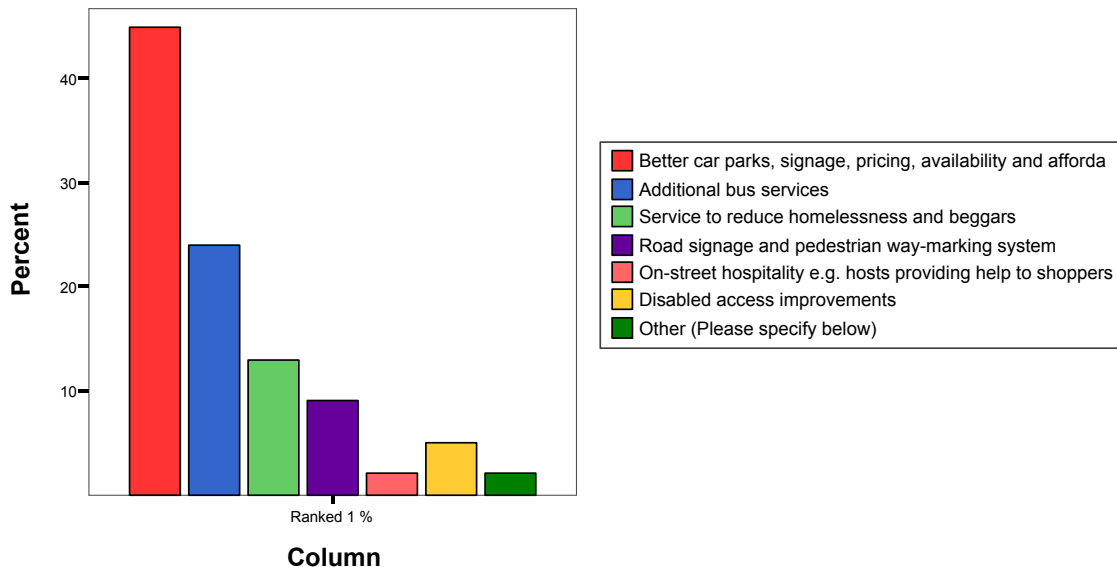
The fifth question asked respondents to pick three initiatives to improve transportation, access and parking in the City Centre.

The most popular initiative with respondents was for 'better car parks, signage, pricing, availability and affordability'. 'Additional bus services' and a 'service to reduce homelessness and beggars' were also popular with respondents.

There were differences by age, with those over 65 being more likely to want 'additional bus services' whereas the younger the respondent, the more likely to say '...car parks...' (Appendix 1: Table 8)

Some themes in other suggestions were for improved cycle access, more park and ride schemes and improvements to the bus station. (Appendix 1: Table 9)

##### A more welcoming and accessible City Centre: Ranked 1st



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**A more welcoming and accessible City Centre: ranked initiatives**

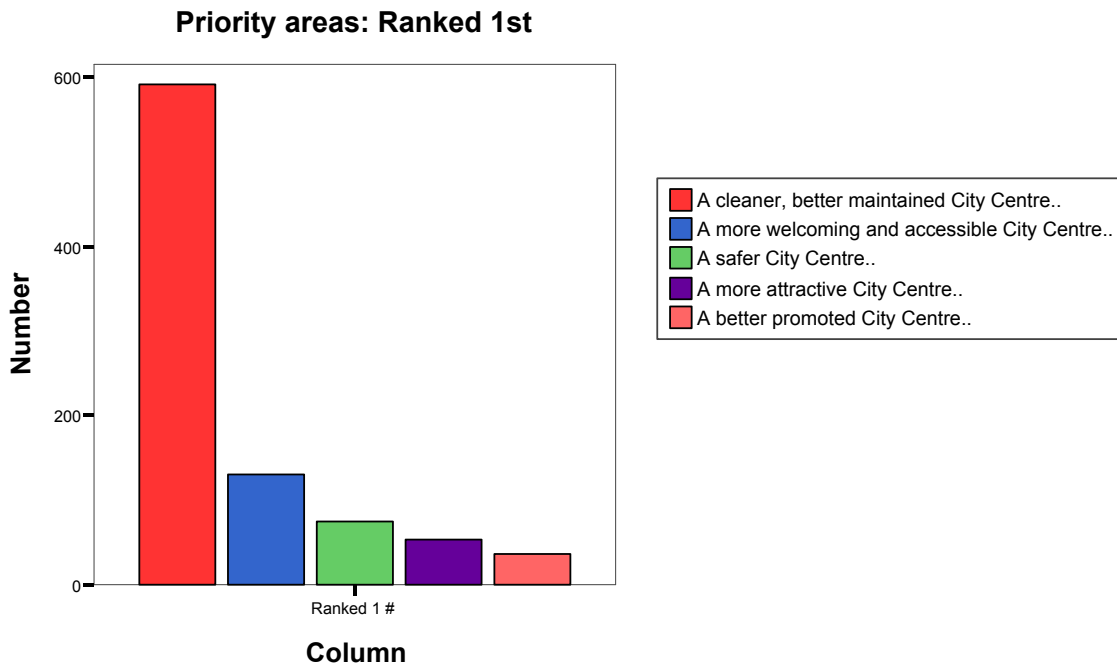
	Ranked 1		Ranked 2		Ranked 3	
	#	%	#	%	#	%
<b>Better car parks, signage, pricing, availability and affordability</b>	361	45%	223	28%	79	10%
<b>Additional bus services</b>	188	24%	100	13%	81	11%
<b>Service to reduce homelessness and beggars</b>	107	13%	215	27%	176	23%
<b>Road signage and pedestrian way-marking system</b>	68	9%	101	13%	113	15%
<b>On-street hospitality e.g. hosts providing help to shoppers</b>	13	2%	47	6%	60	8%
<b>Disabled access improvements</b>	42	5%	95	12%	218	29%
<b>Other (Please specify below)</b>	18	2%	6	1%	35	5%

#### 4.6 Overall ranking of priority areas

Respondents were then asked to rank in order of importance to them the five broad priority areas under which the initiatives come.

The area most frequently ranked 1<sup>st</sup> was 'a cleaner, better maintained City Centre'. The second most frequently chosen, 'a more welcoming and accessible City Centre', was also the most frequently ranked 2<sup>nd</sup>.

However, it is important to look at other ranks. For example 'a better promoted City Centre' had very few 'first preferences', but received almost as many second preferences as 'a more welcoming and accessible City Centre'.



#### Priority areas: Ranked

	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5
	#	#	#	#	#
<b>A cleaner, better maintained City Centre</b>	592	74	52	78	58
<b>A more welcoming and accessible City Centre</b>	129	257	123	216	128
<b>A safer City Centre</b>	74	193	178	267	271
<b>A more attractive City Centre</b>	53	165	228	230	310
<b>A better promoted City Centre</b>	35	249	371	138	189

#### **4.7 One initiative, service or facility to improve City Centre**

The last three questions were open questions, the first of which asked whether there was one initiative, service or facility that would improve the Plymouth City Centre shopping experience.

There were 800 replies to this question. Many of the initiatives were included in the survey. There were some suggestions that had not been mentioned previously e.g. a large, covered shopping mall.

#### **4.8 Like most about City Centre**

The next open question asked respondents to say what they liked most about the Plymouth City Centre shopping experience.

There were 655 replies to this question. The most popular themes were the compact, easily navigable and pedestrianised layout and the choice of shops.

#### **4.9 Like least about City Centre**

The final question asked respondents to say what they least liked about the Plymouth City Centre shopping experience.

There were 842 replies to this question. Many of the subjects had been covered in previous sections and covered themes such as car parks, cleanliness and safety.

*N.B. full tables of comments are found in the attached Excel document 'City Centre Comments 1*

## **Appendix 1: Tables**

**Table 1**

**'A better promoted City Centre: Ranked 1st' by 'Gender'**

		Gender		Total	
		Male	Female		
Ranked 1st	Major regional advertising campaigns	#	91	71	162
		%	22%	17%	19%
	City Centre events e.g. Motor Show	#	85	92	177
		%	20%	22%	21%
	Street entertainment programmes	#	43	67	110
		%	10%	16%	13%
	Special attractions e.g. sponsored BBQ	#	23	42	65
		%	5%	10%	8%
	Local press, radio and TV coverage	#	52	57	109
		%	12%	14%	13%
	Tourism initiatives	#	87	67	154
		%	21%	16%	18%
	Other (Please specify below)	#	38	26	64
		%	9%	6%	8%
<b>Total</b>	#	419	422	841	
	%	100%	100%	100%	

**Table 2**

**Other suggestions: A better promoted City Centre**

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**Other Ranked 1st**

25p bus fare for all destinations  
Arcade of smaller independent shops  
Better access of cheaper & more frequent shops  
Better class of shops  
Better more attractive parking  
Better quality shops & improve appearance of existing shops  
Better range of shops  
Better selection of shops  
Better selection of shops  
Better shopping in areas close to centre  
Better shops  
Better shops, access & become customer friendly  
  
Better variety of shops  
  
Better, cheaper parking  
Better/cheaper parking  
Car parking, more & cheaper  
Cater for tourists not students  
Cheap, convenient car parking  
Cheaper car parking  
Cheaper parking  
Cheaper parking  
Cheaper parking fees  
City centre shops map  
Clean it up  
Cleaner streets  
Cover in centre  
Covered shopping areas  
Covered streets  
Decent shops  
Easier parking  
Encourage attract better shops  
Free parking evenings/weekends  
Free/cheaper parking  
Indoor shopping  
International reputation  
Keep walkways clean/clear of cyclists & beggars

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Local offers  
lower prices  
Modernisation and better choice of shops  
More car parking  
More choice of shops  
More facilities for children  
More farmers markets  
More pleasant environment  
More street markets-local food  
More transport & cheaper (buses)  
More visible security - police  
Parking  
Prompt modernisation programme  
Reduce litter  
Reduce parking charges  
Reduce shop rents.  
Special Markets French / German  
Street cafes  
Tesco or other stores with free parking  
Tourism initiative/advertising worldwide  
Undercover shopping  
Variety of independent shops  
Water feature

**Other Ranked 2nd**

Advertising events in city centre  
Better range of shops  
Cheaper parking  
Close dockyard nuclear area  
Improved public transport  
Market stalls  
More covered walkways  
More farmers markets  
More pedestrian areas  
Participation in countrywide events

**Other Ranked 3rd**

All areas should be free of litter & clean  
Better quality small shops  
Better shops  
Brighten up the city  
Car parking

Plymouth City Council 'Points of View' – City Centre  
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Charitable events within the city  
Cheaper parking  
Covered areas  
Farmers market weekly?  
Free car parking  
Gardens properly maintained  
More big shops  
More specialised shops  
Out of shopping hours  
Outdoor markets  
Plymouth annual festival  
Promote events in building design/technology  
Sales  
Updating & undercover  
We only have 4 large supermarkets - not central

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Plymouth City Council 'Points of View' – City Centre  
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**Table 3**

**'A safer City Centre: Ranked 1st' by 'Age (Grouped)'**

		Age_5groups					Total	
		30 and under	31 to 44	45 to 64	65 to 74	75 and over		
Ranked 1st	Provision of additional retail police	#	15	59	79	29	25	207
		%	24%	27%	26%	24%	49%	27%
	Provision of dedicated retail operator in CCTV control room	#	16	34	59	35	9	153
		%	26%	16%	19%	29%	18%	20%
	Additional security lighting	#	7	22	16	8	3	56
		%	11%	10%	5%	7%	6%	7%
	Promotion of public awareness of crime prevention measures	#	7	16	35	8	3	69
		%	11%	7%	11%	7%	6%	9%
	Safer and more secure car parks	#	16	72	100	36	10	234
		%	26%	33%	33%	30%	20%	31%
	Other (Please specify below)	#	1	13	18	3	1	36
		%	2%	6%	6%	3%	2%	5%
<b>Total</b>	#	62	216	307	119	51	755	
	%	100%	100%	100%	100%	100%	100%	

**Table 4**

**Other suggestions: A safer City Centre**

**Other Ranked 1st**

- A more lived in city centre
- Access to city centre
- Ban alcohol except for bars/outdoor bars
- CCTV all over city centre
- Crackdown on criminal activities
- Enclosed centre, feels safer
- Evening activity in the centre
- Exclusion of troublemakers
- Fewer pubs in shopping centre-control drunken behaviour
- Get rid of underpasses
- Improved pedestrian crossings
- More bobbies on the beat, less in office
- More CCTV
- More CCTV

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More people living in the city centre  
More police on beat  
More police on beat, not only in centre  
More police on foot  
More police on the beat  
More police on the beat  
More police on the beat am & pm  
More police patrols  
More policing  
More visible police presence  
Patrol of police  
Police on foot patrols  
Police on foot, not in cars  
Police on the beat  
Police patrols  
Police Patrols  
Police presence on foot  
Reduction of asylum seekers  
Stronger police presence  
Visible police on foot  
Visible police presence  
Visible/approachable police presence

**Other Ranked 2nd**

Making subways safer  
More police on streets  
More police on view  
More police walking the streets  
More shopping malls  
No cycling in pedestrian areas  
No pedestrian crossing over royal parade underpass!  
Police to move gangs of youths  
Security exit barriers in car parks-pay as you leave  
Visible police  
Woman only parking levels

**Other Ranked 3rd**

Control of entrances/exits  
Get rid of dark, unsafe underpasses i.e. Drakes Circus  
Increase residential accommodation in city  
Increased residential property with city centre

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Less rubbish  
More CCTV cameras  
more police foot patrols  
More police on foot  
More police on the beat  
More police on the beat  
More police presence on the streets  
More visible beat policeman  
More visible police presence  
Paint it! Clean it! Make it a nice place to be.  
Parking  
Police attendance  
Police office/portacabin  
Police on the beat  
Police presence  
Reduce gangs causing trouble  
Reduce number of pubs and bars  
Visible police presence  
Visible policing  
Zero tolerance of drunken behaviour

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**Table 5**

**Other suggestions: A cleaner, better-maintained City Centre**

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**Other Ranked 1st**

Additional litter bins  
Ban skateboarding/roller skating  
Educate people to not throw litter  
Fewer pubs in shopping centre  
Make retailers more responsible  
Modernise/repair buildings  
Provide more litter bins  
Re-instatement of water features  
Rubbish disposal on daily basis  
Zero tolerance and dog fouling.

**Other Ranked 2nd**

Dog waste bins  
Encourage positive graffiti  
Fine fast food owners per wrapper on floor  
Fines for throwing litter on floor  
Flower beds etc kept clean  
Keep empty buildings clean & presentable  
Monitoring fast food outlets  
More street cleaning  
No beggars sitting around  
Painting/maintenance of buildings  
Pavements  
Penalise skateboarders who cause damage & ignore signs  
Repair damage by skate boarding  
Takeaway venues to provide refuse collectors

**Other Ranked 3rd**

100% pedestrianisation  
Address gull/pigeon problem  
CCTV in Southway shops car park  
Clean the blackened buildings  
Educate people to take their rubbish home  
Educate public not to throw litter  
Enforcement of litter act  
Fines for littering

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Get rid of the starlings  
Kiddy fun bins  
Litter prosecutions  
Litter wardens with £50 fine for offenders  
Make food outlet responsible for own area  
More bins  
More bins needed  
More cleaners  
More litter bins  
More public, visible recycling facilities  
No cycling on pavements  
Prosecution of offenders who litter  
Remove beggars  
Frequent bin emptying  
Running of water feature  
Sell it to a professional commercial property company  
Water features in town look rundown  
Zero tolerance of litterbugs

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Plymouth City Council 'Points of View' – City Centre  
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**Table 6**

**'A more attractive City Centre: Ranked 1st' by 'Age (Grouped)'**

		Age_5groups					Total	
		30 and under	31 to 44	45 to 64	65 to 74	75 and over		
Ranked 1st	Paving, benches, litter bins, public shelters/toilets	#	38	105	187	92	36	458
		%	58%	48%	59%	75%	69%	59%
	Supplemental landscaping services, planting schemes, flower	#	6	39	51	16	10	122
		%	9%	18%	16%	13%	19%	16%
	Street cafes, kiosks and shopfront improvements	#	17	60	64	9	4	154
		%	26%	28%	20%	7%	8%	20%
	Lighting and public art	#	3	13	10	4	2	32
		%	5%	6%	3%	3%	4%	4%
	Other (Please specify below)	#	1	1	5	2	0	9
		%	2%	0%	2%	2%	0%	1%
	<b>Total</b>	#	65	218	317	123	52	775
		%	100%	100%	100%	100%	100%	100%

**Table 7**

Other Ranked 1st
A new shopping centre as in 1g
Better car parks
Enhance Armada Way features
Restart the water feature in armada way
Sheltered square with cafes
Toilets more needed
Other Ranked 2nd
Ashtrays on litter bins
Ban skate boarding
Consult residents on changes
More attractive architecture
Trees
Water features operational & clean
Other Ranked 3rd
Adverts to stop people littering

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Better signposting  
Character buildings  
Cleanliness  
Covered walkways  
Creation of green spaces & planting  
Develop local character & business  
Divide some shops to make smaller units & more public toilets  
Empty litter bins more often  
Free car parks  
Get rid of all concrete  
Lighting in subways  
More covered areas  
More open market stalls  
More seats for old people  
More specialised shops  
More up to date flowers in bloom  
Pedestrianisation  
Remove all cobble stone for disabled transport  
Royal Parade planters need better planting  
Some place safe to get help  
Street theatre  
Tidy up city centre  
Under cover shopping  
Upkeep of pavement  
Variety of shops

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**Table 8**

**'A more welcoming and accessible City Centre: Ranked 1st' by 'Age (Grouped)**

		Age_5groups					Total	
		30 and under	31 to 44	45 to 64	65 to 74	75 and over		
	<b>Additional bus services</b>	#	6	51	62	42	19	180
		%	9%	23%	20%	34%	35%	23%
<b>Ranked 1st</b>	<b>Road signage and pedestrian way-marking system</b>	#	8	12	33	10	4	67
		%	12%	6%	11%	8%	7%	9%
	<b>Better car parks, signage, pricing, availability and affordability</b>	#	36	115	133	48	17	349
		%	55%	53%	43%	39%	31%	45%
	<b>On-street hospitality e.g. hosts providing help to shoppers</b>	#	2	3	6	1	0	12
		%	3%	1%	2%	1%	0%	2%
	<b>Service to reduce homelessness and beggars</b>	#	11	21	48	13	12	105
		%	17%	10%	15%	11%	22%	14%
	<b>Disabled access improvements</b>	#	0	10	20	8	3	41
		%	0%	5%	6%	7%	5%	5%
	<b>Other (Please specify below)</b>	#	2	6	8	1	0	17
		%	3%	3%	3%	1%	0%	2%
<b>Total</b>		#	65	218	310	123	55	771
		%	100%	100%	100%	100%	100%	100%

**Table 9**

**Other Ranked 1st**

Attractive safe bus depot  
 Better quality buses  
 Bus timetables  
 Cycle access  
 Free evening parking  
 I'm disabled very tiresome getting into the bus station  
 Lifts in all shops  
 Make completely car free  
 More car parks  
 More facilities for cycles, more cycle lanes  
 More pedestrianised city centre  
 More toilets  
 New bus station  
 Overhead monorail/moving walkway along Cornwall ST  
 Parent & child access

Pedestrian crossings

Re-introduce free parking eve & Sundays

Shops signposted

**Other Ranked 2nd**

Access for pushchairs

Additional park & ride

Better architecture

Cheaper park & ride

Park & ride

Removal of illegally parked vehicles

**Other Ranked 3rd**

**A first class bus station**

Access to upstairs of shops with pushchairs

Alternative travel

Ban skateboards

Better park & ride facilities

Better parking facilities

Better toilets

Clearer road signs to park & ride

Cycle parking

Drop car park charges in evening

Encourage park & ride

Erect large LCD TV screens at gateway to city with local headlines + stockmarket index figures

Extend pedestrianised area

Improve out of city parking facilities

Improve/clean underpasses

Improved pedestrianisation

Increase park & rides

Limited vehicle access

Make driving visitors welcome

Mono rail system

More affordable bus services

More cycle lanes in city centre

More park & ride

More safe cycle routes

Only emergency vehicles on pedestrian areas

Park and ride from Plymstock

Reduce fares for people going to work

Plymouth City Council 'Points of View' – City Centre  
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Reliable bus service

Removal of skate boarding nuisance

Remove Bretonside bus station

Service to home the homeless

Short parking

Tram style system

Zero tolerance

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## **Appendix 2: Questionnaire**

# Plymouth Points of View



Please return your completed questionnaire by **27th February 2004** in the envelope provided.

Welcome to the fourth 'Points of View' survey.

This survey asks your opinions on the following services:

- City Centre
- Elections
- Life in Plymouth for the over 60s
- Plymouth Hospitals NHS Trust

*Remember what you say remains completely confidential and individuals will not be identifiable in any results.*

Please return your completed survey in the freepost envelope provided by 27th February 2004.

We look forward to receiving your survey and thank you for your participation.

If you have misplaced your envelope please return to:

**Marketing Means**  
FREEPOST  
(SWB30924)  
Newton Abbot  
TQ13 7ZZ

If you have any queries regarding *Points of View* questionnaire please contact us on: 0800 8494019 quoting the reference below:

## 'Helpful Hints' to complete the survey:

We have placed some guidance symbols to help you complete this survey.

Descriptions of the symbols are as follows:



### Information Point

*Where you see this sign, there is some information you need to know about the next question.*



### Go to Point


*Depending on your answer, please follow the instruction about which question to go to next.*



### Question Instruction

*Please follow the instruction on how to answer the question.*

# ABOUT CITY CENTRE

 It is proposed by Plymouth City Centre Partnership that extra services and activities be provided in Plymouth City Centre's shopping precinct to enhance the shopping experience.

In this section of the survey, you are going to be asked to help decide where limited money should be spent to make the City Centre a better place to shop and visit. This does not include the separate plans to improve the range and quality of the shops on offer.

## What would make you happier to shop in Plymouth City Centre?

For each of the following 5 questions please list the **3** most important initiatives, where **1**= most important, **2** = second most important, and **3** = third most important.  
PLEASE SELECT ONLY **3** INITIATIVES FOR EACH QUESTION.

### 1. A better promoted City Centre

– initiatives to promote the city centre and create a positive image

 Please tick three only

- a) Major regional advertising campaigns .....  1
- b) City Centre events e.g. Motor Show .....  2
- c) Street entertainment programmes .....  3
- d) Special attractions e.g. sponsored BBQ .....  4
- e) Local press, radio and TV coverage .....  5
- f) Tourism initiatives .....  6
- g) Other (Please specify) \_\_\_\_\_  7

### 2. A safer City Centre

– initiatives to enhance security, the perception of safety and help reduce crime

 Please tick three only

- a) Provision of additional retail police .....  1
- b) Provision of dedicated retail operator in CCTV control room .....  2
- c) Additional security lighting .....  3
- d) Promotion of public awareness of crime prevention measures .....  4
- e) Safer and more secure car parks .....  5
- f) Other (Please specify) \_\_\_\_\_  6

### 3. A cleaner, better-maintained City Centre

– initiatives to improve image by increasing the cleanliness and maintenance

 Please tick three only

- a) Improved street cleansing standards and monitoring .....  1
- b) Improved maintenance including repair of street furniture, painting of light poles, and litter bins. ....  2
- c) Chewing gum removal service .....  3
- d) Zero-tolerance to graffiti and flyposting .....  4
- e) Commercial waste improvements .....  5
- f) Other (Please specify) \_\_\_\_\_  6

**4. A more attractive City Centre**

– capital initiatives to improve amenities

 Please tick three only

- a) Paving, benches, litter bins, public shelters/toilets .....  1
- b) Supplemental landscaping services, planting schemes, flower beds/hanging baskets ...  2
- c) Street cafes, kiosks and shopfront improvements .....  3
- d) Lighting and public art .....  4
- e) Other (Please specify) \_\_\_\_\_  5

**5. A more welcoming and accessible City Centre**

– initiatives to improve transportation, access and parking

 Please tick three only

- a) Additional bus services .....  1
- b) Road signage and pedestrian way-marking system .....  2
- c) Better car parks, signage, pricing, availability and affordability .....  3
- d) On-street hospitality e.g. hosts providing help to shoppers .....  4
- e) Service to reduce homelessness and beggars .....  5
- f) Disabled access improvements .....  6
- g) Other (Please specify) \_\_\_\_\_  7

**6. Please prioritise, in order of importance, the following five areas for the initiatives to address**

 (where 1 = highest priority and 5 = lowest priority)

- A better promoted City Centre .....  1
- A more attractive City Centre .....  2
- A safer City Centre .....  3
- A more welcoming and accessible City Centre .....  4
- A cleaner, better maintained City Centre .....  5

**7. If you could choose one initiative, service or facility to improve Plymouth City Centre shopping experience what would it be?**

 Please write in

\_\_\_\_\_

**8. What, if anything, do you like most about Plymouth City Centre shopping experience?**

 Please write in

\_\_\_\_\_

**9. What, if anything, do you like least about Plymouth City Centre shopping experience?**

 Please write in

\_\_\_\_\_