

**Wisbech Market Place Consultation
January 2010
Appendix A
CCC Survey Summary**

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1 Introduction

Cambridgeshire County Council and Fenland District Council conducted a survey in Wisbech to explore local views on proposed plans for the Market Place. Using quantitative and qualitative methods, residents, shoppers, blue badge holders and businesses were asked their views at road shows about the plans. The survey was also available online on the Fenland District Council and Cambridgeshire County Council websites.

Cambridgeshire County Council and Fenland District Council also commissioned CELLO mruk research, an independent market research organisation, to conduct a telephone survey with businesses in Wisbech.

This report summarises the findings from both surveys.

2 Research Background

Two options have been developed for the future of Wisbech market place. The survey aimed to establish views on each option and which option respondents prefer.

Option 1

Access to the market place will be by foot.

Access for vehicles will be restricted to residents with off-street parking rights, delivery drivers and emergency vehicles by signs and physical barriers.

The parking for blue badge holders at one end of the market place will be unchanged and additional parking will be provided in some nearby streets. There will be no parking on the market place.

Option 2

The Horsefair side of the market place will be closed to traffic.

On non-market days, shoppers will be able to park on the south side of the market place. There will be one-hour parking bays on the south side of the market place, which people will have to pay for.

There will be the same parking for blue badge holders at one end of the Market Place as there is at the moment, but these spaces will also be restricted to one hour. Additional blue badge parking will be provided in some nearby streets.

Delivery drivers will be able to park on the south side of the market place in unloading bays. Evening parking will be free.

During market and event days there will be no access for general vehicles, including delivery drivers.

Both sides of the market place will stay closed to traffic, keeping this area reserved for pedestrians.

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3 Methodology

Cambridgeshire County Council and Fenland District Council developed the questionnaire in response to the needs outlined by the steering group for consultation on the plans. The consultation was carried out using qualitative and quantitative methods; with data gathered across a range of formats, including internet-based survey, road shows and telephone interviews.

Response

A total of 353 respondents completed the online survey (86%) and 410 took part.

A total of 44 interviews were achieved in the MRUK survey of businesses. This is a response rate of 47%.

5 Notes to Percentages

Throughout this report, the figures show the results as percentages. Base numbers are shown where appropriate. Percentages are in most cases rounded to the nearest whole number, and for this reason may not in all cases add exactly to 100.

In the figures and tables, respondents who answered 'don't know' are excluded and we have excluded those who were not eligible to respond to a particular question.

5 Groups Consulted

The steering group needed to identify the concerns of different market place users, so respondents were identified at the beginning of the survey as a member of one of the following groups:

Shoppers (76%)
Business owners (3%)
Workers (4%)
Residents (7%)
Blue Badge holders and their carers (9%)

Where individual respondents have completed the survey twice, as a member of two different groups, such as a blue badge holder and a business owner, these responses were held to be valid. Other multiple entries were not held valid.

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6 Group-specific Questions

Some questions were tailored to specific groups, in order to identify specific concerns relevant to that group.

Your views as a shopper

Question 4: Would either of these options make you feel safer when walking around the market place?

Answer Options	Response Percent	Response Count
Option 1 – the general public would not be able to park or drive into the central market area.	53.3%	162
Option 2 – the general public would not be able to park in the Horsefair side of the central market area, but there would be paid parking on non-market days on the south side.	39.1%	119
Both	2.0%	6
Neither	5.6%	17
<i>answered question</i>		304
<i>skipped question</i>		35

Question 5: Would either of these options affect your decision to shop in Wisbech?

Encourage you to shop	Discourage you from shopping	No difference to your shopping	Response Count
Option 2 150	80	41	271
Option1 117	92	34	243

Question 6: Would either of these options make your shopping experience more convenient?

Answer Options	Response Percent	Response Count
Option 1 - the general public would not be able to drive or park in the central market area.	50.3%	153
Option 2 – the general public would not be able to drive or park in the Horsefair side of the central market area, but they would still be able to in the south side on non-market days.	40.1%	122
Both	1.6%	5
Neither	7.9%	24
<i>answered question</i>		304
<i>skipped question</i>		35

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Your views as a business

Question 7: Do you have Saturday deliveries made to you between 8am and 4pm? Business Responses: 80% yes 20% no

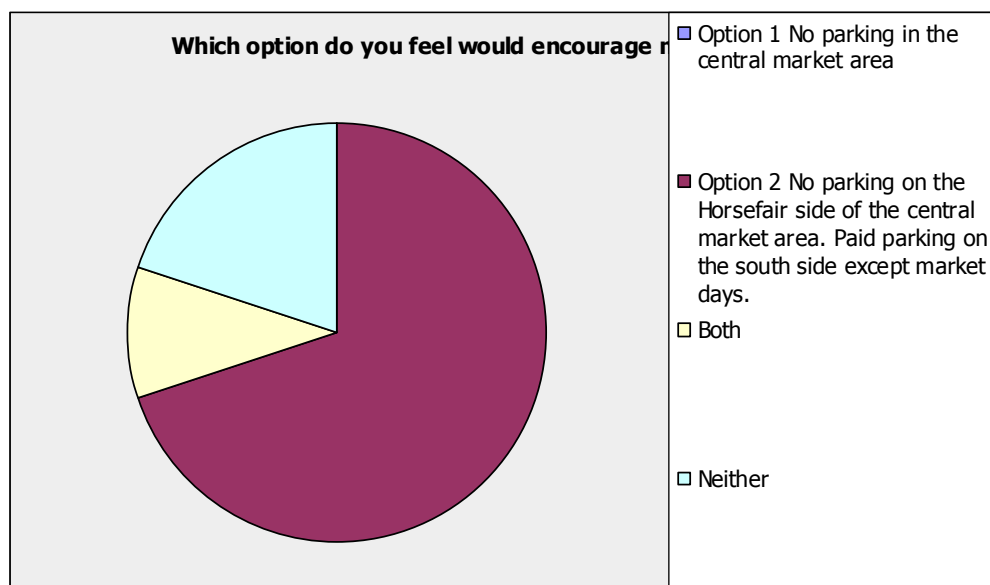


Question 8: If you answered yes, would it be possible to change your delivery times to before 8am or after 4pm? Business Responses: 100% no

Question 9: Which option do you feel would encourage more shoppers?

Answer Options	Response Percent	Response Count
Option 1 No parking in the central market area	0.0%	0
Option 2 No parking on the Horsefair side of the central market area. Paid parking on the south side except market days.	70.0%	7
Both	10.0%	1
Neither	20.0%	2

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Your views as a delivery driver

There was only one delivery driver response.

Q10. Do you make a Saturday delivery to the area between 8am and 4pm?
Yes.

Q11. If you answered yes, would it be possible to change your delivery time to before 8am or after 4pm? No.

Q12. What type of vehicle do you use to make deliveries? A light goods vehicle.

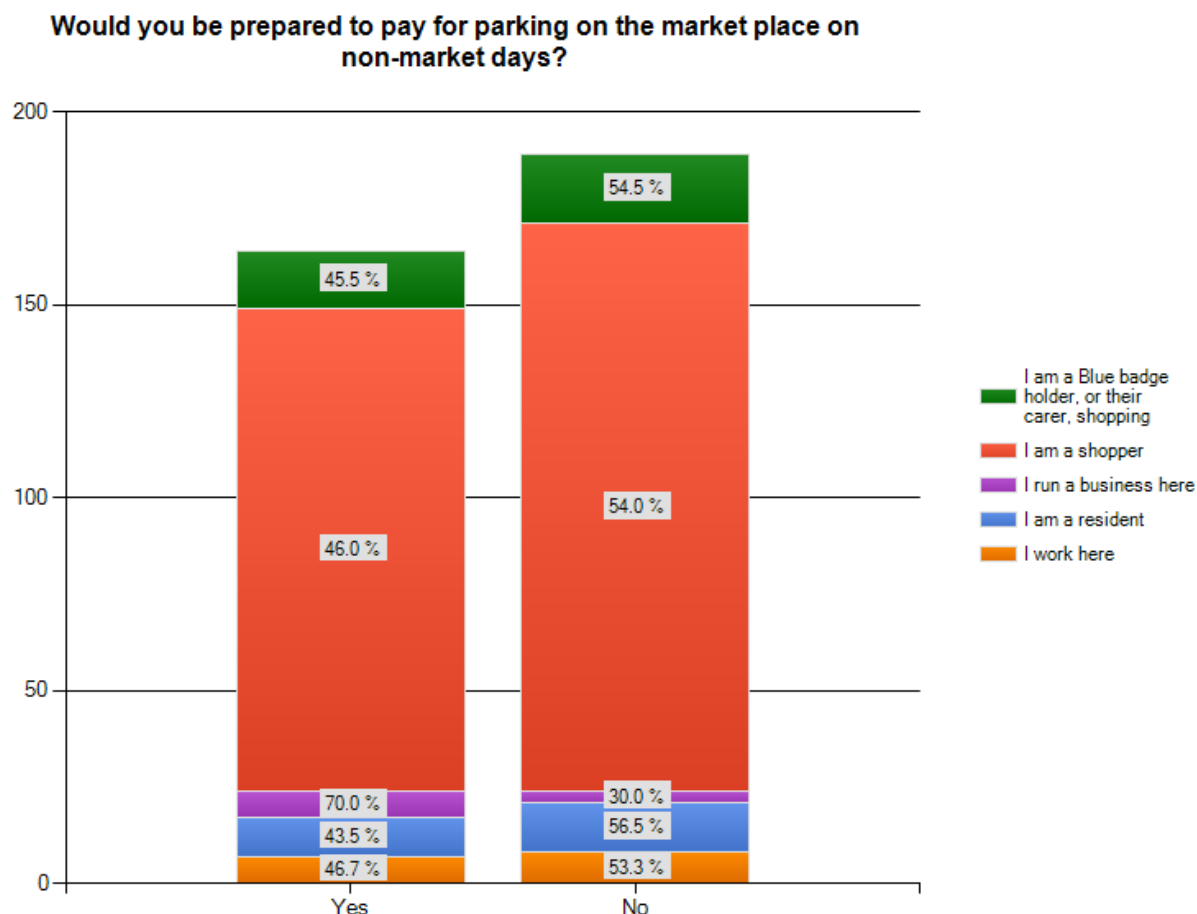
Your views as a blue badge holder or their driver

Q13. As a Blue badge holder or a driver of a blue badge holder, which option would you prefer? 46% Option 1; 54% Option 2.

Q14. As a blue badge holder or a driver of a blue badge holder, would you like to see improved Shopmobility made available? 91% Yes, 9% No.

7 Group Comparison – Views on Options

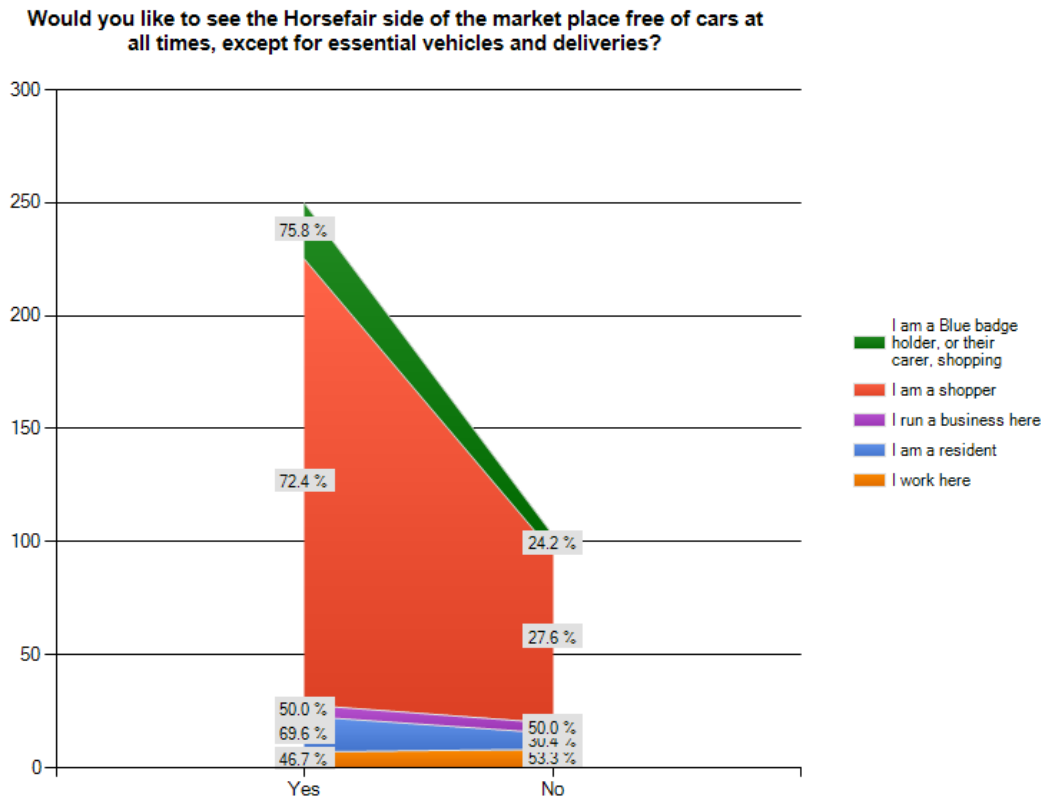
Q15. Would you be prepared to pay for parking on the market place on non-market days?



Many businesses were against Option 1 (no parking on the market place), and 70% of them were prepared to pay for parking on the market place in order to avoid Option 1. 45.5% of blue badge holders were prepared to pay for parking on the market place, but many blue badge holders expressed concerns about a one-hour restriction as they felt this was not long enough to realistically complete their shopping.

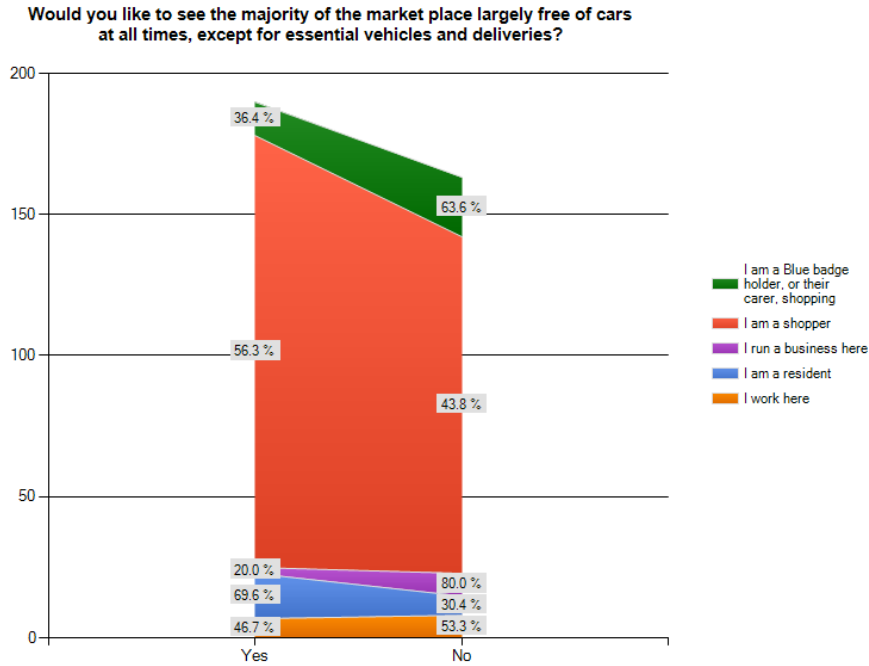
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Q16. Would you like to see the Horsefair side of the market place free of cars at all times, except for essential vehicles and deliveries? This represents Option 1.



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Q17. Would you like to see the majority of the market place largely free of cars at all times, except for essential vehicles and deliveries? This represents Option 2.



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Q18. Please rate your feelings about each of the two options:

Have your say about wisbech market place							
Please rate your feelings about each of the two options:							
		I use the market place most often because:					
		I work here	I am a resident	I run a business here	I am a shopper	I am a Blue badge holder, or their carer, shopping	Response Totals
Option 1	Very satisfied	26.7% (4)	30.4% (7)	0.0% (0)	41.5% (113)	15.2% (5)	129
	Satisfied	13.3% (2)	17.4% (4)	10.0% (1)	10.7% (29)	24.2% (8)	44
	Dissatisfied	6.7% (1)	26.1% (6)	30.0% (3)	11.8% (32)	18.2% (6)	48
	Very dissatisfied	53.3% (8)	26.1% (6)	60.0% (6)	36.0% (98)	42.4% (14)	132
	rating average	2.87 (15)	2.48 (23)	3.50 (10)	2.42 (272)	2.88 (33)	2.52 (353)
Option 2	Very satisfied	33.3% (5)	26.1% (6)	30.0% (3)	25.0% (68)	9.1% (3)	85
	Satisfied	26.7% (4)	30.4% (7)	50.0% (5)	23.2% (63)	39.4% (13)	92
	Dissatisfied	20.0% (3)	8.7% (2)	20.0% (2)	16.2% (44)	24.2% (8)	59
	Very dissatisfied	20.0% (3)	34.8% (8)	0.0% (0)	35.7% (97)	27.3% (9)	117
	rating average	2.27 (15)	2.52 (23)	1.90 (10)	2.63 (272)	2.70 (33)	2.59 (353)
<i>answered question</i>		15	23	10	272	33	353
<i>skipped question</i>							51

37% of respondents who expressed an opinion about Option 1 were very satisfied with it.

13% of respondents who expressed an opinion about Option 1 were satisfied with it.

14% of respondents who expressed an opinion about Option 1 were dissatisfied satisfied with it.

37% of respondents who expressed an opinion about Option 1 were very dissatisfied with it.

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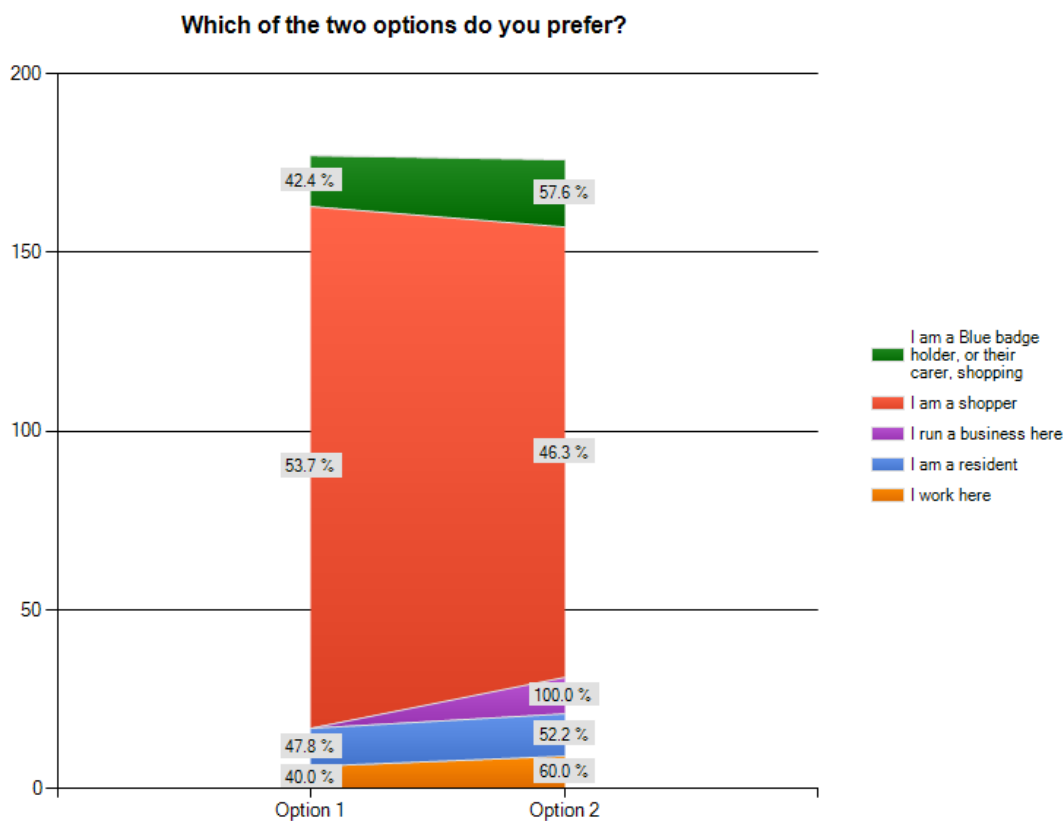
24% of respondents who expressed an opinion about Option 2 were very satisfied with it.

26% of respondents who expressed an opinion about Option 2 were satisfied with it.

16% of respondents who expressed an opinion about Option 2 were dissatisfied satisfied with it.

33% of respondents who expressed an opinion about Option 2 were very dissatisfied with it.

Q19. Which of the two options do you prefer?



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7 Further Comments

Respondents were asked if they had any specific concerns with either option proposed. 172 respondents had no concerns; 181 respondents raised concerns.

Common concerns that were raised included:

- Concern that nothing has been done
- Concern that the consultation results will be ignored
- Concerns about safety for pedestrians
- Concerns about loss of business
- Concerns about workability of the options
- Concerns about enforcing parking laws
- Concern for disabled residents where time restrictions might apply to parking.
- Concern about access for deliveries

8 Summary

Both options evoked strong views, with different groups favouring different aspects of either option.

In the wider survey, there was an exact 50% divide between the two options in terms of numbers of respondents. However, Option 2 was preferred by a greater percentage of all groups except shoppers.

Option 1 Preference

- 54% of shoppers preferred this.
- 42% of blue badge holders.
- 0% of businesses
- 40% of workers
- 48% of residents

Option 2 Preference

- 46% of shoppers preferred this.
- 58% of blue badge holders.
- 100% of businesses.
- 60% of workers.
- 52% of residents.

In the MRUK report, the preferred option for businesses was again Option 2 (68%). A third supported Option 1 (32%).

Ratings of options

Another indication of a slightly stronger preference was given in the ratings of the two options by the different groups.

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Here, 42% of blue badge holders were strongly dissatisfied with Option 1, whereas 39% were satisfied with Option 2. 60% of businesses were strongly dissatisfied with Option 1 and 50% were satisfied with Option 2. However, 42% of shoppers were very satisfied with Option 1 and 36% were very dissatisfied with Option 2.

Shoppers, the larger group, have a stronger preference for Option 1, and a higher percentage of all the other groups show preference for Option 2.

Overall, 36% of all respondents were very satisfied with Option 1, and 38% were very dissatisfied, while 24% were very satisfied with Option 2 and 33% very dissatisfied with this.

Perception Gap

One interesting finding in the survey shows that there appears to be a slight perception gap between businesses and their customers, where businesses had raised concerns that Option 1 might discourage shoppers. 55% of shoppers who expressed an opinion on Option 1 felt that this option would encourage them to shop in the market place or (15%) make no difference. 30% felt this option would discourage them. 48.1% of shoppers who expressed an opinion on Option 2 felt that this option would encourage them to shop in the market place or (14%) make no difference. 38% felt this option would discourage them.

70% of businesses felt that Option 2 would encourage more shoppers, 10% felt both options would attract more shoppers and 10% felt that neither option would be attractive to shoppers. This was further borne out by the MRUK survey, which found that over half the respondents said Option 2 would encourage more shoppers (55%). A quarter of businesses said Option 1 (27%) and the remaining 18% did not think either option would encourage shoppers.

Conclusion

In conclusion, there is not a clear numerical preference for either option, until the MRUK results are combined with the wider survey, when there is a slight lead of 13 respondents who preferred Option 1, bringing the total to 192 in favour, while 27 respondents preferred Option 2, bringing the total to 206 people. With these combined (398 respondents), there is a slight (52%) lead in favour of Option 2.