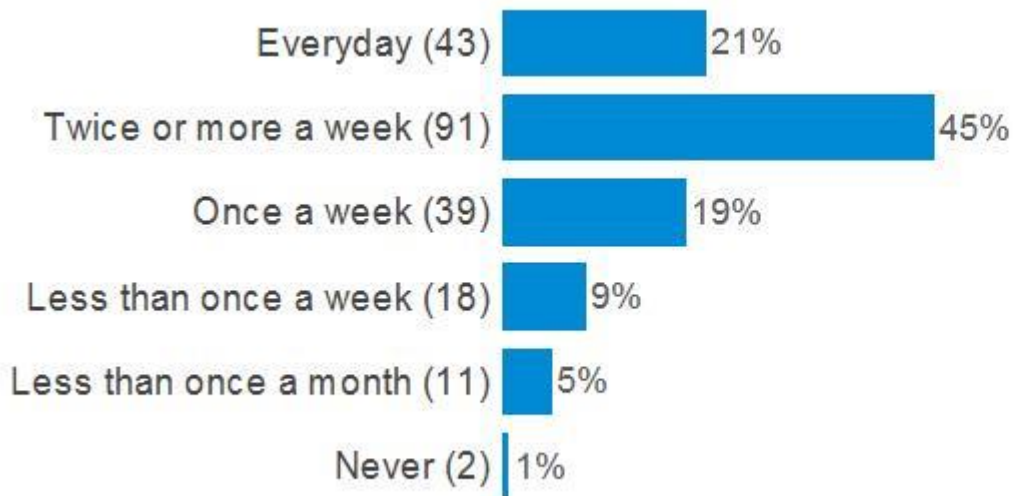


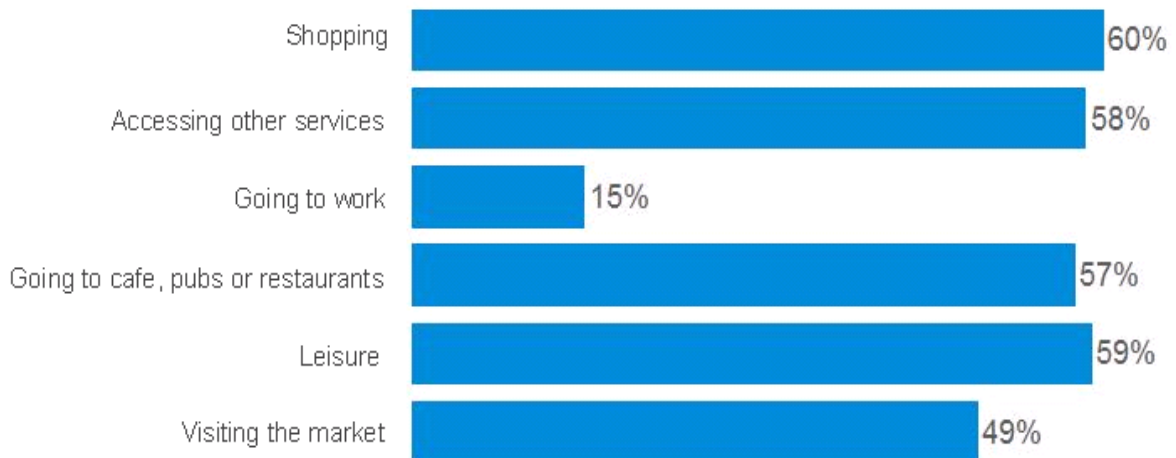
APPENDIX B

This report was generated on 12/05/15.
A filter of 'All Respondents' has been applied to the data.
The following charts are restricted to the top 12 codes.

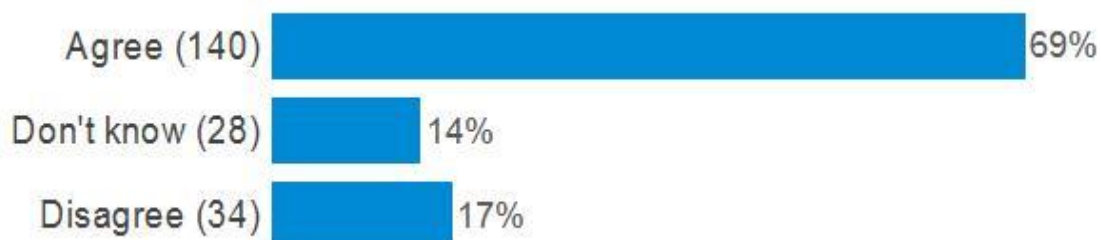
Q1 How often do you visit Haverhill town centre?



Q2 What do you normally do in the town centre (tick all that apply)?



Q3 Have the town centre strengths and weaknesses been summarised appropriately (see extract from page 11 of the Issues and Options report below)?



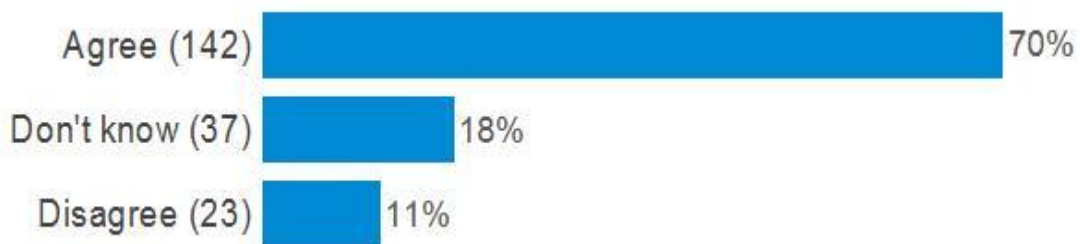
Q4a High Street spine - consisting of Queen Street, Market Hill, High Street and the alleyways and local streets that connect the High Street environment with the car parks, bus interchange and key destinations (i.e. Leisure centre/retail stores).

The focus is to understand how traffic, pedestrians, cyclists, car park users, bus users, etc use the High Street spine and consider ways of improving both the movement and place functions.



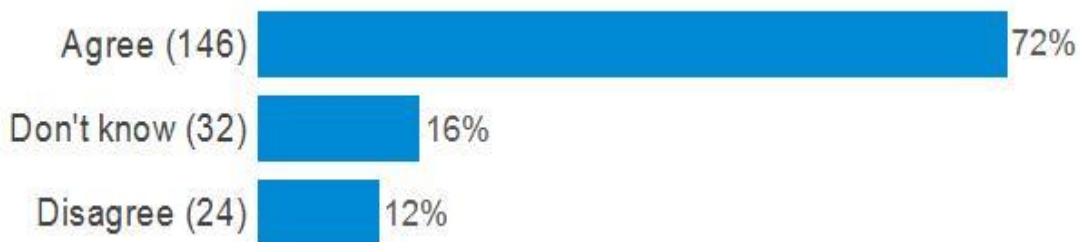
Q4b Street circulation pattern - this shows general vehicle circulation around the town, whether this is through traffic or destination traffic. Closely associated with general traffic circulation is the strategic routes that provide the connections to the surrounding towns and villages in Suffolk.

The objective is to understand the pattern and/or complexity of movement across the different means of transport and see how any issues can be tackled using a hierarchy of user priority with pedestrians and cyclists on top.



Q4c One-way streets - the town centre has a one-way system in and around the High Street which provides a number of different transport and access functions, like restricting northbound movement. But the one-way system can also distort peoples' overall image and perception of this important part of the town centre.

The objective will be to understand the benefits of this traffic device and to examine the extent to which this particular system is valid, necessary and/or desirable in the future.



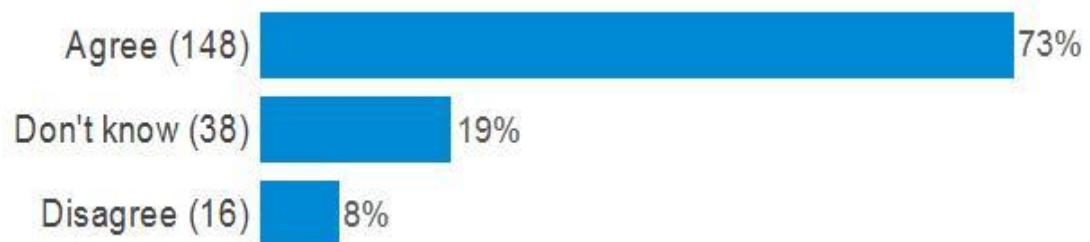
Q4d Interchange - the town centre bus station/interchange provides connections to bus services in the wider area and has some passenger waiting facilities.

The aim will be to see whether future enhancements are required to the existing facilities and how any improvements can be made to better integrate the bus interchange with its surroundings. This relates to the connections across Ehringshausen Way and the walkways/alleyways that link the High Street area.

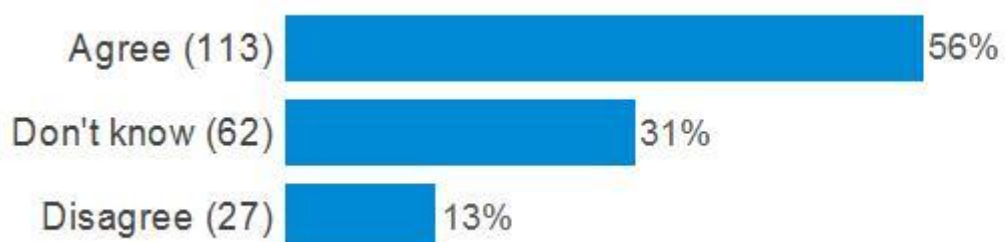


Q4e Long stay and short stay parking - the town currently has plenty of surface car parks that provide a good level of parking across the town.

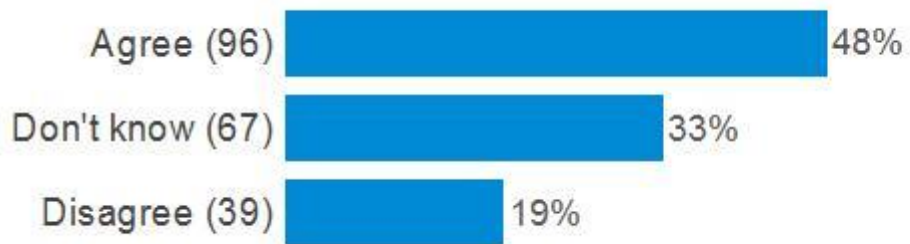
The accessibility, and general capacity/demand for car parking will need to be considered in the event that some car parks are redeveloped.



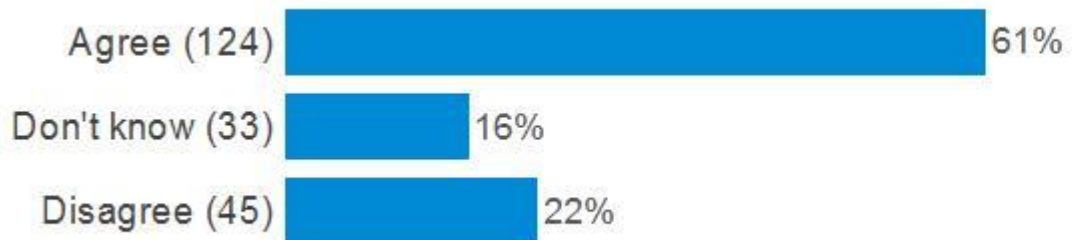
Q5a There is a strong supply of affordable employment land and development opportunities for new businesses.



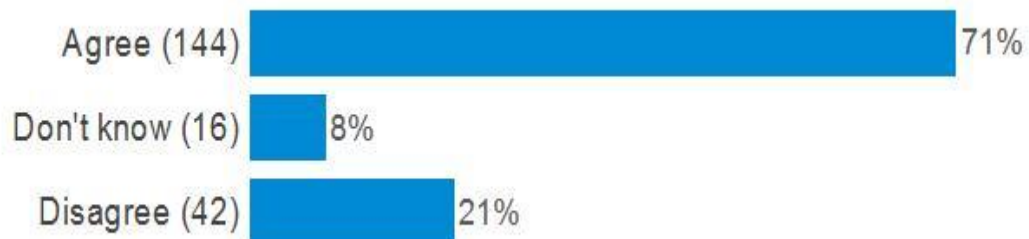
Q5b There is a local skilled and relatively young workforce.



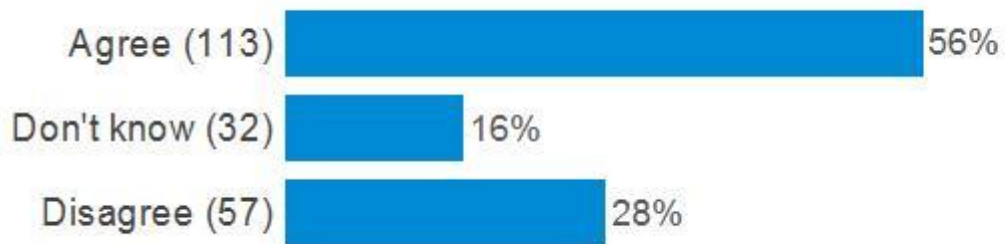
Q5c There is clear potential for housing growth.



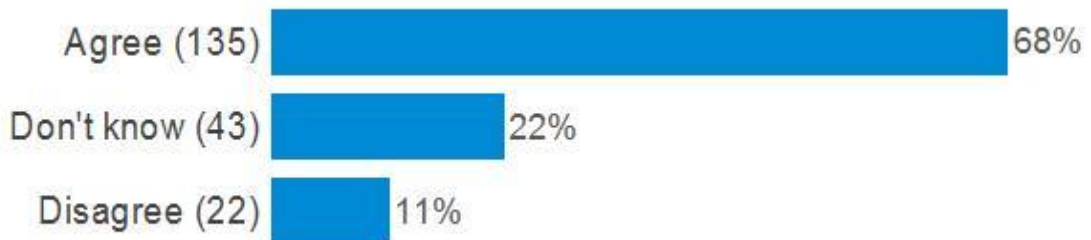
Q5d There is good proximity to key infrastructure - M11, Stansted and Cambridge.



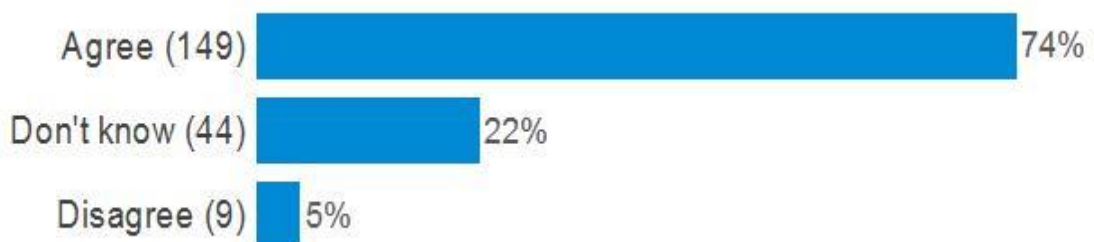
Q5e There is evidence of recent investment.



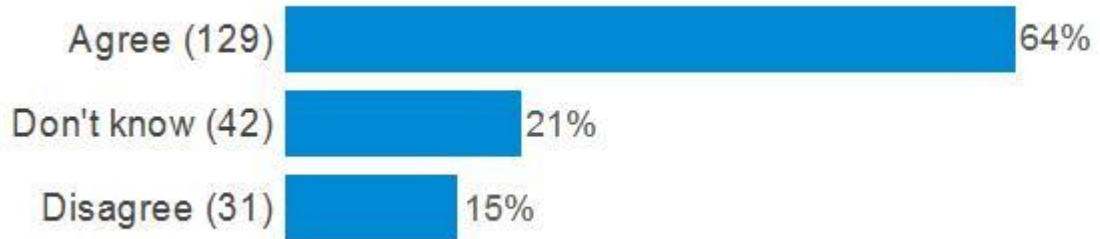
Q5f There is an appetite for change and sustainable development.



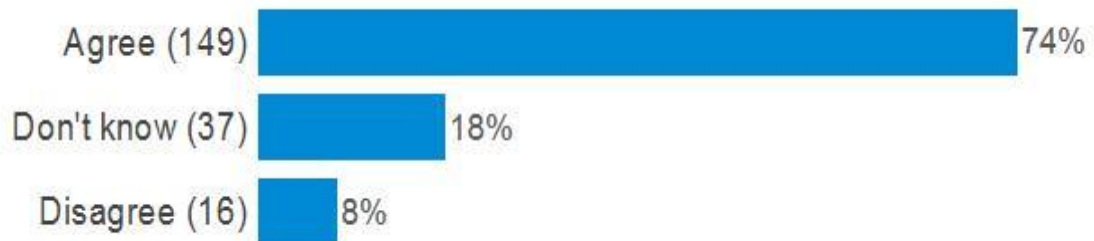
Q5g Haverhill is not immune to the nationally challenging context for town centres.



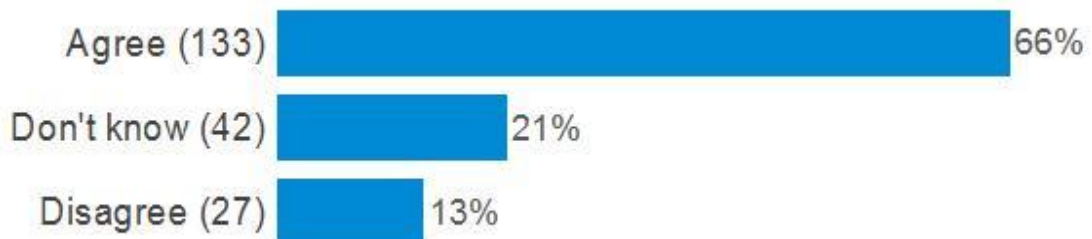
Q5h There is a better perception of Haverhill from within than from without.



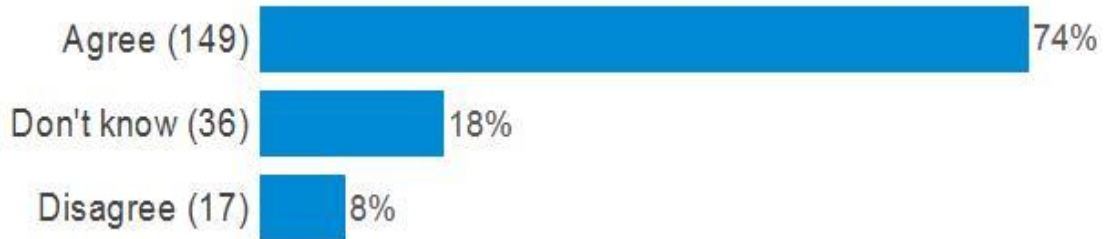
Q6a Promoting the town and improving its image.



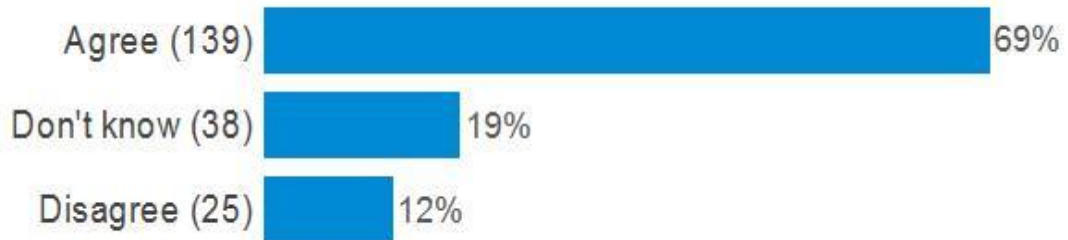
Q6b Providing opportunities for enhancing the historic environment.



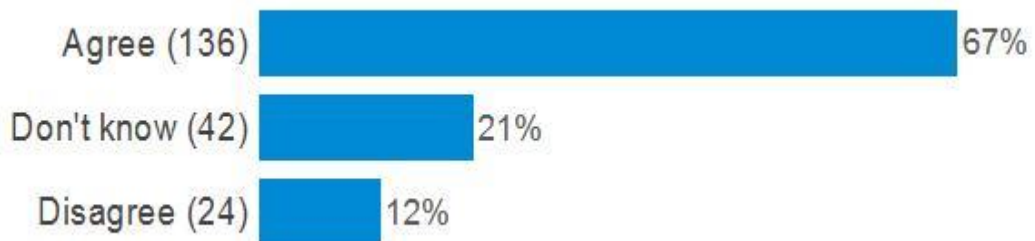
Q6c Contributing towards initiatives that will build Haverhill's character and identity.



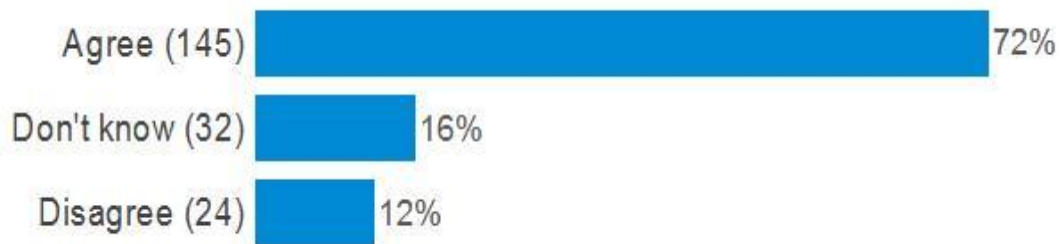
Q6d Highlighting the town's many strengths.



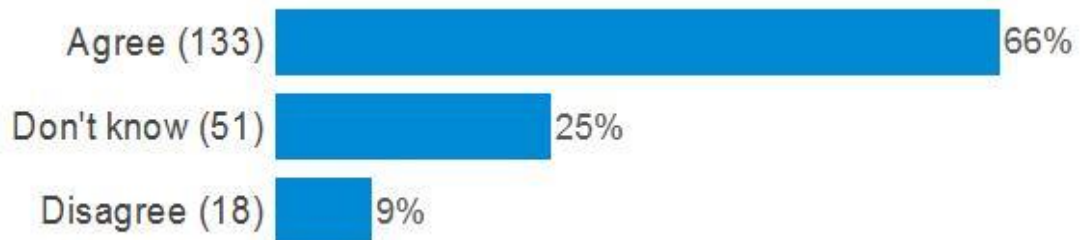
Q6e Creating an improved 'welcome' reinforcing town centre gateways.



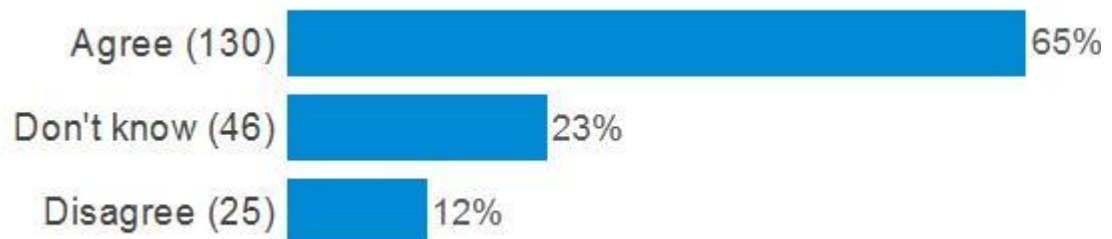
Q6f Providing good quality green infrastructure within the town centre.



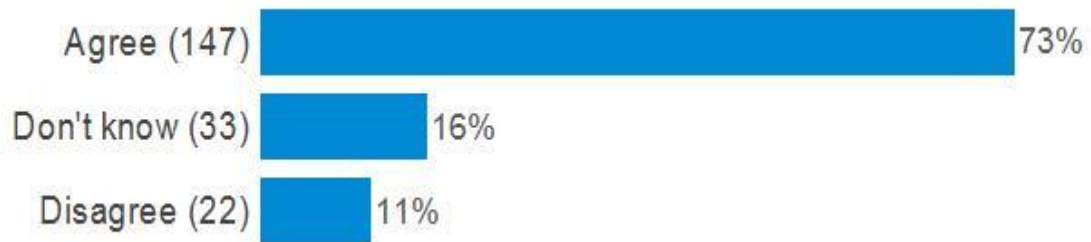
Q6g Maximising the Stour Brook's amenity value as an asset.



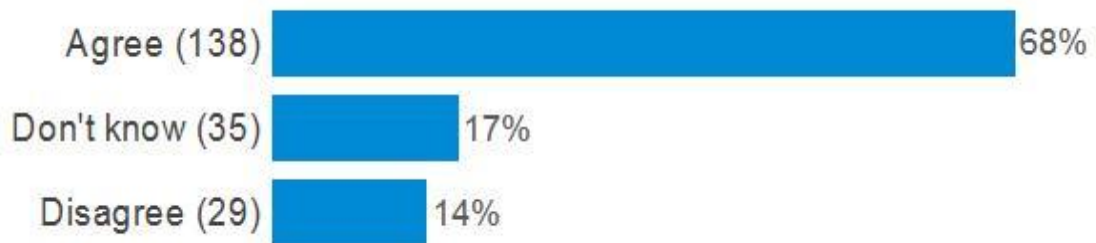
Q6h Rationalising parking areas and the bus interchange whilst maintaining accessibility.



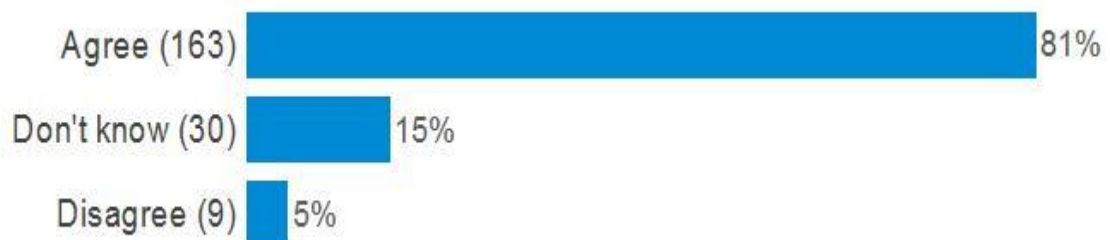
Q7a Improving the layout and facilities of the bus station to make it a more integrated transport hub.



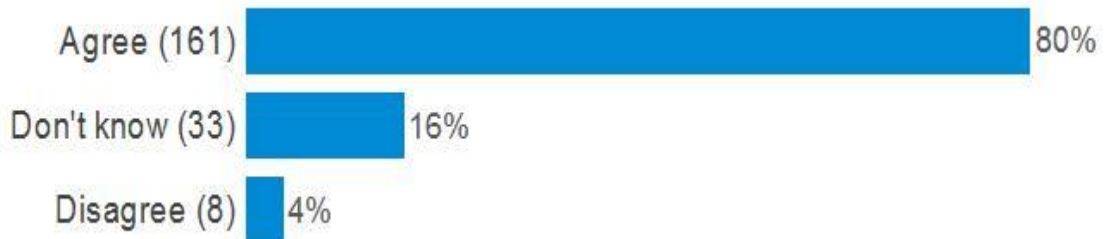
Q7b Encourage people to make cross-town trips by non-car modes.



Q7c Establishing a safer and more comfortable environment in which pedestrians and other non-car users move around through improved linkages.



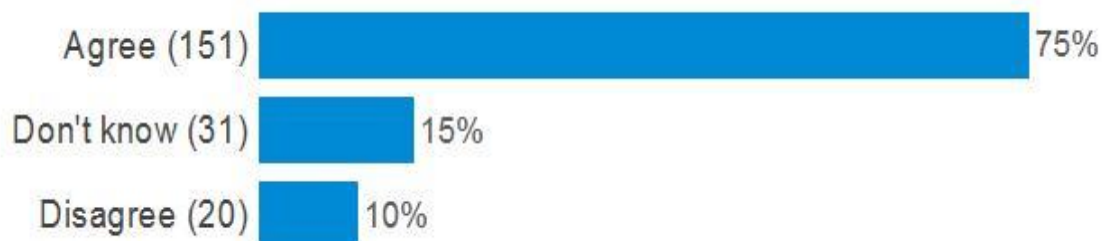
Q7d Breaking down movement barriers, particularly east/west, from the High Street across Lord's Croft Lane/Ehringshausen Way better using existing alleys and walkways promoting and improving links to 'Railway Walk' and beyond.



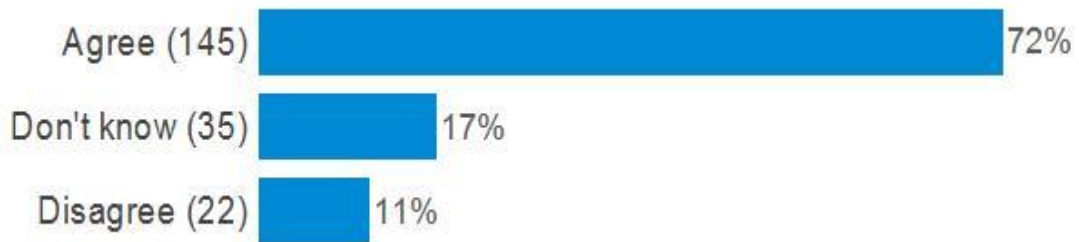
Q8a Further improving the appearance and facilities of the town centre, enhancing the High Street and Market Place, giving Haverhill a stronger heart and a focal point.



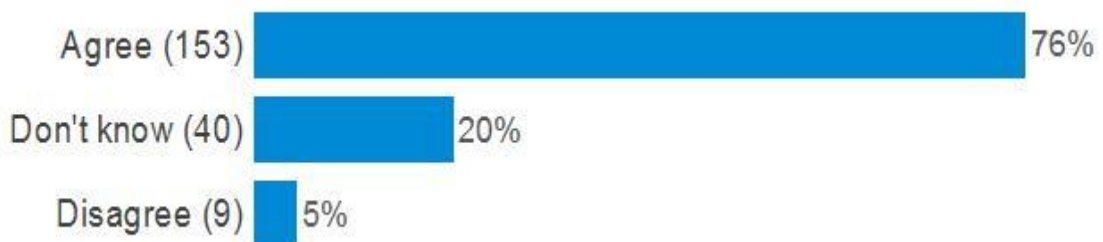
Q8b Meeting the shopping, cultural, leisure, housing and employment needs of residents of Haverhill and the surrounding villages by designing viable mixed use schemes on identified sites.



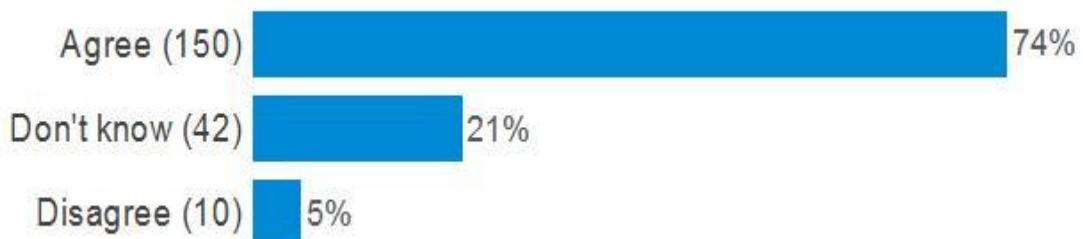
Q8c Managing the town centre providing opportunities for a coordinated schedule of events to bring in footfall and promote the town.



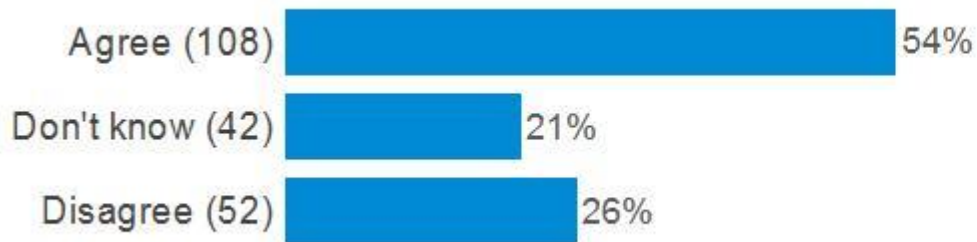
Q8d Identifying a clear role and function for underused areas of open space in the town centre as part of a comprehensive public realm strategy.



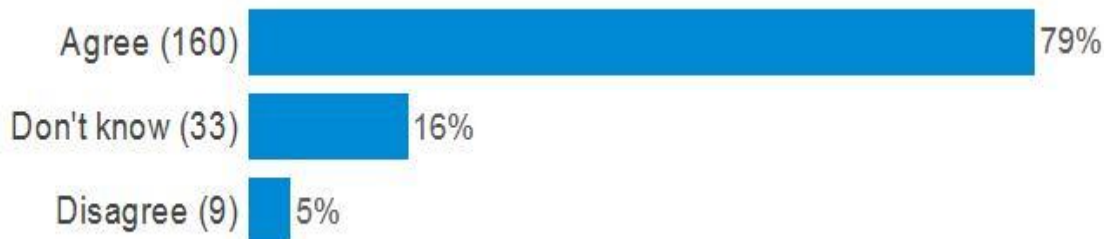
Q9a Maintaining, developing and diversifying the economic base of the town centre by identifying opportunities to meet the needs of existing and future businesses.



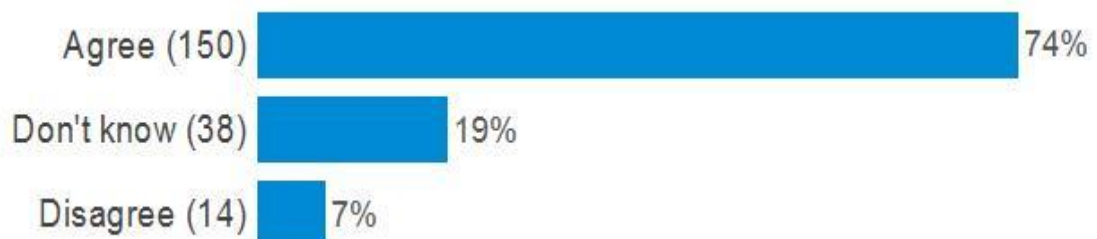
Q9b Providing new housing in the town centre (few people currently live in the centre itself) including affordable housing.



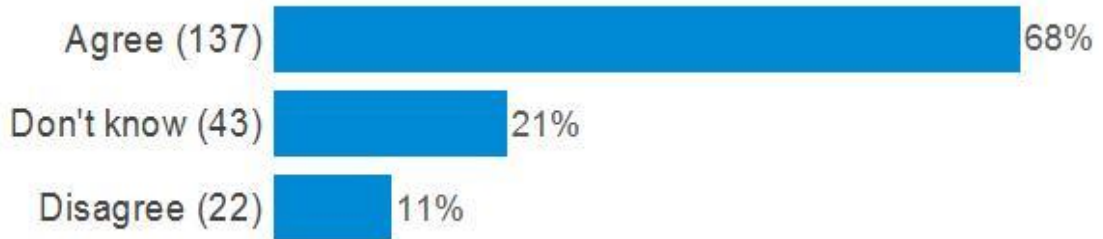
Q9c Encouraging the regeneration and improvement of key sites identified in the town centre to provide new job opportunities.



Q10a Provision of community facilities where local people can meet, to provide a location for leisure activities and a base for community and voluntary groups.



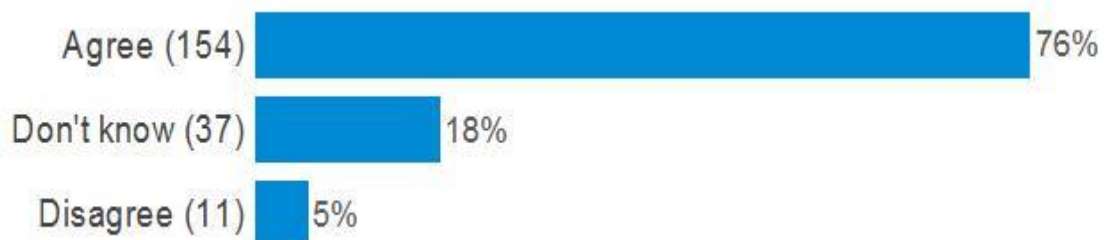
Q10b Integrate new cultural and leisure facilities with new school and community provision.



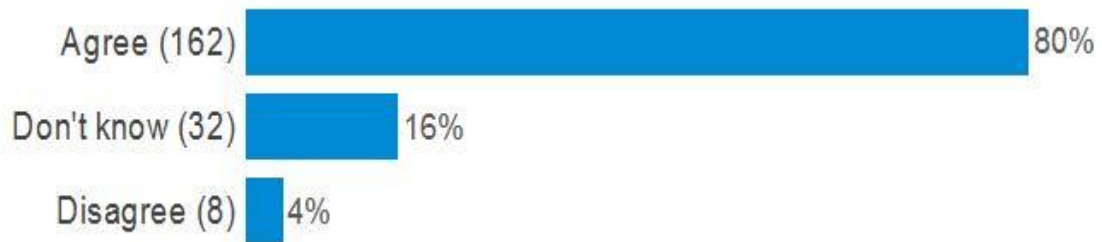
Q10c Bringing people together in an attractive town centre environment strengthening a sense of belonging to a distinctive local community.



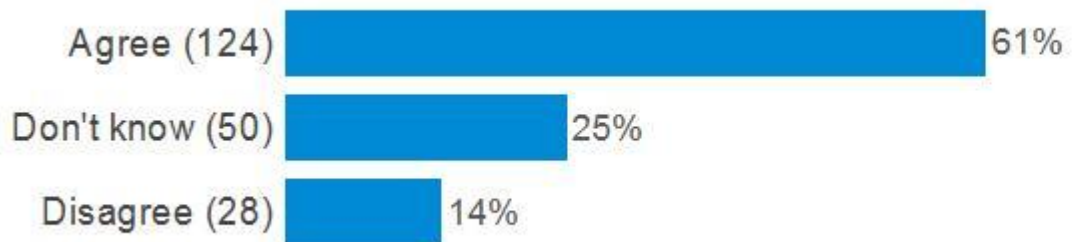
Q10d Considering the needs of all sections of the community, including older people, tailoring facilities for them.



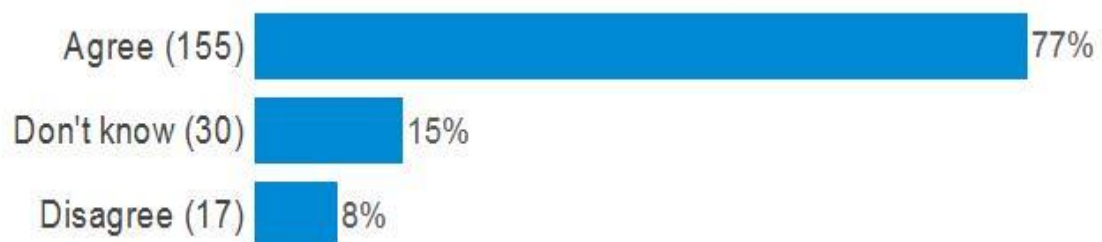
Q11a Promoting a sense of community through making the town centre safe and attractive to all.



Q11b By introducing more activity into the town centre, including residential development to help combat instances of crime and antisocial behaviour.



Q11c Making the town centre easier to walk and cycle around creating a healthier environment.



Q11d Encouraging school and community projects and involvements that promotes pride in Haverhill.



Haverhill Masterplan consultation – free text analysis

During the analysis of the free text, a number of recurring themes were identified. Some of the themes did not always carry a general consensus.

These central themes included:

Parking

General comments:

- Should be free/cheaper
- More/better parking facilities on the High Street
- No/less parking facilities on the High Street and ancillary roads
- Should be protected/retained
- Too much
- Better information, online and around the town

Appearance of the town centre

General comments:

- Needs updating
- Run down and scruffy
- Poor pavement/road quality
- Needs to be cleaner/more attractive
- Retain/enhance historical links
- Modernise some areas
- Communal/greenspace areas lacking

Shopping and retail offer

General comments:

- Better quality/variety of shops
- Too many charity, betting shops and estate agents
- Little to attract shoppers to the town
- Business rates and rents too high

Transport and infrastructure

General comments:

- Better bus services to outlying villages/towns
- Improve bus station and waiting areas
- Better provision for cycling
- Better signage to a from town centre
- More/better information on bus links

Pedestrianisation

Respondents largely remained split on the subject.

Ehringhausen Way – Bus station – Stour Brook intersect

A number of comments, especially when putting forward positive and constructive ideas, focused on this general area.

External issues

A number of external themes were also identified in the analysis, referencing issues and options either outside the designated town centre area or beyond the remit of the masterplan.

These included references to:

- Wider transport and infrastructure; specifically the A1307 and reinstating the railway line
- Health and welfare; specifically its provision and availability
- Housing; and the issues associated with key developments