

Report on Visitors' Perceptions of St Ives Town Centre 2007

**St Ives Town Initiative &
Huntingdonshire District Council**

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Background

St Ives Town Initiative is an organisation committed to improving the town centre of St Ives. The Initiative, working within a well developed local, regional and national network, is well placed to help and support every person, business and organisation that has an interest in St Ives.

This survey was commissioned following a previous survey undertaken on behalf of the Initiative by the Economic Development section at Huntingdonshire District Council in 2005. Separate surveys cover the district's three other market towns.

The aim of the survey is to gather benchmark data from visitors to and users of the town centres on their opinions of the town centres. The research will help to identify any areas that those visiting and using the town centres thought could be improved.

It is possible to compare most figures against the 2005 results and this has been done wherever possible. The survey is likely to be repeated in future years to identify how opinions toward the town centres have changed and whether projects to improve the town centres have been successful.

Disclaimer:

The opinions and views expressed in this report are those of people interviewed in St Ives town centre and are not necessarily those of Huntingdonshire District Council or St Ives Town Initiative.

Opinions and comments have been reproduced or categorised as stated by the people interviewed and Huntingdonshire District Council and St Ives Town Initiative accept no responsibility for the accuracy of these opinions or for any offence which these may cause to any individuals or organisations.

Methodology

Huntingdonshire District Council employed temporary casual workers to carry out a survey of town centre users through face-to-face interviews. A total of 200 interviews took place in St Ives over six days from Tuesday 11th September to Saturday 15th September 2007.

Interviews were based around the 2005 survey questionnaires, which were designed by the Council in conjunction with the district's Town Centre Managers/Coordinators. Amendments were made to some questions where it was thought that this could improve the quality of data collected.

A wide range of town centre users were included in this survey, with the interviewers asking people in the town to take part regardless of their age, gender and whether they had any form of disability. No attempt was made to replicate the profile of respondents from the 2005 survey in relation to the gender, age or status of interviewees.

A copy of the questionnaire used during the interviews is included at Appendix A.

Executive Summary

While there was little change to the gender balance of visitors interviewed, there was a marked increase in the level of those aged 50+ and consequently the percentage of respondents who were retired has almost doubled. Slightly fewer respondents came from areas outside Huntingdonshire than in 2005 while the number of visitors from St Ives itself fell significantly.

Shopping is still the most popular reason for visiting St Ives (95.5%) and the frequency of visits for this reason was up significantly on 2005 levels. The next most popular reasons for visiting were to eat and drink in restaurants/cafes (75%) for the regular market (67%) and the Farmers' Market (61.5%) although in all three cases levels of respondents were lower than in 2005. About 1 in 5 respondents visited St Ives to work (18%).

The levels of respondents stating that they visit for special events (53.5%) and for other reasons (37%) have both more than doubled. The Inland Waterway Association festival and the Arts Market were the most popular special events for which respondents visited the town.

Market Hill/The Pavement is still the most popular shopping area in the town with almost nine out of ten shoppers visiting stores in this area (88.5%). East Street was the least popular area among shoppers although its popularity doubled in 2007.

The overall level of respondents spending £5.01 or more on shopping in the town is little changed although within this category fewer people are spending between £10 and £20 and more spending above £20. Of those who spend any money on eating and drinking, 77.7% spend £20 or less. Just over a quarter of respondents said they spend money on entertainment, with most of these people spending between £5 and £10 on their activities. More than half of all respondents said they spent money on travel to St Ives (62%), with more than nine out of ten of these people spending less than £5 (91%).

The car is still the most popular means of transport to town (used by 56.5% of respondents), followed by walking (30%) and bus (11%). The level of respondents travelling by car was higher than in 2005 (48.3%).

When asked about ease of travel, a large number of car users' comments related to parking (54). Of these, 37 were positive comments and 12 were negative. Most non-parking related car user comments were positive. Walking visitors made 57 comments, of which 37 were positive and 11 were negative. Most bus users gave positive comments (15/17) but cyclists' comments (10) were equally divided: 5 positive, 5 negative.

One third of the respondents said they would use an improved express bus service to the town and one quarter would use this at least once a week.

More than two-thirds of respondents stating an opinion thought that there were 'enough' shops, businesses, restaurants/cafes, public houses, parking and night-time activities in St Ives. Take-away food outlets received the highest level of respondents saying that there were 'too many' in the town, with 43.6% of the respondents who gave an opinion saying this. One third of those respondents giving an opinion said there were 'not enough' shops while almost three quarters said there were not enough, public toilets (74%), and mother and baby facilities (73.8%).

Opinions on the quality of public toilets in St Ives appear to have improved since 2005, with double the level of respondents giving an opinion in 2007 that they were 'good' or 'very good' (11.5%).

The most frequently requested additional facilities that respondents wanted to see in St Ives related to shops (79) and entertainment, leisure and sports facilities (37). The most common request was for better shops, an improved variety of shops and the most common request for a particular type of shop was for a stationers.

Just over one in ten of those interviewed in 2005 said they had used the Self-Service Tourist Information Kiosk (STIK). In 2007 this increased to almost one in five of all respondents (18.5%). Satisfaction with the information available from the STIK decreased significantly: no respondents in 2005 stated that the information available was 'poor' or 'very poor' compared to 32.4% in 2007.

Respondents were asked to give their views on five statements about the town centre. The highest levels of agreement were given to "It is easy to get around the town centre" (93%) and "Shops are welcoming and service is good" (87.5%). 82% of those giving an opinion said that "There are plenty of events going on" a significant increase on the 2005 figure of 36.7%.

The most popular suggestions for improvements that could be made to the appearance of the town centre related to cleanliness (31) and greenery (19) with most of these suggestions being for more flowers and plants.

94.5% of respondents stated that they felt 'safe' or 'very safe' when visiting St Ives during the day. This level has decreased slightly from 99% in 2005, but the level who said they felt 'very safe' increased from 50% in 2005 to 78% in 2007. The percentage of respondents feeling 'safe' or 'very safe' when visiting in the evening increased significantly, rising from 40.7% in 2005 to 57.3% in 2007.

80 respondents listed 95 improvements that they had noticed over the preceding year. The majority of these related to the flood defence improvements/riverside/The Waits.

When asked if they had noticed anything that had got worse during the preceding year, the majority of respondents did not list anything (75%). Of the 55 separate comments given, the highest numbers related to crime or anti-social behaviour (17), transport and access (14), and cleanliness (11).

Two thirds of respondents were visiting the town alone (66.5%, up from 52.7% in 2005). The level of people visiting with children or with children and adults halved in 2007 compared with 2005.

30 respondents stated that they have a health problem or disability which limits their daily activities or work that they can do, which is an increase from 19 people in 2005. Of these 30 people, 26 rated the facilities in the town for people with special needs. 30.8% (8) of these rated the facilities as 'poor', a significant increase from 4% in 2005.

97% of respondents were either 'satisfied' or 'very satisfied' with their visit to St Ives compared to 89.4% in 2005. No one said they were 'unsatisfied' with their visit to St Ives.

A total of 131 additional comments were made. There were 51 positive comments, 32 negative comments and the remainder were neutral comments mainly requesting specific facilities.

Results

200 surveys were undertaken in St Ives as face-to-face interviews. All responses are from people who were in St Ives town centre during the period 11th – 15th September 2007.

Respondent Profile

Gender

Of the 200 respondents interviewed in 2007, there were:

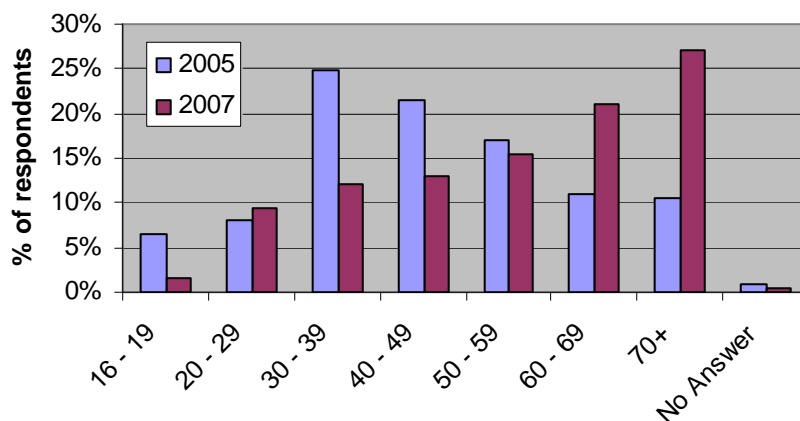
- ◆ 133 females
- ◆ 67 males

This represents little change to the gender balance of respondents compared with 2005.

Age

The age range of respondents in 2007 was very different from that of respondents in 2005. More than half (63.5%) of the respondents in 2007 were aged 50+ whereas this age group represented just over a third (38.7%) in 2005. Conversely, while just over a third of respondents (36%) in 2007 were aged below 50 years, in 2005 this figure had been 61.3%.

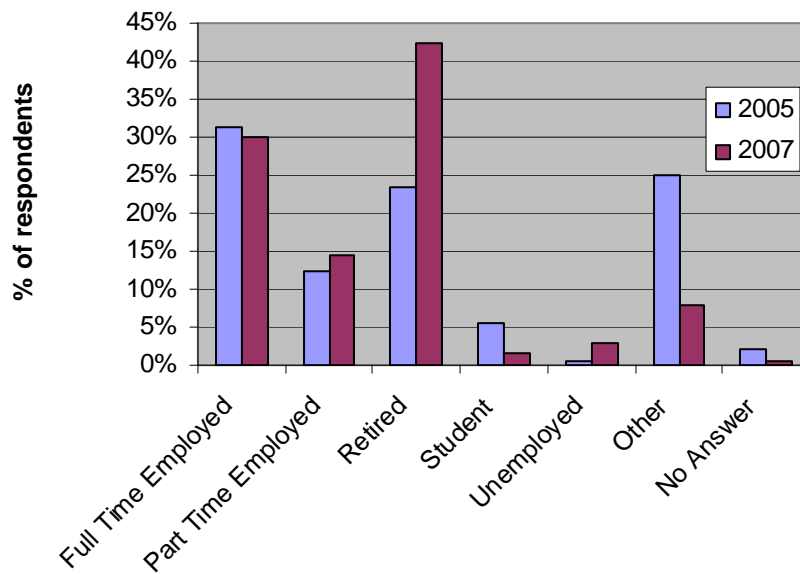
Age range



Current employment status

The employment status profile of respondents in 2007 reflects the changes to the age profile in that the percentage of retired respondents has almost doubled compared with the 2005 results. The percentage of respondents in full and part-time employment has, however, remained roughly the same while the proportion of students and respondents choosing the 'other' category has fallen.

Current Employment Status



Which town or village do you live in?

St Ives	96		
Hemingford Grey	10	Chatteris	1
Huntingdon	7	Clifton, Bedford	1
Warboys	6	Cotton End, Bedford	1
Somersham	5	Doddington	1
Bar Hill	4	Elsworth	1
Fenstanton	4	Ely	1
Houghton	4	Eynesbury	1
Bluntisham	3	Fen drayton	1
Cambridge	3	Great Stukley	1
Earith	3	Haddenham	1
Hemingford	3	Hemingford Abbots	1
Hilton	3	Hill Rise	1
Needingworth	3	Histon	1
Willingham	3	Hollywell	1
Colne	2	Impington	1
Hartford	2	Kings Ripton	1
Papworth	2	Longstanton	1
Ramsey	2	Ramsey Mereside	1
Swavesey	2	Royston	1
Woodhurst	2	Rushden, Northants	1
Wyton	2	Sawtry	1
Aylesbury	1	Silsoe, Beds	1
Bedford	1	Sittingbourne, Kent	1
Bury St Edmunds	1	Whittlesey	1
Bury, Upwood	1	Yaxley	1

24 of these locations are outside of Huntingdonshire compared with 26 in 2005. In 2005 the number of respondents from St Ives was 125.

Reasons for visiting St Ives

Respondents were asked how frequently they visited St Ives for a range of reasons. All the responses given except 'never' are totalled below to give total numbers of respondents visiting for each reason and these are also shown as a percentage of all respondents. The frequencies of visits for each reason are then analysed in greater detail below.

Reasons for visiting St Ives	2005	2005%	2007	2007%
To Shop	186	92.5%	191	95.5%
To Work	44	21.9%	36	18.0%
To Eat in Restaurants / Cafes	162	80.6%	150	75.0%
Regular Market	162	80.6%	134	67.0%
Farmers' Market	125	62.2%	123	61.5%
Special Events	37	18.4%	107	53.5%
Other	32	15.9%	74	37.0%

Base = 201

Base = 200

Shopping is still by far the most popular reason for visiting St Ives among respondents to the questionnaire and in 2007 the proportion of respondents visiting for this reason had risen slightly. The level of those visiting to work, to eat in restaurants/cafes was down slightly in 2007 compared with the 2005 results while those visiting the regular market reflected a more significant fall. There was little change in the popularity of Farmers' markets while the proportion of respondents visiting the town for 'special events' increased almost three-fold, and 'other' reasons more than doubled compared with 2005.

Frequency of visits...

The question asked was 'How often do you visit St Ives for each of these reasons?' with options to be chosen from 'Every day', '2-6 days/week', 'Once a Week', 'Once a Month', 'Less than once a Month' or 'Never'.

The option '2-6 days/week' was added to the 2007 survey questionnaire as it was thought that there might be a significant number of people visiting the town more than once a week but not every day. It is likely that respondents who have chosen the new '2-6 days/week' option would have previously opted for either 'every day' or 'once a week'. This means that comparing the more frequent visitors with the previous survey is limited to comparing respondents who visit the town 'once a week or more'.

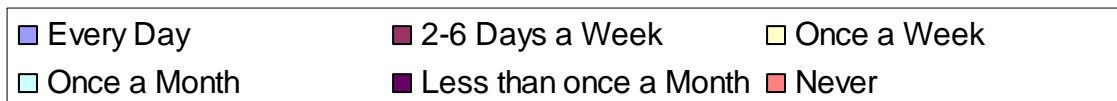
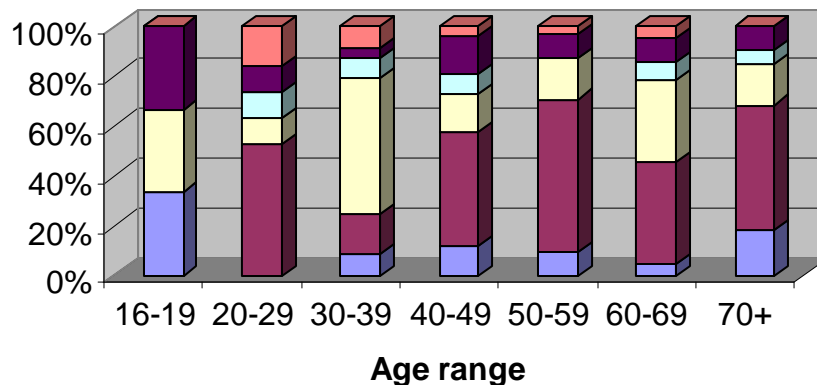
...for shopping

Frequency	2005		2007	
	Count	%	Count	%
Every day	31	15.4%	21	10.5%
2-6 days a week	0	0.0%	89	44.5%
Once a week	80	39.8%	49	24.5%
Once a month	44	21.9%	12	6.0%
Less than once a month	31	15.4%	20	10.0%
Never	14	7.0%	9	4.5%
Missing	1	0.5%	0	0.0%
Total	201	100%	200	100%

In 2005, 55.2% of interviewees came to St Ives to shop once a week or more. This figure increased significantly to 79.5% in 2007.

The level of respondents visiting St Ives to shop once a week or more often is highest in the 50-59 age bracket.

2007 - How often do you visit St Ives to shop?



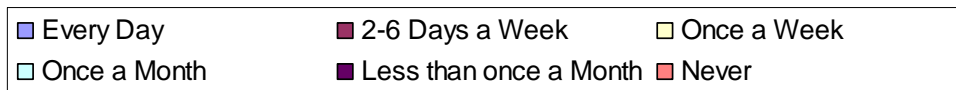
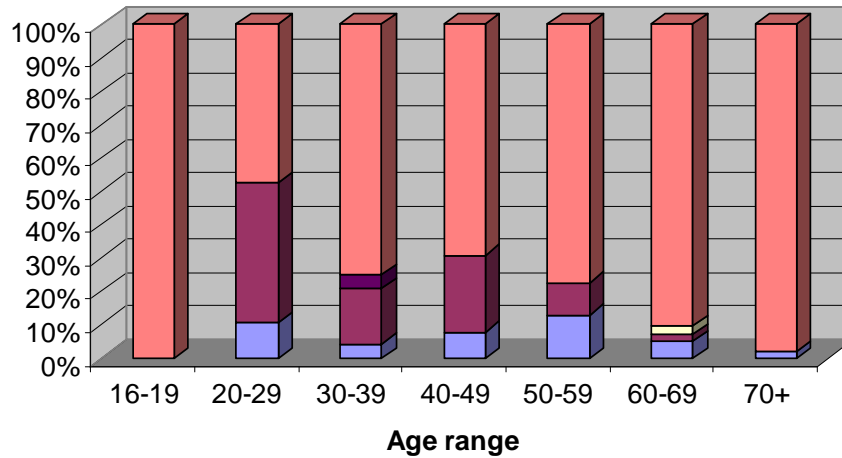
...for work

Frequency	2005		2007	
	Count	%	Count	%
Every day	34	16.9%	12	6.0%
2-6 days a week	0	0.0%	22	11.0%
Once a week	4	2.0%	1	0.5%
Once a month	1	0.5%	0	0.0%
Less than once a month	5	2.5%	1	0.5%
Never	156	77.6%	164	82.0%
Missing	1	0.5%	0	0.0%
Total	201	100.0%	200	100.0%

There was little change in the level of respondents who stated that they came to St Ives once a week or more to work (2007 - 17.5%, 2005 18.9%) and a small increase in the proportion of respondents stating that they 'never' visit the town for work.

Age analysis (see below) of the 2007 results shows that the highest level of respondents coming to St Ives regularly for work is in the 20-29 age bracket. It is also worth noting that while in 2005 more than 38% of the respondents in the 16-19 category stated that they came to work every day in St Ives, in 2007 no respondents in this age group stated that they came to St Ives for this reason.

2007 How often do you come to St Ives to work?



...to eat at restaurants/ cafes

Frequency	2005		2007	
	Count	%	Count	%
Every day	4	2.0%	1	0.5%
2-6 days a week	0	0.0%	16	8.0%
Once a week	43	21.4%	35	17.5%
Once a month	37	18.4%	45	22.5%
Less than once a month	78	38.8%	53	26.5%
Never	38	18.9%	50	25.0%
Missing	1	0.5%	0	0.00%
Total	201	100.0%	200	100.0%

Although the overall level of people who said they visit St Ives to eat in restaurants or cafes in 2007 has fallen compared to 2005, there has been a slight increase in the level of those visiting once a week or more often to do so (23.4% in 2005 and 26% in 2007).

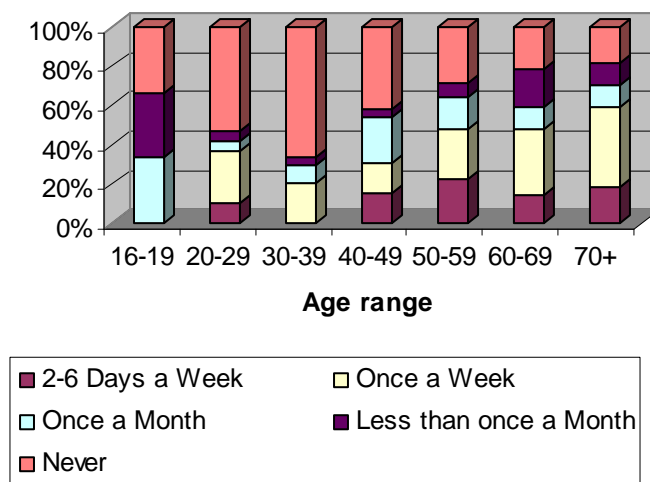
...for the regular market

Frequency	2005		2007	
	Count	%	Count	%
2-6 days a week	0	0.0%	29	14.5%
Once a week	79	39.3%	58	29.0%
Once a month	29	14.4%	26	13.0%
Less than once a month	54	26.9%	21	10.5%
Never	38	18.9%	66	33.0%
Missing	1	0.5%	0	0.0%
Total	201	100.0%	200	100.0%

The level of respondents visiting for the regular market at least once a month has increased slightly from 53.7% in 2005 to 56.5% in 2007. A third of interviewees in 2007 stated that they never come to St Ives for the regular market up significantly since 2005.

2007 age analysis shows that the highest level of respondents stating that they never come to St Ives for the regular market is in the 30-39 age group. While only 8% of this age bracket stated that they never came to St Ives for this reason in 2005, in 2007 this rose to two thirds.

2007 - How often do you visit St Ives for the regular market?



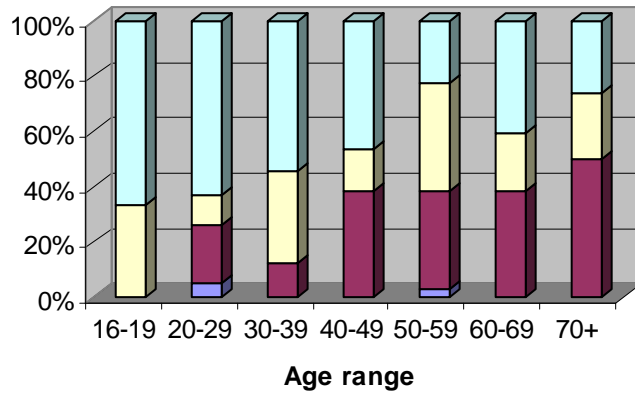
...for the farmers' market

Frequency	2005		2007	
	Count	%	Count	%
Once a week	2	1.0%	2	1.0%
Once a month	54	26.9%	71	35.5%
Less than once a month	69	34.3%	50	25.0%
Never	75	37.3%	77	38.5%
Missing	1	0.5%	0	0.0%
Total	201	100.0%	200	100.0%

The 2007 survey showed a small decrease in the level of respondents stating that they visit the town for the farmers' market. However, those respondents who do visit town for the farmers' markets would appear to be doing so more regularly: in 2005 27.9% or respondents visited the farmers' markets once a month or more; in 2007 the level rose to 36.5%.

Age analysis shows that the level of respondents visiting for the farmers' market at least once a month is highest in the 70+ age bracket.

2007 - How often do you come to St Ives for the Farmers' Market?



■ Once a Week
 ■ Once a Month
 ■ Less than Once a Month
 ■ Never

...for special events

Frequency	2005		2007	
	Count	%	Count	%
Every day	0	0.0%	0	0.0%
2-6 days a week	0	0.0%	0	0.0%
Once a week	0	0.0%	0	0.0%
Once a month	1	0.5%	0	0.0%
Less than once a month	36	17.9%	107	53.5%
Never	160	79.6%	93	46.5%
Missing	4	2.0%	0	0.0%
Total	201	100.0%	200	100.0%

Visiting St Ives for special events was almost three times as popular as it had been in 2005. Not all those who visited for special events listed the types of event that they attend and some named more than one event or type of event. Special events named by interviewees in 2007 are listed below:

Special Event	Frequency	% of those surveyed
IWA Festival	48	40.3%
Arts Market	10	8.4%
Concerts / Music Festival	8	6.7%
Christmas Market	7	5.9%
Christmas Lights	5	4.2%
Continental Market / French Market	5	4.2%
Bank Holiday Market	4	3.4%
Fair	4	3.4%
Carnival	3	2.5%
Fireworks	3	2.5%
Bank Holiday Events	2	1.7%
Boating / Boating Events	2	1.7%
Christmas Things	2	1.7%
Dickensian Market	2	1.7%
Rememberance Service / Parade	2	1.7%
River Events	2	1.7%
Church Brass Band	1	0.8%
Dinner	1	0.8%
Dragon Boat Race	1	0.8%
Free Church Concerts	1	0.8%
Mayors Parade	1	0.8%
Music Events	1	0.8%
Old Fair	1	0.8%
Regatta	1	0.8%
Rotary Events	1	0.8%
Whatever is on	1	0.8%
Total	119	100.0%

Neither the IWA festival nor the Arts Markets were held in 2005. These two event could account for most of the increase in the levels of respondents visiting St Ives for special events.

...for other reasons

Frequency	2005		2007	
	Count	%	Count	%
Every day	2	1.0%	5	2.5%
2-6 days a week	0	0.0%	14	7.0%
Once a week	10	5.0%	26	13.0%
Once a month	6	3.0%	15	7.5%
Less than once a month	14	7.0%	14	7.0%
Never	158	78.6%	126	63.0%
Missing	11	5.5%	0	0.0%
Total	201	100.0%	200	100.0%

There was an increase in the number of respondents who said that they visited St Ives for other reasons as well as an increase in the frequency of visits for other reasons.

Other reasons named by interviewees for visiting St Ives are summarised below:

Other Reasons For Visiting St Ives	Frequency	% of total surveyed
Bank	12	13.6%
Doctors	8	9.1%
Library	8	9.1%
Visit Family / Friends	8	9.1%
Pub	7	8.0%
For a Walk	6	6.8%
Haircut	5	5.7%
Church	4	4.5%
Dentist	4	4.5%
Opticians	3	3.4%
Bus	2	2.3%
Historic Interest / Tourism	2	2.3%
Museum	2	2.3%
Bank Holiday Market	1	1.1%
Beauty Shops	1	1.1%
Chemist	1	1.1%
Church Hall Events	1	1.1%
Computer Lessons	1	1.1%
Dance shop	1	1.1%
Dolphin Hotel for meal or drink	1	1.1%
French Market	1	1.1%
Gym	1	1.1%
Job Hunting	1	1.1%
Leisure Centre	1	1.1%
Meetings at the Ivo.	1	1.1%
Pet Shop	1	1.1%
Pharmacy	1	1.1%
Post Office	1	1.1%
To Get Papers	1	1.1%
Yoga	1	1.1%
Total	88	100.0%

Which parts of St Ives do you generally shop in?

Those interviewees who stated that they came to St Ives to shop were asked which parts of town they generally shopped in.

For the purposes of this survey, the town centre was divided into seven areas. These areas were read out by the interviewers, who could point out the areas or show respondents maps which featured these areas labelled. The map is reproduced at Appendix B.

The areas used to divide the town centre were:

1. Bridge Street/Manor Mews/Bull Lane
2. Free Church Passage/ Foundry Walk
3. Broadway (Launderette to Argent Jewellers)
4. Crown Street (Hepher's to Lloyds Bank)/ Crown Place
5. Market Hill/The Pavement
6. Station Road/Cromwell Mews
7. East Street

In addition, respondents could also state any 'other' locations where they shop in St Ives.

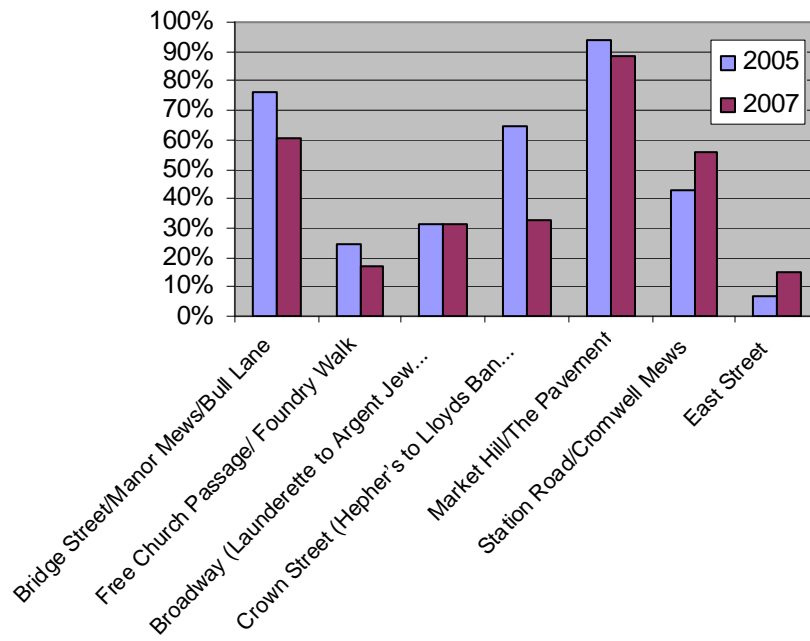
Areas of St Ives town centre most generally shopped in

	Frequency	% of those who shop in town
Bridge Street/Manor Mews/Bull Lane	115	60.2%
Free Church Passage/ Foundry Walk	33	17.3%
Broadway (Launderette to Argent Jewellers)	60	31.4%
Crown Street (Hepher's to Lloyds Bank)/ Crown Place	63	33.0%
Market Hill/The Pavement	169	88.5%
Station Road/Cromwell Mews	106	55.5%
East Street	28	14.7%

The graph below shows as a percentage of all those who visited the town to shop the locations generally chosen for shopping compared with the results for 2005. While Station Road, East Street and Broadway (marginally) are all more popular areas for shopping than they were in 2005, all other areas are less popular than they were in 2005 with Crown Street suffering the most significant decline.

None of the respondents said that they shopped in any 'other' locations in St Ives.

Which parts of St Ives do you generally shop in?



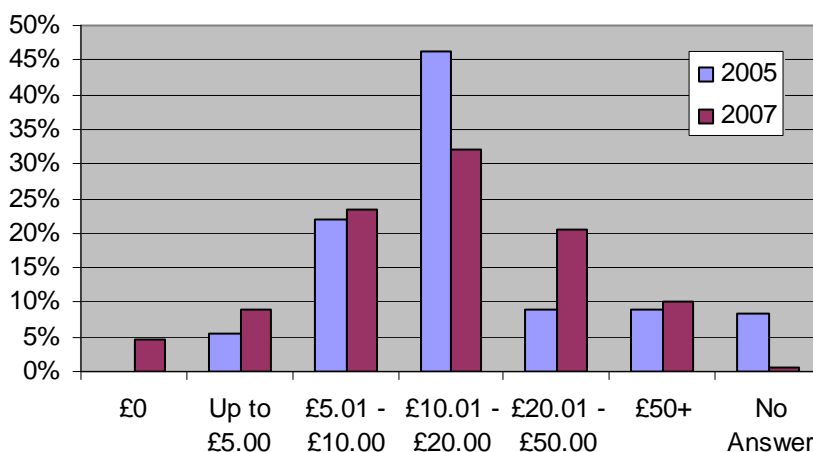
When visiting St Ives, how much do you typically spend of each of the following?

Interviewers asked respondents how much money they typically spend on shopping, eating/drinking, entertainment, travel (to town) and accommodation when visiting the town. A £0 option was added for the 2007 survey as it was thought that some respondents who typically spend nothing in each category were choosing the £0-5 option rather than 'no answer' as was expected. This change needs to be taken into account when reviewing the comparative data – it is only appropriate to compare responses for £5.01-£10.00 and above.

Shopping

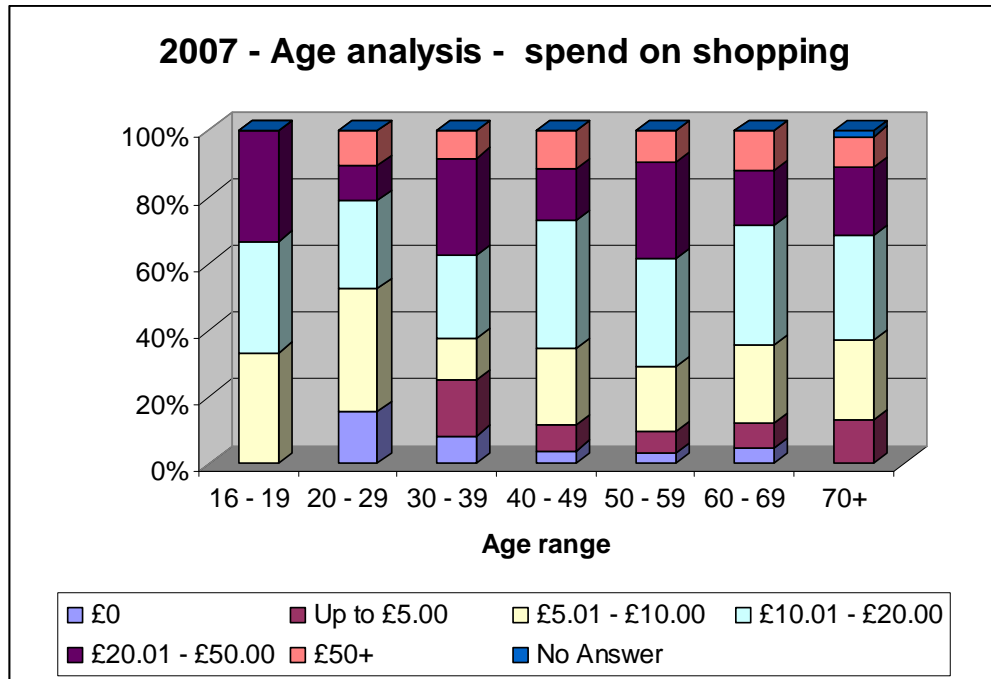
£s spent	2005		2007	
	Count	% of all respondents	Count	% of all respondents
£0	0	0.0%	9	4.5%
Up to £5.00	11	5.5%	18	9.0%
£5.01 - £10.00	44	21.9%	47	23.5%
£10.01 - £20.00	93	46.3%	64	32.0%
£20.01 - £50.00	18	9.0%	41	20.5%
£50+	18	9.0%	20	10.0%
No Answer/missing	17	8.5%	1	0.5%
Total	201	100.0%	200	100.0%

Visitors' spend on shopping

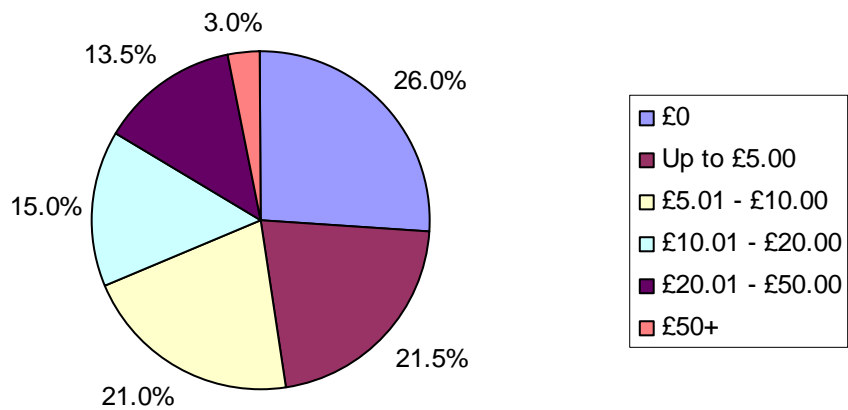


It is not possible to compare the 'No answer', '£0' and 'Up to £5.00' categories due to changes from the 2005 survey. At 86%, the level of those spending £5.01 and above is almost exactly the same as in 2005. There has, however, been a significant shift within this group with more people spending in the £20.01 - £50 bracket and less people spending in the £10.01 - £20 bracket. Those spending more than £50 has also increased slightly in 2007.

The age analysis below shows that the level of respondents spending more than £5 is highest in the 16-19 age category.



Eating/drinking



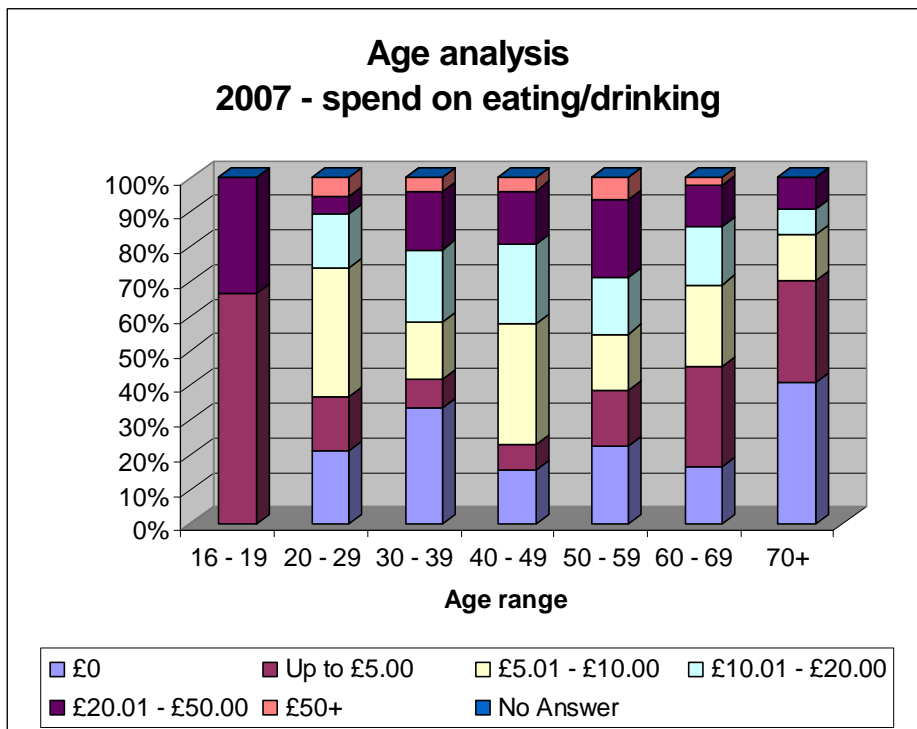
£s spent	2005		2007	
	Count	% of all respondents	Count	% of all respondents
£0	0	0.0%	52	26.0%
Up to £5.00	43	21.4%	43	21.5%
£5.01 - £10.00	93	46.3%	42	21.0%
£10.01 - £20.00	28	13.9%	30	15.0%
£20.01 - £50.00	8	4.0%	27	13.5%
£50+	6	3.0%	6	3.0%
No Answer	23	11.4%	0	0.0%
Total	201	100.0%	200	100.0%

Visitors' spend on eating/drinking

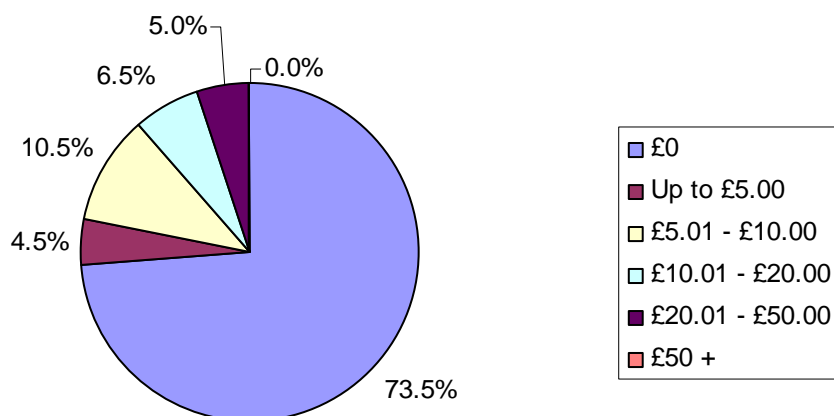


It is not possible to compare the 'No answer', '£0' and 'Up to £5.00' categories due to changes from the 2005 survey. The level of people saying they spend more than £5 on eating/drinking has decreased from 64.2% in 2005 to 52.5% in 2007. The fall was limited to the £5.01-£10 bracket however, with the £10.01-£20 and the £20.01-£50 brackets both seeing an increase, the later by more than three fold. Spending of £50 or more on eating and drinking has remained the same as in 2005.

Age analysis shows that the level of respondents spending more than £5 is highest in the 40-49 age bracket and lowest in the 70+ category.

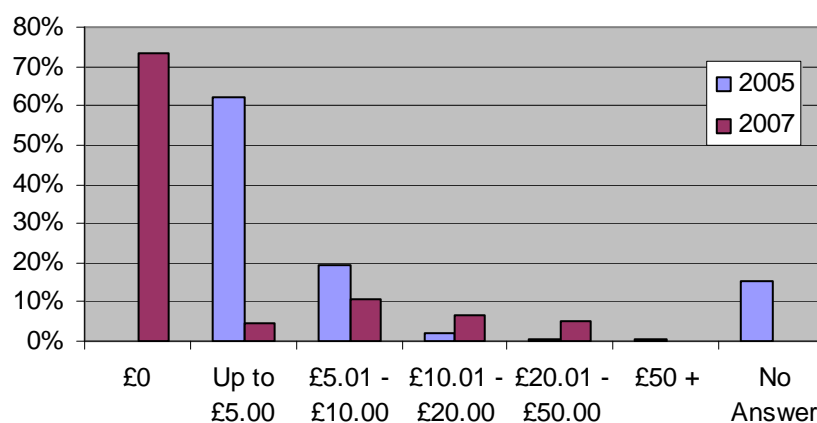


Entertainment



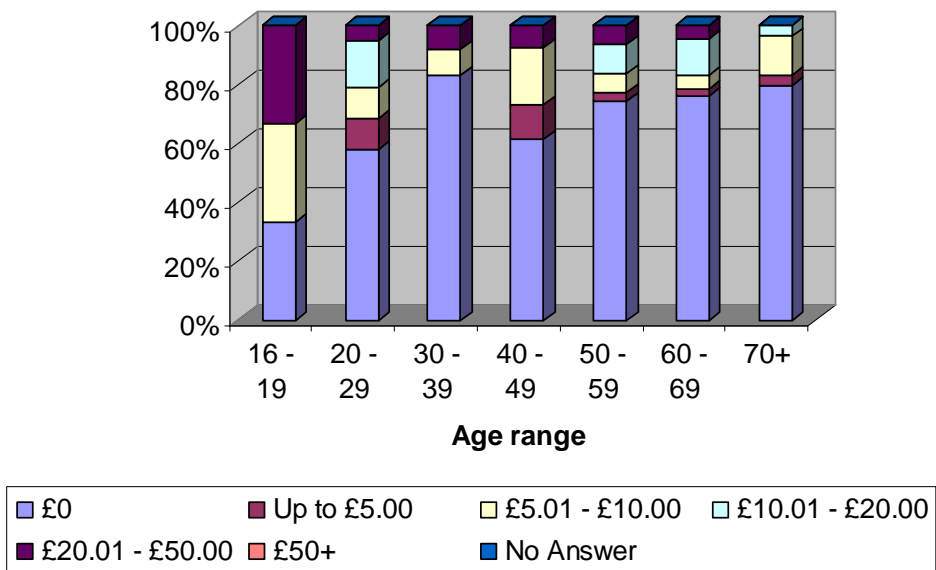
£s spent	2005		2007	
	Count	% of all respondents	Count	% of all respondents
£0	0	0.0%	147	73.5%
Up to £5.00	125	62.2%	9	4.5%
£5.01 - £10.00	39	19.4%	21	10.5%
£10.01 - £20.00	4	2.0%	13	6.5%
£20.01 - £50.00	1	0.5%	10	5.0%
£50 +	1	0.5%	0	0.0%
No Answer	31	15.4%	0	0.0%
Total	201	100.0%	200	100.0%

Visitors' spend on entertainment



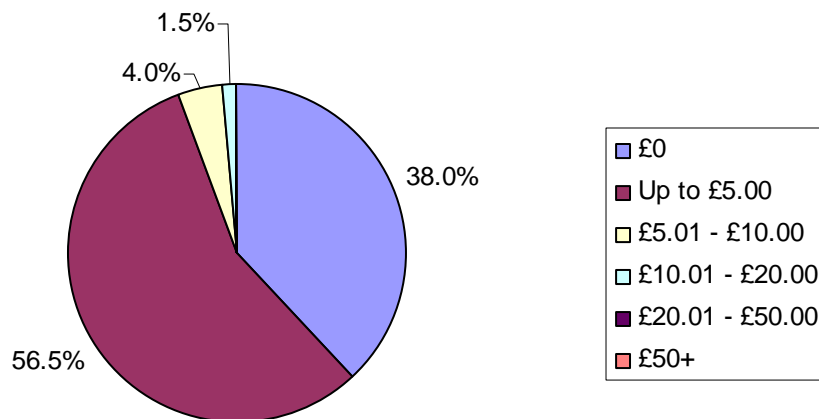
It is not possible to compare the 'No answer', '£0' and 'Up to £5.00' categories due to changes from the 2005 survey. The level of people spending more than £5 on entertainment when visiting St Ives has remained almost exactly the same in 2007 (22%) as in 2005 (21.9%). However, within this grouping there has been a fall in the level of those spending in £5.01-£10 bracket and significant increases in those spending in the £10.01-£20 and the £20.01-£50 brackets. No one claimed to spend more than £50 on entertainment in 2007: one person did in 2005.

2007 - Age analysis - spend on entertainment



More respondents in the 16-19 year old age group than any other indicated that they spend money on entertainment (66.6%). This age group also spent the highest amounts with one-third (33.3%) of them stating that they spent more than £20 on entertainment in the town.

Travel (to town)



£s spent	2005		2007	
	Count	% of all respondents	Count	% of all respondents
£0	0	0.0%	76	38.0%
Up to £5.00	166	82.6%	113	56.5%
£5.01 - £10.00	11	5.5%	8	4.0%
£10.01 - £20.00	5	2.5%	3	1.5%
£20.01 - £50.00	5	2.5%	0	0.0%
£50+	2	1.0%	0	0.0%
No Answer	12	6.0%	0	0.0%
Total	201	100.0%	200	100.0%

It is not possible to compare the 'No answer', '£0' and 'Up to £5.00' categories due to changes from the 2005 survey. The level of people spending more than £5 on travel (to town) when visiting St Ives halved from 11.4% in 2005 to 5.5% in 2007.

Accommodation

£s spent	2005		2007	
	Count	% of all respondents	Count	% of all respondents
£0	0	0.0%	196	98.0%
Up to £5.00	156	77.6%	0	0.0%
£5.01 - £10.00	0	0.0%	0	0.0%
£10.01 - £20.00	2	1.0%	0	0.0%
£20.01 - £50.00	2	1.0%	0	0.0%
£50+	1	0.5%	4	2.0%
No Answer	40	19.9%	0	0.0%
Total	201	100.0%	200	100.0%

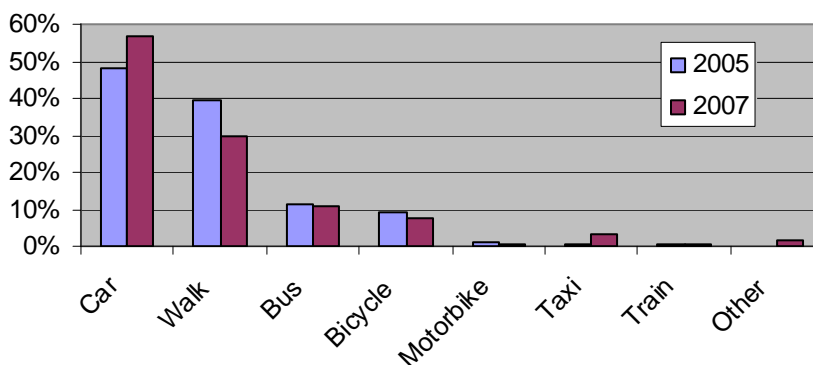
It is not possible to compare the 'No answer', '£0' and 'Up to £5.00' categories due to changes from the 2005 survey. Five people said that they spent more than £5 in 2005 but only one of these spent more than £50. In 2007, only four people claimed to spend more than £5 and all four said the amount they spent was more than £50.

How do you usually travel into St Ives?

Respondents were asked which form of transport they usually use to travel into town. Some respondents chose more than one option.

Method of transport	2005		2007	
	Count	% of all respondents	Count	% of all respondents
Car	97	48.3%	113	56.5%
Walk	79	39.3%	60	30.0%
Bus	23	11.4%	22	11.0%
Bicycle	18	9.0%	15	7.5%
Motorbike	2	1.0%	1	0.5%
Taxi	1	0.5%	6	3.0%
Train	1	0.5%	1	0.5%
Other	0	0.0%	3	1.5%

How do you usually travel to St Ives?



The car is still the most popular means of transport with more than half of respondents now travelling into St Ives this way. There were decreases in the level of respondents walking, travelling by bus, bicycle and by motorbike in 2007. There was an increase in the level travelling to St Ives by taxi in 2007.

How easy do you find travelling to St Ives?

Respondents were asked to comment on how easy they find it to travel to St Ives by the forms of transport which they usually use. The 196 separate comments given are shown below.

By car

There were 107 comments received about travelling to St Ives by car. 54 of these made specific references to car parking.

Comments about car parking:

- **37 were positive**, including comments that parking was 'ok', 'good', 'excellent', 'fine' and 'easy'. There were two positive comments about parking being 'cheap' and 'good value' and one that said parking was 'easy but can be expensive'.
- **12 were negative**, including comments that parking was 'bad', 'difficult' 'rubbish' and 'busy' particularly on market days (4 comments related to market days). One respondent stated that there was not enough parking and another requested more free parking.
- **Four respondents mentioned that they had blue badges** - all four of their comments were positive.
- **There were five comments about parking which were neither wholly positive nor wholly negative:** three stated that they used private parking; the remaining two comments were "Parking at Dolphin" and "Someone gives me lift in car."
- **There was one request relating to parking:**
 - "Don't charge for parking"

Comments about travelling to St Ives by car in general:

- **There were 62 positive general comments about travelling by car**, including 'easy', 'excellent', 'fine', 'no problem' and 'ok'.
- **There were 6 negative general comments** two of which mentioned the A14
- Other comments relating to travel by car:
 - "Daughter brings me in car"
 - "Get a lift in car"

Walking

57 comments were made about the ease of walking to town.

Of these:

- **37 were positive**, including 'easy', 'ok', 'very nice' and 'pleasant'.
- **11 comments were negative** most of which relate to the condition of pavements and difficulties for the disabled:
 - "Don't like traffic in the town centre would like no cars in the town centre."
 - "Drop curbs are really bad in this town."
 - "It is difficult for my mum in her wheelchair. The traffic in the town centre is a problem."
 - "Not enough slopes for wheelchairs."
 - "Pavements are bad for disabled people."
 - "Pavements are rough."
 - "Pavements not clean when walking to town."

“Pavements of the back streets are not good.”
 “Pavements uneven.”
 “People on pavements on bikes.”
 “The pavements are not wide enough in some places.”

- **8 were neutral**, stating that the respondents lived in the town centre or the route that they walked.

Bus

A total of 17 comments were made by those who travel by bus.

Of these:

- **15 were positive**, buses were described as ‘ok’, ‘good’, ‘very good’, ‘easy’ or ‘alright’, with three of them mentioning free bus passes or cheap fares.
- **1 was negative** stating that ‘the service does not run enough.’
- **1 was neutral** stating that the service was ‘average’

Bicycle

10 comments were received from cyclists.

- **5 of these were positive** with no problems with parking the bikes mentioned.
- **5 were negative:**
 - “Cycle paths need improving”
 - “Curbs, not enough slopes for disabled people.”
 - “Would like a cycle path.”
 - “Ramsey Rd is difficult to bike on due to the traffic calming system.”
 - “Want more bike parking, and needs improving

Taxi

5 comments were received regarding travel by taxi all of which were positive, one stating that it was easier than getting the bus.

If there was an improved express bus service to St Ives, how often would you use it?

How often would you use an improved express bus service?	Number	% of all respondents
Every Day	2	1.0%
2-6 Days a Week	28	14.0%
Once a Week	22	11.0%
Once a Month	9	4.5%
Less than Once a Month	6	3.0%
Never	133	66.5%
Total	200	100.0%

One third of interviewees (33.5%) stated that they would use an improved express bus service to St Ives. Just over a quarter (26%) of respondents said they would use this once a week or more often.

Do you think that St Ives has enough, too many or not enough of the following facilities?

Respondents were asked to state whether they thought St Ives had enough, too many or not enough shops, businesses restaurants/cafes, take-away food outlets, public houses, public toilets, parking, mother and baby facilities and night-time activities. They also had a 'don't know' option.

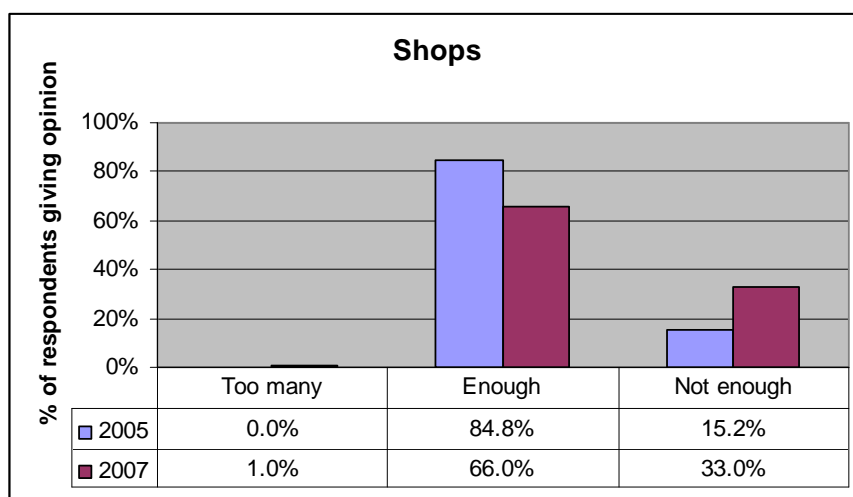
For the 2007 survey the category 'take-away food outlets' was added as it was previous interviewers thought that interviewees often wanted to distinguish between their opinions of these and restaurants/cafes. This means that the 2007 responses for restaurants/cafes cannot be compared to previous results.

The 'too many' and 'not enough' responses are summarised below. Please note that the percentages have been calculated by disregarding the 'Don't know' or missing answers. Responses for each type of facility are shown in graph and tabular form on the following pages.

Too many	
Take-away food outlets	43.6%
Restaurants/cafes	17.8%
Businesses	12.4%
Public Houses	12.3%
Night-time activities	9.3%
Mother and baby facilities	2.4%
Shops	1.0%
Parking	0.6%
Public Toilets	0.0%

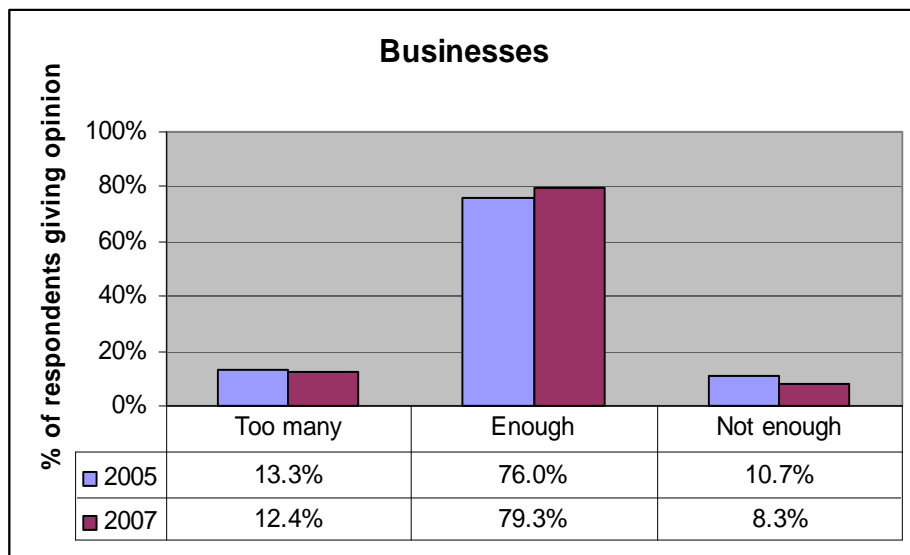
Not enough	
Public Toilets	74.1%
Mother and baby facilities	73.8%
Shops	33.0%
Parking	22.0%
Night-time activities	14.0%
Businesses	8.3%
Restaurants/cafes	7.9%
Public Houses	3.7%
Take-away food outlets	1.3%

This shows that the lowest levels of demand are for more take-away food outlets, public houses and restaurants/cafes. The highest levels of demand are for more public toilets, mother and baby facilities, shops and parking.

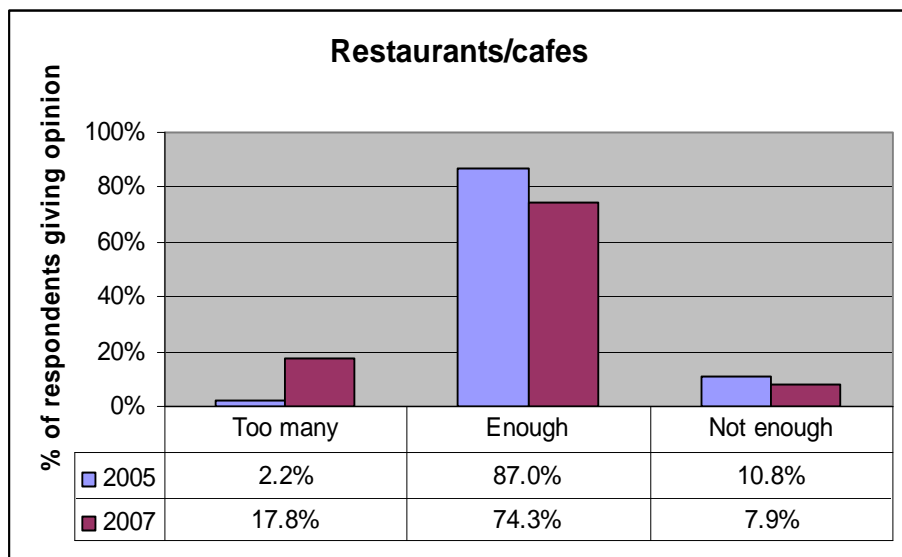


Shops: The level of respondents stating that there were enough shops fell by more than a fifth compared with 2005. The level stating that there were not enough shops more than doubled in 2007.

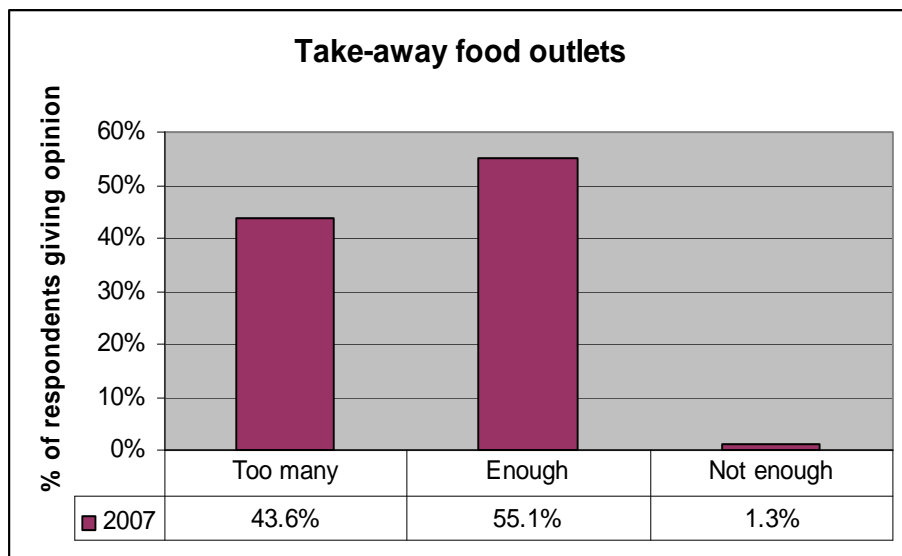
Businesses: The levels of both those stating that there are too many and those stating there are not enough businesses fell slightly in 2007 compared with the 2005 levels. Correspondingly, the level who believe there were enough businesses in the town increased slightly.

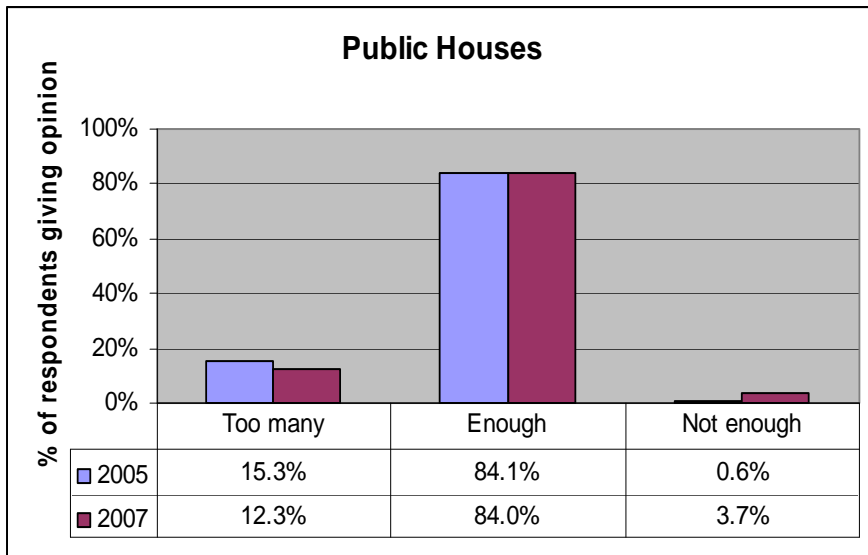


Restaurants/cafes: The level of respondents stating that there are too many restaurants in St Ives has increased significantly in 2007. The majority (74.3%) was still those stating they thought there were enough restaurants and cafes although this level was lower than in 2005. The results can't be directly compared with the previous survey since take-away food outlets have been given a separate category.

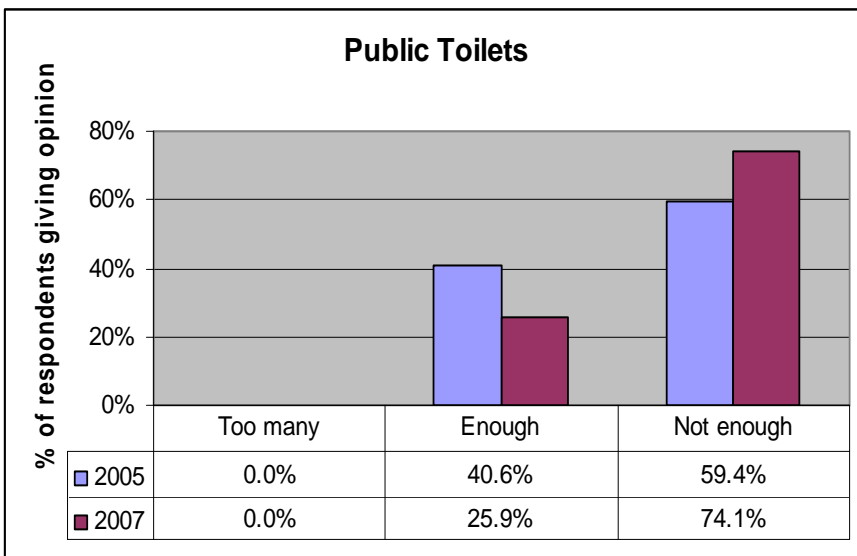


Take-away food outlets: More than half of those offering an opinion stated that there were enough take-away food outlets in St Ives.

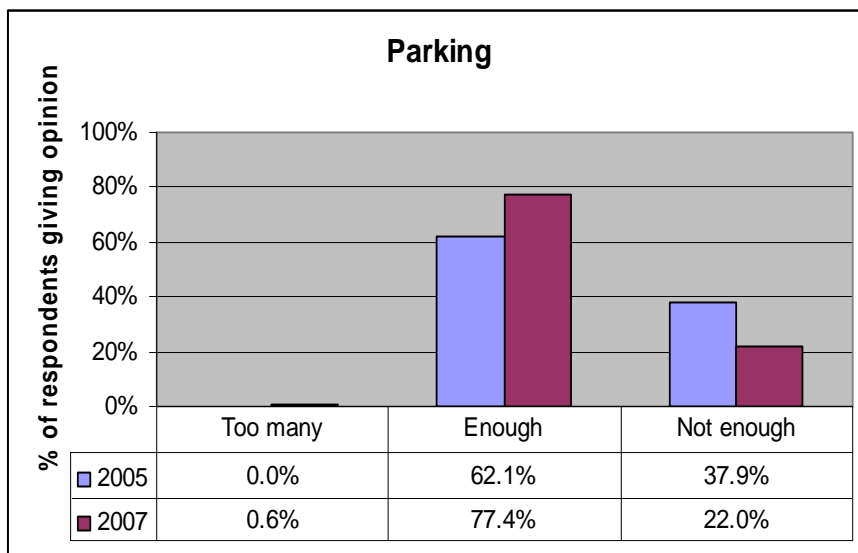




Public Houses: In 2007 there has been a slight shift in opinion with slightly fewer people believing there to be too many public houses in the town and slightly more stating that there are not enough. The levels of those stating that there enough public houses is much the same as in 2005.



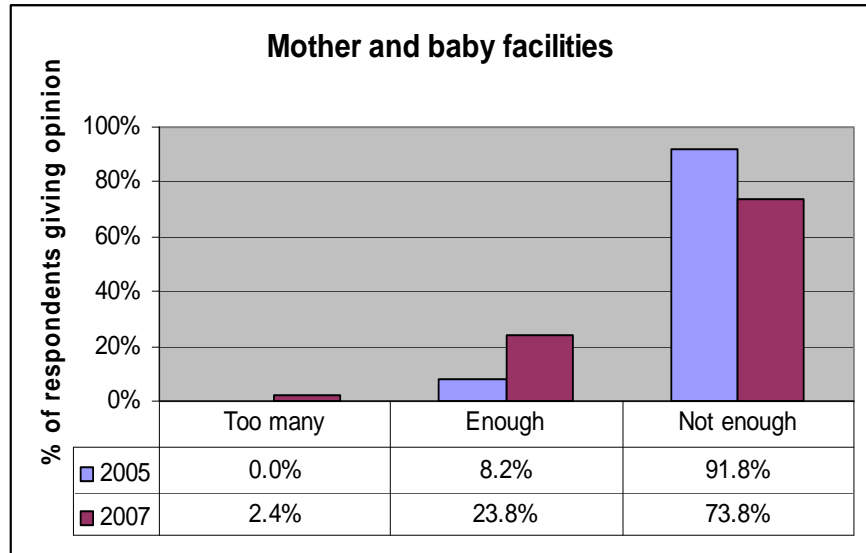
Public toilets: The level of respondents who gave an opinion stating that there were not enough toilets decreased from the 2005 survey. Little more than one quarter of the respondents who gave an opinion said that there were enough public toilets in 2007.



Parking: There has been an increase in the level of those stating that there is enough parking and a corresponding decrease in the level of those who feel there is not enough. More than three quarters of all those respondents who gave an opinion stated that there is enough parking in St Ives.

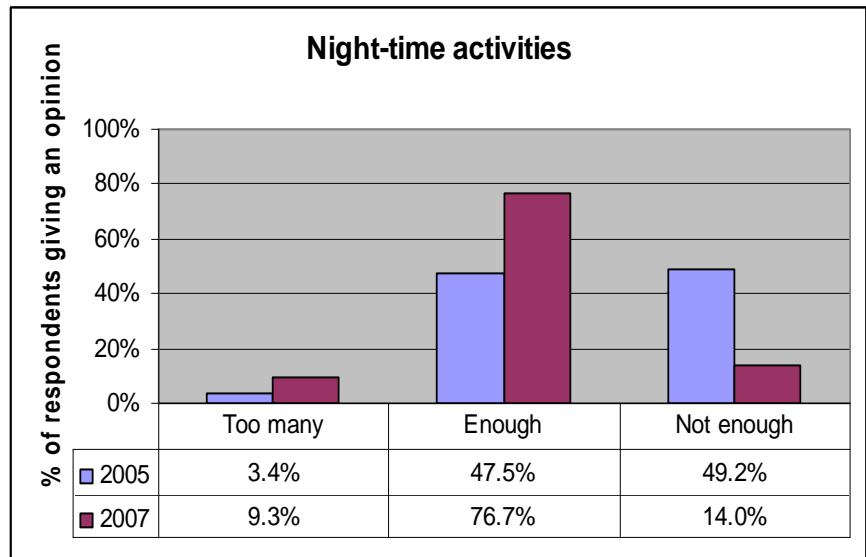
Mother and baby facilities:

There has been an increase in the level of respondents who expressed the opinion that there are enough mother and baby facilities and a corresponding decrease in the level stating that there are not enough of these facilities.

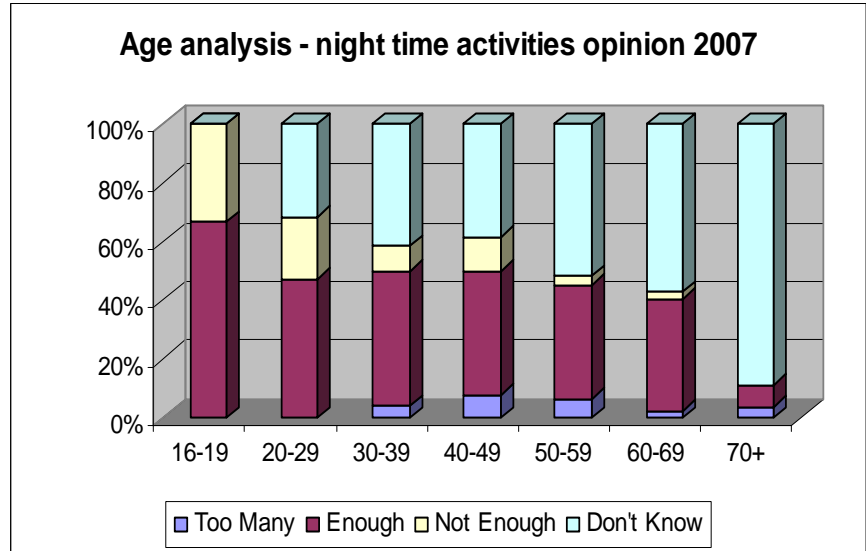


Night-time activities:

there were increases in the levels of respondents who expressed the opinion that there are too many or enough night-time activities and a corresponding decrease in the level stating that there are not enough of these. More than three-quarters of respondents giving an opinion said that there were enough night-time activities.

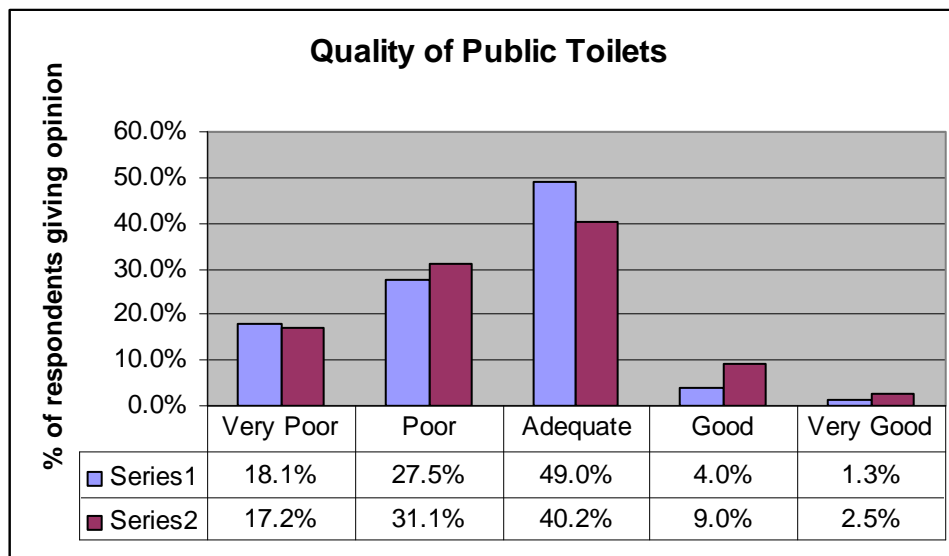


Age analysis of the responses regarding night-time activities shows that the level of respondents saying that they thought there were not enough was highest in the 16-19 year old age group and generally decreased with the age of the respondents.



How do you rate the quality of public toilets in St Ives?

The levels shown here are calculated as percentages of those giving an opinion rather than as a percentage of the total number surveyed.



The level of those stating that public toilets were 'good' or 'very good' has doubled from 5.4% in 2005 to 11.5% in 2007. There has also been a slight increase in the levels of respondents stating that public toilets were 'poor'.

Are there any other facilities you would like to see in St Ives or existing facilities you would like to see improved?

When asked whether there were any other facilities that they would like to see in St Ives, 77 replied 'no' or didn't provide an answer. 123 people gave 167 separate suggestions and these have been categorised into the topics below, with each then examined in more detail.

Entertainment, Leisure and Sports Facilities	37
Shops	79
Toilets	14
Transport and access	12
Restaurants/cafes	6
Markets	4
Other	15

Entertainment, Leisure and Sports Facilities

A community Hall	5
Casino	1
Cinema	1
Fitness centre	1
Internet Café	1
More night clubs	2
More things for young people	5
More general entertainment	6
More things for Mother's and toddlers	5
A public venue	3

Shops

Requests relating to shops are categorised below.

A variety of shops	3
Another supermarket	4
Argos	2
Better shops	9
Butchers	4
Department store	1
Do up shops	1
Dunelm	1
Fish and chips	2
Furniture	1
Gent clothes shop	3
Gift shop	1
Greengrocers	3
Improve the Corn Exchange with one saying they would like to see it made into an indoor market	9
Marks and Spencer	5
More general clothes shops	4
More independent shops	1
More shoe shops	5
More shop development	1
Record shop	1
Sainsbury's	2
Sports shop	4
Stationers	6
Proper post office	1
Ironmongers	1
Fabric shop	1
Local produce	2
Ladies clothes shops	1

Transport and Access

Ban cars	1
Better pavements	1
Bicycle Parking	1
Free parking	1
More disabled toilets/parking	6
Better policing	2

Toilets

All fourteen of these requests were for more or improved toilets. One of these also stated that the opening hours should be extended.

Restaurants/cafes

Of the 6 requests 4 were for pavement cafes, 1 for a Chinese and 1 for a vegetarian restaurant.

Markets

Of the 4 comments about markets, 3 were requesting the Corn Exchange to be returned to use as an indoor market and one stated that the Farmers' Market was not as good as in Ely.

Other

"Better police presence in town"

"Better tourist information. River trips"

"Broadway developed more. More available information about mother and toddler clubs"

"Don't visit in the evening due to the drunk people"

"Let's get nice uniform for street cleaner!"

"More fitness centres"

"More seats around and pavement cafes. "

"More seats in town."

"Not much for my age group. Clubs and pubs for kids."

"Not really but pavements are not smooth enough."

"Pedestrian areas and pavement cafes."

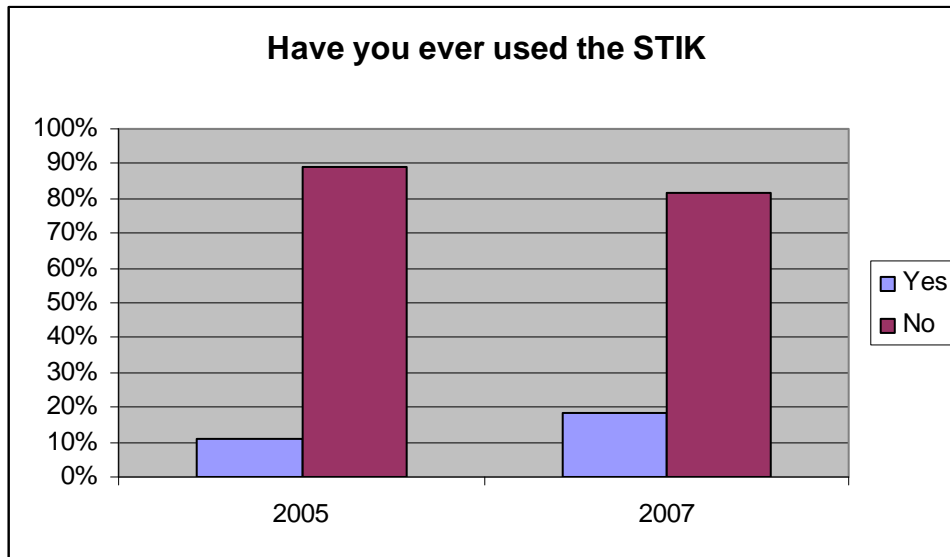
"Proper Post Office. More bike parking."

"Public slipway on river. Could try all traffic being stopped from going over bridge."

"Public space, a community space for cultural activities."

"Somewhere to hold Craft Fairs. We can't get up to Burgess Hall, no transport to get there, needs bus."

Have you used the Self-Service Tourist Information Kiosk (STIK) today or on a previous visit?

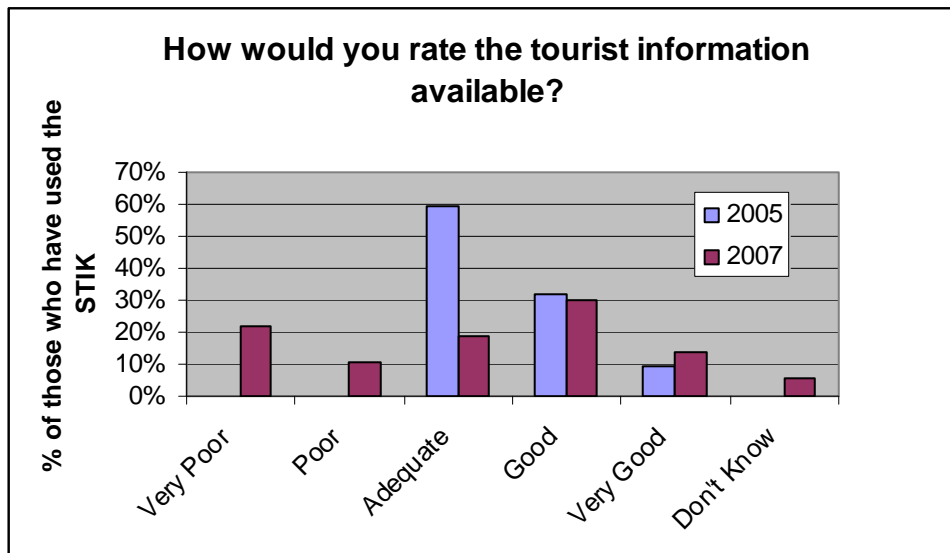


The level of respondents who said they had used the STIK increased from just over 10% in 2005 (10.9%) to almost one in five respondents in 2007 (18.5%).

Those respondents who indicated that they had used the STIK were then asked about the quality of the information available from it.

How would you rate the quality of information available?

Responses about the quality of information available in 2007 are compared below with the responses given in 2005 by those who had used the STIK.

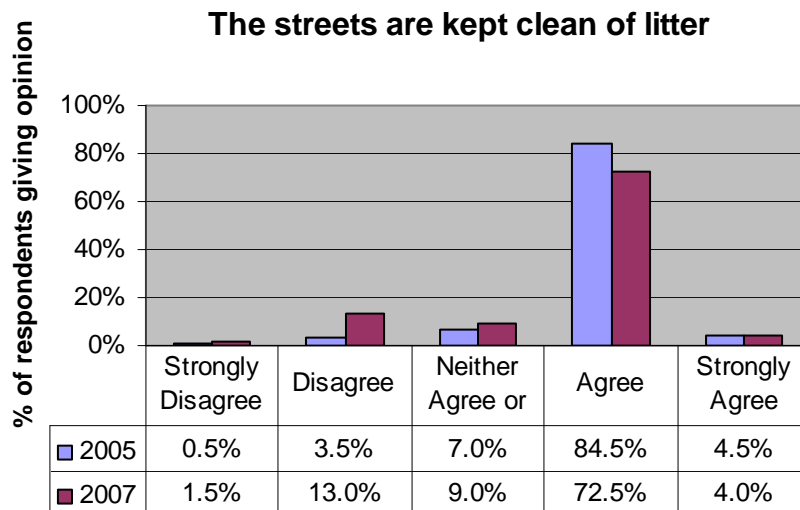


None of the respondents who had used the STIK stated that the information they had received was 'poor' or 'very poor' in 2005, compared to 32.4% of respondents in 2007. More than two-fifths of the respondents who had used the STIK stated that the information available was 'good' or 'very good' in 2007 (43.2%), up slightly from the 2005 figure of 40.9%.

How do you feel about St Ives town centre?

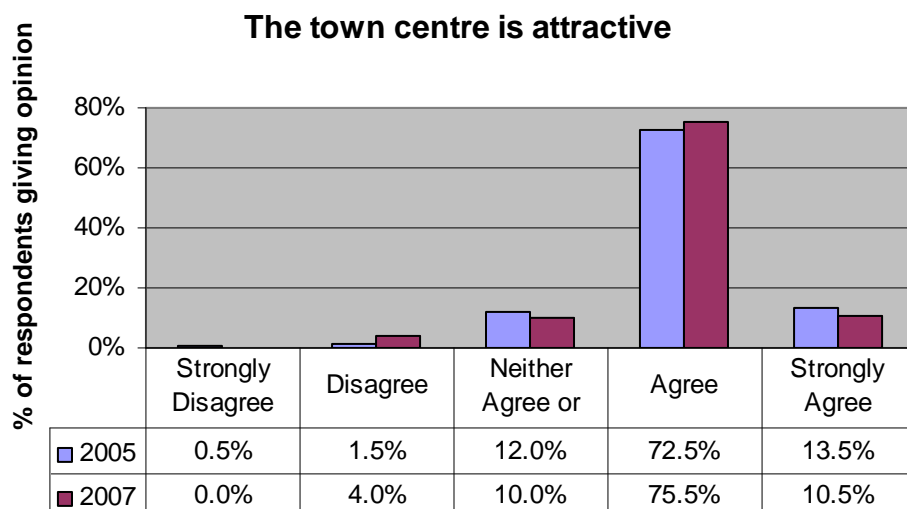
Respondents were asked how they would rate their agreement with five statements about the town centre. Ratings were on a scale of 1-5, with 1 being strongly agree and 5 being strongly disagree. There was also a 'don't know' option.

The streets are kept clean of litter



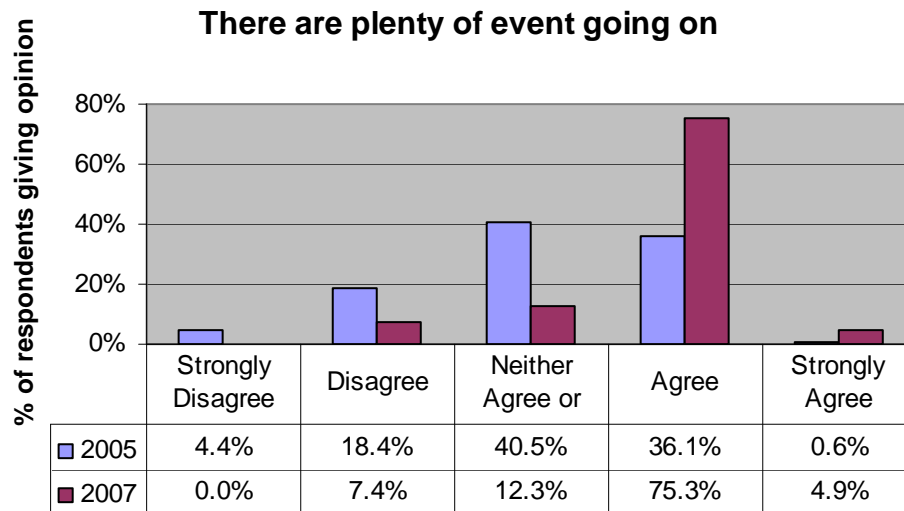
More than three quarters of respondents giving an opinion agreed or strongly agreed with this statement (76.5%), which is a decrease from the 2005 level (89%). There has also been an increase in disagreement with this statement compared to 2005: 14.5% of respondents giving an opinion disagreed or strongly disagreed with this statement in 2007 compared to 4% in 2005.

The town centre is attractive



The level of agreement with this statement was unchanged from 2005 with 86% of those respondents agreeing or strongly agreeing with this statement in 2007.

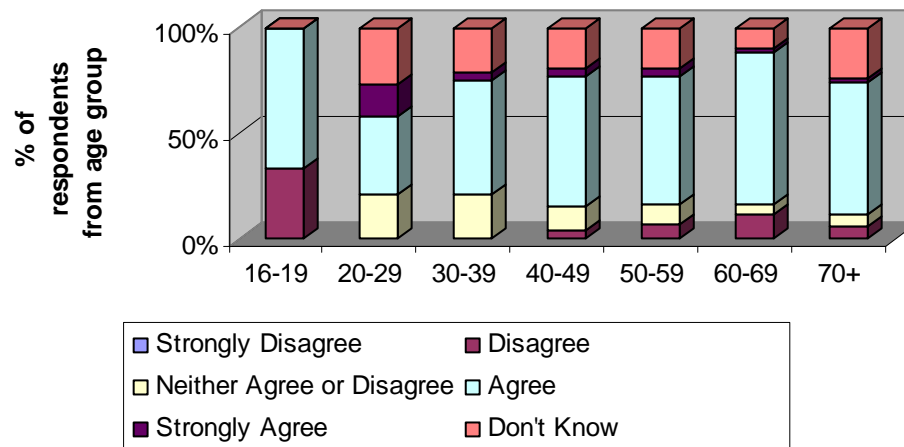
There are plenty of events going on



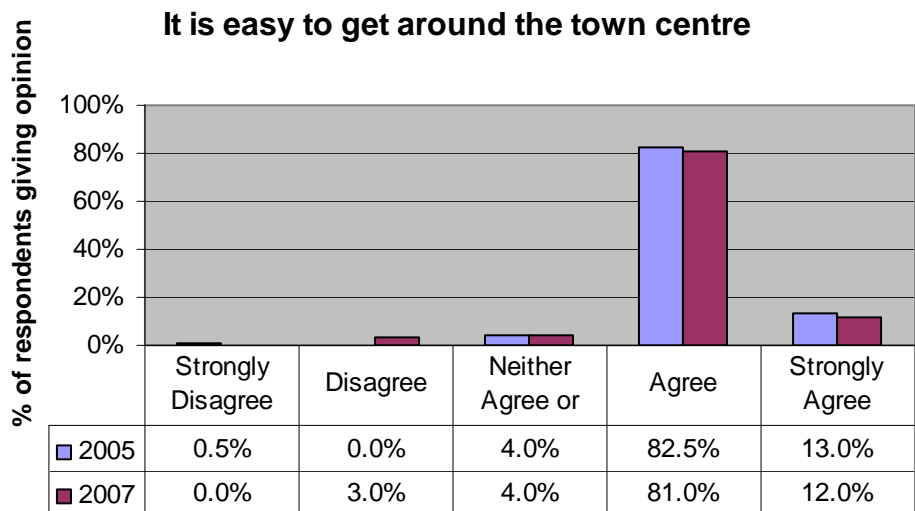
The level of agreement with this statement has more than doubled since the 2005 survey. In 2005 36.7% of respondents agreed or strongly agreed: in 2007 this figure has increased to 80.2%.

Age analysis (see chart below) shows that the highest levels of disagreement as in 2005 are from respondents in the 16-19 year old bracket.

2007 - There are plenty of events going on



It is easy to get around the town centre



The level of respondents who agreed or strongly agreed with this statement was down slightly at 93% in 2007 compared with 95.5% in 2005.

Shops are welcoming and customer service is good



In 2007, the level of respondents who agreed or strongly agreed that shops are welcoming and customer service is good is still very high at 87.6% though down slightly on the 2005 figure of 89.5%.

Is there anything else you think would improve the appearance of the town centre?

Apart from answers such as "No", "I like it as it is" and "No, it's nice", 92 people made 111 separate comments or suggestions about improving the appearance of the town. These have been sorted into the categories below.

Cleanliness	31
Greenery	19
Parking/Traffic	8
Shops/buildings	8
Roads/pavements	7
Seating	5
Crime/anti-social behaviour	5
Restaurants cafes	3
Other	23

Cleanliness

Among the 31 comments relating to cleanliness 6 respondents referred to dirty/greasy pavements; 5 mentioned take-away food litter; 3 people said that litter was bad on Saturday/Sunday mornings, 1 person said litter was bad at night and another said it was bad after markets; 2 people called for the removal of gum boards while another requested the cleaning up of gum; one respondent mentioned cigarette ends and one requested more bins.

Greenery

Most of these comments (14) were requests for more flowers or plants. 4 requests were for more (or the replacement of) trees and one person stated that some hanging baskets needed more watering.

Parking/Traffic

Of these 8 comments, 5 wanted cars to be kept out of the town centre, 3 respondents specifically mentioned problems with traffic or parking in Bridge Street, and 1 respondent would like to see parking prohibited near Cromwell's statue.

Shops/Buildings

Comments relating to shops and buildings are listed below:

"Do up some buildings".

"Don't build any more modern buildings, new buildings should reflect 'older' style. "

"Fill empty shops."

"Keep new buildings in character."

"Some buildings on Broadway and Crown Street look drab."

"Some design on new buildings is poor."

"Corn Exchange re-vamped and open. "

"Restore corn exchange."

Roads/Pavements

Among the comments made relating to roads and pavements: 4 called for improvements to the condition of roads (one respondent mentioned Station Road specifically); 3 called for improvements to the condition of pavements and one person would like to see less road signage.

Seating

All 5 of these comments were requests for more seating, one of them specifically for seats by the river.

Crime/anti-social behaviour

Of the 5 respondents making comments in this category, 4 mentioned problems with drunkenness, 1 mentioned homeless and one mentioned youth.

Restaurants/cafes

All 3 requests were for pavement or outdoor cafes.

Other

“Carry out enhancement of market square and more pedestrian streets, make it more tourist friendly. “

“Don't want anything too modern.”

“Get rid of Community Police Officer. “

“Get rid of scaffold and pigeons.”

“More things for children to do. “

“More union flags. “

“Needs a face lift, needs tarting up.”

“Petting zoo.”

“Pull down Barclays!”

“Take away Cromwell statue.”

“Use Warners Park more for activities. “

“Better sign posting.”

“Too many A boards, bikes with adverts on. “

“Christmas lights could be better. Need more flowers and sign posts. Do roads up a bit.”

“Get rid of chewing gum boards, repair roads. Stained pavements need cleaning.”

“Get rid of down and outs. Pavement in Station Road needs repair. Cafe rubbish on street in Bridge Street.”

“Christmas lights could be better. “

“More rubbish bins, more flowers, more events in winter months.”

“Lights in town.”

“More dropped curbs for disabled.”

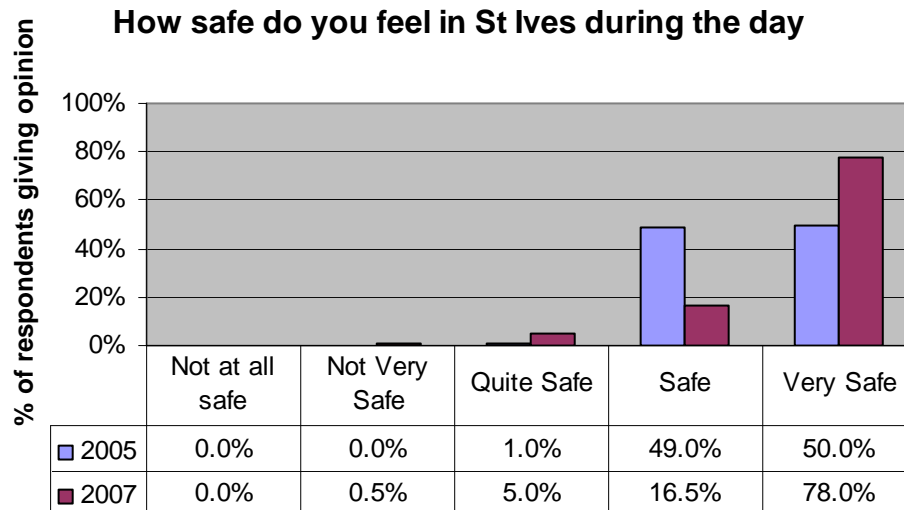
“No - I like quietness and nice hanging baskets.”

“No, Town Centre Initiative does exceptionally well.”

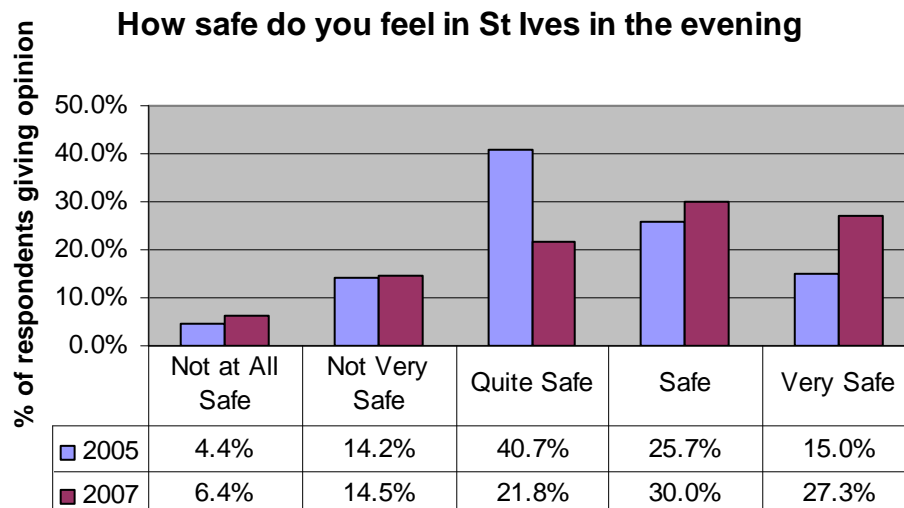
“Get rid of cars in the town centre. Barrier off St Ives from 10-5pm with gates like Huntingdon.”

How safe do you feel when you visit St Ives?

Respondents were first asked how safe they feel when they visit St Ives during the day. There was a slight decrease in the level of those saying that they felt 'safe' or 'very safe' in 2007 (94.5%) compared to 2005 (99%), although within this grouping significantly more respondents stated that they felt 'very safe' than in 2005.



Of those giving an opinion on how safe they feel in St Ives in the evening, more than half (57.3%) said they felt 'safe' or 'very safe' in 2007. This was a significant increase from 40.7% in 2005. There was also a small increase in the level of those who gave an opinion who said that they felt 'not at all safe' or 'not very safe' in 2007 (20.9%) compared with 2005 (18.6%).



Have you noticed any improvements in St Ives over the last 12 months?

Respondents were asked to give details of any improvements they had noticed in the town over the previous year. 120 respondents said 'no', 'not really' or gave no answer. 80 respondents listed 95 improvements and these have been categorized as shown.

Flood defences/Riverside/The Waits	40
Cleanliness	14
Bridge Street/The Bridge	10
Shops/Sunday market	8
Restaurants / Cafes	3
Pavements and roads	3
More Flowers	2
Other	15

Flood defences/Riverside/The Waits

40 comments related to improvements to flood defences, the riverside/waterfront and the Waits with comments including 'very nice', 'lovely' and 'very well done'.

Cleanliness

Of these comments 6 related to gum boards and one specifically mentioned improvements to cleanliness around the bus station.

Bridge Street/The bridge

One of these comments specifically mentioned the craft fair on the bridge.

Shops/Sunday market

3 of these comments specifically mentioned the Sunday Arts markets. Other comments were:

"General improvement, new stores and effort TCI is putting in now."

"Now have nice class of shops coming in."

"Type of shops have got better. "

"We have the new shops and restaurants."

"Yes some of the shops have been done up. "

Restaurants/Cafes

"We have the new shops and restaurants."

"Yes coffee shops."

"Sunday market, Costa coffee. "

Pavements and Roads

"Better than last year, not so much road works now."

"Path on market hill."

"Pavements."

More Flowers

2 respondents mentioned that there were more flowers.

Other

“General ambience better.”

“Housing.”

“Not so many fights at night.”

“Public toilets.”

“Some of the bus stops are better.”

“Town growing into nicer place.”

“Yeah, the walkway.”

“Yes but can't think of any. “

“Yes get rid of boy racers. “

“Yes more activities in town.”

“Yes.”

“Chewing gum boards and community police officers.”

“Flood defences on Waits and some of the ducks etc., are nice.”

“General improvement, new stores and effort TCI is putting in now.”

“The waits has improved, building nice homes.”

Have you noticed any things which have got worse in St Ives over the last 12 months?

The majority of respondents (149) did not list anything. 51 people made 55 separate comments about how they thought things in St Ives had got worse over the last 12 months. These have been categorised below.

Crime/Anti Social Behaviour	17
Transport and Access	14
Cleanliness	11
Shops	4
Corn Exchange	3
Toilets	2
Other	4

Crime/Anti-Social Behaviour

The majority of these comments (12) mentioned drunken behaviour or street drinking. 3 comments mentioned drugs.

Transport and Access

5 of the comments were about the poor condition of pavements. 5 comments related to parking: two stated that parking was worse, 2 others mentioned parking on double yellow lines and one mentioned the lack of bike parking. 2 people complained about traffic in general, two complaints specifically mentioned traffic (heavy lorries) on Bridge Street and one complained about traffic control.

Cleanliness

These comments mainly referred to litter, stains, chewing gum and dog mess on pavements. There was also a complaint that the Mews area is 'unattractive' and 'dirty' and another respondent said that the toilets get bad.

Shops

"Empty shops."

"Shops closing and not replaced by good shops."

"Shops keep closing and the wrong shops are coming."

"Yes lack of individual shop. "

Corn Exchange

"Corn Exchange looking very sad."

"Loss of Corn Exchange."

"The Town Council because of Corn Exchange debauch."

Toilets

There were two complaints about public toilets

Other

"Buskers in street spoil town."

"Cow and Hare Passage."

"Restaurants, there are too many."

"Cow and Hare Passage should be open, police are not enforcing the law, and their image has suffered."

How many people are visiting St Ives with you today?

	2005		2007	
	Count	% of all respondents	Count	% of all respondents
Visiting alone	106	52.7%	133	66.5%
With children only	21	10.4%	10	5%
(with one child)	(13)	(6.5%)	(8)	(4%)
(with two children)	(7)	(3.5%)	(2)	(1%)
(with three children)	(1)	(0.5%)	(0)	
With adults only	61	30.3%	51	25.5%
(with one adult)	(59)	(29.4%)	(47)	(23.5%)
(with two adults)	(2)	(1%)	(4)	(2%)
With adults and children	13	6.5%	6	3%
(with one adult and one child)	(7)	(3.5%)	1	(0.5%)
(with one adult and two children)	(5)	(2.5%)	3	(1.5%)
(with two adults and one child)	(0)		1	(0.5%)
(with two adults and two children)	(0)		1	(0.5%)
(with four adults and one child)	(1)	(0.5%)	0	

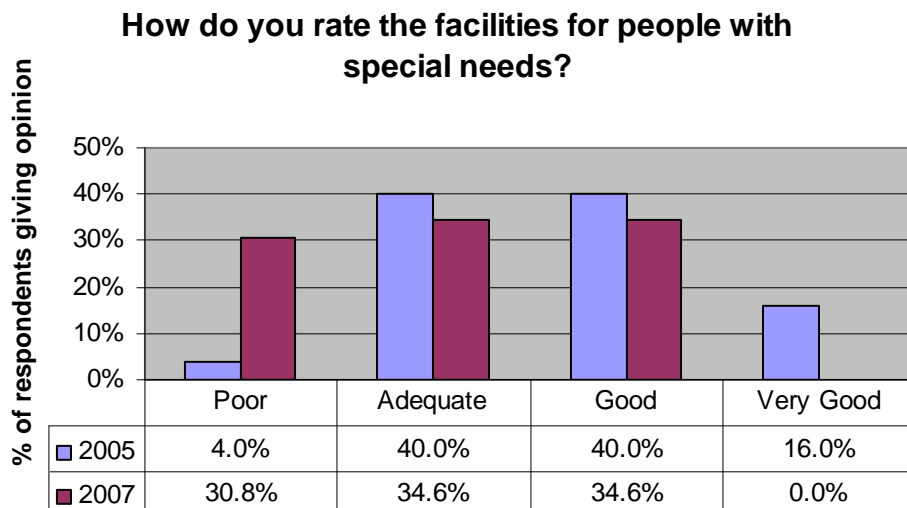
There were levels of respondents visiting alone increased in 2007. Two-thirds of respondents were visiting the town alone.

Do you have a health problem or disability which limits your daily activities or work you can do?

30 of the respondents in 2007 answered 'yes' to this question (15%) compared to 19 in 2005 (9.6%). Those answering 'yes' were asked the additional question below regarding the facilities for people with special needs in the town centre.

How do you rate the facilities for people with special needs in St Ives town centre?

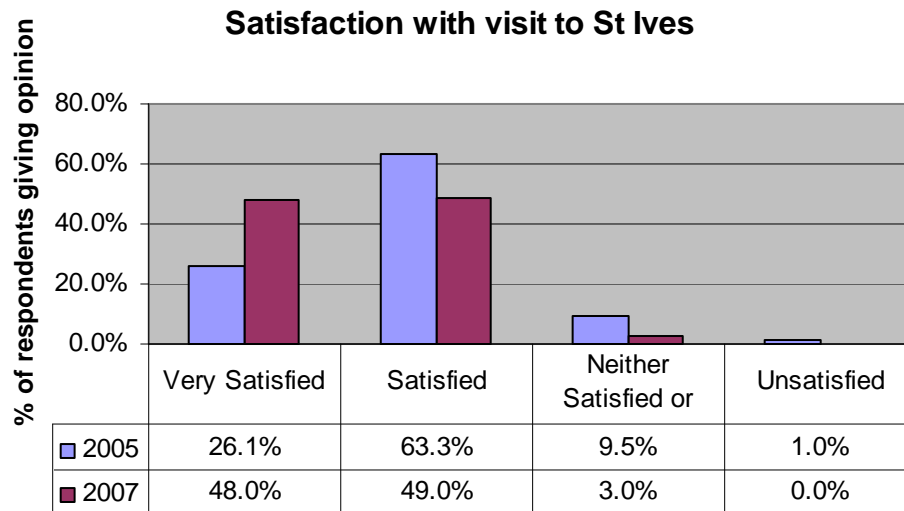
Excluding those who opted for the 'don't know' answer means that the data below relates to 26 respondents in 2007 and to 25 in 2005.



The data indicates increased dissatisfaction with facilities for special needs in the town centre in 2007 compared to 2005, with a decrease in the level who said that the facilities were 'good' and no one stating that they thought facilities were 'very good' in 2007. However, these are based on low numbers of respondents who had health problems or disabilities which limit their daily activities or the work they can do.

Overall, how would you rate your satisfaction with your visit to St Ives today?

All 200 respondents offered a rating of their visit to St Ives and 97% of these were either satisfied or very satisfied with their visit to the town (an increase from 89.4% in 2005). Almost half said they were 'very satisfied'. None of the respondents in 2007 stated that they were 'unsatisfied'.



Other Comments Received

More than half of the respondents (109) gave other comments at the end of the survey. There were 131 of these comments of which 51 were positive and 32 were negative. The remainder were neutral or requests for particular facilities.

Positive Comments

All good.

Generally I think it's a nice town.

Good place to live.

I enjoy coming here.

I have been to The Tap Room today, it was very nice.

I just love it after 27 years.

I like St Ives as it is, it's a nice town.

I like living here.

I love living here.

I love St Ives.

I love St. Ives, it's changed a lot, it's my town and family history is here

Tea shops on Quayside nice.

I think St Ives is lovely because of the variety of shops.

It's a lovely friendly town to live in.

It's a lovely town.

It's fine.

It's lovely, they keep it clean.

It is a very pleasant town.

It is nice as it is

I think it's a nice town.

Keep it an old market town.

Like living here.

Like working in St. Ives.

Lovely place, don't like the fair, it spoils the town.

Lovely, friendly, warm people, wouldn't like anywhere else, been here 30 years

Most people pleasant

Nice little town.

Nice town been here 15 years.

Nice town to live in.

Nice town.

None, I like it.

Not really.

I have St. Ives booklet, it's a nice publication. I picked it up at The Dolphin.

Nice to wander around town.

Very attractive place.

Very attractive, hope to come back.

Very enjoyable and friendly town.

We enjoy coming here. Like the river.

We like to come here.

Quite a good town.

Quite nice.

Seems lovely

It's a great town.

St Ives - it's home.

St. Ives is better than Huntingdon, and yet doesn't have the 'buzz'.

Super place.

What a lovely place , we are going to move back here.

Negative

About seven drug takers hang in the town and left it down, I feel very strongly about it. Access New Road and Station Road needs double yellow lines, it's dangerous. Down & out a problem & intimidating.

Access to cafe and restaurants id difficult for disabled people. It is difficult to park down bridge St. Corn exchange as community place which includes tourist information.

Better publication of events. Suggestives could be bigger print, in some cases too many adverts. Pavement cafes would be nice.

Crown Walk and Park is always mucky, children ride bikes on narrow paths which is dangerous for old people.

Don't bring anymore parking restrictions in.

Don't impose further parking restrictions in town.

From Houghton bus goes all round, have to wait for connection in Huntingdon. Looking forward to Corn Exchange re-opening.

Get rid of cars.

Hedges on public foot paths need to be cut back.

I think night clubs 'cause more drunkenness, people on streets shouting at 3a.m. are bad.

It gets busy at the market and it is difficult to get around. Police need to be improved on and I would like to see something done about the corn exchange.

Market makes it difficult to get around for me. I wish the market was just in the week.

Need better access to the disabled toilet.

Passage ways and alleys are dirty and need cleaning.

Pavements unlevel for pushing disabled shopping trolley.

People don't take care of disabled, sometimes push by me.

Problem with litter from the take away food places.

Toilets need improving.

Too many night clubs because of the people that use them, there are too many places that sell drink. The police are great but the town council are deceitful and the town council spoil the town.

Town access is serious problem, it puts people off travelling to town.

Traffic in town is bad. Parking on double yellow lines is bad and dangerous. Too many events on Sundays.

When the Fair comes they damage the pavements. Nice to wander around town.

Bridge Street is nicer now. Heavy traffic is a problem.

Lovely place, don't like the fair, it spoils the town.

Access New Road and Station Road needs double yellow lines, its dangerous. Down & out a problem & intimidating.

Access to cafe and restaurants id difficult for disabled people. It is difficult to park down bridge St. Corn exchange as community place which includes tourist information.

Crown Walk and Park is always mucky, children ride bikes on narrow paths which is dangerous for old people.

Traffic in town is bad. Parking on double yellow lines is bad and dangerous. Too many events on Sundays.

16-19 year olds youth need somewhere to go. Too many hairdressers. Shops - nicer mix would be nice.

Would like emphasis on making police better and stop street drinking and hooliganism at weekends.

Traffic in town is bad. Parking on double yellow lines is bad and dangerous. Too many events on Sundays.

Tourist office in Corn Exchange. Essential Corn Exchange is re-opened, extremely disappointed that the Initiative took a neutral stance. Vagrants slightly intimidating.

Shops

Shops - nicer mix would be nice.

Too many hairdressers.

Better variety of shops needed.

Bigger named shops like Argos, WH Smith.

Need a green grocers, the local magazine is very good.

Decent butchers, not all supermarket produce.

Few better shops.

More clothes shops like Top Shop. I have to go to Peterborough or Cambridge for clothes shops.

More variety of good quality clothes shops. Monsoon type shop.

Needs chip shop near bus stop.

Shops need to be more attractive.

Would like a stationers and a toy shop.

Pavement cafes would be nice.

Toilets

Toilet facilities, the baby changing facilities need improving.

Toilets need improving.

Toilet.

Anti-social behaviour

16-19 year olds youth need somewhere to go

About seven drug takers hang in the town and let it down, I feel very strongly about it I think night clubs cause more drunkenness, people on streets shouting at 3a.m. are bad.

Vagrants slightly intimidating

Down & outs a problem & intimidating.

Would like emphasis on making police better and stop street drinking and hooliganism at weekends.

Roads, pavements and traffic

Access New Road and Station Road needs double yellow lines, it's dangerous.

Bridge Street is nicer now. Heavy traffic is a problem.

Crown Walk and Park is always mucky, children ride bikes on narrow paths which is dangerous for old people.

Pavements unlevel for pushing disabled shopping trolley.

Traffic in town is bad. Parking on double yellow lines is bad and dangerous.

Would like more buses on Sundays, Bank Holidays and Evenings.

Would like some buses on Sunday for markets etc.

Get rid of cars.

Stop traffic on the old bridge and stop people eating fast food in the streets.

The driving over the bridge is a big issue.

When the Fair comes they damage the pavements.

Access

Access to cafe and restaurants id difficult for disabled people.
Market makes it difficult to get around for me. I wish the market was just in the week.
Need better access to the disabled.
People don't take care of disabled, sometimes push by me.
Sign on Quay to toilets points down dead end lane!
Town access is serious problem, it puts people off traveling to town

Parking

It is difficult to park down Bridge St.
Don't bring anymore parking restrictions in.
Don't impose further parking restrictions in town.
Parking good, I come from near Cambridge where it's busier.
Parking on double yellow lines need to stop.
The blue badge scheme gets abused and can be dangerous it needs limited areas
Community space.

Corn Exchange

Corn exchange as community place which includes tourist information.
Corn exchange for the town.
Corn exchange should be renovated for use as before.
Don't sell corn exchange
Looking forward to Corn Exchange re-opening.
Glad to see that Corn Exchange is being done.
Police need to be improved on and I would like to see something done about the corn exchange.
Make use of the corn exchange it has been closed too long. Maybe use it as a cafe for young people, a lounge area
Corn exchange needs to come back.
Proper tourist information - at the moment Norris Museum is doing the job
Tourist office in Corn Exchange.
Essential Corn Exchange is re-opened, extremely disappointed that the Initiative took a neutral stance

Public Transport

From Houghton bus goes all round, have to wait for connection in Huntingdon.
Hedges on public foot paths need to be cut back.
It gets busy at the market and it is difficult to get around
Weekends only one bus to and from Huntingdon per hour and doesn't fit in with train times when our visitors go back to London.

Other

Better publication of events. Suggestives" could be bigger print, in some cases too many adverts.
Fast food places need to clean up their rubbish.
Have come here with disabled lady for High Tea at Riverside Tea Rooms
Keep the shops in town don't build flats.
Make more use of the River front have more river activities.
More bingo and entertainment for my age group.
More litter bins near takeaways.
Need sign posts for the speed limit.
Need to advertise more in advance for the events.

Need to make better use of the river.
Passage ways and alleys are dirty and need cleaning.
Please report what is found in this survey.
Police presence needs to be better.
Problem with litter from the take away food places.
Too many night clubs because of the people that use them, there are too many places that sell drink. The police are great but the town council are deceitful and the town council spoils the town.
Town wants sorting out at night. Very pleasant place to live.
Too many events on Sundays.
Stop lorries on Potton Road, Hilton - I know it's not St. Ives.

Appendix A – Copy of questionnaire used by interviewers

St Ives Town Initiative – Visitor Survey

Date completed: .../.../.....

Q1. How often do you visit St Ives for each of these reasons?

Reason	Every day	2-6 days/week	Once a week	Once a month	Less than once a month	Never
To shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To work (where - see Q2 areas).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat at restaurants/cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For the regular market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For the Farmers' Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For special events (please specify).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2. If you shop here, which parts of the town do you generally shop in?

- | | | | |
|---|--------------------------|---------------------------------|--------------------------|
| 1. Bridge Street/Manor Mews/Bull Lane | <input type="checkbox"/> | 5. Market Hill/The Pavement | <input type="checkbox"/> |
| 2. Free Church Passage/ Foundry Walk | <input type="checkbox"/> | 6. Station Road/Cromwell Mews | <input type="checkbox"/> |
| 3. Broadway (Launderette to Argent Jewellers) | <input type="checkbox"/> | 7. East Street | <input type="checkbox"/> |
| 4. Crown Street (Hephers to Lloyds Bank)/ Crown Place | <input type="checkbox"/> | 8. Other (please specify) | <input type="checkbox"/> |

Q3. When visiting St Ives, how much do you typically spend on each of the following:

	£0	Up to £5	£5.01 – £10	£10.01 – £20	£20.01 – £50	£50 +	No answer
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating/drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel (to town)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4. How do you usually travel into St Ives?

- Car Bus Bicycle Motorbike Taxi Train Walk

Q5. How easy do you find it to travel by.....(add most popular form of transport from above)

Probe for comments – if car, then prompt about ease/cost of parking if not mentioned – if bus, prompt with regard to quality of service

Q6. If there were an improved, express bus service to St Ives, how often would you use it?

Every day	2-6 days/week	Once a week	Once a month	Less than once a month	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. Do you think St Ives has enough / too many / not enough of the following?

	Too many	Enough	Not Enough	Don't Know
Shops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Businesses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Restaurants/cafes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Take-away food outlets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Public Houses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Mother & baby facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Night-time activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

Q8. How do you rate the quality of public toilets in St Ives?

- Very poor Poor Adequate Good Very Good Don't Know

Q9. Are there any other facilities you would like to see in St Ives or existing facilities you would like to see improved?

Q10. Have you used the electronic self-service tourist information kiosk (STIK) today or on a previous visit?

- Yes No

Q11. IF YES, how would you rate the quality of information available:

Very poor Poor Adequate Good Very Good Don't Know

Q12. Please rate how much you agree with the following statements about St Ives town centre.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Don't know
The streets are kept clean of litter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The town centre is attractive	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
There are plenty of events going on	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
It is easy to get around the town centre	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Shops are welcoming and customer service is good	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q13. Is there anything else you think would improve the appearance of the town centre?

Q14. How safe do you feel when you visit St Ives?

	Not at all safe	Not very safe	Quite Safe	Safe	Very Safe	Don't visit at that time
During the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. Have you noticed any improvements in St Ives over the last 12 months?

Probe - what changes

Q16. Have you noticed any things which have got worse in St Ives over the last 12 months?

Probe - what changes

We would now like to ask you some questions about yourself:

Q17. How many people are visiting St Ives with you today? Adults Children

Q18. Which town or village do you live in?

Q19. Which age bracket do you fall into?

16-19 20-29 30-39 40-49 50-59 60-69 70+ No answer

Q20. What is your current employment status?

FT employed PT employed Retired Student Unemployed Other No answer

Q21. Do you have a health problem or disability which limits your daily activities or work you can do?

Yes No No answer

Q22. IF YES, how do you rate facilities for people with special needs in St Ives town centre?

Poor Adequate Good Very Good Don't know

Comments

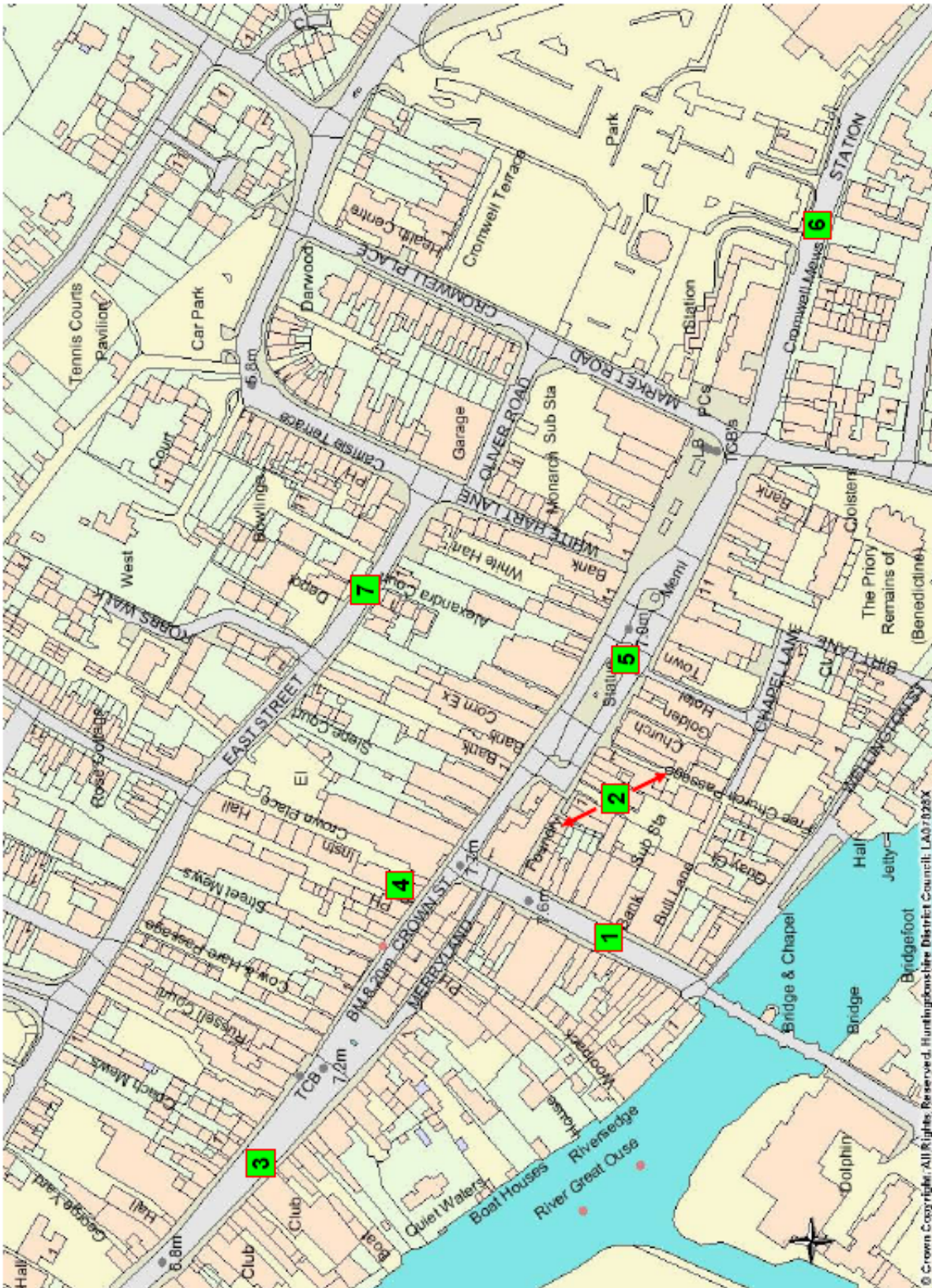
Q23. Overall, how would you rate your satisfaction with your visit to St Ives today?

Very satisfied Satisfied Neither Satisfied or Dissatisfied Unsatisfied Don't know

Any Other Comments:

For office purposes: Male Female

Appendix B – Copy of map showing shopping areas in St Ives



1	Bridges Street / Manor Mews / Bull Lane	2	Free Church Passage / Foundry Walk	3	Broadway (Llanrwst to Agents Inverlinn)	4	Crownwell Street (Raphaels to Lloyd Banks) / Crownwell Place
5	Market Hill / The Pavement	6	Station Road/Crownwell Mews	7	East Street	8	Other.....

