

Appendix D: In Street Survey Questionnaire and Results

**NEMS market research
WHITEHAVEN IN CENTRE VISITORS SURVEY**

INTRODUCTION: Good morning/afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey about shopping in the local area and I wonder if I can ask you a few questions. It will take about 5 minutes.

ASK ALL:

Q.1 What is the main purpose of your visit to Whitehaven town centre today?
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:

Q.2 What else, if anything, will you be doing in Whitehaven town centre today?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	Q.1	Q.2
	(1)	(2)
Visiting the town centre shops	1	1
Visiting pub / café / restaurant	2	2
<u>Visiting bank or other services (hairdresser, post office, solicitor)</u>	<u>3</u>	<u>3</u>
Visiting an entertainment / leisure facility (please specify facility)	4	4
Attending a conference or event	5	5
<u>Education</u>	<u>6</u>	<u>6</u>
Work (work here or attending meeting)	7	7
Coast to Coast walking or cycling	8	8
Visiting health or medical services	9	9
Other (PLEASE WRITE IN)	A	A
<u>(Don't know)</u>	<u>B</u>	<u>B</u>
Nothing else	C	C

Q.3 Are you planning on doing any convenience shopping (food) this week?
DO NOT PROMPT. ONE ANSWER ONLY

Yes

No

Q.4 ASK THOSE WHO ANSWERED YES TO Q3

If yes, where will you undertake the shop?

Q.5 Are you planning on doing any comparison shopping (non-food i.e clothing and footwear, electrical goods, furniture etc) this week?
DO NOT PROMPT. ONE ANSWER ONLY

Yes

No

Q.6 ASK THOSE WHO ANSWERED YES TO Q5

If yes, where will you undertake the shop?

ASK ALL:

Q.7 How long will you spend in Whitehaven town centre today?
DO NOT PROMPT. ONE ANSWER ONLY

	(4)
Less than one hour	1
1-2 hours	2
<u>2-4 hours</u>	<u>3</u>
4-6 hours	4
Over 6 hours	5
(Don't know)	6

ASK THOSE WHO SAID 'LESS THAN ONE HOUR' OR '1-2 HOURS' AT Q.7. OTHERS GO TO Q.9

Q.8 What would encourage you to stay in Whitehaven town centre for longer than 2 hours?

DO NOT PROMPT. ONE ANSWER ONLY

	(5)
Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities (cinema, theatre, sports etc.)</u>	3
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	6
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	9
Better quality markets	A
Different types of markets	B
<u>Appearance or character of the town centre</u>	C
Cleanliness of the town centre	D
General affordability	E
<u>Good / cheap parking</u>	F
Visitor accommodation or facilities	G
Safety of the town centre	H
<u>Parks or open spaces</u>	I
Nothing in particular	J
(Don't know)	K
Other (PLEASE WRITE IN)	L

ASK ALL:

Q.9 How often do you visit Whitehaven town centre?

DO NOT PROMPT. ONE ANSWER ONLY

	(6)
More than once a week	1
Once a week	2
<u>Once every 2-3 weeks</u>	3
Monthly	4
Less often / not regularly	5
First visit today	6

ASK THOSE WHO SAID 'ONCE EVERY 2-3 WEEKS' OR 'MONTHLY' OR 'LESS OFTEN/ NOT REGULARLY' OR 'FIRST VISIT TODAY' AT Q.9. OTHERS GO TO Q.11.

Q.10 What would encourage you to visit Whitehaven more frequently?

DO NOT PROMPT. ONE ANSWER ONLY

	(7)
Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities (cinema, theatre, sports etc.)</u>	3
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	6
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	9
Better quality markets	A
Different types of markets	B
<u>Appearance or character of the town centre</u>	C
Cleanliness of the town centre	D
General affordability	E
<u>Good / cheap parking</u>	F
Visitor accommodation or facilities	G
Safety of the town centre	H
<u>Parks or open spaces</u>	I
Nothing in particular	J
(Don't know)	K
Other (PLEASE WRITE IN)	L

ASK ALL:

Q.11 How did you travel here today?

DO NOT PROMPT. ONE ANSWER ONLY

	(8)	
Car / Van (as driver)	1	GO TO Q.9
Car / Van (as passenger)	2	GO TO Q.9
<u>Bus</u>	<u>3</u>	GO TO Q.10
Coach	4	GO TO Q.10
Train	5	GO TO Q.10
<u>Walk</u>	<u>6</u>	GO TO Q.10
Cycle	7	GO TO Q.10
Other (PLEASE WRITE IN)	8	GO TO Q.10

ASK THOSE WHO SAID CAR AT Q.11. OTHERS GO TO Q.13:

Q.12 Where did you park today?

DO NOT PROMPT. ONE ANSWER ONLY

	(9)	
School House Lane car park	1	
Senhouse Street car park	2	
<u>Whitehaven Sports Centre car park</u>	<u>3</u>	
The Beacon Museum surface car park	4	
North Shore surface car park	5	
<u>Mark House (Strand Street) car park</u>	<u>6</u>	
Queens Dock car park	7	
Whitehaven Station car park	8	
<u>Preston Street car park</u>	<u>9</u>	
Quay Street South car park	A	
Quay Street North car park	B	
Swingpump Lane multi-storey car park	C	
On-street	D	
Dropped off	E	
Other (PLEASE WRITE IN)	F	

ASK ALL:

Q.13 What do you currently like about Whitehaven town centre?

DO NOT PROMPT: CAN BE MULTICODED. PROBE FULLY. What else?

	(10)	
Appearance or character of the town centre	1	
Cleanliness of the town centre	2	
<u>Convenient to home</u>	<u>3</u>	
Convenient to work	4	
General affordability	5	
<u>Good / cheap parking</u>	<u>6</u>	
Habit / always used it / familiar	7	
It is easy to walk / cycle around	8	
<u>It is easy to get to by bus</u>	<u>9</u>	
It is easy to get to by train	A	
Quality of shops or markets	B	
Range of shops or markets	C	
<u>Range or quality of leisure facilities (cinema, theatre, sports etc.)</u>	<u>D</u>	
Range or quality of places to eat	E	
Range or quality of pubs or bars	F	
<u>Range or quality of services (e.g. banks, hairdressers etc.)</u>	<u>6</u>	
Visitor accommodation or facilities	G	
Safety of the town centre	H	
<u>Parks or open spaces</u>	<u>I</u>	
Other (PLEASE WRITE IN)	J	

Nothing	K
(Don't know)	L

ASK ALL:

Q.14 What do you currently dislike about Whitehaven town centre?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(11)
Appearance or character of the town centre	1
Cleanliness of the town centre	2
<u>Difficult / expensive parking</u>	<u>3</u>
Congestion	4
General affordability	5
<u>It is difficult to walk / cycle around</u>	<u>6</u>
Poor quality of shops	7
Poor range of shops	8
Poor range of leisure facilities (e.g. cinema, theatre etc.)	9
	(12)
Poor range or quality places to eat	1
Poor range or quality of pubs or bars	2
<u>Poor range or quality of services (e.g. banks, hairdressers etc.)</u>	<u>3</u>
It is difficult to get to by bus	4
It is difficult to get to by train	5
<u>Safety of the town centre</u>	<u>6</u>
Parks or open spaces	7
Visitor accommodation or facilities	8
Lack of public toilets	9
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing	B
(Don't know)	C

ASK ALL:

Q.15 How do you think Whitehaven town centre should be improved?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (23)

Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities</u>	<u>3</u>
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	<u>6</u>
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	<u>9</u>
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing in particular	B
(Don't know)	C

ASK THOSE WHO SAID 'DIFFERENT OR BETTER SHOPS OR MARKETS' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.17:

Q.16 What kind of changes would you like to see to shops or markets?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (34)

Better quality shops	1
More affordable shops	2
<u>Larger shops</u>	<u>3</u>
More or new national retailers	4
More or new independent shops	5
<u>More shops selling clothing / footwear</u>	<u>6</u>
More shops selling food / drink	7
More shops selling small household goods	8
More shops selling electrical goods	9
	(45)
More shops selling books, CDs etc	1
More shops selling toys or recreational goods	2
<u>More chemists or shops selling beauty products</u>	<u>3</u>
More shops selling furniture, DIY or gardening goods	4
More shops selling specialist goods	5
<u>More frequent markets</u>	<u>6</u>
Better quality markets	7
Different types of markets	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'DIFFERENT OR BETTER PLACES TO EAT OR DRINK' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.18:

Q.17 What kind of changes would you like to see to places to eat or drink?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (56)

Better range of restaurants or cafes	1
Better quality restaurants or cafes	2
<u>More affordable restaurants or cafes</u>	<u>3</u>
More independent restaurants or cafes	4
Better range of pubs and bars	5
<u>Better quality pubs and bars</u>	<u>6</u>
More or better nightclubs	7
More opportunities to eat or drink outside	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'DIFFERENT OR BETTER LEISURE FACILITIES' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.19:

Q.18 What kind of changes would you like to see to leisure facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (67)

More or better cinemas or theatres	1
More or better gym and fitness facilities	2
<u>More or better sports facilities</u>	<u>3</u>
More or better museums	4
More or better art galleries	5
<u>More or better entertainment for children / families</u>	<u>6</u>
Other (PLEASE WRITE IN)	7
<hr/>	
(Don't know)	8

ASK THOSE WHO SAID 'DIFFERENT OR BETTER SERVICE FACILITIES' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.20:

Q.19 What kind of changes would you like to see to service facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (78)

More or better banking / financial services	1
More or better hairdressing / beauty services	2
<u>More or better public services (e.g. health, libraries)</u>	<u>3</u>
Other (PLEASE WRITE IN)	4
<hr/>	
(Don't know)	5

ASK THOSE WHO SAID 'MORE OR BETTER CAR PARKING' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.21:

Q.20 What kind of changes would you like to see to car parking?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (19)

More long stay car parking	1
More short stay car parking	2
<u>Better located parking</u>	<u>3</u>
Cheaper car parking	4
More disabled car parking	5
<u>More parent / child parking</u>	<u>6</u>
Other (PLEASE WRITE IN)	7
<hr/>	
(Don't know)	8

ASK THOSE WHO SAID 'IMPROVED VISITOR INFORMATION' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.22:

Q.21 What kind of changes would you like to see to visitor information?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (20)

Improved signage	1
Improved visitor information centre	2
<u>More or better information on events</u>	<u>3</u>
More or better information on travel options	4
More or better information on history / architecture	5
Other (PLEASE WRITE IN)	6

ASK THOSE WHO SAID 'MORE OR BETTER PUBLIC TRANSPORT OR CYCLE FACILITIES' AT Q.15.**OTHERS GO TO INSTRUCTION AT Q.23:**

Q.22 What kind of changes would you like to see to public transport or cycle facilities?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(21)
Improved railway station	1
<u>More frequent train services</u>	<u>2</u>
More frequent bus services	3
Better located bus stops	4
<u>More cycle parking</u>	<u>5</u>
Better located cycle parking	6
Better quality cycle parking (e.g. more secure, covered etc.)	7
<u>Better cycle links</u>	<u>8</u>
Other (PLEASE WRITE IN)	A
<hr/>	
(Don't know)	B

ASK THOSE WHO SAID 'IMPROVED QUALITY OR CLEANLINESS OF PUBLIC SPACES' AT Q.15.**OTHERS GO TO INSTRUCTION AT Q.24:**

Q.23 What kind of changes would you like to see to improve quality or cleanliness of public spaces?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(22)
Better routes / crossings for pedestrians	1
More green spaces	2
<u>Cleaner streets or parks</u>	<u>3</u>
More or better play facilities	4
Better access for disabled / elderly / pushchairs	5
<u>More bins</u>	<u>6</u>
Less traffic / congestion	7
More public seating	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'IMPROVED VISITOR ACCOMMODATION' AT Q.15. OTHERS GO TO Q.25

Q.24 What kind of changes would you like to see to visitor accommodation?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(23)
Better quality accommodation	1
More affordable accommodation	2
<u>More hotels</u>	<u>3</u>
More B&Bs	4
More self-catering accommodation	5
<u>More accommodation for groups</u>	<u>6</u>
Touring park (for example similar to the touring park at Maryport Harbour)	7
Other (PLEASE WRITE IN)	8
<hr/>	
(Don't know)	9

7

ASK ALL:

Q.25 What one thing does Whitehaven Town Centre do better than other places that you visit?

DO NOT PROMPT: ONE ANSWER ONLY

	(84)
Architecture / Environment	1
Conference facilities	2
<u>Entertainment facilities (e.g. theatre)</u>	<u>3</u>
Events	4
Food / Drink	5
<u>Nightlife</u>	<u>6</u>
Shopping	7
Transport facilities	8
<u>Visitor accommodation</u>	<u>9</u>
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing in particular	B
(Don't know)	C

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME: _____

ADDRESS: _____

TEL. No. _____ Postcode:

CLASSIFICATION

GENDER:	(25)	AGE GROUP:	(26)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		65 + years	6

OCCUPATION OF CHIEF WAGE EARNER IN HOUSEHOLD: _____

(IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION: PROBE FULLY.)

	(27)
AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

HOUSEHOLD COMPOSITION: (IF NONE PLEASE WRITE IN 0)

Number of adults: (28)

No. of children 15 years and under: (29)

Number of cars in household: (30)

DAY:	(31)	LOCATION:	(32)
Monday	1	Adjacent to PFK King Street	1
Tuesday	2	Costa Coffee (King St & Lowther St)	2
<u>Wednesday</u>	<u>3</u>	Greggs Market Place	3
Thursday	4		
Friday	5		
Saturday	6		

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ **DATE:** (33) (34)

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INTRODUCTION: Good morning/afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey about shopping in the local area and I wonder if I can ask you a few questions. It will take about 5 minutes.

ASK ALL:

Q.1 What is the main purpose of your visit to Workington town centre today?
DO NOT PROMPT. ONE ANSWER ONLY

ASK ALL:

Q.2 What else, if anything, will you be doing in Workington town centre today?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	Q.1 (1)	Q.2 (2)
Visiting the town centre shops	1	1
Visiting pub / café / restaurant	2	2
<u>Visiting bank or other services (hairdresser, post office, solicitor)</u>	<u>3</u>	<u>3</u>
Visiting an entertainment / leisure facility (please specify facility)	4	4
Attending a conference or event	5	5
<u>Education</u>	<u>6</u>	<u>6</u>
Work (work here or attending meeting)	7	7
Coast to Coast walking or cycling	8	8
Visiting health or medical services	9	9
Other (PLEASE WRITE IN)	A	A
<u>(Don't know)</u>	<u>B</u>	<u>B</u>
Nothing else	C	C

Q.3 Are you planning on doing any convenience shopping (food) this week?
DO NOT PROMPT. ONE ANSWER ONLY

Yes

No

Q.4 ASK THOSE WHO ANSWERED YES TO Q3

If yes, where will you undertake the shop?

Q.5 Are you planning on doing any comparison shopping (non-food i.e clothing and footwear, electrical goods, furniture etc) this week?
DO NOT PROMPT. ONE ANSWER ONLY

Yes

No

Q.6 ASK THOSE WHO ANSWERED YES TO Q5

If yes, where will you undertake the shop?

ASK ALL:

Q.7 How long will you spend in Workington town centre today?
DO NOT PROMPT. ONE ANSWER ONLY

	(4)
Less than one hour	1
1-2 hours	2
<u>2-4 hours</u>	<u>3</u>
4-6 hours	4
Over 6 hours	5
(Don't know)	6

ASK THOSE WHO SAID 'LESS THAN ONE HOUR' OR '1-2 HOURS' AT Q.7. OTHERS GO TO Q.9

Q.8 What would encourage you to stay in Workington town centre for longer than 2 hours?
DO NOT PROMPT. ONE ANSWER ONLY

	(5)
Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities (cinema, theatre, sports etc.)</u>	3
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	6
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	9
Better quality markets	A
Different types of markets	B
<u>Appearance or character of the town centre</u>	C
Cleanliness of the town centre	D
General affordability	E
<u>Good / cheap parking</u>	F
Visitor accommodation or facilities	G
Safety of the town centre	H
<u>Parks or open spaces</u>	I
Nothing in particular	J
(Don't know)	K
Other (PLEASE WRITE IN)	L

ASK ALL:

Q.9 How often do you visit Workington town centre?
DO NOT PROMPT. ONE ANSWER ONLY

	(6)
More than once a week	1
Once a week	2
<u>Once every 2-3 weeks</u>	3
Monthly	4
Less often / not regularly	5
First visit today	6

ASK THOSE WHO SAID 'ONCE EVERY 2-3 WEEKS' OR 'MONTHLY' OR 'LESS OFTEN/ NOT REGULARLY' OR 'FIRST VISIT TODAY' AT Q.9. OTHERS GO TO Q.11.

Q.10 What would encourage you to visit Workington more frequently?
DO NOT PROMPT. ONE ANSWER ONLY

	(7)
Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities (cinema, theatre, sports etc.)</u>	3
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	6
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	9
Better quality markets	A
Different types of markets	B
<u>Appearance or character of the town centre</u>	C
Cleanliness of the town centre	D
General affordability	E
<u>Good / cheap parking</u>	F
Visitor accommodation or facilities	G
Safety of the town centre	H
<u>Parks or open spaces</u>	I
Nothing in particular	J
(Don't know)	K
Other (PLEASE WRITE IN)	L

ASK ALL:

Q.11 How did you travel here today?

DO NOT PROMPT. ONE ANSWER ONLY

	(8)	
Car / Van (as driver)	1	GO TO Q.9
Car / Van (as passenger)	2	GO TO Q.9
<u>Bus</u>	<u>3</u>	GO TO Q.10
Coach	4	GO TO Q.10
Train	5	GO TO Q.10
<u>Walk</u>	<u>6</u>	GO TO Q.10
Cycle	7	GO TO Q.10
Other (PLEASE WRITE IN)	8	GO TO Q.10

ASK THOSE WHO SAID CAR AT Q.11. OTHERS GO TO Q.13:

Q.12 Where did you park today?

DO NOT PROMPT. ONE ANSWER ONLY

	(9)	
Workington Railway Station surface car park	1	
Brow Top surface car park	2	
<u>Central Way surface car park</u>	<u>3</u>	
Elizabeth Street surface car park	4	
Allerdale House surface car park	5	
<u>Udale Street surface car park</u>	<u>6</u>	
Ladies Walk surface car park	7	
Parksafe Multi-Storey car park	8	
<u>Vulcans Lane surface car park</u>	<u>9</u>	
New south Watt Street surface car park	A	
On-street	B	
Dropped off	C	
Other (PLEASE WRITE IN)	D	

ASK ALL:

Q.13 What do you currently like about Workington town centre?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(10)	
Appearance or character of the town centre	1	
Cleanliness of the town centre	2	
<u>Convenient to home</u>	<u>3</u>	
Convenient to work	4	
General affordability	5	
<u>Good / cheap parking</u>	<u>6</u>	
Habit / always used it / familiar	7	
It is easy to walk / cycle around	8	
<u>It is easy to get to by bus</u>	<u>9</u>	
It is easy to get to by train	A	
Quality of shops or markets	B	
Range of shops or markets	C	
<u>Range or quality of leisure facilities (cinema, theatre, sports etc.)</u>	<u>D</u>	
Range or quality of places to eat	E	
Range or quality of pubs or bars	F	
<u>Range or quality of services (e.g. banks, hairdressers etc.)</u>	<u>6</u>	
Visitor accommodation or facilities	G	
Safety of the town centre	H	
<u>Parks or open spaces</u>	<u>I</u>	
Other (PLEASE WRITE IN)	J	

Nothing	K
(Don't know)	L

ASK ALL:

Q.14 What do you currently dislike about Workington town centre?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(11)
Appearance or character of the town centre	1
Cleanliness of the town centre	2
<u>Difficult / expensive parking</u>	<u>3</u>
Congestion	4
General affordability	5
<u>It is difficult to walk / cycle around</u>	<u>6</u>
Poor quality of shops	7
Poor range of shops	8
Poor range of leisure facilities (e.g. cinema, theatre etc.)	9
	(12)
Poor range or quality places to eat	1
Poor range or quality of pubs or bars	2
<u>Poor range or quality of services (e.g. banks, hairdressers etc.)</u>	<u>3</u>
It is difficult to get to by bus	4
It is difficult to get to by train	5
<u>Safety of the town centre</u>	<u>6</u>
Parks or open spaces	7
Visitor accommodation or facilities	8
Lack of public toilets	9
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing	B
(Don't know)	C

ASK ALL:

Q.15 How do you think Workington town centre should be improved?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (23)

Different or better shops or markets	1
Different or better places to eat or drink	2
<u>Different or better leisure facilities</u>	<u>3</u>
Different or better service facilities	4
More or better car parking	5
<u>Improved visitor information</u>	<u>6</u>
More or better public transport or cycle facilities	7
Improves quality or cleanliness of public spaces	8
<u>Improved visitor accommodation</u>	<u>9</u>
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing in particular	B
(Don't know)	C

ASK THOSE WHO SAID 'DIFFERENT OR BETTER SHOPS OR MARKETS' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.17:

Q.16 What kind of changes would you like to see to shops or markets?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (34)

Better quality shops	1
More affordable shops	2
<u>Larger shops</u>	<u>3</u>
More or new national retailers	4
More or new independent shops	5
<u>More shops selling clothing / footwear</u>	<u>6</u>
More shops selling food / drink	7
More shops selling small household goods	8
More shops selling electrical goods	9
	(45)
More shops selling books, CDs etc	1
More shops selling toys or recreational goods	2
<u>More chemists or shops selling beauty products</u>	<u>3</u>
More shops selling furniture, DIY or gardening goods	4
More shops selling specialist goods	5
<u>More frequent markets</u>	<u>6</u>
Better quality markets	7
Different types of markets	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'DIFFERENT OR BETTER PLACES TO EAT OR DRINK' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.18:

Q.17 What kind of changes would you like to see to places to eat or drink?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (56)

Better range of restaurants or cafes	1
Better quality restaurants or cafes	2
<u>More affordable restaurants or cafes</u>	<u>3</u>
More independent restaurants or cafes	4
Better range of pubs and bars	5
<u>Better quality pubs and bars</u>	<u>6</u>
More or better nightclubs	7
More opportunities to eat or drink outside	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'DIFFERENT OR BETTER LEISURE FACILITIES' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.19:

Q.18 What kind of changes would you like to see to leisure facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (67)

More or better cinemas or theatres	1
More or better gym and fitness facilities	2
<u>More or better sports facilities</u>	<u>3</u>
More or better museums	4
More or better art galleries	5
<u>More or better entertainment for children / families</u>	<u>6</u>
Other (PLEASE WRITE IN)	7
<hr/>	
(Don't know)	8

ASK THOSE WHO SAID 'DIFFERENT OR BETTER SERVICE FACILITIES' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.20:

Q.19 What kind of changes would you like to see to service facilities?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (78)

More or better banking / financial services	1
More or better hairdressing / beauty services	2
<u>More or better public services (e.g. health, libraries)</u>	<u>3</u>
Other (PLEASE WRITE IN)	4
<hr/>	
(Don't know)	5

ASK THOSE WHO SAID 'MORE OR BETTER CAR PARKING' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.21:

Q.20 What kind of changes would you like to see to car parking?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (19)

More long stay car parking	1
More short stay car parking	2
<u>Better located parking</u>	<u>3</u>
Cheaper car parking	4
More disabled car parking	5
<u>More parent / child parking</u>	<u>6</u>
Other (PLEASE WRITE IN)	7
<hr/>	
(Don't know)	8

ASK THOSE WHO SAID 'IMPROVED VISITOR INFORMATION' AT Q.15. OTHERS GO TO INSTRUCTION AT Q.22:

Q.21 What kind of changes would you like to see to visitor information?
DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else? (20)

Improved signage	1
Improved visitor information centre	2
<u>More or better information on events</u>	<u>3</u>
More or better information on travel options	4
More or better information on history / architecture	5
Other (PLEASE WRITE IN)	6

ASK THOSE WHO SAID 'MORE OR BETTER PUBLIC TRANSPORT OR CYCLE FACILITIES' AT Q.15.**OTHERS GO TO INSTRUCTION AT Q.23:**

Q.22 What kind of changes would you like to see to public transport or cycle facilities?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(21)
Improved railway station	1
<u>More frequent train services</u>	<u>2</u>
More frequent bus services	3
Better located bus stops	4
<u>More cycle parking</u>	<u>5</u>
Better located cycle parking	6
Better quality cycle parking (e.g. more secure, covered etc.)	7
<u>Better cycle links</u>	<u>8</u>
Other (PLEASE WRITE IN)	A
<hr/>	
(Don't know)	B

ASK THOSE WHO SAID 'IMPROVED QUALITY OR CLEANLINESS OF PUBLIC SPACES' AT Q.15.**OTHERS GO TO INSTRUCTION AT Q.24:**

Q.23 What kind of changes would you like to see to improve quality or cleanliness of public spaces?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(22)
Better routes / crossings for pedestrians	1
More green spaces	2
<u>Cleaner streets or parks</u>	<u>3</u>
More or better play facilities	4
Better access for disabled / elderly / pushchairs	5
<u>More bins</u>	<u>6</u>
Less traffic / congestion	7
More public seating	8
Other (PLEASE WRITE IN)	9
<hr/>	
(Don't know)	A

ASK THOSE WHO SAID 'IMPROVED VISITOR ACCOMMODATION' AT Q.15. OTHERS GO TO Q.25

Q.24 What kind of changes would you like to see to visitor accommodation?

DO NOT PROMPT: CAN BE MULTICODED PROBE FULLY. What else?

	(23)
Better quality accommodation	1
More affordable accommodation	2
<u>More hotels</u>	<u>3</u>
More B&Bs	4
More self-catering accommodation	5
<u>More accommodation for groups</u>	<u>6</u>
Touring park (e.g Maryport Harbour)	7
Other (PLEASE WRITE IN)	8
<hr/>	
(Don't know)	9

ASK ALL:

Q.25 What one thing does Workington Town Centre do better than other places that you visit?

DO NOT PROMPT: ONE ANSWER ONLY

	(84)
Architecture / Environment	1
Conference facilities	2
<u>Entertainment facilities (e.g. theatre)</u>	<u>3</u>
Events	4
Food / Drink	5
<u>Nightlife</u>	<u>6</u>
Shopping	7
Transport facilities	8
<u>Visitor accommodation</u>	<u>9</u>
Other (PLEASE WRITE IN)	A
<hr/>	
Nothing in particular	B
(Don't know)	C

RESPONDENT DETAILS (OPTIONAL)

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME: _____

ADDRESS: _____

TEL. No. _____ Postcode:

CLASSIFICATION

GENDER:	(25)	AGE GROUP:	(26)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		65 + years	6

OCCUPATION OF CHIEF WAGE EARNER IN HOUSEHOLD: _____

(IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION: PROBE FULLY.)

	(27)
AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

HOUSEHOLD COMPOSITION: (IF NONE PLEASE WRITE IN 0)

Number of adults: (28)

No. of children 15 years and under: (29)

Number of cars in household: (30)

DAY:	(31)	LOCATION:	(32)
Monday	1	Risman Place/Campbell Savours Way 1	
Tuesday	2	Murray Road/Upton Street	2
<u>Wednesday</u>	<u>3</u>	Murray Road/Oxford Street	3
Thursday	4		
Friday	5		
Saturday	6		

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ **DATE:** (33) (34)

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