

## Hitchin Churchgate survey March 2018

At a meeting of Full Council on 8 February Councillors agreed to support the principle of a joint venture regeneration of the Churchgate Centre in Hitchin, with the Council as funder of the regeneration. The potential joint venture between the Council and Shearer Property Group would see a 'face-lift' of the existing shopping centre, improving the quality of the units available and in turn make them more attractive to retailers. The scheme would also see improved public open space and investment in Hitchin's historic market. There is still a lot more work to do to understand whether it will be possible to deliver the proposed regeneration, prior to a final decision being taken.

At this early stage, the Council is seeking the views of people who live and/or work in North Hertfordshire on the broad principles of the proposals in order to inform our thinking. There will be further opportunity to comment on any scheme proposed in the future as things progress.

This consultation is open until midnight on 29 April 2018. Your views will be used by the Council to help shape the proposals further.

### 1. Which age group are you in?

Under 16

16-24

25-34

35-44

45-54

55-64

65-74

75+

### 2. What is your gender?

Male

Female

Prefer not to say

### 3. Where do you live?

Hitchin

Letchworth

Royston

Baldock

Village / rural area of North Herts

Outside North Herts

4. How frequently do you visit Hitchin town centre?

Daily

Once or twice a week

Fortnightly

Monthly

Occasionally (i.e. less than once a month)

Never

5. What do you visit Hitchin Town Centre for? (please tick all that apply)

Shopping

Eating out

To work

To visit family – friends

Leisure e.g. parks, gym

Other (please specify)

6. When visiting Hitchin, do you currently shop in the Churchgate Centre?

Yes

No

7. How frequently do you shop in the Churchgate Centre?

Daily

Once or twice a week

Fortnightly

Monthly

Occasionally (i.e. less than once a month)

8. What would make you more likely to visit the Churchgate Shopping Centre or visit more regularly? (please tick all that apply)

Better quality shops

Different types of shops

More attractive environment

More attractive buildings/ shop fronts

Food and drink outlets

Leisure facilities

Nothing would make me more likely to visit

Other (please specify)

9. Please add any comments on why you would not be likely to visit the Churchgate Centre

10. Do you support the idea of regenerating the existing Churchgate Centre to provide improved shop units i.e. updating the existing buildings?

Yes

No

Don't know

11. What type of food and drink outlets would you like to see in a regenerated Churchgate centre? (please tick all that apply)

Italian

French

Indian

Chinese

Gastropub

Thai

Family

Other (please specify)

12. What sort of retailers would you like to see in a regenerated Churchgate Centre? (please tick all that apply)

Clothing

Jewellery

Cosmetics

Gift shops

Electronics

Food retailers

Bookshops

Homewares

Leisure providers

Other (please specify)

13. Are there any specific brands / retailers you would like to see in the Churchgate Centre?

14. Do you support the principle of regenerating the public space to the rear of the Churchgate Centre, including opening up the views of the Church from the market?

Yes

No

Don't know

15. Do you currently shop at Hitchin Market?

Yes

No

16. How frequently do you visit the market?

A few times a week

Weekly

Fortnightly

Monthly

Other (please specify)

17. What would make you more likely to visit Hitchin market or visit more frequently? (please tick all that apply)

More attractive environment

Better quality traders

Different types of traders

More attractive stalls

Food and drink outlets

Different opening times / days

Nothing would make me more likely to visit

Other (please specify)

18. Please add any comments on why you would not be likely to visit Hitchin Market

19. Do you support the principle of investing in Hitchin's market to ensure it is fit for the 21st century?

Yes

No

Don't know

20. What types of regular stalls would you like to see in an improved market? (Please tick all that apply)

Clothing

Jewellery

Cosmetics

Street food e.g. tapas, caribbean

Gifts

Discount goods

Food and drink i.e. food consumed at home - baker, fish-monger, fruit and veg stalls etc

Books

Antiques

Homewares

Other (please specify)

21. Do you support the idea of holding regular specialist markets as well as the general market?

Yes

No

Don't know

22. What types of speciality markets would you like to see in Hitchin? Please tick all that apply

Farmers markets

Craft markets

Italian / French / German markets

Other (please specify)