



Local Councils and Private Businesses working in Partnership for Yeovil

Yeovil Town Centre Visitor Survey 2008

Report by: Ian Budd, Yeovil Town Centre Manager

Contributors: Helen Sharpe, Veronica Woodall

September 2008

Background

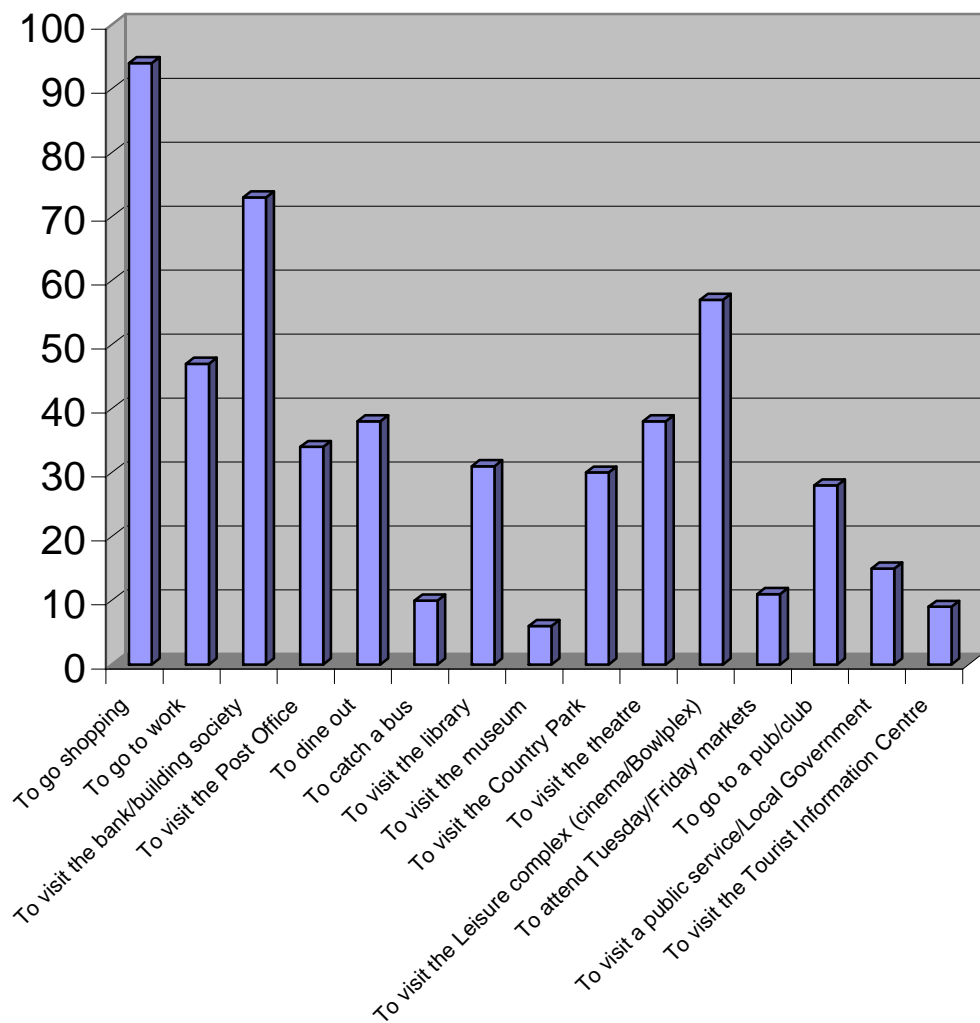
A questionnaire was compiled by the Yeovil Town Centre Manager and included on the Yeoviltown.com website. There was a prize on offer worth over £130 for 4 tickets on a day trip to Jersey including lunch courtesy of Condor Ferries if the form was completed during May and June 2008. The results of these responses are detailed in this report.

A total of 109 questionnaires were completed online during this period. Respondents were asked 21 questions and were also given the opportunity to make any other comments about Yeovil town centre.

Results

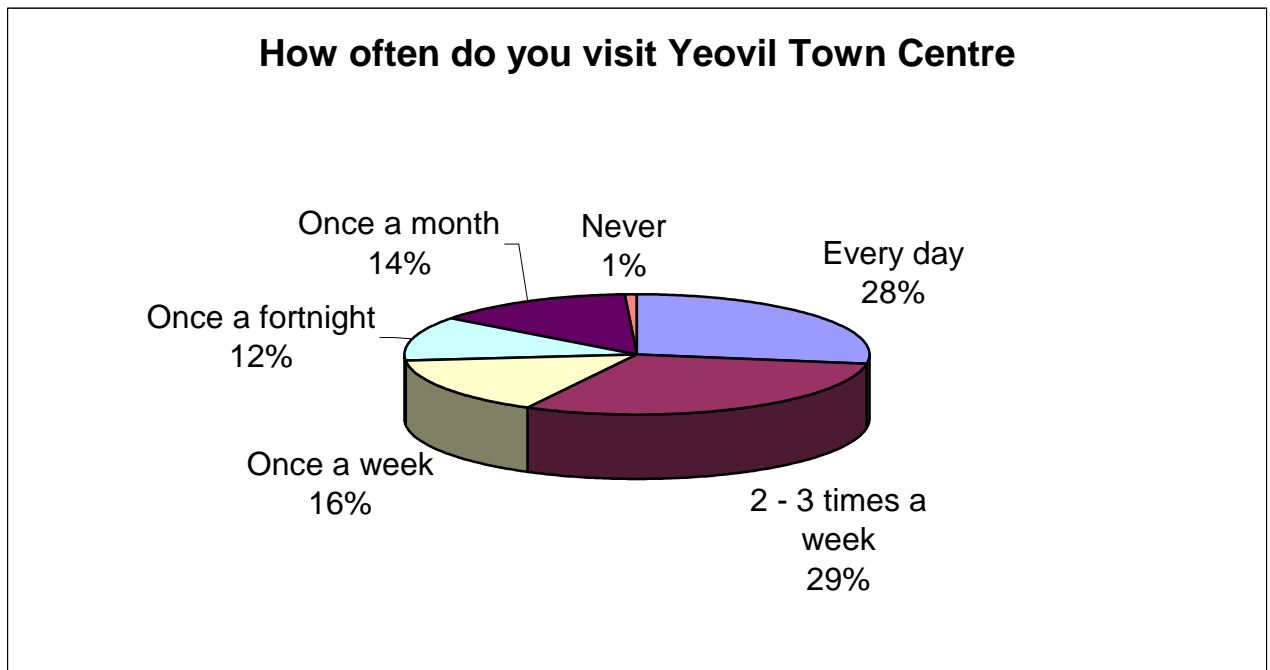
Question 1

Why do you come to Yeovil town centre?



Other reasons for visiting the town centre included Yeovil College, the gym, yoga, dentist and Goldenstones.

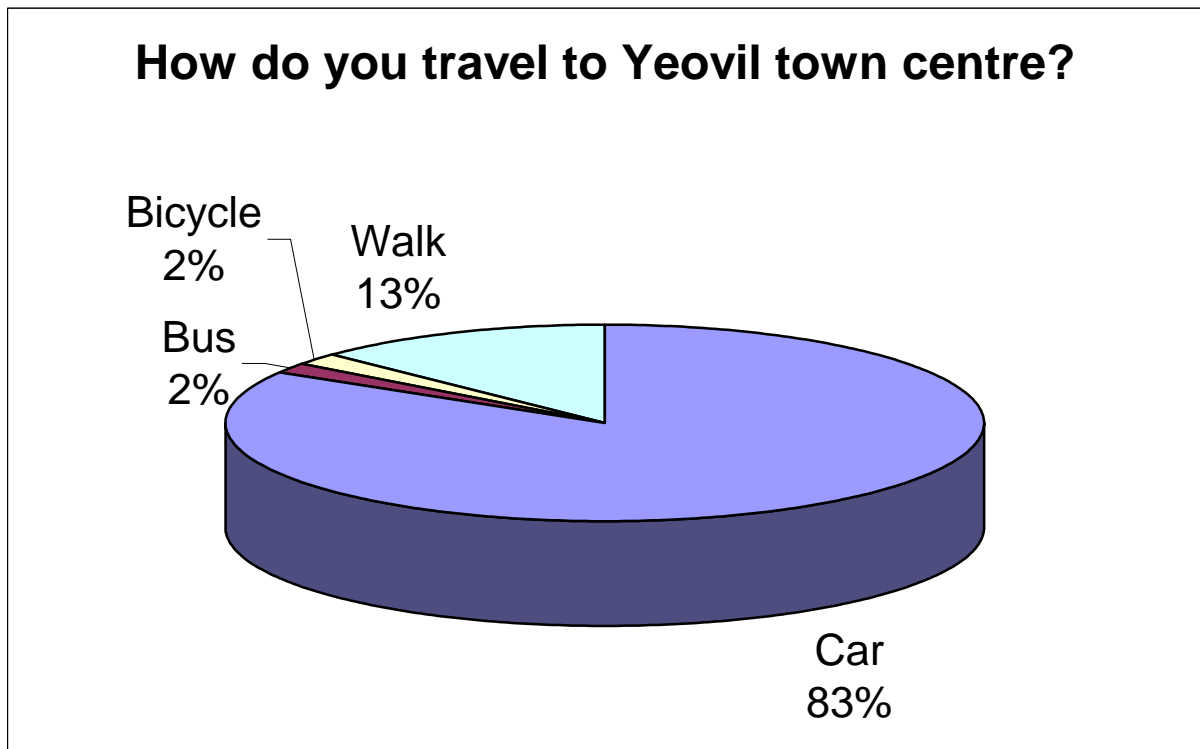
Question 2



Question 3



Question 4

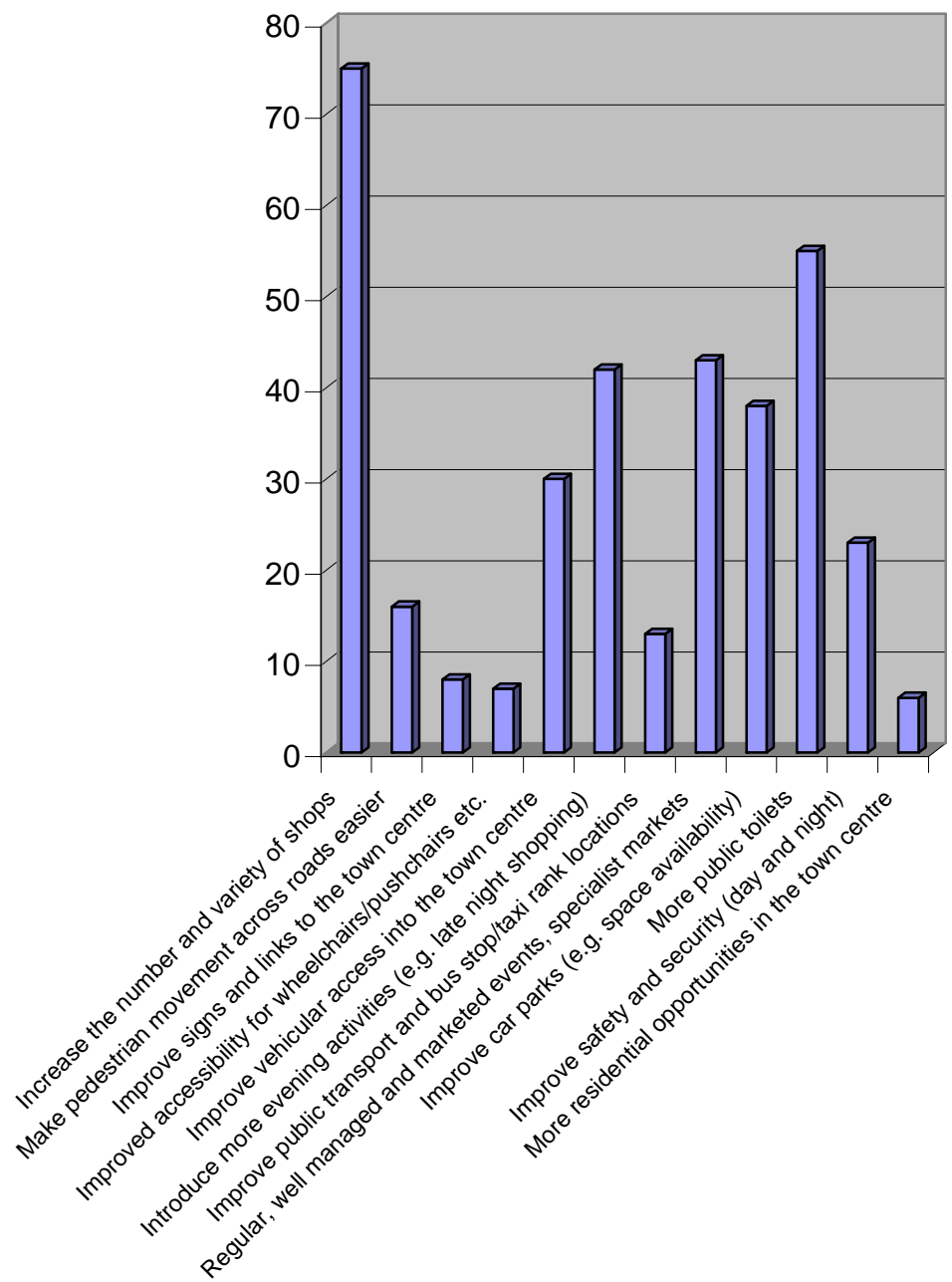


The question also asked if anyone traveled by motorbike or taxi, but both of these responses has a nil response so are not included on the chart.

Question 5

Respondents were asked to choose up to 3 items for the following question.

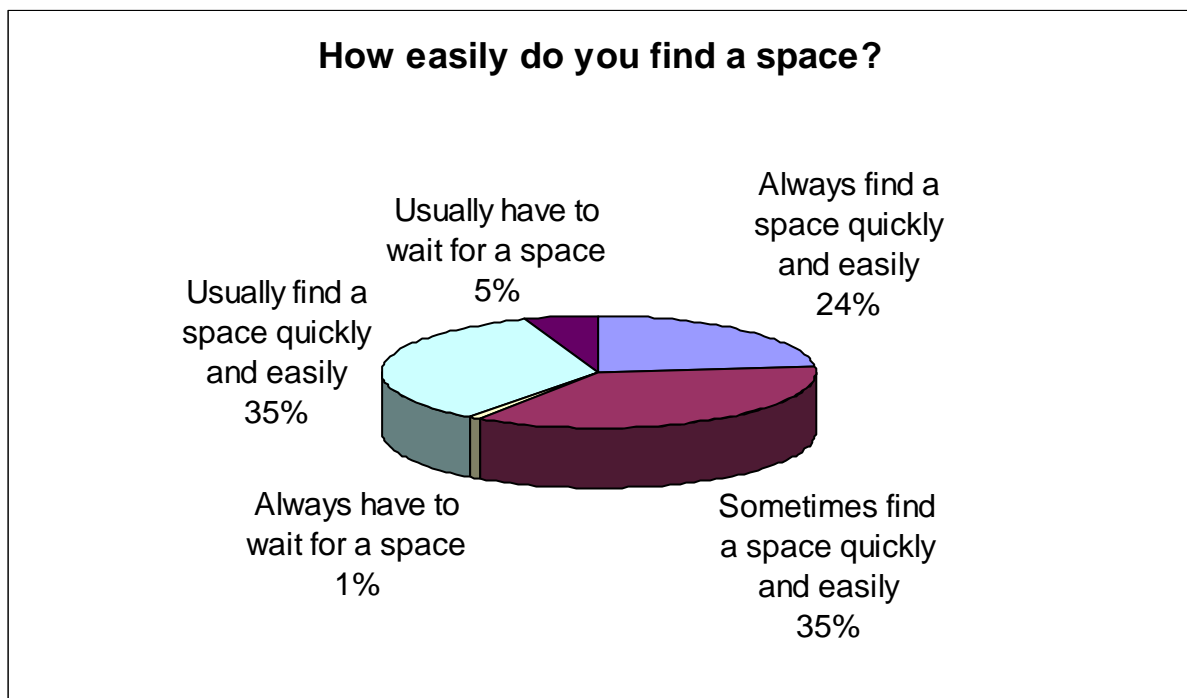
Which of the following would be a priority for you in improving Yeovil Town Centre



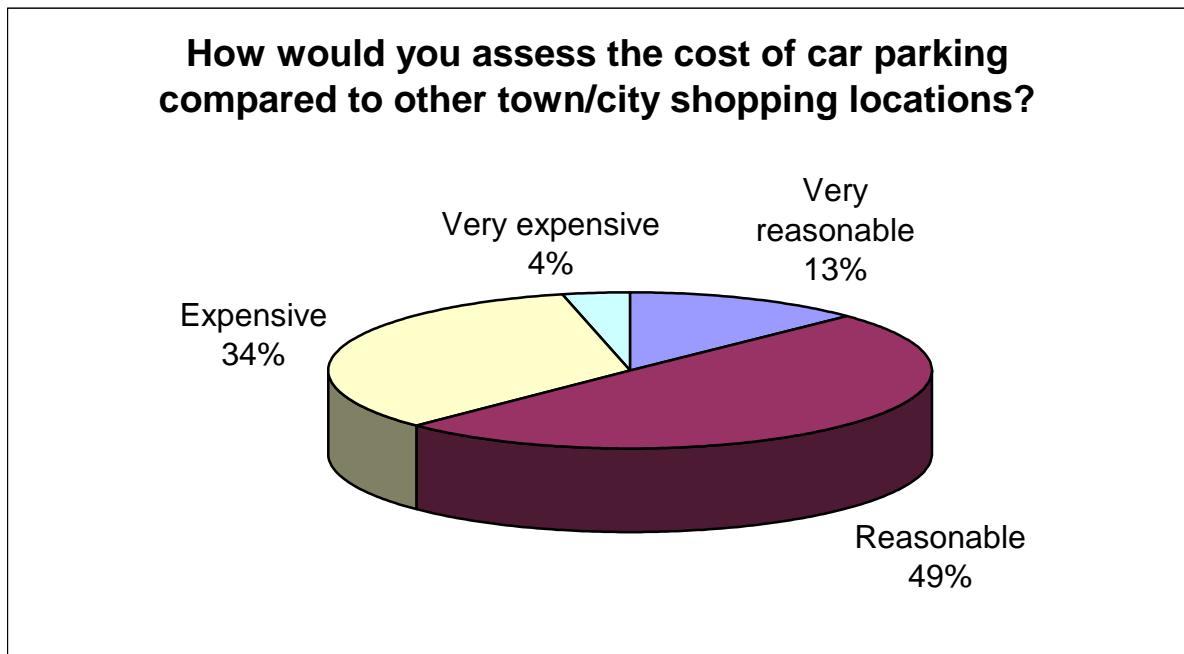
Other suggestions for priorities included:-

- More/better quality public entertainment in shopping areas - arts, live music etc
- Range of shops dull!
- Get rid of the beggars that blight the town on the weekend
- A large venue for concerts
- Improve the public realm in bottom area of town
- Make pedestrian movement across roads easier, increase more evening activities (e.g. late night shopping)
- Remove beggars and clean pavements of gum
- Reduce number of "low end" shops and businesses e.g. bookmakers, charity shops, discount stores
- Short term free parking
- Increase number and variety of pubs and clubs
- Stop closing pubs and turning them into OAP flats. Better nightlife needed
- More independent shops, safe cycle links
- Reduce car parking charges
- Knock down the old Somerfield building and the Wetherspoons and build something innovative
- Make A37 dual carriageway, make A303 motorway and make the road to Taunton dual carriageway
- Keep pavements free of clutter i.e. A boards
- More free on-road limited waiting bays 30 mins - 1 hour. Off putting to pay parking for quick errands
- Provide more free short stay parking (1/2 hour)

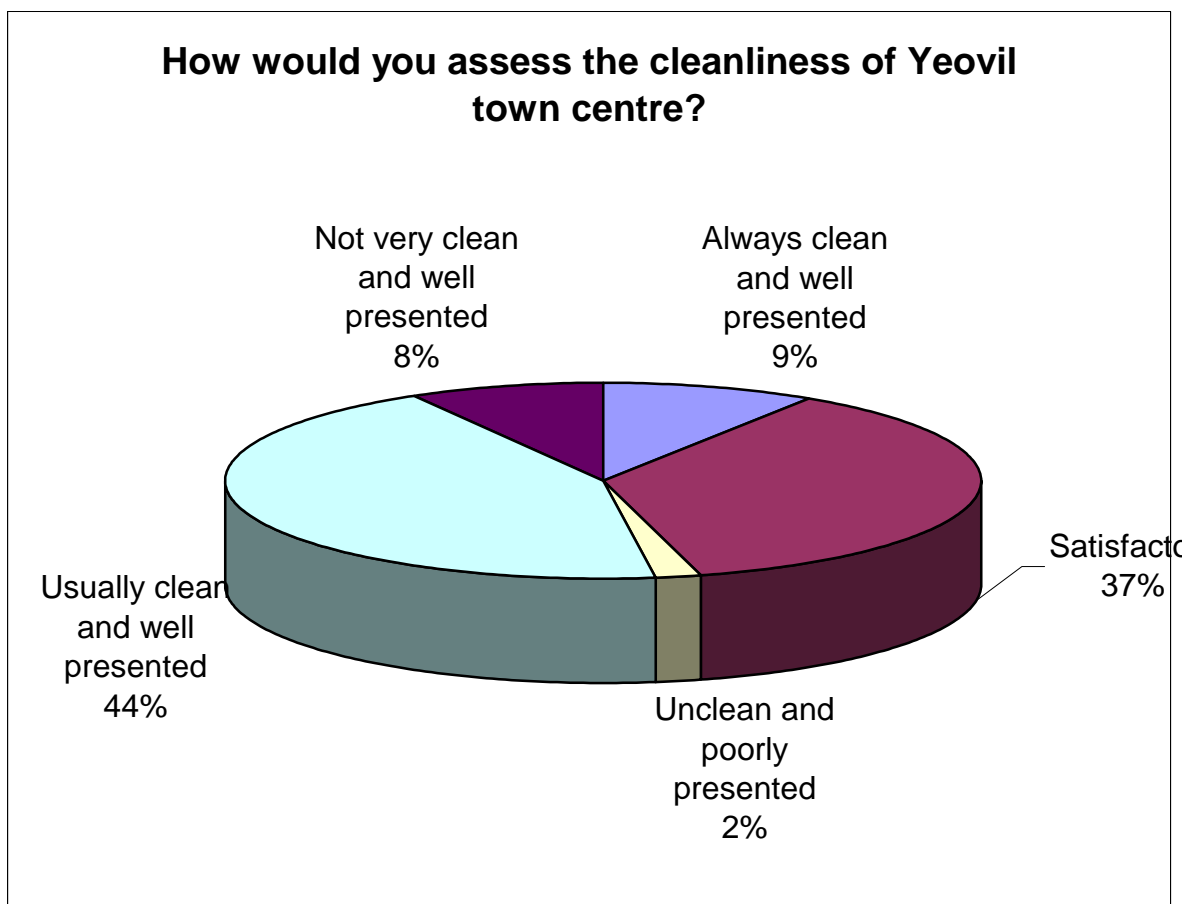
Question 6



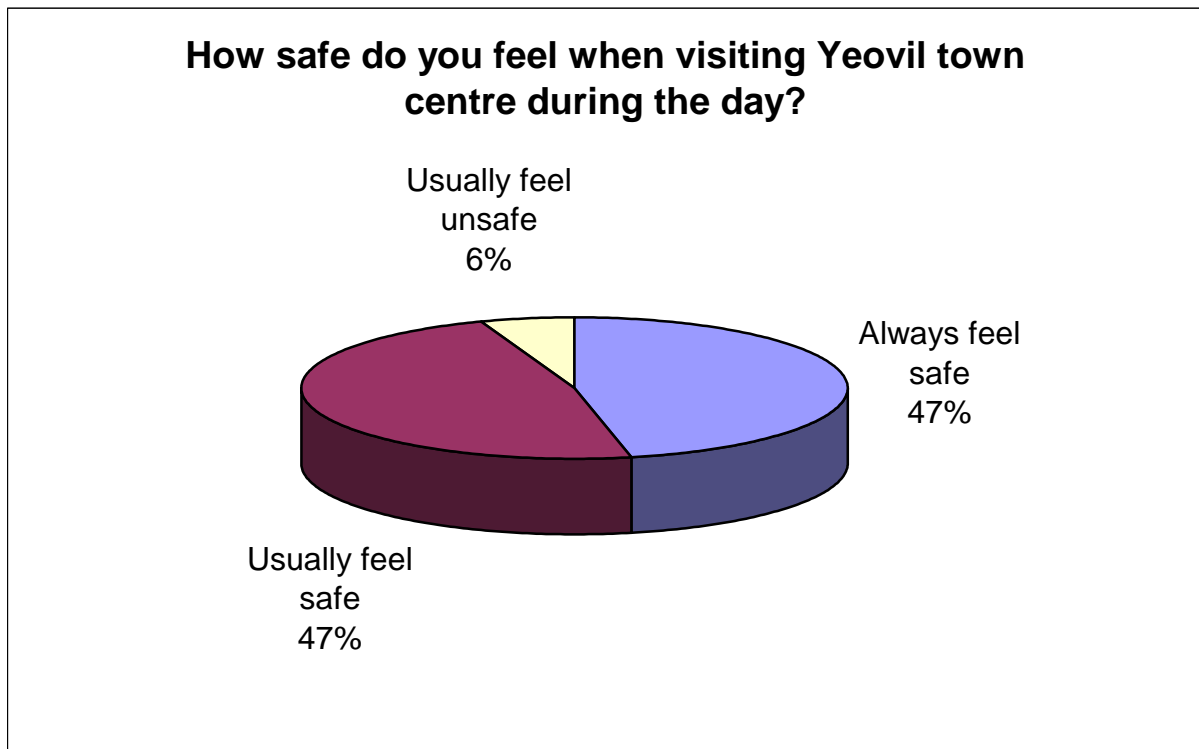
Question 7



Question 8



Question 9



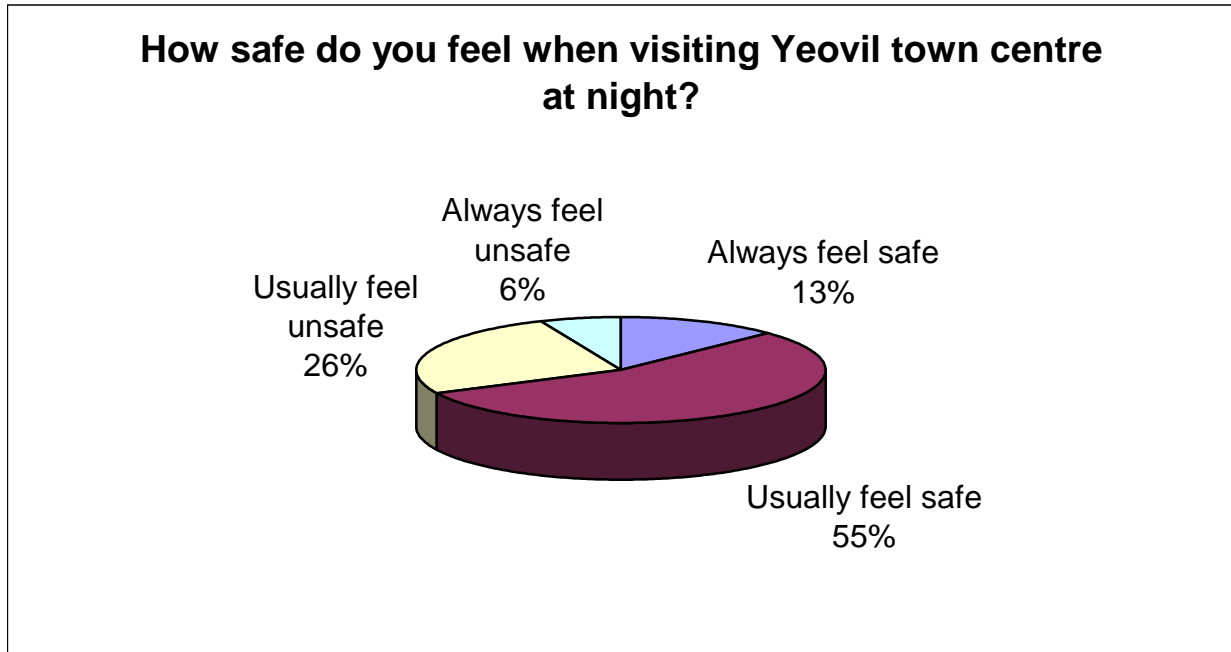
Another option was “always feel unsafe” but no one who completed the survey stated this option.

Reasons why?

- Increased number of young/street people hanging around
- PCSO presence
- Excellent security system
- There are usually other people around
- Never see policeman
- Fairly safe though do feel intimidated by some of the groups that hang around also beggars on street
- Have never felt threatened by anyone or anything
- Busy town, many people around, friendly atmosphere
- Town always busy
- There's no reason for me to feel unsafe
- Friendly people inside and out
- Too many youngsters in large groups swearing and acting foolishly
- Busy
- Sometimes St Johns Churchyard is a bit threatening
- Numbers of persons present
- PCSO presence, local knowledge
- Lots of young kids doing nothing in the town centre, apart from shouting at each other
- Depends on the people about, as anywhere!
- Not enough police presence
- Always gangs hanging around bottom end of town
- Druggies and beggars with tattoos sitting in the street
- Never had reason to feel unsafe
- Aggression from foreign males

- Market town not inner city
- Delinquents don't usually come out in the light
- Not enough police

Question 10

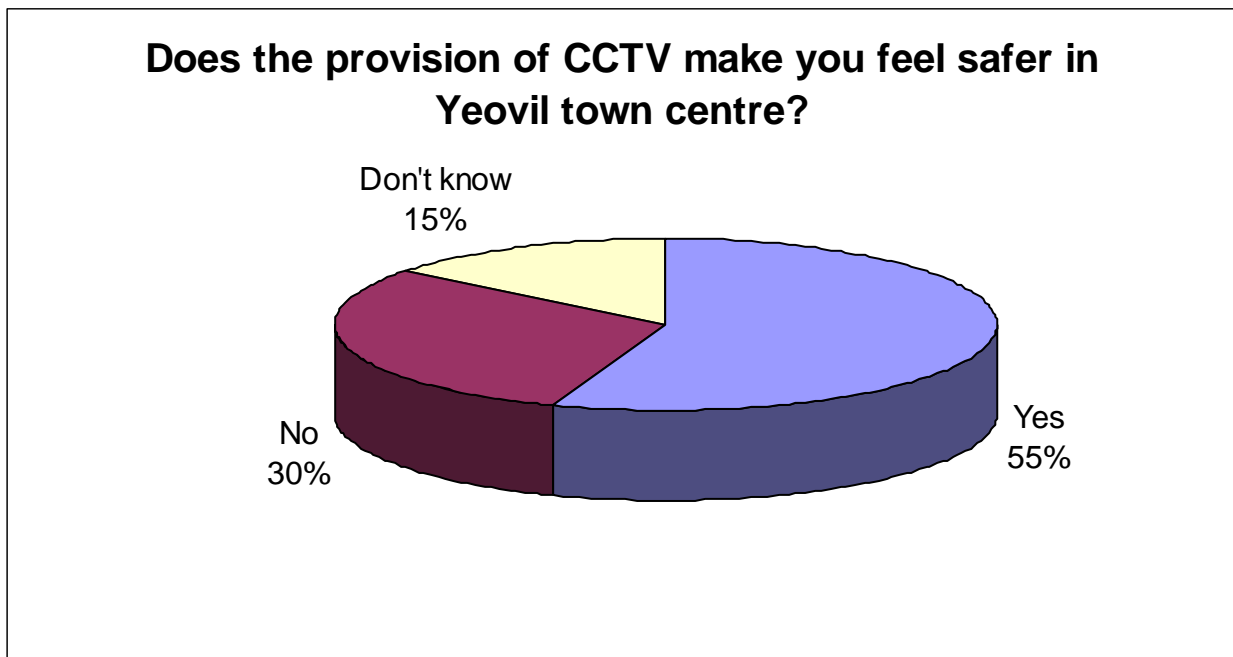


Reasons why:-

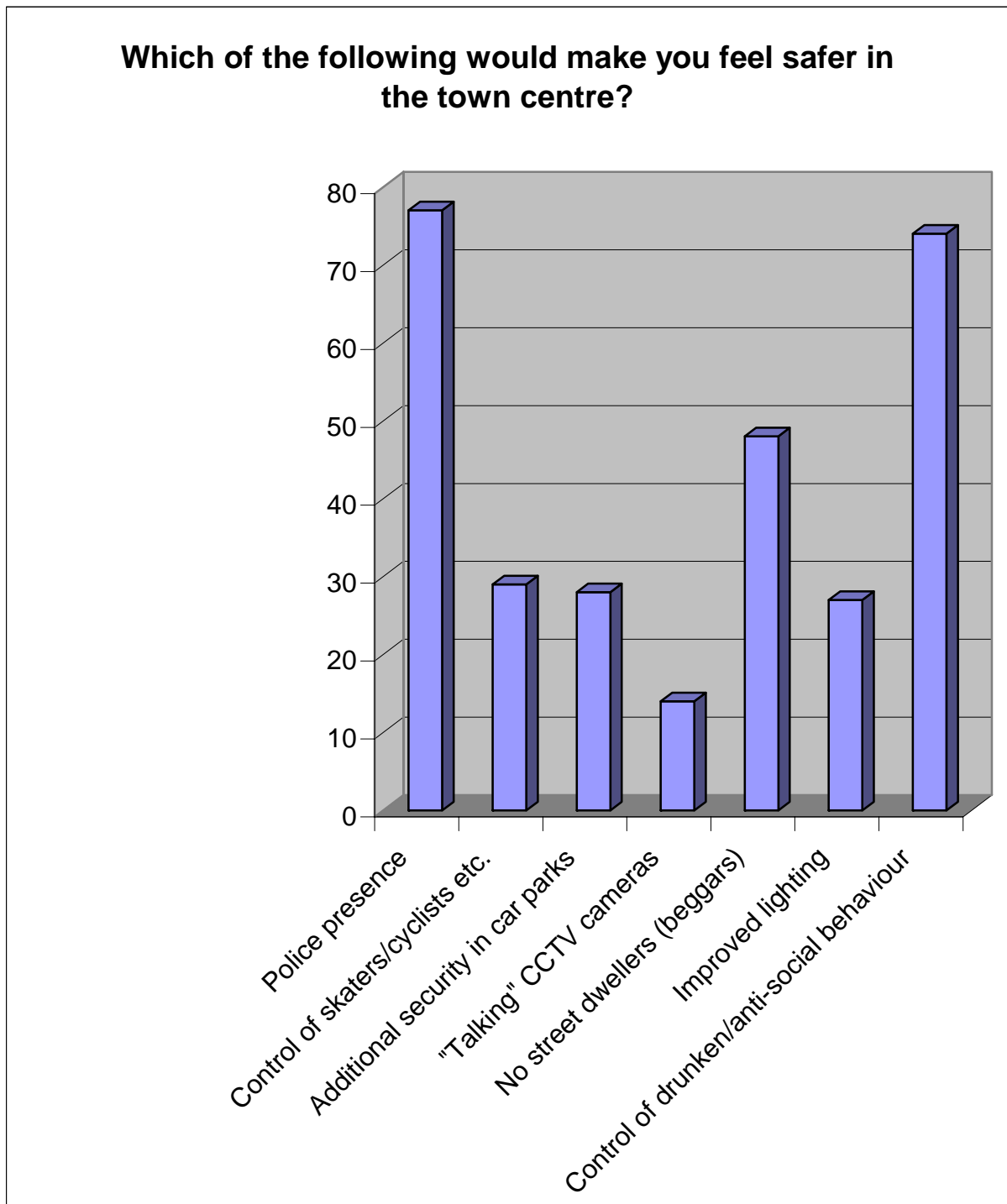
- Haven't been for years, prob would be a bit apprehensive
- Poor street lighting
- Rowdy street behavior and street beggars
- Good security system but always a little more risk at night
- There are some dodgy looking people
- Never see policeman
- Again groups hanging around seems to be worse at night and no police presence
- Have never visited at night
- Lack of police
- Have never been there at night
- Often there are only a few people around - would feel better if there was greater "vibrancy"
- Drunkards loitering outside pubs at the bottom of town adjacent leisure area
- Lots of people around but sometimes drunk and can be threatening
- I never visit Yeovil at night so don't have an opinion, but survey does not give you this option so I am left with an answer I don't want to give
- Radio Link is really good usually see bouncers about but feel uneasy in areas where they are not
- Don't go into Yeovil Town centre at night
- As always in a group. Would never walk alone at night
- Would feel this way wherever I am
- Loud drunk people in the streets and fighting, won't visit alone
- Too much violence, street homeless, drug taking
- Early evening visits have been fine even when alone
- Groups of kids and young men hanging around
- Streets not lit well enough. Too many drunks and very little or no police presence

- Threatened by drunken behavior
- People tell me to be careful
- Do not attend unaccompanied
- Never had any problems
- Depends on the people about, as anywhere!
- Do not visit at night
- People drunk
- Still young gangs hanging around and areas not well lit
- OK early evening, not so good when pubs/clubs empty
- I would not visit the place after dark
- I avoid clubs at closing time
- Aggressive drunken behavior
- Lots of people hanging about towards the bottom of the town
- Rarely visit at night but no problems when having done so
- Drunks, gangs of youngsters
- Delinquents don't usually come out in the light

Question 11



Question 12

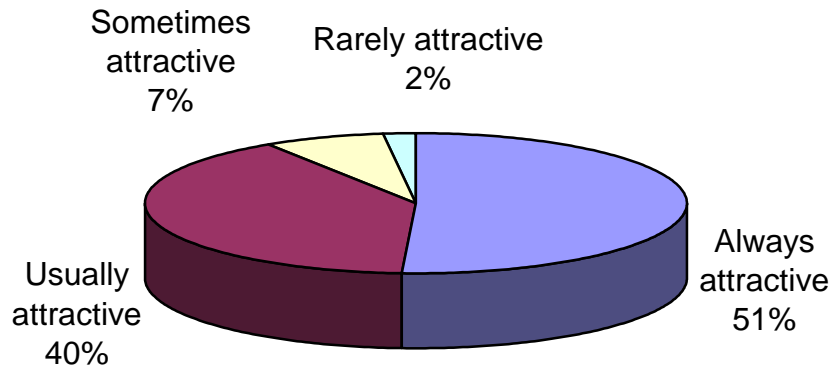


Other suggestions were:-

- Discouraging groups of youngsters from gathering and spilling over the place
- Improved street scene, make it 'look' nicer
- More activity (evenings) and variety for all ages and sectors
- What is the etc. in control of skaters, cyclists etc.?
- Radio Link does a good job but not in all areas
- Crackdown by authorities on drug addicts
- No pigeons
- Police presence on foot would be better than a few of them parked up in one location inside a van

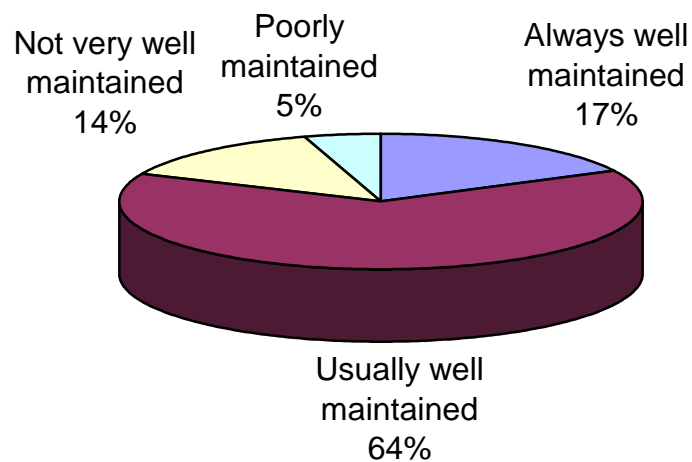
Question 13

How would you rate the standard of planting and floral displays in Yeovil town centre?

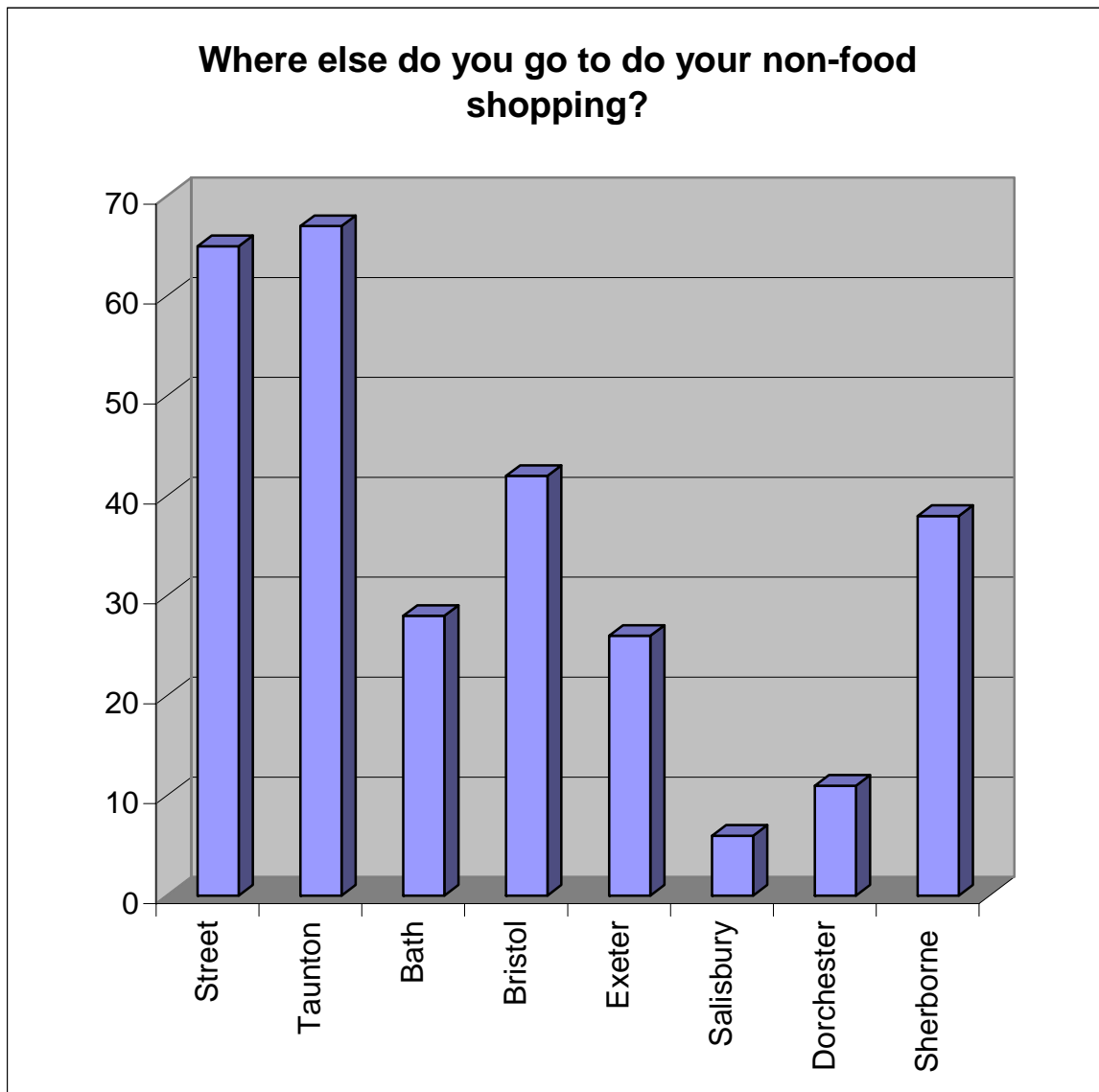


Question 14

How would you rate the standard of maintenance of pavements, benches, lamp posts etc. in Yeovil town centre?



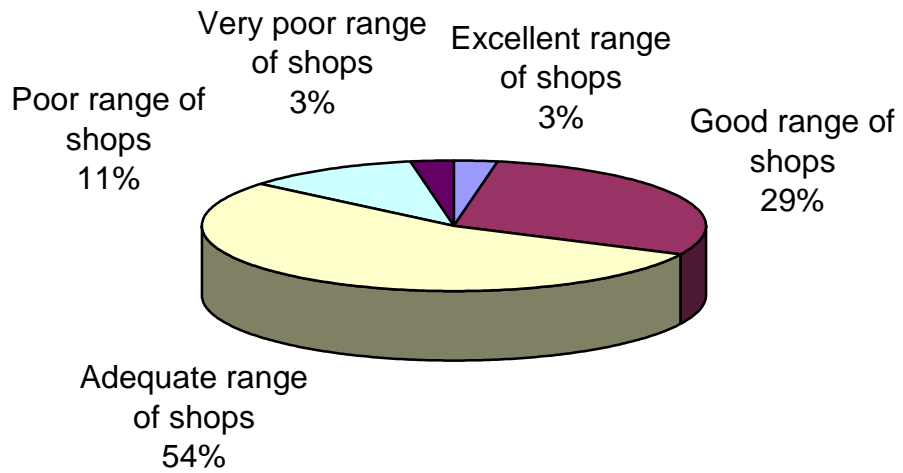
Question 15



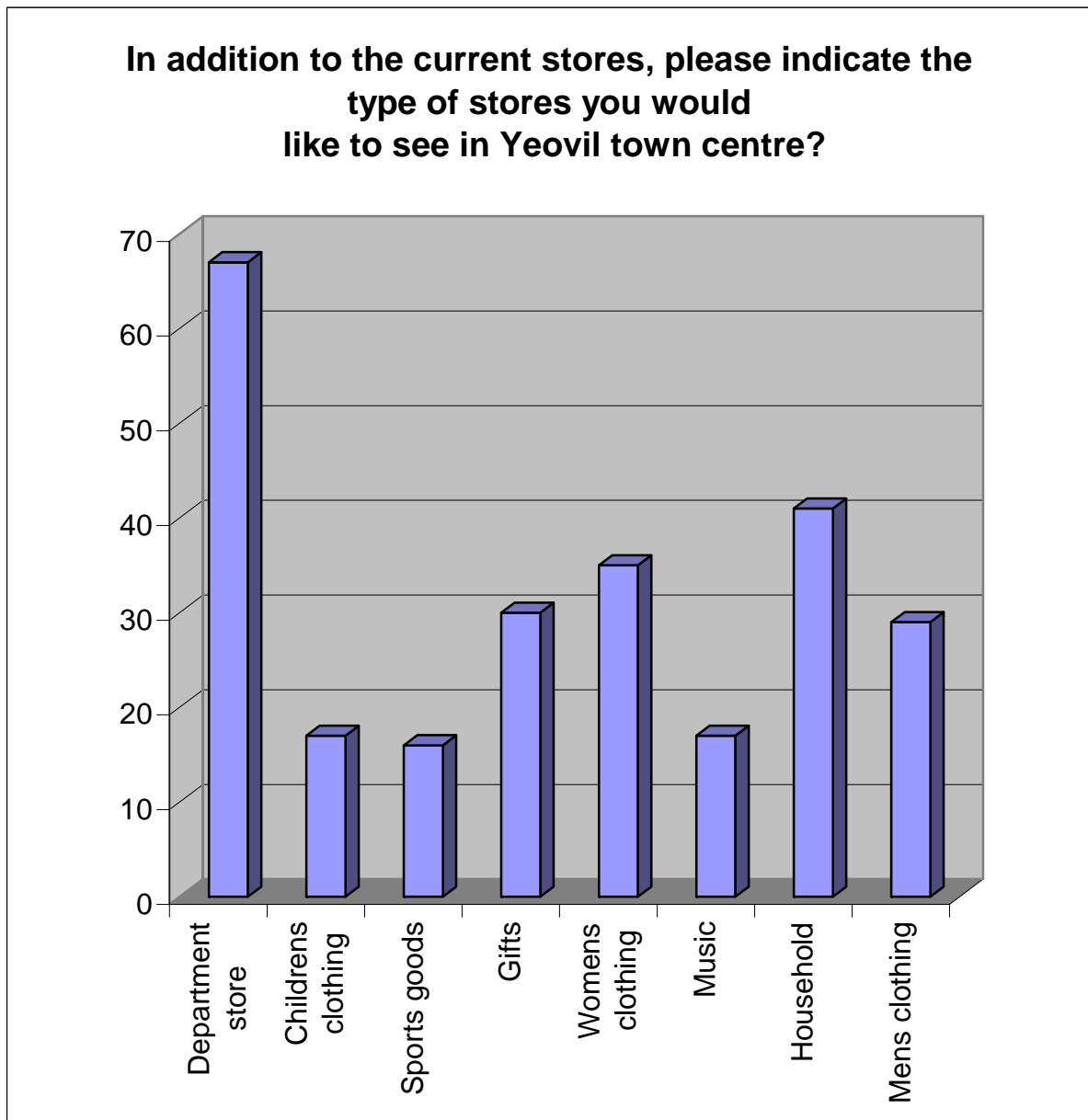
Other towns/cities mentioned included South Petherton, Derby, Poole, Bournemouth, Glastonbury, Wells, New York, Bridgwater, Southampton, Crewkerne, London, Cambridge, Weymouth, Ilminster, Shepton Mallet, Basingstoke, Cribbs Causeway, Plymouth and the Internet.

Question 16

How would you rate the range of shops on offer in Yeovil town centre?



Question 17



Other responses included:-

- Toy shops
- Cheese shops
- Teenage clothing
- Independent stores offering something out of the ordinary
- Large toy shop – very limited choice
- More independent retailers
- More independent shops
- Specialist food shops like coffee shops, olive oil etc. craft and art shops
- More independent – variety
- Alternative clothes shop (non-high street) and delicatessen, independent shops
- Lingerie
- More individual shops rather than ‘chain stores’
- A good nightclub
- Most shops too small and crowded

- Local independent food retailers e.g. grocers
- In town supermarket other than Tesco
- Shoes
- More independent shops and bakeries
- Designer shops
- Crafts – handmade/individual goods (as found in Bath Place, Taunton) and up-market shops
- Assorted individual shops
- Fabric and dressmaking shop
- Deli type shops – specialist foods
- Electrical

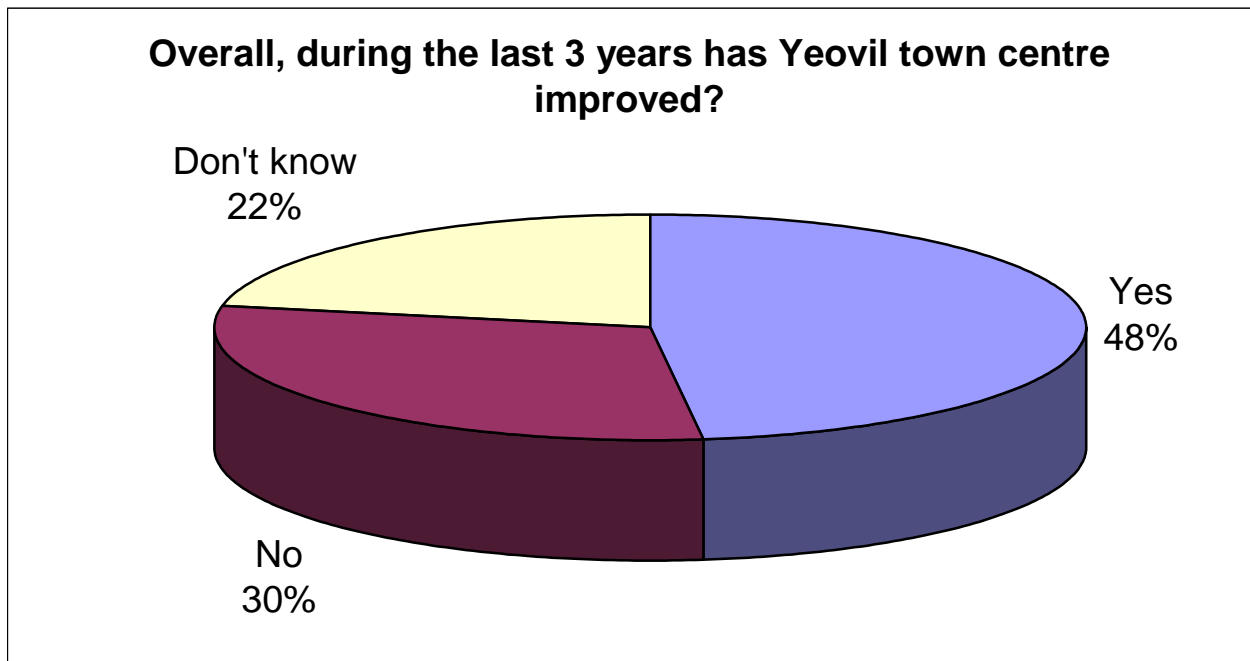
Question 18

Respondents were requested to name up to 3 stores they would like to see in Yeovil. The results to this question are shown in the list below.

Name/Type of Store	Number of responses
Debenhams	51
John Lewis	23
H & M	14
Waitrose	6
Next	5
Jane Norman	5
Sainsburys	5
Jones the Bootmakers	4
TK Max	4
White Stuff	4
Fat Face	4
Individual shops	4
The Pier	4
IKEA (one response said not in town centre)	3
Republic	3
Gap	3
KFC	3
Dune	3
Principles	3
Toys R Us	2
Habitat	2
A good quality deli	2
Shoe shop	2
Virgin Megastore	2
La Senza	2
House of Fraser	2
Coast	2
Paperchase	1
Haskins	1
Reiss	1
Blacks	1
Asda 24 hour	1
Florists	1
USC	1
Vestry	1

Name/Type of Store	Number of responses
BHS type Store	1
J D Sports	1
Duo	1
Suits You	1
Subway	1
Karen Millan	1
Fat Face	1
Staples	1
Long Tall Sally	1
Art and craft gift shops	1
Specialist cheese	1
Lush	1
Disney	1
Lakeland	1
Blacks	1
Joules	1
Moshulu	1
Ann Summers	1
Orchid	1
T J Hughes	1
Dunelm	1
Sports shop (selling golf equipment)	1
Yates	1
Any household shops	1
HM Hennes	1
Bromleys	1
French Connection	1
Trendy affordable mens clothes shop	1
Range	1
Zawi	1
Adams	1
Austin Reed	1
Pastimes	1
Niketown	1
Independent music	1
Independent clothes	1
Independent food	1
The Fridge (independent deli in Dorchester & Westbourne)	1
Alternative clothing	1
Surf/yoga shop	1
Mexican restaurant	1
Littlewoods	1
Treds	1
Ann Harvey	1

Question 19

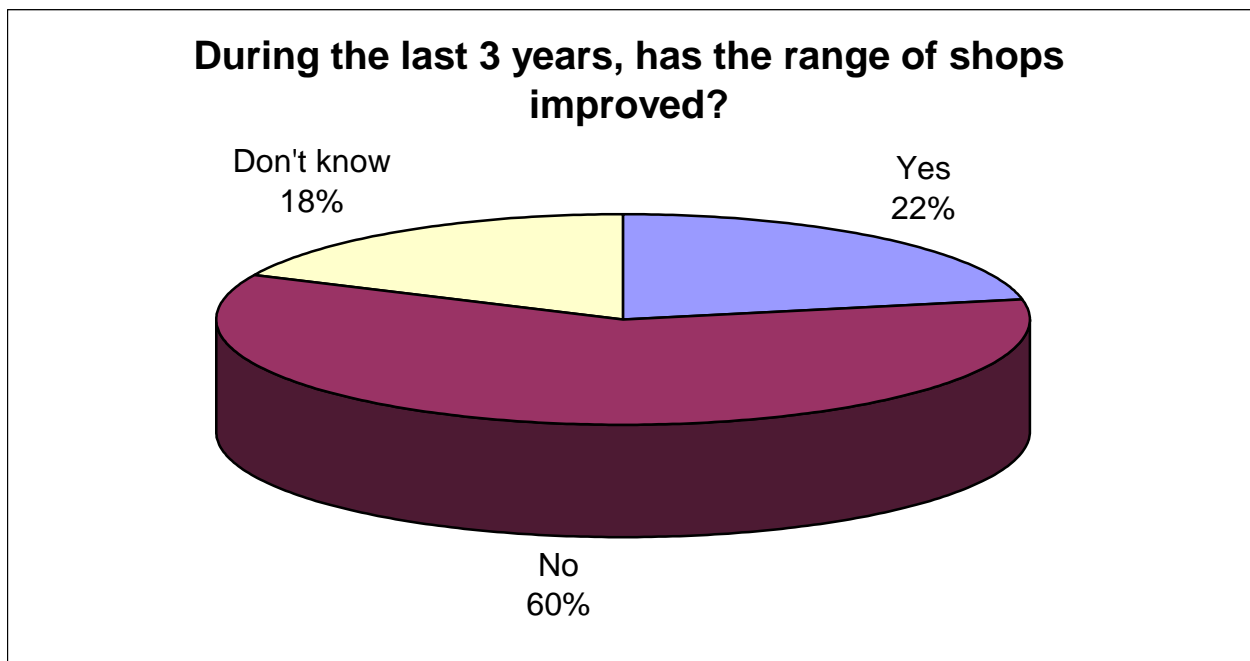


Reasons given:-

- Infrastructure has improved
- Bad planning, no consideration to shoppers, just flats, flats and more flats!!
- Better seating in high street and more attractive floral displays
- Streetscene more attractive
- Only lived here for 6 months
- New cinema
- Better range of shopping and coffee shops
- Can't say it has. Bottom of town is increasingly looking shabby
- Seems to be less car parking spaces
- Too many 'Chariddy' shops and mobile phone stores
- I have lived in Somerset for 2 years but there has been an improvement in presentation of High Street
- More low end businesses taking over key sites
- Some things have improved, but others have got worse. I can't say whether overall is an improvement
- I haven't noticed too much change
- Not lived here that long
- Pedestrian areas seem to have improved
- Safer, more visually pleasing town has a sense of pride
- It is definitely a town that is trying
- Lack of toilets is a real problem with a young child
- More attractive and well maintained
- Provision of bins
- Looks pretty much the same
- Standards have remained the same
- Too many phone shops
- Empty shops/beggars/too many charity shops/lack of toilet facilities/expensive parking
- Regeneration of Middle Street
- More women fashion shops
- No discernable difference

- It has maintained overall standard but has not obviously progressed
- Pedestrianised areas have helped and bottom end of town has been improved a bit
- Bottom area of town needs updating/better shops (ie old Somerfield store)
- Cleaner, more evidence of improvement pavements and buildings i.e. Princes Street
- Pavements still very poor by Denners/Argos. Very cluttered street scene by Nat West bank
- Improved streetscene, flowers, cleaner
- Stayed the same
- The look of Middle Street is much better
- Cleaner
- Introduction of Tescos brings more people
- Lack of public convenience
- Basically the same
- Got worse
- Pedestrian access

Question 20



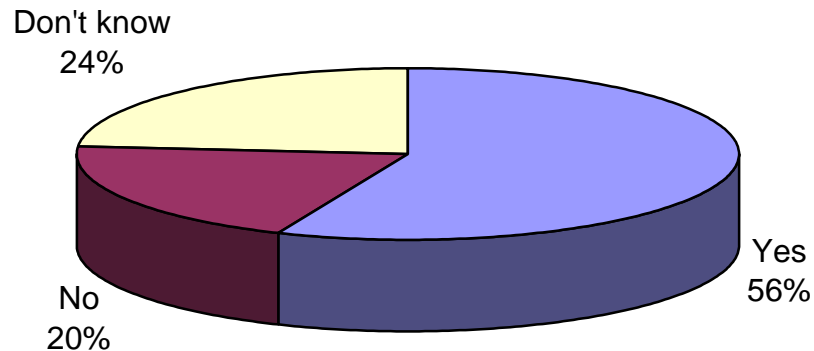
Reasons given:

- Changing demography of users
- They either go out of town or just close!!
- Too many charity shops
- Need a better variety of non-chain stores
- You gain some better but also lose some too
- New shops tend to be large chains
- Only lived here for 6 months
- Better choice of high street stores
- Interesting shops don't seem to stay long enough, quite a few empty properties
- Too many 'Chariddy' shops and mobile phone stores
- Range of shops has increased
- More low end businesses taking over key sites
- Improved range of cafes etc. shops yet to improve

- Mobile phone shops seems to dominate
- Not lived here that long
- I'd say yes and no, we get new shops but sometimes it would be nice to have bigger stores
- There are still too many charity shops, shoe shops and building societies
- Next has moved out of town
- Because the shops are made up of charity and phone shops
- Still have to go elsewhere for clothes as not enough stores in Yeovil
- Because I don't like phone shops
- Range hasn't improved, too many £1 shops and second hand shops, what about quality goods being sold?
- Loss of independent retailers in favour of national chains
- Just the same no real difference
- Haven't noticed any difference
- Many shops have closed and gone
- Too many phone shops
- Can't see any improvement, needs to get up to date, looking old and tired
- More women fashion shops
- Unsocial behavior at any time I.e. drunks, glue sniffers, louts, bicycles, skateboards & scooters
- No discernable difference
- It has maintained overall standard but has not obviously progressed
- Have had some new shops open or relocate to bigger stores, more coffee shops/places to eat and drink
- New shops opened up
- Need more individual shops
- All chain stores
- No variety, could be in any other town in the country
- Stores seem to be vacant for some time, taken over temporarily (for Xmas) or by mobile phone shops
- Stayed the same
- Gain a few but lost a few too
- Lots of phone and charity shops and yet another betting shop I'm sure we don't need
- Seems better, but too many empty shops at present
- Same range losing out to out of town
- Basically the same
- An abundance of charity shops!!
- No because more and more shops have closed and no new ones have opened to replace them
- Too many phone shops
- We have lost Littlewoods and would like more middle price range clothes shops
- Too many charity shops

Question 21

During the last 3 years has the range of places to eat and drink in Yeovil town centre improved?



Reasons given:

- Increase in income
- Lots of cafes etc but no toilets!!
- Too many pubs closing down
- Have not lived here long enough to judge
- Bigger choice of restaurants from the more exclusive Green Room to the more reasonably priced Ask
- More variety
- Ask, Prezzo, Starbucks are good additions
- Too many coffee shops not enough places to eat
- Only lived here for 6 months
- Better choice of coffee shops/pizza restaurants
- Plenty of places to eat
- Too many pubs have shut down leading to lack of choice
- Not really, still the same places
- Proliferation of signage (including stickers and laminated printed notices - see St Johns area) add to untidy feel of the street scene. Independent businesses struggle to survive yet would add to the individuality of the town - could they receive additional support or help with e.g. marketing and publicity?
- Increased number and choice of cafes without loss of existing sandwich shops
- Not lived here that long
- It can be hard to find somewhere to have lunch sometimes, but on average ok
- Range of different cuisines
- Other than the 3 Italian restaurants there is very little choice and the pubs/Manor food is not good
- Eat – yes, drink – no

- It's all the same, not much variety
- No variety. Too many Italian and Chinese eateries
- More coffee shops and sandwich places but not enough good restaurants for the evening
- A lot of pubs at the top end of town have closed
- Appalling choice of places and could do with refurb
- Seems to be a lot of Italian food on offer. Cafes are mostly national chains
- Better coffee shops
- Take away type foods yes, nothing to shout about
- Don't socialise in Yeovil
- More places have opened up
- More choice
- A lot of the pubs only cater for young people
- No discernable difference
- More venues
- More coffee shops/places to eat and drink
- More cafes opened up
- I know of no good restaurants in Yeovil, lack of advertising?
- More variety to choose from
- Okay if you like Italian or Chinese food but few English food outlets
- Prezzo has been a big plus
- More Italian restaurants
- More coffee and snack places
- Bit more of a choice, a Mexican would be better
- Much wider range of snack shops. More international food outlets please
- And lots of coffee shops that don't open v long hours
- Better quality
- Apart from coffee and sandwich nothing really worth going in for other than take away alley
- Nothing changes
- Don't dine out

Do you have any other comments to make about Yeovil town centre?

The comments received to this question are listed below:-

- Sometimes think that the town feels quite sterile and lacking interesting buildings etc. I come to Yeovil for functional and quick shopping, but would go elsewhere for a more pleasurable experience
- Stop building residential flats/apartments in the town centre, try regenerating these buildings with more shops (not mobile phone shops) or returning them to public houses/restaurants. All these flats etc have reduced the amount of shopping car parks, increased the amount of undesirable people and generally gives Yeovil Town Centre the feel of a residential area instead of a shoppers paradise!!
- Too many charity muggers in town during the week, often hard to get past them
- What's happened to the Ski centre. Revive and manage it well. What an excellent facility to have. Please reopen (after renovating and updating the slope matting!)
- More needs to be done to make the Glovers Walk area and the lower half of town more attractive which would encourage more shoppers
- The stores in the Quedam offer a good variety. Some of them could do with being larger to offer a bigger range of goods. I know M&S is undergoing improvements which is good. A Tesco Express would be very useful.

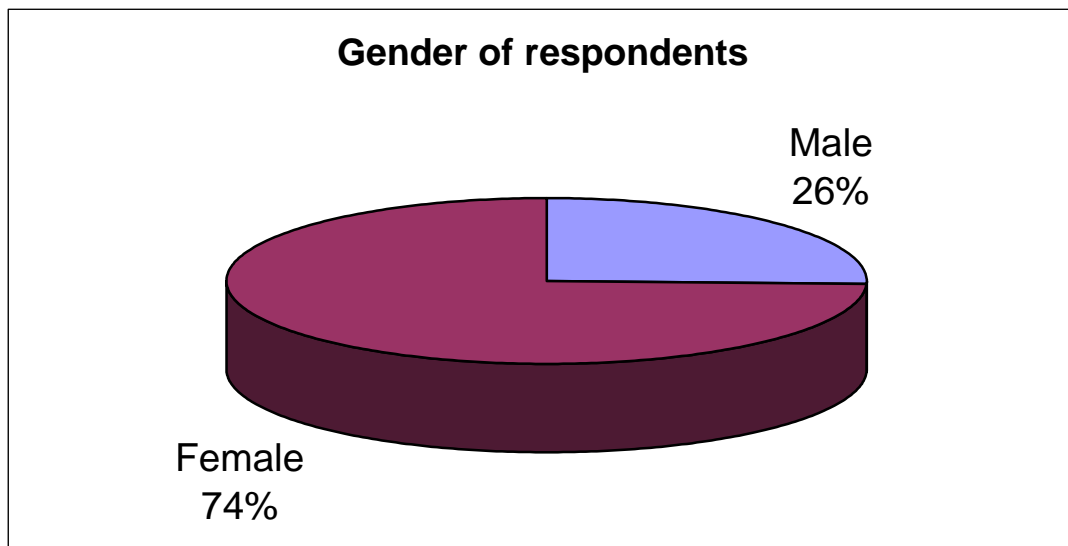
- More provision for parking with children would be helpful in the quedam car park, many of the spaces are very tight next to pillars etc and its very hard to get a child out of a car seat, once you've managed to park, I only drive a small family car, a Honda Civic 1.4 but many spaces are tricky to get into and the parent and child spaces are almost always full.
- I believe that a way to improve the town would be to have a good food joint where you could go during lunch hours which provide good food but without the waiting times and easy to get to.
- The bottom end of Yeovil really needs a face lift, it always feels dirty and unkempt in this area. When the market is on it lifts it a bit, but the old Somerfield shop is an eyesore. New shops are always welcome as then it gives the others competition and then the area will thrive. More could be made of Glovers Walk, this again makes the town look bad.
- I believe that a way to improve the town would be to have a good food joint where you could go during lunch hours which provide good food but without the waiting times and easy to get to.
- There are not enough places to eat as a family. Vehicles should be removed from the town centre. Parking is over priced - most people try to park in Tesco for free, limiting their stay to 2 hours making Yeovil a "grab and dash" destination.
- I would like to see independent shops, rather than more of the usual names.
- It is still difficult to find nicer family friendly places to eat at lunch times, the town lacks options - a nice pub or "M&S coffee shop style" place would be good.
- Bottom end of town could really do with improvements as mainly occupied by cheap shops, gambling shops etc and definitely has a different feel to the upper end of town. Control of the, for want of a better word, druggies that frequent the town centre would be nice. Begging is illegal but nobody is moved on. Shops at the top end are ok but really couldn't say that Yeovil would be my first choice as somewhere to shop. Taunton is far superior in its choice and image.
- Get rid of beggars. Better litter cleaning and fines for offenders.
- I think the town centre has great potential to be very attractive. As a newcomer to the town I think the range of shops is good and I have never had a problem finding a parking space, or felt unsafe. The streets could be better maintained and I would move on the 'street dwellers'. However, Buskers add colour and interest. Bands, live music perks people up when shopping. The lower end of the town centre is dismal and the market there is poor in appearance and stall contents. Its a town centre of two halves - the top end is very attractive, welcoming and pleasant to wander around, the bottom end is dire and uninteresting with low quality shops.
- Bulldoze from Witherspoons to WH Smith and put a decent mall in its place.
- I find the town centre to be ok and have always felt safe there but I think that there is a lot of room for improvement. I think that more could be done with regards to the presentation of the high street - maybe more floral designs and generally tidying up the place. I also think that there could be a wider variety of shops and cafes in the town centre.
- Yeovil is a nice place to live with plenty of places to eat and drink and things to do, however, as with all high streets, the normal chain store shops can be very samey. It would be nice to see some independent shops selling an alternative range of clothing for all ages and styles and not just the usual fashion stores. Range of restaurants are nice.
- I work for the Council on the edge of Yeovil and have been back in Yeovil from Chard for 18 months. I have been into Yeovil maybe four times since then. 3 times for the dentist, once to buy a phone. Why don't I come in - because I always have to pay for parking, and for 20/30 mins that is of no use to me. There used to be short term parking, now this has been reduced, and is difficult to use. So, I don't bother coming in and go elsewhere like Bridgwater where I can park on the road free for a short time.

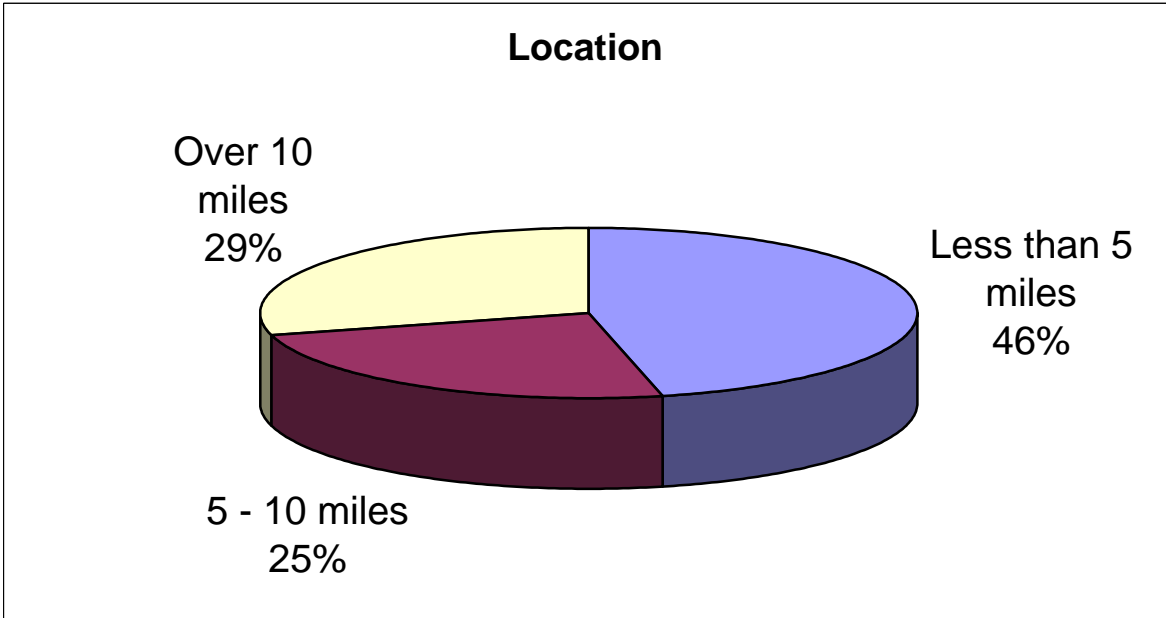
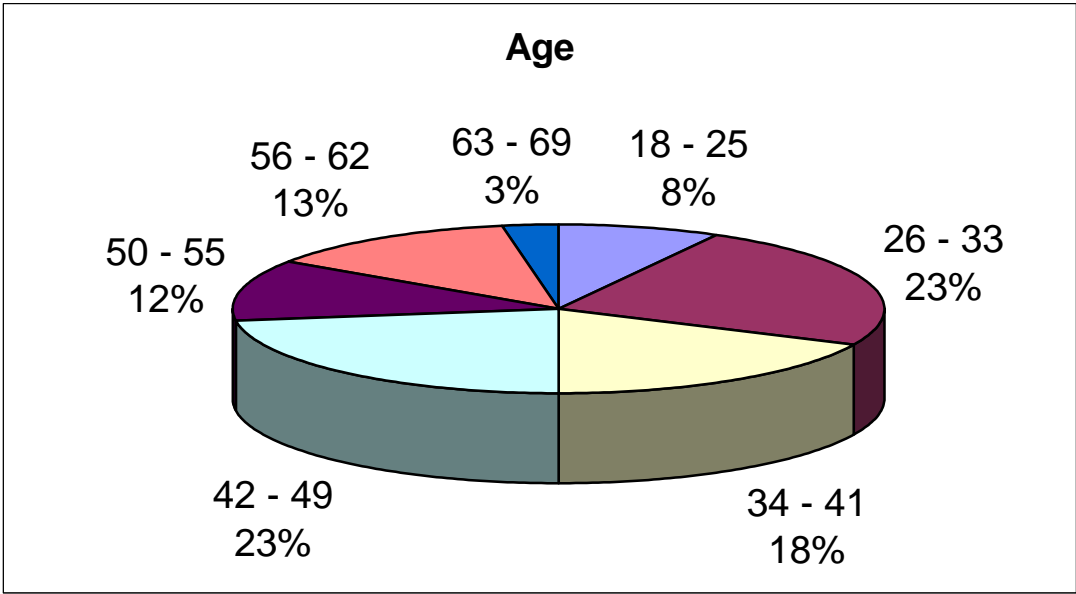
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- The bottom end of Yeovil really needs a face lift, it always feels dirty and unkempt in this area. When the market is on it lifts it a bit, but the old Somerfield shop is an eyesore. New shops are always welcome as then it gives the others competition and then the area will thrive. More could be made of Glovers Walk, this again makes the town look bad.
- Needs better quality shops, always looks dirty and most people I know would rather go to Taunton to do food shopping etc. Perhaps a close look at Taunton could give some clues. Severe lack of parking and over priced car parks makes shopping in Yeovil an ordeal. We come into Yeovil when we really have to but avoid it otherwise. Both myself and my partner were born in Yeovil and it's a shame to say it, but it's just not a very nice place at all. Seems to be no control over the youngsters in the street or churchyard and it makes for a very intimidating place to be in!
- It would be nice if Yeovil town centre remained in some way unique and distinct from other large towns in the UK. Avoid turning it into a 'clone town' where possible! Promote more classy club options!
- It is liked by my children as they can get a bus in and you have easy access to the cinema/bowling
- Ensure that car parking prices are not increased and easy access to buses otherwise than at the bottom end of town
- The rise in car parking fees have certainly affected Yeovil Town during the day with many of the car parks virtually empty. The general public look for free car parking if possible and the fact that a large supermarket at the top of town allows free car parking for 2 1/2 hours has certainly had an impact
- The Town Centre Management Team are great. We need more variety and specialist shops
- It has a huge amount of potential, but the end of town near Tamburinos needs cleaning up. Somerfields needs to be knocked down and the building on the other side of the road and something innovative could be built there as an opening to the pedestrian part. The problem is people do not spend enough money in the town to make it richer.
- Get on with improving Yeovil and create better car parking facilities
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- Get on with improving Yeovil and create better car parking facilities
- I would like to see more shops open on Sundays
- Please improve transport to and from Yeovil. National Express and Berry's Coaches are very limited. We cannot go out easily.
- With the cost of parking and having to go round the one way systems to find parking spaces, I find it more enjoyable to go to Street or Taunton if I don't want to be too long or go further afield for a day out.
- The pavements in many parts need serious attention lower middle street. Precinct is very uneven possible due to the market trader vans, in many places through the town paving slabs need replacing. The bottom of middle street outside of the kebab shop is treacherous. The only area I consider it is safe to walk without constantly looking where you are stepping is the Quedam.
- Fails to reflect individuality and sense of place.

- I think Yeovil overall isn't a bad place unfortunately it doesn't matter how much we do to improve it, there will be someone in the town to spoil it for others. I think generally it has improved over the last few years.
- I think Yeovil has the potential to be a really good shopping centre with the introduction of a few more 'up market', individual retail shops. The town centre usually looks clean and tidy and the flower displays lovely. A pleasant place to walk through!
- I think whoever is responsible for the town centre is making great moves in the right direction. Perhaps the council and county should lend more support. I am aware that Yeovil, like Chard, has a poor reputation. This will take great efforts to change. As a minority ethnic, I feel intimidated in Yeovil by what is normal to the mutant half-breeds, IE skinheads, tattoos and beggars. I wish you well with your re-branding of a town with the architectural beauty and heritage of many of our county towns.
- Yeovil is a friendly place to visit and shop, with many places to meet friends for coffee. The country park gives a place to go within walking distance away from the shops. I enjoy living here.
- Yeovil seems to be benefitting from changes being made. Sadly the large number of empty shops spoils the effect. Fewer charity shops would also be encouragement for visitors. Brighter stores also catering for larger sizes would be helpful. Yeovil is a nice town which is obviously working hard to improve its image.
- Average shops serving possibly mid/lower end of market
- Getting in and out of Yeovil town can be a nightmare mainly the bottom end of town.
- We must have more or larger toilets.
- There seems to be too many mobile phone shops and betting shops.

General

Respondents were also asked a series of questions about themselves – their gender, age, where they lived (less than 5 miles from Yeovil town centre, 5 – 10 miles from Yeovil town centre and over 10 miles from Yeovil town centre). The responses to these questions are shown below.





The table below addresses the majority of questions and indicates what we are doing to address issues raised and what further action needs to be done.

Question	Comments / Points of interest	Action to take / Progress being made
1, Why do you come to Yeovil town centre	The top 3 answers were 1. Shopping 2. To visit the bank/building society 3. To visit the leisure complex	<ul style="list-style-type: none"> • Forge greater links with Leisure complex • Town Centre Manager to attend tenants meetings • Agreed in principle for the Leisure Complex to join the Town Centre Partnership • Agreed in principle to place town map and information board in complex • Agreed to work together to promote Yeovil and work in partnership with events • Target Banks/Building societies for promotions to make use of the footfall
4, How do you travel to Yeovil town centre	83% said they traveled by car	<ul style="list-style-type: none"> • Car park notice boards for town center information to take advantage of footfall Agreed in principle with car park manager
5, Which of the following would be a priority for you in improving Yeovil town centre	The top 3 answers were 1. Increase the number and variety of shops 2. More public toilets 3. Regular events and specialist markets	<ul style="list-style-type: none"> • The new Quedam development will increase the number and variety of shops and toilets • Planned toilets for Peters Street • Look into additional market early spring 2009
6, How easily do you find a space (car parks)	Only 5% said they usually have to wait for a space and 1% said they always have to wait. 94% Said they Usually, sometimes or always (24%) find a space quickly and easily The perception of lack of car parking spaces is very different to the survey results	<ul style="list-style-type: none"> • Car parking manager is looking into additional signage to car parks • Include car parks map on future promotional material for events
8, How would you assess the cleanliness of Yeovil	44% said usually clean, 37% said satisfactory, 9% said always	<ul style="list-style-type: none"> • Planned clean sweep of town throughout October 2008

<p>14, How would you rate the standard of maintenance of the pavements, benches, lampposts etc. in Yeovil town centre?</p>	<p>Only 17% were not satisfied</p>	<ul style="list-style-type: none"> • Dangerous and cracked/loose paving reporting scheme in place
<p>9, How safe do you feel when visiting Yeovil town center</p> <p>10, How safe do you feel when visiting Yeovil town center at night</p> <p>11, Does the provision of CCTV make you feel safer</p> <p>12, Which of the following would make you feel safer in the town centre</p>	<p>Only 6% of respondents for both day and nighttime said they always felt unsafe</p> <p>The top 3 answers were</p> <ol style="list-style-type: none"> 1, Police presence 2, Control of drunken/antisocial behavior 3, No street dwellers/beggars <p>55% of respondents said yes, 30% no and 15% don't know.</p> <p><i>Do people know what CCTV achieves in crime prevention/reduction?</i></p> <p>Crime levels are low in Yeovil and it is the perception of crime that is high</p>	<ul style="list-style-type: none"> • Increase PR • Continued partnership working with Police, Yeovil Business Crime Reduction Team and CCTV • Yeovil Town Centre Community Safety Action Plan - Ongoing • Alcohol & Drug Related Crime Action Plan – Ongoing • Support of homeless through the “Helping Hands” charity • Investigate if signage is adequate and informative • Increase PR
<p>13, How would you rate the standard of planting and floral displays in Yeovil town centre</p>	<p>91% of respondents said they were usually or always attractive</p>	<ul style="list-style-type: none"> • Continue to support Yeovil in Bloom
<p>15, Where else do you go to do your non-food shopping</p> <p>16, How would you rate the range of shops on offer in Yeovil town centre</p> <p>20, During the last 3 years, has the range of shops in Yeovil town centre</p>	<p>The top 3 answers were</p> <ol style="list-style-type: none"> 1, Street 2, Taunton 3, Bristol <p>83% of respondents said the range was good or adequate</p> <p>No 60%. Although this figure is high, question 16 should be taken into</p>	<ul style="list-style-type: none"> • The new Quedam development will increase the retail choice • Yeovil Vision developments will also add to the mix • Increase PR

<p>improved</p> <p>21 During the last 3 years has the range of places to eat and drink in Yeovil town centre improved</p>	<p>consideration</p> <p>Yeovil is fast becoming a quality place to eat and drink <i>“but are we promoting this?”</i></p>	
<p>19, Overall, during the last 3 years, has Yeovil town centre improved</p>	<p>Yes 48%, No 30% and Don't know 22% We will be looking for improvement of these figures next year. <i>Are we letting people know what we are doing?</i></p>	<ul style="list-style-type: none"> • Yeovil Town Centre East End Regeneration scheme • Increase PR