

Saffron Walden
‘Striving for Success’

**STRATEGIC PROPOSALS
FOR REGENERATION**

prepared by

SAFFRON WALDEN INITIATIVE



A PARTNERSHIP APPROACH

May 2001

(plus August 2002 update)

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APPENDICES: RESULTS OF PUBLIC SURVEYS

Appendix 1: Public Survey via *Saffron Walden Directory 2001* and Saffire web site
July 2001–July 2002 and ongoing

Appendix 2: Survey of visitors to Saffron Walden
via Swan Meadow Car Park
Saturday, 21st July 2001

Appendix 3: Public Survey via Street Stall
in Market Place
Friday, 27th July 2001

RESPONSE FORM

INTRODUCTION

What is SAFFRON WALDEN INITIATIVE?

SAFFRON WALDEN INITIATIVE is an independent, non-political organisation, formed by a group of local people who are passionately committed to rebuilding Saffron Walden's reputation as a successful, vibrant market town. The founder members are:

Isobel Grayson: Partner, *Grayson & Start*

Joanne Rowell: Partner, *Saffron Walden Antiques Centre*

Donna Sharp: Publisher, *Saffron Walden Directory*

Martin Turnbull: Managing Director, *Harts*

Why is SAFFRON WALDEN INITIATIVE necessary?

For at least the last 10 years, like countless other small towns in the UK, Saffron Walden has been in decline. The significant difference, however, is that while many other towns have tackled their problems and challenges effectively and in a variety of ways, there has been no appreciable sustained improvement in Saffron Walden. Given the town's long history of coping with and adapting to change this is both surprising and disappointing. It can be attributed to a number of different reasons, but if the town is to survive and thrive it is time to put past mistakes to one side and without any further delay tackle the problems with courage, vision and energy.

From a retailing point of view the town centre received an enormous boost late last year in Tesco's failure to win permission to extend its store. The Planning Inspector, Geoff Salter, recognised the fragility of the town centre and the potential impact that any expansion of Tesco's activities would have. Saffron Walden is extremely fortunate that an inspector as astute as Mr Salter was appointed. Other towns in a similar situation have been less fortunate and it is essential that this golden opportunity should be seized. It must not be allowed to pass by without action.

While the retail situation is clearly pivotal to the health of the town it is not the only element. There are many other aspects of the town's life that need to be addressed and SAFFRON WALDEN INITIATIVE will set out in the following pages a full spectrum of considerations.

SAFFRON WALDEN INITIATIVE has carried out considerable research into the mood of all sectors of the community and has found overwhelming support for its aims and objectives. The data contained in Appendix 1 on page 17 provides further evidence. In addition, the group has studied many well-documented examples of best practice that have enabled other towns in a similar position to Saffron Walden, indeed some lacking many of Walden's advantages, to achieve an impressive regeneration of their communities. It should be noted, however, that it is only those initiatives where there has been a concerted effort from all sectors of the community, backed by all tiers of government, that have progressed fully from vision to successful results. It should be recognised that SAFFRON WALDEN INITIATIVE is not 'just another group'. Its purpose is to cut across existing boundaries by working in partnership with all the different groups in the town, including the townspeople, and to represent the town as a whole. The Proposed Strategy on page 8 illustrates clearly an approach that is markedly different from anything else that has gone before.

This document is the basis for a plan of action for the next 12 months and a blueprint for the development, in partnership with all relevant bodies, of a comprehensive five-year plan.

KEY ISSUES

THE RETAIL AND COMMERCIAL SCENE

Much more than just a few shops

- 1. The 'town centre superstore'** – During the last decade shopping patterns and demands have changed fundamentally throughout the UK, hence the success of superstores, Tesco being the particular superstore creating this new competitive element in Saffron Walden. However, the town centre and its traders have much to offer that Tesco cannot. The town has successfully resisted Tesco's extension application, on the basis that it deserves a 'level playing field'. This is a significant step nearer to being on that 'playing field' (although the unacceptable differences in parking provision still urgently need to be addressed), and town centre retailers must fight back positively and develop the town centre's considerable strengths. The town centre could, for example, market itself as the 'town centre superstore'. It can offer a wider choice, in a more interesting and congenial environment backed by personal service and advice. The best way to achieve positive results is through collaboration and a way needs to be found in which Tesco and the town centre can work together, as has happened in other towns. Perhaps Tesco would agree, for example, to display a 'Now visit the historic town centre'-type sign at the car park exit. However, that must be matched by an appropriate 'welcome' at the town centre end.
- 2. The Market** – According to the Urban & Economic Development Group (URBED): 'the most successful small towns seem to be ones where the market still forms a colourful and lively attraction . . . Certainly, towns that said they were 'improving' in URBED's 1994 survey were more likely to have adopted policies for improving their market (and also places to eat and drink).' A pro-active approach to Saffron Walden market needs to be adopted. New 'blood' in the form of new and different stall-holders should be actively sought, as should the possibility of holding other types of market, e.g. craft, flea, and farmers' markets, all of which have been developed successfully in other troubled towns. Bishop's Stortford, for example, last year held a French Market which was enormously popular with shoppers.
- 3. Attracting new businesses** – A Retail Recruitment Policy should be developed and, by comparing the profile of Saffron Walden's shops with those of similar towns, retail concerns that are already operating in similar but non-competing towns should be encouraged to open in the town. Allied to this approach, an *Available Premises Register* should be established and good relationships with landlords developed to encourage them to offer flexible leases and reduced rents where appropriate, rather than have a property standing empty. SAFFRON WALDEN INITIATIVE's research has revealed that there might be a real possibility of offering a 'package deal' of favourable loans together with accounting and legal services at reduced rates to encourage new businesses to open in the town. It is important to maintain a broad range of public and professional services as it is these in particular that help to keep the town busy and with a healthy turnover of shoppers. Some towns have successfully overcome their trading problems by developing niche markets. Antiques is an obvious one to consider in the case of Saffron Walden but there are also other possibilities. Appropriate non-retail businesses should be encouraged and nurtured in order to create new employment opportunities within the town and those already established should be monitored in order to safeguard existing jobs.
- 4. Opening hours** – Retailers in the town must be prepared to offer the public what it wants. Lunchtime and half-day closing are clearly no longer appropriate in the 21st century. Evening opening, perhaps initially one day a week, should be considered and there should

be more shops open on a Sunday. Those that already do so report good trading levels even within the context of the town being 'shut'. The town being 'open' on Sundays, if marketed properly, would encourage more tourists and visitors. Sundays could also provide an opportunity to try out 'French-style' free parking to encourage a relaxed style of easy 'stop and shop' customer-focused shopping.

- 5. Service** – There needs to be a consistently high level of customer service and, wherever appropriate, after-sales support and peripheral advice, throughout the town centre. Shops should be encouraged to take part in mobility schemes (for example, by making their entrances more accessible). In some areas the Training and Enterprise Council has funded business development programmes targeted at retailers. Opportunities of this sort need to be investigated.

PARKING / TRANSPORT

Coping with the car – and other forms of transport

- 1. Parking** – Cars and car parking are particularly contentious issues in Saffron Walden. It is clear, as amply illustrated by the data in Appendix 1, that real or perceived parking difficulties are seriously reducing the numbers of people coming into town to shop. In the short-term this needs to be addressed with great urgency. A parking plan, supported by the traders, should ensure that long-term parking for businesses/workers is on the periphery, that customers can stop in town for short periods, and that visitors feel welcome. Many people are restricted in their movement (e.g. people with prams or wheelchairs) and it is important that there are direct routes from the car park into the town centre with dropped kerbs that do not form an obstacle course. Residents' parking is under review at the time of writing and it is hoped that a new scheme allowing some short-term parking by non-residents will be implemented in the near future.
- 2. Car park charges** - Not only is the cost of parking a deterrent (and some people will go out of their way to save a few pence), but finding the right change can be annoying (parking machines that give change are now common throughout the UK), particularly if superstores are providing free parking nearby. People resent and will avoid car parks where they have to pay for somewhere that is unmanned and looks unsafe and inconvenient. If charges are unavoidable it is essential that the car parking provision is of high quality, safe and convenient. Charges can be varied to generate activity where and when it is most needed, for example cheaper rates on some weekdays can be introduced. Charges may be more acceptable if a proportion is directly used to fund a town centre management initiative as in, for example, Kings Lynn. The situation in Saffron Walden's car parks needs to be addressed with great urgency. At present, visitors not only have to assess how long they want to spend in the town and pay on entry but, with the exception of the Fairycroft Road car park where Waitrose provides its own change machine, none of the machines give change. So not only are visitors having to pay more than necessary if they are without the correct change but they are then having to clock watch while they are doing shopping. This does not encourage visitors to feel relaxed and able to browse in the shops at their leisure. To encourage more visitors the car parks in Walden must become 'friendlier', with, at the very least, a system whereby payment is made on exit and change is given. The possibility of having manned booths, perhaps by retired townspeople who could work on a rota system, should also be considered. Not only would this give our car parks a welcoming 'human face' but those manning the booths could provide a highly valuable information service to visitors from the very first moment they enter the town.

- 3. Trains, bikes and other forms of transport** – While management of cars and car parking is an immediate problem, in the longer term SAFFRON WALDEN INITIATIVE believes that visitors arriving by other modes of transport should also be encouraged and developed. A very obvious marketing opportunity is a promotion with WAGN, in conjunction with local buses/taxis, which would bring people to the town by train. The forthcoming Sustrans cycle route from Stortford to Cambridge via Saffron Walden also opens up huge promotional possibilities to the ever-growing number of cyclists around the country. There is an urgent need to instigate a shuttle bus service between Swan Meadow car park, the town centre, and Audley End station, thus making it possible for visitors to get in and out of, and around the town with ease. Sustrans is currently working closely with Somerset County Council on a pilot project in Frome, to find alternatives to private cars in rural areas. A number of schemes are under consideration; including a car club, shared taxis, and eventually a smart-card to enable a single payment for local and national fares. Sustrans is also actively involved in the Home Zones scheme, already successfully implemented throughout Europe, whereby communities join with local authorities to make their streets more pleasant and safer places. At present there are nine DETR approved pilot schemes in the UK, mostly in cities, but one in Magor, South Wales, which has a population of 5,000. Not all of these schemes will be appropriate for Saffron Walden but it is essential that all are investigated as, apart from the obvious benefits to the community, they are often important sources of funding as well as marketing opportunities.

PRIDE OF PLACE

Enhancing the town's appearance

- 1. Empty shops** – The sight of empty shops, of which there are far too many currently in Walden, immediately gives any town an air of being neglected and in decline. By using these spaces for temporary exhibitions staged by, for example, local schools, voluntary organisations, local craftspeople, artists, etc., the town immediately appears friendlier and less of a 'disaster area'.
- 2. Essential road markings** – Not only has the car itself changed the look of our streets to their detriment, so have the inevitable road markings. Some towns deal with this problem better than others. For example, when empty shops and a new superstore threatened Woodbridge in Suffolk a working party representing the whole town came up with a scheme that involved widening pavements and narrowing the carriageway. This was covered in coloured aggregates and, significantly, there are no yellow lines. Parking areas and cobbled crossovers were also provided. Ways of using less intrusive and unsightly materials in Walden should be explored. The latest possibility of parking meters sprouting all over town is also of great concern.
- 3. Well-kept and safer streets** – Just a simple thing like ensuring that the streets are kept clean and tidy makes a huge difference to the general air of a town. It is important to establish who is responsible for the different aspects of street care and lobby them if they are falling short of their responsibilities. The possibility of a voluntary effort should also be investigated, perhaps involving the children via their respective schools. Landlords should be encouraged to take advantage of available LOTS (Living Over The Shop) grants to convert empty spaces above shops into living accommodation. People living in the centre or above shops immediately make a town feel safer and more lively. It is always comforting, when walking down Hill Street towards the High Street at night, to see the lights of the flats above Dorringtons and opportunities for making available more

accommodation of this sort should be explored. One relatively local example of an interesting LOTS scheme in operation is in Fakenham, Norfolk.

4. **Signage** – Clear, distinctive and attractive signs should direct visitors to the different facilities in the town and gateways to towns should be bright and welcoming. Saffron Walden's leave something to be desired. An obvious low-cost and immediate improvement would be a suitable *Welcome to Walden* sign on each of the approach roads to town, perhaps made by a local craftsperson/artist. As with road markings, it is not necessary for signs to be in lurid colours/designs in order to make their point. Signage and planters (see 5.), being relatively low cost but high profile, are excellent candidates for sponsorship.
5. **Planting** – The planting of trees, bushes and flowers can, if done properly, hide a multitude of sins, although it is important not to plant for the sake of it. Walden's hanging baskets greatly improve the look of the town but the trees in the High Street need far more care and attention than they have received lately. Other planting possibilities could be investigated. Planters, for example, can be an excellent low-cost way of calming traffic.
6. **Lighting** – The level and quality of lighting throughout the town – both street and shop lighting – needs to be assessed and ways found to improve it. At present there are several ill-lit areas of the town centre which can be unsettling, particularly for lone women. CCTV has recently been installed in the town centre, with a second phase to follow. While this should certainly reduce perceptions of risk while walking in the town at night, CCTV should not be seen as a substitute for good lighting.

LEISURE AND AMENITIES

Offering something for everyone

1. **Young people** – The lack of facilities for Saffron Walden's young people is well-, and frequently-, documented. There are references to improving facilities for young people in the April 1999 Town Election manifestos, but it is now 2001 and little has changed. SAFFRON WALDEN INITIATIVE has been in discussion with young people who are keen to be involved in developing suitable facilities, and business individuals who support the ideas put forward and wish to explore the possibilities. This problem needs to be tackled with great urgency so that fruitful partnerships can be developed. The young people of the town should feel that they are being listened to and their needs considered, something they do not feel at present. The town belongs to all who live and work in it and a sense of pride and responsibility needs to be fostered among those whose formative roots are here and who may well have care of it in the years to come. SAFFRON WALDEN INITIATIVE believes, from informal talks it has had with local teachers, that there is great scope for developing partnerships with schools, in terms of involving schools in specific projects but also in enlisting the pupils' help with both general surveys and more specific surveys into what young people really want in their town.
2. **Entertainments provision for all ages** – A way must be found to provide a wider range of entertainment facilities than exists in the town at present. It is clear that there is significant demand for both a cinema and a bowling alley. It should be possible initially, to at least set up a Film Society using, perhaps, the Town Hall and SAFFRON WALDEN INITIATIVE has been in touch with the British Federation of Film Societies (BFFS). BFFS is a body which provides much useful information, support and resources in the setting up of Film Societies. A cinema, or cinema facility within a larger entertainment venue, could be something that grows out of a successful Film Society. SAFFRON WALDEN INITIATIVE believes that the long-established, high quality arts reputation in the town be sustained and encouraged and would seek to work in partnership with, for example, Saffron Walden

Arts Trust. SAFFRON WALDEN INITIATIVE understands that there are plans, currently embryonic, for a Saffron Walden Literary Weekend, similar to those already successfully established in Southwold and Bury St Edmunds. This type of event provides a valuable marketing opportunity, and should be supported and encouraged to develop. The provision of a bowling alley and/or a dedicated entertainment venue is clearly a large project and not something that could be achieved overnight. However, there is reason to believe that the will exists to find a way to provide such a facility and SAFFRON WALDEN INITIATIVE will strive to work in partnership with all interested parties to bring this about in the best way possible.

PROMOTING THE TOWN

Consistent and imaginative marketing the key

- 1. Encouraging visitors** – Regular attractions to draw visitors need to be developed. These attractions could be anything from specialist shops to street theatre and arts events. Out of these ‘one-off’ events a more substantial festival or ‘happening’ can be developed. (It is sad that the Folk Festival was allowed to slip through the town’s fingers but it did amply demonstrate the positive effect such events can have on the town. There are many people in the UK who, even now, remember Saffron Walden primarily for the Folk Festival.) If people who have visited the town for a specific event or happening have enjoyed themselves they are likely to return again, as well as tell their friends about the town.
- 2. Marketing** – Consistent promotion of the town is crucial to the success of any proposed plan and it is essential to build up a close relationship with both the local and national media. Saffron Walden is not difficult to promote, indeed it already has the advantage over most other towns of being identified and highly praised in most guide books to Britain as a ‘place to visit’. It just needs someone to be out there constantly ‘batting’ for the town and making good use of this and other opportunities to bring people into Saffron Walden.
- 3. Informing and involving local people** – It is easy to fall into the trap of thinking that marketing is only concerned with attracting visitors from outside the town but it should also encompass promoting the town to its own people. Despite the fact that Saffron Walden is well served by a number of local newspapers and publications SAFFRON WALDEN INITIATIVE has found evidence that some local residents are unaware of the facilities that are available within the town. An important element of the marketing plan will be to encourage in local people a greater awareness and appreciation of how special Saffron Walden is. There is also possible scope for promoting different aspects of the town’s life to local youngsters which could support the excellent work being done in this field by Saffron Walden Museum. There is potential for a variety of social town events, one example being ‘Family Sunday’ which could be held once a month, possibly in conjunction with the town’s churches.

PROPOSED STRATEGY

What will SAFFRON WALDEN INITIATIVE do?

It is clear from both the nature of the brief contained in this document and the evidence of other towns throughout the UK that the appointment of the right individual to be responsible for actioning and developing these issues is essential. SAFFRON WALDEN INITIATIVE is well aware that the appointment of a Town Centre Manager in 1997 did not prove to be a success. Disappointing though this was, especially given the success of such initiatives in other towns, it is important not to let this influence the obvious way forward in 2001. SAFFRON WALDEN INITIATIVE's proposal is significantly different from the 1997 scenario in the following ways:

- As the spirit of partnership is fundamental to the success of SAFFRON WALDEN INITIATIVE it is felt that a Town Liaison Officer would be a more appropriate appointment and, in contrast to previous appointments, this should be someone who knows and cares passionately about the town rather than an outsider.
- SAFFRON WALDEN INITIATIVE will invite subscriptions and sponsorship not just from retailers, business people and councillors, but also from the townspeople and all those who care about the future of the town, both locally and from further afield. As contributors to the Initiative they will automatically become 'Friends of Saffron Walden' and receive regular newsletters to keep them informed of the Initiative's progress and achievements. As well as providing a valuable source of funding for the project this will make it a real partnership of all who care about the town and will benefit from its regeneration.
- By using one of the empty shop premises as a project base, SAFFRON WALDEN INITIATIVE will have a very visible 'High Street' presence. It will provide somewhere that the townspeople can find out more about the initiative, make their own views known and, it is anticipated, become involved in various projects as they are being planned.
- A dedicated website for SAFFRON WALDEN INITIATIVE is currently under construction and will be a highly valuable tool both to keep existing members informed of progress and to recruit new ones — locally, nationally and internationally.

Success breeds success and SAFFRON WALDEN INITIATIVE will strive to tackle small projects which can be easily achieved, on a regular basis, as sufficient funding becomes available, as well as the larger ones which will be developed over the medium- or long-term. Each achievement will be celebrated and publicised which will boost morale and enable people to see and feel that 'things are happening'. It will also make them more likely to be patient with the bigger undertakings and, if they feel that they really can make a difference, will be encouraged to get involved. SAFFRON WALDEN INITIATIVE has already identified a variety of projects and initiatives to help and improve the town. The intention is that the Town Liaison Officer should develop and implement these, and other opportunities that may arise, over the next 12 months, with a five-year plan to follow on.

THE RETAIL SCENE

- Encourage town centre retailers to respond positively to changing shopping patterns and demands and to offer a consistently high level of customer service.
- Seek to develop good relationships with local landlords and explore ways of offering attractive packages on empty premises to prospective tenants.
- Actively seek new and different stall-holders for the existing market and investigate the possibility of holding other types of markets, e.g. craft, farmers' and other special interest markets.
- Encourage implementation of accessibility improvements wherever possible.
- Establish and maintain a fully detailed *Available Premises Register* and actively seek to attract new businesses and investment to the town, in particular retailers already operating in similar but non-competing towns, especially those dealing in commodities not currently available within the town.

PARKING / TRANSPORT

- Draw up a comprehensive traffic management and parking plan, acceptable to the majority of traders and public, both residents and visitors, and work with all relevant authorities to ensure its implementation at the earliest possible opportunity.
- Work with transport operators, both public and private, to improve all services to the town and endeavour to implement a 'round robin' bus service between Swan Meadow Car Park, the Town Centre and Audley End Station.
- Develop dialogue with environment agencies and encourage development of 'green' transport options in and around the town.

PRIDE OF PLACE

- Erect new, well-designed, and welcoming signs at all entry points to the town and improve signage around the town.
- Where it is not possible to fill empty premises with tenants, seek to make the windows of such premises available on a temporary basis to any local organisations that would welcome the opportunity of a town centre display.
- Improve the look of the streets by keeping them clean and tidy, monitoring the state of pavements and lighting, and keeping road markings to a minimum, perhaps using alternatives wherever possible.

LEISURE AND AMENITIES

- Work with relevant organisations and interested parties to develop and enhance the town's facilities for all ages, e.g. Arts Centre, Cinema/Film Club, Bowling Alley, etc.

PROMOTING THE TOWN

- Raise the profile of the town by encouraging and organising regular events, activities and promotions and ensuring that the appropriate publicity is received in the local and national press.
- Identify and maintain a register of townspeople who would be willing to offer their time and/or skills for specific projects on a voluntary basis.
- Investigate, publicise and encourage take-up of any available grants and/or staff training schemes from various bodies, e.g. European Union, Training and Enterprise Council, English Heritage, DETR, CPRE, Heritage and other Lottery Funds, etc.

COSTS, FUNDING AND STRUCTURE

Who will fund SAFFRON WALDEN INITIATIVE?

Paradoxically, Saffron Walden suffers from being neither a deprived rural area nor a disadvantaged inner city area, both of which now have significant sources of funding and support. However, a concerted effort must be made to investigate every possible source of funding, however small or unlikely. In the *Rural White Paper*, published in November 2000 the government earmarked £37 million to help struggling market towns and outlined many new proposals. It is essential that Saffron Walden takes full and prompt advantage of any funding and support for which it may be eligible.

Saffron Walden may be able to take advantage of the fact that its centre is a conservation area and attract funding that is restricted to such areas. For example, the Heritage Lottery Fund has a Townscape Heritage Initiative (THI) which is: 'a grant-giving programme for the repair and regeneration of the historic environment in towns and cities throughout the United Kingdom'. ... Townscape Heritage Initiative schemes should complement a wider strategy for the economic regeneration of the surrounding area. ... All THI schemes should:

- ◆ involve a range of works to a number of buildings, structures or spaces within a defined area
- ◆ involve the local community
- ◆ benefit the wider community as well as those directly concerned with grant-aided properties'¹

A Conservation Area Partnership with English Heritage is another example that could be explored. Grants may also be available from English Heritage for repairs and refurbishment to individual listed buildings. The range of European grants available for some types of towns should also be monitored and investigated.

Given that the appointment of a suitable Town Liaison Officer is crucial to the success of the Strategic Proposals contained in this document, SAFFRON WALDEN INITIATIVE's first priority is to raise sufficient funding to support the post for an initial 12-month period, as set out below, and provide a working budget to initiate the Action Plan on page 14.

Sponsorship is being sought from all businesses and organisations in the town, the suggested amount realistically reflecting the size of each individual business/organisation. We would hope that as one of the aims of the Initiative is to improve trade in the town, contributions, subscriptions and sponsorship from businesses will be allowable against tax. Response to date is extremely encouraging with a wide range of pledges being made, the total as at 19th May 2001 being in excess of £6,000. Individuals within the community will also be invited to become members of SAFFRON WALDEN INITIATIVE at a suggested minimum rate of £5 per household per annum. In early May 2001 Saffron Walden Town Council resolved that, 'providing agreement can be reached with Essex County Council and Uttlesford District Council, the local authorities match fundraising by the SAFFRON WALDEN INITIATIVE on a pound for pound basis up to a maximum figure to be agreed'. The founder members of SAFFRON WALDEN INITIATIVE are engaged in on-going discussions with the three councils. It is envisaged that, as confidence in the project grows, funding from the private sector will increase, thereby reducing call on local authority resources in succeeding years.

¹ Source: Heritage Lottery Fund Stage One application pack for Townscape Heritage Initiative grants, March 2001.

Employment costs	£25,600
(Salary)	£20,000
On-costs calculated at 28%	£ 5,600)
Travel	£600
Rent & rates	£1,500
Office equipment	*£2,000
Printing/Design	*£1,000
Stationery	*£500
Telephone	*£600
Insurance	£500
Sundries	£2,500
TOTAL	£34,800

*£4,000 has been pledged to cover the cost of these items and it is possible that offers of other 'in kind' donations will be made. While such gestures of support are very welcome, particularly in the early stages, it would be unwise to rely on these. However, any contributions of this sort will reduce the first year costs shown.

The approximate breakdown of possible sources of funding from within Saffron Walden is as follows:

			Suggested Sub.	Total
Charity Concerns	7	@	£10	£70
Sole Traders	127	@	£20	£2,540
Small Businesses	245	@	£50	£12,250
Medium Businesses	18	@	£100	£1,800
Branches of National Chains	32	@	£200	£6,400
Manufacturing/Non-retail Companies	30	@	£500	£15,000
Corporate Companies & PLCs	8	@	£1000	£8,000
Households – Saffron/Little Walden	6785	@	£5	£33,925
			TOTAL	£79,985

Clearly not everyone will initially respond to requests for sponsorship but even a 25% take-up, which SAFFRON WALDEN INITIATIVE's research suggests is quite possible, would produce £19,996. It should also be remembered that the above list does not take into account all the households in the surrounding villages who look to Saffron Walden as the main shopping town and, it is believed, would wish to support this endeavour. Pledges of funding are being requested, which will ensure that no organisation will be required to remit funding until the project is secure. Once sufficient funding is in place to appoint a Town Liaison Officer (TLO) it will be a primary task of the TLO to widen the sponsorship/membership net as quickly as possible. The amounts shown are suggested subscriptions only. Every pledge, however large or small will be gratefully accepted and the name of every donor will be listed in the SAFFRON WALDEN INITIATIVE Pledges Book as a permanent, on-going record of this project.

Structure of SAFFRON WALDEN INITIATIVE

A company 'limited by guarantee' with the following features seems to be more common for this type of community enterprise:

- Limited liability for the members, with simple membership management.
- A guarantee by members to pay a predetermined nominal sum (say £1) in the event of winding up rather than a shareholding requirement.
- Basic structure and operating and reporting requirements as for any limited company and governed by the Companies Acts and the Company's Articles of Association. Although at the Initiative's likely levels of turnover an audit is probably optional, in view of the public interest and involvement an independent audit should be provided.
- Directors, who must exercise their responsibilities properly and diligently, to be appointed by the members to manage the Initiative's activities. The directors will not normally be at personal financial risk, although they must ensure that the Initiative is properly financed to avoid the risk of wrongful trading under the Insolvency Act.

While the aims of the Initiative are to benefit the community, as stated herein they will not easily comply with the strict definition of a charity. However, as the Initiative will be a 'not-for-profit' business the loss of tax-free charitable status is unlikely to impact materially in this respect. Other than the fact that charities attract beneficial business rates relief, which may not be fully replicated if the Initiative is not a registered charity, there are few disadvantages in not being registered; observing charity legislation is sometimes unduly burdensome.

It has been suggested that SAFFRON WALDEN INITIATIVE could take over the existing structure of the now-defunct Town Centre Management Board, together with its remaining funds believed to be approximately £1,000. This would keep costs and time scales to a minimum necessitating only a change of name for the company, the resignation of current directors and the appointment of new ones.

However, it should also be noted that there are cases where similar groups have chosen to set themselves up as registered charities and SAFFRON WALDEN INITIATIVE is acutely aware of the need to obtain expert advice on this matter. One excellent example of such an arrangement is in Lyme Regis, Dorset, a town not dissimilar to Saffron Walden. Lyme Regis Development Trust Limited is a community-based company which is a registered charity funded by grants and other income generated from project activities. It is currently directed by six voluntary Trustees who are elected by individual and corporate members of the Trust.

SAFFRON WALDEN INITIATIVE has considered the question of registration for VAT but concluded that for at least the first year it is probably best not to do so. Currently registration is optional below an annual turnover of £52,000 and the only items likely to attract VAT are those which it is hoped will be initially donated in kind. However, this is something which will be carefully monitored as time and events progress.

SAFFRON WALDEN INITIATIVE is currently taking advice on the above matters from Gary Haselton at AGN Shipleys, Chartered Accountants, and Peter Bricknell at Stonehams Solicitors who have very kindly offered their services for which SAFFRON WALDEN INITIATIVE is most grateful.

ACTION PLAN – YEAR ONE

- ◆ **To secure funding for the appointment of a Saffron Walden Town Liaison Officer, whose tasks in the first year will be to:**
1. Prioritise and develop the strategic proposals outlined in the previous section, particularly the following:
 - Develop a dialogue with *all* interested parties to improve the town's leisure facilities and ensure that there is something on offer for *all* ages in the community.
 - Liaise with planners and other relevant bodies in the development of a comprehensive traffic management plan and, in the longer term, seek to improve all transport services to and within the town.
 - Seek to improve the appearance of the town centre and make it a more accessible, attractive, prosperous focus for the town.
 - Encourage the traders to improve the variety and quality of the town's retail offer, thereby increasing footfall and trade within the town, and investigate sources of training for the retail sector.
 - Produce and maintain an Available Premises leaflet as part of a Retail Recruitment Policy and liaise with all interested parties to encourage suitable shops and businesses to open within the town.
 2. Instigate a survey of all local residents and town centre businesses to discover their views and aspirations for the town. The survey should highlight the greatest concerns, likes and dislikes, and form the basis of a priority action plan.
 3. Develop and implement a marketing plan for the town to raise its profile, locally, nationally and internationally, and promote it as an attractive, lively place which people will want to visit regularly and recommend to others.
 4. Secure further funding by widening the net of sponsorship as quickly as possible.
 5. Investigate all other sources of local, national and international funding and, whenever appropriate, ensure that applications are made to the relevant bodies.
 6. Develop a five-year strategy plan for the town.

CONCLUSION

SAFFRON WALDEN INITIATIVE has established that, notwithstanding the degree of disenchantment with the state of the town, a real will exists across a broad spectrum of the community to effect fundamental and lasting improvements in the town. SAFFRON WALDEN INITIATIVE is convinced that this can only be brought about by the appointment of a suitable Town Liaison Officer who will be responsible for bringing together and developing a number of relevant business partnerships as well as the hitherto largely untapped mix of skills and commitment within the town.

SAFFRON WALDEN INITIATIVE now intends to secure all possible sources of funding and support in order to move to the next stage of implementing the post of Town Liaison Officer. Time is of the essence. Too many years have been allowed to pass without effective action being taken. If everyone who is involved in any way at all with the town supports the SAFFRON WALDEN INITIATIVE by lending their support, financial or in kind, not only will we at last be giving Saffron Walden the care it deserves but we will be able to hand it on to succeeding generations with a clear conscience.

ACKNOWLEDGEMENTS

SAFFRON WALDEN INITIATIVE gratefully acknowledges the invaluable assistance and support of many organisations and individuals in the preparation of this document, in particular the following:

- Action for Market Towns
- Common Ground
- Dunmow Town Strategy Group
- EEDA (East of England Development Agency)
- Ludlow Town Council / Chamber of Trade
- Saffron Walden Chamber of Trade & Commerce
- Sustrans
- URBED (Urban & Economic Development Group)
- Peter Bricknell: Stonehams Solicitors
- Cllr Robert Chambers
- Ellie Clarke: Hitchin Forum
- Nick Crawley
- Ivan Gould: Boots Urban Development Unit
- Gary Haselton: AGN Shipleys Chartered Accountants
- Christopher Hingston
- Keith Hoskins: Hitchin Town Centre Manager
- Len Pole: Curator Saffron Walden Museum, 1974–1996
- Sydney Thompson: Okehampton Town Centre Manager
- Dr Steve Willoughby: Saffire Website

Saffron Walden
‘Striving for Success’

**STRATEGIC PROPOSALS
FOR REGENERATION**

prepared by

SAFFRON WALDEN INITIATIVE



A PARTNERSHIP APPROACH

Update: August 2002

UPDATE — AUGUST 2002

On 2nd March 2001 the founder members presented '*Striving for Success*': *Strategic Proposals for Regeneration* to an informal meeting, held at Uttlesford District Council Offices, attended by Town, District and County Councillors and chaired by Sir Alan Haselhurst. Although the proposals were supported in principle by all present at this and at subsequent similar meetings during 2001, it was not possible for either the Town or District Council to commit themselves at that stage to any substantial funding for the proposed Town Liaison Officer post. During the early part of 2001 the founder members sought sponsorship pledges from businesses and organisations in the town and by mid-May 2001 had pledges in excess of £6,000, to be called in at the appropriate time.

In July 2001 the founder members also held two public street surveys: the first at Swan Meadow Car Park on Saturday, 21st July; the second outside the library on Friday, 27th July. Having, towards the end of 2001, analysed the results of these, together with another, more in-depth survey carried out over several months via the *Saffron Walden Directory 2001* and the Saffire web site, it was overwhelmingly apparent that, not only did the vast majority of the townspeople support and welcome the aims of the Initiative, but that there was also a great deal of energy, experience and relevant skills to be tapped from within the town.

In March 2002, the Initiative issued its first newsletter (see next page) inviting those who had expressed a keen interest in the Initiative to a first public meeting on 8th April. This was well attended and a second public meeting arranged for 6th June. Coincidentally, just a few days before that meeting the Initiative was contacted by Clare Gibbons from the Market Towns Initiative of the Countryside Agency. She had seen, and was impressed by, the Initiative material on the Saffire web site. At the Initiative's invitation Clare Gibbons attended the 6th June meeting where she explained the work of the Countryside Agency through which funding was available for selected towns to undertake the Market Towns Initiative's Health Check process. This is a process by which a town can identify its needs and funding requirements and work towards a successful funding bid to achieve those aims. At that meeting, as well as Clare Gibbons inviting the Initiative to apply for Health Check funding, an Initiative Steering Group was formed together with some smaller Working Parties to work on specific issues.

At the end of June 2002, an Initiative representative attended 'Railways, Regeneration and Rural Communities', a one-day national conference held by the Association of Community Rail Partnerships (ACoRP). This produced much useful information and contacts and the Initiative is planning a Town Transport Event in late-2002/early-2003.

Subsequent meetings have involved representatives of other bodies in the town including Saffron Walden Arts Trust and Rotary Club. It has been agreed that the Initiative will work with as many groups as is appropriate and relevant and it is at the present time progressing its application to the Countryside Agency for Health Check funding.

Responses to the Town Survey are continuing to come in via the web site and a new survey on the need and desire for a cinema in the town is being carried out, again via both the *Saffron Walden Directory 2002* and the Saffire web site. Response during the first three weeks of this survey has already been excellent and will, over the coming year, provide further valuable data in support of the Initiative's funding applications.



WORKING TOGETHER FOR THE FUTURE OF SAFFRON WALDEN

Results of Public Surveys carried out during 2001 and early-2002

APPENDIX 1

Public survey via
Saffron Walden Directory 2001
and Saffire website

APPENDIX 1: Public survey via Saffron Walden Directory 2001 and Saffire website

	A	B	C	D	E	F
1	1. Main town for shopping?	2. If not, which?	3a. SHOPPING in SW - MOST enjoy	3b. SHOPPING in SW - LEAST enjoy	4. SHOPPING in SW - what ONE thing would MOST IMPROVE?	5a. LIVING in SW - MOST enjoy
2	Yes		Nice town and ambience	Too many empty/charity/gaudy fronted shops		Nice quiet town
3	No	Thaxted	Variety of small shops, historic buildings.	Traffic	Pedestrianisation	n/a
4	Yes		Unique character, small, non-chain shops, friendly town, market	No greengrocers, too many small shops closing, too many cars	A greengrocers or a health shop selling organic fruit and vegetables	Attractive town, architecture, setting
5	No	Cambridge	Compact, pedestrian-friendly, nice architecture, small shops.	Absence of M&S for basic clothes, etc.	M&S or similar, farm shop, Tower Records or similar, good fishmonger.	Picturesque town & evident sense of community spirit and pride.

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	A	B	C	D	E	F
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1						
6	Yes		Freedom to walk and knowing the established shops and staff.	Litter in the parks and Common. Dog poo everywhere.	More variety. A late evening experience like the one at Christmas.	Not a town run by multi-national companies.
7	Yes		Local availability	Removal of parking facilities	Rescind the Privileged Residents' Parking Scheme	Small and friendly
8	Yes		Convenience - I live in the town	High prices and lack of choice, particularly men's clothing	Better quality restaurants, more diversity	Rural area
9	Yes		We can get almost all we need within a short walk	Too many cars and lorries in the town centre	Traffic control	Looking at the church from our living room / our neighbours.
10	Yes	but equally with Newmarket	Variety of shops and pleasant assistants		Pedestrianise more areas.	
11	Yes		Not too busy, affordable parking, pleasant environment	Lack of 'real' shops other than tat/antiques	More diversity	Reasonably quiet and pleasant town
12	Yes		The quaintness & helpfulness.	No free parking	Better parking	Friendly & quiet
13	Yes		Compact & comprehensive	No greengrocers; parking	More everyday shops - less gift shops.	Good people, compact, good facilities.

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14	Yes		Market days on Tuesdays & Saturdays	Searching for a good hardware shop	Introducing a large hardware shop similar to Co-op.	The size of the town enables one to know plenty of people.
15	Yes		Waitrose store		Ladies clothes shop - elderly	Having fields around us.
16	Yes		So easy and pleasant to walk around; all in walking distance.	Nothing really.	More 'ordinary' clothes for children.	n/a
17	Yes		The library, Maze coffee shop, Eaden Lilley, seeing people I know all the time.	No Marks & Spencer, Laura Ashley, Mothercare/other good childrens clothes shops - I have to go to Cambridge for clothes for me and the children	I would love a Laura Ashley in Saffron Walden.	Fantastic school (RA Butler).
18	Yes		No MacDonalds	Not pushchair friendly	More child/baby friendly cafes/restaurants	n/a
19	Yes		Good small food shops	Too many tatty charity/gift/card type shops	Two please, a hardware shop and a greengrocer (plus a fishmonger if I could have three).	Friendly, interesting people.
20	Yes		Everything is close together.	Shortage of parking.	More free parking.	Having variety of things on the doorstep.
21	No	Haverhill	Diversity of small shops & Waitrose	Lack of decent chain store for kids wear and basic clothing	Decent store selling reasonably priced goods, e.g. M&S, J Lewis, etc.	Antiquity and character of town

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22	Yes		Its proximity	On the whole, poorly stocked and staffed shops	A traffic-free centre	The prettiness of the buildings
23	Yes		Pleasant atmosphere, uncrowded	Pressure due to timed parking when using car	Adequate parking, ideally free	
24	Yes		The small market town atmosphere.	The lack of choice	More mainstream retailers	Lack of crime
25	Yes		Friendly atmosphere	Nothing open on Sundays	More free short stay parking	Low crime rate
26	Yes			Race discrimination (probably) / lack of fresh vegetables & fruit.	Whoever they are, customers are most important.	
27	Yes		Architecture and atmosphere	Traffic	Pedestrianised Market Place permanently.	Ambiance and attractive buildings
28	No	Colchester	Cafes & friendly people.		More disabled provision.	Small and large shops.
29	Yes		Meeting friends	Nowhere to park free	Free parking	Size
30	Yes		Being able to walk everywhere (its small size)	Cars/traffic in Market Place	Pedestrianisation of Market Place 10-4 daily	Its small size means you can get to know people in shops, etc.

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1	No	Cambridge	It has shops to cater for basic needs including gift shops.	It's hard to park	More geared up for young people.	My family live here and it's a pretty town. I have all my friends around me.
31						
32	Yes		Friendly shopkeepers, quaint shops.	Parking, having pay. Should be free.	More variety of everyday shops.	The 'safe' feeling.
33	Yes		Wide range of shops & services	Traffic congestion in Market Place/King Street	Pedestrianised King St/Market Place	Rural environment

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34	Yes		The Market Square	Charity shops and consequent atmosphere of recession.	A large free multi-storey car park in the middle of town so that one can shop as freely as at Tesco.	The diversity of the small shops which are still open in the town centre.
35	Yes		Almost everything I need is within walking distance in a pleasant atmosphere.	Traffic in the town centre.	Ban vehicles in the town centre 10am to 4pm.	Small medieval town.
36	Yes		Compactness of shopping area	Too many charity shop	Change from charity shops to small retail specialist outlets	
37	Yes		Almost universal politeness of shop staff.	Lack of 'useful' shops (greengrocers, etc).	Improved parking facilities (free).	Quaintness.
38	No	Cambridge	Easy parking		Free car parking	n/a
39	Yes		Friendly atmosphere	Short term car parking	Car parking	Mixture of rural and town environment
40	Yes		Nice places to eat and good supermarkets, good banking facilities.	Awful clothes shops, no cinema, parking, more variety of shops/market.	FREE PARKING	Very pretty town / friendly people

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1						
41	Yes		Friendly atmosphere	Paying for parking	Free parking	Village atmosphere; architecture
42	Yes		Friendly people, quaint town	Parking	Better parking facilities	People
43	Yes		Variety of independent shops	Traffic on shopping streets	A good fruit & veg stall or shop selling local & organic produce.	Historic character.
44	Yes		The variety of specialist shops.	Poor parking and narrow pavements.	Proper pedestrianisation of King Street area.	Audley End & St Mary's Church.
45	Yes		Pleasant, relaxed town	Traffic and its pollution	Pedestrian town centre with no parking in Market Square	Size
46	Yes		A country town atmosphere	Parking and competition from large stores in the area.	Easier parking.	A country town atmosphere

APPENDIX 1: Public survey via Saffron Walden Directory 2001 and Saffire website

	G	H	I	J
1	5b. LIVING in SW - LEAST enjoy	6. LIVING in SW - what ONE thing would MOST IMPROVE?	7. Town development - what do you feel about it?	8. How do you ENVISAGE town in 10 years
2	Not enough for youngsters to do.	Bowling alley	Slowly. Too many high-priced houses.	Too many houses. Less facilities.
3		Fewer cars.	Reasonably satisfied.	More buildings and infilling.
4	Cars and drivers (there should be more speed restrictions)	A campaign to get SW people to walk to the the town centre, rather than take their cars.	I think that there are too many developers building or trying to build in SW. It's a small town with an infrastructure that doesn't support more dwellings and yet more cars on the roads. Too many shops are closing. Too msny younh people get drunk on Fridays and Saturdays and end up breaking or damaging things in the town centre. Not enough is being done to enhance the unique character of this lovely town. I feel that if nothing is done, in about 10 years time, it will be just like Bishop's Stortford is now.	See previous reply.
5	Through traffic, congestion; poor bus links to train.	Divert traffic, esp. lorries, away from town centre.	Looks good, but could do with a cinema, bistro, etc., for 15-30 year olds.	Continuing to be a bijou satellite town of Cambridge.

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1	5b. LIVING in SW - LEAST enjoy	6. LIVING in SW - what ONE thing would MOST IMPROVE?	7. Town development - what do you feel about it?	8. How do you ENVISAGE town in 10 years
6	Lack of facilities and investment by the C.C.	Better investment in leisure facilities.	It isn't. In 11 years, aside from a few pavements, cctv, a children's paddling pool in a dirty and expensive leisure centre, unimaginative playgrounds, there has been absolutely nothing done to improve the development of SW. If this really lovely town were in France the people and council would love it to death with beautifully-kept gardens, theatre, youth facilities, a decent leisure centre and well-kept playing fields. Rates and rents that small businesses could survive on and lift the infrastructure and more visitors into the town. Aside from lack of investment, the Councils lack imagination, vision and are gutless - and to think we pay for them to do nothing. Why are the developers not placed in a position of responsibility of investing some of their fat profits towards the infrastructure of the town - why is the Town Council restricted to such a poor budget?	At the rate of change, aside from property development, without a radical change in Council staff attitude and proper investment the town will be the same as today - a poor reflection on those responsible. There is not one government employee who can stand up and say they have improved SW for the benefit of its inhabitants in the last 10 years.
7	Interference by Essex CC	Give the Town Council some strength to fight for the town	ECC clearly intends SW to be a dormitory and secondary town to Braintree and the A120 corridor. Local representation on ECC is ineffective and no regard appears to be given to the TC or anyone else. SW needs a clear and imaginative policy with the authority and assurance to carry it out.	Fewer retail shops, more houses, fewer pubs, more traffic jams, more vandalism and little, if any social structure. A lovely town which has had the guts pulled out of it by County Council actions, eg. Closing the Magistrate's Court, allowing the PO to close, stealing the Arts Centre and imposing parking arrangements to the detriment of the majority.
8	Narrow-mindedness, lack of activities, poor leisure facilities	More things to do than get pissed	I dislike the gentrification and congestion. We need cheaper homes for local people and better transport links.	Soulless, yupified and boring
9	Noisy traffic, aeroplanes and teenagers at the local pub.	Noise control	In favour of new houses within the town rather than on the outskirts.	Unchanged in character but rather larger than now.
10		Restaurants	OK, but unhappy that Swan Meadow was built on.	Expensive to live in and crammed with traffic.
11	Lack of anything other than pubs	Less vacant shop units (they don't look good).	I haven't seen any sign of development. I think some is needed to stop the town centre from dying off. But not too much so it ends up as nothing more than a giant housing estate.	Possibly as a dormitory for London but without the facilities to cope with it.
12	Rather hilly	Less traffic	Not enough new shops.	Very congested.
13	Traffic / parking / lack of a sense of an active community - lack of ethnic diversity.		Doing well, compared to some towns, in remaining small.	It will change in the way people use the centre, and will grow.

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	G	H	I	J
1	5b. LIVING in SW - LEAST enjoy	6. LIVING in SW - what ONE thing would MOST IMPROVE?	7. Town development - what do you feel about it?	8. How do you ENVISAGE town in 10 years
14	Lack of evening entertainment.	An Art centre	Lack of co-ordination in planning dept. Too many houses being built.	If there is no forward planning, the town will develop into an overcrowded town.
15	Bus service poor.	Ironmongers	Don't know	
16	n/a	Cinema	It feels vibrant and attractive.	Possibly more 'gifty'shops.
17	4 miles to train station.	A train station in the town.	Too many new housing developments being allowed. Lots of 'gifty' shops but few really useful ones opening.	The way it's going, even more housing developments and more and more gimicky gift shops.
18	n/a	A cinema	Not developing sufficiently.	Probably more housing than services, more crime, etc.
19	The mess people seem to think they have a right to leave for others to clear up and the cars just left wherever it's easier for the owners - it's their right to do as they please thoughtlessly.	Less traffic	Too much new housing without increased amenities - doctors, dentists, schools, etc, causing even more traffic and parked cars.	Clogged by even more traffic, litter bound with even more tatty type shops - no decent food shops or small private shops - no choice - just supermarkets and place like Dixons
20	Traffic congestion at peak times.	More children's clothes shops.	Town centre: too many 'touristy shops'. Too much housing development.	Blocked up with traffic. Swelling schools.
21	Parking on Tuesdays	Being certain of a parking space and 3 hours free as in Sudbury	Whilst the small shops are pleasant browsing, serious shopping for clothes has to be done elsewhere. School uniforms sell at premium prices in SW as there is no competition and the quality is not as good as M&S, Bhs or Tesco.	A tourist town. Dependable shopping and parking has to be sought elsewhere as shopping in SW becomes hit and miss.

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1	5b. LIVING in SW - LEAST enjoy	6. LIVING in SW - what ONE thing would MOST IMPROVE?	7. Town development - what do you feel about it?	8. How do you ENVISAGE town in 10 years
22	The antics of the Town Council	Getting rid of the Town Council	It's becoming a housing estate.	Depends on whether the Initiative happens. If it doesn't then more and more premises will be turned into flats and shoe-box homes.
23		<u>No litter</u>	Too many 'gift' shops, too few everyday shops, shoes, etc.	Do not know
24	Unwanted housing developments	A cinema	I am totally disgusted and FURIOUS, FURIOUS, FURIOUS that Fairview has managed, against the wishes of almost everyone, to force through their despicable scheme for low-quality housing in Radwinter Road. This stinks of corruption in the highest places and there should be a proper (not whitewashed) public enquiry which actually involves the public this time. Nothing good can come of this development.	If the corruption in local government continues I can see the town overrun with housing developments. This will lead to all the usual problems such as crime, pollution, lack of facilities, congestion, etc. How is that the interestes of a few fat cat developers and bribe-happy planning officers can outweigh the opinion of the people who actually live in this town?
25	Lack of new housing/affordable housing	Newer housing	It isn't. People want to live here but too few properties and therefore too expensive.	Probably much the same as it is now.
26	Transportation (public); low frequency [?] Road.		I am living in one of the newly developed flats. However, not (nicely?) modernised, I don't see any other development.	I have been here only for two years.
27	Traffic & parking problems	Less traffic in centre.	Fairly happy with recent developments.	Probably over-built up
28		More pedestrianisation.	Fine as it's developing at the moment.	
29	New developments	Removal of traffic signs, eg. Road narrows, it's obvious	Too much, too fast, too much development and suburbanisations	Dormitory for Cambridge and City of London
30	Traffic congestion	Redevelop Market Place	Too many shops closing down, e.g. Mackays, Booths, Expressions, Frank Bacon.	More traffic congestion; more touristy.

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31	It's too expensive, nothing for youngsters or people in their 20s to do.	More activities, i.e., a large club that would stay open until 3am to clear the streets of jobs after the pub closes and give people who want to stay out an alternative.	I think that SW is becoming stuck in a rut. It is losing all the people in their 20s who could be developing and changing the town with their business because there is nothing here for them. All the people I know work out of town because there are no jobs for them, and they find it boring here as there is nothing to do. You (the council) need to change the way it is run. You should try to encourage people in the age groups you are trying to encourage to join the council to help you make decisions.	It carries on the way that it is going, there will be no shops but cafés and charity shops. There will be no young people, only commuters. The elderly homes will close down because no-one will be able to afford to live here and it will become a place with no soul.
32	I am afraid 'parking' again!	Either M&S or Bhs	Too many new houses/flats - hence to many people.	Overcrowded! But still very quaint and sweet.
33	High cost of living	Better traffic control (repaint white lines, stop signs, etc.)	Rapacity of Fairview Estates - weakness of planning regulations.	Congested traffic; higher house prices. Leap-frog growth in villages.

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34	The traffic restrictions, particularly on market days.	Stop allowing Tesco to cherry-pick the business of the small businesses.	It is really bad. The District Council is completely out of touch. They are now allowing more out-of-town development around out-of-town sites and turning the A120 into a 'corridor'. Takeley is already over three miles long. Why will they not focus on case-by-case organic development of existing settlements? Out town and most of its villages are fossilising and dying.	A very unattractive dormitory town. It will be surrounded by random pieces of inappropriate out-of-town development. There will be no focus on churches, local shops and existing facilities. Development will continue to be determined by, amongst other things, the amount of planning gain which developers are willing to arrange with the Council.
35	Commuter traffic and lorries.	Traffic calming and lorry routes	No long term plan to REDUCE traffic in and through SW.	Culturally, socially, environmentally and shopping wise - the jewel of Essex
36	Traffic	Manage traffic more efficiently	Town development over the last 10 years has been one of infill soon to be followed by encroachment into the countryside followed by ribbon development to surrounding villages.	Unless the current trend is halted, SW will be the centre of a large urban sprawl that will connect with Newport, Radwinter, Wimbish and Little Walden.
37	Lack of decent public gardens.	Updated toilets (not superloo as in car park).		Much as now.
38		More parking	Good - variety and still old fashioned.	Cinema, more for young people to do, e.g. bowling.
39	Short term car parking	Car parking	Not a lot, any suggestion of alteration or development is always met with disapproval by one party or another.	Not much better than it is now, more restrictions and still trying to find answers.
40	Traffic and parking problems.	FREE PARKING / CINEMA / CLOTHING STORE, e.g. Bhs or Debenhams.	It isn't. It doesn't seem to have progressed much for a while. Every time someone comes up with a good idea, e.g. a bowling alley, it gets turned down. There is too much in the town for old folk and not enough for younger people.	Much the same as today unfortunately! Too many antique and bric-a-brac shops. Too much of a tourist attraction, and not enough for the local people.

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41	Litter and dog's litter	Litter warden	Too many gift shops, antiques. Need more variety.	Crowded. Perhaps grubby and polluted.
42	Traffic is getting very bad.	Cinema	Too much, there aren't the facilities to cope.	Over-developed and run down housing estates
43	Can't think of anything	Better public transport.	OK , but concerns about substantial new housing growth & traffic.	I hope much the same.
44	Lack of play areas for under 10s (nowhere to safely ride bikes).	An Arts centre	Too much - too fast without infrastructure.	Overcrowded & over polluted.
45	Increasing traffic and development	Growing far too fast and under real threat from developers.	Unless relentless growth is checked, I fear it will be nothing other than a suburb of Cambridge and a dormitory for Airport workers	Flourishing; local people fiercely defending its character; less traffic; better arts facilities (but not a huge venue).
46	Essex seems to ignore and we are not in Cambridgeshire.	A centre for social activities.	The town is not developing as a whole - there are too many small developments.	I feel that the town will not really change although it ought to.

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1	9. How would you LIKE to see town in 10 years	10. What do you consider greatest threat to town's future?	11. What do you consider town's greatest asset/opportunity?	12. Travel to SW - use car or public transport?	13. If car, how easy to park, get in/out of town?	14. If public transport - ADVANTAGES of present system	14. If public transport - DISADVANTAGES of present system
2	As now but more thought put into development.	Parking problems - heavy traffic.	Historical importance - if marketed properly.	Use car	Not easy, but I live in town.		
3	Pedestrians only in Market Place.	Increased traffic and closure of small shops.	Its historic appearance which could be made more of in use and tourism.	Car	I always use Waitrose - without this I should visit and shop less.		FREE car parks mean more people as in Thaxted.
4	I would like to see it as a town which has preserved and restored all its beautiful historical buildings, with an underground car park below the Common, a bigger market, frequent, good quality buses within the town and from/to Audley End station, cycle lanes, cleaner, and promoted as a tourist centre, which would be a boost for all businesses in SW.	Shop closures ...will become a dormitory town with only cafés / restaurants instead of shops, if nothing is done.	The unique character of the town, its historical buildings, quaintness, this is a great opportunity for promoting asa day out tourist destination from London or Cambridge.	I live in Saffron Walden, near the leisure centre, I have a car, but always walk to the centre. I only use my car for heavy shopping at Tesco and to get to the station or drive any further.	I hardly see any buses. They are so infrequent, in two years of living here, I've never managed to catch one yet, although I do look at the timetables when walking to the town, past the bus stop, just in case there is a bus due within 10 minutes.		
5	Not as gently fading enclave of middle class gentility but an active cultural oasis.	Young people leaving dut to absence of jobs and entertainment.	Near Cambridge but without the hassles of Cambridge. Manageable size, aesthetically attractive, things like the Directory as a manifestation that people <u>care</u> .	Public transport	1. Buses don't link with trains. 2. Buses to Cambridge, etc, very infrequent. Not encouraging.		

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6	Well-kept with improved facilities ALL ROUND. Beautiful welcoming gardens, policemen with legs.	Essex CC and Uttlesford DC, Stansted Airport, Norwich Union.	The whole town if the investment is made for both tourists and inhabitants.	Car	Fine, but I nearly always walk.		My elderly mother who visits finds it more expensive than other parts of Essex.
7	Run by residents for residents. A real community in which opinions are sought and accepted entirely free of national political party influences. A big, thriving, village-type market town.	Lack of support from ECC for local interests.	Ancient market town and borough with wonderful heritage and very many active, interest groups.	Car	I avoid going into town by car since ECC removed nearly all the parking which was available for the occasional, short visit.		
8	Community feel with a diverse and active population that is inclusive rather than judgemental	Over-development and the dominance of pig ignorant councillors	Rural areas, pleasant buildings and some interesting eccentrics		I live here		
9	As it is (with the addition of a cinema).	Rising levels of road and air traffic.	Its ideal size, making it self-sufficient, and its location between Cambridge and London.	N/A	When we drive out of town, it is easy to do.	We catch the commuter bus to AE station, which is quick but infrequent.	
10	Gentle expansion without spoiling the atmosphere.	Either too much or too little growth.	Its age and history.	Car	OK		
11	As a thriving small town, possibly with some more evening amenities such as cafés (European-style rather than greasy spoon).	Commuting, job opportunities within Walden seem limited.	Its looks and its accessibility from a wide area.	Car	Easy, if people complain tell them to go to Cambridge and compare.	I would like to use PT but at the moment there is no service that goes to my place of work (Bartlow).	
12	With a by-pass.	Poor shopping	Character & history.	Car	Can be difficult.		
13	As it is now, but more self-sufficient.	Losing independent businesses, too much new housing.	People who want it to develop sympathetically to its history, and will make it happen.	Walk	Parking is problematic.		

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14	A town with plenty of choices for young as well as older people.	Too large out-of-town shopping and far too many houses being built.	Being close to Stansted Airport, the town could attract large attention from tourism, as Audley End House is already well-known.	Always walk.			
15		The building of more houses.	Keep it a country town.				
16	Fewer gift shops and more 'real' shops.	Not being prepared to move and change. There seem to be some who want to 'fix it in time' and think all change is bad.	Such an attractive place, so many satellite villages who like to use it.	Car	Compared to anywhere else - easy.		
17	What an interesting question. I'd like to see definitely no more housing. A better spread of shops - not all gift shops, charity shops, hairdressers and building societies. More high street names such as M&S, L Ashley. A good children's shop - Adams or Mothercare.	New housing	Its prettiness. Its size. Layout of the streets. The common and church. Two mazes. Bridge End Gardens. Proximity of Audley End.	Neither. I live here and never use the car in town.			
18	Careful town planning, conservation of green areas.	Crime	Individualism - not dictated by current themes or trends.	Car	Very easy		
19	Clean, full of good, privately owned shops selling good quality (which does not necessarily mean expensive!!). Spruce, friendly and bustling with locals and tourists. A place people want to come to.	Apathetic attitudes - people who consider it's not their responsibility to do anything - always someone else's.	A compact town centre, historical buildings, attractive, close to London, but so different - should be thriving.		Live in town so walk - which more people should do! Getting through town is bad - too much traffic and parked vans/cars in High Street.	Not enough buses to station. No concise guide to public transport - what is available. You can ask how to get to somewhere but not where can I go? Elderly population would, I am sure, use buses more if they knew they could go somewhere and come back - an outing.	
20	Growing, yes, but also another Primary School, Doctors and car parks.	Over-development at any cost.	Greatest asset: the local people who care enough to try to fight these large developments in the interest of the town. Shame the councillors who only see £ signs!	n/a	n/a	n/a	n/a
21	With shops that once again sell the basic requirements of life. Tesco non-foods could have gone some way towards this had the extension been allowed.	Too few parking spaces and unreliable supply of merchandise	Its beauty	Car	Off peak easy to get in and out. Often impossible to park.		

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22	I'd like to see Audley End Mansion become a national arts centre and the present town council offices an hotel.	The Town Clerk and his gang	The fact that it has retained its character and has yet to be destroyed by developers.	N/A. Live in the centre of town and have garage.	N/A		
23	Litter free, busy, with good mix of shops.	Lack of parking and over development.	Good public transport	Both	Parking tiresome at times	From my home, town has nearest point quarter of a mile, other transport in town 1 mile.	
24	Unchanged. That's why we moved here. SW represents the best of what Britain used to be rather than what it is becoming. This might seem bad in some people's eyes but those who want unplanned change should try living in some of the towns that have suffered at the hands of planning officers.	Housing developments, housing developments and housing developments.	Clean air (under threat from housing developments), lack of crime (under threat from housing developments) and a community spirit (under threat from housing developments)	Car	We live in the town so we mostly walk	Do we have public transport? I must say, I never noticed.	
25	Bigger with more local hi-tech business (not industrial), more entertainment.	Not developing or it will get left in a time warp.	Relaxed market town atmosphere. The centre should stay the same. (More public entertainment & expansion on outskirts)	Car	Difficult to find free parking for an hour (say).	There are lots of buses that I don't know about that I see around town (better advertising?).	
26	More international. Clean.	Self-complacent. Less competitive.	Historical ??	Use car to get to station but live in SW so walk often.		No advantage. For example: to Cambridge once an hour.	
27	Strictly conservation minded and environment aware.	Over-building and thereby stretching resources.	This historic town is truly a 'jewel of East Anglia' and must not be allowed to turn into a characterless place.	Car	At times very slow and parking difficult.		
28	More open streets.		The historical background.	Car			Should be more public transport.
29	With a flourishing market, no signage, no yellow lines, traffic issues covered by a town 'traffic order'	Developers	The town centre character	Car	Too difficult		
30	Minibuses every 10 mins on a circuit around town - limited town parking. Reorganise the Folk Festival.	Large stores like Tesco knocking out smaller-scale traders.	The market and Market Place (including library, town hall, etc) as a centre of community activity.	Walk		We need minibuses every 5-10 mins all day	

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31	I would like to see it more geared up towards families and middle aged people who work and would bring the money here. You should have more activities in the town in the summer. Maybe build a centre near the industrial estate or the new car parking area, and make that more the centre of town with a mini-golf and activities centre. Put functions there where people will be able to park and will enjoy going. Publicise the events with banners through the town ... for example mini railway ... or clowns ... or mini circus that puts up events in the summer. In the winter have an outdoor ice-rink (maybe that's a bit ambitious but you need to do something big to make people see you are making an effort). If you encourage big events, then big numbers of people will come. Saffron Walden needs to expand to stay alive.	Expansion of towns like Bishop's Stortford taking all the custom from our shops and outward migration.	It's beautiful and has so much potential!	Car	You have to try harder to get people to use Swan Meadow. Advertise cheaper rates than centre of town. Make the centre pay for parking and make it EXPENSIVE in the Market Place - that will soon shift them over there. Make Swan Meadow very cheap until people get used to using it.	Public transport is ridiculous!!! I had a bad car accident and was afraid to drive again. However, I had to. There was no choice for me as a commuter. If I wanted to get to Cambridge I either had to get the ONLY bus that took 1.5 hours and was late every day to Drummer Street, OR I had to walk into the High Street, catch a bus to the station, then by train to Cambridge and another bus to where I wanted to get to. The transport system is rubbish. You need to get the railway back into Walden as it's too far to walk now. If you are to encourage people to use public transport you need more buses starting, say, at 6am and then every half hour. Yes, you will lose money to start with. I suggest even for the first few weeks that you do it free or for a very low figure to get people to go, and do it from Swan Meadow so people are encouraged to park there. If you make it easy people will do it more often.	
32	More variety of shops; more free parking; a cinema and bowling alley.	Friday and Saturday night when youngsters prowls the town.	The 'olde worlde' buildings & St Mary's Church + castle. It is very old and very pretty + Audley End House. Unfortunately, I have to say Tesco is another good asset.	Car	On Sats very crowded and Tuesdays. Park on top of Common if I can but only for 2 hours so have to remember to come back.		
33	Happy & prosperous, retaining historic core with better traffic control.	Continuing Tesco-isation, ageing population.	Location and rural site. Honey-pot tourist draw.	Both	I live in SW and find no problems outside rush hours.	Privatisation is a problem. Essex CC support to Village Link is a plus.	

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34	A flourishing community surrounded by successful villages. There will be no more ribbon development or development on sites which are out of town. All development will be organic and case-by-case. There will be proper public transport between SW and B. Stortford.	Uttlesford Planning Dept (based in Dunmow)	The market square	Car	Almost impossible, especially on market days, when people just give up and go to Tesco.	Other than the odd bus on the B1383 and the Stansted Airport Bus, I am unaware of any significant public transport system in the area.	
35	A place where traffic has been given second place to pedestrians and residents.	Increasing traffic levels.	The medieval layout and buildings and size.				
36	The current boundaries should be fixed with no extra house building taking place outside the immediate limits. The centre should be revitalised with specialist retail units, the traffic management should be such that the town is now choked with cars and that access to car parks is not through the town as now, that a more equitable means if found to carry traffic to the industrial areas of Shire Hill, Ashdon Road and Tesco, that facilities for recreational purposes are not exclusively for the middle-aged members of SW and there is a positive approach to young persons's needs.	Planners	Its history				
37	Co-ordinated effort to improve local industry, shopping and not USA-style malls.		Wealth of old buildings.	Car	Difficult.		
38	as before.	More big supermarkets out of town.	Variety of small shops and businesses.	Car			Expensive and not reliable, train is far out of town.
39	Gradual development and improvement to services, facilities, housing, shopping, car parking and open spaces, by-pass from Newport picking up Thaxted Road, Radwinter Road and with a connection to the M11 at Duxford.	Inactivity.	The people.	Car	Very difficult.		
40	I would like to see it move with the times. Have better entertainment, more for the kids, more variety of shopping, a more interesting market. A cinema, some good stores, more to attract outsiders to come and visit.	Too many old people making decisions, not enough young blood.	The town has lots of potential, if someone was brave enough to allow the go-ahead to do more for the future of the people.	Car	It is really bad at busy times. It is very expensive to park. If it was free more people would visit the town.		

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41	Kept to same size as now, quality maintained.	Building of <u>large</u> housing estates.	To attract tourism, but cleanliness and parking would be necessary for this.	Bus	Gets busy at peak times. Reasonable to park if paying.	Saves long walk up hill.	Not very clear about 'stops' and need to be before 8.0am
42	More facilities for the people already here.	Housing - central to town.	?	Car	Horrendous most days - the traffic gets worse each year.	Buses are few and infrequent.	
43	as before.	Substantial Stansted-related growth.	Historic character.	Both	Very easy	Low frequency of buses	
44	The residential areas cleared of most parked vehicles.	See 'Town Development'. Needs schools and doctor's surgeries.	Its history and beautiful buildings.	Car	A permanent nightmare due to on-street parking.		
45		Development	Its unique character	Public transport			
46	A social centre for all activities, easier parking.	Outside influences in all areas of life.	Individuality	Car	Car parking is not good, although I do have an office car park for myself.		

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	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
	15. Willing use public transport if efficient, cost-effective service available?	16. Crime - do you feel significant problem in SW?	17. If YES how should it be tackled?	18. Sufficient leisure facilities in town for you/your family?	19. If NO, what ONE new facility would you like?	20. Interested in joining SW Initiative?	21. Any other comments	Town of residence	Age	How submitted	Date submitted	
1	N/A	Yes	More police awareness / lower profile / extra staffing.	No	Bowling alley / cinema / art-craft centre.	No		SW	46-60	Post	22-Dec-01	
2	Yes	No	Yes			No	As I do not live here I do not wish to join, but I think the idea is a good one, but NOT appointing and funding a TLO. There are plenty of councillors who have little to do, who could do this work as they represent voters. There are too many paid officials who do little of any value but are well paid.	anonymous		Post		
3	Yes	No	Not significant problem, but still a problem and things can be improved, particularly with drunken young people on Fridays and Saturdays (particularly in the summer).	No	There should be more courses for adults and teenagers. More play areas for children, a young people's community centre, and cycle/walkers path (away from roads). The Lord Butler Leisure Centre is good though. However, the idea of a BMX area behind it is certainly not the solution to the boredom of young people in the town, as only a minority would be interested and it would destroy a nice green area where children play at the moment.	Maybe		SW	22-35	Saffire	30-Aug-01	
4	Absolutely!	Have not experienced it.	A tel. no. which is for SW, not the whole of Essex.	For me, yes; for others, no.	Cinema, bistro/wine bar, teen disco or club.		A decent, well-integrated public transport system would go a long way towards alleviating a severe traffic congestions problem.	SW	36-45	Post	28-Dec-01	
5												

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6	Yes	Yes	Name and shame the youths and parents. Tough sentences on adults. CCTV.	No	You need more than one choice.	Yes	This is a fabulous town. I have visited it every year since 1975 prior to moving here. It has steadily gone downhill. It could be such a pretty and attractive town with sensible investment, that could attract more visitors than Audley End. How often to people go to the Angol-American area or by SW Cricket Club, ALL IN DISREPAIR. It is a sickness and a blight and very unfair to the townspeople. The MP is as responsible as are the County employees. I know there will be investment in this area but not by the County.	SW	46-60	Saffire	31-Aug-01	
7	No	Yes	Police do a good job but insufficiently staffed and have had their authority undermined. Reinstate the Magistrates' Court and start publicising that law-breakers will get punished.	No	A hall/theatre/arts centre is needed as the focal point for larger activities.	Yes	This was an important town but has been emasculated, mainly by Essex CC. We will have to fight for what is needed to restore SW to some of its former glory and make it a thriving and enjoyable place.	SW	60+	Saffire	12-Jul-01	
8	Yes	No		No	A venue that can double up for different purposes, e.g. theatre, cinema, restaurant, music venue, art gallery.		People need stirring up so they actually do something about the town. I tried the tactic of 'going through the legitimate channels' but nothing works. Frankly, I've got more important things to do than struggle with councillors and write endless letters.	SW	22-35	Saffire	08-Jul-01	
9	Yes	No		Yes	We would like to have a small cinema.	Yes	Thank you for undertaking this survey and best wishes with the Initiative, which we are happy to support. SW is a special place and we would like to see it thrive.	SW	22-35	Post	22-Aug-01	
10	Yes	N/k			A cinema would be good.		We don't live in Walden but would rather shop there than many bigger towns because of its atmosphere, history and friendliness.	West Wrattng	36-45	Post	24-Jul-01	
11	Yes	Yes	It appears to be petty crime, adequate policing and more facilities for bored teens should sort the majority.	No	Decent café.	Yes		SW	22-35	Saffire	10-Sep-01	
12	No	Yes	More visible police.	Yes		No		SW	60+	Post	24-Jul-01	
13		No		No	There could always be more - cinema.	Yes	I'm new to the town and love a lot of what I see about me. I'd like to join you in ensuring that SW thrives.	SW	36-45	Post	21-Dec-01	

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14	No	Yes	More foot patrol police, and quicker response to 999 calls.	No	An Art Centre plus a cinema.	No	The town councillors or planning dept are giving permission for building large housing development in areas already full to capacity, such as Radwinter Road and Thaxted Road.	SW	60+	Post	24-Jul-01	
15			More policemen around the town.	No	No cinema.	No		SW	over 60	Post	22-Sep-01	
16	Yes	No		No	Cinema.	Yes	It is a wonderful town - people don't seem to realise how lucky we are to have it.	Elmdon	36-45	Post	28-Sep-01	
17		No		No	I'd love a cinema.	Yes	Good work, Donna. I'd be interested to know more. I read the <i>Striving for Success</i> document in the library some months ago and had a chat with Jo Rowell.	SW	36-45	Saffire	24-Jul-01	
18	Yes	Yes	Provide alternative activities for criminals.	No	Cinema.	Possibly.		Thaxted		Post	17-Aug-01	
19	Yes	Yes	The yobbish youth culture seems to be taking hold and if left must only get worse. The seem to think they have the right to vandalise and frighten. The police should have a higher profile in the town and at least be here. I am not a psychologist but perhaps naming and shaming these louts and their parents might do some good - I don't think locking them up is the right thing.	No	An arts centre like Haverhill if on a smaller scale - at least with a cinema.	Yes	This is a wonderful place to live but it is threatened by the national character of lethargy and it's someone else's fault/duty to do something - not me!! How that gets changed, I don't know.	SW	46-60	Saffire	27-Jul-01	
20	n/a	No		No	Cinema, ten-pin bowling. Outdoor pool on Common.	No	Obviously SW must and will grow in the years to come, but moves must be made now to also build and develop a better infrastructure to cope with this.	SW	22-35	Post	21-Sep-01	
21	Yes	No		No	Cinema or bowling	No	Although I live in SW by postal address, I use Haverhill for most of my shopping. It is cheaper to park, there are several free places, ie, Aldi, Argos, etc. and although lacking a bookshop, has a better range of basic commodities. SW is fine for frivolous items and gifts, which do not form part of my regular shopping list.	Hempstead	46-60	Saffire	09-Jul-01	

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22		Yes	I'd like to see landlords of pubs and owners of the take-aways to accept some of the responsibility for the Friday and Saturday night eruptions by drunken youths, and volunteer to co-operate with the police.	No	An Arts Centre/Bingo Hall/Cinema/Youth Club	Yes	Long live the Initiative - down with the present council	SW	60+	Saffire	10-Jul-01	
23	Yes	Yes		Yes		No		SW	over 60	Post	15-Dec-01	
24	Yes	No		No	We desperately need a cinema (and that doesn't mean a bowling alley).	Yes	SW is a beautiful town in the best traditions of old England. It is under serious threat from corrupt government officials and greedy planners. The people who live here need a much greater say in the future of the town.	SW	22-35	Saffire	12-Jul-01	
25	Yes, sometimes	No		No	More live music in pubs and small venues staying open late to 1/2am	No		SW	36-45	Post	08-Aug-01	
26	Yes	No, so far as I know.		No	Good music hall / theatre but very difficult I think.	Yes	Improvement of roads is most important than any other new development and where/how to park.	SW	over 60	Post	28-Nov-01	
27		Yes, minor crime.	More police presence around the Common and High Street in evenings.	No	A small cinema with own car park	Yes	So many English towns are indistinguishable from one another - we must guard Saffron Walden's strong identity with zealous care.	SW	46-60	Post	13-Sep-01	
28	Yes	No		No	Swimming pool.	No		Wivenhoe	36-45	Post	24-Sep-01	
29	No	No		Yes		No	Thanks for the opportunity to make comments. A lot could be done by removing traffic signs and either doing without or attaching them to railings posts - should not stick up above the levels of walls. Make signs smaller - it is possible! Free parking for residents and shoppers. Abolish the town council and hand over everything to Uttlesford. Keep the traffic wardens because they are the eyes and ears of the police.	SW		Saffire	06-Jul-01	
30	Yes	No	Litter on the Common - plain clothes police officers.	Yes	Children's playbarn?	Yes	How about finding a <u>French</u> town to twin up with?	SW	22-35	Post	18-Aug-01	

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	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
	15. Willing use public transport if efficient, cost-effective service available?	16. Crime - do you feel significant problem in SW?	17. If YES how should it be tackled?	18. Sufficient leisure facilities in town for you/your family?	19. If NO, what ONE new facility would you like?	20. Interested in joining SW Initiative?	21. Any other comments	Town of residence	Age	How submitted	Date submitted	
1	Yes	Yes	GIVE THEM SOMETHING ELSE TO DO. It is a proven fact that youngsters commit crime to impress others and due to peer pressure and also that it is mainly teenagers that commit crime. Make a boxing ring or something to expend energy. Create good energy and community spirit by offering lump sums of, say, £5 to warden a bike race starting from Swan Meadow. Advertise it everywhere so you get support for the bike race and stewarding! Buy some land and start up a horse riding club that people can come and compete at. There's nowhere around here. Many crimes, like arson, robbery and opportunist burglary, start late in the evening. Make a nightclub for them to go to.	No	As mentioned.	Yes	I think that many people are opposed to the expansion of Saffron Walden, but it must be understood that unless change is made, SW will sink. SW needs a town centre, even if it is not the CBD [?]. Functions need to be put on to encourage people to spend here, and big changes to keep people in their 20s here instead of bigger towns with more happening.	SW	22-35	Saffire	04-Mar-02	
31	No	No, but it is getting worse.		No	Cinema & bowling alley. It would bring more trade to town and they would go home afterwards.	No	The parking restrictions now in force in the town are making life very difficult for people - especially when you live in a village outside. It really puts you off coming to town. The car park on the Common is always full and Swan Meadow is too far away from the shops and banks.	Radwinter	46-60	Post	24-Jul-01	
32	Yes	No					I applaud the SW Initiative which I see as a positive innovation.	SW	46-60	Post	10-Oct-01	
33												

APPENDIX 1: Public survey via Saffron Walden Directory 2001 and Saffire website

	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
	15. Willing use public transport if efficient, cost-effective service available?	16. Crime - do you feel significant problem in SW?	17. If YES how should it be tackled?	18. Sufficient leisure facilities in town for you/your family?	19. If NO, what ONE new facility would you like?	20. Interested in joining SW Initiative?	21. Any other comments	Town of residence	Age	How submitted	Date submitted	
1												
34	Yes	Yes	I think that fraud and corruption should be more carefully investigated and examined by the police.	Yes		Yes		Rickling Green	60+	Saffire	19-Jul-01	
35		No		Yes		Yes		SW	46-60	Saffire	13-Jul-01	
36	Yes	Yes	To reinstate the facility in East Street rather than depend on Braintree for policing	No	Art & leisure centre to accommodate conference facilities	Yes		SW	46-60	Saffire	19-Jul-01	
37	Yes	No	Even if No, the yobbish tendency must still be tackled.	No	Library needs much more space.	Yes		SW	over 60	Post	17-Dec-01	
38	Yes	No	n/a	No	Cinema	No		Royston		Post		
39	Yes		More visibility and a fully manned police station.	Yes		Yes		SW	46-60	Saffire	10-Sep-01	
40	Yes	Yes	I think that more amusements/entertainment for young people could help. CCTV is a good idea.	No	A French market would be lovely. More theatre.	No	There are often good ideas for the town that are usually quashed. Tesco is not as good as it's made out to be. The quality of food has gone downhill and it is not as friendly as it was. Although I use it sometimes, I still need to go into town for other facilities, such as banks, etc. It's a pity there aren't more food shops in town, e.g. greengrocers, etc. We have lost all the good shops. The Co-op used to be good. Instead of making it into a new store to encourage people into town it got turned into houses. We need the town to be MORE INTERESTING!!	Wimbish.	46-60	Saffire	27-Oct-01	

APPENDIX 1: Public survey via Saffron Walden Directory 2001 and Saffire website

	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	15. Willing use public transport if efficient, cost-effective service available?	16. Crime - do you feel significant problem in SW?	17. If YES how should it be tackled?	18. Sufficient leisure facilities in town for you/your family?	19. If NO, what ONE new facility would you like?	20. Interested in joining SW Initiative?	21. Any other comments	Town of residence	Age	How submitted	Date submitted	
41	Yes	Yes	More police on foot. Lobby MP for stricter sentences.	No	Theatre and cinema.	No		SW	over 60	Post		
42	Yes	No		No	Cinema complex (inc. ten-pin bowling).	No		SW	22-35	Post	28-Aug-01	
43	Yes	No		Yes	? Rail link	Yes	Further comments attached.	SW	46-60	Post	21-Aug-01	
44	Yes	No		No	An arts centre for all ages, e.g. cinema, concert hall.	No	I have only lived here for four years and I find there is a smug superiority on the part of local born and bred. I lived in Sawbridgeworth where there is a very welcoming attitude.	SW	over 60	Post		
45	Yes	No	No	No	A small arts venue	Yes		SW	46-60	Saffire	07-Jul-01	
46	Yes	No		No	A cinema and other leisure activities such as a ten-pin bowling alley.	Yes	Why does the SWI not put up candidates for the SW Town Council - non-political independent people are needed in my opinion.	SW	over 60	Saffire	29-Oct-01	

APPENDIX 2

Public survey via
Street Stall in Market Place
27.7.01

APPENDIX 2: Public survey via Street Stall in Market Place 27.7.01

The following feedback was obtained by erecting a Street Stall display outside the Library and inviting passers-by, over a period of three hours on Friday, 27th July 2001, to write their comments on post-it notes and stick them on the display under the four simple headings shown.

LIKE most about SW	DISLIKE most about SW	How can SW be improved?	How can you help?
The quality of the town - buildings - shops - houses - also people!	Lack of sport facilities.	Get <u>all</u> generations together. Get the youngsters out of the pubs and give them something to do. Ask them and <u>listen</u> to them. The children are the town's future. Move the market to the Rows and make a feature of the square - especially in the Summer.	Excellent Initiative! More of this kind of thing please, to get public participation.
Its historic charm and sense of community.	Vandalism to the Common, Park and outdoors (?) <i>[I think, anyway. Can't quite read writing.]</i>	People cleaning up dog's mess and stopping people from spitting about and dropping rubbish.	Keep the place tidier. Don't drop litter.
The small local shops and common.	Car parking in the market square.	Pedestrianise town centre. Provisions for the teenagers - this might cut the problem with vandalism.	Put leaflets through letterboxes.
Audley End House & Gardens.	Lack of convenient parking for shot calls, e.g. dry cleaning, post office.	No market <i>[aged 8]</i>	Write to Essex CC, SW Town C, MP, Euro MP.
The Common & the duck pond.	Lack of pedestrian precinct in George Street and Market Place.	Cinema, better public loos, more children's shops, Pizza Hut, Burger King.	I would like to help catch the owners of dogs that foul our paths and green areas.
The space of the town.	The Drug Culture.	Saffron Walden need a <u>bypass</u> . There are too many over large lorries going through the town.	Make a financial contribution!
Historic buildings. Lots of open spaces & gardens. Good library.	Too many houses being built without any thought to residents living here.	Build sport facilities.	Go on strike <i>[age 12]</i>
The park.	Nothing <i>[aged 12]</i>	No traffic through the town centre.	
The local shops - butchers, deli, Harts, etc. The Library. The open spaces. The people. The community feel. Lack of crime, etc. Everything really!	The prevalence of 'A' class drugs being brought into town.	A skatepark that isn't a children's playground.	
Tuesday & Saturday markets and roads being closed to cars.	It's busy <i>[aged 8!]</i>	Better public toilets. Clean up dog poo better.	

APPENDIX 2: Public survey via Street Stall in Market Place 27.7.01

LIKE most about SW	DISLIKE most about SW	How can SW be improved?	How can you help?
Lovely library!	The whingers who moan about the young people who only need something to do - cinema, bowling, decent skatepark, etc. Ask them what they want. Go to any suburb of London for a couple of weeks and you'll realise how lucky you are to live here .	Need a cinema. Also hardware shop and small food shops in the centre.	
The Museum and the Leisure Centre!	Constant vandalism of play equipment. No paddling pool for children - the one in B/S is so popular.	Free short term shopper parking nr. town centre. Free parking for shoppers at Swan Meadow.	
Community spirit; history.	Too many charity or empty shop units.	Street cleaning in addition to the just the town centre.	
It's a real Market Town with interesting small shops.	Not enough things for teenagers, i.e cinema or bowling alley.	Cinema - only has to be small one. Less gift & card shops (& charity). More one-off shops with make people have to come to town. More policing to stop the drunks vandalising @ the weekend. Cheaper parking. Make the Market Square system English. More waste bins. Better checking of residents parking. NO MORE HOUSES - we can hardly cope as it is, plus they always look nasty. Get rid of Tesco. It's already totally destroyed Radwinter Road. HAVE TOWN COUNCILLORS THAT LIVE IN THE TOWN or at least near by. More support (and less ignorance) for people who need it, i.e. single parents, elderly, victims of abuse. LOWER COUNCIL TAX - What do they spend it on anyway. Film in the CCTV cameras. BETTER PUBLIC TRANSPORT. LESS ROUNDABOUTS. HAPPY PEOPLE WHO ENJOY LIFE instead of miserable people who don't. LESS MOANING ABOUT OUR ENVIRONMENT AND MORE <u>ACTION</u> .	
The Library - it's superb!	Shops that are closing down. Nothing for the children to do.	Make the Leisure Centre more young people friendly. Hear, hear!!	
The Common. Good atmosphere.	Not enough shops providing everyday essentials.	Affordable housing.	
Golden Butterfly.	Lack of parking. Nothing for the under-18s.	Make the town centre no traffic but make sure sufficient parking.	
One of a dying breed of traditional market towns.	Too much traffic in the Market Place.	Changing the parking to two-way again.	
	If local shops were supported less would close.	More frequent market.	

APPENDIX 2: Public survey via Street Stall in Market Place 27.7.01

LIKE most about SW	DISLIKE most about SW	How can SW be improved?	How can you help?
	Lack of parking (short term in Market Place). Nothing for children. Too many gift shops.	The town has <u>too</u> many gift shops. We need more shops to serve the locals - perhaps rents are too high!	
	Too many charity shops and not enough 'real' shops. Who needs to buy teddy bears every week?!!	<u>The town needs:</u> an <u>Arts Centre</u> and somewhere for young people to enjoy film, theatre, etc, etc. What the town does <u>not</u> need is more housing.	
	The lack of forward thinking.	Pedestrianise town centre.	
	Dislike general attitude of young people in the town.	Small shops - need greater variety selling everyday items. Need more parking facilities and free parking.	
	No centre for creative arts - library is poor exhibition space for artists.	SW needs an Arts Centre (theatre, plays, concerts & cinema). Place for people to meet informally, have cultural talks.	
	Teach everyone to take <u>their</u> rubbish home with them!!	More facilities for young people.	
	Please suggest a permanent venue for live music to be played at. There is <u>nowhere</u> !!	The licensing laws!	
		Better parking. More encouragement/incentive for new business. And arts & entertainment centre.	
		No car park in Market Square - fill with tables and chairs.	
		Provide proper loos. Get rid of super loos.	
		Needs a bypass urgently. More facilities, particularly for young people (less bowls, more 10-pin bowling!). Something other than pubs.	
		<u>Please</u> put speed bumps or similar on Church Street. Also <u>more free</u> short-term (20 mins?) parking.	
		Prevent large lorries using streets where there are historic buildings - they will ruin the structure (a bypass?). Arts Centre or cinema. Rates, rents, etc, for small shops need to be reduced to encourage new small business.	
		Have a larger area for the market. Allow more than one veg & fruit stall. SW needs a permanent fruit & veg shop.	
		The town centre needs to be used. Town Hall needs to be used by day, evenings and weekends.	
		Does the library have to be closed on Wednesdays? Recent skateboard event for youngsters at the Croft was very popular. Better bus information/re-address residents parking schemes. Explore tourism opportunities.	

APPENDIX 3

Public survey of visitors to
Saffron Walden via
Swan Meadow Car Park
20.7.01

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	A	B	C	D	E	F	G	H	I	J
1	Q1: Travelled from?	Q2: Regular / previous visitor?	Q3: Main attractions?	Q5: Where else might shop on Sat?	Q6: Town's greatest asset / attraction?	Q7: What would improve the town for you?	Q8: Come into Walden on Sunday if more shops open?	Q9: How rate general standard of service in shops?	Q10: How feel about way town is developing at present?	Q10: How do you envisage the town in 10 years?
2	Aldeburgh									
3	S.W.	Regular	Tesco	B.S. / Cambridge		Greater variety of shops; less parking restrictions in centre.	No	N/A		
4	Widdington (but moving to SW)	Regular	Convenience	Grafton Centre			Yes	Not child friendly		
5	Harlow	Previous	Character							
6	Sawbridgeworth	Previous	Market; market place; Eaden Lilley; ducks in Swan Meadow	B.S. / Chelmsford	Pedestrianised on Sats	more traffic-free areas / days	Yes	Good		
7	Cherry Hinton	Regular	Individual shops; Cookshop	Cambridge	Church; Bridge End Gardens; individual shops	More tea shops	No	Good		
8	Anstey	Regular	Individual shops, esp. antique & gift shops	Royston	Architecture; ambience	Nothing	Not to shop, would visit anyway	Good		
9	Barking	Previous	Old market town	around Barking			No	Good		
10	S.W.	Regular	Market; socialising	Cambridge occ.	Historic character	Control of mindless vandalism	Yes	Good		
11	Huntingdon			Cambridge / Peterborough						
12	Hertford			Welwyn						
13	Brussels	Regular								

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	A	B	C	D	E	F	G	H	I	J
1	Q1: Travelled from?	Q2: Regular / previous visitor?	Q3: Main attractions?	Q5: Where else might shop on Sat?	Q6: Town's greatest asset / attraction?	Q7: What would improve the town for you?	Q8: Come into Walden on Sunday if more shops open?	Q9: How rate general standard of service in shops?	Q10: How feel about way town is developing at present?	Q10: How do you envisage the town in 10 years?
14	Royston / Gt Chesterford	Regular (ish)	Optician	Nowhere	Lovely town; relatively easy to park		No	Excellent		
15	Newport	Regular	Convenience		Parking - v. good.		No	Good		
16	Whittlesford	Regular (ish)	Convenience	Haverhill ?			Yes	Good		
17	Linton	Regular	Convenience	Haverhill				Good		
18	Gt Chesterford	Regular	Convenience; diversity of shops		Friendly & beautiful	Wine bar, more restaurants - would encourage night time visiting	No	Good		
19	Clavering	Regular	Convenience & like shopping in SW		Its character	Extend pedestrianisation to other days	No	Good		
20	Buntingford									
21	Colchester									
22	Bournemouth									
23	Wimbish	Regular	Convenience & specialist gift shops	B.S. / Chelmsford			No	Good		Similar to how it is now
24	Linton	Regular	Easy, cheap parking; good shops				Yes	Good		
25	Sawston	Regular (ish)	Relaxing (compared to Cambridge)	Cambridge	Its character		No, would come in anyway	Good		
26	Berden	Previous	Library	Clavering			Yes	Good		
27	SW outskirts	Regular	Convenience			Do away with Ashdon Road one-way system	No	OK		Dead
28	Newport	Regular	Convenience		Convenience		Yes, probably	Good		More congested & difficult to access

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

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29	Radwinter									
30	Haverhill	Occ		Newmarket / Bury			No	Good		
31	Littlebury Green	Regular	Convenience		Lovely buildings; good tourist town	Greater variety of shops	No	Good	Brown sites OK to be developed	Dying
32	Littlebury	Regular	Market; character				No	Good		
33	Kingsclere, Newbury		House hunting							
34	Gamlingay			Cambridge						
35	Streatham / Colchester	Regular								
36	S.W.	Regular	Convenience	S.W.	Numerous listed buildings	A caring council	Yes	Good	Good as it is, developing slowly	Not much different than now
37	Gt Chesterford	Regular	Convenience				No	Good		
38	Wendens Ambo	Regular	Convenience			Traffic-free shopping	No	Good		
39	Gt Chishill	Regular	Convenience		Its character		No	Excellent		
40	Royston	Previous	Looking at furniture because of personal recommendation							
41	SW outskirts	Regular	Convenience		Its location	Greater variety of shops	No	Good	No supporting infrastructure to extended housing	A dormitory town

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

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42	High Roding	Previous	Old buildings in the town centre	Harlow. Come to SW 2/3 times a year.	Its town centre		No	Good		
43	Duxford	Regular	Convenience, but for specific purposes		Variety of small shops; charm of old market town		Yes	Good	Too much residential development	Going to lose its character
44	Thaxted	Regular	Shops: good variety, banks	Chelmsford / Dunmow	General ambience & compactness	Greater variety of everyday shops: childrens clothes, shoes, etc.	Yes	Good		A dying town
45	Littlebury	Regular	Convenience shopping		Convenience; our town	Greater variety of shops	No	Good		
46	Peterborough									
47	Hemingford Grey	Regular	Just like the atmosphere				No	OK		
48	Ickleton	Regular	Convenience				Yes	Good		
49	Hinxton	R (once a month)		Cambridge	Historical atmosphere; not bad variety of shops.		Yes	Good		

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	K	L	M	N	O	P	Q	R	S	T	U
	Q11: How would you <i>like</i> to see the town in 10 years?	Q12: Sufficient, conveniently-sited WCs in town?	Q13: Always park in Swan Meadow?	Q14: If no, where?	Q15/24: Easy to park?	Q17: Consider using public transport if efficient service?	Q2: 1st time visitor?	Q19: What prompted visit?	Q24: First / overriding impression of SM car park	Q27: Lived up to expectations?	Q30: Glad came and would visit again?
1											
2						N/A	Y	Attending bike rally at W. Ambo. Came into town to have a look as had heard it was very pretty.		Y	Y
3			Yes			N					
4			No	Waitrose		Y					
5								Showing town to German friend			
6	Much as it is now; character retained	No	Yes	But Common for preference	Yes	No					
7	Stay as it is	N/A	No	50/50 SM & Common	Yes	No (might)					
8	As it is now	Yes	Yes		Yes	No					
9		Yes	No	UDC Offices	Yes						
10	More shops; increased services (doctors, etc) to support all the residential development	No	No	Walk	Yes						
11		First impression of Swan Meadow is that loo isn't working					Yes	Just wanted to see the town			
12											
13											

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	K	L	M	N	O	P	Q	R	S	T	U
1	Q11: How would you <i>like</i> to see the town in 10 years?	Q12: Sufficient, conveniently-sited WCs in town?	Q13: Always park in Swan Meadow?	Q14: If no, where?	Q15/24: Easy to park?	Q17: Consider using public transport if efficient service?	Q2: 1st time visitor?	Q19: What prompted visit?	Q24: First / overriding impression of SM car park	Q27: Lived up to expectations?	Q30: Glad came and would visit again?
14			Yes		Yes						
15	Remain at is - a small, market town	Yes	Yes		Yes						
16	Remain the way it is	Yes	Yes		Yes	Yes					
17	Stay the same	Yes	No	Common	Yes	No					
18	As it is but more shops & restaurants - must retain its identity & individuality.	N/A	No	Common	Yes, since SM extension	Yes					
19	Remain as it is; not get too big	No	No	Common	Yes	Yes					
20						No	Y	House hunting			
21								Walking holiday, meeting at Audley End			
22							Y	Seeing friend's exhibition at Fry Art G.	OK, but one thinks it's a long way from the centre.		
23	With character retained	Yes	No	Ashdon Road	No	Yes					
24	As it is now	No	No	Common	SM=yes; elsewhere=no						
25	Remain as it is with individual shops	Yes	Yes		Yes	No					
26	Remain the same	Yes	No	Common	No	Yes					Yes
27	Greater variety of decent shops	No	No	Common	No	No					
28	Traffic free	N/A	No		No	Yes					

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

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1											
29					No, difficult to identify parking spaces						
30			Yes		Yes			Extra mature cheese @ Tesco; Burtons Butchers			
31	Thriving community	N/A	No		Yes, in SM	Yes					
32	As it is now, but with more facilities for young people	N/A	No		Yes, in SM	1 x Yes; 1 x No					
33									Easy to find your way round		
34							Yes	Stopped off having visited Debden Antiques	Tardis loo! Very big & pleasant.		
35									Very pretty		
36	Town centre pedestrianised with increased FREE short-term parking close to centre	No	N/A	N/A	No						
37		N/A	Yes		Yes	No					
38		Yes	Yes		Yes	Yes					
39	As it is now	N/A	Yes		Yes	No					
40			Yes								
41	More of a community	Yes	Yes		Yes	No					

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	K	L	M	N	O	P	Q	R	S	T	U
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42		No	No	Common							
43	With its character retained	Yes	Yes		Yes	Yes					
44	Retaining a good variety of convenience shops	Yes	Yes 9/10	Common	Yes, in SM						
45		N/A	Yes		Yes	Maybe					
46											
47		N/A	Yes								
48			No	Waitrose		No					
49	With a greater variety of shops		Yes		Yes	No					

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	V	W	X	Y	Z	AA	AB
1	Q4/26: Enjoy most about SW	Q4/26: Enjoy least about SW	Q21: Able to easily identify car parks as drove into town?	Q16/22: Consider parking charges acceptable?	Q34: Age Group	Post- code	Other comments
2		Not enough 'proper' tea shops	Y	N/A	46-60	IP16	
3				Y	46-60	CB11	
4		Nightmare to shop with small children. Have only started shopping in SW again after 2 years. Baby/child facilities appalling. Cafes totally unwilling to provide help.		Y, but should have change-giving machines	22-35	CB11	
5					60+	CM20	
6				Yes	46-60	CM21	
7		Too many charity shops		Yes, bargain!	36-45	CB1	
8	Not too busy; pedestrianised			Yes	36-45	SG12	
9				Yes	36-45	IG11	
10				A little high but don't mind paying if money is ploughed back into the town, where does it go at present?	46-60	CB10	A very friendly town - moved to SW from Ongar 3 years ago. Is worried that it is going the same way as Ongar. Passionate about SW.
11			Yes	Yes	36-45	PE19	
12			No	Yes	46-60	SG13	
13				Yes, but should be free	46-60	Brussels	Has house in SW; brother lives here. Will be moving to SW when retires.

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	V	W	X	Y	Z	AA	AB
1	Q4/26: Enjoy most about SW	Q4/26: Enjoy least about SW	Q21: Able to easily identify car parks as drove into town?	Q16/22: Consider parking charges acceptable?	Q34: Age Group	Post- code	Other comments
14				Yes	46-60	CB10	Happy to support SWI and help in any way.
15		Pram access v. bad - particularly banks		Yes	22-35	CB11	
16	Historic ambience			Yes - ish	22-35	CB2	
17	Variety of shops			Yes, but Haverhill much cheaper: 10p hr / 40p up to 4 hrs	36-45	CB1	
18		Too many charity shops; road infrastructure insufficient		No	22-35	CB10	
19	Nice coffee shops & small shops	Lack of baby-changing facilities		No, discourages people from staying to shop	36-45	CB11	
20			No, found by chance		36-45	EX15	
21							
22			Yes	Yes		BH6	
23		Parking		No, method of charging unacceptable	36-45	CB10	
24				Yes	22-35	CB1	
25	Cheap to park			Yes	36-45	CB2	
26				No	22-35	CM23	
27		Too many charity shops, antique shops & estate agents		No	46-60	CB10	
28	Saturday pedestrianisation - would like to see it extended	Too many charity shops		Yes	46-60	CB11	

APPENDIX 3: Survey of visitors to Saffron Walden via Swan Meadow Car Park – Saturday, 21.7.01

	V	W	X	Y	Z	AA	AB
	Q4/26: Enjoy most about SW	Q4/26: Enjoy least about SW	Q21: Able to easily identify car parks as drove into town?	Q16/22: Consider parking charges acceptable?	Q34: Age Group	Post- code	Other comments
1							
29				Yes, in SM			
30					46-60	CB9	
31	Waitrose	Decreasing range of shops; too many charity shops; usually avoid on a Sat		No	46-60	CB11	
32		Jan Lupton!		Yes	46-60	CB11	
33	Character		Yes		46-60	RG20	
34			Yes	Yes	60+	SG19	
35			Yes	Yes	60+	CO2	
36	Market; having good specialist shops	Too many charity shops			46-60	CB11	Swan Meadow should be free and far better maintained, e.g. hedges need constant cutting not just when complaints are made or twice yearly. Pond to be maintained as this is a very good attraction to visitors arriving in Swan Meadow. Officials to listen more to local peoples' views.
37		Would like bigger stores		Yes	22-35	CB10	
38	Relaxing	Traffic		Yes	22-35	CB11	
39	Character			Yes	22-35	SG8	Bringing Ozzie friends & visiting SW for the first time
40				Yes		SG8	Thinking of moving to SW.
41	Convenience	Lack of pulling together in the town		Yes	46-60	CB11	

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	V	W	X	Y	Z	AA	AB
1	Q4/26: Enjoy most about SW	Q4/26: Enjoy least about SW	Q21: Able to easily identify car parks as drove into town?	Q16/22: Consider parking charges acceptable?	Q34: Age Group	Post- code	Other comments
42	Individual shops			No	46-60	CM6	
43	Pedestrianisation on Sat; ambience			Yes	46-60	CB2	
44		No convenient short-term parking		Yes	22-35	CM6	
45	Know the shops	Not enough variety		Yes	60+	CB11	
46							
47				Yes			
48	Atmosphere - prefer to Cambridge			No	60+	CB10	
49	Convenience: PO, Boots, Smiths.			Yes	22-35	CB10	