Volume III
Appendices A - H

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BRIDGEND
TOWN CENTRE STUDY

Bridgend County Borough Council

Welsh Development Agency

Bridgend Town Centre Study

Appendices A-H

October 1996

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Document Verification

Job title	Bridgend County Borough Council - Welsh Development Agency
Job number	50528/EC/KLA
Document title	Bridgend Town Centre Study - Appendices A-H

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Date 9/7/96

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Date 9/7/96.

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Date 10/7/96

Revision record

Revision number	Date	Description	Prepared	Checked	Approved

VOLUMES

Volume I	**Main Report**
Volume II	**Illustrations**
Volume III	**Appendices A to H**
Volume IV	**Appendix I - Dunraven Footbridge**

VOLUME III

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APPENDIX A

BRIDGEND TOWN CENTRE STUDY

GOAD ANALYSIS OF CHANGES IN NUMBER OF RETAIL OUTLETS IN BRIDGEND

APPENDIX A

GOAD Analysis of Changes in No. of Retail Outlets in Bridgend

Recent Trend

	1986	1989	1994
Convenience Goods			
Bakers & Confectioners	5	4	6
Butchers & Poulterers	4	4	2
Greengrocers & fishmongers	4	3	4
Grocery	6	5	5
Off-licences	4	4	1
Confectioners, tobacconists and newsagent	9	8	4
Total Convenience	**32**	**28**	**22**
Comparison Goods			
Footwear & Repair	13	11	11
Mens & boys wear	7	11	8
Women, girls & general wear	32	40	32
Furniture, carpets & textiles	12	10	16
Booksellers, arts, crafts, stationers	8	8	7
Electrical, gas, music & photographic	18	21	17
DAY, hardware & households	8	10	7
China, glass, fancy & leather goods	7	9	9
Cars, motorcycles & motor accessories	8	2	5
Chemists, drug stores & opticians	12	11	13
Variety & dept stores	11	8	7
Florists	3	4	3
Toys, hobby, cycle shops & sports	9	7	8
Jewellers & repairs	7	6	6
Others	2	2	11*
Total Comparison	**157**	**160**	**160**
Services			
Restaurants, coffee bars, fast foods & take aways	22	25	29
Hairdressers, beauty parlours & health centres	10	11	16
Laundries & dry cleaners	3	3	3
Travel agents	5	7	8
Banks & financial services	8	8	11
Building Societies	9	8	8
Estate Agents & valuers	10	11	11
Total Services	**67**	**73**	**86**

* *change in definition of other outlets probably accounts for this increase*

APPENDIX B

BRIDGEND TOWN CENTRE STUDY

MAJOR RETAIL DEVELOPMENTS COMPLETED IN BRIDGEND IN THE LAST 25 YEARS

APPENDIX B

MAJOR RETAIL DEVELOPMENTS COMPLETED IN BRIDGEND IN THE LAST 25 YEARS

i) The Rhiw Shopping Arcade

Description	-	Prime shopping arcade comprising approximately 19 shops linking the prime shopping area of Caroline Street, the secondary shopping area of Nolton Street and the extensively used multi-storey car park to the rear
Built	-	Approximately 1972
Developer	-	Ravenseft
Ownership	-	Chartwell Land acquired the Centre in 1992 from Hardanger Properties for a figure in the region of £12 million

ii) The Brackla Street Shopping Centre

Description	-	A secondary shopping arcade comprising approximately 6 shops, together with a Food Giant Superstore and linking with 2 multi-storey car parks to the rear
Built	-	1982
Developer	-	Bacchus Property Services
Ownership	-	Currently owned by Inoco Plc, acquired from British Steel Pension Fund

Comment

No details on funding, although its construction coincided with the construction of the 2 Brackla Street multi-storey car parks.

iii) 1-9 Caroline Street

Description	-	A block of 9 prime shops
Built	-	1984
Developer	-	Riverbank Properties Limited and Dunraven Estates
Funding	-	Prefunded by Barclays Property Trust
Ownership	-	Acquired by Sun Life of Canada in 1992 from Barclay Property Trust

iv) 18-24 Adare Street

Description	-	4 prime shops
Built	-	1988
Developer	-	Hardanger Properties
Funding	-	Prefunded by Standard Life
Ownership	-	Currently owned by Standard Life

v) 2-4 Adare Street

Description	-	3 prime shops
Built	-	1989/1990
Developer	-	Hardanger Properties
Funding	-	Acquired on completion by Confederation Life
Ownership	-	Currently owned by Sun Life of Canada

vii) Bus Station Site

Description	-	Recent development incorporating offices, retail units and small bus station facility
Built	-	1995
Developer	-	Caddick Developments
Funding	-	The development benefitted from an Urban Investment Grant
Ownership	-	Caddick Developments

APPENDIX C

BRIDGEND TOWN CENTRE STUDY

SHOPPERS SURVEYS

i) TOWN CENTRE SURVEY

ii) RETAIL PARK SURVEY

i) TOWN CENTRE SURVEY

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1. INTRODUCTION

A shoppers survey was undertaken in order to understand the characteristics of shoppers in Bridgend: how they travel to the centre, why they shop there, what they buy, where else they shop, and what improvements they would like to see in the centre. The survey also sought to understand the origins of shoppers in relation to the catchment areas (see Strategic Catchment Analysis - Appendix E).

The shoppers survey was undertaken on Thursday 26 and Saturday 29 October 1995. Two hundred and sixty nine people within Bridgend centre were interviewed face to face (the questionnaire is reproduced at the back of this appendix). Interviews were conducted within 10 locations throughout the town centre. The majority of respondents were visiting Bridgend in order to shop.

2. GENERAL AND TRAVEL CHARACTERISTICS

Main Purpose of Visit

- 68% were visiting the town centre to shop
- 12% were visiting the town centre to make use of the services, including Banks, building societies etc
- 20% were visiting the centre for other purposes, including work and social reasons.

Of the 32% of the respondents who were visiting Bridgend primarily for purposes other than shopping 60% were also shopping in Bridgend. In total 237 of the respondents were shopping in Bridgend and the key findings from the survey relate to the response of shoppers.

Key Characteristics of Respondents

Bridgend attracts a large proportion of elderly shoppers:

- the average age of the respondent was 42
- 69% were female and 31% were male

Travel Time and Origin

- The average time taken in travelling to Bridgend was 13 minutes.
- The breakdown of origin of shoppers by catchment area (as in Appendix E) is:
    - 81% from the primary catchment area
    - 15% from the secondary catchment area
    - 4% from beyond the secondary area

Mode of Travel

The majority of respondents travelled to the centre by car although there were a large proportion of people who travelled by bus and by foot.

3

MODE	PER CENT
CAR	58
BUS	20
FOOT	17
TAXI	2
TRAIN	2
CYCLE	1

Car Parking

The Tesco car park and the Rhiw car park were most frequently used at the time of the survey.

TESCO	47
RHIW	33
BRACKLA ST	17
QUARELLA RD	9
CO-OP	5
KWIKSAVE	4

3 ANALYSIS BY INTERVIEW LOCATION

The shopper survey was undertaken at ten locations around the town centre. The number of interviews achieved at each location varied from a minimum of 11 to a maximum of 41, with an average of 27 interviews.

Location of interview	Brackla Centre	Market Street	Tesco	Rhiw Centre	Adare Street	Whyn-dham Street	Dunr-aven Place	Carol-ine Street	Kwik-Save North	Nolton Street
No of interviews achieved	41	36	34	29	25	25	24	23	19	11

Given the particularly low number of interviews achieved at Nolton Street results relating to this location need to be treated with caution.

Use of Car Parks

The proportion of respondents travelling to the centre by private car and using the car parks in the town varied with respect to the interview location. A maximum of 82% of respondents driving to the centre was recorded at the Tesco location point (in this case at the Tesco car park). In contrast only around a third of respondents interviewed at Wyndham St, Market St and Nolton St travelled in by private car. They parked at various car parks and streets around the centre.

For those respondents interviewed at the north end of the town the Tesco's car park was most frequently used, while in the central parts of the town the Rhiw car park was most popular.

Location of Interview

Location of car park	Brackla Centre	Market Street	Tesco	Rhiw Centre	Adare Street	Whyn-dham Street	Dunr-aven Place	Carol-ine Street	Kwik-Save North	Nolton Street
Tesco	2	5	28	1	3	1	0	1	5	1
Rhiw	5	4	0	8	3	2	4	5	0	2
Brackla multi -stry	8	0	0	4	2	0	1	0	0	0
Querella Rd	0	1	0	0	0	0	1	1	6	0
Brackla St surface	0	0	0	1	0	3	0	1	0	0
Kwik Save South	0	0	0	0	3	0	0	1	0	0
Other	10	3	0	6	2	2	3	0	0	0

Why Visiting the Centre

The reasons for visiting the centre varied in relation to the location of the interview. Not surprisingly the principal resason stated by respondents at the Tesco interview point was shopping. The lowest proportion of shoppers were recorded at Wyndham St and Dunraven St, where many respondents were visiting the centre to make use of services (banks, restaurants etc) or for work purposes.

Location of interview	Brackla Centre	Market Street	Tesco	Rhiw Centre	Adare Street	Whyn-dham Street	Dunr-aven Place	Carol-ine Street	Kwik-Save North	Nolton Street
Proporti-on shopping	75%	66%	91%	68%	68%	40%	54%	61%	68%	63%

Shopping for Food

The highest percentage of respondents shopping for food were found at the Tesco and Kwik Save North location points, which is not surprising given that these location were near to the Tesco and Kwik Save food stores. The lowest percentage of respondents shopping for food were found at the Brackla Centre and the Rhiw. This finding was surprising given that the Food Giant store is located in the Brackla Centre and a market with some stalls selling food is located in the Rhiw Centre.

Location of interview	Brackla Centre	Market Street	Tesco	Rhiw Centre	Adare Street	Whyn-dham Street	Dunr-aven Place	Carol-ine Street	Kwik-Save North	Nolton Street
Proporti-on food shopping	29%	58%	97%	31%	40%	20%	46%	43%	74%	45%

Shopping at Location where Interviewed

The highest proportion of respondents shopping at the streets or centres within which they were interviewed were found at Caroline St and Adare St. This reflects the status of these streets as core shopping areas. People attracted to these areas are primarily there to shop rather than for other purposes or passing through to reach other parts of the town. The lowest proportion of respondents shopping at the location within which they were interviewed were found at the Brackla St Centre, The Rhiw, Nolton St and Market St. It appeared that many people passed through these areas in order to shop in other parts of the town. In addition despite the fact that the Rhiw centre is within the core shopping area there were a large number of people using the Rhiw to access other parts of the town rather than to shop in the centre.

Location of interview	Brackla Centre	Market Street	Tesco	Rhiw Centre	Adare Street	Whyn-dham Street	Dunr-aven Place	Carol-ine Street	Nolton Street
Proportion shopping in location	43%	33%	97%	37%	76%	52%	75%	91%	10%

Findings at Peripheral Locations of the Town

Tesco

Twenty seven percent of all respondents interviewed shopped at Tescos. This included 34 respondents interviewed at the Tesco location point and an additional 37 respondents who were interviewed at various other locations within the town centre.

All those interviewed at the Tesco location point also parked at the car park adjoining the store. Of the 37 interviewed at above locations within the town, 7 parked at Tescos, 3 at the Rhiw and 3 at various other locations within the town. The remaining 24 respondents shopping at Tescos travelled by other means to the centre (primarily bus or walking).

Of the 34 respondents interviewed at Tesco, 19 shopped in the town centre. This illustrates the strong linkages between Tescos and the town centre, despite the physical barriers between the store and the centre. Respondents shopping at Tescos were more likely to be shopping in the northern part of the town centre, Wyndham St and Market St, with numbers falling off towards the south. For instance at The Brackla St Centre no shoppers were interviewed who also shopped at Tescos.

Brackla Centre

The Brackla Centre is located on the other side of town to Tescos. The survey of respondents in this location found that a large proportion of respondents (70%) were travelling through the Brackla to other parts of the town and not shopping within the centre. This reinforces the secondary nature of this shopping area, ie shoppers are attracted to the prime shopping areas and use the Brackla as a thoroughfare to reach these area.

Around twelve per cent of the respondents interviewed in other locations within the town stated that they were also shopping at the Brackla centre. This compares with a sixteen per cent figure for Tescos. It would therefore appear that Tescos has stronger linkages with the rest of the town centre despite its greater distance from the core shopping area.

4. SHOPPING PATTERNS

Type of Shopping

Of the 237 respondents shopping in Bridgend around 26% were shopping for food only; 29% were shopping for non-food goods only and around 45% were shopping for both food and non-food goods. Food shopping is therefore important to Bridgend (71% in total were shopping for food).

The food store most frequently used on the survey day was the edge of town Tesco's store.

	TESCO	KWIKSAVE NORTH	KWIKSAVE SOUTH	FOOD GIANT	MARKETS	OTHER FOOD SHOPS
NUMBERS VISITING	70	16	6	21	70	16

Seventy four per cent respondents were shopping for non-food goods. Of these 40% were shopping for clothes and shoes.

TYPE OF GOODS	CLOTHES/ SHOES	ELECTRICAL	FURNISHINGS	BOOKS	CHEMISTS	CHINA/ GLASS
NO. OF PEOPLE	95	7	6	20	22	3
ARTS/ CRAFTS	DIY/ HOUSEHOLD	JEWELLERS	TOYS\CYCLE	FLORIST	PHOTO/ MUSIC	OTHER
4	16	3	16	5	1	36

Where Respondents Shopped

The Rhiw, Adare St and Caroline St were the most frequently visited parts of the centre for shopping purposes.

LOCATION	THE RHIW	CAROLINE ST	ADARE ST	WYNDHAM ST
NO OF PEOPLE	109	85	78	53
LOCATION	MARKET ST	DUNRAVEN PLACE	NOLTON ST	BRACKLA
NO OF PEOPLE	52	52	52	45

How Often People Shop in Bridgend

Seventy two per cent of respondents were shopping in Bridgend at least once a week.

NO. OF TIMES A MONTH	1 or 2	3 or 4	5 or 6	7 or 8	9 or 10	11 to 15	16 to 20	21 to 30	30 plus
NO. OF RESPONDENTS	44	42	45	23	20	22	16	5	9

Why People Shop in Bridgend

The vast majority of people choose to shop in Bridgend because it is close to where they live.

REASON	PROXIMITY	RANGE OF SHOPS	COMBINE WITH WORK TRIP	COMBINE WITH OTHER TRIP	HISTORIC CENTRE	PRICE OF GOODS
NO. OF PEOPLE	163	51	15	9	1	15
QUALITY OF SHOPS	GOOD PUBLIC TRANSPORT	RANGE OF SERVICES	LACK OF CONGESTION	AVAILABILITY OF CAR PARKS	COST OF PARKING	PROBLEMS IN OTHER CENTRES
7	10	18	0	11	1	1

Why People Shop in Other Centres

Shoppers were also asked why they shopped in other centre and the reasons varied from the reasons given for shopping in Bridgend. The range and quality of shops were the principal reason for shopping in other centres. Where people made linked trips to other centres it was for a wide variety of reasons, including trips to entertainment facilities, restaurants and cultural facilities. The latter were rarely mentioned as an important reason for shopping in Bridgend.

REASON	PROXIMITY	RANGE OF SHOPS	COMBINE WITH WORK TRIP	COMBINE WITH ENTERTAINMENT	HISTORIC CENTRE	COMBINE WITH EATING OUT
NO. OF PEOPLE	5	104	4	20	3	14
QUALITY OF SHOPS	GOOD PUBLIC TRANSPORT	RANGE OF SERVICES	LACK OF CONGESTION	AVAILABILITY OF CAR PARKS	COST OF PARKING	PRICE OF GOODS
40	4	27	2	9	3	5

Other Centres Used by Shoppers

Bridgend shoppers were primarily visiting Cardiff as a competing centre.

OTHER CENTRES	CARDIFF	SWANSEA	PONTYPRIDD	PORTHCAWL	OTHERS
NO. OF REFERENCES	121	44	6	11	18

5. IMPROVEMENTS SEEN AS DESIRABLE

Improvements Shoppers would like to see in Bridgend

The improvements required by shoppers varied and for ease of analysis were broken into five groups. Traffic and transportation related improvements were most frequently referred to followed by improvement to the range and quality of shops.

IMPROVEMENT REQUIRED	TRAFFIC AND TRANSPORTATION	QUALITY AND RANGE OF SHOPS	ENVIRONMENTAL IMPROVEMENTS	BETTER SERVICES	BETTER CAR PARKING
NO. OF PEOPLE	116	83	52	19	3

Traffic and Transportation Improvements

Pedestrianisation, relieving traffic congestion and providing a new or better bus station were most frequently referred to by shoppers.

IMPROVEMENT REQUIRED	PEDESTRIANISE	NEW/BETTER BUS STATION	RELIEVE CONGESTION	REMOVE OR REDIRECT BUSES
NO. OF PEOPLE	34	35	23	11
IMPROVEMENT REQUIRED	REMOVE OR REDIRECT TAXIS	BETTER ROAD SYSTEM	BETTER BUS SERVICES	CONTROL TRAFFIC
NO. OF PEOPLE	6	3	2	2

Quality and Range of Shops

A large number of shoppers were seeking a Marks and Spencer store in the town centre. Larger stores, better quality shops and a greater range of shops were also frequently referred to.

IMPROVEMENTS REQUESTED	PROVIDE AN M&S	PROVIDE ANOTHER TYPE OF DEPT /VARIETY STORE	PROVIDE MORE CLOTHES SHOPS	PROVIDE MORE SHOPS GENERALLY
NO. OF PEOPLE	24	7	6	13
IMPROVEMENTS REQUESTED	PROVIDE LARGER SHOPS	PROVIDE BETTER QUALITY SHOPS	PROVIDE AN INDOOR CENTRE	PROVIDE A BETTER MARKET
NO. OF PEOPLE	11	12	2	1

Improvements to the Environment or Amenities

Providing better or new toilets and generally cleaning up the town or improving the environment were referred to under this heading.

IMPROVEMENTS REQUIRED	CLEAN UP TOWN/ IMPROVE ENVIRONMENT	PROVIDE MORE OR BETTER TOILETS	IMPROVE BUILDINGS	MORE DISABLED FACILITIES
NO OF PEOPLE	16	22	4	4
IMPROVEMENTS REQUIRED	MORE CHILDREN'S FACILITIES	PROVIDE MORE SEATS	PROVIDE BETTER POLICING	PLANT MORE TREES
NO OF PEOPLE	4	3	1	1

Better Services

Most respondents referred to the requirement for a cinema in the centre.

FACILITY REQUIRED	A CINEMA	MORE EATING PLACES	MORE CLUBS/PUBS	A DANCE HALL
NO OF PEOPLE	11	3	3	1

Car Parking

Free parking or better parking was frequently mentioned by respondents. Respondents did not always elaborate on what they were requiring in terms of better parking.

IMPROVEMENT REQUIRED	FREE PARKING	BETTER PARKING	MORE PARKING	CHEAPER PARKING	SECURE PARKING
NO OF PEOPLE	11	11	6	5	2

6. CONCLUSIONS

The survey showed that Bridgend primarily serves a local catchment population, incorporating the Bridgend urban area, the rural hinterland and the northern valley settlements. People shop in Bridgend primarily because it is convenient: it is near to where they live and has a sufficient range of shops to meet their basic needs. Most of these shoppers use the centre frequently, the majority travelling to the centre at least once a week. Although most people travel to the centre by car, a significant proportion use public transport (buses) or walk to the centre.

Food based shopping trips are almost as important as non-food based shopping trips. In addition a large proportion of shoppers combine non-food and food based shopping. Shoppers using the edge of town food stores are likely to be an important source of trade for town centre retailers and the loss of one of these food stores could have a detrimental effect on town centre trade.

Secondary to food, shoppers are primarily using Bridgend to purchase clothes and shoes. On the survey days relatively few shoppers were purchasing electrical goods or household/DIY goods and the competing out of centre facilities may be drawing a significant proportion of this trade.

Bridgend rarely attracts shoppers to the centre because of the quality of its shops and the environment. In addition Bridgend has little to offer in terms of entertainment facilities, cultural facilities and eating places to encourage people to make linked trips to the centre. Competing centres such as Cardiff were clearly perceived to be more attractive in this respect.

Shoppers' principal concerns relate to traffic and transportation issues. A large number of respondents were seeking improvements such as pedestrianisation, a new or better bus station and measures to relieve congestion. Shoppers were also seeking a better range of shops and a number specified that they would like a new variety or department store in the centre. Shoppers were not always specific about the type of environmental improvements required but recognised that the centre needed tidying up. Where specific measures were suggested the provision of new and improved toilet facilities were frequently mentioned, and with respect to entertainment facilities a cinema was requested.

BRIDGEND TOWN CENTRE SHOPPERS SURVEY

To be filled in by interviewer:

Name of interviewer:

Location of survey *(RING)* 1 2 3 4 5 6 7 8 9 10 Date: Time:

Age of respondent *(RING)* 16-25, 25-35, 35-45, 45-55, 55-65, 65+

Gender: male ☐ female ☐

Questions:

1. a) "Where do you live" *(obtain name of area/part of town only)*

....

b) "How long did it take you to travel to Bridgend today"

0-5 MINS ☐ 5-10 MINS ☐ 10-15 MINS ☐

15-20 MINS ☐ 20-30 MINS ☐ 30+ MINS ☐

c) "How did you travel"

FOOT ☐ CAR ☐ BUS ☐

TRAIN ☐ TAXI ☐ CYCLE ☐

d) If travelling by car "where did you park". Obtain name of car park and street.

....

e) "Why did you park in this location"

SECURITY ☐ ACCESSIBILITY TO CENTRE ☐

AVAILABILITY OF SPACE ☐ COST ☐

OTHER (Specify)..

2. a) "What is the primary reason for visiting Bridgend centre today":

- TO SHOP ☐
- TO USE SERVICES (BANKS, BUILDING SOCIETIES, ESTATE AGENTS ETC) ☐
- FOR WORK ☐
- FOR ENTERTAINMENT (EATING & DRINKING) ☐
- FOR OTHER REASONS ☐

b) If shopping is not the primary purpose ask "Will you also be shopping in Bridgend".

YES ☐ NO ☐ *(If no then stop interview at this stage)*

3. a) "Will you be shopping for food in Bridgend today". YES ☐ NO ☐

If yes from which stores TESCO	☐	KWIKSAVE (NORTH)	☐
KWIKSAVE(SOUTH - BRACKLA)	☐	FOOD GIANT	☐
INDEPENDENT SHOPS	☐	COVERED MARKET	☐

b) "Will you be shopping for goods other than food today" *(RING)*. YES NO

If yes then specify what goods

CLOTHING/SHOES	☐	ELECTRICALS/WHITE GOODS	☐
FURNISHING/CARPETS	☐	BOOKS ☐ ARTS&CRAFTS	☐
CHEMIST PRODUCTS	☐	CHINA/GLASS ETC	☐
DIY/HOUSEHOLD GOODS/ HARDWARE	☐	JEWELLERS/ REPAIRS	☐

TOYS/CYCLE/HOBBY GOODS ☐ FLORIST GOODS ☐

PHOTOGRAPHIC/MUSIC GOODS ☐ OTHER GOODS ☐

4. "Which parts of town will you be shopping in":

BRACKLA CENTRE ☐ RHIW CENTRE ☐ ADARE ST ☐

WYNDHAM ST ☐ MARKET ST ☐ DUNRAVEN PLACE ☐

CAROLINE ST ☐ NOLTON ST. ☐

5. "How many times a month do you shop in Bridgend"*(RING)*. 1 2 3 4 5 6 7 8 9 10, 10-15, 15-20, 20-30, 30+

6. "Why do you shop in Bridgend".

RANGE OF SHOPS ☐ QUALITY OF SHOPS ☐

RANGE OF SERVICES ☐ GOODS ARE REASONABLY PRICED ☐

CAN COMBINE WITH OTHER TRIPS ☐

(specify & ring).......................................WORK/ENTERTAINMENT/RESTAURANT/PUB

PROXIMITY TO HOME ☐ HISTORIC ENV ☐

LACK OF CONGESTION ☐ AVAILABILITY OF PARKING ☐

COST OF PARKING ☐

GOOD PUBLIC TRANSPORT CONNECTIONS ☐

PROBLEMS IN TRAVELLING TO OTHER CENTRES ☐

OTHER ☐ Specify)...

7. "What other centre do you do your non food shopping

CARDIFF ☐ SWANSEA ☐ PONTYPRID ☐ PORTHCAWL ☐ OTHER ☐

8. How many times a month do you shop in these centre (*enter figure under centre specified above)*

9. "Why do you visit these centres in preference to Bridgend"

RANGE OF SHOPS ☐ QUALITY OF SHOPS ☐ RANGE OF SERVICES ☐

GOODS ARE REASONABLY PRICED ☐

CAN COMBINE WITH OTHER TRIPS ☐

(specify & ring)......................................WORK/ENTERTAINMENT/RESTAURANT/PUB

PROXIMITY TO HOME ☐ HISTORIC ENV ☐ LACK OF CONGESTION ☐

AVAILABILITY OF PARKING ☐ COST OF PARKING ☐

GOOD PUBLIC TRANSPORT CONNECTIONS ☐

PROBLEMS IN TRAVELLING TO OTHER CENTRES ☐

OTHER ☐ (Specify)..

10. "What improvements or development would you like to see in Bridgend that would encourage you to visit the centre more often"

ii) RETAIL PARK SURVEY

CONTENTS

1. INTRODUCTION

The survey of shoppers at Bridgend's retail parks was undertaken to complement the survey undertaken in October 1995 within the town centre and to inform on:

- why shoppers prefer to shop at the retail parks in preference to the town centre
- the characteristics of people who shop at the retail parks
- the nature of visits to retail parks compared to the town centre
- what improvements shoppers at the retail parks would like to see to encourage them to shop in the town centre

The questionnaire used is reproduced at the back of this appendix.

The surveys were undertaken on a weekday (25th April 1996) and a Saturday (27th April 1996) at:

- The Bridgend Retail Park - where 186 shoppers were interviewed
- Waterton Retail Park - where 100 shoppers were interviewed

The two retail parks varied with respect to their location, scale and the type of retail units:

The **Bridgend Retail Park** is the larger of the two parks. It is located nearly one mile from Bridgend centre off the A473 and has a mix of food and non-food retailers.

Retail Unit	*Type*	*Size (net) m²*	*Proportion of shoppers visiting on day of survey**
Tescos	Food superstore	3700	46%
Lidl/Iceland	Bulk food and frozen Foods	800	24%
Texas	DIY store	1900	30%
Wickes	Builders and DIY	unknown	15%
Shoe City	Shoe warehouse	unknown	13%
Pets at Home	Pets goods	unknown	12%
Fads	Interior decoration	400	4%
Halfords	Car and bike accessories	550	4%
Currys	Electrical goods	550	2%
Norweb	Electrical goods	550	2%

* *some shoppers were visiting more than one store*

Waterton Park is located on the A473 and is 1 ½ miles from Bridgend centre. It is made up of 4 non-food retail units.

Retail Unit	*Type*	*Size (net) m²*	*Proportion of shoppers visiting on day of survey*
B & Q	DIY store	2800	70%
Comet	Electrical Goods	550	15%
Carpetland	Carpets	400	9%
Carpetright	Carpets	480	6%

2. GENERAL AND TRAVEL CHARACTERISTICS

Key characteristics of Respondents

- The average age of shoppers at the retail parks (40 years old) was similar to shoppers surveyed in the town centre (42 years old).
- There was a higher proportion of males surveyed within the retail parks (57%) compared to the town centre (31%).

Travel Time and Origin

- The average time taken to travel to the retail parks varied between the parks
  - At Bridgend Retail Park shoppers took an average of 7 minutes to reach the park.
  - At Waterton shoppers travelled further, taking an average of around 12 minutes.

This compares with an average of 13 minutes, for shoppers travelling to Bridgend town centre. The mode of transport rather than the origin of the respondents provides an explanation for the shorter travelling time. Despite the fact that the origins of shoppers were more dispersed than for the town centre, with a larger proportion of shoppers originating from the secondary catchment area (see table below) the mode of transport was predominantly car, accounting for 100% of shoppers at Waterton and 98% at Bridgend Retail Park.

Catchment Area	*Bridgend Retail Park*	*Waterton Retail Park*	*Town Centre*
Primary Area	54%	59%	81%
Secondary Area	32%	33%	15%
Beyond catchment Areas	4%	8%	4%

3. SHOPPING PATTERNS

Competing Facilities

In order to identify competing facilities to the retail parks respondents were asked which other centres and retail parks they use. The response varied between the two retail parks and between food and non-food shopping. Bridgend centre, Cardiff and Culverhouse Cross were the principal competitors for non-food goods and Bridgend and local/neighbourhood centres were the principal competitors for food goods.

Competing Facility	*Bridgend Retail Park (% of respondents stating that they also shop here)*		*Waterton Retail Park (% of respondents stating that they also shop here)*
	Food	*Non food*	*Non Food*
Bridgend Centre	*28%*	*37%*	*7%*
Cardiff Centre	4%	32%	16%
Culverhouse Cross	3%	11%	26%
Local/Neighbourhood Centre	30%	22%	11%
Other retail parks	4%	25%	25%
Swansea	3%	13%	12%
Sarn Park	10%	0%	0%

Type of Shopping

Of the 186 respondents interviewed at Bridgend Retail Park around 43% were shopping for non-food goods, while all of the 100 respondents at Waterton were shopping for non-food goods. The breakdown of goods, excluding food, purchased on the days of interview is described below together with the equivalent results from the town centre survey. The results are expressed as a percentage of the number of respondents interviewed in each location.

Type of Goods	*Bridgend Retail Park*	*Waterton Retail Park*	*Town Centre*
DIY	38%	65%	3% (approx)
Household	18%	43%	3% (approx)
Gardening goods	11%	65%	0%
Electrical	10%	24%	3%
Clothes/Shoes	14%	0%	40%
Pets goods	10%	0%	unknown
Furniture	5%	0%	3%
Carpets	0%	3%	0%
Chemists Goods	2%	0%	9%
Car/bike accessories	3%	0%	unknown

Comparisons with Bridgend

When respondents were asked whether they could have purchased the same goods in Bridgend town centre, around 54% at Bridgend Retail Park and around 40% at Waterton believed they could have done. The larger proportion of respondents at Bridgend Retail Park who thought they could have made the purchase in the town centre is likely to be attributable principally to those respondents who were undertaking food shopping. Of respondents shopping for food at Bridgend Retail Park around two thirds believed that they could have bought the goods in Bridgend centre.

DIY and gardening products were the principal non-food goods that respondents stated that they were unable to purchase in the town centre.

The distinguishing features of food shopping at Bridgend Retail Park in comparison to the town centre referred to by respondents were:

- a greater variety and range of goods;
- the ability to undertake bulk purchases, including refrigerated goods;
- better value.

Even if the same goods were made available in the town centre the majority of respondents stated that they nevertheless prefer to shop at the retail parks. Only 20% would have preferred to have purchased their goods in Bridgend town centre.

The retail parks were preferred to the town centre as a shopping facility principally because of the availability and the cost of car parking.

Reasons for Shopping at the Retail Park in preference to the town centre	*Bridgend Retail Park*	*Waterton Retail Park*
	(% of respondents stating preference)	
Easier to park	60%	85%
Free car parking	39%	16%
Range of goods	7%	44%
Lack of congestion	25%	16%
Price of goods	11%	16%
Easier to load goods	14%	20%
Closer to home	3%	14%
Can combine with other trips	5%	9%
Better quality of environment	6%	0%
Better quality of goods	4%	0%
Better security	0%	1%

4 IMPROVEMENTS SEEN AS DESIRABLE

Improvements shoppers at the retail parks would like to see in Bridgend in order to persuade them to shop there in preference to the retail parks related primarily to car parking and traffic.

Car Parking

Improvement Sought	*More/Better Parking*	*Free Parking*	*Cheaper Parking*	*Secure Parking*
Bridgend Retail Park	41%	22%	-	-
Waterton Retail Park	62%	19%	3%	1%

Traffic and Transportation

Improvements Sought	*Less Traffic*	*Better Access*	*Pedestri-anisation*	*Better bus service*	*Other*
Bridgend Retail Park	13%	11%	10%	3%	1%
Waterton Retail Park	32%	19%	14%	3%	2%

Quality and Range of Shops

Improvements Sought	*Greater Variety*	*Better Quality*	*Larger Shops*
Bridgend Retail Park	12%	8%	5%
Waterton Retail Park	13%	12%	5%

Improvements with respect to the quality of the environment and improved amenities were rarely mentioned by respondents. A higher quality environment or redevelopment or refurbishments were mentioned by less than 5% of respondents. The provision of new entertainment and eating facilities were suggested by around 2% of respondents and improved amenities such as seating and toilets were identified by a similar number of respondents.

5 CONCLUSIONS

The surveys undertaken at the two retail parks (Bridgend Retail Park and Waterton Retail Park), focused primarily on non-food shopping, with only 25% of respondents shopping for food. Shoppers at the parks are more likely to travel greater distances to the parks, in comparison with the town centre (a larger proportion of shoppers originated from the secondary catchment area, compared with the town centre survey). Nevertheless the journey time to the retail parks was on average shorter than to the town centre which is likely to be associated with the fact that private means of transport were predominately used. Over 98% of the respondents travelled to the retail parks by car, with only 1-2% walking or using public transport.

The retail parks, particularly Bridgend Retail Park, were well used by shoppers, with the majority of respondents stating that they used the parks at least once a week. Just over half of the shoppers interviewed were aware that they could have purchased similar or identical products in Bridgend town centre, but had not because they considered the retail parks to be more attractive shopping destinations. Reasons respondents preferred to shop at the retail parks related primarily to the ease of parking, the availability of free parking and the problems of congestion in the town centre. For some goods, such as DIY and electrical, many respondents stated that they considered that there was a better range of goods available in the retail parks.

Given these findings it was not surprising to find that improvements retail park shoppers would most like to see in Bridgend town centre, in order to persuade then to undertake more shopping trips there, related to traffic and transportation. Around half of the respondents sought more or better parking and a quarter sought free parking. Less traffic, better access, pedestrianisation and greater variety of shops were also frequently mentioned by respondents.

BRIDGEND RETAIL PARK SURVEY
BRIDGEND RETAIL PARK

To be filled in by interviewer:

Name of interviewer:

Location of survey *(RING)* 1 2 3 4 5 6 Date: Time:

Age of respondent *(RING)* 16-25, 25-35, 35-45, 45-55, 55-65, 65+

Gender: male ☐ female ☐

Questions:

1. a) "Where do you live" *(obtain name of area/part of town only)*

....

["Do you live in the primary or secondary area or beyond these areas *(show plan showing catchment areas)*

Primary ☐ Secondary ☐ Outside areas ☐]

b) "How long did it take you to travel to the Retail Park today"

0-5 MINS ☐ 5-10 MINS ☐ 10-15 MINS ☐

15-20 MINS ☐ 20-30 MINS ☐ 30+ MINS ☐

c) "How did you travel"

FOOT ☐ CAR ☐ BUS ☐

TRAIN ☐ TAXI ☐ CYCLE ☐

2. a) "Which stores will you be shopping at today".

TESCO	☐	LIDL/ICELAND	☐
HALFORDS	☐	NORWEB	☐
FADS (Homestyle)	☐	CURRYS	☐
PETS AT HOME	☐	WICKES	☐
SHOE CITY	☐	TEXAS	☐

b) "Are you shopping for food today" *(RING)*. YES NO (if "no" go to Q4)

3. a) "Where else do you do your main food shopping

BRIDGEND ☐ CARDIFF ☐ SWANSEA ☐ PONTYPRIDD ☐ PORTHCAWL ☐

COWBRIDGE ☐ CULVERHOUSE CROSS ☐ SARN PARK SAINSBURY ☐

OTHER SUPERSTORE ☐ OTHER ☐ *Please specify*..

b) How many times a month do you shop in these centre/stores for food (*enter figure under centre specified above)*

4. a) "Are you shopping for non food goods today" (RING) YES NO (if "no" go to question 5)

b) "Are you likely to buy or are you just looking" BUY ☐ LOOKING ☐ *(go to 4d)*

c) "What goods are you purchasing today"

ELECTRICALS/WHITE GOODS ☐ FURNISHING/CARPETS ☐

SHOES ☐ CHEMIST PRODUCTS ☐ CYCLES ☐

HOUSEHOLD GOODS/ HARDWARE ☐ CAR GOODS ☐ DIY ☐

OTHER GOODS ☐ *Please specify* ....

d) "Where else do you do your non food shopping

BRIDGEND ☐ CARDIFF ☐ SWANSEA ☐ PONTYPRIDD ☐

PORTHCAWL ☐ COWBRIDGE ☐ WATERTON RETAIL PARK ☐

CULVERHOUSE CROSS ☐ OTHER RETAIL PARKS ☐

OTHER ☐ *Please specify* ....

e) How many times a month do you shop in these centres/retail parks *(enter figure under centre specified above)*

5. Could you have purchased your goods in Bridgend town centre.

Yes ☐ *(Go to question 7)* No ☐ *(Go to question 6)* Don't Know ☐ *(Go to 6*

6. a) Describe the goods that you cannot purchase in Bridgend town centre

b) If the goods were available in Bridgend town centre would you have prefered to have done your shopping there.

Yes ☐ *(Go to question 8)* No ☐ *(Go to question 7)*

7. "What is the reason for shopping at this Retail Park in preference to Bridgend Town Centre".

BETTER RANGE OF SHOPS ☐ BETTER QUALITY OF SHOPS ☐

GOODS ARE MORE REASONABLY PRICED ☐

CAN COMBINE SHOPPING AT THE PARK WITH OTHER TRIPS ☐

(specify & ring)..WORK/ENTERTAINMENT/VISIT TO FRIENDS

IT IS CLOSER TO HOME ☐ IT IS A BETTER QUALITY ENV ☐

THERE IS LESS CONGESTION ☐ IT IS EASIER TO PARK ☐

IT IS FREE TO PARK ☐ EASIER TO LOAD GOODS INTO CAR ☐

IT IS EASIER TO TRAVEL TO BY PUBLIC TRANSPORT ☐

IT IS MORE SECURE THAN BRIDGEND ☐ DON'T KNOW ☐

OTHER ☐ *Specify*...

8. "How many times a month do you shop at this retail park *(RING)*. 1 2 3 4 5 6 7 8 9 10, 10-15, 15-20, 20-30, 30+

9. "What improvements or development would you like to see in Bridgend that would encourage you to visit the centre.

BRIDGEND RETAIL PARK SURVEY
WATERTON RETAIL PARK

<u>To be filled in by interviewer</u>:

Name of interviewer:

Location of survey *(RING)* 1 2 3 4 Date: Time:

Age of respondent *(RING)* 16-25, 25-35, 35-45, 45-55, 55-65, 65+

Gender: male ☐ female ☐

<u>Questions:</u>

1. a) "Where do you live" *(obtain name of area/part of town only)*

....

"Do you live in the primary or secondary area or beyond these areas *(show plan showing catchment areas)*

Primary ☐ Secondary ☐ Outside areas ☐

b) "How long did it take you to travel to the Retail Park today"

0-5 MINS ☐ 5-10 MINS ☐ 10-15 MINS ☐

15-20 MINS ☐ 20-30 MINS ☐ 30+ MINS ☐

c) "How did you travel"

FOOT ☐ CAR ☐ BUS ☐

TRAIN ☐ TAXI ☐ CYCLE ☐

2. a) "Which stores will you be shopping at today".

B&Q ☐ COMET ☐

CARPETRIGHT ☐ CARPETLAND ☐

b) "Are you likely to buy or are you just looking" BUY ☐ LOOKING ☐ *(Go to 2d)*

c) what goods will you be / have you purchased today at the Park

ELECTRICALS/WHITE GOODS ☐ FURNISHING ☐

CARPETS ☐ HOUSEHOLD GOODS/ HARDWARE ☐

CAR GOODS ☐ DIY ☐

OTHER GOODS ☐ *Specify* ....

d) "Where else do you do your non food shopping

BRIDGEND ☐ CARDIFF ☐ SWANSEA ☐ PONTYPRIDD ☐ PORTHCAWL ☐

COWBRIDGE ☐ BRIDGEND RETAIL PARK ☐ CULVERHOUSE CROSS ☐

OTHER RETAIL PARKS ☐ OTHER ☐ *Please specify* ....

e) How many times a month do you shop in these centres/retail parks *(enter figure under centre specified above)*

3. Could you have purchased your goods in Bridgend town centre.

Yes ☐ *(Go to question 5)* No ☐ *(Go to question 4)*

4. a) Describe the goods that you cannot purchase in Bridgend town centre.

b) If the goods were available in Bridgend would you prefer to have done your shopping there

Yes ☐ *(Go to question 6)* No ☐ *(Go to question 5)* Don't Know ☐ *(Go to 5)*

5. "What is the reason for shopping at this Retail Park in preference to Bridgend Town Centre

BETTER RANGE OF SHOPS ☐ BETTER QUALITY OF SHOPS ☐

GOODS ARE MORE REASONABLY PRICED ☐

CAN COMBINE SHOPPING AT THE PARK WITH OTHER TRIPS ☐

(specify & ring)...WORK/ENTERTAINMENT/VISIT TO FRIENDS

IT IS CLOSER TO HOME ☐ IT IS A BETTER QUALITY ENV ☐

THERE IS LESS CONGESTION ☐ IT IS EASIER TO PARK ☐

IT IS FREE TO PARK ☐ EASIER TO LOAD GOODS INTO CAR ☐

IT IS EASIER TO TRAVEL TO BY PUBLIC TRANSPORT ☐

IT IS MORE SECURE THAN BRIDGEND ☐ DON'T KNOW ☐

OTHER ☐ Specify)..

6. "How many times a month do you shop at this retail park *(RING)*. 1 2 3 4 5 6 7 8 9 10, 10-15, 15-20, 20-30, 30+

7. "What improvements or development would you like to see in Bridgend that would encourage you to shop there"

APPENDIX D

BRIDGEND TOWN CENTRE STUDY

RETAILERS SURVEY

CONTENTS

1. INTRODUCTION

The retailers survey was undertaken in October and November 1995. Retailers represented in the town centre and those not represented were contacted by phone and were asked a number of standard questions (see questionnaires at the back of the appendix). Twenty retailers currently represented in the town centre and 15 not represented were contacted. The survey primarily focused on the views of national multiple retailers and on comparison goods retailers.

2. RETAILERS ALREADY REPRESENTED IN THE TOWN CENTRE

Range of Survey

The survey focused on national multiple retailers selling comparison goods, although convenience traders and services were also surveyed.

	NATIONAL	REGIONAL	LOCAL	TOTAL
CONVENIENCE	3	1	0	4
COMPARISON	7	1	2	10
SERVICE	4	2	0	6
TOTAL	14	4	2	20

Three quarters of the retailers had been trading in the centre for over 5 years. The majority (70%) leased their premises.

Trading Performance

Most retailers either trade at or above average in Bridgend and the results suggest that the retail performance has generally remained static over the last 5 years. The retailers who stated that their trading performance had declined generally blamed the proliferation of out of town retail development in the area. Only a small number of retailers would prefer not to be represented in the centre, - these were mostly local retailers.

PERFORMANCE OF OUTLET	AVERAGE	ABOVE AVERAGE	BELOW AVERAGE	UNKNOWN
PER CENT OF RETAILERS	65%	20%	10%	5%
CHANGE IN PERFORMANCE	STATIC	IMPROVING	DECLINING	UNKNOWN
PER CENT OF RETAILERS	55%	15%	15%	15%

Growth in the Town Centre

There were mixed views on whether the town centre should expand further. Some retailers saw expansion as a threat as additional retail outlets could ultimately capture expenditure that currently flows to them. Most retailers acknowledged the benefits of growth in terms of drawing more expenditure towards the centre, in particular if a variety or department store located in the centre.

WOULD YOU LIKE TO SEE THE CENTRE EXPAND	YES	NO	UNDECIDED
PER CENT OF RETAILERS	45%	30%	25%

Some retailers were specifically concerned that expansion of the centre could result in a shift of the core shopping area and that this would be of detriment to the centre as a whole. Given that most of the retailers surveyed currently operate within the core area then it must be recognised that this response reflects self interest to some degree.

Existing Premises

Most retailers considered that their existing premises were adequate. The size of the premises was the principal reason given by retailers that considered their premises to be inadequate. Three multiple retailers stated that they would move to larger premises if such premises were available in a suitable location. If such premises were provided they felt that trading performance could be dramatically improved.

EXISTING PROPERTY ADEQUATE	YES	NO	UNKNOWN
PER CENT OF RETAILERS	75%	20%	5%

Strengths and Weaknesses

The principal weakness related to vehicular access, car parking, the range of shops and the street environment. Retailers again referred to the need for a department or variety store to improve the range of shops in the centre.

	WEAKNESS	STRENGTH	NEUTRAL
ACCESS	84%	8%	8%
PARKING	75%	8%	17%
RANGE OF SHOPS	58%	25%	17%
STREET ENVIRONMENT	58%	58%	42%

3. RETAILERS NOT REPRESENTED IN THE TOWN CENTRE

Range of Survey

Fifteen retailers not represented in the centre were surveyed. They were primarily national multiple retailers in the comparison sector.

	NATIONAL	REGIONAL	TOTAL
CONVENIENCE	4	0	4
COMPARISON	7	1	8
SERVICE	3	0	3
TOTAL	14	1	15

Representation in Bridgend

Forty per cent of the retailers surveyed stated that they were seeking representation in Bridgend and two thirds of these indicated that the reason that they were not already located in the centre was due to the lack of suitable premises. A notable inclusion was a variety store (Littlewoods) that had a requirement for 2,000 sq m of floorspace. Most retailers seeking representation were requiring leasehold property in a prime area of the centre.

SEEKING REPRESENTATION	YES	NO
PER CENT OF RETAILERS	40%	60%
LOCATION REQUIRED	PRIME	SECONDARY
PER CENT OF RETAILERS	83%	17%
TENURE REQUIRED	LEASEHOLD	FREEHOLD
PER CENT OF RETAILERS	83%	17%

A number of retailers had already considered the town but had rejected it primarily because of the catchment population size or the demographic characteristics of the catchment population. This was the case for retailers such as Marks & Spencers and Next.

REASONS FOR REJECTING CENTRE	PER CENT OF RETAILERS
CATCHMENT SIZE	67%
DEMOGRAPHICS	67%
COMPETITION	50%

Strengths and Weaknesses

The strengths and weaknesses confirmed by those who know the town centre coincided generally with those identified by retailers who are already represented. Again car parking and access to the town centre and environmental quality were regarded to be important weaknesses.

	WEAKNESS	STRENGTH	NEUTRAL
PARKING	75%	0%	25%
STREET ENVIRONMENT	63%	0%	37%
ACCESS	38%	25%	37%
RANGE OF SHOPS	38%	13%	49%

Most of the retailers questioned suggested that the town was in need of a major "face lift" and access and pedestrianisation improvements. The image of the town was criticised by a number of retailers selling higher quality goods and these types of retailers were unlikely to locate in the town without major improvements to the environment.

4. CONCLUSIONS

The main conclusion from the survey is that the town is in need of strengthening in order to attract new multiple retailers in particular an anchor store.

Accessibility and car parking were highlighted by both existing retailers and those retailers not represented as being key areas where improvements were needed. Pedestrianisation was regarded to be particularly important for existing retailers. Retailers on both Caroline and Adare St were seeking pedestrianisation.

Retailers recognised that the image of the town is poor, particularly the higher quality retailers. Retailers perceived that their is need for a major "face lift" to improve the town and to attract a more diverse range of shoppers from the surrounding catchment population. Nevertheless the survey did show that existing traders are performing relatively well and this provides a strong base from which the centre can expand.

RETAIL STUDY - BRIDGEND

QUESTIONNAIRE FOR EXISTING RETAILERS

RETAILERS NAME ....

(a) National/Regional/Local

(b)

Convenience	Comparison	Service
Food	Clothing	Bank
Non Food	Footwear	Building Society
	Others	Others

1. How long have you been represented in Bridgend?

   (a) Less than 5 years [ ]

   (b) More than 5 years [ ]

2. Do you have any immediate proposals to [expand] [contract] [relocate] or [close] the unit?

   ....

3. What form of tenure do you currently enjoy?

   (a) Freehold [ ]

   (b) Leasehold [ ]

COOKE & ARKWRIGHT CHARTERED SURVEYORS

4. How does your outlet perform?

(a) Average [ ]

(b) Below average [ ]

(c) Above average [ ]

5. Is this performance

(a) Static [ ]

(b) Improving [ ]

(c) Declining [ ]

If improving or declining, what do you consider to be the reasons for this?

....

....

6. Would you like to see the town centre retail facilities expanded?

(a) Yes [ ]

(b) No [ ]

7. Is your current property adequate or inadequate in any way?

(a) Adequate [ ]

(b) Inadequate [ ]

If inadequate, what do you ideally require?

....

....

8. From your knowledge of the town, do you consider the following to be strengths or weaknesses?

	Strength	Weakness
Car parking	[ ]	[ ]
Vehicular access to the town centre	[ ]	[ ]
Range of shops	[ ]	[ ]
Street environment	[ ]	[ ]

Other strengths ....

Other weaknesses ....

8. How do you believe the town centre could be improved?

....

....

9. Knowing what you do about Bridgend, if you were not already represented there would you wish to be?

(a) Yes [ ]

(b) No [ ]

RETAIL STUDY - BRIDGEND

QUESTIONNAIRE FOR RETAILERS NOT ALREADY REPRESENTED

RETAILERS NAME ....

(a) National/Regional/Local

(b)	Convenience	Comparison	Service
	Food	Clothing	Bank
	Non Food	Footwear	Building Society
		Others	Others

1. Do you have any plans to seek representation in Bridgend?

[YES] If yes move to question 2

[NO] If no move to question 4

2. If yes, why have you not obtained representation previously?

[ ] Availability of property

[ ] Other - Please specify

....

....

....

COOKE & ARKWRIGHT
CHARTERED SURVEYORS

3. What are your requirements in terms of

Size ....

Location ....

Tenure ....

4. Have you ever considered Bridgend for expansion?

[YES] If yes please answer questions 5, 7 and 8

[NO] If no please answer questions 6, 7 and 8

5. If yes – why was it rejected?

[ ] Catchment size

[ ] Demographics

[ ] Geographical

[ ] Servicing

[ ] Property

[ ] Other – please specify

....

....

....

6. From your knowledge of the town, do you consider the following to be strengths or weaknesses?

	Strength	Weakness
Car parking	[ ]	[ ]
Vehicular access to the town centre	[ ]	[ ]
Range of shops	[ ]	[ ]
Street environment	[ ]	[ ]

Other strengths ....

Other weaknesses ....

7. Are you aware of the potential to improve and regenerate the town centre as a result of the improvements that are being made to the road infrastructure (BNDR, Cross Valley Link, etc.)? Do you believe that a well planned and implemented regeneration strategy might change your attitude towards the town? What improvements do you consider to be necessary?

....

....

....

....

....

8. Would you like to receive further information regarding the town?

[ ] Yes

[ ] No

APPENDIX E

BRIDGEND TOWN CENTRE STUDY

STRATEGIC CATCHMENT ANALYSIS

CONTENTS

1. CATCHMENT AREAS

A primary and secondary catchment area has been defined around Bridgend town centre (see attached figure). The vast majority of expenditure within Bridgend town centre is drawn from the primary catchment area with lower levels of expenditure drawn from the secondary area. The areas have been defined on the basis of the relationship of the town to other competing centres, transport routes into the centre, previous studies (including the Pines application material) and discussions with local estate agents. The proportion of expenditure drawn from the areas will differ with respect to the type of goods purchased. This section of the report goes on to explore what proportions of expenditure are likely to be currently drawn from the primary and secondary catchment areas for:

- Convenience goods (focusing on expenditure within superstores and large supermarkets)
- Comparison goods (focusing on expenditure at retail parks)
- Comparison goods (focusing on expenditure within Bridged town centre)

2. CATCHMENT POPULATION CHARACTERISTICS

- The primary catchment population was 82,318 in 1991.
- The secondary catchment population was 98,078 in 1991.

The key socio-economic characteristics of the primary catchment population are:

Age Structure

The age structure of the primary catchment area is not significantly different from the national structure. There is a slightly greater proportion of the population in the lower age cohorts.

	0-4	5-15	16-17	18-29	40-44	45-Pens	Pens+
UK	6.6%	13.5%	2.5%	18.8%	21.2%	19.3%	18.7%
Primary	6.8%	13.6%	2.61%	19.9%	20.7%	19.1%	17.2%

Socio-Economic Characteristics

The proportion of the population within ethnic groups is significantly lower than the national average.

	PROPORTION OF POPULATION - NON WHITE
UK	7.2%
Primary catchment	0.86%

The proportion of owner occupied household is relatively high compared to the national average.

	PROPORTION OF OWNER OCCUPIER HOUSEHOLDS
UK	66.4%
Primary catchment	82.5%

The proportion of the primary catchment population that is economically active is significantly lower than the national average.

	PROPORTION ECONOMICALLY ACTIVE
UK	77%
Primary catchment	64%

The proportion of households without a car is slightly lower than the national average.

	PROPORTION WITH NO CAR
UK	33.3%
Primary catchment	29.4%

The proportion of the head of households within professional occupations is below the national average and the percentage in unskilled occupations is also below the national average.

	Proportion of head in Social Class 1 (professional etc)	Proportion of head in Social Class V (Unskilled)
UK	4.12%	2.88%
Bridgend	3.5%	2.7%

The proportion of households that are lone parent families is similar to the national average.

	PROPORTION OF LONE PARENTS
UK	8.12%
Primary catchment	8.4%

3. EXPENDITURE WITHIN CATCHMENT AREAS

a) Convenience - Large Stores and Supermarkets

Expenditure within the Bridgend area on convenience goods is estimated to be £1,125 per head per annum (1991 prices). Approximately two thirds of convenience expenditure (£750 per head) is likely to flow to large supermarkets and superstores, with the remainder flowing to local shops. Hence:

- Expenditure within the primary area that flows to large supermarkets and superstores is £63.2 million (750 x 84,300).
- Expenditure within the secondary area that flows to large supermarkets and superstores is £74.1 million per annum (750 x 98,800).

b) Comparison - Out of Centre

Expenditure per head per annum within the Bridgend area on comparison goods is £1,350 (1991 prices). Special forms of trade account for around 9% of expenditure.

Expenditure on three items is currently likely to flow to retail parks. These are:

- furniture, floor coverings and household textiles. Expenditure per head = £155 (-9% special forms of trading) = £141
- radio, electrical and other durables. Expenditure per head = £205 (-9% special forms of trading) = £186.
- hardware and DIY = £139 (-9% special forms of trading) = £127
- Total expenditure on these items therefore accounts for £487 per head.

Some of this expenditure will flow to town centre shops. The proportion of expenditure that flows to these shops is estimated to be in proportion to the relative floorspace and turnover of town centre shops/out of centre stores (for Bridgend only). On this basis it has been calculated[1] that approximately 93% of expenditure on these goods will flow to out of centre stores. Expenditure per head therefore flowing to retail parks is estimated as £452. Hence:

- Expenditure within the primary catchment area that flows to out of centre retail parks has therefore been estimated to be £38.1 million per annum (452 x 84,300).
- Expenditure within the secondary catchment area that flows to out of centre retail parks has been estimated to be £44.6 million per annum (452 x 98,800).

c) Comparison - Town Centre

Expenditure per head per annum within the Bridgend area on comparison goods is £1,350 (1991 prices). Special forms of trade accounts for around 9% of expenditure.

Expenditure per head flowing to retail parks is estimated to be £452. Expenditure on comparison goods within town/local centres has therefore been estimated to be £776 per head ((1,350 x 0.91)-452). Hence:

- Expenditure within the primary catchment area that flows to town/city/local centres has been estimated to be £65.4 million per annum (776 x 84,300).
- Expenditure within the secondary catchment area that flows to town/local centres has been estimated to be £76.1 million per annum (£770 x 98,800).

4. ESTIMATES OF TURNOVER

There are no accurate turnover figures at the local level. Turnover can only be broadly estimated through the application of national figures and from impact studies. URPI Information Briefs on the turnover of High Street retailers and impact statements for the Pines application and a convenience superstore have been used to estimate turnover figures for this study.

a) Convenience Stores

Turnover within Bridgend's major food stores and superstores has been estimated by Chapman Warren as part of an impact study of a food store at Porthcawl. These figures are at 1989 prices and by applying an inflation factor of 14% (for food in the intervening years) turnover can be estimated at 1991 prices.

Turnover at 91 prices = £64.5 million.

This turnover figure compares with available expenditure within major food stores of £63.2 m in the primary catchment area and £74.1 m in the secondary. Given the greater range and quality of food stores within the primary catchment area it has been assumed that a large proportion of the available expenditure within this area will flow to these stores (say 80% - 50.5m). The remainder of expenditure will flow from the secondary catchment area (£12.7 m - 17%).

This figure does not take into account recent developments including the Sainsbury superstore at Sarn Park or the Iceland/Lidl store at Royal London Park. It is assumed that these stores have captured expenditure diverted from existing stores.

b) Comparison Stores - Out of Town

Turnover within a sample of comparison stores at retail park locations has been estimated by URPI. This figure is around £2,000 per sq m net (at 1991 prices). Currently there is 12,320 sq m of floorspace within out of town locations giving a turnover figure of £24.6 million.

If all this expenditure was captured from the primary catchment area only, then this would account for only 65% of available expenditure. In reality some expenditure also flows from the secondary catchment area and therefore less than 65% of available expenditure for bulky goods/DIY and electrical is being captured from the primary area.

This level of retention would appear to be relatively low. An explanation for this might be that a large proportion of expenditure flows to other retail parks. Nevertheless given the size and range of stores represented at Bridgend's retail parks and the location of other competing retail parks this would appear to be unlikely. Alternatively some of the expenditure (on electrical goods for instance) may be diverted to competing city centres (Swansea and Cardiff). Another explanation may be that Bridgend's retail parks are trading at high levels, significantly higher than the national average.

c) Comparison Outlets - Bridgend Town Centre

Turnover nationally within a sample of retailers associated with High Street locations has been estimated at £3,345 per sq m (1991 prices). Bridgend's prime pitch retailers could be achieving this level of turnover, although traders within secondary and tertiary locations could be achieving less than half this turnover. For this study it has been assumed that retailers' average turnover is around £3,000 per sq m and the net floorspace of comparison outlets in the town centre is 9,178 sq m^2. The total turnover is therefore estimated to be £27.5 million. Erdman Lewis for the Pines application estimated that retail turnover in Bridgend for comparison goods will be £28.1 m in 1998 (at 1991 prices). Taking into account population growth and expenditure growth between 1995 and 1998 this represents £25m in 1995 (at 1991 prices). For the basis of this study an average of £26m has been estimated to be the level of turnover in Bridgend town centre on comparison goods. Based on the findings of the Shopper Survey it is estimated that approximately 80% of this expenditure flows from the primary catchment area and the remainder from the secondary area.

On this basis only 33% of available expenditure within the primary catchment area on comparison goods currently flows to Bridgend. In the secondary area only 7% of expenditure flows to Bridgend.

5. GROWTH IN EXPENDITURE

Population growth and growth in expenditure per head will contribute to the overall growth in expenditure within the primary and secondary catchment areas.

a) Population Growth

	1991	1996	2001	2006
Primary Area	82,318	84,859	87,102	88,693
Secondary Area	98,078	98,939	98,778	100,025
Total	180,396	183,798	186,880	188,718

b) Growth in Expenditure per Head

Real growth in expenditure per head is based on URPI's long term trends.

	Convenience	Comparison
Average Annual Growth	+1.75%	+3.95%
5% Confidence Limit	+/- 0.19%	+/- 0.57%

Based on these changes total expenditure growth in the three classes of goods has been calculated for 1996-2001 and for 2001-2006. These are as follows:

c) Growth in Expenditure

Type of Goods	Total Expenditure (1996-2001)	Total Expenditure (2001-2006)
Convenience (large stores/supermarkets)	£7.3 million	£7.8 million
Comparison (retail parks)	£17.1 million	£21.1 million
Comparison (Bridgend town centre)	£9 million	£11.1 million

Growth will be directed to a range of shopping centres, retail parks and food stores, some within Bridgend, some within competing centres within the primary and secondary catchment area, and some within centres beyond the catchment areas. On the basis of current retention figures for stores in Bridgend the following levels of growth in expenditure likely to be directed towards Bridgend has been estimated:

Type of Goods	**Total Expenditure in Bridgend at Current Retention Level (1996-2001)**	**Total Expenditure in Bridgend at Current Retention Level (2001-2006)**
Convenience (large stores/ supermarkets)	£3.6 million	£5.3 million
Comparison (retail park)	£3.3 million	£4.2 million
Comparison (Bridgend town centre)	£2.6 million	£3.1 million

6. POTENTIAL GROWTH IN FLOORSPACE IN THE TOWN CENTRE

Growth in floorspace could arise from growth in expenditure and population in the surrounding catchment area, as estimated above. Alternatively it may arise as a consequence of claw back in expenditure as a consequence of the provision of new floorspace and improvements to the centre of Bridgend.

a) Expenditure Growth

Growth in expenditure on goods can result in the provision of new floorspace and increases in turnover of existing retail outlets. For this study, based on the findings of similar studies and URPI trends in turnover/floorspace ratios, it has been assumed that around half of the growth in expenditure will result in a commensurate growth in floorspace. Floorspace levels have been calculated using current estimated turnover/floorspace ratios (at 1991 prices), as described in Section 4. On this basis, at current levels of retention the following levels of additional floorspace could result from growth in expenditure within the surrounding catchment area.

Type of Goods	Net Floorspace Growth Based on Current Retention (1996-2001)	Net Floorspace Growth Based on Current Retention (2001-2006)
Convenience (large stores/ supermarkets)	740 sq m	1,100 sq m
Comparison (retail park)	1,120 sq m	1,380 sq m
Comparison (Bridgend town centre)	1,280 sq m	1,580 sq m

New floorspace provision may also result from the claw back of expenditure from competing town centres and out of town centres.

b) Claw Back

Four scenarios for claw back of comparison goods (associated with town centres) have been used in this study.

1. Modest level of claw back, of 5% from the primary area and 1% from the secondary area.
2. Medium level of claw back, of 10% from the primary area and 3% from the secondary area.
3. High level of claw back, of 15% from the primary area and 5% from the secondary area.
4. Highly significant levels of claw back, of 20% from the primary area and 7% from the secondary area.

It is assumed that these claw back figures would result in increases in expenditure and commensurate growth in floorspace as described below. All figures are for 2001 (at 1991 prices) taking into account growth in expenditure and population in the intervening years.

Primary Area Claw Back	Secondary Area Claw Back	Expenditure Equivalent (2001)	Floorspace Equivalent (2001)
5%	1%	£5.6m	1,880 sq m
10%	3%	£12.3m	4,110 sq m
15%	5%	£19.2m	6,350 sq m
20%	7%	£25.4m	8,580 sq m

7. CONCLUSIONS

Bridgend town centre has a large catchment area population. The primary area approximates to 84,300 in 1995 and the secondary area approximates to an additional 98,800. A sub-regional shopping centre would be expected to serve a catchment area of around this size.

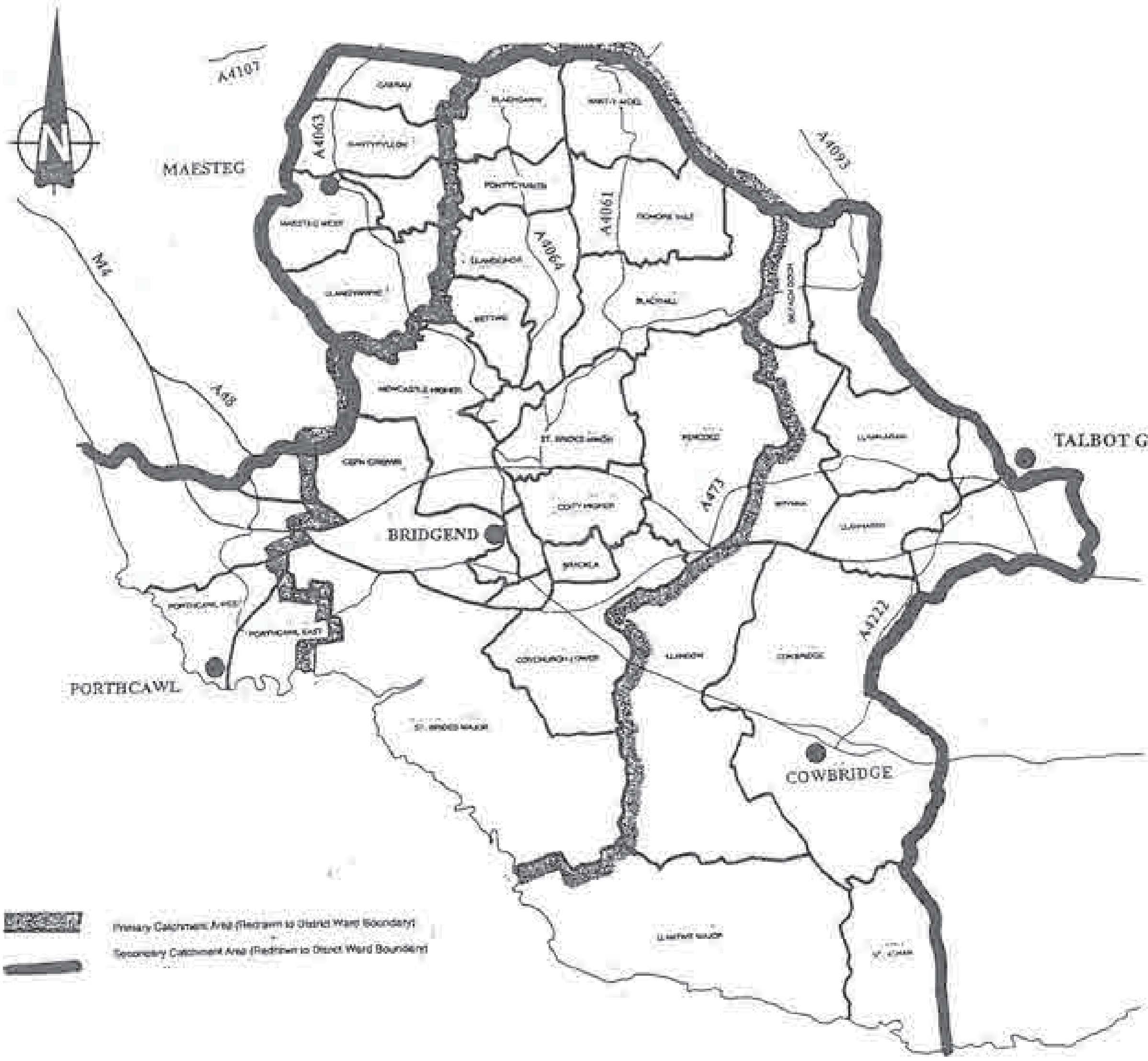
It has been estimated that Bridgend town centre only retains a relatively small percentage of comparison goods expenditure from its primary and secondary catchment areas. This approximates to around one third of expenditure from the primary area and around 7% of expenditure from the secondary area. Two thirds of expenditure from the primary area (which could potentially be captured by Bridgend centre) currently flows out to other centres (principally Cardiff and Swansea). This figure is significantly high.

Expenditure retention for retail parks has been estimated to be higher than the town centre (around 50% for the primary area and around 8% for the secondary area). Expenditure retention for convenience shopping at large food stores has been estimated to be even higher (around 75% in the primary area and around 17% from the secondary area).

Given the low expenditure retention levels for Bridgend town centre, reliance cannot be placed on growth in expenditure and population in the primary and secondary areas to provide the basis for significant additions to retail floorspace. It has been estimated that only around 1,300 sq metres of new floorspace in Bridgend centre could be attributed to growth in expenditure and population between 1996 and 2001.

If Bridgend centre is to grow significantly in the next decade then the town centre will need to claw back expenditure currently lost to other centres. It has been estimated that a 10% claw back from the primary area and a 3% claw back from the secondary area could support around 4,000 sq metres of new floorspace (net), without significantly affecting the trade of existing retailers. The retailers demand survey concluded that there are a number of multiple retailers, including a variety store, seeking representation in Bridgend. A new retail development in the right location would meet this demand and assist in clawing back trade currently lost to other centres.

As the shopper survey and the retailers survey has shown there is also a need for investment in Bridgend, beyond the development of a new retail scheme, in order for the centre to compete effectively with other centres. Environmental improvements, new facilities and amenities would not only enhance the prospects for new retail development but also provide a stimulus for clawing back expenditure currently lost to competing centres.



ARUP

CATCHMENT AREA

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APPENDIX F

BRIDGEND TOWN CENTRE STUDY

TRAFFIC ANALYSIS

CONTENTS

FIGURES

1. TRAFFIC MODEL

Mid Glamorgan County Council developed a Saturn Traffic Model to assist in the formulation of the Bridgend Cross Valley Link Road scheme (BCVL). It was a requirement of the brief for the Town Centre Study that this traffic model should be used to assess the impact of traffic within the town centre for the schemes being considered. To this end all the necessary computer files were made available. Although existing traffic counts were available for the town centre it was considered that these would not be of any value as the traffic patterns within the town will change considerably, following the opening of the BCVL.

The model was run with and without the BCVL open to traffic with the view of establishing the level of traffic within the town centre, so as to allow comparison with the various scheme options. These runs indicated daily flows of 14000 and 7000 one-way in Market Street and Wyndham Street respectively, prior to completion of the BCVL. Following completion these would reduce to 6000 and 5000 respectively. The equivalent two-way flows in Nolton Street are 16000 and 10000 per day, before and after.

As discrete traffic management measures have been introduced since the traffic model was developed it was necessary to make minor adjustments to the road network used in the analysis. The revised traffic model was subsequently rerun to ensure there was no disparity in results when compared with the original Mid Glamorgan model. The revised network once validated formed the "base" network for the testing of the various highway options.

During the building of the model, Mid Glamorgan had applied traffic growth to all link flows including traffic with destinations in the town centre. It was agreed with officers of the County Council that a zero growth factor would be more appropriate for traffic in the central area. A factor has therefore been used to remove the applied traffic growth between 1995 and the 2006 projected design year, the resulting figures representing flows in the town centre after 1995. These figures have then been expanded to represent daily traffic flows. Forming a further part of the validation process a select link analysis was undertaken. This produced origin/destination data for entry links into the town centre.

The resulting output was then assessed to ensure that through traffic was not being attracted through the town centre. A flow chart indicating the development of the traffic modelling is contained in Figure 1.

2 ALTERNATIVE TRAFFIC OPTIONS

Three basic traffic options were developed, all reflecting the desirability of extending the town centre southwards to embrace the area around the Brackla Centre. Crucial to this aim was the treatment of Nolton Street adjacent to the Living Store and indeed the use made of development opportunities of Area 2. A number of subsidiary alternatives were therefore considered for this area which could have complemented any of the three traffic options considered. These are discussed further in Section 3.

Option 1

This option would have included a one way clockwise gyratory circuit of the town centre, similar to that at present. This would be formed by Derwen Road, Caroline Street, Dunraven Place and Market Street. It was intended that limited vehicular access would be available on a number of roads, comprising Wyndham Street, Market Street (east), Adare Street, Elder Street and Queen Street. Access for goods vehicles could be available before 9.00 and after 16.00. All vehicles would be prohibited from entering the pedestrian areas formed by Elder Street (east) and The Rhiw; the other roads within the town centre would provide free access for traffic.

This option would allow the central area to be devoted to pedestrian usage although taxis and buses could still penetrate this area. The east end of Market Street would carry a low volume of traffic thereby enabling environmental improvements to be carried out and not least the provision of a footway on its southern side. The assigned flows for this option are contained in Figure 2 and reveal that traffic flows within the town centre would remain at significant levels.

At the present time Derwen Road contains a mixture of both retail and commercial properties although it carries a relatively low volume of traffic and modest number of pedestrians. Pedestrianisation of Adare Street would have presented the opportunity to site taxi ranks on this road in the vicinity of Wyndham Street and Caroline Street. Limited waiting could also have been introduced although less convenient than Adare Street which is situated in the heart of the shopping area.

Option 2

This option is similar in form to that of Option 1 except that Wyndham Street would provide the necessary northern link to the gyratory within the town. The comments for this scheme are therefore similar to that of Option 1. The traffic flows for this option are indicated on Figure 3 which again reveals significant traffic flow levels within the town centre. This scheme would allow Market Street and the area in the vicinity of the War Memorial to be pedestrianised with limited access for delivery vehicles. The east end of Market Street could have been used by buses and taxis to gain access to areas south of the town avoiding a long detour via the BCVL.

Option 3

The third option is in many aspects similar to Option 1 except that traffic movement through the town centre will circulate in an anticlockwise direction. The traffic flows derived from the model for this option are shown on Figure 4. It has specific advantages over the other two options, namely:

- Traffic on Derwen Road will be northbound and will not therefore present a route for through traffic.
- The provision of taxi ranks and parking on the west side of Derwen Road will be appropriate for the northbound direction of traffic.
- The Caroline Street/Nolton Street junction can be simplified, potentially improving crossing facilities for pedestrians. It has been modelled with traffic signals allowing effective management of traffic and pedestrians at this location.
- The traffic flows in the town centre will be lower than for the other options.

To link the Brackla Centre with the main shopping centre a garden feature will be introduced north of Brackla Street. A loop road forming an integral part of this scheme and encircling the theatre will accommodate taxi ranks.

Traffic signal control will be introduced on Brackla Street at its junction with Cheapside and the proposed loop road. This will cater for pedestrians crossing between the Brackla Centre and the town centre.

Option 4 - Proposed Traffic Regime

A variation on Option 3 has been developed following consultations with the Client Group. Whilst the general aims and concepts of Option 3 were supported there were certain concerns over two issues:

- Retaining an element of traffic on Caroline Street did not meet the aspirations of retailers looking for more complete pedestrianisation of this prime frontage.
- The ability for traffic to recirculate around Market Street, Caroline Street, Derwen Road and BCVL looking for on-street parking/taxi rank spaces could lead to undesirably high flow levels.

Option 4 has therefore been developed to address these issues. It includes the closure of Caroline Street during the working day and the retention of Queen Street as a 24 hour southbound link in the network (Figure 5).

Access to the town centre will therefore be provided in a northerly direction by Nolton Street and Derwen Road and in a southerly direction by Market Street, Dunraven Place and Queen Street, leading onto Angel Street. However, circulation within the centre will be precluded.

The length of Nolton Street between Brackla Street and Caroline Street will effectively become one-way northbound during the working day thus further reducing pedestrian/vehicle conflict in the area.

3 VARIATIONS IN THE NOLTON STREET/BRACKLA STREET AREA

Due to the importance of this area in terms of vehicle access to the town centre and the need to link the Brackla Centre with the town, various alternatives were considered.

Discussions with Chartwell Land, the owners of the Rhiw Centre who have development aspirations for the area, have indicated that there could be considerable flexibility in the treatment of this area; in particular there could well be scope for partially, or fully, demolishing the Living Store building, subject to appropriate replacement. In addition, whilst ideally Chartwell Land would like to see Nolton Street/Brackla Street fully pedestrianised they recognise that some traffic penetration of the area may be necessary. In common with the Study Team their main aim is to link the Brackla Centre more satisfactorily to the existing core.

The following are the various alternatives considered:

- Retention of the Living Store and realignment of the carriageway of Nolton Street westward into part of the possible development area. The junction formed between Nolton Street and Brackla Street would either be a priority junction or controlled by traffic signals. In both cases, Brackla Street would have formed the major route.

  This option would present disadvantages to pedestrians, though appropriate paving and traffic calming measures could have been introduced to decrease vehicle domination. In addition, queues might occur at the Nolton Street / Brackla Street junction to the detriment of the environment.

  Whilst the Living Store could have been retained, the area of potentially developable land to the west of Nolton Street - the Board Garage Site - would have been reduced.

- Pedestrianisation of Nolton Street between Merthyrmawr Road and Caroline Street with vehicle access to the town centre core being achieved solely from the Bridgend Cross Valley Link. The implications of this option were tested with the aid of the Saturn traffic model. This revealed only a modest lowering of traffic within the town centre. It was concluded that limiting access to the town centre from the south would in any event be a disadvantage.

- Pedestrianisation of Nolton Street as above but with a new road link between Caroline Street and Brackla Street. Whilst giving benefits to pedestrians on Nolton Street the provision of a new road would have adversely affected the proposed pedestrian and visual links between Brackla Street and Caroline Square.

- The preferred option which has been developed and illustrated in the main report requires the demolition of part of the Living Store and widening of the Nolton Street corridor between Merthyrmawr Road and Caroline Street. "Single - lane dualling" will be introduced, allowing two-way traffic - however, with the proposed traffic regime only the northbound lane will be operational during the working day. Traffic entering the town centre from the south will be aware of the lower status given to vehicles in this area; it will become an important pedestrian hub and a critical link between the existing town centre and its proposed extension.

4 JUNCTION ANALYSES

Forming a major aspect of the strategy for the town centre great importance will be placed on pedestrian movement, not only within the town centre but linking the outlying areas - The Brackla Centre and Nolton Street. To this end it is essential that pedestrians will have safe and clearly defined routes between the main strategic centres. Pedestrian movement at the important junction of Caroline Square has been considered in equal importance to the treatment of traffic movement and has had an influence on both the type of control and the layout of the junction.

In order to make an assessment of flows during the am and pm peak hours, tidality factors were applied to the "average" peak hour traffic figures produced from the Saturn model. As it is difficult to predict in which direction this tidality might occur each junction was assessed assuming the worst combination of flows, therefore producing a more onerous scenario than for either peak hour.

The following junctions were tested and shown to work within capacity:-

i Caroline Street/Nolton Street (Caroline Square)
ii Nolton Street/Brackla Street
iii New junction Brackla Street/Cheapside

Although the junctions tested worked satisfactorily with the traffic data available, it is considered that traffic surveys should be undertaken some 6 to 12 months after the BCVL is open to further validate the traffic model and confirm the suitability of the junction layouts currently proposed. The junctions should then be subject to a more rigorous assessment.

In order that the environment of the southern end of Nolton Street can be improved the traffic volume needs to be reduced. For this to be achieved consideration will have to be given to the future upgrading of Coychurch Road, thus providing a higher standard southern link in the distributor road network around the town centre.

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FIGURE 1

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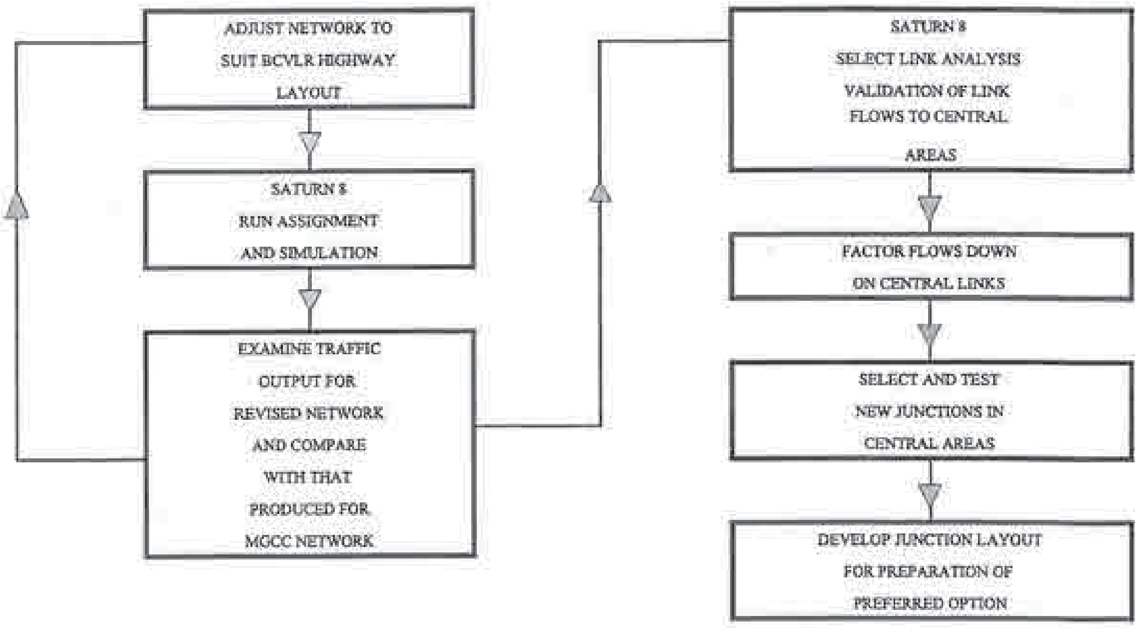
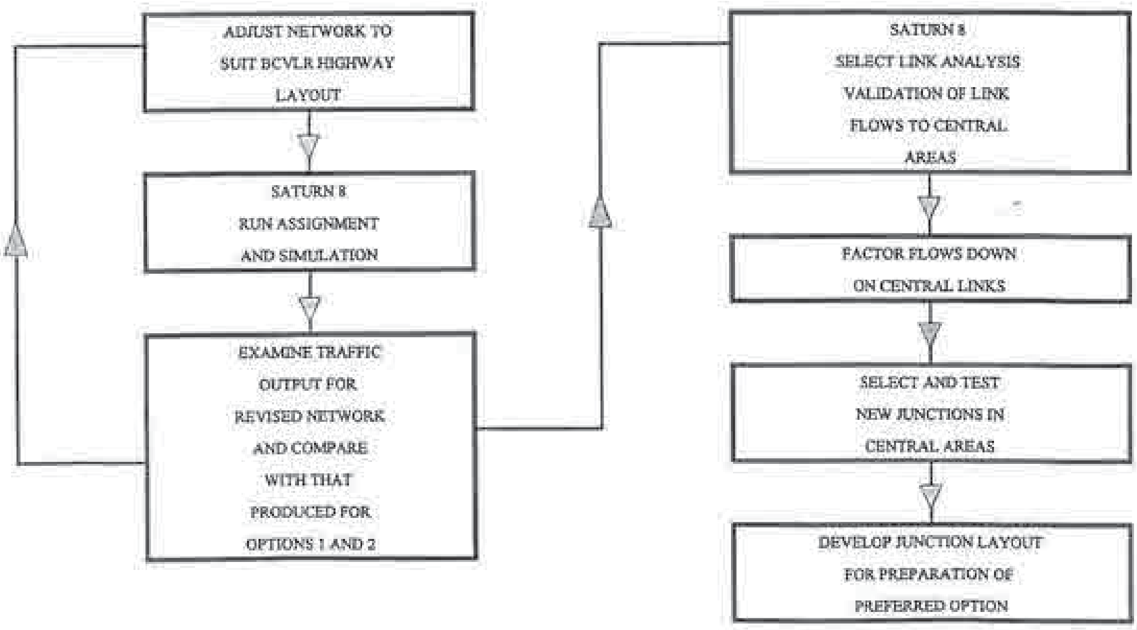
FLOW CHART INDICATING DEVELOPMENT OF MGCC TRAFFIC MODEL USED IN THE BRIDGEND TOWN CENTRE STUDY

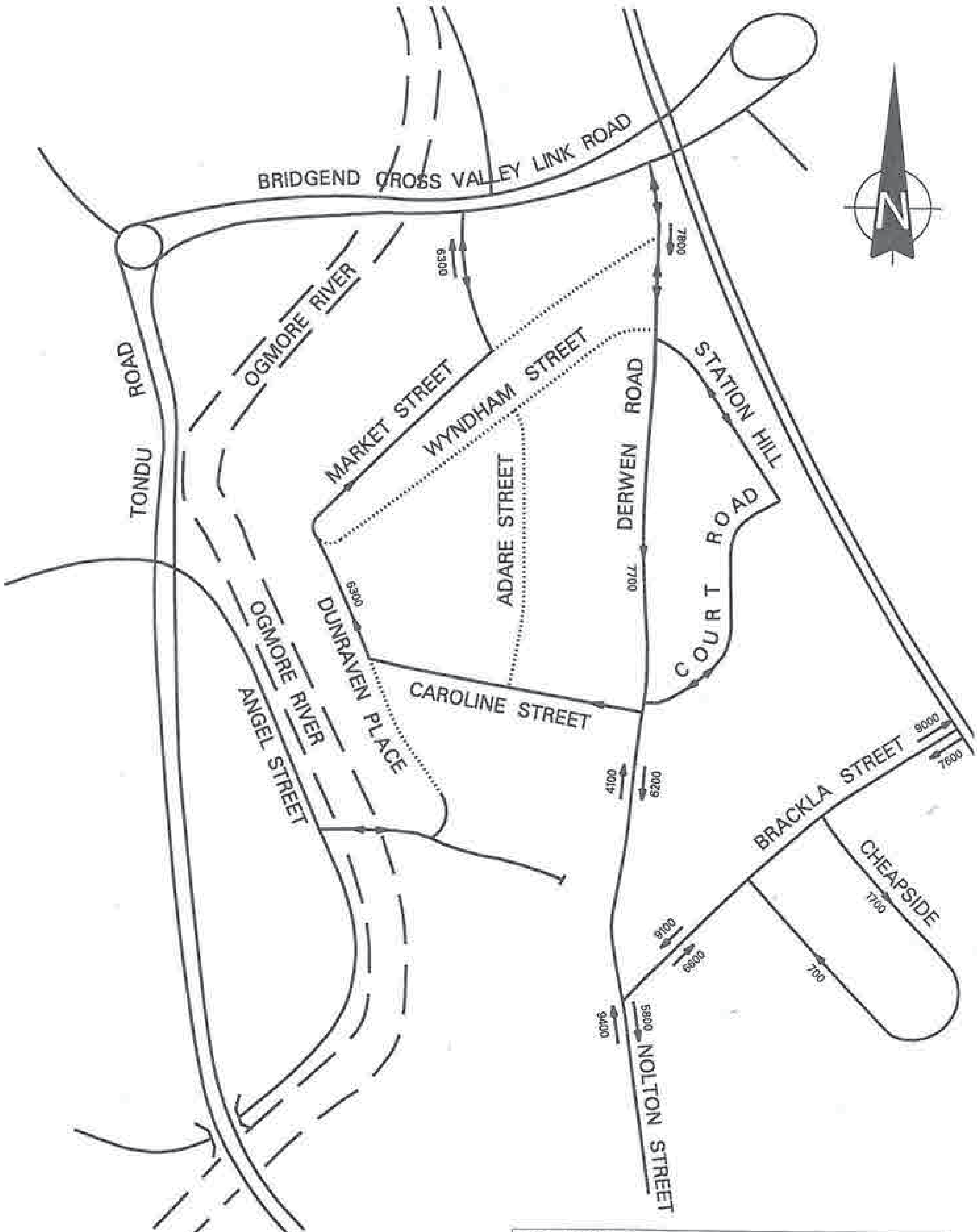
OPTIONS 1 AND 2



DETERMINATION OF TRAFFIC FLOWS FOR USE IN PRELIMINARY JUNCTION ANALYSES

OPTION 3 (PREFERRED OPTION)





NOTES

1. Flows are one way in direction where indicated.

2. Traffic figures have been produced from the Mid Glamorgan traffic model with factors applied to adjust for zero growth and to produce daily traffic flows.

OPTION 1
PREDICTED TRAFFIC
BRIDGEND TOWN CENTRE STUDY

50528 FIGURE 2

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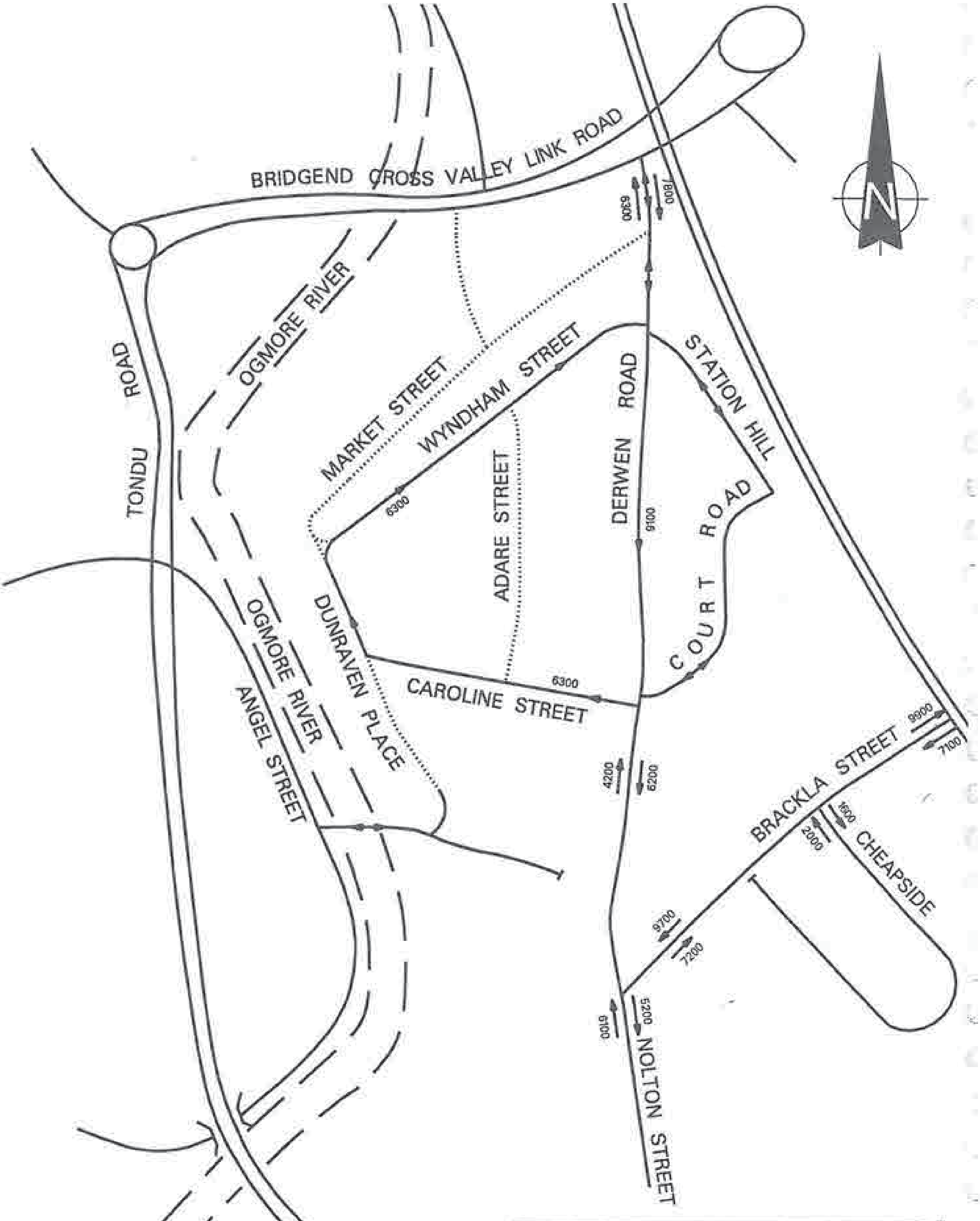

NOTES

1. Flows are one way in direction where indicated.

2. Traffic figures have been produced from the Mid Glamorgan traffic model with factors applied to adjust for zero growth and to produce daily traffic flows.

OPTION 2 PREDICTED TRAFFIC BRIDGEND TOWN CENTRE STUDY	
50528	FIGURE 3

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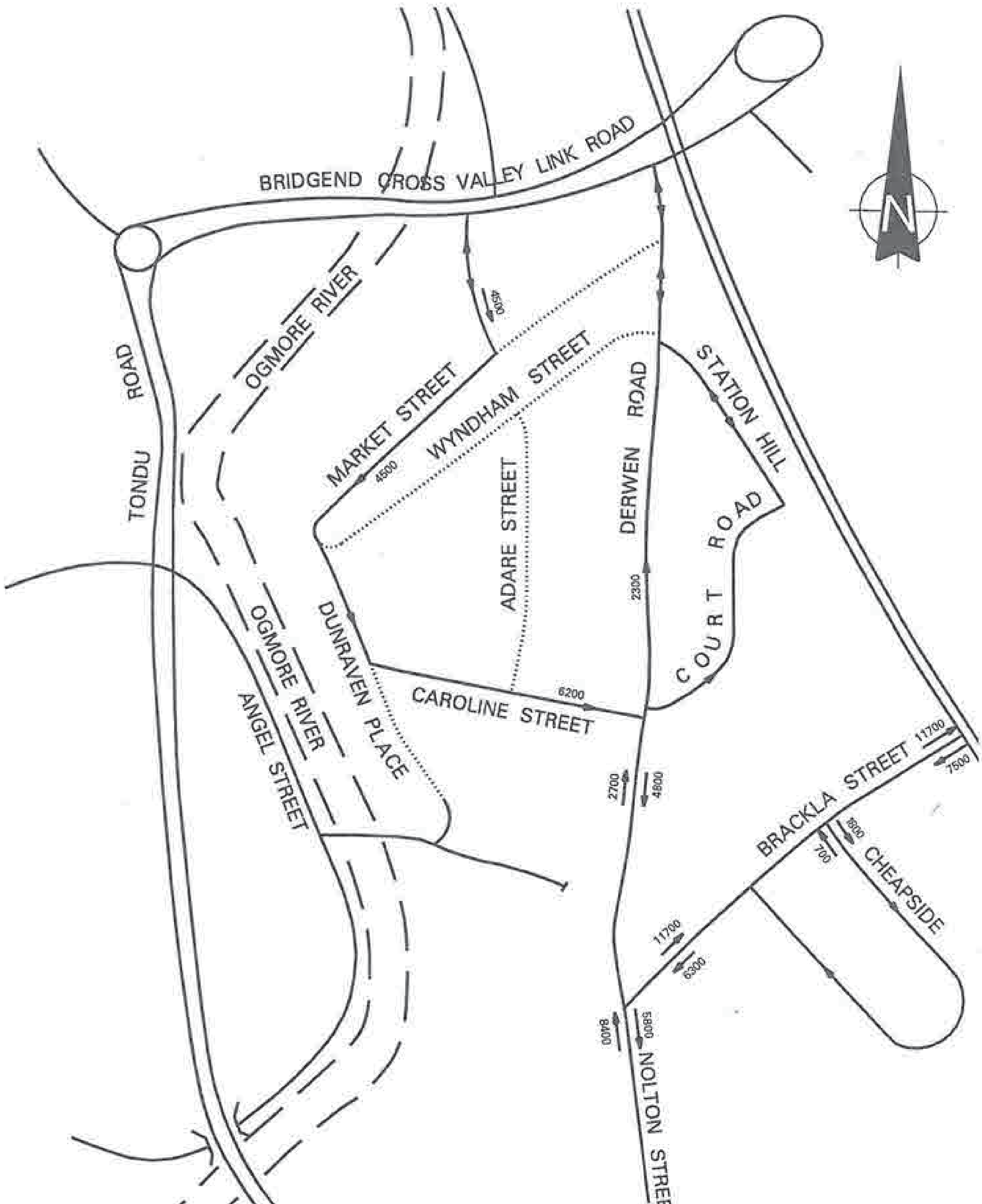
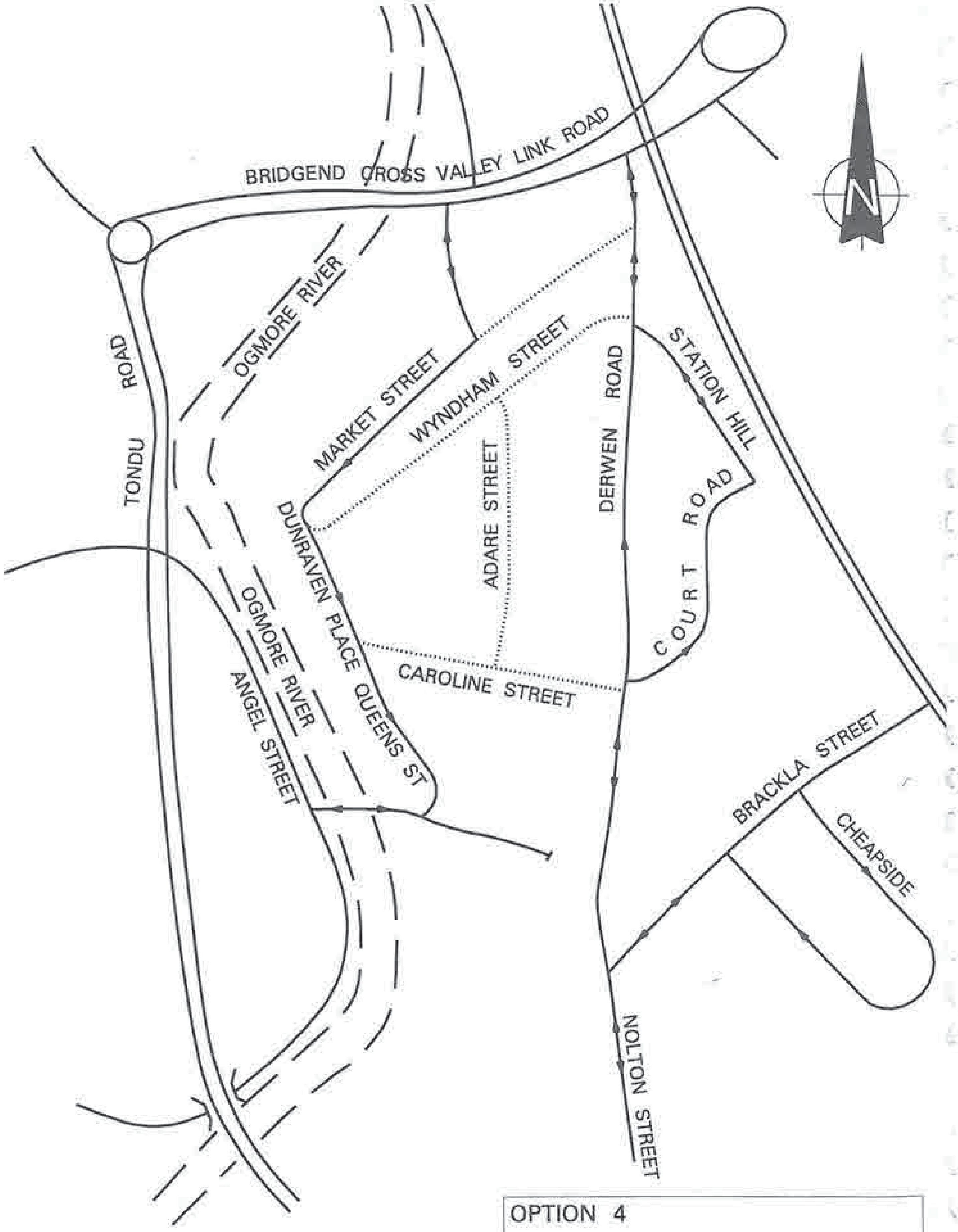


NOTES

1. Flows are one way in direction where indicated.

2. Traffic figures have been produced from the Mid Glamorgan traffic model with factors applied to adjust for zero growth and to produce daily traffic flows.

OPTION 3 PREDICTED TRAFFIC BRIDGEND TOWN CENTRE STUDY	
50528	FIGURE 4



OPTION 4
BRIDGEND TOWN CENTRE STUDY
50528 FIGURE 5

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APPENDIX G

BRIDGEND TOWN CENTRE STUDY

CULTURAL INITIATIVES

EXAMPLES OF CULTURAL INITIATIVES IN WELSH TOWNS

CONTENTS

1. SWANSEA MARITIME QUARTER

Swansea's South Docklands were recognised in 1974 as having the potential to become a thriving part of the already popular Swansea Bay. Development proposals centred on the creation of a new Maritime Quarter to provide a harbour and watersports facility which would be complemented by a variety of cultural facilities.

Redundant buildings have found new uses with a warehouse converted to house the City's Maritime Museum, St Nicholas' Chapel is a gallery for artists and craftspeople whilst opposite is the Dylan Thomas Theatre and an artists studio complex.

As well as the tangible support for cultural industries there has also been a commitment to using artists and craftspeople as an integral part of the design process to humanise and uplift the whole area.

2. NEWPORT TOWN ARTIST

Newport in Gwent has employed artists within its Architects Department since 1989, contributing to the character and quality of the town's public spaces. Sculpture in particular has played an important role in adding an interpretive dimension to the urban aesthetic. Aspects of the town's culture, past and present, have been brought to life by an artist's own interpretation, depicting its folklore and history and remembering its heroes.

Sebastien Boyesen worked as Newport's Town Artist in 1993-94 and generated a host of proposals for sculptures, mosaics and street furniture some of which are now in place. The most recent work is of a larger than life bronze sculpture of an ox carrying a bell as a representation of the "Vision of St Gwynllyw". St Gwynllyw founded the church in Newport after a dream in which an ox revealed the site to him. The artist's role as been to celebrate this vision with a sculpture that not only gives it a physical form but also stands as a metaphor for the foundations upon which the town was built.

3. LLANGOLLEN INTERNATIONAL MUSIC EISTEDDFOD

This annual Music Festival has brought more than five million people to Llangollen over the last 49 years. With a population of only 3,500, this small market town becomes a cultural focus for more than 12,000 contestants from fifty countries for six days every July. In addition, 125,000 visitors are accommodated each year with guest houses and hotels at 100% occupancy.

The benefits to Llangollen of hosting the Music Eisteddfod go far beyond the period of the festival itself encouraging people to visit the town throughout the year. The public perception of Llangollen as a tourist destination has encouraged other attractions to base themselves there such as a Motor Museum, Railway Centre, Canal trips and most notable Ectarc, the European Centre for Traditional and Regional Cultures which provides exhibitions, conference facilities and a bookshop.

The key to the success of the Llangollen Festival is its international character and the goodwill that is generated through the meeting of many different cultures in one place. The town has, as a result developed a reputation for fellowship and cultural exchange.

4. MUNI ARTS CENTRE

The Muni is primarily a cinema and theatre which was established in 1990 following the refurbishment of the municipal hall in Pontypridd. It has developed gradually over the last six years to provide a very varied programme of film, theatre and music. Having identified its audience and established a following, the Muni has a clear idea of who it is serving; however, it deliberately uses its popular shows to subsidise more experimental activities from time to time. The Centre also benefits from an arms length relationship with the local authority, Rhondda Cynon Taff, which subsidises its activities.

It is important to understand that the Muni is not just importing its culture from outside; many of the live events that take place there are generated within the local community and include theatre, music, exhibitions, children's activities, Welsh language events, workshops/classes and literature events.

The ultimate result of this huge range of activities is a thriving and vital cultural presence in the very heart of Pontypridd which is available to the public from 9am to midnight.

APPENDIX H

BRIDGEND TOWN CENTRE STUDY

CONSULTATIONS

CONTENTS

BRIDGEND TOWN CENTRE STUDY

AGENDA FOR PUBLIC CONSULTATION MEETING
5TH OCTOBER 1995

1. INTRODUCTION OF TEAM MEMBERS.

Ed Colgan **Martin Pelley** (Traffic & Highways)	Ove Arup & Partners. Cambrian Buildings, Mount Stuart Sq., Cardiff CF1 6QP. 01222 473 727
Mark Smith (Retail & Planning)	Ove Arup & Partners. 13 Fitzroy St., London W1 6BQ. 0171 636 1531
Robert Camlin **Paul Shirley Smith** (Landscape & Urban Design)	Camlin Lonsdale. Parc Bach, Llangadfan, Y Trallwng, Powys SY21 OPL. 01938 820 492.

2. OBJECTIVES OF STUDY.

   Brief explanation of consultants' brief for the town centre study.

3. DISCUSSION.

   Discussion of the relevant background to the study as seen by consultees. See attached 'Questions for discussion'.

4. RESPONSES AND RECOMMENDATIONS

   Summary of discussion by consultant team to go forward for incorporation within the project background.

5. ANY OTHER BUSINESS

   Any further areas of interest or concern to consultees which may be relevant to the study.

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BRIDGEND TOWN CENTRE STUDY

QUESTIONS FOR DISCUSSION

ASSETS :	What are the town's particular assets? What aspects of the town are worthy of pride or celebration?
PROBLEMS :	What existing problems or possible future problems prevent the town centre from fulfilling its potential as a place - to live - to work - to trade - to visit
LANDMARKS :	Does the town possess any landmarks of significance? Are these physical landmarks or cultural landmarks?
PLACES :	Where are the important places in the town centre? What are their functions and why are they important?
BOUNDARIES :	Where does the town centre stop and the rest of the town begin? What is the difference between the town centre and the rest of Bridgend?
CHARACTER :	What are the characteristics of a typical Bridgend road, street, or square?
ACTIVITY :	What do people do in the town centre now? Why do people go there? What might they do there in the future that they don't do now?
OPEN SPACE :	What type of open space exists in the town centre now? - What is it for? - Who uses it? - Could it be improved and if so, where or how? - Could open space provision be expanded and if so, where and for what purpose?
ASPIRATIONS	If Bridgend were to change, what sort of town would it like to be? Do other towns provide useful models or examples?

BRIDGEND TOWN COUNCIL
(REGENERATION COMMITTEE)

REGENERATION

OF

BRIDGEND TOWN

CENTRE

APPENDIX A

PROJECT BRIEF

The key objectives of the project are:-

a) To build upon and enhance the special character and strengths of Bridgend.

b) To analyse the commercial and retail trends, and consider a viable and future role for the Town Centre economy.

c) To contribute to the assessment of the scope for improved traffic management, better accessibility including car parking, and improved pedestrian safety, security and convenience.

d) To capture the imagination of local people and attract co-operation and sponsorship from a wide range of public, private and voluntary sector organisations as well as the community

e) To set out a strategy for the improvement of the Town Centre with priorities for action.

f) To give particular emphasis to the means of implementation and sources of finance.

g) To act as a catalyst in encouraging practical solutions in the short, medium and long term.

STRENGTHS

Non Seasonal

Captive Population Local Catchment

Access (good rail and motorway links)

Countryside Setting

Expanding and Modern Technical College

Industrial Estates

Good Housing Base/Wide Market

Heritage Coast

Tourism - Porthcawl

Newbridge Fields

Leisure Facilities

Annual Model/Craft Show

Potteries

WEAKNESSES

Poor Tourist Reception & Town Promotion

Widely Spread Shopping Facilities

No Central Town Space

Traffic (pedestrian conflict)

Cardiff's Strength

Swansea's Strength

Town Centre Policing

Lack of Shopper Facilities & Poor Signage

Servicing Main Street

Lack of Capital Investment

Dereliction (Elder Street)

Car Park Fees

Few Major Stores

Few Quality Stores

Poor Night Time Image

Limited Arts Facilities

OPPORTUNITIES

Traffic Management & Space Management

Smaller Specialised Retail Units (i.e. Carmarthan)

Town Twinning Festivals

Improved Car Parking & Signage

European Funding

Pedestrian Priorities - Servicing But No Through Traffic

Development of Further Education Facilities

Preservation and Enhancement of Architecture and Built Heritage

Welsh Crafts Centre

Welsh Arts Centre

Welsh Heritage Centre

Local Government Re-Organisation

Gaining Multiple Retailers

Multi Arts Venue

Eisteddfod

Riverside Location

THREATS

Out of Town Retail Developments

Success of Cardiff/Swansea

Car Park Charges

Non Adherence of Planning Policies

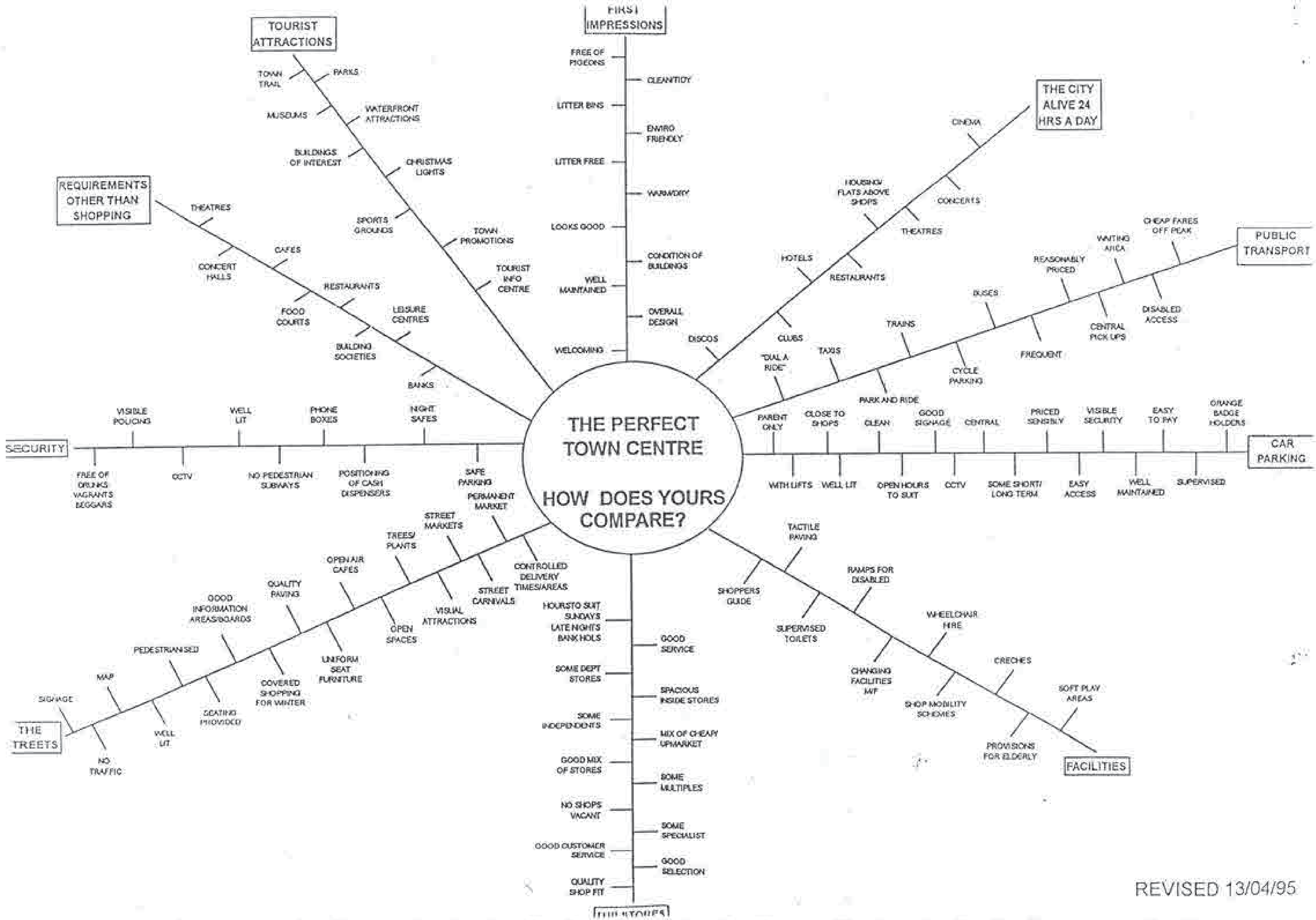
Law and Order Decline

Decline in Industrial Base

Local Government Re-Organisation

Lack of Vision

Loss of Multiple Retailers


THE PERFECT TOWN CENTRE
HOW DOES YOURS COMPARE?
FIRST IMPRESSIONS
FREE OF PIGEONS
CLEAN/TIDY
LITTER BINS
ENVIRO FRIENDLY
LITTER FREE
WARM/DRY
LOOKS GOOD
CONDITION OF BUILDINGS
WELL MAINTAINED
OVERALL DESIGN
WELCOMING
THE CITY ALIVE 24 HRS A DAY
CINEMA
CONCERTS
HOUSING/ FLATS ABOVE SHOPS
THEATRES
HOTELS
RESTAURANTS
CLUBS
DISCOS
PUBLIC TRANSPORT
CHEAP FARES OFF PEAK
WAITING AREA
DISABLED ACCESS
REASONABLY PRICED
CENTRAL PICK UPS
BUSES
FREQUENT
TRAINS
CYCLE PARKING
TAXIS
PARK AND RIDE
"DIAL A RIDE"
CAR PARKING
ORANGE BADGE HOLDERS
SUPERVISED
EASY TO PAY
WELL MAINTAINED
VISIBLE SECURITY
EASY ACCESS
PRICED SENSIBLY
SOME SHORT/ LONG TERM
CENTRAL
CCTV
GOOD SIGNAGE
OPEN HOURS TO SUIT
CLEAN
WELL LIT
CLOSE TO SHOPS
WITH LIFTS
PARENT ONLY
FACILITIES
SOFT PLAY AREAS
PROVISIONS FOR ELDERLY
CRECHES
SHOP MOBILITY SCHEMES
WHEELCHAIR HIRE
CHANGING FACILITIES M/F
RAMPS FOR DISABLED
SUPERVISED TOILETS
TACTILE PAVING
SHOPPERS GUIDE
THE STORES
HOURS TO SUIT SUNDAYS LATE NIGHTS BANK HOLS
GOOD SERVICE
SOME DEPT STORES
SPACIOUS INSIDE STORES
SOME INDEPENDENTS
MIX OF CHEAP/ UPMARKET
GOOD MIX OF STORES
SOME MULTIPLES
NO SHOPS VACANT
SOME SPECIALIST
GOOD CUSTOMER SERVICE
GOOD SELECTION
QUALITY SHOP FIT
THE TREETS
SIGNAGE
NO TRAFFIC
MAP
WELL LIT
PEDESTRIANISED
SEATING PROVIDED
GOOD INFORMATION AREAS/BOARDS
COVERED SHOPPING FOR WINTER
QUALITY PAVING
UNIFORM SEAT FURNITURE
OPEN AIR CAFES
OPEN SPACES
TREES/ PLANTS
VISUAL ATTRACTIONS
STREET MARKETS
STREET CARNIVALS
PERMANENT MARKET
CONTROLLED DELIVERY TIMES/AREAS
SECURITY
FREE OF DRUNKS VAGRANTS BEGGARS
VISIBLE POLICING
CCTV
WELL LIT
NO PEDESTRIAN SUBWAYS
PHONE BOXES
POSITIONING OF CASH DISPENSERS
NIGHT SAFES
SAFE PARKING
REQUIREMENTS OTHER THAN SHOPPING
THEATRES
CONCERT HALLS
CAFES
FOOD COURTS
RESTAURANTS
BUILDING SOCIETIES
LEISURE CENTRES
BANKS
TOURIST ATTRACTIONS
TOWN TRAIL
PARKS
MUSEUMS
WATERFRONT ATTRACTIONS
BUILDINGS OF INTEREST
CHRISTMAS LIGHTS
SPORTS GROUNDS
TOWN PROMOTIONS
TOURIST INFO CENTRE
REVISED 13/04/95

BRIDGEND CIVIC TRUST

Bridgend Regeneration

Submission to Camlin Lonsdale / Ove Arup

October 1995

Preamble.
The start of the decline of Bridgend as an prosperous market town appears to have coincided with the demolition of two of its most attractive buildings, the Town Hall and the Indoor Market, in the early 1970's. Since that time 'progress' has meant less of the old characterful and more of the new characterless. This has led, with exceptions, to the decline of the better quality shops. The threat of the Pines development at Cefn Hirgoed and other 'out-of-town' shopping areas promises to make things even worse.
However there are still a number of features and buildings worth hanging on to and enhancing. Amongst these are the Old Stone Bridge, the Library, the Chest Clinic and of course the River (despite the ministrations of the Water Board about 10 years ago).
Bridgend currently is not a pleasant place. It is clogged with traffic, it is dangerous to cross the road, there is nowhere to sit, ugly traffic signs abound and it is an artistic and creative desert.
Thus the regeneration proposals by Mid-Glamorgan County Council, Ogwr Borough Council and the WDA are welcome and not before time.
The Bridgend Civic Trust wishes to offer ideas, support and constructive criticism to the Consultants and Designers appointed.

Civic Trust.
The Bridgend Civic Trust, in its short history, has devoted much of its time and energy into formulating ideas on how Bridgend can be improved and brought back to life. We offer a summary of these here.

Proposals.
Our view is that the attack must be three-pronged :

1. **Clean up the Town and make it safe, attractive and traffic-free.**
2. **Encourage the Cultural side of life in the Town.**
3. **Attract First Class Retailers to the Town Centre.**

No attempt has been made in this paper to cost any of the proposals. We feel that our brief at this moment is to come up with ideas.

1. Clean up the Town and make it safe, attractive and traffic-free.

Pedestrianisation.
This must be carried out first. It can be achieved, to a large degree, by removing traffic from most of the streets in the Town. With the completion of the Cross Valley Link Road and the removal of the Embassy Bridge, it will be possible to convert Market Street, Wyndham Street, Caroline Street, Adare Street, Elder Street, Cross Street, Queen Street and Dunraven Place into a 'Pedestrian-only' zone. **We can see no reason why any of these streets should need to carry through traffic.** Our proposal would be that service vehicles could access these streets before 10 am and after 5 pm Monday-Friday as has been achieved in other towns. Access could also be provided for 'orange sticker' vehicles in the same hours. Emergency services would obviously get access as and when required.
This pedestrianisation would, at a stroke, remove from the Town Centre all the noise, dirt, danger and unsightly traffic signs. It would also free up for enhancement the three most important areas of the Town, **Adare Street, Dunraven Place** and **Elder Street**.

Traffic Flow.
At the same time, we would propose that Derwen Road and Nolton Street should be 'one-way' along the entire length southbound. This would give good access to the Rail Station and would have the effect of unblocking Nolton Street where illegal parking is currently prevalent.

Car Parking.
To avoid unnecessary cross town driving by people wishing to visit the town, carparks must be provided at each arrival point near to the town. Our suggestions are for free carparks on the Brewery site, on the land adjacent to the petrol station at the top of Brackla Street and on the YMCA site which we understand will be vacated soon.

Taxis.
In place of the multitude of small taxi ranks, we would encourage taxis to park out of town and be summoned by radio or telephone. To this end we would like to see the installation of free taxi phones in many areas of the town centre similar to those in supermarkets presently. In addition to the rank at the Rail Station, small ranks could be allowed in Cheapside and the top end of Market Street.

Buses.
We are still not convinced that the Bus Station is in the best position. Our preferred location is on the current car park in Brackla Street behind the Co-op store. A footpath could very easily be provided from there to the Rail Station between the Telephone exchange and Court Road thus encouraging creation of an integrated public transport system. Most buses would access this from the Cross Valley Link Road using Tremains Road and Brackla Street. A multi storey carpark could then be provided on the current Bus Station site with the possibility of Taxis using the ground floor.

Adare Street.
In our view Adare Street strongly lends itself to being Arcaded. A glass roof over the street would bring this to life all the year round. Many activities including Street Theatre would then be attracted, thus bringing it to life.

Dunraven Place.
With the removal of traffic, due to the demolition of the Embassy Bridge, a marvellous opportunity is presented to create something really special in Dunraven Place. This is really the only large open space within the Town Centre boundary. If the whole of this is pedestrianised, as we have previously suggested, then there will be a large area from the River to Barclays Bank that can really bring vitality into the Town if properly treated. How about a bandstand, a garden, seating and even a water feature. This opportunity must not be missed.

Elder Street / Cross Street.
This centre of town area is sadly run down. It contains some of the oldest cottages still in existence. Its potential was badly damaged by the construction of the shops on the site of the old Ship Hotel when no thought appears to have been given to the back of those shops, now ugly loading bays. This area has one of the greatest needs for improvement. We feel that this can only be achieved by a high degree of co-operation between the owners of the buildings, the land and the skills of the landscape architects.

Other Items.

Riverside Walk. In many towns the River is a feature to be admired. In Bridgend this is patently not the case at present. Suggestions have been made to create a walkway along the Town side of the River from the Old Stone Bridge to The Rhiw. Our feeling is that this should have been done when the Riverbanks were being heightened and strengthened some years ago. It may now not be technically possible due to the proximity of buildings to the river walls. However it still worth investigating. Great efforts must be made, in partnership with the NRA, to soften the harsh concrete walls of the canal they created.

Toilets. Currently there is a shortage of Toilets in the Town. More must be provided in all areas. Any designs should be discrete but 'user friendly'.

Bicycles should be encouraged by the provision of proper parking bays to which they can be locked. Currently people have to lock their bicycles to lampposts, railings or street signs often causing obstructions.

Street Furniture and Materials. Great care should be given in selecting appropriate designs. Too often in the past out of character materials have been used for new projects.

2. Encourage the Cultural side of life in the Town.

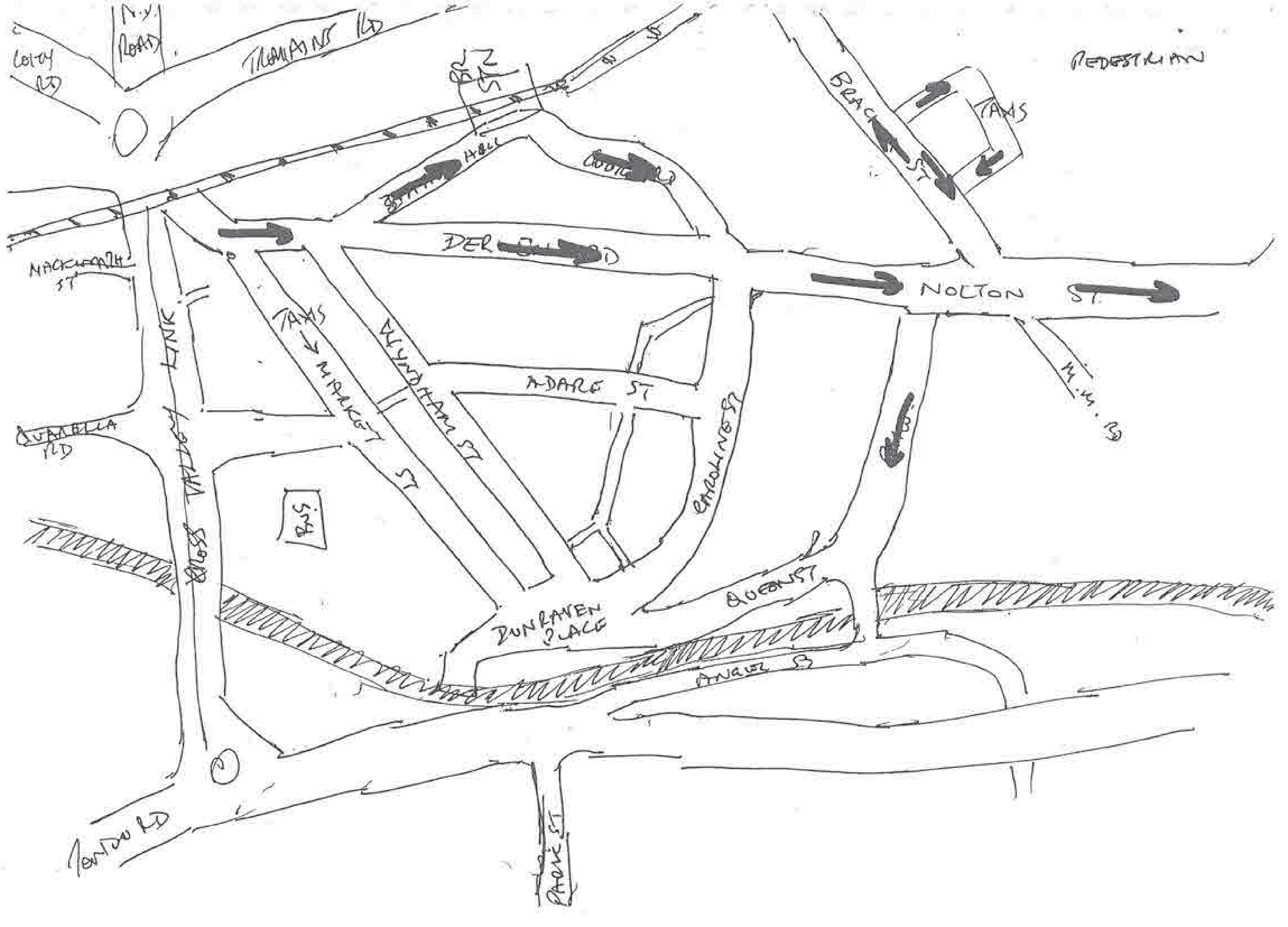
Current Situation.
Bridgend is currently a cultural desert. The only hall (at the Recreation Centre) has bad acoustics and performances are disturbed by the sounds from sporting activities. The only Gallery (on Newcastle Hill) is tiny and is part of a private house. There is no cinema, museum, exhibition gallery or information centre. The Library is too small.

Proposal.
Our contention is that Bridgend desperately need an Artistic Centre. This was forcibly brought home to us recently at a Public meeting that we organised. Speaker after speaker stressed the point.
We have several suggestions how this could be remedied.

1. When phase 2 of the Princess of Wales Hospital is complete, we understand that the old Infirmary buildings at the Bridgend General Hospital will become vacant. These are attractive buildings near to the Town centre with good parking facilities. Use them to created an 'all-in-one' Arts facility combining the Library with a Concert Hall / Theatre / Cinema, a Museum and Exhibition Gallery and Information Centre.
2. Build a new purpose built facility as above on the Brewery site. This could incorporate a new multi-storey car park. Rumour has it that the site may already be earmarked for a new Library.
3. As a smaller project use the existing Library as an Information Centre / Exhibition Gallery / Museum. The Library could move to the Chest Clinic (extended). The Hall would then have to be built elsewhere at a later date, perhaps as part of a Retail development.

3. Attract First Class Retailers to the Town Centre.

This of course is easier said than done. The new Bridgend Council must establish the right tone to attract the 'better' shops to the town. Too many of the current larger stores are of the 'cut-price' variety, which gives the town a 'cut-price' atmosphere. We think that, when the Regeneration Project is into its stride, a high profile marketing organisation must be set up to attract *'quality'* shops to the Town centre. At the same time there must be space for them to occupy. It may be necessary to think about which premises currently in the Town Centre are inappropriate and offer them compensation to move to out of town.



N.Y. ROAD
COITY RD
TREMAINS RD
PEDESTRIAN
BRACK ST
TAXIS
NOLTON ST
M.M. B
DERWEN RD
ADARE ST
WYNDHAM ST
MARKET ST
TAXIS → MARKET ST
CAROLINE ST
QUEEN ST
DUNRAVEN PLACE
ANGEL ST
PARK ST
TONDU RD
CROSS VALLEY LINK
MACKWORTH ST
QUARELLA RD
BUS

CHAMBER OF TRADE

Re: Map of Bridgend and C.O.T Logo

OBJECTIVE

Promotion of Bridgend as a shopping Centre,paying particular attention to the transitionary problems for visitors which will invariably accompany the construction of the Cross Valley Link Road.

Strategy

1. Advertisement via leaflet which uses a map of Bridgend reflecting the changing traffic routing through Bridgend, and available parking for visitors.

2. An enlarged version of this map which could be sited in an appropriate framework at 3 to 4 sites in Bridgend. Also to consider such sites at out-of-town sites, e.g. Cowbridge Road Retail Park, Pines Centre, B & Q Area.

Method

This is a C.O.T initiative and no opportunity should be lost to use this platform to encourage other business's to join. Design of C.O.T. logo and slogan is an important aspect of this. The new logo should be employed on this any other demonstrable achievement which the C.O.T. is involved in, e.g. Bridgend Lights?

Leaflet could be A4 3 colour double sided and would need to be in runs of 10K+
As it is of direct benefit to the area, grants may also be available (W.D.A.)
Leaflet should also be supported by advertising for Bridgend Business.
Distribution will be done annually. Advertisers will receive discount on following years C.O.T. subscriptions as incentive on receipt of direct debit mandate.

Approach Council Authority where appropriate for free use of sites for enlarged maps e.g. Market, Job Centre outside wall.

Other possible sites for permanent position for enlarged maps or smaller
1. Council Offices
2. Technical College
3. Waste Paper Bins
4. Doctors Surgeries

Leaflets etc. should be available at Tourist Offices, Motorway Services at Sarn and others.

These two sheets are discussion document produced by a C.O.T. member and does not represent C.O.T. policy or views

By hand
5/10/95.

BRAINSTORMING IDEAS UNDER 6 HEADINGS

1. Sources of Finance

The Construction Company/Companies building the link Road

The Council, Welsh Office, W.D.A.

2. Possible Advertisers/Sponsors

Shops in centre of town, certain advertisers spotlighted on maps.

Firms encouraging visitors to area e.g. Hotels, B & B, firms promoting employees to move into area, e.g. on Industrial Estates, Taxi firms, Estate Agents promoting area and its facilities.

Consider

1. Large scale map of Bridgend Centre and/or

2. Access maps showing routes into Bridgend

N.B. Any copyright problems with map, where should edges of maps be?

Would Technical College or any Schools design map for us?

4. Facilities to be highlighted on map

1. Car parks
2. Toilets
3. Phones
4. Bus stops
5. Train station
6. Taxi ranks
7. Doctors

5. Printing

Any contacts among C.O.T. members

6. Logo

Consideration for logo - Not old fashioned, so if using shop image, not the old curiosity shop.

Clear, simple and replicable in different forms and size, one outline not colour dependant.

Promote: BRIDGEND CHAMBER OF TRADE

Slogans: Businesses backing Bridgend

The business community promoting Bridgend
100's of businesses, 1 idea making Bridgend better.
Retail Trades supporting Bridgend.

NOTES OF CONSULTATION MEETING

15th February 1996 at Bridgend Rugby Club, Brewery Fields.

PRESENT

Representatives of Bridgend Town Council.
Representatives of Coity Higher Community Council.
Representatives of Bridgend Chamber of Trade.
Representatives of Bridgend Civic Trust.
Representatives of Bridgend Town Womens Guild.
Simon Heggarty

Ed Colgan, Ove Arup & Partners.
Robert Camlin and Paul Shirley Smith, Camlin Lonsdale.
Ian Metcalfe, Cook and Arkwright.

PRESENTATION

EC and RC briefly described the research and contextual studies which the consultant team has carried out and presented the principal ideas contained in the interim proposals.

DISCUSSION

CULTURAL ACTIVITY

- There is a desperate lack of cultural activity in the town.
- Very few people visit the town centre for entertainment (except nightclubs).
- Any new 'arts facility' should be located in the town centre and not outside.
- A specific study could be carried out to determine what would be appropriate successful in Bridgend.

BUILDING CONTROL

- The planning system has not been effective in preventing unsightly/inappropriate development to date - however 'design' is not a criterion for the consideration of a planning application except in conservation areas.
- In some cases the backs of buildings are as important as the fronts, particularly with the new prospects of the town from the BCVL.
- There is a shop front design guide. There should be further funding/advice available, particularly for small businesses/developments where an architect will not be involved.
- 'Quality' should be prescribed in preference to 'style'.

PEDESTRIANISATION

- Pedestrianisation is 'a must' for the improvement of the environment for retail and for life in the town generally.
- A balance must be struck in order that the town centre does not become a 'retail ghetto' which is deserted when the shops are closed.
- A limited traffic flow can 'breathe life' into the town and, to some extent, moderate behaviour in the streets, particularly during non-shopping hours.
- Sophisticated methods of traffic control can be used with variations according to time of day, day of the week etc.

RETAIL

- The strengthening of existing retail is critical to the success of the proposals.
- This will encourage an influx of new retail and other businesses.

CAR PARKING

- Car parking should be as close to the shops as possible.
- However, substantial parking within the centre, as opposed to on the edges, will increase congestion in the shopping streets.
- The expansion of the town centre Southwards and the proposed connection through to Caroline Square would greatly encourage use of the Brackla car parks.
- Before Tesco opened the Brackla car parks were 'full'.

STATION / BUS STATION

- The 'BT site' is a good place for the bus station because it is big enough and could have close links with the train station to form a proper transport interchange.
- Pedestrian access over the railway at the station should be encouraged and could lead to the development of land on the East side as (commuter) car parks.
- It is important to have relatively easy road access to the railway station from outside the town centre.

TAXIS

- The great numbers of taxis seem to be 'a law unto themselves' and are recognised as a problem.
- Taxis do perform an important function and are a part of the way of life in the town.
- The numerous taxis at night are very useful in quickly taking away large numbers of people from potential 'trouble spots'.

NIGHTCLUBS

- Bridgend is a 'nightclub centre'. The associated activities of youths in the town centre at night are a recognised feature of the town.
- This is not altogether negative - in fact it is a very successful entertainment/commercial activity in the town. The town should 'manage' it positively.
- The proposals should encourage a greater mix of 'after hours' activity and people.

RESIDENTIAL PROPERTY IN TOWN CENTRE

- Residential development in the town centre should be encouraged.
- Many premises in the town centre have vacant/underused upper floors.
- The town centre is presently not an attractive place to live - traffic, hooligans etc.
- Car ownership needs careful consideration - a balance must be struck with traffic congestion and parking.

GROWTH OF THE TOWN

- The town has grown and is growing very quickly.
- However, many of the new residents work, shop and are entertained elsewhere.

TOWN CENTRE MANAGEMENT

- The town centre should be 'managed'.
- The town centre is in ever increasing competition with very substantial retail parks, malls etc., each of which has a very active and commercial manager. Bridgend must adopt respond to this in order to survive and expand.

IMAGE PROBLEM

- The town has a severe 'image problem'.
- 'Everyone here' knows that the town centre has great potential but outsiders do not have a positive impression of Bridgend.
- The town must market itself vigorously but must 'feel good about itself' to do so.
- The completed BCVL itself might not improve the 'image problem' but the benefit of reduced traffic in the town centre streets should help a great deal.

BEHAVIOUR IN PUBLIC SPACES

- It should be part of the strategy for the town centre to make proposals which encourage good behaviour and mitigate/withstand bad behaviour.

LONG TERM PLANNING

- There is a perceived lack of successful long term planning in Bridgend.

ELDER STREET YARD

- A good place to begin the revitalisation of the town centre, given that it is at the heart and is well connected to the surrounding streets.
- Land ownership, legal matters, access and development on adjacent sites make the generally desired type of small scale development with attractive outdoor spaces quite problematic.

DUNRAVEN PLACE FOOTBRIDGE

- There is concern about the design for the bridge.
- The consultant team is discussing the bridge with the client group.

PROPOSED TOWN GARDENS

- There is a marked lack of green public open space in the town centre.
- The town gardens would be a great improvement in the town.

DISRUPTION DUE TO CONSTRUCTION WORKS

- Disruption caused by the BCVL and these town centre proposals would continue for years and could cause a significant number of retail businesses to fail.
- However, the alternative (not carrying out extensive works) would be disastrous.
- The BCVL works have continued with minimal disruption to date.
- The proposals as presented are mainly insertions into the existing fabric of the town (little demolition) and so entail moderate disruption when compared with what would be achieved.

FUNDING

- The costs involved for the entire proposals are 'not massive' yet the proposals represent 'massive potential'.
- What grant funding is available?
- Funding should be available.

CONCLUSIONS

- In principle the proposals are supported in full by the meeting.
- The strategy should be carried forward in full and even developed further. A 'fall-back' position should not be adopted.
- The proposals represent a vision for Bridgend which has not been seen before. This vision should be adopted by the town and marketed vigorously.