



# Newmarket

## TOWN COUNCIL

### NEWMARKET TOWN CENTRE VISION QUESTIONNAIRE

#### INTERESTED IN THE FUTURE OF NEWMARKET?

We, the Town Council, are determined to work with our residents, the newly formed Traders Association, the racing industry and many other organisations to develop Newmarket as we would all like.

**The public said we needed better playing facilities for the youngsters; we have refurbished the Memorial Gardens play area.**

**The public said we needed better sports facilities for all; we have opened a new sports pavilion on the Severals together with a new cricket pitch in association with Darley.**

**The public said we should do something about the Memorial Hall; we are in the process of refurbishing it.**

**The public have said that we ought to have a vision for the future of the Town Centre; we have compiled this questionnaire to seek your views in order to write one.**

The next stage in preparing the Vision is to draft a document that takes into account the points made during this consultation and adopt it at a full Town Council meeting. It is hoped that Forest Heath District and Suffolk County Council will take note of our Vision. Indeed it is hoped that FHDC will adopt it formally as Supplementary Planning Guidance; that is something they have to take note of in all future planning decisions.

#### PRESENTATION OF THE TOWN CENTRE

We are keen to improve the presentation of the town centre; that is its appearance, attractiveness (to shoppers, visitors, business people and residents), functionality and environment.

**1 What is your first impression of Newmarket town centre?**

*Tick all that apply*

- Attractive
- Scruffy
- Untidy
- Welcoming
- Utilitarian
- Other .....

**2 What improvements to the High Street would you support? Tick all that apply**

- None
- Pedestrianised
- More pedestrian crossings
- Fewer pedestrian crossings
- Encourage traffic to use an alternative route
- Other .....

**3 How would you like Newmarket's street scene to be improved?**

- |                     | More                     | Fewer                    | No change                |
|---------------------|--------------------------|--------------------------|--------------------------|
| A-boards            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tables and chairs   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Street maps         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Finger posts        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Benches             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other comment ..... |                          |                          |                          |

**4 How do you feel about people gathering on the pavement outside pubs and cafes? Tick all that apply**

- Intimidated
- Neutral
- Annoyed
- Supportive if seating provided and no obstruction caused
- Other .....

**5 What improvement would you support being made to the floral displays in the town centre? Tick all that apply**

- None
- Improve existing planters
- Plant trees along High Street (as in The Avenue)
- Put "trees" in the High Street planters
- Increase number of hanging baskets?
- Pave over planted area near Clock Tower
- Tree or large planter at Guineas Bus Station entrance
- Other .....

**6 Do you feel that litter is an issue in Newmarket? If yes how would you like the problem to be addressed? Tick all that apply**

- Litter is not an issue;
- More litter bins
- Bins emptied more frequently
- Street swept more often
- Shops/businesses responsible for own frontage
- Fines and enforcement
- Other .....

**7 Should we control advertising outside shops and businesses?**

- No
- Yes – when excessive or offensive
- Other .....

**8 Do you support the use of event advertising banners in the High Street?**

*Tick all that apply*

- Overhead (ie strung across road)
- Upright (ie on lamp posts)
- Not at all
- Other .....

**9 Would you like to see the wide pavement area near the Clock Tower extended by prohibiting parking on Rutland Hill (outside Rutland Hotel)? This would improve access to Palace Street.**

- Yes – go to Q10
- No, leave as is - go to Q11
- Other .....

**10 If so, would you like to see a suitable statue or other feature placed in this area?**

- No
- Yes A statue
- Yes A water feature
- Yes Other .....

**11 What should be done with the Market Square?**

- Leave as is (Occasional market, otherwise parking)
- Pedestrianisation
- Permanent market
- Permanent parking (ie move market)
- Other .....

**12 Do you think that Night Club advertising in the High Street should be:**

- Banned
- More discrete
- Encouraged
- Other .....

**13 Should shops be allowed to display their wares stacked on the pavement outside?**

- Yes, provided it does not cause an obstruction
- No
- Other .....

14 What else do you think can/should be done to improve the presentation of the town?

**RECREATION**

Newmarket Town Council has recently completed two major community projects: the Memorial Gardens Play Areas and the Severals Sports Pavilion.

15 What other recreational facilities would you like to see in the Town Centre?

*Tick all that apply*

- |               |                          |                         |                          |
|---------------|--------------------------|-------------------------|--------------------------|
| Cinema        | <input type="checkbox"/> | Ice/Roller Skating Rink | <input type="checkbox"/> |
| Bowling alley | <input type="checkbox"/> | Youth Shelter           | <input type="checkbox"/> |
| Internet café | <input type="checkbox"/> | Other (please specify)  |                          |
| Youth club    | <input type="checkbox"/> | .....                   |                          |

16 If these facilities were available, would you come into town more often at night?

- |               |                          |
|---------------|--------------------------|
| Very likely   | <input type="checkbox"/> |
| Quite likely  | <input type="checkbox"/> |
| Unlikely      | <input type="checkbox"/> |
| Very unlikely | <input type="checkbox"/> |
| No            | <input type="checkbox"/> |

**TRANSPORT**

17 Which of the following options to improve the interaction between race horses and traffic in the town would you support?

*Tick all that apply*

- |   |                          |
|---|--------------------------|
| Leave things as they are  | <input type="checkbox"/> |
| Better signs on the way into town to warn of horses and advise of the need to give way to them? | <input type="checkbox"/> |
| Improve horse crossings – give horses priority over cars  | <input type="checkbox"/> |
| Improve horse crossings – introduce traffic light controls at horse crossings.                  | <input type="checkbox"/> |
| Remove horses from the town centre and restrict to horse walks and gallops                      | <input type="checkbox"/> |
| Other .....   |                          |

18 The High Street has limited parking spaces. Would you favour:

*Tick all that apply.*

- |  |                          |
|--|--------------------------|
| More disabled spaces   | <input type="checkbox"/> |
| Limiting all parking to Drop-off and Pick-up only?                       | <input type="checkbox"/> |
| Limiting parking to 15 minutes or some other time limit?                 | <input type="checkbox"/> |
| Reducing taxi rank capacity by providing overflow taxi spaces elsewhere? | <input type="checkbox"/> |
| More rigorous enforcement of parking restrictions in the High Street?    | <input type="checkbox"/> |
| Keep it as is?   | <input type="checkbox"/> |
| Other? .....   |                          |

**19 Do you use the buses in the town?**

a. Yes  go to Q20                      b. No  go to question 21

**20 Would you support: Tick all that apply.**

- Better bus station facilities in the Town Centre?
- Providing bus shelters where possible?
- Providing Real Time Passenger Information?
- Improved passenger security, eg 'Help' facility and CCTV ?
- No improvements
- Other? .....

**21 Would you support any of the following improvements to the Town's rail facilities? Tick all that apply.**

- No improvements
- Better station waiting facilities.
- Better lighting, a 'Help' facility, CCTV and a direct taxi line.
- Better timetable and other passenger information.
- Better signposting from the Station to the Town Centre.
- Improved station car parking

**SAFER NEIGHBOURHOOD**

**22. How often do you visit the Town Centre at night?**

- Most nights                       A few times each year
- Once a week                       Never
- Monthly

**23 How safe do you feel in the town centre is at night?**

- Very safe
- Safe
- Fairly safe
- Unsafe
- Very unsafe

**24 Do you agree that the Town Pastor scheme and SOS bus have made a positive contribution to making the town centre a safer place to visit at night and would you like to see the scheme extended to other nights?**

	Yes	No	Don't know	Not aware of scheme	Extend scheme
Town Pastor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOS Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**BUSINESS, TRADE AND COMMERCE**

**25 The Horseracing industry is the largest employer in Newmarket. Do you support encouraging new businesses from other sectors?**

- No,
- Yes but protect the racehorse industries
- Yes and the racehorse industries should not be protected
- Other .....

**26 If you believe we should encourage new businesses/employment to the town, what sort should they be? Tick all that apply.**

- Tourism and leisure, including hotels, restaurants etc
- Commerce (Office based employment)
- Retail businesses
- Light industry, including IT etc
- Heavy industry
- Other .....

**27 How would you like Newmarket retail opportunities to be improved? Tick all that apply**

- Encourage large national retailers to the town
- Encourage small independent retailers
- Encourage additional cafes
- Encourage additional pubs
- Encourage additional restaurants
- Encourage more betting shops
- Encourage more fast food outlets

**28 What would you do to encourage new business initiatives in the town? Tick all that apply**

- Do nothing
- Promote its historical/sporting associations
- Promote its good transport links
- Promote its proximity to other centres (Cambridge)
- Other .....

**TOURISM & PROMOTION**

**29 How could tourism be further encouraged? Tick all that apply**

- Don't encourage further tourism
- Providing better public amenities
- Encouraging the Home of Horseracing project including the Palace House Gallery
- Improving the Town's profile nationally
- Improving the Town's profile internationally
- Improving the presentation of the Town and its centre
- Better promoting the National Stud and other horseracing amenities
- Other .....

**30 When the Home of Horse Racing and Palace House gallery project is complete, could we further encourage the visitors to stay longer and sample more of the Town Centre by:**

*Tick all that apply*

- Directly linking Palace House with the High Street and thus on to the Guineas by opening an Arcade
- Putting a Tourist Information Centre at the Home of Horse Racing or in the Arcade
- By improving sign posts to the Town Centre via Sun Lane
- By encouraging the opening of more on-street coffee shops and restaurants
- Other .....

**31 For visitors only: Many thousands of people attend the races but relatively few stay to spend money in the town. What could be done to change this?**

*Tick all that apply*

- Nothing; visitors to the races are unlikely to want to stay in the town longer
- Need more hotels/guest houses so they will stay in town
- Need better shops, pubs and restaurants
- Need more attractions in town (eg racing museum, racing art gallery, Home of Horseracing)
- Other .....

**32 For townfolk only: Many thousands of people attend the races but relatively few stay to spend money in the town. What do you think could be done to change this?**

*Tick all that apply*

- Nothing; we don't want more people in the town
- Need more hotels/guest houses so they will stay in town
- Need better shops, pubs and restaurants
- Need to provide other attractions in town (eg racing museum, racing art gallery, Home of Horseracing)
- Other .....

**33 What do you think of Newmarket's reputation as a night-life centre?**

*Tick all that apply*

- Bad; it deters shoppers and residents
- Bad; it deters those wishing to visit the town in the evening
- Good; it brings in visitors
- No different from any other town

**THE MARKET**

**34 How often do you use the market?**

- Rarely
- More than once a week
- Once a week

**35 For what purpose do you primarily use the market?**

- Fresh vegetable shopping
- Other fresh produce (eggs)
- Other please specify .....

**36 Do you agree the Market needs improving?**

- Yes  No

**37 What would encourage you to visit the market more often? .....**  
*Tick all that apply*

- Providing uniform and brighter stalls?
- Moving the market?
- Encouraging better quality product stalls?
- Encouraging more stalls
- Encouraging a wider variety of stalls
- Financial inducements to encourage traders to come for a given trial period together with a concentrated marketing campaign?

**38 Would the following promotions encourage you to use the Market;**  
*Tick all that apply*

- |  |   |
|--|---|
| Music (piped or live) <input type="checkbox"/> | Farmers' Market <input type="checkbox"/>                  |
| Punch and Judy <input type="checkbox"/>        | Continental Market <input type="checkbox"/>               |
| Buskers <input type="checkbox"/>               | Other themed stalls on occasions <input type="checkbox"/> |
| Craft market <input type="checkbox"/>          | Other..... <input type="checkbox"/>                       |
| Charity stalls <input type="checkbox"/>        |   |

**FINANCIAL**

**39 If you are a Forest Heath Council Tax Payer and Newmarket resident, would you be prepared to make a financial contribution through your Council Tax to enable Newmarket Town Council to progress this vision and deliver some of the ideas and suggestions that you have put forward?**

- Yes  No  N/A visitor

**TOWN IDENTITY**

**40 Newmarket is an ancient market town with a well established local industry. How important is it for Newmarket to retain its independent identity?**

- |   |   |
|---|---|
| Very important <input type="checkbox"/>                   | Unimportant <input type="checkbox"/>      |
| Important <input type="checkbox"/>                        | Very unimportant <input type="checkbox"/> |
| Neither important or unimportant <input type="checkbox"/> |   |

41 **How concerned would you be if Newmarket developed into a town providing accommodation primarily for those that work elsewhere (eg Cambridge)?**

- Very concerned
- Concerned
- Neither concerned nor unconcerned
- Unconcerned
- Disinterested

42 **Newmarket’s historical heritage includes, amongst others, Charles II’s Palace, Nell Gwyn’s cottage and the Home of Horseracing. How important is Newmarket’s historical heritage to you?**

- Very important
- Important
- Neither important of unimportant
- Unimportant

43 **It is hoped that the new Palace House art gallery and the proposed Home of Horseracing in the old stables will become world class visitor attractions. Do you think this will be good for the town?**

- Yes, it will encourage more visitors and spending in the town centre
- No, it will encourage more visitors and the town can’t cope with more cars
- Yes, but we will need to improve traffic flow and control
- No, it will be a costly white elephant
- Other .....

44 **Given a ‘Magic Wand’, what would be your first priority to make a short term improvement to the Town Centre?**

45 **Given a ‘Magic Wand’, what would be your first priority to make a longer term improvement to the Town Centre?**

**GENERAL OR OTHER COMMENTS**

## **ABOUT YOU**

### **46 Where do you live?**

- Newmarket
- Nearby village
- Elsewhere

### **47 Age**

- Under 20
- 21-40
- 41-60
- Over 60

### **48 Gender**

- Male
- Female

### **49 Ethnicity / Nationality**

- White
- Black
- Mixed
- Asian
- British
- Foreign National
- Other

### **50 Disability**

- Yes
- No

Thank you for your time and views.

Further copies of this questionnaire can be downloaded from the Newmarket Town Council website or collected from the Town Council Offices.

If applicable, **please return this completed questionnaire to:**

**Town Clerk  
Newmarket Town Council  
King Edward VII Memorial Hall  
High Street  
Newmarket  
Suffolk  
CB8 8JP**