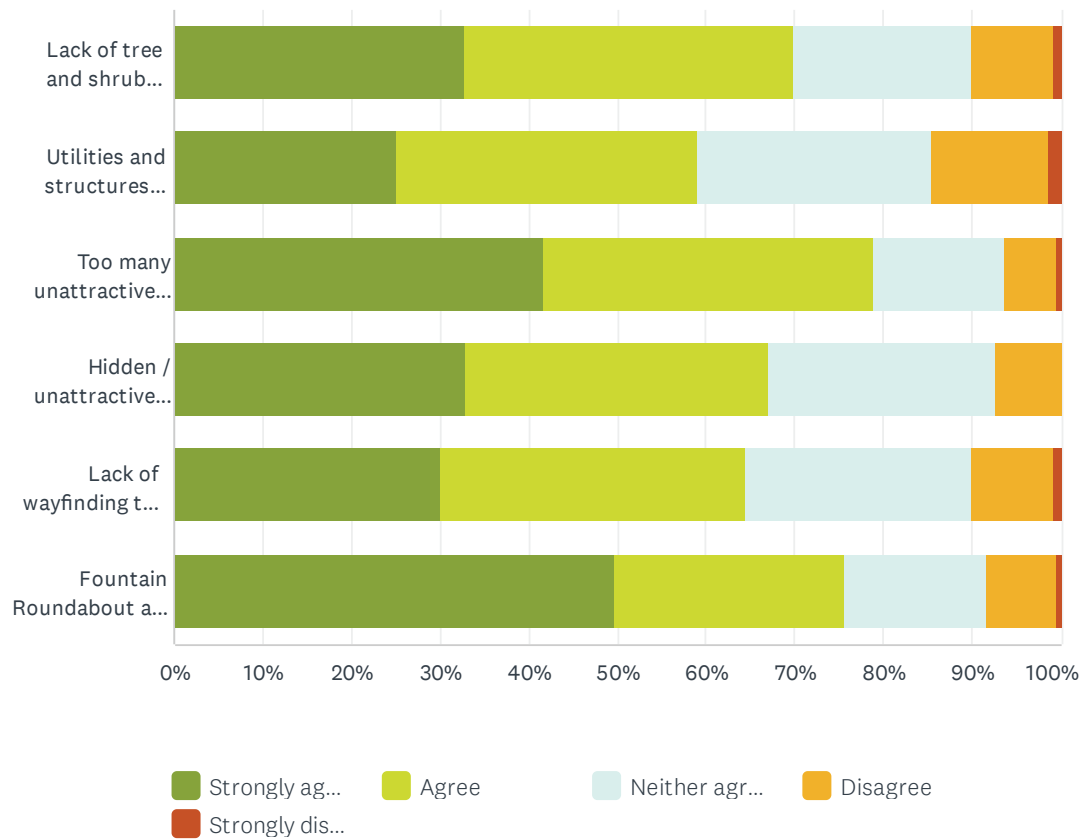


Q4 Do you agree that the current negative features let the High Street down in terms of an attractive, safe and pleasant place to visit:

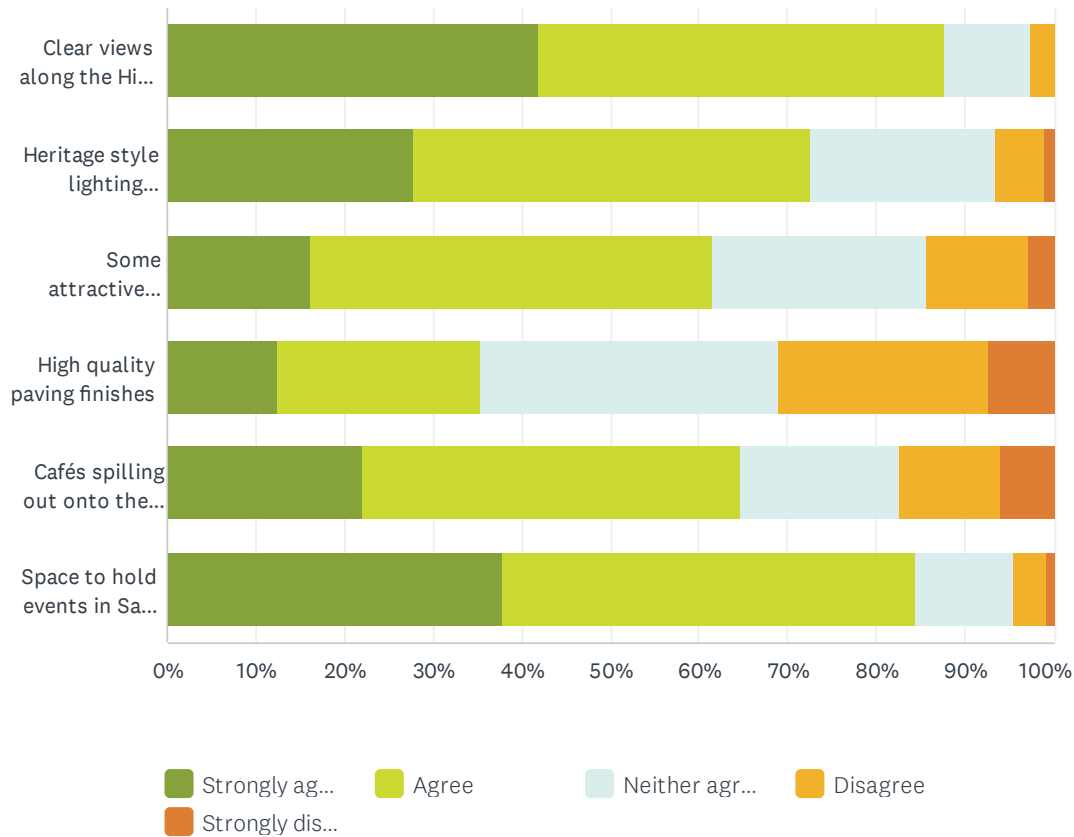
Answered: 221 Skipped: 36



	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Lack of tree and shrub planting in places	32.7% 72	37.3% 82	20.0% 44	9.1% 20	0.9% 2	220
Utilities and structures block access / view of key buildings (e.g. large waste bins outside The Regent Centre, bus stop outside of the library entrance)	25.1% 54	34.0% 73	26.5% 57	13.0% 28	1.4% 3	215
Too many unattractive, bland shop fronts which do not fit within our historical town centre	41.7% 91	37.2% 81	14.7% 32	6.0% 13	0.5% 1	218
Hidden / unattractive pedestrian links to car parks	33.0% 71	34.0% 73	25.6% 55	7.4% 16	0.0% 0	215
Lack of wayfinding to important open spaces and buildings such as Convent walk, Red House Museum, Druitt Gardens, the train station	30.1% 66	34.2% 75	25.6% 56	9.1% 20	0.9% 2	219
Fountain Roundabout and underpass and their impact on the pedestrian route between Bargates and the High Street	49.8% 108	25.8% 56	16.1% 35	7.8% 17	0.5% 1	217

Q5 Do you agree with the current positive features about the Town Centre:

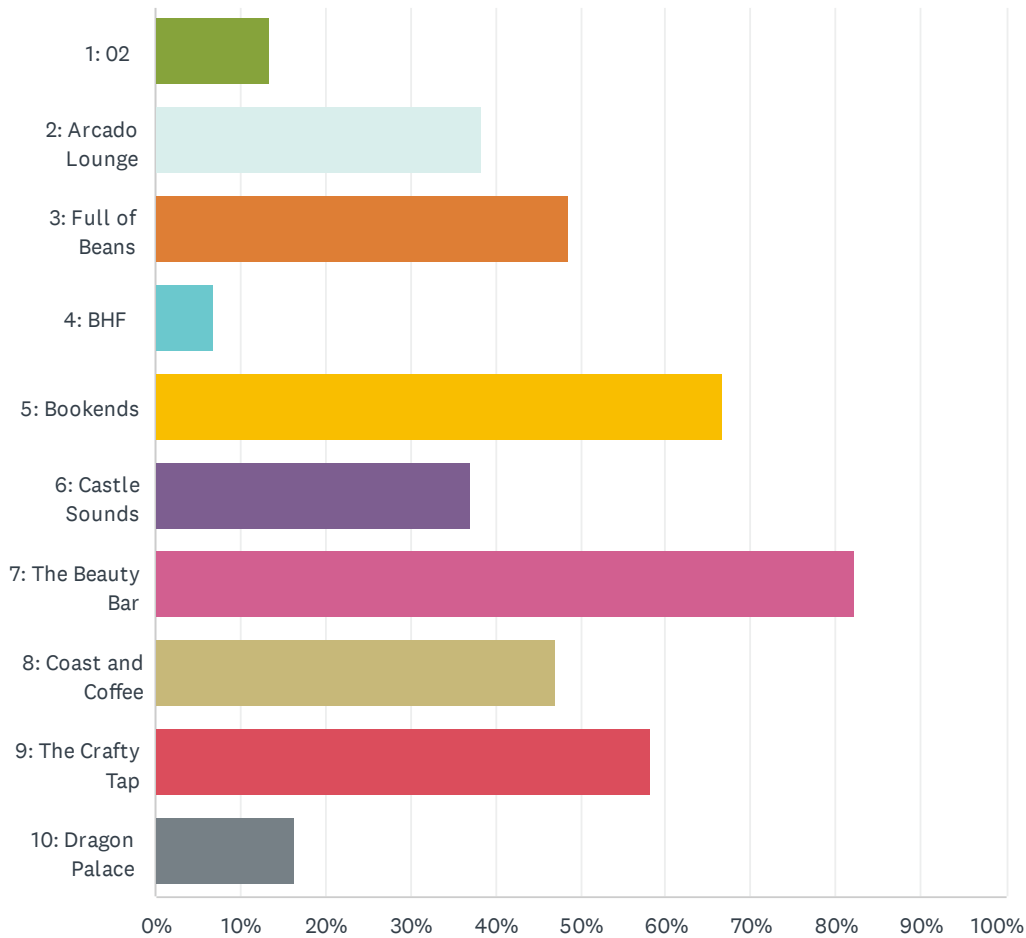
Answered: 220 Skipped: 37



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Clear views along the High Street towards the Prio...	42.0% 92	45.7% 100	9.6% 21	2.7% 6	0.0% 0	219
Heritage style lighting columns	27.8% 60	44.9% 97	20.8% 45	5.6% 12	0.9% 2	216
Some attractive range of retail frontages and architectural styles	16.2% 35	45.4% 98	24.1% 52	11.6% 25	2.8% 6	216
High quality paving finishes	12.6% 27	22.8% 49	33.5% 72	23.7% 51	7.4% 16	215
Cafés spilling out onto the pavements	22.0% 48	42.7% 93	17.9% 39	11.5% 25	6.0% 13	218
Space to hold events in Saxon Square	37.9% 83	46.6% 102	11.0% 24	3.7% 8	0.9% 2	219

Q7 Please select the type of shop fronts that you think contribute positively to the character of the town (click on photos to select).

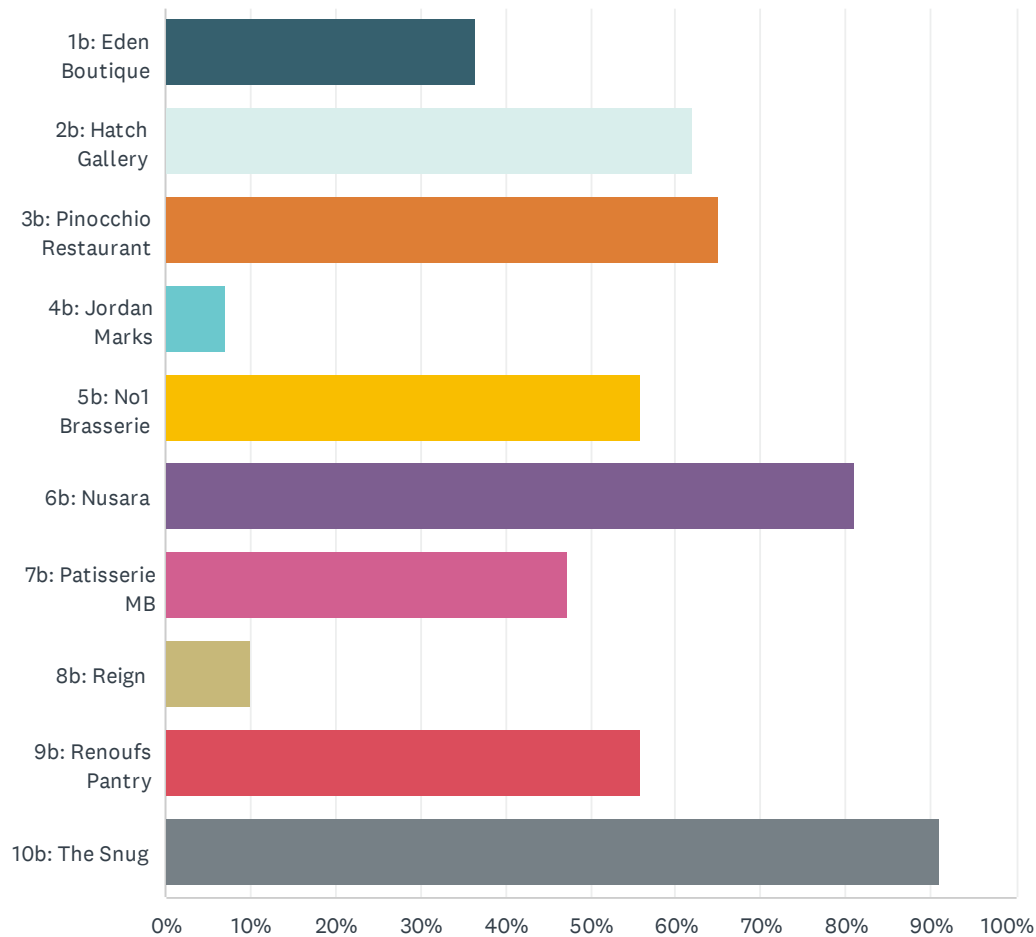
Answered: 208 Skipped: 49



ANSWER CHOICES	RESPONSES	
1: 02	13.5%	28
2: Arcado Lounge	38.5%	80
3: Full of Beans	48.6%	101
4: BHF	6.7%	14
5: Bookends	66.8%	139
6: Castle Sounds	37.0%	77
7: The Beauty Bar	82.2%	171
8: Coast and Coffee	47.1%	98
9: The Crafty Tap	58.2%	121
10: Dragon Palace	16.3%	34
Total Respondents: 208		

Q8 Please continue to select the type of shop fronts that you think contribute positively to the character of the town (click on photos to select).

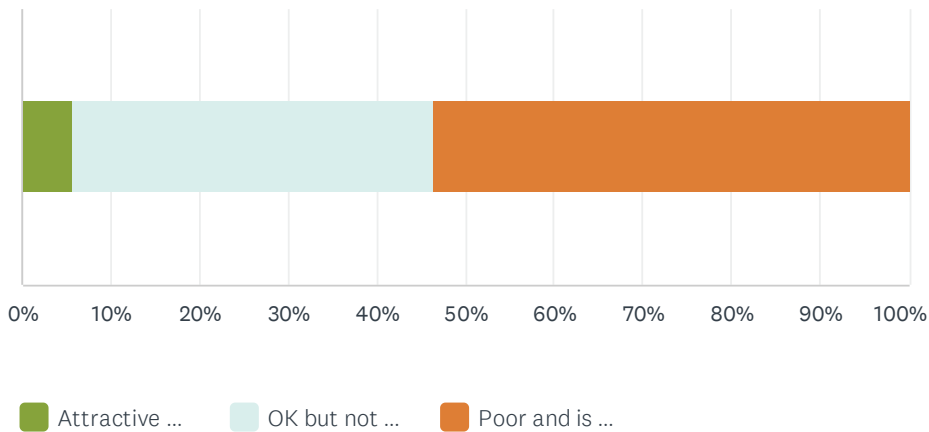
Answered: 211 Skipped: 46



ANSWER CHOICES	RESPONSES	
1b: Eden Boutique	36.5%	77
2b: Hatch Gallery	62.1%	131
3b: Pinocchio Restaurant	64.9%	137
4b: Jordan Marks	7.1%	15
5b: No1 Brasserie	55.9%	118
6b: Nusara	81.0%	171
7b: Patisserie MB	47.4%	100
8b: Reign	10.0%	21
9b: Renoufs Pantry	55.9%	118
10b: The Snug	91.0%	192
Total Respondents: 211		

Q10 Image 1: (O2) - The design of this shopfront is...

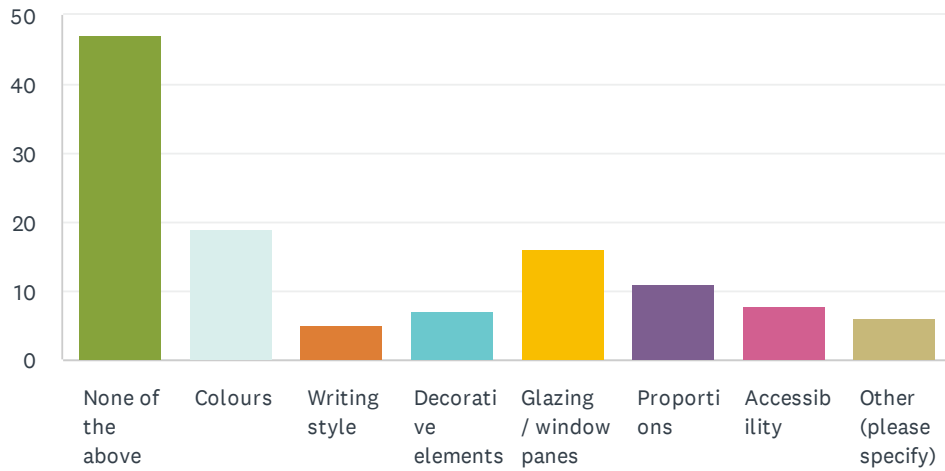
Answered: 86 Skipped: 171



ANSWER CHOICES		RESPONSES	
Attractive and appropriate for Christchurch		5.8%	5
OK but not particularly attractive and appropriate		40.7%	35
Poor and is not appropriate for Christchurch		53.5%	46
TOTAL			86

Q11 Image 1: (O2) - What elements of the shopfront design do you think work particularly well for the above:

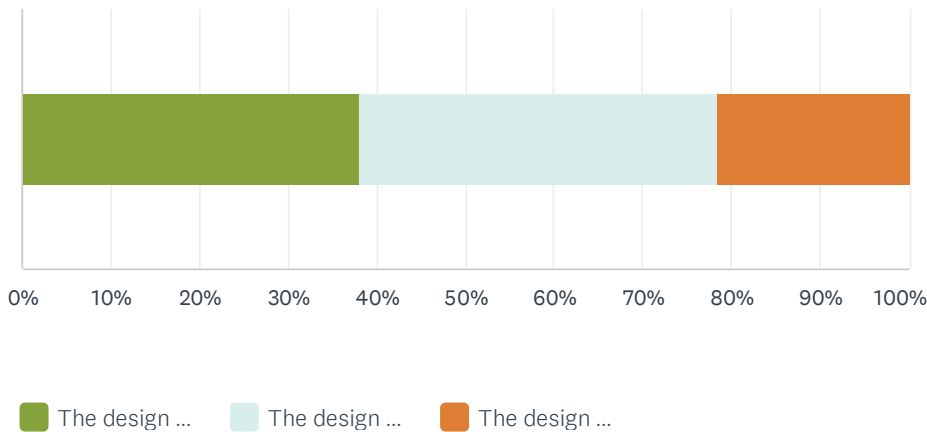
Answered: 86 Skipped: 171



ANSWER CHOICES	RESPONSES	
None of the above	54.7%	47
Colours	22.1%	19
Writing style	5.8%	5
Decorative elements	8.1%	7
Glazing / window panes	18.6%	16
Proportions	12.8%	11
Accessibility	9.3%	8
Other (please specify)	7.0%	6
Total Respondents: 86		

Q12 Image 2: (Arcado Lounge)

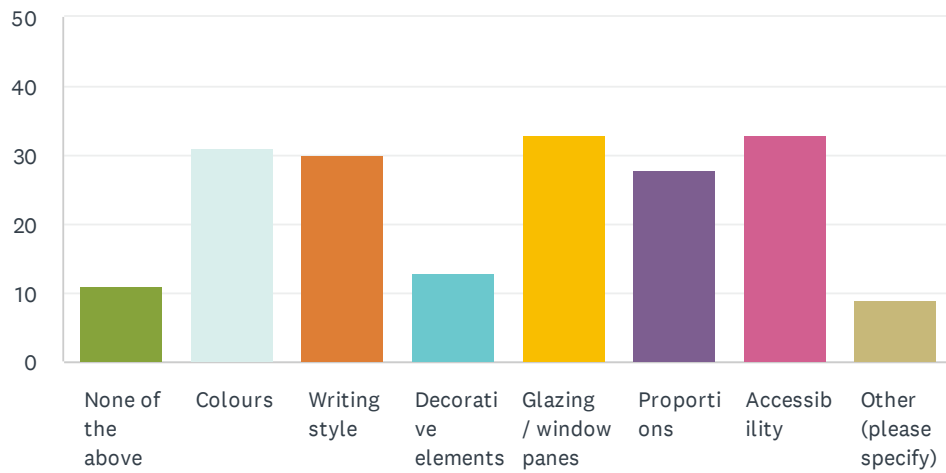
Answered: 84 Skipped: 173



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		38.1%	32
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		40.5%	34
The design of this shopfront is poor and is not appropriate for Christchurch		21.4%	18
TOTAL			84

Q13 Image 2: (Arcado Lounge) - What elements of the shopfront design do you think work particularly well for the above:

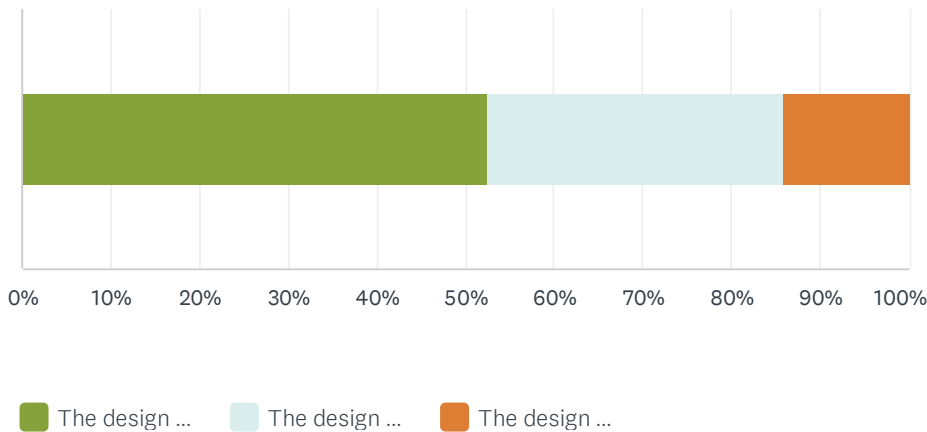
Answered: 84 Skipped: 173



ANSWER CHOICES	RESPONSES	
None of the above	13.1%	11
Colours	36.9%	31
Writing style	35.7%	30
Decorative elements	15.5%	13
Glazing / window panes	39.3%	33
Proportions	33.3%	28
Accessibility	39.3%	33
Other (please specify)	10.7%	9
Total Respondents: 84		

Q14 Image 3: (Full of Beans)

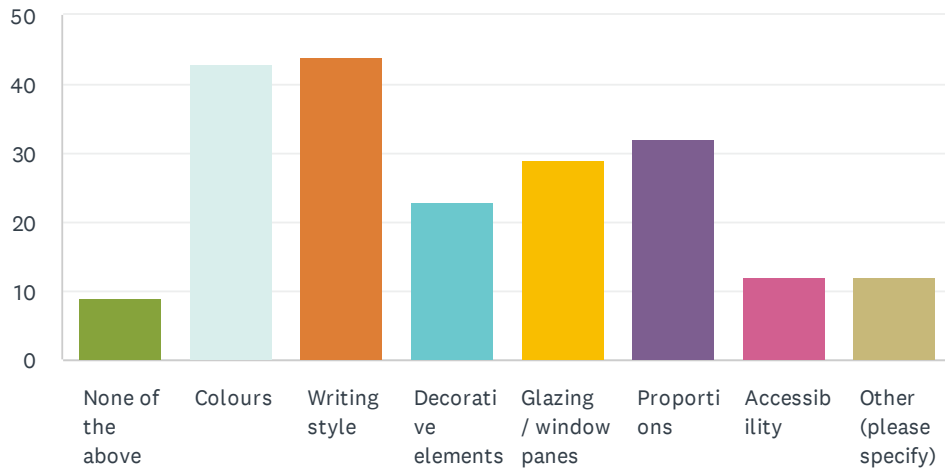
Answered: 78 Skipped: 179



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		52.6%	41
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		33.3%	26
The design of this shopfront is poor and is not appropriate for Christchurch		14.1%	11
TOTAL			78

Q15 Image 3: (Full of Beans) - What elements of the shopfront design do you think work particularly well for the above:

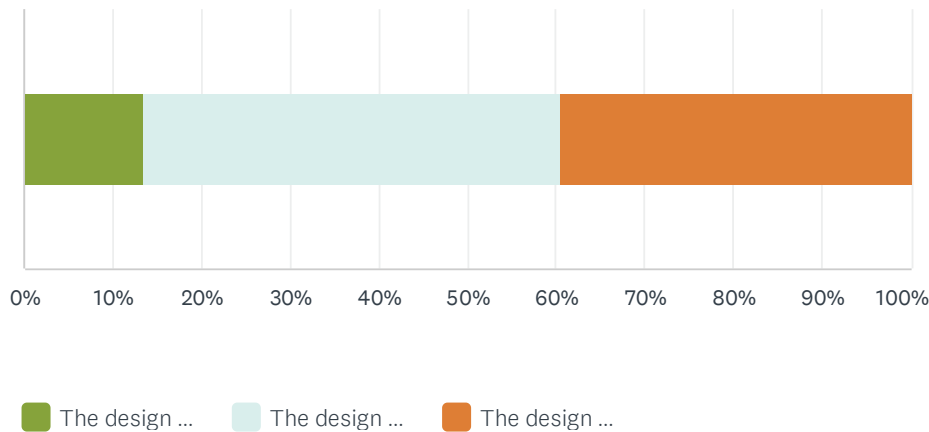
Answered: 82 Skipped: 175



ANSWER CHOICES	RESPONSES	
None of the above	11.0%	9
Colours	52.4%	43
Writing style	53.7%	44
Decorative elements	28.0%	23
Glazing / window panes	35.4%	29
Proportions	39.0%	32
Accessibility	14.6%	12
Other (please specify)	14.6%	12
Total Respondents: 82		

Q16 Image 4: (BHF)

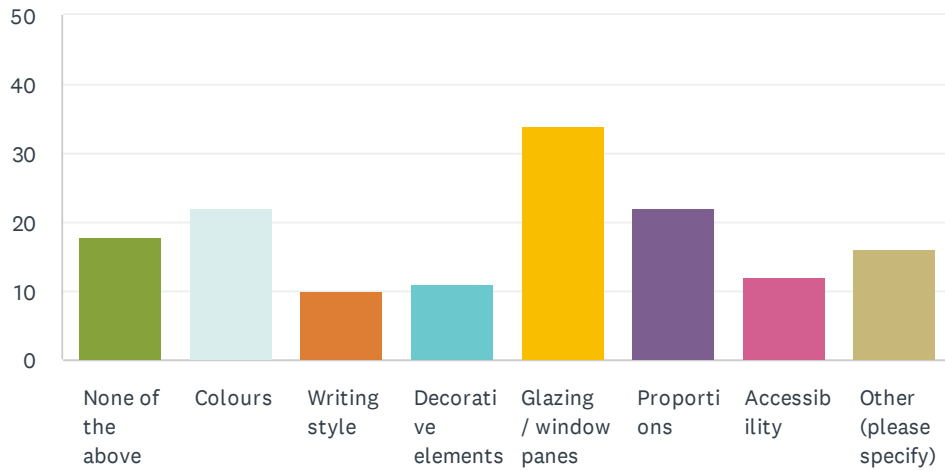
Answered: 81 Skipped: 176



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		13.6%	11
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		46.9%	38
The design of this shopfront is poor and is not appropriate for Christchurch		39.5%	32
TOTAL			81

Q17 Image 4: (BHF) - What elements of the shopfront design do you think work particularly well for the above:

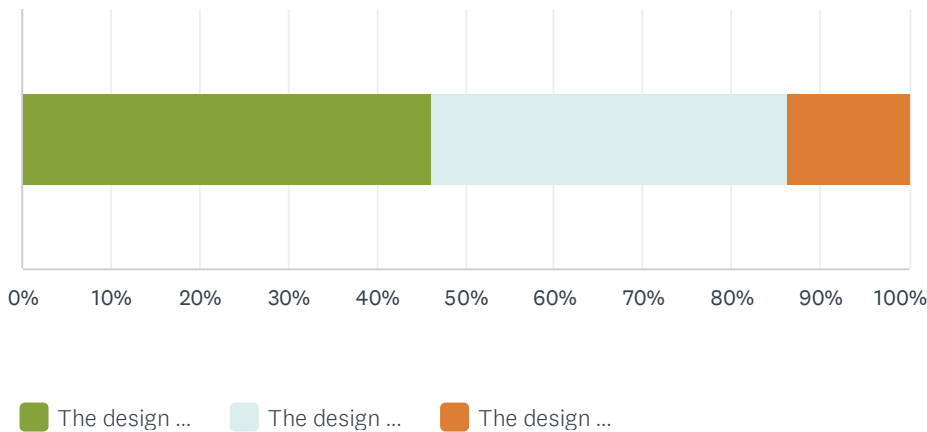
Answered: 81 Skipped: 176



ANSWER CHOICES	RESPONSES	
None of the above	22.2%	18
Colours	27.2%	22
Writing style	12.3%	10
Decorative elements	13.6%	11
Glazing / window panes	42.0%	34
Proportions	27.2%	22
Accessibility	14.8%	12
Other (please specify)	19.8%	16
Total Respondents: 81		

Q18 Image 5: (Bookends)

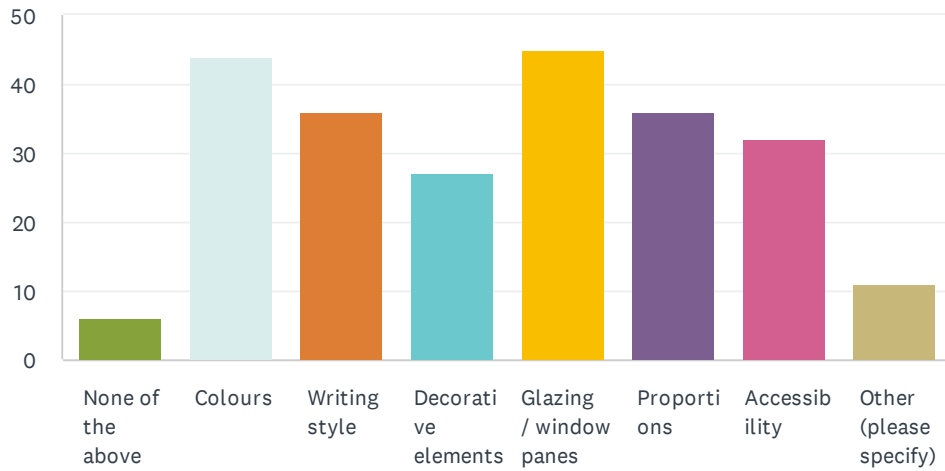
Answered: 80 Skipped: 177



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		46.3%	37
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		40.0%	32
The design of this shopfront is poor and is not appropriate for Christchurch		13.8%	11
TOTAL			80

Q19 Image 5: (Bookends) - What elements of the shopfront design do you think work particularly well for the above:

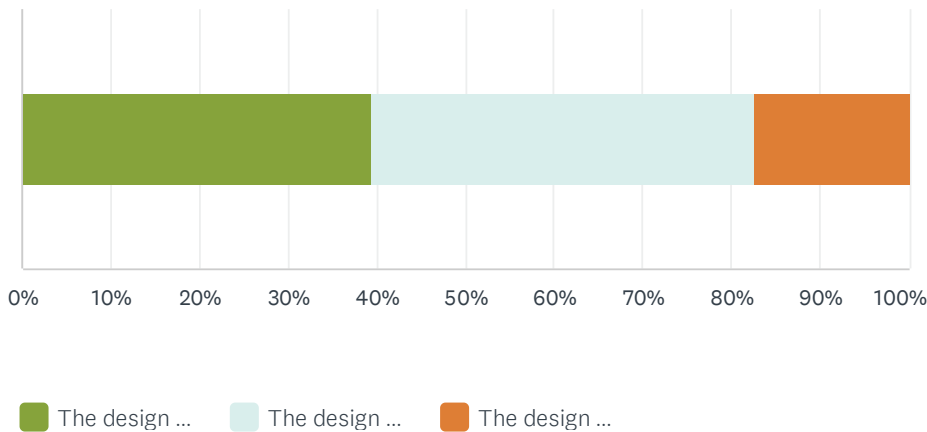
Answered: 82 Skipped: 175



ANSWER CHOICES	RESPONSES	
None of the above	7.3%	6
Colours	53.7%	44
Writing style	43.9%	36
Decorative elements	32.9%	27
Glazing / window panes	54.9%	45
Proportions	43.9%	36
Accessibility	39.0%	32
Other (please specify)	13.4%	11
Total Respondents: 82		

Q20 Image 6: (Castle Sounds)

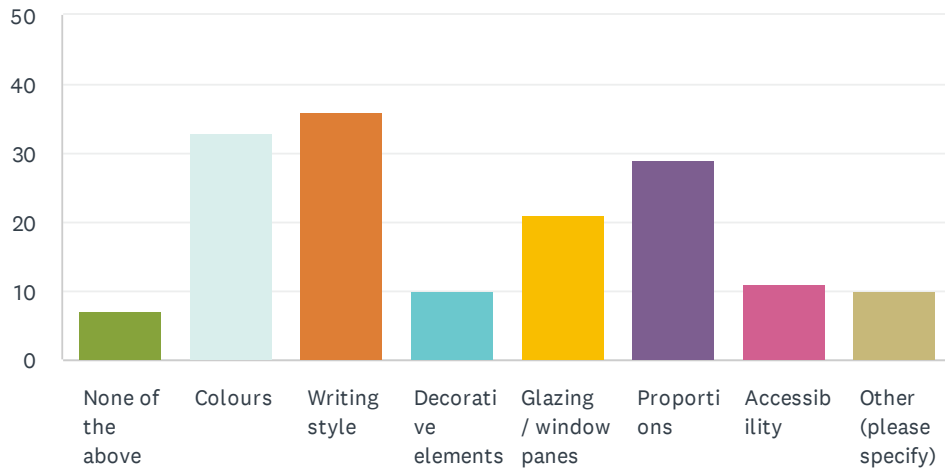
Answered: 81 Skipped: 176



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		39.5%	32
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		43.2%	35
The design of this shopfront is poor and is not appropriate for Christchurch		17.3%	14
TOTAL			81

Q21 Image 6: (Castle Sounds) - What elements of the shopfront design do you think work particularly well for the above:

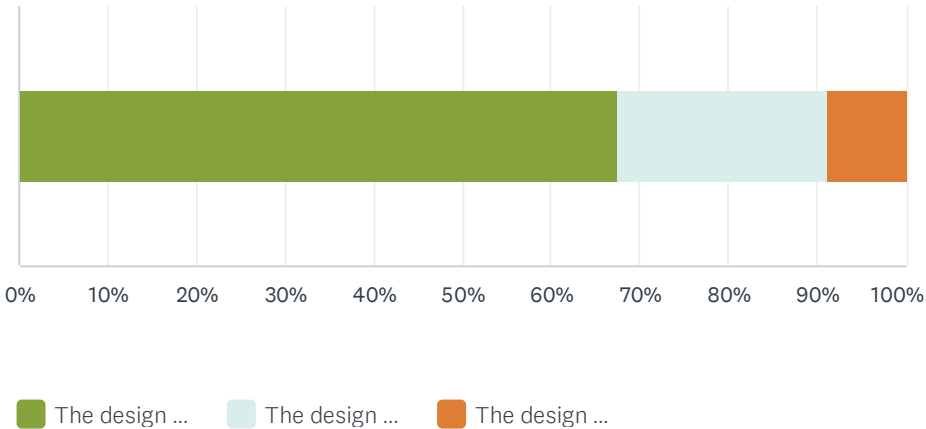
Answered: 77 Skipped: 180



ANSWER CHOICES	RESPONSES	
None of the above	9.1%	7
Colours	42.9%	33
Writing style	46.8%	36
Decorative elements	13.0%	10
Glazing / window panes	27.3%	21
Proportions	37.7%	29
Accessibility	14.3%	11
Other (please specify)	13.0%	10
Total Respondents: 77		

Q22 Image 8: (Coast and Coffee)

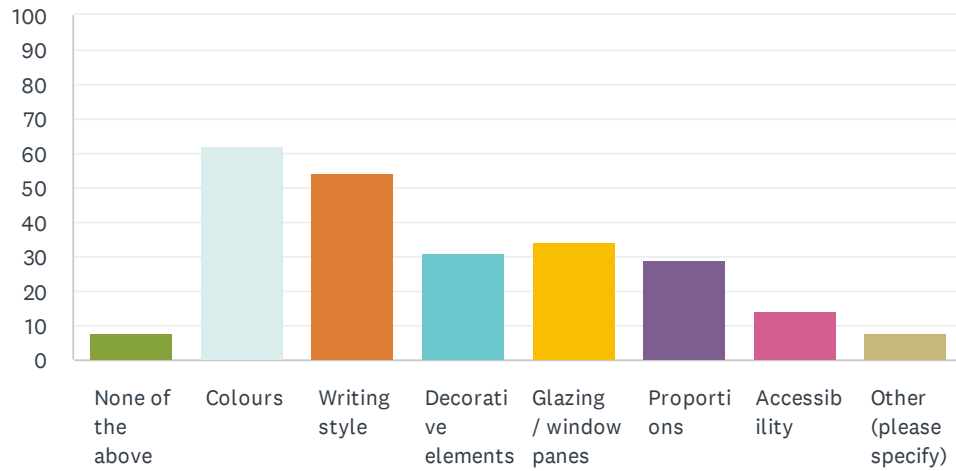
Answered: 80 Skipped: 177



ANSWER CHOICES	RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch	67.5%	54
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch	23.8%	19
The design of this shopfront is poor and is not appropriate for Christchurch	8.8%	7
TOTAL		80

Q23 Image 8: (Coast and Coffee) - What elements of the shopfront design do you think work particularly well for the above:

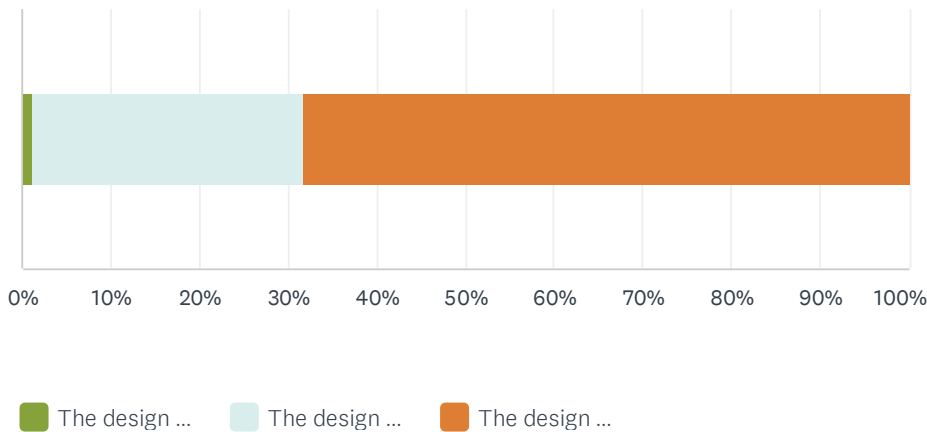
Answered: 81 Skipped: 176



ANSWER CHOICES	RESPONSES	
None of the above	9.9%	8
Colours	76.5%	62
Writing style	66.7%	54
Decorative elements	38.3%	31
Glazing / window panes	42.0%	34
Proportions	35.8%	29
Accessibility	17.3%	14
Other (please specify)	9.9%	8
Total Respondents: 81		

Q24 Image 10: (Dragon Palace)

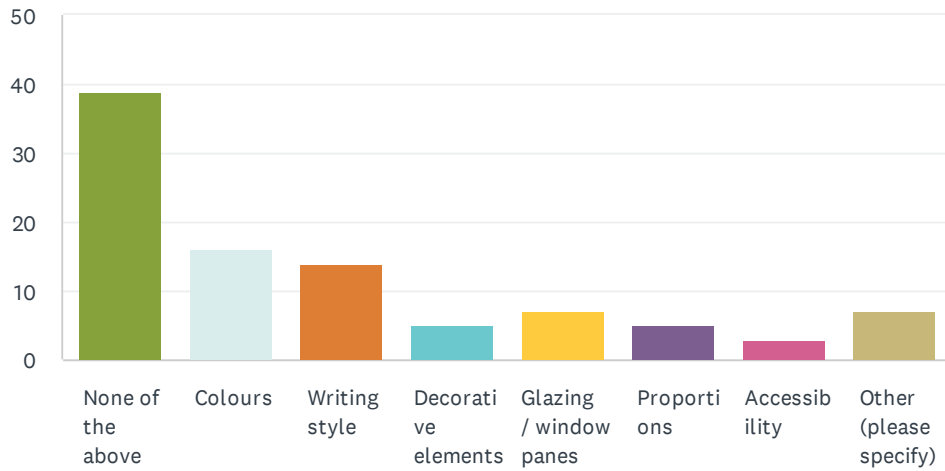
Answered: 82 Skipped: 175



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		1.2%	1
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		30.5%	25
The design of this shopfront is poor and is not appropriate for Christchurch		68.3%	56
TOTAL			82

Q25 Image 10: (Dragon Palace) - What elements of the shopfront design do you think work particularly well for the above:

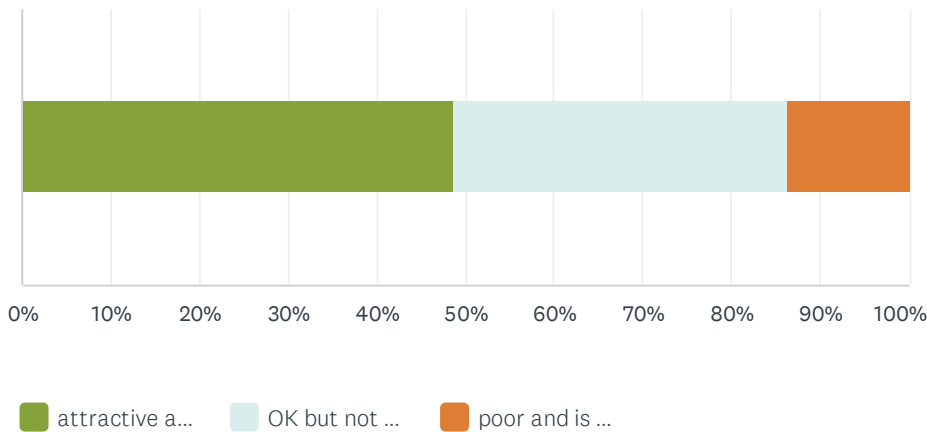
Answered: 70 Skipped: 187



ANSWER CHOICES	RESPONSES	
None of the above	55.7%	39
Colours	22.9%	16
Writing style	20.0%	14
Decorative elements	7.1%	5
Glazing / window panes	10.0%	7
Proportions	7.1%	5
Accessibility	4.3%	3
Other (please specify)	10.0%	7
Total Respondents: 70		

Q26 Image 1b: (Eden Boutique) - The design of this shopfront is...

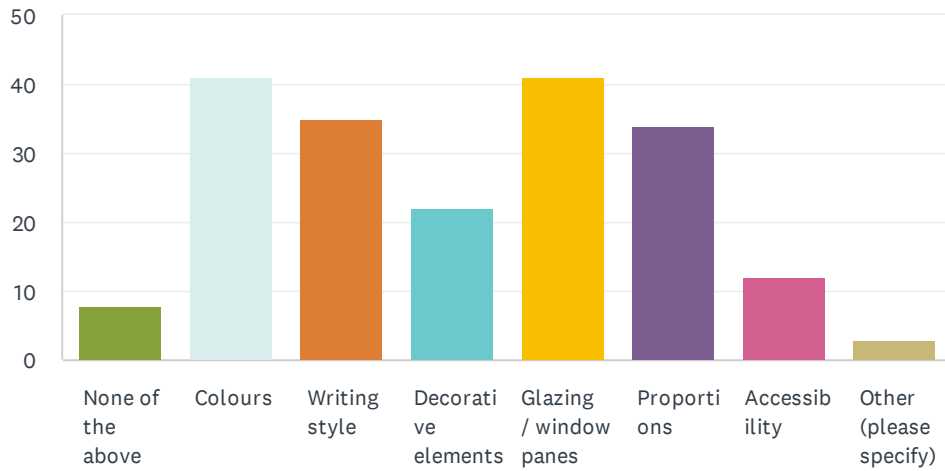
Answered: 80 Skipped: 177



ANSWER CHOICES		RESPONSES	
attractive and appropriate for Christchurch		48.8%	39
OK but not particularly attractive and appropriate		37.5%	30
poor and is not appropriate for Christchurch		13.8%	11
TOTAL			80

Q27 Image 1b: (Eden Boutique) - What elements of the shopfront design do you think work particularly well for the above:

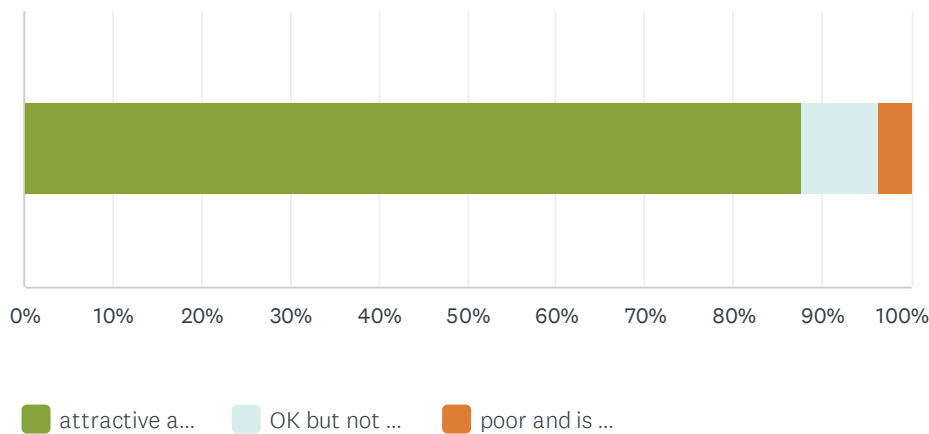
Answered: 75 Skipped: 182



ANSWER CHOICES	RESPONSES	
None of the above	10.7%	8
Colours	54.7%	41
Writing style	46.7%	35
Decorative elements	29.3%	22
Glazing / window panes	54.7%	41
Proportions	45.3%	34
Accessibility	16.0%	12
Other (please specify)	4.0%	3
Total Respondents: 75		

Q28 Image 2b: (Hatch Gallery) - The design of this shopfront is...

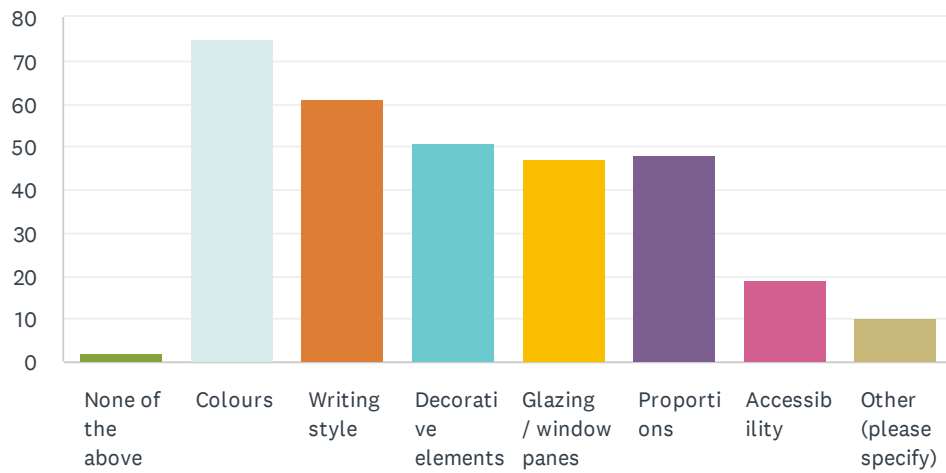
Answered: 81 Skipped: 176



ANSWER CHOICES	RESPONSES	
attractive and appropriate for Christchurch	87.7%	71
OK but not particularly attractive and appropriate	8.6%	7
poor and is not appropriate for Christchurch	3.7%	3
TOTAL		81

Q29 Image 2b: (Hatch Gallery) - What elements of the shopfront design do you think work particularly well for the above:

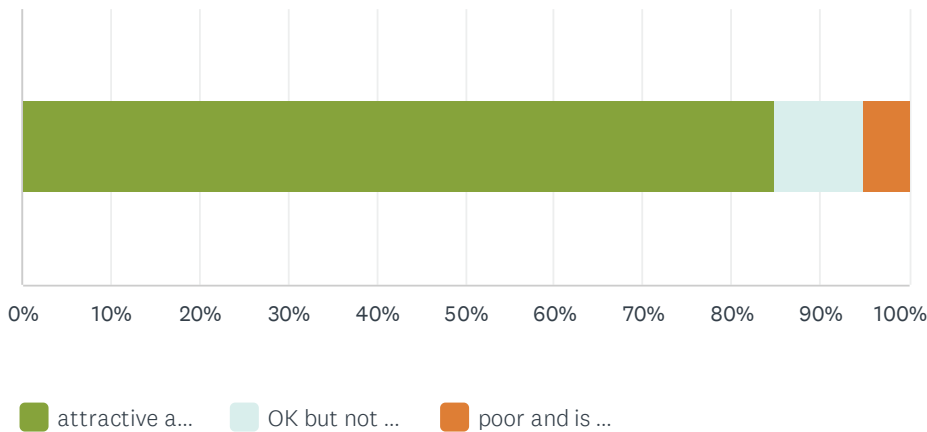
Answered: 83 Skipped: 174



ANSWER CHOICES	RESPONSES	
None of the above	2.4%	2
Colours	90.4%	75
Writing style	73.5%	61
Decorative elements	61.4%	51
Glazing / window panes	56.6%	47
Proportions	57.8%	48
Accessibility	22.9%	19
Other (please specify)	12.0%	10
Total Respondents: 83		

Q30 Image 5b: (No1 Brasserie) - The design of this shopfront is...

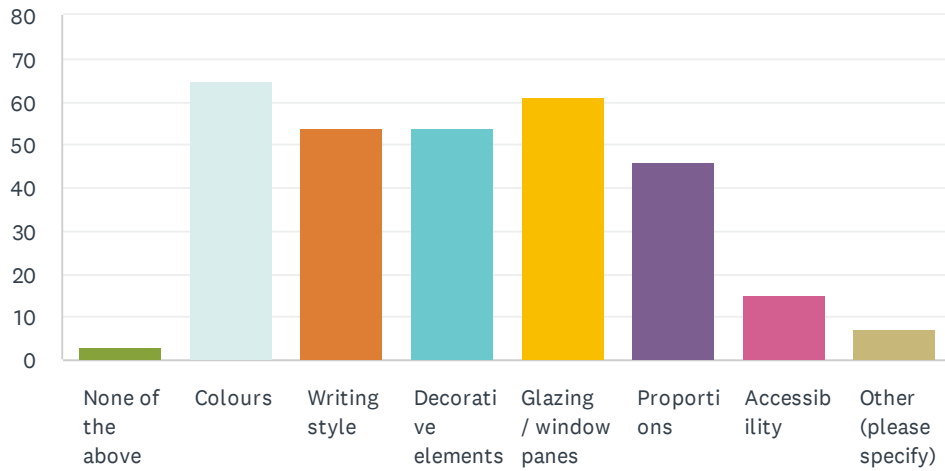
Answered: 79 Skipped: 178



ANSWER CHOICES	RESPONSES	
attractive and appropriate for Christchurch	84.8%	67
OK but not particularly attractive and appropriate	10.1%	8
poor and is not appropriate for Christchurch	5.1%	4
TOTAL		79

Q31 Image 5b: (No1 Brasserie) - What elements of the shopfront design do you think work particularly well for the above:

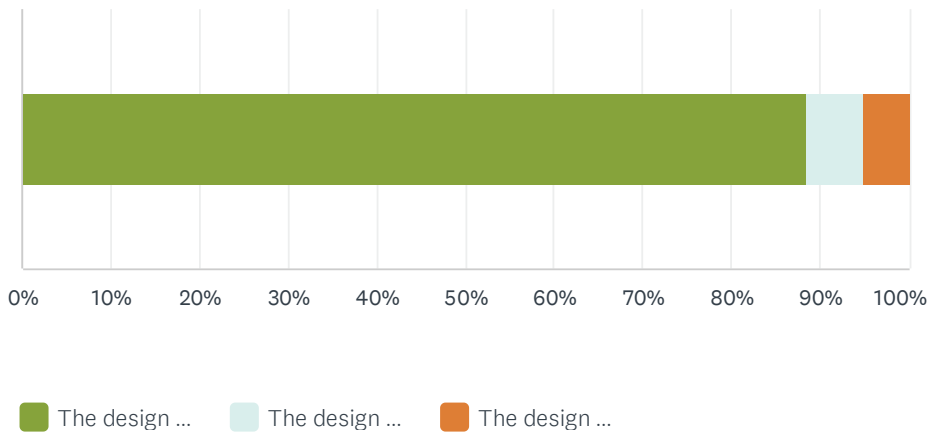
Answered: 80 Skipped: 177



ANSWER CHOICES	RESPONSES	
None of the above	3.8%	3
Colours	81.3%	65
Writing style	67.5%	54
Decorative elements	67.5%	54
Glazing / window panes	76.3%	61
Proportions	57.5%	46
Accessibility	18.8%	15
Other (please specify)	8.8%	7
Total Respondents: 80		

Q32 Image 6b: (Nusara)

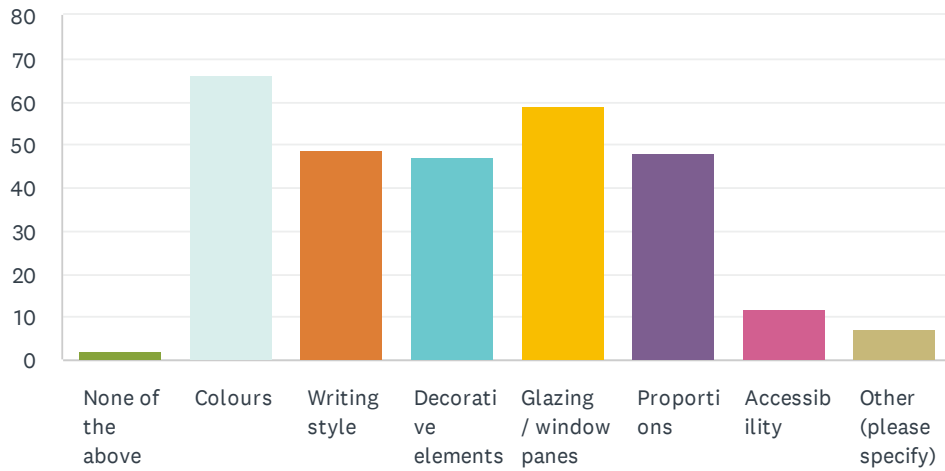
Answered: 79 Skipped: 178



ANSWER CHOICES	RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch	88.6%	70
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch	6.3%	5
The design of this shopfront is poor and is not appropriate for Christchurch	5.1%	4
TOTAL		79

Q33 Image 6b: (Nusara) - What elements of the shopfront design do you think work particularly well for the above:

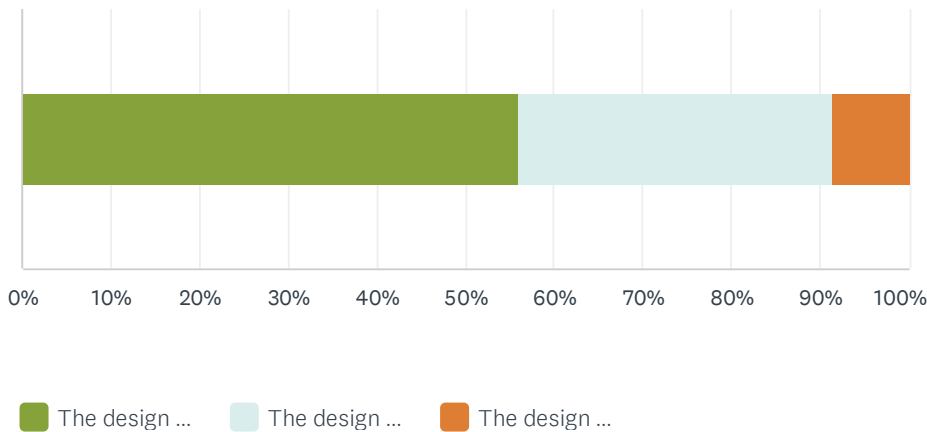
Answered: 79 Skipped: 178



ANSWER CHOICES	RESPONSES	
None of the above	2.5%	2
Colours	83.5%	66
Writing style	62.0%	49
Decorative elements	59.5%	47
Glazing / window panes	74.7%	59
Proportions	60.8%	48
Accessibility	15.2%	12
Other (please specify)	8.9%	7
Total Respondents: 79		

Q34 Image 7b: (Patisserie MB)

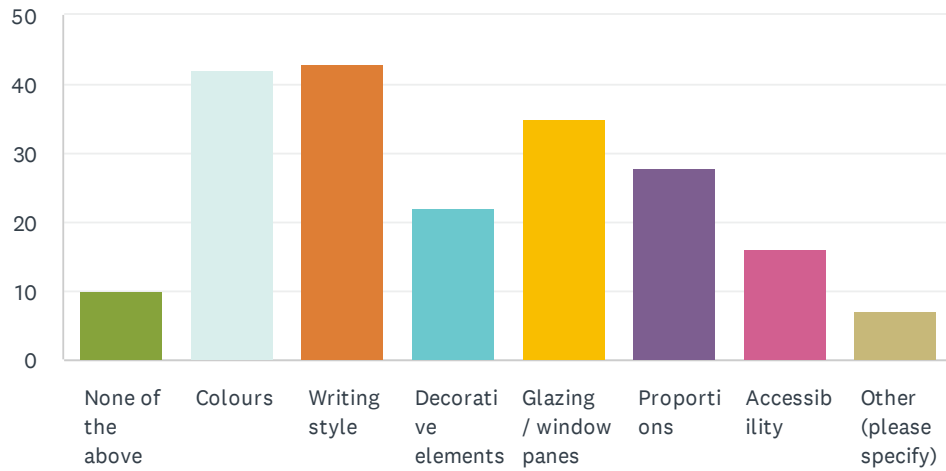
Answered: 82 Skipped: 175



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		56.1%	46
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		35.4%	29
The design of this shopfront is poor and is not appropriate for Christchurch		8.5%	7
TOTAL			82

Q35 Image 7b: (Patisserie MB) - What elements of the shopfront design do you think work particularly well for the above:

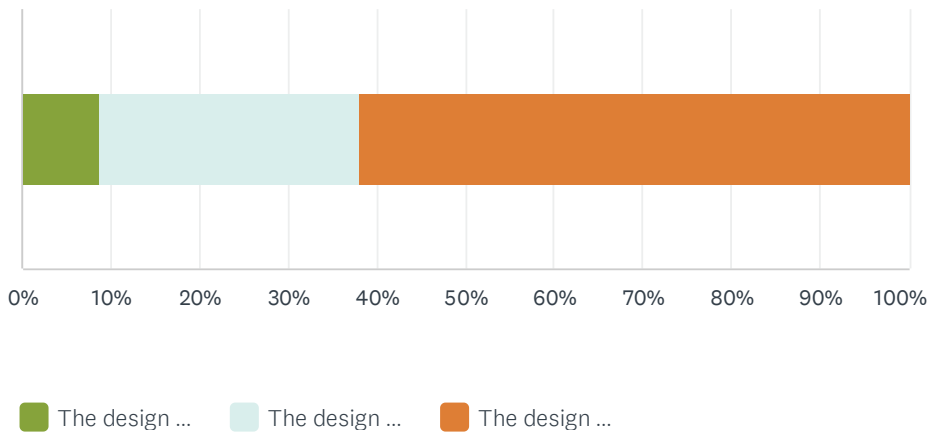
Answered: 75 Skipped: 182



ANSWER CHOICES	RESPONSES	
None of the above	13.3%	10
Colours	56.0%	42
Writing style	57.3%	43
Decorative elements	29.3%	22
Glazing / window panes	46.7%	35
Proportions	37.3%	28
Accessibility	21.3%	16
Other (please specify)	9.3%	7
Total Respondents: 75		

Q36 Image 8b: (Reign)

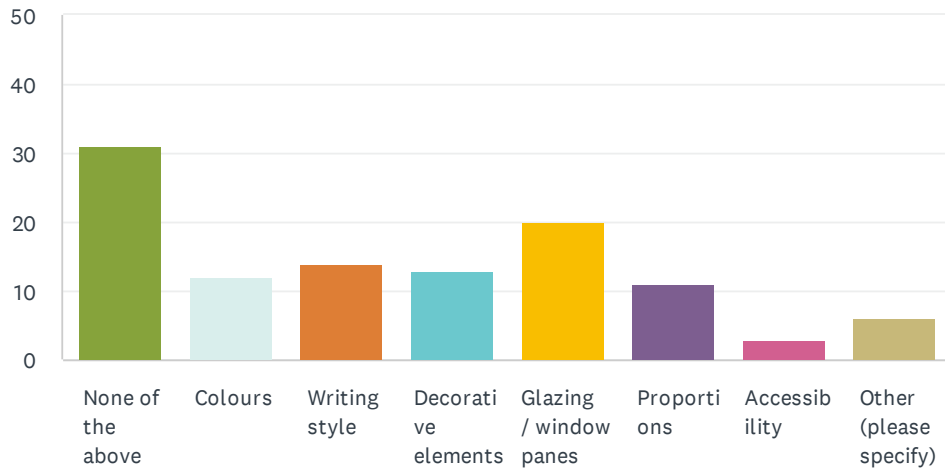
Answered: 79 Skipped: 178



ANSWER CHOICES	RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch	8.9%	7
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch	29.1%	23
The design of this shopfront is poor and is not appropriate for Christchurch	62.0%	49
TOTAL		79

Q37 Image 8b: (Reign) - What elements of the shopfront design do you think work particularly well for the above:

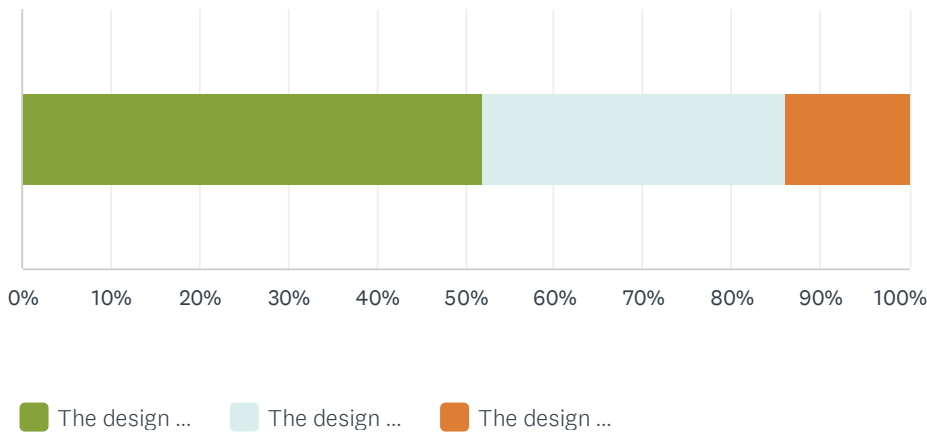
Answered: 64 Skipped: 193



ANSWER CHOICES	RESPONSES	
None of the above	48.4%	31
Colours	18.8%	12
Writing style	21.9%	14
Decorative elements	20.3%	13
Glazing / window panes	31.3%	20
Proportions	17.2%	11
Accessibility	4.7%	3
Other (please specify)	9.4%	6
Total Respondents: 64		

Q38 Image 9b: (Renoufs Pantry)

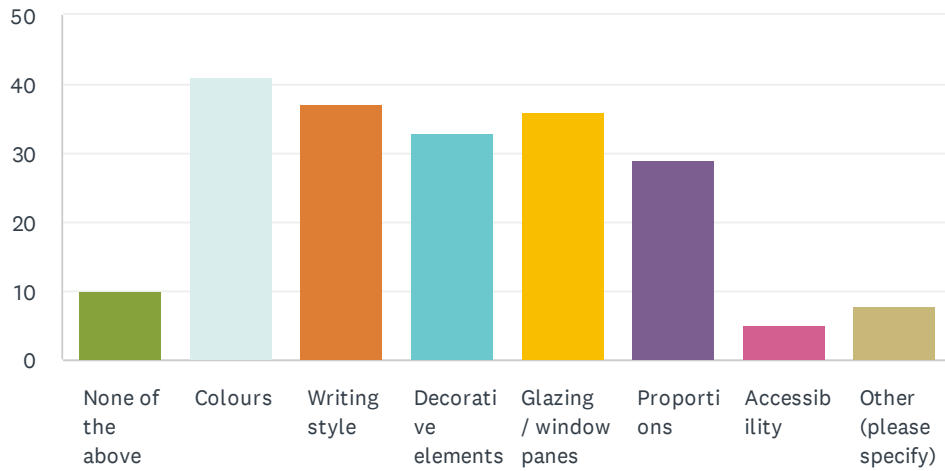
Answered: 79 Skipped: 178



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		51.9%	41
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		34.2%	27
The design of this shopfront is poor and is not appropriate for Christchurch		13.9%	11
TOTAL			79

Q39 Image 9b: (Renoufs Pantry) - What elements of the shopfront design do you think work particularly well for the above:

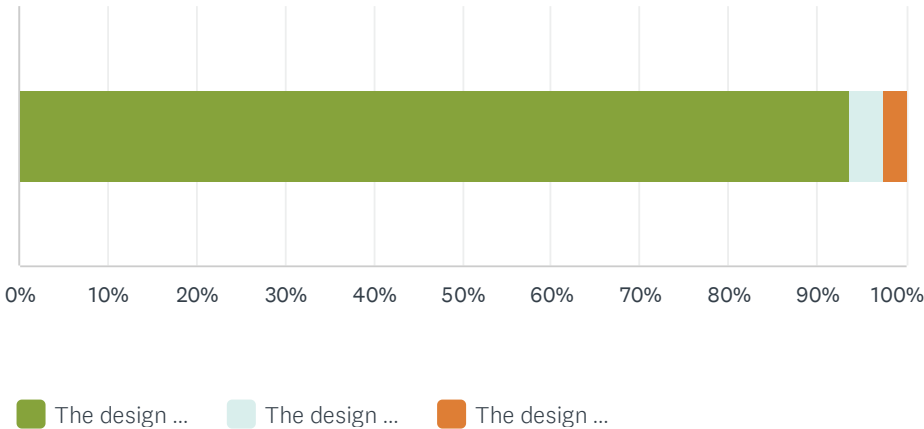
Answered: 77 Skipped: 180



ANSWER CHOICES	RESPONSES	
None of the above	13.0%	10
Colours	53.2%	41
Writing style	48.1%	37
Decorative elements	42.9%	33
Glazing / window panes	46.8%	36
Proportions	37.7%	29
Accessibility	6.5%	5
Other (please specify)	10.4%	8
Total Respondents: 77		

Q40 Image 10b: (The Snug)

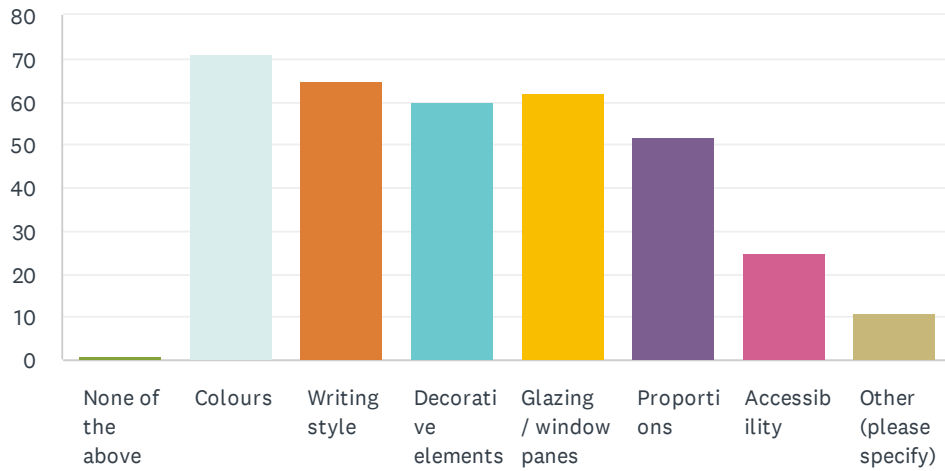
Answered: 80 Skipped: 177



ANSWER CHOICES	RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch	93.8%	75
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch	3.8%	3
The design of this shopfront is poor and is not appropriate for Christchurch	2.5%	2
TOTAL		80

Q41 Image 10b: (The Snug) - What elements of the shopfront design do you think work particularly well for the above:

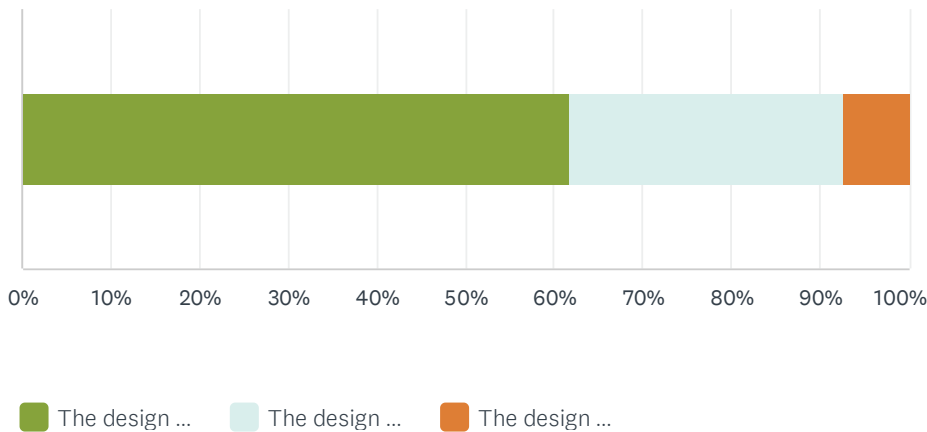
Answered: 81 Skipped: 176



ANSWER CHOICES	RESPONSES	
None of the above	1.2%	1
Colours	87.7%	71
Writing style	80.2%	65
Decorative elements	74.1%	60
Glazing / window panes	76.5%	62
Proportions	64.2%	52
Accessibility	30.9%	25
Other (please specify)	13.6%	11
Total Respondents: 81		

Q42 Image 1c: (Soho)

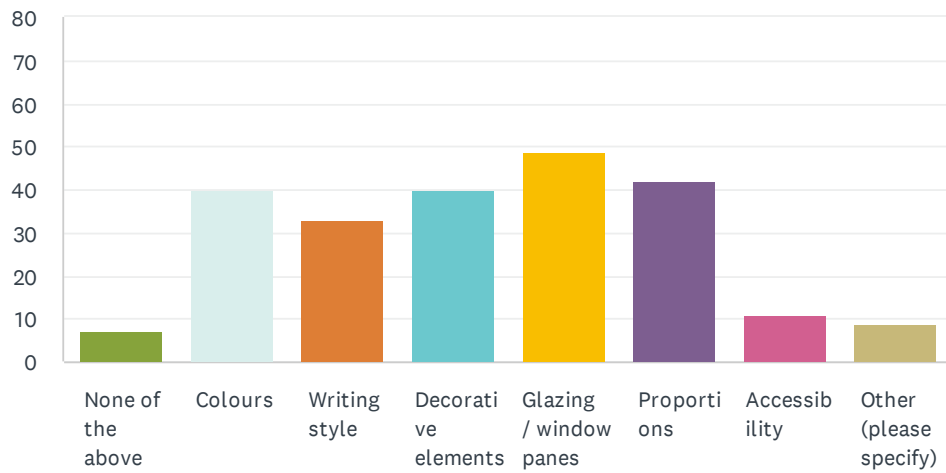
Answered: 81 Skipped: 176



ANSWER CHOICES		RESPONSES	
The design of this shopfront is attractive and appropriate for Christchurch		61.7%	50
The design of this shopfront is OK but is not particularly attractive and appropriate for Christchurch		30.9%	25
The design of this shopfront is poor and is not appropriate for Christchurch		7.4%	6
TOTAL			81

Q43 Image 1c: (Soho) - What elements of the shopfront design do you think work particularly well for the above:

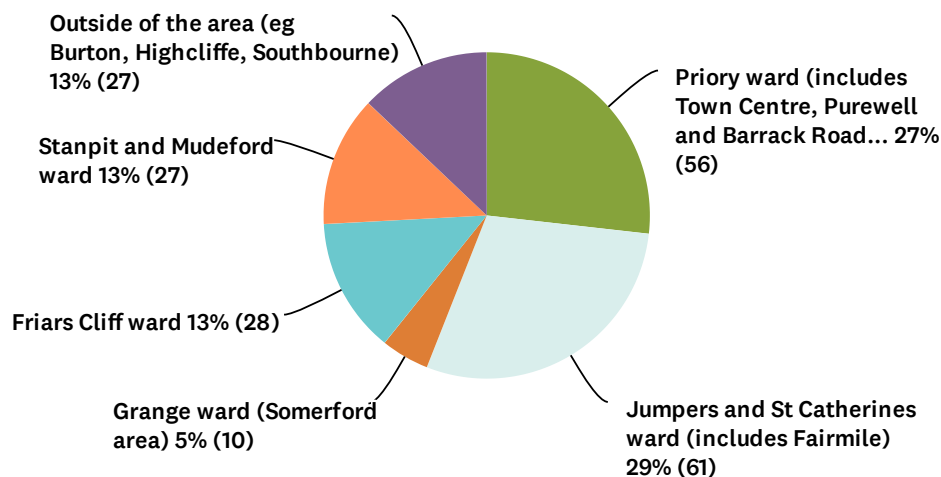
Answered: 76 Skipped: 181



ANSWER CHOICES	RESPONSES	
None of the above	9.2%	7
Colours	52.6%	40
Writing style	43.4%	33
Decorative elements	52.6%	40
Glazing / window panes	64.5%	49
Proportions	55.3%	42
Accessibility	14.5%	11
Other (please specify)	11.8%	9
Total Respondents: 76		

Q44 To check we have had feedback from across the area, it would help us to know which part of Christchurch do you currently live? (or if you are responding on behalf of a business or organisation, where is that based?)

Answered: 209 Skipped: 48



ANSWER CHOICES	RESPONSES	
Priory ward (includes Town Centre, Purewell and Barrack Road areas)	27%	56
Jumpers and St Catherines ward (includes Fairmile)	29%	61
Grange ward (Somerford area)	5%	10
Friars Cliff ward	13%	28
Stanpit and Mudeford ward	13%	27
Outside of the area (eg Burton, Highcliffe, Southbourne)	13%	27
TOTAL		209