

## Cannock Town Centre Perception Survey Results

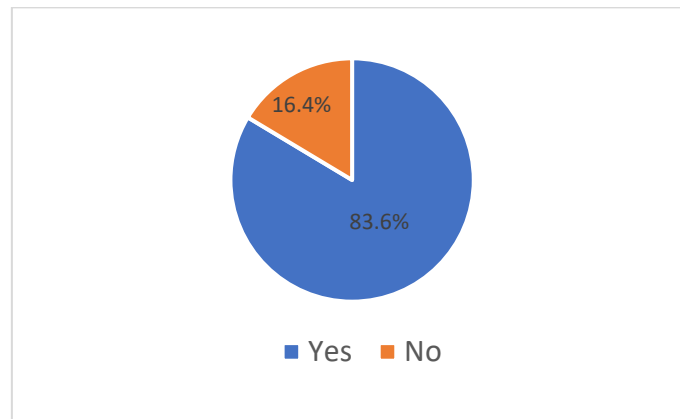
The survey launched on 10 May and closed on 21 June 2022. 1219 responses were received, 13 were paper copies and 1206 were completed online. The town Centre drop-in sessions produced 41 responses. The overall total is 1260 responses.

Not all questions received a response. The open-ended questions were broken down into themes. The top ten themes are listed under the questions.

The results are set out below:

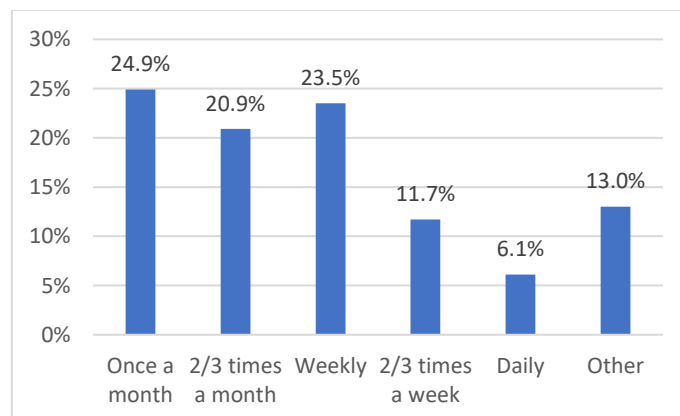
### Q1) Do you visit Cannock town centre? (1252 responses)

	Number	Percentage
Yes	1047	83.6%
No	205	16.4%



### Q2) How often do you visit Cannock town centre? (1070 responses)

	Number	Percentage
Once a month	266	24.9%
2/3 times a month	224	20.9%
Weekly	251	23.5%
2/3 times a week	125	11.7%
Daily	65	6.1%
Other	139	13%



**Q3) If yes, what do you visit the town centre for? (Please tick all that apply)**

	In the day	At night
Shopping	801	18
Visit leisure facilities	184	146
To dine	215	192
Visit pubs/bars	182	330
Other	397	22

Please explain other

- Bank (163)
- Work (42)
- Opticians (42)
- Hairdressers/barbers (28)
- Dentist (21)
- Beauty/nail (17)
- Post Office (16)
- Coffee shop (14)
- Markets (14)

**Q4) If you don't visit Cannock town centre, could you please tell us why not?**

- Nothing there (62)
- No decent shops/shops of interest (40)
- Empty/no shops (30)
- Drug use/dealers (14)
- Unsafe/nervous/uneasy (14)
- Dirty (12)
- Rundown (12)
- Drinking (11)
- Very few shops (11)
- Full of charity shops (10)

**Q5) What would encourage you to visit more or stay longer?**

- Shops
  - Better/modern (316)
  - More (276)
  - Variety (203)
  - High street (97)
  - Independent/interesting/unique (64)
  - High quality/upmarket (59)
- Dining - better and variety (328)
- Parking
  - Free (125)
  - Better (32)
  - Cheaper (30)
  - More (6)
  - More/better disabled (2)
  - Free at weekends (1)
  - Parent and toddler (1)
- More leisure/things to do i.e. ice skating, bowling, cinema, arts (168)
- Nicer, more bars (70)
- More attractive surroundings/look nicer (69)
- Cleaner town (66)

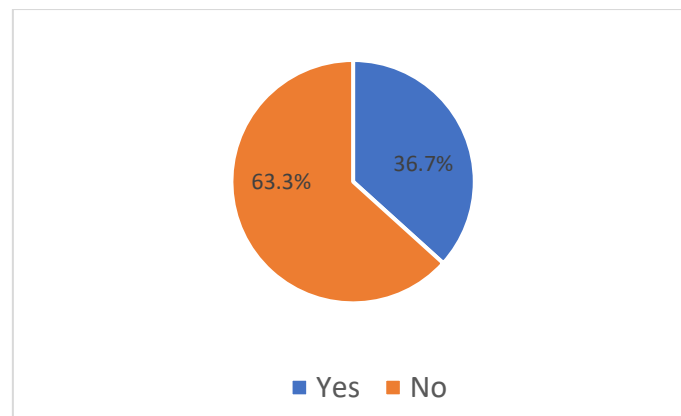
- Less empty shops (62)
- Not just charity shops (50)
- Something for children and families (29)

**Q6) How does the look and physical space in Cannock town centre make you feel?**

- Depressed/down (229)
- Sad/miserable/unhappy/upset/despair/downhearted (226)
- Rundown/tired (201)
- Empty shops/units (133)
- Dated (87)
- Dirty/grubby/unclean (57)
- Ok (50)
- Neglected/unloved/uncared for (46)
- Ashamed/embarrassed (39)
- Old (34)

**Q7) Do you currently come with your family/friends into the town centre for activities other than shopping? (1252 responses)**

	Number	Percentage
Yes	459	36.7%
No	793	63.3%



**Q8) If no, what would encourage you to visit with your family/friends?**

- Shops
  - Better/variety shops (179)
  - More shops (65)
  - Brand/high street shops (49)
- Better/more leisure facilities i.e. cinema, bowling, indoor golf, ice skating, lazer, escape rooms (164)
- Good quality/variety of restaurants (133)
- Nice/variety of places to eat (91)
- Family friendly space/play area/activities/facilities (63)
- More things to do and see (54)
- Better looking surroundings/attractive/appealing/maintained (51)
- Entertainment/activities (50)
- Better bars/pubs (37)
- Cleaner/clean space (36)

**Q9) What is the best bit about Cannock town centre?**

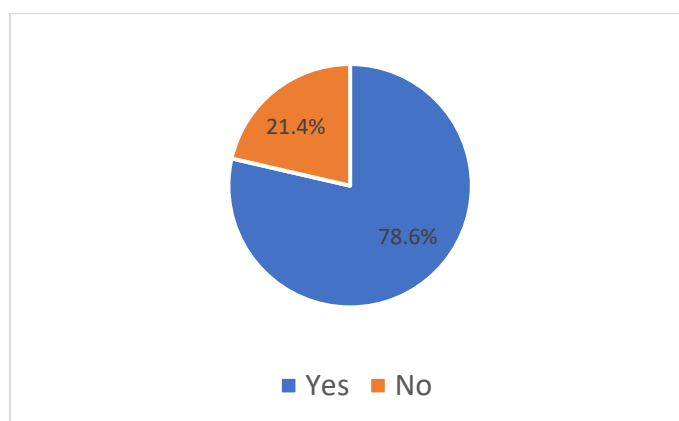
- Nothing/no good bits/can't think of one (169)
- St Luke's Church/grounds (118)
- Bowling Green (101)
- Prince of Wales theatre (65)
- Leaving/way out (54)
- Market (48)
- Outdoor street market/better on market days (48)
- Pubs/bars (45)
- It is close/local (43)
- Banks (37)

**Q10 What is the worst bit about Cannock town centre?**

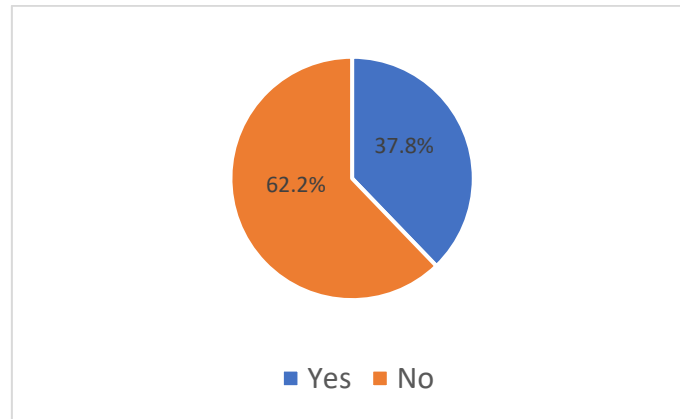
- Empty shops/lack of/closed (338)
- Multi Storey carpark (145)
- Rundown/tired (97)
- Undesirables (drink and drug) (85)
- Everything/all of it (79)
- High number of homeless (78)
- Too many charity shops (59)
- Lack of variety of shops (54)
- No good/quality shops (52)
- Begging (48)

**Q11) Do you feel safe in Cannock town centre?****In the day**

	Yes		No	
	Number	Percentage	Number	Percentage
In the day (1238 responses)	973	78.6%	265	21.4%

**At night**

	Yes		No	
	Number	Percentage	Number	Percentage
At night (1170 responses)	442	37.8%	728	62.0%

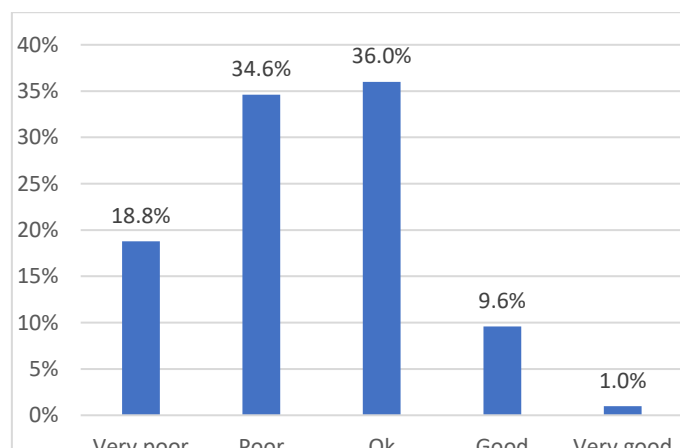


**Q12) If no, please explain why not?**

- Drinking/drunks (152)
- Drug users, abuse, distribution, paraphernalia (140)
- Lack of/no police presence (95)
- Homeless (66)
- Begging (53)
- Poorly lit/dark (49)
- Anti-social youths hanging around (46)
- Unsavoury people (32)
- Fighting (29)
- ASB (29)

**Q13) Please rate the overall quality of the public areas in Cannock town centre. The public areas include the market place, highways/paths, paving, cleanliness, greenery, lighting, benches and landscaping (1247 responses)**

	Number	Percentage
Very poor	234	18.8%
Poor	431	34.6%
Ok	449	36%
Good	120	9.6%
Very good	13	1%

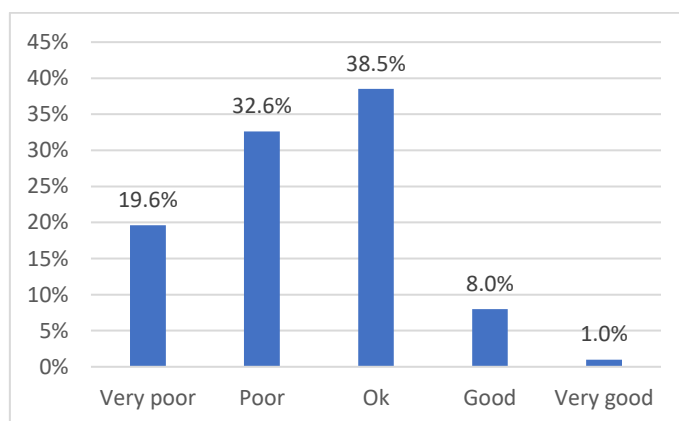


**Q14) Please share your reasons for giving that answer**

- Paving/paths are uneven/loose/lifting/missing/broken (139)
- Rundown/tired (130)
- Filthy/grubby/dirty (90)
- Clean (79)
- Dated (75)
- Litter (73)
- No shops/empty/boarded up (58)
- Needs sprucing up/refurbishment/redecorating/updating (50)
- Neglected/unloved/uncared for (43)
- Benches in poor condition/hard/outdated/broken (39)

**Q15) Please rate how attractive and accessible the entrance (subway, steps and ramp) adjacent to Beecroft Road car park is? (1244 responses)**

	Number	Percentage
Very poor	247	19.6%
Poor	405	32.6%
Ok	479	38.5%
Good	100	8%
Very good	13	1%



**Q16) Please share your reasons for giving that answer**

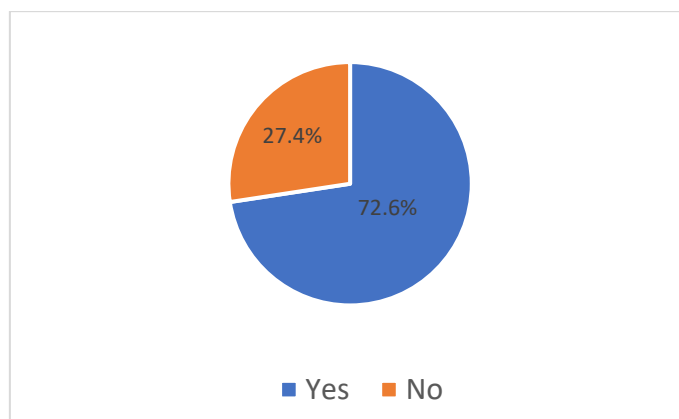
- The smell (111)
- Homeless in the subway (can feel wary,guilt) (106)
- Dirty/unclean/grubby (82)
- Unappealing/unattractive (67)
- Begging (67)
- Accessible (65)
- Steps
  - steep (61)
  - narrow/shallow (27)
  - dangerous (20)
  - too many (20)
  - broken/missing (11)
  - poor/tired (10)
  - wide (2)
- Scary/intimidating/unsafe (60)
- Dark (46)
- Dated (44)

**Q17) What could we improve to make the Beecroft Road entrance more attractive to visitors?**

- Better/more lighting (159)
- Better/ more plants/flowers/trees-colorful/attractive (136)
- Keep it clean/clean it (134)
- Brighter (75)
- Move/stop beggars (54)
- Move/stop homeless in the subway (46)
- Better steps - safer/not as steep/broader/less (40)
- Rehome/support homeless people (39)
- Colourful (36)
- Add more greenery/easy care (36)

**Q18) Do you use the subway off Beecroft Road? (1250 responses)**

	Number	Percentage
Yes	908	72.6%
No	342	27.4%

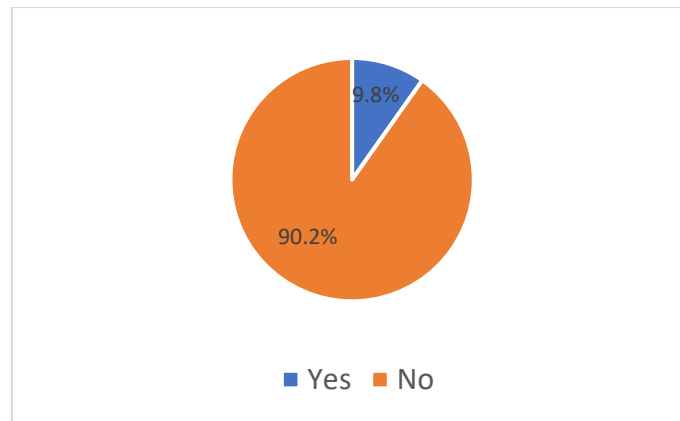


**Q19) If not, why not? (responses)**

- Feel unsafe/ cared/feel vulnerable/uncomfortable (56)
- No need (47)
- Don't visit Cannock much/anymore (19)
- Smells (18)
- Walk in/don't drive (16)
- Park in other places (14)
- Beggars (14)
- Homeless (13)
- Dirty (12)
- Don't like subways/wouldn't choose to use (9)

**Q20) If yes, do you use the subway at night? (876 responses)**

	Number	Percentage
Yes	89	9.8%
No	821	90.2%



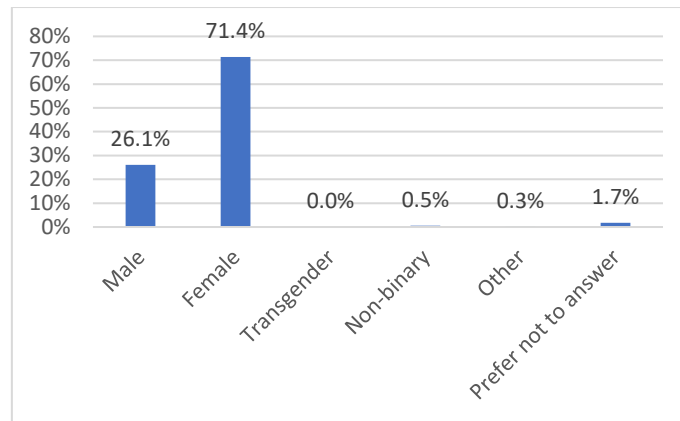
**Q21) Do you have any further suggestions of improvements to Cannock town centre and why?**

- Shops
  - Better shops (108)
  - High street shops (93)
  - More shops (61)
  - Independent/artisan shops (54)
  - Better selection/variety of shops (41)
  - Affordable (17)
- Parking
  - Free (68)
  - Cheaper (16)
  - Better (14)
  - More (7)
  - Increase short stay (4)
  - Improve disabled parking facilities (3)
  - Free weekend parking (1)
  - Card facilities (1)
  - Safer (1)
  - Accessible (1)
- Leisure facilities (76)
- Reduce rents/rates (71)
- Better restaurants (67)
- Remove/knock down multi-storey carpark (63)
- Fill empty shops (43)
- Less charity shops (39)
- Better bars (38)
- Decent eating places (38)

**Q22) What gender do you identify as? (1242 responses)**

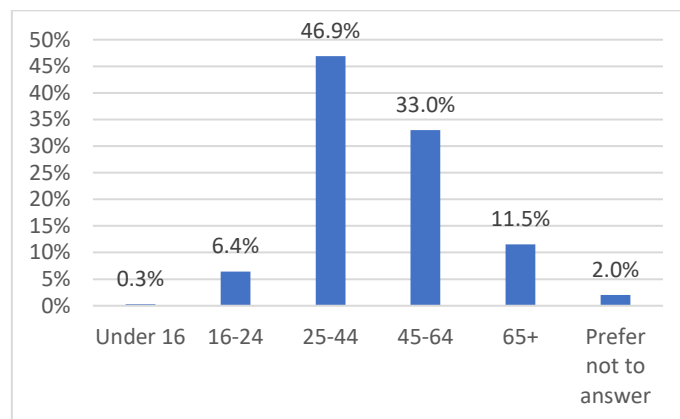
	Number	Percentage
Male	324	26.1%
Female	887	71.4%
Transgender	0	0%
Non-binary	6	0.5%
Other	4	0.3%
Prefer not to answer	21	1.7%





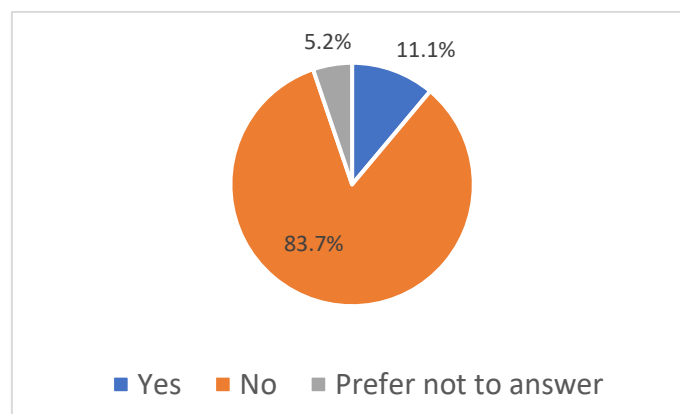
**Q23) What is your age? (1244 responses)**

	Number	Percentage
Under 16	3	0.3%
16-24	79	6.4%
25-44	583	46.9%
45-64	411	33%
65+	143	11.5%
Prefer not to answer	25	2%



**Q24) Do you have a disability or health condition which affects how you travel and which is expected to last for 12 months or longer? (1244 responses)**

	Number	Percentage
Yes	138	11.1%
No	1041	83.7%
Prefer not to answer	65	5.2%



**Q25) What is your postcode? (1194 responses)**

Location	Number	Percentage
Cannock	643	53.9%
Hednesford	176	14.7%
WS12	55	4.6%
WS11	53	4.4%
Walsall	52	4.4%
Norton Canes	46	3.9%
Huntington	30	2.5%
Burntwood	24	2%
Rugeley	19	1.6%
Heath Hayes	14	1.2%
Wolverhampton	10	0.8%
Great Wyrley	9	0.8%
WS6	9	0.8%
Cheslyn Hay	8	0.7%
Wimblebury	6	0.5%
Churchbridge	6	0.5%
WS15	4	0.3%
Wedges Mills	3	0.3%
Lichfield	2	0.2%
Hatherton	2	0.2%
WS7	2	0.2%
Stafford	2	0.2%
Penkridge	2	0.2%
Chadsmoor	2	0.2%
Hazel Slade	2	0.2%
Brereton	1	0.1%
Kidderminster	1	0.1%
Bridgtown	1	0.1%
WS9	1	0.1%
Tamworth	1	0.1%
ST19	1	0.1%
Essington	1	0.1%
Brewood	1	0.1%
Featherstone	1	0.1%
West Bromwich	1	0.1%
Coppenhall	1	0.1%
Telford	1	0.1%
Willenhall	1	0.1%