

## Fleet Pedestrianisation Survey

Fleet BID commissioned an event survey which took place on Saturday 19<sup>th</sup> September. The results of the survey are below.



### Do you live in Fleet?

- 79% people were from Fleet (GU51 and GU52) postcodes.
- People from outside Fleet were from GU postcodes (10%), RG postcodes (8%) and further afield (3%).

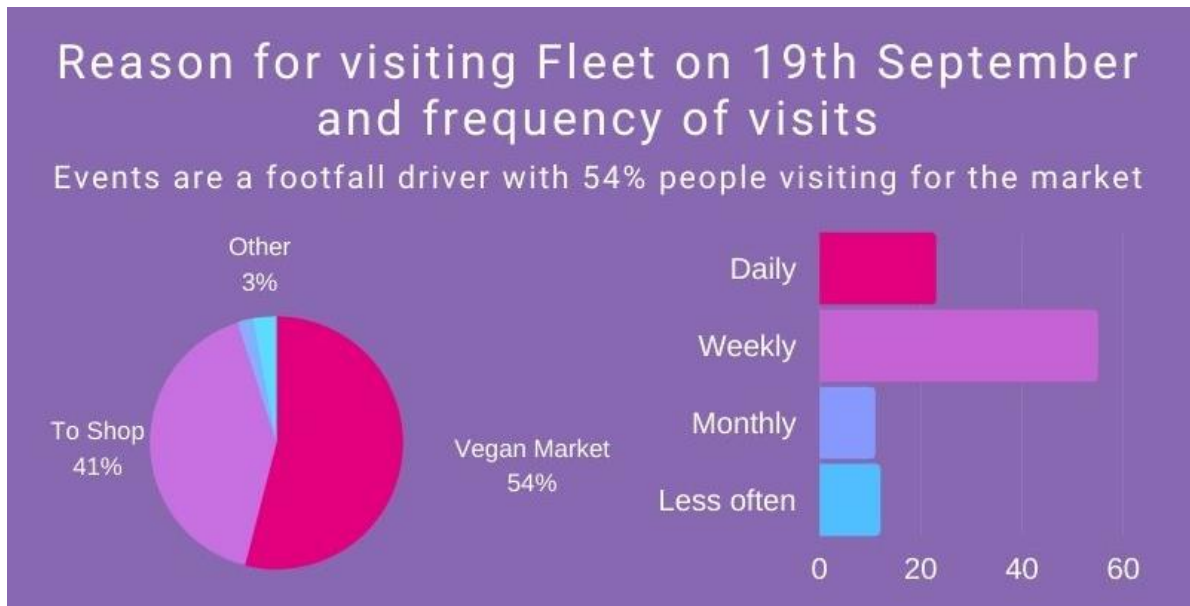
### Do you feel safer now the road is closed?

- 80% people said they feel safer now the road is closed.

### Has the pedestrianisation made you feel differently about Fleet?

- 70% people said that pedestrianisation has made them feel differently about Fleet.
- 74% said that pedestrianisation is a positive thing.

## How often do you visit Fleet? Why did you visit Fleet today?



- 54% people came to Fleet for the event with 41% people coming to shop and 2% work.
- 55% people said they visit Fleet weekly, 23% daily, 11% monthly and 12% less than once a month.

### Comparison with previous research

- The Fleet Town benchmarking report of 2018 found that 68% visitors visited Fleet at least once a week. This is identical to the figures recorded in this survey.

## How did you travel here today?



The 2018 comparison is the Fleet Town Benchmarking report.

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## Do you feel this event was well managed and COVID-19 secure?

- 87% people said they felt the event was well managed and COVID-19 secure.
- Some comments related to people not social distancing (8 comments) and masks (1 comment), need for tape marking out social distancing (1 comment). These were 4% of total respondents.

## Would you like to see more events in this space?

- 94% people wanted to see more events in the space.
- The type of events requested were:
  - Vegan / veggie: 17
  - Food: 12
  - Markets: 10
  - Theatre / music: 7
  - Craft: 5
  - Kids / Toys: 4
  - Gardening: 1
  - Ice rink: 1

## Additional Feedback

Form additional comments, suggestions for improvement or concerns could be broken down into general categories:

- Close at weekend, open road during the week: 9
- Albert Street / Clarence Road: 9
- Parking: 9
- Disabled access: 6
- Signage: 5
- Appearance: 4
- One way: 3
- Bus: 2
- More seating: 2

## Concerns (13)

- The new layout is a palaver
- Road closing should be at weekends due to lorries and traffic
- Could be in car park and open road
- Back road more dangerous
- It appears that while the event was well attended it has not benefited the local retail shops. Some restaurants appeared unhappy that street catering had taken away their business
- Don't like it at all
- Open the road

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- The fumes in the street are dreadful. No one feels safe walking here at night with ne vehicles. Not happy with the extra traffic on side streets. Already been 2 accidents.
- Dragging people here taking from other market
- More of an inconvenience. 1 time a week good.
- Not a good idea, blocked off parking. Disabled can't get up here
- Roadworks are not helpful.
- Albert Street and Clarence Road are dangerous to elderly people trying to cross the road

## In support (35)

- Like it
- Should have done it years ago.
- Glad it's here.
- Keep it going
- Good for business
- Makes a change to see something different
- Prefer now with road closed
- Fleet needs this. Love it
- Great idea
- Happy for the pedestrianisation to be permanent
- Glad they did it. Hope it stays
- Enjoying it
- Great. Promoted community
- Nice to see stuff going on
- If shut the road yes do something
- Really like it. Want more.
- Good to keep it like this, brings more people to Fleet.
- Should have happened a long time ago
- Supports the high street
- Nice to come / get people out
- If it attracts more visitors I don't mind pedestrianisation. Don't want to close more shops.
- Keep it pedestrianised
- Good to have vegan. Want again. Safe for kids
- Really good. Improved
- Brilliant
- Good. Love it.
- Come more since pedestrianisation
- Give it a go. People need to stop moaning.
- Time to get used to it

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- Great but need rules. Young teens
- Would welcome more events, feel safe being outside.
- Very lovely place and idea.
- Lovely
- Feels safer walking through high street with children
- Love the pedestrian area and seating.

## Appearance

- Doesn't look pedestrian. Looks like roadworks
- Landscape properly
- Needs to be prettier (pedestrian area)
- Want all to look pretty. No temporary stuff.

## Other

- Like pedestrianisation, worried about traffic (residents)
- One way systems
- Yes but feel as I still need to look out for cars
- Are they going to repair roads?
- Nice when car par was free. Don't want to come more as have to pay
- Concerned about traffic pollution due to HGVs. Waste of water for bollards. Close road on weekends?
- Move market to this area
- Joined up the other end

## Methodology

- People were selected at random in Fleet on Saturday 19<sup>th</sup> September, the day of the Vegan Market and asked to answer the questionnaire. 228 surveys were completed.
- Confidence Interval 7.35 (95% CL).