

Town Centre Vitality Study Summit



Presentation 5th December 2012



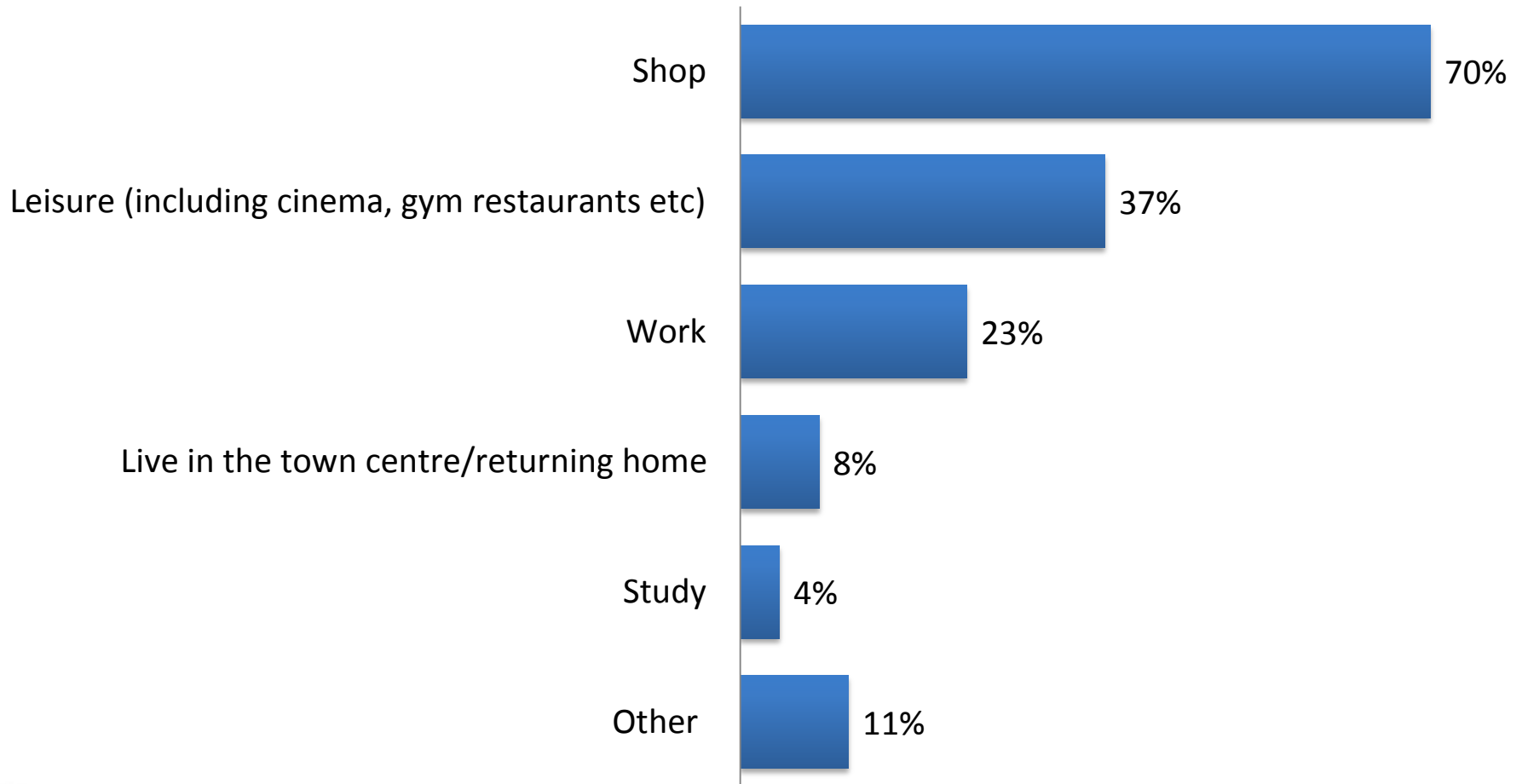
- Luton Borough Council wished to undertake a programme of research investigating perceptions of visitors and non visitors to the town centre
- 3 surveys were undertaken
 - 563 face to face interviews with visitors about perceptions of the town centre
 - 220 telephone interviews among non visitors and infrequent visitors to the town centre (where visited less than 3 times in the last 6 months)
 - 625 face to face interviews with visitors about transport usage
- Interviewing took place in June/July 2012



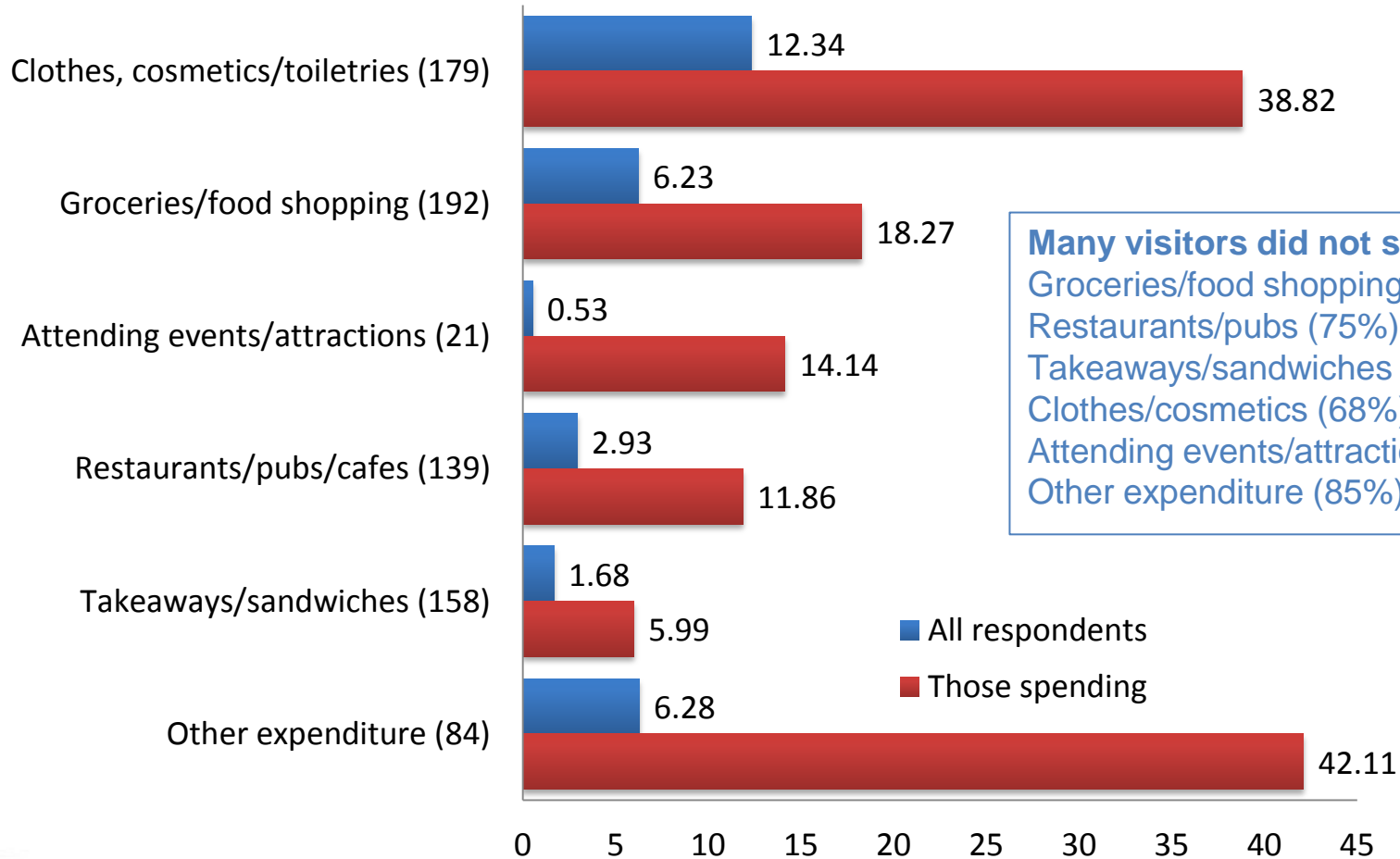
Visiting Luton town centre



Visitors' reasons for using the town centre

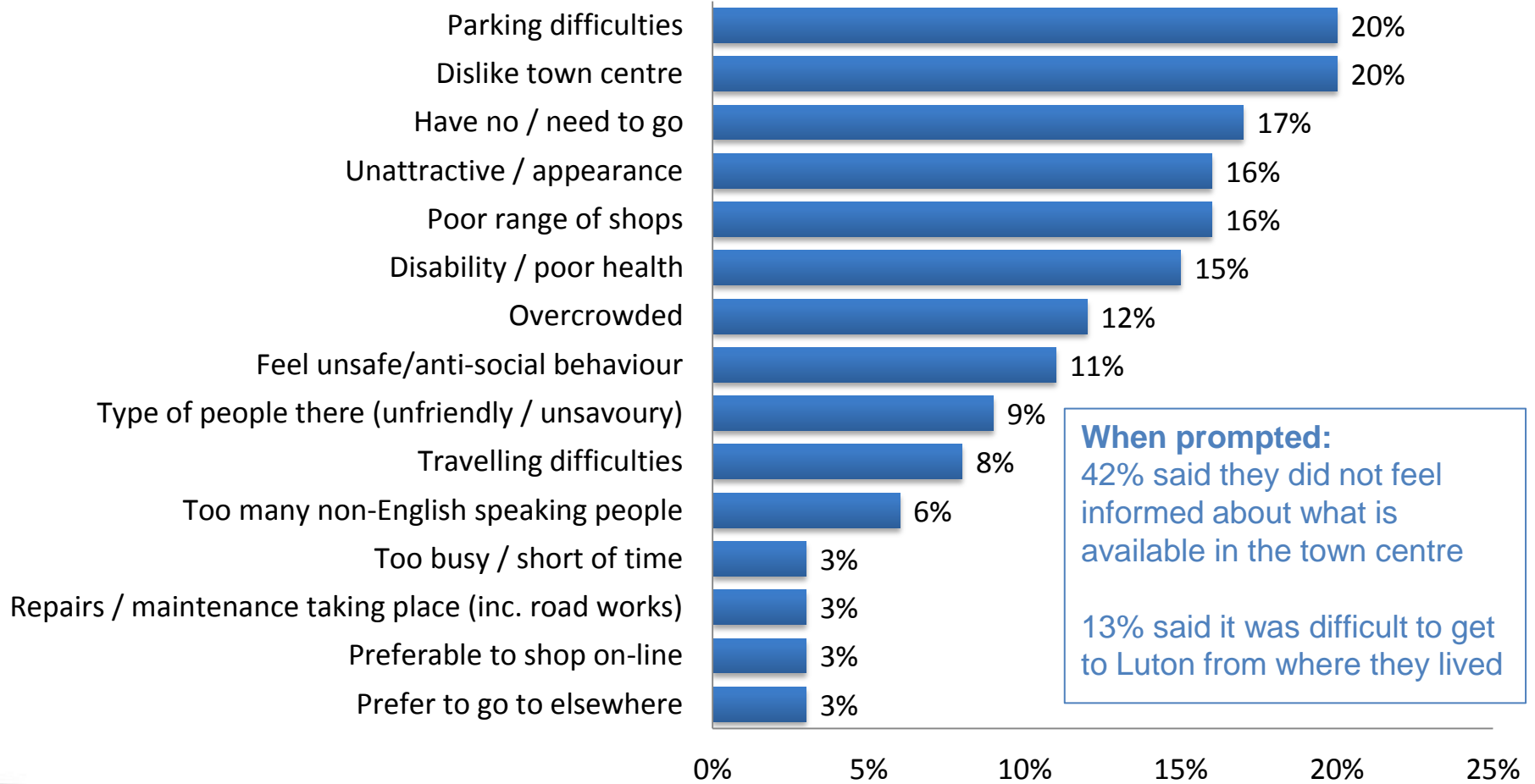


Visitors' spending in the town centre (mean £)



Many visitors did not spend anything:
 Groceries/food shopping (66%)
 Restaurants/pubs (75%)
 Takeaways/sandwiches (72%)
 Clothes/cosmetics (68%)
 Attending events/attraction (96%)
 Other expenditure (85%)

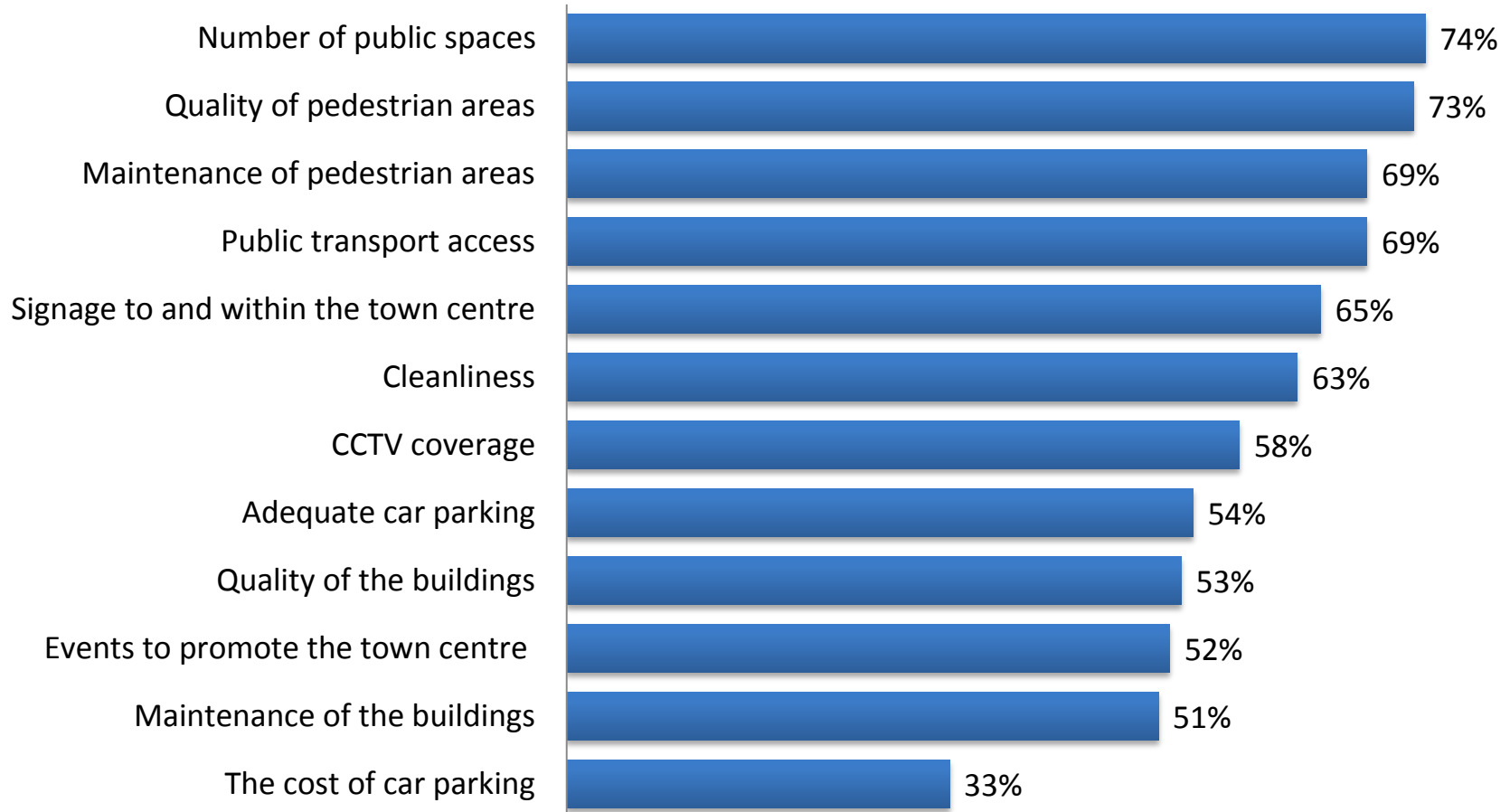
Non visitors' main reasons for not using the town centre - unprompted



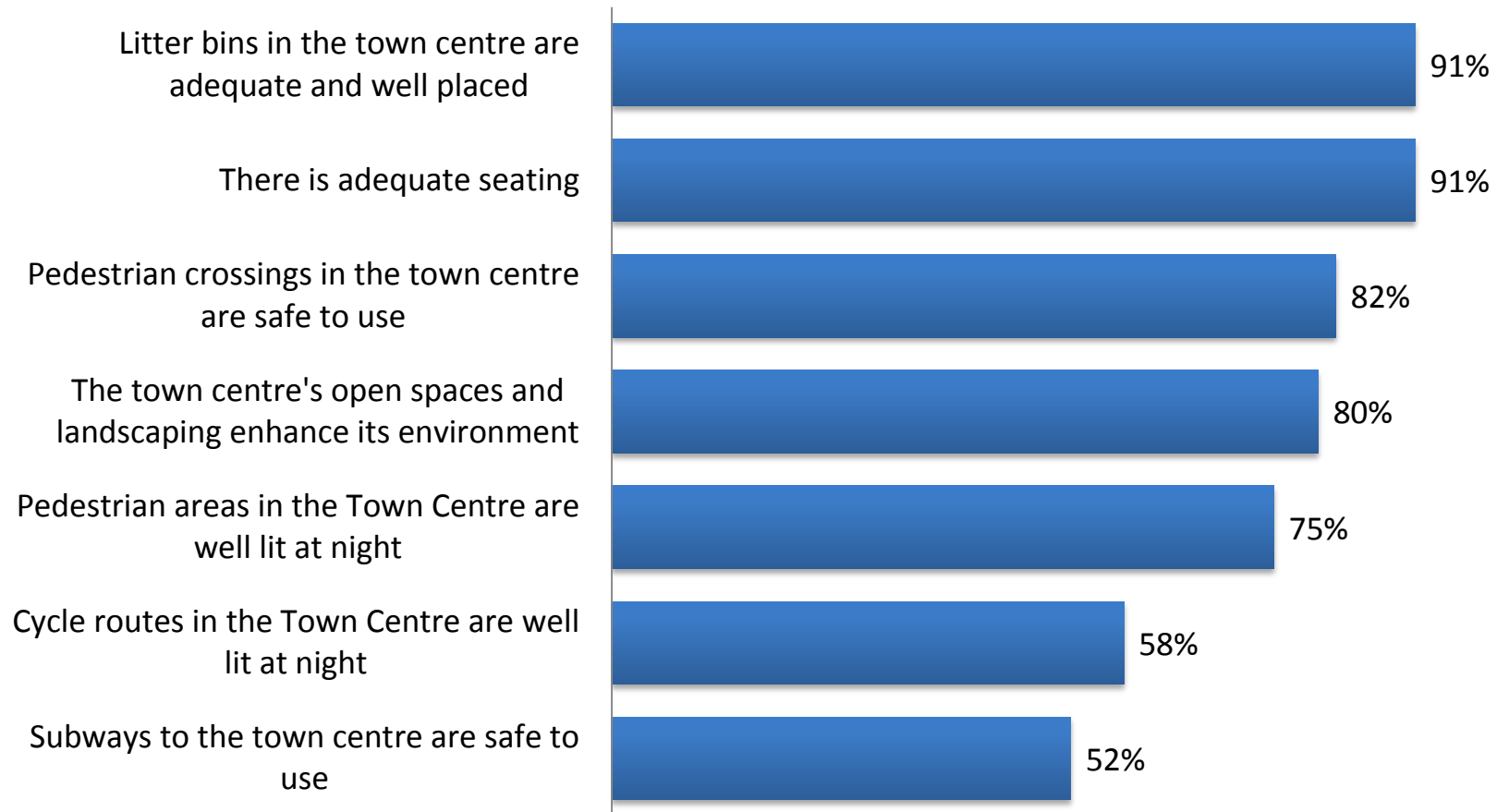
Perceptions of Luton town centre



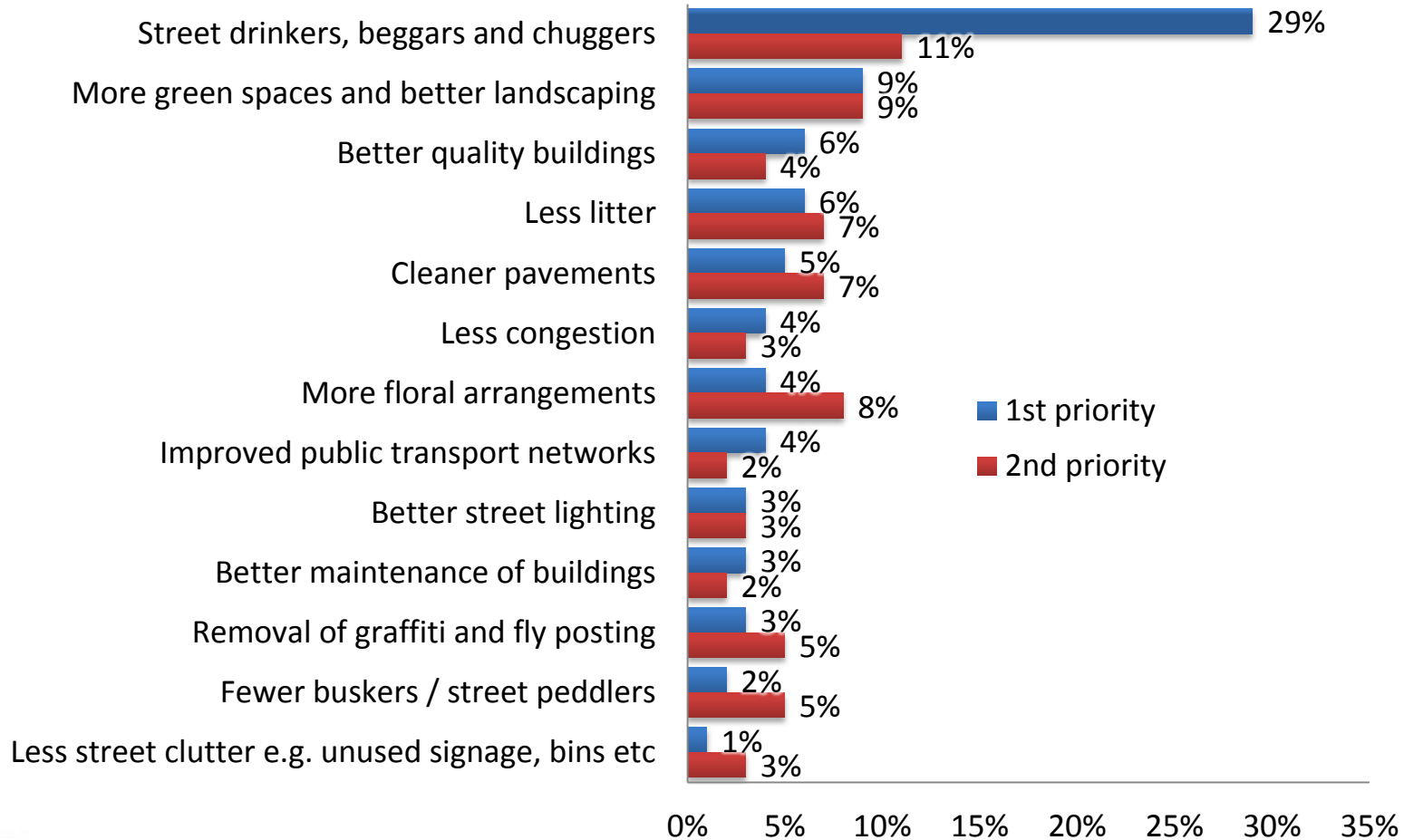
Visitors' rating of aspects of the town centre



Visitors' agreement with statements about the town centre environment



Visitors' main suggestions for improvements that would most enhance the town centre

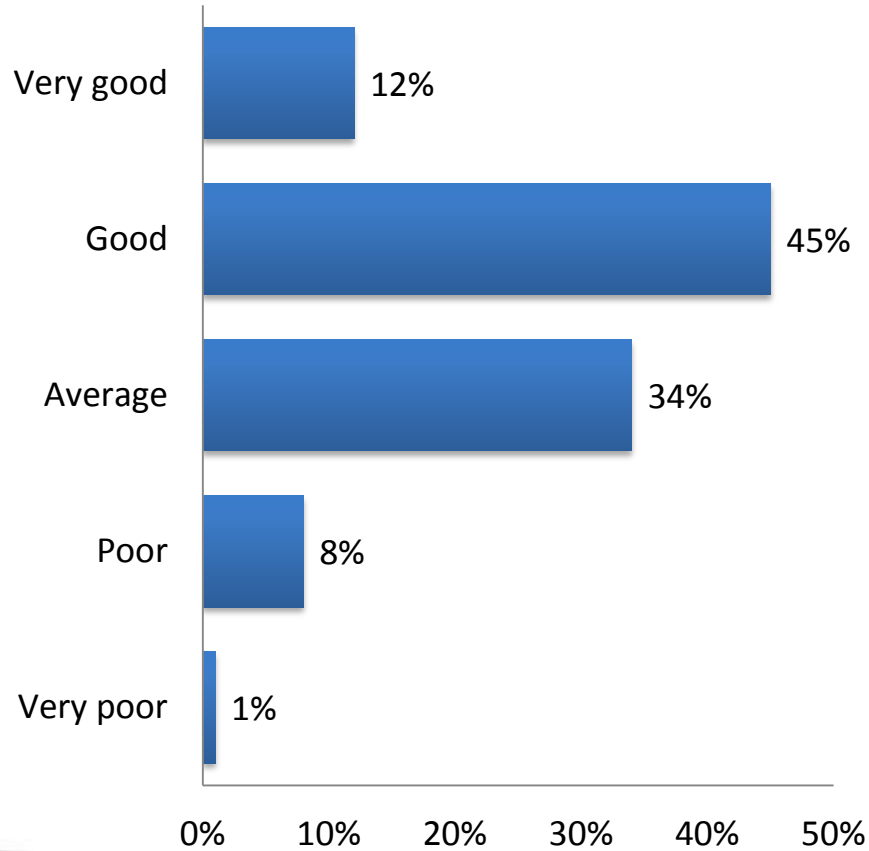


Shopping in Luton town centre

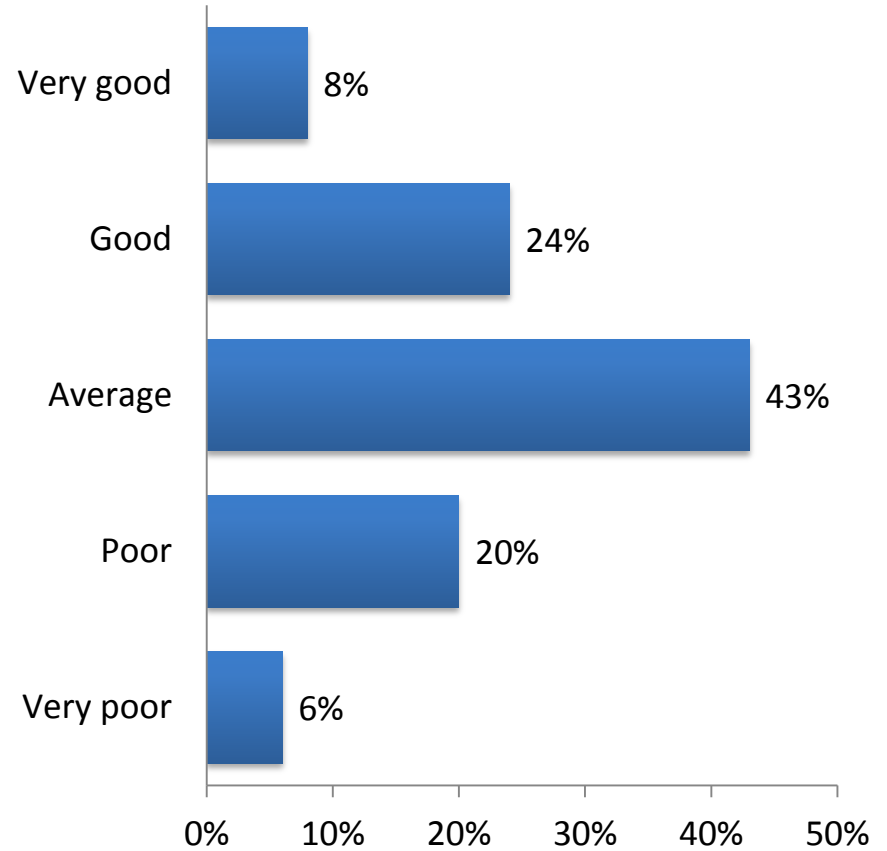


Rating of the quality of shopping facilities in the town centre

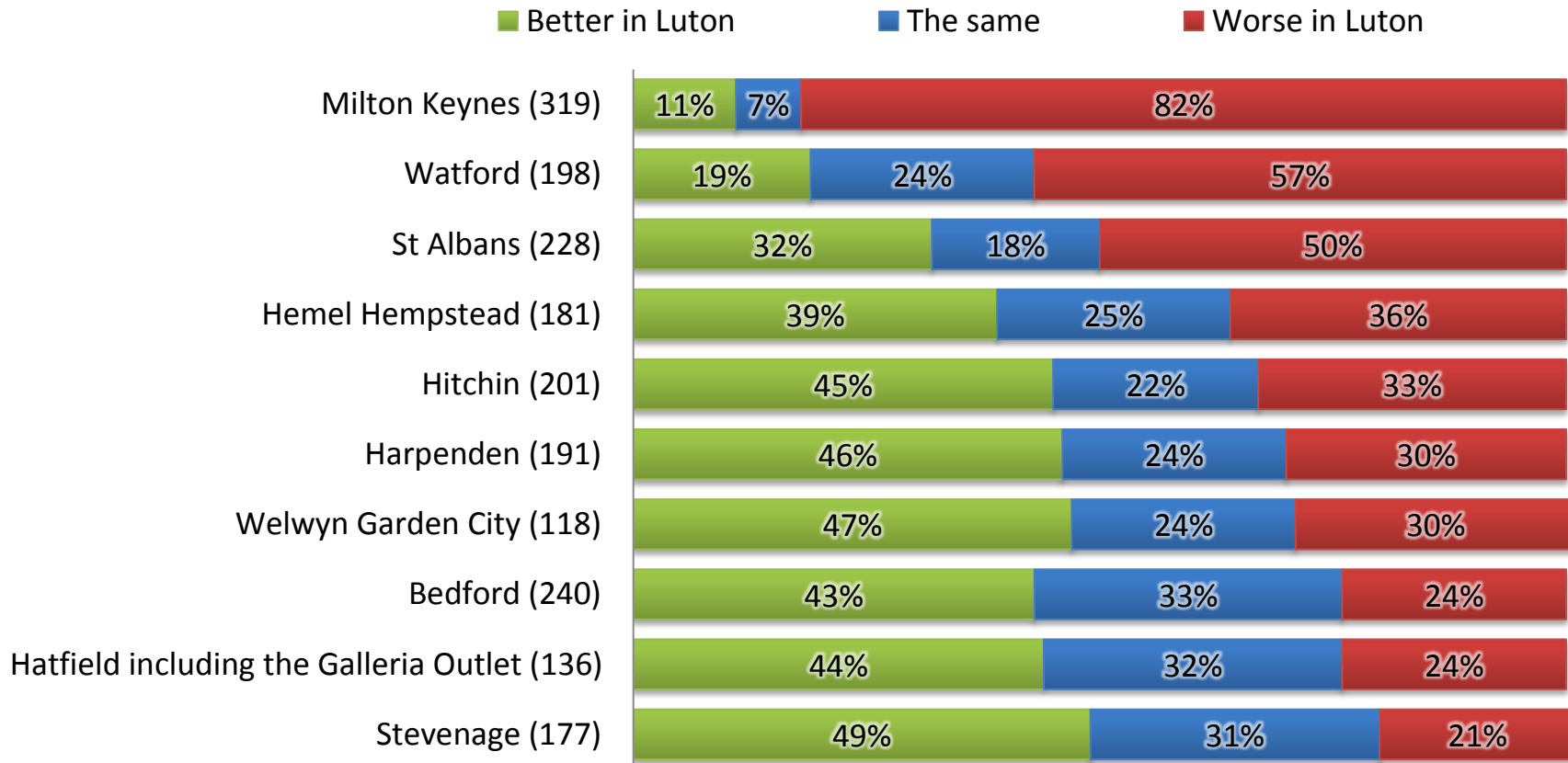
Visitors



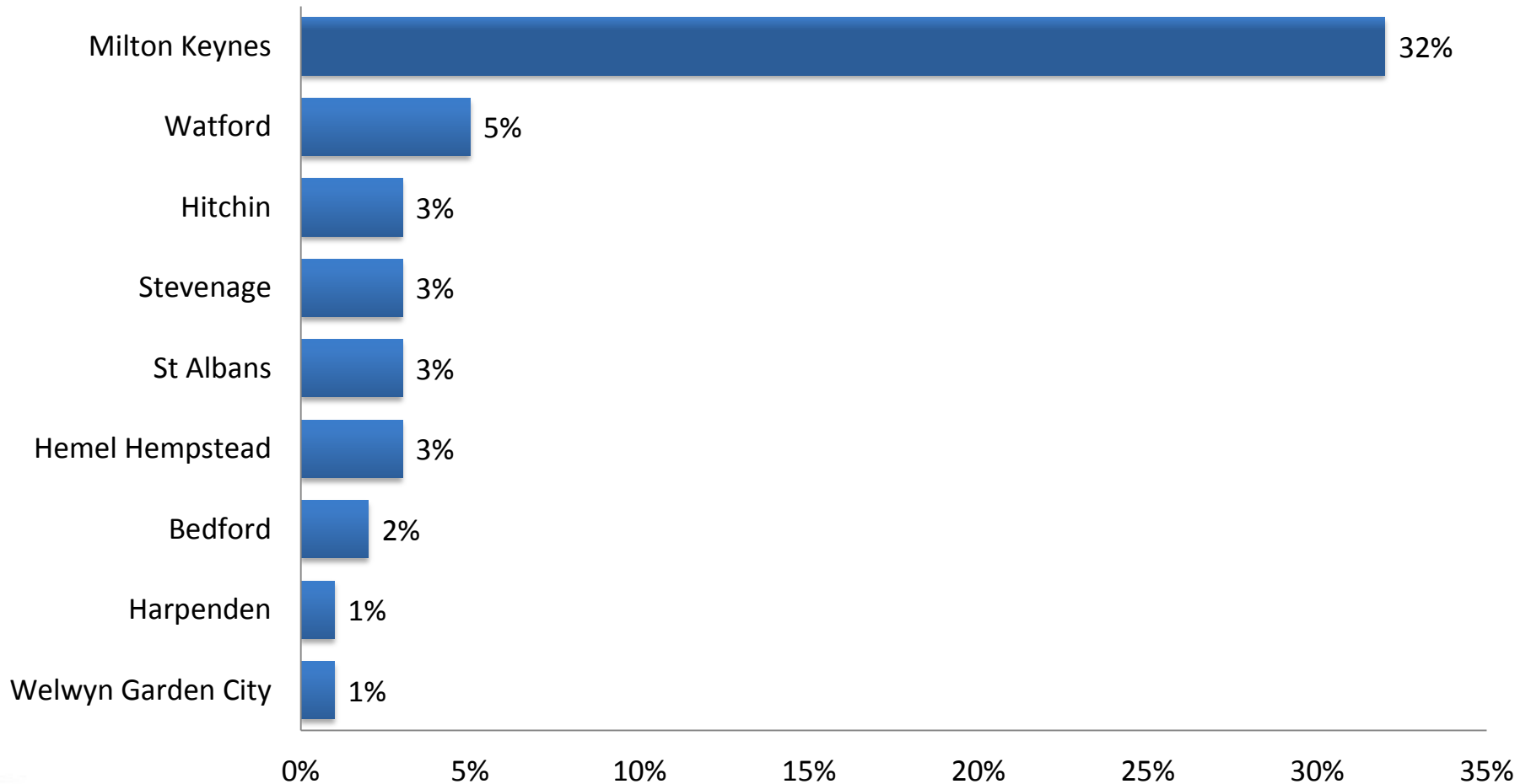
Non visitors



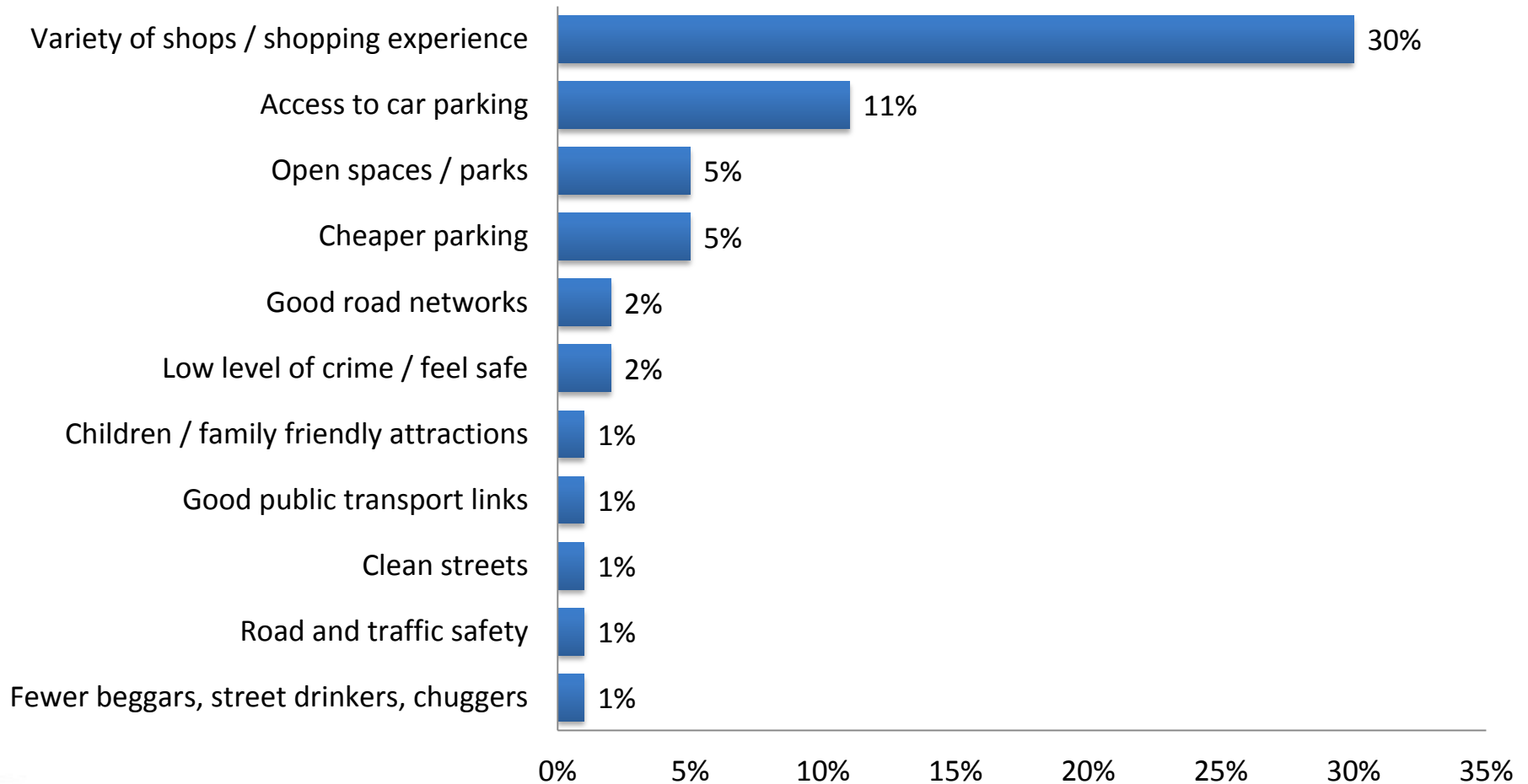
Visitors' perceptions of Luton's shopping facilities compared to other towns



Main places where non visitors usually go for shopping



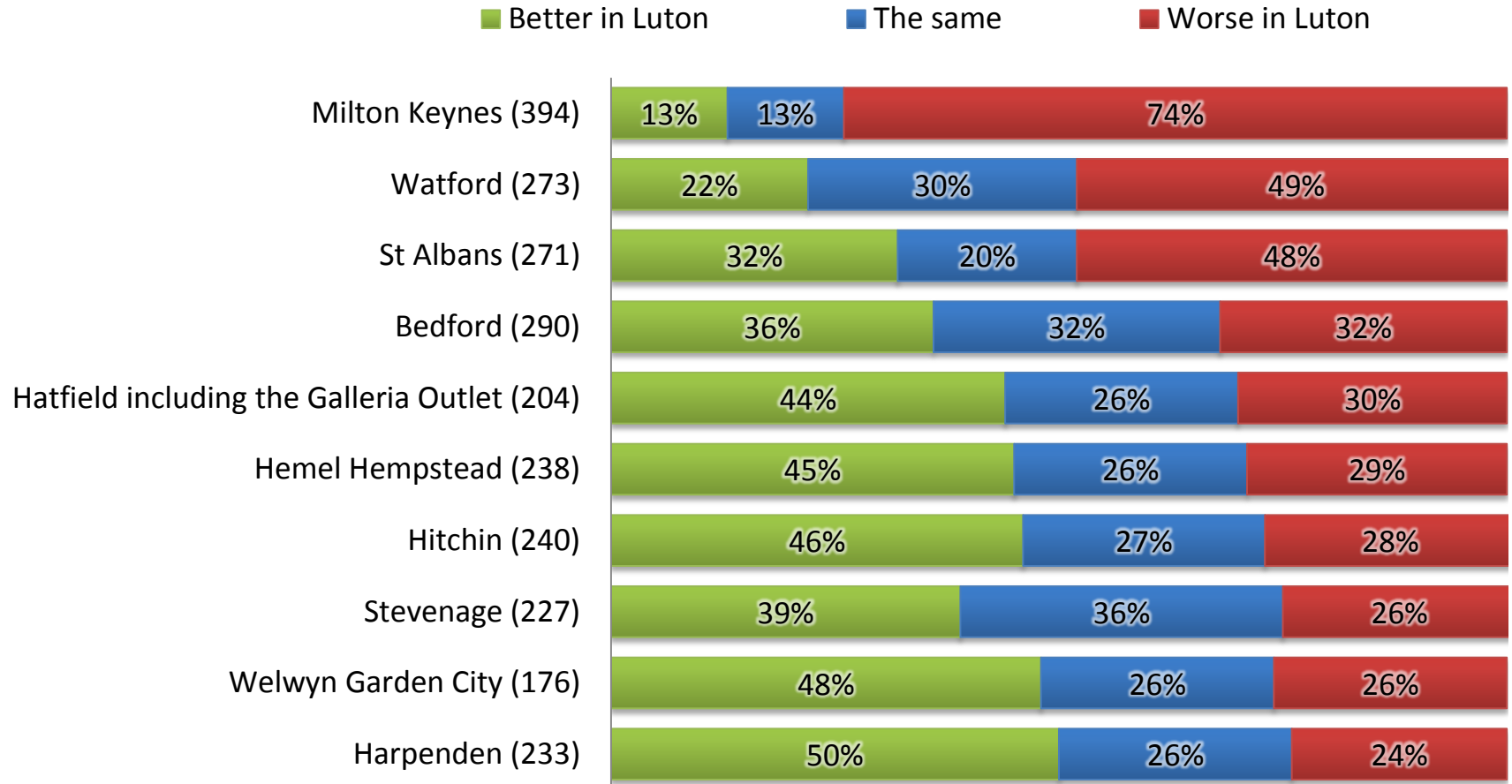
Main reasons why non visitors go to other places for shopping



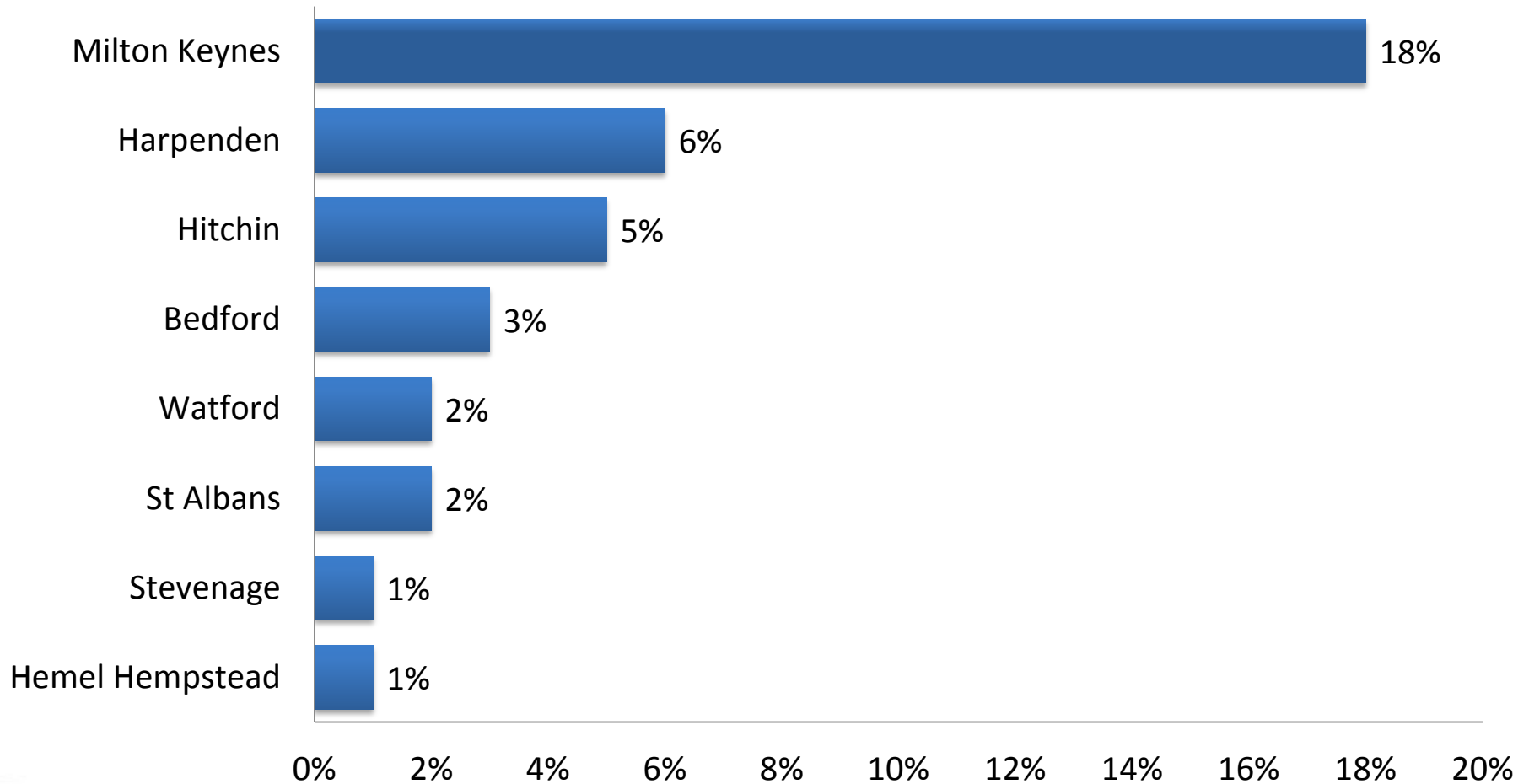
Leisure facilities in Luton town centre



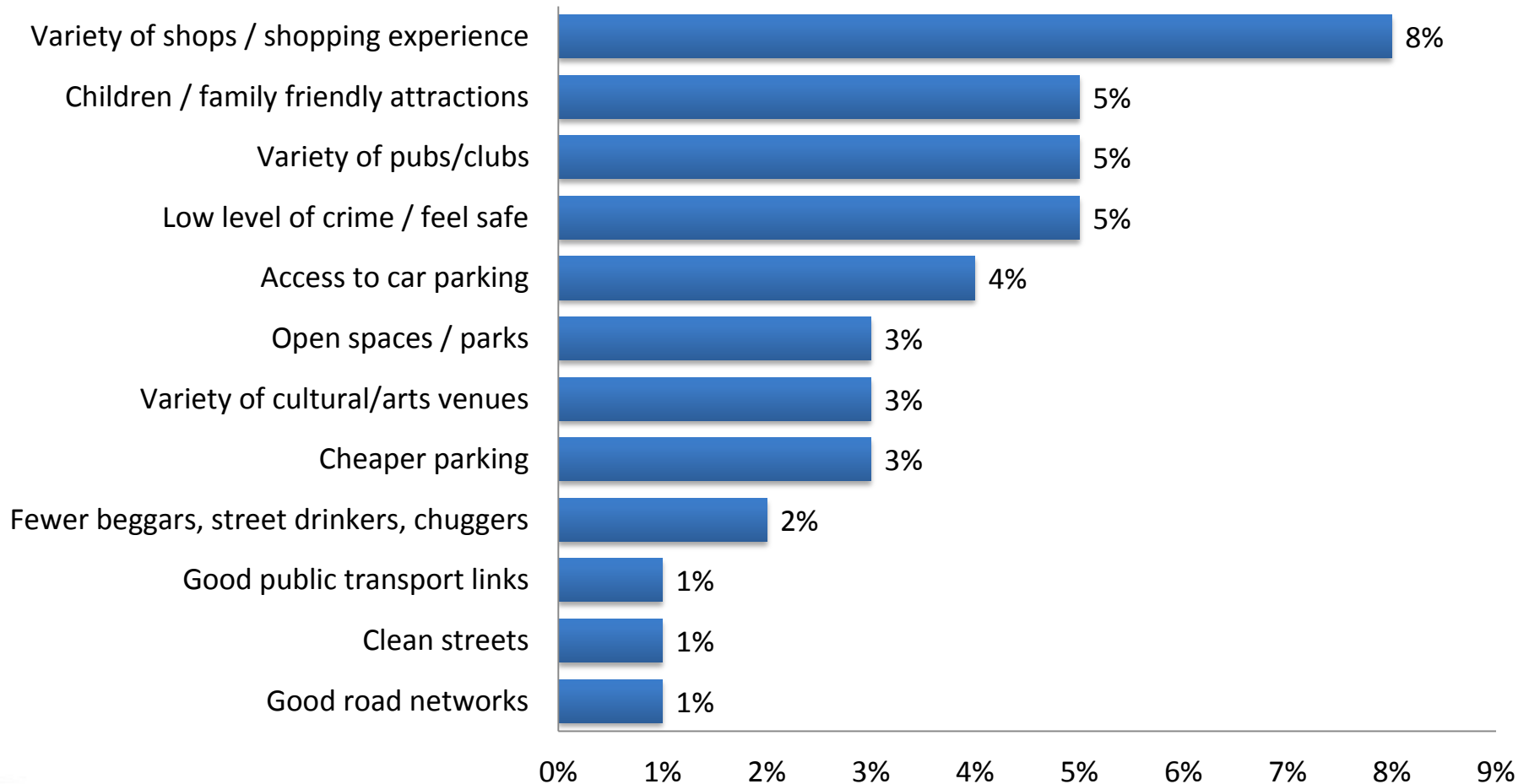
Visitors' perceptions of Luton's leisure facilities compared to other towns



Main places where non/infrequent visitors usually go for leisure

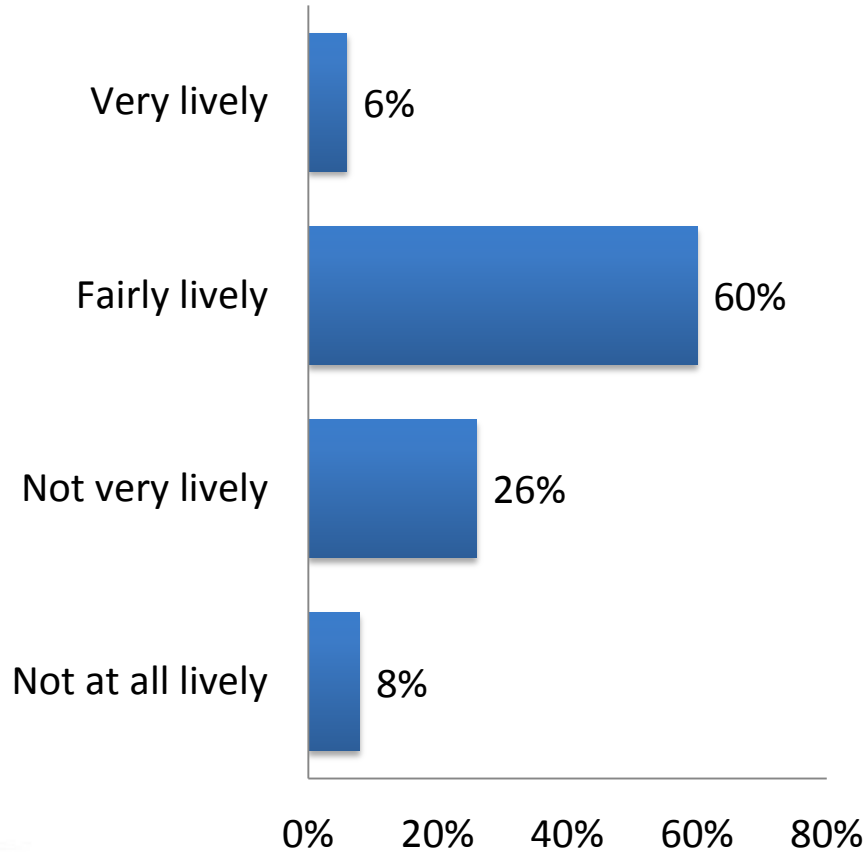


Main reasons why non visitors go to other places for leisure

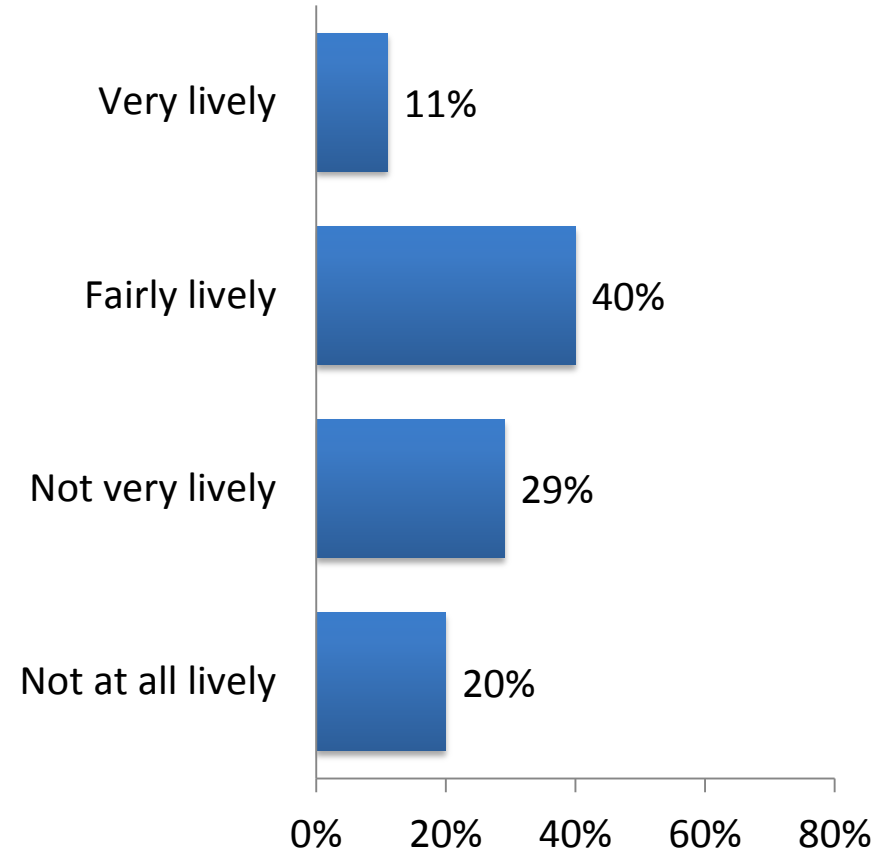


Perceptions of the 'liveliness' of the town centre

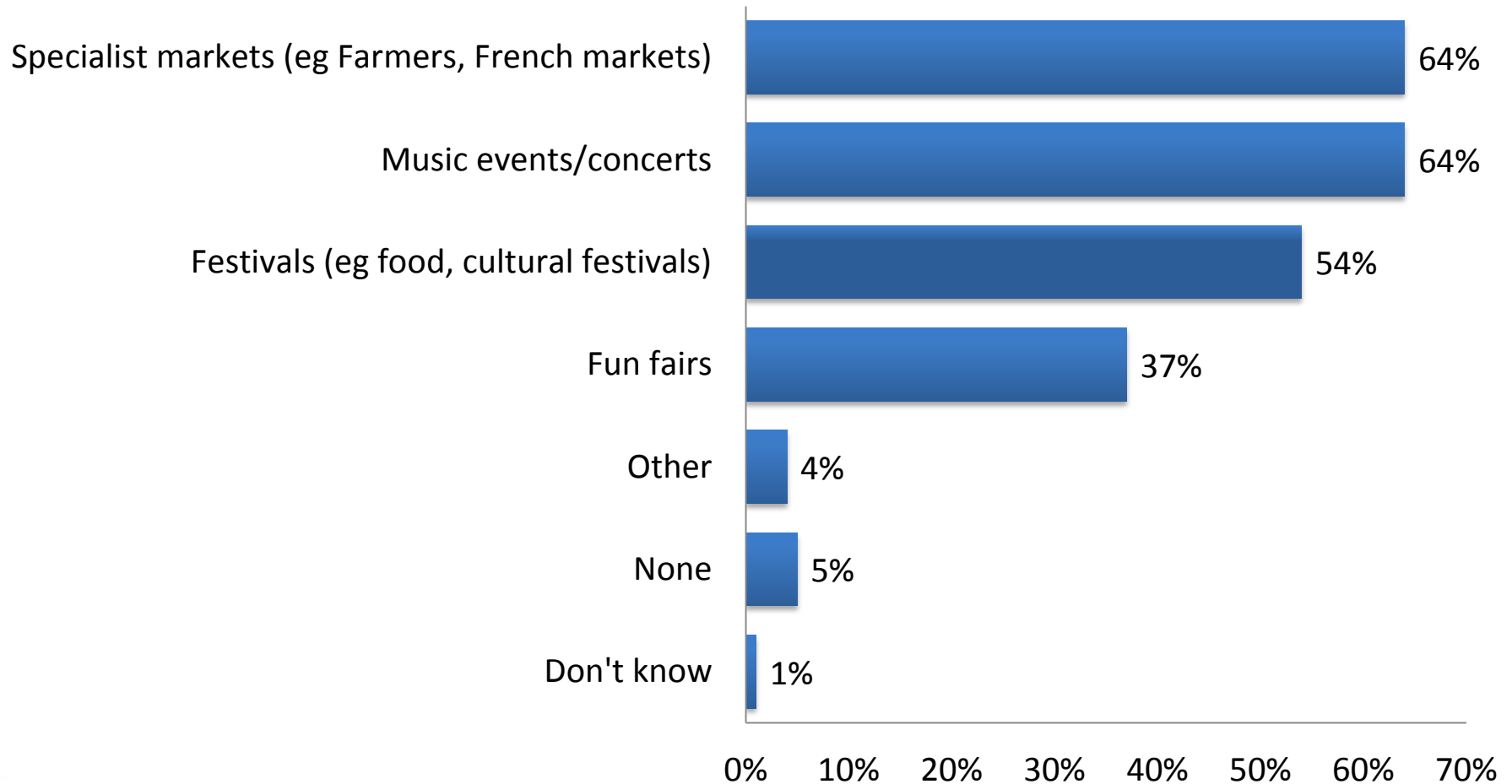
Visitors



Non visitors



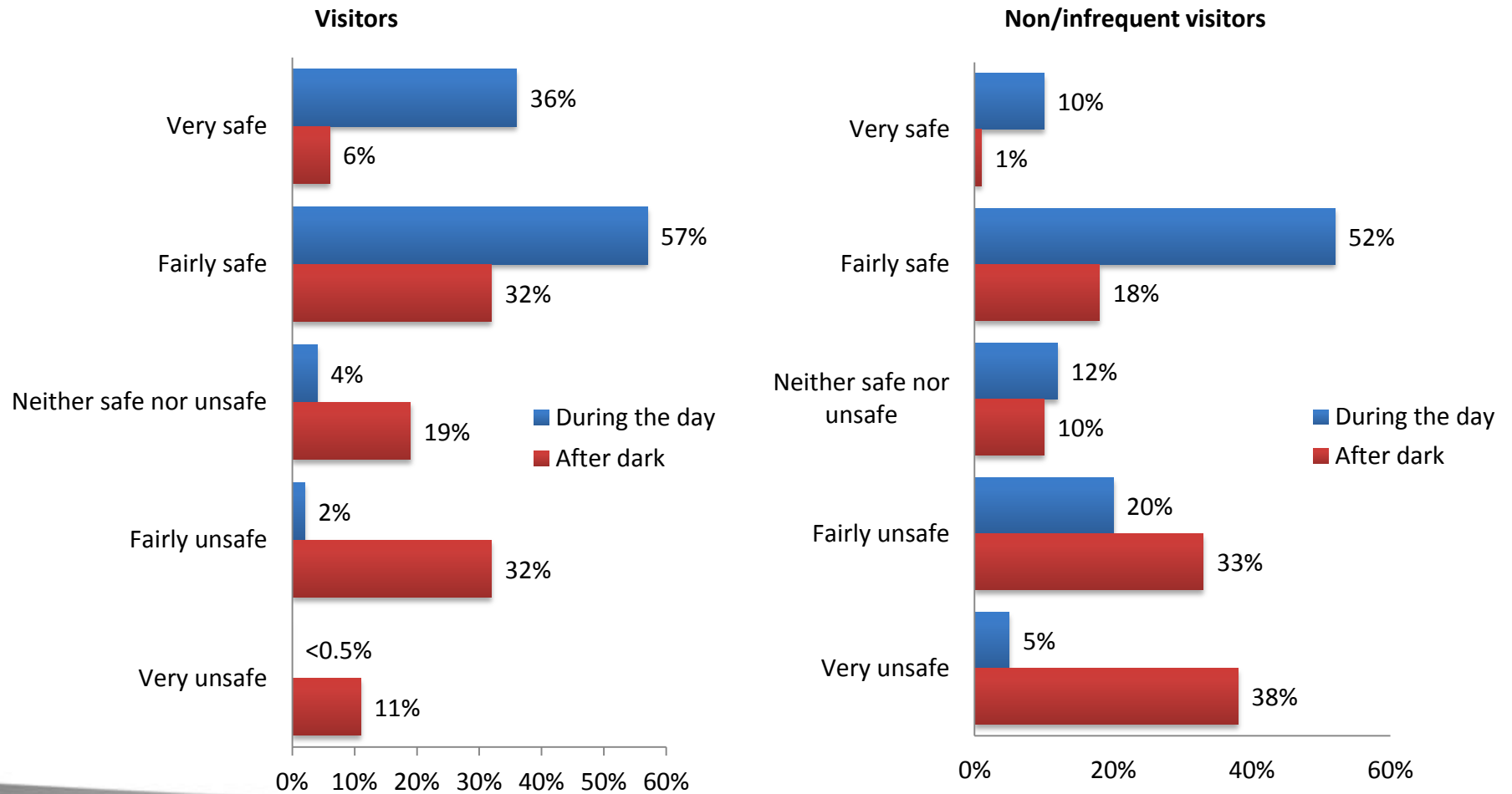
Visitors' suggestions of events & activities that would improve the 'liveliness' of the town centre



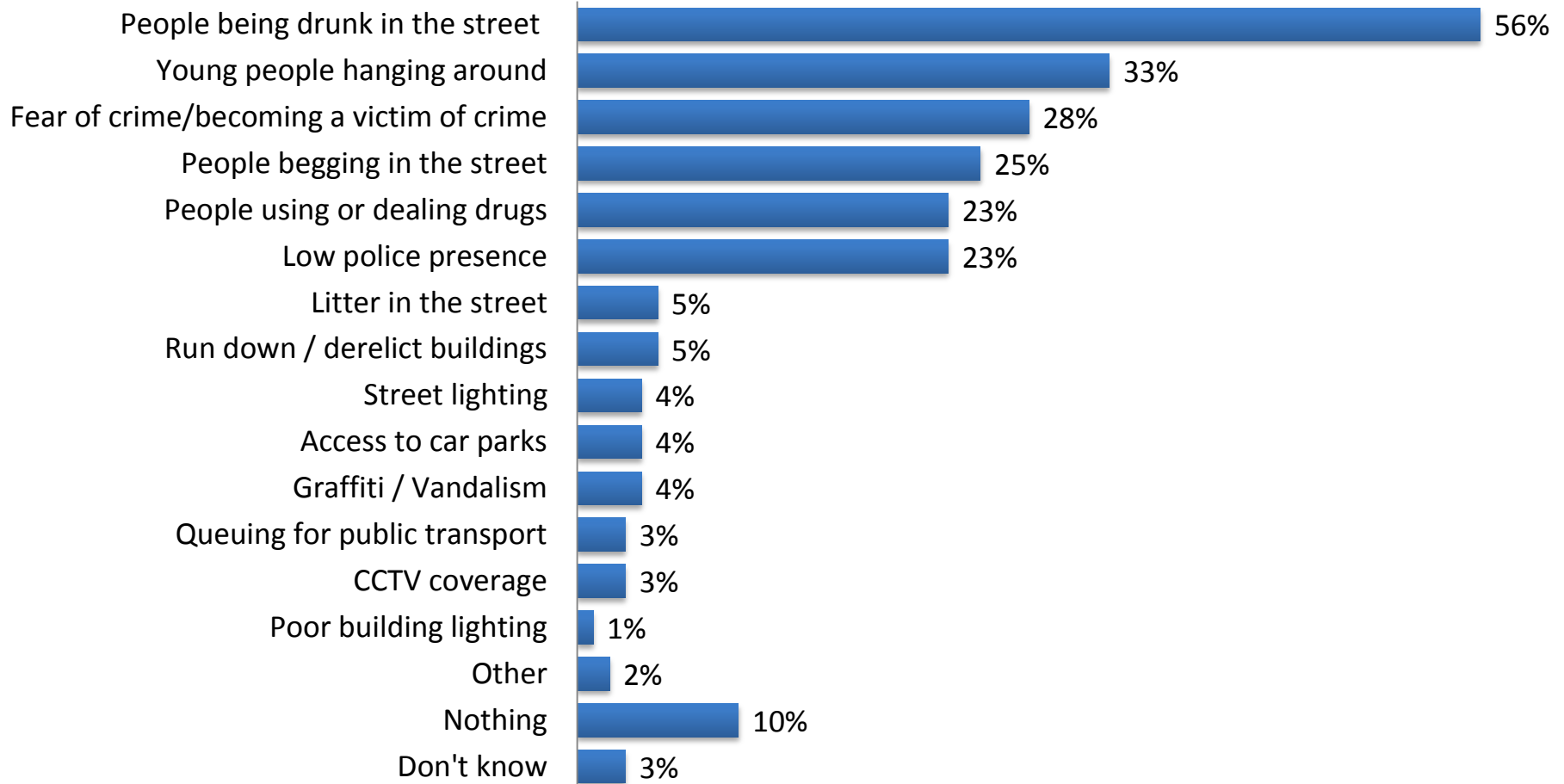
Perceptions of safety in Luton town centre



Perceptions of safety in the town centre



Three aspects that make visitors feel the most unsafe in the town centre



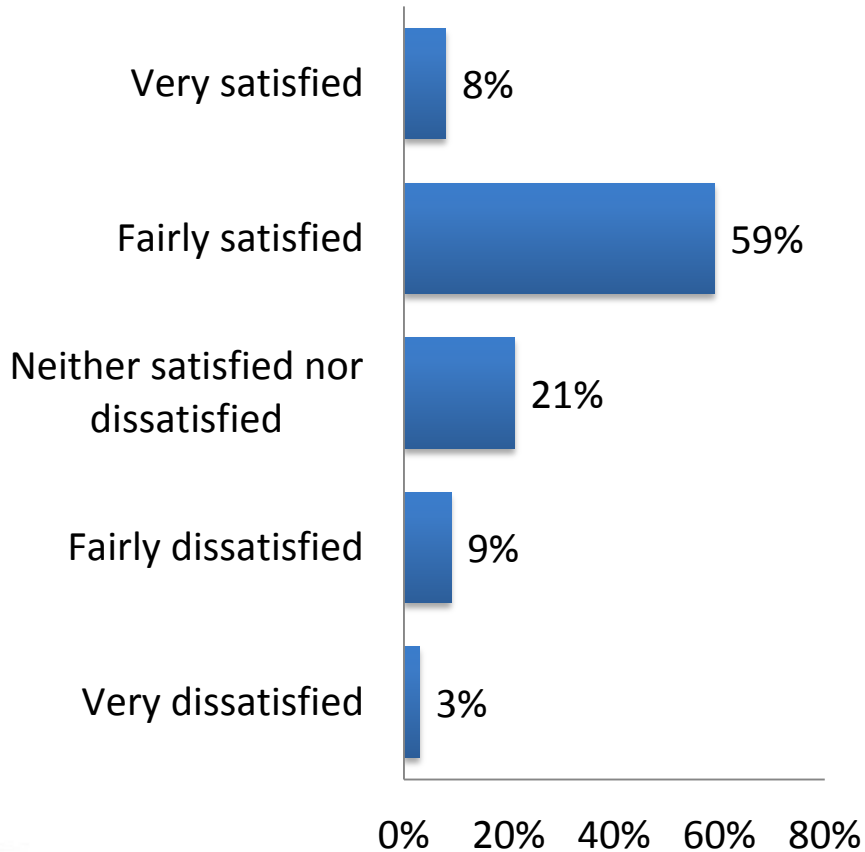
- The most common crimes are perceived to be
 - Robbery/mugging (28%)
 - Theft/pick pocketing (19%)
 - Anti-social behaviour (12%)
 - Shoplifting (11%)
- The main reasons for these perceptions are
 - Word of mouth (51%)
 - Personal experience (26%)
 - Relative/friend (21%)
 - Local media (15%)
- 6% of visitors have been a victim of crime in the last 12m, mainly
 - Theft/mugging/robbery (56% of victims)
 - Anti-social behaviour (31%)
 - Violent crime (11%)
 - Hate crime (11%)

Overall satisfaction with Luton town centre

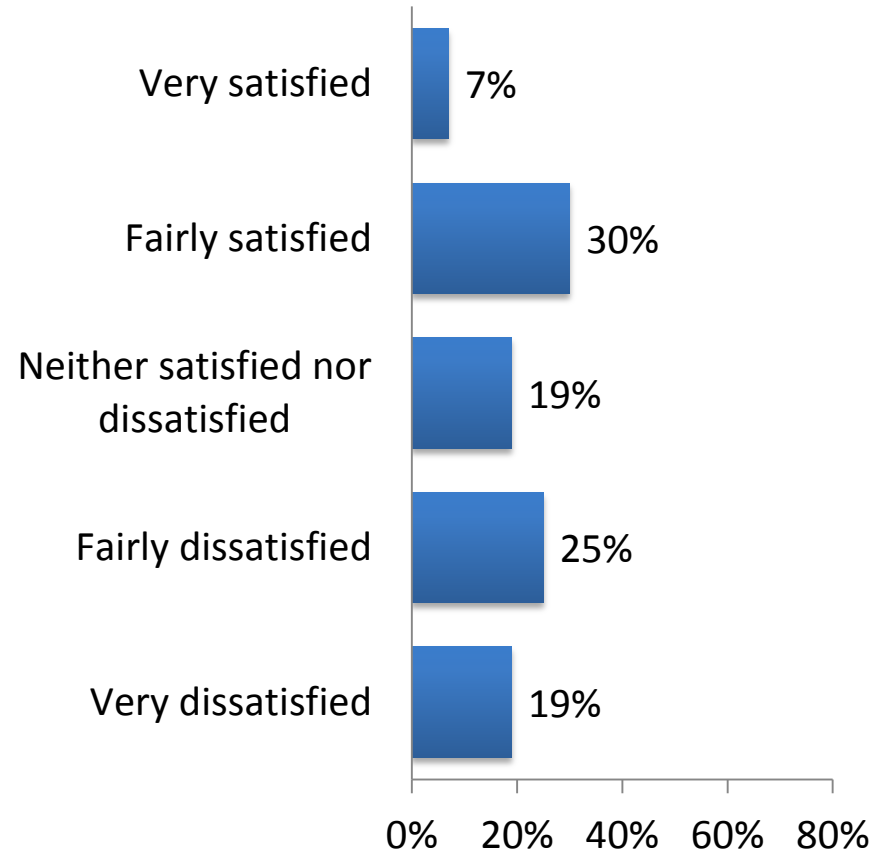


Overall satisfaction with Luton town centre

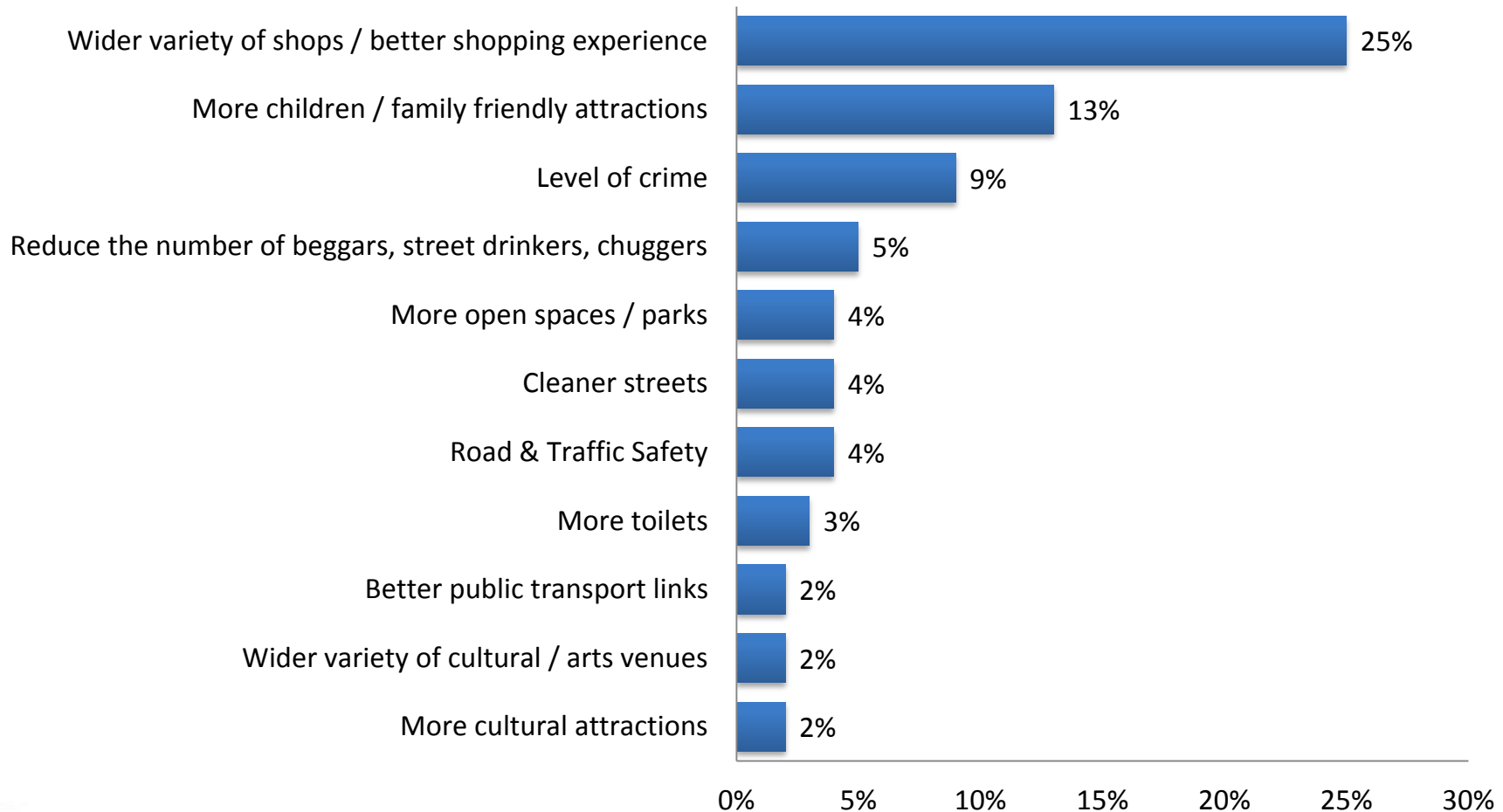
Visitors



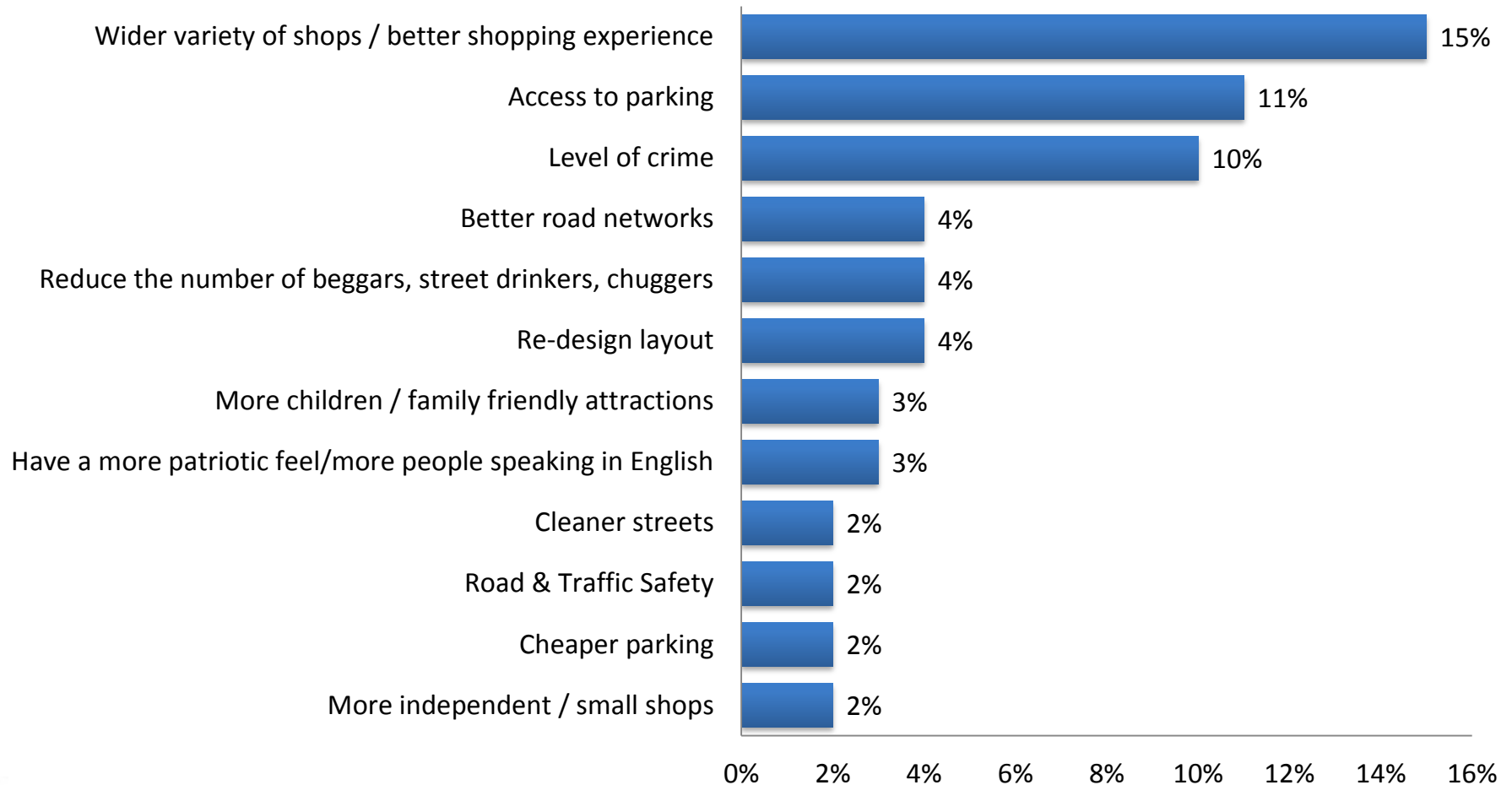
Non visitors



Visitors' suggestions of *one* main thing that should be changed about the town centre - unprompted



Non visitors' suggestions of *one* main thing that should be changed about the town centre - unprompted



Thank you

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