



NOTICE OF MEETING

**Bracknell Town Centre Regeneration Committee
Monday 10 February 2014, 5.30 pm
Council Chamber, Fourth Floor, Easthampstead House, Bracknell**

To: Bracknell Town Centre Regeneration Committee

Councillor Brunel-Walker (Chairman), Councillor Dr Barnard (Vice-Chairman), Councillors Turrell, Bettison and McCracken

Non-Voting Co-optee

Councillor Mrs Temperton

cc: Substitute Members of the Committee

Councillors Birch and Mrs Hayes

ALISON SANDERS
Director of Corporate Services

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Published: 30 January 2014



Bracknell Town Centre Regeneration Committee
Monday 10 February 2014, 5.30 pm
Council Chamber, Fourth Floor, Easthampstead House,
Bracknell

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AGENDA

Page No

1. **Apologies for Absence/Substitute Members**

To receive apologies for absence and to note the attendance of any substitute members.

2. **Declarations of Interest**

Any Member with a Disclosable Pecuniary Interest or an Affected Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.

3. **Minutes**

To approve as a correct record the minutes of the meeting of the Committee held on 6 January 2014.

1 - 4

4. **Urgent Items of Business**

Any other items which, pursuant to Section 100B(4)(b) of the Local Government Act, the Chairman decides are urgent.

5. **The Future of Bracknell Market and Winchester House following the Public Consultation**

To consider the future of Bracknell Market and Winchester House following the public consultation.

5 - 72

**BRACKNELL TOWN CENTRE
REGENERATION COMMITTEE
6 JANUARY 2014
5.30 - 6.30 PM**



Present:

Councillors Brunel-Walker (Chairman), Dr Barnard and Bettison and Turrell

Non-Voting Co-optee:

Councillor Mrs Temperton

Apologies for absence were received from:

Councillors McCracken

15. Election of Vice-Chairman

It was agreed that Councillor Barnard would be elected as Vice-Chairman of the Bracknell Town Centre Regeneration Committee.

16. Declarations of Interest

There were no declarations of personal or disclosable pecuniary interests in relation to items on the agenda.

17. Minutes

RESOLVED that the minutes of the meeting of the Committee held on 4 November 2011 be approved and signed by the Chairman as a correct record.

18. Urgent Items of Business

There were no urgent items of business.

19. Exclusion of Public and Press

RESOLVED that pursuant to Regulation 4 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2012, members of the public and press be excluded from the meeting for the consideration of item 7 which involves the likely disclosure of exempt information under the following category of Schedule 12A of the Local Government Act 1972:

- (3) Information relating to the financial or business affairs of any particular person (including the authority).

Item 7: Bracknell Town Centre Regeneration Update

RESOLVED that

- 1 The “non-termination” of the Development Agreement, as set out at paragraph 5.14 of the report be noted.
- 2 The Stage E designs at Appendix 1 to the report be approved.
- 3 The Executive be requested to include a further £2m in the capital programme for 2016/17 to facilitate wider town centre infrastructure improvements.

Minute Annex

Bracknell Forest Council Record of Decision

Work Programme Reference	I042306
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1. **TITLE:** Bracknell Town Centre Regeneration Update

2. **SERVICE AREA:** Chief Executive's Office

3. **PURPOSE OF DECISION**

To obtain endorsement and approval to the continuing approach to the Town Centre Regeneration

4. **IS KEY DECISION** Yes

5. **DECISION MADE BY:** Bracknell Town Centre Regeneration Committee

6. **DECISION:**

1 That the "non-termination" of the Development Agreement, as set out at paragraph 5.14 of the report be noted.

2 That the Stage E designs at Appendix 1 to the report be approved.

3 That the Executive be requested to include a further £2m in the capital programme for 2016/17 to facilitate wider town centre infrastructure improvements.

7. **REASON FOR DECISION**

To progress the Council's key priority of a Town Fit for the 21st Century

To bring forward the comprehensive regeneration of Bracknell Town Centre as soon as possible in the current economic climate.

8. **ALTERNATIVE OPTIONS CONSIDERED**

Considered in the body of the report.

9. **PRINCIPAL GROUPS CONSULTED:** None

10. **DOCUMENT CONSIDERED:** Report of the Assistant Chief Executive

11. **DECLARED CONFLICTS OF INTEREST:** None.

Date Decision Made	Final Day of Call-in Period
Monday, 6 January 2014	Wednesday, 15 January 2014

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TO: BRACKNELL TOWN CENTRE REGENERATION COMMITTEE
10 February 2014

FUTURE OF BRACKNELL MARKET AND WINCHESTER HOUSE Assistant Chief Executive

1 PURPOSE OF REPORT

- 1.1 To decide the future of Bracknell Market and Winchester House following public consultation.

2 RECOMMENDATION

- 2.1 **That the Committee endorses Option 2, and that Bracknell Market be relocated to an outdoor location and that Winchester House be redeveloped.**
- 2.2 **That authority be delegated to the Chief Executive to vary the management agreement with Grenchurch to facilitate an outdoor market.**
- 2.3 **That the Council secures vacant possession of the market on a date to be determined by the Chief Executive in consultation with the Executive member for Regeneration and Economic Development**

3 REASONS FOR RECOMMENDATIONS

- 3.1 To progress the Council's key priority of a Town Centre Fit for the 21st Century
- 3.2 To bring forward the comprehensive regeneration of Bracknell Town Centre as soon as possible in the current economic climate.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 The options for the future of the Market and Winchester House were the basis for public consultation and are contained in the body of this report.

5 SUPPORTING INFORMATION

Background

- 5.1 Winchester House is one of the most prominent buildings in Bracknell town centre. The building has frequently been cited as a symbol of the urgent need for regeneration. Bracknell market is accommodated in the ground floor of the building and operates for two days per week. Occupancy has declined over many years, reflecting the difficult trading conditions in the town centre generally but also changes in shopping habits. The Bracknell Town Centre Masterplan developed in 2002 envisaged the redevelopment of the building for residential use, and the relocation of

the existing indoor market to a new, purpose-built market hall, on the southern side of a new public space to be created.

- 5.2 Members will recall that, following the credit crunch and subsequent recession in 2008 onwards, the plans for the town centre were reviewed. This was at a time when retail-led regeneration schemes across the country were being shelved; they were simply uneconomic to deliver. Although essentially the same scheme, areas of development were reduced by around 40% and other changes made to provide a phased development more appropriate to economic conditions, and to make delivery of a viable scheme more likely. This remains a key issue for regeneration in Bracknell and led to the outline planning permission for the town centre not incorporating a proposal for a new indoor market. This was not the only 'casualty' of the recession's impact on the town centre plans. Commercial development was also shelved for the medium term on the southern gateway; proposals remain to be developed for the Northern Retail Quarter East, pending the delivery of the NRQW; and the council's own plans for new accommodation were halted .

Re-development of Winchester House:

- 5.3 Winchester House belongs to Comer Homes, although the Council has a lease for an indoor market. Officers have been working for many years to find a way to encourage the redevelopment of the building. On 20 December 2013, a conditional Development Agreement was exchanged with Comer Homes which provides for the demolition of Winchester House in 2014 subject to the Council providing vacant possession of the Market Square and Market Hall. Members should note that this agreement is dependent on the decision on the future of the market and the Council is free to decide that the Market is not relocated. If vacant possession is not provided, the deal will fall and Winchester House will not be redeveloped. Therefore there is the need for the council to take a decision with regard to the opportunity presented by this conditional agreement.
- 5.4 On 17 December 2013, Comer Homes submitted reserved matters applications for the proposed new development and for the new Market Square.
- 5.5 In order to inform the decisions which Members must make on the future of the Market, the Council commissioned a public consultation, done by an independent market research organisation (QA Research). The consultation ran for eight weeks between 18 November 2013 and 13 January 2014. The consultation set out three, realistic options, highlighting the fact that the future of the market and Winchester House are linked:
- **Option 1:** Keep Bracknell Market and Winchester House as they currently stand and do not redevelop the site.
 - **Option 2:** Move Bracknell Market to an outside location and redevelop Winchester House.
 - **Option 3:** Close Bracknell Market and redevelop Winchester House.
- 5.6 The three options do not, of course, contain the original aspiration of a new covered market included in the 2002 master plan. In recent years the possibility of relocating the market to an alternative existing indoor location has been considered. However, no suitable alternative existing premises are available in or around Bracknell town centre, particularly given that the site of the Northern Retail Quarter is now cleared ready for development, thus restricting the total retail space in the town. In the future redeveloped town centre, the focus remains to maximise economic viability.

5.7 The potential to relocate the market to a brand new, purpose-built hall has also been examined. Unfortunately, this is not a realistic option. Officers have tried to find the cheapest possible indoor solution. Setting aside the difficulty in finding a site for a new hall, estimates of the cost of a suitable new building are in the order of £0.5m (excluding professional fees, site and fit out costs). This would be for the most basic accommodation, which would not be consistent with the step change in the quality of the built environment being sought through the regeneration (and which has been a frequent issue raised by residents over many years). Realistically, therefore, the cost of a new hall would be considerably more and this is unfortunately unaffordable in the present financial climate. In summary, the provision of a new market hall is not a realistic option. As a result it was thus discounted as being a misleading alternative to include in the consultation. Once again, the council's focus has been on realistic, economically viable solutions. This was explained in the preface to the consultation document.

Consultation response:

5.8 The research agency's report is attached at Appendix 1. 1050 responses were received either online or on paper copies of the questionnaire. Members should note that face to face surveys were also included in the process. The key survey question related to the three possible options for Winchester House and the market. These are set out in the table below:

Base	1042	100%
Option 1: Leave the market in its current location and retain Winchester House	45	4%
Option 2: Move the market to an outdoor space elsewhere in the town and redevelop the Winchester House site.	746	72%
Option 3: Close the market completely and redevelop the Winchester House site.	236	23%
No preference	7	1%
Don't know	8	1%

Key findings from the consultation by QA research:

5.9 The conclusions reached by QA Research are set out in section five, p27 of their report:

- 1 The consultation offered the opportunity for a wide range of groups to give their views. The survey was distributed to a wide range of local stakeholders including residents, market users, traders and businesses and more than 1000 completed surveys were returned.

- 2 There is clear support for the principle of redeveloping Winchester House. Almost nine out of ten residents support replacing Winchester House and this proposal was also supported by the majority of other respondent groups.
- 3 The majority (89%) of residents did not support the option to keep Bracknell Market and Winchester House in its current location. In fact 81% gave this option the lowest score of zero out of ten. The option was considered unpalatable because it would mean that Winchester House would remain in place, reflecting the negative views about this building that currently exist.
- 4 There is clear support for relocating the market outdoors, supported by almost three quarters of residents. There was a belief from some that this would reinvigorate the market. It is notable that residents (45%) were more likely to say that they would visit the market more than they do at the moment.
- 5 There were mixed opinions about the option to close the market and provide no alternative. Whilst half of all residents did not support this option, a third said that they would. Generally, those that supported it liked the fact that it would mean that Winchester House would be demolished, but those that did not support the option expressed concern about the loss of the market.
- 6 When asked to choose between the three options for Winchester House, there was a clear preference for relocating Bracknell Market to an outdoor location. Overall 71% of residents, and 72% of all respondents, chose this option. Of the remainder, most supported option 3 (to close the market and provide no alternative). Few preferred to keep Bracknell Market and Winchester House in its current location.

Other responses received:

- 5.10 In addition to the questionnaire, eight emails and one letter have been received making representations (although one email related to technical problems with the online survey). The issues raised are addressed in Appendix 2.
- 5.11 Separately from the formal public consultation, the market traders organised a petition containing 1213 signatures (927 collated by the stallholders and 286 on-line). This was considered at Council on 22 January 2014 which referred the issue to the Regeneration Committee for consideration. The petition is attached at Appendix 3 and echoes the view raised by a small number of respondents to the formal consultation viz that the consultation questions were wrongly drafted or that the Council should have offered an additional option of relocating the market to a new indoor location. Members may recall that in response to questions at Council, the issue of storage was highlighted. The permanent outdoor market solution will explore ways to provide necessary storage.

Analysis:

- 5.12 The responses received through the consultation have been carefully considered. In addition the points raised by the market traders' petition have also been taken into account. Appendix 2 sets out a detailed response to the points raised by email and letter. The most prominent issues raised are analysed below:

The Council's consultation was flawed and a different set of questions should have been asked, de-coupling the market from Winchester House, and offering the option of an indoor market:

- 5.13 This issue is at the heart of the Market Traders' petition, as well as being reflected in some of the individual correspondence. In response, it is clear that the future of Winchester House is wholly related to that of the market. It is impossible for Winchester House to be redeveloped without the relocation of the market. In addition, the Council has been clear about offering options that are realistically capable of being delivered. Paragraph 5.7 sets out the reasons why there is no realistic prospect of providing a brand new purpose-built market hall. This was also highlighted in the preface to the consultation document.
- 5.14 The petition seeks to ask a set of new questions. It is unclear what the outcome of a new consultation would be, notwithstanding the fact that such an exercise would involve an option that is not realistically capable of being delivered.
- 5.15 The consultation itself was carried out by an independent consultation agency, ensuring that the process of securing and recording responses has been objective. Therefore, the outcome of the consultation can be relied on to inform the council's decision on the future of the market. The full report by QA is appended to this report.

The market should either be moved or closed, and Winchester House should be redeveloped (options 1 or 2)

- 5.16 95% of respondents have chosen one of the options seeking change to the current market. This comprises 72% of respondents who want the market to be moved to an outdoor space elsewhere in the town and Winchester House to be redeveloped, and 23% who would simply prefer to close the market completely and see Winchester House redeveloped.

Conclusion

- 5.17 The impact of relocation or closure on the market traders is not to be underestimated. Bracknell market provides a valuable addition to the range of food and retail available in the town centre, especially during a time of significant transition and reduced choice for residents. A new indoor market would be an attractive solution for the market traders. However, the unfortunate reality is that this is not a realistic option.
- 5.18 QA Research's conclusions are clear and summarised at paragraph 5.9 above. In short, 72% of respondents (and some of the individual emails) are supporting a market in the town. Option 2 would provide for a new market, with the potential to offer a range of goods and broaden the retail and food/drink offer in the town centre.
- 5.19 In the light of the consultation response, the committee is recommended to follow option 2, ie to move the market to an outdoor space elsewhere in the town centre and to redevelop Winchester House. All of the current market traders will be offered the opportunity to take space in the new temporary outdoor market and in the eventual permanent location.

Next steps:

- 5.20 Should the committee choose to proceed with Option 2, then officers will start work to secure vacant possession of the Market Hall. A planning application would be submitted to provide a temporary outdoor Market in the High Street for the period until the Winchester House redevelopment and new market square is complete. Depending on the design proposed in this planning application, it may be necessary for consent to be secured from adjoining retail tenants. Subject to being granted

planning permission and any other necessary approvals, the market would then move to a permanent location in the new Market Square. In preparation for this move, the traders would be given three months' notice (exceeding the legal requirement for a four-week period).

- 5.21 The agreement with the existing market management company (Grenchurch) would need to be amended to manage a new outdoor market. Authority is sought for such a variation.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

- 6.1 Nothing to add to the report.

Borough Treasurer

- 6.2 The net cost of Bracknell Market is £14,000 p.a. Closure of the Market will, therefore, realise a modest saving. Costs associated with the relocation of the Market to an outdoor location (and their proposed funding) will be reported to a future meeting of the Committee.

Equalities Impact Assessment

- 6.3 Retention of the existing market and the provision of a new market all add to the variety and choice of shopping for residents. The option to close the market altogether would reduce such choice.

Strategic Risk Management Issues

- 6.4 The redevelopment of Winchester House is a key element in the delivery of the comprehensive regeneration of Bracknell town centre, one of the council's overarching priorities.

7 CONSULTATION

Principal Groups Consulted

- 7.1 Set out in the report

Method of Consultation

- 7.2 Online survey, printed questionnaire and face to face surveys.

Representations Received

- 7.3 Set out in the report.

Background Papers

None

Contact for further information

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Assistant Chief Executive

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Appendix 1:

Report from QA Research into consultation results.

Appendix 2

Issues raised in emails/letter in response to the consultation:

	Respondent	Issues raised	Response
1	Mrs J Tidy	<ul style="list-style-type: none"> • Protest strongly at the wording of the consultation. • Option should be given for an indoor market. • Traders have said many times that they are unable to function without storage for their goods. Therefore offering only an outdoor market will effectively close the market. • The market is the only place that sells haberdashery, wool of decent quality, fabric, ribbons, buttons, knitting needles, patchwork tools, sewing machines etc, the vast majority of which could not be sold in an area open to the elements. 	<ul style="list-style-type: none"> • The consultation options were realistically capable of being delivered. • Haberdashery is available for a range of alternative retail sources.
2	Jennifer Bagshaw	<ul style="list-style-type: none"> • Not enough options given • Cannot accept that it is impossible to have a new indoor market. • If the council had the enthusiasm for an indoor market, the space would be found. • A market in decent accommodation rather than the current crumbling, damp, cold, draughty space, it would attract good quality stalls that would be a bonus for their neighbours. • A market a lift ride away would help to sell the new flats. • The council should persuade Comer homes to provide space for a market. • The market could be accommodated in the old Bentalls store. 	<ul style="list-style-type: none"> • The consultation options were realistically capable of being delivered. • Alternative indoor space is not available (see paragraph 5.z of the main report) • Comer Homes's development proposals do not contain a new indoor market hall; it would be inconsistent with the plans for new residential development. • The old Bentalls store is still in operation by Bentalls. In

			the future, this building will be at the retail heart of the town centre and will be prime retail space.
3	Jan Guiver	<ul style="list-style-type: none"> • Despite strong local comment, the survey has not been changed to take notice of the stall holders. • The council should make provision for the relocation of the market to a covered area. 	<ul style="list-style-type: none"> • The consultation options were realistically capable of being delivered.
4	Tim Hodgson	<ul style="list-style-type: none"> • Since you have demolished half of Bracknell town centre, local people now have nowhere to obtain goods and food other than from corporate chain stores. No doubt this is part of your plan to outlaw and make obsolete people in the poorer demographic. • People in charge of environment design have an obligation to provide for other people than middle and upper class. Removing the only affordable food source for the less well off will most likely further add to the feeling of anxiety and oppression that has become more apparent since the removal of all the smaller and lower end traders from the town centre. • How will the poor going to be able to find affordable food in your plans for Bracknell town centre once you have got rid of the market. 	<ul style="list-style-type: none"> • Option 2 proposes a new outdoor market which would meet the needs of everybody listed in this response.
5	PA and CR Klesel	<ul style="list-style-type: none"> • This has not been offered openly. Why bind the future for the market in with that of a derelict building? Surely it is not beyond the wit of the Council to include arrangements for a covered market on an alternative site, but within the redevelopment, which is what traders and residents want. • A local authority with a developed policy on waste reduction should be welcoming opportunities for local produce and reduced packaging that is offered and encouraging the market to thrive rather than allowing the "big four" to dominate. 	<ul style="list-style-type: none"> • The future of the market and Winchester House are bound together. No redevelopment of the derelict building is possible unless the market is relocated. • Alternative indoor space is not available (see paragraph 5.z of the main report).

		<ul style="list-style-type: none"> We wonder whether our town-twinning partners would value their markets in the same way. 	<ul style="list-style-type: none"> Local produce and reduced packaging would still be possible through a new outdoor market. The Borough Council is not twinned with any other towns.
6	James Beeston	<ul style="list-style-type: none"> Prefer Option 2 or Option 3. In a lot of respects I don't care much about what they do as long as that awful eyesore of the 3M building is removed. It is a terrible blot on the landscape of Bracknell and will look awful next to the regenerated town centre. 	Noted
7	Bracknell Regeneration Partnership	<ul style="list-style-type: none"> Fully support Option2. This is in line with current thinking backed by the Government, the Mary Portas initiatives, and work done by the Association of Town Centre Management to support markets and town centres. BRP considers it extremely important to have the vibrant market in the town to drive footfall and provide a service to the local catchment. As the lead developer of the regeneration of Bracknell town centre, we consider it essential that Winchester House is demolished and redeveloped as quickly as possible. The building in its current state will have an adverse impact on leasing the regeneration. 	Noted
8	Mrs KE Bates	<ul style="list-style-type: none"> Bracknell needs a market. Where else can you buy haberdashery, sewing machine materials, reasonably priced vegetables, meat products and pet food, café etc and raise money for charity. Build a purpose-built indoor market on the site at the back of the Point especially now that the opposite side is being updated. 	

Appendix 3

Market Traders' Petition:

Appendix 4

Consultation Document

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Bracknell Market Survey 2013

For Bracknell Forest Council

24 January 2014



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Project number: STAKEI3-6543
Title: Bracknell Market Survey
Location: S:\ProjectFiles\B\Bracknell_Forest_Council\STAKEI3-6543_Bracknell_Markets_Survey_2013\Reports\6543_Bracknell_Markets_Survey_Report_V1f.doc
Date: 23 January 214
Report status: Final
Approved by: Nick Lynch
Authors: Michael Fountain
Comments: Michael.fountain@qaresearch.co.uk



This research has been carried out in compliance with the International standard ISO 20252

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I. Executive Summary

This will be added once the main body of the report has been agreed.



RESEARCH

2. Background and Objectives

Bracknell Forest Council wished to undertake a consultation to determine preferences for the future of the existing market, which currently occupies the bottom of Winchester House (also known as the 3M building) at the western end of the Broadway in Bracknell town centre. The owner of Winchester House has put forward proposals for its replacement with high quality town centre buildings. The proposals include demolishing the existing building and constructing around 300 new flats with leisure facilities such as a gym, restaurants and shops. If Winchester House is demolished then the market will not be able to remain in its current location. The developer is clear that if the market remains, they will not redevelop the site and Winchester House will remain in place for the foreseeable future.

The council needed to consult widely with the public to seek their views on three options for Bracknell Market and Qa was commissioned to support this consultation by undertaking a survey amongst key groups. Specifically, the research was designed to;

- Enable the Council to understand the opinions of a range of stakeholders with regards to the proposed options for the market going forward including the following groups: market traders, market users, developers, residents generally and local businesses.
- Provide a consistent methodology for all groups, allowing direct comparisons to be made.
- Deliver an approach that complements the ongoing work of Council officers.

This report outlined findings from the research amongst all groups.

3. Research Approach

3.1 Methodology

At the heart of the research was a paper-based survey which was designed by Qa and Bracknell Forest Council. The questionnaire was supported by a Consultation Booklet designed by the Council, which provided more detail about the proposals for Winchester house and the three options for the market. The survey was used in a number of different ways, as follows;

Bracknell Forest Residents

The paper survey and the Consultation Booklet were made available in a range of locations across Bracknell Forest, along with a FREEPOST envelope and residents were encouraged to complete the survey and return it to Qa Research for inputting and analysis. Alongside this, 200 surveys, Consultation Booklets and FREEPOST envelopes were distributed on-street by a Qa interviewer to encourage responses from city centre visitors and shoppers. Surveys were distributed on Friday 6 December and Saturday 14 December 2013. Additionally, a link to an online version of the survey was made available on the Council website. This survey was hosted by Qa Research and data from all completed surveys was stored on the Qa server and analysed along with the paper completions.

Bracknell Market Users

The survey was also distributed at the market itself, to ensure that the views of market users were captured and a total of 150 surveys, Consultation Booklets and FREEPOST envelopes were distributed by a Qa interviewer on Saturday 7 December and Friday 13 December 2013.

Market users could also complete the survey online using the link on the Council's website



Market Traders/Local Businesses/Developers

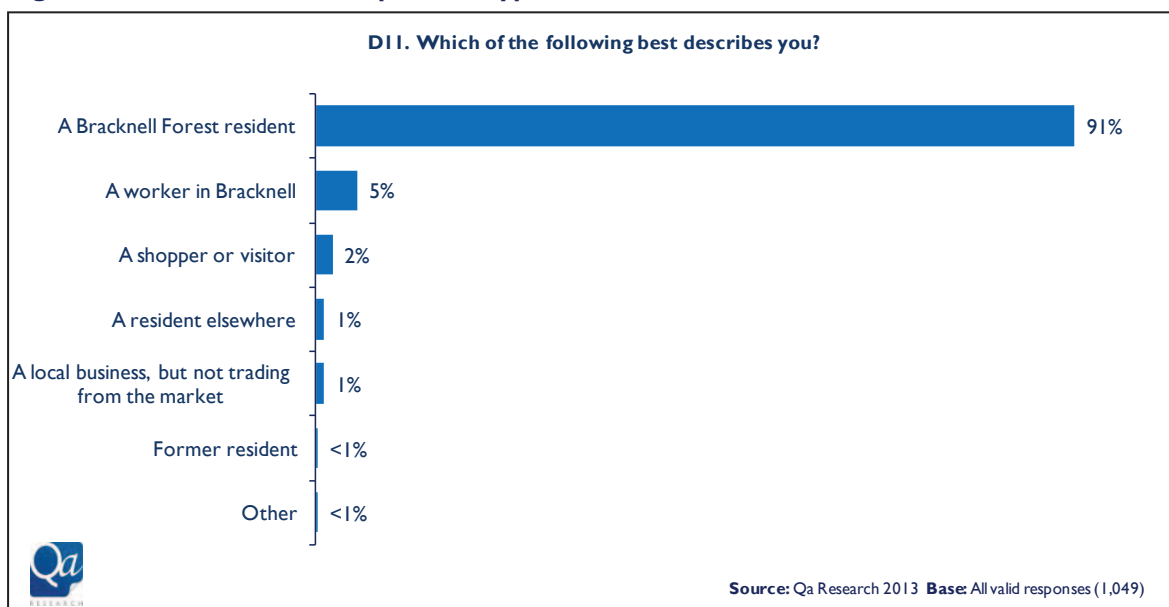
A small number of surveys were distributed by the Council to market traders, local businesses and developers.

Overall, the consultation commenced on Monday 18 November 2013 and was completed on Monday 13 January 2014. In total, 1,050 completed surveys were returned.

3.2 Type of Respondents

Everyone who completed the survey was asked to define themselves by selecting the definition that best described them from a short list, although respondents could pick more than one answer if they felt that was appropriate. Based on this, the chart below shows the breakdown of respondents;

Figure 1. Breakdown of respondent type



The majority of respondents identified themselves as ‘a Bracknell Forest resident’ (91%), while one-in-twenty indicated that they were ‘a worker in Bracknell’ (5%) and 2% said they were ‘a shopper or visitor’.

Additionally, 11 respondents identified themselves as ‘a local business, but not trading from the market’, equating to 1% of respondents and there were also survey completions from 15 people who were ‘a resident elsewhere’ (1%) and 5 from a ‘former resident’.

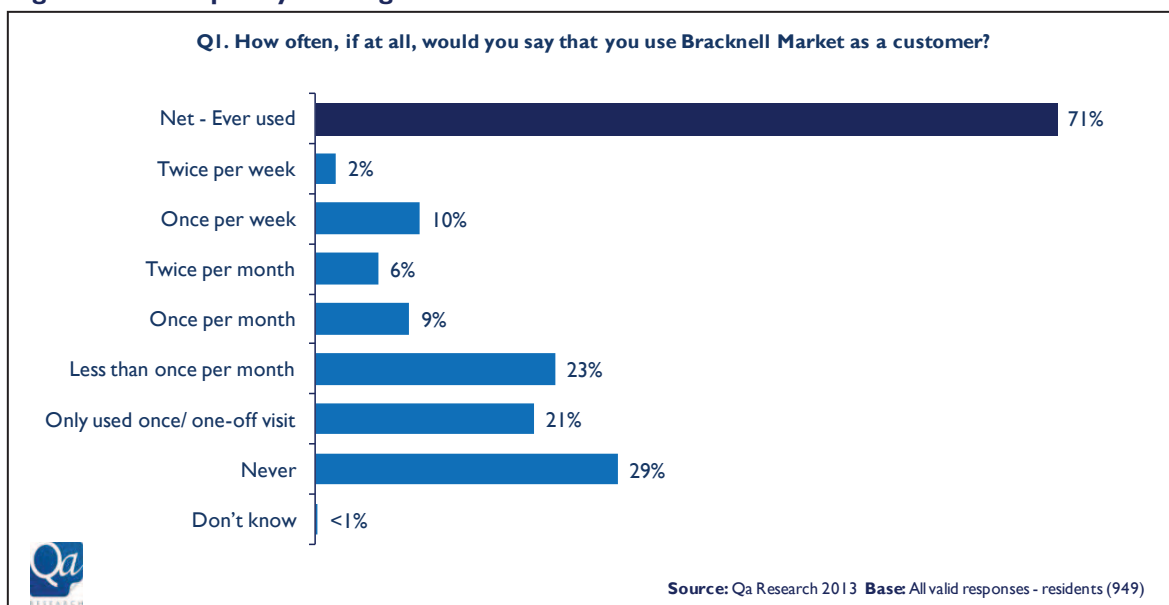
4. Key findings

This section details findings from the research amongst all sample groups. Findings are based on responses from residents and where relevant the views of other respondent groups are also detailed.

4.1 Usage of Bracknell Market

The chart below shows how frequently, if at all, respondents said that they use Bracknell Market as a customer;

Figure 2. Frequency of using Bracknell Market



The majority of residents who completed a survey said that they had used the market in the past (71%), but frequency of use was comparatively low. In total, just over one-in-ten (12%) said that they use the market either 'once a week' or 'twice a week', while a further 14% said that they do so either 'once a month' or 'twice a month'. However, respondents were most likely to say that they use the market 'less than once per month' (23%) or have 'only used once/one-off visit' (21%).

Notably, 65% of those who identified themselves as 'a worker in Bracknell' said that they had ever used the market, although most had used it 'less than once per month' (32%) or have 'only used once/one-off visit' (12%). Additionally, 63% of those who were 'a shopper or visitor' said they'd ever used it.

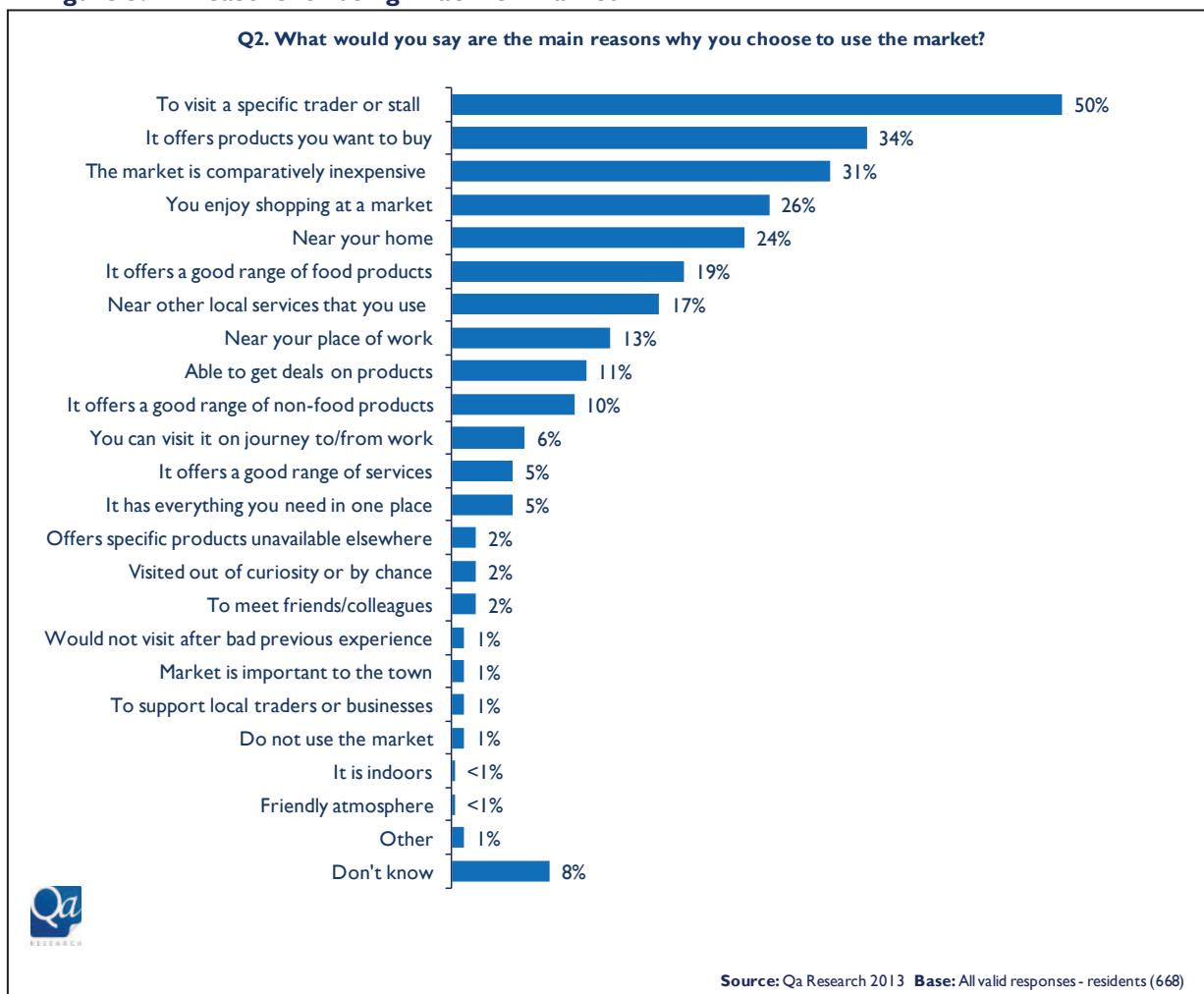
Sub-group Analysis

Generally, amongst residents, the older respondents were the more likely they were to say that they'd ever used the market (34 or under: 62%, 35-64: 72%, 65+: 82%).

No other key differences between demographic groups were noted.

Respondents were asked to say why they choose to use the market and the chart below details their responses;

Figure 3. Reasons for using Bracknell Market



Half of those who ever use the market said they do so 'to visit a specific trader or stall' (50%). In line with this, around a third said that 'it offers products you want to buy' (34%), while a quarter simply said that they '...enjoy shopping at a market' (26%).

Reassuringly, almost a third said that 'the market is comparatively inexpensive' (31%) and one-in-ten felt that they were 'able to get deals on products' (11%).

Location was also an important motivator for many with a quarter indicating that it was 'near home' (24%), while others said that it was 'near other local services that you use' (17%) or that it was 'near your place of work' (13%) or that they '...can visit it on journey to/from work' (6%).

Specifically, respondents were more likely to make comments relating to the fact that the market '...offers a good range of food products' (19%) than 'it offers a good range of non-food products' (10%) or 'it offers a good range of services' (5%).

Amongst those who said they were 'a worker in Bracknell' and who used the market, the most frequently given reason was because it's 'near your place of work' (76%).

Sub-group Analysis

Notably, residents who said that they use the market 'weekly' were significantly more likely than those who use it 'monthly' to speak positively about the market at this question. Specifically, they were more likely to say that 'it offers products you want to buy' (75% vs. 61%) and that they '...enjoy shopping at a market' (70% vs. 39%). In addition, they were also more likely to give practical reasons such as visiting because it's 'near your home' (47% vs. 31%).

Amongst residents who'd ever used the market it was older ones who were the more likely to say that they've done so because they '...enjoy shopping at a market' (34 or under: 19%, 35-64: 26%, 65+: 42%) and that 'it offers products you want to buy' (34 or under: 28%, 35-64: 32%, 65+: 54%).

No other key differences between demographic groups were noted.

4.2 Redevelopment of Winchester House

The Consultation Booklet provided details of the proposals for Winchester House and within the questionnaire the following brief explanation was included;

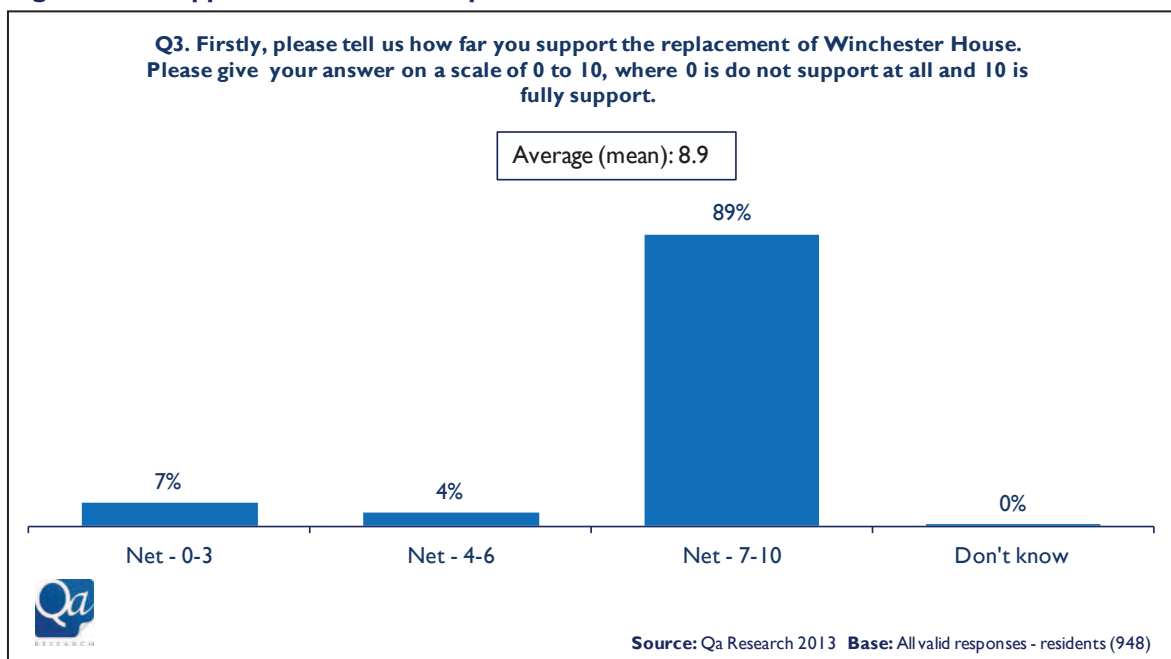
The owner of Winchester House, the former 3M building, has put forward proposals for the replacement of Winchester House with high quality town centre buildings.

Bracknell Market is currently located on the ground floor of Winchester House.

The proposals include demolishing the existing building and constructing around 300 new flats with leisure facilities such as a gym, restaurants and shops.

All respondents were then asked how far they supported the replacement of Winchester House by giving their answer on a scale from 0-10, where 0 is do not support at all and 10 is fully support. Responses amongst residents are outlined below;

Figure 4. Support for the redevelopment of Winchester House



As the previous chart clearly demonstrates, the majority of residents support the proposals to redevelop Winchester House, with 89% giving a score of 7-10 and with a Mean score of 8.9 out of ten. Within this, more than three-quarters actually gave the highest score of 10 out of 10 (77%).

That said, more than one-in-twenty did not support this proposal and gave a score of 0-3 (7%).

Support for this proposal was evident amongst all the other sample groups including the 11 respondents who said they were from *'a local business, but not trading from the market'* (Mean: 9.1), those that said they were *'a worker in Bracknell'* (Mean: 9.7), the 16 respondents who said they were *'a shopper or visitor'* (Mean: 8.5) and the 15 who were *'a resident elsewhere'* (Mean: 8.1) and the 5 *'former residents'* (Mean: 8.0).

Sub-group Analysis

Residents who said that they have *'ever'* used the market were less likely than those who've *'never'* used it to indicate that they support the proposals for Winchester House by giving a score of 7-10 (86% vs. 93%), although this still means that the majority were in favour of the proposals. This was also true of those residents who said that they use the market *'weekly'* (69%), *'monthly'* (78%) or *'less often'* (94%).

Younger residents were significantly more likely than older ones to give a score of 7-10 at this question, indicating their support for the proposals for Winchester House (34 or under: 92%, 35-64: 88%, 65+: 79%), but again all age groups were supportive.

No other key differences between demographic groups were noted.

Respondents were asked why they had given their support or not to the redevelopment of Winchester House. Note that this was a completely open question and verbatim comments have been coded into 'overcodes' for analysis.

Reasons for supporting the redevelopment of Winchester House are outlined below. This chart is based on respondents giving a score of 7-10;

Figure 5. Reasons for supporting the redevelopment of Winchester House

Q4. Reasons for supporting the replacement of Winchester House;	All valid responses	
	n	%
Winchester House is an eyesore, shabby or ugly	581	69%
Winchester House serves no purpose, is obsolete, derelict or a waste of space	136	16%
Winchester House needs developing to fit in with the rest of the redevelopment of Bracknell	131	16%
Winchester House brings down the surrounding area and Bracknell generally	110	13%
Proposed development would benefit Bracknell as a whole	78	9%
Market is struggling anyway or would benefit from being moved elsewhere	67	8%
Winchester House site needs to be demolished and redeveloped	59	7%
Agree with development of area in principal, but not at expense of the market	14	2%
Agree with development of area in principal, but not sure current proposals are optimum	12	1%
Do not want any more residential properties built	7	1%
Concerned about number of flats proposed	7	1%
Refurbish existing building for different usage	6	1%
I like the market as it is or want to keep the market as it is	4	<1%
Proposed development will cause infrastructure problems	3	<1%
Proposed development will be just as unsightly as Winchester House	3	<1%
Number of parking spaces proposed will not be sufficient	3	<1%
Proposed development plans could be improved	3	<1%
Other	5	1%

Base: All giving a score of 7-10 at Q3 - residents (839)

The most frequently mentioned response amongst those giving their support to the proposals for the redevelopment was that 'Winchester House is an eyesore, shabby or ugly' (69%), with comments such as the following typical here;

"It's been an eyesore for a long time and seems a waste of a potentially useful site for redevelopment, possibly for much needed affordable housing."

"Good to have brown-field development. It's currently rather an eyesore."

"Because it is an eyesore, if the council had not noticed. It overshadows any benefit that might be gained by the town centre redevelopment."

Along similar lines, comments were also made about how 'Winchester House serves no purpose, is obsolete, derelict or a waste of space' (16%) and how 'Winchester House needs developing to fit in with the rest of the redevelopment of Bracknell' (16%).

These opinions were also shared by respondents from the other, non-resident groups.

Reasons for not supporting the redevelopment of Winchester House are outlined below. This chart is based on respondents giving a score of 0-3;

Figure 6. Reasons for not supporting the redevelopment of Winchester House

Q4. Reasons for not supporting the replacement of Winchester House;	All valid responses	
	n	%
I like the market as it is or want to keep the market as it is	11	16%
I want the market to stay indoors or indoor market should be incorporated into development plans	11	16%
Refurbish existing building for different usage	9	13%
Proposed development will be just as unsightly as Winchester House	9	13%
Proposed development plans could be improved	8	12%
Do not want any more residential properties built	7	10%
Number of parking spaces proposed will not be sufficient	5	7%
Concerned about number of flats proposed	4	6%
Agree with development of area in principal, but not at expense of the market	4	6%
Agree with development of area in principal, but not sure current proposals are optimum	4	6%
Winchester House is an eyesore, shabby or ugly	4	6%
Proposed development will cause infrastructure problems	2	3%
Winchester House needs developing to fit in with the rest of the redevelopment of Bracknell	2	3%
Winchester House brings down the surrounding area and Bracknell generally	1	1%
Market is struggling anyway or would benefit from being moved elsewhere	1	1%
Other	4	6%

Base: All giving a score of 0-3 at Q3 - residents (69)

Few (69 respondents) said they didn't support the proposal and a variety of reasons were given for not doing so. This includes references to the market such as 'I like the market as it is or want to keep the market as it is' (16%) and 'I want the market to stay indoors or indoor market should be incorporated into development plans' (16%) and this included the following comments;

"Because the market needs to be able to stay where it is and maybe it will build up again if the traders know they can stay."

"The market is an important part of Bracknell, you see the same traders and get to build a relationship with them unlike supermarkets. The quality and price you get on products are brilliant and I look forward to my trips there."

Others commented about the proposed development itself such as the fact that they felt the 'proposed development will be just as unsightly as Winchester House' (13%) or that the 'proposed development plans could be improved' (12%).

More than one-in-ten suggested that the owners should 'refurbish the existing building for different usage' (13%)

Due to small bases sizes, no analysis by the other non-resident groups is possible.

Finally, reasons for being unsure whether to support the redevelopment of Winchester House or not are outlined below. This chart is based on respondents giving a score of 4-6;

Figure 7. Reasons for being unsure about the redevelopment of Winchester House

Q4. Reasons for being unsure whether support the replacement of Winchester House;	All valid responses	
	n	%
Proposed development plans could be improved	7	19%
Agree with development of area in principal, but not at expense of the market	6	17%
Agree with development of area in principal, but not sure current proposals are optimum	5	14%
Winchester House site needs to be demolished and redeveloped	4	11%
Winchester House is an eyesore, shabby or ugly	4	11%
Do not want any more residential properties built	3	8%
Concerned about number of flats proposed	3	8%
I want the market to stay indoors or indoor market should be incorporated into development plans	2	6%
Proposed development will be just as unsightly as Winchester House	2	6%
Winchester House needs developing to fit in with the rest of the redevelopment of Bracknell	2	6%
Refurbish existing building for different usage	1	3%
Proposed development will cause infrastructure problems	1	3%
Number of parking spaces proposed will not be sufficient	1	3%
Winchester House serves no purpose, is obsolete, derelict or a waste of space	1	3%
Other	2	6%

Base: All giving a score of 4-6 at Q3 - residents (36)

Given the high level of support recorded at this question for the proposal for Winchester House, it's not surprising that only 36 residents gave a score of 4-6, indicating that they were unsure either way whether to support the proposals or not.

Generally, those who were undecided gave a range of reasons for feeling that way, including that they felt the *'proposed development plans could be improved'* (7 respondents) and that they *'agree with development of area in principal, but not at the expense of the market'* (6 respondents) or that they *'agree with the development of area in principal, but not sure current proposals are optimum'* (5 respondents).

Due to small bases sizes, no analysis by the other non-resident groups is possible.

Sub-group Analysis

No key differences between demographic groups were noted at this question.



4.3 Option A: Keep Bracknell Market and Winchester House in its Current Location.

Respondents were asked to give their views on three options for Bracknell Market. The order in which they were asked about these options was randomised in the online survey, but this was not possible in the paper survey and they were asked in sequence, Option A to Option C.

The first option was labelled Option A and described in the questionnaire as follows and further details were also contained in the Consultation Booklet;

Option A would be to keep Bracknell Market and Winchester House in its current location.

This option would see the council keep its lease of the market hall, which forms the ground floor of Winchester House.

Whilst this would allow the market to remain in the immediate future, it would prohibit the demolition of Winchester House and redevelopment of the site.

The developer would leave Winchester House as it is for the foreseeable future. This is the only option in which the market can continue to operate as present.

All respondents were asked what, if any, positive or negative impacts they thought Option A would have on Bracknell. These questions were completely open and verbatim comments have been coded into 'overcodes' for analysis.

The chart below shows the positive impacts of Option A;

Figure 8. Positive impacts of Option A

Q5a. What, if any, positive impacts do you think this option would have on Bracknell? <i>Option A: keep Bracknell Market and Winchester House in its current location.</i>	All valid responses	
	n	%
No positive impacts	647	70%
We get to keep the market	110	12%
Winchester House is in a poor state and should not be kept	60	7%
Stall holders can continue trading	57	6%
It is not in line with the redevelopment of the rest of town	29	3%
Market remains indoors	21	2%
Shoppers have more or cheaper options	17	2%
Fewer disruptions from relocation and demolition	7	1%
Winchester House would be demolished and redeveloped	2	<1%
The market can expand and improve	2	<1%
Additional Jobs and Housing	2	<1%
Other	29	3%
Base: All valid responses - residents (920)		

Given the level of support for the replacement of Winchester House noted earlier, it's perhaps no surprise that the majority felt that this option (*to keep Bracknell Market and Winchester House in its current location*) would have 'no positive benefits' (70%).

That said, one-in-ten felt that at least with this option they '...get to keep the market' (12%) and one-in-twenty felt that 'stall holders can continue trading' (6%).

The chart below shows the negative impacts of Option A;

Figure 9. Negative impacts of Option A

Q6a. What, if any, negative impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option A: keep Bracknell Market and Winchester House in its current location.</i>	n	%
Winchester House is an eye-sore	259	28%
It is not in line with the redevelopment of the rest of town	257	28%
Winchester House would remain, so it needs to be demolished	133	14%
The building is ugly, in a poor, derelict and unsafe state and should not be kept	122	13%
The building would not attract visitors and potential investment into the town	64	7%
No negative impacts	45	5%
The building and site should be re-developed	44	5%
The building will cost too much money to maintain	23	3%
The building will continue to attract, drugs, vandalism and crime	18	2%
Re-location of the market is positive in this current economic climate	18	2%
We would lose the well-needed market, especially traders who offer products not sold elsewhere	17	2%
The market should not remain, it is outdated	13	1%
Traders and farmers would loose their incomes	4	<1%
Other	38	4%

Base: All valid responses - residents (919)

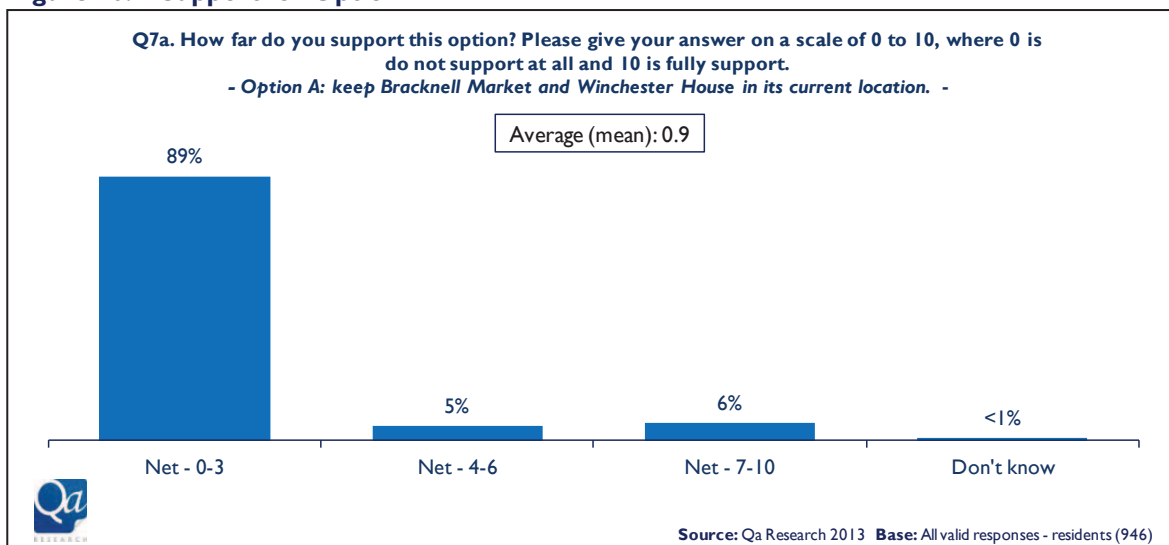
Residents were much more likely to mention negative impacts of Option A than positive ones and only 5% said that they felt there would be 'no negative impacts'. More than a quarter made a comment about the fact that 'Winchester House is an eye-sore' (28%) while a similar proportion felt that this option '...is not in line with the redevelopment of the rest of the town' (28%). Similarly, it was felt that with this option 'Winchester House would remain, so it needs to be demolished' (14%) because 'the building is ugly, in a poor, derelict and unsafe state and should not be kept' (13%).

Sub-group Analysis

No key differences between demographic groups were noted.

Finally for this option, respondents were asked how far they supported it by giving their answer on a scale from 0-10, where 0 is do not support at all and 10 is fully support. Responses are outlined below;

Figure 10. Support for Option A



It is clear from the chart above that there is little support for this option, with the majority giving a score of 0-3 out of 10 (89%) and an overall Mean score of 0.9 out of 10, which reflects the fact that 81% gave the lowest score here of zero out of 10.

That said, one-in-twenty indicated they would support this option by giving a score of 7-10 (6%).

Very limited support for Option A was evident amongst all the other sample groups including the 11 respondents who said they were from 'a local business, but not trading from the market' (Mean: 1.8), those that said they were 'a worker in Bracknell' (Mean: 0.6), the 16 respondents who said they were 'a shopper or visitor' (Mean: 1.25) and the 15 who were 'a resident elsewhere' (Mean: 1.6) and the 5 'former residents' (Mean: 2.2).

Sub-group Analysis

Notably, both residents who have 'ever' used the market and those that have 'never' used it said that they didn't support Option A, with the majority of each group giving a score of 0-3 (86% and 99% respectively). Additionally, the majority of those residents who said that they use the market 'weekly' (64%), 'monthly' (80%) and 'less often' (94%) were also unsupportive of this option, although 'weekly' users were less against the idea than the other groups.

Finally, older residents were significantly less likely than younger ones to give a score of 0-3 at this question (34 or under: 91%, 35-64: 91%, 65+: 77%), but again all age groups were generally unsupportive.

No other key differences between demographic groups were noted.

4.4 Option B: Relocate Bracknell Market to an Outdoor Location

Option B was described in the questionnaire as follows and further details were also contained in the Consultation Booklet;

Option B would be to relocate Bracknell Market to an outdoor location.

Under this option, the council would relocate the existing market to an outside location to allow Winchester House to be demolished and the site redeveloped.

This option has a two stage solution. The final proposed location for an outdoor market is Market Square adjacent to the new mixed-use development. It would not be practical to have the market in this location until the redevelopment is complete. The market would therefore be based on High Street East/Charles Square in the interim, though this would be subject to the consent of the owners and occupiers of nearby properties.

All respondents were asked what, if any, positive or negative impacts they thought Option B would have on Bracknell. These questions were completely open and verbatim comments have been coded into 'overcodes' for analysis.

The chart below shows the positive impacts of Option B;

Figure 11. Positive impacts of Option B

Q5b. What, if any, positive impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option B: relocate Bracknell Market to an outdoor location.</i>	n	%
We get to keep the market	236	25%
It would draw more customers and traders to the market	221	24%
Winchester House would be demolished and redeveloped	218	23%
The market can expand and improve	121	13%
No positive impacts	107	12%
Shoppers have more or cheaper options	66	7%
Stall holders can continue trading	59	6%
Improve the image or regeneration of Bracknell	53	6%
Additional Jobs and Housing	23	2%
People will not notice the loss of the market	9	1%
Winchester House is in a poor state and should not be kept	3	<1%
Other	77	8%
Don't know	1	<1%

Base: All valid responses - residents (928)

Generally, respondents were able to mention positive impacts for Option B (*relocate Bracknell Market to an outdoor location*) and this was primarily that 'we get to keep the market' (25%) and more specifically that 'it would draw more customers and traders to the market' (24%). Along similar lines, just over one-in-ten felt that this option would mean 'the market can expand and improve' (13%).

It was also felt to be a positive thing that 'Winchester House would be demolished and redeveloped' (23%).

The chart below shows the negative impacts of Option B;

Figure 12. Negative impacts of Option B

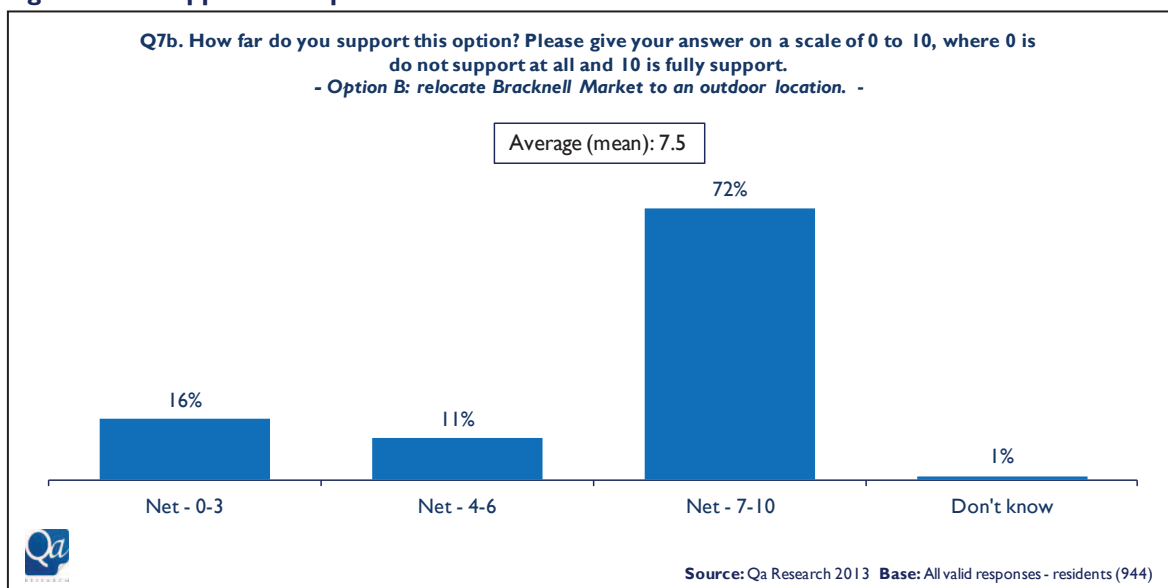
Q6a. What, if any, negative impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option B: relocate Bracknell Market to an outdoor location.</i>	n	%
No negative impacts	418	46%
An outdoor market would suffer from bad weather as some traders cannot trade outdoors	108	12%
The outdoor market would cause a lot of pollution so the area would look messy	67	7%
The outdoor market will cause a lot of traffic and disruption	64	7%
The market should not remain, it is outdated	41	5%
We would lose the well-needed market, especially traders who offer products not sold elsewhere	36	4%
Traders and farmers would lose their incomes	29	3%
Re-location of the market is positive in this current economic climate	22	2%
It is not in line with the redevelopment of the rest of town	16	2%
Closing the market would take away part of the history and heritage of Bracknell	8	1%
The building would not attract visitors and potential investment into the town	2	<1%
Not sure	5	1%
Other	95	10%

Base: All valid responses - residents (911)

More than two-fifths felt that with Option B there would be 'no negative impacts' (46%). However, some concerns with the concept of an outdoor market were recorded and these included that it '...would suffer from bad weather as some traders cannot trade outdoors' (12%) and that it '...would cause a lot of pollution so the area would look messy' (7%) and also that it '...will cause a lot of traffic and disruption' (7%).

Finally for this option, respondents were asked how far they supported it by giving their answer on a scale from 0-10, where 0 is do not support at all and 10 is fully support. Responses are outlined below;

Figure 13. Support for Option B



As the previous chart shows, the majority of respondents indicated that they supported Option B by giving a score of 7-10 out of 10 (72%) and in fact, the majority actually gave a score of 10 out of 10 (51%). Consequently, a mean score of 7.5 was recorded.

However, not all respondents supported this option and 16% gave a score of 0-3, indicating that they didn't, while a further one-in-ten were unsure and gave a score of 4-6 (11%).

Generally, respondents in all the other sample groups indicated that they supported Option B. This included the 11 respondents who said they were from 'a local business, but not trading from the market' (Mean: 8.2), those that said they were 'a worker in Bracknell' (Mean: 8.4), the 16 respondents who said they were 'a shopper or visitor' (Mean: 5.4) and the 15 who were 'a resident elsewhere' (Mean: 8.1) and the 5 'former residents' (Mean: 8.0).

Sub-group Analysis

Here, both residents who have 'ever' used the market and those that have 'never' used it said that they supported Option B, with the majority of each group giving a score of 7-10 (76% and 62% respectively). Also, the majority of those residents who said that they use the market 'weekly' (63%), 'monthly' (81%) and 'less often' (78%) were also supportive of this option giving a score of 7-10.

Finally, older residents were significantly less likely than younger ones to give a score of 7-10 at this question (34 or under: 77%, 35-64: 71%, 65+: 64%), but again all age groups were supportive.

No other key differences between demographic groups were noted.

4.5 Option C: Close Bracknell Market and Provide no Alternative

Option C was described in the questionnaire as follows and further details were also contained in the Consultation Booklet;

Option C would be to close Bracknell Market and provide no alternative.

This option would see the council close the market hall. This would allow for Winchester House to be demolished and redeveloped within around three years. No alternative venue to the market hall is provided.

All respondents were asked what, if any, positive or negative impacts they thought Option C would have on Bracknell. These questions were completely open and verbatim comments have been coded into 'overcodes' for analysis.

The chart below shows the positive impacts of Option C;

Figure 14. Positive impacts of Option C

Q5c. What, if any, positive impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option C: close Bracknell Market and provide no alternative.</i>	n	%
Winchester House would be demolished and redeveloped	338	37%
No positive impacts	328	36%
Improve the image or regeneration of Bracknell	144	16%
It is not in line with the redevelopment of the rest of town	44	5%
People will not notice the loss of the market	35	4%
Additional Jobs and Housing	32	4%
It would draw more customers and traders to the market	18	2%
Shoppers have more or cheaper options	11	1%
Fewer disruptions from relocation and demolition	7	1%
The market can expand and improve	7	1%
Winchester House is in a poor state and should not be kept	6	1%
Market remains indoors	1	<1%
Other	47	5%
Don't know	7	1%

Base: All valid responses - residents (914)

Feelings were generally mixed towards Option C (*close Bracknell Market and provide no alternative*).

Just over a third felt that this option offered 'no positive impacts' (36%) but others were able to outline positives and these generally related to the fact that 'Winchester House would be demolished and redeveloped' (37%) and that this option would 'improve the image or regeneration of Bracknell' (16%).

The chart below shows the negative impacts of Option C;

Figure 15. Negative impacts of Option C

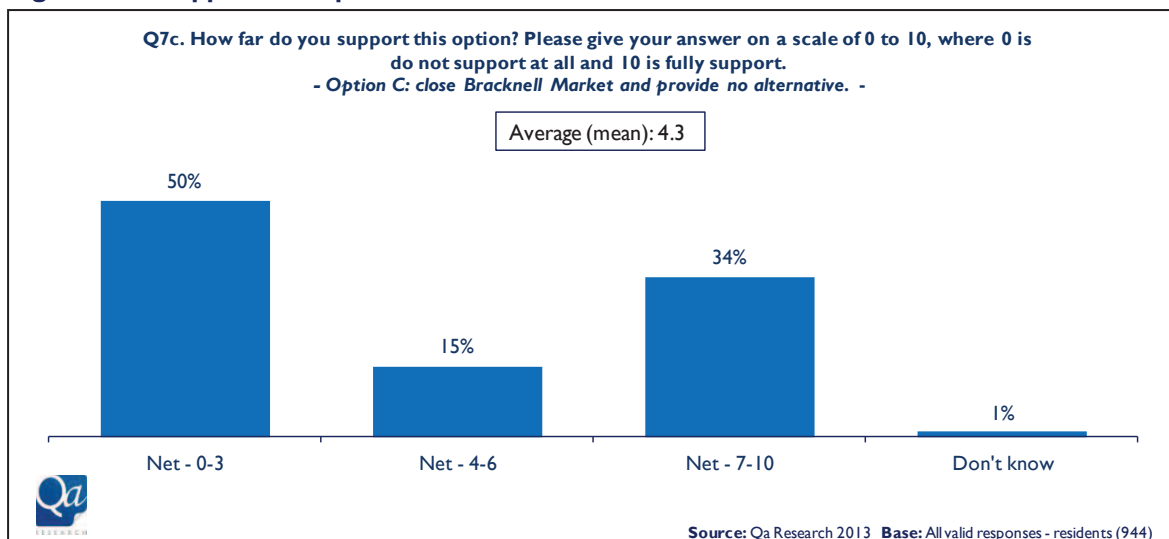
Q6c. What, if any, negative impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option C: close Bracknell Market and provide no alternative.</i>	n	%
We would lose the well-needed market, especially traders who offer products not sold elsewhere	381	42%
No negative impacts	194	21%
Traders and farmers would lose their incomes	187	20%
Closing the market would take away part of the history and heritage of Bracknell	91	10%
Re-location of the market is positive in this current economic climate	22	2%
The market should not remain, it is outdated	2	<1%
The building will continue to attract, drugs, vandalism and crime	1	<1%
It is not in line with the redevelopment of the rest of town	1	<1%
Not sure	1	<1%
Other	99	11%

Base: All valid responses - residents (915)

While around a fifth felt that Option C had ‘no negative impacts’, the most frequently made comments here were from residents who felt that they ‘...would lose the well-needed market, especially traders who offer products not sold elsewhere’ (42%) and also that ‘traders and farmers would lose their incomes’ (20%). There was also a concern amongst one-in-ten that ‘closing the market would take away part of the history and heritage of Bracknell’ (10%).

Finally for this option, respondents were asked how far they supported it by giving their answer on a scale from 0-10, where 0 is do not support at all and 10 is fully support. Responses are outlined below;

Figure 16. Support for Option C



Attitudes towards Option C were relatively polarised and while half indicated that they support this option by giving a score of 7-10 out of 10 (50%), a third gave a score of 0-3 suggesting that they do not support it (34%) In addition, a relatively high proportion gave a score of 4-6 (15%). Consequently, the mean score for this option was in the middle of the ten-point scale at 4.3.



Generally, mixed levels of support were recorded amongst respondents in all the other sample groups for Option C with a mean score in the middle of the ten-point scale. This was the case amongst the 11 respondents who said they were from 'a local business, but not trading from the market' (Mean: 5.4), those that said they were 'a worker in Bracknell' (Mean: 5.4), the 16 respondents who said they were 'a shopper or visitor' (Mean: 3.8) and the 15 who were 'a resident elsewhere' (Mean: 2.9) and the 5 'former residents' (Mean: 2.2).

Sub-group Analysis

For this option, the majority of residents who have 'ever' used the market indicated that they didn't support it by giving a score of 0-3 (60%) while the majority of those that have 'never' used it said that they did support Option C by giving a score of 7-10 (54%).

Support for this option was higher amongst younger residents, who were more likely to give a score of 7-10 (34 or under: 45%, 35-64: 30%, 65+: 30%). In fact, residents aged 34 or under were more likely to give a score of 7-10 rather than 0-3 (45% and 36% respectively) while the opposite was true amongst those aged 35-64 (30% vs. 54%) and those aged 65+ (52% vs. 64%).

Female residents were more likely to give a score of 0-3 than males (55% vs. 43%).

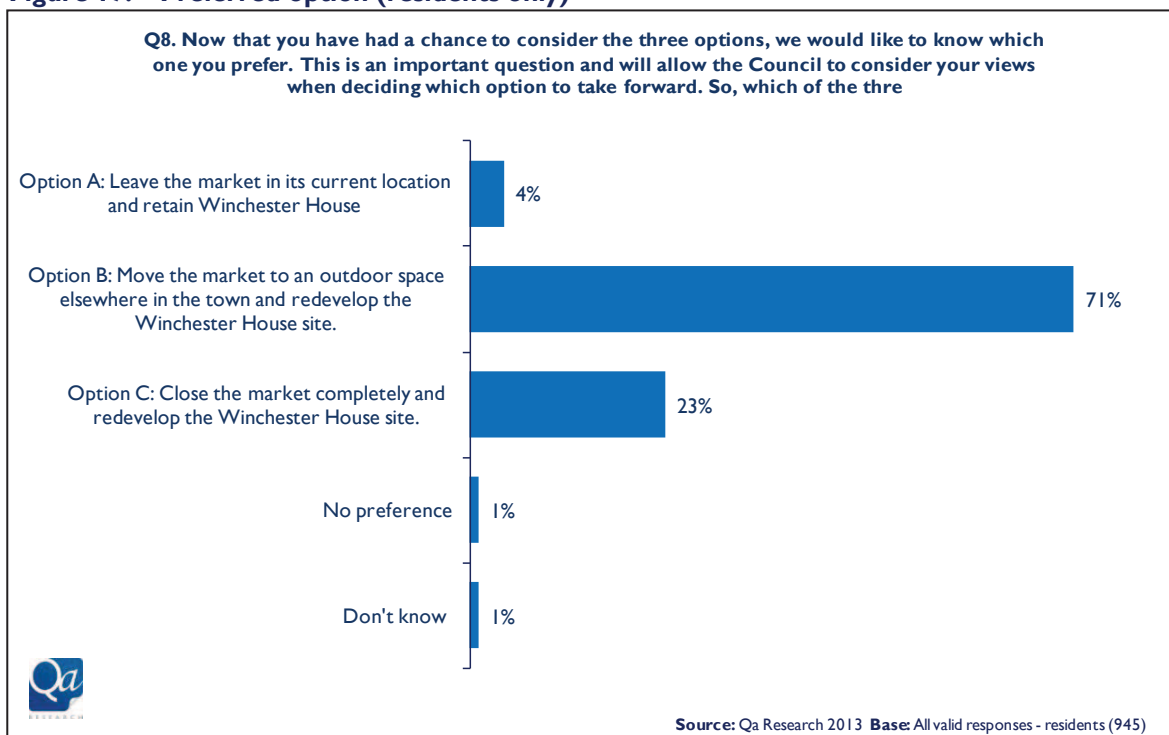
No other key differences between demographic groups were noted.

4.6 Preferred Option

Once respondents had considered the three options and given their views on each one, they were asked which one they would prefer and responses are shown below.

The chart below shows responses amongst residents only, but a later chart shows responses amongst all respondents;

Figure 17. Preferred option (residents only)



It is also notable that the majority of residents were able to choose one of these options when specifically asked to make a preference and the findings above reflect responses to the earlier questions about each of the individual options.

There is a clear preference amongst residents for Option B (71%), with a good degree of support for Option C (23%) but very little support for Option A (4%).

Sub-group Analysis

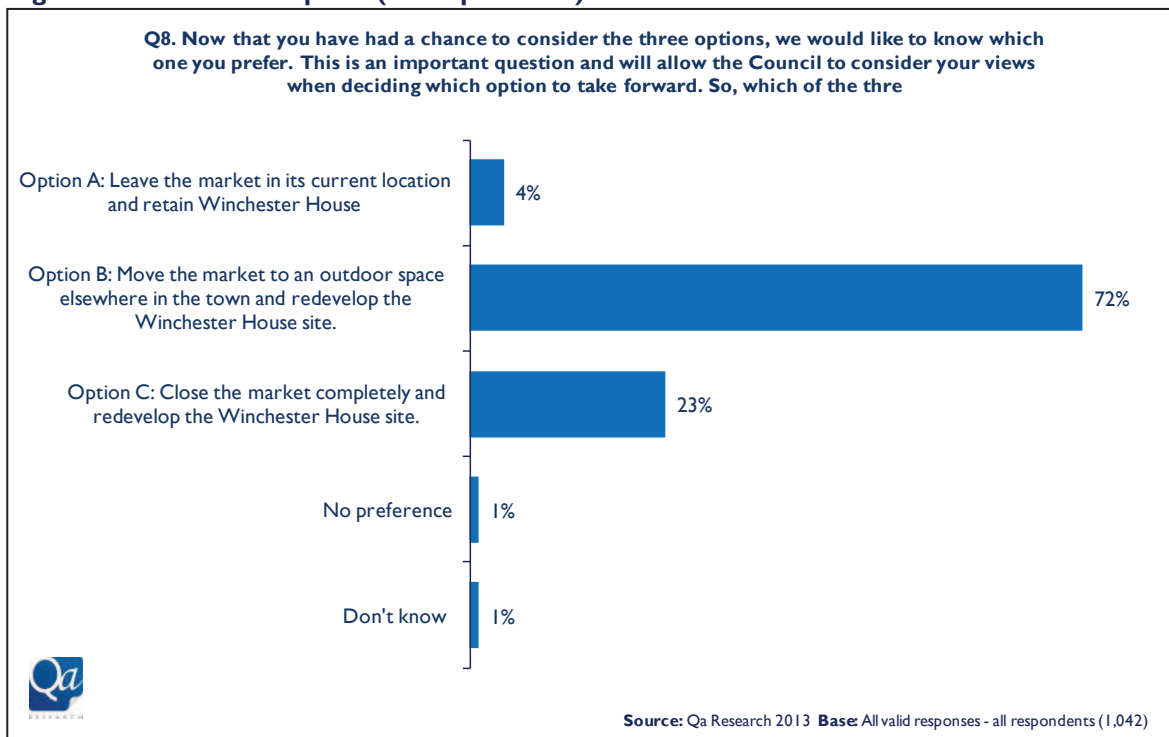
While the majority of those who have 'ever' used the market chose Option B (79%) preferences were split amongst those who have 'never' used the market between Option B (55%) and Option C (45%).

Moreover, no difference in preferences was recorded between those who use the market but do so at different frequencies. Specifically, Option B was the preferred option amongst those residents who said that they use the market 'weekly' (73%), 'monthly' (86%) or 'less often' (78%).

No other key differences between demographic groups were noted.

The chart below shows response to the same question but amongst all respondents, not just residents;

Figure 18. Preferred option (all respondents)



As this chart shows, the findings amongst all respondents are very similar to those amongst residents only and the majority chose Option B (72%).

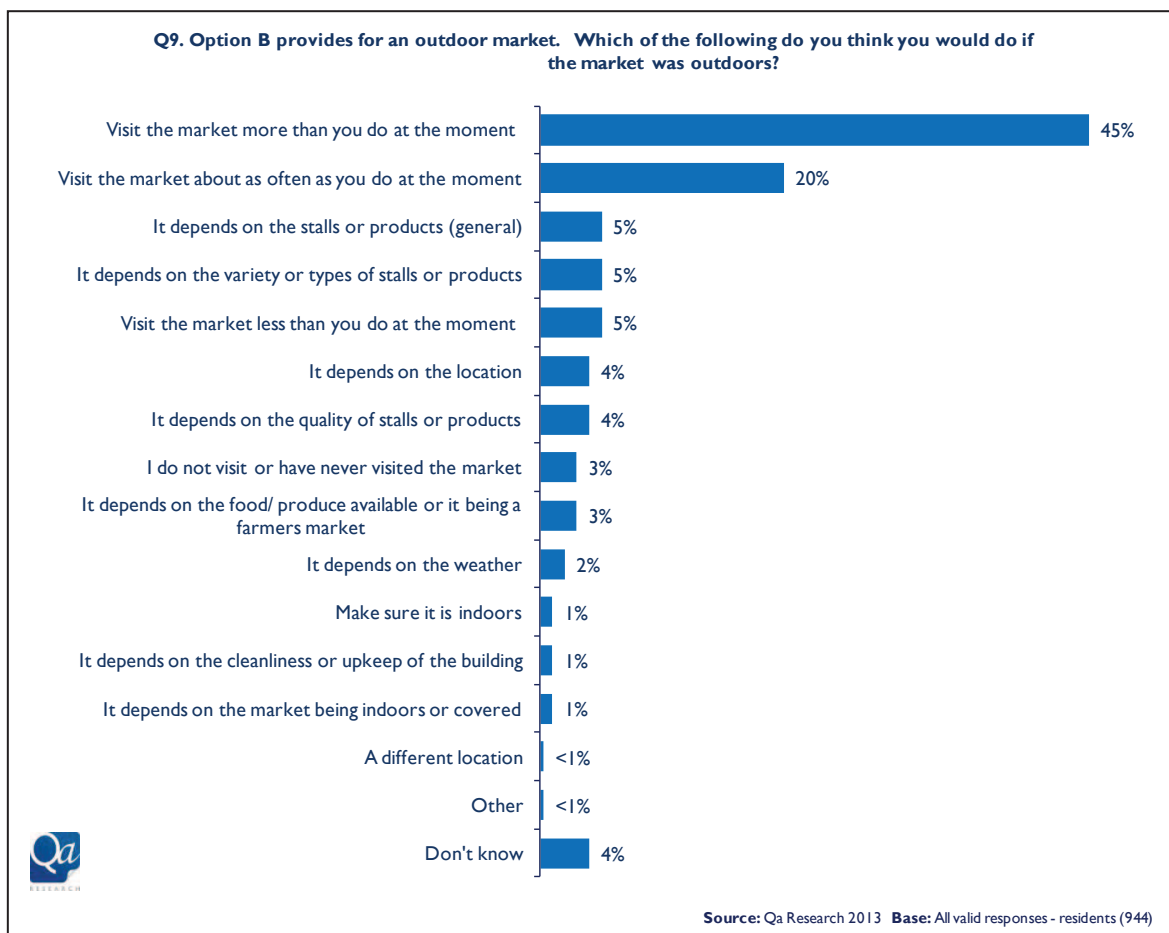
This is indicative of the fact that the majority of all the different respondent groups chose Option B as their preference, as follows;

- 'A Bracknell Forest Resident' (71%)
- 'A local business, but not trading from the market' (55%)
- 'A worker in Bracknell' (75%)
- 'A shopper or visitor' (56%)
- 'A resident elsewhere' (79%)
- 'A former resident' (80%).

4.7 Use of an Outdoor Market

Finally, it was explained to respondents that Option B provides for an outdoor market and they were asked to choose the statement that best described their likely usage of the market if it was outdoor. Responses are outlined below amongst residents;

Figure 19. Likely usage of an outdoor market



Encouragingly, the most frequently given answer here was that residents would ‘visit the market more than you do at the moment’ (45%), while a further fifth said that they’d ‘visit the market about as often as you do at the moment’ (20%). Only one-in-twenty said that they’d ‘visit the market less than you do at the moment’ (5%).

As might be expected, some residents felt unable to give an indication of their likely usage at this question and said that it would depend on a number of things including ‘...the stalls or products (general)’ (5%), ‘...the variety or types of stalls or products’ (5%), ‘...the location’ (5%) and ‘...the quality of stalls or products’ (4%).

The majority of those that said they were ‘a worker in Bracknell’ said that they would ‘visit the market more than you do at the moment’ (51%).

Sub-group Analysis

Response to this question amongst those who currently use the market, but do so at different frequencies is shown in the table below. This table only shows the proportions that would use the outdoor market 'more', 'less' or 'about as often';

Figure 20. Likely usage of an outdoor market (current market users)

Q9. Option B provides for an outdoor market. Which of the following do you think you would do if the market was outdoors?	Q1. How often, if at all, would you say that you use					
	Net - Weekly		Net - Monthly		Net - Less often or once	
	n	%	n	%	n	%
Visit the market less than you do at the moment	12	11%	4	3%	15	4%
Visit the market more than you do at the moment	35	32%	62	46%	216	52%
Visit the market about as often as you do at the moment	28	25%	36	26%	64	15%
Base: All residents who've ever used the market (670)	110		136		419	

The majority of all users groups said that they'd either visit the market '...more' or '...about as often' as they do at the moment. For example, more than half of those who use the market less often than monthly said that they'd 'visit the market more than you do at the moment' (52%) if it was outdoor.

No other key differences between demographic groups were noted.

5. Conclusions

Conclusion 1: The consultation offered the opportunity for a wide range of groups to give their views.

The survey was distributed to a wide range of local stakeholders including residents, market users, traders and businesses and more than 1,000 completed surveys were returned. As would be expected given the nature of the consultation, the majority of responses were from local residents and the majority of these had used the market at some stage, although around half had never done so or had only visited it once. Those that do use the market said that they do so to visit a specific trader or stall and because it offers products they want to buy and at reasonable prices.

Conclusion 2: There is clear support for the principle of redeveloping Winchester House.

Almost nine-out-of-ten residents supported replacing Winchester House and this proposal was also supported by the majority of the other respondent groups. Generally, the building is considered to be an eyesore and something that stands in the way of the redevelopment of Bracknell more generally. Where residents expressed a lack of support for Winchester House's re-development, this was often due to concerns about what would happen to the market or objections to the specifics of the proposed development, rather than the principle of redeveloping the site itself.

Conclusion 3: The majority of residents did not support the option to keep Bracknell Market and Winchester House in its current location.

As would be expected given the level of support for redeveloping Winchester House, 89% of residents indicated that they didn't support the option to keep Bracknell Market and Winchester House in its current location and in fact 81% gave the lowest score here of zero out of 10. This option was seen as unpalatable because it would mean that Winchester House would remain in place, reflecting the negative views about this building that currently exist.

Conclusion 4: There is clear support for relocating the market outdoors.

Option B, to relocate Bracknell Market to an outdoor location, was supported by almost three-quarters of residents. This support was driven by the fact that the market would be retained under this option and there was a belief amongst some that this would re-invigorate the market. The fact that Winchester House would be removed under this option was also attractive to many. When asked specifically about their usage of an outdoor market, it's notable that residents were more likely to say that they'd visit the market *more* than they do at the moment than they were to say they'd visit it *less* than they do which suggests that this option does indeed have the potential to re-invigorate the market and increase usage.

Conclusion 5: There were mixed opinions regarding the option to close Bracknell Market and provide no alternative.

While half of all residents did not support Option C, a third said that they would support this option, highlighting that of the three options presented to respondents it was this one that was the most polarising. Generally, those that supported it liked the fact that it would mean that Winchester House would be demolished, but those that did not support it expressed concern about the loss of the market. Given this, it's perhaps no surprise that the majority of residents that ever use the market do not support this option but the majority of those that never use it do support it, as might be expected.

Conclusion 6: When asked to choose between the three options for Winchester House, there was a clear preference for relocating Bracknell Market to an outdoor location.

Overall, 71% of residents and 72% of all respondents chose Option B which was to relocate Bracknell Market to an outdoor location. Of the remainder, most supported Option C which was to close Bracknell Market and provide no alternative, but few preferred to keep Bracknell Market and Winchester House in its current location (Option A).

6. Appendix

6.1 Resident Sample Profile

This section provides detail of the residents who completed the survey.

Figure 21. Length of time in Bracknell Forest

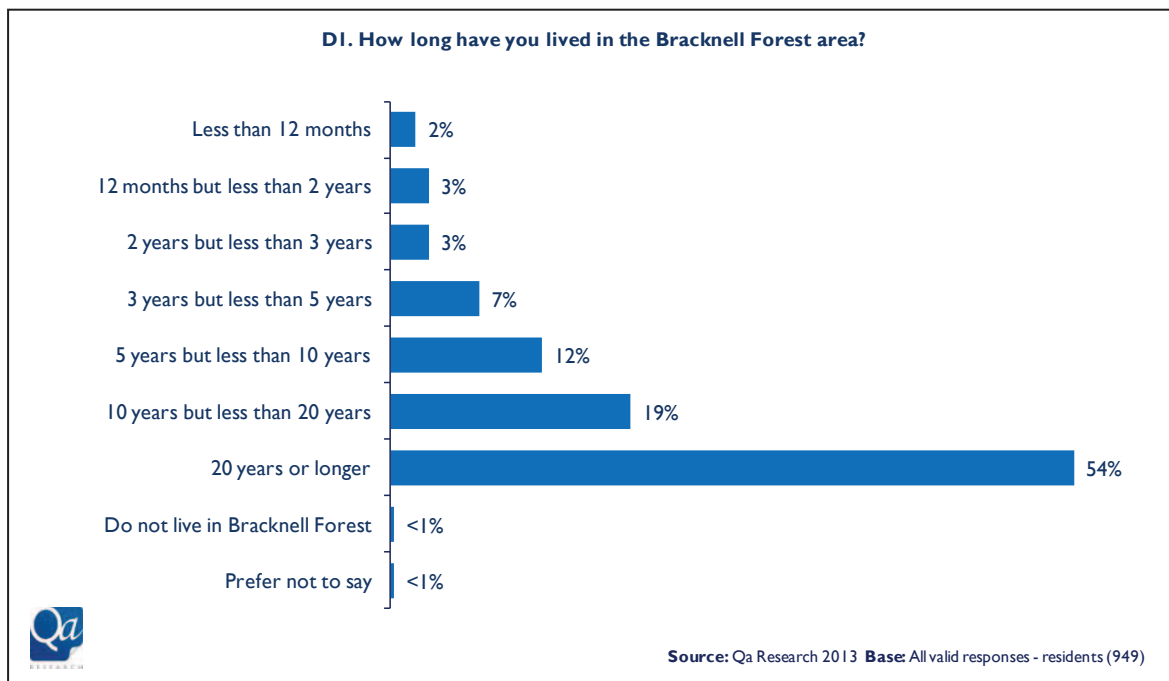


Figure 22. Gender and age

Demographic Profile - residents	All valid responses	
	n	%
Gender		
Male	436	46%
Female	512	54%
Age		
16 to 24	34	4%
25 to 34	217	23%
35 to 44	240	25%
45 to 54	206	22%
55 to 64	147	16%
65 to 70	61	6%
70+	43	5%

Base: All valid responses (948/948)

Figure 23. Tenure and Working Status

Demographic Profile - residents	All valid responses	
	n	%
Tenure		
You are buying it on a mortgage	480	51%
You own it outright	265	28%
You rent it from a Housing Association or Trust	82	9%
You rent it from private landlord	67	7%
Live with parents or other family member	14	1%
Shared ownership	5	1%
Council tenant	1	<1%
Leaseholder	1	<1%
Tied accommodation	1	<1%
Other	1	<1%
Don't know	2	<1%
Prefer not to say	29	3%
Working Status		
Net - Working	758	80%
- Part time	157	17%
- Full time	595	63%
Net - Not working	169	18%
- Retired	119	13%
- At home raising family/housewife/house husband	34	4%
- Registered unemployed	3	<1%
- Student in full time education	7	1%
- Carer	2	<1%
- Don't know	1	<1%
- Prefer not to say	3	<1%
Don't know	1	<1%
Prefer not to say	21	2%
Base: All valid responses (950/949)		


Figure 24. Disability and Ethnicity

Demographic Profile - residents	All valid responses	
	n	%
Disability		
Yes	44	5%
No	884	93%
Prefer not to say	20	2%
Ethnicity		
English/British/Northern Irish/Scottish /Welsh	834	88%
Net - Other ethnicity	72	8%
Chinese	4	<1%
Indian	6	1%
Nepali	1	<1%
Pakistani	1	<1%
African	2	<1%
White & Asian	5	1%
White & Black African	1	<1%
White & Black Caribbean	1	<1%
Any other Mixed background	3	<1%
Gypsy/Irish Traveller	1	<1%
Irish	8	1%
Any other White background	38	4%
Arab	1	<1%
Prefer not to say	45	5%
Base: All valid responses (948/951)		

6.2 Questionnaire

The questionnaire shown here is the one distributed to residents and market users. The questionnaire distributed to market traders, local businesses and developers was identical, but Q1 and Q2 were not included.

Future of Bracknell Market & Winchester House Survey



This questionnaire is part of the council's consultation regarding Bracknell Market and provides an important opportunity for you to tell the council your views about the market and its future.

This research is being carried out according to the Market Research Society's Code of Conduct and everything you say will be kept completely anonymous. The survey should take about 10 minutes to complete.

Please ensure that you have read the Consultation Document which accompanies this survey and which details the options for the redevelopment of the market and the building it occupies. You can also find the consultation document here: www.bracknell-forest.gov.uk/bracknellmarketconsultation

Most of the questions below are about the different options for redevelopment of the site. A summary of these different options is also provided later in this survey.

Please complete the survey and return to Qa Research, (the independent research company supporting Bracknell Forest Council with this consultation), in the enclosed FREEPOST envelope by Monday 13th January.

Q1. How often, if at all, would you say that you use Bracknell Market as a customer?
(Please tick ✓ one only)

Twice per week	<input type="checkbox"/>	Q1
Once per week	<input type="checkbox"/>	Q2
Twice per month	<input type="checkbox"/>	Q3
Once per month	<input type="checkbox"/>	Q4
Less than once per month	<input type="checkbox"/>	Q5
Only used once/ one-off visit	<input type="checkbox"/>	Q6
Never	<input type="checkbox"/>	Go to Q3
Don't know	<input type="checkbox"/>	Go to Q3

Q2. What would you say are the main reasons why you choose to use the market?
(Please tick ✓ all that apply)

Near your home	<input type="checkbox"/>	Q1
Near your place of work	<input type="checkbox"/>	Q2
Near other local services that you use	<input type="checkbox"/>	Q3
You can visit it on a journey to/from work	<input type="checkbox"/>	Q4
It has everything you need in one place	<input type="checkbox"/>	Q5
It offers products you want to buy	<input type="checkbox"/>	Q6
It offers a good range of food products	<input type="checkbox"/>	Q7
It offers a good range of non-food products	<input type="checkbox"/>	Q8
To visit a specific trader or stall	<input type="checkbox"/>	Q9
It offers a good range of services	<input type="checkbox"/>	Q10
To meet friends/ colleagues	<input type="checkbox"/>	Q11
You enjoy shopping at a market	<input type="checkbox"/>	Q12
The market is comparatively inexpensive	<input type="checkbox"/>	Q13
Able to get deals on products	<input type="checkbox"/>	Q14
Something else (please ✓ and write in below)	<input type="checkbox"/>	Q15

Don't know Q16

The owner of Winchester House, the former 3M building, has put forward proposals for the replacement of Winchester House with high quality town centre buildings.

Bracknell Market is currently located on the ground floor of Winchester House.

The proposals include demolishing the existing building and constructing around 300 new flats with leisure facilities such as a gym, restaurants and shops.

Q3. Firstly, please tell us how far you support the replacement of Winchester House. Please give your answer on a scale of 0 to 10, where 0 is do not support at all and 10 is fully support. (Please tick ✓ one only)

Do not support at all										Fully support		Don't know
0	1	2	3	4	5	6	7	8	9	10		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Q4. Why do you say that? (Please write in below)

If Winchester House is demolished then the market will not be able to remain in its current location.

The developer is clear that if the market remains, they will not redevelop the site and Winchester House will remain in place for the foreseeable future.

Three options have been proposed for Bracknell Market and we'd like to ask you about each of these. The options are called Option A, Option B and Option C.

Total 1

Option A

Option A would be to keep Bracknell Market and Winchester House in its current location.

This option would see the council keep its lease of the market hall, which forms the ground floor of Winchester House.

Whilst this would allow the market to remain in the immediate future, it would prohibit the demolition of Winchester House and redevelopment of the site.

The developer would leave Winchester House as it is for the foreseeable future. This is the only option in which the market can continue to operate as present.

The Key Issues for this option are shown in the accompanying Consultation Booklet.

Q5a. What, if any, positive impacts do you think this option would have on Bracknell?
(Please write in below)

Q6a. What, if any, negative impacts do you think this option would have on Bracknell?
(Please write in below)

Q7a. How far do you support this option? Please give your answer on a scale of 0 to 10, where 0 is do not support at all and 10 is fully support.
(Please tick ✓ one only)

Do not support at all										Fully support	Don't know
0	1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tick:



Option B

Option B would be to relocate Bracknell Market to an outdoor location.

Under this option, the council would relocate the existing market to an outside location to allow Winchester House to be demolished and the site redeveloped.

This option has a two stage solution. The final proposed location for an outdoor market is Market Square adjacent to the new mixed-use development. It would not be practical to have the market in this location until the redevelopment is complete. The market would therefore be based on High Street East/Charles Square in the interim, though this would be subject to the consent of the owners and occupiers of nearby properties.

The Key Issues for this option are shown in the accompanying Consultation Booklet.

Q5b. What, if any, positive impacts do you think this option would have on Bracknell?
(Please write in below)

Q6b. What, if any, negative impacts do you think this option would have on Bracknell?
(Please write in below)

Q7b. How far do you support this option? Please give your answer on a scale of 0 to 10, where 0 is do not support at all and 10 is fully support.
(Please tick ✓ one only)

Do not support at all										Fully support	Don't know
0	1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11

Tree: 1

Option C

Option C would be to close Bracknell Market and provide no alternative.

This option would see the council close the market hall. This would allow for Winchester House to be demolished and redeveloped within around three years. No alternative venue to the market hall is provided.

The Key Issues for this option are shown in the accompanying Consultation Booklet.

Q5c. What, if any, positive impacts do you think this option would have on Bracknell?
(Please write in below)

Q6c. What, if any, negative impacts do you think this option would have on Bracknell?
(Please write in below)

Q7c. How far do you support this option? Please give your answer on a scale of 0 to 10, where 0 is do not support at all and 10 is fully support.
(Please tick ✓ one only)

Do not support at all										Fully support	Don't know
0	1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

True: 1



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Q8. Now that you have had a chance to consider the three options, we would like to know which one you prefer. This is an important question and will allow the Council to consider your views when deciding which option to take forward.

So, which of the three options do you prefer?
(Please tick ✓ one only)

- | | |
|--|--------------------------|
| Option A: Leave the market in its current location and retain Winchester House | <input type="checkbox"/> |
| Option B: Move the market to an outdoor space elsewhere in the town and redevelop the Winchester House site. | <input type="checkbox"/> |
| Option C: Close the market completely and redevelop the Winchester House site. | <input type="checkbox"/> |
| No preference | <input type="checkbox"/> |
| Don't know | <input type="checkbox"/> |

Q9. Option B provides for an outdoor market. Which of the following do you think you would do if the market was outdoors?
(Please tick ✓ one only)

- | | |
|---|--------------------------|
| Visit the market less than you do at the moment | <input type="checkbox"/> |
| Visit the market more than you do at the moment | <input type="checkbox"/> |
| Visit the market about as often as you do at the moment | <input type="checkbox"/> |
| It depends: (please ✓ and write in why below) | <input type="checkbox"/> |

Something else: (please ✓ and write in what below)

Don't know

About yourself

And finally, we'd like to ask you a few questions about yourself to help us when we are looking at the results of the survey.

D1. How long have you lived in the Bracknell Forest area?
(Please tick ✓ one only)

- | | | | |
|---------------------------------|--------------------------|---------------------------------|--------------------------|
| Less than 12 months | <input type="checkbox"/> | 10 years but less than 20 years | <input type="checkbox"/> |
| 12 months but less than 2 years | <input type="checkbox"/> | 20 years or longer | <input type="checkbox"/> |
| 2 years but less than 3 years | <input type="checkbox"/> | Do not live in Bracknell Forest | <input type="checkbox"/> |
| 3 years but less than 5 years | <input type="checkbox"/> | Don't know | <input type="checkbox"/> |
| 5 years but less than 10 years | <input type="checkbox"/> | Prefer not to say | <input type="checkbox"/> |

True: 1

D2. Which of the following best describes the type of accommodation you live in?
(Please tick ✓ one only)

- You own it outright 1
- You are buying it on a mortgage 2
- You rent it from a Housing Association or Trust 3
- You rent it from private landlord 4
- Other (please tick ✓ and write in below:) 5
-
- Don't know 6
- Prefer not to say 7

D3. Are you working? (Please tick ✓ one only)

- Yes 1
- No 2
Go to QD5
- Don't know 3
Go to QD5
- Prefer not to say 4
Go to QD5

D4. Is that full or part time? (Please tick ✓ one only)

- Part time 1
Go to D6
- Full time 2
Go to D6
- Don't know 3
Go to D6
- Prefer not to say 4
Go to D6

D5. If you are not working, which of the following best describes your status?
(Please tick ✓ one only)

- Retired 1
- At home raising family/housewife/house husband 2
- Registered unemployed 3
- Student in full time education 4
- Other (Please tick ✓ and write in below:) 5
-
- Don't know 6
- Prefer not to say 7

D6. Would you consider yourself to have a disability? (Please tick ✓ one only)

- Yes 1
- No 2
- Prefer not to say 3

D7. How old are you? (Please tick ✓ one only)

- 15 or under 1
- 16 to 24 2
- 25 to 34 3
- 35 to 44 4
- 45 to 54 5
- 55 to 64 6
- 65 to 70 7
- 70+ 8

D8. Are you male or female? (Please tick ✓ one only)

- Male 1
- Female 2

Total: 1

D9. Please tell us your postcode as this will help us to understand the views of residents living in different areas of the borough.
(Please write in below)

D10. Which of the following best describes your ethnic background?
(Please tick ✓ one only)

- | | |
|---|--------------------------|
| Asian or Asian British | |
| Bangladeshi | <input type="checkbox"/> |
| Chinese | <input type="checkbox"/> |
| Filipino | <input type="checkbox"/> |
| Indian | <input type="checkbox"/> |
| Nepali | <input type="checkbox"/> |
| Pakistani | <input type="checkbox"/> |
| Any other Asian background | <input type="checkbox"/> |
| Black or Black British | |
| African | <input type="checkbox"/> |
| Caribbean | <input type="checkbox"/> |
| Any other Black background | <input type="checkbox"/> |
| Mixed | |
| White & Asian | <input type="checkbox"/> |
| White & Black African | <input type="checkbox"/> |
| White & Black Caribbean | <input type="checkbox"/> |
| Any other Mixed background | <input type="checkbox"/> |
| White | |
| English/British/Northern Irish/Scottish/Welsh | <input type="checkbox"/> |
| Gypsy/Irish Traveller | <input type="checkbox"/> |
| Irish | <input type="checkbox"/> |
| Showpeople/Circus | <input type="checkbox"/> |
| Any other White background | <input type="checkbox"/> |
| Arab/Other Ethnic Group | |
| Arab | <input type="checkbox"/> |
| Other ethnic group | <input type="checkbox"/> |
| Prefer not to say | <input type="checkbox"/> |

D11. Which of the following best describes you?
(Please tick ✓ one only)

- | | |
|---|--------------------------|
| A Bracknell Forest resident | <input type="checkbox"/> |
| A trader at the market | <input type="checkbox"/> |
| A supplier to traders at the market | <input type="checkbox"/> |
| A local business, but not trading from the market | <input type="checkbox"/> |
| Other (Please tick ✓ and write in what below!) | <input type="checkbox"/> |

Thank you for your time and support in completing this survey.

Please return it in the FREEPOST envelope provided, by Monday 13th January.

You do not need a stamp, and if for any reason there is no freepost envelope, please return your completed survey to Qa Research, Freepost NAT5853, York, YO24 1ZY

Tick 1



RESEARCH

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Save our Market

As many of you may be aware, the council had a meeting with the market traders last Friday. The meeting was to basically inform us of our impending doom and demise. The council have over 70 years left on the lease of the space we are in yet are very happy to hand this back to Comer Homes for no remuneration what so ever. The council and everyone in this town simply want the building to come down no matter what and so handing back the lease is the council's way of giving Comer Homes exactly what they want as well as the people of the town.

The council have had years and years to find a good home for the market but as expected, they have left it until the last minute and now there is nowhere. We traders are not asking to stay where we are because we have suffered for too many years with poor electrics, leaking roofs and the general demise of our once prosperous market. I would like to know, if the market is taken outside next to a building site, where they will be getting their new stall holders from because 95% of the traders we have simply cannot exist outside.

The public consultation begins on 18th November 2013 and will run until January. This will give the public a chance to vote on what they want. However, the questions are very loaded and really, don't relate to the market at all.

1. Do you want to keep the market where it is and Winchester House stay?
2. Do you want to move the market so Winchester House can be re-developed?
3. Do you want to close the market so Winchester House can be re-developed?

As you can see, the way they have been worded is leading people to number 2 because there are more people in this town who want the building down than who want a market. People who want a market but don't care where it is will obviously chose option 2 which is exactly what the council want.

My question is, how can they produce 3 questions regarding what the people of Bracknell want without giving a 4th option of "Do you want an indoor market". The reason this question has not been added is because the council simply do not wish for the outcome to be number 4. The decision has already been made going by the questions they are asking.

This petition is to force the council to change these very loaded questions. If they actually want the views of the people of Bracknell on the future of the market, Winchester House should not even be mentioned. Our proposed options are:

1. Close the market completely
2. Move the market to an outside location
3. Move the market to an indoor location when available

Having these questions will then focus people's minds on the market, not Winchester house which we all want pulled down.

Please use your fingers and sign this petition. At least that way, we will all get a better understanding of what the people of Bracknell want rather than what the Council of Bracknell want.

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Consultation on the future of Bracknell Market and Winchester House (former 3M building)

November 18, 2013, to January 13, 2014



Consultation on the future of Bracknell Market and Winchester House (former 3M building)

The owner of Winchester House, the former 3M building, has put forward proposals for the replacement of Winchester House with high quality town centre buildings.

Bracknell Market is currently located on the ground floor of Winchester House. The council has a lease on the market hall.

The proposals include demolishing the existing building and constructing around 300 new flats with leisure facilities such as a gym, restaurants and shops.

What about Bracknell Market?

If Winchester House is demolished, the market obviously cannot remain in its current location. The developer is clear that if the market remains, it will not redevelop the site and Winchester House will remain in place for the foreseeable future.

The council needs to consult widely with the public to seek their views on three options for Bracknell Market:

- 1. Leave the market in its current location and retain Winchester House.**
- 2. Move the market to an outdoor space elsewhere in the town and redevelop the Winchester House site.**
- 3. Close the market completely and redevelop the Winchester House site.**

It is not possible to provide an alternative indoor location for the market as there is nowhere big enough to accommodate it. The council does not have funding available to build an indoor market without passing costs onto all local council taxpayers.

Option one:

Keep Bracknell Market and Winchester House in its current location

This is the only option in which the market can continue to operate as present. The option would see the council keep its lease of the market hall, which forms the ground floor of Winchester House. This would allow the market to remain in the immediate future, but would prohibit the demolition of Winchester House and redevelopment of the site. The developer would leave Winchester House as it is for the foreseeable future.

Key issues

- The condition of the market hall is declining. Patch repairs have been undertaken, where possible, but the hall is suffering from the derelict building above.
- In 2013, emergency repairs were made to keep the market hall open but it is becoming more difficult to keep it wind and water tight. The council cannot guarantee how long the market can continue to function safely in the existing hall.
- The number of market traders in the existing market hall has declined from an average of 38 to 13 per day between 2000 and 2012.
- The council has limited enforcement powers over Winchester House. Should it make the land owner carry out works on the derelict building, under the terms of its market hall lease, the council would have to share the financial burden, which would be footed by taxpayers. Initial estimates show the council would need to contribute at least £350,000.
- It is unlikely that any alternative to the current proposals would come forward in the near future if these plans are progressed. Therefore, Winchester House would remain and would continue to deteriorate.
- The principal developer for the town centre, Bracknell Regeneration Partnership, has confirmed the condition of Winchester House continues to hinder major retailers signing up to the new town centre.
- The owners of Winchester House have confirmed it is not viable to bring forward housing on this site with a market hall underneath. The council's external advisor has verified this.

The market continues to make a loss for the council:

2010/11 - loss of £14,400

2011/12 - loss of £10,500

2012/13 - loss of £10,300

Future running costs will increase due to the additional maintenance required.

Option two:

Relocate Bracknell Market to an outdoor location

Under this option, the council would relocate the existing market to an outside location to allow Winchester House to be demolished and the site redeveloped.

This option has a two-stage solution. The final proposed location for an outdoor market is Market Square next to the new mixed-use development when it is completed. However, it would not be practical to have the market in this location until the redevelopment is complete. The market would therefore be based in the High Street East/Charles Square area in the interim, though this would be subject to discussions with the owners and occupiers of nearby properties.

Key issues

- This option would allow for the immediate demolition of Winchester House and for planning of the new development to start as soon as possible.
- The existing traders would be offered stalls in the replacement outdoor market. However, changes to the way the existing market traders operate would be required.
- An outdoor market is a different kind of offer to residents. Some may prefer the informal, outdoor nature, others the existing offer.
- There are some thriving outdoor markets in the UK but the council cannot guarantee the success of one in Bracknell.
- The temporary solution would provide activity in the High Street East/Charles Square area while a significant amount of the town is closed for the redevelopment.



What would an outdoor market be like?

Market Square

The Bracknell town centre masterplan envisaged an outdoor market provided in Market Square, next to the proposed redevelopment on the Winchester House site. Detailed plans would be put forward as part of the planning process.

The proposals include power, drainage, lighting and storage for the market stalls. The stalls would be put up as needed with space available for a limited number of trades run from vehicles, such as a café or a butcher.

It is proposed that a general market would still be on offer but the space could also be used for specialised facilities such as a farmers' market or antiques fair.

A market of up to 30 stalls is seen as suitable for Bracknell town centre but there is room for growth as a large space is available.

Temporary relocation to Charles Square/High Street East

During the demolition and redevelopment of Winchester House, Market Square would not be a suitable site for an outdoor market due to construction traffic, dust and noise from the directly adjacent site. Therefore, a temporary site would need to be provided at the centre of High Street/Charles Square.

The temporary market would be capable of hosting between five and 16 stalls depending on demand. Below is an artist's impression of what the area could look like.



The council is still considering whether the stalls would be fixed to the ground and would remain in place throughout the week or whether they would be dismantled after trading. If the stalls remain throughout the week, they could be used for a range of other events like food fairs and arts and crafts days to help boost the town centre during this period of change. They could also be taken down if needed.

Option three:

Close Bracknell Market and provide no alternative

This option would see the council close the market hall. It would allow Winchester House to be demolished and the site redeveloped. No alternative venue to the market hall would be provided.

Key issues

- This option would allow for the demolition of Winchester House and for planning of the new development to start as soon as possible.
- A market has operated in Bracknell since 1975. The town centre masterplan, which outlined the vision for the regenerated town centre, includes an outdoor market.
- The market has some customers who use it for their weekly shopping, this complementary retail offer would be lost.
- Markets can help in regenerating our high streets.
- There are between six and 15 regular stall holders in the existing market who would cease to operate under this option.
- This option would provide savings to the taxpayer of around £10,000 each year. The cost of the market, and potential saving, is likely to increase in coming years due to the worsening condition of the building.



Frequently Asked Questions (FAQs)

Why can't the developer replace Bracknell Market in a new hall as part of Winchester House's redevelopment?

The developer is planning a high quality residential development, a market hall would reduce the value of the homes – making the scheme not viable. The council has had this confirmed by external experts. The location of a market in a residential block is not a suitable proposal.

Will the redevelopment actually happen?

The developer understands that now is a good time to redevelop the site due to the retail-led regeneration of the main town centre.

There is always a risk with development sites but that is the nature of the business. However, the developer has guaranteed imminent demolition of the existing Winchester House site once Reserved Matters planning is granted, but only if the council can provide vacant possession of the market hall.

The developer envisages starting construction within the next three years.

Why is the council so keen to see Winchester House demolished?

The town centre masterplan always showed Winchester House being redeveloped as part of the town centre's regeneration.

The upper floors are derelict and there is no market demand for refurbished office space. The building is in a poor state of repair and will continue to decline if not redeveloped.

Residents repeatedly identify the demolition of this building as a priority and the principal development partner for the town centre, Bracknell Regeneration Partnership, sees Winchester House as a stumbling block to attracting national retailers.

Would an outdoor market attract new and diverse stalls?

Many markets have a wide range of stalls that respond to local demand, making them appealing and attractive to the public. That is not currently the case with Bracknell Market. We can't guarantee what type of stalls would form an outdoor market. Conditions would be put in place to limit certain uses, such as the number of takeaway foods stalls, to ensure a vibrant mix and help improve the quality.

Would the outdoor market stalls all be standard?

No. Different stalls have different needs. For example, a café is likely to need a mobile unit and fish offers are usually from a van.

Why don't we have a farmers' market or other niche markets?

These would be welcome but would not replace a general market. Options would be explored as to whether hosting niche and farmers' markets is possible.

Where would the traders and members of the public park in the High Street and Market Square relocation options?

Traders and the public would need to park in the public car parks - Albert Road car park will be allocated for traders as it is at present. Vehicles moving within pedestrian areas are not safe. Traders would be allowed vehicular access during limited hours to set up and pack away. This is usual practice with outdoor markets and operates successfully elsewhere.

Why can't we have a new indoor market elsewhere in the town?

There are no indoor buildings within the town centre big enough to relocate the market. The cost of building a new facility could not be done without increasing the council tax for everyone and councillors are not prepared to do this.

What research has the council undertaken on other successful markets?

The council has looked at successful markets nearby and further afield. It has also asked Grenchurch, its current market operator, for advice on what makes a successful market. Grenchurch runs other successful markets such as Moreton-in-Marsh and Cheltenham; it believes Bracknell Market's location is its biggest drawback.

What happens if the developer's Reserved Matters planning consent isn't approved for the new redevelopment?

There is already outline permission for the redevelopment. The developer has stated it will keep seeking consent and so the council is being proactive and not waiting until Reserved Matters is granted before making a decision on the future of the market.

When will demolition start?

The developer would like to start demolition as soon as possible in 2014.

When will the council make a decision on the future of the market?

The council will make an informed decision after the consultation closes in January 2014.

I have other ideas. Will they be considered?

Of course. Please feed them through to bracknell.regeneration@bracknell-forest.gov.uk

Who is carrying out the consultation?

The consultation is being carried out by Qa Research, an independent company who have been commissioned by the council.

Copies of this booklet may be obtained in large print, Braille, on audio cassette or in other languages. To obtain a copy in an alternative format please telephone 01344 352000.

Nepali

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