

# Bracknell Market Survey 2013

For Bracknell Forest Council

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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.

## 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**

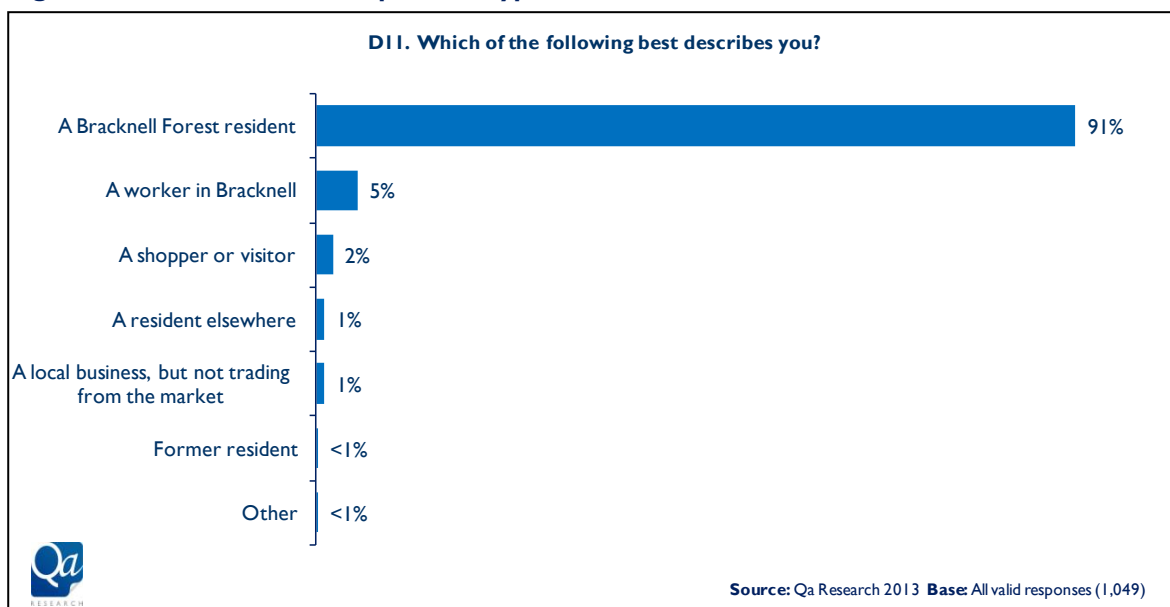
A small number of surveys were distributed by the Council to market traders, local businesses and developers.

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'.

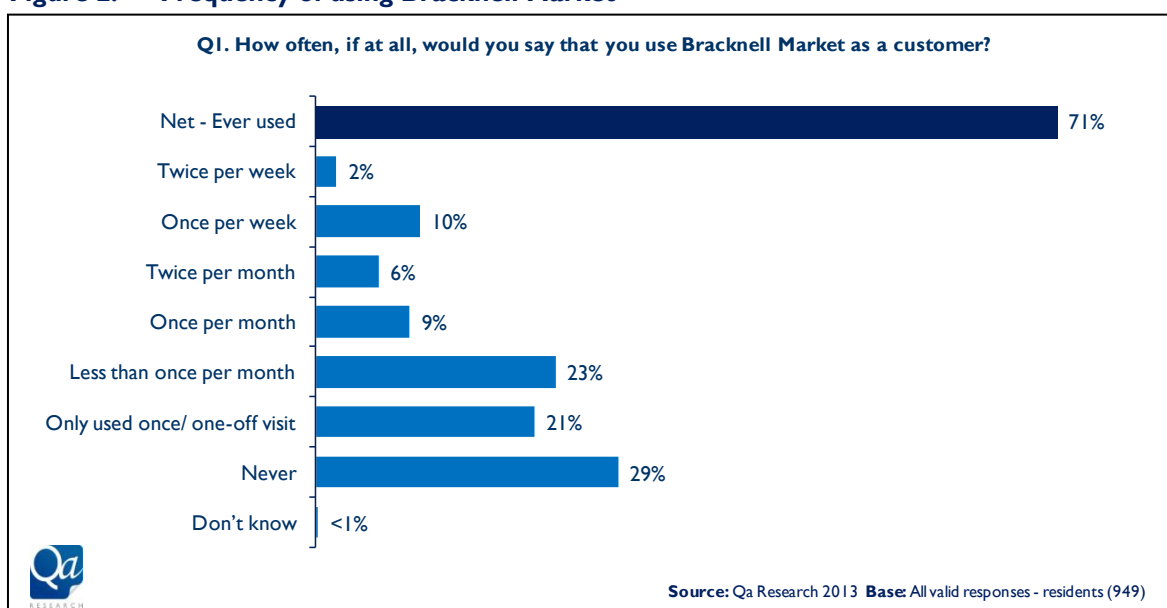
## 4. Key findings

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.

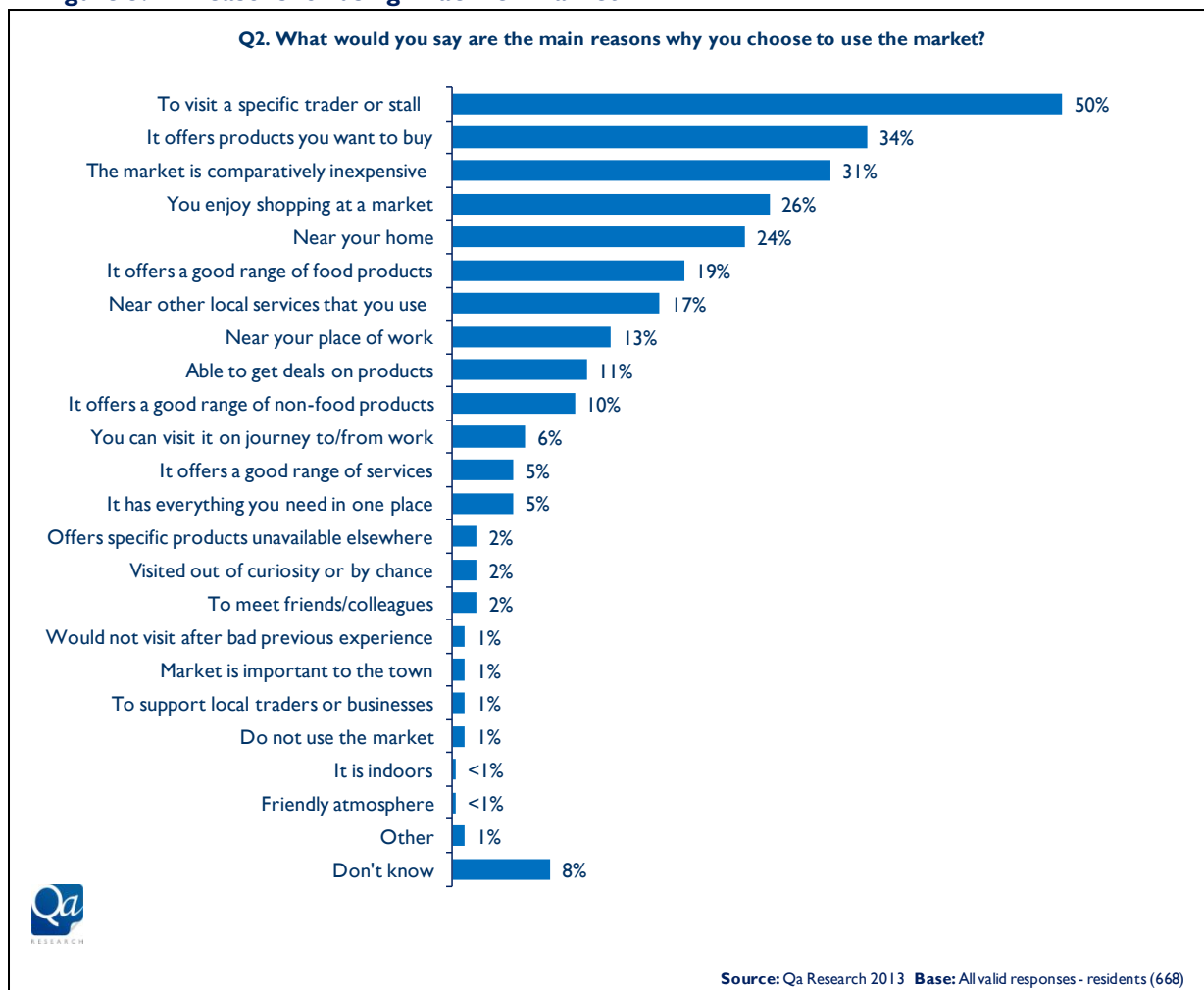
### Sub-group Analysis

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;

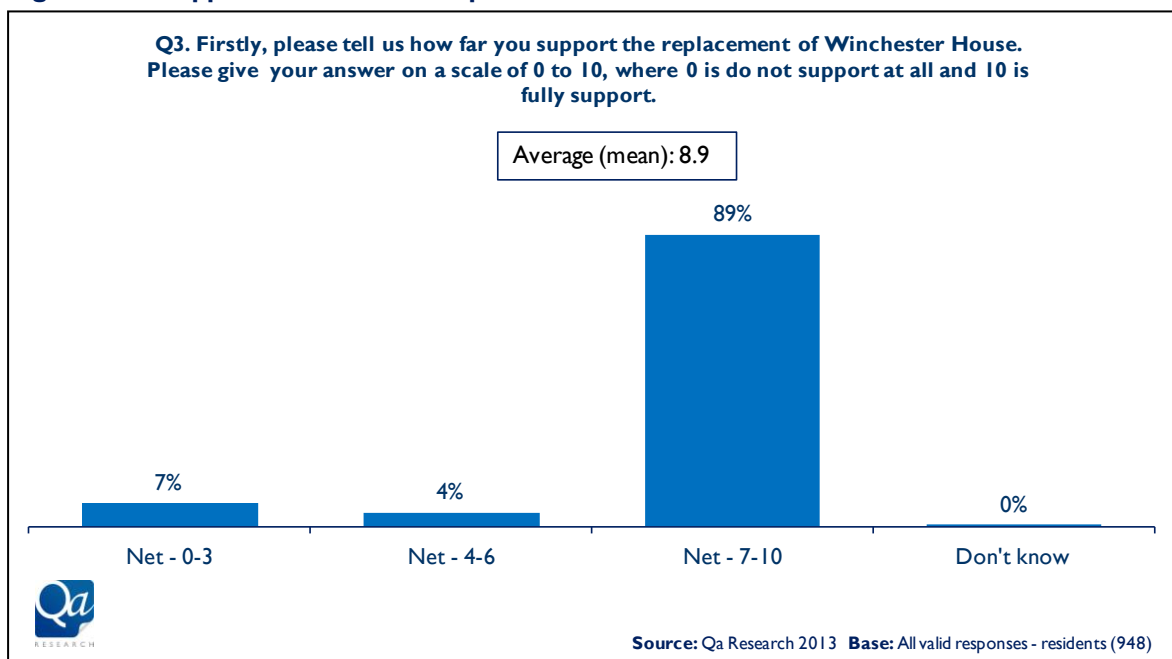
*The owner of Winchester House, the former 3M building, has put forward proposals for the replacement of Winchester House with high quality town centre buildings.*

*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)**

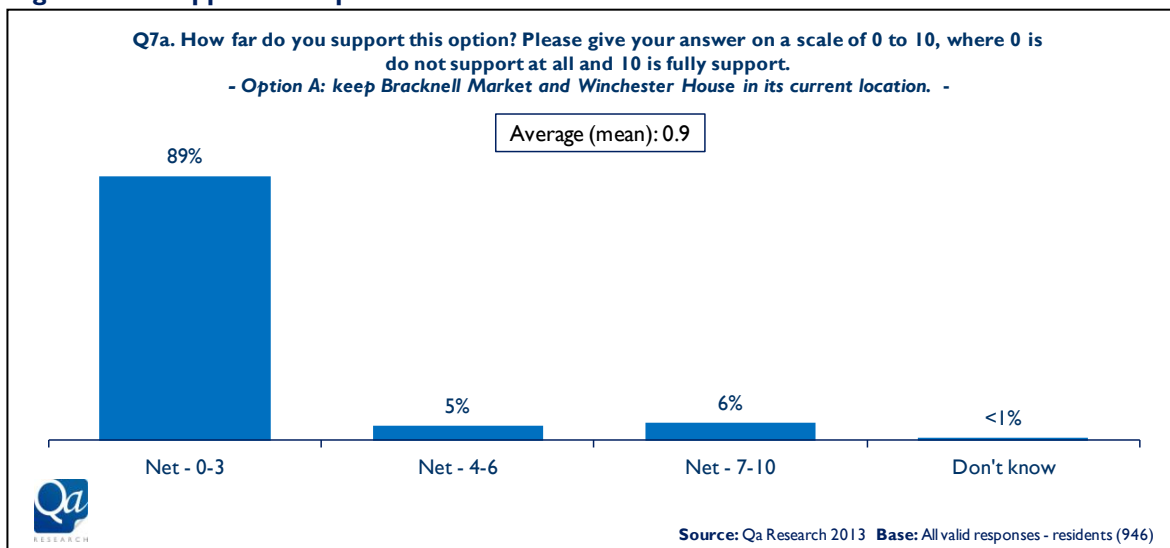
Residents were much more likely to mention negative impacts of Option A than positive ones and only 5% said that they felt there would be 'no negative impacts'. More than a quarter made a comment about the fact that 'Winchester House is an eye-sore' (28%) while a similar proportion felt that this option '...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%
<b>Base: All valid responses - residents (928)</b>		

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**

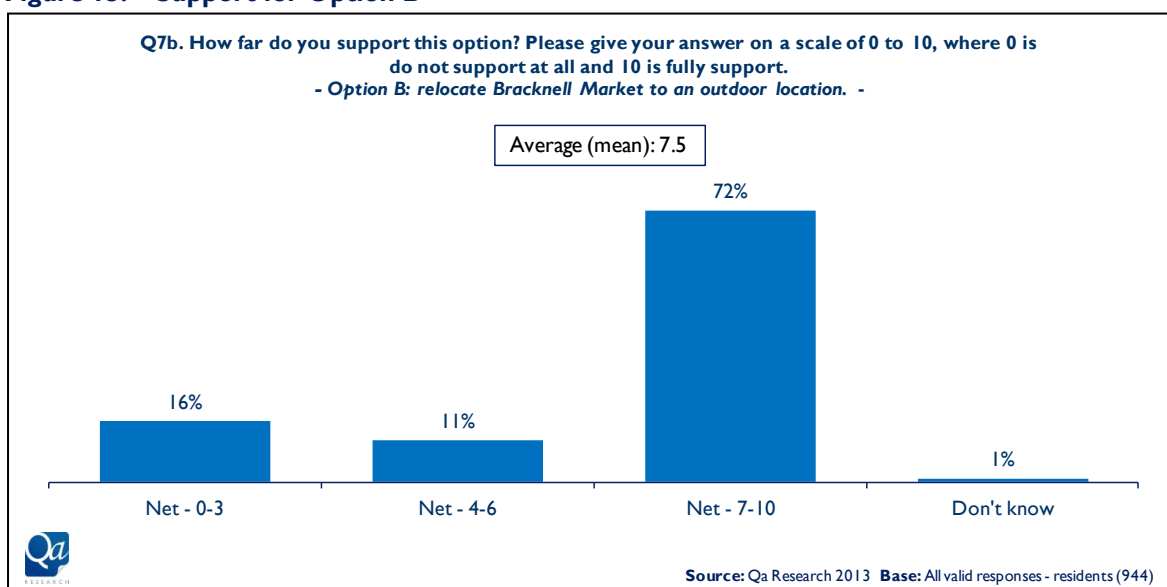
Q6a. What, if any, negative impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option B: relocate Bracknell Market to an outdoor location.</i>	n	%
No negative impacts	418	46%
An outdoor market would suffer from bad weather as some traders cannot trade outdoors	108	12%
The 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**

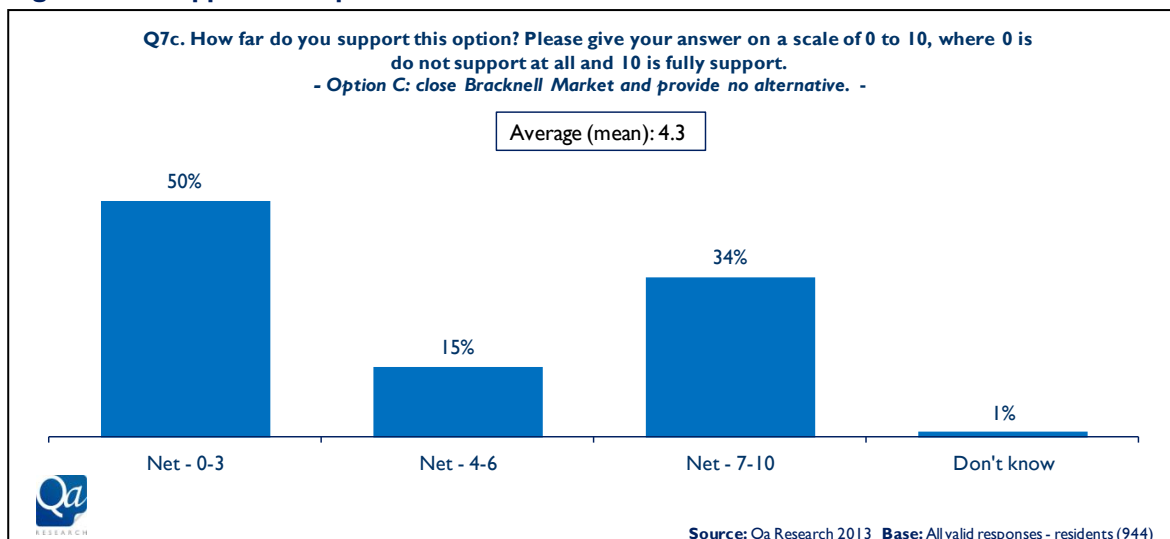
Q6c. What, if any, negative impacts do you think this option would have on Bracknell?	All valid responses	
<i>Option C: close Bracknell Market and provide no alternative.</i>	n	%
We would lose the well-needed market, especially traders who offer products not sold elsewhere	381	42%
No negative impacts	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%).

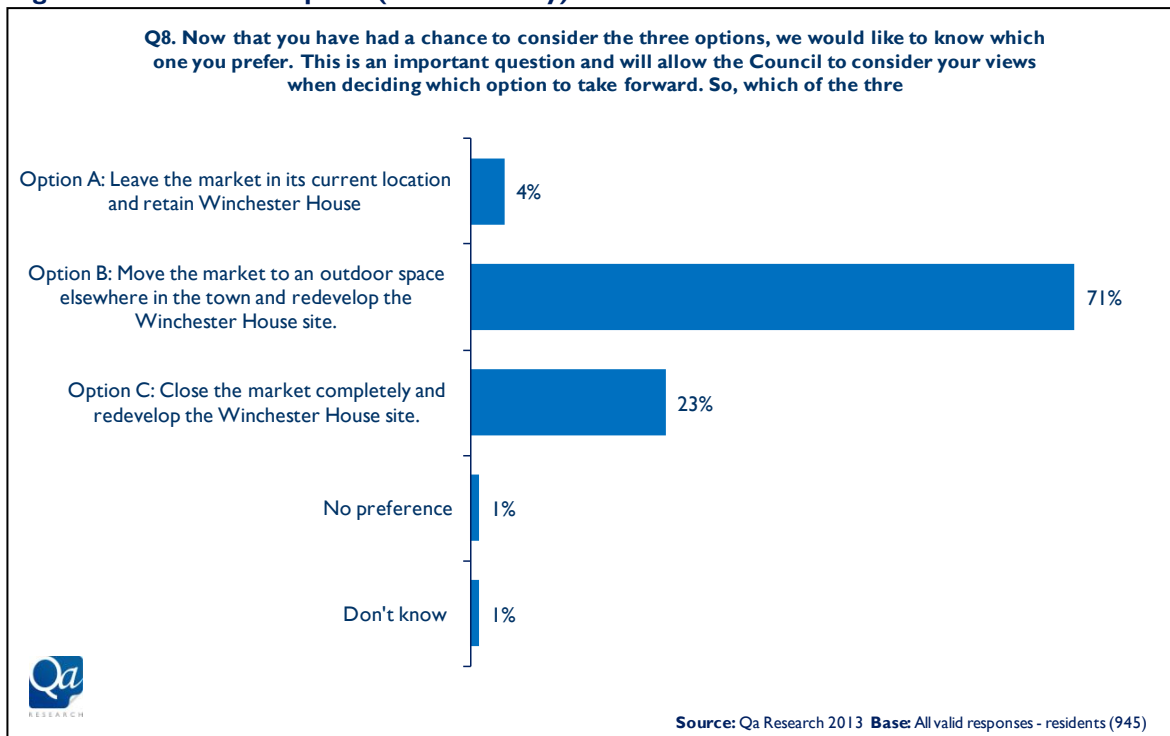
No other key differences between demographic groups were noted.

## 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

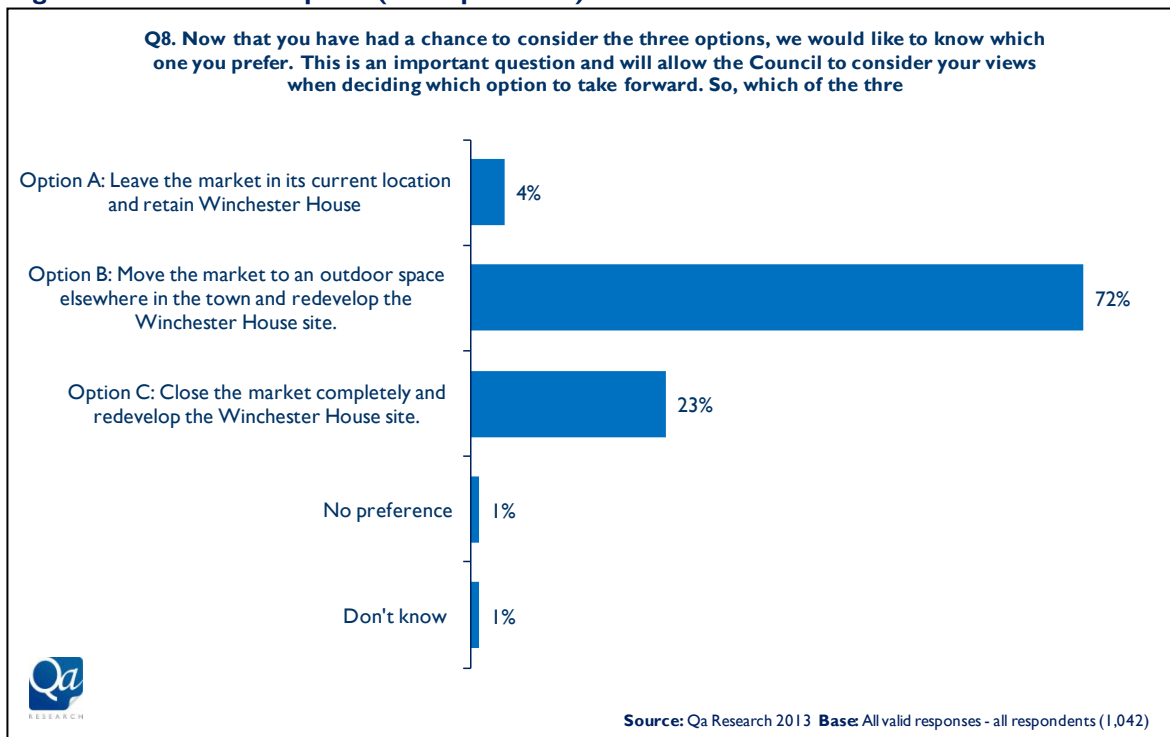
While the majority of those who have 'ever' used the market chose Option B (79%) preferences were split amongst those who have 'never' used the market between Option B (55%) and Option C (45%).

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;

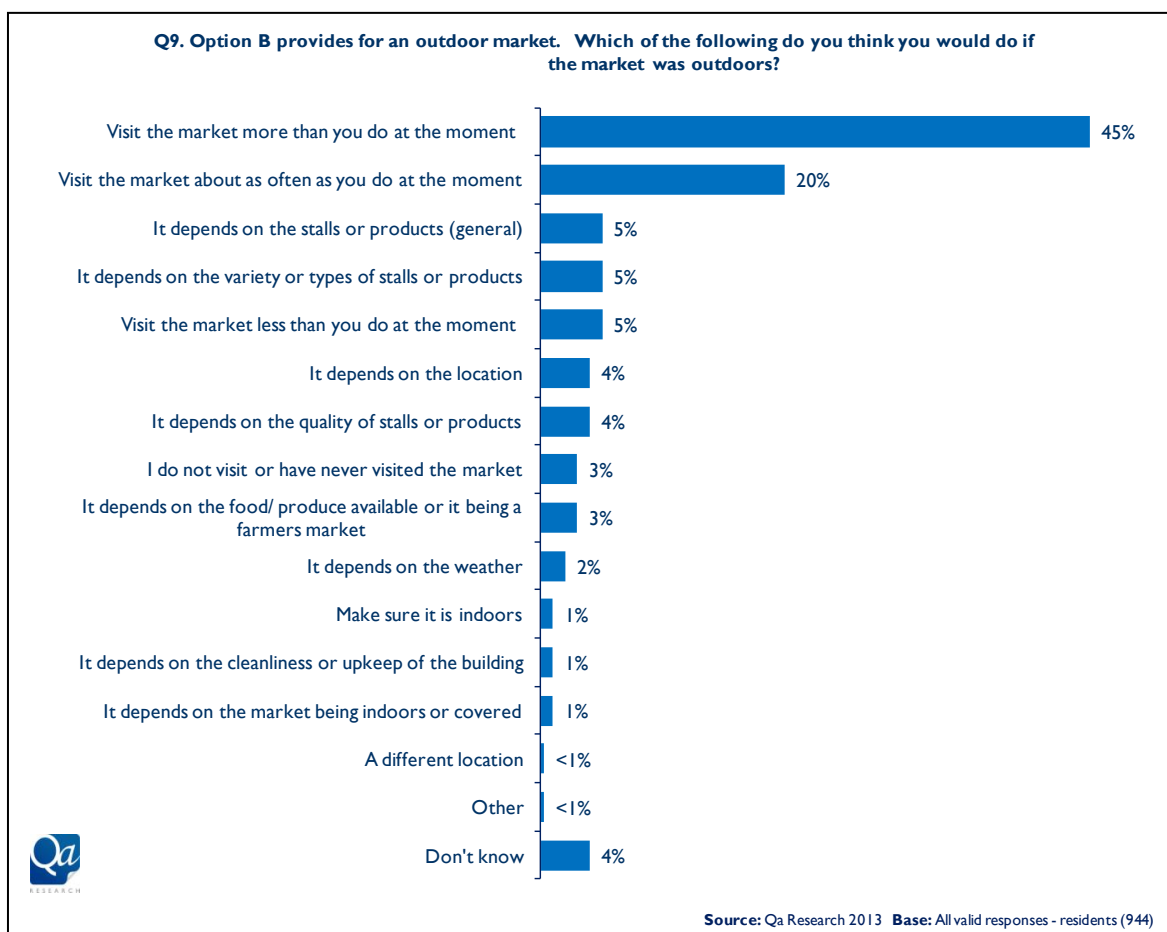
- 'A Bracknell Forest Resident' (71%)
- 'A local business, but not trading from the market' (55%)
- 'A worker in Bracknell' (75%)
- 'A shopper or visitor' (56%)
- 'A resident elsewhere' (79%)
- 'A former resident' (80%).



## 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%
<b>Base: All residents who've ever used the market (670)</b>	<b>110</b>		<b>136</b>		<b>419</b>	

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.**

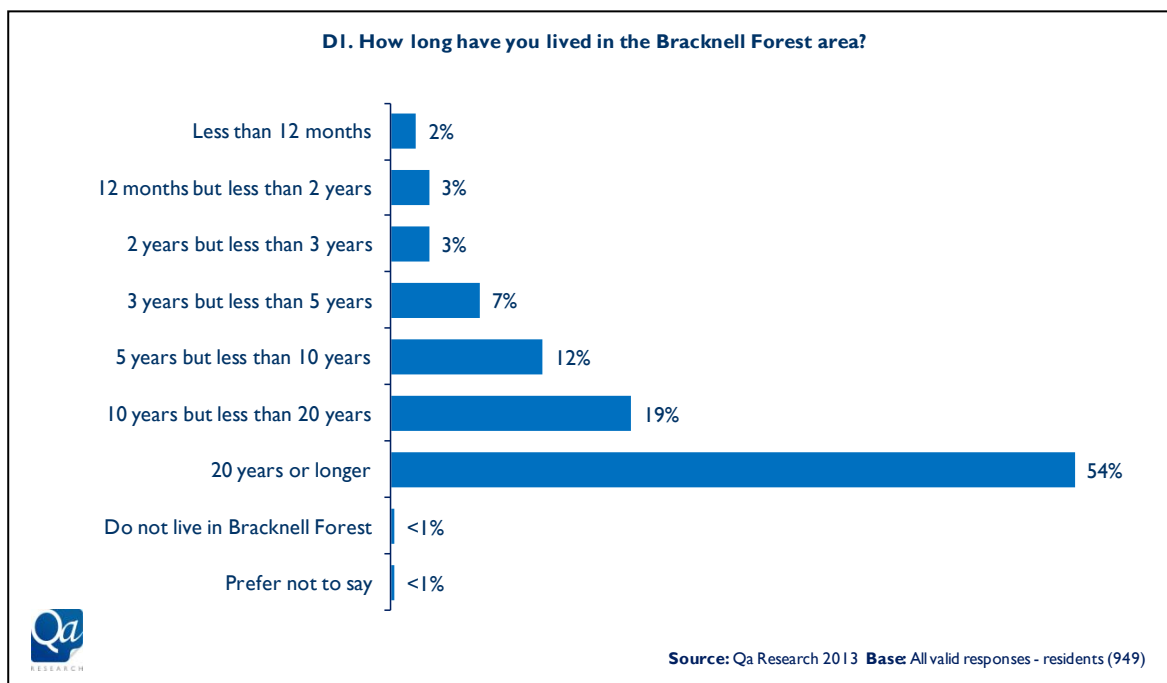
Overall, 71% of residents and 72% of all respondents chose Option B which was to relocate Bracknell Market to an outdoor location. Of the remainder, most supported Option C which was to close Bracknell Market and provide no alternative, but few preferred to keep Bracknell Market and Winchester House 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	%
<b>Tenure</b>		
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%
<b>Working Status</b>		
<b>Net - Working</b>	<b>758</b>	<b>80%</b>
- Part time	157	17%
- Full time	595	63%
<b>Net - Not working</b>	<b>169</b>	<b>18%</b>
- 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%
<b>Don't know</b>	<b>1</b>	<b>&lt;1%</b>
<b>Prefer not to say</b>	<b>21</b>	<b>2%</b>
<b>Base: All valid responses (950/949)</b>		


**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%
<b>Net - Other ethnicity</b>	<b>72</b>	<b>8%</b>
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%
<b>Base: All valid responses (948/951)</b>		

## 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](http://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 13<sup>th</sup> 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"/>	Q7 Go to Q3
Don't know	<input type="checkbox"/>	Q8 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"/>

Total: 1

**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"/>	<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"/>

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"/>

Track 1

**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) | <input type="checkbox"/> |
|--|--------------------------|

- |            |                          |
|------------|--------------------------|
| Don't know | <input type="checkbox"/> |
|------------|--------------------------|

#### 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"/> |

Total: 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)

- |  |                             |
|--|-----------------------------|
| <b>Asian or Asian British</b>                  |                             |
| Bangladeshi                                    | <input type="checkbox"/> 1  |
| Chinese  | <input type="checkbox"/> 2  |
| Filipino                                       | <input type="checkbox"/> 3  |
| Indian   | <input type="checkbox"/> 4  |
| Nepali   | <input type="checkbox"/> 5  |
| Pakistani                                      | <input type="checkbox"/> 6  |
| Any other Asian background                     | <input type="checkbox"/> 7  |
| <b>Black or Black British</b>                  |                             |
| African  | <input type="checkbox"/> 8  |
| Caribbean                                      | <input type="checkbox"/> 9  |
| Any other Black background                     | <input type="checkbox"/> 10 |
| <b>Mixed</b>                                   |                             |
| White & Asian                                  | <input type="checkbox"/> 11 |
| White & Black African                          | <input type="checkbox"/> 12 |
| White & Black Caribbean                        | <input type="checkbox"/> 13 |
| Any other Mixed background                     | <input type="checkbox"/> 14 |
| <b>White</b>                                   |                             |
| English/British/Northern Irish/Scottish /Welsh | <input type="checkbox"/> 15 |
| Gypsy/Irish Traveller                          | <input type="checkbox"/> 16 |
| Irish  | <input type="checkbox"/> 17 |
| Showpeople/Circus                              | <input type="checkbox"/> 18 |
| Any other White background                     | <input type="checkbox"/> 19 |
| <b>Arab/Other Ethnic Group</b>                 |                             |
| Arab   | <input type="checkbox"/> 20 |
| Other ethnic group                             | <input type="checkbox"/> 21 |
| Prefer not to say                              | <input type="checkbox"/> 22 |

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

- |   |                            |
|---|----------------------------|
| A Bracknell Forest resident                       | <input type="checkbox"/> 1 |
| A trader at the market                            | <input type="checkbox"/> 2 |
| A supplier to traders at the market               | <input type="checkbox"/> 3 |
| A local business, but not trading from the market | <input type="checkbox"/> 4 |
| Other (Please tick ✓ and write in what below)     | <input type="checkbox"/> 5 |

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

**Please return it in the FREEPOST envelope provided, by Monday 13<sup>th</sup> 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 IZY

Time: 1