## City Centre Development Project Equality Impact Assessment/Exit Survey

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<tr>
<th>Rev No</th>
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<td>FL</td>
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<td>Draft Report</td>
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Beaufort House, 94/96 Newhall Street, Birmingham, B3 1PB
Telephone: 0121 262 1900    Fax: 0121 262 1994    Website: http://www.aecom.com

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1 Introduction
1 Introduction

1.1 Overview
The City Centre Development Project (CCDP) was completed in September 2008 and was created to assist in the regeneration of the city centre. The catalyst for this regeneration project was the construction of the Highcross shopping centre, the idea being to make sure the locale complemented this development. It involved the investment of nearly £20m in public realm and other improvements which were funded by the Council and other sources. The Project Initiation Document (PID) states that “The regeneration of Leicester City Centre is a crucial feature of a city wide strategy of renewal which will make it the shopping venue of choice for people across the region, attract national and international tourists, develop business, help retain or attract gifted graduates as well as being a showcase for the dynamism and creativity of Leicester people. The local economy will be transformed; the local labour market will be given a major boost both in terms of a significant number of new jobs being created as well a significant shift to greater flexibility and attention to the needs to a changing work force.”

The CCDP identified two aspects to the interventions; Management Measures and Physical Improvements. The former includes improving the retail offer by extending trading periods, improving the Market, upgrading existing retailing, branding and marketing the city centre along with other measures aimed at encouraging greater use of the city centre by local people and visitors. The latter concentrates on public realm improvements aimed at reinforcing the significance of the gateways (key junction places), key destinations and connections between and to areas within the city centre. Such improvements include the expansion of the pedestrian area, measures to ensure accessibility within the city centre for disabled people is maximised and to remove buses from busy pedestrian streets in the heart of the retail area. Lighting improvements and general street scene improvements such as seating and signage are also catered for. Granite surfacing has resulted in perfectly flat pedestrianised areas which are particularly good for those with disabilities and the elderly.

A weakness of the city centre was the amount of retail spend which should occur within the city centre but which was leaking to other nearby centres including Nottingham and Birmingham. The council also wanted to avoid the problem of a ‘ghost’ city centre where families and older people vanish once night comes and the shops close. The CCPD projects were designed to support the interventions necessary to redress these weaknesses. CCPD is not expected to deliver all requirements in its own right; it is part of a larger programme of delivering improvements to the city centre.

AECOM (formerly Faber Maunsell) were commissioned by Leicester City Council to determine the success of the project through qualitative and quantitative research methods with the general public and local businesses, in particular addressing community cohesion and equalities issues. The study is to determine the positive and negative impacts of the CCDP and to gather baseline data for the future monitoring of equalities issues and satisfaction ratings. To inform the consultation process, AECOM reviewed ‘The Community Cohesion Strategy for Leicester’ and ‘Corporate Equality Strategy 2004-2007’.

1.2 CCDP Objectives
The objectives of the CCDP were as follows:
- Upgrade and renew the city centre’s public spaces to improve the visitor experience;
- improvements in the immediate vicinity of Shires West and links to that development;
- improvements to major retail streets and areas to help secure their future;
- creation of pedestrian routes linking arrival points (car parks, bus and rail stations) to the retail areas;
- a traffic free area covering the major retail areas (in conjunction with traffic management amendments);
links with comparable works in the Cultural Quarter;
a sense of coherency and place through design and respect of the city’s heritage;
the creation of spaces in which activities can occur (events, local displays, etc.);
help to make the city centre accessible, user friendly and the regional shopping centre of choice;
achieve high quality of design of buildings, open spaces and street furniture;
ensure measures support sustainability through design and use of materials
help to increase tourism by supporting the renewed retail, arts, entertainment and cultural offer of the city centre;
support and/or lead regeneration to enhance the economic viability of the city centre;
support the wider aim of attracting and retaining dynamic creative graduates to Leicester;
support the regional strategy for making the East Midlands one of Europe’s top 20 regions by 2010;
help to reinvigorate the city centre labour market;
help to make jobs more accessible to job seekers in the poorer neighbourhoods of the city;
expand and enhance the retail offer in terms of quantity, quality and choice;
enhance city centre management;
improve the quality of services provided.

The desired outcomes from an equalities perspective are:

- Better accessibility in particular for people with disabilities and also in terms of information for people whose first language is not English
- a welcoming and open city centre
- a reduction in the perception/fear of crime
- improved environment for pedestrians in terms of safety and less traffic congestion

1.3 Report Layout
Following this introduction,

- **Section 2** discusses the methodology used for both qualitative and quantitative research;
- **Section 3** highlights the findings of qualitative research methods;
- **Section 4** analyses the findings from surveys with members of the public;
- **Section 5** analyses the findings from surveys with business owners/managers; and
- **Section 6** summarises the report.
2 Methodology
2 Methodology

2.1 Overview

Leicester City Council commissioned AECOM to assess the success of the City Centre Development Project (CCDP) through qualitative and quantitative research methods with the general public and local businesses, in particular addressing equalities issues. The population groups (equality strands) which were to be consulted although not as exclusively, are as follows:

- People with disabilities/long-term illnesses
- Women (gender)
- Black and minority ethnic residents (race)
- Older people (age)
- Bus passengers

The following were conducted:

- 400 on-street face-to-face quota interviews in Leicester City Centre
- 50 depth interviews with local businesses in Leicester City Centre
- Both on-street and business questionnaires available on Leicester City Council website for self completion
- Two focus groups (disability/long-term illness and BME)

The methodology employed for each of these research methods are detailed below.

2.2 Qualitative Research

2.2.1 Overview

Two focus groups were conducted in Leicester City Centre in April 2009. One focus group was conducted with people who had a disability/long-term illness and the other was conducted with the black and minority ethnic (BME) respondents.

These groups were conducted separately. The benefits in conducting homogenous groups for this study were that each group were likely to have different views and needs in relation to the city centre development. If the two groups were mixed in a group discussion, then it would be more difficult to obtain a full appreciation and understanding of their views and needs.

2.2.2 Recruitment

A total of 10 respondents were recruited to attend each group. The disability/long-term illness group was recruited by officers at Leicester City Council who work with people that fall into this category. The BME group was recruited on-street in the city centre by AECOM’s recruiters.

Within each group, quotas were set to ensure that each group contained a representative profile of the population segment under study and to ensure that all age groups and both genders were adequately represented.

Recruitment of the BME group was undertaken by professional market research recruiters local to the area. The basis for recruitment was a questionnaire which specified the quotas required for each group.

Incentives of £30 were offered to each participant for attending the focus group.

The venues were arranged by Leicester City Council. The dates, times, venue and attendance of each group are shown in Table 2.1 below.
Table 2.1 – Focus Group – Dates, Times, Venues and Attendance

<table>
<thead>
<tr>
<th>Group</th>
<th>Date</th>
<th>Time</th>
<th>Venue</th>
<th>Actual Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impaired Group</td>
<td>Thursday 23rd April 2009</td>
<td>2pm</td>
<td>Vista (Society for the Blind)</td>
<td>7</td>
</tr>
<tr>
<td>Black and Minority Ethnic Group</td>
<td>Thursday 23rd April 2009</td>
<td>6pm</td>
<td>Leicester Town Hall</td>
<td>9</td>
</tr>
</tbody>
</table>

2.2.3 Conducting the Focus Groups

A discussion guide that had been agreed with the Client was used as the basis for moderating the focus groups. The discussion guide listed the topic and question areas for discussion with respondents. The groups were conducted by an experienced moderator who ensured that the agreed topics were covered in the required depth. The discussion guide is presented in Appendix A.

2.2.4 Analysis and Reporting

All of the group discussions were recorded and written notes from these recordings were prepared as the basis for analysis. The analysis has been carried out by the moderator involved in the study as they have the experience of the discussions.

2.3 Quantitative Research

2.3.1 Overview

Two types of quantitative surveys were carried out; 400 on-street surveys and 50 business surveys. Questionnaires from these surveys were also placed on Leicester City Councils website to capture more views on the City Centre Development Project.

2.3.2 Survey Locations

The client identified the survey locations for on-street and business surveys. The surveys were to be conducted along the following streets.

- Granby Street
- Gallowtree Gate
- Haymarket/Belgrave Gate
- Causeway Lane
- Humberstone Gate
- High Street
- East Gates/Clock Tower
- Market Street
- Market Place

2.3.3 Pilot Surveys

In order to test the on-street questionnaire to see if it was workable in the field and to assess likely hit rates, pilot interviews were conducted. These were carried out along Granby Street and Gallowtree Gate on one morning on Monday 6th May 2009. The interviewer aimed to achieve as many interviews as possible within a 3 hour period. The questionnaires were found to be very lengthy as the interviewer mentioned surveys could take up to 15-20 minutes each. Following the pilot survey and discussions with the client, the questionnaire was reduced where possible. There was no pilot conducted for the business surveys as some of the questions were similar to the on-street survey and the questionnaire was shorter in length. Any changes made to questions on the on-street survey which were also on the business surveys were changed. A copy of the final version of the on-street survey can be found in Appendix B and a copy of the final version of the business survey can be found in Appendix C.
2.3.4 On-Street Surveys

A total of 400 quota-based surveys were to be achieved on street over a three week period between Tuesday April 13th 2009 and Saturday 2nd May 2009. Interviewers were recruited to conduct 20 interviews per shift, which meant that 20 shifts in total would be required. However, due to the length of surveys and quotas that were to be achieved, interviewers found it difficult to achieve this so an additional 6 shifts were put on.

The quotas set are shown in Table 2.2. Typically, these quotas reflect the Census 2001 data, with the exception of gender. Slightly more interviews with females were desired than males as the CCDP Team were interested in obtaining their views on perceptions of safety/fear of crime in the city centre so a larger sample was required.

Table 2.2 – On-Street Quotas

<table>
<thead>
<tr>
<th></th>
<th>Quotas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>60</td>
</tr>
<tr>
<td>25-44</td>
<td>160</td>
</tr>
<tr>
<td>45-64</td>
<td>100</td>
</tr>
<tr>
<td>65+</td>
<td>80</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>160</td>
</tr>
<tr>
<td>Female</td>
<td>240</td>
</tr>
<tr>
<td>Ethnicity</td>
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</tr>
<tr>
<td>White</td>
<td>240</td>
</tr>
<tr>
<td>Non-White</td>
<td>160</td>
</tr>
</tbody>
</table>

The number of shifts conducted along each street is detailed in Table 2.3 below. Of the 26 shifts conducted:

- 17 were conducted on a weekday 10am-4pm;
- 4 were conducted on a weekday 1pm-7pm; and
- 5 were conducted on a Saturday 10am-4pm.

Table 2.3 – Number of Shifts per Location by Time of Day

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Weekday Shifts (10am-4pm)</th>
<th>Number of Weekday Late Shifts (1pm-7pm)</th>
<th>Number of Saturday Shifts (10am-4pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Granby Street</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Gallowtree Gate</td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Haymarket/Belgrave Gate</td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Causeway Lane</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Humberstone Gate</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>High Street</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>East Gates/Clock Tower</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Market Street</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Market Place</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
2.3.5 Business Surveys

A total of 50 business surveys were to be achieved in Leicester City Centre between Tuesday April 13th 2009 and Saturday 2nd May 2009. These 50 interviews were split across 5 shifts. Interviewers were expected to achieve 10 business interviews per shift. The five shifts were split into the following locations.

- Gallowtree Gate/Granby Street
- Humberstone Gate
- High Street/East Gates/Clock Tower
- Market Place/Market Street
- Haymarket/Belgrave/Causeway Lane

Interviewers approached as many premises as possible along the streets given to them and asked to speak to the owner or manager. They would ask the owner/manager if they would be willing to participate in a 10 minute face-to-face interview. If the interviewer was unable to speak to a manager at the time they were visiting and were short on the number of surveys, they would revisit the business. If the manager was busy they would arrange appointments to meet them. Interviewers recorded all refusals.

2.3.6 Back checks

Back checks were carried out by telephoning 10% of respondents and asking them questions to check that they had been interviewed, that the interviewer showed them their MRS identity card and that they were given a leaflet informing them about the MRS Code of Conduct.

2.3.7 Data Validation

Every questionnaire received by AECOM was checked and coded where necessary and unique serial numbers were allocated to every questionnaire for identification purposes. As mentioned in the previous section (section 2.3.6), 10% of questionnaires were back checked in accordance with the MRS Code of Conduct.

Data was double entered into Excel to ensure 100% accuracy of the data. Once the data is entered, AECOM read it into SPSS where it is cleaned. The range, routing and logic checks include running frequency tables to ensure all responses are valid and all routing was correctly observed. Any inconsistencies were checked against the paper questionnaire.
3 Qualitative Research
3 Qualitative Research

3.1 Disability/Long-Term Illness Group

3.1.1 Overview
A focus group was held at Vista (Society for the Blind) on Thursday 23rd April 2009 at 2pm. Seven people attended the focus group with a range of impairments. The impairments included:

- Visual (blindness, severe impairment);
- Hearing (deafness, severe hearing impairments);
- Long standing illness or health condition; and
- Mobility – wheelchair user.

There was a good split of gender, with 4 males and 3 females. A range of older age groups were represented by the group.

3.1.2 Use of the City Centre during the Day
Respondents were asked to state how often they visited the city centre during the day. Four respondents use the city centre at least weekly, one respondent uses it fortnightly, another uses it monthly and the other less often. The main reasons for visiting the city centre include shopping, education and personal business. When comparing how often they visit Leicester City Centre now compared with 2-3 years ago, respondents were generally using it about the same or less often. Those using it the same continued to make use of the city centre as they were carrying out the same routine as previously and did not want the changes to affect their use of the City Centre. Those respondents using the City Centre less often complained it was difficult to get around on foot and by car. More detailed information about the effects of the changes are noted in section 3.1.4 and access issues are noted in section 3.1.5.

3.1.3 Use of the City Centre during the evening/night
Respondents were asked to state how often they visited the city centre during this time. Most respondents did not make use of the City Centre during this time. However, one respondent used it on a weekly basis for leisure/entertainment purposes. About half of all respondents were using the City Centre less at night now when compared with 2-3 years ago because of safety issues and access difficulties from bus stops, taxi drop off points and car parks. More detailed information about the effects of the changes are noted in section 3.1.4 and access issues are noted in section 3.1.5.

3.1.4 Changes Noticed
Respondents were asked to highlight the changes they noticed in the City Centre over the last 2-3 years. The changes included the following:

- **Pedestrianised areas.** One respondent who suffered from blindness mentioned difficulties getting around the pedestrianised areas as there were no markers on the ground. Respondents with visual impairments mentioned the need for kerbs, markers, or tactile paving to assist with their mind map of the area. However, the wheelchair user mentioned that kerbs were an issue for their travel around the City Centre. Because of the conflict in needs between the 2 users, it was felt that tactile paving would probably be better for all users. Respondents also complained about the number of ‘A’ boards on footpaths and street cafes in pedestrianised areas; these were especially a problem for those with visual impairments. Respondents were generally unhappy with pedestrianised areas.
“The biggest problem I find with the cane is the Clock Tower. There are no markers. I get off the bus and go towards the Clock Tower and then I’m lost because I don’t know which way to go. It’ll be ok when I’ve got my dog. You can’t get a map within the mind.”

“My problem is with the ‘A’ boards and when you can’t see properly you tend to go towards the building side of the pavement because you could wander off in the road if you’re not careful especially where the kerbs are very low...I can’t because I’m weaving in and out of ‘A’ boards.”

- **Open spaces.** Respondents with visual impairments generally found open spaces made their journey difficult as they could easily become disorientated. Respondents were generally unhappy with open spaces.

  “The open space which is dizzifying.”

  “My problem is with the balance problem, is that if everyone is walking in the same direction or the opposite direction you’ve got a flow that you can go with. When people are coming across me and in all directions, you’re having to move your head and that’s what sends me all off balance.”

- **Shared spaces.** Generally respondents disliked shared spaces as there was a danger of being knocked over by cyclists. Respondents would prefer cyclists to get off their bikes and walk with the bike in the city centre or have designated cycle paths. Respondents disliked it when they had to move off the route they were walking for vans and cyclists because it was disorientating.

  “…disorientating because I have a mental map of where I am going.”

  “I have problems with being knocked over or falling over because of cyclists.”

- **Seats.** Most respondents disliked the seats as they felt they were uncomfortable, with no backs and arms, were too low and dirty. One respondent mentioned that they did not mind them being uncomfortable as they were facilities designed for a short rest. If they were too comfortable, people would be seated on them all the time. However, it was mentioned that more seating was needed especially along walking routes from bus stops and stations. It was mentioned that there was no seating from the Clock Tower to the Haymarket Bus Station, no seating along Charles Street and no seating by Curve and Halford Street.

  “Horrible!”

  “You have to clean them before you use them, they hold the dirt.”

- **Signs.** Respondents with a visual impairment found the signs to be too high and not easy to read. It was also mentioned that silver poles were a nuisance for the visually impaired as not all had been banded. Bands on poles are usually a different colour on the poles making it more visible to those with visual impairments.

  “The signs are too high and especially if you’re visually impaired you can’t read them when you get to them.”

  “The silver poles... during the day when we have really nice sunny days... we can walk into them because there is nothing banded around them.”

- **Lighting.** Respondents would generally like to see more lighting.

- **Lack of toilet facilities on routes from the rail station and bus station.**
Respondents also noticed the following changes.

- **Relocation of bus stops.** Respondents complained that these were too far away from the shops. They were generally unhappy that buses were no longer stopping at Charles Street and along the High Street. They mentioned that bus stops had been moved in the opposite direction to the shops. For this reason most had never visited Highcross. One respondent mentioned that the relocation of bus stops has created areas congested with people as they all walk the same route to the shops. Walking through congested areas of people causes difficulties to those with visual impairments.

  “Buses being too far away from everything.”

  “I find it harder because now there is no traffic in High Street except every cycle and van that you can find to knock you over. To get to the part of the market or Town Hall and that sort of thing, it’s a long walk from where my bus stops in Charles Street.”

Respondents were also dissatisfied with the walking routes from bus stations. It was mentioned that there were no safe crossing points along the following sections:

- Pedestrian route between St Margaret’s Bus Station and Highcross.
- Mansfield Road/St Peter’s Street intersection
- Haymarket bus station to St Margaret’s bus station has crossing points, dropped kerbs and tactile paving but traffic moves in all different directions making it difficult to cross and know which way to look.

It was also mentioned that not all buses could kneel to the kerb to allow wheelchair users on and bus drivers never used the ramps they had on board. One visual impaired respondent was unhappy that the bus service used shared a bus stop with other services; this made it difficult to catch the correct bus.

- **Relocation of blue badge spaces.** Respondents had difficulties finding blue badge parking spaces in the City Centre and most were not aware of the locations due to the regular changes because of road works that are still going on. One respondent felt that an up to date map of the City Centre, showing the new location for disabled parking was needed as currently they were very difficult to find. One respondent mentioned that there was a signage issue with disabled parking spaces as not all had a sign and so they were being used by others. Respondents were generally happy with the location of blue badge parking but were dissatisfied with the availability of them as they were usually used by other people or taken by the road works.

- **Relocation of taxi pick up/drop off points.** Respondents are unhappy with taxi drop off pick up points as they are too far a walk from their destination. Most respondents use taxis and would prefer them to at least drop them off outside the theatre/Curve in the evenings.

- **Shop Mobility.** Respondents found it difficult accessing the Shop Mobility in Highcross. Most had not seen the outlet but are happy with the services they offer. One respondent felt this should be provided at bus stations as the walk to the Shop Mobility from arrival areas by bus or taxi is too far to walk. Alternatively, another form of transport is needed in the City Centre to assist people around the area. Most respondents with mobility impairments avoid using the City Centre as much as possible.

Respondents were asked whether the inconvenience of the relocation of bus stops and taxi pick up and drop off points were compensated for by the recently pedestrianised areas. Respondents all preferred the way the City Centre was before as it was easier to get around. The pedestrianised areas all still have vehicles making deliveries. It was felt that the situation as it is now could be improved by restricting vehicles loading and unloading between certain hours. There was a lack of awareness of the delivery time restrictions amongst the group as they felt deliveries were taking place all day when in actual fact loading is only allowed between 5am and 11am. They also preferred the way it was before because there were pavements that those with a visual impairment could stick to. It also meant that they were not sharing these footpaths with cyclists.
3.1.6 Perceptions of Leicester City Centre
Respondents were given an exercise (guided fantasy) to do which highlighted their perceptions of Leicester City Centre. The general perceptions and feeling towards Leicester are as follows:

- It’s busy and bustling.
- It’s unwelcoming. People have bad manners.
- There is no heart in Leicester City Centre. No sense of community.
- No focal point for people to meet.
- Feel isolated.
- It is exasperating walking around the City Centre.
- It’s tiring/exhausting walking around the City Centre.
- It’s grey. There is no colour as bollards, seats, poles etc are all grey. This creates problems for the visually impaired. The visually impaired require contrasting colours.
- Very little greenery. No shaded areas.
- It has changeable surfaces – some areas have kerbs and others do not. There are no level surfaces.
- There are lots of empty shops.
- It’s congested with vehicles, especially with loading and unloading vehicles.

3.1.7 Feeling Part of the Community
Respondents did not feel part of a community in the City Centre. Respondents feel part of local smaller communities where they live but not part of the wider Leicester community. It was mentioned that Leicester had pockets of communities. The City Centre also has a divide with tired areas and modern areas creating areas of different classes of people.

3.1.8 Feeling of Personal Safety
Respondents with a visual impairment generally felt unsafe in Leicester City Centre during the day. Their main concerns related to being knocked over by cyclists or vehicles in shared spaces. Respondents with a mobility impairment generally felt safe during the day. Most felt unsafe at night, mainly due to the fear of crime.

3.2 Black and Minority Ethnic (BME) Group

3.2.1 Overview
A focus group was held at Leicester Town Hall on Thursday 23rd April 2009 at 6pm. Nine people attended the focus group and as a group represented a range of ethnicities. The ethnicities included:

- Black African
- White and Asian
- Indian
- Indian & Pakistani
- Black African & Indian

The group also represented a range of age groups, from those who were 18 to those that had retired. There was also a good split of gender with 5 males and 4 females.

3.2.2 Use of the City Centre during the Day
Respondents were asked to state how often they visited the city centre during the day. All respondents used the City Centre at least weekly. Most visited the City Centre daily as it was part of their commute to work or education. Others visited the centre for shopping and meeting friends/family. Most respondents were visiting the City Centre more now when compared with 2-3 years ago; this is mainly due to personal reasons. One respondent felt the City Centre had become more welcoming over the last few years. No one respondent was visiting the City Centre less than 2-3 years ago.
3.2.3 Use of the City Centre during the evening/night

Respondents were asked to state how often they visited the city centre during the evening/at night. There was a 50/50 split in the group as half made use of the Centre during the evening/night at least weekly and the rest used it less often. Reasons respondents used the City Centre during the evening/night were mainly for leisure purposes and on personal business. Those respondents currently using the City Centre at night continued to do so about the same as before the improvements but others were using it less, mainly because they felt they had no reason to visit.

3.2.4 Use of other Local Shopping Centres

Respondents all mainly used the City Centre for shopping, although some visited other areas for items that were not available in the Centre. One respondent was pleased that African food was now available in the City Centre. It was felt that the City Centre catered for many needs but still not everything. Some items the respondents felt the City Centre did not offer included:

- Local grocers
- Butchers, especially those selling halal meat.

One respondent went to the Birmingham market to purchase a certain part of a chicken and another went to Highfields or Milton Keynes for South African sausages.

3.2.5 Changes Noticed

Respondents were asked to highlight the changes they noticed in the City Centre over the last 2-3 years. The changes included the following:

- More shops – Highcross/Tesco Express. Respondents noticed more shops in the City Centre but felt that there was nothing really new as it was the same shops already based in the City Centre that were relocating to Highcross.

  “The shops have closed down from here to Highcross. There are not loads of new shops. It’s the same old shops.”

- More restaurants/cafes. Respondents felt they had a good variety of restaurants/cafes which they could visit at night.

- It was noted that the City Centre was mainly shops or bars. There were no actual meeting places or recreation facilities offered by the City Centre, which meant that teenagers/young adults were hanging around streets if not bars. It was felt that parks should be available in the Centre and an amusement centre like the Meridian, which includes bowling and arcades.

- Pedestrianised areas. Small kerbs were noticed in some of these areas and were identified as a possible trip hazard as they were not easily seen. Respondents were generally pleased with the pedestrianised areas as they were free from traffic. They were also pleased with the floor surfaces.

  “Small kerbs that go from nothing to 2-3 inches. I think people can easily trip over them. It’s not as though they’re a different colour.”
- **Open spaces.** Respondents generally liked the open spaces as they felt it made Leicester City Centre look cleaner and attractive.

- **Shared spaces.** Respondents had noticed the shared spaces and were generally satisfied with them. One respondent had concerns that the elderly may not like shared spaces but generally felt that pedestrians and cyclists were cooperating well.

- **Seats.** Respondents were generally pleased with the seats as there were plenty available and liked the modern design.

  “Somewhere to sit... they are really lovely. I like them.”

- **Lighting.** Respondents generally liked the lighting and felt that it had made the City Centre safer.

  “I think the most nicest place of lights is I think outside Marks & Spencer’s where all the floor and across is multi coloured lights with the seats. It’s quite nice to sit there at night.”

- **Cycle parking.** Respondents noticed cycle parking but felt that more cycle racks were needed.

  “Not enough spaces to park your bike.”

- **Cycle lanes.** Respondents noticed more cycle lanes in the city centre and were generally pleased with them.

- **More security.** People were noted to be walking around the City Centre.

  “You feel more secure/safe when you see them walking around.”

- **Shop mobility.** A couple of respondents noticed the Shop Mobility and the free scooters that were available to those who have difficulties walking around the City Centre. Respondents were pleased that this facility was available.

- **Constant road works and disruption.** Respondents were generally unhappy with the road works that have been going on for the last 3 years and are wondering when it will ever finish. One respondent felt that a customer service desk was needed with all the changes that have taken place and all the road works that are still taking place as the older people get confused easily.

- **Real Time Information at Bus Stops.** This was found to be useful although not always accurate.

- **One-way systems.** Respondents felt that there were too many one way systems.

- More homeless people were noted around the City Centre.

Not one respondent noticed the new signs in the City Centre. When shown pictures of them most were not aware of them. Respondents were asked if they had family members that could not speak English. Those respondents who had family members that did not speak English were asked whether they thought these family members would face difficulties finding their way around the City Centre. All respondents felt they would have no problems as usually they are with someone who does speak English or if alone they can always stop someone in the street who speaks their language for assistance. It was mentioned that Leicester was a very multicultural city and that there would never be any language barriers.

One respondent mentioned that since the changes they had not seen many people with visual impairments using the City Centre.
3.2.6 Perceptions of Leicester City Centre
Respondents were given an exercise (guided fantasy) to do which highlighted their perceptions of Leicester City Centre. The general perceptions and feeling towards Leicester is as follows:

- Colourful with bright decorations.
- Calm/peaceful.
- Comfortable.
- Clean.
- No trees.

“It’s all rock, people and plastic.”

- Multi-cultural/different languages.
- Individuals walking around filling up bags.
- Derelict nice old buildings. Not being used to their potential.
- People travelling by different modes e.g. walking, cycling, driving.

When respondents were asked how they feel when leaving the Centre, there were mixed views as some enjoyed it whilst others were glad to be leaving.

“Nice experience ... I really liked it.”

“Glad to be leaving.”

3.2.7 Access Issues
Respondents also noticed that bus stops had relocated which affect bus routes into the City Centre. Most mentioned that there were no longer any direct bus routes into the City Centre and that their journeys involved a change in buses, which they were not too happy about. They were generally fine with the pedestrian access to the City Centre from the bus stops and stations, although it was mentioned it was quite a distance for the elderly to walk. However, one respondent felt it should not be a problem for the elderly if the free scooters are available for them by bus stations.

Respondents found it difficult accessing the city centre by car as there were too many one-way systems. The accesses from car parks to the shopping centre were generally felt to be good.

Respondents had no issues with taxi pick up and drop off points as they are mobile and therefore able to get about easily. Only a couple of people in the group used taxis.

It was mentioned that it was generally easy to get about the City Centre.

Respondents were asked whether the inconvenience of the relocation of bus stops and taxi pick up and drop off points were compensated for by the recently pedestrianised areas. Respondents all agreed and preferred the changes that had been made as the traffic free areas have made it easier to walk around the City Centre. Respondents do not mind walking further for buses even if it means they no longer have a direct bus service home.

3.2.8 Feeling Part of the Community
With the exception of one, respondents did not feel part of a wider Leicester community. Most felt there was still a social divide in Leicester. Most respondents felt part of their local communities, whether it’s ethnic communities, the area where they live or the football club.

One respondent mentioned that it was difficult to feel part of a community in the city centre when it is getting bigger. One respondent felt part of the wider community as Leicester held many different cultural celebrations to which all were invited. Another respondent felt more events that were not related to faith should be arranged to encourage people to get together. Most respondents felt no sense of belonging to Leicester City Centre.
“I wouldn’t say I feel welcome. There’s quite a bit of social divide in Leicester.”
(Relating to ethnic origin groups)

“I feel part of my, I’m not being racist or anything but part of my black community. Cos as much as it’s multi-cultural but there’s still segregation like its black-black, indian-indian, asian-asian.”

“I think there needs to be more joint events. Sponsored walks for other charities or more things together, where every community joins together for some sort of sport thing or whatever it may be.”

“More and more women are now combining together and doing things together from different ethnicities.”

3.2.9 Feeling of Personal Safety

Generally respondents felt unsafe both during the day and at night. They felt there were a lot of people drinking throughout the day hanging around on streets. It was felt that Charles Street was one of the areas where people felt unsafe. One respondent mentioned that it was still safer in Leicester when compared with London, Birmingham and Manchester. The respondent also mentioned that it wasn’t the fault of young people for hanging around streets; it was due to the fact that there was a lack of facilities to keep them busy, entertained and off the streets. The respondent mentioned that not all young people have money to be able to afford to spend £8 on a cinema ticket. It was thought that an amusement centre, bowling, dance halls, youth clubs etc should be introduced. Respondents would however, like to see more security patrolling the City Centre.
4 Public Survey Findings
4 Public Survey Findings

4.1 Overview
A total 415 surveys were completed over April-May 2009; of which one was completed electronically via the website link and 11 were completed by respondents participating in the focus groups that had not already been interviewed on-street and that were willing to take part in the survey.

4.2 Respondent Demographics
In total, 415 respondents were questioned. Of these, Figure 4.1 shows that just over half (53.3%) of respondents were female and just under half (46.7%) were male. Figure 4.1 also shows that all age groups were represented in the survey with the 25-44 age group being the most popular (represented by 37.9% of respondents). This corresponds with 2001 census data for Leicester where 51.8% of the population are female and 48.2% male. More females were sampled for this survey as their feelings on safety were to be looked at. The age structure in the 2001 Census is as follows: age 18-24, 12.5%; age 25-44, 29.4%; age 45-64, 19.5%; and age 65+, 13.5%.

Figure 4.1 - Demographic Profile of Respondents

The majority (320) of respondents did not have a disability or long-term illness. However, seven respondents had hearing difficulties, 10 had learning difficulties, 12 had mental health problems, 12 had mobility difficulties, 23 suffered from a physical impairment, 10 had visual difficulties, 32 had a long-standing illness, four preferred not to say and one respondent had a speech impairment.

1 Source: Office for National statistics
It can be seen from Figure 4.2 that the majority (69.3%) of respondents described themselves as White: British. This was followed in popularity by Asian or Asian British: Indian (12.9%). The proportions correspond with 2001 census data for Leicester where 60.5% of the population describe themselves as White: British and 25.73% describe themselves as Asian or Asian British: Indian. ‘Other’ ethnicities amongst respondents included: ‘Indian and Pakistani mixed’; ‘Turkish and Asian mixed’; ‘half Turkish’; ‘Filipino’; ‘White and Pilipino mixed’; and ‘English’ (each represented by one respondent). Please note, since 2001, there have been changes to the demographic profile of residents in Leicester; an estimate of the profile can be found in ‘The Diversity of Leicester, A Demographic Profile, May 2008’.

Figure 4.2 - Ethnicity of respondents (Base 394)

The questionnaire included questions from Leicester City Council’s monitoring form which asked about sexual orientation and religion. The majority of respondents (89.2%) described their sexual orientation as heterosexual, whilst 0.5% described themselves as bisexual, 0.3% as gay (female) and 0.3% as gay (male). 9.8% of respondents preferred not to say. (Base 389)

Just under half (48.5%) of respondents were Christians. This was followed in popularity by ‘no religion’, chosen by 25.9% of respondents. 8.0% of respondents preferred not to say which religion they held, 7.5% were Muslims, 5.5% Hindu, 2.3% Atheist, 2.0% Sikh and 0.3% Buddhist. ‘Other’ religions included: ‘Agnostic’ (one respondent) ‘Spiritualist’ (one respondent); ‘A believer not a Christian’ (one respondent); and ‘Various’ (one respondent). (Base 385)
**Figure 4.3** shows over a third (35.8%) of respondents were employed full time, followed by 23.0% of respondents who were retired and 17.5% who were unemployed. ‘Other’ working status’s included ‘disabled’ (two respondents) and ‘self-employed’ (one respondent). 60.0% of respondents lived in households where the main wage earner fell into the C2DE socio-economic group and 40.0% where the main wage earner fell into the ABC1 socio-economic group. (Base 397)

![Current Working Status of Respondents](image)

A third (29.5% of 397) of respondents stated that they would be willing to take part in further research. Of these, the majority (86.4% of 88) requested that they be contacted by post, whilst 13.6% requested to be contacted by telephone.
4.3 Users of Leicester City Centre

4.3.1 Frequency of Use

All respondents had visited Leicester City Centre on more than one occasion. Respondents were asked how long they were intending to stay in the city centre on the day of the survey. Of those who answered this question, the majority intended to spend over an hour as 12.4% were spending less than an hour in the city centre and nearly half (48.8%) were spending up to 2 hours. A quarter of respondents (24.8%) were spending between 2-3 hours in the city centre and 26.5% of respondents were spending over 3 hours. *Figure 4.4* illustrates these results.

*Figure 4.4 – Length of Time Respondents are Spending in the City Centre on the Day of the Survey (Base 412)*
4.3.2 Noticing Changes
Respondents were asked whether they had noticed any changes in the city centre over the last 2-3 years; 87.0% had. **Figure 4.5** illustrates these results.

**Figure 4.5** – Respondents Noticing Changes to the City Centre (Base 415)
Respondents were then asked unprompted what they had noticed in the city centre. Of the 361 respondents that had noticed changes within the city centre, two-thirds (67.0%) noticed the expansion of the pedestrianised area. Approximately a quarter of respondents noticed new buildings (27.4%) and the new shopping centre/Highcross (23.5%). Figure 4.6 highlights the improvements noticed by more than 5 respondents. Five or fewer respondents noticed the following about the city centre:

- More vibrant/busier (5)
- Lot of road works (5)
- Changes to kerbs, some of which are affecting access for the mobility impaired (5)
- New road layouts (4)
- Shared spaces (3)
- Safer (3)
- More immigrants and people unable to speak English (3)
- New car park (2)
- More street furniture/street cafes (2)
- More cyclists (2)
- Maps engraved on paving stones (2)
- Less friendly (2)
- Improved parking facilities (2)
- Dirty (2).

Comments made by just one respondent included: too many shops; quieter; parking difficulties; more policing; more cleaning staff; more working telephones; less post offices; lack of bus shelters; it’s worse; flats moved into car parks and cinema deluxe.

Figure 4.6 – Changes Noticed Within the City Centre
4.3.3 Effects of Changes

4.3.3.1 Perception of Changes

Those respondents that had noticed changes were then asked whether the changes had a positive or negative effect on them. **Figure 4.7** shows that for most (61.7%) the changes had a positive effect.

**Figure 4.7 – Affect of Changes on Respondents (Base 360)**

<table>
<thead>
<tr>
<th>%</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females (187)</td>
<td>61.5%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Age: 18-24 (50)</td>
<td>80.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Age: 25-44 (130)</td>
<td>29.2%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Age: 45-64 (121)</td>
<td>30.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Age: 65+ (58)</td>
<td>30.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Disability/Long-Term Illness (102)</td>
<td>48.0%</td>
<td>20.6%</td>
</tr>
<tr>
<td>BME (104)</td>
<td>76.9%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

4.3.3.2 Reasons for Positive Change

The 222 respondents that felt the changes had a positive effect on them were asked to explain why they thought that changes to Leicester City Centre were positive. A third (31.3%) felt that the city centre looked better, more interesting and more attractive, helping to ‘put Leicester on the map’ and making people proud to be from Leicester. When asked why they thought the changes had had a positive effect upon them, a quarter (25.7%) of respondents mentioned the greater number of shops, improved shop opening hours and improved entertainment facilities, in particular cafes, restaurants and the cinema. 23.9% of respondents felt that traffic-free areas of the city centre made it easier to get around and safer. 16.7% of respondents felt that the atmosphere within Leicester was nicer and more ‘continental’ and that people were happier and more pleasant. 12.6% of respondents felt that the floor surface of the pedestrian areas had been improved, while 9.5% felt that the city centre was cleaner. Several respondents mentioned
specific facilities within the city centre: 18 mentioned new or more modern buildings; six noticed more seating; five noticed more trees; and one mentioned improved lighting. Eight respondents felt that the city centre was now more accessible for disabled visitors, however two respondents felt that the changes had made it more difficult for the elderly and disabled to get around, making a particular reference to the location of bus stops and the pavement surfaces. Eight comments referred to the transport system within Leicester city centre. Specifically, two respondents felt that the traffic system had improved, two felt that there was more parking, three noted alterations to the bus routes and stops and one respondent felt that the changes provided more for road users. One respondent noted ‘council changes’, two respondents felt that the changes would generate more jobs, one respondent noticed the closure of shops and one respondents felt that changes to the city centre had made the rest of Leicester worse.

4.3.3.3 Reasons for Negative Change
Amongst the 48 respondents that felt the city centre changes were negative, nine respondents felt that lots of shops had closed and those that remained were either too expensive or too cheap and down-market. Six respondents cited building and road works whilst three respondents felt that the city centre was dirty. Five respondents preferred the city centre as it was before and two respondents felt that there was nothing in the city centre to attract them there. Three respondents felt that the changes to the city centre did not take into account the elderly or disabled, pointing to the pedestrianisation of the city centre, relocation of bus stops and uneven pavement surfaces. Similarly, three respondents were not happy with the positioning of the bus and rail stations, whilst one respondent found the pavement surface unsafe when wet, two found it difficult to navigate without kerbs and three respondents felt that it was unsafe for cyclists to share space with pedestrians. Five respondents found car parking difficult and expensive and two respondents were unhappy that they were unable to drive where they liked. Two respondents felt that the atmosphere within Leicester city centre had changed and people were too busy and not as friendly as before, two respondents felt that there was more poverty within the city centre and two people felt less safe. Finally, two respondents felt that the changes to the city centre had resulted in a loss of trade, two felt that Curve was built in the wrong area and is unwelcoming, one felt that the flags with ‘One Leicester’ on were a waste of money, one felt that using stone from China was un-environmentally friendly, two felt that cut backs had been made and one respondent felt that only facilities from the High Street to Highcross had been improved.

4.3.3.4 Reasons for No Change
Amongst the 76 respondents who felt that the changes to Leicester city centre had not affected them, over half (56.6%) stated that they had either not noticed any changes or that any changes that they had noticed had not affected them or their opinion of Leicester. Four respondents cited the quality of shops in the city centre as the reason why the changes had not had an effect upon them. Other responses were each mentioned by one respondent.
4.4 Day Time Use

4.4.1 Frequency of Use

Respondents were asked how often they used Leicester City Centre during the day. Nearly a third of respondents (32.1%) visited the city centre 5 or more times a week, 38.2% visit it at least once a week, 13.1% visit it at least monthly, 15.1% visit it less often and 1.5% never/rarely visits.

*Figure 4.8* illustrates that 44.3% of those travelling 5 or more times a week to the city centre travel for work and over one-fifth (21.7%) visit the city centre for shopping. The majority (76.7%, 88.0% and 75.4%) of those visiting the city centre at least once a week, once a month and less often do so for shopping.

One respondent lives in the area and so visits daily.

With the exception of the Pakistani (40.0%) and white/black Caribbean ethnic groups (33.3%), over two-thirds of respondents from each of the other ethnic origins used the city centre on an at least weekly basis during the day.

*Figure 4.8 – Frequency and Purpose of Visit to the City Centre*
4.4.2 Change in Use

All respondents were asked whether they were visiting Leicester City Centre during the day, more, less or about the same as 2-3 years ago. *Figure 4.9* shows that most (64.1%) were using it about the same, 21.4% were using it more often and 14.5% were using it less often.

### Figure 4.9 – Change in City Centre Use during the Day (Base 415)

<table>
<thead>
<tr>
<th>Category</th>
<th>More (%)</th>
<th>Less (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females (220)</td>
<td>23.2%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Age: 18-24 (60)</td>
<td>23.3%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Age: 25-44 (157)</td>
<td>26.8%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Age: 45-64 (127)</td>
<td>18.9%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Age:65+ (70)</td>
<td>11.4%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Disability/Long-Term Illness   (103)</td>
<td>26.2%</td>
<td>11.7%</td>
</tr>
<tr>
<td>BME (119)</td>
<td>28.6%</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

4.4.2.1 Reasons for More Use

When the 89 respondents were asked why they visited the city centre more during the day than 2-3 years ago, a quarter (24.7%) cited the improved shops and entertainment facilities. Just under a fifth (18.06%) of respondents, meanwhile, visited the city centre more as a result of changes in personal circumstances, such as hospital visits, visiting family and going to college. 14.6% of respondents had either only just moved to Leicester or had experienced work-based changes. 11.2% of respondents were visiting the city centre more now than 2-3 years ago as a result of increased spare time. A more friendly atmosphere (7.9%) and more attractive city centre (7.9%) each meant that people were visiting the city centre more. Alterations to the transport system also had an impact upon the frequency of city centre trips; specifically, 6.7% of respondents noted that the pedestrianisation of the city centre made it easier to get around, 1.1% cited parking costs, 1.1% cited past road works, 1.1% mentioned less traffic, 1.1% felt that the buses ran better and 2.2% had received free bus passes. Finally, 1.1% of respondents felt
that the city centre was now more child friendly, 1.1% felt it was more accessible and 3.4% had ‘no reason’.

50.5% of respondents are visiting more during the day due to the city centre changes.

4.4.2.2 Reasons for Less Use
When the 60 respondents were asked why they visited the city centre less during the day than 2-3 years ago, 26.7% of respondents stated this was because they couldn’t afford to or were short of money, whilst 21.7% of respondents cited changes in personal circumstances that included illness, disability, college attendance and splitting up with a partner. Work commitments were cited by 15.0% of respondents. 5.0% of respondents no longer lived in Leicester, 5.0% went elsewhere in the daytime and 5.0% found the city centre hard to access and the traffic system confusing. In addition, 3.3% of respondents did not give a reason, 3.3% felt that there were less things in the centre to attract them, 3.3% felt that there were too many down-market/cheap shops, 3.3% had less spare time, 3.3% cited dirtier streets, 3.3% did not feel safe, 1.7% cited the shared spaces with cyclists, vans and lorries, 1.7% cited bus stop alterations, 1.7% cited ‘groups of protesters’ and 1.7% respondent cited an ‘air of poverty’.

Of the 60 people who now visit the city centre less, 15.0% cited the improvements. Those respondents with a disability/long-term illness that are using the city centre less are mainly doing so because of accessibility issues.

4.4.2.3 Reasons for About the Same Use
Over half (58.6%) of the 266 respondents who said that they visited Leicester city centre in the daytime the same amount this year as they did 2-3 years ago, stated that this was because they had the same routine and had not experienced any changes to this. 15.8% of respondents lived or worked in the city centre and so had visited the city centre about the same number of times this year as last year, whilst 4.1% of respondents were short of money and so could not afford to visit Leicester more than last year. 1.5% of respondents visited the city centre the same number of times due to shopping or entertainment, 1.1% were visiting family and 0.8% went elsewhere.
4.4.3 Changes in Perceptions of Safety During the Day

Respondents were asked whether their perception of personal safety had changed whilst in Leicester City Centre during the day, over the last 2-3 years. *Figure 4.10* highlights that over half (58.2%) felt no change in their perception of personal safety during the day. Over a quarter (28.3%) felt safer and less than one-tenth (9.7%) feel less safe.

*Figure 4.10 – Perception of Personal Safety during the Day (Base 414)*

<table>
<thead>
<tr>
<th>%</th>
<th>Yes, I feel safer</th>
<th>Yes, I feel less safe</th>
<th>No Change</th>
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<tr>
<td>Females (36)</td>
<td>5.6%</td>
<td>16.7%</td>
<td>63.9%</td>
</tr>
<tr>
<td>Age: 18-24 (8)</td>
<td>37.5%</td>
<td>0.0%</td>
<td>62.5%</td>
</tr>
<tr>
<td>Age: 25-44 (20)</td>
<td>15.0%</td>
<td>5.0%</td>
<td>60.0%</td>
</tr>
<tr>
<td>Age: 45-64 (19)</td>
<td>15.8%</td>
<td>26.3%</td>
<td>57.9%</td>
</tr>
<tr>
<td>Age:65+ (12)</td>
<td>0.0%</td>
<td>16.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Disability/Long-Term Illness (10)</td>
<td>10.0%</td>
<td>50.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>BME (15)</td>
<td>33.3%</td>
<td>6.7%</td>
<td>46.7%</td>
</tr>
</tbody>
</table>
4.5 Evening/Night Time Use

4.5.1 Frequency of Use

Respondents were asked how often they used Leicester City Centre during the evening/night time. Nearly a quarter of respondents (23.0%) visited the city centre at least weekly. More than half of respondents (54.8%) never/rarely visit the city centre during the evening/night time.

*Figure 4.11* illustrates that 56.5% of those travelling 5 or more times a week to the city centre travel for work and over a quarter (26.1%) visit the city centre for leisure/entertainment. The majority (89.6%, 94.9% and 80.9%) of those visiting the city centre at least once a week, once a month and less often do so for leisure/entertainment.

Nearly one-fifth of all White British respondents used the city centre at night on an at least weekly basis. Over a third of Indians, Africans, Caribbean's and White/Black Caribbean's used the city centre at night on an at least weekly basis. Over two-fifths of Chinese and White/Asian ethnic groups were using the city centre at night at least weekly. The one Somali interviewed that answered this question also visited on an at least weekly basis.

*Figure 4.11 – Frequency and Purpose of Visit to the City Centre during the Evening/Night*
4.5.2 Change in Use
All respondents were asked whether they were visiting Leicester City Centre during the evening/night-time, more, less, or about the same as 2-3 years ago. Figure 4.12 illustrates that for the majority (77.1%) their use was about the same.

Figure 4.12 - Change in City Centre Use during the Evening/Night Time (Base 406)

<table>
<thead>
<tr>
<th>%</th>
<th>More</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females (35)</td>
<td>2.9%</td>
<td>22.9%</td>
</tr>
<tr>
<td>Age: 18-24 (8)</td>
<td>12.5%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Age: 25-44 (19)</td>
<td>0.0%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Age: 45-64 (20)</td>
<td>0.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Age: 65+ (12)</td>
<td>0.0%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Disability/Long-Term Illness (12)</td>
<td>8.3%</td>
<td>25.0%</td>
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<tr>
<td>BME (15)</td>
<td>6.7%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

4.5.2.1 Reasons for More Use
In total, 34 respondents detailed why they visited the city centre more during the evening/night-time now than they did 2-3 years ago. For 13 respondents, this was due to a change in personal circumstances that included turning 18, splitting up with a partner and moving house or jobs. 10 respondents stated that they visited the city centre more during the evening because of the increased range and quality of places to go on a night out, while six respondents felt safer (due to police presence and improved lighting), four felt that the environment was nicer and more vibrant, two felt that it was easier to get around and one respondent cited the improved bus service.
Twenty of the 34 respondents, who visit more, visit the city centre due to the changes.

4.5.2.2 Reasons for Less Use
In total, 59 respondents detailed why they visited the city centre less during the evening/night-time now than they did 2-3 years ago. 27 respondents stated that they felt less safe and the atmosphere in the city centre during the evening was unfriendly. Specifically, a lack of police presence, aggressive youths and drunks and homeless people were mentioned as reasons for feeling unsafe. 11 respondents stated that they visited the city centre less due to changes in personal circumstances that included illness, mobility difficulties, having children, moving jobs and moving house. Six respondents stated that they could not afford to go out as much, six went elsewhere and six did not visit Leicester in the evening. Finally, two respondents found parking difficult, one found the lack of buses a problem, one found the location of taxi drop-off points problematic, one respondent did not drink, whilst one respondent cited increased rubbish and graffiti.

Whilst 27 of the 59 respondents who use the city centre less at night do so due to safety reasons, only 2 cited specific issues that relate to the CCDP.

4.5.2.3 Reason for About the Same Use
Respondents were asked why they visited Leicester city centre in the evening/night-time around the same amount this year that they did 2-3 years ago. In total 313 respondents gave reasons for this, 42.5% of which stated that they have never visited the city centre during the night-time and 31.9% stated that they had not altered their routine. Meanwhile, 11 respondents cited safety as the reason why they did not visit the city centre more, whilst 10 either lived or worked in the centre and did so last year as well and eight respondents only visit the city centre for specific occasions. Finally, five respondents go elsewhere during the night-time, three do not go out more due to a lack of buses, three because the shops close early, one because they felt that Leicester was very ‘chavvy’ and ‘down-market’ in the night-time, one because of aggressive youths and drunks, one due to personal circumstances and one respondent did not visit Leicester city centre more during the evening as they felt that there were ‘too many foreigners’.
4.5.3 Changes in Perceptions of Safety during the Evening/Night Time

Respondents were then asked whether their perception of personal safety had changed whilst in Leicester City Centre during the evening/night time, over the last 2-3 years. Figure 4.13 highlights that half (50.9%) felt no change in their perception of personal safety during the evening/night time. Slightly more respondents felt safer (16.3%) in the city centre compared with those that felt less safe (15.6%)

Figure 4.13 - Perception of Personal Safety during the Evening/Night Time (Base 405)

<table>
<thead>
<tr>
<th></th>
<th>Yes, I feel safer</th>
<th>Yes, I feel less safe</th>
<th>No Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females (36)</td>
<td>5.6%</td>
<td>22.2%</td>
<td>52.8%</td>
</tr>
<tr>
<td>Age: 18-24 (8)</td>
<td>37.5%</td>
<td>25.0%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Age: 25-44 (20)</td>
<td>15.0%</td>
<td>20.0%</td>
<td>35.0%</td>
</tr>
<tr>
<td>Age: 45-64 (19)</td>
<td>5.3%</td>
<td>31.6%</td>
<td>42.1%</td>
</tr>
<tr>
<td>Age: 65+ (12)</td>
<td>0.0%</td>
<td>0.0%</td>
<td>83.3%</td>
</tr>
<tr>
<td>Disability/Long-Term Illness (11)</td>
<td>0.0%</td>
<td>9.1%</td>
<td>18.2%</td>
</tr>
<tr>
<td>BME (14)</td>
<td>21.4%</td>
<td>21.4%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>
4.6 Accessibility of Leicester City Centre

4.6.1 Bus Travel

Respondents were asked how often they travelled to Leicester City Centre by bus. Figure 4.14 shows that 20.3% travelled by bus 5 or more times a week and nearly half (47.8%) travelled by bus at least weekly. Nearly a third of respondents (31.2%) never/rarely travelled by bus to the city centre.

Generally the younger age group (18-24 and 25-34) and oldest age group (65+) use buses the most on an at least weekly basis; each having over 50% of respondents travelling by bus more than once a week.

With the exception of those with a physical impairment, when comparing frequency of bus travel by disability or long-term illness, over 50% of respondents with an impairment travelled by bus to the city centre on an at least weekly basis. Nine of 10 respondents with visual impairments, 10 of 12 respondents with mental health problems and 8 of 10 of respondents with learning difficulties were all travelling by bus to the city centre on an at least weekly basis.

Figure 4.14 – Travel by Bus (Base 414)
Those respondents who travelled by bus were asked whether the relocation of bus stops from the High Street affected them. **Figure 4.15** highlights that the relocation of bus stops did not affect the majority (82.9%).

The relocation of bus stops affected around a quarter of respondents (24.6% of 57) within the age group 65+. It also affected 23.1% (of 52) of respondents aged 35-44 and 20.8% (of 48) of those aged 55-64. Fewer respondents were affected in the following age groups: 18-24 (6.7% of 45); 25-34 (13.0% of 46) and 45-54 (10.8% of 37).

Over three-quarters of respondents under each disability and long-term illness category were not affected by the relocation of bus stops. Those that were affected more than any other disability or long-term illness type included: 3 of 9 with a visual impairment and 5 of 16 with a physical impairment.

**Figure 4.15** – Respondents Affected by the Relocation of Bus Stops (Base 286)

Respondents who felt that they had been affected by the relocation of bus stops from the High Street were asked to specify what affect this had had upon them. Out of 49 respondents, 33 respondents felt that they were not used to the new layout and were either not sure of where to catch the bus from anymore or had to walk further to catch the bus. 15 respondents stated that their bus stop was now further away, whilst one respondent felt that they were not informed of changes to bus stops. Eight respondents felt that increased traffic and alterations to bus routes had made bus journeys longer, whilst one respondent respectively thought that the pedestrian areas felt unsafe and the bus stop relocation had caused ‘chaos’. Four respondents stated that the relocation of bus stops from the High Street had made it easier to catch the bus and one respondent found that they now had a choice of two different services. Finally, one respondent found that they had to use separate stops for the two services that they use, one respondent found that separate services now came together rather than every ten minutes, one respondent noticed that two buses use one stop causing confusion and one respondent needed to use more buses.

The main reason respondents with physical and visual impairments were affected by the relocation of bus stops was because the bus stops were now further away and so a further distance to walk.
Respondents were also asked whether the movement of bus stops affected their bus use. *Figure 4.16* illustrates that the majority (92.4%) did not change their level of bus use.

When comparing this data with the different age groups there is very little difference between the groups as 87.2%-97.5% have not changed their bus use. The age groups that have changed their bus use the most due to the changes are 25-34 (12.5% of 40) and 35-44 (12.8% of 47).

The movement of bus stops have not affected those with a disability or long-term illness a great deal. Only the following have been affected: 1 of 9 with learning disabilities, 1 of 8 with mental health problems, 1 of 14 with a physical impairment, 1 of 9 with a visual impairment and 2 of 19 with a long standing illness or health condition.

**Figure 4.16 – Change in Bus Use (Base 251)**

Amongst respondents who felt that the movement of bus stops had altered their use of buses, 19 respondents gave details as to how this had changed. Specifically, 11 stated that they now used the bus less and five stated that they had to walk further to catch the bus. Two respondents noted that the bus stop had changed considerably, whilst one respondent found it difficult to change buses and one respondent simply stated that they 'need to use buses'.

Those respondents with a disability or long-term illness complained that the bus stops were too far, they had difficulties changing buses and were now using the buses less.
4.6.2 Taxi Travel

Respondents were informed that the taxi services were no longer able to pick up and drop off people along the streets that had recently been pedestrianised. Respondents were then asked if this had affected them. **Figure 4.17** shows that these changes had not affected the majority (95.2%).

Most respondents with a disability or long-term illness were not affected by the changes in taxi services as 6 of 7 with a hearing impairment, 8 of 10 with learning difficulties, 10 of 12 with mental health problems, all 12 mobility wheelchair users, 21 of 22 with a physical impairment, 8 of 10 with a visual impairment, all 30 with a longstanding illness or health condition were not affected by these changes.

**Figure 4.17 – Respondents Affected by Taxi Pick Up/Drop Off Changes**

Amongst respondents who felt that they had been affected by this change, 20 gave reasons why. 13 respondents found that they had to walk further to reach the taxi rank. This also affected two respondents with health problems/disabilities who required help to reach the shops. Five respondents found it harder to find taxis and found that there were less taxis around, whilst one respondent stated that they suffered from dyspraxia which affects their sense of direction.

Those respondents with a mobility impairment mainly complained that the taxi drop off points were now further away and difficult to walk to.
4.6.3 Blue Badge

Respondents were asked whether the relocation of Blue Badge reserved parking spaces affected them; 97.8% said it did not. Only those with a disability or long-term illness were affected by the changes in the relocation of blue badge spaces. Figure 4.18 illustrates the number of people affected by type of disability or long-term illness. A third of those respondents with a mobility impairment and hearing impairment were affected by the changes. Approximately one-fifth of those with visual impairments and physical impairments were affected by the changes.

Overall, 17 (16.7%) people with a disability or long-term illness were affected by the relocation of blue badge spaces and 85 (83.3%) were not. (Base 102).

Figure 4.18 – Impaired Respondents Affected by the Relocation of Blue Badge Parking Spaces

As a result of the relocation of ‘Blue Badge’ reserved parking spaces, two respondents found it easier to park. Conversely, three respondents found it more difficult to park where they wanted and found that they had to walk further. One respondent felt that traffic wardens did not always see Blue Badges, whilst one respondent felt that building works blocked spaces and another was unsure of where Blue Badge spaces were due to a lack of maps.
4.7 Satisfaction Levels of Leicester City Centre Changes

Respondents were asked how satisfied they were with a number of statements relating to the city centre changes. Figure 4.19 highlights that respondents were generally satisfied with the changes. The top 3 changes that respondents were very satisfied with were:

- Variety of shop – 26.4%
- Traffic free areas – 26.0%
- New building designs – 25.2%

When combining ‘very satisfied’ and ‘satisfied’ and combining ‘very dissatisfied’ and ‘dissatisfied’, more respondents were satisfied with all of the changes when compared with those that were dissatisfied.

Over three-quarters of respondents were satisfied with:

- Variety of shops – 87.2%
- Variety of cafes/bars/restaurants – 86.7%
- Traffic free areas – 85.0%
- Ease of getting about the city centre – 83.9%
- Overall attractiveness of the areas – 78.1%

Between a half and three-quarters of respondents were satisfied with:

- Ease of getting to/from the city centre – 73.2%
- Lighting – 72.7%
- Road crossings – 72.3%
- New building designs – 71.3%
- Seating – 70.5%
- Floor materials – 69.6%
- Location of bus stops – 62.7%
- Pedestrian routes to/from bus stops – 59.9%
- Longer shop opening hours – 59.1%
- Other street furniture – 58.0%
- Variety of leisure facilities – 52.7%

All respondents from different ethnic origins were generally satisfied with signs/maps to get around the city centre as within each ethnic group over half of the respondents were satisfied. The only exception to this is the Indian ethnic group, where 40% are satisfied and 6% were dissatisfied.

The following statements were compared against age and disability; it was found that more respondents, in most cases over half, were satisfied with the statements than those that were dissatisfied. Generally, respondents were satisfied with all changes.

- General ease of getting about the city centre on foot, wheelchair or mobility scooter
- Location of bus stops
- Location of taxi ranks
- Pedestrian routes to/from car parks
- Pedestrian routes to/from bus stops/stations
- Pedestrian routes to/from the rail station
- Pedestrian routes to/from taxi ranks
- Shop Mobility location
- Shop Mobility facilities
Figure 4.19 – Satisfaction of City Centre Changes (base numbers are shown in brackets next to each statement)
Respondents were asked to provide their level of agreement with the following statements.

- I feel part of the Leicester community.
- I feel pride in the new environment.
- I think the feeling of the city centre has improved greatly during the day.
- I think the feeling of the city centre has improved greatly during the evening/night time.

*Figure 4.20* illustrates these results. When combining ‘strongly agree’ with ‘agree’ and combining ‘strongly disagree’ with ‘disagree’, more respondents agree with the statements than disagree. Over 60% of respondents agree with the following statements:

- I feel part of the Leicester community – 67.7%
- I think the feeling of the city centre has improved greatly during the day – 63.4%
- I feel pride in the new environment – 60.8%

More respondents were not sure about whether the feeling of the city centre had improved greatly during the evening/night time. When considering the views of those respondents who use the city centre on at least a monthly basis with regards to the statement “I think the feeling of the city centre has improved greatly during the evening/night time”:

- 8.2% strongly agree
- 43.3% agree
- 20.9% neither agree nor disagree
- 13.4% disagree
- 7.5% strongly agree
- 6.7% don’t know

*Figure 4.20 – Level of Agreement with Statements*
**Figure 4.21** shows that for both genders, all age groups, ethnic origins and disabilities/long-term illnesses, more respondents agree with the statement ‘I feel part of Leicester Community’ than those that disagree.

**Figure 4.21 – Level of Agreement with ‘I Feel Part of the Leicester Community’**

**Figure 4.22** shows that more respondents agree with the statement ‘I feel pride in the new environment’ than disagree.

**Figure 4.22 – Level of Agreement with ‘I Feel Pride in the New Environment’**
Figure 4.23 shows that more respondents agree with the statement ‘I think the feeling of Leicester City Centre has improved greatly during the day’ than disagree.

Figure 4.23 – Level of Agreement with ‘I Think the Feeling of Leicester City Centre has Improved Greatly During the Day’

Figure 4.24 shows that more respondents don’t know or are unsure as to whether they agree or disagree with the statement ‘I think the feeling of Leicester City Centre has improved greatly during the evening/night time’.

Figure 4.24 – Level of Agreement with ‘I Think the Feeling of Leicester City Centre has Improved Greatly During the Evening/Night Time’
4.8 Daytime Use of the City Centre

4.8.1 Change in the Feel of Leicester

Respondents were asked whether they felt the feeling of Leicester City Centre had changed during the day since the works were carried out. Figure 4.25 highlights that when ‘improved greatly’ and ‘improved slightly’ are combined and ‘deteriorated greatly’ and ‘deteriorated slightly’ are combined, most (53.4%) felt that the feeling of the city centre during the day had improved. Only 6.4% felt it had deteriorated. 40.2% felt there had been no change.

More respondents felt the feeling of Leicester City Centre had improved during the day when compared with the number who felt it had deteriorated across all ethnic origin groups.

**Figure 4.25 – How the Feeling of the City Centre has Changed during the Day (Base 408)**

<table>
<thead>
<tr>
<th></th>
<th>Improved Greatly</th>
<th>Improved Slightly</th>
<th>No Change</th>
<th>Deteriorated Slightly</th>
<th>Deteriorated Greatly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male (189)</td>
<td>16.9%</td>
<td>39.7%</td>
<td>37.0%</td>
<td>3.7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Female (217)</td>
<td>16.1%</td>
<td>34.1%</td>
<td>43.3%</td>
<td>4.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Age: 18-24 (59)</td>
<td>18.6%</td>
<td>39.0%</td>
<td>42.4%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Age: 25-44 (155)</td>
<td>9.0%</td>
<td>17.4%</td>
<td>26.5%</td>
<td>3.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Age: 45-64 (123)</td>
<td>8.1%</td>
<td>19.5%</td>
<td>19.5%</td>
<td>2.4%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Age:65+ (70)</td>
<td>17.1%</td>
<td>30.0%</td>
<td>44.3%</td>
<td>7.1%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

4.8.1.1 Improved Greatly or Slightly

Amongst the 218 respondents who felt that the daytime feeling of Leicester city centre had improved either greatly or slightly since the works were carried out, just under half (45.9%) cited the traffic free areas as being the reason for this change. Specifically, respondents felt that as a result of the pedestrianisation of parts of the city, the centre was safer and easier to get around for pedestrians. 41.7% felt that Leicester city centre was now more inviting and appealing as well as busier, friendlier, more relaxed and with a more comfortable atmosphere. 40.4% of respondents felt that the city centre looked better. Specifically, respondents pointed out the city centre’s more modern appearance as well as stating that it was now cleaner and neater. A fifth
(19.3%) of respondents felt that the city centre had been improved due to the increase in shops and cafes and the Highcross centre was frequently mentioned amongst these. A further 6.4% of respondents felt that the city centre had improved as a result of new buildings and the conversion of derelict buildings, leading to more events and more to do in Leicester; Curve, in particular, was cited in relation to this. 9.6% of respondents stated that they liked specific aspects of the new street furniture that included seating, lighting and paving. 3.7% of respondents felt that the city centre was now more accessible, there was more space for buses and car parking was easier to get to. 0.5% of respondents felt that the city centre had become quieter since the works were carried out.

4.8.1.2 Deteriorated Slightly or Greatly
Amongst those who felt that the daytime feeling of Leicester city centre had deteriorated either greatly or slightly since the works were carried out, 26 respondents detailed how they felt the city centre had changed. Six respondents pointed to the closure of shops which it was felt was turning the centre into a ‘ghost town’. One respondent felt that the shops were becoming more down-market, whilst another preferred the old shopping streets to the new shopping centre. Three respondents felt that the centre was dirty and untidy and three felt that there were too many road works. Five respondents felt that the city centre had deteriorated as a result of transport issues that included too many morning delivery lorries, shared spaces with cyclists, inadequate roads and parking issues. One respondent felt that Curve was poorly sited. Finally, three respondents felt that people were less friendly and had poorer behaviour, whilst three respondents felt that there were not enough English speakers.

4.8.2 Agreement with Statements Relating to the Feel of Leicester
Respondents were asked to indicate their level of agreement with statements relating to the feel of Leicester City Centre during the daytime. Figure 4.26 illustrates these results. Between 6.4% and 9.3% of respondents strongly agreed with all statements; with the exception of Leicester City Centre is declining where only 3.2% strongly agreed with this statement. When combining ‘strongly agree’ with ‘agree’ and combining ‘strongly disagree’ with ‘disagree’, over 70% of respondents agree that Leicester City Centre is relaxed, welcoming, pleasant, safe and busy/bustling. Sixty percent of respondents disagree with the statement that the city centre is declining.

Figure 4.26 – Level of Agreement with Statements Relating to the Feeling of the City Centre during the Day
4.9 Safety Issues During the Day
Respondents were asked how best the following statements relating to perception of personal safety during the day described how they felt when travelling around Leicester City Centre.

- I have no fears about my personal safety during the day time
- I have some fears about my personal safety during the day time
- I often feel afraid about my personal safety during the day time
- I never visit the city centre alone during the day time.

Figure 4.27 illustrates that the majority of respondents (85.1%) felt safe in the city centre and had no fears about their personal safety during the day.

Figure 4.27 – Perception of Personal Safety during the Day (Base 409)
**Figure 4.28** illustrates the difference in perception of safety between males and females. The results show there is little difference between males and females. However, slightly more females than males have some fears and often feel afraid. Thus the proportion of females having no fears is less than males.

**Figure 4.28 – Perception of Safety during the Day by Gender (Base Males-109, Females-217)**

Respondents that felt safe were then asked what made them feel safe during the day. Of the 348 respondents that felt safe, 42.8% said it was because there was lots of people around, 20.1% said they could find their way easily, 19.0% said it was because more places were free from vehicles and 18.1% said it was due to CCTV. Fewer than 10% of respondents mentioned roads are easy to cross (8.3%), they can look after themselves (8.3%), there are plenty of police around (6.9%), it's safe/never had problems (6.6%), quality of environment makes them feel safe (6.0%), friendly atmosphere (3.7%), new buildings/more shops (1.4%) and open space (1.4%).

Those respondents that felt unsafe were asked what made them feel unsafe during the day. Of the 61 respondents that felt unsafe, 62.3% had fears of anti-social behaviour/crime. Anti-social behaviour included gangs/youths (34.4%), being mugged (24.6%), people drinking (9.8%), swearing/shouting/aggressive behaviour (4.9%), drug addicts (3.3%) and noise (1.6%). Respondents also felt unsafe sharing spaces with cyclists (13.1%), disliked crowds (13.1%), had fears of slips/trips/falls (9.8%), found roads difficult to cross (3.3%), found the city centre too quiet (3.3%), had difficulties finding their way (1.6%), too many vans/lorries (1.6%), skateboarders (1.6%), bomb scares (1.6%) and not enough police (1.6%).

Females mainly felt unsafe during the day because of anti-social behaviour (23 females, 12 males), mainly due to gangs/youths (females 15, males 5).
The 61 respondents that felt unsafe were asked which streets or areas they felt unsafe along during the day; **Figure 4.29** illustrates these results. Over 10% of respondents felt unsafe at the Clock Tower (23.0%), generally overall (19.7%), Gallowtree Gate (18.0%), Humberstone Gate (13.1%) and Market Street (11.5%).

Females generally felt unsafe by the Clock Tower (10 females, 4 males), Gallowtree Gate (7 females, 4 males) and Humberstone Gate (females 6, males 2). Other streets were also mentioned with fewer than 5 females feeling unsafe along these.

**Figure 4.29 – Streets/Areas Respondents Feel Unsafe During the Day (Base 61)**
4.10  

Evening/Night Time Use of the City Centre

4.10.1  

Change in the Feel of Leicester

Respondents were asked whether they felt the feeling of Leicester City Centre had changed during the evening/night time since the works were carried out. Figure 4.30 highlights that when ‘improved greatly’ and ‘improved slightly’ are combined and ‘deteriorated greatly’ and ‘deteriorated slightly’ are combined, more (42.4%) felt that the feeling of the city centre during the evening/night time had improved. Only 6.0% felt it had deteriorated.

More respondents felt the feeling of Leicester City Centre had improved during the evening/night when compared with the number who felt it had deteriorated across all ethnic origin groups.

Figure 4.30 – How the Feeling of the City Centre has Changed during the Evening/Night (Base 409)

<table>
<thead>
<tr>
<th></th>
<th>Improved Greatly</th>
<th>Improved Slightly</th>
<th>No Change</th>
<th>Deteriorated Slightly</th>
<th>Deteriorated Greatly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male (89)</td>
<td>15.7%</td>
<td>29.2%</td>
<td>47.2%</td>
<td>4.5%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Female (95)</td>
<td>6.3%</td>
<td>33.7%</td>
<td>55.8%</td>
<td>3.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Age: 18-24 (50)</td>
<td>12.0%</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Age: 25-44 (79)</td>
<td>5.1%</td>
<td>12.7%</td>
<td>24.1%</td>
<td>2.5%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Age: 45-64 (48)</td>
<td>2.1%</td>
<td>12.5%</td>
<td>29.2%</td>
<td>2.1%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Age:65+ (6)</td>
<td>16.7%</td>
<td>0.0%</td>
<td>66.7%</td>
<td>16.7%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

4.10.1.1  

Improved Greatly or Slightly

Amongst the 78 respondent who felt that the night-time feeling of Leicester city centre had improved either greatly or slightly since the works were carried out, just over a fifth (21.8%) mentioned the increase in entertainment and things to do in the evening that included restaurants, clubs and the cinema. A further 5.1% pointed to the increased shop opening hours and variety of shops. A fifth (20.5%) of respondents felt that the atmosphere in Leicester was now more welcoming and pleasant, whilst a fifth (20.5%) noticed an increase in policing and
A decrease in trouble. This led respondents to feel safer in the city centre during the night-time. 15.4% of respondents felt safer due to the pedestrianisation of the city centre making it easier to get around, whilst 12.8% of respondents noticed that there were more people around during the night-time and that the city had more ‘life’ and was more vibrant. 9.0% of respondents mentioned improved and increased lighting, 2.6% mentioned relaxed seating and seating outside cafes, whilst 5.1% of respondents commented on new buildings and new accommodation. 7.7% of respondents felt that following the works in the city centre, Leicester was cleaner, in particular respondents cited trees and the improved pedestrian surface.

4.10.1.2 Deteriorated Greatly or Slightly

Amongst those who felt that the night-time feeling of Leicester city centre had deteriorated either greatly or slightly since the works were carried out, only 11 respondents detailed how they felt the city centre had changed. Out of these 11 respondents, four felt that there were lots of homeless people, beggars and drunk people, whilst two felt there were lots of ‘hooligans’ and youngsters who brawled when drunk. One respondent pointed to the noisy atmosphere when describing how the city centre had deteriorated and one respondent felt that the pedestrian area in front of Fenwick’s department store was ‘vile’ at night. Two respondents felt less safe and felt that there were not enough police, whilst one respondent felt that more lighting was required. Finally, three respondents felt that the city centre had become more messy and dirty since the works had been finished.

4.10.2 Agreement with Statements Relating to the Feel of Leicester

Respondents were asked to indicate their level of agreement with statements relating to the feel of Leicester City Centre during the evening/night time. Figure 4.31 illustrates these results. Between 3.8% and 6.0% of respondents strongly agreed with all statements. When combining ‘strongly agree’ with ‘agree’ and combining ‘strongly disagree’ with ‘disagree’, over half of respondents agree that Leicester City Centre is relaxed, welcoming, pleasant, safe and busy/bustling. Over half of all respondents disagree that the city centre is declining. Between 8.7% and 9.9% of respondents strongly disagreed that the city centre was safe and that it was declining.

Figure 4.31 – Level of Agreement with Statements Relating to the Feeling of the City Centre during the Evening/Night Time
4.11 Safety Issues During the Evening/Night Time

Respondents were asked how best the following statements relating to perception of personal safety during the evening/night time described how they felt when travelling around Leicester City Centre.

- I have no fears about my personal safety during the evening/night time
- I have some fears about my personal safety during the evening/night time
- I often feel afraid about my personal safety during the evening/night time
- I never visit the city centre alone during the evening/night time.

Figure 4.32 illustrates that over half of all respondents (53.6%) felt safe in the city centre and had no fears about their personal safety during the evening/night time.

Figure 4.32 – Perception of Personal Safety during the Evening/Night (Base 183)
Figure 4.33 illustrates the difference in perception of safety between males and females. The results show that there is a difference in perceptions between males and females. Less than half of all females have no fears about their safety compared with 62% of males. Slightly more females than males have some fears and often feel afraid. Five percent of females never visit the city centre during the evening/night time because they feel unsafe.

Figure 4.33 – Perception of Safety during the Evening/Night Time by Gender (Base Males-87, Females-96)

Respondents that felt safe were then asked what made them feel safe during the evening/night time. Of the 98 respondents that felt safe, 35.7% said it was because there was lots of people around, 31.6% said it was because of the lighting, 28.6% said it was due to the CCTV, 27.6% could find their way easily and 15.3% said it was due to the quality of the environment (i.e. pavement, street, furniture etc). A total of 10.2% of respondents felt safe because spaces were free from vehicles, police presence and because they generally do not feel unsafe and are able to look after themselves. Roads are easy to cross and stay with friends was the reasons given by 3.1% of respondents. One percent of respondents felt safe because there wasn’t any trouble in the city centre, there were no derelict areas, more open space and they keep themselves to themselves.

Those respondents that felt unsafe were asked what made them feel unsafe during the evening/night time. Of the 85 respondents that felt unsafe, 76.5% had fears of anti-social behaviour/crime. Anti-social behaviour included drunks/drug addicts (43.5%), gangs/youths (18.8%), being mugged (12.9%) and swearing/shouting/lighting/aggressive behaviour (11.8%). Respondents also felt unsafe because of poor lighting (7.1%), disliked crowds (7.1%), beggars/homeless people (4.7%), don’t feel safe on own (4.7%), too quiet (3.5%), not enough police (3.5%) and noise (2.4%). One respondent felt unsafe for each of the following reasons: longer pub opening hours, when clubs close, underdressed people and rough areas i.e. Church Gate.

Females mainly felt unsafe during the evening/night time because of anti-social behaviour (38 females, 27 males), mainly due to drunks/drug addicts (23 females, 14 males), gangs/youths (11 females, 5 males) and people yelling/shouting/fighting (8 females, 2 males).
The 85 respondents that felt unsafe were asked which streets or areas they felt unsafe along during the evening/night time; Figure 4.34 illustrates these results. A total of 22.4% of respondents felt unsafe generally everywhere, 4.7% felt unsafe around nightclubs and 3.5% felt unsafe along side streets and back streets. Over 10% of respondents felt unsafe at the Clock Tower (18.8%), Rutland Street (15.3%) Granby Street (15.3%), Market Street (14.1%), Gallowtree Gate (12.9%), Humberstone Gate (12.9%), St Georges area (10.6%) and Church Gate (10.6%).

Females generally felt unsafe by the Clock Tower (10 females, 6 males), Rutland Street (10 females, 3 males), Humberstone Gate (7 females, 4 males), Gallowtree Gate (7 females, 4 males), St George's area (6 females, 3 males) and Granby Street (6 females, 7 males). Other streets were also mentioned with fewer than 5 females feeling unsafe along these. Twelve females mentioned they felt unsafe everywhere during the evening/night.

Figure 4.34 – Streets/Areas Respondents Feel Unsafe During the Evening/Night (Base 85)
5 Business Survey Findings
5 Business Survey Findings

5.1 Overview
Fifty business interviews were to be achieved in Leicester City Centre along any of the following streets:

- Gallowtree Gate/Granby Street
- Humberstone Gate
- High Street/East Gates/Clock Tower
- Market Place/Market Street
- Haymarket/Belgrave/Causeway Lane

A total of 60 businesses were surveyed, of which 10 refused to take part in the survey. The main reason for these businesses not taking part in the survey was because they were too busy (7 businesses). Two businesses did not participate because they had only been in business for a short while and another required permission from head office.

5.2 Business Background
The 50 businesses interviewed can be broken down into the following sectors:

- Amusement Arcade - 1
- Bank - 2
- Bridle Wear – 1
- Charity Shop – 1
- Discount/Pound Store – 2
- Estate Agents – 1
- Fast Food – 1
- Grocery – 1
- Hair Dressers – 2
- Hotel – 1
- Newsagents – 1
- Opticians – 1
- Pub.Restaurant – 2
- Retail Card Shop – 1
- Retail Clothing/Home ware – 11
- Retail Confectionary – 1
- Retail Electrical – 4
- Retail Footwear – 2
- Retail Health Care – 1
- Retail Home – 5
- Retail Jewellery – 3
- Retail Music/Games – 3
- Retail Outdoor Leisure – 1
- Taxi Company – 1
Nearly half of all businesses interviewed had occupied their premises for 10 or more years. Forty-two businesses interviewed had occupied their premises for over 3 years and so should have noticed the changes within Leicester City Centre. Figure 5.1 below illustrates the length of time businesses have occupied their premises.

Figure 5.1 – Length of Time Businesses Have Occupied Their Premises
Figure 5.2 shows the number of staff that businesses employ at their premises. The size of businesses interviewed ranged from those employing just 1 employee to those employing 60 members of staff.

Figure 5.2 – Number of Staff Businesses Employ at their Premises
Figure 5.3 highlights the streets on which the businesses interviewed are located. These streets have all been affected by the city centre changes made over the last 2-3 years.

5.3 Changes Noticed in the City Centre

Businesses were asked whether they had noticed any changes to the city centre area over the last 2-3 years. The majority (45 businesses) had noticed some changes to the area. Of the 5 who had not noticed any improvements, 4 were from Belgrave Gate and 1 from Market Street.

Figure 5.4 – Businesses who had Noticed Changes in the City Centre

Changes Noticed in the City Centre
Those businesses who had noticed changes were asked what they had seen; these are shown in Table 5.1. The answers given in Table 5.1 are unprompted answers; this means the interviewer did not ask them if they had seen particular changes. The most common changes noticed were pedestrianised areas, new surfacing/bollards/trees and new shops/Highcross. One business along Granby Street felt the city centre was busier now but 3 others along this street mentioned it had got quieter. However, this statement could relate to the current economic downturn rather than the result of the city centre changes.

<table>
<thead>
<tr>
<th>Changes Noticed</th>
<th>East Gates (Base 2)</th>
<th>High Street (Base 8)</th>
<th>Market Street (Base 10)</th>
<th>Granby Street (Base 14)</th>
<th>Humberstone Gate (Base 4)</th>
<th>Belgrave Gate (Base 10)</th>
<th>Market Place (Base 2)</th>
<th>Total (Base 50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrianised areas/Lack of traffic</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>New surfacing/trees/bollards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New shops/Highcross</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Many shops are closing</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Improved appearance/nicer &amp; modern</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Quieter/less customers</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Busier</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Cleaner</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Road works/noise/mess/uneven pavement</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Parking is expensive</td>
<td>2</td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Anti-social behaviour</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Traffic flow altered/one-way system</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Less noise/pollution/no smoke</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Safer</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>More food outlets</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Fewer families shopping</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Dislike the environment</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Shops moved</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lower quality of shops</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Taxis have moved to the other side of the road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Bus routes altered</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Curve</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New apartments</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Development by the train station</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>14</td>
<td>17</td>
<td>31</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>84</td>
</tr>
</tbody>
</table>
Businesses were then prompted and asked whether they had seen particular changes. **Table 5.2** illustrates these results. All businesses at East Gates had seen the changes mentioned. High Street businesses had all noticed the expansion of the pedestrianised area, more seating and granite surfacing. Market Street businesses had all noticed granite surfacing. Humberstone Gate businesses all noticed the expansion of pedestrianised areas and new buildings. Market Place businesses all noticed the expansion of pedestrianised areas and granite surfacing.

Most businesses noticed the expansion of the pedestrianised area, followed by granite surfacing and tree planting.

**Table 5.2 - Changes Noticed by Businesses (Promoted)**

<table>
<thead>
<tr>
<th></th>
<th>East Gates (Base 2)</th>
<th>High Street (Base 8)</th>
<th>Market Street (Base 10)</th>
<th>Granby Street (Base 14)</th>
<th>Humberstone Gate (Base 4)</th>
<th>Belgrave Gate (Base 10)</th>
<th>Market Place (Base 2)</th>
<th>Total (Base 50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expansion of pedestrianised area</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>37</td>
</tr>
<tr>
<td>More seating</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>New signage</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Granite surfacing</td>
<td>2</td>
<td>8</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>36</td>
</tr>
<tr>
<td>Tree planting</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>Extension of retail trading periods</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>New buildings</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>23</td>
</tr>
</tbody>
</table>

All businesses were asked whether these changes had a positive or negative effect on business. **Figure 5.5** shows that 11 businesses felt the changes had a positive effect, 18 felt the changes had a negative effect, 18 experienced no change and 3 did not know.

**Figure 5.5 – City Centre Changes Affect on Businesses**
Those businesses that mentioned the city centre changes had a positive effect on their business were asked why they said this. Seven of the 11 businesses that felt a positive change mentioned that more people were now visiting the city centre, which resulted in more customers. Two businesses mentioned the pedestrianised area had a positive effect on business and two mentioned the city centre was now more appealing.

**Table 5.3 – Positive Effects on Business as a Result of the Changes**

<table>
<thead>
<tr>
<th></th>
<th>East Gates (Base 2)</th>
<th>High Street (Base 8)</th>
<th>Market Street (Base 10)</th>
<th>Granby Street (Base 14)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>More people visiting the city centre now/more customers</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Pedestrianised area</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>City centre now more appealing</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Those businesses who experienced negative effects on their business as a result of the city centre changes, mainly complained about the road works acting as a deterrent and people not using the shop as much. It is important to note that a fall in business could be related to other factors such as the economic down turn of the UK economy.

**Table 5.4 – Negative Effects on Business as a Result of the Changes**

<table>
<thead>
<tr>
<th></th>
<th>High Street (Base 8)</th>
<th>Market Street (Base 10)</th>
<th>Granby Street (Base 14)</th>
<th>Belgrave Gate (Base 15)</th>
<th>Market Place (Base 2)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficult for customers to get to the shop/Road works deterring people</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>People not using the shop as much</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Away from the main shopping centre</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Less passing trade - trade shifted to main shopping area</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Pedestrianised area</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Changes in land use</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>No change</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Shops closing</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Area looks untidy and unpleasant</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>People waiting for buses block doorway</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>City centre now more inaccessible</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
5.4 Customer Base

Retail businesses were asked whether they felt the number of customers visiting their premises on an average day is higher, lower or the same as it was prior to the changes. Figure 5.6 below illustrates these results.

A total of three businesses felt the number of customers visiting their premises on an average day is higher than it was prior to the changes. These businesses were from along the following streets, East Gates, High Street and Market Street.

Twenty-two businesses felt their customer base had dropped when compared to 2-3 years ago, before the city centre changes. More than half of those surveyed at Granby Street, Belgrave Gate and Market Place felt that their customer base had dropped.

Twenty businesses felt their customer base remained the same, one business did not know and another had not been there for over 3 years.

Figure 5.6 – Impact of Changes on Customer Base
Businesses were then asked if they had noticed a change in their customer base. Thirteen businesses had noticed a change in their customer base, 26 had not and 8 did not know. Figure 5.7 highlights these results. Half of the businesses surveyed along High Street (4 out of 8) had noticed a change in their customer base. Four businesses along High Street felt that more people were now visiting Leicester, either from areas within or outside Leicester as they noticed the types of people visiting the city centre had changed. One business along High Street also felt these people were all visiting Highcross and their business suffered as a result from the low number of customers. The three businesses along Granby Street also noticed more people from outside Leicester were now visiting the city centre but they had now had fewer customers as people were visiting Highcross. Two businesses along Market Street and one along Humberstone Gate also felt more people were now visiting Leicester City Centre from areas within or outside Leicester. One business at Belgrave Gate complained that Highcross was taking away their customers and one business at Market Place felt the change in customers was due to the changes in the way their business is run rather than the city centre changes. More than half of those businesses along Market Street, Granby Street and Belgrave Gate had not noticed any changes.

**Figure 5.7 – Change in Customer Base**
Businesses were asked whether they had taken advantage of the longer retail trading hours in Leicester City Centre. Figure 5.8 shows that only 5 businesses did (Base 47). Of these 5 taking advantage of the longer retail trading hours, 3 benefited from increased sales and extra customers. These businesses were located along East Gates, High Street and Market Street. One business along East Gates complained they did not gain any extra revenue by opening longer hours and one business along Belgrave Gate felt it was expensive to keep the shop open compared with the number of sales.

Table 5.5 details the reasons why businesses have not taken up the longer retail trading hours. The main reasons for not opening outside normal working hours were not having any customers outside these hours and also the area their business is located is quiet and too far from the main shopping area.

Figure 5.8 – Businesses Taking Advantage of the Longer Retail Trading Hours

Table 5.5 – Reasons for Not Taking Advantage of the Longer Retail Trading Hours

<table>
<thead>
<tr>
<th>Reason</th>
<th>High Street</th>
<th>Market Street</th>
<th>Granby Street</th>
<th>Humberstone Gate</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No customers outside normal opening hours</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Too quiet/Too far from main shopping centre</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Don't want to work more hours/Too expensive to open for longer</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>7</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Decision made by head office</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Security</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Majority of shops in Market Street have closed</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Business is a pub</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Shop is already open in the evening</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>People make appointments</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Considering it</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
5.5 Effects on Staff

Businesses were asked whether they felt their staff were now making more use of the city centre as a result of the changes. Figure 5.9 illustrates that 15 businesses felt they were making more use, 28 felt they were not and 7 did not know. Most businesses along Market Street felt their staff were making more use of the city centre. The businesses along other areas mainly felt there was no change in staff use of the city centre.

Figure 5.9 – Perceptions of Staff Making More Use of the City Centre

![Chart showing perceptions of staff making more use of the city centre.](chart-url)
Businesses were then asked what effect the city centre changes will have on their ability to attract staff. *Figure 5.10* illustrates these findings. Five businesses perceive the changes will make it easier to attract staff, seven feel it will be more difficult and 38 felt there would be no change. *Table 5.6* details the reasons why businesses feel it will be easier or more difficult to attract staff.

**Figures 5.10 – Effects Changes have on Attracting Staff**

**Table 5.6 – Reasons to Why it is Easier or More Difficult to Attract Staff**

<table>
<thead>
<tr>
<th></th>
<th>East Gates</th>
<th>High Street</th>
<th>Granby Street</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Easier to attract staff</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More parking spaces</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>More people</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Nicer environment</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>More public transport</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>More difficult to attract staff</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women travelling to/from work feel unsafe</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Public transport and parking more expensive</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Don’t have enough customers to need more staff</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>
5.6 Accessibility

5.6.1 Relocation of Bus Stops

Businesses were asked whether the relocation of bus stops affected their business. Figure 5.11 shows that 19 businesses felt the relocation of bus stops did affect their business, 28 felt they did not and 3 did not know. Of the 19 businesses that felt they were affected by the relocation of bus stops, 18 complained they were losing business as a result because there was no longer any passing trade or the elderly found it difficult to walk to them. Table 5.7 details how businesses have been affected by the relocation of bus stops and demonstrates that Belgrave Gate appears to be the most affected by the bus stop relocation.

Figure 5.11 – Relocation of Bus Stop Affect Business

Table 5.7 – Reasons to How Businesses Have Been Affected by the Relocation of Bus Stops

| Table 5.7 – Reasons to How Businesses Have Been Affected by the Relocation of Bus Stops |
|----------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                 | High Street | Market Street | Granby Street | Humberstone Gate | Belgrave Gate | Market Place | Total |
| Reduced business/footfall       | 2           | 1             | 3              | 0                | 11             | 2             | 18    |
| People no longer blocking entrance to shop when waiting for their bus | 2           | 0             | 0              | 0                | 1              | 0             | 3     |
| Increase business/footfall      | 1           | 0             | 0              | 0                | 0              | 0             | 1     |
| More people going to Highcross  | 0           | 1             | 0              | 0                | 0              | 0             | 1     |
| Unable to stop outside          | 0           | 0             | 0              | 1                | 0              | 0             | 1     |
| People block entrance to shop when waiting for bus | 0           | 0             | 0              | 1                | 0              | 0             | 1     |
| More traffic                    | 0           | 0             | 0              | 1                | 0              | 0             | 1     |
| Total                            | 3           | 1             | 3              | 1                | 9              | 2             | 19    |
5.6.2 Relocation of Taxi Pick Up/Drop Off Points
Taxis are no longer able to pick up and drop off people close to businesses along the recently pedestrianised streets. Figure 5.12 shows that 16 businesses are affected by the taxi pick up/drop off point changes, 23 are not and 11 did not know. Of those affected by these changes along Belgrave Gate, 5 businesses found customers with impairments having difficulties reaching their premises, 4 felt they lost passing trade and 1 felt it was now difficult for customers to pick up products. Two businesses along Granby Street and one along Humberstone Gate also complained it was difficult for customers to pick up products. One business along Granby Street and one along Market Place found impaired customers having difficulties reaching their premises.

Figure 5.12 – Relocation of Taxi Pick Up/Drop Off Points on Business
5.6.3 Staff Travel

Businesses were asked whether the city centre changes had affected the way staff travel to work. Figure 5.13 shows that 9 businesses felt the changes had affected the way staff travelled to work, 40 felt it had not and one did not know. Table 5.8 indicates the reasons why staff travel has been affected. Six businesses feel it’s more difficult for staff now, 3 complained there was nowhere to park close by, 2 stated public transport cost more now, 2 mentioned more staff actually walk/cycle to work now and 1 mentioned more staff use public transport now.

Figure 5.13 – Changes Affect Staff Travel Behaviour

![Bar chart showing changes affecting staff travel]

Table 5.8 – Reasons Why Staff Travel is affected by Changes

<table>
<thead>
<tr>
<th>Reason</th>
<th>High Street</th>
<th>Market Street</th>
<th>Granby Street</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find it more difficult to get to work/takes longer</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Nowhere to park close by</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Costs more by public transport</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>More staff cycle/walk</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>More staff use public transport</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>
5.6.4 Deliveries

Businesses were asked whether the deliveries to their premises had been affected by the changes. Figure 5.14 shows that 22 businesses have deliveries that have been affected by the changes and that 28 do not. More than half of the businesses affected complained that they could no longer receive deliveries after 11am. Table 5.9 highlights the difficulties businesses are facing as a result of the changes.

**Figure 5.14 – Affects of Changes of Business Deliveries**

![Bar chart showing the number of businesses affected by changes, with categories: East Gates, High Street, Market Street, Granby Street, Humberstone Gate, Belgrave Gate, and Market Place.]

**Table 5.9 – Reasons Why Deliveries are Affected by Changes**

<table>
<thead>
<tr>
<th>Reason</th>
<th>High Street</th>
<th>Market Street</th>
<th>Granby Street</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unable to get deliveries after 10am/11am</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Deliveries are more difficult</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Can't park outside the shops</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Loading bay too far away</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Road works are an obstruction</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>22</td>
</tr>
</tbody>
</table>
5.7 Satisfaction of Changes

Businesses were asked how satisfied they were with a number of statements relating to the city centre changes. Figure 5.15 illustrates these findings. Generally, the chart shows that more businesses are satisfied with the changes than those who are not. The top 3 changes businesses were satisfied with when ‘very satisfied’ and ‘satisfied’ are combined are as follows.

1. Variety of cafes/bars/restaurants (39 businesses)
2. Lighting & Variety of shops (each with 34 businesses)
3. Traffic free areas; ease of getting about the city centre on foot, wheelchair or mobility scooter; and overall attractiveness of the area (each with 32 businesses)

In addition to the above more than half of all businesses were satisfied with the following.

- Floor materials used for pedestrianised areas (30)
- New building designs (29)
- Road crossings (26)
- Seating (25)

When combining ‘dissatisfied’ and ‘very dissatisfied’, the main changes the businesses were dissatisfied with are ease of parking and the variety of leisure facilities, each with 20 businesses dissatisfied. Two more businesses were dissatisfied with ease of parking when compared to those who were satisfied. There is a balance of 20 businesses that are satisfied and 20 businesses that are dissatisfied with the variety of leisure facilities.
Figure 5.15 – Levels of Satisfaction With the City Centre Changes
Businesses were asked to provide their level of agreement with the following statements.

- I feel that everybody’s needs have been considered in planning the city centre’s new environment.
- I feel pride in the new environment.
- I think the feeling of the city centre has improved greatly during the day.
- I think the feeling of the city centre has improved greatly during the evening/night time.

*Figure 5.16* illustrates these results. Four businesses strongly agreed with the statement relating to the improved feeling of the city centre during the day and one strongly agreed it had improved during the evening/night time.

When combining ‘strongly agree’ with ‘agree’ more than half of all businesses felt the city centre had improved greatly during the day (28) and felt pride in the new environment (25).

Around one-fifth of businesses surveyed strongly disagreed with each of the statements. When combining ‘disagree’ and ‘strongly disagree’ more than half of all business disagreed that everybody’s needs had been considered in planning the city centre’s new environment (26).

*Figure 5.16 – Business Agreement with Statements*
5.8 Feeling of Leicester During the Day

Businesses were asked how they felt the feeling of Leicester City Centre had changed during the day since the works were carried out. Figure 5.17 shows that 3 businesses felt it had improved greatly, 17 felt it had improved slightly, 21 saw no change, 4 felt it deteriorated slightly and 5 felt it deteriorated greatly. Over half of those businesses based along East Gates, High street, Market Street and Market Place felt the feeling of the city centre had improved during the day time either greatly or slightly since the works were carried out.

Figure 5.17 – How the Feeling of Leicester City Centre has Changed During the Day

Businesses that felt the city centre had improved during the day mainly felt that this was due to the pedestrianised area, nicer environment and because more people were shopping in the city centre now. Table 5.10 highlights the reasons.

Table 5.10 – Reasons Why the City Centre has improved During the Day

<table>
<thead>
<tr>
<th>Reason</th>
<th>East Gates</th>
<th>High Street</th>
<th>Market Street</th>
<th>Granby Street</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrianised areas/improved floor surfaces/easier to walk around</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Nicer environment</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>More people shopping</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Cleaner</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Unsafe</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Expensive parking</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Safer</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Lighting</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Car parking</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>New bars and restaurants (more upmarket)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>More spacious</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>19</td>
</tr>
</tbody>
</table>
Those businesses that felt the city centre had deteriorated mainly complained about the road works, distance from main shopping area and loss of trade. Table 5.11 highlights the reasons.

Table 5.11 - Reasons Why the City Centre has Deteriorated during the Day

<table>
<thead>
<tr>
<th>Reason</th>
<th>Granby Street</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messy/noisy and smelly when carrying out work</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Too far from main improvement area</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Less trade</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Discouraged people moving around the city to purchase goods</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Anti-social behaviour</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Location of bus stops</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Would prefer a two-way traffic system</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Looks drab</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Shops are shutting down</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

Businesses were asked to indicate their level of agreement with statements relating to the feel of Leicester City Centre during the daytime, Figure 5.18 illustrates these results. Twelve businesses strongly agreed that the city centre was declining. When combining strongly agree with agree more than half of all businesses agreed that the city centre was pleasant (31), welcoming (29), relaxed (25) and declining (25). The decline may be due to other factors such as the UK recession.

Figure 5.18 – Level of Agreement to Statements Relating to the Feel of the City Centre during the Day
5.9 Feeling of Leicester During the Evening/Night Time

Businesses were asked how they felt the feeling of Leicester City Centre had changed during the evening/night time since the works were carried out. *Figure 5.19* shows that 8 businesses felt it had improved slightly, 32 saw no change, 3 felt it deteriorated slightly and 3 felt it deteriorated greatly.

*Figure 5.19 – How the Feeling of Leicester City Centre has Changed during the Evening/Night Time*

![Figure 5.19](image)

*Table 5.12* shows the main reasons why businesses felt the city centre had improved during the evening/night time. Reasons include, improved lighting, more busier, safer and relaxed environment.

*Table 5.12* - Reasons Why the City Centre has improved During the Evening/Night Time

<table>
<thead>
<tr>
<th></th>
<th>High Street</th>
<th>Granby Street</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved lighting</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>New leisure facility</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Longer opening hours</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>More relaxed</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>More police/community support officers</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Cost of parking</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Busier</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2</strong></td>
<td><strong>4</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>
Table 5.13 shows the main reasons why businesses felt the city centre had deteriorated during the evening/night time. Reasons include opposites to those raised by businesses who felt the city centre had improved.

Table 5.13 - Reasons Why the City Centre has Deteriorated during the Evening/Night Time

<table>
<thead>
<tr>
<th>Reason</th>
<th>Market Street</th>
<th>Granby Street</th>
<th>Belgrave Gate</th>
<th>Market Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsafe/anti-social behaviour</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Dirty</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Lack of customers</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Drab/poor lighting</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Too many bars</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

Businesses were asked to indicate their level of agreement with statements relating to the feel of Leicester City Centre during the evening/night time, Figure 5.20 illustrates these results. Nine businesses strongly agreed that the city centre was declining. When combining strongly agree with agree more business agreed to the following when compared to the number disagreeing with the statements.

- Busy/bustling (14 compared with 13)
- Declining (15 compared with 13).

Please note the decline may be due to other factors such as the UK recession. Generally, there were mixed views at night as to whether people felt relaxed, found it welcoming, pleasant or safe.

Figure 5.20 – Level of Agreement to Statements Relating to the Feel of the City Centre during the Evening/Night Time
6 Summary
Summary

6.1 Overview
Leicester City Council commissioned AECOM to assess the success of the City Centre Development Project (CCDP) through qualitative and quantitative research methods with the general public and local businesses, in particular addressing equalities issues.

The following were conducted:
- 400 on-street face-to-face quota interviews in Leicester City Centre
- 50 depth interviews with local businesses in Leicester City Centre
- Both on-street and business questionnaires available on Leicester City Council website for self completion
- Two focus groups (disability/long-term illness and BME)

The on-street and business surveys were conducted along the following streets.
- Granby Street
- Gallowtree Gate
- Haymarket/Belgrave Gate
- Causeway Lane
- Humberstone Gate
- High Street
- East Gates/Clock Tower
- Market Street
- Market Place

A total 415 surveys were completed over April-May 2009. The sample achieved represents the age, gender and ethnicity proportions similar to the Census 2001 data.

6.2 Noticing Changes in the City Centre
The majority of respondents (87.0%) had noticed changes in the city centre. The top 5 changes noticed included, expansion of the pedestrianised area, new buildings, new shopping centre, more seating and granite surfacing. Over three-fifths of respondents (61.7%) felt the changes had a positive effect on them. This was because the city centre was now more attractive and made them feel proud to be living in Leicester. They were also pleased with the greater number of shops, restaurants, cafes and leisure facilities. The BME focus group respondents also supported these statements.

Of the 50 businesses interviewed, 45 had noticed changes to the area. Of the 5 who had not noticed any improvements, 4 were from Belgrave Gate and 1 from Market Street. All businesses were asked whether these changes had a positive or negative effect on business; 11 businesses felt the changes had a positive effect, 18 felt they had a negative effect, 18 experienced no change and 3 did not know. The main reasons the changes had a positive effect on businesses was because more people were now visiting the city centre, which resulted in more customers. Those businesses experiencing negative effects blamed the road works and disruption deterring people from using the city centre. It is important to note that a fall in business could be related to other factors such as the economic down turn of the UK economy.

Over half of the businesses interviewed (26 of 50) had noticed a change in their customer base. Most of these businesses had noticed more people were now visiting Leicester City Centre.

Five businesses had taken advantage of the longer retail trading hours. Of these, 3 benefitted from increased sales and extra customers. Businesses located away from Highcross tended not to take advantage of these longer retail trading hours.
Five businesses perceive the changes will make it easier to attract staff, seven feel it will be more difficult and 38 felt there would be no change.

6.3 Day Time Use
Nearly a third of respondents (32.1%) visited the city centre 5 or more times a week and over two-thirds visit the city centre at least weekly (70.3%). With the exception of the Pakistani (40.0%) and White/Black Caribbean (33.3%) ethnic groups, two-thirds of all other ethnic groups used the city centre at least weekly.

Over one-fifth of respondents (21.4%) were now using the city centre more than 2-3 years ago; 50.5% of these were using it more because of the changes. Nearly two-thirds (64.1%) were using the city centre about the same and 14.5% were using it less. 15% of those using it less were doing so because of the changes. Difficulties accessing the shopping centre from bus stops and taxi pick up/drop off points were the main reasons those with a disability or long-term illness were using the city centre less.

Those with a disability or long-term illness at the focus group mentioned the pedestrianised areas and open spaces made it difficult for those with visual impairments to find their way around. These respondents mentioned the need for tactile paving. These respondents also disliked sharing spaces with cyclists as they had fears of being knocked over.

Respondents were asked whether their perception of personal safety had changed whilst in Leicester City Centre during the day, over the last 2-3 years. Over half (58.2%) felt no change in their perception of personal safety, over a quarter (28.3%) felt safer and less than one-tenth (9.7%) feel less safe.

6.4 Evening/Night Time Use
Nearly a quarter of respondents (23.0%) were using the city centre at least weekly. The city centre was used during the evening/night by respondents of all ethnic origins. The majority of respondents (77.1%) were using the city centre the same amount as 2-3 years ago, 8.4% were using it more and 14.5% were using it less. Over half of those using the city centre more were doing so because of the changes. The main reasons respondents were using the city centre less at night was due to safety reasons.

Respondents were asked whether their perception of personal safety had changed whilst in Leicester City Centre during the evening/night time, over the last 2-3 years. Half of all respondents (50.9%) felt no change in their perception of personal safety, 16.3% felt safer and 15.6% felt less safe.

6.5 Accessibility
Nearly half of all respondents (47.8%) used the bus to travel to Leicester City Centre. When respondents who travelled by bus were asked whether the relocation of bus stops from the High Street affected them, the majority (82.9%) said it did not. Over three-quarters of respondents under each disability and long-term illness category were not affected by the relocation of bus stops. Those that were visually impaired or had a physical impairment were most affected. These results differ to those of the disability/long-term illness focus group, whereby all respondents mentioned they were affected by the relocation of bus stops. However, in line with the results of the on-street survey the respondents in the focus group had either visual or mobility impairments.

The disability/long-term illness focus group mentioned that they were affected by these changes as it was too far to walk to the main shopping area and because of this most had not visited Highcross. The BME focus group mentioned no problems with the location of bus stops but was unhappy about losing direct bus services.

Respondents were asked whether the movement of bus stops affected their bus use; 92.4% said it did not.

The taxi pick up/drop off points was not a problem for the majority of respondents (95.2%). Those with disabilities/long-term illnesses again were the most affected.
Those with a disability/long-term illness were asked whether the relocation of Blue Badge reserved parking spaces affected them; 83.3% said they were unaffected by these changes.

Businesses along Belgrave Gate appear to be the most affected by the relocation of bus stops and the taxi pick up/drop off points. This is mainly due to the loss of passing trade and people with mobility problems having difficulties reaching their premises.

Pedestrianisation affected deliveries of 22 businesses, mainly because they were unable to get deliveries after 11am. The rest had no issues with deliveries.

### 6.6 Satisfaction Levels of Leicester City Centre Changes

Respondents were asked how satisfied they were with a number of statements relating to the city centre changes.

Over three-quarters of respondents were satisfied with:
- Variety of shops
- Variety of cafes/bars/restaurants
- Traffic free areas
- Ease of getting about the city centre
- Overall attractiveness of the areas

Between a half and three-quarters of respondents were satisfied with:
- Ease of getting to/from the city centre
- Lighting
- Road crossings
- New building designs
- Seating
- Floor materials
- Location of bus stops
- Pedestrian routes to/from bus stops
- Longer shop opening hours
- Other street furniture
- Variety of leisure facilities

The top 3 changes businesses were satisfied with when combining ‘very satisfied’ and ‘satisfied’ are as follows.

1. Variety of cafes/bars/restaurants (39 businesses)
2. Lighting & Variety of shops (each with 34 businesses)
3. Traffic free areas; ease of getting about the city centre on foot, wheelchair or mobility scooter; and overall attractiveness of the area (each with 32 businesses)

In addition to the above more than half of all businesses were satisfied with the following.
- Floor materials used for pedestrianised areas
- New building designs
- Road crossings
- Seating

### 6.7 Feel of Leicester City Centre

#### 6.7.1 Overview

Respondents were then asked for their level of agreement to statements relating to the feel of Leicester City Centre. Over 60% of respondents agree with the following statements:

- I feel part of the Leicester community
- I think the feeling of the city centre has improved greatly during the day
- I feel pride in the new environment
More respondents were not sure about whether the feeling of the city centre had improved greatly during the evening/night time. When considering the views of those respondents who use the city centre on at least a monthly basis with regards to the statement “I think the feeling of the city centre has improved greatly during the evening/night time”; 51.5% agree with the statement.

The majority of respondents from different ethnic origins felt part of the Leicester community. More than half of all businesses felt the city centre had improved greatly during the day and felt pride in the new environment.

6.7.2 During the Day
Respondents were asked separately whether they felt the feel of Leicester City Centre had changed during the day since the works were carried out; 53.4% felt the feeling had improved compared with 6.4% who felt it had deteriorated. It was generally felt the city centre was now easier and safer to get around because of the pedestrianised areas. The appearance of the city centre and the variety of retail and leisure facilities available improved the feeling of Leicester City Centre.

Over 70% of respondents agree that Leicester City Centre is relaxed, welcoming, pleasant, safe and busy/bustling. Sixty percent of respondents disagree with the statement that the city centre is declining.

Over half of those businesses based along East Gates, High Street, Market Street and Market Place felt the feeling of the city centre had improved during the day time since the works were carried out. This was mainly because of the pedestrianised areas, nicer environment and increased number of shoppers.

More than half of all businesses agreed that the city centre was pleasant, welcoming, relaxed and declining. The decline may be due to other factors such as the UK recession.

6.7.3 During the Evening/Night Time
Respondents were asked separately whether they felt the feel of Leicester City Centre had changed during the evening/night time since the works were carried out; 42.4% felt the feeling had improved compared with 6.0% who felt it had deteriorated. Respondents felt the city centre had improved during the evening/night as there were more shops, longer opening hours, more restaurants and leisure facilities and more policing.

Over half of respondents agree that Leicester City Centre is relaxed, welcoming, pleasant, safe and busy/bustling. Over half of all respondents disagree that the city centre is declining.

Businesses were asked how they felt the feeling of Leicester City Centre had changed during the evening/night time since the works were carried out; 8 businesses felt it had improved, 32 saw no change 6 felt it had deteriorated. The lighting was the main reason for the city centre improvement.

6.8 Safety Issues

6.8.1 During the Day
The majority of respondents (85.1%) felt safe in the city centre and had no fears about their personal safety during the day. There was little difference in the perceptions of safety between males and females during the day. Respondents generally felt safe because there were lots of people around, large areas were free from vehicles and because of CCTV. Anti-social behaviour was the main cause for respondents feeling unsafe. The main streets respondents felt unsafe along included the Clock Tower, Gallowtree Gate and Humberstone Gate.

6.8.2 During the Evening/Night Time
Over half of all respondents (53.6%) felt safe in the city centre and had no fears about their personal safety during the evening/night time. Females generally feel less safe than males during the evening/night time. Less than half (45.8%) of all females have no fears about their
safety compared with 62% of males. Slightly more females than males have some fears and often feel afraid. Five percent of females never visit the city centre during the evening/night time because they feel unsafe.

The main reasons respondents felt safe in the city centre during the evening/night time was because there were lots of people around, lighting, CCTV and the quality of the environment. Anti-social behaviour was also the main cause of respondents feeling unsafe during the evening/night time. Respondents felt unsafe in a number of areas; the main streets mentioned included The Clock Tower, Rutland Street and Granby Street.

6.9 Community Cohesion
Overall, the majority of respondents felt part of the Leicester Community. More respondents from different ethnic origins agreed they felt part of the community than those that disagreed. However, these respondents may be commenting on smaller local communities in Leicester as the focus groups highlighted in detail that they did not feel part of the wider Leicester community. The focus groups highlighted that generally respondents felt part of smaller local communities. These communities may be based around where they live, religious and cultural beliefs and local football clubs. It was mentioned that there was still a social divide in Leicester even though the different cultural celebrations were open to all. It was generally felt that more events were needed that were not related to faith to encourage people to get together.

6.10 Conclusion
The majority of respondents had noticed changes within the city centre. Local businesses had noticed a change in their customer base as the changes were bringing people from outside Leicester to Leicester City Centre. Most respondents were still using the city centre the same as 2-3 years ago during the day and evening/night time.

The relocation of bus stops and taxi pick up and drop off points did not affect the majority. Those respondents with visual and mobility impairments were affected by these changes due to difficulties walking and finding their way from bus stops and taxi pick up/drop off points to the main shopping areas.

Respondents were generally satisfied with the changes, especially with the variety of shops, cafes, bars and restaurants and the pedestrianised areas.

The majority of respondents feel safe in the city centre during the day and evening/night time. Anti-social behaviour is the main cause of people feeling unsafe.
Appendix A – Discussion Guides
Leicester City Council Equality Impact Assessment
Discussion Guide – Disability/Long-Term Illness (2PM)

This guide outlines the topic areas and questions, which need to be covered during the focus groups. It is intended to act as an aid-memoir for the researcher and as a result the researcher may not necessarily ask all these questions or follow them in the order shown. The guide will be used to check that all relevant issues have been covered.

INTRODUCTION:

Welcome everyone. (5 mins)

- Introduce yourself/Faber Maunsell independent research agency
- Conducting group on behalf of Leicester City Council. The purpose of this group is to discuss your experience of using Leicester City Centre and how the improvements to the city centre have affected you.
- Explain your role (to keep discussion going, stick to aim)

Establish ground rules –
- ’phones and pagers off
- Point out toilet and refreshment areas
- Confidentially, anonymity and tape recorder
- Emphasise there are no right/wrong answers
- listen to and show respect for the opinion of others, all views have equal value
- no criticism without a possible alternative
- only one conversation at a time – direct comments at me rather than between yourselves
- everyone will be given an opportunity to give their view and most people enjoy the process
- May stop people if they are talking about something I know we want to discuss at a later point – so please don’t be upset, I will come back to you when we are discussing that subject.

WARM UP: (10 mins) 15

- Ask each person in the group to introduce themselves
  (write this down according to their position round the table so that you can use people’s names).
- Type of impairment (if happy to say)
- Where live, family etc.
Use of City Centre and Changes noticed (20 mins) 35

Over the last six months, how often have you visited the city centre during the day and at night?

Generally what are the reasons for your trips to the city centre during the day and at night?

Are you using the city centre more/less/same during the day and at night than you were 2-3 years ago? Explain. Look at differences between daytime and night time. If using more have you switched from other centres to come to the city centre; if so which?

Have you noticed any changes in the city centre over the last 2-3 years? What have you noticed? Generally how do you feel about these changes (positive/negative and reasons why). List changes and whether positive or negative.

Prompt:
- expansion of pedestrianised area
- accessibility of focal points (linking car parks, bus and rail stations to retail areas)
- seating
- new signage – are they clear/concise?
- road crossings
- granite surfacing
- tree planting
- longer shop opening hours
- appearance of the city centre

Exercise (10 mins) 45

We’re going to use our imagination now and play a little game.

Imagine you are getting into a rocket ship, leaving Earth and flying up into space...you’re going to planet Leicester City Centre. You arrive, get out of the rocket ship – what do you see?

- What is planet Leicester City Centre like?
- What colour is it,?
- how do you feel?
- do you feel welcome?
- how easy is it to move around?
- Can you get to where you want to go?
- How safe do you feel?
- Are there any buildings - describe them?
- Time to go, you're getting back into your rocket ship – how do you feel – do you want to visit again? How does planet Leicester City Centre compare with other neighbouring planets? Would you recommend it to people to visit?
Access (25 mins) 70
How do you usually travel to the city centre? Has this changed since the alterations were made? Why?

Taxi – pick up and drop off points can no longer take place on the recently pedestrianised areas. Has this affected you? In what way? Accessibility? Has it affected the shops you visit or the number of times you would normally visit the centre.

Bus Stops have been relocated. Has this affected you? In what way? Accessibility? Has it affected the shops you visit or the number of times you would normally visit the centre. Has the relocation of bus stops affected your mode choice when visiting the city centre? If yes, why – what were you doing before and what now?

The Shop Mobility has moved has this affected you? In what way? Are you generally satisfied/dissatisfied with its new location? The Shop Mobility in Highcross has been refurbished – Are you pleased with the new look? What about the facilities it offers? Are you satisfied/dissatisfied with facilities offered? Why?

Has the relocation of the Blue Badge reserved parking spaces affected you? How?

What are your thoughts on the pedestrianised areas? How has your ability to move around the city centre been affected by the alterations? Is having cyclists mixed with pedestrians a problem? Is it easy to distinguish roads from pavements? Is street furniture a problem (bollards/poles)? Has the number of street furniture increased/decreased as a result of the changes to the city centre? Are street cafes an issue?

Which do you prefer, the old location of the bus stops/taxi ranks with traffic through the streets or the pedestrianised area with the new locations of bus stops etc. Is the inconvenience of the relocation of the bus stops etc compensated for by the pedestrianised area?

Are you happy with access from car parks to where you want to get to? Why/why not?

Have the alterations affected your perceptions of safety during the day/night? How? Which streets?
Shops
How satisfied are you with the amount and variety of shops in the City Centre?
Do the shops meet your needs? If not, why not? What do you want?

Leisure facilities
What types of leisure facilities do you use?
How satisfied are you with the Leisure facilities – amount and variety?
Do Leisure facilities meet your needs? If not, why not? What do you want?

Feel of Leicester City Centre (10 mins) 80
Do you feel part of the local community? Which and why – what gives you a sense of belonging to that community? Do you feel part of the Leicester Community? Are there any barriers which prevent feelings of belonging? What could be done about this?

Have the improvements to the city centre altered your sense of belonging to the Leicester community? Differences between day and night. How welcome do you feel in the city centre - why? Do you think that the changes have encouraged city centre use by people with different types of impairments?

Exercise (10 mins) 90
Complete the questionnaire.

CLOSING
• Thank everyone for their time
• Report findings to the client

CIRCULATE INCENTIVE AND OBTAIN SIGNATURES FOR RECEIPT
Leicester City Council Equality Impact Assessment
Discussion Guide – BME (6PM)

This guide outlines the topic areas and questions, which need to be covered during the focus groups. It is intended to act as an aid-memoir for the researcher, and as a result the researcher may not necessarily ask all these questions or follow them in the order shown. The guide will be used to check that all relevant issues have been covered.

INTRODUCTION:

Welcome everyone. (5 mins)

- Introduce yourself/Faber Maunsell independent research agency
- Conducting group on behalf of Leicester City Council. The purpose of this group is to discuss your experience of using Leicester City Centre and how the improvements to the city centre have affected you.
- Explain your role (to keep discussion going, stick to aim)

Establish ground rules –
- ‘phones and pagers off
- Point out toilet and refreshment areas
- Confidentially, anonymity and tape recorder
- Emphasise there are no right/wrong answers
- listen to and show respect for the opinion of others, all views have equal value
- no criticism without a possible alternative
- only one conversation at a time – direct comments at me rather than between yourselves
- everyone will be given an opportunity to give their view and most people enjoy the process
- May stop people if they are talking about something I know we want to discuss at a later point – so please don’t be upset, I will come back to you when we are discussing that subject.

WARM UP: (10 mins) 15

- Ask each person in the group to introduce themselves
  (write this down according to their position round the table so that you can use people’s names).
- Where live, family etc.
Use of City Centre and Changes noticed (25 mins) 40

Over the last six months, how often have you visited the city centre during the day and at night?

Generally what are the reasons for your trips to the city centre during the day and at night?

Are you using the city centre more/less/same during the day and at night than you were 2-3 years ago? Explain. Look at differences between daytime and night time.

If using more have you switched from other centres to come to the city centre; if so which? Why not use city centre more – where else do you shop – why? Could you get what you buy elsewhere in the city centre but you choose not to come - why?

Have you noticed any changes in the city centre over the last 2-3 years? What have you noticed? Generally how do you feel about these changes (positive/negative and reasons why). List changes and whether positive or negative.

Prompt:

- expansion of pedestrianised area
- accessibility of focal points (linking car parks, bus and rail stations to retail areas)
- seating
- new signage (pictures). Have you noticed it? Is this new signage helpful?
- road crossings
- granite surfacing
- tree planting
- longer shop opening hours
- appearance of the city centre

Has the new city centre environment encouraged you to make more use of the facilities on offer in the city? Why?

Do any of you have family members that don’t speak/read English? How easy do you think they find it to get around?
**Exercise (10 mins) 50**
Where going to use our imagination now and play a little game.

Imagine you are getting into a rocket ship, leaving Earth and flying up into space...you’re going to planet Leicester City Centre. You arrive, get out of the rocket ship – what do you see?

- What is planet Leicester City Centre like?
- What colour is it,?
- how do you feel?
- do you feel welcome?
- how easy is it to move around?
- Can you get to where you want to go (signs)
- How safe do you feel?
- Are there any buildings - describe them?
- Time to go, you’re getting back into your rocket ship – how do you feel – do you want to visit again? How does planet Leicester City Centre compare with other neighbouring planets? Would you recommend it to people to visit?

**Feel of Leicester City Centre (15 mins) 65**

Do you feel part of the local community? Which and why – what gives you a sense of belonging to that community? Do you feel part of the Leicester Community?
How well do you think the different communities mix in Leicester? Are there any barriers which prevent feelings of belonging? What could be done about this?

Have the improvements to the city centre altered your sense of belonging to the Leicester community? Differences between day and night. How welcome do you feel in the city centre - why? Do you think that the changes have encouraged city centre use by all ethnicities?

**Shops**
How satisfied are you with the amount and variety of shops in the City Centre?

Do the shops meet your needs? If not, why not? What do you want?

**Leisure facilities**
What types of leisure facilities do you use?

How satisfied are you with the Leisure facilities – amount and variety?

Do Leisure facilities meet your needs? If not, why not? What do you want?
Access (15 mins) 80
How do you usually travel to the city centre? Has this changed since the alterations were made? Why?

Have the relocation of the taxi/bus/shop mobility/blue badge parking affected you? Has it affected the shops you visit or the number of times you would normally visit the centre. Have the relocation of bus stops affected your mode choice when visiting the city centre? If yes, why – what were you doing before and what now?

What are your thoughts on the pedestrianised areas? How has your ability to move around the city centre been affected by the alterations? Is having cyclists mixed with pedestrians a problem?

Which do you prefer, the old location of the bus stops/taxi ranks with traffic through the streets or the pedestrianised area with the new locations of bus stops etc. Is the inconvenience of the relocation of the bus stops etc compensated for by the pedestrianised area?

Are you happy with access from car parks to where you want to get to? Why/why not?

Have the alterations affected your perceptions of safety during the day/at night? How? Which streets?

Exercise (10 mins) 90
Complete the questionnaire.

CLOSING
- Thank everyone for their time
- Report findings to the client

CIRCULATE INCENTIVE AND OBTAIN SIGNATURES FOR RECEIPT
Appendix B – On-Street Survey
Appendix C – Business Survey