

**ITEM** STCSC1 (1)

**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 11 July 2011

**HEADING** Outcomes of the Market Research Study into the Salisbury Town Centre

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## **SUMMARY**

This report summarises the outcomes of the market research study together with recommendations of inputs into the next stage of developing the structure planning options and delivery of services.

## **BACKGROUND**

1. As part of the Information Gathering and Identifying opportunities phase of the Salisbury Town Centre Renewal Project, a Market Research Study was instigated to determine:
  - Why do people come to the STC;
  - How long do people stay;
  - How often do people come to the STC;
  - What attracts people to the STC;
  - What people would see as opportunities for change/improvement;
  - Image and perceptions around the STC;
  - Barriers to visiting the STC;
  - Competitors to STC offerings;
  - What feature do people like about STC;
  - When (ie which days / time of the day) do people come to STC; and
  - Are people interested in living within a walking distance from STC.
2. The intent of the market research was to provide information that would assist in responding in to barriers or constraints that impact upon Town Centre visitation and also identify what currently works in the Town Centre.
3. The outcomes of the Market Research will also inform the development of future strategies that need to be considered for the brand image of the Town Centre along with activities and initiatives that could be considered in the renewal process.

## **REPORT**

### **KEY OUTCOMES**

4. The Attached report (Attachment A) summarises the key findings and recommendations of the market research. There will be a presentation to the Sub-Committee by Harrison Research who were engaged to carry out the surveys.

**ITEM:**

5. Members would be aware that there have been a variety of community and key stakeholder workshops that have occurred concurrently with the Market Research. The outcomes of this process will be reported to the next meeting of the Salisbury Town Centre Sub-Committee in August.
6. As part of the meeting in August there will be a presentation on the next phase of the Community and Stakeholder Engagement Process that will include the criteria and keys elements of the next phase of the master planning process. This will include detail on the development of the Structure Plan and Investment Options.

**RECOMMENDATION**

1. The Market Research report is received.
2. The key findings, and the recommendations from the Market Survey be included with the findings from the Community and Key Stakeholder Report on Stage 1 to determine the design process and delivery of the next stage of the Master Planning Process, the Developing and Exploring Options Stages.

**CO-ORDINATION**

Officer:	A/DSP	DCD	CEO
Date:	04.07.11	04.07.11	06.07.11

This document should be read in conjunction with the Attachment A which is attached at the end of this document in the printed version.