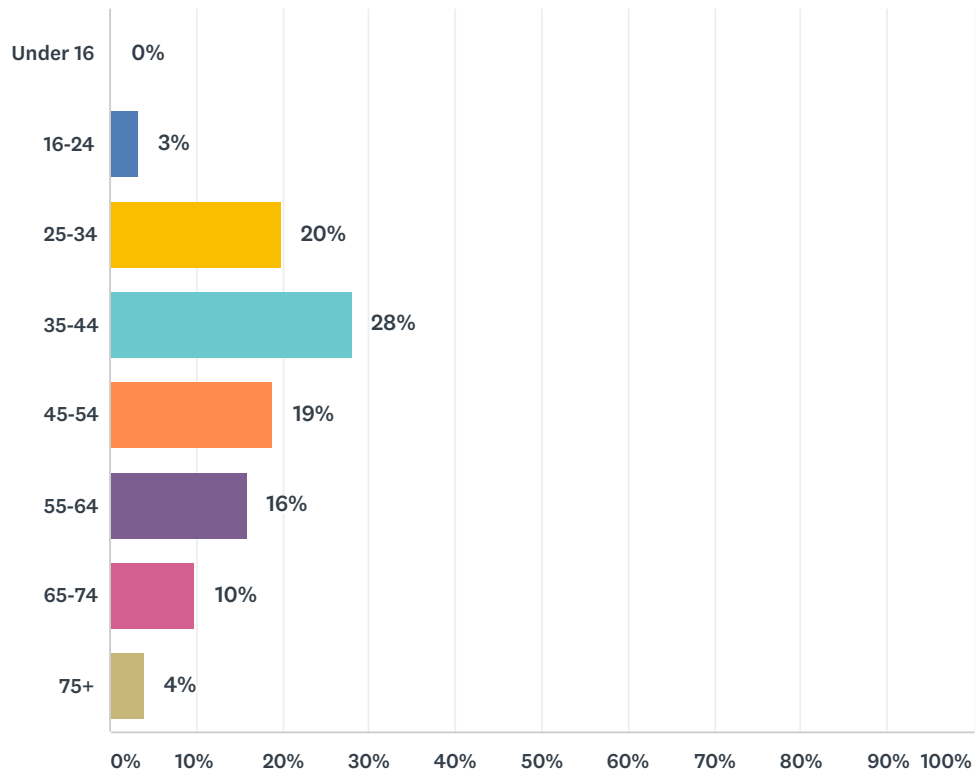


Q1 Which age group are you in?

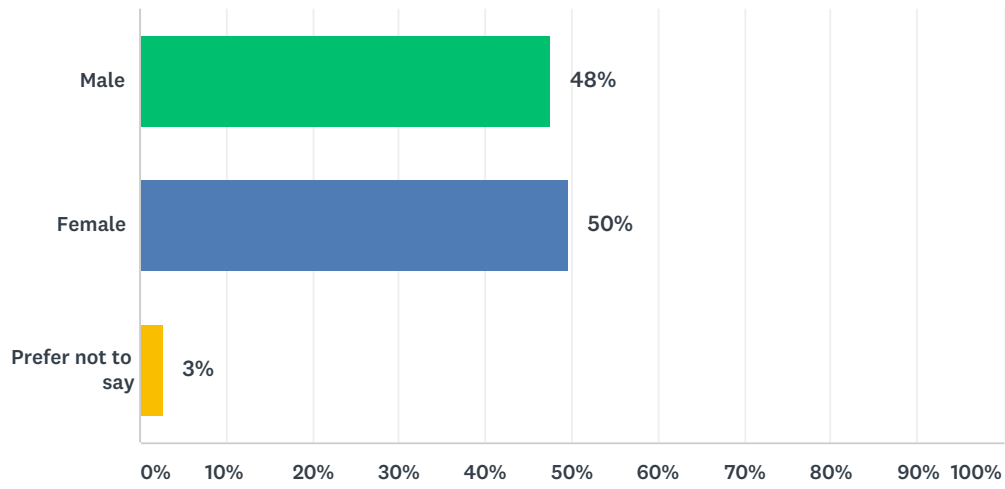
Answered: 578 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 16	0%	1
16-24	3%	19
25-34	20%	115
35-44	28%	162
45-54	19%	109
55-64	16%	92
65-74	10%	57
75+	4%	23
TOTAL		578

Q2 What is your gender?

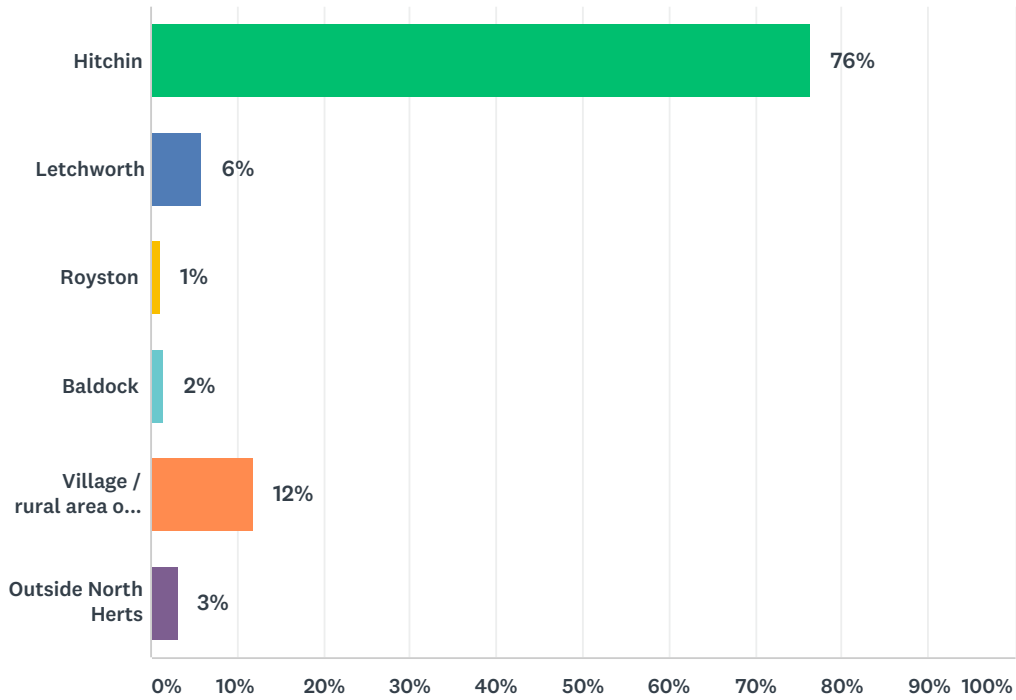
Answered: 576 Skipped: 2



ANSWER CHOICES	RESPONSES	
Male	48%	274
Female	50%	286
Prefer not to say	3%	16
TOTAL		576

Q3 Where do you live?

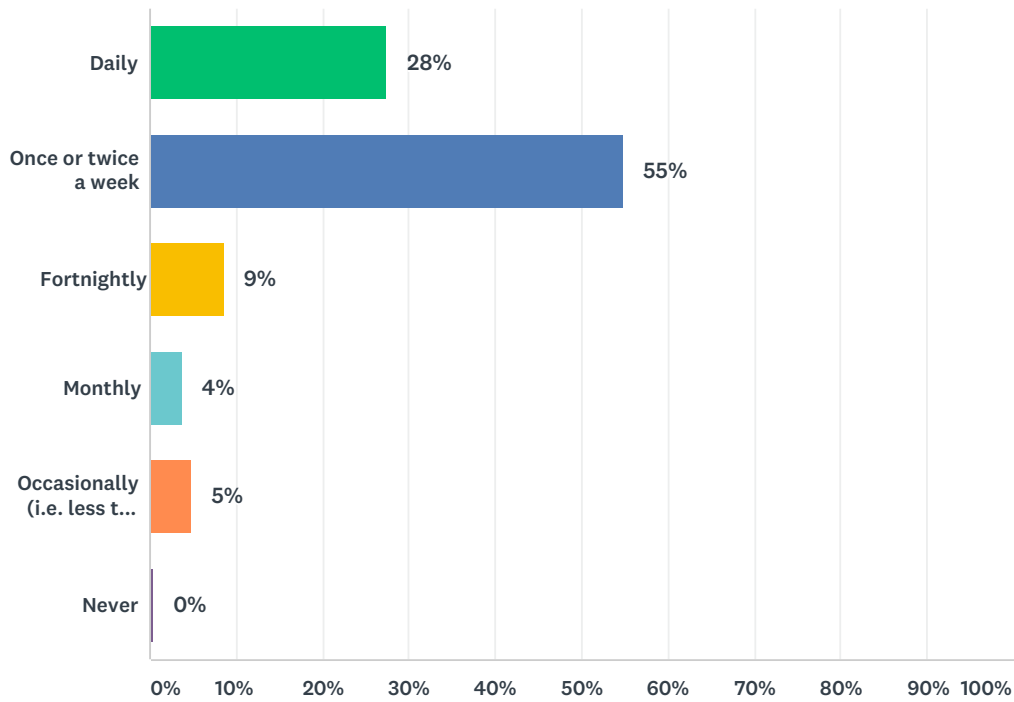
Answered: 577 Skipped: 1



ANSWER CHOICES	RESPONSES	
Hitchin	76%	441
Letchworth	6%	34
Royston	1%	6
Baldock	2%	9
Village / rural area of North Herts	12%	69
Outside North Herts	3%	18
TOTAL		577

Q4 How frequently do you visit Hitchin town centre?

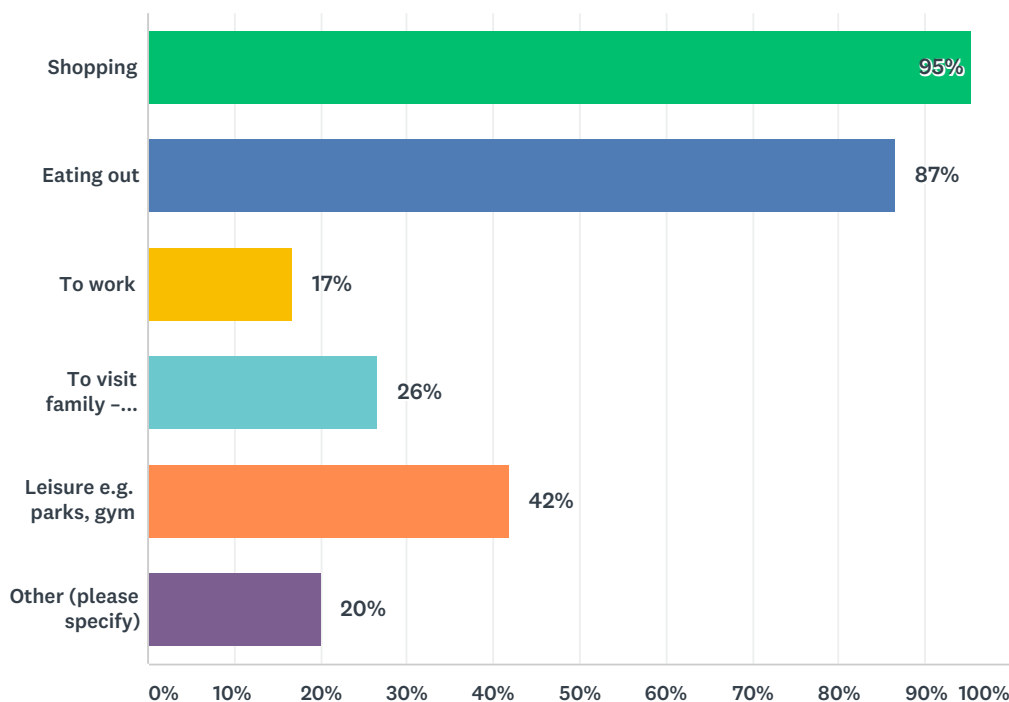
Answered: 578 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	28%	159
Once or twice a week	55%	317
Fortnightly	9%	50
Monthly	4%	22
Occasionally (i.e. less than once a month)	5%	28
Never	0%	2
TOTAL		578

Q5 What do you visit Hitchin Town Centre for? (please tick all that apply)

Answered: 574 Skipped: 4



ANSWER CHOICES	RESPONSES	
Shopping	95%	548
Eating out	87%	497
To work	17%	96
To visit family – friends	26%	152
Leisure e.g. parks, gym	42%	240
Other (please specify)	20%	115
Total Respondents: 574		

#	OTHER (PLEASE SPECIFY)	DATE
1	Pub / Bars Pub/Bars	4/30/2018 7:44 PM
2	Independent shops Market Market, local independent shops	4/30/2018 8:52 AM
3	Health service Doctors, dentist, opticians.	4/29/2018 2:30 PM
4	Meeting friends meeting friends	4/29/2018 11:27 AM
5	Misc. comment I am the owner of MBS LTD trading as StepChange Outsourcing. We occupy the second floor of the Churchgate Centre, providing jobs for over 100 people in Hitchin and the surrounding area.	4/29/2018 10:59 AM
6	Culture / Library Library; Visit events in town square	4/28/2018 8:40 PM
7	Pub / Bars Walk for a walk going to the pub	4/28/2018 3:29 PM
8	Language centre Town centre events Walk Attend classes at the language centre, events in the Market Square such as Carols in the Square, attend a singing group in one of the churches, enjoy the area for walks.	4/28/2018 8:50 AM
9	Town centre events Town centre events.	4/27/2018 3:11 PM

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10	Child activities	Culture / Library	Children's activities / Market Theatre	4/27/2018 2:00 PM	
11	Culture / Library		Library	4/27/2018 11:29 AM	
12	Culture / Library		Library Museum	4/27/2018 10:54 AM	
13	Culture / Library		Library	4/27/2018 10:49 AM	
14	Health service		Doctors Chemist	4/26/2018 7:10 PM	
15	Pub / Bars		Visiting the pubs and bars	4/26/2018 10:17 AM	
16	Walk		Take photos, just walk around, to draw, to read etc.	4/25/2018 11:57 PM	
17	Health service	Pub / Bars	Dentist, Doctors, pub	4/25/2018 6:01 PM	
18	Town centre events		To view events in the Town centre e.g. St Mary's Square	4/25/2018 4:55 PM	
19	Walk		Nice town to wander and browse and visit cafes	4/25/2018 1:27 PM	
20	Child activities		Children's activities	4/25/2018 12:50 PM	
21	Pub / Bars		Pubs	4/25/2018 11:48 AM	
22	Culture / Library	Pub / Bars	Pubs and live music	4/25/2018 11:29 AM	
23	Culture / Library	Pub / Bars	Drinking Live music	4/25/2018 11:27 AM	
24	Banking, Post Office		Banking	4/25/2018 11:24 AM	
25	work		Work on market	4/25/2018 11:14 AM	
26	Banking, Post Office		Post Office	4/25/2018 10:04 AM	
27	Walk		Walking	4/25/2018 8:58 AM	
28	Child activities	Town centre events	Festivals, children's activities	4/25/2018 7:06 AM	
29	Food / Drink		Food & Drink	4/24/2018 5:15 PM	
30	Culture / Library		Library	4/24/2018 3:15 PM	
31	Food / Drink	Hairdresser	Health service	Doctors. Coffee, hair	4/23/2018 12:08 AM
32	Health service		Doctor/dentist	4/20/2018 8:39 AM	
33	Culture / Library		Choir practice	4/19/2018 3:22 PM	
34	Pub / Bars		pubs	4/18/2018 12:11 PM	
35	Market		market	4/18/2018 11:37 AM	
36	Banking, Post Office		Bank	4/18/2018 11:35 AM	
37	Hairdresser		Hairdresser	4/17/2018 9:59 PM	
38	Market		Market	4/17/2018 7:25 PM	
39	Food / Drink		Coffee shops!	4/17/2018 4:30 PM	
40	Sports group		Meeting place for sports groups eg running/cycling clubs	4/16/2018 7:46 PM	
41	Culture / Library		Library. Events in town. Market.	4/13/2018 9:54 PM	
42	Health service	School	Doctors/Dentist/Music School	4/13/2018 11:03 AM	
43	Culture / Library		Library Hitchin Language Centre	4/12/2018 11:18 AM	
44	Culture / Library		Church	4/11/2018 4:19 PM	
45	Health service		Doctors & dentists	4/10/2018 8:38 AM	
46	Hairdresser	Health service	Hairdresser Osteopath	4/9/2018 10:50 AM	
47	Culture / Library		Attend religious device at Hitchin Quaker Meeting House.	4/4/2018 10:04 PM	
48	Walk		Walking	4/4/2018 12:31 PM	
49	Culture / Library	Town centre events	Miscellaneous other reasons (e.g. visiting the library, visiting a community stall in the market square), but mainly shopping.	4/3/2018 3:26 PM	
50	Culture / Library		to visit library	4/3/2018 2:25 PM	
51	Town centre events		I live in Hitchin centre. At weekends we enjoy all the town has to offer.	4/3/2018 12:32 PM	
52	Town centre events		Softplay and play facilities for children; events	4/3/2018 8:23 AM	

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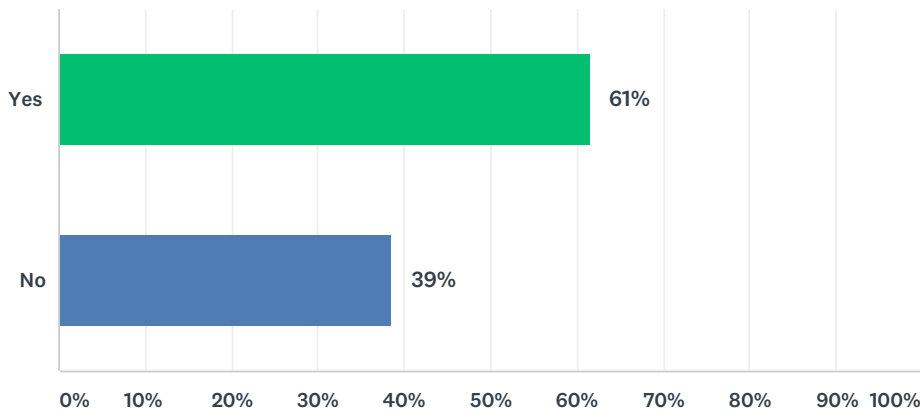
53	Health service	Visit dentist	3/31/2018 10:04 AM			
54	Food / Drink	Coffee shops	3/29/2018 9:46 PM			
55	Culture / Library	Health service	Language centre	Doctor, Dentist, Language lesson, Library	3/29/2018 2:58 PM	
56	Banking, Post Office	Culture / Library	Hairdresser	Language centre	Go to Hitchin Language School, Hitchin Library, (Museum when open) British Schools, Church, Services e.g. Banks, Hairdressers	3/29/2018 2:51 PM
57	Walk	Sight seeing	3/28/2018 12:45 PM			
58	Banking, Post Office	BANK	3/28/2018 10:14 AM			
59	Culture / Library	Theatre	3/27/2018 10:23 PM			
60	Pub / Bars	Visit bars	3/27/2018 9:12 PM			
61	Pub / Bars	visit pubs	3/27/2018 7:26 PM			
62	Market	Market	3/27/2018 7:06 PM			
63	Culture / Library	Church	3/27/2018 6:41 PM			
64	Banking, Post Office	VISITING THE BANKS	3/27/2018 5:18 PM			
65	Hairdresser	Health service	Doctor & dentist & hairdressers	3/27/2018 5:11 PM		
66	Local group / club	Probus Club	3/27/2018 4:50 PM			
67	School	Children's schools	3/27/2018 3:45 PM			
68	Health service	Doctors	3/27/2018 3:19 PM			
69	Culture / Library	Library	3/27/2018 3:09 PM			
70	work	Business	3/26/2018 8:29 AM			
71	Culture / Library	Local group / club	Volunteering at the library, attending meetings of clubs and political party, museum.	3/24/2018 6:57 PM		
72	Town centre events	to see what's happening	3/24/2018 5:31 PM			
73	Banking, Post Office	Culture / Library	Market	Church, Bank and the Market	3/24/2018 4:34 PM	
74	Culture / Library	Attend church and social events.	3/24/2018 11:04 AM			
75	Child activities	Entertain the kids	3/23/2018 10:45 PM			
76	Culture / Library	Bellringing at St. Mary's.	3/23/2018 8:42 PM			
77	Culture / Library	Attending St Mary's Church	3/23/2018 2:29 PM			
78	Walk	Just to have a walk	3/23/2018 1:55 PM			
79	Market	To visit the market Tues Friday Saturday and Sunday	3/22/2018 9:29 PM			
80	Town centre events	Events in the town	3/22/2018 4:19 PM			
81	Culture / Library	Library Food shop Visit post office to collect items Work in cafe Hair cut Visit dentist/optician	3/22/2018 12:50 AM			
82	Meeting friends	Visit friends	3/22/2018 12:27 AM			
83	Pub / Bars	Nights out/drinks	3/22/2018 12:03 AM			
84	Child activities	Children's groups and classes	3/21/2018 11:06 PM			
85	Live in centre	I live in the centre	3/21/2018 9:54 PM			
86	Banking, Post Office	Food / Drink	Banking and post office facilities as well as coffee shops.	3/21/2018 7:40 PM		
87	Misc. comment	Ahhh	3/21/2018 7:13 PM			
88	Culture / Library	music gigs	3/21/2018 6:28 PM			
89	Culture / Library	Church	3/21/2018 5:00 PM			
90	Child activities	Toddler groups, classes and play centres	3/21/2018 4:52 PM			
91	Culture / Library	Library	3/21/2018 12:03 PM			
92	Culture / Library	St Mary's Church	3/21/2018 11:28 AM			
93	Culture / Library	Health service	library, doctor, education, church	3/21/2018 10:37 AM		

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94	Walk	I have a young child so often just wonder into own to get fresh air and browse	3/21/2018 7:15 AM			
95	School	School	3/20/2018 9:27 PM			
96	School	pre school for grand daughter	3/20/2018 9:17 PM			
97	Walk	Walking	3/20/2018 8:28 PM			
98	Banking, Post Office	Culture / Library	Health service	Independent shops	To attend St Mary's Church, visit my Bank and Building Societies, go to optician, dry cleaning and shoe repairs, go to my hairdresser.	3/20/2018 7:50 PM
99	Pub / Bars	Pubs				3/20/2018 7:13 PM
100	Live in centre	I live in Hitchin Town Centre				3/20/2018 7:07 PM
101	Hairdresser	Health service			Dentist, doctor, hairdresser	3/20/2018 7:03 PM
102	Pub / Bars	Nights out/pubs				3/20/2018 6:53 PM
103	Culture / Library				Volunteering at British Schools Museum Visiting library Appointments with dentist, optician, hairdresser etc	3/20/2018 6:41 PM
104	Culture / Library	Health service	Walk		Visit GP, dentist, theatre and to walk the dog.	3/20/2018 6:33 PM
105	Local group / club	Hobbies, singing and knitting.				3/20/2018 6:20 PM
106	Walk	For a walk				3/20/2018 5:46 PM
107	Banking, Post Office	Collect post from the Post Office				3/20/2018 5:28 PM
108	Culture / Library	Church (St Mary's)				3/20/2018 5:14 PM
109	Health service	Town centre events			visit town information office doctor's appts	3/20/2018 5:11 PM
110	Culture / Library				Playgroups, library, feeding the ducks, playgrounds, farmers markets, market and special town centre events.	3/20/2018 4:54 PM
111	Walk	It's a beautiful town to amble round with beautiful buildings				3/20/2018 4:13 PM
112	Pub / Bars	Pubs				3/20/2018 3:53 PM
113	Health service	Visit GP, Opticians and Dentist				3/20/2018 3:27 PM
114	Pub / Bars	Drinking				3/20/2018 2:52 PM
115	Culture / Library	Queen Mother Theatre				3/20/2018 2:27 PM

Q6 When visiting Hitchin, do you currently shop in the Churchgate Centre?

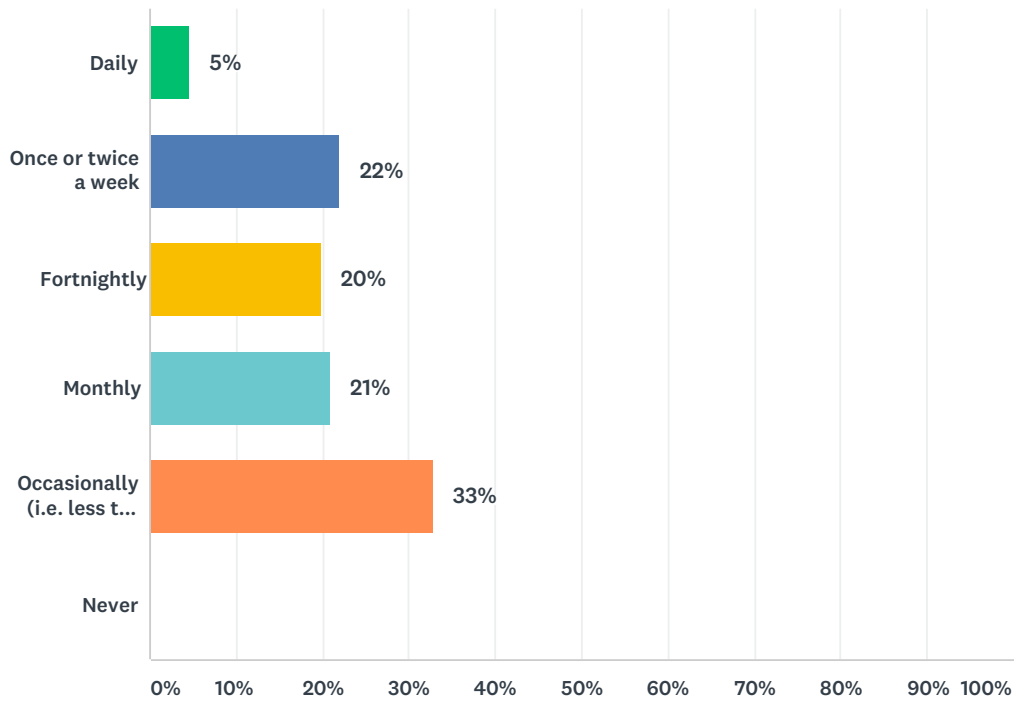
Answered: 571 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	61%	351
No	39%	220
TOTAL		571

Q7 How frequently do you shop in the Churchgate Centre?

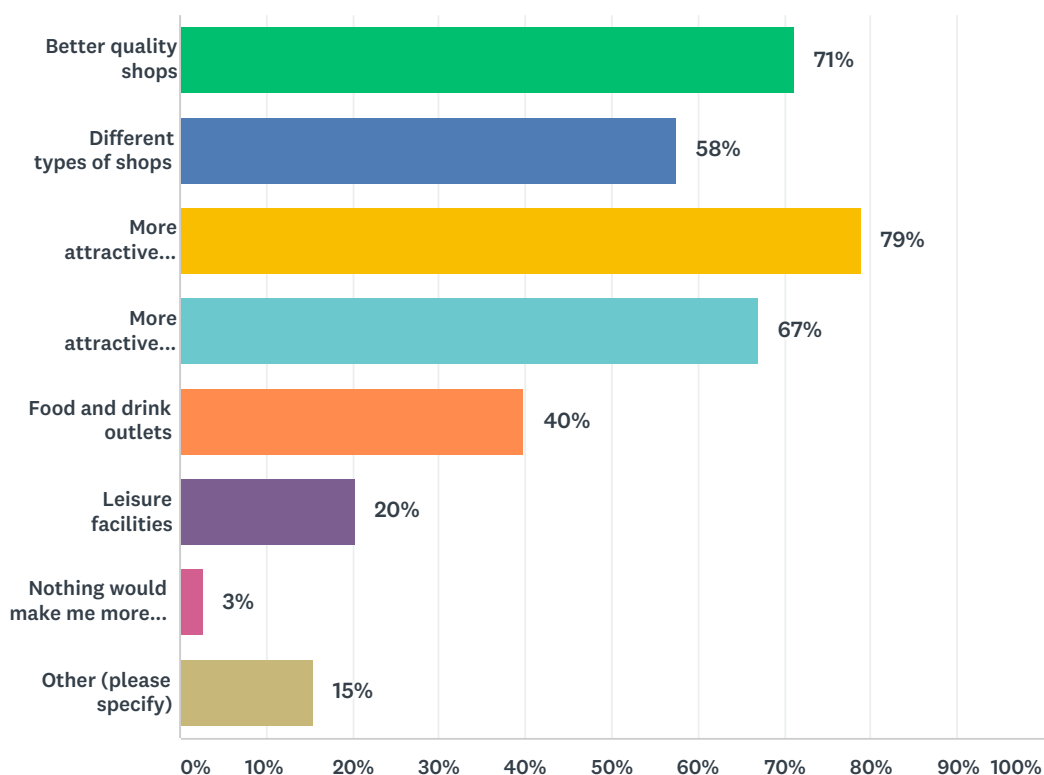
Answered: 354 Skipped: 224



ANSWER CHOICES	RESPONSES	
Daily	5%	16
Once or twice a week	22%	78
Fortnightly	20%	70
Monthly	21%	74
Occasionally (i.e. less than once a month)	33%	116
Never	0%	0
TOTAL		354

Q8 What would make you more likely to visit the Churchgate Shopping Centre or visit more regularly? (please tick all that apply)

Answered: 408 Skipped: 170



ANSWER CHOICES	RESPONSES	
Better quality shops	71%	290
Different types of shops	58%	235
More attractive environment	79%	322
More attractive buildings/ shop fronts	67%	273
Food and drink outlets	40%	162
Leisure facilities	20%	83
Nothing would make me more likely to visit	3%	11
Other (please specify)	15%	63
Total Respondents: 408		

#	OTHER (PLEASE SPECIFY)	DATE
1	Improve appearance Any proposals must improve the appearance of the façade fronting onto the main square. I worry that a 'cheaper' refurbishment will do little in the long run to improve the environment. This needs to be done properly.	4/30/2018 10:12 PM
2	Cinema, theatre small cinema &/or theatre space	4/30/2018 4:04 PM
3	Cinema, theatre Improve appearance A cinema/music venue for all ages, larger M&S Foodhall, lose the market, associated cafe and Iceland, they're unsightly and a stain on the otherwise attractive town centre.	4/29/2018 4:04 PM
4	Cinema, theatre We liked the idea of a small cinema in the previous plan.	4/28/2018 8:45 PM
5	Cinema, theatre cinema	4/28/2018 3:31 PM

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6	Cinema, theatre Independent shops	More shops like Colanders, a bookshop, bring back Clement Joscelyn and possibly some community space (e.g. an art gallery for local artists for mixed media not just paintings), 'another' nice coffee shop. A cinema would be a great addition to Hitchin - more Picturehouse/Screen on the Hill style than multiplex bland style. Continue and reinforce the quality and independent stores Hitchin has.	4/28/2018 9:00 AM
7	Improve appearance	The area is dark and gloomy with little attraction to entice anyone to visit	4/27/2018 3:05 PM
8	Independent shops Market (develop, improve)	There is little incentive to visit this area of the town. Often I overlook the market as a potential source of items I wish to buy as it is poorly laid out with stalls selling similar products (e.g fruit and vegetables or plants) split up across different areas. It would be useful if the market was organised into groups of similar products together. If the market was a better destination I would visit. Churchgate needs to include outlets providing items that cannot easily be sourced on-line - e.g. leisure activities. In the current climate a store where one can bring plastic bottles to re-fill would be useful.	4/27/2018 2:03 PM
9	Child activities Improve appearance Independent shops	Shops for kids, activity centre for kids? Independent shops. galleries, More welcoming shop fronts which you can see in	4/26/2018 3:06 PM
10	Food (diverse)	By food and drink outlets, I do not mean fast food take aways, chain burger or chicken shops.	4/25/2018 10:03 PM
11	Market (develop, improve)	A more vibrant market of a old	4/25/2018 4:57 PM
12	Misc. comment	30/40 years younger	4/25/2018 11:31 AM
13	Improve appearance Market (develop, improve)	Dismal buildings. Not in keeping with Hitchin's lovely architecture. Please please put market back on market square. It could overspill down High Street and would aid the atmosphere. Churchgate is very sad as is present market.	4/25/2018 8:55 AM
14	Improve appearance Market (develop, improve)	The market environment needs to be improved and the public realm, neither currently attract me to shop in this area. There is not the retail demand to justify additional retail space, the occupiers are likely to be local covenants.	4/25/2018 8:47 AM
15	Improve appearance	Currently it looks rough and low end	4/23/2018 12:09 AM
16	Misc. comment	Please don't let Lifestyle go	4/20/2018 8:52 AM
17	Cinema, theatre Independent shops Leisure activities	There are no bowling/mini golf/cinema/arcade/leisure facilities etc for families or young people which means people have to travel outside of Hitchin to spend their money - any of these would be so popular!! There are also no clothes shops aimed at young adults which means we have to go elsewhere to shop e.g. H&M, John Lewis. There are also a lot of Italians - a Cote or a Bills could be a good draw to the town as something different which we don't have. We have a lot of cafes so no more are needed.	4/19/2018 10:50 PM
18	Misc. comment	It depends on the shops I'd need to use, rather than aesthetics	4/19/2018 3:20 PM
19	Food (diverse)	ice cream shop	4/18/2018 12:29 PM
20	Parking (cheaper, easier)	easier parking	4/18/2018 11:28 AM
21	Parking (cheaper, easier)	Easier and more parking	4/18/2018 11:25 AM
22	Misc. comment	Sorry.. but as I currently live in Knebworth, I don't wish or feel, that I should comment about a town I so infrequently visit. Regards, M.E.B.	4/16/2018 7:43 AM
23	Misc. comment	When I do visit the churchgate shopping centre it is to visit the cook shop, Tims or the interior design shop. You call it a centre, but it is more of a walk through	4/15/2018 7:27 PM
24	Improve appearance	Better quality retailers, less tat. Nicer less 1970s units and fittings would improve things. Attract a big name like M&S	4/11/2018 6:24 PM
25	Improve appearance	It's a dump and an eye sore.. I avoid it	4/5/2018 7:27 AM
26	Improve appearance Misc. comment	Etcetera is currently the only attractive shop; it makes a real effort to change it's displays and offer a colourful and appropriate display. WE DO NOT need more food and drink outlets; those that exist find it difficult to make a living. NOR do we need any discount places, such as Dunelm, but a reasonable and attractive outlet for soft furnishings, such as bedding and towels would be welcome to fill the void left by the closing of HAWKINS.	4/3/2018 2:31 PM
27	Independent shops	There are a number of good independent shops that should be retained.	4/3/2018 12:33 PM
28	Child activities Market (develop, improve)	Improved market stalls, more fruit and veg Children activities eg climbing wall, softplay spaces,	4/3/2018 8:26 AM

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29	Cinema, theatre Improve appearance Misc. comment	Churchgate is currently an unattractive and uninspiring facility. It would be great to see the following: - Renovation or reconstruction of the shops and walk-through to create an inviting link between the town centre and market/river - Shrinking and smartening of the market to provide an attractive collection of stalls selling useful produce - Creation of a new public square with seating, planting and possible water feature with interaction for children - Improvement of areas around the river to link these better to the town centre, to make them more inviting to visit and to open up access/viewing of wildlife - Encouragement of home style type shopping and food/drink outlets around the public square - A small cinema - A link added between Bridge Street and this area along the river Hiz	3/31/2018 6:57 AM
30	Market (develop, improve)	More stalls in the market	3/29/2018 6:56 PM
31	Cinema, theatre Market (develop, improve)	A small scale cinema seems absolutely imperative - cinemas are thriving and with the right deal an operator could be attracted. This would anchor a scheme and support the numerous restaurant occupiers in the town centre and more in Churchgate. A cluster of regular shaped mid size retail units appropriate for aspirational fashion would provide something the town is currently unable to offer. A second square/communal area should be kept as small as possible keeping the existing market square for events so not to dilute this focal point of our town. There must be a focus on high quality design.	3/29/2018 9:17 AM
32	Improve appearance	The basic layout is fine and the sixties character should be smartened up rather than made into a pastiche of the Georgian market town. It is an important link between the older areas and the very important market.	3/28/2018 11:33 PM
33	Town layout	Celebrate the river by part naturalising on it's entrance/exit from the area, creating a natural blue corridor through the centre of town.	3/27/2018 7:29 PM
34	Misc. comment	W	3/27/2018 5:51 PM
35	Food (diverse) Town centre events	Arts and Crafts exhibitions and live music. Cooking demonstrations and more Asian food outlets - Japanese, Korean, Chinese, Indonesian, Malaysian restaurants and shops would be an attraction for me.	3/27/2018 4:12 PM
36	Improve appearance Market (develop, improve)	The market is depressing - it if could be regenerated - along the lines of somewhere like Borough Market in London or even like the shops down Sun Street, Bucklersbury or Churchyard then I would definitely visit it. But at present I keep away.	3/27/2018 3:53 PM
37	Cinema, theatre	Cinema	3/24/2018 11:04 PM
38	Cinema, theatre	Would love to have a boutique cinema in this area. This would greatly add to the thriving evening economy of Hitchin.	3/24/2018 11:09 AM
39	Child activities	Kids entertainment	3/23/2018 10:46 PM
40	Misc. comment	Knock it down, start again.	3/23/2018 12:13 AM
41	Improve transport links	Cheaper transport to Hitchin	3/22/2018 9:37 PM
42	Cinema, theatre	Cinema	3/22/2018 9:00 PM
43	Improve appearance	Churchgate is an architectural disgrace. Completely out of place amongst nice historic buildings. Should be demolished completely	3/22/2018 5:36 PM
44	Improve appearance	it is run down and shops are cheap and (sometimes) cheerful. It is not in keeping with the rest of the market town and needs a lot of tlc	3/22/2018 1:06 PM
45	Sunday opening	If shops were open on Sunday	3/22/2018 12:05 AM
46	Improve appearance Independent shops	It currently looks run down and lacks high quality character of the rest of the town. It could become a great little arcade for independents to cluster	3/21/2018 7:41 PM
47	Improve appearance	The area is very grey, not attractive to walk through, shop or eat	3/21/2018 7:01 PM
48	Parking (cheaper, easier)	Reduced/ no parking charges	3/20/2018 10:57 PM
49	Improve appearance Misc. comment	This question is very subjective. Many of the existing shops are great (newsagents, Home ware, kitchen, junk/antiques, rugs), but the centre's uncertain future mean the other shops are always changing and the environment is poor. I live on the south side of hitchin so Churchgate is my natural walk to the square, which is why I know of and like the shops there, but friends in west hitchin only go as far as the square and then loop around via churchyard as churchgate's appearance isn't inviting.	3/20/2018 10:05 PM
50	Cinema, theatre	Cinema	3/20/2018 9:55 PM

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51	Improve appearance Improve toilets	Better public toilet facilities, nicer area around the church and river, improved pavements.	3/20/2018 9:19 PM
52	Market (develop, improve)	Expansion and protection of the market	3/20/2018 8:23 PM
53	Improve appearance Market (develop, improve)	The front of the shopping centre looks run down and some of the shop front also need a face lift. The market area isn't inviting. Some of the stalls look great ie traditional market stalls but some of them look empty and aren't well stocked	3/20/2018 8:22 PM
54	Independent shops	If there was a shop selling bedding, towels and other similar household products i.e. a specialist shop for these items.	3/20/2018 7:53 PM
55	Cinema, theatre	Cinema	3/20/2018 7:14 PM
56	Cinema, theatre	Cinema	3/20/2018 7:14 PM
57	Improve appearance	If only the front of this monstrosity of a building did not stick out into the old Market place an ruin the ancient feel of the area	3/20/2018 5:47 PM
58	Parking (cheaper, easier)	More free short term parking.	3/20/2018 5:30 PM
59	Child activities	Place to go with small children (soft play or similar)	3/20/2018 5:14 PM
60	Improve appearance	It is so dark and gloomy - and the shops don't seem to last. But there are some gems there	3/20/2018 2:28 PM
61	Independent shops	There are two really great shops (Colanders and Etcetera) but the others aren't great.	3/20/2018 2:07 PM
62	Independent shops Parking (cheaper, easier)	Hitchin has a lack of affordable male fashion shops and this is what Churchgate needs, fashion and home shops. What it doesn't need anymore of is coffee shops as the town is already flooded and soon there will be no real shops for people to shop in. Cheaper parking closer to Churchgate would also benefit the town as over the years the shopping center of the town has moved across towards Sainsbury's and Hermitage Road.	3/20/2018 1:40 PM
63	Improve appearance Independent shops	I would visit Churchgate more if there was an immediate improvement in the quality of retailers. Hitchin has always prided itself on the diversity of retail outlets and boutique shopping, with only Churchgate seeming to lag behind. There also needs to be a complete overhaul of the Churchgate frontage, to improve the overall look of the Market Square.	3/20/2018 1:35 PM

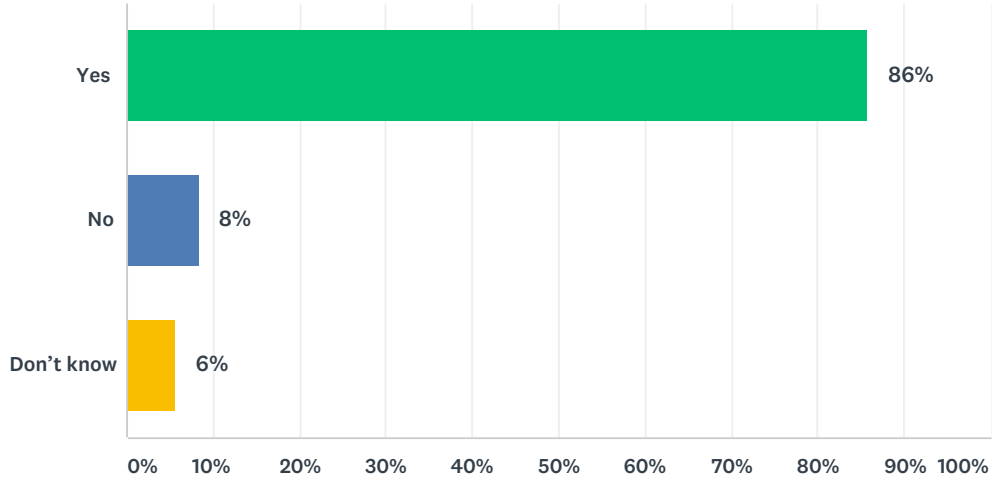
Q9 Please add any comments on why you would not be likely to visit the Churchgate Centre

Answered: 8 Skipped: 570

#	RESPONSES	DATE
1	Churchgate Centre is part of the shopping environment of Hitchin town centre. It is not a destination of itself. By contrast, the market is a destination and it is very sad that a once vibrant focus of the town has become so drab with so little choice.	4/27/2018 10:10 AM
2	Because NHDC have already wasted a six figure sum of money on consultants to no avail so it's a dead duck.	4/25/2018 4:05 PM
3	no need for food and drink outlets	4/18/2018 12:29 PM
4	Please see my answer on Q7.	4/16/2018 7:45 AM
5	Now generally shop online for things available there	4/9/2018 12:08 PM
6	I will always visit churchyard. It has a calming feeling	3/27/2018 8:12 PM
7	I would not make a special journey to visit, but if there for another reason, would look at the shops then	3/27/2018 4:39 PM
8	s	3/25/2018 3:08 PM

Q10 Do you support the idea of regenerating the existing Churchgate Centre to provide improved shop units i.e. updating the existing buildings?

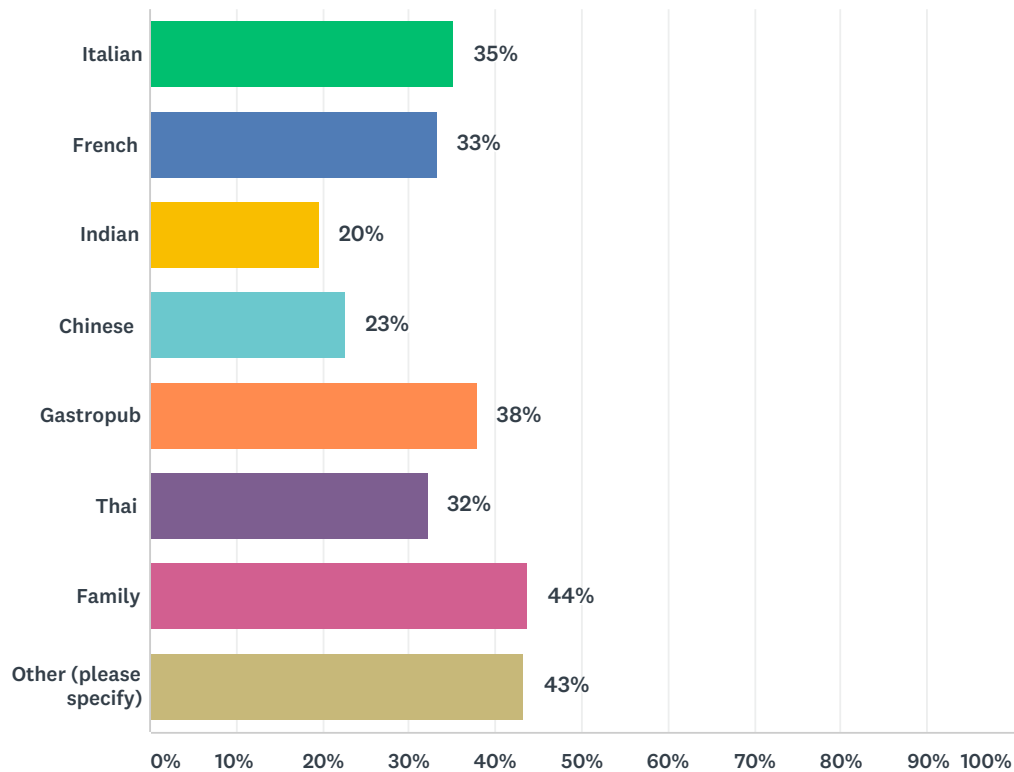
Answered: 559 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	86%	480
No	8%	47
Don't know	6%	32
TOTAL		559

Q11 What type of food and drink outlets would you like to see in a regenerated Churchgate centre? (please tick all that apply)

Answered: 551 Skipped: 27



ANSWER CHOICES	RESPONSES	
Italian	35%	194
French	33%	183
Indian	20%	108
Chinese	23%	124
Gastropub	38%	209
Thai	32%	178
Family	44%	241
Other (please specify)	43%	239
Total Respondents: 551		

#	OTHER (PLEASE SPECIFY)	DATE
1	Vegan / Vegetarian Vegan/Vegetarian	4/30/2018 9:06 PM
2	No more needed I don't think it needs restaurants. Hitchin has plenty. It needs regenerated retail shops	4/30/2018 7:48 PM
3	No more needed not too bothered, already a reasonable selection in the town.	4/30/2018 4:06 PM
4	Misc. comment Quality is the important factor.	4/30/2018 2:11 PM
5	No more needed None - There are sufficient food outlets at this time	4/30/2018 1:05 PM
6	Sushi/Noodles Wagamama	4/30/2018 10:33 AM
7	No more needed None. There are enough eateries in Hitchin.	4/30/2018 8:54 AM

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8	Asian/Middle East	West Indian	4/30/2018 7:28 AM		
9	Cafe / sandwich bar	Independent coffee shop	4/29/2018 4:40 PM		
10	Caribbean	Caribbean	4/29/2018 4:12 PM		
11	Cafe / sandwich bar	Sandwiches/ cafe	4/29/2018 4:04 PM		
12	Vegan / Vegetarian	Mixture of eating places although we have many in the Town Centre already. Vegetarian would be nice.	4/29/2018 11:35 AM		
13	No more needed	None. Hitchin has more than enough food and drink outlets.	4/29/2018 11:20 AM		
14	No more needed	Hitchin already has very good examples of all of these. New examples would find it hard to compete. Perhaps Churchgate needs to become attractive enough for existing businesses to want to relocate to.	4/28/2018 8:47 PM		
15	Independent, not chains	not macDonaldis not chains ie presso etc yes to interdependent food and drink outlets	4/28/2018 3:37 PM		
16	Healthy	Independent, not chains	Vegan / Vegetarian	Prefer independent to chains as will strengthen Hitchin's reputation as a unique place to visit. Also how about a vegetarian/healthy locally sourced food eating place.	4/28/2018 9:10 AM
17	Misc. comment	Mixed	4/27/2018 10:58 PM		
18	Cafe / sandwich bar	Traditional cafe, sandwich bar.	4/27/2018 3:17 PM		
19	Misc. comment	Hitchin is lacking quality food outlets as there too many of the same. Italian, grills etc Just 32 style has disappeared.	4/27/2018 3:11 PM		
20	Healthy	Healthy options.	4/27/2018 2:04 PM		
21	No more needed	None	4/27/2018 11:00 AM		
22	No more needed	None, no need	4/27/2018 10:55 AM		
23	No more needed	Hitchin has enough restaurants.	4/27/2018 10:53 AM		
24	No more needed	More than enough food outlets.	4/27/2018 10:52 AM		
25	No more needed	None	4/27/2018 10:50 AM		
26	Misc. comment	Affordable	4/27/2018 10:10 AM		
27	Misc. comment	None, i love Hitchin exactly as it is and dont want any changes, instead of wasting mi ey on un necessary changes put the money to beter use and provide dog waste bins and reduce my council tax, as a single person on only state pension I have a real issue with such waste full of money projects. Hitchin town is perfect as it is.	4/26/2018 7:14 PM		
28	Misc. comment	Anything that can make a go of it really. It seems beyond the council's responsibility to adjudicate which kind of restaurants and bars can open.	4/26/2018 10:19 AM		
29	Mexican	Mexican	4/26/2018 8:35 AM		
30	Misc. comment	Something original, not another takeaway or typical cut and paste Italian restaurant. Something 'london-like'	4/26/2018 12:00 AM		
31	No more needed	Enough eateries in Hitchen currently without more	4/25/2018 10:28 PM		
32	Bars/Clubs	Decent bars with outside sitting space.	4/25/2018 10:04 PM		
33	Sushi/Noodles	Noodle bar e.g. Wagamama . Tea house	4/25/2018 5:03 PM		
34	No more needed	None	4/25/2018 4:05 PM		
35	Independent, not chains	independant not chain	4/25/2018 1:57 PM		
36	Asian/Middle East	Family-friendly	A larger Japanese restaurant, or anything other than Indian or Italian, we have loads of these! A few more family friendly chains would be good ie Giraffe...	4/25/2018 1:55 PM	
37	Bars/Clubs	A wine bar	4/25/2018 12:14 PM		
38	No more needed	None	4/25/2018 11:55 AM		
39	No more needed	Not bothered	4/25/2018 11:53 AM		
40	No more needed	None, there are already plenty of places to eat/drink in the town.	4/25/2018 11:49 AM		
41	Asian/Middle East	Mediterranean	Singaporean, Greek	4/25/2018 11:28 AM	
42	No more needed	All of the above are available without the need to regenerate Churchgate	4/25/2018 11:21 AM		

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43	No more needed	None - enough restaurants in Hitchin already	4/25/2018 11:18 AM
44	No more needed	None, not needed	4/25/2018 11:14 AM
45	No more needed	Not too bothered about more food & drink outlets	4/25/2018 11:08 AM
46	Bars/Clubs	Micro Brewery	4/25/2018 10:46 AM
47	No more needed	I feel Hitchin has enough eateries. Quality shops with far lower rents are needed. The "owners" are rich enough now!	4/25/2018 8:57 AM
48	Misc. comment	None, the focus should be on retaining the current vibrant local restaurant offer elsewhere in the town and building on Events such as the street food market. The consumer is not driven by national brands types of cuisine but more by the quality of the offer and overall experience.	4/25/2018 8:56 AM
49	Pop-up / Street Food	Streetfood/pop-up shop for different vendors. Rotate on a monthly/regular basis thus creating an opportunity for a vendor to expand their client base and for their to be a reason for regular visitors to try out new types of food.	4/25/2018 8:42 AM
50	Cafe / sandwich bar	Cafe Although I don't think the regeneration should include a food outlet, a cafe would be most appropriate.	4/25/2018 8:39 AM
51	No more needed	None, I feel there is already a wide choice of places to eat and drink in Hitchin.	4/25/2018 8:31 AM
52	Independent, not chains	Sushi/Noodles Wagamama Bills Any independent restaurants	4/25/2018 8:19 AM
53	Misc. comment	We have a lot of food and drink outlets around Hitchin, which is wonderful. So I think we should be looking for good quality shops for the churchgate centre	4/25/2018 8:18 AM
54	Asian/Middle East	Californian; Vietnamese; German; Peruvian	4/25/2018 7:18 AM
55	Independent, not chains	Small independent companies. As a growth from the market for example.	4/24/2018 3:17 PM
56	Misc. comment	This is a rather pointless question - surely the type (if at all) of restaurants will be determined by commercial demand, not by the Council who have no expertise in this area.	4/23/2018 10:42 PM
57	Asian/Middle East	Japanese	4/23/2018 5:03 PM
58	British	English	4/23/2018 12:10 AM
59	Bars/Clubs	Winebar. Hitchin is in dire need of a (good) winebar.	4/20/2018 8:43 AM
60	Sushi/Noodles	Compared to everywhere else, Hitchin is really missing the following restaurants; Bills, Cote Brasserie, The Ivy, Brasserie Blanc, Chiquito (we have no Mexican!) & Wagamama - no cafes or Italians (I love them but we have so many!!). Wagamama especially would be such a big pull to the town as it is a respectful brand, we don't have any big Japanese restaurants here & the nearest wagamamas are St Albans and Cambridge - so we'd have a lot of business from all the near by towns not just our own, which is great	4/19/2018 11:04 PM
61	Independent, not chains	Independent restaurant rather than big chains.	4/19/2018 3:22 PM
62	No more needed	None	4/18/2018 12:29 PM
63	Misc. comment	Not answered	4/18/2018 12:26 PM
64	No more needed	none	4/18/2018 12:21 PM
65	No more needed	none	4/18/2018 12:11 PM
66	No more needed	Hitchin has more than enough	4/18/2018 12:09 PM
67	No more needed	None Hitchin has too many	4/18/2018 12:04 PM
68	No more needed	None, far too many now	4/18/2018 11:53 AM
69	No more needed	None	4/18/2018 11:38 AM
70	No more needed	No more please	4/18/2018 11:35 AM
71	No more needed	we have enough restaurants in Hitchin	4/18/2018 11:33 AM
72	No more needed	None	4/18/2018 11:31 AM
73	No more needed	None	4/18/2018 11:28 AM
74	No more needed	None	4/18/2018 11:25 AM
75	Misc. comment	There are currently plenty of places to eat in Hitchin. Not sure this is a good enough reason to spend money regenerating churchgate.	4/17/2018 10:37 PM

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76	Cafe / sandwich bar	Light refreshment sandwich/deli bar	4/17/2018 6:54 PM
77	No more needed	None we have enough	4/17/2018 5:03 PM
78	No more needed	I think Hitchin has a great selection of eateries as it is. I dont think this area needs more..!	4/17/2018 2:41 PM
79	Misc. comment	Don't think it matters as long as the food is good	4/17/2018 12:26 PM
80	No more needed	None - there are a huge number of good food & drink outlets already	4/16/2018 12:49 PM
81	Vegan / Vegetarian	Wholefood/vegan/vegetarian - healthy!	4/12/2018 11:28 AM
82	Asian/Middle East	Funky modern Street food Lebanese..eg comptoir libanais	4/11/2018 9:55 PM
83	Asian/Middle East British Burger/Steak House Sushi/Noodles	Decent sushi restaurant, high quality British, Vietnamese like Pho, steak house	4/11/2018 6:26 PM
84	Mexican	Mexican/Latin American	4/11/2018 4:25 PM
85	No more needed	None are needed. Reduce the rents to encourage more diverse traders instead.	4/11/2018 1:21 PM
86	Misc. comment	I don't mind what type of food, just want to be in a well decorated, pleasant environment	4/11/2018 1:02 PM
87	Misc. comment	Anything that Hitchin hasn't already got - e.g. Vietnamese, North African, seafood, modern British, Korean etc. We have loads of Italian places already, so not another one of those.	4/11/2018 12:23 PM
88	Vegan / Vegetarian	Vegetarian, Vegan, Healthy	4/11/2018 11:35 AM
89	No more needed	No more good outlets for heaven's sake Hitchin has too many already !!!!	4/9/2018 10:04 PM
90	Independent, not chains	Local independents specialising more in local products. We already have a plethora of restaurants in Hitchin and a lot of empty units why do we need more?	4/7/2018 8:52 AM
91	No more needed	Do we really need more food and drink outlets? Surely we have enough already.	4/6/2018 4:10 PM
92	Misc. comment No more needed	There's plenty of food outlets in town,don't need more, but good wheelchair accessible might help, as many are old places which can't be accessed	4/6/2018 12:55 PM
93	Vegan / Vegetarian	Mid-eastern Vegan	4/6/2018 11:26 AM
94	Burger/Steak House	Decent burger restaurant	4/5/2018 8:53 PM
95	Sushi/Noodles	Sushi	4/5/2018 1:20 PM
96	Asian/Middle East	Mongolian	4/5/2018 12:49 PM
97	No more needed	Doesn't need any, plenty down the road in Sun street.	4/5/2018 8:28 AM
98	Sushi/Noodles	sushi	4/4/2018 11:58 PM
99	No more needed	None, there are plenty of places to eat and drink in Hitchin already.	4/4/2018 10:09 PM
100	No more needed	I don't think more food outlets are required.	4/4/2018 7:33 PM
101	Sushi/Noodles	Sushi	4/4/2018 5:00 PM
102	High quality	It is the quality of what is on offer that is important - not the type of outlet. If everyone says they want an Italian and the quality of the food and customer service is dreadful, what does that achieve?	4/4/2018 2:15 PM
103	No more needed	No more; Hitchin has too many	4/4/2018 9:39 AM
104	Vegan / Vegetarian	Healthy food (possibly vegetarian / vegan).	4/3/2018 3:30 PM
105	No more needed	None at all; Hitchin has a sufficiency of food outlets	4/3/2018 2:35 PM
106	Misc. comment	Just good well planned spaces for food and with a better outlook than currently present. We have a diverse food community so it will be whatever is in demand	4/3/2018 8:31 AM
107	Asian/Middle East	Japanese	4/3/2018 8:15 AM
108	Misc. comment	No coffee only shops	4/2/2018 8:56 PM
109	No more needed	None	3/31/2018 9:39 PM
110	Misc. comment	All	3/30/2018 12:05 PM
111	Misc. comment	the charity shops currently in the Churchgate Arcade need to be replaced by other businesses that bring shoppers to the Arcade and the rest of Hitchin	3/30/2018 11:52 AM

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112	No more needed	None	3/29/2018 10:42 PM		
113	Misc. comment	Not sure	3/29/2018 9:48 PM		
114	Burger/Steak House	Cafe / sandwich bar Independent, not chains	Tea shops Small independent Burgers Chips	3/29/2018 6:59 PM	
115	No more needed	None - Hitchin has more than enough restaurants, coffee shops etc already		3/29/2018 3:01 PM	
116	High quality	Misc. comment	A cinema anchoring the scheme may support further restaurants. The above list is outdated the importance is not the cuisine but the quality of operator.		3/29/2018 9:25 AM
117	No more needed	Non. There are enough elsewhere in the town.		3/28/2018 11:35 PM	
118	Cafe / sandwich bar	Vegan / Vegetarian	Tea room/cafe or vegetarian		3/28/2018 12:39 PM
119	No more needed	There are more than sufficient food and drink outlets in the town and I feel that a better variety of shops would be more beneficial.		3/28/2018 12:27 PM	
120	No more needed	None there are plenty a,ready in the town.		3/28/2018 11:28 AM	
121	Cafe / sandwich bar	Upmarket sandwich/lunch place - like Chili B		3/28/2018 8:29 AM	
122	No more needed	We already have enough of these in the town		3/28/2018 3:14 AM	
123	No more needed	None. There are already enough food and drink outlets in the surrounding area.		3/28/2018 12:52 AM	
124	European	Anglofrench		3/27/2018 10:27 PM	
125	No more needed	I don't think we need any more restaurants, we have enough!		3/27/2018 7:50 PM	
126	Asian/Middle East	Vegan / Vegetarian	I live just a few minutes.from the town centre and rarely eat out, but a good vegetarian reastaurant might tempt me occasionally. Otherwise, a Japanese restaurant with a varied selection of non meat dishes would be interesting.		3/27/2018 7:47 PM
127	Misc. comment	no preference		3/27/2018 7:29 PM	
128	Misc. comment	I believe that Hitchin in well supported in all eating establishments and that adding more will have a detrimental effect on those currently trying to make a living there.		3/27/2018 7:08 PM	
129	No more needed	I think there are enough food and drink outlets in the town centre already		3/27/2018 6:59 PM	
130	No more needed	No more food or coffee shops please.		3/27/2018 6:59 PM	
131	British	English		3/27/2018 6:44 PM	
132	No more needed	Not bothered, There are plenty of eateries already in Hitchin.		3/27/2018 5:59 PM	
133	No more needed	None		3/27/2018 5:51 PM	
134	No more needed	NONE THERE IS ENOUGH FOOD OUTLETS THERE ALREADY IN HITCHIN WE DONT NEED MORE		3/27/2018 5:21 PM	
135	Sushi/Noodles	Wagamamma		3/27/2018 5:16 PM	
136	High quality	Fine dining		3/27/2018 5:10 PM	
137	Independent, not chains	Independants, cafes		3/27/2018 4:26 PM	
138	Asian/Middle East	Korean, Indonesian, Malaysian and Japanese food outlets please.		3/27/2018 4:24 PM	
139	Independent, not chains	Independent outlets rather than chains. Hermitage Road has a lot of independents like the Deli and I feel shops similar to that would really improve the market area.		3/27/2018 3:54 PM	
140	Cafe / sandwich bar	Modern coffee shops		3/27/2018 3:49 PM	
141	Asian/Middle East	Middle eastern		3/27/2018 3:48 PM	
142	Bars/Clubs	bars or clubs, lunch venues or seating.		3/27/2018 3:33 PM	
143	British	Modern british		3/26/2018 5:07 PM	
144	Caribbean	Mediterranean	Mexican	Mexican,Mediterranean,Karibbean and afro food.	3/26/2018 8:35 AM
145	Mexican	Mexican		3/25/2018 8:43 PM	
146	Asian/Middle East	Japanese		3/25/2018 7:31 PM	
147	No more needed	NONE HITCHIN IS FULL OF THEM!		3/24/2018 11:07 PM	
148	Healthy	Healthy food!		3/24/2018 9:44 PM	

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149	No more needed	None needed.	3/24/2018 7:01 PM
150	Dessert	Pancakes	3/23/2018 8:45 PM
151	Asian/Middle East	Something different, pop up restaurants, Cambodian, African, middle Eastern.	3/23/2018 2:37 PM
152	No more needed	None - we have enough restaurants in Hitchin!	3/23/2018 2:32 PM
153	Misc. comment	Additional food and drink outlets in the town are not required, especially branded chains. We need a good selection of shops	3/23/2018 1:59 PM
154	Pop-up / Street Food	Flexible pop up restaurants/cafes could also be interesting, without the unit conversion/ outlay.	3/23/2018 11:21 AM
155	Vegan / Vegetarian	Vegetarian or vegan	3/23/2018 10:54 AM
156	No more needed	Any; Hitchin already has a variety of everything.	3/23/2018 9:49 AM
157	Pop-up / Street Food	Street food	3/23/2018 5:47 AM
158	Sushi/Noodles	Asian style noodle restaurant similar to Wagamama.	3/22/2018 10:53 PM
159	No more needed	None we have sufficient restaurants in the town	3/22/2018 9:33 PM
160	No more needed	I think there are enough eating establishments in Hitchin already	3/22/2018 9:04 PM
161	Family-friendly	Not enough family food eateries in hitchin and often go out if town	3/22/2018 7:56 PM
162	Asian/Middle East	Bars/Clubs Turkish, Vietnamese, upmarket bar/pub	3/22/2018 4:23 PM
163	No more needed	None - why eat in Churchgate when theres plenty of other nice areas to eat in ?	3/22/2018 2:15 PM
164	Misc. comment	anything - btw in Q9 above you did not give the option to demolish and rebuild, which would be my preferred option	3/22/2018 1:08 PM
165	Burger/Steak House	Independent, not chains Mexican Vegan / Vegetarian 50s diner Independents Vegetarian/vegan Vietnamese Mexican Upmarket burgers	3/22/2018 12:56 AM
166	No more needed	We have enough food outlets in the town already	3/22/2018 12:30 AM
167	No more needed	We have enough as it is!	3/22/2018 12:15 AM
168	No more needed	There are plenty of restaurants in Hitchin. I wouldn't want to see anymore chain restaurants & would be more concerned about the restaurants that are already there, surviving. Especially considering the largely weekend trade & few people eating out during the week...	3/22/2018 12:09 AM
169	Cafe / sandwich bar	Cafe/sandwich shops. Burritos.	3/21/2018 11:51 PM
170	Burger/Steak House	Steak Tapas	3/21/2018 9:52 PM
171	Asian/Middle East	Japanese	3/21/2018 8:58 PM
172	Misc. comment	It's upto the market to decide what type of outlet goes there. Council needs to get on and ensure an attractive town centre, reasonable rates and ease of access.	3/21/2018 7:53 PM
173	No more needed	Not sure if more food and drink outlets are necessarily needed given the amount there already are in immediate surrounding area	3/21/2018 7:45 PM
174	Misc. comment	Not prescriptive, but good quality	3/21/2018 7:03 PM
175	Misc. comment	Modern European	3/21/2018 6:24 PM
176	No more needed	None particularly there are plenty outlets in the town	3/21/2018 5:50 PM
177	Bars/Clubs	Healthy there are currently lots of family restaurants and cafe's in the town. Perhaps some more bars, healthy cafes/juice bars.	3/21/2018 5:20 PM
178	Misc. comment	Not really bothered about food outlets - I'm more interested in making what's there look better.	3/21/2018 4:31 PM
179	Independent, not chains	Any/all, preferably independent & ethical	3/21/2018 4:08 PM
180	No more needed	None, hitchin has enough restaurants	3/21/2018 3:21 PM
181	Sushi/Noodles	Noodle bar	3/21/2018 1:28 PM
182	Independent, not chains	More of the same type of independent businesses	3/21/2018 11:55 AM
183	No more needed	Not convinced that we need yet more places to eat	3/21/2018 10:38 AM
184	Sushi/Noodles	Wagamama	3/21/2018 10:25 AM

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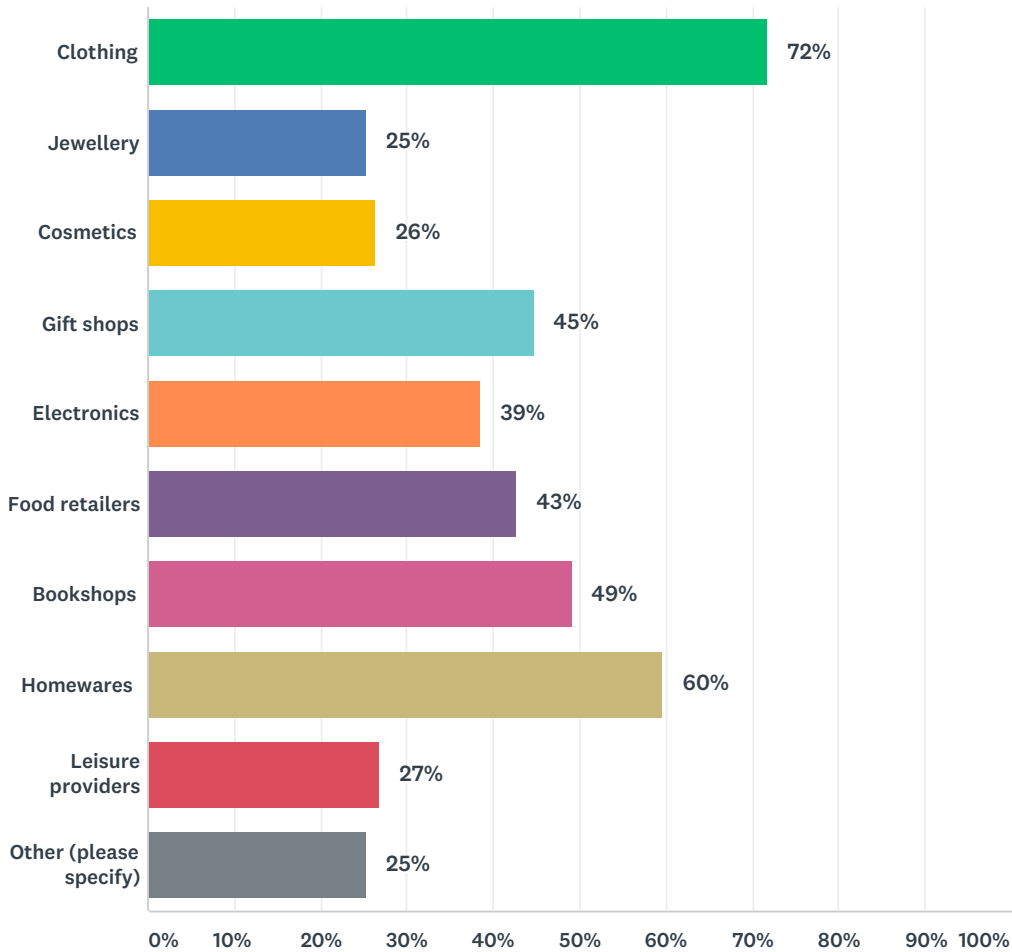
185	Misc. comment	I think we already have a lot of choice but perhaps the above suggestions.	3/21/2018 9:56 AM
186	Misc. comment	I don't think this area lends itself to food and drink outlets, just some decent shops and a general improved environment to compliment what exists today in Sun St etc.	3/21/2018 8:19 AM
187	Misc. comment	Something different and not another chain restaurant or bar!	3/21/2018 7:40 AM
188	Independent, not chains	Buggy friendly places with an independent feel similar to the beach house in St Albans.	3/21/2018 7:22 AM
189	No more needed	We have enough food shops... no more required. Focus on shops	3/21/2018 12:31 AM
190	No more needed	There is already far too many in the town	3/20/2018 11:29 PM
191	Pop-up / Street Food	Something different to what is currently on offer in the town. Pop up restaurants? Peruvian etc	3/20/2018 11:21 PM
192	Misc. comment	AN	3/20/2018 11:21 PM
193	Mexican	Mexican	3/20/2018 11:20 PM
194	Independent, not chains	This is a major risk with the scheme. Commercial developers with no link to the town would like national chains with strong balance sheets but that risks turning this part of hitchin into a homogeneous 'town centre' with a Nando's, chicuitos etc. The more independent restaurants the better.	3/20/2018 10:17 PM
195	British	British,	3/20/2018 9:23 PM
196	No more needed	None, Hitchin has enough places to eat and drink	3/20/2018 8:28 PM
197	No more needed	None necessary, Hitchin has plenty	3/20/2018 8:25 PM
198	Sushi/Noodles	Wagamama Browns All Bar One	3/20/2018 8:16 PM
199	No more needed	None. We already have too many of these establishments in Hitchin.	3/20/2018 7:55 PM
200	Asian/Middle East	Lebanese	3/20/2018 7:28 PM
201	Burger/Steak House	Steakhouse	3/20/2018 7:15 PM
202	No more needed	Oh Please.. not more food and drink outlets, also no outlets allowed late drinking licences, we have enough trouble in the town with drunks and fighting on a Friday/Saturday night...it would do those charged with making such foolish decisions about licensing hours..to come to Hitchin Town after midnight at weekends...	3/20/2018 7:13 PM
203	Asian/Middle East	Japanese	3/20/2018 7:06 PM
204	No more needed	We already have plenty of places to eat in Hitchin	3/20/2018 6:57 PM
205	Independent, not chains	Independent stores	3/20/2018 6:45 PM
206	Misc. comment	Loaded question, don't understand why you're asking this	3/20/2018 6:44 PM
207	Family-friendly	Any that compliment what already exists. We have Italian, Indian and Chinese what about the many others? Preferably, all restaurants need to have an element of being family friendly.	3/20/2018 6:43 PM
208	No more needed	None, we have plenty	3/20/2018 6:26 PM
209	Misc. comment	Something different to what already exists in Hitchin	3/20/2018 6:01 PM
210	No more needed	Not really interested in food outlets	3/20/2018 5:49 PM
211	Misc. comment	Any. You cannot dictate the type of food and drink retailer	3/20/2018 5:34 PM
212	Independent, not chains	Local, rather than chain. Don't really mind the nationality of the cuisine.	3/20/2018 5:24 PM
213	No more needed	None	3/20/2018 5:20 PM
214	Chicken / meat	Barbecue	3/20/2018 5:19 PM
215	Chicken / meat	Nando's	3/20/2018 5:16 PM
216	Misc. comment	Rather fanciful question, n'est-ce pas? the 'business market' will decide, not us!	3/20/2018 5:15 PM
217	No more needed	Don't see the news for more food and drink outlets	3/20/2018 5:08 PM
218	Bars/Clubs	Wine bar	3/20/2018 5:08 PM

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219	Misc. comment I think it is also about providing a space for people to sit out particularly in the summer and watch the world go by. A good example of this would be the spaces that have been created in Kings Cross as part of that regeneration project. I appreciate they are different budgets but it should act as a good draw on inspiration	3/20/2018 5:05 PM
220	Dessert Mexican Sushi/Noodles Wagamama, Wahaca, Hotel Chocolate and also local run establishments	3/20/2018 4:58 PM
221	No more needed I think Hitchin already has plenty of food outlets	3/20/2018 4:53 PM
222	No more needed Plenty of choice already elsewhere in the town centre	3/20/2018 4:38 PM
223	No more needed No more food outlets required	3/20/2018 4:17 PM
224	British Nice fish and chip shop with attractive seating to eat in as well as take away, unlike the current greasy spoon there	3/20/2018 4:16 PM
225	Sushi/Noodles Wagamama Bills	3/20/2018 3:54 PM
226	No more needed We don't need MORE eating places here. We have plenty of them.	3/20/2018 3:35 PM
227	No more needed None we have more than enough in Hitchin currently.	3/20/2018 3:29 PM
228	Sushi/Noodles Japanese	3/20/2018 3:22 PM
229	Burger/Steak House Sushi/Noodles Wagamama's, Byron's etc. A mix of independent and excellent chains	3/20/2018 3:16 PM
230	No more needed We've got plenty of restaurants and cafes already. I'd rather see local independent shops.	3/20/2018 3:09 PM
231	No more needed None there are enough cafes	3/20/2018 2:58 PM
232	Asian/Middle East Korean	3/20/2018 2:47 PM
233	Asian/Middle East Japanese	3/20/2018 2:43 PM
234	Pop-up / Street Food Sushi/Noodles Something that adapts to successful Hitchin streetfood. Also a wagamama's type chains may bring in more interest	3/20/2018 2:42 PM
235	No more needed Vegan / Vegetarian Preferably none, we have more than enough in town already. However if we must have a food outlet then I would prefer it to be vegetarian/vegan as there is not great provision for these diets in the existing outlets.	3/20/2018 2:42 PM
236	High quality Anything as long as it has quality and style! Can be cheap and cheerful or Michelin Star	3/20/2018 2:32 PM
237	No more needed none we have enough in town already	3/20/2018 1:58 PM
238	No more needed I wouldn't, turning Hitchin in to a gastro centre with coffee shops and cafes is killing trade for shops as people come to drink and eat rather than shop.	3/20/2018 1:41 PM
239	Misc. comment I think it's important they're not fast food take outs as we already have them in plentiful supply in Hitchin. A variety of eat-in restaurants would work well in a regenerated Churchgate.	3/20/2018 1:41 PM

Q12 What sort of retailers would you like to see in a regenerated Churchgate Centre? (please tick all that apply)

Answered: 555 Skipped: 23



ANSWER CHOICES	RESPONSES	
Clothing	72%	398
Jewellery	25%	141
Cosmetics	26%	146
Gift shops	45%	249
Electronics	39%	214
Food retailers	43%	237
Bookshops	49%	273
Homewares	60%	331
Leisure providers	27%	149
Other (please specify)	25%	140
Total Respondents: 555		

#	OTHER (PLEASE SPECIFY)	DATE
1	Independent/markets indie shops on an affordable rent feels right	4/30/2018 4:06 PM

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2	Independent/markets	Independent	4/30/2018 10:33 AM
3	Toys/games shop	Toy shop would be useful.	4/29/2018 9:30 PM
4	Supermarket/food	Butchers as we only have one other in town centre	4/29/2018 2:33 PM
5	Charity Shops Clothes Shops Supermarket/food Toys/games shop	departmental store would be nice - What is happening to Hawkin's empty premises	4/29/2018 11:35 AM
6	Independent/markets	Since Eric T Moore closed, Hitchin lacks a really good independent/secondhand bookshop.	4/28/2018 8:47 PM
7	Independent/markets	Try to make hitchin different from other towns cinema independent one not big chain independent outlets or small chains not M&S, Tesco, Sainsbury etc davids book shop	4/28/2018 3:37 PM
8	Cinema	A range is always good. A cinema (along the lines of an arts picturehouse) would be a great addition and environmentally friendly as local people could walk rather than have to drive to another town. Also consider an outlet promoting sustainable and environmentally friendly living.	4/28/2018 9:10 AM
9	Misc.Comment	Retail needs to be something that is not easily available on line.	4/27/2018 2:04 PM
10	Supermarket/food	Newsagent, fish and chip shop.	4/27/2018 10:52 AM
11	Misc.Comment	All	4/27/2018 10:10 AM
12	Misc.Comment	None, please see previous answer	4/26/2018 7:14 PM
13	Music/Art Shops	Antiques	4/26/2018 6:10 PM
14	Toys/games shop	game centre for kids? teenagers?	4/26/2018 3:08 PM
15	Misc.Comment	See above.	4/26/2018 10:19 AM
16	Misc.Comment	none	4/25/2018 4:05 PM
17	Clothes Shops	Children's clothing	4/25/2018 1:55 PM
18	Music/Art Shops	Musical instrument shops	4/25/2018 1:30 PM
19	Misc.Comment	All of the above are available without the need to regenerate Churchgate	4/25/2018 11:21 AM
20	Supermarket/food	Newsagent, food retailer i.e. Iceland	4/25/2018 11:18 AM
21	Doctors/Chemist	A doctors' surgery so all the people eating food can be attended to	4/25/2018 11:14 AM
22	Music/Art Shops	Music	4/25/2018 11:08 AM
23	Misc.Comment	This will be demand led, but I would resist a move to a discount led offer.	4/25/2018 8:56 AM
24	Independent/markets	I'd like to see local shops, like Brighton's London Road Indoor Market regeneration	4/25/2018 8:39 AM
25	Independent/markets	Some good independent stores.	4/25/2018 8:18 AM
26	Cinema Clothes Shops Good Quality Independent/markets Supermarket/food	Cinema please. Fishmongers would be brilliant. Department store such as John Lewis, Schuh, or independent retailers	4/25/2018 7:18 AM
27	Independent/markets	Small independent companies.	4/24/2018 3:17 PM
28	Misc.Comment	This is a rather pointless question - surely the type and number of retailers will be determined by commercial demand, not by the Council who have no expertise in this area.	4/23/2018 10:42 PM
29	Clothes Shops	Kids clothing	4/23/2018 8:33 PM
30	Misc.Comment	Fabric and haberdashery	4/23/2018 12:10 AM
31	Charity Shops Independent/markets	Charity shops, secondhand shops	4/22/2018 1:59 PM
32	Music/Art Shops	Guitar shop	4/20/2018 8:56 AM
33	Independent/markets	Independents rather than the chains, ideally	4/20/2018 8:43 AM
34	Clothes Shops	As I stated before we have no clothes shops aimed at teenagers or young adults, this is such a shame as we have to travel to Welwyn Garden City, Stevenage or other towns to spend money which could be spent in Hitchin. This also makes young people less likely to stay in Hitchin which is not good. Clothes shops which Hitchin is lacking are for example; H&M, River Island & John Lewis (JL would be perfect as most demographics could shop there & it would improve the image of the town as well as bringing business here)	4/19/2018 11:04 PM
35	Cinema Family Friendly	things for families and teenagers to use - cinema / bowling	4/18/2018 12:19 PM

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36	Misc.Comment	none	4/18/2018 12:11 PM			
37	Misc.Comment	No good having more shops without car parking	4/18/2018 12:09 PM			
38	Misc.Comment	None the town has enough	4/18/2018 12:04 PM			
39	Misc.Comment	anything	4/18/2018 11:38 AM			
40	Misc.Comment	Again, all of these are available throughout Hitchin. Not sure its a big enough draw to redevelop Churchgate.	4/17/2018 10:37 PM			
41	Misc.Comment	None we already have enough	4/17/2018 5:03 PM			
42	Misc.Comment	It needs to complement what is already available in Hitchin	4/17/2018 12:26 PM			
43	Cinema	Cinema	4/16/2018 12:49 PM			
44	Misc.Comment	See my answer to Q7	4/16/2018 7:45 AM			
45	Independent/markets	Music/Art Shops	I visit Lifestyle, the antique shop regularly and think it would be good to retain antique style shops to build on historical, independent culture in Hitchin	4/13/2018 11:05 AM		
46	Independent/markets	Vegan/Vegetarian	Independant Wholefood/vegetarian Local produce Artisan produce	4/12/2018 11:28 AM		
47	Bar	Independent/markets	Independent craft and gifts Tiger Cool bar	4/11/2018 9:55 PM		
48	Misc.Comment	Zero waste/recycled/green/fair trade stockists	4/11/2018 4:25 PM			
49	Misc.Comment	DIY, tools, hobby/craft - but, please no more nail-bars, hairdressers or tattoo shops!	4/11/2018 12:23 PM			
50	Toys/games shop	Game stores both video and tabletop	4/11/2018 11:35 AM			
51	Misc.Comment	Less boutique overpriced clothing and more high street middle priced stores, stop catering for just the overly wealthy or too more money than sense I should say!!	4/9/2018 10:04 PM			
52	Misc.Comment	Retailers are shrinking their store estates, why do we want to create potentially more empty units in the town. A cinema has been mooted in the past but not more shops please!	4/7/2018 8:52 AM			
53	Misc.Comment	No preference	4/7/2018 8:16 AM			
54	Independent/markets	Independent shops all and anything	4/6/2018 12:55 PM			
55	Charity Shops	Clothes Shops	Supermarket/food	Toys/games shop	Department store	4/6/2018 7:40 AM
56	Cinema	small cinema	4/4/2018 11:58 PM			
57	Misc.Comment	I might like to see these types of retailers in Hitchin but unless the retailer provides the goods and services in a way that I like, whatever the Churchgate Centre looks like it will not attract me to shop there.	4/4/2018 2:15 PM			
58	Independent/markets	Would be lovely to keep some kind of outlet that is similar to the current second-hand emporium. Perhaps with more 'pop up' booths for local crafters or small businesses	4/3/2018 8:21 PM			
59	Misc.Comment	(1) A shop that provides a service of being a recipient point for parcels and allowing people to collect them at a convenient time; (2) a shop that provides products that help with sustainable living.	4/3/2018 3:30 PM			
60	Clothes Shops	Provided the clothing was of a higher standard than currently available; something for the more mature and discerning shopper would be welcome.	4/3/2018 2:35 PM			
61	Doctors/Chemist	Chemist	4/2/2018 8:56 PM			
62	Clothes Shops	Ladies and gents outfitters	3/31/2018 9:39 PM			
63	Good Quality	Independent/markets	A selection of Small Good quality shops	3/30/2018 11:52 AM		
64	Independent/markets	retain small units for independent traders	3/30/2018 10:56 AM			
65	Misc.Comment	None	3/29/2018 10:42 PM			
66	Misc.Comment	Any of the above	3/29/2018 9:48 PM			
67	Independent/markets	Music/Art Shops	Toys/games shop	Toys, hardware, garden, cut flowers, bakers, crafts, art. Non chain, where possible	3/29/2018 6:59 PM	
68	Independent/markets	I think a variety of local independent shops would be in keeping with the style of the town.	3/29/2018 3:01 PM			
69	Clothes Shops	Toys/games shop	Shoe shop, Toy shop, Luggage shop	3/29/2018 2:59 PM		

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70	Clothes Shops Good Quality	All of the above but the focus must be to attract something the town cannot currently offer - leisure and more aspirational fashion.	3/29/2018 9:25 AM
71	Independent/markets	Local produce and craft outlets	3/28/2018 11:35 PM
72	Supermarket/food	Greengrocer/butcher/fishmonger/hardware shop	3/28/2018 12:39 PM
73	Toys/games shop	Children's toy shop	3/28/2018 3:14 AM
74	Music/Art Shops	Would like to see an art shop/ gallery or something creative. Possibly a wool/craft shop.	3/27/2018 7:50 PM
75	Misc.Comment	The market itself is in a state of decline, which I regret; whether making this more attractive would help I don't know, but it seems quite desolate at present.	3/27/2018 7:47 PM
76	Misc.Comment	no preference	3/27/2018 7:29 PM
77	Misc.Comment	Some metre sting shops would be nice.. they also need to something with the market that has slowly become more and more empty.. doesn't look very appealing to visit the area is empty and full of concrete not very appealing to the eye.	3/27/2018 6:59 PM
78	Supermarket/food	Plastic free supermarket, greengrocer, fishmonger, butcher, farmers market	3/27/2018 6:44 PM
79	Sports	Roller skating Exercise classes Games arcade	3/27/2018 6:31 PM
80	Clothes Shops	With Hawkins gone a clothes shop for the older shopper would be nice.	3/27/2018 5:59 PM
81	Clothes Shops	classic clothes for the mature lady	3/27/2018 5:16 PM
82	Supermarket/food	Specialist food retailers	3/27/2018 5:10 PM
83	Clothes Shops Independent/markets	Men's clothing. Gift shops for tourism	3/27/2018 4:26 PM
84	Clothes Shops	I would like to see a variety of clothing outlets, not just the standard high street ones - boho and vintage fusion, and Legging shops (with a difference) like Calzedonia and Lotus Leggings.	3/27/2018 4:24 PM
85	Independent/markets	Independent shops	3/27/2018 3:54 PM
86	Music/Art Shops	Art from world over	3/26/2018 8:35 AM
87	Independent/markets	Any independent retailers	3/26/2018 8:12 AM
88	Independent/markets	Independent boutique	3/25/2018 8:43 PM
89	Independent/markets	Boutique	3/25/2018 7:31 PM
90	Misc.Comment	I really hope that the successful shops in Churchgate will not be disrupted or have rates/rent bumped up so that they go out of business as others have.	3/24/2018 7:01 PM
91	Supermarket/food	greengrocers flowers and plants	3/24/2018 5:39 PM
92	Supermarket/food	Fishmonger. A selection of shops which are not high end and prohibitively expensive.	3/23/2018 1:59 PM
93	Misc.Comment	Providing spaces for Hitchin's mix of quirky independent & chain shops will work well. It's why so many people travel from outside the area to shop here, and what keeps Hitchin residents shopping locally	3/23/2018 11:21 AM
94	Sports	Sports	3/23/2018 5:47 AM
95	Music/Art Shops	Antiques centre	3/22/2018 9:33 PM
96	Clothes Shops	mens clothes stores, shoe shops.	3/22/2018 9:04 PM
97	Charity Shops	Second hand /charity / flee market	3/22/2018 6:32 PM
98	Clothes Shops	Male clothes shops, there are none in Hitchin that are not small sections of a joint gender shop or suit shops.	3/22/2018 4:23 PM
99	Misc.Comment	any of the above that can make a living and provide a service to the townfolk	3/22/2018 1:08 PM
100	Clothes Shops Independent/markets	Only really independent clothes advisors or mid-high range i.e cath kidston, whistles. A decenr shoe shop! A cosmetic store with brands by available i.e. mac, Bobbi Brown (like a space NK perhaos)	3/22/2018 12:56 AM
101	Clothes Shops	Ann summers	3/22/2018 12:30 AM
102	Misc.Comment	It's upto the market to decide what type of outlet goes there. Council needs to get on and ensure an attractive town centre, reasonable rates and ease of access.	3/21/2018 7:53 PM
103	Clothes Shops	Men's clothes shop	3/21/2018 7:45 PM

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104	Toys/games shop	Children's toys, haberdashery	3/21/2018 7:10 PM
105	Good Quality	Not prescriptive but good quality	3/21/2018 7:03 PM
106	Misc.Comment	Drop in meeting space	3/21/2018 6:28 PM
107	Clothes Shops	A place to buy young/modern clothing for bigger girls, currently nowhere i can buy up to date fashion	3/21/2018 4:24 PM
108	Misc.Comment	Any	3/21/2018 4:08 PM
109	Independent/markets	More of the same type of independent businesses	3/21/2018 11:55 AM
110	Independent/markets	Misc.Comment Some new brands and more independents would be good.	3/21/2018 9:56 AM
111	Charity Shops	Clothes Shops Supermarket/food Toys/games shop Department store	3/21/2018 8:19 AM
112	Bar	Toys/games shop Soft play/kids play options Gin Bar for the older adult market	3/21/2018 7:22 AM
113	Clothes Shops	male fashion franchises. E.g TMLewins	3/21/2018 12:49 AM
114	Sports	Toys/games shop We have No sports shops for teenagers. No toy shops.	3/21/2018 12:31 AM
115	Misc.Comment	This is the other major risk. A previous question talked about 'quality' shops, which is different for every shopper/resident. The developer's idea of quality will be brands like fat face, white stuff, mint velvet, French connection and Reiss. They cater for their target markets. If Churchgate becomes the 'retail core' then inevitably locations like the Hermitage Rd end of the High Street will become off pitch so will suffer, so you might end up with empty units there which will be filled by the type of retailers who will be moved out of Churchgate. It just needs v careful management.	3/20/2018 10:17 PM
116	Cinema	Independent/markets Music/Art Shops Live/work creative units would be good full of independent small shops. Independent cinema/theatre/art gallery with touring exhibitions and plays.	3/20/2018 10:01 PM
117	Clothes Shops	Men's clothes	3/20/2018 9:23 PM
118	Independent/markets	Market traders, variety	3/20/2018 8:25 PM
119	Misc.Comment	Zara, Mango,	3/20/2018 8:16 PM
120	Charity Shops	Charity shops	3/20/2018 8:00 PM
121	Music/Art Shops	Music or record shop	3/20/2018 7:55 PM
122	Cinema	Cinema	3/20/2018 7:16 PM
123	Clothes Shops	Shoes, teenager and childrens clothes	3/20/2018 7:06 PM
124	Independent/markets	Independent or smaller chains	3/20/2018 6:45 PM
125	Cinema	Same as before, but a small cinema wouldn't hurt.	3/20/2018 6:44 PM
126	Supermarket/food	We need Hawkins replacement re clothing. Hitchin is attracting great food outlets; perhaps there is room for more/another specialist/local food outlet?	3/20/2018 6:43 PM
127	Independent/markets	Any independent ones. . You cannot dictate the type of retailer.	3/20/2018 5:34 PM
128	Misc.Comment	This question is totally disingenuous. Neither you, nor we the public (customers), have any real influence in this; it is the retail market & rental rates that will decide what shops open up & a lot of that is to do with Hitchin's current retail success & customer social / financial profile. So stop kidding us!	3/20/2018 5:15 PM
129	Independent/markets	The more independents the better. Little point replicating other highstreets.	3/20/2018 5:08 PM
130	Independent/markets	If we can have a focus on independent but I appreciate the probable mix for chains then I think this would be a great space	3/20/2018 5:05 PM
131	Clothes Shops	Toys/games shop Shoes shops, craft shops, toy shops	3/20/2018 4:58 PM
132	Misc.Comment	No preference	3/20/2018 4:53 PM
133	Independent/markets	Local independent shops that are unique to Hitchin.	3/20/2018 3:09 PM
134	Misc.Comment	The ones already there are lovely do not need changing	3/20/2018 2:58 PM
135	Cinema	There seems to be too many pound type shops and charity shops. While they have a place in our community I believe we have been flooded with these options for too long. A cinema is a nice idea in the area and would improve the ares. Especially from the problem areas that occur at night.	3/20/2018 2:42 PM

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136	Independent/markets Pet supplies shop (for normal people, with normal budgets, not high-end stuff like the pet shop we now have on Bancroft). I very much hope that existing independent offerings such as the greengrocers will be retained. Would not want to see another chain food store, we have enough of those too. We need to keep small independents and indeed to encourage more, it would be horrible if Hitchin was turned into 'any town', we have gone too far down that road already.	3/20/2018 2:42 PM
137	Misc.Comment Again - any - as long as they aren't cheap £ shops - that isn't Hitchin!	3/20/2018 2:32 PM
138	Misc.Comment In keeping with the overall feel of Hitchin as a shopping destination, I would like to see quality established retail brands missing with independent boutique retailers in this space. I don't have a preference of whether they're clothing, jewellery, bookshops etc,	3/20/2018 1:41 PM
139	Music/Art Shops A music shop or second hand vinyl shop might do well in Hitchin	3/20/2018 1:31 PM
140	Misc.Comment Something more like Cambridge shopping areas	3/20/2018 1:23 PM

Q13 Are there any specific brands / retailers you would like to see in the Churchgate Centre?

Answered: 352 Skipped: 226

#	RESPONSES	DATE
1	Body Shop Pandora Body shop, Pandora,	4/30/2018 10:18 PM
2	Misc. comment Next River Island This depends on the vision. A Next upsize? River Island. Or will it be A3 led - a difficult market at the moment (and is there already enough in Hitchin?)	4/30/2018 10:16 PM
3	Lush Lush Cosmetics	4/30/2018 7:48 PM
4	Clothing John Lewis Marks and Spencer Hitchin would benefit from a large retailer such as John Lewis or a large M&S store that includes clothing	4/30/2018 4:55 PM
5	No preference no	4/30/2018 4:06 PM
6	GAP Lush Shoe shop Wagamama Wagamama, Banana Republic, Lush, Schuh/Footlocker	4/30/2018 10:33 AM
7	No preference No	4/30/2018 8:54 AM
8	No preference No	4/30/2018 7:28 AM
9	John Lewis John Lewis	4/29/2018 9:30 PM
10	Independent retailers Independent	4/29/2018 4:40 PM
11	GAP River Island Sports shop Zara, Gap, River Island, JD Sports	4/29/2018 4:12 PM
12	Bar/Brewery Cinema Independent retailers Marks and Spencer M&S Food, Picture House, Independent Wine bar, indepenent shops	4/29/2018 4:09 PM
13	No preference No	4/29/2018 4:04 PM
14	Butcher, Baker, Fish Butchers	4/29/2018 2:33 PM
15	No preference no	4/29/2018 11:35 AM
16	No preference No	4/29/2018 11:20 AM
17	Misc. comment Upmarket ones	4/29/2018 8:59 AM
18	Cookshop (Lakeland) Crafts Restaurant Lakeland; a really good fish and chip restaurant like Fish n' Chicken in Baldock; a bigger haberdashery/craft shop.	4/28/2018 8:47 PM
19	Independent retailers Try to make hitchin different from other towns by helping independent stores and suppressing big BRANDS / retailers	4/28/2018 3:37 PM
20	Next River Island A bigger Next store! River island etc	4/28/2018 2:57 PM
21	Bookshop Cinema Cookshop (Lakeland) Furniture shop Arts picturehouse, Clement Joscelyn, Colanders, David's bookshop,	4/28/2018 9:10 AM
22	Independent retailers No brands please Independent stores are better No branded coffee shops no big macs	4/28/2018 8:50 AM
23	Independent retailers Independent	4/28/2018 7:50 AM
24	Marks and Spencer Wilkinsons Wilkos, bigger M&S, less of the fuddy duddy over priced shops	4/27/2018 10:58 PM
25	John Lewis Misc. comment There was talk of John Lewis in the previous regeneration. Hitchin needs quality outlets not just charity, hairdressers and coffee shops!!	4/27/2018 3:11 PM
26	Body Shop Lush Body shop, Lush.	4/27/2018 2:04 PM
27	No preference No	4/27/2018 11:31 AM
28	Independent retailers The character of Hitchin is driven by the presence of small independent retailers. The constant drive for 'brands' is unhelpful. Rents should encourage small and innovative retailers and not be geared towards national chains.	4/27/2018 10:10 AM
29	No preference No	4/27/2018 9:49 AM

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30	Halfords Halfords	4/26/2018 8:36 PM
31	No preference Absolutely not	4/26/2018 7:14 PM
32	HMV hmv	4/26/2018 5:30 PM
33	H&M Misc. comment H and M, activities like pots of art, or an art gallery very similar to the Letchworth one	4/26/2018 3:08 PM
34	Misc. comment See above.	4/26/2018 10:19 AM
35	B&Q H&M Home Bargains Pizza Hut Primark Sports Direct, Primark, H&M, B&Q, Home Bargains, Pizza Hut	4/26/2018 12:06 AM
36	No preference No	4/26/2018 12:00 AM
37	Misc. comment Anything other than cheap pound shops or charity shops.	4/25/2018 10:04 PM
38	Clothing Mens retailers for people under 60	4/25/2018 9:13 PM
39	Clarks GAP Marks and Spencer Gap, Bravissimo, larger Clarks, Whittard or T2, Larger Marks and Spencers, Tierack	4/25/2018 5:03 PM
40	No preference no	4/25/2018 4:05 PM
41	River Island River island	4/25/2018 2:50 PM
42	H&M Marks and Spencer M and S, H and m	4/25/2018 2:05 PM
43	Cinema Food Store White Company, Oliver Bonas, specialist food store, wet fish shop, cinema	4/25/2018 1:57 PM
44	H&M Zara Oasis Kids H&M Warehouse	4/25/2018 1:55 PM
45	John Lewis John Lewis	4/25/2018 1:30 PM
46	Debenhams Dorothy Perkins John Lewis TK Max Top Shop/Man Primark, Debenhams, TK Max, Dorothy Perkins, John Lewis, Top shop, Family bargains	4/25/2018 12:56 PM
47	House of Fraser House of Fraser	4/25/2018 11:49 AM
48	Independent retailers Independent retailers	4/25/2018 11:21 AM
49	Misc. comment New shops, not charity shops	4/25/2018 11:14 AM
50	No preference No	4/25/2018 11:06 AM
51	Bar/Brewery Micro Brewery	4/25/2018 10:46 AM
52	Clothing H&M JD Sports/Direct Marks and Spencer Sports shop Tiger H&m, M&S clothing, Tiger, a sports shop, shoe shop	4/25/2018 10:03 AM
53	B&Q H&M Home Bargains JD Sports/Direct Primark Tesco H&m, primark, sports direct, home bargains, b&q, tesco.	4/25/2018 9:32 AM
54	No preference no	4/25/2018 9:02 AM
55	No (with comment) No. Just something different	4/25/2018 8:57 AM
56	Independent retailers No, the catchment is affluent and will increasingly be online driven, good quality independents would be of more interest. The mass market aspirational offer (white stuff, fat face etc) is focused on Bancroft, it would be better to focus on improving the public real there and connectivity between both sides of the street.	4/25/2018 8:56 AM
57	Independent retailers Independent	4/25/2018 8:49 AM
58	H&M Marks and Spencer Next TK Max Waitrose Next, M&S, Waitrose, H&M, TkMax	4/25/2018 8:45 AM
59	Independent retailers Independent retailers should be given preferential rates over brands. This will attract a more diverse range of shoppers to Hitchin.	4/25/2018 8:42 AM
60	Body Shop H&M Local shops. The town centre locations would be useful for clothing retailers like Cos, H&M and Zara, or cosmetic shops like Body Shop and Lush. Churchgate would be a fantastic hub for local businesses, like Delizia, Jolly Brown, Riot Lounge - and please keep Lifestyle	4/25/2018 8:39 AM
61	Lush Lush	4/25/2018 8:31 AM
62	Marks and Spencer Hitchin could do with a recognised high street brand, for example M&S.	4/25/2018 8:29 AM
63	No preference Not really	4/25/2018 8:28 AM
64	Department store A department store would be good for Hitchin	4/25/2018 8:18 AM

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65	John Lewis TK Max	John Lewis, Schuh, Pret, Chilango, TK Maxx.	4/25/2018 7:18 AM
66	No preference	No	4/24/2018 5:18 PM
67	Hobbs Lakeland Wallis	Hobbs, Wallis, Lakeland	4/24/2018 4:14 PM
68	No preference	Not specifically	4/24/2018 3:17 PM
69	Wagamama	See answer to Q10	4/23/2018 10:42 PM
70	H&M JD Sports/Direct	H&M JD Sport	4/23/2018 8:33 PM
71	Misc. comment	Carhartt	4/23/2018 5:03 PM
72	No preference	No	4/22/2018 1:59 PM
73	Independent Music	Gatefold Records. PMT Music Shop	4/20/2018 8:56 AM
74	Independent retailers	No - I'd rather see some nice little independents than high street chains or more tacky phone repair shops etc.	4/20/2018 8:43 AM
75	H&M John Lewis Pandora	John Lewis, H&M, Wagamama, Bills, Chiquito, Pandora,	4/19/2018 11:04 PM
76	H&M	H&M's	4/19/2018 3:22 PM
77	No preference	No	4/18/2018 12:26 PM
78	No preference	no	4/18/2018 12:16 PM
79	No preference	No	4/18/2018 12:06 PM
80	No preference	No	4/18/2018 11:53 AM
81	No preference	no	4/18/2018 11:38 AM
82	No preference	No	4/18/2018 11:35 AM
83	No preference	No	4/18/2018 11:33 AM
84	No preference	No	4/18/2018 11:31 AM
85	No preference	No	4/18/2018 11:28 AM
86	No preference	No	4/18/2018 11:25 AM
87	GAP John Lewis	Oliver Bonas, TM Lewin, Gap, a department store (e.g. John Lewis)	4/17/2018 10:56 PM
88	Independent retailers	Independent shops	4/17/2018 10:37 PM
89	Debenhams Dorothy Perkins GAP H&M House of Fraser River Island Super Dry Top Shop/Man	Dorothy Perkins, river island, H&M, office, super dry, gap, house of Fraser, Debenhams, Mac, schuh, topshop	4/17/2018 10:02 PM
90	No preference	No	4/17/2018 7:02 PM
91	Clothing	The town is very limited in terms of clothing retailers for my age range	4/17/2018 6:59 PM
92	No (with comment)	No specific brands however I think Hitchin would benefit from another shoe shop. I like that Hitchin is a Historical Market Town with independent retailers.	4/17/2018 6:54 PM
93	No preference	No	4/17/2018 5:03 PM
94	Independent retailers	Independent retailers please!	4/17/2018 2:41 PM
95	John Lewis Marks and Spencer	would be good to have John Lewis or a proper M&S in the town centre	4/17/2018 12:26 PM
96	Independent retailers	Independent shops	4/17/2018 12:20 PM
97	John Lewis	John Lewis	4/17/2018 8:38 AM
98	No (with comment)	No. PI see Q7	4/16/2018 7:45 AM
99	Misc. comment	Not sure which. Maybe a cute tea shop	4/15/2018 7:30 PM
100	Cookshop (Lakeland)	The cook shop is very good, as is the gift shop and carpet shop is interesting. Do not replace unique shops with chains.	4/13/2018 9:57 PM
101	H&M Tiger TK Max	Tiger, TK Maxx, Homesense, H&M	4/13/2018 11:05 AM
102	Wagamama	Not really but it needs to be made to look for hitchin, it currently looks dirty.	4/13/2018 7:46 AM
103	Wagamama	Wagamama's	4/13/2018 6:54 AM
104	Independent retailers	Independent non chain brands	4/12/2018 3:01 PM

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105	Independent retailers	No chains No large brands Support local business - especially young people starting up	4/12/2018 11:28 AM
106	Jack Willis JD Sports/Direct Wagamama	Wagamamas, JD sports, Jack willis	4/12/2018 8:00 AM
107	Independent retailers	Continue to support independent shops and/or small and local brands	4/12/2018 5:35 AM
108	Tiger Toy Shop Zara	Tiger Comptoir libanais Mango including Men Zara H&M Leon Bills Top Shop	4/11/2018 9:55 PM
109	H&M Marks and Spencer	M&S, children's shoe shop, H&M	4/11/2018 6:26 PM
110	Debenhams John Lewis	We need a Debenhams, John lewis or similar - there are not enough places for boys clothes/teenage clothes	4/11/2018 6:01 PM
111	H&M Tiger	H&M, Flying Tiger,	4/11/2018 4:25 PM
112	HMV	Lush HMV or similar	4/11/2018 1:21 PM
113	No preference	No	4/11/2018 12:23 PM
114	GAME TK Max	Games Workshop, Game, Tk Maxx,	4/11/2018 11:35 AM
115	Sports shop	Any sports/outdoor leisure	4/10/2018 12:14 PM
116	Wagamama	Mistral, Seasalt, Wagamama	4/10/2018 9:00 AM
117	Card Shop JD Sports/Direct John Lewis Sports shop Tesco	John Lewis, small local Tesco, sports direct, decent card shop like Clintons back in town please!	4/9/2018 10:04 PM
118	Sports shop	Sports Direct	4/9/2018 2:27 PM
119	No preference	Not really	4/9/2018 12:08 PM
120	Clothing French Connection	French connection Whistles The White company Mac Sweaty Betty	4/9/2018 7:42 AM
121	Misc. comment	Lk bennet Space nk Reiss	4/8/2018 12:17 AM
122	No preference	No	4/7/2018 8:52 AM
123	No preference	No preference	4/7/2018 8:16 AM
124	Independent retailers	Would prefer independent retailers	4/6/2018 9:47 PM
125	No preference	-	4/6/2018 4:10 PM
126	Wagamama	wagamama	4/6/2018 1:19 PM
127	Independent retailers	Independent shops, Not big retailers	4/6/2018 12:55 PM
128	Top Shop/Man	TopShop	4/6/2018 11:07 AM
129	John Lewis	John lewis	4/6/2018 7:40 AM
130	Hotel Chocolat Lush SpaceNK	Lush, hotel Chocolat, space nk	4/5/2018 8:53 PM
131	Independent retailers	No. Independant shops preferred.	4/5/2018 12:49 PM
132	Hotel Chocolat Tiger Victoria Secret	Flying tiger, hotel chocolat, Victoria's secret	4/5/2018 8:28 AM
133	Lush	Lush	4/4/2018 10:09 PM
134	Clarks Clothing	Bigger Clarks shoes, children's clothing	4/4/2018 7:33 PM
135	Clothing Top Shop/Man	Shoe shops. Clothing shops to appeal to teenagers, particularly boys.	4/4/2018 5:27 PM
136	Nandos	nandos, outdoor store	4/4/2018 5:00 PM
137	Cinema	A cinema	4/4/2018 4:13 PM
138	Misc. comment	I can't think of a specific retailer. We just need to continue the good mix of shops that we have already.	4/4/2018 3:36 PM
139	John Lewis Misc. comment	Retailers and brands will only come to Hitchin if they perceive that there is a business opportunity - whatever I say! Surely discussions need to take place with some of the larger brand groups to see whether there is any interest in Hitchin as a location for their business. I might like a John Lewis store but Hitchin does not currently fit their store location model.	4/4/2018 2:15 PM
140	Sainsburys Tesco Waitrose	One of Tesco, Sainsburys or Waitrose.	4/4/2018 12:33 PM
141	Marks and Spencer	A multiple, such as M&S, etc ...but little hope	4/4/2018 9:39 AM

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142	No preference	Not really	4/3/2018 8:21 PM
143	Planet Organic	Planet Organic	4/3/2018 3:30 PM
144	No preference	No	4/3/2018 2:35 PM
145	No (with comment)	Needs to be a broad range no	4/3/2018 12:05 PM
146	Independent retailers	It's always nice to see independent shops rather than chains	4/3/2018 9:07 AM
147	Independent retailers	Independent	4/3/2018 9:07 AM
148	No preference	no	4/3/2018 8:57 AM
149	Top Shop/Man	Topshop	4/3/2018 8:33 AM
150	No (with comment)	No Hitchin has always had a local brand and making it the same as any other high street is not the answer. Most places are cutting back on store space so likely would get only upmarket chain boutiques eg Joules	4/3/2018 8:31 AM
151	Body Shop	Body shop	4/3/2018 8:15 AM
152	Independent retailers	Independent retailers	4/2/2018 8:56 PM
153	Independent retailers	Local businesses	4/2/2018 4:37 PM
154	Marks and Spencer	Marks & Spencer	4/2/2018 1:25 PM
155	The White Company	White Company Carluccio's	4/1/2018 3:24 PM
156	Misc. comment	Office	3/31/2018 9:39 PM
157	Misc. comment	Neom	3/31/2018 11:11 AM
158	Apple	Super Dry Leon Apple Trespass Super dry	3/31/2018 6:59 AM
159	Independent retailers	non-brands/chains	3/30/2018 10:56 AM
160	No preference	No	3/30/2018 10:05 AM
161	No preference	Nope	3/29/2018 10:42 PM
162	Tiger	Flying Tiger	3/29/2018 9:48 PM
163	Independent retailers	Independent, small retailers	3/29/2018 6:59 PM
164	Body Shop	Pret Pret A Manger, Lush, The Body Shop	3/29/2018 3:06 PM
165	No preference	No	3/29/2018 3:01 PM
166	John Lewis	John Lewis would be ideal but unlikely!	3/29/2018 2:59 PM
167	Independent retailers	no - independents and national	3/29/2018 2:39 PM
168	Misc. comment	Look to St Albans and Cambridge for ideas.	3/29/2018 9:25 AM
169	Department store	Be great to have a big department store, especially since Hawkins has closed, but unlikely to get someone to commit	3/29/2018 6:26 AM
170	Independent retailers	Independent retailers. Similar to Hermitage Road	3/29/2018 12:08 AM
171	No preference	No	3/28/2018 11:35 PM
172	Marks and Spencer	Marks and spencer	3/28/2018 9:06 PM
173	Electricals	Electrical,	3/28/2018 3:47 PM
174	No preference	no	3/28/2018 2:27 PM
175	Market stalls	Marks and Spencer M&S different market stalls	3/28/2018 12:49 PM
176	Independent retailers	Would prefer individual local shops to chains. Smaller shops should have preferential rent/rates to support them.	3/28/2018 12:39 PM
177	Bookshop	Misc. comment I assume the units will be small which would limit the types of retailer. A Works bookshop would be good.	3/28/2018 12:27 PM
178	Misc. comment	We have a good a sel toon already in town.	3/28/2018 11:28 AM
179	Clothing	Mens and childrens clothing--economically priced outlets	3/28/2018 8:40 AM
180	Misc. comment	Keep Etcetera and Colanders - more like those. The Works.	3/28/2018 8:29 AM
181	H&M	H&M,	3/28/2018 3:14 AM
182	No preference	Not particulary	3/28/2018 12:52 AM

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183	Independent retailers	Yes. Small independent shops that could be supported through special business rates for a period of up to 3 years.	3/27/2018 10:27 PM
184	Oliver Bonus Zara	Zara, Oliver bonas, whistles,	3/27/2018 9:40 PM
185	No preference	No	3/27/2018 9:13 PM
186	Independent retailers	Independent shops no chains	3/27/2018 8:50 PM
187	Independent retailers	Local stores rather than big brands	3/27/2018 8:46 PM
188	No preference	Not necessarily	3/27/2018 8:21 PM
189	No preference	None	3/27/2018 8:12 PM
190	Furniture shop	Possibly a furniture shop called Made.com or similar.	3/27/2018 7:50 PM
191	Independent retailers	Major retailers are not likely to be interested, if there is a way forward, it is likely to be with a variety of small independent shops.	3/27/2018 7:47 PM
192	Bella /Italian	Bella italia/ Ask Italian. Crew clothing.	3/27/2018 7:36 PM
193	No preference	no	3/27/2018 7:29 PM
194	Independent retailers	Independent by chain	3/27/2018 7:18 PM
195	No preference	No	3/27/2018 7:08 PM
196	Misc. comment	Not particularly just more interesting.	3/27/2018 6:59 PM
197	No preference	None	3/27/2018 6:50 PM
198	Independent retailers	Local ones	3/27/2018 6:44 PM
199	No preference	No	3/27/2018 6:31 PM
200	Body Shop Marks and Spencer Primark	Primark, Body Shop, M and S clothes,	3/27/2018 5:31 PM
201	Dorothy Perkins Top Shop/Man	Dorothy perkins top shop mens clothes	3/27/2018 5:29 PM
202	Children's shop Toy Shop	TOYS ARE US/ ARTS/CRAFT ETC THE WAREHOUSE PERHAPS	3/27/2018 5:21 PM
203	Clothing	More men's clothing	3/27/2018 5:08 PM
204	No preference	no	3/27/2018 5:05 PM
205	No (with comment)	No quite happy with good quality and reasonable priced retailers. Enjoy shopping in Hitchin and love the market.	3/27/2018 4:52 PM
206	No preference	No	3/27/2018 4:39 PM
207	Independent retailers	Local/independants plus reputable chains.	3/27/2018 4:26 PM
208	BooHoo Label Hippie Clothing Company	As above - Calzedonia and Lotus Leggings. The Hippie Clothing Company, and the BooHoo label.	3/27/2018 4:24 PM
209	No preference	no	3/27/2018 4:05 PM
210	No preference	No	3/27/2018 3:54 PM
211	Misc. comment	Just modern vibrant shops.	3/27/2018 3:49 PM
212	No preference	No	3/27/2018 3:34 PM
213	Burger King	Burger King	3/27/2018 3:33 PM
214	No preference	No	3/27/2018 3:27 PM
215	Marks and Spencer	M and S should have a bigger premises	3/27/2018 3:22 PM
216	H&M Oliver Bonus Top Shop/Man Toy Shop Zara	MAC, Oliver Bonas, TopShop, Zara, Mango, H & M	3/26/2018 5:07 PM
217	Marks and Spencer	I think you need a 'corner stone' retailer, such as the M&S Simply food that generates got traffic.	3/26/2018 9:01 AM
218	No preference	No	3/26/2018 8:35 AM
219	Wagamama	Wagamama, Oliver bonas	3/25/2018 8:43 PM
220	John Lewis Wagamama	John Lewis, Wagamama, 5 guys, brew dog,	3/25/2018 7:31 PM
221	H&M Oasis	Oasis, H&M	3/24/2018 9:44 PM

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222	No (with comment) No, some of my favourite stores are already there. Also I don't imagine that NHDC will be able to attract stores to their command	3/24/2018 7:01 PM
223	No preference no	3/24/2018 5:39 PM
224	Independent retailers Independent retailers.	3/24/2018 4:37 PM
225	Laura Ashley Laura Ashley	3/24/2018 11:13 AM
226	Butcher, Baker, Fish Marks and Spencer Bigger Marks and Spencer's food. Delicatessen.	3/23/2018 11:34 PM
227	H&M Oasis Selfridges H&m warehouse oasis miss selfridge	3/23/2018 10:50 PM
228	Waitrose Little Waitrose/ other small supermarket	3/23/2018 8:45 PM
229	Argos Morrisons PC World Morrisons, Argos, PC World, Lush, Lakeland	3/23/2018 2:32 PM
230	Independent retailers No - prefer independent shops	3/23/2018 1:59 PM
231	John Lewis John Lewis!!!(in my dreams!)	3/23/2018 11:21 AM
232	Independent retailers Please make reasonably priced to encourage independent local businesses.	3/23/2018 10:54 AM
233	Clothing Clothing for younger women and men. We only currently have new look which caters to younger women and our lovely independent shops. But the others are for older women or are too expensive.	3/23/2018 9:49 AM
234	Oliver Bonus Oliver Bonus	3/23/2018 12:14 AM
235	Independent retailers local and or Independent	3/22/2018 9:34 PM
236	No (with comment) We already have Iceland. Several others are going to the wall. No	3/22/2018 9:33 PM
237	Marks and Spencer Super Dry Marks and Spencer, Superdry, Schuh, Deichmen, Burton.	3/22/2018 9:04 PM
238	Lush Lush, a cosmetics shop that isn't the body shop but sells luxury cosmetics (similar to those in department stores)	3/22/2018 7:56 PM
239	No preference N/A	3/22/2018 6:32 PM
240	Misc. comment Anything goes as long as it is not discount shops	3/22/2018 5:39 PM
241	Wagamama Wagamamas	3/22/2018 5:22 PM
242	GAME JD Sports/Direct Peacocks TK Max TK Max, Game, JJB sports, Peacocks	3/22/2018 4:23 PM
243	H&M Marks and Spencer Tiger Tiger, M & S, Oliver Bonas, H & M	3/22/2018 3:58 PM
244	Cinema Cinema Lounge (like in Letchworth)	3/22/2018 8:23 AM
245	No (with comment) No fast food joints.	3/22/2018 1:23 AM
246	Tiger Tiger stores space NK Office/schuh Cath kidston Mothercare Etc	3/22/2018 12:56 AM
247	Ann Summers Ann summers	3/22/2018 12:30 AM
248	H&M Marks and Spencer We could do with an H&M, M&S or other mid-range clothing brand.	3/22/2018 12:09 AM
249	GAP Top Shop/Man Gap Benefit Topshop Warehouse Jo Malone	3/21/2018 11:49 PM
250	JD Sports/Direct Wagamama Wagamama, jd sports	3/21/2018 11:19 PM
251	Misc. comment More independents, and ideally something for children such as a ELC store (there was an ELC store in hitchin but it closed down a while ago), Space.NK, white company, John Lewis	3/21/2018 11:10 PM
252	JD Sports/Direct Marks and Spencer Somewhere to buy children's clothes? marks and Spencer clothes boden gap sports direct	3/21/2018 11:02 PM
253	Clothing Debenhams Iceland John Lewis Primark Primark, Iceland (remain), bigger boots with more make-up counters. John Lewis, debenhams,	3/21/2018 10:04 PM
254	Bowling Cinema Debenhams Nandos Nandos Cinema Bowling Debenhams	3/21/2018 9:58 PM
255	Clothing Somewhere to buy reasonably priced children's clothes	3/21/2018 8:58 PM
256	Misc. comment Units too small for national brands - concentrate on ensuring whole town centre doesn't lie empty (several big units available elsewhere)	3/21/2018 7:53 PM
257	Tiger Tiger	3/21/2018 7:45 PM
258	Carphone warehouse Pret Wagamama Wagamama Pret A Manger Carphone Warehouse	3/21/2018 7:38 PM

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259	GAP John Lewis Toy Shop	Gap, John Lewis, quality children's toys	3/21/2018 7:10 PM
260	Wagamama	Wagamama	3/21/2018 7:09 PM
261	Misc. comment	Not prescriptive but good quality	3/21/2018 7:03 PM
262	Paul smith Ted Baker	Ted Baker, Paul Smith etc	3/21/2018 6:58 PM
263	Independent retailers	Not brands, I would prefer the units to be taken by independent local companies	3/21/2018 6:52 PM
264	Butcher, Baker, Fish H&M	H&M Shoe shop Specialist food shops eg. Bakers/deli etc	3/21/2018 6:35 PM
265	HMV Polo	Polo, HMV,	3/21/2018 6:03 PM
266	Bookshop Burtens Peacocks	Burtens, peacocks, lidal, bodyshop/lush	3/21/2018 5:54 PM
267	No preference	No	3/21/2018 5:50 PM
268	Oliver Bonus Toy Shop	Oliver Bonas, Topshop, Zara	3/21/2018 5:20 PM
269	No preference	No	3/21/2018 5:14 PM
270	Misc. comment	Sweaty Betty or Lululemon	3/21/2018 4:54 PM
271	No preference	No	3/21/2018 4:36 PM
272	No preference	no	3/21/2018 4:32 PM
273	French Connection Oasis Oliver Bonus Ted Baker	Oasis, Oliver Bonas, office shoes. NK space, benefit, Reiss, ted baker, French connection.	3/21/2018 4:31 PM
274	Clothing	Simply be, levis, lush, unisex shoe shop	3/21/2018 4:24 PM
275	Independent retailers	Preferably independent & ethical	3/21/2018 4:08 PM
276	H&M Primark Top Shop/Man	Big brands- topshop, H&m, primark, also local people	3/21/2018 3:07 PM
277	Marks and Spencer	marks and spencer store	3/21/2018 12:12 PM
278	Misc. comment	Family eating	3/21/2018 12:04 PM
279	Independent retailers	Independent businesses not chains	3/21/2018 11:55 AM
280	H&M Home Bargains	H&m Home bargains B&m Kids clothing shops Men's clothing	3/21/2018 10:35 AM
281	Top Shop/Man Wagamama	Wagamama H&M Top shop/Topman	3/21/2018 10:25 AM
282	H&M Top Shop/Man Wagamama Waitrose	Wagamama, Topshop, little waitrose, H&M	3/21/2018 9:56 AM
283	Marks and Spencer	Some sort of mini anchor brand that would draw people in to the centre , be it food outlet or something like a bigger Marks and Spencer food outlet	3/21/2018 9:37 AM
284	Independent retailers	Would prefer support independents rather than brands	3/21/2018 9:16 AM
285	Carluccio's	Carluccios	3/21/2018 9:02 AM
286	John Lewis Kurt Geiger Marks and Spencer	John Lewis, Whistles, Jigsaw, M & S Food (bigger, improved store), Kurt Geiger	3/21/2018 8:19 AM
287	Children's shop John Lewis	Bishops cave small Hertfordshire chain Fine dining pub-restaurant / Dylan's Kids party and play venue Whistles John Lewis	3/21/2018 7:22 AM
288	Bookermaker	TM Lewins, Jones the bookmaker, Reiss,	3/21/2018 12:49 AM
289	Independent retailers	Keep large companies out... local small businesses. Drop rates to bring them in	3/21/2018 12:31 AM
290	Kurt Geiger Tiger	(Flying Tiger Copenhagen) Tiger, Hotter shoes, lush, Fossil, Kurt Geiger, Millie's cookies	3/21/2018 12:16 AM
291	Misc. comment	Cos, J Crew, Reiss	3/20/2018 11:46 PM
292	Independent retailers	Independents are my preference.	3/20/2018 11:21 PM
293	Independent retailers	Independents	3/20/2018 11:21 PM
294	Hugo	Hugo	3/20/2018 10:54 PM
295	River Island Tiger Wagamama	Wagamama Zara Schuh Carluccios River Island Tiger Warehouse	3/20/2018 10:50 PM
296	Clothing	Menswear	3/20/2018 10:43 PM
297	No preference	No	3/20/2018 10:17 PM

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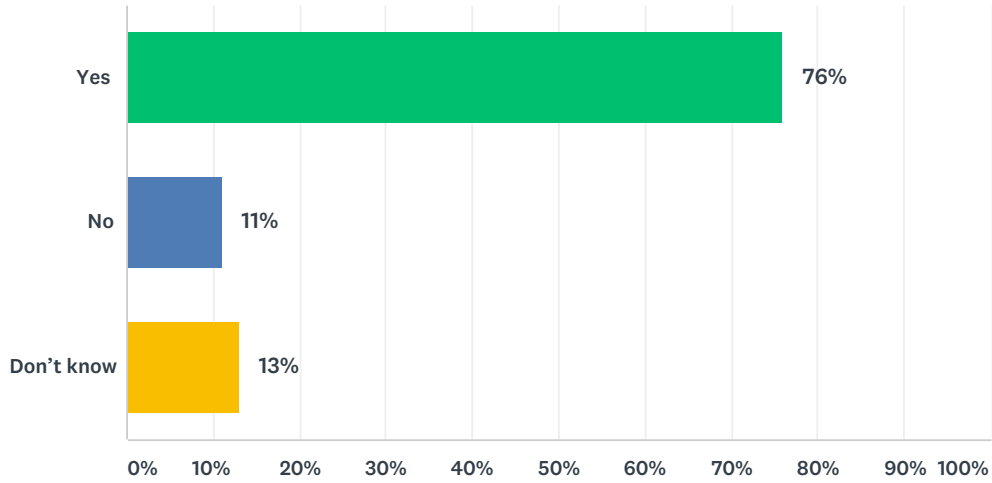
298	Butcher, Baker, Fish Children's shop Food Store John Lewis	Muji, John Lewis, a fish shop, a toy shop, hardware shop, antique shop.	3/20/2018 10:01 PM
299	Department store	Departmental store?	3/20/2018 9:38 PM
300	Independent retailers	No not really, Hitchin is great for the independent shops and churchgate would be great for this.	3/20/2018 9:23 PM
301	Kurt Geiger	Kurt Geiger High end brands Radley	3/20/2018 9:08 PM
302	Independent retailers	No. More independents please. That's what makes Hitchin so cool.	3/20/2018 8:31 PM
303	Independent retailers Lush Tiger	Tiger, Lush and independent shops	3/20/2018 8:28 PM
304	Hobbs Zara	Whistles, Zara, Hobbs, warehouse ie any high street shops for women Also independents	3/20/2018 8:26 PM
305	Independent retailers	No. Independence, not brands.	3/20/2018 8:25 PM
306	Butcher, Baker, Fish H&M	H&M, fishmongers	3/20/2018 8:09 PM
307	Marks and Spencer Primark	Prim mark, M&S clothing	3/20/2018 8:00 PM
308	Misc. comment	As stated earlier, a shop selling bedding, bath towels etc.	3/20/2018 7:55 PM
309	Independent retailers	No, but I feel that small businesses rather than chains would be appropriate.	3/20/2018 7:55 PM
310	Marks and Spencer	Marks and Spencer Apple Fired Earth	3/20/2018 7:28 PM
311	GAP H&M Primark TK Max	H&M, GAP, TKMax or Primark	3/20/2018 7:16 PM
312	No (with comment)	No...just not more coffee shops..	3/20/2018 7:13 PM
313	Independent retailers	More independent shops not big chains	3/20/2018 7:06 PM
314	Lush	Lush	3/20/2018 6:57 PM
315	Independent retailers	Local, individual shops rather than me too chain stores. We need to aim to keep Hitchin "special". we can go to Luton or Stevenage for the chain stores.	3/20/2018 6:43 PM
316	Independent retailers	Any independent trader	3/20/2018 6:26 PM
317	Independent retailers	Would be nice to see local retailers and smaller boutiques together in one place to create a real shopping/service destination.	3/20/2018 6:01 PM
318	Independent retailers	No but small independent retailer would suit the way the town retail is moving and the local demographic	3/20/2018 5:49 PM
319	No preference	Any.	3/20/2018 5:34 PM
320	Marks and Spencer	Larger M&S	3/20/2018 5:20 PM
321	Nandos	Nando's	3/20/2018 5:16 PM
322	No preference	Whatever.	3/20/2018 5:15 PM
323	Independent retailers	Independent	3/20/2018 5:08 PM
324	Independent retailers	As above, Hitchin is a unique town, and hopefully we are able to continue our love of independent shops and restaurants. We should definitely be avoiding chain coffee shops. Bill's restaurant is a good example of a 'smaller' chain	3/20/2018 5:05 PM
325	H&M	Zara, H&M,	3/20/2018 5:05 PM
326	No preference	no	3/20/2018 4:59 PM
327	Cookshop (Lakeland) GAP Hotel Chocolat Wagamama Wahaca	Wagamama, Wahaca, Hotel Chocolate, Gap, Lakeland	3/20/2018 4:58 PM
328	No preference	No	3/20/2018 4:53 PM
329	Tiger	Tiger would be fun	3/20/2018 4:24 PM
330	No preference	No	3/20/2018 4:17 PM
331	Body Shop Lush Marks and Spencer	Marks and Spencer's, lush, the body shop	3/20/2018 4:16 PM
332	Apple John Lewis	Apple, John Lewis, Mont Blanc	3/20/2018 4:08 PM
333	Home Bargains Primark	Primark & Home Bargains	3/20/2018 3:57 PM

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334	Independent retailers	Prefer to shop in independent shops rather than retail chains, except for the big supermarket shop. Churchgate has some lovely independent shops already such as Lifestyle, Colanders, Etcetera and that lovely rug shop (can't remember its name!).	3/20/2018 3:54 PM
335	Independent retailers	Not major chains. Keep Hitchin different.	3/20/2018 3:35 PM
336	Body Shop H&M	The Body Shop H&M	3/20/2018 3:29 PM
337	Carluccio's Wagamama	Carluccios Wagamamas	3/20/2018 3:22 PM
338	Children's shop Clothing River Island	River Island etc ...children's clothes shop, sports shop	3/20/2018 3:20 PM
339	Oliver Bonus The White Company Top Shop/Man Toy Shop Zara	Topshop, Zara, Anthropologie, Oliver Bonas, The White Company, Jo Malone, aspirational brands!	3/20/2018 3:16 PM
340	Independent retailers	No - as above I'd like to see support for local independent retailers.	3/20/2018 3:09 PM
341	No preference	No	3/20/2018 2:58 PM
342	Clothing	More men's clothing would be ideal.... There is Masons in the town and about it...	3/20/2018 2:54 PM
343	No preference	No	3/20/2018 2:47 PM
344	Independent retailers Marks and Spencer Oliver Bonus The White Company Waitrose Zara	The White Company, Mini Waitrose, Zara, bigger M&S, Oliver Bonas, Superga, Space NK, independant fashion, independant interiors, Brissi	3/20/2018 2:43 PM
345	Cinema Gourmet Burger H&M Wagamama	Wagamama's, Gourmet Burger Kitchin, Cinema. Maybe brands like H&M as well as the bespoke shops that we have	3/20/2018 2:42 PM
346	Lush	LUSH.	3/20/2018 2:42 PM
347	Dorothy Perkins Oliver Bonus	Oliver Bonas, Dorothy Perkins, Dune or other shoe shop. A really nice cake shop / patisserie / bakery	3/20/2018 2:32 PM
348	No preference	Not sure	3/20/2018 2:08 PM
349	No preference	no	3/20/2018 1:58 PM
350	No preference	No preference.	3/20/2018 1:41 PM
351	Misc. comment	Adnams Shop	3/20/2018 1:29 PM
352	Aldi Marks and Spencer	Marks and Spencer Aldi	3/20/2018 1:23 PM

Q14 Do you support the principle of regenerating the public space to the rear of the Churchgate Centre, including opening up the views of the Church from the market?

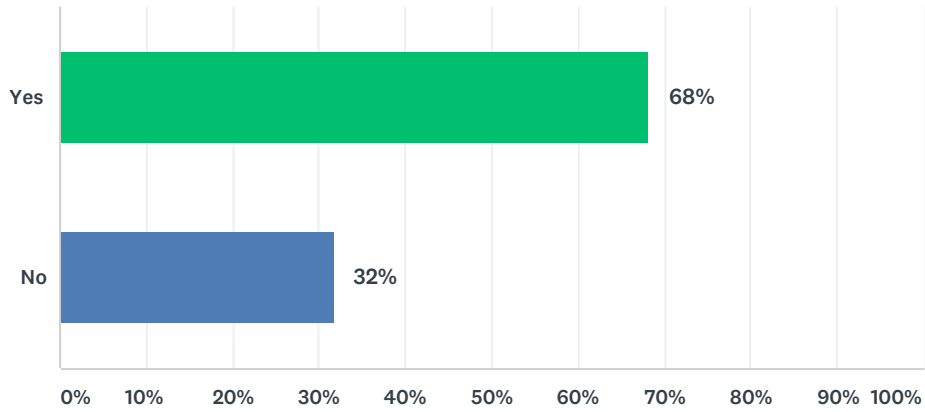
Answered: 559 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	76%	424
No	11%	62
Don't know	13%	73
TOTAL		559

Q15 Do you currently shop at Hitchin Market?

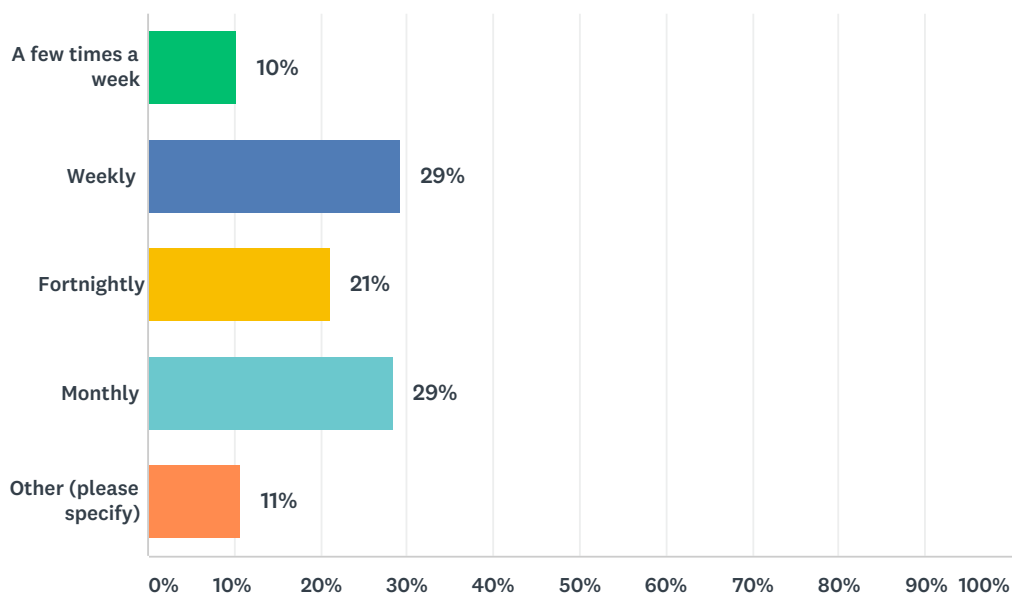
Answered: 558 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	68%	380
No	32%	178
TOTAL		558

Q16 How frequently do you visit the market?

Answered: 382 Skipped: 196



ANSWER CHOICES	RESPONSES	
A few times a week	10%	39
Weekly	29%	112
Fortnightly	21%	81
Monthly	29%	109
Other (please specify)	11%	41
TOTAL		382

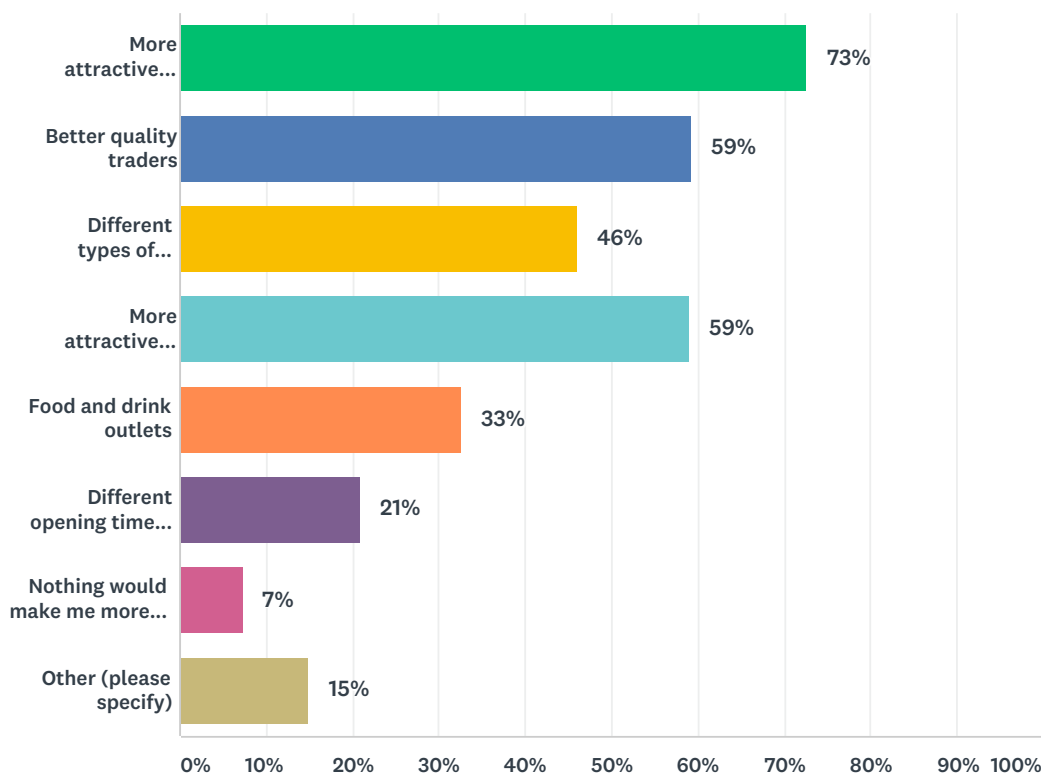
#	OTHER (PLEASE SPECIFY)	DATE
1	on average once every 5/6 months	4/30/2018 4:55 PM
2	Ad-hoc - a few times a year	4/29/2018 4:50 PM
3	Every so often	4/28/2018 9:07 PM
4	Very infrequently and intend to do more but	4/28/2018 9:11 AM
5	Occasionally Occasionally	4/27/2018 10:10 AM
6	Occasionally Occasionally	4/26/2018 12:01 AM
7	Only if my day off falls on market day	4/25/2018 11:53 AM
8	Twice a week	4/25/2018 11:32 AM
9	Occasionally Occasionally - every couple of months	4/25/2018 11:09 AM
10	A few times a year	4/25/2018 9:02 AM
11	I would do more but it's a sad place to shop	4/25/2018 8:58 AM
12	When I need something	4/25/2018 8:19 AM
13	Every 4 months	4/25/2018 7:18 AM
14	Annually	4/19/2018 3:24 PM
15	work there	4/18/2018 11:44 AM
16	Infrequent as the quality has gone down	4/11/2018 6:01 PM

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17	now and again	4/6/2018 4:10 PM
18	two monthly	4/5/2018 12:29 PM
19	Three / four times a year	4/4/2018 2:16 PM
20	Occasionally	4/4/2018 9:40 AM
21	About 1 every 6 months	4/3/2018 8:21 PM
22	Every few months	4/3/2018 8:58 AM
23	Few times a year	4/3/2018 8:33 AM
24	Quarterly	3/31/2018 10:08 AM
25	I am an existing trader on the Market 3 days a week and have been here 35 years	3/30/2018 11:53 AM
26	less than monthly, especially for specific items such as fabric	3/30/2018 10:57 AM
27	Occasionally Occasionally	3/28/2018 2:29 PM
28	Occasionally Occasionally	3/27/2018 8:21 PM
29	I live quite near the market and I like shopping there; unfortunately it is now in decline, and is unattractive..	3/27/2018 7:50 PM
30	3 or 4 times a year	3/27/2018 5:10 PM
31	maybe 4 times a year	3/27/2018 4:39 PM
32	Occasionally Occasionally	3/27/2018 3:49 PM
33	Only very occasionally, it is very poor compared to what it once was, would be better off moving it completley and redeveloping the whole area.	3/22/2018 9:06 PM
34	Occasionally Only very occasionally	3/22/2018 7:40 AM
35	I used to shop more frequently but have found recently that quality has dropped and prices risen.	3/21/2018 4:32 PM
36	Occasionally Occasionally	3/21/2018 9:38 AM
37	Occasionally Very occasionally	3/21/2018 9:03 AM
38	Just use certain stalls when needed ie material	3/20/2018 10:51 PM
39	I shop at the Market and also have my own stall on the farmer's market	3/20/2018 9:24 PM
40	Occasionally	3/20/2018 7:40 PM
41	once or twice a week usually	3/20/2018 2:42 PM

Q17 What would make you more likely to visit Hitchin market or visit more frequently? (please tick all that apply)

Answered: 324 Skipped: 254



ANSWER CHOICES	RESPONSES	
More attractive environment	73%	235
Better quality traders	59%	192
Different types of traders	46%	149
More attractive stalls	59%	191
Food and drink outlets	33%	106
Different opening times / days	21%	68
Nothing would make me more likely to visit	7%	24
Other (please specify)	15%	48
Total Respondents: 324		

#	OTHER (PLEASE SPECIFY)	DATE
1	Misc. comment Markets, by definition, are supposed to be temporary 'pop up' offerings serving the local community on certain days of the week. Can we please stop pretending that Hitchin market is an attractive, popular and well used market. The environment is awful and it absolutely should not frustrate an economically viable redevelopment project. It is not a Holy site and it is not Norwich market (if you want an example of a good market).	4/30/2018 10:21 PM
2	Seating, shelter Better protection from the elements would help and more unique stalls e.g. like Borough Market in London	4/30/2018 4:57 PM
3	Better quality Seating, shelter The market traders today sell poor quality tat that represent poor value no matter who buys it. Look to successful markets in London where the quality of food and goods is much greater and serves a wider market. Consider providing more shelter for shoppers.	4/29/2018 4:12 PM

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4	Food, farmers market	We visit the occasional farmers' markets / food markets, but not the regular weekly market.	4/28/2018 8:49 PM
5	Parking (easier, cheaper)	Free parking	4/27/2018 10:59 PM
6	Better quality	France have a huge amount of quality markets as part of a social culture. The Hitchin market tends to be mainly poor quality and junk	4/27/2018 3:14 PM
7	Signage, layout	Grouping similar stalls together for ease of comparison and ease of find what you want.	4/27/2018 2:05 PM
8	Food, farmers market	More of a farmers market feel with more stalls for art, artisan food and fresh produce	4/26/2018 6:12 PM
9	Misc. comment	The French market is great, genuinely don't know how many of the market traders make any money though. There cant be much of a market for high vis jackets which one of the stalls sell	4/25/2018 9:14 PM
10	Misc. comment	Using the Market for events that are currently held in The Market Square which take customers away from the market e.g. Food evenings, charity stalls	4/25/2018 5:06 PM
11	Foreign markets	Foreign market - French/German food	4/25/2018 11:28 AM
12	Food, farmers market	Better food/farmers market type offerings.	4/25/2018 7:19 AM
13	Refurbishment	Nothing - the market puts off a lot of people and doesn't give a 'vibe'/ look to the town - it makes it look like it's two separate towns, it looks faded, unhygienic and dated. The space could be used better for more shops, green park space or just anything. It really puts people off from visiting there/walking through there - it is also intimidating. The main draw to Hitchin is the town square not the market.	4/19/2018 11:11 PM
14	Parking (easier, cheaper)	better car parking	4/18/2018 12:30 PM
15	Parking (easier, cheaper)	Having somewhere to park	4/18/2018 12:09 PM
16	Parking (easier, cheaper)	easier parking	4/18/2018 11:29 AM
17	Parking (easier, cheaper)	Better parking supply	4/18/2018 11:26 AM
18	Card payments	Widespread acceptance of credit cards and contactless cards	4/17/2018 12:49 PM
19	Misc. comment	See Q7	4/16/2018 7:46 AM
20	Food, farmers market	If I had time I would visit more frequently. I like the Friday Bric a brac day and I think more food outlets would be a success.	4/13/2018 9:59 PM
21	Seating, shelter	If it had an open air seating area and food traders (like Camden Market).	4/12/2018 8:02 AM
22	Better quality	I love the idea of the market and it has to be authentic and well priced, but it currently it feels very down market. Should be bit more like Camden market or portabello	4/11/2018 9:58 PM
23	Misc. comment	Actually i do go to the flower stall, only one I like really, and occasionally the veg one near the toilets, they are nice traders.	4/9/2018 10:07 PM
24	Better quality	Craft stalls Food, farmers market Less second and third hand tat would be welcome. More specialist food (not fast) stalls as in the French market - even if only monthly. Similarly more handicrafts. I only shop at the fruit and vegetable, and the flowers/plant stalls	4/3/2018 2:39 PM
25	Misc. comment	Can only visit weekends due to work	4/3/2018 8:32 AM
26	Parking (easier, cheaper)	Availability of car parking	3/31/2018 9:41 PM
27	Parking (easier, cheaper)	Easier parking on Market Day. I avoid Hitchin on Tuesday And Saturday because it is difficult to park	3/29/2018 12:10 AM
28	Signage, layout	It's not central enough. Get them into the town square to creat theatre, noise like food market	3/27/2018 8:22 PM
29	Better quality	Parking (easier, cheaper) The market is tacky and vast. There are too many empty stalls which make it look run down and tired. The Sunday market is a shambles making it difficult to park for residents wishing to enjoy Sunday shopping.	3/27/2018 3:54 PM
30	Craft stalls	Food, farmers market If the market was food and crafts it could be Hitchins biggest attraction! At the moment ours the worst thing in town	3/26/2018 9:03 AM
31	Misc. comment	The market seems pretty successful and busy. I hope it is not relocated to the old market square.	3/24/2018 7:04 PM
32	Better quality	Most retailers are of a high quality, but some could be improved.	3/23/2018 8:47 PM
33	Misc. comment	Better transport to Hitchin	3/22/2018 9:39 PM

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34	Refurbishment	It needs a complete overhaul, its dying.	3/22/2018 9:07 PM
35	Misc. comment	Just don't have the time to visit more often, no other reason.	3/22/2018 12:17 AM
36	Better quality	A lot of what is sold on the market is cheap tat. Not what I want to buy. I'm at work when most of the interesting markets are on e.g.. antiques market	3/22/2018 12:11 AM
37	Refurbishment	its old and tatty.unattractive	3/21/2018 11:03 PM
38	Signage, layout	I have visited previously and also run a market stall, but the throughput of people is very low. Perhaps improved environment would help this.	3/21/2018 6:30 PM
39	Food, farmers market	I normally visit for fresh produce but more variety would be good	3/21/2018 9:57 AM
40	Parking (easier, cheaper)	Free parking	3/20/2018 10:59 PM
41	Signage, layout	More open plan - it's difficult to see what is there Maybe a plan or a guide would help	3/20/2018 10:53 PM
42	Refurbishment	The whole area needs a facelift and improvement. New toilets, seating, new stalls, entertainment area for live music, etc etc. The frontage by the river needs urgent repair, the whole area is letting Hitchin down. Even the church yard and church hall need a facelift. The toilets inside church house need a make over to encourage visitors to the church and river side.	3/20/2018 9:29 PM
43	Better quality	Food, farmers market Food market monthly work more of that please. Less second hand tat!!!	3/20/2018 7:16 PM
44	Signage, layout	Signs in town so you know where the market is and when it's open. Signs at the market to tell you what stalls are there.	3/20/2018 7:09 PM
45	Misc. comment	I don't approve of them running a market on Sunday morning when people are going to church at St Mary's - if they want to trade there on a Sunday, I think it would be more proper of them to do so for fewer hours and in the afternoon.	3/20/2018 5:18 PM
46	Craft stalls	Food, farmers market Incorporate Farmers and Craft Market stalls into the main market.	3/20/2018 3:31 PM
47	Better quality	Right now it is very run down and bargain basement!	3/20/2018 3:16 PM
48	Misc. comment	The stalls don't attract me - not the market's fault.	3/20/2018 2:32 PM

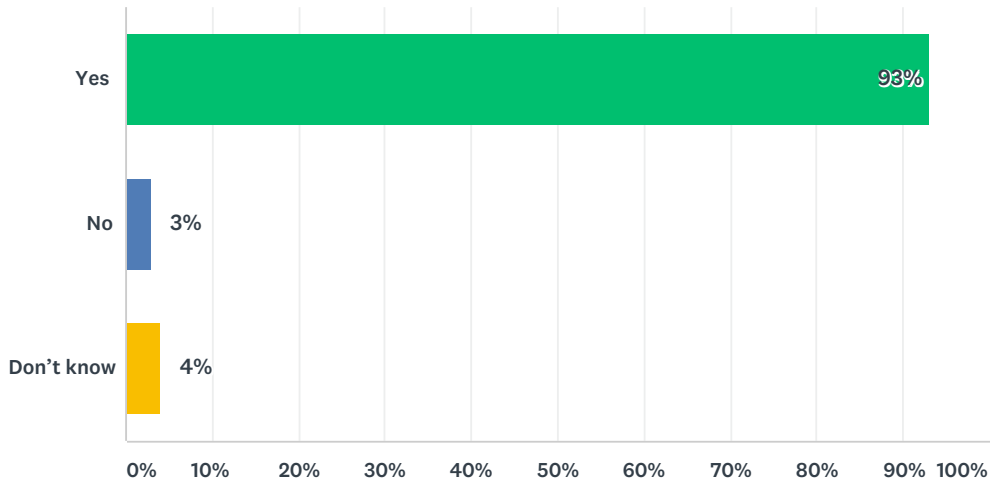
Q18 Please add any comments on why you would not be likely to visit Hitchin Market

Answered: 15 Skipped: 563

#	RESPONSES	DATE
1	High price, cannot afford no longer competitive (prices)	4/25/2018 4:07 PM
2	High price, cannot afford I don't really have the disposable income to do that	4/25/2018 10:06 AM
3	Needs refurbishment It's not clean, modern, unhygienic, intimidating and dated, people avoid the area because it doesn't look friendly and the space could be used for green space and shops which would draw more people there and make the town so much more attractive and a better place to live and be proud of.	4/19/2018 11:13 PM
4	Do not shop at markets For most items sold on the market I prefer to visit shops, or sometimes I forget about the market if I'm in the Main Street or a supermarket. I like the haberdashery and fruit and veg stalls.	4/13/2018 10:01 PM
5	Not more likely I would not be likely to visit more than I currently do. I would continue to visit now and again	4/6/2018 4:12 PM
6	Do not shop at markets I use the market for particular items but these are not necessarily regular purchases. When the market is open, it is an attractive place to visit and interesting but that does not mean that I am going to spend any more money there.	4/4/2018 2:18 PM
7	Do not shop at markets I often walk through the market. However, it's easiest for me to get most of my shopping in Waitrose. From time to time I do look for something specific in the market, but it's not that common. I don't buy much actually (only buy what I need).	4/3/2018 3:32 PM
8	Live elsewhere We have a market in Baldock	4/2/2018 1:27 PM
9	Do not shop at markets I am afraid I don't like market shopping so would never visit markets anywhere unless they were specialist food markets as Borough market in London.	3/27/2018 9:48 PM
10	Not more likely I do visit but infrequently and have no preference	3/27/2018 8:14 PM
11	Do not shop at markets Not the type of place I would shop	3/27/2018 7:20 PM
12	Do not shop at markets I don't tend to shop at market stalls	3/27/2018 3:36 PM
13	Do not shop at markets I generally think the quality in markets is not good. But have bought bric a brac, flowers, plant and fruit and vegetables	3/24/2018 7:06 PM
14	Misc. comment That isn't what I said	3/20/2018 8:26 PM
15	Needs refurbishment It's a dump.	3/20/2018 6:45 PM

Q19 Do you support the principle of investing in Hitchin's market to ensure it is fit for the 21st century?

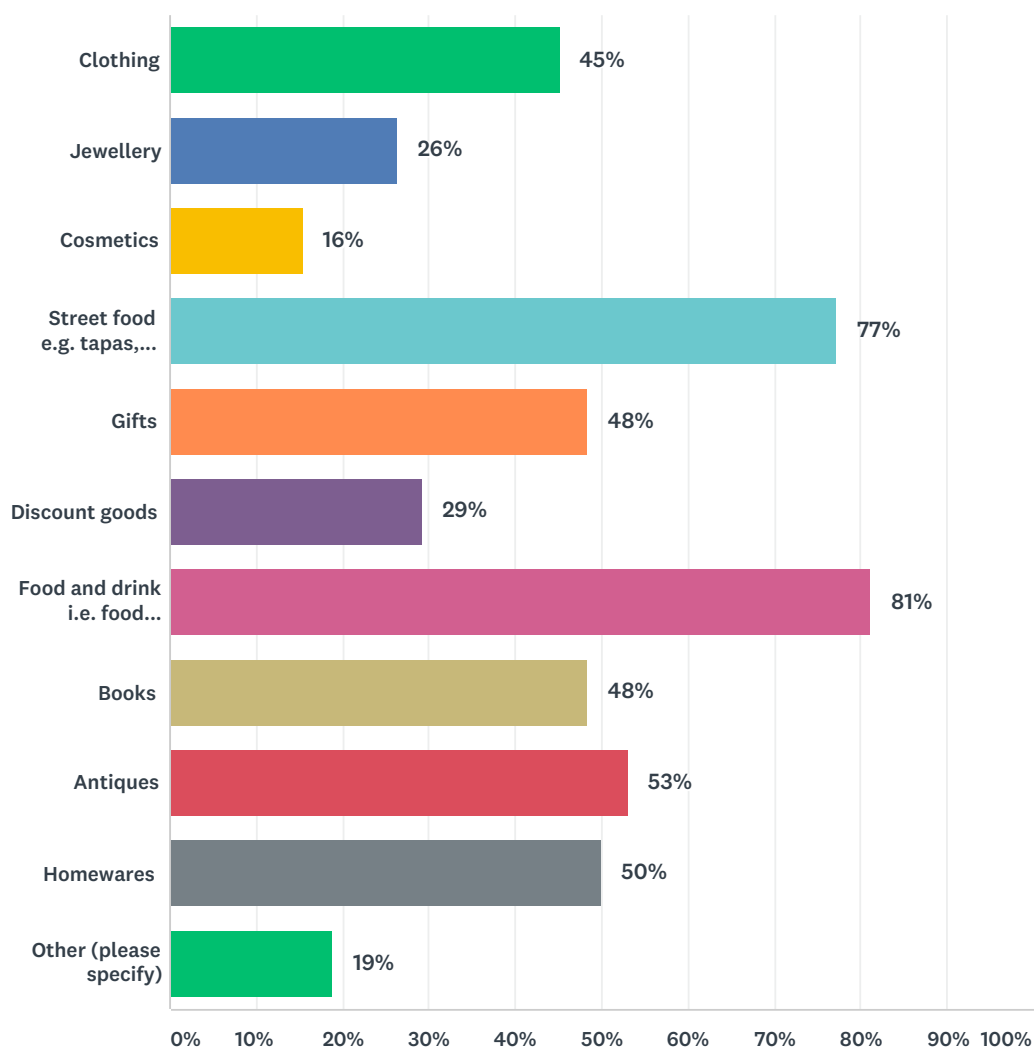
Answered: 551 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	93%	513
No	3%	16
Don't know	4%	22
TOTAL		551

Q20 What types of regular stalls would you like to see in an improved market? (Please tick all that apply)

Answered: 541 Skipped: 37



ANSWER CHOICES	RESPONSES	
Clothing	45%	245
Jewellery	26%	143
Cosmetics	16%	84
Street food e.g. tapas, caribbean	77%	418
Gifts	48%	261
Discount goods	29%	158
Food and drink i.e. food consumed at home - baker, fish-monger, fruit and veg stalls etc	81%	439
Books	48%	262
Antiques	53%	288
Homewares	50%	271
Other (please specify)	19%	102
Total Respondents: 541		

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#	OTHER (PLEASE SPECIFY)	DATE
1	Handmade goods Hand made goods,	4/30/2018 10:20 PM
2	Craft / Haberdashery haberdashery	4/30/2018 4:07 PM
3	Misc. comment Emphasis on quality for all pockets. Make it a destination with events not just a shoddy looking car boot sale.	4/29/2018 4:15 PM
4	Misc. comment others	4/28/2018 3:39 PM
5	Misc. comment Check out the market in Saffron Walden for some great ideas.	4/28/2018 9:12 AM
6	Misc. comment St Albans Market is a perfect example of what Hitchin should aspire to , artisan food, quality craft maker stall. The market should support and compliment the exciting retail presence of independent shops and boutique offers that service the towns demographic. A traditional market is not the right offer for todays Hitchin.	4/27/2018 11:53 AM
7	Flowers / Plants Plants	4/27/2018 11:32 AM
8	Craft / Haberdashery Arts & Crafts	4/27/2018 11:02 AM
9	Misc. comment Perfect, dosnt need improving!!!with current selection of stalls	4/26/2018 7:16 PM
10	Food / Drink Toys kids' stuff, fresh food,	4/26/2018 3:09 PM
11	Misc. comment The market should be open to all.	4/26/2018 10:20 AM
12	Misc. comment All and more	4/25/2018 10:30 PM
13	Flowers / Plants Plants	4/25/2018 6:05 PM
14	Misc. comment None	4/25/2018 4:07 PM
15	Flowers / Plants Flower or plant stalls	4/25/2018 1:56 PM
16	Misc. comment As it is	4/25/2018 11:32 AM
17	Misc. comment Market forces will dictate the type of stalls.	4/25/2018 11:23 AM
18	Sports equipment Sports gear	4/25/2018 9:03 AM
19	Craft / Haberdashery Visiting markets Art and craft, visiting markets	4/25/2018 8:41 AM
20	Food / Drink There is huge scope to put on a weekly farmers market with good quality food and drinks and making much more of an al fresco eating environment as opposed to just a few benches.	4/25/2018 7:21 AM
21	Misc. comment Traders need to be supported and encouraged.	4/24/2018 3:19 PM
22	Misc. comment This is a rather pointless question - surely the type of stalls will be determined by commercial demand, not by the Council who have no expertise in this area.	4/23/2018 10:44 PM
23	Misc. comment Not sure but the quality should improve. Stalls and products are tatty	4/23/2018 8:34 PM
24	Flea market Misc. comment I love the fleamarket. People come to Hitchin from London every week for our fleamarket. I also love the car boot sale. You have to keep the market traders happy with this scheme. They have concerns over access and parking.	4/22/2018 2:02 PM
25	Flowers / Plants Plants and flowers	4/20/2018 8:44 AM
26	Misc. comment Nothing - we do not want the market anymore	4/19/2018 11:14 PM
27	Misc. comment More stalls	4/18/2018 11:55 AM
28	Misc. comment not answered	4/18/2018 11:50 AM
29	Misc. comment ok as it is	4/18/2018 11:29 AM
30	Food / Drink Misc. comment Will improving the market bring more shops and people in? The street food days in Hitchin are popular so maybe more of that will help.	4/17/2018 10:39 PM
31	Stationery Greeting cards and stationary	4/17/2018 7:28 PM
32	Misc. comment a good range of stalls	4/17/2018 12:27 PM
33	Craft / Haberdashery Flowers / Plants PLANTS Fabrics all the variety we have now	4/12/2018 11:34 AM
34	Food / Drink Fresh bread	4/11/2018 10:01 PM
35	Food / Drink Fresh foods	4/11/2018 4:27 PM
36	Craft / Haberdashery Flowers / Plants Food / Drink Craft/DIY, gardening, homebrew	4/11/2018 12:25 PM
37	Flowers / Plants Flowers and plants	4/9/2018 10:09 PM

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38	Misc. comment	just a general mix	4/6/2018 4:12 PM		
39	Misc. comment	Would be good just to have a full market which is there and open	4/6/2018 12:58 PM		
40	Misc. comment	Good as it is now.	4/5/2018 12:49 PM		
41	Toys	toys	4/4/2018 12:35 PM		
42	Craft / Haberdashery	Flowers / Plants	plants and flower stalls. Artisan and craft stalls	4/3/2018 2:41 PM	
43	Pets	Pets	4/2/2018 1:28 PM		
44	Craft / Haberdashery	Haberdashery	3/31/2018 10:28 PM		
45	Pets	Pet	3/30/2018 12:06 PM		
46	Misc. comment	the Market just needs a good old fashion kick up the backside to get it going again	3/30/2018 11:55 AM		
47	Craft / Haberdashery	fabric/haberdashery/crafts	3/30/2018 10:58 AM		
48	Flowers / Plants	Flower and plant stalls	3/30/2018 8:15 AM		
49	Misc. comment	Not sure	3/29/2018 9:49 PM		
50	Misc. comment	Variety is the key	3/29/2018 7:00 PM		
51	Misc. comment	Market is fine as it is. The different types of market on different days works well.	3/29/2018 3:03 PM		
52	Food / Drink	Focus on local produce.	3/28/2018 11:37 PM		
53	Craft / Haberdashery	Flowers / Plants	PLANTS! And flowers. And the haberdashery stall.	3/28/2018 8:32 AM	
54	Pop-up	A pop-up charity stall which individual fund-raisers could apply for. No charity should be represented more than once per year. This would be FOC and would be applied for by blind draw.	3/27/2018 10:34 PM		
55	Misc. comment	no preference	3/27/2018 7:30 PM		
56	Misc. comment	The new scheme seems to half the market so I would like to see stalls in the Market Square and down the High Street like in Bury St. Edmunds, Saffron Walden and St. Albans.	3/27/2018 7:10 PM		
57	Food / Drink	Farmers market Local produce	3/27/2018 6:54 PM		
58	Hairdresser	THE HAIRDRESSER IN THE CURRENT MARKET	3/27/2018 5:23 PM		
59	Flowers / Plants	Flowers and garden plants	3/27/2018 5:18 PM		
60	Craft / Haberdashery	Sewing materials etc. Hobby and crafts stalls.	3/27/2018 4:55 PM		
61	Misc. comment	Just a higher quality of produce i.e. farmer's market/local crafts etc. You should look at Cambridge market as a model.	3/27/2018 3:58 PM		
62	Food / Drink	Keep the Caribbean market stall(s), the guy sells great stuff. Thai ingredients and more farmers market (cheese and charcuterie) would be nice.	3/27/2018 3:36 PM		
63	Flowers / Plants	flowers	3/27/2018 3:34 PM		
64	Misc. comment	All of the above.	3/27/2018 3:24 PM		
65	Flowers / Plants	Independent traders	Plants/garden Independent traders	3/26/2018 9:04 AM	
66	Art	World art	3/26/2018 8:38 AM		
67	Food / Drink	Farmers market, specialty markets	3/25/2018 7:32 PM		
68	Flowers / Plants	gardening, cut flowers	3/24/2018 5:40 PM		
69	Flowers / Plants	Plants and flowers	3/24/2018 11:18 AM		
70	Flowers / Plants	Plants and flowers	3/23/2018 11:35 PM		
71	Misc. comment	Unsure	3/22/2018 9:39 PM		
72	Flowers / Plants	Pets	Toys	pets garden toys	3/22/2018 9:36 PM
73	Misc. comment	A market like it used to be when it was successful. Products sold at good prices where bartering was possible	3/22/2018 12:32 AM		
74	Fashion	Food / Drink	Bread stall Cheese stall Permanent butcher Stalls for younger people - make-up and fashionable clothes	3/21/2018 10:00 PM	

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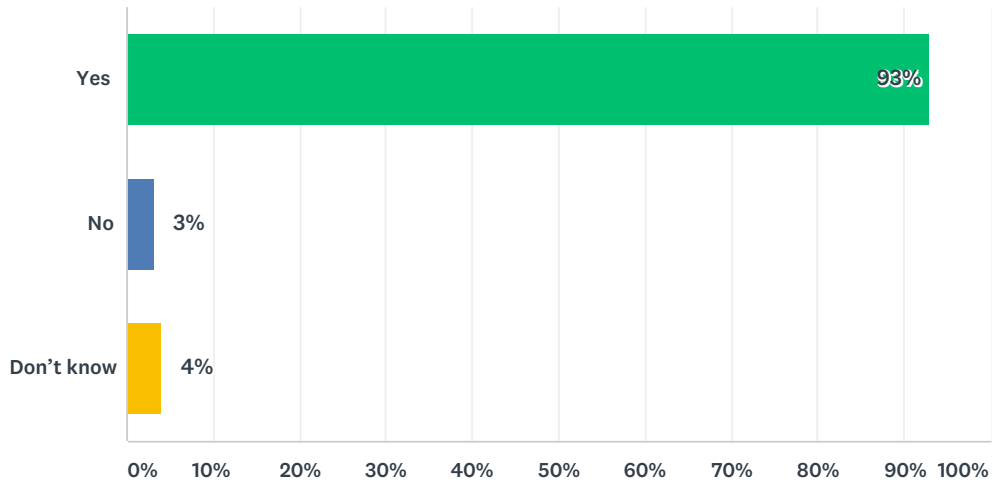
75	Food / Drink Vintage	Farmers market Vintage market	3/21/2018 9:58 PM
76	Misc. comment	It's upto the market to decide what type of outlet goes there. Council needs to get on and ensure an attractive town centre, reasonable rates and ease of access.	3/21/2018 7:54 PM
77	Food / Drink Handmade goods Local traders	Supporting local farmers more and local craft people and traders. More high quality food and good like some of the markets in london	3/21/2018 7:11 PM
78	Vintage	Vintage	3/21/2018 5:22 PM
79	Craft / Haberdashery Handmade goods Local traders	Locally produced goods/ weekly craft market	3/21/2018 4:27 PM
80	Food / Drink Furniture Toys	Furniture - gifts - toys Already love the fruit and veg and the framer.	3/21/2018 7:25 AM
81	Food / Drink Misc. comment	Street food stalls. Upcycling, furniture. Basically make it like Portobello road!	3/21/2018 12:51 AM
82	Misc. comment	Our market is in a sorry state and is embarrassing. Once it was the heart of the town. More needs to be done in the market to draw people to the market.. external advertising, more stalls, more variety	3/21/2018 12:33 AM
83	Misc. comment	I've ticked all as a 'market' should cater for the local 'market', not just what developers might like as a 'market'. I enjoy the end of the month craft market and like those type of stalls, but there are plenty of people shopping at the more general market stalls so it's important the general market stalls are catered for and not just the more lifestyle/street food type stalls which are currently in fashion.	3/20/2018 10:23 PM
84	Misc. comment	All of the above along with greater integration between the farmer's market and the main market to create a sense of unity.	3/20/2018 9:31 PM
85	Flowers / Plants Food / Drink	Must keep the plant/flower stalls and fruit stalls, please.	3/20/2018 7:58 PM
86	Misc. comment	All of the above, am I am very concerned as to what your plans are for Hitchin Market, also if there is a hidden agenda regarding the market and the space it occupies..are you 100% committed to keeping and improving the market, or is there some underhand deal being struck with a developer.. lets hope the next stage is not a few houses along the river/overlooking the church..	3/20/2018 7:18 PM
87	Food / Drink	Cantina Carnitas	3/20/2018 7:17 PM
88	Craft / Haberdashery	Craft supplies	3/20/2018 7:10 PM
89	Craft / Haberdashery Flowers / Plants	Plant stalls, haberdashery	3/20/2018 6:58 PM
90	Misc. comment	We need to get the quality trader numbers up. It all feels a bit depressed at the moment. We miss the local vege stall.	3/20/2018 6:46 PM
91	Craft / Haberdashery	Haberdashery, hobby and home improvements	3/20/2018 5:50 PM
92	Food / Drink Misc. comment Music	Music. Farmers market. Maybe a different theme on each day?	3/20/2018 5:36 PM
93	Food / Drink Handmade goods Local traders Misc. comment	Artisan breads (there's a very good one at St Albans market), local craft & produce. Other markets around the country that have adapted & are flourishing need to be researched. There is huge potential for Hitchin Market if it is forward thinking & willing to adapt. But huge investment is needed in the fabric/design. It must be integrated into the retail heart of Hitchin, not pushed away towards Queen Street; that would be a huge mistake.	3/20/2018 5:20 PM
94	Craft / Haberdashery Flowers / Plants Handmade goods Local traders Seasonal markets	haberdashery / textile, fresh cut flowers and garden flowers. Seasonal stalls for Christmas / Easter / Winter. Locally produced arts and crafts / items / furniture / home decorations.	3/20/2018 5:05 PM
95	Misc. comment	No preference	3/20/2018 4:54 PM
96	Craft / Haberdashery Food / Drink	The farmers and craft market is great - more like this please.	3/20/2018 3:10 PM
97	Misc. comment	Love love love the market	3/20/2018 2:59 PM
98	Pets	pet supplies	3/20/2018 2:44 PM
99	Craft / Haberdashery	My Grandma likes to get wool and sewing items from the market.	3/20/2018 2:11 PM
100	Food / Drink Misc. comment	I am very much in support of the principle of investing in Hitchin's market to ensure it is fit for the 21st century and would also support the idea of there being a good proportion of fresh food stalls including fish, meat, vegetables... supporting our local food providers and farmers.	3/20/2018 1:44 PM

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101	Music records	3/20/2018 1:32 PM
102	Misc. comment Cambridge Market is worth visiting whereas Hitchin looks a bit like a dump, drab and dirty	3/20/2018 1:24 PM

Q21 Do you support the idea of holding regular specialist markets as well as the general market?

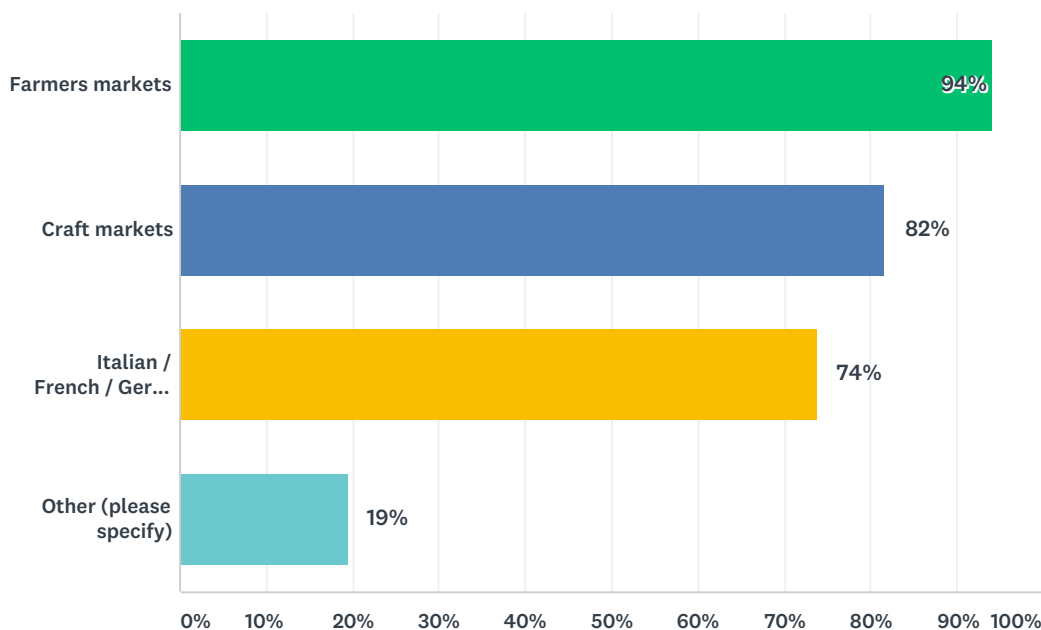
Answered: 550 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	93%	511
No	3%	17
Don't know	4%	22
TOTAL		550

Q22 What types of speciality markets would you like to see in Hitchin? Please tick all that apply

Answered: 531 Skipped: 47



ANSWER CHOICES	RESPONSES	
Farmers markets	94%	500
Craft markets	82%	433
Italian / French / German markets	74%	392
Other (please specify)	19%	103
Total Respondents: 531		

#	OTHER (PLEASE SPECIFY)	DATE
1	Food / Drink Technology Vegan Market, 'Geeky' Market	4/30/2018 9:07 PM
2	Antiques Children's Toys Vintage, children's toys, antiques	4/30/2018 10:35 AM
3	Locally made products Promote local products or made in the county.	4/30/2018 7:31 AM
4	Locally made products Regional makers markers. Look at St Alban's	4/29/2018 4:16 PM
5	Misc. comment Markets with a theme that brought lots of the same type of stall (e.g. vintage toys; antiques; secondhand books). If you have just one of these stalls in a market comprising lots of different things it isn't enough to draw you in. But if you had an occasional themed market containing 10-20 of these we would come along.	4/28/2018 8:53 PM
6	Locally made products Local producers	4/28/2018 9:13 AM
7	Misc. comment However the current specialty markets are considerably more expensive than in Germany, France etc	4/27/2018 3:16 PM
8	Art Art markets	4/27/2018 11:03 AM
9	Misc. comment Other markets harm Hitchin Market.	4/27/2018 10:59 AM
10	Misc. comment Not fussed	4/26/2018 7:16 PM
11	Antiques Food / Drink One-off events Artisan food, antiques and collectables, specialist pop up markets	4/26/2018 6:15 PM
12	Children's Toys Misc. comment all possible, the more the better) again, kids' markets?	4/26/2018 3:09 PM

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13	Christmas market	Hitchin would be a great place for a proper Christmas market.	4/26/2018 10:20 AM			
14	Flowers	Flower Markets	4/26/2018 12:09 AM			
15	Car boots	Car boot style markets	4/26/2018 12:03 AM			
16	Christmas market	Food / Drink	Christmas Markets, Street Food,	4/25/2018 5:07 PM		
17	Antiques	antique/vintage	4/25/2018 1:58 PM			
18	One-off events	Special festivals i.e. Chilli Fest, food festivals	4/25/2018 11:31 AM			
19	Food / Drink	Street food	4/25/2018 11:23 AM			
20	Misc. comment	Any type for variety	4/25/2018 11:10 AM			
21	Flowers	Garden/flower	4/25/2018 9:34 AM			
22	Art	Art - like Greenwich market Vintage	4/25/2018 8:42 AM			
23	Craft / Hobbies	Hobbyist market eg some where you could buy things for a particular sort of hobby be it knitting, model train or aircraft building, woodworking, rug making etc.	4/25/2018 8:36 AM			
24	One-off events	I'd like to see the markets also have musical events eg jazz.	4/25/2018 7:22 AM			
25	Food / Drink	Organic foods, asian, caribbean, british	4/23/2018 10:45 PM			
26	Car boots	Flea market	Flea markets and car boot sales	4/22/2018 2:02 PM		
27	Food / Drink	Anything to do with craft beer	4/20/2018 8:58 AM			
28	Locally made products	Local, artisan crafts and products	4/20/2018 8:45 AM			
29	Locally made products	Local suppliers	4/19/2018 3:26 PM			
30	Misc. comment	Like the traditional ones only	4/18/2018 11:36 AM			
31	Food / Drink	Street food stalls	4/17/2018 10:39 PM			
32	Food / Drink	Food market	4/16/2018 12:52 PM			
33	Misc. comment	Q7	4/16/2018 7:48 AM			
34	Antiques	Flea/antique/vintage	4/12/2018 11:34 AM			
35	Antiques	Children's Toys	Christmas market	Food / Drink	Christmas market Antiques market General food/drink market Collectors fairs Toy fairs etc	4/11/2018 12:26 PM
36	Misc. comment	But not at hyped prices, the continental ones are lovely but everything is expensive and more than u would pay in Europe especially the cheese!	4/9/2018 10:10 PM			
37	Misc. comment	Anything is better than the very disappointing few stalls who packup early, staying open till 7pm so people can stop after work. Big notice boards with what is on and times would help	4/6/2018 1:01 PM			
38	Misc. comment	There used to be pottery auctions ages ago. Lot of fun.	4/5/2018 12:50 PM			
39	Misc. comment	Whatever you do place a watertight contract. So far your reputation stinks	4/4/2018 9:42 AM			
40	Christmas market	A Christmas Market like the one in Stevenage would be great.	4/3/2018 9:57 AM			
41	Christmas market	Christmas	3/30/2018 12:06 PM			
42	Misc. comment	I support additional theme days in the market area but not in the town centre or away from the market	3/30/2018 12:03 PM			
43	Misc. comment	Music	3/29/2018 7:00 PM			
44	Misc. comment	anything different	3/29/2018 2:40 PM			
45	Misc. comment	W	3/29/2018 12:11 AM			
46	Flea market	Flea market.	3/28/2018 8:33 AM			
47	Antiques	Christmas market	Antiques. For December only, a % of stalls to be given over to a traditional European Christmas market.	3/27/2018 10:36 PM		
48	Misc. comment	The 'continental' markets that are held seem to offer little that cannot be bought in a good supermarket.	3/27/2018 7:55 PM			
49	Antiques	Antiques and Collectibles.	3/27/2018 7:11 PM			
50	Antiques	Antiques	3/27/2018 6:54 PM			
51	Food / Drink	Vintage	Second hand vintage Indian foods to eat plus ingredients	3/27/2018 6:33 PM		

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52	Christmas market	Christmas markets	3/27/2018 6:01 PM
53	Antiques	Antiques	3/27/2018 5:33 PM
54	Christmas market	Christmas market and other themed markets	3/27/2018 5:10 PM
55	Food / Drink	street food markets, craft beer / brewery markets, night time events.	3/27/2018 3:37 PM
56	Craft / Hobbies	Independent traders selling art, jewellery, cards and crafts, like at the Creative Fairs run at Hitchin Town Hall	3/26/2018 5:11 PM
57	Misc. comment	All of those would be awesome	3/26/2018 9:05 AM
58	Craft / Hobbies	History and craft/art of the rest of the world.	3/26/2018 8:42 AM
59	Art	Art markets	3/26/2018 8:14 AM
60	Antiques	antiques and collectables	3/24/2018 7:07 PM
61	Antiques	Antiques	3/24/2018 11:18 AM
62	Food / Drink	Something like a regular foodie-heaven shopping/eating destination like the Borough Market in London could suit the Hitchin vibe, rather than French markets etc which people now see as passé	3/23/2018 11:31 AM
63	Locally made products	Misc. comment Local markets Italian/french/German markets are a bit gimmicky	3/22/2018 7:57 PM
64	Misc. comment	Hippy	3/22/2018 4:01 PM
65	Misc. comment	'Farmers' and craft markets already happen. The Friday market is the best one.	3/22/2018 2:17 PM
66	Misc. comment	any of the above as long as done in consultation with the regular market traders and not too often so as to detract from the regular market traders custom and so as not to make the town a 'no go' area for the residents because it becomes too busy	3/22/2018 1:10 PM
67	Art	Flowers Flower/plant market Art market	3/22/2018 12:12 AM
68	Food / Drink	Cheese	3/21/2018 11:53 PM
69	Flowers	Plants/Garden	3/21/2018 10:53 PM
70	Vintage	Vintage clothing and jewellery	3/21/2018 9:59 PM
71	Antiques	Antiques market	3/21/2018 7:47 PM
72	Food / Drink	Fish and meat	3/21/2018 7:11 PM
73	Misc. comment	ie not in the Town Square	3/21/2018 7:04 PM
74	Food / Drink	Gourmet food market	3/21/2018 6:49 PM
75	Misc. comment	Anything different from the usual will spark more interest	3/21/2018 6:31 PM
76	Christmas market	Christmas market	3/21/2018 5:56 PM
77	Antiques	Antiques	3/21/2018 5:53 PM
78	Vintage	vintage market	3/21/2018 5:22 PM
79	Misc. comment	One-off events Charity events, id like to see the market used every day, or its wasted!	3/21/2018 4:28 PM
80	One-off events	One off days on a Sunday in the summer maybe with music and food stalls	3/21/2018 7:26 AM
81	Antiques	Antiques	3/21/2018 12:52 AM
82	Misc. comment	Yes... but do it In The Market Square to being people from the high street to the market	3/21/2018 12:34 AM
83	Food / Drink	Chilli festival	3/21/2018 12:18 AM
84	Art	Art	3/20/2018 11:48 PM
85	Craft / Hobbies	Food / Drink Currently as is with craft and farmers markets	3/20/2018 11:31 PM
86	Christmas market	Food / Drink Christmas market/ street food / beer Festival	3/20/2018 11:23 PM
87	Misc. comment	The events in the main town square need to be co-ordinated with what is happening in the market square. Better connections need to be made between them, both physically and via signage and communication.	3/20/2018 9:35 PM
88	One-off events	SkateJam or similar.	3/20/2018 8:32 PM

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89	Christmas market	One-off events	Special occasions, e.g. Christmas market	3/20/2018 7:51 PM
90	Antiques	Car boots	Car boot which is held on a Sunday, Antique which is held on a Friday and any others that can be encouraged to attend..	3/20/2018 7:19 PM
91	One-off events		Seasonal markets	3/20/2018 7:17 PM
92	Food / Drink		Speciality food e.g. the whole market focussing on cheese or chocolate or jams. Turn it into a festival rather than 'just' a market.	3/20/2018 7:12 PM
93	Christmas market		Christmas	3/20/2018 6:59 PM
94	One-off events		We do love the foreign markets but they tend to be totally over priced. Perhaps we could arrange a series of one off specialist markets such as music orientated, recycled etc?	3/20/2018 6:48 PM
95	Food / Drink		Drinks.	3/20/2018 5:37 PM
96	Misc. comment		See what is being done at other successful markets.	3/20/2018 5:20 PM
97	One-off events		Seasonal specials like Christmas, Easter etc. Food festivals, local events for schools, music, drama & arts.	3/20/2018 5:06 PM
98	Food / Drink		Oktoberfest market	3/20/2018 4:15 PM
99	Antiques	Flowers	Antique, Bric a Brac, general, flowers	3/20/2018 4:10 PM
100	Christmas market		A better Christmas market!	3/20/2018 3:17 PM
101	Food / Drink	One-off events	International theme markets, street food, bespoke style trading	3/20/2018 2:45 PM
102	Misc. comment		I would welcome any speciality market to supplement the existing market.	3/20/2018 1:45 PM
103	Antiques		antiques, books and records,	3/20/2018 1:32 PM