

## Helensburgh Resident Survey – Transforming the Town Centre and Waterfront

Name and address:

- Q1 **Gender:** Male  Female
- Q2 **Age:** Under 16  16-25  26-45  46-55  56-65  65+
- Q3 **Employment Status:** Employed full-time  Employed Part-time  Unemployed  Retired   
 Full-time taking care of the family  Student  Other   
 If other, please describe

- Q4 **How long have you lived in the surrounding Helensburgh area?**  
 Less than 1 year  1-2 years  3-5 years  6-10 years  Over 10 years

- Q5 **Do you use/visit Helensburgh town centre?** Yes  No  *If no go to Q15*

- Q6 **Why do you normally visit Helensburgh town centre?** *(please tick all that apply)*
- Cafe/restaurant  Shopping  Parks/play areas  Visiting friends & relatives   
 Doctor/dentist  Pub  Library/Council Services  Resource Centre   
 Recreation  Work  West Bay Esplanade/Beach  Train/Bus Station   
 Other, please describe

- Q7 **How often do you visit Helensburgh town centre?**

	Daily	2-3 times a week	A few times a month	A few times a year	Very occasionally
During the day					
At night					

- Q8 **Over the last 3 years, have you changed how often you visit the town centre?**

	Visit more now	No change	Visit less now
During the Day			
At Night			

- Q9 **If this has changed, what is the reason(s) for this?**

**Q10** What could be done to encourage you to visit the town centre more often?

**Q11** On average, how much do you spend during a trip to the town centre?

	Shopping	Eating/Drinking	Other
Spend nothing			
Less than £5			
£5-£10			
£11-£20			
£21-£30			
Over £30			

**Q12** How much has your spending changed over the last 3 years?

*Spend more now*       *No change*       *Spend less now*

**Q13** If your spending has changed, is there any particular reason for this?

**Q14** How do you normally travel to Helensburgh town centre?

*Car*       *Bus*       *Taxi*       *Walk*       *Cycle*       *Train*

**Q15** If you never visit the town centre during the day or at night, why is this?

Q16 Can you say whether you agree or disagree with the following statements regarding Helensburgh town centre:

	Strongly agree	Agree	Disagree	Strongly Disagree	No Opinion
There is good quality and a variety of shops					
There is good quality/variety of pubs and restaurants					
The streets are well lit					
You would recommend the town to visitors/tourists					
I feel safe during the day					
I feel safe at night					
It is easy to park there					
There are good public transport links there					
The town centre is safe for pedestrians (i.e. crossing the road)					
The coastal location and sea views are a key attraction					
The place has clean and tidy streets					
The appearance of buildings and street furniture are good					
The appearance of the public spaces in the town centre are good					
The Esplanade is an important, attractive space within the town					
There is enough green space					
Helensburgh is a lively and bustling town					

Q17 What aspects of Helensburgh would you like to see improved? *(please tick all that apply)*

- |  |                          |                                   |                          |                               |                          |
|--|--------------------------|-----------------------------------|--------------------------|-------------------------------|--------------------------|
| <i>The West Bay Esplanade</i>          | <input type="checkbox"/> | <i>Parking</i>                    | <input type="checkbox"/> | <i>Street lighting</i>        | <input type="checkbox"/> |
| <i>The West Bay Beach</i>              | <input type="checkbox"/> | <i>Maintenance/cleanliness</i>    | <input type="checkbox"/> | <i>Public transport links</i> | <input type="checkbox"/> |
| <i>Appearance of streets/buildings</i> | <input type="checkbox"/> | <i>Outdoor meeting space</i>      | <input type="checkbox"/> | <i>Public conveniences</i>    | <input type="checkbox"/> |
| <i>Visitor facilities</i>              | <input type="checkbox"/> | <i>Pedestrian access/crossing</i> | <input type="checkbox"/> | <i>Nothing</i>                | <input type="checkbox"/> |
| <i>Other, please describe</i>          |                          |                                   |                          |                               |                          |

*If nothing, please go to Q19*

**Q18** If these improvements were made, would you visit Helensburgh town centre more often?

Yes, would definitely visit more often  Might start visiting more often  No, would make no difference

If answered 'No' can you say why?

**Q19** Would you be prepared to pay to park in Helensburgh town centre? Yes  No

If yes, how much would you be prepared to pay for the following periods?

1 hour	£	4 hours	£	All day	£
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**Q20** Do you use the Westbay Esplanade? Yes  No

If yes, why do you use it? To walk the dog  A route to/from work  A walking/jogging route  To sit and relax   
To meet friends  Other, if other please describe

**Q21** Overall, how satisfied are you with Helensburgh town centre?

Very satisfied  Quite satisfied  Neither/nor  Not very satisfied  Not satisfied at all

**Q 22** How attractive is Helensburgh compared with other coastal towns?

	Very Attractive	Attractive	Neither/Nor	Unattractive	Very Unattractive
Inveraray					
Oban					
Largs					
Troon					
St Andrews					

**Q23** Why do you visit these other centres? *(please tick all that apply)*

Better shops  Better value for money  Better range of places to eat/drink   
Easier to park  Better quality environment  Better range of facilities e.g. cinema, theatre, clubs   
I feel safer there  Better transport links  Other, please describe

**Q24** How much do you normally spend in these other centres each time you visit?

	Less than £5	£5-£10	£11-£20	£21-£30	Over £30
Shopping					
Eating					
Other					

Thank you for taking the time to complete this survey. The views of local residents are very important in shaping the future of Helensburgh.