IPSWICH VISION

THE CONNECTED TOWN CONSULTATION

TELEPHONE SURVEY

27TH SEPTEMBER 2021

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Ipswich Central and All About Ipswich

Contents

1. CONTEXT

In April of 2021 the Ipswich Vision partners launched a new strategy for the future revival of the Town Centre and our District Shopping Parades. This renewed vision aims for more people living in the Town Centre and for those who do not to make better use of the Centre. This strategy will involve significant change.

The purpose of this telephone survey was to follow up in a slightly more focused way the Online and Street Survey which is reported separately. Eleven facilities were listed (see Appendix 1) and participants were asked to what extent would improving each of these facilities encourage greater use of the town centre. The main change was that for the telephone survey ‘Transport’ was replaced with a specific question on the ‘Waterfront’ to focus on facilities rather than access and a specific question on the use of cars. Also included were two COVID related questions, and a ‘one-off’ question on Ipswich Town Football club given what appears to be a greater community commitment.

To probe more deeply a four-point scale was used; Vital, Important, Not Very Important and Irrelevant. Of particular interest in the first instance are those participants responding with ‘Vital’ – a very strong statement. There were also follow up questions for specific facilities to allow a more in-depth analysis.

2. EXECUTIVE OVERVIEW

From a telephone survey of 500 the findings which can be considered robust highlighted the importance in alphabetical order of

- Arts, Culture and Entertainment
- Digital Connectivity
- Health Facilities
- Hospitality
- Outdoor Amenities

Given the slight increase in those intending to use the Connected Town Centre and the significant reduction in those having concerns both...

- Retail
- Sporting Facilities

...are prominent.

The Health Facilities required are predictably GP Surgeries and Health Centres, Dental Practices, Pharmacies, Opticians, Hearing Centres and by some Veterinary Surgeries.

For Arts, Culture and Entertainment both Cinema and Festivals are seen as potentially main attractions.

To secure a reduction in car usage the need for Cycle Routes emerges strongly.

There are seven clear Facilities emerging from a consumer perspective the Vision Board can prioritise in delivering the ‘Connected Town’. These findings link strongly to the Online and Street Survey Data.

There are seven clear themes emerging from a business perspective which the Vision Board can prioritise and consider in delivering the connected Town. These findings now need to be set alongside the consumer perspective.

3. PARTICIPANTS AND DEMOGRAPHY

The telephone survey was undertaken commercially by Latimer Appleby targeting 500 participants. The key demographic data is shown below in four tables. It should be noted that the respondents were restricted to those participants using landlines.

Table 1: Age Range

Which of the Following Age Groups following do you fall into?		
Age	**No.**	**%**
18-29	117	23.4
30-40	137	27.4
41-59	117	23.4
60-70	95	19
70+	34	6.8
Total	500	100

Table 2: Gender

What is your Gender Identity?		
Gender	**No.**	**%**
Male	247	49.4
Female	249	49.8
Transgender	1	0.2
Non-binary	1	0.2
Prefer not to say	2	0.4
Total	500	100

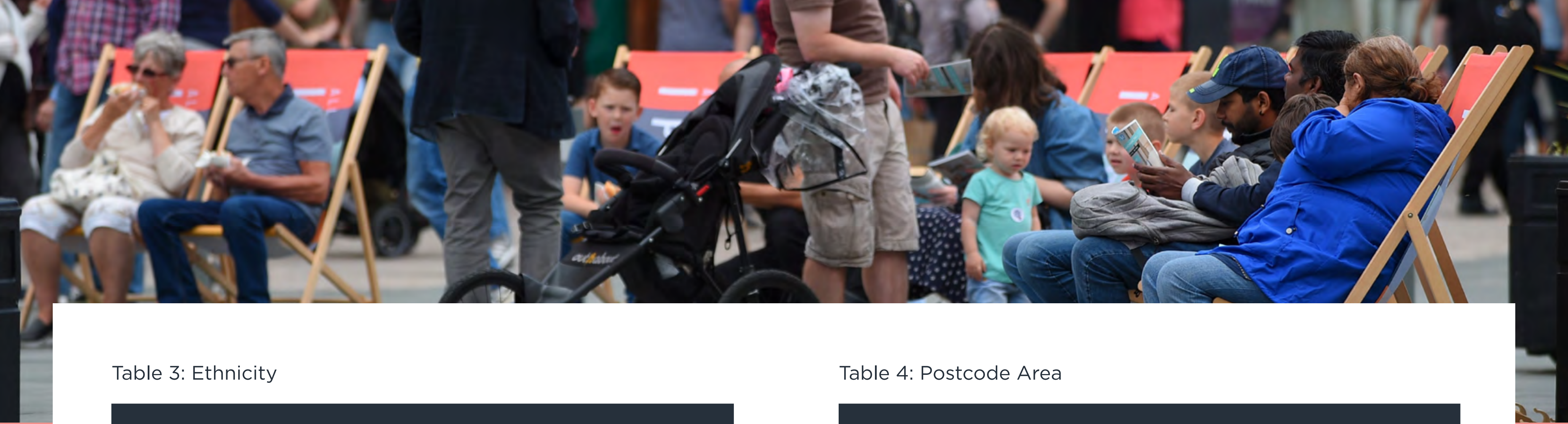

Table 3: Ethnicity

What is your Ethnic Group?		
Group	**No.**	**%**
White	458	91.6
Black, African, Black British or Carribean	12	2.4
Asian or Asian British	17	3.4
Another ethnic group	3	0.6
Mixed or multiple ethnic groups	10	2.0
Total	500	100

Table 4: Postcode Area

Respondent Postcode Area		
Gender	**No.**	**%**
IP1	140	28
IP2	110	22
IP3	122	24.4
IP4	128	25.6
Total	500	100

This shows a balanced distribution across the IP areas but given the intersection with the Town will not be subject to a separate analysis.

4. FINDINGS

The raw data for the eleven facilities is shown in Appendix 1. To set this in context an initial analysis of the two COVID related questions was undertaken.

4.1 Covid Impact

Table 5 shows the responses to the question 'do you think you are likely to use Ipswich town centre shops as frequently as you did before the Covid pandemic; this question is very much retail focused.

Table 5: Use of Town Centre Shops

	Responses	% (rounded)
Much Less Frequently	20	4
Somewhat Less Frequently	68	14
About The Same as Before	267	53
Somewhat More Frequently	96	19
Much More Frequently	39	8
I Don't Visit The Town Centre	10	2

This shows 18% are likely to use the Town shops less, a reduction from 26% reported in a similar survey undertaken in May 2020(1). It is worth noting that 27% are intending to use the town shops more frequently.

When asking if Covid gives any concerns about visiting the town centre only 21% responded yes. The 79% having no concerns is a marked change from the May 2020 data showing only 10%.

This data does indicate that there remain strong opportunities for greater use of the 'Connected Town'.

(1) Ipswich Central. Ipswich – User Sentiment Survey. Summary of Findings.

4.2 Facilities Graded as Vital

The use of 'Vital' is clearly a strong statement. Taking 30% as a cut-off point three facilities emerge:

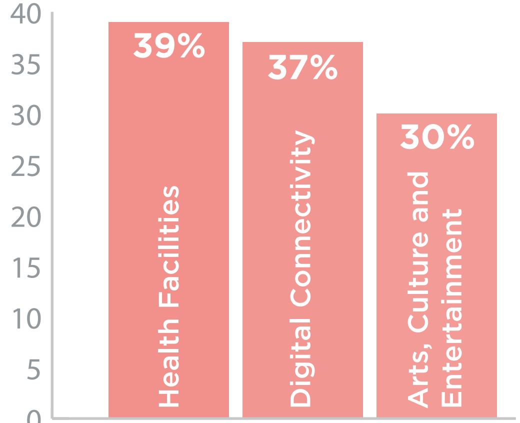

Figure 1: Facilities graded as Vital

This is robust directional data.

4.3 Facilities Graded as Vital and Important Combined

Taking 70% as the cut-off point the following facilities emerge:

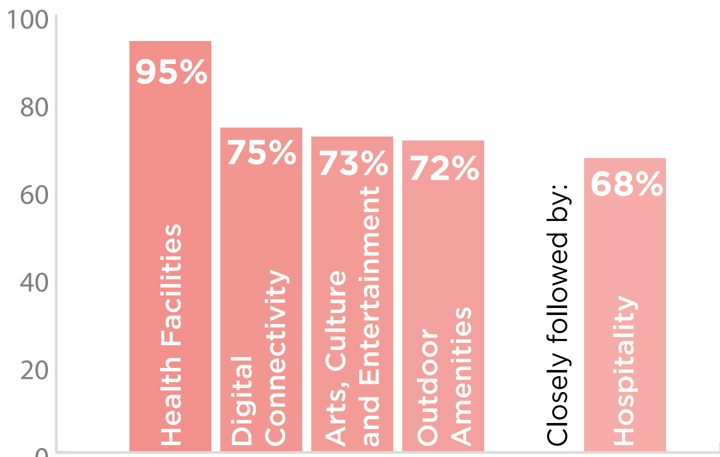

Figure 2: Vital and Important combined

4.4 Follow Up Questions for Health Facilities and Arts, Culture & Entertainment.

The key ‘Health Facilities’ were:

GPs Surgeries and Health Centres	95%
Dental Surgeries	95%
Pharmacists	92%

followed by

Opticians	62%
and	
Hearing Centres	51%

In addition, as only people with animals are likely to respond to a question on vets (45%) this needs noting.

The two most selected forms of entertainment were:

Cinema	46%
and	
Festivals	41%

4.5 Facilities Graded as Vital by Age Range

The raw data is shown in Appendix 4 with the two higher age bands combined.

Taking 30% as a cut-off point but including those ranked in the first three the following facilities emerged:

18-29	Digital Connectivity	48%
	Arts, Culture, Entertainment	35%
	Health Facilities	29%
30-40	Digital Connectivity	48%
	Health Facilities	45%
	Arts, Culture, Entertainment	28%
41-59	Health Facilities	41%
	Digital Connectivity	38%
	Arts, Culture, Entertainment	29%
60+	Health Facilities	37%
	Arts, Culture, Entertainment	29%
	Hospitality	22%

For those aged 60+ Hospitality replaced Digital Connectivity but otherwise there are no differences in the top three.

4.6 Facilities Graded as Vital by Sex

The raw data is shown in Appendix 5. Taking 30% as a cut-off point but including those ranked in the first three the following facilities emerged:

Female	Health Facilities	39%
	Digital Connectivity	37%
	Arts, Culture, Entertainment	29%
Male	Health Facilities	38%
	Digital Connectivity	38%
	Arts, Culture, Entertainment	32%

The top three are the same although if fourth choices are added 'Retail' (27%) emerges for females and 'Sporting Facilities' (24%) for males.

4.7 Facilities Graded as Vital by Ethnicity

The raw data is shown in Appendix 6. Although a small sample (42/500) which is 8.4% set against the demography of Ipswich which is approximately 17%. It is slightly more representative than the 'online/ street' survey. Taking 30% as a cut-off point but including those ranked in the first three the following facilities emerge:

Health Facilities	43%
Digital Connectivity	36%
Hospitality	24%

Given the small numbers both Arts, Culture and Entertainment (21%) and 'Sporting Facilities' (19%) are prominent.

4.8 Use of Car

A question was asked as to whether participants used their car to visit the Town Centre. Out of the sample 353 replied yes (71%). When asked 'what might encourage you to use your car less' the responses were as follows:

Table 6: Responses of Using Car Less

Better Buses	61
Cycle Routes	117
Walking Routes/Pedestrianisation	36
Safer Streets (e.g. better lit)	77
Taxis	50
Other	-
Nothing	121

It would appear that 'Cycle Routes' with some consideration of 'Safer Streets' might be key factors. However there remains a large number (121/353) who will continue to use their car to visit the Town.

4.9 Importance of Ipswich Town Football Club

Although a 'one-off' questions 432 participants considered the club to be Vital or Important of which 176 (35%) selected Vital. There are clearly potential economic and social benefits to a successful football club within a 'Connected Town'.

APPENDIX 1

Responses to the 11 Facilities (Questions 7-17)

			Vital	Important	Not Very Important	Irrelevant
Q7		Digital Connectivity	187	189	92	32
Q8	*	Accommodation	63	217	171	49
Q9	*	Retail	95	221	127	57
Q10		Flexible Working	54	139	205	102
Q11	*	Arts, Culture, Entertainment	151	224	92	43
Q12	*	Sports Facilities	114	179	134	73
Q13		Outdoor Amenities	43	316	120	21
Q14	*	Family Facilities	40	159	203	98
Q15	*	Health Facilities	191	282	27	0
Q16		Hospitality	107	234	114	45
Q17	*	Waterfront	76	223	158	43
* follow up questions						

APPENDIX 2

Follow Up Question to Health Facilities

WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU?		
	No.	% of total respondents
GP, Surgeries and Health Centres	473	94.6
Opticians	311	62.2
Pharmacy	459	91.8
Dental	473	94.6
Hearing	254	50.8
Mobility	49	9.8
Children	182	36.4
Care Homes	82	16.4
Vets	224	44.8
Other	0	44.8

APPENDIX 3

Follow Up Question to Arts, Culture and Entertainment

WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU?		
	No.	% of total respondents
Theatre	87	17.4
Cinema	229	45.8
Music and Dance Venues	117	23.4
Street Entertainment	203	40.6
Museums	106	21.2
Other	2	0.4

APPENDIX 4

Facilities Graded as Vital by Age Range

		18-29	30-40	41-59	60+
Q7	To what extent would improved free Digital Connectivity encourage you to use the town centre more? (e.g. wifi, better broadband, 5G)	56	66	45	20
Q8	To what extent would a better range of accommodation encourage better use of the town centre? (e.g. town houses, flats hotels)	17	12	17	17
Q9	To what extent would an improved retail offering encourage you to use the town centre more? (e.g. independent retailers, food stores, markets, hair and beauty salons)	25	26	23	21
Q10	To what extent would more flexible working facilities encourage you to use the town centre more? (e.g. creative studios, hot desking)	21	11	14	8
Q11	To what extent would additional arts, culture and entertainment encourage you to use the town centre more? (e.g. theatres, cinemas, museums, festivals)	41	39	34	37
Q12	To what extent would improved sporting facilities encourage you to use the town centre more? (e.g. swimming pools, climbing walls, outdoor and indoor sporting facilities)	33	32	25	24
Q13	To what extent would improved outdoor amenities encourage you to use the town centre more? (e.g. green spaces, communal gardens, cycle routes, trees)	6	13	7	17
Q14	To what extent would improved family facilities encourage you to use the town centre more? (e.g. schools, youth centres, drop in centres)	10	11	13	6
Q15	To what extent would improved health facilities encourage you to use the town centre more (e.g. GP surgeries, health centres, children centres, vets)	34	61	48	48
Q16	To what extent would improved hospitality facilities encourage you to use the town centre more? (e.g. bars, restaurants, night clubs)	28	24	26	29
Q17	To what extent would further improvements to the Waterfront encourage you to use the town centre more? (e.g. living, watersports, walking and cycling)	20	24	14	18
Total		117	137	117	129

APPENDIX 5

Facilities Graded as Vital by Sex

		Female (249)	Male (247)
Q7	To what extent would improved free Digital Connectivity encourage you to use the town centre more? (e.g. wifi, better broadband, 5G)	93	93
Q8	To what extent would a better range of accommodation encourage better use of the town centre? (e.g. town houses, flats hotels)	33	30
Q9	To what extent would an improved retail offering encourage you to use the town centre more? (e.g. independent retailers, food stores, markets, hair and beauty salons)	67	28
Q10	To what extent would more flexible working facilities encourage you to use the town centre more? (e.g. creative studios, hot desking)	27	27
Q11	To what extent would additional arts, culture and entertainment encourage you to use the town centre more? (e.g. theatres, cinemas, museums, festivals)	72	79
Q12	To what extent would improved sporting facilities encourage you to use the town centre more? (e.g. swimming pools, climbing walls, outdoor and indoor sporting facilities)	51	60
Q13	To what extent would improved outdoor amenities encourage you to use the town centre more? (e.g. green spaces, communal gardens, cycle routes, trees)	24	19
Q14	To what extent would improved family facilities encourage you to use the town centre more? (e.g. schools, youth centres, drop-in centres)	21	19
Q15	To what extent would improved health facilities encourage you to use the town centre more (e.g. GP surgeries, health centres, children centres, vets)	97	93
Q16	To what extent would improved hospitality facilities encourage you to use the town centre more? (e.g. bars, restaurants, night clubs)	51	56
Q17	To what extent would further improvements to the Waterfront encourage you to use the town centre more? (e.g. living, watersports, walking and cycling)	39	35

APPENDIX 6

Facilities Graded as Vital by Ethnicity

		Vital (42)
Q7	To what extent would improved free Digital Connectivity encourage you to use the town centre more? (e.g. wifi, better broadband, 5G)	15
Q8	To what extent would a better range of accommodation encourage better use of the town centre? (e.g. town houses, flats hotels)	5
Q9	To what extent would an improved retail offering encourage you to use the town centre more? (e.g. independent retailers, food stores, markets, hair and beauty salons)	7
Q10	To what extent would more flexible working facilities encourage you to use the town centre more? (e.g. creative studios, hot desking)	3
Q11	To what extent would additional arts, culture and entertainment encourage you to use the town centre more? (e.g. theatres, cinemas, museums, festivals)	9
Q12	To what extent would improved sporting facilities encourage you to use the town centre more? (e.g. swimming pools, climbing walls, outdoor and indoor sporting facilities)	8
Q13	To what extent would improved outdoor amenities encourage you to use the town centre more? (e.g. green spaces, communal gardens, cycle routes, trees)	5
Q14	To what extent would improved family facilities encourage you to use the town centre more? (e.g. schools, youth centres, drop in centres)	3
Q15	To what extent would improved health facilities encourage you to use the town centre more (e.g. GP surgeries, health centres, children centres, vets)	18
Q16	To what extent would improved hospitality facilities encourage you to use the town centre more? (e.g. bars, restaurants, night clubs)	10
Q17	To what extent would further improvements to the Waterfront encourage you to use the town centre more? (e.g. living, watersports, walking and cycling)	6