

Salisbury Square Exhibition

8th July 2019

York House

Summary of survey responses

On Monday 8th July, we were delighted to welcome the community of Old Hatfield, residents, local businesses and officials to York House, where we held an exhibition on the future of Salisbury Square. Over two hundred people came into the exhibition throughout the day, asking insightful and thought-provoking questions while appraising the schemes on offer. Many of these people completed surveys on paper, while more still have contributed their thoughts on the online survey on our website. A copy of the survey can be found on the 'Literature' page of our website, along with the anonymised raw data from the exercise.

We are very thankful to the 137 members of the community who took the time to provide comments. Without them, it would be impossible to have an accurate picture of the needs of the residents and businesses within Old Hatfield. Salisbury Square will not - and indeed, could never - meet every individual's desires and needs. It can, however, be a wonderful, fitting and attractive community asset for all.

The following pages provide views and an analysis of the data collected by the survey. It is broken down into each of the categories found in the survey: Green space, retail, access and parking.

Method

Respondents were asked to respond to statements on a five point scale from 'Strongly disagree' to 'Strongly agree', where 'Strongly disagree' has a numeric value of 1, and 'Strongly agree' has a numeric value of 5. This has enabled us to generate a series of representations of the data, using the mean, mode and median. The statements which received the most agreement have a higher score, while the least popular options have a lower score. The average score of each statement indicates the popularity of that option. Below, therefore, is a ranking of the options as proposed, by their popularity.

Statement	Score	More popular	
It would be good to remove some of the green space, allowing the square to be used more flexibly while improving what remains.	3.85		
We must think about future transport needs, considering electric vehicle charging points and car clubs, even if this requires other compromises.	3.75		
The retail frontage should face into the square.	3.63		
Some vehicular access is important, but a through road is inappropriate.	3.29		
A road should be built to allow slow-moving traffic between Park Street and the Salisbury Square car park.	3.26		
The retail frontage should face the station.	2.91		
The square should remain pedestrianised.	2.88		
Green space is vital to the setting of the square. The amount of green space must not change.	2.81		
The square should be kept free of parking to maximise its use as a public space.	2.76		
Parking should be maximised and prioritised above all else.	2.42		
Green space in the square is unnecessary. It should be paved so it can be used for other things.	2.06		Less popular

Averages & their meaning

The three types of average we used to analyse the results afford different insights into the responses. Each of them is valuable for understanding the data, but must be viewed in relation to each other to give a full picture.

The Mean

The mean is what is typically termed 'the average'. It is calculated by taking the value of responses given, and dividing by the number of respondents. This gives us an understanding of the general popularity of a statement. In this case, the higher the mean, the more passionately respondents agreed with a given statement. We used the mean to rank the statements by popularity on the previous page.

$$1+1+1+2+3+4+5 = 17$$
$$17 \div 7 = 2.4$$

Mean = 2.4

The Median

The median is the middle value in a range when put in ascending order. It is useful in understanding the spread of responses, and how this relates to the mean. It enables us to analyse what the data looks like when there are extreme differences at either end. For example, a statement may return a mean value of around 3, and a median of 1. This would indicate that what may look like an uncontroversial statement is actually highly controversial, with 50% strongly agreeing and 50% strongly disagreeing.

1,1,1,2,3,4,5
Median: 2

The Mode

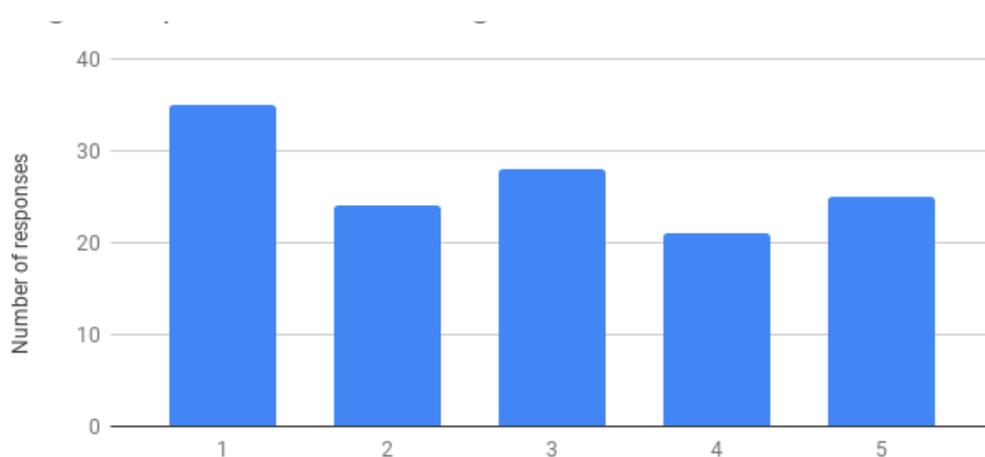
The mode is the most common value in a range. It is useful in understanding which individual value was the most popular, and therefore the can further enhance the perspective provided by the median. For example, a median value of 4 and a mode of 5 implies a strong overall agreement. It would be possible to have a mean of 3, with a mode of 1 or 5: therefore it is vital to use to mode to add further detail to other averages.

1,1,1,2,3,4,5
Mode: 1

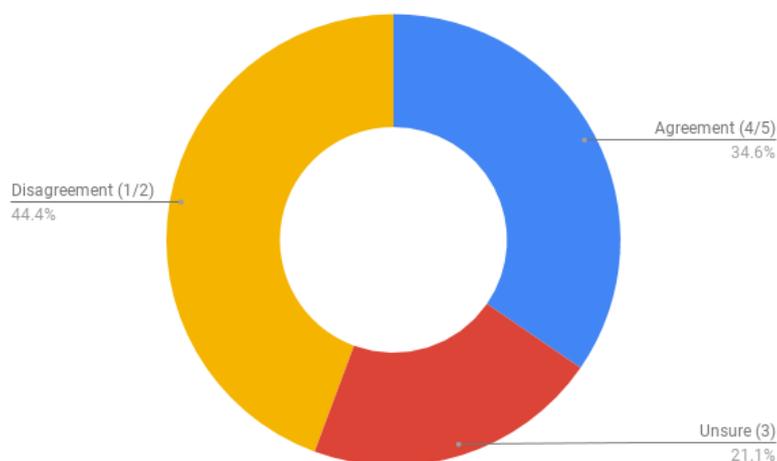


Green space

Statement: Green space is vital to the setting of the square. The amount of green space must not change.

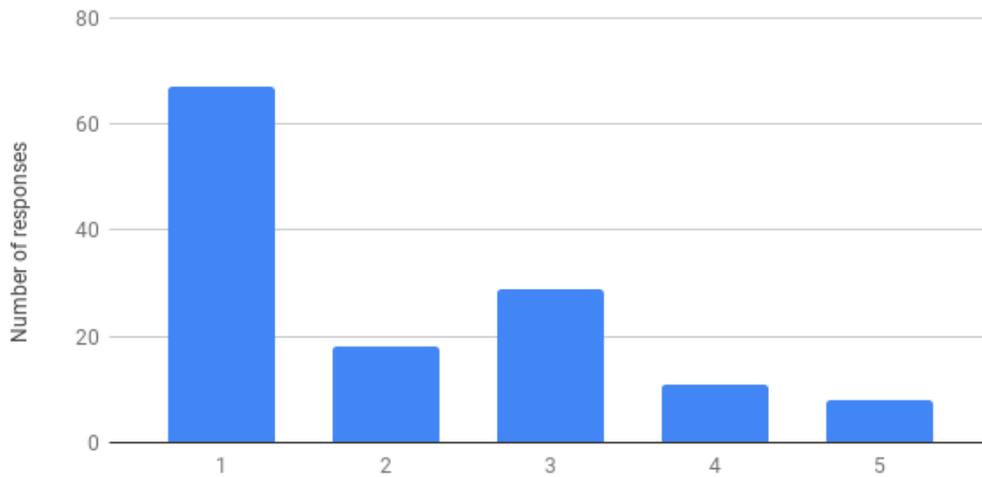


The most common response to this statement was 'strongly disagree', with only 34% of people either agreeing or strongly agreeing. This indicates that most people either think that some of the green space should be removed, or would not be too concerned if it were. When compared with the next two graphs, it becomes apparent that there is a consistent message to remove some - but not all - of the green space.



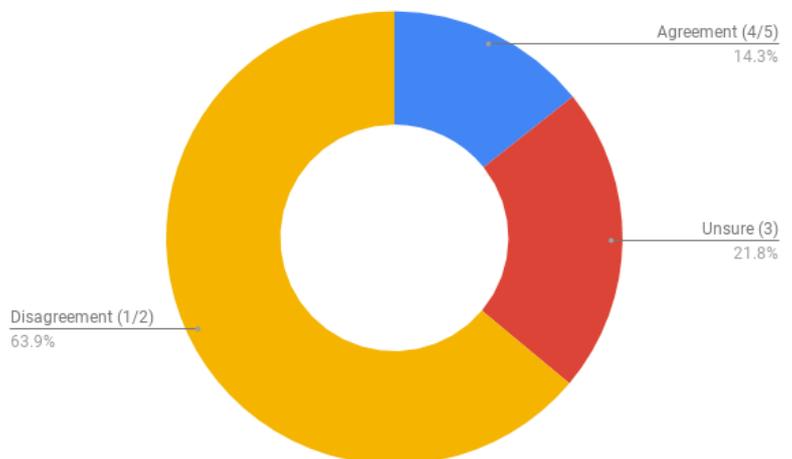
‘The green area should be kept in the square, but needs to be more inviting.’

Statement: Green space in the square is unnecessary. It should be paved so it can be used for other things.

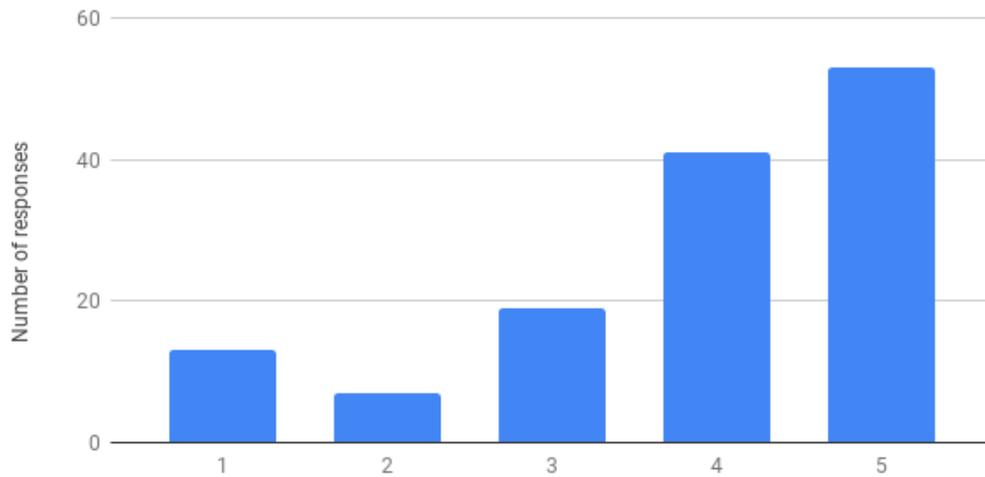


Conversely, removing all the green space was the least popular of all the statements provided. As demonstrated by the pie chart below, two thirds of people opposed this idea, with the majority of them strongly opposing it. If you add those who are unsure, almost 90% of people do not agree with removing all of the green space. Clearly, a compromise is possible which addresses this concern and improves the flexibility of the square without removing all green space.

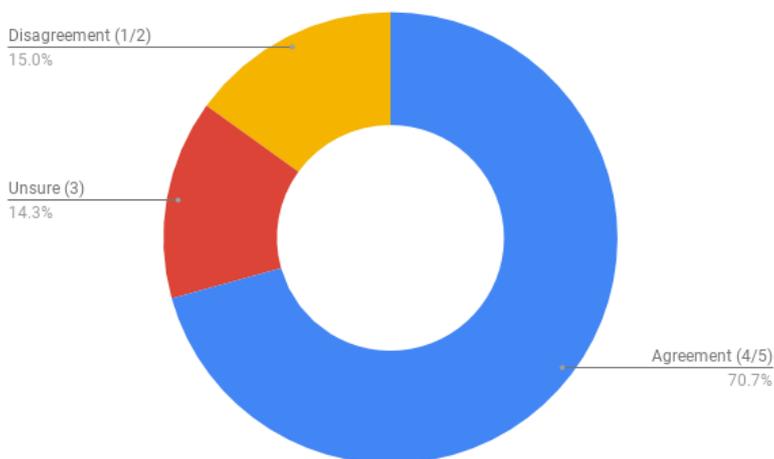
‘No-one uses the tiny bits of green space in the square, so they hold little to no value’



Statement: It would be good to remove some of the green space, allowing the square to be used more flexibly, while improving what remains.



There was overwhelming support for removing some green space and replacing it with shared space. This was passionately stated, demonstrated by a mode of 5 and a median of 4. Particularly interesting in this case was that the third of people who rejected the idea of removing all the green space did not all object to removing some of the green space. This further suggests that removing some of the green space is a comfortable compromise for the majority.

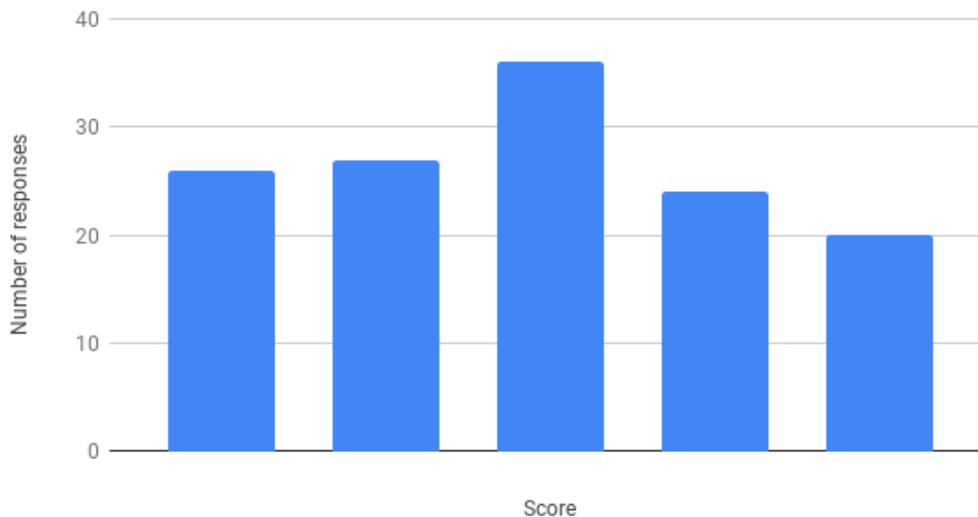


‘A paved area for cafe or restaurant outdoor seating would be good.’



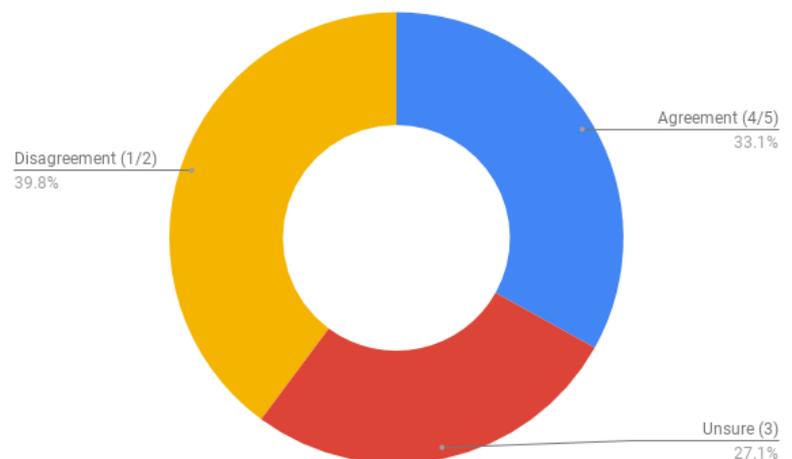
Retail

Statement: The retail frontage should face towards the station.

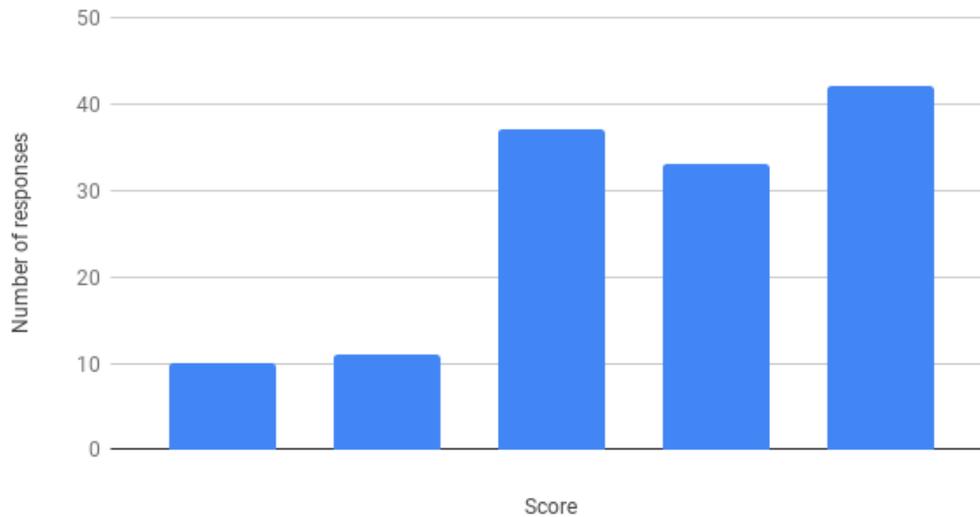


This statement received a fairly even spread of responses, with unsure being the most common response. There was acceptance in the comments that any retail offer would have to be visible from the road, but concern that the square would feel empty and lifeless if it had no active frontages. It may be inferred from this data that the community sees value in the retail facing towards the station, even though it is not the preferred option.

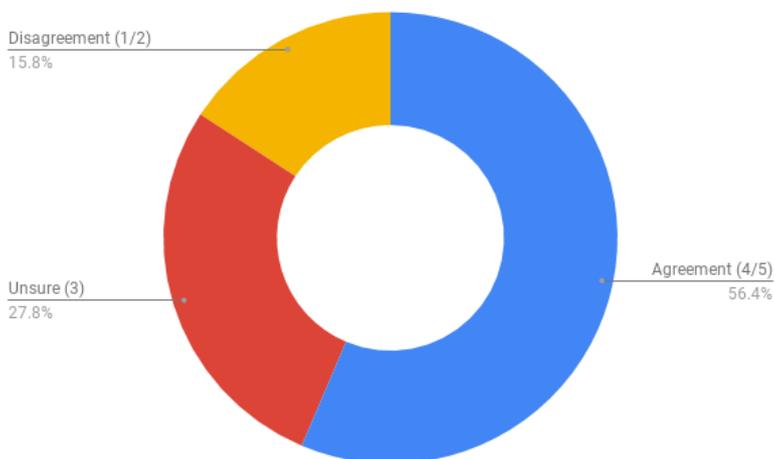
‘The plan should aim to move away from the current, poor, inwards-facing facade’



Statement: The retail frontage should face into the square.



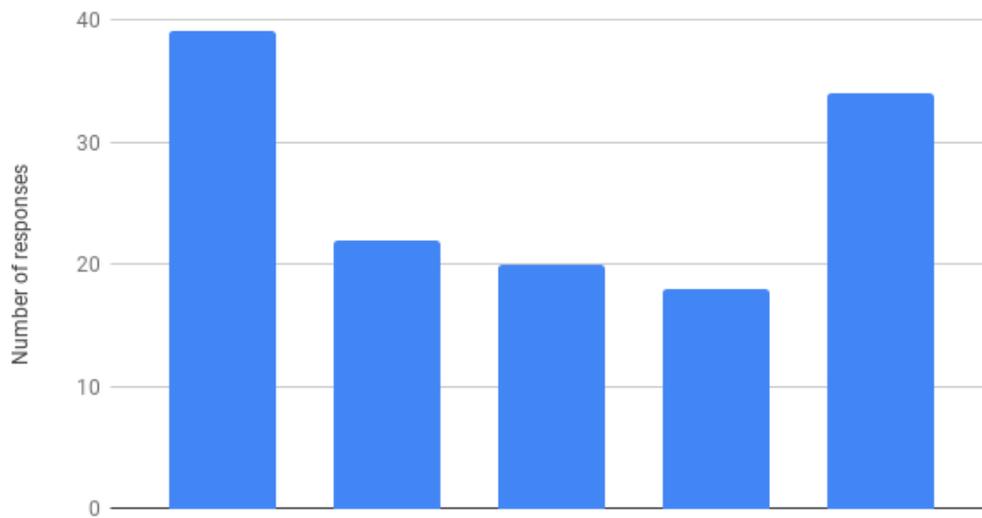
Where people appeared to be unsure or indifferent about the idea of the retail facing towards the station, a clear pattern emerged that people supported retail frontages facing into the square. If it were a choice between the two, inward looking retail would be more popular with the community. However, if the economic viability is troubled by this, they would not be opposed to external facing retail. In response to this data and the comments received, we are now seeking designs which wrap around the new building, allowing retail to face both ways.



‘Why not both?’

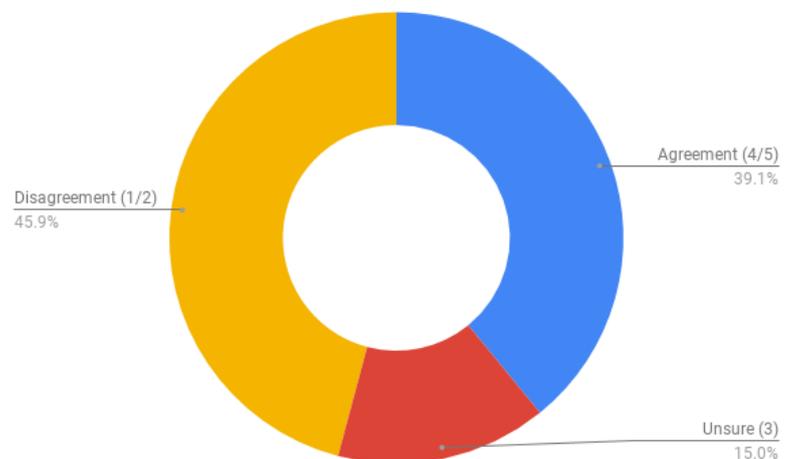
Access

Statement: The square should remain pedestrianised.

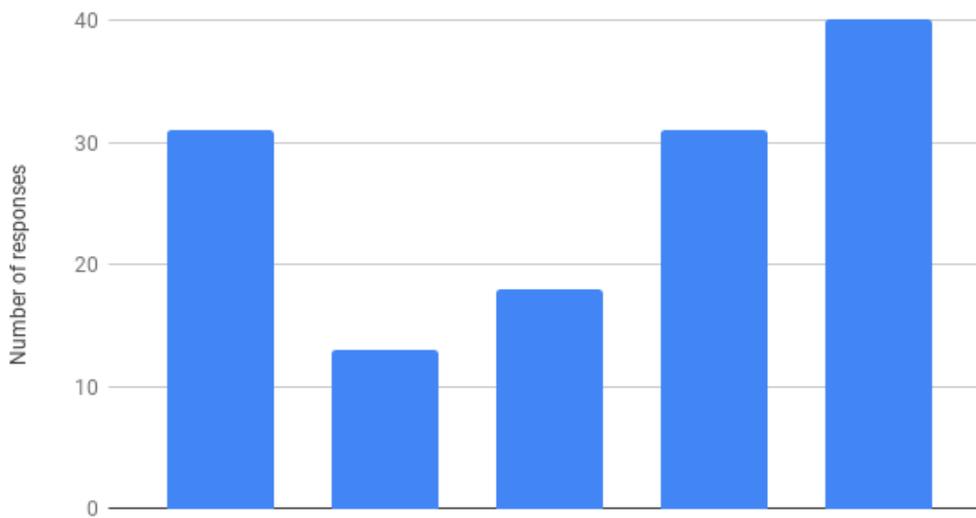


This statement split opinion quite dramatically, with the majority disagreeing and remaining ambivalent. This demonstrates that bringing vehicles into the square would not carry widespread objections. However, it is important that we recognise the value of the square as a pedestrian space, and ensure that the environment that we create recognises the needs of cyclists and pedestrians over car users.

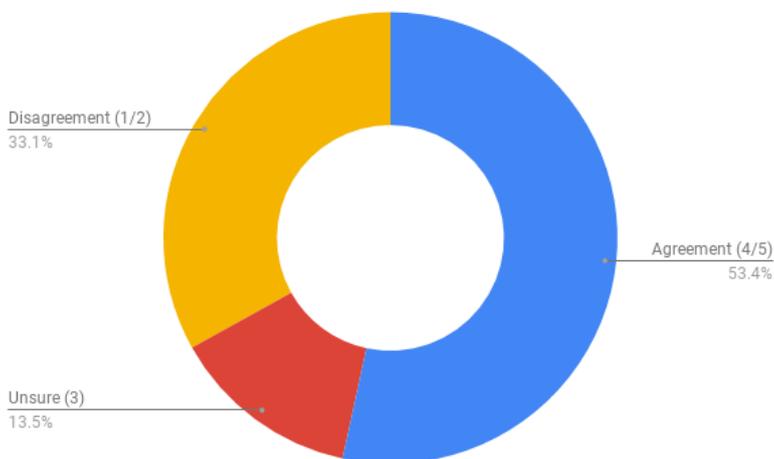
‘Keep cars out of the square to allow people to enjoy it for events’



Statement: A road should be built to allow slow-moving traffic between Park Street and Salisbury Square car park.

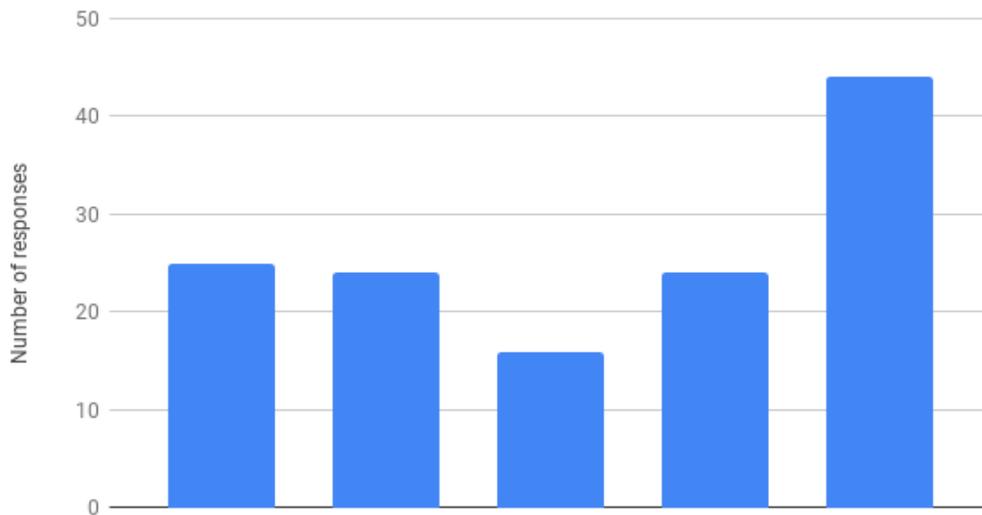


Predictably, those who want the square to remain pedestrianised disagreed with the idea of a through road. However, this statement commands an overall majority, with 53.4% in favour of it. This said, when compared to a 'some access' approach, as detailed next, those who object to a through road do so more passionately. This indicates that, when strength of opinion is taken into account, a through road would be more objectionable than a 'some access' approach.



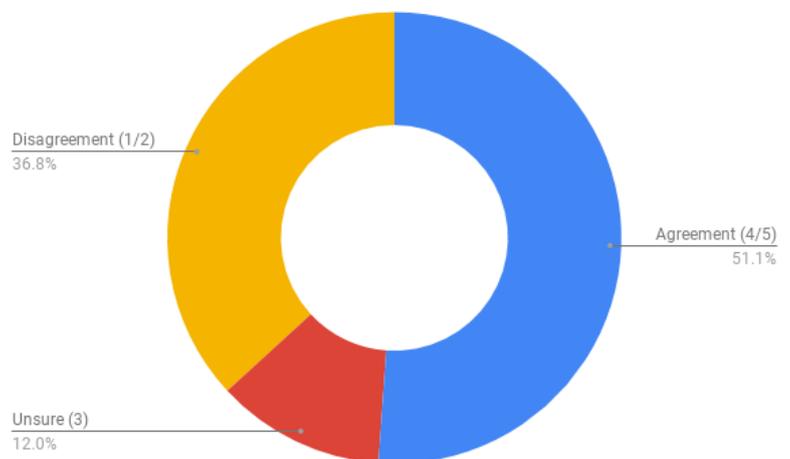
‘Pedestrianised precincts do not work - we must bring vehicles into the square.’

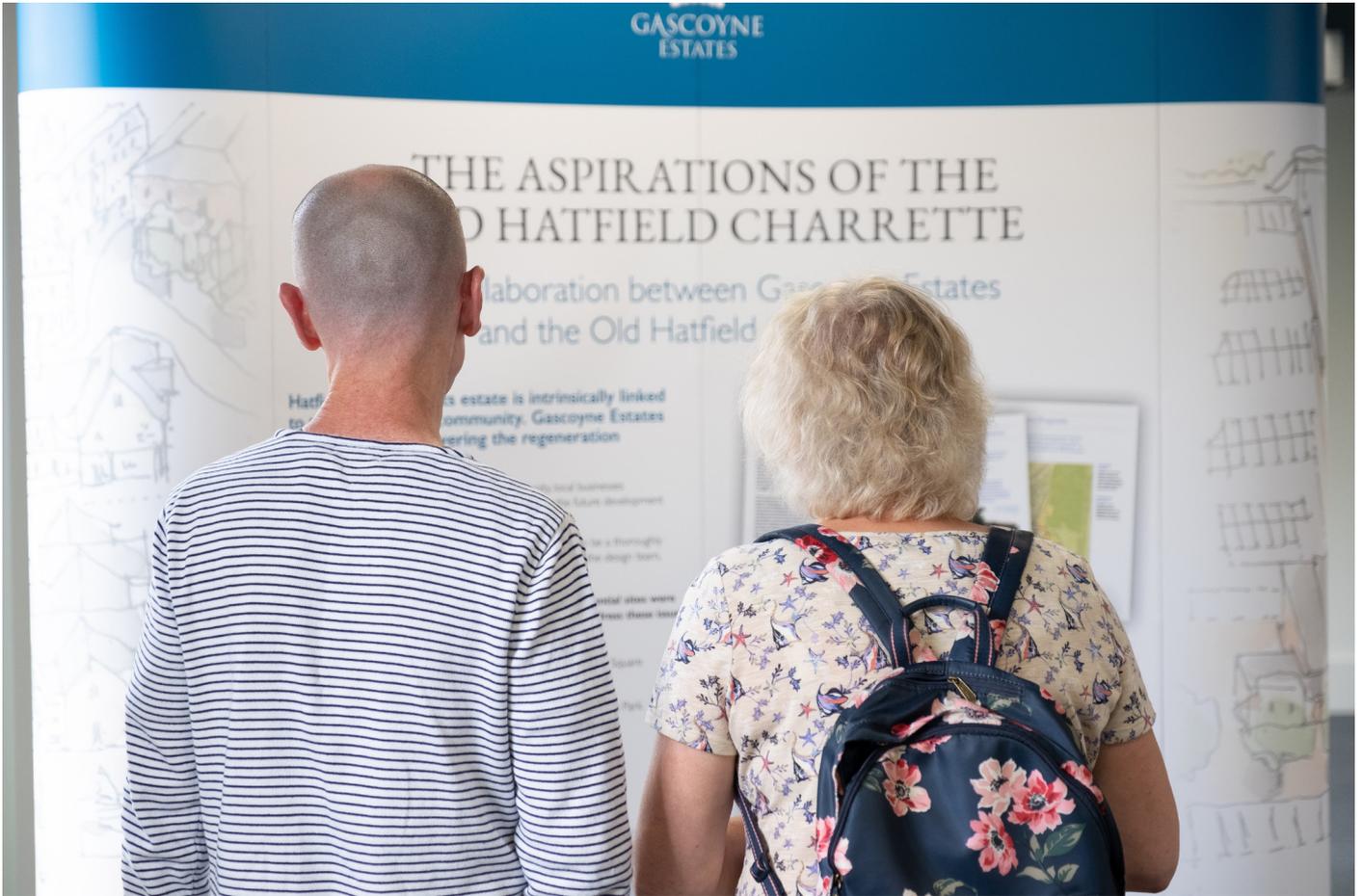
Statement: Some vehicular access is required, but a through road is inappropriate.



The analysis of this statement was more challenging because the question could have been clearer. It is fair to say that those who strongly agreed would have agreed with the whole statement, giving a majority in favour of vehicular access into the square, but not through to Park Street. However, a respondent who wanted a through road may have strongly disagreed with the latter part of the statement, and scored accordingly, despite preferring some vehicular access to none. Therefore it is likely that if a number of respondents had been confused by the question, they would have changed their 'disagree' to 'agree' when clarified. This would add further support to an already popular option.

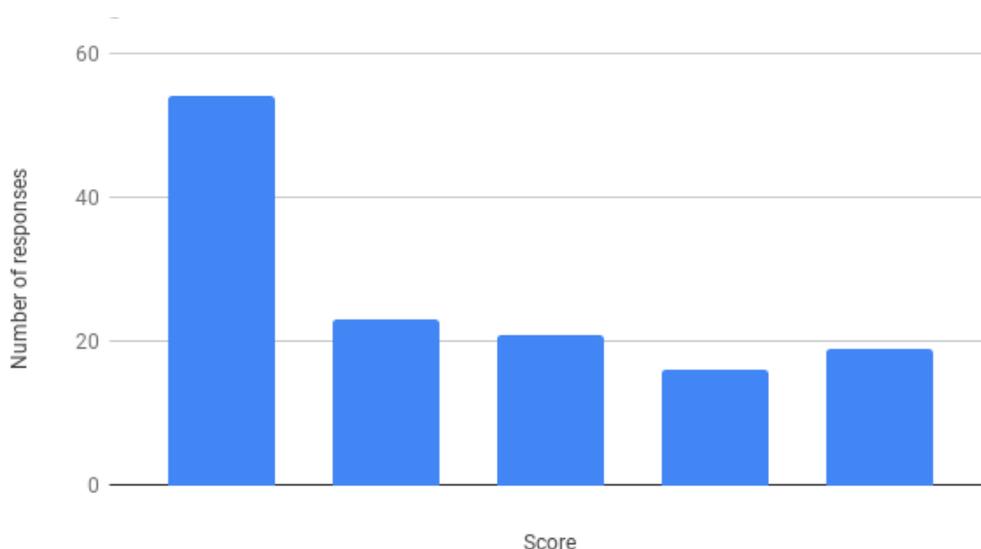
‘Access for vehicles is better - cycle parking provision would also be beneficial’





Parking

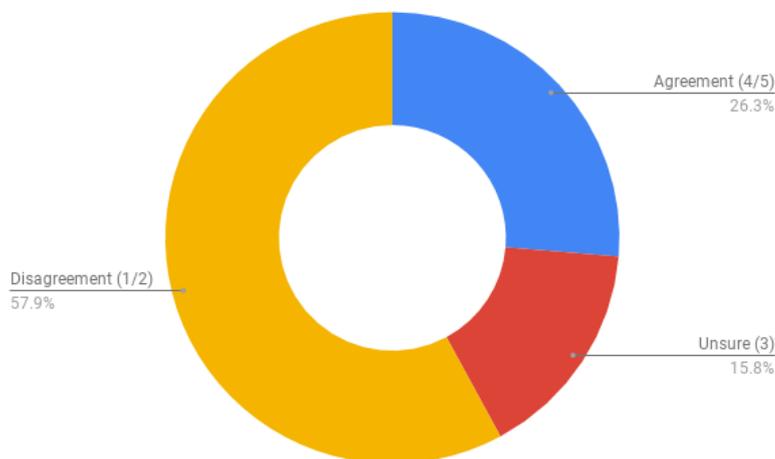
Statement: Parking provision in the square should be maximised and prioritised above all else.



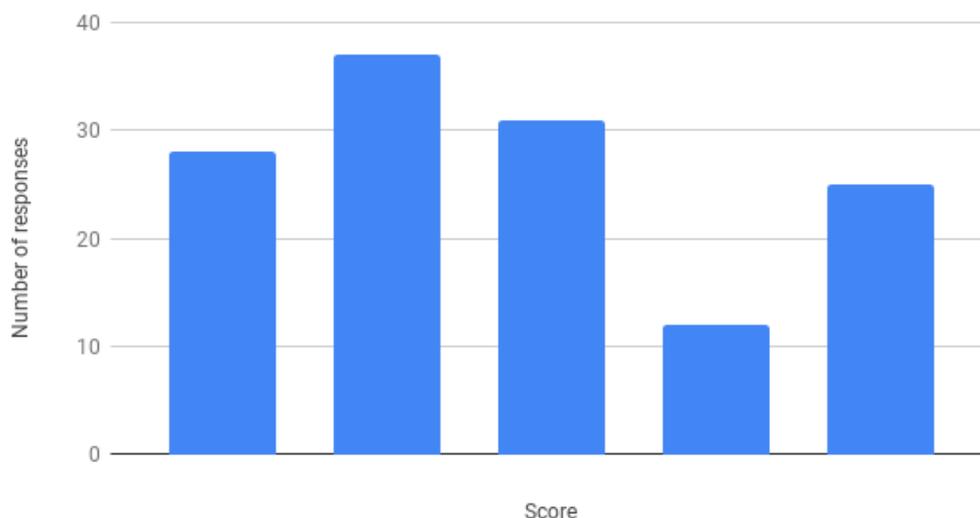
This result came as a surprise to our team, since parking is something frequently raised by some residents of Old Hatfield. However, the median of two and mode of one indicates strongly that people do not consider parking their highest priority, nor do they want to see the 'parking max' option as demonstrated in the proposals. The most common response was 'strongly disagree', and the median was disagree. Whilst the need for sensible parking provision is recognised, it should not be allowed to become the single largest factor when considering the design and layout of the proposals.

'Car ownership is a fact of life.'

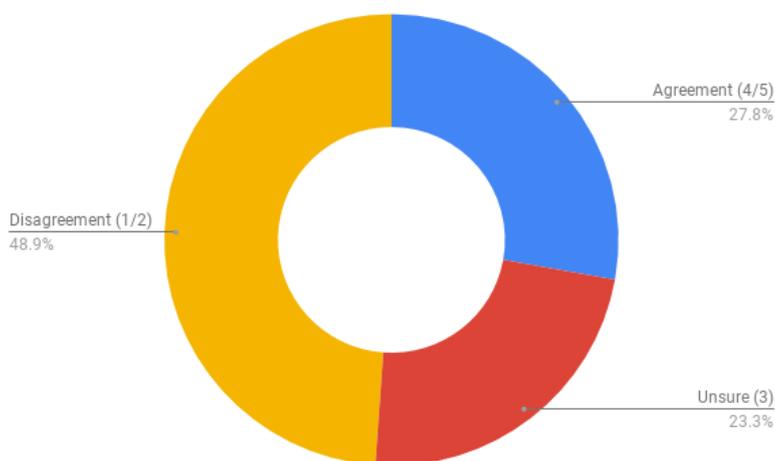
'For shops to thrive, they need parking and access.'



Statement: The square must be kept free of parking to maximise its use as a public space.

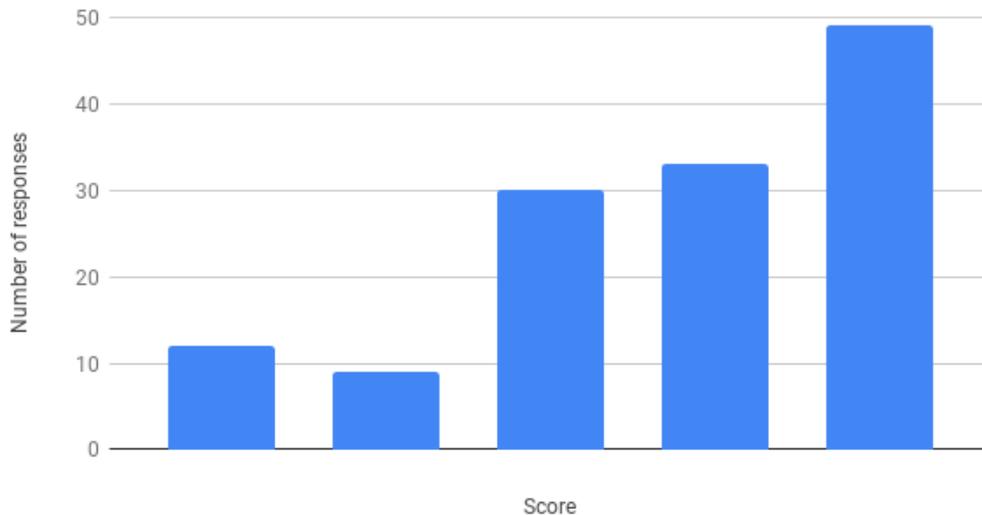


The 'doughnut' chart below is almost - but not quite - the mirror image of the 'parking max' question. However, the key difference being that those who disagree with this statement do so less passionately, as evidenced by the bar chart above. With a median and a mode of three, this option represents a less objectionable one than than 'parking max'. However, as already alluded to, a carefully considered level of parking provision will be critical to the success of the retail and and vitality of the square in the years ahead.



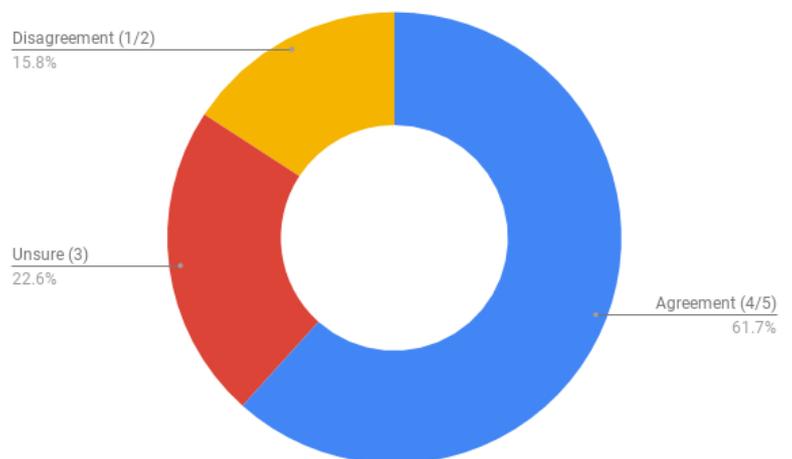
‘Car users should be - and are in HCC policy - considered last in the hierarchy of road users.’

Statement: We must think about future transport needs, considering electric vehicle charging points and car clubs, even if this requires other



Happily, this was one of the most popular statements, and evidence in the comments received reflects a real interest in sustainable technologies. An overwhelming majority of the community were willing to embrace electric vehicle charging points and a car club as part of the scheme. Of course, this does not negate the need to provide sufficient car parking for the size of the development, and will be an addition to, rather than a substitute for, parking spaces. It is refreshing to note the willingness of the community to embrace a car club, and comments indicate that this could be one of a number of sustainable endeavours.

‘Consider access only for an electric vehicle car club.’





Conclusions

Thank you to all those who took the time to provide feedback.

This has been an incredibly valuable process. In redeveloping Salisbury Square, it is vital to ensure that the space is viable, sustainable and successful - not only in the immediate future but in the decades which follow. Old Hatfield has evolved over centuries and the redevelopment of Salisbury Square will be a further chapter in that journey. If we were to take the statistical answer to this consultation, we would:

- Remove some of the green space, and replace it with a mixed use hard surface which can be used flexibly for markets, events and exhibitions.
- Orientate the retail frontages so that they face into the square.
- Construct a road which enters the square, but does not connect through to Park Street.
- Have limited parking in the square.

However, to do so would be to ignore the context and comments we received. Many people expressed a desire to see the retail frontages facing both into and away from the square, demonstrating an understanding that the viability of the scheme depends on its visibility. This is now part of the brief for our architects, and will form part of the final proposal.

We also recognise that while parking 'max' was unpopular, it will be necessary to provide parking in order to bring people into the square, and avoid exacerbating parking pressures elsewhere. Therefore a compromise, which includes some parking in the square, may be necessary to strike the balance between a tranquil space for pedestrians and a lively prospect for retailers.

The value of green space was one of the most polarising issues in the survey. Removing some of the green space was overwhelmingly supported, but it must be done in a way which enhances and protects what is left. Green space is important to many, and will be dealt with sensitively.

And, finally, we are deliberating over our final approach to the extent of a road into the square. While through traffic may have some benefits, it was not the most popular option. People were naturally nervous about a through-road becoming a 'rat-run'. This is unlikely to ever be the case due to traffic calming measures and pedestrian movements, but it is a legitimate concern nonetheless. Due to both a through road (3.26 out of 5) and an access with no through road (3.29 out of 5) carrying similar levels of support, the design team will take a view based on the expertise of our professional advisers. What is abundantly clear, however, is that maintaining Salisbury Square as an isolated pedestrian space is not the vision most people subscribe to.

The decisions taken in the coming months will be key to the character and success of the square for many years to come. It is impossible to please all of the people all of the time. But, as a result of this consultation, Gascoyne can progress the delivery of the project in the confidence that it has been based upon valuable community feedback.

Above all, the aim remains the same: to create a vibrant and enduring heart to Old Hatfield.

