# MASNACHWYR CARDIGAN





### **Town Centre "Safe Zone" Survey Results**

#### Introduction

As you know Ceredigion County Council introduced changes, using emergency powers granted by the government, under the Traffic Management Act 2004 in response to the perceived need for changes in response to COVID-19. The County Council was able to access half a million pounds of funding from the Welsh Government in order to do this.

We were "consulted" at a Zoom meeting on Tuesday 7<sup>th</sup> July, where we received along with local members and the Mayor, a presentation of the proposed plan. Seeing problems from the start we objected to the scheme and made counter proposals. We were informed that the matter was already passed by "Silver Command" and the Council Cabinet and would go ahead irrespective of our concerns. The only changes being a concession to allow deliveries through. It is our belief that these changes were introduced hastily and unlawfully. Notices were posted and a press release issued at 5pm on Friday 10<sup>th</sup> July and the plans were enacted at 11.00am on Monday 13<sup>th</sup> July. The law requires that there is a "7 day notice period prior to making a Traffic Order and a 14 day notification period after it is made". The guidance also states authorities need to consider access for Blue Badge holders and deliveries and other essential services as appropriate. It goes on to say that authorities should "seek input from stakeholders during the design phase" and "local businesses should be consulted to ensure proposals meet their needs" and also "authorities must consider the needs of disabled people and those with other protected characteristics". None of the above was done.

The Council subsequently carried out a questionnaire for the whole county. There are approximately 72,000 residents in Ceredigion and they received 2,065 responses (less than 3%). You can make your own mind up on whether you think this is a fair and balanced poll, given that it is a very small sample and that it generalises about the whole county. For example, Aberystwyth and Aberaeron's main streets are not closed, and the geography is very different. Their car parks are not at the bottom of steep hills.

Consequently, we decided to conduct our own poll of the business community in order to establish clearly the views of the retailers and other businesses in the town. I hand delivered letters inviting businesses to take part to over 80 businesses and spoke at length with many of them. We concentrated our efforts on businesses inside the exclusion zone, High Street and Pendre, or just outside, where the re-routing of traffic might have affected their business. For example upper Pendre – effectively cut off from the rest of the town by the traffic and some of the side streets such as William Street, Chancery Lane, The Black Lion Mews and High Street Arcade. I am sorry if I did not get to every business – there were some that were closed on several occasions that I tried to deliver the invitations and we only had limited time. Overall the response rate was very respectable, with 50 responses being received (over 60%). We did have one response from a visitor attraction that was not invited to respond as they were outside the zone and so unaffected by the closure, but we decided to include their response anyway.

Finally, thank you to all those who took the time to take part. It was important to get everybody's opinion and present a true picture. We have tried to present the findings in a fair and balanced way and genuinely sought to discover the overall view of the town's business community, for the benefit of the whole town.

Julian Beynon-Lewis Vice Chairman. 19<sup>th</sup> September, 2020

#### **Summary and Conclusions**

The first question of our survey asked whether our respondents thought the scheme had been a success. 46% thought that it had and 48% thought that it had not, with the rest undecided. On the face of it, a fairly balanced response but it is worth pointing out that 16% of the respondents were hospitality businesses who clearly benefitted from the scheme. Seen in that light, the figures would indicate that a clear majority of retailers felt that it was not a success. The individual comments make the reasons abundantly clear and outline a lot of problems and I would urge you to read them.

The second question asked if the scheme had a negative effect on their business. Here 8% agreed, and 42% strongly agreed. Overall, half of the businesses in the exclusion zone found that the scheme had damaged their business. Even one of the hospitality businesses was included in this group, and another cafe, which did not respond to the survey, proceeded to close their business down because footfall had declined so much. This compared with 42% who disagreed or strongly disagreed. Putting half of the businesses in the town in jeopardy is unacceptable and many of these are long established and substantial employers. Once again a glance at the individual comments shows the strength of feeling of many of the respondents and shows the very real prospect of more businesses closing for good.

In question three, 54% agreed or strongly agreed that the scheme was bad for elderly or disabled persons, with 30% disagreeing or strongly disagreeing. This appears to be split between those businesses that cater for older and disabled customers and those who do not.

Question four tested whether there was support to extend the scheme beyond the school holidays. Only 30% thought that was a good idea. 54% strongly disagreed and another 6% disagreed. Therefore 60% clearly didn't support extending the scheme. 10% were undecided.

There was equally very little support for a permanent pedestrian scheme in question five, with only 8 businesses (16%) supporting the idea and most of those with caveats such as free parking, finding a better alternate route and re-location of the car parks. Two thirds (66%) were opposed to the idea with 54% strongly opposed. 18% were unsure. Reading the comments on this question was quite revealing.

We then turned our attention to Free Parking in question six. Here was something we could almost all agree on with a massive 86% agreeing or strongly agreeing that it had been good for the town. Only 2 businesses disagreed or strongly disagreed.

Expanding on this issue in question 7, we asked whether there should be permanent free parking in Cardigan to help the economy. One again there was clear consensus with 80% in favour, 8% (4 businesses) opposed and 12% undecided.

Finally, question 8 asked if respondents were satisfied with the performance of their local councillors in this matter. Worryingly for them, only 42% said yes and 48% were dissatisfied with 10% uncommitted.

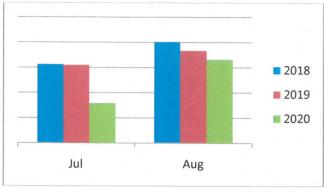
Only 40 % of respondents were happy to be identified and they were mostly those who were against the current scheme. The depth of feeling amongst this group was very strong.

In addition to the survey results we have looked at some evidence of footfall numbers during July, August and the first half of September. These have been obtained using the Town Wi-Fi system that records the presence of smart mobile phones and other devices and gives a comparable figure against 2019 and 2018. Clearly numbers dipped significantly during the lockdown before recovering in July and August, but still well below the numbers of the last two years. This means in reality less people on the streets and less money in tills.



(Courtesy of Cardigan Town Centre Partnership)

This pattern is also supported by the people counter numbers from The Guildhall Market which show July footfall down by about 50% and August footfall down by 12% compared with last year (a very wet summer and not as good as the year before.)



(Courtesy of Menter Aberteifi Cyf / Cardigan Guildhall Market)

Footfall to 14<sup>th</sup> September in the town centre was 23,000 or an average of 1,600 a day which is down to the July rate. The Market showed just over 1,000 per day and this number is reducing as the month wears on. The second half of the month that figure will be half if it follows previous years.

From these figures and the anecdotal evidence and photographs that are widely available online, it is clear that by the end of September there will be no need for these measures to continue. The survey shows that there is very little support from businesses for a continuation of this scheme (even if you concede that something was necessary during August to accommodate the tourists). The number and scale of the problems and hazards caused by this scheme far outweigh any benefits that might have been derived.

Obviously we all want to be safe and most people support measures that will keep our community safe whilst allowing the economy of the town to survive. However, the lack of proper consultation at the design phase of the scheme, and the general lack of understanding of how this town works have left us with a situation that benefits nobody and in the opinions of the majority, does little to achieve the objectives it set out to achieve.

Apart from the obvious concerns of traders and other businesses in the town, the scheme has had negative impacts on elderly persons unable to climb the hills from the car parks; residents living along the narrow backstreets who suddenly found all the town traffic trundling relentlessly and dangerously in front of their doorsteps (with no pavements); Blind and visually impaired persons who now tell us that Cardigan is a no-go area for them at the moment; Disabled and Wheelchair users who also report being shut out of the town; and all local residents who complain of no attempt to socially distance pedestrians within the scheme leaving a "free for all" on the streets, exacerbated by the artificial pinch points created by the barriers and tables and chairs, forcing people to pass less than the recommended 2 Meters apart.

Add to this the complaints that we have received of drunkenness on the streets, outside pubs and licensed restaurants, despite there being an alcohol ban in the town centre – completely ignored by the authorities in breach of their own by-law; Commandeering the Pendre licence holders car park for blue badge holders without warning and without refunding the licence fees; making a one way system in Bath House Road overnight, without the required traffic order – in clear breach of regulations; and introducing the whole scheme over a weekend without the proper consultation, or notice periods, traffic orders or mandatory 14 day consultation period.

There also seems to be reluctance by the County Council to deal with each town according to its needs and a blinkered approach for a one size fits all approach. But Cardigan is very different to Aberystwyth or Aberaeron or New Quay and deserves to be considered with its own unique problems and geography.

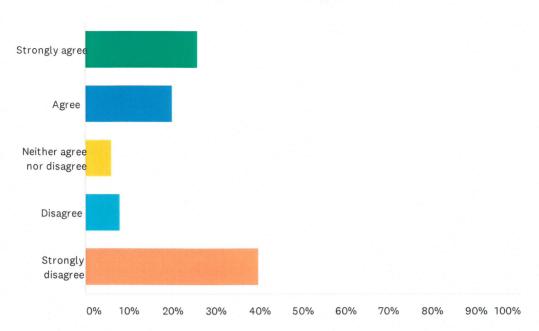
Given all the information presented in this report, we are calling for an immediate end to the scheme in order to save more than half the businesses in the town from the threat of closure.

There is mounting evidence that locals are staying away from the town and this is particularly serious as it is those same people that we rely on to support our businesses for 10 months of the year. Those businesses in the service and hospitality sector that might have benefitted from the enforced pedestrianisation of the main streets, will not see a benefit when the warm weather disappears and is replaced by wind and rain, and if the retailers start closing down, then the banks will follow and the town will become deserted. With no reason for people to visit the town, the hospitality businesses will also soon close. This could be the thin end of the wedge.

On the following pages we include the full results of the survey with the comments showing. We have protected the anonymity of the respondents where requested.

#### Q1 The Cardigan so called "Safe Zone" has been a success.





ANSWER CHOICES	RESPONSES	
Strongly agree	26.00%	13
Agree	20.00%	10
Neither agree nor disagree	6.00%	3
Disagree	8.00%	4
Strongly disagree	40.00%	20
TOTAL		50

#	PLEASE SAY WHY	DATE
1	Negative Comments Its an absolute disgrace for many reasons. No room to social distance on routes from car parks. No pavements for disabled and pushchairs in Mwldan and Quay Street. Too far to walk for many elderly. Unacceptable.	9/14/2020 3:00 PM
2	Negative Comments Far from it, we as a business on the side street rely on passing trade where we get business from car users who require new car keys which need to be programmed with the car outside which we couldn't do as the street was shut. We lost a load of trade as locals were coming down by 11 and after that when the "safe zone kicked in it would have been cheaper to close than stay open, we were lucky if we saw a single customer some days. Also the fact that people were walking all over the road and pavements you had to zig zag to dodge them it would have been much better if they put in one up one side of pavement and down the other side. As for the car parks the disabled/elderly had the steep hills to tackle no matter which car park they used. The disable did eventually get a few disabled bays but the elderly still had this problem as not all elderly people have blue badges.	9/13/2020 11:00 AM
3	Negative Comments I definitely do not agree that cardigan is a safe zone! People on the street have no respect for other road users. Walking straight into you, walking too closely to you. There is ZERO social distancing even with the road being closed off. Holiday makers had no respect for local residents, and their business. The amount of times i had to avoid people even with the road being closed was ridiculous. The roads seemed to be a free for all rather than a safe zone. I kept myself inside my business as much as possible as felt really uneasy on the street if i needed to head out to get something from town. It's kept me away not encouraged me!	9/13/2020 10:28 AM
4	Negative Comments People have not been socially distancing or wearing masks, which begs the question of why visitors weren't limited.	9/12/2020 12:34 PM
5	Negative Comments No social distancing	9/9/2020 5:12 PM
6	Negative Comments Most people are not using as intended and social distancing. Also the barrier placement at a certain part of Cardigan is so untidy and hazardous	9/8/2020 10:43 AM
7	Positive Comments It has made 2 metre social distancing possible.	9/3/2020 12:46 PM
8	Positive Comments It has brought more customers into the store and safeguarded them on the street (as much as possible). Customers have commented positively about it.	9/2/2020 1:31 PM
9	Negative Comments Our shop is situated just outside the safe zone in Pendre. Initially barriers were present clearly to deter shoppers especially those that were unfamiliar with the town to proceed any further than the area by Pendre chip shop. I spent many hours telephoning the council and although I received some cooperation by the telephone staff I have yet to speak to an officer that was responsible for these actions. It has been a massive struggle to even to have a chance to survive this summer especially after losing so much income throughout lockdown.	9/1/2020 7:45 PM
10	Negative Comments Damaging trade	9/1/2020 5:03 PM
11	Negative Comments The traffic diversion is dangerous, I am personally having to cope with non stop cars past my house.people don't keep a safe distance from each other.it's caused more chaos than I can list	9/1/2020 9:32 AM
12	Negative Comments No social distancing is being followed whilst walking through the town centre.	8/31/2020 11:43 PM
13	Negative Comments No social distancing. Massive inconvenience for businesses. Reduced footfall and takings.	8/28/2020 1:22 PM
14	Negative Comments 1. If called a "safe-zone" then we have experienced on average a more relaxed attitude towards social distancing within the safe zone and we believe that this is due to people equating a "safe zone" with "I don't need to keep a distance" - that being in a safe zone protects them from any individual responsibility. 2. Local residents have been adversely affected in numerous ways. The elderly don't venture into town at all as they have been put off by road closures and restrictions. One has to remember that this section of our society has been isolated since March due to the Covid, and the Council are now extending their isolation by closing the roads. We are convinced that this will inevitably lead to an increase in mental health issues among the elderly. 3. Residents in Quay Street and along Lower and Middle Mwdan have had a substantial increase in traffic passing their front door. This is not a "safe zone" for them as they do not have a pavement in front of their houses and they are subjected to added car fumes and added noise. Were these people consulted?	8/27/2020 8:55 PM

everyone has to walk up steep hills to get to the town. 5. The diversion route around Cardigan does not give a visitor or tourist a good first impression of the town and what it has to offer. 6. The closures have been disproportionate in their benefit i.e. only benefiting the cafes, restaurants and few sandwich shops. Of course, we realise that these establishments needed help as they had been closed since March, but other shops, like clothes shops or shoe shops had also been closed since March. We have spoken to some of these and they feel abandoned by the Council.

15 Positive Comments The primary function is to allow people to use the High Street and Pendre safely, to give pedestrians room to pass each other at a safe distance. This has, in my opinion worked very well. Previous years the pavements have been crowded, with queues of people waiting outside shops there would simply not have been room to pass. The suggestion of 'one way pavements' and 'marshalls' etc. would not work, people travel through town at different speeds, one family would block a pavement. Look at the queues outside Pendre Chip Shop, Yum Yums to name but two. Secondary benefits include the cafes being able to extend service into the street especially when they could not serve people indoors and it has given the town a quieter, relaxed and more communal feel. Cardigan has apparently 'felt more welcoming than ever'. This has in part encouraged visitors to stay longer in town although the free car parking has helped enormously too. If footfall is down on previous years (I'm not sure that it is) then those that are in town are enjoying the experience .... I have spoken to several cafes and shops, and obviously finances are an important consideration, turnover in our shop has increased significantly on the previous years despite having to limit the amount of customers that can come into the shop. I know others are finding the same.

8/26/2020 11:01 PM

16 looks closed !!

Negative Comments My business is suffering on the back street no one walks down cos it

8/26/2020 7:54 PM

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21

Positive Comments Town has been busy and many have commented they would not have visited town without the safe zone in place.

8/24/2020 9:22 AM

Positive Comments It was a success as there were lots of people in town, but it will be unnecessary when the holiday makers go back as there will be enough room on the pavements to be socially distant.

8/23/2020 10:48 PM

19

Negative Comments It's was supposed to be for social distancing nobody is adhering to

8/23/2020 5:44 PM

Negative Comments It's far from being safe - the main street in High Street and Pendre is not safe with having so many tables and chairs here there and everywhere on the pavements and road, as well as different signs and bollards. Quay street is not safe; Queens Terrace is not safe. Everything is more hazardous than safe.

8/21/2020 8:02 PM

Negative Comments The town looks 'busy', however I feel it is less safe. The purpose of closing the high street was to promote Social Distancing, however, tables, chairs spread out onto the road make this impossible. People walking around with no awareness of the people around them is also very fustrating. The road block they have placed by Pendre chip shop is unsafe for vehicles and remains in place outside of the 11-6 closure. Having experience many a near miss here - they need to consider a 'no left turn' from the high street. The shear volume of traffic being diverted is a nightmare - also living on the high street with my only access out into greenfield square car park, i have witnessed a number of near mises on the 'give way' to bron y dre - simply as no one is giving way. Car parks are also filling up by 10:00 - which says to me this is staff parking in these spaces, not tourist/local people to use the town centre. People are parking wherever they can due to lack of spaces which is becoming a hazard. I am avoiding leaving the town during the day in my vehicle. I am lucky that I have a private parking space for my home/business - however I am continously having people park/block me in and fear not being able to park to get back to work on my return - this was not an issue last summer, i completely agree with all the concerns in the

letter inc. disability access, however the above matters are directly affectinflg myself. I also feel that traffic approaching Cardigan need to be encouraged to access town car parks via the bypass/Tesco (so that Mwldan and Swimming pool as filled first). 'Diversion to town centre car parking due to covid -19'. This wont eliminate the volume of traffic going down quay street completely (as residents and sat navs may send you that way), but every little

8/21/2020 6:16 PM

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24

Positive Comments Despite the furore on Falsebook it's worked very well i'd say.

8/21/2020 5:16 PM

23

helps.

Positive Comments there is clear evidence both digital and from other businesses that this approach is working - never thought it would be as good to be honest!

8/21/2020 5:10 PM

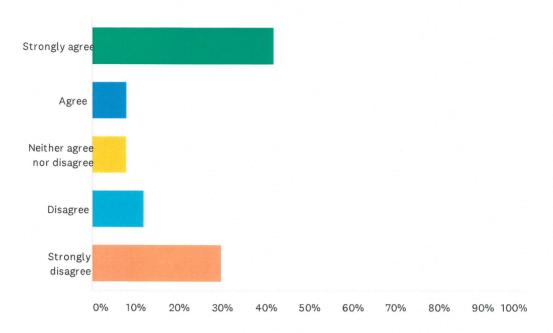
Positive Comments | Ceredigion , Cardigan doesn't have the sapce for social distancing in the summer, something had to be done.

8/21/2020 5:02 PM

	Cardigan Traders : Town Centre "Safe Zone" Survey	SurveyMonkey
25	Negative Comments Outside, but nice to allow social distancing	8/21/2020 4:46 PM
26	Negative Comments Total disregard for social distancing, bikes riding the wrong way up and down the street, more litter, more gatherings of people in areas where its supposed to be clear spaces. total obstacle course to navigate the high street with tables and chairs signage and even blocked pavements where there is no ramp access preventing people from accessing near by shops. The effect on locals who live and work in Cardigan is also being felt by having to take a hair raising detour through the most unkempt part of town whilst avoiding tourists, lost dogs and drivers who don't have a clue where they are going.	8/21/2020 4:01 PM
27	Negative Comments the result of this action has turned a succesful business into one destined for failure. (which as we all know was the governments plan from the beginning. See the governments sage 23 plans from march)	8/21/2020 1:22 PM
28	Negative Comments Problems with deliveries, access for elderly and disabled, dangerous re-routing of traffic, no pedestrian management to ensure social distancing whatsoever, enforced pinch points causing people to be closer that 2M, reduced footfall in shops, road closure till 6pm when the town dies by 4pm anyway.	8/21/2020 12:41 PM
29	Positive Comments It has been an essential requirement for social distancing. More visitors and locals have greater freedom of movement which has to be a good move. Keeping the traffic through the town and using a one way footpath system would not have been sensible or practical. Surprised it was even considered an option.	8/21/2020 9:18 AM
30	Positive Comments People can walk around at their own leisure without worrying about traffic	8/20/2020 8:15 PM
31	Positive Comments We were able to put tables on the pavement and road before we were able to open inside. This gave us an 'extra' two weeks of trading with 'sit down' customers.	8/20/2020 8:13 PM
32	Negative Comments It has impacted on local people being able to come into town, there are no parking spaces left for them in the car parks as they are full of tourists and the hills are too steep for the elderly or people with mobility problems to negotiate.	8/20/2020 7:00 PM
33	Negative Comments Due to the safe zone our business have had extremely poor sales. A large number of our customers have contacted us that they will not be shopping in Cardigan until the safezone has been lifted. We cannot continue to trade making the losses due to safe zone. Not all disabled or less mobile customers are elderly.	8/20/2020 6:56 PM
34	Positive Comments So far	8/20/2020 6:33 PM
35	Negative Comments Once holiday season is over may not be as busy when relying on local customers	8/20/2020 4:42 PM
36	Positive Comments Continental feel. Better to social distance 2mtrs.	8/20/2020 4:40 PM
37	Positive Comments Massively increased footfall within a safe environment. People spending more time, thus more money.	8/20/2020 4:01 PM
38	Positive Comments Safer social distance.	8/20/2020 3:09 PM
39	Positive Comments It gives people the confidence to come into the town knowing there is room to roam without being confined to narrow pavements and having to squeeze past those queuing outside banks, opticians & post office etc. I have had many customers who have recently ventured into shops for the first time since lockdown because they feel safer with the implemented safe zones.	8/20/2020 2:57 PM
40	Negative Comments reduced foot fall of locals customers unable to access the high street lots of tourists not socially distancing not our type of customer just in the way	8/20/2020 2:49 PM

#### Q2 The "Safe Zone" has had a Negative impact on my business





ANSWER CHOICES	RESPONSES	
Strongly agree	42.00%	21
Agree	8.00%	4
Neither agree nor disagree	8.00%	4
Disagree	12.00%	6
Strongly disagree	30.00%	15
TOTAL		50

#	PLEASE SAY WHY BRIEFLY	DATE
1	Negative Comments I have lost 50% of my trade. Car park close to my business is not available due to road closure. People cannot carry heavy prams and equipment to and from Car Parks.	9/14/2020 3:00 PM
2	Negative Comments  It was like someone has switched the light off trade ceased from the time safe zone kicked in hence the reason we only opened a few hrs a day hoping to catch some trade. We as a side street trader don't think we will still be trading if this safe zone continues which is a shame as many small business are closing and the town is losing that independent sole trader image which takes the character out of this rural town which locals and visitors love. Cardigan has been pushing SHOP LOCAL for many years and it seems to help but visitors aren't going to visit if the independent traders have ceased trading it will be a forgotten town which is a shame.	9/13/2020 11:00 AM
3	Negative Comments My clients now can NOT have direct access to my salon which is situated on William street. I am number 3 William st. I own and run Serenity Beauty Salon. A lot of my clientele would be dropped off right outside due to a number of different factors! Age and disability being two! I've definitely lost trade since reopening due to these road closures. Which may i had, we had NO notification of! It is all well and good for local business on the main street to benefit from this road closure. But business' on the side streets ALWAYS get forgotten! I feel the business beyond the barriers are always forgotten about! Not to mention the barriers look horrendous!	9/13/2020 10:28 AM
4	Negative Comments We are down a side street with a cafe opposite, which stopped a lot of people even bothering to walk down our road.	9/12/2020 12:34 PM
5	Negative Comments Older customers can't get to me	9/9/2020 5:12 PM
6	Negative Comments As a business owner on the high street and from what I have observed most people will walk in the middle of the road and as a result they just walk past the shops, but when you had traffic going through town and people were walking on the pavements then they are more likely to notice items in my window stop to look and entre the shop.	9/8/2020 10:43 AM
7	Positive Comments People more relaxed while shopping and free parking.	9/3/2020 12:46 PM
8	Positive Comments  Except for rearranging deliveries it hasn't really affected business	9/2/2020 1:31 PM
9	Negative Comments There was an obvious barrier both physical and mental brought about by the placement of these barriers, especially after a few week when they placed block curbs down the road towards the Mwldan which again I had to raise by telephone with the council. Again no direct verbal contact with an officer.	9/1/2020 7:45 PM
10	Negative Comments Reduced Footfall	9/1/2020 5:03 PM
11	Negative Comments It restricts the footfall to shops. Parking is overflowingpeople don't and can'tjust pop into townelderly people have to walkif they CAN park.	9/1/2020 9:32 AM
12	Negative Comments Without data for comparison it's very difficult to know. However several customers (elderly and of limited mobility) have commented as to the difficulty of access to Chancery lane, the High St and Pendre. Many of my customers make use of 4CG's car park opposite, especially when making purchases of bulky and heavy items. Additionally access to my warehouse (near Theatr Mwldan) has been extremely difficult and next to impossible during the day. I've had to wait until after the road closure ends to pick up stock, rather than during the normal working day. Since 22 June, takings are -27% and footfall -38% in comparison to 2019.	8/31/2020 9:09 PM
13	Negative Comments As above, Less footfall, less business, many local people staying away.	8/28/2020 1:22 PM
14	Negative Comments The "Safe Zone" has had a negative impact on our business in many, many ways. 1. During lockdown, we had five sometimes six vans on the road, supplying the public with meat, groceries, dairy products, bread, fruit, veg alcohol and toilet rolls within a 30 mile radius of Cardigan. The supermarkets could not cope with the demand for deliveries, with on average a month waiting time before getting goods to the door. We delivered the goods within a day of getting the order. We provided an invaluable service to Cardigan and beyond and we even helped other local businesses who had closed due to the Covid by selling their products through our website. (We could supply numerous testimonials from our grateful customers) Of course, to load six vans with these orders, we had to park outside our shop, so sometimes we would have say three vans outside all loading simultaneously. Now due to the road closures, we only have room to park one van. One does not need to be an intelligent person to work out what sort of impact this has had on our business when we	8/27/2020 8:55 PM

have had to reduce our loading capacity overnight from three to one. 2. The area outside our shop looks like roadworks, and is certainly not inviting to visitors. A large Council van parks at the top of Grosvenor hill where the gentleman who is supposed to assist the disabled to park in the bus stop opposite us sits from 11.00 to 6.00. Until last Thursday, 20th August we had a portaloo to stare at each day and had the privelige of watching the above mentioned gentleman using this every day, and then the weekly removal of said portaloo to be replaced by another. 3 Signage - the Council has placed a sign at the entrance to the Quay Street car park to guide pedestrians from Quay Street and market Street to go up Eben's Lane, thus leading the public to the High Street by HSBC. By doing this, these visitors do not turn right towards us but instinctively, turn left towards the hustle and bustle of the majority of shops. This again is an unfair move on the part of the Council, placing us and our neighbouring shops at a disadvantage to the remaining section of our town. 4 Time - we have spent so much time trying to fight our corner against the road closures, time better spent in looking after our business.

15 Positive Comments I have not heard one negative comment from a customer in my shop since the introduction of the scheme - not one. There has been ALOT of praise for it and also surprise that the Traders were so against it. I thought this reflected badly on the town businesses, there has been a great deal of negativity about the scheme in the press and on social media from a few individuals and the 'Cardigan Traders' of whom I am a member ..... Nobody from the organisation has spoken to me nor asked an opinion until now with this survey, I haven't been represented. I have not solicited opinion from the public, merely listened to the numerous visitors and locals who have wanted to talk and given an honest response if questioned. I would welcome a discussion with yourself, or indeed any local councillor .... the only people I have spoken to are the Mayor who has called regularly at the shop to keep us informed of developments and a councillor who represented Carmarthen and was interested in the scheme here.

8/26/2020 11:01 PM

Negative Comments The road closure in back street makes us look closed and access is useless I can't put tables and chairs out because of cars parked that shouldn't be there but no traffic warden

8/26/2020 7:54 PM

Negative Comments Due to the nature of my business - I rely on passing trade 8/25/2020 4:03 PM

Negative Comments Our numbers in terms of visitors at Cardigan Castle have been comparable to 2019. The restaurant has also performed as per an usual summer holiday period.

8/24/2020 9:22 AM

Negative Comments I have lost a trade from Blue badge customers who can't get to me

8/23/2020 5:44 PM

See above.

8/21/2020 6:16 PM 8/21/2020 5:16 PM

Positive Comments As normal, a little better in trade if something.

8/21/2020 5:10 PM

Positive Comments | More profitable than last year! (same period),

Positive Comments Exhausted at 5, doing as well as last year. 8/21/2020 5:02 PM

Negative Comments Whilst there is an influx of tourists who would be here anyway whether the safe zones were in place or not there has been a dramatic decline in local people - this is worrying for when the car parks start charging again and the tourists have all gone home its our locals that we rely upon.

8/21/2020 4:01 PM

25 see above

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8/21/2020 1:22 PM

Negative Comments Footfall is down around 50% despite there being a record number of tourists in the area. Proof that they are going elsewhere. Locals are no where to be seen. This is causing long term damage to all of our businesses.

8/21/2020 12:41 PM

Positive Comments More visitors and locals staying longer enjoying what Cardigan has to offer. Great shops and cafes. The whole of the high st and Pendre has a buzz not seen before and the feedback in my business is very very positive. My rurnover has doubled since lockdown compared to 2019 and prior.

8/21/2020 9:18 AM

Positive Comments Visitors to the town and to our cafe have told us how much they love being able to wander in the town at leisure.

8/20/2020 8:13 PM

Negative Comments Not only have we lost all the local workforce that are now working from home we have lost our elderly customers who can no longer park or negotiate the steep hills and now all of our passing trade which is invaluable for the survival of small businesses through the long winter months

8/20/2020 7:00 PM

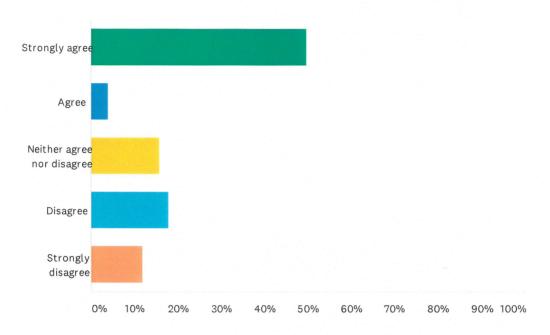
30 Negative Comments Total loss of trade, very worrying as no customers. No passing trade plus customers not able to park outside and collect their purchases. If this continues even

8/20/2020 6:56 PM

	Cardigan Traders : Town Centre "Safe Zone" Survey	SurveyMonkey
	for a small length of time our business which has been established for 30 years & I've owned for over 24 years of those will be closed by Christmas.	
31	Negative Comments Again worried about a change when just local customers are needed to keep us going	8/20/2020 4:42 PM
32	Positive Comments So far trade peaks are higher than last year .	8/20/2020 4:40 PM
33	Negative Comments The locals seem to stay away, or all try and squeeze in before 11am. My footfall has decreased.	8/20/2020 3:09 PM
34	Positive Comments Business has picked up gradually & is back to where it should be at this time of year so no complaints from me.	8/20/2020 2:57 PM
35	Negative Comments reduced foot fall of locals customers unable to access the high street lots of tourists not socially distancing not our type of customer just in the way	8/20/2020 2:49 PM

#### Q3 The "Safe Zone" has been bad for elderly and disabled people

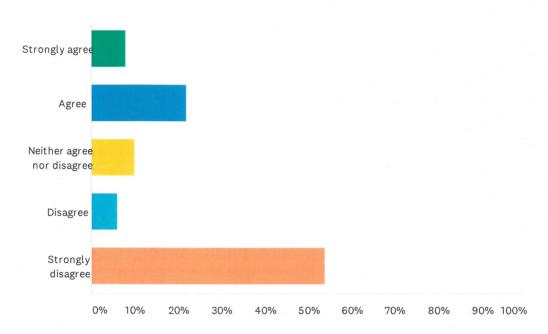




ANSWER CHOICES	RESPONSES	
Strongly agree	50.00%	25
Agree	4.00%	2
Neither agree nor disagree	16.00%	8
Disagree	18.00%	9
Strongly disagree	12.00%	6
TOTAL		50

## Q4 I would like to see the "Safe Zone" extended after the School Holidays

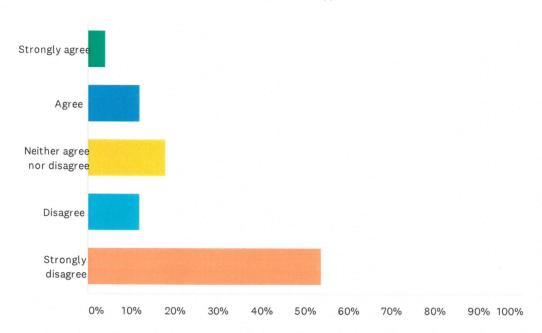




ANSWER CHOICES	RESPONSES	
Strongly agree	8.00%	4
Agree	22.00%	11
Neither agree nor disagree	10.00%	5
Disagree	6.00%	3
Strongly disagree	54.00%	27
TOTAL		50

## Q5 I would like the town centre to be permanently pedestrianised as suggested by the Authorities.





ANSWER CHOICES	RESPONSES	
Strongly agree	4.00%	2
Agree	12.00%	6
Neither agree nor disagree	18.00%	9
Disagree	12.00%	6
Strongly disagree	54.00%	27
TOTAL		50

#	WHY ?	DATE
1	Negative Responses Most small independent businesses will be bankrupt and forced to close if this happens. There won't be a town to visit and even the eateries will suffer then.	9/14/2020 3:00 PM
2	Negative Responses No need	9/14/2020 2:20 PM
3	Negative Responses The towns back streets are not equipped to take on the extra traffic that would be involved with doing this. There is major problems from doing this as there are no proper pavements for people to walk safely back to the car parks and the route that the heavy traffic has to go on is narrow in certain streets and if something is parked there it causes problems then with build up of traffic. Another issue is are the council willing to fork out extra revenue to make sure the streets are clean on a daily business because they dont appear to be doing now. They would also have to sort out all the emergency services before going down that route of permanently closing street .	9/13/2020 11:00 AM
4	Negative Responses If this carries on i for one won't have a business left! Secondly it deters me away from the local town!!	9/13/2020 10:28 AM
5	Negative Responses During the summer for 6 weeks is fine, but the town goes quiet after August, and is therefore unnecessary, but not only that, the residents of lower Cardigan & behind Guild Hall are suffering for no reason whatsoever.	9/12/2020 12:34 PM
6	Negative Responses Cardigan is not suited to it. Perking at the bottom of steep hills and too far away. No alternative safe route.	9/9/2020 5:12 PM
7	Negative Responses Cardigan is not a town suited for pedestrianisation, one example is the position of all council run car parks	9/8/2020 10:43 AM
8	Negative Responses It does not need to be all year.	9/3/2020 12:46 PM
9	Positive Responses If a more viable long term solution was found for local residents affected by closure I would support it	9/2/2020 1:31 PM
10	Negative Responses The infrastructure is not any where near appropriate for such a move and would be laughed at by any competent town planner.	9/1/2020 7:45 PM
11	Negative Responses It would kill the town at a time when we need support not challenges.	9/1/2020 5:03 PM
12	Negative Responses The whole atmosphere and heartbeat of Cardigan will die if there is no community accessthe town is for localsnot toyrists	9/1/2020 9:32 AM
13	Negative Responses There is no reason to continue funding the Council to pay three members of staff to sit inside a van and take in turns to open and close the gate for deliveries needing access to shops on the high street! This I have experienced on several occasions. The town during the winter period is too quiet to need to have the so called "SAFE ZONE" of Cardigan's high street closure to traffic. There is not enough foot fall during the winter for the pedestrianisation of our high street!	8/31/2020 11:43 PM
14	Negative Responses No high St level parking, all the car parks are either at the bottom of hills or considerable walking distance, some with no pavements. High traffic levels on Quay St, Queens Terrace & Greenfield Square - minimal pavements. No vehicular access to my property & many other properties, some residential in the centre of town. Have any traffic pollution and noise pollution surveys been conducted on Quay St, Queens Terrace & Greenfield Square? For it to be permanent, radical thinking on the traffic system would need to be implement first - total alteration of the one-way system - eg The Strand, Morgan St & Priory St revert to two way traffic. Affected residents and businesses must have free and easy access 24/7 via a permit based system, and similar for and disable & elderly (not necessarily blue badge based) - access to High St level parking for all must be retained.	8/31/2020 9:09 PM
15	Negative Responses It would be the death of Cardigan	8/28/2020 1:22 PM
16	Negative Responses We would never wish the town centre to be permanently pedestrianised as we believe that this would certainly lead to the death of Cardigan as we know it. All towns are different, and Cardigans' geography, with car parks at the bottom of steep slopes to the town makes pedestrianisation highly unsuitable. We would imagine that the surrounding demographic has a great percentage of older, retired people, but the Council would be in a better position than many to find this information and take it into consideration when making decisions. The Council should realise that the shops rely on local trade when the busy summer months have passed. The locals, avoiding the town at present, will be going to the supermarkets for their food and meat, and as human beings, we are lazy. Going to the supermarkets provide convenience, and as creatures of habit and convenience, it will be very difficult to entice these customers back to the High Street. We are very worried about our future on the High Street as it is, but if the Council continues with a permanent	8/27/2020 8:55 PM

plan, we will have no alternative but to make plans to move from Cardigan where we have been for over 70 years, employing hundreds of people during those years, benefiting the local economy.

Negative Responses Positive Responses The introduction of the scheme was 17 undoubtedly rushed through and there is no question it could be improved upon in terms of function and appearance. An opportunity to discuss any proposals and offer suggestions would be welcome. It might work all year although perhaps it is only necessary during the 'tourist season' (which does run longer than the school holidays). Could we see the introduction of shuttle buses. Better traffic management and the policing of parking on the street during the pedestrianised period. People with restricted mobility need to be informed of and encouraged to use the car parking at the old health centre or the swimming pool. Not all the car parks in Cardigan are down steep hills as often reported......People now have room to move freely down the length of the town without the need to be managed nor directed, the public do not want nor enjoy that. I understand delivery drivers are finding it easier to stop directly outside the shops to make deliveries, shops are offering shielded shopping ouside of normal hours, no cars for partially sighted or young families to worry about whilst browsing, Pendre Licences not yet refunded and so we all still park there ..... I could go on.

8/26/2020 11:01 PM

Negative Responses I would go out of buisness

Negative Responses Based on my current sales- I would not be able to continue with my current business model

8/26/2020 7:54 PM

Negative Responses I'm not sure it is necessary in Cardigan all year round. During the winter there would be little use of outdoor seating; it is during these poor weather months where High Street parking is critical. A move away from this would probably push more towards Tesco etc. If it was to be made permanent, then it would have to be with free parking in place.

8/24/2020 9:22 AM

Negative Responses

Car parks too far away and difficult for people to carry heavy shopping back. Impossible for elderly who are not blue badge holders to walk to car parks. If it's wet or cold of if people are in a hurry they won't go to park their cars and walk to the shops. They will go straight to Tesco or Aldi. People often want to nip in for a loaf of bread or some meat or veg after picking children up from school- They won't want to go to the car park and walk up to town so again, they will go to Tesco or Aldi- which is what Ceredigion Council want! There won't be the volume of people around so there will be enough room on the pavement for people to be socially distant. It will be too cold and wet to sit outside cafés- this isn't the French Riviera!

8/23/2020 10:48 PM

Negative Responses I have just walked through the high street a 3 o'clock on a Sunday afternoon and outside certain premises there are drunk people sitting outside swearing and shouting I would not feel my child was safe walking home from school

8/23/2020 5:44 PM

Negative Responses I disagree because of what I stated in question 1. I also disagree because of the position of the main car parks in Cardigan with all people including the elderly, infirmed and those with buggies having to walk uphill to reach the main street. Nobody is going to park in the car park in order to, for example, go to the bank or buy a loaf from Queens. No - they will use online banking and go to Tesco for a loaf. This will close the Banks and out of town shops will benefit, No Banks - No Town.

8/21/2020 8:02 PM

24 See above.

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8/21/2020 6:16 PM

Positive Responses Good idea, but only with free parking - so I doubt it will ever happen...

8/21/2020 5:16 PM

Positive Responses It would be good if some kind of automated bollard system could be installed. The air quality is up, footfall up, takings up. Free parking (for up to 3 hours) key for future though...

8/21/2020 5:10 PM

Negative Responses Negative impact in the winter, would be inconvenient for client of the salon when raining

8/21/2020 4:46 PM

Negative Responses Like it or lump it the main road through cardigan is the lifeblood of keeping the town open and the High Street trading. Were people able to go abroad on holiday the footfall in Cardigan would be much much less Cardigan has survived for generations with the road running through the High Street - there are no accidents, no people being forced to walk in the road risking their lives - cobblers! I am on the High Street in my shop 7 days a week with big glass windows looking out on the road I have not witnessed any of the things that the authorities are trying to justify happens.

8/21/2020 4:01 PM

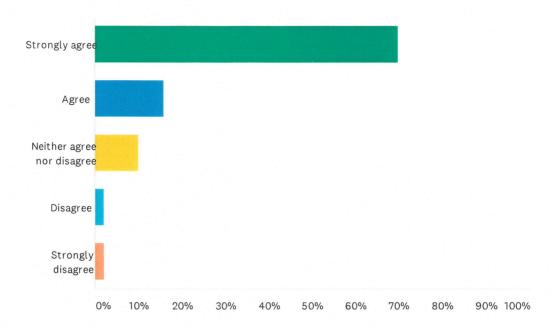
Negative Responses Cardigan has a high proportion of elderly and infirm who rely on convenient parking, it now does not exist

8/21/2020 1:22 PM

30	Negative Responses Cardigan is not suited to a scheme like this. All our Car Parks are at the bottom of steep hills with no pavements for safe access to the main street. We have a higher than average elderly and disabled population who cannot walk far and close access to shops, banks and post office are essential. If they don't come to town the banks and post office will be lost and the rest of the retailers will follow. Please learn from history of other towns. We already saw a massive reduction of trade when the by pass opened in the 1990s. This would kill the town off.	8/21/2020 12:41 PM
31	Negative Responses The current road infracstuctue won't allow it, driving down quay St and Bath House can not be permanent. Another solution would need to be found. Pedestrianised from end of May Bank Holiday to end of September and other School holidays only. The streets need to be kept tidy as there is a litter, pigeon and cigarette issue. Traders should be encouraged to keep their premises visually acceptable. It appears to be a greater problem with the multiple national type shops who appear not to care. Signage and bollards need to be more visitor friendly and no car parking on the high st and pendre enforced during the specified times.	8/21/2020 9:18 AM
32	Positive Responses I am not sure 'the Authorities' have said that it will be permanently pedestrianised? I understand that there are applications being made so that the decision to permanently pedestrianise 'could' be made?	8/20/2020 8:13 PM
33	Not suggested as permanent	8/20/2020 8:04 PM
34	Negative Responses  Because we have no need for this in the winter as the population isn't large enough once the tourists have left to require the road to stay shut! As we have a largely ageing population in this area the priority is for everyone to be able to access the shops and amenities Cardigan has to offer which is not possible if they have to walk from car parks. Permanent closure will result in many businesses closing due to loss of trade mine included we are 50% down because of the closure and that is not sustainable long term, many businesses I have spoken to have said the same. Surely these decisions should be based on the opinions of the majority of traders not the minority, I understand it may benefit some businesses but those businesses will not survive if the majority have had to close. If this closure continues for any length of time Cardigan will become a ghost town.	8/20/2020 7:00 PM
35	Negative Responses If this continues and made permanent then we will have to close our shop. No sales as customers cannot get to our business plus we did have a significant amount of sales with passing trade but this has gone due to the safe zone. Customer in cars passing On way to work (all times of the day) then ring us after spotting items in our window & collect later. We have lost this trade.	8/20/2020 6:56 PM
36	Negative Responses Winter will have less people	8/20/2020 6:33 PM
37	Still to be confirmed as nobody knows of the affect once holiday season is finished	8/20/2020 4:42 PM
38	Negative Responses I don't think it will be worth continuing after Oct , less people about and not the need for the social distancing .Maybe next summer.	8/20/2020 4:40 PM
39	Negative Responses Positive Responses During peak summer months, it should be considered, once more data has been collected and multiple variables analysed, to give concise data on its success or failures this summer.	8/20/2020 4:01 PM
40	Negative Responses Permanently pedestrianised would only work with better car parking (on the flat) and a different diversion route! Why can't the old health centre be demolished and have a small two story car park in its place. Get rid of the allocated business car park next to it to make more spaces for a set time short stay (30 mins for bank, Post office ect. All workers in town (not in walking distance) should have a free parking permit!	8/20/2020 3:09 PM
41	Positive Responses Because it is safer and there is less pollution. My customers have voiced their preference to it saying that its more relaxing to shop, they spend longer in the town and don't have to worry about the time because of car park tickets expiring. Families with children feel its much safer.	8/20/2020 2:57 PM
42	Negative Responses small town bad access car parks in wrong places alternative roads not up to standard for traffic	8/20/2020 2:49 PM

### Q6 Free Parking has been good for the town

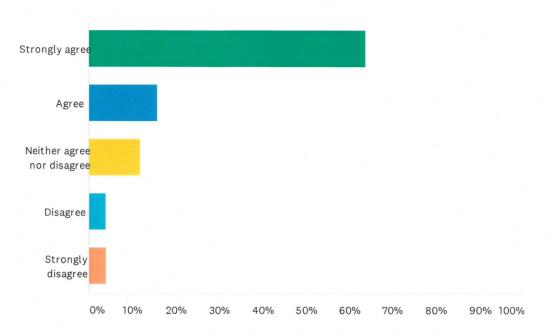
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	70.00%	35
Agree	16.00%	8
Neither agree nor disagree	10.00%	5
Disagree	2.00%	1
Strongly disagree	2.00%	1
TOTAL		50

### Q7 Ceredigion County Council should permanently introduce free parking to help the economy of the town





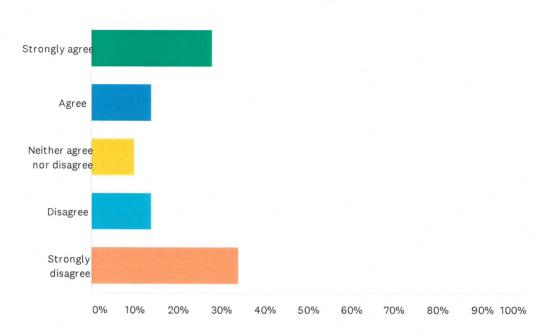
ANSWER CHOICES	RESPONSES	
Strongly agree	64.00%	32
Agree	16.00%	8
Neither agree nor disagree	12.00%	6
Disagree	4.00%	2
Strongly disagree	4.00%	2
TOTAL		50

	Cardigan Traders : Town Centre "Safe Zone" Survey	SurveyMonkey
#	COMMENTS	DATE
1	In Favour Free parking is helpful to businesses.	9/14/2020 3:00 PM
2	In Favour People have more time	9/14/2020 2:20 PM
3	In Favour Free parking has been good for the workers, but the less fortunate were coming down before the roads were closed parking in designated areas and leaving the town early so the economy didn't really benefit from that as they got what was needed and left and were aware that they didn't have time to look around our shops in case the safe zone kicked in	9/13/2020 11:00 AM
4	In Favour Free parking is the only benefit from this road closure	9/13/2020 10:28 AM
5	Not in Favour With the amount of people working in town, they take up most of the free parking spaces, leaving very few of any for people shopping or having appointments in town.	9/12/2020 12:34 PM
6	In Favour People staying in town.	9/9/2020 5:12 PM
7	In Favour Yes free parking would be good but I can not see that happening. I think most people would be happy to pay for parking if the charges were reasonable and at the moment Ceredigion council run car park fees are too high for Cardigan	9/8/2020 10:43 AM
8	In Favour Free parking is very important especially during the global crisis we are experiencing at this moment in time.	9/3/2020 12:46 PM
9	In Favour Not in Favour Free parking should be available to residents of Cardigan only.	9/2/2020 1:31 PM
10	In Favour Parking fees are an unjust tax heaped on workers and shoppers who would like to support their local shops and community. In the challenging few years that awaits us the least we should expect is free parking in town to try help us keep as much of local trade as possible.	9/1/2020 7:45 PM
11	In Favour It is the one thing the Council could do that would make a real difference to the economy.	9/1/2020 5:03 PM
12	In Favour They give very little back to the communitythis would be a gesture of goodwill	9/1/2020 9:32 AM
13	In Favour Not in Favour I'd strongly agree if the Council reduced the hourly and daily charges of car parks in the town as our parking is one if the most costly per hour in the South West Wales District. I feel having free parking on weekends will be helpful to people wanting to visit our town!	8/31/2020 11:43 PM
14	In Favour Whilst Ceredigion as a whole may benefit from parking fees, Cardigan does not directly benefit at all, IIRC Cardigan generates more than a third of the County Council's car park revenue - this is disproportionately high for the size of the town.	8/31/2020 9:09 PM
15	In Favour The people that are here are spending longer in town - not worried about returning to avoid a parking ticket.	8/28/2020 1:22 PM
16	In Favour Free parking has obviously been good for the town and we would welcome the continuation of this. It can only be of benefit to the town during what will be one of the toughest winters that we will encounter. Please Council, will you open up the High Street and make sure that the car parks are free.	8/27/2020 8:55 PM
17	In Favour Casting my mind back to the month of Free Parking when the payment meters were vandalised in the carparks a few years ago we also saw an increase in turnover, although not as large as this year. In order to compete with the larger stores and allow convenient use of the town centre for extended periods of time, car parking is a major factor. Again it is one of the most commented on issues in the shop and would be integral in any future plan.	8/26/2020 11:01 PM
18	In Favour Definitely for the foreseeable future so that the local economy can get back on its feet and also to encourage local people back into the town.	8/25/2020 4:03 PM
19	In Favour Parking fees have always been an issue in town pushing people out to supermarkets out of town having an adverse affect on businesses in town	8/23/2020 5:44 PM
20	In Favour Not in Favour Whilst I would benefit from free parking myself (being a resident and only having one private space), i feel that this would not have much of an affect. Having memories of the Easter when machines were broken and the castle opened, you found that allspaces in all car parks were filled by 9:30-10:00 and remained that way, mainly due to staff working I imagine. Reduced prices or free weekend parking may be the answer.	
21	In Favour What do Tesco and Aldi pay in (terms of square foot) in rates, in comparison to	8/21/2020 5:16 PM

	the high street - it would be good to know wouldn't it, and see if this sets the record straight and backs up the free parking argument once and for all!!	
22	In Favour Tesco and Aldi offer free parking, so should the town.	8/21/2020 5:10 PM
23	In Favour Definitely	8/21/2020 4:46 PM
24	In Favour They won't not unless the Welsh Government carry on drip feeding them money!¬ The car parks are the authorites cash cow and allow for all the cock ups and hair brained schemes they dream up each year.	8/21/2020 4:01 PM
25	In Favour We already saw massive increases in trade when the parking meters broke down a few years ago. What trade we are getting now is only because the parking is free and there is evidence that people are spending more time in town and are more relaxed because they are not worrying about getting a parking ticket.	8/21/2020 12:41 PM
26	In Favour As a local business I would rather see a small levy of sorts on traders to cover the costs of car parking to keep it free that is if Ceredigion insist on charging. All parking should be free. More provision for the disabled and NO street traders or peddlers.	8/21/2020 9:18 AM
27	In Favour Free parking definitely allows visitors to spend more time in town, browsing.	8/20/2020 8:13 PM
28	In Favour The free parking should be extended for the locals to benefit as during the summer months they have been unable to take advantage of this as they have been full of tourist vehicles from early in the morning. Businesses have suffered enough during the pandemic and are all struggling so anything that will benefit town would be welcomed	8/20/2020 7:00 PM
29	In Favour A couple of summers ago when the car park machines were vandalised we as a town and our business had a bumper of a summer. Sales increased by a significant amount. This speaks for itself.	8/20/2020 6:56 PM
30	In Favour Definitely helps having free parking, without that definitely would be worse the town customers	8/20/2020 4:42 PM
31	In Favour Good for shop workers	8/20/2020 4:40 PM
32	In Favour Would work with my previous comments.	8/20/2020 3:09 PM
33	In Favour Not in Favour Free parking has to come hand in hand with the pedestrianisation otherwise it will not work!	8/20/2020 2:57 PM

### Q8 I am satisfied with the performance of my Local Councilors in this matter





ANSWER CHOICES	RESPONSES	
Strongly agree	28.00%	14
Agree	14.00%	7
Neither agree nor disagree	10.00%	5
Disagree	14.00%	7
Strongly disagree	34.00%	17
TOTAL		50