

Bridgend Town Centre Masterplan

Consultation report

Date of issue: 11 March 2021

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1. Overview

A public consultation asking for views on the draft Bridgend Town centre masterplan was undertaken over a 12 week period from 7 December 2020 to 1 March 2021. The consultation received 1402 interactions from a combination of survey completions, social media engagements, emails and letters, engagement with the Town and Community Council forum, engagement with Bridgend Youth Council and engagement work that took place in Penybont Primary School. This paper details the analysis associated with the consultation.

2. Introduction

The public survey was available to complete online through a link on the consultation page of the council's website. Paper copies of the consultation were made available via request to the Consultation and Engagement Team. Surveys were available in several formats, including large print, standard, easy read and a youth version. All were available in English and Welsh. The content of the page remains available online.

In total, there were 51 questions (within all survey formats) that required a reply from respondents. These were made up of questions about eight proposed development zones within which 23 relevant projects were identified plus a number of site wide projects. The council's standard set of equalities monitoring questions were also included with the survey in line with recommended good practice for all public-facing surveys carried out by the council.

Comments regarding the consultation were also invited via social media, letter, email and phone call.

3. Promotional tools and engagement methods

Details of the consultation were shared with:

- Town and Community Councils
- Secondary schools
- Bridgend College
- Town centre Primary schools and Heronsbridge
- Bridgend Community Cohesion and Equality Forum
- Bridgend Youth Council
- All BCBC members

3.1 Promotional tools

This section details the methods used to raise the profile of the consultation and encourage participation.

3.1.1 Social media

In December 2017 the council committed to managing its social media accounts bilingually. In addition to introducing Welsh language corporate Twitter and Facebook accounts at that time, it started posting bilingually across the remainder of its social media channels.

Bridgend Town Centre Masterplan consultation information was posted bilingually to the council's corporate Facebook, Twitter, Instagram and LinkedIn channels throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals.

The council currently has **13,687** followers on its corporate Twitter accounts, **16,670** followers on Facebook pages, **2,793** followers on Instagram and **4,643** followers on LinkedIn. While content is most likely to be seen by these users, it is also displayed to users who are not connected to the accounts.

During the consultation period, the local authority posted 69 times across social media. This content **reached 512,768 people** generating **697 comments, 187 shares, 513 reactions, 7,062 explainer video views** and **2,228 link clicks** through to the town centre masterplan webpage on the local authority website.

3.1.2 govDelivery

govDelivery is a new digital communications tool that has been implemented by the local authority in 2020 to send messages directly to residents' email inboxes in the language of their choice.

There are currently **37,360 English language subscribers and 220 Welsh language subscribers** from Bridgend County Borough to the weekly Covid-19 update emails. Bridgend Town Centre Masterplan consultation was included in the following bulletins:

Date	Total email opens	Unique link clicks	Total link clicks
10/12/2020	33,629 opens	225	252
31/12/2020	28,674 opens	98	115
07/01/2021	35,886 opens	151	176
14/01/2021	28,325 opens	101	119
21/01/2021	24,537 opens	86	103
28/01/2021	38,931 opens	131	158
04/02/2021	25,052 opens	62	69
11/01/2021	26,049 opens	90	109
18/02/2021	33,534 opens	238	277
25/02/2021	36,703 opens	148	171

The Bridgend Town Centre Masterplan consultation articles were included in **10 weekly Welsh and English language bulletins**. Overall, this generated **1,549 total link clicks** through to the Bridgend Town Centre Masterplan webpage.

3.1.3 Media and publicity

Three main media releases were issued to raise awareness and encourage participation in the consultation. The first was issued on August 21, introducing the masterplan and a planned public consultation later in the year. The second was on December 3 announcing the launch and encouraging people to participate, and the third was on February 22 urging people not to miss their final opportunity to take part in the consultation.

Between December 3 and March 1, the masterplan consultation was also incorporated into 11 news round-up media releases. These were issued at a rate of two a week.

The media releases were featured at the media centre on the council's website where they were hyperlinked with associated social media publicity, including the video on the consultation.

The media releases were picked up and reported by the likes of Bridge FM radio, newspapers such as the Glamorgan Gazette and South Wales Echo, and the News From Wales, Wales Online and In Your Area news websites.

3.1.4 Internal promotion

Staff who live and work in Bridgend County Borough were encouraged to participate by promoting the consultation as part of the regular internal Bridgenders emails.

3.1.5 Promotional materials

The Bridgend Town Centre Masterplan consultation featured on the homepage of BCBC website with a graphic. Further images and graphics were used to promote the consultation on our social media and email marketing channels.

An explainer video was designed to help people understand what was being asked of them, with examples of questions that were included in the consultation. The video was featured on the webpage for the consultation and also posted on the council's social media channels, including Facebook, Twitter and Instagram.

The explainer video received **7,062 views on social media** and **3,611 views on YouTube**.

3.2 Engagement methods

This section details the mechanisms available for stakeholders to engage with the council and share their views.

3.2.1 The Bridgend Town Centre Masterplan survey

A standard survey, large print, easy read and youth version of the survey were all made available in Welsh and English. All were available online and in paper format on request. The consultation feedback is contained in section seven.

3.2.2 Bridgend Youth Council

Members of the Regeneration Team and the Consultation and Engagement Team attended Bridgend Youth Council on 23 February 2021. The Youth Council were given an overview of the proposals and were invited to give views and comments which were recorded by the Consultation and Engagement Team and are themed in section nine.

3.2.3 Town and Community Council Forum

Members of the Regeneration Team and the Consultation and Engagement Team attended the Town and Community Council Forum on 15 February. Attendees were given an

overview of the consultation and the proposals and were invited to give views and comments which were recorded by the Consultation and Engagement Team and are themed in section ten.

3.2.4 Penybont primary school engagement

Penybont Primary School adapted the questionnaire and shared it with their pupils via Google Forms. 75 learners engaged in the survey.

There were 16 questions for respondents to answer.

The feedback from young people is detailed in appendix two.

4. Response rate

In total, there were **1402** interactions during the consultation. The response rate has been segregated into several areas: consultation survey responses, engagement event attendees, social media interactions emails and letters.

Interactions	Number
Survey completions	849
Penybont Primary School engagement	75
Bridgend Youth Council engagement	6
Town and Community Council Forum engagement	39
Emails	21
Letters	2
Social media comments	410
Total interactions	1402

5. How effective was the consultation?

The Bridgend Town Centre Masterplan consultation was conducted over 12 week period. The data collection methods, which include the online survey and paper survey were developed using plain English to maximise understanding.

6. Headline figures

- 6.1 84% of respondents agreed with the overall vision for the town centre;
- 6.2 76% of respondents agreed with all the proposals in Development zone A – the railway station area;
- 6.3 83% of respondents agreed with the proposal to make a new entrance to the station from Tremains road;
- 6.4 71% of respondents agreed with all the proposals in Development zone B – Brackla, Nolton and Oldcastle;
- 6.5 65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help improve town centre footfall and improve its growth;

- 6.6 75% of respondents agreed with all the proposals in Development zone C – the retail core;
- 6.7 79% of respondents agreed with all the proposals in Development zone D – the café and cultural quarter;
- 6.8 74% of respondents agreed with all the proposals in Development zone E – the Northern Gateway;
- 6.9 69% of respondents agreed with all the proposals in Development zone F – Riverside;
- 6.10 71% of respondents agreed with all the proposals in Development zone G – Newcastle;
- 6.11 77% of respondents agreed with all the proposals in Development zone H – Sunnyside;
- 6.12 61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities;
- 6.13 44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic;
- 6.14 41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate;
- 6.15 75% of respondents stated that the town centre would benefit from improved active travel links;
- 6.16 87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre;
- 6.17 81% of respondents stated that they thought the town suffered from anti-social behaviour;
- 6.18 60% of respondents felt that there were aspects of the masterplan that could help young people have a greater connection with their town centre;
- 6.19 78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre.

7. Question and analysis - consultation survey

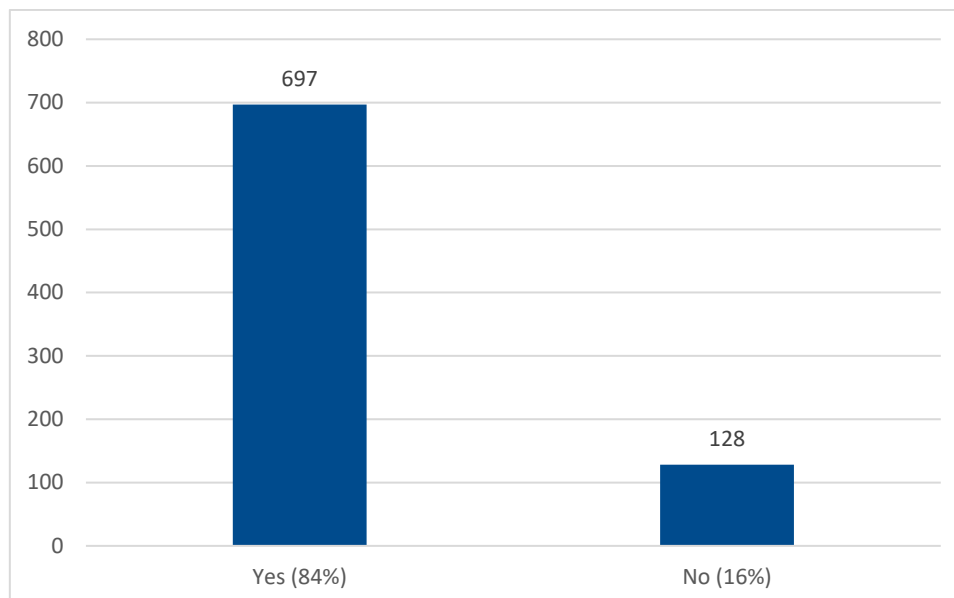
The consultation contained 51 questions related to the Bridgend Town Centre masterplan project proposals. All questions were optional, so participants could chose to answer all or some of the questions.

This section details the responses to the survey (all survey types).

7.1 Bridgend Town Centre masterplan

7.1.1 Do you agree with the vision for the town centre?

825 respondents answered this question.



84% of respondents stated that they agreed with the vision for the town centre. 16% of respondents stated that they did not agree with the vision.

7.1.2 If you answered no, please tell us what changes you would make to the vision

There were 118 comments from respondents who stated that they did not agree with the vision for the town centre. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
There is too much housing in the proposals/ need more emphasis on retail rather than housing	23
Build on what we have: reduce anti-social behaviour, support businesses and offer lower rates and rents	19
Don't waste money/we have already spent enough on the town centre/it is unnecessary	17
De-pedestrianise the whole of the town centre, improve transport links and parking facilities	14
Needs more focus on creating a community feel and social space i.e. bring the library back to town, youth facilities, support groups, theatre, cinema	12
I don't agree with all proposals/ I want more information and how it will be funded	10
Do not relocate the police station and/or college	7

Money could be better spent in other communities i.e. Porthcawl, Maesteg, get employment into Ogmore	6
Still will not compete with out of town areas, such as McArthur Glen	5
Alternative proposals: open up riverside to town square centre, more undercover areas, no development at Brackla street, town square at no18 Wyndham street and police centre on YMCA site, don't move train entrance and keep the post office	4
The town is inaccessible for elderly and disabled people: more disabled parking and all shops accessible with a mobility scooter	4
There are more important things to think about/fund	2
Do not trust BCBC	1
Masterplan needs extending to include the Tesco at Brewery Lane , The Brewery Field and The Jolly Brewer (Riverside) pub	1
Still not enough focus on residential, residential property is the only way of regenerating the town centre	1
I agree that something needs to be done to improve Bridgend town however I do not agree with the timescale, it is too long	1

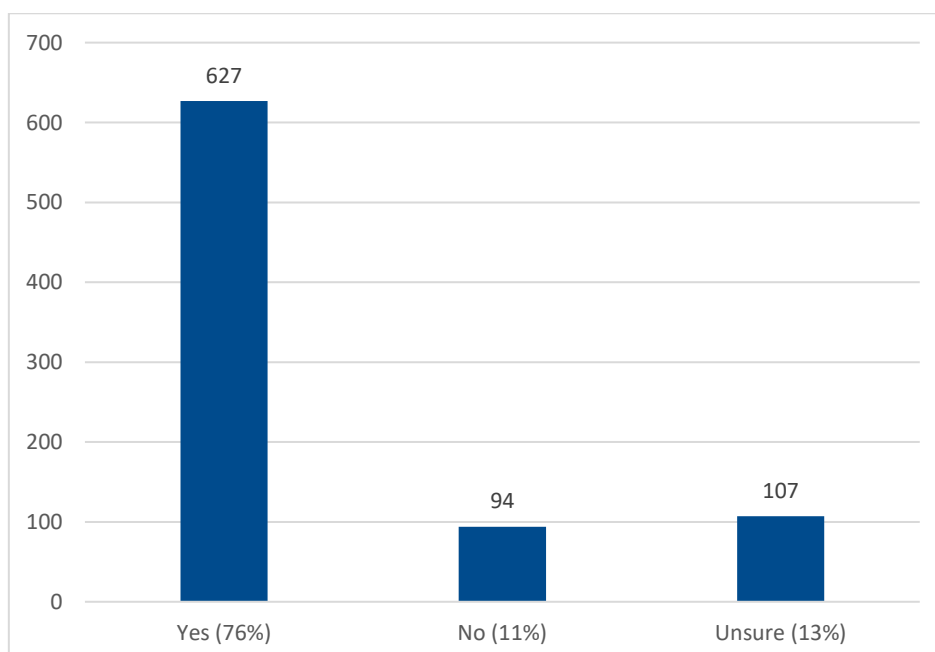
The most common responses were there is too much housing in the proposals/ need more emphasis on retail rather than housing, followed by build on what we have: reduce anti-social behaviour, support businesses and offer lower rates and rents and then don't waste money/we have already spent enough on the town centre/it is unnecessary.

7.2 Proposed development zones

7.2.1 Development zone A – the railway station area

7.2.1.1 Do you agree with all the proposals in this area?

828 respondents answered this question.



76% of respondents agreed with all the proposals in this area. 11% of respondents did not agree with this proposals and 13% were unsure.

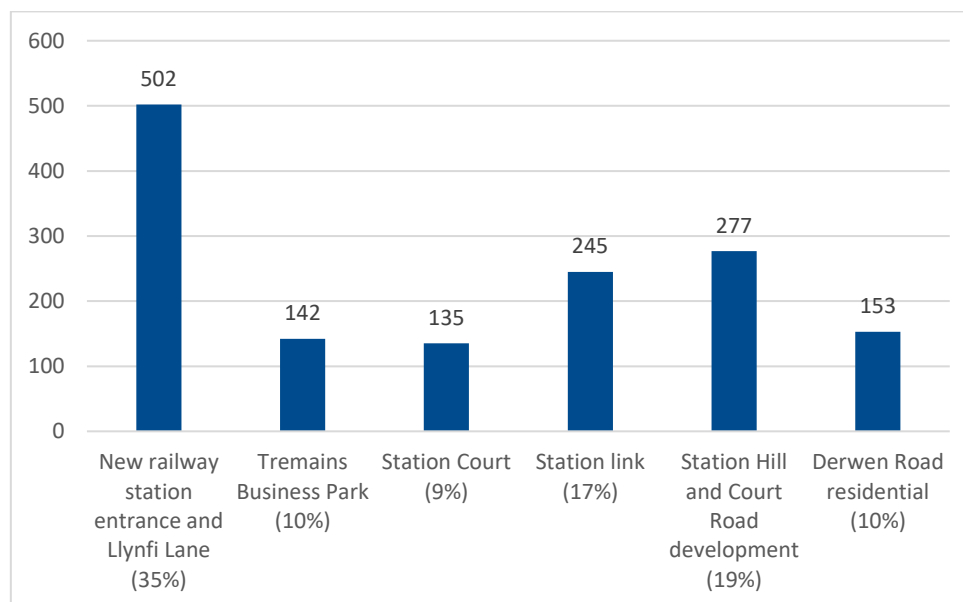
7.2.1.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

174 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Too much focus on housing, do not need social housing and there is no mention of infrastructure to support new housing	33
Need to focus on regenerating the town i.e. de-pedestrianise, reduce anti-social behaviour, more green areas and supporting business and retail	23
This is not a priority/ seems a waste of money	22
It will increase traffic and there is no mention of parking for residents or at the train station which is small and expensive	19
Would like to see more information/how will this be funded?	18
Disagree with the Tremains Business Park plan/ do not need more office space it will not be used	17
Do not think the train station needs development	14
Should aim to retain the historic and classic buildings	5
Similar areas in Maesteg that could use development/include improving transport links from Maesteg to Bridgend	4
Distance between the bus and train station is too far and needs to be addressed	3
Need more easy access for disabled people and people with mobility issues including more parking	3
Timescale is too long/ do not think it will happen	3
Do not know the area/use trains so unable to comment	2
Only agree with the railway station development	2
Concern across the projects is for potential lack of acknowledgment and understanding of existing urban wildlife when seeking to introduce wildlife-friendly planting	1
I think the station hill/court road area should be targeted first	1
Renovate Clos Joslin children's park like the Coity Higher park	1
Redevelopment might be a bonus but there is a majority property owner in the town centre who would benefit from his properties being renovated	1
The old court site by Sunnyside has been developed against the wishes of the surrounding neighbours	1
There needs to be free access to public toilets for rough sleepers, people with health issues, elderly and parents of small children	1

The most common responses were too much focus on housing, do not need social housing and there is no mention of infrastructure to support new housing, followed by need to focus on regenerating the town i.e. de-pedestrianise, reduce anti-social behaviour, more green areas and supporting business and retail and then this is not a priority/ seems a waste of money.

7.2.1.3 Please select which two projects in this area would be your priority?



The projects were selected to be prioritised in the following order:

- New railway station entrance and Llynfi Lane (35%)
- Station Hill and Court Road development (19%)
- Station link (17%)
- Tremains Business Park (10%)
- Derwen Road residential (10%)
- Station Court (9%)

7.2.1.4 Please tell us why you chose these projects

7.2.1.4.1 Please tell us why you chose these projects

3 comments were received from respondents who chose Derwen Road Residential as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
None - invest in Porthcawl for a change please	1
I believe that having people live in the town centre will encourage a more vibrant atmosphere and stimulate local business.	1
Only Derwen Road residential - if houses are affordable and cheap	1

7.2.1.4.2 Please tell us why you chose these projects

13 comments were received from respondents who chose New Railway station entrance and Llynfi Lane as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
It is the first impression of Bridgend so should be accessible and attractive	4
It would make the train station easier to walk to/more accessible	3
Prevent traffic build up and taxis in the parking spaces	2
It's the nearest station for the Garw Valley	1
Must come with some kind of parking	1
This will increase usage of the station	1
Better entrance to the station	1

The most common responses were it is the first impression of Bridgend so should be accessible and attractive, followed by it would make the train station easier to walk to/more accessible and then prevent traffic build up and taxis in the parking spaces.

7.2.1.4.3 Please tell us why you chose these projects

37 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Ease traffic/congestion and improve access to the train station	11
More residential areas are important in the town	7
Will make the area more attractive/improve first impression	7
Most needed projects	6
Would bring more trade/visitors to the town	2
Increased housing would lower the amount of anti-social behaviour in the town	1
Need better transport links and housing	1
I have chosen these two because they increase jobs and reduce homelessness.	1
Why should so much money be spent on Court road, it's a nice road already	1

The most common responses were ease traffic/congestion and improve access to the train station followed by more residential areas are important in the town and then will make the area more attractive/improve first impression.

7.2.1.4.4 Please tell us why you chose these projects

30 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station Court as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improves access to the train station	9
Will make the area more attractive/improve first impressions	9
This would have the biggest impact	5
Anything which improves the transport links	2
Key gateways to the town	2
Convenience	1
Good use of empty buildings	1

The most common responses were improves access to the train station followed by will make the area more attractive/improve first impressions and then this would have the biggest impact.

7.2.1.4.5 Please tell us why you chose these projects

77 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Will improve first impression/make the area more attractive	22
Additional entrance will improve access	20
These are the biggest priority/will have most impact	11
Empty and/or character buildings should be utilised	10
Increase footfall to the town for shopping and work	7
Both in need of regeneration	5
These changes could be done quickly	2

The most common responses were will improve first impression/make the area more attractive followed by additional entrance will improve access and then these are the biggest priority/will have most impact.

7.2.1.4.6 Please tell us why you chose these projects

77 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Will improve access to the station (including disabled access) and the town and encourage people to use trains more	26
Will increase footfall and encourage/support businesses	10
To develop infrastructure, address traffic issues and increase parking	9
The area needs regenerating	8
Will make the town more attractive to visit/ improve first impression	8
These would have the most benefit	7
Active travel links are important	5

Cheapest waste of money. Already an entrance at Llynfi Lane.	1
Easier to deliver	1
I'm sure the money could be better spent, tackling crime in the area would be a good start	1
Because I am unsure as to what exactly the proposals are for the other areas.	1

The most common responses were will improve access to the station (including disabled access) and the town and encourage people to use trains more followed by will increase footfall and encourage/support businesses and then to develop infrastructure, address traffic issues and increase parking.

7.2.1.4.7 Please tell us why you chose these projects

27 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Tremains Business Park as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improve access to the train station and encourage businesses	9
Will improve access to the train station	4
Extended railway will improve travel for people	3
Supports businesses/economic growth	3
These will have the biggest impact	2
Will make the area more attractive/improve first impression	2
Don't know much about the others	1
Bus access to train station would be an advantage	1
Out of town centre	1
This would improve disabled access to the train station	1

The most common responses were improve access to the train station and encourage businesses followed by will improve access to the train station and then extended railway will improve travel for people and supports businesses/economic growth.

7.2.1.4.8 Please tell us why you chose these projects

No comments were received from respondents who chose Station Court as one of their priorities.

7.2.1.4.9 Please tell us why you chose these projects

Four comments were received from respondents who chose Station Court and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improves the look of the area, more residential use and concentrating retail in the retail centre	1

Will attract more residents and attract more businesses, but will need supporting traffic infrastructure	1
We need more affordable accommodation	1
It would make more sense to revamp the existing train station entrance and Bridgend needs more affordable housing in the town centre	1

7.2.1.4.10 Please tell us why you chose these projects

16 comments were received from respondents who chose Station Court and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
The first impressions when someone comes off the train	5
Attract more businesses and visitors	3
Best amenity value and readily achievable	3
It will make it more attractive	2
I'd choose any project to improve Bridgend which quite honestly has become a dump	1
Needs upgrading	1
Want to see empty buildings with beautiful architecture in use	1

The most common responses were the first impressions when someone comes off the train followed by attract more businesses and visitors and best amenity value and readily achievable.

7.2.1.4.11 Please tell us why you chose these projects

12 comments were received from respondents who chose Station Court and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Because they address the lack of greenery in Bridgend and walking and cycling will improve air quality	3
To make it more attractive and welcoming	3
Bring businesses and shops into town/make use of empty buildings	2
These areas require development	2
I picked these two because, as a closed question, it doesn't matter	1
Needs more parking and a bus stop	1

The most common responses were because they address the lack of greenery in Bridgend and walking and cycling will improve air quality followed by to make it more attractive and welcoming and then bring businesses and shops into town/make use of empty buildings and these areas require development.

7.2.1.4.12 Please tell us why you chose these projects

Three comments were received from respondents who chose Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Derelict buildings on the upper end of the station approach makes a poor impression.	1
A link from the station into the heart of the town shopping complex	1
The station has only recently had lots of money spent on it. Why develop Tremains Court when the town centre needs vast improvements?	1

7.2.1.4.13 Please tell us why you chose these projects

16 comments were received from respondents who chose Station Hill and Court Road development and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Introducing and reusing old buildings for residential areas will help the town thrive and should be a priority	6
Would enhance this very run down area and give a better impression	4
Business and residential improvements	3
Does not include shops in this climate with so much closing down its madness to build more empty shops	1
I believe they would have the most impact in the town centre	1
I can visualise these better than the others	1

The most common responses were introducing and reusing old buildings for residential areas will help the town thrive and should be a priority followed by would enhance this very run down area and give a better impression and then business and residential improvements.

7.2.1.4.14 Please tell us why you chose these projects

One comment was received from respondents who chose Station link as one of their priorities. This has been themed and detailed in the table below:

Theme	No.
Only chose one. Others waste of money.	1

7.2.1.4.15 Please tell us why you chose these projects

Seven comments were received from respondents who chose Station link and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
The town needs housing and better transport links to increase footfall	5
Highest priority to my mind	1

Improves the scenery	1
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7.2.1.4.16 Please tell us why you chose these projects

23 comments were received from respondents who chose Station link and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Make the area more attractive and safer	4
Will have most impact/ the area needs developing	4
Active travel links are important	3
Better access and integration between the train and bus	3
Good use of vacant buildings/space	3
Will be a quick visible improvement	2
Will bring more trade/generate income	2
I don't think these are particularly important	1
Make new jobs	1

The most common responses were make the area more attractive and safer followed by will have most impact/ the area needs developing and then active travel links are important, better access and integration between the train and bus and good use of vacant buildings/space.

7.2.1.4.17 Please tell us why you chose these projects

Two comments were received from respondents who chose Tremains Business Park as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
Place is an eyesore	1
I see two key things for the development of the centre of Bridgend: an indoor venue suitable for performances and suitable accommodation for high value /high tech sustainable and future-oriented employment in the centre of town to attract, e.g. small/medium sized IT/software companies to Bridgend	1

7.2.1.4.18 Please tell us why you chose these projects

16 comments were received from respondents who chose Tremains Business Park and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
We need housing and to support businesses/job creation	11
Lack of suitable alternatives	1
Most accessible	1

Bridgend has been suffering a long time since the closure of town centre road use, hopefully these new projects will bring more income to the area.	1
Because they are the most needed	1
Rejuvenate town centre	1

The most common response was we need housing and to support businesses/job creation.

7.2.1.4.19 Please tell us why you chose these projects

Two comments were received from respondents who chose Tremains Business Park and Station Court as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Make the area more presentable and with a good community centre	1
Use of empty buildings, more employment, not wasting money making something look pretty.	1

7.2.1.4.20 Please tell us why you chose these projects

15 comments were received from respondents who chose Tremains Business Park and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Bridgend needs to attract and support businesses and job creation	9
Gives scope for both residential and commercial with the use of vacant property	1
I think they are more important than the others	1
Access to services	1
Encourage more people into Bridgend to create a larger footfall	1
Needs regenerating	1
Gives scope for both residential and commercial with the use of vacant property	1

The most common response was Bridgend needs to attract and support businesses and job creation.

7.2.1.4.21 Please tell us why you chose these projects

Seven comments were received from respondents who chose Tremains Business Park and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
To support businesses and job opportunities	4
Need to promote small business opportunities and integrate transport modes.	1

To make the areas more attractive	1
I think these have a better chance of succeeding	1

The most common response was to support businesses and job opportunities.

7.2.1.4.22 Please tell us why you chose these projects

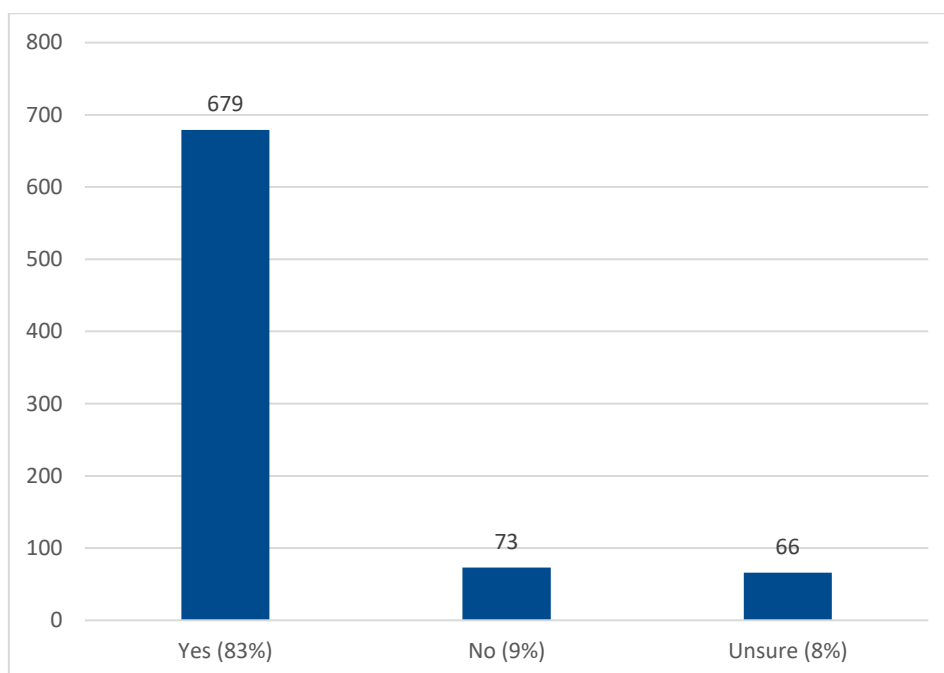
28 comments were received from respondents who did not choose any projects as priorities. These have been themed and are detailed in the table below:

Theme	No.
None of the above	16
The whole of Bridgend/communities is a priority	3
Unable to comment as I am not familiar with these areas	2
Affordable housing should be the priority	1
Need to be sympathetic to the architecture and culture of older buildings and make sure the history is not lost	1
1 entrance Tremains Road 2 walking and cycling	1
All are an equal priority for me	1
Without free car parking, town centres are finished	1
Public toilets should be a priority. And creation of recreational activities to improve mental health.	1
Tremains business Walking and cycling routes	1

The most common responses were none of the above followed by the whole of Bridgend/communities is a priority and then unable to comment as I am not familiar with these areas.

7.2.1.5 Would you agree with making a new entrance to the station from Tremains Road?

818 respondents answered this question.



83% of respondents agreed with the proposal to make a new entrance to the station from Tremain's road. 9% of respondents disagreed with this proposal and 8% were unsure.

7.2.1.6 If no or unsure please tell us why and any alternative suggestions or proposals you have.

103 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
It is unnecessary/the entrance is fine as it is	31
Concerns about traffic and parking, the road is already busy	22
It is a waste of money/ station was recently refurbished	14
Would want more information and detail	7
Access: too steep, if disabled you are not able to go over footbridge, not near the bus station	5
I am unsure because I do not know the area	5
Entrance is away from the town/ would it take business away from the town?	4
This is not a priority/ money could be better spent elsewhere	4
Concerns about station security and how this would be managed	3
Unsure how an entrance would be successfully created in this space	2
Do not trust BCBC to undertake the work	1
McArthur Glen	1
Need to invest in the town so people want to go here	1
There should be one entrance as not to confuse and that entrance should be attractive	1
Yes if the existing entrance is maintained also	1

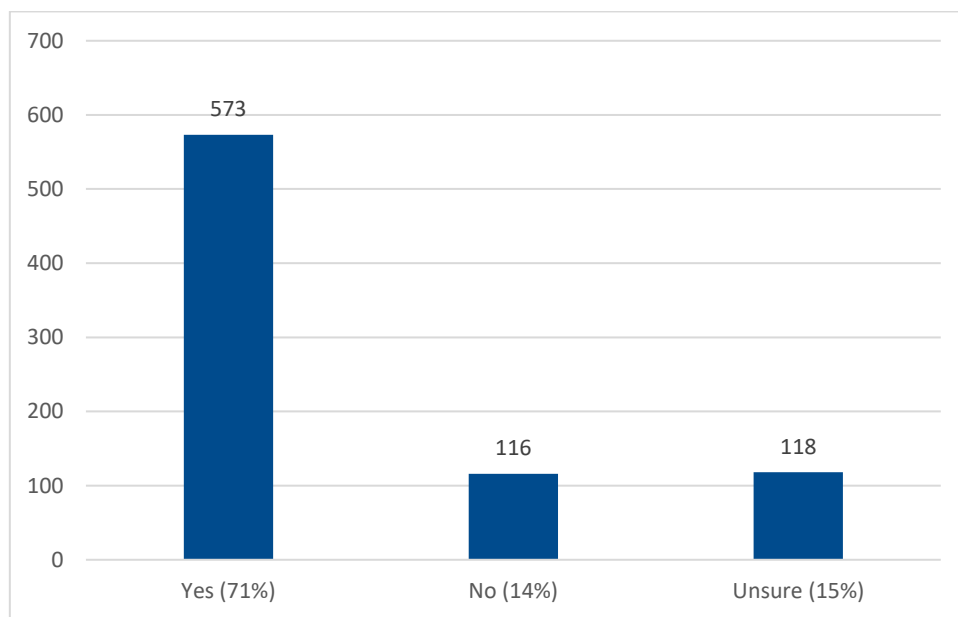
There's a reliance on the Train operator agreeing with this	1
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The most common responses were it is unnecessary/the entrance is fine as it is, followed by concerns about traffic and parking, the road is already busy and then it is a waste of money/ station was recently refurbished.

7.2.2 Development zone B – Brackla, Nolton and Oldcastle

7.2.2.1 Do you agree with all the proposed projects in this area?

807 respondents answered this question.



71% of respondents agreed with all the proposals in this area. 14% stated that they did not agree with all the proposals and a further 15% were unsure.

7.2.2.3 If no or unsure please tell us why and any alternative suggestions or proposals you have.

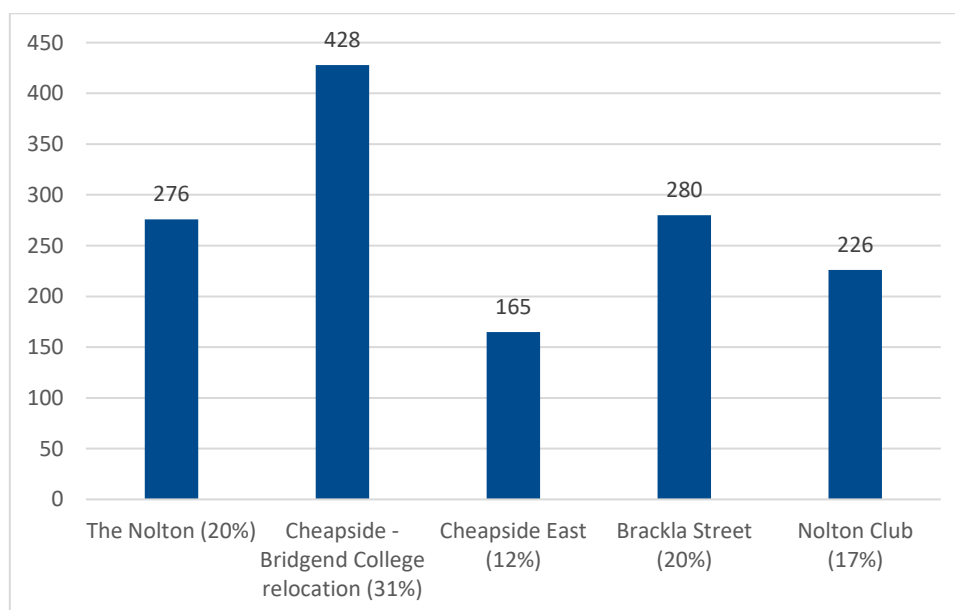
169 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
Do not agree/ am unsure of the benefits of moving the college	39
Should focus on regenerating the town centre i.e. more facilities, youth clubs, shops, green areas, cycle lanes	33
Do not need any more houses and social housing will not improve Bridgend	24
It is unnecessary/ waste of money	18
There are enough empty shops and offices, we do not need more	10
Traffic and parking issues	10
Need more information on proposals	7

This is all rhetoric and will probably not happen	5
Unsure of the area so unable to comment	4
Feasibility, space and financial restraints	3
Implications for council tax	3
Invest in other areas of the borough too	3
I agree with the relocation of the college	2
Unsure if it is the best use/have sufficient access to Nolton Club	2
Bridgend needs a proper Police Station.	1
Bridgend centre is dead	1
Because you will mess it up - you are experts at this.	1
Increased provision for educational use does not take into account future enlargement	1
Involve locals who actually live there	1
Shopmobility should be in the Rhiw car park	1

The most common responses were do not agree/ am unsure of the benefits of moving the college followed by should focus on regenerating the town centre i.e. more facilities, youth clubs, shops, green areas, cycle lanes and then do not need any more houses and social housing will not improve Bridgend.

7.2.2.4 Please select which two projects in this area would be your priority?

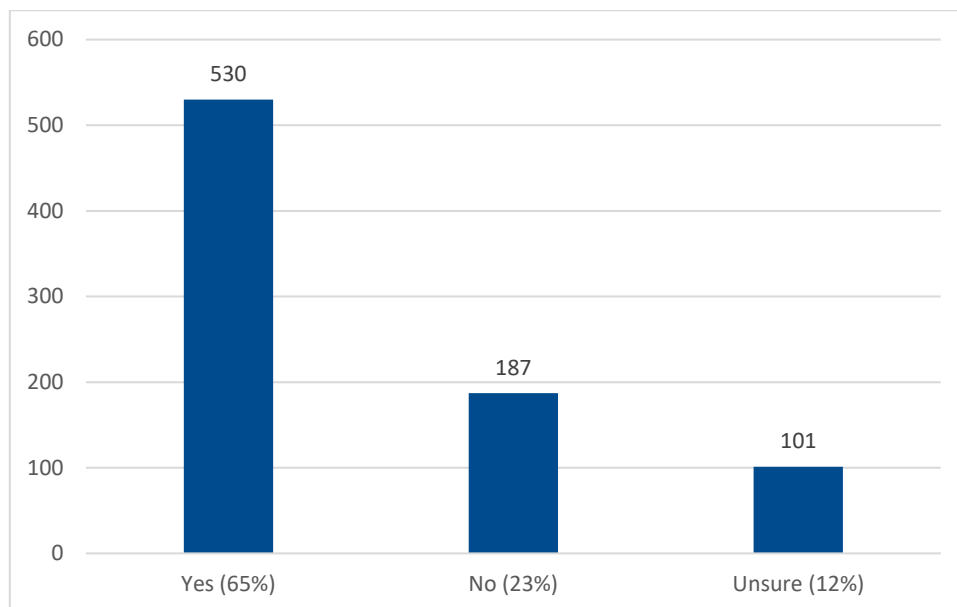


The projects were selected to be prioritised in the following order:

- Cheapside - Bridgend College relocation (31%)
- The Nolton (20%)
- Brackla Street (20%)
- Nolton Club (17%)
- Cheapside East (12%)

7.2.2.5 Do you think moving part of the Bridgend College campus and other educational institutions to the town centre will help improve the towns centre footfall and support its growth?

818 respondents answered this question.



65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help improve town centre footfall and improve its growth. 23% of respondents did not agree with this and 12% were unsure.

7.2.2.6 If no or unsure please tell us why and any alternative suggestions or proposals you have.

218 comments were received from respondents who stated no or unsure. These have been themed and are detailed in the table below:

Theme	No.
It is fine where it is, it is not far from town and is a waste of money	47
It will increase traffic, cause congestion and will need more parking for staff and students	35
May increase anti-social behaviour, litter and put other people off going to town	35
Students have little money to spend/it won't bring prosperity/ students will only spend in takeaways	31
It seems unnecessary/waste of money/ a high cost for a little or no gain	27
Should focus on regenerating the town, supporting businesses and reducing anti-social behaviour	24
Unsure, would need more information	6
Concerned that college relocation will dominate town centre/ is too big for the area	3

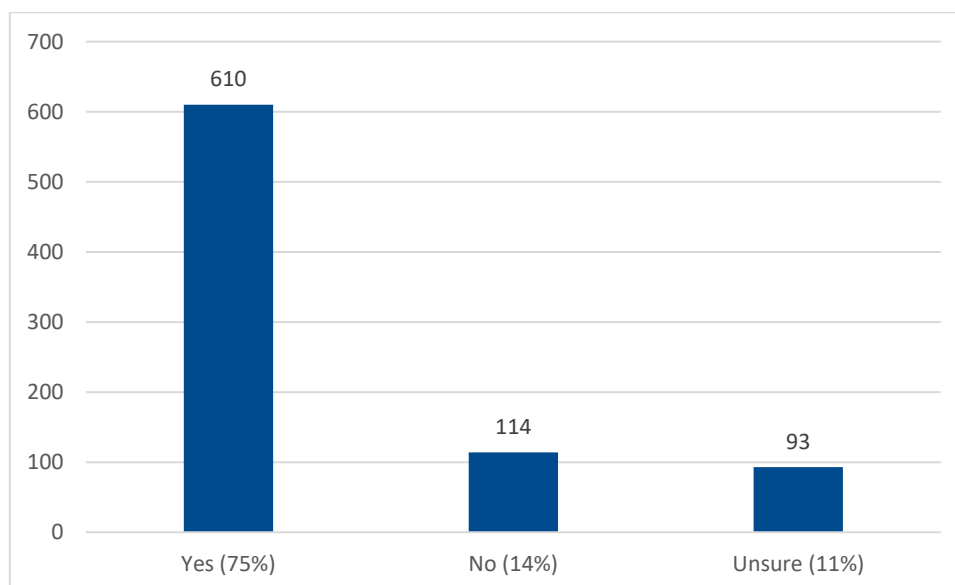
Create education hubs that are free to use/Stop making education resources massive, the deprivation in wider communities needs smaller and more appropriate education support	3
I believe that Bridgend College is expanding out of Pencoed, hence area at college could be used for light industry, parking and residential use	1
Inconvenience for students	1
No green space for students	1
Only move college because the road it's now on is a nightmare	1
Timescales	1
Town centre should consolidate with MacArthur Glen outlet.	1
Too spread out	1

The most common responses were it is fine where it is, it is not far from town and is a waste of money followed by it will increase traffic, cause congestion and will need more parking for staff and students and then may increase anti-social behaviour, litter and put other people off going to town.

7.2.3 Development zone C – retail core

7.2.3.1 Do you agree with all the proposed projects in this area?

817 respondents answered this question.



75% of respondents stated that they agreed with all the proposed projects in this area. 14% stated that they did not and a further 11% were unsure.

7.2.3.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

156 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Unsure the police centre needs relocating/it is fine where it is	31
Should focus more on retail and town centre not housing/more housing which may bring more anti-social behaviour	28
Need better vehicular access and parking/ de-pedestrianise the town centre	15
Need more support for businesses and shops/charge less rates and rents	13
There are too many retail outlets/ too much emphasis on retail/ town is no longer commercial	13
Waste of money/ It is unnecessary	13
Focus should be on regenerating the streets, empty buildings, providing community space and making the town more attractive	12
Agree to the relocation of the police centre but needs to be a prominent feature	9
The Rhiw should be for shops not residential	6
Keep the town pedestrianised	5
Unsure if money spent on heritage and street art is money well spent/ street art can be difficult to get right	4
Concern about the time it will take to implement, if it is feasible or just rhetoric	3
More environmental projects i.e. car charging points and sustain current urban wildlife	3
Little is being said to enable disabled and elderly to access the area	2
Unsure whether the spirit of the indoor market will survive all of this	2
Where is the funding coming from? / what will be the implications for council tax?	2
I agree that this is the most important area for development, is the plan to focused on eat drink premises, you are going to have a massive food drink culture	1
I do not believe that college should be relocated to where existing police station is	1
I don't quite understand all proposals	1
Older, historic buildings must be protected to retain Bridgend's familiar traditional character.	1
This should be a shared project, there are areas of unused land which could well be developed equally as well in the Maesteg area	1

The most common responses were unsure the police centre needs relocating/it is fine where it is followed by should focus more on retail and town centre not housing/more housing which may bring more anti-social behaviour and then need better vehicular access and parking/ de-pedestrianise the town centre.

7.2.3.3 Please tell us how you think the new Masterplan can help achieve and support a healthy mix of independent and national retailers within the town's core retail areas?

384 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

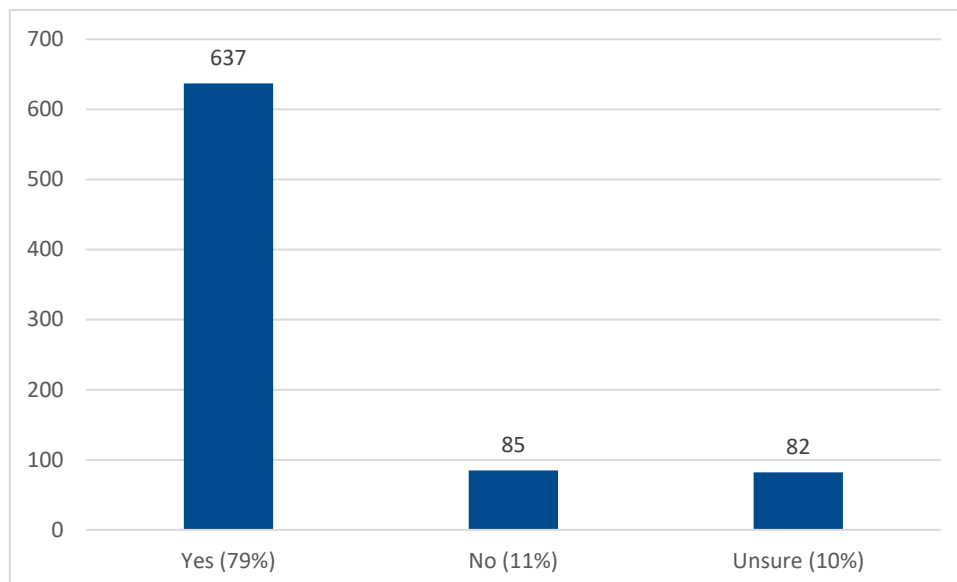
Theme	No.
Need better shops in the town centre, national but also promote small independent shops	58
Need incentives/support for businesses including cheaper rates and rents	46
Regenerating the town and empty shops and making it an attractive town centre will attract retailers	42
Need improved access to the town centre, active travel links, de-pedestrianise and more and improved car parking	41
Projects that will support this: retail core, riverside development, the Rhiw, heritage and historical sites, café culture, the indoor market and pop up shops/markets	37
Relocating the police centre would make the town safer and address the issue of anti-social behaviour	36
Increased housing will increase footfall/should not have social housing	33
Having a mix of spaces that creates a community i.e. retail, leisure, outdoor eating and green spaces, will attract retailers	28
It won't/ it is too late/waste of money	27
Agree with projects and think/hope it will bring economy back to Bridgend	20
Make the town safer, less anti-social behaviour in town and at the bus station	13
Relocating the college will mean the students will use town more	13
People will still travel to McArthur Glen and retailers would go there	6
Town needs improved foot fall	5
Invest in all valley towns/ Porthcawl and it will naturally increase footfall in surrounding areas	3
Maybe look for a shared facility between the police and council - like a one stop shop	1
No need for masterplan, make good with current situation and improve on that	1
Street art a waste of money and mostly looks awful	1
Under current circumstances it's going to be very difficult to justify any spending	1

The most common responses were need better shops in the town centre, national but also promote small independent shops followed by need incentives/support for businesses including cheaper rates and rents and then regenerating the town and empty shops and making it an attractive town centre will attract retailers.

7.2.4 Development zone D – café and cultural quarter

7.2.4.1 Do you agree with all the proposed projects in this area?

804 respondents answered this question.



79% of respondents stated that they agreed with all the proposed projects in this area. 11% stated that they did not and a further 10% were unsure.

7.2.4.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

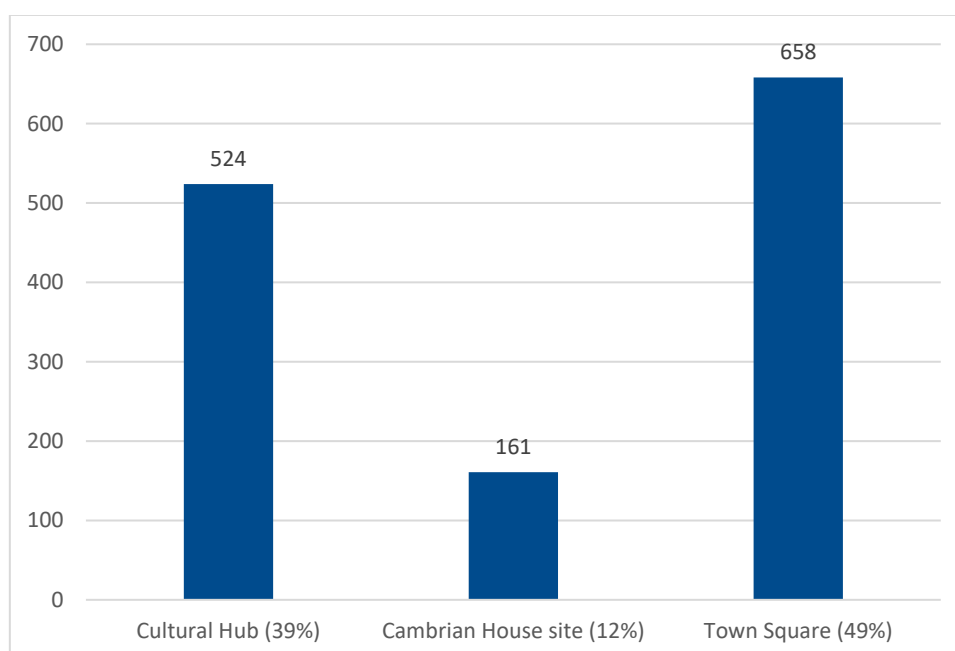
111 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
It seems unnecessary when there are already a lot of eating places in town/waste of money	32
Need to focus on regenerating the town i.e. increasing footfall, green spaces, retaining historical sites, knocking down old buildings and reducing anti-social behaviour	21
Do not need any more housing, especially social housing	17
Need to keep the town centre pedestrianised	10
Would want more information/how will this be funded/implications for council tax	7
Need to de-pedestrianise the town centre	6
Town squares and open spaces may increase anti-social behaviour	6
Do not think this will ever happen	3
Not familiar with the area so unable to comment	2
Open town square to river	2

Consolidation with MacArthur Glen outlet	1
a town square should be created but not at the Cambrian house site but at no 18 Wyndham street site	1
How about spending money in an area that is used- Porthcawl perhaps	1
It is a brilliant idea, but carry out wind and light modelling when developing	1
The plan for a cultural and events venue could be the one thing that gives genuine opportunity for growth in the town. This concept is good but there are no details about how to achieve this.	1

The most popular responses were it seems unnecessary when there are already a lot of eating places in town/waste of money followed by need to focus on regenerating the town i.e. increasing footfall, green spaces, retaining historical sites, knocking down old buildings and reducing anti-social behaviour and then do not need any more housing, especially social housing.

7.2.4.3 Please select which two projects in this area would be your priority?



The projects were selected to be prioritised in the following order:

- Town Square (49%)
- Cultural Hub (39%)
- Cambrian House site (12%)

7.2.4.4 What cultural and leisure activities would you like to see in the town centre?

432 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Events and workshops: food/farmers markets, festivals, Christmas events, local events, cultural events, pop-up events, street entertainers	80

Music: buskers, live music, outdoor shows, concerts, indoor music venue, space for dancing troupes	73
Activities that are accessible for all, bring the community together and let people socialise	41
Theatre: street theatre, outdoor productions and theatre venue	39
Market: weekly markets, street markets, outdoor markets	38
Health and sports: gym, spa, swimming pool, crazy golf, football, kayaking, ice skating, ping pong, skate park etc.	33
Art: street art, outdoor interactive art, gallery and exhibitions	32
Library/ return the library to the town centre	31
Café culture and independent artisan shops	26
More for children and young people: youth club, playgrounds, places to socialise, activities	24
Unsure but agree with proposal/anything that drives footfall to the town	23
Need a space and indoor venue for events	21
Cinema/small independent cinema	20
Museum/heritage centre	19
Unnecessary/waste of money	19
More green spaces to sit and enjoy	15
Bowling alley	13
More open and outdoor space with covered areas for activities/seating	13
Need to address anti-social behaviour	7
Technological activities: retro arcade, gaming club, laser quest and 'Techniquet' type of facility	6
Cheaper/free car parking/electric chargers	5
Cycle friendly areas and facilities for cyclists	5
Buildings to develop: Cambrian house, Carnegie House, rebuild the façade of the town hall	4
Comedy club	4
Escape room	4
More Welsh culture and history	4
Events that cater for older residents	3
Fan zones for sports events	3
Tourist information centre	3
Night life activities	3
Pop up funfair	3
Public toilets	3
Water fountain	3
Remove late night license for pubs and bars to discourage users of culture and entertainment whose sole reason for visiting the towns pubs is to get intoxicated	2
Also the same for Maesteg	1
Closed question once again, not allowing my opinion to be heard	1

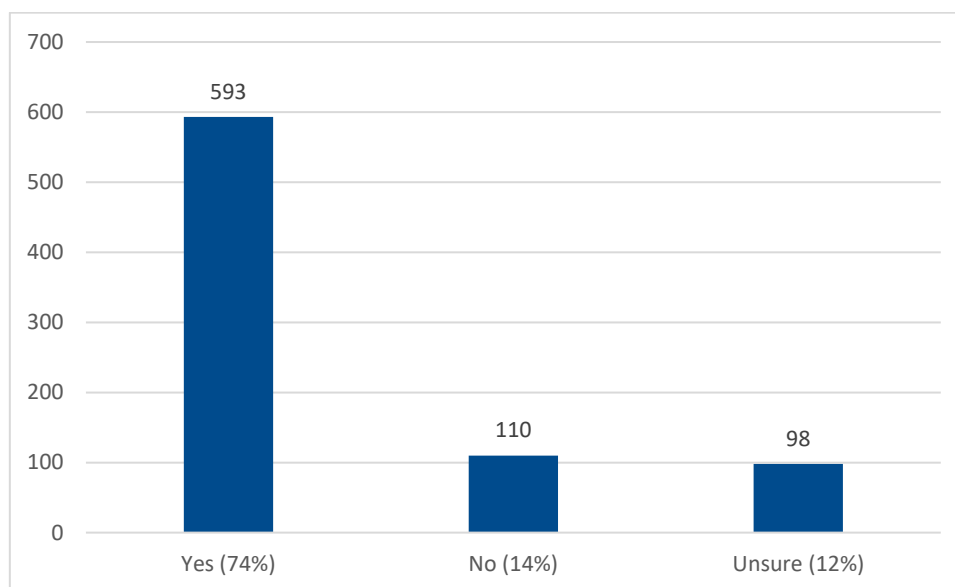
Do not allow cars into the centre of the town/need good transport links	1
However this should be in Newbridge Fields	1
'Red Dragon' soapbox race down Park Street!	1
The timescale for these ideas are ridiculous	1
The churches & chapels in the centre could be utilised & supported to mount concerts as quite a few have large under used halls	1
You've included residential as part of the cultural hub, how is this cultural!?	1

The most popular responses were events and workshops: food/farmers markets, festivals, Christmas events, local events, cultural events, pop-up events, street entertainers followed by music: buskers, live music, outdoor shows, concerts, indoor music venue, space for dancing troupes and then activities that are accessible for all, bring the community together and let people socialise.

7.2.5 Development zone E – Northern Gateway

7.2.5.1 Do you agree with all the proposed projects in this area?

801 respondents answered this question.



74% of respondents stated that they agreed with all the proposed projects in this area. 14% stated that they did not and a further 12% were unsure.

7.2.5.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

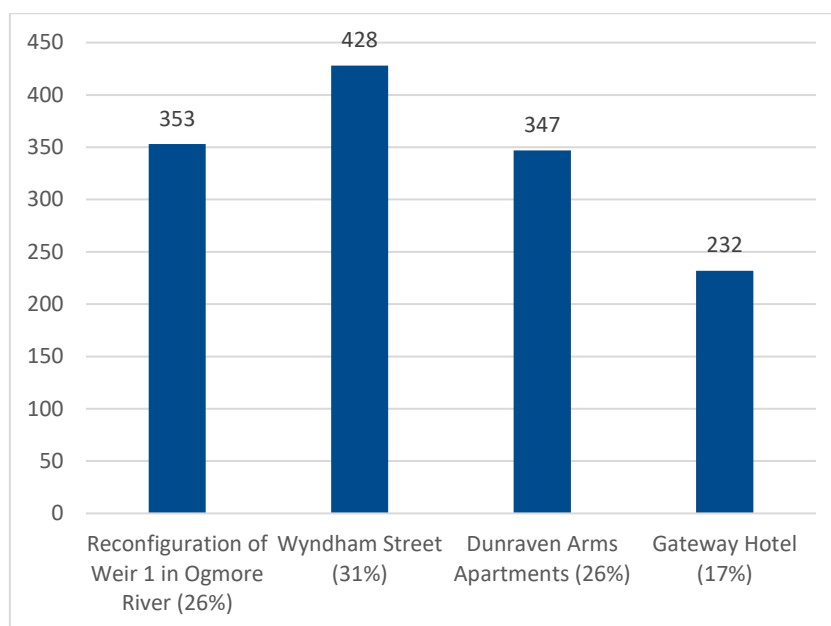
125 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
Do not see a need for a hotel and concerned about who it will be aimed at	26

Do not need more housing, especially not social housing, and there is no infrastructure to support them	24
Unnecessary/unrealistic/waste of money	19
The Wyndham arms or Dunraven arms would be better renovated as a hotel	14
Should concentrate on regenerating what is already there and keeping the character/history of the town	8
Do not allow vehicles back into town and keep and improve the bus station	7
Reconfiguring Weir 1 and alleviating flood risk is important as well as supporting wildlife and green areas	7
Need more retail/ Consolidation with MacArthur Glen outlet	5
Implications for council tax/ I think there could be money better spent elsewhere	3
Concerned about street art/ Heritage trail	2
Do not trust the council with big projects	2
Feasibility	1
How tall is the gateway hotel going to be? Keep it low rise	1
Not an area I know well so unable to comment	1
Only thing worth looking into is a decent hotel for Bridgend.	1
The Angel housing site would be more appropriate for a hotel	1
The York Hotel is part of this area and needs urgent attention.	1
The Wyndham Street development would be better to demolish the existing buildings and create a town square area	1
Why does Maesteg not have such proposals	1

The most common responses were do not see a need for a hotel and concerned about who it will be aimed at followed by do not need more housing, especially not social housing, and there is no infrastructure to support them and then unnecessary/unrealistic/waste of money.

7.2.5.3 Please select which two projects in this area would be your priority?



The projects were selected to be prioritised in the following order:

- Wyndham Street (31%)
- Dunraven Arms Apartments (26%)
- Reconfiguration of Weir 1 in Ogmores River (26%)
- Gateway Hotel (17%)

7.2.5.4 Bridgend has a number of gateways into the town centre. How can the 'gateways' be developed to create an easy and attractive entry into the centre?

322 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Better and clearer signage that are easy to follow to the town centre/"Welcome to Bridgend" signage at each gateway	34
Need to regenerate i.e. make them more attractive, clean and colourful	32
Infrastructure needs to be improved/reconfigured i.e. it is difficult to get to town, roads are too narrow and there is too much traffic	31
More greenery i.e. landscaping, trees, flowers, flower baskets and be environmentally friendly	29
Could use public art and sculptures that incorporates the town's history: archways, reinstate the toll house, pillars, over-arching gantries, large letters (like Amsterdam) and striking facades	25
Places that need regeneration: Dunraven Arms, Derwen Road, Wyndham House, Nolton Street, reopen the Embassy Bridge and take into account Angel Inn area	24
Need improved active travel links and public transport	18
Renovate the empty and rundown buildings	17
A hotel and/or increased housing would improve the area	16

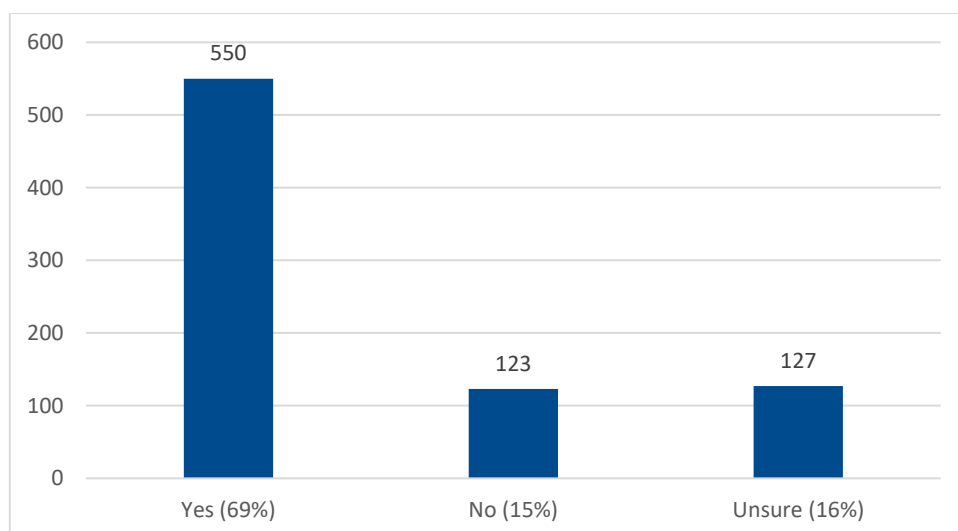
Need to address the anti-social behaviour	15
Unsure	15
Need more incentives to go into town/improved outdoor seating areas for cafes and restaurants would be a welcoming sight	13
Vehicles should have access to the town centre	11
Agree with the need to regenerate these areas and they will need to be maintained	10
Improved disabled access i.e. more wheelchair friendly, remove steep inclines and better disabled parking	9
The Weir and river is an eyesore and flood defences are important	8
Unnecessary/waste of money	8
Improve the entrance to the bus station and make it more attractive/refurbish bus stops	7
Do not agree with developing a river walkway or a hotel	5
Ensure no traffic in the centre	1
Limit the height of building projects, high rise would ruin the skyline	1

The most common responses were better and clearer signage that are easy to follow to the town centre/'Welcome to Bridgend' signage at each gateway followed by need to regenerate i.e. make them more attractive, clean and colourful and then infrastructure needs to be improved/reconfigured i.e. it is difficult to get to town, roads are too narrow and there is too much traffic.

7.2.6 Development zone F – Riverside

7.2.6.1 Do you agree with all the proposed projects in this area?

800 respondents answered this question.



69% of respondents stated that they agreed with all the proposed projects in this area. 15% stated that they did not and a further 16% were unsure.

7.2.6.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

152 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
Do not need any more housing/this area is not suitable for housing/ will need supporting infrastructure, and be affordable	69
Unnecessary/unrealistic/waste of money	20
The area would be better suited to green areas and leisure facilities i.e. cafes, restaurants, nature or heritage trail	18
Council walkway is a waste and the council building is an eyesore	10
Concerned about the impact on traffic and parking	5
Need more retail not housing	5
Utilise what is there already	5
Do not agree it is a priority/ I have no alternative proposal	4
Feasibility/Impact of Covid and Brexit	3
I would like more information on proposals before commenting	3
Proposals should be given to other areas of Bridgend County Borough	2
Street art is a waste of money	2
Concern about flooding risk	1
angel housing (22) this should be the site of the new police station	1
Education and policing	1
Implications for council tax	1
Improvement to the walkway essential for aesthetics and security	1
Not bold enough, you need to think bigger	1

The most common responses were do not need any more housing/this area is not suitable for housing/ will need supporting infrastructure, and be affordable followed by unnecessary/unrealistic/waste of money and then the area would be better suited to green areas and leisure facilities i.e. cafes, restaurants, nature or heritage trail.

7.2.6.3 How would you like to see the riverside area developed?

364 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
With cafes, bars, restaurants, shops and undercover areas	61
With improved access, links to the town and Newbridge Fields, pedestrianised river walkways, active travel links and leisure activities	52
With a variety of residential spaces	47
More attractive and cleaner i.e. remove litter, modernise, replace uneven pavements and add lighting	39

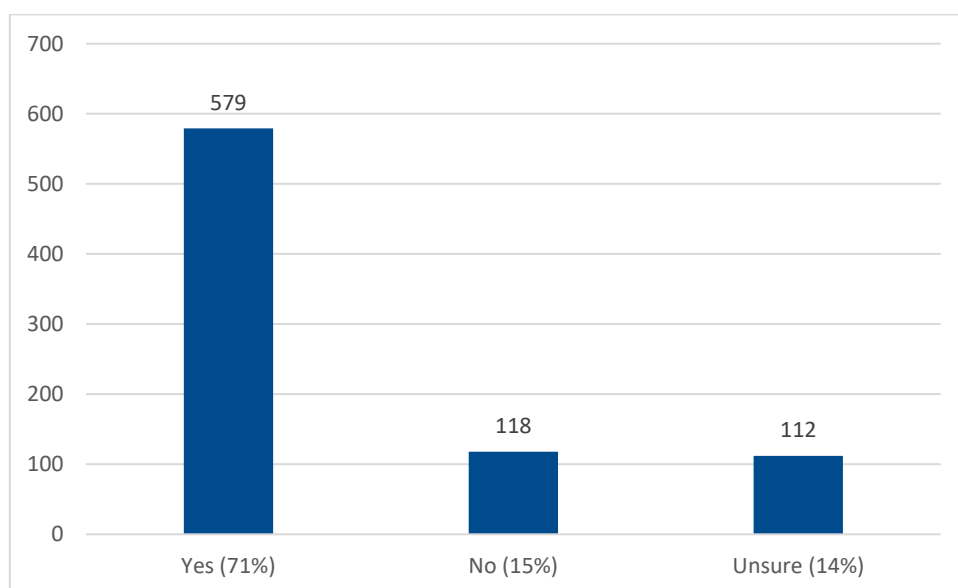
More green areas and spaces i.e. more trees, flowers, planting and wildlife	28
Redevelop old buildings and buildings backing on to the riverside	26
Unsure/agree with proposals to develop this area	22
Other areas are more important/no need to develop the riverside	18
Civic Offices and the Angel Walkway bridge are eyesores	14
Nice seating areas along the river	14
Do not think there should be any housing/there should be less housing	12
The river is an important asset and is underutilised	12
Retain the old bridge and keep new developments in keeping with the old bridge	10
Could be used for water sports, boat trips, river dining and sporting activities	8
Should be retained as a public space and not residential if houses are built	5
Flood defences are important but could be made more attractive	3
Unsure how this will be funded and if there is enough space	3
Decide on one focus area so as to maximise its contribution and avoid confusion as to its purpose	1
There is potential to utilise the river for green energy	1

The most common responses were with cafes, bars, restaurants, shops and undercover areas followed by with improved access, links to the town and Newbridge Fields, pedestrianised river walkways, active travel links and leisure activities and then with a variety of residential spaces.

7.2.7 Development zone G – Newcastle

7.2.7.1 Do you agree with all the proposed projects in this area?

800 respondents answered this question.



71% of respondents stated that they agreed with all the proposed projects in this area. 15% stated that they did not and a further 14% were unsure.

7.2.7.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

143 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

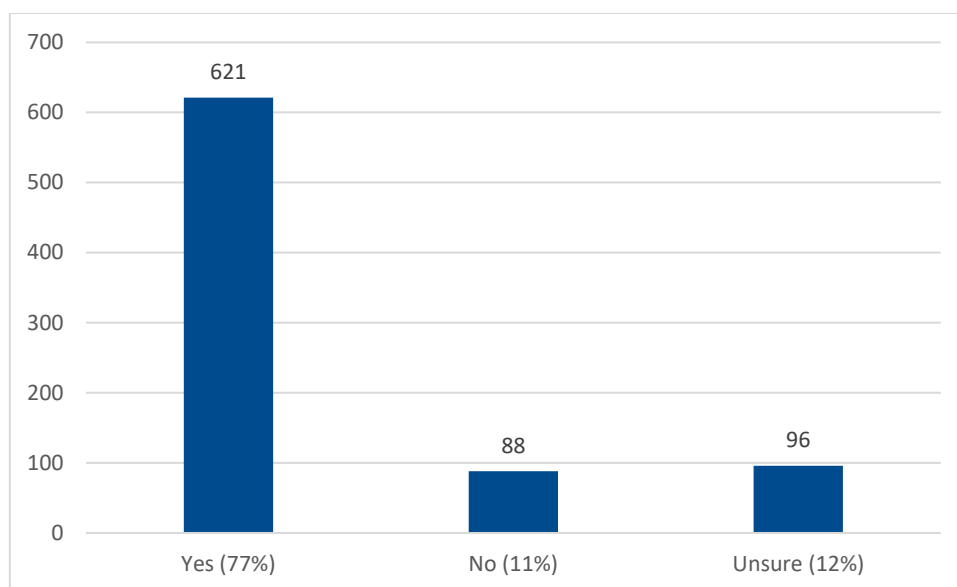
Theme	No.
There should not be social housing in this area/ it may cause anti-social behaviour	50
Newcastle has great character and needs to be retained/Need to retain the historical buildings/places in this area	19
This is not a priority/ unnecessary/waste of money	15
Needs infrastructure: parking, drainage, travel links/pollution and traffic is already heavy in area and Park street	14
Do not build more houses/ there are already too many vacant properties	8
Empty/other buildings and the square could be used for other uses i.e. community projects, shops, restaurants, youth centre	8
Not familiar with the area so can't comment	7
The area is too small to develop further	5
Focus on the town centre, attracting businesses and creating jobs	4
Proposal is too vague to comment	3
Regardless of changes, the area needs a considerable amount more policing due to anti-social behaviour	2
Street art is a waste of public money	2
The improvement to the Victorian and Georgian terraces is much needed but the homes should be affordable	1
The creation of more green space in the town centre is vital as is supporting existing ecology	1
Feasibility	1
Implications for council tax	1
Finance	1
Move everything out of Bridgend and give the area a chance	1
Relocate homeless centre	1
Street art seems like a good idea	1

The most common responses were there should not be social housing in this area/ it may cause anti-social behaviour followed by Newcastle has great character and needs to be retained/Need to retain the historical buildings/places in this area and then this is not a priority/ unnecessary/waste of money.

7.2.8 Development zone H – Sunnyside

7.2.8.1 Do you agree with all the proposed projects in this area?

805 respondents answered this question.



77% of respondents stated that they agreed with all the proposed projects in this area. 11% stated that they did not and a further 12% were unsure.

7.2.8.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

118 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Infrastructure: roads will not cope, congestion, there is no parking and increased air pollution near to Park Street	32
Need to focus on green areas/ there is little provision for green space/ unnecessary cutting down of trees	13
Unreasonable/ unnecessary/ waste of money	13
Is there a need for more housing? Could renovate empty properties	12
Why do we need a wellness centre when there is already an existing leisure centre: could improve the entrance, swimming pool, sports for children and promote this to residents	11
The Wellness Village is already agreed and has began	7
Need more information inc. is the housing affordable? Is it for the elderly?	6
What do you mean by wellness? / What is a wellness centre?	6
Seems a good place to build houses or a hotel	4
Feasibility/ flood risks	3
Low priority/need to focus on town and not housing	3

We need an event space in Bridgend for events and concerts	3
Forget the heat network, unsustainable and rarely work	2
Overpopulation	2
Should not have knocked down the court	2
Implications for council tax	1
I would like to see this delivered by a housing association not the council.	1
Leisure area in Porthcawl should continue as Bridgend already benefits from one. Can't we spread out funding between areas, rather than forces on a dying town.	1
Never go to this area so unable to comment	1

The most common responses were infrastructure: roads will not cope, congestion, there is no parking and increased air pollution near to Park Street followed by need to focus on green areas/ there is little provision for green space/ unnecessary cutting down of trees and then unreasonable/ unnecessary/ waste of money.

7.3 Project priorities

7.3.1 Please tell us which projects identified in the masterplan you think should be the priority for Bridgend Town Centre.

520 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Retail core/improve the retail offer/support businesses and attract new shops/the Rhiw development	106
The train station area: creating a new entrance, improving facilities, station hill and Tremains Road	97
Town square: will give the town a central focus, bring people together, provide activities and an events space	87
Relocation of the college/Cheapside	54
Creation of green and social spaces: to make the town more attractive, and provide places for people to meet, socialise and take part in activities	53
Residential housing/ utilising existing buildings for housing	52
Improve infrastructure: access to town centre, transport, traffic, active travel links and provide free parking	47
Café and cultural quarter/ cultural hub: to bring the town alive, increase footfall, promote independent food outlets	43
Anything that improves/repurposes empty properties	34
Sunnyside/wellbeing centre: wellbeing is important and will be needed after Covid	30
Need to address anti-social behaviour	23
Development of the riverside: use the river as a focal point, will attract people to the area, reconfigure Weir 1	20
De-pedestrianise the town centre	16
Northern gateway/gateways into the town: to attract visitors to the area	16

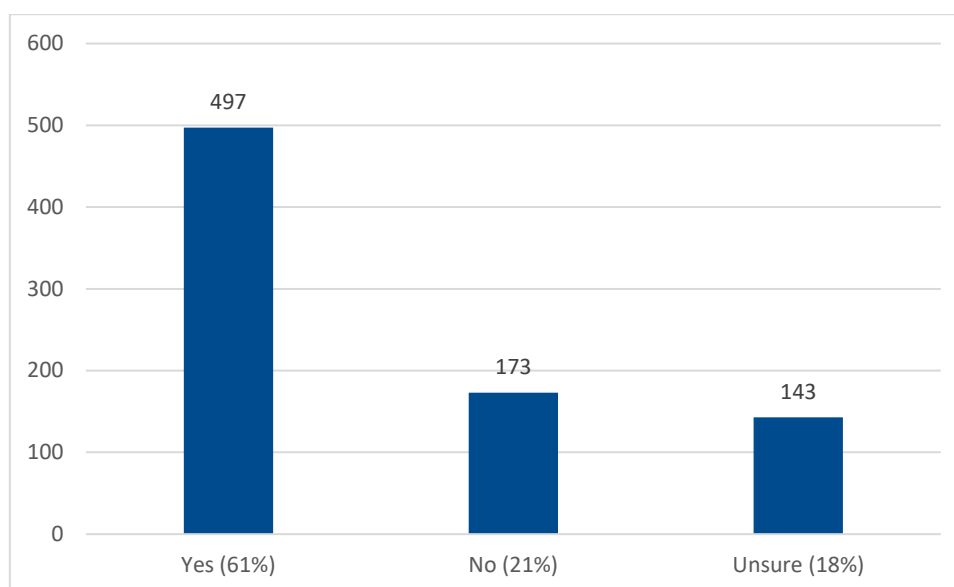
None/ have no confidence any of this will happen	15
Relocation of the Police Centre	13
The town centre needs to be regenerated	13
Wyndham Street: is run down and development would make the area more attractive	13
Build on what is already there and focus on improving that	12
Unsure if projects are feasible or how they will be funded	12
Agree with all projects	10
The heritage trail/utilising the history and historical aspects of the town	10
Dunraven arms/place: make the town more attractive and give a better impression	9
Market Street: looks run down and needs redevelopment	7
Other areas to include: Embassy hotel, Brewery Field, Town Hall façade, Park Place, The Angel Inn, Carnegie House	7
Derwen Road: area needs redevelopment and it will make the area more attractive	6
Focus on developments in the town centre	6
Invest in other areas in the borough inc. Maesteg and Porthcawl	6
Public toilets located throughout the town	6
Brackla Street/Nolton Street: will make the town more attractive	5
Tremains business park/ development of offices	5
Newcastle Hill: has some great/historical buildings that need renovation	5
Nolton Street/Nolton club: needs redevelopment and suffers from lack of daytime footfall	5
Projects should aim to be carbon neutral/environmentally aware/include electric car charging points	5
Improve the bus station/ more bus stops undercover	4
Keep the town centre pedestrianised	4
Development of the Post Office site	3
Hotel to attract visitors	3
I think there should be a consideration of creating an additional train stations in Coychurch/Pencoed and Bryntirion	1
Long term employment opportunities	1
Not knocking down post office, it the one place in town convenient to all	1
The residents of Bridgend would love to enhance their town centre and play a collaborative role in doing so, please consult more widely with local groups when we return to more normal times	1

The most common responses were retail core/improve the retail offer/support businesses and attract new shops/the Rhiw development followed by the train station area: creating a new entrance, improving facilities, station hill and Tremains Road and then Town Square: will give the town a central focus, bring people together, provide activities and an events space.

7.4 Town centre housing

7.4.1 Would you like see Bridgend Town Centre as a place with more in-town living opportunities?

805 respondents answered this question.



61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities. 21% of respondents did not agree with this proposal and a further 18% were unsure.

7.4.2 Please give reasons for your answer

277 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
It will benefit retailers i.e. increase footfall in town and support economic growth	85
It will bring life to the town/make the town centre more vibrant, including at night	36
It will make the town centre more attractive and create a community feel	26
A good use of empty buildings, it is better to have people living in the town rather than derelict buildings	24
It is a good idea, a lot of people would like to live in the town and is convenient for accessing shops and services	24
It depends who the housing is aimed at, should have limited social housing and a mix of residential types	17
Should cater for: older people, families, young people, people with limited mobility	17
Good environmental benefits, less need for cars and active travel links should cut town traffic/no building on green sites	15
It would make the town safe and discourage anti-social behaviour	14
The new housing needs to be affordable	12
The town is not commercial anymore so housing is a good idea	12

I am concerned about other parts of the infrastructure such as hospital capacity, dentists, surgeries, roads, bike lanes etc. to meet the increased population and housing.	3
Too many people are homeless, having more housing would prevent this	2
I would like to see it but am sceptical of investment	1
Only if appropriate large green spaces are provided and appropriate public transport links are provided for these residents	1
So too would other local towns which improves the look of an area	1
The balance needs to be right. First and foremost it is supposed to be a retail facility.	1
I would like to see it but am sceptical of investment	1
Only if appropriate large green spaces are provided and appropriate public transport links are provided for these residents	1
So too would other local towns which improves the look of an area	1

The most common responses were it will benefit retailers i.e. increase footfall in town and support economic growth followed by it will bring life to the town/make the town centre more vibrant, including at night and then it will make the town centre more attractive and create a community feel.

7.4.3 Please give reasons for your answer

106 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
We should focus on supporting businesses, shops, retail, green spaces and making the town a cultural hub and not housing	35
This may result in increased anti-social behaviour	16
Town centres are not for housing/too many houses will stop it being a town centre	11
Need to focus on better access to the town, more housing would bring more traffic and parking issues	9
There should no /little social housing in the town	8
More housing would need additional services for residents and current service levels are inadequate	6
Is this needed/will people want to live in town?	5
There is plenty of housing Bridgend and the outskirts of town	5
Do not build houses and save money	3
It will be overcrowded	2
Maybe some housing but need to retain the purpose of a 'town centre'	2
Need to focus on making the town a residential area of shopping/cultural hub	2
Consolidation with MacArthur Glen outlet	1
I don't believe the centre is large enough to accommodate it.	1
Look what has happened already	1
The council needs to address areas outside the town centre and Porthcawl that actually need funding/investment	1

The most common responses were we should focus on supporting businesses, shops, retail, green spaces and making the town a cultural hub and not housing followed by this may result in increased anti-social behaviour and then town centres are not for housing/too many houses will stop it being a town centre.

7.4.4 Please give reasons for your answer

79 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

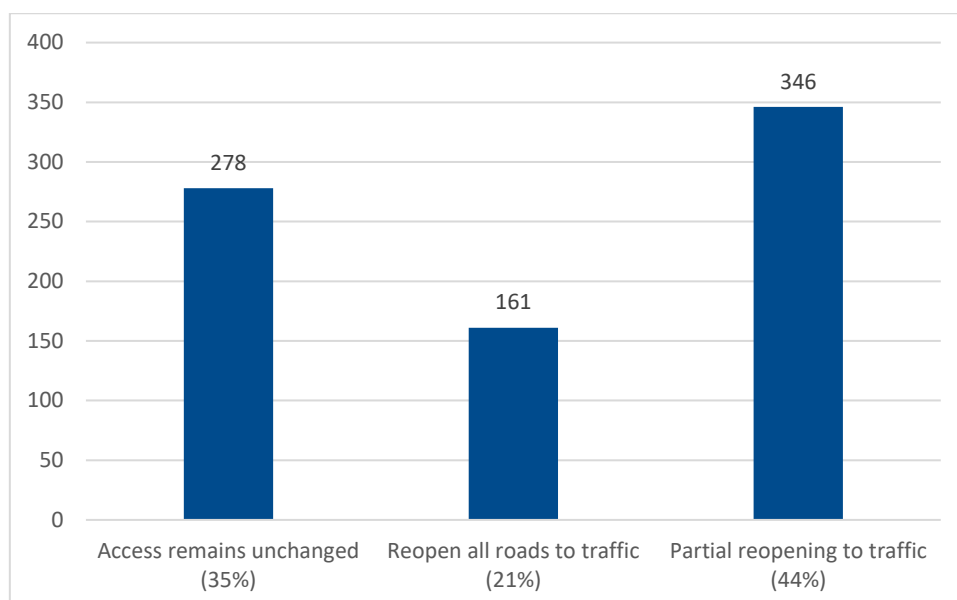
Theme	No.
Maybe some housing but need to retain the purpose of a 'town centre'	17
It should not be social housing as this may increase anti-social behaviour in the town	14
Current infrastructure, services, roads, parking and transport may not support this	10
It would depend on the type of accommodation and who the housing would be targeted at	9
Making use of derelict/empty buildings is a good idea but not building new ones	8
Need to focus on regenerating the town i.e. make it more attractive, more shops etc. before housing is considered	8
Unsure if this is needed/wanted	7
There is enough housing around the town centre	3
Implications for council tax	1
Retail premises may limit the entertainment opportunities and music licences for nearby night life	1
Overcrowding	1
This is not important for me personally.	1
They would need to be accessible for disabled people in order for disabled people to live independently	1

The most common responses were maybe some housing but need to retain the purpose of a 'town centre' followed by it should not be social housing as this may increase anti-social behaviour in the town and then current infrastructure, services, roads, parking and transport may not support this.

7.5 Access within Bridgend C.B.C43e5555 town centre

7.5.1 Which of the following statements do you think is the best option for access within Bridgend Town Centre?

785 respondents answered this question.



44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic.

7.5.2 Do you have any further comments regarding vehicular accesses in the town centre?

248 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

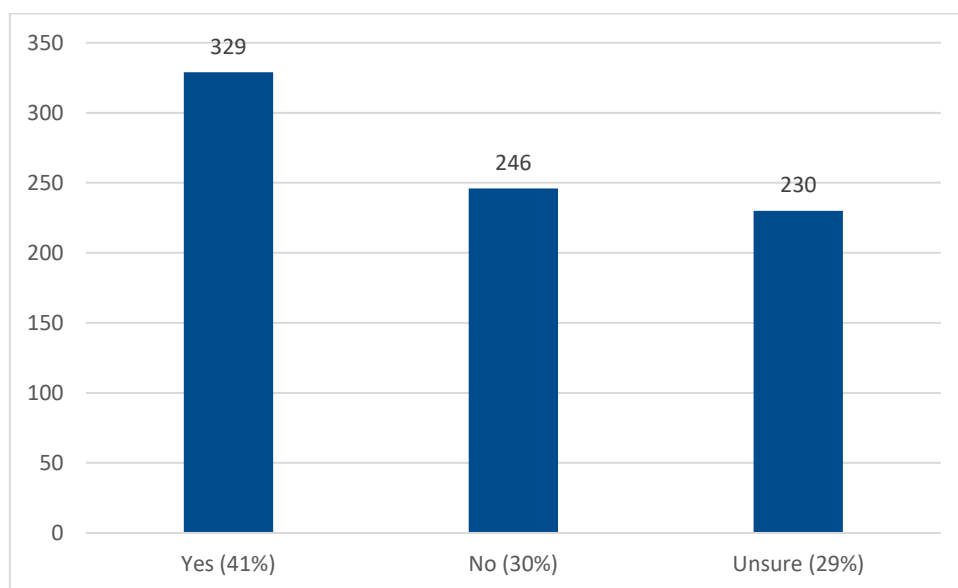
Theme	No.
Need improved, better and/or free car parking	50
pedestrianise	45
Need to de-pedestrianise the town centre and allow access	42
Need to allow/improve access for disabled people and more disabled parking	28
It needs to change/improve i.e. better roads, signage and business access	22
Should have 'drop off' and 'pick up' points and access at certain times	20
It needs to be a safe town centre, impose and enforce a speed limit and employ traffic wardens	12
A partial reopening may work/have a pedestrianised area and open some roads up	9
Unsure	7
No mention of electric car access or charging points	5
Improve active travel links and public transport	4
Make sure the bus station has a police outpost to avoid anti-social behaviour and improve toilets	4
Town centre vehicle access goes against the idea of a town square/café and cultural quarter	4
One way system is difficult to navigate and traffic lights take too long to change	3

This will be dependent on any housing developments as residents would need access	2
A more positive approach to encourage motorbike parking	1
Golf cart system to bring people to town centre from car parks like they have at horse racing venues	1
Please make it a more pleasing town centre to shop in, more flowers and greenery.	1
Some way of increasing access to the railway station for the elderly who find the hill approaches extremely difficult.	1
Small round town public transport using electric vehicles. Assisted fares or no cost.	1
Waste of money	1

The most common responses were need improved, better and/or free car parking followed by need to de-pedestrianise the town centre and allow access and then need to allow/improve access for disabled people and more disabled parking.

7.5.3 Do you feel the current provision for public transport to travel to Bridgend Town Centre is adequate?

805 respondents answered this question.



41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate. 30% of respondents stated no to this question and 29% were unsure.

7.5.4 Please give reasons for your answer

94 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
There are regular bus service and trains	48
There is adequate/plenty of provision	12

Public transport is not fully utilised as it is now	6
The bus station is good/modern/needs to stay	5
It is adequate but it's a shame about the antisocial behaviour at the bus station	3
Free parking would be beneficial	2
Need a bus link from the railway station	2
Bus fares need to be cheaper, no free bus passes!	1
Except for bus route 75 which has been cancelled and missed by many retired people.	1
Better bus and rail information, friendly staff. information in braille and other languages	1
I think later buses would help	1
Improve rail access	1
I would close all roads into town and make them pedestrian.	1
It is adequate but could be much improved to unlock further economic opportunities	1
It is adequate but people are just choosing not to go to town	1
More trains on different lines would be an advantage	1
pedestrians should be able to shop without the danger of cars	1
provided that bus routes stay open	1
Public transport is simply not convenient - people like to travel in their own vehicles, park up and head home when they want to.	1
Some areas do not have public transport services	1
What is lacking is transport from Bridgend to other places	1
Some bus routes need to be upgraded	1
The standards of bus could be higher or smaller and more frequent	1

The most common responses were there are regular bus service and trains followed by there is adequate/plenty of provision and then public transport is not fully utilised as it is now.

7.5.5 Please give reasons for your answer

155 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Bus services are inadequate, unreliable and unpleasant	32
It is a bad service, it is very limited and needs improvement and more services	28
Places identified for improvement: Maes Dewi Pritchard, Porthcawl, A4063, Coity, Parc Derwen, Litchard, hospital, Pen-y-Fai, Pencoed, Wildmill, valley communities	27
There has been a lack of investment/too many cuts	18
Train services are inadequate: it is not easily accessible from town, trains overcrowded, car park congested, inadequate 'drop off', expensive and the gap from the platform is frightening	12

Do not want to go to the bus station, there is too much anti-social behaviour	9
Bus station is too far away from the train station, need better connectivity	7
It is expensive	6
Do not use public transport	4
Depends on where you live	3
This transport should be electrified/we need more electric community minibuses/it will not meet future environmental standards	3
Unnecessary and a waste of money	3
Buses and trains are underutilised	2
Not guaranteed a seat if traveling by bus in wheelchair/ need audio and visual announcements on buses	2
Providing free parking spaces for cars could bring in more people to town	2
There is a lack of safe cycle storage and cycle routes	2
Too much congestion	2
A metro system would provide adequate links through the borough	1
Allow electric scooters To be driven to and in the town	1
Move all fast food takeaways away from Waterton retail park and into town centre or Bridgend industrial estate.	1
it's very conglomerated!	1
No public transport actually goes into the town centre because it cannot (Pedestrianisation)	1
The lack of bus shelters in some areas is diabolical and discourages the use of public transport	1
We should try and use public transport more	1

The most common responses were bus services are inadequate, unreliable and unpleasant followed by it is a bad service, it is very limited and needs improvement and more services and then places identified for improvement: Maes Dewi Pritchard, Porthcawl, A4063, Coity, Parc Derwen, Litchard, hospital, Pen-y-Fai, Pencoed, Wildmill, valley communities.

7.5.6 Please give reasons for your answer

136 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

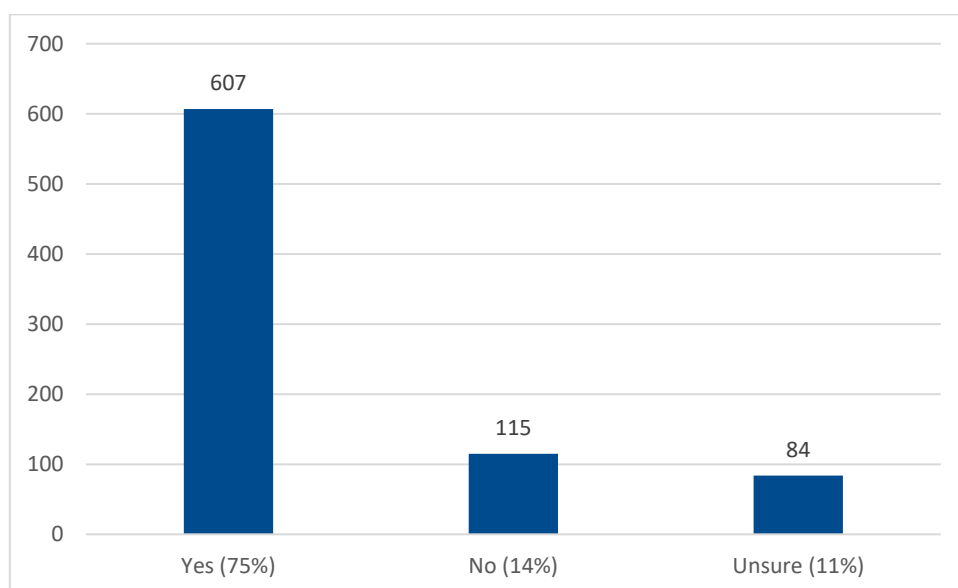
Theme	No.
Unsure/I do not use public transport	112
Always need more buses/more buses in the evening	3
Bridgend bus station is unwelcoming and there is always anti social behaviour there	3
Train facilities need upgrading	3
The bus station is vital to be kept	2
Need better links between bus and rail	2
Access for those who rely on buses from outlying residential areas (Cefn Glas, Broadlands, Brackla) is insufficient	1
Links to the industrial estate and the very limited bus routes through rural communities limits access and links to rural areas	1

More regular services between Porthcawl Broadlands and Bridgend	1
I currently live in Pencoed and it is expensive to get the train into town for our family of 6. The train also runs once an hour which is a long time to wait for a family with young children.	1
Do people from other places really travel to Bridgend?	1
Shame there is no train to Porthcawl.	1
Public transport can be hard to navigate	1
No megabus stops	1
Taxis need to have better access in and out of certain areas around the pedestrian areas	1
You have stopped them doing unprofitable routes. The elderly are screwed who can't drive	1
Would cycle if proper routes provided and secure lock up for bike.	1

The most common responses were unsure/I do not use public transport followed by always need more buses/more buses in the evening and then Bridgend bus station is unwelcoming and there is always anti-social behaviour there and train facilities need upgrading.

7.5.7 Do you believe the town centre would benefit from improved active travel links?

806 respondents answered this question.



75% of respondents stated that the town centre would benefit from improved active travel links, 14% of respondents stated no and a further 11% were unsure.

7.5.8 Please give reasons for your answer

263 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Better for the environment, less traffic and less pollution	57

Positive effects on health and wellbeing, good exercise and to address obesity	55
More cycle routes and lanes needed and facilities i.e. bike storage/hire	37
Have to ensure routes are safe i.e. well lit, not hindered by traffic and paths maintained	28
Agree with proposal	27
Areas that need links: schools, to Porthcawl, Cefn Glas, Laleston, Parc Derwen, Broadlands, Tremains Road, the hospital, Ogmore by Sea, Brackla, bus and train stations	17
Improved links would benefit the town	16
There are already some good links but they need improvements and with less bollards	16
Great idea but facilities for older people and disabled people need to be considered too	10
They need to be thought out and links properly joined up	10
Walking and cycling should be encouraged	8
I would be wary of mixing cyclists and pedestrians	3
Active travel links can only be positive but car drivers and bus links need to be considered too	2
A relocation of the train station to a more accessible area in Bridgend Town centre would help	1
But more transport is needed at later times in the day	1
Except for cycle lanes, no cycle lanes!	1
Improving active travel infrastructure will be ineffective if you reopen the town centre to cars.	1
The increase in dog ownership does not factor into this scheme at all.	1
There are other places to have this consideration too (Maesteg)	1

The most common responses were better for the environment, less traffic and less pollution followed by positive effects on health and wellbeing, good exercise and to address obesity and then more cycle routes and lanes needed and facilities i.e. bike storage/hire.

7.5.9 Please give reasons for your answer

59 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
There is already adequate provision/ it is unnecessary	20
Not many people are using the Active travel links already in place	10
Waste of money	7
What about the elderly, disabled, young children and people who are unable to walk far or cycle?	7
Cycle lanes do not work	5
Need to focus on the town centre first	4
Walking yes but cycling no	3
Housing regeneration in the area would negate this.	1

There would be little or no benefit to the town centre but it would benefit public health	1
You are not able to carry your shopping when walking/cycling	1

The most common responses were there is already adequate provision/ it is unnecessary followed by not many people are using the active travel links already in place and then waste of money and what about the elderly, disabled, young children and people who are unable to walk far or cycle?

7.5.10 Please give reasons for your answer

35 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
There is already adequate provision/ it is unnecessary	14
Not many people using the Active travel links already in place	5
What about the elderly, disabled, young children and people who are unable to walk far or cycle?	5
Agree with proposal but do not think this should be a priority	4
Walking yes but cycling no	3
Agree with proposal but unsure how it will be achieved	2
It might encourage more people to walk	1
Make walking routes more attractive - plant more trees, invest in more attractive town landscaping	1

The most common responses were there is already adequate provision/ it is unnecessary followed by not many people using the active travel links already in place and then what about the elderly, disabled, young children and people who are unable to walk far or cycle?

7.6 Placemaking

7.6.1 What changes do you believe can be brought to the town centre that brings together its positive attributes in order to create public places for all to enjoy?

467 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

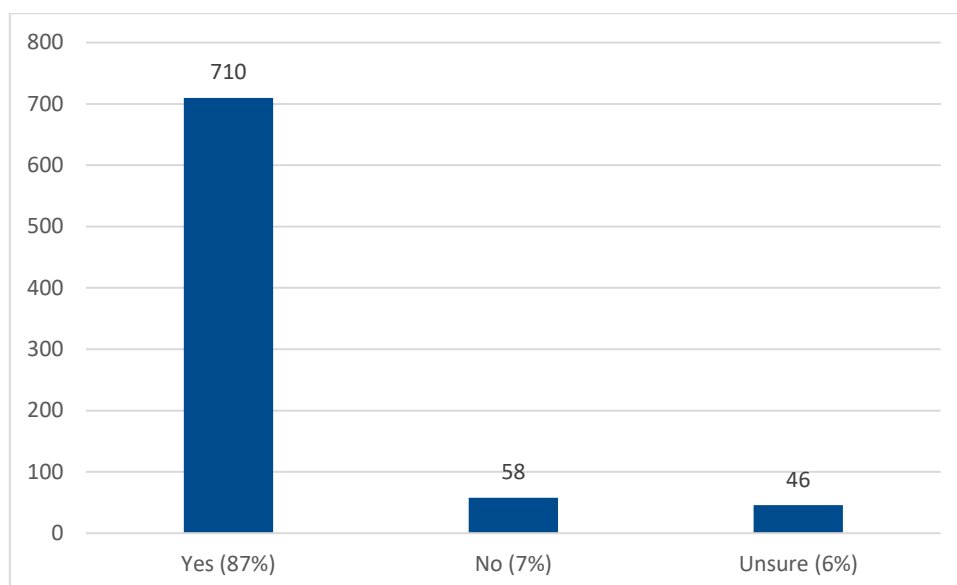
Theme	No.
More open and green areas and spaces	85
Address the anti-social behaviour and have an increased police presence so people feel safe in town	69
Regenerate the town centre and empty buildings, make it more attractive and clean	54
Improve the retail offer, more and better shops, restaurants, bars and support businesses	53
More leisure activities and events i.e. music, culture, art, theatre, cinema, food festivals, markets	38

Create mixed areas and community spaces/hubs for everyone to enjoy and where people can sit and socialise	35
Preserve historical buildings, celebrate the town's history/use more Welsh	30
A town square as a focal point and café/outdoor eating areas	25
Capitalise on the river, make river walkways	12
De-pedestrianise the town centre, improve transport, gateways, active travel links improve parking	12
Increased accessibility for disabled people i.e. flat pavement and kerbs, disabled parking and disabled friendly housing	10
Nothing/Unnecessary/save money	9
More housing in the town centre, empty buildings can be converted to housing	6
Everything you have covered in the masterplan	4
More undercover seating areas	4
Not the main issue, solve the big problems first/increase footfall	4
Unsure/do not think these plans will go ahead	4
Child play area/park	3
Fully serviced public toilets	3
We do not have the weather for a café culture/have appropriate ideas for the season	3
Change the planning process, put plans on display for those with no computers	2
Get the market back up and running and use its facilities	2
Involve interested groups you can and listen to what residents say	2
It is areas on the outskirts of town and within the borough that need money and facilities	2
No access for vehicles and no accommodation in the town centre	2
Revert to old town centre in the past	2
Change the labour led council	1
Consolidation with MacArthur Glen outlet.	1
Make the recreation centre and fields a place to be, NOT the town centre	1

The most common responses were more open and green areas and spaces followed by address the anti-social behaviour and have an increased police presence so people feel safe in town and then regenerate the town centre and empty buildings, make it more attractive and clean.

7.6.2 Do you support the creation of a new Town Square and more green space in the town centre?

814 respondents answered this question.



87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre, 7% stated that they did not support this proposal and 6% were unsure.

7.6.3 Please give reasons for your answer

314 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
Will make the area more attractive, attract visitors and give the town a focal point	91
People enjoy green areas and we need to create more	52
It would provide a social space for families and people to meet, and bring life into the town	36
Agree with proposal/ it is a great idea	34
Will support health, wellbeing and mental health	25
Will need to be maintained i.e. grass cut and effectively policed to limit anti-social behaviour	22
Will provide a good mixed/multi-use centre and provide a great venue for events	18
Would provide a nice area to sit and relax/ must have seating	12
Would create a community feel and pride in the town/ involve volunteers in planting etc.	11
Better linkage and celebration of the town, war memorial needs to stay	4
Far too many empty retail units, we need more and high quality shops	3
I do not believe you have any intention of following through with this commitment	1
If you build more flats there will be more problems with anti-social behaviour	1
I support it but where is the space for this green space	1
No town centre park	1
Likewise for Maesteg	1

Rebuild town hall facade	1
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The most common responses were will make the area more attractive, attract visitors and give the town a focal point followed by people enjoy green areas and we need to create more and then it would provide a social space for families and people to meet, and bring life into the town.

7.6.4 Please give reasons for your answer

34 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
Unnecessary/waste of money	18
Will encourage/provide more space for anti-social behaviour	9
Focus on having more green space	3
There is not enough space	2
need more disabled housing	1
Playable spaces would be better	1

The most common responses were unnecessary/waste of money followed by will encourage/provide more space for anti-social behaviour and then focus on having more green space.

7.6.5 Please give reasons for your answer

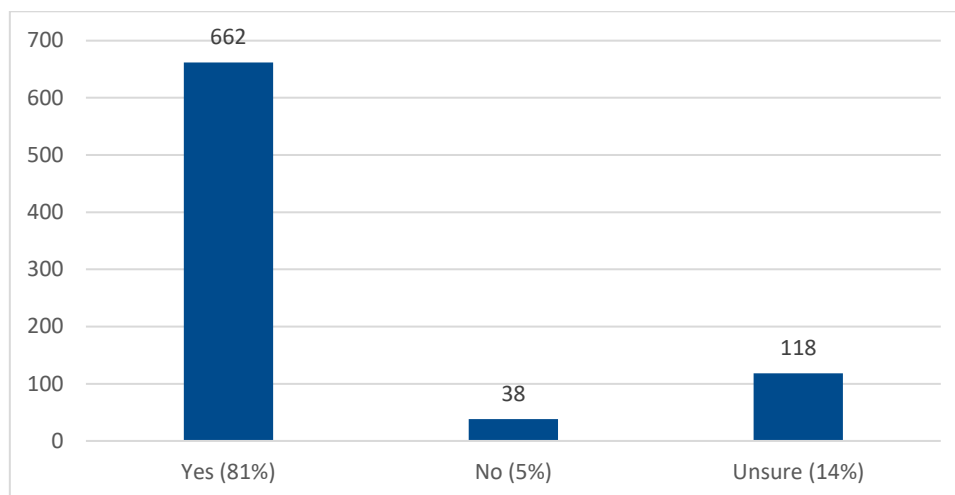
28 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
May encourage/provide more space for anti-social behaviour	7
Unsure it is necessary/what benefit it would add	5
Implications for council tax/costs	3
Already have open/green spaces	2
Needs to be kept tidy and safe (CCTV)	2
Yes more green space but unsure of town square	2
Not sure if the town square is big enough to make it greener	1
Have not experienced a town square	1
Only would be good if the post office remains more central	1
Town square is part of the historic district so unsure about changing it.	1
The existing cenotaph area is quite large. irony here, you want green space in town yet you want to permit development out of town on the playing fields of our communities	1
We live in a fairly wet climate	1
What the town needs up to date shops	1

The most common responses were may encourage/provide more space for anti-social behaviour followed by unsure it is necessary/what benefit it would add and then implications for council tax/costs.

7.6.6 Do you think the town centre suffers from anti-social behaviour?

818 respondents answered this question.



81% of respondents stated that they thought the town suffered from anti-social behaviour, 5% stated no to this question and 14% were unsure.

7.6.7 If yes, what measures could help reduce anti-social behaviour?

509 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

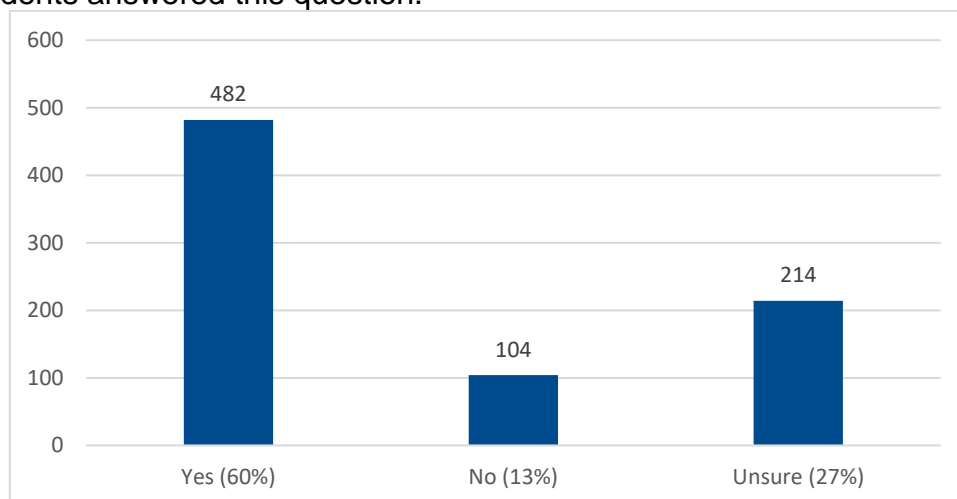
Theme	No.
Increased police presence/more police and PCSOs patrolling the streets/police centre in town	205
Regenerating the town, opening it up, good lighting and having mixed uses will discourage anti-social behaviour	59
Enforce the laws, zero tolerance, implement fines and dispersal orders	49
Provide more support for people with drug and alcohol issues and have more facilities for young people to engage in	48
There is a lot of anti-social behaviour at the bus station and the job centre/ put the job centre out of town or by police station	29
Less pubs in the town centre/ pubs given shorter opening hours	24
Remove drug and alcohol services and hostels out of the town centre	21
Need to remove groups of young people, drunk people and people on drugs from the town centre	17
More and improved CCTV	16
Stop visible drinking and drug taking on the streets	14
Increased residential areas would discourage anti-social behaviour	13
Consider the social housing around the town and do not build anymore houses in the town	11

Unsure but the perception of the town is that it is not safe	9
Encourage more pride in the area	8
Get homeless off streets get them somewhere to live	3
Do not bring Bridgend College into the centre	1
Keep the Police Station in town where it is	1
Move the town centre and consolidate with MacArthur Glen outlet	1

The most common responses were increased police presence/more police and PCSOs patrolling the streets/police centre in town followed by regenerating the town, opening it up, good lighting and having mixed uses will discourage anti-social behaviour and then enforce the laws, zero tolerance, implement fines and dispersal orders and provide more support for people with drug and alcohol issues and have more facilities for young people to engage in.

7.6.8 Do you think there are aspects of the masterplan that can help young people have a greater connection with their town centre?

800 respondents answered this question.



60% of respondents felt that there were aspects of the masterplan that could help young people have a greater connection with their town centre, 13% stated no to this question and 27% were unsure.

7.6.9 Please give reasons for your answer

244 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Relocating the college	58
The open and green spaces, places to socialise and the cultural and café space	43
Need to consult with and involve young people in developments, will help create a sense of pride	31
Community centre and attractions such as music, events, arts and activities will encourage young people	28

The regeneration and more attractive spaces will be good for young people	27
Increase in affordable housing and job creation	19
Improved retail offer	8
Improved transport and active travel links	8
Agree that the plan will help young people feel connected to the town centre	7
The town square	7
Should encourage all ages	6
Anything that encourages appreciation of the towns history	3
More police presence and less anti-social behaviour would help	2
It may do but young people today in all honesty don't care what they have	1
More opportunities to buy drugs	1
Yes - cancellation	1
Youngsters will love the 24/7 pubs & clubs but this will drive everyone else even further away from the town centre	1

The most common responses were relocating the college followed by the open and green spaces, places to socialise and the cultural and café space and then need to consult with and involve young people in developments, will help create a sense of pride.

7.6.10 Please give reasons for your answer

51 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
Young people don't/won't care	11
Unsure how the plan will benefit young people	10
Need more for young people: sports, arts, employment, drop in centre, cinema, theatre, concerts, bowling, McDonalds, gaming centres	9
You should ask/involve young people	5
There is nowhere for young people to go/they don't feel safe in town	4
You are not making the town centre better/the town centre is dead	3
Depends on what age group you mean by young people	2
Unnecessary	2
Lack of Cycle and footpaths	1
The only aspect of this plan for young people is the relocated college - their connection will remain with the college, not the town centre.	1
Nothing will change unless you remove all the rehabilitation centres	1
What about older people	1
Young people would prefer a more modern and environmental approach to this like solar energy	1

The most common responses were young people don't/won't care followed by unsure how the plan will benefit young people and then need more for young people: sports, arts, employment, drop in centre, cinema, theatre, concerts, bowling, McDonalds, gaming centres.

7.6.11 Please give reasons for your answer

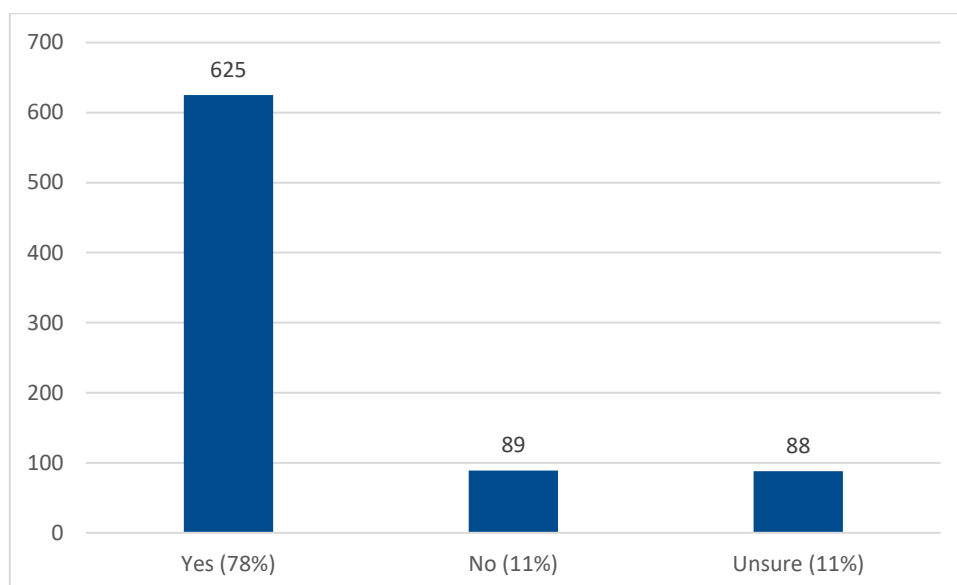
28 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
Young people need to be involved/consulted	11
Unsure how the plan will benefit young people	7
Too much antisocial behaviour/pub culture	6
Need more for young people: bowling, youth clubs, skate parks, ice skating, after school clubs	5
Aspects of the plan that appeal to young people: college relocation, riverside developments and Nolton club a good idea, but need to utilise the recreation centre too	4
Unsure/feel unable to comment	4
What about older people?/It is not just young people that need to connect to the town centre	4
Young people don't/won't care	3
Young people spend most time online/with their friends	3
Did any of us connect with our town centres?/Everyone is different	2
Do not like visiting/rarely visit the town centre	2
I would like to think so	2
Young people and families will be attracted to green, sustainable plans for Bridgend	2
I see a vibrant cafe culture as a definite draw. This masterplan looks as if it will remove the tacky clubs that attract the worst kind of youth behaviour.	1
More housing for young adults may encourage pride in the town centre as a place to live	1
There is some consideration for young people, but not in the evenings/weekends	1
Would not be a major priority	1
Young people want to shop in ethical, sustainable places, want independent bars and have their town represent them	1

The most common responses were young people need to be involved/consulted followed by unsure how the plan will benefit young people and then too much antisocial behaviour/pub culture.

7.6.12 Bridgend Town Centre has an abundance of history and heritage associated with it. Do you think the town centre would benefit from a heritage trail, linking up all the historic assets of the town centre?

802 respondents answered this question.



78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre, 11% did not agree with this proposal and a further 11% were unsure.

7.6.13 Please give reasons for your answer

292 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
Would be enjoyed by residents and attract tourism, it would be interesting	63
It is important to remember and retain historical aspects and take advantage of our history	52
Residents would have more pride in their town from learning about the heritage	48
Agree with proposal/ it is a good idea/ link with historical societies	40
Would raise awareness of Bridgend's history and historical sites	25
It will give the town a new dimension, a new activity and reason to visit	19
Will need good linkage, transport and link with other parts of the borough	11
It could be linked to schools and taught to young people	10
As long as there are enough sites, had good signage and promotion	5
It won't work if alter the town, add too much housing, need to preserve historic buildings	5
It would also be good to have a museum	5
The town needs to regenerated and social issues addressed first	3
I would like to see some historical assets but I would like to see some modern assets	2
Bridgend needs to forge a position on the M4 corridor. Stop trying to be like Cardiff and try to be more like Cowbridge	1
But this would only appeal to a small demographic and would probably end up being vandalised anyway.	1
It's something new but would the uptake be enough to justify the cost	1

Rebuild town hall facade	1
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The most common responses were would be enjoyed by residents and attract tourism, it would be interesting followed by it is important to remember and retain historical aspects and take advantage of our history and then residents would have more pride in their town from learning about the heritage.

7.6.14 Please give reasons for your answer

43 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
I do not think there will be much/any interest	8
All the heritage is gone/BCBC has got rid of most of the heritage	7
Need to improve the rest of the town first	6
Unnecessary/low priority	5
Waste of money	5
There is not enough places of interest	4
A museum would attract more interest	2
Because they still gather together	1
Don't think it would attract any more visitors	1
I think it would benefit from you leaving it alone.	1
Leave the past behind and move towards the future.	1
Kids will wreck it	1
With all these grand plans probably all the history and heritage will be bulldozed	1

The most common responses were I do not think there will be much/any interest followed by all the heritage is gone/BCBC has got rid of most of the heritage and then need to improve the rest of the town first.

7.6.15 Please give reasons for your answer

30 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Agree with project but do not feel it is a priority	11
Do not think there would be much/any interest	5
Is there enough places of interest?	4
Don't know/unable to comment	2
Not sure about the benefit	2
A museum/gallery in the town centre to showcase the town's history	1
A website may be better	1
Designated cycle or walking trails to improve air quality and encourage interest in heritage / history	1

Have to see a proposal first	1
It creates too much street clutter. Things like this are never maintained and become an eyesore.	1
Need to improve the rest of the town first	1
Not sure it's the right location	1

The most common responses were agree with project but do not feel it is a priority followed by do not think there would be much/any interest and then Is there enough places of interest?

7.7 Do you have any other comments on the Bridgend Town Centre masterplan proposals?

Finally, respondents were asked if they had anything else to say about the Bridgend Town centre masterplan. 380 comments were received and have been themed in the table below, some comments contained multiple themes:

Theme	No.
This all sounds very positive, agree with the proposals, it is overdue and can't wait to see the results	106
No more housing, need to focus and support businesses, encourage more/better shops, bars and restaurants to the town	44
Make it a town that brings the community together with more green spaces, activities, events, parks and a place for people to meet and socialise	39
Would need more information i.e. how will this be funded, are the plans feasible and what impact will there be on the tax payer	37
Improve access and infrastructure to the town centre i.e. improve roads, traffic, ease congestion, improve parking, active travel links and decide on vehicle access for the town centre	31
Regeneration and redevelopment of empty properties is needed to make the town clean and attractive, any new developments need to be maintained	30
Don't do it/stop wasting money	24
Need to address anti-social behaviour in the town	24
Preserve/repurpose old buildings as much as possible and highlight historical aspects	15
Please invest in other areas and smaller communities too inc. Maesteg and Porthcawl	13
Listen to residents and involve them in the process	11
Agree with less focus on retail and more focus on residential	8
Development priorities: Wyndham St/Market St., train station entrance, Dunraven Arms, the post office and college relocation	8
Not convinced anything will happen	8
This needs to be efficient and effective, work needs to be managed properly and include post Covid needs	8
Improve disabled access i.e. make sure BSL is available, improve steep areas and consider housing for disabled people	4
Other areas to consider: Brewery Field regeneration, please take down the 'ranch' on Nolton street and Civic Offices are an eyesore	4

Council could repurpose old buildings to provide services/have an information centre	3
Develop the riverside further i.e. it is a focal point, develop south towards Merthyr Mawr and have water sports	3
Install charging points for electric cars for the future	3
Build on what you have and then develop ideas for development	2
I did not see any reference to the availability of public toilets, surely these are important in any town centre.	2
Incorporate more Welsh language into the town centre and provide opportunities for people to learn the language	2
Keep the town centre pedestrianised	2
Why didn't you deliver the last master plan?	2
De-pedestrianise the town centre	1
Create a lorry park/caravan rest area near the motorway with a food outlet, toilets and shower facilities this would attract motor way commercial vehicles and foreign travellers	1
Nothing in here about misuse of Cheltenham Terrace and Jenkin Street as cut through	1

The most common responses were this all sounds very positive, agree with the proposals, it is overdue and can't wait to see the results followed by no more housing, need to focus and support businesses, encourage more/better shops, bars and restaurants to the town and then make it a town that brings the community together with more green spaces, activities, events, parks and a place for people to meet and socialise.

8. Social media responses

During the consultation period there were 410 interactions on our social media channels.

The comments have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Support for masterplan proposals	54
Masterplan is not achievable	35
Need bigger/better shops in the town centre	33
Criticism of council and council services	25
BCBC need to tackle anti-social behaviour in the town centre	23
Don't increase council tax	20
How is this being funded	19
Reduce rates and rents	16
Support for de-pedestrianisation	15
Need free town centre parking / better disabled parking facilities	15
BCBC don't listen to public views	13
This is a waste of money	13
Invest in other areas of county borough	13
Not supportive of more in town housing	11
How did BCBC perform in the last masterplan	11

Empty properties should be let/sold	10
BCBC need to prioritise road repairs	10
Problems are due to out of town / online shopping	10
Support for more affordable accommodation	8
Need more public toilets and baby change facilities in the town centre	8
Don't support relocation of Bridgend College to the town centre	8
Spend money on public services	6
Support for more leisure and community facilities	6
Spend money on health services	5
This plan is because of elections	5
Better cycling and walking routes needed	4
More space is needed for young people	4
Plans will cause more congestion in the town centre	4
What will happen to the post office?	4
Why do this following the impact of Covid-19	4
What are the timescales and who will carry out the work	4
Need more information on the Wellness Village	3
More housing will generate more council tax	3
Need to clean up the town centre and borough	3
Improved environmental impact	2
Need to improve night- time economy in the town centre	2
Better maps directions and transport infrastructure needed	2
Brexit has impacted on the town centre	1
We don't need more shops or offices	1
Welsh Government have ruined economy	1
Were consultants used to develop the masterplan	1
Can we see feasibility report	1
Encourage residents to shop local	1
Housing developers will benefit	1
In town businesses need more support	1
Is this sustainable	1

The most common comments were support for masterplan proposals, followed by masterplan is not achievable and then need bigger/better shops in the town centre

9. Engagement with Bridgend Youth Council

Members of the Regeneration Team and the Consultation and Engagement Team attended Bridgend Youth Council on 23 February 2021. The Youth Council were given an overview of the proposals and were invited to make comments. We engaged with six young people in this session. Comments made during this session have been themed and are detailed in the table below:

Theme	No.
Need to improve the retail offer, attract and support businesses and increase footfall in the town centre	7

College has negative connotations/ an increased presence of young people may deter older people	3
Need more for young people to do/places to socialise, somewhere cheap and under cover	3
Police presence will make people feel safer but some may find them intimidating i.e. homeless and BAME people	3
Develop performing spaces for theatre	2
Do not know enough about the projects/some projects seem speculative	2
Is there a need for more housing in the town centre and who will they be targeted at?	2
Need to create more green/natural spaces in the town centre?	2
Taxis park where they are not supposed to, it is important to have designated taxi ranks	2
More public toilets should be created	1
Need to make public transport more accessible and affordable	1
We need more facilities for cycling i.e. bike storage	1
We need to be giving people opportunities for proper jobs and a livelihood.	1
What will happen if the general consensus if the public don't want this plan?	1
Need to know what will attract people to the town instead of travelling to the cities	1

The most common comments were need to improve the retail offer, attract and support businesses and increase footfall in the town centre followed by college has negative connotations/ an increased presence of young people may deter older people and then need more for young people to do/places to socialise, somewhere cheap and under cover and police presence will make people feel safer but some may find them intimidating i.e. homeless and BAME people.

10. Engagement with Town and Community Council Forum.

Members of the Regeneration Team and the Consultation and Engagement Team attended the Town and Community Council Forum on 15 February 2021. Attendees were given an overview of the proposals and were invited to make comments. We engaged with 39 Town and Community Council members in this session. Comments made during this session have been themed and are detailed in the table below:

Theme	No.
The masterplan has good projects and joined up strategies that will improve the town	4
Has the plan considered: public toilets/baby changing facilities, seating areas and recycling bins	3
Funding: is there an idea of total costs and will it include funding through the Cardiff City Deal?	2
Timescales of projects/start and end dates	2
A town centre shuttle bus could enhance travel within the town and visit the car parks, Asda and Tesco	2
What aspects of transport outside of the town so that residents from outside of the town can access the town centre are being considered?	2

Will provide a central hub and green spaces to improve leisure facilities and health and wellbeing (will be needed post Covid)	2
Have to work with stakeholders to implement the plan	1
Having a masterplan built into our Local Delivery Plan will strengthen grant applications	1
Positive to see improvements to active travel	1
Preservation of historical and architectural features is important	1
Relocating the college is a good idea	1
Improvements to the train station would ensure we are a hub and develop us as a county town	1

The most common comments were the masterplan has good projects and joined up strategies that will improve the town followed by has the plan considered: public toilets/baby changing facilities, seating areas and recycling bins and then funding: is there an idea of total costs and will it include funding through the Cardiff City Deal?, timescales of projects/start and end dates, a town centre shuttle bus could enhance travel within the town and visit the car parks, Asda and Tesco, what aspects of transport outside of the town so that residents from outside of the town can access the town centre are being considered? and will provide a central hub and green spaces to improve leisure facilities and health and wellbeing (will be needed post Covid).

11. Letters and emails

21 emails and two letters were received during the consultation. The details of the emails and letters have been themed and are detailed in the table below, some contained multiple themes:

Theme	No.
Request for survey/further information	8
Agree with proposals/looking forward to the developments	4
Need to support businesses in and to the town	4
How will projects be funded/will grant funding be available	3
Agree with relocating the college/where will the college be situated?	2
De-pedestrianise the town centre	2
Need more open and green spaces	2
Is the train area development needed/Unsure where access would be available on Llynfi Lane	2
Keep the town centre pedestrianised	1
Keen to see cultural hub and events	1
Letter submission	1
Need to address anti-social behaviour	1
Need to listen to the views of residents	1
Unsure where the police station will go	1
What buildings will be demolished	1
Would like to see more plans on the cycle lanes proposed	1
Is town centre housing needed and will parking be provided	1
Will there be an increase in policing	1

The most common themes were requests for survey/further information followed by agree with proposals/looking forward to the developments and then need to support businesses in and to the town.

One letter received from Bridgend College has been attached in Appendix one.

12. Conclusion

12.1 Summary

Using statistical analysis, based on a confidence level of 95% a sample of 849 survey completions is considered to be robust to a maximum standard error of $\pm 3.35\%$. Therefore, we can be 95% confident that the responses are representative of those that would be given by the total adult population, to within $\pm 3.35\%$ of the percentages reported.

This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50% was observed, we can be 95% confident that the actual figure lies between 46.65% and 53.35%.

12.2 Equality Impact Assessment

The Full Equality Impact Assessment will be completed to consider the impacts of the Bridgend Town Centre Masterplan proposals, and presented to Cabinet alongside the consultation report.

13. Appendix one.

13.1 Letter from Bridgend College

Bridgend County Borough Council
Civic Offices
Angel Street
Bridgend
CF31 4WB

By email: consultation@bridgend.gov.uk

26 February 2021

Dear Sir / Madam

BRIDGEND TOWN CENTRE MASTERPLAN

Bridgend College is a Further Education College supporting over 6,000 students and employing over 600 members of staff across its campuses in Bridgend, which includes its campus at Cowbridge Road which is located adjacent to, but outside of the study area for the masterplanning exercise. One of Bridgend College's strategic priorities is to *'be a catalyst for Economic Regeneration'* and this, combined with the aspiration to deliver a new campus within Bridgend town centre means that Bridgend College is a significant stakeholder with regards to the Bridgend Town Centre Masterplan (BTCM) and its delivery.

The current consultation relates to the "Bridgend Town Centre Masterplan: Executive Summary" which sets out background to the masterplan, outlines its vision over the 10 year period that it will cover, identifies eight "Proposed Development Zones", and, within the Proposed Development Zones, identifies 23 "Regeneration Projects". We have not had sight of the complete document, but understand that the consultation process is focused on the Executive Summary document.

Bridgend College has a number of generally positive comments to make on the BTCM which, given that the online forms provide limited opportunities for detailed commentary, are instead made in the form of this letter. We would welcome the opportunity to discuss our comments and next steps with BCBC and its consultant team who has prepared the BTCM.

Students at the College have been made aware of the online questionnaire and have been encouraged to complete it.

Masterplan Approach

The preparation of a masterplan for Bridgend town centre is supported in principle, as a document which sets out the vision and aspirations for the town centre, and to ensure that its future development

is co-ordinated and comprehensive. It must, in practice, be used however as a means of securing future funding to deliver development, rather solely as a planning tool. Its proposed status as Supplementary Planning Guidance (SPG) is useful as it provides the certainty during the planning process. However, the masterplan's critical role and where it can be most valuable is at the earliest stages of the development process in terms of attracting developer and investor interest in the town centre (as a whole, and specific sites), attracting funding and thus, bolstering confidence in investing in the town centre – from public, private and third sectors.

Given Bridgend College's interest in the town centre and specifically its aspirations to develop a new town centre campus, it therefore supports the preparation of the BTCM as a tool to encourage regeneration of certain sites within Bridgend and as a mechanism to deliver improvements to the existing urban environment. Used correctly, the BTCM should support funding applications to funding bodies to help deliver specific projects, including a new town centre campus for the College.

Vision & Objectives

The "Vision" set out in the BTCM is appropriate and the recognition of the role that learning and education can play in achieving this is welcomed by Bridgend College, as is the specific 'growth' objective relating to the creation of a "Learning Hub".

Having a presence within the town centre is an aspiration for Bridgend College and will not only be positive for our profile but would also result in the delivery of a high quality learning facility that is located in a sustainable and accessible location well served by complimentary services.

There is significant focus and certainty provided in the BTCM and supporting FAQs about moving the college into the town centre by utilising the existing Police Station site (Cheapside) as the 'location for education uses'. It recognises that this proposal can, and indeed would, act as a catalyst for town centre regeneration, increasing footfall and contributing to the creation of a mixed economy and demographic. For the reasons described in more detail below, the redevelopment of a new 'Learning Hub' is central to the realisation of the BTCM's objectives for growth in the town centre. The role of Bridgend College as a key stakeholder and organisation in the delivery of this development, and thus this objective, is therefore vital and we look forward to continuing to work with the Council and other stakeholders to meeting the BTCM's objectives.

The regeneration benefits of education uses in town centres

The challenges faced by high streets are well known, with the accelerated evolution of retail and consumer shifts in 2020 in response to Covid-19. However, it is clear that for high streets to recover, non-retail uses will play a vital role in the transformation of traditional shopping spaces to a more dynamic, rich and purposeful mix of uses. As such, what is increasingly recognised within the education sector is the need to reposition how both colleges and universities themselves operate their towns and cities. Furthermore, education is a major employer in many towns /cities – as is indeed the case for

Bridgend College in Bridgend. As such, the college's role in the local economy through greater interaction with businesses, commitments to business innovation schemes, greater collaboration with other public stakeholders, increased community participation and wider dialogue with other education

providers in the locality, is pivotal in development a reinvigorated and viable place and community within the town centre.

In this context, Bridgend College's estates strategy is looking at how it ensures that its facilities are fit for purpose, whilst how it can best break down the boundaries with its surrounding place (i.e. the wider potential, or not, of its current Cowbridge Road estate), increasing connectivity and also opportunities to re-purpose part of its existing estate. As explained further below, there is an exciting opportunity for part or all of the college's Cowbridge Road facility to be relocated in a new building on the Cheapside site, in the town centre. This is clearly an attractive, emerging opportunity for greater collaboration between key town stakeholders to unlock a more sustainable future for Bridgend town centre. Indeed, many great interactions are already happening, but there is a substantial new opportunity to further unlock funding support, and subsequently regeneration of the town centre through the development of new education uses.

The Cheapside Site

As BCBC will know, South Wales Police are to re-locate from their existing site at Cheapside to a new purpose-built facility adjacent to their existing facility at Cowbridge Road following the grant of planning permission in 2019 (ref. P/19/140/FUL). Bridgend College intends to develop a facility within the town centre and has been in high level discussions with South Wales Police with regards to the acquisition of their site at Cheapside.

The BTCM reflects this by identifying the South Wales Police site at Cheapside (Project 8) for a "Proposed Education and Civic Use" and for the delivery of education floorspace within the Brackla, Nolton & Oldcastle Proposed Development Zone. This reflects Bridgend College's aspirations to develop a campus within this part of Bridgend Town Centre and therefore the approach taken in the BTCM is supported.

At Page 20, the BTCM provides an overview of the form of development anticipated to be delivered at the Cheapside site, stating that a minimum of 10,000sqm of education floorspace is anticipated to be delivered over a one to six year time period. Bridgend College has undertaken a high level capacity exercise for the site but this remains very much at a preliminary stage. With that in mind, Bridgend College welcome the BTCM's approach of not providing an illustration for this site (as is the case for some sites) and not being prescriptive about building heights, built form, and urban design. Given that the capacity exercise work is very much at an early stage, Bridgend College welcome that no maximum figure is provided for floorspace to be provided and suggest that the minimum figure of 10,000sqm could also be removed to maintain maximum flexibility. The BTCM also identifies that pedestrian, cycle, and bus facilities and routing will be enhanced at Cheapside and this combined multi-modal approach is supported by Bridgend College.

It is also noted that land directly to the north of the site, referred to as 'Cheapside East' (i.e. the Brackla One Multi-storey Car Park, Aldi and Brackla House) and land to the south, the Nolton (Bridgend Shopping Centre), are also included as regeneration projects, for mixed use development, in the BTCM. The immediate regeneration benefits of providing a new education campus on the Cheapside site will be that it anchors development around it, notably on the land immediately adjacent to it. This

could include ancillary uses to the College which would further enhance the viability and vitality of this part of the town centre.

Summary

Bridgend College is evidently a major stakeholder within Bridgend and has intentions to deliver a high quality educational development within the Town Centre. As such, the College's role and significance in delivering the BTCM, which signals the clear importance of the regeneration of the Cheapside site for this use, cannot be underestimated. Bridgend College therefore intends to work closely with BCBC and other partners to ensure that the proposed objectives and ambitions set out in the BTCM can be delivered.

Yours sincerely



Simon Pirotte Principal/Chief Executive | Prif Weithredwr/Pennaeth

Coleg Penybont

Heol y Bont-faen,
Pen-y-bont ar Ogwr
CF31 3DF

Bridgend College

Cowbridge Road,
Bridgend
CF31 3DF



01656 302 302

enquiries@bridgend.ac.uk

Yn unol gydag ymrwymiad Coleg Penybont i'r Safonau Iaith, carem wybod pe bai'n well gennych dderbyn gohebiaeth yn Gymraeg, yn Saesneg neu'n ddwyieithog gennym. Rydym yn croesawu gohebiaeth yn Gymraeg. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

In line with Bridgend College's commitment to the Welsh Language Standards, we would be grateful if you could let us know if you would prefer to receive correspondence in Welsh, in English or bilingually. We welcome correspondence in Welsh. Corresponding in Welsh will not lead to delay.

14. Appendix two.

14.1 Penybont Primary School engagement report

Bridgend County Borough Council



Appendix two

Bridgend Town Centre Masterplan Penybont Primary School report

Date of issue: 11 March 2021

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About this report

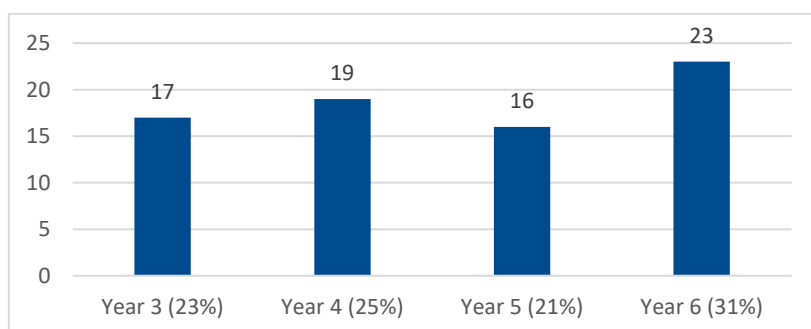
Penybont Primary School adapted the questionnaire and shared it with their pupils via Google Forms. 75 learners engaged in the survey.

There were 16 questions for respondents to answer.

Survey responses

1. Which year group are you in?

75 respondents answered this question.



31% of respondents are in year 6, 25% in year 4, 23% are in year 3 and 21% are in year 5.

2. What do you think about the Bridgend Masterplan?

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

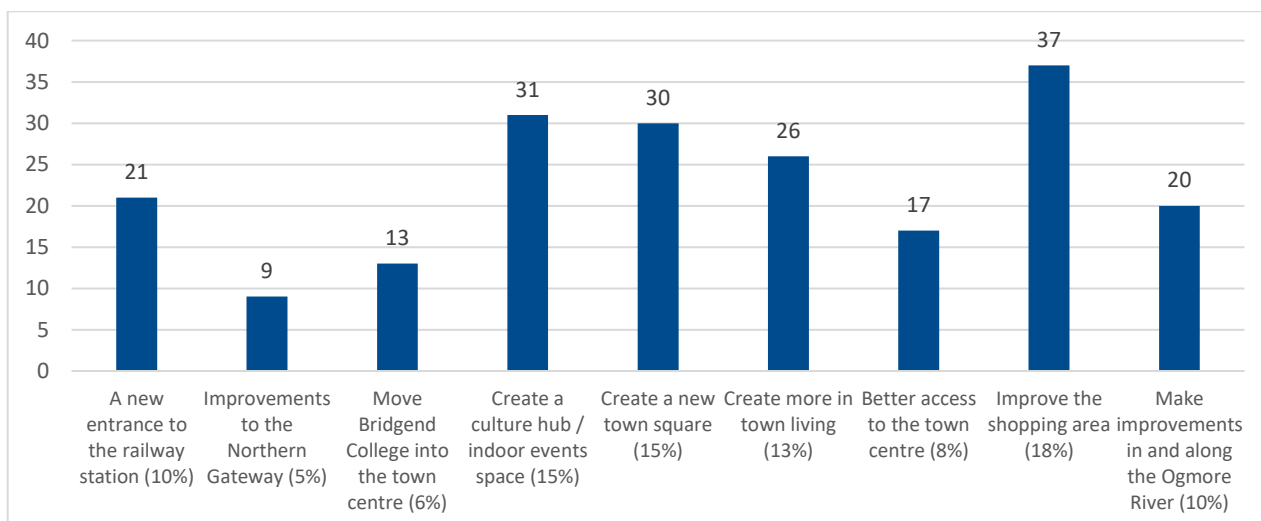
Theme	Number of responses
I think it is ok/good idea	44
I think it will make the town and community better	8
More green and open spaces will be good	5
It needs tidying up and will look better	4
Some ideas are good but I disagree with some	3
Need more/better shops	3
I would love to visit the cafes when they are built/ take advantage of the changes as I grow up	2
The railway station idea is good	2
I don't think the river needs improving	1
I don't think it's a good idea	1
I think It will work well but I don't want the college to be moved because it may harm people who work there	1
I think that it will bring more jobs to Bridgend and it will make Bridgend a better place	1
In some ways I think it is a really good plan. But I will miss things the way they are.	1

It's a great idea but I think cars should be able to drive through some of it	1
Please don't shut down any shops because people need their jobs and I love most of the shops around here	1
The town is fine as it is	1
There are some concerns about the cost	1
Unsure	1
Very interesting	1
There shouldn't be more housing or green spaces (there is a lot in Newbridge Fields)	1

The most common responses were I think it is ok/good idea followed by I think it will make the town and community better and then more green and open spaces will be good.

3. Which of these projects do you think is the most important?

This was a multiple choice question, respondents were able to choose multiple answers.



The projects were selected to be prioritised in the following order:

- Improve the shopping area (18%)
- Create a culture hub / indoor events space (15%)
- Create a new town square (15%)
- Create more in town living (13%)
- A new entrance to the railway station (10%)
- Make improvements in and along the Ogmore River (10%)
- Better access to the town centre (8%)
- Move Bridgend College into the town centre (6%)
- Improvements to the Northern Gateway (5%)

4. Do you think moving Bridgend College into the town centre will make Bridgend better? Explain why or why not.

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
People could get there quicker/easier	17
There will be more people to use the shops and spend money	16
No: where would people park, it will increase traffic and there is not enough space/won't be enough space for other things	15
It is okay where it is/it is not far from the town now	12
Yes, it will mean more people in town/town will be busier	6
Unsure	5
It could cause more social problems and litter	3
I'm not sure about it to be honest, it seems a weird place to put it/the town centre isn't looking the best but if the council make it nice and bright it would be a great idea	2
Yes, it will make the town centre look nice	2
Because college is just to learn	1

The most common responses were people could get there quicker/easier followed by there will be more people to use the shops and spend money and then no: where would people park, it will increase traffic and there is not enough space/won't be enough space for other things.

5. Would you like to see improvements made to the shopping areas in Bridgend? Explain your answer.

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
Yes, would like to see more/better shops as there aren't many in town, shops such as McDonalds, Blockbuster, Primark, M&S, children's shops and plant based food shops	38
I would like to see the town looking better	9
It would be good to see the area cleaned up and the old buildings refurbished	5
No, the shops are fine	5
Yes, I would like to see improvements made to the shopping areas	5
It would make shopping easier, better access for disabled people and would not have to travel to Cardiff	3
Yes, it will attract more people to the town	2

Yes I would like to see improvements especially with The Covid-19 pandemic.	2
I don't think they need any improvements but it would be nice if they did.	1
I think the new shopping centre should be in small sections like one area for food shops, one area for clothes shops, one area for toy shops etc.	1
Unsure	1
Yes I would like to see that. It would be a nice place to hang out. But there are more important things that should come before it.	1
Yes I would because people might not have enough food	1
Yes I do but that is only because I don't, and kinda can't, do online shopping	1

The most common responses were yes, would like to see more/better shops as there aren't many in town, shops such as McDonalds, Blockbuster, Primark, M&S, children's shops and plant based food shops followed by I would like to see the town looking better.

6. Do you think the new shopping centre should be a mix of small shops and larger brand stores? Explain your answer.

74 comments were received from respondents. These have been themed and are detailed in the table below:

Theme	Number of responses
It would be good to have a mix of shops and larger stores will support smaller ones	27
It will give people more choice	22
It will bring more people to town	8
I think we should have small shops/we should support our local businesses	7
Yes, you will be able to shop quicker and not have to travel around to different places	5
Yes	2
I'm not sure	1
No	1
No, I think that they should be separated because if then you know if you're going to a big brand store you know which end to go to	1

The most common responses were it would be good to have a mix of shops and larger stores will support smaller ones followed by it will give people more choice and then it will bring more people to town.

7. What are your thoughts on a new town square in the heart of the town? This would be a multi-functional open space with movable street furniture for gatherings, events and food markets.

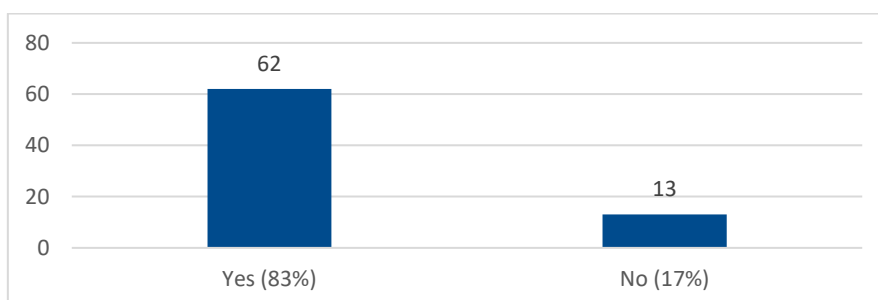
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
It sounds like a good/great idea	26
Yes will let people meet up and socialise and bring the community together	12
It would be good to have more markets and events such as parades, Christmas and Easter events, live music etc.	11
It will encourage people to come to the town	5
Unsure	5
It will look nicer	3
No, it is already a big open space and we have markets and events anyway	3
I think there should be a variety of shops, sweet shops and some street food shops from all around the world	2
No, it will be too busy in the streets	2
Yes there will be room for people to sit down	2
Could add a fountain	1
It will be good for kids to play and have a park. Including parkour.	1
Need a space just young people aged 10-16	1
That sounds great and all but I don't think you should change history	1

The most common responses were it sounds like a good/great idea followed by yes will let people meet up and socialise and bring the community together and then it would be good to have more markets and events such as parades, Christmas and Easter events, live music etc.

8. Do you think having the Police Station positioned at the front of the shopping area is a good idea?

75 respondents answered this question.



83% of respondents answered yes they did think having the Police Station positioned at the front of the shopping area is a good idea and 17% of respondents said no.

9. What cultural and leisure activities would you like to see in the town centre?

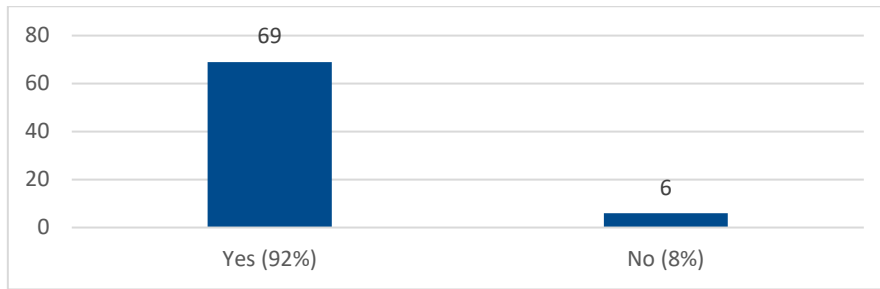
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
Sports: leisure centre, kickboxing, ice skating, rock climbing, swimming pool, basketball court, football, rugby, bowling, dance and gymnastics	21
Parks, skate/bike parks, parkour and water park	11
Music festivals, live bands and concerts	7
Theatre: pantomimes, shows, outdoor performances	7
More clubs and leisure activities to learn and make friends: baking, art, ballet, table tennis, drama, bird watching, making Welsh flags and youth club	6
More markets/food markets	6
Street art	6
Unsure	6
More shops and places to eat	5
Museum/local history	5
A small cinema/outdoor cinema	4
Parades, festivals and events	4
More things for children and families to do	3
None	3
A nature garden/more flowers	2
Circus things like they had in the Bridgend Mash up	2
Scooter, BMX and skateboard shows	2
A BBQ area because we can eat food with other people	1
A water fountain	1

The most common responses were sports: leisure centre, kickboxing, ice skating, rock climbing, swimming pool, basketball court, football, rugby, bowling, dance and gymnastics followed by parks, skate/bike parks, parkour and water park and then music festivals, live bands and concerts and theatre: pantomimes, shows, outdoor performances.

10. Do you think the Sunnyside Wellness Village (a wellbeing building which will provide 59 homes and a healthcare centre) is a good idea?

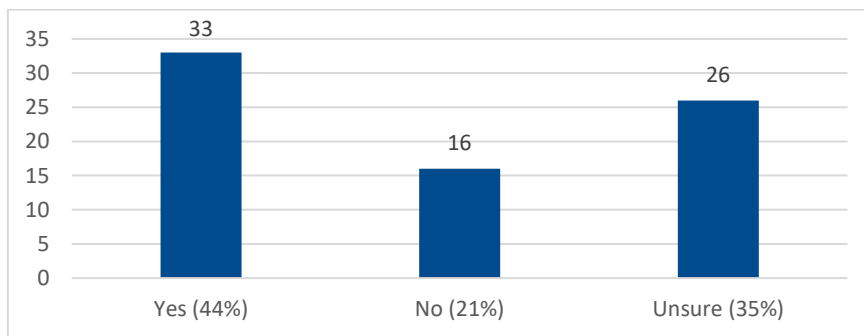
75 respondents answered this question.



92% of respondents said yes the Sunnyside Wellness Village is a good idea and 8% of respondents answered no.

11. Would you like to see more housing in Bridgend Town Centre?

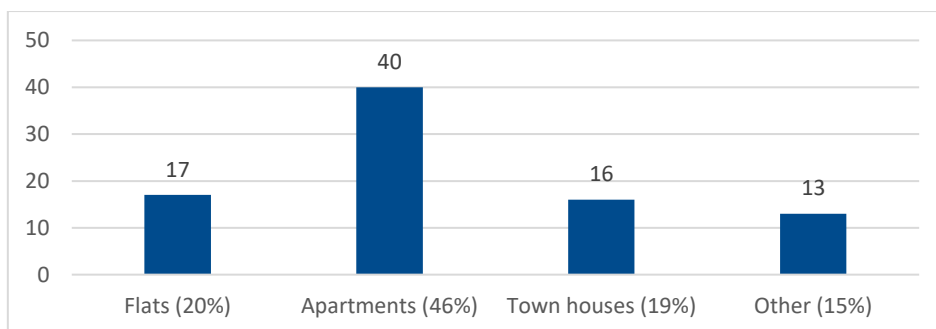
75 respondents answered this question.



44% of respondents said yes they would like to see more housing in Bridgend, 35% of respondents said unsure and 21% said no.

12. What type of housing do you think would be best for Bridgend Town Centre?

This was a multiple choice question, respondents were able to choose multiple answers.

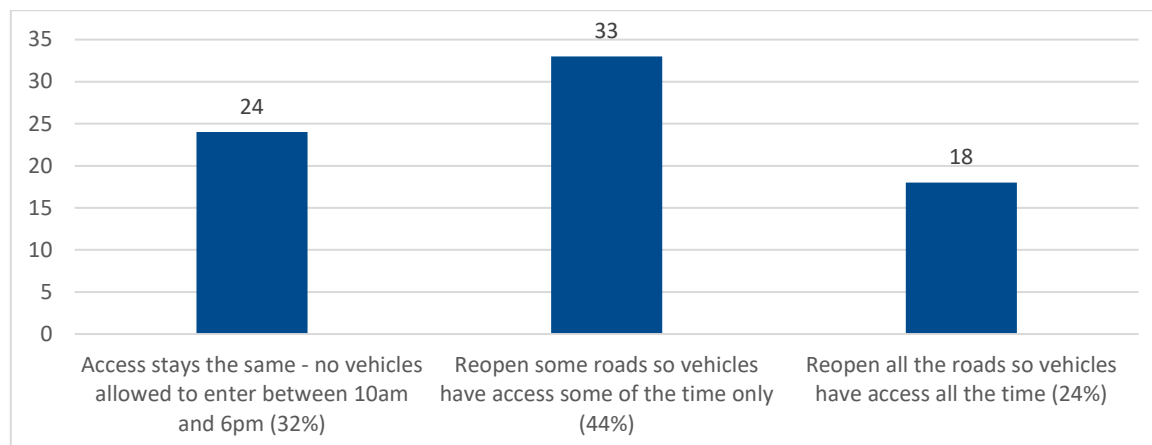


The projects were selected to be prioritised in the following order:

- Apartments (46%)
- Flats (20%)
- Town houses (19%)
- Other (15%)

13. Which of the following do you think is the best option for access in Bridgend Town Centre?

75 respondents answered this question.



44% of respondents said to reopen some roads so vehicles have access some of the time only. 32% of respondents said access should stay the same and 24% of respondents said to reopen all of the roads so vehicles have access all the time.

14. Do you think that Bridgend Town Centre should have better walking and cycling paths? Give reasons for your answer.

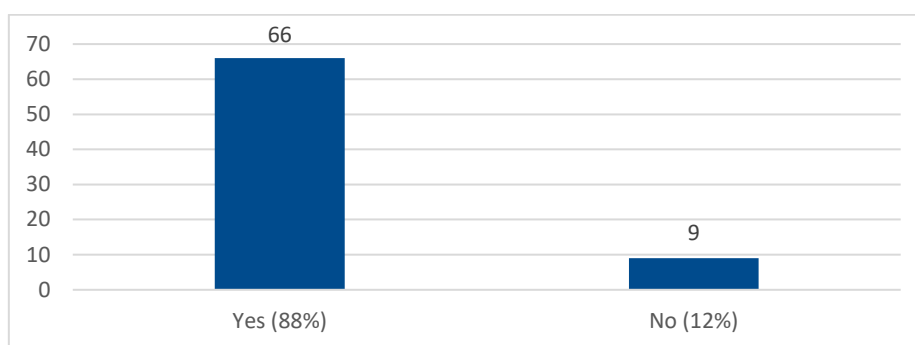
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
It will make it easier and safer i.e. won't have to go on the roads or worry about cyclists	18
To encourage people to walk and exercise	11
Yes because the roads are old, bumpy, cracked and need repairing	10
Yes	8
Yes, we need wider paths	8
No, it already has walking and cycling paths	7
We need more cycle paths that are easy to access	6
To help the environment/global warming	3
Unsure	3
It would make town more accessible	2
I think Bridgend town centre should have lots of walking and cycle paths but not many car paths	1
It will cause people to be more active and have more fun.	1

The most common responses were it will make it easier and safer i.e. won't have to go on the roads or worry about cyclists followed by to encourage people to walk and exercise and then yes because the roads are old, bumpy, cracked and need repairing.

15. Bridgend Town Centre has lots of history. Do you think it would benefit from a Heritage Trail/Heritage Walk which links up all the historic sites?

75 respondents answered this question.



88% of respondents said yes Bridgend Town Centre would benefit from a heritage trail and 12% of respondents said no.

16. What other ideas do you have for improving Bridgend Town Centre?

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
I have no ideas	15
More shops and places to eat	12
More fun things to do: playground, skate park, sports, outdoor gym and swimming pool	10
More green spaces, greenery and space for nature trails, dog walking and bird watching	8
Repair pavements and make town cleaner and brighter with colours/art	7
Unsure	6
Agree with the masterplan ideas	3
Build a homeless shelter	3
Knock down/renovate/repaint the empty buildings	3
Make town safe and have more police patrols	3
A fountain in the town centre	2
We should be able to drive into the town centre.	2
A shelter for homeless pets.	1
Bigger buses	1
Deal with drug problem stop people drinking in the street	1

Just a comfy space for kids and teens to be alone at gatherings	1
free parking	1
Maybe larger houses	1
Removing the council	1

The most common responses were I have no ideas followed by more shops and places to eat and then more fun things to do: playground, Skate Park, sports, outdoor gym, and swimming pool.