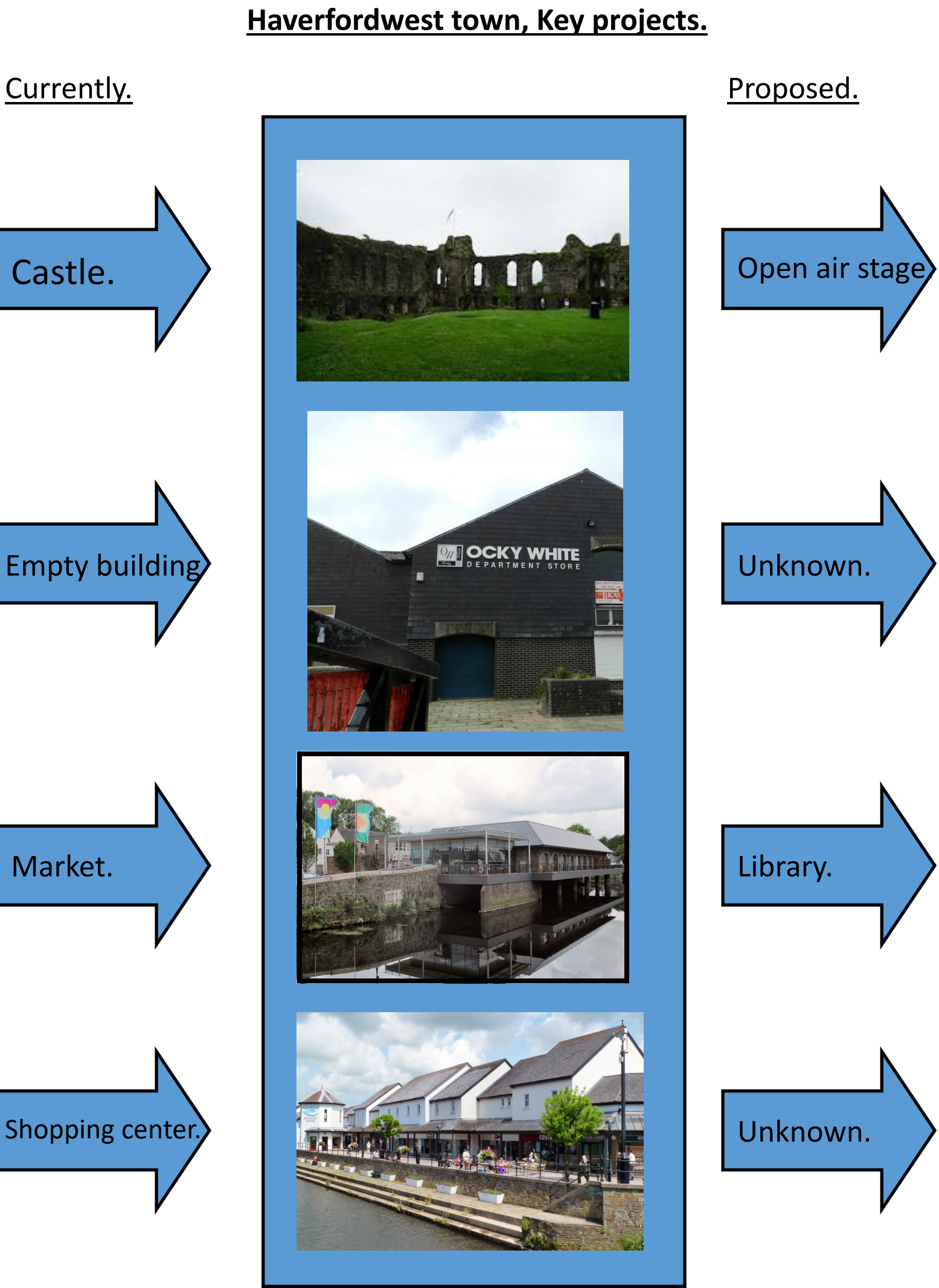


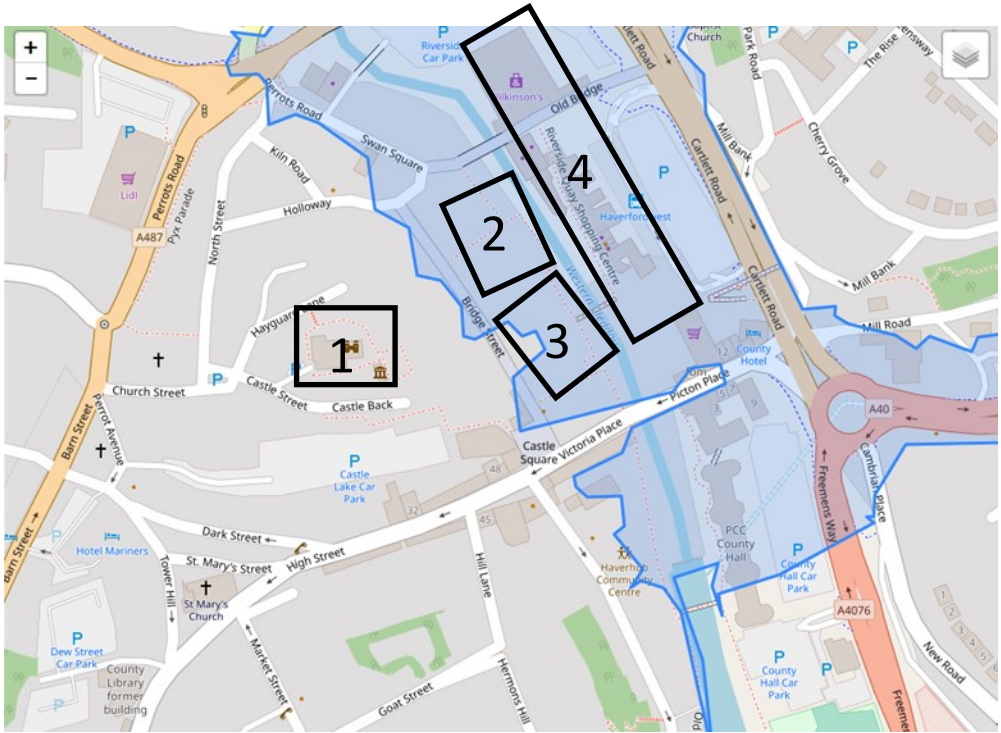
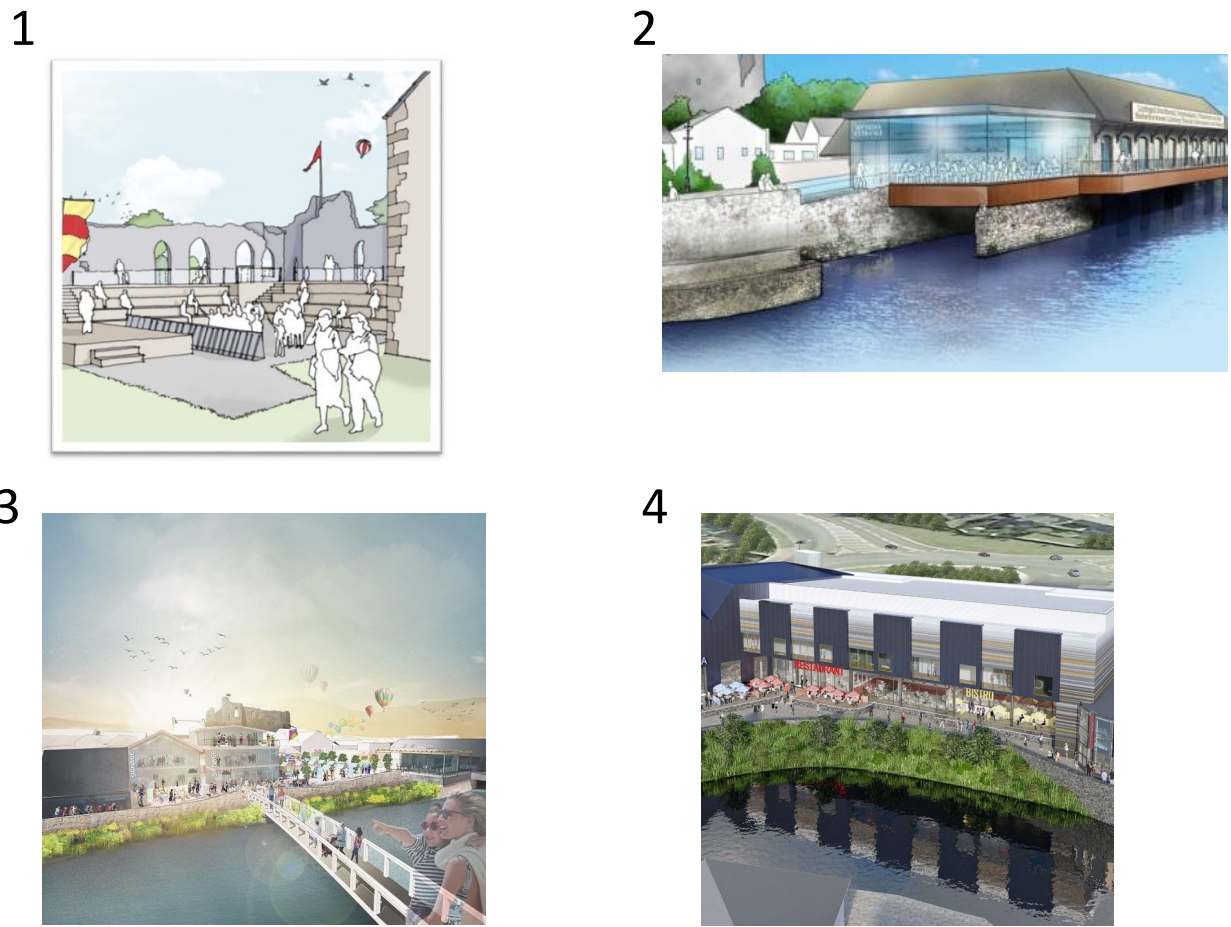


KEY:

1 – Haverfordwest castle. 2 – Haverfordwest library.

3 – Ocky whites building. 4 – Riverside shopping centre.

How the projects could possible look.



Results.

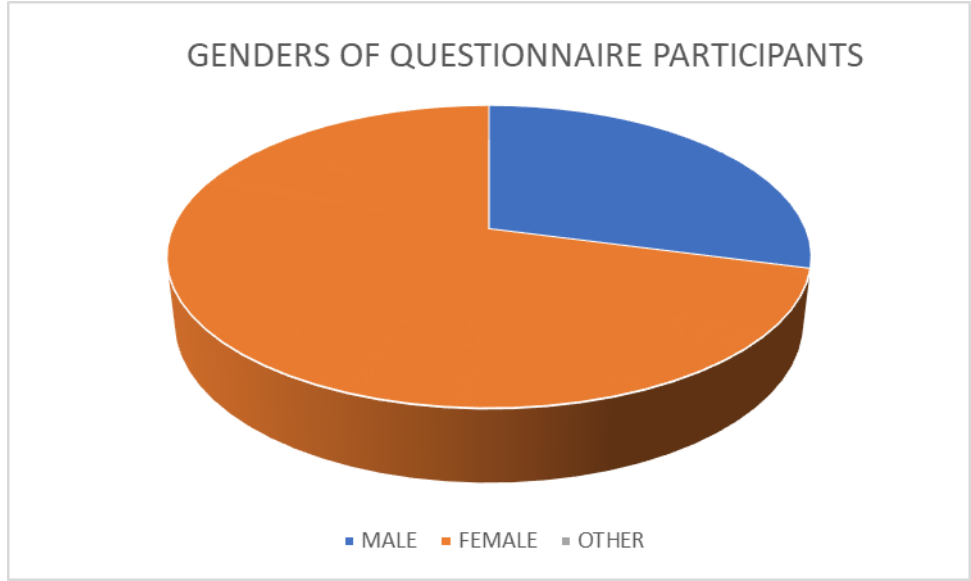
From the results gathered it was clear that the council were not fulfilling the publics expectations.

The council were planning projects that did not meet what the public stated that they wanted.

GENDER		PER-CENTAGE (%)
MALE	28	29%
FEMALE	68	71%

THE MASTER PLAN

Are Haverfordwest Council currently fulfilling the public’s expectations for the redevelopment of Haverfordwest town centre?



Research methodology.

Social research approach was taken to gather data.

It was decided that questionnaires would be used to gather data on the public’s perception on the redevelopment of Haverfordwest.

The data collected was qualitative making analysing the data difficult , although ‘The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue.’.

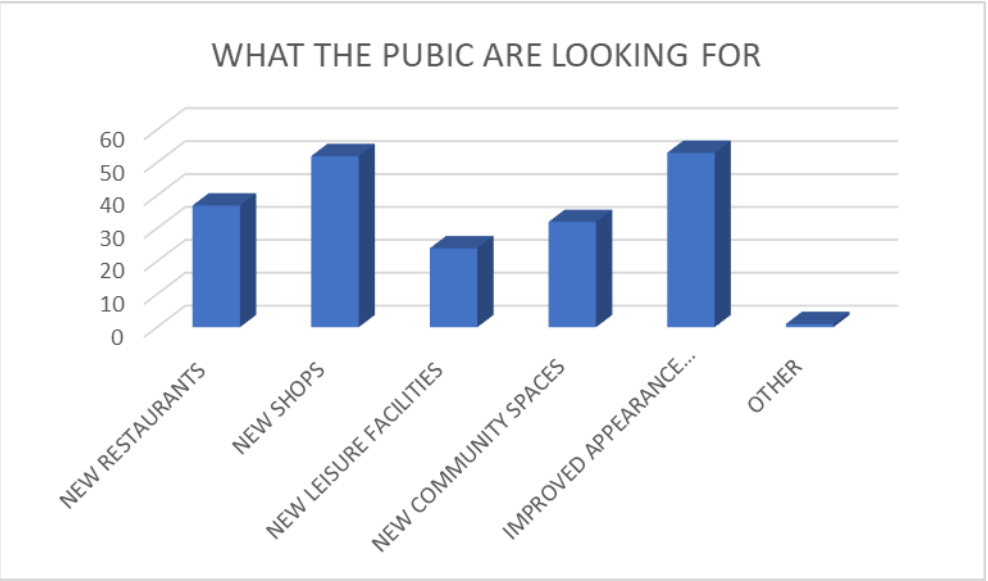
Aims and objectives.

The primary aim of this investigation is to evaluate whether or not Haverfordwest Council is currently fulfilling the public’s expectations for the redevelopment of Haverfordwest town center? Wider aims and objectives include:

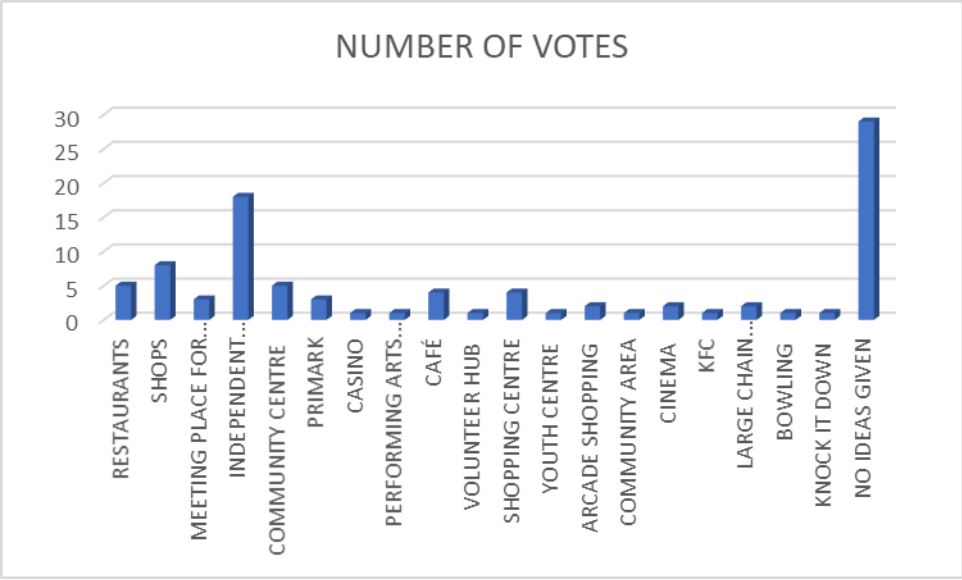
To research the current plans for redevelopment in Haverfordwest in order to collate the necessary information.

To gain an understanding of the public’s expectations for the redevelopment plans of Haverfordwest via the use of questionnaires.

Guided by the research analysis, recommendations for a redevelopment plan will be made, taking into account the council’s current plan and the public’s hopes and expectations.



WHAT THE PUBIC ARE LOOK-ING FOR	NUMBER OF VOTES	PER-CENTAGE
NEW RESTAURANTS	37	18.59%
NEW SHOPS	52	26.13%
NEW LEISURE FACILITIES	24	12.06%
NEW COMMUNITY SPACES	32	16.08%
IMPROVED APPEARANCE OF TOWN CENTRE	53	26.63%
OTHER	1	0.50%
TOTAL	199	



IDEAS FOR DEVELOPMENT	NUMBER OF VOTES	PER-CENTAGE
RESTAURANTS	5	4.65%
SHOPS	8	8.60%
MEETING PLACE FOR TEENS	3	3.23%
INDEPENDENT TRADING CENTRE	18	19.35%
COMMUNITY CENTRE	5	4.65%
PRIMARK	3	3.23%
CASINO	1	1.07%
PERFORMING ARTS CENTRE	1	1.07%
CAFÉ	4	4.30%
VOLUNTEER HUB	1	1.07%
SHOPPING CENTRE	4	4.30%
YOUTH CENTRE	1	1.07%
ARCADE SHOPPING	2	2.15%
COMMUNITY AREA	1	1.07%
CINEMA	2	2.15%
KFC	1	1.07%
LARGE CHAIN COMPANIES	2	2.15%
BOWLING	1	1.07%

Conclusion.

The research conducted into Haverfordwest Council’s redevelopment plan for the town centre and the public’s perception of this has proven to be extremely valuable and important. It has highlighted successful aspects of council current and future redevelopment plans and areas which require improvement.

The aims and objectives for this investigation were met throughout the course of the investigation allowing for a comprehensive conclusion to be drawn from the results .

In conclusion this investigation has it was found that on the whole, the council were failing to deliver what the local public of Haverfordwest actually wanted and implemented into their town centre. This is shown by the results which found in table 4 and table 10 highlighting that the public would like to see the introduction of new shops and improving appearance, this is evidently important to the public securing 51% of the overall votes.

Recommendations:

Firstly, the council have to start an open and progressive dialog with the members of the local public who wish to voice their opinions on what the town needs from potential development. The local public are the people using the town centre, they know what they want and what facilities, shops and restaurants they would go to town specifically to use.

The Haverfordwest council need to make contact with other councils who have successfully delivered a large-scale redevelopment plan. Haverfordwest council should make contact with Carmarthen county council, a local council who that have completed an extremely successful town centre redevelopment recently. Haverfordwest council may be able form useful relationships with contractors and designers from Carmarthen council. Carmarthen council may also be able to offer useful advice and support for the redevelopment of Haverfordwest town centre.

One of the major sites in the town centre, the Ocky whites building currently has no future use set in stone by the council, it has been suggested by the council that it would be a food emporium but this would be a poor decision as lack of parking would limit the success of the project. It would be suggested that this site should be used to for fill the hopes of the public, so the site should be used as a restaurant, cinema, bowling or other new leisure facilities. It’s a very desirable site and would be very valuable to the success of a new business move to this location.

Out of town shopping needs to be reintegrated into the town centre, this means if possible moving the existing shops in the Withy Bush shopping area into the town centre if this is not possible in the future the council should encourage and assist company to move into the town centre rather than moving to out of town locations as this has negatively affected the foot traffic in the town centre.