

SUMMARY OF FINDINGS

Introduction

- To ask young people (15-25 years) in Bradford, on-line, about the city centre – what changes they’d liked and related questions.

Summary

- People want to see better shops, and more of them, in Bradford city centre
- There are negative perceptions on safety and cleanliness
- More music events/concerts are needed
- These three issues above are needed in order to get young people to visit the centre more
- A new shopping centre and ‘safer environment’ were the single biggest things needed to attract more
- The range of shops, restaurants and bars which respondents suggested should be here was varied
- Four-fifths of respondents would spend more time in the centre if there was ‘more to do’

Section 1: Visiting the centre

Too little to attract or entertain young people in the city centre of Bradford, and that it needs to be ‘cleaner’ and ‘safer’.

Section 2: Shops and restaurants – top answers

- Fashion clothing store H&M was by far the top answer – 41
- Republic featured strongly – 18
- Zara, BHS and Debenhams were all prominent – 11 each

Food & Drink

- A local branch of Burger King was the top brand called for in ‘eating out’ stakes – 19
- TGI Fridays – 14
- Pizza Express – 10

Section 3: City Park events

- Concerts/live music – 53 comments
- Markets stalls (German, farmers’, multicultural, international) – 23
- Funfair//children’s - 21
- Sports (e.g. basketball, bike trick/BMX shows, skate jams) – 18
- Theatre productions – 23 (all)

Section 4: Goods not stocked in Bradford but available elsewhere

Only one-third of respondents ask staff in Bradford shops to stock products they know are available elsewhere.

Section 5: One single attraction – what should it be?

- New shopping centre – 38%
- Less hostile people/safer environment – 30%

Different ideas?

- zoo and theme park (same entry)
- O2 arena
- Nature reserve-cum-Eden Project

Night-time

- “evening scene isn’t up to scratch”
- Alhambra to stage more music and comedy

Section 6: Visitor frequency

Once or twice a week – 34%
Once or twice a month – 25%
Daily – 20%

Section 7: Other places visited

1. Leeds
2. Halifax
3. White Rose Centre

Section 8: Some other comments

1. Urban design important. Centre needs a brand – economic and physical
2. Cleaner streets, less beggars, more events and cafes
3. Protect built heritage
4. A better social centre – like Xscape. We’ve got a run-down ice-rink
5. I never realised how bad Bradford was until I travelled further. When I come back I realised what people meant when they said Bradford was so bad. I wish I could be proud of living in Bradford

Section 9: Spending time in centre (& Report Conclusion)

Many want to spend more time (and money) in the city – but on their own terms.

Many have ‘given up’ on the centre, while others won’t come until tangible change occurs:

“Leeds is so accessible to me with most things that I need. Bradford isn’t that much closer so it doesn’t make things easier if you replicate it” (Eccleshill)

Others replied positively, saying they would “definitely” spend more time there “without a doubt”, if there were “more” and “better” things to do.

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