<table>
<thead>
<tr>
<th>What would encourage you, your family and future family to go into and enjoy Dudley town centre more often?</th>
</tr>
</thead>
<tbody>
<tr>
<td>More specialist shops and street events/entertainments</td>
</tr>
<tr>
<td>If it felt safer and more variety of shops.</td>
</tr>
<tr>
<td>more choice of independent restaurants and shops. better public image. even though live local I would rather venture to birmingham, new square or merry hill at present</td>
</tr>
<tr>
<td>Ict test please ignore</td>
</tr>
<tr>
<td>Less shops empty, better quality of shops, the marketplace full of busy stalls and more activities, such as food fairs or entertainment...Links to the Zoo/Castle/Archives/Black Country Museum/Showcase Cinema etc</td>
</tr>
<tr>
<td>More highend shops, free parking for shoppers, get rid of the beggars and rough sleepers, more farmers markets in town centre.</td>
</tr>
<tr>
<td>At the moment, nothing</td>
</tr>
<tr>
<td>If it wasn't so filthy. You spend money on upgrades and then it looks terrible as everything is so dirty. Jet wash it all regularly.</td>
</tr>
<tr>
<td>yes if it was better policed</td>
</tr>
<tr>
<td>It would help if the new slabs that were only installed a few years ago were looked after and not all over the place. Some are loose or the mortar around them has worn away.</td>
</tr>
<tr>
<td>It makes the whole place look dirty. We need more shops/cafe's and not charity shops.</td>
</tr>
<tr>
<td>Have some events to encourage people to go into the town.</td>
</tr>
<tr>
<td>I work in Dudley, therefore go into town at lunch time. More shops that will stay open and not go bust would help, less charity shops, cleaner streets and more free parking spaces!</td>
</tr>
<tr>
<td>better mixture of non chain stores and better shopping experiences all together. Says a lot when the high point is a visit to Wilkinsons the area seems to have lost its soul</td>
</tr>
<tr>
<td>I used the town Centre when I did two performances at the Town Hall for Dynamics Rock and Pop Choir it I really enjoyed this. However parking was a nightmare and I was dropped off and picked up.</td>
</tr>
<tr>
<td>More variety of shops.</td>
</tr>
<tr>
<td>Please get rid of the horrible pigeons in the town centre. They fly up at you when trying to walk around and are spoiling the look of the historical buildings and fountain. I know this may upset some bird lovers but they are hardly healthy specimens are not an endangered species so please get rid of them !</td>
</tr>
</tbody>
</table>
it would encourage us as a family to use Dudley town more if there was more high street shops in the town and also more pubs an live music entertainment venues around the area too plus door staff in these places that are professional at there jobs and also move the homeless people off the streets of Dudley too an also do something about the drug culture in Dudley too

Dudley needs to have something to put it on the map. A frost fair in February when things go dull after the excitement of Christmas. A Midsummer Madness Faye with all the shops & Market joining in and fancy dress have competition for a Midsummer Queen and Princess. A Michaelmas Event in September to include Harvest Foods/Street Market food that would complement the High Street Shops and then a good Christmas show with an Ice Rink, which with the coloured lights all these events could be illuminated, last longer and put on line for all to see and order goods if they could not get in to buy from anywhere in the Uk, Europe or wherever.

A wider variety of shops, particularly small independents rather than chains. Roads congested especially at peak times with one way systems making travel into town and leaving town difficult.

Better quality independent shops. More pubs for night life economy.

Dudley market is very poor. Millions was spent on this and the stalls are empty. A strategy needs to be implemented in order to encourage stall holders to set up in Dudley. There are too many charity shops. There needs to be more well known shops within Dudley that will bring people to the town, ie. a Primark would be fantastic situated at the top of the town - top church maybe where there is now another massive charity shop. There is plenty of parking available in and around Dudley to accommodate more visitors, there are some really good pubs etc. A great deal of money doesn't need to be spent, but more vision is required. The older generation who used the market and Dudley have passed on, and the younger generation are not using Dudley because there is nothing there to draw them in.

If there were modern stores that was friendly towards people with family also more healthy places to eat also toilets that was open went needed

Better quality shops, more high street names or more unique individual traders. Better quality pubs/wine bars & eateries. More specialised events e.g Farmer's markets.

Free parking, a market that has a wider / better range of stalls than other local towns, more independent shops, less of a feeling of the town centre being run down, low budget and unloved.

All day free parking. Dudley is losing out on customers due to this.

2 hours free parking is not always long enough and therefore puts people off.

For the town centre to look and feel cleaner and tidier; maintaining pavements, walkways etc - give the town centre more of an individual/unique feel in terms of lampposts (lighting), litter bins, seating, signage, floral tributes/hanging baskets(sponsored), attract more individual shops, a programme of on-street entertainment throughout the year e.g. food festivals, health and wellbeing - dudley is described as a large industrialised market town but its lost it 'industrialised' connections and market town feel. The black country flag, coat of arms should be more evident.
I have lived in Dudley for 13 years and worked in the town centre for 5. I can honestly say I don't know the town centre apart from a few cafes. The odd times I have shopped there I have been suprised at some of the historic buildings. I visit a lot of lovely towns and they are thriving because they capitalise on their town's history but they also have really lovely little unique shops.

I think Dudley Town Centre could be charming. People shop online more than ever but I know myself that if I am looking online and see a really interesting shop, then I am more inclined to visit the town where that shop is. The draw to towns for me is a mixture of history and uniqueness.

Take Ludlow for example, they have a castle, so does Dudley. Ludlow has some really interesting touristy shops - Dudley doesn't! The castle and the town centre need to be much more linked. Dudley has a zoo in the castle, Ludlow doesn't!

One of the problems in my opinion is that the entrance to Dudley zoo and castle is on probably the ugliest street in the whole of Dudley that has no real connection to the town and has even uglier parking. Sometimes things need to stay just the way they are and sometimes they need to be moved. If the entrance to Dudley zoo was moved to the entrance gate by The Fellows pub you instantly have a more attractive entrance with a pub in probably one of the nicest parts of Dudley town centre with the statue, attractive old houses and a lovely church directly opposite. It is just more aesthetically pleasing to the eye. That road then takes you straight up to the market which could be advertised at the zoo. Encourage touristy shops near the zoo/castle to draw people in. Historic events and activities at the castle would help too. The priory is then just down the road and the route to it is still relatively pleasing to the eye. Have leaflets with the history of the priory at the castle to encourage people to look at it or just go for a picnic there.

There is so much history and places of interest around Dudley that Dudley town centre should be the focus for that but instead everything keeps drawing away from it (the museum for example, lovely building, just needed some tlc but now moved out of the town centre). If a town centre encourages tourism it makes it vibrant otherwise it is just a place where people have to be for work and to be honest I don't feel Dudley has any heart and is very disjointed. I would visit more if I felt at all excited by it. It needs a major overhaul.

Better High Street shops. Not been the same since Merry Hill opened.

A range of high quality shops. Feeling safe - currently do not feel safe in the Town Centre after dusk.

better shops, more police about. I personally don't feel safe when I go to Dudley town centre. When I do go on the very rare occasion I like yo take someone with me as I don't feel safe.

More quality evening entertainment venues and more bigger brand stores

If it was a safer environment, especially in the evenings, also if there were a few more venues in the town centre for evening entertainment.
Less charity, cash converter type shops. There is a good variety of places to eat. A Dudley like it used to be with Department Stores, plenty of good quality shops and a thriving market. Dudley used to be a 'day out'.

Buildings are run down and unoccupied. What about giving one year business rates free to encourage small, individual businesses into the town centre and hopefully to see the return of large chains.

Cavendish House site would be better developed as affordable living accommodation to help supply homes to the ever growing student population. Any more shops or leisure complexes developed in this area with adequate parking will kill the town centre even more.

Safer and cheap parking

We have a historical market town, with superb attractions on our door step. I often stand by top church and look down the high street towards the castle and think what a shame. It would be great to see a wealth of different shops to encourage people who visit the local attractions into the town centre to spend money there too.

There are no major retailer in the town centre if their were then it would encourage more visits,
Less charity shops and more well known brands.

There is nothing worth going to Dudley town centre for other than work purposes. Poor quality shops, too many charity shops, vast quantities spent on the Market Square that has had little or no impact on the trade into the town centre. Without quality shops Dudley will never attract the footfall that it desires! Eating houses and town centre living isn't an answer to boost the economy.

If there were more antique shops. Or perhaps a regular antique market once a month (like the one at Newcastle under lyme).

You could hold regular 'themed' markets to make the market place more vibrant and less like the ghost town it is now. It might bring in footfall and help other businesses too. e.g. fabric market, farmer's market, vintage clothing market.

Paint murals on the empty shops. Especially at the top of the town by Argos, that area is so tired.

Make sure that 'no drinking in this area' signs are adhered to. Every day the same people sit on the same benches right underneath these signs, drinking. Why have the sign? Take it away if the instruction is not going to be enforced.

shops other than pound shops and charity shops, a market place with actual stalls, not being accosted by beggars every day. general cleanliness, a feeling of safety (an actual police presence instead of an empty building and a station in a different town). to actually be able to provide a nightlife, to have the museum open in the town centre where it can be easily and regularly visited.
More well known shops, feeling safer, helping the rough sleepers to have other places to go other than the town.

More to do in an evening - especially places to eat which aren't takeaways. Feeling safer due to not being deserted. Extending free Public Wi-Fi provision, as is currently done in Council buildings, to the marketplace and adjoining locations. More distinctive retail offer - shopping which I can't get at Merry Hill.

different shops/ activities
places to eat
feeling safe
free parking

Better shops - more high quality retailers or small independent businesses selling good quality items

The Town Centre is dirty, and needs daily deep cleaning! There are very few good stores worth shopping in, it needs more investment to encourage more upmarket stores to come back to the area. The Town has become a poor shadow of what it used to be 20 or 30 years ago!

More departmental shops.
Cleaner environment

More quality shops and variety of shoes and clothes stores before merry hill.

Subjective but I would like to feel safer

cleaner streets, less homelessness.
better appearance of buildings.
range of higher quality buildings.
the feeling that Dudley is safe, especially when i have children with me. they cling to me when "yobs" are shouting in the centre streets - better security in car parks - again the feeling of safety when walking from car parks - no overgrown trees, paths cleared.
alley's cleaned up - they stink - urine littered alleys.
pavements repaved - unlevel and not nice to walk on.
events in the centres / on the streets.
a sense of atmosphere and good feeling - music playing
remove the pubs from Dudley - there are too many! too much drug taking, alcoholism - smoking on corners of streets etc. support the landlords to help.
i have been shouted at (as a member of staff) directly and up close in my face when walking through Dudley - very intimidating cliente. until the image of Dudley - that it is safe - is improved, you will not get people, or the right people looking to spend and invest time in Dudley - what if we had standards - and communicated and supported how to act in public etc.

Events, like: Beer Festival; Food Festival.
As per below, much improved shopping and leisure facilities...

<table>
<thead>
<tr>
<th>Wider variety of shops and more accessible parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>More disabled parking close to amenities. More interesting, creative and boutique shopping that reflects the tourism opportunities in Dudley. Knocking down the ‘theatre’ and opening up a natural vista and pedestrian route from the town centre to the attractions around Castlegate, museums, archives, cinema, restaurants and so forth. The new leisure centre to be very accessible and particularly making sure the swimming facilities are fat friendly. The regular market to be more diverse in its offering.</td>
</tr>
<tr>
<td>Family friendly environment/ activities.</td>
</tr>
<tr>
<td>Improved leisure facilities.</td>
</tr>
</tbody>
</table>

| The metro being extended to create a direct link to the town centre and beyond, |
| More interesting shops and eateries |
| A major overhaul. The majority of the buildings are empty and / or derelict. There is nothing to go into the town centre for. |

| Parking the same price as Merry Hill Shopping Centre |
| Better signage to find parking places |
| Disabled parking bays in more locations |
| Strategic areas set as Red Routes to reduce congestion (e.g. by Top Church) |
| No right turn from Stafford Street onto High Street or traffic lights to reduce congestion on Stafford Street. |
| More covered areas to get out of the rain |

| More independent shops, supporting local business entrepreneurs. Offering individual / creative goods and services. The town is well served by transport links and carparks, but WHY would you visit when it’s full of fast food outlets/betting shops and pound shops? The charity shops do an excellent job at what they do, but it’s just not enough to tempt regular visits. |
| Dudley is a very scary place to be. There are people sleeping rough and begging. There are groups of Eastern Europeans following you, last time I was asked for money and I felt very intimidated. There needs to be more police. Remove rubbish. |

| Address the homeless situation, you have homeless people by Halifax Bank & Costa, there is a homeless team at Dudley Council Plus, Is there anything they can do to help these people? Less charity shops, as you walk up and down the high street, every other shop is a charity or pound shop. Some decent shops would definitely help or even individual small shop outlets where you can buy quality stuff or presents. Beaties was a valuable asset to Dudley Town Centre, good quality clothes, bedding, toys, embroidery, it had everything and is a loss to Dudley Town Centre. A good shoe shop, clothes shop apart from River Island, gift shop would all help. The stalls on the market are not full either, sometimes the town centre seems so empty which is sad. |

| Shops - stop the charity / poundshops opening up. We need a newsagents, clothes and food shops. |
Better banded shops, M&S, Debenhams, H&M, next etc etc! but never going to happen unless salary paid jobs are created. These organizations are not going to come where they cannot make money! We are lucky River Island is still here! You can try and regenerate the town centre and the council has tried over many years but it will never compete against Merry Hill. Dudley is not a shopping experience especially when competing with the added competition from online retailers, Take Bilston for example.

I live in wolverhampton and that town centre is struggling and that has more branded shops.

I do wish you good luck especially in the world we live in terms of our shopping habits.

More parking or more efficient public transport.

Currently the building all look tired and dirty, clean up of the fronts of the business, upper storeys as well as shop fronts would make the site look more appealing and less ‘down at heel’.

Parts of the town centre, particularly up towards Argos, give the impression of being ‘unsafe’. Making it look smarter would also make it feel less threatening.

Greater variety and quality of shops, free parking

Better quality shops, free parking, nice restaurants, farmers markets, visible local police on the beat who are moving on the out of work people loitering in the town centre making it seem unsafe.

Would like a more variety of shops. Used to enjoy shopping in Dudley when there were the department stores before they moved to Merry Hill shopping centre

FREE PARKING!!!!

I do go into the town centre often but would like a wider selection of shops that would really help the town and stop people going further out for their shopping. I do visit the Zoo regularly & enjoy the events they put on there. My parents have a zoo pass and take my daughter on the Zoo often but it would be good if there were more for children in the town centre.

More Branded Shops, Cleaner Streets, more focus on towns heritage, surveillance.

better array of shops, unfortunately the centre isn't what it used to be, as all we seem to have now are Charity Shops and Cafés. The Centre used to be thriving with a vibrant array of market stalls (not just fruit and veg), and an array of retail stores. however over the years as these shops have left and transferred to Merry Hill, we have been given replacements in Charity Shops and eateries. this is why I personally believe people do not come into Dudley Town Centre and have transferred to shopping in either The Merry Hill Centre, or going further afield to Birmingham City Centre and The Bull Ring.

MORE WELL KNOWN SHOPS, CLEANER AND SAFER ENVIROMENT.

Better quality of shops, free parking

reduced car parking fees and more open shops

Lots of cafes, beautiful flowers in the summer, buskers might even enliven it. Better selection of shops, maybe independents. Festivals (such as food festival, car show etc).
Myself and my family try to shop as much as possible in Dudley town centre to support local businesses. To encourage others Merry Hill needs to close and quality shops need to be brought back into the town centre. There are a number of very “dodgy” shops in Dudley these need to be closed and tighter control on who is awarded licence t trade.

As a Dudley resident very proud of my routes and what Dudley town and in fact all the townships in Dudley used to be like it is now a pitiful state.

The recent Heritage Day was fantastic. We had a wonderful day out and would do something like this again. We had access to some historic buildings and learnt a lot. Unfortunately some buildings were not available to view and the mural in Dudley town hall was not on show. Also the top floor of the Crown was not open because it is used by the council and it was locked up. This meant no access to the turret and this was a disappointment. So more history activities please.

More shops.

- More special market day events like food festivals, themed market days, farmer's market days - ‘flea market' type days - brings character back to the town and makes it a destination for something different. If this was tied into the Black Country museum’s success which focuses on the historical side this could work in bringing visitors out of the museum and back up to the town. E.g. peaky blinders themed market events, craft markets, traditional market days with independent stall holders etc.

- Cultural events - it draws people in, family friendly events that focus on arts, theatre, dance etc. The café called Gather which is based on Dudley High Street has really tried to tap into this and it brings a great deal to the town. More of this please.

- Some of the buildings need smartening up - there are some fantastic buildings in Dudley but they aren't well maintained and this detracts from the appeal of the town centre.

- More recognizable places to eat - there are no chain restaurants for evening meals etc. in the town centre itself. They are slightly out of town at Castlegate. It might give the town a different feel if there were evening options for meals in the town centre- maybe this could be focused around the town hall to take advantage of people already visiting the town for concert/theatre/events etc.

- I'd love to see a shopping offer for people who are environmentally conscious e.g. a bring your own container and fill-up - waste reduction type shop where there is minimal plastic. If this was done well this could be an alternative shopping offer and could actually save those on low-incomes money.

Redevelopment of the high street up past top church, more independent shops, decent places to eat and drink in the evening.

More for young people to do, particularly teenagers.

I have also noticed that there are some walking trails around the borough on the website, but these are not well publicized. It may also encourage more families if these were more interesting, for example, made into a treasure hunt or spy trail, rather than just a walk around the area, so that people can have fun while learning about the area and history.
less smoke
more one off shops / boutiques
better parking - lighting etc

Dudley Town is best to shop for daily use, banking, paying bills and for tourists.

More variety of shops, Sunday flea market. Compress the centre. By this I mean. Demolish the trident centre and build houses on the land. A decent supermarket in the centre.

If it was completely knocked down and rebuilt.

More shops (not charity shops, money shops or bookies) shops that we actually could use, less alcoholics, drug dependants and beggers

Cleaner safer town
**What would encourage you, your family and future family to go into and enjoy Brierley Hill town centre more often?**

<table>
<thead>
<tr>
<th>More specialised shops</th>
</tr>
</thead>
<tbody>
<tr>
<td>It needs to be smartened up. The current street scene (shop fronts etc) is dire, there are a few shop owners that try really hard with the appearance of their shop front but the majority look uninviting and dirty. Brierley Hill high street needs updating but with Merry Hill on it's doorstep it will always struggle because it doesn't offer anything that MH doesn't and parking is free and it is a more pleasant place to shop.</td>
</tr>
<tr>
<td>Footfall in Brierley hill is worse than Dudley, most opt to go to merryhill ,not sure how your going to get it back ,but lower buisness rates for hight st shop owners would help and encourage more higher end shops.</td>
</tr>
<tr>
<td>A better variety of shops and not just fast food takeaways. Empty shops being filled. A leisure Centre to be built to meet the needs of the residents within Brierley Hill. I miss Brierley Hill Leisure Centre greatly, it was a fantastic hub for the community with great facilities for exercise.</td>
</tr>
<tr>
<td>Why go to Brierley Hill when you have Merry Hill!</td>
</tr>
<tr>
<td>Better shops</td>
</tr>
<tr>
<td>The environment needs to be more family friendly, as the high street is very busy this is not necessarily a good place for mothers/children to meet and participate in any activities.</td>
</tr>
<tr>
<td>The area would benefit from improved pedestrian access around the area.</td>
</tr>
<tr>
<td>I only use Brierley Hill for Asda, Home Bargains, GP surgery and pharmacy - as there isn't much else there apart from charity shops and takeaways!</td>
</tr>
<tr>
<td>If it was less dilapidated.</td>
</tr>
<tr>
<td>I used to go but now feels quite threatening and derelict</td>
</tr>
<tr>
<td>safe and convenient parking</td>
</tr>
<tr>
<td>I work at Harbour Buildings and currently shop in Brierley Hill one lunch time per week, mainly for the Pound Shop, Home Bargains and the excellent fruit &amp; veg stall on the market. Shorter queues in the Post Office on a week day lunch time would be a bonus though. Brierley Hill currently offers the type of shopping you wouldn't really go to Merry Hill for, however it would probably become more attractive to a wider range of people if it was spruced up a bit and didn't feel so run down.</td>
</tr>
<tr>
<td>It has the appearance of being very run down and just isn't an attractive place to shop, although aspects of it, such as the market place are very busy and seems to have a thriving community all of it's own, the rest is really dowdy. It has the potential to be a lovely old shopping area but needs smartening up. Feels very washed out, grubby and stuck in the 70's. it also isn't considered to be a very safe area.</td>
</tr>
<tr>
<td>Better looking properties upgrading run down buildings. Better quality shops and less fast food and mini markets</td>
</tr>
<tr>
<td>More variety of shops and some bigger brand stores</td>
</tr>
</tbody>
</table>
To feel safer, to have clean and inviting shops/market area. It feels very run down, takeaways leave mess around the area and has very little to attract anyone to want to visit the high street. Local businesses need support in order for them to offer a place people want to visit.

I notice in your survey that you don't ask the obvious question which is "Why don't you go into Brierley Hill town centre"? I think if you did you would have more relevant/informative answers instead of making assumptions based on the question above vehicle which doesn't provide accurate hard facts that will go some way to addressing the issues. I think if you asked the question most people would give you the same answer.

Feeling Safer and having a motivation to go, there are no shops etc that I would go out of my way to go to Brierley Hill for. Especially as Merry Hill is around the corner.

Better shops and better parking.
Need a range of better quality shops.
The street scene looks tatty and uninviting.
More organised/defined street parking may help
More high quality independent traders

Subjective I want to feel safe

better nearer parking to the centre. bring back bowling or other recreation.

less fast food places.

Banking. Currently only the Post Office. Brighter cleaner more colourful street view. Better choice of shops. Only Greengrocer is now on the market. More independent shops selling a variety of merchandise. Less charity shops but not none. Outdoor market a couple of times per week.

My local bank is in Merry Hill
Nice quality family restaurants/coffee shops
Feeling safe and secure especially at night
Need a better link with Merry Hill
Farmers markets with good quality produce
Nice boutique shops
Pedestrianised high street
Very little family entertainment in the area (swimming baths was closed bowling was closed)
The high street is run down

Increase in safety. Improved cleanliness. More 'high street' shops/banks and less takeaways.

Wayne Beeze Comedy Club is excellent. Took my family in. Quality restaurant would be good. Currently it's all a bit cheap and nasty.
Not sure that is possible.

Family friendly environment/ activities.
Improved leisure facilities.
Improved parking/ less traffic.
Feeling of safety

Pedestrianize the High Street, close all the fast food and foreign shops and replace them by trying to attract valuable retail shops, coffee shops and restaurants. Maybe work with Intu to develop the High Street and tie it more closely with Merry Hill and give discounted/free business rates to attract better/larger chains

It is a no go area, it is ok in day but at night it is very scary. There has been fighting, knifings. A lot of Eastern Europeans.
It needs more police and harsher punishments. Too many takeaways and not enough general shops.

More variety of shops needed

To make it a safer environment. Encourage nicer shops into the High Street, places where you can buy decent goods. Make it a brighter and cleaner environment.

Better selection of shops, less empty shops, if it 'looked cleaner' - looks tired, drab and dated. Less 'cheap pound shops' and off-licences.
Less traffic through the town. Too many shops closed and too many charity shops. Need a better variety of shops. Tidy up public areas and ensure litter bins are emptied regularly. Introduce more seating where possible in public areas.

town very untidy, buildings look unsafe, cheaper and more parking, better range of shops.

A more attractive atmosphere - better quality shops, cafes, flowers, trees.
Better quality shops, more parking, safer night time environment

More shops of interest to the public and more inviting coffee shops and family friendly pubs and less shops that bring down the look of the high street. More police presence on the high street and need to do more to tackle anti social behaviour from local drug addicts and alcoholics who hang around the high street all day. Lots of Romanian and Asians hang around on the high street also in gangs and it is very off putting.

bring back the swimming pool
more shops

Nicer environment and to feel safer

Having less hair salon and fast food restaurants. Also putting a stop to people sitting outside the shops making people feel uncomfortable.
More family friendly shops and family food places to eat.

A wider variety of good quality shops

safe environment, safe parking and shops! Give me a reason to visit, day and night!
**Suggest what information the Panel should hear - Dudley**

We have the impact of Merry Hill and other out-of-town shopping centres have had on Dudley high street, and it's clear that 'the High Street' can't compete, so it has to do different things.

Firstly Dudley High Street needs to attract customers to it, and it can do this by offering different things to the out-of-town shopping centres like specialist shops, street events/entertainment e.g. a celebrity visiting, book signing sessions etc. also free give-away's e.g. balloons for kids, police/fire engines to look at, so that people are enticed to visit the high street again.

Secondly to help people to get to the high street, it needs to offer plenty of free parking, good bus and rail/metro links.

Thirdly, people need to feel safe so a police presence is required.

Fourthly, good toilet facilities in multiple locations

Fifthly, lots of benches for people to sit down and rest, plus some nice flowers for people to look at while they are wondering around.

Finally, a ‘wow factor’ is needed. I think back 45 years when I used to visit Dudley as a child, and I used to love wondering through the Church Hill centre looking at the mosaic picture, and the large fountain next to the market. So Dudley needs some more ‘wow factor’ attractions that will draw people into the town.

Get more from the newly refurbed Marketplace.
Links with other places to visit
More Entertainment
Quality retail outlets

Councillors are a joke with at least 30 years of under investment in the town, and there is still a cancer on the landscape called Cavendish house. And they still take the salaries. Invest in Dudley town centre ASAP! and redevelop Cavendish house site now.
Unfortunately over the years, Dudley has seriously declined and if I didn't work here, there is nothing that would encourage me to visit the town centre. The top end of Town from Asda down to Wolverhampton Street and Wolverhampton Street itself are very run down. The buildings where the shops are linked too need a good clean up and makeover. Also there is a lot of graffiti on buildings particularly around King Street area. There are also too many charity shops and not enough big name stores to encourage people to come. There is always litter everywhere and unfortunately there are lots of people roaming around the Town taking advantage of vulnerable people. You always have to keep your guard and you certainly wouldn't want to go the town at night. The Market place redevelopment hasn't improved the town at all. Every time I visit, there are always loads of empty stalls, so the rents need to be reduced to encourage people to have stalls. Also, I've seen people trip on the slabs that were placed there as it's very uneven and can be a health and safety hazard!! It's also sad that there are lots of empty units in the Trident Centre, Fountain Arcade and especially Churchill Centre. It's a disgrace that Cavendish House is still standing and I don't agree that when that finally gets knocked down that building a new retail unit there (Portersfield) is the right thing going forward especially when we have 3 other centres that to me are struggling and should be utilised better. Instead, I think it will be good to have something like an ice rink being built as that is something that Dudley Borough hasn't got. Also, the Hippodrome needs to be knocked down and with investment being pumped into the Town Hall, we should concentrate on making sure that is fit for purpose going forward with the entertainment. Also, car parking needs to be improved. It's quite a walk for people (especially older people) from either Flood Street or Stafford Street getting to certain parts of the Town and with Dudley being very hilly, this can be a big struggle. A multi purpose car park near the centre of town (around Priory Street area) I think can help with that. Also with the new leisure centre going on Flood Street, there will be less car parking there and with increased usage for the leisure centre as well, this will have a knock on effect for the town centre this needs to be looked at. The bus station desperately needs sorting as well.

Anti social behaviour in the town

Get the cllr's to go into the Town and try to shop.

Have some events to encourage people to go into the town...Street Food, pop up markets, local shops / traders.

Get rid of the charity shops.

Regenerate more shops that will stay open. Merry Hill took all the shops with it when it opened in the late 80's. Dudley has struggled ever since. Even though a lot of money was spent on the market place in Dudley, there are still only a few stall holders who all sell fruit and veg. Therefore whatever the money gets spent on to make Dudley worth visiting - make sure it's a long and lasting investment.

Free parking would help, also Dudley Council employees who earn less should be entitled to free parking. Have Free parking days for everyone that will help. Those who live near and can walk should be encouraged to walk to increase fitness level.
This package would be a good investment as it would encourage the footfall into the borough. Once here people would see the other Jems that Dudley has to offer: Castle, Canal Trips, Black Country Museum, Glass Museums and the Zoo. Coming in for special events would add to the normal shopping offer, all of whom have offered to work with us when we were doing "Portas Bid" to go that extra distance. As a Council we do have good support from our traders.

why are empty units not used for residential use? Shops are a dying trend now and the sooner this is realised, the better. Politicians should be looking to use these empty buildings to house those in need, as opposed to looking to destroy green belt.

As above.

the panel should hear view from people from all ages and all cultural

Shrewsbury is a good example of a town centre that is nice to visit. It feels like a day out rather than a place you just go to get the shopping done. It would be worth seeing if anything they do in Shrewsbury can be replicated in Dudley.

Look at the areas of Dudley that are pleasing to the eye and have history and utilise those or go for a super modern facelift that is aesthetically pleasing. Ugly, soulless, 70/80's buildings with tacky frontages selling or promoting tat don't make for interesting shopping.

Disability / pedestrian access should be considered. E.g. pedestrians could not have been considered much with regard to Dudley Bypass, which makes pedestrians sometimes having to go "all around the wrekin"!

as above

The high street look tired with a lot of empty units which doesn't project a thriving town centre,

It seems that there has been a decline in Dudley Town centre for a number of years. Some of which can be attributed to the Merry Hill Centre however, in my view poor/difficult decision making is an ongoing thing with the future of the town centre, is it ever going to change. Why are the public being consulted over this now when most people have been saying the same thing for decades. Aren't there supposed to be experts/business analysts who are paid to know what the issues are and how to solve them, particularly with the change in shopping trends and customer expectations. As said earlier - charity shops aren't the way forward - yes they may keep an empty shop open but there is only a limited market for this kind of shopping. The bench mark for me is that if WH Smith (the staple in most town centres) can't make a go of it in Dudley it speaks volumes. The same applies to Brierley Hill - in great decline. It is dirty, unwelcoming, empty shops and the list goes on. It is never going to be a shopping centre again. People will divert to the Merry Hill centre, alternatives need to be found for it. The Market is a draw but it is not enough to bring people in (other than local residents). Moving traffic out of the town centre has done nothing to improve the footfall in the centre and has only moved the problem elsewhere. (the new by-pass hasn't solved anything an expensive mistake in my view).

Reduce the rates for new businesses (if you haven't already)

Organise 'Black Country days out' tours. Dudley is rich in history and has lots to offer. It will bring people in from all over the country by the coach load. These people would then shop in the town which hopefully would see a rise in 'gift' type shops, tea rooms and restaurants. It would give the hotels a boost too.

Viewpoints from local businesses. Also gather information from people at other locations such as Merry Hill, Castlegate complex, gornal village and see why those thriving areas are more appealing than the 'town centres'.
A low-cost proposal for public Wi-Fi in the marketplace was considered by Community Forum a while ago, but not progressed at the time. As far as I am aware, this proposal remains viable.

Better shops - more high quality retailers or small independent businesses selling good quality items
Dudley has the potential to be like Ludlow. It has a castle and tourism. What it lacks is good independent shops. It needs an 'artisan' market or 'creative' market.
There is scope to link this to the visitors economy.
Street food events may also reinvigorate the town.

Daily deep cleaning to remove litter and old chewing gum from pavements!
More seating area's needed, as there are a lot of elderly people that use the Town Centre, and there are not many places that people can take a break.
Develop the Churchill Precinct and encourage a big name department store to come back!
Under cover market area as the refurbished one is not fit for purpose should have been undercover.

actually spend time - not a survey and clipboard, walking around, experiencing and not just on the high street - look at areas that people have to park at and walk through to access the high street.
This is a good start, but Merry Hill is an issue as its excellent and Dudley and Brierley Can't compete. Need a special reason to visit. Look at how Ludlow has regenerated itself.

Dudley has had its life sucked out of it since the Merry Hill Centre was opened. When I was at college during the late 80's/90's Dudley was a thriving town packed with top named retailers, it even had a Ferrari garage positioned to the top of castle hill, what a change.
I would suggest for Dudley's Churchill Shopping Centre to be revamped and be assigned as a Designer Outlet Retail Centre, the same as the ones as in Gloucester, Birmingham [Resorts World] Portsmouth, Chester [Cheshire Oaks], York and Bicester Village. I believe there is one being built just outside Cannock also. This sort of centres are thriving and after all, Dudley has everything which no other have, history, a castle and the black country museum.

Info from local businesses and charity organisations that support the vulnerable people of Dudley.
The campaign by Councillors to 'save our theatre' is ill advised. It is an eyesore that is preventing the link between the town and the tourist area being opened up.

We also need to consider the carbon footprint of whatever you do.
1. Planting trees to offset carbon
2. Using sustainable materials
3. Buildings and infrastructure that is passive with respect to heat and cold and requires minimal heating/cooling
4. Making the town open and friendly to public transport, pedestrian and disabled access, with planned parking that has minimal impact on the town centre.

Ensure children and young people’s voices, views and opinions are heard.

Visit and talk to people who have regenerated other town centres across the country.

If rarely go into Dudley town centre as I do not feel safe.

Take photos of Dudley, night and day, look at crime and statistics. Seed how many people are homeless.

Help the people sleeping rough

Discount for market traders so the market is not only a few stalls

A lot of money has been spent on making the market place look lovely, the footpaths etc are much better than the old cobbles. We have great facilities in Dudley like the town hall / zoo / newish bus station and free parking for 2 hours but what's the point when there are no decent shops to encourage you to come into Dudley. It's a shame. It used to be such a fantastic town. Being here everyday for work you are limited where to go on a lunchtime as only Boots / Superdrug / River Island and New Look to shop in. By closing all the big name shops and essential shops i.e. newsagents and moving the post office to top town forces people to go to merryhill where there is a wider variety.

I think the upper high street should be turned into nice quality housing to encourage professional people to live in the town. All the existing shops should be given financial incentives and be relocated in the area by the market and down towards the castle. This would link into the current and future transport links i.e. bus and tram stops. The town needs some popular high street shops back like Marks and Spencer, Next, Primark, JD Sports, Claire’s Accessories and the council need to offer financial incentives to make this happen. A few more artisan coffee shops with pavement seating for summertime, some restaurants like Pizza Express/Bella Italia and holding farmers markets on a weekend would attract professional people to spend their hard earned cash in the town. Free parking needs to be in place to be able to compete with Merry Hill and also Castle Gate restaurants.

Would like a more variety of shops. Used to enjoy shopping in Dudley when there were the department stores before they moved to Merry Hill shopping centre

I believe more people would shop there & visit if the parking was free of charge. Merry Hill has free parking & so there's no rushing around clock watching, no extortionate parking fee & no parking fines/ penalty charge for returning late to your car.
Personally, I am nervous when walking around Dudley High Street, I don't feel it is safe or clean. It would be nice to see more surveillance or community officers.

**TAKE A WALK AROUND THE TOWN AND SEE HOW RUN DOWN IT IS AND DIRTY.**

Dudley town is now just too big, needs shopping area reducing, more green space and trees planting, introduce cheaper parking. It has a great base with zoo, castle, market and heritage buildings.

As above really

More Heritage Days please and more buildings open during the heritage days. However if you could avoid them clashing with Open London that would be even better as we always visit Open London and similar events. Also, I believe Dudley has an amazing fossil collection and it would be nice to display that somewhere.

I think Dudley has huge potential for a historical market - people are attracted to the region to the Black Country Museum. Why not spread that appeal to Dudley town itself? Other historical market towns work well e.g. Ludlow, Chesterfield etc. I think this could offer visitors a different shopping experience to Merry Hill for example. Themed market days, farmers markets, craft markets, flea markets etc. They bring character back into the town.

the voice of young people in the area

Give access to vehicle into the town and stop the one way system and less of traffic wardens in the town the have set up tramp in Wolverhampton st Dudley.
**Suggest what information the Panel should hear - Brierley Hill**

The retail industry is changing rapidly and so the 'high street' needs to change with it. Today we have large out-of-town shopping centres all around us and the traditional high street shops can't compete with there range and volume of products on offer. Therefore the high streets need to adapt and change accordingly to sell specialist products, but these specialist products need to ones that customers want e.g. specialist food and drinks.

Also, people won't go these out-of-town centres for nights out, so high streets should concentrate on these.

There are always transport issues on the high street, so there needs to be free parking available, plus good bus, rail or metro links to enable customers to get there easily.

The panel should hear view points from shoppers, the shop owners, the landlords, the police with regards to anti-sociable behaviour in the town and any other issues and question why it happens. If people do not feel safe they stop using that space/town.

The high street is really run down and needs a lot of investment. Some of the buildings look really ratty and run down. Looking up you do need to question some of the roof structures and gutters.

Link Brierley Hill to Merry Hill and make it into one large EXPERIENCE. The old and the new but trading and working as one. With linked transport and walkways, maybe even use the Metro to link the two with no cost to passengers for the short hop.

As I live near Brierley Hill, I find it very sad to see the decline it is going through especially the last couple of years. Like Dudley, it is very run down and needs a good facelift and the only shops keeping it going are Asda, Home Bargains, Iceland & Brierley Hill Market. Without these, I believe it would be a ghost town. Unfortunately with Merry Hill literally being down the road, the major shops go there as they will get guaranteed footfall there, so Brierley Hill will always get neglected. People coming to the area get attracted to Merry Hill as there is so much there and you can park very easily as well, something you can't do in Brierley Hill. The traffic flow is still an issue. The Bypass was meant to ease congestion, but at peak times the traffic is very bad which again puts people off from coming back to visit the town. Also at the start of the bypass by Church Street, the first thing you see is a big shop selling alcohol (Brierley Drinks Stop) and then just by it is the Mecca bingo place which you could say is promoting gambling, so I don't think these are sending positive messages to encourage people to visit!! I think moving forward that sadly you could probably get rid of a lot of shops in the high street and use them for housing (especially that green belt is now being threatened with development), move certain shops that are doing well like Home Bargains to the Moor Centre (which again it's a disgrace that there are empty unity there) and make that end of Brierley Hill the main centre up to the Market Place especially with the new Metro terminating around there. From the Market Place downwards towards the Civic Hall, convert those shops into housing.

Community perspective, including family a wide ranging perspective from families who live in the local area...what change do they wish to see?
| **Cut down on the number of takeaways allowed along Brierley Hill High Street.** |
| Regenerate the area with more shops that will encourage people to want to go to Brierley Hill and shops that will stay open and not go bust within months. |
| Ensure it's a safe place to be - it's a flat area for walking but can put you off going there at night |

| **Policing** |
| Some money needs to be made available to revamp this town centre. It is very close to Merry Hill Shopping Centre and if people thought this was a historic high street, which it is, that they wanted to visit, with a variety of interesting shops with attractive frontages they would make the effort to go there. As it stands it has no appeal. |

| Most people I speak to (Friends/ family/colleagues) say they wouldn't visit Brierley Hill now as it has little to offer. Most of it feels very run down |

| **I think whoever is on the panel need to ask blunt questions and expect blunt answers and respond to them in a positive way and not make some 'flowery' marketing response to it. I think if you asked people why they don't go to Brierley Hill you would have a majority answer that says it is dirty unattractive, empty/poor quality shops that will never draw people in. Hard facts need to be addressed and resolved and I'm sure there is probably good intention to do so however, without the commitment from politicians and experts to seriously address these problems things will never change in Brierley Hill. You can smarten up the High Street with a lick of paint and some trees/shrubs but unfortunately that isn't going to solve the problem of Brierley Hill competing with Merry Hill or catering for the change in shopping trends and what sort of retail offer would work in the town centre. Very negative response from me but said with the best of intentions, no point in 'sexing' things up to no avail.** |

| **I believe the intu merry hill team should be apart of discussions as they have taken away business from all town centres within Dudley.** |
| Better shops and better parking. |
| Need a range of better quality shops. |
| The street scene looks tatty and uninviting. |
| More organised/defined street parking may help |
| More high quality independent traders |

| **Brierley Hill town centre has been in constant decline throughout my lifetime 35+ years. Little if anything has been done to address the departure of traditional high street stores and services. The High Street area no longer has a bank with a cash point. Only the post office has a free ATM I would consider using.** |
| **I am concerned for my safety when using the High Street after dark. I regularly experience groups of males watching me. The town centre area has dim lighting, there are numerous ally's and small side roads which are very dark, have lots of litter and broken glass.** |
| **My elderly family members will not use the town centre. They do not feel safe and find it dirty. Instead they will travel by car to use services and shop at locations they feel safe in and are cleaner.** |
| **I would urge members of the panel to individually walk the High Street after dark. This would help to highlight the safety fears residents have.** |
Look at the Ludlow model. Food festival is really good.

Traffic issues, and reducing number of empty shops and empty sites, improving facilities for cycling and walking and links to the canal as well as Merry Hill.

Ensure children and young people's voices, views and opinions are heard.

All the foreign euro mini markets and Kurdish/Romanian shops are selling fake/illegal cigarettes. gangs hanging outside the shops on the pavements.

Crime Figures, incidents reported. Photographs of town at night. Perhaps a councillor should walk through the town at night as see exactly how it is and then report back honestly. Bring back some of bigger shops and get rid of some of fast food outlets.

Listen to the people who used to shop in Brierley Hill but now find it an unsafe place to be. Also what shops people would like to see back in the High Street to encourage more people to go there.

the increase in cheap supermarket type shops that specialise in items that appeal to EU / non EU people (i.e. other than UK), and the surge in Barber Shops seems to have bought with it an increase in violence, drugs, and the risk of sexual exploitation of minors - not just in Brierley Hill.

There was a recent incident on the high street in Brierley Hill which resulted in the involvement of several Police Officers. The High Street does not feel such a safe and welcoming place to shop as it did several years ago.

Panel need to walk around Brierley Hill and see how many empty shops there are and how much traffic passes through the town. Crossing the road by the Moor Centre is a matter of life and death.

Suggestion would be to make to High Street one way (towards Dudley direction) except for buses or emergency vehicles, using the bypass for other traffic. Install cameras to stop traffic using bus lanes and introduce fines for those doing so - the money could go towards regenerating the High Street and surrounding area.

major refurb on existing properties, entertainment increasing and more car parks.

There are far too many food outlets and charity shops......
Pedestrianise the high street, upgrade shop fronts, encourage owners to refurb flats above, raise rents and replace more undesirable tenants who are using intimidation and ASB to deter visitors. (before a tipping point is reached, it's pretty close). Block pave street, allow large canopies (let's face it, it rains a lot) create a cafe culture visitor experience, maybe outdoor specialist market running down centre, building on the inside market and the good stuff now happening there. Put the capitals into MARKET town! Encourage/subsidise local businesses back into town, Create a small enterprise culture where new start ups can give it a go, with support. Bring back some start up grants and enterprises business advice and support. Create community groups to support, promote and engage with the high street. Provide good transport links to and from Merry Hill and Dudley. Put on a free bus if you need to until metro is plugged in. Build on the Brierley Hill in Bloom. Let's see some flowers! CCTV and positive police presence. Note: BHill is fast becoming a no zone at night, even for a quick chip shop visit as the demographics change. The variety of shops is also changing as it serves a wider community but is not welcoming to established residents. I am an ex high street resident so have seen the issues increase over several years. That's all off the top of my head and wish I could do a more in depth blue sky / wish list proposal 😂.