



**Grays Town Centre**  
**Consultation with businesses and organisations**  
**based in Grays**  
**Report of Findings**  
**March 2013**

## SUMMARY OF MAIN FINDINGS

**1. Why do businesses and organisations locate in Grays?**  
The clear main reason for locating in Grays town centre is access to customers, with 71% of respondents identifying this as their reason for locating in Grays. Other reasons were identified with around 10% identifying town centre facilities, property prices/rental values, support services, and transport links. Respondents were also asked to identify positive reasons for locating in Grays. Access to customers was again the main positive reason. Other reasons featured more strongly with 41% of responses identifying proximity to amenities/services/other organisations and 21% of responses identify transport links.

**2. What would improve Grays?**  
A wide range of suggestions were made including:

- More police/better security/night time policing/CCTV
- Better parking/free parking/free parking for businesses/better sign posting of parking
- Better road system/improve one way system/traffic flow/deal with congestion/remove bus lanes.
- Wider range of shops and restaurants/cafes /more places to eat/more places for entertainment/big name retailers.
- Wider range of businesses/business centre/affordable business premises/attract blue chip companies
- Improve the appearance and make the town more welcoming/improve facilities such as toilets

**3. What should the future role of Grays be?**  
Respondents generally see a mixed role for Grays in the future. The emphasis is on Grays being a place for entertainment, culture and socialising (60.9% of responses) and a place for markets and events (53.6% of responses). There was also strong support for convenience retail (40.6%). Developing Grays as a place for communities to meet and as a centre for business based around professional office based services and business centre space received lower levels of support. But the level of support for these was none the less significant with 34.8% and 23.1% of respondents support respectively in favour of these.

**4. How good is the Grays town 'offer'?**  
Public transport and ease of access within the town centre are considered to be good or very good by most respondents. Opinions about car parking, and access in to the town were mixed. A large proportion of responses considered these to be poor/very poor but slightly more considered them to be good/very good (36.8% and 42% of respondents respectively).

Opinions about safety in the town were mixed but the balance of opinion (44.9% of responses) considered the town to be poor/very poor in this respect

Opinions about litter and graffiti were more mixed with similar numbers of responses rating the town as good/very good, average, and poor/very poor. However the balance of opinion (37.7% of responses) was that the town was poor/very poor.

In other respects the majority of respondents identified Grays as being average, poor or very poor. This was particularly the case for a range of issues that respondents see as the basis for the future of Grays; for example selection of shops, leisure and entertainment, cultural facilities, range of events all scored poorly in the survey.

## **5. How likely are improvements to encourage people to visit Grays town centre?**

Respondents identified a wide range of potential improvements with the most popular being lower parking charges, wider range of shops, cafes and restaurants, better facilities for visitors and improvements to lighting and signage.

Grays market receives very strong support with over 80% of respondents supporting additional market days and a range of different types of market.

