



similar treatment for the main town gateway which is the entrance across the river to the High Street. The proposals for all eight environmental areas are linked with a plan for Town Trails where environmental upgrading is suggested for all the main paths in the town (Figure 3.53).

Unfortunately, in the case of Haverfordwest there was neither time nor finance for the inclusion of residents in the perceptual study. A perceptual study is a useful technique for site analysis but it is given greater authority when members of the public are involved in the survey. For a public exercise of this nature to be useful, it should be part of a wider project in participation where people can freely express views about the problems in their neighbourhood, suggest ideas for its development, and become involved in the management of their environment. The perceptual study should be advertised as part of this more far-reaching exercise of public engagement in planning. For the perceptual study, the views of a wide range of users is most useful. Participants should include residents, people who work in the area and visitors. It is good practice to identify particular groups of user for inclusion in the exercise. Such groups may include school children, youths, young mothers, working people, the aged and those with disabilities. Using Lynch's techniques participants are asked to make a sketch map of the study area.<sup>30</sup> The resulting sketches are analysed to discover those elements common to all users. The common perceptual image should be checked against the designer's own mental map of the area (Figures 3.54 and 3.55).

**Figure 3.51** Haverfordwest, proposals for the Central Environmental Area.