



CITIZENS' PANEL RESULTS OCTOBER 2016

FINAL REPORT

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Stratford-on-Avon District Council
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APPENDICES

- *Please list here any other speciality markets in Stratford District that you have visited in the last 12 months.*
 - *Please list here any other types of market you would like to see in Stratford Town.*
 - *In general what do you look for in a market? If other, please specify other things you look for*
 - *If you do not visit markets, what are your reasons? If other*
 - *Do you think that investment in sports and leisure provision in the local community will contribute to...?*
 - *Have you used the Stratford District Council website to access information about any of the following leisure services?*
-

1.0 Introduction

The Council has a Citizens' Panel, which contains a representative sample of people living in the District of Stratford-on-Avon. By surveying this Panel, it is possible to obtain views and opinions broadly representative of local residents. The following results are from the October 2016 Panel.

2.0 Methodology

1,159 questionnaires were sent to the Stratford District Council Citizens' Panel – 431 by email and 728 in the post. 522 were returned, with 27 sent back for reasons such as gone away, no longer interested. A response rate of 46.1% was achieved. The survey took place from Monday 3rd October to Thursday 27th October 2016.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases, anomalies appear due to "rounding".

The term "base" in the tables and charts refer to the number of responses to a particular question.

3.0 Summary of Results

3.1 Markets

Stratford-upon-Avon Charter Market

- Residents were asked whether they shop or visit the Stratford-upon-Avon Charter Market on Fridays. Compared with 2011, those visiting it had fell by 6 percentage points to 28% in 2016.
- Asked whether the number of stalls at the Charter Market met their requirements, seven out of ten residents said it did, however this figure was down on five years ago.
- Respondents were asked about the quality of stalls and this also saw a drop compared with 2011. 76% said it met their requirements down 15 points on 2011.
- There was a big drop in scores for those who felt the Market met their needs for the variety of stalls offered. In 2011 the figure was 81% but this fell to 52% in 2016.
- Asked to rate the Charter Market, three-quarters of residents (76%) said it was very or fairly good, with a quarter giving it a poor rating.

Stratford-upon-Avon Farmers and Craft Market

- More respondents attended the Farmers'/Craft Market in 2014 (41%) than in 2016 (24%).
- In 2011, 80% of respondents felt the number of stalls met their requirements, when asked again in 2016 this had fallen to 60%.
- In 2011, 91% of respondents stated that they were happy with the quality of stalls; this figure dropped dramatically in 2014 to 56%, but has risen in 2016 to 73%.
- 81% of respondents in 2011 said the variety of stalls met their expectations. However this has significantly dropped in five years, as 55% of respondents now feel the variety of stalls meets their requirements.
- Just under three-quarters of respondents (73%) rated the Stratford Farmers' and Craft Market as very or fairly good.

Stratford-upon-Avon Saturday Antiques and Craft Market

- One in ten residents shop or visit the Antiques and Craft Market on a Saturday.
- There was a drop of 22 percentage points for residents that felt the number of stalls met their requirements from 91% in 2011 to 69% in 2016.
- Two-thirds of residents (68%) who shopped or visited the market felt the quality of the stalls met their requirements. This was an 18 point drop on 2011.
- 63% of those who visited the market felt the variety of stalls met their requirements, a 14 point drop from the 77% recorded in 2011.
- 71% of those who visited the Antiques and Craft Market rated it very or fairly good. 6% did rate it very poor.

Stratford-upon-Avon Craft Market (Waterside)

- In 2011, 7% of respondents visited the Craft market compared to 28% in 2016, a rise of 21 percentage points.
- 87% stated that the number of stalls met their requirements; this was 6 percentage points down on 2014.
- The score for what respondent's think of the quality of stalls meeting their requirements at Stratford Craft Market has remained constant over the three periods at 85%.
- Seven out of ten residents (70%) felt the variety of stalls at the Craft Market on Waterside met their requirements, down 12 points on 2014.
- For those who have visited the Stratford Craft Market on Waterside, 88% rated it as very or fairly good.

Christmas Market in Stratford

- Residents were asked whether they visited the Stratford Christmas Market held in 2015 in Bridge Street. Just under half (48%) said they did.
- 86% of panel members felt the number of stalls met their requirements.
- Exactly three-quarters of respondents felt the quality of stalls met their requirements.
- Exactly two-thirds of respondents felt the variety of stalls met their requirements.
- For those who have visited the Bridge Street Christmas Market on Waterside, 81% rated it as very or fairly good.

General Questions on Markets

- Asked whether they would like to see a Christmas Festival as an enlarged market lasting up to four consecutive days, 57% were in favour and 23% were not.
- Residents were asked a general question on why they buy things from markets. 68% felt it was because they can purchase speciality goods not available in the shops, 65% wish to encourage small business and just over half (54%) like the atmosphere.
- When asked what they look for in a market, the highest percentages are the variety of stalls with 71% in 2016, a small drop on the 2014 figure of 73%.
- The appearance of stalls at 44% is the next most important aspects. Interesting the availability of low cost items has fallen from 35% in 2011 to 19% in 2016.
- The numbers not visiting markets has fallen from 24% in 2011 to 17% in 2016.
- The goods on offer is the main reason why they do not visit with 24% (down 11 points on 2014), with the wrong day of the week and lack of variety also prevalent – both 20%.

3.2 Sports and Leisure Provision in the District

- Just under two-thirds (64%) of those surveyed rated the range of sports and leisure provision in the District in terms of opportunities and choice of activity (Leisure Centres, Play Areas and Community Centres) as either fairly or very good, compared to 7% rating it either fairly or very poor. Poor ratings were at an all-time low, with 7% of

respondents rating them as fairly or very poor.

- 96% of residents felt it was very or fairly important that SDC provides opportunities for local residents' participation in sport and leisure, down one percentage point from the previous survey.
- Findings were similar to those from previous surveys. 95% were of the opinion that investment in sports and leisure provision in the local community will contribute to an improvement in people's health, this the highest figure recorded.
- 69% felt it would contribute to an improvement in making the area a better place to live (down 6 percentage points from 2011, but similar to other surveys' findings) and 54% indicated that it would contribute to an increase in jobs for local people, down 4 percentage points from 2013, the lowest recorded figure.
- Exactly half of those surveyed thought that it would bring a reduction in crime, a figure constantly repeated over the four surveys.
- 69% of respondents felt teenagers were the priority group for investment in sports and leisure provision, up by 12 percentage points from the 57% recorded in 2011. 18% stated older adults (aged 60 plus) which was 14 percentage points less than 2011, and 13% young children (up to 12 years old).
- Six in ten (59%) of those surveyed said they had not used the SDC website to access information. Of those that did use it, almost three quarters (72%) used it to access information about leisure centres or swimming pool timetables. This represents a fall of 3 points from 2013 (75%).
- 62% of residents rated the SDC website section for leisure services as either fairly or very good, a rise of 18 percentage points on 2013. Those rating it fairly or very poor rose from 4% to 7%.
- The highest awareness was for the Stratford Skate Park at 43%, the same percentage as 2013. 42% had heard of the Sport Relief Mile and 40% had heard of activities for older adults, such as bowls and health walks, down by 9 percentage points from 49% in 2013. A similar drop came for the play areas maintained by SDC, down 6 points to 40%.
- 28% of those surveyed had used the play areas maintained by the SDC in Stratford town the same figure as the previous survey.
- 19% would like to do / use if they could the activities for older adults, the highest for any of the activities listed: 7 percentage points lower than in 2013.

3.3 Sports and Active Recreation

- Over half (54%) confirmed they had not visited / participated in local leisure pursuits in the last 12 months, which was the highest for the six surveys. 19% of those surveyed said they visited / took part in local leisure pursuits more than once a week, which was the highest percentage, recorded over the survey period.
- Currently, 65% of respondents regularly participate in walking, the highest figure but 7 percentage points less than in 2009 (72%). 57% participate in gardening, down 6 percentage points from 63% in 2011. Almost three in ten (29%) went swimming, 5 points up on 2013.
- Exactly one in five of those surveyed participate in sports and active recreation five times a week or more, representing an increase of one point from 2013, and 8

percentage points higher than the 12% recorded in 2009. 18% said they never participated, 6 percentage points more than in 2011 (12%), but less than the remaining surveys (when it ranged from 26% to 27%).

- Residents who participated in sport and active recreation were asked what barriers prevented them from doing so more regularly or ever: over four in ten (42%) said time. Over a quarter (27%) stated health reasons. 18% felt they were too old to get involved and 17% felt activities were too expensive.

3.4 Dementia

- A quarter of Panel members (24%) were aware that the Council has a dementia action plan and is working towards being a dementia friendly organisation.

3.5 Rough Sleepers/Beggars

- When questioned whether they had noticed beggars and people sleeping rough in Stratford District, two-thirds (67%) confirmed they had compared to a third (33%) who had not. This represents an 11 point rise in those who have noticed this since January 2016.
- In October 2016, almost six out of ten respondents (59%) felt the situation with beggars and those sleeping rough in Stratford District was worse than a year ago, with 38% saying it was the same and just 3% better.
- 64% of respondents said it was very important that there are services that are available in Stratford town for rough sleepers/beggars. It was 50% in January 2016.

3.6 Venture House

- 12% of Panel members were aware of the Venture House Business Centre.
- 17% of residents said they run a business and work from home.
- 5% were thinking of starting up a new business, 4% required business advice or support and another 4% would require the use of a meeting space.

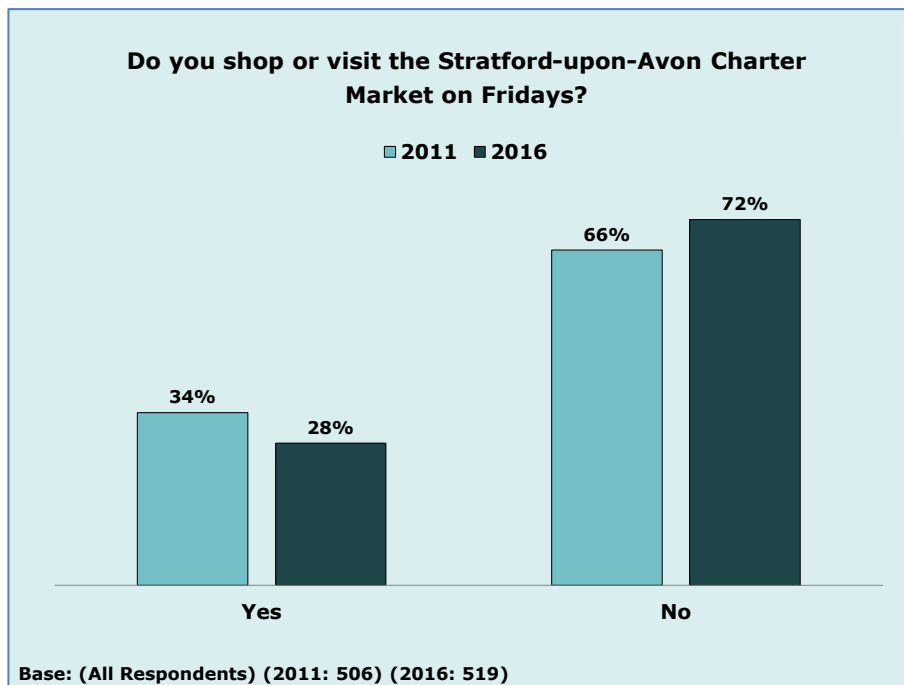
4.0 Results in Detail

4.1 Markets

4.1.1 Stratford-upon-Avon Charter Market

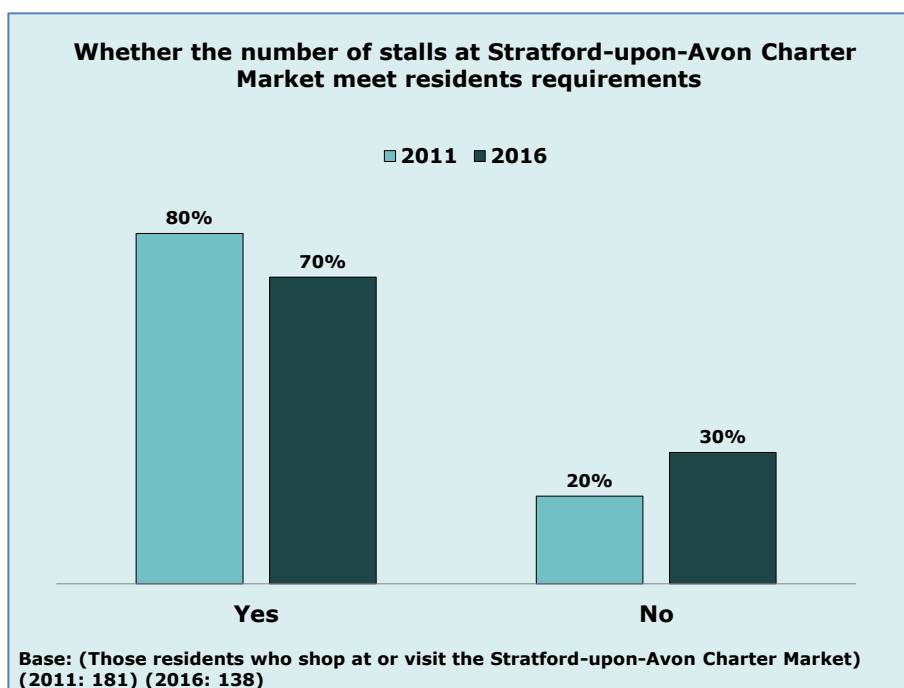
Residents were asked whether they shop or visit the Stratford-upon-Avon Charter Market on Fridays. Compared with 2011, those visiting it had fell by 6 percentage points to 28% in 2016.

Chart 1:



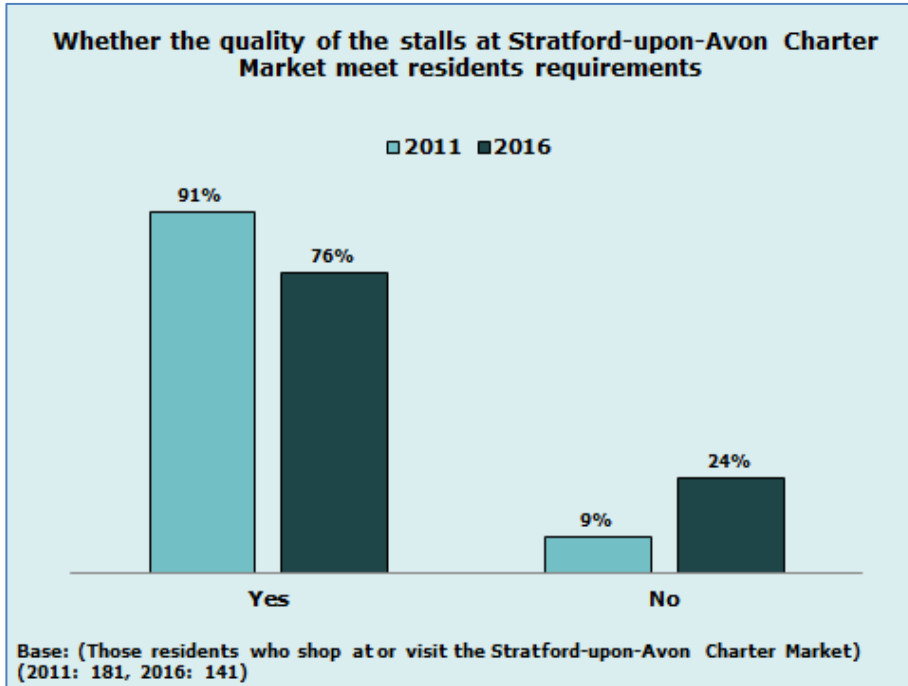
Asked whether the number of stalls at the Charter Market met their requirements, seven out of ten residents said it did, however this figure was down on five years ago.

Chart 2:



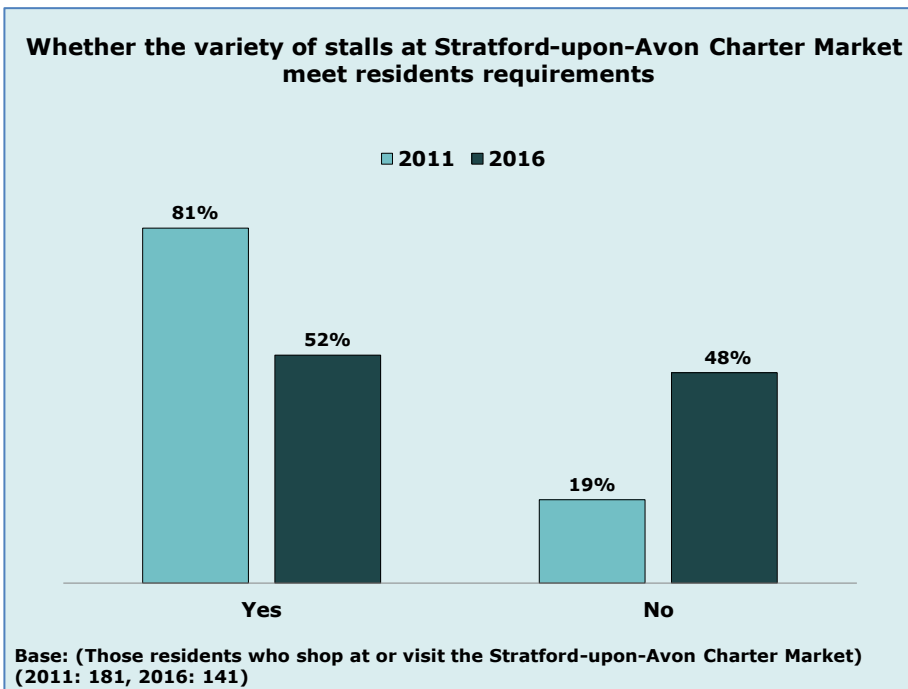
Respondents were asked about the quality of stalls and this also saw a drop compared with 2011. 76% said it met their requirements down 15 points on 2011.

Chart 3:



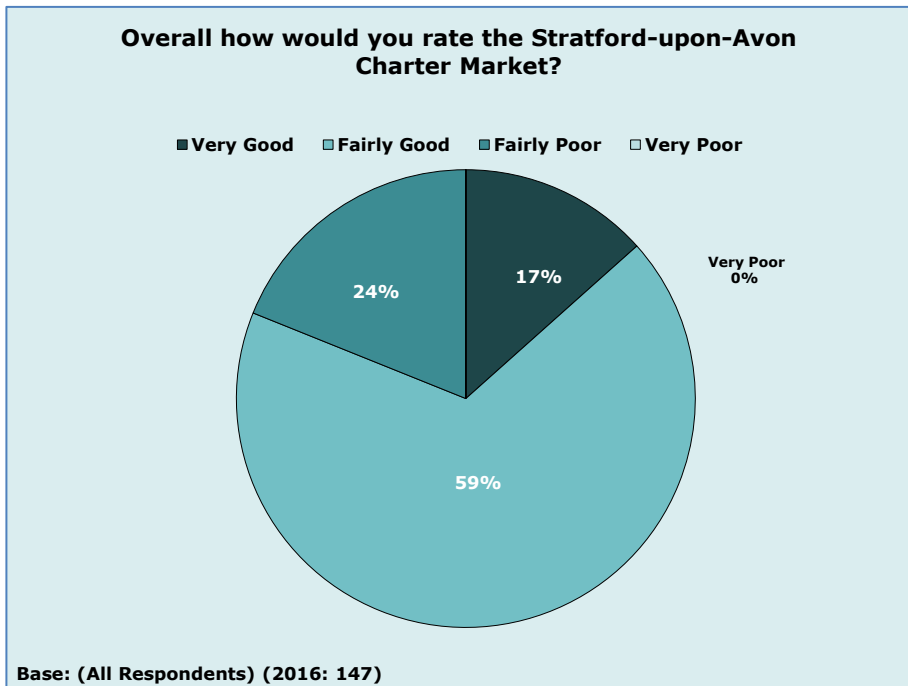
There was a big drop in scores for those who felt the Market met their needs for the variety of stalls offered. In 2011 the figure was 81% but this fell to 52% in 2016.

Chart 4:



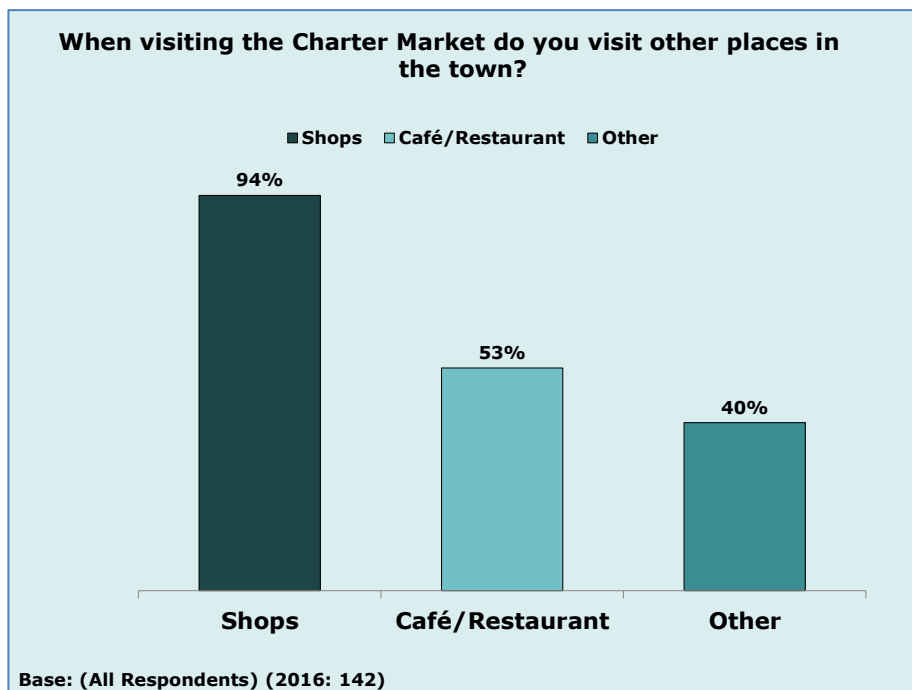
Asked to rate the Charter Market, three-quarters of residents (76%) said it was very or fairly good, with a quarter giving it a poor rating.

Chart 5:



Whilst visiting the Charter Market, 94% of residents visit shops, half go for something to eat or drink and 40% do other things.

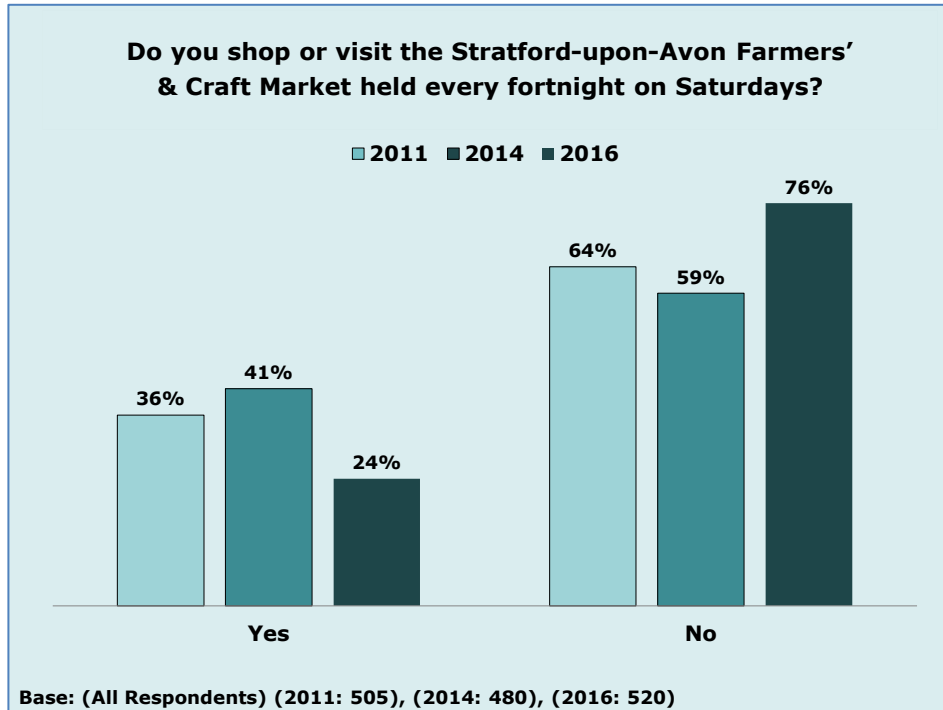
Chart 6:



4.1.2 Stratford-upon-Avon Farmers and Craft Market

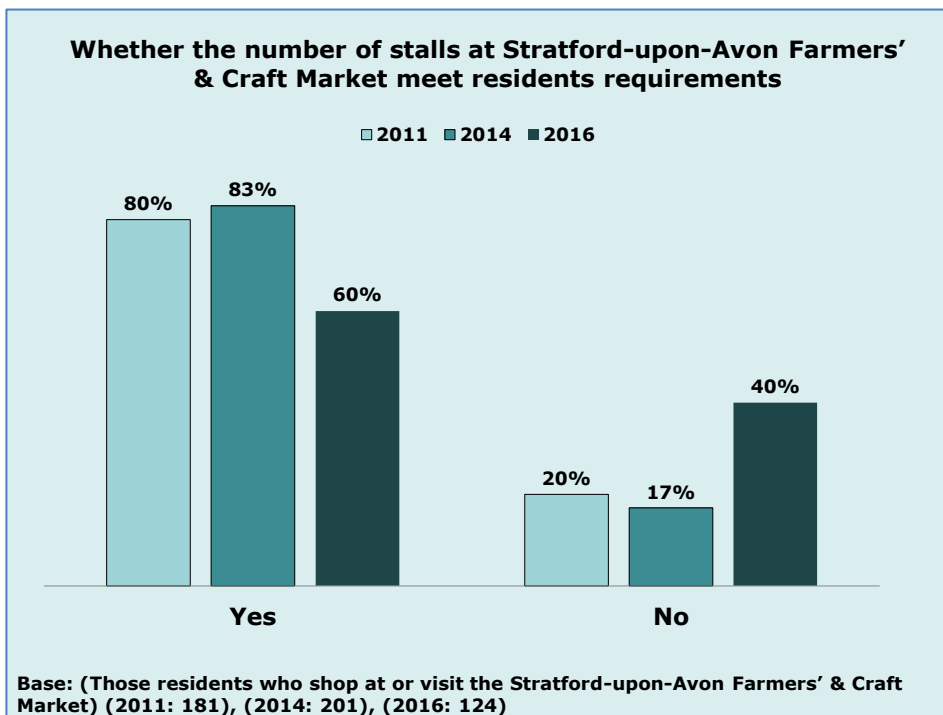
More respondents attended the Farmers'/Craft Market in 2014 (41%) than in 2016 (24%).

Chart 7:



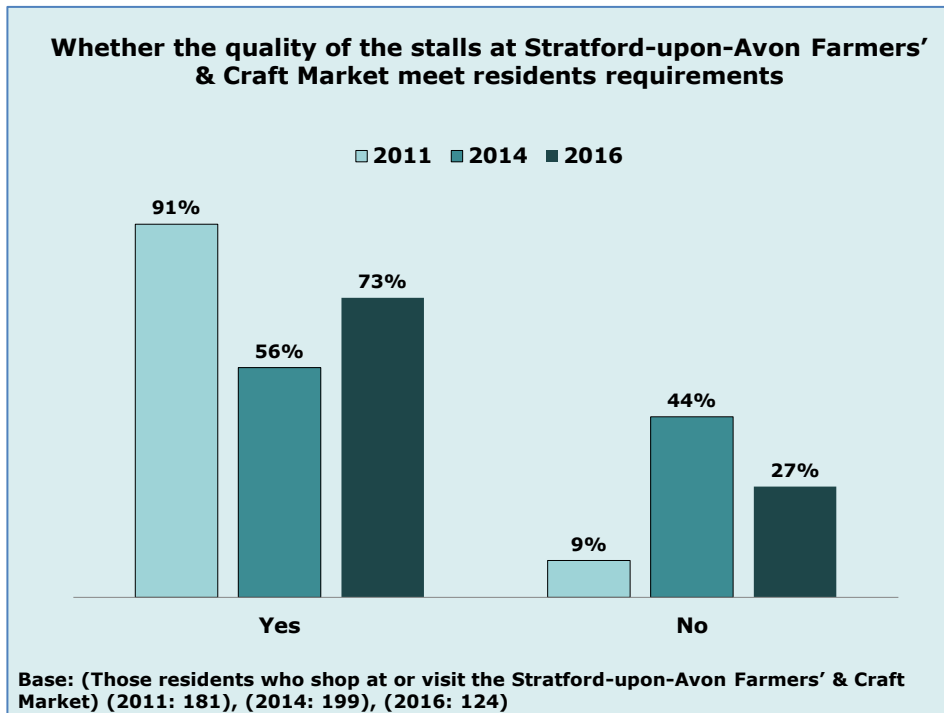
In 2011, 80% of respondents felt the number of stalls met their requirements, when asked again in 2016 this had fallen to 60%.

Chart 8:



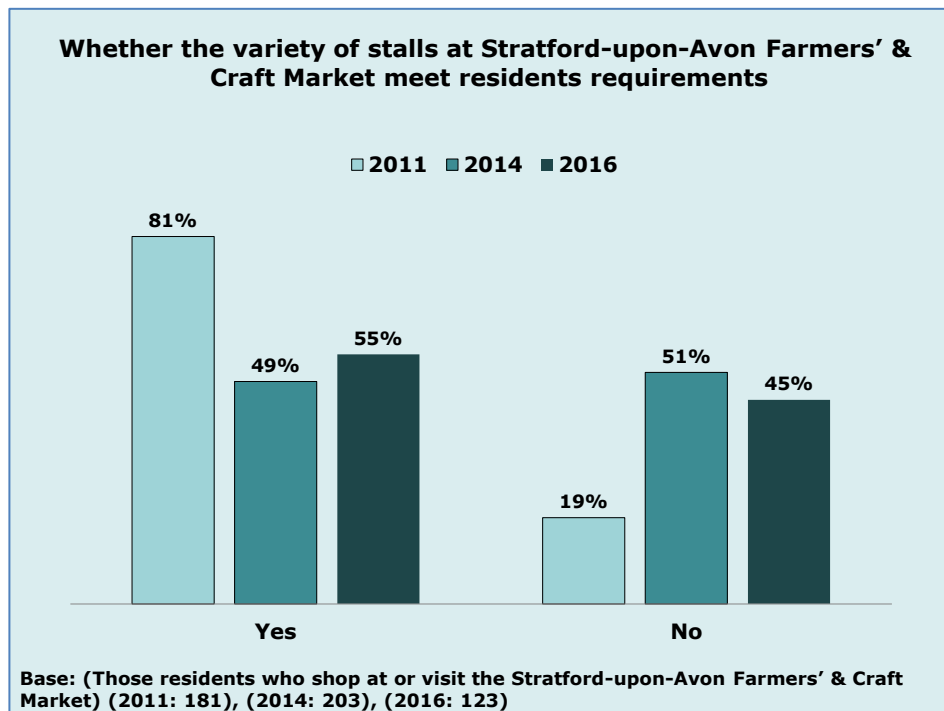
In 2011, 91% of respondents stated that they were happy with the quality of stalls; this figure dropped dramatically in 2014 to 56%, but has risen in 2016 to 73%.

Chart 9:



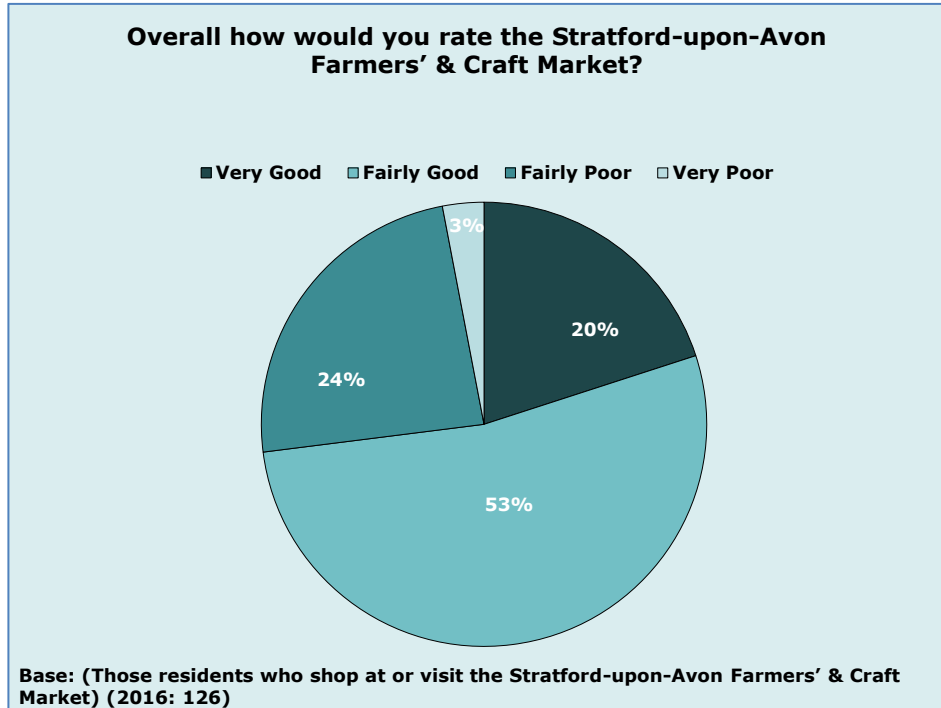
81% of respondents in 2011 said the variety of stalls met their expectations. However this has significantly dropped in five years, as 55% of respondents now feel the variety of stalls meets their requirements.

Chart 10:



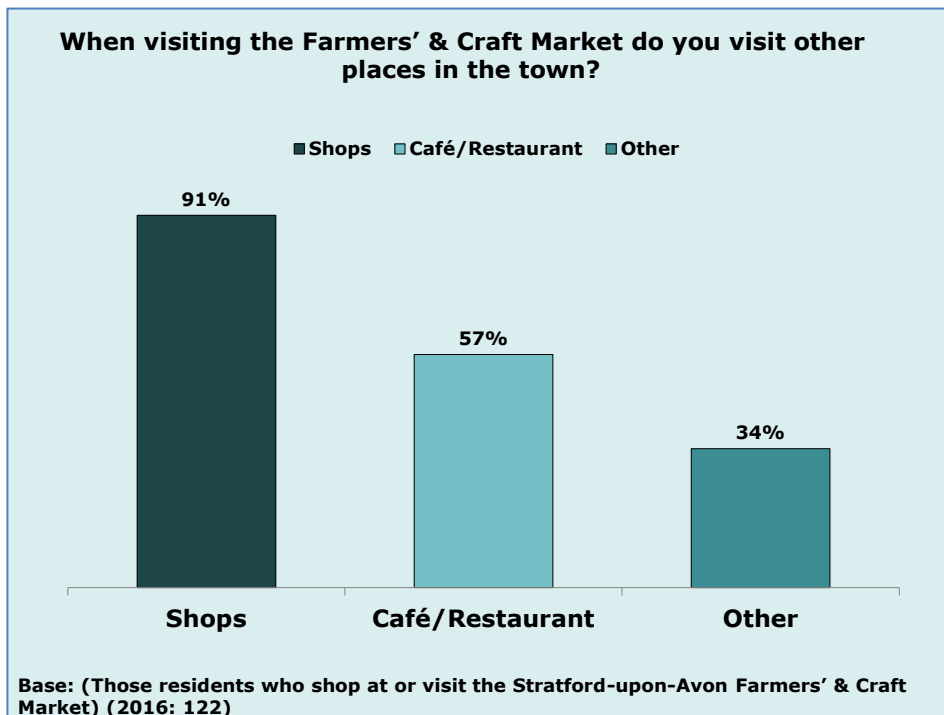
Just under three-quarters of respondents (73%) rated the Stratford Farmers' and Craft Market as very or fairly good.

Chart 11:



Asked whether they visited other places in the town after shopping or visiting the Farmers' and Craft Market, 91% said they went shopping, 57% visited a café or restaurant and a third did other things.

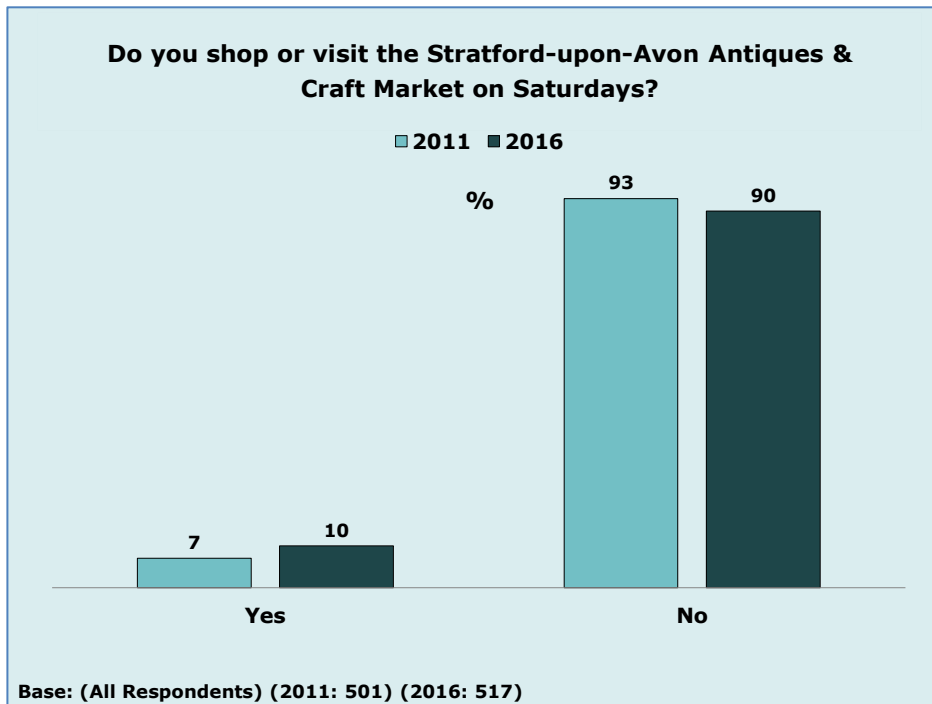
Chart 12:



4.1.3 Stratford-upon-Avon Saturday Antiques and Craft Market

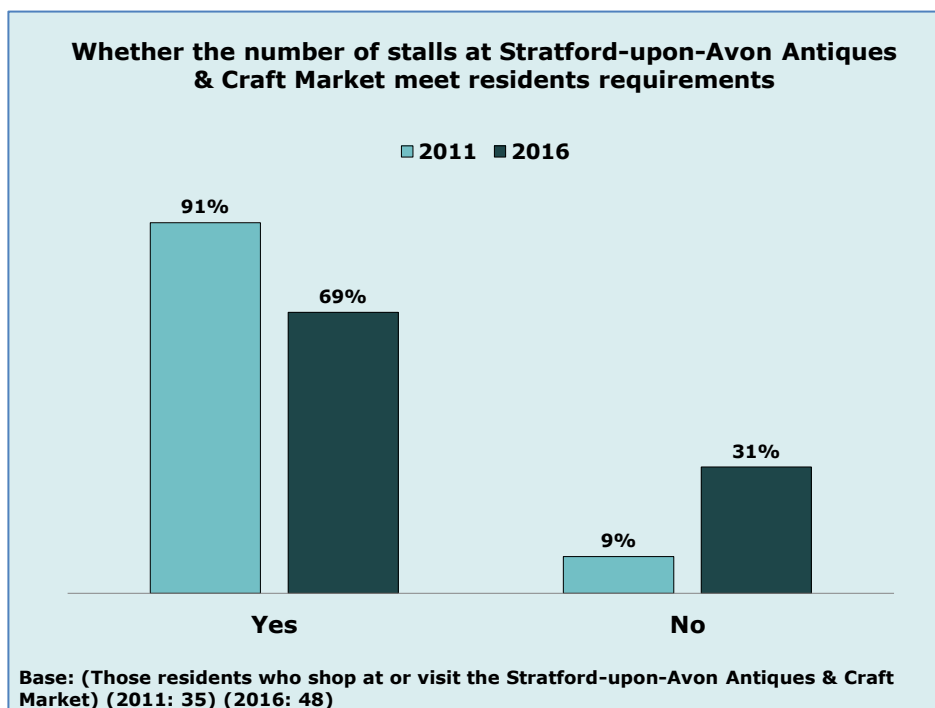
One in ten residents shop or visit the Antiques and Craft Market on a Saturday.

Chart 13:



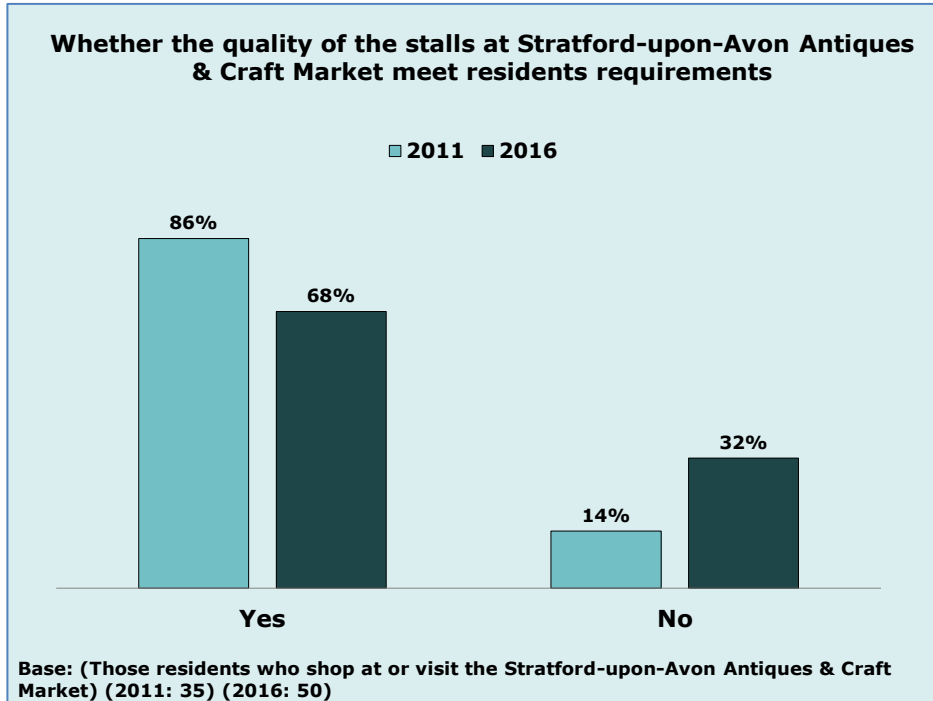
There was a drop of 22 percentage points for residents that felt the number of stalls met their requirements from 91% in 2011 to 69% in 2016.

Chart 14:



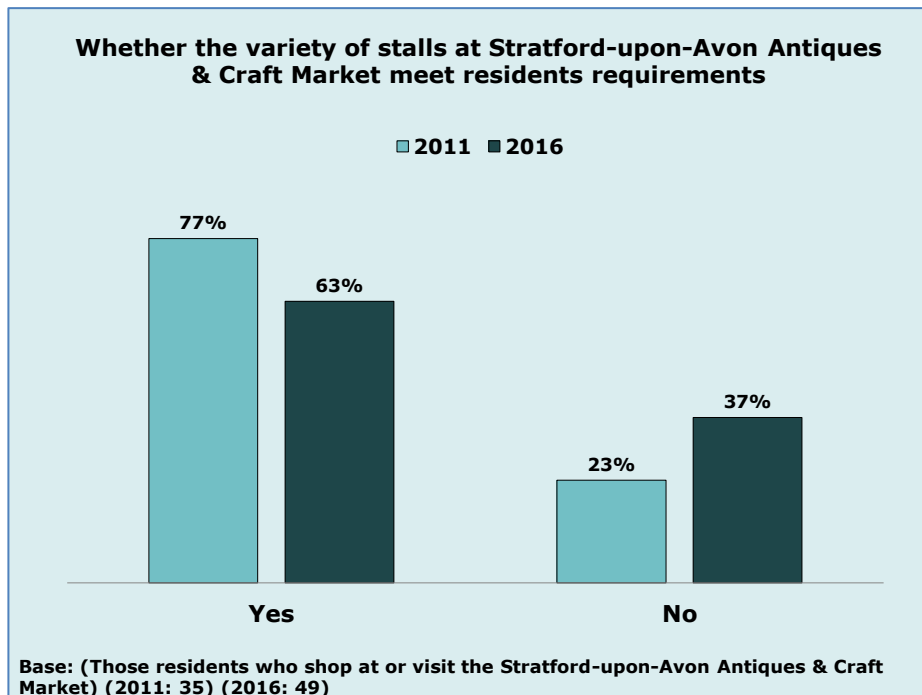
Two-thirds of residents (68%) who shopped or visited the market felt the quality of the stalls met their requirements. This was an 18 point drop on 2011.

Chart 15:



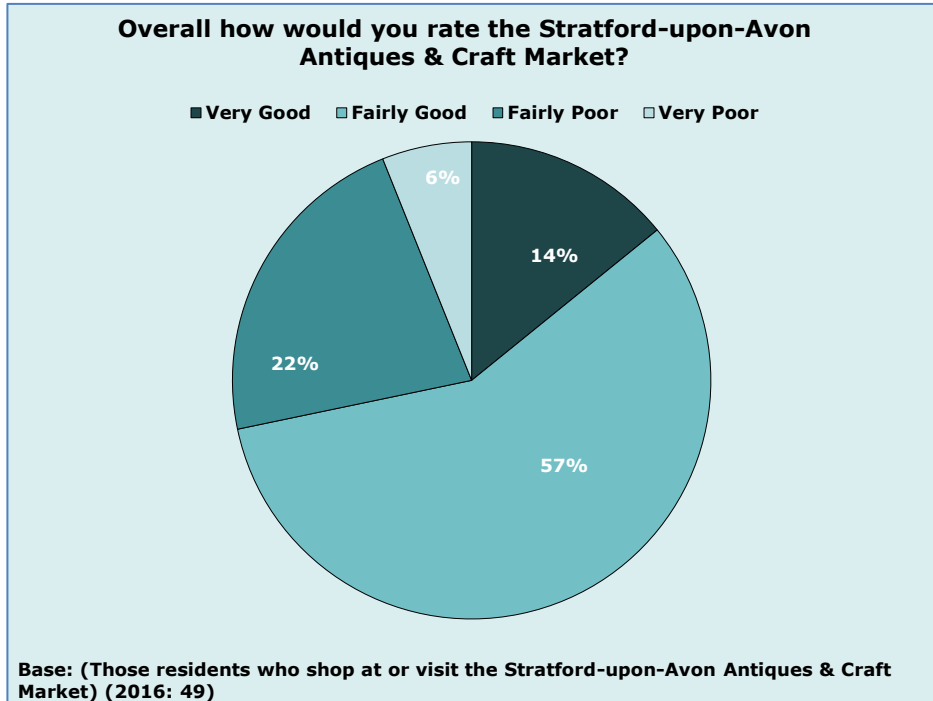
63% of those who visited the market felt the variety of stalls met their requirements, a 14 point drop from the 77% recorded in 2011.

Chart 16:



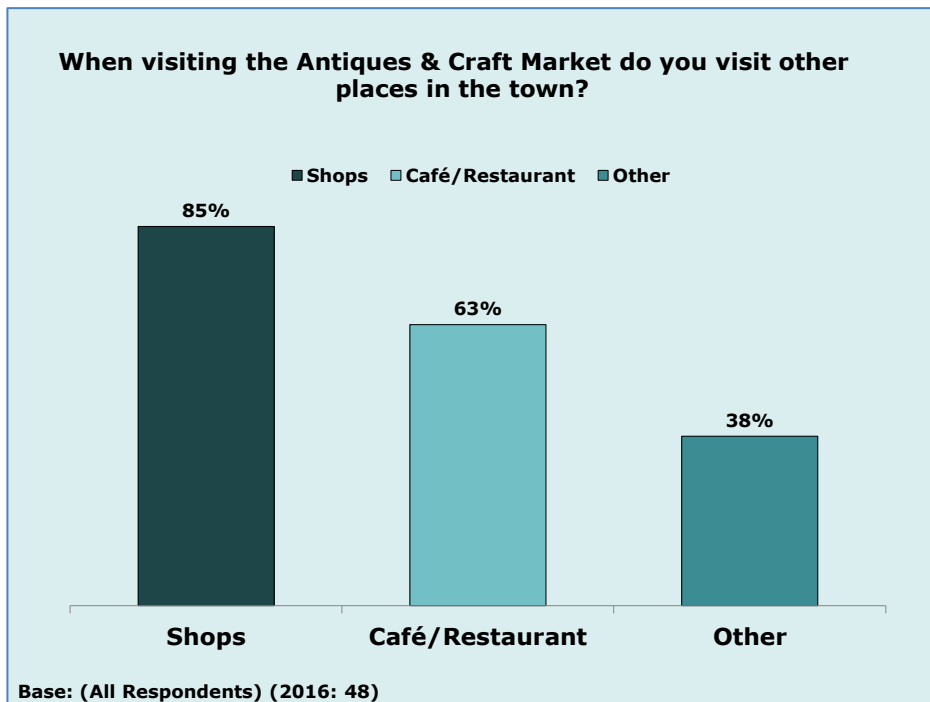
71% of those who visited the Antiques and Craft Market rated it very or fairly good. 6% did rate it very poor.

Chart 17:



85% of people visiting the Antiques and Craft Market go to the shops in Stratford, 63% visit a café or restaurant and 38% do other things.

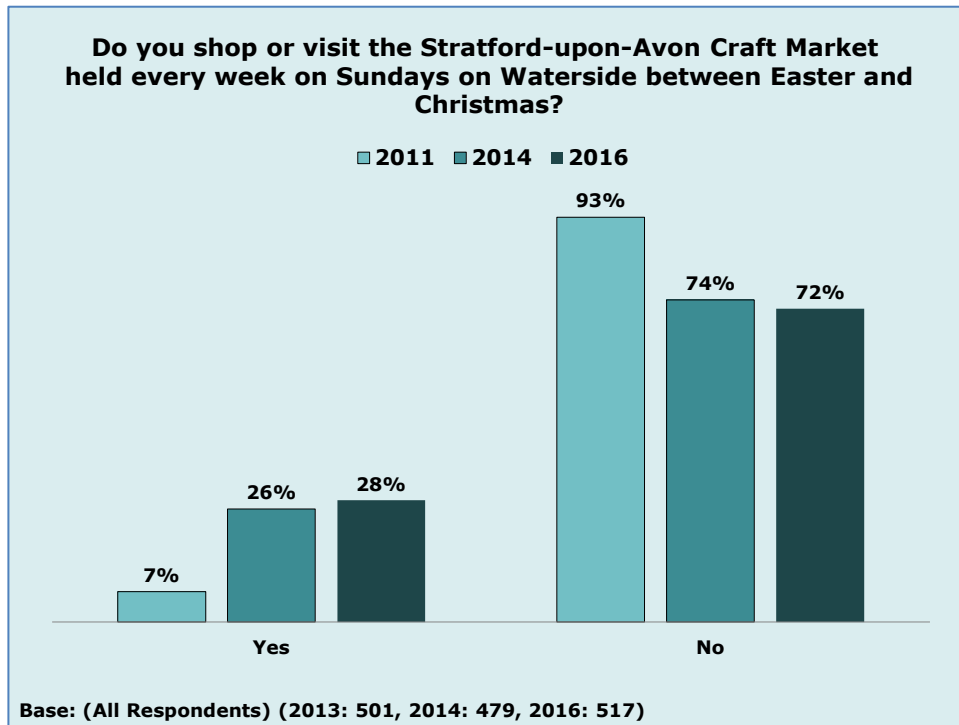
Chart 18:



4.1.4 Stratford-upon-Avon Craft Market (Waterside)

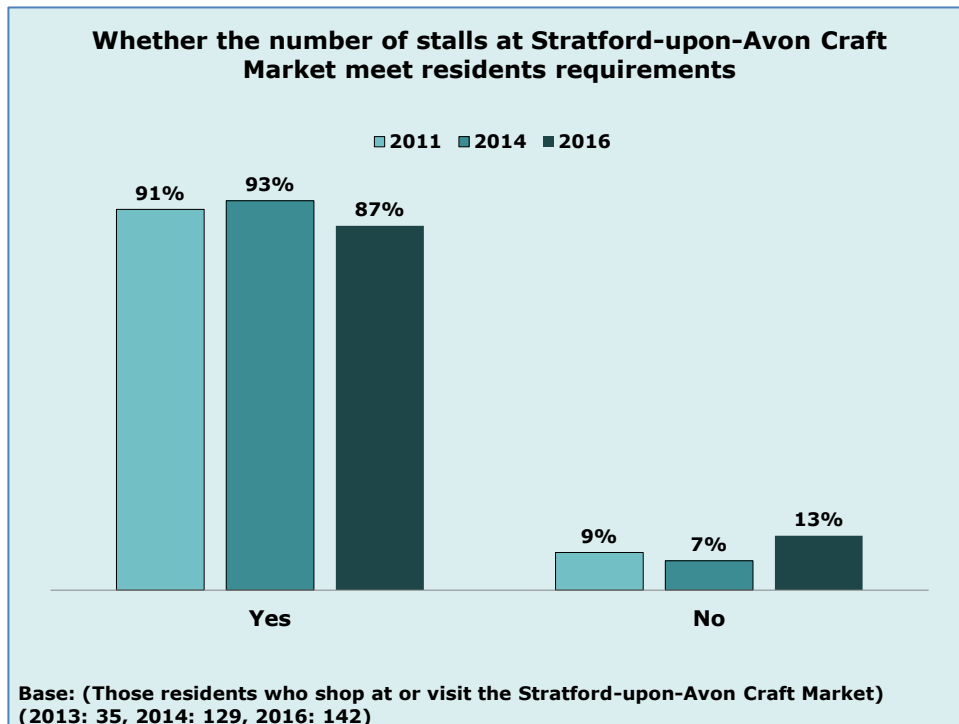
In 2011, 7% of respondents visited the Craft market compared to 28% in 2016, a rise of 21 percentage points.

Chart 19:



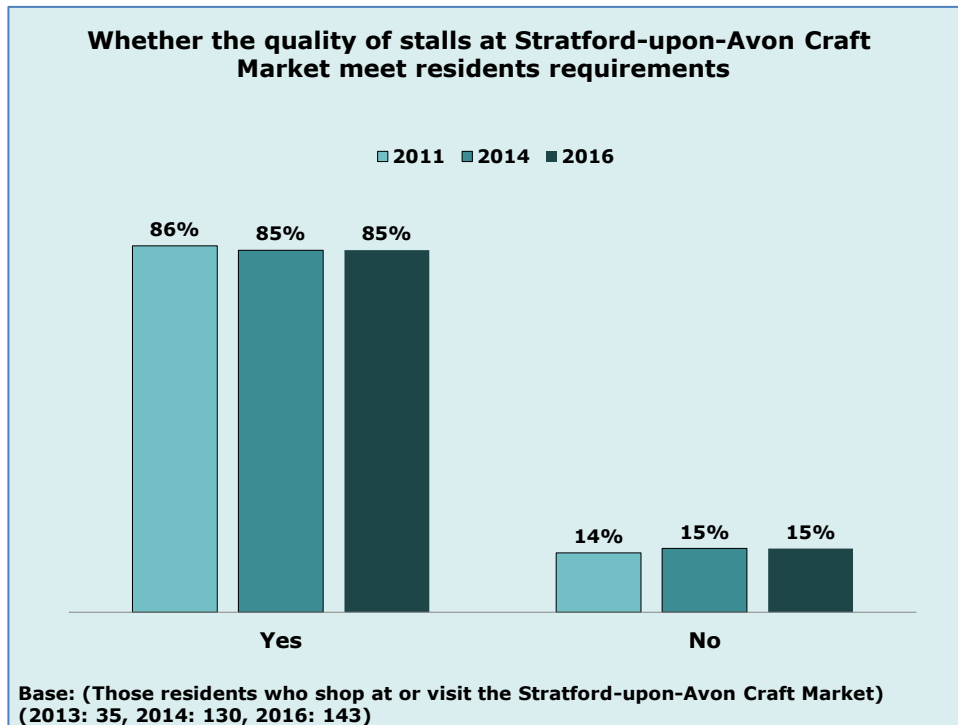
87% stated that the number of stalls met their requirements; this was 6 percentage points down on 2014.

Chart 20:



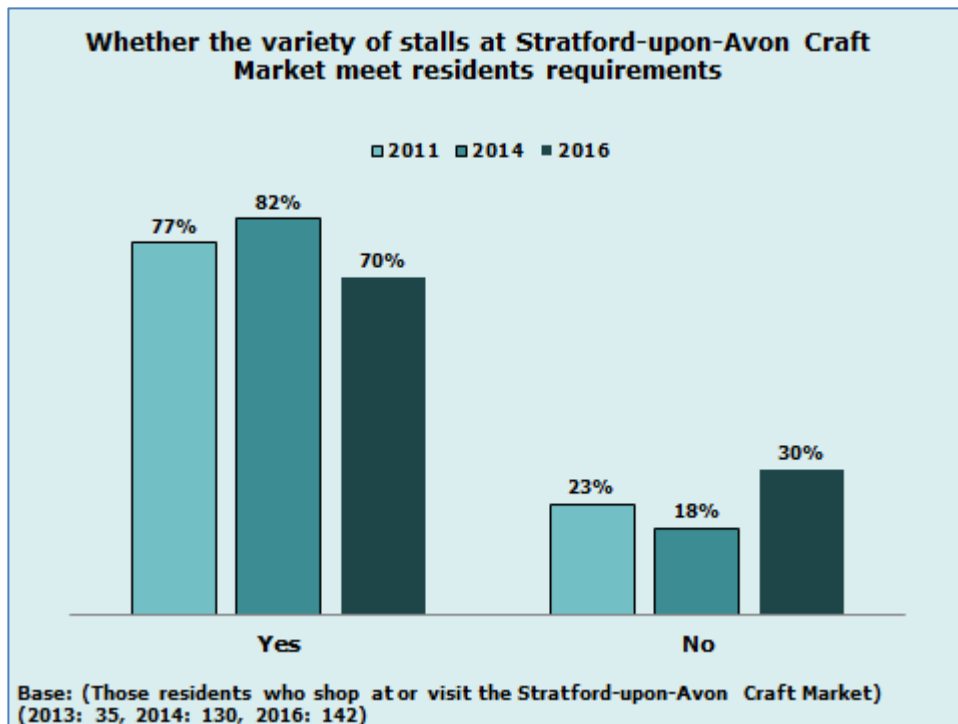
The score for what respondent's think of the quality of stalls meeting their requirements at Stratford Craft Market has remained constant over the three periods at 85%.

Chart 21:



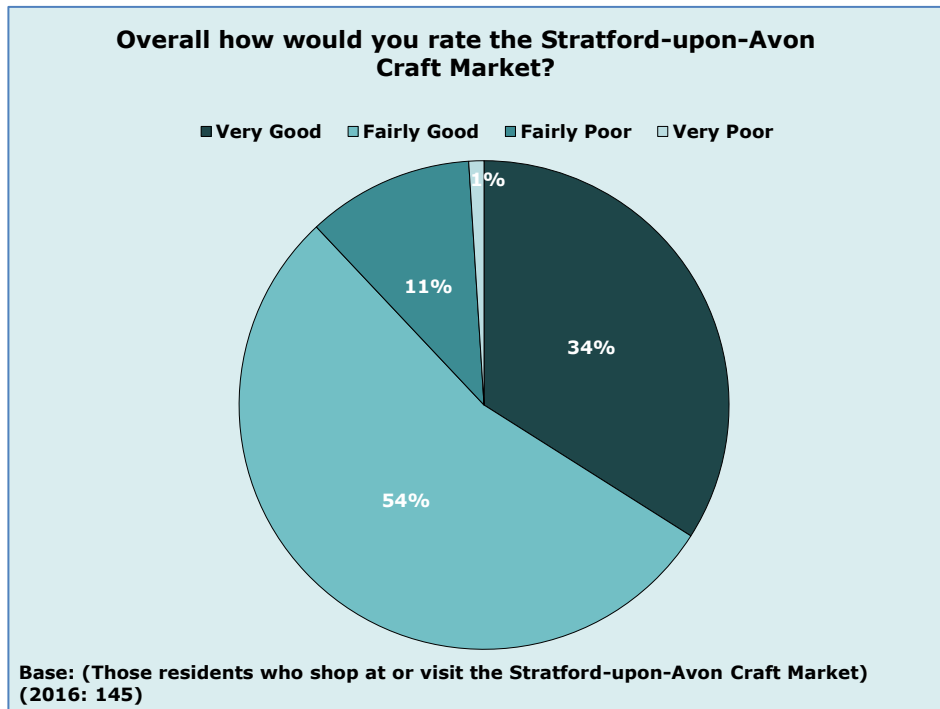
Seven out of ten residents (70%) felt the variety of stalls at the Craft Market on Waterside met their requirements, down 12 points on 2014.

Chart 22:



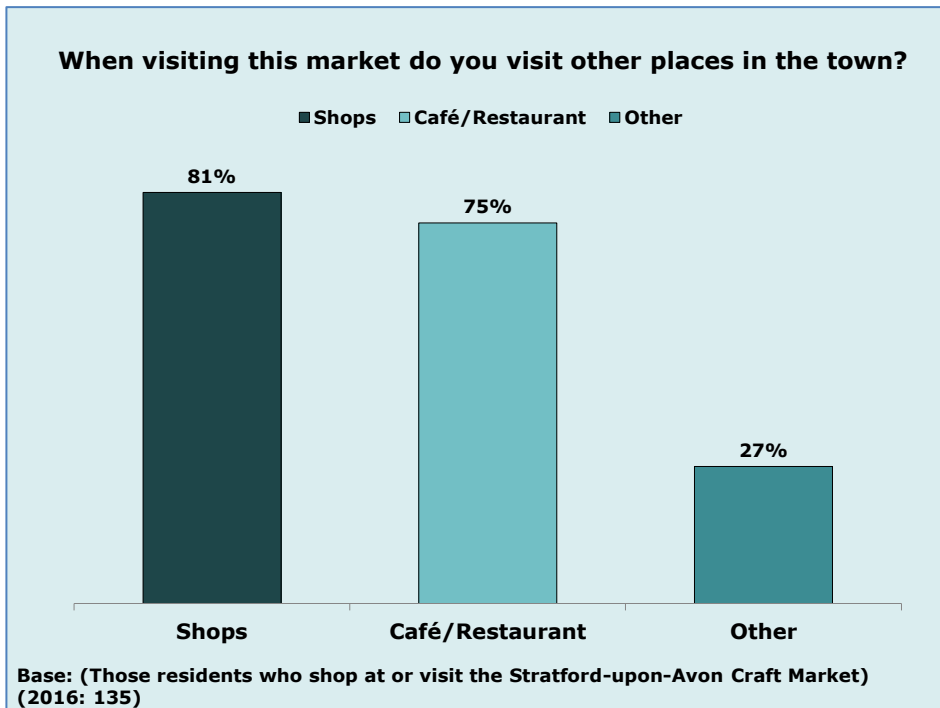
For those who have visited the Stratford Craft Market on Waterside, 88% rated it as very or fairly good.

Chart 23:



When visiting this market 81% go to the shops, 75% go to a café/restaurant and 27% do other things.

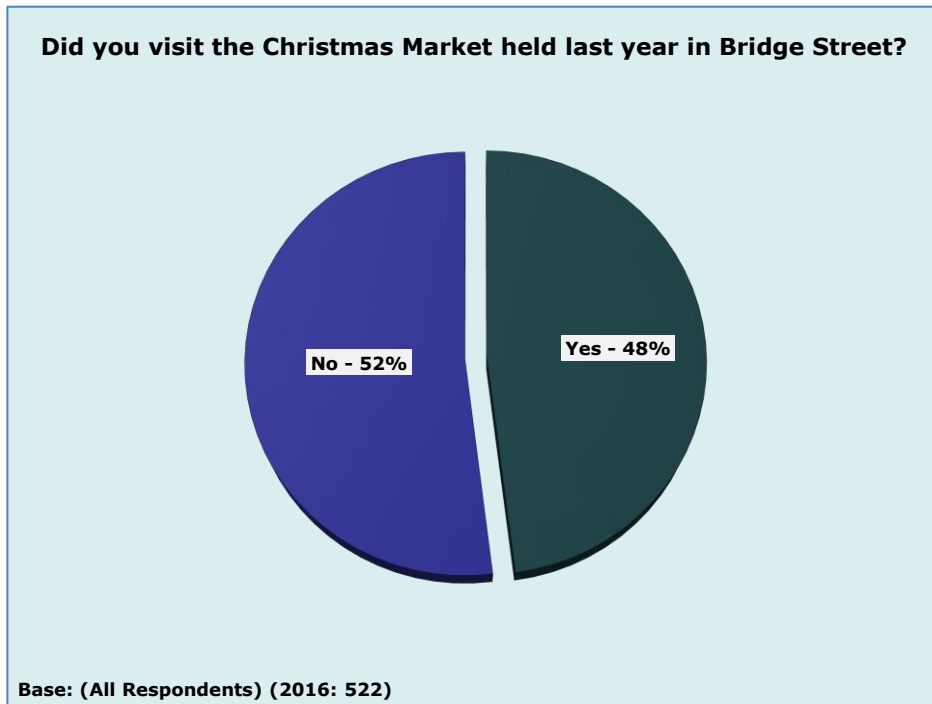
Chart 24:



4.1.5 Christmas Market in Stratford

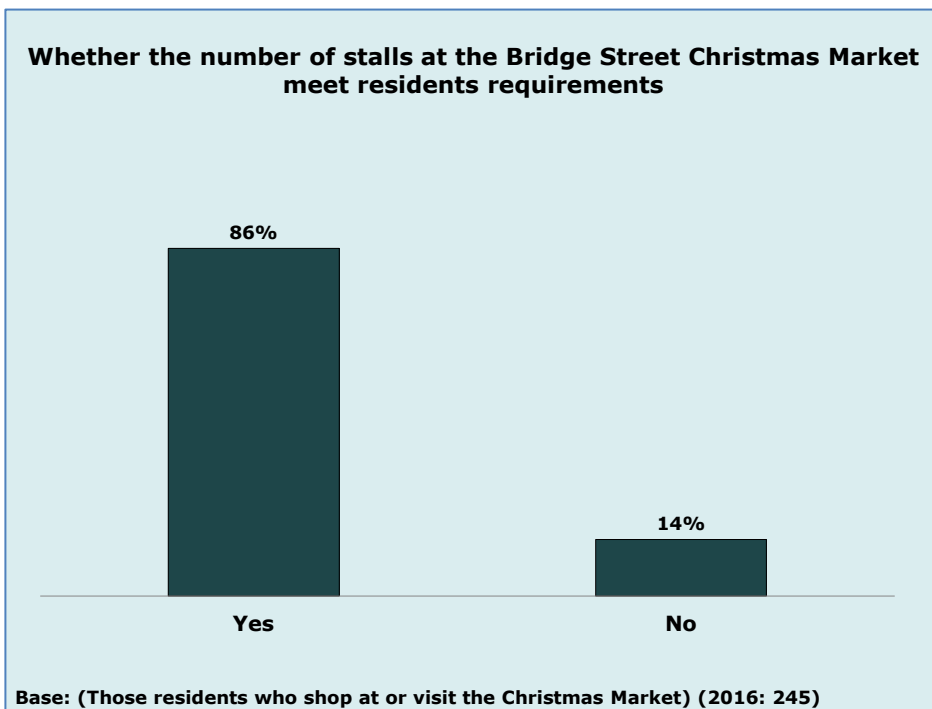
Residents were asked whether they visited the Stratford Christmas Market held in 2015 in Bridge Street. Just under half (48%) said they did.

Chart 25:



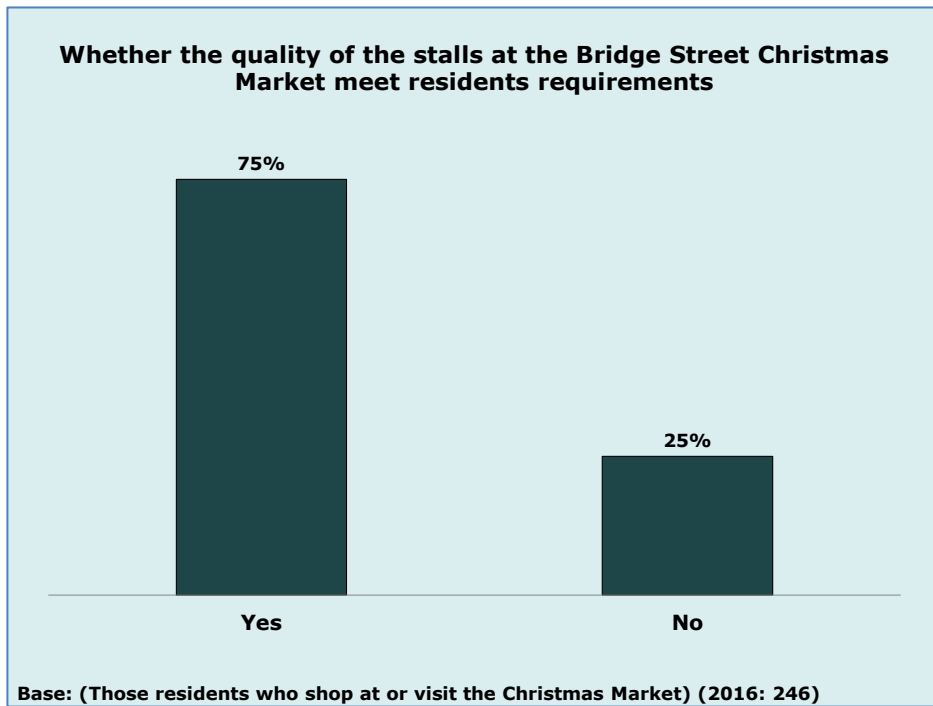
86% of panel members felt the number of stalls met their requirements.

Chart 26:



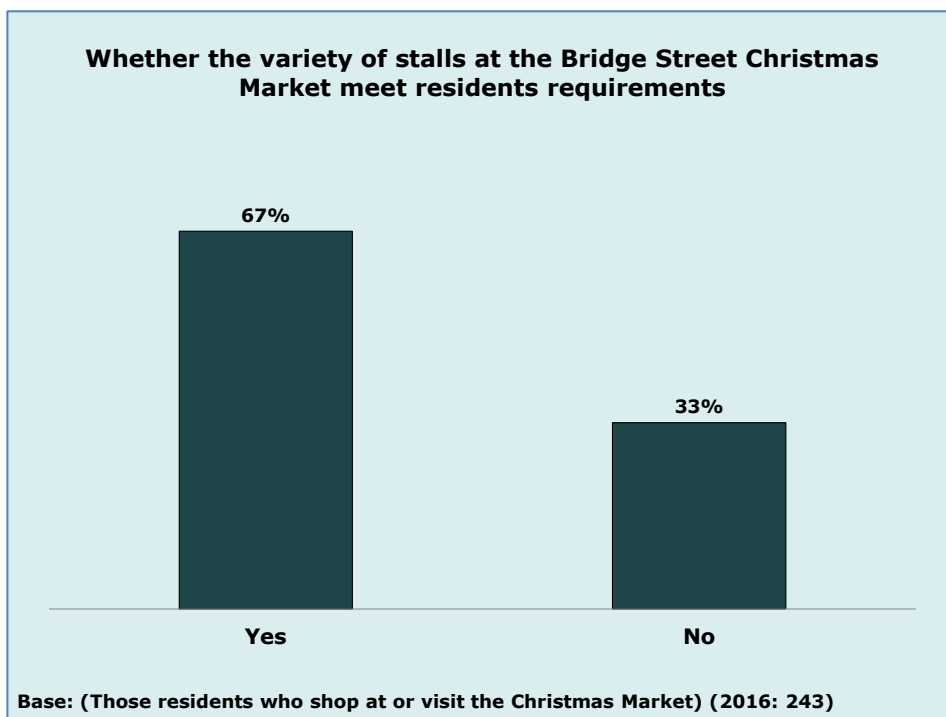
Exactly three-quarters of respondents felt the quality of stalls met their requirements.

Chart 27:



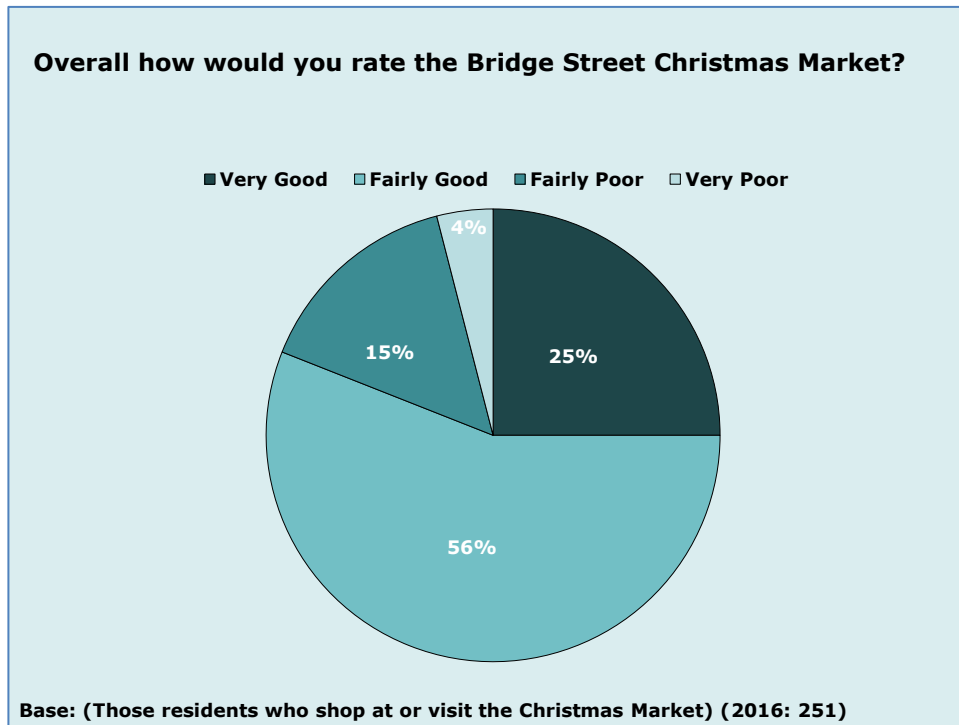
Exactly two-thirds of respondents felt the variety of stalls met their requirements.

Chart 28:



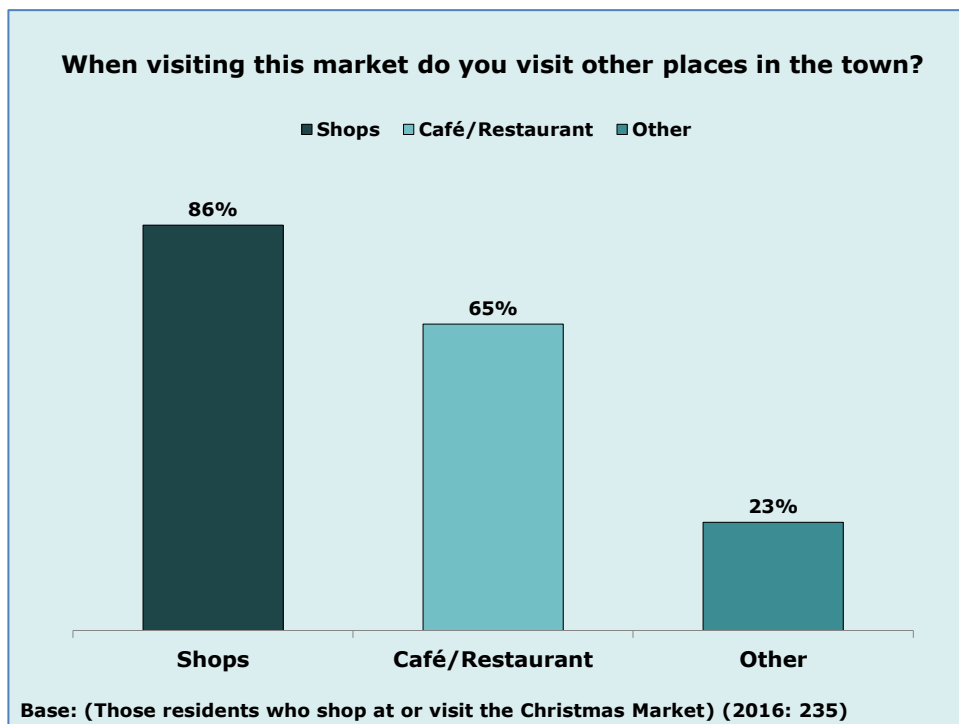
For those who have visited the Bridge Street Christmas Market on Waterside, 81% rated it as very or fairly good.

Chart 29:



When visiting the Christmas Market 86% go to the shops, 65% go to a café/restaurant and 23% do other things.

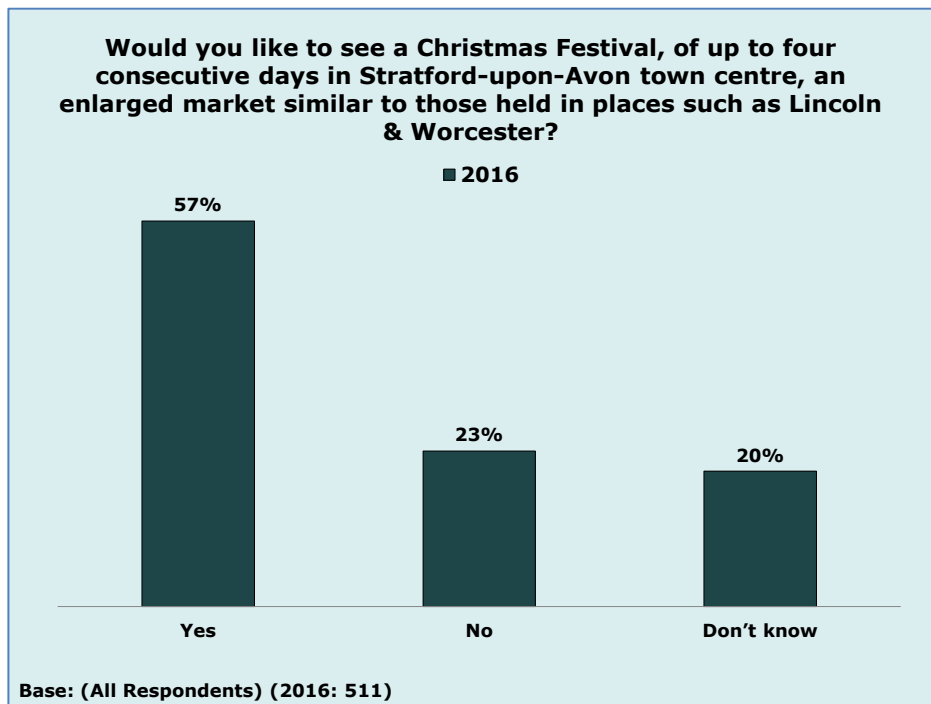
Chart 30:



4.1.6 General Questions on Markets

Asked whether they would like to see a Christmas Festival as an enlarged market lasting up to four consecutive days, 57% were in favour and 23% were not.

Chart 31:



Residents were asked to list any other speciality markets in Stratford District they had visited in the last 12 months. The 105 comments mentioned are listed in the appendix.

Asked to list any other types of market they would like to see in Stratford Town, 111 responses with a comment were received and these are listed in the appendix.

Residents were asked a general question on why they buy things from markets. 68% felt it was because they can purchase speciality goods not available in the shops, 65% wish to encourage small business and just over half (54%) like the atmosphere.

Chart 32:



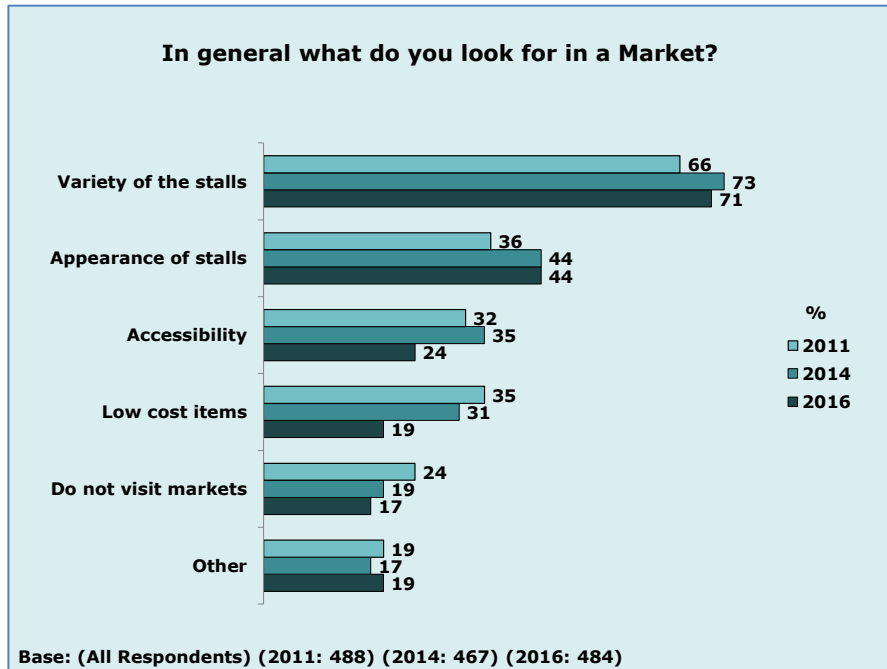
When asked what they look for in a market, the highest percentages are the variety of stalls with 71% in 2016, a small drop on the 2014 figure of 73%.

The appearance of stalls at 44% is the next most important aspects. Interesting the availability of low cost items has fallen from 35% in 2011 to 19% in 2016.

The numbers not visiting markets has fallen from 24% in 2011 to 17% in 2016.

Asked for other comments, the 89 received are included in the Appendix.

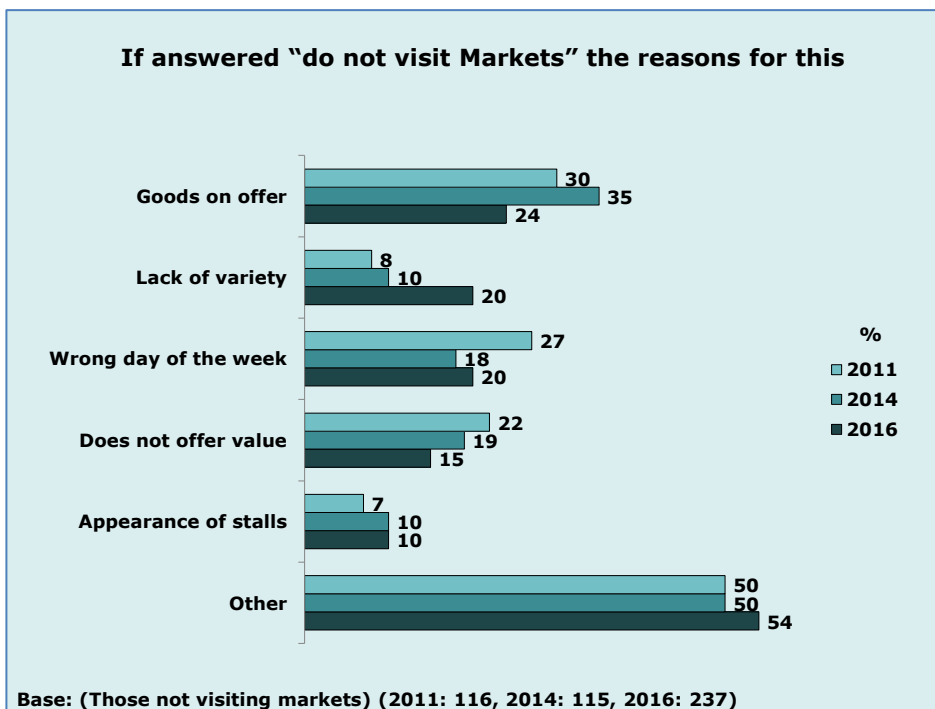
Chart 33:



When asked why respondents did not visit the markets, 54% stated other reasons which are listed in the appendix (125 comments).

The goods on offer is the main reason why they do not visit with 24% (down 11 points on 2014), with the wrong day of the week and lack of variety also prevalent – both 20%.

Chart 34:

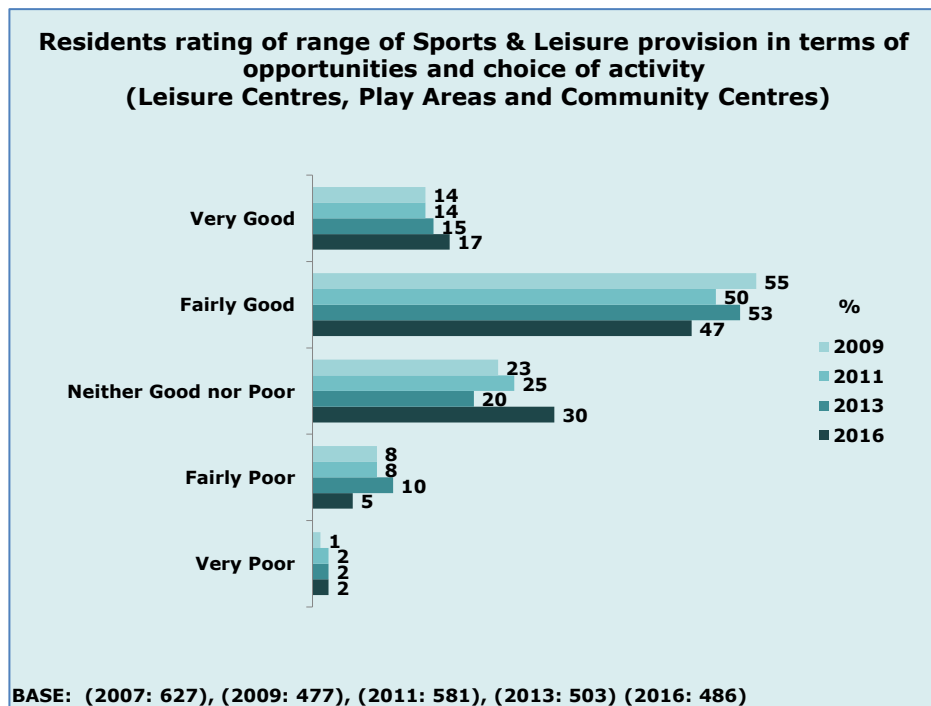


4.2 Sports and Leisure Provision in the District

4.2.1 How residents rate range of sports and leisure provision in the District

Just under two-thirds (64%) of those surveyed rated the range of sports and leisure provision in the District in terms of opportunities and choice of activity (Leisure Centres, Play Areas and Community Centres) as either fairly or very good, compared to 7% rating it either fairly or very poor. This represented a decrease of 4 percentage points from the 2013 survey (68%). Poor ratings were at an all-time low, with 7% of respondents rating them as fairly or very poor.

Chart 35:



Analysis of results according to the localities, in which residents live, shows that:-

- 79% of Shipston locality residents felt the range was very or fairly good. The lowest figure was in Southam at 56% and Henley/Studley with 57%

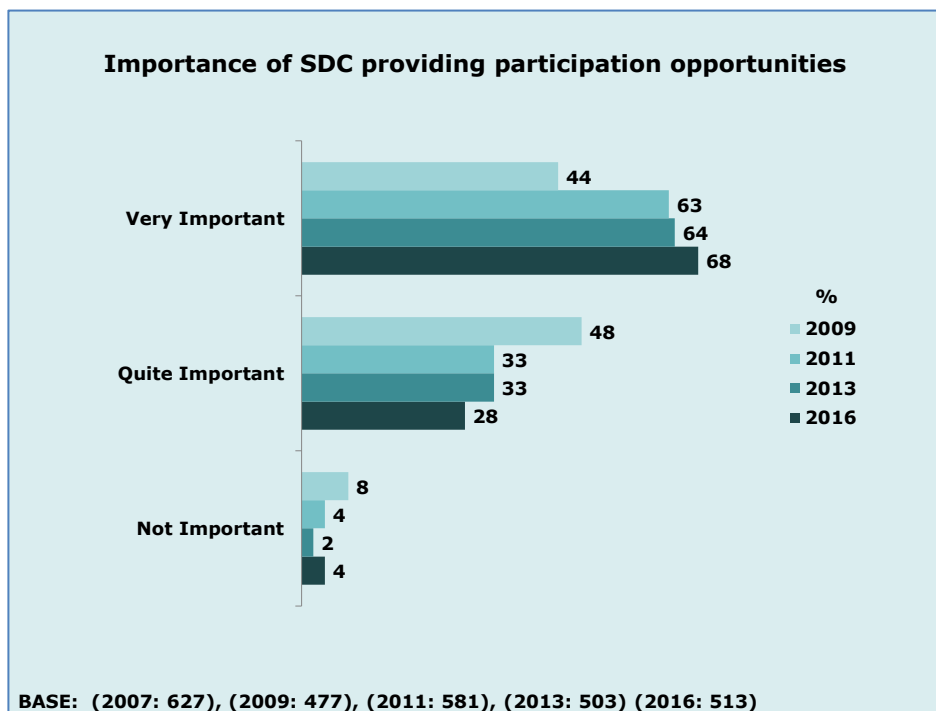
Table 1: Residents' rating of range of sports and leisure provision in terms of opportunities and choice of activity

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very good	16	16	26	13	16	14
Fairly good	47	41	53	43	52	44
Neither good nor poor	28	34	17	39	26	34
Fairly poor	4	7	4	2	5	4
Very poor	4	1	0	2	1	4
Base: (All Respondents)	(74)	(85)	(53)	(46)	(146)	(50)

4.2.2 How important residents feel it is that SDC provides opportunities for local residents' participation in sports and leisure

96% of residents felt it was very or fairly important that SDC provides opportunities for local residents' participation in sport and leisure, down one percentage point from the previous survey.

Chart 36:



4.2.3 What residents think investment in sports and leisure provision in the local community will contribute to

Findings were similar to those from previous surveys. 95% were of the opinion that investment in sports and leisure provision in the local community will contribute to an improvement in people's health, this the highest figure recorded.

69% felt it would contribute to an improvement in making the area a better place to live (down 6 percentage points from 2011, but similar to other surveys' findings) and 54% indicated that it would contribute to an increase in jobs for local people, down 4 percentage points from 2013, the lowest recorded figure.

Exactly half of those surveyed thought that it would bring a reduction in crime, a figure constantly repeated over the four surveys. Feedback is demonstrated in the following table.

43 comments were received regarding other things which investment will contribute to, as per Appendix 7.

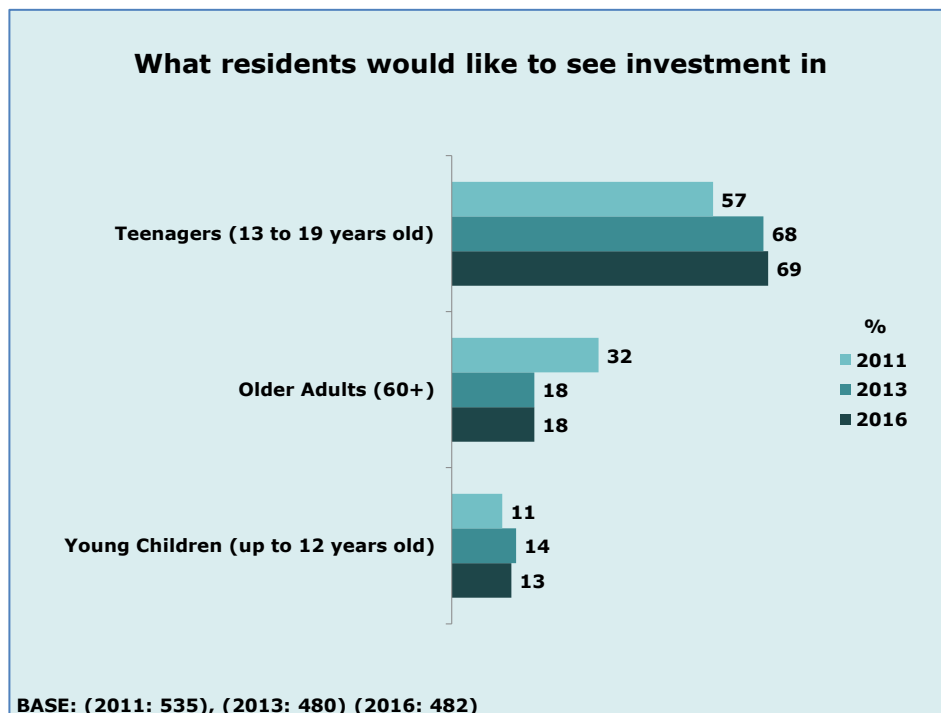
Table 2: Whether residents think that investment in sports and leisure provision in the local community will contribute to various issues

Issue	2009 %	2011 %	2013 %	2016 %
An improvement in peoples' health	89	92	91	95
An improvement in making the area a better place to live	67	75	69	69
An increase in jobs for local to people	55	61	58	54
A reduction in crime	50	51	49	50
A safer community	36	41	40	38
An improvement in the environment	23	35	28	35
A reduction in drug related issues	30	33	28	34
BASE:	(483)	(593)	(512)	(517)

4.2.4 What age group residents feel is the priority for investment in sports and leisure provision

69% of respondents felt teenagers were the priority group for investment in sports and leisure provision, up by 12 percentage points from the 57% recorded in 2011. 18% stated older adults (aged 60 plus) which was 14 percentage points less than 2011, and 13% young children (up to 12 years old).

Chart 37:



4.2.5 Whether residents have used the SDC website to access information on leisure services

Six in ten (59%) of those surveyed said they had not used the SDC website to access information. Of those that did use it, almost three quarters (72%) used it to access information about leisure centres or swimming pool timetables. This represents a fall of 3 points from 2013 (75%).

Exactly a quarter of those using the website accessed information about fitness classes and gyms, which was down 3 points on 2013. The following table outlines which services residents used the SDC website to get information about.

41 other comments were received, as listed in Appendix 8.

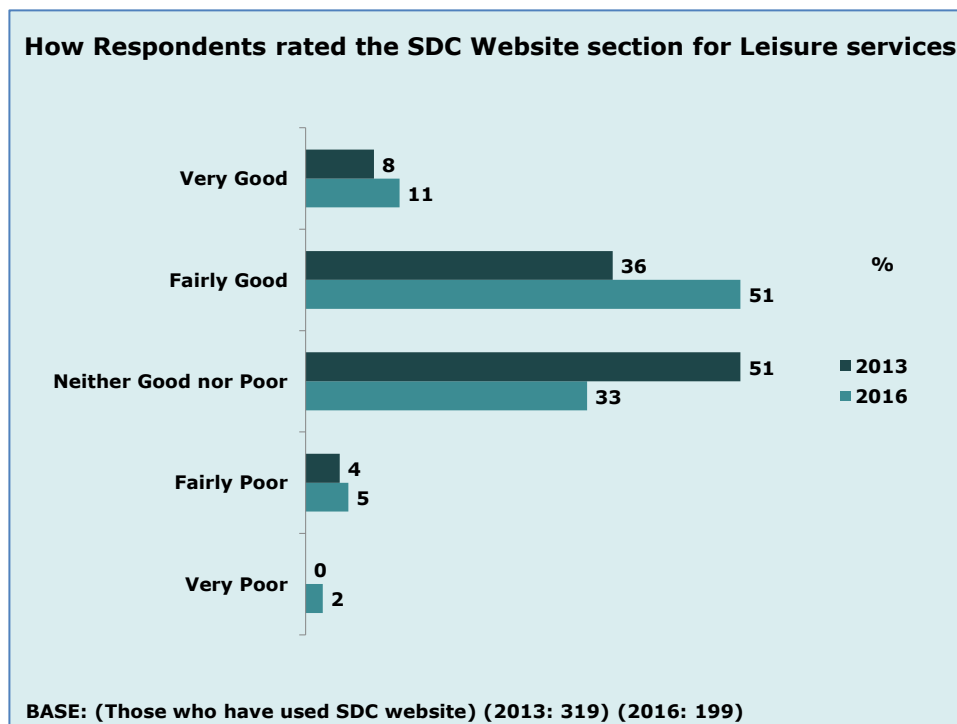
Table 3: Whether residents have used the SDC website to access information about various leisure services

Subject	2009 %	2011 %	2013 %	2016 %
Leisure centres or swimming pool timetables	68	76	75	72
Fitness classes and gyms	26	28	28	25
Children's holiday activities	21	15	19	17
Local sports events	5	11	11	15
Play areas / skate parks	0	8	7	11
Volunteering opportunities and funding	0	0	12	8
Online booking, i.e. Hi5	0	6	5	6
Others	18	14	16	21
BASE: (Those using the website)	(186)	(320)	(208)	(206)

4.2.6 How residents rate the SDC website section for leisure services

62% of residents rated the SDC website section for leisure services as either fairly or very good, a rise of 18 percentage points on 2013. Those rating it fairly or very poor rose from 4% to 7%.

Chart 38:



4.2.7 Which sports and leisure services residents have heard of / used

Respondents were requested to indicate which, if any, of the sports and leisure services available in the District, they had heard of, ever used / done, like to use / use if could.

The highest awareness was for the Stratford Skate Park at 43%, the same percentage as 2013. 42% had heard of the Sport Relief Mile and 40% had heard of activities for older adults, such as bowls and health walks, down by 9 percentage points from 49% in 2013. A similar drop came for the play areas maintained by SDC, down 6 points to 40%.

28% of those surveyed had used the play areas maintained by the SDC in Stratford town the same figure as the previous survey.

19% would like to do / use if they could the activities for older adults, the highest for any of the activities listed: 7 percentage points lower than in 2013.

Table 4:

Activities for older adults, e.g. bowls, health walks	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(397)	44	9	21	41
2013	(352)	49	10	26	37
2016	(330)	40	8	19	46

Table 5:

	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
Sport Relief Mile					
2013	(337)	49	4	8	51
2016	(305)	42	5	6	55

Table 6:

	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
Play areas maintained by SDC					
2011	(408)	51	26	1	44
2013	(344)	46	28	5	45
2016	(334)	40	28	4	46

Table 7:

	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
Sport & leisure activities during school holidays as in High-5 leaflet					
2011	(408)	43	11	5	58
2013	(339)	44	11	5	58
2016	(332)	36	11	4	60

Table 8:

	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
Stratford Skate Park					
2011	(363)	42	4	1	66
2013	(320)	43	5	2	62
2016	(306)	43	5	2	62

Table 9:

	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
Stratford Paddling Pool					
2013	(330)	39	19	5	55
2016	(309)	37	20	3	56

Table 10:

Information/advice service for sports and physical activity	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(309)	26	6	9	67
2013	(311)	37	13	17	47
2016	(282)	34	9	11	56

Table 11:

Sports coaching sessions, e.g. basketball, short tennis, football	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(356)	34	9	8	61
2013	(305)	35	9	9	61
2016	(279)	33	6	6	65

Table 12:

Advice on lottery, volunteering & other grants to sports	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(318)	32	8	7	64
2013	(274)	25	5	10	66
2016	(255)	22	4	7	72

Table 13:

Warwickshire Exercise Referral Scheme	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(284)	18	4	12	73
2013	(260)	16	4	12	72
2016	(263)	20	6	9	71

4.3 Sports and Active Recreation

4.3.1 Frequency of visiting / participating in local leisure pursuits

Residents were asked how frequently, on average in the last 12 months; they had visited / participated in leisure pursuits, e.g., health & fitness centres, leisure centres, and sports clubs.

Over half (54%) confirmed they had not visited / participated in local leisure pursuits in the last 12 months, which was the highest for the six surveys. 19% of those surveyed said they visited / took part in local leisure pursuits more than once a week, which was the highest percentage, recorded over the survey period.

Table 14: Frequency of visiting / participating in local leisure pursuits in last 12 months

Frequency	2005 %	2007 %	2009 %	2011 %	2013 %	2016 %
More than once a week	15	16	15	18	19	19
Once a week	11	13	11	10	11	10
Once a fortnight	6	8	6	5	5	4
Once a month	11	11	5	6	4	3
Once every 2 months	6	7	6	4	2	2
Once every 3 months	9	8	9	3	4	4
Once every 6 months	10	8	10	4	3	3
Once a year	5	6	5	2	4	2
Not visited/participated in local leisure pursuits in last 12 mths	29	23	23	49	49	54
BASE: (All Respondents)	(606)	(654)	(489)	(597)	(506)	(510)

Analysis of results by localities shows that:-

- 62% of those living in the locality of Southam stated they had not visited / participated in local leisure pursuits in the last 12 months, in contrast to 46% of Stratford locality residents not doing so.
- 27% of those living in Stratford locality, versus 13% of those living in the Henley/Studley locality, visited / participated in local leisure pursuits more than once a week.

Table 15: Frequency of visiting / participating in local leisure pursuits

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
More than once a week	22	13	14	15	27	20
Once a week	7	13	11	9	11	5
Once a fortnight	1	8	5	0	4	4
Once a month	4	5	0	0	3	2
Once every 2 months	3	1	4	0	1	4
Once every 3 months	4	5	5	8	3	2
Once every 6 months	3	2	5	2	3	2
Once a year	1	1	2	4	3	4
Not visited/participated in local leisure pursuits in the last 12 months	55	53	54	62	46	58
Base: (All Respondents)	(76)	(88)	(57)	(53)	(149)	(55)

4.3.2 Types of sport or active recreation residents regularly participate in

Currently, 65% of respondents regularly participate in walking, the highest figure but 7 percentage points less than in 2009 (72%). 57% participate in gardening, down 6 percentage points from 63% in 2011. Almost three in ten (29%) went swimming, 5 points up on 2013.

Table 16: Types of sport or active recreation residents regularly participate in

Recreation	2009 %	2011 %	2013 %	2016 %
Walking	72	66	64	65
Gardening	57	63	56	57
Swimming	30	28	24	29
Fitness (including gyms)	32	23	19	22
Cycling	22	24	23	21
Golf	12	12	10	9
Running / jogging	10	8	9	9
Organised sport - Recreational	8	11	7	8
Dancing	8	8	6	7
Organised sport - Competitive	4	6	6	4
Other activity	19	21	17	21
BASE: (Those using the website)	(356)	(572)	(482)	(478)

4.3.3 How often residents participate in sports and active recreation (classed as 30 minutes of continuous exercise of a moderate level)

Exactly one in five of those surveyed participate in sports and active recreation five times a week or more, representing an increase of one point from 2013, and 8 percentage points higher than the 12% recorded in 2009. 18% said they never participated, 6 percentage points more than in 2011 (12%), but less than the remaining surveys (when it ranged from 26% to 27%).

Table 17: How often residents participate in sports and active recreation

How often	2005 %	2007 %	2009 %	2011 %	2013 %	2016 %
Five times a week or more	14	14	12	21	19	20
Four times a week	7	7	8	11	10	13
Three times a week	16	16	14	19	16	18
Twice a week	14	16	17	16	18	15
Once a week	17	14	13	13	14	11
Once a fortnight	3	3	3	3	3	3
Once a month	4	5	5	4	3	3
Never	26	27	26	12	18	18
BASE:	(606)	(646)	(484)	(581)	(503)	(509)

Looking at the results according to the localities in which the residents live, reveals:-

- Exactly a quarter of Shipston and Wellesbourne/Kineton locality residents participate in sports and active recreation five times a week or more, compared to 15% of those living in Henley/Studley locality.
- 23% of Stratford locality, versus 12% of Shipston locality takes part three times a week.
- 22% of those living in Southam locality, as opposed to 11% of Shipston locality residents never take part.

Table 18: How often residents participate in sports and active recreation

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Five times a week or more	17	15	25	22	23	25
Four times a week	20	10	18	10	9	9
Three times a week	16	16	12	14	23	18
Twice a week	13	22	18	14	13	9
Once a week	9	11	14	12	9	11
Once a fortnight	5	3	2	2	3	5
Once a month	3	5	2	6	1	4
Never	17	18	11	22	18	18
Base: (All Respondents)	(76)	(88)	(57)	(51)	(149)	(55)

4.3.4 Barriers preventing residents from participating in sport or active recreation

Residents who participated in sport and active recreation were asked what barriers prevented them from doing so more regularly or ever: over four in ten (42%) said time. Over a quarter (27%) stated health reasons. 18% felt they were too old to get involved and 17% felt activities were too expensive.

Table 19: Barriers preventing residents from participating in sports and active recreation

Barriers	2016 %
Time	42
Health reasons	27
Too old to get involved	18
Activities are too expensive	17
Lack of motivation	14
I do not have anyone to go with	9
Lack of facilities available	9
Lack of information	9
Lack of activities/classes available	9
Difficulties with transport	8
I feel that I will not be good at the activities	6
Lack of childcare	6
Other	11
BASE: (All respondents)	(435)

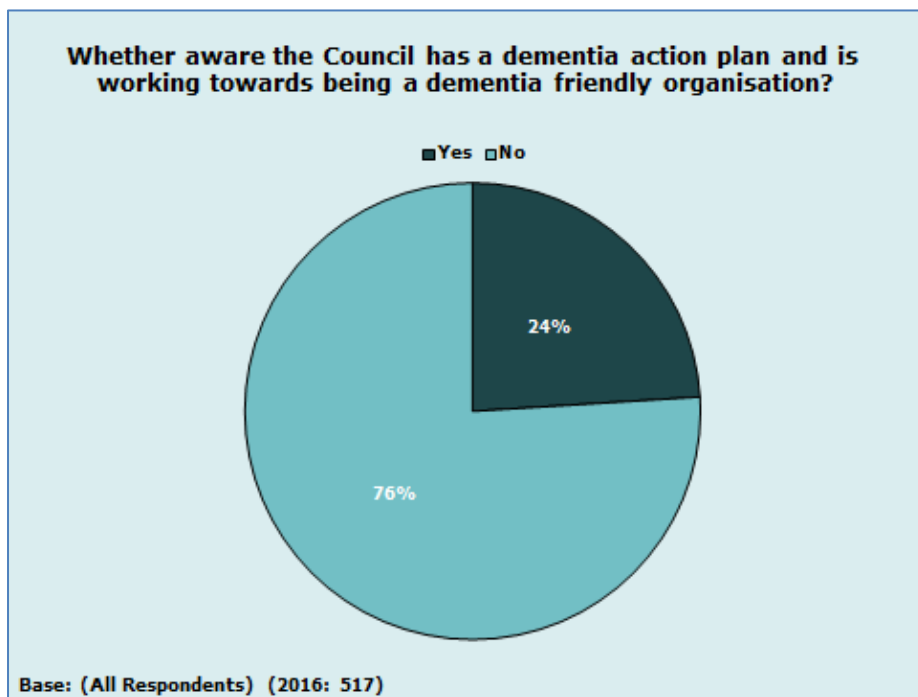
4.4 Dementia

4.4.1 Dementia

Dementia is a disease of the brain which affects memory, language and mental awareness. Over the next five years the prevalence of dementia in Stratford-on-Avon District is projected to increase by 20.4%. This is considerably higher than the projected national increase of 14.8%. The District Council acknowledged the need to confront this challenge and its Dementia Action Plan was approved in April 2015. Since then as an organisation the Council has been working towards becoming dementia friendly and promoting dementia friendly communities. The Council would like people with dementia and their carers to have more support in their community and for the stigma of dementia to be reduced.

A quarter of Panel members (24%) were aware that the Council has a dementia action plan and is working towards being a dementia friendly organisation.

Chart 39:

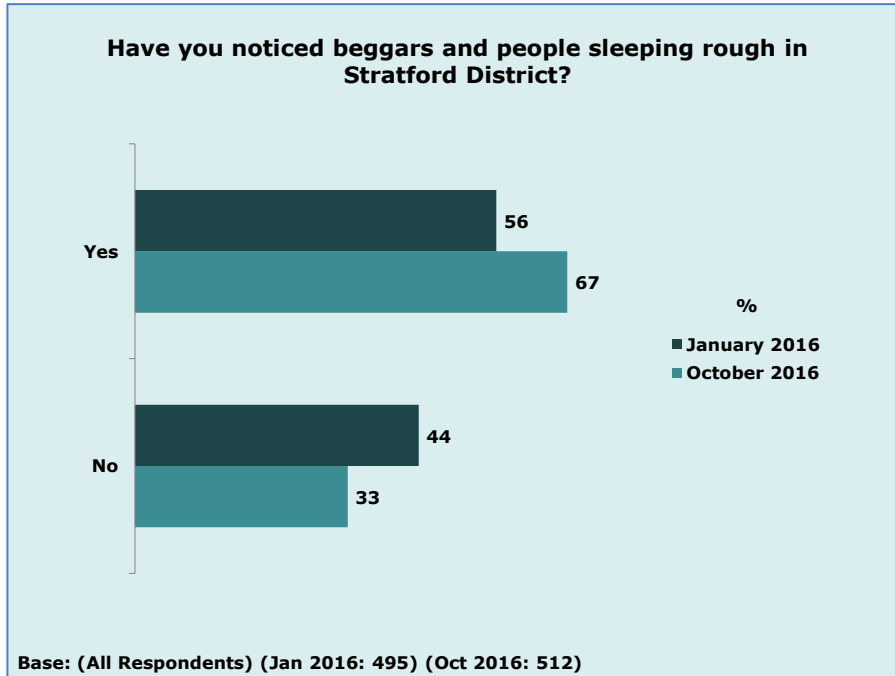


4.5 Rough Sleepers / Beggars

4.5.1 Whether noticed beggars and people sleeping rough in Stratford District

When questioned whether they had noticed beggars and people sleeping rough in Stratford District, two-thirds (67%) confirmed they had compared to a third (33%) who had not. This represents an 11 point rise in those who have noticed this since January 2016.

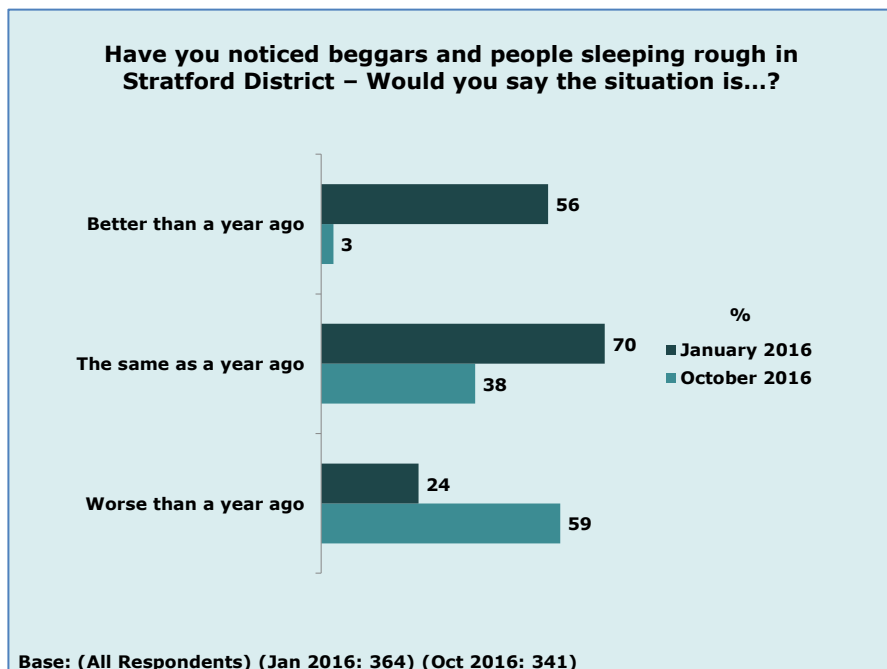
Chart 40:



4.5.2 Situation now – Better or Worse

In October 2016, almost six out of ten respondents (59%) felt the situation with beggars and those sleeping rough in Stratford District was worse than a year ago, with 38% saying it was the same and just 3% better.

Chart 41:

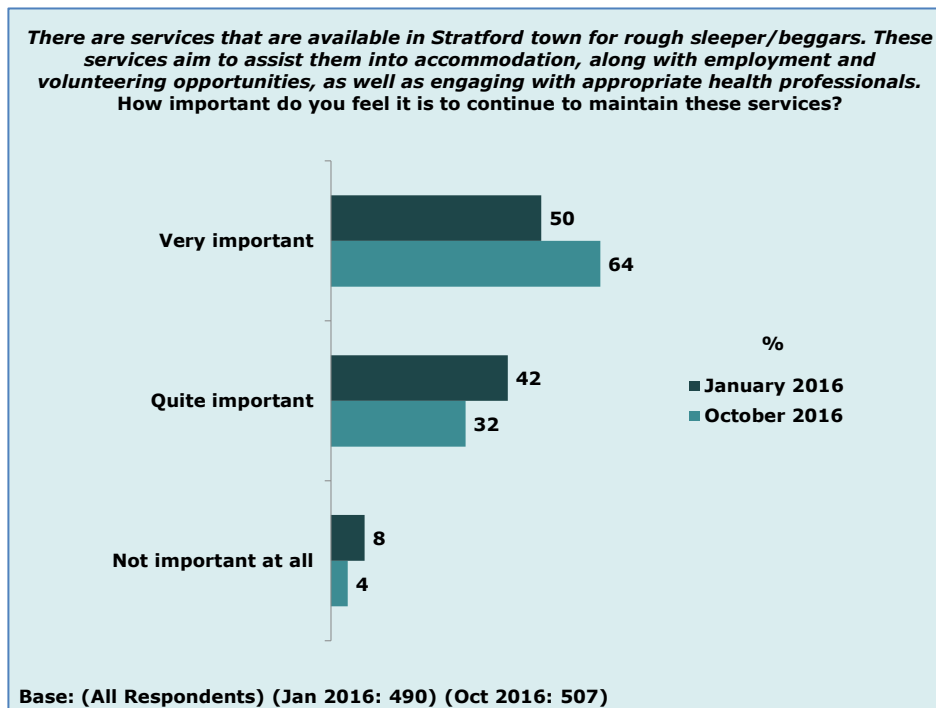


4.5.3 Importance of maintaining services

Respondents were informed that there are services that are available in Stratford town for rough sleepers/beggars. These services aim to assist them into accommodation, along with employment and volunteering opportunities, as well as engaging with appropriate health professionals. They were asked to state how important they felt it is to continue to maintain these services.

64% of respondents said it was very important in October 2016, a 14 point rise on the 50% recorded in January 2016.

Chart 42:



4.6 Venture House

4.6.1 Venture House

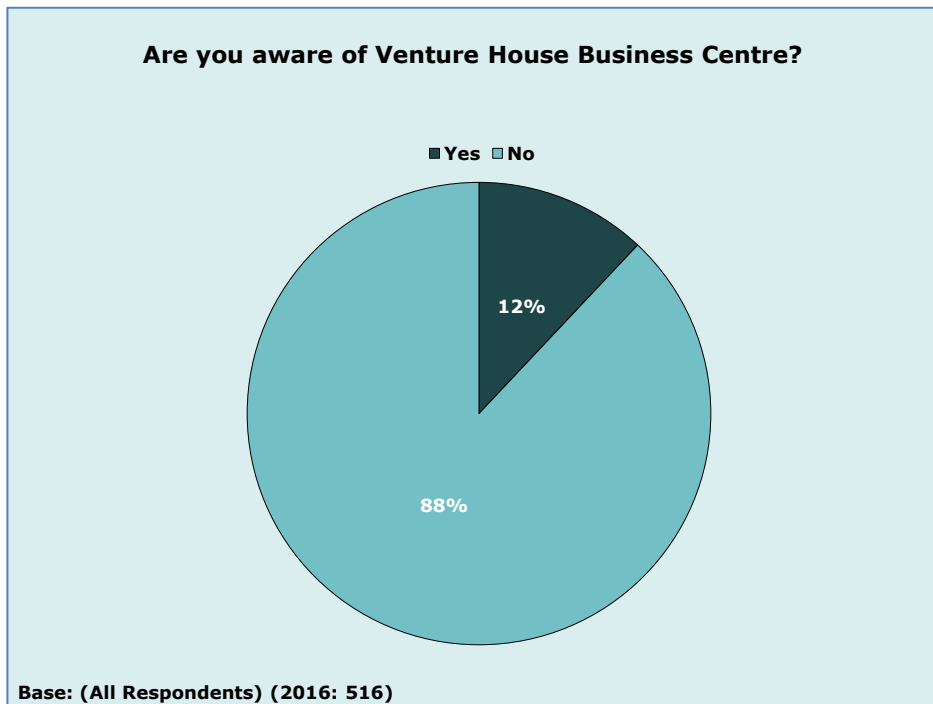
Venture House, Stratford-on-Avon District Council's new state-of-the-art business centre opened for business in April this year. This followed the completion of a major project to turn a redundant council building on Avenue Farm Industrial Estate in Stratford-upon-Avon, into a top class facility for small businesses and new business start-ups.

The Centre provides 2,500 square feet of business space over two floors offering hot-desking, co-working space, self-contained offices, reception meet & greet, superfast broadband, Wi-Fi, free business support, free on-site parking, cycle shed, indoor & outdoor chill-out zones, refreshment facilities, meeting space, small conferencing facilities, competitive rates and easy in easy out terms.

The project has been funded by the Coventry and Warwickshire Local Enterprise Partnership (CWLEP) through an award of £450,000 as part of the Growth Deal initiative and is owned and managed by the District Council.

12% of Panel members were aware of the Venture House Business Centre.

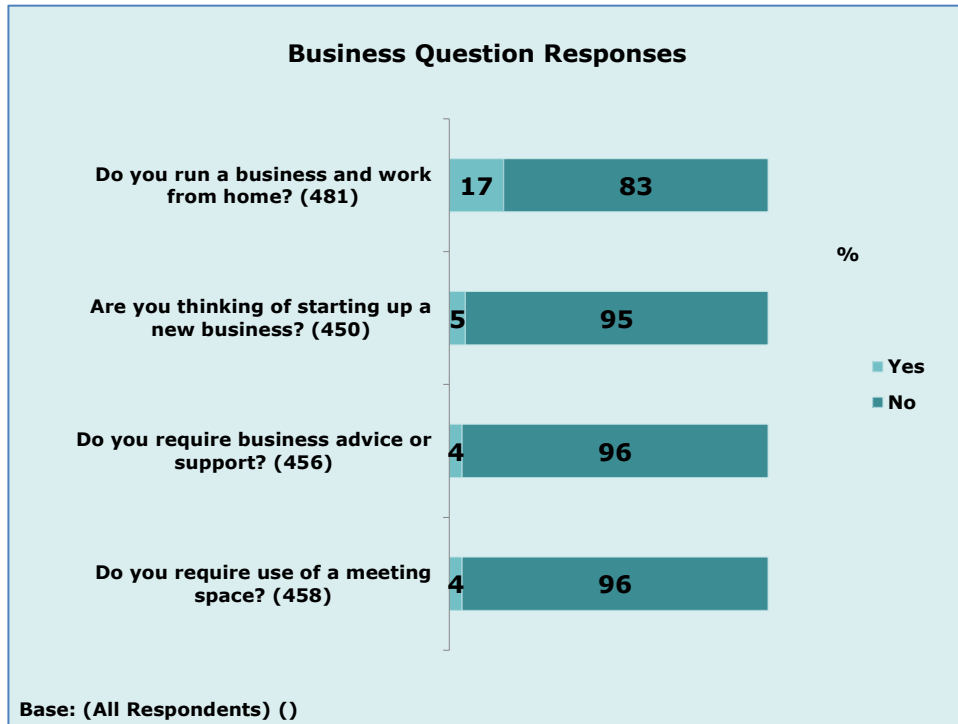
Chart 43:



Respondents were asked four questions on business. 17% said they run a business and work from home.

5% were thinking of starting up a new business, 4% required business advice or support and another 4% would require the use of a meeting space.

Chart 44:



4.7 Profile of Respondent

Table 20:

GENDER	
Female	49%
Male	51%
Base	(514)

Table 21:

AGE GROUP	
Up to 39	7%
40-54	19%
55-64	21%
65-74	33%
75 or more	19%
Base	(491)

Table 22:

WHETHER HAVE A DISABILITY	
Yes	24%
No	76%
Base	(509)

APPENDICES

Please list here any other speciality markets in Stratford District that you have visited in the last 12 months.

168 comments

Alcester
Alcester
Alcester
Alcester
Alcester Artisan and other Alcester markets
Alcester Artisan market. Food festival - Stratford & Alcester
Alcester Artisans Market
Alcester craft market
Alcester farmers market
Alcester farmers market. Warwick market
Alcester food festival
Alcester food festival - very good
Alcester food festival & Alcester artisan
Alcester food market
Alcester markets
Birmingham German market
Birmingham, Worcester
Car boot
Car boot sale - race course
Christmas and Craft Market
Didn't know regular markets, visited one, one Sunday or Saturday by accident
Everything in Southam -which hasn't been a lot
Farmers' Market
food festival
Food fair
Food fair
Food fair
Food fair
Food fair along Waterside Bridge Street
Food Fayre
Food fayre, river festival
Food festival
Food festival
Food festival
Food festival
Food festival
Food festival
Food Festival
Food Festival
Food festival
Food festival
food festival
Food festival motor festival

Food Festival Sept. 2016
Food festival, usually go to Ludlow, came to S instead, as wheelchair user went early, many stalls empty and mostly not open. There was uncollected rubbish everywhere & the ground was covered in black/oil dirt. Other people were there but it was closed. Didn't buy anything & then went home. At Ludlow there are more local products.
Food market
Food market part of food festival
food narrow boat
French food market
French Italian & Food Markets in Shipston
French Market - Shipston. Food Festival - Shipston
French Market in Southam
French market in Southam
Friday market, Sunday craft market
German Market in Birmingham
German/food market
Home, garden, food
I live in Southam, the market there is my nearest, and the only market I visit, and that very very rarely.
I live in Studley and transport links are limited by timetables
I occasionally visit markets but only when in town for other things....I don't make special trips for a market
I regularly visit Leamington Farmer's Market
Italian
Italian
Kineton Farmer's Market
Kineton Victorian evening
Leamington
Local crafts and projects and not just farms
London
Loughborough
Ludlow
None - it's too busy, traffic is gridlocked and there's very little parking available - plus parking is too expensive
None - too busy since husband died
None - we go to the Birmingham markets
none as live so far away
None improve the shops
None really, too busy
None, only just moved to Warwickshire
None, they cause chaos to the traffic &?? Work!!!
Not aware of any taking place
Only visit occasionally in Stratford
Redditch
Shipston Wool Fair
Shipston Arts & Crafts, Shipston Food Festival
Shipston Christmas market. Shipston Craft Fair/Food Festival Shipston
Shipston Farmer's Market, Shipston French Market

Southam
Southam
Southam Market, not specially
Southam monthly farmers market and the annual French market in Spring
Sunday markets and other when attached to Festivals.
The food festival market - it was great
The food market, which I thought was very poor quality
The Friday market sometimes
Those in Shipston-on-Stour
Various Alcester markets
Victoria evening in Shipston (Rotary)
Warwick
Waterside and recent food market in Bridge Street
We always wonder round the town
Wellesbourne
Wellesbourne
Wellesbourne
Wellesbourne airfield
Wellesbourne market
Wellesbourne market

Please list here any other types of market you would like to see in Stratford Town.

133 comments

1 midweek shopper, 2 subject to demand
A chilli festival
A general market
A general, but much larger market - not on a Saturday
A market that the restaurant in the town can show their food specials in a stall outside their shop where possible
A proper food market with high quality artisans selling food and not food related items such as pots and pans
A pure food & Farmer's market. Adding 'Craft' to Farmer's was a big mistake - it's rubbish
A real Christmas market - not so many gifts (scarves etc) more Christmas trees, wreaths, holly, mistletoe, homemade jams pickles etc. useful but unusual gifts and decorations
A real farmers market with stalls that are appropriate in style - not yellow and blue which looks cheap and is not a 'natural' colour scheme. The current market has no charm or appeal - no wonder it's in the state it is.
Alternative health, health, well-being, mind & spirit market
Antique market not overpriced junk.
Antiques
Antiques & Bric-a-brac
Antiques fair
Antiques market would be interesting
any and all speciality markets focusing on food and crafts in this country and abroad
Anything to showcase local independent producers esp. organic food
Beer/wine/cider
Better Farmer's market

Better quality, less tat
Book fairs
Car boots
China/pottery, tools, sewing etc
Christmas cards/decorations with wrapping demo, musical gifts. Children's market, music, toys, knitted dolls clothes
Clothes market, food market
craft fair
Craft market not cheap but quality local craft products
Do it yourself maintenance, Arts & Crafts, Royal Shakespeare Theatre actors and employment staff
Enough already
European food market i.e. Indian, French, if not already in place
Farmers market only, no craft market tat included
Farmer's market position so that people can visit it more early
Fish market
Food & drink festivals
Food festival - if not already done
French
French
French and German markets
French and Italian Markets.
French food and crafts as do in Solihull
French food market
French market
French market
French, German
French, Italian, Belgian
Friday market (everyday)
Garden based & crafts
general produce
German
German market, wooden huts!!
German market. French market (as in Moreton-in-Marsh)
German 'Style' Christmas markets or twin town markets if Stratford has twin towns (As with Lincoln/Neustadt twinning)
German Xmas market
Good as they are
Greater variety Charter Market
Hardware stalls, fruit, veg
I don't shop in Stratford
I love London's Borough Market at Southwark
I would like to see a more bigger Farmer's Market. When it was first installed the market was a lot bigger and had much more food etc from a lot of farms
I would like to see such markets set out further afield to enable those who cannot travel to have the experience of these events and enjoy the ambience of such markets
International- i.e. German Style Christmas Market
Italian

Just a much better quality, non-tat selling, old fashioned market would be nice.
Large Christmas market
Live in Southam, would prefer something local
Local craft man ship products and local produce stalls, i.e. more local than what is on the farmers market
Local crafts and projects and not just farmers
Local produce, not the complete crap and tat that you see now
Maybe a German market
More devoted to general items and do-it-yourself, particularly with the potential closure of B&Q. The former BHS store would make an ideal indoor market
More Farmers/local produce
More of the products one can buy and less of the tat that is on show
Music festival
Musical instruments, mobility, please look into the Winchester Sunday market
Never go to shop theme ever
Nice clothing, kitchen utensils, books, linen & towels
None (Not interested in markets)
None really, whenever you go the range & quality of stalls is the same & disappointing, see below
None that involve blocking off streets & causing even more traffic chaos!
None, we are well serviced by markets
None. Awful as closes roads at Christmas.
Normal present stalls with goods that the poorer people of Stratford can afford
Not relevant don't visit Stratford
Not that keen on markets
Occasional themed market such as above
on Sunday books tools more food for sale
Organic market, energy & eco market
Perhaps a Bavarian style Christmas market. (One is held in Birmingham every year). Very festive - mulled wine etc
Perhaps a German/Spanish/Chinese themed market
Personally, I think there are more than enough markets around
Please list here any other types of market you would like...
Rare breeds of cattle and livestock auctioned in the town one a month. Pen off in Bridge Street and Auctioneer in action. Trucks unloaded and parked on High Street and paraded to auction area on Bridge Street. All types of people would come for miles including visitors, possibly on Sheep???. National attraction & worth considering
Records, tapes, discs, music memorabilia
Regular French Market, Italian markets
Retro antique
Romany market or Gypsy fair
Speciality food markets, and better quality craft markets.
Speciality foods like those of the food festival
STREET FOOD
The return of a cattle market
Themed Christmas Victorian style market
There are already too many of them. They hinder the passage through the town of residents
Too far from Stratford. Closer to almost all Warks. towns
Traditional Christmas market

Traditional, local craft & food for Xmas or at any time. People come to SOA for quality, which is sometimes missing with tacky stalls/crafts
Victoria market
Vintage & craft artist, homemade stuff not pedalled stuff from internet, artisan work
What about a young enterprise type one? Crafty things made by local/young people. Apprentice type pieces? to include businesses that support the young or music made by young like CD etc.
Would like to see farmers market providing more local produce.
Would like to see more markets in Southam
Would like to support local businesses more, focus on the area, food, craft, small businesses

In general what do you look for in a market? If other, please specify other things you look for

89 comments

A nice shopping experience buying from local producers mainly
A very nice place to go to Stratford (is)
Artisan or unusual products/produce
Artisan products
Atmosphere, tradition, stall holders know their business, good quality produce
buying direct from producers
Car parking for the elderly
Cleanliness, hygiene
Convenient times to attend
Different from shops
Different goods to normal shops
Different things that you cannot get on a normal day to day shop
Disabled parking essential!
Do not go out of my way to visit markets
Don't visit
Food, generally go to markets such as the Christmas one or local speciality markets with friends so usually make plans to go there, have a walk about, eat something different
Fresh. locally sourced organic produce and items not available in supermarkets
Freshness
Good food, not fast food
Good quality food & fresh veg/fruit, plants etc not tat
Goods not available in shops in Southam or Daventry/ Very rarely visit markets, but do occasionally
I am looking for good quality local food produce that is not normally available in Stratford except at the farmers market
I do visit markets, but not specifically as something to do, just if I come across one
I don't usually shop in markets due mostly to work. But I shop in Moreton-in-Marsh. (Antique market, French Market etc on a Saturday & Sunday)
I like originality
I never visit markets
I visit them because they are occurring when I am visiting town for some other purpose. They make the town look tacky
If craft for artisan work, genuine crafts people, generally quality, variety & engagement from vendors so many just sit & scowl

In particular in the farmer's market, I look for local fresh produce etc... this is reduced by "other" non-associated products, i.e. clothes, jeans, tools etc
Individuality and craftsmanship
Interesting items not found everywhere
Interesting, unusual things preferably well-made and good quality
Interesting/quality food
Items not available in shops e.g. speciality foods, home-made crafts, unusual beers
Items on stall
It's lovely to see some of the beautiful unique items that people have made so well
Layout of market i.e. not too cramped/crowded
Local and quality
Local produce
Local produce
Local produce, something special
Local stalls
Locally handcrafted goods
Locally produced speciality goods
More unique items than available in the shops
Musical items
Only for specific items as and when needed
Parking
People making an effort to create new products and bring about change
Prefer individual home made good quality crafts
Quality
Quality
Quality
Quality & originality of produce
Quality & variety of goods on sale
Quality especially food & veg market
Quality foods, variety, freshness
Quality goods, not pre-packaged
Quality of goods
Quality of goods
Quality of items on offer
Quality of items on sale, as a local, not tourist items
Quality of products
Quality of products, local products
quality speciality markets
Regularity, to return goods which prove to be faulty, several stalls are irregular
Something a little different not available in High Street stores
Something different to buy for a special gift, one off things
Something different, atmosphere
Something different, presentation and quality
Something of interest and not the usual junk on sale (Usually cheap but not "Cheerful")
Speciality goods in particular foods
Speciality items
Speciality stalls

Stalls are bright and tidy, not over filled, clean, friendly staff
Stratford market is not Christmassy, it has cheap goods that are poor quality and very little has changed over the years
The quality of goods & presentation
The regular traders that you get to know & trust & therefore support
Things not easily found in shops e.g. haberdashery
Unique items for sale that you cannot get in the shops. Items that are produced in the local area by local business
Unique items not available in shops, local start-up businesses, testing the water
Unique products, freshness of produce
Unique items, range and quality.
Unusual items for gifts
Unusual items not available in High Street, quirkiness
Usually items with ??? - made by vendor or tells you the story of where it came from or who made it etc
Value and quality - often this does not mean lowest cost
Vegetable & fruit in a good condition...might be cheaper than stores but is it good value & lasts
We like variety & quality of the Farmer's Market

If you do not visit markets, what are your reasons? If other

125 comments

1 midweek shopper. 2 subject to demand
Access to Stratford hopeless
Accessibility to the market & lack of nearby parking
Apart from Christmas festival, I very rarely visit other markets as I am not really a browser
As a wheelchair user I find getting around very difficult and other shops are made inaccessible
Cannot get there. Live in the sticks
Craft markets often a bit tatty
Crowds esp. at Christmas
Didn't know of existence. No transport from Bishops Itchington to Stratford
Difficulty if something goes wrong with it to return it
Difficulty of parking close to market, as am disabled
Dislike of shopping
Do not like Stratford use Maybird
Do not need to purchase items, or have time to visit markets for no particular reason
Do not trust traders
Don't often hear that they are on. Paying for parking also puts me off visiting town centres
Don't visit most markets because of problems re traffic/parking etc. Don't like in Stratford so like to support shops nearer home
Far too many and far too much cheap tac
Generally more expensive than local shops
Get someone from the town to go somewhere like Ludlow market. You need better organisation, a directory of local products, cheeses, meats etc not all fast food & drink!
Have little need for them
I am 76 and find walking through crowded markets difficult
I am disabled, when the markets are in town it means there is very little parking available

I am not able to get there
I am very specific about shopping and either order online or got to specialist stores
I believe that market stalls cannot offer the levels of hygiene required. And I therefore hesitate to buy
I cannot manage to get to markets but would like to
I didn't know Stratford had any of these markets
I do not feel Stratford is my 'home base' and very rarely visit. I am more likely to go to Leamington. I do feel that we are more linked/likely to use WDC rather than SDC
I do not have a car. Plus I am 82 so transport is a problem, but adore all of S.O.A.
I do not now drive, so it is better for me to do one shop a week
I do visit markets from time to time. I am interested in Antiques and Collectables but plainly I do not expect to find any "bargain" in any tourist town
I don't go into Stratford as often since moving to Alveston. Also Farmer's market is much worse than when it started several years ago
I don't live near enough to Stratford to warrant going to a market when there are good markets nearer to me. Stratford is not the only one in this district.
I don't meet things?? that point & it's too cold to shop in Dec outside
I don't use the market in town because parking is too difficult. But living south of river I like to ride my bicycle along? Usually ending up at Carluccios for refreshments. I like to look at the stalls afterwards on waterside
I don't visit the markets in Stratford because I feel they take business from local shops who pay a high business rate. And I think the accompanying road closures contribute to Stratford's critical road congestion
I find I can buy everything I need in Shipston-on-Stour where I live
I hate shopping
I just do not like markets in general
I Live in surrounding village & shop locally or on line
I tend to use shops and the internet.
I would have to park in Stratford and find the cost too expensive to visit the town regularly
If I need anything I can go on the internet
If I visited Stratford and a market was on, I may take a look to see what was on offer
I'm not interested in what they sell and I `rather support proper shops.
It is more a leisure activity, rarely go for??? and although enjoy either too busy, don't feel I can afford to go or not sure what is on the day
It seems whenever I visited a market nothing is unusual, neither value for money
It's just horrible rubbish, (R?? Street end)
It's so difficult and expensive to park in town nowadays and it takes so long, it's just not worth the hassle and expense.
Just always doing something else
Just lack of time to visit, Stratford has also become very congested so disincentive
Lack of parking at a reasonable rate and lack of public transport
Lack of parking in Stratford & congestion are major obstacles
Lack of suitable car parking
Like markets you never know what you will find nice
Like to support local shops
Love a good market
Markets sell rubbish "In the main" (You have to got to Germany to see it done properly)
Markets tend to be held on days I do other things. Do not have a lot of spare cash to spend
Markets that block off town streets & cause even greater traffic chaos are a nuisance frankly - especially when goods on offer do not justify the chaos caused
More likely to use internet or catalogue. Going to a market means driving 10 to 16 miles!

Most markets tatty cheap & squashed
Mostly cheap goods, apart from fruit and veg.
My disability makes markets unattractive.
No parking for local residents
No real interest in markets
NO RESPECT FOR OTHER AREAS IN THE DISTRICT
No time
No transport
Normally too expensive. Parking a nightmare
Not aware of all the set market days, as I'm located on the edge of the district area, there are other more accessible markets in nearby towns
Not aware they are on
Not interested
Not interested
Not local for Alcester people
Not mobile at the moment
Not particularly interested
Not really a shopper
Often hard to park nearby
Older people have to walk too far, after parking their cars
Only visit a market unless at Christmas if shopping or in town on other business
Only visit Southam market - Stratford too far and too difficult to park to make visits worthwhile
Other market in general is less good now, particularly the fortnightly Saturday Farmer's market
Parking
parking
Parking for disability
Parking too dear
Parking/traffic congestion
Poor quality and provenance
Prefer retailer where can return if faulty
Prefer the convenience of online shopping
Rarely visit just 'tacky'
Rarely visit markets
See above
See above at Q25
Shopping more difficult
so far from Stratford
Sometimes the stalls are tired looking and the items on offer are not what I wish to buy
Somewhere to go
Stratford is better than most but still same as
Stratford is not disabled friendly - lack of adequate parking provision. Too crowded anyway
Takes up too much time
The current markets are drab, full of tat. No local farmers. Do not reflect Stratford even though we have loads of farms & local produce around. It is not good enough
The One pound shops/BM bargains etc are just cheap, open all week, accept returns. I think long term it will be very difficult for market traders to offer anything extra

Too busy
Too busy!
Too far away, I am 83 years old
Too far to travel
Too much hassle with traffic and parking
Traffic is always awful and parking is ridiculous.
Travel issues
Use retail parks
usually shop online or in specialist shops
Very busy most of the time and only shop when necessary
Visit local market. No transport to Stratford
Visit village shops & one supermarket
We are local, so obviously look at this market
We buy all our food/drinks at the supermarket. (We spend much more time in Leamington than in Stratford)
We have not visited any of the markets as weren't aware of their regular happening
We live at Tamworth in Arden so quite a distance to travel, although we find park & ride very useful
Weekday shopper
With Stratford, the issue is the traffic into the town. Generally there is enough parking, and then there is the traffic out of the town. Towards Xmas, the Maybird makes the traffic worse
Work. Away from crowds
Would visit markets if was around on that particular day.

Do you think that investment in sports and leisure provision in the local community will contribute to...?

43 comments

Higher standards of personal achievement
Getting people to meet each other. Promoting exercise in children
Healthy activities, especially for young people, teenagers
Objectivity and achievement
Social inclusion. Increased community spirit, opportunities for socialising, increased psychological well-being
Occupied youth are less likely to participate in anti-social behaviour
Farming community for likeminded sporting individuals
None of the above
Please could we have a bowling alley for youngsters
Community spirit if people come together to take part in activities
If provision is based upon notion of expansion into larger areas of central park then 'no' since park is best area of town for leisure already
Encouraging individuals to exercise & complete
None of the above
Quality social time for families
Perhaps a milk/coffee bar attached
It is also good for social interaction. People make friends
All listed are important
Giving visitors something else to do after they have been to the theatre

It will bring likeminded people together, young and old all to improve a community
It would provide for teenagers & young adults a place to meet & have something to do
More social community, encourage healthier living
Build community spirit
A focal point for community
Investment in sport facilities in outlying areas
Getting younger folk involved in sport and then community
It brings people together
It will engender s spirit of 'team' involvement possibly improving intergenerational activities
I do not have enough knowledge of sports & leisure provision, do not use it
Encourage children to try new sports
Sport & Leisure activities make for community spirit and contact
Hopefully reduce pressure on NHS services
Encourage youths/adults to be more active - better for community
Social contact for the elderly/isolated
There is a difference between efficiency & cost cutting!
Community cohesion
An opportunity for members of the community to meet
Access to town parking, more free time parking
Youth activities (organised) seem to be limited
Needs to be a good size and affordable and for all ages
We live too far away to make facilities convenient
If the facilities are not over priced as people feel excluded if they are not able to afford
Something for young people to do
I would like to see more sports facilities for people with disabilities - it can make such a difference to people's lives, including their health. Example: in many areas there are times in the week when people with disabilities, or more frail/fragile folk can use a swimming pool without strong ones making the pool risky for them.

Have you used the Stratford District Council website to access information about any of the following leisure services?

41 comments

Bin collection times
Bin collections
Do not have computer
Footpaths, bridleways
Hours at recycling centre and items they can handle
Info re festivals, town events i.e. half marathon
Info re services
information about Councillors
Library
Library information
Licensing enquiry/forms
Live too far away to use the facilities
Local Council website & Police reports
Local newspapers

Local services e.g. rubbish
No I have been suffering from a bacterial infection since 2010
None, use it for other things
Not used website for sport & leisure only other services
Only Planning Department & meetings
Parking, planning
Parking, planning, general information
Pay Council Tax
Planning
Planning
Planning application for Lighthorne Heath
Planning applications
Planning applications
Planning applications
Planning enquiries, bus services
Planning mainly
Planning office
Planning Portal
Planning, recycling centres
Planning, waste disposal
Recycling centre distribution information, jobs for friends, pay bill Council Tax, parking fine
Recycling etc
Refuse services
Rubbish dates
Stratford swimming pool website isn't great - could give clearer info
Walking
Waste disposal