



# **CITIZENS' PANEL RESULTS FINAL REPORT**

**MARCH 2012**

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# Stratford-on-Avon District Council Citizens' Panel: March 2012 Results

## 1. 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 March 2012 Panel survey.

## 2. Methodology

489 questionnaires were returned (152 by email and 337 by post) from a mailing to 1,111 residents (355 emailed and 756 received a paper copy) in March 2012, with a deadline of April 12<sup>th</sup>. 38 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 45.6% (44.1% email, 46.3% post).

*Table 1: Distribution, returns and response rate, by locality*

LOCALITY	Number Distributed	Number Returned	% Response
Alcester-Bidford	196	85	43.4
Henley-Studley	164	62	37.8
Shipston	162	62	33.3
Southam	150	68	45.3
Stratford	301	127	42.1
Wellesbourne-Kineton	139	55	33.6
Unknown	-	30	-
BASE:	(1111)	(489)	

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. Summary of Results**

#### **Getting Around**

- 73% of those who travel to work, drive alone.
- 62% of those travelling to work by car, park in a staff car park.
- 66% travel to work every day.
- 28% travel over 20 miles to work each day, and 25% have a daily commute of over 10 miles and up to 20 miles.
- 29% said it took them 0-15 minutes to get to work, 31% said it took them 16-30 minutes and 18% cited 31-45 minutes.
- Regarding how respondents take their children to school, 35% said they nearly always walk and 31% stated they nearly always travelled by car.
- 30% of those surveyed travel 6 to 10 miles to do their main weekly shop, 22% travel up to 1 mile, and 7% do it online.

#### **Draft Core Strategy 2012**

- 71% stated: "Protecting the character of the District and its attractive environment" was most important to them.
- 53% confirmed that they agreed that 8,000 new homes in the District up to 2028 was the right number, although 47% disagreed.
- Two options were presented as possible approaches for the distribution of 8,000 homes up to 2028. 51% cited their preference as Option 2 regarding the location of new homes.
- 74% of those surveyed were of the opinion that the amount of new employment land proposed was about right.
- Respondents were requested to indicate which parts of the local economy they thought should be supported. 68% stated "start-up businesses"; 66% said "high technology"; and 65% cited "manufacturing".
- 71% confirmed they did think it was appropriate that older industrial areas should be redeveloped for other uses, although 24% were not sure.
- 73% thought further shopping developments should only take place in existing centres.
- 71% did not think that further large food stores should be provided in the District.

#### **Affordability**

- 69% of respondents struggled to pay their fuel bills.
- 37% stated they spent between 6% to 10% of their monthly income and benefits are used to pay for electricity and heating fuel bills.
- 34% felt that heating / fuel debts were a cause for concern.
- 58% confirmed they did know who to approach for advice to ensure that their home was not at risk and for help in prioritisation and management of debts.

## **Empty Homes**

- 96% thought the Council's work to reducing the number of empty homes should continue to be a priority.
- Regarding Empty Homes Assistance Grants, 45% were in favour of introducing a combination of lower value grants and loans, and 33% wanted to continue with the current grants only scheme.
- 88% thought the Council should consider using legal powers to return empty homes into use. This view has remained constant when compared to findings in the 2010 Citizens' Panel.
- Where owners insist on keeping their property empty, 87% were of the opinion that increased financial penalties would encourage owners to bring them back into use.

## **Service Provision**

- 91% of residents thought SDC provided the household waste collection service.
- 90% believed it provided car parking services.
- 86% thought that recycling facilities were provided by SDC.

## **Citizens Advice Bureau**

- 27% of respondents claimed to have used the service of the Citizens Advice Bureau.
- Of those that had used the CAB free information and advice service, 80% were satisfied.
- Residents were asked to indicate all that applied if the outcome of this advice was of a personal nature: 38% cited confidence, and 30% stated quality of life improvements.
- 89% of those who had used the CAB service, had not used the telephone service. Of those that had, 76% were satisfied with it.
- 79% of those surveyed claimed they would use the Citizens Advice Bureau service for information and advice on general enquiries. However, 73% said they would not use it for relationship issues. 75% used it for consumer issues, and 73% for benefits issues.

## 4. Results in Detail

### 4.1 Getting Around

#### 4.1.1 Travel to Work

Residents who travel to work were requested to answer a set of questions. The first being typically, how do they travel to work. The largest percentage by far: that of 73%, was of those who stated they drive alone to work. This was followed by one in ten (11%) who said they walk all the way to work.

Chart 1:

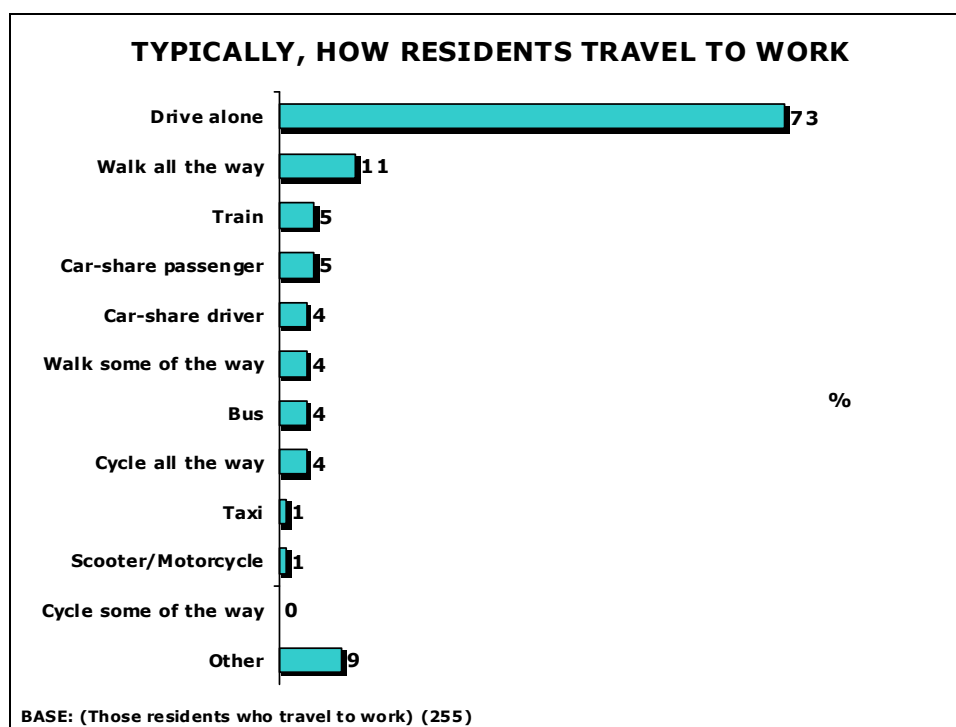
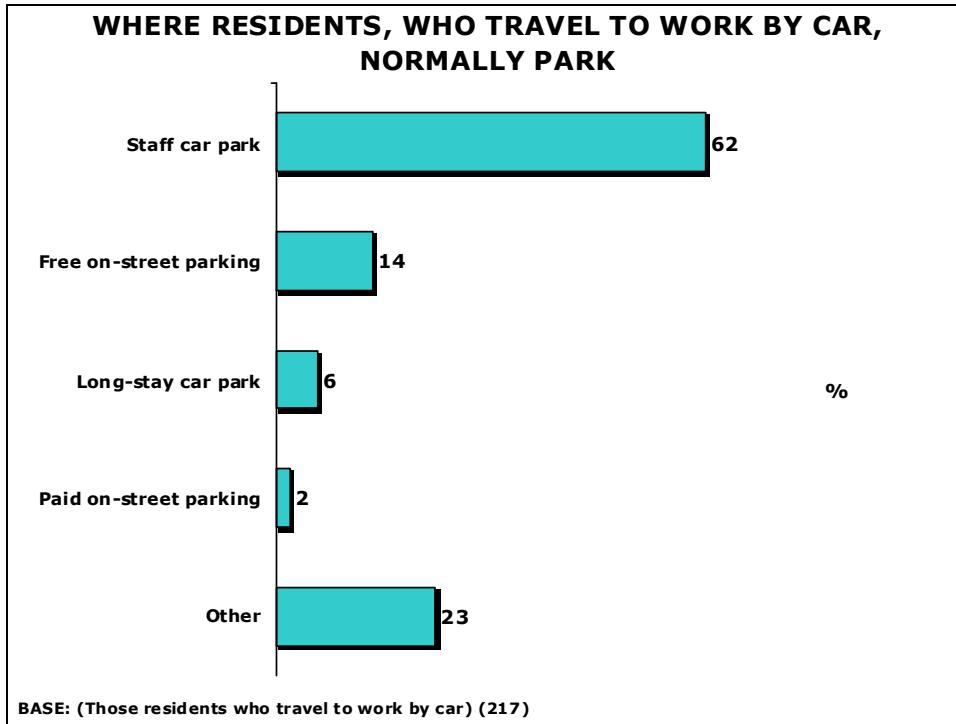


Table 2: How residents travel to work, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Drive alone	83	70	68	79	66	77
Walk all the way	5	7	6	6	20	7
Train	0	4	6	6	6	10
Car-share passenger	5	7	10	6	3	0
Car-share driver	5	11	0	12	3	0
Walk some of the way	0	4	0	0	6	7
Bus	7	11	3	0	4	3
Cycle all the way	5	7	0	0	4	3
Taxi	0	4	0	0	3	0
Scooter / Motorcycle	2	0	0	0	1	0
Cycle some of the way	0	4	0	0	0	0
Other	7	11	13	9	4	20
Base: (Respondents who travel to work)	(41)	(27)	(31)	(33)	(70)	(30)

Of those respondents who travel to work by car, six in ten (62%) normally park in a staff car park.

Chart 2:



On average, almost two thirds of those surveyed (66%) travel to work every day and over a quarter (27%) travel to work 2-3 days a week.

Chart 3:

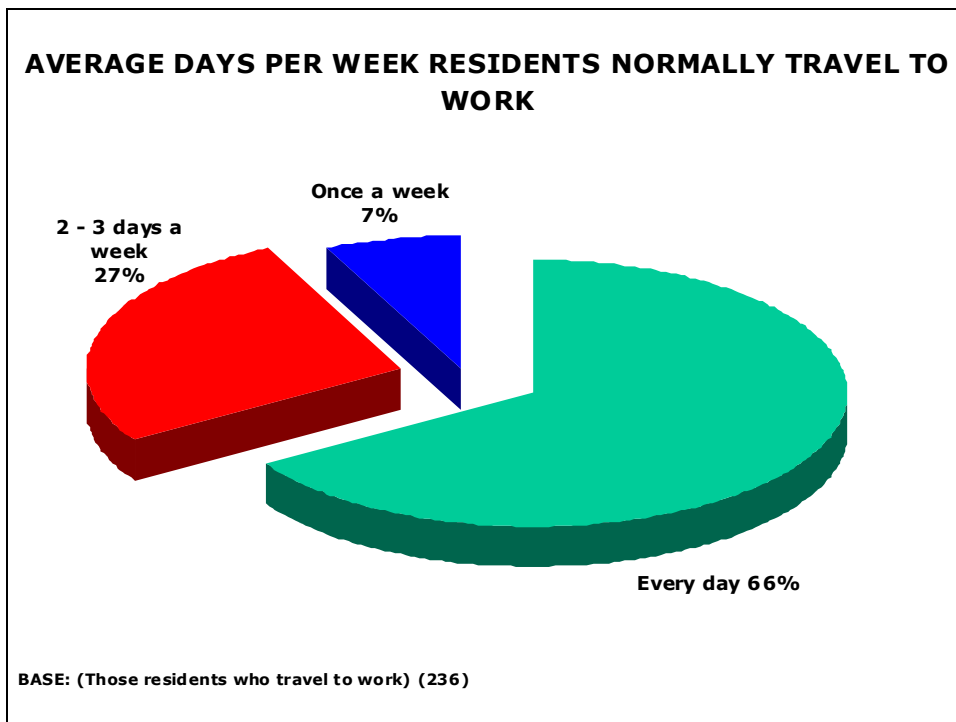




Table 3: Average days per week residents normally travel to work, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Every day	56	76	77	70	64	72
2-3 days per week	38	16	15	20	32	24
Once a week	5	8	8	10	4	4
Base: (Respondents who travel to work)	(39)	(25)	(26)	(30)	(69)	(25)

Three in ten of those surveyed (28%) travel over 20 miles to work each day, and a quarter (25%) travel over 10 miles and up to 20 miles to work each day.

Chart 4:

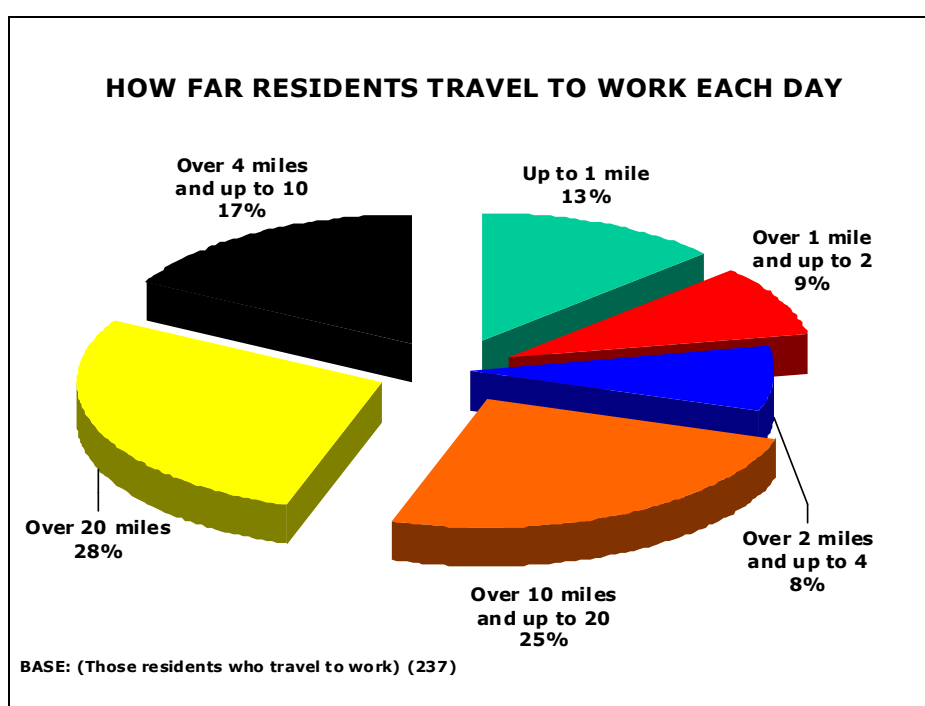


Table 4: How far residents travel to work each day, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Up to 1 mile	8	4	15	10	20	4
Over 1 mile & up to 2	8	4	0	10	14	12
Over 2 miles & up to 4	0	13	7	3	13	8
Over 4 miles & up to 10	28	29	19	19	9	16
Over 10 miles & up to 20	31	21	22	35	19	36
Over 20 miles	26	29	37	23	25	24
Base: (Respondents who travel to work)	(39)	(24)	(27)	(31)	(69)	(25)

When asked how long does it currently take them to get to work, three in ten (31%) of those surveyed stated 16-30 minutes, 29% said 0-15 minutes and 18% cited 31-45 minutes.

Chart 5:

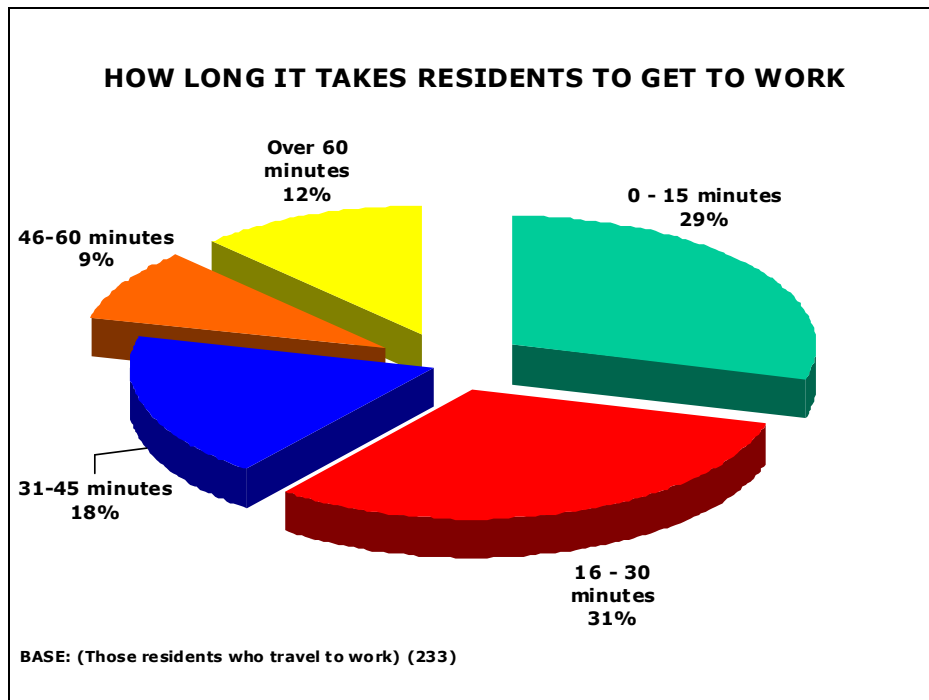


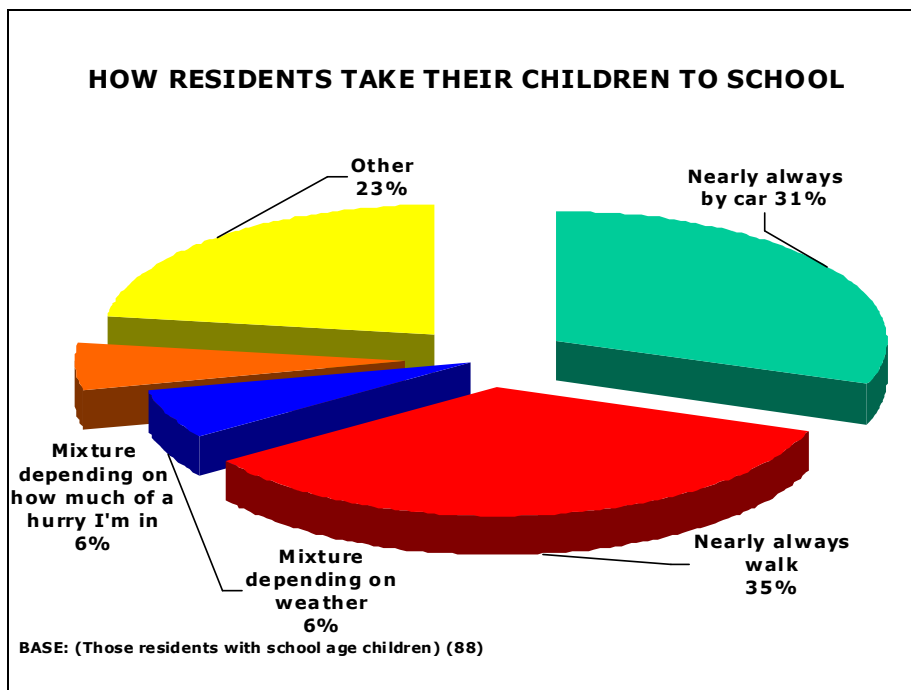
Table 5: How long it takes residents to get to work, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
0-15 minutes	21	21	20	33	39	24
16-30 minutes	41	25	28	33	33	40
31-45 minutes	18	38	20	17	9	16
46-60 minutes	8	4	8	10	9	12
Over 60 minutes	13	13	24	7	10	8
Base: (Respondents who travel to work)	(39)	(24)	(25)	(30)	(67)	(25)

### 4.1.2 Travel to School

Residents with school age children, were asked about their travel to school. With respect to how respondents take their children to school, over a third (35%) said they nearly always walk and 31% stated they nearly always travelled by car.

Chart 6:



### 4.1.3 Travel to the Shops

30% of those surveyed travel 6 to 10 miles to do their main weekly food shop. Significantly, over a fifth (22%) travel up to 1 mile, and 7% do it online.

Further analysis shows that:-

- Over half (52%) of Stratford residents, compared to 15% or less of all those living in other localities, travel up to 1 mile to do their main weekly food shop.
- Exactly one third (33%) of Stratford respondents and three in ten Southam residents (28%), versus 2% of those living in the Shipston and Wellesbourne and Kineton localities, travel 2 to 3 miles for their weekly food shop.
- Two fifths (40%) of Henley and Studley residents, as opposed to 4% of Stratford residents and 12% of both Shipston and Southam respondents, travel 4 to 5 miles for their shop.
- Over half of both Wellesbourne and Kineton and Shipston residents (51%), in contrast to less than a third (31%) of Henley and Studley residents, and 2% of those living in the Stratford locality, travel 6 to 10 miles to do their weekly food shop.
- Almost a quarter of Shipston residents (23%), versus 3% of both Stratford and Alcester and Bidford residents, travel 11 miles or more, to do their weekly food shopping.

Chart 7:

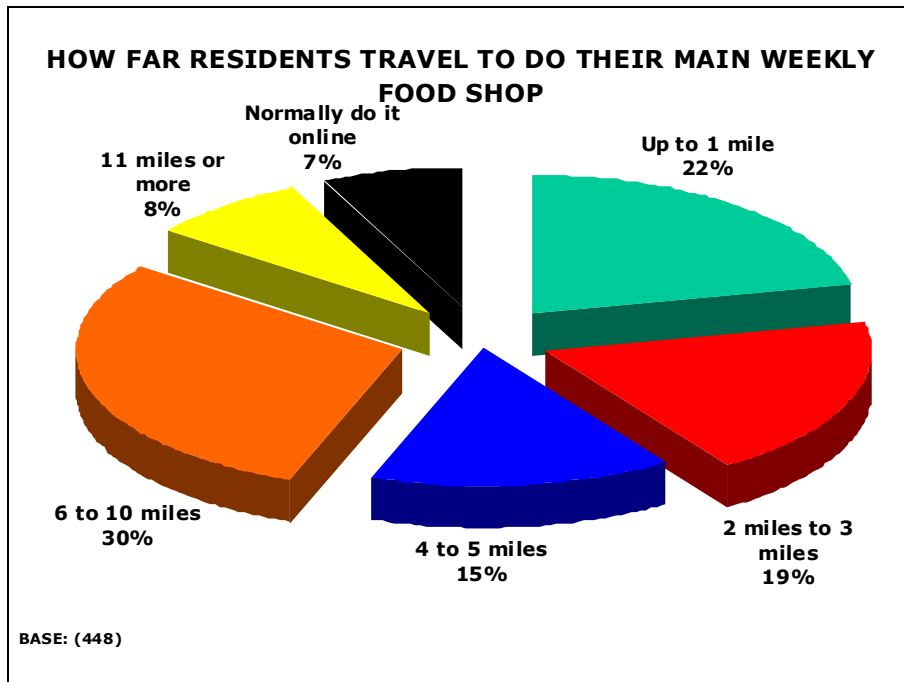


Table 6: How far residents travel to do their main weekly food shop, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Up to 1 mile	15	7	9	10	52	6
2 miles to 3 miles	18	16	2	28	33	2
4 to 5 miles	22	40	12	12	4	18
6 to 10 miles	35	31	51	36	2	51
11 miles or more	3	2	23	10	3	12
Normally do it online	8	4	4	3	6	12
Base: (All Respondents)	(74)	(55)	(57)	(58)	(118)	(51)

## 4.2 Draft Core Strategy 2012

### 4.2.1 Housing Development

Residents were advised that their views were being sought on the latest draft of the Core Strategy, which will replace the current Local Plan and will set the District wide direction for all future development until 2028. They were advised that the full document could be found at [www.stratford.gov.uk/dcs2012](http://www.stratford.gov.uk/dcs2012).

Respondents were asked to indicate which, from a number of statements, was most important to them. Seven in ten (71%) stated: "Protecting the character of the District and its attractive environment" was most important to them. Of the 7% of residents who cited other things as being most important to them, a total of 62 comments were received, as listed in Appendix 1.

Chart 8:

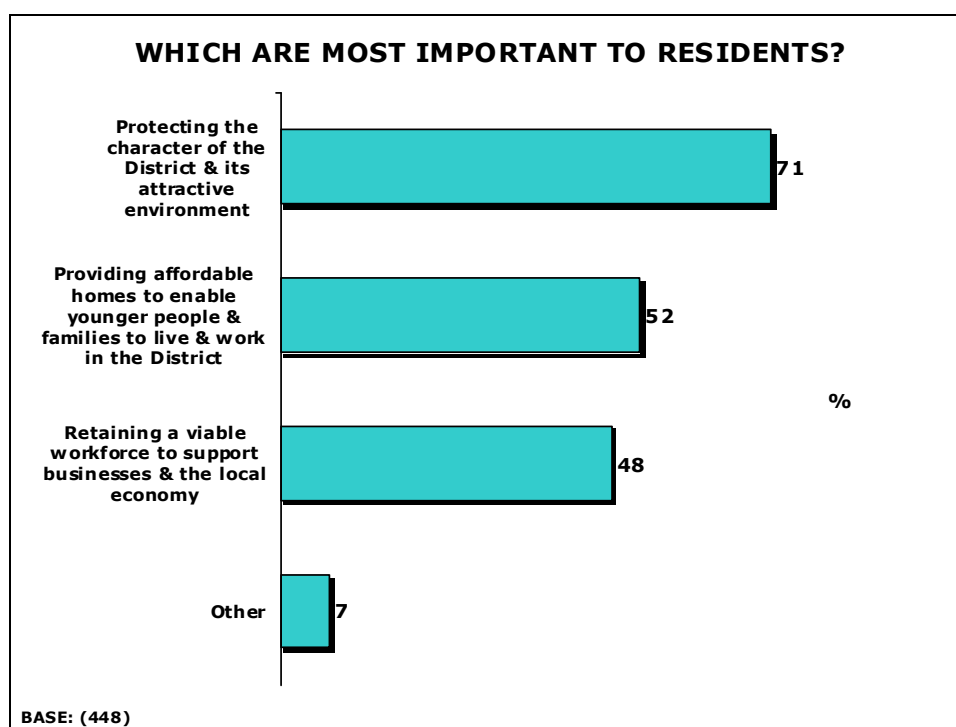


Table 7: Which are most important to residents, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Protecting the character of the District & its attractive environment	65	82	79	54	73	74
Providing affordable homes to enable younger people & families to live & work in the District	58	55	48	62	43	59
Retaining a viable workforce to support businesses & the local economy	51	45	41	49	51	50
Other	6	7	8	2	8	11
Base: (All Respondents)	(83)	(60)	(61)	(65)	(124)	(54)

Over half (53%) confirmed that they agreed that 8,000 new homes in the District up to 2028 was the right number, although 47% disagreed.

Further analysis shows that:-

- Three fifths of those living in Shipston (61%), Henley and Studley (60%) and Southam (60%), compared to 42% of those living in Stratford, agreed that 8,000 new homes in the District up to 2028 was the right number.

Chart 9:

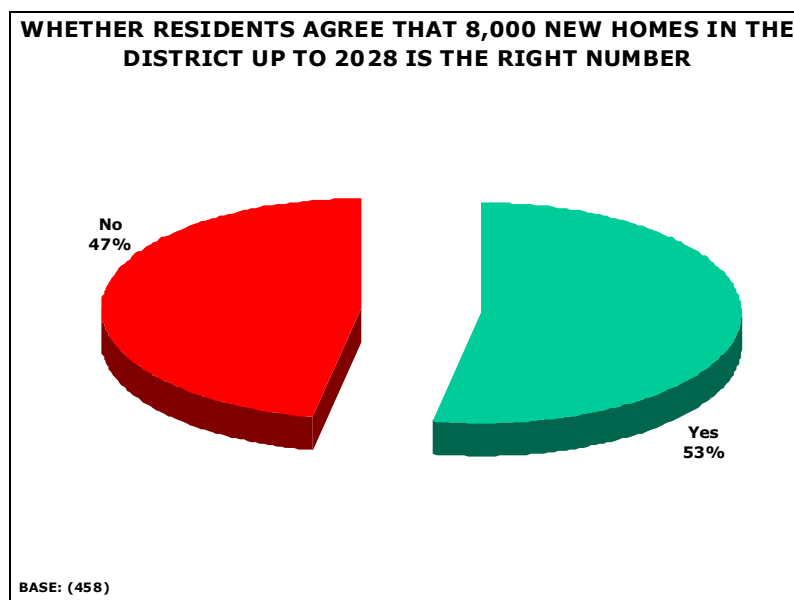


Table 8: Whether residents agree that 8,000 new homes in the District up to 2028 is the right number

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Yes	59	60	61	60	42	53
No	41	40	39	40	58	47
Base: (All Respondents)	(81)	(57)	(57)	(62)	(116)	(51)

Of the 53% who agreed that 8,000 new homes in the District up to 2028 was the right number, 219 comments regarding suggestions of other numbers of new homes in the District up to 2028 were supplied, as per Appendix 2 and they are analysed in the table below.

Exactly a quarter of those surveyed, (25%) suggested 4,000 to 6,000 new homes in the District up to 2028. Four in ten (37%) made suggestions other than specific numbers. Respondents were further requested to state the reasons for their suggestions: 228 comments were given, as per Appendix 3.

Table 9: Respondents' suggestions of other numbers of new homes in the District up to 2028

Number of New Homes	No.	%
Zero	11	5
Up to 999	5	2
1,000 to 2,000	21	10
2,001 to 3,999	11	5
4,000 to 6,000	55	25
6,000 to 7,999	0	0
8,000 to 9,999	7	3
10,000 to 15,000	24	11
15,001 to 19,999	0	0
20,000 to 39,999	2	1
40,000 and over	1	0
Other suggestions	81	37
BASE:	(219)	

#### 4.2.2 Location of New Homes

Two options were presented as possible approaches for the distribution of 8,000 homes up to 2028. Residents were asked to state which they preferred.

Distribution Location	Option 1. Wider Dispersal	Option 2. Wider Dispersal – Preferred Approach
Stratford-upon-Avon	15% 840	10% 560
Main Rural Centres – Alcester, Bidford, Henley, Kineton, Shipston, Southam, Studley, Wellesbourne	20% 1,120	30% 1,680
Local Service Villages and other rural areas	55% 3,080	50% 2,800
Rural brownfield sites	10% 560	10% 560
Total	100% 5,600	100% 5,600

Over half (51%) cited their preference as Option 2.

Further analysis shows that:-

- Seven in ten Stratford respondents (69%), versus 37% of Wellesbourne and Kineton residents, preferred Option 2.
- Four in ten (38%) of Wellesbourne and Kineton residents, and over a third (35%) of those living in the Alcester and Bidford locality, compared to 13% of Stratford residents, preferred Option 1.

Chart 10:

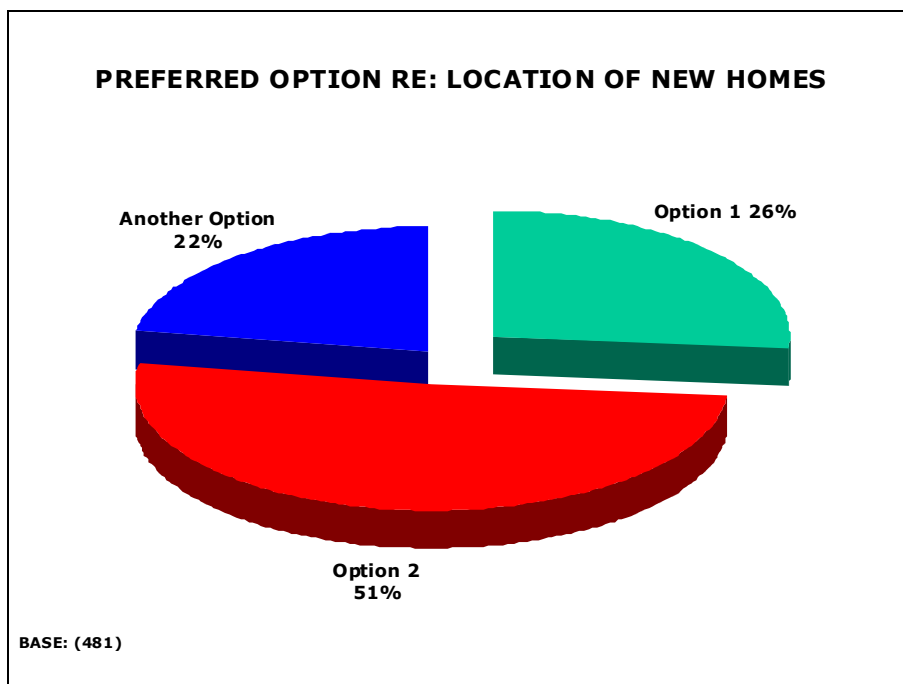


Table 10: Preferred option regarding location of new homes, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Option 1	35	24	27	33	13	38
Option 2	42	53	44	50	69	37
Another Option	23	24	29	17	18	25
Base: (All Respondents)	(83)	(59)	(62)	(64)	(124)	(52)

The 23% of respondents who stated their preference to be "Another Option" were asked to indicate what they would prefer this to be. Over half (52%) cited "Development on large rural brownfield (previously industrial) sites". One in ten (10%) stated other and they were further asked to state where and their reason for choosing another option. 72 comments were supplied and these can be found in Appendix 4.

Further analysis shows that:-

- Exactly a third (33%) of Shipston residents, as opposed to 4% of Stratford residents, preferred: "More development in Stratford-upon-Avon".
- Over a quarter (26%) of those living in Southam, versus 5% of those living in Shipston, favoured: "More development in the Main Rural Centres".
- Seven in ten (69%) of those living in the Henley and Studley locality, compared to 34% of Alcester and Bidford residents, were in favour of: "Development on large rural brownfield (previously industrial) sites".



Chart 11:

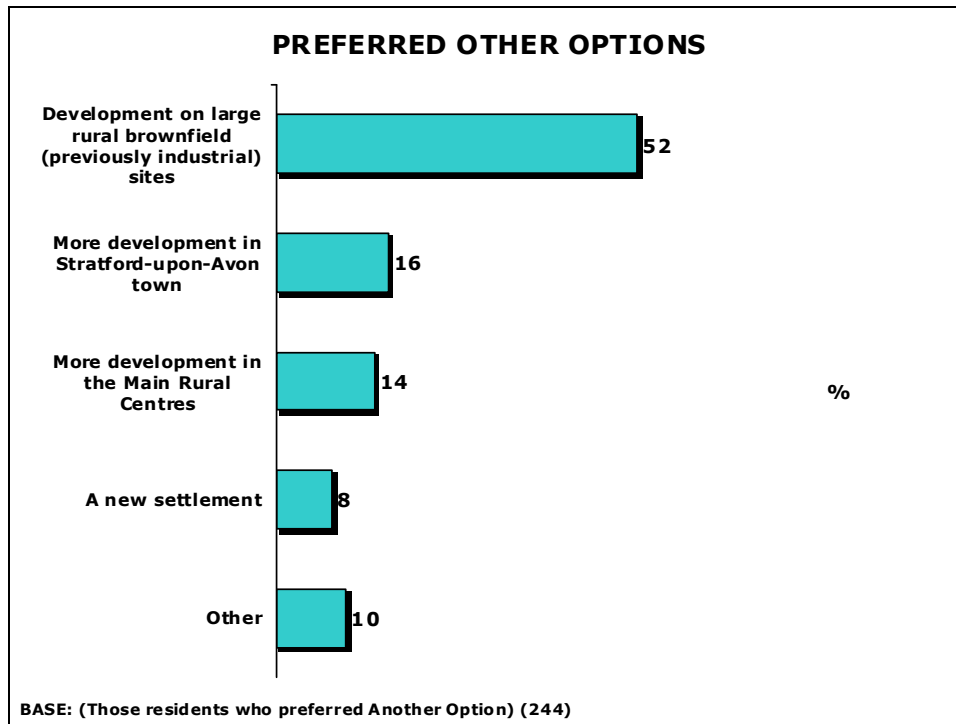


Table 11: Preferred other options, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Development on large rural brownfield (previously industrial) sites	34	69	46	56	59	50
More development in Stratford-upon-Avon town	22	14	33	12	4	20
More development in the Main Rural Centres	16	8	5	26	10	13
A new settlement	16	3	3	6	12	7
Other	13	6	13	0	14	10
Base: (All Respondents)	(32)	(36)	(39)	(34)	(49)	(30)

### 4.2.3 The Economy and Employment

The Council wants to ensure that local companies have the scope to develop and grow without having to move out of the area. The Draft Core Strategy proposes that a further 25-30 hectares of land should be developed for employment purposes during the plan period.

Almost three quarters (74%) of those surveyed were of the opinion that the amount of new employment land proposed was about right.

Chart 12:

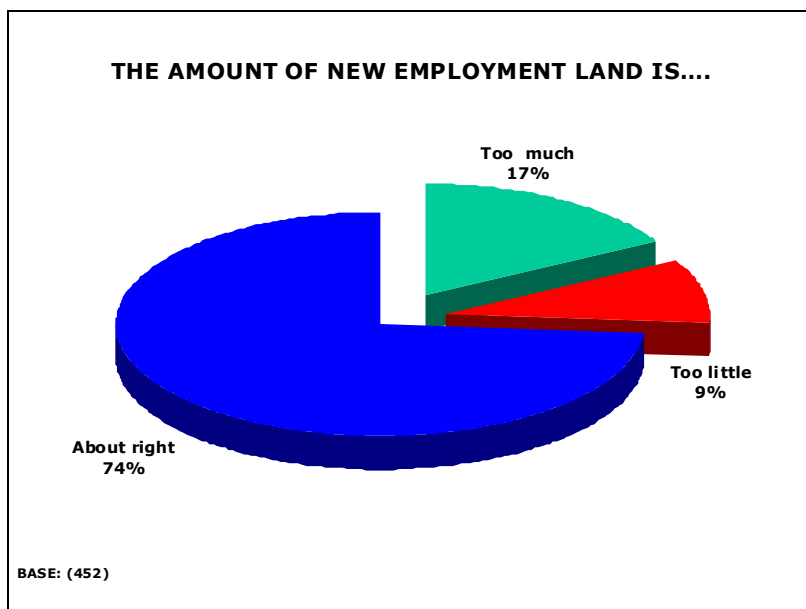


Table 12: The amount of new employment land is..., by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
About right	78	73	73	73	70	76
Too much	15	21	14	16	21	15
Too little	7	5	14	11	9	9
Base: (All Respondents)	(81)	(56)	(59)	(62)	(115)	(46)

Residents were asked to state the name of the town or the village where they thought additional employment land should be provided, and these comments, totalling 279 are listed in Appendix 5. Three in ten (29%) stated Stratford and almost a fifth (18%) cited Alcester. 15% of other responses included villages such as Tiddington, Temple Grafton, Ardens Grafton and Welford, plus comments such as: "nearer to Coventry/Birmingham" and "not where lorries will have to go over the river, too many lorries here".

Table 13: Respondents' suggestions as to where additional employment land should be provided

	No.	%
Stratford	81	29
Alcester	50	18
Shipston	35	13
Southam	35	13
Wellesbourne	30	11
Studley	24	9
Bidford	23	8
Empty/disused industrial sites/vacant land/premises	19	7
Kineton	14	5
Long Marston	13	5
Outside main towns / towns with large scale unemployment	11	4
Anywhere that is easy to access / close to main roads & rail	9	3
Away from Stratford / too much development on B'ham Rd	9	3
Henley	8	3
Brownfield sites	6	2
Quinton	5	2
Villages with suitable transport links / main rural villages	5	2
Gaydon	3	1
Great Alne	3	1
Broom	2	1
Other	43	15
BASE:	(279)	

Furthermore, other locations were requested, 77 comments were received, as per Appendix 6. One in ten (9%) stated Alcester, and the same percentage cited brownfield sites. 9% said Shipston (including the Norgren site). Three in ten quoted other locations which included Napton, Studley, Henley and Clifford Chambers.

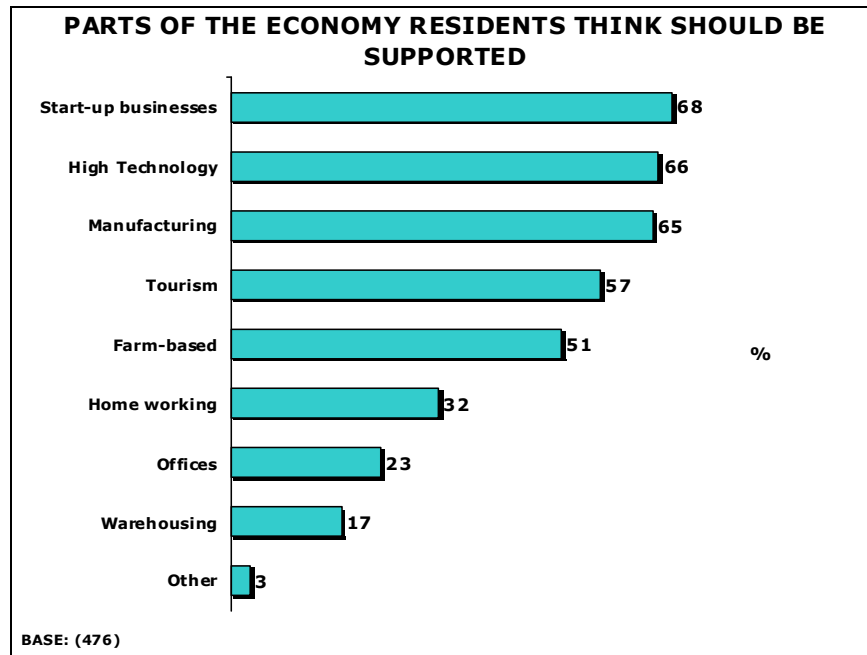
Table 14: Other locations as to where additional employment land should be provided

	No.	%
Alcester	7	9
Brownfield sites	7	9
Shipston (including Norgren site)	7	9
By motorway / railway	6	8
Long Marston	6	8
Stratford (including Masons Road)	5	6
Unused / vacant land / empty properties	5	6
Bidford	3	4
Outside Stratford	2	3
Quinton	2	3
Southam	2	3
Wellesbourne	2	3
Other	24	31
BASE:	(77)	

Respondents were requested to indicate which parts of the local economy they thought should be supported. Seven in ten (68%) stated "start-up businesses"; almost two thirds (66%) said "high technology"; and 65% cited "manufacturing".

15 comments were supplied from the 3% of residents who stated other parts of the economy, and these can be found in Appendix 7.

Chart 13:



Seven in ten (71%) confirmed they did think it was appropriate that older industrial areas should be redeveloped for other uses, although almost a quarter (24%) were not sure. Those that stated yes were further questioned as to which areas they felt were suitable for redevelopment: 224 comments were supplied, as per Appendix 8.

Chart 14:

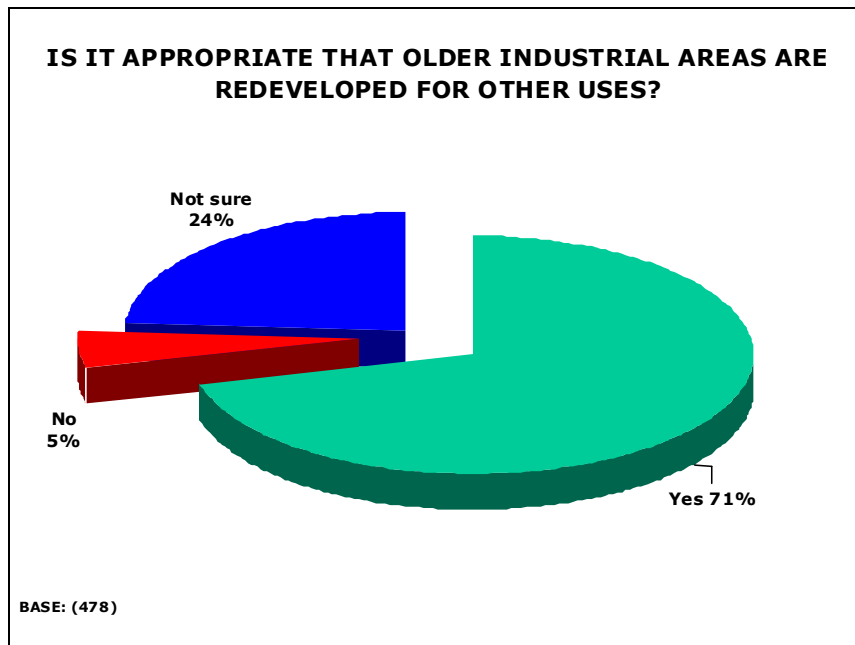


Table 15: Whether it is appropriate that older industrial areas are redeveloped for other uses, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	75	67	68	75	71	68
No	4	5	6	8	5	8
Not sure	22	28	26	17	24	24
Base: (All Respondents)	(83)	(60)	(62)	(64)	(121)	(50)

#### 4.2.4 Shopping and Town Centres

The Draft Core Strategy proposes that further shopping floor space should be provided in Stratford-upon-Avon for what is called "comparison goods" (e.g. clothes/shoes, CDs/DVDs, jewellery, electrical goods, DIY). The total amount proposed is about 12,000 square metres during the plan period. The Plan does not propose any further large food stores in any part of the District during the plan period.

Almost three quarters (73%) of those surveyed did think that further shopping developments should only take place in existing centres, however, 15% were not of this opinion. Those that stated "no" were further questioned as to where they believed such development should take place. 85 comments were received and these are listed in Appendix 9.

Chart 15:

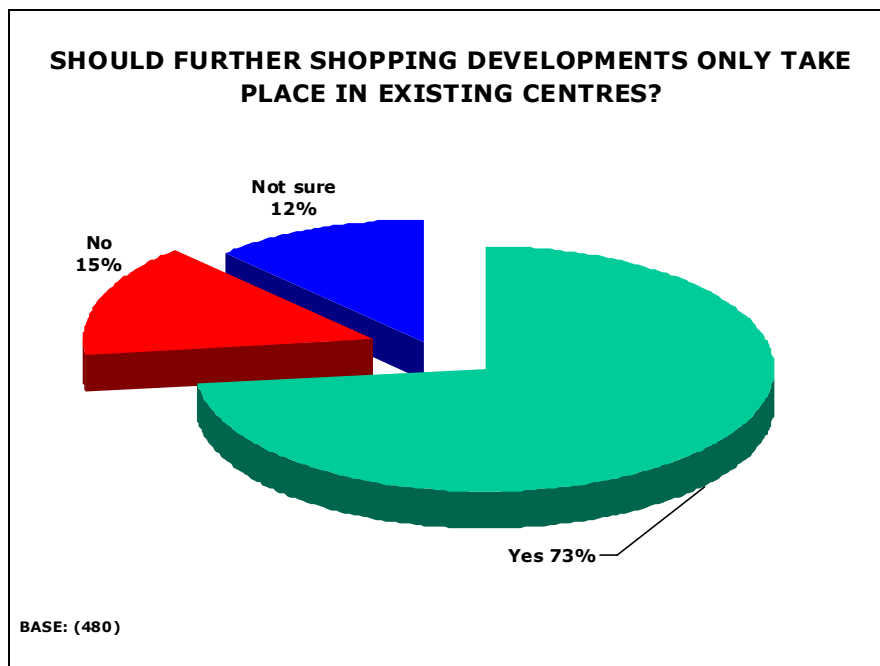


Table 16: Whether further shopping developments should only take place in existing centres, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	83	69	77	67	68	72
No	7	15	10	25	18	16
Not sure	10	16	13	8	14	12
Base: (All Respondents)	(83)	(61)	(61)	(64)	(123)	(50)

Four in ten (41%) of those surveyed did not think that more large-scale “comparison” shopping development should be provided in Stratford-upon-Avon. 156 comments were received from those who did not think it should be provided as to where this should take place, as outlined in Appendix 10.

Further analysis shows that:-

- Exactly half (50%) of Stratford residents, compared to 35% of those living in the Alcester and Bidford locality, were not of the opinion that more large-scale “comparison” shopping development should be provided in Stratford-upon-Avon.

Chart 16:

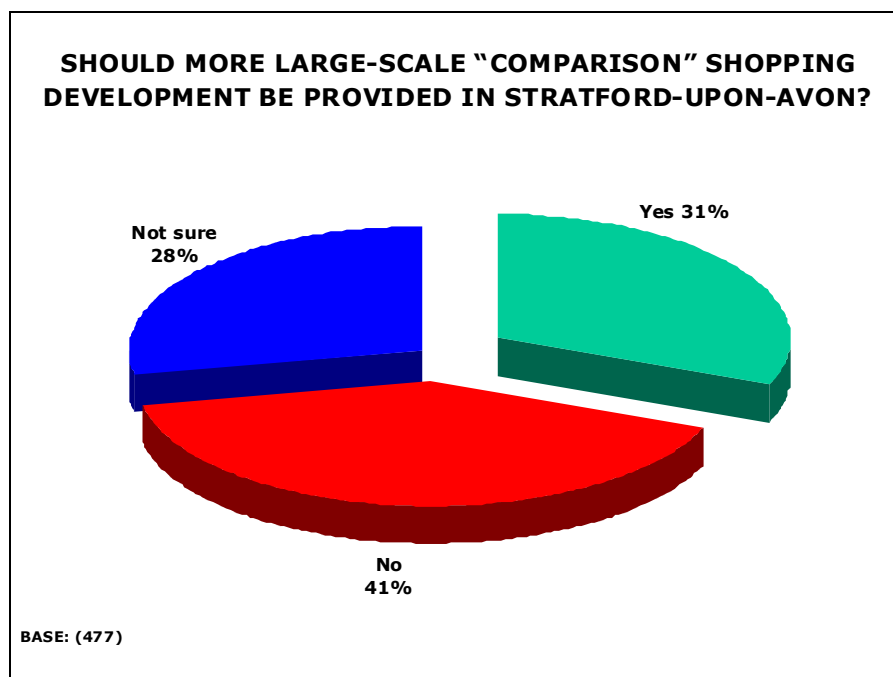


Table 17: Whether more large-scale “comparison” shopping development should be provided in Stratford-upon-Avon, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	35	24	40	22	31	35
No	35	40	38	38	50	37
Not sure	30	35	22	41	19	29
Base: (All Respondents)	(83)	(62)	(60)	(64)	(122)	(49)

Seven in ten (71%) of residents did not think that further large food stores should be provided in the District. Of the 17% who thought they should be provided in the District, 91 comments were received as to where such a store should be located, as per Appendix 11.

Chart 17:

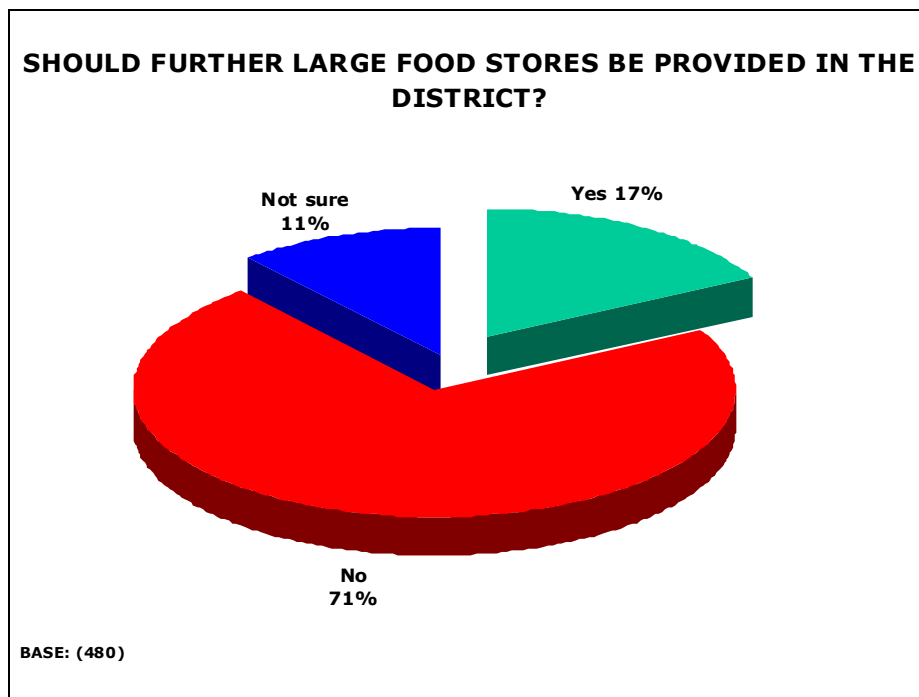


Table 18: Whether further large food stores should be provided in the District, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	16	5	18	22	21	18
No	73	84	68	66	69	75
Not sure	11	11	13	13	10	8
Base: (All Respondents)	(83)	(62)	(60)	(64)	(122)	(51)

### 4.3 Affordability

#### 4.3.1 Fuel bills and debt

Stratford-on-Avon District Council is aware of difficulties of vulnerable people paying increased fuel bills when their income, specifically their pension, is a fixed amount. The survey asked residents if they continually struggled throughout the year to pay their electricity and heating fuel bills.

Significantly, when compared with the findings of the Citizens' Panel Winter 2009 survey, the 2010 report showed an increase of 11 percentage points in those residents who claimed they were struggling to pay their fuel bills, however, it fell by 10 percentage points in 2012. It rose from 68% in the Winter 2009 report to 79% in the 2010 survey, but then fell to 69% in 2012.

Chart 18:

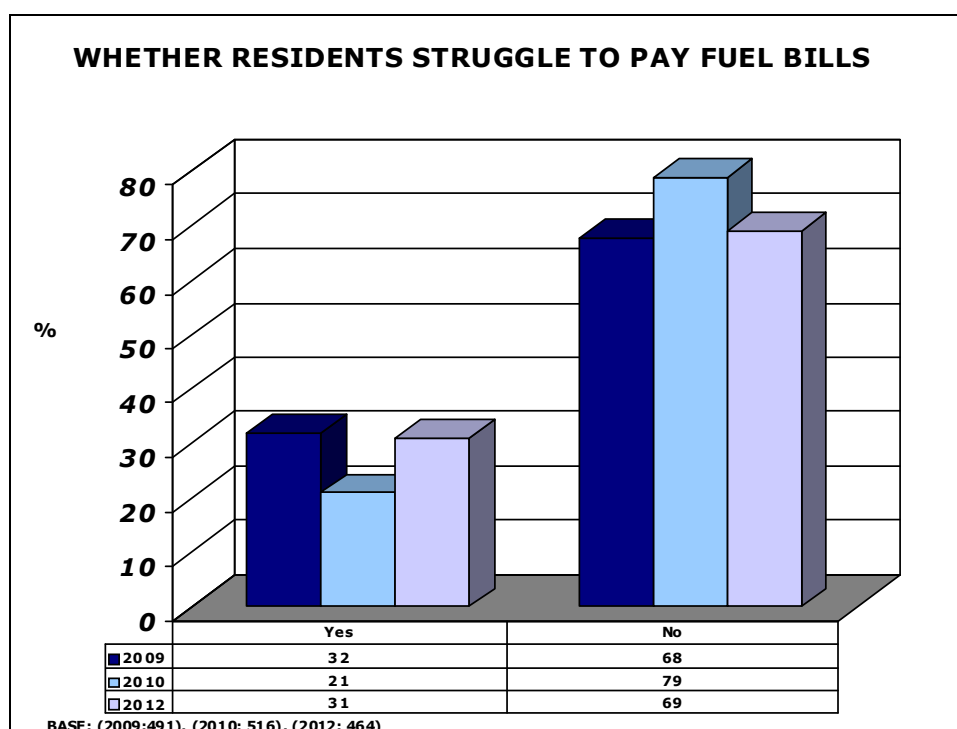


Table 19: Whether residents struggle to pay fuel bills, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	34	30	39	36	27	20
No	66	70	61	64	73	80
Base: (All Respondents)	(82)	(57)	(61)	(61)	(115)	(50)

Respondents were asked to indicate approximately what proportion of their monthly income and benefits are used to pay for electricity and heating fuel bills.

Again, comparisons were made to findings from the winter 2009 Citizens' Panel. Interestingly, there was an increase of 6 percentage points, from 23% in 2009 to 29% in 2010, in those residents who stated that the proportion was 5% or lower, yet this fell back down to 22% in 2012. The percentage of residents stating 6% to 10% remained fairly constant at a third in 2009 and 32% in 2010, however, it rose by 5 percentage points to 37% in 2012. Almost a quarter (24%) of those surveyed in 2012 claimed that they used 11% to 20% of their monthly



income and benefits to pay for electricity and heating fuel bills. This compared with 27% in 2009 although it was the same (24%) in 2010.

Chart 19:

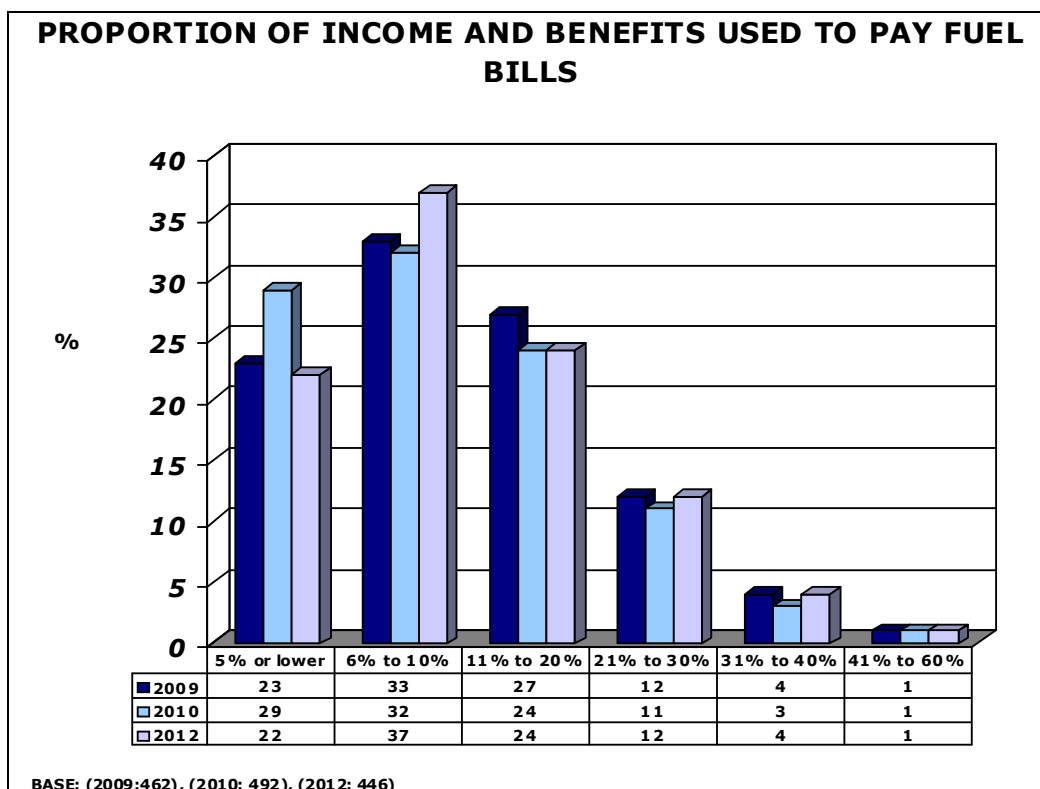


Table 20: Proportion of income and benefits used to pay fuel bills, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
5% or lower	20	15	13	23	27	35
6% to 10%	37	36	35	37	37	35
11% to 20%	21	35	25	26	24	17
21% to 30%	16	9	18	12	8	8
31% to 40%	7	2	7	2	2	2
41% to 60%	0	4	2	0	2	2
Base: (All Respondents)	(82)	(55)	(60)	(57)	(108)	(48)

The survey informed residents that research carried out by the Council indicated that many people are concerned about the impact that household debt may have on their housing situation in the future, and then it asked if this was something that was worrying them. Fewer residents in the 2010 survey than in the 2009 survey actually said it was, representing a decrease of 6 percentage points from 26% in 2009 to 20% in 2010, however, this changed by increasing 4 percentage points, in 2012 when almost a quarter (24%) confirmed that it was worrying them.

Chart 20:

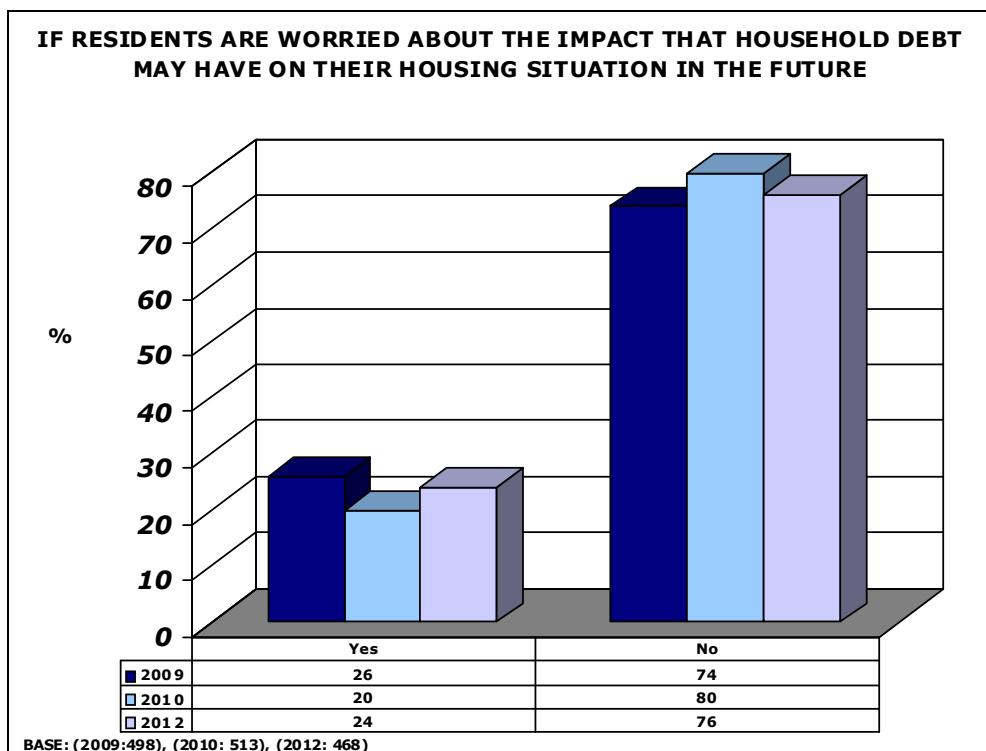


Table 21: Whether residents are worried about the impact that household debt may have on their housing situation in the future, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Yes	25	19	22	23	25	25
No	75	81	78	77	75	75
Base: (All Respondents)	(83)	(57)	(60)	(61)	(119)	(51)

Those residents who were worried about the impact that household debt may have on their housing situation in the future were then asked to indicate the types of debt that may give them cause for concern. Results from this survey are shown in the table below alongside those of the winter 2009 Citizens' Panel and the summer 2010 Citizens' Panel.

Significantly, the percentage of those surveyed who felt that heating /fuel debts were a cause for concern fell by 15 percentage points from 42% in 2009 to 27% in 2010, yet rose by seven percentage points to 34% in 2012. A third of respondents in 2009 cited council tax and this remained fairly constant in 2010 at 31%, however, in 2012 it fell by seven percentage points to less than a quarter (24%). Notably, one in ten (10%) of those surveyed in 2010 quoted bank loan / overdraft as a cause for concern as opposed to just 4% of those surveyed in 2009, representing an increase of 6 percentage points and this percentage increase further in 2012 to 13%.

Table 22: Types of debt which may give residents cause for concern

	2009 %	2010 %	2012 %
Heating / fuel	42	27	34
Council tax charges	33	31	24
Cost of mortgage	26	21	20
Cost of living	14	13	10
Credit cards	11	15	15
Food / groceries	5	3	9
Rent	5	6	16
Poor interest rates / savings fall	4	3	1
Bank loan / overdraft	4	10	13
High prices / inflation / generally	3	6	1
Loss of pension / if spouse died / pensions generally	3	7	5
House repairs	2	4	0
Interest rates on bills	1	1	0
Negative equity / falling house prices	1	1	1
Everything	4	3	2
Water rates	-	-	9
Lack of income	-	-	1
University fees	-	-	4
Income tax	-	-	1
Other	11	31	13
<b>BASE:</b>	<b>(114)</b>	<b>(104)</b>	<b>(20)</b>

All residents were asked if they knew who to approach for advice to ensure that their home is not at risk and for help in prioritisation and management of debts.

In 2009, 41% of respondents said that they did not know as opposed to 59% who did. By 2010, those that did not know increased by 9 percentage points to 50% and those that did know fell by a corresponding 9 percentage points to 50%, however, this changed again in the latest survey: in 2012, 58% of those surveyed confirmed they did know who to approach for advice to ensure that their home was not at risk and for help in prioritisation and management of debts.

Further analysis shows that:-

- Six in ten Southam residents (59%), as opposed to 30% of Stratford respondents, claimed they did not know who to approach for advice to ensure that their home is not at risk and for help in prioritisation and management of debts.

Chart 21:

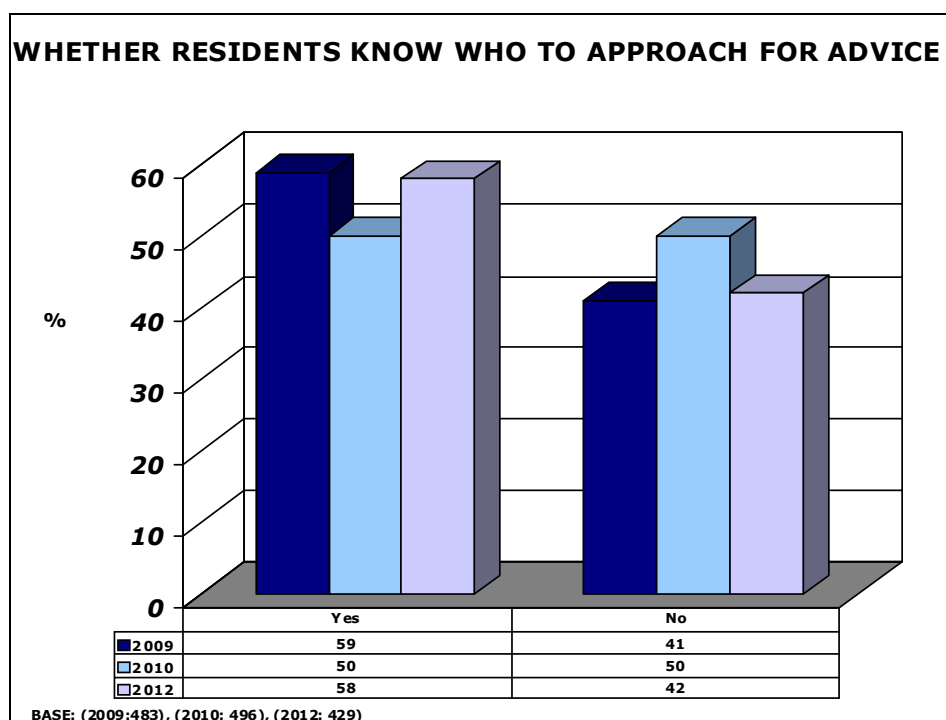


Table 23: Whether residents know who to approach for advice, by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	53	54	54	41	70	62
No	47	46	46	59	30	38
Base: (All Respondents)	(75)	(50)	(59)	(54)	(110)	(47)

Those respondents who had stated they knew who to approach for advice were then asked to list the organisations they would approach.

Results are shown in the table below, and compared with findings from the winter 2009 Citizens' Panel and the summer 2010 Citizens' Panel. Nine out of ten (88%) of those surveyed in 2010 quoted the Citizens' Advice Bureau as the organisation they would approach for advice. Significantly, this represented an increase of 9 percentage points when compared with the 79% recorded in the winter 2009 citizens' panel. However, it fell by 7 percentage points to 81% in March 2012. One in ten (10%) stated they would approach a financial adviser, which represented an increase of three percentage points from the 7% recorded in 2010.

Table 24: Organisations which respondents would approach

	2009 %	2010 %	2012 %
Citizen's Advice Bureau	79	88	81
Bank / Building Society	26	22	25
Council Offices / SDC / WCC	15	11	16
Mortgage Provider	10	8	4
Financial Adviser	8	7	10
Age Concern	8	6	8
Help the Aged	5	2	0
Debt Advice – general	4	3	5
Internet generally / Google	3	3	4
Accountant	3	3	1
Solicitor / Legal help	2	2	6
Social Services	2	1	1
Creditor	2	3	1
National Debt Line	1	3	1
Government backed bodies	1	2	2
Utility Companies	1	1	1
Trade Union	1	0	1
Housing Association	1	1	0
Debt Advisory Centre	1	2	4
Friends and Family	1	0	0
Age UK	-	-	4
Salvation Army	-	-	1
Other	13	9	10
BASE: (Residents who knew who to approach)	(251)	(209)	(74)

## 4.4 Empty Homes

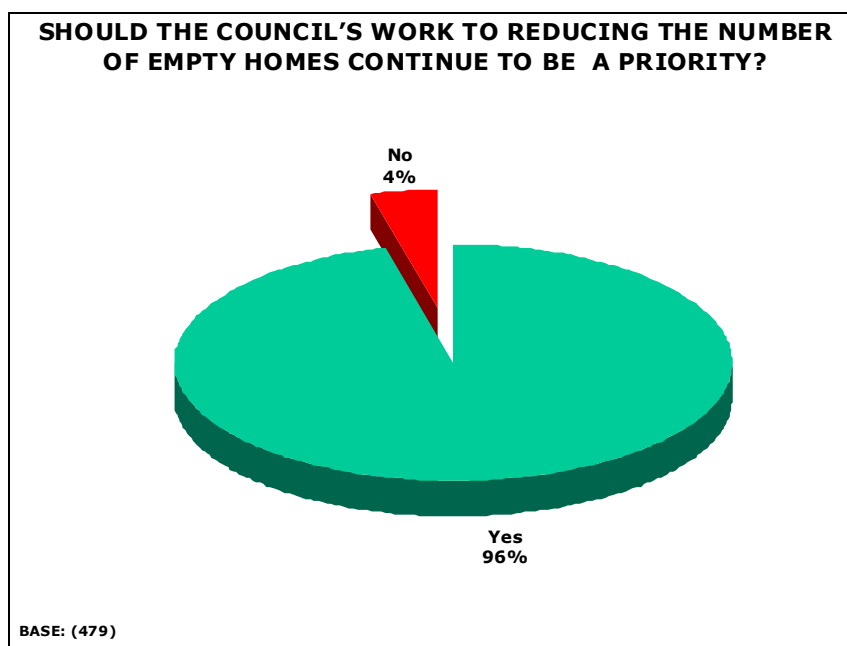
### 4.4.1 Reducing the number of empty homes

Stratford-on-Avon District Council regards the most significant empty homes as those which have not been occupied for over 6 months. There are approximately 700 of these across the District. There are many problems associated with empty homes, they attract criminal activity and anti-social behaviour and can have a detrimental effect on the community. Empty homes also represent a wasted resource and SDC appreciates the contribution, bringing these homes back into use, can make to meet the housing needs of the community. SDC is committed to dealing with these properties and currently uses advice and assistance, including grants to achieve this.

“Addressing local housing need” is Aim 1 of the Council’s Corporate Strategy, “we will promote investment in the existing stock of housing that enhances its affordability, seeking in particular to bring empty properties back into use and to reduce the high cost of heating experienced in many existing properties”.

Respondents were asked if they thought the Council’s work to reducing the number of empty homes should continue to be a priority. 96% thought that this should be the case, as opposed to 4% who did not.

Chart 22:



### 4.4.2 Empty Homes Assistance Grants

The award of Empty Homes Assistance Grants has encouraged owners to return their empty homes back into use, by providing a financial contribution towards renovation costs, in return for nomination rights to that home for a period of time. SDC is considering the introduction of a loan scheme with similar conditions. This reduced financial incentive may be less attractive to owners and as a result the Council may need to implement more effective enforcement measures.

Residents were asked to state whether the Council should continue with the current grants only scheme, or introduce a combination of lower value grants and loans, or introduce a loan only scheme. Almost half (45%) were in favour of introducing a combination of lower value grants and loans, and exactly a third (33%) wanted to continue with the current grants only scheme. 140 comments were received to support their choice - see Appendix 12.

Chart 23:

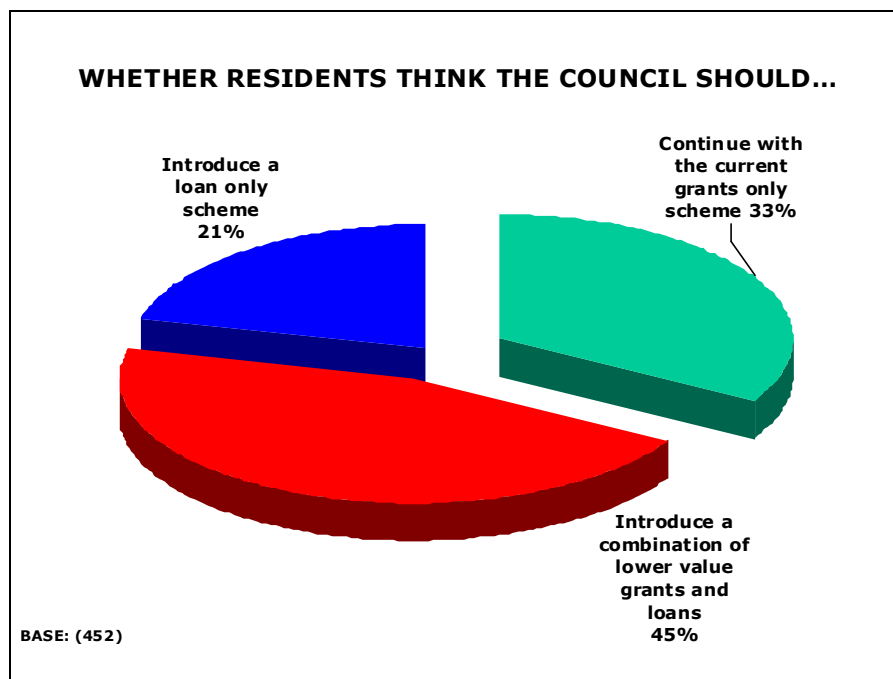


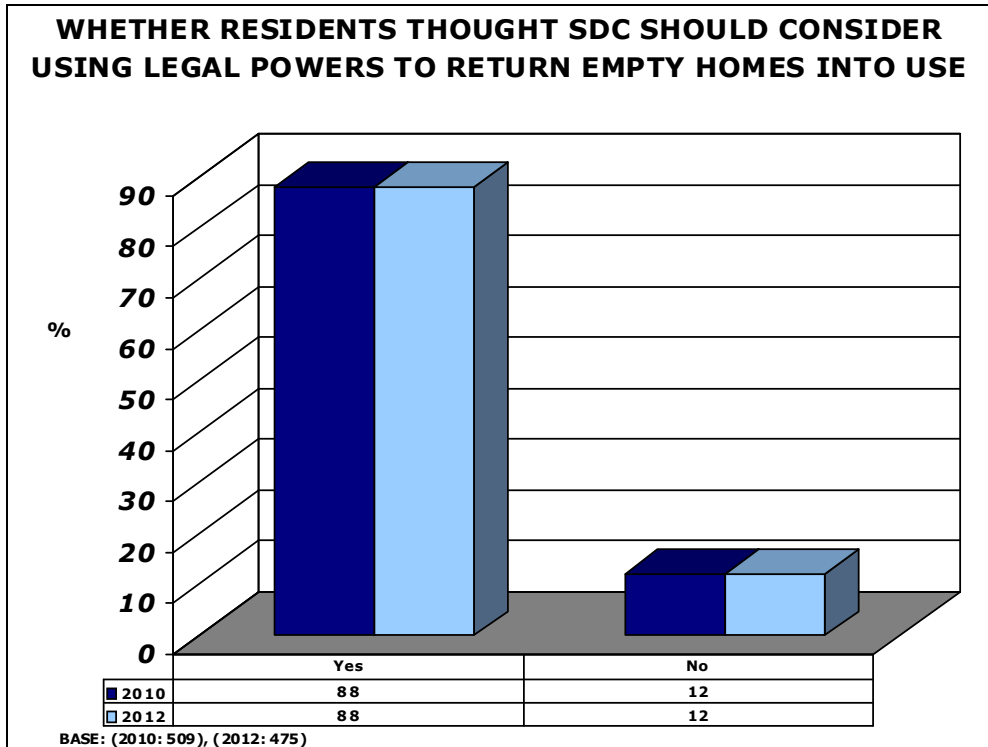
Table 25: Whether residents think the Council should..., by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
Introduce a combination of lower value grants and loans	44	40	48	42	42	56
Continue with the current grants only scheme	35	40	27	37	37	28
Introduce a loan only scheme	21	21	25	22	21	16
Base: (All Respondents)	(80)	(53)	(60)	(60)	(113)	(50)

#### 4.4.3 Use of legal powers to return empty homes into use

Where SDC has exhausted other methods (including the offer of a grant funding) and owners of empty properties are unlikely to return properties back into use, residents were asked if they thought the Council should consider using legal powers to return empty homes into use. 88% said yes as opposed to 12% who said no. Compared to findings in the Citizens' Panel report of Summer 2010, this view has remained constant.

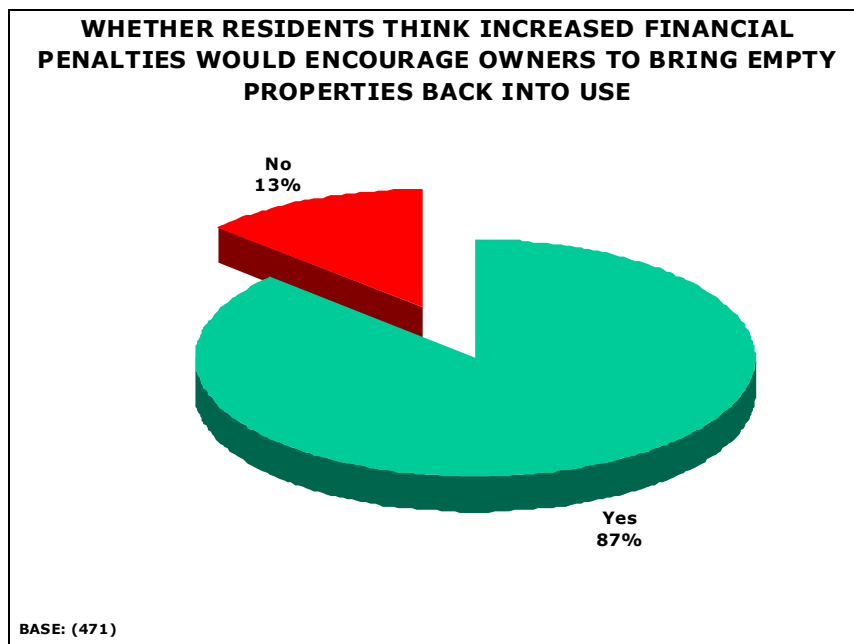
Chart 24:



#### 4.4.4 Increased financial penalties

Where owners insist on keeping their property empty, nine in ten residents (87%) were of the opinion that increased financial penalties would encourage owners to bring them back into use.

Chart 25:





## 4.5 Service Provision

### 4.5.1 Services which residents think are provided by SDC

Residents were given a list of different services provided by local authorities. They were asked to indicate which services they thought were provided by Stratford-on-Avon District Council, including those that they felt were joint District and County Council functions.

According to the findings of the Citizens' Panel in the summer of 2008, nearly everyone surveyed, 93% believed Stratford-on-Avon District Council provided the household waste collection service. In March 2012, this had fallen slightly to 91%. Nine in ten respondents (90%) felt that car parking services was provided by their local Council. 85% felt the same way about planning services. 78% thought that bus passes were a Council responsibility, which represented a fall of 7 percentage points from the 85% recorded in 2008. 86% of those surveyed thought that recycling facilities was provided by SDC, an increase of 2 percentage points since the earlier survey. Almost half of those surveyed in 2012 (49%) believed economic development to be a Council responsibility, which represented an increase of 13 percentage points, compared to the 36% of those who thought it to be the case in the Summer of 2008.

*Table 26: Services which residents feel are provided by Stratford-on-Avon District Council (as well as ones they think are joint District and County Council functions).*

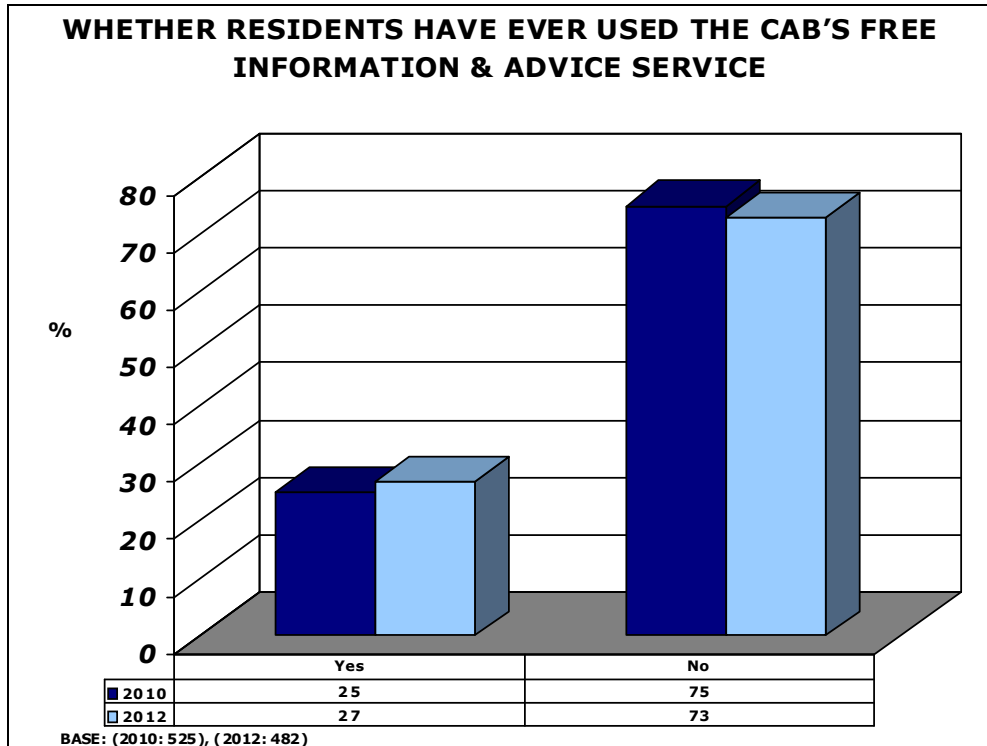
	Summer 2008 %	March 2012 %	Increase or Decrease
Household waste collection	93	91	(-2%)
Car parking	92	90	(-2%)
Planning	87	85	(-2%)
Bus passes / bus tokens	85	78	(-7%)
Recycling facilities	84	86	(+2%)
Housing and council tax benefit	83	84	(+1%)
Public toilets	82	89	(+7%)
Building control	79	81	(+2%)
Pest control	79	76	(-3%)
Street lighting	74	77	(+3%)
Noise control	72	74	(+2%)
Sports and leisure activities	72	72	(0)
Libraries	72	71	(-1%)
Housing advice	72	73	(+1%)
Inspections of food premises	70	71	(+1%)
Trading standards	59	59	(0)
Roads maintenance	54	60	(+6%)
Housing for rent	53	64	(+11%)
Public transport	53	48	(-5%)
Social services	53	57	(+4%)
Schools	51	59	(+8%)
Removal of abandoned vehicles	49	51	(+2%)
Help to fight fear of crime & community safety	46	52	(+6%)
Arts activities	40	45	(+5%)
Museums	40	52	(+12%)
Economic development	36	49	(+13%)
Childcare and nursery	32	36	(+4%)
BASE:	(717)	(475)	

## 4.6 Citizens Advice Bureau

### 4.6.1 Use of the CAB service and satisfaction with advice given

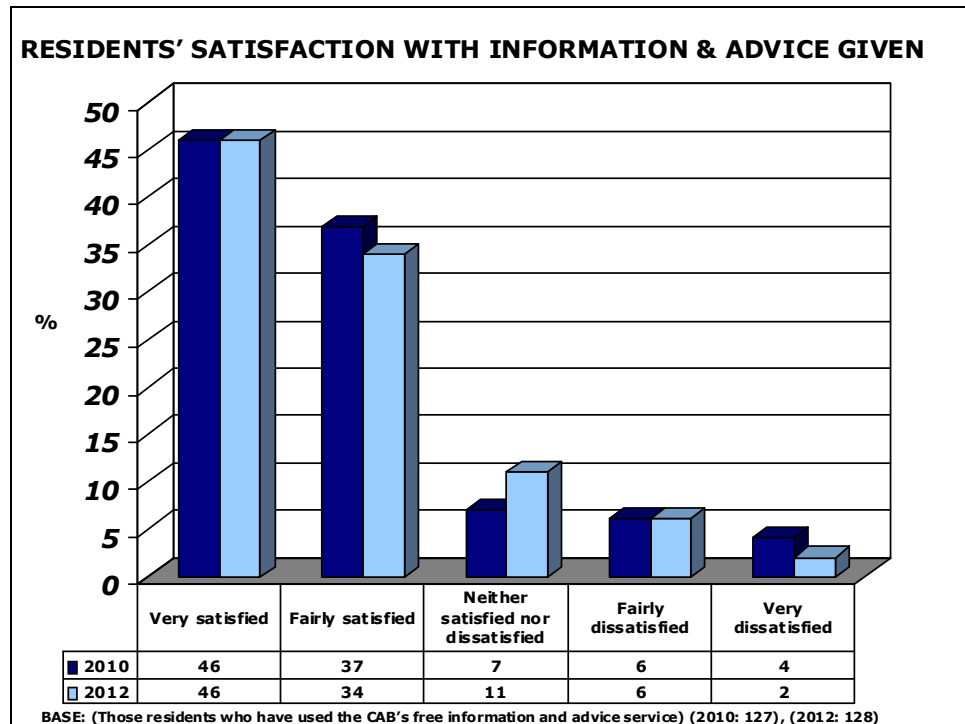
Of those surveyed in Summer 2010, exactly three quarters (75%) of residents claimed not to have used the Citizens Advice Bureau's free information and advice service. In March 2012, however, 27% used the service, which represented an increase of 2 percentage points.

Chart 26:



Residents who had used the Citizens Advice Bureau's free information and advice service were questioned regarding their level of satisfaction with the information and advice given. In Summer 2010, over four fifths of those surveyed (83%) stated that they were very or fairly satisfied with the information and advice given. This fell by 3 percentage points to 80% in 2012. 8% expressed dissatisfaction in 2012, a fall of 2 percentage points, compared to exactly one in ten (10%) in 2010.

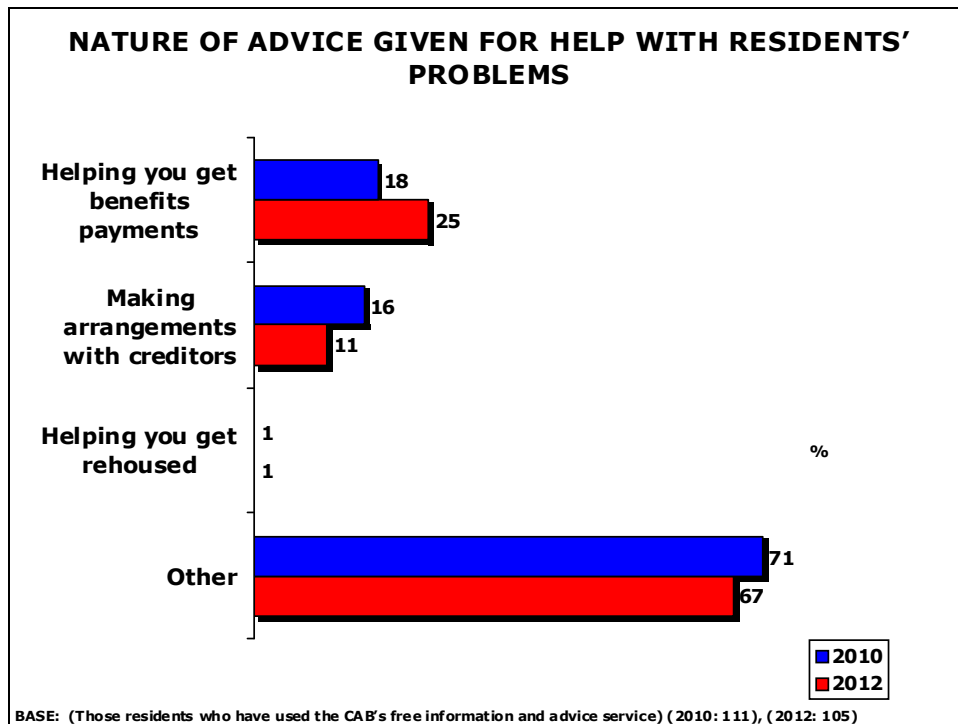
Chart 27:



Residents who were dissatisfied in any way were asked to make their comments on the questionnaire. 19 comments were received and these can be found in Appendix 13.

Residents were asked to indicate all that applied if the outcome of this advice was help with their problems. The following chart shows responses given. In Summer 2010, just less than one fifth (18%) said it was for helping them get benefits payments, this rose by 7 percentage points in 2012 to exactly a quarter (25%). 11% stated it was for making arrangements with creditors, a fall of 5 percentage points from the previous survey at 16%. Seven in ten (67%) cited other outcomes, a decrease of 4 percentage points from the 71% recorded in 2010.

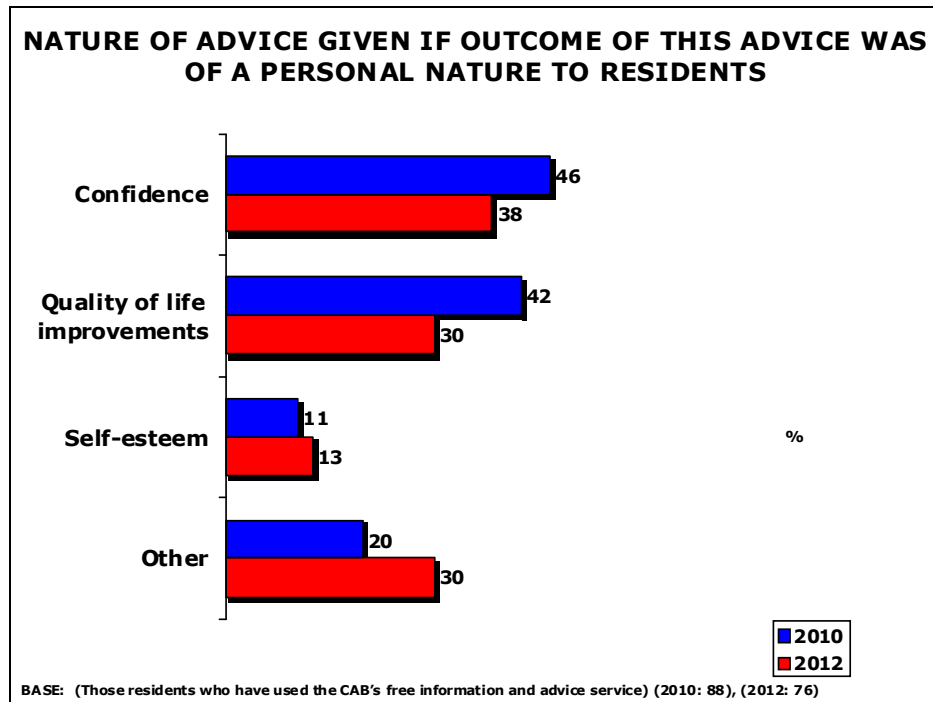
Chart 28:



Residents who cited other outcomes of advice for help with their problem were asked to specify what it was. 59 comments were made and these are listed in Appendix 14.

Residents were asked to indicate all that applied if the outcome of this advice was of a personal nature. The graph below illustrates feedback received. In summer 2010, almost half (46%) of those surveyed cited confidence and four in ten (42%) quoted quality of life improvements. By comparison, in March 2012, 38% cited confidence, representing a decrease of 8 percentage points, 30% stated quality of life improvements, demonstrating a fall of 12 percentage points.

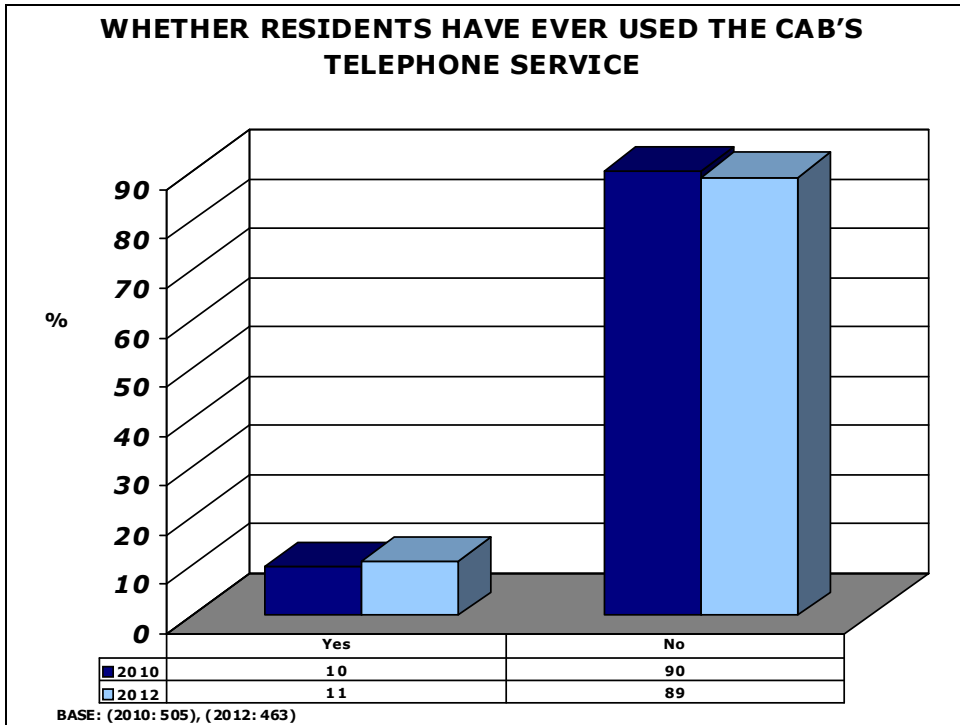
Chart 29:



Residents who cited other types of advice if the outcome of this advice was of a personal nature were asked to specify what it was. 16 comments were made and these are listed in Appendix 15.

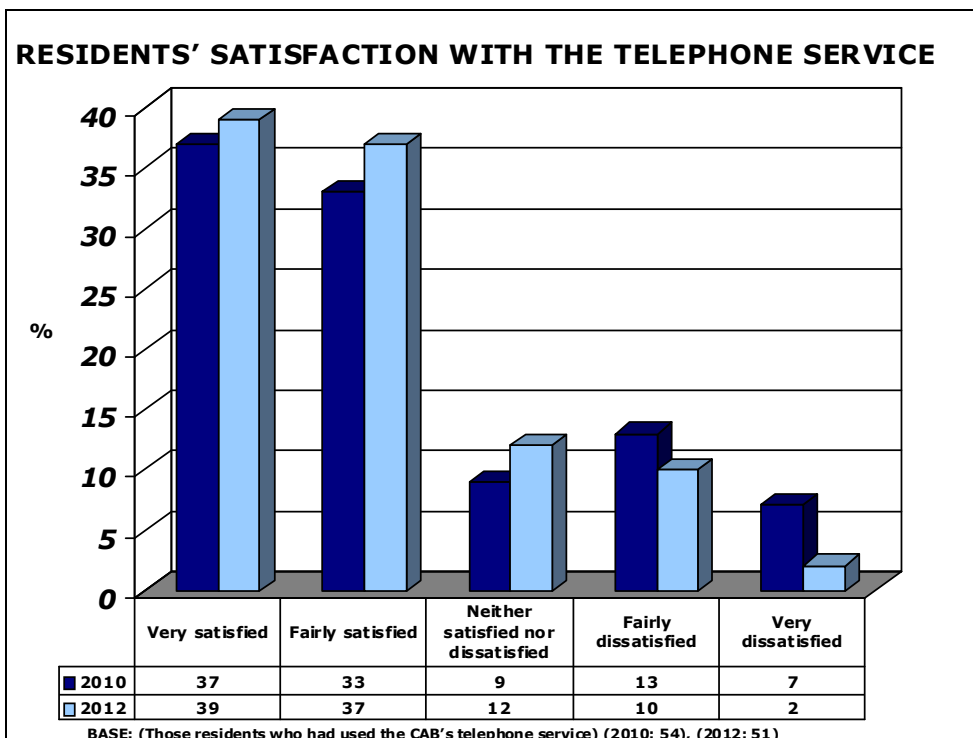
All residents were asked whether they have used the Citizens Advice Bureau's telephone service. In 2010, exactly nine in ten (90%) of residents claimed they had not used it. In 2012, this had fallen by one percentage point to 89% who had not used the telephone service.

Chart 30:



Residents who had used the Citizens Advice Bureau's telephone service were further questioned regarding their level of satisfaction with it. In the summer of 2010, seven in ten (70%) were either very or fairly satisfied with it, as opposed to one fifth (20%) who were fairly or very dissatisfied. However, in March 2012, satisfaction had risen by 6 percentage points to over three quarters of those surveyed being satisfied at 76%. Dissatisfaction fell by 8 percentage points to 12%.

Chart 31:



Residents were then asked to indicate whether or not they would consider using the Citizens Advice Bureau service for information and advice on a variety of issues.

In summer 2010, over three quarters (79%) of those surveyed claimed they would use the Citizens Advice Bureau service for information and advice on general enquiries. However, just under three quarters (73%) said they would not use it for relationship issues. Seven in ten (73%) stated they would use it for consumer issues. Over half (54%) of those surveyed indicated that they would not use it for both employment issues and discrimination. Seven in ten (68%) stated they would use the Citizens Advice Bureau service for information and advice on benefits and 64% stated likewise for debt issues.

By contrast, in March 2012, with the exception of general enquiries which remained at the same level of 79% of those surveyed who would consider using the CAB service for information and advice on them and relationship issues remaining constant at 27%, enquiries regarding all other issues increased. Enquiries about consumer issues rose by 2 percentage points to 75%. Enquiries about benefits and debt had both risen by 5 percentage points to 73% and 69%, respectively. Enquiries about discrimination had risen by 8 percentage points from 46% in 2010 to 54% in 2012. Similarly, employment issues rose by 7 percentage points from 47% in 2010 to 54% in 2012.

*Table 27: Which issues residents would consider using the CAB for information and advice on, by locality*

	2010	2012	Change
	%	%	%
Consumer issues	73	75	(+2)
Benefits	68	73	(+5)
Debt	64	69	(+5)
Discrimination	46	54	(+8)
Housing	51	54	(+3)
Employment issues	47	54	(+7)
Relationship issues	27	27	(0)
General enquiries	21	21	(0)
Base:	(478)	(419)	

#### **4.6.2 What would make it easier to access the CAB services**

Finally, respondents were asked to state what would make it easier for them to access the Citizens Advice Bureau services. Their suggestions, 159 in total, are listed in Appendix 16.

# APPENDICES

## Appendix 1: Other factors which are most important to residents regarding Housing Development.

### 62 comments

- Enable more visitors and local shoppers by scrapping car parking charges on street!
- The smaller towns / villages in the district centre cannot accommodate any more houses until something is done to their infrastructure e.g. increase in schools, doctors, shops, parking facilities.
- Reliable bus service for Alcester
- Protecting countryside green spaces and countryside.
- Greater effort on the provision of affordable homes.
- How many 4 / 5 bedroom houses are lived in by 1 / 2 people. Encourage occupants financially to alter houses into flats.
- A much lower number 8000 means 9 Trinity Meads built on agricultural land.
- Protect character and provide affordable homes. It does not need to be one or the other.
- Traffic over the Clapton Bridge is now at its peak. (The bridge will fall down soon) An option to travel by train as an alternative is required to access the south western reaches efficiently is required.
- I think it is important to retain as much of the beauty of this area as possible by not allowing new buildings to go up anywhere, but to in fill and reclaim already damaged areas (shut down factories etc) as much as possible before taking agricultural land and ruining places of beauty that give pleasure to all.
- Stratford roads and infrastructure already increasing with traffic. No more houses near the town please!
- Make sure that all peoples views are listened to and acted on.
- Do not build anything more than affordable homes. Big homes take up twice as much space as affordable, that reduces how many homes you can build.
- Incentivising local business with design and engineering expertise into the area to create employment and attract skilled workers and families to the area.
- Ensure that every empty dwelling is put to use to house families no matter who the owner is.
- Keeping local housing for local people - not foreign.
- Affordable homes must be a priority, there is no reason why building less homes means that the homes will all be out of reach to young couples starting up.
- The paragraph above is very opinion leading. 8000 homes could be built on a scale of affordability, the decision to build less doesn't affect young families etc. It's the balance of affordable up to larger properties that is needed.
- Re your argument above, restrict commercial building and especially do not release greenfield sites.
- Housing developments on brownfield sites where possible. Otherwise limited village development but main development near towns for ease of services and travel.
- Professional support for families and children plus leisure and sporting facilities and youth workers.
- Our green surroundings need protecting, they are the reason we moved here.
- Improve education - local business links. 50 years ago large companies could afford training schools for apprentices. Today the really large employers have disappeared. Thus the further education needs to strengthen its support e.g. engineering "fitting" shops and machine shops; Lack of office skills and building. Locally we remain weak on language teaching particularly Mandarin.
- Stratford is already over populated. Why do we need to build more houses? There are not enough schools as it is and the leisure facilities are already at bursting point.
- Make sure the majority of the 8000 new homes are affordable. This will then attract young people/families to the area and therefore supply a viable workforce for the area.
- Regeneration of underused brownfield sites would enable affordable housing plans alongside new housing. A significant review of the WDC planning regs which actually

aligned with strategy would help.

- Attract new housing development into the town. All of the so called options are not exclusive from each other. The character of the district and its attractive appearance need not be destroyed by a larger number of homes, because the percentage of affordable homes increases with a larger number of planning permissions, increased homes actually enables more low income families to stay in Stratford. The "ageing" section of the community generally hold the wealth and therefore assist business in the town and should be welcomed into the town by building more quality homes as well as lower cost properties.
- Stop immigration of homeless people who go straight onto benefits and social (free housing etc) and produce then more of the same QED, likewise EU residents.
- Younger people being as a priority. Relations of existing occupants i.e. keeping families together.
- Empty homes to be made available for affordable homes.
- We hear of empty houses that could be refurbished - do these exist in SDC?
- Discouraging the growth of social housing in order to contain the numbers of non productive/non contributing adults in the district.
- Build more affordable houses in villages.
- Due to removal of services, fire, police and libraries, plus no bypass, Studley plus other afflicted villages should not be considered.
- Decline in the districts labour supply and workforce. I would love to be able to work in the district I live in but the availability of jobs is incredibly low! I feel it is important to protect the environment and build in a sympathetic way so, as to not adversely affect other residents. Green areas are very important.
- Build nice places to live with front gardens not tunnels of houses on streets with no parking.
- Build more council houses. Not everyone is super rich.
- Let the community take it over.
- Have ticked box for environment but we should try to achieve a balance. Affordable homes and jobs are important but once land is built on its gone.
- To achieve all the above I would suggest that all future new homes should be concentrated on one site within the district. i.e. 11 - 12000 homes.
- Using existing derelict buildings . Unused industrial structures. Infilling in the town centre i.e. empty shops in old buildings.
- Enabling existing residents ample use of existing facilities - not putting them under more pressure
- The district needs a balanced economy, but in the context of being a unique and attractive place to live. As a board member of 3 sizeable technology companies this is one of the criteria we use to select locations and enable us to attract high quality staff. we need to get away from an economy based upon low value/volume tourism and supermarkets!
- I say either because I think you can certainly protect the character of the District and its attractive environment whilst providing affordable homes to younger people... The two should not be separated as an option I feel as both of these maintain a sense of identity as well as encouraging a viable young workforce to the local economy. Something which is vital!
- Affordability and retention must be for local people
- An element of all of the above
- Of course, given the nature of quite a lot of the work in the area, we also have to have regard for the environment as in the first option. Fewer people will visit if we don't - or they won't stay as long.
- investing in health and well-being
- Why must the lower figure (8,000) means fewer (not less!) affordable homes? Most of this figure should be affordable housing thereby avoiding the future issues you state whilst also protecting the environment by ensuring that only brownfield sites are built on and that development is kept at all times within existing town boundaries.
- Enhancing a "safe" ethos in the District
- Balance of all three options is required
- Undertaking an assessment on the future needs of the district in terms of business growth, workforce and housing needs. What is being done to encourage business growth in the



area? Providing affordable homes for young families is nonsense if there are no jobs in the district for them to take.

- Mixture of both affordable homes and protecting the character of the environment
- Providing sufficient amenities, i.e. recreation, shopping and sporting facilities to cater for both young and old.
- Protecting the character of the District can be done by selective development in villages by extending the village boundaries. The best villages to do this in would be where the additional houses would be able to generate the need for a pub/shop/Post Office where there might not be one at present.
- Sustainable development based on local needs not commuting to London. Protecting countryside and only allowing small scale developments in villages .
- Part of the challenge of good stewardship is to achieve the right balance in these three things, since they are in any case linked.
- Providing affordable housing for all i.e. single, middle aged etc.
- Enforced take over of empty homes needing refurbishment that are privately owned and direct to housing list applicants when refurbished, and long term empty business premises turned into housing.
- Improve the road network through and around Stratford to help business and therefore improve job prospects.
- All major developments of new homes should be in Stratford where there are amenities, jobs etc to accommodate them. The current plan is wrong.
- All of the above are important.

## **Appendix 2: Residents' comments regarding suggestions of other numbers of new homes in the District up to 2028.**

### **219 comments**

- 2000
- 3000
- Less
- 4000
- 4000
- Less
- fewer probably 5000
- Considerably less
- 500
- under 2000
- 10000
- 10000
- 12000
- 9-10000
- 4000
- 10000
- 5000
- 4000
- 4000
- 600
- 2000
- 2000
- 2000
- 5000
- 10000
- 3500
- 5000
- No figure just too many.
- 1000/2000
- 1000

- 20000
- Less
- As many are necessary in all circumstances.
- 12000
- 1500
- Increasing the number.
- Twice as many.
- No building at all on green belt.
- 1000
- 40000
- 4000
- Less
- Enough to give homes to those on waiting list only i.e. affordable.
- Fewer than 8000
- 2000
- 6000
- What a ridiculous question - If they live and work locally and bring employment good, if they just come here to commute elsewhere there is limited benefit.
- Less than 3000 new homes.
- 5000
- 5000 if there is infrastructure to support them.
- What is affordable.
- Zero
- 4000
- Too many houses over last 10-15 years.
- No more development other than regeneration projects.
- 4000 at Quinton
- 4000
- I don't have the knowledge or the information to make a factual or informed opinion on this.
- Lower, 4000 or less.
- 4000
- Maximum 3000
- 5000
- Do not have sufficient information to reply.
- 3600
- 4000
- Enough for the area.
- Less
- 6000
- 4000
- 5000
- 5000
- 2000
- Inadequate knowledge to suggest a number.
- Recondition unused housing.
- Less
- None
- Less
- According to need suggest 4000.
- Too many
- 4000 to 6000
- 0
- 28000
- No idea!
- 20000
- As many as prove necessary.
- 4000
- 8000 better than 12000, still high.

- Much less i.e. 5000
- None
- None
- Far less, perhaps 5000
- Say 11-12000 homes.
- No new homes until the infrastructure, schools, hospitals, roads etc are installed. If you must? Build more homes.
- Max 4000
- At least double that number.
- 2000
- Not able to judge - No expertise in this matter, how is the layman expected to have a view?
- A lower number, not at all if possible or only affordable housing.
- 1000
- 6000
- Possibly if they could be spread evenly and not impact one area unfairly.
- 6000
- 10000
- As few as possible, why not build in villages.
- 4000
- None
- Develop housing stock already there.
- Less.
- No more than 2400 mentioned in Q11
- 2000
- Have no idea how many needed.
- Less
- % of new homes = % necessary for available workforce.
- 5000
- 4000
- Build for local young people who do not have to commute to London / Birmingham.
- 400
- More
- None
- Limit should not include speculative building. Houses should be sold off plans before building.
- More if it helps young families.
- 5000
- 0
- More development in towns and villages to support better infrastructure.
- Enough houses so there is no shortage.
- A lower figure.
- 12 - 15000
- 8000
- 4000
- 3000
- 3000
- 12,000
- I don't know what number I would propose, but until the local areas facilities (roads, schools, doctors, shopping areas, parking etc.) are improved and enhanced, I wouldn't suggest any further houses are built!
- This still seems like a large number of new houses and will spoil the character of the district.
- None
- It sounds like we possibly need more.
- The district CANNOT support this level of new homes. If we are forced into new housing it should be a much lower figure (less than 2000) and spread around the district
- 4000
- Go back to your plan from a year or two ago and see what you were saying then - I don't

think it was 8000. Also it's just as important to decide where homes are going as how many.

- far fewer,
- Do not Know
- I'm unable to answer this as I'm not familiar with the current rate of growth, new homes going up per year. Can you provide this information so that I can properly evaluate the situation.
- Closer to the 11,000
- There is no justification here for the 8,000 figure decided by the SDC, Consequently, it is impossible to make comment as to the suitability and consequences of 8,000.
- I have no basis on which to judge whether 8,000 is too few or too many. On what basis has the Council chosen this number?
- 3,000
- 12,000
- No more than 3-4000
- 5,000
- none
- We might need more or less - I appreciate that you might want to plan that far ahead but I'm not sure that we can know what the patterns of employment may be in 2028.
- For such a small area this is a lot of housing and will inevitably result in loss of green belt.
- 1000
- half that amount
- Dependant on the location of the properties. NOT ALL IN ONE PLACE
- I would have preferred to answer 'Don't know' to this question. I don't think I am in an informed position to comment on numbers of houses
- A number sustained by local amenities
- 4,000
- Less
- I haven't the knowledge to make judgements on these numbers
- 4,000
- Don't know
- 4000
- An appropriate number based on the findings of the assessment of future needs as described in the answer to 8a above.
- This seems high, but I don't know enough about the demographics to comment
- I think it should be more like the 11-12000 homes, local young people are finding it increasingly hard to buy houses in the SDC area. We need more affordable homes that are given priority to the people of the local area.
- 4,000
- 10000
- 4000 (max 250 per year)
- 5000 located around established built up areas specifically for local people.
- 13,000
- 4000 max
- 12,000
- 4,000
- not enough information to say yes or no
- There is a huge pent up demand which is being artificially depressed by high entry qualifications to get onto the housing ladder, and high interest rates, even with the low base rate. These will disappear in the next 2-3 years and make the figure of 8000 look far too conservative. I would imagine a figure of 15,000 to be more reasonable. We have underestimated this figure several times before. Please do not do it again
- 2000
- I do not have enough information to answer this question.
- Stratford District is being ruined in character and size of the town by over development and the extension of the towns' outer limits. Congestion is increasing and traffic is progressively getting worse. you risk losing the status of a major tourist attraction. No more homes. no more expansion time for containment. The Birmingham Road is a disaster as a primary route into town. Poor architecture and a traffic jam with signage clutter all the

way. Now there are plans to expand further on the southern link off the Shipston and no doubt other locations. The Waitrose Development should not have been granted the chair of the planning committee was out of order to cast his vote in favour. A beautiful green corner now ruined by greed which will now permit further development along this corridor. There too many supermarkets with more to come. It is ridiculous to allow this expansion. It appears to me by expanding housing that those involved will feel there more justification and reasoning to expand the supermarket needs. Stratford upon Avon is being ruined in character and I no longer enjoy the changes. There needs to be a business committee that has a significant contribution on decision making on the growth to stop the rot caused by developers working too closely with the Planning officers to get a decision in there favour. Bird developments is a classic case which should have involved more of the business community. Not happy with what is happening in the district and the public voice is not being heard or even being considered. The Planning Officers and the Chief Planning Officer have a lot to answer with some of their recommendations. I could go on but I would mention one further item and that is; There need to be a better way to advise and notify the public and residents including the business community on what is happening in the town by holding business forums as it is about time the people in this district have better say before this town and its local community is completely ruined by greed and over development. Focus on the town and get the atmosphere back as it is no longer a place for the locals to enjoy with parking income greed with attendants like vultures waiting to pounce and traffic chaos like the M25. WCC have lost the plot on traffic management but are very at creating signage clutter more and more traffic lights. Maybe the planners on highways do not live in the area and do not experience the problems. Some one in the district needs to start thinking outside the box and put forward some refreshing ideas and be bold and more radical to bring back some sense on decisions rather than toe the line because that what you all do.

- 12,000
- 12000
- 4,000
- 500
- 1000
- firstly renovate any empty or derelict properties, then no more than 5,000
- None, ideally, but around 100 if pushed
- 4,000
- In Stratford on Avon, houses/flats that are built as 'Affordable Housing' are very often advertised and sold as buy to let ,or as second homes, and consequently are not affordable to local workers who are very often on low incomes - retail or hospitality. Whether the District council builds 8000 or 12000 new houses, they will not necessarily be available to younger, local people.
- 10,000 homes
- 4000
- 5000
- less
- Maximum 5000
- Up to the maximum that can be developed on brownfield sites only
- 10000
- 12,000
- up to 8,000 homes and no more - based on slow development.
- 11,000
- 4000
- Don't know but I am nervous of development without proper infrastructure and when development impinges on greenfield sites. Development in Stratford over the last 40 years has not been matched by improvements in the road network and the town lacks many facilities seen on other similar sized towns.
- 12-15,000
- fewer. The roads and amenities are already overstretched in the district.
- less than 8000
- I don't know
- 4,000

- Build in smaller batch sizes and on brown sites. We cannot keep absorbing the green belt, such as in Harbury. If building to enable the young of the village to stay local then keep to the policy statement that was set for this development and not give homes to people from Middlesbrough, or Birmingham who have no connection, or relations in the Harbury area. Several people whose parents were born in the village couldn't get homes. How local do you need to be and there can be no reason why "non-connected" people are granted housing (even on benefits).
- Not in position to give number.
- As few as possible.
- As above
- Less, 3000?
- 1000
- Less
- Less
- No idea of the impact of 8000 homes, but if scattered in small developments would be preferable.
- Provide some new housing but less in number.
- See 10
- 1000
- 3000
- 1000 max

### **Appendix 3: Reasons for residents suggestions.**

#### **228 comments**

- Infrastructure in Stratford centre cannot cope with the level of building, or at least it could not currently cope with the traffic this would generate.
- Would be sufficient in view of all the recent development in the area over the last decade.
- I have had to work very hard to try and pay for / afford the mortgage on my house. Given the extent of handouts to those with children and those that choose not to work, I don't see why I should have to pay again for other people's choices.
- I feel there is too much building of houses. Can we cope with for example two cars per house, social crime issues with closing of police stations. Apart from roads which are near breaking point now!
- We cannot over crowd this town.
- Don't know what the forecast for number of new homes needed is. Surely is should be less about numbers and more about the types of homes needed to meet forecast demands?
- Infrastructure net in place to support it.
- I've travelled extensively in XXX It's grossly overcrowded and like living in an anthill. We need to do all we can to avoid a similar situation. I've always thought that it's a crazy policy that many councils adopt to alternate between attracting business to empty local people, and attracting people to man the businesses!
- See 8a
- We are building too much. There are empty houses, under occupied homes, holiday homes. This should be addressed before decimating more countryside,
- Unsustainable for a town like Stratford. It's infrastructure and road links.
- The balance should be in favour of more affordable housing to rent, to provide a decent standard of accommodation for people on lower incomes.]
- To retain a mobile workforce. workers need houses.
- Small villages need to expand, but to compliment the surroundings.
- Aspirational housing needed to stimulate region economy.
- I have no experience in this area so any figure I choose will be random.
- This is a rural area with little or no town / public transport infrastructure,
- 8000 future homes, (2400 housing already being built / got permission) equals 500 homes a year for rest 16 years (2028)
- Congestion in and around the district is bad enough. More housing would detract from the beauty of the area.

- There has been a lot of development on green field sites in recent years and a halt should be called. Stratford is becoming a sprawling town.
- Worried about impact of so much housing!
- Less impact on local services such as doctors surgeries, schools etc. More green field sites would be saved.
- There is already a good number of homes for sale in the district. Many on the market for some time.
- 8000 is enough to ensure housing stock levels are reasonable.
- It probably will not be enough but will the infrastructure stand anymore?
- Hospitals, Doctors, Schools all over subscribed.
- Stratford's character is as a small, medieval town. It is becoming a bog standard any other town due to road planning and lack of focus by councillors.
- A rural area already over developed with often inappropriate styles and already infrastructure cannot cope. But lets face it 8000 is a done deal! What difference our opinions?
- In 2012 we cannot forecast 16 years ahead. In 1996 the forecasts have been proved to be far removed from actual!
- 2400 has already been built or planning approved so 7600 over 16 years doesn't seem unreasonable whereas large numbers being built on small sites is not the way to go nor should large numbers of dwellings be built at the same time.
- Environment no less off green belt. Only affordable housing for first time starters.
- The present infrastructure is already overwhelmed. What price more housing?
- We need more houses as the population increases.
- Over population within a small area. Transport problems. General services will not cope.
- The lack of infrastructure build to cover the large expansion of housing in Stratford in the last 10 years.
- An even spread throughout the rural area so that the local population can option a home to of set the second home brigade.
- Start by redeveloping the derelict properties and not using up valuable agricultural land. Broad summary but should apply nationwide!
- Need more.
- Over development
- Insufficient housing in the area.
- Too much development, a housing downturn increased by more building.
- Not enough homes for vulnerable groups and young families. But this needs to be done without ruining the village character.
- There is not enough affordable housing locally.
- Less of woods and fields and hedges.
- SDC should not be providing housing for immigrants to the town.
- Clearly not enough houses for local people and we could build on brown field sites for affordable housing.
- See q8a. Also noticed larger numbers of immigrants presumably they have found houses to live in?
- Road congestion. Destruction of appeal of town. Already empty homes around area.
- No employers need all the extra housing here so they will all be commuters putting pressure on roads and services. Only those on low incomes in hospitality, care and agriculture need housing here as they cannot afford to buy here.
- I don't know where the number 8000 comes from? Plucked out of the air so am not convinced this number is necessary.
- 8000 is far too many compared to the current size of the district and we have seen a substantial number already built. Also as you say the aging population will not improve the labour supply.
- Have to think of schools and roads.
- There is no fixed number. That is a simplistic bureaucratic idea. The criteria for home building should be about synchronising homes with the creation and incentivisation of new hi-tech, design orientated business to set up or more here. No jobs locally, no new homes. jobs first please. I do not want to live in commuter land. it's a sad, empty place to be. From next question looks like you are going ahead anyway, so why bother asking?
- Depends what criteria!

- The full quota of houses to rent or sell at a lower price be included in any new build housing - especially with developers who are not anxious to include any cheaper housing and losing their profits.
- I have insufficient knowledge to even make an educated guess on these numbers, who does?
- Continued lack of facilities. Take this village, no shops, no public transport, no schools or doctors, in fact nothing.
- There are not enough brownfield sites available so to reach a target of 8000 would mean building on greenfield sites.
- Not enough schools, only one bridge through town.
- To give work to the local people.
- There are already far too many and the character of Stratford has been lost.
- Compromise.
- Children keep our schools going and young couples should be able to live in their home village if they so wish.
- Schools/ Drs' surgery roads are unable to cope already. New housing developments are high density, i.e. upper part of Banbury road. Does not promote community/ neighbourhoods etc. Developers only ones who benefit, housing often inferior in quality.
- Enough home for road and facility infrastructure.
- Stratford cannot cope with anymore houses it does not have the infrastructure to cope. Traffic will be a nightmare!!
- Want to keep the rural character, already under thereat,
- Many of the new homes and in particular affordable homes and social housing are being occupied by people who work out of the district. Housing associations etc also bring in problem families etc from elsewhere. You have disgracefully changed the demographics of the whole area.
- Because Stratford as a town is not big enough to accommodate potentially 16000 more people and neither could the schools; Stratford is going to have to change otherwise.
- S-O-A district is already very built up and there is no need for significant additional housing. No additional housing is outlying rural areas/ larger villages required, no demonstrated need.
- Need to maintain the rural atmosphere of the district and maintain infrastructure.
- if the average household is only 3, this would still increase the district population by 24000, a huge proportional increase against other areas and with poor infrastructure.
- Services already stretched to cope in villages, schools making cutbacks to fund the new "free school" in our catchment for example. No reliable or regular transport links. Difficult to find jobs locally without that. Need to keep developments in market towns (or larger conurbations).
- It depends on the area, the countryside and villages must also be protected we need tourism too.
- To not overdevelop the greenbelt.
- To support businesses in Stratford.
- Congestion within the town, and of the outskirts, spoils the very thing people come to Stratford for i.e. an historical environment.
- The infrastructure, particularly the road system, will not support large scale development. There is not long term plan to tackle the traffic problems which can only get worse.
- Numbers should relate to the need to retain out unique environment and ability to find employment. Large numbers will impact on transport, services, schools, hospitals etc.
- Any more would impose too great a burden on the infrastructure, schools, medical and hospital facilities etc, and would destroy the rural areas.
- Unless the infrastructure is improved, new bridge over Avon and faster movement through Stratford town.
- To make a fairer distribution of development so that local villages do not lose their essential sense of community. SDC can forget their scattered empire sometimes.
- This country is over populated. Our landmass does not get any larger.
- Too much green space is disappearing. Infill ok but not spreading of towns. I fear Stratford will spread outwards, for example where the new Waitrose is going. Waitrose and Tony Bird should never have got planning permission for a site that far out of town.
- See Q8a



- Further in depth research should be done to utilise vacant premises in the area.
- Recent history indicates local services such as medical and education take so much longer to serve new developments.
- Losing local character of villages.
- See above.
- Stop losing local born moving away, reduce congestion on roads in main Stratford town area. Coping with the birth rate up to 2028 that's less than 1000 a year.
- Never seen any data on subject.
- Allow my children to live in the area.
- Build, say 2000 and assess the impact on local environment/businesses. If required build another 2000 or so. Assess again and so on. Don't build 8000 just to come up with a figure.
- Strain on local services.
- Stratford losing character some houses still empty, "apartments".
- Road can't take the traffic.
- There are too many housing developments already in Stratford and the town is losing its identity.
- The roads are not fit for purpose, when most houses have on average 2-3 cars there is never enough parking. There is never enough safe play areas for the children.
- A holiday town such as Stratford needs to maintain the highest possible quality of building throughout the town. This can only be achieved by encouraging "wealth" to be drawn into the town in order to pay for the "extras" in design that always become cut back in times of austerity.
- Already Stratford is over crowded, especially the town and surrounding areas. Build in brown sites around Warwickshire, North Warwickshire particularly Nuneaton, Rugby, Bedworth, Stockingford, etc.
- Poor roads and infrastructure. No bus service or any public transport to serve district.
- So many people who cannot afford the prices in Stratford.
- Since 2002 there has been a massive explosion of flats and houses in the district which is in danger of spoiling the character of Stratford - Lack of infrastructure does not help.
- Keep Stratford as it is.
- Self explanatory.
- There is too much development, countryside. It is ruining the English countryside. The government needs to recognise that development on the current scale cannot be sustained. If development continues at the current level there will be severe social problems and disorder.
- More housing will spoil the attractive rural town and village nature of the area.
- Too much of a drain on resources.
- A smaller number would be more realistic in view of the limited road ways and public service infrastructure.
- Help young ones to get homes. Provide backbone to the future.
- Stratford is over built and infrastructure cannot support it.
- A more manageable total for transport, schools, environment, without increasing council tax.
- In the past few years, the number of houses has increased massively. This has caused congestion and ruined the character of the area. It has put a strain on jobs, infrastructure, facilities and quality of life. The cost to working people (especially those on low wages) has increased but without wages increasing.
- There is still a large number of empty properties in the district.
- Invest in houses laying empty and regeneration. I feel it is important to stop the spread of faceless estates and start creating communities. Living somewhere like Trinity Mead is my personal idea as well! Important to build carbon neutral and green housing.
- Can see no advantage in increasing size of town.
- Use only Brown field sites.
- The district doesn't have the infrastructure or roads to cope.
- These new houses ought to be distributed across the whole area especially smaller villages to ensure small community viability.
- With more towns becoming empty of shops and everyone travelling to Maybird centres etc, just a few houses spread around the villages to on brown field sites not on green belt.

- The number of new homes doesn't appear to be related to necessity but to speculation of where developers would like to maximise profits and manipulation by the government to re arrange population with little forethought.
- I say 8000, but to be honest I have no information to help me make an informed opinion! I do not have a computer so have no idea what the above document says.
- Yes, but not compressed into a short period of time. See current places for Alcester which if acted upon would result in the target being reached in the very short term.
- Over development in a relatively small / crowded country needs to be addressed sooner rather than later. Issues such as immigration and population control.
- The town would change from a tourist attraction to just another highly built up area.
- Cannot see that building 8000 can be achieved without significantly affecting the character of the town.
- Will save on fuel and traffic build up.
- The infrastructure of Stratford can't cope with the amount of traffic trying to move around Stratford. It takes 30 mins at peak times to go south to north.
- Not enough housing.
- The housing within some Stratford areas are not repaired and kept fit for tenants. Now having more means it would be less likely that the new and older housing will lack repairs needed to keep them in good shape.
- To stop an influx of people into Stratford, affordable homes from outside the district.
- Young families should be a priority.
- Overwhelmed by houses?
- Should explore empty homes and understand why they are empty and how they can be filled.
- As above.
- It's unacceptable that people live in unsuitable housing (causing unhappiness to families) or living in bed and breakfast places costing money when building houses could put this right.
- Because wherever there is an increase in housing and subsequent population rise, no extra infrastructure is provided i.e. schools, doctors, parks etc. The local people then find that their children struggle to find school places, dentists etc.
- Additional income for the council. Better transport services. Increase employment opportunities.
- We should make sure all the houses are required and make good use of space. Requires innovative thinking with good transport links being essential.
- A lot of social housing is taken up with single mothers, un married mothers etc. It would be prudent to attend the basics i.e. morals, instead of providing sanctuary, and encouraging our lifestyle at societies expense.
- Stratford has lost its identity as a market town and tourist town. Two premier inns, travel lodge. Such cities as Bath and Canterbury have better centres despite being larger.
- So the infrastructure can cope.
- Housing prices will rise if numbers are restricted, thus making them less affordable.
- See above
- I like to protect the natural green areas that will be required for this level of development
- Area is pleasant the way it is
- If only 8000 is built and housing is still unaffordable for most people, then more surely must be supplied.
- The infrastructure is already burdened to the point of stagnation/collapse especially in Stratford and its immediate environs. whilst we need new roads (by pass) and transportation links (parkway) these are only playing catch up and will take YEARS to be realised and have an impact by which time the town will have died a slow death by strangulation.
- Some villages already losing/lost character. Focus should be refurbishing housing - especially in urban areas
- I don't believe the figures you use for your projections.
- infrastructure weaknesses
- We need as much housing as is required, rather than just plucking a number out of the air.
- Please see above.
- The reasons you give above. I think future economic viability is vital.

- The location and type of home are important. there are many brownfield and infill opportunities without excessive greenfield development
- There appears to be no basis for the figure 8,000. It seems to have been plucked out of the air.
- As a tourist area, it will be ruined with so much extra housing, and there is not the infrastructure to support it - drains, water, medical facilities, roads, parking etc
- 8,000 does not maintain the number of working age people in the district.
- Plenty of houses on the market in the District already
- Doesn't sound too many
- Would the state schools, NHS doctors & NHS dentists cope with a huge increase in new homes
- Stratford is over developed as it is, we can not just keep building and building, there are lots of flats and run down house's that could be made decent for people to live in, there are flats over shops, empty, this could help with single people looking for a home or a young couple, there are other ways than just keep building.
- We need to keep young people in the area in order to sustain our communities. However we do not want to spoil our environment. Hence keeping the lower number of 8000
- It is also not just a question of the number of homes but the type. I do agree with the nationally suggested policy that people in social housing should given tenancies that presuppose that they will move if and when their circumstances change - and that includes not having the right to buy, but making way for others more in need by buying in the private sector.
- Too many extra houses will alter the whole area beyond recognition.
- need to keep rural appeal of area
- Also relative to the prices
- achievable
- Improved infrastructure needed to support new homes - Doctors, schools etc cannot support current numbers
- existing infrastructure cannot support that amount of people impact on the district would be to great
- Surely the labour force argument is spurious - are there no unemployed people in the District?
- It is vital that the infrastructure to support the housing programme is in place (schools, doctors etc)
- Insufficient infrastructure to support such a large number.
- I can't see how 8K houses would preserve the character of Stratford. 4K would be difficult to absorb.
- It is common sense
- It's 500 a year and we need more homes in the 'affordable' bracket for our younger members of society, to keep them in our District - a valuable and loyal local asset
- Youngsters cannot afford to have a deposit of £30,000+ and a monthly payment of £700 to bus a house. If they rent they are still paying £650 per month, this means that both couples have to work and so cannot afford to have children etc.
- I do feel that when building in the villages they should look at what has been built in recent years, if some villages have vey little new large building sites they should get the lions share of the new builds.
- the road system in Stratford is already overloaded on Birmingham rd and south of the river it needs a proper bypass to cope with more
- lack of affordable housing for the young
- So the area can cope with a steady increase - not with large sudden influxes such as are now been experienced (Trinity Mead!).
- protect the rural environment
- The District can easily accommodate this number - it will enable more younger people to live and work in the District and help support the local economy
- we do not have the infer structure to cope with another 24,000 inhabitants
- The District can easily accommodate more houses - indeed these are essential in order to enable younger people and families to live and work here and to support businesses and the local economy
- 8,000 new homes will too many all at one time and should be phased in gradually

- I think we have consistently underestimated the situation in the past and the economic climate has made things worse in terms of those people wanting, but unable to buy a home.
- there are enough homes but those provided new must be for local and people who live and work in the district
- Lack of information
- I'm getting very frustrated by the decisions in the County and District
- Because there is a greater need for affordable homes in the area
- Need to address the shortage of affordable homes
- Needs to be phased in, particularly in small villages, where a large number of new homes would cause problems with traffic, schools, etc.
- Stratford upon Avon does not have the infrastructure to cope with any more
- Over-developed already
- fed up of seeing empty properties that could be renovated first too much congestion as it is without adding more homes and people!
- Stratford has become too large for its infrastructure. No enough school places, too many rented homes shared by multiple occupants, not enough supermarkets, too much congestion on roads
- need to keep Stratford the way tourist will still want to come and spend but know we do need more housing
- Some means of taxing or super taxing second homes. Enabling local young people with local jobs to have an opportunity to buy their own property in the area.
- Enable greater number of affordable "first-time" buyers and maintain a younger population to fill schools etc.
- There are too many people, too much traffic and too many buildings already but I realise some expansion is inevitable.
- Not to overburden current infrastructure
- Road congestion,
- Overcrowding through property building already evident in Stratford. Protect character of other towns and villages.
- No additional development should take place until all brownfield sites have been exhausted
- the growing population
- more houses will bring down prices simply by supply and demand
- not all in first few years as greedy developers will just want more and try to justify it as providing jobs.
- People have to have somewhere reasonable to live and there is a shortage. The environment is important but the planning system should be improved to ensure attractive structures.
- no infrastructure to cater for large increase
- We need to provide housing for local people and to support employment/economic development in the town. I can't believe that 8,000 new homes will be sufficient.
- as above
- the roads, facilities and local area are already congested
- 1.Lack of employment opportunities in the immediate area.2. Limited transport infrastructure. 3.Limit new development to cheaper homes to BUY to encourage home ownership for local youngsters.
- Please see 9A
- Stop developments which are "retirement" homes. Allow developments which are small dwellings for less occupants, i.e. 2 bed homes that anyone can buy/rent.
- It would seem that very few new houses are to be centred on S-O-A. Why ruin all the other small villages to preserve S-O-A?
- Current proposals only house families who come in from outside area. As usual Stratford born residents miss out! Most cheaper affordable homes go to outsiders, I have to drive to Warwick for minimum wage job.
- Do we need that many? Population is falling?
- Building more homes attracts more people it doesn't create any more jobs in the area, so there will be more congestion.
- The road infrastructure around Stratford is severely congested now, let alone if 8000 new homes were to be built. Support services i.e. GPs, schools are already up to capacity.

- Current infrastructure will not cope - primary schools full, doctors, dentists, roads, secondary schools all full and roads choked.
- Smaller number in smaller places. I disagree with larger housing estates, smaller estates look more attractive and don't cause so much traffic congestion.
- It is not the number of homes so much that is wrong, it is the location to outlying villages with limited amenities and jobs which is totally a wrong policy and needs changing. Stratford is the only viable location.
- Development in rural areas should be kept to a minimum.
- Town is already over stressed. services stretched to a max already i.e. drainage area.
- Whatever amount those more qualified than I am to judge are required to sustain employment and business.
- The houses that are built never go to the young people that live and were born in Stratford. They are bought by outsiders as an investment or set outside for foreigners.

#### **Appendix 4: Where residents preferred another option to be and reasons for choosing another option**

##### **72 comments**

- I can not understand (previous) Eco town (E.G.) Long Marston (X) army camp! When S.U.Avon has its own larger dis-used X RAF base with better access close to the town etc! (EG) This site has been totally overlooked.
- If homes were built where they provided homes and work this option should be preferred to others i.e. Site of supermarket and filling station is a very good idea. That way best of both worlds and find employment for at least 50 people.
- Stratford On Avon 20% Main rural centres 40% Rural brownfield sites 15% Local villages and other rural areas 25% Reason : To protect the countryside for future generations and maintain rural attractiveness to further encourage tourism.
- Remember parking 2 cars per household, off road parking in front of your house.
- Very little extra houses. No more in Stratford. A sprinkle in villages and hamlets.
- Greater emphasis on low cost, affordable, housing association homes.
- There maybe cases when local farmers which to re site their farm buildings on to what is classed as 'green field sites' in order to make their farming business more efficient. Such cases should be supported especially if the original farm building site is networked for at least partly returned to green field status. This is very important.
- I think option 2 is good but should include more use of brownfield sites to keep the percentage of housing required in other areas lower.
- Develop the proposed middle Quinton for new houses with good bus services to Stratford and Warwick. (Brown field)
- Brown field sites should be used before using more green field sites. The more houses built more service buildings will be needed. Using towns to build, shops and offices in the small towns will keep them more vibrant than building them out of towns.
- Services and facilities in existing areas would not cope (Schools, hospitals, doctors etc)
- S-O-A. 20%, MR Centres 30%, LS Villages 30%, RB sites 20% This would need less infrastructure to support it and therefore less infrastructure cost.
- Stratford doesn't need more houses unless something can be done with traffic problems, Maybird and town almost become no go zones at the weekend!
- I think you should take a new approach to development. Make it conditioned on decent, long term jobs (not retail), but manufacturing, engineering, design to create sustainable expertise and reputation of our area. Developments should be eye catching, super eco, unique, low cost, sustainable and not from one of the box building, unimaginative major builds companies. Support an innovative, design orientated new building company with a future XXX, people orientated vision. Use some imagination and creativity please.
- Why 8000?
- Outside Warwickshire, housing is so expensive, even though it is called affordable. Too much cost on the council, too many housing associations and too many foreigners from abroad.
- Why isn't the development at Long Marston (former army depot) been taken into account?

- Needs to be out of town look at a rail link!
- You have already ruined a nice market town by over development and a failure to maintain an historical look to the town centre building etc. Combined with total subservience to the Theatre and Shakespeare trust. Why ruin the rest of the district.
- Very concerned that if villages don't get amenities, i.e. if Middle Quinton does bring what it had promised in terms of leisure facilities people (youth) will get bored and trouble will resurrect in villages.
- If the size of the housing development is to grow it would be appealing for all of it to fall mainly on Stratford, see earlier for reasons.
- Would also opt for large brownfield sites.
- XXX immigration. Discourage single parent families.
- I believe that Stratford-upon-Avon has reached an optimum maximum. Much more significant development will change the whole character and nature of the township. In this regard it is a great same that the concept of "Middle Quinton" as a self contained development was laid aside. This option should be resurrected.
- Would like to see maximum use of rural brownfield sites as part of plan.
- Wider sensible infill's throughout.
- Spoiling countryside, spreading.
- It's clear the centre of Stratford slowly falls into disrepair. The council has only just woken up to relaxing use of pavement cafes drawing people into the town, tourism as well as locals. By building as per option 2 and in light of the point how far people will travel to shop, the council move development to the town hinterland (outlying villages) where no local services exist and as such the traffic builds in Stratford. A blend of option 1 and 2 is most viable. Grant permission for housing that development in town which will draw on economic benefit whilst build new homes in some of the outlying villages, but please build the infrastructure to support it!
- The rural development option should be on the basis of 10% increase in all settlements. If there are 10 dwellings in a hamlet, an increase of 2 dwellings can easily be assimilated into that settlement as long as sensitive design is insisted upon. The designation of certain villages as being service villages and others excluded is contentious and unfair. Once the 10% allocation has been calculated the rest should go to Stratford town for the reason given in Q10.
- Although I ticked option 1, I am also in favour of development on brownfield sites, especially if any of the other options are going to interfere with greenbelt sites.
- If 5600 new homes are built consider the impact on schools, medical and hospital services, welfare etc. Then add the existing road and infrastructure bottle necks we have now. (Have you tried to drive into or through S on A or park in or around the town)? 5600 new homes! Many homes now can't afford the current mortgage levels and as and when mortgage rates increase, as they must, more people will not be able to afford them. It's a time bomb waiting to happen - So why build yet more homes people cannot afford? The country is bankrupt due to overpopulation from immigration, EU migrants, "asylum" seekers and unmarried mothers living off the system - Wake up Britain.
- Alcester and Wellesbourne good sites.
- Preferably no development at all.
- We need to protect greenbelt and industrial brownfield is the best option. This could be a new settlement but would need to have a correct infrastructure accompanying it.
- Welford village needs more homes.
- We should use the brownfield sites before considering others. Stratford cannot remain a tourist attraction (which our economy depends on) with so much over building.
- No more development.
- It is important to keep green spaces and sports fields / school fields. This should remain a priority.
- Proportional to settlement size.
- Why do we have to ruin all our rural market towns with over development. It's all about money. Stop being greedy. It's our area, get local people to decide and get some sense. Stop wasting money on gold plated loos, I pads for council officials and one off works of art that are just scrap.
- My research shows a more balanced formula of:- Stratford Town area 20% 1600 + Main Centres 35% 2800 + Local villages 30% 2400 + Rural brownfield 15% 1200 =8000 Social

housing 35% 2800. LO.T.S enables the regeneration of towns and services for the lower financial strata.

- Use brown field as long as services will support particularly bus services / schools / shops. No new town or very big developments please. Use land we have better, even brown field like Long Marston!
- I feel that brown field sites should be higher than 10% (560); they are identified sites, and would not necessitate new build on green field rural land. Why cannot the number be more like 50% brownfield, until all the brown field sites are used up and then look at wider disposal options.
- Stratford lost its identity. McDonalds, Premier Inn, Travel Inn. Reduce building, planning, concentrate on town centre, town square, local markets including smaller shops. No need for cinema, reduce parking, approach to town is appalling. Only attractive place is the river. Theatre attractions, no flares on riverside etc. XXX just a brick built mess!
- N/A Because I have no knowledge of housing needs and potential locations.
- See my previous reply ref strangulation! Brown field sites are one option provide the issue of traffic and car parking is taken into account (and paid for by developers)
- I live in Shipston and your suggestion for the town is way higher than either you originally published and planned need or the evident local requirement. The town floods yet you carry on assuming that the drainage infrastructure can just keep coping which according to your own plans is an issue (see draft core strategy). You seem to be in the numbers game rather than considering real needs and issues. Why on earth should Stratford only have to provide 10% of the new homes? You need to explain your thinking as to how you arrived at your preferred option.
- More development in Stratford upon Avon and on large, previously industrial sites. BB: these must be proper industrial sites and not places which are conveniently re-labelled as industrial, so as to produce potential building land from rural / small community land.
- Work is either in Stratford, Redditch or Leamington. Houses should be near work to improve sustainability
- Main town in the District and would be strongly opposed to rural areas being spoiled.
- Making use of building not currently in use.
- In addition to houses, there would need to be thought given to services- GPs, schools (particularly primary schools), road infrastructure, etc. Believe it would be better to develop this in one larger area than dispersing the development and putting pressure on stretched and sometimes inadequate services.
- if you build extra houses in villages improved services would need to be included eg improved bus services more money for extra classrooms in schools . additional shops and improved car parking
- I don't think that you can put so much on the so called service villages unless you are prepared to do much more for them in the way of preserving and enhancing amenities. At the very least, you should be stepping in to save local shops in these areas but also, what about youth services and those for the ageing population. I think this line of questioning is frankly disingenuous without discussing those things first. Speaking as a resident of one of the most far flung villages, which has already absorbed considerable numbers of extra houses, you shouldn't build another single one here until you have thoroughly analysed the consequences of doing so.
- There is insufficient infrastructure in the rural communities to support a large influx of new homes.
- Less development in local serviced villages, more in Main Rural areas and development on large brownfield.
- You can't pile more "young families" into the main rural centres and villages unless you also invest in infrastructure like parking in village centres, village shops, youth clubs, village halls, open spaces and so on. In the current climate, investment in such things is never going to happen, so most development should be in and around Stratford where there is at least some infrastructure.
- I regard 5600 as too large - the figure should be 25% lower.
- Several centres, especially Southam, are suitable and capable of accommodating more development if this is part of balanced mixed use schemes rather than ad hoc proposals in the surrounding areas which are unlikely to bring forward supporting social and physical infrastructure

- building on unsightly ex factory sites would make the environment more attractive i.e. huge improvement on Birmingham Road
- The main rural centres, particularly Southam, are suitable and capable of having more development than is proposed if it is part of a balanced mixed use development rather than ad hoc proposals in the surrounding areas that are unlikely to bring any associated social and physical infrastructure
- More development in and around local Service villages and other rural areas.
- Proposal put forward by Bloor homes for 800 homes to the west of Shotton
- the area cannot cope with further development. Small developments in the rural areas are needed to cope with family growth but how do you deal with unemployment and the never ending cost of transport and travel. It is more important to limit immigration.
- Wellesbourne airport environs. Prioritise brown field development as a matter of principle
- Need to locate the growth nearer to the main employment areas and the better public transport routes especially trains
- Stratford has the infrastructure to sustain higher numbers and if good public transport within town makes it more sustainable. Brownfield sites should mean brownfield not farmland or green spaces e.g. allotments, school fields
- Public transport is already unsatisfactory and is likely to worsen so Stratford should be tastefully developed to provide work opportunities and nearby housing for employees.
- As stated above I feel totals are too high. Small developments preferred to large, use brownfield sites where possible, but do not spread development to remote areas where long commutes to work will result. Try to restrict availability of rented homes to people already resident in the district.
- A new settlement protects the environment and current ambience of Warwickshire. It also gives an opportunity for a totally green approach.
- The only sensible development site for the majority of new development is Stratford where most of the job opportunities, amenities and services are located.
- The use of brownfield sites makes more sense. It is using land that had previously been developed and water and electricity would already be installed to area and it should have less effect on towns like Stratford which are now losing their image and becoming too large.

## **Appendix 5: Names of other towns or villages where residents think additional employment land should be provided.**

### **279 comments**

- Kineton because I believe there is an amount of MOD land which will probably soon be available.
- Alcester, Southam, Kineton.
- Studley
- Staff around the clock (EG) daytime and night time staff such as Tesco etc!
- Henley-In-Arden
- Stratford On Avon
- Alcester
- Stratford Upon Avon
- Stratford.
- Stratford
- Bidford, Studley, Stratford.
- Stratford
- Alcester
- Shipston, Alcester, Bidford.
- Bedford
- Stratford Upon Avon
- Whenever business plans show evidence of popular local demand for a new business: and the high likely possibility for a new work force being available to service the new business.
- Main rural centres. Southam, Wellesbourne, Kineton, Alcester and Studley and District



Centre Stratford.

- Stratford Upon Avon District
- Close to main roads / railways.
- Along corridors following motorways . major roads and main rail lines.
- Wider range of locations incorporating more rural areas not towns making them more sustainable and help reduce road traffic when commuting.
- Not sure
- Stratford Upon Avon
- S-O-A
- No further required. Kineton has empty sites as have Shipston with no takers for development.
- Bidford
- Land north of Southam
- I don't have enough knowledge of the area as a whole to make a suggestion.
- Rural locations - any village in the country.
- Long Marston (Army site)
- Stratford upon Avon as good links / buses etc already exist.
- Studley
- Great Alne
- Studley / Alcester - Where there is currently industrial space already empty to use this. Develop it before building more.
- Stratford.
- Temple Grafton / Arden Grafton / Broom
- Alcester
- Stratford.
- On sites which were one time military airfield. Wellesbourne, Atherstone, Bidmarch, Gaydon.
- Studley, Bidford, Alcester.
- Around the biggest villages the Kineton, Wellesbourne, Southam.
- Studley
- Southam
- Long Marston.
- Nearer to Coventry / Birmingham.
- Kineton.
- Any town with large scale unemployment.
- Wellesbourne.
- Stratford Upon Avon
- Long Marsden.
- Any village with suitable transport links.
- Bidford-on-Avon
- Henley-in-Arden, Quinton
- Henley-in-Arden
- Wellesbourne
- Outside the main towns.
- Southam
- Not Stratford.
- Shipston-on-Stour
- On Bromfield sites look outside Shipston-on-Stour. Not retail but hi-tech please - Norgren.
- Wellesbourne.
- Trinity Mead (Stratford).
- Shipston-on-Stour, but not a Tesco or other supermarket.
- Main rural centres.
- Shipston-on-Stour
- Bidford, Alcester, Wellesbourne.
- Southam
- Long Marston?
- Wellesbourne.
- Unknown, I do not have enough knowledge to hand to make that decision.
- Long Itchington.

- Southam
- Stratford-upon-Avon
- Bidford/Wellesbourne. Too much development on Birmingham Road.
- Businesses should be encouraged to use vacant premises and helped to regenerate brownfield sites not new building.
- Quinton, but plenty of site empty in Stratford.
- Wellesbourne.
- Long Marston, Shipston, B'ham side of Stratford.
- Long Marston - Army brownfield site should be commercial only, not housing development.
- Not where lorries etc will have to go over the river! Too many lorries here.
- Keep to Stratford town area.
- Bishopton area
- Alcester
- Southam, Shipston.
- Spread across district.
- Wellesbourne
- Long Marston
- Kineton
- Already enough. empty industrial units and offices in Southam should be used before further development.
- Ten miles outside Stratford.
- Alcester, Shipston, Bidford.
- Redevelop existing industrial land.
- Stratford and Studley and Alcester and Bidford.
- Stratford-upon-Avon, Birmingham road, ring road area.
- Where unemployment is high in rural areas. Cannot specify a town or village.
- Stratford
- Wherever, as long as on brownfield sites, HR-1 if that is closing - Outside Wellesbourne.
- Any unused industrial estates. Southam industrial estates and Banbury already have unused industrial buildings.
- Do not know the area well enough.
- Stratford.
- Stratford-upon-Avon
- Stratford-upon-Avon
- Studley
- Alcester
- Southam and smaller villages.
- Great Alne (formerly Maudsley site).
-

- Do not know - But where houses are built there should be development for employment.
- This should be dependant on where the lowest business rates, rentals etc. Best road infrastructure in relation to the main road.
- Shipston
- Bidford and Welford.
- Alcester
- Wherever is available.
- Stratford.
- Southam, Kineton, Army bases.
- Southam
- Wellesbourne.
- Bidford, Alcester
- Sorry cannot answer this as I do not have sufficient knowledge.
- Shipston. Find a company to use the Norgren site. Pay them!
- New good transport and work force.
- Kineton - Brookhampton Lane. Wellesbourne Airfield perimeter. Gaydon - Land Rover / Aston Marston old airfield site.
- Shipston, Bidford, Alcester.
- What new employment is XXX?
- Former royal engineering depot, Long Marston. So long as the surrounding road system is updated to cope.
- Anywhere hats easy to access.
- Stratford On Avon. Wellesbourne. Shipston.
- Bidford
- Near / In Stratford itself.
- Stratford On Avon, Kineton (Harbury Ex cement works) Shipston on Stour.
- Stratford
- Wellesbourne.
- Alcester, Broom, land towards Longbridge island.
- Wellesbourne and M40 corridor.
- Stratford
- Alcester
- Alcester
- Decision should be based on available land and levels of unemployment. We don't know enough.
- Stratford, Bidford, Alcester.
- XXX to buildings.
- Stratford Upon Avon
- Shipston, Quinton, Wellesbourne, Studley.
- Any of the larger towns where housing is built.
- Stratford.
- Not bothered, but good access and XXX for M40 etc.
- Stratford Upon Avon
- Great Alne on the Old Maudsley site.
- Stratford Upon Avon
- Stratford, Shipston, Bidford.
- Shipston on Stour
- Studley. Alcester, Leamington Spa.
- Alcester, Studley
- So many empty units Masons Road. Timothy Bridge. Bidford On Avon. Alcester. Need to fill there first reduce rates. No need for more development. Too many empty spaces.
- Shipston
- As proposed at Stratford upon Avon and Alcester
- Stratford-on-Avon (adjacent to Alcester Road and Birmingham Road) i.e. north of the town.
- Shipston on Stour Southam
- Stratford upon Avon
- No views about location
- In the current industrial areas around masons road, the current vacant industrial buildings

in this area should be knocked down and rebuilt to support this type of development

- The Main Rural Villages like Southam and Studley.
- The Main Rural Villages like Southam and Studley.
- Alcester
- Alcester
- In reality I can't just what is right without more data. I support the provision of land for high quality jobs (which in turn stimulate a broad mix of service jobs in support) I DO NOT support this development within the Stratford Town boundaries of on green fields as this is another licence for developers to exploit "opportunities" adjacent to sites on land they have acquired
- Lower Quinton
- Warwick road,
- Alcester
- Alcester
- Around larger communities (e.g. Stratford etc).
- Stratford upon Avon
- Southam
- Stratford, Studley, Shipston, Southam
- Stratford and Alcester seem good places as both already have industrial areas that could be increased.
- Shipston on Stour
- Rural locations and giving farmers the opportunity to make use of unused farm buildings
- Shipston on Stour
- Alcester
- Southam. Harbury is some distance from and difficult to travel to ,s,o.a. and Alcester through rush hour traffic
- Not sure. more sites out of Stratford
- Along the A46 ( by the park and ride) outside Stratford
- Gaydon
- Also around the eastern part of the district, if you are going to build extra houses here
- Stratford
- Shipston on Stour
- Stratford, Henley in Arden
- Wellesbourne
- Stratford
- Stratford
- Shipston needs to retain existing unused industrial sites - eg Norgren to help attract business and jobs back to this town for our young people. I don't feel equipped by the information you supply to answer question 14.
- brownfield sites out of the main town centre
- Stratford-upon-Avon
- Stratford - Masons Road - redevelop old properties currently not used
- Shipston
- Again some of these questions are impossible for the lay man to answer
- Existing industrial areas in Stratford and Alcester
- Long Marston
- Alcester and Stratford
- Question 14 is impossible to answer without an in depth understanding of projected growth in the UK economy and a particular knowledge of its likely impact on Stratford District. It isn't a suitable question for an unformed public consultation exercise.
- on the outskirts of all the main rural villages and towns in the region eg Bidford, Alcester as well as in and around Stratford.
- I think it should be distributed between several areas taking into consideration the impact it will have on traffic congestion - so not in Stratford unless road links will be improved but more like the area close to the M40.
- That depends how much of the land required can be found in the areas of 'traditional industrial land' cited, and where these areas are located.
- Shipston on Stour
- Stratford Alcester Shipston

- main towns in the district +encourage rural businesses
- Away from Stratford. We do not the road capacity now. The Birmingham Road can not cope as it is without adding to the burden.
- Shipston on Stour
- Stratford, Alcester, Studley
- Stratford, Alcester, Studley
- Southam
- Long Marston Army camp
- see 14
- Southam
- There is already significant new redevelopment planned for Alcester and therefore additional employment land should be provided nearer Stratford
- Wellesbourne - this would help prevent so many people commuting from Wellesbourne to their jobs outside the area. There is a good source of labour in the area.
- Stratford upon Avon
- Shipston on Stour
- Warwick Technology park. Solihull. Better link to rail
- Southam
- Nearer Stratford on Avon
- if there is already a surfeit of traditional industrial land it should be redeveloped. More important that its use should be identified first.
- Long Marston
- outside of Stratford itself
- Stratford
- Wellesbourne
- Stratford,
- SOUTHAM
- Southam
- Studley
- Wellesbourne
- Where it is needed and there is demand from business!
- Stratford
- Stratford
- Alcester
- No NEW sites; existing land previously developed should be taken (by some legal mechanism) by the Council and re-used.
- Wellesbourne
- Stratford
- Stratford
- Shipston?
- The HS2 line will pass very close to Southam and any land that is vacant along its length should be considered for industrial use as it will help to shield residential areas from some of the noise.
- Some should be made available in alignment to the wider dispersed housing plan (option 2)
- Stratford-upon-Avon
- GORCOTT HILL
- Restrict development to existing industrial land, preferably in existing towns eg Stratford, Alcester Southam
- Any disused industrial site (Good example the old AP site at Leamington and currently under development the old Flavels site)
- Southam
- Rural brownfield sites.
- Long Marston, Alcester, Studley, Bidford-on-Avon
- Main rural centres as listed.
- Depends whether it only draws employees from outside the area. Wellesbourne, Long Marston.
- Stratford/ Alcester
- Reuse existing sites.

- It should not be in 1 block but more spread out on the outskirts of towns.
- Studley
- On brownfield sites across the county.
- Stratford-upon-Avon
- Southam
- How would up to a hectare in a number of specified villages sound?

## **Appendix 6: Other locations where residents think additional employment land should be provided.**

### **77 comments**

- Shipston On Stour
- Large stores E.G. Debenhams, BHS
- Shipston
- Wherever the housing will meet the demand.
- Why can currently disused premises be refurbished and reused.
- Alcester
- I don't think there should be any.
- Stratford.
- Wellesbourne (1 HR site)
- Wellesbourne
- Old Maudsley site.
- Any other locations outside / inside areas covered by the council that have land free before developing more.
- S-O-A, Alcester, Henley, Studley, Southam, Napton on the Hill.
- Re use industrial land and brownfield sites first.
- Outside of Stratford there is currently too much concentrated in Stratford with insufficient infrastructure to support it.
- Wellesbourne
- Shipston.
- Utilise all existing and unused industrial estates / grounds first.
- Southam, Alcester.
- By motorway / A46 or railway stations.
- Between Henley-in-Arden and Stratford-upon-Avon.
- Stratford-upon-Avon
- Long Marston
- Any areas along railway lines.
- Mason Rd and 7BR.
- Wellesbourne airfield.
- Stratford.
- Bidford, Shipston
- Empty properties our towns are closing shops and businesses and becoming ghost places.
- Concentrate on unused/vacant land as described above and expand existing sites away from centres of population.
- Further development should be located near existing towns for easy access.
- Brownfield sites.
- Existing brownfield sites.
- Across all areas.
- Shipston-on-Stour
- Airfields
- Wellesbourne - Close to motorways.
- Long Marston airfield.
- Wellesbourne area.
- Bidford and Stratford
- Stratford should be avoided as the existing rates and trading conditions are killing businesses in town.
- Area between Stratford-upon-Avon and Warwick i.e. access to motorways and rail stations.

- Alcester.
- On any land where old industry has left redundant buildings.
- Long Marston Camp Area.
- M40 Corridor and Wellesbourne Airfield.
- Alcester
- Studley
- To take objective reason.
- Masons Road, along the railway line could be redeveloped, upgraded.
- Cumbria.
- Brownfield sites.
- Outside town and villages.
- Studley
- Wellesbourne
- Existing brown field sites eg Long Marston, Clifford Chambers & Lower Quinton
- Close to motorway junctions
- Based mainly on Stratford but with some in key villages.
- Bidford
- see above
- There is concentration on towns on the A46. Perhaps consideration could be given to other areas with good motorway access
- Wellesbourne
- Other brown field locations
- Wellesbourne??
- see 14
- I don't have enough information to answer this question
- Not in Stratford or surrounding villages
- As required
- Alcester
- Alcester and Wellesbourne
- any village with good road access
- Shipston
- long Marston
- Norgren Site in Shipston
- Wellesbourne
- Impossible to give one location - A strategic view is needed. Industrial land should be placed where workforce can be found and where public transport and road system can support.
- Brownfield sites such as Long Marston airfield and army land near Quinton.

## **Appendix 7: Other parts of the economy which residents think should be supported.**

### **15 comments**

- Leisure industry
- All local economy types should be supported.
- Existing.
- Experts, businesses.
- All need support.
- Garden centre type destinations.
- All
- All
- Education
- R&D in automotive
- Small shared workspaces for people who would otherwise have to work from home
- retail
- Arts, education, high value employment
- Not sure what you mean by "supported" they should all be given proper consideration by the council and not obstructed. Finance should be a separate issue.

- Anything considered.

**Appendix 8: Areas which those respondents who felt it was appropriate that older industrial areas should be redeveloped for other uses, thought were suitable for redevelopment.**

**224 comments**

- Anything that is not in Stratford that would further seize up the poor road infrastructure.
- Disused industrial land
- Under need 'Office Blocks"
- I support getting manufacturing type industry moved away from town centres, but in most cases all that seems to have happened is super market take over.
- Where shops etc in the town centres are vacant.
- Unoccupied premises in Masons Road.
- Not sure. In any event this type of development - if in large volumes I'd more suited to major contributions e.g. Birmingham, Black Country, Coventry.
- Industrial sites should be redeveloped with new industries and not a way of increasing the population with more houses.
- Stratford centre market site.
- Shipston on Sour
- Stratford as centre of area, and industrial areas of Bedford, Long Marston, Southam.
- Any in which business plans show there is local support for the endeavour and financial provision is readily available.
- General XXX although there is bound to be isolated pockets where current use is no longer sustainable.
- Any area, as long as communication links (roads) are suitable for the increase in traffic, and new services reflect the increase in population.
- Don't know
- Waste land near Dodwell Park on Evesham Road.
- Old quarries for land fill.
- Where possible.
- Napton Brickworks.
- Napton, Bishops.
- I don't have any knowledge of any.
- Bishops Itchington (Cement works) Stockton (Cement works Calley)
- Mason Road. Park and ride immediate and surrounding areas.
- Wellesbourne Airfield. Long Marston Airfield.
- Eastwood Copes Car Dismantler B94 5LL for affordable housing.
- I think all if the correct time / money is used. I'm a firm believer of reuse / recycle. Not just build / buy new if it doesn't look right.
- Parts of Stratford.
- Leamington Spa Ford Factory. Parts of Birmingham Road in Stratford.
- Old business sites.
- Masons Road, many empty buildings.
- Don't feel qualified to judge.
- Cattle market, Stratford.
- Any that are derelict i.e. the old cattle market / sheep market.
- Masons Road, S-O-A, parts of Waterloo Road, Bidford, Parts of Brickyard Lane, Studley.
- If the industrial areas anywhere are not being used of course they should be redeveloped for other uses.
- Southam, Stratford.
- I am not sure where these areas are.
- Old S/A football club. Masons Road.
- Timothy's Bridge Road.
- Long Marston.
- Those currently underused /unused. Presumably the council knows better than I do there these are.



- I'm afraid that as I do not travel widely around the district (and therefore do not see many older and now not used land) this question is really in your hands unless you publish a comprehensive map showing where such areas are and how large they are.
- All
- Long Marston, Wellesbourne
- Any units etc that are standing empty.
- Town centre area needs looking at.
- Studley/ Alcester.
- The Elizabeth Chef factory in Southam.
- Yes for hi-tech businesses and housing, not retail or service industry. All Bromfield area, Stratford train station shopping area in Stratford-upon-Avon
- Long Marston
- If suitable areas are available.
- Redundant brownfield sites.
- As q15 - any areas along railway lines.
- Dissolved warehouses.
- The old warehouse site in Kingway behind Currys. At the Shires.
- Redundant farm yards and buildings.
- Anywhere that has previous building, be it factories or housing or offices that are empty and redundant.
- 7BR and Mason Rd, Long Marston.
- Any previous industrial sites.
- Long Marston seems wasted and could help local economy if used as high end technology business part (e.g. no HGV's).
- Wesham Rd and XXX Farm have become, through no fault of the firms who perform useful necessary functions for the rest of us but are obliged to operate in incoherent and restricted premises. Ideally the whole lot should be replaced by well laid out premises, accessible. I realise it is too late for this but it seems to be accepted.
- Old part of Stratford, shopping area, , back of Debenhams.
- Some of the less attractive, usually older business centres near to town centre.
- In principle this should be the way forward but I am not familiar with all available sites.
- Shipston
- Parts of cement works - Long Itchington and Bishops Itchington.
- Southam industrial estates - a lot of empty decaying units.
- I think this question is unsuitable for a questionnaire as it could be used for personal gain and the NIMBY would also apply.
- Ten miles outside Stratford.
- Not qualified to comment.
- For new tech and offices.
- I agree with the idea but am not sure what is available - Birmingham road in Stratford?
- HR1, near Wellesbourne, if closing. Long Marston? Any closed industrial units.
- See Q15 as both have older unused industrial buildings.
- Don't know
- Fill empty gaps in Mason Road areas (Stratford). The areas near to the leisure centre in Stratford.
- All those vacant in our area at the moment.
- All areas where they are a current eyesore.
- Area surrounding DCS this and out by refuse site.
- Old MoD bases, old railway tracking.
- Any "brownfield" sites.
- Don't know any specific sites but e.g. old rugby cement works at Long Itchington.
- Ex Maudsley site, Great Alne.
- Only those that would be unable to support industry any longer.
- Not sure where the older industrial areas are but there is where to redevelop.
- Sorry, can't be specific.
- Shipston-on-Stour, Warwick
- Don't know is the short answer, but offices could replace the old and boarded up house on the outskirts of Stratford.
- Stratford-upon-Avon

- I do not have the knowledge to answer specifically but feel that any brown land or buildings not in use should be redeveloped.
- Where old empty commercial premises are available.
- Alcester trading estate, Stratford trading.
- Any areas where units have stood empty for 18 months-2 years.
- Not user of exact areas but think that any areas previously used for industrial/other purposes should be redeveloped before any new areas are used i.e. greenbelt.
- Not sure.
- Old cattle market site on Alcester road (near train station). Masons road (empty sites all along).
- Coughton Industrial Estate.
- Not sure
- Older buildings that are empty - Timothy Bridge road area.
- Waterloo road, Bidford (old Geddis building).
- A more feasible attitude should be adopted for business planning consents.
- Barton Rd, Welford, large wasted ground.
- Development and building should be in keeping with a small market town.
- Good idea - don't know where!
- Underused manufacturers sites (some in Studley?) and other villages/towns.
- Factory units not at present being used i.e. Masons road, some units in Bidford-on-Avon etc.
- Southam, Kineton, Old Army bases.
- Reuse derelict sites.
- Where an area has been to let for a long period of time. Also the district should invest more in local people trying to set up new businesses. The business rates and commercial rental rates are high and will force new businesses out of the area.
- Trinity Bridge Road, lots of empty lots.
- That would happen to sites not in use if they are not redeveloped. If they are still in use as individual sites, sustain them.
- Areas unsuitable for industrial use.
- Wellesbourne airfield, Long Marston airfield.
- Brown sites. Existing airfields, not flight paths.
- Any that are empty.
- Don't know any specifically but I agree with the principle.
- Long Marston as above. Vacant site alongside Stratford On Avon station.
- Timothy's Bridge Road. The rates are too high and the town trust do not have any idea of how to manage the property they have.
- See Q15 above
- Areas where businesses no longer are able to operate. Infilling in existing industrial / business areas which already have infrastructure.
- Don't know!
- Old cement works factory sites. Harbury and Itchington.
- I am not aware of any sites, but I think regeneration is a good idea.
- Mason Road. Atherstone airfield.
- See Q15
- Long Marsden, Wellesbourne Airfield.
- Masons Road, Timothy Bridge Road, Old Football club site. Warehousing by M40 (J15)
- Anywhere meant for more than 3 years.
- Derelict land that has become an eyesore.
- Old united carrier sites, Waterloo Road, Bidford On Avon.
- Not sure
- North of Birmingham Road. Masons Road. Boy's grammar school should be relocated to new school on playing field, thus releasing town centre. District council offices should also be relocated for the same reason.
- Not sure. Usual areas of obsolete facilities offices and warehouses.
- Some of Timothy Bridge Road.
- Brownfield sites and extensions to existing industrial / business parks. Should aim to create a cluster of high tech businesses. Encouraged into the area and potentially linked to activities at Coventry University Technology park.

- By the railway station. Bishopton Hamlet area.
- Re development yes, into perhaps employment opportunities as mentioned in the introduction paragraph, but not housing or retirement development. This comes with no infrastructure whereas an area similar to the Arden forest trading estate brings jobs and trade to the area.
- Old industrial warehouses standing empty.
- Studley Road, Studley. The road going from Studley to the Alexandra Hospital in Redditch. The area next to the co op in Studley could be used for offices and some of it used for car parking. Studley centre needs attention to make it easier to park and visit the shops otherwise it will die on its feet.
- All industrial buildings that are rundown, decaying, blighted - visually self evident in any location, towns etc.
- Towns in decay. Birmingham Road to Arden Street. Old chip shop and buildings a disgrace. Town square - no need for cinema as no parking / centre indoor covered market / shops / fruit / veg / fish etc
- You should know better than I.
- Brownfield sites.
- Not sure but if there are older areas where developers have viable plans, I would support that.
- Sites adjacent to the north of Stratford-on-Avon, such as Alcester Road and Birmingham Road.
- Southam Studley
- I couldn't name them specifically, but utilising those areas is a good principle. However, we need to ensure that Stratford town centre doesn't become a ghost town by moving tourism and retail out of the middle of town.
- Existing brownfield sites or unused shop premises
- See above, Masons road area as it has current poor industrial buildings that no one wants to rent by the look of it
- Old town based industrial areas should be redeveloped into Office space and affordable housing.
- Old town based industrial areas should be redeveloped into Office space and affordable housing.
- Parts of the Industrial estate at Bidford on Avon
- Various Areas need development within Alcester's Industrial estate. In fact there are frames of warehouses that have been erected and not completed standing there at the moment.
- Masons road
- Any industrial areas which are not being used to their full extent.
- \I cannot think of any older areas but I am and always will be a great fan of reusing available buildings. Again, it helps maintain the sense of identity. You don't always have to knock down and start again.
- Don't know
- Sufficient industrial land must always be available or we will end up with lots of houses and no jobs
- I do not have the benefit of knowledge of run down areas
- Airfield Wellesbourne
- Masons Road, Stratford
- Any manufacturing sites
- Don't know.
- Timothy Bridge road industrial estate. Use it for housing devt.
- The various former airfields not already redeveloped. The industrial estates around Southam are looking distinctly ragged - but no more supermarkets thank you - that's not development when they generally won't employ people for enough hours to pay NI contributions, let alone long enough to qualify for tax credits.
- I am not sure I know where the existing industrial areas are located now.
- I don't really know
- Any!!!
- not sure
- Long Marston army camp

- All brown filed sites should be redeveloped where possible
- long Marston
- Masons Road Stratford; Bidford on Avon - unused (unsightly) sites; We have land currently appropriated for Business use - many of which for whatever reasons are unused and are in great need of some tender loving care in order to attract Companies - Brown Field is too easy an option!
- See previous comments
- Long Marston
- Don't know
- on the outskirts of Bidford there is a large derelict warehouse type building on the edge of the industrial estate. this is a terrible eyesore and a huge waste of valuable business property. it could be put to use in a much better way if it was redeveloped into some light industrial warehouses
- Any area where buildings are lying derelict or unused, areas such as near the railway station that look messy.
- In Stratford - the old cattle market and the disused lots on Timothy's Bridge Road
- Brook Hampton lane, Kineton (there seem to be several units in disrepair although there are new units empty also. It would need some focussing on this area.
- Cattle Market, Long Marston, some of the Wellesbourne Airfield site that is lying empty. Also I believe that many of the old unused houses in Stratford Town should be compulsory purchased and re developed for housing for young local couples.
- timothy's bridge estate
- not sure
- Don't know.
- Norgren site at Shipston
- Not many left - most have been developed for housing or supermarkets! - very short sighted
- Bidford
- Any that are currently unused
- Derelict buildings on industrial estate at Bidford
- see 15 above
- Old cattle market, Long Marston Army camp Evesham Road past Dodwell
- Warwick, Tachbrook park, etc
- Anywhere that is derelict or unsightly but have easy access for cars, transport etc.
- Norgren Shipston on Stour
- Masons Road and Timothy Bridge Road
- Land near the station.
- Where ever property is underused or has been badly developed in the past.
- Old, run-down & derelict sites
- Empty/disused
- houses
- Masons Road and related area
- Disused factory areas and farm buildings
- Masons Road - for housing
- Not known
- Parts of Alcester
- Masons Road
- Wherever these is no further demand for industrial use
- Buildings around Arden St and Birmingham Road traffic lights.
- Older probably rural sites.
- Masons Road
- Masons Road, Stratford
- Masons Road, Timothy bridge Road etc
- ?
- Not sure
- Any redundant industrial space
- WHERE UNITS ARE NOT BEING RENTED AND LEFT TO DETERIORATE
- Any disused industrial site (Good example the old AP site at Leamington and currently under development the old Flavels site)

- See Q15
- None specific, but sites that have good access, where schools can cope with additional numbers if sites provide extra housing. Should not have a detrimental effect upon existing local community.
- Brownfield sites.
- Look at them all. If they are full leave them alone, if not merge them with others and use that site.
- Don't have sufficient information on this.
- Current areas in Stratford being redeveloped and airfield at Stratford? (Long Marston) and Wellesbourne?
- Long Marston airfield.

**Appendix 9: Areas where those respondents who did not think further shopping developments should only take place in existing centres, thought were appropriate places where such development should take place.**

**85 comments**

- Make sure rates are reasonable so that more shops can be reopened in Stratford town centre and the horrific mess which is Town Square!
- As above
- Wellesbourne
- In amongst housing estates both old and new builds so as everybody doesn't have to walk a mile or more.
- Look at closed down shops e.g. Somerfields. There is enough boring shopping available. S-O-A - alert should be on - one off original and unique shopping opportunities. Stop the rapid turnover of business in towns.
- Major out of town shopping centre e.g. Bicester village (Oxfordshire) or Clarke's centre (Somerset). Main reason : Problems and cost of parking in Stratford.
- Out of town
- Where retail demand exists market XXX
- Move them out of Stratford to ease congestion or build more appropriate traffic solutions in the first place, How did the Maybird Centre ever get planning permission?
- Other towns e.g. Shipston
- Outskirts
- Southam
- In the empty shops through out the district.
- Keep it in town.
- No more shopping required in Stratford.
- Between villages and town.
- Out of towns. Like the Maybird but not in a town.
- Southam
- I do not consider they are needed.
- Where there are sufficient population to support such a development.
- Again, unless you show where such centres are, we cannot answer this question.
- Spread to various local towns. Shipston/ Alcester.
- South of the town.
- Use existing sites.
- See q15 answer.
- None should take place until all empty shops have need utilised. It should be priority to look after the town centre. There is already a development on the Maybird centre.
- Put a roof on Bell Court/ Town square so it can compete and draw shoppers away from covered walking of Maybird.
- Extend down or develop Maybird area which to me is quite unsightly.
- Make use of Stratford old shopping centre.
- Some south of the river.
- If possible ten miles outside Stratford.
- Wherever convenient for local people.

- Do it in Stratford town centre, Maybird ruining town centre.
- Across whole area of district.
- As needed.
- Garden centres
- More development in rural areas.
- Tiddington, Shipston-on-Stour
- Note: The infrastructure to reach existing areas is woeful. The Maybird shopping centre access routes was clearly never thought through.
- Too many empty shops now and business rates extortionate.
- In town first - Must reduce parking fees and where possible rents and rates.
- There is a need for shopping provision on Dove house estate, Wellesbourne, which has never been provided since the estate was completed.
- Use Stratford as a model for how not to develop.
- Outside S on A
- Out of town developments.
- Outside spots which have units not being used. i.e. down the Banbury Road.
- Where ever there is a population that would benefit from less travel to shops.
- Shouldn't while there are so many empty shops in town centres.
- Where market research shows there is a demand e.g. Evesham Country Park.
- Anywhere where the development will physically advance the area and provide employment.
- Re generated existing shops and locations.
- We don't need anymore.
- The land in between Bishopton Lane and A46
- In the larger towns within the district.
- Already enough shops.
- Around perimeter of town, due to lack of parking in town centre.
- Stratford town centre - Maybird development has detrimental effect on town centre plus the access road is hopelessly insufficient.
- Retail parks WELL AWAY from the town centre (i.e. the French model of development)
- on the south side of the Avon, near Stratford.
- Please don't increase size of the Maybird centre as it is truly the ugliest shopping centre. However to increase town centre space, to encourage people back to the High street can only be a good thing.
- Expensive car parking has moved many shoppers to retail parks and the cause appears lost for much of the town centre shopping; if you look at the number of people using retail parks (= lost by the town centres)
- Re develop the town centres
- For example if a supermarket were built in Shipston on Stour at the Norgren site, this would cut down on us as a family travelling into Banbury or Stratford for our full weekly shop and therefore encourage us to do other shopping in the town.
- We are unable to fill the empty shops and premises now so we do not need any further empty places, there is an office space by the park and ride which has never been filled, just built and left, what was the purpose of that, no fill the empty premises first.
- Southam
- By centres I mean the centre of Shipston where shopping facilities are already gathered, NOT outside the centre.
- Peripheral to centres e.g. Clifford Chambers, Bishopton.
- no idea
- development should be focused on the rural centres of the region. these towns are struggling to survive whilst the centre of Stratford becomes more commercialised and sucks the life out of the smaller surrounding retail centres of the towns. eg Alcester has a high number of empty shops on the high street. surely it is more beneficial to focus moneys here by offering incentives for businesses to set up and return Alcester to the thriving town it once was.
- I think the only way forward really is out of town shopping areas that remove the burden of traffic in town. The Maybird should not have been allowed to develop to such an extent, the land near the park and drive should be cultivated and the A46 made into a dual carriageway to support it.

- No room in the town and no free parking to encourage people to want to stay long. The one thing we do need is another shoe shop as long as the rates are not too high it might work!
- outside towns to avoid congestion
- Anywhere where incorporated into a balanced mixed use scheme
- Anywhere as part of a balanced mixed use scheme
- No more large developments, they are killing local trade!!!!
- Southam area
- Southam, Alcester
- Shipston
- where there is all the empty offices to let
- Shipston road
- Large settlements (e.g. Harbury) would easily support a proper store (Tesco, Sainsbury's etc) and this would reduce mileage covered by every family.
- shops should be encouraged in all non-rural locations with housing increase plans
- Greater provision should be made in future housing developments for local shops that are within walking distance.
- Fill the empty shops in the centre of town first.
- Plenty of sites are available.

**Appendix 10: Areas where respondents, who did not think more large-scale "comparison" shopping development should be provided in Stratford-upon-Avon, should take place.**

**156 comments**

- Much further away from the town centre. The Maybird centre causes chaos in the whole town as well as destroying the ability of town shops to compete.
- It is not needed.
- Not needed.
- No where.
- Wellesbourne, Alcester
- Campden Road.
- Re develop interest in town centre. Again scrap car parking charges.
- Not needed. Maybird is tatty and depressing. I only use Tesco regularly. We don't need any more of these type of shopping in S-O-A, Birmingham, Solihull, Coventry all in easy reach.
- Surrounding areas.
- See Q18A
- It's not needed anywhere. We are shopping more online.
- Extension of rural end areas.
- It is doubtful where the need for such development exists. There appears to be many empty premises in Stratford.
- Town Centre
- It shouldn't! There are enough empty shops around. We don't need more shopping space.
- See 18a
- No more development needed.
- Development better areas around existing - recycling of sorts!
- Expand our other centres.
- Any development in the area should follow those areas where housing and employment opportunities are extended.
- Not required, already catered for.
- Leamington Spa.
- As above
- We don't need anymore.
- Not anywhere in Stratford. If was on attractive medieval town, non a mess of which we are embarrassed and ashamed.
- No need for more development.

- Between local villages and Leamington Spa.
- Out of town.
- There are too many large comparison multi national stores already on being or under construction.
- There is enough.
- Not convinced this is necessary.
- Too many empty premises as it is.
- I do not consider this is needed.
- Not to take place at all. S/A has enough shopping outlets.
- Make the local shopping areas into better solutions rather than out of town solutions. Towns need more trade not closing down shops.
- Bidford-on-Avon/ Alcester
- Do we need another one? Stratford town needs all shops utilized.
- Not in this district.
- Not needed anywhere. Regenerate Stratford itself.
- Let's use what we've got more imaginatively.
- No development.
- See q15 answer.
- Already have Maybird, bland and boring. No more like that.
- Nowhere! We have enough!
- Market square - improve what we have.
- Not at all. we have enough shops in the town and a percentage of these are empty and should be filled before new shops are considered.
- Better use by redevelopment of existing areas with higher density e.g. 2nd floor to Tesco.
- Because Stratford has changed. I often go to Cheltenham. Like York, Stratford needs to blend the old with the new.
- Stratford has enough shopping - Maybird etc. The town is suffering.
- Redditch, Birmingham will lose character of Stratford.
- Warwick/ Leamington
- Do not need any shopping development.
- Along the tramway or by the canal, keep the tourist walking and spending!
- Bring shoppers back to the high and town centre.
- Not needed.
- Outside of main town.
- Cannot believe further development is needed. Only high margin outlets (e.g.) mobile phones, fast food seem to prosper along with larger stores e.g. Marks & Spencer
- We have sufficient shopping areas. It only needs existing redundant areas to be redeveloped.
- Possibly outside Stratford itself but within the district? (Unless the John Lewis organisation came to Stratford itself, a big attraction for locals and tourists).
- Establish why so many shops have closed in S-U-A first.
- Not needed, fill the shops in town which are empty.
- Stratford should look at Oxford and Bath and take advice on how they protect the preservation of their heritage.
- Develop the old square by the old Somerfield and Co-Op. This could be made into a great shopping area/ cinema. restaurants and provide a good hub for the town.
- Spread across whole area of district.
- Nowhere
- Stratford is already bursting with Maybirds shops and traffic.
- Outside of town.
- We have enough already - No more is needed or required - I want Stratford to retain some individuality and not become a "anyplace, anywhere" town.
- No, unless the council can have a joined up plan to do so.
- Utilising existing town sites.
- Nowhere
- I think there is sufficient shopping space at the present time - Shops are already empty, or becoming charity shops.
- Not at all, we need wealth generation not yet more expenditure and debt increase.
- On outskirts - Do not think the town centre should be altered any more.



- Don't know.
- Existing sites
- There are enough empty shops in Stratford to use there rather than any new developments.
- More rural areas.
- Out of town developments.
- Maybird centre - But not in Stratford town centre.
- Don't think any more are needed. The town centre/village empty shops need to be used to make towns etc viable.
- High street.
- I don't believe the requirement for such a development exists.
- Back of leisure centre. Car park too big.
- South of the river.
- Fill the empty shops in Stratford/ Shipston etc.
- Southam
- Obviously on a better scale in areas of population that would benefit.
- I think existing shops are empty / closing. I don't think there is a need for further.
- Same as 18a
- Consider rural centres for these.
- There are too many empty shops already.
- See Q15, Alcester, Shotton outer areas.
- Not in Stratford Upon Avon. Fine in district.
- Revitalise town centre.
- They should use existing areas. Bell Court!
- Present proposed development should be supervised properly, be more adequate.
- Unsure
- The Maybird provides sufficient out of town experience.
- Round Meadow Road / Shipston Road and the B4632. There is land along both sides of these roads. The land on Evesham Road just outside Stratford. It's a piece of land (brown field site) which has been an eyesore for as long as I have lived here and is for sale!
- Out of town developments leads to death of the high street.
- S.O.A. centre is now dead due to the vicious parking charges and fines. Until it becomes more customer friendly it will no longer succeed.
- It is not necessary. To compete with Solihull, Merry Hill etc. is futile. Recognise that Stratford is a rural market town, rejoice in that fact and leave the commercial excess to the others!
- Shouldn't take place.
- No need. Develop town square. Bell Court - covered. Small local shops, fruit, veg, fish, butchers, bakers. craft shops and market. Attract tourists. Cinema no need.
- Already enough shops.
- I am not sure additional shops are necessary in the area.
- We already have too many stores like this. Invest in more specialist high quality shopping not ANYTOWN replicas
- Don't need any more 'large scale' shop dev't
- Evesham
- No more Maybird centres please.
- No further development at the Maybird Centre, as it is taking trade away from the town centre. Any shopping development should be restricted to the town itself - many empty shops in the Town Square area.
- Existing centres, particularly town centres, have a high % of empty shops or shops not paying rates. Creative redevelopment within centres with realistic parking is appropriate. More out-of-town developments will further kill the town centres and increase the derelict look
- Retail Parks are growing and is where more and more people are preferring / encouraged to shop.
- We don't need any more
- Don't know.
- not needed
- Again we do not need any further development we have every thing we need on our

- doorstep.
- That large scale devt is not required given the many vacant shops available. Grow the concept of small specialist retailers thus preserving the character of our towns and villages
- Is MORE necessary??
- Why is more needed? Support local shops not build another Maybird centre.
- Not sure it is needed. If anything the existing high street needs supporting.
- nowhere
- Nowhere
- see 18a
- Town centre needs a boost. Development at Maybird has been highly detrimental to the town centre, which is where tourists - and many locals - prefer to do the majority of their shopping
- There is no need.
- Don't know - we do not have room or road capacity.
- in vacant shops already in Stratford
- nowhere - enough is enough
- Not necessary with all the shops that have closed down in the Town Centre
- nowhere
- see above
- No development on types mentioned as they would not survive. There is enough retail opportunity at the Bird Park
- Southam
- There needs to be an assessment of and re development of existing property so that it is suitable for use by potential services and some consideration to the overhead cost's to those services
- Not necessary at all
- Wellesbourne
- Other towns outside the district
- Not required
- In the present run down and empty Town Square
- No need for this sort of development
- Leamington Spa and Redditch are more appropriate for large-scale shopping. Stratford is a small town, suited to smaller shops to maintain its character. Info provided does not say it's necessary to provide large-scale shopping in the district.
- Not sure there is demand for this type of shopping
- Shipston road
- Whatever development takes place it should focus on reviving the town centre
- Is it even viable, with the rapid growth of online shopping?
- Town centre only
- Shops are vacant in the town centre, this looks bad, so get these reused first before developing more cuts.
- Why is it needed large scale, surely we should be encouraging small, quirky independent shops?
- None
- Traffic already at a stand still.
- Main issue is development of town centre what is its place in market.
- Develop and improve the existing.
- I don't really see the need. With so many empty/closed shops in the town where is the new customer base.
- It shouldn't for the size of town we are over developed. If you took a look around the district a lot of new offices etc have closed down.

**Appendix 11: Areas where respondents thought larger food stores should be provided in the District. analyse**

**91 comments**

- See above. Away from the Maybird Centre. Well out of town.

- Not needed.
- Borders of town centre.
- Shipston On Stour Ex Norgren Works.
- South side of Stratford, Wellesbourne, Shipston.
- Shipston, South Wellesbourne.
- Campden Road.
- Shipston side of Stratford.
- Out of town Quinton army base.
- Sufficient there already.
- See 18a
- Shipston
- Town centre.
- Between Stratford and Bidford or Wellford on Avon
- Maybird
- Shipston on Stour, Wellesbourne, see comment at 19a
- Shipston on Stour to generate employment for school leavers.
- Trinity Mead
- Already have Aldi and Waitrose being built.
- Between local villages and Leamington Spa.
- Warwick Road and Loxley Road, Stratford.
- If Alcester continues to expand another food outlet might be required and could boost high street if located centrally.
- Again dependent upon population size.
- Birmingham Road area.
- Alcester, Bidford-on-Avon
- South of the town.
- We've got loads - Get them to promote buses from satellite towns to their shops each day.
- Filling in the whole town square (Stratford).
- Old Ford site at Leamington Spa.
- Near science park on Banbury road leaving Stratford.
- Industrial estate Southam.
- NB: Why have two Premier Inns been allowed in Stratford?
- At the NatWest bank site. In fact they should be compelled to pay for it to replace the current grim facade.
- Not now that Waitrose is coming. This will save the hassle of having to go into/through town at the weekend.
- Wellesbourne
- Sainsbury's, out of town - outskirts.
- Not in centre of Stratford.
- One south of the river.
- Southam.
- Outside of main town.
- Wherever convenient for local people.
- Would advocate waiting until the Stratford new supermarkets are up and working to answer Q20.
- Old Ford foundry Leamington Spa
- On abandoned industrial sites round district.
- Outside of town, Tiddington Rd.
- Not sure but if there is a right way to muck something up you in the council seem to know how. Get the street parking sorted and rents and rates affordable instead of crippling things at present. Landlords across the board seem to be suffering a bad dose of greed!!
- Trinity Mead
- Unnecessary for any more food stores!
- Leisure centre in Stratford which would include new leisure centre.
- Southam high St
- Stratford - another supermarket is required giving more choice.
- 2-3 miles of Stratford.
- Asda should be able to open a food store within a mile of town limits.
- Southam

- Where the leisure centre is the space could accommodate a supermarket and fitness centre.
- Southam
- Definitely no.
- Alcester
- 1) On land between Bishopton Lane and A46. 2) If houses are to be built in Shottery, include a food shop as well. 3) On the Alcester Road 4) On the land on the corner of Bishopton Lane and Birmingham Road. It's not used. 5) Drayton Avenue Area.
- Shipston on Stour
- Rural towns such as Shipston, Alcester, Southam, Studley etc.
- Anywhere but on the Maybird complex
- Get that Aldi built in Stratford please!
- On brownfield / in fill accessible from south of the district
- Again- you're taking away from the smaller less competitive food sellers in town. This cannot be a good idea.
- Shipston on Stour
- Alcester/Bidford and South of the river in Stratford- Banbury Road area.
- South of the river
- south of the river
- Town Square
- East side of Stratford to save me driving through the town to get to Morrison's or Tesco's
- Bidford
- Wellesbourne
- in large villages
- Southam
- Alcester industrial area
- Shipston
- Currently building one south of the river, which is good. However, it is a Waitrose. Aldi would have been better here, with Waitrose elsewhere. Alternative place would be by Park & ride north of town
- Bridgefoot
- Near Bishopton A46 roundabout; competition for Tesco. Maybird centre getting overcrowded
- NOT in Stratford on the north side of the river. Two is plenty. May be a need south of the river.
- As 18a.
- outskirts of Leamington south
- Most likely in one or more of the three market towns
- Now that south side of the river has a large store being built, Q20 no, this will reduce the No. of cars crossing the bridges for food etc.
- S on A
- Is Trinity Mead getting a store? Would appear to be a good idea.
- Brownfield sites near larger towns.
- If housing is to be increased, then provision for feeding people needs to be addressed, as does overcrowding roads.
- South side of S on A.
- As Aldi being developed - is it necessary for any more? If it is then yes?

## **Appendix 12: Comments from respondents to support their choice regarding the Empty Homes Assistance Grants.**

### **140 comments**

- The less empty homes is good for the council and keeps vandals away from empty homes.
- As above
- The only way a grant should be paid is if on the sale of the house the grant is repaid to us the tax payers. No 'free' money should be available.

- Agree with council because chances are the owners will benefit or profit from this long term.
- Important activity. Much better than building even more new homes.
- Council should not subsidise landlords and property speculators without strings!
- More council involvement in promoting grants and loans.
- All means legally available should be used to bring homes back into use.
- I am not sure I am sufficiently qualified to judge their options without further information. But as a rule owners should not get something for nothing on loans.
- If grants work and allow council / owner to get the house back into habitable condition and continue with it. Owners should be given every assistance but if not complying after say 9 / 11 months engagement / confiscation should be used.
- Why should council tax payers contribute towards putting someone else's house in order. Repair it or sell it.
- The value of the grant was ridiculously high! It only encourages builders to make a profit. I know, having spoken to those currently taking advantage of the scheme.
- Using the scheme will ensure the council have overall control of the budget.
- Whilst it benefits all to have buildings in use it should be the responsibility of the owner to maintain the property.
- Loan only to owners of property.
- More landlords might cooperated if they knew money was available.
- I think if people can afford to buy homes and leave them empty they shouldn't need a grant. They had the extra money! More people who have no home are more of a priority.
- It would seem sensible to have flexibility to offer a loan or grant, depending on an individual's ability to repay. Would also potentially save the council some money in a time of cut backs.
- Like in Brisbane it should be made compulsory that if a building is not being used for a time period then it is turned to parkland until redeveloped at the owners cost.
- It's a compromise.
- Fairest option.
- Force owners to rent out homes and assist by way of loans, no grants.
- Public funds possibly insufficient.
- Why are houses empty? If private owners then their choice. If properties are poorly maintained should be forced to fix or sell.
- I would like to see these empty properties taken over by the council after being empty for 12 months and given to people on waiting list.
- If the owners own the house they should be made to put it in order to let or sell. What about compulsory buying?
- The local council role is to put home owners in a local area together so they can co-ordinate their involvement and initiatives. The local planners should help by responding in kind with street furniture, trees, flowerbeds, green space upgrade, not great for homes.
- A guess, SDC should not waste money on private housing, but council tax and waiting lists are also a consideration do not cut your nose to spite your face.
- Penalise empty properties with larger council tax.
- Obviously the taking away of help can only have a negative impact.
- If houses are empty and bills are paid surely a harder line needs to be taken.
- Keep the same system means lower cost to the council and new ideas cost money.
- Anything to encourage owners to make homes habitable and rentable to family/ couples/ indiv to make Strat affordable for everyone for everyone and reduce waiting lists.
- Money should not be given away. Legal pressure should enforce building to be habitable and compulsory purchases and sold on if necessary.
- Should have to pay back what they have borrowed.
- If landowner will not bring back into use, council to buy, renovate and sell on to refund costs.
- Council should support owners of properties to encourage them to rent them. Issue grants to support them.
- Establish why the home is empty.
- Would enable people to use different methods to obtain a home, more opportunities.
- Both schemes have merit.
- I hope this will be counted in reducing the target for new homes.

- This could make available funds for a greater number of properties.
- Give priority to other matters.
- Because at least we get something back as taxpayers.
- The selected item seems to be working.
- Where even a small supporting personal investment is made there is a question of personal responsibility implied.
- Current grants seem to be working ok why change?
- Not everyone can have a grant. Loans should be low interest otherwise they won't be attractive.
- I do not know enough about E.H.A.G. to give an opinion.
- Grants should be means tested so that wealthy people just out to renovate and sell don't use grants that others need to bring houses back to life but would struggle to do so.
- In an era of increasing demand for rented accommodation in Stratford the wish to enforce empty homes legislation is becoming less and less relevant. Owners who cannot renovate a property can easily sell in such a market to someone who can. The district council should not increase housing loans at this time.
- No grants at all, who pays? The council tax payers.
- Not enough know.
- If the scheme is working well why change it?
- It is important to get homes back into use and having a variety of schemes would hopefully cover different problems various owners/properties may have.
- Make sure loans and grants are affordable to lower paid workers.
- There needs to be compromise on both sides. Otherwise land owners/landlords will not contribute. Someone needs to make first step.
- Not sure, insufficient knowledge of subject.
- Loan only would represent best value for council tax payers in district.
- Homes go to only the affordable, on low pay.
- People doing up empty houses make profit, tax payers should not have to contribute.
- The council should not "act" as a bank/building society etc to individuals.
- Proceed with more enforcement.
- Property in the area that is priced reasonably for rental or sale will not stay empty for long. It is where greed comes in and rental or sale price is XXX inflated there becomes a problem.
- Compel owners through more legal measures to return homes back into use.
- Grants would be seen as an attractive innovation. Over stated the onus would pass to the queue/XXX to continue the improvement.
- We need to give owners incentives to work with us.
- Depends on who the grant is for and their circumstances. If someone is not prepared to try and find work then why should the tax payer help.
- Loans would enable people to complete work that may not be paid for in full by a grant.
- SDC needs to be proactive and inventive to try to tackle the provision of accommodation.
- A vital aspect of community welfare provided sound checks are maintained.
- We must have a scheme and fund but the council must have loan repaid over an agreed period of time.
- Cost of support should not in the medium term benefit owner / landlord. It should be temporary support.
- Offering a low cost loan, if this is not taken up then the owners should pay penalties for keeping empty / derelict housing stock.
- Any grant or loan made to bring the property back to its original use should be repaid should the property be sold. The period granted for refurbishment should be much shorter, backed by compulsory purchase at a qualified estate agents valuation on the condition of the property.
- Grant schemes can be abused. Council should be able to purchase empty homes at reduced rate if owners not prepared to do anything.
- I feel it is very important to get empty homes occupied.
- Income generation 100% buy in from tenant.
- Council can implement enforcement anyway if no response to grant scheme.
- Any encouragement for home owners to put empty property to good use is welcome by both the above options. But in these difficult times loans are less of a drain on council

resources. However I do not believe that the council has any right to implement enforcement measures such as increased financial penalties.

- Continue with Home buy Scheme.
- A loan only scheme encourages responsibility, and reduces dependability on the state / council. Helps to reduce the reliance attitude, i.e. others should pay!
- I think introducing loans may create extra difficulties for people with financial hardship. Recovering loans would put an extra burden on the Council.
- By assisting the owners of these empty homes with updating them and making them safe to be lived in and rented out they should in the future be in a position to pay off these loans.
- should be framed in a way to stop developers, landlords of multiple dwellings using our money for financial gain. I know this is difficult but please try!
- I don't believe the council should aid potential landlords who will eventually capitalise on their investment but a sensible loan scheme would be a good incentive.
- A wider incentive is therefore provided
- If someone has an empty house which they cannot afford to renovate, they could sell it instead, as presumably they are living elsewhere anyway.
- Grants should be minimal, with loans as the norm. Pressure through removal of rate reductions for empty homes should pressurise owners to update or sell
- I need to know the success rates of previous years in order to make a proper judgement
- Any income received by owners will be a benefit to them so they should contribute to returning their houses to a decent standard and not expect council to shoulder the cost.
- If home owners are willing then I think the council should be able to purchase and resell to a more willing owner
- of it is working well why change it
- It's horses for courses one size does not fit all so a mixer of the above would be good depending on the people involved.
- It seems a sensible transition to loans only - which is what it should be.
- can then test out systems against each other.
- I am not sure what enforcement measures you could use - so I have opted for a greater choice
- not aware of this scheme but seems reasonable for repayment of assistance for renovation costs
- Grants are not always the answer to the "owners" needs; overall finance cost generally is.
- I assume that loan creates financial debt; while 'nomination' implies some quid-pro-quo responsibility?
- It seems to be achieving the objective, presumably at reasonable cost
- If the current system is working don't change it
- If its working why change it??
- Make private landlords pay for the problem that they create by neglecting homes.
- the empty homes need to be addressed sooner rather than later. a combination of loan and grant may still encourage owners to sort out properties whilst saving the council some money
- People are struggling to meet rising bills and I assume the grant system does add to the Council Tax bill
- Greater take up and therefore more cost effective in long term
- One would have to be very selective in whom they chose.
- This scheme would be more cost-effective and provide a better end result
- I believe that a loan option would ensure that the owners feel some responsibility to any renovation
- I feel Council should have the power to make owners of empty homes a limited time to put them back into a position where they can be rented, we have had an empty house in our road for 7 years, ceilings have come down and nothing is being done about it
- Still to encourage renovation but not such capital outlay
- This should help owners and at the same lower financial costs for the Council
- the problem is the return we as Landlords get for the provision of a home with the difficulties and red tape you have to be compliant with.
- if the combination can be proven to achieve a higher rate of homes becoming available
- Any financial assistance provided to a house owner to improve a property, should be in

- the form of a loan. If not acceptable then compulsory purchase is in order
- leave it to the market
- don't know if loans would be repaid .
- Encourages owners to improve their own properties
- In this economic climate when jobs are at risk people may be hesitant to take out loans in case they cannot pay them back.
- There does not appear to many empty homes in the area.
- Redouble effective enforcement measures
- As pointed out above there are many good reasons to bring homes back into use. The cost of an empty home in terms of need for alternative accommodation, policing, etc. probably outweighs the cost of providing grants
- more loans and grants put a artificial floor in the market so the lower the better
- Develop partnership working
- Why should we contribute to someone else's benefit
- I don't see why in the current economic climate we should provide grants to property owners
- Financial pressures on council should be using monies for other needs not to increase wealth of individual home owners.
- There must be a system of inducement and enforcement to ensure that this valuable recourse is fully uses for the benefit of those seeking houses and those who live near them and suffer the lowering of standards in their area.
- There should be flexibility in the scheme to assess real need on a case by case basis.
- What are the success/likely success rates of each of these choices?
- This should be linked to some form of means-testing assessment to identify those in need of full assistance grants
- Must ensure that rate payers money is spent effectively and restrict possibility of fraud/ misuse of funds
- Houses are assets for owners - Limit grants and offer more loans. In addition, council should use any powers to enforce.
- For allotted period of time enforce long term loan. If empty home owners persist in not returning their homes back into use they should be compulsory taken and put to use by council - they fund repairs and then get benefits.
- Should be up to the owner.
- I think if a full list of all empty property was published and placed on public display it could, with the name and address of the owners, encourage them to renovate or sell to potential buyers.
- Any support for property owners has to be encouraged, but strict control needs to be kept in view of finance - My application for assistance was refused.
- Can't afford grants. Should be a measure of enforcement.
- I am not sufficiently knowledgeable to answer this fully but suggest as above.

### **Appendix 13: Comments from respondents who were dissatisfied in any way with the information and advice given from the CAB.**

#### **19 comments**

- Some (grey areas of advice)
- Poor communication skills by staff.
- Poor advice given on managing my debts.
- The office staff merely consult a company's scheme. They seem to have little positive / decision making power or discretion.
- They were hard to get hold of and time to meet them very limited. Also rather limited knowledge in the area and required (legal advice) although may have been staff availability.
- The lady we saw knew less than us. Sent us to the new tax office which was closed and we had to find it for ourselves.
- Although advice may have been correct there was nothing to be done.
- Unable to get to speak to someone when I telephoned.



- The bureau in Southam was being closed just as I needed help - Nearest other in Leamington or Stratford.
- CAB advisor unable to offer meaningful assistance.
- Long time ago!
- Information given was incorrect.
- No answer to a fairly basic question.
- I had not made an appointment
- Longer opening times & speedier access to legal advice
- Difficult to phone and get an appointment.
- lack of knowledge
- Very difficult to get an appointment, advice eventually provided was not very appropriate and did not advance the case in hand
- Knowledge lacking, not accessible - need more hours open, poor attitude of "staff".

#### **Appendix 14: Other comments from respondents regarding the outcome of advice from the CAB.**

##### **59 comments**

- Daughters divorce
- Housing advice.
- Help with council tax advice.
- Free appointment with solicitor.
- Not your business.
- Advice with son's employment.
- Legal advice
- Rent dispute
- Employment issue
- Advice for a friend on immigration / British Citizenship
- Legal advice regarding motoring and insurance.
- Redundancy advice.
- It didn't sorry.
- Information on legal rights.
- Tax no help at all.
- Advice regarding legal implications.
- Putting me in touch with the CSA!
- Specific legal advice on the law.
- Was only given limited advice.
- Employment and home nursing.
- Noisy neighbours.
- Employment advice
- Advice on legal situation with faulty goods.
- Employment issue.
- Work related problems.
- Helped with tax problems. Advised to go to help the aged, then tax for older people (TOP).
- Legal
- Do not wish to discuss.
- Advice when parent died.
- Unemployment/ redundancy advice 3 years ago for my wife.
- Help with an industrial tribunal.
- Legal queries
- Legal advice
- Advice dealing with redundancy and the package on offer.
- Legal advice i.e. Tenancy rights, Nursing Care payments
- Advice when I was forced to retire.
- Legal advice.
- Legal advice.
- Legal advice.

- Legal
- No personal.
- Employment matters.
- Redundancy
- See above
- Help with legal advice re student home.
- Personal
- Helping with Employment Law
- Prefer not to say
- rent terms
- Personal employment issues
- legal advice re my mothers last will and testament
- It was help with employment rights
- Sort out a legal problem
- Made aware of help when separating from husband and divorce procedure
- Benefits advice
- Personal reasons
- Tax advise
- Reduced working hours, advice on employers/my rights.
- Got advice when my mother was knocked off her bike by a car.

**Appendix 15: Other comments from respondents regarding the outcome of advice from the CAB being of a personal nature.**

**16 comments**

- Divorce
- Debt problems.
- Legal advice.
- Housing association.
- Family problems.
- As above
- Set my mind at rest.
- Legal advice i.e. close relatives will.
- No use
- Personal employment issues
- helping with disability claim
- help in getting info all in one place without legal advice
- Personal
- name of accountant for elderly parent
- Aim was to cut costs, but this didn't come about.
- Helped to fight case and get compensation.

**Appendix 16: Suggestions from respondents as to what would make it easier for them to access the CAB services.**

**159 comments**

- I think the phone system is great. The places they attend for interviews is very good.
- Open better, longer hours! Easier App!
- Having knowledge of opening hours, where they are situated, do they travel out to villages etc and average waiting time. How are staff trained etc.
- Don't know about telephone service so that would help. Access evenings and weekends?
- If they had an office in the new council office (ex police station so as you could call in without going out of Shipston)
- More visible brand and advertising. Free initial contract to get you started.
- A mobile service for outlying villages.

- I have no experience I am XXX. I suppose a well programmed telephone number for use by those who might use it to seek help from CAB would be a help.
- Are they online?
- Knowing where they are based.
- If the phone lines were manned more regularly.
- Open longer, as I know they're very busy.
- Already easy.
- Nothing. They are really accessible already.
- If I were to need the service I would look in the telephone directory or ring 118247
- Need to avoid a) Making appointment not immediate but some other date / time. b) Less waiting time when someone answers your call into their office.
- Knowing where to find them / Phone / Online.
- More opening hours.
- Longer opening hours as some of us work too. Longer hours on phones available. Able to get hold of someone on phone or set a return call if leave a message.
- Easier parking. More available appointments.
- Local office near to my house.
- Online chat or live help line.
- Again if they were local if you had not go a car it could be difficult.
- Telephone call is quite adequate.
- More people knowing about it as I had to be told by friends.
- Having more advisors available instead of having to make an appointment.
- Open longer hours
- We do not need any of the above services.
- Do not approve of CAB.
- Having surgeries in different easily accessible locations.
- More money to help them maintain and improve service in these tough times.
- Continuation / increase of the outreach CAB service at Studley village hall.
- Free telephone calls, free transport to Citizens Advice Bureau for older and disabled and people with mental health problems.
- I don't know if you can make it any easier.
- Longer opening hours.
- Advertise it.
- Longer opening hours, access at local venues.
- Online, chat line, IM approach.
- Do they open in the afternoon?
- It's been many years since I've used CAB - I have no experience of contacting them recently so can't answer this.
- In Southam and advertised when.
- Is phone number on SDC website?
- Phone lines open more often.
- The arrangements at present are quite satisfactory.
- I found them willing, listening but ineffective.
- Not used CAB so can't comment.
- More staff!!
- I have nothing against the CAB!
- Nothing really - just not used yet as nothing in my life has required it.
- To have an online service.
- Have satellite branches at various locations in SDC area i.e. Bidford, Southam , Shipston. One stop shops to bring info out. This would help to target i.e. elderly, low income groups.
- Provide a list of their services.
- It is easy enough now.
- More local access.
- Knowing something about it?!
- Telephone number in local newspapers.
- I have not had reason to access the Citizens Advice Bureau yet.
- Local "surgeries" in some of the outlying villages, possibly on a rota system for easier access for the public.
- It is easy.

- To know their phone number, location, opening hours.
- Since I have never used this service I am not well informed.
- To be based in permanent place where we all know they will be as of previous times they were all over the place.
- Clearer promotion of their services.
- I believe no changes necessary.
- More staff in CRB.
- At present we have CAB at Studley village hall which is excellent for people who live in Studley.
- Online query answering if not currently available.
- Being able to park easily/cheaply.
- No requirement thankfully.
- Easy as is.
- Someone locally to speak to for advice. Clearer opening hours and type of appointments i.e. drop in? Ten minute consultation? Two hour advice session?
- No suggestions.
- Out of office service.
- I think it is fairly easy as it is now and most useful and accessible.
- I think CAB should have more focus on a more limited field of activities.
- More offices
- Not having contacted them, I have not experienced any difficulties.
- It's fine now.
- Longer opening hours. maybe occasional evening surgeries or events promoting their services.
- Email
- Fortunately haven't needed any services for a number of years, so not applicable.
- As I am now retired I can access services during normal working hours. Out of hours telephone aid online service would be useful for people at work.
- Access is straight forward already.
- Better advertising, longer opening hours.
- Being more available.
- It's a good service. Promote it more maybe.
- Is there CAB office in Stratford? I have no idea if there is an office.
- In view of the current transport (public) difficulties it might help to have a regular clinic on a period basis in the rural communities.
- Open more hours.
- Cannot type.
- On line advice / FAQ's etc. But am a XXX and ex CAB manager so a typical!
- Better phone system.
- Run workshops e.g. how to fill in forms, talks e.g. bankruptcy or alternatives, how to deal with flooding, recycling.
- Greater awareness of a telephone number in publications etc. to equal impact of police, i.e. 999.
- Clearer indication of where they are located.
- Know where they are located
- Regular reminding that it exists, and how to make best contact.
- Direct online support?
- Direct online support?
- More publicity
- Just able to call in for advice.
- Possibly a bit of advertising listing what services they offer so that it is a more commonly known place to go for help.
- no views
- Longer hours In an ideal world an outreach service to village residents who have mobility issues in attending town
- email address for questions
- More staff and/or extended office hours, prob would need more resources.
- Opening hours
- Don't know

- Never tried to contact them so I'm not sure how to make it easier as have never tried...I'm sure they must be on-line and in the phone book!!
- Happy with the service as it is.
- internet access
- To be able to talk to someone straight away, the last time I rang I got an answer machine not what you need when you are feeling stressed.
- An on-line Q&A facility talking with an operator
- A national advertising strategy that indicates its services.
- more telephone lines and more man hours
- better trained staff
- better promotion of what they offer. Have really struggled with some consumer rights issues this year. have used consumer direct. Citizens advice bureau never came up as a possible source of help.
- I live 11 miles from Leamington and 10 from Banbury, living closer to either would make access to the CAB easier
- services in own town as transport issues of cost of petrol & poor public transport
- A good reason to!
- I do not know where they are located!
- Having information about location, opening times, booking arrangements, web address.
- Have never used so don't know
- knowing exactly where to find them at all times. some offices have very random opening times.
- The current access I feel is sufficient
- Nearer branch and more accessible times.
- I did not fill in the first page as I am retired. Regarding warmth I think people should learn a thick jumper does help not just sitting in a T shirt.
- Parking
- I have not had the need to contact CAB
- As yet have had no reason to use CAB
- Email facilities?
- nothing
- Nothing, if I needed to I would access their services
- Being able to get through on the telephone
- Will never use this service
- Could it be offered as an online q&a service?
- Improved telephone service, more resource
- Publicity on opening hours, problems dealt with and phone numbers.
- More contact information and advertising. People may not be aware that the Citizens Advice Bureau give advice on such matters mentioned above. Some people may not even be aware of its existence.
- Since I have never used them I have no idea if they are easily reached. I would search for Citizens Advice on line or use a Telephone Directory to find their phone number.
- Having opening times on the website
- I don't really have need for this service, however despite this I believe it can perform a valuable service to others.
- To have a need for the service. I have no need.
- do not know where they are but am not likely to use there services
- ON line contact
- an office close to home that is available more than once a week
- Access to explanatory leaflets, e.g. in public libraries
- IF THEY WERE NEARER TO WHERE I LIVE
- To overcome the large queue. Introduction of an appointment system.
- Open hours need to be longer. (Welcome) staff who are sympathetic to all people. Drop in service. Staffed by knowledgeable professionals. Should be first port of call, but do not feel confident in approaching.
- Adverts, where they are and how to get in touch.
- I've only used them once in the past - when I was working. To use the service now I would have to have the day off because of the length of time you are hanging about.
- Website and email address.

- My wife worked for CAB but did not like helping the obvious cheats that wanted to know how to beat the system.
- Ability to walk in off the street and talk to someone, without having to make an appointment.
- Drop in centre.
- A more prominent position for the location of the CAB offices.
- More knowledge re. tel no, site, info provided etc. i.e. rates notice etc.
- If you could get some sort of help online.