



CITIZENS' PANEL RESULTS FULL REPORT

SUMMER 2011

**Prepared by:
Consultation Unit
Stratford-on-Avon District Council
September 2011**

Executive Summary

- High levels of satisfaction surrounding all aspects of waste and recycling services.
- There is lower awareness compared with other items that aerosols and aluminium foil can be placed in the blue lidded recycling bin.
- Good support for a civic budget per annum of £20k to £25k.
- Little support for SDC to provide a car for its Chairman.
- Strong support for SDC to continue supporting Shakespeare's Birthday Celebrations and that £11k was a reasonable grant to give.
- Residents agree that a range of methods should be available to meet their requirements when making transactions with SDC.
- Low awareness that payment by cheque without an Allpay card at Council Offices had been stopped.
- Good recall of receiving the booklet with the council tax bill and those that did a high majority read it.
- Opportunities for sports and leisure provision in the District have remained the same in the eyes of residents for 4 years. Residents feel SDC should provide opportunities for participation in sport and leisure.
- The number of residents having visited or participated in local leisure pursuits in the last 12 months has fallen. However, the frequency of residents participating in sport and active recreation has increased.
- By a small margin, residents would prefer housing growth to be spread around most towns and villages.
- Cash is the preferred method of payment at car parks.
- Residents are keen for evening parking charges to start from 6pm as it is now.
- High proportion of residents are not aware of the Stratford Parking Card.
- Outside of Stratford town especially, there is low awareness that Bridgefoot Car Park had one hours free parking.
- Residents were not aware of the correct amount of visitor spending and visitor numbers in the District.
- Residents strongly want the District Council to have a role in running the Tourist Information Centre.
- High number of residents have the internet at home with a broadband connection, with speed the biggest issue.
- Residents would like an upgrade to faster broadband within a year if possible.

CONTENTS

	Page
1.0 INTRODUCTION	1
2.0 METHODOLOGY	1
3.0 SUMMARY OF RESULTS	2
4.0 RESULTS IN DETAIL	
4.1 Waste and Recycling Services	
4.1.1 <i>Methods of recycling used by residents</i>	7
4.1.2 <i>Wheeled bin collection service</i>	7
4.1.3 <i>Food waste</i>	8
4.1.4 <i>Blue lidded recycling bin</i>	8
4.1.5 <i>Council's garden waste collection and/or compost at home</i>	9
4.1.6 <i>Reasons why residents do not compost at home</i>	10
4.1.7 <i>Satisfaction with aspects of the refuse and recycling service</i>	11
4.2 Civic Functions	
4.2.1 <i>Civic budget per annum</i>	20
4.2.2 <i>Provision of a car for the Chairman</i>	21
4.2.3 <i>Whether SDC should support certain events</i>	22
4.2.4 <i>Shakespeare Birthday Celebrations</i>	23
4.2.5 <i>Comments in terms of civic duties</i>	26
4.3 Transactions with SDC	
4.3.1 <i>Residents' level of agreement with various statements about transactions with SDC</i>	28
4.3.2 <i>Whether residents were aware that payment by cheque without an Allpay card at Council offices had been stopped</i>	29
4.3.3 <i>Type of payment method residents use when making a transaction</i>	30
4.4 Council Tax Booklet	
4.4.1 <i>Whether residents recall receiving the council tax booklet</i>	32
4.4.2 <i>Views on the booklet</i>	34
4.5 Sports and Leisure Provision in the District	
4.5.1 <i>How residents rate the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity</i>	36
4.5.2 <i>How important residents feel it is that SDC provides opportunities for participation in sports and leisure provision for local residents.</i>	37
4.5.3 <i>Whether residents think that investment in sports and leisure provision in the local community will contribute to various issues</i>	37
4.5.4 <i>What residents would like to see investment in</i>	38
4.5.5 <i>Whether residents have used the SDC website to access information about various leisure services</i>	39
4.6 Sport and Active Recreation	
4.6.1 <i>How frequently on average in the last 12 months residents have visited / participated in local leisure pursuits</i>	40
4.6.2 <i>Types of sport or active recreation residents regularly participate in</i>	41
4.6.3 <i>Frequency of participation in sport and active recreation</i>	42
4.6.4 <i>Barriers preventing residents from participating in sport or active recreation</i>	43
4.6.5 <i>Which sports and leisure services in the District residents have heard of, ever used or are likely to use in the future</i>	43
4.7 Future Development in the District	
4.7.1 <i>What residents think are the priority issues within the group – securing a healthy and attractive environment</i>	45
4.7.2 <i>What residents think are the priority issues within the group – supporting communities and individuals</i>	46
4.7.3 <i>What residents think are the priority issues within the group – promoting the economy and environment</i>	48

4.7.4	<i>Residents' comments about District wide issues that should be addressed by the Core Strategy</i>	49
4.7.5	<i>Residents' comments here about any other issues in their local town or village</i>	50
4.7.6	<i>Residents' preferred development options to deliver housing growth</i>	50
4.8	Parking	
4.8.1	<i>Residents' preferred method of payment at a car park</i>	52
4.8.2	<i>Which car parks should be short or long stay in Stratford</i>	53
4.8.3	<i>72 hours parking permit for visitors</i>	54
4.8.4	<i>Evening parking charges</i>	55
4.8.5	<i>Fishermans car park</i>	56
4.8.6	<i>Stratford Card</i>	57
4.8.7	<i>Free parking at Bridgefoot car park</i>	59
4.8.8	<i>Experience of Civil Enforcement Officers</i>	61
4.9	Tourism in Stratford District	
4.9.1	<i>Visitor spending in Stratford District in 2009</i>	63
4.9.2	<i>Number of visitors to Stratford District in 2009</i>	64
4.9.3	<i>What role in tourism residents feel SDC should have</i>	65
4.9.4	<i>Tourism in Stratford District in general</i>	66
4.10	Broadband	
4.10.1	<i>Broadband connection at home</i>	67
4.10.2	<i>Current broadband connection in terms of speed, reliability, cost and range of choice of supplier</i>	68
4.10.3	<i>What residents would like to use faster broadband for</i>	70
4.10.4	<i>Upgrade to faster broadband</i>	71
4.11	Independent Living	
4.11.1	<i>"The District Council should establish a grants and loans scheme where the grant or loan is redeemable when homeowners move out and the property is sold"</i>	73

APPENDICES

- Appendix 1: Other reasons given by residents as to why they do not put their food waste in their green wheeled bin. 142 comments.
- Appendix 2: Other materials which residents recycle. 104 comments.
- Appendix 3: Reasons why residents do not recycle any of the materials listed. 100 comments.
- Appendix 4: Other reasons why residents do not compost at home. 48 comments.
- Appendix 5: Reasons why those residents who did recall receiving the council tax booklet, did not read it. 120 comments.
- Appendix 6: Residents' suggestions as to how the council tax booklet could be improved. 182 comments.
- Appendix 7: Other services about which residents used SDC's website to access information about leisure services. 35 comments.
- Appendix 8: Other issues the residents have in their local town or village that they think should be addressed by the Core Strategy. 246 comments.
- Appendix 9: Suggestions regarding another option which residents would prefer to deliver the housing growth. 44 comments.
- Appendix 10: Suggestions with reference to a combination of options which residents would prefer to deliver the housing growth. 104 comments.
- Appendix 11: Residents' reasons for their choice of development option. 433 comments.
- Appendix 12: Residents' suggestions as to how the Stratford Card could be improved. 12 comments.
- Appendix 13: Residents' comments regarding what would make them consider using the free parking for up to one hour at Bridgefoot car park in Stratford. 66 comments.
- Appendix 14: Residents "other suggestion" as to what role in tourism the District Council should have. 116 comments.

Stratford-on-Avon District Council

Citizens' Panel: Summer 2011 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 Summer 2011 Panel survey.

2. Methodology

613 questionnaires were returned (72 by email and 541 by post) from a mailing to 1273 residents (191 emailed and 1082 received a paper copy) in July 2011. 40 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 49.7% (37.7% email, 50.0% post).

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

Waste and Recycling Services

- Nine out of ten (89%) of residents stated they used kerbside bins / boxes. Six in ten (59%) used Warwickshire County Council's Household Waste and Recycling Centres. Almost a quarter (24%) used SDC Recycling Banks.
- 97% of respondents confirmed they received a wheeled bin collection service.
- Over half (54%) of those surveyed claimed to put food waste in their green wheeled bin: almost a third (32%) said they did so sometimes and just over a fifth (22%) said they always did.
- Nearly all residents (97%) claimed they always put glass bottles / jars, as well as paper, in their blue lidded recycling bin. 96% stated they always put cardboard in their recycling bin, 95% said they always put plastic bottles in it, and 94% said they always put tins and cans in it.
- 42% of respondents confirmed they did use the Council's garden waste collection as well as composting at home. The exact same percentage stated they used the garden waste collection but did not compost at home.
- Six in ten of those surveyed (62%) gave the reason for not composting at home as they put all their garden waste in their green wheeled bin. Over a fifth (22%) said they did not have enough space to compost at home.
- Exactly four fifths (80%) of residents were satisfied with the frequency of collection of non-recyclable waste. Significantly, this represents an increase of 25 percentage points from the 55% satisfaction score of 2009.
- Nine out of ten of those surveyed (89%) of residents were satisfied with the frequency of collection of recyclable material. Notably this represents an increase of 14 percentage points from the 75% satisfaction score of 2009.
- Nine in ten residents (91%) expressed satisfaction with the range of materials collected for recycling. This demonstrates a significant increase in satisfaction over the two years: that of 26 percentage points from the 65% satisfaction figure recorded in 2009.
- Almost four fifths (79%) of respondents were satisfied with the information provided about when their waste and recyclable is collected.
- Nine in ten residents (93%) expressed satisfaction with the container provided for recyclables.
- Nine out of ten surveyed (94%) were satisfied with the container provided for garden / food waste. This demonstrates a significant increase in satisfaction of 15 percentage points from the 79% recorded in 2009.
- Nine in ten residents (93%) expressed satisfaction with the container provided for general waste. This demonstrates an increase in satisfaction over the two years: that of 15 percentage points from the 78% satisfaction figure recorded in 2009.
- Over nine out of ten respondents (93%) were satisfied with the reliability of the waste contractor in collecting their waste.
- Nine in ten residents (91%) expressed satisfaction with how clean and tidy their streets are following their waste collection. This shows an increase in satisfaction over the two years: that of 11 percentage points from the 80% satisfaction figure recorded in 2009.

Civic Functions

- Four in ten residents (44%) felt that between £20,001 and £25,000 was a reasonable amount to spend on the civic budget per annum. Over a quarter (27%) felt £15,001 to £20,000 was appropriate, and 13% said between £10,001 and £15,000.
- Over four fifths (82%) of respondents did not feel that SDC should provide a car for its Chairman.
- Eight out of ten of those surveyed felt SDC should support Shakespeare Birthday Celebrations (83%) and Royal Visits (82%). Just under two thirds (66%) were in favour of supporting visits by schools, colleges, and businesses. Six in ten respondents indicated SDC should support hosting international delegations (64%); book prizes to schools and colleges (62%); and sporting events (61%). The largest percentage of those surveyed who did not think SDC should support certain events was that of 23% who were not in favour of SDC supporting book prizes to schools and colleges.
- Over three quarters (78%) of those surveyed were of the opinion that a grant of £11,000 from SDC was a reasonable sum for Shakespeare Birthday Celebrations.
- Over half (55%) of those surveyed had never attended any of the events over the Birthday Celebrations weekend.

Transactions with SDC

- Almost two thirds (65%) of those surveyed agreed with the statement: "An online service transaction facility will reduce payment delays and save time for all residents", as opposed to one in ten (11%) who either disagreed or strongly disagreed with it.
- Just under two thirds (66%) agreed that: "An online payment facility will reduce the need for residents to access the Council offices, enabling the Council to have a smaller front line team". 13% disagreed with this statement.
- Nine in ten residents (89%) were in agreement with the statement: "A range of methods, including online, should be available to meet the requirement of all residents".
- Significantly, over four fifths (85%) of respondents were not aware that payment by cheque without an Allpay card at Council offices had been stopped.
- The most popular payment method by far was that of direct debit used by just under nine out of ten respondents (86%). 11% of those surveyed paid in person at an SDC office using a credit or debit card; 9% paid online via the SDC website; and 8% paid via the telephone.

Council Tax Booklet

- Over three quarters (77%) of those surveyed did recall receiving the booklet that came with their council tax bill. Exactly four fifths (80%) confirmed they read it.
- Almost two thirds (64%) of those surveyed found the booklet either very or quite useful, less than a fifth (18%) stated it was not very useful or not at all useful.
- When asked whether they have kept the booklet for future reference, six out of ten respondents (57%) stated they had not.

Sports and Leisure Provision in the District

- Almost two thirds (64%) of respondents felt the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity as either fairly or very good, which represented a fall of 5 percentage points from the 69% recorded in 2009.
- Significantly, at 96% of those surveyed believing it to be either very or fairly important that SDC provides opportunities for participation in sports and leisure provision for local residents.
- Significantly, 2011 results showed an increase in percentage points across all aspects when compared to the previous two surveys. Nine out of ten respondents (92%) thought that investment in sports and leisure provision will contribute to an improvement in people's health, which represented an increase of 3 percentage points from 2009 and that of 2 percentage points from 2007. Exactly three quarters (75%) of those surveyed believed that investment in sports and leisure provision in the local community will contribute to an improvement in making the area a better place to live, representing an increase of 8 percentage points from the 67% recorded in 2009. Six in ten (61%) were of the opinion it would lead to an increase in jobs for local people: a rise of 6 percentage points from 55% in 2009. Just over half (51%) said it would lead to a reduction in crime, similar to the 50% recorded in both of the two earlier surveys.
- When asked what they would like to see investment in, six out of ten respondents (57%) stated teenagers, just less than a third (32%) said older adults (60 plus), and 11% said young children (up to 12 years old).
- Over three quarters (76%) of those surveyed stated they had used the SDC website to access information about leisure centres or swimming pools. This represented an increase of 8 percentage points from the 68% recorded in both 2007 and 2009.

Sport and Active Recreation

- Significantly, almost half those surveyed in 2011 (49%) stated they had not visited or participated in local leisure pursuits in the last 12 months. This represents an increase of 26 percentage points from the 23% recorded in both 2009 and 2007.
- Across all three surveys, walking proved to be the most popular active recreation, although it fell by 6 percentage points from 72% in 2009 to 66% in 2011.
- Gardening remained the second favourite at 63% in 2011. This represented an increase of 6 percentage points from 2009.
- Fitness (including gyms) fell to its lowest across all three surveys from 32% in 2009, down by 9 percentage points to 23% in 2011.
- Almost half (49%) of respondents stated health reasons as a barrier preventing them from participating in sport and active recreation. This figure is at its highest now than it has been across all 5 surveys.
- Four in ten of those surveyed (38%) felt too old to get involved: this was the same percentage as in 2009.

Future Development in the District

- Almost three quarters (73%) of those surveyed stated: "landscape and countryside" as a priority issue within the group – securing a healthy and attractive environment. Six in ten (57%) cited: "flood risk" and 56% named: "heritage". Just over half (51%) quoted: "biodiversity – wildlife and natural habitats".

- Seven out of ten of those surveyed (71%) thought "transport and accessibility" was a priority issue within the group – supporting communities and individuals. Six out of ten (58%) cited: "housing needs including affordable housing"; and 57% quoted: "local services provision and improvement".
- Over half (55%) of those surveyed felt "investment" was a priority issue within the group – promoting the economy and employment. 51% cited: "retail and commerce" and exactly half (50%) stated: "tourism".
- Just over a fifth (21%) of those surveyed preferred option 3 to deliver housing growth. (Option 3 – Spread around most towns and villages). Just under a fifth (18%) were in favour of option 2. (Option 2 – Concentrate in main rural areas). 16% chose option 1. (Option 1 – Concentrate in Stratford-upon-Avon).

Parking

- Over four fifths (84%) of those surveyed stated cash as their preferred payment method at a car park. 14% cited credit card and 2% said payment by telephone.
- Almost three quarters (71%) of those surveyed felt that the Recreation Ground should be long stay, as opposed to 14% of respondents thinking Church Street should be long stay.
- Four in ten (36%) of respondents thought the cost of a possible 72 hours parking permit should be £10. Just over a third (34%) cited £20. Just over a fifth (22%) said £30.
- Almost two thirds (64%) of those surveyed felt the evening parking charge should start from 6pm as it does now. Over a fifth (22%) thought it should be earlier, from 5pm, and 14% said later, from 7pm.
- Six out of ten respondents (63%) felt that SDC should not start charging to use the Fishermans car park.
- Significantly, nine out of ten residents (88%) were not aware of the Stratford Card.
- Seven out of ten respondents (70%) did not know that at Bridgefoot car park in Stratford-upon-Avon there is free parking for up to one hour.
- 85% of those surveyed stated they had not come in to contact with a Civil Enforcement Officer.

Tourism in Stratford District

- Over half of residents (53%) thought visitor spending was worth around £200 million to Stratford District in 2009. Four in ten (39%) believed it to be less than £100 million and 8% stated more than £300 million – the correct figure.
- Over half of those surveyed (52%) thought about 3 million visitors came to Stratford District in 2009. Over a third (36%) believed it to be around 1 million and 12% stated around 5 million – the correct figure.
- Over four fifths of respondents (81%) thought the District Council should run the Tourist Information Centre in Stratford. Exactly three quarters (75%) said it should create a "better welcome" to Stratford-upon-Avon by ensuring that public facilities, streets and green open spaces are cleaned and maintained. Just under two thirds (66%) felt it should support employment opportunities.
- Nine out of ten respondents (87%) agreed or strongly agreed with the statement: "Many local people rely on tourism for their livelihood or jobs". Over three quarters (78%) of those surveyed were in agreement with the statement: "Overall, the benefits of tourism to Stratford District outweigh the problems". Six in ten residents (62%) agreed with:

"Tourism in Stratford District enables residents to enjoy better facilities and services". Exactly three fifths (60%) agreed or strongly agreed with the phrase: "Visitors to Stratford town cause traffic congestion and parking problems for local residents". Over half (58%) of those surveyed agreed with the statement: "Because of tourism, residents enjoy a greater variety and choice of shops". 41% disagreed with: "Tourism interferes with local residents' enjoyment of their own town".

Broadband

- Almost a fifth (17%) of respondents stated they did not have the internet at home with a broadband connection.
- Over a fifth (22%) of those surveyed thought the speed of their current broadband connection was either poor or very poor. Almost three fifths (59%) of respondents believed the reliability of their connection to be good or very good. Four in ten (37%) felt the cost was good or very good, and 42% were of the opinion that the range of choice of supplier was good or very good.
- Over four fifths (83%) of residents with broadband stated they would like to use faster broadband for browsing the web. Almost three quarters (74%) said for sending emails and just under a half (49%) cited online shopping.
- Almost two thirds (64%) of those surveyed, who have the internet at home with a broadband connection, stated that if faster broadband became available in their area, they would like to upgrade to it within a year. Almost a fifth (18%) were happy with their current connection.

Independent Living

- Seven in ten residents (70%) agreed with the statement: "the District Council should establish a grants and loans scheme where the grant or loan is redeemable when homeowners move out and the property is sold".

4. Results in Detail

4.1 Waste and Recycling Services

4.1.1 Methods of recycling used by residents

Residents were asked which methods of recycling they used and the table below shows responses received this summer compared to the findings of summer 2009. Nine out of ten (89%) of residents stated they used kerbside bins / boxes, which represented a fall of 7 percentage points from the 96% recorded in 2009. Six in ten (59%) used Warwickshire County Council's Household Waste and Recycling Centres, a 5 percentage points increase from 2 years ago, and almost a quarter (24%) used SDC Recycling Banks (again a 5 percentage points increase over the same time period).

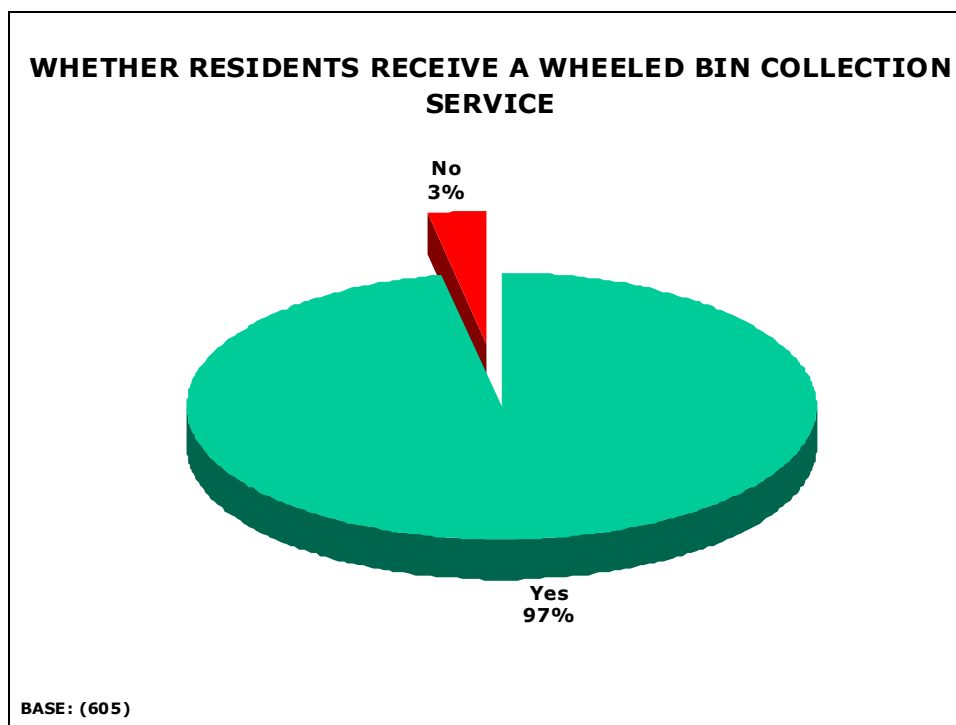
Table 1: Methods of recycling

	2009	2011
	%	%
Kerbside bins / boxes	96	89
WCC Household Waste and Recycling Centres	54	59
SDC Recycling Banks	19	24
Base:	(630)	(599)

4.1.2 Wheeled bin collection service

The survey questioned whether residents received a wheeled bin collection service; almost all (97%) confirmed they did.

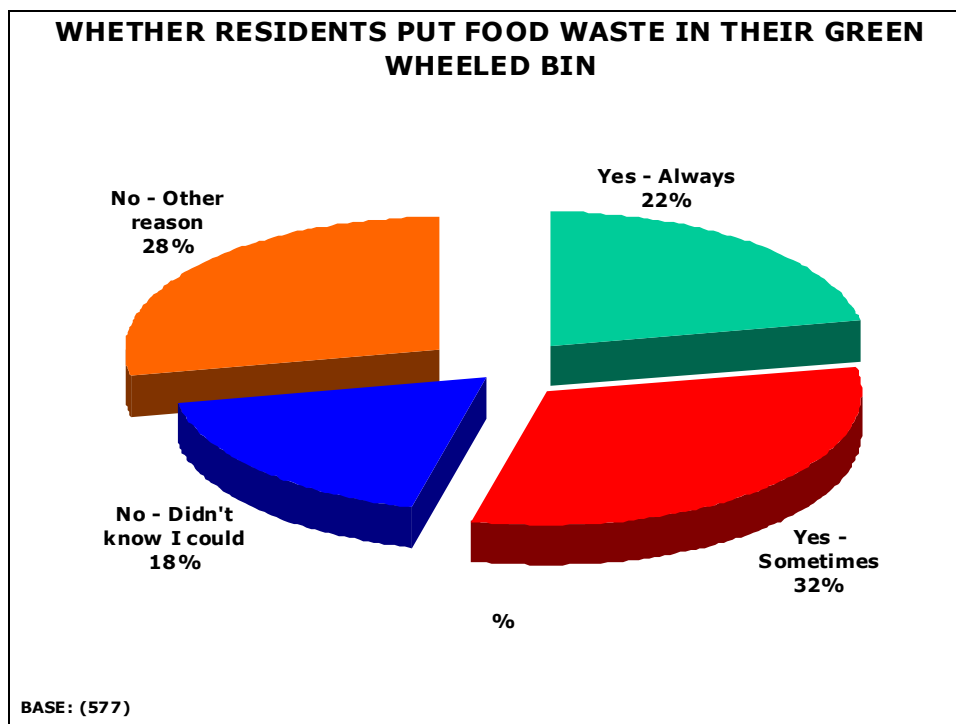
Chart 1:



4.1.3 Food waste

Over half (54%) of those surveyed claimed to put food waste in their green wheeled bin: almost a third (32%) said they did so sometimes and just over a fifth (22%) said they always did. Of the remainder, 18% stated they did not know they could put food waste in their green wheeled bin, and 28% gave other reasons for not doing so, which totalled 142 comments and these are listed in Appendix 1.

Chart 2:



Analysis of results by locality demonstrates that over half (55%) of Henley / Studley residents, versus 38% of Wellesbourne / Kineton residents did not put food waste in their green bin, either because they did not know they could or for another reason.

Table 2: Whether residents put food waste in their green wheeled bin

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes - Always	19	10	22	31	24	26
Yes - Sometimes	31	36	35	28	29	37
No - Didn't know I could	18	26	19	19	14	9
No - Other reason	32	29	24	22	33	29
Base: (All Respondents)	(84)	(70)	(78)	(72)	(138)	(70)

4.1.4 Blue lidded recycling bin

Nearly all residents (97%) claimed they always put glass bottles / jars, as well as paper, in their blue lidded recycling bin. 96% stated they always put cardboard in their recycling bin, 95% said they always put plastic bottles in it, and 94% said they always put tins and cans in it. Interestingly, just over half (56%) confirmed they always put aluminium foil in their blue lidded recycling bin.

Residents were also asked to list any other materials which they recycled: 104 comments were

supplied, as per Appendix 2.

Those residents who answered “no” to any of the materials stated in the table were asked to give their reasons why they did not recycle them. 100 reasons were given and these are listed in Appendix 3.

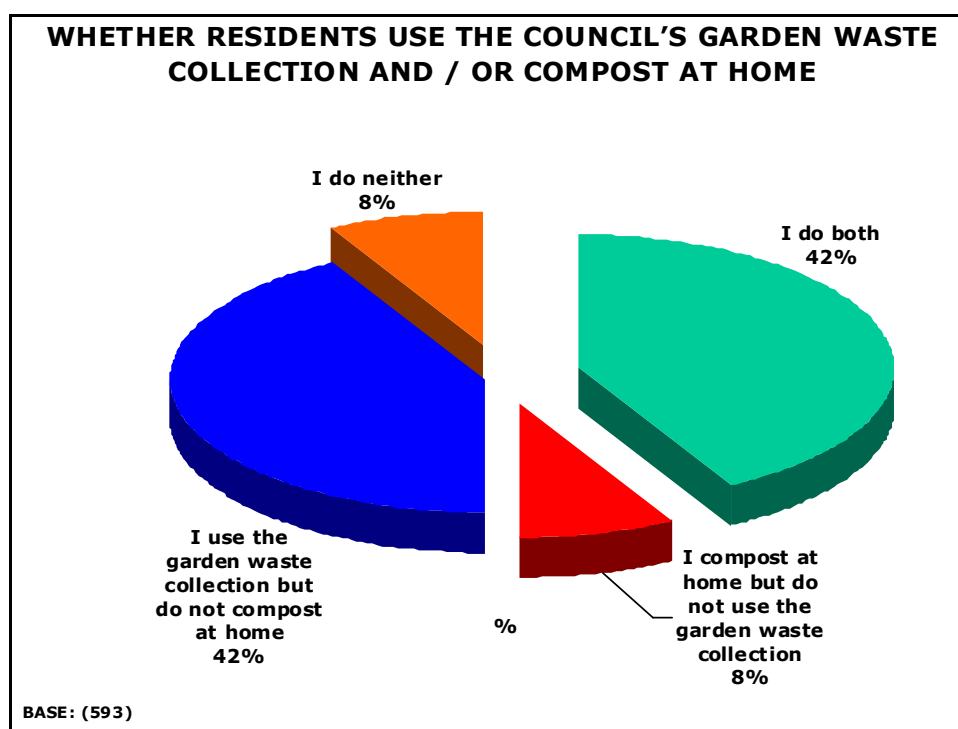
Table 3: Which of the following materials residents put in their blue lidded recycling bin

		Yes - Always	Yes - Sometimes	No – I didn't know I could	No – Other Reason
		%	%	%	%
Glass bottles / jars	(591)	97	2	0	1
Paper	(596)	97	2	0	1
Cardboard	(596)	96	4	0	1
Plastic bottles	(593)	95	4	1	1
Tins and cans	(591)	94	4	1	1
Plastic containers	(590)	87	9	3	1
Cartons (tetrapak)	(570)	83	9	6	2
Aerosols	(576)	57	9	29	5
Aluminium foil	(569)	56	15	26	4

4.1.5 Council's garden waste collection and / or compost at home

42% of respondents confirmed they did use the Council's garden waste collection as well as composting at home. The exact same percentage stated they used the garden waste collection but did not compost at home.

Chart 3:



Analysis of results by locality demonstrates that over half of both Southam residents (53%) and Henley / Studley residents (51%), as opposed to 37% of Stratford residents use both the Council's garden waste collection as well as compost at home. 14% of Alcester / Bidford residents, versus 3% of Stratford residents, compost at home but do not use the garden waste collection. Exactly half (50%) of those living in Stratford, compared to a third (33%) of those

living in the Henley / Studley locality and 34% of those living in the Alcester / Bidford locality, use the garden waste collection but do not compost at home.

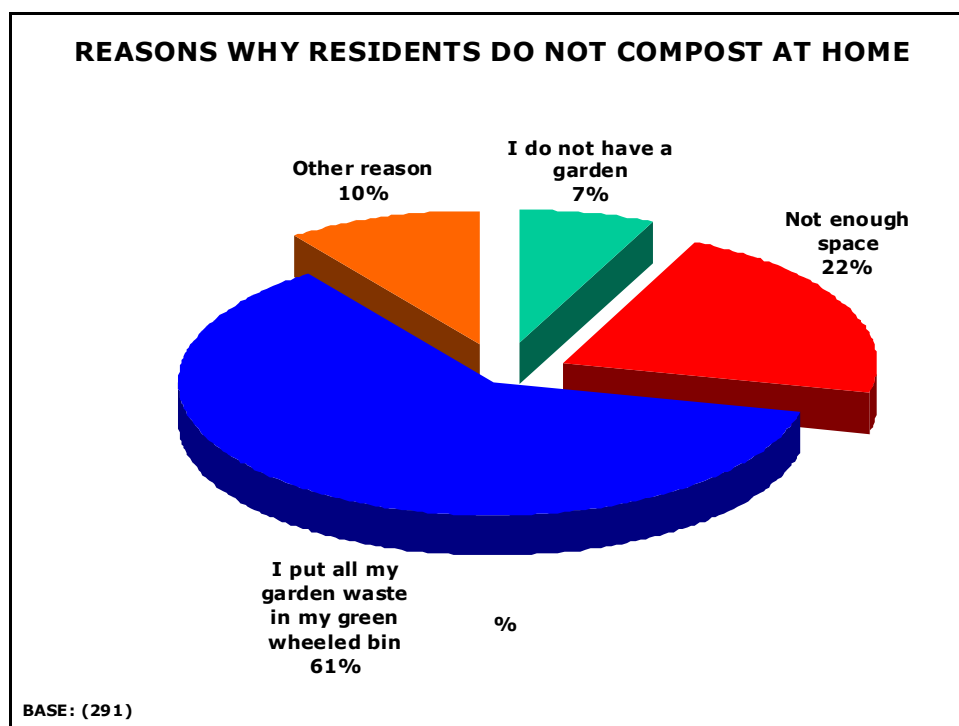
Table 4: Whether residents use the Council's garden waste collection and / or compost at home

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
I do both	41	51	41	53	37	47
I compost at home but do not use the garden waste collection	14	7	7	5	3	8
I use the garden waste collection but do not compost at home	34	33	43	37	50	39
I do neither	11	8	9	4	10	6
Base: (All Respondents)	(85)	(72)	(75)	(73)	(143)	(72)

4.1.6 Reasons why residents do not compost at home

As per the following chart, six in ten of those surveyed (62%) gave the reason for not composting at home as they put all their garden waste in their green wheeled bin. Over a fifth (22%) said they did not have enough space to compost at home. 7% of respondents stated they did not have a garden and 10% gave other reasons which are listed in Appendix 4 and total 48 comments.

Chart 4:

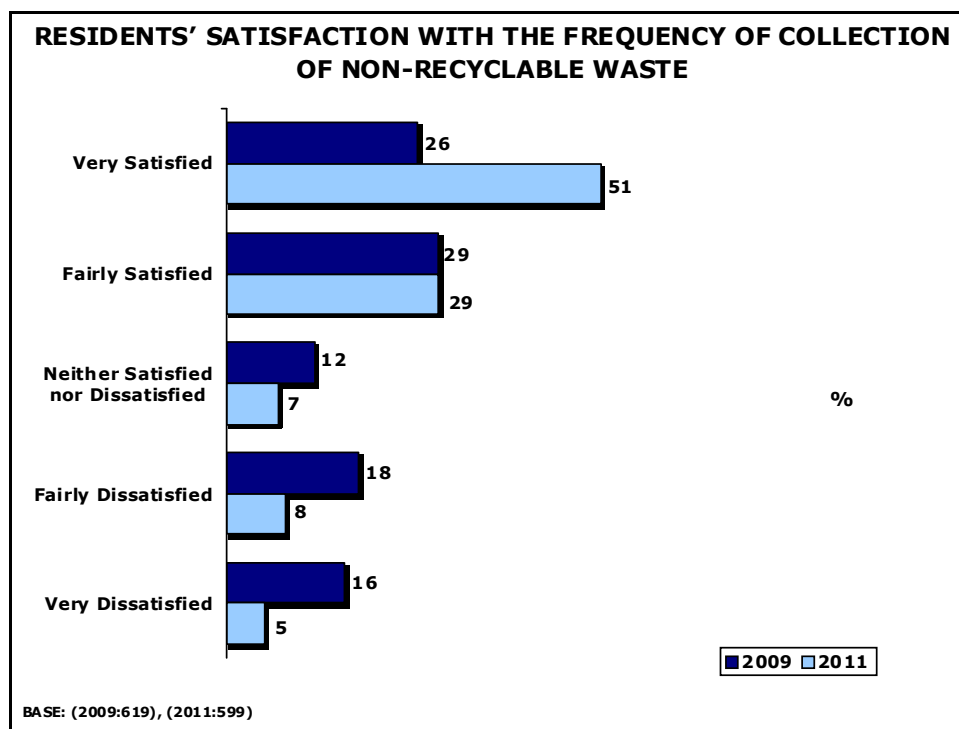


4.1.7 Satisfaction with aspects of the refuse and recycling service

The frequency of collection of non-recyclable waste

Exactly four fifths (80%) of residents were satisfied with the frequency of collection of non-recyclable waste. Significantly this represents an increase of 25 percentage points from the 55% satisfaction score of 2009. Findings across the two surveys are compared in the chart below.

Chart 5:



Significantly, almost a fifth (19%) of Alcester / Bidford residents, compared to 10% of Wellesbourne / Kineton residents, expressed dissatisfaction with the frequency of non-recyclable waste.

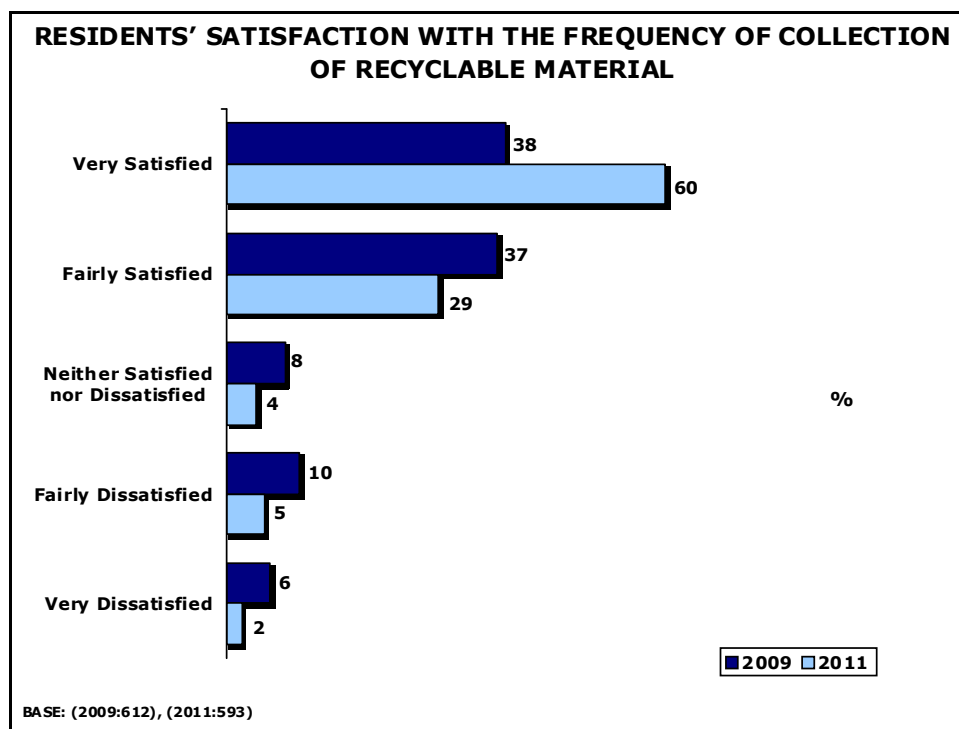
Table 5: Residents' satisfaction with the frequency of collection of non-recyclable waste

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	59	44	56	50	52	49
Fairly Satisfied	16	29	27	29	30	33
Neither	7	11	5	8	6	8
Fairly Dissatisfied	14	8	5	8	6	4
Very Dissatisfied	5	8	7	4	6	6
Base: (All Respondents)	(88)	(73)	(75)	(72)	(145)	(72)

The frequency of collection of recyclable material

Nine out of ten of those surveyed (89%) of residents were satisfied with the frequency of collection of recyclable material. Notably this represents an increase of 14 percentage points from the 75% satisfaction score of 2009. Results of both surveys are compared in the following graph.

Chart 6:



Analysis of feedback according to locality shows that 13% of Alcester / Bidford residents, and 11% of Shipston residents, versus 2% of those living in Wellesbourne / Kineton, and 3% of Southam residents, expressed dissatisfaction with the frequency of collection of recyclable material.

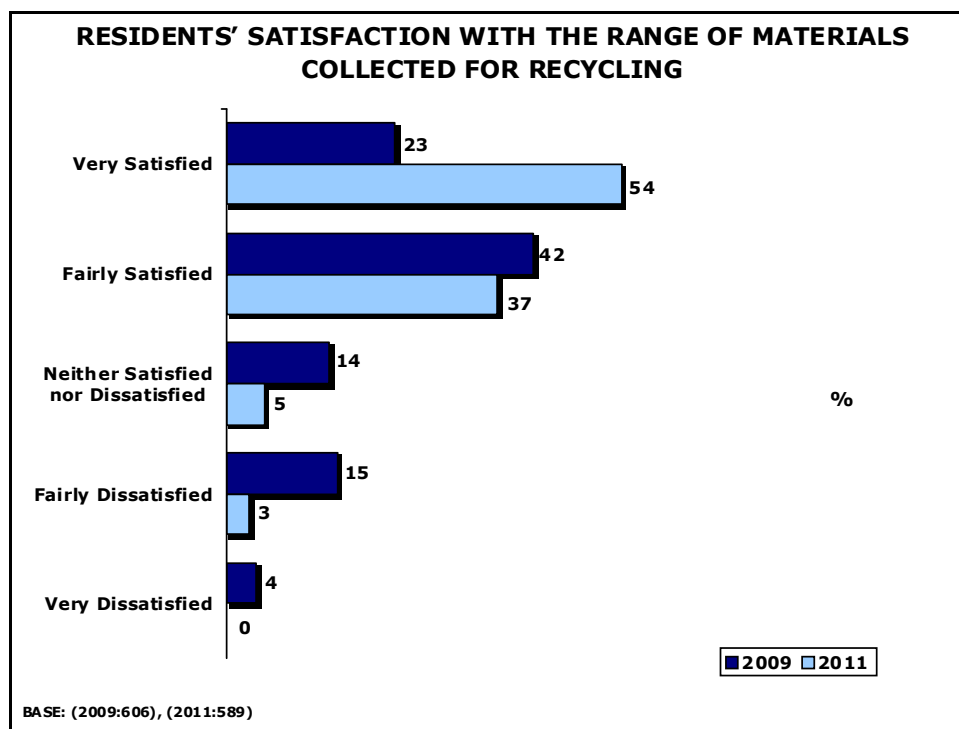
Table 6: Residents' satisfaction with the frequency of collection of recyclable material

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	66	52	64	59	58	61
Fairly Satisfied	20	31	23	34	33	31
Neither	2	10	3	4	4	6
Fairly Dissatisfied	8	7	7	3	3	1
Very Dissatisfied	5	-	4	-	2	1
Base: (All Respondents)	(87)	(71)	(74)	(73)	(144)	(72)

The range of materials collected for recycling

Nine in ten residents (91%) expressed satisfaction with the range of materials collected for recycling. This demonstrates a significant increase in satisfaction over the two years: that of 26 percentage points from the 65% satisfaction figure recorded in 2009. Findings from both surveys are illustrated in the following chart.

Chart 7:



Nearly all of those surveyed living in the Alcester / Bidford locality (95%), versus 89% of those living in the Wellesbourne / Kineton area, were satisfied with the range of materials collected for recycling.

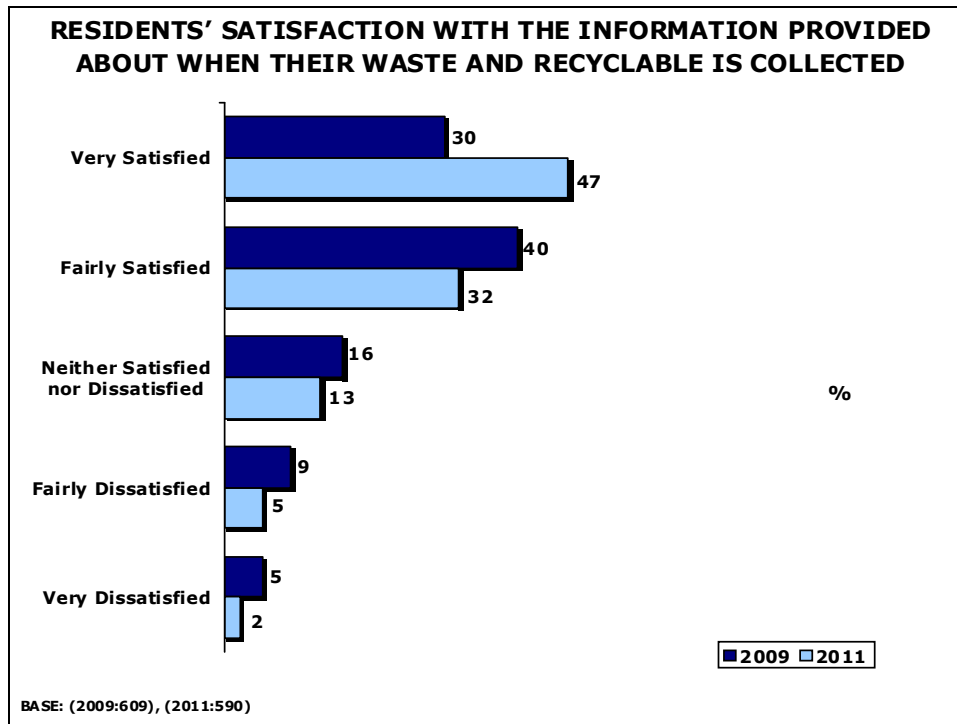
Table 7: Residents' satisfaction with the range of materials collected for recycling

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	62	58	58	53	54	48
Fairly Satisfied	33	32	34	39	37	41
Neither	3	4	5	3	5	7
Fairly Dissatisfied	2	6	1	6	3	4
Very Dissatisfied	-	-	1	-	1	-
Base: (All Respondents)	(86)	(71)	(74)	(72)	(144)	(71)

Information provided about when residents' waste and recyclable is collected

Almost four fifths (79%) of respondents were satisfied with the information provided about when their waste and recyclable is collected. This represents increase in satisfaction over the two years of 9 percentage points from the 70% satisfaction figure recorded in 2009. Findings are shown in the following chart.

Chart 8:



Over four fifths (82%) of those living in both Shipston and Southam, as opposed to less than three quarters (72%) of Wellesbourne / Kineton residents, were very or fairly satisfied with the information provided about when their waste and recyclable is collected.

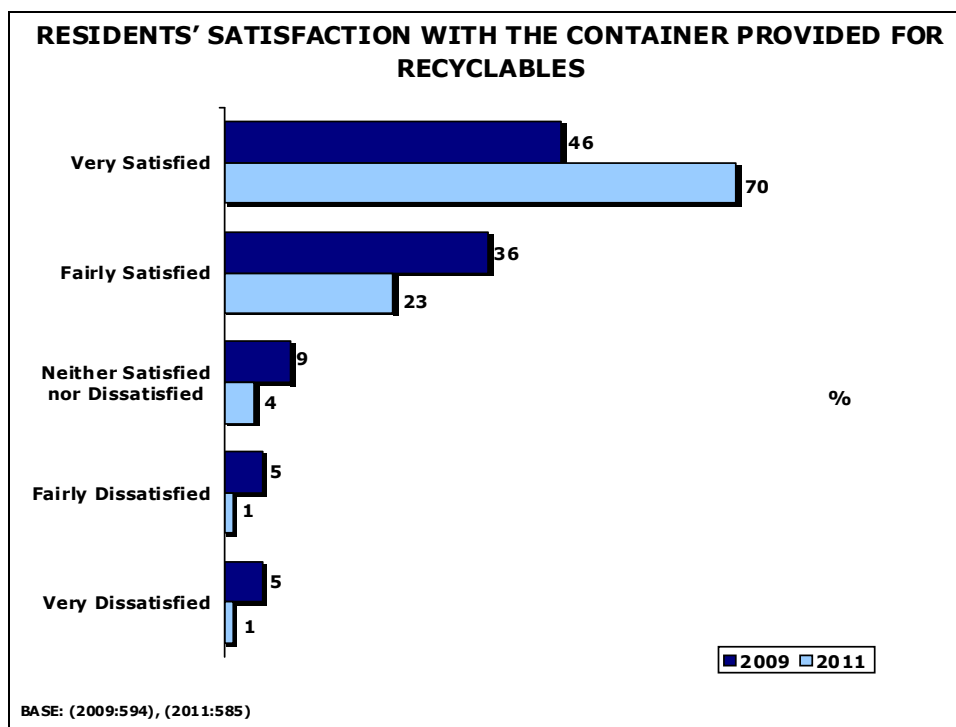
Table 8: Residents' satisfaction with the information provided about when their waste and recyclable is collected.

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	49	52	47	51	49	33
Fairly Satisfied	27	28	35	31	31	43
Neither	13	11	11	13	15	15
Fairly Dissatisfied	7	4	5	4	5	7
Very Dissatisfied	5	4	1	1	1	1
Base: (All Respondents)	(88)	(71)	(74)	(71)	(143)	(72)

The container provided for recyclables

Nine in ten residents (93%) expressed satisfaction with the container provided for recyclables. This demonstrates an increase in satisfaction over the two years: that of 11 percentage points from the 82% satisfaction figure recorded in 2009. Findings from both surveys are illustrated in the following chart.

Chart 9:



Significantly, nearly all (99%) of those living in the Henley / Studley locality, compared to 89% living in the Wellesbourne / Kineton locality, expressed satisfaction with the container provided for recyclables.

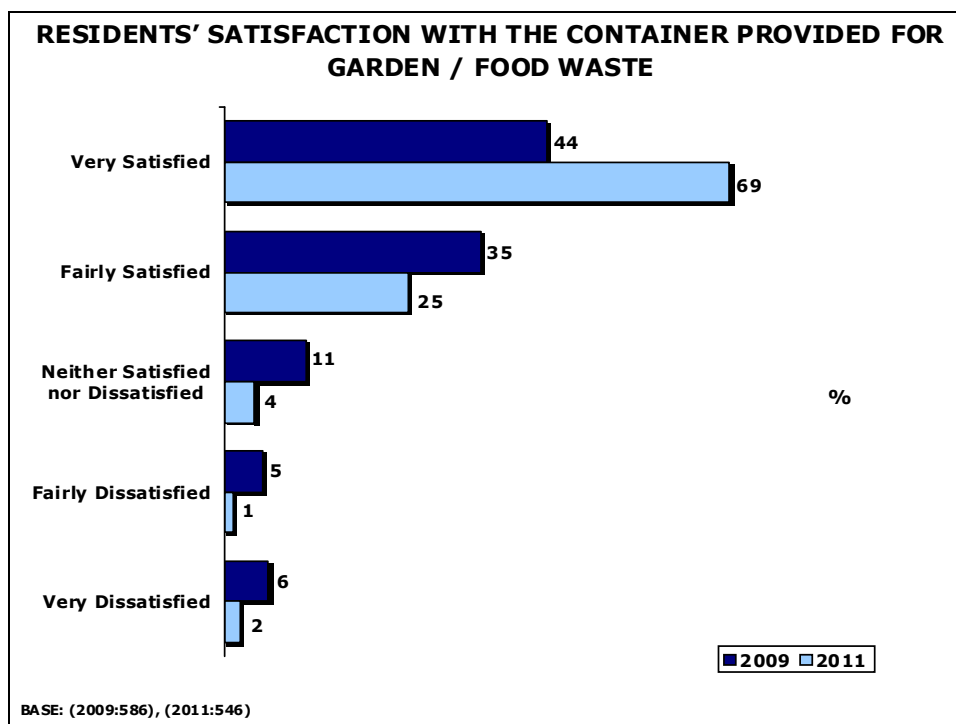
Table 9: Residents' satisfaction with the container provided for recyclables

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	74	78	72	68	68	67
Fairly Satisfied	21	21	18	28	26	22
Neither	3	1	5	1	4	8
Fairly Dissatisfied	1	-	3	3	1	1
Very Dissatisfied	-	-	3	-	1	1
Base: (All Respondents)	(86)	(68)	(74)	(72)	(142)	(72)

The container provided for garden / food waste

Nine out of ten surveyed (94%) were satisfied with the container provided for garden / food waste. This demonstrates a significant increase in satisfaction of 15 percentage points from the 79% recorded in 2009. Results are shown in the following graph.

Chart 10:



98% of Southam residents versus 91% of those living in the Wellesbourne / Kineton locality were satisfied with the container provided for garden / food waste.

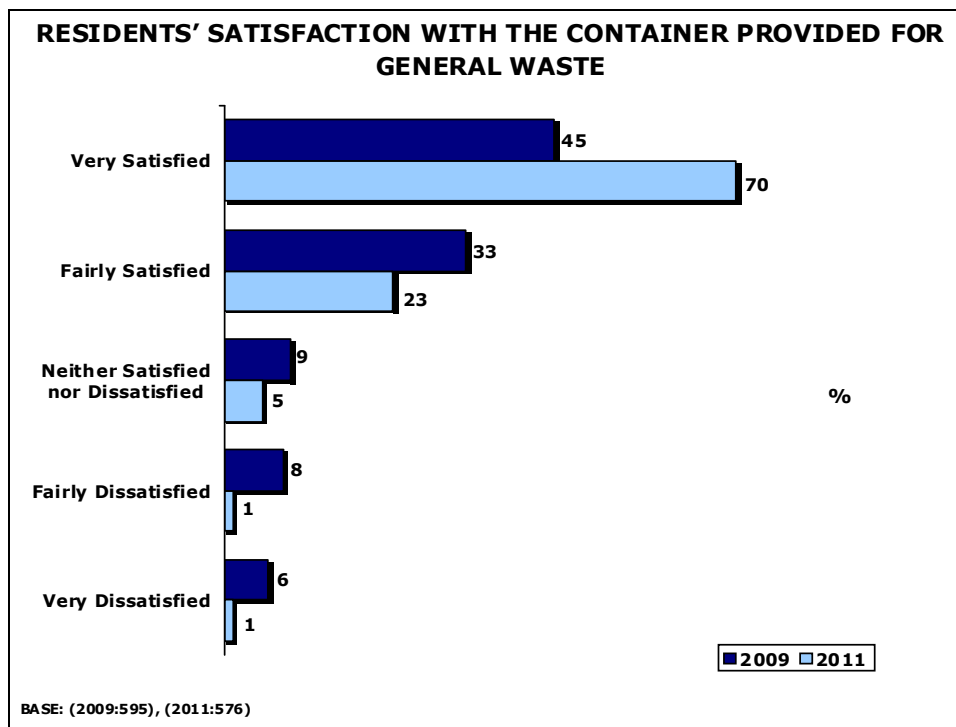
Table 10: Residents' satisfaction with the container provided for garden / food waste

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	74	74	70	70	61	70
Fairly Satisfied	20	20	26	28	31	21
Neither	4	2	4	3	4	4
Fairly Dissatisfied	1	2	-	-	1	1
Very Dissatisfied	1	3	-	-	4	3
Base: (All Respondents)	(76)	(66)	(70)	(69)	(131)	(67)

The container provided for general waste

Nine in ten residents (93%) expressed satisfaction with the container provided for general waste. This demonstrates an increase in satisfaction over the two years: that of 15 percentage points from the 78% satisfaction figure recorded in 2009. Findings from both surveys are illustrated in the following chart.

Chart 11:



97% of those living in the Henley / Studley locality, as opposed to 88% of Shipston residents, expressed satisfaction with the container provided for general waste.

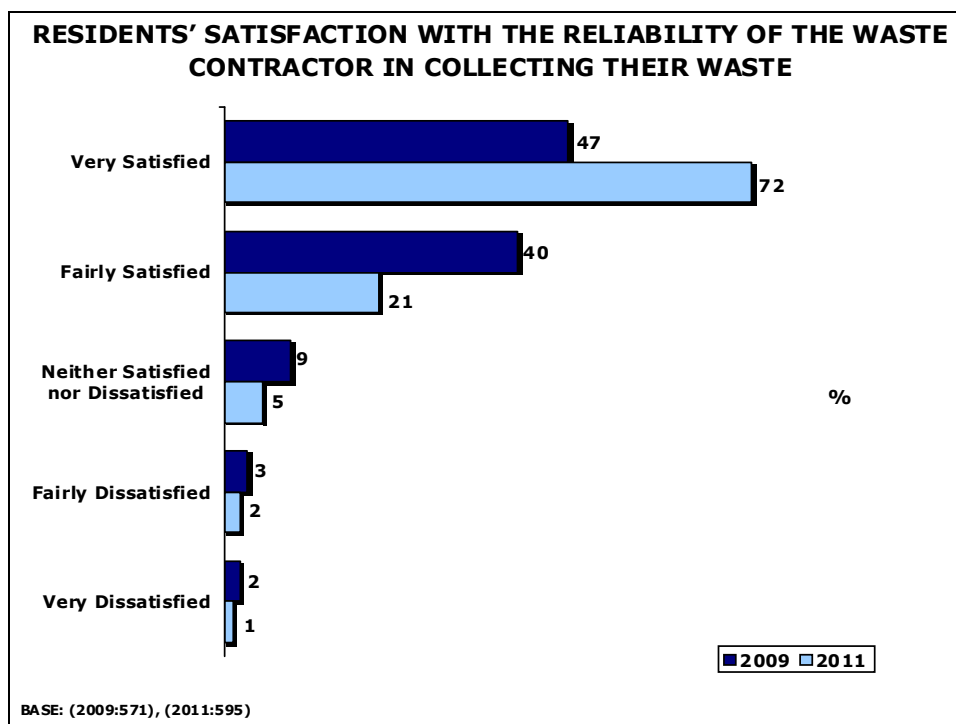
Table 11: Residents' satisfaction with the container provided for general waste

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	74	76	70	72	63	66
Fairly Satisfied	21	21	18	22	31	25
Neither	4	3	4	4	5	6
Fairly Dissatisfied	1	-	4	1	-	-
Very Dissatisfied	-	-	3	-	1	3
Base: (All Respondents)	(85)	(70)	(71)	(72)	(139)	(71)

The reliability of the waste contractor in collecting residents' waste

Nine out of ten respondents (93%) were satisfied with the reliability of the waste contractor in collecting their waste. This demonstrates a slight increase in satisfaction over the two years: that of 6 percentage points from the 87% satisfaction figure recorded in 2009.

Chart 12:



96% of those living in the Alcester / Bidford locality, in contrast to 90% of Wellesbourne / Kineton residents, were very or fairly satisfied with the reliability of the waste contractor in collecting their waste.

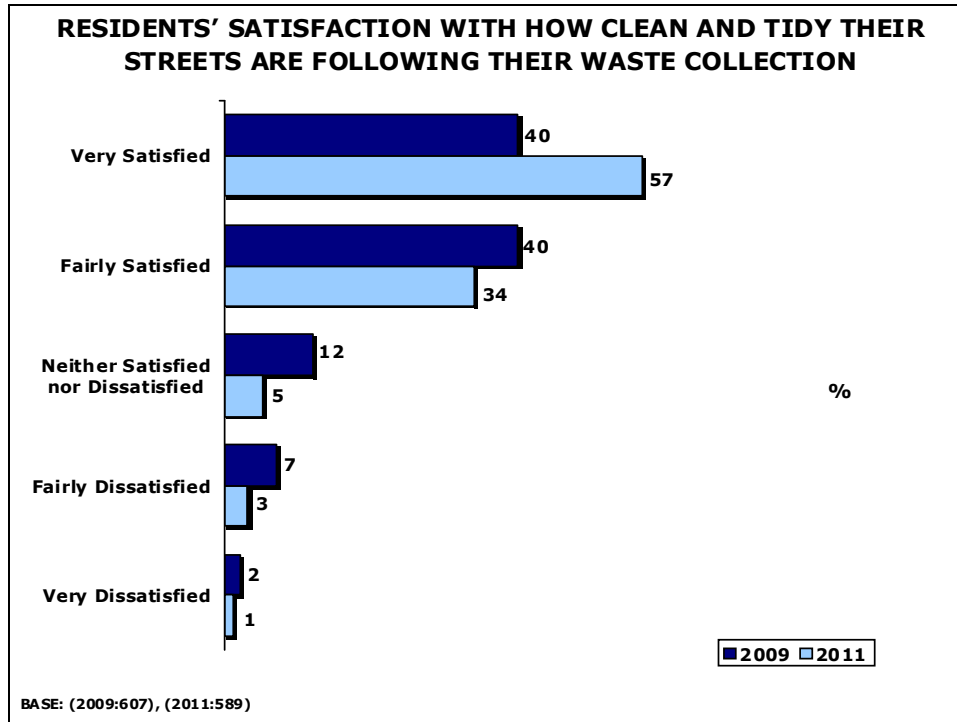
Table 12: Residents' satisfaction with the reliability of the waste contractor in collecting their waste

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	79	72	76	74	67	76
Fairly Satisfied	17	20	15	21	27	14
Neither	1	6	4	5	3	8
Fairly Dissatisfied	1	3	4	-	1	1
Very Dissatisfied	1	-	1	-	1	-
Base: (All Respondents)	(87)	(71)	(74)	(73)	(144)	(72)

How clean and tidy residents' streets are following their waste collection

Nine in ten residents (91%) expressed satisfaction with how clean and tidy their streets are following their waste collection. This shows an increase in satisfaction over the two years: that of 11 percentage points from the 80% satisfaction figure recorded in 2009. Findings from both surveys are illustrated in the following chart.

Chart 13:



Locality analysis demonstrates that 94% of Southam residents, versus 87% of those living in Wellesbourne / Kineton, are very or fairly satisfied with how clean and tidy their streets are following their waste collection.

Table 13: Residents' satisfaction with how clean and tidy their streets are following their waste collection

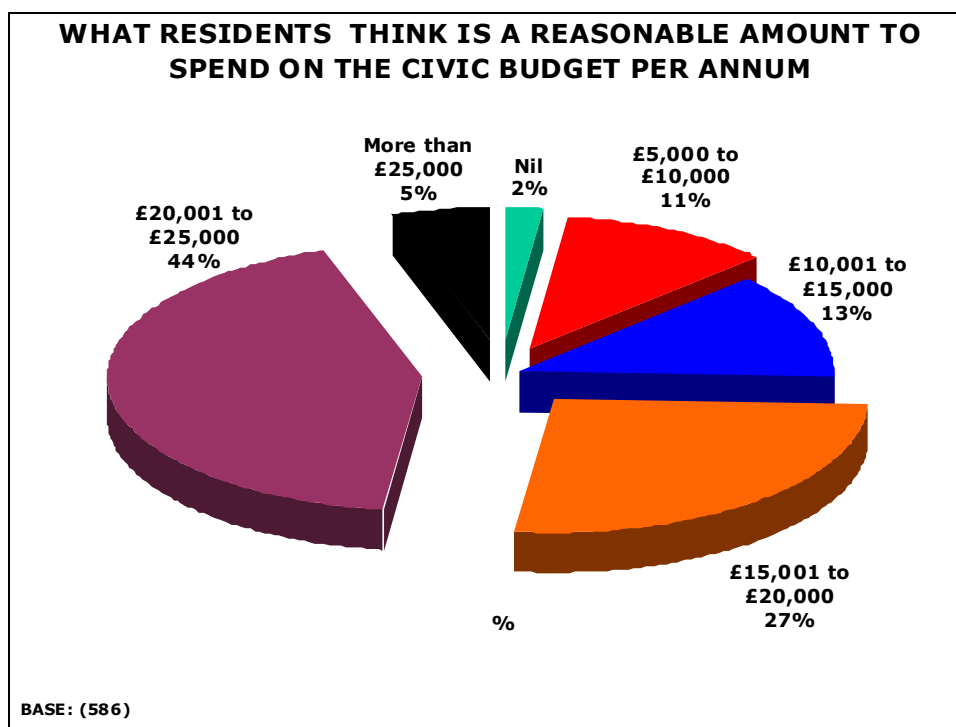
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very Satisfied	62	59	58	60	52	54
Fairly Satisfied	30	34	32	34	39	33
Neither	6	4	4	3	6	7
Fairly Dissatisfied	2	1	3	3	2	6
Very Dissatisfied	-	1	2	-	1	-
Base: (All Respondents)	(86)	(71)	(74)	(73)	(145)	(70)

4.2 Civic Functions

4.2.1 Civic budget per annum

Four in ten residents (44%) felt that between £20,001 and £25,000 was a reasonable amount to spend on the civic budget per annum. Over a quarter (27%) felt £15,001 to £20,000 was appropriate, and 13% said between £10,001 and £15,000. Just 2% of those surveyed stated nil, and 5% said more than £25,000.

Chart 14:



Analysis of results by locality shows that over half (53%) of those in the Alcester / Bidford locality, and 48% of those living in the Henley / Studley locality, versus 37% of those living in the Southam locality and 38% of those living in Stratford, felt that £20,001 to £25,000 was a reasonable amount to spend on the civic budget per annum.

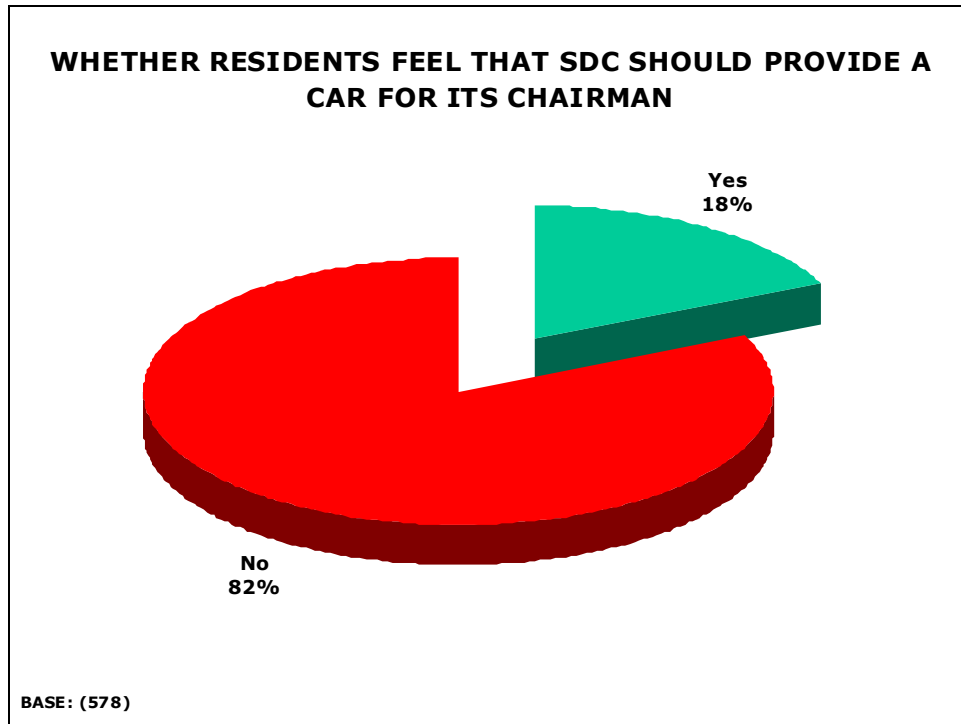
Table 14: What residents think is a reasonable amount to spend on the Civic Budget per annum

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
Nil	2	1	0	0	3	0
£5,000 to £10,000	12	6	12	18	12	9
£10,001 to £15,000	7	17	8	15	14	19
£15,001 to £20,000	22	24	32	26	28	24
£20,001 to £25,000	53	48	42	37	38	46
More than £25,000	4	4	6	4	5	3
Base: (All Respondents)	(85)	(71)	(77)	(68)	(142)	(70)

4.2.2 Provision of a car for the Chairman

Over four fifths (82%) of respondents did not feel that SDC should provide a car for its Chairman, as shown in the following graph.

Chart 15:



Locality analysis reveals that 86% of those living in the Wellesbourne / Kineton locality and 84% of Southam residents did not think SDC should provide a car for its Chairman, as opposed to 77% of those living in the Alcester / Bidford, and 79% of Shipston residents who felt the same way.

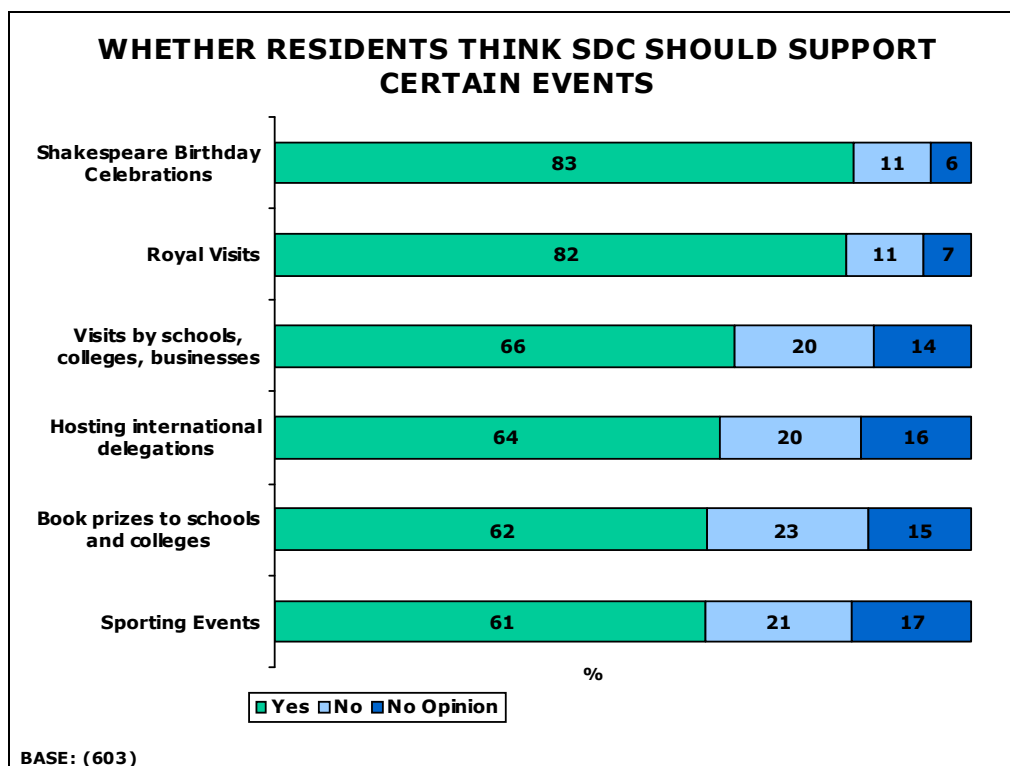
Table 15: Whether residents feel SDC should provide a car for its Chairman

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	23	20	21	16	19	14
No	77	80	79	84	81	86
Base: (All Respondents)	(82)	(70)	(75)	(70)	(139)	(69)

4.2.3 Whether SDC should support certain events

Eight out of ten of those surveyed felt SDC should support Shakespeare Birthday Celebrations (83%) and Royal Visits (82%). Just under two thirds (66%) were in favour of supporting visits by schools, colleges, and businesses. Six in ten respondents indicated SDC should support hosting international delegations (64%); book prizes to schools and colleges (62%); and sporting events (61%). The largest percentage of those surveyed who did not think SDC should support certain events was that of 23% who were not in favour of SDC supporting book prizes to schools and colleges.

Chart 16:



Analysis of feedback according to the locality in which the residents live showed that nine in ten of those living in Henley / Studley (89%), Stratford (86%), and Wellesbourne / Kineton (86%), compared to less than two thirds (64%) of those living in Southam, did feel that SDC should support Shakespeare Birthday Celebrations.

Table 16: Whether residents feel SDC should support Shakespeare Birthday Celebrations

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	82	89	81	64	86	86
No	10	7	11	21	12	8
No Opinion	8	4	8	15	2	6
Base: (All Respondents)	(88)	(73)	(79)	(72)	(146)	(72)

Nine out of ten (91%) of Alcester / Bidford residents, versus 67% of Southam residents, thought SDC should support Royal Visits.

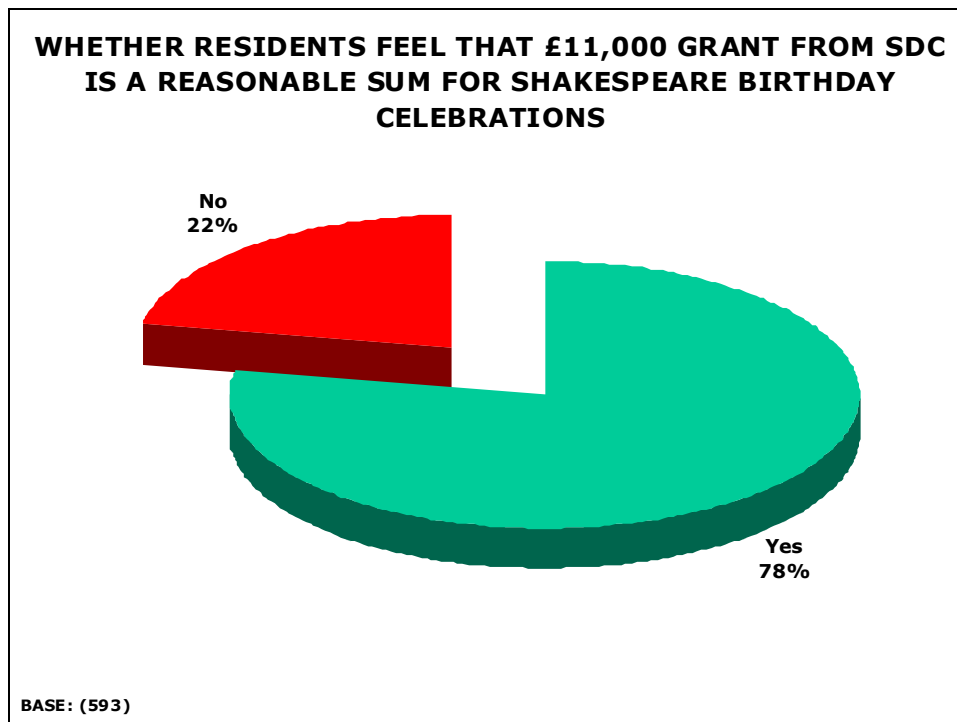
Table 17: Whether residents feel SDC should support Royal Visits

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	91	88	79	67	83	89
No	7	8	8	18	12	6
No Opinion	2	4	13	15	5	6
Base: (All Respondents)	(88)	(73)	(78)	(72)	(146)	(72)

4.2.4 Shakespeare Birthday Celebrations

Over three quarters (78%) of those surveyed felt that a grant of £11,000 from SDC was a reasonable sum for Shakespeare Birthday Celebrations.

Chart 17:



Analysis of results by locality demonstrates that over four fifths (83%) of those living in both the Henley / Studley and Wellesbourne / Kineton localities did feel that £11,000 was a reasonable sum for Shakespeare Birthday Celebrations, as opposed to seven in ten (72%) of those living in both the Alcester / Bidford and Stratford localities thinking likewise.

Table 18: Whether residents feel that £11,000 grant from SDC is a reasonable sum for Shakespeare Birthday Celebrations

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	72	83	75	77	72	83
No	28	17	25	23	28	17
Base: (All Respondents)	(86)	(71)	(79)	(71)	(142)	(71)

Of the 22% of those surveyed who were of the opinion that a grant of £11,000 from SDC was not a reasonable sum for Shakespeare Birthday Celebrations, a total of 117 comments were made as to what residents felt was a reasonable contribution and these are illustrated in the table below.

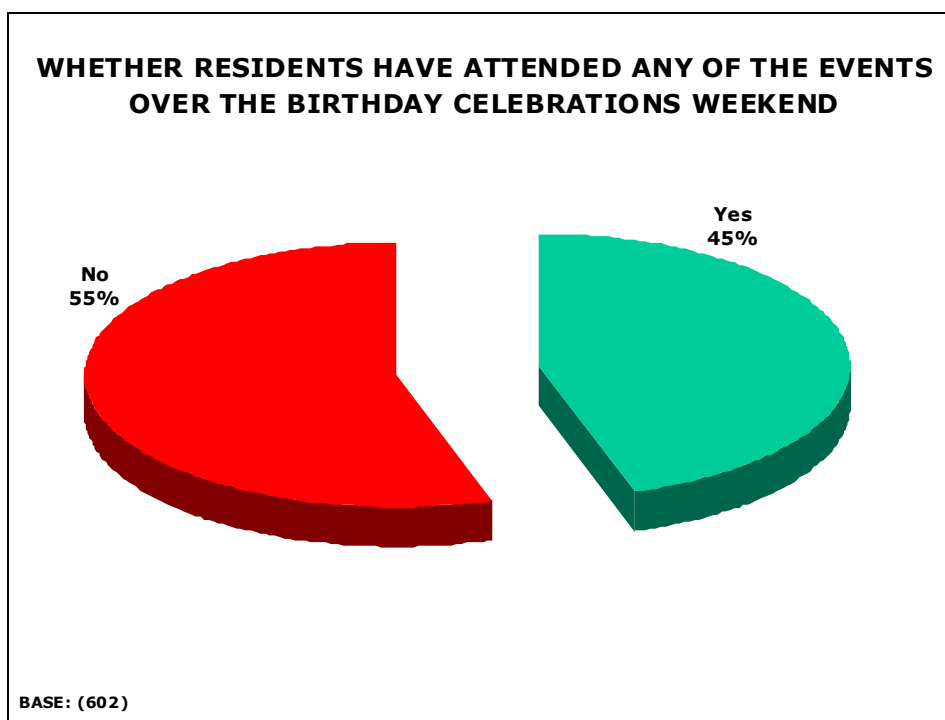
Over a third (38%) stated the contribution should be between £10,001 and £15,000. Significantly, over a fifth (23%) believed there should be no contribution whatsoever, and 21% said up to £5,000. 13 residents gave other comments, these included: "I think it should be funded by commercial partners, e.g. hotels / tourist industry"; "depends what it is spent on – does this include police costs, and having been to several parades would like to know why it costs so much?"; and "When so many facilities are being closed I think money should go to not only Stratford".

Table 19: What residents felt was a reasonable contribution for the Council to make regarding the Shakespeare Birthday Celebrations

	%
Zero	23
Up to £5,000	21
Between £5,001 and £10,000	15
Between £10,001 and £15,000	38
Over £15,000	4
Base: (Those providing an amount)	(117)

Over half (55%) of those surveyed had never attended any of the events over the Birthday Celebrations weekend.

Chart 18:



Nine out of ten (86%) Shipston respondents, compared to just over a quarter (28%) of Stratford residents, stated they had never attended any of the events over the Birthday Celebrations weekend.

Table 20: Whether residents have attended any of the events over the Birthday Celebrations weekend

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	36	37	45	14	72	42
No	64	63	56	86	28	58
Base: (All Respondents)	(88)	(73)	(80)	(71)	(145)	(72)

The 55% of residents who had never attended were further questioned as to why they had not done so: 304 comments were made, as per the following table. Over a fifth (21%) said they had never attended any of the events because they were not interested, and just under a fifth (18%) claimed not to have been aware of the events.

Other reasons which amounted for 2% of responses received included: "With access to Shakespearean sites and events all year round, I take advantage the rest of the year rather than focusing on this one busy weekend. It is a fantastic event and a good opportunity to pull visitors from further afield"; "I believe it is over rated and frankly rather childish with the same people every year trying to look more important than they really are"; "not keen on organised events"; "interested in the author's works, not celebrations"; and "it is an elitist event".

Table 21: Reasons why residents had never attended any of the events over the Birthday Celebrations weekend

	%
Not interested	25
Not advised of occurrence / unaware / lack of information	21
Too busy / not available	17
Parking locations poor & expensive / traffic & parking a nightmare	12
Too crowded / too busy	12
Too far to travel to / don't go to Stratford / not able to get there	8
Work commitments	7
Disabled / housebound / poor health / mobility / too old	5
Outlying villages are marginalized	3
Geared for tourists, not locals	2
Not a Shakespeare enthusiast	2
No reason, just have not attended	1
Can't afford to go	1
Money could be better spent	1
Other reasons	2
Base:	(304)

4.2.5 Comments on what the Council should do in terms of civic duties

A total of 220 comments were supplied as to what residents think the Council should do in terms of civic duties, and these are listed in the following table. Almost a fifth (18%) of those surveyed favoured boosting the local economy: supporting and promoting Stratford, local charities, and residents young and old, homeless and poor. 17% were keen on keeping funds down to a minimum, ensuring value for money, cutting costs and save by tendering hire of car for Chairman, venues. etc. 13% of respondents felt there was no reason for change and were happy to continue as we are. Notably one in ten residents (10%) cited the need to support local villages and towns other than Stratford which is seen as the top priority.

Other comments which also amounted to 10% of those supplied included: safety of participants and spectators; visit care home; monitor all development, especially new buildings; think of disabled / people who find it difficult enough to find parking spaces any other day of the week; attendants should pay for tickets so that the cost is not met by tax; don't block off the whole street; and curtail connections with armed services.

Table 22: Comments from residents about what they think the Council should do in terms of civic duties

	%
Boost local economy / support / promote Stratford / local charities and residents young and old / more support for homeless and poor	18
Keep funds down to a minimum / cut costs / ensure value for money / limit civic dinners / reduce Councillors expenses / save by tendering hire of car for Chairman, venues, etc. / no charity events that would cost Council money	17
No reason for change / carry on / happy as we are / maintain them for prestige value / do them well or not at all	13
Support local villages and towns other than Stratford which is seen as top priority	10
Assist tourism / encourage foreign and British tourism	8
Better advertising to promote events / use internet to reach a wider audience / more publicity / promote royal and international visits to the area (heads of state / VIPs)	4
Increase / promote awareness of local businesses / retailers for visitors / improve shopping experience free parking for more than 1 hour and free parking for weekend events	4
Involve themselves with celebrations / concentrate on public events / events that affect ordinary people, especially the underprivileged, support birthday celebrations as much as possible / fundraising events / bring in new ideas to pull in more people	3
Procure best services for district / try going more green / open waste recycling centres for longer hours / ensure enough police to stop anti-social behaviour	3
Focus on art, theatre and literature promotion, including knowledge of Shakespeare, become a world leader for such things / enroll local businesses	2
Seek private sector sponsorship for local events	1
Assist employment specifically	1
Clean up afterwards / enforce fines for littering and fine the takeaway to encourage them to remove their empty waste that customers drop	1
More important for maintenance / opening of facilities like toilets, libraries, parking and tourist information centre	1
Promote community projects promoting positive mood and well being	1
Think twice / be mindful that we are in a recession / think outside the box	1
Look into why so many shops are closing / save our retail shops in the town centre	1
Other comments	10
Base:	(220)

4.3 Transactions with SDC

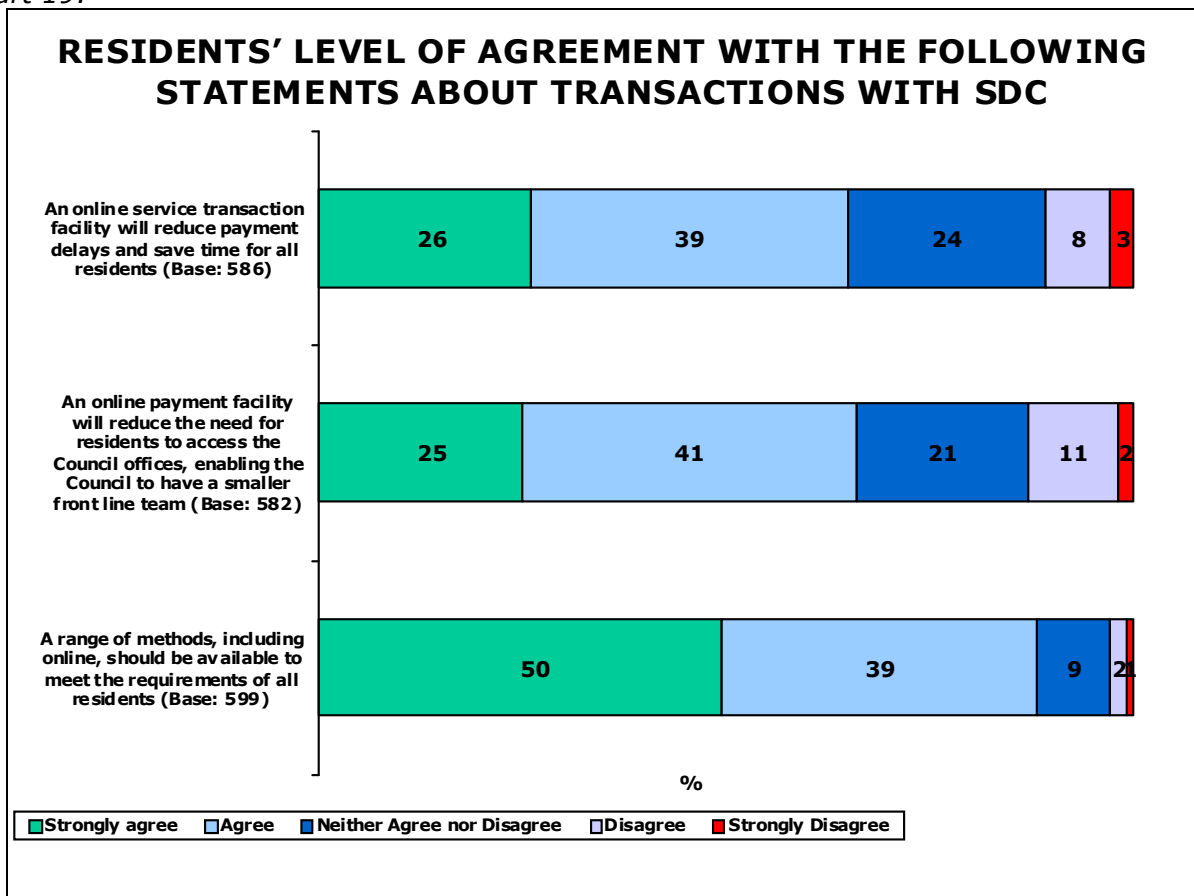
4.3.1 Residents' level of agreement with various statements about transactions with SDC

Almost two thirds (65%) of those surveyed agreed with the statement: "An online service transaction facility will reduce payment delays and save time for all residents", as opposed to one in ten (11%) who either disagreed or strongly disagreed with it.

Just under two thirds (66%) agreed that: "An online payment facility will reduce the need for residents to access the Council offices, enabling the Council to have a smaller front line team". 13% disagreed with this statement.

Nine in ten residents (89%) were in agreement with the statement: "A range of methods, including online, should be available to meet the requirement of all residents".

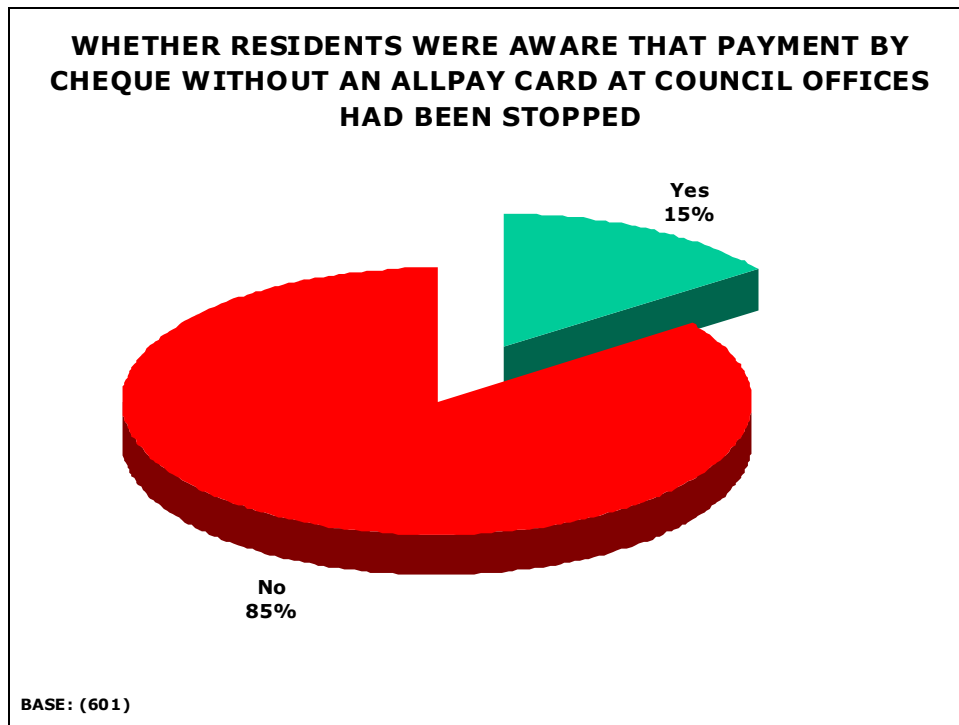
Chart 19:



4.3.2 Awareness that payment by cheque without an Allpay card at Council offices had stopped

Significantly, over four fifths (85%) of respondents were not aware that payment by cheque without an Allpay card at Council offices had been stopped.

Chart 20:



Notably, 92% of Alcester / Bidford residents, versus less than four fifths (79%) of Southam residents were not aware that payment by cheque without an allpay card at Council offices had been stopped.

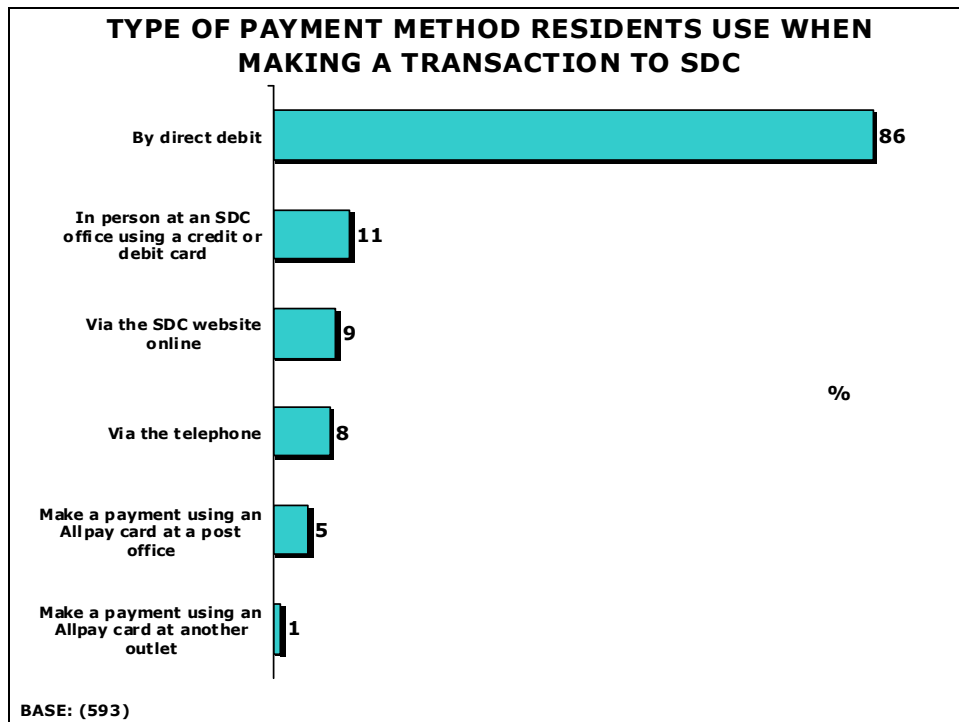
Table 23: Whether residents were aware that payment by cheque without an allpay card at Council offices had been stopped

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	8	18	15	21	16	13
No	92	82	85	79	84	87
Base: (All Respondents)	(87)	(73)	(79)	(73)	(145)	(71)

4.3.3 Type of payment method residents use when making a transaction

The most popular payment method by far was that of direct debit used by nine out of ten respondents (86%). 11% of those surveyed paid in person at an SDC office using a credit or debit card; 9% paid online via the SDC website; and 8% paid via the telephone.

Chart 21:



89% of both Alcester / Bidford and Henley / Studley residents, as opposed to 80% of Wellesbourne / Kineton residents pay by direct debit when making a transaction to SDC.

Almost a fifth (17%) of Stratford residents, compared to 4% of those living in Southam and 7% of those living in the Wellesbourne / Kineton locality, paid in person at an SDC office using a credit or debit card.

17% of Wellesbourne / Kineton respondents, and 13% of those living in Shipston, paid via the SDC website online, versus 3% of Henley / Studley residents and 4% of Southam residents paying likewise.

13% of those living in the Wellesbourne / Kineton locality pay via the telephone, in contrast to 4% of both Shipston and Southam residents.

11% of Shipston residents, versus 1% of both Alcester / Bidford and Henley / Studley residents, make a payment using an Allpay card at a post office.

Table 24: Which type of payment method residents use when making a transaction to SDC

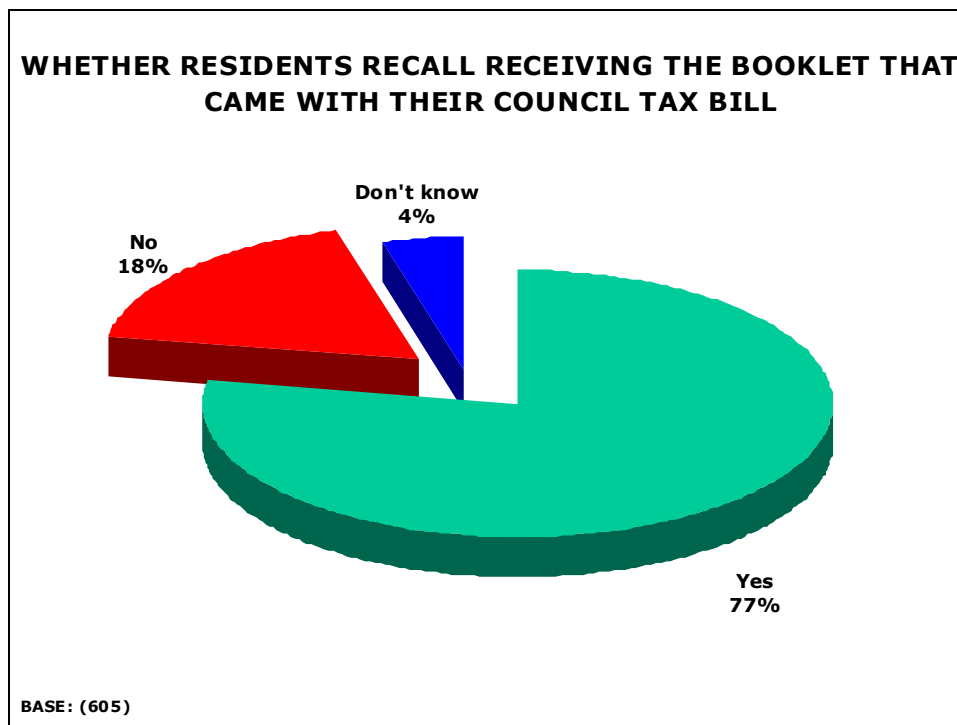
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
By direct debit	89	89	84	86	88	80
In person at an SDC office using a credit or debit card	13	11	10	4	17	7
Via the SDC website online	7	3	13	4	6	17
Via the telephone	7	10	4	4	8	13
Make a payment using an Allpay card at a post office	1	1	11	7	3	4
Make a payment using an Allpay card at another outlet	-	-	1	3	1	4
Base: (All Respondents)	(87)	(70)	(80)	(69)	(144)	(71)

Council Tax Booklet

4.4.1 Whether residents recall receiving the council tax booklet

Over three quarters (77%) of those surveyed did recall receiving the booklet that came with their council tax bill. Just less than a fifth (18%) did not recall it and 4% said they did not know.

Chart 22:



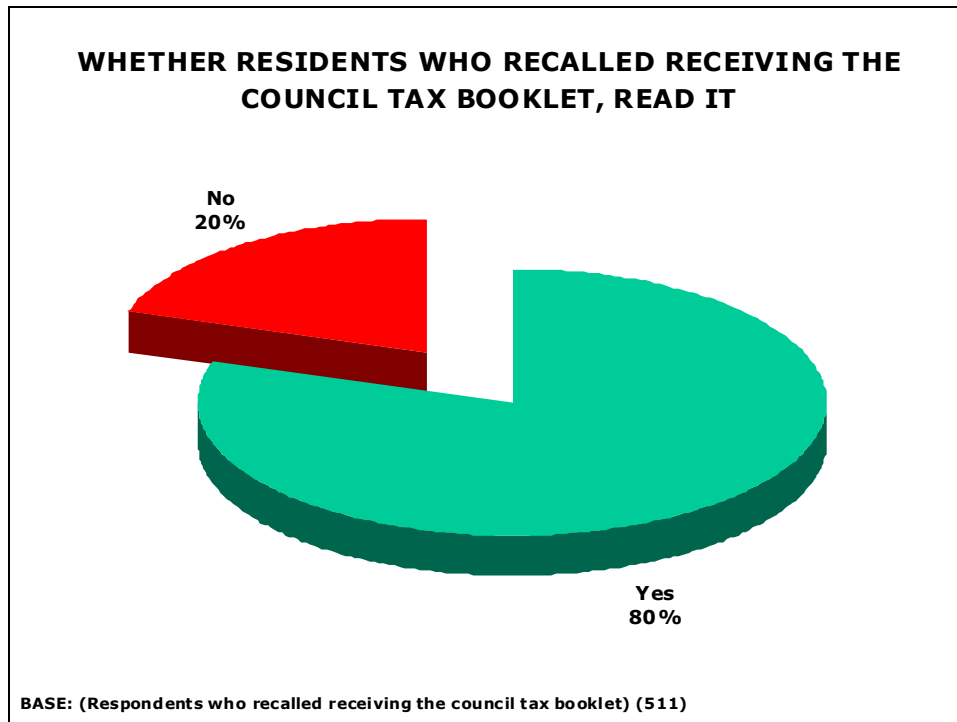
Significantly, over a fifth (21%) of Stratford residents, compared to 14% of Shipston residents, did not recall receiving the booklet that came with their council tax bill.

Table 25: Whether residents recall receiving the booklet that came with their council tax bill

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Yes	77	75	80	75	77	82
No	17	19	14	19	21	15
Don't know	6	5	6	5	2	3
Base: (All Respondents)	(88)	(73)	(80)	(73)	(148)	(71)

Of the 77% who said they did recall receiving the booklet, exactly four fifths (80%) confirmed they read it.

Chart 23:



Over a fifth (22%) of Stratford residents who recalled receiving the booklet that came with their council tax did not read it, as opposed to 19% of Henley / Studley residents.

Table 26: Whether residents who recalled receiving the booklet read it

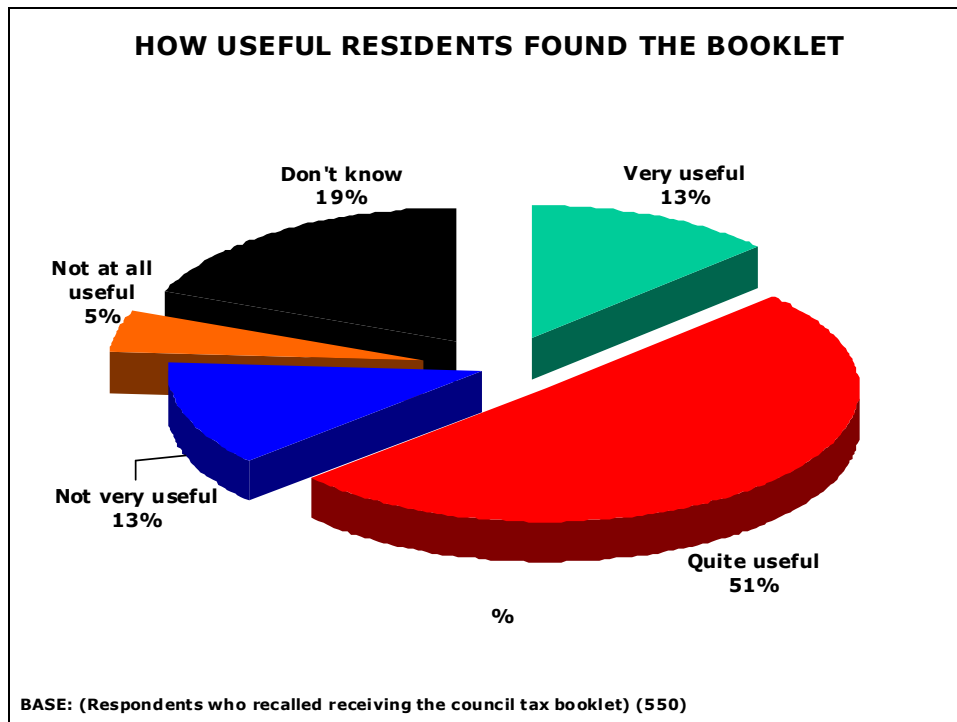
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
Yes	79	81	80	79	78	80
No	21	19	20	21	22	20
Base: (Respondents who recalled receiving the booklet)	(70)	(62)	(70)	(61)	(123)	(64)

The fifth of respondents who said they had not read it (20%) were further questioned as to why not, 120 comments were supplied, as listed in Appendix 5.

4.4.2 Views on the booklet

Almost two thirds (64%) of those surveyed found the booklet either very or quite useful, less than a fifth (18%) stated it was not very useful or not at all useful, and almost a fifth (19%) did not know.

Chart 24:



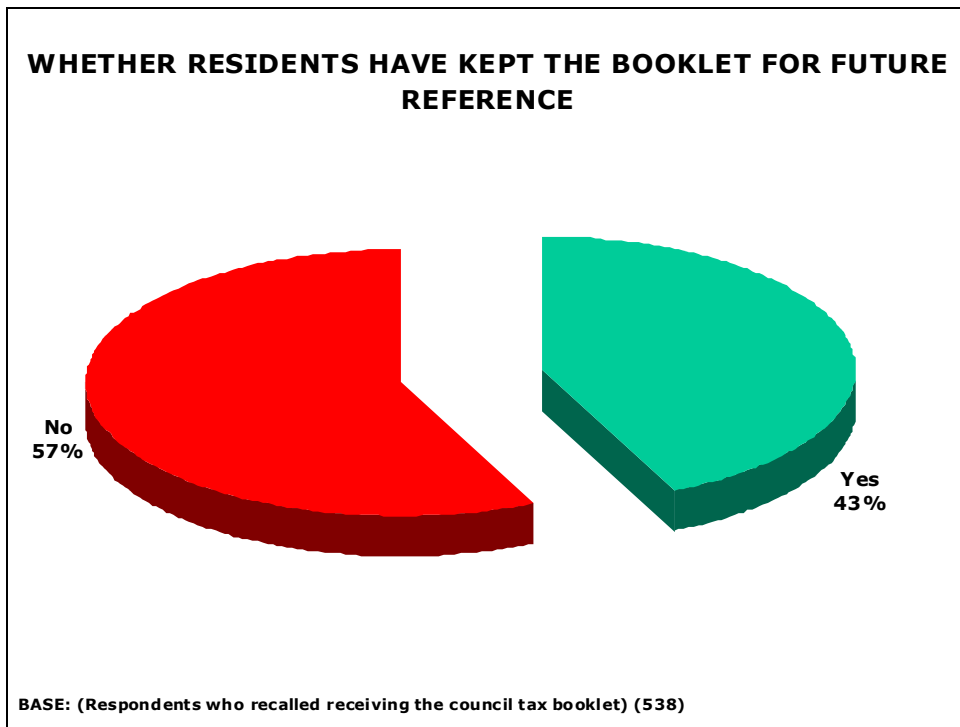
14% of Shipston residents, as opposed to 28% of Alcester / Bidford residents, did not find the booklet very useful or at all useful.

Table 27: How useful residents found the booklet

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Very useful	6	11	20	14	11	17
Quite useful	51	55	44	46	51	55
Not very useful	24	11	7	13	14	9
Not at all useful	4	5	7	3	7	6
Don't know	15	18	23	24	17	12
Base: (Respondents who recalled receiving the booklet)	(71)	(65)	(75)	(71)	(133)	(65)

When asked whether they have kept the booklet for future reference, six out of ten respondents (57%) stated they had not, as the following chart reveals. All residents were given the opportunity to suggest how they felt the booklet could be improved: 182 comments were made, as per Appendix 6.

Chart 25:



Interestingly, almost half (49%) of those living in the Henley / Studley locality, versus 39% of Stratford residents, have kept the booklet for future reference.

Table 28: Whether residents have kept the booklet for future reference

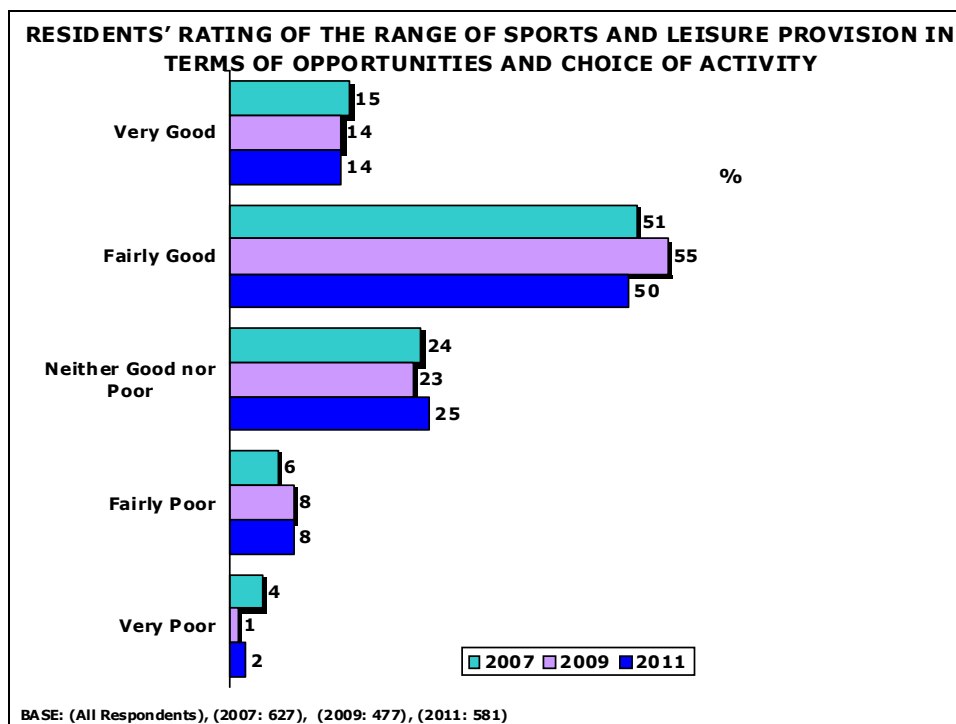
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Yes	41	49	47	44	39	47
No	59	51	53	56	61	53
Base: (Respondents who recalled receiving the booklet)	(73)	(65)	(72)	(68)	(127)	(64)

4.5 Sports and Leisure Provision in the District

4.5.1 How residents rate the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity

Almost two thirds (64%) of respondents felt the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity as either fairly or very good, which represented a fall of 5 percentage points from the 69% recorded in 2009, as well as a 2 percentage points' fall from the 66 percentage points recorded in 2011. This was as opposed to one in ten (10%) thinking they were fairly or very poor, a figure which remained stable across the three surveys (10% in 2007 and 9% in 2009).

Chart 26:



Almost a fifth (17%) of Stratford residents, compared to 7% of both Henley / Studley and Shipston residents, rated the range of sports and leisure provision in terms of opportunities and choice of activity, as either fairly or very poor.

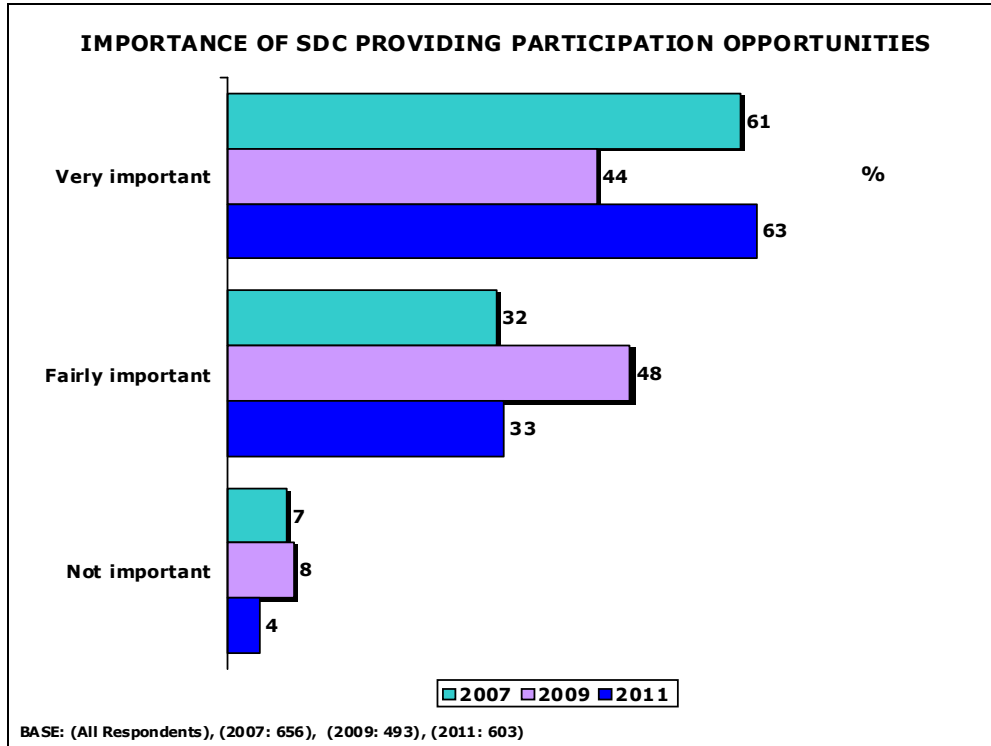
Table 29: Residents' rating of the range of sports and leisure provision in terms of opportunities and choice of activity

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very good	8	17	19	16	13	12
Fairly good	55	44	56	49	47	46
Neither good nor poor	27	31	19	25	23	31
Fairly poor	7	6	4	9	12	10
Very poor	2	1	3	1	5	-
Base: (All Respondents)	(83)	(70)	(75)	(69)	(144)	(67)

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

Significantly, at 96% of those surveyed believing it to be either very or fairly important that SDC provides opportunities for participation in sports and leisure provision for local residents, it represents an increase of 4 percentage points from the 92% recorded in 2009, as well as an increase of 3 percentage points from the 93% recorded in 2007.

Chart 27:



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

Significantly, 2011 results showed an increase in percentage points across all aspects when compared to the previous two surveys. Nine out of ten respondents (92%) thought that investment in sports and leisure provision will contribute to an improvement in people’s health, which represented an increase of 3 percentage points from 2009 and that of 2 percentage points from 2007. Exactly three quarters (75%) of those surveyed believed that investment in sports and leisure provision in the local community will contribute to an improvement in making the area a better place to live, representing an increase of 8 percentage points from the 67% recorded in 2009, and an increase of 5 percentage points from the 70% recorded in 2007. Six in ten (61%) were of the opinion it would lead to an increase in jobs for local people: a rise of 6 percentage points from 55% in 2009 and a rise of 9 percentage points from 52% in 2007. Just over half (51%) said it would lead to a reduction in crime, similar to the 50% recorded in both of the two earlier surveys.

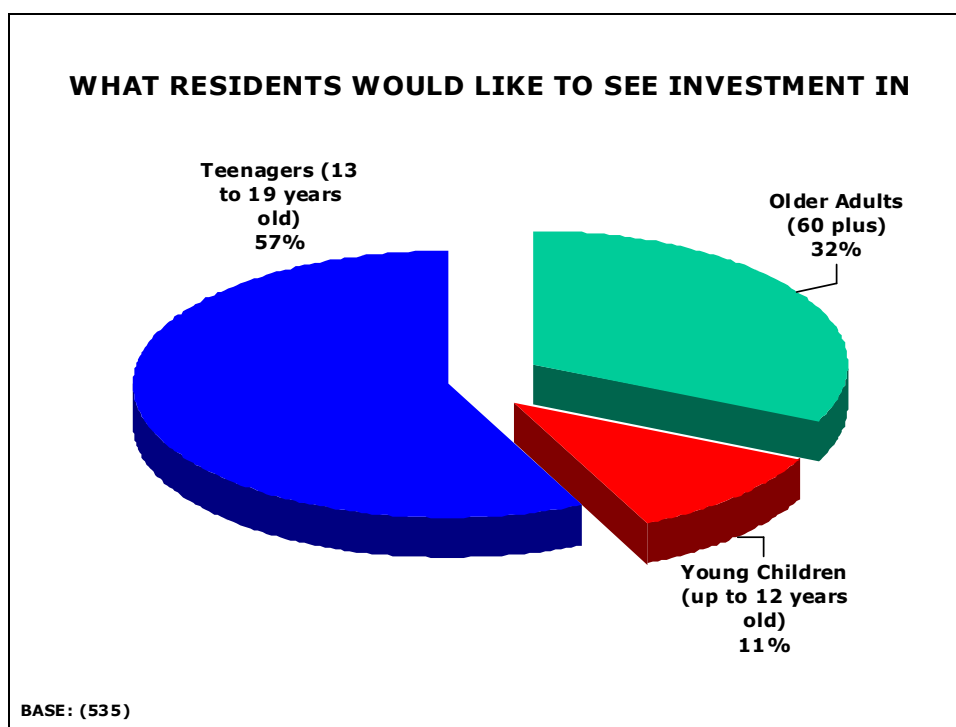
Table 30: Whether residents think that investment in sports and leisure provision in the local community will contribute to various issues

Investment in sports and leisure contributes to...	2007 %	2009 %	2011%
An improvement in peoples' health	90	89	92
An improvement in making the area a better place to live	70	67	75
An increase in jobs for local people	52	55	61
A reduction in crime	50	50	51
A safer community	38	36	41
A reduction in drug related issues	28	30	33
An improvement in the environment	24	23	35
Base:	(647)	(483)	(593)

4.5.4 What residents would like to see investment in

When asked what they would like to see investment in, six out of ten respondents (57%) stated teenagers, just less than a third (32%) said older adults (60 plus), and 11% said young children (up to 12 years old).

Chart 28:



Four in ten Southam residents (38%), as opposed to 28% of Stratford residents, wanted to see investment in older adults.

Over a fifth (21%) of those living in the Henley / Studley locality, versus 5% of Stratford residents, wanted to see investment in young children.

Two thirds (67%) of Stratford residents, compared to less than a half (47%) of Alcester / Bidford residents, wanted to see investment in teenagers.

Table 31: What residents would like to see investment in

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Older Adults (60 plus)	36	30	35	38	28	33
Young Children (up to 12 years old)	17	21	10	9	5	8
Teenagers (13 to 19 years old)	47	49	55	53	67	59
Base: (All Respondents)	(77)	(61)	(69)	(66)	(126)	(63)

4.5.5 Whether residents have used the SDC website to access information about various leisure services

Significantly, over three quarters (76%) of those surveyed stated they had used the SDC website to access information about leisure centres or swimming pools. This represented an increase of 8 percentage points from the 68% recorded in both 2007 and 2009.

Three in ten residents (28%) used the Council's website to access information about fitness classes and gyms, a rise of 2 percentage points from 2009 and 3 percentage points from 2007.

Almost a fifth (17%) of respondents used the website to access information about local sports clubs, an increase of 6 percentage points from the 11% in 2009, and an increase of 8 percentage points from the 9% in 2007.

Usage of SDC's website to access information about children's holiday activities fell by 6 percentage points from 21% in 2009 to 15% in 2011, and a fall of 5 percentage points from 20% in 2007.

One in ten respondents (11%) made use of the Council's website to access information about local sports events, representing an increase of 6 percentage points from the 2009 survey and an increase of 2 percentage points from the 2007 survey.

Other services about which residents used the website to access information amounted to 35 comments and these are listed in Appendix 7.

Table 32: Whether residents have used the SDC website to access information about various leisure services

	2007 %	2009 %	2011 %
Leisure centres or swimming pools	68	68	76
Fitness classes and gyms	25	26	28
Children's holiday activities	20	21	15
Local sports clubs	9	11	17
Sports coaching courses	8	6	5
Local sports events	9	5	11
Play areas / skate parks	-	-	8
Online booking, i.e. Hi 5	-	-	6
Pitch bookings	2	0	-
Others	17	18	14
Base:	(190)	(186)	(320)

4.6 Sports and Active Recreation

4.6.1 How frequently on average in the last 12 months, residents have visited / participated in local leisure pursuits

All residents were asked how frequently, on average in the last 12 months; they had visited or participated in local leisure pursuits, e.g. health and fitness centres, leisure centres, sports clubs. Significantly, almost half those surveyed in 2011 (49%) stated they had not visited / participated in local leisure pursuits in the last 12 months. This represents an increase of 26 percentage points from the 23% recorded in both 2009 and 2007, an increase of 20 percentage points from the 29% in 2005, and an increase of 25 percentage points from the 24% in 2003.

However, the percentage of residents participating more than once a week rose by 3 percentage points from 15% in 2009 to 18% in 2011. It now stands at 5 percentage points more than the 2003 figure of 13%.

The percentage of respondents stating they participated once a month fell to the lowest across all 5 surveys at 6%, down by 9 percentage points from 15% in both 2009 and 2003.

Table 33: How frequently on average in the last 12 months, residents have visited / participated in local leisure pursuits

	2003 %	2005 %	2007 %	2009 %	2011 %
More than once a week	13	15	16	15	18
Once a week	10	11	13	11	10
Once a fortnight	5	6	8	6	5
Once a month	15	11	11	15	6
Once every 2 months	7	6	7	6	4
Once every 3 months	10	9	8	9	3
Once every 6 months	11	10	8	10	4
Once a year	6	5	6	5	2
Not visited / participated in local leisure pursuits in the last 12 months	24	29	23	23	49
Base:	-	(606)	(654)	(489)	(597)

Almost a quarter (23%) of Stratford residents, versus 10% of Southam residents, have visited or participated in local leisure pursuits more than once a week.

Significantly, six in ten Southam residents (58%) and Henley / Studley residents (57%), as opposed to 42% of Stratford residents stated they had not visited / participated in local leisure pursuits in the last 12 months.

Table 34: How frequently on average in the last 12 months, residents have visited / participated in local leisure pursuits

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
More than once a week	20	18	15	10	23	18
Once a week	11	10	10	13	9	13
Once a fortnight	5	3	4	4	7	1
Once a month	7	3	9	3	5	8
Once every 2 months	1	6	6	4	2	3
Once every 3 months	4	3	1	3	3	-
Once every 6 months	1	-	4	6	8	1
Once a year	4	1	4	-	1	1
Not visited / participated in local leisure pursuits in the last 12 months	48	57	47	58	42	54
Base: (All Respondents)	(85)	(72)	(79)	(72)	(145)	(71)

4.6.2 Types of sport or active recreation residents regularly participate in

Across all three surveys, walking proved to be the most popular active recreation, although it fell by 6 percentage points from 72% in 2009 to 66% in 2011, and was still one percentage point higher than the 65% in 2007.

Gardening remained the second favourite throughout the same timescale, gaining percentage points across each survey to 63% in 2011. This represented an increase of 6 percentage points from 2009 and an increase of 9 percentage points in 2007.

Three in ten residents (28%) regularly went swimming, a fall of 2 percentage points from the 30% recorded in 2009, and a fall of 1 percentage point from 29% in 2007.

Cycling remained fairly constant across the time surveyed: at almost a quarter (24%) in 2011, it had risen by 2 percentage points from the 20% registered in both 2009 and 2007.

Fitness (including gyms) fell to its lowest across all three surveys from 32% in 2009, down by 9 percentage points to 23% in 2011.

Table 35: Types of sport or active recreation residents regularly participate in

	2007 %	2009 %	2011 %
Walking	65	72	66
Gardening	54	57	63
Swimming	29	30	28
Cycling	22	22	24
Fitness (including gyms)	29	32	23
Golf	11	12	12
Organised sport – recreational	8	8	11
Running / jogging	9	10	8
Dancing	7	8	8
Organised sport - competitive	4	4	6
Other activity	14	19	21
Base:	(508)	(356)	(572)

4.6.3 Frequency of residents participation in sport and active recreation

Respondents were asked to comment on how often they participated in sports and active recreation (which was classed as 30 minutes of continuous exercise of a moderate level). Participation in sports and active recreation varied. Over a fifth (21%) stated five times a week or more, representing an increase of 9 percentage points from the 12% recorded in the previous survey in 2009, although it was an increase of 3 percentage points from the 18% in 2003. Almost a fifth (19%) said three times a week, up by 5 percentage points from the 14% in 2009. 16% claimed to participate in sport and active recreation twice a week, a figure which has remained fairly constant across all 5 surveys. Significantly, the percentage of those surveyed stating they never took part in sport and active recreation fell by 14 percentage points to 12% (its lowest across the whole time period).

Table 36: How often residents participate in sport and active recreation

	2003 %	2005 %	2007 %	2009 %	2011 %
Five times a week or more	18	14	14	12	21
Four times a week	9	7	7	8	11
Three times a week	14	16	16	14	19
Twice a week	16	14	16	17	16
Once a week	14	17	14	13	13
Once a fortnight	3	3	3	3	3
Once a month	4	4	5	5	4
Never	21	26	27	26	12
Base:	(713)	(606)	(646)	(484)	(581)

Interestingly, almost a third (31%) of Wellesbourne / Kineton residents, compared to 14% of Southam residents, participated in sport and active recreation five times a week or more.

Exactly a fifth (20%) of Southam residents, versus 7% of Alcester / Bidford residents and 9% of Shipston residents, never took part in sport and active recreation.

Table 37: How often residents participate in sport and active recreation

BY LOCALITY	Alcester / Bidford %	Henley / Studley %	Shipston %	Southam %	Stratford %	Wellesbourne / Kineton %
Five times a week or more	20	21	16	14	21	31
Four times a week	14	7	16	7	10	10
Three times a week	18	15	20	19	23	15
Twice a week	18	18	13	10	18	19
Once a week	14	18	16	14	9	12
Once a fortnight	4	3	7	4	2	-
Once a month	4	4	4	10	4	3
Never	7	13	9	20	14	10
Base: (All Respondents)	(83)	(71)	(76)	(69)	(141)	(68)

4.6.4 Barriers preventing residents from participating in sport and active recreation

Significantly, almost half (49%) of respondents stated health reasons as a barrier preventing them from participating in sport and active recreation. This figure is at its highest now than it has been across all 5 surveys. It rose by 10 percentage points from the 39% recorded in 2009, and is an increase of 24 percentage points from the 25% registered in 2005.

Four in ten of those surveyed (38%) felt too old to get involved: this was the same percentage as in 2009, and it increased by 15 percentage points from 23% in 2005.

Exactly one fifth (20%) of respondents claimed time was a barrier preventing participation in sport and active recreation, representing a decline of 26 percentage points from the 46% recorded in 2005.

Table 38: Barriers preventing residents from participating in sport and active recreation

	2003 %	2005 %	2007 %	2009 %	2011 %
Health reasons	31	25	31	39	49
Too old to get involved	-	23	36	38	38
Time	40	46	33	22	20
Lack of motivation	21	17	13	13	17
Activities are too expensive	23	21	22	12	13
I feel that I will not be good at the activities	6	6	7	5	10
I do not have anyone to go with	6	10	13	7	9
Difficulties with transport	5	6	6	6	7
Lack of information	7	7	8	7	6
Lack of childcare	5	7	5	5	3
Lack of provision / opportunities	10	7	8	2	1
Other	18	11	7	15	6
Base:	(311)	(332)	(246)	-	(69)

4.6.5 Which sports and leisure services in the District residents have heard of, ever used or are likely to use in the future

Over three quarters (76%) of those surveyed had heard of the Race for Life. Just over half (51%) had heard of play areas maintained by SDC, and over a quarter (26%) of residents had used them. Four in ten respondents (44%) had heard of activities for older adults, yet 9% had used them, although over a fifth (21%) stated they would like to use them if they could. Although 43% of residents had heard of sport and leisure, over half (58%) said it was not applicable. Similarly, four in ten had heard of the skate park, yet just less than two thirds (66%) stated it was not applicable. Interestingly, less than one fifth (18%) of those surveyed had heard of the Exercise Referral Scheme.

Table 39: Which sports and leisure services in the District residents have heard of, ever used or are likely to use in the future

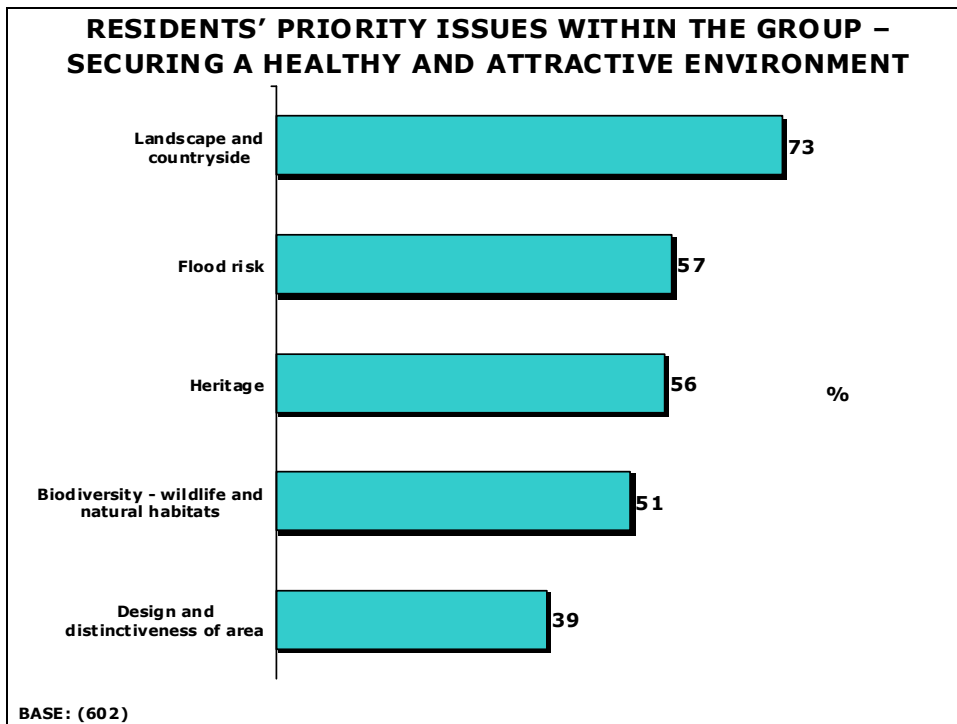
	Base %	Heard of %	Ever used/ done %	Like to use if I could %	N/A %
Race for Life (5km fun run)	(491)	76	12	6	31
Play areas maintained by SDC	(408)	51	26	1	44
Activities for older adults, e.g. bowls, walks	(397)	44	9	21	41
Sport and leisure activities during school holidays as detailed in the Hi Five leaflet	(408)	43	11	5	58
Skate Park	(363)	42	4	1	66
Sports coaching sessions, e.g. basketball, short tennis, football	(356)	34	9	8	61
Advice on lottery and other grants to clubs	(318)	32	8	7	64
Information / advice service for sports development	(309)	26	6	9	67
Exercise Referral Scheme	(284)	18	4	12	73

4.7 Future Development in the District

4.7.1 What residents think are the priority issues within the group – securing a healthy and attractive environment

Almost three quarters (73%) of those surveyed stated: "landscape and countryside" as a priority issue within the group – securing a healthy and attractive environment. Six in ten (57%) cited: "flood risk" and 56% named: "heritage". Just over half (51%) quoted: "biodiversity – wildlife and natural habitats". Four in ten said: " design and distinctiveness of area".

Chart 29:



Significantly, seven in ten of both Alcester / Bidford residents (69%) and Wellesbourne / Kineton residents (68%), compared to less than a half (46%) of Southam residents, felt that "flood risk" was a priority issue within the group – securing a healthy and attractive environment.

Three fifths (62%) of Henley / Studley residents, versus 43% of Southam residents, cited "heritage" as a priority issue.

Seven in ten Southam residents (71%), as opposed to 43% of Stratford residents, stated "biodiversity – wildlife and natural habitats" as a priority issue.

Over half of Stratford residents (57%), in contrast to just over a quarter (26%) of Southam residents, named "design and distinctiveness of area" as a priority issue.

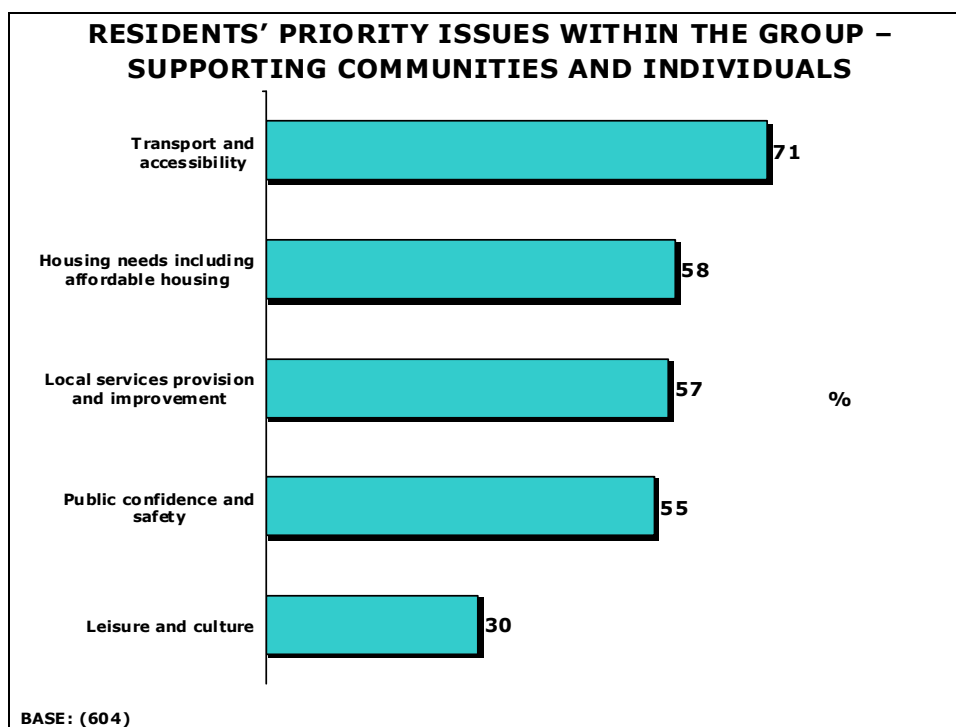
Table 40: Residents' priority issues within the group – securing a healthy and attractive environment

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Landscape and countryside	69	76	77	71	70	74
Flood risk	69	50	63	46	50	68
Heritage	57	62	51	43	58	54
Biodiversity – wildlife and natural habitats	51	54	47	71	43	56
Design and distinctiveness of area	32	39	35	26	57	31
Base: (All Respondents)	(87)	(74)	(79)	(72)	(145)	(72)

4.7.2 What residents think are the priority issues within the group – supporting communities and individuals

Seven out of ten of those surveyed (71%) thought “transport and accessibility” was a priority issue within the group – supporting communities and individuals. Six out of ten (58%) cited: “housing needs including affordable housing”; and 57% quoted: “local services provision and improvement”. Over half (55%) said: “public confidence and safety”; and a three in ten (30%) stated: “leisure and culture”.

Chart 30:



Almost four fifths (79%) of those living in the Wellesbourne / Kineton locality, as opposed to 60% of Southam residents, said "transport and accessibility" was a priority issue within the group – supporting communities and individuals.

Seven in ten Wellesbourne / Kineton residents (71%), versus just over a half (51%) of those living in the Henley / Studley locality, cited "housing needs including affordable housing" as a priority issue.

66% of Wellesbourne / Kineton residents, compared to 51% of Stratford residents, stated "local services provision and improvement" as a priority issue.

Four in ten (40%) Stratford residents, in contrast to 18% of Southam residents and 19% of Wellesbourne / Kineton residents, named "leisure and culture" as a priority issue.

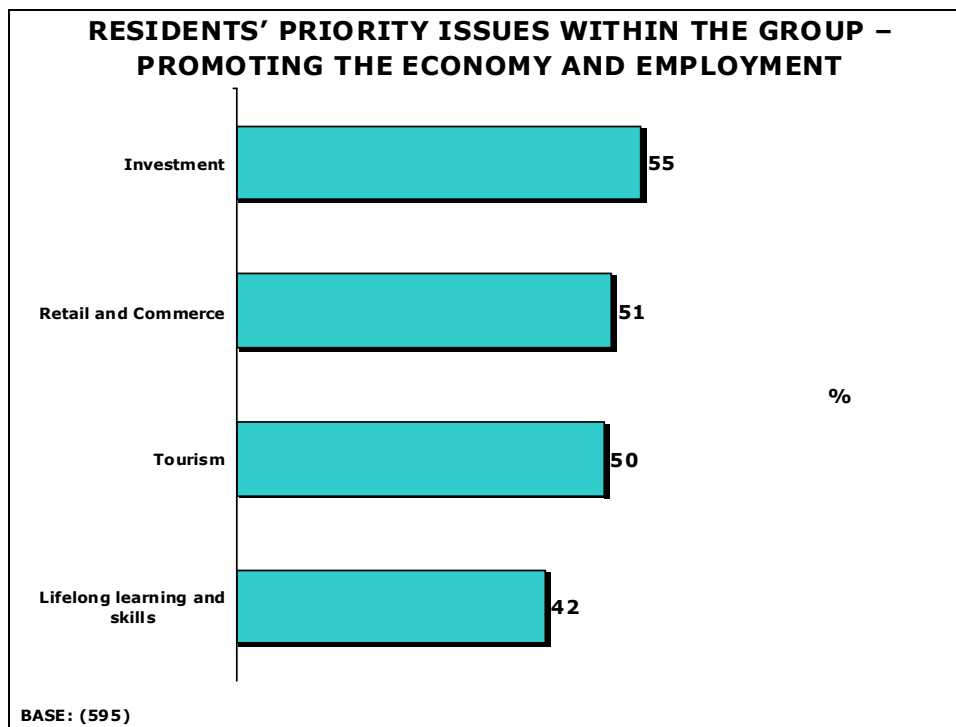
Table 41: Residents' priority issues within the group – supporting communities and individuals

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Transport and accessibility	70	62	73	60	78	79
Housing needs including affordable housing	59	51	56	65	54	71
Local services provision and improvement	57	61	52	57	51	66
Public confidence and safety	58	58	58	63	49	50
Leisure and culture	25	32	28	18	40	19
Base: (All Respondents)	(88)	(74)	(79)	(72)	(148)	(70)

4.7.3 What residents think are the priority issues within the group – promoting the economy and environment

Over half (55%) of those surveyed felt “investment” was a priority issue within the group – promoting the economy and employment. 51% cited: “retail and commerce” and exactly half (50%) stated: “tourism”. Four in ten (42%) named “lifelong learning and skills”.

Chart 31:



Six in ten (60%) Shipston residents, versus 39% of Southam residents, stated “retail and commerce” as a priority issue within the group – promoting the economy and environment.

Over half of Stratford residents (54%), as opposed to 37% of Southam residents, named “tourism” as a priority issue.

61% of Southam residents, compared to 32% of those living in the Henley / Studley locality, cited “lifelong learning and skills” as a priority issue.

Table 42: Residents’ priority issues within the group – promoting the economy and environment

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Investment	59	65	51	51	51	54
Retail and commerce	47	50	60	39	53	55
Tourism	42	53	50	37	54	51
Lifelong learning and skills	42	32	38	61	38	46
Base: (All Respondents)	(88)	(74)	(78)	(70)	(146)	(69)

4.7.4 Residents' comments about District wide issues that should be addressed by the Core Strategy

218 comments were made regarding District wide issues that should be addressed by the Core Strategy, as per the table below.

17% of residents wanted improvements to public transport, 15% wanted an improvement in the level of traffic congestion, and 13% mentioned housing issues.

Table 43: Residents' comments about District wide issues that should be addressed by the Core Strategy

	%
Improve public transport, make it affordable, it is poor in evenings, invest in a bus station (preferably near railway station or leisure centre)	17
Improve traffic congestion / one way system / speeding	15
Loss of heritage / loss of uniqueness / planning not in line with history of town, get town back to market town, invest to make town more attractive, etc.	13
Housing, including affordable housing, takeover empty homes, rural housing for older people, etc.	11
Ensure adequate investment in infrastructure to support additional houses including sufficient school places, sports facilities, cycle tracks, running tracks, effect on NHS, transport, preserve libraries	10
Address empty shops / people in doorways / invest in retail in town centre and in villages/ develop support for community co-operatives	10
Support for business start-ups, address business rates, encourage local business, make district an attractive place for businesses to relocate to	10
Consider free parking or less expensive parking	7
Investment in young people, youth clubs, better facilities, etc.	7
Investment in employment opportunities / training, encourage volunteering, etc.	6
Improve policing, more police, re-instate local police stations	6
Inclusion for all / facilities for younger / older / minority groups / disabled / taxis	5
Stratford should not always be top of the list / other villages should be considered when planning new things / more info to outlying villages	4
Promote tourism / professionally run TIC to provide quality service to tourists / promote Stratford as a festival venue	3
Preserve green spaces – don't build on green / sports sites / tidy grass verges	3
Balance locals / tourists needs	3
Stop building new houses / too many houses	3
Street cleanliness / reduce litter / fly tipping	3
Deal with areas of waste land / boarded up buildings, etc.	2
Pedestrian areas	2
Improve state of footpaths / roads / potholes across the District / better road maintenance	2
Flood prevention	2
Encourage good community spirit, welcome newcomers, retain District as good place to live and work, etc.	2
Warwick hospital could use Stratford and Alcester eye hospitals reducing transportation	1
Enforcement of planning	1
Maintain / improve environment	1
Don't waste money e.g. Bancroft Gardens / renewal of park	1
Adapt development in response to climate change / sustainable development	1
No ideas / unaware of core strategy	2
Other	12
Base:	(218)

4.7.5 Residents' comments about any other issues in their local town or village

246 comments were supplied from residents regarding other issues in their local town or village and these are listed in Appendix 8.

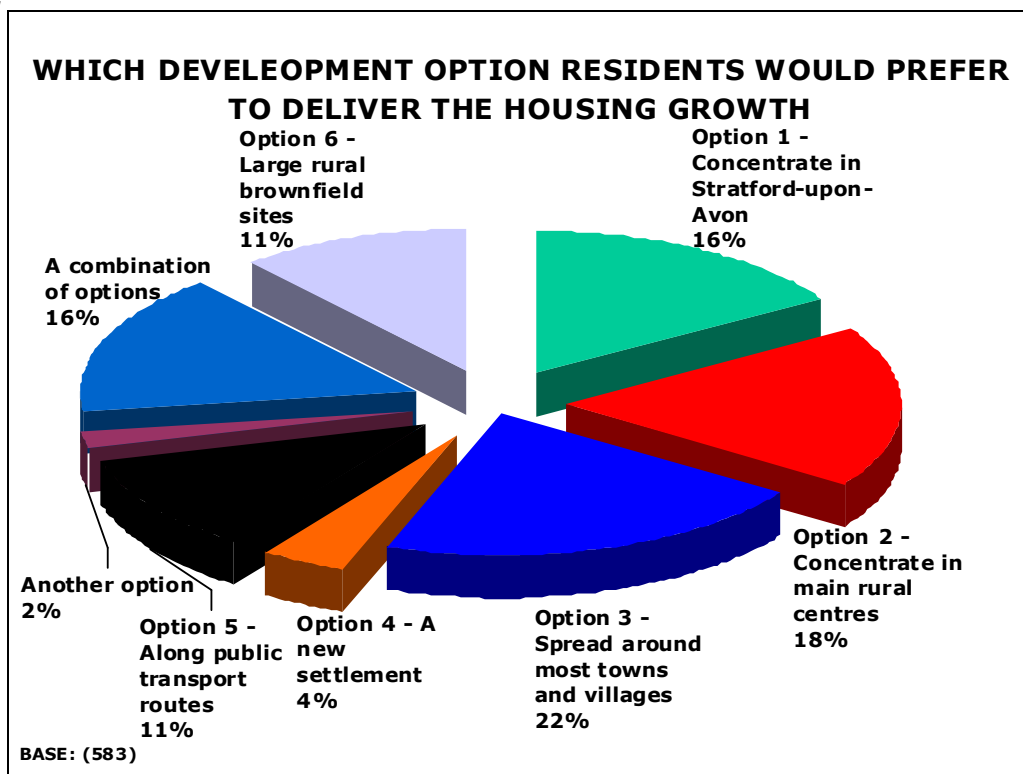
4.7.6 Residents' preferred development options to deliver housing growth

Just over a fifth (21%) of those surveyed preferred option 3 to deliver housing growth. (Option 3 – Spread around most towns and villages). Just under a fifth (18%) were in favour of option 2. (Option 2 – Concentrate in main rural areas). 16% chose option 1. (Option 1 – Concentrate in Stratford-upon-Avon).

44 comments were made regarding another option and these can be found in Appendix 9.

Furthermore, 104 comments were made with reference to a combination of options, as per Appendix 10.

Chart 32:



By locality, almost a quarter (24%), of Shipston residents, versus 6% of Southam residents, preferred Option 1.

Three in ten (26%) of Southam residents, as opposed to 13% of Shipston residents, preferred Option 2.

Almost a third (31%) of those living in the Wellesbourne / Kineton locality, compared to 5% of Alcester / Bidford residents, preferred Option 3.

Table 44: Which development option residents would prefer to deliver the housing growth

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Option 1	22	8	24	6	11	16
Option 2	25	17	13	26	15	14
Option 3	5	23	20	28	21	31
Option 4	7	6	5	0	3	7
Option 5	14	10	15	10	15	6
Option 6	11	18	8	13	8	10
Another option	1	0	4	3	4	0
A combination of options	15	18	11	13	23	16
Base: (All Respondents)	(85)	(71)	(75)	(68)	(142)	(70)

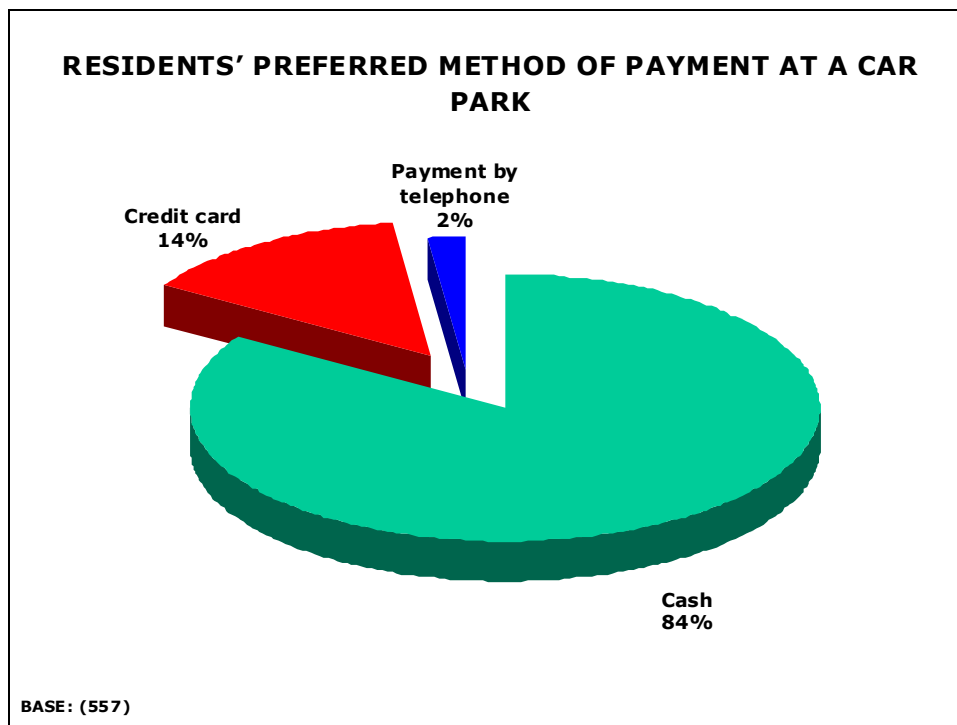
433 comments were supplied by respondents as to reasons for their choice of development option and these are listed in Appendix 11.

4.8 Parking

4.8.1 Residents' preferred method of payment at a car park

Over four fifths (84%) of those surveyed stated cash as their preferred payment method at a car park. 14% cited credit card and 2% said payment by telephone, as illustrated by the following chart.

Chart 33:



Locality analysis shows that 91% of those living in the Southam locality, versus 82% of those living in Alcester / Bidford, prefer paying by cash at a car park. 16% of Alcester / Bidford residents, as opposed to 9% of Southam residents, stated credit card as their preferred method of payment at a car park.

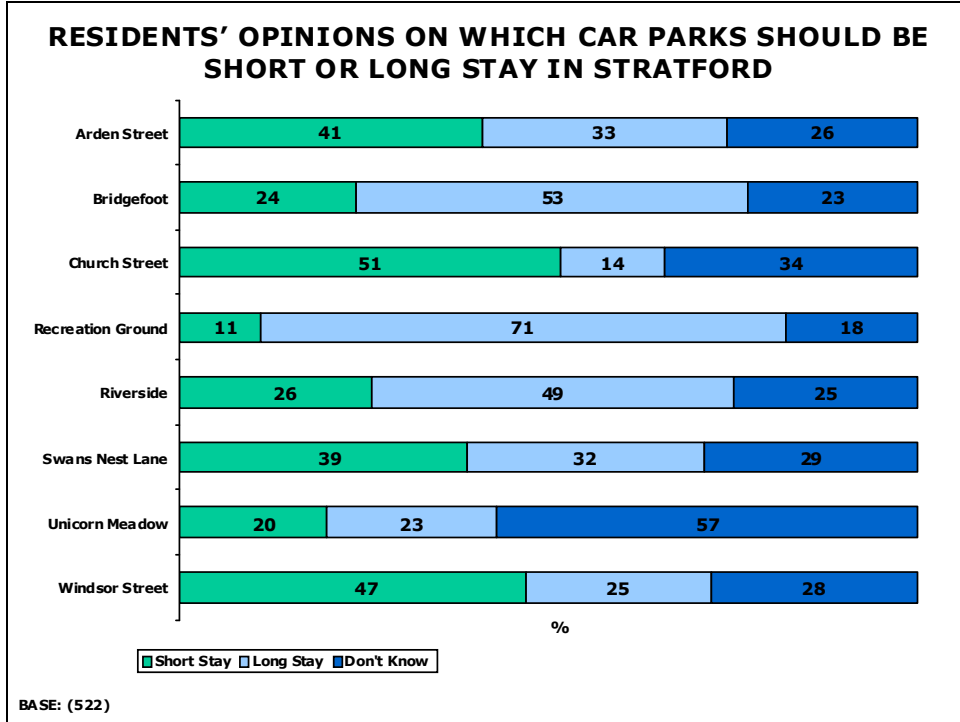
Table 45: Residents preferred method of payment at a car park

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Cash	82	86	81	91	86	87
Credit card	16	14	15	9	11	12
Payment by telephone	2	0	4	0	2	1
Base: (All Respondents)	(83)	(72)	(73)	(69)	(125)	(67)

4.8.2 Which car parks should be short or long stay in Stratford

Almost three quarters (71%) of those surveyed felt that the Recreation Ground should be long stay, as opposed to 14% of respondents thinking Church Street should be long stay. Just over half (51%) felt that Church Street should be short stay, compared to 11% of respondents thinking the Recreation Ground should be short stay. The chart below represents residents' opinions on which car parks should be short or long stay in Stratford.

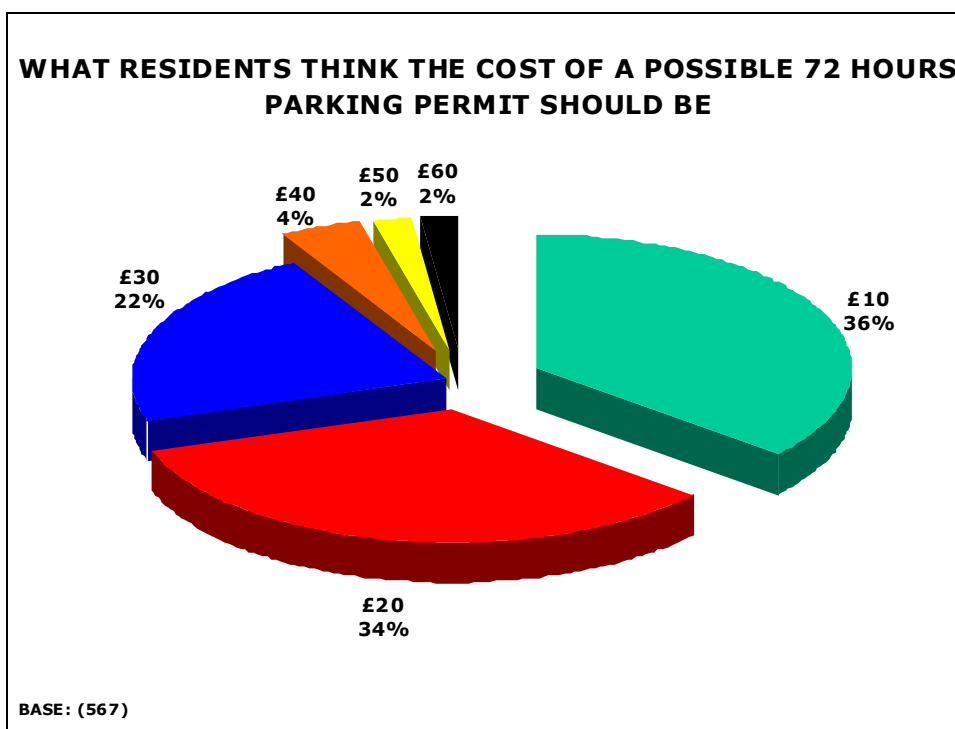
Chart 34:



4.8.3 72 hours parking permit for visitors

Four in ten (36%) of respondents thought the cost of a possible 72 hours parking permit should be £10. Just over a third (34%) cited £20. Just over a fifth (22%) said £30.

Chart 35:



Analysis by locality reveals that almost half (47%) of those living in Stratford, compared to 28% of those living in the Henley / Studley locality thought the cost of a possible 72 hours parking permit should be £10. Four in ten (41%) Henley / Studley residents, as opposed to 28% of those living in Stratford were of the opinion it should be £20. Three in ten (31%) Southam residents, versus 16% of Stratford residents, thought it should be £30.

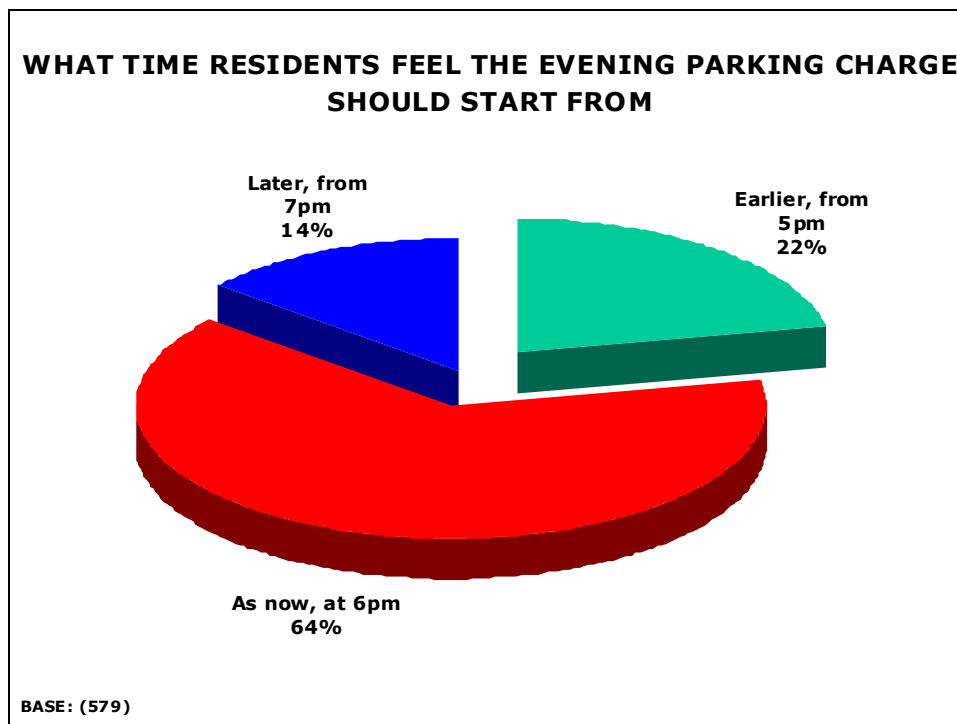
Table 46: What residents think the cost of a possible 72 hours parking permit should be

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
£10	34	28	36	33	47	31
£20	33	41	35	30	28	33
£30	23	23	27	31	16	25
£40	6	4	0	4	2	8
£50	2	3	1	0	2	3
£60	1	1	1	1	4	0
Base: (All Respondents)	(82)	(71)	(75)	(67)	(135)	(64)

4.8.4 Evening parking charges

Almost two thirds (64%) of those surveyed felt the evening parking charge should start from 6pm as it does now. Over a fifth (22%) thought it should be earlier, from 5pm, and 14% said later, from 7pm.

Chart 36:



Locality analysis shows that three in ten (30%) Alcester / Bidford residents, versus 14% of those living in the Wellesbourne / Kineton locality, felt that the evening parking charge should start earlier than it does now, from 5pm. Significantly, seven out of ten respondents living in both Stratford (68%) and Wellesbourne / Kineton (67%), as opposed to 58% of those living in Shipston, thought it should stay as it is now, at 6pm. Interestingly a fifth of those living in both Southam (19%) and Wellesbourne / Kineton (19%), compared to 8% of Alcester / Bidford residents, were of the opinion that it should be later than it is now, from 7pm.

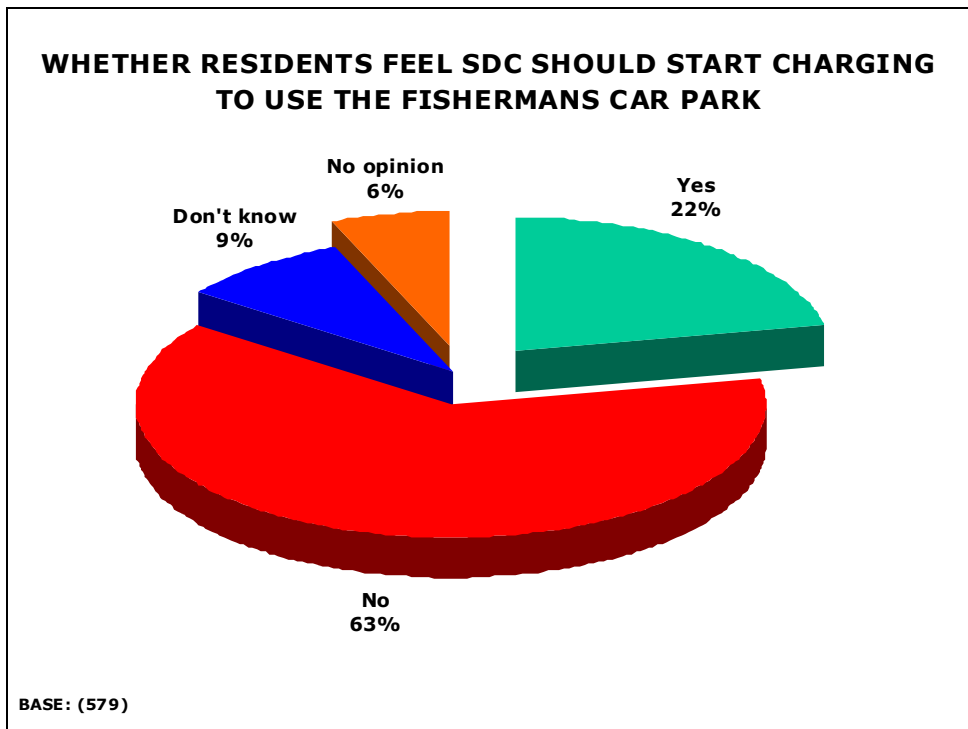
Table 47: What time residents feel the evening parking charge should start from

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Earlier, from 5pm	30	26	28	17	17	14
As now, at 6pm	62	64	58	64	68	67
Later, from 7pm	8	10	14	19	15	19
Base: (All Respondents)	(84)	(73)	(76)	(69)	(137)	(69)

4.8.5 Fishermans Car Park

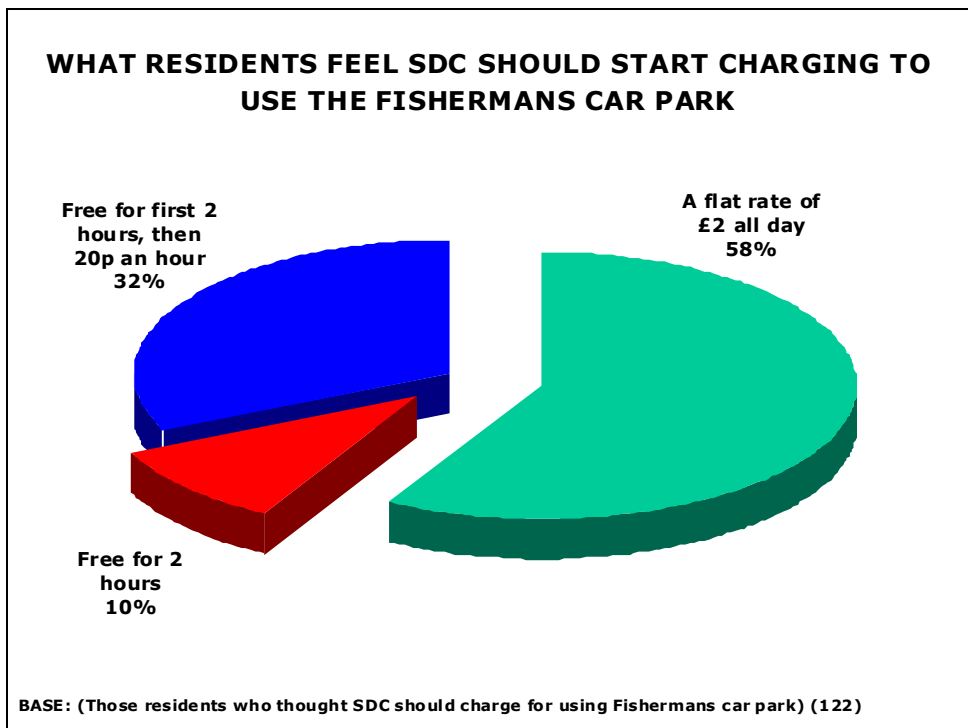
Significantly, six out of ten respondents (63%) felt that SDC should not start charging to use the Fishermans car park, compared to just over a fifth (22%) thought SDC should.

Chart 37:



22% felt SDC should charge people to use the Fishermans car park, and over half (58%) thought it should be a flat rate of £2 all day. Almost a third (32%) believed it should be free for the first 2 hours and then 20p an hour, and 10% thought it should be free for 2 hours, as the following chart illustrates.

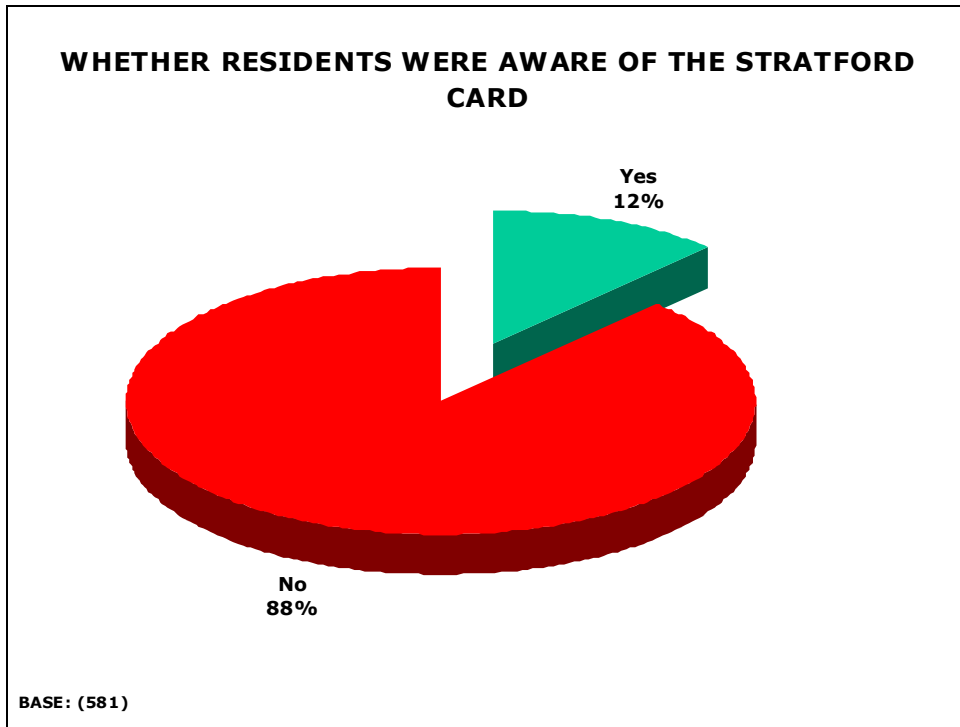
Chart 38:



4.8.6 Stratford Card

Significantly, nine out of ten residents (88%) were not aware of the Stratford Card as the following chart shows.

Chart 39:



Analysis by locality reveals that nearly all those living in the Southam locality (97%), versus 83% of Stratford residents, were not aware of the Stratford Card.

Table 48: Whether residents were aware of the Stratford Card

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Yes	12	7	12	3	17	12
No	88	93	88	97	83	88
Base: (All Respondents)	(83)	(72)	(78)	(69)	(141)	(67)

Of the 12% who were aware of the Stratford card, exactly four fifths (80%) of them, said they did not use it.

Chart 40:

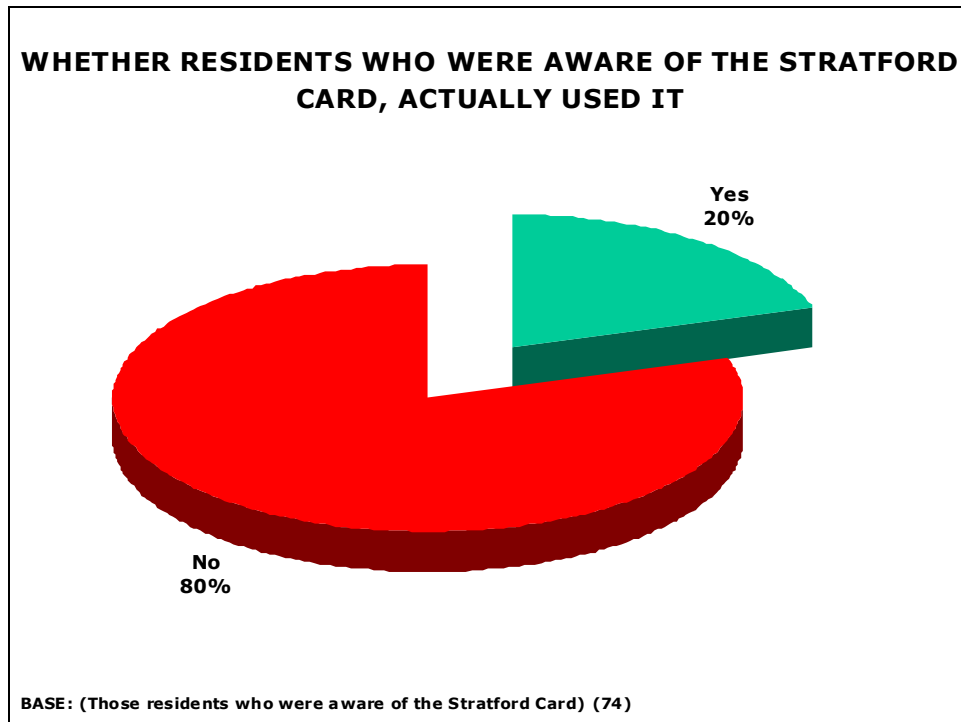


Table 49: Whether residents who were aware of the Stratford Card, actually used it

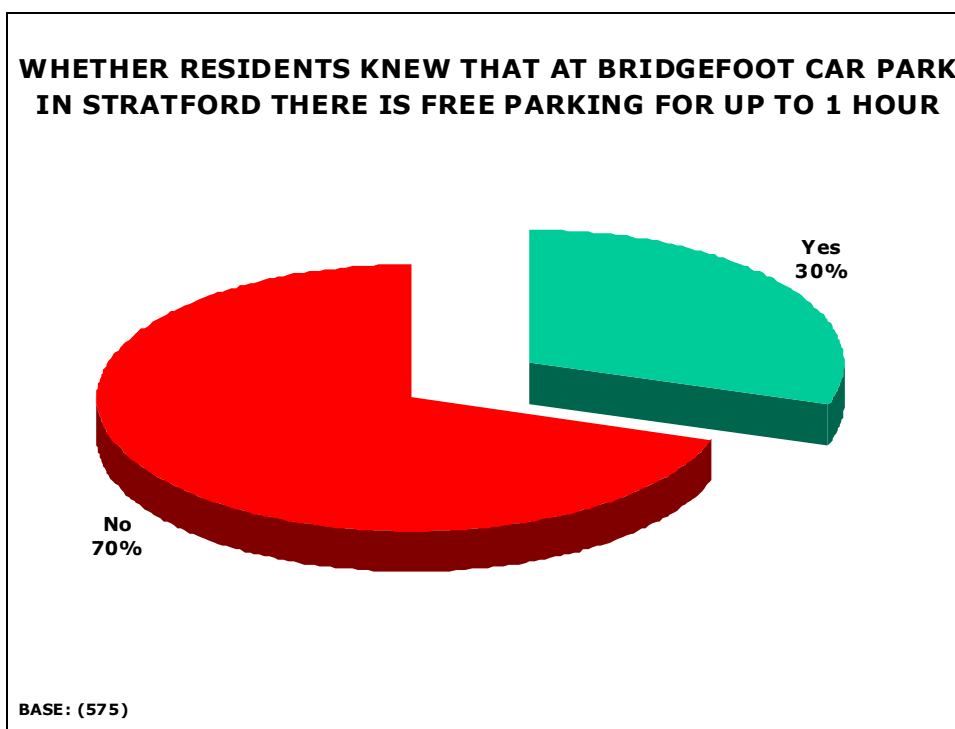
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Yes	22	17	30	0	9	20
No	78	83	70	100	91	80
Base: (All Respondents)	(9)	(6)	(10)	(2)	(22)	(10)

Residents who used the Stratford Card were further questioned as to how they thought it could be improved: 12 comments were made, as listed in Appendix 12.

4.8.7 Free parking at Bridgefoot

Notably, seven out of ten respondents (70%) did not know that at Bridgefoot car park in Stratford-upon-Avon there is free parking for up to one hour.

Chart 41:



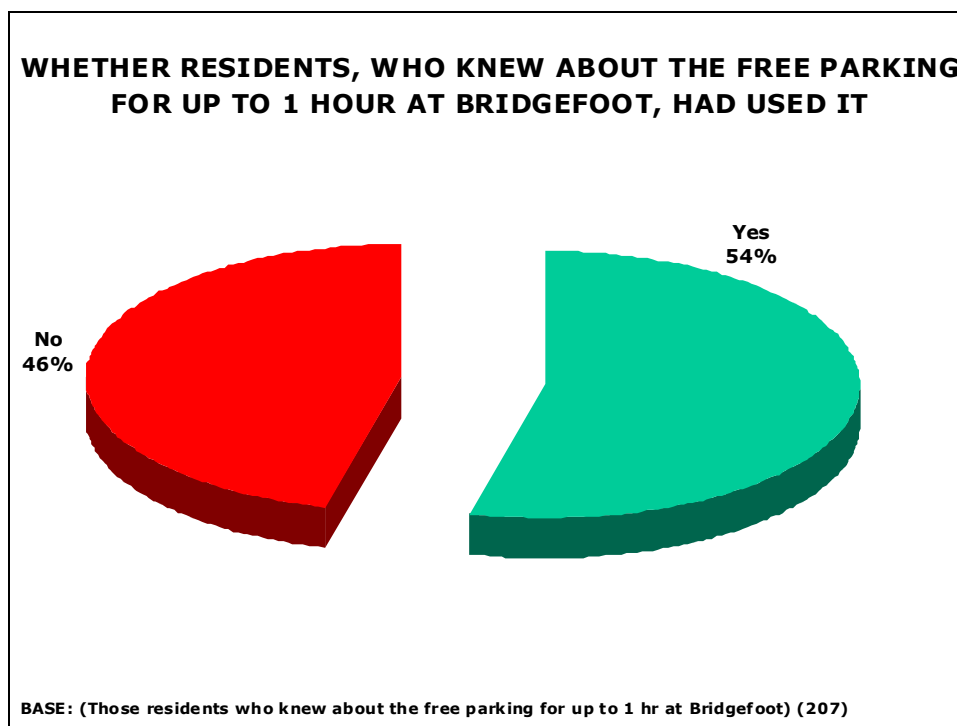
Analysing results by locality illustrates that nine out of ten Southam residents (93%) and Henley / Studley residents (86%) did not know that there is free parking for up to one hour at Bridgefoot, as opposed to 58% of Stratford residents who did not know.

Table 50: Whether residents knew that at Bridgefoot car park there is free parking for up to one hour

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Yes	34	14	35	7	42	22
No	66	86	65	93	58	78
Base: (All Respondents)	(85)	(71)	(75)	(68)	(139)	(65)

Of the 30% who were aware of the free parking for up to one hour at Bridgefoot car park in Stratford, just over half (54%) stated they had used it.

Chart 42:



Analysing feedback according to locality demonstrates that, of those residents who knew about the free parking for up to one hour at Bridgefoot, 68% of Shipston residents had used it.

Table 51: Whether residents, who knew about the free parking for up to one hour at Bridgefoot, had used it

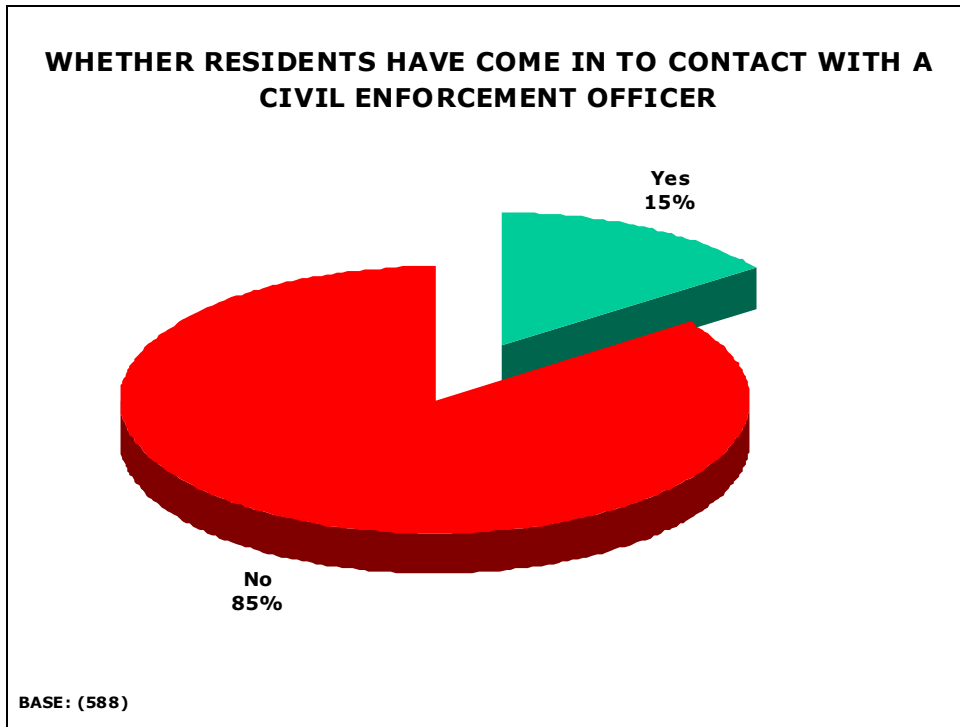
BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Yes	65	50	68	50	54	50
No	35	50	32	50	46	50
Base: (All Respondents)	(31)	(14)	(31)	(4)	(61)	(18)

Those residents, who stated they had not used the free parking for up to one hour at Bridgefoot, were asked what would make them consider using it: 66 comments were supplied, as per Appendix 13.

4.8.8 Experience of Civil Enforcement Officers

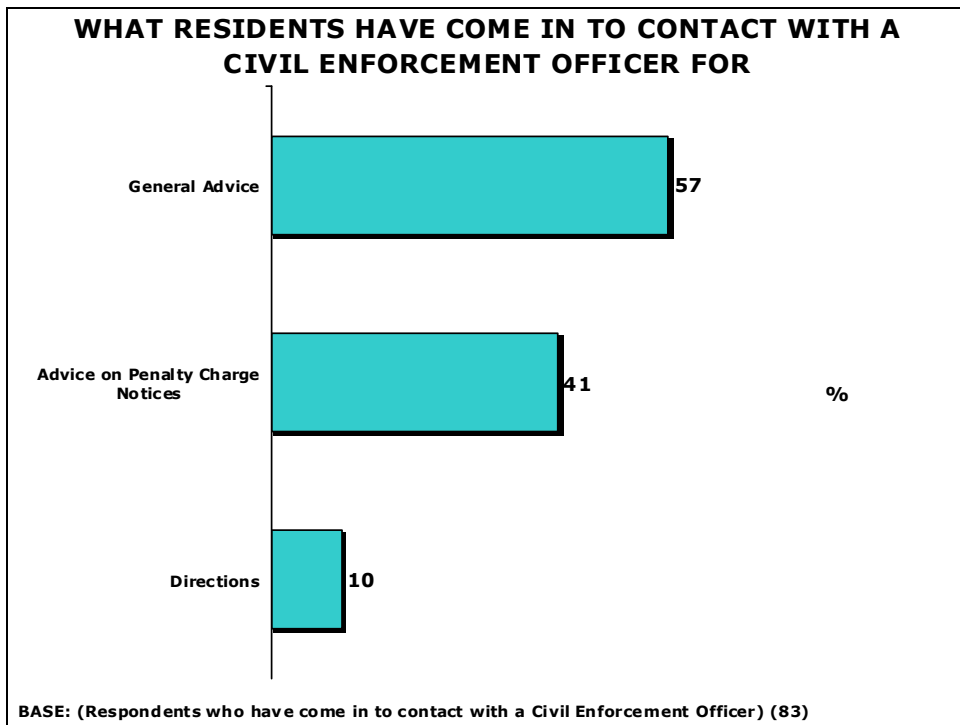
85% of those surveyed stated they had not come in to contact with a Civil Enforcement Officer.

Chart 43:



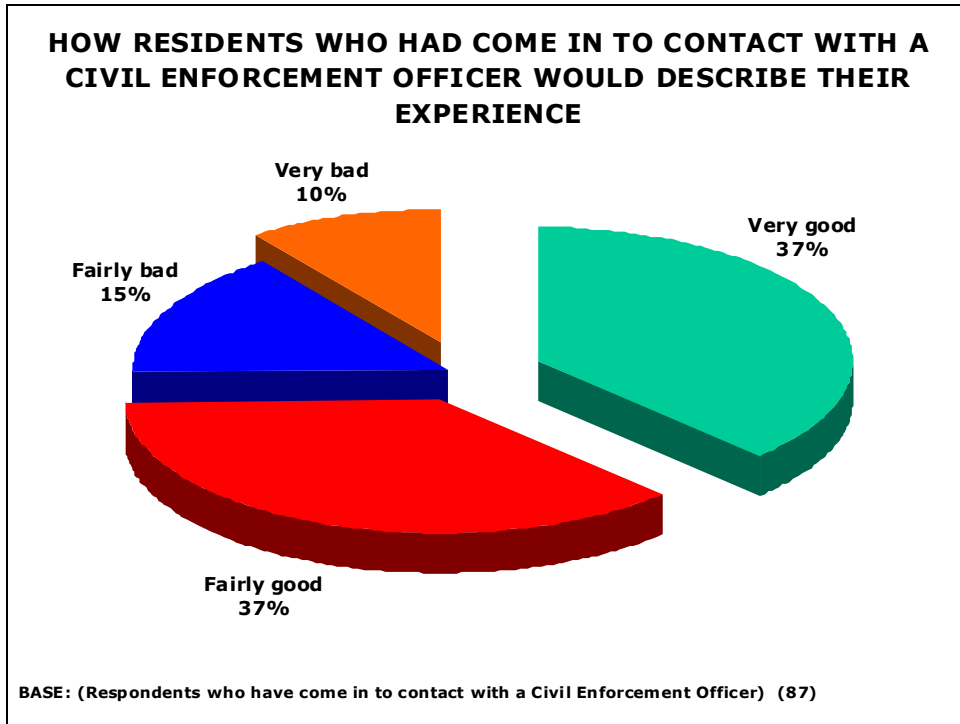
Of the 15% of residents who had come in to contact with a Civil Enforcement Officer, six out of ten (57%) said it was for general advice, 41% stated it was for advice on penalty charge notices, and 10% replied it was for directions.

Chart 44:



Those residents who had come in to contact with a Civil Enforcement Officer were further asked about how they would describe their experience. Almost three quarters (74%) said either very or fairly good, as opposed to a quarter (25%) who stated very or fairly bad.

Chart 45:

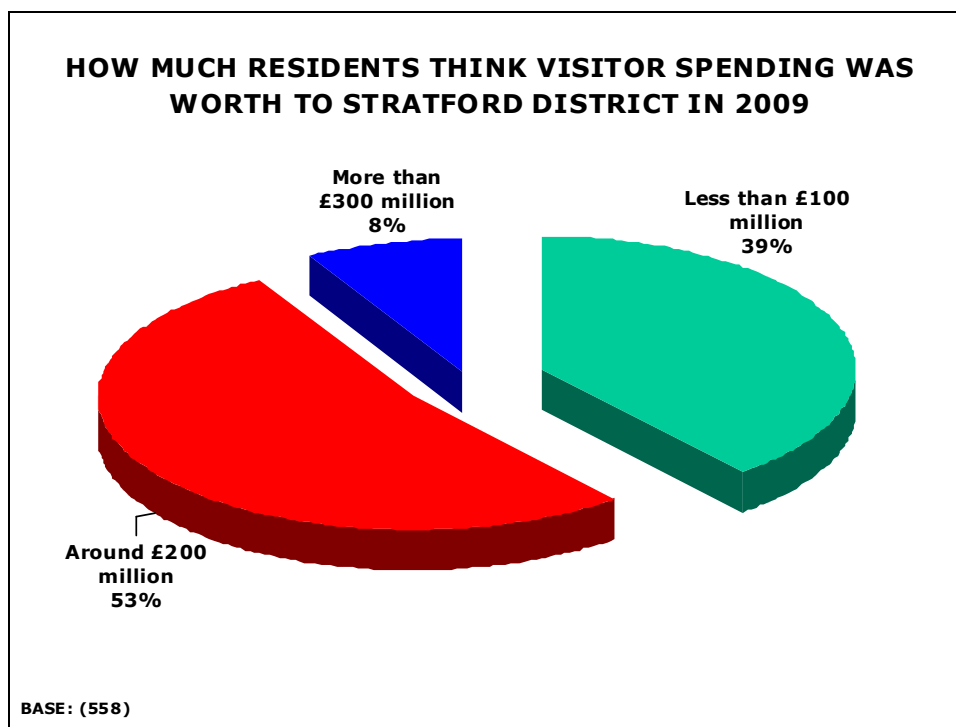


4.9 Tourism in Stratford District

4.9.1 Visitor spending in Stratford District in 2009

Over half of residents (53%) thought visitor spending was worth around £200 million to Stratford District in 2009. Four in ten (39%) believed it to be less than £100 million and 8% stated more than £300 million.

Chart 46:



Analysis of results by locality demonstrates that over half (52%) of Southam residents, versus less than a third (32%) of those living in the Alcester / Bidford locality, thought that visitor spending was worth less than £100 million to Stratford District in 2009. Significantly, six out of ten Wellesbourne / Kineton residents (62%), as opposed to 45% of those living in Southam, believed it to be around £200 million. 12% of those living in the Henley / Studley locality, compared to 3% of both Southam and Wellesbourne / Kineton residents, felt that it was worth more than £300 million.

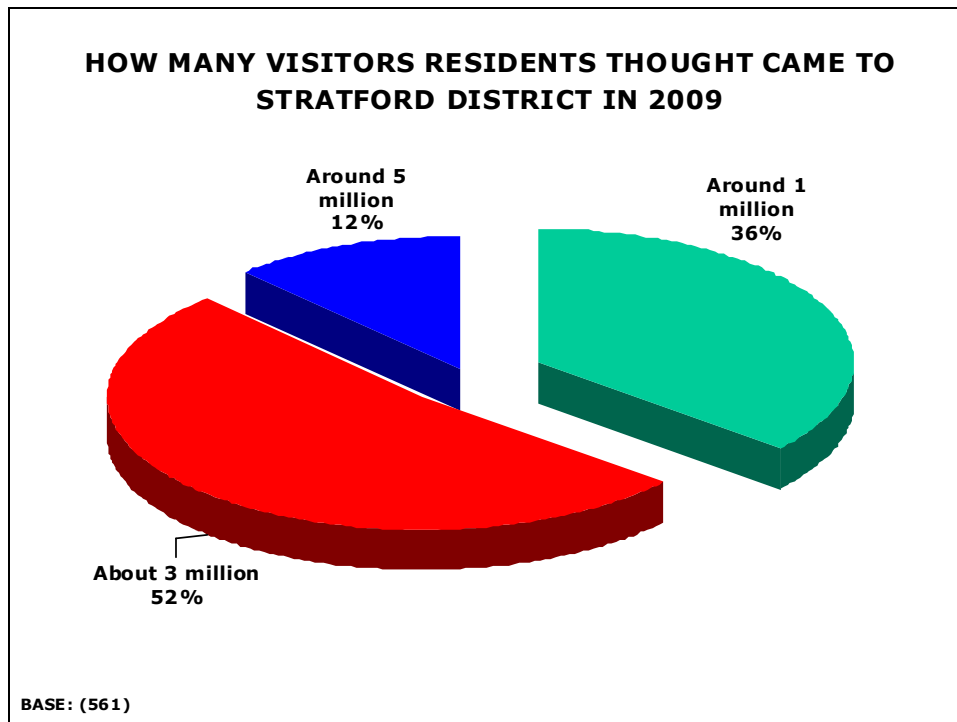
Table 52: How much residents think visitor spending was worth to Stratford District in 2009

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Less than £100 million	32	37	38	52	42	35
Around £200 million	58	51	54	45	51	62
More than £300 million	10	12	9	3	7	3
Base: (All Respondents)	(84)	(67)	(69)	(64)	(138)	(65)

4.9.2 Number of visitors to Stratford District in 2009

Over half of those surveyed (52%) thought about 3 million visitors came to Stratford District in 2009. Over a third (36%) believed it to be around 1 million and 12% stated around 5 million, as shown by the chart below.

Chart 47:



Locality analysis shows that six out of ten Alcester / Bidford residents, versus 45% of Stratford residents, thought that about 3 million visitors came to Stratford District in 2009. Four in ten Stratford residents (43%), as opposed to 31% of those living in the Alcester / Bidford locality, believed it to be around 1 million. Interestingly, almost a fifth (19%) of Shipston residents, compared to 8% of Southam residents, were of the opinion that it was around 5 million.

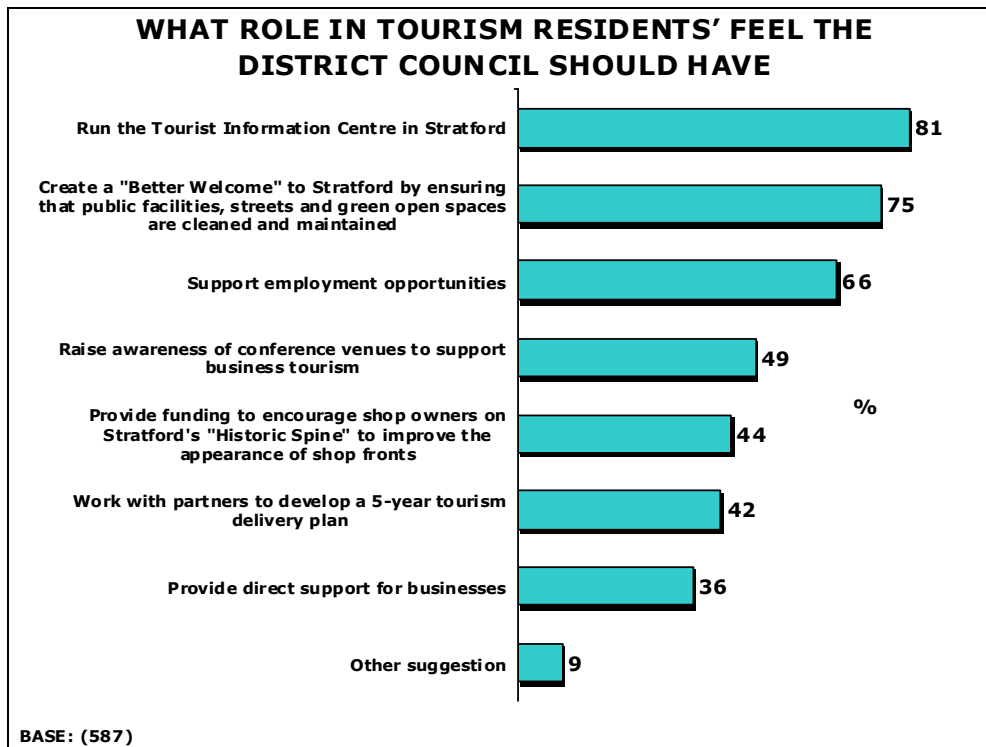
Table 53: How many visitors residents thought came to Stratford District in 2009

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Around 1 million	31	37	35	37	43	34
About 3 million	58	47	46	55	45	57
Around 5 million	11	16	19	8	12	9
Base: (All Respondents)	(84)	(68)	(68)	(65)	(139)	(67)

4.9.3 What role in tourism residents feel SDC should have

Over four fifths of respondents (81%) thought the District Council should run the Tourist Information Centre in Stratford. Exactly three quarters (75%) said it should create a "better welcome" to Stratford-upon-Avon by ensuring that public facilities, streets and green open spaces are cleaned and maintained. Just under two thirds (66%) felt it should support employment opportunities. Slightly under a half of those surveyed (49%) believed it should support awareness of conference venues to support business tourism. 44% were of the opinion that it should provide funding to encourage shop owners on Stratford's "Historic Spine". Four in ten (42%) favoured working with partners to develop a 5-year tourism delivery plan. The following graph displays feedback received.

Chart 48:

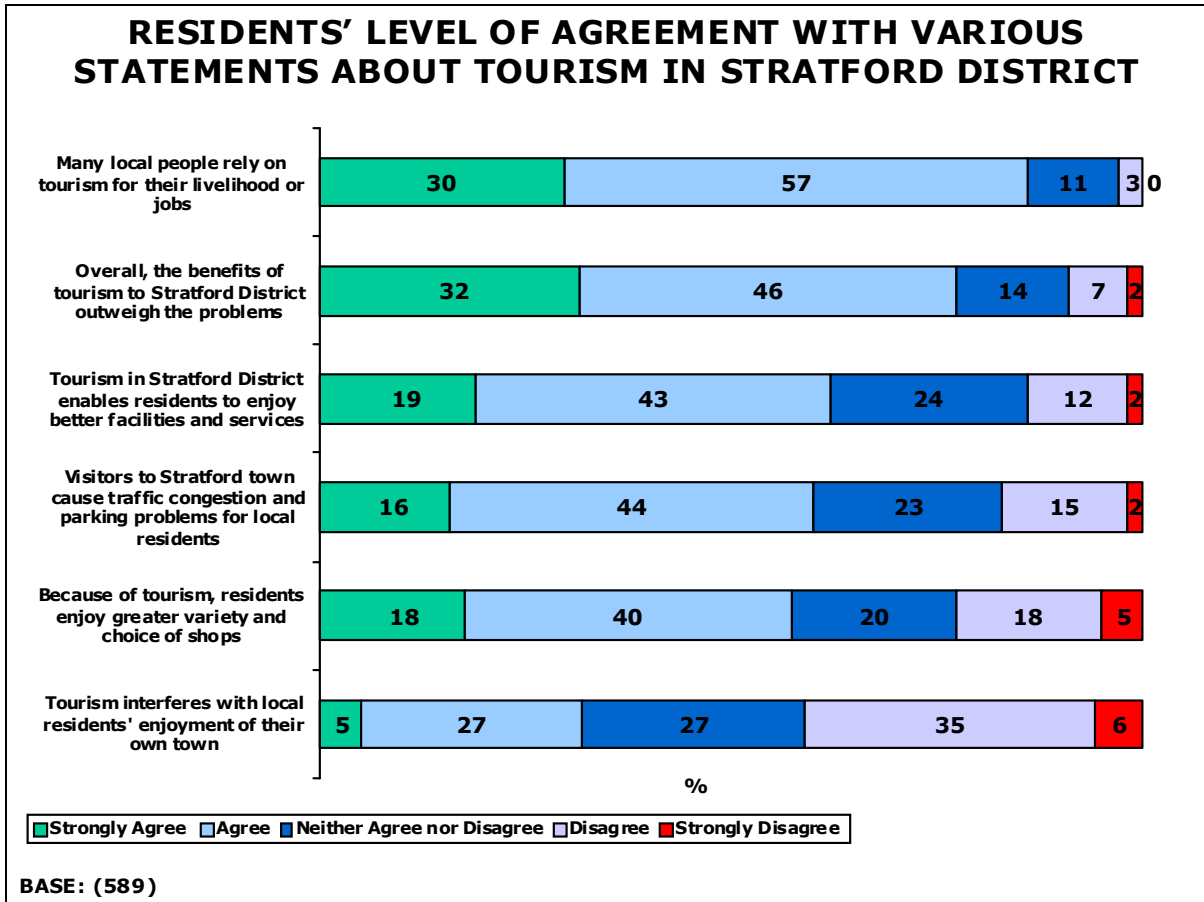


116 comments were supplied by the 9% of those surveyed who stated other suggestion and these are listed in Appendix 14.

4.9.4 Tourism in Stratford District in general

Nine out of ten respondents (87%) agreed or strongly agreed with the statement: "Many local people rely on tourism for their livelihood or jobs". Over three quarters (78%) of those surveyed were in agreement with the statement: "Overall, the benefits of tourism to Stratford District outweigh the problems". Six in ten residents (62%) agreed with: "Tourism in Stratford District enables residents to enjoy better facilities and services". Exactly three fifths (60%) agreed or strongly agreed with the phrase: "Visitors to Stratford town cause traffic congestion and parking problems for local residents". Over half (58%) of those surveyed agreed with the statement: "Because of tourism, residents enjoy a greater variety and choice of shops". 41% disagreed with: "Tourism interferes with local residents' enjoyment of their own town".

Chart 49:

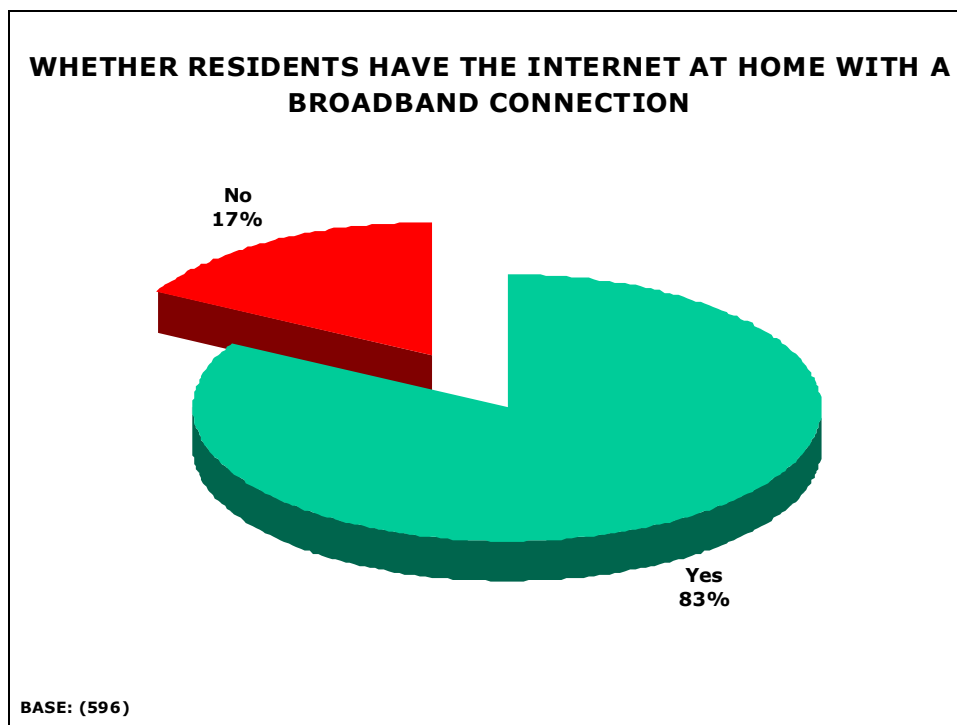


4.10 Broadband

4.10.1 Broadband connection at home

83% of respondents stated they did have the internet at home with a broadband connection.

Chart 50:



Analysing results by locality reveals that exactly a third (33%) of Southam residents, versus 13% of Shipston residents do not have the internet at home with a broadband connection.

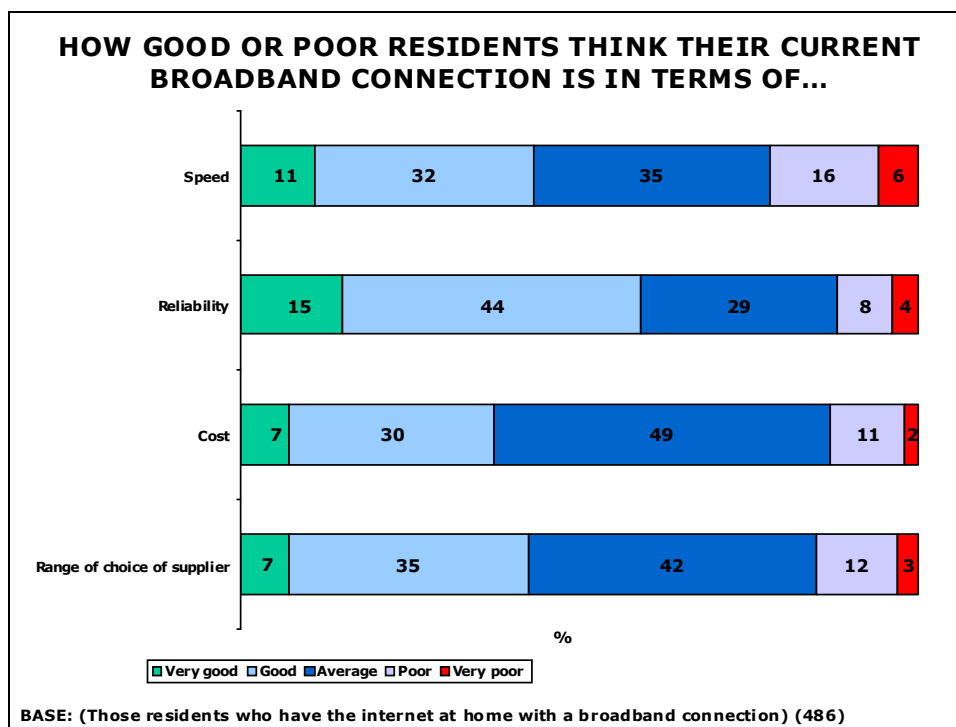
Table 54: Whether residents have the internet at home with a broadband connection

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Yes	86	81	87	67	77	86
No	14	19	13	33	23	14
Base: (All Respondents)	(87)	(73)	(78)	(72)	(144)	(71)

4.10.2 Current broadband connection in terms of speed, reliability, cost and range of choice of supplier

Significantly, over a fifth (22%) of those surveyed thought the speed of their current broadband connection was either poor or very poor. Almost three fifths (59%) of respondents believed the reliability of their connection to be good or very good. Four in ten (37%) felt the cost was good or very good, and 42% were of the opinion that the range of choice of supplier was good or very good.

Chart 51:



Analysing results by locality reveals that over half (53%) of Southam residents and 51% of Stratford residents, compared to 28% of those living in Shipston, and 29% of Henley / Studley residents, think that the speed of their broadband is either good or very good.

Table 55: How good or poor residents think their current broadband connection is in terms of speed

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Very good	12	5	4	20	9	13
Good	31	24	24	33	42	33
Average	36	38	41	20	39	30
Poor	12	28	24	13	8	22
Very poor	8	5	7	15	2	2
Base: (Respondents with broadband)	(74)	(58)	(68)	(46)	(109)	(60)

Locality analysis shows that exactly three quarters (75%) of those living in the Wellesbourne / Kineton locality, and 73% of Southam residents, as opposed to 41% of Henley / Studley residents, think that their current broadband connection in terms of reliability is good or very good.

Table 56: How good or poor residents think their current broadband connection is in terms of reliability

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Very good	12	7	15	24	14	20
Good	44	34	37	49	44	55
Average	29	45	34	13	32	22
Poor	7	10	6	7	9	2
Very poor	8	3	7	7	1	2
Base: (Respondents with broadband)	(75)	(58)	(67)	(45)	(109)	(60)

In terms of cost, 43% of those living in the Stratford locality, versus 29% of those living in the Henley / Studley locality, think that their current broadband connection is good or very good.

Table 57: How good or poor residents think their current broadband connection is in terms of cost

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Very good	8	3	3	11	9	7
Good	27	26	28	29	34	33
Average	47	57	51	40	48	48
Poor	12	12	15	16	7	8
Very poor	5	2	3	4	1	3
Base: (Respondents with broadband)	(74)	(58)	(67)	(45)	(108)	(60)

Regarding the range of choice of supplier, six out of ten respondents (56%) who live in the Stratford locality, as opposed to exactly a third (33%) of those living in Shipston, believed it to be good or very good.

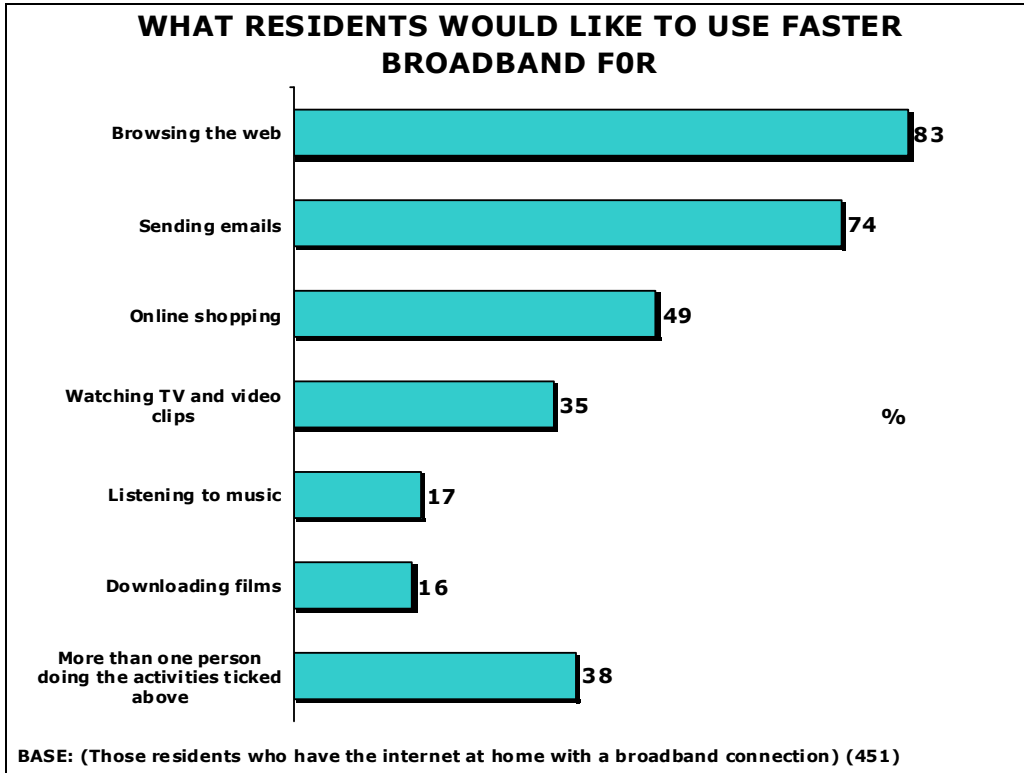
Table 58: How good or poor residents think their current broadband connection is in terms of the range of choice of supplier

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
	%	%	%	%	%	%
Very good	7	5	3	11	11	7
Good	32	35	30	30	45	32
Average	42	37	48	39	40	44
Poor	15	19	12	14	4	14
Very poor	4	4	7	7	0	3
Base: (Respondents with broadband)	(73)	(57)	(67)	(44)	(104)	(59)

4.10.3 What residents would like to use faster broadband for

Over four fifths (83%) of residents with broadband stated they would like to use faster broadband for browsing the web. Almost three quarters (74%) said for sending emails and just under a half (49%) cited online shopping.

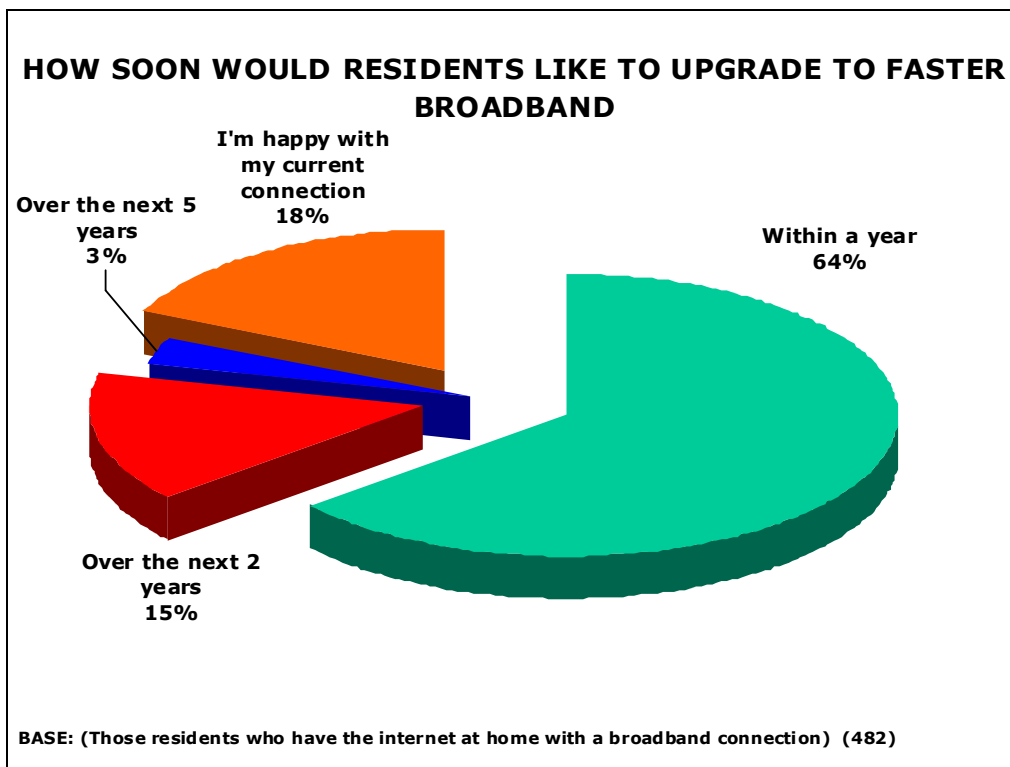
Chart 52:



4.10.4 Upgrade to faster broadband

Almost two thirds (64%) of those surveyed, who have the internet at home with a broadband connection, stated that if faster broadband became available in their area, they would like to upgrade to it within a year. Almost a fifth (18%) were happy with their current connection, and 15% stated over the next 2 years.

Chart 53:



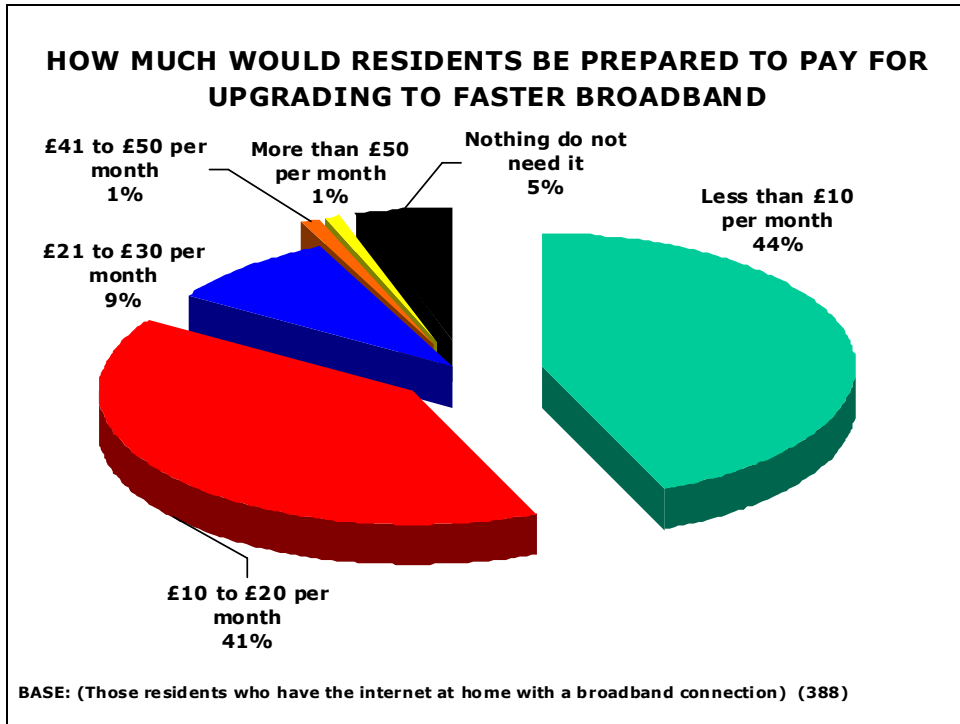
Analysis of feedback according to locality demonstrates that seven in ten Wellesbourne / Kineton residents (71%) and Shipston residents (70%), versus 57% of Stratford residents, would like to upgrade to faster broadband within a year. A fifth of Stratford residents wanted to upgrade over the next two years as opposed to 11% of Southam residents. Significantly, over a fifth (21%) of both Stratford and Henley / Studley residents, compared to 12% of Wellesbourne / Kineton residents, were happy with their current connection.

Table 59: How soon would residents like to upgrade to faster broadband

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Within a year	66	62	70	65	57	71
Over the next 2 years	16	10	12	11	20	14
Over the next 5 years	3	7	1	4	2	3
I'm happy with my current connection	15	21	16	20	21	12
Base: (Respondents with broadband)	(74)	(58)	(67)	(46)	(107)	(59)

When asked how much they would be prepared to pay for upgrading to faster broadband, 44% of respondents with broadband stated less than £10 per month, 41% said £10 to £20 per month and 9% cited £21 to £30 per month.

Chart 54:

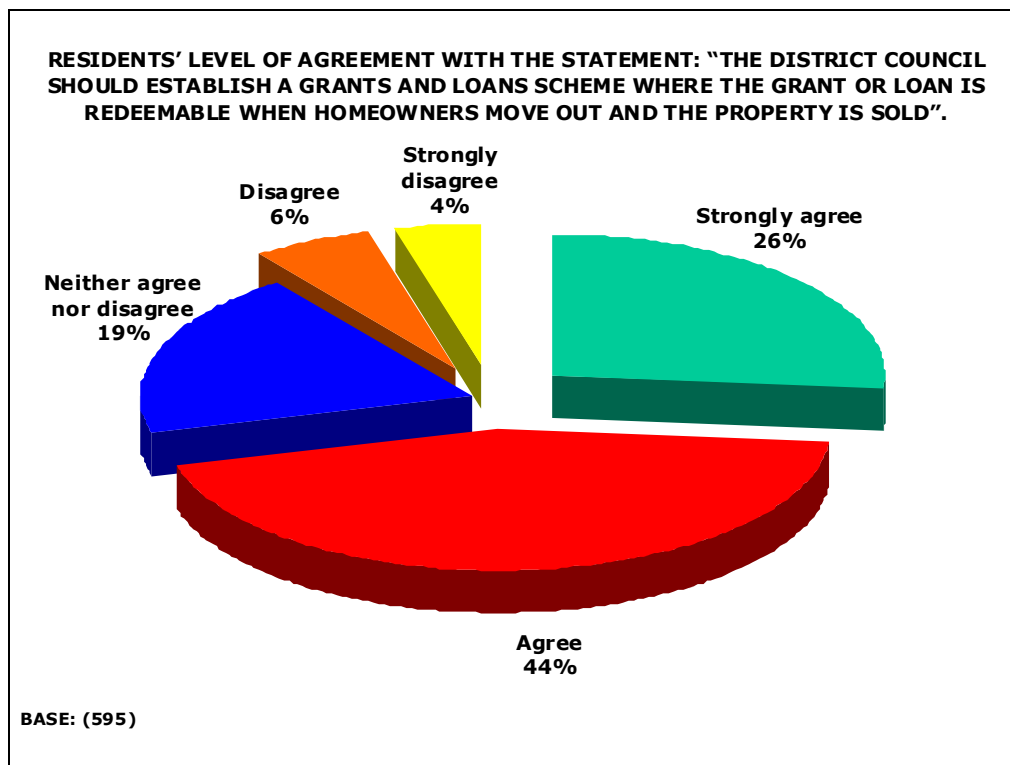


4.11 Independent Living

4.11.1 "The District Council should establish a grants and loans scheme where the grant or loan is redeemable when homeowners move out and the property is sold".

Significantly, seven in ten residents (70%) agreed with the statement: "the District Council should establish a grants and loans scheme where the grant or loan is redeemable when homeowners move out and the property is sold".

Chart 55:



Analysing results by locality shows that eight in ten (78%) of Shipston residents, compared to 65% of Southam residents, agreed or strongly agreed with the statement.

Table 60: Residents' level of agreement with the statement: "the District Council should establish a grants and loans scheme where the grant or loan is redeemable when homeowners move out and the property is sold".

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Strongly Agree	32	29	32	17	24	23
Agree	40	40	46	48	43	51
Neither agree nor disagree	18	23	13	20	20	14
Disagree	6	9	5	7	8	7
Strongly disagree	3	-	5	8	5	6
Base: (All Respondents)	(87)	(70)	(79)	(71)	(145)	(71)

APPENDICES

Appendix 1: Other reasons given by residents as to why they do not put their food waste in their green wheeled bin

142 comments

- Compost bin
- None wasted
- Do not have a green bin.
- I returned my green bin when I had an allotment. Now I am too frail to do an allotment I asked for it back. I was told it would cost £35, which I cannot afford.
- I put food waste such as vegetable peelings in compost.
- Too messy and we have very little food waste. Raw vegetable peelings go in compost bin instead.
- In hot weather food remains can smell and attract flies.
- Not necessary. Own compost bin when required.
- All green waste except meat goes in compost bin.
- Garden compost bins
- We use garden compost bin
- Compost everything
- Think it is unhygienic
- Because it can't be wrapped and may therefore get rotten and smelly.
- Don't have a green wheeled bin.
- Concern over hygiene
- Compost our raw food, no real cooked waste.
- I thought green bins were only for recycling garden waste.
- To deter vermin/foxes
- No food waste - use compost
- I don't have a green bin
- It begins to smell and rot when only collected fortnightly.
- I put it on compost heap.
- Gets too smelly after only a few days.
- Most of our food waste is composted.
- Compost it myself
- Give it to dogs or compost.
- Environmental issues.
- Got a composter.
- We have chickens.
- Don't have one.
- Do not have a green bin for garden waste I take it to the tip.
- No green wheeled bin provided.
- Use compost bin for raw waste, general bin for cooked food waste.
- Don't need to.
- Use own compost bin
- I have a compost heap for raw veg. etc. Feed stale bread to the birds and don't have waste food.
- Use waste disposal in kitchen
- Feed to chickens and geese and other live stock
- Do not have green bin - no garden
- I do not want to encourage flies and disease.
- Recycled in compost bin
- Unhygienic - unless green waste
- We don't have a green bin.
- Forgot I could
- Not necessary as collection every 2 weeks is sufficient.
- I compost most of my food waste.
- We have very little with lots of gravy. Too messy.
- Have a compost maker.

- I put uncooked vegetable waste in but not cooked foods.
- Operate complete recycling of food waste - chickens, dogs, compost.
- We compost green food waste and our other food waste is insignificant. dividing it from ordinary waste would be disproportionately onerous.?
- Doesn't seem right
- We don't have a green bin. Moved in 3 years ago, still waiting for green bin.
- Use food scraps in compost bins.
- We have never been given green wheeled bins.
- Use green bin garden waste only - waste food (smells) after 2 weeks.
- Sink - waste disposal unit
- No green lid bin.
- Have our own composter.
- I put it all in a small brown bin.
- Not easy to separate out in this house.
- Don't have a green bin.
- What waste food?
- Use compost bin.
- Garden composting.
- Don't have a green bin
- Green bins are for garden waste only.
- It's composted at home.
- Use own compost bin
- We compost our own.
- We have a compost for veggies etc. Not compostable putting other food waste in green bin (2 weeks too long) not enough room for food and garden waste.
- Flat owner - gardener uses it - not available.
- Composted at home.
- We do not have green bins (block of flats)
- Don't waste food
- Logistics too difficult, time consuming and smelly
- We compost it all at home and don't like to attract rats.
- Need details of what can be done IE is inappropriate
- I have a friend with goats and I give my vegetable waste to her. The rest is XXX and goes in my bin.
- Take green waste to SDC recycle bank.
- Have a sink grinder.
- Don't want to mix food waste with green.
- Smell - green bin at end of garden.
- Never any food waste.
- No - Don't have a green one.
- Only 2 bins for 4 flats.
- No need to
- Don't like contaminating green bin with food waste.
- Feed it to our chickens! Also compost what we can.
- Don't have any food waste / animals eat it.
- I don't have any food waste.
- Have not been given a green bin!
- We live in flats with bins used by many other flats and we use the black / and blue / bins.
- I can't see how food waste and green waste can be recycled together!
- I compost most food waste (uncooked food)
- 1
- Use for own compost.
- Not practical to visit green bin late at night after a meal and storing food waste in an alternate container in kitchen is horrid. I really should try!
- Have a waste disposal unit and compost bin.
- No food waste.
- Don't have a green bin - but would like one.
- 1
- Haven't been given a green bin, but I compost all my kitchen waste.

- Use compost bin.
- Not in the habit, will change in future.
- I don't use a green bin as I recycle all my own green waste.
- Compost
- No waste.
- I compost.
- Have XXX bins.
- Have limited food waste and compost heap.
- Too many ants, not nice.
- Not yet, waiting for appropriate bags
- Very little food wasted.
- Give to chickens generally.
- Not prepared to separate food from other waste from kitchen bin.
- All our garden waste goes direct to recycle/waste centre.
- Always wrap food waste to stop smells, can't put wrapped food in green bin.
- After composting - no waste food left over, peelings etc.
- Don't want to make it messy.
- Our garden bin is for garden waste only.
- I don't have any waste food.
- Compost at home.
- Use composter.
- Don't have food waste only vegetable peelings, composting of which may reintroduce any infectious disease to soil.
- We have a compost heap.
- Use waste disposal fitted in kitchen for food waste.
- Not possible to get all the bins close for access
- In the house food waste goes into the normal bin we do not have a third bin in the house for this purpose.
- I compost it.
- My food waste is minimal and I put it into the general waste bin
- Not comfortable about putting unbagged food waste in bin for up to two weeks. Do put vegetable peelings and similar in sometimes.
- We compost our own green material and food (wormery and bokashi)
- Very little waste....any waste (peelings etc goes into my compost bin)
- We do not use the green wheelie bin - as we have a compost heap.
- No need to as I can get all my food waste in the relevant bin that is collected every two weeks
- I am able to recycle all our green waste for the garden and the very little food waste we have goes into the grey bin.
- I put it in a composter
- We have very minimal food waste. Any there is, is either composted or put out for birds, hedgehogs, etc.
- got a green compost bin
- We compost food waste

Appendix 2: Other materials which residents recycle.

104 comments

- Batteries, scrap metal
- Used clothes, used batteries, old mobile phones, used spectacles, old medicines, coat hangers.
- Not used
- A few books occasionally.
- Clothes via clothing bank. Bubble wrap I give to a local business to reuse.
- Paper and unprinted cardboard goes in composter.
- Building materials via WCC W&R centre
- Plastic animal food bags.

- Clothes to the charity shops.
- Metals, wood, oil, electrical items at WCC household waste recycling centre
- Clothes?
- Clothes
- Natural fibre materials e.g. cotton/wool
- Old cloth and shoes.
- Garden waste, plastic, food, vegetable, teabags, home compost.
- Anything that has recycling emblem on it.
- Cloth/material
- Clothes, shoes.
- Fruit trays (supermarket)
- Would like to recycle batteries in the blue bin.
- Clothes / Materials / Shoes.
- Other types of items or materials I take to the tip.
- Waste goods specified at recycling centre.
- Old electrical appliances. Metal to recycling bank at Wellesbourne clothing and cloth.
- Vegetable bags
- Junk mail.
- Clothes / Fabrics, shoes
- Anything that is on the periphery of those descriptions - Glass / metal / batteries to NCC household
- Clothes / Books / Textiles.
- Food containers - paper.
- Anything we know we can.
- Batteries, electric items, metals, wood, building waste.
- Batteries - wrapped together in a plastic bag, for ease of finding by sorters.
- What is Tetrapak?
- Batteries to recycle centres of supermarket points.
- Metal and wood (at the tip)
- Wood, clothes.
- Clothing / Shoes to charity shops.
- Batteries. Oil used in cooking.
- Camera film.
- Cooking oil. Take to Burton farm.
- Metals and electricals at the dump. Plastic bags, batteries at the supermarket.
- Nails, odd metal bits etc.
- Batteries, plastic bags.
- Anything recyclable.
- All used batteries to appropriate collection points.
- Other plastic household fittings.
- Bubble wrap.
- Because of no wheeled bin storage at the front of my house I use local recycling centre.
- Fabrics
- Batteries, metal.
- Shredded paper, (clothes, shoes occasionally).
- Generally don't have cartons outside the above descriptions.
- Clothes, shoes.
- All garden and vegetable waste/trimming go on compost heap. Batteries to battery bank.
- Plastic toys, anything made of glass, pieces of scrap metal, etc.
- Anything that it says I can put in.
- Scrap iron (clean) if it's small.
- Scrap metal.
- Old electrical items, clothing, computer disposables, batteries.
- Batteries, Clothes / Shoes, Metal.
- Batteries, printer cartridges - take them to Burton Farm tip. Can they be put in the blue wheelie bi
- Everything that we can.
- Plastic plant pots and trays.
- Fabric / Table cloth

- At the recycling centre wood, metal, books, electrical, carpets.
- Batteries at Tesco. Electrical items - Tip. (Plant tins where?)
- Batteries - using deposit boxes in shops.
- Old clothes.
- Shoes, Batteries, Textiles.
- Batteries, old clothes.
- My rabbit hay and whoopsies go into my compost bin which the goes back into my flower beds.
- Batteries - at shops that take them.
- Newspapers -always
- Anything that says I can.
- Clothes
- Carrier bags.
- Batteries, electrical goods at tip, clothes.
- Material off cuts.
- Metal items, e.g. broken hangars.
- Scrap metal.
- Clothes, shoes etc. Electrical goods.
- Plastic bags.
- Clothes, books to charity shops and hospice centre at the tip.
- Clothing, garden waste.
- Wearable clothes go to Oxfam.
- Clothes and footwear.
- Material - Give Warwick district council collections.
- We always recycle glass objects and hard plastic.
- Batteries.
- Rarely use it, aluminium foil.
- Metal, electricals - visit the SDC recycling centre, household goods, clothes regularly.
- Batteries.
- Books, clothes, ink cartridges, batteries.
- Rag i.e. clothing and bed linen too worn out for charity shop
- Don't usually have any cartons, aerosols or aluminium
- Metals
- Paper, packaging.
- Batteries - put them in the bins at supermarkets or recycling centre.
- batteries
- batteries, water filters
- Any container or material that has a recycling label
- Wood, electrical items, oil
- cloth

Appendix 3: Reasons why residents do not recycle any of the materials listed in table 2.

100 comments

- Didn't realise you accepted other items - Thought it cost more for you to sort it.
- Recycle whilst shopping every 2 weeks.
- Was not aware they could be put in blue bin. (Original instruction was first five).
- Do not use Tetrapak cartons.
- I thought aluminium foil needed to go in the general waste bin.
- Aluminium and aerosols I was told couldn't be recycled.
- Aerosols are dangerous?
- Didn't know I could and don't have many ever to dispose of.
- Don't really use aerosols.
- Didn't think aerosols were recyclable.
- I thought aluminium foil had to be unused.
- I didn't know I could recycle foil.
- Danger - pressurised.

- Friend collects aluminium for our cause.
- Due to explosion risk.
- Foil always has food waste stuck to it. Don't want to encourage rats.
- Didn't know we could.
- Failed to consider it!
- I recycle all of the above but not in a blue lidded bin as I don't have one.
- Bins not provided, bin bags only used.
- The blue bin specifies the materials that are (and are not) appropriate. Aluminium foil is not specified.
- If I am not sure about something I always ask the bin men what to do with it.
- Please send me a card explaining what I can recycle.
- Didn't know they were recyclable.
- Never use them.
- Collect for dogs for the blind.
- Don't know what can be put in the bins.
- Unclear which plastic containers can be recycled in this district.
- Not allowed.
- I believe recycling rubbish has little impact on the environment, and may be detrimental to the environment if costly.
- I thought aerosols were dangerous and couldn't be recycled. I thought milk cartons could not be recycled.
- Very rarely use aerosols.
- Aluminium - SDC says on bin can't be recycled.
- Aerosols are dangerous things when empty.
- I understand aerosols are not recyclable. When can we recycle polystyrene?
- I don't use aerosols.
- Usually the foil is dirty with food stuffs it will make bin smell.
- Above. Guidance needs updating.
- Do not put 'used' aluminium foil in recycling bin.
- Didn't know aerosols were accepted.
- Do not have blue lid bin - recycling is not offered by the council at my area.
- Whilst I do recycle carton I check to see if it says I can. Didn't think foil was recyclable. Take aerosols to SDC.
- I thought aluminium foil and aerosols should not be put in recycling.
- Don't have blue lidded bin but do recycle.
- I didn't know you could recycle foil.
- Q3: garden composting.
- We don't use many aerosols but I wasn't aware we could recycle them.
- As ticked didn't know you could. Also when listing plastics don't use lab names, better to list what they are generally found.
- You need a policy on "rare earth" items.
- Did not know, will do in future.
- Aerosols have to be fully empty, do not want to discharge all residue gas.
- Did not know you could put aerosol cans in blue bin thought they would explode.
- Because I did not know that I could recycle these.
- Didn't know we could.
- We do not purchase them.
- It is dangerous to recycle this item.
- Aerosols - Don't use them.
- Did not know I could!
- How do householders dispose of toxic waste such as low energy light bulbs (mercury)?
- Told that these items are unsuitable for recycling.
- I hadn't realised it was recyclable. How does one remove the metal lid / cap without wire cutters? That is my next challenge!
- Aerosols - Thought they were potentially explosive so take to recycling centre.
- I didn't think aerosols could be recycled.
- Recycle glass jars via Shipston Hospital Rehab unit.
- Did not think it was safe to put aerosols in blue bin. Tetra pack come in many types! What bin?

- Do not use.
- As I live alone, I do not get that much but always recycle.
- Aluminium foil (limited use) - but often dirty/greasy. Don't use aerosols.
- I thought you could not put in silver foil.
- Didn't know I could.
- Uncertain which plastic we should put in the "blue" bin.
- Aluminium foil taken to recycling centre.
- Didn't know I could.
- We have only a black box.
- Newspapers used to make paper logs for fire.
- Did not realise I could. I will from now on. I don't use many aerosols.
- Was not aware that aerosols could be recycled.
- My plastic bin (black) says "plastic items other than bottles" so I put plastic containers in there.
- Didn't know foil and aerosols were acceptable.
- Limited use of aluminium foil and aerosols. Not certain what "tetrapak" is.
- Didn't realise aerosols could be recycled.
- Aerosols - Did not know we could.
- It's hard to know what sorts of plastic are recyclable.
- I was not aware that I could put aerosols in blue bin.
- We don't use aerosols
- Have read today in 'freebie paper' that I can now do this along with bleach bottles which I thought we couldn't.
- didn't know you could
- Was not aware I could !
- we take all our recycling to a centre because it is never collected!
- Use recycling boxes as can't get bin to front of property
- Because aluminium foil can be greasy or sticky with food.
- For recycling we currently only have two small black boxes therefore often run out of capacity to recycle more therefore unfortunately sometimes the extra may go in the normal bin. We have space for a blue lidded bin but this was refused by SDC as they had run out. This was very disappointing as we are a large family and could easily fill a blue bin in two weeks.
- We didn't know that aluminium foil could be recycled
- aluminium foil - didn't know it could go in
- Did not know that you could recycle aluminium foil
- I don't have these materials.
- Thought aluminium and aerosol cans were not suitable for the blue lidded bins
- too cautious about production methods
- I did not know aerosol cans could be recycled.
- I understand foil is non recyclable

Appendix 4: Other reasons why residents do not compost at home.

48 comments

- I have a small child so waste in the garden is not advisable.
- No bins provided
- I have no use for compost in my garden.
- I don't have anywhere to put compost in my garden.
- Don't have a green bin for garden waste. Didn't know about this bin.
- I take garden rubbish to the tip
- No garden.
- Live on Crompton Viewing Estate. Gardener deals with all garden waste.
- I feed green waste to livestock on farm.
- Live on a farm, goes on muck heap/
- Compost at home
- At certain times of the year. I have too much waste (e.g. leaves) to put into the green bin.
- It is disposed of by carers don't know where!

- The accommodation is 5 apartments and gardens use bins.
- Not enough space at home so I do the composting on my allotment.
- Soil sufficiently rich - no compost needed.
- I live in a McCarthy and stone retirement apartment.
- Flats employ gardeners who take away garden waste (xxx)
- We have a bonfire area.
- None - garden composting garden waste to recycle at Stratford.
- I have a disabled son.
- We have a small garden and a small composter
- I am disabled, very limited to gardening.
- When I composted at home rats made a nest in the compost heap and ran over my feet.
- Haven't in the past had a compost bin concerns about rats etc with waste food.
- I live in a flat, communal gardens.
- Two main reasons are 1: I would imagine there would be costs involved. 2: I would also imagine it would be a bit of an eyesore and probably smell.
- I dispose of green waste at work because I don't have a green one.
- Common garden maintained by housing association.
- Don't want rotting food in garden.
- Take it to household waste centre.
- Worried about encouraging rats.
- Community gardens.
- Do not have a composter.
- Last year my compost bin collapsed, I have been looking for a strong one since. I notice that you can buy one from some councils.
- Don't want a compost area in garden.
- Garden all grass for 2 dogs cannot walk them bad legs.
- Experience of composting at home encouraged unwanted guests, fox, flies, etc.
- Worry about rats.
- Not really sure how.
- I did but ended up with a rat! Have not used it since.
- Not happy with flies that compost (i.e. orange peel) attracts.
- Garden mostly lawn / pruning so I have nowhere to spread compost.
- I haven't got round to it...it is on my list! Fear of encouraging rats is also a concern.
- We have really only just moved in so have yet to build a compost heap, we will be purchasing a black composting bin in the future.
- Goes into one of the fields
- I tried using a worm bin but it didn't work well, so I rely on the green bin now.
- My garden is too big - 9.5 acres

Appendix 5: Reasons why those residents who did recall receiving the council tax booklet, did not read it.

120 comments

- If I need the information I'll find it online. I didn't need it at that time.
- Cannot remember?
- I just skimmed through the main points.
- Too much information to read through to get to the key points.
- Unaware of receipts
- No interest.
- Browsed through it, seems unnecessary.
- My husband read the booklet
- Mislplaced booklet
- Waste of time.
- Cannot recall seeing it with my bill.
- Have no recollection of this booklet, or have forgotten the contents.
- Not really interested.

- No time
- I might have glanced at it but I cannot influence it in any way.
- Just accepted the councils spending.
- Didn't receive it.
- Sorry I don't recall reading it
- My council tax is paid by DD that being the case I may not have taken much notice of it, the same way the enclosed booklet was binned.
- Don't recall, not user friendly probably.
- I don't recall receiving the booklet.
- We just pay our bill.
- I only read and kept the recycling booklet, the other booklet had too much information in it and I thought it was a waste of money, just put the info on the internet.
- May have got it mixed with junk mail.
- Lost it.
- Only glanced through the booklet.
- I didn't not see it
- I rely on other people in the street to see what and when which bin goes out. Works fine. The normal bin collection is straight forward, with a few changes round Christmas. Not a big deal, no need to spend buckets load of money on explaining.
- Did not receive one
- How can I read something that I didn't receive. Very badly worded question - impossible to answer.
- Never received one.
- Don't recall receiving the booklet. I would like to have read it. It's possible my boyfriend opened the bill and threw it away.
- Didn't see it.
- Not interested really!
- It annoys me to see where my council tax goes on areas that I disagree with.
- Already happy with present system.
- Boring - nothing I could do about any of it anyway.
- Busy when opened mail.
- I have seen this sort of thing before - invariably there are 'sales' documents. They rarely tell me what I want to know : i.e. what increases are applied and why the increases are made.
- I wasn't interested and would prefer the info to be available online so I could access it if I wished to do so. In any event I cannot influence expenditure or services so the information is not particularly useful.
- Junk mail what did it cost. Put it on web page or if people request it send it.
- Of no interest, I think it's a waste of our council tax.
- Too busy
- Intend to but time limitations prevented.
- Never have, my wife felt that there was no point since we are made to pay whatever.
- The presentations are partly totally believable
- Probably treat it as Junk Mail and bin it.
- Not overly interested in how the money is allocated but am aware I should be and will next time.
- Not received.
- I don't know what my money is wasted on sorry.
- Council propaganda
- I have not seen any booklet
- Forgotten.
- I never read anything that comes with bills.
- residents have to expect that each service provided has to be paid for though council tax payments, the % to each organisation has to be down to the council.
- A) Trust in SCC on this aspect. B) Usually
- No time, work commitments.
- I glanced through it rather than read it cover to cover. There was a lot of writing and I don't have the time to read all of it. I probably would have read it more closely if I was unhappy with one of the services.
- It's very nice to have but it but not necessary.

- I cannot find it or my council tax bill.
- I cannot remember receiving it.
- Don't remember receiving one.
- Find it full of nonsense to the average person.
- Did not fully understand it. Did not receive recycle calendar.
- The information provided is not independent.
- Full of the same old messages (and propaganda). Put on shelf and forgotten about.
- Did not receive one.
- Not interested really.
- Do not recall receiving this.
- The only useful information was the refuse recycling calendar.
- Too busy
- No time - skimmed through it and did not notice refuse calendar was enclosed. Now realise I have not got this information.
- Can't remember seeing it.
- Don't remember receiving it.
- It was not delivered, our postal service is at best erratic.
- Boring and I believe statistics are not accurately obtained.
- Why produce it, cost of paper, cost of printing and postage.
- I read the previous years and assume it wasn't altered much.
- Information on the booklet is the same as always!
- I don't remember if I have received this booklet.
- It makes no difference if I read it or not you still make me pay the same amount of council tax. Complete waste of money.
- If I want to know I will look it up. The booklet was just one more piece to recycle.
- Too busy with various personal issues / Consequences. (Bereavement / Job seeking / Ongoing serious illness.)
- Did not get one.
- Didn't have time.
- Too busy.
- Lack of time.
- What do I do with the information?
- No interest in NHS. Police issues widely reported.
- Because I cannot remember having had one.
- Cannot remember seeing the relevant information on collections, or else I would have kept it!
- Just glanced at the time, would read more closely if information needed.
- Too much to do...
- Did not get one.
- Time
- Not interested I'm afraid. Not enough time.
- Don't pay council tax, live on my own and over 82 years.
- It is mainly used to say how good the council is.
- Usually a lot of graphs and diagrams and accounts, not very interesting reading.
- I didn't say I didn't read it. I simply do not recall.
- My husband read it.
- Flicked through - not interested.
- May have glanced at booklet. Other commitments do not allow time for reading and studying all the literature received these days.
- Not sure if I received one.
- Pay by direct debit.
- If I want to read information about SDC I expect to find on website. Don't want through post as (eventually) goes straight to recycling bin.
- Not high priority.
- Too much information. Generally these are goody - goody. A shorter version would have a greater chance of being read.
- I personally would go on line but this wouldn't benefit older customers of the council
- I probably did, but cannot recall the content
- did not get one
- I skimmed through it briefly.

- when council tax bill came not sure if booklet came as very ill health came
- same old rubbish each saying justifying what is being done
- I thought I would be aware of contents from previous years
- Didn't receive it
- I never saw it and didn't know it had been sent to me.
- Do not recall receiving the booklet
- Skimmed it only - nothing caught my eye.
- out of the country at the time

Appendix 6: Residents' suggestions as to how the council tax booklet could be improved.

182 comments

- Ask people whether they want it. Allow them to opt out. Cheaper!
- Provide only a summary of the key information - keeps costs down. Advise how people can see/obtain the full booklet/information if required E.G. online@ web, by sending and SAE to :- in libraries etc. Always include the refuse and recycling calendar.
- Key facts/summary for each section. People can then read on/visit website (if access) to read in more detail if they wish.
- Make it more "Valued". Use it to promote history of town. Section on facts, something worth keeping "did you know in 1690..."
- Don't print it!
- Less jargon.
- Access online instead. Save paper and postage. Access when needed.
- SDC needs to be mindful of keeping costs of production down. Information provided is adequate.
- This is where savings could be made by making it available online and in libraries as a hardcopy for those who don't use the internet.
- Facts needed. Less "didn't we do well".
- If I ever saw it have forgotten.
- Although quite useful to highlight how money is spent it is rather general and high level therefore of limited value. why not have the information online, in libraries etc, but otherwise not distribute it.
- Bin it
- In larger print for the elderly an Annual calendar that could be hung up for reference.
- Admit mistakes etc.
- Could you give some forecasts of what you have planned.
- Advertising is irritating and confusing to the main message but if it pays for printing then we must put up with it.
- Making sure everyone has one.
- Needs to be written in clear, everyday English with content more widely spaced. Is it proof read by someone who is not familiar with council affairs? If not then it needs to be.
- Don't see the point, sots in producing and then recycling. Put info online and into libraries. Just put one advert in local press telling people who to access information.
- Make it more eye catching.
- Put on the front not an advert, very important, please keep safe, with no other distraction on cover.
- Current format is good.
- Interpolation of advertisements makes it seem a slightly disjointed read.
- It is not necessary to have such a glossy booklet. A cheaper form would be best.
- Get focus group of S/ford residents to review/feedback contents/format.
- Promoting exercise, sport and positive mood and well being opportunities.
- have a recollection of slight obfuscation re performance against budget. Need to know reporting year's performance against budget, and (say) 5 year trend vs inflation for each major sector. Each sector should report on reasons for variance and (if appropriate) reasons for trend being higher than inflation and corrective action.
- Don't send one, save costs, it was too well produced. too much info and not necessary. No

one reads it and they just put it in recycling.

- Our council tax is paid by employer so didn't receive booklet.
- Previous one's very good.
- Publish online much cheaper.
- Put all main features in a summary at the front.
- Don't know, didn't receive it.
- None
- Was useful. Keep it going!!
- This book should not be bigger as people will not read it. Keep the booklet small, brief, concise and easy to read within 5 minutes. (whilst drinking a cup of coffee)
- I only (recall) the recycling / waste collection calendar. Generally I think booklets should be short, factual, black and white and recyclable.
- Just put information onto website and save cost.
- A very small flyer is better and refer people to website of more info where you could put more detail. Just give key builder points on flyer and website addresses.
- Kept their refuse collection calendar. Felt it was useful if you take away their propaganda.
- I don't know but it should continue as a joint booklet. It is more likely to be read than several booklets arriving at once.
- Maybe make it a bit shorter and less detailed.
- Keep it simple and short.
- Send out electronically and save paper.
- Send information on line
- To detail savings made by the council the previous year.
- No improvement required.
- It seems fine as it is for me very useful.
- Don't provide a booklet - out all info on website so people who are interested and see that way.
- Perfectly happy so far. Phone calls can always be made.
- Seems to be pretty comprehensive.
- I felt it was very useful booklet, with all the information residents would need.
- It's ok as is.
- I would like to see year on year comparisons. I would like to see actual figures for the increases and where the extra money has gone, and what efforts the council is making to reduce council tax.
- Make it simpler. Contain the cost to within revenue raised by advertising or less if possible. i.e. make a profit.
- 2
- Put it on - line so it could be downloaded and specific pages could be printed e.g. refuse collection days, opening times for tips, libraries, offices etc.
- By scrapping it. Put the information online for those that request it - most won't!
- Show trends eg has spending on each area increased or decreased?
- Don't send it out as a routine. Save money.
- Cut it and save costs.
- It isn't broken, don't fix it.
- As always the booklet needs to be plain English free from jargon.
- Give people the option of receiving it online (or access it) or to receive with their council tax bill. Make more use of technology.
- Make it shorter and more concise. Some areas were very waffly!
- Cancel it. The only useful bit was the refuse and recycling diary we kept that.
- Problem is we believe that the taxes go up whatever. The services don't get better in fact in some cases get worse. It will take more from the council to convince us to read an extra booklet when what we have doesn't improve.
- Poor content and badly written for general public. Written by employees who have knowledge and greater interest. Too much praising a generally poor service.
- Save money and put an article in Stratford midweek news for everyone to see.
- Keep it to the minimum to keep costs down, as presumably to produce the booklet takes money out of everyone's council tax bill.
- Make waste collection dates more understandable.
- I doubt its accuracy.

- Not received.
- It could be condensed. Residents need to know what services are being improved and expenditure for next year.
- Most people in my personal experience do not understand any printed economic data. Therefore I respectfully suggest 1) Keep it simple 2) Keep it brief 3) Explain rather than put in print.
- I was happy with the 1st edition.
- Give a more detailed breakdown of costs.
- Don't remember too much about its layout to comment.
- Post arrived time is restricted time, a sorting important mail from junk mail
- Just put the % paid to each organisation on a single sheet of paper and use the revenue left over to improve other needed areas in Stratford I.E. pavement repairs, more waste bins etc.
- Better comparisons with previous years. Greater emphasis on where costs have been reduced by efficiency savings rather than service cuts.
- Only retained refuse collection calendar.
- Could be more attention grabbing.
- Would prefer it online to reduce printing costs.
- Simplify it. There is a lot of writing and if you want people to read it there should be less information in it. As I said earlier, I am fairly happy with the council services so I wouldn't read it too closely.
- Why do we need it?
- Separate bin collection calendar.
- About right.
- Do it online, do not distribute in paper.
- state how much is spent on pension provision for public sector workers.
- On costings - all what is shown is the cost of various services i.e. refuse collection, housing. What it does not state is a breakdown of the costs incurred within those overall costs to include staffing costs (wages/salaries) and the staff pension costs within.
- A preference - list services and sites, list principal offices and county council, district council and town (parish) councillors would seem to be sufficient, together with tax and how spent. It has cluttered presentation. eg lighting services, #
- Stick to basics, a leaflet would suffice.
- Simplify it.
- Good idea to continue, refuse and recycling calendars V.good.
- Made simpler.
- Important council phone numbers. Who to contact on green issues. Dates for planning sessions and appeals.
- Kept dustbin calendar only.
- List of useful telephone numbers and services.
- It was ok for me.
- If I'd have received it, I could comment. Don't recall receiving it.
- So long as council tax expenditure is explained as it must be we as tax payers cannot ask for more.
- I found it informative and answered any questions I might have.
- Comments/complaints section for people living outside SOA or in the country.
- Online and greater drill down into details.
- I thought that it was ok as it was. It reinforced my confidence in the SAC to carry out this function.
- It was informative but not useful. Not convinced there is a real need to out this information, suspect majority will not read.
- Don't print it, make information available via internet.
- Make clear what is in it.
- Calendar dates for official celebration i.e. Shakespeare birthday celebrations.
- N/A - Don't remember having booklet but I think it would have been most useful and would like one.
- Sent via hand and delivered with free paper and/or newspaper.
- Needs to be more engaging, perhaps including forthcoming events in Stratford. For example the River Festival wasn't very well advertised, I nearly missed this event and alongside the food festival it is one of the best events Stratford has hosted for many years.

- Keep format simple and easy to access.
- Excellent!! No improvement needed.
- Should only be issued on request - Will reduce costs of distribution and quantity printed. Most people merely recycle it.
- More info.
- Online.
- Information about toxic waste disposal I.E. low energy light bulbs.
- Online version downloadable PDF and Adobe link.
- Colour code the contents.
- It seems an expensive production. (far too 'glossy') It gives the impression of trying to make the figures look good and PR for saying what a wonderful rosy job we (the council WCC) are doing - which is very debatable.
- Should this booklet have advertising? Code of practice says NOT. Was this checked?? I don't like advertisements with anything connected to council business.
- Unable to comment as I have no other book to refer to, however (XXX) of services available from the SDC and telephone number would be useful.
- Save costs by putting the booklet on line and email (XXX) a link to residents that choose the online option. Same printing and posting costs.
- Saving money by not producing (XXX). By using the public services and putting it there instead of putting limited copies for people to pick up at the library or your offices.
- Do not provide it in the future. Keep front line services such as the Alcester office open instead.
- Not necessary. Save the money all around, the carbon footprint, the cost of recycling and the destruction of trees.
- Quick read.
- N/A (See Q20 above)
- Recycling - perhaps the time is right for a shift in emphasis, so that recycling is assumed and residents told what cannot be recycled. Strategy on eg. transport policy, planning, community amenities, where they are influenced by SDC, could be described.
- More information (XXX) Districts outside Stratford.
- The booklet, which I did not see, is clearly a P.R exercise. I would prefer specific information, such as the Refuse and Recycling calendar that relates to the operation of services to be on individual sheets that can be attached to the household notice board.
- Not receiving one I do not know.
- Might be an idea to add on doctors phone Nos. NHS out of hours no. and phone nos for weekend contact nos.
- Require further breakdown of costs of services. Also who owns what, eg. buildings, land, art etc.
- No improvements required - an excellent publication.
- Does anyone care what council tax pays for? You have to pay it. I guess it made me feel a bit better about the charge. A booklet that's punchy and quickly summarises what the charge covers works.
- Keep it short. Keep it simple. People are too busy to read reams.
- Scrap it and save money.
- Council tax is spent on some things I don't approve of - would prefer not to know and not to have my day ruined by being made angry.
- More detail on overheads would help.
- More detailed information on expenditure and positive achievements.
- Did not receive any such book at all, if I had I would keep it to hand.
- Only send it to households that request it. I bet most of us put it straight in the bin. We could save thousands!
- Its' a 100%.
- Maybe a calendar of events. A lottery number in the corner of each booklet to win tickets to a National XXX XXX or Shakespeare theatre where you would need to check a certain website.
- It does not need to be glossy. A simple statement of facts should suffice.
- Not required other than refuse dates.
- Have not seen one.
- Is it necessary to provide it every year?
- Consider bullet pointing all contained subjects and separate the main sections so the reader

- can choose which sections to read.
- Sell it via council offices and find out how many people actually can manage without it.
- I was pleased the information was clear about how council tax spent but disappointed on how it was split. Info re what to do if victim of crime.
- Maybe give some pertinent examples of typical costs for each dept.
- Satisfied.
- I feel it was a good idea to have it paid for using advertising revenue. As a household, we do miss receiving the money off local attractions coupons that used to be included.
- Info is all online or make it available at libraries instead of sending one to each household.
- we took out the map of Stratford that will be useful. Contact numbers for various works was useful. More information on who looks after what. We made 4 phone calls about slippy pavements in the snow last year, we could not get a satisfactory answer to whose remit it was.
- Don't recall receiving it.
- Don't know, because I haven't had time to study it.
- Don't bother wasting resources. Have information on website and if necessary smaller print run available in council, (library) on request.
- Refuse collection info has helped. Should be more concise, and keep information in neutral tone.
- We have to be realistic. Most people will not bother to read, but it has to be widely circulated so that those who want to can.
- I think the tone and level of information were about right
- I think it is about right at the moment, thanks
- Information provided was satisfactory to my need already
- It is good as it is - it identifies where the money is spent.
- I feel that the information provided was adequate, and does not particularly need improvement.
- send quarterly update / news letters by email
- I can not remember this year however I have read previous years publications
- by receiving one
- Seems to be satisfactory as presented now
- The booklet should be used to generate more revenue for the council by increasing/selling the amount of advertising space available. If the booklet could include an enlarged space for local service/business providers this could prove a very useful directory for local residents
- not interested in booklet and put it straight into bin
- Kept the recycling calendar...bit too late to remember contents of the rest of the booklet,
- Making sure it is received maybe e-mail it
- Just keep it as transparent as to where the money is spent - perhaps making a more detailed breakdown of expenditure in all areas.
- Available for personal collection only
- IT wasn't very interesting, but I don't know how you could make it better
- On-line

Appendix 7: Other services about which residents used SDC's website to access information

35 comments

- Refuse collection/ report damage in Shottery fields.
- Older peoples clubs and facilities.
- Diet and nutrition advisers.
- Library info and community / council events.
- No access to website.
- Not online
- We are not on the web
- Places for dog walking - long walks (etc)
- No website
- Never used it.

- Refine services.
- Only used the site for community courses.
- Golf course.
- At 86 we are too old for most things.
- I do not possess an online computer.
- will (future)
- Not used website.
- Dustbin collections.
- Planning
- Refuse and recycling.
- Information on river cruises and town walks.
- Library: Pest control
- Do not own a P.C. Cannot afford one. Nor B.T charges.
- No personal computer access therefore do not access info via website. Rely on leaflets / ads in papers etc.
- Not on website
- No computer.
- Have no computer.
- Don't go online much!
- No computer
- Job vacancies.
- Baby and mother groups in area.
- Not used the website for (this) purpose.
- Planning
- Browsing
- planning

Appendix 8: Other issues the residents have in their local town or village that they think should be addressed by the Core Strategy

246 comments

- Local police station? Local library?
- The increase in yellow line restrictions in Stratford has pushed commuter parking further out of town into quiet residential streets. Cars are being left in dangerous positions, close to junctions, blocking driveways, on pavements, (requiring people with prams/young children and the disabled to walk in the road). ban pavement parking and restrict parking.
- To build bungalows for the elderly and disabled.
- Whilst there has been investment in play areas in central Stratford, consideration should be made for provision in local villages. To improve access to public transport and reduce CO2 emissions. Investments should be made in pavements.
- changes in benefits for those who have no support/understanding of benefit system. I.E. housing benefit/LHA changes.
- Shocking state of buildings on Birmingham road. Should be refurbished. They are on a main entrance road to town and give a poor impression of things.
- Stratford has lost it's appeal. Pedestrianize centre, shop fronts oldie worldie like Bath/ Black Country museum. Make it old fashioned/ old fashioned shop fronts.
- Footpaths along the canal side upgraded especially from Bishopton into town.
- Empty retail units and general appearance of Stratford make it unappealing to locals and tourists. Parking and traffic are a major problem.
- Stratford transport - Ring road, Birmingham road is now dire.
- Road maintenance addressed.
- Traffic, traffic, traffic and over development.
- The movement of traffic through the town, this could be achieved if the buses were not blocking wood street.
- Upkeep of roads, pavements. School buses for children - reduce school run clutter

- Keep the libraries open please.
- Currently you have a town liaison office working in Southern and she provides an excellent service. Please ensure this role is continued in future.
- No playing facility for children of any age group. No facilities, shops, post office, doctors - nothing.
- A proper ring road for Stratford and coordinated approach to car/bus/train future development.
- Transport
- Better transport facilities, availability of low cost housing.
- Council housing, people who work hard like my husband and don't seem to get anywhere on the current bidding process.
- Public transport is not very convenient.
- Keeping community shops and services, ensuring late buses in and out of Stratford. Trees need cutting back over walkways. Grass cutting to be done regularly.
- Business taxes on village XXX, public houses, village shops.
- Good small children's play areas in all larger villages I.E. like Ilmington.
- Flood risks.
- Car parking
- Abysmal broadband access
- Continuing on the above lines, traffic in Stratford is stationary in rush hour. "Relief" roads are not the answer with any new development. The problem is in the "inner area". Flooding will be a problem in the future.
- Bobbies on the beat. CCTV cameras are actually looked at to deter alcohol abuse and drug dealing.
- I would like to see a bigger and better play area/park at XXX, we have small parks dotted around, but I would like to see a park facility that represents the size of the town as we have approx 6000 inhabitants now.
- Desperate need for another road bridge over the river to provide an eastern bypass to Stratford to reduce traffic congestion.
- Reduce the out of town commercial developments killing the town centre.
- Stop painting slim and costly white lines everywhere in villages and conduct cull of traffic and other unsightly signage.
- Access to footpaths. Speed limit signs and all road signs covered by uncontrolled hedgerows.
- Regeneration at Bishopton. Masons road business closed, yet new offices have been built everywhere. Develop Masons road make it more attractive to people to live here. Improve parking costs and availability for local people.
- More dog litter bins and general bins.
- I feel strongly about provisions such as groceries shops other retail, surgeries should be incorporated in the building planning of Stratford. Please can every area like Bishopton have shops so you don't have to drive down the Birmingham Road. South of the river needs shops to stop people going over the bridge. Petrol station at park and ride.
- 90% + of their strategy is based on Stratford. I would like to see a plan for outside Stratford.
- Drug abuse in youngsters.
- Lack of police in Stratford Upon Avon at night. Wouldn't like to be out on my own in the evening after dusk. Skate boarding on the Bancroft and waterside.
- Housing for people to down size or bungalows enabling them to stay in their community
- Accessibility of services, especially for working families in rural locations can't go for all jobs because of transport issues.
- Parking on the Alcester Road, Studley, outside Tesco should be stopped. An accident is waiting to happen.
- Traffic congestion
- Continue to enforce strict planning control.
- The prevention of flooding in Wellesbourne not just moving the problems further along the village of Wellesbourne like happened last time.
- Reduce businesses rates for small shops in centre of town.
- Stratford core retail area needs pedestrianization urgently. The town needs a strategy to manage traffic and parking. Strategy needed to reposition the retail offer to more high end designer outlets and away from poundland / BHS.
- Before any future housing being built. schools and medical centres need to be enlarged or

built. Parking can also be a problem in villages with extra housing.

- See above.
- Pot holes and the general condition of the roads.
- Transport from villages and flooding.
- The pink monstrosity that is the new bar replacing Bureau Housing.
- Shipston on Stour parking problems in the square and around the school made worse by the building of new houses. The illegal gipsy camp on a dangerous junction A429 / Tilemans Lane should be closed forthwith it has no planning permission.
- Traveller sites planning, access and provision. While some sites are acceptable travellers should not get away with putting two fingers up to planning process by developing anyway - proper enforcement policy!
- The village I live in does not have adequate shops. Planning permission is always given for take aways and fast food outlets.
- Maintain police station and fire station. Keep library.
- Do not over develop and spoil Henley in Arden?
- The level of litter and general disrepair in Stratford itself is of concern. More efficient and frequent cleaning of the town centre is essential. Town square is awful and totally inappropriate for the town, something more sympathetic and in keeping with the town is essential.
- Care home provision, require monitoring.
- A further restriction in speed limits if their can be implemented in present 30 and 40 mph. An improved explanation of recycling processes.
- Traffic on the road through Welford is now very heavy - it is used as a route from Lower Quinton and neighbouring villages to Stratford. Large scale development in any of those villages will exacerbate this. The restricted passage of traffic at the Bell Inn and Bilton Bridges becomes more dangerous.
- Ensuring public transport i.e. the 270 bus service, is maintained, if not increased. Make sure there are no cuts.
- Making taxis 100% WAVS is stupid - why because our core XXX don't want these vehicles. Review the policy as soon as possible. Skip this your ground idea - that's right your idea why don't you pay for it. THE PEOPLE DON'T WANT IT.
- Floods - as above. Roads - as above.
- Keep your parking attendants out of Alcester. We are trying to survive in high street business.
- Stopping over development. Retaining countryside / greenbelt. Protecting Stratford town centre. Stopping development outside of town centre.
- Bail hostel - min of 1 mile from schools cuts to police force - now dangerously short staffed.
- No ideas
- Stop new housing in Stratford - schools and roads are full. New housing should be in villages on rail way lines, close to motorways / roads to create sustainable communities, maintain local services, shops and pubs.
- 1) Quality of roads 2) Loss of libraries particularly affecting younger children who use them a lot. This will have negative impact on education.
- Studley village is dying.
- Henley in Arden should have a recycling resource. Council tax (levels) should carry an element of green tax benefiting properties with low carbon footprint.
- Listening to locals with regards to gypsy sites.
- More provision for young adults to promote aspirations in all levels and abilities.
- Last public open space that I mentioned in a previous panel report and NOTHING has been done about a group of householders which have locked all means of access to it and only they have the keys to the locks they welded on - viz old town square.
- Support for local charities, such as volunteer play area committees, struggling with fund raising in difficult financial times. Supporting rural businesses - such as village stores and post offices.
- I am sure (Fenny) Compton, Long Compton, Kineton etc must feel the same way.
- Long Itchington bus service to Coventry.
- Drugs seem to be a major issue. Plus anti social behaviour. Young drivers in cars speeding especially in my area. Lack of a foot policeman; people don't respect law like they used to.
- Flood prevention. Leisure facilities for all - for older people. Should link with government IAPT initiative.

- Studley shops - lack of. Is this due to high rents / rates? Empty shops makes the village look a mess.
- Sort out recycling and weekly bin collections. More activities / group programmes being organised and advertised.
- Traffic improvement- it is a nightmare. Cost extravagance at the council. Stop building more estates we cannot cope.
- A problem exists (road management) at junction of B4100 and (Wynates) road CV33 9TT. 3 serious accidents in past 18 months. Brought to county level ignored. How many lives will be lost before local community is heard.
- As above.
- Restrict the size of houses which may be built in villages. Where I live perfectly good houses are bought for £750,000 - £1 m and demolished to be replaced by even bigger ones!
- Employment and flooding are key issues in my village.
- Sadly there is now a great drug culture rampart in the town and local villages. This drug culture must be smashed because if it is not smashed the druggies will smash local communities. Why can't you see this?
- Wellesbourne sports centre as promised. Children's' playground fixed.
- Not enough investment in rural areas particularly in grant funding for village projects. Closer links between district and parish councils.
- 1) You have a really poor record on stopping anti social behaviour. 2) People are driving out of village pubs clearly over the limit and with no chances of being stopped.
- Centre of town should have more shops, local businesses need help.
- As above.
- Hunts Road pavements are very poor, the council did a half heart fill in job, which are now making the pavement worse. The pavement should be dug up and redone.
- The diminishing number of shops in Stratford town centre is a real shame. The migration of shoppers to the Maybird centre is destroying the town's atmosphere. Is this due to high rents, lack of promotion???
- Creative ideas to stop the decline of high street shopping. help for smaller retailers.
- Stop the gravel pit excavation - Alcester/Broom area.
- Studley is left marginalised by all current strategies at district and county levels. This needs to be addressed urgently itself going in the face of cuts and far too much concentration on Stratford.
- Exelbus/Johnsons bus services to and from Shipston on Stour.
- Pavements, potholes and verges all need regular attention.
- Village
- More transport
- I think there should be more investment in adult and community learning to make it more affordable to the general public.
- I feel very strongly that our parish council is secretive with respect to information on planned housing projects. Harbury parish councillors are influenced by one member.
- To restrict large housing estates I.E. Shottery. Schools are full, traffic even worse, the only people who benefit are builders. reduce shop rentals in town, small shops are being priced out of the centre. Why do we need 2 premier inns? Does no one say no to the Bird Group?
- Planning should enforce the presentation of the area. Look at the way German towns demolish by bombing recreated beautiful historic looking new buildings. Not like the Shakespeare theatre mosque.
- I would like to see the streets in Bidford-on-Avon cleaned more frequently.
- Quicker response by Warwickshire county council to issues raised.
- Council should spend our money on the places we live in and not away from Stratford.
- An improved public transport service to and from Warwick Hospital and times when needed most. Warwick Hospital does not seem to have a route which serves the hospital direct.
- Employment prospects for 18-24 year and 55+ groups need enhancement. It could be a dangerous policy in the longer term to be so reliant on tourism and "the Shakespeare legacy". The page on business on the website is VERY POOR, eg what type of business and their collective turn over missing,
- There should be no expansion of Stratford town itself.
- Wellesbourne has a plan to develop site on land off Ettington Road. This is a piecemeal development and should now be deferred in view of the emergency Localism bill.

- Training to councillors on the subject they represent, example I AM AN ARCHITECT! Yet councillors sit on planning committees, voting on a subject on design and planning, and of which they have no knowledge, training or authority, in a professional way, against professional/academic submissions.
- Local policing of vandalism and anti social behaviour by teenagers.
- As a TA in a Stratford preschool last year I was shocked by the number of children who do not play outside or even play in their own garden because they are afraid of neighbours or other children in the streets/parks etc. Do we need more adult supervision, or at least oversight in open areas, or almost a neighbourhood watch type organisation for children outside such
- The town centre of Stratford is dying. A key reason is the extortionate cost of car parking. Slash the costs and get rid of double yellow lines wherever possible on residential streets.
- Reducing traffic speed - no problem lowering down to 20mph in villages.
- See above.
- Providing work - i.e. contracts for 6 to 12 months.
- Heavy vehicle routes through village. Overall plan for village development including sites for housing development and site for new secondary school, impact on parking.
- Speeding signing. Vehicles are often driven at 40-50mph in Burton on the heath in spite of 30mph signing.
- Public transport to villages.
- transport is a big problem. We do not all have a car always at our use. Lack of such transport makes it impossible to attend events in which one might be interested.
- I would love to go swimming but high levels of chlorine in the water prevent this. It seems I cannot wear a face mask because local interpretation of H&S rules and pools seem only to consider chlorine as a method to sterilise pools which makes swimming a nightmare for many people.
- The Norgren site is currently vacant. It should be turned into an energy recovery site (incinerator) to deal with future disposal of waste rather than sending rubbish to landfill generating large amounts of energy.
- More leisure activities in rural areas.
- Better speed internet access to smaller villages.
- Local shops and businesses are very important to sustaining the quality of our towns and villages. high rates are just attracting large corporate to take over.
- Allow local people to build houses for their own needs. Less restrictions for real need.
- Speed limits. Some should be slower, some are unnecessarily slow.
- some bus routes have been/will be discontinued which will create real hardship for many older people. But this is possibly not SDC responsibility as other councils are involved (Gloucester etc).
- Save the Grieg Hall in Alcester for future generations. Just building more houses is not the answer!! The town need to facility and it would be lovely to see the building used to it's full potential.
- Many businesses closing down, big giants like Tesco moving in and local business hard, help for local business. Local library threat of closure - fire station already closing, should be supporting the community keeping these going.
- Public safety in Willow Close Park, Alcester B495AZ is an issue. Cars are not only accessing the site when they should not be, they are in some cases doing high speeds and in a reckless manner endangering small children and other members of the public.
- Transportation.
- Control of travellers/gypsy populations and crime.
- The proposed removal of most of the street lighting. We recently had several drain covers stolen. This I fear would have been worse without street lighting.
- Hanley in Arden could celebrate better heritage events and close roads to have a celebration walk involving schools and communities together, not just the parish council and local displays.
- Death of Stratford high street area is criminal - Parking, inexplicable decision to allow doubling of Maybird Centre, need for park and ride on Banbury side of town.
- As above - increased provision for the mentally/physically ill. More housing for vulnerable people.
- Ensuring rural areas maintain access to facilities and infrastructure that is the norm for town dwellers.

- Traffic situation on Birmingham Road.
- Litter pickup and litter bin emptying on weekend evenings especially bank holidays, contract SHOULD demand 20:00 hours clearance not 16:00/17:00. Evening litter remains overnight and is a disgrace in a tourist town.
- Youths on the streets.
- Transport.
- Saving the Grieg Hall for community use.
- Housing - Balance of housing development to encourage and redress imbalance in population. Integrated transport plan enabling links to employment, health care and education.
- We do not need any more supermarkets in Shipston-On-Stour.
- As above.
- Return to making Stratford Upon Avon and local areas TRULY a world heritage centre not a 'kiss me quick' day trip. If Shakespeare had been German you can imagine what a superb world tourist centre of quality it would make.
- The planting to the gardens at Bancroft are totally inappropriate and lack any horticultural design or knowledge. A first year student at Wisley would be ashamed of such a planned mismatch.
- Only limited development within local needs. Planning must look at the residents concerns. The proposed rail (HS) will be intrusive to those on route.
- I think Stratford, as a fast growing town many issues need to be taken seriously like:- - The problem of traffic in the town centre. - Crimes and drugs issues. - The future of young population in the long term. (Employment etc)
- Parking around village green. (Ilmington) Destroying (XXX) in winter months.
- As above for all our local towns and villages a greater police presence should be available on the streets. And by that I don't mean employing more but utilising the ones we have to walk our streets both during the day and at night when fighting can and does take place after the pubs close.
- A 'by - pass' for Studley village. Non vital for the future, economy and safety. eg. No police station and no fire station. By pass now is vital.
- Planning permission should be granted for affordable housing more (XXX) less importance be attached to the views of nimby's than the needs of local young families desperate for social rented housing.
- Public transport in Alcester.
- Southam: Police station should be manned every day / night. Magistrate's offices should be used as a community centre, especially for the young teenagers.
- Avoid overdevelopment of villages.
- 1) Adequate provision of affordable housing for local people, but... 2) Care taken to ensure Stratford is not swallowed up by piecemeal development in inappropriate areas (e.g. Shottery) 3) Care to ensure Birmingham Road does not grind to a halt due to volume of traffic. 4) Measures to encourage independent retailers back into town centre (relaxation of parking char
- Stratford is one of the UK's principle tourist attractions for foreign visitors. They are attracted by its historical and natural assets and the district's strategy, particularly regarding housing schemes and transport, should defer to tourism. An artificial notion of a 'world class attraction' with generic tourist offerings should be avoided - promote the (XXX) indi
- The council should stimulate the local economy by encouraging new development. The need to enlarge the amount of work carried out by the building industry is the first priority of reviving both the local and the national economy. The current anti - development policies are disastrous. Stratford Town centre desperately needs to partially pedestrianize Bridge Street
- Local transport.
- Bidford on Avon has had more than its share of development pick on somewhere else for a change.
- Support for local facilities - replacement of outdated village halls / community centres.
- As above.
- I do think the town takes all the money. Village life is becoming more isolated with poor facilities. Dirty pavements. No lights. Pavements becoming overgrown with vegetation etc.
- A greater police presence to deter burglars
- Transport - cuts to bus services.
- Range of shopping.

- See above.
- Here at Bidford we feel there has been sufficient building. We don't really want to become any larger.
- As far as Southam is concerned, the town is dying (Thanks to Tesco - I am not a retailer) H52 will kill the town.
- Lighthorne Heath. Used to have a doctors surgery and dispensary, for a long time. Removed because premises did not comply with access for disabled act. It's replacement planned for in the L.H local plan. Site provided by C.H.P.C. Planning permission obtained. ORBIT housing decided by build accommodation for doctors to rent. Then changes to P.C.T and politics resulted
- Resurfacing rural roads. Maintain green belt.
- Unsure
- Facilities in Southam for teenagers and sporting facilities are poor. There has been some recent improvement at the recreation ground, but they need more attractive sports facilities, even simple things like a concrete outdoor table tennis table.
- Lack of evening transport to villages, this impacts on people going or returning from work.
- Ensure retention of village post office and stores. Supply more frequent bus services in villages.
- Parking in the town of Stratford-upon-Avon, use more common sense.
- Keeping the village a village - not expansion until we have a town by default.
- Same as above.
- Support for local businesses, especially shops.
- A long term solution to traffic congestion in and around Stratford-upon-Avon must be found to avoid further decline in town's prosperity. Full dual carriageway bypasses north-south and east-west are urgently required.
- Local police station, local council office.
- Litter. Wellesbourne is really bad. The centre is kept ok but the rest is very bad and dirty. Why is there no more advertising about dropping litter etc...
- More action against speeding through villages and generally on narrow country roads.
- Stratfords streets are dirty. Behind the car park the hotel at the bottom opposite of town is terrible - weeds, rubbish, more weeds. The town needs to be cleaned up.
- Further development on a large scale should stop until a road and transport plan is established.
- Local jobs for local people not outsiders. More/better policing.
- Safety in town. Cheaper rent for shops so more variety. More essential facility Dr, chemist, school.
- Our village has very few services, no provision for teenager, poor networking links, no health care, very little public safety provision, and most of the village upkeep is carried out by local residents for free.
- Restricting building of new housing developments. ensuring current facilities are looked after so don't fall further into disrepair (Shipston scout hut, play parks, footpaths).
- Leisure facilities in Wellesbourne - a hot potato!
- Stratford road systems need immediate and dramatic attention as they currently cause a bottleneck to whole area as well as clogging the town and making it more attractive to go out of the town or bypass it.
- above leisure centre is key for surrounding villages. I will be very disappointed by a lack of leisure facilities if they are not proposed for here!! Would be a great resource and reduce unsafe running around the village for exercise.
- Retail.
- Encourage small businesses into Stratford town centre by lower rates and rents.
- There is a danger in the Home guard club in Tiddington being closed because of a rise in rates. The Home guard is a lifeline in the village for sporting clubs and has enviable open space attached. They also try to keep the fees low so sports clubs can afford to use the facilities. I feel this is unfair for the rates to rise, they work their backsides off to try to keep
- Abolish the town council 0 Cut costs by just having one Stratford district council and the parish councils. Share best practice and facilities with other councils. Visit Solihull MBC - they get it right most of the time.
- There are a row of terraced houses on the Warwick road in Wellesbourne, unoccupied, that are rundown and look unsightly. They spoil the look of the village.

- New housing should be in keeping the size of the town/village. Traffic through the town/village should be taken into consideration and safety of pedestrians.
- Recycling bins could be installed - people would use them.
- See above.
- As above. Re-establishing a market in Henley in Arden. Maintaining existing scenic and architectural aspects of the area.
- Against any further housing development in Stratford.
- Better street lighting in Banbury Road, Kineton.
- Traffic management and parking, especially around schools.
- There is more to life than Shakespeare.
- Public transport. Having access to late trains and buses to and from Stratford. It is a disadvantage for business / pleasure for the last train back from Birmingham being 8.30pm or London 7.30pm. (ish)
- Size and positioning of wind farms opposition to HS2.
- Keep cars out of Stratford by: 1) Limiting development 2) Pedestrianisation 3) Cycle facilities (e.g. racks and paths)
- Let's have serious attention to a policy for developing affordable housing and stricter control over large houses.
- As above.
- Keep small libraries open as centres of learning and local interest.
- I think you should address the lack of facilities in Wellesbourne for anything sport wise.
- Better road crossings and cycle routes to encourage parents to leave the car at home for the school run
- Better transport facilities to outlying villages, too much focus on Stratford whilst other "rate payers" in outlying areas get missed.
- To compensate for fewer police on the beat, grant support village wardens.
- Better public transport times
- It seems that out of town shopping has taken its toll on many local businesses so care should be taken to ensure we do not go over board on allowing these areas to deplete the town.
- I am seriously concerned about wind farm applications that are appearing in the area. This is a part of the country with beautiful countryside (if you ignore the M40) and the introduction of wind farms would be a huge scar and blight to the area. Please, please please do not allow planning permission to be granted for these anywhere in the SDC area.
- The high cost of public transport, especially for those people in low paid employment - a large proportion of their wages must be spent on travel costs. Those people who live in towns would not have this problem as they could walk to work.
- As above
- Nuisance behaviour and vandalism
- The building of new homes should be entirely demand-led and not subject to arbitrary targets by council officials. Greater efforts must be made to prevent and oppose illegal land occupation by traveller groups.
- Better parking to encourage visitors
- The loss of good shops out of the town centre needs to be addressed in addition to stopping the continued development out of town into the country side. Stratford is a small town and in danger of growing and losing its charm that makes it such a tourist destination.
- Too much traffic trying to get through the one-way system in Stratford. The Trinity Way needs to be continued through to the Loxley Road, Tiddington Road and Warwick road.
- Alcester seems to loose more shops which then become charity shops. Is this because the council tax/ rent is too high??
- empty derelict buildings owners should be ordered to maintain them or refurbish them, i.e. the Griffin pub is an eyesore!!
- Public transport from Henley in Arden is extremely poor
- Wellesbourne - the need to reduce traffic speeds in the village - current systems in place do not work at all. Village sports hall - boarded up, why and what are the plans for it.
- Inclusion for All
- Decline of Stratford town centre
- Green Belt is being swallowed up by inappropriate development and SDC should not be so very very weak in its decisions and enforcement. Also the control of speed limits in rural areas should be sort. Rural lanes are dangerous following the advent of Sat Nav. 60 mph is

just not safe on winding country lanes.

- Affordable housing is of prime importance.
- Still problems in Alcester at weekends with young people being drunk and disorderly, who cause damage to private properties, vehicles and gardens. Local community officers seem to have no effect on the behaviour of these people.
- Alcester Library a hub of community life which should be retained. A manned police station would be a good thing or at least a greater police presence.
- Free car parking at town car parks for Blue Badge Holders. I hold such a badge myself and appreciate the free parking at the roadside. I do not abuse this facility by remaining longer than people that pay, however, there are times when a longer period of parking is needed. Whilst I have no objection to paying the parking fees because of my ailment I am ever likely to exceed my estimated time paid for.
- Studley appears to be neglected and being allowed to decline at the moment. This is unacceptable.
- Sensitive development/redevelopment in conservation areas and clear guidelines provided to the planning departments (guidance is contradictory and can be interpreted in a number of different ways).

Appendix 9: Suggestions regarding another option which residents would prefer to deliver the housing growth

44 comments

- Support the use of 1st floors above shops as flats or apartments. Also empty office blocks as living accommodation.
- No more developments!
- Houses are not selling currently. So why build more? Increase in houses puts pressure on local services i.e. schools.
- Between option 1 and 5
- Brownfield sites in Stratford E.G. near the railway station and opposite Tesco.
- The cheapest
- Have enough houses, plenty empty. Need schools, doctors, dentists, hospital and better roads to cope with all the extra people, Stratford is full.
- Redevelop failing industrial sites in Stratford, Leamington, Warwick and Stratford into housing. (and not more retail parks)
- i.e. the Shottery development including main road connecting to A46
- Option 5 and 6
- Any of the above developments or combination of them may make Stratford (congestion) worse.
- Lower business rates. Great and wealthy.
- No more development.
- 5 and along A40 / A46
- Instead of putting housing aside for immigration try giving the properties to people that have lived here all their lives. Wouldn't be so much need to keep building in overpopulated areas!
- Expansion into greenfield sites should not be permitted.
- Please when building these extra housing update the eater / drains and general facilities.
- Address the problem of empty properties.
- In fill areas in stratford only. Too much over development of large sites in the last 15 years.
- Option 3
- I have concerns about the amount of over development in town/Shottery
- Middle options should go ahead but on a smaller scale.
- Small business development increasing employment.
- There a lot to do in Studley we have empty shops and it sort of stuff like that could be seen to.
- Don't over populate the villages or they will lose their identity.
- Development of privately owned homes and land to help young families remain in villages.
- Looking at all the areas intended for housing and deciding which (XXX) can (XXX) best with a small development rather than one large development in the one specific area.

- Stratford still has many brown field sites eg. on Masons Rd which need developing. Along public transport routes would be a good idea as people will use it.
- A 10% increase to all villages and settlements should be made compulsory with the balance then being allocated to the main rural centres on the basis on population and to Stratford itself. (At the end of the calculation)
- Avoid areas with poor infrastructure.
- Housing and jobs for people within the community and also infrastructure to be addressed accordingly.
- On sites not protected, abandoned industrial sites.
- More affordable housing in villages.
- Use buildings that are already built.
- Focus on Stratford but place new development in separate satellites of the town with frequent buses to and from the centre.
- As shop decline increases housing in town centre.
- Not qualified to judge.
- Option 5 and 6
- Dispersed in the right option, including a new settlement.
- How do you know how much development is needed in the District?
- I think that development should concentrate on brownfield areas in towns and villages. We should not develop in the countryside and should not enlarge the town's foot print anymore. Also where there are derelict housing stock (such as the houses on Birmingham road cross roads) these should be purchased and developed by the council before looking to countryside. For example the cattle market area has looked derelict ever since I moved to Stratford 10 years ago. The council should include areas such as this as a priority.
- Redevelop and reuse buildings that are currently unused or derelict. Infill in current residential areas (Henley in Arden has done a fantastic job of this!). After all this solutions have been exhausted, then consider redevelopment of sites such as Quinton, but with all the required services built in and plenty of green space included.
- Develop Long Marston Army camp keeping tennis and cricket facilities that are going to waste

Appendix 10: Suggestions with reference to a combination of options which residents would prefer to deliver the housing growth

104 comments

- 1, 2, 4.
- Option 3 (including small developments in Stratford) and option 6.
- There should also be maximisation of opportunities along public transport routes.
- There is not enough use of brownfield sites, either for housing or local business.
- Combination of option 3 and 2
- Option 4 and 6
- Options 2 and 5
- Combination of 1 and 4
- Option 2. Option 6.
- Perhaps a combination of options 5, 3 and 6.
- Option 3 and 6
- Blend in with no extremes.
- Option 3 and use of existing Brownfield sites.
- Proposed south park and ride and commercial development i.e. Waitrose e.t.c.
- 3,5
- Less impact on greenbelt and less risk of over populating existing areas.
- 3 and 6
- Option 1 and option 6. This would avoid using greenfield sites.
- 3 and 4
- Option three for smaller growth but larger growth needed option 4 then 5.
- Stratford and along public transport routes.
- Main public transport links. Stratford on Avon and main rural cities.

- A combination of options 4 and 6
- I think a widespread development would best meet the areas needs but I would also like to see consideration of Brownfield development.
- Combine options 3 and 6 where existing infrastructure allows.
- Ring road plus houses in Stratford with Greenport shops and schools enhancement where needed is probably XXX
- 1 and 2
- Option 5
- 1 and 2
- Options 3, 5 and 6
- To have growth in housing you must have infrastructure - work, transport, schools.
- Do not build onto Hamlets or villages as what they provide is the food of the countryside. Buildings will not do that!
- and option 6
- Options 1 and 4
- A blend approach is realistic - not a new town. (opt 5, 3 and 6)
- Options 3 and 6
- Options 1 and 2.
- Stratford is full to capacity.
- Obviously no one option will do it will be necessary to have a mix of options 2, 3 and 5.
- Options 1 and 5 with same in 2.
- Options 4,5
- Options 2 and 5
- Option 3 and option 6 combined.
- Housing should be build in areas that is needed.
- Infill and small developments in local villages.
- A combination of 4,5 and 6.
- Option 3 and option 6.
- 1 and 4
- Combination of option 1 and option 3 improving infrastructure and villages.
- Option 1 and 2
- I would support the addition of a new settlement so long as it included a school, shops and public amenities (sports, play, etc).
- 3 and 6
- Option 1 and option 2.
- 5 and 6
- option 6 and option 5
- Option 1 and 6. Giving maximum opportunity for housing.
- Opting 3 and option 5.
- Options 3 and option 6.
- Options 1, 5 and 3.
- 2 and 6
- A combination of 1, 2 and 3 above.
- Also utilising properties that already exist but might be in need of repair. Perhaps grants should be made available to people to enable them to repair older properties.
- Option 3 and 5.
- Along transport routes and brownfield sites.
- A combination of all of the above except a new settlement.
- Option 2 and 3. Spread the development around the district - thus helping sustain rural villages and reducing adverse impact on Stratford.
- 3, 5, 6
- 5 and 6
- Options 1 and 2
- If you allow housing development where there is no public transport, schools, etc - this causes problems.
- If I chose a combination it would be 2 and 3.
- Options 1 and to a lesser extend 2 utilising existing infrastructure.
- 2 and 3
- 1 and 2

- Combination of options 5 and 6.
- Options 3 and 5.
- 4 and 5.
- Options 3 and 6.
- Combination of options 3, 5 and 6.
- Option 4 and 6.
- 2, 3 and 6.
- Option 3 and option 2.
- Options 4 and 6, avoid sprawl and develop individual communities with support services locally.
- Concentrate development in Stratford-upon-Avon. Minor developments around rural areas.
- All of these options could be employed, with (xxx) and parking, but Britain is small country and development
- Options 1 and 5.
- Option 2 and Option 5 and Option 3.
- Options 1 and 3. Mainly in Stratford with a small number of smaller developments in villages.
- Use all of above options ticked. (3, 4)
- 4, 3, 2, 5, 6 - a complete dispersed strategy.
- Options 3 and 6
- 3,5 and 6
- 3 + 5 + 6
- options 1 and 2
- options 1,2 & 5
- 1, 2,and 3.
- options 3 and 6
- options 1 and options 6
- Small developments so that youngsters can remain in their local community if they wish
- Any new development must take into account the already extremely busy and difficult traffic situation in the area. Traffic management around the are is already badly congested and not managed properly and new developments must take this into account.
- Options 5 & 6 with a bit of Option 3
- Combine option 1 and 5. Possibly supported with an extremely limited amount in other towns/villages
- Options 1 and 2
- We need more facilities in the rural centres

Appendix 11: Residents' reasons for their choice of development option

433 comments

- There isn't a panacea - each has advantages and each has disadvantages. I believe a mix would be better.
- Stratford is becoming too big. we moved to Stratford 4.5 years ago to live in a small town. We did not want to live in an area like Milton Keynes into which Stratford is slowly developing. There is a need to develop in towns and villages to meet local needs and help people remain within their community. Small increments to local facilities, schools, doctors etc, is more easily managed than large increments in a single area. Option 6 would enable the building of new local facilities and possibly businesses to support the new community.
- To stop erosion of green belt land. The bus service is well run and plentiful which could result in less traffic.
- There is enough houses and shops in and around Stratford.
- A flexible approach would allow for pragmatism whilst maximising use of public transport would ensure its continues existence and reduce impact on roads.
- To ensure there's provision for people in areas other than Stratford town. This would bring more people to the rural areas. Also, there is a lot of congestion with regards to traffic in Stratford town around the recent housing estates I.E. Trinity Mead, B'ham road.
- Need to protect heritage and beauty of town and surrounding villages.
- No more development we will lose our identity, like Warwick/ Leamington. No more building.

Retain our town as it is and improve before we lose it all.

- good reliable and frequent public transport needs to be accessible within walking distance from homes.
- Building in other areas will destroy their character.
- option 3 give outlying villages an opportunity to improve local facilities (for older people with dementia/ disabilities eg a day centre). Wellesbourne is in negotiations currently and villages views have been sought this month. We hope to see an improvement in community/personal support services in the enlarged village. Dovehouse estate was poorly provided for when it was built.
- Traffic is already a problem in Stratford. Any development needs to reflect actual local needs (not just numbers set nationally) and reduce traffic problems. Should also ensure wildlife and greenfield sites are maintained.
- Smaller towns already have a good range of services (schools, doctors, transport, shops, etc). Stratford is already bursting at the seams.
- Greenbelt should be sacrosanct. It will be needed for food production. Brownfield only should be built on. Schooling and medical facilities require urgent attention before more development allowed.
- I live in a small village - Radway - a small development for younger single people is required.
- Stratford is already "full" and growing larger, more communities nearest will help to spread the wealth, with development of jobs/retail in these locations.
- Get more usage of the railway system - enabling commuters to be able to vary their means of transportation.
- We need development, but we must not spoil our beautiful county, we must promote tourism and employment.
- Transport in Stratford is already difficult. Any more houses without improving traffic congestion in Birmingham Road, Shipole Road, Alcester Road and Evestown Road would simply make matters worse. By developing in surrounding areas there will be need for investment in schools, transport and the other support services. The area grows and overall increases work opportunities.
- We need an SDC lead integrated strategies for the district which combines housing, commercial/industrial and transport links across the region and not just focus on land banks acquired by developers in and around Stratford.
- Stratford is continually blocked with traffic and more housing growth in the town will make matters worse. Traffic flows needs to be looked at before any new buildings are erected. Spread the housing development in the surrounding towns and villages would ease the pressure.
- Stratford is big enough already - spread the suffering to the rest of the district.
- Whatever option, there must be transport design that will not add to the problems Stratford has already.
- Large areas of development don't give new residents a chance to become a "community" - More smaller developments give people the chance to join existing activities and interests. Hopefully becoming a more friendly society.
- Service centres and shopping facilities take time and a disproportionate amount of resource to establish if we build new settlements. We need evolution not revolution. It has been very noticeable over the last 50 years that great problems and unhappiness seem to occur much more in areas of new settlements. It is usually better to integrate families into already established communities than to try to establish new ones from scratch.
- Homes only be viable if services and facilities were also developed for the main rural centres. Otherwise wouldn't improve these centres at all. So maybe option 1 would in the end be preferable.
- Transport is very important for a community - ease of access is vital. Stratford is already big enough to put pressure on the infrastructure.
- Don't want additional housing in villages.
- Public transport is a major problem and will become more so.
- Expansion in Stratford, particularly existing rural centres will alter character, whereas making existing villages viable in terms of infrastructures, shops and pub is vital for their future. New development of settlement allows full consideration of infrastructure.
- I think this is the best approach
- The basic infrastructure and local services are already in existence and should therefore

provide the most cost effective solution for accommodation of new residents. Spin off benefit is preserving quality of life in the smaller centres of population and rural areas.

- The smallest towns might benefit from increased population and help preserve the high street shops
- The less environmental disturbance the better, only housing for local people.
- The impression is that development in SDC is in the hands of developers and that local people have little say in development proposals. This contributes to apathy and low voter turnout in council elections.
- Not enough housing anywhere.
- Need to spread housing growth evenly. Protect green belt. Limit congestion.
- I think it healthier to spread the load on main rural centres. In filling in villages should be allowed, but not spoiling their character by overloading them. It should be more economical to provide the necessary facilities in rural centres rather than scattered everywhere.
- Have the most unrealised potential in places therefore I think investment would give the best return.
- Option 1, Stratford is already too busy - any further large scale housing would completely clog up the traffic system which is already horrendous. Many villages have small pockets of land that small local developers could use. This together with building on edges of villages would make more sense with the provision that the low cost houses must be given to people in that village so that youngsters are given the opportunity of affordable housing in their area.
- the possibility of retaining people in their villages and smaller towns. It won't over burden services, large concentrations create problems.
- Housing should be available for young adults in the town and not force them to look further afield.
- Several eyesore buildings - now redundant. Don't build on fields.
- may bring more work to small towns. Also cinema and other entertainments. Many of the villages usually used have reached their capacity.
- To expand within Stratford, would effectively bring traffic to a standstill and make existing housing states rat runs.
- Each town capable of supporting people without own transport and offering public transport. Growth in existing towns makes retailers and services sustainable.
- Stratford must be a living town, if you walk around in the late evening it is empty. All the floors above the shops are empty, why? I travel the continent many times a year and stay overnight in towns like Stratford, they all "live" and because the town is their home it is cared for unlike Stratford which is uncared for and empty and soulless.
- Preserve the unique character of the wider district. Make Stratford upon Avon a larger town with more regional influence.
- So that people can use the trains more.
- Spread the load. Housing and Traffic density is S-on-A is already too high.
- Stratford is the centre with good infrastructure. There is no public transport in late evenings and Sundays in rural areas.
- Perhaps a new settlement would not infringe on the existing capacity of drainage and sewage and could possibly introduce renewable energies at the start of the project.
- Over populating one big town will cause less jobs. Helping people in smaller centres will in turn help transport systems and other local amenities.
- Traffic relief from the centre of Stratford. Encouragement to use the railway transport system.
- To stimulate commerce and income close to Stratford.
- I think it gives people more options of where they want to live. Thus more people in more areas promote more business.
- There would be less local congestion and easier for bus services.
- Stratford town centre already congested so more housing would make it worse. Only possible improvement would be if extra housing keeps close to public transport routes. Also extra housing in main rural centres would help to keep them thriving.
- Presently Stratford is being overdeveloped. Housing growth should be severely reduced and also spread evenly throughout the district.
- I feel it is very wasteful to leave greenfield sites as is much better to use them instead of neogreenfield sites.
- I have visited Japan on a number of occasions - It's a nightmare in terms of population density - For maybe 200 miles along the Tokyo industrial belt is an almost continuous built-up

area. We have a similar sized island. We should be very careful to avoid this and preserve our countryside.

- I think it's important to preserve as much of the current greenbelt as possible. Converting previously developed sites would achieve housing growth plans and conserve rural/agricultural land for future generations as well as improving areas currently in need of redevelopment and/or investment.
- Stratford town just cannot take anymore housing growth. Has to be spread but accessible to people.
- We just think it makes sense to build outside of towns and villages where the need be.
- More affordable houses should be made available in town.
- I have chose the option 5 because there is not enough work in Stratford for everyone so therefore attract more residents you will have to make transportation out more accessible. There is no point expanding Shipston, Henley or Alcester, they all come to Stratford to shop and work.
- 4- Would need to be brownfield site and not greenfield site, which would allow the development of housing and introduction of new services to provide employment opportunities. 1- Use services/facilities already in the town, need to consider where thinking of existing green belt and links to quality of life.
- More transport in main rural centres, schools etc.
- Crowded as it is - Stratford has deteriorated over 40 years and lost it's identity. Enough is enough.
- Stratford has had a large increase recently as has the other towns, a new centre would provide schools, shops etc to support the population without over shading the existing facilities.
- Most efficient and cost effective option with minimum of disruption to rest of the community.
- We need a variety of sites for development. Brown field sites should be rescued. The main rural centres have facilities which could be used by people in extra housing.
- There is a danger of rural towns and villages being destroyed by additional housing. Stratford has the capacity to absorb more around the town.
- Stratford is seeing lots of houses being built at the moment and no additional out of town facilities, (or on the edge of town where the houses are being built) so adding more houses to Stratford is going to create a nightmare if all these people are going to Tesco or Morrison for food. So you can build first some shops where people can walk to and then think about building more houses. If you're going to build in new areas such as option 6 and 5 hopefully you will build shops, surgeries at the same time as building houses. (seems very sensible to me)
- Transport.
- Would cause least upheaval and make better use of land if option 6 developed.
- Stratford has been over developed with little or no improvements to facilities in the centre of town. The road system, (Birmingham road) is inadequate and a mess. The Maybird centre with the parking has ruined the town centre. The sites of a Travel Lodge and Premier Inn and possibly Aldi are not supported by new transport routes, and certainly are not the image that Stratford needs and desperately wants.
- Transport in rural areas here is difficult, (therefore) developments were near or adjacent to roads / rail this would help.
- Councils are often out of touch and councillors are locally biased and self interested. I would like to see sensible expansion that is evolutionary rather than revolutionary.
- Large town with good (good amenities). Don't expand the town too much. Very nice size at present. So more expansion needed.
- I believe there are more than enough retail parks and shopping areas. As retail parks detract footfall from local town shops. (so no more needed) These should be developed into housing that meets the needs of the whole community.
- Transport access.
- The facilities needed - transport, shops, etc already in place. There are not enough public toilets - often one finds them 'out of order' or closed.
- More appealing and useful to tenants. Encourage more use of public transport reducing CO2 emissions and carbon footprint and promotion of a cleaner, greener environment.
- Villages need to be more vibrant and retain their own services (e.g. schools). Younger people need to be able to buy / rent property in these locations to prevent them from becoming

dormitory settlements / weekend places for the wealthy. Development in and around Stratford leads to congestion in the town centre.

- There is scope for development around Stratford there are all the services already in place.
- 1
- Essential to re use derelict land. Clears ' eyesores', retains green areas. Most infrastructure already in place.
- I was in favour of the Long Marston(xxx) site, it may have been possible to solve the by pass issue and public transport issues which would have been of value to all, but the nimby's have their way. People in Stratford do moan a lot.
- Developments to be shared around without being too large in each individual area.
- The Long Marston Plan should go ahead.
- Use previously developed sites.
- I think the best to develop the main urban centre e.g. Stratford upon Avon. But rural areas to need some development too, so option 6 would help to achieve that without using Greenfield sites in villages.
- Stratford will become overcrowded very quickly without proper infrastructure :travel, transport, schools etc. It shouldn't make Stratford a headquarters but perhaps the central large town. By promoting housing in smaller towns and necessary public transport their will be less congestion overall. Importance given to each town.
- Villages may be spoilt by development however in Kineton for example parking and therefore road safety is a big issue so there should be a limit set on it's development.
- This diversifies building sites and allows residents in villages to remain there if they wish to do so. Road infrastructure in Stratford is already congested and would need to be given priority if further houses were to be built.
- Would be accompanied by appropriate planning for extra services need. e.g. schools, health, transport, community centres, shops. Or make existing services in villages more viable.
- Doesn't use up green field sites. Gets rid of old, unsightly buildings. The cheapest option.
- Because I think they would be the best options!
- Preserve the largely rural environment, but also to ensure that Stratford town does not grow to much.
- Stratford town has not got the infrastructure to cope with more large developments.
- All villages and towns need more development. Smaller properties so people can downsize.
- Stratford centre is a main tourist attraction and is already very busy and difficult (at main business times) because traffic is heavy, and shopping areas are becoming congested.
- It must make sense to make the most of an exciting contribution like Stratford and then look to utilise areas already served by public transport infrastructure.
- Mainly, because optional, has more of the infrastructure needed for extra homes.
- I feel this would be of greater benefit to local people who wish to remain in the area and where Stratford itself is too expensive.
- No more huge developments such as Trinity Mead. Less impact on the environment. Infrastructure must be developed to support all new developments.
- Need houses close to facilities not in isolated / rural areas.
- Develop the town to leave tourist areas untouched.
- Maintain rural areas for future generations and farming. Keep within existing infrastructure.
- There is a need to keep rural areas actual)?? and support local business.
- If we carry on building where will Stratford end and Pathlow begin? It will all merge. Do we need a Stratford Parkway? No, we don't. The uptake is too small to be viable. It will be another waste of public money. Keep some countryside green!!! You cannot build everywhere. The roads cannot sustain the developments being considered.
- It makes sense to use brown field sites many of which will have some farms of infrastructure. But again building for the sake of allowing people to pour out of the cities etc is not sustainable. Local jobs for local people. New towns create more problems and resentment than they resolve.
- Future development of public transport requires customers so increase the pool of potential customers add to existing centres where there are local facilities, doctors, schools etc and keep the rural nature of the district to encourage tourism and quality of life for all.
- Easy to get to for more people.
- The centre of Stratford is awful at the moment - closed down shops, boarded up buildings - looks awful.

- Avoids massive new housing estates which are ugly and lack provisions for community.
- Option 2 - (i) It leaves the smaller villages largely untouched, but still near enough to benefit from Stratford's facilities (important in itself but adequate public transport is vital!) (ii) Stratford retains its character; already traffic problems in feeder roads. (iii) Leisure facilities can be extended at a more modest cost than in a town.
- There are so many unused buildings in the village and properties that need tidying up this could be prioritised and the village would be much cleaner and not look so neglected.
- This would obviate the need for (piecemeal) developments in small towns and villages. Transport / Medical / Education facilities should be incorporated to avoid overloading existing facilities. This would be most important in relocation to doctors' surgeries and schools.
- All these rural towns currently have good transport links to Stratford. The small range of facilities in these areas would benefit from more use. These rural schools are currently struggling with numbers of children whereas Stratford schools are at capacity, helping to fill them and promoting them will avoid closure.
- England is too crowded. We do not have the space for more newcomers to rip up green fields.
- Stratford On Avon and all places mentioned in Option 2 must keep their character and appearance.
- Concentration in one area would not meet widespread needs. All towns / villages in the area have housing / development needs thus I went for option 3.
- Stratford is already too big for its road system. Please do not make the grid locks worse.
- Stratford is becoming over - developed, but there will always be problems until the road congestion is addressed especially the Birmingham Road and Clopton Bridge.
- Large development e.g. (around) Stratford increase amenities small scale enlargement through out would in my opinion promote greater integration and assimilation of new inhabitants to areas of settlement.
- Concentration of development in Stratford limits the impact of car transport as local transport can be used or services can be accessed by walking. It also limits the impact on surrounding countryside. Development on large scale of out of town brownfield sites threatens the countryside surrounding the site and exacerbates the use of cars for transport to services, particularly schools, business and shopping.
- Towns generally have the facilities and local amenities for growth. Do not want villages to grow so they lose their village community.
- Small changes - The area is getting over developed. Don't destroy the thing that made this area popular. Beauty, open rural views. This is not a city. Build everywhere and it will be gone forever. It's not all about the money.
- Still think Lower Quinton development plan is a good idea.
- Access? to motorway links. Main road improvements to Birmingham. Keep traffic flowing in and out of Stratford.
- Stratford Upon Avon is hideous now compared to 20 years ago. Over development - Trinity Mead and Birmingham Road by greedy developers has ruined parts of the outskirts of town which were green and beautiful in the past. If it carries on developing like this, in 20 years! Time it will be a suburb of south Birmingham.
- Housing is needed in main centres and towns. Traffic and infrastructure and services eg schools must be included in plans. Stratford is popular, but we also need to attract employers.
- There aren't affordable housing within the main rural centres, especially if you're a young adult / couple without a child so won't be high up on the council list.
- All the expensive housing is filled by commuters from outside and not locals. Sustainability is key - along the railways essential. No local businesses are new / care enough to provide locals with jobs so commuters move here at our expense destroying Stratford.
- Any development should A) Be sustainable from a services point of view. B) Have a positive and negative impact on the community it is situated in. C) Have adequate transport facilities D) Be positive and not negative to the local environment. E) Consider impact on bio diversity, nature and wildlife. F) Not add to existing flood risks.
- In order to protect Stratford rural areas which make this such a desirable place to live and visit.
- Development needs to be near facilities.
- Does not encroach further on Green belt areas. Does not overload facilities in existing small towns and villages.
- Traffic congestion.

- Stratford more able to cope / provide services for extra housing.
- A larger number of developments throughout the area to include Stratford and smaller towns reflect a more natural approach allowing people to remain in their local communities should they wish to. There would clearly need to be more substantial developments in larger towns but if this were managed well it would mean less dramatic changes to infrastructure and support local communities, shops, pubs, transport etc.
- Option 4 - Not (likely) to be public (objection) in my area
- This would spread new housing over all areas including towns and villages. The options may also have to look at brownfield sites in order to achieve a sustainable growth in housing units. The main benefit would be to increase housing stock (if affordable) in the villages so that villagers do not have to move away.
- The main rural centres need new housing to keep towns and villages vibrant and active and to allow local businesses to survive.
- There must be a good public transport service for any further developments.
- I feel there is already too much pressure on town centre transport and road links and on services like schools to develop there, and am very opposed to swallowing up green field sites. Option 6 sounds an excellent balance and housing could be provided with its own new services.
- Most efficient more of existing infrastructure.
- All investment seems to be directed to Stratford.
- Stratford is big enough now. Villages need more people to keep their local facilities eg schools, village halls, post offices, pubs.
- A combination of options 3 and 6 could work as long as you make them sustainable eg the establishment of proper transport links where there are currently none.
- Housing best use of land.
- With many places especially Stratford councils are destroying areas of natural beauty or just ruining villages by developing areas that people don't need or want. By using brown field sites you are using areas that were previously developed, so there is lack of disruption to anyone. The distance from amenities shouldn't matter as retail outlets can always be put in with the plans for housing.
- Stratford does not have the infrastructure to cope with further enlargement of the population and at the same time deal with the large number of visitors every year.
- A new settlement is by far the best option. Start from scratch and build a new town with all the facilities, employment etc. Don't ruin village life with unwanted development that is only wanted by the land owners and developers for profit.
- Should not be one solution to such an issue - infrastructure needs developing - transport, education , medical etc.
- I feel the time has come when making the market towns, (I live in Shipston) bigger by size and doing nothing with the services has started to become unacceptable. eg the water pressure in S.O. Stowe is noticeably considerably less in the last 8 years. The lack of police is also felt more with extra estates being built. I feel infrastructure is being overlooked.
- I live in Studley.
- Increase in development of Stratford as they have the land and to concentrate on the main rural centres would promote these towns, promote jobs etc.
- New houses should be spread evenly to make it available to everyone so still could live at your preferred area. (i.e. village or town)
- As above. We are imprisoned in our homes at weekends due to traffic. The councils planning policy is a disgrace. How can they oppose (xxx) playing (xxx) get pass (xxx) road?
- We need to keep villages alive with younger families but this should include affordable house too. The towns should use the empty houses before building new. Both options should take into consideration the facilities that need to be upgraded. (water / waste) in both towns and villages.
- Easier to control. Keep rural areas rural!!
- Spread new housing through the district thus not overloading one area and its facilities. Concentrate on main rural centres which already have an established and robust infrastructure - good roads, schools, shops.
- S.O.A has filled up over past 20 years and proposed 700+ houses for (xxx)? The spread development around, otherwise schools, health care etc. will not cope. Infrastructure always lags behind requirements.

- As railway links will promote use of this transport network. As Stratford is already under pressure at rush hours i.e. 0800 - 0900, 1700 - 1800, 1300-1600 hrs due to car traffic and school transport which clogs up the network of roads in and out of the town.
- The bulk should be in Stratford in the hope that an increase in population will re-juvenate the town centre but some development on the lines of 2 and 5 would spread the load.
- Spreads the burden and makes (xxx) use of existing services and infrastructure.
- In order to spread out the development.
- Stratford town is already too congested so a new settlement could be 'custom built' to suit all needs and transport to and fro the new settlement could be planned and co ordinated (hopefully) into the existing transport route. A new settlement is pointless without supporting easy public transport. That is why I also support option 5.
- Houses are needed in all locations and smaller developments fit in easier and have less impact on local services.
- There are several empty properties in this village and have been empty for a number of years.
- It makes it fair to all residents.
- I've some for two options. People who have bought houses in villages want to live in a village, not let it become a small town. Those that chose urban will be least affected. BTW you need to build tow bridges to develop 'bird' town south of the river.
- Option 3 and option 6 combined. I think there are many Brownfield sites which could be developed. If new building was spread around it would not be so noticeable and occupants would integrate easier. (option 3)
- Develop locally and encourage businesses and people to stay. Transport is important so save travelling too far out having things within a reasonable area / radius.
- No reason to build more in S - O - A as no facilities poor traffic flow muck up the villages then they will match what you have (xxx) in S - on -A. Take a good look at Banbury and other towns of similar size in other counties. Warwick (xxx) and Stratford are poor substitutes.
- Stratfords Road already can't cope with the existing population level. Also by expanding Stratford you are making it less attractive. Schools can't cope with the existing level of children.
- Any development near S - U -A means that more cars come into S - U - A to use services (shops, leisure centre etc) So built near the train routes on brown field sites to deter traffic as much as possible.
- Development in the main rural centres would provide extra housing without changing the essential character of the district, or overloading facilities within Stratford itself.
- Option 1 would be the way to get a bypass road (though developers) to reduce more and more traffic coming through the town. It would also help retail growth and jobs in the town centre, a lot of shops are closing so option 1 could increase trade. Get the town a bypass (like Newbury) create jobs, new outlets and would not cost as much as new development.
- Most practical. It doesn't impinge on existing green space.
- No location should be overwhelmed by development.
- Facilities and infrastructure of Stratford are already stretched, and I don't believe sites or a new settlement are the answer.
- A lot of wasted industrial ground.
- Services and facilities available not over loading places like Westbourne etc.
- All communities to share the problem,
- Common sense to use existing facilities where possible.
- No erosion of, say, green belts.
- All services and facilities concentrated in one place. Better roads, buses, shops, schools, libraries etc. Easier policing.
- Sensible and fair.
- Spread evenly through the area.
- Stratford already has a large population, other areas also have good facilities but have less traffic etc and are more affordable to live in, therefore the district would get more for it's investment.
- SUA needs more tourists and therefore having more housing and services.
- There is no point in creating a new settlement, it will be too expensive to have to also build schools etc. We are in a recession, has no one noticed yet?
- To stop road congestion at peak rush hour times and Stratford is a bottleneck at the best of

times. Best avoided for shopping drive to Warwick, Banbury, Evesham no hassle with congestion or parking.

- Stratford does not have the infrastructure to support more huge developments in the immediate future.
- Village schools have surplus places and are facing huge budgetary difficulties based on falling rolls whereas Stratford has insufficient places. Housing development should take place when there are services available to accommodate it.
- Too much building. Too much social housing. Too many greenfield sites being developed. should be forced to use existing brownfield sites before any new development.
- 1) Previous development should mean existing services thus saving money. 2) Former brownfield land can be an eyesore or at very least wasted land. 3) Makes efficient use of existing developed land area.
- Because certain rural areas become just a number not that should be if its all equal.
- Too much is spent on Stratford-upon-Avon alone and not spent enough on main rural centres.
- Purely to ensure that most people nearer to the centre with less travel requirements.
- More affordable homes should be built for the young people.
- Too much consideration has been given to home developments to the north of the river over recent years. Brownfield sites exist to the south, in particular Long Marston, where use can be put to good population development and reestablishment. The old railway to provide easy access to the town of Stratford and elsewhere.
- because if more houses were built at Shottery perhaps we would get a proper and complete ring road instead of all having to cross Clopton Bridge. But don't expect to happened due to holy cow Anne Hathaway's' cottage and big monies people living there.
- I believe we have missed a vital opportunity in loosing the "middle XXX" option. It still could have been an easy rail connection to Oxford and would have eased pressures on Stratford town. To further develop Stratford with Shottery and Bishopton proposals would over burden traffic and service provision (i.e. education) to a point where Stratford would lose it's popularity. An over developed Stratford would additionally limit it's attraction for tourism which as to be a critical business opportunity for the medium term.
- The "dispersal" option would meet projected housing targets and would ensure no large "Trinity Mead" disasters to be repeated. There are large areas of undeveloped land within the built up area boundaries of every village and small town in the district.
- We are losing all our village life, now there is no community spirit due to the constant housing estates added on to our once loved villages and they are not for families already here but outsiders from i.e. Birmingham and, obviously, our large influx of immigrants.
- These sites already have some basic services. It directs housing development to sites that are already in existence all be it requiring some development. The sites must include public facilities for the benefit of the rural communities to be provided before the houses are built.
- Every area of SDC should have a fair share of any development if this is really necessary.
- It stops intrusion into small villages. It avoids patchy "Heinz 57" growth of housing. It does not desecrate, destroy, undermine, reduce, taint green belt which should be retained at all costs. Item 4 would be a disaster. Identification and destruction of a greenfield site is equally to be avoided.
- Allow OAP's and young families to remain in their own villages, schools need pupils.
- Many of the main rural centres have already seen significant development. To spread the development out to surrounding villages as long as there are supporting transport links and community services, gives youngsters a chance to stay in their village.
- It is imperative to provide housing where people already live, rather than developing new settlements. All housing should be developed along with public transport.
- We need large towns to become more community minded and create growth the rest will come on it's own.
- reason in the option above - Plus access to these is EXPENSIVE as well as limited to people in outlying areas. Children/young people need to be driven everywhere from OAS. Costs in time and money. Young families are better off in/near SVA - Not hanging around, bored, and far from jobs and entertainment.
- Option 4 could provide all that is required for self containment thus not overstretching existing services such as education/schools, medical centres, transport links, leisure services.
- To conserve rural villages and centres from inappropriate growth and development. Stratford needs further better quality development. Growth in Stratford would meet the aspirations of

"world class Stratford" (what's happened to that)? Growth in one location would help limit expansion in traffic, unnecessary commuting etc. Stratford could be planned with more cycle routes etc.

- Gives perhaps the most acceptable alternative and agreement. Of course the main one is to consider brownfield site.
- Keeping small villages alive and with affordable housing not allowing them to become dormitory towns and villages.
- Support natural green belt and habitats. Do not want to see more rural areas turned into housing estates.
- A mix of housing is needed in rural areas including affordable rented and smaller properties. Villages should be developed in their population and services.
- I am concerned about over development in the countryside and villages. Quite over the needed amenities or growth, do not accompany the new developments.
- Convenience, infrastructure etc.
- Young people in SOA don't have enough apprentice work. Apprenticeships for 18-23 needs and contract work to get them some feel for work.
- Do not spoil the villages with new housing.
- Smaller villages need little additional development to prevent these communities losing their new active communities, including schools and shops and public places. Expansion would best be achieved by building new houses in all communities. EG council houses built in all villages in earlier years 1930s, 50s and 1960s.
- I believe small villages would benefit from limited growth and increase in population. If no increase is ever to be permitted in "staleness" in the current population will flourish. I realise option 3 must take place in conjunction with 1 and 2.
- I think this will be most practical and helpful to people needing housing.
- Stratford has grown too quickly with not enough facilities to meet the population, i.e. doctors, schools, leisure. The out of town retail has grown due to free parking taking away from our town which is being ruined, causing traffic congestion esp. at weekends.
- Concern about traffic increase with new builds. Crime will increase with more housing, less police in town.
- Because they have existing shops, transport links and schools to support growth.
- Public transport is very poor in the Stratford area.
- More affordable housing for first time buyers.
- People want choice - Some live in towns others in villages etc and throughout life your needs change from living in different areas to doing different jobs to changing family size and needs. New developments in villages brings new life to that village in many varied ways.
- Middle Quinton got so much opposition due to the scale of the development. The houses should all still be "green" but should be affordable. One bedroom houses should be included rather than flats.
- Existing rural centres can support further controlled development without spoiling their charm. Stratford is becoming spoiled by tasteless development (Trinity Mead?) so a new fully supported village settlement in a Brownfield site (Long Marathon Depot?) would be advantageous in the long term.
- RE 6: because they are an eye sore if unused. RE 3: because the towns are big enough and villages are a nice environment to live in.
- existing countryside and small villages should be preserved as they are a key element in the attractiveness of the district. A balance of development between Stratford and rural areas would be more likely to achieve volumes required and also provide houses in the localities required.
- Attempt to keep both young and old living in the countryside.
- Small scale development in more towns/villages is more likely to benefit a greater number of people and lessen the need for long journeys to work/shops/schools. Also small scale development would have less impact on a community and existing facilities could be accessed and maybe expanded if needed without the need to build whole new ones eg schools, hospitals, doctors, shops etc.
- There needs to be planning for extra infrastructure i.e. schools, doctors, shops (local) and play areas/parks. I feel that option 5 and 6 give this the most area for this. Also if attached to towns or villages the infrastructure never gets upgraded.
- Not using up new space on greenfield ground and allowing transport links for new area to use.

Also not overcrowding on already crowded area in centre of Stratford. The road network in particular struggles to cope at high traffic times already.

- As it would be using previously developed land the impact on the landscape/countryside would be minimal. Being some distance away from existing facilities I would assume new facilities would be needed. This would both help with employment and divert extra pressure in existing facilities and services.
- Stratford is already growing hugely and becoming too busy with traffic etc. Existing services struggle. By combining development across a number of areas it will ease the pressure being in one area and help to support and grow rural centres.
- Because it benefits the community I live in.
- Improves the availability of housing in several areas rather than having a heavy impact on the environment in one area.
- Struggled to think of a place for a new settlement developing all areas seems a fairer option.
- A combination of both local and rural development offers the district the opportunity for both local growth and new larger sites at side of the town that can offer like Dickens Heath a suitable future for families and new comers.
- Supply/demand should have a role. Also need to maintain all communities via a flexible policy. Don't allow our villages to wither.
- More housing on the edges of Stratford should be accompanied by a proper ring road linking Evesham/Alcester road to allow passing traffic to avoid the town centre. We should have no more shopping developments on the edges of town but encourage shops for residents/food/supermarkets in town with appropriate parking and better public transport.
- Development need to be spread out, not focused in one location, for example in Stratford. Option 3 may make local businesses and services viable. A focus on small scale developments is less imposing on existing sites. A focus on existing towns and villages makes optimum use of existing infrastructure.
- It would enable Stratford district to maintain its character, a new town would avoid villages having to compromise. Adequate infrastructure would have to be included in the plans.
- More local housing could bring more work to the area as local business begins to grow and expand.
- Stratford has already lost its small medieval town traditional view. It is in danger of becoming yet another bog standard, boring overgrown settlement. Too large, too bad.
- Stratford can take more development for housing as all existing facilities are in place and businesses need the extra population to stay viable and assist growth.
- Expansion should go where there is the infrastructure to cope with it, E.G. services, transport, etc.
- Don't over populate the villages otherwise you will lose their "village feel" keep it rural. Is that not the reason for living in a village?
- Makes the most sense and the least impact environmentally.
- Towns too big now without proper shops etc for extra people (I.E. Southam) and no proper transport.
- As it gives a chance for families to live in rural areas.
- I live in a small village the average house price 225k upwards. On a 30k salary owning a home there on one wage would be impossible. How will villages once their elderly population survive.
- Area that are most likely to be able to deal with expansion.
- The existing main rural centres have infrastructure, E.G. services, elec/gas/water/ etc inc. B.T. some transport links with rail/bus hubs E.G. Redditch, Stratford. Developing education centres E.G. St Benedict's in Alcester. This infrastructure can be maintained and enhanced at/giving a stronger cost/investment benefit than opening up new areas.
- No more building around Shipston-On-Stour on greenfield sites.
- Small scale development in villages is unlikely to upset the environment. Stratford is already overdeveloped and cannot cope with local services, parking and traffic volumes. The use of brownfield sites makes sense to remove unsightly areas and put to good use.
- Stratford has already been spoilt too many low cost homes bought about by entire government policies in the past and (XXX) and altered by Warwick County Council. Why not develop the many brownfield sites in and around North Warwickshire (XXX) Nuneaton etc. It has the infrastructure. Could it be that the past policies for housing had something to do with balancing the voting structure by introducing on a massive scale low cost housing in South

Warwickshire?

- Option 1 is the most sensible, but is not a complete answer. Development along public transport routes will encourage use, hence option 5. Option 3 - Everywhere need some!
- It seems better to (XXX) the existing communities without overpowering the structures of the present communities.
- The main rural centres do not have the infrastructure for larger numbers - slower development in the villages, at reasonable prices, restriction on holiday lets and the redevelopment in neglected areas or unoccupied properties could help without infringing on green site.
- Reduce the effect on infrastructure by using the rail system. The roads in and out of Stratford are congested during rush hours and of a weekend. No development should be considered without the effect of the road system.
- By choosing options 2 and 3, it gives a lot of opportunities to main rural centres and small villages for more investment and employment by creating different activities in these new developments.
- Option 2 - Spreads the development i.e. fairer inc. benefits and downside. Option 6 - Better than using 'green' land.
- I think development should be spread around the main towns and villages to keep them 'alive'. Otherwise if just centred on Stratford - Upon - Avon transportation and parking will become a big problem.
- I think Stratford already has enough development of properties and I don't think they have the services to cope with it. Just looking at it's roads on most days of the week it is very congested and considering how big the Maybird car park is, it often struggles for parking spaces. There is very little parking available at the leisure centre for the numbers in Stratford. And if you are trying to encourage people to take up exercise as this questionnaire suggests then they shouldn't have to pay for parking.
- Due to the 60's closure of local railways and station, the obvious choice would be option 5, but also controversial. Therefore a gradual expansion of village areas that have 'other' transport links seems the only acceptable choice, to all concerned. (3 and 5)
- Should develop ex industrial sites but also remember to incorporate shops to service the area. Along transport routes also good idea as this would hopefully support public transport network.
- Total lack of social rented housing in the small towns. Expensive public transport means that people want homes where they work, where they have existing support networks.
- No point in increasing population where there is no transport. The brownfield sites are already scarred and it will improve the whole area if they are used rather than left.
- To provide accommodation in growing areas and spread employment and services.
- Ease of public transport is an important factor.
- Nimby
- Better public transport.
- Has the most services and facilities.
- Option 2 avoids overcrowding Stratford and loosing identity. It provides various options of location and could be controlled to prevent loss of community identity.
- Option 3 would have less detrimental impact on the district - Also, to a certain extent, support services already in place, although care needed to ensure these are adequate and to be augmented where necessary. Option 3 would continue a sense of community in each of the towns and villages, which is not always easily achieved in a totally new settlement. (Options 4, 5 and 6 create isolated communities)
- A combination of options will be needed to meet the quantity of housing needed. In Stratford great care is needed to preserve its attraction to visitors. The Shottery proposal would adversely affect the beauty, peace and tranquillity of Anne Hathaway's cottage and grounds. It must be remembered that housing is accompanied by loud traffic and noise. Generally housing should be planned to include community facilities, so as to reduce the need for car travel to those facilities.
- Least impact on environment and (XXX) access to transport.
- There are tens of thousands of villages and settlements in the U.K all of which could be increased by 10% and visually enhanced at the same time, with the absolute proviso that only the most sensitive and gifted designers must be engaged in such a task. By spreading the load it would be possible to reduce the pressure in the major cities and towns enabling

some over development areas to be cleared and replaced by parks and open spaces.

- Easily accessible with less impact on road infrastructure of existing settlements. Stratford / Bidford already subject to significant growth and further development will have a negative effect on local services.
- It is better to use rural brownfield sites, particularly where there is infrastructure to cope because; 1) I develops eye sores 2) It presents further virgin rural development.
- Alcester. I would like to move to Alcester when it means I just can't manage.
- See Q36
- Because this would cause the least difficulties in providing services required (gas, water, electric, sewerage) and fill in areas where presently little use is made of vacant spaces. Also people will be close to facilities such as shops etc and not need transport to get to them.
- As above. Stratford has taken a lot of housing development in the last 15 yrs or so. I fear Stratford will soon be grid locked and community services over subscribed.
- 3) I feel a spread of development would suit most demands. 5) While being alongside access to (XXX) routes people and workers would not need as much private transport 6) There are a lot of B/F sites which either remain left un developed and then re developed into a trading commercial industrial (XXX) which seem then to be only partially occupied. These appear to be (XXX) on the proposal of employing local labourers but does not appear to be the case.
- Brown field sites exist not just long (XXX) they need not be new towns which dominate surrounding areas. Brown field sites must be used and not left as eyesores.
- Will spread the population.
- No more use of greenbelt land. Use brownfield sites.
- I think development needs to be spread around as Stratford alone cannot cope with the influx in schools - doctors surgeries traffic on its roads, the larger villages will also have this problem.
- S'Avon town is becoming to large. Villages need new growth to bring in facilities. Brown field sites can mean more local jobs, no need to travel so far. Less traffic problems and a better way of life.
- Development on public transport arteries will keep a check on car travel and intrude less on rural areas. Unfortunately Warwickshire public transport is poor. eg. Shipston to Lamington Spa. Stratford to Coventry etc.
- To have a 'planned' development with it's own resources.
- A village like ours needs affordable housing to support local residents.
- Mixing of interests - sport, community, religion.
- Minimise using green belt and destroying the countryside currently enjoyed in area.
- People need easy access to facilities. Current buses etc are not great in rural areas - trains seem better. People need to be able to get to the shops, schools etc.
- S on A have the best facilities and have services that can be enlarged with little trouble.
- Traffic increase is the main problem for all options we need a ring road and additional sources (XXX) for any option!
- We need to revitalise the whole area not just Stratford, and not swamp just a few places.
- I would like to see more development for the elderly. I am nearly 60 and will soon have to sell my property perhaps having to move to a development for the over 60's. If there was one in my village I could stay put.
- Villages are a very important resource and should not be allowed to be dormitories for the rich, we need diversity in villages to keep shops and amenities open.
- We must protect the Green Belt around Stratford to retain it 'country town' feel. To continue to infill the land will lead to a crowded 'city' feel; development away from the town centre, like long Marston, is there for a better choice with good links (trams!) into the town centre or park and ride (XXX).
- To developed area around Shuttery with a bypass through to Shipston Road.
- The character of the area is rural which should be (XXX) focus. Therefore any future development should be concentrated round the chief (XXX) and main centres.
- Poor transport planning (removing ability to turn right past train station and forcing traffic through town centre! and poor placement of crossings and new traffic lights on (XXX) to cater for needs of those who are too incompetent to drive) means ant development around Stratford (generating further traffic) is totally inappropriate.
- Even out population; the stress on one area only, on local schools, Drs, etc is not realistic. Sharing new developments within the district will have less impact on local environment,

services, etc. would be more acceptable.

- In most villages there are opportunities for infilling which should be used.
- Although I live in Southam, I have to acknowledge that we can't over burden the very attractive villages in the district. Equally, (XXX) everything upon Stratford isn't fair. If we want somewhere for our young people to live, we have to take the (XXX) and try to provide housing for young folk (and older folk) with a local connection.
- More people breeds more life into a community and the listed towns have the space to absorb a larger population. Stratford is already over populated Opt. 1. Villages should remain villages Opt. 3.
- Stratford town appears to be overdeveloped with no extra infrastructure and jobs to support this.
- Stratford is already too developed, as is Wellesbourne. It would seem more suitable to spread out new developments to a wider area.
- Suits all needs, local urban and rural without creating large conurbations.
- I think we should work around all existing services.
- Development in Stratford will of necessity be far out of town, therefore services and facilities only accessible with transport. Most large villages are large enough already and development on the edges creates traffic, parking and infrastructure problems. Development along railway lines may help transport links. Brownfield sites already used in rural areas mean less encroachment onto greenbelt.
- As option 3 would be unlikely to achieve the development targets, I feel option 5 could supplement the overall county strategy.
- Housing, more council homes than private homes.
- A new development would have to address schools, Dr, traffic, shops, etc. SOA has had enough development for the size of the centre and its' traffic problems. Main rural centres are also large enough. A whole new plan for a new town/village could be a balanced settlement, with new shops, schools, etc.
- To avoid the "spread" of villages whilst providing existing transport links and avoid creation of new ones.
- Small scale development around most towns and villages and on the edge of main rural centres would have least visual impact and assist in sustaining viability of those towns and villages. I.E. shops, schools, social activities.
- This would use land which could become redundant and thus not overcrowd Stratford and outlying towns.
- A new settlement would provide for better planning and provide all necessary facilities.
- I feel access to public transport is key to low income households.
- To start with there are houses in Stratford itself which have been empty for years. Old industry sites that are closed down etc. Why not start with them?
- There is enough housing in Stratford.
- Feel options 1 and 2 may lead to Stratford and main rural centres could eventually merge into one big housing development.
- Stratford is a beautiful place we are happy to live here and always have been.
- To encourage people to develop in the areas specified and avoid people having to travel to work. Hence saving the planet by reducing pollution.
- To expand into rural villages would detract that particular settlement. It would be better to use the larger towns like Shipston on Stour the Norgren development but you must be able to supply enough local services for the new population. Bus services should be improved and a petrol station is a must. It would be nice if rural communities could have a countryside discount for their petrol as well.
- Small scale developments look a lot better than huge estates that start to look untidy and run down.
- It would spread the load and put less stress on the facilities in Stratford.
- Stratford does not need any more housing developments. Infrastructure not in place (schools, etc) to support further developments.
- Too many in Stratford already, the "green" is disappearing, houses are on top of each other and spoiling the land. It increases traffic, generally ruins what was once a quiet, beautiful place to live.
- Spreading housing development around all areas would mean smaller rural locations would inherit improved service provisions, networking connections and energy providers (mains gas

etc). New growth inspires new involvement from businesses, so development of smaller villages could lead to greater external investments from commerce/businesses.

- Housing growth should be across the whole district using up unsightly areas before farm land and valuable open space is lost for ever. Also areas with planning consent should be completed within a fixed period or penalty applied (old market etc).
- Young people are not able to be housed in or near the village in which they were born.
- Stratford-upon-Avon is a special town that does not suit and can not manage further development. People move to Warwickshire villages for a quiet rural and scenic environment. Do not make them suffer by expanding their chosen village. Don't spoil Warwickshire/Stratford district feel by new settlement or brownfield - The beauty of this area is the space and views. Therefore only option left is along transport links.
- 9 times out of 10 plans are already on the way. The ball starts rolling, wait for the dust to settle and bingo it's gone.
- Keep green fields and farms so we grow our food etc, which would make more jobs.
- Stratford is a sub regional XXX . It is well connected to London and Birmingham and offers both culture and countryside. As working patterns change it will become increasingly desirable to professions working partially from home, and to retired people with spare income. Developers will recognise this and in my view these are likely to be significant pressure to build a lot of houses in/near the town. Allocation of land by satellite developments with good public transport links to town and some services of their own will keep the town compact with accessible countryside whilst offering a pleasant environment to incomers to new properties.
- Rural residents should have the same share of development as town dwellers. Also the young generation should have the option of staying in the same area instead of having to move away.
- Stratfords infrastructure cannot come with what is there, let alone more. Need to be spread around the district.
- Make use of existing brownfield land for housing rather than additional heavy industry. Providing comprehensive viable and sustainable community resources, economic and leisure.
- Stratford in my opinion has already been ruined by developments which hasn't added value to the area but traffic. Need a development which would not involve the need to have to go through Stratford. It is starting to become a nightmare to go shopping in Stratford resulting in Oxford or Cheltenham as alternative.
- Infrastructure already there, Stratford has extended enough.
- Reduce on road transport, utilise existing transport links.
- Smaller developments spread over a wider area will have less visual impact and expansion of village schools and services could make them more economic to benefit of existing residents and reduce pressure on facilities in Stratford, especially road traffic. Lack of foresight by the council had led to large scale development. with schools. get developers to pay as part of planning - no school, no houses.
- Rail routes are important for non drivers and to keep as many cars as possible off the road.
- general spread rather than concentrated areas XXX easier access into town centre, rather than high volume from specific area.
- Stratford has the most amenities, transport - trains. Small towns/villages should not be spoilt, they should remain picturesque, a tourist attraction not filled with estates just because there happens to be a "space".
- There are already too many people living in the district with inadequate facilities, poor road layout, unsatisfactory public transport and lack of jobs. Why create more of a problem than already exists.
- We are ruining our villages/small towns by constantly expanding onto green areas and woods.
- These areas could be enhanced by slightly larger populations. It could hopefully help support local village and small town shops, and other shop amenities so they could remain in business preventing people having to travel too far to get services such as doctors, shops, leisure centres etc.
- To ensure villages have a mixed community to allow people to live where they were born or have connections.
- Development should be concentrated in the towns as this is where the majority of facilities are based. Residents in rural villages are not opposed to small developments, but chose to live in smaller communities rather than large towns. If they expand the villages too much,

they will no longer be rural.

- to improve the appearance of surrounding villages.
- Housing growth is essential and inevitable and needs careful planning. People growing up in a community need to be able to afford housing in that area, affordable housing. I also feel that it is more important to retain the character of our villages and towns and to safeguard places of interest, sites of special scientific interest, (such as ancient woodlands, a lot of these in our area), and our communities.
- This would stop these areas becoming permanently derelict and at the same time allow Stratford area to settle down to what it can support naturally.
- All of these options could be employed, with care and planning, but Britain is a small country and needs to be contained so what countryside we have left is retained. Large country houses could be sold and divided. Derelict former business premises could be converted to housing. It appears that some people have the money to do this. I wish I had.
- I believe option 3 would have the least impact on most people.
- Established transport routes already in place.
- Stratford is already full to capacity, adding more houses will put pressure on roads, schools, doctors, dentists, etc. We all realise we need more houses but Stratford is losing its identity from a market town to a sprawling city.
- Stratford should have most services and facilities.
- Because no planning or development of roads has so far taken place, which has caused very poor conditions for local residents. There is no sense in option 1 at all unless roads/bridges are developed to cope with more traffic than already exists.
- Stratford is choked and existing villages will be spoiled by further, invariably intensive development.
- There are empty buildings all over the area for example, factories on Mason's rd, XXX, a large building in Bidford on Waterloo Road. It would tidy up area and provide more housing.
- Development in the areas of option 2 should ensure that many remain viable shopping/market towns for those citizens already resident in them.
- Development should be spread as widely as possible to deliver housing growth. Not concentrated entirely on the towns within the region.
- Don't really want any further development. Favour the Stratford option only if this means building a proper ring road around Stratford and investment in job opportunities and services. If housing development in surrounding villages, this would still mean that villagers would need to come into Stratford for shopping and services, adding to congestion and overloaded facilities.
- Development needs to be proportional to the current size of the area.
- There has already been too great a level of development in main rural centres, and around Stratford, without provision of appropriate infrastructure and appropriate traffic management. Further development will create stress and make life unbearable for existing residents.
- Use land that has been developed previously. Avoid Greenfield sites. Most people travel some distance to their work, therefore siting a development away from an existing population centre shouldn't be a problem. Developing on the edges of a conurbation can use Greenfield sites and cause over development of small towns.
- Stratford is already developed enough and traffic is heavy.
- 6) The use of brownfield sites for housing restrictions encroachment on green sites. 5) Development along railway lines will encourage use of public transport. If public transport improved.
- Many villages would benefit from the provision of affordable housing to retain young people.
- Stratford is already highly congested most of the time.
- Stratford Town is underdeveloped. The residents rest of the District. (Sutton / Henley etc) outnumber Stratford residents which is why their councillors vote to further develop Stratford and not their own ward). The historic rural setting is fast disappearing, development must be dispersed round the District including a new settlement.
- Rural communities are devoid of young couples because of excess planning permission for large properties and far too little attention to affordable housing.
- More state housing required. Far too many state houses have been sold off and nothing built to replace them. More housing for the elderly (State housing) is desperately needed.
- hoping to cut down on work and school related traffic and spare green belt/field sites
- I think a small amount of houses in and around Stratford is better it then lets sons daughter

to stay near family and it is absorbed more easily into the old local community

- I feel that concentrating all the development requirement in one area is bound to create traffic congestion at peak times and strain schools and other social infrastructure. Clearly infrastructure requirements, particularly schools and medical provision, would need to be considered wherever significant numbers of new houses are proposed. This does not always appear to have been done in recent development, hence shortage of school places in Stratford and horrendous traffic at peak times.
- Building a limited number of houses ,suitable for young families ,in villages helps to keep village school open.
- Spread the increase expected and use otherwise brownfield sites together with general environmental improvement.
- Near all of the facilities and transport links. I am Totally opposed to the use of green/brown field sites for development - it sets a dangerous precedent.
- Stratford has the major concentration of facilities: medical, educational etc
- See previous comments as per questions 35 and 36
- it gives younger adults in these areas more of a start
- Stratford is already struggling with the infrastructure to support the current population (school places, doctors etc). It would be sensible to develop the outlying areas although this does not have to be limited to the major towns.
- Existing villages are full to capacity and Stratford is already large enough with current facilities already stretched. A new settlement with new facilities (schools/doctors etc) would increase jobs and provide a new place to live with reduced impact on existing towns and villages.
- A town like Stratford has the resources and services to cope with an influx of extra people - villages do not have these, and would be overwhelmed, thus spoiling the area for those who already live there, and making life difficult for the new residents.
- Less travel to work
- development of brownfield will return land to profitable usage and also will not increase congestion in already built up areas etc
- Spreads the load, reduces concentration and develops all communities
- to ensure an even spread of resources' and services
- The town landscape is improved while maintaining the countryside.
- Don't favour new towns in the context of the small size of the District. Don't believe ribbon development and remoteness from existing centres would be popular
- It's important that we keep as much of the small town look and feel as we can (the character of the area) and ensure all the services required for an area (Doctor's, schools, shops, etc) are included in any major development so as not to put added pressure on currently pressured services.
- think the Birmingham road going into stratford is an eye sore with houses boarded up , new homes will look better and may help the younger people afford to get a starter home
- As indicated Stratford has the better services to provide for extra housing also has more facilities to "entertain" residents
- better for people to become part of existing communities than to try and create a community from nothing in a large new development. Using existing transport links will mean people are less dependent on cars for getting to work, study shopping etc
- most balanced
- One has to be very careful not to alter the subtle balance and unique character of ancient rural villages by inappropriate housing development in the pursuit of populist political dogma and expediency
- To enable people to live in areas which are served by an efficient public transport service. The current road systems around stratford are totally inadequate and any further large scale housing development in Stratford would make this worse.
- villages should not be expanded upon, they should be kept as villages so stratford should have the main development, using brown field sites doesn't disrupt anyone as it is previously used land being reused.
- Priority should be given to local people to have first choice where additional housing is to be built
- in order not to change the nature of towns and villages it is better not to put too much new housing all in one place

- Some of the villages have lost their local shops, pubs and post offices. Increased development of these villages would enable these to be reinstated.
- Better use of existing area that has been used in the past. Leaves the town and surrounding villages clear of more development that these areas can't deal with.
- Housing Growth in Main Rural Areas will encourage growth across all strands of living from cradle to grave.
- there are better transport employment and other services.
- These are fully established areas with amenities which could be improved to suit.
- Developing Stratford would avoid spoiling outlying areas with over development.
- Travel in and around Stratford is so tortuous and frustrating that all new housing should be well away from the Town in the locations I have given. Any further development in Town or on the outskirts will kill the 'golden goose'.
- It makes sense to gently expand housing in all sensible areas to cater for local needs and maintain the viability of smaller communities. Hopefully extra housing will lead to better local services. Stratford should not be the sole focus in the light of its existing problems with services and traffic.
- spread the load evenly
- Existing infrastructure in Stratford more able to support additional population. Shops and services more likely to succeed with increased local population. Greater funding for the town to enable development of further services. Easier to support the vulnerable in a town situation where service provision available without having to travel far.
- Brownfield sites will benefit from the redevelopment and lovely untouched countryside will remain so.
- Development should only take place where there are existing services, facilities and transport routes.
- Sustainability needs to be major factor in deciding where to build. Public transport needs to be readily available and locals shops and services.
- Over development in Stratford without when funding is being slashed to support the required infra-structure

Appendix 12: Residents' suggestions as to how the Stratford Card could be improved

12 comments

- No
- Improve discount
- Should be free for residents, simple sticker - SADC resident.
- Provision for topping up the card at all times and places other than the council offices - perhaps t
- I don't think it can.
- There sued to be a card for Stratford residents £10 for £30 parking. Why should residents pay tourist
- I think it is ok now - so long as machines work!
- there should be no charge for evening parking GBP 3 is too much
- Time to get your act together on car parking no wonder there are not many visitors coming
- it should be available at all stratford car-parks
- top in car park without the need to keep going back to SDEC office
- More meters that work

Appendix 13: Residents' comments regarding what would make them consider using the free parking for up to one hour at Bridgefoot car park in Stratford.

66 comments

- Not suitable for my requirements.
- Need to visit area for less than one hour.
- Free parking 2-3 hours

- I walk or cycle to work.
- Checking motobility options
- Desperation.
- The inability to find alternative parking.
- One hour is neither here nor there considering the location for the Bridgefoot car park.
- If I had an appointment in town that I knew I could get back in under XXX
- transfer parking to another car park, giro system comes to a standstill, so wouldn't ever use it.
- So unsure of where, when and how you can park and if you have to queue in shops it's not worth...
- If I had business at the end of town which wouldn't take more than 45 minutes.
- No
- Yes
- If we had known.
- Needs to be 2 hours
- Yes
- The cost of car parks bills the centre trade!!
- Making it 1 1/2 hours
- Knowing about it
- Yes
- Live locally to Bridgefoot therefore no real need.
- If I knew I only wanted (1hr) parking. I normally catch the bus to go to the town centre.
- More space
- If it was 1 1/2 or 2 hours.
- Do not need to use it.
- Making the access easier. It is better to walk or cycle rather than to queue.
- Remembering!
- Usually need longer.
- Have stayed more than one hour.
- Live within walking distance of town, so not really applicable.
- Nothing, exiting the car park is dangerous. I live south of the river and it is too much aggravation
- If I had a small number of errands to do and only needed a short period of time. In fact I'll keep
- If I had an urgent need to visit shops / banks / businesses in Bridgefoot area of Stratford for less
- Raining and need to go to the bank buying something heavy in town.
- Longer time! Need to walk further.
- If we were able to walk or take a bus.
- Remembering!
- I usually need more than one hour so no good for me but a good service.
- Extra 30 mins.
- Nothing!
- Should I wish to walk/shop nearby.
- As I pay for a £10.00 per year for senior citizen parking - I use the recreation ground.
- Nothing - on wrong side of town.
- Would use Bridgefoot free parking if necessary.
- Important for access to (mobility) centre.
- knowing about it
- Now I know it is there I might!
- If I needed to spend only one hour in Stratford, which is an unlikely scenario
- If the time was longer , it takes me too long to walk in to town to make use of the facility.
- 1-hr is too short to do anything. 2-hrs min. would encourage use
- No as live close by but would recommend to friends now I know!!
- knowing about it!
- I buy the parking card at £10 for £12.50 worth of parking
- not had the need
- Knowing about it!
- What use is 1 hour

- no parking available in more convenient places
- if I'd known about it!!!
- No - have a parking permit for the rec
- Hardly ever visit Stratford!!!!
- N/A - I'm a blue badge user.
- I will now!
- A two hour free period
- maybe
- Nothing as I like to stay for longer periods

Appendix 14: Residents "other suggestion" as to what role in tourism the District Council should have.

116 comments.

- Invite other organisations to hold events here, Scouts, Guides, Duke of Edinburgh awards.
- Make the shops affordable. We have too many empty shops.
- Promote the river and where it goes, all Shakespeare. The river is beautiful.
- Planning and rates - encourage use of city centre shops and reduce rates to enable small business to prosper.
- Promote Stratford in international markets.
- Good guides who speak different languages and organise groups from other countries.
- Use wardens to enforce rules such as no litter. Take legal action against McDonalds and others who provide 40% of the litter in the streets.
- More consultation on large developments with local people E.G. town square.
- Ask themselves "what sort of tourist do we want"? There seems to be an obstruction with numbers visiting. The town lacks style.
- Arrange exchange visits/twinning with other cities/towns.
- Reduce rates for the high street shops to maintain a healthy heart to the town.
- Take energetic and regular action to promote tourism outside Stratford. It is a district council and has responsibilities for the areas outside Shakespearian Stratford.
- Build a bus station and take buses off Bridge St. Pedestrianise the town.
- Reduce rates on small shop units encourage small retailers not chains.
- It should be made compulsory for every town councillor to walk around the town and along the river to keep in touch with "their" town. Twice a week.
- What's the next major project? (Have already suggested the potential of steam railway facilities). There must also be other areas eg major museum along the lines of the Jorvik in York. Could be self funding.
- Improve high profile areas i.e. the station! It is appalling it looks like you are arriving in a war zone. Council should put people first.
- Shopkeepers should wish to improve themselves for their own business. Some detail to reduce XXX and possibly tares.
- Also promote other parts of the district.
- Make Stratford more welcoming. Flowers, baskets etc. This is an historic town not a spin off from Birmingham e.g. Bancroft concrete jungle.
- T.I Centre essential, wholly unwelcoming otherwise.
- Ensure business routes are affordable. Ensure events in town are advertised. Encourage businesses to towns. Make most of natural advantages, river, Shakespeare.
- Promotional material, visits and advertising but must cover the whole district not just town centre.
- Develop riverside area more, i.e. picnic tables.
- Encourage lower rates to incentivise more shop lease.
- The right to clear the pavements of beggars. What do they pay towards the upkeep of S on Avon. Also the policy with drunks at night time by the river.
- Cut parking costs and help small shops in town by rates.
- Stop allowing the shops to ruin their frontages by painting them garish colours. Enforce shops to keep in with the heritage image. At the moment Stratford looks cheap.
- Be stranger with illegal gipsy camps springing up without planning permissions. Block

them stop them quickly.

- Develop a positive and proactive programme to market the area and ensure that key parts of the area (not just Stratford) look the part. Improve Stratford town centre as a shopping / leisure experience.
- Stratford badly needs a bus station (covered) and an improved rail way station.
- Keep out of it. It's only for Stratford town.
- Enable visitor to be aware of all facilities and sights and interest.
- Of the sort that attract tourists and are appropriate to a small town such as Stratford.
- Conference centre development could be explored.
- I think that Stratford should focus on local needs. Many of the shops in Stratford are 'tacky'. A thriving centre used by locals would be more attractive and not deter tourists.
- Promote the district, not just Stratford.
- Lower rents and rates - no on street parking. Only disability bays - buses and taxis - delivery bays. Better main stay parking - reasonably affordable costs - council to pay the same as everybody else. Better park and ride bus and taxi routes.
- Reduce parking charges
- Support criminal law enforcement. 'Police'.
- Stop car park charges and sack traffic wardens - we've come across / know too many visitors who've had a fine and won't be returning!
- Work with businesses to provide offers like the Leicestershire stay and play for £99 scheme.
- Advise and encourage transport services to improve i.e. travel to and from London and Birmingham XXX need better frequency and operate later everybody hasn't a car. We need better train services for tourists.
- Lower rail rates
- Enforce renovation of some of the derelict buildings on all entrances to Stratford especially from Tesco down to gyratory.
- Don't know (Is this a DC job?)
- More toilets. Get rid of tacky outlets improve collaboration with showmen for Stratford MOP.
- Putting residents first, tourist second.
- Be more positive - visitors are doing the residents a favour - they are guests, not a nuisance.
- Aid using only. Facilitate rather than interfere.
- As Q14 encourage more co operation between SDC / SBT / RSC. At present SBT leaflets do not even show RST on their maps!
- Put residents first - not tourists as there is little benefit to the majority of people.
- Make sure people can park cars / make landlords improve appearances of shops.
- Better transport would help!
- Do not encourage them let the ASC and the trust pay they are the ones who benefit not the normal taxpayers. We just have to put up with them and pay tourist prices.
- Encourage visitors to explore other parts of the district as well as Stratford.
- Stratford needs "character". The new Bell Court should not be ultra modern. SDC should do more to protect what character we have left.
- Make it more tourist friendly re parking (outside centre). Stop unnecessary signs.
- Endeavour to re-establish rail services from the south of Stratford district which would ease availability of tourists to the town particularly reduce traffic problems.
- anything in Stratford town should be funded by Stratford town council not the district.
- There should be a well publicised calendar of events throughout the year. After all there is already a big group "birthday celebrations" and the 2 Mops. each bank holiday could have a literary/music prom.
- Stop spending money on promoting tourism. It is not the council's responsibility, and they do not have the experience. leave it to the tourist boards.
- restrict and contain hideous shop fronts and signs. Visit Winchester and learn good practice. reduce shop rents in order to encourage use of retail premises.
- SDC must promote the whole of the area. The town is already well known. should be reduced on town and redirected to outlying towns/villages.
- PAY to have coordinated landscaping to Stratford in its entirety in A) hard landscaping, B) Botanical planting, C) Considerable pedestrianisation, at major cost (a one off cost) to

evacuate the cars and provide more safe street culture. In short humanise Stratford away from "tacky" Shakespeare.

- Encourage new, independent, different traders. Make SVA the only place for some shopping. Smarten up events/celebrations, use local talent, professionally managed, again making SVA a place to visit.
- Ensure wider spread across the district. Promote green tourism. Discourage huge tour groups from marching aimlessly through the streets of Stratford.
- Advertise art and social events in the tourist information centre other than Shakespeare related, i.e. concerts, art exhibitions, amateur dramatic productions.
- I've ticked 7 boxes. If all were implemented I believe the council would have earned their keep.
- I think you may have it about right. I don't see many vacant shops in SOA and the town always seems busy.
- Improving appearance of stations in the area. Inspecting cleanliness of public transport.
- Reinstate TIC to Bridgefoot. Lobby to reduce rates to encourage local enterprises/shops/businesses.
- Civil servants should not try to run or subsidise business. All SDC activities are a tax on all of us!
- Run more outdoor activities EG craft market/xmas market/events on river and parkland adjacent like BBQ and other summer community events.
- Provide open air theatre and create areas with no cars to wider walk ways and make more pleasant.
- make sure roundabouts/flower displays are maintained. Keep better information up to date about local events.
- Businesses in the town centre, not just on the "historic spine" need supporting. Greenhill street is a disgrace, Wood street not much better, our market is on the verge of collapse.
- Improve the railway station. Reduce traffic through the centre.
- Make town patrol officers redundant. I've seen them taking tea, shopping in Marks and Spencer's, talking to each other and window shopping but RARELY talking with tourists. I myself do and do this for free.
- I feel that the face and landscape of Stratford has been irrevocably ruined. If SDC sanctioned this then I feel their role should be limited.
- Cont with support officers and info stands offer tourist - freebies. Explain the wider area via a better central info centre.
- The council can organise in the most busy (2 months) in tourism many activities like some festivals. (About food, wine, local products)
- All of the above and making people feel safe. Perhaps also by utilising the civic hall better encouraging entertainment there i.e. (XXX), dances, barn dances, (XXX), shows.
- Better 'links' with London. (i.e. : Olympic games) How many visitors will 'think' they are in S-O-A? Ans: Short term coaches to bring them here. Plus better advertising in capital city. What an opportunity!
- Public facilities, streets and green open spaces should be clean and maintained for local residents not just tourism.
- Ensure that local residents are given equal importance to tourists - that might encourage 'locals' to regard 'tourists' with greater respect. Both sets of people need to feel that they are not being exploited for commercial gain.
- Help with business rates to stop shops closing.
- Encourage activities for tourism. Street markets, evening activities, things to do in town. Town is 'dead'.
- Remove tramps by coach park near cinema and update toilets - visitors first impressions.
- I would limit further cost / involvement by SDC in commercial support.
- Provide a coach park on the outskirts and not town centre to try and minimise traffic problems during summer month.
- They should be doing all these things as the main body.
- I think the closure of the tourist centre last year was terrible. Its' location was perfect, very sad.
- Make sure that there is disability access where ever possible.
- Businesses should be encouraged to improve their premises as they benefit, they should pay.

- Charge visitors a small "tourist fee" (say £1) to be paid by hosts (hotels, B&B, etc) to SDC for improvements to facilities. This "tourist fee" is common in Germany etc.
- Should the DISTRICT council concentrate its' efforts in Stratford town?
- Encourage businesses by lower rents and rates rather than improving appearance. Be more critical of supplications for change before damage is done.
- Free car parking.
- The buildings on the corner of Ardens street look awful. How long does it take to sort out planning permission, it's been 3 years already, speed up building renewals.
- Encourage more small businesses back to SOE - they are badly needed.
- A bus station would be helpful, with somewhere for passengers to sit and shelter whilst waiting away from passing pedestrians. Evesham seems to have an acceptable system.
- Expensive parking will deter English visitors. It should be free if possible but if there is a financial need it should be cheap. Free park and ride?
- SDC council run the TIC at little (cent) existing staff resources.
- Improve street cleanliness. Encourage more evening (non drinking activities) .
- free all day parking
- Keep the place clean and tidy. You have a great problem outside BHS every day its a mess. Have asked the council to clean it up but nothing is done this kind of thing is bad for our Tourists.
- SDC no longer support/encourage local residents' attendance to theatre performances when there is capacity and seats would remain otherwise unused. Better to have a full house for the theatre and a real benefit to SDC residents.
- Better park and ride facilities at a reasonable cost.
- facilitator
- It is vital that the areas around the RSC are kept clear of cans, bottles, takeaway waste, drunks and skateboarders. It should be patrolled regularly so that the rubbish can be removed. As it is creates a very poor impression.
- Encourage hotels to lower prices as people tend to come just for the day and have the complete experience
- MAKE THE BIRMINGHAM ROAD ROUTE MORE ATTRACTIVE. I have recently had visitors from abroad who were horrified.
- Take all through traffic out of Stratford Town centre - i.e. lobby for the building of a bypass well away from the town
- It should be self generating in that increased tourism will enable businesses to be successful without the DC having to fund them in any way other than getting the tourists to come. Too many local people seem to resent tourists and fail to see that without them Stratford could not exist as a vibrant town. The loss of the new bridge should never have been allowed to be driven by a small minority.
- Possibly reduce business rates for shops. It is very noticeable the amount of empty shops appearing in the town centre.