

CITIZENS' PANEL RESULTS JANUARY/FEBRUARY 2019

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Appendix - Did the Stratford Victorian Market meet your expectations? Please explain your answer below.

1.0 Introduction

The Council has a Citizens' Panel, which contains a sample of people living in the District of Stratford-on-Avon. The following results are from the January/February 2019 Panel survey.

2.0 Methodology

517 questionnaires were returned (256 via online and 261 by post) from a mailing to 1063 residents in January 2019, with a deadline of 7th February. 10 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 49.1%.

3.0 Summary of Results

Budget Consultation

- 81% of respondents have used SDC car parks in the last twelve months. Seven in ten residents use the parks, playing fields & open spaces and just over half, public conveniences.
- Statement - "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services". 43% were in agreement with the statement as opposed to 24% who disagreed, a small decrease in agreement of 2 percentage points on last year.
- The statement question "It is important for the District Council not to increase council tax by more than 1.5% a year, even if this means a reduction in the levels of some lower priority services" shows an agreement figure to this statement of 54% and a disagreement total of 31%. The overall agreement figure has increased sharply by 9 percentage points on 2018.
- The statement question "It is important for the District Council to maintain current levels of service, even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)" saw 62% agreeing with the statement and 22% disagreeing. The agreement figure was down one point on 2018 and the disagreement level was the same.
- The statement question "It is important for the District Council to improve current levels of service, even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)". 41% agreed with the statement and 32% disagreed. The disagreement level is down 1 point on the previous year.
- The CCTV and Crime Reduction service had the largest difference between those wanting an increase over a decrease (+47%), with Local Economy & Tourism Promotion having the largest difference between decrease and increase (-18%).
- CCTV and Crime Reduction recorded the highest mean score at 2.46 and Local Economy and Tourism Promotion the lowest at 1.81. CCTV and Crime Reduction rose by +0.12, Housing by 0.05 and Leisure Centres by 0.04. There were no decreases of significance.
- Support for the homelessness prevention tools was first choice for residents at 69% support, closely followed by UBUS at 67%. Least support was the funding for Shakespeare's England at 31%.
- The value for money figure remains at a high level of 89%, the same figure as the previous year and the joint second highest figure recorded in the last ten surveys.

- Asked whether they felt SDC services were delivered when people wanted them, 37% agreed and 9% disagreed. The agreement figure was 1 percentage point down on the previous year and the disagreement level 3 points higher.
- Asked whether they felt SDC services were delivered the way people wanted them, 33% agreed and 10% disagreed. This question has a high percentage of neither agreeing nor disagreeing at 58%. The agreement figure is up 2 points on the previous survey.
- Asked whether they felt SDC services were delivered where people wanted them, 34% agreed. The agreement figure is slightly higher than 2018 by 2 points. More than half neither agreed nor disagreed. Disagreement fell from 15% to 11%.
- 66% felt the quality of Council services was good overall. This figure has fell 3 percentage points on 2018. Disagreement with the statement remained at 4% in 2019.
- Since 2013 residents are less likely to agree that SDC has enough money to meet all the demands on its services. 23% of those surveyed agreed with the statement in 2018, representing a fall of 6 percentage points from the level in 2013. The disagreement level has risen to 27% in 2019 from 17% in 2013.

Stratford-upon-Avon Victorian Christmas Market

- 84% of respondents were aware of the Stratford Victorian Christmas Market. 45% of those aware of the Market made a visit to it in 2018.
- 87% of visitors said the number of stalls at the Market met their requirements, 71% felt the quality met their requirements and 65% the same for the variety of stalls available.
- 79% of visitors to the Stratford-upon-Avon Victorian Christmas Market rated very good or fairly good. 22% rated it fairly poor or very poor.
- In terms of their expectations 26% felt the Christmas Market was better than expected, 52% the same as expected and 23% worse than expected.
- Asked whether they had visited other Christmas markets in towns and cities in the last three years, just under three-quarters (73%) said they had.

4.0 Results

4.1 Budget Consultation

4.1.1 Usage of SDC services

Respondents were given a list of services with descriptions. 81% of respondents have used SDC car parks in the last twelve months. Seven in ten residents use the parks, playing fields & open spaces and just over half, public conveniences.

Table 1:

	2015 %	2016 %	2017 %	2018 %	2019 %
Car Parks	83	86	84	85	81
Parks, Playing Fields & Open Spaces	72	69	69	71	71
Public Conveniences	51	54	52	49	51
Community Leisure / Leisure Centres / Sports Facilities	36	34	33	37	33
Development Control & Planning	21	20	19	23	18
Environmental Health	12	10	10	12	12
Council Tax Enquiries	11	8	9	10	11
Benefits Enquiries	4	5	5	5	5
Housing	5	3	5	4	5
BASE: (All respondents)	(507)	(454)	(470)	(509)	(495)

4.1.2 Level of agreement with statements about Council Tax

Residents were asked to indicate how strongly they agreed or disagreed with the statement: "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services". 43% were in agreement with the statement as opposed to 24% who disagreed, a small decrease in agreement of 2 percentage points on last year.

Table 2: "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services"

	2015 %	2016 %	2017 %	2018 %	2019 %
Strongly Agree / Agree	41	44	48	45	43
Neither Agree nor Disagree	30	31	30	33	33
Disagree / Strongly Disagree	29	25	22	22	24
BASE: (All respondents)	(489)	(464)	(484)	(517)	(502)

The statement question "It is important for the District Council not to increase council tax by more than 1.5% a year, even if this means a reduction in the levels of some lower priority services" shows an agreement figure to this statement of 54% and a disagreement total of 31%. The overall agreement figure has increased sharply by 9 percentage points on 2018.

Table 3: "It is important for the District Council not to increase council tax by more than 1.5% a year, even if this means a reduction in the levels of some lower priority services"

	2016 %	2017 %	2018 %	2019 %
Strongly Agree / Agree	50	59	45	54
Neither Agree nor Disagree	14	14	15	16
Disagree / Strongly Disagree	36	27	39	31
BASE: (All respondents)	(465)	(485)	(519)	(502)

N.B. The 2017 question used a figure of 2% not 1% and 2019 it is 1.5%

The statement question "It is important for the District Council to maintain current levels of service, even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)" saw 62% agreeing with the statement and 22% disagreeing. The agreement figure was down one point on 2018 and the disagreement level was the same.

Table 4: "It is important for the District Council to maintain current levels of service; even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)"

	2016 %	2017 %	2018 %	2019 %
Strongly Agree / Agree	53	52	63	62
Neither Agree nor Disagree	17	15	15	16
Disagree / Strongly Disagree	29	33	22	22
BASE: (All respondents)	(467)	(484)	(522)	(504)

N.B. The 2017 question used a figure of 2% not £5

The statement question "It is important for the District Council to improve current levels of service, even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)". 41% agreed with the statement and 32% disagreed. The disagreement level is down 1 point on the previous year.

Table 5: "It is important for the District Council to improve current levels of service; even if this means increasing council tax by more than £5 a year (this would require a public Referendum to agree it)"

	2016 %	2017 %	2018 %	2019 %
Strongly Agree / Agree	34	34	40	41
Neither Agree nor Disagree	27	21	26	27
Disagree / Strongly Disagree	38	44	33	32
BASE: (All respondents)	(466)	(483)	(517)	(506)

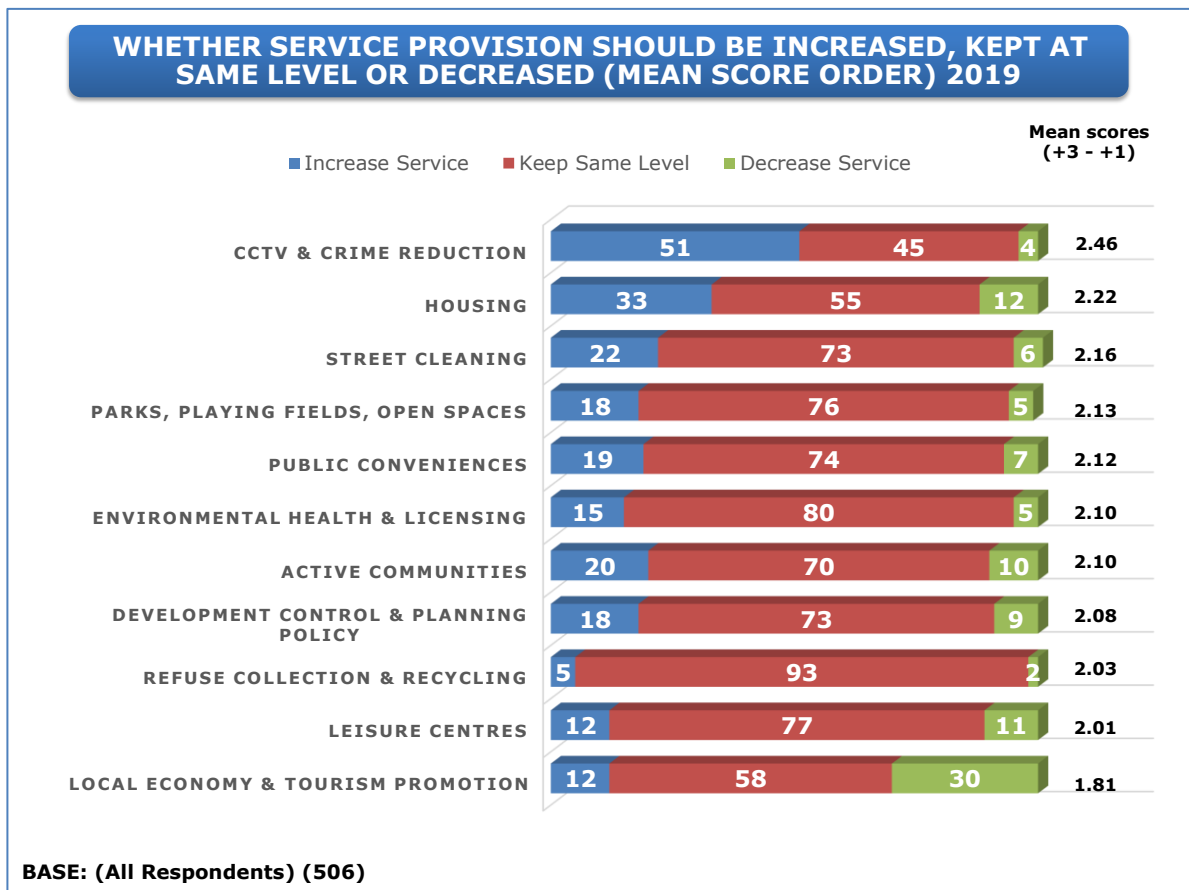
N.B. The 2017 question used a figure of 2% not £5

4.1.3 Spending on Services

Residents were given a description of the service alongside the cost as a share of the Band D council tax rate. They were given the current figure alongside that of 2017 and 2016 to show how it has increased or decreased in that period. They were asked if the provision of that service should be increased, kept at the same level, or decreased.

The CCTV and Crime Reduction service had the largest difference between those wanting an increase over a decrease (+47%), with Local Economy & Tourism Promotion having the largest difference between decrease and increase (-18%).

Chart 1:



CCTV and Crime Reduction recorded the highest mean score at 2.46 and Local Economy and Tourism Promotion the lowest at 1.81.

CCTV and Crime Reduction rose by +0.12, Housing by 0.05 and Leisure Centres by 0.04. There were no decreases of significance. See Table 6.

Table 6: Whether service provision should be increased, kept the same or decreased

	Mean Scores Over Time					
	2019	2018	2017	2016	2015	2014
CCTV & Crime Reduction - This relates to the provision of CCTV in the towns & larger villages within the District. Also working with partners to reduce crime & anti-social behaviour within the District. 2016-£3.06, 2017-£3.31, 2018-£3.76	2.46	2.34	2.21	2.20	2.12	2.09
Housing - This service fulfils the Council's strategic housing responsibility by working with housing associations to enable affordable accommodation within the District. This service also deals with the homelessness function. 2016-£14.74, 2017-£11.17, 2018-£11.73	2.22	2.17	2.14	2.12	2.01	2.06
Street Cleaning - This service relates to the cleaning of the streets throughout the whole of the District Area. 2016-£12.22, 2017-£13.15, 2018-£12.86	2.16	2.15	2.10	2.10	1.99	2.02
Parks, Playing Fields & Open Spaces - This involves the management of parks, playing fields, & open spaces owned by the District Council, verge trimming & tree surgery. 2016-£4.86, 2017-£3.65, 2018-£3.62	2.13	2.15	2.02	1.99	2.02	2.07
Public Conveniences - This service concerns the provision of public conveniences throughout the District. 2016-£2.85, 2017-£3.38, 2018-£3.43	2.12	2.13	2.09	2.11	2.02	2.09
Environmental Health & Licensing - Statutory function with responsibilities for the enforcement of a range of provisions concerned with the protection of public health & well-being, including food safety, pest control, licensing & health and safety. 2016-£7.22, 2017-£7.52, 2018-£8.60	2.10	2.08	2.04	2.05	2.01	1.99
Active Communities - Play schemes, school sports tournaments and physical activity opportunities for older people. 2016-£1.22, 2017-£1.31, 2018-£1.37	2.10	2.08	1.99	2.03	1.98	1.99
Development Control & Planning Policy - This service is responsible for the development of planning strategies & determining planning applications. It is also responsible for planning enforcement, conservation, & policy implementation. 2016-£18.88, 2017-£20.10, 2018-£17.29	2.08	2.06	2.00	2.09	2.02	2.11
Refuse Collection and Recycling - This service involves the fortnightly collection of recycling & domestic waste. There is a weekly collection of food waste. 2016-£24.84, 2017-£27.07, 2018-£29.81	2.03	2.01	2.01	2.00	2.01	2.05
Leisure Centres - The provision & running of four Council leisure centres across the District, play areas & the Skate Park. 2016-£10.92, 2017-£8.41, 2018-£8.61	2.01	1.97	1.92	1.93	1.93	1.92
Local Economy & Tourism Promotion - This service relates to supporting business & the promotion of tourism throughout Stratford District. 2016-£2.40, 2017-£3.85, 2018-£3.94	1.81	1.79	1.77	1.81	1.78	1.83
Base: (All Respondents)	506	530	482	472	519	416

4.1.4 Level of Support for Various New Proposals

The following proposals were presented to residents in the questionnaire. They were asked to choose up to three options to support.

<p>A. Wellesbourne Airfield £1,125,000 one off <i>The Council is committed to the continuance of aviation at Wellesbourne Mountford Airfield & has approved policies within the Core Strategy to achieve this aim. It preserves industrial land for the District of which there is a shortage in the area. Given the threats to the airfield identified at the meeting of The Cabinet in Dec 2016, a resolution was agreed for the Council to seek to acquire the airfield to protect the facility. To achieve this aim the Council is in dialogue with the owners of the airfield, however, if this route is unsuccessful then Council could use its Compulsory Purchase Order powers to secure the site to maintain the proper planning of the area. The Council believe the Airfield is a major strategic asset & if they succeed in purchasing the airfield, see it as an opportunity to make a good return on investment.</i></p>
<p>B. Elizabeth House (SDC's Offices) £750,000 one off and £80,000 per year income <i>It is proposed to provide an allowance of £750,000 from Capital Reserves to undertake a programme of improvements to Elizabeth House during 2019/20. The proposed refurbishment of Elizabeth House follows on from the learning points from the recent experimental O-Zone area. It is expected that following the improvements sufficient accommodation will be vacated that further sub-letting of Elizabeth House could be achieved, to allow rental income in the region of £80,000 recurring from 2020/21.</i></p>
<p>C. Homelessness Prevention Tools £70,000 per year <i>The Council has been investigating a range of initiatives designed to reduce the use of bed and breakfast accommodation. Schemes which are currently being considered such as the Tenancy Access Scheme are designed to help households gain access to private rented accommodation, this replaces the Council's Rent Express Scheme.</i></p>
<p>D. UBUS £86,000 one off <i>The Council has supported the UBUS scheme for a number of years, however, the funding available was due to come to an end in March 2019. The UBUS is a dial a ride community transport scheme where residents of any age, wherever they live in Stratford-on-Avon District who are stuck for transport, can use the service (between 9:30am and 2:30pm Mon-Fri). The proposal is it to extend funding for a further year in order to undertake a review of the scheme.</i></p>
<p>E. Shakespeare's England £75,000 per year for 3 years <i>The Council assisted in the creation of Shakespeare's England which is a Destination Management Organisation that supports the tourism industry within South Warwickshire. This organisation has been extremely successful in generating awareness of the District across the globe. The proposal is to provide funding to enable the work of this organisation to support our economy for a further three years.</i></p>

Support for the homelessness prevention tools was first choice for residents at 69% support, closely followed by UBUS at 67%. Least support was the funding for Shakespeare's England at 31%.

Table 7: Support for Proposals

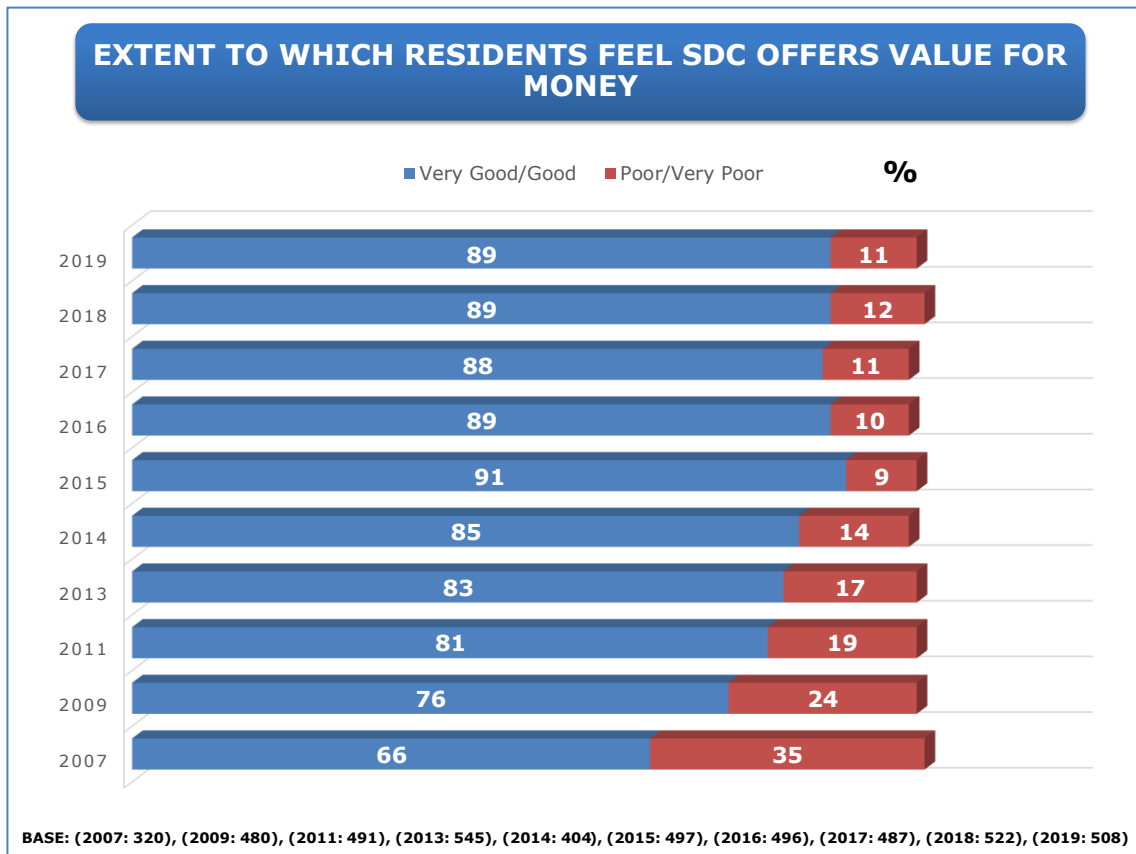
	%
Homelessness Prevention Tools	69
UBUS	67
Wellesbourne Airfield	61
Elizabeth House (SDC's Offices)	33
Shakespeare's England	31
Base: (All respondents)	(503)

4.1.5 Value for Money

Panel members were told that the current council tax element for a Band D property was £137.07. They were asked if this represented good value for money or not.

The value for money figure remains at a high level of 89%, the same figure as the previous year and the joint second highest figure recorded in the last ten surveys.

Chart 2:

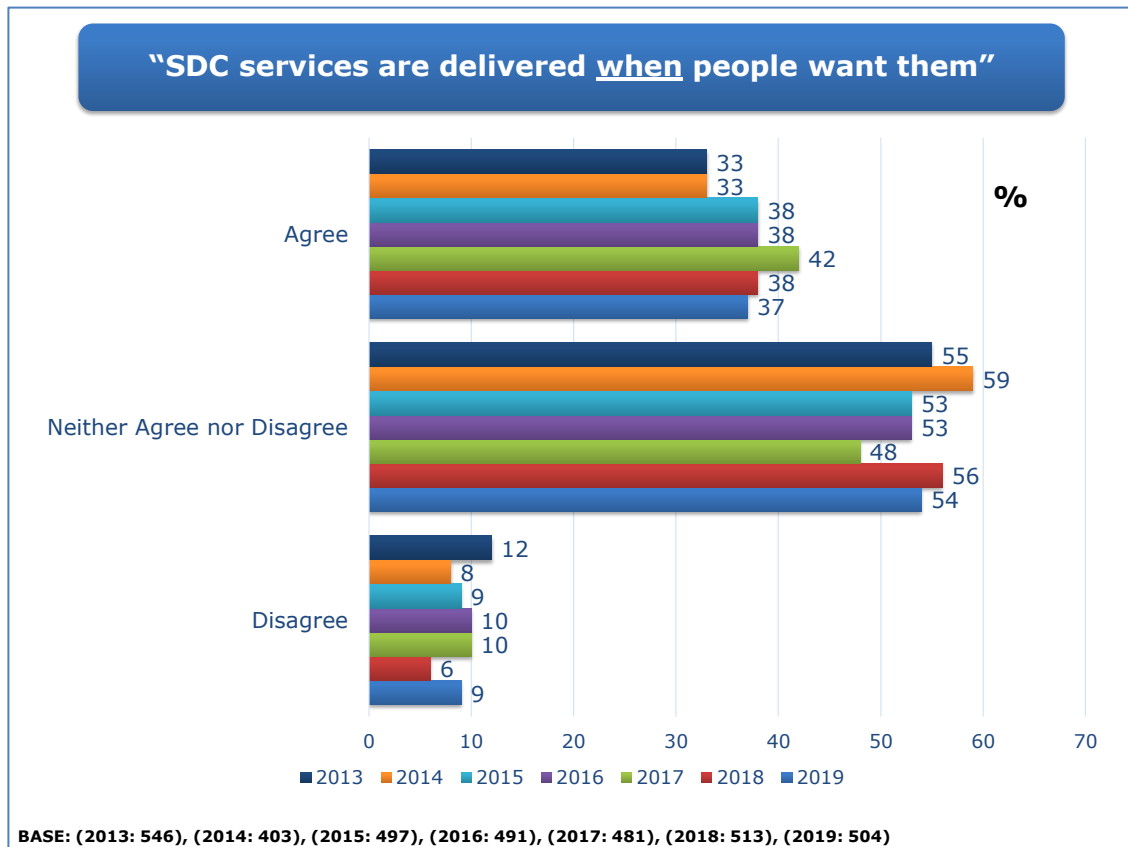


4.1.6 Statement questions on SDC services

SDC services are delivered when people want them

Asked whether they felt SDC services were delivered when people wanted them, 37% agreed and 9% disagreed. The agreement figure was 1 percentage point down on the previous year and the disagreement level 3 points higher.

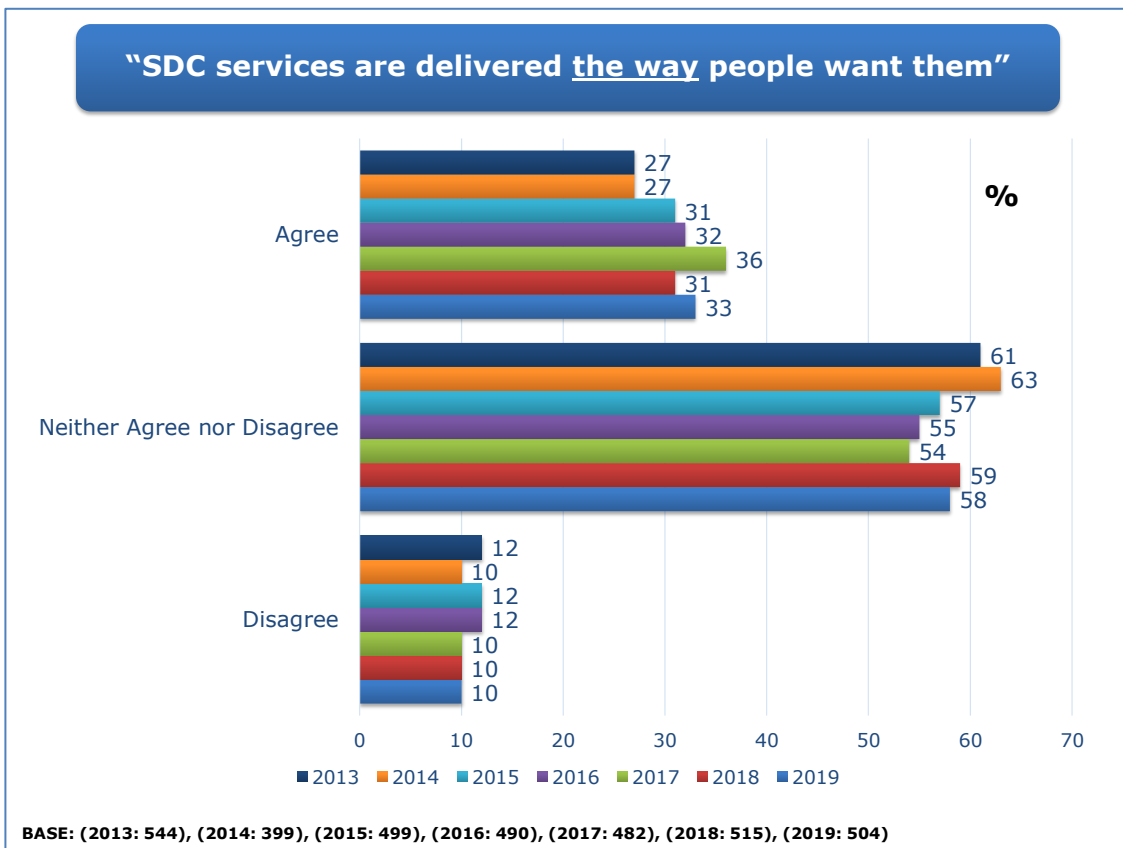
Chart 3:



SDC services are delivered the way people want them

Asked whether they felt SDC services were delivered the way people wanted them, 33% agreed and 10% disagreed. This question has a high percentage of neither agreeing nor disagreeing at 58%. The agreement figure is up 2 points on the previous survey.

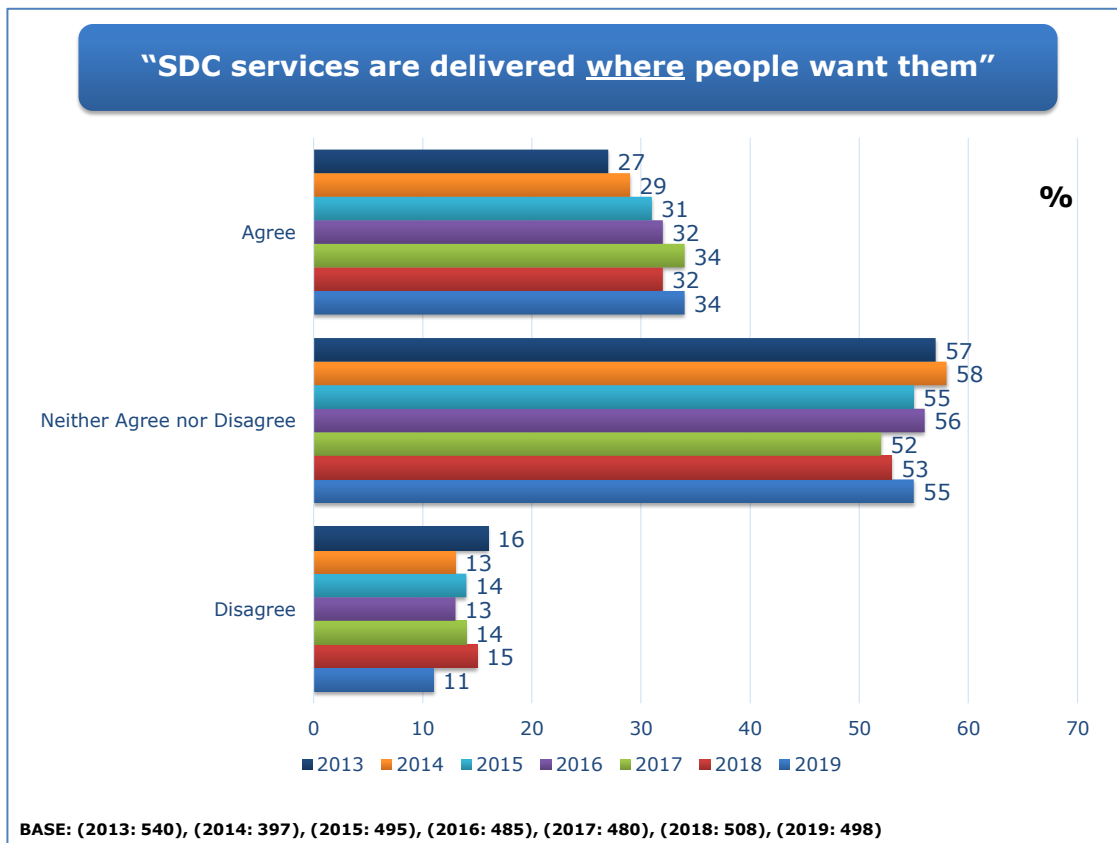
Chart 4:



SDC services are delivered where people want them

Asked whether they felt SDC services were delivered where people wanted them, 34% agreed. The agreement figure is slightly higher than 2018 by 2 points. More than half neither agreed nor disagreed. Disagreement fell from 15% to 11%.

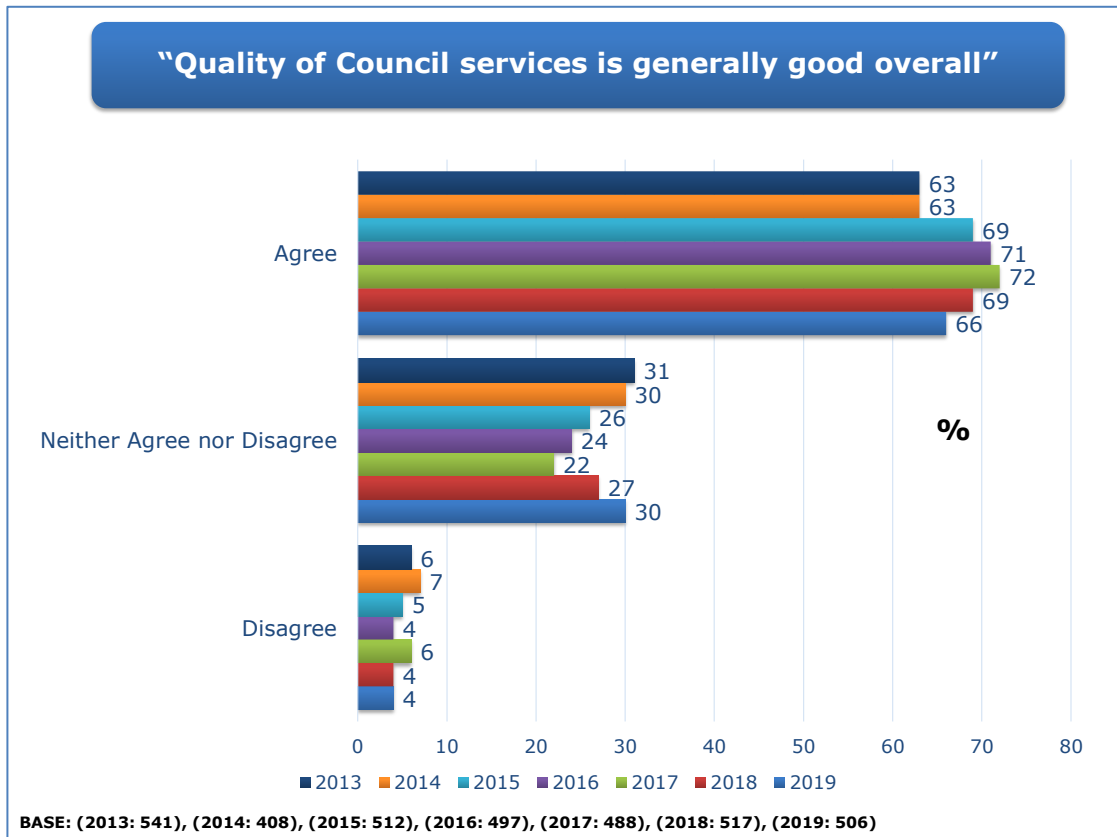
Chart 5:



Quality of Council services is generally good overall

Around two-thirds of respondents (66%) felt the quality of Council services was good overall. This figure has fell 3 percentage points on 2018. Disagreement with the statement remained at 4% in 2019.

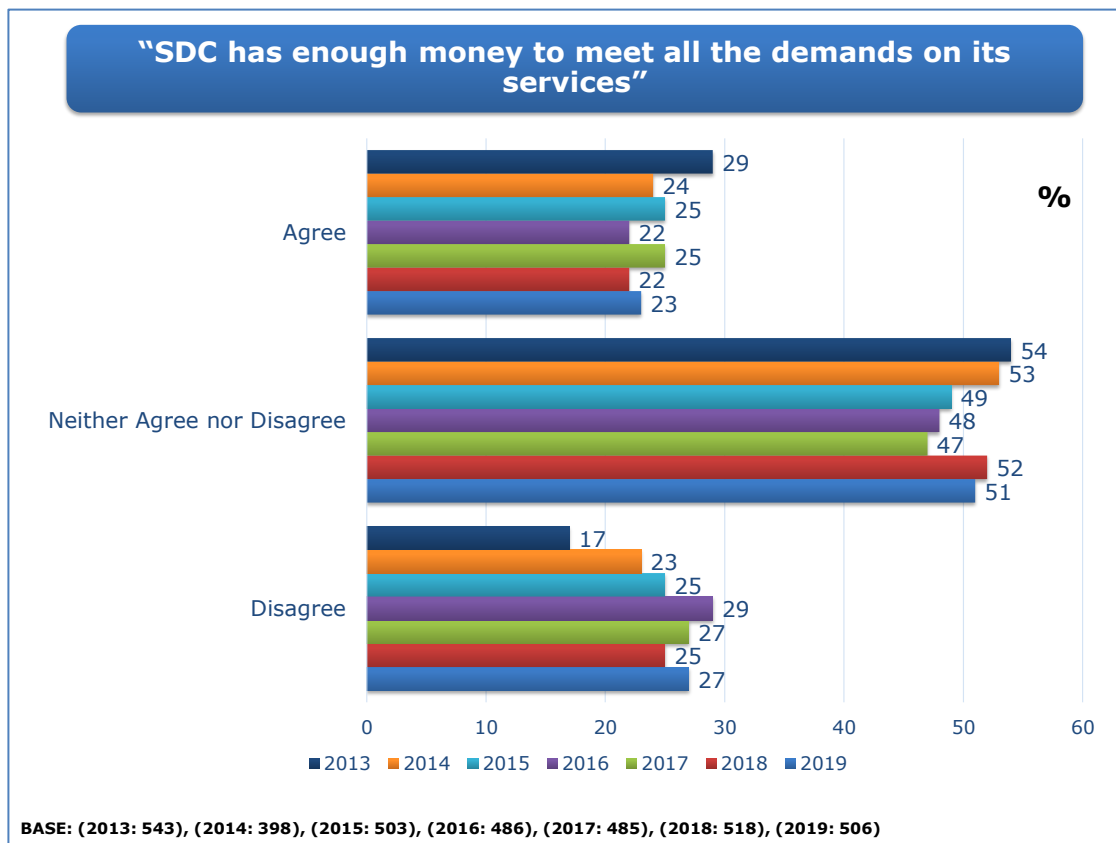
Chart 6:



SDC has enough money to meet all the demands on its services

Since 2013, residents are less likely to agree that SDC has enough money to meet all the demands on its services. This shows the awareness they have about the cuts in public services. 23% of those surveyed agreed with the statement in 2018, representing a fall of 6 percentage points from the level in 2013. The disagreement level has risen to 27% in 2019 from 17% in 2013.

Chart 7:



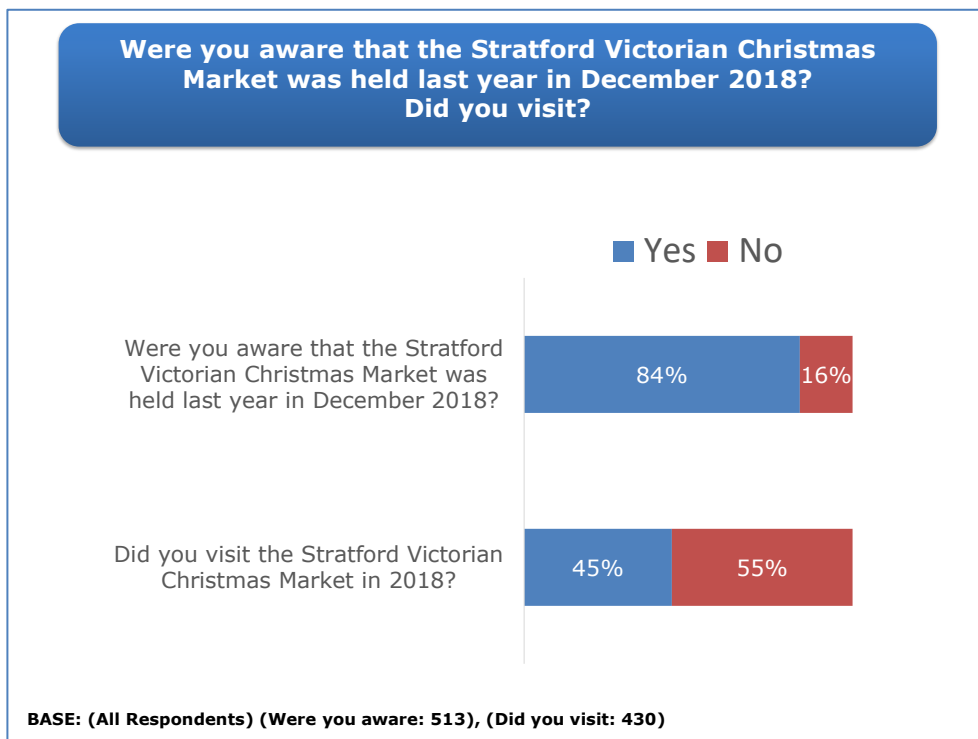
185 comments were made in relation to the statement questions and these have been circulated within the Council.

4.2 Stratford-upon-Avon Victorian Christmas Market

The Stratford-upon-Avon Victorian Christmas Market is jointly organised by Stratford-on-Avon District Council, Stratford-upon-Avon Town Council and LSD Promotions. It was launched in December 2017 and is now an annual event in the Christmas calendar.

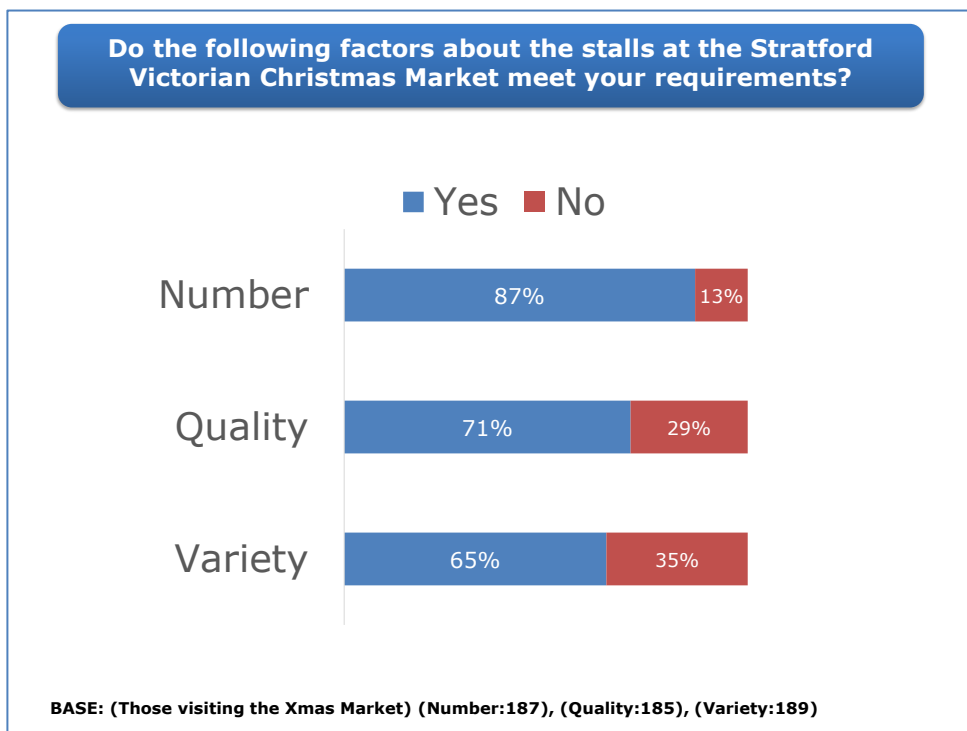
84% of respondents were aware of the Stratford Victorian Christmas Market. 45% of those aware of the Market made a visit to it in 2018.

Chart 8:



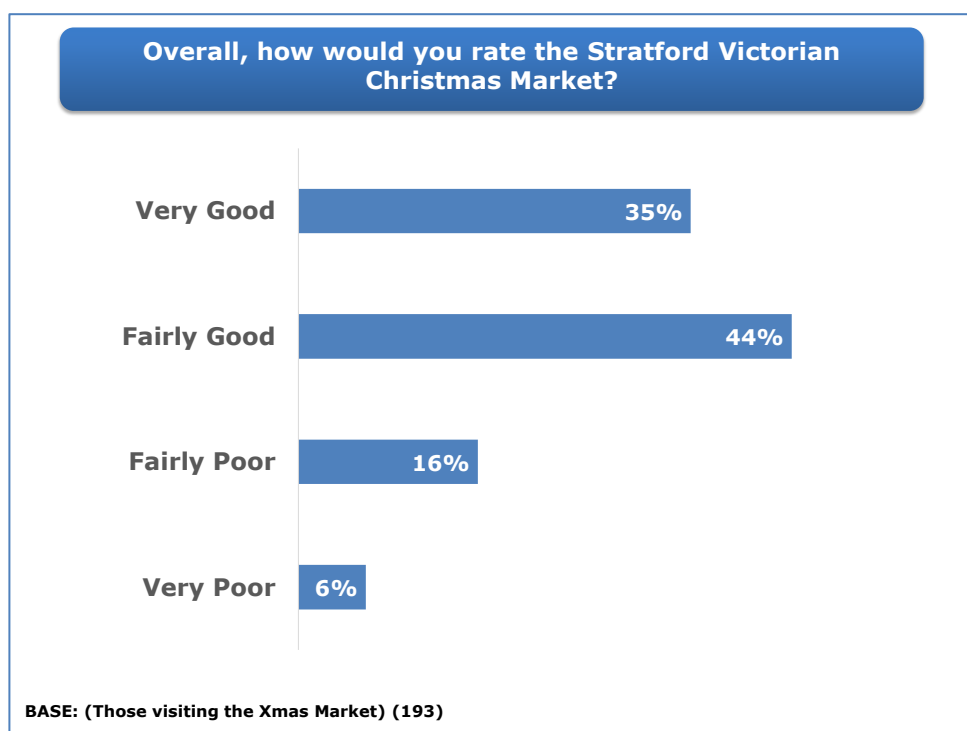
87% of visitors said the number of stalls at the Market met their requirements, 71% felt the quality met their requirements and 65% the same for the variety of stalls available

Chart 9:



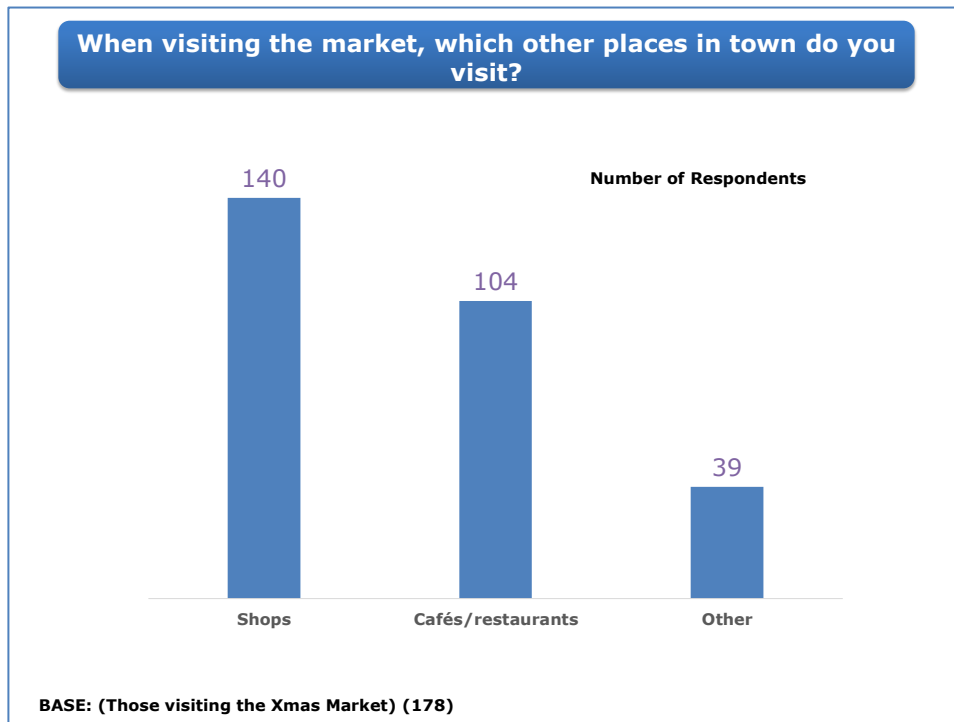
79% of visitors to the Stratford-upon-Avon Victorian Christmas Market rated very good or fairly good. 22% rated if fairly poor or very poor.

Chart 10:



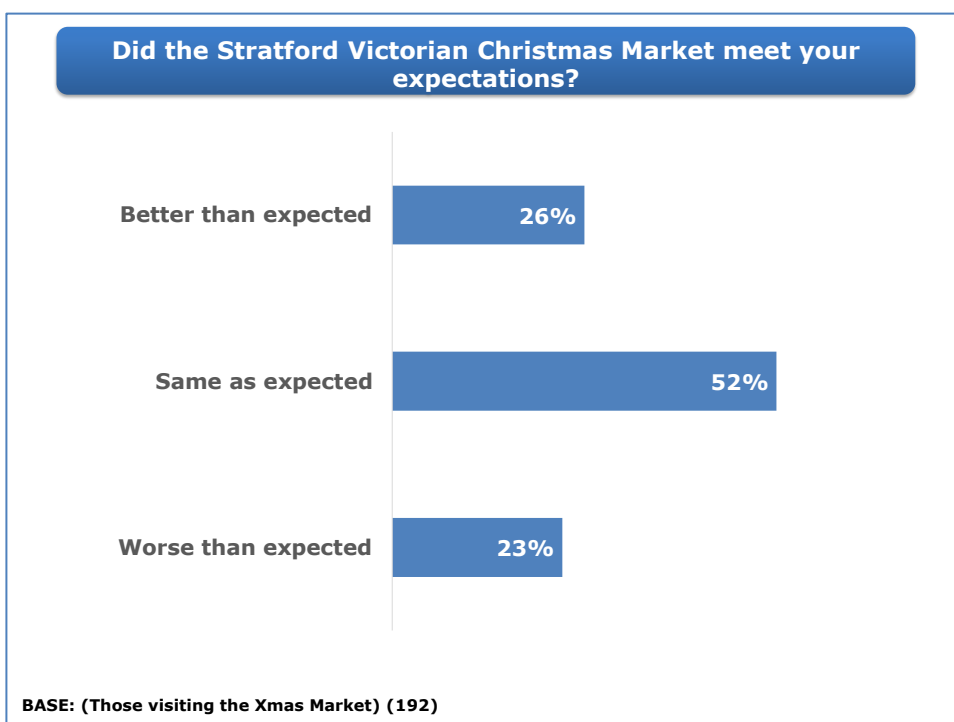
Of those visiting the Market, 140 respondents visited the shops, 104 went to cafes or restaurants and 39 visited other places.

Chart 11:



In terms of their expectations 26% felt the Christmas Market was better than expected, 52% the same as expected and 23% worse than expected. The reasons for the response are included in the Appendix where 240 comments were made.

Chart 12:



Asked whether they had visited other Christmas markets in towns and cities in the last three years, just under three-quarters (73%) said they had.

4.3 Respondents' Profile

Table 8: Gender

	%
Male	53
Female	47
BASE:	(512)

Table 9: Age

	%
Up to 29	1
30-39	5
40-49	9
50-59	20
60-69	24
70-79	32
80 & over	9
BASE:	(488)

Table 10: Number of adults aged 18 or over in household

	%
One	29
Two	60
Three	8
Four or more	2
BASE:	(498)

Table 11: Number of children aged 17 or under in household

	%
None	85
One	7
Two	6
Three or more	2
BASE:	(494)

Table 12: Accommodation Type

	%
Owned outright	67
Buying on mortgage	22
Rent from Housing Assoc./Trust	5
Rent from a private landlord	6
Other	1
BASE:	(512)

Table 13: Whether respondents have any long-standing illness, disability, or infirmity

	%
Yes	23
No	77
BASE:	(510)

Table 14: Whether this illness or disability limits respondents' activities in any way

	%
Yes	86
No	14
BASE: (Those with disability)	(108)

Table 15: Activity which best describes what respondent is doing at present

	%
Employee in full-time job	20
Employee in part-time job	11
Self-employed, full or part-time	10
Full-time education at school, college or university	0
Unemployed and available for work	1
Permanently sick or disabled	3
Wholly retired from work	52
Looking after the home	8
Doing something else	6
BASE:	(509)

Table 16: Origin

	%
White - British	95
White - Irish, White - Other Background, Non-White	5
BASE:	(505)

APPENDIX

Did the Stratford Victorian Market meet your expectations? Please explain your answer below.
Many of the stalls are the same for all market events, insufficient difference and specialism
Extremely crowded taking financially from our local shops. A number of health and safety issues around the market
The VCM needs more variety of stalls
No real scope for change (main variant being the weather over which no one has control)
Absolute tat like a flea market
The quality of the market was great but there was no people there
Plenty of variety
The aspiration should be to approach the Birmingham Christmas market in terms of charm, quality, variety and overall impact. This is a tall order but we can get much better. It is very worth while
Visit most years and fairly similar
I didn't know what to expect but based on what stalls were available and choice I thought it was quite good. However I did think that there were too many serving food/drinks but this would not stop me visiting in 2019
Same as usual
Stratford is an affluent town and can afford the prices but in general it would be good to have a market for people less well-off too especially food
The town looks so lovely with the xmas lights and everyone seems so jolly that it is a feel good event
Overall a good market but I feel that more stalls could have represented local arts and crafts also more involving animal welfare, domestic and rural
Whole town centre blocked off for all of dec by rubbish stalls selling tat and junk. Why on earth do we need this ridiculous excuse for a market in our town centre? We couldn't get to any shops for Christmas presents so went to Leamington Spa instead. Get rid of it, waste of time, money and resources
Although the Victorian theme was new all Christmas markets to date are the same! Visit one you've visited them all - they go on for too long so Victorian market was not a novel experience and the traffic chaos caused was appalling. Residents are sick of these markets as are the retail outlets
An excellent venue, enhanced by the lovely and joyous Christmas lighting - but more celebration should be made iconically of the country's Christian faith
We do appreciate free visitor parking for some persons. Right amount of stands I think, good value on purchase at stands
Overall satisfactory. Traffic management/bus routes etc could have been more transparent
Too crowded. Stall owner looked bored, knock on traffic chaos poor value stalls selling same old rubbish
Loved the reindeer - Henley Street
The weather is usually horrible at this time of year so a Christmas market (forget Victorian) indoors would be preferable. Rather than an attraction, it tends to be a disruption and I doubt that it's financially viable for most of the stall holders
I go every year and find the market excellent
Maybe bit more variety of stalls. Public transport a problem and some drivers not aware of changes. What's communicated to companies, why not use riverside or other?
Going on other town experiences
The market is popular
Too many food/drinks stalls for products for immediate consumption. Not enough craft/produce items suitable for gifts. Too similar to Sunday market
Full of absolute tat. Don't understand the tolerance of Victorian to Shakespeare town
Poor selection of items
A lot of poor quality goods and food

It did not seem much different to Sunday market
Generally the stalls are a little like the shops - they are the same, selling the same things. However there were stalls selling more original goods and this made the visit worthwhile. It was fun, festive and welcome
This is a traditional yearly event in Stratford and should be retained in its present form
The breadth of stalls was very good and it was well organised
Better quality of stalls than previously but closing Bridge Street and Waterside causes chaos in the town. Why is the market not re-located to the recreation ground?
I think this is a venture that is well worth maintaining in future years
I think there should have been more stalls. There were gaps on some streets that gave the market a sparse look. It looked a bit half-hearted and there were too many food stalls (hot food)
It's always the same which is good and you always come away having had a nice evening
A stall for homemade crafts that is not a business so the price is cheaper
Visited with wife and parents, and had a nice day - was impressed by number of stalls, pedestrianisation of whole town was good (as with food festival in August), but streets became quite crowded later in the day (could do with more space between rows) overall good, but I wasn't sure what made it Victorian
There wasn't a feel of Victorian just a feel of the same basic stalls with too many unhealthy type food stalls and not enough innovative useful stalls. I didn't buy anything, just went to shops
Very difficult to get round in a wheelchair
Not what was expected? Expected more Arts & Crafts not Chinese Imports.
Normally my husband and I avoid Stratford on "tourist" days to shop elsewhere. However, we visited the Christmas Market to meet a relative who had taken advantage of a coach trip. We met her at 11.30 and looked around the market. It was full of stalls we've seen at other Christmas markets. We returned home. At 3.30 we took our relative back to the market. The crowds and the noise led us back to the coach by 4.00pm. It was scheduled to leave at 5.00pm. By 4.15 it was full of shoppers who wished to return home early, which it did. These tourist events are driving us away..... Please consider the locals.
I think the Christmas Market is lowest common denominator stalls, I do not know if this is because the stall fees are too high, but it would be good to see artisan, local small suppliers that are high quality and are a point of difference. Stratford should be trading up, not doing the same old.
This is a very good event. Well done to all who put it on.
Not enough variety. Too many of the same type of stalls.
Didn't visit in 2018
Very busy. Good quality food stalls such as olives/cheeses, but all overpriced. Poor quality cooked food options, horrible smell of burgers. I bought hot chestnuts that were undercooked and went straight in the bin. I wouldn't go again
Apart from a few stalls many were the same as the other 52 weeks of the year. Quantity does not mean quality. Suggested attendance seems inflated? Did the whole population of Stratford-upon-Avon? Attend all of the time. How many people were counted more than once?
Very quick brief visit; it was what I expected
It never changes most of it not related to Christmas
Any more stalls would create more havoc - traffic wise
It was the same as the market on waterside and I expected the stallholders and stalls to reflect this it was Christmas and Victorian
Major and disruptive traffic issues
Good event, for locals and tourists.
It did not interest me
Very poor selection and lots of low quality tatt that you would find at Wellesbourne market.

The items on offer were of little interest bearing in mind the traffic difficulties.
It was well organised and professionally run with a lovely atmosphere. I wouldn't want to see any more food stalls though as any more would tip the balance of variety negatively.
I think this activity, as with the Mop Fair, creates more problems than it solves. It does cause traffic paralysis and difficulty entering the town from the surrounding areas. I doubt if any increase in footfall helps local traders or offsets the inconvenience caused.
Many more stalls than expected, and a relief to be able to shop without the nuisance of road traffic.
It was a market with a Victorian theme, as expected
Excellent event, that helps town bring tourists s and locals to spend money and providing great day out with good variety of stalls, quality goods and plenty to look at. Very well organised event.
The Victorian Market brings a dignified gaiety to the town at Christmas that we all enjoy.
The quality of goods on a small proportion of stalls was fairly poor and I would have preferred fear stalls selling good quality merchandise. There was a good mix of products and generally I was happy with it
I think one has to accept a degree of traffic congestion that this event will cause, much as the Mop does, but I think the situation was unnecessarily exacerbated by the closures of Waterside and Sheep Street and I cannot understand why these particular closures were necessary. We're the consequences properly thought through, who recommended these and why?
Too many stalls selling same products
A standard Christmas market. I just hope the stall holders made some profit.
Visited in previous years but it is a bit staid and boring.
Not really interested in Christmas Markets. But others enjoy them and obviously they bring money into the town
I didn't receive any information about the Stratford Victorian Christmas Market. Neither did I hear anything mentioned by friends, neighbours etc. I was unaware that it was taking place.
I have not attended the Stratford Christmas market as I prefer to support the Victorian evening in Shipston-on-Stour so I cannot offer an opinion on the market's merits or demerits. Are you aware that the Shipston event will take place on 6th December? Do we receive any council support for our shopkeepers?
I have no interest in the commercial exploitation of Christmas. I was also aware that disabled residents were very inconvenienced by the lack of access to town.
Great idea, but we were not here
Too touristy and crowded
I did not see any publicity about the event, also I did not visit Stratford in December.
If you want to eat, drink and be merry you can have a lovely time. The stalls were the same as 2017, and I wasn't overly impressed with them then.
Not as good as previously. Perhaps poor weather explains.
I'm not interested in Christmas.
I have mobility problem.
No advertising for it around us
The use of the word Victorian was misrepresentation it was merely a Market
Our nearest Towns are Southam, Daventry, Leamington, Rugby and Warwick. Napton has no relationship to Stratford nor do we have the Stratford Herald Newspaper
The stalls are not all Christmas themed....some streets are also very empty, it may be better to consolidate the pitches based on how many are booked and paid for and open up the roads into and around the town.
I think there are now so many of these type of events they are no longer unique
Christmas is not one of my celebrations....
other events on to attend
It's in Stratford. A long journey to view a collection of festive tat.

Had a really lovely time. Variety of stalls was good, although, as always, more variety would be even better. More unique items, and handcrafted items from young/local people would have been great. Perhaps there is a way of offering discounted stalls to certain types of stall to encourage more artisan sellers. And area to sit to eat would be great, if it was possible to reinforce, as it was hard to eat some of the food on sale standing up.
We don't receive local newspapers, in which this was probably advertised.
I had a prior engagement.
Too crowded and too many of the same stalls
Didn't really hit with a 'pow!' but it was adequate.
not interested
I am not interested in Christmas Markets
Cost of parking and lack of toilets that are free!
Was impressed with the number of stalls, their quality and diversity. I heard someone say it was better than the ones held elsewhere in Europe.
The stalls sell mainly useless tat that will be car booted within 3 years' time
Unable to visit as we had other arrangements planned
It was much larger than I thought. However given works were being undertaken in Union street traffic problems were only too apparent. Much more consideration needs to be undertaken to ease traffic flow. For instance why not use Sheep Street rather than Bridge street.
More variety and a good atmosphere. The Christmas lights and Bridge Street in particular cry out for a Christmas Market and it fits extremely well.
For a town it was excellent and actually better than Birmingham (albeit smaller). Probably needed a bit of work around the park and ride ... long wait in the cold to get back, very disorderly and frustrating queueing...!
There were far too many 'tatty' stalls that bore no resemblance to Victorian markets. Too much food, not enough quality, different stalls. It was packed out with food and drink - shame - it could be so good.
I was only aware when I drove into Stratford and got stuck in traffic making me already for work
Mobility issues meant I could not visit it but I would have liked to. I am pleased it was a good success
I had no idea
The stalls at the market were very similar to the stalls found on Waterside most weekends.
Didn't have time, sorry.
Not interested in that type of promotion
much improved on last year
The market was not very Victorian. Few stalls recognised the theme
As already submitted to the providers 'access for all' was not met across the whole Market and in some places was worse than the 2017 provision. Happy to explain more if necessary. Exclusion is not an option!
Market was satisfactory although the only claim to the title "Victorian" were the clothes worn by some vendors, otherwise it was a Christmas Market like many others.
I attended Kineton Christmas market instead.
We only knew about it because we were passing through. How are we supposed to know about these things? A poster for the parish council notice board would be a good idea.
Received notification through local advertiser. Did not go due to other commitments.
Because every year I have visited it before, it has been, frankly, a tat-fest and not for me.
I do not particularly like shopping at markets, apart from farmers markets. The stalls are often selling goods of low quality.
There wasn't a quality Christmas feel to the market and the level products on display were generally ok but not very special. Plenty of junk hot food. It might be a good idea to check out the markets abroad that really do have a fantastic Christmas atmosphere and amazing

displays of goods etc. Our markets just lack the wow factor. Also the Christmas lights need a makeover as they are looking very dated and need a refresh on colours and design.
I'm not a great fan of markets! However it brought a pleasant atmosphere to town.
I am slightly disabled and I find it difficult to get there. I think it is a super good idea, but I think you need to think again about traffic matters and about other retailers.
I think the market could have been improved by reducing its size. It was impossible to visit all the stalls (especially with a small child as we were) and the very large size made it rather overwhelming - and even impersonal - which spoilt the ambience and therefore the overall experience. An example of this was the entertainment stage at the end of Henley Street, which was out on a limb and felt isolated from the rest of the market. I also felt sorry for stall holders at the extremities of the market - Waterside, High Street/Church Street and parts of Henley Street, which seemed not to be visited by many people on the evening we attended. I think more effort should also be made to give the market a genuine Victorian atmosphere - costumes, music, food, etc.
Inconvenient at that time
It always seems to be the same stalls every year, and every week. Getting round Stratford is difficult at the best of times, but when the market is in town it is almost impossible to get round let alone a parking space so I tend to avoid the market.
I had no wish to. It didn't look very Victorian and markets aren't something that draw me. It certainly caused chaos on the roads and made visiting patients very difficult and took us ages just to get from patient to patient. That is the trouble with a tourist place - the needs of the locals can be compromised.
i did not see it advertised
I think the centre of town is closed off to many times there is room elsewhere i.e. waterside or the Rec. I see no real benefit to town trade & it causes massive disruption. The goods on offer are in the main cheap tat
No opinion only PLEASE make sure all roads in the town remain open where possible This year Union street was a loser creating absolute CHAOS
Same old rubbish sold year after year
Why should I? Stratford is of little consequence to those who live elsewhere in the rural parts of the District. Public Transport to Stratford is far too difficult. More should be done to promote such events in the other Market Towns which do still, at present, have some public transport. Try not to be so Stratford Centric!
The stall holders that I spoke to travelled in, we are therefore not supporting local people. It's very tacky, not what I'd want if I were a visitor. It doesn't seem to do the existing local businesses any good either. I'd give it a miss.
Brings visitors, encourages spending but too big this year.
Don't like markets
Not interested. Too difficult to park.
We had friends come from Tenby just to visit the Stratford Victorian Market (they are Victorian Market addicts) They said it was the best they had been to.
I think it helps trade in the town but is disruptive I'm not a great shopper
Shops were closed, stallholders were closed and the same stalls were repeated. The overall theme is not Victorian enough it seems to be about selling the retail space to anyone who will take it rather than try to theme a Victorian evening.
Traffic congestion and expensive car parking.
I was immobile following an operation.
It is not the sort of event that attracts me.
Illness
Could be time to make it a bigger event but I appreciate the success/fail is highly weather dependent, so with risk.
Not something I would be particularly interested in.
Of little interest to me, many other retail opportunities available

The markets appear to be a big "draw", and the resident retailers seemed busier as a result. The markets in general seem to be a good way for small businesses to get off the ground without the cost and commitment of a permanent retail unit, maybe this is the way forward for Stratford town centre with empty units being used for associated leisure and service activities. It was interesting that, with probably upwards of 30 food stalls providing an extensive choice, there was still a queue at Greg's throughout the day!
Unless you live in Stratford-upon-Avon you would not be aware of this market. I visited Stratford to do some shopping whilst it was on and was very worried about the hygiene of the people serving food at the market and also the standard of food being sold. Are visits made by the Public Health Department??
Irrelevant to residents of Southam and district, too far away for quick trips on cold/wet evenings.
Too much of the tat that we get every week anyway with the normal Sunday markets. The whole of the Town centre was closed for far too long causing traffic chaos. And when there are so many lovely places to eat in the town, why all the junk food stalls? Also- what is 'Victorian' about the market? A couple of blokes in top hats, a couple of women in bonnets- but apart from that it was very much a 21st century excuse to cash in. If we have to suffer it again, just make it on a weekend- and only in Bridge Street and Waterside.
No we visited the Shipston Christmas Market
Any large gatherings are terrorist targets and we have seen what has happened in other countries with lorries used to kill people. I also try and avoid all the tourists' full stop. Just stalls full of stuff you don't need anyway and overpriced.
Ran out of time
We had other plans that weekend.
Lovely atmosphere.
It was a nice change to have the stalls, although it did create issues with the traffic.
I do not live near Stratford
We are a poor relative to Stratford
Unnecessary stalls, similar to the usual fare
Declining quality and range of goods available
Have little interest in such events
Of no interest to me!
I'm not particularly into markets, so didn't have very high expectations
Overrated lots of expensive tat too many stalls selling same overpriced items the stall holders pay lip service to. Victorian dress code it's a just a Christmas market
Much bigger than expected. Great atmosphere in town.
There was an excellent range of stalls and lots of great ideas for presents. The market was the best of all we visited.
Sounds like an excellent idea unfortunately I don't get out much!
Lacked vibrancy and innovation
No plans to visit.
Not a market person
I am disabled and don't often go to Stratford
Not interested
Disabled
There was a good variety of stalls and many local businesses included
The sellers are of poor quality
Had to visit shop in town when market was on. No time for actual visit
Unfortunately was ill!
I thought there were less craft/ small independent stall this year. It seemed more like other markets and not enough character

I know of the Shipston Victorian Market, which should be supported by SDC. I am not aware of the Stratford Christmas Market.
Not interested
My husband walked in and saw little difference from all the other markets now saturating the town week in week out. I was stuck in traffic trying to get back into Old Town as I had been away. From the Rosebird to my house 2 hours!!! It would be interesting to know how the local shops and restaurants benefit from this market so close to their Christmas trading. Very disruptive for residents of the town.
Markets like this do not attract me
Just seemed very tacky.
Retailers are fighting to keep shops open on the high street and then you give a ten year lease to market traders when the markets in bridge street take place then the shops are void of customers is this a wise move?
Self-explanatory
Can't recall seeing it publicised.
I very rarely visit Stratford following issues with the Park and Ride car park.
Mostly poor quality stalls.
Not interested - prefer shopping in ordinary shops
Did not see anything advertising it.
I had no need to visit it.
Although this event would be a welcome tourist attraction we did not see it advertised anywhere in our locality.
We were mostly visiting to experience different food stalls, but choice was less than previous years, especially for vegetarians/vegans.
It seemed a waste of time and money to me. I doubt there was a demand for it beforehand. Personally, at 83 (then) I was not attracted by the idea of coming out to buy tat in the cold and dark and not able to walk any distance to do so.
Too difficult to park. I have reduced mobility and disabled parking spaces available are not close enough
I prefer to use local shops which have to pay business rates. I'm not sure how much the council benefits from markets and whether shopkeepers also see an increase in trade.
Would have liked to visit but we were away for that weekend. Did visit the 2017 market.
Not a Stratford resident
Not in the area at the time.
It holds no interest for me and past visits have shown stalls to be selling goods at prices I am unwilling to pay.
The whole thing was a dismal waste of effort. It may be Scrooge-like, but I dislike the whole commercialisation of Christmas intensely. This tatty manifestation is unworthy of Stratford. Get it 9ff the streets!
No time.
Too many other demands on my time.
Did not have time
I don't really see the need for a Victorian Market. I don't think It adds value to the town.
I thought there would be more stalls - the whole town was closed but there were a lot of gaps so it could have been condensed and left some of the town open.
not very Victorian
The market was more extensive than I had expected, but I did feel the quality of some of the stalls was not as good a standard as the others. There were a lot of food / street food stalls which can be a bit repetitive.
I was ill
Live out of town
Found it expensive and unable to find special gifts. Quite dark to see items.

I have no personal interest in the Victorian markets, if it brings revenue into the town then that can only be a positive
No opportunity
Too difficult to access for a person who uses a wheelchair
I was unwell at the time and unable to attend.
Lack of parking.
I didn't hear about the market or see it advertised. This maybe because I don't have access to a local newspaper or go online.
Went before and wasn't impressed
Caring for my disabled father I was very pleased that as he is a blue badge holder we were able to close enough to park and use his wheelchair. He enjoyed it too although it was very crowded but we were impressed by the security and parking arrangements
Waste of time and money for me to attend - all this is making Christmas far to commercial
The range of stalls was great and I was able to find a lot of interesting items to buy. I was impressed with the vegan and free from foods too. The market catered for all tastes. Why not have the market on Sheep Street or on Waterside where there is less disruption to buses - Guild Street becomes grid locked with the increased traffic and with buses stopping in inappropriate places. Better still - have a number of shuttle buses going to and from the car park at the back of the leisure centre where buses can gather at a temporary bus station. There has got to be a better way of managing cars, buses and people than at the last Victorian market.
Not a personally attractive enough event to make time to visit out of interest.
Was away
Unable to attend due to work
I was unwell
During that period we were preparing to go abroad to visit my daughter for the holiday period.
Self-explanatory
I was away for almost all of it.
Went on too long and variety of stalls was poor. Needed more entertainment for children.
I may have heard of the event but no one I know recommended it to me, so didn't visit, I like the idea but getting into Stratford is so slow these days and parking not good, that unless an exceptional reason arises I rarely bother to visit
Don't buy local paper, didn't see it advertised
It is quite similar to the growing number of markets appearing in December
My wife was incapacitated at the time.
None of the stalls offered anything that you couldn't have found at nearly any market throughout the year. There didn't seem to be anything related to the festive season that was new, fresh or unusual. I was sorry for the stall holders in the torrential rain and wind.
Expected a Xmas Victorian Market but it was just an ordinary market with some decorations - this has been very good over the past, but not this year.
I think the market is lovely. I enjoyed the atmosphere and the warmth of most of the people.
The disruption to the town centre and local shops is most unfortunate. It looks tatty and we would be better to support our local shops and keep a tidy town centre. Many people avoid coming into town during this time. *Very important* the school children are displaced for catching their buses and those locations are just waiting for an accident.
I know it was on but didn't attend.
Similar stalls to other market. Few different or imaginative stalls. The whole experience was a bit downbeat and 'down market'. Felt more 'faded post-industrial town' than 'premium market town'. A good example was Worcester Cathedral market last year. Bath December '17 also good.
As per most Xmas markets that most towns/cities host now.

