



PEOPLE & PLACES  
*Insight*

# TOWN CENTRE BENCHMARKING REPORT

Measuring the performance of Town Centres

## 2021

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## Stratford-upon-Avon



# EXECUTIVE SUMMARY

## GENERAL

### Commercial Offer

- 44% of the ground floor units in Stratford-Upon-Avon are A1 Shops which is lower than the National Large Towns average of 50%, whilst 18% are A3 Restaurants/Cafes which is 7% higher than the National average.
- 87% of the A1 Shops mainly sell Comparison Goods.
- 57% of the A1 Shops in Stratford-Upon-Avon are unique to the town centre, slightly higher than the National average of 52%. 38% of the A1 Shops have a nationwide presence, 1% lower than the National Large Towns figure.
- 12% of the commercial ground floor units in the defined town centre area were vacant in the 2021 audit, 1% higher than the National Large Towns average.
- 33 Market Traders were present at the Friday Market in Rother Street.

### Town Centre Use

- 61% of Town Centre Users travelled into Stratford-upon-Avon in their Car.
- 42% of Town Centre Users spend 2-4 Hours on a normal visit to Stratford-upon-Avon, double the National Large Towns average.

### Footfall

- The Non-Market Day average footfall count in the busiest location, Henley Street, was 219 persons per ten minutes, lower than the National average of 241 but interestingly higher than the Market Day average of 196 persons per ten minutes.
- Footfall was heaviest on the Saturday with 283 persons per ten minutes.

### Car Parking

- On the Market Day audit 46% of all car parking spaces were vacant, 14% higher than the National Small Towns average whilst on the Non-Market Day the vacancy rate dropped 1% to 45%.
- On the Saturday audit, 39% of all car parking spaces were vacant.



## POSITIVE

### Visit Recommendation

- 81% of Town Centre Users stated that they would recommend a visit to Stratford-upon-Avon, 20% higher than the National average.

### Tourism

- Potential Tourist Customers (88%) were classed as a positive aspect of operating in Stratford-upon-Avon, a vast 51% increase on the National Large Towns average.
- 16% of Town Centre Users visited Stratford-upon-Avon Once a Month or Less.

### Local Customer Base

- Potential Local Customers were classed as the most positive aspects of operating in Stratford-upon-Avon.
- 67% of those surveyed visited the Town Centre on at least a weekly basis.

### Cafes/ Restaurants

- Cafes/ Restaurants (75%) was classed as the most positive aspect of Stratford-Upon-Avon by Town Centre Users.

### Physical Appearance

- 51% of Town Centre Users rated Physical Appearance as a positive, 23% higher than the National Small Towns average.

### Access to Services

- 54% of Town Centre Users rated Access to Services as a positive aspect of Stratford-upon-Avon

### Business Confidence

- Regarding Business confidence 63% of respondents expect their Turnover will Increase over the next 12 months, 20% higher than the National Small Towns figure.

### Customer Spend

- 52% of Town Centre Users spend over £20.01 on a normal visit to Stratford-upon-Avon.



## ROOM FOR IMPROVEMENT

### Business Performance

- In terms of Business performance 65% of respondents stated that their Turnover had Decreased, 38% higher than the National average whilst 65% reported that Profitability had Decreased 32% higher than the National average.

### Rental Values/ Property Costs

- Rental Values/ Property Costs were classed as negative aspects of trading in Stratford-upon-Avon town centre.

### Car Parking

- Car Parking (78%) was classed as a negative aspect of trading in Stratford-upon-Avon town centre.

### Vacant Units

- 56% of Business stated that the Number of Empty Units was a negative aspect of trading in Stratford-upon-Avon town centre.
- Town Centre Users cited the need to address the issue of Vacant Units in their qualitative feedback

### Improved Retail Offer

- Town Centre Users feedback in terms of improving Stratford-upon-Avon highlighted the need to 'Improve the Retail Offer'.
- 57% of Town Centre Users stated that the Retail Offer was a negative aspect of Stratford-upon-Avon.

### Markets

- 61% of Traders stated that Market(s) were a negative aspect of trading in the town centre.

### Pedestrianisation

- A key theme to emerge from the Town Centre Users comments was the 'Pedestrianisation' of the central areas or specific streets.



# INTRODUCTION

## MAKING TOWN CENTRES FIT FOR THE FUTURE

People and Places Insight are committed to helping High Streets, Town Centres and Localities across the United Kingdom adapt and meet changing expectations, not just to survive but to thrive.

## WHAT WE DO

Over the last 12 years the People and Places Insight team have designed and developed a unique brand of practical services and solutions. Working, advising, and offering guidance to National Government, Local Authorities, Town Councils, Business Improvement Districts, Neighbourhood Plan Steering Groups, Community and Town Partnerships, Universities and Retailers, we are best placed to meet and exceed your needs.

## OUR SERVICES

### Town Centre Solutions

With recent Government proposals to help High Streets adapt and meet changing expectations, we are committed to providing established expertise and support. The suite of Town Centre Solutions include:

- Town Benchmarking
- Footfall Counts
- Event Evaluation
- Car Parking Studies
- BID Surveys
- Visitor Research

### Neighbourhood Planning

With an expert team on hand to offer help, guidance, and support, we can provide you with the complete Neighbourhood Plan package.

### Future High Street Fund Support

We are best placed to set out the issues and challenges facing your area and help you with the development of a full strategic approach with evidence to regenerate your Town Centre.



# BENCHMARKING

## HOW WE DO IT: THE APPROACH

The People and Places Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve Town Centres.

The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in Town Centre management.

By having the tools to measure performance, strategic decision-making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

## HOW WE DO IT: THE SYSTEM

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National Small Towns; consisting of those localities with less than 250 units

The defined town centre area of **Stratford-upon-Avon** consists of **485** units and is thus classed as a **Large Town**.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal context. The National figure is the average for all the towns which participated in Benchmarking from July 2017 to January 2019. Due to the Covid-19 Crisis the National averages will be locked until data from July 2021 to December 2022 has been collected and analysed.

## HOW WE DO IT: THE RESULTS

The People and Places Insight Town Centre reports provide statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders to:

- Measure High Street regeneration projects
- Develop Town Centre regeneration
- Measure the impact of events and festivals against normal trading conditions Support Business Improvement Districts
- Provide an evidence base for Funding Applications, Parking Initiatives, Neighbourhood Planning
- Support community groups
- Support the recovery post Covid-19



Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL UNITS; USE CLASS	Visual Survey of ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined town centre area.
KPI: MARKETS	Visual Survey of total number of traders.
KPI: FOOTFALL	Footfall Survey on a Busy Day and Quiet Day. In the SDC commission Saturday counts are also included.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Busy Day and Quiet Day. In the SDC commission Saturday counts are also included.
KPI: BUSINESS CONFIDENCE SURVEYS	Face to face and hand delivery with covering letter and freepost envelope.
KPI: TOWN CENTRE USER SURVEYS	Face to face and online surveys.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the home locations of customers over a set time period.



## KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the “commercial offer” throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes:

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors, and internet cafes.
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes.
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	Offices (other than those that fall within A2) research/development of products and processes, light industry appropriate in a residential area.
B2	General Industrial	General Industrial.
B8	Storage/Distribution	Warehouses, includes open air storage.
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges, and training centres.
C2A	Secure Residential Institution	Use for secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.





D1	Non-Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo, and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums, or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, vets, dog parlours, tanning/beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **428** occupied units recorded.

CLASS	TYPE OF USE	NATIONAL LARGE TOWNS (%)	STRATFORD-UPON-AVON 2021 (%)
A1	<b>Shops</b>	50	<b>44</b>
A2	<b>Financial and Professional Services</b>	14	<b>10</b>
A3	<b>Restaurants and Cafes</b>	11	<b>18</b>
A4	<b>Drinking Establishments</b>	4	<b>5</b>
A5	<b>Hot Food Takeaways</b>	3	<b>2</b>
B1	<b>Businesses</b>	0	<b>4</b>
B2	<b>General Industrial</b>	0	<b>0</b>
B8	<b>Storage and Distribution</b>	1	<b>0</b>
C1	<b>Hotels</b>	0	<b>3</b>
C2	<b>Residential Institutions</b>	0	<b>0</b>
C2A	<b>Secure Residential Institution</b>	5	<b>0</b>
D1	<b>Non-Residential Institutions</b>	1	<b>6</b>
D2	<b>Assembly and Leisure</b>	6	<b>2</b>
SG	<b>Sui Generis ("unique" establishments)</b>	0	<b>5</b>

44% of the ground floor units in Stratford-Upon-Avon are A1 Shops which is lower than the National Large Towns average of 50%, whilst 18% are A3 Restaurants/Cafes which is 7% higher than the National average.



## KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

A1 Retail units selling goods can be split into two different types: Comparison and Convenience.

**Convenience goods - Low-cost, everyday items that consumers are unlikely to travel far to purchase.**

Defined as:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

**Comparison goods - All other retail goods.**

Defined as:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists' goods
- Jewellery, watches, and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a Town Centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors/potential customers.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/Convenience Goods.

	NATIONAL LARGE TOWNS (%)	STRATFORD-UPON-AVON 2021 (%)
<b>COMPARISON</b>	84	<b>87</b>
<b>CONVENIENCE</b>	16	<b>13</b>

87% of the A1 Shops mainly sell Comparison Goods.



## KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

### DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

### MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

### SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

### CLOTHING

- Topshop
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman

### OTHER RETAILERS

- Waterstones
- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores/units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town. The table overleaf provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality.



	NATIONAL LARGE TOWNS (%)	STRATFORD-UPON-AVON 2021 (%)
<b>KEY ATTRACTOR</b>	10	5
<b>MULTIPLE</b>	29	33
<b>REGIONAL</b>	9	5
<b>INDEPENDENT</b>	52	57

57% of the A1 Shops in Stratford-Upon-Avon are unique to the town centre, slightly higher than the National average of 52%. 38% of the A1 Shops have a nationwide presence, 1% lower than the National Large Towns figure.

### KPI: COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	NATIONAL LARGE TOWNS (%)	STRATFORD-UPON-AVON 2021 (%)
<b>VACANCY</b>	11	12

12% of the commercial ground floor units in the defined town centre area were vacant in the 2021 audit, 1% higher than the National Large Towns average.



## KPI: MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	NATIONAL LARGE TOWNS (%)	STRATFORD-UPON-AVON 2021 (%)
<b>TRADERS</b>	68	<b>33</b>

33 Market Traders were present at the Friday Market in Rother Street.



## KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors, or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

Benchmarking footfall is conducted in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process;

- An accurate stopwatch and a hand operated mechanical counter are used
- People are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Benchmarking Footfall counts are not conducted in adverse weather conditions, school holidays or on key calendar event days

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	<b>NATIONAL LARGE TOWNS (%)</b>	<b>STRATFORD- UPON-AVON 2021 (%)</b>
<b>MARKET DAY</b>	310	<b>196</b>
<b>NON-MARKET DAY</b>	241	<b>219</b>
<b>SATURDAY</b>	N/A	<b>283</b>

The Non-Market Day average footfall count in the busiest location, Henley Street, was 219 persons per ten minutes, lower than the National average of 241 but interestingly higher than the Market Day average of 196 persons per ten minutes. Footfall was heaviest on the Saturday audit with 283 persons per ten minutes.



The following tables provide the full detail of each footfall count.

### Market Day

<b>Rother Street, Outside The Coachhouse</b>	
<b>10.50-11.00</b>	<b>87</b>
<b>11.00-11.100</b>	<b>114</b>
<b>12.00-12.10</b>	<b>87</b>
<b>TOTAL</b>	<b>288</b>
<b>AVERAGE</b>	<b>96</b>

<b>Henley Street, Outside Souvenir Shop</b>	
<b>10.50-11.00</b>	<b>120</b>
<b>11.00-11.100</b>	<b>238</b>
<b>12.00-12.10</b>	<b>231</b>
<b>TOTAL</b>	<b>589</b>
<b>AVERAGE</b>	<b>196</b>

<b>Sheep Street, Outside Oxfam</b>	
<b>10.50-11.00</b>	<b>103</b>
<b>11.00-11.100</b>	<b>140</b>
<b>12.00-12.10</b>	<b>181</b>
<b>TOTAL</b>	<b>424</b>
<b>AVERAGE</b>	<b>141</b>

<b>Maybird Shopping Centre</b>	
<b>10.50-11.00</b>	<b>42</b>
<b>11.00-11.100</b>	<b>62</b>
<b>12.00-12.10</b>	<b>74</b>
<b>TOTAL</b>	<b>178</b>
<b>AVERAGE</b>	<b>59</b>

**Non-Market Day**

<b>Rother Street, Outside The Coachhouse</b>	
<b>10.50-11.00</b>	<b>47</b>
<b>11.00-11.100</b>	<b>40</b>
<b>12.00-12.10</b>	<b>37</b>
<b>TOTAL</b>	<b>124</b>
<b>AVERAGE</b>	<b>41</b>

<b>Henley Street, Outside Souvenir Shop</b>	
<b>10.50-11.00</b>	<b>175</b>
<b>11.00-11.100</b>	<b>239</b>
<b>12.00-12.10</b>	<b>243</b>
<b>TOTAL</b>	<b>657</b>
<b>AVERAGE</b>	<b>219</b>

<b>Sheep Street, Outside Oxfam</b>	
<b>10.50-11.00</b>	<b>116</b>
<b>11.00-11.100</b>	<b>197</b>
<b>12.00-12.10</b>	<b>165</b>
<b>TOTAL</b>	<b>478</b>
<b>AVERAGE</b>	<b>159</b>

<b>Maybird Shopping Centre</b>	
<b>10.50-11.00</b>	<b>36</b>
<b>11.00-11.100</b>	<b>59</b>
<b>12.00-12.10</b>	<b>46</b>
<b>TOTAL</b>	<b>141</b>
<b>AVERAGE</b>	<b>47</b>





## KPI: CAR PARKING

A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into;

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market Day, Non-Market Day, and Saturday
- Percentage number of on-street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day, Non-Market Day, and Saturday
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day, Non-Market Day, and Saturday

	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>CAR PARK:</b>		
Short Stay Spaces: (4 hours and under)	40	21
Long Stay Spaces: (Over 4 hours)	49	76
Disabled Spaces:	4	3
Not Registered	7	0
Vacant Spaces on a Market Day:	34	48
Vacant Spaces on a Non-Market Day:	38	46
Vacant Spaces on a Saturday		41
<b>ON STREET:</b>		
Short Stay Spaces: (4 hours and under)	85	81
Long Stay Spaces: (Over 4 hours)	4	0
Disabled Spaces:	11	19
Not Registered	0	0
Vacant Spaces on a Busy Day:	12	21
Vacant Spaces on a Quiet Day:	17	32
Vacant Spaces on a Saturday	N/A	6



<b>OVERALL</b>	<b>NATIONAL LARGE TOWNS (%)</b>	<b>STRATFORD- UPON-AVON 2021 (%)</b>
<b>TOTAL SPACES:</b>		
Short Stay Spaces: (4 hours and under)	43	25
Long Stay Spaces: (Over 4 hours)	46	71
Disabled Spaces:	4	4
Not Registered	7	0
Vacant Spaces on a Market Day:	32	46
Vacant Spaces on a Non-Market Day:	37	45
Vacant Spaces on a Saturday	N/A	39

On the Market Day audit 46% of all car parking spaces were vacant, 14% higher than the National Small Towns average whilst on the Non-Market Day the vacancy rate dropped 1% to 45%. On the Saturday audit, 39% of all car parking spaces were vacant.



## KPI: BUSINESS CONFIDENCE SURVEY

In regard to the 'Business Confidence', by establishing the trading conditions of Town Centre Businesses, Stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **29** returned Business Confidence Surveys.

	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>WHAT IS THE NATURE OF YOUR BUSINESS?</b>		
Retail	54	<b>67</b>
Financial/Professional Services	17	<b>0</b>
Public Sector	1	<b>6</b>
Food and Drink	14	<b>22</b>
Accommodation	0	<b>0</b>
Other	13	<b>6</b>
<b>WHAT TYPE OF BUSINESS ARE YOU?</b>		
Multiple Trader	9	<b>26</b>
Regional	10	<b>0</b>
Independent	81	<b>74</b>
<b>HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?</b>		
Less than a Year	6	<b>5</b>
One to Five Years	24	<b>26</b>
Six to Ten Years	10	<b>21</b>
More than Ten Years	59	<b>47</b>

67% of Business respondents were Retailers, 74% unique to Stratford-upon-Avon and 47% had been based in the town for over 10 years.



	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>COMPARED TO LAST YEAR HAS YOUR TURNOVER</b>		
Increased	41	<b>24</b>
Stayed the Same	32	<b>12</b>
Decreased	27	<b>65</b>
<b>COMPARED TO LAST YEAR HAS YOUR PROFITABILITY</b>		
Increased	34	<b>18</b>
Stayed the Same	33	<b>18</b>
Decreased	33	<b>65</b>
<b>OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...</b>		
Increase	43	<b>63</b>
Stay the Same	38	<b>13</b>
Decrease	20	<b>25</b>

In terms of Business performance 65% of respondents stated that their Turnover had Decreased, 38% higher than the National average whilst 65% reported that Profitability had Decreased 32% higher than the National average.

In regard to Business confidence 63% of respondents expect their Turnover will Increase over the next 12 months, 20% higher than the National Small Towns figure.



	NATIONAL LARGE TOWNS %	STRATFORD-UPON-AVON 2021 %
<b>WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?</b>		
Physical Appearance	55	35
Cleanliness	N/A	N/A
Prosperity of the Town	44	29
Labour Pool	11	6
Geographical Location	50	47
Mix of Retail Offer	39	18
Potential Tourist Customers	37	88
Potential Local Customers	77	94
Affordable Housing	12	6
Transport Links	40	41
Footfall	16	24
Car Parking	24	18
Rental Value/ Property Costs	17	0
Market(s)	26	18
Events/Activities	23	47
Marketing/Promotions	11	18
Local Partnerships/Organisations	27	24
Other	5	6

Potential Local Customers (94%) and Potential Tourist Customers (88%) were classed as the most positive aspects of operating in Stratford-upon-Avon the latter a vast 51% increase on the National Large Towns average. Geographical Location (47%) and Events/ Activities (47%) were also classed as positives.



	NATIONAL LARGE TOWNS %	STRATFORD- UPON-AVON 2021 %
<b>WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?</b>		
Physical Appearance	22	<b>28</b>
Prosperity of the Town	20	<b>6</b>
Labour Pool	17	<b>28</b>
Geographical Location	4	<b>0</b>
Mix of Retail Offer	20	<b>28</b>
Number of Vacant Units	61	<b>56</b>
Potential Tourist Customers	10	<b>0</b>
Potential Local Customers	4	<b>11</b>
Affordable Housing	16	<b>22</b>
Transport Links	14	<b>22</b>
Footfall	16	<b>0</b>
Car Parking	48	<b>78</b>
Rental Value/ Property Costs	34	<b>83</b>
Market(s)	5	<b>61</b>
Local Business Competition	16	<b>11</b>
Competition from other localities	26	<b>6</b>
Competition from Out of Town Shopping	37	<b>39</b>
Competition from Internet	48	<b>22</b>
Events/Activities	7	<b>23</b>
Marketing/ Promotions	6	<b>11</b>
Local Partnerships/ Organisations	4	<b>0</b>
Other	12	<b>0</b>

Rental Values/ Property Costs (83%), Car Parking (78%), Market(s) (61%) and Number of Vacant Units (56%) were all classed as negative aspects of trading in Stratford-upon-Avon town centre all a huge increase on the National Large Towns average.



	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 %
<b>HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS</b>		
Yes	38	<b>58</b>
No	62	<b>42</b>
<b>TYPE OF CRIME</b>		
Theft	61	<b>67</b>
Criminal Damage	48	<b>17</b>
Abuse	25	<b>17</b>
Other	13	<b>8</b>

58% of Businesses had suffered some form of crime from their Stratford-Upon-Avon premises over the last 12 months with 67% of this cohort stating Theft.

#### WHAT SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN'S ECONOMIC PERFORMANCE?

A full list of comments can be seen below with key themes to emerge; More Events/ Activities, Pedestrianisation and Car Parking:

- *Attract more local visitors.*
- *Can do some more events to attract UK visitors.*
- *better planning and organisation of road works and street closures*
- *Better visitor centre and coordinated tourism approach from SDC, Shakespeare's England, BID, Local paper. All doing their own thing!*
- *Build a bypass, pedestrianize centre*
- *Provide adequate town centre parking*
- *Do some more activity or events to attract local and national visitors. When there is no tourists we need to focus on domestic visitors.*
- *Do something about the parking. You either get one hour or ripped off by the multi storey car parks*
- *Don't mainly ponder to the lowest common denominator. Its not all about footfall, repetitive cheap markets, making it difficult to park near the shops then fleecing people when they do. You only have to look at out of town retail parks, easy parking, no tickets, no hassle*
- *free parking for locals and visitors who spend over a min amount*
- *Further pedestrianize the high street*
- *Improvements to town centre appeal for locals*
- *Pedestrianize high street*
- *Less cafes, more shops whether independent or high street*
- *Lower business rent to attract a more diverse crop of shops*
- *More car parks*
- *More events to draw people to Stratford*
- *Move the rough sleepers and beggars out. There are enough facilities for the few we have and abusive drunks do nothing to help*



- *Move the Sunday market from Waterside to Bridge Street permanently rather than just the winter months. This would improve the view for visitors*
- *Need more police to stop theft.*
- *Need police patrol to stop shoplifting.*
- *Parking available at a reduced rate to encourage more workers into the town*
- *parking concessions for the town residents for the long stay car parks*
- *Pedestrianize town centre*
- *Reduce rates and rents to fill empty units*
- *Reduce/Eliminate town centre business rates and increase out of town business rates*
- *Seriously listen to different shop owners not just send out tick box surveys. We all have different requirements- it's not all about footfall*
- *Something needs to be done about the vacant premises. It's quite frankly, embarrassing. The high rent does not help and the retail situation in the centre is beyond dire.*
- *The town is slowly becoming teashops, hairdressers*
- *To do something about the 'homeless', especially by bridge street as abuse or foul language commonly heard*
- *To have more independent shops in town*





## KPI: TOWN CENTRE USERS SURVEY

The aim of the Report is to establish how **Stratford-Upon-Avon** is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

In total **260** Town Centre User Surveys were completed. The tables below represent the total number of respondents to each question.

	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>GENDER</b>		
Male	33	<b>33</b>
Female	66	<b>65</b>
Prefer not to answer	1	<b>2</b>
<b>AGE</b>		
Under 16	N/A	<b>1</b>
16-25	6	<b>3</b>
26-35	16	<b>16</b>
36-45	21	<b>20</b>
46-55	22	<b>23</b>
56-65	18	<b>16</b>
Over 65	17	<b>21</b>
Prefer not to answer	1	<b>2</b>

65% of the respondents to the Town Centre Users Survey were Female and 43% aged between 36 and 55 years of age.



	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?</b>		
Work	11	10
Convenience Shopping	36	14
Comparison Shopping	10	12
Access Services	20	16
Leisure	12	42
Other	10	6
<b>HOW OFTEN DO YOU VISIT THE TOWN CENTRE?</b>		
Daily	17	13
More than once a week	35	31
Weekly	22	23
Fortnightly	9	8
More than once a month	6	9
Once a Month or less	10	16

42% of Town Centre Users visited Stratford-upon-Avon for Leisure purposes, 30% higher than the National average. Highlighting the use of both Local and Tourist Customers, 67% of those surveyed visited the Town Centre on at least a weekly basis whilst 16% visited Once a Month or Less.

	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?</b>		
On Foot	29	29
Bicycle	2	5
Motorbike	0	1
Car	59	61
Bus	9	0
Taxi	1	1
Other	1	3

61% of Town Centre Users travelled into Stratford-upon-Avon in their Car.



	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>ON AVERAGE, ON A NORMAL VISIT TO THE TOWN CENTRE HOW MUCH MONEY WOULD YOU SPEND?</b>		
Nothing	2	3
£0.01-£5.00	9	5
£5.01-£10.00	20	15
£10.01-£20.00	30	25
£20.01-£50.00	30	34
More than £50	10	18
Other	0	0

52% of Town Centre Users spend over £20.01 on a normal visit to Stratford-upon-Avon.

	NATIONAL LARGE TOWNS (%)	STRATFORD- UPON-AVON 2021 (%)
<b>HOW LONG DO YOU STAY IN THE TOWN CENTRE FOR?</b>		
Less than an hour	20	10
1-2 Hours	51	36
2-4 Hours	21	42
4-6 Hours	3	6
All Day	4	5
Other	1	2

42% of Town Centre Users spend 2-4 Hours on a normal visit to Stratford-upon-Avon, double the National Large Towns average.



	NATIONAL LARGE TOWNS %	STRATFORD- UPON-AVON 2021 (%)
<b>WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?</b>		
Physical Appearance	28	<b>51</b>
Cleanliness	26	<b>35</b>
Retail Offer	23	<b>24</b>
Customer Service	18	<b>10</b>
Cafes/Restaurants	33	<b>75</b>
Access to Services	56	<b>54</b>
Leisure Facilities	12	<b>23</b>
Cultural Activities/Events	15	<b>41</b>
Pubs/Bars/Nightclubs	13	<b>28</b>
Public Toilets	51	<b>19</b>
Transport Links	19	<b>5</b>
Ease of walking around the Town Centre	28	<b>50</b>
Convenience	62	<b>62</b>
Safety	13	<b>23</b>
Car Parking	24	<b>23</b>
Market(s)	37	<b>33</b>
Other	6	<b>2</b>

Cafes/ Restaurants (75%) was classed as the most positive aspect of Stratford-Upon-Avon by Town Centre Users, more than double the National Large Towns average, whilst 62% stated Convenience and 54% stated Access to Services. 51% of Town Centre Users rated Physical Appearance as a positive, 23% higher than the National average.

	NATIONAL LARGE TOWNS %	STRATFORD- UPON- AVON 2021 (%)
<b>WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?</b>		
Physical Appearance	39	35
Cleanliness	34	19
Retail Offer	48	57
Customer Service	8	3
Cafes/Restaurants	8	4
Access to Services	6	7
Leisure Facilities	14	7
Cultural Activities/Events	14	6
Pubs/Bars/Nightclubs	16	18
Public Toilets	56	24
Transport Links	12	24
Ease of walking around the Town Centre	8	20
Convenience	5	2
Safety	15	8
Car Parking	40	37
Market(s)	18	9
Other	16	16

57% of Town Centre Users stated that the Retail Offer was a negative aspect of Stratford-upon-Avon, with 37% Car Parking and 35% Physical Appearance.

	NATIONAL LARGE TOWNS %	STRATFORD- UPON-AVON 2021 (%)
<b>WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?</b>		
Yes	61	81
No	39	19

81% of Town Centre Users stated that they would recommend a visit to Stratford-Upon-Avon, a 20% increase on the National Large Towns average.



## WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN CENTRE?

Please note that comments have been copied directly from respondents and include grammatical errors

A key theme to emerge was the need to 'Improve the Retail Offer', comments included:

- *A department store*
- *A large store*
- *Encourage start up, pop up businesses*
- *Better Retail*
- *Better retail offer*
- *Better retail... Less chains... More bespoke*
- *Better shopping. Leamington better.*
- *Better variety of retail shops*
- *Bigger choice of retail shops*
- *Comparison shopping has gone now, Leamington is where I go now - need more retail choice like in Leamington.*
- *Encourage independent shops*
- *encourage small niche shops to replace disappearing large stores and reduce the number of fast food outlets*
- *More shopping choices for clothes, reduce rental prices for the independent retailers!*
- *More small independent shops*
- *More small independent, specialist shops*
- *Retail shops for younger generations*

In terms of the Retail Offer a number of comments centred on the need to 'Fill the Empty Units':

- *Don't allow old buildings to remain unoccupied for long periods*
- *Fill empty shops*
- *Fill the dilapidated buildings*
- *Fill the empty shops*
- *Get a suitable tenant into BHS building. It is currently a big white elephant. Also do not approve any more coffee shops or tea rooms. The town needs more actual retailers.*
- *Get empty shops filled!!!*
- *Get empty shops filled!!! Esp. old BHS and sort out green dragon site.*
- *Get retail in the empty shops not just cafes, fill Bell Court with shops and all other shops.*
- *Increased occupancy of retail units*
- *Invest in abandoned buildings, more indoor places for kids*
- *Reduce business rates - fill all the empty shops, make the town more appealing to younger families and young professionals.*
- *Reduce the rent for shops so more are filled rather than empty and run down*



- *Repurpose (not a hotel) buildings such as BHS that are falling apart and are an eyesore upon entering the town*
- *RE-purpose old BHS store*
- *Stop leaving empty shops/do something with BHS*
- *We need to fill the empty shops and do something about that hideous bhs building*

'Pedestrianisation' of the town centre was also cited:

- *More pedestrian friendly, wider pavements, better dropped curbs*
- *No traffic - Bridge Street, High Street*
- *Pedestrianize High Street & Sheep Street*
- *PEDESTRIANISE High Street and Bridge Street.*
- *Pedestrianize many streets*
- *Pedestrianize Sheep Street and bring tables out into the street and start classy cafe culture whilst ensuring the town has independent shops for people to visit and spend in*
- *Pedestrianize the centre*
- *Pedestrianize the centre during day 1030-330pm*
- *Pedestrianize the core*
- *Pedestrianize Waterside*
- *Pedestrianised*
- *pedestrianize parts of the town centre*
- *Permanently pedestrianize (with cycles allowed) the town centre*

'Improving the Night-Time Economy' was another theme to emerge:

- *Bars open later*
- *Better nightlife*
- *Improved nightlife, there are no bars and clubs I would go to*
- *Increased nightlife activities*
- *More live entertainment, including in the evenings*
- *More live music*
- *More music concerts*
- *More night and life music venues*
- *More nightlife*
- *more pubs rather than bars*
- *Nightlife*

A full list of responses can be found in the Appendix.



## BUSINESS UNIT DATABASE:

Address	Business Name	Use	Type	Type	Notes
Winton House, 23 Church Street	Newson Health Centre	D1	N/A	N/A	
37 Church Street	The Windmill PH	A4	N/A	N/A	
20 Church Street	Marco Italia	A3	N/A	N/A	
6 Almshouses, Church Street	Lucy Troughton Decorator	B1	N/A	N/A	
Church Street	Shakespeare's Schoolroom and Guildhall	D1	N/A	N/A	
Mason Croft, Church Street	The Shakespeare Institute Uni of Bham	D1	N/A	N/A	
8 Church Street	Salt	A3	N/A	N/A	
9 Church Street	Pick Thai Restaurant	A3	N/A	N/A	
Elizabeth Court, Church Street	Exceid Serviced Offices	B1	N/A	N/A	
Elizabeth House, Church Street	Stratford-on-Avon District Council	B1	N/A	N/A	
15 Church Street	Newson Heath	B1	N/A	N/A	
16 Church Street	The Townhouse	A3	N/A	N/A	
22 High Street	Mida Mediterranean Coffee House & Restaurant	A3	N/A	N/A	
51 Sheep Street	Shipton & Co (jewellery)	A1	Comp	Ind	
50 Sheep Street	Whitewall Galleries	A1	Comp	Mult	
49 Sheep Street	Oxfam	A1	Comp	Mult	
47 Sheep Street	British Heart Foundation	A1	Comp	Mult	
46 Sheep Street	RA Bennett	A2	N/A	N/A	
43 - 45 Sheep Street	Charles Clinkard	A1	Comp	Mult	
The Yard, Sheep Street	Escape Arts	D2	N/A	N/A	
41 Sheep Street	The Golden Bee PH	A4	N/A	N/A	
Shrieves House, 40 Sheep Street	Tudor World	D2	N/A	N/A	
8 Shrieves Walk/Sheep St	Crystal Chain	A1	Comp	Ind	
2 Shrieves Walk	Honey Blue Café	A3	N/A	N/A	
3 Shrieves Walk	Snips	A1	Comp	Ind	
4 Shrieves Walk	The Refill Box	N/A	N/A	N/A	Vacant
5 Shrieves Walk	That Little Gin & Prosecco Bar	A4	N/A	N/A	
6 Shrieves Walk	Stratford Vapes	A1	Conv	Ind	
7A Shrieves Walk	Nuha Shoes	A1	Comp	Ind	
7B Shrieves Walk	A Fine Tattoo Establishment	SG	N/A	N/A	
9 Shrieves Walk	Beautique Beauty Centre	SG	N/A	N/A	
10 Shrieves Walk	Elite Tailoring	A1	Conv	Ind	
11-12 Shrieves Walk	Thai Kitchen	A3	N/A	N/A	
31 Sheep Street	Cosy Chic Pet Boutique	SG	N/A	N/A	
39 Sheep Street	Boutique JSK? Not sure of name now	A1	Comp	Ind	
39 Sheep Street	Rohan	A1	Comp	Mult	
37 Sheep Street	No 37 Café	A3	N/A	N/A	
36 Sheep Street	Charles French menswear	A1	Comp	Ind	





35 Sheep Street	Was Anne Tudor and then Old Barn	N/A	N/A	N/A	Vacant
34 Sheep Street	AE Bennett Funeral Directors	A1	Comp	Ind	
33 Sheep Street	Zync menswear	N/A	N/A	N/A	Vacant
32 Sheep Street	Was the Stratford Gallery	N/A	N/A	N/A	Vacant
2 Sheep Street	Robert Lunn and Lowth Solicitors	A2	N/A	N/A	
3 Sheep Street	Loxleys Restaurant & Wine Bar	A3	N/A	N/A	
4 - 5 Sheep Street	Vintners	A3	N/A	N/A	
7 Sheep Street	The Shakespeare Reception	C1	N/A	N/A	
8-9 Sheep Street	VH & Co	A1	Comp	Ind	
10-11 Sheep Street	Wildwood	A3	N/A	N/A	
12 Sheep Street	Lambs	A3	N/A	N/A	
13 - 14 Sheep Street	Opposition	A3	N/A	N/A	
15 Sheep Street	Rose and Crown PH	A4	N/A	N/A	
17 Sheep Street	Café Rouge	A3	N/A	N/A	
18 Sheep Street	Midsummer Garden	A3	N/A	N/A	
20 Sheep Street	Nash White (hairdresser)	A1	Comp	Reg	
21-23 Sheep Street	Zizzi	A3	N/A	N/A	
24 Sheep Street	The FourTeas	A3	N/A	N/A	
25 Sheep Street	All that Glitters	A1	Comp	Ind	
26 Sheep Street	Thespians	A3	N/A	N/A	
25 Sheep Street/Waterside	Barnabys Fish	A3	N/A	N/A	
21 High Street	Stratford Pharmacy	A1	Comp	Ind	
20 High Street	Roly's Fudge	A1	Conv	Ind	
19 High Street	Hathaway Tearooms	A3	N/A	N/A	
18 High Street	Blacks	A1	Comp	Mult	
16 High Street	Revital Health	A1	Conv	Mult	
15 High Street	Yorks Coffee	A3	N/A	N/A	
14 High Street	Whittards	A1	Conv	Mult	
12 - 13 High Street	Joules	A1	Comp	Mult	
10 - 11 High Street	Superdrug	A1	Comp	Key	
9 High Street	Starbucks	A3	N/A	N/A	
8 - 9 High Street	Waterstones	A1	Comp	Ind	
6 High Street	Jack Wills	A1	Comp	Ind	
3 High Street	Stratford Mobile Phone Repairs	A1	Comp	Ind	
2 High Street	Accessorize	A1	Comp	Mult	
1 High Street	Shakespeare Distillery	A1	Conv	Ind	
23 High Street	Giggling Squid	A3	N/A	N/A	
24 High Street	Fresh baguette bar	A1	Conv	Ind	
25 High Street	The Garrick Inn	A4	N/A	N/A	
26 High Street	Harvard House	N/A	N/A	N/A	Vacant
27 - 28 High Street	Hooray's British Gelato Kitchen	A3	N/A	N/A	
29 High Street	Robert Dyas	A1	Comp	Mult	



30 High Street	Was Currys	N/A	N/A	N/A	Vacant
31 High Street	Lush	A1	Conv	Mult	
Bell Court High Street	Bardias café	A3	N/A	N/A	
3 - 4 High Street	Was Debenhams	N/A	N/A	N/A	Vacant
36 High Street	Ecco shoes	A1	Comp	Mult	
37 High Street	Vodafone	A1	Comp	Key	
38 High Street	The Body Shop	A1	Conv	Mult	
39 High Street	Wilfreds	A1	Conv	Mult	
39A High Street	Timpsons	A1	Conv	Mult	
40 High Street	Fraser Hart jewellers	A1	Comp	Mult	
19 Bridge Street	Jo Malone	A1	Comp	Mult	
17 - 18 Bridge Street	W H Smiths	A1	Comp	Key	
16 Bridge Street	Cardzone	A1	Comp	Mult	
15 Bridge Street	Smiggle	A1	Comp	Mult	
14 Bridge Street	Jigsaw	A1	Comp	Mult	
13 Bridge Street	Was Jaegar	N/A	N/A	N/A	Vacant
12 Bridge Street	Crew Clothing	A1	Comp	Mult	
11 Bridge Street	Boots	A1	Comp	Key	
10 Bridge Street	Was Hotter Shoes	N/A	N/A	N/A	Vacant
8 - 9 Bridge Street	Sainsburys local	A1	Conv	Key	
6 - 7 Bridge Street	Poundland	A1	Comp	Mult	
2 Old Red Lion Court	o2 Phones (right of RLCourt entrance)	A1	Comp	Key	
4 Old Red Lion Court	Oakley and irvine Hair	A1	Comp	Ind	
5 Old Red Lion Court	Golden Hands Salon	A1	Comp	Ind	
7 Old Red Lion Court	Sarto Clothing	A1	Comp	Ind	
8 Old Red Lion Court	Spotted Tree House	D1/D2	N/A	N/A	
9 Old Red Lion Court	photo zone	A1	Comp	Ind	
10 Old Red Lion Court	Harrys Barbers	A1	Comp	Ind	
11 Old Red Lion Court	Roobarb Kids/ closed	N/A	N/A	N/A	Vacant
Old Lion Court	Bobapom	A3	N/A	N/A	
Old Lion Court	Jaqueline Louise	A1	Comp	Ind	
1 Old Red Lion Court	Huffkins (left of RLCourt entrance)	A3	N/A	N/A	
3 Bridge Street/6-7 Waterside	McDonalds	A3	N/A	N/A	
2B Bridge Street	Greggs	A1	Conv	Mult	
2A Bridge Street	EE BT Phoneshop	A1	Comp	Mult	
1 Bridge Street	The Encore PH	A4	N/A	N/A	
32 - 34 Bridge Street	Was BHS	N/A	N/A	N/A	Vacant
31 Bridge Street	Holland and Barratt	A1	Comp	Mult	
30 Bridge Street	Much a shoe about nothing	A1	Comp	Ind	
29 Bridge Street	Marks and Spencer	A1	Comp	Key	
28 Bridge Street	Halifax	A2	N/A	N/A	
27 Bridge Street	Was Edinburgh Woollen Mill	N/A	N/A	N/A	Vacant



24 - 26 Bridge Street	Tesco Express	A1	Conv	Key	
24 - 26 Bridge Street	Was Laura Ashley	N/A	N/A	N/A	Vacant
23 Bridge Street	The White Company	A1	Comp	Mult	
22 Bridge Street	Lloyds Bank	A2	N/A	N/A	
2 Wood Street	Vision Express	A1	Comp	Mult	
5 - 7 Wood Street	Pragnell	A1	Comp	Mult	
8 - 9 Wood Street	Specsaver Optical	A1	Comp	Mult	
10 Wood Street	Mosaique	A1	Comp	Ind	
12 Wood Street	Was Gemini shoes	N/A	N/A	N/A	Vacant
13 Wood Street	Gemini	A1	Comp	Ind	
15A Wood Street	Supercuts	A1	Comp	Mult	
16 Wood Street	Fatface	A1	Comp	Mult	
17 Wood Street	Betfred	A2	N/A	N/A	
18 Wood Street	CEX	B1	N/A	N/A	
19 - 20 Wood Street	Sabai Sabai	A3	N/A	N/A	
21 Wood Street	Santander	A2	N/A	N/A	
22 Wood Street	Turquoise Kitchen	A5	N/A	N/A	
23 - 24 Wood Street	Myton Hospices Charity Shop	A1	Comp	Reg	
25 Wood Street	Mind Charity Shop	A1	Comp	Mult	
26 Wood Street	Cancer Research UK Charity Shop	A1	Comp	Mult	
27 Wood Street	First Class Turkish Barbers	A1	Comp	Ind	
28 Wood Street	Oxfam Charity Shop	A1	Comp	Mult	
44 Wood Street	Mint Velvet	A1	Comp	Mult	
44a Wood Street	Howards of Stratford Jewellery	A1	Comp	Ind	
43 Wood Street	Was Acorn's Childrens Hospice Shop	N/A	N/A	N/A	Vacant
42 Wood Street	Knights Fine Jewellery	A1	Comp	Ind	
Wood Street	Café Vineria	A3	N/A	N/A	
41 Wood Street	Coventry Building Society	A2	N/A	N/A	
40 Wood Street/Unit 1 Bards Walk	Castle Fine Art	A1	Comp	Ind	
4 Bards Walk Wood Street	Trespass	A1	Comp	Mult	
38-39 Wood Street	Job Centre (was Space NK)	B1	N/A	N/A	
37 Wood Street	Was Thomas Cook	N/A	N/A	N/A	Vacant
36a Wood Street	Nationwide Building Society	A2	N/A	N/A	
36 Wood Street	Boots Opticians	A1	Comp	Key	
35 Wood Street	Elegance Nails	SG	N/A	N/A	
34 Wood Street	Diva Brows	SG	N/A	N/A	
32 Wood Street	Bella Italia	A3	N/A	N/A	
30 - 31 Wood Street	William Hill	A2	N/A	N/A	
31 Rother Street	Natwest	A2	N/A	N/A	
21 Bridge Street	Costa	A3	N/A	N/A	
20 Bridge Street	White Stuff	A1	Comp	Mult	



1 Henley Street	Hobsons	A3	N/A	N/A	
2 -3 Henley Street	Post Office & Gift Box	A1	Comp	Mult	
3 Henley Street	Toni & Guy	A1	Comp	Mult	
4A Henley	The Cornish Bakery	A3	N/A	N/A	
4 - 5 Henley Street	Lakeland	A1	Comp	Mult	
6 Henley Street	Café Nero	A3	N/A	N/A	
7 Henley Street	Dion	A1	Comp	Ind	
8 Henley Street	Neon Sheep	A1	Comp	Ind	
9 Henley Street	The Souvenir Shop	A1	Comp	Ind	
10 Henley Street	Subway	A3	N/A	N/A	
12 Henley Street	The Henley Room - WCC registration venue	D1	N/A	N/A	
12 Henley Street	Stratford Library (to the lft of Henley Room)	D1	N/A	N/A	
Henley Street	The Shakespeare Centre Gift Shop	A1	Comp	Ind	
Henley Street	Shakespeare's Birthplace	D2	N/A	N/A	
19 Henley Street	Crystals	A1	Comp	Ind	
20 Henley Street	Box Brownie café	A3	N/A	N/A	
21 Henley Street	What's in a Name	N/A	N/A	N/A	Vacant
22 Henley Street	Was Traditions of Britain	N/A	N/A	N/A	Vacant
24 Henley Street	B & W Thornton (pottery)	A1	Comp	Ind	
25 Henley Street	Logical Computers	A1	Comp	Ind	
26 Henley Street	Busby & Goodfellows barbers	A1	Comp	Ind	
1 Birmingham Road	Edwards Estate Agents	A2	N/A	N/A	
27 Henley Street	A Plan Insurance	A2	N/A	N/A	
St Gregorys Hall, Henley Street	Boston Tea Party	A3	N/A	N/A	
32 Henley Street	Fine and Dandy	A1	Comp	Ind	
33 Henley Street	Bensons House of Tea	A1	Conv	Ind	
37 Henley Street	The Food of Love	A3	N/A	N/A	
38 - 39 Henley Street	Peter Rabbit	A1	Comp	Mult	
40 Henley Street	Bensons Restaurant	A3	N/A	N/A	
Henley Street	Next to the Minories Entrance (Going to become Arcle)	N/A	N/A	N/A	Vacant
41 - 42 Henley Street	Edinburgh Woollen Mill	A1	Comp	Mult	
42A Henley Street	The Teddy Bear Shop	A1	Comp	Mult	
44 - 45 Henley Street	The Nutcracker Christmas Shop	A1	Comp	Mult	
46 Henley Street	Bright Ideas	A1	Comp	Ind	
47 Henley Street	Pride of Stratford	A1	Comp	Ind	
48 Henley Street	House of Spells	A1	Comp	Ind	
Rear of 48 Henley Street	Beauty by Suzanne	SG	N/A	N/A	
49 Henley Street	Henley Tweed	N/A	N/A	N/A	Vacant
50 Henley Street	Henley Street Antique Centre	A1	Comp	Ind	



51 Henley Street/Meer St	Blue Cross Charity Shop	A1	Comp	Mult	
53 Henley Street	Peter Clarke Estate Agents	A2	N/A	N/A	
54 Henley Street	Phone Bits 4U	A1	Comp	Ind	
55 - 56 Henley Street	The Works	A1	Comp	Mult	
57 Henley Street	The Stratford Sweet Shop	A1	Conv	Ind	
58 Henley Street	Stratford Town Jewellers	A1	Comp	Ind	
Unit 6, Bards Walk	Coffee #1	A3	N/A	N/A	
Cooks Alley	Zoo Sushi	A3	N/A	N/A	
Cooks Alley	Carrick Travel	A1	Comp	Mult	
Cooks Alley	H2 Jewellers	A1	Comp	Ind	
Henley Street	Next to Pandora	N/A	N/A	N/A	Vacant
62 Henley Street	Pandora	A1	Comp	Mult	
63A Henley Street	Lands Tobacconist	A1	Conv	Ind	
63 Henley Street	Joe Delucca's	A3	N/A	N/A	
64 Henley Street	Stratford Heritage	A1	Comp	Ind	
65 Henley Street	Domino Style	A1	Comp	Ind	
66 Henley Street	Shoe Med	A1	Comp	Mult	
Market Cross	Barclays Bank	A2	N/A	N/A	
3 Bridge Street/6-7 Waterside	McDonalds	A3	N/A	N/A	
13 Waterside	Carluccios	A3	N/A	N/A	
21 Waterside	The Corner Shop	A3	N/A	N/A	
25 Sheep Street/Waterside	Barnabys Fish	A3	N/A	N/A	
Waterside	Bancroft Gardens Residential Home	C2	N/A	N/A	
Waterside	Royal Shakespeare Theatre	SG	N/A	N/A	
Waterside	The Arden Hotel	C1	N/A	N/A	
44 Waterside	44 Waterside Brasserie (linked to Arden Hotel)	A3	N/A	N/A	
44 Waterside (looks like 53-55)	The Dirty Duck PH	A4	N/A	N/A	
58 Waterside	Kempe Studio @ The Muses	SG	N/A	N/A	
Southern Lane	The Other Place	SG	N/A	N/A	
Chapel Lane	Guild Chapel	D1	N/A	N/A	
Chapel Lane	King Edward VI School	D1	N/A	N/A	
Chapel Lane	RSC Offices	B1	N/A	N/A	
Scholars Lane	Bridge House Medical Centre	D1	N/A	N/A	
23-24 Scholars Lane	Scholars Mews Care Home	C2	N/A	N/A	
58 - 59 Rother Street	Arden House	C1	N/A	N/A	
46 Rother Street (at rear)	Holdsworth Personnel	A2	N/A	N/A	
46 Rother Street (at rear)	The Basement Tattoo Studio & Barbers	SG	N/A	N/A	
46 Rother Street (at rear)	Hawkes Edwards	A2	N/A	N/A	
Old Town	Stratford Prep School	D1	N/A	N/A	
The Coach House, 45b Rother Street	DSP (planning & architect)	A2	N/A	N/A	



46 Rother Street	Dwellings of Warwickshire	A2	N/A	N/A	
45A Rother Street	Shakespeare Hospice Bookshop	A1	Comp	Reg	
42 Rother Street	The Coach House PH	A4	N/A	N/A	
41 Rother Street	Hevans Salon	A1	Comp	Ind	
39 - 40 Rother Street	The Flower Shop	A1	Comp	Ind	
38 Rother Street	Music Room	A1	Comp	Ind	
37 Rother Street	The Avon Lounge	A3	N/A	N/A	
35 Rother Street	McColls	N/A	N/A	N/A	Vacant
34 Rother Street	W G Rathbone Funeral Directors	A1	Comp	Reg	
Rother Street	Stratford Police Station	C2A	N/A	N/A	
5 Rother Street	Christadelphian Hall	D1	N/A	N/A	
6 Rother Street	Stratford Orthodontic Centre	D1	N/A	N/A	
7 - 8 Rother Street	Hotel Du Vin	A3	N/A	N/A	
Rother Street	United Reformed Church	D1	N/A	N/A	
13 Rother Street	Ya Bard Craft Beer	A4	N/A	N/A	
14 Rother Street	Lime Recruit	A2	N/A	N/A	
14 Rother Street	Stratford Playhouse	D1	N/A	N/A	
16 Rother Street	Stratford Kitchen Design	A1	Comp	Ind	
17 Rother Street	Was Stratford Herald	N/A	N/A	N/A	Vacant
18 - 19 Rother Street	Was Lloyds Pharmacy	N/A	N/A	N/A	Vacant
4 Chapel Street	Hotel Indigo	C1	N/A	N/A	
4 Chapel Street	Woodsmans Restaurant	A3	N/A	N/A	
5 Chapel Street	Greenhill Osteopathic Practice	D1	N/A	N/A	
5A Chapel Street	Zeiss Opticians	A1	Comp	Reg	
5B Chapel Street	Barbaria	A1	Comp	Ind	
6 Chapel Street	Barry the Butcher	A1	Comp	Ind	
6A Chapel	Hussains Indian Cuisine	A3	N/A	N/A	
7 Chapel Street	Daisy Chain	A1	Comp	Ind	
8 Chapel Street	Montpellier Gallery	A1	Comp	Ind	
9 Chapel Street	Edward Moons	A3	N/A	N/A	
10A Chapel Street	Music Matters	A1	Comp	Ind	
11 Chapel Street	Dr CP Grey Opticians	A1	Comp	Reg	
13 Chapel Street	HSBC	A2	N/A	N/A	
Chapel Street	Nash's House	D1	N/A	N/A	
21 Chapel Street	Chaucer Head Bookshop	A1	Comp	Ind	
20 Chapel Street	Sniff and Bark	A1	Comp	Ind	
Chapel Street	Mercure Shakespeare Hotel	C1	N/A	N/A	
Sheep Street	Stratford on Avon Town Hall	D1	N/A	N/A	
19 Rother Street	Lilys	A3	N/A	N/A	
Rother Street	The Bear Pit	SG	N/A	N/A	
3 Ely Street	Belvoir Estate Agents	A2	N/A	N/A	
5 Ely Street	Pizza Express	A3	N/A	N/A	



6 Ely Street	The Keys	A4	N/A	N/A	
7 - 8 Ely Street	Sorrento Restaurant	A3	N/A	N/A	
9 Ely Street	N/A	N/A	N/A	N/A	Vacant
10 Ely Street	Lovejoys Antiques	A1	Comp	Ind	
12 Ely Street	SW Salon	A1	Comp	Ind	
13 Ely Street	The Kingfisher Fish n Chips	A5	N/A	N/A	
26 Ely Street	First Church of Christ, Scientist	D1	N/A	N/A	
28 Ely Street	Langmans Dental Health Centre	D1	N/A	N/A	
59 - 60 Ely Street	Stratford Antiques Centre	A1	Comp	Ind	
58 Ely Street	Sheldon Bosley Estate Agents	N/A	N/A	N/A	Vacant
57 Ely Street (1st floor)	Filan Accounts	A2	N/A	N/A	
57 Ely Street	CG Optical	A1	Comp	Ind	
56 Ely Street	No. 56 Aesthetics	D1	N/A	N/A	
55 Ely Street	Jeremy McGinn Estate Agents	A2	N/A	N/A	
55 Ely Street (1st flr)	The Nail Studio	SG	N/A	N/A	
55 Ely Street (1st flr?)	Liberal Democrats	B1	N/A	N/A	
53 - 54 Ely Street	The Queens Head PH	A4	N/A	N/A	
1 Fountain Way (Unit 30) Bell Court	Naildressers	SG	N/A	N/A	
2 Fountain Way (Unit 29) Bell Court	The Brow Studio	SG	N/A	N/A	
Unit 26a Bell Court	Burger Priest	A3	N/A	N/A	
Ely Street	Razzle Dazzle	A1	Comp	Ind	
Ely Street	British Bantam Antiques	A1	Comp	Ind	
Ely Street	Anywitch Way	A1	Comp	Ind	
Ely Street	Stratford Antiques Bookshop	A1	Comp	Ind	
Ely Street	Antiques Centre Tea Room	A3	N/A	N/A	
Unit 24 Bell Court	Eurochange	N/A	N/A	N/A	Vacant
Unit 23a Bell Court	Magic Alley	A1	Comp	Ind	
Unit 23 Bell Court	Bad Apple Hair	A1	Comp	Ind	
Unit 22A Bell Court	Victoria Lou (wedding gowns)	A1	Comp	Ind	
Unit 22 Bell Court	Mor Bakery	A1	Conv	Ind	
Unit 21 Bell Court	Ask Italian	A3	N/A	N/A	
Unit 20 Bell Court	Miller and Carter	A3	N/A	N/A	
Unit 19 Bell Court	Veeno Winebar	A4	N/A	N/A	
Unit 18 Bell Court	Kungfu	A3	N/A	N/A	
Unit 17 Bell Court	Vacant	N/A	N/A	N/A	Vacant
Unit 16 Bell Court	Seasalt	A1	Comp	Ind	
Unit 15 Bell Court	Vacant	N/A	N/A	N/A	Vacant
Unit 13/14 Bell Court	All Bar One	A4	N/A	N/A	
Unit 12 Bell Court	Vacant	N/A	N/A	N/A	Vacant
Unit 10/11 Bell Court	White Light Gallery	A1	Comp	Ind	
Unit 9 Bell Court/HighSt	Lush	A1	Comp	Mult	
Bell Court/ High Street	Design 44	A1	Comp	Mult	



Unit 7 Bell Court	Balou clothing	A1	Comp	Ind	
Unit 5/6/25 Bell Court	Nando's	A3	N/A	N/A	
Unit 4 Bell Court	Vacant	N/A	N/A	N/A	Vacant
Unit 3 Bell, 3	Vacant	N/A	N/A	N/A	Vacant
Unit 2 Bell Court	Pop Up Clothing	A1	Comp	Ind	
Unit 1 Bell Court	Black Sheep Barbers	A1	Comp	Ind	
Bell Court	Gemini Women	N/A	N/A	N/A	Vacant
Bell Court	Everyman Cinema	D2	N/A	N/A	
Greenhill Street	The Old Thatch Tavern	A4	N/A	N/A	
24 Greenhill Street	Simla Takeaway	A5	N/A	N/A	
25 - 26 Greenhill Street	Was Paperway	N/A	N/A	N/A	Vacant
27 Greenhill Street	VIP Salon	N/A	N/A	N/A	Vacant
28 Greenhill Street	Glow Tanning Lounge	SG	N/A	N/A	
29 Greenhill Street	Squires barbers	A1	Comp	Ind	
30 Greenhill Street	Snappy Pizza	A5	N/A	N/A	
31 Greenhill Street	Escape Live Stratford	D2	N/A	N/A	
32 Greenhill Street	Dolphin Fish Bar	A5	N/A	N/A	
33A Greenhill Street	Prospero	A3	N/A	N/A	
33 Greenhill Street	Laundry Quarter	SG	N/A	N/A	
35 Greenhill Street	Fosters Frame	A1	Comp	Ind	
36 Greenhill Street, 1st floor?	Entourage	A1	Comp	Ind	
37 Greenhill Street	Was Stephen Ramm fabricshop	N/A	N/A	N/A	Vacant
38 Greenhill Street	Karl Stallard Furniture	A1	Comp	Ind	
39 Greenhill Street	Papa John's Pizza	A5	N/A	N/A	
40 Greenhill Street	Smart Needle (clothing alterations)	A1	Conv	Ind	
41 Greenhill Street	Stratford upon Avon Phone Repair Shop	A1	Comp	Ind	
1A Grove Road	Roscon Group	B1	N/A	N/A	
3 Greenhill Street	Balti Kitchen	A3	N/A	N/A	
4 Greenhill Street	4 Seasons	A3	N/A	N/A	
5 Greenhill Street	Taylor and Brook upholsterers	A1	Comp	Ind	
6 Greenhill Street	Star Grill	A5	N/A	N/A	
7 Greenhill Street	Avon Spice	A3	N/A	N/A	
8 Greenhill Street	Was Chicago Rock	N/A	N/A	N/A	Vacant
10 Greenhill Street	Orbit Group	B1	N/A	N/A	
12a Greenhill Street	Inovape	A1	Conv	Reg	
12b Greenhill Street	Stratford Alehouse	A4	N/A	N/A	
12c Greenhill Street	Was Stratford Barber club/First Class Barber	N/A	N/A	N/A	Vacant
12D Greenhill Street	European Mini Market	A1	Conv	Ind	
14 Greenhill Street	Quick Stop	A1	Conv	Ind	
Alcester Road	Doubletree by Hilton	C1	N/A	N/A	
15 Greenhill Street	The Music Café	A3	N/A	N/A	
15 Greenhill Street	New Touch Barbers	A1	Comp	Ind	





16 Greenhill Street	Sue Ryder Charity Shop	A1	Comp	Mult	
18 Greenhill Street	Shakespeare Hospice Charity Shop	A1	Comp	Reg	
19 Greenhill Street	Fizz n Finn	A3	N/A	N/A	
20 Greenhill Street	Prontoprint	A1	Comp	Mult	
21 Greenhill Street	Warwickshire Northants Air Ambulance Shop	A1	Comp	Reg	
1 Windsor Court, Greenhill Street	Think Design & Print	A1	Comp	Reg	
3 Windsor Court, Greenhill Street	ENV	A1	Comp	Ind	
The Old Granary, Windsor Court, Greenhill Street	MRT Architects	A2	N/A	N/A	
6 Windsor Court	Looking Glass Aesthetics	D1	N/A	N/A	
5 Windsor Court	Windsor Court Barbers	A1	Comp	Ind	
2 Windsor Street	Lovely Nails	SG	N/A	N/A	
7 Windsor Street	Was Oldfellows Arms PH	N/A	N/A	N/A	Vacant
12 Windsor Street	HR Coffee Bar	A3	N/A	N/A	
21 Windsor Street	Must Go China Garden	A5	N/A	N/A	
31 Henley Street/Windsor Street	Phone Repair Plus	A1	Comp	Ind	
30 Henley Street/Windsor Street	The Salon	A1	Comp	Ind	
30B Henley Street/Windsor Street	Sam Priesley	A1	Comp	Ind	
29 Henley Street/Windsor St	was Beauty Salon?	N/A	N/A	N/A	Vacant
27A Windsor Street	Ideal Taxis (white unidentified door by Warhammer)	SG	N/A	N/A	
Unit 1, 27 Windsor Street	Warhammer	A1	Comp	Mult	
27A Windsor Street	Davisons Solicitors	A2	N/A	N/A	
20A Rother Street	Ortis Mortgages	A2	N/A	N/A	
20B Rother Street	N/A	N/A	N/A	N/A	Vacant
21 Rother Street	One Stop Convenience Store	A1	Conv	Mult	
Unit 1, 21 Rother Street	Coral Betting	A2	N/A	N/A	
Rother Street	The White Swan Hotel	C1	N/A	N/A	
White Swan Cottage, Rother Street	The Hair Room	A1	Comp	Ind	
27 Rother Street	El Greco	A3	N/A	N/A	
13-14 Meer Street	Deli Café	A3	N/A	N/A	
15 Meer Street	For Something Different	A1	Comp	Ind	
16 Meer Street	Stratford Kebab House	A5	N/A	N/A	
25 Meer Street	Innovation Hub	B1	N/A	N/A	
25 Meer Street	Citizens Advice Bureau	B1	N/A	N/A	
28 Meer Street	Usha Indian Cuisine	A3	N/A	N/A	
29 Meer Street	China Kitchen	A5	N/A	N/A	
30 Meer Street	Edwards Estate Agents	N/A	N/A	N/A	Vacant
31 Meer Street	Munchies	A3	N/A	N/A	
51 Henley Street	Blue Cross	A1	Comp	Mult	
13-14 Meer Street	William Hill	A2	N/A	N/A	
11B Meer Street	Connells Estate Agents	A2	N/A	N/A	
11 Meer Street	Vinegar Hill	A1	Comp	Mult	



8 - 9 Meer Street	Parkinsons	A1	Comp	Ind	
7 Meer Street	AGA Stratford	A1	Comp	Mult	
4 - 5 Meer Street	Havilands café	A3	N/A	N/A	
3 Meer Street	Christopher Poel Watches & Jewellery	A1	Comp	Ind	
2 The Minories	Shabby Chic Sister	A1	Comp	ind	
The Minories (5?)	Regalos Moroccan Rugs	A1	Comp	Ind	
2 The Minories	N/A	N/A	N/A	N/A	Vacant
Unit 1, The Minories	Planatarium café	A3	N/A	N/A	
4 The Minories	Stratford Hearing Centre	A1	Comp	Ind	
5 The Minories	Istanbul Bazaar	A1	Comp	Ind	
7 The Minories	Rear of Edinburgh Wool Mill	N/A	N/A	N/A	Vacant
8 The Minories	Shakespeare in Love Wedding Boutique	A1	Comp	Ind	
27 Henley Street	A Plan Insurance	A2	N/A	N/A	
35 Birmingham Road	Was Fish n Chip Shop	N/A	N/A	N/A	Vacant
37 Birmingham Road	Vacant	N/A	N/A	N/A	Vacant
39 Birmingham Road	Vacant	N/A	N/A	N/A	Vacant
41 Birmingham Road	Vacant	N/A	N/A	N/A	Vacant
43 Birmingham Road	Vacant	N/A	N/A	N/A	Vacant
1 Shakespeare Street	No One Shakespeare Street	A4	N/A	N/A	
The Ministry, Birmingham Road	Blue Skies Careers	B1	N/A	N/A	
10 Elm Court, Arden Street	Lodders Solicitors (2nd office)	A2	N/A	N/A	
8 Elm Court, Arden Street	Burgis & Bullock Accountants	A2	N/A	N/A	
7 Elm Court, Arden Street	Albert E Sharp Financial Planner	A2	N/A	N/A	
6 Elm Court, Arden Street	Lodders/Self	A2	N/A	N/A	
5 Elm Court, Arden Street	Lodders Solicitors	A2	N/A	N/A	
3-4 Elm Court, Arden Street	Zinc Credit Management	A2	N/A	N/A	
2 Elm Court, (at rear of) Arden Street	Handelsbanken	A2	N/A	N/A	
6 Arden Street	Arden Park Guest House	C1	N/A	N/A	
5 Arden Street	Charnwood House	C1	N/A	N/A	
4 Arden Street	Emsley Guest House	C1	N/A	N/A	
8 Mansell Street	SGH	D1	N/A	N/A	
7 Mansell Street	Studio Spicer Architects	B1	N/A	N/A	
6 Mansell Street	Stratford Dermotherapy Clinic	D1	N/A	N/A	
2 Mansell Street	Aquarius Hair Studio	A1	Comp	Ind	
1 Mansell Street	Thomas & Bancks Solicitors	A2	N/A	N/A	
27 Arden Street	N/A	N/A	N/A	N/A	Vacant
Arden Street	Stratford Healthcare	D1	N/A	N/A	
Arden Street	The Gateway	N/A	N/A	N/A	Vacant
1 Union Street	Matthew Curtis hairdressing	A1	Comp	Mult	
2 - 3 Union Street	Andrew Grant Estate Agents	N/A	N/A	N/A	Vacant
4 - 5 Union Street	Hamptons International	A2	N/A	N/A	
6 Union Street	Shakespaw Cat Café	A3	N/A	N/A	



6A Union Street	Harmony Health & Beauty	SG	N/A	N/A	
6B Union Street	Vin Neuf	A1	Conv	Ind	
6C Union Street	Chadds	A1	Conv	Ind	
11 Union Street	The Dogs Trust Charity Shop	A1	Comp	Mult	
10 Union Street	Vaughan Reynolds Estate Agents	A2	N/A	N/A	
9B Union Street	Tanning Shop	SG	N/A	N/A	
9A Union Street	Room-09 (beauty/hair)	SG	N/A	N/A	
7 Union Street	TSB Bank	N/A	N/A	N/A	Vacant
7- 9 Union Street	Caz bar	SG	N/A	N/A	
7-9 Union Street	Da Gino Pizza	A3	N/A	N/A	
41 Guild Street	Vacant	N/A	N/A	N/A	Vacant
44 Guild Street	Fountain Cleaners	A1	Comp	Ind	
37A Guild Street	Tim Cox Associates	A2	N/A	N/A	
35-36 Guild Street	King Homes Estate Agents	A2	N/A	N/A	
1 Guild Street	The One Elm PH	A4	N/A	N/A	
12 Guild Street	Courtland B&B	C1	N/A	N/A	
Next to 13 Guild Street	Vacant	N/A	N/A	N/A	Vacant
Guild Street	The Phoenix	A4	N/A	N/A	
14 Guild Street	Severn Veterinary Centre	N/A	N/A	N/A	Vacant
John Street/Guild Street corner	ECS	B1	N/A	N/A	
13 John Street (ground flr)	Warwick Events	B1	N/A	N/A	
2nd Flr, Packwood House, Guild Street	Test Centre:DVLA/Pearson Professional/CITB	D1	N/A	N/A	
Payton House, Packwood Court, Guild Street	Pilates Place	D2	N/A	N/A	
Guild House, Guild Street	Stratford Herald	B1	N/A	N/A	
Guild Street/Warwick Road	Kwik Fit	A1	Comp	Mult	
College House, Payton Street/Warwick Road	Premier Inn Central	C1	N/A	N/A	
1 Warwick Road	The Red Lion PH	A4	N/A	N/A	
Bridgefoot	Stratford Leisure Centre	D2	N/A	N/A	
Bridgeway House	Offices	B1	N/A	N/A	
Bridgefoot	Crown Plaza	C1	N/A	N/A	
Bridgefoot	Coxs Yard & The Pantry	A3	N/A	N/A	
Bridgefoot	The Pen and Parchment PH	A4	N/A	N/A	
Bridgefoot Quay	Visitor Information Centre	B1	N/A	N/A	

**CAR PARKING:**

<b>Name:</b>	<b>Waterside</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>12</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>12</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>5</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>7</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>3</b>

<b>Name:</b>	<b>Southern Lane</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>34</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>34</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>28</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>10</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>6</b>

<b>Name:</b>	<b>Old Town</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>7</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>7</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>1</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>1</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>1</b>

<b>Name:</b>	<b>Church Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>26</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>24</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>2</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>2</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>1</b>



<b>Name:</b>	<b>Chapel Lane</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>32</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>18</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>14</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>18</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>12</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Chapel Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>10</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>10</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>6</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>High Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>16</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>12</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>4</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>n/a</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>n/a</b>

<b>Name:</b>	<b>Sheep Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>23</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>23</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>6</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>7</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>3</b>



<b>Name:</b>	<b>Rother Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>13</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>13</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Rother Street Market Place</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>23</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>16</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>7</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>1</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>n/a</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>n/a</b>

<b>Name:</b>	<b>Ely Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>22</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>22</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>3</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>1</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Bridge Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>31</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>28</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>3</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>1</b>



<b>Name:</b>	<b>Union Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>14</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>8</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>6</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>1</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Henley Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>6</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>6</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>2</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>3</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Mansell St</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>13</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>13</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>7</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Leisure Centre (Formerly Riverside)</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>544</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>537</b>
<b>Disabled Spaces:</b>	<b>7</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>137</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>350</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>137</b>



<b>Name:</b>	<b>Bridgeway/ Surface Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>66</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>66</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>12</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>4</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>4</b>

<b>Name:</b>	<b>Bridgeway Multi Storey</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>650</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>637</b>
<b>Disabled Spaces:</b>	<b>13</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>353</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>339</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>391</b>

<b>Name:</b>	<b>Swans Nest Lane</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>26</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>26</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Recreation Ground</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>378</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>374</b>
<b>Disabled Spaces:</b>	<b>4</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>99</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>148</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>90</b>





<b>Name:</b>	<b>Church St</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>197</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>195</b>
<b>Disabled Spaces:</b>	<b>2</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>126</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>97</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>68</b>

<b>Name:</b>	<b>Sheep Street Rear Access Area</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>9</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>9</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>5</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>0</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>0</b>

<b>Name:</b>	<b>Windsor Street Shoppers Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>243</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>235</b>
<b>Disabled Spaces:</b>	<b>8</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>116</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>129</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>113</b>

<b>Name:</b>	<b>Arden St</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>240</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>237</b>
<b>Disabled Spaces:</b>	<b>3</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>113</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>104</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>100</b>



<b>Name:</b>	<b>Rother St</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>247</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>241</b>
<b>Disabled Spaces:</b>	<b>6</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>122</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>115</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>167</b>

<b>Name:</b>	<b>Rother Street Civic Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>114</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>110</b>
<b>Disabled Spaces:</b>	<b>4</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>29</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>10</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>10</b>

<b>Name:</b>	<b>Sports Club</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>86</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>86</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>59</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>53</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>44</b>

<b>Name:</b>	<b>Maybird Shopping Centre</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>808</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>760</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>48</b>
<b>Vacant Spaces on Monday 14<sup>th</sup> June 2021</b>	<b>480</b>
<b>Vacant Spaces on Friday 25<sup>th</sup> June 2021</b>	<b>382</b>
<b>Vacant Spaces on Saturday 26<sup>th</sup> June 2021</b>	<b>351</b>



## TOWN CENTRE USERS

- A big new Shakespeare world would be good, really bring the characters to life, maybe even build a a house of what 'new place' looked like as a new attraction, with all fun things inside for tourists, or even a museum
- A department store
- A large store
- A nice big water feature, that can even play lights and music (like say Barcelona) would be great for evening tourism
- Accessibility, we have 2 young children and use a push chair and the town is congested with foot traffic, and the pavements and roads damaged. Improvements are needed to the pedestrian areas including widening pavements and improving traffic systems.
- Add more places to lock bikes up
- Although we have some lovely green spaces, I think it would be brilliant for tourism if we had a real wstand out botanical garden (including Eden type greenhouse) for people to visit and help keep them here longer, along with more statues in town and on traffic islands, maybe even main approach from Warwick Rd give people in the big ques something to look at
- Amenities for teens
- Appearance of empty, neglected mainly retail buildings, BHS for instance. Encourage start up, pop up businesses
- Approval or support of proposed Watersports Centre.
- Assist homeless further to improve Bridge Steeet
- Ban large articulated lorries from the town centre, and especially over 15 century Clopton Bridge. More traffic lights will NOT help!
- Bars open later
- Better access to Bridgetown, difficulty on foot, needs pedestrian crossings on other side of bridge by Alveston Manor and Tiddington Rd
- Better and cheaper car parking
- Better Markets (Farmers Market, Traditional hand made)
- Better nightlife
- Better planned bus stops - currently clustered on Wood street and cause jams frequently
- Better Retail
- Better retail offer
- Better retail... Less chains... More bespoke
- Better road infrastructure
- Better shopping. Leamington better.
- better signage indicating speed limit including markings on the road and speed deterrents
- Better variety of retail shops
- Bhs building made into something like Borough market for uk visitors and upstairs something for families but nothing cheap and tacky take the town back up in class
- Bigger choice of retail shops
- Bike lanes and frequent public transport in to reduce traffic
- Bring back Concessionary Car Parking for seniors living in the outlying villages.
- Bring back the pedestrianised High street
- Build a proper bypass
- Bus station
- car parking passes for local residents
- cheaper parking for local residents
- Choice of late night venues
- Clean up public loos, and offer a bigger range of things to do!
- Cleaner pavements



- Clear away the drunks
- Cobble streets are very dangerous chipped and wobbly in places
- Comparison shopping has gone now, Leamington is where I go now - need more retail choice like in Leamington.
- Complete ring road to alleviate polluting congestion
- Condition of shop fronts
- Creation of community Parklets & plant more trees
- Demolish the old BHS
- Diversity of shops
- Divert traffic by pedestrianisation and proper park and ride
- Do something with the bhs building
- Do something with the old BHS site
- Don't allow old buildings to remain unoccupied for long periods
- Encourage independent retailers
- Encourage independent shops
- Encourage local, independent shops and cafes, easy and cheap to access by surrounding villages.
- encourage small niche shops to replace disappearing large stores and reduce the number of fast food outlets
- Fewer cars. More pedestrian zones on rother st, high st. Bridge st.
- Fill empty shops
- Fill the dilapidated buildings
- Fill the empty shops
- Fill the empty shops not build hotels
- Food market
- Foot and bike bridge and banning trucks from the bridge town bridge
- Free parking
- Free public toilets
- Get a suitable tenant into BHS building. It is currently a big white elephant. Also do not approve any more coffee shops or tea rooms. The town needs more actual retailers.
- Get an extra bridge for foot/cycle traffic over the River Avon to Tiddington Road.
- Get empty shops filled!!!
- Get empty shops filled!!! Esp old BHS and sort out green dragon site. Stop building houses and hotels!
- Get retail in the empty shops not just cafes, fill Bell Court with shops and all other shops. Make Stratford a place to visit for all ages! At Christmas time, keep the big wheel and have a pop up ice rink on the green. Bring tourists into the town to do some Christmas shopping!
- Get rid of the markets
- Get someone in who can make a decent, successful grant application
- Give the high street a break in terms of business rates. BHS is an eye saw. Empty, derelict and a huge centre piece in the town. Incentivise businesses to come and do something with it!!
- Greater retail offer
- Greenhill Street is really scruffy
- Has many positives but needs more visible, better tourist information centre. Current one not inviting. More information about attractions and location maps, signage in situ
- High quality shops
- Improve cleanliness on streets / of public toilets
- Improve cycle routes into and around town
- Improve cycling infrastructure
- Improve retail opportunities and nighttime economy, especially for younger people
- Improve road access and parking
- Improve the appearance on the approach to town centre



- Improved nightlife, there are no bars and clubs I would go to
- Increased funding for Stratford-in-Bloom and Christmas Lights
- Increased nightlife activities
- Increased occupancy of retail units
- Independent shops
- Invest in abandoned buildings, more indoor places for kids
- Keep Bridge Street clean and free of signs, markets, and rubbish. It's the shop front of the town.
- Keep reduced-cost parking for over 65.
- Larger stores for residents
- Less cafes
- Less coffee shops and more high quality retail
- Less empty shops/abandoned buildings
- Less empty units
- Less hotels
- Less restaurants and hotels
- Less roadworks
- Less Street furniture
- Less street signage
- less tourist based stuff
- Less traffic going through the middle of town
- Less traffic/parked cars
- Less vacant retail units, more pressure should be put on landlords to fill vacant premises i.e. The former BHS store which has become a complete eyesore.
- Less vacant shops
- Lower commercial rent so more decent shops come back
- Lower parking prices
- Lower rates so empty shops are filled
- lower the cost of parking
- Make it a more attractive place to spend time and stay longer - crossing the busy and very wide road at the river end of the high street is horrible
- Make it more like Warwick/Leamington
- Make it more local, less tourist, within reason.
- Make it traffic free with a good bus hub near to centre
- Make more of what we have- events, bunting, Christmas lights
- Make the centre pedestrian focused rather than car focused
- make the one hour parking around town TWO hours so you can meet people and have a meal!
- Midweek arts and craft market on waterside
- More artisan food retailers
- More car free streets
- More car parking
- More cycle lanes
- More festivals - Beer, May Day, Shakespeare etc
- More for locals rather than tourists
- More funding for Stratford in Bloom to increase floral displays
- More green, e.g. trees
- More help for those sleeping rough
- More high street shops i.e. affordable clothes
- More independent retailers



- More independent shops
- More individual shops/less chain stores
- More interactive stuff for families to do
- More leisure
- More leisure facilities for the locals
- More live entertainment, including in the evenings
- More live music
- More music concerts
- More night and life music venues
- More nightlife
- More non chain shops. Stratford is now a poor example of most town centres
- More owner-run restaurants and variety of cuisine
- More parent and child parking
- More pedestrian areas
- More pedestrian friendly, wider pavements, better dropped curbs
- More pedestrian priority areas, eg. High Street
- More pedestrian zone, less traffic
- More pedestrianisation
- more pedestrianised areas as gets very busy
- more pubs rather than bars
- More regular bus services from villages in the District
- More retail
- More retail options - we have enough cafés! The BHS building would make a permanent indoor market.
- More retail outlets
- More shopping choices for clothes, reduce rental prices for the independent retailers!
- More small independant shops
- More small independent, specialist shops
- More up to date shops
- More variety of shops
- More variety of shops and food/drink outlets - lower the rental rate and you'll attract a bigger variety of retail and food outlets that will boost the town's economy.
- More wheelchair friendly
- Move on gathering of homeless people
- Move The Mop to The Recreation Ground
- Mulberry Tree eyesore and encourage local businesses back but no more coffee shops !
- Need a large department store like John Lewis
- Needs more public toilets and better quality
- Needs tidying up and some good shops(H&M, primark)
- New shops no more hotels or coffee places
- Nightlife
- No traffic - Bridge Street, High Street
- Offer somewhere for cycling commuters to safely park up under cover, and freshener before work.
- Park & Ride
- parking for OAPs very negative to remove the parking permits
- Pedestrianise main Streets
- Pedestrian priority - High Street and Bridge Street
- Pedestrianisation
- Pedestrianise



- Pedestrianise centre of town
- Pedestrianise High Street & Sheep Street
- PEDESTRIANISE High Street and Bridge Street.
- Pedestrianise it
- Pedestrianise many streets
- Pedestrianise Sheep Street and bring tables out into the street and start classy cafe culture whilst ensuring the town has independent shops for people to visit and spend in
- Pedestrianise the centre
- Pedestrianise the centre during day 1030-330pm
- Pedestrianise the core
- Pedestrianise Waterside
- Pedestrianised
- pedestrianize parts of the town centre
- Permanently pedestrianise (with cycles allowed) the town centre
- Planters
- Prioritise pedestrians! The wider pavements with more space that we temporarily have for COVID reasons were such an improvement
- Produce a coherent and consistent plan to renovate and reuse derelict buildings and
- Redevelop scruffy areas to stop drug dealing
- Redevelop the Fisherman's car park to town as Council planned. Excellent in all respects. .
- Reduce Bridge street road to one way and widen paths into tree lined walkways
- Reduce business rates - fill all the empty shops, make the town more appealing to younger families and young professionals.
- Reduce the rent for shops so more are filled rather than empty and run down
- reduce traffic flow and provide pedestrian priority areas
- Reduced traffic / pollution
- Reducing traffic
- Reinstate the wide foot path up Bridge street
- Remove buses from bridge street
- Repurpose (not a hotel) buildings such as BHS that are falling apart and are an eyesore upon entering the town
- RE-purpose old BHS store
- Reroute through traffic around the outside/ bypass
- Retail offering - encouragement to independent businesses to take up empty units
- Retail shops for younger generations
- Saturday market on Waterside as well as Sunday
- Shops open later
- Similar to above, more safer cycle routes and lanes, maybe even a new bridge with proper cycle lane could link to new Riverside cycle lanes, and even a cycle lane thru the town centre itself on a tourist trail
- Some pedestrianisation
- Sort out the BHS building and the Bar M building
- Sort out the former BHS site. Disgrace this hasn't been regenerated.
- Sort out the one way system and shipston rd junction roundabout
- Sort the BHS building!
- speed camera on key speeding spots: ie. Chestnut Walk
- Stop closing roads
- Stop closing roads of markets that can be held in pedestrian areas
- Stop delivery vans mounting the kerbs - they destroy the paving which makes it a death trap, & you have to pay to regularly replace
- Stop leaving empty shops/do something with BHS



- Stop raising the price of parking.
- Support the Town Council and WCC plan for the centre
- Tackle the antisocial behaviour from the addicts vomiting on the street, fighting, and abusing people passing by
- take all on-street parking out of Bridge St and High St
- take the traffic out of the town centre
- The approach to town from the station is fairly ugly, again more pedestrian friendly for our train visitors, with nice water features, statues, and more greenery for the short walk in
- The traffic past the maybird
- Tidy up empty retail premises.
- Tidy up empty shop frontages
- Tidy up the cluttered pavements, signage, and street furniture
- Toilets!!
- Traffic easing
- Traffic in the town centre
- Traffic is a serious ongoing issue as is noisy cars and speeding
- Traffic is always awful, traffic lights don't sync
- traffic management/pedestrianism
- Turn BHS into a pop up food market hall and rooftop restaurant like they have abroad. Would be a brilliant attraction!
- Utilise the green and river more, pop up ice rink in winter and more watersports on the water
- We avoid the main high street as its far too congested with people, even before covid- which is a shame because our favourite tearoom is there. I wonder if more of stratford could be pedestrianised somehow
- We need to fill the empty shops and do something about that hideous bhs building
- Well known shops ie next.
- Wider pavements
- Younger-orientated nightlife
- Nothing to visit for. All charity shops.
- Too much trouble to park
- Too far away
- It is too difficult to access. All the good shops have closed
- Too many shops have closed
- No decent clothes shops. Poor shopping experience. Poor parking. Should be pedestrianised.
- Only go there on the odd occasion
- Parking