STRATFORD-ON-AVON DISTRICT

PLACE SURVEY 2026

FINAL REPORT

Produced by:
Performance, Consultation & Insight Unit
Stratford-on-Avon District Council
October 2026

CONTENTS

1.0 Introduction 1
2.0 Methodology 1
3.0 Summary of Results 2
3.1 About the respondents and their local area 2
3.2 Local Decision Making and Council in General 3
3.3 Information 3
3.4 Stratford District Council and its Services 4
3.5 Community Safety/Anti-social Behaviour 5
3.6 Community 6
3.7 Climate Change 6
4.0 Main Findings 7
4.1 About you and your local area 7
4.1.1 Satisfaction with the local area as a place to live 7
4.1.2 Strength of belonging to local area 9
4.1.3 How well people from different backgrounds get on together 10
4.1.4 To what extent do you agree or disagree that people in this local area pull together to improve things? 11
4.1.5 State of the economy in the local area 12
4.1.6 What's important in making somewhere a good place to live 15
4.1.7 What things most need improving? 19
4.1.8 What is important versus what needs improving? 25
4.1.9 What infrastructure or services would enhance your community? 33
4.2 Local Decision Making 35
4.2.1 Influencing decisions affecting your local area 35
4.2.2 Influencing housing/business development in your local area 37
4.3 Council in General and Information 39
4.3.1 Extent to which various statements apply to SDC 39
4.3.2 Information Sources 46
4.3.3 How well informed SDC keeps its residents about 48
4.3.4 Satisfaction with Stratford-on-Avon District Council website 53
4.3.5 Information Requirements 54
4.4 Satisfaction with SDC and its Services 56
4.4.1 Satisfaction with the way SDC runs things 56
4.4.2 Satisfaction with services 58
4.4.3 Frequency of using services 72
4.5 Community Safety/Anti-Social Behaviour 80
4.5.1 Feelings of Safety 80
4.5.2 Anti-social behaviour 84
4.6 Community 95
4.6.1 Social Isolation 95
4.6.2 Volunteering 96
4.7 Climate Change 97
4.7.1 Actions taken by residents to tackle climate change 97
4.8 Household and Personal Profile 105
4.8.1 Household Information 105
4.8.2 Personal Information 106
4.9 Final comments: Anything to add or expand on previous answers 108

APPENDICES

Appendix A: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Other

Appendix B: And thinking about this local area, which of the things below, if any, do you think most need improving? Other

Appendix C: Other reasons for not being able to influence decisions in your local area

Appendix D: How do you find out about Stratford District Council, e.g. news, services delivered, etc.? Other source

Appendix E: What information do you want/would like to receive from Stratford District Council? Other

Appendix F: In which places do you feel unsafe in Stratford District? Other

Appendix G: Have you moved into the Stratford-on-Avon District Council area in the last five years? If yes, where did you move from? Please give the postcode

Appendix H: Gender – I prefer to self-declare as…

Appendix I: Locality map

1.0 Introduction

The Place Survey is used to measure what people think of the area in which they live, what they think about Stratford District Council services, and the way the District Council works. This survey has taken place since the Year 2000. Usually, it is undertaken every two years.

The topic areas of the survey were: the local area in general, local decision making, information/Council in general, service satisfaction, usage of services, community safety/anti-social behaviour, the community and climate change.

The survey is able to track changes in perception over time and to identify any gaps between current service levels and customer expectations.

The survey findings will also be used by the Council to help establish its priorities, improve the way it works and how to make services better.

This document contains the findings from the 2026 Stratford District Place Survey.

2.0 Methodology

The methodology developed for the Place Survey was the same used in the 2008 national Place Survey. All questionnaires were distributed and returned through the UK Royal Mail postal system. Participants were able to request alternative formats.

The survey was conducted via postal self-completion questionnaires. Households were selected at random (by area) from the whole electoral roll, creating a list of 8,000 addresses (approximately 1 in every 8.3 households).

The survey took place between June 26th and July 24th. 8,000 households were randomly selected to receive a questionnaire, completing a paper or online version. 1,161 responses were received (999 paper, 162 online), plus 47 returned to sender for a variety of reasons, i.e. address inaccessible etc, giving a response rate of 15%. There was no reminder. The normal response rate for this type of survey is between 15% and 20%.

As per normal practice in local government, where a respondent did not answer a particular question or "don't know" (for the majority of questions) was an option, these have been taken out of the result. The term "base" in the tables and charts refer to the number of responses to a particular question. These are the unweighted number of responses. Unless otherwise stated this will refer to all respondents having the opportunity to answer a particular question.

Charts and tables are used throughout the report to assist the interpretation of the results. Where results do not sum to 100% this may be due to multiple responses, (i.e. where respondents are able to select a number of options rather than just one) or computer rounding.

All results in this report are weighted by gender, age, and household composition. This is consistent with previous Residents' Surveys. Where relevant, comparisons with similar questions in the 2017, 2019, 2022 and 2024 Residents' Survey are included to identify trends. Results comparing areas are included and a map to show these are in Appendix I.

The comparison results by age, gender, and locality are only included in the report if they are statistically significant. When data is weighted small variations in the figures may occur. If a comment on a particular result has not been made, it can be assumed that there is no strong relationship between the two questions, i.e. satisfaction with the authority by age. The significance is calculated by comparing the mean of a category with the overall mean using a "z-test". This establishes the level of significance between the

two results. For this report, only results showing a significant relationship between the two have been included *(there is evidence of a relationship, significant at the 1% level or lower).*

3.0 Summary of Results

3.1 About the respondents and their local area

- 86% of those surveyed are satisfied with their local area as a place to live, up three percentage points on 2024. Dissatisfaction meanwhile fell by three percentage points.

- 75% of respondents felt very or fairly strongly that they belong to their local area, up two percentage points on 2024.

- 52% of respondents tend to or definitely agree that their local area is a place where people from different backgrounds get on well together, two percentage points up on 2024.

- 65% of residents agreed that people in their local area pulled together to improve things.

- 67% of respondents felt that their local area economy was OK or better, while 33% felt it could be better or was really struggling. This is a much worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling. The overall impression from comments is that the local high street is suffering from a combination of cost of living crisis and spiralling costs, alongside the deterioration of the physical environment and over-development. The most mentioned issue, highlighted by over a quarter of all responses, was that of shop closures, and the associated empty shops and buildings.

- Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (62.4%); health services (56.3%); access to the countryside (41.9%); clean streets (35.3%) and education provision (26.8%).

- Compared with 2024, the largest increase came for job prospects (+8.7%) and access to the countryside (+6.8%).

- Road and pavement repairs saw a decrease of 9.9 percentage points compared with 2024. while affordable decent housing saw a 3.9 percentage point fall. Broadband provision went down 6.1 points and affordable decent housing (-4.4%).

- The level of crime was the most important factor in all localities except Shipston, were it was second. The level of traffic congestion was a new entrant into the top five for both Henley/Studley and Shipston this year, while education provision got into the top five for Wellesbourne/Kineton and Southam.

- The top five improvements for the local area were: road and pavement repairs (57.9%); the level of traffic congestion (43.2%); activities for teenagers (33.7%); public transport (32.6%) and health services (26.4%). The top three have remained unchanged over the last five surveys; however, there have been some changes over this time in the amount of support each option has had. Notably, the proportion of residents who said road and pavement repairs needed improvement has risen over the last seven years, from 44.4% in 2019 to 57.9% in 2024. The proportion thinking job prospects needed improvement has doubled from 9.4% in 2024 to 19.8% in 2026. In contrast those saying affordable decent housing needs

improvement has fallen from 28.3% in 2024 to 20.9% in 2026 and similarly the level of crime figure fell from 30.7% to 23.7%.

- Road and pavement repairs were the factor requiring most improvement in all localities except for Stratford, where the level of traffic congestion was the most in need of improvement.

- Residents were asked what infrastructure or services they felt would enhance their local community. Improved public transport connections was the most popular choice, with a third of comments mentioning this. Most suggestions talked generally about 'better public transport', while some wanted a better bus service, and a few talked about better rail links (specifically to London).

3.2 Local Decision Making and Council in General

- The percentage of respondents who felt they could influence decisions remained at the same historic low as the last survey, 26%.

- Residents who had disagreed with the statement were then asked why they felt that they could not influence decisions in their local area out of a choice of five reasons. Over three quarters of respondents said this was because residents' input is not considered when local decisions are made.

- Agreement that residents can influence housing or business development in their local area was at its lowest level, at just 7%, while disagreement rose to the highest levels seen at 77%.

- 54% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live, down four percentage points on 2024.

- 50% of respondents agree that Stratford District Council is working to make the area safer, up five percentage points on 2024.

- 51% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a further fall of four percentage points on 2024, and fourteen points below 2017.

- 37% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change, a fall of 17 percentage points on 2024.

- 27% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent, up slightly on 2024, but still much lower than 2017 results.

- The proportion of residents who agree that SDC involves residents when making decisions has declined since 2017, falling to its lowest level this year of 26%.

- 30% of respondents agreed that SDC acts on residents' concerns, falling three percentage points on 2024 and the lowest score in ten years.

3.3 Information

- Information provided by the Council remained the most popular way of finding out about SDC for respondents, with the proportion saying that they find out this way rising seven points to 61%. Almost a third of respondents (32%) said that they find out about SDC using social media.

- Exactly half of the respondents felt that SDC keeps residents very or quite well informed about services. This is a rise of six percentage points on 2024.

- Only 19% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years. Alongside this, the proportion who felt that they are not informed at all rose again, to 35% - the highest proportion over the same period.

- 45% felt very or fairly well informed on what the Council spends its money on. This is a small rise of two percentage point on 2024. However, the proportion who did not feel well informed at all has also risen, up three points on 2024.

- 55% of respondents who visited it were very or fairly satisfied with SDC's website. This is a rise of another four percentage points on the previous survey. 17% said that they never visit the website, particularly those aged 65 years or above.

- Planning was the most requested area residents wanted to receive information about, with 70% choosing this. There was a rise in the proportion of residents who wanted to receive information about the South Warwickshire Local Plan from the previous survey of nine points, to 57%.

3.4 Stratford District Council and its Services

- 53% of respondents are fairly or very satisfied with the way Stratford District Council runs things, down two percentage points on 2024 and eight on 2022. 18% of respondents were dissatisfied: the percentage stating that they were fairly or very dissatisfied fell by six percentage points compared to 2024 and three percentage points lower than 2022.

- 60% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse, up three points on 2024.

- 84% of residents were very or fairly satisfied with refuse collection in the district, a rise of five percentage points on 2024. Dissatisfaction fell by an equal proportion.

- 73% of residents were very or fairly satisfied with kerbside recycling. Dissatisfaction remained at 10%.

- 52% of residents were very or fairly satisfied with sport/leisure facilities, a rise of five percentage points on 2024.

- 70% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC. Dissatisfaction remained at 9% again.

- Satisfaction with play areas has remained fairly static for the last three surveys, sitting at 60% this year. Dissatisfaction however was up slightly this year to 14%.

- Satisfaction with SDC-run car parks was up seven percentage points to 45%. Dissatisfaction saw its lowest level yet, down 11 points to 22%.

- 38% of those surveyed were satisfied with the public toilets provided by SDC, up five points on 2024, with dissatisfaction down to a low of 29%.

- Satisfaction with grass cutting was back up again after a significant dip in 2024, rising seven percentage points to 55%.

- 19% felt satisfied with the processing of planning applications by SDC. Dissatisfaction rose seven percentage points on 2024 up to 42%.

- Satisfaction with developing planning policies was at its lowest and dissatisfaction up significantly to over half of all respondents (54%).

- Satisfaction with housing services fell to its lowest level yet, at 14%, while dissatisfaction climbed to 33%.

- Developing planning policies has consistently ranked the lowest for net satisfaction out of all service areas. This year's net satisfaction for developing planning policies has sunk to its lowest level yet, at -43.

- The frequency of using sports/leisure facilities has remained fairly static over the past ten years. The proportion using them almost every day remained at 4%, while the proportion who had used them longer ago or never used them fell from 48% to 46%.

- 50% use SDC's parks and open spaces at least once a week or almost every day.

- 17% of those surveyed use SDC's play areas at least once a week or even almost every day, the same as last survey. The proportion of residents who said that they never used them fell by two percentage points to 32%.

- Residents report using SDC-run car parks less frequently than last survey: the proportion using it every day or at least once a week has fallen from 52% to 42%.

- 4% of respondents said that they or other members of their family had used housing services – remaining the lowest figure over the last ten years. 9% said that they had used planning services, falling to the lowest level yet

3.5 Community Safety/Anti-social Behaviour

- The proportion saying that they felt very or fairly safe at night remained at 66%, while the percentage feeling fairly or very unsafe fell one point to 19%.

- 91% of residents felt very or fairly safe during the day, rising two percentage points; the proportion feeling very or fairly unsafe rose two percentage points to 3%.

- Open spaces took over as the number one place for people to feel unsafe, with 50% respondents choosing this, followed by 'at or around bus stops/train stations/taxi ranks' at 41%.

- 38% of respondents regard dog fouling as a very or fairly big problem, a one percentage point rise on 2024.

- 41% of respondents regard fly tipping as a very or fairly big problem, a two point rise on 2024.

- 38% of respondents felt that rural crime was a very or fairly big problem, down one point on 2024.

- 38% think people using or dealing drugs are a very or fairly big problem, a rise of three percentage points on 2024 and eleven on 2022.

- 30% felt that rubbish or litter lying around was a very big or fairly big problem, one percentage point up on 2024.

- 37% of respondents thought anti-social vehicle use such as racing was a very or fairly big problem, an increase of eight percentage points since 2022.

- 23% of those surveyed believe vandalism, graffiti and other deliberate damage to property or vehicles are a very or fairly big problem, an increase of three points on 2024 and the highest level seen for nine years.

- 23% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, up two points on 2024 and up eight points on 2022. This is the highest level seen over the past five surveys.

- 20% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, a drop of four percentage points on 2024.

- 12% of residents felt noisy neighbours or loud parties were a fairly or very big problem. This is two points up on 2024 and the highest figure for the last five surveys.

3.6 Community

- 3% of respondents felt they were always or often lonely or socially isolated. A further 9% said some of the time, 15% occasionally and 26% hardly ever. 47% felt they were never in this position.

- Almost three in ten (29%) of respondents currently volunteered some time to work with others, for a community group, local charity, or in some way in their area.

3.7 Climate Change

- As in the previous two surveys, Re-use and recycle as much as possible was the most implemented action already taken, with 87% saying that they have done this compared to 92% in 2024 and 88% in 2022.

- Residents were asked what barriers they have encountered to implementing sustainable changes and how the Council could help to overcome this. The main barrier mentioned in the comments was cost; specifically, the cost of purchasing and installing solar panels, heat pumps or other renewable energy sources, and the cost associated with buying electric vehicles, were thought to be prohibitive by over a third of respondents.

4.0 Main Findings

4.1 About you and your local area

4.1.1 Satisfaction with the local area as a place to live

86% of those surveyed are satisfied with their local area as a place to live, up three percentage points on 2024. Dissatisfaction meanwhile fell by three percentage points.

Looking at significant 2026 results:

- Residents in Henley/Studley, Shipston-on-Stour and Wellesbourne/Kineton were more likely to be very satisfied with their area than Stratford residents (41%, 44% and 40% respectively vs 25%).

- Those in the 65+ age group were more likely to be very satisfied than the two youngest age groups, who were more likely to just be satisfied.

Figure 1: Residents' satisfaction with their local area as a place to live

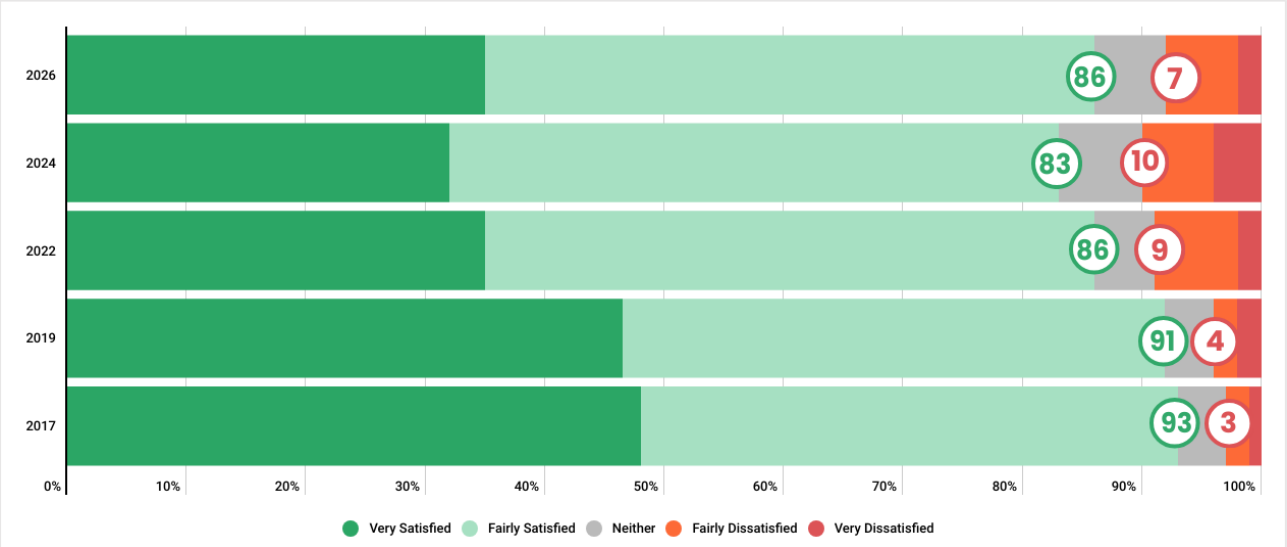


Table 1: Residents' satisfaction with their local area as a place to live, by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	35	51	6	6	2
2024	32	51	7	6	4
2022	35	51	5	7	2
2019	46	45	4	2	2
2017	48	45	4	2	1

Base: (2026: 1,152), (2024: 1,650), (2022: 1,853), (2019: 1,787), (2017: 1,883)

Table 2: Residents' satisfaction with their local area as a place to live, by locality

BY LOCALITY	***Henley/ Studley*** **%**	***Alcester/ Bidford*** **%**	***Stratford*** **%**	***Shipston*** **%**	***Welles-bourne/ Kineton*** **%**	***Southam*** **%**
Very satisfied	41	35	25	44	40	30
Fairly satisfied	46	47	60	46	41	59
Neither satisfied/dissatisfied	8	10	4	4	8	6
Fairly dissatisfied	4	6	9	5	9	3
Very dissatisfied	1	2	2	1	2	3
Base: (All Respondents)	*(172)*	*(182)*	*(262)*	*(209)*	*(104)*	*(175)*

Table 3: Residents' satisfaction with their local area as a place to live by profile

	Satisfied %
Total	86
GENDER	
Male	87
Female	85
AGE GROUP	
18-34	90
35-49	82
50-64	83
65+	89
ACCOMMODATION TENURE	
Owned outright	85
Buying on mortgage	88
Rent from housing association/trust	81
Rent from private landlord	84
DISABILITY	
Disability - Yes	82
Disability - No	88
CHILDREN	
Children in household age 17 and under	86
No children in household	86

4.1.2 Strength of belonging to local area

75% of respondents felt very or fairly strongly that they belong to their local area, up two percentage points on 2024.

Looking at significant 2026 results:

- Stratford residents were much more likely to say that they do not feel strongly at all that they belong to their local area than those living elsewhere in the District.

- Those aged 18-34 and 35-44 years were much more likely than older people to say that they do not to feel at all strongly to belong to their local areas.

Figure 2: How strongly do you feel you belong to your local area?

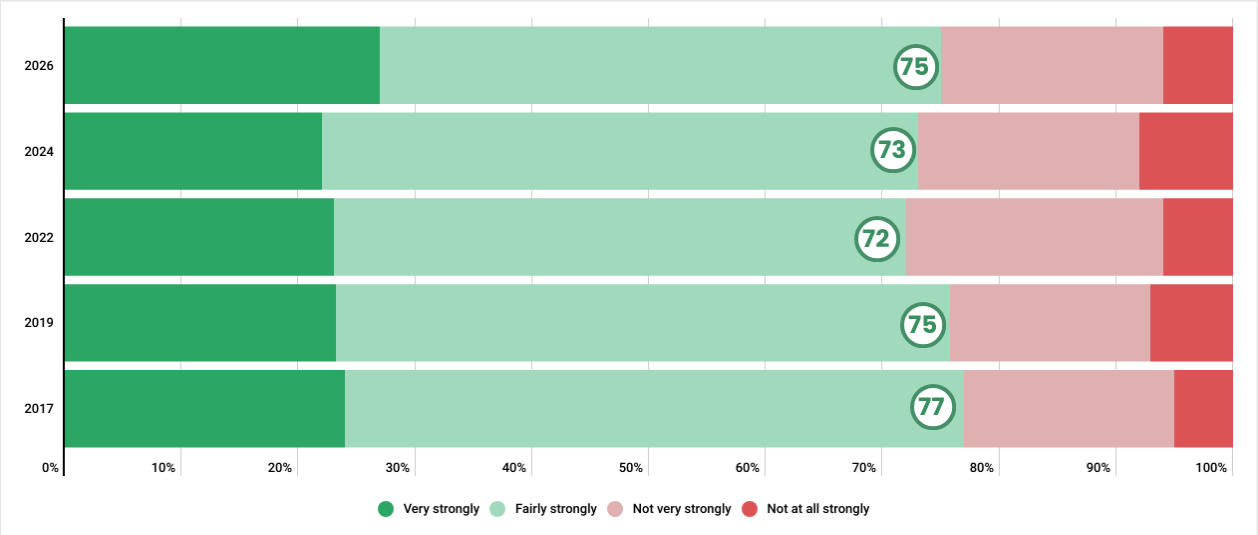


Table 4: How strongly do you feel you belong to your local area? by year

	Very Strongly %	*Fairly Strongly %*	*Not Very Strongly %*	*Not at all Strongly %*
2026	27	48	19	6
2024	22	51	19	8
2022	23	49	22	6
2019	23	52	17	7
2017	24	53	18	5

Base: (2026: 1,138), (2024: 1,525), (2022: 1,746), (2019: 1,730), (2017: 1,763),

Table 5: How strongly do you feel you belong to your local area? by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very strongly	37	29	19	29	28	25
Fairly strongly	42	56	49	46	39	53
Not very strongly	18	14	22	18	25	19
Not at all strongly	3	2	10	7	7	3
Base: (All Respondents)	*(171)*	*(180)*	*(257)*	*(209)*	*(102)*	*(171)*

4.1.3 How well people from different backgrounds get on together

52% of respondents tend to or definitely agree that their local area is a place where people from different backgrounds get on well together, two percentage points up on 2024.

Looking at significant 2026 results:

- The oldest age group of residents were more likely than other age groups to definitely agree that people from different backgrounds get on together.

Figure 3: Local area is a place where people from different backgrounds get on well together

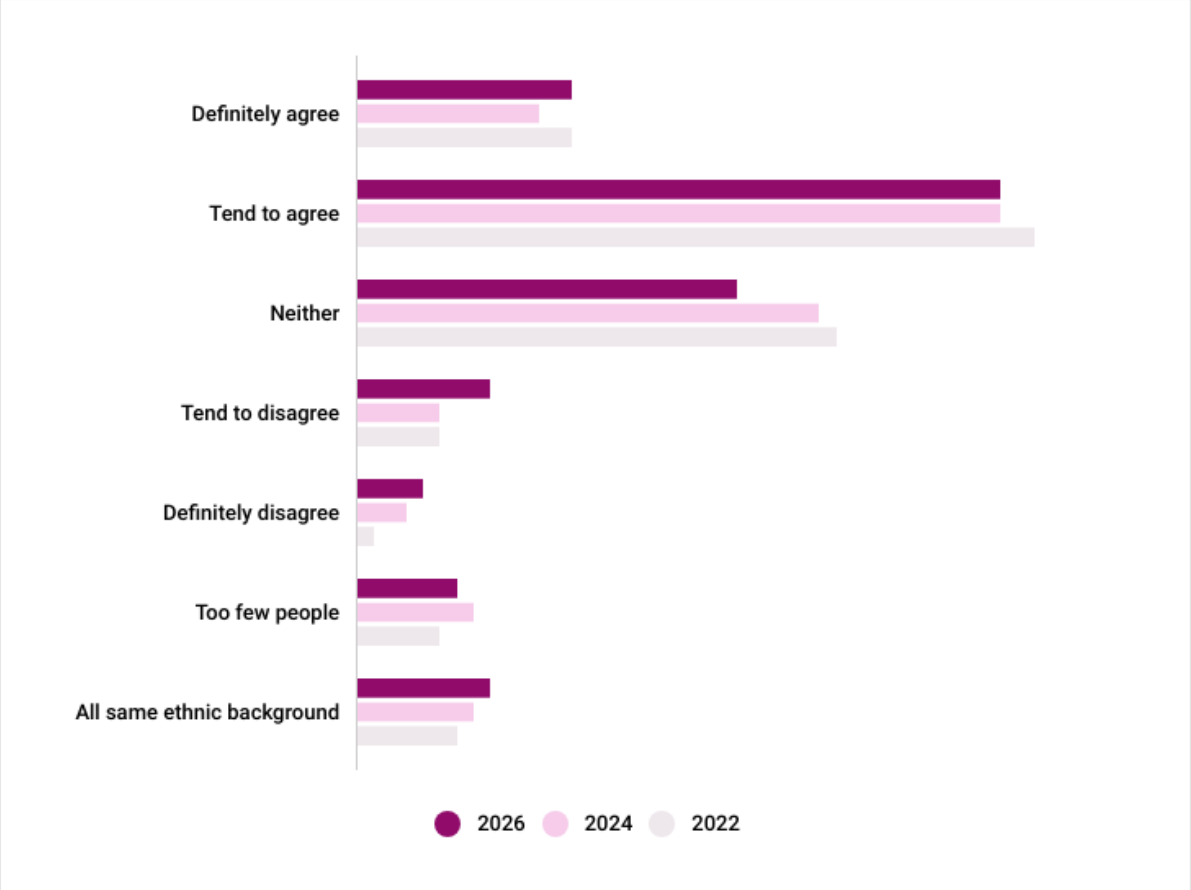


Table 6: Local area is a place where people from different backgrounds get on well together by year

	Definitely Agree %	*Tend to Agree %*	*Neither Agree nor Disagree %*	*Tend to Disagree %*	*Definitely Disagree %*	*Too few people %*	*All Same Ethnic Background %*
2026	13	39	23	8	4	6	8
2024	11	39	28	5	3	7	7
2022	13	41	29	5	1	5	6

Base: (2026: 1,051), (2024: 1,506), (2022: 1,832)

Table 7: Local area is a place where people from different backgrounds get on well together by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	15	16	11	11	10	15
Tend to agree	30	28	42	42	49	39
Neither agree nor disagree	25	27	26	21	17	21
Tend to disagree	9	6	7	9	4	10
Definitely disagree	7	4	5	3	0	3
Too few people in local area	3	4	4	7	8	8
All the same background	9	13	5	8	10	4
Base: (All Respondents)	*(156)*	*(164)*	*(248)*	*(182)*	*(99)*	*(157)*

4.1.4 To what extent would you agree or disagree that people in this local area pull together to improve things?

65% residents agreed that people in their local area pulled together to improve things.

Looking at significant 2026 results:

- Stratford residents were least likely to agree and most likely to disagree with the statement.
- Residents aged 35-49 years were more likely to disagree with the statement.

Figure 4: To what extent do you agree or disagree that people in this local area pull together to improve things?

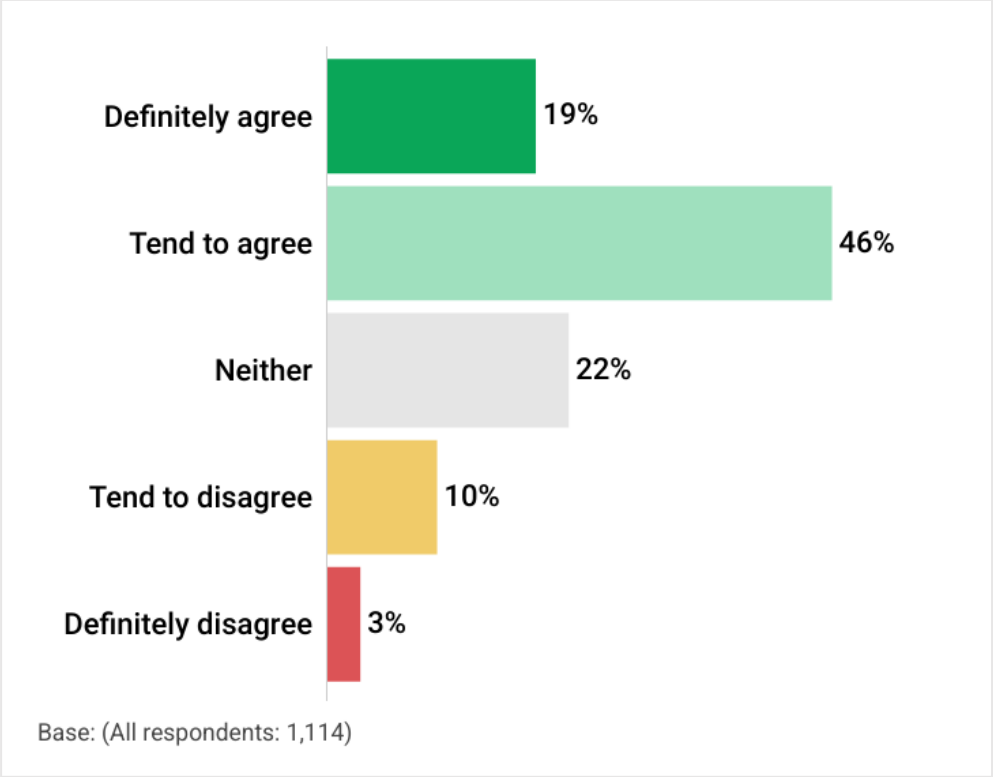


Table 8: Residents' agreement that people in the local area pull together to improve things

	Strongly Agree %	*Tend to Agree %*	*Neither %*	*Tend to Disagree %*	*Strongly Disagree %*
2026	19	46	22	10	3
Base: (2026: 1,114)					

4.1.5 State of the economy in the local area

67% of respondents felt that their local area economy was OK or better, while 33% felt it could be better or was really struggling. This is a much worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling.

Looking at significant 2026 results:

- Shipston residents were least likely to say that their local economy was really thriving.
- Henley/Studley residents were most likely to say that their local economy was on the up.
- Alcester/Bidford residents were most likely to say that their local economy was OK.
- Stratford residents were more likely to say that their local economy could be better.

Figure 5: State of the economy in the local area

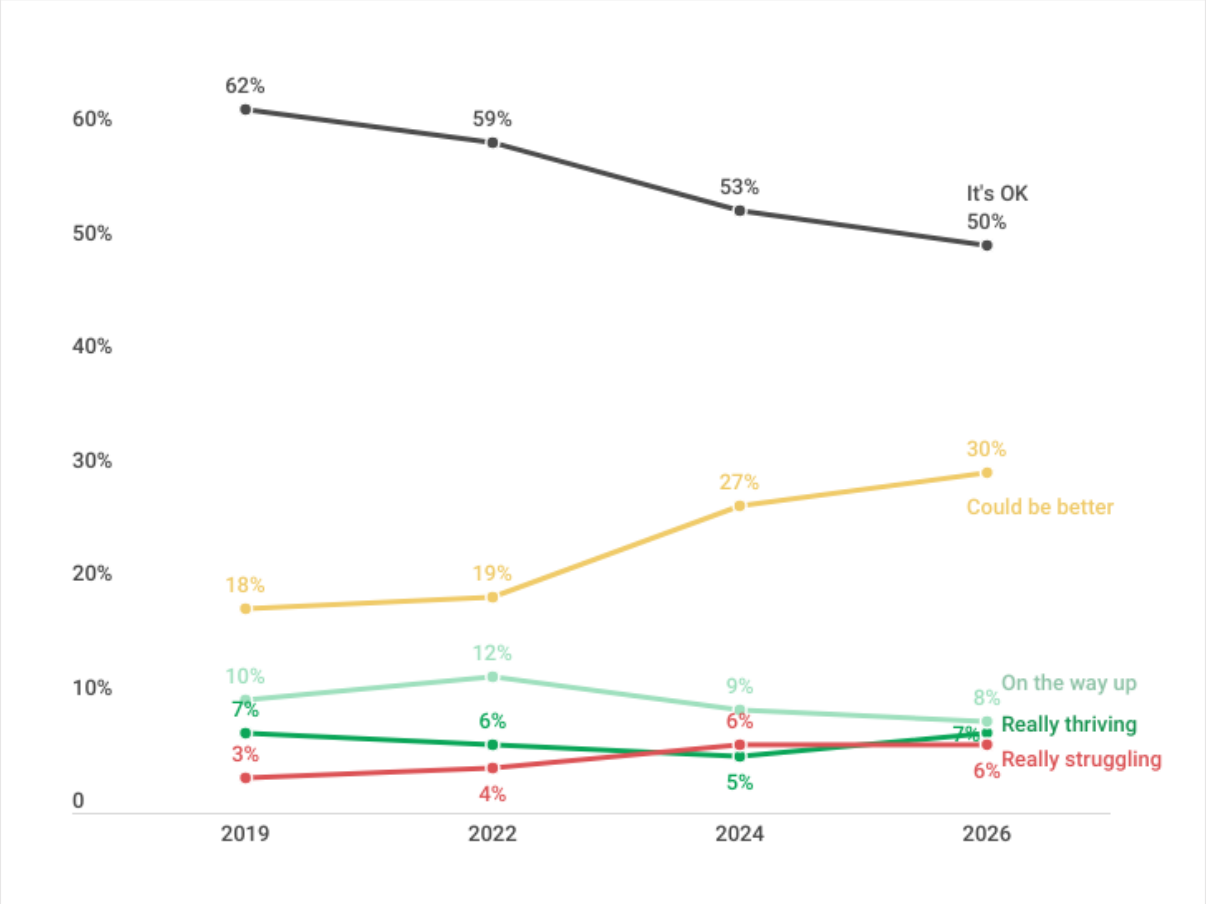


Table 9: State of the economy in the local area year on year

	Really Thriving	*On the Way Up*	*It is OK*	*Could be Better*	*Really Struggling*
	%	*%*	*%*	*%*	*%*
2026	7	8	50	30	6
2024	5	9	53	27	6
2022	6	12	59	19	4
2019	7	10	62	18	3

Base: (2026: 1,084), (2024: 1,566), (2022: 1,841), (2019: 1,780)

Table 10: State of the economy in the local area by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Really thriving	10	5	7	3	10	9
On the way up	13	6	6	9	10	8
It is OK	46	57	44	53	52	47
Could be better	24	27	36	27	26	33
Really struggling	7	5	8	7	3	3
Base: (All Respondents)	*(167)*	*(170)*	*(253)*	*(191)*	*(98)*	*(164)*

Those who had responded 'Could be better' or 'Really struggling' were then asked to provide reasons as to why they had done so. 325 responses were received.

The responses were analysed and a number of themes emerged. The overall impression from comments is that the local high street is suffering from a combination of cost of living crisis and spiralling costs, alongside the deterioration of the physical environment and over-development.

The most mentioned issue, highlighted by over a quarter of all responses, was that of **shop closures,** and the associated **empty shops and buildings.** This signified a collapse of the local economy and was thought by a number of respondents to be caused by **costs to business being too high.** Empty shops were, according to comments, often left vacant long-term, leading to the current **poor state of the high street,** with a number of residents upset at the appearance of neglected, boarded-up shops. All of this was exacerbated by the **cost-of-living crisis** which left people with too little surplus income to spend in local shops, and meant that **independently owned businesses** in hospitality or retail in particular were **struggling.**

Also a general concern was a perceived **lack of a good retail mix** in what was available in their local high street, and **lack of useful facilities or infrastructure** such as banks or post offices. Respondents commonly pointed to there being too many barbers, hairdressers, nail bars, cafes, vape shops, mini marts, and charity shops, and not enough independent retailers, banks, pubs and post offices. This lack of infrastructure also extended to doctors' surgeries, dentists, schools and leisure facilities, which were all felt to be under pressure due to recent housing development, which had meant, in the opinion of 6% respondents, **that too many houses had been built** in the last few years without the provision of adequate services such as healthcare and education.

Table 11: State of the economy in the local area – Reasons why answered 'Could be Better' or 'Really Struggling'

Theme	Number	%
Shop closures & empty buildings	92	28%
Diversity/retail mix is poor	58	18%
Lack of infrastructure alongside housing development	41	13%
Costs too high for business	35	11%
Cost of living crisis	32	10%
Road are in a poor state	30	9%
Jobs needed	28	9%
Look of the area is poor/repairs needed	28	9%
Hospitality/shops are struggling	27	8%
Poor national economy	22	7%
Lack of public transport/poor connectivity	22	7%
Needs investment	19	6%
Crime/ASB	19	6%
Too many houses being built	18	6%
SDC failings/not doing enough	15	5%
Parking	15	5%
Traffic	14	4%
Homelessness/begging	11	3%
Tourism focused/no benefits	9	3%
Grass cutting/hedgerows unkempt	9	3%
Litter/not enough bins	9	3%
Government policies	8	2%
Pavements/footpaths are poor	8	2%
Not enough for young people	7	2%
People are shopping elsewhere/online	7	2%
Housing affordability	5	2%
Lack of community	4	1%
Too much focus on Stratford	4	1%
Dog fouling	3	1%
Speeding	3	1%
Miscellaneous	15	5%
Base: (All Respondents)	***(325)***	

4.1.6 What's important in making somewhere a good place to live

Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (62.4%); health services (56.3%); access to the countryside (41.9%); clean streets (35.3%) and education provision (26.8%).

Compared with 2024, the largest increase came for job prospects (+8.7%) and access to the countryside (+6.8%).

Road and pavement repairs saw a decrease of 9.9 percentage points compared with 2024. while affordable decent housing saw a 3.9 percentage point fall. Broadband provision went down 6.1 points and affordable decent housing (-4.4%).

Looking at significant 2026 results:

- **Access to the countryside** was significantly more important for respondents living in the Henley/Studley and Alcester/Bidford areas.
- **Activities for teenagers** was less important for those in the 18 to 34 age group.
- **Activities for older people** was more important for those living in the Alcester/Bidford area (15%) and for those in the over 65 age group (15%).
- **Affordable decent housing** was most important to those in the Wellesbourne/Kineton area (28%). The older the age group, the more important this issue was.
- **Broadband provision** was significantly less important for respondents living in Stratford locality (8%), than for those living in the Shipston and Southam localities (22%). More female respondents (18%) felt it was more important than male respondents (13%). The older the age group, the more important this issue was.
- **Clean streets** was less important for those living in the Wellesbourne/Kineton area (19%). It was more important to those aged 18 to 34 (52%) and in Stratford locality (44%).
- **Community activities** were more important for those living in Alcester/Bidford (20%) and those aged 65 plus (18%). More female respondents (18%) felt it was more important than male respondents (12%).
- **Cultural facilities** were most important for those in Stratford locality (16%).
- **Education provision** was more important for those aged 18-34 (36%) than other age groups. It was more important to those living in Wellesbourne/Kineton (41%).
- **Facilities for young children** - in Southam at 11%, was the highest for all areas.
- 67% of those aged 65 plus felt **health services** were in the top five most important. It is more important in Wellesbourne/Kineton, both 65%.
- **Job prospects was most important** for 24% of the youngest age group.
- In terms of **level of crime**, 81% of the 18-to-34-year age group placed it in their top five most important. In comparison, 47% of over 65s put it in theirs. In terms of locality 68% of Stratford and Wellesbourne/Kineton residents felt it important, compared with 58% in the Southam area.
- For **level of pollution**, It was least important for the older members of the population.

- For **level of traffic congestion** it was more important to those living in Stratford town (32%), than the lowest figure in Southam at 17%.

- **Parks and open spaces** were higher in importance the younger the respondents were, 36% for both 18- to 34-year-olds and 35 to 49 year olds. It was more important for those living in Stratford town (42%) than 15% in Alcester/Bidford.

- **Public transport** at 26% was in the top five most important for those 65 plus. It was more important for those in Henley/Studley (25%).
- **Road and pavement repairs** at 28% were important to those aged 65 plus. It was less of importance to those living in Henley/Studley (30%) than those in Wellesbourne/Kineton (14%).

- **Shopping facilities** was more important for over 65s at 26% and for those living in Wellesbourne/Kineton (26%), than those living elsewhere.

- **Sports and leisure facilities** were most important for those in the 18 to 34 years old age bracket (28%) and those living in Southam (22%) and Wellesbourne/Kineton (21%).

- **Transport links** was more important for those living in Henley/Studley (20%) and Alcester/Bidford (19%).

Table 12: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

Response	2019 %	2022 %	2024 %	2026 %	% Difference on 2024
The level of crime	55.7	58.3	61.9	62.4	+0.5
Health services	56.5	57.5	59.8	56.3	-3.5
Access to countryside	36.4	40.5	35.1	41.9	+6.8
Clean streets	32.1	35.3	33.4	35.3	+1.9
Education provision	30.2	28.8	26.9	26.8	-0.1
Level of traffic congestion	25.1	25.4	28.3	26.7	-1.6
Parks and open spaces	26.9	28.0	26.4	26.1	-0.3
Road and pavement repairs	19.9	23.3	32.3	22.4	-9.9
Affordable decent housing	29.3	30.4	26.5	22.1	-4.4
Shopping facilities	23.0	23.1	21.9	21.9	-
Job prospects	13.0	12.0	9.2	17.9	+8.7
Public transport	22.0	14.5	17.6	17.8	+0.2
Broadband provision	21.9	21.3	21.8	15.7	-6.1
Transport links	18.3	17.9	14.9	15.5	+0.6
Sports and leisure facilities	12.6	11.5	12.0	15.3	+3.3
Community activities	11.3	9.7	9.9	14.8	+4.9
Activities for teenagers	10.1	11.7	9.3	13.2	+3.9
Cultural facilities	14.8	9.0	12.0	11.5	-0.5
The level of pollution	11.8	11.4	12.8	10.0	-2.8
Activities for older people	-	7.8	6.5	8.6	+2.1
Facilities for young children	10.2	8.4	7.4	7.0	-0.4
Other	1.3	3.5	2.3	3.4	+1.1
Base: (All Respondents)	***(1,563)***	***(1,731)***	***(1,548)***	***(1,065)***	

34 responses were received to 'other'. All the comments can be read in full in Appendix B.

Most important in making somewhere a good place to live – by localities, compared to previous years?

The level of crime was the most important factor in all localities except Shipston, were it was second. The level of traffic congestion was a new entrant into the top five for both Henley/Studley and Shipston this year, while Education provision got into the top five for Wellesbourne/Kineton and Southam.

Most important in making somewhere a good place to live – Alcester/Bidford Locality

Level of crime rose three percentage points amongst residents of Alcester/Bidford to reach the top spot as most important factor, while Health services fell twelve percentage points.

Table 13: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

ALCESTER/BIDFORD LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of crime	58	57	57	60
Health services	57	70	65	53
Access to countryside	39	44	41	50
Clean streets	32	36	33	35
Affordable decent housing	-	33	25	26
Base: (All Respondents)	*(269)*	*(256)*	*(237)*	*(169)*

Most important in making somewhere a good place to live – Henley/Studley Locality

The level of crime retained top choice for residents of Henley/Studley, although the proportion picking it fell by six percentage points from 2024. Access to countryside rose 13 points on 2024 to just over half (51%) choosing it.

Table 14: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

HENLEY/STUDLEY LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of crime	61	63	65	59
Health services	57	52	59	55
Access to countryside	42	45	38	51
Clean streets	33	34	35	43
Level of traffic congestion*	-	30	31	31
Base: (All Respondents)	*(216)*	*(203)*	*(227)*	*(157)*

**New into the top five 2026*

Most important in making somewhere a good place to live - Shipston Locality

Health services were once again the most important issue for those living in Shipston locality, closely followed by the level of crime which rose eight percentage points on 2024. The level of crime and clean streets were new factors to enter Shipston residents' top five choices this year.

Table 15: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SHIPSTON LOCALITY	2019 %	2022 %	2024 %	2026 %
Health services	54	53	59	65
Level of crime	57	56	53	61
Access to countryside	45	52	41	46
Level of traffic congestion*	-	27	27	31
Clean streets*	-	31	26	28
Base: (All Respondents)	*(246)*	*(229)*	*(257)*	*(191)*

**New into the top five 2026*

Most important in making somewhere a good place to live – Southam Locality

Level of crime remained top choice for residents of Southam, although it fell ten percentage points on 2024. Access to countryside rose seven percentage points.

Table 16: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SOUTHAM LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of crime	54	60	68	58
Health services	57	53	58	52
Access to countryside	36	43	41	48
Clean streets	31	35	33	35
Education provision*	-	35	29	31
Base: (All Respondents)	*(206)*	*(177)*	*(220)*	*(168)*

**New into the top five 2026*

Most important in making somewhere a good place to live – Stratford Locality

The level of crime remained the most important factor for those living in Stratford, rising a further two percentage points on 2024 to 68%.

Table 17: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

STRATFORD LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of crime	54	53	66	68
Health services	56	56	60	53
Clean streets	38	39	38	44
Parks and open spaces	34	35	33	42
Level of traffic congestion	35	35	38	32
Base: (All Respondents)	*(307)*	*(335)*	*(398)*	*(245)*

Most important in making somewhere a good place to live – Wellesbourne/ Kineton Locality

The level of crime but remained the most important factor for residents of Wellesbourne/Kineton, closely followed by Health services. Education provision and affordable decent housing were new entrants into Wellesbourne/Kineton residents' top five factors this year.

Table 18: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

WELLESBOURNE/KINETON LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of crime	47	65	59	68
Health of services	59	60	57	65
Access to countryside	34	39	36	46
Education provision*	-	27	28	41
Affordable decent housing*	-	33	28	28
Base: (All Respondents)	*(206)*	*(167)*	*(163)*	*(97)*

**New into the top five 2026*

4.1.7 What things most need improving?

Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (57.9%); the level of traffic congestion (43.2%); activities for teenagers (33.7%); public transport (32.6%) and health services (26.4%).

The top three have remained unchanged over the last five surveys; however, there have been some changes over this time in the amount of support each option has had. Notably, the proportion of residents who said road and pavement repairs needed improvement has risen over the last seven years, from 44.4% in 2019 to 57.9% in 2024. The proportion thinking job prospects needed improvement has doubled from 9.4% in 2024 to 19.8% in 2026.

In contrast those saying affordable decent housing needs improvement has fallen from 28.3% in 2024 to 20.9% in 2026 and similarly the level of crime figure fell from 30.7% to 23.7%.

Looking at significant 2026 results:

- Those aged 35-49 were more likely to see **activities for teenagers** as needing improvement (40%). Those in Stratford area were more likely to feel it needed improving (41%). Women were more likely than men to say that activities for teenagers (39% vs 29%) needs improvement.

- For **activities for older people,** 14% in Southam area felt it required improving, the highest level. 14% of over 65s rated it as needing improvement.

- **Affordable decent housing** was more an improvement issue for residents of Alcester/Bidford (26%) than those living Southam locality (14%). Those aged 18-34 were least likely to say affordable decent housing needs improving. More female respondents than men felt it requires improvement – 24% versus 18%.

- **Broadband provision** was particularly more a need for residents of Shipston and Southam areas than other localities. Those aged 50 to 64 were more likely to say broadband provision needs improving.

- **Clean streets** was a bigger improvement issue for those in Henley/Studley locality, Alcester/Bidford and Stratford (22%).

- **Community activities** was an improvement issue more so in Stratford (17%). The youngest age group (18%) felt it most needed improvement.

- **Education provision** improvement was highest for those in Wellesbourne/Kineton locality (18%). Those aged 35 to 49 with a figure of 16% felt it most needed improvement.

- **Facilities for young children** was more important for improvements in Alcester/Bidford locality at 19%. Those aged 35-49 were more likely to say that facilities for young children need improvement.

- **Health services** were considered more in need of improvement by those living in Wellesbourne/Kineton locality than those in any other areas (33%).

- **Job prospects** was more important for those living in the Alcester/Bidford locality (26%). Those aged 35-49 were more likely to say that job prospects need improvement (26%).

- **Level of crime** was particularly considered in need of improvement by those in Henley/Studley locality compared to other areas (37%). In comparison it was 7% in Wellesbourne/Kineton.

- **Level of pollution** was most in need of improvement for those aged 65 plus.

- **Level of traffic congestion** remained significantly more in need of improvement for residents of Stratford 63%) than other areas. Southam was 30% in comparison.

- For **parks and open spaces**, 12% of Shipston locality residents felt improvement was necessary. Those aged 18-34 were more likely to say that parks and open spaces need improvement.

- **Public transport** was considered less in need of improvement in Stratford (22%) than in all other areas. The highest figure was for Shipston (43%). 36% of female respondents ranked this as important to improve against 29% of males.

- Those aged 18 to 29 were more likely to say **road and pavement repairs** as needing improvement (64%). By locality, Southam residents were more likely to say improvement necessary at 67%.

- **Shopping facilities** was considered in need of improvement by Stratford (30%) residents, the highest score. Those in the younger age groups were more likely to say that shopping facilities need improving than those aged 65+.

- Wellesbourne/Kineton residents at 23% was the highest improvement score for **sports and leisure facilities.** Those in the younger age groups were more likely to say they need improving than those aged 65+.

- Those aged 18-34 were more likely to say that **transport links** need improvement (30%). 32% of Alcester/Bidford residents felt it required improvement, the highest score.

Table 19: Thinking about this local area, which of the things below, if any, do you think most needs improving?

Response	2019 %	2022 %	2024 %	2026 %	% Difference on 2024
Road and pavement repairs	44.4	48.3	62.8	57.9	-4.9
Level of traffic congestion	45.8	42.9	48.8	43.2	-5.6
Activities for teenagers	34.2	33.3	32.1	33.7	+1.6
Public transport	31.6	28.7	31.7	32.6	+0.9
Health services	19.3	23.9	27.4	26.4	-1.0
Shopping facilities	19.1	23.6	24.2	24.1	-0.1
The level of crime	27.0	24.6	30.7	23.7	-7.0
Transport links	22.5	22.9	25.3	23.5	-1.8
Affordable decent housing	28.4	30.2	28.3	20.9	-7.4
Job prospects	12.8	13.0	9.4	19.8	+10.4
Clean streets	13.1	17.3	16.9	17.3	+0.4
Sports and leisure facilities	9.8	12.6	8.8	12.1	+3.3
Community activities	10.4	7.8	7.5	12.1	+4.6
Facilities for young children	12.9	14.9	9.1	11.0	+1.9
Other	7.9	10.7	10.3	10.3	-
Education provision	6.5	6.0	6.6	10.0	+3.4
Broadband provision	21.7	16.6	13.7	9.7	-4.0
The level of pollution	10.1	11.0	11.2	9.0	-2.2
Activities for older people	-	10.1	7.6	8.0	+0.4
Parks and open spaces	6.8	11.3	9.4	6.6	-2.8
Cultural facilities	6.6	7.0	5.8	5.8	-
Access to the countryside	3.4	3.6	2.7	4.5	+1.8
None of these	0.5	0.4	0.6	0.5	-0.1
Base: (All Respondents)	***(1,582)***	***(1,699)***	***(1,542)***	***(1,053)***	

107 responses were received to 'other which can be read in Appendix B. The main topics are summarised in the table below. Speeding and road safety issues was the prominent response.

Table 20: Thinking about this local area, which of the things below, if any, do you think most needs improving? "Other" Responses

Topic (mentions 2 or more)	Number of comments
Speeding/road safety	11
Police/anti-social behaviour	11
Parking	10
Too much development	7
Maintenance of grass/verges/hedges	6
Cycle infrastructure	5
Empty buildings	5
Economic/business related	5
Lighting	5
Homeless/drunk people	5
Drains/ditches/road flooding	4
Waste issues	4
Paths	4
Roads	3
Facilities/infrastructure	2
Traffic	2
Mobile signal	2
Environmental issues	2
Disability issues	2
Miscellaneous	14
Base: (All Respondents)	***(107)***

Things most need of improvement in making somewhere a good place to live – by localities, compared to previous years?

Road and pavement repairs were the factor requiring most improvement in all localities except for Stratford, where the level of traffic congestion was the most in need of improvement.

What things most need improving – Alcester/Bidford Locality

Road and pavement repairs remained the factor which most needed improving for Alcester/Bidford residents, although with a fall of five percentage points on 2024. Transport links entered into their top five this year.

Table 21: Thinking about this local area, which of the things below, if any, do you think most needs improving?

ALCESTER/BIDFORD LOCALITY	2019 %	2022 %	2024 %	2026 %
Road & pavement repairs	41	43	68	63
Public transport	-	26	33	37
Activities for teenagers	32	35	37	33
Level of traffic congestion	39	33	35	33
Transport links*	-	24	20	32
Base: (All Respondents)	*(270)*	*(250)*	*(242)*	*(162)*

**New into the top five 2026*

What things most need improving – Henley/Studley Locality

For Henley/Studley locality residents, roads and pavement repairs is still the most important thing which most needed improving, this year alongside the level of traffic congestion: both factors were chosen by more than half of the respondents living in Henley/Studley.

Table 22: Thinking about this local area, which of the things below, if any, do you think most needs improving?

HENLEY/STUDLEY LOCALITY	2019 %	2022 %	2024 %	2026 %
Road & pavement repairs	43	52	68	53
Level of traffic congestion	47	45	46	53
Level of crime	-	37	28	37
Public transport	35	28	35	31
Transport links	-	22	28	28
Base: (All Respondents)	*(218)*	*(200)*	*(228)*	*(156)*

What things most need improving – Shipston Locality

Road and pavement repairs remained the most important factor for Shipston residents, although with a fall of three percentage points on 2024.

Table 23: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SHIPSTON LOCALITY	2019 %	2022 %	2024 %	2026 %
Road & pavement repairs	41	50	64	61
Public transport	34	38	36	43
Level of traffic congestion	-	38	35	35
Health services	34	38	36	31
Activities for teenagers*	-	33	28	27
Base: (All Respondents)	*(255)*	*(220)*	*(257)*	*(220)*

**New into the top five 2026*

What things most need improving – Southam Locality

Road and pavement repairs remained the most important issue for improvement for Southam residents, rising 12 percentage points on 2024.

Table 24: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SOUTHAM LOCALITY	2019 %	2022 %	2024 %	2026 %
Road & pavement repairs	41	50	55	67
Activities for teenagers	39	36	38	35
Public transport	40	39	42	34
Health services*	-	24	27	30
Level of traffic congestion	-	26	22	30
Base: (All Respondents)	*(208)*	*(173)*	*(217)*	*(173)*

What things most need improving - Stratford Locality

The level of traffic congestion remains the issue most needing improvement in Stratford, although falling from 79% to 63%. Activities for teenagers made an entry into the top five factors needing to improve, with 41% Stratford residents selecting it.

Table 25: Thinking about this local area, which of the things below, if any, do you think most needs improving?

STRATFORD LOCALITY	2019 %	2022 %	2024 %	2026 %
Level of traffic congestion	78	69	79	63
Road & pavement repairs	52	46	65	52
Activities for teenagers*	-	33	27	41
Level of crime	-	-	42	31
Shopping facilities	25	32	31	30
Base: (All Respondents)	*(318)*	*(338)*	*(397)*	*(245)*

**New into the top five 2026*

What things most need improving – Wellesbourne/Kineton Locality

Road and pavement repairs remined the issue most in need of improvement for Wellesbourne/Kineton residents, although falling four percentage points on 2024.

Table 26: Thinking about this local area, which of the things below, if any, do you think most needs improving?

WELLESBOURNE/KINETON LOCALITY	2019 %	2022 %	2024 %	2026 %
Road & pavement repairs	47	53	55	51
Activities for teenagers	30	26	40	37
The level of traffic congestion	48	30	46	34
Health services	-	17	29	33
Public transport*	-	34	28	31
Base: (All Respondents)	*(155)*	*(167)*	*(160)*	*(97)*

**New into the top five 2026*

4.1.8 What is important versus what needs improving?

By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what residents see as the priorities for improvement.

The charts below do just this; the average in each chart is derived by taking the average percentage of residents across those who chose different issues as being in their top five most important and most in need of improvement and cross tabulating them. The chart was split into four quarters using the average measure for each. Every issue was then plotted according to the percentage of respondents who thought it was most important versus most in need of improvement. The upper right-hand box contains the issues which residents considered both most important and most in need of improvement.

Overall District Results

There were three issues which residents across the district felt were of above average importance and needed more improvement than average. These were: the level of traffic congestion; health services; and the level of crime.

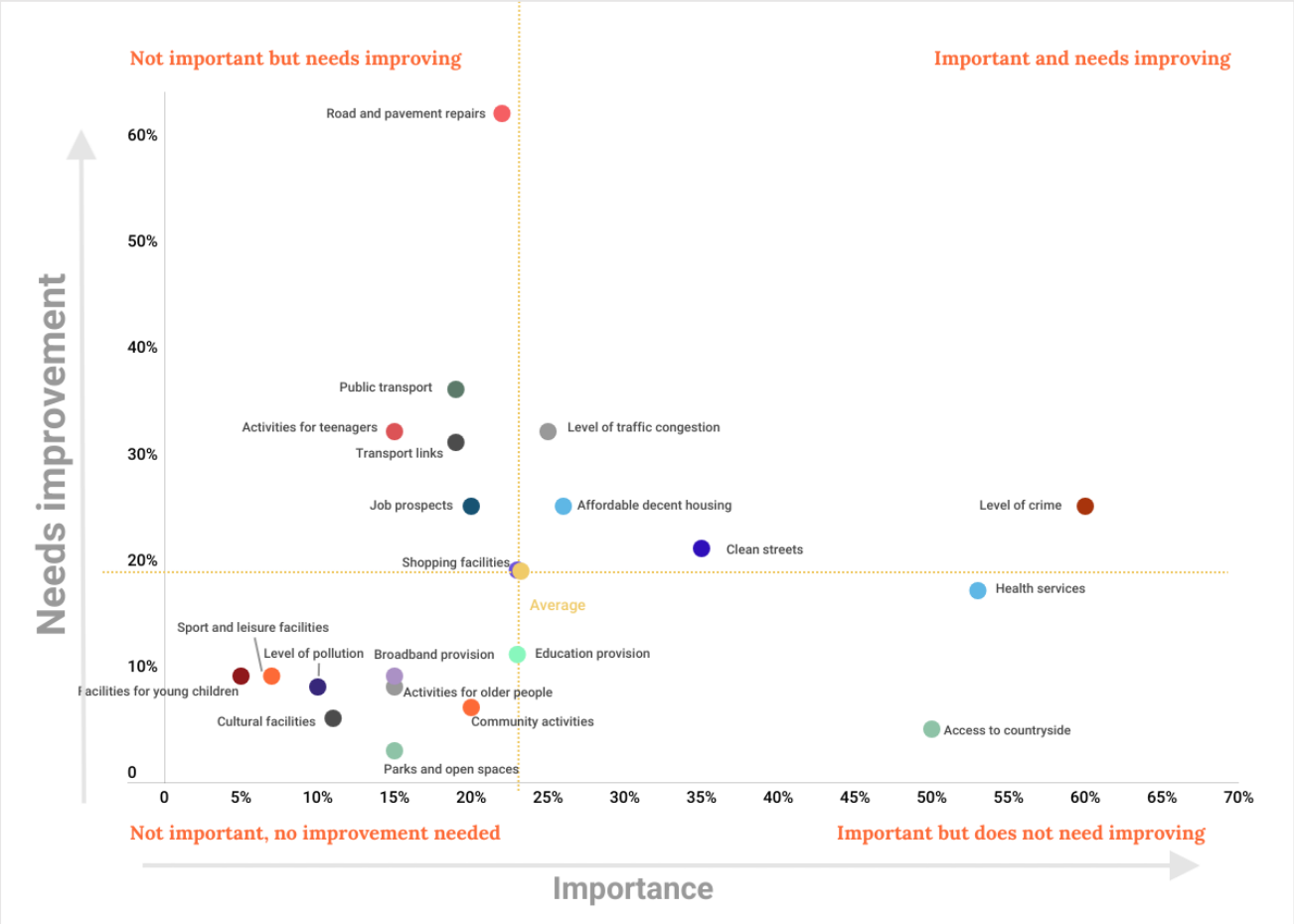
Figure 6: Importance versus Improvement: Stratford District



Alcester/Bidford

There were four issues which Alcester/Bidford residents felt were more important than average and also needed more improvement than average. These were: the level of traffic congestion; affordable decent housing; level of crime; and clean streets. This is a change on the last survey, with health services and road and pavement repairs dropping out in favour of clean streets and traffic congestion.

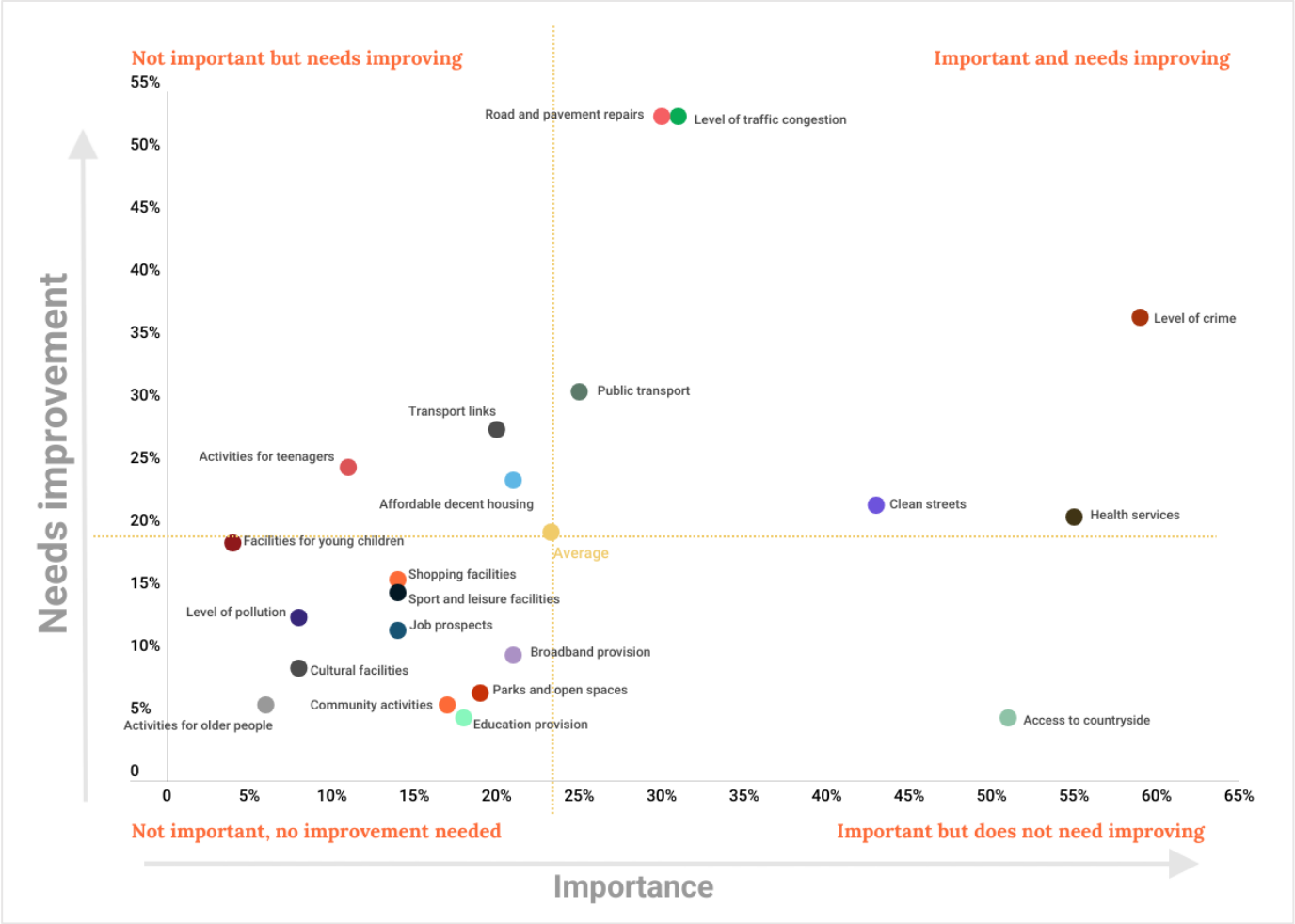
Figure 7: Importance versus Improvement: Alcester/Bidford Locality



Henley/Studley

There were six issues which the residents of Henley/Studley felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; public transport; clean streets; health services; and the level of crime. Clean streets and public transport are additions to this group of factors considered important and in need of improvements while affordable decent housing dropped out of the group this year.

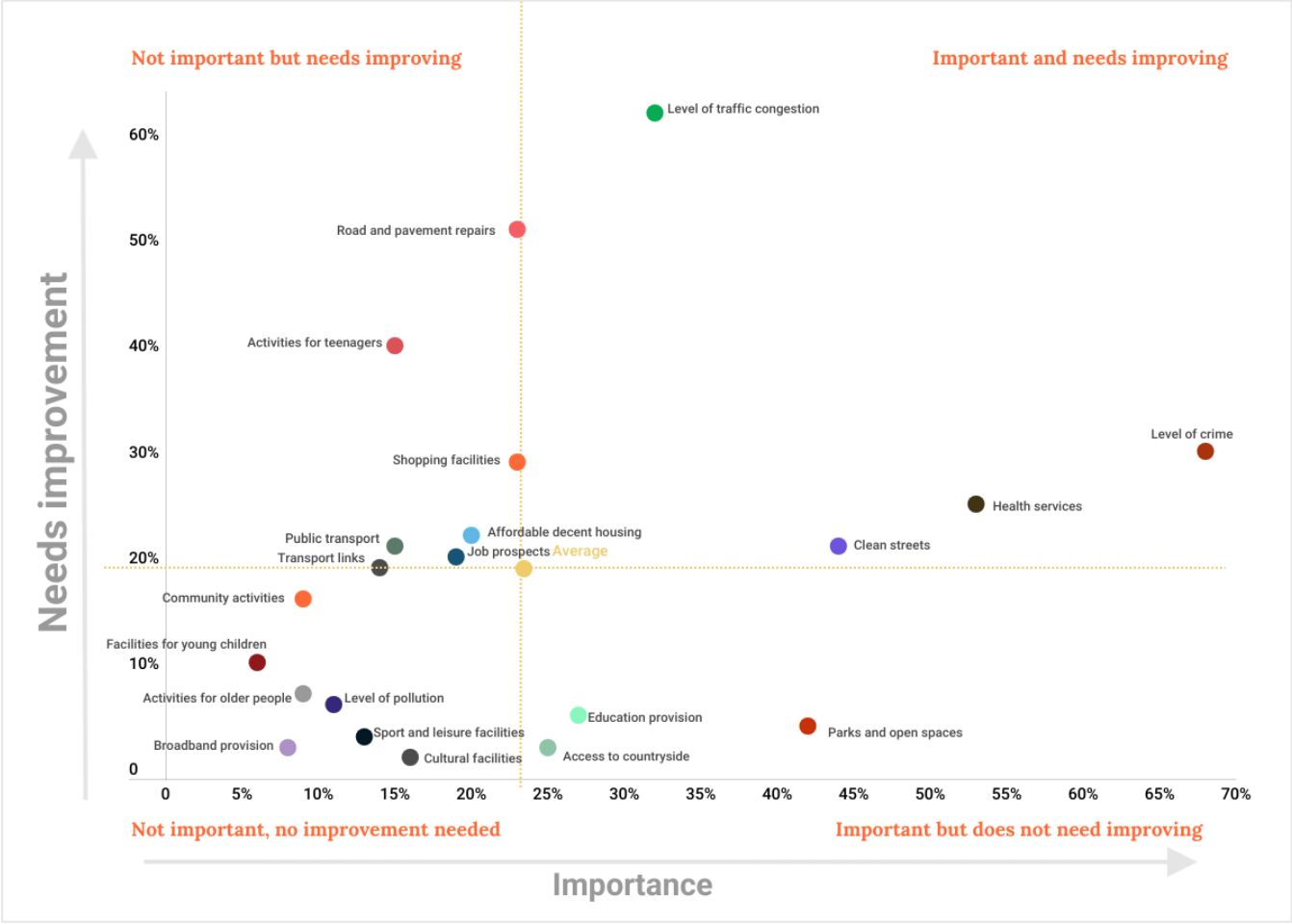
Figure 8: Importance versus Improvement: Henley/Studley Locality



Stratford-upon-Avon

There were four issues which the residents of the Stratford area felt were more important than average and also needed more improvement than average. These were: level of traffic congestion; clean streets; the level of crime; and health services.

Figure 9: Importance versus Improvement: Stratford-upon-Avon Locality



Shipston

There were two issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: health services and the level of traffic congestion.

Figure 10: Importance versus Improvement: Shipston Locality



Wellesbourne/Kineton

There were three issues which the residents of the Wellesbourne/Kineton area felt was more important than average and also needed more improvement than average. These were: shopping facilities; health services; and affordable decent housing.

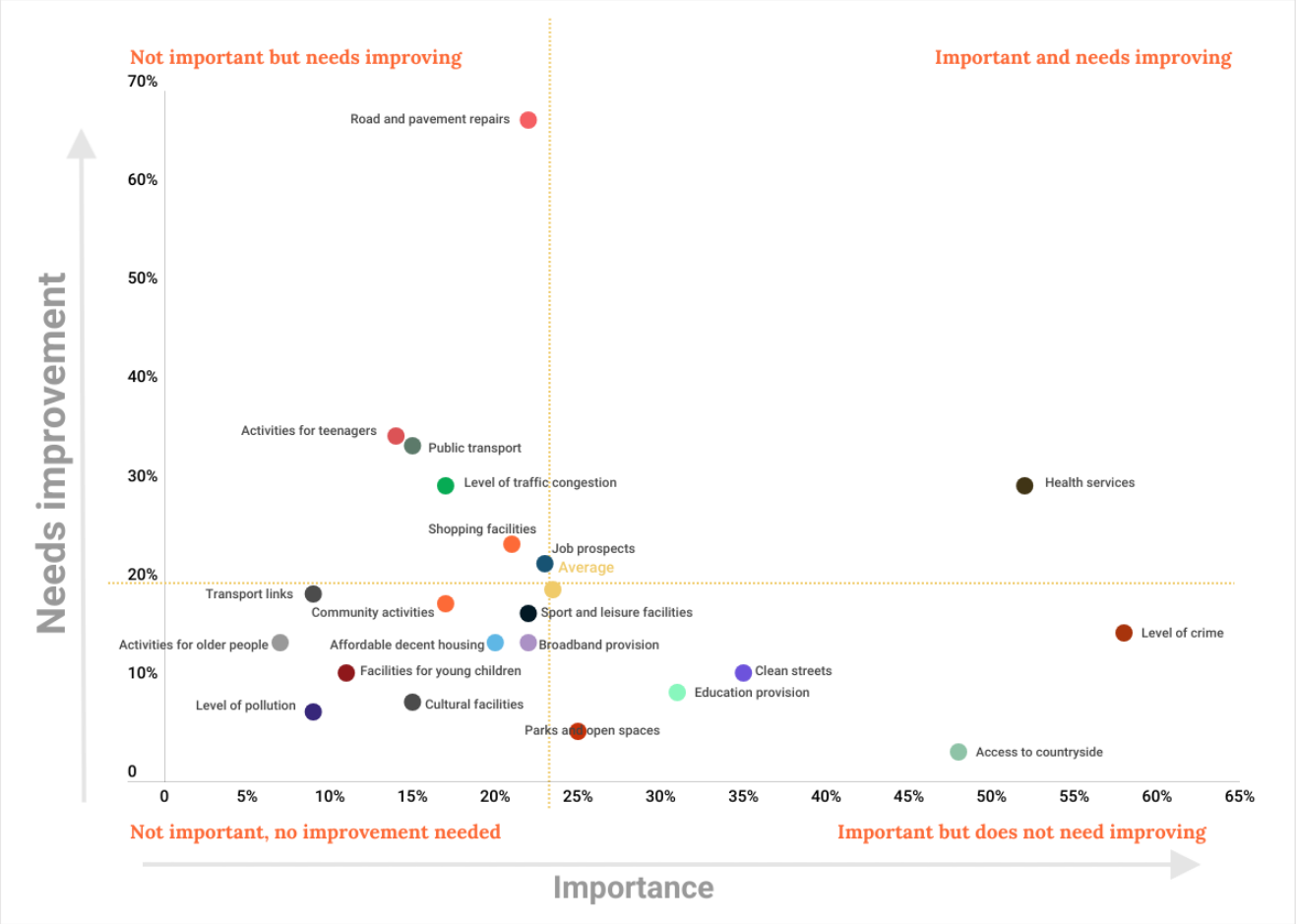
Figure 11: Importance versus Improvement: Wellesbourne/Kineton Locality



Southam

There was only one issue which the residents of the Southam area felt was more important than average and also needed more improvement than average: health services.

Figure 12: Importance versus Improvement: Southam Locality



4.1.9 What infrastructure or services would enhance your community?

Residents were asked what infrastructure or services they felt would enhance their local community. There were 748 responses to this; the suggestions given were categorised and ranked, and can be seen in Figure 13 below.

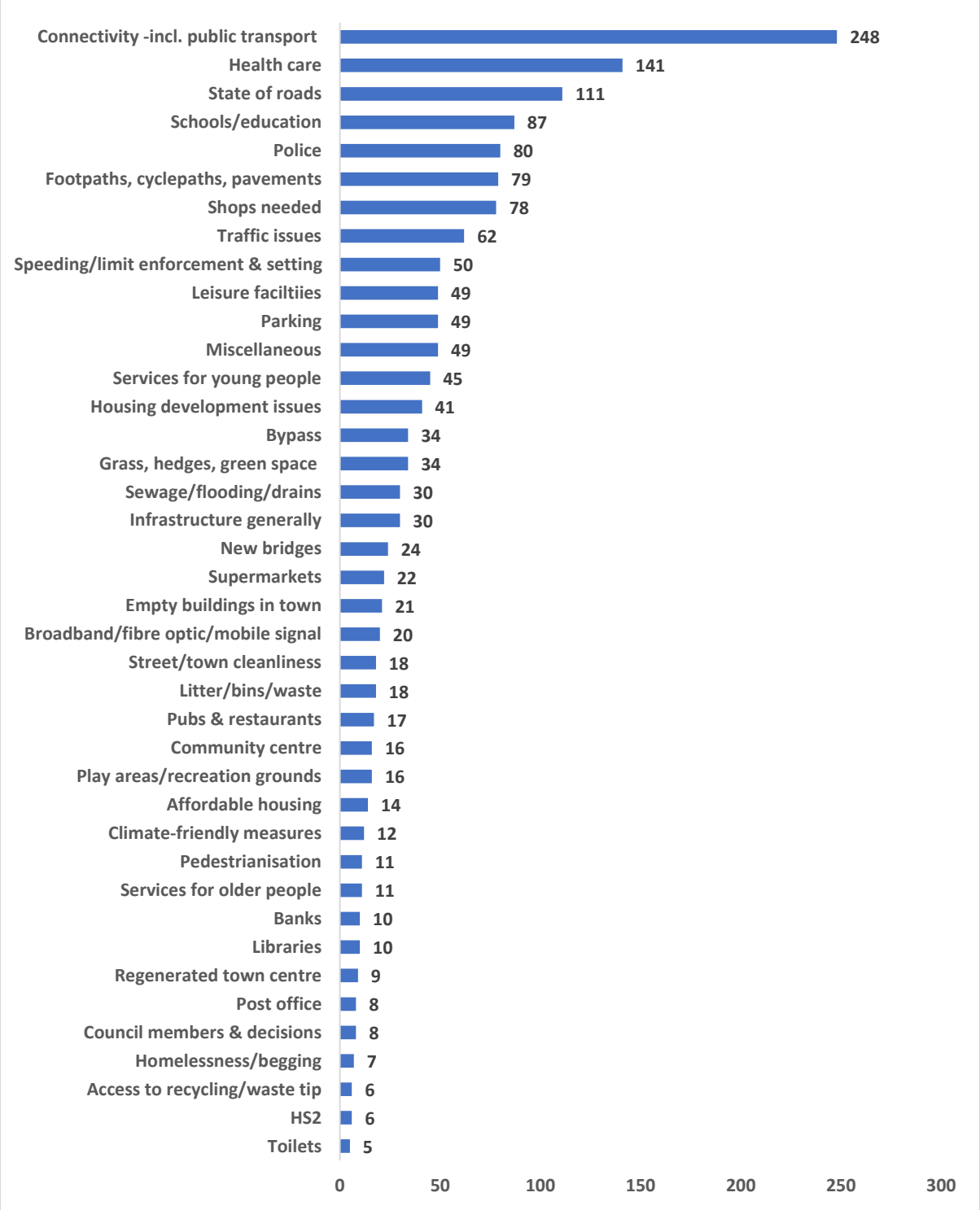
Improved public transport connections was the most popular choice, with a third of comments mentioning this. Most suggestions talked generally about 'better public transport', while some wanted a better bus service, and a few talked about better rail links (specifically to London).

Better healthcare facilities was mentioned in 19% of comments. As well as general calls for 'better medical services' these talked more specifically about the need for more GP surgeries and dentists, Minor Injuries to open for longer hours, plus a call for more hospital services locally/better use of Stratford hospital.

The state of the district's roads was brought up in 15% of comments. Many of these were generic 'improve roads', while others talked about the poor state of surfaces which they felt needed addressing. A further 8% mentioned **traffic issues** which they wanted addressing, including adding slowing measures to regulate traffic flow, alterations to the road network and re-routing of traffic around villages, fewer road works, and generally 'improved traffic congestion'.

12% of comments mentioned **schools**. Most of these comments simply wanted 'more schools', while some specified either primary or secondary. The 11% comments which mentioned **policing** generally wanted to see more police on the street, tackling crime such as car thefts and drug use. The comments around **footpaths, pavements and cycle paths** focused on wanting to see improved maintenance and safety of each. The comments relating to **shops** addressed a few different issues: some residents in rural locations wanted to see a local shop or access to a supermarket; some talked about wanting a better mix of local shops and pubs/bars, particularly wanting to see a growth in independent shops.

Figure 13: What infrastructure or services do you feel would enhance your community?



4.2 Local Decision Making

This section asked residents to what extent they felt they could influence decision making in their local area, and how they would like to contribute to Council committee meetings.

4.2.1 Influencing decisions affecting your local area

The percentage of respondents who felt they could influence decisions remained at the same historic low as last survey.

Looking at 2026 significant results:

- Alcester/Studley residents were more likely to agree with the statement than residents in any other locality (36% definitely or tended to agree).
- Men were more likely to definitely disagree with the statements than women (37% vs 25%)

Figure 14: Whether agree or disagree that respondents can influence decisions affecting their local area?

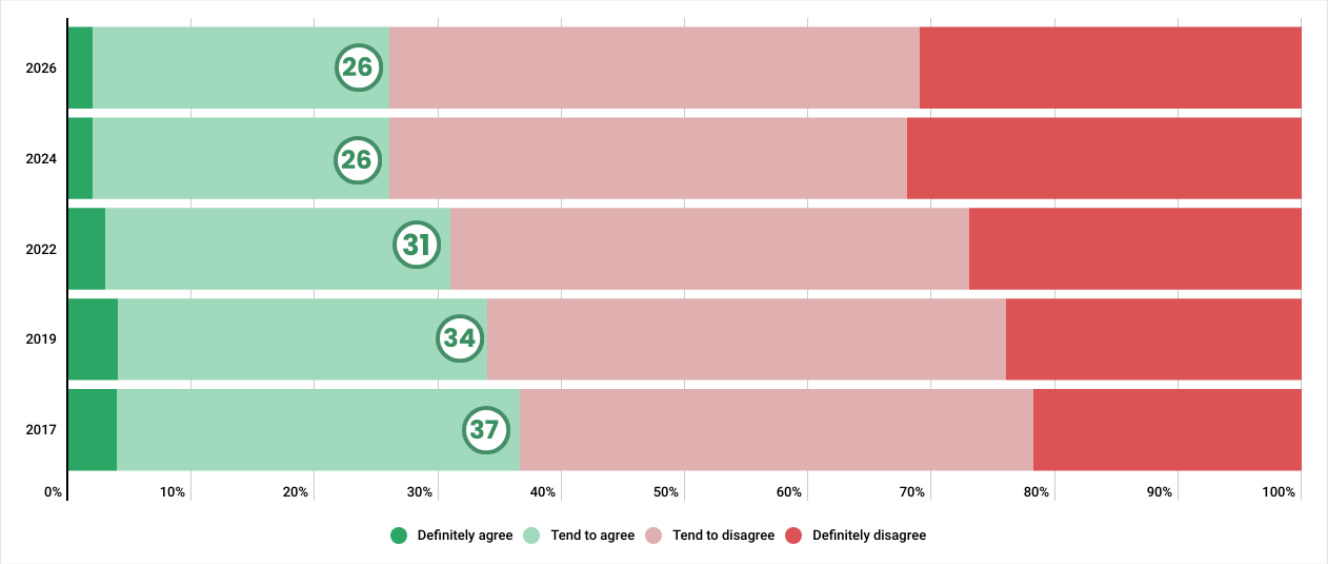


Table 27: Whether agree or disagree that respondents can influence decisions affecting their local area? by year

	Definitely Agree %	*Tend to Agree %*	*Tend to Disagree %*	*Definitely Disagree %*
2026	2	24	43	31
2024	2	24	42	32
2022	3	28	42	27
2019	4	30	42	24
2017	4	33	42	22

Base: (2026: 1,014), (2024: 1,437), (2022: 1,837), (2019: 1,780), (2017: 1,647)

Table 28: Whether agree or disagree that respondents can influence decisions affecting their local area? by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Definitely agree	1	1	2	2	3	1
Tend to agree	26	35	19	22	23	22
Tend to disagree	36	45	45	43	43	49
Definitely disagree	38	20	34	33	34	28
Base: (All Respondents)	*(158)*	*(161)*	*(222)*	*(185)*	*(90)*	*(160)*

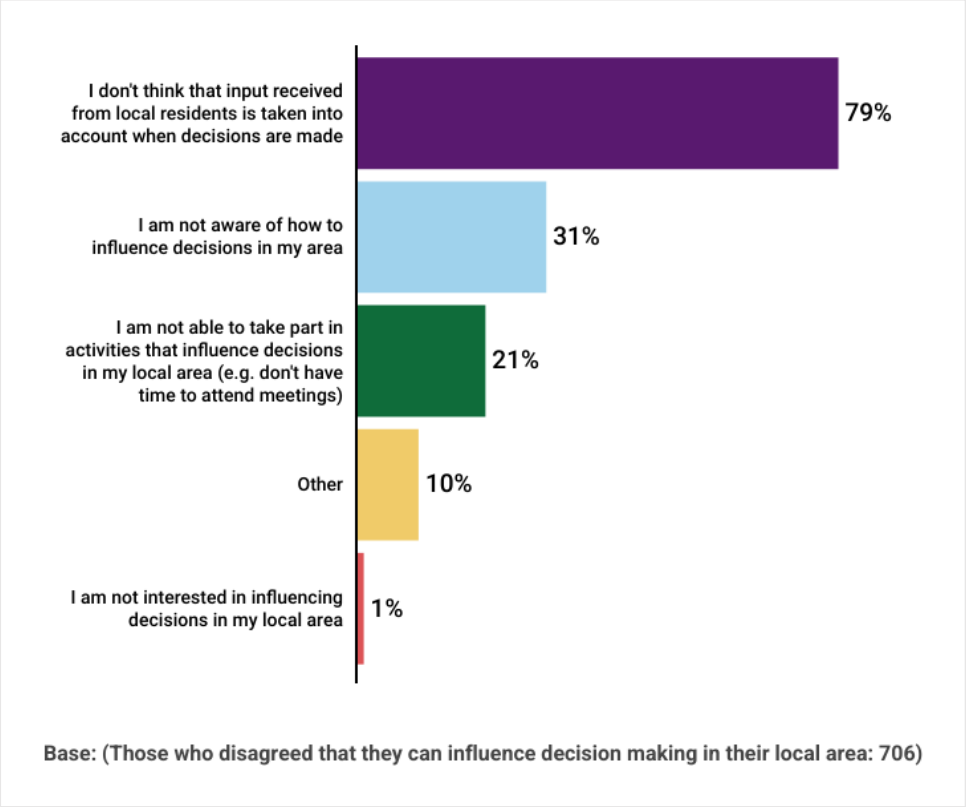
Table 29: Whether agree or disagree that respondents can influence decisions affecting their local area? by profile

	RESULT %
Total	26
GENDER	
Male	22
Female	29
AGE GROUP	
18-34	19
35-49	22
50-64	27
65+	31
ACCOMMODATION TENURE	
Owned outright	28
Buying on mortgage	21
Rent from housing association/trust	35
Rent from private landlord	18
DISABILITY	
Disability - Yes	24
Disability - No	26
CHILDREN	
Children in household age 17 and under	21
No children in household	26

Residents who had disagreed with the statement were then asked why they felt that they could not influence decisions in their local area out of a choice of five reasons, including 'other'. Over three quarters of respondents said this was because residents' input is not considered when local decisions are made.

Those who chose 'other' were asked to specify what this was. 72 responses were made, which can be read in Appendix E.

Figure 15: If you disagree that you can influence decisions in your local area, why is this?



4.2.2 Influencing housing/business development in your local area

Agreement that residents can influence housing or business development in their local area was at its lowest level, at just 7%, while disagreement rose to the highest levels seen at 77%.

Figure 16: Residents' level of agreement with being able to influence housing and / or business development in their area

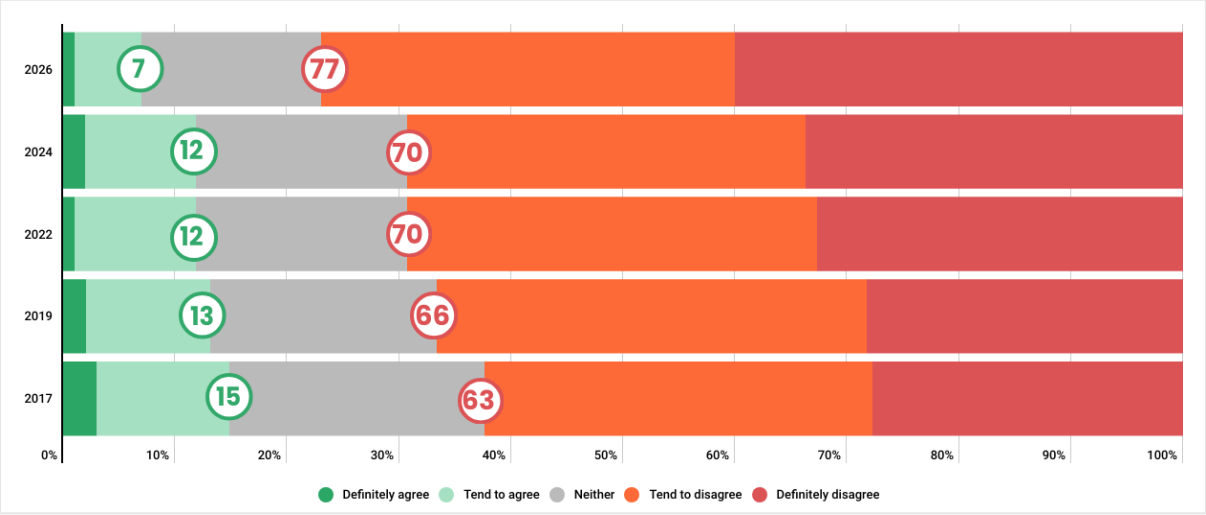


Table 30: Residents' level of agreement with being able to influence housing and / or business development in their area by year

	Definitely Agree %	*Tend to Agree %*	*Neither %*	*Tend to Disagree %*	*Definitely Disagree %*
2024	2	10	19	36	34
2022	1	11	19	37	33
2019	2	11	20	38	28
2017	3	12	23	35	28
2014	3	14	19	33	31

Base: (2026: 1,063), (2024: 1,494), (2022: 1,844), (2019: 1,781), (2017: 1,725)

Table 31: Residents' level of agreement with being able to influence housing and / or development in their area by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Definitely agree	0	0	1	1	1	2
Tend to agree	5	9	6	7	2	5
Neither agree nor disagree	22	18	14	12	16	20
Tend to disagree	31	42	39	34	39	34
Definitely disagree	41	31	41	47	42	38
Base: (All Respondents)	*(165)*	*(170)*	*(238)*	*(194)*	*(98)*	*(159)*

4.3 Council in General and Information

This section asked residents whether they thought Stratford-on-Avon District Council was improving the local area in a number of different ways: for example by making it safer, making it cleaner and greener, or improving town centres. It also asked residents how involved they felt in decision making, and how informed they felt about what SDC was doing.

4.3.1 Extent to which various statements apply to SDC

"SDC is making the local area a better place to live"

54% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live, down four percentage points on 2024.

Looking at significant 2026 results:

- Residents in Alcester/Bidford were more likely to think that the Council was making their local area a better place to live to some extent than residents in other localities

Figure 17: How much residents agree with the statement: "SDC is making the local area a better place to live"

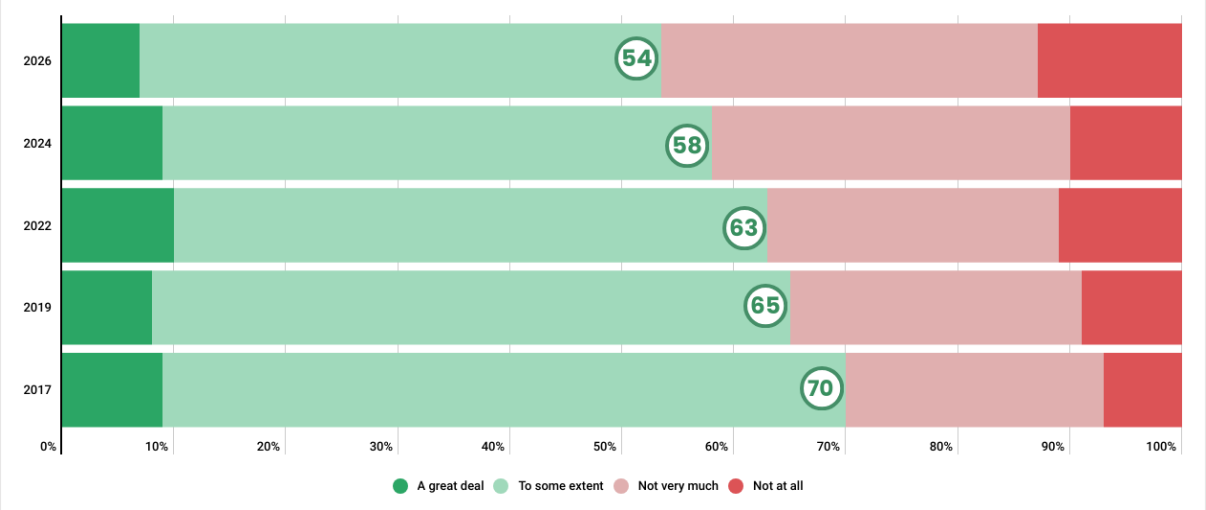


Table 32: How much residents agree with the statement: "SDC is making the local area a better place to live" by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	7	47	34	13
2024	9	49	32	10
2022	10	53	26	11
2019	8	57	26	9
2017	9	61	23	7

Base: (2026: 979), (2024: 1,441), (2022: 1,793), (2019: 1,700), (2017: 1,651)

Table 33: How much residents agree with the statement: "SDC is making the local area a better place to live", by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	8	6	8	6	5	6
To some extent	41	56	52	46	41	41
Not very much	38	22	29	37	44	36
Not at all	13	16	11	12	10	17
Base: (All Respondents)	*(155)*	*(155)*	*(239)*	*(171)*	*(85)*	*(139)*

"SDC is working to make the area safer"

50% of respondents agree that Stratford District Council is working to make the area safer, up five percentage points on 2024.

Figure 18: How much residents agree with the statement: "SDC is working to make the area safer"

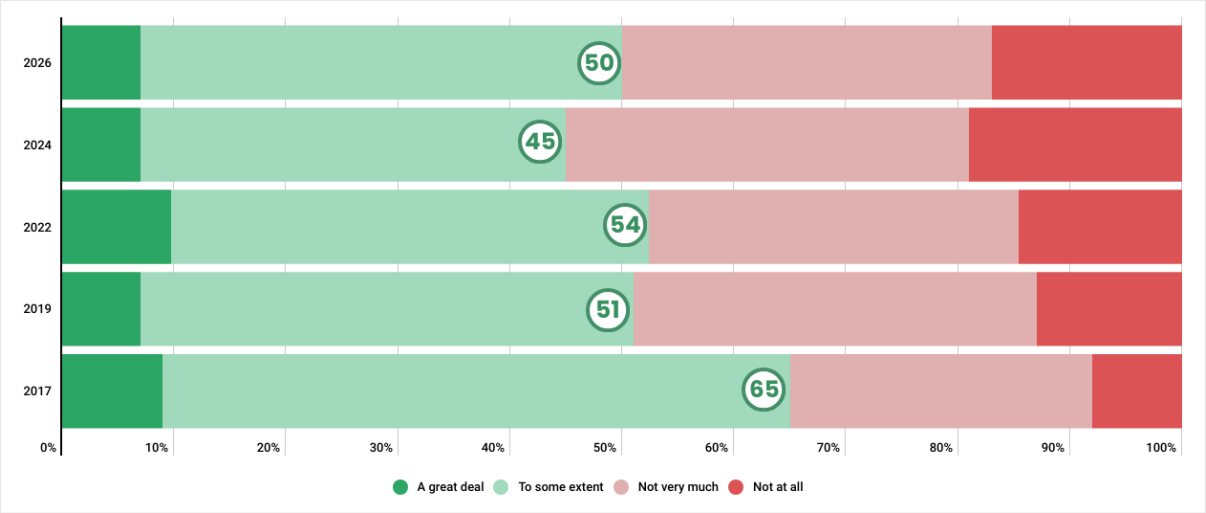


Table 34: How much residents agree with the statement: "SDC is working to make the area safer" by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	7	43	33	17
2024	7	38	36	19
2022	10	44	34	15
2019	7	44	36	13
2017	9	56	27	8

Base: (2026: 925), (2024: 1,331), (2022: 1,775), (2019: 1,693), (2017: 1,506)

Table 35: How much residents agree with the statement: "SDC is working to make the area safer", by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	11	6	7	5	2	9
To some extent	34	48	50	44	44	31
Not very much	34	31	28	34	41	38
Not at all	21	15	15	17	13	21
Base: (All Respondents)	*(146)*	*(148)*	*(225)*	*(157)*	*(80)*	*(137)*

"SDC is working to make the area cleaner and greener"

51% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a further fall of four percentage points on 2024, and fourteen points below 2017.

Looking at significant 2026 results:

- Young people aged 18-34 years were more likely than other age groups to disagree with the statement

Figure 19: How much residents agree with the statement: "SDC is working to make the area cleaner and greener"

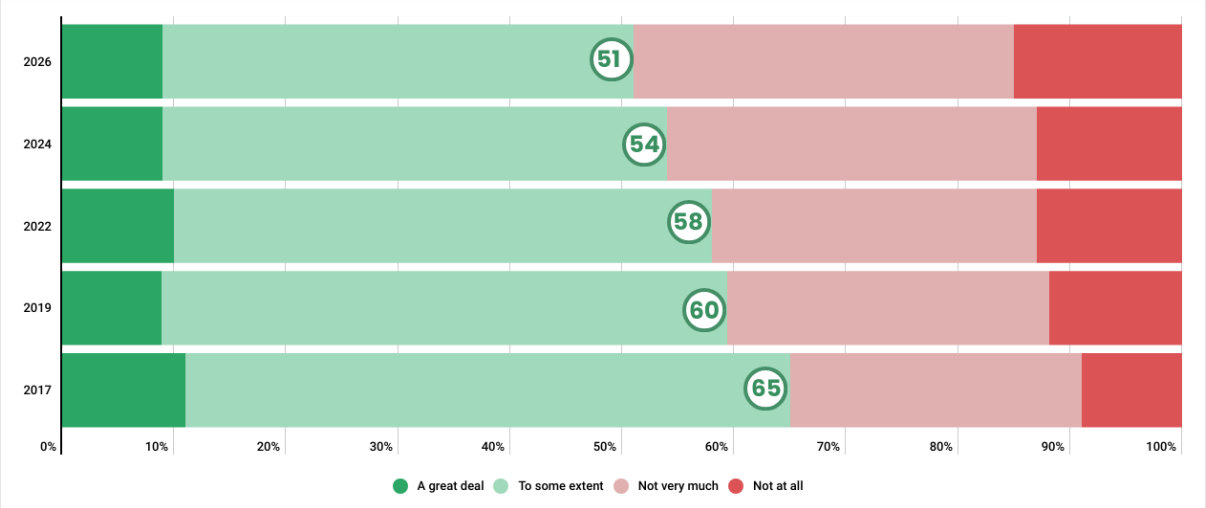


Table 36: How much residents agree with the statement: "SDC is working to make the area cleaner and greener" by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	9	42	34	15
2024	9	45	33	13
2022	10	48	29	13
2019	9	51	29	12
2017	11	54	26	9

Base: (2026: 97), (2024: 1,383), (2022: 1,767), (2019: 1,702), (2017: 1,609)

"SDC is making progress in tackling climate emergency"

37% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change, a fall of 17 percentage points on 2024.

Figure 20: How much residents agree with the statement: "SDC is making progress in tackling climate emergency'" by year

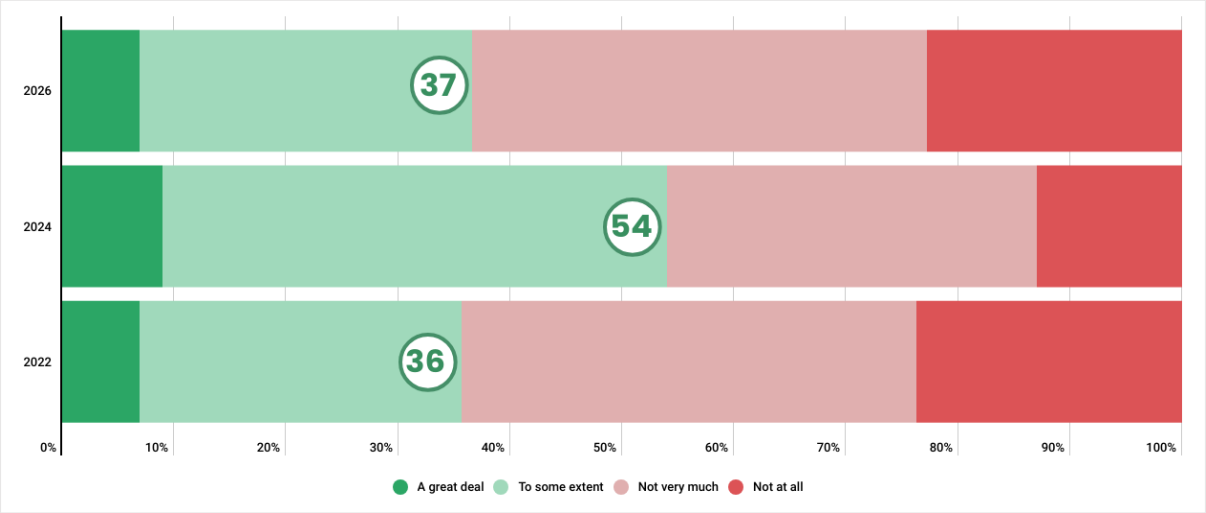


Table 37: How much residents agree with the statement: "SDC is making progress in tackling climate emergency'" by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	7	30	41	23
2024	9	45	33	13
2022	7	29	41	24

Base: (2026: 695), (2024: 1,020), (2022: 1,240)

Table 38: How much residents agree with the statement: "SDC is making progress in tackling climate emergency'", by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A great deal	11	5	7	6	3	10
To some extent	37	43	24	30	26	24
Not very much	33	32	50	42	46	34
Not at all	19	20	19	22	25	32
Base: (All Respondents)	*(103)*	*(114)*	*(159)*	*(124)*	*(64)*	*(108)*

"SDC has improved town centres in the local area"

27% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent, up slightly on 2024, but still much lower than 2017 results.

Looking at significant 2026 results:

- Stratford residents were more likely to say that the Council had improved town centres than residents in other localities, particularly Shipston (35% vs 18%)

Figure 21: How much residents agree with the statement: "SDC has improved town centres in the local area"

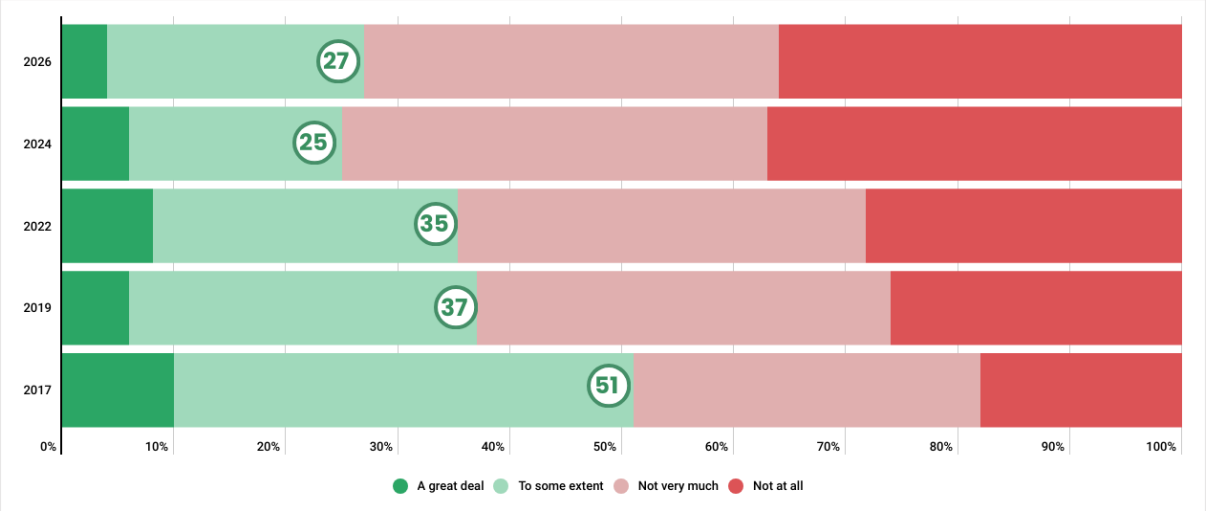


Table 39: How much residents agree with the statement: "SDC has improved town centres in the local area" by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	4	23	37	36
2024	6	19	38	37
2022	8	27	36	28
2019	6	31	37	26
2017	10	41	31	18

Base: (2026: 954), (2024: 1,364), (2022: 1,770), (2019: 1,680), (2017: 1,562)

Table 40: How much residents agree with the statement: "SDC has improved town centres in the local area", by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A great deal	3	6	6	2	3	6
To some extent	19	27	29	16	20	21
Not very much	44	36	32	43	36	33
Not at all	33	31	34	39	41	40
Base: (All Respondents)	*(139)*	*(157)*	*(239)*	*(170)*	*(83)*	*(131)*

"SDC involves residents when making decisions"

The proportion of residents who agree that SDC involves residents when making decisions has declined since 2017, falling to its lowest level this year of 26%.

Looking at significant 2026 results:

- Alcester/Bidford and Wellesbourne/Kineton residents were more likely to agree than residents in other localities.
- Those aged 35-49 years were more likely to agree than other age groups.
- Men were more likely than women to disagree.

Figure 22: How much residents agree with the statement: "SDC involves residents when making decisions"

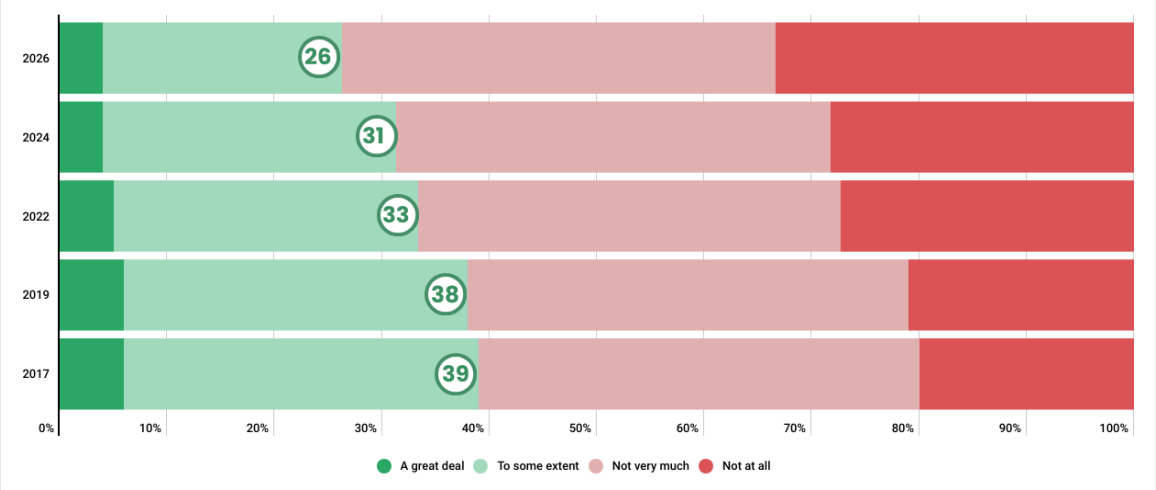


Table 41: How much residents agree with the statement: "SDC involves residents when making decisions", by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	4	22	40	33
2024	4	27	40	28
2022	5	28	39	27
2019	6	32	41	21
2017	6	33	41	20

Base: (2026: 914), (2024: 1,250), (2022: 1,782), (2019: 1,700), (2017: 1,549)

Table 42: How much residents agree with the statement: "SDC involves residents when making decisions", by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A great deal	6	4	6	2	6	4
To some extent	18	33	15	24	34	17
Not very much	36	33	49	39	38	39
Not at all	41	30	30	35	22	40
Base: (All Respondents)	*(138)*	*(149)*	*(207)*	*(168)*	*(86)*	*(134)*

"SDC acts on the concerns of local residents"

30% of respondents agreed that SDC acts on residents' concerns, falling three percentage points on 2024 and the lowest score in ten years.

Looking at significant 2026 results:

- Residents of Henley/Studley, Shipston and Southam were more likely to disagree than residents in other localities.
- Those aged 18 to 34 were more likely to disagree than other age groups.

Figure 23: How much residents agree with the statement: "SDC acts on the concerns of local residents"

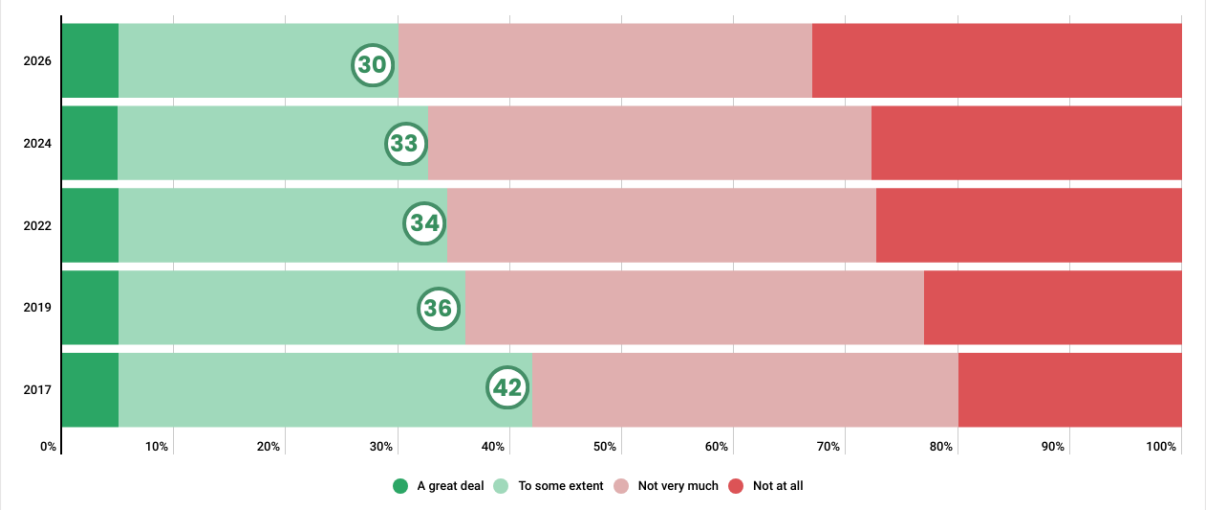


Table 43: How much residents agree with the statement: "SDC acts on the concerns of local residents", by year

	A great deal %	*To some extent* %	*Not very much* %	*Not at all* %
2026	5	25	37	33
2024	5	28	40	28
2022	5	29	38	27
2019	5	31	41	23
2017	5	37	38	20

Base: (2026: 887), (2024: 1,208), (2022: 1,782), (2019: 1,700), (2017: 1,549)

Table 44: How much residents agree with the statement: "SDC acts on the concerns of local residents", by locality

BY LOCALITY	***Henley/ Studley*** %	***Alcester/ Bidford*** %	***Stratford*** %	***Shipston*** %	***Welles-bourne / Kineton*** %	***Southam*** %
A great deal	6	4	7	1	5	4
To some extent	16	27	29	27	27	23
Not very much	38	40	35	32	46	32
Not at all	40	29	29	39	22	40
Base: (All Respondents)	*(137)*	*(146)*	*(199)*	*(159)*	*(83)*	*(131)*

4.3.2 Information Sources

Information provided by the Council remained the most popular way of finding out about SDC for respondents, with the proportion saying that they find out this way rising seven points to 61%. Almost a third of respondents (32%) said that they find out about SDC using social media.

Looking at significant 2026 results:

- Stratford residents were more likely to use the **information provided by the Council** (65%) than other areas. Shipston area at 56% was the lowest. Those aged 35 to 49 were less likely to see the information provided by the Council (55%). Older residents were more likely to use the council tax booklet and information from local councillors than the other age groups.

- Those in the Alcester/Bidford area were more likely to use **word of mouth** (49%). It was least likely in Wellesbourne/Kineton at 33%. It was less likely to be used for the 50 to 64 year age group (36%)

- Stratford residents (44%) were more likely to use **local media** to find out about SDC, in comparison with Southam (24%). Local media was a source for 44% of 65 plus residents, against 31% in the 35-49 age group.

- The **Council website/Internet** is less of a source in the Stratford area (46%). 45% of those aged 50 to 64 were more likely to use this as a source. Male respondents were more likely to use this method – 41% compared with 32% for women.

- **Social media** is more likely to be used in the Alcester/Bidford (37%) and Wellesbourne/Kineton (38%) areas. It is less likely in Henley/Studley area (25%). Social media was more of a source for the 18 to 34 year old age group – 46%. For 65 plus it was 21%. Female residents were more likely to use social media as a source – 36% vs 28% for men.

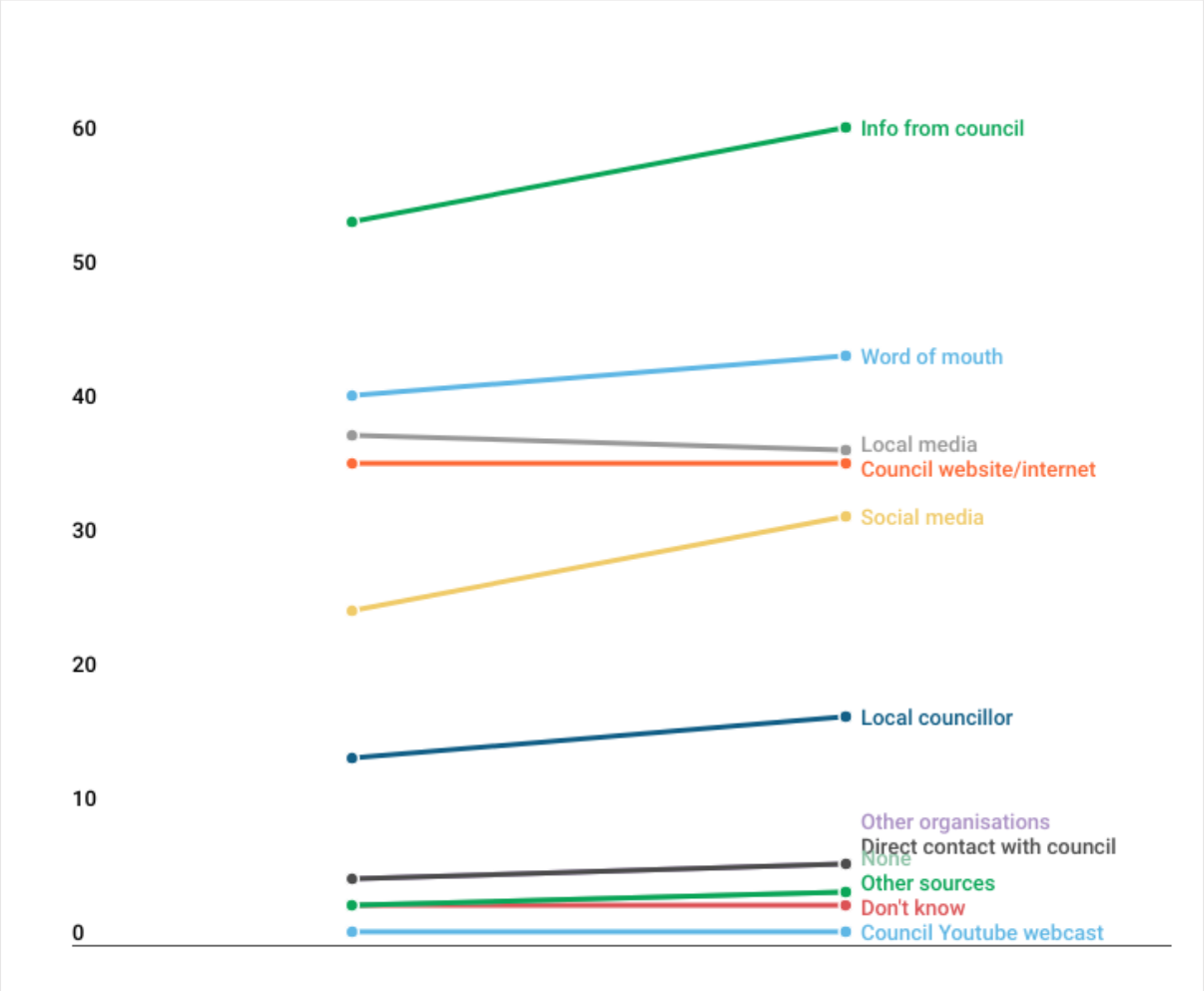
- 31% of respondents in Southam area used their **local councillor** as a source of information. It was 8% in Stratford. 21% of over 65s were more likely to say this was a source.

39 responses to 'other sources' were received, which are detailed in Appendix D.

Table 45: How respondents found out about Stratford DC

Response	2024 %	2026 %
Information provided by Council	54	61
Word of mouth	41	44
Local media	38	37
Council website/Internet	36	36
Social media	25	32
From local councillor	14	17
Direct contact with Council	5	6
Info. from other organisations	5	6
Other source	3	4
None of the above	3	4
Don't know	3	3
From the DC's YouTube Webcasts	1	1
Base: (All Respondents)	***(1,633)***	***(1,137)***

Figure 24: How respondents found out about Stratford DC



Base: (2026: 1,137), (2024: 1,633)

Table 46: How respondents found out about Stratford DC by locality

BY LOCALITY	***Henley/ Studley***	***Alcester /Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Info. provided by Council	60	60	65	56	66	61
Word of mouth	46	49	43	43	33	45
Local media	37	40	44	36	35	24
Council website/Internet	40	34	33	35	45	38
Social media	25	37	34	31	38	29
From local councillor	15	23	8	16	12	31
Direct contact with Council	7	5	6	8	3	4
Info. from other organisations	5	4	4	7	11	7
Other source	7	3	4	5	5	3
None of the above	5	3	3	5	3	6
Don't know	2	3	1	7	5	1
From the DC's YouTube Webcasts	0	1	0	3	0	2
Base: (All Respondents)	*(173)*	*(181)*	*(257)*	*(209)*	*(104)*	*(171)*

How well informed SDC keeps its residents about.....

.....the services it provides

Exactly half of the respondents felt that SDC keeps residents very or quite well informed about services. This is a rise of six percentage points on 2024.

Looking at significant 2026 results:

- The younger two age groups were more likely to say they felt not informed at all by SDC, while the older age groups were much more likely to choose very or Fairly well informed: 20% those aged 18-34 years and 23% 35-49 years chose not well informed at all compared to 13% 50-64 years and 7% 65 years +

- Men were more likely than women to say that they did not feel well informed at all

Figure 25: How well-informed residents feel about the services SDC provides

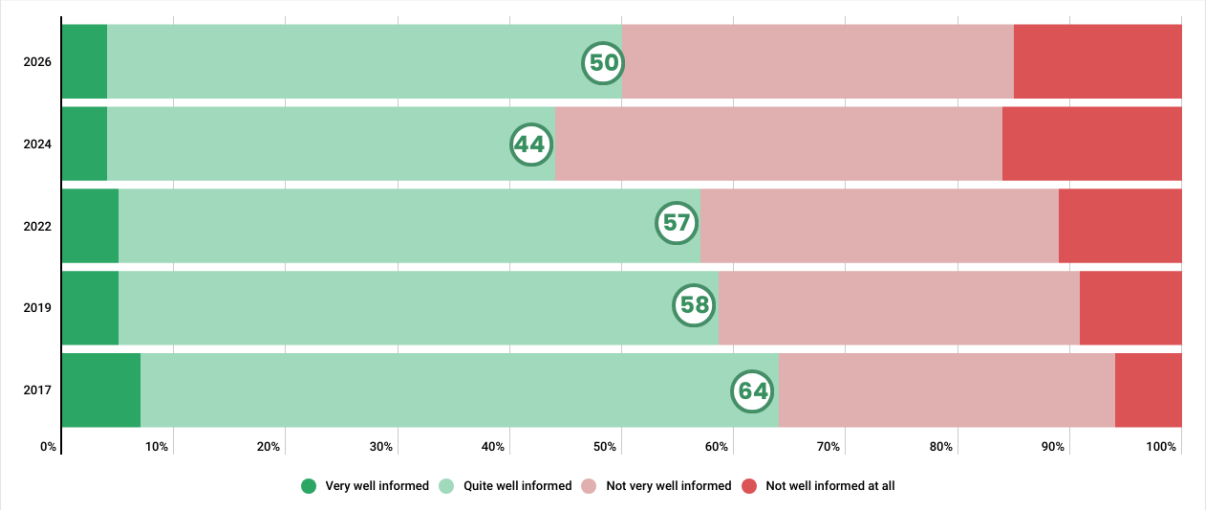


Table 47: Overall, how well-informed residents feel about SDC services provided, by year

	Very well informed %	*Quite well informed %*	*Not very well informed %*	*Not well informed at all %*
2026	4	46	35	15
2024	4	40	40	16
2022	5	52	32	11
2019	5	53	32	9
2017	7	57	30	6

Base: (2026: 1,103), (2024: 1,640), (2022: 1,740), (2019: 1,765), (2017: 1,756)

Table 48: Overall, how well-informed residents feel about SDC services provided, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very well informed	2	4	4	4	7	5
Fairly well informed	45	53	49	44	36	45
Not very well informed	36	29	36	35	37	36
Not well informed at all	16	13	11	17	20	14
Base: (All Respondents)	*(167)*	*(173)*	*(257)*	*(200)*	*(101)*	*(167)*

Table 49: Percentage choosing Very well or Fairly well informed

	RESULT %
Total	50
GENDER	
Male	51
Female	51
AGE GROUP	
18-29	36
30-49	43
50-64	57
65+	60
ACCOMMODATION TENURE	
Owned outright	58
Buying on mortgage	44
Rent from housing association/trust	46
Rent from private landlord	44
DISABILITY	
Disability - Yes	54
Disability - No	49
CHILDREN	
Children in household age 17 and under	35
No children in household	54

.... how they can get involved in decision making

Only 19% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years. Alongside this, the proportion who felt that they are not informed at all rose again, to 35% - the highest proportion over the same period.

Looking at significant 2026 results:

- 18-34 year olds were much more likely to say that they do not feel well informed at all by SDC on how to get involved in decision making than other age groups (52% versus 39% 35-49, 31% 50-64 and 24% 65+ years.

Figure 26: Overall, how well-informed residents feel about getting involved in decision making

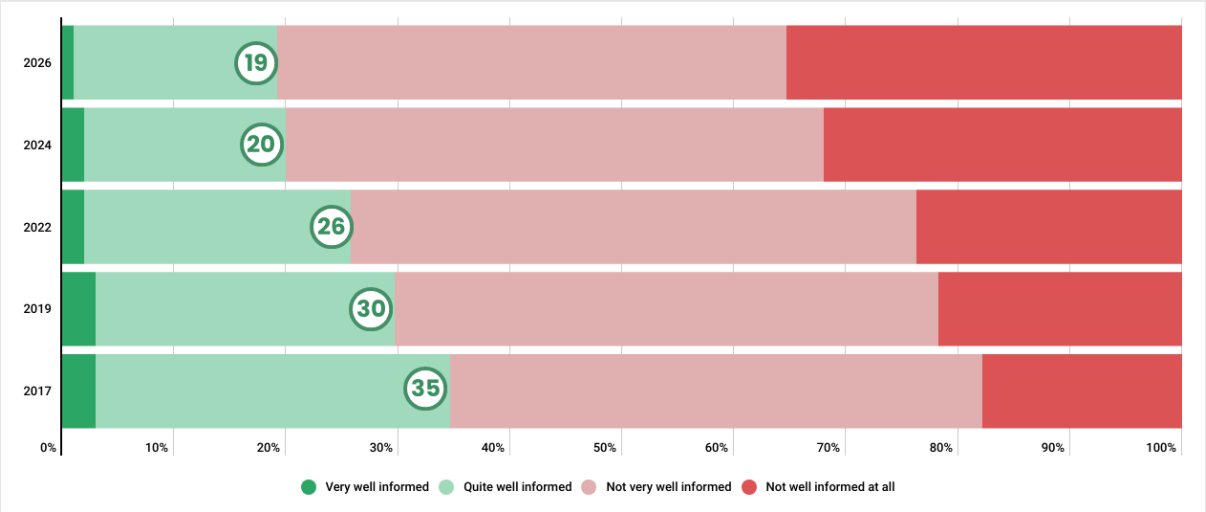


Table 50: Overall, how well-informed residents feel about getting involved in decision making, by year

	Very well informed %	*Quite well informed* %	*Not very well informed* %	*Not well informed at all* %
2026	1	18	45	35
2024	2	18	48	32
2022	2	24	51	24
2019	3	27	49	22
2017	3	32	48	18

Base: (2026: 979), (2024: 1,302), (2022: 1,489), (2019: 1,709), (2017: 1,502)

Table 51: Overall, how well-informed residents feel about getting involved in decision making, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very well informed	1	1	2	1	1	2
Fairly well informed	20	21	15	18	22	17
Not very well informed	45	45	47	45	44	45
Not well informed at all	33	33	37	36	33	37
Base: (All Respondents)	*(150)*	*(158)*	*(226)*	*(179)*	*(92)*	*(142)*

...what the Council spends its money on

45% felt very or fairly well informed on what the Council spends its money on. This is a small rise of two percentage point on 2024. However, the proportion who did not feel well informed at all has also risen, up three points on 2024.

Looking at significant 2026 results:

- Stratford and Southam residents were slightly more likely to feel very or fairly well informed than residents in other localities.
- 18-34 year olds were much more likely to say that they do not feel well informed at all.

Figure 27: Overall, how well-informed residents feel about what the council spends its money on, by year

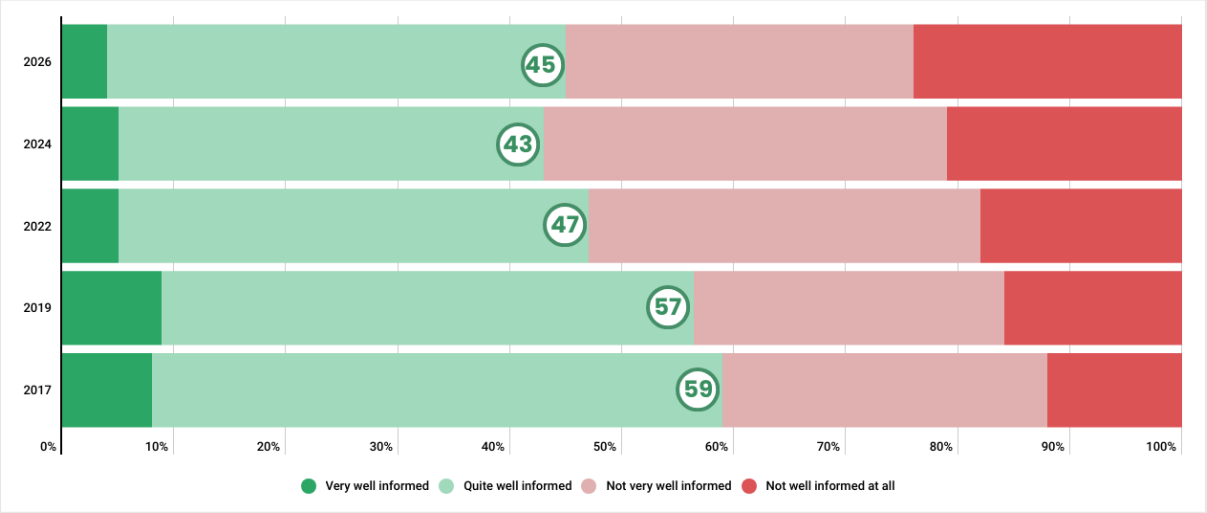


Table 52: Overall, how well-informed residents feel about what the council spends its money on, by year

	Very well informed %	Quite well informed %	Not very well informed %	Not well informed at all %
2026	4	41	31	24
2024	5	38	36	21
2022	5	42	35	18
2019	9	48	28	16
2017	8	51	29	12

Base: (2026: 1,059), (2024: 1,456), (2022: 1,641), (2019: 1,736), (2017: 1,678)

Table 53: Overall, how well-informed residents feel about what the council spends its money on, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very well informed	1	3	8	4	3	5
Fairly well informed	43	41	44	36	34	47
Not very well informed	29	31	26	37	39	27
Not well informed at all	27	25	22	23	24	21
Base: (All Respondents)	*(165)*	*(171)*	*(241)*	*(191)*	*(101)*	*(155)*

4.3.4 Satisfaction with Stratford-on-Avon District Council website

55% of respondents who visited it were very or fairly satisfied with SDC's website. This is a rise of another four percentage points on the previous survey. 17% said that they never visit the website, particularly those aged 65 years or above.

Figure 28: Residents' satisfaction with the SDC website

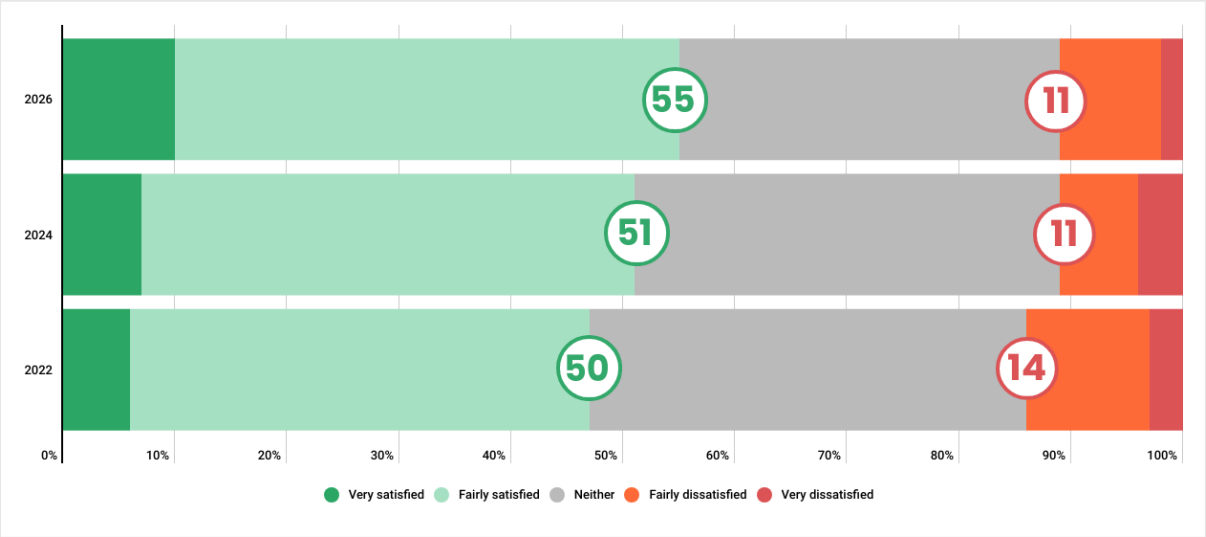


Table 54: Residents' satisfaction with the SDC website, by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	10	45	35	9	2
2024	7	44	38	7	4
2022	6	41	39	11	3

Base: (Those who visited the website) (2026: 909), (2024: 1,301), (2022: 1,185)

Table 55: Residents' satisfaction with the SDC website, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	8	9	12	7	6	11
Fairly satisfied	50	49	42	48	42	36
Neither	35	35	35	37	37	36
Fairly dissatisfied	6	6	10	7	11	14
Very dissatisfied	2	2	2	2	4	2
Base: (Those who visited the website)	*(130)*	*(127)*	*(243)*	*(193)*	*(113)*	*(133)*

4.3.5 Information Requirements

Respondents were asked, from a list provided, say what information they would like to receive from the Council.

Planning was the most requested area residents wanted to receive information about, with 70% choosing this. There was a rise in the proportion of residents who wanted to receive information about the South Warwickshire Local Plan from the previous survey of nine points, to 57%.

Looking at significant results in 2026:

- Young people were more likely to want information on the Council's priorities and Council achievements than older age groups
- Residents under the age of 50 were more likely to want information about Leisure, Events/markets and Economic Development
- The older age group were more likely to want information about Local government reorganisation and the South Warwickshire Local Plan

46 "other" responses were received. These are listed in Appendix E.

Figure 29: Change in information requirement priorities from 2024 to 2026

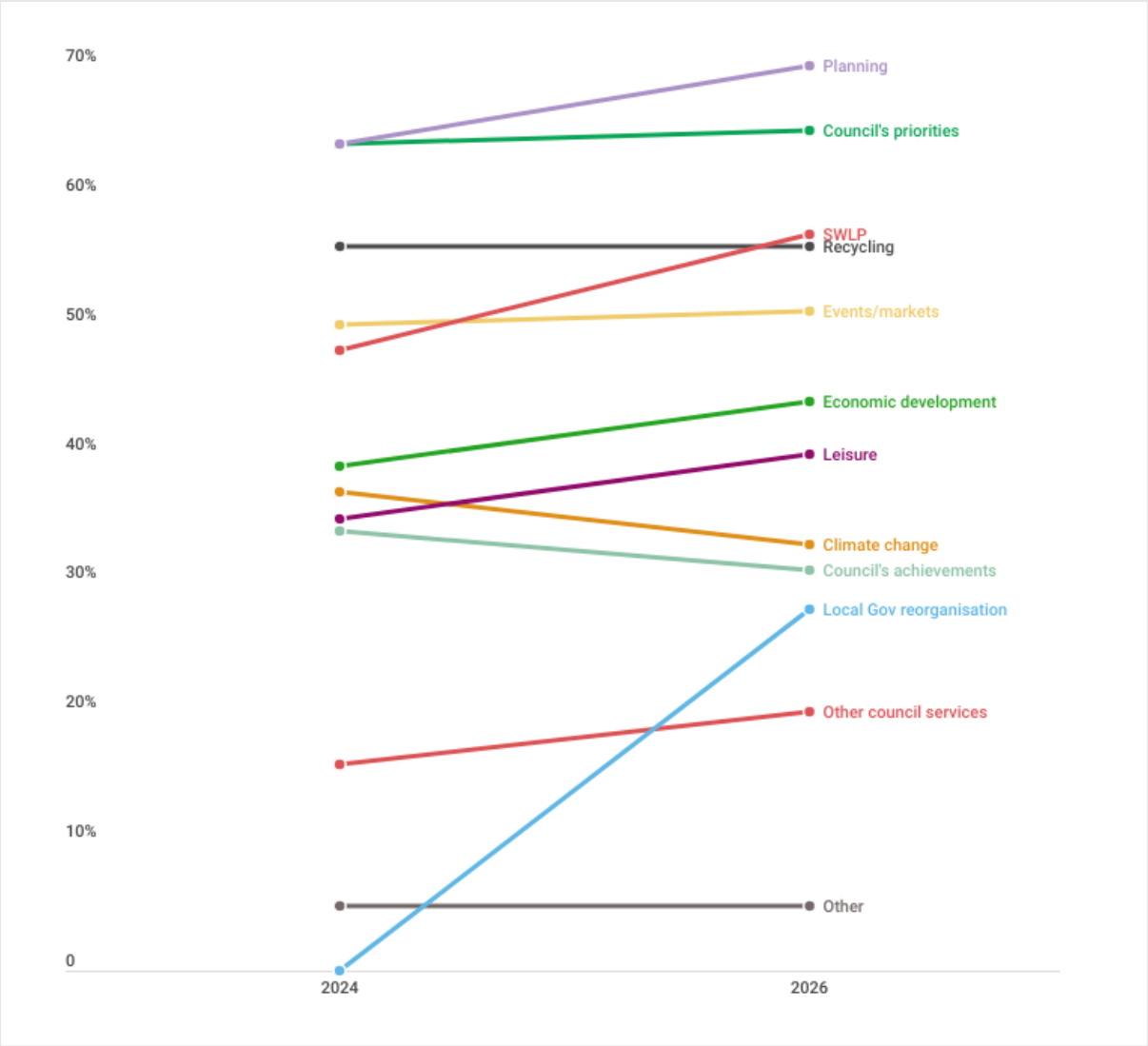


Table 56: Information residents want/would like to receive from Stratford District Council

Response	**2026**
Planning	70%
Council's priorities	65%
South Warwickshire Local Plan	57%
Recycling	56%
Events/Markets	51%
Economic Development	44%
Leisure	40%
Climate change	33%
Council's achievements	33%
Local government reorganisation	28%
Other Council services	20%
Other	5%
Base: (All Respondents)	***(1,091)***

4.4 Satisfaction with SDC and its Services

4.4.1 Satisfaction with the way SDC runs things

This section asked residents about their satisfaction with each of the different services which Stratford-on-Avon District Council provides. It also asked them how frequently they used certain services.

53% of respondents are fairly or very satisfied with the way Stratford District Council runs things, down two percentage points on 2024 and eight on 2022.

18% of respondents were dissatisfied: the percentage stating that they were fairly or very dissatisfied fell by six percentage points compared to 2024 and three percentage points lower than 2022.

Looking at significant 2026 results:

- Shipston area residents were the most satisfied area of the six at 61%. Wellesbourne/Kineton residents (43%) were less likely to be satisfied than the other five areas.
- Female respondents were more satisfied than male respondents 60% vs 52%.
- Those aged 65 plus were the most satisfied with how SDC runs things at 59%. 46% in the 35 to 49 years olds group were satisfied.

Figure 30: Residents' satisfaction with the way SDC runs things

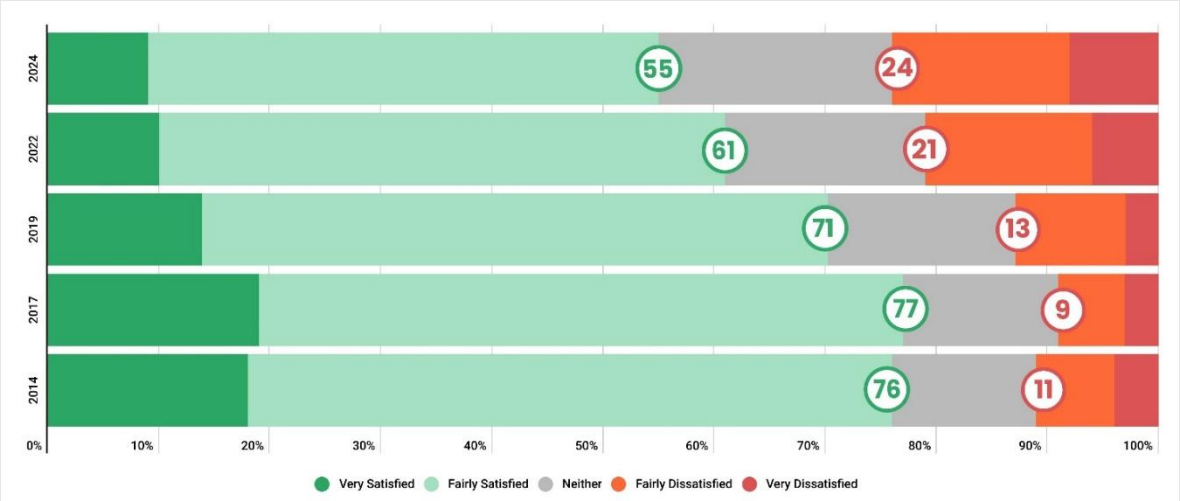


Table 57: Residents' satisfaction with the way SDC runs things, by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	5	48	29	13	5
2024	9	46	21	16	8
2022	10	51	18	15	6
2019	14	57	17	10	3
2017	19	58	14	6	3

Base: (2026: 1,106), (2024: 1,633), (2022: 1,857), (2019: 1,788), (2017: 1,840)

Table 58: Residents' satisfaction with the way SDC runs things, by locality

BY LOCALITY	***Henley/ Studley*** **%**	***Alcester /Bidford*** **%**	***Stratford*** **%**	***Shipston*** **%**	***Welles-bourne/ Kineton*** **%**	***Southam*** **%**
Very satisfied	3	5	2	7	5	7
Fairly satisfied	47	47	55	54	38	39
Neither satisfied/dissatisfied	29	31	24	23	40	34
Fairly dissatisfied	16	10	14	10	13	15
Very dissatisfied	5	7	5	6	5	5
Base: (All Respondents)	*(167)*	*(175)*	*(253)*	*(200)*	*(100)*	*(172)*

Table 59: Residents' satisfaction with the way SDC runs things by profile

	RESULT %
Total	53
GENDER	
Male	49
Female	57
AGE GROUP	
18-34	54
35-49	46
50-64	50
65+	59
ACCOMMODATION TENURE	
Owned outright	54
Buying on mortgage	51
Rent from housing association/trust	54
Rent from private landlord	54
DISABILITY	
Disability – Yes	48
Disability - No	54
CHILDREN	
Children in household age 17 and under	44
No children in household	54

4.4.2 Satisfaction with services

Satisfaction with keeping public land free of litter and refuse

60% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse, up three points on 2024.

Looking at significant 2026 results:

- Those aged 35-49 years were more likely to be very dissatisfied than any other age group

Figure 31: Satisfaction that SDC has kept public land clear of litter and refuse

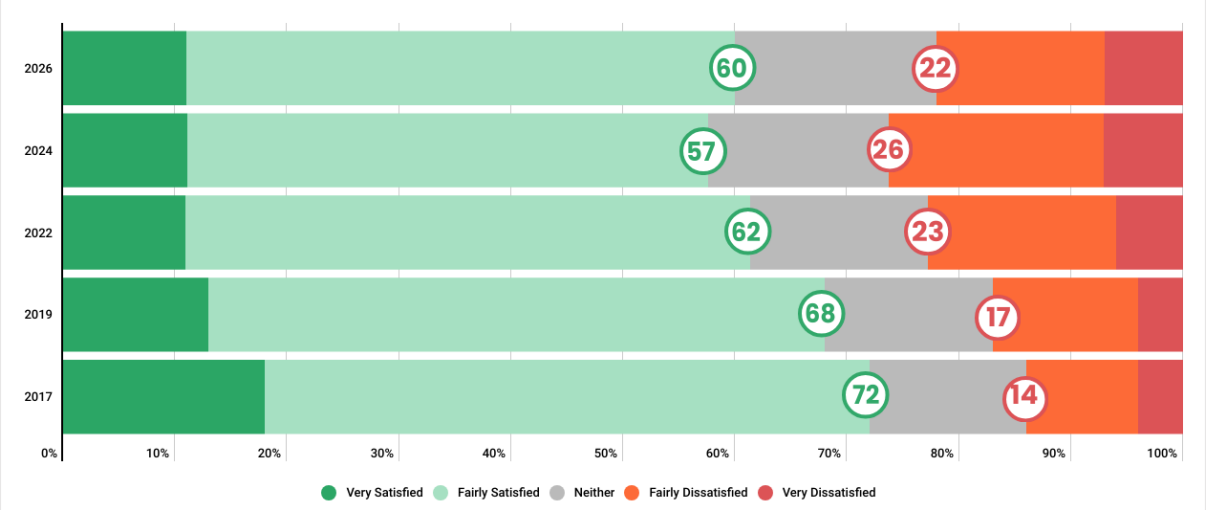


Table 60: Satisfaction that SDC has kept public land clear of litter and refuse by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	11	49	18	15	7
2024	11	46	16	19	7
2022	11	51	16	17	6
2019	13	55	15	13	4
2017	18	54	14	10	4

Base: (2026: 1,086), (2024: 1,490), (2022: 1,719), (2019: 1,722), (2017: 1,757)

Table 61: Satisfaction that SDC has kept public land clear of litter and refuse by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	7	10	10	15	12	12
Fairly satisfied	50	52	52	49	47	46
Neither satisfied nor dissatisfied	17	20	16	18	22	18
Fairly dissatisfied	17	12	17	15	13	15
Very dissatisfied	8	7	6	4	7	10
Base: (All Respondents)	*(160)*	*(178)*	*(249)*	*(198)*	*(98)*	*(167)*

Satisfaction with refuse collection

84% of residents were very or fairly satisfied with refuse collection in the district, a rise of five percentage points on 2024. Dissatisfaction fell by an equal proportion.

Looking at significant 2026 results:

- Those aged 65+ were more likely than other age groups to be satisfied with refuse collection: 93% aged 65 years or more were satisfied compared to 72% aged 18-34 years, 81% aged 35-49 years and 85% 50-64 years

Figure 32: Satisfaction with refuse collection

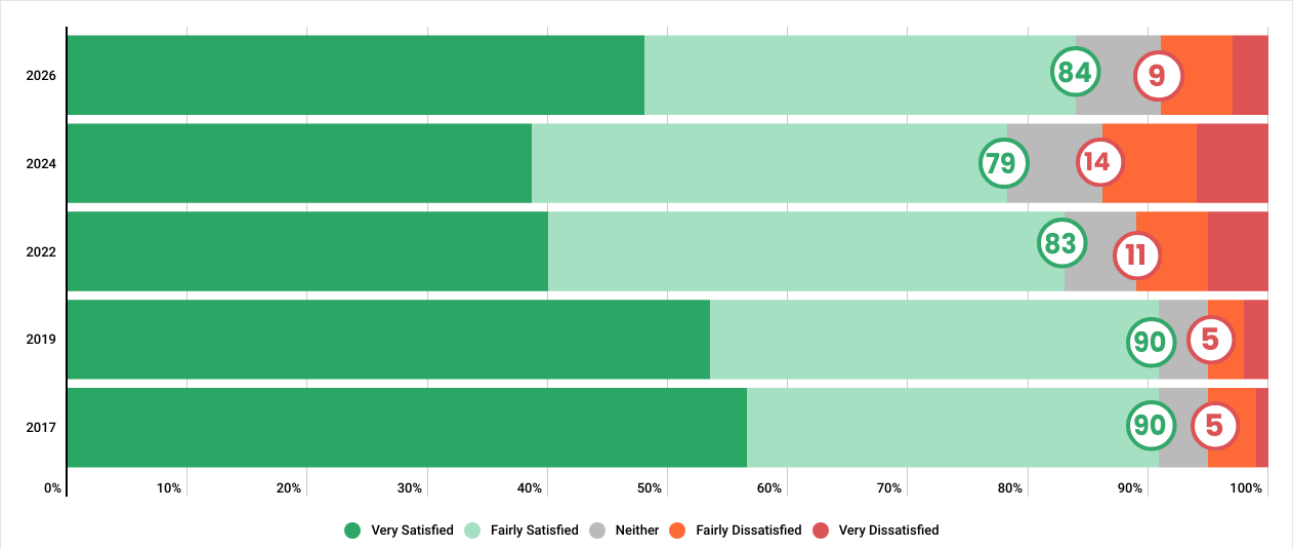


Table 62: Satisfaction with refuse collection by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	48	36	7	6	3
2024	39	40	8	8	6
2022	40	43	6	6	5
2019	53	37	4	3	2
2017	56	34	4	4	1

Base: (2026: 1,128), (2024: 1,609), (2022: 1,823), (2019: 1,773), (2017: 1,849)

Table 63: Satisfaction with refuse collection by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	50	51	51	52	43	36
Fairly satisfied	35	35	34	34	35	46
Neither satisfied/dissatisfied	8	6	7	6	9	6
Fairly dissatisfied	6	5	4	4	11	8
Very dissatisfied	1	3	4	4	2	3
Base: (All Respondents)	*(172)*	*(177)*	*(259)*	*(208)*	*(103)*	*(172)*

Satisfaction with kerbside recycling

73% of residents were very or fairly satisfied with kerbside recycling. Dissatisfaction remained at 10%.

Looking at significant 2026 results:

- Wellesbourne/Kineton residents were more likely to be dissatisfied (18%) than residents of other localities
- Young people were more likely to be dissatisfied: 18% aged 18-34 years were dissatisfied compared to 13% aged 35-49 years, 6% 50-64 year olds and 8% aged 65 years or more

Figure 33: Satisfaction with kerbside recycling

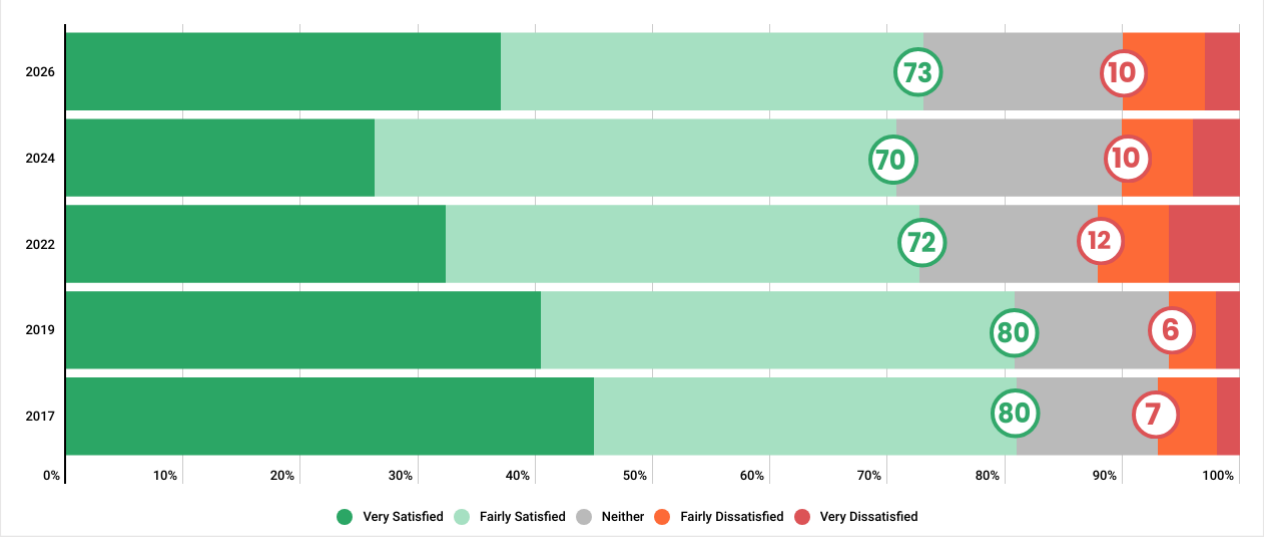


Table 64: Satisfaction with kerbside recycling by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	37	36	17	7	3
2024	26	44	19	6	4
2022	32	40	15	6	6
2019	40	40	13	4	2
2017	45	35	13	5	2

Base: (2026: 995), (2024: 1,325), (2022: 1,572), (2019: 1,711), (2017: 1,628)

Table 65: Satisfaction with kerbside recycling by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	40	34	42	34	33	33
Fairly satisfied	35	39	33	36	35	39
Neither satisfied/dissatisfied	19	13	19	20	14	14
Fairly dissatisfied	3	10	4	6	11	12
Very dissatisfied	2	4	3	4	7	2
Base: (All Respondents)	*(141)*	*(155)*	*(231)*	*(185)*	*(96)*	*(152)*

Satisfaction with sport/leisure facilities

52% of residents were very or fairly satisfied with sport/leisure facilities, a rise of five percentage points on 2024.

Looking at significant 2026 results:

- Stratford residents were the most satisfied with the sport/leisure facilities provided by SDC (65%)

- The younger two age groups were more likely to be dissatisfied with sport and leisure facilities than the older two (22% 18-34 years and 26% 35-49 years vs 12% 50-65 years and 8% 65+ years).

Figure 34: Satisfaction with sport/leisure facilities

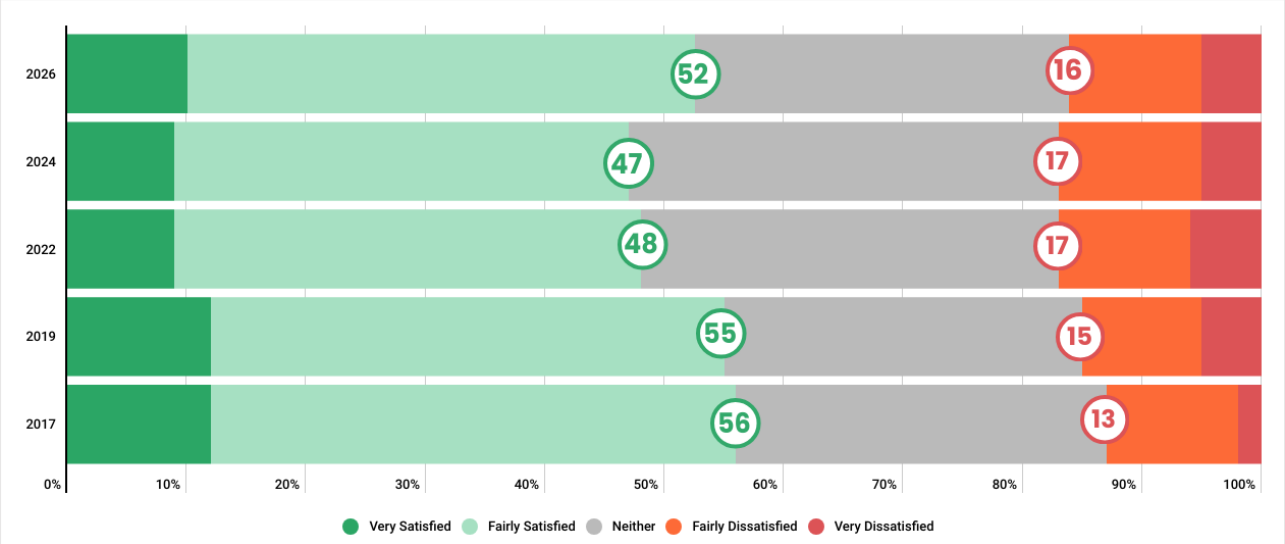


Table 66: Satisfaction with sport/leisure facilities by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	10	42	31	11	5
2024	9	38	36	12	5
2022	9	39	35	11	6
2019	12	43	30	10	5
2017	12	44	31	11	2

Base: (2026: 915), (2024: 1,233), (2022: 1,430), (2019: 1,698), (2017: 1,452)

Table 67: Satisfaction with sport/leisure facilities by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	6	14	11	10	11	7
Fairly satisfied	36	41	54	39	35	36
Neither satisfied/dissatisfied	40	32	26	37	22	30
Fairly dissatisfied	11	8	7	12	16	18
Very dissatisfied	7	5	1	3	16	9
Base: (All Respondents)	*(129)*	*(146)*	*(224)*	*(168)*	*(87)*	*(134)*

Satisfaction with parks and open spaces

70% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC. Dissatisfaction remained at 9% again.

Looking at significant 2026 results:

- Stratford residents were more likely to be satisfied (88%) than residents in other localities. The lowest satisfaction score was for the Henley/Studley area at 55%.

Figure 35: Satisfaction with parks and open spaces

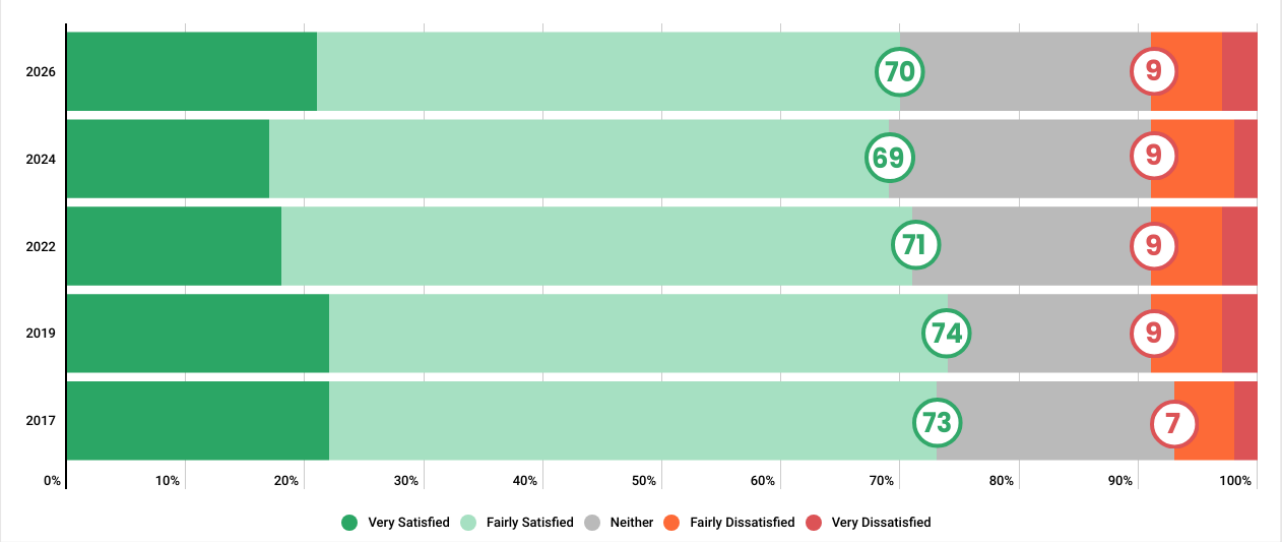


Table 68: Satisfaction with parks and open spaces by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	21	49	20	6	3
2024	17	52	21	7	2
2022	18	53	20	6	3
2019	22	52	17	6	3
2017	22	51	19	5	2

Base: (2026: 1,031), (2024: 1,442), (2022: 1,655), (2019: 1,716), (2017: 1,654)

Table 69: Satisfaction with parks and open spaces by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	16	25	30	17	19	16
Fairly satisfied	39	50	58	45	45	53
Neither satisfied/dissatisfied	29	17	10	30	20	18
Fairly dissatisfied	10	5	3	7	8	10
Very dissatisfied	6	3	0	1	8	5
Base: (All Respondents)	*(155)*	*(169)*	*(251)*	*(180)*	*(95)*	*(149)*

Satisfaction with play areas

Satisfaction has remained fairly static for the last three surveys, sitting at 60% this year. Dissatisfaction however was up slightly this year to 14%.

Looking at significant 2026 results:

- Henley/Studley and Wellesbourne/Kineton residents were less likely to be satisfied with play areas than residents in other localities, and Wellesbourne/Kineton residents in particular were more likely to be very dissatisfied (15%).

- The two younger age groups were more likely to be dissatisfied: 22% 18-34 year olds and 19% 35-49 year olds vs 9% 50-64 year olds and 7% 65 years+.

Figure 36: Satisfaction with play areas

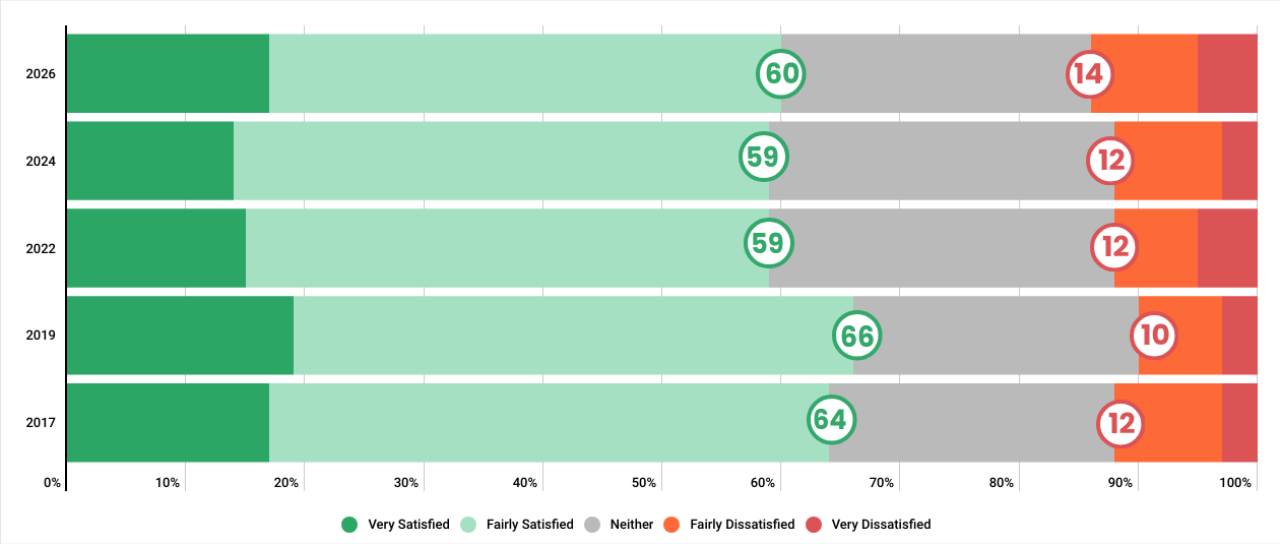


Table 70: Satisfaction with play areas by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	17	43	26	9	5
2024	14	45	29	9	3
2022	15	44	29	7	5
2019	19	47	24	7	3
2017	17	47	24	9	3

Base: (2026: 835), (2024: 1,157), (2022: 1,381), (2019: 1,695), (2017: 1,420)

Table 71: Satisfaction with play areas by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	16	20	20	15	21	10
Fairly satisfied	31	50	45	46	33	49
Neither satisfied/dissatisfied	26	25	25	30	26	21
Fairly dissatisfied	19	3	10	4	5	16
Very dissatisfied	7	3	0	4	15	4
Base: (All Respondents)	*(127)*	*(135)*	*(199)*	*(147)*	*(80)*	*(123)*

Satisfaction with SDC-run car parks

Satisfaction with SDC-run car parks was up seven percentage points to 45%. Dissatisfaction saw its lowest level yet, down 11 points to 22%.

Looking at significant 2026 results:

- Younger residents were more likely to be very satisfied than other age groups: 16% aged 18-34 years compared to 7% 35-49 years, 8% 50-64 years and 8% 65 years or over.

Figure 37: Satisfaction with car parking

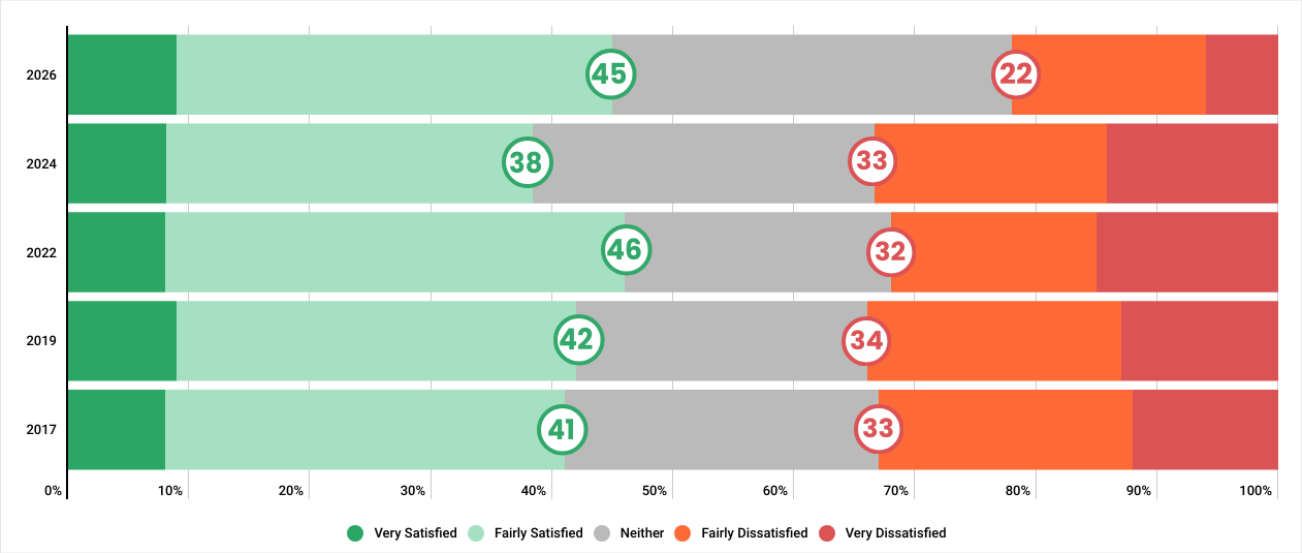


Table 72: Satisfaction with car parking by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	9	36	33	16	6
2024	8	30	28	19	14
2022	8	38	22	17	15
2019	9	33	24	21	13
2017	8	33	26	21	12

Base: (2026: 899), (2024: 1,471), (2022: 1,690), (2019: 1,761), (2017: 1,692)

Table 73: Satisfaction with car parking by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	7	5	13	6	8	12
Fairly satisfied	33	33	33	41	41	33
Neither satisfied/dissatisfied	39	36	33	32	28	33
Fairly dissatisfied	19	18	16	16	18	11
Very dissatisfied	3	8	5	5	5	11
Base: (All Respondents)	*(127)*	*(150)*	*(205)*	*(173)*	*(86)*	*(128)*

Satisfaction with public toilets

38% of those surveyed were satisfied with the public toilets provided by SDC, up five points on 2024, with dissatisfaction down to a low of 29%.

Looking at significant 2026 results:

- Stratford and Shipston residents were least likely to be very dissatisfied

Figure 38: Satisfaction with public toilets

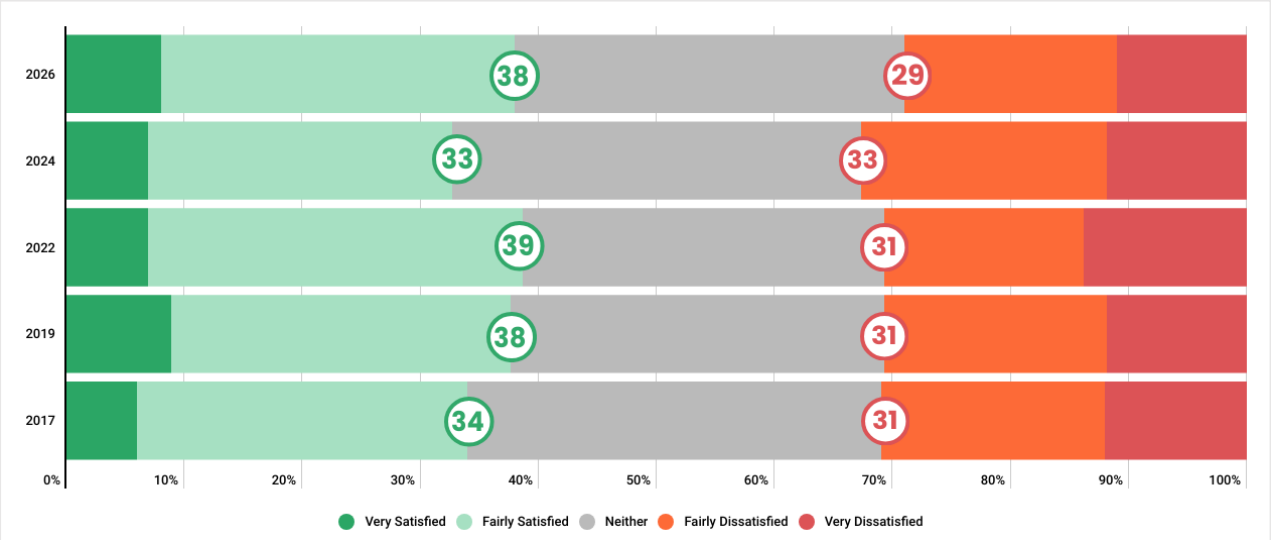


Table 74: Satisfaction with public toilets by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	8	30	33	18	11
2024	7	26	35	21	12
2022	7	32	31	17	14
2019	9	29	32	19	12
2017	6	28	34	19	12

Base: (2026: 872), (2024: 1,224), (2022: 1,428), (2019: 1,694), (2017: 1,430)

Table 75: Satisfaction with public toilets by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	7	9	11	8	2	6
Fairly satisfied	26	33	32	32	25	24
Neither satisfied/dissatisfied	42	27	30	34	35	33
Fairly dissatisfied	13	17	21	18	19	17
Very dissatisfied	13	14	6	8	19	19
Base: (All Respondents)	*(124)*	*(153)*	*(216)*	*(160)*	*(76)*	*(122)*

Satisfaction with grass cutting

Satisfaction with grass cutting was back up again after a significant dip in 2024, rising seven percentage points to 55%.

Looking at significant 2026 results:

- Wellesbourne/Kineton and Southam residents were more likely to be very dissatisfied: 16% and 12% respectively, compared to between 5-10% for other localities.

- Younger age groups were slightly more likely to be very dissatisfied: 12% those aged 18-34 years and 11% aged 35-49 years, compared to 5% 50-64 years and 7% 65 years +.

Figure 39: Satisfaction with grass cutting

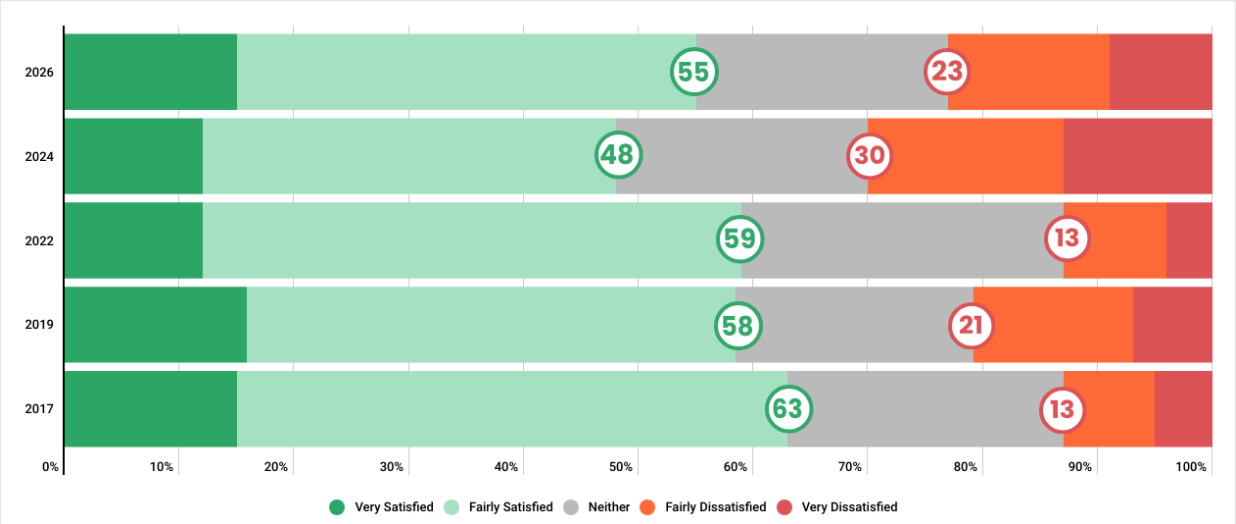


Table 76: Satisfaction with grass cutting by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	15	40	22	14	9
2024	12	36	22	17	13
2022	12	47	28	9	4
2019	16	43	21	14	7
2017	15	48	24	8	5

Base: (2026: 1,041), (2024: 1,485), (2022: 1,669), (2019: 1,732), (2017: 1,701)

Table 77: Satisfaction with grass cutting by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	12	16	19	19	14	7
Fairly satisfied	40	38	44	39	37	41
Neither satisfied/dissatisfied	28	23	20	22	24	20
Fairly dissatisfied	10	17	11	15	8	20
Very dissatisfied	10	7	5	5	16	12
Base: (All Respondents)	*(150)*	*(170)*	*(237)*	*(192)*	*(96)*	*(160)*

Satisfaction with processing planning applications

19% felt satisfied with the processing of planning applications by SDC. Dissatisfaction rose seven percentage points on 2024 up to 42%.

Looking at significant 2026 results:

- Wellesbourne/Kineton residents were more likely to be very dissatisfied than residents in other localities (36% vs 16-25%).
- The youngest residents were much more likely to be very dissatisfied than any other age group (35% vs 18-19%).
- Men were more likely than women to be very dissatisfied (26% vs 16%).

Figure 40: Satisfaction with processing planning applications

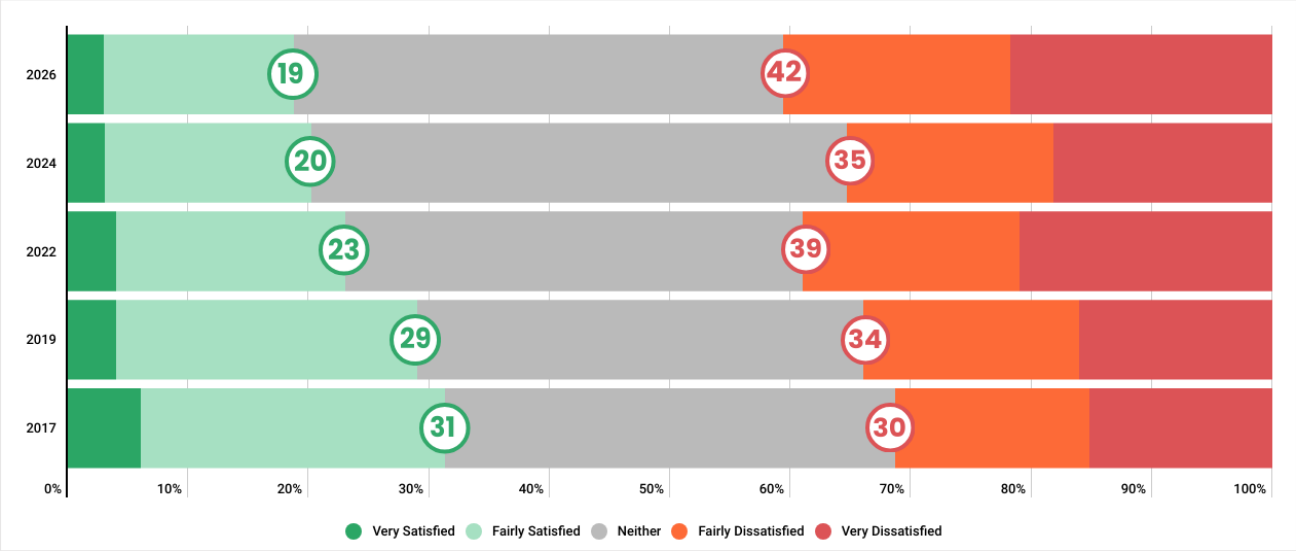


Table 78: Satisfaction with processing planning applications by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	3	16	41	19	22
2024	3	17	44	17	18
2022	4	19	38	18	21
2019	4	25	37	18	16
2017	6	25	37	16	15

Base: (2026: 668), (2024: 889), (2022: 1,070), (2019: 1,707), (2017: 1,107)

Table 79: Satisfaction with processing planning applications by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	4	4	3	4	2	2
Fairly satisfied	16	22	15	14	14	15
Neither satisfied/dissatisfied	44	38	51	38	25	42
Fairly dissatisfied	20	15	12	20	24	24
Very dissatisfied	16	21	19	25	36	17
Base: (All Respondents)	*(106)*	*(100)*	*(135)*	*(139)*	*(67)*	*(101)*

Satisfaction with way SDC develops planning policies

Satisfaction was at its lowest and dissatisfaction up significantly to over half of all respondents (54%).

Looking at significant 2026 results:

- The younger the respondent, the more likely they were to be very dissatisfied: 44% those aged 18-34 years were very dissatisfied vs 22% those aged 65 years and above.
- Men were more likely to be very dissatisfied than women (35% vs 21%).

Figure 41: Satisfaction with way SDC develops planning policies

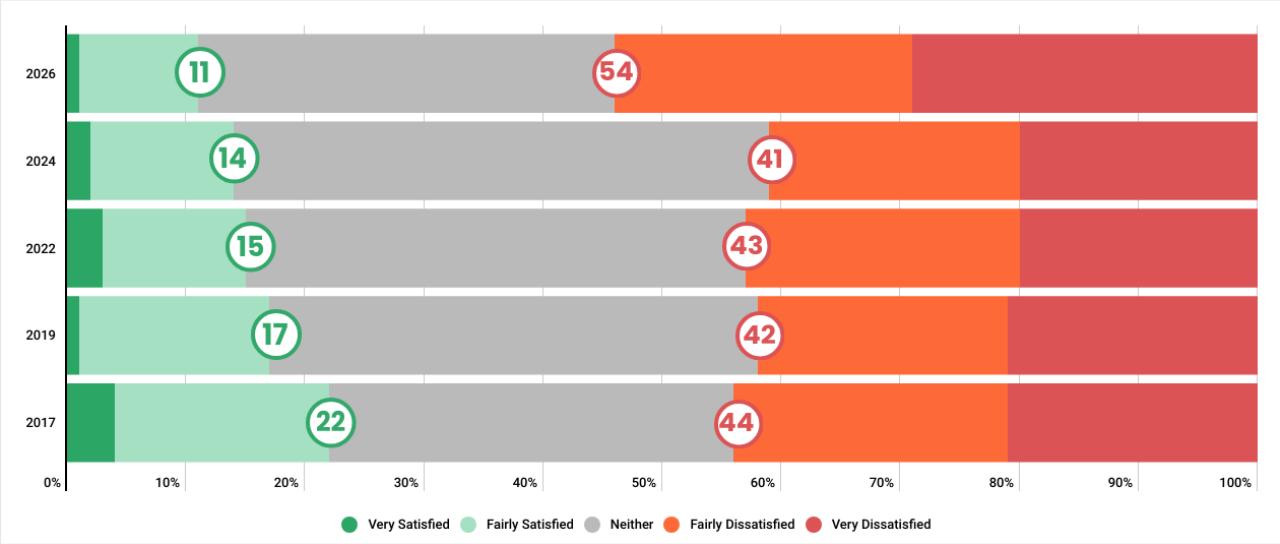


Table 80: Satisfaction with way SDC develops planning policies by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	1	10	35	25	29
2024	2	12	45	21	20
2022	3	12	42	23	20
2019	1	16	41	21	21
2017	4	18	34	23	21

Base: (2026: 656), (2024: 861), (2022: 1,090), (2019: 1,712), (2017: 1,171)

Table 81: Satisfaction with way SDC develops planning policies by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	2	2	0	1	1	1
Fairly satisfied	8	15	8	9	9	10
Neither satisfied/dissatisfied	36	34	41	34	27	32
Fairly dissatisfied	28	15	28	26	31	22
Very dissatisfied	25	34	24	31	33	34
Base: (All Respondents)	*(109)*	*(105)*	*(130)*	*(131)*	*(64)*	*(103)*

Satisfaction with housing services

Satisfaction fell to its lowest level yet, at 14%, while dissatisfaction climbed to 33%.

Looking at significant 2026 results:

- Wellesbourne/Kineton and Southam residents were much more likely to be dissatisfied: 51% and 44% respectively vs 21-33% other localities.
- Younger residents were more likely to be very dissatisfied: 23% 18-34 year olds compared to 18% 35-49year olds, 14% 50-64 year olds and 8% aged 65+.

Figure 42: Satisfaction with housing services

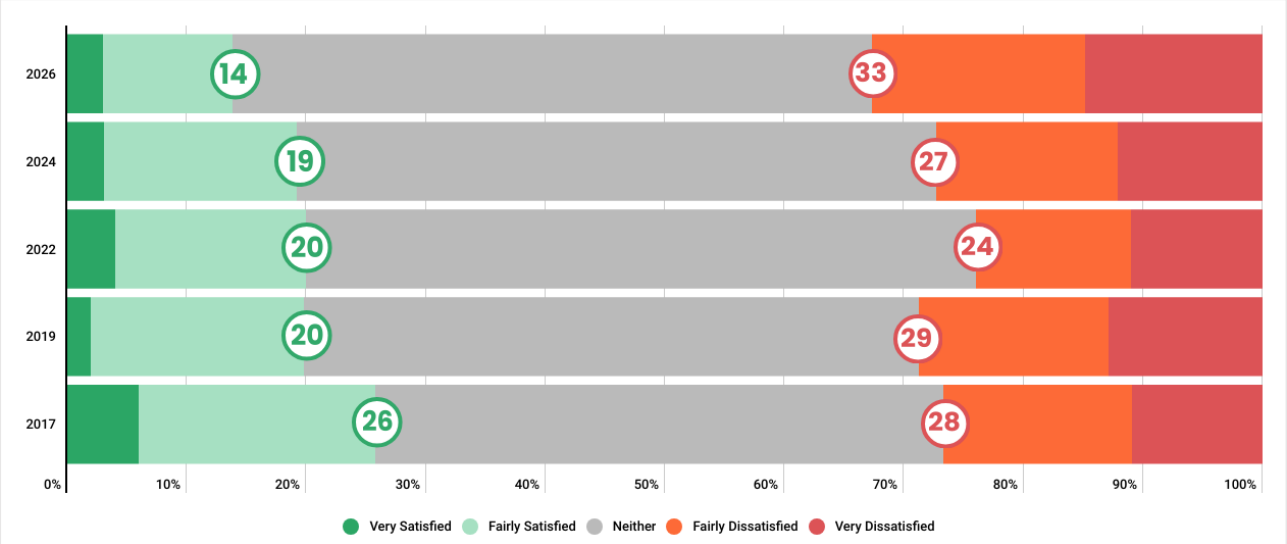


Table 82: Satisfaction with housing services by year

	Very Satisfied %	*Fairly Satisfied %*	*Neither %*	*Fairly Dissatisfied %*	*Very Dissatisfied %*
2026	3	11	54	18	15
2024	3	16	53	15	12
2022	4	16	56	13	11
2019	2	18	52	16	13
2017	6	20	48	16	11

Base: (2026: 489), (2024: 677), (2022: 850), (2019: 855), (2017: 905)

Table 83: Satisfaction with housing services by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Very satisfied	2	3	1	4	1	4
Fairly satisfied	11	17	18	10	7	7
Neither satisfied/dissatisfied	66	52	56	53	41	45
Fairly dissatisfied	9	18	16	20	21	25
Very dissatisfied	12	9	14	13	30	19
Base: (All Respondents)	*(74)*	*(77)*	*(114)*	*(97)*	*(45)*	*(65)*

Net satisfaction scores – individual services

The service with the highest net satisfaction score (satisfaction % - dissatisfaction %) is refuse collection at +75%. This has consistently received the highest net satisfaction over the last six surveys.

Developing planning policies has consistently ranked the lowest for net satisfaction out of all service areas. This year's net satisfaction for developing planning policies has sunk to its lowest level yet, at -43.

Table 84: Net satisfaction scores

SERVICE AREA	2026	2024	2022	2019	2017
Refuse collection	+75	+63	+72	+85	+85
Kerbside recycling	+63	+60	+60	+74	+72
Parks and open spaces	+61	+61	+62	+65	+66
Play areas	+46	+47	+47	+56	+52
Keeping public land clear of litter and refuse	+38	+31	+39	+56	+58
Sports and leisure facilities	+36	+30	+31	+40	+43
Grass cutting	+32	+18	+46	+37	+50
Car parking	+23	+5	+14	+9	+8
Public toilets	+9	0	+8	+6	+1
Housing services	**-19**	**-8**	**-4**	**-8**	**-1**
Processing planning applications	**-23**	**-15**	**-16**	**-4**	0
Developing planning policies	**-43**	**-27**	**-28**	**-25**	**-22**

4.4.2 Frequency of using services

Frequency of using sports / leisure facilities

The frequency of using sports/leisure facilities has remained fairly static over the past ten years. The proportion using them almost every day remained at 4%, while the proportion who had used them longer ago or never used them fell from 48% to 46%.

Looking at significant 2026 results:

- Southam and Stratford town residents (both 25%) were more likely to use used sports and leisure facilities provided by SDC at least once a week.
- Wellesbourne/Kineton and Henley/Studley residents were more likely to have never used sports or leisure facilities run by SDC (34% and 32% respectively).
- Younger people were more likely to use sport and leisure facilities at least once a week, whereas older people were more likely to have never used them.
- Those aged 65+ were more likely to have never used sports/leisure facilities (39%).
- Male respondents were more likely to use the sport and leisure facilities almost every day than female respondents (6% vs 2%).

Figure 42: Usage of sports/leisure facilities

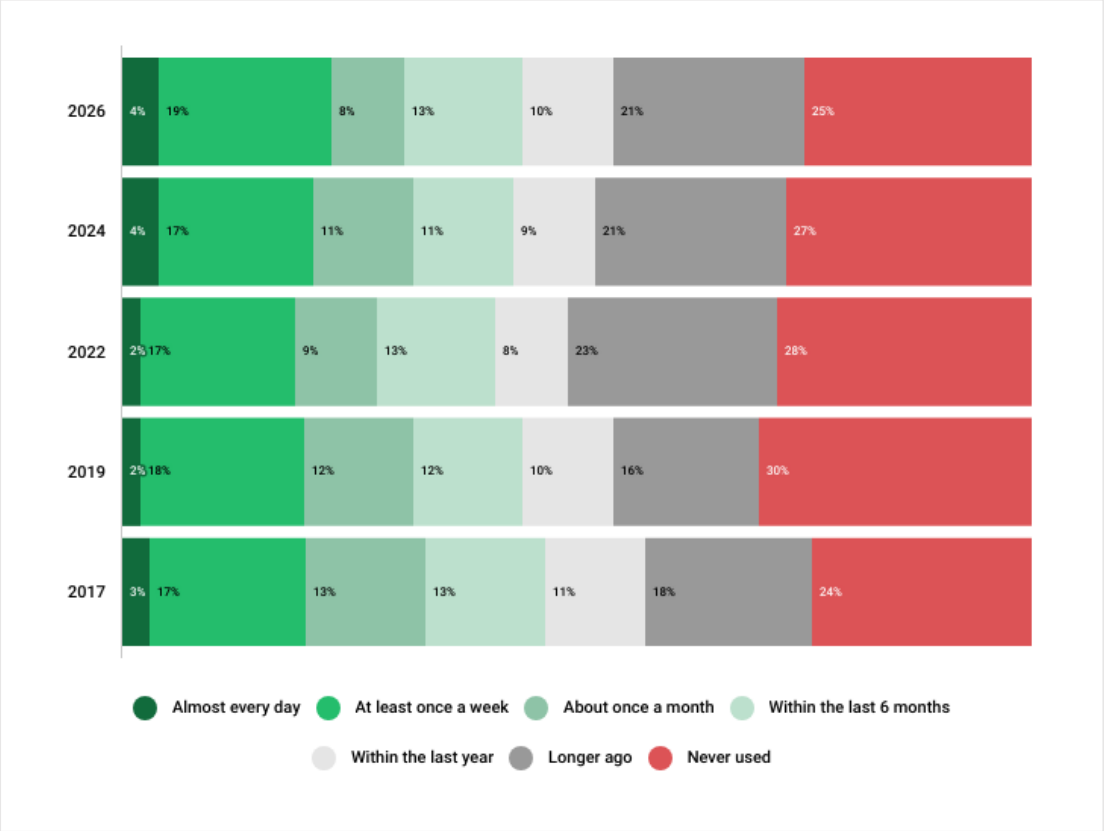


Table 85: Usage of sports/leisure facilities, by year

	Almost every day %	*At least once a week %*	*About once a month %*	*Within the last 6 months %*	*Within the last year %*	*Longer Ago %*	*Never Used %*
2026	4	19	8	13	10	21	25
2024	4	17	11	11	9	21	27
2022	2	17	9	13	8	23	28
2019	2	18	12	12	10	16	30
2017	3	17	13	13	11	18	24

Base: (2026: 996), (2024: 1,399), (2022: 1,566), (2019: 1,721), (2017: 1,566)

Table 86: Usage of sport/leisure facilities, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	2	4	6	5	1	2
At least once a week	12	14	25	18	12	25
About once a month	7	6	7	9	11	10
Within the last 6 months	14	24	12	11	9	11
Within the last year	9	12	7	11	13	9
Longer ago	23	18	24	19	20	20
Never used	32	22	19	27	34	23
Base: (All Respondents)	*(147)*	*(152)*	*(242)*	*(181)*	*(95)*	*(149)*

Frequency of using parks and open spaces

50% use SDC's parks and open spaces at least once a week or almost every day.

Looking at significant 2026 results:

- Stratford residents used parks and open spaces much more frequently than residents in other areas, with 69% saying that they used hem at least once a week if not more often compared to between 35% and 48% residents in other localities.

- Those aged 18-34 and 35-49 were more likely than older age groups to say that they used parks and open spaces at least once a week, with 40% 18-34 year olds and 50% 35-49 year olds using them at least once a week compared to 23% 50-64 year olds and 28% 65 years and above.

Figure 43: Usage of parks and open spaces

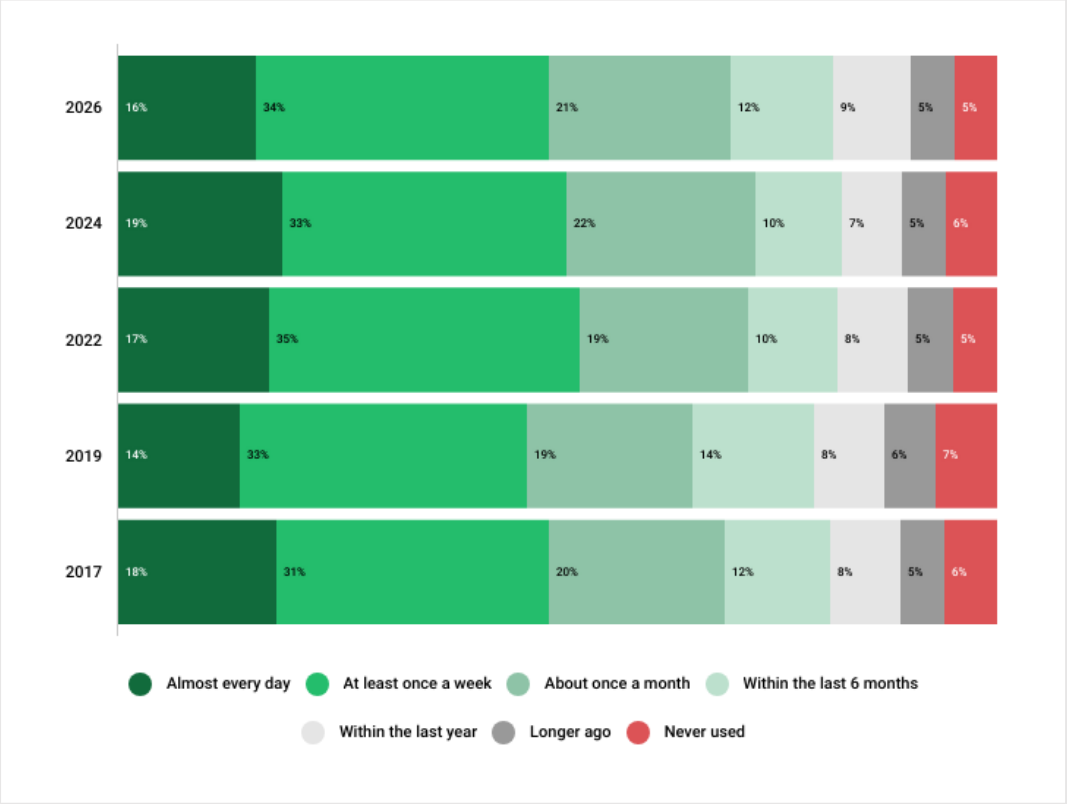


Table 87: Usage of parks and open spaces, by year

	Almost every day %	*At least once a week %*	*About once a month %*	*Within the last 6 months %*	*Within the last year %*	*Longer Ago %*	*Never Used %*
2026	16	34	21	12	9	5	5
2024	19	33	22	10	7	5	6
2022	17	35	19	10	8	5	5
2019	14	33	19	14	8	6	7
2017	18	31	20	12	8	5	6

Base: (2026: 1,047), (2024: 1,495), (2022: 1,691), (2019: 1,727), (2017: 1,677)

Table 88: Usage of parks and open spaces, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Almost every day	14	15	26	9	6	16
At least once a week	29	33	43	29	29	30
About once a month	23	24	12	29	24	22
Within the last 6 months	13	13	9	10	15	10
Within the last year	7	9	6	11	12	7
Longer ago	8	3	2	6	7	8
Never used	6	3	1	6	6	6
Base: (All Respondents)	*(149)*	*(164)*	*(257)*	*(189)*	*(98)*	*(157)*

Frequency of using play areas

17% of those surveyed use SDC's play areas at least once a week or even almost every day, the same as last survey. The proportion of residents who said that they never used them fell by two percentage points to 32%.

Looking at significant 2026 results:

- Southam residents were more likely to use play areas every day: 7% compared to 1% residents in all other localities.
- Henley/Studley residents were least likely to use play areas at least once a week if not every day, with only 9% residents doing so compared to 13-24% residents in other localities.
- Younger residents were more likely to use them than older residents: 29% residents aged 18-34 years and 31% of 35- to 49-year-olds had been to play areas at least once a week, compared to 5% of 65 plus and 7% of 50- to 64-year-olds; half of all residents aged 65 or over have never used them.
- Men were more likely to say they never used play areas: 41% males vs 25% females never used them.

Figure 44: Usage of play areas

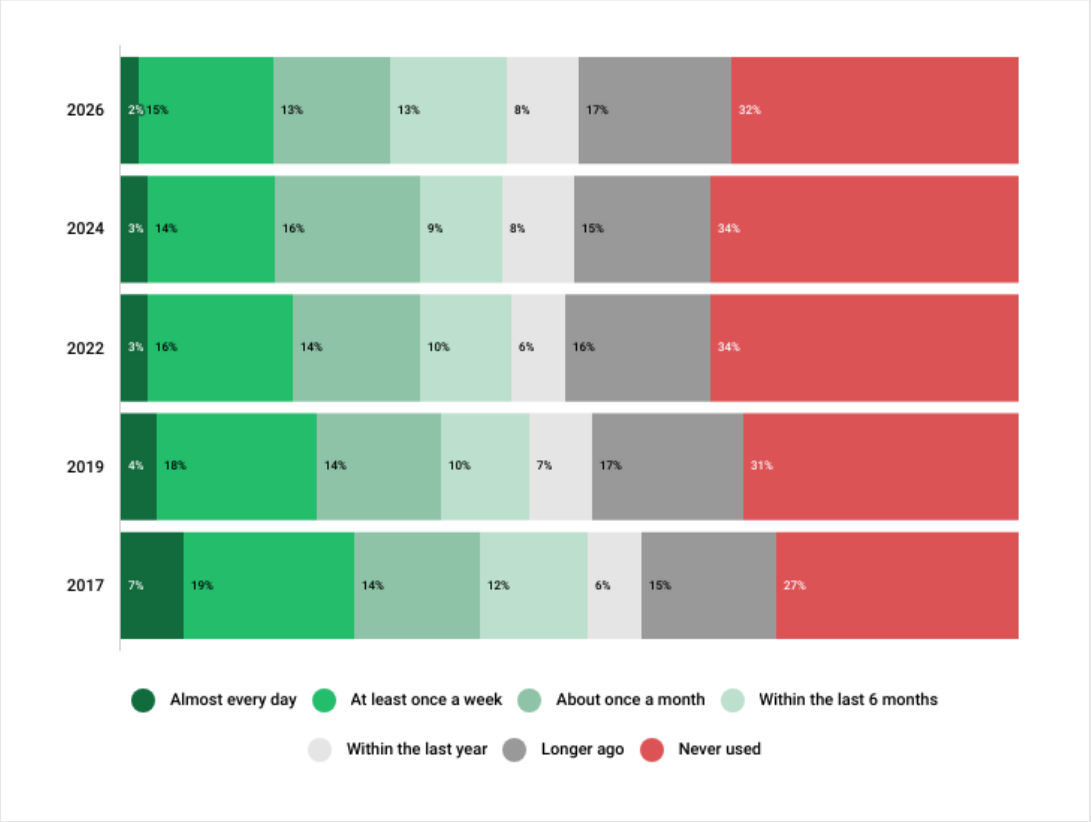


Table 89: Usage of play areas, by year

	Almost every day %	*At least once a week %*	*About once a month %*	*Within the last 6 months %*	*Within the last year %*	*Longer Ago %*	*Never Used %*
2026	2	15	13	13	8	17	32
2024	3	14	16	9	8	15	34
2022	3	16	14	10	6	16	34
2019	4	18	14	10	7	17	31
2017	7	19	14	12	6	15	27

Base: (2026: 806), (2024: 1,127), (2022: 1,285), (2019: 1,707), (2017: 1,316)

Table 90: Usage of play areas, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	0	1	1	1	1	7
At least once a week	9	12	17	15	23	16
About once a month	8	20	11	18	13	7
Within the last 6 months	26	15	13	7	12	9
Within the last year	4	6	11	4	8	9
Longer ago	24	17	14	16	11	22
Never used	29	29	34	38	32	29
Base: (All Respondents)	*(118)*	*(119)*	*(190)*	*(144)*	*(80)*	*(128)*

Frequency of using car parking

Residents report using SDC-run car parks less frequently than last survey: the proportion using it every day or at least once a week has fallen from 52% to 42%.

Looking at significant 2026 results:

- The 35-49 year old age group were more likely to use SDC car parks on a weekly if not more frequent basis than other age groups: 54% 35-49 year olds used them at least once a week or more, compared to 44% those aged 65years or above, 35% 18-34 year olds and 40% 50-64 year olds.

Figure 45: Usage of car parking

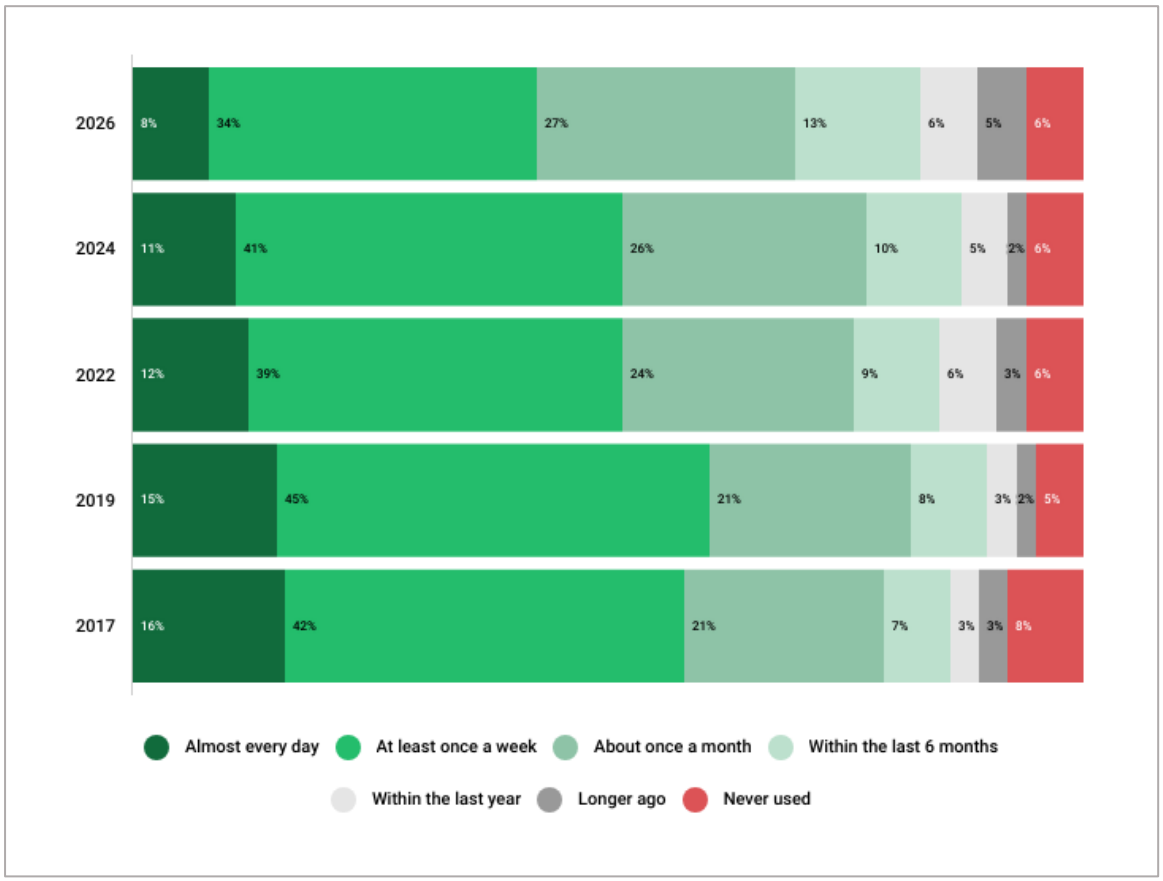


Table 91: Usage of car parking, by year

	Almost every day %	*At least once a week %*	*About once a month %*	*Within the last 6 months %*	*Within the last year %*	*Longer Ago %*	*Never Used %*
2026	8	34	27	13	6	5	6
2024	11	41	26	10	5	2	6
2022	12	39	24	9	6	3	6
2019	15	45	21	8	3	2	5
2017	16	42	21	7	3	3	8

Base: (2026: 1,039), (2024: 1,456), (2022: 1,659), (2019: 1,761), (2017: 1,634)

Table 92: Usage of car parking, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
Almost every day	11	9	12	8	5	4
At least once a week	22	31	30	44	38	42
About once a month	32	30	22	29	29	25
Within the last 6 months	22	16	12	8	12	9
Within the last year	6	3	7	4	6	9
Longer ago	4	4	7	2	5	5
Never used	3	8	10	3	5	5
Base: (All Respondents)	*(155)*	*(167)*	*(228)*	*(200)*	*(98)*	*(157)*

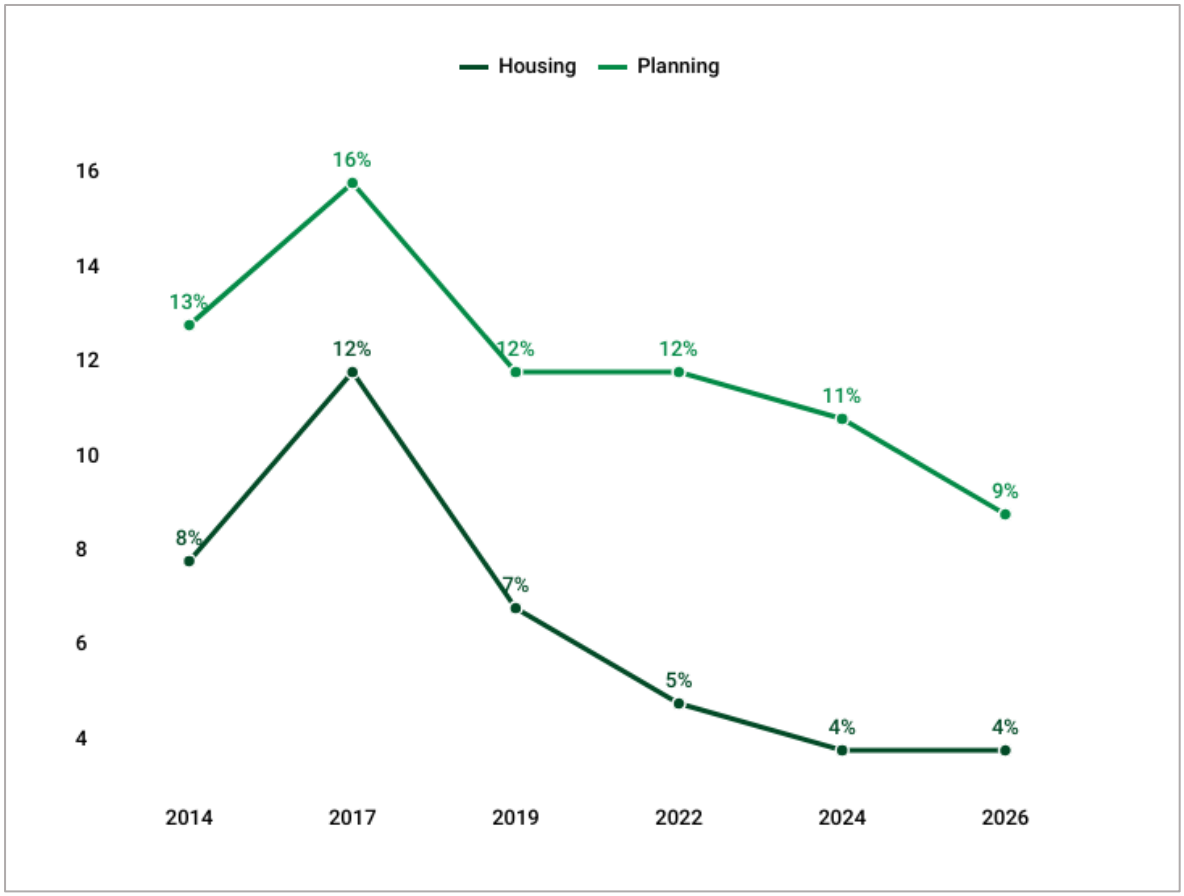
Use of housing and planning services in last 12 months

4% of respondents said that they or other members of their family had used housing services – remaining the lowest figure over the last ten years. 9% said that they had used planning services, falling to the lowest level yet.

Looking at significant 2026 results:

- 35-49 year olds were least likely to use housing services but the most likely to use planning.

Figure 46: Usage of housing and planning services



Base: (2026: 1,161), (2024: 1,657), (2022: 1,875), (2019: 1,795), (2017: 1,905), (2014: 1,930)

4.5 Community Safety/Anti-Social Behaviour

This section asked residents how safe they felt both during the day and at night; it also asked whether they felt that certain types of anti-social behaviour were a problem in their local area.

4.5.1 Feelings of Safety

Feeling safe after dark

The proportion saying that they felt very or fairly safe at night remained at 66%, while the percentage feeling fairly or very unsafe fell one point to 19%.

Looking at significant 2026 results:

- Stratford residents were less likely to feel very safe, with only 9% saying so compared to 18-24% residents in other localities.
- Stratford residents were also more likely to say that they felt fairly unsafe, 20% saying so compared to 8-14% residents other localities.
- Those aged 35-49 years were more likely to feel fairly unsafe than other age groups.

Figure 47: How safe or unsafe residents feel when outside after dark

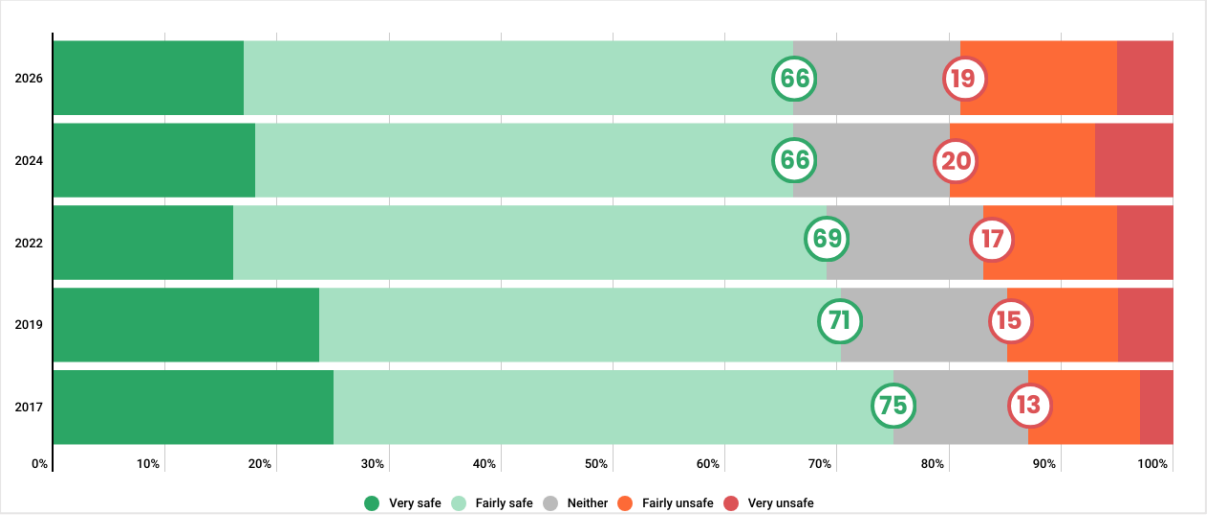


Table 93: How safe or unsafe residents feel when outside after dark by year

	Very Safe %	*Fairly Safe %*	*Neither %*	*Fairly Unsafe %*	*Very Unsafe %*
2026	17	49	15	14	5
2024	18	48	13	13	7
2022	16	53	14	12	5
2019	24	47	15	10	5
2017	25	50	12	10	3

Base: (2026: 1,106), (2024: 1,584), (2022: 1,766), (2019: 1,742), (2017: 1,772)

Table 94: How safe or unsafe residents feel when outside after dark by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Very safe	18	23	9	24	16	20
Fairly safe	46	46	47	49	59	49
Neither safe nor unsafe	16	12	18	15	12	15
Fairly unsafe	12	14	20	10	8	14
Very unsafe	9	5	7	3	5	2
Base: (All Respondents)	*(165)*	*(170)*	*(257)*	*(206)*	*(99)*	*(169)*

Feeling safe during the day

91% residents felt very or fairly safe during the day, rising two percentage points; the proportion feeling very or fairly unsafe rose two percentage points to 3%.

Looking at significant 2026 results:

- Wellesbourne/Kineton residents (66%) were more likely than other residents to say that they feel very safe during the day, while Stratford residents were least likely with 43% saying so.

Figure 48: How safe or unsafe residents feel when outside in the day

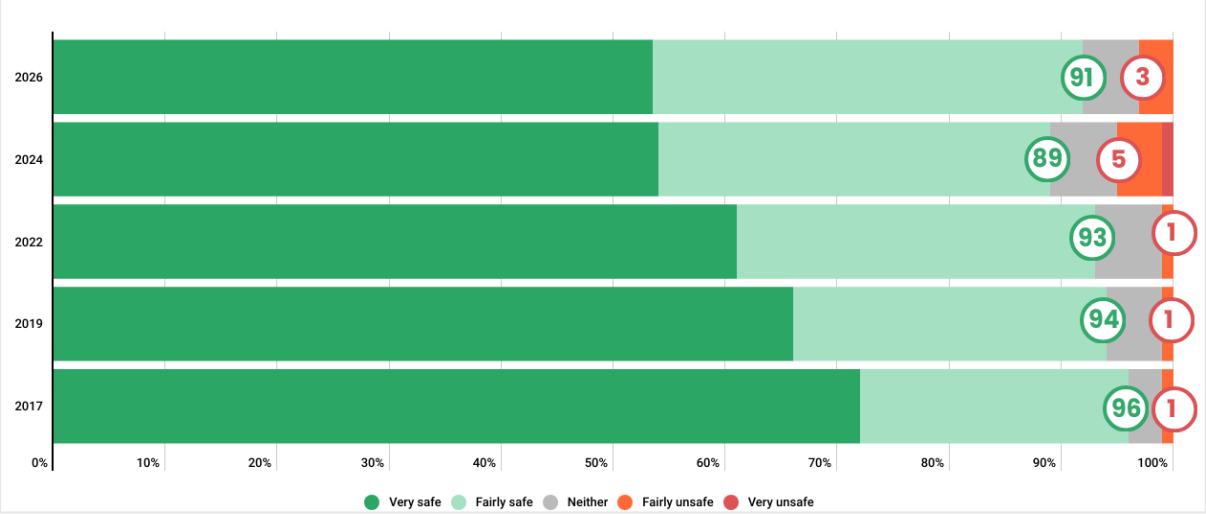


Table 95: How safe or unsafe residents feel when outside in the day by year

	Very Safe %	*Fairly Safe %*	*Neither %*	*Fairly Unsafe %*	*Very Unsafe %*
2026	53	38	5	3	0
2024	54	35	6	4	1
2022	61	32	4	1	0
2019	66	28	4	1	0
2017	72	24	3	1	0

Base: (2026: 1,126), (2024: 1,622), (2022: 1,803), (2019: 1,732), (2017: 1,794)

Table 96: How safe or unsafe residents feel when outside in the day by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Very safe	53	53	43	56	66	54
Fairly safe	36	35	50	34	27	39
Neither safe nor unsafe	5	7	4	6	4	7
Fairly unsafe	6	5	3	4	2	1
Very unsafe	0	0	1	0	0	0
Base: (All Respondents)	*(167)*	*(176)*	*(260)*	*(207)*	*(102)*	*(174)*

Where you feel unsafe

Given a list of locations, respondents were asked where they felt unsafe in the District.

Open spaces took over as the number one place for people to feel unsafe, with 50% respondents choosing this, followed by 'at or around bus stops/train stations/taxi ranks' at 41%.

Looking at significant 2026 results:

- Henley/Studley and Alcester/Bidford residents were more likely to feel unsafe on public transport: 42% Henley/Studley residents and 38% Alcester/Bidford residents said so compared to 14-27% residents in other localities.

- Stratford and Wellesbourne/Kineton residents were more likely to say they felt unsafe in open spaces than residents in other localities: 66% Stratford and 60% Wellesbourne/Kineton residents said so compared to 33-48% residents in other locations.

- Residents aged 35-49 years were more likely to feel unsafe in open spaces compared to other age groups: 61% 35-49 year olds compared to 45-52% in other age groups.

- Young people aged 18-34 years were most likely to feel unsafe to at home, and significantly more likely compared to 50-64 year olds, with 12% 18-34 years feeling unsafe at home compared to 3% aged 50-64 years.

- Young people were least likely to feel unsafe in car parks: 16% said so compared to 33% 35-49 years olds, 44% 50-64 year olds and 35% 65 years+.

- Female residents were statistically more likely to feel unsafe in taxis and in car parks: 11% females vs 1% males feel unsafe in taxis and 38% females vs 26% males feel unsafe in car parks.

Table 97: Where residents feel unsafe in Stratford District

Response	2024	2026
In open spaces, e.g. on the street, in parks	38%	50%
At or around a bus stop/train station or taxi rank	40%	41%
In car parks	36%	33%
On public transport, e.g. train, bus	16%	25%
In pubs, nightclubs, bars	19%	20%
Other	11%	17%
In rural/countryside areas	22%	16%
At commercial places, e.g. shops, petrol stations	13%	13%
At home	6%	8%
In a taxi	5%	7%
At places of entertainment, e.g. theatres, cinemas, cafes, restaurants	4%	6%
At school or college	2%	1%
At work	1%	1%
Base: (All Respondents)	***(820)***	***(555)***

86 "other" responses" were received and these are listed in Appendix F. 15 of these comments stated that the resident generally felt safe; footpaths and poorly lit streets, Stratford town centre and car parks were the most commonly mentioned places, with a number of comments talking about rough sleepers and street drinking as being worrying.

Table 98: In which places do you feel unsafe in Stratford District by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
At or around a bus stop/train station or taxi rank	46	35	49	46	41	25
On public transport	42	38	19	27	14	18
In a taxi	8	5	6	7	9	9
In car parks	39	36	29	38	25	35
At commercial places	7	16	13	14	14	10
At places of entertainment	2	3	7	8	12	5
In pubs, nightclubs, bars	11	13	22	25	18	26
In open spaces	41	48	66	44	60	33
In rural/countryside areas	26	17	14	15	21	11
At home	15	2	7	9	9	5
At school or college	0	1	1	2	0	1
At work	0	1	1	3	0	1
Other	9	20	20	18	14	15
Base: (If feel unsafe)	*(68)*	*(90)*	*(156)*	*(99)*	*(39)*	*(84)*

4.5.2 Anti-social behaviour

The biggest problems in terms of anti-social behaviour was fly tipping at 41%. Rural crime, dog fouling and people using or dealing drugs saw 38% of respondents saying that they were a very or a fairly big problem. Just 1% less at 37% was anti-social vehicle use.

Table 99: Aspects of anti-social behaviour, % saying very or fairly big problem

Anti-social behaviour	2026	2024	2022	2019	2017
	%	%	%	%	%
Fly tipping	41	39	42	30	25
Rural crime	38	39	36	41	-
Dog fouling	38	37	42	35	45
People using or dealing drugs	38	35	29	28	19
Anti-social vehicle use	37	36	29	-	-
Rubbish or litter lying around	30	29	29	20	20
Vandalism, graffiti, deliberate damage	23	20	17	16	14
Groups hanging around street	23	21	15	16	14
People being rowdy or drunk in public	20	24	12	11	11
Noisy neighbours/loud parties	12	10	8	10	9

Dog fouling

38% of respondents regard dog fouling as a very or fairly big problem, a one percentage point rise on 2024.

Looking at significant 2026 results:

- Exactly half of those aged 35 to 49 felt dog fouling was a very or fairly big problem.

Figure 49: Dog fouling

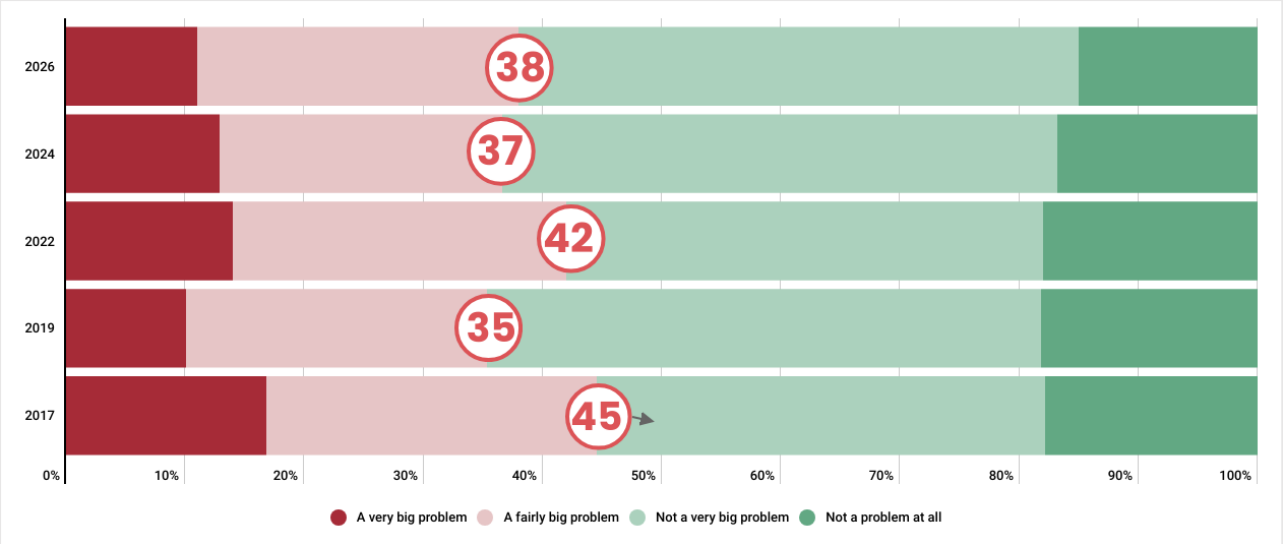


Table 100: Dog fouling by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	11	27	47	15
2024	13	24	47	17
2022	14	28	40	18
2019	10	25	46	18
2017	17	28	38	18

Base: (2026: 1,078), (2024: 1,562), (2022: 1,748), (2019: 1,734), (2017: 1,777)

Table 101: Dog fouling by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	1	4	5	5	2	2
A fairly big problem	7	8	9	11	10	9
Not a very big problem	31	34	42	24	32	36
Not a problem at all	61	54	44	60	56	53
Base: (All Respondents)	*(157)*	*(161)*	*(246)*	*(195)*	*(100)*	*(169)*

Fly tipping

41% of respondents regard fly tipping as a very or fairly big problem, a two point rise on 2024.

Looking at significant 2026 results:

- 55% of Henley/Studley locality residents and those in Wellesbourne/Kineton saw fly tipping as a fairly or big problem, in contrast to 29% of Stratford locality residents felt the same way.
- Exactly half of those in the 35 to 49 year old age group felt it was a very or fairly big problem.

Figure 50: Fly tipping

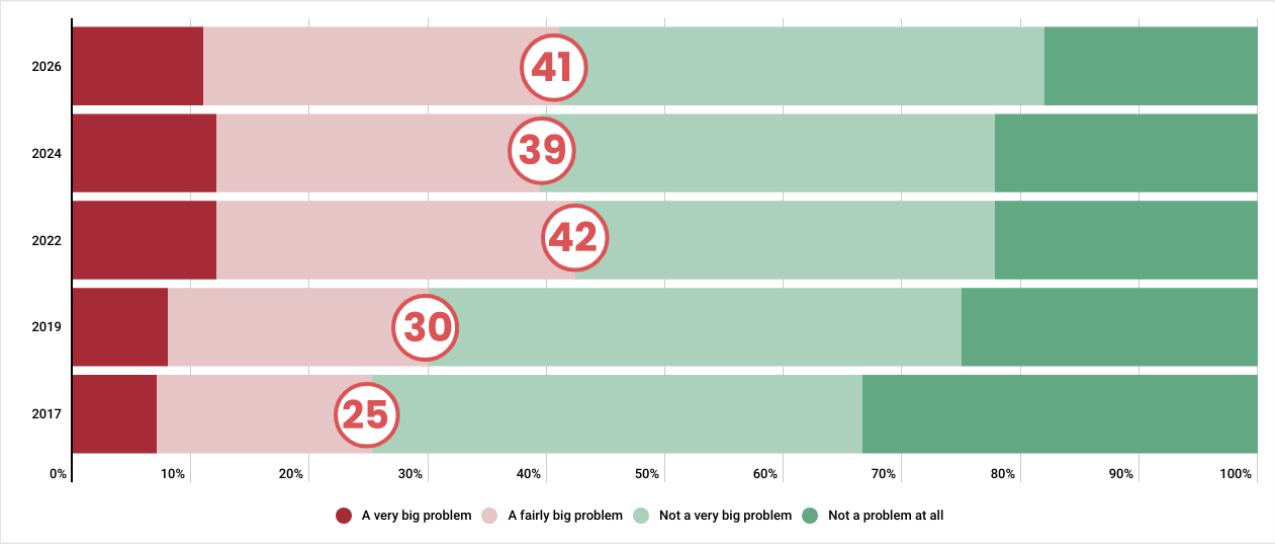


Table 102: Fly tipping by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	11	30	41	18
2024	12	27	38	22
2022	12	30	35	22
2019	8	22	45	25
2017	7	18	41	33

Base: (2026: 1,039), (2024: 1,487), (2022: 1,679), (2019: 1,714), (2017: 1,636)

Table 103: Fly tipping by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	18	10	10	10	10	10
A fairly big problem	37	36	19	23	45	33
Not a very big problem	29	39	49	42	27	47
Not a problem at all	16	15	22	25	19	11
Base: (All Respondents)	*(156)*	*(166)*	*(231)*	*(191)*	*(96)*	*(164)*

Rural crime

38% of respondents felt that rural crime was a very or fairly big problem, down one point on 2024.

Looking at significant 2026 results:

- Shipston residents (45%) and Henley/Studley residents (50%) were more likely to say that this was a very or fairly big problem.
- 18- to 34-year-olds were less likely to say it was a problem than other age groups.

Figure 51: Rural crime

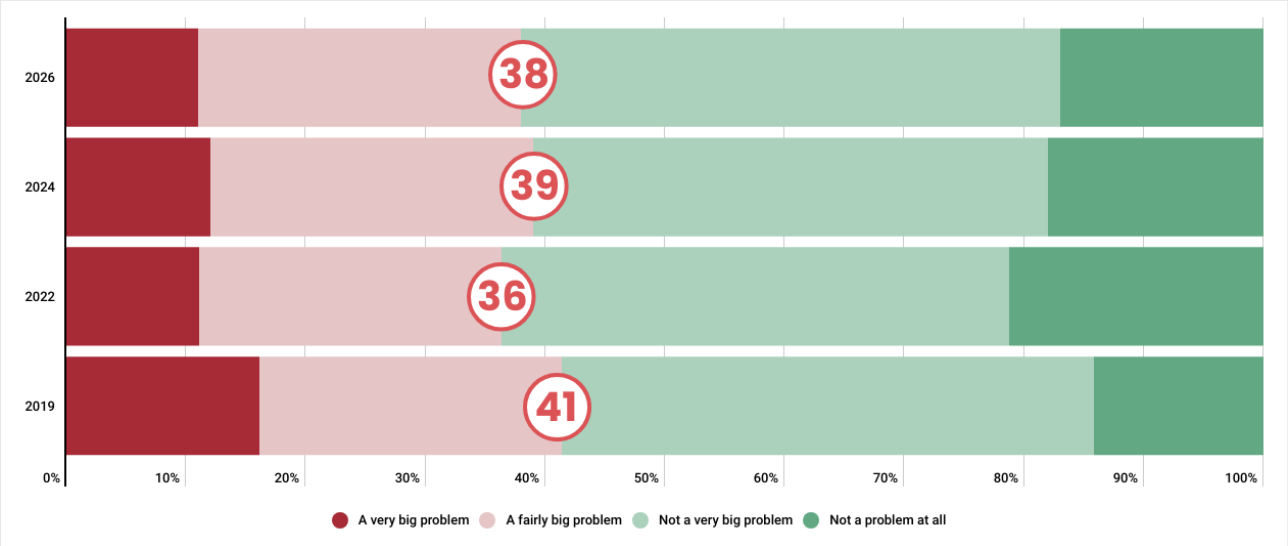


Table 104: Rural crime by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	11	27	45	17
2024	12	27	43	18
2022	11	25	42	21
2019	16	25	44	14

Base: (2026: 907), (2024: 1,284), (2022: 1,480), (2019: 1,714)

Table 105: Rural crime by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	14	11	9	15	7	9
A fairly big problem	36	30	19	30	25	29
Not a very big problem	35	48	49	40	43	49
Not a problem at all	14	11	22	15	25	12
Base: (All Respondents)	*(131)*	*(148)*	*(186)*	*(173)*	*(85)*	*(152)*

People using or dealing drugs

38% think people using or dealing drugs are a very or fairly big problem, a rise of three percentage points on 2024 and eleven on 2022.

Looking at significant 2026 results:

- Stratford residents were significantly more likely than residents of any other locality to say that people using or dealing drugs was a fairly or very big problem, with 56% of Stratford residents saying so. The least likely were Wellesbourne/Kineton (76%) saying it was not a very big problem or no problem at all.

Figure 52: People using or dealing drugs

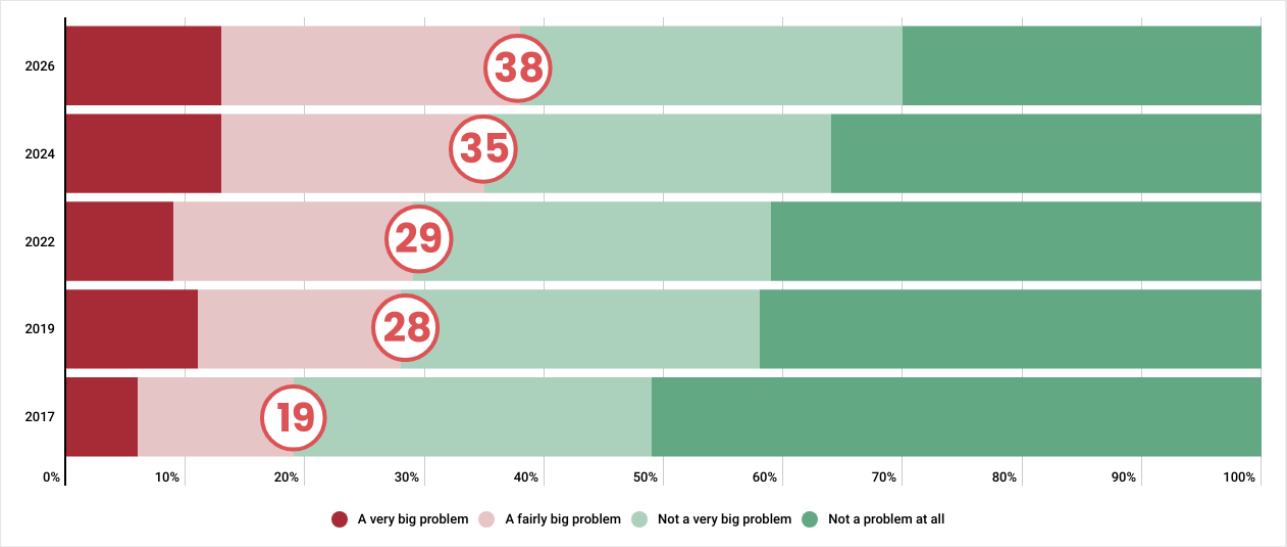


Table 106: People using or dealing drugs by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	13	25	32	30
2024	13	22	29	36
2022	9	20	30	41
2019	11	17	30	42
2017	6	13	30	51

Base: (2026: 950), (2024: 1,351), (2022: 1,461), (2019: 1,717), (2017: 1,418)

Table 107: People using or dealing drugs by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	18	16	19	8	7	6
A fairly big problem	18	23	37	20	16	25
Not a very big problem	26	33	27	30	38	40
Not a problem at all	37	28	17	42	38	28
Base: (All Respondents)	*(136)*	*(147)*	*(172)*	*(233)*	*(87)*	*(143)*

Rubbish or litter lying around

30% felt that rubbish or litter lying around was a very big or fairly big problem, one percentage point up on 2024.

Looking at significant 2026 results:

- 31% of Shipston area residents said it was not a problem at all. 36% of Henley/Studley area residents indicated it was a very or fairly big problem, the largest figure.
- Four in ten of those 35 to 49 felt it was a very or fairly big problem. Those aged 65 plus felt it was less of a problem than other age groups (27%)

Figure 53: Rubbish or litter lying around

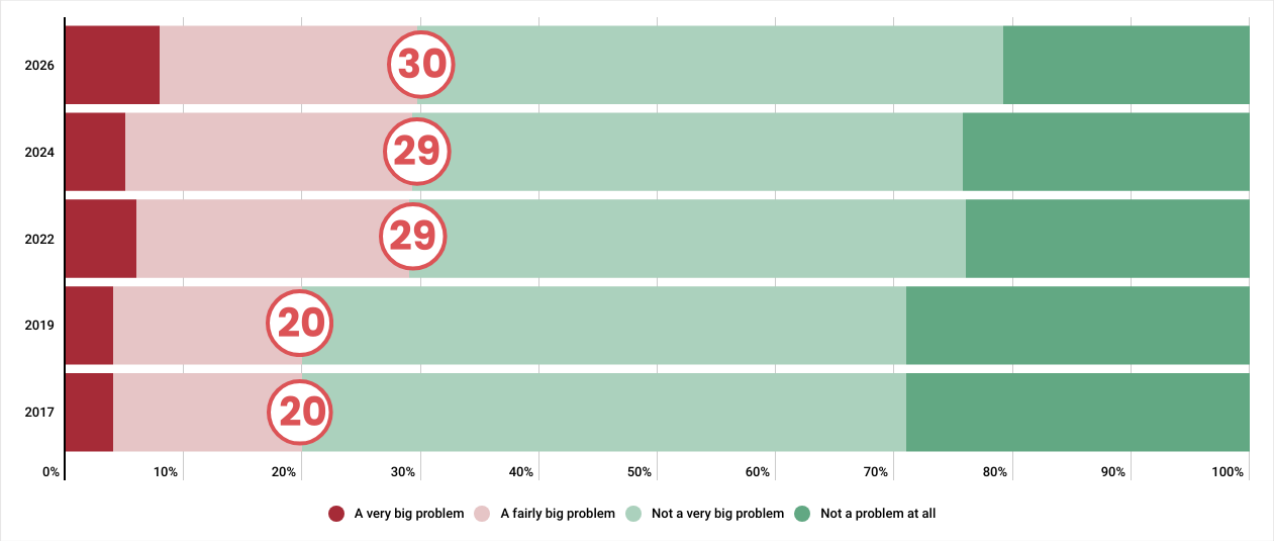


Table 108: Rubbish or litter lying around by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	8	22	50	21
2024	5	24	46	24
2022	6	23	47	24
2019	4	16	51	29
2017	4	16	51	29

Base: (2026: 1,097), (2024: 1,566), (2022: 1,778), (2019: 1,711), (2017: 1,781)

Table 109: Rubbish or litter lying around by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	13	11	7	4	12	3
A fairly big problem	23	23	27	13	15	26
Not a very big problem	40	51	48	52	45	62
Not a problem at all	24	15	18	31	28	10
Base: (All Respondents)	*(160)*	*(172)*	*(256)*	*(201)*	*(101)*	*(169)*

Anti-social vehicle use, e.g. racing around/inappropriate gatherings/nuisance

37% of respondents thought anti-social vehicle use such as racing was a very or fairly big problem, an increase of eight percentage points since 2022.

Looking at significant 2026 results:

- Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly of very big problem, with 44% saying so. In contrast, 27% of Wellesbourne/Kineton area residents thought it was a problem.

- Just over half in the 35 to 49 age group felt it was a very or fairly big problem (51%).

Figure 54: Anti-social vehicle use

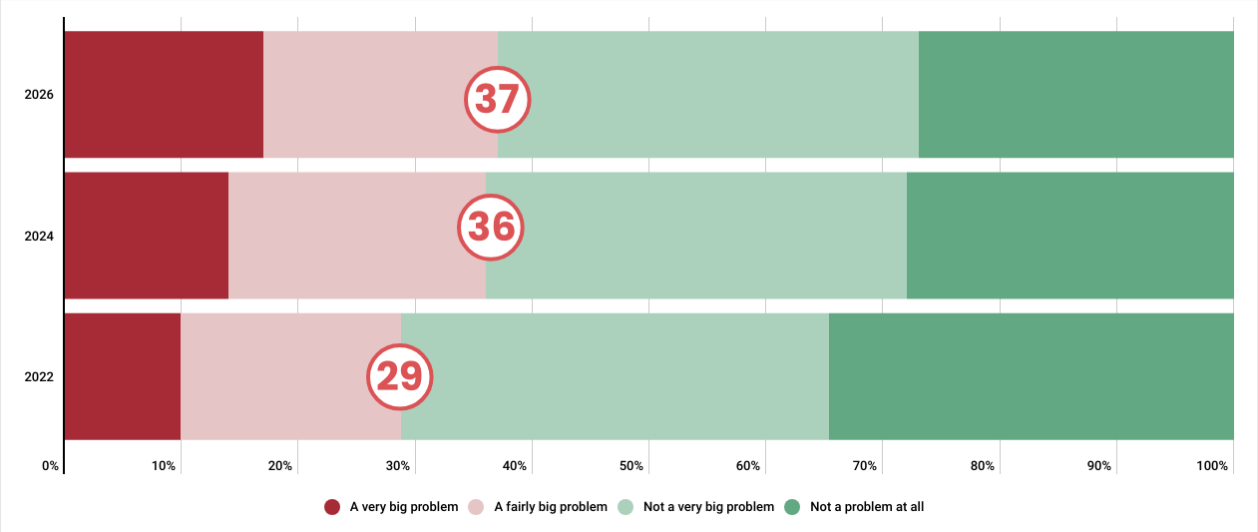


Table 110: Anti-social vehicle use by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	17	20	36	27
2024	14	22	36	28
2022	10	19	37	35

Base: (2026: 1,043), (2024: 1,502), (2022: 1,659)

Table 111: Anti-social vehicle use by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	20	16	24	15	12	9
A fairly big problem	21	22	20	15	15	30
Not a very big problem	27	41	36	32	43	35
Not a problem at all	32	20	19	39	30	26
Base: (All Respondents)	*(154)*	*(165)*	*(244)*	*(184)*	*(99)*	*(165)*

Vandalism, graffiti and other deliberate damage to property or vehicles

23% of those surveyed believe vandalism, graffiti and other deliberate damage to property or vehicles are a very or fairly big problem, an increase of three points on 2024 and the highest level seen for nine years.

Looking at significant 2026 results:

- Henley/Studley residents were more likely to consider this 'not a problem at all' at 43%. 35% of Stratford town residents felt it was a very or fairly big problem.

- 26% of male respondents against 20% of females felt vandalism etc was a problem to some extend

Figure 55: Vandalism, graffiti and other deliberate damage to property or vehicles

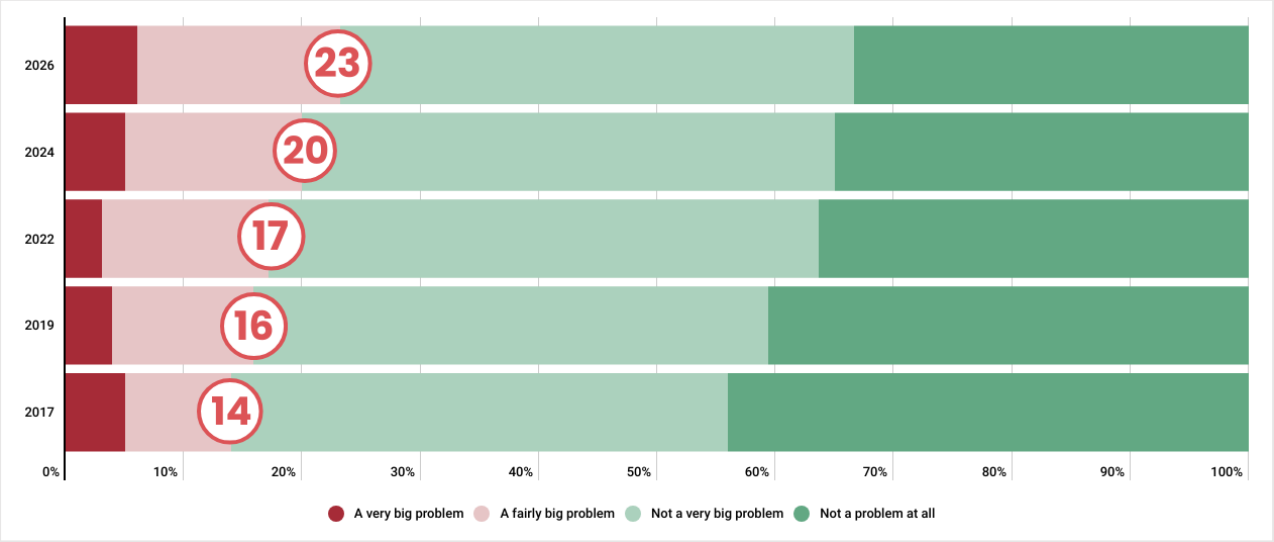


Table 112: Vandalism, graffiti and other deliberate damage to property or vehicles by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	6	17	43	33
2024	5	15	45	35
2022	3	14	46	36
2019	4	12	44	41
2017	5	9	42	44

Base: (2026: 1,060), (2024: 1,521), (2022: 1,717), (2019: 1,717), (2017: 1,705)

Table 113: Vandalism, graffiti and other deliberate damage to property or vehicles by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	3	7	12	4	3	4
A fairly big problem	21	14	23	17	13	10
Not a very big problem	32	41	46	41	48	49
Not a problem at all	43	37	19	38	35	37
Base: (All Respondents)	*(156)*	*(168)*	*(247)*	*(192)*	*(94)*	*(168)*

Groups hanging around the streets

23% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, up two points on 2024 and up eight points on 2022. This is the highest level seen over the past five surveys.

Looking at significant 2026 results:

- Stratford residents were much more likely to feel that this was a problem (32%), while Shipston locality residents were much more likely to not consider this a problem at all (53%).

- 48% of those aged 65 plus did not feel it was a problem at all.

Figure 56: Groups hanging around the streets

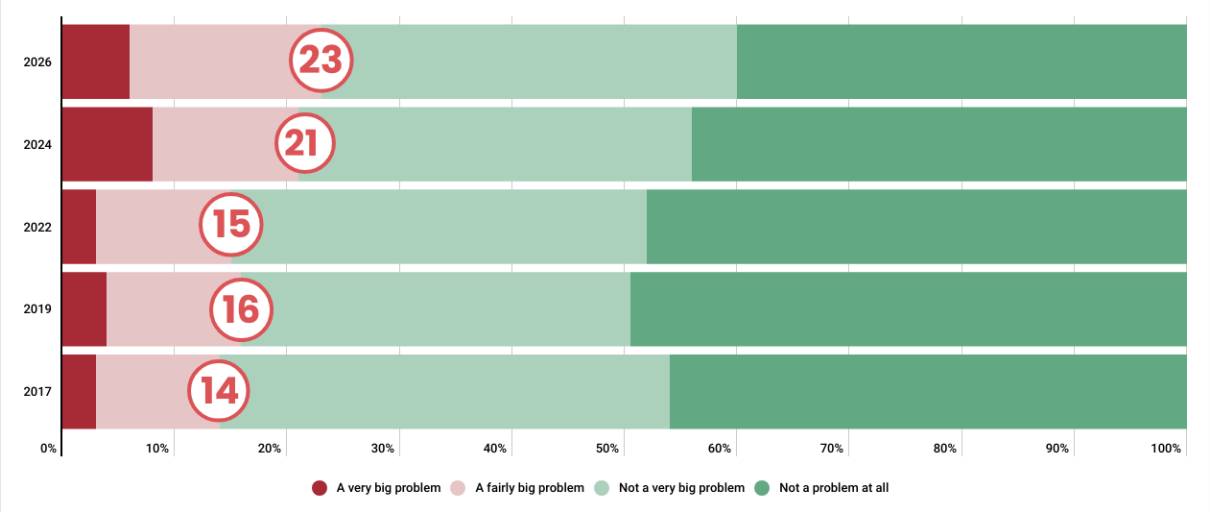


Table 114: Groups hanging around the streets by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	6	17	37	40
2024	8	13	35	44
2022	3	12	37	48
2019	4	12	35	50
2017	3	11	40	46

Base: (2026: 1,049), (2024: 1,517), (2022: 1,678), (2019: 1,718), (2017: 1,684)

Table 115: Groups hanging around the streets by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	9	8	7	5	5	2
A fairly big problem	16	16	25	14	8	15
Not a very big problem	27	38	43	28	41	41
Not a problem at all	48	38	25	53	46	43
Base: (All Respondents)	*(153)*	*(164)*	*(245)*	*(192)*	*(97)*	*(165)*

People being drunk or rowdy in public places

20% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, a drop of four percentage points on 2024.

Looking at significant 2026 results:

- Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly of very big problem, with 39% saying so. In contrast, only 12% of Wellesbourne/Kineton and 11% of Southam residents thought it was a problem to a degree.

Figure 57: People being drunk or rowdy in public places

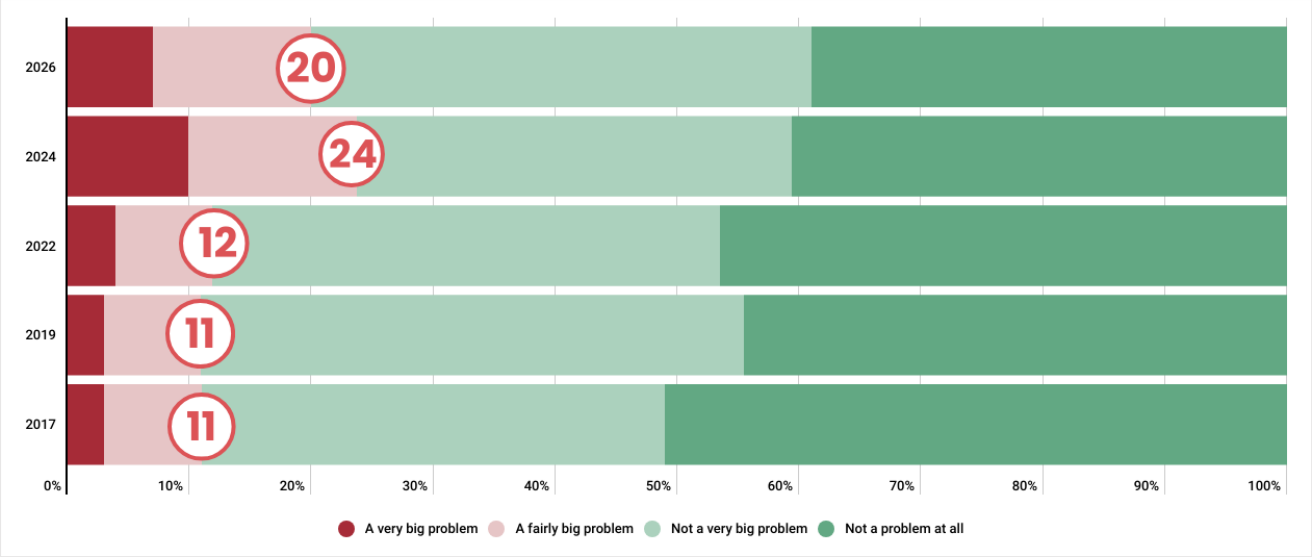


Table 116: People being drunk or rowdy in public places by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	7	13	41	39
2024	10	14	36	41
2022	4	8	42	47
2019	3	8	45	45
2017	3	8	38	51

Base: (2026: 1,014), (2024: 1,442), (2022: 1,590), (2019: 1,703), (2017: 1,581)

Table 117: People being drunk or rowdy in public places by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	6	6	16	3	2	1
A fairly big problem	8	7	23	11	10	10
Not a very big problem	44	49	40	33	39	45
Not a problem at all	43	38	21	53	49	43
Base: (All Respondents)	*(146)*	*(155)*	*(242)*	*(184)*	*(93)*	*(160)*

Noisy neighbours or loud parties

12% of residents felt noisy neighbours or loud parties were a fairly or very big problem. This is two points up on 2024 and the highest figure for the last five surveys.

Figure 58: Noisy neighbours or loud parties

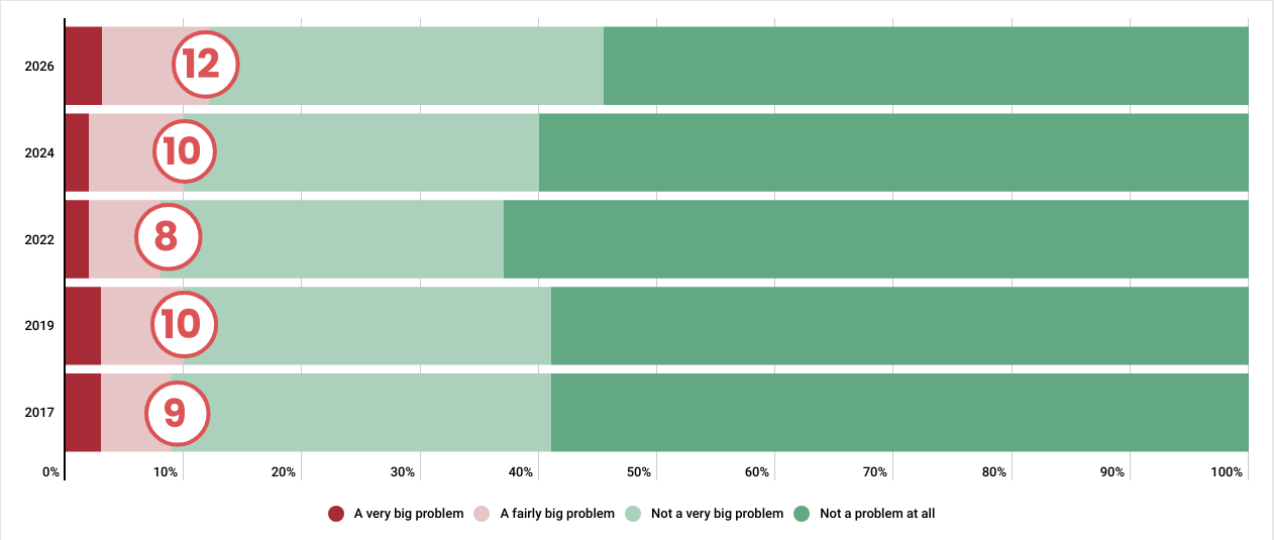


Table 118: Noisy neighbours or loud parties by year

	A very big problem %	*A fairly big problem %*	*Not a very big problem %*	*Not a problem at all %*
2026	3	9	33	54
2024	2	8	30	60
2022	2	6	29	63
2019	3	7	31	59
2017	3	6	32	59

Base: (2026: 1,064), (2024: 1,535), (2022: 1,736), (2019: 1,722), (2017: 1,727)

Table 119: Noisy neighbours or loud parties by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
A very big problem	1	4	5	5	2	2
A fairly big problem	7	8	9	11	10	9
Not a very big problem	31	34	42	24	32	36
Not a problem at all	61	54	44	60	56	53
Base: (All Respondents)	*(157)*	*(161)*	*(246)*	*(195)*	*(100)*	*(169)*

4.6 Community

A couple of new questions were added to the 2026 survey on community.

4.6.1 Social Isolation

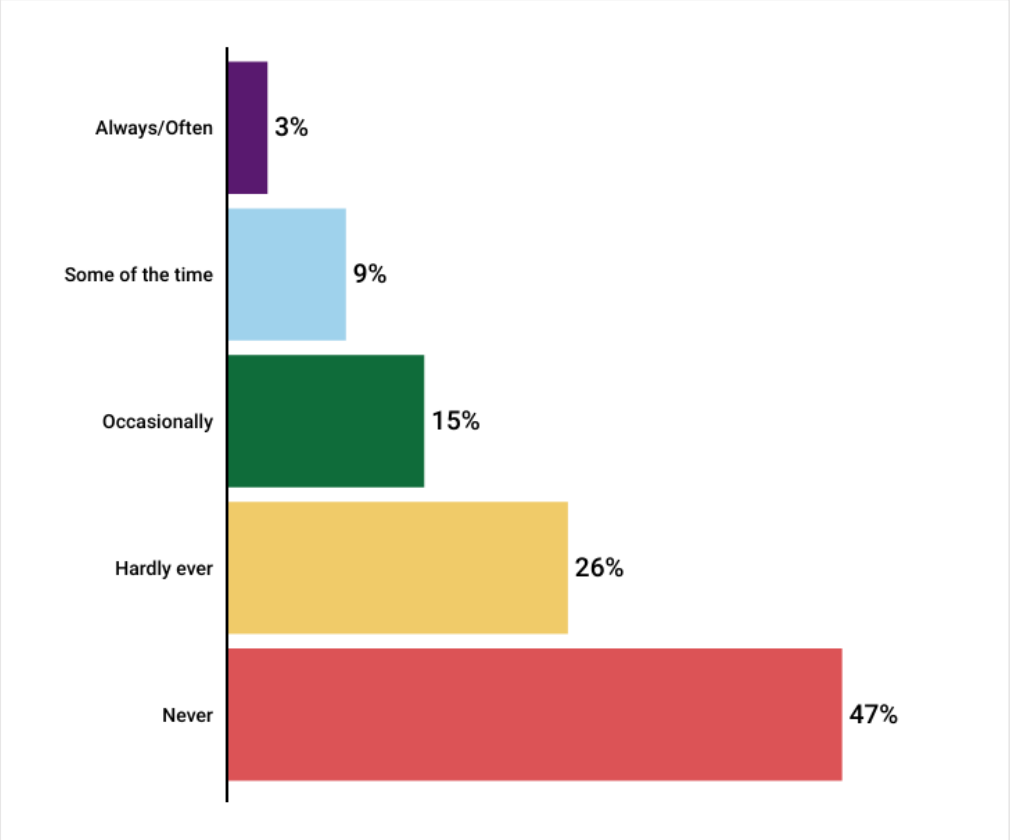
Respondents were asked how often they have felt lonely or socially isolated in the last 12 months.

3% of respondents felt they were always or often lonely or socially isolated. A further 9% said some of the time, 15% occasionally and 26% hardly ever. 47% felt they were never in this position.

Looking at significant 2026 results:

- 31% of female respondents were more likely to say always/often, some of the time or occasionally, against 22% of male respondents.

Figure 58: In the last 12 months, how often have you felt lonely or socially isolated?



Base: (2026: 1,126)

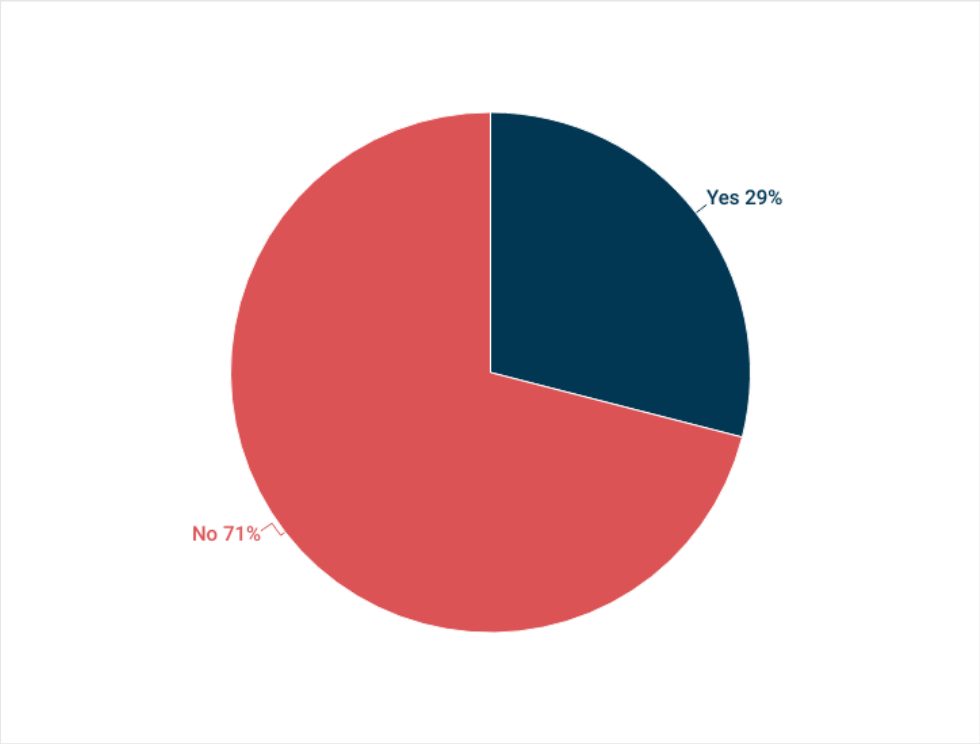
4.6.2 Volunteering

Almost three in ten (29%) of respondents currently volunteered some time to work with others, for a community group, local charity, or in some way in their area.

Looking at significant 2026 results:

- 38% of those aged 65 plus volunteered some time, against 11% in the 18 to 34 year old age bracket.

Figure 59: Whether currently volunteer some time to work with others, for a community group, local charity, or in some other way in their area



Base: (2026: 1,122)

4.7 Climate Change

This section aimed to find out what measures residents had already taken, or were considering, to tackle climate change.

4.7.1 Actions taken by residents to tackle climate change

As in the previous two surveys, Re-use and recycle as much as possible was the most implemented action already taken, with 87% saying that they have done this compared to 92% in 2024 and 88% in 2022.

Looking at significant 2026 results:

- Older people are more likely to have **made their home energy efficient.**
- Those under 65 years were prepared to **switch to a renewable energy provider** or had done so more than those aged 65+. By locality, those in Wellesbourne/Kineton were more likely to have done it (53%).
- Those under 49 were more likely to want to **install renewable energy** at home, while those aged 65+ were least likely to want to do this. 48% of Shipston and Southam residents would like to do this, but need more support, the highest for a locality. 25% of Wellesbourne/Kineton residents have already done this. 27% of Alcester residents would not consider doing this.
- **Travel by private vehicle as little as possible** - Stratford residents were most likely to have already done this, with exactly half saying that they had. Least likely to do this was for Wellesbourne/Kineton residents (34%). 38% of 65 plus residents had already done this.
- The older the respondent, the less likely they were to want to **replace a petrol/diesel care with an electric one.** Henley/Studley locality residents were least likely to want to do this (45%). 31% of Wellesbourne/Kineton residents have already done so.
- Female respondents were more likely to **reuse and recycle** than male respondents – 91% vs 84%.
- 19% of those aged 18-34 would not consider **putting food waste in a caddy for collection**. 13% of Stratford residents and 12% in Shipston would not consider doing this.
- Those aged 18-34 were more likely to say that they wanted help to **home compost as much garden waste as possible.** Younger residents were least likely to do this. Stratford (34%) residents were least likely to say that they had already undertaken this. 29% of Southam residents would not consider doing this.
- The older the resident the more likely they had already **created space for wildlife in their garden.** 37% of those 18 to 34 would like to do this but need more support. Stratford town residents were least likely to say that they had already undertaken this (50%). 17% of Henley/Studley residents would not consider doing this.

Figure 60: Actions taken by residents in respect of climate change

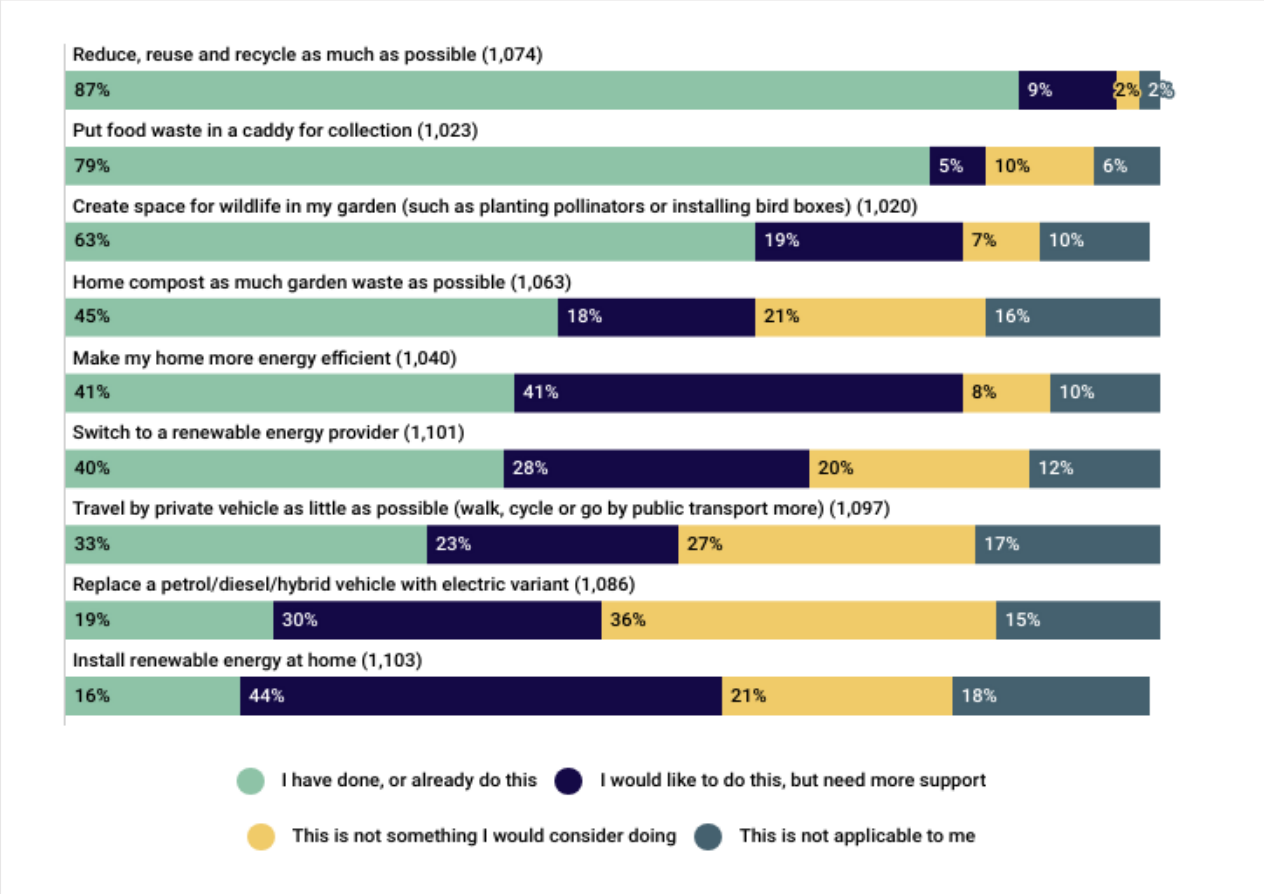


Table 120: Made my home more energy efficient, by year

	I have done, or already do this *%*	*I would like to do this, but need more support* *%*	*This is not something I would consider doing* *%*	*This is not applicable to me* *%*
2026	41	41	8	10
2024	51	32	7	10
2022	48	37	7	8
2019	52	31	6	11

Base: (2026: 1,074, 2024: 1,476)

Table 121: Made my home more energy efficient, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	39	44	37	42	45	42
I would like to do this, but need more support	41	37	42	38	44	42
This is not something I would consider doing	14	8	7	12	4	5
This is not applicable to me	5	11	15	8	7	11
Base: (All Respondents)	*(161)*	*(172)*	*(254)*	*(201)*	*(101)*	*(166)*

Table 122: Switched to a renewable energy provider, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	40	28	20	12
2024	46	27	17	10
2022	39	33	18	10
2019	34	31	21	14

Base: (2026: 1,023, 2024: 1,344)

Table 123: Switched to a renewable energy provider, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	36	33	39	40	53	39
I would like to do this, but need more support	30	27	28	28	29	29
This is not something I would consider doing	26	21	19	20	9	20
This is not applicable to me	8	20	15	11	9	11
Base: (All Respondents)	*(154)*	*(165)*	*(243)*	*(187)*	*(100)*	*(155)*

Table 124: Installed renewable energy at home, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	16	44	21	18
2024	13	46	23	17
2022	12	47	22	19
2019	12	40	24	25

Base: (2026: 1,020, 2024: 1,355)

Table 125: Installed renewable energy at home, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	17	13	11	19	25	18
I would like to do this, but need more support	43	41	43	48	41	48
This is not something I would consider doing	27	20	22	18	21	22
This is not applicable to me	12	26	24	15	13	12
Base: (All Respondents)	*(152)*	*(162)*	*(238)*	*(190)*	*(981)*	*(162)*

Table 126: Travelled by private vehicle as little as possible, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	33	23	27	17
2024	39	23	24	14
2022	38	23	24	15
2019	37	21	28	14

Base: (2026: 1,063, 2024: 1,446)

Table 127: Travelled by private vehicle as little as possible, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	36	31	50	23	22	24
I would like to do this, but need more support	17	23	20	25	32	27
This is not something I would consider doing	33	26	20	29	34	25
This is not applicable to me	14	21	11	22	13	24
Base: (All Respondents)	*(163)*	*(168)*	*(253)*	*(196)*	*(100)*	*(164)*

Table 128: Replaced a petrol or diesel vehicle with an electric variant, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	19	30	36	15
2024	15	31	42	12
2022	11	43	32	14
2019	6	38	36	19

Base: (2026: 1,040, 2024: 1,393)

Table 129: Replaced a petrol or diesel vehicle with an electric variant, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	19	18	14	24	21	13
I would like to do this, but need more support	25	25	32	30	28	35
This is not something I would consider doing	45	37	34	33	30	43
This is not applicable to me	11	19	20	13	12	10
Base: (All Respondents)	*(154)*	*(168)*	*(245)*	*(195)*	*(97)*	*(162)*

Table 130: Reuse and recycle as much as possible, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	87	9	2	2
2024	92	5	2	1
2022	88	8	3	1
2019	91	8	1	1

Base: (2026: 1,101, 2024: 1,566)

Table 131: Reuse and recycle as much as possible, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	87	86	87	89	87	88
I would like to do this, but need more support	9	9	8	8	11	9
This is not something I would consider doing	4	2	2	3	0	2
This is not applicable to me	0	3	3	0	2	2
Base: (All Respondents)	*(168)*	*(171)*	*(257)*	*(208)*	*(103)*	*(173)*

Table 132: Put food waste in a caddy for collection, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	79	5	10	6
2024	76	5	12	7
2022	48	26	16	10
2019	73	11	9	7

Base: (2026: 1,097, 2024: 1,541)

Table 133: Put food waste in a caddy for collection, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	88	82	75	76	82	77
I would like to do this, but need more support	2	3	7	7	6	6
This is not something I would consider doing	5	7	13	12	7	9
This is not applicable to me	5	8	5	5	5	9
Base: (All Respondents)	*(165)*	*(177)*	*(257)*	*(207)*	*(105)*	*(169)*

Table 134: Home composted as much garden waste as possible, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	45	18	21	16
2024	48	15	21	16
2022	47	18	21	14
2019	52	15	18	15

Base: (2026: 1,086, 2024: 1,472)

Table 135: Home composted as much garden waste as possible, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	61	53	34	41	47	48
I would like to do this, but need more support	13	20	20	19	25	12
This is not something I would consider doing	15	13	21	26	17	29
This is not applicable to me	11	14	26	14	12	11
Base: (All Respondents)	*(163)*	*(174)*	*(250)*	*(206)*	*(102)*	*(171)*

Table 136: Create space for wildlife in my garden, by year

	I have done, or already do this %	*I would like to do this, but need more support* %	*This is not something I would consider doing* %	*This is not applicable to me* %
2026	63	19	7	10
2024	67	14	8	11
2022	63	16	11	10
2019	64	14	11	11

Base: (2026: 1,103, 2024: 1,529)

Table 137: Created space for wildlife in my garden, by locality

BY LOCALITY	***Henley/ Studley***	***Alcester/ Bidford***	***Stratford***	***Shipston***	***Welles-bourne/ Kineton***	***Southam***
	%	**%**	**%**	**%**	**%**	**%**
I have done, or already do this	71	69	50	69	75	61
I would like to do this, but need more support	9	18	18	25	17	26
This is not something I would consider doing	17	5	10	2	3	6
This is not applicable to me	3	8	23	4	5	7
Base: (All Respondents)	*(168)*	*(177)*	*(256)*	*(207)*	*(103)*	*(172)*

Residents were asked what barriers they have encountered to implementing sustainable changes and how the Council could help to overcome this. 439 responses were received and are summarised below.

The main barrier mentioned in the comments was **cost**; specifically, the cost of purchasing and installing solar panels, heat pumps or other renewable energy sources, and the cost associated with buying electric vehicles, were thought to be prohibitive by over a third of respondents (36%). Many respondents, particularly older ones, **did not feel that investing in these would make financial sense** as the timeframe for recouping the initial outlay for, say, solar panels was potentially over decades rather than months or years, and so just was not worth the effort. In order for many respondents to consider making these sorts of changes, they would need to have access to **subsidies or grants**; a few said that when they had tried to access this sort of support, they had not filled relevant criteria and therefore not been able to go ahead**. Finding out about what measures they could take and who were trustworthy suppliers** was another problem, highlighted by over one in ten respondents (13%).

15% of respondents said that their **property's age and construction, it being located in a conservation area or being listed meant that they faced significant difficulties in making their home more energy efficient,** not least because gaining planning permission was not easy. There was some feeling that **new homes should come with solar panels and other renewable energy sources as a standard requirement through planning**. Respondents who were **renting** their home, **living in social housing or who lived in a flat** talked about facing restrictions on what they were allowed to do with the property which made energy efficiency measures unachievable for them.

The **lack of public transport** across the district was raised as a barrier to reducing private car use, especially for those residents living in rural areas. Some residents talked about **barriers against purchasing electric vehicles** citing the lack of a good charging network, living in homes with on-street parking only which made charging at home tricky, and there being a lack of automotive mechanics with their necessary skills to service electric vehicles. These issues, along with doubts over the range and build quality of these vehicles, highlighted the many different reasons why residents had not committed to changing from a diesel or petrol vehicle as yet.

Table 138: Barriers encountered to implementing sustainable change and how the Council could help to overcome them

Topic	Number of comments	% comments
Cost	160	36%
Want support or grants	72	16%
Property age/listing/planning	64	15%
Public transport	56	13%
Lack of info/trust in suppliers	56	13%
Waste/recycling collection	22	5%
Food caddies	21	5%
Restrictions due to social housing/renting	18	4%
Does not make financial sense	16	4%
Composting at home	16	4%
Too old to do anything	15	3%
Electric vehicles	14	3%
All a waste of time	9	2%
Cycle paths/footpaths/pavements	7	2%
Time to research is limited	6	1%
Disability	6	1%
Issues with solar panels	6	1%
Issues with heat pumps/other renewable energy	5	1%
Access to the tip	4	1%
New houses should have requirement for renewables	4	1%
Gardens too small	4	1%
Council grass cutting etc	3	1%
Miscellaneous	93	21%
Base: (All Respondents)	***(439)***	

4.8 Household and Personal Profile

All results in this section are unweighted.

4.8.1 Household Information

Table 139: Tenure of accommodation

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
Owned outright	60	65	63	64	66
Owned with a mortgage	21	20	21	22	22
Rent from Housing Association/Trust	11	8	9	7	6
Rent from a private landlord	6	5	5	6	5
Other	2	2	2	1	2
BASE:	*(1,883)*	*(1,755)*	*(1,790)*	*(1,624)*	*(1,121)*

Table 140: Have you moved into the District in the last five years?

Response	2024	2026
	%	%
Yes	23	21
No	77	79
BASE:	*(1,593)*	*(1,110)*

Respondents were asked where they had moved from and the postcodes are included in Appendix G. 208 postcodes provided.

Table 141: How many children aged 17 years and under live in your household?

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
One	7	7	6	6	6
Two	7	6	5	7	6
Three	1	1	1	1	1
Four	0	0	0	<1	<1
More than four	0	0	0	0	1
None	85	85	87	85	87
BASE:	*(1,837)*	*(1,751)*	*(1,770)*	*(1,610)*	*(1,113)*

Table 142: How many adults aged 18 years or over live in your household?

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
One	32	31	31	31	30
Two	57	58	59	59	60
Three	8	7	7	8	7
Four	2	3	2	2	2
More than four	1	0	1	1	<1
BASE:	*(1,800)*	*(1,725)*	*(1,737)*	*(1,584)*	*(1,105)*

4.8.2 Personal Information

Table 143: Gender

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
Male (inc. trans male)	42	44	42	41	42
Female (inc. trans female)	58	54	54	55	53
Prefer not to say	-	2	3	3	3
Prefer to self-declare (see Appendix G)	-	0	1	1	1
Non-binary/agender/ Gender fluid	-	-	0	0	<1
BASE:	*(1,842)*	*(1,740)*	*(1,746)*	*(1,575)*	*(1,101)*

Table 144: Age

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
Up to 29	2	2	2	2	2
30 to 39	6	5	5	7	7
40 to 49	10	9	9	9	9
50 to 59	18	19	18	18	15
60 to 69	24	25	23	23	28
70 to 79	24	27	27	26	24
80 plus	15	14	15	15	15
BASE:	*(1,806)*	*(1,683)*	*(1,746)*	*(1,546)*	*(1,076)*

Table 145: Disability or long-standing illness

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
Yes	41	37	33	30	33
No	59	63	67	70	67
BASE:	*(1,804)*	*(1,722)*	*(1,758)*	*(1,584)*	*(1,101)*

Table 146: Does this limit daily activity?

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
Yes	63	60	73	75	78
No	37	40	27	25	22
BASE:	*(722)*	*(637)*	*(570)*	*(460)*	*(348)*

Table 147: Ethnicity

Response	2017	2019	2022	2024	2026
	%	%	%	%	%
White English/Welsh/Scottish Northern Irish/British	97.3	96.9	95.5	94.4	93.9
Any other White background	1.7	2.2	2.1	2.9	3.3
Mixed or Multiple Ethnic Group	0.3	0.4	0.8	0.4	0.8
Asian or Asian British	0.5	0.4	0.9	1.5	1.4
Black, African, Caribbean or Black British	0.1	0.0	0.3	0.4	0.2
Other ethnic group	0.1	0.2	0.6	0.3	0.5
BASE:	*(1,849)*	*(1,740)*	*(1,778)*	*(1,595)*	*(1,111)*

4.10 Final comments: Anything to add or expand on previous answers

Respondents were finally asked to provide any further comments they felt necessary, or to expand on any previous answers given in the survey. 405 responses were received.

A number of different themes emerged within these comments, which are summarised in the table below. The eight most mentioned topics are explored in more detailed below.

The most mentioned topic was around **planning and development,** with many of these comments suggesting that there had been too much housing development in the district without adequate infrastructure put in place to cope with the increase in population, while others highlighted other negatives with new housing developments including their appearance and their location on greenfield land. A handful of these comments talked about difficulties they had faced with the planning department, either in gaining planning permission, or when trying to object to proposed development.

Crime, policing and anti-social behaviour was the second most mentioned topic. A number of these comments pointed to a lack of police presence and the closure of the Police Station in Stratford as being problematic. Some noted that drug dealing and drug taking was happening openly with no police attention. **Speeding and dangerous driving** were mentioned by just under 10% comments, many of which wanted to see measures taken against these; seven comments specifically mention 'boy racers' or people racing cars, particularly at night, as being an issue. The problem of speeding appears to be spread across the district rather than being specific to one area.

The **poor state of roads** across the district was an issue raised by 13% comments. with commonly highlighted problems including potholes, roads becoming busier due to housing development, lack of adequate street lighting and poor pavements.

Stratford's deteriorating attractiveness came in for further commentary in 9% responses, just as it had done in the earlier question about the local economy, with many of the same points brought up again such as empty buildings, begging and homelessness, anti-social behaviour and a general shabbiness in the physical environment such as shop fronts, roads, pavements and litter. Many of these comments wanted to see a revived centre with more independent shops and bars.

Table 148: Comments made by residents

Topic (4 or more comments)	Number of comments	% of comments
Planning/development/infrastructure	102	25%
Crime/policing/ASB	63	16%
Roads	52	13%
Speeding/bad driving/racing	38	9%
Town centre is deteriorating/shabby	36	9%
Public transport is poor	35	9%
Litter/dog fouling	32	8%
Problems with SDC	31	8%
Pavements	30	7%
Shops are poor	28	7%
Parking	26	6%
Grass/hedge maintenance	25	6%
Traffic	23	6%
Climate change	23	6%
Pleased with SDC	21	5%
Accessibility/disability issues	20	5%
Nuisance neighbours/noise	20	5%
Waste collection	18	4%
Tourism positive & negative /do more for locals	16	4%
Parks	15	4%
Homelessness/begging/drunks	14	3%
Need a bypass	12	3%
Healthcare	12	3%
Character/heritage	11	3%
Affordable housing	11	3%
Community	10	2%
Flooding/drainage	8	2%
Energy efficiency/cold home	7	2%
Waste/recycling centre	5	1%
Miscellaneous	43	11%
Base: (All respondents)	***(405)***	

Appendices

Appendix A

Thinking generally, which of the things below would you say are <u>most important</u> in making somewhere a good place to live? Please tick <u>up to 5</u> boxes only. If Other, please specify below 34 responses
A good place to live is also somewhere not surrounded by gigantic housing developments
Activities for each age group
Anti-social behaviour - more police needed
Bin collection service - rushed and poor quality
Clubs, places opened past 11pm
Community police person
Cycle access and paths
Cycle paths
Effective policing
Feeling safe
Feeling safe
Free parking
General safety
Lighting in the village
Lighting on street
Lively church
Local council communicating.
Local festivals/town events
Meeting place for activities
Mobile connectivity
Nightlife is indeed after pubs close. It needs reassessing about how to open a decent nightclub or 2 in areas that aren't going to be affected. But there are too many new housing developments popping up everywhere
Police speed cameras on Wellesbourne bypass (A429)
Reduction of speed entering village (speed humps).
Road safety
Rural (not suburban) environment
Safety and security
Sense of community/friendliness
Shut down caffeine machine
Support and friendship
Surgery and hospital Shipston open on weekends
The absence of risk that the nature of the environment may change e.g. due to the constant threat of new-town-scale housing developments unfairly concentrated on a few areas away from Stratford. Such risks induce anxiety and significantly damage the experience of living in the area.
Visual active police presence
Waste recycling facility
Wider pavements in village

Appendix B

And thinking about this local area, which of the things below, if any, do you think <u>most need improving</u>? Please tick <u>up to 5</u> boxes only. If Other, please specify below 107 responses
A3400 pedestrian crossing
Access to co working spaces
Accessibility
Anti-social behaviour - more police needed
As before, housing is important, but the scale of development around Stratford makes me sad. Only developers win there
Banking
Beggars on the shed
Better control of housing developments
Better infrastructure
Bicycle infrastructure
Crack down on people smoking cannabis openly.
Cutting back overgrown hedgerows on pavements
Cycle access and paths
Dealing with homelessness in town
Derelict buildings e.g. BHS and house on Banbury Road.
Develop vacant properties in town
Drainage/waste management to prevent flooding
Effective policing
Empty shops
Emptying bins - dog waste
Excessive HGV traffic
Homelessness - drugs and drink being used openly in town.
Hospitality (pubs, restaurants, coffee)
Housing for older people - bungalows
Improve local history awareness especially Dassett Hills
INADEQUATE STRRET LIGHTING PROVISION
Indian restaurants - too many
It would be nice to see a bobby on the beat
Joined up cycle and walk ways
Level of heavy goods vehicles through the village
Level of traffic/speeding
Lighting in a village
Lighting on street
Lively places opened past 11pm
Local council communicating.
Local festivals/town events
Local police presence
Maintain public footpaths better
Maintenance on hedgerows/trees on pathways
Mobile phone signal coverage
Mobile signal

More or some support for mental health
More restaurants in the town
Not over building - too many houses
On street parking in Town
Parking
Parking being allowed for non-residents in S7 making it sometimes impossible to find parking on our own streets. It should be for residents only.
Parking provision for shoppers / workers
Pavements in dreadful state
People parking on double yellow lines Infront of shops
Planning authority
Police in village
Police presence
Potholes in lane are awful
Pothole repairs on road. A river warden on fisherman's waterside land near car park. Problem with drugs and anti-social behaviour
Prevent speeding in the village-this is critical!!
Proactive health care
Protecting the green space from housing/building
Provision and encouragement of serious adult education
Reduction of anti-social bikes
Refuse collection frequently
Resident parking permit scheme abuse
Residential parking
Risk of flooding
River pollution
Road safety
Road safety due to speed limits
Rough sleepers should be removed from Stratford - very poor image for the area
Rural (not suburban) environment
Safe cycling provision
Services i.e. Water outdated
Speed limit restrictions enforcement
Speeding in 30 area
Speeding traffic through village
Stop allowing development contractors to ruin the roads causing massive ongoing delays for daily commuters.
Stop building new houses
Stop parking on pavements
Street lighting
Street lighting
Traffic control A435
Traffic speed
Tree and hedge trimming
Upkeep of public spaces
Vacant building unused
Waste recycling facility

Better control of dogs
Bin collection service - rushed and poor quality
Cycle paths
Empty buildings unkempt e.g. BHS very unsightly
Encourage C of E to regard St Johns, St Nicholas as more than places of worship
Encourage environmental and conservation initiatives
Enforcing traffic speed restrictions.
Flood and drains definitely cleaning
Homelessness or rough sleepers
Incentives for new businesses
More free parking to support our local businesses
More police
Open a police station
Pavements in some areas have a strong camber making pushchair access difficult - forced toward the road (particularly on park lane, Harbury)
POLICE PRESENCE
Pride in the local area
Public toilets
Speed limit in Oak Tree Lane needs reducing to 30mph
Tighten new build developments
trees/branches cut back to use pavements
Trimming of hedges in alleyways
Wider pavements in village

Appendix C

Other reasons for not being able to influence decisions in your local area. 72 responses
A few people have power and influence. They control outcomes regardless
Antiquated, hierarchical decision-making process with bureaucracy and circular criteria that stifle ideas and dialogue
Communication with residents is woeful
Council just approves new housing developments
Council tax revenue is prioritised over inhabitants' wellbeing. It's not what you know but who you know
Council use consultation regarding proposed developments as a tick box exercise. Feel ultimately that local residents views are ignored particularly by central government
Councillors tend to be of an older generation and making the village an " oldies" village
County Highways demonstrate total disregard to the views of the community's elected representatives and now the change in planning processes being implemented by HMG means active engagement with Planning is being eliminated
Decisions about cleaning up graffiti in home area could not be acted upon without local government help, which wasn't given
Decisions frequently made based on non-consensual ideological/party basis / Financial decisions not always made on a benefit rating
Decisions such as housing are foregone conclusions
Developers etc. will be courteous and look like they are listening to residents but their mind is already made up - it's all about profit.
Feedback/comments are sought, responded to, but not acted upon
Feel that Stratford council only care what's best for Stratford and don't care about our area
Get asked to attend meetings, sign petitions etc express displeasure, schemes still go ahead. I'm a full-time 40 hour 5 day a week carer and barely see my own home.
Given the recent local development plan issues, it seems that residents are only provided with information begrudgingly and not in a user-friendly format. Greater timely consultation is required in a clear and concise user-friendly format.
Government pressure on local authority doesn't allow it
Have made requests previously to councillors which went unheeded
Health issues, full time. If there was easy way to log opinions, then maybe
I don't believe local people are asked
I don't have citizenship so cannot vote
I feel that deals are already done by the time they become known to the public.
I have received multiple communications regarding how much work is going into the road network but I cannot see any positive impact
I have tried many times with no luck, not listened to/passed from one place to another unable to be anonymous/fear repercussions threats
I think decisions are already made to some extent
I think that some decisions are made before any consultation with locals
I think that those who make the important decisions in Stratford know what the priorities of residents are but somehow they are unable to deliver them. Much more focus on action is required
It is unclear how consultation "have your say" is represented in decision making
It revolves around money
It's generally understood that decisions are made long before general public are involved
I've tried and failed in one particular instance
Let's have a parish council that takes action when needed
Local authorities used to have expertise in most areas of their services and now they rely on external consultancies who have no local knowledge.

Local councils and planners listen to house building companies first rather than what is right for the residents
Local decisions on housing are overridden by county/governments our views only count when they underwrite central planning
Local governance doesn't have much power/authority
local opinion counts for nothing when the District Council and/or County Council decide to develop countryside or as currently the Government decide to plaster solar panels across acres of farmland. There won't be any countryside left around our village to go for a walk in!
Local opinion is asked as a matter of law and appearance. It doesn't make any difference, by the time residents answer, decisions have been made
Look at Ellen Badger hospital. 82% public support for beds, they ignored because it had already been decided long before. Consultations are a sham.
Most people are against anymore building in Shipston but I have no doubt it will all go ahead as we are not heard
My mobility would stop me being very proactive
No point - feel that decisions have already been made prior to consultation process
No real call or concern is given to the needs and thoughts of locals by a district council or higher government. Local town council don't really have a voice and needs of residents all overlooked for the councils needs to meet their own quotas
Not what you know but who you know
Online consultations only work if you know what options there are being discussed and they are written in English, not planning law and listened to
Our councillors once elected, pursue their own interests, not those of the electorate sadly. I wish they would listen!
Over development is not in the local authority's control
Parish council aren't interested in pursuing points or issues raised
Planning application 25/02974/OUT is currently being considered and is also a potential site on the SWLP. However this site is on accessible via travel through the middle of the village either past the school or via route past the village park. Both routes have extremely poor visibility due to historical road layout and the increase in on street parking by those who live on these routes. An increase of 300 cars using these roads daily will be unimaginable in terms of congestion and pedestrian safety as the pavements in places are so narrow they can only be used by a single person and any persons travelling in the other direction or using pushchairs or mobility aids such as a wheelchair are forced to use the roads. This is not considered a risk by either the applicant or highways which is horrific. Additionally I am concerned that the pressure to achieve the required 5YHLS is leading to a workload for the planning team which means that site visits and checks are not done properly and cumulative effects of multiple large applications will not be considered for those outside of Stratford itself.
Previous experience of mobility to influence decisions - attempting to ask Stratford council to enforce London style rules for short letting to avoid detriment to communities from airbnbing
Raised concerns on bus routes - nowt done. Raised concerns about amount of kids coming into the area - not enough school places
Residents are not asked for their opinion
Residents' views are ignored when they do not align with pre-determined priorities like net zero, equality and diversity, mass housing, etc
SDC are not interested in Southam
Seem to always be when I'm working e.g. community meetings. The only people who have the time must be retired or unemployed
Sometimes the click within the village is so outdated. It neds a new generation to be able to take things forward with a vision.
Specifically complaints or opposition to new builds/developments
Such as average speed cameras being installed
The agenda is decided by the councillors based on their personal interests; residents are almost always ignored because the nimby mentality
The council doesn't care

The county and district council do not listen to the parish council
The Labour Party - in fact the last few governments in all have treated public badly - like sh**t
The local development plan is being ignored unsuitable development is going ahead despite local council refusing permission
The major factor on decisions will ultimately be cost
The only political party we know anything about are the Lib Dems. They leaflet us regularly so we know their names and concerns for the area. Other parties are anonymous!
The parish council do not really know their community and they simply do not listen
There is a Facebook page that asks for input and there is never solid answers of information e.g. actual timeline
this is a second home
Those involved in local government seem interested only in personal advancement as opposed to listening to those who voted for them!
We are too elderly to take active part in local meetings
When are we ever told about meetings, and if we care, where
You ask for opinions then do not take them into consideration i.e. council tax on second homes, why ask what we think when you do not care about our view

Appendix D

How do you find out about Stratford District Council, e.g. news, services delivered, etc.? (Please tick all that apply) – Other source **39 responses**
App
Church newsletter
Community magazine
Council app
Council app
Councillors not local
Email newsletter
Harbury is covered by both Warwick and Stratford councils. Mostly I hear from Warwick. I'd prefer a single authority that encompasses Leamington and Stratford areas.
Harbury News
Henley matter workshop
I know a councillor
Internet
Leaflets
Local magazine
Local village booklet monthly
Newsletter
Notice board
on e-mailing list
Parish council
Parish council
Parish Council meetings
Parish magazine
Personal observations
Shipston forum newsletter
Shipston News circular, which I think is excellent
Stratford Herald
The app
The council app
The council app
The parish magazine
The SDC app
Tv/the pub
Village magazine
Village news leaflet
Was contacted when bought our new house
Web page
Website
WhatsApp
WhatsApp group 'community action group'

Appendix E

What information do you want/would like to receive from Stratford District Council? (Please tick all that apply) - If other please specify **46 responses**
Adult education information
All of it in a newsletter. The website isn't nice.
All of the above on a regular basis
Anything that the Council does that could have an effect on anyone's life.
Arrow Vally Solar updates and decisions
As little as possible - low council tax is important
Care for older people
Crime
Crime and road repairs
Crime control
Don't understand bin collection schedules. Says Tuesdays but it’s not it’s Thursday. Not a good start
Equality impact assessments on all decisions published and able to be scrutinised for accuracy
Fairness and accountability for big companies developing land and/or raising costs
Finances - what money goes where every year
How many new jobs created/salaries of council/staff/councillors
How to get involved in local projects/volunteering
I want to know projects for the high street as it is DEAD and looks horrible.
I would like SDC to do its job rather than marketing spiel
I would like the council to be less involved and spend less of my money or reduce council tax.
Improvement of policing for an increasing area
More info about HS2 works
National plans like massive solar farms that impact our countryside and our village in particular
No clear bin collection provided
Not interested
Not interested
Open Stockton tip to be open a day in the week
Plans to improve Southam
Police - action and achievements
Police activities regarding crime success
Priorities! Approach to enforcing policies and planning decisions
Reasons why you don't do important work
Road closures
Road mending
Status of projects e.g. Stratford gateway, housing Wilmcote Bentley
Street cleaning policy. Ours is very poor and road signs illegible
Support for carers
There is no need to abolish the councils. No one wants it
Transport
Upcoming big changes that will affect our lives on a day-to-day basis
Via newsletter (email)
Want to see a ring road
What you are doing to improve health, education and nursery services

When a 2nd bridge over Avon to be built and how long before a proper ring road all around the town?
When and where local events made more exciting
Where is the budget spent
Working with police to tackle drug crime and anti-social/illegal behaviour

Appendix F

In which places do you feel unsafe in Stratford District? (Please tick all that apply) – If other, please state **86 responses**
Across Earlswood Lakes causeway at night
After dark in and around transport areas - train stations and public transport
Almost nowhere is safe in 2026. But that is not the fault of the councils. I tried to use the cash point at NatWest Bank but decided not to because of 3 males and 1 female drinking cans of lager under the alcohol-free zone area. After being attacked by 4 twenty-year-olds at 9PM on October evening in Masons Road, I do not feel safe. Will I survive such an attack in 10 years at 85?
Antisocial behaviour from a regular group of rough sleepers around town. Aggressive, lairy, involved in drug/drink use every day. A very visible issue, a poor reflection on the town
Applies to nigh time due to lack of street lights.
Around drunks in the town centre
Around the old NatWest bank building and near bus stop. Nightmare at McDonalds in town
As a wheelchair user, I struggle to use footpaths safely particularly in Shipston. Many of the dropped kerbs are not level and I have to either drive or take a long detour to find a safer place to cross the road
As a woman everywhere is potentially unsafe. Violence and harassment of women is not a high enough priority
Crossing the road in Broad Lane
Do not feel safe in Windsor Street car park at night
Do not feel unsafe in SDC at all. Do feel unsafe in Birmingham, especially after dark.
Do not go that often but always drive there and never felt unsafe
Due to my age, I don't go out in the evening. I feel safe with everything in Q22 in the daytime
Feel safe during day
Fred Winter specials - as I call them all over town during the day. Disgusting all of them. Seem them congregating doing drugs, abusing people and making a mess
Generally, when walking through town alone in the evening
Going across the lakes, causeway for a walk etc
Henley is a quiet place where we feel safe but we do live in a retirement flat. Dog fouling is a problem from the public walking their dogs
Hospital waiting areas
I am not active enough to frequent most of the above
I avoid Bridge Street due to the gangs of youths
I do not feel unsafe
I don't feel particularly unsafe anywhere
I don't really go anywhere so this is irrelevant
I feel relatively safe in most places
I feel safe
I feel safe but I don't use these often at night
I feel safe in Alcester
I feel safe in Stratford
I feel unsafe around the gangs of rough sleepers who I feel are a real issue for tourists and locals alike
I live in an isolated place and do not visit any of the above very much
I personally feel safe in SDC
I would like to see a firmer stance taken on the flying of flags from lampposts. They (legally speaking) shouldn't be there, they obscure signage and get caught in trees, and I have noticed a growing litter problem related to cable ties being left on the ground or in some cases shoved

into bushes at the roadside. They are also divisive and the groups that gather to hang them intimidating
I would not consider being in Stratford after dark on my own
I would not feel that safe walking alone in rural areas. But that is anywhere.
I would not walk at night on a dark street / car park or through a park on my own at night. I feel unsafe during the day when homeless people are drinking openly on the street in town and around the park
In specific areas of Stratford along Bridge Street particularly at night - aggressive begging and drug use is constant (and the police are not interested)
In the centre of Stratford-upon-Avon. Zero level enforcement of drinking on the streets and electric scooters becoming an epidemic
In town near homeless people at night
Indoor car parks
Interior Streets
Lack of effective policing encourages reckless fast driving which makes it dangerous when walking along the pavement between home and the village centre
Main bridge for car park is good, others in town make us feel vulnerable, poorly lit etc, some streets are poorly lit at night and there are many undesirable/drunk individuals and groups around shop doorways etc together with no visible policing it is very uncomfortable to be out some evenings
Mainly in Stratford itself. Just walking around the main part of town is getting difficult without running into homeless on the streets, drunks wandering around. This is during the day. We stopped going out in the evenings
McDonalds (Bridge St and Western Rd). Teenagers hang out and cause a lot of problems, rude kids
My visits to any of the above are limited - I no longer drive or rarely attend appointment in local small town
Neighbour driving a motorcycle up a joint access footpath without any thought to other residents in Arden Road and work vans and pickups park on footpaths with no consideration to public safety
Neighbourhood, local shop after dark on the greenway evening time
none
None
None
None - I know of social housing that are abused by people with low income or are struggling with how to take care of themselves - homes get boarded up and sent onto the streets. I think this should be reassessed and came when housing those people to not be put with or in places that have a totally different way of life - it's a big topic that affects a bit of old estates in Stratford
None usually but are not out at night
Old kids / young adults in balaclavas on scooter / e-bikes exchanging things in alleyways, stealing from people's properties at nighttime
Old Poundland shop in Bridge Street
On a train/bus there are limited options to get away from trouble. Being approached in town at night is a big risk. I do not go to some events because of this.
On country roads with no pavements and people speeding even in 30mph areas.
On poorly lit and poorly maintained pavements. Using a mobility scooter at night is dangerous and as lighting is poor, potholes/uneven surfaces cannot be seen
On visiting my local town - Stratford, I do feel irritated rather than afraid by the collection of people who regularly, with tins of beer in hand, accumulate behind and across road from Rothe St Market and American fountain, take up all pavement! Leaving an 82 year old to walk around them onto road
Only walking alone at nighttime in some areas
Outside 1 Holburn Street. The residents are very aggressive to people parking outside of their house. They have assaulted people (physically and verbally) and damaged cars. I know many

residents in old town have complained to the council but they still continue to cause distress to those living in old town and visitors all of which have a right to park on Holburn Street
Overgrown public footpaths that attract gangs of youths/drug dealing
Overnight at home due to car theft levels and walking around the village with my children due to speeding
Places I don't go to very often especially at night
Poorly lit streets in rural areas
Roads, the speed and quantity of traffic has increased with much larger vehicles who do not adhere to the HS2 and other routes. Vehicle lane increased in size now the bridge by Warwick industrial estate has been changed
Someone tried to break into my house this year
Sometimes at school drop off - lots of children hang around my house and on my drive. Cars park very close to my house.
Sometimes when walking in evening on main road in my area, approached by homeless person, adjacent to where I live, problems with drug drop offs and men hanging around. Approached by 3 men last year but my dog growled and they backed off, later approached by police several days later
Still too many homeless in town centre and adults openly drinking in the streets and begging. Also gangs of pickpockets in summer months in town centre
Stratford is a very safe area. But we do get occasional car thefts at night i.e. Sterling cars.
Stratford remains a relatively safe town
The homeless who hang around in doorways
There has been so much negative news regarding shop workers theft-well why feel safe when you r allowed to go and take it why is theft illegal?
too many people sleeping rough on Stratford-upon-Avon's streets and car parks making these places feel unsafe for the normal general public. These rough sleeping people are either drunk and/or on drugs. The streets and car parks smell of urine - disgusting.
Top of town by taxi rank
Trains from Birmingham bring drug dealers into the town. Nothing is done to stop this. Huge sums were spent on the Fred Winter Centre yet the town is still full of aggressive homeless people drinking, taking drugs and fighting
Underpass in Wellesbourne
Unsafe on pavements due to the increase of cyclists and electric scooters
Walking at night due to drug dealing. Youths in hoodies hanging around.
Walking home from train station at night (as a female) or in the darker evenings
Walking past the idiots who come along from time to time and hang around either Sainsburys or the former NatWest
Where addicts and drunks congregate. People sleeping in doorways.
Where have groups of people hanging around, shop lifters
Wood Street/Rother Street SOA

Appendix G

Have you moved into the Stratford-on-Avon District Council area in the last five years? If yes, where did you move from? Please give the postcode... 208 responses
3136 (Mooroolbark, Victoria, Australia)
AB159LZ
AL5 3AR
B0 2RZ
B13 0BB
B14
B14
B28 8QZ
B42 2LB
B46 2LL
B46 3ES
B47 6EQ
B49
B49 6BN
B6 1HD
B61 7SF
B74 3QL
B775FE
B80 7PN
B82 0LN
B90
B90 2JH
B91 1DP
B91 2TR
B92
B92 7JD
B92 9BH
B92 9QA
B927NP
B93
B93 0AT
B94 6BQ
B96 6AJ
B97
B97
B97 4LY
B97 5LY
B97 5PG
B97 8NR
B98
B98 0JH
B98 and Nottingham

BA1
BA11! LB
Basingstoke
BH1 2DB
BH13
BH9 1JG
Birmingham
BS14 8HT
BS37 7LZ
BT11 8TQ
CB23 4ND
CM7 6FP
Coventry
CR0 2WB
CR3 6LS
CR8 5JL
CV11 6PL
CV11 6UR
CV22
CV22 6HB
CV3
CV3 5AW
CV32 5SP
CV33 9RG
CV34 4JX
CV34 5GW
CV34 5TJ
CV34 6LR
CV34 7AZ
CV34 7BG
CV35 7PU
CV35 7QP
CV35 7TQ
CV35 8JA
CV35 8RB
CV35 9BG
CV35 9HJ
CV35 9HN
CV35 9HP
CV35 9JB
CV36 4AU
CV36 4DG
CV36 6AA
CV37 9D
CV4 9HD
CV4 9YH

CV47 2AF
CV49 8BD
CV5 9GG
CV6 1AP
CV6 6DL
CV7 7AZ and WR6 6XY
CV7 7QQ
CV8 1HN
CV8 3JB
DE - 80 80 7
Dec-24
DH1 1QS
Dickens Heath Solihull
DY12
Evesham
Germany
Germany
GL5 5DD
GL53 9PT
GL54 1DR
Gl54 4BT
GL55
GL56 0DS
GL56 0EH
GU14
GU21
Guildford, Surrey
HA4 8RN
Hanbury/Wolverley
HP22 4AA
HP3 8PR
HP6
HR7 4EW
Inkberrow
IP7 7NE
Jul-21
Kineton
KT12 5LW
KT14
LE2 7HL
Leamington Spa
Leamington Spa
LL22 7RP
London
M33 6JL
Malaysia

ME17 1EX
Mickleton
MK11 1BD
MK4 3FX
NN11 6XF
NN6 7BJ
North Warwickshire
NZ
Offenham, Evesham
OX1 5BA
OX15
OX15 5AA
OX15 5PH
OX15 6QX
OX155PF
OX16 9YW
OX17 1EE
OX17 1PT
OX17 3ER
OX2 6UE
OX25 2PZ
OX26
OX26 6XZ
OX3 0NE
OX44
OX7
PE19 6AL
PE8 5BE
PL15 8RU
PL26 8UT
PR9 9JX
Redditch
RH11 7UR
RH11 9QJ
RH2 8EP
RH20 4JF
Rugby
S66 2UX
Scarborough
Scotland
Scotland, Isle of Bute
SG12 9XD
SK8 4HD
SM6 7DR
SN11 9DU
SO19

SO32
Solihull
Solihull
Spain
ST14
St158fl
Surrey
Sutton Coldfield
SW120DY
SY6
SY6 6JR
SY8 4BD
TD15 2NS
TN39 4HL
TW9 4JG
UB10 9DL
WA13
Warwick
Warwick CV34 4JJ
WD3 4JS
Within SDC
WR1 2PG
WR10 3AD
WR11
WR11 8QG
WR7
WR7 4LY
Yardley

Appendix H

Gender: I self-declare as….. 16 responses
Female
Female
Female
Female biological - there are only 2 sexes
Female only
I believe there are only two sexes, male and female. Any other positions are perverse and disgust me
Male
Male
Male
Male
Male - definitely not trans
Male (excluding trans male)
Male from birth with XY chromosomes.
Man
Married heterosexual couple
Straight female

Appendix I– Locality Map

Dark Purple – Henley/Studley, Light Purple – Alcester/Bidford, Orange – Stratford Town, Red – Shipston, Dark Blue – Wellesbourne/Kineton, Light Blue - Southam

