



**Stow on the Wold  
Town Benchmarking Report**

**April 2017**



# Executive Summary

## GENERAL

**High Proportion of A1 Shops:** 61% of the occupied ground floor units in the town centre are A1 Shops, noticeably higher than the National Small Towns average of 52%

**Food and Accommodation:** 10% of the units are A3 Restaurants and Cafes, which is 2% higher than the National figure whilst 5% of the units are C1 Hotels, which is 4% higher than the National Small Towns average

**Comparison Shopping:** 89% of the A1 Shops in Stow on the Wold mainly sell comparison goods, higher than the National, (82%) Regional (84%) and Typology (84%) averages.

**An Independent Town:** Over three quarters (77%) of the A1 Shops in the town centre are unique to Stow on the Wold, considerably higher than the Regional (58%) and National (66%) averages.

**Lower than Average Vacancy Rates:** 8% of the units in the defined town centre area were vacant at the time of the retail audit in January 2017, which is 1% lower than the National Small Towns figure. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

**A Tourist Town:** Over half of the Post Codes gathered by town centre Businesses were from Tourists, vastly higher (48%) than the National Small Towns average.

**Car Parking:** 34% of all car parking spaces were vacant on the Quiet Day audit, 1% lower than the National Small Towns average. On the Busy Day, 19% of all car parking was vacant which is 5% lower than the National figure.

**On Street Parking:** Interestingly, only 2% of on street parking spaces were vacant during the Busy Day audit, noticeably lower than the National figure of 14%, whilst on the Quiet Day the vacancy rate increased to 11%.

## POSITIVE

**Visit Recommendation:** 95% of Town Centre Users would recommend a visit to Stow on the Wold, 30% higher than the National Small Towns average.

**Business Performance:** 57% of Businesses reported that over the last 12 months Turnover had increased, 21% higher than the National Small Towns average with 48% stating that Profitability had increased.

**Business Confidence:** In terms of future trading, 58% of Businesses reported that over the next 12 months they expected their Turnover to increase, 21% higher than the National Small Towns average.

**Busy Day Footfall:** Busy Day Footfall, 126 persons per ten minutes, sits between the National Small Towns (111) and South West Small Towns (136) averages.

**Physical Appearance:** 85% of Businesses and 83% of Town Centre Users reported that Physical Appearance was a positive aspect of Stow on the Wold, a vast 48% higher than the National Small Towns average.

**Access to Services:** Access to Services (84%) was classed as a positive aspect of Stow on the Wold by Town Centre Users.

**Local and Tourist Customers:** Potential Local Customers (79%) and Potential Tourist Customers (68%) were classed as positive aspects of operating a business in Stow on the Wold.

## ROOM FOR IMPROVEMENT

**Car Parking:** 79% of Businesses felt that Car Parking was a negative aspect of trading in the town centre, 25% higher than the National average. 62% of Town Centre users reported Car Parking as a negative, 19% higher than the National Small Towns average. Improving the Car Parking, specifically in the Square was a key theme to emerge from the qualitative suggestions.

**Rental Values/ Property Costs:** 58% of Businesses stated Rental Values/ Property Costs was a negative, 30% higher than the National average.

**Quiet Day Footfall:** The Quiet Day Footfall average of 44 persons per ten minutes is a considerably lower than National (99) and Regional (123) averages.

# Introduction

## The Approach

The People and Places Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

## The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Stow on the Wold** with **160** units is classed as a **Small** Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns which participated in Benchmarking in 2015 for a specific region whilst the National figures are an amalgamation of all the Small towns which contributed to the system in 2015. In 2009 Action for Market Towns commissioned Birkbeck University to classify localities across Britain on common socio-economic themes, **Stow on the Wold** is classed as a **Typology 3** Town. An explanation is provided below. (Please note this is a description and may not describe all the characteristics of the town)

### Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

This group is characterized by older persons, single pensioners, workers in hotels and restaurants, and part time workers, especially among men. It also has high numbers of people working from home and of second homes. This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas (e.g. Hampshire, Gloucestershire and North Yorkshire).

## The Reports

The People and Places Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- ❖ benchmark clusters of towns to ascertain high performers / under achievers
- ❖ understand their locality in a Regional, National and Typology context
- ❖ measure town centre performance year on year
- ❖ identify strengths, weaknesses, and opportunities for improvement
- ❖ measure the impact of initiatives and developments within the town centre
- ❖ act as an evidence base for funding applications
- ❖ create an action plan for town centre improvements

Case Studies of good practice in the use of Benchmarking data include;

**Settle Area Regeneration Partnership;** commissioned a Benchmarking exercise in 2012. Alongside providing a detached review of town centre performance, the Partnership wanted to understand the impact of HGV traffic flow on the town centre. Using the standardised questions within the Benchmarking system the quantitative and qualitative feedback from Business and Town Centre User Surveys identified the HGV traffic flow as being hugely negative to the visitor experience in the Settle, specifically first time visitors. Using the data as part of a wider economic assessment, Settle Area Regeneration Partnership were able to use the evidence to work with local transport companies and the Local Authority to install an out of town railhead and reduce HGV traffic flow by up to 40%.

**Ourburystedmunds;** Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.

**Southam First;** Stratford on Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence based tool to create a Town Centre Partnership consisting of a private and public mix to address the issues raised from the Benchmarking Report. A public event both highlighted the findings



of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.



## Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey
KPI: Commercial Units; Comparison/Convenience	Visual Survey
KPI: Commercial Units; Trader Type	Visual Survey
KPI: Commercial Units; Vacancy Rates	Visual Survey
KPI: Markets	Visual Survey
KPI: Footfall	Footfall Survey on a Busy Day and a Quiet Day
KPI: Car Parking	Audit on a Busy Day and a Quiet Day
KPI: Business Confidence Surveys	Postal Survey/ Face to Face Surveys
KPI: Town Centre Users Surveys	Online Survey
KPI: Shoppers Origin Surveys	Distributed with Business Confidence and Town Centre Users Surveys

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets. Details of the Business Units recorded and Car Parking areas recorded are available in the Appendix.

# Key Findings

## KPI: COMMERCIAL UNITS; USE CLASS

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

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

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where



		no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis (Unique Establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 148 occupied units recorded.

	National Small Towns %	South West Small Towns %	Typology %	Stow %
A1	52	55	55	61
A2	14	15	9	5
A3	8	8	13	10
A4	4	4	4	3
A5	5	5	4	1
B1	3	2	1	2
B2	1	0	1	0
B8	0	0	0	1
C1	1	1	4	5
C2	0	0	0	0
C2A	0	0	0	1
D1	6	5	5	5
D2	1	1	0	0
SG	6	5	4	3
<b>Not Recorded</b>	0	0	1	3

61% of the occupied ground floor units in the town centre are A1 Shops, noticeably higher than the National Small Towns average of 52%. 10% of the units are A3 Restaurants and Cafes, which is 2% higher than the National figure whilst similarly 5% of the units are C1 Hotels, which is 4% higher than the National Small Towns average. The proportion of A2 Financial and Professional Services is considerably lower in Stow on the Wold (5%) than the National average. (14%)

## KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

**Convenience goods** – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- ❖ food and non-alcoholic drinks
- ❖ tobacco
- ❖ alcohol
- ❖ newspapers and magazines
- ❖ non-durable household goods.

2. **Comparison goods** – all other retail goods.

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

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

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

	<b>National Small Towns %</b>	<b>South West Small Towns %</b>	<b>Typology %</b>	<b>Stow %</b>
<b>Comparison</b>	82	84	84	89
<b>Convenience</b>	18	16	16	11

89% of the A1 Shops in Stow on the Wold mainly sell comparison goods, higher than the National, (82%) Regional (84%) and Typology (84%) averages.

## KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

<b>Department Stores</b>	<b>Clothing</b>
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
<b>Mixed Goods Retailers</b>	Topman
Argos	Topshop
Boots	
TK Maxx	<b>Other Retailers</b>
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
<b>Supermarkets</b>	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

	National Small Towns %	South West Small Towns %	Typology %	Stow %
<b>Key Attractor</b>	5	7	2	0
<b>Multiple</b>	22	27	7	11
<b>Regional</b>	7	8	7	12
<b>Independent</b>	66	58	84	77

Over three quarters (77%) of the A1 Shops in the town centre are unique to Stow on the Wold, considerably higher than the Regional (58%) and National (66%) averages. Only 11% of the A1 Shops have a nationwide presence, 16% lower than the National figure.

## KPI; COMMERCIAL UNITS VACANCY RATES

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

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

	National Small Towns %	South West Small Towns %	Typology %	Stow %
Vacancy	9	8	4	8

8% of the units in the defined town centre area were vacant at the time of the retail audit in January 2017, which is 1% lower than the National Small Towns figure. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

## KPI; MARKETS

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

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

	National Small Towns	South West Small Towns	Typology	Stow
Number of Traders	14	17	n/a	n/a

A regular weekday market is not held in Stow on the Wold.



## KPI: FOOTFALL

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

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

	National Small Towns	South West Small Towns	Typology	Stow
Busy Day	111	136	n/a	126
Quiet Day	99	123	71	44

Busy Day Footfall (126), conducted on Friday 10<sup>th</sup> March 2017, was vastly higher than the Quiet Day footfall count, of 44 persons per ten minutes, which was completed on Wednesday 25<sup>th</sup> January 2017. The Busy Day figure sits between the National Small Towns (111) and South West Small Towns (136) averages, whilst the Quiet Day figure is a considerably lower than National and Regional averages.

One of the recommendations of the report will be the need for regular footfall and car parking audits to be undertaken due to the seasonal attributes of the town centre.

The following tables provides detail on all of the Footfall Counts and Locations conducted in Stow on the Wold.

<b>The Square- Cotswold Cards to Clarendon</b>			
<b>Busy Day:</b> 10/03/17		<b>Quiet Day:</b> 25/01/17	
10.40-10.50	123	10.40-10.50	29
11.00-11.10	128	11.00-11.10	51
12.20-12.30	128	12.20-12.30	53
<b>TOTAL</b>	<b>379</b>	<b>TOTAL</b>	<b>133</b>
<b>AVERAGE</b>	<b>126</b>	<b>AVERAGE</b>	<b>44</b>

<b>Digbeth Street- Lambourne Butchers</b>			
<b>Busy Day</b> 10/03/17		<b>Quiet Day:</b> 25/01/17	
10.40-10.50	65	10.40-10.50	20
11.00-11.10	36	11.00-11.10	24
12.20-12.30	41	12.20-12.30	26
<b>TOTAL</b>	<b>142</b>	<b>TOTAL</b>	<b>70</b>
<b>AVERAGE</b>	<b>47</b>	<b>AVERAGE</b>	<b>23</b>

The data highlights that on both footfall count days The Square was considerably busier than Digbeth Street.

On the Busy Day footfall in The Square was very consistent with counts of 123, 128 and 128 persons per ten minutes.



## KPI: CAR PARKING

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

The following tables provide a summary of the Car Parking offering broken down into the;

- ❖ Percentage number of spaces in designated car parks
- ❖ Percentage number of short stay and long stay spaces in designated car parks
- ❖ Percentage of vacant spaces in designated car parks on a Busy Day and on a Quiet Day
- ❖ Percentage number of on street car parking spaces
- ❖ Percentage number of on street short stay and long stay spaces
- ❖ Percentage of vacant on street spaces on a Busy Day and on a Quiet Day
- ❖ Overall percentage of short stay and long stay spaces
- ❖ Overall percentage of vacant spaces on a Busy Day and on a Quiet Day.

	National Small Towns %	South West Small Towns %	Typology %	Stow %
<b>Car Park:</b>				
Total Spaces:	79	83	n/a	59
Short Stay Spaces: (4 hours and under)	38	46	n/a	0
Long Stay Spaces: (Over 4 hours)	51	44	n/a	96
Disabled	5	5	n/a	4
Not Registered	6	5	n/a	0
Vacant Spaces on a Busy Day:	26	25	n/a	31
Vacant Spaces on a Quiet Day:	39	39	n/a	49
<b>On Street:</b>				
Total Spaces:	21	17	n/a	41
Short Stay Spaces: (4 hours and under)	70	67	n/a	64
Long Stay Spaces: (Over 4 hours)	22	22	n/a	33
Disabled	5	6	n/a	3
Not Registered	3	5	n/a	0
Vacant Spaces on a Busy Day:	14	7	n/a	2
Vacant Spaces on a Quiet Day:	21	12	n/a	11

The vacancy rates in off street car parking provision was higher in Stow on the Wold than the National and Regional averages on both a Busy and Quiet Day. On the Busy Day 31% of all off-street car parking was vacant, 5% higher than the National average whilst on a Quiet Day this figure increased to 49%, a 10% increase on the National average.

Interestingly, only 2% of on street parking spaces were vacant during the Busy Day audit, noticeably lower than the National figure of 14%, whilst on the Quiet Day the vacancy rate increased to 11%.

Overall	National Small Towns %	South West Small Towns %	Typology %	Stow %
<b>Total Spaces:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>Short Stay Spaces: (4 hours and under)</b>	45	49	<i>n/a</i>	26
<b>Long Stay Spaces: (Over 4 hours)</b>	45	40	<i>n/a</i>	70
<b>Disabled</b>	5	5	<i>n/a</i>	4
<b>Not Registered</b>	5	5	<i>n/a</i>	0
<b>Vacant Spaces on a Busy Day:</b>	24	22	<i>n/a</i>	19
<b>Vacant Spaces on a Quiet Day:</b>	35	35	<i>n/a</i>	34

34% of all car parking spaces were vacant on the Quiet Day audit, 1% lower than the National Small Towns average. On the Busy Day, 19% of all car parking was vacant which is 5% lower than the National figure.

## KPI 10: BUSINESS CONFIDENCE SURVEY

In regards to the ‘business confidence’ by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the 34 returned Business Confidence Surveys.

	National Small Towns %	South West Small Towns %	Typology %	Stow %
<b>Nature of Business</b>				
Retail	61	58	n/a	70
Financial/ Professional Services	16	17	n/a	9
Public Sector	3	4	n/a	3
Food and Drink	12	13	n/a	9
Accommodation	n/a	n/a	n/a	3
Other	8	8	n/a	6
<b>Type of Business</b>				
Multiple Trader	13	13	n/a	21
Regional	11	11	n/a	6
Independent	76	75	n/a	73
<b>How long has your business been in the town</b>				
Less than a year	6	7	n/a	18
One to Five Years	24	27	n/a	29
Six to Ten Years	14	12	n/a	18
More than Ten Years	55	53	n/a	35

Nearly three quarters of Business respondents are Independent traders and 70% based in the Retail sector.

Compared to last year has your turnover	National Small Towns %	South West Small Towns %	Typology %	Stow %
Increased	36	35	n/a	57
Stayed the Same	33	32	n/a	13
Decreased	32	32	n/a	30
<b>Compared to last year has your profitability</b>				
Increased	31	30	n/a	48
Stayed the Same	36	36	n/a	16
Decreased	34	34	n/a	35
<b>Over the next 12 months do you think your turnover will</b>				
Increase	37	39	n/a	58
Stay the Same	43	41	n/a	23
Decreased	20	19	n/a	19

Trading conditions and business confidence are high in the town centre. 57% of Businesses reported that over the last 12 months Turnover had increased, 21% higher than the National Small Towns average with 48% stating that Profitability had increased.

In terms of future trading, 58% of Businesses reported that over the next 12 months they expected their Turnover to increase, 21% higher than the National Small Towns average.

What are the positive aspects of the Town Centre?	National Small Towns %	South West Small Towns %	Typology %	Stow %
Physical appearance	37	41	n/a	85
Prosperity of the town	36	39	n/a	65
Labour Pool	8	4	n/a	3
Geographical location	45	40	n/a	76
Mix of Retail Offer	30	33	n/a	38
Potential tourist customers	26	36	n/a	68
Potential local customers	75	74	n/a	79
Affordable Housing	13	11	n/a	0
Transport Links	29	27	n/a	6
Footfall	n/a	n/a	n/a	32
Car Parking	38	32	n/a	18
Rental Values/ Property Costs	23	23	n/a	9
Market (s)	18	21	n/a	9
Events/ Activities	16	17	n/a	12
Marketing/ Promotions	11	10	n/a	12
Local Partnerships/ Organisations	14	16	n/a	18
Other	2	2	n/a	6

85% of Businesses reported that Physical Appearance was a positive aspect of trading in Stow on the Wold, a vast 48% higher than the National Small Towns average. Potential Local Customers (79%) and Geographical Location (76%) were also classed as positive aspects.

Other aspects of Stow on the Wold which were classed as positive by Businesses compared to the National averages are Potential Tourist Customers (68%) and Prosperity of the Town (65%).



What are the negative aspects of the Town Centre?	National Small Towns %	South West Small Towns %	Typology %	Stow %
Physical appearance	26	23	n/a	9
Prosperity of the town	28	27	n/a	6
Labour Pool	9	12	n/a	24
Geographical location	6	5	n/a	0
Mix of Retail Offer	29	26	n/a	24
Number of Vacant Unit	n/a	n/a	n/a	36
Potential tourist customers	13	7	n/a	6
Potential local customers	5	5	n/a	3
Affordable Housing	9	8	n/a	30
Transport Links	18	18	n/a	30
Footfall	n/a	n/a	n/a	21
Car Parking	54	61	n/a	79
Rental Values/ Property Costs	28	26	n/a	58
Market (s)	10	11	n/a	6
Local business competition	20	18	n/a	15
Competition from other localities	20	18	n/a	12
Competition from out of town shopping	35	27	n/a	21
Competition from the internet	33	28	n/a	33
Events/ Activities	7	6	n/a	3
Marketing/ Promotions	11	11	n/a	12
Local Partnerships/ Organisations	4	4	n/a	3
Other	9	11	n/a	12

79% of Businesses felt that Car Parking was a negative aspect of trading in the town centre, 25% higher than the National average. 58% stated Rental Values/ Property Costs was a negative, 30% higher than the National average.

Has your business suffered from any crime over the last 12 months	National Small Towns %	South West Small Towns %	Typology %	Stow %
Yes	26	27	n/a	12
No	74	73	n/a	88
<b>Type of Crime</b>				
Theft	69	75	n/a	50
Abuse	18	16	n/a	0
Criminal Damage	38	40	n/a	0
Other	6	2	n/a	50

88% of Businesses had not suffered from any crime over the last 12 months.

### What two suggestions would you make to improve the economic performance of the town centre?

*\*Please note that the comments have been copied directly and may include grammatical errors.*

Improve Car Parking and Reduced Rents and Rates were the two key themes to emerge from the qualitative feedback.

- ❖ Sort out the traffic.
- ❖ Stop the .....air
- ❖ Stop using the Town Square.....rather using it as a car park.
- ❖ Lower rents to fill up vacant units.
- ❖ Increase events and Christmas Activities build up
- ❖ Extend parking to 3 hours in the Square.
- ❖ Free parking options
- ❖ Low rent to encourage new types of business
- ❖ Less charity shops
- ❖ Local incentives e.g. 10% discounts.
- ❖ Town events- Independent Shops Day
- ❖ A better mix of independent retailers e.g. not so many coffee shops/ tea rooms.
- ❖ Keep town accessible to locals. Better car parking facilities.
- ❖ Lower business rents and rents.
- ❖ Encouragement for small independent upmarket/ quality retailers; diversification.
- ❖ We need a positive Business Association and Chamber of Commerce- both disbanded. STC needs to engage with businesses better and have a coherent strategic plan.
- ❖ Better car parking
- ❖ Stow is very unique however a few more recognisable retailers and chain coffee

- shops would be brilliant to appeal to the new and London like footfall.
- ❖ Appeal to more bespoke High St retailers i.e. Space, LKBennet, Hobbs etc
  - ❖ **Parking- Lack of spaces in town centre, too many disabled spaces empty most of the day. Parking in the Square is not monitored.**
  - ❖ Marketing- Lack of promotion. Better signage to encourage users of A429 to come into town centre. We are not optimising passing traffic. Council or business community has no working body or organisation. No business association or commerce committee.
  - ❖ **More public car parking but away from the Square.** We need more pedestrianisation.
  - ❖ **Reduce shop rentals and rates to remove empty units.**
  - ❖ **The high business rates lined to rental values make sustaining a presence here increasingly difficult.**
  - ❖ Improve local public transport access.
  - ❖ Better wheelchair access for shops.
  - ❖ **Review of double yellow lines to facilitate better wheelchair access for shops.**
  - ❖ Ability for me to let people know that I am located in the square as many, many people pass Stow without shopping.
  - ❖ **Improved enforcement of 2 hour parking restriction in town centre.**
  - ❖ **Better parking**
  - ❖ **Keep rates/ costs low to encourage small businesses and new/ young entrepreneurs.**
  - ❖ Promotion of the town to attract tourism and visitors.
  - ❖ Provide realistic options for the younger generations to get onto the housing market. Myself and my partner have been saving for a mortgage on Stow for 2 and a half years and have nearly £15000 ready and waiting for a deposit on anything but have nothing- and I cant stress enough that there is nothing suitable whatsoever. My partner has lived in Stow his entire life and does not want to leave the strong community he has grown up in, but unfortunately the Council and the developers seem far more concerned with building housing solely for the purpose of retirement living? Ridiculous. There should be options for both. Neither one should be favoured above the other and neither should be neglected housing.
  - ❖ **Keep rates and rents low/ affordable to encourage independent shops to come and survive.**
  - ❖ We need an eclectic mix of independent retailers to make this town a destination place for locals and tourists.
  - ❖ **Somehow improve parking as this is always an issue.**
  - ❖ **Maintaining or increasing parking spaces.**
  - ❖ **Lowering rents and business rates to an affordable level.**
  - ❖ **Improve parking.**
  - ❖ Stop the amount of other premises opening the same businesses.
  - ❖ More variety of retail shops.
  - ❖ **Car parking facilities.**
  - ❖ Town needs a museum.

- ❖ Advice should be available 7 days a week.
- ❖ Better or longer parking- some free locals 1 hour parking spaces.
- ❖ More cash machines.
- ❖ Visible police presence during height of towns business.
- ❖ Specify what Stow wants to be known for. Proactively market answer.
- ❖ Lower rent.
- ❖ Stop locals parking all day in centre.
- ❖ Free all day parking.
- ❖ Decrease the disabled bays as there are now too many.

## KPI 11: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the 151 completed Town Centre User Surveys.

	National Small Towns %	South West Small Towns%	Typology %	Stow. %
<b>Gender</b>				
Male	37	43	35	48
Female	63	57	65	52
<b>Age</b>				
16-25	7	8	17	0
26-35	11	11	7	3
36-45	20	16	1	8
46-55	20	19	13	17
56-65	18	22	11	29
Over 65	23	25	51	41
<b>What do you generally visit the Town Centre for?</b>				
Work	10	12	16	9
Convenience Shopping	40	39	36	30
Comparison Shopping	6	6	16	2
Access Services	22	19	15	32
Leisure	12	17	12	16
Other	9	7	6	11

41% of Town Centre Users were aged Over 65.

32% of Town Centre Users visited Stow on the Wold to Access Services, 10% higher than the National Small Towns average, whilst 30% visited for Convenience Shopping.

How often do you visit the Town Centre	National Small Towns %	South West Small Towns%	Typology %	Stow %
Daily	20	24	29	47
More than once a week	38	43	31	43
Weekly	21	17	19	7
Fortnightly	7	5	2	1
More than once a Month	4	5	3	1
Once a Month or Less	9	6	11	1
How do you normally travel into the Town Centre?				
On Foot	34	39	26	72
Bicycle	2	3	3	0
Motorbike	1	2	1	1
Car	57	48	61	24
Bus	4	5	8	0
Train	1	2	0	0
Other	1	1	2	3
				0
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	1	2	3
£0.01-£5.00	13	13	17	15
£5.01-£10.00	25	27	24	36
£10.01-£20.00	32	33	23	29
£20.01-£50.00	21	20	26	15
More than £50.00	6	5	7	3

90% of Town Centre Users visited Stow on the Wold at least once a week. 72% travelled in by Foot, 38% higher than the National Small Towns average.

Just over a third (36%) of respondents spent £5.01-£10.00 on a normal visit to the town centre.

What are the positive aspects of the Town Centre?	National Small Towns %	South West Small Towns %	Typology %	Stow %
Physical appearance	45	55	75	83
Cleanliness	52	50	58	54
Retail Offer	27	36	47	26
Customer Service	43	40	58	26
Cafes/ Restaurants	52	58	52	64
Access to Services	63	49	49	84
Leisure Facilities	20	18	26	3
Cultural Activities/Events	23	21	45	12
Pubs/ Bars/ Nightclubs	35	32	32	45
Transport Links	28	37	21	14
Ease of walking around the town centre	67	75	63	69
Convenience e.g. near where you live	71	72	51	83
Safety	43	41	49	32
Car Parking	39	26	44	11
Public Toilets	n/a	n/a	n/a	5
Markets	27	19	34	15
Other	5	5	9	8

Access to Services (84%), Convenience (83%) and Physical Appearance (83%) were classed as positive aspects of Stow on the Wold by Town Centre Users, the latter 38% higher than the National Small Towns average. Ease of Walking Around (69%) and Cafes/ Restaurants were also rated positively.

What are the negative aspects of the Town Centre?	National Small Towns %	South West Small Towns%	Typology %	Stow %
Physical appearance	34	24	5	7
Cleanliness	19	25	18	13
Retail Offer	54	43	18	38
Customer Service	9	10	6	7
Cafes/ Restaurants	15	11	5	4
Access to Services	13	16	15	11
Leisure Facilities	30	23	22	41
Cultural Activities/Events	28	22	10	20
Pubs/ Bars/ Nightclubs	18	16	14	4
Transport Links	23	14	32	36
Ease of walking around the town centre	7	8	7	16
Convenience e.g. near where you live	6	7	10	3
Safety	9	8	13	12
Car Parking	43	62	34	62
Public Toilets	n/a	n/a	n/a	26
Markets	25	27	18	13
Other	10	10	14	14

Car Parking (62%) was classed as the most negative aspect of Stow on the Wold by Town Centre users, 19% higher than the National Small Towns average. Retail Offer (38%) and Transport Links (36%) were also classed as negative aspects.



How long do you stay in the Town Centre?	National Small Towns %	South West Small Towns%	Typology %	Stow %
Less than an hour	42	29	45	47
1-2 Hours	38	44	35	35
2-4 Hours	12	17	7	8
4-6 Hours	2	2	4	2
All Day	5	7	7	3
Other	1	1	2	5
Would you recommend a visit to the Town Centre?				
Yes	65	79	94	95
No	35	21	6	5

95% of Town Centre Users would recommend a visit to Stow on the Wold, 30% higher than the National Small Towns average.

## What two suggestions would you make to improve the town centre?

*\*Please note that the comments have been copied directly and may include grammatical errors.*

‘Car Parking’ was the key theme to emerge from the qualitative suggestions. General comments included:

- ❖ Parking is a massive issue. I am local to Stow and hate the parking merry go round in the centre. I also know it is a massive bug bear of those who visit the town for its 'Cotswold charm' only to be spoiled by the parking nightmare. (there are videos on YouTube that give you a good example of this!!! <https://www.youtube.com/watch?v=Vlw5HhHTxCK>) if this is the impression going around on social media then no one comes out well on this issue.
- ❖ 1. Parking, the parking is ridiculous! Thus meaning people prefer to park in residential streets to avoid the 2 hour parking limit (if there is ever a space available). Then residents of the town, with no parking available to them have no where to park
- ❖ Living in a street just off the town centre, the parking is horrendous. There is no where for residents to park, there is no where for people that work in the town to park and visitors who are staying all day; firstly don't want to walk from either the car park in Maugesbury or at Tesco they would rather park in the square and secondly, they don't want to have to pay to park.
- ❖ Nothing. Everything is fine
- ❖ more parking for visitors
- ❖ Restrict length of stay for vehicles (more visits from traffic warden)
- ❖ More free parking
- ❖ create more parking for visitors, by making easy other parking for residents and local workers
- ❖ Provide adequate off-square FREE car parking. Be courageous and think imaginatively to consider radical solutions if necessary. (Scots of Stow has made our town into something of a retail shopping destination for visitors, but this is being restricted by the dire car parking arrangements.)
- ❖ Increased car parking
- ❖ Timed parking
- ❖ Paid parking
- ❖ Enlarge car parks in Maugesbury and at Tescos so that would ease pressure on town centre..
- ❖ provide a car parking officer.
- ❖ Prevent illegal parking on double yellow lines, especially on Digbeth Street, Well Lane and Union Street
- ❖ Better parking facilities.
- ❖ Car parking is definitely an issue and an off street car park is needed.

## ‘Parking Issues in The Square’ were commonly cited:

- ❖ Stricter policing of car parking, many people park in the square all day when a limit of 2 hours is the maximum stay.
- ❖ Possible: The addition of two small but not insignificant greens in the centre of both sides of the square with 2/3 medium sized trees on each. This would stop the Square from looking like a car park and make it look stunning! It would result in the loss of approx 20 parking spaces but I believe the added beauty especially during the summer season would add a freshness and contrast to the centre.
- ❖ Provide adequate off-square FREE car parking. Be courageous and think imaginatively to consider radical solutions if necessary. (Scots of Stow has made our town into something of a retail shopping destination for visitors, but this is being restricted by the dire car parking arrangements.)
- ❖ More parking but not in the town Square
- ❖ A car park adjacent to the town centre so The Square can be free of cars for safety and aesthetic reasons. or If cars still in The Square, Church Street and Digbeth Street to be pedestrianized and High Street used for access and egress with a 20mph limit.
- ❖ Better policing of overstay parking in the square, a huge proportion of cars parked there are people who work in Stow who risk a ticket as there is never anyone around to issue them!!!
- ❖ In my opinion the parking in the square is hideous and should be restricted to 30 minutes with a regular traffic warden enforcing this. The number of cars and buses in the area detracts from the beauty of the buildings whilst making it impossible for locals to use their own town if they need to drive and dangerous for older children to walk around ( I have two children who have had incidents with cars driving erratically whilst diving for a parking space ! ) Visitors should use Tesco or Mangersbury car parking facilities which can be empty whilst the square is jammed. Also, we have an amazing, historical cross and stocks but you take your life in your hands viewing either. They are surrounded by either a row of parked cars or traffic whizzing past. Looking back at old photos of the square makes me realise how the huge number of cars parking there have just turned it into a hideously, ugly town centre !!
- ❖ Stop car parking in town centre and only allow pick up and drop off by buses and coaches, this would free up Market Square which could then be used by restaurants and bars for outdoor seating; Street markets and outdoor entertainment.
- ❖ Some indication of which way to drive in the square. It is frequently filled with cars idling about and stopping in the middle of the road. I know they are looking for parking spaces but the road sense is appalling.
- ❖ Better traffic control, a one way system around parts of the square would make a huge difference as it is a free for all most of the time, the car park spaces are not all clearly defined with the consequence that cars are parked all over the place. Coaches are still parking in the square !
- ❖ Trial making the town square and/or Church Street car free

#### ‘Parking for Residents’ was also cited:

- ❖ Residents parking in the streets and another car park for tourists, maybe expanding the car park at the bottom near the Bell
- ❖ Resident sParking
- ❖ 1Permit Parking Scheme for residents and short term visitors but day trippers must use the car parks.
- ❖ Residents Parking or Permits
- ❖ 1. Parking, the parking is ridiculous! Thus meaning people prefer to park in residential streets to avoid the 2 hour parking limit (if there is ever a space available). Then residents of the town, with no parking available to them have no where to park
- ❖ Living in a street just off the town centre, the parking is horrendous. There is no where for residents to park, there is no where for people that work in the town to park and visitors who are staying all day; firstly don't want to walk from either the car park in maugersbury or at tesco they would rather park in the square and secondly, they don't want to have to pay to park.
- ❖ Parking in the square for a very limited time of 2 hours makes them feel they have to rush and don't have time to actually look around the shops properly, so they look for alternative parking in the side streets around which local residents and people that work in stow rely on.

#### ‘Traffic Issues’ were also cited:

- ❖ Feel unsafe as a pedestrian in Digbeth Street
- ❖ One way system at the southern end of the Square
- ❖ Stop cars speeding through
- ❖ Keep buses out
- ❖ the slowing down of traffic, on Park Street it is like a race track, 20 miles per hour is more that enough not 40 plus as many do
- ❖ Traffic in town centre should be a one-way system.
- ❖ Abolish all coaches from entering the town centre with provision for drop off and collection outside the centre making the centre safer and less congested.
- ❖ Better traffic flow so less cars queuing up the hill to traffic lights
- ❖ provide a car parking officer.
- ❖ make the town centre one way for traffic
- ❖ Some indication of which way to drive in the square. It is frequently filled with cars idling about and stopping in the middle of the road. I know they are looking for parking spaces but the road sense is appalling.
- ❖ One-way road marking around the square, clockwise around the central parking area.
- ❖ Better traffic control, a one way system around parts of the square would make a huge difference

'Improving the Retail Offer' was another key theme to emerge:

- ❖ A better choice of shops, perhaps a clothing shop
- ❖ The shops that open are not varied enough So many open and they obviously haven't done enough research and close in 12 months
- ❖ There is a limit to how many coffee shops are viable
- ❖ More variety is needed, more interesting shops and possibly a few more fashion outlets (not chain)
- ❖ Shops which keep us in Stow, rather than internet shopping would be great. We have several cafes, antique shops and galleries but everyday shops, especially for older kids, would be welcome. They seem to open and close very quickly. Is this due to extortionate rent or rates ?
- ❖ More "everyday" type shops
- ❖ A new proper Post Office please!
- ❖ Stop the proliferation of tourist shops, especially Scotts of Bloomin Stow, at the expense of shops that would benefit locals. Compare it with Chipping Campden which, despite being a popular tourist destination, manages to have a healthy high street with useful and interesting shops. When my family moved to Stow in 1967 it had a thriving centre. Ironmongers, greengrocers, bakers, watch and clock shop etc. Now all gone and not replaced.
- ❖ Less coffee houses and more 'real' shops –
- ❖ Greengrocer
- ❖ Fishmonger
- ❖ Alternative pharmacy (for competition)

## KPI 12: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The **381** postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- ❖ Locals; those who live within a Post Code covering the town
- ❖ Visitors; those who live within a Post Code less than a 30 minute drive away
- ❖ Tourists; those who live within a Post Code further than a 30 minute drive away

	National Small Towns%	South West Small Towns %	Typology %	Stow %
<b>Locals</b>	58	66	67	27
<b>Visitors</b>	33	23	11	16
<b>Tourists</b>	9	10	21	57

Over half of the Post Codes gathered by town centre Businesses were from Tourists, vastly higher (48%) than the National Small Towns average.

# Appendix

## Business Unit Database

Street Name	Business Name	Use Class	A1 Type	A1 Type	Notes
High Street	Police Station	c2a	n/a	n/a	
The Square	Fosse Gallery	a1	comparison	independent	
The Square	Keith Hockin	a1	comparison	independent	
The Square	The Old Stocks	c1	n/a	n/a	
The Square	Little Stocks	a3	n/a	n/a	
The Square	Stag Lodge	c1	n/a	n/a	
The Square	White Hart	a4	n/a	n/a	
The Square	Jacana	a1	comparison	independent	
The Square	Grey House	a1	comparison	independent	
The Square	Grey Gardens	n/a	n/a	n/a	vacant?
The Square	Fat Face	a1	comparison	multiple	
The Square	Sue Ryder	a1	comparison	multiple	
The Square	Scotts of Stow Outlet	a1	comparison	independent	
The Square	Automobile Racing Club	n/a	n/a	n/a	vacant
The Square	Co Op	a1	convenience	multiple	
The Square	Clarendon Fine Art	a1	comparison	independent	
The Square	Kings Arms	a4	n/a	n/a	
The Square	Barclays	a2	n/a	n/a	
Digbeth Street	Cotswold Chocolate Shop	a1	convenience	independent	
Digbeth Street	Marshalls Cards and Gifts	a1	comparison	independent	
Digbeth Street	Rosie B	a1	comparison	regional	
Digbeth Street	Peter Martin	a1	comparison	independent	
Digbeth Street	Piper Chatfield	a1	comparison	independent	
Digbeth Street	Mountain Warehouse	a1	comparison	multiple	
Digbeth Street	Treebus	a3	n/a	n/a	
Digbeth Street	British Red Cross	a1	comparison	multiple	
Digbeth Street	The Cotswold Cheese Company	a1	convenience	regional	
Fountain Court	The Old Bakery Tea Rooms	a3	n/a	n/a	
Fountain Court	Bond	a1	comparison	independent	
Fountain Court	B and Co Ladies Clothing	a1	comparison	independent	
Digbeth Street	Mr and Mrs	a1	comparison	independent	

Digbeth Street	Fox Cottage Antiques	a1	comparison	independent	
Digbeth Street	The Hive	n/a	n/a	n/a	vacant (but opening)
Digbeth Street	The Porch Huse	a3	n/a	n/a	
Park Street	Law and Company Emporium	a1	comparison	regional	
Park Street	Cotswold Frock Shop	a1	comparison	independent	
Park Street	Humphreys Shoes	a1	comparison	regional	
Park Street	Prince of India	a3	n/a	n/a	
Park Street	Jaffe and Neale	a1	comparison	independent	
Park Street	No 3	c1	n/a	n/a	
Park Street	Greedys	a5	n/a	n/a	
Park Street	Jade Garden	a5	n/a	n/a	
Lower Park Street	The Bell	a4	n/a	n/a	
Park Street	Vanbrugh House Antiques	a1	comparison	independent	
Park Street	Butler Sherborn	a2	n/a	n/a	
Park Street	The Old Butchers	a3	n/a	n/a	
Park Street	Cross Keys	c1	n/a	n/a	
Park Street	Knight Frank	a2	n/a	n/a	
Sheep Street	The Sheep	c1	n/a	n/a	
Brewery Yard	Spirit Organic Hairdressing	a1	comparison	regional	
Brewery Yard	Hawick Cashmere	a1	comparison	independent	
Brewery Yard	Jenny Edwards Moss	a1	comparison	independent	
Brewery Yard	Louise Jackson Interiors	a1	comparison	independent	
Brewery Yard	Brewery Yard Dental Surgery	d1	n/a	n/a	
Brewery Yard	Stow Opticians	a1	comparison	independent	
Brewery Yard	Symes	n/a	n/a	n/a	Vacant (but makeover)
Sheep Street	The Chaise Antiques	a1	comparison	independent	
Sheep Street	Hacketts	a3	n/a	n/a	
Sheep Street	Catherine Matthews Interiors	a1	comparison	independent	
Sheep Street	Durham House Antiques Centre	a1	comparison	independent	
Sheep Street	Lindy Alfrey Studios	b1	n/a	n/a	
Sheep Street	Baggott	b8	n/a	n/a	
Sheep Street	Stow Opticians	n/a	n/a	n/a	Vacant
Sheep Street	Clearview Stoves	a1	comparison	regional	
Sheep Street	Tudor House Antiques	a1	comparison	independent	





Sheep Street	Cotswold Barber Shop	a1	comparison	independent	
Sheep Street	Colin John	a1	comparison	regional	
Sheep Street	Stow Health and Beauty	sg	n/a	n/a	
Sheep Street	Christopher Clarke Antiques	a1	comparison	independent	
Wraggs Row	Simon W Nutter	a1	comparison	independent	
Sheep Street	The Unicorn	n/a	n/a	n/a	Vacant (but opening)
The Square	Stow Lodge	c1	n/a	n/a	
Sheep Street	Eastbrook Architects	b1	n/a	n/a	
Sheep Street	Cotswold Cottage	n/r	n/a	n/a	
Sheep Street	Allium Florist	a1	comparison	regional	
Sheep Street	India Mahon	a1	comparison	independent	
Church Street	No 1	n/a	n/a	n/a	Vacant
Church Street	W J Wright	a1	comparison	regional	
Church Street	Speedwells	a3	n/a	n/a	
Church Street	Red Rag Gallery	a1	comparison	independent	
Church Street	Cotswold Art Supplies	a1	comparison	independent	
Church Street	Borzoi Bookshop	a1	comparison	independent	
Church Street	St Edwards Church	d1	n/a	n/a	
Church Walk	Church Rooms	d1	n/a	n/a	
Fosse Way	Town Council	d1	n/a	n/a	
The Square	Scotts of Stow	a1	comparison	independent	
The Square	Cotswold Cards	a1	comparison	regional	
The Square	The Baobab Tree	a1	comparison	independent	
The Square	St Edwards Café	n/a	n/a	n/a	Vacant
The Square	La Patisserie Anglais	a1	convenience	independent	
The Square	Stow News and Post Office	a1	convenience	independent	
The Square	Eklektika	a1	comparison	independent	
The Square	Kendall and Davies	a2	n/a	n/a	
The Square	Huffkins	a3	n/a	n/a	
The Square	Lucys	a3	n/a	n/a	
The Square	The Original Gift Company	a1	comparison	independent	
The Square	Cotswold Galleries	a1	comparison	independent	
The Square	The Queens Head	a4	n/a	n/a	
The Square	The Organic Shop	n/a	n/a	n/a	Vacant
High Street	Debbie @ Hoidays Please	a1	comparison	independent	
The Square	Library	d1	n/a	n/a	
The Square	Cotswold Tweed Co	a1	comparison	independent	

The Square	Scotts of Stow	a1	comparison	independent	
The Square	Next to Cotswold Sweet Co	n/a	n/a	n/a	Vacant
The Square	Cotswold Sweet Company	a1	convenience	independent	
The Square	Rolys Fudge Pantry	a1	convenience	independent	
Digbeth Street	Morgan and Webb	a1	comparison	independent	
Digbeth Street	Old Church	n/r	n/a	n/a	
Digbeth Street	The LBD Boutique	a1	comparison	independent	
Digbeth Street	The Nail Boudoir	sg	n/a	n/a	
Digbeth Street	Powder Cashmere	a1	comparison	independent	
Digbeth Street	Lambournes	a1	comparison	independent	
Digbeth Street	Cotswold Garden	a3	n/a	n/a	
Digbeth Street	A Clarke	a1	comparison	independent	
Digbeth Street	Ellas Toyshop	a1	comparison	regional	
Digbeth Street	The Crock Ltd Cookshop	a1	comparison	independent	
Digbeth Street	Stuart House	c1	n/a	n/a	
Digbeth Street	NewEngland	a3	n/a	n/a	
Digbeth Street	Hamptons Finest Foods	a1	convenience	independent	
Digbeth Street	Pairs	a1	comparison	independent	
The Square	Taylors and Fletcher	a2	n/a	n/a	
The Square	Mobility Centre	sg	n/a	n/a	
The Square	Stow Pharmacy	a1	comparison	independent	
The Square	The Talbot	a4	n/a	n/a	
Talbot Court	Gin	n/a	n/a	n/a	Vacant
Talbot Court	Beetroot	n/a	n/a	n/a	Vacant
Talbot Court	As Long as it Sparkles	a1	comparison	independent	
Talbot Court	John Crown	a1	comparison	independent	
Talbot Court	Osteria on the Wold	a3	n/a	n/a	
Sheep Street	Stow Dental Practice	d1	n/a	n/a	
Talbot Court	The Stow Jewellers	a1	comparison	independent	
Talbot Court	Pure Silver Design	a1	comparison	independent	
Talbot Court	Campden Coutoure	a1	comparison	independent	
Talbot Court	Cotswold Jewellery Shop	a1	comparison	independent	
Talbot Court	Evergreen Livres	a1	comparison	independent	
Talbot Court	Coach House Coffee	a3	n/a	n/a	
The Square	Lloyds	a2	n/a	n/a	
The Square	Lambs Wold	a1	comparison	independent	
The Square	Rohan	a1	comparison	multiple	
Church Street	The Honey Pot	d1	n/a	n/a	
Church Street	Co Op Funeral Care	a1	comparison	multiple	

Church Street	Helen and Douglas House	a1	comparison	multiple	
Church Street	Blue Cross for Pets	a1	comparison	multiple	
Church Street	Meggies	a1	comparison	independent	
Church Street	Fine Country	a2	n/a	n/a	
Church Street	Cotswold Homes	b1	n/a	n/a	
Church Street	Baggott Church Street Ltd	a1	comparison	independent	
Church Street	Laurie Leigh	a1	comparison	independent	
Church Street	Cotswold Baguettes	a1	convenience	independent	
Church Street	Savills	a2	n/a	n/a	
Sheep Street	Saltmarsh	a1	comparison	independent	
Sheep Street	Beetroot	a1	comparison	independent	
Sheep Street	Groovy 2 Shoes	a1	comparison	independent	
Sheep Street	Huntingdon Antiques Ltd	b8	n/a	n/a	
Sheep Street	Haynes, Hanson and Clark	a1	convenience	multiple	
Sheep Street	No 11	a1	comparison	independent	
Sheep Street	Victoria House	n/r	n/a	n/a	
Sheep Street	Candy Cox	sg	n/a	n/a	
Sheep Street	Cotswold Garden Tea Rooms	a3	n/a	n/a	
Sheep Street	Unit by Cotswold Garden Tea Rooms Linked to Lambourn	n/r	n/a	n/a	

## Car Parking Database

<b>Name:</b>	Long Stay Car Park
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	100
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	98
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on a Market/ Busy Day:</b>	
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	24

<b>Name:</b>	Tesco
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	175
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	165
<b>Disabled Spaces:</b>	10
<b>Vacant Spaces on a Market/ Busy Day:</b>	
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	93

<b>Name:</b>	High Street (Police Station)
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	6
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	6
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	1

<b>Name:</b>	Market Square
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	138
<b>Short Stay Spaces: (4 hours and under)</b>	130
<b>Long Stay Spaces: (Over 4 hours)</b>	8
<b>Disabled Spaces:</b>	8
<b>Vacant Spaces on a Market/ Busy Day:</b>	4
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	17

<b>Name:</b>	Digbeth Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	7
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	7
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	1

<b>Name:</b>	Park Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	48
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	48
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	1
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	6

<b>Name:</b>	Maugersbury Car Park
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	64
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	62
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on a Market/ Busy Day:</b>	27
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	50

<b>Name:</b>	Sheep Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	37
<b>Short Stay Spaces: (4 hours and under)</b>	21
<b>Long Stay Spaces: (Over 4 hours)</b>	16
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	2

## Town Centre Users Comments

- ❖ Better Parking
- ❖ Shut the Square once in while for events. It's been good but do it more often!
- ❖ Ban dogs and tourists
- ❖ Better seating provisions
- ❖ Less parking with more pedestrian friendly paving with green spacing for more ambient shopping experience.
- ❖ Heritage centre for education and tourism.
- ❖ I think it is good as it is
- ❖ Reduce noisy pubs
- ❖ Patrolled car parking
- ❖ Pavements and gutters should be cleaner
- ❖ Feel unsafe as a pedestrian in Digbeth Street
- ❖ Too many 'A' boards
- ❖ A permanent traffic warden!
- ❖ More events - it's a bit dull sometimes
- ❖ Residents parking in the streets and another car park for tourists, maybe expanding the car park at the bottom near the Bell
- ❖ Returning to more disabled parking spaces by St. Edward's Hall. Those by Huffkins are difficult to access if entering Stow by Church Street and because of additional car parking nearby. Whilst disabled parking needs to be near Chemist, parking by Scotts of Stow is not ideal, but better than nothing.
- ❖ More shops providing everyday goods and services rather than tourist related goods and services
- ❖ One way system at the southern end of the Square
- ❖ Make the car parking free as in Chipping Norton.
- ❖ Parking
- ❖ Pavements
- ❖ Pedestrianise it
- ❖ Have Farmer's Market at the weekend
- ❖ Clearer road markings
- ❖ More useful shops
- ❖ 1. Do not allow any further charity shops to open. Currently it has four, more than enough for a small town like Stow.
- ❖ 2. Rentals for shop premises in the town are extremely high, resulting in many shops closing at the end of their lease because they cannot afford to pay anything higher.
- ❖ A heritage centre or museum.
- ❖ Pave Digbeth Street like Church Street is paved
- ❖ More parking. More normal shops i.e. Buy basic clothes
- ❖ Stop cars speeding through
- ❖ Keep buses out
- ❖ An organic greengrocer

- ❖ A fresh fish shop
- ❖ A bookmakers
- ❖ Try and introduce more community activities for the older members as they all seem to have stopped.
- ❖ Try and bring the town together as one as we seem to be either holiday let's,second homes,do something for the youth and encourage them to stay in the area and become part of the community,the heart has gone right out of Stow,such a shame.
- ❖ 1) Parking is a massive issue. I am local to stow and hate the parking merry go round in the centre. i also know it is a massive bug bear of those who visit the town for its 'Cotswold charm' only to be spoiled by the parking nightmare. (there are videos on YouTube that give you a good example of this!!! <https://www.youtube.com/watch?v=Vlw5HhHTxCK>) if this is the impression going around on social media then no one comes out well on this issue.
- ❖ 2) increase shop variety! coffee and clothes are all great but try and attract a few younger/different brands.
  - ❖ 1. Improve pavements for walking
  - ❖ 2. Traffic flow within the town square is not controlled. Possibly instituting one ways
  - ❖ 3. Market cross - replace metalwork that was removed
  - ❖ Keep it cleaner
  - ❖ Better pedestrian safety
  - ❖ car parking
  - ❖ transport links
  - ❖ less charity shops
  - ❖ weekly market
  - ❖ the slowing down of traffic, on Park Street it is like a race track, 20 miles per hour is more that enough not 40 plus as many do
- ❖ Charge for parking allowing people to actually get a space say 2 hours with no return for an hour,some shop owners would reject this stating they would lose trade which could easily be resolved by said owners parking their vehicles elsewhere like the free car park by Tesco.There should also be an area where local people could park freely for 30 minutes to get prescriptions or a newspaper.
- ❖ More pubs open in the winter
- ❖ Cheaper prices
- ❖ make it attractive for tourists to stay for more than a cup of tea.
- ❖ give pedestrians priority over cars and lorries
- ❖ Cheaper rents for retail properties so that fewer shops go out of business.
  - ❖ 1. Keep the town cleaner.
  - ❖ 2. Traffic is a nightmare. You fear for your life. Find a new carpark.
  - ❖ Improve pavements;
  - ❖ Limit car parking to two hours (blue badge perhaps 3)
  - ❖ Resident's parking.
  - ❖ Discount's at local stores for residents - pricing is not particularly competitive



(significantly cheaper online or at larger outlets) but tourists prepared to pay higher prices. Would like to support local businesses if prices were slightly discounted for residents.

- ❖ Pay and display car parking.
- ❖ Cut down on the number of disabled car parking spaces.
- ❖ Traffic in town centre should be a one-way system.
- ❖ Remark lines by dropped kerbs so no parking there as you cannot use them as cars park right by them so be wheelchair or pram friendly crossing
- ❖ Surprise Warden checking 2 hour parking more as office and shop workers park in the square for longer thereby taking up parking spaces when should be for visitors
- ❖ 1. Permit Parking Scheme for residents and short term visitors but day trippers must use the car parks.
- ❖ 2. Abolish all coaches from entering the town centre with provision for drop off and collection outside the centre making the centre safer and less congested.
- ❖ Parking restrictions not monitored or implemented (IE Sheep Sreet)
- ❖ Late night licensing hour two late. Causing noise into the early hours of the night. Not able to sleep. Even worse when events are on I. E gold cup and other events around the area.
- ❖ Greater emphasis on needs of pedestrians over traffic and parking
- ❖ Repair and renovate footpaths
- ❖ More parking
- ❖ More variety of shops (too many cafe's)
- ❖ Increase in parking availability
- ❖ More diversity of retail shops
- ❖ Less car parking around main square.
- ❖ Better traffic flow so less cars queuing up the hill to traffic lights
- ❖ There is no Leisure Centre which means you have to visit Chipping Norton.
- ❖ There are few shops that actually assist people living here. Clothing shops and electronics require trips to Banbury or Cheltenham.
- ❖ reduce vehicular traffic and parking area
- ❖ increase pedestrian traffic by increasing pedestrian only areas
- ❖ 1. Retail offering although lovely is biased towards tourists. If I need 'normal items' from toiletries, to stationary and clothing I'll go to Chipping Norton or Banbury.
- ❖ 2. It's not clear, aside from some of the events that the church holds, where the cultural heart of the town is. I moved to Stow last Feb. As a 39 year old women I've found it hard to find local groups in Stow that are in the evening. I am a professional with a full time job. There's not even an evening exercise class!
- ❖ To encourage less car parking
- ❖ Not to add to t he "chain shops" but to encourage small enterprise
- ❖ Stop charging for car parking - burford is free.
- ❖ Better general amenities for tourists.



- ❖ Residents Parking or Permits
- ❖ Café culture/continental style outdoor eating/drinking for summer months
- ❖ 1. Parking, the parking is ridiculous! Thus meaning people prefer to park in residential streets to avoid the 2 hour parking limit (if there is ever a space available). Then residents of the town, with no parking available to them have no where to park
- ❖ Living in a street just off the town centre, the parking is horrendous. There is no where for residents to park, there is no where for people that work in the town to park and visitors who are staying all day; firstly don't want to walk from either the car park in maugersbury or at tesco they would rather park in the square and secondly, they don't want to have to pay to park.
- ❖ Parking in the square for a very limited time of 2 hours makes them feel they have to rush and don't have time to actually look around the shops properly, so they look for alternative parking in the side streets around which local residents and people that work in stow rely on.
- ❖ 2. Better sign posting, working in one of the local shops, the 3 main things tourists ask for is: where are the toilets? where is the nearest bank/cash point? and how hot are the traffic wardens around here?
- ❖ Nothing. Everything is fine
- ❖ I would suggest that a survey is done on the short life span of so many shops in Stow :Rents, Rates and Competition surely are a huge factor.
- ❖ Of course, the parking that was promised will never change, especially now we have the Eyesore of the new build on precious fields next to Tesco (I hope that there are no plans to fell the trees surrounding it .. Roll on Summer) ... plus all other plans that seem to just roll on whether planning has been given or not - bringing in more local cars .....
- ❖ Where will it all end !!
- ❖ more diverse shops
- ❖ more parking for visitors
- ❖ Restrict length of stay for vehicles (more visits from traffic warden)
- ❖ Teach visitors to look where they are going!
- ❖ More free parking
- ❖ More quality independent shops (too many tea shops, gift shops and charity shops)
- ❖ Ensure a variety of shops and offers, so that the everyday needs of locals are met.
- ❖ More parking
- ❖ one way system all the way through
- ❖ Stricter policing of car parking, many people park in the square all day when a limit of 2 hours is the maxim stay.
- ❖ More variety of retail shops there are only so many food, charity or antique related business a town needs and stow has too many
- ❖ Speed of traffic.
- ❖ Parking.
- ❖ A better choice of shops, perhaps a clothing shop



- ❖ a better traffic control system
- ❖ Repair pavements
- ❖ Underground carpark
- ❖ One way traffic system, not the dodgem like one that operates
- ❖ Stop large vehicles using Church Street and Digbeth Street
- ❖ Parking. As a resident with "on street" parking only it is very frustrating that visitors to Stow park on residential streets rather than use the car parks that are available. Weekends are particularly difficult with car parks often full.
- ❖ Would be good if the road systems were looked at. A lot of people speed down "rat runs" to avoid the traffic lights at the top of Sheep Street. Perhaps more sleeping policeman especially on Lower park street and Back Walls.
- ❖ On a personal view to have dedicated parking for inhabitants.
- ❖ Generally the town council work very hard for the locals and the visitors ; events for all age groups across the year.
- ❖ Possible: The addition of two small but not insignificant greens in the centre of both sides of the square with 2/3 medium sized trees on each. This would stop the Square from looking like a car park and make it look stunning! It would result in the loss of approx 20 parking spaces but I believe the added beauty especially during the summer season would add a freshness and contrast to the centre.
- ❖ Walter Mitty possible: A Bypass to ease both congestion within and without of the town. At peak times at all times of the year it is a constant time waster and bottleneck even without the introduction of road works etc. The bypass would not even have to be in the immediate vicinity of the town.
- ❖ Better shops for locals, Scotts of Stow in all its guises, doesn't cater to everyday shopping.
- ❖ Slow traffic down, twenty mile an hour speed limit, and some method of stopping the Square and Well Lane being used as a rat run to avoid the traffic lights.
- ❖ create more parking for visitors, by making easy other parking for residents and local workers
- ❖ otherwise pretty good
- ❖ A Post Office that is reliable, helpful and is a pleasure to go in to, the current Post Office offers NONE of that!
- ❖ One way route around the central parking area.
- ❖ I live in the centre and would pay for residential parking in Lower Park Street.
- ❖ More traffic warden patrols.
- ❖ 1. Provide a one way system round Well Lane and camouflage a 3 level car park in the dip next to the surgery with a free 12-seater bus service to the centre (9 am - 5 pm)!
- ❖ 2. Make town centre parking max. 2 hr. waiting time. But preserve the happy oldy/worldy free traffic flow anyway round the square.
- ❖ 1 Less cars allowed in square
- ❖ 2 more car parks away from square
- ❖ 3 less vacant premises

- ❖ 4 stop back walls being used as a rat run for cars and lorries
- ❖ 5 less congestion along Fosse Way traffic lights
- ❖ Go back to the way the public toilets were, more of them and free. These 20p a time toilets are smelly, not well looked after and there are not enough of them for the capacity of visitors, especially if not a lot of time to spare. Take a look at Pershore & Evesham toilets to mention just two, these have won awards for cleanliness and are free to use. Whatever do visitors think when they come to Stow and they see how archaic our facilities are.
- ❖ The wasted money on the pointless cobbles adjacent to the present toilets could have been used to help.
- ❖ I have no second suggestion as we have a lovely, quaint English village that I am proud to call home...(other than the toilets). And the road planners!
- ❖ My only other suggestion would be the lights and abysmal road layout on A429 going into A424 Evesham Road. It's a wonder no pedestrian has been killed trying to second guess if someone will go across the amber, these similar problems exist if driving. Scary & dangerous.
- ❖ Controlled car parking
- ❖ Other than English restaurants
- ❖ Stop coaches parking in the square and make them go to the car park or be fined.
- ❖ Prevent any more cafes or coffee shops opening up.
- ❖ Mend roads and pavement, improve parking.
- ❖ Parking
- ❖ more diversives
- ❖ 1. Stop all day parking to improve availability of short term parking for visitors and those using the shops.
- ❖ 2. Stop high speed rat running through the Square by the introduction of serious speed humps / Belgian pave.
- ❖ Pedestrianize whole area (or as much as is practicable) to make the square into a piazza to include outdoor café seating etc.
- ❖ Provide adequate off-square FREE car parking. Be courageous and think imaginatively to consider radical solutions if necessary. (Scots of Stow has made our town into something of a retail shopping destination for visitors, but this is being restricted by the dire car parking arrangements.)
- ❖ 1. More pedestrianised areas and less cars
- ❖ 2. More parking but not in the town Square
- ❖ more parking for locals
- ❖ more shops that are useful not tourist
- ❖ more parking
- ❖ more useful shops for locals
- ❖ Pedestrianising Digbeth Street and the area around the cross.
- ❖ The pavements are very dangerous, especially condidering the average age of the locals. Alternative parking to remove some of the cars is critical; if people had somewhere to sit retailers would benefit. Compare our town centre with any German Altstat--or any European town centre; ours is a mess.

- ❖ More seating outside cafes and pubs in summer (even if that means restricting parking or traffic flow)
- ❖ Better transport service with much improved links.
- ❖ Greater emphasis on visitor enjoyment rather than the visitor's car.
- ❖ Improve and expand pavements to enable pedestrians to spend less time walking in the road to get around the town centre.
- ❖ 1. A car park adjacent to the town centre so The Square can be free of cars for safety and ascetic reasons. or If cars still in The Square, Church Street and Digbeth Street to be pedestrianized and High Street used for access and egress with a 20mph limit.
- ❖ 2. No lorries in The Square between 10am and 4.30pm.
- ❖ 1. Increase pavement width to accommodate chairs tables/benches outside cafes restaurants pubs etc. thus improving the experience of visitors and residents alike when visiting the square. At present the square is just a celebration of the internal combustion engine!!
- ❖ 2. Change retailers attitudes to what makes Stow a great place to have a retail outlet. At present they think it is solely due to availability of car parking but in order to succeed businesses need to be more entrepreneurial and appreciate that the availability of free car parking is a secondary consideration.
- ❖ stop people parking on double yellows
- ❖ less tea rooms
- ❖ Increased car parking
- ❖ Increased leisure facilities for younger people, eg a hub for young people
- ❖ Pavements could be improved, they are very uneven and full of puddles on wet days.
- ❖ Shop fronts should be more uniform in appearance with one colour and one signwriting style.
- ❖ Better policing of overstay parking in the square, a huge proportion of cars parked there are people who work in Stow who risk a ticket as there is never anyone around to issue them!!!
- ❖ Reduce rents on commercial property to encourage a better selection of small business offerings.
- ❖ 1) Redesign for pedestrians rather than parking.
- ❖ 2) Restrict through movement of motors.
- ❖ Live music and leisure areas ...
- ❖ Traffic speed. Less visitor parking/ reduce cars circling around looking for free parking
- ❖ More pedestrian space with outside seating areas in summer to socialise.
- ❖ More community events with music.
- ❖ More open markets even night markets would be good.
- ❖ More car parking in the town - less in the Square
- ❖ Businesses in The Square abiding by Planning requirements instead of constantly flouting them
- ❖ Sufficient allocated parking for residents

- ❖ Dedicated Post Office
- ❖ Greater community use of St Edward's Hall.
- ❖ A museum of local interest.
- ❖ 1 Aim to avoid too many shops aimed at the tourists, to try and get a balance that serves visitors but also those of us who live here.
- ❖ 2. We have too many holiday houses only lived in occasionally,
- ❖ We must have more homes that local people can afford and
- ❖ Encourage more younger people to setup permanent homes here. Refuse planning for any further expensive retirement homes , we need a community home for our elderly relatives as Ashton House gave us.
- ❖ Better parking
- ❖ More amenities
- ❖ Fast Food Outlets.
- ❖ Indoor Leisure Centre.
- ❖ Much better public conveniences similar to Bourton on the Water. . Area around the cross to be pedestrian only
- ❖ Less cars parked.
- ❖ More everyday retail shops and less coffee and charity shops
- ❖ Retain free parking and vehicular access in the town centre to encourage visitors and shoppers.
- ❖ Better public transport links - eg buses to destinations other than Moreton in Marsh, Bourton on the Water and Cheltenham.
- ❖ The shops that open are not varied enough So many open and they obviously haven't done enough research and close in 12 months
- ❖ There is a limit to how many coffee shops are viable
- ❖ More variety is needed, more interesting shops and possibly a few more fashion outlets (not chain)
- ❖ Timed parking
- ❖ Paid parking
- ❖ Make the town centre less of a car park and more of an outdoor space to be enjoyed on foot with more seating / eating areas outside and increased trees and landscaping.
- ❖ Reduce the number of disabled car parking spaces and monitor their usage more.
- ❖ Improve pedestrian pavements,
- ❖ Allow large van deliveries only up to 10a.m., or after six p.m.
- ❖ More trees/planting and outdoor seating to make the Square look less like a car park.
- ❖ Charity shops to stop leaving bags of rubbish in front of their shops.
- ❖ Nothing really
- ❖ In my opinion the parking in the square is hideous and should be restricted to 30 minutes with a regular traffic warden enforcing this. The number of cars and buses in the area detracts from the beauty of the buildings whilst making it impossible for locals to use their own town if they need to drive and dangerous for older children to walk around ( I have two children who have

had incidents with cars driving erratically whilst diving for a parking space ! ) Visitors should use Tesco or Maugersbury car parking facilities which can be empty whilst the square is jammed. Also, we have an amazing, historical cross and stocks but you take your life in your hands viewing either. They are surrounded by either a row of parked cars or traffic whizzing past. Looking back at old photos of the square makes me realise how the huge number of cars parking there have just turned it into a hideously, ugly town centre !!

- ❖ Secondly, shops which keep us in Stow, rather than internet shopping would be great. We have several cafes, antique shops and galleries but everyday shops, especially for older kids, would be welcome. They seem to open and close very quickly. Is this due to extortionate rent or rates ?
- ❖ Pedestrianise half the Square and put the cobbles back and have outside cafes stalls etc in the summer months.
- ❖ To make this possible provide a 'motor train' from carparks from 10-5pm daily
- ❖ Enlarge car parks in Maugesbury and at Tescos so that would ease pressure on town centre.
- ❖ Stop car parking in town centre and only allow pick up and drop off by buses and coaches, This would free up Market Square which could then be used by restaurants and bars for outdoor seating; Street markets and outdoor entertainment.
- ❖ People on trips in couches ask if there is somewhere to have a picnic and end up having it in the car park
- ❖ crossings for disabled foot paths
- ❖ Less car parking
- ❖ More "everyday" type shops
- ❖ provide a car parking officer.
- ❖ make the town centre one way for traffic
- ❖ 1. A new proper Post Office please!
- ❖ 2. Better signpost for parking outside of the town - direct visitors to Tesco and Maugersbury car parks so that fewer cars come in to the main square.
- ❖ 3. More benches or picnic tables for people to sit out on a nice day.
- ❖ Stop the proliferation of tourist shops, especially Scotts of Bloomin Stow, at the expense of shops that would benefit locals. Compare it with Chipping Campden which, despite being a popular tourist destination, manages to have a healthy high street with useful and interesting shops. When my family moved to Stow in 1967 it had a thriving centre. Ironmongers, greengrocers, bakers, watch and clock shop etc. Now all gone and not replaced.
- ❖ Some indication of which way to drive in the square. It is frequently filled with cars idling about and stopping in the middle of the road. I know they are looking for parking spaces but the road sense is appalling.
- ❖ One-way road marking around the square, clockwise around the central parking area.
- ❖ A better, more efficient, more comprehensive Post Office than the new one we have.
- ❖ Prevent illegal parking on double yellow lines, especially on Digbeth Street,

Well Lane and Union Street.

- ❖ Better lighting on pedestrian alleys and lanes.
- ❖ Better parking
- ❖ Better signage informing visitors that Digbeth Street is not traffic free
- ❖ Better traffic control, a one way system around parts of the square would make a huge difference as it is a free for all most of the time, the car park spaces are not all clearly defined with the consequence that cars are parked all over the place. Coaches are still parking in the square !
- ❖ We need more general shops rather than just cafes and souvenir shops, somewhere to buy a pair of knickers would not go amiss !!
- ❖ In general besides some specialist food shops as mentioned nothing. I like it here!
- ❖ Access
- ❖ Parking for residents
- ❖ Less coffee houses and more 'real' shops –
- ❖ Greengrocer
- ❖ Fishmonger
- ❖ Alternative pharmacy (for competition)
- ❖ Better parking facilities.
- ❖ Trial making the town square and/or Church Street car free
- ❖ Car parking is definitely an issue and an off street car park is needed.