



**Stow on the Wold
Town Benchmarking Report**

October 2018



Executive Summary

GENERAL

- ❖ **High Proportion of A1 Shops:** 64% of the occupied ground floor units in the town centre are A1 Shops, noticeably higher than the National Small Towns average of 51%. 89% of the A1 Shops mainly sell comparison goods.
- ❖ **Independent Traders:** Over three quarters (76%) of the A1 Shops in the town centre are unique to Stow on the Wold, considerably higher than the National (65%) averages.
- ❖ **Food and Accommodation:** 10% of the units are A3 Restaurants and Cafes, which is 2% higher than the National figure. 6% of the units are C1 Hotels, which is 5% higher than the National Small Towns average.
- ❖ **Business Association:** 74% of Businesses would like to see a Business Association formed in Stow on the Wold.
- ❖ **Customer Spend:** 18% of Town Centre users spent over £20.00 on a normal visit to the town centre the same figure as the 2017 Benchmarking evaluation.
- ❖ **Gypsy Fair Closure:** 53% and 52% of Businesses stated that they closed for the Gypsy Fair in May and October respectively.

POSITIVE

- ❖ **Visit Recommendation:** 87% of Town Centre Users would recommend a visit to Stow on the Wold, 22% higher than the National Small Towns average.
- ❖ **Low Vacancy Rates:** 4% of the units in the defined town centre area were vacant at the time of the retail audit in October 2018, which is 6% lower than the National Small Towns figure and 4% lower than the 2018 Stow on the Wold Benchmarking evaluation.
- ❖ **High Footfall:** Footfall in Stow on the Wold was 134 persons per ten minutes, which is vastly higher than the National Small Towns average of 93 persons on a Busy Day and a slight increase on the 2017 figure. (126) The August footfall count was considerably higher than the October count. In The Square, the average figure increased 41% from 134 persons per ten minutes to 190 persons per ten minutes.
- ❖ **Physical Appearance:** As in the 2017 evaluation (85%) the majority of Businesses (79%) reported that Physical Appearance was a positive aspect of trading in Stow on the Wold, 31% higher than the National Small Towns average. Nearly three quarters of Town Centre Users rated Physical Appearance (73%) as a positive aspect, 28% higher than the National Small Towns average.

- ❖ **Tourists:** Potential Tourist Customers (74%) were also classed as a positive aspect of Stow on the Wold, 35% higher than the National Small Towns average. 86% of the Post Codes gathered by town centre Businesses were from non-residents, vastly higher (50%) than the National Small Towns average.

ROOM FOR IMPROVEMENT

- ❖ **Car Parking:** Car Parking (71%) was classed as the most negative aspect of Stow on the Wold by Town Centre Users, 28% higher than the National Small Towns average. 66% of Businesses felt that Car Parking was a negative aspect of trading in the town centre, 15% higher than the National average. Car Parking was the key theme to emerge when both Businesses and Town Centre Users were asked to make suggestions for improvements to Stow on the Wold.
- ❖ **Limited Parking:** Only 1% of on street parking spaces was vacant during the October audit, noticeably lower than the National figure of 15% and 1% lower than the 2017 figure. When the August Car Parking figures were reviewed only 7% of the Off-Street Car Parking spaces were available with just 1% of On Street providing an overall average of 4%. Further analysis, with the removal of the Tesco Car Park figures revealed a further reduction in available parking space with 2% vacancy in the August audit and 10% vacancy in the October audit.
- ❖ **Business Performance:** Trading conditions and business confidence have declined markedly in the town centre since the 2017 Benchmarking Report. 47% of Businesses reported that over the last 12 months Turnover had Decreased, 17% higher than 2017 average and 15% higher than the National Small Towns average. Similarly, 44% of Businesses reported that Profitability had Decreased a 9% increase from 2017 and 11% higher than the National average. In terms of future trading, 40% of Businesses reported that over the next 12 months they expected their Turnover to Decrease, 22% higher than in 2017 and 21% higher than the National Small Towns average.
- ❖ **Rental Values/ Property Costs:** 63% of Businesses stated Rental Values/ Property Costs was a negative, 35% higher than the National average. 'Reduction in Rates' was a theme to emerge from the qualitative comments supplied by Businesses.

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 **164** units is classed as a **Small** Town. The analysis provides data on each KPI for the Benchmarked town individually, Nationally and longitudinally. National figures are an amalgamation of all the Small towns which contributed to the system over the last 18 months.

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

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 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 157 occupied units recorded.

	National Small Towns %	Stow 2018 %	Stow 2017 %
A1	51	64	61
A2	13	4	5
A3	8	10	10
A4	4	3	3
A5	4	1	1
B1	3	3	2
B2	1	0	0
B8	0	1	1
C1	1	6	5
C2	0	0	0
C2A	0	1	1
D1	7	4	5
D2	1	0	0
SG	6	3	3
Not Recorded	0	1	3

64% of the occupied ground floor units in the town centre are A1 Shops, noticeably higher than the National Small Towns average of 51%. 10% of the units are A3 Restaurants and Cafes, which is 2% higher than the National figure whilst similarly 6% of the units are C1 Hotels, which is 5% higher than the National Small Towns average. The proportion of A2 Financial and Professional Services is considerably lower in Stow on the Wold (4%) than the National average. (13%)

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.

	National Small Towns %	Stow 2018 %	Stow 2017 %
Comparison	81	89	89
Convenience	19	11	11

89% of the A1 Shops in Stow on the Wold mainly sell comparison goods, higher than the National average. (81%)

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.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	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 %	Stow 2018 %	Stow 2017 %
Key Attractor	7	0	0
Multiple	18	12	11
Regional	10	12	12
Independent	65	76	77

Over three quarters (76%) of the A1 Shops in the town centre are unique to Stow on the Wold, considerably higher than the National (65%) averages. 12% of the A1 Shops have a nationwide presence.

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 %	Stow 2018 %	Stow 2017 %
Vacancy	10	4	8

4% of the units in the defined town centre area were vacant at the time of the retail audit in October 2018, which is 6% lower than the National Small Towns figure and 4% lower than the 2018 Stow on the Wold Benchmarking evaluation.

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	Stow 2018	Stow 2017
No. of Traders	15	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	Stow 2018	Stow 2017
Busy Day	93	134	126
Quiet Day	83	n/a	44

In Stow on the Wold, Footfall was conducted on 22nd August 2018 and 11th October 2018. Data collected in August is not entered into the National Benchmarking System as the reports highlight town centre performance in ‘normal’ trading conditions. Stow on the Wold Town Council decided on the approach of conducting footfall in ‘peak’ season to understand the impact of the summer trade versus the autumnal trade. Thus, the table above reflects data from the 11th October 2018 footfall count.

Footfall in Stow on the Wold was 134 persons per ten minutes, which is vastly higher than the National Small Towns average of 93 persons on a Busy Day and a slight increase on the 2017 figure. (126)

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

The Square- Cotswold Cards			
Busy Day: 22/08/18		Quiet Day: 11/10/18	
10.40-10.50	130	10.40-10.50	121
11.00-11.10	199	11.00-11.10	118
12.20-12.30	242	12.20-12.30	163
TOTAL	571	TOTAL	402
AVERAGE	190	AVERAGE	134
Digbeth Street- Lambourne Butchers			
Busy Day 22/08/18		Quiet Day: 11/10/18	
10.40-10.50	62	10.40-10.50	43
11.00-11.10	85	11.00-11.10	68
12.20-12.30	109	12.20-12.30	63
TOTAL	256	TOTAL	174
AVERAGE	85	AVERAGE	58

The table highlights that the August footfall count was considerably higher than the October count. In The Square, the average figure increased 41% from 134 persons per ten minutes to 190 persons per ten minutes.

The highest individual recording was during 12.20-12.30 on the August footfall audit in The Square.

On both footfall count days, The Square was considerably busier than Digbeth Street.

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 %	Stow 2018 %	Stow 2017 %
Car Park:			
Total Spaces:	84	60	59
Short Stay Spaces: (4 hours and under)	34	0	0
Long Stay Spaces: (Over 4 hours)	59	96	96
Disabled	7	4	4
Not Registered	0	0	0
Vacant Spaces on a Busy Day:	34	25	31
Vacant Spaces on a Quiet Day:	40	n/a	49
On Street:			
Total Spaces:	16	40	41
Short Stay Spaces: (4 hours and under)	81	68	64
Long Stay Spaces: (Over 4 hours)	13	28	33
Disabled	5	2	3
Not Registered	1	0	0
Vacant Spaces on a Busy Day:	15	1	2
Vacant Spaces on a Quiet Day:	18	n/a	11

Please note Busy Day refers to the audit on 11th October 2018. August figures cannot be entered into the National Benchmarking System but are provided in analysis overleaf.

The vacancy rates from the October audit in off street car parking provision were lower in Stow on the Wold (25%) than the National average (34%) and a reduction in the 2017 figure. (31%)

Only 1% of on street parking spaces was vacant during the October audit, noticeably lower than the National figure of 15% and 1% lower than the 2017 figure.

Overall	National Small Towns %	Stow 2018 %	Stow 2017 %
Total Spaces:	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	41	27	26
Long Stay Spaces: (Over 4 hours)	52	69	70
Disabled	7	4	4
Not Registered	3	0	0
Vacant Spaces on a Busy Day:	31	16	19
Vacant Spaces on a Quiet Day:	37	n/a	34

16% of all the Car Parking spaces were available for public use in Stow on the Wold, 15% lower than the National Small Towns average and a 3% reduction from the 2017 evaluation.

When the August Car Parking figures are reviewed,

Off Street Car Parking Vacancy Rate	7%
On Street Car Parking Vacancy Rate	1%
Overall Car Parking Vacancy Rate	4%

Only 7% of the Off-Street Car Parking spaces were available with just 1% of On Street providing an overall average of 4%.

Further analysis with the removal of the Tesco Car Park revealed a further reduction in available parking space in the town centre with the following vacancy rates.

Overall Car Parking Vacancy Rate 22nd August 2018	2%
On Street Car Parking Vacancy Rate 11th October 2018	10%

KPI: BUSINESS CONFIDENCE SURVEY

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

	National Small Towns %	Stow 2018 %	Stow 2017 %
Nature of Business			
Retail	58	79	70
Financial/ Professional Services	14	3	9
Public Sector	2	0	3
Food and Drink	13	6	9
Accommodation	2	6	3
Other	1	6	6
Type of Business			
Multiple Trader	9	21	21
Regional	7	0	6
Independent	84	79	73
How long has your business been in the town			
Less than a year	7	6	18
One to Five Years	21	26	29
Six to Ten Years	14	12	18
More than Ten Years	58	56	35

Over three quarters of Business respondents were Independent (79%) traders and 79% based in the Retail sector.

56% of respondents had been based in the town centre for More than Ten Years.

Compared to last year has your turnover	National Small Towns %	Stow 2018 %	Stow 2017 %
Increased	38	31	57
Stayed the Same	30	22	13
Decreased	32	47	30
Compared to last year has your profitability			
Increased	32	31	48
Stayed the Same	35	25	16
Decreased	33	44	35
Over the next 12 months do you think your turnover will			
Increase	44	27	58
Stay the Same	38	33	23
Decreased	18	40	19

Trading conditions and business confidence have declined markedly in the town centre since the 2017 Benchmarking Report. 47% of Businesses reported that over the last 12 months Turnover had Decreased, 17% higher than 2017 average and 15% higher than the National Small Towns average. Similarly, 44% of Businesses reported that Profitability had Decreased a 9% increase from 2017 and 11% higher than the National average.

In terms of future trading, 40% of Businesses reported that over the next 12 months they expected their Turnover to Decrease, 22% higher than in 2017 and 21% higher than the National Small Towns average.

What are the positive aspects of the Town Centre?	National Small Towns %	Stow 2018 %	Stow 2017 %
Physical appearance	48	79	85
Prosperity of the town	39	41	65
Labour Pool	10	0	3
Geographical location	44	65	76
Mix of Retail Offer	28	35	38
Potential tourist customers	39	74	68
Potential local customers	75	62	79
Affordable Housing	13	0	0
Transport Links	33	9	6
Footfall	20	26	32
Car Parking	32	24	18
Rental Values/ Property Costs	15	0	9
Market (s)	12	0	9
Events/ Activities	22	3	12
Marketing/ Promotions	9	6	12
Local Partnerships/ Organisations	17	3	18
Other	4	9	6

As in the 2017 evaluation (85%) the majority of Businesses (79%) reported that Physical Appearance was a positive aspect of trading in Stow on the Wold, 31% higher than the National Small Towns average. Potential Tourist Customers (74%) were also classed as a positive aspect of Stow on the Wold, 35% higher than the National Small Towns average. Potential Local Customers (62%) and Geographical Location (65%) were also classed as positive aspects.

What are the negative aspects of the Town Centre?	National Small Towns %	Stow 2018 %	Stow 2017 %
Physical appearance	19	0	9
Prosperity of the town	27	0	6
Labour Pool	14	31	24
Geographical location	8	3	0
Mix of Retail Offer	21	13	24
Number of Vacant Unit	43	28	36
Potential tourist customers	9	13	6
Potential local customers	4	13	3
Affordable Housing	12	19	30
Transport Links	17	38	30
Footfall	16	16	21
Car Parking	51	66	79
Rental Values/ Property Costs	28	63	58
Market (s)	10	9	6
Local business competition	16	13	15
Competition from other localities	24	3	12
Competition from out of town shopping	37	16	21
Competition from the internet	38	34	33
Events/ Activities	7	9	3
Marketing/ Promotions	6	6	12
Local Partnerships/ Organisations	3	6	3
Other	7	22	12

66% of Businesses felt that Car Parking was a negative aspect of trading in the town centre, 15% higher than the National average. 63% stated Rental Values/ Property Costs was a negative, 35% higher than the National average.

Has your business suffered from any crime over the last 12 months	National Small Towns %	Stow 2018 %	Stow 2017 %
Yes	25	12	12
No	75	88	88
Type of Crime			
Theft	74	50	50
Abuse	28	25	0
Criminal Damage	13	0	0
Other	6	25	50

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

Additional Questions

Which month is the busiest in terms of trade for your business?

41% of Businesses reported that December was their busiest month.

Which month is the quietist in terms of trade for your business?

52% of Businesses reported that January was their quietist month.

Would you like to see a Business Association formed in Stow on the Wold?	%
Yes	74
No	26

74% of Businesses would like to see a Business Association formed in Stow on the Wold.

What time slot would be most suitable for you to attend Business Association meetings?	%
07.00-09.00	6
09.00-11.00	17
11.00-13.00	6
13.00-15.00	11
15.00-17.00	0
17.00-19.00	50
19.00-21.00	11

Half of the Businesses who would like to see a Business Association reported that 17.00-19.00 would be the most suitable times for meeting attendance.

Do you close your business for the Gypsy Fair in May?	%
Yes	53
No	47

53% of Businesses stated that they closed for the Gypsy Fair in May.

Do you close your business for the Gypsy Fair in October?	%
Yes	52
No	48

52% of Businesses stated that they closed for the Gypsy Fair in October.

When Businesses were asked to provide the reasons as to why they close the key theme was 'Security' with comments including:

- ❖ *Not worth it! invaded by gypsies*
- ❖ *Yes, bad experiences. Too much trouble to open*
- ❖ *Security reasons*
- ❖ *Theft, general atmosphere in town*
- ❖ *Theft, vandalism, intimidation*
- ❖ *high risk*
- ❖ *Security*
- ❖ *Because of theft!*
- ❖ *safety of employees*
- ❖ *Because they are intimidating, uncouth and shops and restaurants are closed*
- ❖ *no security*
- ❖ *It is not worth opening if there is an increased chance of theft.*
- ❖ *Theft and lack of footfall*

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.*

The two key themes to emerge were 'More/Cheaper Car Parking' and 'Lower Business Rates'.

- ❖ *Need more parking*
- ❖ *Lower rates Parking*
- ❖ *Introduce new brands and don't be afraid of quality chains to encourage new and youthful clients Improve transport links into the village*
- ❖ *Lower business rates and changed to something more appropriate/relevant to actual business.*
- ❖ *Lower business rates*
- ❖ *More free parking*
- ❖ *Lower rents*
- ❖ *Traffic restrictions on heavy lorries.*
- ❖ *A crossing on sheep street*
- ❖ *Lower business rates*
- ❖ *Congestion on traffic lights*
- ❖ *Provide free parking all day.*
- ❖ *Sort out the congestion at the traffic lights at main road/sheep street, use mini roundabout in place of lights*
- ❖ *Better shops/retail outlets, we only seem to have mainly art galleries and coffee shops*
- ❖ *High rents and business rates preventing smaller, interesting businesses from taking a chance on opening.*
- ❖ *Too many charity shops.*
- ❖ *Rent of shops*
- ❖ *Traffic in and out of the town*
- ❖ *Parking*
- ❖ *More car parking.*
- ❖ *The town promoting its own businesses*
- ❖ *Make more parking spaces*
- ❖ *Larger market.*
- ❖ *Reduce parking in square*
- ❖ *Stop people parking in the square all day so our customers can park.*
- ❖ *Reduce rates and stop more charity shops opening*

- ❖ More car parking - not just square and Tesco
- ❖ Public transport on Sunday and Bank Holiday
- ❖ No gypsies
- ❖ Improved traffic control to reduce congestion. This would encourage more day visitors.
- ❖ better free parking
- ❖ Keep the car parking free and in the square
- ❖ Park and ride from tescos through square to mangersbury car park. customers being allowed to drop off/collect framing near shop without getting any parking tickets
- ❖ Removal of Tesco in conjunction with internet shopping.
- ❖ Traffic control and parking
- ❖ Less roadworks/closures.
- ❖ Full outlets rather than empty buildings
- ❖ Improve traffic flow constant roadworks and volume of traffic may put customers off coming to stow and being stuck in traffic.
- ❖ Better marketing of the town as a shopping destination.
- ❖ Lower rates/rental.
- ❖ Enhancement of historical heritage of stow to make it appealing to modern day visitors.
- ❖ The two-hour parking restriction in the square is barely long enough for people to browse/buy in the shops and then have a coffee/lunch
- ❖ A map of the square listing shops etc More signposting for tescos free car park
- ❖ Bring the business rates down, too expensive!
- ❖ Reinstate coach parking in town
- ❖ Have more promotion/events
- ❖ Public transport links.
- ❖ Reduction in rates might lead to more investment in business.
- ❖ Business association
- ❖ better and cheaper parking and transport
- ❖ Reform Business association. Raise awareness of what the town has to offer

KPI: 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 212 completed Town Centre User Surveys.

	National Small Towns %	Stow 2018 %	Stow 2017 %
Gender			
Male	37	35	48
Female	63	62	52
Prefer not to answer	n/a	3	n/a
Age			
16-25	7	2	0
26-35	11	6	3
36-45	20	9	8
46-55	20	28	17
56-65	18	26	29
Over 65	23	28	41
Prefer not to answer	n/a	0	n/a
What do you generally visit the Town Centre for?			
Work	10	16	9
Convenience Shopping	40	31	30
Comparison Shopping	6	1	2
Access Services	22	30	32
Leisure	12	16	16
Other	9	6	11

54% of Town Centre Users were aged 56 or Over.

31% of Town Centre Users visited for Convenience Shopping.

How often do you visit the Town Centre	National Small Towns %	Stow 2018 %	Stow 2017 %
Daily	20	38	47
More than once a week	38	39	43
Weekly	21	13	7
Fortnightly	7	4	1
More than once a Month	4	2	1
Once a Month or Less	9	3	1
How do you normally travel into the Town Centre?			
On Foot	34	62	72
Bicycle	2	1	0
Motorbike	1	0	1
Car	57	36	24
Bus	4	1	0
Train	1	0	0
Other	1	1	3
			0
On average, on your normal visit to the Town Centre how much do you normally spend?			
Nothing	3	2	3
£0.01-£5.00	13	18	15
£5.01-£10.00	25	33	36
£10.01-£20.00	32	30	29
£20.01-£50.00	21	16	15
More than £50.00	6	2	3

77% of Town Centre Users visited Stow on the Wold at least once a week and 62% travelled On Foot.

18% of Town Centre users spent over £20.00 on a normal visit to the town centre the same figure as the 2017 Benchmarking evaluation but 9% lower than the National Small Towns average.

What are the positive aspects of the Town Centre?	National Small Towns %	Stow 2018 %	Stow 2017 %
Physical appearance	45	73	83
Cleanliness	52	55	54
Retail Offer	27	29	26
Customer Service	43	22	26
Cafes/ Restaurants	52	62	64
Access to Services	63	76	84
Leisure Facilities	20	2	3
Cultural Activities/Events	23	15	12
Pubs/ Bars/ Nightclubs	35	41	45
Transport Links	28	10	14
Ease of walking around the town centre	67	62	69
Convenience e.g. near where you live	71	77	83
Safety	43	15	32
Car Parking	39	10	11
Public Toilets	n/a	6	5
Markets	27	15	15
Other	5	7	8

Convenience (77%) and Access to Services (76%) were classed as positive aspects of the town centre whilst nearly three quarters rated Physical Appearance (73%) as a positive aspect of Stow on the Wold 28% higher than the National Small Towns average. Ease of Walking Around, (62%) Cafes/ Restaurants, (62%) and Cleanliness were also rated as positive aspects of the town centre.

What are the negative aspects of the Town Centre?	National Small Towns %	Stow 2018 %	Stow 2017 %
Physical appearance	34	3	7
Cleanliness	19	9	13
Retail Offer	54	32	38
Customer Service	9	8	7
Cafes/ Restaurants	15	4	4
Access to Services	13	4	11
Leisure Facilities	30	40	41
Cultural Activities/Events	28	16	20
Pubs/ Bars/ Nightclubs	18	2	4
Transport Links	23	33	36
Ease of walking around the town centre	7	10	16
Convenience e.g. near where you live	6	1	3
Safety	9	13	12
Car Parking	43	71	62
Public Toilets	n/a	19	26
Markets	25	9	13
Other	10	18	14

Car Parking (71%) was classed as the most negative aspect of Stow on the Wold by Town Centre Users, 28% higher than the National Small Towns average. Leisure Facilities, (40%) Transport Links (33%) and Retail Offer (32%) were also classed as negative aspects.

How long do you stay in the Town Centre?	National Small Towns %	Stow 2018 %	Stow 2017 %
Less than an hour	42	38	47
1-2 Hours	38	40	35
2-4 Hours	12	12	8
4-6 Hours	2	3	2
All Day	5	7	3
Other	1	1	5
Would you recommend a visit to the Town Centre?			
Yes	65	87	95
No	35	13	5

78% of Town Centre Users stayed in Stow on the Wold for less than 2 hours.

87% of Town Centre Users would recommend a visit to Stow on the Wold, 22% 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 in The Square' was a key theme to emerge from the qualitative suggestions. General comments included:

- ❖ *Control the parking in the Square - stop all day parking and ease up limited car parking for more users.*
- ❖ *Parking patrol in the square so cars are only parked for 2 hours given all shoppers to access free parking*
- ❖ *The town square only has very limited parking .*
- ❖ *It is essential that parking in the square is kept free so locals can use the town for chemist/bank/post office etc*
- ❖ *Unless I'm early I avoid it as I'm disabled and can't walk from the main car parks if the square is full*
- ❖ *Too many disabled bays in the Square*
- ❖ *Reduce parking in Market Square and enlarge car park opposite the Old Bell. This would enhance the look and feel of the centre of Stow and if pedestrianised allow pubs and restaurants to have seating outside.*
- ❖ *Banning parking in town Square for all except for disabled bays.*
- ❖ *Reduce parking in the Square and make more open space for people to stroll around, and enable tables and chairs outside cafes, for both locals and visitors to use. Make Digbeth Street pedestrian.*
- ❖ *Find additional car parking close to town centre to enable reduction of numbers parking in Square*
- ❖ *Remove excessive amount of parking ruining the appearance of the Square with improved marking for visiting coaches and visitors.*
- ❖ *Limit parking to 20 mins in the main part of the Square to give locals a chance to pop in.*

General comments concerning 'Car Parking' included:

- ❖ *Improved parking - not sure how, but it can be extremely difficult.*
- ❖ *parking and enforce no parking on yellow lines and footpaths*
- ❖ *I am an ex-resident of stow and note that Car Parking remains and issue Buses continue to run their engines whilst waiting in the square or high street which causes noise and pollution*
- ❖ *Too many disabled parking spaces. Often empty.*

- ❖ Better parking.
- ❖ Better parking? Perhaps a 30 minute stay area? If I drive in to collect something on my way home I struggle to find a space for just a few minutes
- ❖ Paid for parking with the first 30 minutes free to enable locals to pop into one or two shops free of charge.
- ❖ Better co ordination of parking such as 30 minute only spaces to use the banks and post office

Perhaps reflecting that the majority of the Town Centre User surveys were from residents 'Improving the Retail Offer for Locals' was another key theme to emerge:

- ❖ More shops for locals e.g a good greengrocer. No more charity shops
- ❖ Stow does NOT offer the diverse range of shops , services and jobs that it once had in the 1980's/1990's. By lunchtime the town centre is congested with vehicles driving around waiting for a parking space and Sheep street/Park street is difficult to drive through between 11am and 6pm because of parking/parked vehicles. There is a lack of choice for locals and so Stow is heavily reliant on tourism. However, Stow is not a family destination to visit as there is nothing to see/do, unlike Bourton-on-the-Water (who have Birdland, Model Railway, Model Village, Motor Museum, Leisure Centre) which is why businesses in Stow who also sell the same products as each other do not tend to stay open for very long (there were over 8 empty units to let earlier this year).
- ❖ Better variety of shops - less art galleries.
- ❖ More everyday shops
- ❖ Open some different shops that cater for the local people
- ❖ Better selection of shops/retail outlets and less galleries and coffee shops
- ❖ Wider choice of everyday retail, not just pubs, tearooms and gift shops
- ❖ A discount in certain shops for residents of the town. The prices are tailored more towards tourists and, as such, it is often cheaper to buy certain goods elsewhere.
- ❖ Stop the ridiculous greedy rental for retail outlets so that we can attract something other than Galleries which seem to have replaced Antiques as the default and only shops in town...
- ❖ useful shops for locals

'Traffic Issues' were also cited by a number of respondents:

- ❖ *Stop rat running of traffic from the High Street through Digbeth Street to avoid the Unicorn traffic Lights. Reduce through traffic, especially HGV on the access routes to improve traffic flow.*
- ❖ *Less traffic jams*
- ❖ *Better parking and improved road systems – the traffic lights cause big delays getting through the town*
- ❖ *Pedestrian areas and controlled traffic flow*
- ❖ *Slow down the traffic even more than 20mph.*
- ❖ *Ideally to be traffic*
- ❖ *Manage traffic speed, access and flow*
- ❖ *Far less traffic. Stop all the rowdiness coming from pubs like the Sheep and the one next to co op, it is getting worse and worse and there are no police to be seen.*
- ❖ *WORK on a logical parking and through traffic solution SET a deadline / deadlines - or it wont happen (again!) Tell people about at every stage*
- ❖ *Stop all through traffic (rat-run) Improve environment through priority to pedestrianisation / reduction of road signage. Improve waste collection procedures to reduce street litter. Introduce additional off-street parking in the town and improve pedestrian access to town facilities.*
- ❖ *The traffic passing through Stow is excessive. The roads are gridlocked at peak times. Keep HGVs out of Stow by directing them around it.*
- ❖ *Better traffic management - signage, perhaps a one-way system around the square*

KPI: 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 **695** 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%	Stow 2018 %	Stow 2017 %
Locals	63	13	27
Visitors	22	43	16
Tourists	14	43	57

86% of the Post Codes gathered by town centre Businesses were from non Stow on the Wold residents, vastly higher (50%) 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	Tara Antique Centre	a1	comparison	independent	
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	The Stag	a4	n/a	n/a	
The Square	Jacana	a1	comparison	independent	
The Square	Grey House	a1	comparison	independent	
The Square	Grey Gardens	a1	comparison	independent	
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	Childrens Air Ambulance	a1	comparison	multiple	
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	
The Square	Mash	a1	comparison	independent	
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	n/a	n/a	n/a	vacant
Digbeth Street	Mountain Warehouse	a1	comparison	multiple	
Digbeth Street	In the Mood	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	The Cotswold Hat Company	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	n/a	n/a	n/a	vacant
Digbeth Street	The Hive	a3	n/a	n/a	



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	Challenge Bike Run Kit	a1	comparison	regional	
Brewery Yard	Hawicko	a1	comparison	multiple	
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	Tabatha James Kraan	a1	comparison	independent	
Sheep Street	Styles of Stow	a1	comparison	independent	
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 Allfrey Studios	b1	n/a	n/a	
Sheep Street	Baggott	b8	n/a	n/a	
Sheep Street	Stow Travel	a1	comparison	independent	
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	n/a	n/a	n/a	Vacant
Sheep Street	The Unicorn	c1	n/a	n/a	
The Square	Stow Lodge	c1	n/a	n/a	



Sheep Street	Eastbrook Architects	b1	n/a	n/a	
Sheep Street	Cotswold Cottage	c1	n/a	n/a	
Sheep Street	Allium Florist	a1	comparison	regional	
Sheep Street	Binghams	a1	comparison	independent	
Church Street	Cotswold Baguettes	a1	convenience	independent	
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	Sam Wilson	a1	comparison	regional	
The Square	The Baobab Tree	a1	comparison	independent	
The Square	Sophie Oliver Jewellers	a1	comparison	regional	
The Square	La Patissier Anglais	a1	convenience	independent	
The Square	Stow News and Post Office	a1	convenience	independent	
The Square	Artysan	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	n/a	n/a	n/a	Vacant
The Square	Cotswold Galleries	a1	comparison	independent	
The Square	The Queens Head	a4	n/a	n/a	
The Square	The Organic Shop	a1	comparison	independent	
The Square	Cutter Brooks	a1	comparison	independent	
The Square	Square @ One Stow	a1	comparison	independent	
The Square	Brio	b1	n/a	n/a	
The Square	Gift Discoveries	a1	comparison	independent	
The Square	Mangan Webb	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	Cotswold Hideaways	b1	n/a	n/a	
The Square	Cotswold Sweet Company	a1	convenience	independent	
The Square	Rolys Fudge Pantry	a1	convenience	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	Sams	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	All of My Heart	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	
Digbeth Street	1793 Gallery	a1	comparison	independent	
The Square	Taylor 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 Square	The Perfect Home	a1	comparison	independent	
Talbot Square	The Grey Heron	a1	comparison	independent	
Talbot Square	The Stow Flower Shop	a1	comparison	independent	
Talbot Square	John Cronin	a1	comparison	independent	
Talbot Square	Osteria on the Wold	a3	n/a	n/a	
Talbot Square	The Stow Jewellers	a1	comparison	independent	
Talbot Square	Pure Silver Design	a1	comparison	independent	
Talbot Square	Brocks	n/a	n/a	n/a	Vacant
Talbot Square	Cotswold Jewellery Shop	a1	comparison	independent	
Talbot Square	Evergreen Livres	a1	comparison	independent	
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	n/a	n/a	n/a	Vacant
Church Street	Cotswold Homes	n/a	n/a	n/a	Vacant
Church Street	Baggott Church Street Ltd	a1	comparison	independent	
Church Street	Laurie Leigh	a1	comparison	independent	
Church Street	Savills	a2	n/a	n/a	
Sheep Street	Beetroot	a1	comparison	independent	
Sheep Street	Groovy 2 Shoes	a1	comparison	independent	
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	Stow Town Coffee	a3	n/a	n/a	
Sheep Street	Red Dress Alterations	a1	convenience	independent	



Car Parking Database

Name:	Long Stay Car Park
On Street/ Car Park:	Car Park
Total Spaces:	100
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	98
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	3
Vacant Spaces on a Quiet Day:	2

Name:	Tesco
On Street/ Car Park:	Car Park
Total Spaces:	175
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	165
Disabled Spaces:	10
Vacant Spaces on a Busy Day:	18
Vacant Spaces on a Quiet Day:	49

Name:	Maugersbury Car Park
On Street/ Car Park:	Car Park
Total Spaces:	64
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	62
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	2
Vacant Spaces on a Quiet Day:	34

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

Name:	Market Square
On Street/ Car Park:	On Street
Total Spaces:	139
Short Stay Spaces: (4 hours and under)	130
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	9
Vacant Spaces on a Busy Day:	2
Vacant Spaces on a Quiet Day:	0

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

Name:	Park Street (Copper Beech House to Digbeth Street)
On Street/ Car Park:	On Street
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	20
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	0

Name:	Sheep Street/ Park Street (The Unicorn to Butler Sherborn)
On Street/ Car Park:	On Street
Total Spaces:	53
Short Stay Spaces: (4 hours and under)	23
Long Stay Spaces: (Over 4 hours)	30
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	2

Not a clear definition between Long Stay and Short Stay

Town Centre Users Comments

- ❖ parking
- ❖ "Ditch the gypsy fair
- ❖ Arrest the drug dealers and banish them"
- ❖ "better traffic management - signage, perhaps a one-way system around the square
- ❖ Get rid of the drug dealers that hang out by public toilets and bus stop or at the British Legion and make more parking places
- ❖ "We have a holiday home here I can't think of any major improvements."
- ❖ "Better road/parking lay out
- ❖ Shorter parking bays for quick stops - 20 minutes stay maybe? "
- ❖ "Specific coach drop off zone
- ❖ Remove all boards which advertise pubs etc from pavements
- ❖ "No more ill thought out housing development in and around Stow. I am sure the whole of the North Cotswolds have gone way beyond meeting CDC's housing supply numbers set for 2011- 2031. We need a moratorium NOW, to assess the current impact the development juggernaut is having on this precious piece of England, to ensure judicious development plans can be made for the remaining years between now and 2031.
- ❖ As previously mentioned, the untenable increase in traffic congestion resulting from ongoing, indiscriminate, over-development will ultimately destroy the Cotswold's main industry - its Tourist trade. CDC and local councils must adhere more prudently to overriding planning legislation governing 'Sustainable' development, plus our Historic Environment, and rules governing Environment Impact Assessments.
- ❖ We must look after our 'makers' and 'menders' skilled craftsmen and key workers, by ensuring adequate affordable housing for them is brought into CDC's present and future planning regime ASAP.
- ❖ Closer scrutiny of HGV traffic is imperative, as we, the people of Stow are the ones who have to pick up bill for the ever increasing damage to our roads and historic infrastructure - e.g. our bridges such as ours in Upper Swell – we have the right to be listened to on this important matter.
- ❖ We must do more to preserve our special flora and fauna. The only practical way I see, is to manage the cutting of our roadside verges more sensitively and reward farmers who provide a wild meadow strip in their fields, where it is practical for them to do so. That's it for now.
- ❖ "Locals only"" parking half an hour maximum parking bay (Locals could apply for a permit which should be displayed)
- ❖ More support for Independent businesses as they are struggling to survive due to high rates/rents etc"
- ❖ "Stop the Stow Fair - it kills business for the locals, and must look dreadful to unprepared tourists.
- ❖ Improve the parking BUT KEEP IT FREE or people will go elsewhere"
- ❖ Parking for locals and useful shops for locals

- ❖ "Stop the ridiculous greedy rental for retail outlets so that we can attract something other than Galleries which seem to have replaced Antiques as the default and only shops in town...maybe just maybe something for normal regular folk....
- ❖ Sort the traffic out on the Fosseway...Better traffic light phasing and yellow box junctions are needed as people are incapable of thinking for themselves and add to the general traffic chaos by blocking major junctions, causing ridiculous tailbacks.
- ❖ "Tennis court
- ❖ "1. Reduce traffic and parking directly in the centre by replacing with some more pedestrian only areas. In turn allowing bars and restaurants to have more outside areas
- ❖ 2. Support more events like local markets, the stow festival and the fair.
- ❖ "Parking is a real issue, we now have way too many disabled spaces which stops able bodied people parking and enjoying the Town. I am not against disabled spaces as my father uses them, we just have too many, as too the double yellow lines which seem to have popped up all over the place, and in places that would have been parking bays in no particular danger spots.... someone office based obviously thought this looked great on paper!!
- ❖ It would be great if there was a points of interest guide book/map with numbers or symbols that people could walk around finding the interest..... which would have a short write up on a plaque or something detailing why its of interest. So many tourists to the Town do not get as much time as they would like and could do with this, equally visitors that do not have the time constraints would see the whole town in all its glory! This would also benefit businesses if done correctly as it could lead visitors past all things retail/foody!"
- ❖ "Improve or expand farmers market.
- ❖ Timed parking
- ❖ Stop the Gypsy Fair it's an affront to the people of Stow, costs a fortune to police, and is at least partly the cause of the drug dealing going on.
- ❖ The traffic passing through Stow is excessive. The roads are gridlocked at peak times.
- ❖ Keep HGVs out of Stow by directing them around it."
- ❖ "Stow needs to ensure large tourist buses do not try and exit the square via Digbeth Street. I understand the intention is for them to enter AND exit via the High Street so may I recommend painting white arrows on the road surface to navigate them successfully around the town square please.n this should be a simple thing to instigate?
- ❖ Try and restrict the increasing number of signs that are being posted up in and around the town centre in Stow e.g. Posters for the Music in Stow event taking place in late October have been put up since the middle/end of August! Could the yellow-looking AA signs for various galleries also be more closely

monitored." Stop the Gypsy Fair taking place or move it well away from the town.

- ❖ Deal with the drug dealing that is taking place"
- ❖ "A discount in certain shops for residents of the town. The prices are tailored more towards tourists and, as such, it is often cheaper to buy certain goods elsewhere. More unrestricted parking for residents of the town."
- ❖ "Introduce a cafe-culture"
- ❖ Stop all through traffic (rat-run)
- ❖ Improve environment through priority to pedestrianisation / reduction of road signage.
- ❖ Improve waste collection procedures to reduce street litter.
- ❖ Introduce additional off-street parking in the town and improve pedestrian access to town facilities."
- ❖ "1. one way road system around the town cross
- ❖ 2. reduce number of disabled parking spaces as many are not used and parking is of a premium."
- ❖ Return to free toilets cleaned properly by a human being. Provide all free parking in the car park for visitors.
- ❖ Nothing really. I love the independent shops so affordable rent is key.
- ❖ "Develop a design code for Stow. Street furniture e.g bins and bollards should all be the same. Heritage designs would be better suited. Barriers near lights/ pedestrian crossing would be better in heritage design.
- ❖ Have some short stay parking spaces in the square so local people can make a 20 minute stop for post office, chemist, library etc."
- ❖ Introduce a one way system. Make retailers rents and business rates more reasonable to help the town thrive and make it more attractive to locals and tourists
- ❖ Car parking and enforce no parking on yellow lines and footpaths
- ❖ "Change the disabled parking spaces near Scotts of Stow/Co-op back to spaces for general use.
- ❖ "Make the Centre Traffic Free
- ❖ Keep the bank open after 3.30pm"
- ❖ Make buses drop off passengers and remove bus to dedicated park.
- ❖ "Wider choice of everyday retail, not just pubs, tearooms and gift shops.
- ❖ Improve leisure/sporting activities.
- ❖ "1. Reduce the number of car parking spaces thus creating more space for pedestrians and tables and chairs etc. outside cafes.
- ❖ 2. Close Digbeth street to traffic other than deliveries thus stopping 'rat run' traffic through square"
- ❖ "Better market.

- ❖ Less tourist shops and more shops for everyday living for local inhabitants."
- ❖ "WORK on a logical parking and through traffic solution
- ❖ SET a deadline / deadlines - or it wont happen (again!)
- ❖ Tell people about at every stage"

- ❖ "Flow of traffic
- ❖ Smaller rents for commercial businesses. The high rents currently charged make it hard for small businesses to survive."
- ❖ "Create more parking elsewhere to reduce cars just driving round and round.
- ❖ Stop large vehicles going down Digbeth Street.
- ❖ (I have many more!)
- ❖ "NEED MORE PARKING!!!!!!!!!!"
- ❖ Get rid of charity shops "
- ❖ "Courage from the Town Council
- ❖ Underground parking in the square"
- ❖ "Better selection of shops/retail outlets and less galleries and coffee shops
- ❖ Prevention of HGVS and coaches going through the square and down Digbeth Street and a one way system
- ❖ A paper map available with all shops/restaurants etc. Perhaps colour coded for different types of business.
- ❖ "Build an underground car park under the northern square area
- ❖ "Reduce car and especially HGV access.
- ❖ Pedestrianise parts of square."
- ❖ "Improve parking situation for residents
- ❖ Support small retailers by controlling rents and enable them to develop long lasting businesses"
- ❖ "Get rid of HGV's
- ❖ More 'quality' shops"
- ❖ "Better co ordination of parking such as 30 minute only spaces to use the banks and post office
- ❖ Preventing lorries and tourist coaches using the square between 10 and 4
- ❖ Paid for parking with the first 30 minutes free to enable locals to pop into one or two shops free of charge.
- ❖ "Less disabled parking and more outside eating and drinking
- ❖ "Allow cafes and pubs to use the square for outside eating and drinking, as they do in France. Rather than using the square as a car park. Ban all transport from the square. "
- ❖ "More housing
- ❖ More affordable rates for business meaning more affordable prices "
- ❖ Far less traffic. Stop all the rowdiness coming from pubs like the Sheep and the one next to co op, it is getting worse and worse and there are no police to be seen.
- ❖ "Open some different shops that cater for the local people
- ❖ Time limit on parking"
- ❖ More free, unlimited parking
- ❖ "Different route through centre (round memorial gets v confusing).
- ❖ Better parking? Perhaps a 30 minute stay area? If I drive in to collect something on my way home I struggle to find a space for just a few minutes "
- ❖ "Make the public toilets free for visitors.
- ❖ Repair potholes in the road."

- ❖ *"Improved parking - not sure how, but it can be extremely difficult. Licenced Hire parking spaces would help. More blue badge spaces needed.*
- ❖ *"1...Many people travel along the Fosseyway for business and pleasure and like to stop for a break. The town square only has very limited parking. I work in Tesco and we are constantly asked if we have an instore coffee shop which we dont as it was refused some 20 years ago when store was built. Times have changed, There is nothing for miles where travellers and workers with works vehicles can just 'pop in' without the hassle of very limited parking in the town. It also says 'superstore' on the road signs and it is expected that a store such as Tesco has this facility. I think having a coffee shop would be a very welcome & possative addition for travellers and locals.*
- ❖ *2...It is essential that parking in the square is kept free so locals can use the town for chemist/bank/post office etc.*
- ❖ *3...the blinds in the library are hideous and not in keeping with the fine building it is...just my observation."*
- ❖ *Car parking and signage, in Particular to public toilets*
- ❖ *"More parking*
- ❖ *Pedestrianise the Square"*
- ❖ *By-pass on the outskirts would be fantastic, better parking, less disabled places as you find on a lot of occasions the only available spaces are disabled which to my mind means there are too many*
- ❖ *Better parking.*
- ❖ *more everyday shops*
- ❖ *"Too many disabled parking spaces. Often empty.*
- ❖ *Need Lower rents for retailers*
- ❖ *There are too many charity shops*
- ❖ *More areas to dine and drink outside / create a cafe society feel.*
- ❖ *"Road markings - A one-way system around the car parking in the middle.*
- ❖ *Close off part of the town to traffic once a week to allow pubs & cafes to have outdoor seating, and a weekly market. "*
- ❖ *"Remove A boards outside shops as difficult to keep to pavement with wheelchair/ pray/blind person*
- ❖ *Make sure drop kerbs are kept free of parking so can actually use them for wheelchair "*
- ❖ *"Provide a Bypass to Stow*
- ❖ *Seats"*
- ❖ *"That's really hard because there is limited scope for improvement re parking*
- ❖ *i would like to see more artisan shops that encourage visitors to spend*
- ❖ *one way around the square might improve the gridlock????"*
- ❖ *"Improve parking & congestion:*
- ❖ *Promote a wider variety of retail/service offering"*
- ❖ *"Less art Galleries*
- ❖ *More retail / clothes "*
- ❖ *More parking is needed*
- ❖ *"Banks open Saturdays*

- ❖ More choice of shops"
- ❖ "Better variety of shops - less art galleries.
- ❖ Better traffic management to slow vehicles down and reduce lorries. "
- ❖ "Clearer signage about car parking duration
- ❖ Currently a lot of vacant shops - support with rent prices "
- ❖ Less disabled parking as the spaces are never full. Better coach drop off etc as during the summer seasons they drop tourists off and then often block the road.
- ❖ "Arrows on the road to improve the flow of traffic. Many get confused and it's so busy that I avoid it.
- ❖ Unless I'm early I avoid it as I'm disabled and can't walk from the main car parks if the square is full. Maybe an electric train/vehicle would encourage out of town parking but still attract visitors. "
- ❖ "Do not allow cars to drive down past the small gap between Scott's of stow and the co-op/fat face etc. The path is too narrow and pedestrian overall often ends up in the path of oncoming traffic.
- ❖ I would appreciate the market to be there more frequent
- ❖ "Traffic direction in The Square needs to be one way
- ❖ Boards outside Talbot Hotel entrance advertising shops in Talbot Square are untidy
- ❖ "I am an ex-resident of stow and note that
- ❖ Car Parking remains an issue
- ❖ Buses continue to run their engines whilst waiting in the square or high street which causes noise and pollution
- ❖ "Improve access to the disabled toilets.
- ❖ Stop large vehicles entering the square. 2. If GCC are going to resurface the square then they should have done all of it and not stopped short of several potholes literally a metre away from the effort of 2018.
- ❖ "Parking patrol in the square so cars are only parked for 2 hours given all shoppers to access free parking.
- ❖ stop having out of date fun fairs!!"
- ❖ Signs down narrow roads explaining that pedestrians must walk on the pavement and not to loiter in the roads!
- ❖ "Make greater provision for pedestrians. Increase size of pavements to enable tables and chairs outside cafes etc.
- ❖ Remove a lot of the advertising in the square."
- ❖ Parking
- ❖ "Parking
- ❖ Manage traffic speed, access and flow
- ❖ Improved car parking for residents and additional outdoor leisure facilities (all weather pitch with lighting, for hire) .
- ❖ "Reduce parking in the Square and make more open space for people to stroll around, and enable tables and chairs outside cafes, for both locals and visitors to use.
- ❖ Make Digbeth Street pedestrian. "

- ❖ I like it as it is.
- ❖ "Proper tackling of the litter issue - especially outside Lloyds Bank.
- ❖ Banning parking in town square for all except for disabled bays."
- ❖ "Reduce the number of disabled parking spaces in the square - they are rarely all occupied and sometimes the spaces are all empty.
- ❖ Synchronise the traffic lights on the Fosse at Stow to keep traffic moving. Queues have increased dramatically over the last few years in both directions and not just at peak times. Road works this summer have taken far too long - lanes cordoned off and no one working is very frustrating "
- ❖ "1. Pedestrianise half of the square and remove car parking in that area.
- ❖ Make Church Street pedestrians only.
- ❖ "1)Reduce the number of parked cars and provide more pedestrian areas
- ❖ 2) Change the ridiculous situation where 4 roads converge onto Digbeth Street"
- ❖ I think Stow is fine as it is and it has not suffered from too many tourist attractions as , for instance, Bourton on the Water. As residents I feel we still belong here and just hope we do not get " updated" any more than is absolutely necessary.
- ❖ More access to history of town and fewer cafes
- ❖ "1.Find a space where a camouflaged two storey car park could go. Perhaps somewhere near the old surgery, in a piece of land that perhaps Mrs. Whitby might sell. For local business people especially
- ❖ Keep, for cars, the go anywhere old fashioned free relaxed atmosphere in the square. Not one way only! And perhaps make parking in the Square 2 hr. maximum stay."
- ❖ "Great cleanliness of the streets and pavements.
- ❖ Remove A boards and advertising from town centre."
- ❖ "Ideally to be traffic free
- ❖ Ensure no more national retail chains take shops"
- ❖ "More restaurants because sometimes in season they are all booked.
- ❖ Reduce parking in Market Square and enlarge car park opposite the Old Bell. This would enhance the look and feel of the centre of Stow and if pedestrianised allow pubs and restaurants to have seating outside.
- ❖ "Better parking.
- ❖ Better parking restrictions on the corners of the roads where I live obstructing view on bends and cars racing through even though it should be 20 mile zones?
- ❖ In the centre of Stow cars come in all directions which is bad for pedestrians so one way driving round Stow square may be beneficial. "
- ❖ "Limit car parking in centre. This detracts from historic appearance of the town. Alternative parking close to, but outside, the centre needed. Also coaches and heavy vehicles should be excluded from Digbeth St."
- ❖ "Improve parking for residents who do not have a driveway - Perhaps Permits?
- ❖ Less Charity and coffee shops and encourage diversity in food offered. "
- ❖ "Improve traffic congestion.

- ❖ Residential parking - ludicrous the double yellows put on Park Street by the pedestrian crossing."
- ❖ It seems fine to me
- ❖ "More parking
- ❖ Less vacant shops"
- ❖ "Tennis courts
- ❖ Less parking"
- ❖ "1) larger area for public to sit/more public seats - by expanding green area with some more pedestrian only space
- ❖ 2) traffic calming bumps "
- ❖ "Slow down the traffic even more than 20mph.
- ❖ Stop people parking on the double yellow lines next to The Cross, an accident waiting to happen."
- ❖ "Control the parking in the Square - stop all day parking and ease up limited car parking for more users.
- ❖ Stop cars speeding across The Square in the early morning. This is an accident waiting to happen!!!"
- ❖ "Less charity shops
- ❖ Wider retail offer
- ❖ "Why not have central parking meters for parking tickets.
- ❖ more parking attendants"
- ❖ "More parking spaces
- ❖ Stop vehicles driving through the top part of Digbeth Street to make this safer for pedestrians AND make the wider and lower part of Digbeth Street as access for shop owners only so that they can load up without getting parking tickets. "
- ❖ "Introduce a traffic direction flow around the square.
- ❖ Reduction of shop rental charges to make it more attractive for traders to stay"
- ❖ Improve local parking and traffic congestion around the town
- ❖ "Shops which cater for local residents.
- ❖ Buses which are integrated with other public transport e.g. Trains."
- ❖ "Pedestrian areas and controlled traffic flow
- ❖ Market weekly"
- ❖ "Stop rat running of traffic from the High Street through Digbeth Street to avoid the Unicorn Traffic Lights. Reduce through traffic, especially HGV on the access routes to improve traffic flow. "
- ❖ "Could more parking be found so that part of the town centre could be pedestrianised.
- ❖ Better pavements please."
- ❖ "less charity shops!
- ❖ We have great shops - but more should be encouraged - ie. we need a greengrocer, an ironmonger."
- ❖ "Different shops

- ❖ Wine bar"
- ❖ We need more interesting shops to bring people who live in the area to Stow. Many people I know won't come any longer as it is so boring. Too many charity/tourist shops. Look at Tetbury, it has great shops and restaurants and is not full of shops selling tourist rubbish .
- ❖ Free public conveniences and pedestrianising part of the square
- ❖ parking facilities are not very good, and coaches and heavy goods must be stopped from using the square as a turn round point
- ❖ "Pay and display for car parking
- ❖ Get rid of all advertising a boards outside talbot inn"
- ❖ "more parking outside but close to the square
- ❖ more emphasis on pedestrian access in the square, less on cars"
- ❖ "Lower rents and business rates do a more diverse range of businesses have a chance to grow and survive.
- ❖ "Reduction of rates/rents to encourage a better variety of retail outlets. New shops have recently but I wonder how long they will stay!
- ❖ Traffic is a HUGE problem: long queues on Sheep Steet/Park Street & Fosseyway. Something does need to be done. Traffic also drives too fast through the The Square, along the Oddington Road and passed the traffic lights by Tesco!!"
- ❖ Road marking to be a lot clearer, more organised parking
- ❖ Lower rents for business premises and lower business rates, these would encourage smaller individual businesses to come to Stow, currently both are far too high especially for first timers. More businesses equals more jobs especially if they build more houses in the area.
- ❖ "Temporary stop to art galleries/antique shops filling empty shops.
- ❖ More parking."
- ❖ Better parking and improved road systems - the traffic lights cause big delays getting through the town
- ❖ "Cut rates
- ❖ Improve parking and general organisation"
- ❖ Stow does NOT offer the diverse range of shops, services and jobs that it once had in the 1980's/1990's. By lunchtime the town centre is congested with vehicles driving around waiting for a parking space and Sheep street/Park street is difficult to drive through between 11am and 6pm because of parking/parked vehicles. There is a lack of choice for locals and so Stow is heavily reliant on tourism. However, Stow is not a family destination to visit as there is nothing to see/do, unlike Bourton-on-the-Water (who have Birdland, Model Railway, Model Village, Motor Museum, Leisure Centre) which is why businesses in Stow who also sell the same products as each other do not tend to stay open for very long (there were over 8 empty units to let earlier this year). Therefore Stow needs to have a Country Park including a town Museum on the land parcel between the Maugersbury road and A436 Oddington road, if it was available. It would be able to provide; more sustainable local employment both at the Country Park (similar to The Valley, Evesham for example) and in Stow town centre, a tourist attraction, additional parking,

ease congestion in the town centre by making the Maugersbury car park more visible to tourists to use, and increase the footfall/sales in the town centre to enable local businesses to be more sustainable.

- ❖ "More diversity in the retail sector
- ❖ Promote the historical side of Stow with a small interactive museum on the Civil War including a small book for tourists on the history of the town"
- ❖ "Make more of a pedestrianised area and clear the Square of cars, particularly in the evening when pubs and shops could spill out onto their pavement.
- ❖ More car parking on the edge of town to relieve the town centre."
- ❖ "More safety around crossing over the Fosseyway.
- ❖ More local and organic markets to encourage local creative businesses and food produce.
- ❖ So sorry - a third...more ladies' clothes shops!!"
- ❖ "Improvement to street cleaning
- ❖ Review of parking"
- ❖ "Pedestrianise town centre!
- ❖ Less cafes more shops for everyday people, younger clothes shops etc"
- ❖ "Better variety of useful shops for local people.
- ❖ "1. Put parking spaces back as they were. Too many disability spaces, they can use their blue badges. Coach space needs reinstating.
- ❖ 2. Less A board signs on pavements and road, seem to be multiplying every week"
- ❖ "1) I would like to see Digbeth St. pedestrianised. The pavements are too narrow for safety, especially when vehicles as large as coaches can access it. Vehicles only allowed for delivery and then with a weight limit. I am aware that something along these lines is being implemented, but paving only half is not enough.
- ❖ 2) I would like there to be more flowers and trees in the centre. The first visual impact as one enters the town is a large car park. It is so ugly. If the parking spaces were interspersed with foliage, the look would be softened"
- ❖ Car parking and grocery shopping
- ❖ "Ensure better retail offering, too many charity outlets. Modernise variety of facilities "
- ❖ "More parking
- ❖ Less traffic jams"
- ❖ "Car parking restrictions to two hours daily and not just when traffic warden around.
- ❖ More cost effective useful shops for families"
- ❖ "Less cars parked there.
- ❖ More open leisure space/green space/seats and tables etc."
- ❖ Parking
- ❖ "Create a traffic free zone in the Square.
- ❖ Limit parking to 20 mains in the main part of the square to give locals a chance to pop in.
- ❖ Less charity shops and more social events

- ❖ "Pedestrianise the Square
- ❖ Increase community activities/clubs to bring people together"
- ❖ Sort out car parking and buses in square very congested at times get some shops for locals not just visitors
- ❖ "More shops for locals e.g a good greengrocer.
- ❖ No more charity shops"
- ❖ "More planting.
- ❖ Wider pavements so pubs and cafes can have outdoor seating. (These could be achieved by losing some roadway, not losing parking space.)
- ❖ Car parking for locals, rent/business tax reduction to encourage shops for locals
- ❖ "Make digbeth street pedestrian only
- ❖ Update infrastructure to reflect the extra traffic caused by new housing being built"
- ❖ "Get the parking right! Since you've made even more disabled spaces there isn't enough parking for locals! Yet the disabled spaces are NEVER full.
- ❖ Get some good retail shops in to pull locals into the town rather than the locals travelling to Witney. "
- ❖ MORE PARKING & no traffic at night/weekends so Tables/chairs could be put outside pubs/cafes during hot weather (this would only happen for a very short period every summer!!)
- ❖ Extend parking time in the square
- ❖ Sort out bus parking and open the spaces in the square for outside dining
- ❖ "Cafe Culture . Areas outside pubs and restaurants to seat.
- ❖ Better traffic management ie: less lorries & large coaches."
- ❖ "More diversity of shops/businesses as there are no diverse employment opportunities for local people. When a new business opens in town it's usually trying to sell similar items to the other shops/cafes in Stow.
- ❖ Stow-on-the-Wold needs a Country park for the benefit of local people, local businesses and to provide a tourist attraction. It could provide a town museum, leisure activities (nature walks/fishing), a more suitable site for the farmers market, diversity of job opportunities and additional parking, which would therefore help local residents to find work, encourage tourists to stay longer and have more time to look and spend in the shops, and reduce parking congestion in town.
- ❖ "Keep large vehicles out of Square. Stop vehicles using it as a short cut to avoid lights at Unicorn"
- ❖ "Remove excessive amount of parking ruining the appearance of the Square with improved marking for visiting coaches and visitors.
- ❖ Improved and wider footpaths to accommodate influx of more elderly residents and reduce vehicles parking over the verges encroaching onto pavements!"
- ❖ "Find additional car parking close to town centre to enable reduction of numbers parking in square.
- ❖ Prevent vehicles parking outside pubs and restaurants after 6pm to enable tables to be set up thus creating a cafe culture in the evenings"
- ❖ "Exclude coaches and lorries, apart from public buses.

- ❖ *Enforce the 20 mph speed limit. "*
- ❖ *"Improved car parking.*
- ❖ *Visited in August and had to park in a residential area."*
- ❖ *"Too many disabled bays in the square*
- ❖ *Improve public transport "*