

**Royal Wootton Bassett  
2016 Town Benchmarking Report**



**December 2016**

# Executive Summary

## GENERAL

- ❖ **Use Class;** Royal Wootton Bassett replicates the National pattern with 52% of the occupied ground floor units in the town centre A1 Shops. 12% of the units are A2 Financial and Professional Services whilst 9% are D1 Non-Residential Institutions.
- ❖ **Independent Town Centre;** 64% of the A1 Shops in the town centre are unique to Royal Wootton Bassett, similar to the National average of 66%.
- ❖ **Convenience Shopping;** Replicating previous years' evaluations, town centre users mainly visited for Convenience Shopping. (59%)
- ❖ **Short Stay;** Just over half of respondents (51%) stayed in the town centre for 1-2 hours, very similar to the 2013 (50%) and 2012 (52%) evaluations. 86% of town centre users reported that they stayed in the town for under 2 hours, 6% higher than the National Small Towns average and 13% higher than the Regional figure.
- ❖ **Market;** On Wednesday 20<sup>th</sup> September 2016 8 traders were present at the weekly market, consistent with the figures in previous years' evaluations (8 in 2013 and 8 in 2012) but considerably lower than the National (14) and Regional (17) figures.

## POSITIVE

- ❖ **Visit Recommended;** 80% of town centre users would recommend a visit to the town centre, 15% higher than the National Small Towns average.
- ❖ **Higher than National Average Footfall;** Footfall was higher on both the Market and Non-Market days in Royal Wootton Bassett compared to the National Small Towns averages. The average count per ten minutes on the Market Day of 130 persons was 17% higher than the National average. The 2016 figure also highlights a rise from the 2013 figure of 101 and nearly replicating the 2012 figure of 133. Interestingly the Non-Market Day figure of 129 persons per ten minutes is considerably higher than both the National (99) and longitudinal figures. (2013 (99) and 2012 (100))
- ❖ **Higher than Average Customer Spend;** 37% reported that they spent £10.01-£20.00 on a normal visit with 35% spending more than £20.01, higher than the National Small Towns (27%), South West Small Towns (25%) figures and a rise on the 2013 evaluation. (26%)
- ❖ **Potential Local Customers;** Following the National, Regional and longitudinal patterns the majority of businesses indicated that potential local customers



(79%) were a positive aspect of operating a business in the town centre. Analysis of the Shoppers Origin Survey highlighted that 59% of post codes gathered were from Locals.

- ❖ **Regular Use and Convenient;** 90% of respondents used the town centre at least once a week, 11% higher than the National Small Towns average. Replicating the National pattern Convenience e.g. near where you live (81%), Ease of walking around the town centre (72%) and Access to Services (68%) were classed as the most positive aspects of Royal Wootton Bassett.

## ROOM FOR IMPROVEMENT

- ❖ **Increased Vacancy Rates;** Vacancy rates in Royal Wootton Bassett have increased longitudinally, from 4% in 2013 to 11% in 2016. Compared to the National (9%) and Regional (8%) averages they are also higher in the town. 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%.
- ❖ **Car Parking;** Following the analysis from previous years, Car Parking (58%) was perceived to be the most negative aspect of operating a business in the town centre which is 4% higher than the National average. Similarly, 46% of town centre users rated car parking as a negative aspect of Royal Wootton Bassett
- ❖ **High Off Street Car Parking Vacancy Rates;** Replicating previous years' evaluations, off street parking in Royal Wootton Bassett recorded high vacancy rates, 53% on a Market Day and 50% on a Non-Market Day, whilst the figures for on street parking are much lower. (9% on a Market Day and 15% on a Non-Market Day. 39% of all car parking spaces were vacant on the Market Day audit, higher than in 2013 (33%) and 2012 (35%) and 15% more than the National Small Towns average. The same figure (39%) was also vacant on the Non-Market Day audit, a 2% reduction on 2013 and 4% higher than the National Small Towns and South West Small Towns averages
- ❖ **Free/Cheaper Car Parking;** Free/ Cheaper Car Parking was one of the key themes to emerge from the qualitative suggestions provided by Businesses and town centre users
- ❖ **Improving the Retail Offer;** Qualitative feedback from the town centre users identified the need to Improve the Retail Offer and Reduce the Number of Charity Shops. Quantitatively, 32% of respondents rated Retail Offer as a negative aspect, 13% higher than in 2013.
- ❖ **Reinstating the Public Toilets;** Suggestions from the town centre users survey highlighted the need to Reinststate the Public Toilets.

- ❖ **Cafes/ Restaurants;** Improving the Café/ Restaurant Offer in Royal Wootton Bassett was one of the key themes to emerge from the qualitative suggestions supplied by town centre users.
- ❖ **Market;** Nearly two thirds of town centre users did not visit the Wednesday Market. Increasing the number and variety of stalls was often cited when town centre users were asked how the market could be improved.
- ❖ **Turnover Decrease;** 38% of Businesses reported that their turnover had decreased, 6% higher than the National and Regional averages and a 14% increase on the 2013 evaluation.
- ❖ **Business Competition;** Competition from the internet (51%) and Competition from out of town shopping (45%) were also classed as negative aspects and higher than the National Small Towns figure.

## MOVING FORWARD

### Car Parking

- ❖ **Support to the Town Council;** 95% of Businesses and 88% of town centre users indicated that they would support the Town Council taking over the management of all public parking in the town centre if profits were used to benefit the town.
- ❖ **No Parking Charges in the High Street;** 86% of Businesses and 67% of town centre users indicated that they would not support the introduction of parking charges in the High Street if profits were invested into town centre improvements.
- ❖ **£2 Parking Limit;** Just under half of Businesses (45%) stated that they would spend £2.00 to park all day in the town centre if dedicated parking were made available to businesses. 59% of town centre users indicated that they would pay £2 to park all day.

# 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. **Royal Wootton Bassett** with **144** 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 longitudinal context. (Royal Wootton Bassett was Benchmarked in 2012 and 2013) 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.

## 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 Market Day and a Non-Market Day
KPI: Car Parking	Audit on a Busy/Market Day and a Quiet/ Non-Market Day
KPI: Business Confidence Surveys	Postal Survey/ Face to Face Surveys
KPI: Town Centre Users Surveys	Face to Face 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.

# 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 128 occupied units recorded.

	National Small Towns %	South West Small Towns%	RWB. %	RWB. % 2013
A1	52	55	52	52
A2	14	15	12	13
A3	8	8	7	7
A4	4	4	6	7
A5	5	5	4	3
B1	3	2	2	4
B2	1	0	2	1
B8	0	0	1	0
C1	1	1	0	0
C2	0	0	1	1
C2A	0	0	0	0
D1	6	5	9	8
D2	1	1	0	0
SG	6	5	5	4
Not Recorded	0	0	0	0

Royal Wootton Bassett replicates the National pattern with 52% of the occupied ground floor units in the town centre being A1 Shops. 12% of the units are A2 Financial and Professional Services whilst 9% are D1 Non-Residential Institutions.

## 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>RWB %</b>
<b>Comparison</b>	82	84	78
<b>Convenience</b>	18	16	22

78% of the A1 Shops in Royal Wootton Bassett mainly sell comparison goods, lower than the National (82%) and Regional (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

	Nat. Small Towns %	South West Small Towns%	RWB %
<b>Key Attractor</b>	5	7	6
<b>Multiple</b>	22	27	20
<b>Regional</b>	7	8	11
<b>Independent</b>	66	58	64

64% of the A1 Shops in the town centre are unique to Royal Wootton Bassett, similar to the National average of 66%. Just over a quarter of the A1 Shops (26%) have a nationwide presence, 1% lower than the National figure, but 8% less than the Regional average.

## 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.

	Nat. Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
<b>Vacancy</b>	9	8	11	4	6

Vacancy rates in Royal Wootton Bassett have increased longitudinally, from 4% in 2013 to 11% in 2016. Compared to the National (9%) and Regional (8%) averages they are also higher in the town. 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	RWB	RWB 2013	RWB 2012
<b>Number of Traders</b>	14	17	8	8	9

On Wednesday 20<sup>th</sup> September 2016 8 traders were present at the weekly market, consistent with the figures in previous years' evaluations (8 in 2013 and 8 in 2012) but considerably lower than the National (14) and Regional (17) figures.



## 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, Peacocks to Costa; Borough Fields on the relevant days recorded.

	Nat. Small Towns	South West Small Towns	RWB	RWB 2013	RWB 2012
<b>Market Day</b>	111	136	130	101	133
<b>Non-Market Day</b>	99	123	129	99	100

Footfall was higher on both the Market and Non-Market days in Royal Wootton Bassett compared to the National Small Towns averages. The average count per ten minutes on the Market Day of 130 persons was 17% higher than the National average. The 2016 figure also highlights a rise from the 2013 figure of 101 and nearly replicating the 2012 figure of 133.

Interestingly the Non-Market Day figure of 129 persons per ten minutes is considerably higher than both the National (99) and longitudinal figures. (2013 (99) and 2012 (100))

The following table provides a breakdown of all the footfall counts in the town centre.

**Market Day; Wednesday 20<sup>th</sup> September 2016**

	<b>Bet Fred to across the road, High Street</b>		<b>Peacocks to Costa, Borough Field</b>
10.40-10.50	122	10.50-11.00	117
11.10-11.20	109	11.00-11.10	132
12.00-12.10	91	12.10-12.20	142
<b>TOTAL</b>	<b>322</b>	<b>TOTAL</b>	<b>391</b>
<b>AVERAGE</b>	<b>107</b>	<b>AVERAGE</b>	<b>130</b>

**Non-Market Day; Monday 2<sup>nd</sup> October 2016**

	<b>Bet Fred to across the road, High Street</b>		<b>Peacocks to Costa, Borough Field</b>
10.40-10.50	103	10.50-11.00	166
11.10-11.20	110	11.00-11.10	103
12.00-12.10	110	12.10-12.20	118
<b>TOTAL</b>	<b>323</b>	<b>TOTAL</b>	<b>387</b>
<b>AVERAGE</b>	<b>108</b>	<b>AVERAGE</b>	<b>129</b>

The data highlights that footfall was extremely consistent in the town centre on both days Peacocks, Borough Fields providing a Market Day average figure of 130 and a Non-Market Day average of 129 whilst Bet Fred, High Street offered a Market Day average of 107 and a Non-Market Day average of 108.

The highest individual count was recorded 12.10-12.20 at Peacocks to Costa, Borough Feld, 142 persons.

## 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 Market/ Busy Day and on a Non-Market/ 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 Market/ Busy Day and on a Non-Market/ Quiet Day
- ❖ Overall percentage of short stay and long stay spaces
- ❖ Overall percentage of vacant spaces on a Market/ Busy Day and on a Non-Market/ Quiet Day.

	Nat. Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
<b>Car Park:</b>					
<b>Total Spaces:</b>	79	83	68	70	70
<b>Short Stay Spaces: (4 hours and under)</b>	38	46	20	25	25
<b>Long Stay Spaces: (Over 4 hours)</b>	51	44	80	72	72
<b>Not Registered</b>	11	10	0	3	3
<b>Vacant Spaces on a Market Day:</b>	26	25	53	45	47
<b>Vacant Spaces on a Non-Market Day:</b>	39	39	50	56	56
<b>On Street:</b>					
<b>Total Spaces:</b>	21	17	32	30	30
<b>Short Stay Spaces: (4 hours and under)</b>	70	67	100	99	99
<b>Long Stay Spaces: (Over 4 hours)</b>	22	22	0	0	0
<b>Not Registered</b>	8	11	0	1	1
<b>Vacant Spaces on a Market Day:</b>	14	7	9	4	9
<b>Vacant Spaces on a Non-Market Day:</b>	21	12	15	7	7

Replicating previous years' evaluations, off street parking in Royal Wootton Bassett recorded high vacancy rates, 53% on a Market Day and 50% on a Non-Market Day, whilst the figures for on street parking are much lower. (9% on a Market Day and 15% on a Non-Market Day).

Overall	Nat. Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
<b>Total Spaces:</b>	<i>n/a</i>	<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	46	47	47
<b>Long Stay Spaces: (Over 4 hours)</b>	45	40	54	51	51
<b>Not Registered</b>	10	10	0	2	2
<b>Vacant Spaces on a Market Day:</b>	24	22	39	33	35
<b>Vacant Spaces on a Non-Market Day:</b>	35	35	39	41	42

39% of all car parking spaces were vacant on the Market Day audit, higher than in 2013 (33%) and 2012 (35%) and 15% more than the National Small Towns average. The same figure (39%) was also vacant on the Non-Market Day audit, a 2% reduction on 2013 and 4% higher than the National Small Towns and South West Small Towns averages.

## KPI: 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 38 returned Business Confidence Surveys.

	National Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
<b>Nature of Business</b>					
Retail	61	58	61	60	63
Financial/ Professional Services	16	17	11	24	22
Public Sector	3	4	0	0	0
Food and Drink	12	13	6	6	10
Accommodation	n/a	n/a	0	n/a	n/a
Other	8	8	22	10	5
<b>Type of Business</b>					
Multiple Trader	13	13	11	14	16
Regional	11	11	5	4	8
Independent	76	75	84	82	77
<b>How long has your business been in the town</b>					
Less than a year	6	7	3	8	16
One to Five Years	24	27	34	29	15
Six to Ten Years	14	12	3	12	13
More than Ten Years	55	53	61	51	56

Replicating previous years’ evaluations, 61% of respondents were based in Retail, the majority were Independent traders (82%) and over half (61%) had been based in the town for more than ten years

Compared to last year has your turnover	National Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
Increased	36	35	34	43	24
Stayed the Same	33	32	28	33	24
Decreased	32	32	38	24	52
Compared to last year has your profitability					
Increased	31	30	30	40	29
Stayed the Same	36	36	36	36	23
Decreased	34	34	33	23	48
Over the next 12 months do you think your turnover will					
Increase	37	39	39	64	38
Stay the Same	43	41	36	23	36
Decreased	20	19	24	13	27

38% of Businesses reported that their turnover had decreased, 6% higher than the National and Regional averages and a 14% increase on the 2013 evaluation. 36% of Businesses reported that profitability had stayed the same, the same as the National and Regional averages. Highlighting some business confidence, 39% of Businesses stated that they expected their turnover to increase, 2% higher than the National average but considerably lower than the 2013 evaluation. (64%)

What are the positive aspects of the Town Centre?	National Small Towns %	South West Small Towns %	RWB %	RWB 2013 %	RWB 2012 %
Physical appearance	37	41	37	n/a	n/a
Prosperity of the town	36	39	47	63	43
Labour Pool	8	4	5	6	7
Geographical location	45	40	47	60	49
Mix of Retail Offer	30	33	45	54	48
Potential tourist customers	26	36	37	40	39
Potential local customers	75	74	79	83	85
Affordable Housing	13	11	11	15	6
Transport Links	29	27	26	40	34
Car Parking	38	32	39	46	43
Footfall	n/a	n/a	42	n/a	n/a
Rental Values/ Property Costs	23	23	18	25	19
Market (s)	18	21	26	17	15
Events/ Activities	16	17	29	n/a	n/a
Marketing/ Promotions	11	10	11	n/a	n/a
Local Partnerships/ Organisations	14	16	8	n/a	n/a
Other	2	2	5	8	0

Following the National, Regional and longitudinal patterns the majority of businesses indicated that potential local customers (79%) were a positive aspect of operating a business in the town centre. Prosperity of town (47%), Geographical location (47%), Mix of Retail Offer (45%) and Footfall (42%) were also considered positive aspects.



What are the negative aspects of the Town Centre?	National Small Towns %	South West Small Towns %	RWB %	RWB 2013%	RWB 2012 %
Physical appearance	26	23	6	n/a	n/a
Prosperity of the town	28	27	6	8	10
Labour Pool	9	12	12	3	8
Geographical location	6	5	9	5	3
Mix of Retail Offer	29	26	9	13	20
Number of vacant units	n/a	n/a	39	n/a	n/a
Potential tourist customers	13	7	6	5	8
Potential local customers	5	5	6	0	3
Affordable Housing	9	8	21	3	8
Transport Links	18	18	15	5	13
Footfall	n/a	n/a	24	n/a	n/a
Car Parking	54	61	58	50	57
Rental Values/ Property Costs	28	26	27	29	23
Market (s)	10	11	9	15	15
Local business competition	20	18	9	28	21
Competition from other localities	20	18	30	n/a	n/a
Competition from out of town shopping	35	27	45	33	36
Competition from the internet	33	28	51	43	36
Events/ Activities	7	6	0	n/a	n/a
Marketing/ Promotions	11	11	0	n/a	n/a
Local Partnerships/ Organisations	4	4	0	n/a	n/a
Other	9	11	3	8	0

Following the analysis from previous years, Car Parking (58%) was perceived to be the most negative aspect of operating a business in the town centre which is 4% higher than the National average. Competition from the internet (51%) and Competition from out of town shopping (45%) were also classed as negative aspects and higher than the National Small Towns figure.

	National Small Towns %	South West Small Towns %	RWB %	RWB 2013%	RWB 2012 %
<b>Has your business suffered from any crime over the last 12 months</b>					
Yes	26	27	29	29	31
No	74	73	71	71	69
<b>Type of Crime</b>					
Theft	69	75	67	73	91
Abuse	18	16	22	13	10
Criminal Damage	38	40	0	33	24
Other	6	2	11	0	0

29% of Businesses reported that they had suffered crime over the last 12 months.

## Additional Questions

Would you support the Town Council taking over the management of all public parking in the town centre if profits were used to benefit the town?	%
Yes	95
No	5

95% of Businesses indicated that they would support the Town Council taking over the management of all public parking in the town centre if profits were used to benefit the town.

Would you support the introduction of parking charges in the High Street if profits were invested into town centre improvements?	%
Yes	14
No	86

86% of Businesses indicated that they would not support the introduction of parking charges in the High Street if profits were invested into town centre improvements.

What is the most you would spend to park in the town centre all day if dedicated parking were made available to businesses?	%
£2.00	45
£3.00	21
£4.00	18
£5.00	15

Just under half of Businesses (45%) stated that they would spend £2.00 to park all day in the town centre if dedicated parking were made available to businesses.

### What other towns do you think Royal Wotton Bassett competes with?

33% of respondents felt that Royal Wootton Bassett competes with Chippenham, 30% Calne, 20% Malmesbury, 17% Marlborough, 10% Devizes and 7% Lyneham.

## What else could be done to promote Royal Wootton Bassett locally and further afield?

Free Parking, Public Toilets and Improved Retail Offer were the themes to emerge when Businesses were asked what could be done to promote Royal Wootton Bassett locally and further afield.

- ❖ Free parking. Not enough time to do business
- ❖ More community events involving the whole community and individuals
- ❖ The improved Wednesday Market seems to be bringing more customers into town. Continue to work on this and advertise it. Events bring in visitors. Improved facilities- toilets
- ❖ Longer free parking for shoppers. Reduced rates for small businesses so they can spend money in their business to promote it
- ❖ Bring the market back to its original glory
- ❖ Free parking at certain times
- ❖ Free car parking. Public convenience
- ❖ Bring some big name/ brand retailers into the town to encourage footfall
- ❖ Free parking. Have toilet facilities
- ❖ TV ads
- ❖ More retail shops. Fast food (pizza, burgers, KFC)
- ❖ Festivals, Markets
- ❖ More public toilets
- ❖ The lack of public toilets is a real downside to the town. People do not want to come to the town and have to buy a coffee to enable them to use the facilities. I believe this is affecting market traders leading to a decline
- ❖ Better range of shops
- ❖ More shops
- ❖ Reduce volume of through traffic on High St. HGV's especially
- ❖ Local food festivals
- ❖ Free 2 hour car parking
- ❖ Start by promoting within the town i.e. cleaner streets, empty bins more often etc
- ❖ Marketing of the town through local media channels i.e. newspapers

Do you need support to help your Business compete with internet trading?	%
Yes	35
No	65

A third of Businesses (65%) do not want support to help compete with internet trading.

**The comments from those Businesses who needed support to help their Business compete with internet trading were;**

- ❖ Internet skills and management of account
- ❖ Advertising shop local to support your independent shops
- ❖ Parking. To make it easier for people to come into store to shop rather than at home online
- ❖ Free parking for 2 hours a day
- ❖ Assistance with running of website
- ❖ Lower council tax. Business rates. Free rubbish collection. Fewer road works!!
- ❖ Internet trading is so important, but time to start and maintain is a hurdle. Not sure how this can be overcome. Cost also a problem

**What two suggestions would you make to improve the town's economic performance?**

[Free/Reduced Parking Fees](#) was the key theme to emerge when Business were asked how the town's economic performance could be improved.

- ❖ Need to promote more specialist events i.e. Bowles Day or such!
- ❖ Work with landlords to improve retail stock. Work with landlords to find innovative solutions to long term empty property, HSBC Bank, Top floor in Borough Fields.....More brown tourist signs from the motorway
- ❖ Reduce business rates. Encourage local shopping. [Offer free parking to locals](#). Encourage shops to abide by their opening times. All shops to take park in local events e.g. late night shopping. Set up a retail manager association
- ❖ [Improved parking](#). Road works have affected business. Bigger local market
- ❖ [Reduce parking fees](#)
- ❖ Less charity shops. No big supermarkets built on outskirts of town. More doctors surgery. Less road works

- ❖ Reduce business rates to encourage small businesses to move to town
- ❖ Ensure empty units are used to bring in footfall. Again, encourage big names into town to increase footfall and spending
- ❖ Sign posting
- ❖ More commercials. More factories. More jobs
- ❖ Do not change parking arrangements. Cost only. Keep out big supermarkets. Keep the town as nice as the Town Council keeps it
- ❖ Reopen the toilets. Stop building on land left to the Council for good of the people then selling it for a profit.
- ❖ More choice of retailers
- ❖ [Improved parking](#). Greatly happy with how town is.....
- ❖ [Better parking](#). Better places to eat and drink
- ❖ With the Lyneham Road skewbridges closing as of next week and the work starting on the Motorway roundabout at J16, I feel this will have a very negative affect on trade in Wootton Bassett with the work going on both ends of the town I can only imagine that people will avoid W/B like the plague. Whilst I can see the attraction to have a market and increase its size, we have noted that we are much quieter on Wednesdays and the market traders are competing with the permanent retailers who pay business rates etc. It would be nice to see market traders that sold different items to the ones sold in the shops. We are based at the bottom end of the High St and suffer with parking due to the fact that people who work on the High Street park her all day and block customer parking, we would also benefit from lined parking bays
- ❖ [Free car parking in all car parks; max 3/4 hours \(pay on exit if longer\). Allow all day parking on the side of High Street](#)
- ❖ More independent traders. Less commercial traders.
- ❖ I believe that Wootton Bassett is holding its own. Difficulties faced are throughout the UK. Rate for next year for majority being zero will make an enormous difference. [Free Saturday parking would help. Without out of town shopping being free or nominal charge it is making it difficult to compete.](#) We have a lot of new housing in the town and I think for some reason the delights of the town holds for these new people are not reaching them.

## 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 541 completed Town Centre User Surveys.

	Nat. Small Towns %	South West Small Towns%	RWB %	RWB 2013 %	RWB 2012 %
<b>Gender</b>					
Male	37	43	28	n/a	n/a
Female	63	57	71	n/a	n/a
Prefer not to answer	n/a	n/a	1	n/a	n/a
<b>Age</b>					
16-25	7	8	3	n/a	n/a
26-35	11	11	15	n/a	n/a
36-45	20	16	28	n/a	n/a
46-55	20	19	24	n/a	n/a
56-65	18	22	16	n/a	n/a
Over 65	23	25	13	n/a	n/a
Prefer not to answer	n/a	n/a	1	n/a	n/a
<b>What do you generally visit the Town Centre for?</b>					
Work	10	12	7	11	9
Convenience Shopping	40	39	58	59	52
Comparison Shopping	6	6	4	0	6
Access Services	22	19	14	17	17
Leisure	12	17	9	9	9
Other	9	7	7	5	7

The majority of respondents were Female (71%) and over half (52%) aged between 36-55 years of age.

Replicating previous years' evaluations, town centre users mainly visited for Convenience Shopping. (59%)

How often do you visit the Town Centre	Nat. Small Towns %	South West Small Towns%	RWB %	RWB 2013 %	RWB 2012 %
Daily	20	24	24	28	21
More than once a week	38	43	46	53	47
Weekly	21	17	20	11	13
Fortnightly	7	5	3	2	5
More than once a Month	4	5	3	2	2
Once a Month or Less	9	6	4	4	7
First Visit	1	0	0	0	4
How do you normally travel into the Town Centre?					
On Foot	34	39	34	40	36
Bicycle	2	3	2	6	0
Motorbike	1	2	0	1	0
Car	57	48	60	50	58
Bus	4	5	3	4	5
Other	2	3	7	0	1
On average, on your normal visit to the Town Centre how much do you normally spend?					
Nothing	3	1	1	1	2
£0.01-£5.00	13	13	7	7	5
£5.01-£10.00	25	27	19	23	26
£10.01-£20.00	32	33	37	43	28
£20.01-£50.00	21	20	30	20	32
More than £50.00	6	5	5	6	6

90% of respondents used the town centre at least once a week, 11% higher than the National Small Towns average and 60% travelled in by Car. 37% reported that they spent £10.01-£20.00 on a normal visit with 35% spending more than £20.01, higher than the National Small Towns (27%), South West Small Towns (25%) figures and a rise on the 2013 evaluation. (26%)



What are the positive aspects of the Town Centre?	Nat. Small Towns %	South West Small Towns %	RWB %	RWB 2012 %	RWB 2013 %
Physical appearance	45	55	59	58	56
Cleanliness	52	50	51	n/a	n/a
Retail Offer	27	36	27	72	52
Customer Service	43	40	29	n/a	n/a
Cafes/ Restaurants	52	58	39	21	19
Access to Services	63	49	68	78	72
Leisure Facilities	20	18	13	9	7
Cultural Activities/Events	23	21	14	6	7
Pubs/ Bars/ Nightclubs	35	32	32	32	31
Transport Links	28	37	20	35	28
Ease of walking around the town centre	67	75	72	83	71
Convenience e.g. near where you live	71	72	81	76	60
Safety	43	41	28	39	30
Car Parking	39	26	35	37	39
Markets	27	19	21	28	37
Other	5	5	5	2	7

Replicating the National pattern Convenience e.g. near where you live (81%), Ease of walking around the town centre (72%) and Access to Services (68%) were classed as the most positive aspects of Royal Wootton Bassett. 59% of respondents stated that Physical Appearance were a positive aspect, 14% higher than the National Small Towns average and 51% Cleanliness. There was an 18% rise in the percentage of town centre users who rated Cafes/ Restaurants (39%) as a positive aspect.

What are the negative aspects of the Town Centre?	Nat. Small Towns %	South West Small Towns%	RWB %	RWB 2013 %	RWB 2012 %
Physical appearance	34	24	8	18	9
Cleanliness	19	25	17	n/a	n/a
Retail Offer	54	43	32	19	22
Customer Service	9	10	3	n/a	n/a
Cafes/ Restaurants	15	11	18	32	24
Access to Services	13	16	6	4	1
Leisure Facilities	30	23	17	30	42
Cultural Activities/Events	28	22	17	41	32
Pubs/ Bars/ Nightclubs	18	16	9	12	12
Transport Links	23	14	6	8	12
Ease of walking around the town centre	7	8	5	3	5
Convenience e.g. near where you live	6	7	4	2	3
Safety	9	8	4	7	4
Car Parking	43	62	46	48	41
Markets	25	27	16	18	10
Other	10	10	26	12	13

46% of town centre users rated car parking as a negative aspect of Royal Wootton Bassett, 3% higher than the National Small Towns average and 2% higher than the 2013 evaluation. 32% of respondents rated Retail Offer as a negative aspect, 13% higher than in 2013. 26% of town centre users provided Other reasons with the key themes being Public Toilets, Retail Offer and Car Parking. A full list of comments is available in the Appendix.

How long do you stay in the Town Centre?	Nat. Small Towns %	South West Small Towns%	RWB %	RWB 2013 %	RWB 2012 %
Less than an hour	42	29	35	33	31
1-2 Hours	38	44	51	50	52
2-4 Hours	12	17	9	8	9
4-6 Hours	2	2	1	3	1
All Day	5	7	2	5	7
Other	1	1	1	2	n/a
Would you recommend a visit to the Town Centre?					
Yes	65	79	80	n/a	n/a
No	35	21	20	n/a	n/a

Just over half of respondents (51%) stayed in the town centre for 1-2 hours, very similar to the 2013 (50%) and 2012 (52%) evaluations. 86% of town centre users reported that they stayed in the town for under 2 hours, 6% higher than the National Small Towns average and 13% higher than the Regional figure.

80% of town centre users would recommend a visit to the town centre, 15% higher than the National Small Towns average.

### Additional Questions

Do you visit the Wednesday Market?	%
Yes	38
No	62

Nearly two thirds of town centre users did not visit the Wednesday Market.

How often do you visit the Wednesday Market?	%
Weekly	26
Fortnightly	19
Monthly	52
First Visit	3

Over half of those respondents who visited the Wednesday Market did so on a Monthly (52%) basis.

## **Are there any improvements you would like to see made to the Wednesday Market?**

The key theme to emerge from the suggestions was that respondents would like to see more and a wider variety of stalls. A full list of comments is available in the Appendix.

## **Is there anything that would make you stay for longer in Royal Wootton Bassett town centre?**

The key themes to emerge when respondents were asked what would make them stay longer in town were Cheaper or Free Car Parking, Improved Retail Offer, Fewer Charity Shops, Improved Café and Restaurants Offer and an Improved Market. A full list of comments is available in the Appendix.

Cheaper or Free Car Parking comments included;

- ❖ Better car parking and cheaper!
- ❖ No parking charges in Boroughfield, as it used to be
- ❖ Free parking in car park
- ❖ cheaper parking fees
- ❖ Cheaper parking in the car parks?
- ❖ Free parking for at least an hour
- ❖ Lower parking charges
- ❖ Cheaper parking
- ❖ Free car parking or a reduced fare.
- ❖ Free parking
- ❖ Cheaper parking for longer stays.

Comments in regards to an Improved Retail Offer included;

- ❖ More popular quality shops such as Next, Fat face, Sea salt, mini Waitrose
- ❖ Better selection of retail shops
- ❖ Royal Wootton Bassett is a lovely place just pop to have a coffee and do my shopping the negative side is why does everything including the butcher's want to close by 5 o'clock isn't that when everyone finishes work and would like to shop I think the shops and missing something especially during the summer when they can have their doors wide open at 5 o'clock for people to shop.
- ❖ Better shops, less charity shops!
- ❖ Better choice of shops. Too many shops offering the same thing.
- ❖ More retail shops specifically clothes
- ❖ More interesting shops
- ❖ More independent shops, better retail offering and better places to eat
- ❖ Better shops – clothing

Comments in terms of Improved Cafes/ Restaurants included;

- ❖ Good restaurants.
- ❖ Italian restaurant, cafe nerros,
- ❖ Cafes and restaurants like Cirencester and Marlborough have. Similar culture to Cotswold's.
- ❖ Nice places to get a coffee and almond croissant, cafe Nero would be nice, cafe rouge French restaurant would be lovely too. Somewhere to be able to sit and view the high street. The tapas bar is amazing as brought something new and different to the town. However, lots of people misunderstood what tapas was. Shows how uncultured town is. They love beer, fish and chips and fighting.
- ❖ Nicer cafes
- ❖ Nice place like cafe Nero or similar with comfortable sofas to sit and relax with friends. Less rough people. More upmarket culture like Cirencester or Marlborough. Royal Wootton Bassett is a bit rough and does not feel like a Royal town should.
- ❖ Wider range of quality places to eat lunch or dinner.
- ❖ More restaurants / cafes that offer good food in the evenings.
- ❖ Nice eating places.
- ❖ Cafe culture, seats on the streets, outside cafes. Somewhere to sit and eat and drink. More restaurants and cafes open well into the evening. Open cafes in the evening as I don't drink alcohol.
- ❖ Some nice places to relax with friends, such as nice cafes, restaurants, open on Sunday please as town dies on a Sunday, nothing open except church, nice parks with trees, flowers and water within the town centre.
- ❖ Would like to see better restaurants like a decent Italian, so I don't have to travel to Swindon for a good meal.

Comments concerning the Market included;

- ❖ Street food markets and more free parking
- ❖ More Market tasters/events on a Saturday. Working through the week means I miss out on street markets and events. They always look so inviting.
- ❖ Better Wednesday market, more stalls. Better toilets
- ❖ A GOOD market
- ❖ More like French or German deli like markets and more cultural and shopping opportunities.
- ❖ I used to visit the market, but it is too limited and you couldn't always guarantee the stall you wanted would be there.
- ❖ Better market
- ❖ I don't visit the Wednesday market as I work. I would like to see a market at the weekend in addition to the farmers market
- ❖ Less restrictive car parking and better toilets.
- ❖ No
- ❖ A fast food restaurant

- ❖ Better choice of cafes and restaurants.
- ❖ More variety of shops, fewer charity shops, Waitrose, good clothes and shoe shop, better restaurants
- ❖ Not really, as I live here I tend to shop little and offer

Would you support the Town Council taking over the management of all public parking in the town centre if profits were used to benefit the town?	%
Yes	88
No	12

88% of town centre users would support the Town Council taking over the management of all public parking in the town centre if profits were used to benefit the town.

Would you support the introduction of parking charges in the High Street if profits were invested into town centre improvements?	%
Yes	33
No	67

Two thirds (67%) of town centre users would not support the introduction of parking charges in the High Street if profits were invested into town centre improvements.

What is the most you would spend to park in the town centre all day?	%
£2.00	59
£3.00	20
£4.00	11
£5.00	9

59% of town centre users reported that the most they would spend to park all day was £2.00.

How do you find out about events and activities in Royal Wootton Bassett?	%
Internet	56
Newspapers	9
Publications/ Magazines	30
Noticeboards	29
Word of Mouth	66
Other	10

Two thirds (66%) of town centre users found out about events and activities in Royal Wootton Bassett by Word of Mouth, whilst 56% stated via the Internet. From the 10% who provided the Other option, the majority indicated that Facebook informed them about events and activities.

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

Free/ Cheaper Parking was a key theme to emerge;

- ❖ Don't start charging for parking - it will kill the high street, it stops people popping into town to quickly grab something small. It killed the town center where I used to live when parking charges were introduced.
- ❖ More free parking Don't charge to park on the high street, this is the one thing that would stop me visiting as frequently
- ❖ Please keep the free parking for 2 hours.
- ❖ If they started charging for parking on the high street I wouldn't go there at all. I'd travel further and have more variety
- ❖ free parking
- ❖ Have free parking in the main car park in Borough Fields for at least the first hour. Sometimes you just have to pop into a shop to collect something (eg prescription) and it costs to park for five minutes.
- ❖ Introduction of a first 30 minute free parking in borough fields
- ❖ Free parking in High Street need only be for one hour enabling more drivers to just "pop in" to High Street retailers.
- ❖ Free parking in the car park for the first hour.

Car Parking on the High Street was referred to in many of the comments;

- ❖ As already stated, residents parking. There are many residential properties on the high street which help to form the overall character of the area. As a custodian of one of the houses I would like to see some provision made for this, I don't mind the thought of paying for a permit if it guarantees we can park outside of our home or somewhere close. I don't think charging shoppers is a good idea though, I would worry that would deter people who pop into the high street for provisions. The last thing we would want is to deter shoppers when high streets are struggling. To raise

some additional funds, maybe allocating a small amount of residents parking and charging for it could be a solution / partial solution?

- ❖ Parking spaces in the high street used to be on an angle (so vehicles could park/move away easily) Now they are straight (I guess this was to fit more spaces in) The current lay out makes it impossible to park or move away without affecting both lanes of traffic. During busy times this causes problems, vehicles reverse from the spaces expecting flowing traffic to stop. Parking outside the school on the hill, at drop off/pick up time there is no regard for the double yellow lines and parents literally walk out into the road with young children to open their car doors into what is 30 mph traffic.
- ❖ Clamp down on all the parking abuse e.g. People who appear to park all day in the high st for free and why do some individuals get away with parking next to the town hall/museum at night dropping oil and litter on a pedestrianised area, this needs to be stopped asap!
- ❖ 1. Go back to the old slanted parking on the high street so you can drive easier in and out of a space. 2. Have space for delivery lorries to pull in which are loading only further up the high street on the Natwest bank side. Often during rush hour lorries have to load and unload e.g., beer deliveries and it just blocks the high street as there's nowhere for them to pull in.
- ❖ High street parking is awful a redesign of the parking would be beneficial, instead of right angled parking if it was herringbone it would be easier to get out of the spaces.
- ❖ Mark out the car parking spaces nice and wide on the highstreet, this will reduce the number that can park, but would make it easier to get in and out.
- ❖ Remove the High Street parking altogether - it's creates a danger for pedestrians and motorists alike.
- ❖ Rearrange the parking slots in the high street to angled parking on both sides.

A range of comments highlighted the need to Improve the Retail Offer;

- ❖ Encourage other clothing retailers. There are way too many charity shops. When we have visitors come to visit, which we rightly do, there is very little in the way of quality shops apart from the one or two lovely gift shops. M & Co is a mid-level priced shop, and the other main clothes shop is a low budget one. I never go into RWB for any clothes shopping if I'm looking for something special. In comparison to Marlborough for example, RWB is sadly lacking the higher end shops. We are served well with chemists, and a post office, which is good, but apart from Dandelion and the other gift shop in Borrough Fields, there are no other shops I even want to go and browse in.
- ❖ Encourage more independent shops (not charity shops!)
- ❖ One or two more clothes shops.
- ❖ Shops for younger people, a decent clothes shop
- ❖ Not allow too many chain shops, keep it for smaller, independent shops so it remains different to Swindon.



- ❖ Please limit the amount of national chains who are allowed to move into the high st, in favour of independent retailers. They are what set Bassett apart from every other town locally, and would encourage folk to spend their money here instead of going into Swindon.
- ❖ Get Waitrose into the Morrisons site
- ❖ Wider range of shops.
- ❖ Getting all of the shops tenanted with slightly more diversity. Keep the big chains out if possible - I like that the town had independent traders and isn't as homogenous as a lot of high streets.

In regards to the Retail Offer, a number of comments centred on the need to limit the number of charity shops.

- ❖ Not so many charity shops. But rent would have to be reduced to encourage independent businesses
- ❖ Less charity shops
- ❖ Less charity shops over run
- ❖ Put a ban on any further charity shops.... yes as a family we do visit them and spend money in them, but how many does a high street need and at what point does it start to have a detrimental effect on the look and feel of the High Street.. a street fulling charity shops doesn't promote an ambience of wealth or sense of financial security within the town.
- ❖ Fewer charity shops
- ❖ Discourage the Charity shops too many which means town less attractive to visitors follow Marlborough as example

Improved Cafes/ Restaurants were another key theme to emerge, comments included;

- ❖ The people who make the planning decisions need to be more in touch with what the locals across the board really want and not just certain age groups. For example the application to turn down an Italian Restaurant in the old Co-op was not a good decision based on the fact that they approved a Subway. Encourage good restaurants and make Bassett a must go to place for a meal.
- ❖ Family pub / restaurant with play / garden area.
- ❖ A reasonably priced Pub/Restaurant such as Wetherspoons - the existing ones are greatly overpriced especially for Senior Citizens.
- ❖ An Italian restaurant would be good.
- ❖ More places to eat which are children friendly
- ❖ A place where parents can meet, have coffee and let their kids play. All the cafes are tiny and packed. You can't get a buggy in, let alone let your child play.
- ❖ More high quality restaurants and cafes.
- ❖ Chain restaurant such as Ask (or high quality independent)
- ❖ Town needs classy Restaurants and cafes like caffe Nero, cafe rouge, prezzo, coffee #1, pizza express, pret a manger, extend the costa coffee as too small. Turn the m local into a Waitrose local so the royal town has the royal supermarket in it.

Improving the Market was cited by respondents;

- ❖ better market.
- ❖ improvements to the market - more stalls
- ❖ Enhance the market. Can't visit the market as it is on a Wednesday when I am at work. Farmers market is too small, could combine into a main Saturday market that brings more to the town.
- ❖ More stalls on market day Saturday & Wednesday
- ❖ Encourage specialty food markets (e.g. French, Italian)
- ❖ Markets more often, evenings? I miss the markets when at work!!(local produce /specialty foodie)
- ❖ Encourage more stalls to the market and make more room for it
- ❖ bigger market



## 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 1114 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 %	RWB %	RWB 2013 %	RWB 2012 %
<b>Locals</b>	58	66	59	50	53
<b>Visitors</b>	33	23	35	45	39
<b>Tourists</b>	9	10	6	5	8

Royal Wootton Bassett Shoppers Origin closely replicates the National Small Towns pattern with 59% Locals, 35% Visitors and 6% Tourists.

# Appendix

## BUSINESS UNIT DATABASE

Borough Fields	1	Primrose Hill	A1	Comparison	Regional	
Borough Fields	2	Helens	A1	Comparison	Independent	
Borough Fields	3	Marshalls Bakery	A1	Convenience	Regional	
Borough Fields	4	n/a	n/a	n/a	n/a	VACANT
Borough Fields	5	n/a	n/a	n/a	n/a	VACANT
Borough Fields	7	Laser Clinic	SG	n/a	n/a	
Borough Fields	8	Oxfam	A1	Comparison	Multiple	
Borough Fields	9	Ducklings Toyshop	A1	Comparison	Regional	
Borough Fields	12	Wootton Bassett Dental Care	D1	n/a	n/a	
Borough Fields	14	Jade Tiger	A3	n/a	n/a	
Borough Fields	15	Quick Lee Cleaners	SG	n/a	n/a	
Borough Fields	16	Costa	A3	n/a	n/a	
Borough Fields	17	n/a	n/a	n/a	n/a	VACANT
Borough Fields	18	The Coventry	A2	n/a	n/a	
Borough Fields	10 to11	TSB	A2	n/a	n/a	
Borough Fields	6 to 7	Peacocks	A1	Comparison	Multiple	
Borough Fields	8a	Treasures	A1	Comparison	Multiple	
Borough Fields		New Court Surgery	D1	n/a	n/a	
Borough Fields		The Library	D1	n/a	n/a	
Borough Fields		World Choice	A1	Comparison	Multiple	
Borough Fields Shopping Centre	19	Lloyds Pharmacy	A1	Comparison	Multiple	
Borough Fields Shopping Centre		Sainsbury's	A1	Convenience	Key Attractor	
High St	50	Oriental Aroma	A3	n/a	n/a	
High St	Merchant House,	Tydemans Home Care	A1	Comparison	Independent	
High St	Apsley House	Aces High Tattoo	SG	n/a	n/a	
High St	Hayloft, rear of 39	LH Motor Services	B2	n/a	n/a	

High Street	8	The Cottage Dental and Implant Centre	D1	n/a	n/a	
High Street	9	Wagon and Horse	A4	n/a	n/a	
High Street	19	In the Pink @ Samshe	A1	Comparison	Independent	
High Street	20	The Guelder Rose	A1	Comparison	Independent	
High Street	21	Chillies	A3	n/a	n/a	
High Street	22	The George Vetinary Group	SG	n/a	n/a	
High Street	25	The Harbour	A5	n/a	n/a	
High Street	26	Alan Hawkins	A2	n/a	n/a	
High Street	27	Town Hall Tea Rooms	A3	n/a	n/a	
High Street	29	Lloyds TSB	A2	n/a	n/a	
High Street	31	Charles Harding	A2	n/a	n/a	
High Street	32	Samuel Miles	A2	n/a	n/a	
High Street	33	Wootton Bassett Post Office/ WH Smith	A1	Convenience	Key Attractor	
High Street	34	Charles Geddes	A1	Comparison	Independent	
High Street	34	Bassett Books	A1	Comparison	Independent	
High Street	35	Trow and Sons	n/a	n/a	n/a	VACANT
High Street	36	Bassett News	A1	Convenience	Independent	
High Street	37	Nat West	A2	n/a	n/a	
High Street	38	Superdrug	A1	Comparison	Key Attractor	
High Street	39	Betfred	A2	n/a	n/a	
High Street	40	Relish	A1	Convenience	Independent	
High Street	40	Subway	A3	n/a	n/a	
High Street	41	Mercer Hair	A1	Comparison	Independent	
High Street	42	Deacons	A1	Comparison	Multiple	
High Street	43	Thorntons	A1	Convenience	Multiple	
High Street	45	Coral	A2	n/a	n/a	
High Street	47	The Angel	A4	n/a	n/a	
High Street	48	Marie Curie	A1	Comparison	Multiple	Charity
High Street	49	Dandellion	A1	Comparison	Independent	
High Street	51	The Tailor Shop	A1	Comparison	Independent	
High Street	52	Salon 52	A1	Comparison	Independent	
High Street	53	Wootton Bassett Conservative Club	A4	n/a	n/a	
High Street	56	n/a	n/a	n/a	n/a	VACANT
High Street	57	Awdry, Bailey and Douglas	A2	n/a	n/a	



High Street	59	Red Lion	A4	n/a	n/a	
High Street	60	Wootton Bassett Physiotherapy Practice	D1	n/a	n/a	
High Street	61	Le Petit Beauty Room	A1	Comparison	Independent	
High Street	102	CML Jones Chemist	A1	Comparison	Independent	
High Street	108	Dream Doors	A1	Comparison	Independent	
High Street	109	Allied Wessex Insurance	A2	n/a	n/a	
High Street	110	Harris Laundromat	SG	n/a	n/a	
High Street	111	Richard James	A2	n/a	n/a	
High Street	112	Johnson and Daltry	A1	Comparison	Independent	
High Street	116	New Gourmet Oriental	A5	n/a	n/a	
High Street	117	Wootton Bassett Town Council	D1	n/a	n/a	
High Street	120	K and EJ Crump	A1	Convenience	Independent	
High Street	124	RSPCA	A1	Comparison	Multiple	Charity
High Street	125	J Rouse and Son	A1	Comparison	Independent	
High Street	126	Cloth of Gold	A1	Comparison	Independent	
High Street	127	Smart Cutz	A1	Comparison	Independent	
High Street	127	The Bassett Bakery	A1	Convenience	Independent	
High Street	128	The Natural Health Clinic	D1	n/a	n/a	
High Street	129	Bassett Stationary	A1	Comparison	Independent	
High Street	130	Lavish Nails and Beauty	SG	n/a	n/a	
High Street	131	Crown Hotel	A4	n/a	n/a	
High Street	132	M and Co	A1	Comparison	Multiple	
High Street	133	Boots	A1	Comparison	Key Attractor	
High Street	135	Barclays	A2	n/a	n/a	
High Street	136	The Cross Keys	A4	n/a	n/a	
High Street	138	Oscar Grill	A5	n/a	n/a	
High Street	139	Strakers	A2	n/a	n/a	
High Street	140	Haine Smith	A1	Comparison	Regional	
High Street	141	Bevirs	A2	n/a	n/a	
High Street	143	(HSBC)	n/a	n/a	n/a	VACANT
High Street	144	(Morrisons)	n/a	n/a	n/a	VACANT
High Street	145	n/a	n/a	n/a	n/a	VACANT
High Street	146	Mario Pizza	A5	n/a	n/a	
High Street	147	Ganges	A4	n/a	n/a	



High Street	148	(Curriers Arms)	n/a	n/a	n/a	VACANT
High Street	151	Brian Taylor Music	A1	Comparison	Independent	
High Street	152	Bassett Bikes	A1	Comparison	Independent	
High Street	153	Tees Total	A1	Comparison	Independent	
High Street	155	Park Floors and Walls	A1	Comparison	Independent	
High Street	118A	Maslin Funeral Directors	A1	Comparison	Multiple	
High Street	121 to 123	Iceland	A1	Convenience	Multiple	
High Street	124A	The Woolshop and Dry Cleaners	A1	Convenience	Independent	
High Street	152a	Casa de Pico	A3	n/a	n/a	
High Street	23 to 24	Sue Ryder Care	A1	Comparison	Multiple	
High Street	49b	All Seasons	A1	Convenience	Independent	
High Street	52b	Sugar Rush	A1	Convenience	Independent	
High Street	Apsley House	Bassett Electrical Services	A1	Comparison	Independent	
High Street	Apsley House	AD Radway	A1	Comparison	Independent	
High Street	Apsley House	Katwalk Case	A1	Comparison	Independent	
High Street	Apsley House	JD Pets Supplies	A1	Comparison	Independent	
High Street	Apsley House	Seasons	A3	n/a	n/a	
High Street	Apsley House	Marks Models	A1	Comparison	Independent	
High Street	Apsley House	Bill Edwards Dental Technician	B1	n/a	n/a	
High Street	Apsley House	Maggies Fishing Bait	A1	Comparison	Independent	
High Street	Apsley House	Game Expert	A1	Comparison	Independent	
High Street	Apsley House	County Jewellers	A1	Comparison	Independent	
High Street	Apsley House	La Beaute Hair Salon	n/a	n/a	n/a	VACANT
High Street	Apsley House	Bassett Home Brew and Bottle Shop	A1	Convenience	Independent	
High Street	Apsley House	SP Computers	A1	Comparison	Regional	
High Street	Apsley House Unit 14	n/a	n/a	n/a	n/a	VACANT



High Street	Apsley House Unit 17	n/a	n/a	n/a	n/a	VACANT
High Street	Potters Walk	n/a	n/a	n/a	n/a	VACANT
High Street	Potters Walk	Elegant Beauty Salon	SG	n/a	n/a	
High Street	Potters Walk	Upper Cuts	A1	Comparison	Independent	
High Street	Potters Walk	Prospect Hospice (Store Room)	B8	n/a	n/a	
High Street		Headways Hairdressers	A1	Comparison	Regional	
High Street		The Puffin Hut	A1	Convenience	Independent	
High Street		Wootton Bassett Methodist Church	D1	n/a	n/a	
High Street		St. Bartholomew and All Saints Church	D1	n/a	n/a	
High Street		Wotton Bassett Infant School	D1	n/a	n/a	
High Street		Charrins	A4	n/a	n/a	
High Street		Prospect Hospice	A1	Comparison	Regional	Charity
High Street		(Smart Buyz)	n/a	n/a	n/a	VACANT
High Street		Complete Foot Care	D1	n/a	n/a	
High Street		Wootton Bassett Curtain and Fabric Centre	A1	Comparison	Independent	
High Street High Street	119	China Chef	A5	n/a	n/a	
Sparrow Lane	127A	The Crafty Coffee Pot	A3	n/a	n/a	
Sparrow Lane		Wootton Hall	n/a	n/a	n/a	VACANT
Station Road	61	(The Old Nick)	n/a	n/a	n/a	VACANT
Station Road	Trowel House	Jewsons	B1	n/a	n/a	
Station Road		Bassett Garage	B2	n/a	n/a	
The Lawns	Ridgeway House	Lorna Doone Day Care Centre	D1	n/a	n/a	
The Lawns		Ridgeway House	C2	n/a	n/a	
Wood Street	1	The Barber Shop	A1	Comparison	Independent	



## FOOTFALL COUNT POINTS





## CAR PARKING DATABASE

<b>Name:</b>	Sainsbury's	Iceland
<b>On Street/ Car Park:</b>	Car Park	Car Park
<b>Total Spaces:</b>	254	64
<b>Short Stay Spaces: (4 hours and under)</b>	0	64
<b>Long Stay Spaces: (Over 4 hours)</b>	254	0
<b>Vacant Spaces on a Market Day:</b>	118	52
<b>Vacant Spaces on a Non Market Day:</b>	116	44

<b>Name:</b>	High Street (Main Side)	High Street (Town Council Side)
<b>On Street/ Car Park:</b>	On Street	On Street
<b>Total Spaces:</b>	102	47
<b>Short Stay Spaces: (4 hours and under)</b>	102	47
<b>Long Stay Spaces: (Over 4 hours)</b>	0	0
<b>Vacant Spaces on a Market Day:</b>	8	5
<b>Vacant Spaces on a Non Market Day:</b>	12	11

## TOWN CENTRE USERS SURVEY QUALITATIVE COMMENTS

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

### What are the negative aspects of the town centre. Other comments

- ❖ Need more toilets
- ❖ the road to the car park needs repair - damages cars. And spaces on high street are too narrow.
- ❖ Station Road car parking scam has caught a lot of people out, and they get charged £100 for staying short periods of time. This should be stopped.
- ❖ No public toilet facilities
- ❖ lack of support for events
- ❖ Too many charity shops/estate agents/hairdressers we need something new and modern
- ❖ events like carnival feel tired and need changing or reinventing
- ❖ drinking culture, drunk people on streets at night
- ❖ town has never looked worse with amount of empty shops
- ❖ street furniture needs a paint and clean, signs dirty, bins looking tired,
- ❖ No public toilets
- ❖ Public conveniences
- ❖ cycle parking
- ❖ Public toilets and infrastructure due to the unsustainable growth in the town/population
- ❖ Not enough doctor/ school places for the growing population
- ❖ Lack of public toilets and a full market on market day
- ❖ Through Traffic levels
- ❖ Bicycle parking
- ❖ No toilets!
- ❖ empty shops
- ❖ Too many empty shops. Need to have more restaurants/attractions to encourage more business
- ❖ Litter and Drunken people at weekends
- ❖ No Negatives
- ❖ Graffiti and dirty street furniture
- ❖ too many charity shops
- ❖ Not enough family restaurants eg. Italian. Swimming Pool/leisure facilities are in need of urgent upgrading. Being charged for car parking at Sainsburys.
- ❖ No toilets
- ❖ No public toilets. Very big problem
- ❖ public toilets
- ❖ None
- ❖ No toilets so difficult with young children
- ❖ Key services eg banks are disappearing
- ❖ Lack of decent restaurants

- ❖ Special events get hidden right at the end of the High Street, they need to be more central!
- ❖ Heavey traffic
- ❖ Regular traffic jams in the morning and evening rush hour
- ❖ Need a train station
- ❖ Clogged up road through the town. Needs a bypass. Free up more free parking to get people off high street.
- ❖ High volume of traffic especially lorries not encouraging shoppers to stop.
- ❖ No toilets and some empty shops
- ❖ station Road car park, unclear notices
- ❖ None
- ❖ Too many charity shop have killed town. Pubs very rough. No nice bars.
- ❖ Range of shops
- ❖ Lack of toilets and car park down Station Road
- ❖ Parking in High Street is difficult-very narrow spaces, and impatient drivers. There are no "Loading Bays"
- ❖ Lack of public toilets
- ❖ Traffic, too many charity shops
- ❖ Not enough independent shops and too many national chains
- ❖ No toilets
- ❖ No public toilets
- ❖ Poor choice of shops, too many charity shops etc
- ❖ Lack of public toilets
- ❖ Cost of parking
- ❖ Litter , boots hanging on telephone wires , walls down in car park side of Morrisons shop ( closed) , derilict Old Nick Pub . All these are a very negative side to our town
- ❖ Current lack of public conveniences
- ❖ Not many leisure facilities in the centre, these are out of town. The pubs seem to change hands a lot so sometimes what they offer can be hit and miss in terms of both quality and price. There are few cultural activities bar the museum.
- ❖ Banks are beginning to close / reduce service
- ❖ No public toilets
- ❖ None
- ❖ Lack of events feels stale, no entertainment for wealthy young professionals who live in town
- ❖ Lack of toilets
- ❖ dog mess
- ❖ Too many charity shops and not enough quality retail outlets
- ❖ Lack of public toilets.
- ❖ No public toilets
- ❖ Honeypot retail areas full of estate agents and other businesses people access only rarely. Reduces vibrancy of town centre.
- ❖ No public toilets
- ❖ Lack of public toilets
- ❖ None really

- ❖ Nothing really, but I do my 'main' shop outside of RWB
- ❖ Car parking on unauthorised areas, in particular the town hall
- ❖ None
- ❖ None
- ❖ The shocking planning decisions passed in the 70's/80's that ruined the high street.
- ❖ Do not like the beggar/s which have been recently sitting right outside the Natwest Bank and ATM.
- ❖ As I live on the high street, I would like to see some parking provision for residents, even if it were a pay system such as residents parking
- ❖ lack of public toilets
- ❖ Loss of public toilets
- ❖ None
- ❖ Lack of toilets
- ❖ Lack of public toilets.
- ❖ No toilets and not enough variety of gift shops
- ❖ No toilets
- ❖ Parking pay machines in sainsburys car park are very often out of order, walking to the other side of the car park can be tricky with 2 small children.
- ❖ No toilets
- ❖ No toilets
- ❖ Public toilets being out of action
- ❖ High Street traffic
- ❖ Car park in Station Road is ridiculous now.
- ❖ Some of the businesses neglect their shop front
- ❖ Empty retail units
- ❖ Roads are badly cracked
- ❖ Empty shop and office premises, and current lack of public toilets for visitors.
- ❖ Dog poop on high street
- ❖ The work being done to Marlborough road bridge
- ❖ Closure of public toilets
- ❖ too much traffic for the current roads.
- ❖ no public toilets
- ❖ Lack of shops that sell things you actually need. Absolutely nothing for children to do in WB as a whole
- ❖ There can be quite a bit of dog excrement around some days
- ❖ Smelly take-a-ways, there are too many especially the latest one which is open during the day, empty premises.
- ❖ No public toilet
- ❖ Lack of toilets
- ❖ Too many charity shops. No normal shoe shops
- ❖ No toilets
- ❖ I can't think of anything negative!
- ❖ Can't always get the full range in all the shops
- ❖ No public Toilets
- ❖ Could do with really nice coffee shop

- ❖ amount of Traffic that passes through the town
- ❖ Lack of variety
- ❖ The market is very small and tatty looking. Needs to be bigger with a better choice of stalls that will entice people to visit.
- ❖ The high street is saturated with traffic!
- ❖ The town seems to have been taken over by charity shops.....

**Are there any improvements you would like to see made to the Wednesday Market?**

- ❖ More variety of stalls
- ❖ Less hassle from the big issue man, more stalls.
- ❖ More stalls and greater variety
- ❖ more stalls
- ❖ More variety, clothes, bags.
- ❖ More stalls!
- ❖ Better location with more variety maybe using the Boroughfields car park to hold the market
- ❖ More stalls
- ❖ More stalls.
- ❖ more variation, getting very "predictable"
- ❖ Cant say as do not use it enough
- ❖ More variety of stalls. Eg. Clothes, small furniture
- ❖ No
- ❖ Cant say as only visit it about twice a year as I am usually at my office working in newbury
- ❖ More homemade goods being sold: Preserves, cakes, artwork, bunting, cushions etc
- ❖ Stalls selling more variety and options to those available in the shops
- ❖ Move it to a weekend
- ❖ More stalls!
- ❖ Have it on a Saturday or sunday
- ❖ no
- ❖ A full market with many more stalls
- ❖ More stallholders - clothes, collectables, gifts
- ❖ Ideally have it on a weekend. Most people work in Swindon Monday to Friday.
- ❖ more variety
- ❖ Not a lot can be done due to the space available
- ❖ More stalls
- ❖ Tidy the town up a bit it is beginning to look a bit unloved. Bring back the public toilets.
- ❖ no
- ❖ There always seems to be the same stalls, maybe a few different ones although I under stand that's easier said than done!
- ❖ More traders
- ❖ More choice of stalls - crafts, local foods
- ❖ Cheaper pitches to encourage more stalls

- ❖ more diverse stalls
- ❖ More stalls
- ❖ More variation and something for the kids to do while parents look around
- ❖ More stalls and could they open longer in the afternoon?
- ❖ Make it bigger, advertise it better
- ❖ More stalls. Host on Sundays and suggest a Christmas market on show ground
- ❖ No
- ❖ More fast food and Facebook updates for which store holders are there each week
- ❖ More stalls. Maybe use borough parade or move further up high st
- ❖ A car park near by with reasonable prices.
- ❖ More vendors and a wider range of products
- ❖ Better roads linking to Swindon and the m4. The traffic cannot cope in the mornings
- ❖ More stores, more variety it's use to be alot bigger and better
- ❖ Open for longer
- ❖ More variety of stalls
- ❖ More stalls
- ❖ More stalls
- ❖ Not interested
- ❖ Bigger/more variety.
- ❖ Maybe more stalls?
- ❖ Wider range of stalls and more upmarket
- ❖ More stalls
- ❖ Have more stalls. One week you can have quite a few, other weeks nothing. If there is not a lot of stalls you may as well not have a market.
- ❖ More stalls with better variety and opportunities for local craft and producers to have a cost effect way to sell their items to local people.
- ❖ No
- ❖ Free parking in all car parks for the Wednesday market morning
- ❖ More variety of stalls, although this is something that is definitely being addressed with the new food and jewellery stalls.
- ❖ More stalls
- ❖ Wider choice of food
- ❖ More traders
- ❖ I think more traders need to be encouraged as range is very poor. More local produce and goods.
- ❖ Far more stalls would be great - very limited choice
- ❖ More stalls for further trade opportunities
- ❖ More stalls and a greater variety of goods
- ❖ Bigger with more stalls
- ❖ More variety of stalls, it's far too small to be called a 'market'
- ❖ There needs to be more stalls as it's a vital part of the community
- ❖ Find somewhere else to park the white vans.
- ❖ more choice and more stalls
- ❖ Extension - more (food) retailers present
- ❖ no



- ❖ More stalls offering a wider range of goods
- ❖ More stalls, greater choice, could be greatly improved in size
- ❖ Fresh fish available for longer
- ❖ More fresh fish
- ❖ More diverse stalls.
- ❖ More stalls
- ❖ Vans parked elsewhere, attractive sturdy matching gazebos, wider range of interesting retailers, eg crafts, food, antiques, books, toys.
- ❖ More stalls needed
- ❖ More stalls, better variety. I like the cheese and veg stalls
- ❖ Greater variety of stalls,
- ❖ More stalls and a different variety
- ❖ More traders would be nice.
- ❖ Already has a good range of stalls
- ❖ More variety of stalls
- ❖ More stalls/atmosphere ie street food, music, jewelry, clothes
- ❖ Sometimes I travel to Devizes for the fruit and veg man who sells by the bowl, such good bargains.
- ❖ More stalls ...food farm type stalls
- ❖ More variety of market stalls
- ❖ It is too small and not always reliable e.g. You go specifically for dog food an the day they decide not to come !
- ❖ More sml independents,
- ❖ Too much traffic congestion
- ❖ More variety of stalls
- ❖ Could be bigger as was the case some years ago.
- ❖ Better stalls & prices
- ❖ I know attempts are already in place to increase traders, I have seen improvements in the last few weeks.
- ❖ No
- ❖ More there, it's pathetic with so very few stalls
- ❖ More variety
- ❖ PC
- ❖ More locally made produce
- ❖ More variety of stalls and better quality products More local products
- ❖ Parking a massive issue.....
- ❖ No
- ❖ More variety
- ❖ More choice. More food choices.
- ❖ No, maybe more stalls
- ❖ Bigger
- ❖ There are so few stalls now and they are the usual ones so there is never anything different to catch the eye.
- ❖ Better stalls and variety of products, local produce
- ❖ A range of different stalls

- ❖ I would prefer it to take place on a Saturday and have more stalls.
- ❖ More stalls. Like it was 20/30 years ago. Stallholders won't come as it's too expensive. Stall used to go from post office all the way to the waggon pub. I rarely use facilities in Bassett. Would rather go to Devizes for market or Chippenham for retail. Avoid Swindon like the plague.
- ❖ More variety in stalls
- ❖ More vendors
- ❖ more traders, perhaps more signage for the market to attract passers by to stop
- ❖ More stalls
- ❖ Expand, widen offer
- ❖ More stalls, to include crafts, antiques, home made produce
- ❖ We need to have more diversity. A lot of stalls have disappeared since the council decided to increase the cost to rent space by a silly amount.
- ❖ Needs more stalls
- ❖ More variety. Do we need a massive dog bed stall?
- ❖ Wider range of stalls. More crafts would be good.
- ❖ Maybe more stalls if possible
- ❖ The market is just tat. It is outdated and just a bit rubbish.
- ❖ I am not keen on dog food stall next to the cheese or fish's stall. Hygienic not! I found RWB very poor compared to other markets in the area!
- ❖ More stalls.
- ❖ More stalls and more advertising to encourage shoppers
- ❖ More stalls
- ❖ More stalls
- ❖ More stalls
- ❖ Bigger
- ❖ Need a wider variety of stalls
- ❖ More stalls
- ❖ More stalls
- ❖ More stalls
- ❖ More stalls on a regular basis
- ❖ More stalls
- ❖ Bigger
- ❖ Could be bigger
- ❖ More stalls
- ❖ Needs to be bigger
- ❖ Bigger
- ❖ Bigger
- ❖ More stalls
- ❖ Bigger
- ❖ More variety of foods
- ❖ More stalls
- ❖ More stalls

**Is there anything that would make you stay for longer in Royal Wootton Bassett?**



- ❖ Better car parking and cheaper! Better increased retail shops for clothing, less charity shops. Increased opening hours from NatWest.
- ❖ More interesting shops, fashion, shoes
- ❖ more independant shops
- ❖ No
- ❖ Parking changes
- ❖ Better selection of shops
- ❖ Good restaurants.
- ❖ Street food markets and more free parking
- ❖ No
- ❖ No parking charges in Boroughfield, as it used to be. Also the Toilets to be re-opened.
- ❖ Reduced traffic speed, more crossing points. Nightmare to cross the road
- ❖ Italian restaurant, caffe nerros, nice park with flowers in centre of town, less people in hoodies
- ❖ Cafes and restaurants like Cirencester and Marlborough have. Similar culture to Cotswolds. Town feels a bit rough. Not nice at night on the streets, feel unsafe as lady alone walking around as drunken people often on streets.
- ❖ Nice places to get a coffee and almond croissant, caffe Nero would be nice, cafe rouge French restaurant would be lovely too. Somewhere to be able to sit and view the high street. The tapas bar is amazing as brought something new and different to the town. However lots of people misunderstood what tapas was. Shows how uncultured town is. They love beer, fish and chips and fighting.
- ❖ Free parking in car park
- ❖ cheaper parking fees
- ❖ Nicer places to relax, better motorcycle parking, nicer cafes, nicer people, people in town make it look a bit rough, lots of people on benefits and down and outs.
- ❖ Nice park with flowers etc. in centre of town, the new road park etc are full of football pitches etc. Jubilee lake is too far for visitors to town centre to walk. Also nice places to sit and relax. Lots of Bassett are service providers so you only go to them if you need something. Otherwise very few intersting shops you can browse around.
- ❖ Public toilets (currently difficult with a toddler)
- ❖ Some of the traders aren't the most friendly and seem to have a chip on their shoulder about larger retailers
- ❖ Availability of more choice of shops to buy general household groceries and supplies
- ❖ More variety in shops
- ❖ Nicer cafes, different culture, more upmarket places like the angel hotel and nice places to sit and use laptop.
- ❖ Nice place like caffe Nero or similar with comfy sofas to sit and relax with friends. Less rough people. More upmarket culture like Cirencester or Marlborough. Royal Wootton Bassett is a bit rough and does not feel like a Royal town should.
- ❖ Wider range of quality places to eat lunch or dinner. Less empty shops and charity shops. Quality supermarket such a M&S or Waitrose.



- ❖ A wider footway, maybe by removing some car parking, on the west side of the high street allowing more out door seating and a more open feel to the high street. Better use of the borough fields as a open space.
- ❖ The longest I stay is when meeting friends for coffee. I find the town centre to be quite perfect.
- ❖ A wider range of retail outlets and fewer chain fast food outlets. Also cheaper parking with the first 30 minutes or hour free
- ❖ No
- ❖ More varied shops. Shops open later when people aren't at work. Shops open on a Sunday. Market open in the evening. More restaurants / cafes that offer good food in the evenings.
- ❖ Less charity shops and more proper retail outlets
- ❖ cheaper car parking public toilets
- ❖ More variety of shops. Nice eating places.
- ❖ Cafe culture, seats on the streets, outside cafes. Somewhere to sit and eat and drink. More restaurants and cafes open well into the evening. Open cafes in the evening as I don't drink alcohol.
- ❖ No
- ❖ More Market tasters/events on a Saturday. Working through the week means I miss out on street markets and events. They always look so inviting.
- ❖ Some nice places to relax with friends, such as nice cafes, restaurants, open on sunday please as town dies on a sunday, nothing open except church, nice parks with trees, flowers and water within the town centre. More for the visitor to see and do, more culture. Less drunk people in town in evening and kids hanging around.
- ❖ Would like to see better restaurants like a decent Italian, so I don't have to travel to Swindon for a good meal. More competition for supermarket so as to give locals a better selection of choice
- ❖ More variety
- ❖ If my bank had remained there.
- ❖ More shops
- ❖ Usually walk up hen needed as have to pay for car parking
- ❖ If the empty shops/units were occupied
- ❖ Not applicable really I live in RWB and am always out and about. Meeting friends or collecting grandchildren from school..
- ❖ no
- ❖ No
- ❖ More free event 'so in the high Street
- ❖ Wider variety of shops. Better range of coffee shops
- ❖ Less traffic i.e. A bypass
- ❖ Better variety of shops
- ❖ having a chat with someone I know
- ❖ Children's activities and better cafes and restaurants more outdoor eating space in summer
- ❖ Cheaper parking in the car parks?



- ❖ If you could park for free for longer and if there was more of a choice of clothing stores (only a couple)
- ❖ Better shops, easier parking
- ❖ Retail shops
- ❖ Better restaurants and better/cheaper parking.
- ❖ A decent clothes shop, or 2 it's a lovely town centre but more geared up for older people. The opening of subway has been brilliant for the kids to meet up and eat, more is needed.
- ❖ Better choice of shops. Less charity shops and less chain shops.
- ❖ Better parking. More regular social events, new retail outlets, bigger market. Use town centre for a large Sunday car boot sale. It would attract people in
- ❖ toilets
- ❖ Italian restaurant
- ❖ Better retail offer
- ❖ More Arts and Craft events. Farmers markets on a weekend. More food festivals and more events to draw people into the town centre.
- ❖ Wider range of shops
- ❖ More interesting shops
- ❖ Better carparking, Station Road side of the high street.
- ❖ Better facilities
- ❖ Italian restaurant
- ❖ More varied dining experience - good quality chain restaurant - eg Pizza Express, Cafe Rouge, boutique clothes shops
- ❖ Lidl or Aldi
- ❖ No
- ❖ Better clothes shops
- ❖ Better transport links
- ❖ Better clothing stores
- ❖ No
- ❖ Not a place for shopping, unless a good retail store for the younger generation was available
- ❖ Free parking for at least an hour
- ❖ More shops
- ❖ Fewer betting shops and places like Subway and more varied interesting shops
- ❖ More variety of clothes shops.
- ❖ More clothes shops, more gift shops, more restaurants
- ❖ If there was better shops that were more upmarket. Nice bars/pubs. Good restaurants. More choice of food shops.
- ❖ Longer Free parking
- ❖ No because I pop in regularly whenever I need anything so it is usually quick visits.
- ❖ Better Cafe and restaurants choice as there are very few. Less charity shops and more small shop owners working to build a better community.
- ❖ Stop charging for parking
- ❖ Not really
- ❖ More decent shops Less charity shops More decent pub food

- ❖ Better mix of shops.
- ❖ More clothes and shoe shops Better cafes and restaurants Free parking
- ❖ Better choice of shops
- ❖ More shops, maybe!
- ❖ Free parking
- ❖ Better Wednesday market, more stalls. Better toilets
- ❖ Greater choice of independent retailers and fewer national chains.
- ❖ More retail choice
- ❖ A GOOD market
- ❖ Better shops
- ❖ A park/walk area - with refreshment cafe. A Waitrose!
- ❖ I would appreciate nice cycle route which would get myself and the family out more. Nice bypass so that the high street can become more enjoyable. Italian restaurant and a burger joint. Perhaps more weekend markets as working people can not get to the weekly one. More like French or German deli like markets and more cultural and shopping opportunities.
- ❖ Better shopping
- ❖ Cheaper car parking
- ❖ If there were more coffee shops. And a sit-down Italian pasta restaurant
- ❖ More shops. I used to visit the market, but it is too limited and you couldn't always guarantee the stall you wanted would be there.
- ❖ Better and cheaper parking. Access to toilet facilities.
- ❖ Public toilets! Since the closure of the facilities in the town centre I have had to limit the amount of time I spend there and often shop elsewhere instead.
- ❖ Free parking
- ❖ Another supermarket
- ❖ Bigger variety of shops. Public toilets.
- ❖ Cheaper car parking
- ❖ If it was easier to park I could browse the shops and market.
- ❖ More shops
- ❖ Free parking
- ❖ Free parking for longer.
- ❖ Another super market in the town in place of the now closed Morrisons .
- ❖ visits to friends
- ❖ More retail outlets. Better toilets
- ❖ More clothes shops/shoe shop. Bigger bookshop - ours is fairly expensive with few offers, and doesn't have an extensive selection for browsing. I only tend to visit if i know it has a specific item, usually local as the other titles are full price.
- ❖ A wider variety of shops - clothes, shoes,
- ❖ Restaurant
- ❖ Free car parking, better range of shops,
- ❖ Public toilets
- ❖ Better retail offer. Mainly cheap or charity shops. The ridiculous parking charges and system in the car park off station road (behind the now closed my local) dropped.

- ❖ Town Museum open longer, more events in the town, events nearly every weekend would be nice. Nothing for tourists to do. Somewhere like a large Caffe Nero to chill out in especially needed on a Sunday as nowhere to get a coffee and pastry on a Sunday morning. I live in Royal Wootton Bassett but drive to Cirencester or Marlborough to have coffee and croissant do my personal emails on a Sunday morning. Lack of cafe culture. Would love a nice carluccios or prezzo in the town. Town only has beer, fish and chips and rugby culture sadly. Town has no gardens centrally to walk around. Have had to drive visitors to me out to other towns to find entertainment. Town council is lazy.
- ❖ No
- ❖ Public toilets to be reopened. Free parking off High Street.
- ❖ More events
- ❖ Complete overhaul and replan. Better positioning as a town High St with undefinable attractiveness. Speak to Mary Quantas Queen of Retail High Streets.
- ❖ Nice bistro
- ❖ Better market shoe shop home wear shop
- ❖ Being able to get through the town without people pulling in and out of Car Parking spaces because they are too lazy to walk from the real car park
- ❖ Better parking and another good cafe with plenty of space.
- ❖ Pub with children's play area, for lunch or just tea/coffee.
- ❖ Larger food store
- ❖ Lower parking charges
- ❖ Cheaper parking
- ❖ More nice cafes, more upscale shops
- ❖ More shops, divert the heavy traffic out of the town (ban HGV lorries)
- ❖ Better choice of shops mainly clothing brands
- ❖ Clothes shops for all ages and male and female
- ❖ Free parking
- ❖ No
- ❖ An independent / small chain café with outdoor seating for summer. More kids events at the library. A fishmonger. A more inviting public space in Borough Fields.
- ❖ More non-charity shops, free parking.
- ❖ Free parking
- ❖ free parking
- ❖ Not really
- ❖ More individual shops such as a shoe shop that there once used to be
- ❖ no
- ❖ Cheaper parking. Better footpaths. Less charity shops and more locally owned businesses
- ❖ No
- ❖ High quality or boutique clothing outlets or high quality food shopping e.g. Waitrose
- ❖ Not really.
- ❖ I don't visit the Wednesday market as I work. I would like to see a market at the weekend in addition to the farmers market



- ❖ Free car parking or a reduced fare. Better use of empty shops (not more charity shops). More family restaurants. Reduction in road traffic ques.
- ❖ Free parking
- ❖ A reasonably priced green grocers
- ❖ More restaurants.
- ❖ Waitrose
- ❖ Better shops
- ❖ Less restrictive car parking and better toilets.
- ❖ No
- ❖ A fast food restaurant
- ❖ Better choice of cafes and restaurants.
- ❖ More variety of shops, fewer charity shops, Waitrose, good clothes and shoe shop, better restaurants
- ❖ Not really, as I live here I tend to shop little and often
- ❖ more interesting shops, better parking
- ❖ Greater variety of shops
- ❖ Cinema supermarkets argos
- ❖ More/better cafes
- ❖ Free parking
- ❖ Yes more variety of shops and maybe better customer service from the shops that are here.
- ❖ Better restaurants. Fewer charity shops. More clothes shops for men (quality clothing - not chavvy footballer rubbish).
- ❖ Parking. More variety of shops. Leisure activities in town centre.
- ❖ Better selection of independent cafes, more events and have the Wednesday market on a Saturday so more people can attend?
- ❖ Larger range of shops. Women's clothes and a wilkinson type shop can't buy a duvet or pillow cases etc in Bassett.
- ❖ Re- opening the toilets would help.
- ❖ Better clothing retail shops.....the Town needs a Next or similar that sells quality mens/womens clothing.
- ❖ A better and larger supermarket. Sainsbury's is too small for the size of the town, which is growing fast too. I never do a "big" food shop at RWB Sainsbury's preferring to drive to Calne.
- ❖ Public toilets
- ❖ Free car parking at boroughfields. More retail shops, less charity shops.
- ❖ More popular quality shops such as Next, Fat face, Sea salt, mini Waitrose
- ❖ Toilets
- ❖ Better parking
- ❖ No
- ❖ Cheaper parking for longer stays. An HSBC bank. A play park for toddlers and young children close to the town centre (or a soft play area)
- ❖ Better selection of retail shops
- ❖ No traffic warden restrictions on parking time on high street



- ❖ Hi good morning Royal Wootton Bassett is a lovely place just pop to have a coffee and do my shopping the negative side is why does everything including the butcher's want to close by 5 o'clock isn't that when everyone finishes work and would like to shop I think the shops and missing out on something especially during the summer when they can have their doors wide open at 5 o'clock for people to shop. Why is there no toilets Council it's been cut back but maybe like the toilets in Lyneham it can become a communal thing and I'm sure there is a local in Wootton Bassett that can be trusted enough to open and close and clean toilets free of charge but I'm guessing the council wouldn't even let that because of health and safety or something my name is brad matthews if this survey would like to talk to me 07720683376
- ❖ Public toilets, more varied shops, fewer derelict High Street premises
- ❖ More clothes shops, for women and children. Cheaper supermarket
- ❖ No
- ❖ Less charity shops and more choice of clothes shops.
- ❖ No
- ❖ Not really
- ❖ No
- ❖ What reason is there to stay?
- ❖ No, I don't spend any length of time shopping for food
- ❖ Having more time to spare. I go to RWB because I can be quick.
- ❖ Variety of restaurant/cafes. Higher class clothing/Retail stores.
- ❖ More vacant shop premises filled.
- ❖ Being able to live nearer. I used to live in the town now I only stay overnight whilst working in Chippenham. I live in Cornwall now
- ❖ No parking fees!!!
- ❖ More artisan shops and cafe's
- ❖ Better selection of shops
- ❖ Bigger selection of shops
- ❖ More pubs
- ❖ No
- ❖ If parking were free/easier
- ❖ More shops, more variety of shops, better market
- ❖ Better retail choice
- ❖ More variety shops/ cafe. I like the small town feel but there are way too many houses for the current infrastructure.
- ❖ The town is very close to me (5min drive) however I usually drive further afield for free / easier parking and also to avoid having to find a £1 coin to use a trolley.
- ❖ ?
- ❖ No. I can get all I need on a visit and do not wish to stay longer. Quick, efficient visits are a positive.
- ❖ More clothes shops for middle aged women. Too many charity shops.
- ❖ More time!
- ❖ Less charity shops, more free parking, less people smoking outside betting shops and arcade.



- ❖ Free parking
- ❖ Free car parking for under two hours or minimum charge for the first two hours. I will not use the high street car parking scrum.
- ❖ Bigger markets, more family restaurants
- ❖ More shops
- ❖ More individual retailers and less charity shops.
- ❖ Shops.
- ❖ More eat in restaurants
- ❖ No
- ❖ More restaurants for lunch time.
- ❖ Better shops
- ❖ A nice shoe shop
- ❖ Lower parking costs
- ❖ Better markets or cafes
- ❖ Nicer cafes and restaurants. A few more branded stores i.e.: marks or next
- ❖ Better clothing shops and restaurants
- ❖ No
- ❖ Greater variety of shops and free parking
- ❖ Greater variety of shops
- ❖ A better Market
- ❖ Having more money to spend would help
- ❖ An Italian restaurant.
- ❖ Good quality, good value restaurant Carter parking you don't have to pay for or a shoppers permit you could pay annually for (at lower rates)
- ❖ Cheaper parking after 1 hour as price jumps from 40p to £1.20!
- ❖ Improved range of clothes shops. Shops opening later, the independent retailers all close early
- ❖ Family dining
- ❖ Free safe parking for longer. More variety in shops
- ❖ Better shops
- ❖ Do away with the nose-in parking, half of the charity shops, half of the pubs. Provide more competitive shopping i.e. a supermarket like Lidl or Aldi. Put in a bypass and stop the ludicrous amount of juggernauts passing through.
- ❖ No
- ❖ More choice of cafes/places to sit and eat.
- ❖ No. I stay longer occasionally but with two school runs a day I'm in town for well over an hour every week day as it it!
- ❖ Cheaper supermarket. Aldi and or Lidl.
- ❖ Better range of shops.
- ❖ Parking fees. Since paid parking has been introduced, visits have dropped from several times a week to once or twice per week.
- ❖ No car parking charges
- ❖ Issues with the car park at then top of station road.
- ❖ Better market, better choice of clothing shops and restaurants
- ❖ More food shops eg Aldi or Lidl

- ❖ A cafe or restaurant more suitable for lunch. Push chair accessibility would be good
- ❖ Free parking
- ❖ Free car parking for the first hour.
- ❖ Free parking.
- ❖ cheaper car parking
- ❖ More cafe space and variety, particularly child friendly establishments, and hot homemade food. Child leisure spaces, e.g. a small playground (appreciate there is no likely location for this). Bigger supermarket for weekly shop. Clean, free toilets with baby change and disabled access, open all day.
- ❖ More cafe space and variety, especially child friendly spaces. A playground. Fewer empty shop units, more clothing shops.
- ❖ Less charity shops more shops of interest
- ❖ No
- ❖ Toilet facilities other than in a cafe
- ❖ Free parking, better selection of shops and services
- ❖ Free parking in the big car park (sainsburys)
- ❖ Really good coffee shop
- ❖ Not really
- ❖ More shops. Local resident permit for parking
- ❖ better parking, more independent trader shops. Less charity shops, more pavement cafe facilities, less waifs and strays hanging around
- ❖ Good independent coffee shop or veggie cafe with art or books
- ❖ Better range of shops. Baby-friendly cafe
- ❖ Free parking more shops
- ❖ Better shops, less charity shops!
- ❖ I don't think so, no.
- ❖ Better choice of shops. Too many shops offering exactly the same thing.
- ❖ Nice restaurant or bistro. More retail shops specifically clothes
- ❖ More interesting shops, free parking in Borough Fields.
- ❖ Growing the town centre, less charity shops, a high street more like Marlborough. Maybe move the market to a weekend. It's only on Wednesday day, most people are at work.
- ❖ A better market, more high standard restaurants, and all shops to improve their frontages as many look cheap and tatty.
- ❖ Free parking
- ❖ A child-friendly cafe. Toilets. A play area for children to play Maybe in the square by Costa/Sainsburys?
- ❖ Free parking
- ❖ More independent shops, better retail offering and better places to eat
- ❖ No
- ❖ Better shops – clothing
- ❖ Lunch break
- ❖ Toilets reopen. Restrict HGV's passing through the High Street. Disabled access poor on toilets. Why were the tennis courts moved. Pick up grass when it is cut. Prince of Wales Roundabout is dangerous.

- ❖ No
- ❖ No
- ❖ No
- ❖ No

**What two suggestions would you make to improve Royal Wootton Bassett town centre?**

- ❖ The Museum needs improvement. Not very organized or attractive inside. Also needs to be open more regularly to attract a visit. Empty shop units could be offered as pop-ups.
- ❖ Better variety of shops, particularly clothes, shoe shops. Better eating places at affordable prices.
- ❖ Obey the law and stop the reversing of previously parked motor vehicles into the highway of the High Street. The current practice I believe is illegal and if not certainly a serious hazard to people. Have a restaurant such as the Carbonara located in the High Street.
- ❖ dog mess and litter a big problem
- ❖ Better repair to the road round to car park. Better sign posting - to the car park and then access by foot to and from the high street
- ❖ An independent coffee shop or cafe taking over from Costa More facilities for local artists and crafts people
- ❖ Late night shopping. One or two more commercial shops to help attract people to the local shops.
- ❖ Less charity shops An Italian restaurant
- ❖ Please keep the free parking for 2 hours.
- ❖ Close down the car parking scam going on at Station Road car park. It is a scam because people don't realise they need to get a ticket, even for the free 30 minute period. The signage is misleading. The car park operators here must be raking in these parking charges through deception. Either make the signage clearer, or stop these cowboys from ripping people off! This car park is right next to the high street, so anyone visiting would be inclined to use it for short stays. They would then be landed with a £100 penalty. This is not a good reflection on the town is it?! Actually finding a parking space in the main Sainsbury's car park on Saturday can be a problem. I'm not sure there is adequate parking overall in the town for busy periods.
- ❖ More events and free family attractions
- ❖ High street parking is awful a redesign of the parking would be beneficial, instead of right angled parking if it was herringbone it would be easier to get out of the spaces. Make the area a no open alcohol area to make you feel safer and get rid of the three local street drinkers
- ❖ free parking weekends zebra crossing put in near roundabout near Sainsbury's turn off
- ❖ Try and keep the shops as independent traders as possible, rather than countrywide brands. Re-open the Toilets.



- ❖ Traffic calming!. Crossing near start of high street!. Cars sometimes poke on to pavement in places making it difficult to pass when busy.
- ❖ Better parking - stop "all day" parking by shop workers (should already happen but no traffic wardens are ever seen so the rules are ignored by most) More variation - too many charity shops, centre is entirely predictable, so the use of "pop up" stores and a better market.
- ❖ More support for events like the ride of respect when it visits the town every two years. Last time it was poorly supported by the town. Got feeling the town council didn't want it. High street to be shut on more occasions like Chippenham high street so events can take place in the town centre.
- ❖ Better shops. Open the museum every day. Proper live music venue.
- ❖ Make traffic flow one way
- ❖ Visit town to meet with friends would like nicer cafes and restaurants, Italian would be fantastic Culture of the town can feel a bit uncultured, know friends say not nice to walk around town centre at night. They have lovely evening out for food with friends spoilt by drunken people shouting and seeing brawls.
- ❖ Cafes open into the evening to try to remove the beer drinking culture and introduce a cafe culture. Get telephone exchange boxes, telephone boxes, street furniture painted and put bins on high street next to seats such as the one by charrins grill and bar and bins at all bus stops.
- ❖ Town needs classy Restaurants and cafes like caffe Nero, cafe rouge, prezzo, coffee #1, pizza express, pret a manger, extend the costa coffee as too small. Turn the m local into a Waitrose local so the royal town has the royal supermarket in it. No brainer.
- ❖ Have free parking in the main car park in Borough Fields for at least the first hour. Sometimes you just have to pop into a shop to collect something (eg prescription) and it costs to park for five minutes. Change the layout of the parking on the High Street, so it is angled and the spaces are slightly bigger on the Town Hall side as you go through. It is very difficult to get in and out of the spaces as they are so small.
- ❖ No parking on the hill from Bath Road to High Street No HGVs in town centre except for deliveries
- ❖ Bring back the tourist information area in the library Sack the town council
- ❖ Remove all links to Swindon. The town is not part of Swindon as some people already think it is. Get the canal finished as would bring different culture of people into the town.
- ❖ Public toilets An independent baby and toddler friendly cafe with toys and books in a corner for them
- ❖ Reopen public toilets. Especially for children and old people. I think introducing parking fees would be a bad idea. I think it would drive trade away and would put pressure on the parking in roads outside of the High Street.
- ❖ Introduction of a first 30 minute free parking in borough fields. More choice of "supermarkets" such as Aldi, Lidl.
- ❖ Improved parking for High Street residents Better retail mix, we currently have too many estate agents, hair dressers and charity shops
- ❖ More shops and more outdoor seating for coffee/drinks



- ❖ Remove links to Swindon, people think Bassett is part of Swindon. Introduce a cafe culture on Sundays
- ❖ Divert heavy traffic i.e HGVs. Free parking in High Street need only be for one hour enabling more drivers to just "pop in" to High Street retailers.
- ❖ Better bicycle parking / cycling culture Closer links to the Cotswolds towns to distance Royal Wootton Bassett from the culture of Swindon and make it seem upmarket to encourage upmarket brands into the town
- ❖ improvements to the market - more stalls
- ❖ Stop customers etc: smoking outside public houses . They block the pavements . Stop tables. advertising boards etc: . They obstruct access in many places.
- ❖ Fill empty shops More QUALITY shops and restaurants
- ❖ Removal of parking along the west side of the high street would generate a more open feel to the high street and make is substantially different to other town high streets, such as Devizes and Marlborough. Removing the parking and widening the footway will allow businesses to use the space, showing people passing through that others use and enjoy Bassett. Borough fields is a nice sized square, which could be improved giving space for something, eg grass (could be artificial) or play fountain, in the middle and seating around with out blocking through access. Again this could become a nice focus for events or markets.
- ❖ The public toilets (but I think the council are now going to improve and open them again) One less pedestrian crossing might improve the traffic flow... but probably pedestrians would try to take a chance and not walk to one main crossing.
- ❖ Free parking in the car park for the first hour. More varied retail outlets
- ❖ Restrict parking in the High Street to one side of the road to facilitate less traffic congestions. A properly built ring road not using existing residential streets
- ❖ Eliminate heavy goods vehicles. Introduce 20 mph speed restriction
- ❖ Introduce secure cycle parking in a visible, central location. Introduce 2 hours' free car parking at Borough Fields to encourage people to stay longer in the town instead of just dashing in and out of Sainsburys
- ❖ More Bicycle parking and bicycle culture being supported More events on a Saturday and especially a Sunday as town is very boring for when we have visitors at a weekend.
- ❖ free parking for half an hour wider variety of shops
- ❖ Incentives to bring in new shops to attract more business from local/passers by. Decent restaurant/bars/entertainment with adults in mind which is lacking in the area.
- ❖ More cafes and for them to be open in the evening too. Cafe culture. Cafe nerro please open on Sundays with big leather sofas. Just somewhere to buy a nice pastry and a coffee on Sunday morning with a nice view please! No where in town for professional people to relax after hard week at work.
- ❖ Keep free parking on the High Street and a better variety of shops e.g. clothing, diy and homewares aren't very well catered for. Also reintroduce a public convenience. I think most people would happy pay a fee for a clean facility.
- ❖ Turning right on to the high street from Station Rd is very difficult and often relies on drivers letting you out. Is it possible to Improve the junction? More events at the





weekend. Currently most high street events take place during the working week so people who work Monday to Friday cannot participate.

- ❖ 1. More cultural and arts events on a weekend for professional people, we are not all into rugby, football, beer, cider, curry and fish and chips. 2. More markets like the Italian market on a weekend. French market, German market and cafes open on a Sunday to chill out in.
- ❖ There is a rapidly increasing number of empty units. The recent boarding up of the shop next to Crumps is very unattractive, as is Trow's former wool shop. If parking charges are introduced on the High Street this is likely to deter passing trade and therefore discourage more traders. The cost of parking for two hours in Sainsbury's car park is unreasonable when it is nearly triple the cost of one hour. I recently visited Witney in Oxfordshire, a seemingly thriving town centre, and was pleasantly surprised that car parking was free. This encouraged me to spend more freely in the town. Perhaps this model should be given consideration.
- ❖ Sainsbury's should fund the reopening of the toilets in 'their' car park.
- ❖ Less charity shops, better rates in high street to encourage more business's. The people who make the planning decisions need to be more in touch with what the locals across the board really want and not just certain age groups. For example the application to turn down an Italian Restaurant in the old Co-op was not a good decision based on the fact that they approved a Subway. Encourage good restaurants and make Bassett a must go to place for a meal.
- ❖ Upgrade the swimming pool and leisure facilities. The changing rooms in the pool are very rundown and are in urgent need of upgrading. Swimming is a physical activity that all ages can partake in and a life skill. It is therefore essential that the town has a swimming pool and it would be hugely beneficial to the Town if the facilities were upgraded. Put in a safe Pelican/Zebra crossing on Noremarsch Road at the top of the road near the Stoneover Lane/Noremarsch/Bincknoll Lane roundabout where at present it is hazardous to cross. If the Government wants to cut obesity and encourage people to be active then they should ensure that it is safe for our children and us to cross the roads. Free parking in Sainsburys for the first hour and charge after that time. More restaurants suitable for families.
- ❖ I would prefer larger stores but that's not possible for a small market town. Personally for me it would mean I wouldn't have to venture into Swindon.
- ❖ Better shops Better parking
- ❖ Encourage more independent shops (not charity shops!) Enhance the market. Can't visit the market as it is on a Wednesday when I am at work. Farmers market is too small, could combine into a main Saturday market that brings more to the town.
- ❖ Less empty units/shops More stalls on market day Saturday & Wednesday
- ❖ Re open the toilets One hour free parking
- ❖ Tidy it up a bit and reopen the public looks.
- ❖ Remove the trees that are in the way of parking. Level some of the trip hazards in the footpath.
- ❖ One or two more clothes shops. STOP the HUGE lorries coming through the town!
- ❖ Completely smoke free - especially outside cafés (why should non-smokers not enjoy sunshine / fresh air too) - see website for Santa Monica in California (pedestrian areas

- smoke free zone) Do not have too many charity shops. It would be nice if smaller retailers could afford to set up shop and be supported.
- ❖ Make through traffic by pass high street . Create pleasant public toilets.
- ❖ Stop the big issue sellers harassing the public and lower rates to encourage independent retailers rather than bigger named chains.
- ❖ Limit the number of shops like subway, they contribute nothing locally. Improve the customer service in the pubs and cafes
- ❖ A bypass and to keep the free parking in the high street
- ❖ A bypass Less charity shops
- ❖ Prevent any more supermarkets/ fast food places (ie Subway, which we did not need!) from opening and damaging our local businesses. Remove parking charges in Borough Fields- free parking for 30 mins. OR make the car park ticket machine a display, then pay. I should not have to pay for an hour's parking when i only need 5 mins in the library or chemist!
- ❖ A gym Stop charging for parking
- ❖ reopen toilets and dont open any more charity shops
- ❖ Keep public toilets open Encourage speciality food markets (e.g. French, Italian)
- ❖ reduce the amount of through traffic ie.heavy goods vehicles encourage new traders by giving incentives on rent/rates on premises
- ❖ More social space More children and family focus / activities
- ❖ Ensure all shops are used and not boarded up for long periods. Stop people cycling on the pavement. This is a problem all over RWB, but is particularly dangerous and inconvenient along the High Street.
- ❖ Keep the free parking in the high street. Improve the traffic situation in rush hour.
- ❖ BACK ON CARPARKING, I THINK THERE SHOULD STILL BE A FREE PERIOD OF SAY 30 MINUTES
- ❖ Pavements need to be a little wider to accommodate the amount of people using it. With small children, I'm constantly trying to keep them in line so they don't take what space there is so others can pass. Its then tricky when people stop to look in shop windows or suddenly pop out of a shop into somebody or when mobility scooters take up a fair bit of the pavement. Dog mess is another problem which is down to the dog owners to clean but they frequently don't and that could be in part due to the lack of dog poo bins. I don't own a dog so don't look for them, but I can't recall seeing any bins and you do see a number of dogs around.
- ❖ Better shops and keep parking free find something for youngsters to do
- ❖ Something. For little kids and more food retail shops
- ❖ Better restaurants Safer for pedestrians
- ❖ Shops for younger people, a decent clothes shop, more trendy eating places for kids to go, they don't want to sit in a tea room. Keep the tea rooms and charity shops but cater for all not just the older generation. It would be lovely to be able to get jeans and a top for a night out with out travelling to Swindon all the time. Subway for the kids is fab, they have somewhere to meet and eat cheaply. It's a lovely market town, but it also needs to move with the times.
- ❖ Make the streets off the High Street residents parking only. Encourage more shops other than charity shops.



- ❖ A bypass to reduce traffic. More parking at low cost
- ❖ Free parking at sainsburys
- ❖ Improve the public toilets. Better retail outlets.
- ❖ 1. A bypass 2. Prevent the fast food shop (I think it's called Marios, near what was Morrisons) from placing their gaudy flashing sign at the roadside outside their shop.
- ❖ Another supermarket Better restaurants
- ❖ Please don't mess with the parking in town as it currently works well. The current, temporary road, which has been installed for the rail engineering works is an excellent road of great quality. I firmly believe that it should remain when the rail works finish. It would give drivers more options for travelling in/around/through Bassett, potentially easing congestion in the town centre. I think less traffic would encourage more use of the town and its retail opportunities. I believe that current, high levels of traffic, put people off.
- ❖ A period of free parking in the borough parade car park
- ❖ Wider publication of events in town. I often find out at too short notice. More investment in the shops. There a number of empty units and too many charity shops.
- ❖ Better range of shops More choice of restaurants
- ❖ Encourage Morrisons to come back to the high street or lease old building out to another retailer like tesco or asda.
- ❖ Reopen public toilets A better supermarket
- ❖ Try and use the square where Costa and Sainsbury's is as a focal point for bistro dining/drinking
- ❖ Better retail shops More restaurants
- ❖ More restaurants. Bypass
- ❖ shoe shop, as I have to go out of town. That's all I miss, I think it is a lovely town.
- ❖ More shops and public toilets
- ❖ Markets more often , evenings ? I miss the markets when at work!!(local produce /speciality foodie) Pop up shops to encourage people to visit.
- ❖ Less charity shops and a more varied retail shopping experience, especially clothing.
- ❖ No more charity shops. Wider parking spaces along the High street.
- ❖ Reduce number of charity shops by making rent more affordable for profit making stores Improve the access/profile of shopping areas to the west of the town hall, i.e. towards Lyneham. This area is less desirable and some businesses struggle if they're located here.
- ❖ Keep the high Street parking free and reduce the number of betting shops
- ❖ Less charity shops Better parking
- ❖ Free parking Public toilets
- ❖ More variety of shops More free parking
- ❖ Residents' Parking Scheme Appropriate lease of former My Local site-Waitrose? Preservation of open traffic-free spaces e.g. Around town hall
- ❖ Public toilets Family eating
- ❖ The sports centre in wootton bassett is so out dated and looks run down and dirty , we have fantastic other sports facilities (football,cricket,tennis and rugby ) just the pool is a let down. Bigger variety of clothes/shoes shops as this is a main reason I would go to Swindon



- ❖ Residents parking or permit parking Homeless people have started to live on the streets and the streets are dirty.
- ❖ A couple of nice restaurants (ie Ask, pizza express) More clothes shops
- ❖ Get rid of some of the charity shops. Encourage upmarket shops and restaurants to the area.
- ❖ Not allow too many chain shops, keep it for smaller, independent shops so it remains different to Swindon. Especially no more food/coffee chains. Keep the high street free as this encourages passing trade to park for a few minutes and visit otherwise more smaller independent shops may have to close.
- ❖ Free parking Not so many charity shops. But rent would have to be reduced to encourage independent businesses
- ❖ Don't just charge people to park as this will not bring people to the town and will not lead to better environment in the town. We need small businesses investment so that people can set up businesses that are owned and run locally. Using local work force. It would be better to reduce the cost of setting up a business rather than "Taxing" people to get the funds to do this as that's what you would be doing by charging to park "Taxing". If you looked at what you would forecast to re-coup from your idea and off set this in rent and rates then this would offer new business the opportunity to take off.
- ❖ Stop being greedy and charging for parking. More people would be attracted to our town and then perhaps it would be more appealing for businesses to stay/open up
- ❖ Encourage shops (not charity shops) Encourage more stalls to the market and make more room for it
- ❖ Public toilets and bigger market
- ❖ The parking along the high street! Spaces are too small & awkward to get in/out of. Much easier when parking was slanted/diagonally! Better mix of shops! Too many charity shops & beauticians/hairdressers!
- ❖ Re-open toilets and refurbish them.
- ❖ Free parking More variety of independent shops
- ❖ Less parking bays, wider in a herring bone pattern to make parking safer. Easily accessible, clean, public toilets.
- ❖ Improve parking and introduce a 20mph speed limit. Build a ring road--complete the ring road!
- ❖ Better choice of shops More independent eateries
- ❖ Improve traffic congestion in the high street but not sure how. Free 30 minutes parking in Sainsbury's car park?
- ❖ Bring back the public toilet & have a convenience store/supermarket open past 8pm. Closing the M Local store is a big loss
- ❖ More places for young families More independent shops
- ❖ Traffic is awful. Too many traffic lights. Pubs keep closing. Too many charity shops.
- ❖ Better parking - No charges, larger spaces with children. Better range of shops - using the empty shops TOILETS
- ❖ Please don't remove the two hours free parking on the high st - it's valuable for both locals and passing traffic. Please limit the amount of national chains who are allowed to move into the high st, in favour of independent retailers. They are what set



Bassett apart from every other town locally, and would encourage folk to spend their money here instead of going into Swindon.

- ❖ Pay for parking in high street and make paid car park by Sainsbury's free More Cafe/food outlets to eat in during evenings
- ❖ More variety of shops less charity shops and cafe
- ❖ A by-pass. Reduce the amount of high street parking.
- ❖ Develop park area beyond Sainsbury's. improve high street parking and it's look.
- ❖ Better parking and more variety of shops
- ❖ Bypass for traffic. Cycle route. More shops restaurants.
- ❖ Get a new set of councillors. And the best way would be a ring road to make it a better place to go.
- ❖ Italian restaurant. Sports shop
- ❖ Public Toilets Fill empty shops with quality shops, not any more charity shops, estate agents or cafes
- ❖ Cafes and less dog poo
- ❖ Open some modern public toilets. Protect free parking in the High Street.
- ❖ Divert traffic to make the High St more pleasant, and restrict cars parking.
- ❖ Make pavements wider and safer. more retail outlets on high st.
- ❖ Toilet facilities. Better market.
- ❖ 1. Wider pavements. 2. Herringbone parking spaces in the High Street instead of perpendicular ones to make it easier for vehicles to reverse safely out of parking spaces.
- ❖ Stop charging for parking. Open the public toilets again.
- ❖ Free Parking and better shops
- ❖ Not introducing parking charges in the High Street. Commuters will take up all of the slots and it would force everyone to park elsewhere - or just drive on and shop elsewhere.
- ❖ Limited on street parking. Toilet facilities.
- ❖ More supermarket shopping More men's shops Shoe shops
- ❖ Better retail outlets and free parking
- ❖ Let empty shops to local producers/ start up businesses on good deals instead of charity shops to give a more diverse retail experience. good regular Saturday market for those who are at work all day.
- ❖ Tidy some buildings in the high street . Third Doctors surgery .
- ❖ More covered areas to encourage an outdoor social feel. Cycle lanes to encourage safe cycling.
- ❖ 1. Take away the parking on both sides of the High Street. Have parking for disabled persons on one side of the High Street only. 2. Encourage more small shops to operate in the High Street and cut down on the fast food outlets and Charity shops.
- ❖ 1) The High Street parking is fairly chaotic, however this would be difficult to improve. Deliveries to the pubs from breweries and the flower shop often block the entire High Street - this could maybe be alleviated with special loading bays at certain times - both deliveries to Guelder Rose and The Angel happen on Wednesday morning at about 8.30, if parking in certain areas was halted at this time to allow for deliveries this would help the flow of traffic, however I appreciate that this would



be incredibly difficult to implement. 2) Fewer A boards - these clutter up the High Street and some look quite dated and tacky. There have been more appearing of late.

- ❖ a public toilet
- ❖ More houses more choice of shops another supermarket less charity shops. More Resturant like Italian. Stop pubs closing down and either being left empty or being made into flats.
- ❖ Less charity shops, building a bypass
- ❖ Reintroduce public toilets Improve the state of the pavements
- ❖ Question 18 - flawed question. I wouldn't pay anything to park in the town centre all day. Had to say £2 but it would be extremely annoying if the high street was a pay and display especially for parents picking up from the infants as limited alternative free parking. Keep the free parking on the high street. Better range of shops. Stop the parking fines in the car-park off station rd.
- ❖ Open the empty supermarket Ensure toilet facilities open
- ❖ Re open the public toilets Support more small independent businesses
- ❖ 1. More events on a weekend Saturday and Sunday. Two day food festival would be good. 2. Town council to write to caffe Nero, prezzo, pizza express, Starbucks big names and ask them to come to the town. Need more quirky offerings as well to bring the visitors in.
- ❖ More cafés Parallel parking
- ❖ No parking on the High Street. Free parking elsewhere.
- ❖ A ring road A cycle path
- ❖ See previous answers.
- ❖ A nice bistro / restaurant - Daniel in the deli would like to open one
- ❖ Get Waitrose into the Morrisons site Widen the pavements and improve the condition by making the parking diagonal which would also make it easier to get in and out of parking spaces and encourage a natural one way parking since you would only be able to get into a space on your side of the road
- ❖ Bigger and better market I don't go to wed market as hardly anything there. Would love to see a home wear shop in the town that sold affordable items
- ❖ Improve the Parking and get more traders into the market
- ❖ Open public toilets and open another supermarket
- ❖ Better parking and more parking facilities. Improve the market as it is a joke.
- ❖ Toilets Free parking
- ❖ Less lorries going through. More variety in food.
- ❖ Sainsbury to stock more and not keep not stocking things once they run out.
- ❖ Free Parking
- ❖ 1) Clean up the general litter and dog mess (this is becoming a real problem). 2) Bring back public toilets in the town centre.
- ❖ Limit or remove the through traffic. Maximum charge of 20p to park in the high St
- ❖ smarten up shop frontages and signage. Introduce more upscale shops
- ❖ Have the market in the high street and make it pedestrian use only Improve shop offering

- ❖ Safer Parking on the High Street. Parking restriction on the Road entering the town centre from Lyneham past local Primary School, very Dangerous with Lorries and Buses using it.
- ❖ Parking Less charity shops over run
- ❖ Free parking, better shops
- ❖ Public toilets Encourage new shops in the high street
- ❖ Better long term parking facilities and more restaurants/eateries for the evening
- ❖ Restrict High St parking to one hour and widen the parking bays even a fraction.
- ❖ Public toilets. Better public space in Borough Fields.
- ❖ Bring back the public toilets. It's just not viable to expect the Town to continue to attract visitors with a public toilets facility, particularly as many visitors are elderly. Keep the 2 hours of free parking in the high street.
- ❖ 1 - Put a ban on any further charity shops.... yes as a family we do visit them and spend money in them, but how many does a high street need and at what point do exit start to have a detrimental effect on the look and feel of the High Street.. a street fulling charity shops doesn't promote an ambience of wealth or sense of financial security within the town. 2 - Opportunities offered to attract high street chains or local entrepreneurs to fill currently empty premises with viable, long term businesses.
- ❖ Restore a railway station to the town. More gardens and open spaces.
- ❖ Free car parking again
- ❖ free parking nicer seating in the street
- ❖ Open the public toilets, perhaps if you are going to charge us parking on the high street it could fund the toilets. Don't overprice the parking it's why I don't really visit Lydiard park any more!!!!
- ❖ Clean up rubbish, particularly dog mess. Bring back public toilets.
- ❖ Bring back individual shops so stop charging such high business rates. Too many charity and empty shops!!! Reopen the public toilets sooner rather than later!!
- ❖ Can not think of any.
- ❖ Better accessibility via paths. Better parking - remove high street parking as it is dangerous when trying to drive down the road with cars reversing straight out into traffic or parked cars making it difficult for people with pushchairs or wheelchairs to walk on the footpath
- ❖ Ban Hgv vehicles from town high street
- ❖ Better quality ladies clothes shopping e.g. Monsoon,next,east Clean up the area where rubbish is being dumped by the path leading from victory row at the back of Sainsbury's.
- ❖ 1. Encourage other clothing retailers. There are way too many charity shops. When we have visitors come to visit, which we rightly do, there is very little in the way of quality shops apart from the one or two lovely gift shops. M & Co is a mid-level priced shop, and the other main clothes shop is a low budget one. I never go into RWB for any clothes shopping if I'm looking for something special. In comparison to Marlborough for example, RWB is sadly lacking the higher end shops. We are served well with chemists, and a post office, which is good, but apart from Dandelion and the other gift shop in Borrough Fields, there are no other shops I even want to go





and browse in. There are no really enticing cafes either - they are all pretty small. We have plenty of pubs, but not everyone wants to eat in pubs. 2. Maybe it's to do with commercial rental being too high?

- ❖ Better community policing in the evening Free parking
- ❖ More markets and better christmas lights/flowers in the summer
- ❖ Create a road by pass to reduce heavy traffic or create a non HGV route through the centre of town to make it more pedestrian friendly. Repair the surrounding roads. In particular the road leading to Sainsbury's/borough fields car park.
- ❖ Sort out the parking issues, people reversing into the high street is dangerous. Another supermarket needed Hsbc bank to return
- ❖ More public conveniences in appropriate places More advertising to encourage people to visit the town centre.
- ❖ None, I love it as it is.
- ❖ Better restaurants More events.
- ❖ Reopen the toilets. Improve the quality of the market.
- ❖ Toilets Innovative shop keepers Free parking for 2 hours around town
- ❖ Better shops Better parking free
- ❖ More free parking. Do NOT START TO CHARGE FOR PARKING!! We will just go to big supermarkets with free parking rather than support local businesses.
- ❖ No car parking charges. Open the loos, modernise them and make them safer ie people can't hide in them. More independent shops less chains, that's what makes it different from other town centres.
- ❖ Better policing of people cleaning up after their dogs and discouraging beggars being sat right by the bank and ATM. If I come home in the evening I won't walk my dog down the high street if I spot the beggars sat outside the bank.
- ❖ Free parking
- ❖ Burger King or macdonalds. Another doctors surgery
- ❖ Stop people putting piles of rubbish and motorbikes on the pavement next to the war memorial. Ban all vehicles from paved areas around Town Hall up to war memorial.
- ❖ Fewer charity shops Make Borough Fields an eatery centre - smarten it up and have cafes, Pizza Express etc instead of Peacocks, Banks and a vet's practice
- ❖ Free all day parking More clothes / shoe shops
- ❖ As already stated, residents parking. There are many residential properties on the high street which help to form the overall character of the area. As a custodian of one of the houses I would like to see some provision made for this, I don't mind the thought of paying for a permit if it guarantees we can park outside of our home or somewhere close. I don't think charging shoppers is a good idea though, I would worry that would deter people who pop into the high street for provisions. The last thing we would want is to deter shoppers when high streets are struggling. To raise some additional funds, maybe allocating a small amount of residents parking and charging for it could be a solution / partial solution?
- ❖ Lower rents and rates to encourage more small independent shops to open here  
Reinstate the public toilets.
- ❖ Bring back, 30minutes of free parking in car park. More cycle routes.

- ❖ Cinema means somewhere for kids and family's to go. Kid friendly restaurants
- ❖ 1-2 cafes with longer opening hours, including Sunday opening
- ❖ Free parking
- ❖ More parking is needed, the back of the old HSBC bank and where Morrisons had a store for a short time is a disgrace. Also the new parking conditions have put people off from parking there. We need more choice we have only 1supermarket and even that one does not have a good range of goods. The Town is being left behind. Two of the best place are Rouses and Iceland I am not going to mention the two worst ones.
- ❖ More independent shops & cafes, more control on the image of the shops. Free parking at borough fields for the first two hrs but clamp down on all the parking abuse e.g. People who appear to park all day in the high st for free and why do some individuals get away with parking next to the town hall/museum at night dropping oil and litter on a pedestrianised area, this needs to be stopped asap!
- ❖ Two hour free parking in Boroughfields car park. More restaurants - with a wider range of food types.
- ❖ Please do not introduce paying carpark in town centre. Better shops!!
- ❖ 1. Don't put parking charge in high street! 2. Discourage the Charity shops too many which means town less attractive to visitors follow Marlborough as example
- ❖ 1. Go back to the old slanted parking on the high street so you can drive easier in and out of a space. 2. Have space for delivery lorries to pull in which are loading only further up the high street on the Natwest bank side. Often during rush hour lorries have to load and unload e.g., beer deliveries and it just blocks the high street as there's nowhere for them to pull in.
- ❖ Italian Restaurant No parking charges for residents
- ❖ A diverse range of shops.
- ❖ 1, Absolutely stop all parking on the hill leading out of RWB heading towards Lyneham. Very dangerous and causes major frustration to motorists. 2, Re-evaluate High Street Parking. Again, total nightmare and spoils the experience of visiting RWB. Constant flow of cars reversing onto a main road, or waiting for a space blocking traffic.
- ❖ Attract a decent high street clothing retailer - Peacocks is the only clothing retailer currently and the quality of clothes sold is poor. Could convert the old nick public house into a two storey clothing retailer for men/women. Have a market day once a week and pedestrianise the high street just on market day.
- ❖ 1. Remove the High Street parking altogether - it's creates a danger for pedestrians and motorists alike. 2. Move the supermarket to another site and use the existing Sainsbury's store for a permanent indoor market, divided into small units to possibly support new businesses as well. Or even a permanent farmers market to support a buy local campaign!
- ❖ Encourage more retailers onto the High Street. More travelling markets e.g. French, Italian, German.
- ❖ Less charity shops Free car parking
- ❖ Pedestrianise the high street. Improve car parking facilities.

- ❖ Rearrange the parking slots in the high street to angled parking on both sides. If parking tickets are to be used then it should be deductible from shopping costs with High Street and Borough Fields traders. Borough Fields car park charges should likewise be administered. Visitors to New Court Surgery could be exempt parking charges by displaying a "Visitor" card issued temporarily, and returned to NCS reception.
- ❖ More quality shops as previously mentioned Revamp Boroughfields from the High street through to court yard area (by Costa) could be made to look quite pretty more pots, baskets and benches The arcade also needs a facelift
- ❖ More quality restaurants and cafes Better planning for a town image, we have to look at the surrounding towns and see why people visit them and not go to Swindon. We can be a mini Hungerford, Cirencester, Marlborough
- ❖ Strive to keep it as a market town Support the traders there & use the shops No to commercialisation
- ❖ Keep parking free Provide toilets
- ❖ Better organisation or exclusion of parking on the high street Insensitive for new businesses, to take up business premises
- ❖ A small, safe, clean play area or soft play zone, close to the town centre (easy walking distance for little legs!) - or if there is a nearby play area please promote/signpost it! As a visitor, not a resident, I haven't seen any play areas close to the town centre, We would definitely stay longer if there was somewhere nearby for the children to play if they have been good while shopping. We tend to go to jubilee lake or home to go to a local park, if we able to go to one in the town centre we would probably stay longer and shop some more/ buy refreshments. Maybe some seasonal stands or stalls? We used to love the stalls selling made to order donuts in Swindon town centre - in fact, we mainly shop online since they have got rid of them - haven't been to Swindon town centre for 2 years or more. It would be nice to have somewhere selling 99 ice creams in the summer too.
- ❖ Short term or charge for high st parking. Ban the Big Issue vendor
- ❖ No parking charge on the high street. Make the disabled bays more noticeable.
- ❖ Keep the free parking on the High Street, but limit it to 1 hour only (longer parking available in paid parking, Borough Fields). Fewer charity shops and more retail choice.
- ❖ Non restricted parking on high street. Reduce charity shops and encourage new retailers in to the town
- ❖ Toilets most important thing of the town centre for elderly for young people able people it's the most natural thing that people need to do some people get more desperate than other people and whoever made the decision from Wiltshire Council to take away the toilets are disgusting unnatural thinking individuals. Royal Wootton Bassett brought in car parking charges on the Town Road I would definitely not go to Wootton Bassett anymore and use calne in Wiltshire or I would even go to Marlborough
- ❖ Regenerate the High Street shops and empty premises. Reopen the public toilets or remove the finger post sending desperate people to the closed facility.





- ❖ No parking on the hill leading into the town to ease traffic entering the town from Lyneham. Public toilets to be open for use.
- ❖ No parking or restricted parking on high street. Better choice of clothing shops
- ❖ Remove the traffic lights to ease flow of traffic going through the town. Make town centre traffic free.
- ❖ Parking spaces in the high street used to be on an angle (so vehicles could park/move away easily) Now they are straight (I guess this was to fit more spaces in) The current lay out makes it impossible to park or move away without affecting both lanes of traffic. During busy times this causes problems, vehicles reverse from the spaces expecting flowing traffic to stop. Parking outside the school on the hill, at drop off/pick up time there is no regard for the double yellow lines and parents literally walk out into the road with young children to open their car doors into what is 30 mph traffic.
- ❖ Change station road carpark to public ownership. Higher class shops
- ❖ Car parking, variety of shops
- ❖ Clean up the Street furniture Tidy up the shop fronts
- ❖ Quality shops like Deacons and Rouses. Reduce traffic in High Street Better advertising of events
- ❖ Toilets pound shop
- ❖ Less charity shops. Improve general cleanliness.
- ❖ Large weekend market. Evening cafes/restaurants.
- ❖ Just to fill all the empty shop and office premises, with a variety of shops other than supermarkets and charity shops. Interesting little shops would be attractive, and to see the empty business offices filled with employment opportunities. Please keep the library open.
- ❖ Stop the person / people who let their dogs go to the toilet on the high street and not clean it up. I really like the town centre other than this issue. Keep the parking on high street free upto 2 hours.
- ❖ Encourage more restaurants. This is the one thing I would have liked in the 30 years I lived there! The rest is lovely
- ❖ Scrap parking charges Get rid of the charity shops there are to many and build a decent supermarket outside of the town centre
- ❖ Reduce flow of traffic through high street
- ❖ Free parking at Sainsburys car park. Public toilets in the town centre.
- ❖ Evening festivities/ better selection of shops
- ❖ Wider range of shops. Better parking on the High Street. The gaps are to small, you can't pull out of them easily.
- ❖ 1 shops open later 2 bigger brands
- ❖ Less charity shops , more small retail business to open not many shops now exist and it's quite sad .... many moons ago small local business / shops were along the high street from start to finish
- ❖ Toilets reopened!!! More events to involve local people using local shops I.e a buy local campaign.
- ❖ Keep car parking costs low E.g: like Sainsbury's car park Don't charge for high street parking just do time limit . .



- ❖ Free short term parking in a dedicated car park. High street parking is often limited and access in and out of spaces is not easy (Poor visibility & small spaces in some areas). If parking charges were introduced on the road, I would NOT make RWB my first choice of town to visit. Public Toilets in the middle of the town
- ❖ Easier parking, make it so shopping is enjoyable and varied, very few pubs left in the town. Not what it used to be I lived in Bassett all my life until I married and moved on , but it's never t the same anymore used them be so friendly and welcoming,
- ❖ Not to charge for parking. Stop building so many houses- schools,doctors, traffic to and from Swindon has greatly been affected for the worse.
- ❖ Encourage local traders for eating and coffee shops, get rid of chains such as Costa. Local enterprise for growing the local economy.
- ❖ Do not encourage any big supermarkets ie Aldi to be built near coped hall it would destroy the high street. Try to encourage businesses here that would not affect our current retailers as we now have quite a few empty shops - round borough fields, old HSBC bank to name a few. It's a lovely place and lots of places to shop.
- ❖ Better traffic flow More independent outlets providing basic shopping requirements and unique, quality gifts/ clothes/ accessories.
- ❖ more / better shops / restaurants easier free parking - when I need to stop for 10 mins to pick up milk or post a parcel I don't want to have to risk my life / hitting another cat trying to pull in and out of free cramped awkward spaces on the high street
- ❖ Re-open public toilets.
- ❖ Reinstate free parking in Sainsburys carpark Wider parking spaces on high street
- ❖ More nice clothes shops. Some Saturdays when the road is closed.
- ❖ Free parking in Sainsburys, larger supermarket, less charity shops, a family pub that sells food that people can afford ( a burger for £12 isn't everyday family dining cross keys) better food shop so you don't need to travel to swindon. Sainsburys is rubbish, stuff going on for children. Get the buzz back in the pubs. 20 years ago or so Wootton Bassett High Street was buzzing. Sort the Old Nic out, a brilliant venue for family dining and playarea.
- ❖ 1. make one central high street pedestrian crossing instead of two to help the flow of traffic. (Keep the one near the top of the hill). 2. Stop the big issue sellers, they harass shoppers!
- ❖ Maintain free parking Promote more independent shops opening
- ❖ The provision of a community centre now that the Civic Centre is no longer available where local clubs can meet. Lower car parking charges, there is competition from shops and supermarkets with no parking charges.
- ❖ Free car parking in all car parks. Less charity shops. Sorry
- ❖ Traffic easing for the High Street, it gets too busy. Markets that were bigger and more variety of stores.
- ❖ More short term free parking More shops Italian Reastaurant
- ❖ Street cleaning to return.
- ❖ Bring back the public toilet. Bring new shops/enterprise to the empty shops. There was no space to make a comment about parking fees on the high street. I think currently the 2 hour parking is great. I would be annoyed if payment for parking was brought it. It's another thing to remember to have change, especially if you are only



staying in the spot for 10-30 minutes. For example drop off for local school down the road. The number of times I have paid 40p to park for 10-20 minutes to pop to a shop, library and not spend over £20 in Sainsbury to get my money back!!

- ❖ Level the car parking spaces so that cars don't fall into pot holes . Make the disabled parking bays on the high street wider to enable wheelchair/walking frame users better access... These spaces are very very poorly marked ... They are also unlevel which may cause difficulties for anyone with mobility difficulties
- ❖ Fill empty units/shops Free parking to lessen visitors parking in residential streets
- ❖ To keep free parking Improve parking around schools in the centre
- ❖ Less charity shops and more retail, make it more like Marlborough high street. Have 1/2 free parking at sainsburys
- ❖ Access to public toilets More food options
- ❖ Pay to park on the high street & make the other car parks easier for workers to park .. eggs cheaper parking or permits in certain areas
- ❖ Keep parking free
- ❖ Better shops Nicer cafes
- ❖ A few more restaurants - pizza express and a nice Italian. More upper class bar or pub. Starbucks Better parking
- ❖ Decrease hgv traffic through high st.
- ❖ Marked parking bays between Rope Yard and Wood street to ensure optimum useage. Parking can be atrocious with 3 cars taking up space of 5. If there is clearly marked bays more people can park, and are more likely to stop to use the town center.
- ❖ Improve the market and better retail
- ❖ Fewer charity shops,better class of shop. Re use Trows shop.
- ❖ Additional shops but not more charity shops. Better parking
- ❖ Re-open the toilets
- ❖ Public toilets. Less empty shop premises
- ❖ Getting all of the shops tenanted with slightly more diversity Keep the big chains out if possible - I like that the town had independent traders and isn't as homogenous as a lot of high streets.
- ❖ Better parking for residents living on the actual high street. Jet washing under the trees, especially the mini roundabout end of the town. It's very slippy from the tree sap
- ❖ Reduce carbon parking charges or allow a annual shoppers rated for car parking Good quality restaurants for evening/lunch etc
- ❖ Better public toilets No lorries or big vehichles through the high street very noisy and scares children walking on the paths as they are often going at ridiculous speeds and cant stop in time for traffic lights
- ❖ Fill the empty shops.
- ❖ More diverse retail offering. Many empty shops, increasing rapidly lately. Is the high street dying? It's a worry. Parking issues are irrelevant if there's little reason to visit or stay in the town. I would favour areas of free parking, with a time limit of say 2 hours.

- ❖ Encourage all properties to be smartened up and occupied. More free parking, such as the scheme in Malmesbury long stay car park
- ❖ A pound store, a shoe shop, competition for Sainsburys, a convenience store open for longer. If they started charging for parking on the high street I wouldn't go there at all. I'd travel further and have more variety
- ❖ Family pub / restaurant with play / garden area. Wine / spirit shop or Juice Bar
- ❖ Don't build any more houses
- ❖ Stop all parking on the high street and fill up the empty shops.
- ❖ 1) Do away with the stupid parking which forces motorists to blindly reverse out onto the road as this is both dangerous and frustrating for through traffic. 2) Provide a bypass and make the town access only.
- ❖ Bigger Saturday market. Regulations on shop colours/signs. Some, like the pizza place for example, look tacky.
- ❖ Reopen what used to be the old Morrisons as an alternative to Sainsburys. Either return the car park behind Morrisons to 45 mins free or bring it in line with Sainsburys - the current system does not work and leads to over charging.
- ❖ Greatly improve the current market. That will draw visitors back. Seasonal markets. Craft fairs.
- ❖ Free parking in Sainsbury's car park. Broader range of restaurants and shops.
- ❖ Re open the public toilets Encourage the shops on the outer bits (eg beyond the church) to move into the empty shops in the centre One additional point - you could reduce the free parking limit on the high street to an hour but if it was removed completely so there was no where free to park for quick visits, it would have a detrimental impact on the town.
- ❖ Free parking at borough fields. Remove street parking from high street and make pedestrian pavement wider and allow benches/seating and pavement cafes.
- ❖ Do something about traffic congestion. Attract a variety of businesses into RWB, other than charity shops !!!!
- ❖ Increased dog mess on the streets, need better street cleaning facilities.
- ❖ Better pavements - some are dangerous A reasonably priced Pub/Restaurant such as Wetherspoons - the existing ones are greatly overpriced especially for Senior Citizens.
- ❖ An Italian restaurant would be good. I miss a supermarket being where Morrison's local / somerfield used to be.
- ❖ More places to eat which are children friendly More street markets
- ❖ Free first hour parking.
- ❖ Encourage Re-opening of a small supermarket in place of the recently closed 'my local'. Although The town centre is nice looking more effort could be made to make it more picturesque to make it stand out from other towns such as more plants, flowers and lighting. Don't start charging for parking - it will kill the high street, it stops people popping into town to quickly grab something small. It killed the town center where I used to live when parking charges were introduced.
- ❖ Desperately needs public toilets. Map of shops etc available in library, post office.



- ❖ 1. Stop charging for parking. 2. Completely change the way the Iceland and the old Morrisons car park are charging for tickets. Easy to get confused and get parking fines.
- ❖ mark out the car parking spaces nice and wide on the highstreet, this will reduce the number that can park, but would make it easier to get in and out. Get rid of all the charity shops, why cant they have one shop and share the profits?
- ❖ Fill the empty shops. There are far too many and it has a very negative impact. More clothing shops would be good, a cafe, charity shops are fine. Independents always good. Whatever, just get retailers in, the customers will follow. Public amenities, particularly toilets, need opening asap, and maintaining to a high standard.
- ❖ Better selection of shops, less charity shops
- ❖ First hour free, scrap weekend markets. I only ever spend money in Sainsbury's, the rest could close for all the use they are.
- ❖ Re-open the public toilets, the only alternatives are to visit one of the pubs or cafes. Try and improve the traffic flow through the High Street itself.
- ❖ More free parking Better selection of shops and services
- ❖ More free parking Don't charge to park on the high street, this is the one thing that would stop me visiting as frequently
- ❖ Remove parking on the High Street and relocate it to the car parks. Provide decent public toilets.
- ❖ free parking in sainsbury Take all the car number plates that park in high street on a random day and put into a draw for a prize if they can prove they spent more than 5 pound in the high street
- ❖ more independent outlets more pavement cafe facilities
- ❖ Reduce amount of daytime parking to increase the size of pedestrian areas.
- ❖ 1 more local produce at market 2 events such as comedy nights live music or story telling for adults in the evenings
- ❖ Less charity shops and free parking
- ❖ Better shops, less charity shops. I know it will be expensive but a bypass road, less Lorries passing through.
- ❖ Give an hour's free parking before imposing a charge in the old co-op car park. Reduce the number of parking spaces on the High Street by widening the pavement and having parallel parking rather than the current arrangement.
- ❖ Less traffic. Less charity shops.
- ❖ Less Charity shops and some Competition to Sainsburys
- ❖ Better choice of shops and Sunday opening.
- ❖ Less charity shop More high street names and good quality independent retailers More places to eat or drink
- ❖ less charity shops. Pay to park on high street
- ❖ Sort out parking on the High Street, it has become ridiculous, all these idiots reversing poorly across 2 lanes of traffic. Charge for High Street Parking, make it free in Borough Fields. Get rid of the awful charity shops, just makes the town look cheap and nasty.
- ❖ A bypass would help the horrendous traffic in the high Street! Some nice Xmas lights instead of those awful 'white spagetties' hanging in the trees.





- ❖ Trying to fill the empty shops Better supermarket
- ❖ 1) A much free parking as possible to encourage people to visit. (Including banning the company who's running the car park near the old Morrisons building as they are crooks!!!) 2. A place where parents can meet, have coffee and let their kids play. All the cafes are tiny and packed. You can't get a buggy in, let alone let your child play. There's no play area close to let the kids play while you meet with friends and there's no soft play etc. Those families who don't have 2 cars available rely on staying in Bassett for pretty much everything. Somewhere that's great for kids AND parents would be amazing!
- ❖ A larger higher quality market - artisan breads, cheese, hams, etc etc More high quality restaurants and cafes.
- ❖ Less charity shops Move market day to Saturday
- ❖ Use empty shops for either charities or pop up cafes Reduce speed to 10 or 20 mph in the High Street
- ❖ The parking charges are prohibitive and prevent me from using local shops as often as I might otherwise. Calne has comparable facilities and has free parking provision. A second supermarket would be great. Ideally an Aldi or Lidl.
- ❖ Chain restaurant such as Ask (or high quality independent) Higher quality clothing stores (currently only peacocks and M&co!) - white stuff, Fat face, Joules etc would do well in the town!
- ❖ Better shops for clothes, shoes etc.
- ❖ Reopen toilets. Cheaper public transport, Train station.
- ❖ Improve market- clothes stalls.
- ❖ Reopen toilets. More diverse shops. Smaller businesses
- ❖ Reopen toilets
- ❖ More restaurants.
- ❖ Bus shelter near Poppy Art. Reinstate Bus 540 Showfield/ Maple Drive
- ❖ Re open toilets. Re open Morrisons local.
- ❖ Remove market vans on Market Dat as drivers cant see that the market is on. Stallholders can go get their van whilst another stall holder can look after the stall. Wiltshire Market Traders car park permit is not applicable to Wootton Bassett.
- ❖ n/a
- ❖ Bypass. Revert High St back to herring bone
- ❖ Replace/ renew sports centre. Recent High St improvements seemed to make parking worse. Change back to herringbone design. Traffic very heavy on High Street. Get a bypass for town.
- ❖ Toilets reopen. Restrict HGV's passing through the High Street.
- ❖ Clean the parks. Open the youth club more often
- ❖ Need a public toilet
- ❖ Re open toilets
- ❖ Make more of the 'Royal' status
- ❖ Need public toilets
- ❖ Keep smaller shops
- ❖ Re open toilets.
- ❖ Full up the vacant shops

- ❖ Re open toilets. Better parking. Half an hour free.
- ❖ Re open toilet. heringbone parking on High Street. Do not want Lidl.
- ❖ Change the parking at Morrisons Car Park.
- ❖ Reopen Toilets. Vacant shops.
- ❖ Re open toilets
- ❖ More retail. Local shops.
- ❖ Improve retail offer