



PEOPLE & PLACES

Insight

ROYAL WOOTTON BASSETT



TOWN BENCHMARKING REPORT

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EXECUTIVE SUMMARY

OVERVIEW

People and Places Insight strive to improve the performance of localities through a series of well used and advanced Town Centre Services. People and Places Insight have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including Town Benchmarking, First Time Visitor Reviews, Signage and Wayfinding Reviews, Footfall Counting, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

In Late Autumn 2022 Royal Wootton Bassett Town Council commissioned People and Places Insight Limited to undertake a Benchmarking Review to measure town centre performance. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline findings. *(It must be noted that the National Benchmarking figures are based on data recorded pre Covid-19)*

GENERAL

Commercial Offer

- 50% of the ground floor units in the defined Royal Wootton Bassett town centre are A1 Shops, 1% lower than the National Small Towns average. 9% are A3 Restaurants and Cafes, identical to the National average and 9% D1 Non-Residential Institutions, 2% higher than the national figure.
- 79% of the A1 Shops mainly sell Comparison goods, 3% lower than the National Small Towns average.
- 60% of the A1 Shops in Royal Wootton Bassett are unique to the town centre, just 1% lower than the National Small Towns average.
- On the Market Day Audit in November 2022 6 Traders were present, lower than the National Small Towns average of 15.

Town Centre Use

- As in previous Benchmarking evaluations the most popular reason for visiting Royal Wootton Bassett was for 'Convenience Shopping' (55%).
- The majority (88%) of Town Centre Users visit Royal Wootton Bassett at least once a week
- 52% of Town Centre Users travel into Royal Wootton Bassett 'On Foot' with 43% in a 'Car'.
- 88% of Town Centre Users wanted the Neighbourhood Plan to include a policy/ design guide for shop frontages to retain heritage and character.
- 82% of Town Centre Users stayed in Royal Wootton Bassett for less than 2 hours, slightly lower than the 2016 figure of 84% and higher than the National Small Towns average of 79%.



Footfall

- Footfall in Royal Wootton Bassett was highest on the Saturday with 129 persons per ten minutes. Market Day footfall in Royal Wootton Bassett was 10% higher than the National Small Towns average and a 7% drop on the 2016 figure.

Car Parking

- On the Market Day Car Parking Audit 28% of all available spaces in the town centre were vacant, just 1% higher than the National Small Towns average. On the Non-Market Day vacancy rates increased to 40%, 7% higher than the National average but close to the 2016 (39%) and 2013 (41%) figures. Despite recording the heaviest footfall, on the Saturday in Royal Wootton Bassett the vacancy rate in the car parks was 39%.

Town Hall

- Businesses and Town Centre Users wanted to see the 'Town Hall' being protected.

Shop Frontages

- 88% of Town Centre Users wanted the Neighbourhood Plan to include a policy/ design guide for shop frontages to retain heritage and character.

POSITIVE

Recommendation

- 79% of Town Centre Users would recommend a visit to Royal Wootton Bassett

Customer Spend

- 40% of Town Centre Users reported they would spend £10.01-£20.00 on a normal visit to Royal Wootton Bassett, 8% higher than the National Small Towns average. 31% of Town Centre Users stated they would spend over £20.01.

Physical Appearance

- 68% of Businesses and 59% of Town Centre Users rated 'Physical Appearance' as a positive aspect of Royal Wootton Bassett. 51% of Town Centre Users also stated 'Cleanliness' was a positive.

Cafes/ Restaurants

- 52% of Town Centre Users stated that 'Cafes/ Restaurants' were a positive aspect of Royal Wootton Bassett.



Vacancy Rates

- 4% of the ground floor units in the defined town centre were vacant during the audit in November 2022, 5% lower than the National Small Towns average and a return to the 2013 figure.

ROOM FOR IMPROVEMENT

Non-Market Day Footfall

- Non-Market Day footfall, 63 persons per ten minutes, was considerably lower than the National average (105) and the 2016 figure. (129)

Car Parking

- As in previous Benchmarking evaluations 'Car Parking' (61%) was classed as the most negative aspect of trading from Royal Wootton Bassett town centre, 17% higher than the National Small Towns average (44%). 46% of Town Centre Users rated 'Car Parking' as a negative aspect.
- 'Free Car Parking' was a key theme to emerge from qualitative feedback from Businesses and Town Centre Users as in previous evaluations.

Retail Offer

- 39% of Town Centre Users stated that 'Retail Offer' was a negative aspect of Royal Wootton Bassett.
- As in previous evaluations 'Improving the Retail Offer' was a key theme to emerge from Town Centre User feedback.

Business Performance and Confidence

- 47% of Business respondents stated that over the last year their Turnover had 'Decreased' which is 13% higher than the National Small Towns average and a 9% increase on the 2016 evaluation.
- Regarding Business Confidence, 42% of the Businesses indicated that they expected their 'Turnover' to 'Stay the Same' whilst 37% stated that they expected their 'Turnover' to 'Decrease', nearly double the National Small Towns average. (19%)



BENCHMARKING

THE APPROACH

The People and Places Insight 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:

- National Large Towns; consisting of those localities with more than 250 units
- National 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. The defined town centre area of **ROYAL WOTTON BASSETT** consists of **143** units and is thus classed as a **Small Town**.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2018 to January 2020.

THE REPORTS

The People and Places Insight Town Benchmarking report provides statistical analysis of each of the KPIs. The reports are used by a variety of key stakeholders such as Local Authorities, Town and Parish Councils, Business Improvement Districts, Local Partnerships, Retailers and Universities to assist with;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting Community groups



METHODOLOGY

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: GROUND FLOOR UNITS; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: MARKETS	Visual Survey of total number of traders on a Weekday Market
KPI: FOOTFALL	Footfall Survey on a Weekday Market Day and Weekday Non-Market Day from 10.00-13.00 on each day
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Weekday Market Day and Weekday Non-Market Day.
KPI: BUSINESS CONFIDENCE SURVEYS	Paper Based/ Online Surveys
KPI: TOWN CENTRE USER SURVEYS	Face to face/ Paper Based/ Online
KPI: SHOPPERS ORIGIN SURVEYS	Paper Based



KEY FINDINGS

KPI: GROUND FLOOR; USE CLASS

It is important to understand the scale and variety of the “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 offering in the town centre by Use Class. Please note that the town centre boundaries have been redrawn in the 2022 evaluation so comparative data is not available for the Commercial Offer KPI's.

The figures are presented as a percentage of the **137** occupied units recorded.



CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
A1	Shops	51	50	52	52
A2	Financial and Professional Services	13	7	12	13
A3	Restaurants and Cafes	9	9	7	7
A4	Drinking Establishments	4	6	6	7
A5	Hot Food Takeaways	4	4	4	3
B1	Businesses	3	3	2	4
B2	General Industrial	1	0	2	1
B8	Storage and Distribution	0	1	1	0
C1	Hotels	1	0	0	0
C2	Residential Institutions	0	1	1	1
C2A	Secure Residential Institution	0	0	0	0
D1	Non-Residential Institutions	7	9	9	8
D2	Assembly and Leisure	1	0	0	0
SG	Sui Generis	5	8	5	4

50% of the ground floor units in the defined Royal Wootton Bassett town centre are A1 Shops, 1% lower than the National Small Towns average. 9% are A3 Restaurants and Cafes, identical to the National average and 9% D1 Non-Residential Institutions, 2% higher than the national figure.



KPI: GROUND FLOOR UNITS; USE CLASS

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

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

Defined as:

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

Comparison goods - All other retail goods.

Defined as:

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

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

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

	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)
COMPARISON	82	79	78
CONVENIENCE	18	21	22

79% of the A1 Shops mainly sell Comparison goods, 3% lower than the National Small Towns average.



KPI: GROUND FLOOR UNITS; TRADER TYPES

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

The following shops are considered Key attractors by Experian Goad.

DEPARTMENT STORES

- Marks and Spencer
- House of Fraser
- John Lewis

CLOTHING

- H & M
- New Look
- Primark
- River Island

MIXED GOODS RETAILERS

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

SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

OTHER RETAILERS

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

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

	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)
KEY ATTRACTOR	8	4	6
MULTIPLE	21	21	20
REGIONAL	10	15	11
INDEPENDENT	61	60	64

60% of the A1 Shops in Royal Wootton Bassett are unique to the town centre, just 1% lower than the National Small Towns average.



KPI: GROUND FLOOR 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, whether due to locational criteria, high rent levels or strong competition from other centres.

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

	NATIONAL SMALL TOWNS %	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
VACANCY	9	4	11	4

4% of the ground floor units in the defined town centre were vacant in during the audit in November 2022, 5% lower than the National Small Towns average and a return to the 2013 figure.



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	RWB 2022	RWB 2016	RWB 2013
MARKET TRADERS	15	6	8	8

On the Market Day Audit in November 2022 6 Traders were present, lower than the National Small Towns average of 15.



KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of most businesses within the Town Centre. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

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

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks pass
- more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in weather conditions which will limit the number of town centre users i.e., heavy rain, snow

	NATIONAL SMALL TOWNS	RWB 2022	RWB 2016	RWB 2013
MARKET DAY	110	121	130	101
NON-MARKET DAY	105	63	129	99
SATURDAY	N/A	129	N/A	N/A



The following tables provide full details of the footfall counts.

FOOTFALL- Market Day	
Outside Betfred	
	Wednesday 30 th November 2022
10.30-10.40	86
11.30-11.40	90
12.30-12.40	110
TOTAL	286
AVERAGE	95

Outside Borough Parade	
	Wednesday 30 th November 2022
10.30-10.40	111
11.30-11.40	118
12.30-12.40	134
TOTAL	363
AVERAGE	121

FOOTFALL- Non-Market Day	
Outside Betfred	
	Monday 21 st November 2022
10.30-10.40	44
11.30-11.40	38
12.30-12.40	51
TOTAL	133
AVERAGE	44

Borough Parade	
	Monday 21 st November 2022
10.30-10.40	51
11.30-11.40	63
12.30-12.40	74
TOTAL	188
AVERAGE	63

**FOOTFALL- Saturday**

Outside Betfred	
	Saturday 10 th December 2022
10.30-10.40	68
11.30-11.40	73
12.30-12.40	140
TOTAL	281
AVERAGE	94

Outside Borough Parade	
	Saturday 10 th December 2022
10.30-10.40	58
11.30-11.40	191
12.30-12.40	138
TOTAL	387
AVERAGE	129

KPI: CAR PARKING

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

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

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

	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
CAR PARKING				
TOTAL SPACES:	83	72	68	70
SHORT STAY SPACES: (4 HOURS AND UNDER)	42	20	20	25
LONG STAY SPACES: (OVER 4 HOURS)	54	75	80	72
DISABLED SPACES:	5	5	N/A	N/A
NOT REGISTERED	0	0	0	0
VACANT SPACES ON A MARKET DAY:	30	38	53	45
VACANT SPACES ON A NON-MARKET DAY:	36	53	50	56
VACANT SPACES ON A SATURDAY:	N/A	54	N/A	N/A
ON STREET				
TOTAL SPACES:	17	28	32	30
SHORT STAY SPACES: (4 HOURS AND UNDER)	78	100	100	99
LONG STAY SPACES: (OVER 4 HOURS)	15	0	0	0
DISABLED SPACES:	6	0	N/A	N/A
NOT REGISTERED	1	0	0	1
VACANT SPACES ON A MARKET DAY:	14	4	9	4
VACANT SPACES ON A NON-MARKET DAY:	17	8	15	7
VACANT SPACES ON A SATURDAY:	N/A	2	N/A	N/A



OVERALL	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
SHORT STAY SPACES: (4 HOURS AND UNDER)	48	42	46	47
LONG STAY SPACES: (OVER 4 HOURS)	47	54	54	51
DISABLED SPACES:	5	3	N/A	N/A
NOT REGISTERED	0	0	0	2
VACANT SPACES ON A MARKET DAY:	27	28	39	33
VACANT SPACES ON A NON-MARKET DAY:	33	40	39	41
VACANT SPACES ON A SATURDAY:	N/A	39	N/A	N/A

On the Market Day Car Parking Audit 28% of all available spaces in the town centre were vacant, just 1% higher than the National Small Towns average. On the Non-Market Day vacancy rates increased to 40%, 7% higher than the National average but close to the 2016 (39%) and 2013 (41%) figures. Despite recording the heaviest footfall, on the Saturday in Royal Wootton Bassett the vacancy rate in the car parks was 39%.



KPI: BUSINESS CONFIDENCE SURVEY

With 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 **21** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
WHAT IS THE NATURE OF YOUR BUSINESS?				
RETAIL	N/A	67	61	60
FINANCIAL/PROFESSIONAL SERVICES	N/A	14	11	24
PUBLIC SECTOR	N/A	0	0	0
FOOD AND DRINK	N/A	14	6	6
ACCOMMODATION	N/A	0	0	N/A
OTHER	N/A	5	22	10
WHAT TYPE OF BUSINESS ARE YOU?				
MULTIPLE TRADER	11	20	11	14
REGIONAL TRADER	6	0	5	4
INDEPENDENT	83	80	84	82
HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?				
LESS THAN A YEAR	8	14	3	8
ONE TO FIVE YEARS	20	19	34	29
SIX TO TEN YEARS	13	10	3	12
MORE THAN TEN YEARS	59	57	61	51

67% of Business respondents are 'Retailers'. 80% of the Businesses are 'Independent' traders and 57% have been based in Royal Wootton Bassett for 'More than Ten Years'.



	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
COMPARED TO LAST YEAR HAS YOUR TURNOVER?				
INCREASED	39	35	34	43
STAYED THE SAME	27	18	28	33
DECREASED	34	47	38	24
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?				
INCREASED	30	37	30	40
STAYED THE SAME	32	25	36	36
DECREASED	39	37	33	23
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?				
INCREASE	42	21	39	64
STAY THE SAME	39	42	36	23
DECREASE	19	37	24	13

47% of Business respondents stated that over the last year their Turnover had 'Decreased' which is 13% higher than the National Small Towns average and a 9% increase on the 2016 evaluation. 37% of Businesses stated that their 'Profitability' had 'Increased' over the last year with the same figure reporting 'Profitability' had decreased. Regarding Business Confidence, 42% of the Businesses indicated that they expected their 'Turnover' to 'Stay the Same' whilst 37% stated that they expected their 'Turnover' to 'Decrease', nearly double the National Small Towns average (19%) .



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
PHYSICAL APPEARANCE	50	68	37	N/A
PROSPERITY OF THE TOWN	42	53	47	63
LABOUR POOL	15	11	5	6
GEOGRAPHICAL LOCATION	47	42	47	60
MIX OF RETAIL OFFER	50	42	45	54
POTENTIAL TOURIST CUSTOMERS	36	32	37	40
POTENTIAL LOCAL CUSTOMERS	74	68	79	83
AFFORDABLE HOUSING	16	0	11	15
TRANSPORT LINKS	41	11	26	40
FOOTFALL	31	37	42	N/A
CAR PARKING	27	42	39	46
SAFETY	N/A	37	N/A	N/A
RENTAL VALUES/ PROPERTY COSTS	12	21	18	25
MARKET(S)	13	42	26	17
EVENTS/ACTIVITIES	20	16	29	N/A
MARKETING/PROMOTIONS	10	21	11	N/A
LOCAL PARTNERSHIPS/ ORGANISATIONS	20	16	8	N/A
OTHER	4	0	5	8

As in previous Benchmarking evaluations 'Potential Local Customers' (68%) were classed as positive aspects of Royal Wootton Bassett by Businesses. 'Physical Appearance' (68%) and 'Prosperity of the Town' (53%) were also classed as positive aspects of the town centre by Businesses.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
PHYSICAL APPEARANCE	18	11	6	N/A
CLEANLINESS	N/A	6	N/A	N/A
PROSPERITY OF THE TOWN	22	17	6	10
LABOUR POOL	16	6	12	8
GEOGRAPHICAL LOCATION	8	0	9	3
MIX OF RETAIL OFFER	25	22	9	20
NUMBER OF VACANT UNITS	N/A	22	39	N/A
POTENTIAL TOURIST CUSTOMERS	13	11	6	8
POTENTIAL LOCAL CUSTOMERS	5	6	6	3
AFFORDABLE HOUSING	14	6	21	8
TRANSPORT LINKS	15	11	15	13
FOOTFALL	23	33	24	N/A
CAR PARKING	44	61	58	57
SAFETY	N/A	6	N/A	N/A
RENTAL VALUES/ PROPERTY COSTS	25	33	27	23
MARKET(S)	9	17	9	15
LOCAL BUSINESS COMPETITION	21	11	9	21
COMPETITION FROM OUT-OF-TOWN LOCATIONS	39	17	45	36
COMPETITION FROM OTHER TOWNS/CITIES	29	22	30	N/A
COMPETITION FROM THE INTERNET	44	28	51	36
EVENTS/ ACTIVITIES	6	11	0	N/A
MARKETING/PROMOTIONS	6	0	0	N/A
LOCAL PARTNERSHIPS/ORGANISATIONS	6	0	0	N/A
OTHER	10	6	3	0

As in previous Benchmarking evaluations 'Car Parking' (61%) was classed as the most negative aspect of trading from Royal Wootton Bassett town centre, 17% higher than the National Small Towns average (44%).



HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NATIONAL SMALL TOWNS %	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
YES	27	35	29	29
NO	73	65	71	71
IF YES, WHAT TYPE OF BUSINESS CRIME HAVE YOU SUFFERED?				
THEFT	66	71	67	73
CRIMINAL DAMAGE	27	29	0	13
ABUSE	12	14	22	33
OTHER	8	14	11	0

65% of Businesses reported that they had not suffered from any crime over the last 12 months.

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

Please note that comments have been copied directly from respondents

Below is the full of comments, the key theme to emerge as in the previous Benchmarking evaluation in 2016 was for 'Free Car Parking'.

- [Free car parking](#)
- High Street Parking
- [No parking charges](#)
- [Free car parking in Borough Fields -1st 2 hours](#)
- Wider advertising of RWB being a place to visit.
- Review and reduction in ridiculously high and out of dates rates system for commercial properties
- Wednesday market to increase
- More Doctors
- [More disabled free car parking in High Street](#) with enough to allow wheelchairs between cars
- Our business has obviously suffered from Covid but getting back to normal gradually
- Extend market to attract more visitors. [1 hour free parking in Sainsbury's should be of benefit.](#)
- Greater range of shops offering a variety of products and services to attract more customers to the town
- More summer and winter events in Borough Fields centre square and High Street
- Better variety of shops needed, more clothes, gift, quality food shops with lower business rates
- [Free car parking](#)
- Continue to offer discounts on business rates
- Train station. Heavy traffic ringroad from the High Street



RWB NEIGHBOURHOOD PLAN 2017-2026 OBJECTIVE IS TO NURTURE AN ATTRACTIVE STREET SCENE IN THE TOWN CENTRE, MAINTAINING AND ENHANCING THE CONSERVATION AREA AND PROVIDING AN APPEALING ENVIRONMENT TO LOCAL PEOPLE AND VISITORS ALIKE. THE TOWN COUNCIL ARE PRESENTLY REVIEWING THE NEIGHBOURHOOD PLAN AND ARE REALLY INTERESTED IN HEARING YOUR IDEAS/ SUGGESTIONS IN RESPECT OF THE DELIVERY OF THIS OBJECTIVE. DO YOU WANT THE NEIGHBOURHOOD PLAN TO INCLUDE A POLICY/ DESIGN GUIDE FOR SHOP FRONTAGES TO RETAIN THE HERITAGE AND CHARACTER OF THE TOWN CENTRE?	RWB 2022%
YES	74
NO	26

WHAT HERITAGE/ CHARACTER FEATURES OF THE TOWN CENTRE DO YOU VALUE THE MOST?

- Town Hall (11)
- Museum (3)
- Library (1)
- Cenotaph (1)
- Church (1)
- High Street (1)
- Market (1)
- Town Crier (1)

PLEASE PROVIDE TWO IDEAS/ SUGGESTIONS TO IMPROVE THE PHYSICAL APPEARANCE OF THE TOWN CENTRE?

A full list of comments is provided below:

- Think it looks good now
- Leaves on pavement- makes them very slippery
- More greenery
- Bring back Poppy
- Could have stalls by Boroughfields to make more attractive
- Closed shops could have art work or attractive/informative posters in rather than nothing
- More free parking
- Looks lovely as it is especially the hanging baskets which are fab
- Tidy up the banks of overgrown weeds and plants especially in High Street by infant school
- Quite happy with appearance
- No beggars
- Less Traffic



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 different to someone who has never been to the place before.

In total **153** surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
GENDER				
MALE	32	33	28	N/A
FEMALE	67	63	71	N/A
PREFER NOT TO ANSWER	1	4	1	N/A
AGE				
16-25	6	1	3	N/A
26-35	15	7	15	N/A
36-45	24	14	28	N/A
46-55	23	20	24	N/A
56-65	17	22	16	N/A
OVER 65	14	33	13	N/A
PREFER NOT TO ANSWER	1	4	1	N/A
WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?				
WORK	11	7	7	11
CONVENIENCE SHOPPING	44	55	58	59
COMPARISON SHOPPING	6	7	4	0
ACCESS SERVICES	16	9	14	17
LEISURE	16	13	9	9
OTHER	9	9	7	5

As in previous Benchmarking evaluations the most popular reason for visiting Royal Wootton Bassett was for 'Convenience Shopping' (55%).



	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
HOW OFTEN DO YOU VISIT THE TOWN CENTRE?				
DAILY	23	16	24	28
MORE THAN ONCE A WEEK	37	49	46	53
WEEKLY	21	23	20	11
FORTNIGHTLY	7	6	3	2
MORE THAN ONCE A MONTH	5	5	3	2
ONCE A MONTH OR LESS/ FIRST VISIT	8	1	4	4

The majority (88%) of Town Centre Users visit Royal Wootton Bassett at least once a week

HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
ON FOOT	40	52	34	40
BICYCLE	1	2	2	6
MOTORBIKE	0	0	0	1
CAR	55	43	60	50
TRAIN		1	N/A	N/A
BUS	2	1	3	4
OTHER	0	1	7	0

52% of Town Centre Users travel into Royal Wootton Bassett 'On Foot' with 43% in a 'Car'.

ON AVERAGE, ON YOUR NORMAL VISIT TO THE TOWN CENTRE HOW MUCH DO YOU NORMALLY SPEND?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
NOTHING	3	3	1	1
£0.01-£5.00	11	6	7	7
£5.01-£10.00	23	17	19	23
£10.01-£20.00	32	40	37	43
£20.01-£50.00	26	30	30	20
MORE THAN £50.00	6	1	5	6
OTHER	N/A	3	N/A	N/A

40% of Town Centre Users reported they would spend £10.01-£20.00 on a normal visit to Royal Wootton Bassett, 8% higher than the National Small Towns average. 31% of Town Centre Users stated they would spend over £20.01.



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
PHYSICAL APPEARANCE	45	59	59	58
CLEANLINESS	40	51	51	N/A
RETAIL OFFER	22	32	27	72
CUSTOMER SERVICE	24	18	29	N/A
CAFES/RESTAURANTS	56	52	39	21
ACCESS TO SERVICES	57	46	68	78
LEISURE FACILITIES	14	8	13	9
CULTURAL ACTIVITIES/EVENTS	20	11	14	6
PUBS/ BARS/ NIGHTCLUBS	29	30	32	32
PUBLIC TOILETS	20	18	N/A	N/A
TRANSPORT LINKS	14	15	20	35
EASE OF WALKING AROUND THE TOWN CENTRE	59	63	72	83
CONVENIENCE	69	82	81	76
SAFETY	23	23	28	39
CAR PARKING	27	30	35	37
MARKET(S)	25	12	21	28
OTHER	6	5	5	2

Replicating the National trend, the majority of respondents stated that 'Convenience' (82%) and 'Ease of Walking Around the Town Centre' (63%) were positive aspects of the town. 'Physical Appearance' (59%), 'Cafes/Restaurants' (52%) and 'Cleanliness' (51%) were also classed as positive aspects of Royal Wootton Bassett by Town Centre Users.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
PHYSICAL APPEARANCE	25	12	8	18
CLEANLINESS	19	18	17	N/A
RETAIL OFFER	47	39	32	19
CUSTOMER SERVICE	7	5	3	N/A
CAFES/RESTAURANTS	12	9	18	32
ACCESS TO SERVICES	12	31	6	4
LEISURE FACILITIES	27	25	17	30
CULTURAL ACTIVITIES/EVENTS	20	22	17	41
PUBS/ BARS/ NIGHTCLUBS	14	6	9	12
PUBLIC TOILETS	25	17	N/A	N/A
TRANSPORT LINKS	19	6	6	8
EASE OF WALKING AROUND THE TOWN CENTRE	10	8	5	3
CONVENIENCE	3	1	4	2
SAFETY	16	9	4	7
CAR PARKING	43	46	46	48
MARKET(S)	15	17	16	18
OTHER	17	22	26	12

Replicating the trend from previous Benchmarking evaluations in Royal Wootton Bassett, Town Centre Users rated 'Car Parking' (46%) and 'Retail Offer' (39%) as negative aspects.

HOW LONG DO YOU STAY IN THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
LESS THAN AN HOUR	35	33	35	33
1-2 HOURS	44	51	51	50
2-4 HOURS	13	10	9	8
4-6 HOURS	3	0	1	3
ALL DAY	4	4	2	5
OTHER	1	1	1	2

82% of Town Centre Users stayed in Royal Wootton Bassett for less than 2 hours, slightly lower than the 2016 figure of 84% and higher than the National Small Towns average of 79%.



WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
YES	72	79	80	N/A
NO	28	21	20	N/A

79% of Town Centre Users would recommend a visit to Royal Wootton Bassett, 7% higher than the National average.

WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE ECONOMIC PERFORMANCE OF THE TOWN CENTRE?

'Improved Retail Offer' was a key theme to emerge with comments including:

- Shops rather than hairdressers and cafes
- Farm shop
- Variety of shops and restaurants
- Better shops
- promote the excellent knowledgeable and helpful local retailers (e.g., butcher, hardware, electrical store, cobblers)
- More retail
- Sainsbury's have a better range of food. Have to go to other supermarkets in other towns or online to get some items.
- Wider retail opportunities
- Variety of small independent shops, book shop
- Encourage more shops.
- Some different types of shops. There are too many charity shops, hairdressers and coffee shops!
- Eco shops
- Increase range of useful retail e.g., clothing
- More diversity of shopping. Less multiple hairdressers, charity shops
- More choice of retail provisions
- Shoe shop & clothes shops
- Bookshop
- More variety, there are too many charity shops, hair/nail salons
- More variety of shops - nice to have a homewares shop
- Bring a cheap shop i.e., Wilco B&M
- More independent shops
- Encourage a better selection of retail rather than hairdressers, fast food and charity shops

'Free Parking' was also a key theme:

- Free car parking near High Street
- More free all-day parking, not just the poxy bit towards the end of the high street which is actually residential parking for homes
- 1st hour free parking



- Remove car park charge for less than 2 hours in Borough Fields
- Stop charging car parking in borough fields on a Sunday
- Return to free parking Sundays.
- Free car park at Sainsburys
- Free disabled parking
- First hour free parking.
- Free parking in Boroughfields
- More free short-term parking
- Free/more parking for locals
- make borough fields car park free
- More free parking
- 1-hour free parking in Boroughfields if spending at shops
- Free parking
- Free parking for first hour at borough fields car park
- Free/unlimited parking

DO YOU WANT THE NEIGHBOURHOOD PLAN TO INCLUDE A POLICY / DESIGN GUIDE FOR SHOP FRONTAGES TO RETAIN THE HERITAGE AND CHARACTER OF THE TOWN CENTRE?	RWB 2022 (%)
YES	88
NO	12

88% of Town Centre Users wanted the Neighbourhood Plan to include a policy/ design guide for shop frontages to retain heritage and character.

WHAT HERITAGE/CHARACTER FEATURES OF THE TOWN CENTRE DO YOU VALUE THE MOST?

A full list of comments is provided below. Within the comments the key theme to emerge was that that the 'Town Hall' was the heritage/ character feature of the town centre that was valued the most.

- Anglican church and Town Hall
- Town Hall but the fire engine and the stocks need to be returned to the Town Hall. To give it the real character it once had
- Town Hall. Buildings in High Street
- Town Hall, St Bartholomew's Church
- Retaining original (old) buildings and frontages
- traditional high street character
- Brick/stone facade. Tree -lined road.
- Grade 2 listed buildings
- Mix of Georgian and Victorian buildings. Wide High Street
- The museum, the variety of frontages, the oldy world feel, the cenotaph, the area outside Costa (though needs work!)
- The olde Georgian buildings
- All of it
- Old buildings



- The mixture of period buildings
- Variety of buildings ages and details e.g., brick patterns; relative absence (so far) of neon or other modern advertising/signage. I wouldn't want to preserve RWB in aspic but there's a nice overall impression at present and I think this is important in encouraging people to visit.
- Local feeling of a small town
- the town hall
- Town hall and some of the older buildings in the town
- High Street is a convenient place to meet and chat to friends (there's not much else in RWB)
- Town hall
- Old signage, windows and doors. Flower baskets
- The look of the museum and the pubs.
- Museum old properties with character we don't need all the barbers too many
- The market area
- Town hall (old)
- To retain its history.
- The town hall
- Old buildings
- Town hall and area around it
- All of it
- the trees lining the high street
- Wide high street for parking
- Town hall
- Style of shops although far too many charity shops
- Attractive buildings marred by plastic shop fronts
- Town Hall, the continued maintenance of the old buildings down the High Street
- Town Hall and the old buildings
- Age and character of the older buildings. The appearance of the Cross Keys has been ruined by its current signage
- The small, independent shops offering traditional goods and services.
- Market town
- Museum
- The old buildings i.e., pubs
- Being from a military family, Bassett has always been special for us with regards to the remembrance and when the soldiers used to come through. For example, all of the poppies that went up on the lampposts etc., really made me warm and it reminded me of my childhood. Would definitely love to see more of that on a regular basis. The market has also seen better days, the stalls are very "blah" and could do with some new blood. The museum as well is a nice feature in the town as it is an unusual piece of architecture.
- The town hall, it's RWB emblem.
- Market town style, blend of the tea rooms and town hall.
- Buildings
- Traditional looking shops fronts
- Old market Town
- Town hall
- Not sure



- Warm lighting and signage (no neon, fluorescent lighting). Wall mounted swing shop signs
- Traditional shop fronts
- Independent shops, not wall to wall chain stores.
- The town hall is cute I guess
- Variety of shops and quirky alleyways and passages
- Listed buildings, wide road, open space, trees down the high street
- The wonderful old Town Hall now a museum
- The old town hall and facade of older stores. Tree lined High St is attractive along with flower baskets etc.
- Individuality of buildings
- Town Hall
- Town hall
- town hall
- Town hall and wide street
- Old buildings
- Old Buildings, Memorial, trees lining the road
- Town Hall, old tea shop,
- Market place
- Ease of use and access
- Olde worlde feel
- Town hall
- Interesting roofs
- Town hall
- The pubs
- Shop fronts to be forcefully maintained, pavements secure and safe, town hall kept in good order.
- As long as it's not an unachievable financial goal.
- Being sympathetic to heritage can be done
- Town hall on pillars very iconic
- The olde world look of the town
- Town hall, architectural elements. No flashing shop signs or neon
- Town hall. Quaint buildings.
- Town Hall. Lamp posts with floral arrangements
- The Town Hall/ War Memorial area. The whole conservation area.
- Old building style
- I like the historic feel of Royal Wootton Bassett needs more classic brands like Waitrose and Pret A Manger
- Old traditional frontage. Clock outside Old HSBC bank
- Heritage building frontages. Wide street. Amount of space dedicated to parking detracts from heritage and character of the town.
- The town hall
- The museum
- Town Hall
- Old arches/door frames along some shops on high street.



- Black and white market structure
- TOWN HALL
- Small shop front windows
- No bright lights
- In keeping with the town to enhance the town
- that it is a typical market town without lots of big signs and very few fast-food chains
- Variety of older buildings
- Wide street scene typical of a traditional Cotswold market town. Georgian type window fronts. No neon signs or signs protruding across the pavements. Limited palate of approved colours. Mix of small local independent retailers - importantly must include butcher, baker, greengrocer, pharmacist, newsagent, post office, hardware shop, grocers/supermarket, refill shop and all should major on sustainable shopping - no single-use plastic, renewable packaging
- Beautiful buildings, Town Hall.
- None
- The Town Hall and historic shops
- Wide pavements. Eclectic architecture. Cafe culture (developing nicely!). Pubs making their beer gardens feel like you're on holiday (well done, Angel!)
- Tudor buildings black and white
- The overall character of the High street
- The town hall. Classic shop frontage.
- I don't have an opinion about this
- The variation in styles and ages of buildings.
- Always nice to see themed events i.e., remembrance / Christmas etc.
- Old buildings
- Town Council building. Borough Fields area
- Town Hall, old buildings and beautiful trees and hanging baskets
- Floral displays. Character shop fronts. Character hanging basket posts.
- The feel of the local community and that we are indeed a Royal town. Maybe consider what royal Turnbridge wells do and how that looks.
- Town hall, trees, variety of buildings showing the history of the town
- Architectural
- Town Hall
- The museum and Bevir's offices as well as the entrance to Boroughfields
- The historic buildings like the old banks and the town hall.
- Town Hall
- Town Hall, heritage shop buildings



WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE PHYSICAL APPEARANCE OF THE TOWN CENTRE?

Please note that comments have been copied directly from respondents

A number of comments highlighted the need for 'Physical Improvements' to be made to the town centre, comments included:

- Sainsbury's car park recycling bins, rubbish dumped lying around them needs cleaning up regularly. This rubbish attracts rats and all vermin. Cooking oil, empty drums dumped at the back of the arcade right by the zebra crossing. All of this is a public eyesore
- Clean up leaves, cut back trees in Piazza
- Better pavements
- Planting of more trees and shrubs
- Improve general cleanliness
- Widening the pavement on the north side of the High Street - between the war memorial and the Angel pub
- Flower baskets & tubs
- Make the shops more uniform
- Less parking on high street spoils high street
- More hanging baskets from spring time.
- litter picking
- Much, much better cleaning of roads and pavements
- More flower beds
- Reinstate regular sweeping of the pavements particularly in the autumn when the leaves are falling.
- Litter is a problem in the High Street, can the council office hold bags and litter picks for volunteers and run a campaign about the damage litter does

Within the 'Physical Improvements' category, a number of comments referred to the need for 'More Seating':

- More Seating
- More seating & planting by Town Hall
- Nicer seating areas - lovely round the Town Hall...oh and fewer cars!!
- Far more could be made of the area outside the library/ Costa. More seating/ soft landscaping would enhance the area and make it more of a meeting place
- Sculpture & seating Marlowe Way/High St Jct
- More seating and flower beds



'Improvements to Shop Frontages' was also cited by a number of respondents with comments including:

- Replace modern obtrusive shop signage
- Attractive/heritage shop fronts not like betting shop
- Shop frontages to be more sympathetic to town character
- reduce impact and size of plastic generic shop fronts
- All signage should be more sympathetic to the style and age of the buildings.
- Remove neon signs
- Keep shop fronts in good order
- Enforceable shop front maintenance. Denial of poor advertorial applications. Denial of certain offerings not on line with heritage.
- Sympathetic shop signs
- Iceland store frontage to be changed to fit in with the traditional appearance of the rest of the High Street
- Encourage shops to repaint their outside appearance
- All shops to stay in the Tudor style
- Heritage style signage. Prevent excessive neon signage.
- Shop fronts of whatever type to be kept in good condition



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 **897** 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 (%)	RWB 2022 (%)	RWB 2016 (%)	RWB 2013 (%)
LOCALS	55	61	59	50
VISITORS	29	33	35	45
TOURISTS	15	7	6	5

61% of the 897 post codes gathered from shoppers were from Royal Wootton Bassett.



APPENDIX

COMMERCIAL OFFER

Street Name	Business Name	Use Class	Comp/Conv	Type	Notes
Apsley House	Jewellery, Watch and Clock Repairs	A1	Comp	Ind	
Apsley House	Bassett Electrical Services	A1	Comp	Mult	
Apsley House	Number 17	N/A	N/A	N/A	Vacant
Apsley House	Blissett Nails	SG	N/A	N/A	
Apsley House	Portugese and Brazilian Foods	A1	Conv	Ind	
Apsley House	Blings	A1	Comp	Ind	
Apsley House	Black Flamingos Nails	SG	N/A	N/A	
Apsley House	Wiltshire North Guide Shop	A1	Comp	Reg	
Apsley House	Vacant Shop	N/A	N/A	N/A	Vacant
Apsley House	Phoebes Hair and Beauty	A1	Comp	Ind	
Apsley House	Maggies Fishing	A1	Comp	Ind	
Apsley House	Taylors	A3	N/A	N/A	
Apsley House	Honeysuckle Home Care Ltd	B1	N/A	N/A	
Apsley House	Homecraft Cards and Gifts	A1	Comp	Ind	
Apsley House	Shop No Name	A1	Comp	Ind	
Apsley House	The Town Pantry	A1	Conv	Ind	
Apsley House	Shelley	N/R	N/A	N/A	
Apsley House	AD Radway	A1	Conv	Ind	
Apsley House	Oriental Aroma	A3	N/A	N/A	
Borough Fields	Cannon Travel	A1	Comp	Ind	
Borough Fields	Marshalls Bakery	A1	Conv	Reg	
Borough Fields	Sainsbury's	A1	Conv	Key	
Borough Fields	New Court Surgery	D1	N/A	N/A	
Borough Fields	Library	D1	N/A	N/A	
Borough Fields	Cohens Chemist	A1	Comp	Mult	
Borough Fields	Coventry Building Society	A2	N/A	N/A	
Borough Fields	Costa	A3	N/A	N/A	
Borough Fields	Peacocks	A1	Comp	Mult	
Borough Fields	Specsavers	A1	Comp	Mult	
Borough Fields	Drove Vets	SG	N/A	N/A	
Borough Fields	My Dentist	D1	N/A	N/A	
Borough Fields	Quick Lees	A1	Conv	Ind	
Borough Fields	Ducklings Toys	A1	Comp	Reg	
Borough Fields	Oxfam	A1	Comp	Mult	
Borough Fields	Lord	A1	Comp	Ind	
Borough Fields	Helens	A1	Conv	Ind	
Borough Fields	Ruby and Dexters	A1	Comp	Ind	
Borough Fields	Treasures	A1	Comp	Ind	



High Street	Hair by Niamh	A1	Comp	Ind	
High Street	The George Vets	SG	N/A	N/A	
High Street	Post Office	A1	Conv	Mult	
High Street	The Gloss Lounge	SG	N/A	N/A	
High Street	Sorelle	A1	Comp	Ind	
High Street	Charles Geddes	A1	Comp	Ind	
High Street	Kim Photographs	B1	N/A	N/A	
High Street	The Angel	A4	N/A	N/A	
High Street	Marie Curie	A1	Comp	Mult	
High Street	Dandelion	A3	N/A	N/A	
High Street	The Tailors Shop	N/R	N/A	N/A	
High Street	Grants Dental Practice	D1	N/A	N/A	
High Street	The Laser Clinic	D1	N/A	N/A	
High Street	Harris Laundromat	SG	N/A	N/A	
High Street	SNES	A1	Conv	Reg	
High Street	Johnson and Daltrey	A1	Comp	Reg	
High Street	Cloth of Gold	A1	Comp	Ind	
High Street	Natural Health Clinic	D1	N/A	N/A	
High Street	Paper Kisses	A1	Comp	Ind	
High Street	Hoth Kitchens	A1	Comp	Reg	
High Street	Oscar Grill	A5	N/A	N/A	
High Street	Park Floors and Walls	A1	Comp	Ind	
High Street	Bet Fred	A2	N/A	N/A	
High Street	Subway	A3	N/A	N/A	
High Street	Mercer	A1	Comp	Ind	
High Street	Moonraker Books	N/A	N/A	N/A	Vacant
High Street	Superdrug	A1	Comp	Key	
High Street	Card Factory	A1	Comp	Mult	
High Street	Bassett News	A1	Comp	Ind	
High Street	Bay Design	A1	Comp	Ind	
High Street	Headways	A1	Comp	Ind	
High Street	Samuel Miles	A2	N/A	N/A	
High Street	Charles Harding	A2	N/A	N/A	
High Street	Museum	D1	N/A	N/A	
High Street	Old Bank	N/A	N/A	N/A	Vacant
High Street	The Town Hall Tea Rooms	A3	N/A	N/A	
High Street	The Barber Shop	A1	Comp	Ind	
High Street	Alan Hawkins	A2	N/A	N/A	
High Street	The Harbour	A5	N/A	N/A	
High Street	Sue Ryder	A1	Comp	Mult	
High Street	St Bartholomews Church	D1	N/A	N/A	
High Street	Chillies	A3	N/A	N/A	



High Street	The Guilder Rose	A1	Comp	Ind	
High Street	Enchanted Cauldron	A1	Comp	Ind	
High Street	Wagon and Horses	A4	N/A	N/A	
High Street	The Cottage Dental and Implant Clinic	SG	N/A	N/A	
High Street	The Phoenix	A4	N/A	N/A	
High Street	Wootton Bassett Infant School	D1	N/A	N/A	
High Street	Wootton Bassett Antique Centre	A1	Comp	Ind	
High Street	Bassett Bikes	A1	Comp	Ind	
High Street	Happy Cook	A5	N/A	N/A	
High Street	Freckles Farm Emporium	A1	Comp	Ind	
High Street	Il Camino	A3	N/A	N/A	
High Street	Ganges	A3	N/A	N/A	
High Street	Marios	A1	Conv	Ind	
High Street	Star Turkish Barbers	A1	Comp	Ind	
High Street	Co Op	N/A	N/A	N/A	Vacant
High Street	Old Bank Antiques	A1	Comp	Ind	
High Street	Coral	A2	N/A	N/A	
High Street	The Angel	A4	N/A	N/A	
High Street	The Salon	SG	N/A	N/A	
High Street	Oh My Paws	SG	N/A	N/A	
High Street	Wootton Bassett Conservative Club	A4	N/A	N/A	
High Street	Audrey, Bailey and Douglas	A2	N/A	N/A	
High Street	Red Lion	A4	N/A	N/A	
High Street	Apocalyptic	SG	N/A	N/A	
High Street	Cohens Chemist	A1	Comp	Mult	
High Street	Dream Doors	A1	Comp	Reg	
High Street	Allied Wessex	A2	N/A	N/A	
High Street	Complete Foot Care	D1	N/A	N/A	
High Street	Royal Wootton Bassett Town Council	D1	N/A	N/A	
High Street	Co Op Funeral Care	A1	Comp	Mult	
High Street	China Chef	A5	N/A	N/A	
High Street	The Butchers Mate	A3	N/A	N/A	
High Street	K and EJ Crump and Son	A1	Conv	Mult	
High Street	Iceland	A1	Conv	Mult	
High Street	Cianas	A1	Comp	Ind	
High Street	RSPCA	A1	Comp	Mult	
High Street	J Rouse and Son	A1	Comp	Ind	
High Street	The Little Gem	A3	N/A	N/A	
High Street	Bassett Bakery	A1	Conv	Ind	
High Street	Smart Cutz	A1	Comp	Ind	
High Street	Bassett Stationary	A1	Comp	Ind	
High Street	Lavish Nails and Beauty	SG	N/A	N/A	



High Street	The Crown Hotel	A4	N/A	N/A	
High Street	Nodens Coffee	A3	N/A	N/A	
High Street	Boots	A1	Comp	Key	
High Street	Dominos	A5	N/A	N/A	
High Street	Cross Keys	A4	N/A	N/A	
High Street	Richard James	A2	N/A	N/A	
High Street	Haine And Smith	A1	Comp	Reg	
High Street	Bevirs Law	A2	N/A	N/A	
High Street	Puffin Hut	A1	Conv	Reg	
High Street	Methodist Church	D1	N/A	N/A	
Potters Walk	Prospect Hospice Shop	A1	Comp	Reg	
Potters Walk	Daisy V	A1	Comp	Ind	
Potters Walk	Elegant Beauty	SG	N/A	N/A	
Potters Walk	Prospect	B8	N/A	N/A	
Potters Walk	Upper Cuts	A1	Comp	Ind	
Rear of High Street	LH Motor Services	B1	N/A	N/A	
Station Road	Jewsons	B1	N/A	N/A	
Station Road	The Old Nick	N/A	N/A	N/A	Vacant
Station Road	Wootton Bassett Pre School	D1	N/A	N/A	
Station Road	Community Hall	D1	N/A	N/A	
The Lawns	Ridgeway House	C2	N/A	N/A	



FOOTFALL- Market Day	
Outside Betfred	
	Wednesday 30 th November 2022
10.30-10.40	86
11.30-11.40	90
12.30-12.40	110
TOTAL	286
AVERAGE	95

Outside Borough Parade	
	Wednesday 30 th November 2022
10.30-10.40	111
11.30-11.40	118
12.30-12.40	134
TOTAL	363
AVERAGE	121

FOOTFALL- Non-Market Day	
Outside Betfred	
	Monday 21 st November 2022
10.30-10.40	44
11.30-11.40	38
12.30-12.40	51
TOTAL	133
AVERAGE	44

Borough Parade	
	Monday 21 st November 2022
10.30-10.40	51
11.30-11.40	63
12.30-12.40	74
TOTAL	188
AVERAGE	63



FOOTFALL- Saturday	
Outside Betfred	
Saturday 10 th December 2022	
10.30-10.40	68
11.30-11.40	73
12.30-12.40	140
TOTAL	281
AVERAGE	94

Outside Borough Parade	
Saturday 10 th December 2022	
10.30-10.40	58
11.30-11.40	191
12.30-12.40	138
TOTAL	387
AVERAGE	129

**CAR PARKING**

Name:	Borough Parade
On Street/ Car Park:	Car Park
Total Spaces:	246
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	234
Disabled Spaces:	12
Vacant Spaces on: Monday 21st November 2022	123
Vacant Spaces on Wednesday 30th November 2022	84
Vacant Spaces on Saturday 10th December 2022	126

Name:	Iceland
On Street/ Car Park:	Car Park
Total Spaces:	65
Short Stay Spaces: (4 hours and under)	63
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on: Monday 21st November 2022	41
Vacant Spaces on Wednesday 30th November 2022	33
Vacant Spaces on Saturday 10th December 2022	42

Name:	High Street (Betfred side)
On Street/ Car Park:	On Street
Total Spaces:	84
Short Stay Spaces: (4 hours and under)	84
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on: Monday 21st November 2022	6
Vacant Spaces on Wednesday 30th November 2022	3
Vacant Spaces on Saturday 10th December 2022	1

Name:	High Street (Dominoes Side)
On Street/ Car Park:	36
Total Spaces:	36
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on: Monday 21st November 2022	4
Vacant Spaces on Wednesday 30th November 2022	2
Vacant Spaces on Saturday 10th December 2022	1



TOWN CENTRE USERS SURVEY COMMENTS

Please provide **TWO** ideas/ suggestions to improve the economic performance of the town centre?

- Shops rather than hairdressers and cafes
- Easier parking at less cost
- Easier Parking
- Get the banking hub or replacement up and running and increase access to cash especially for the elderly. Keep the Post Office these are essential services
- More diverse shops
- Parking meters in easier places for disabled people
- More cultural events
- Make car parking free
- better/more reliable public transport links
- Farm shop
- A much better weekly market
- Provide more under cover seating
- Reduce traffic in High Street
- Variety of shops and restaurants
- Better shops
- promote the excellent knowledgeable and helpful local retailers (e.g., butcher, hardware, electrical store, cobblers)
- More retail
- Sainsbury's have a better range of food. Have to go to other supermarkets in other towns or online to get some items.
- Remove car parking charges
- Better bus links from New Road area
- Reduce car parking fees
- stop cars parking on the high street
- Wider retail opportunities
- Traffic calming, speed and noise restrictions
- Better shops
- Variety of small independent shops, book shop
- Encourage more shops.
- Less cars on high street
- A cinema
- Pave the area
- More variety of shop's
- A bank
- Free car parking in car park
- Bring back a bank
- Free parking in car park for first hour
- Pedestrianise the high street from coxstalls roundabout to station road
- pedestrianise the whole street.
- Children's clothes retailer



- Some different types of shops. There are too many charity shops, hairdressers and coffee shops!
- Restrict large vehicles (vans) parking on high street making it hard for cars to safely manoeuvre and pedestrians to see.
- Free car parking near High Street
- somehow brighten up Boroughfields
- Free car parking
- Reduce parking charges in borough fields car park
- Better quality of shops
- Get rid of the on-street parking and make the footpaths wider.
- Decent Restaurants not cheap takeaway ones!
- Better facilities for youths e.g., youth center opposed to new council offices
- Eco shops
- More free all-day parking, not just the poxy bit towards the end of the high street which is actually residential parking for homes
- Allow Free Car parking for 2 hours like Calne does.
- Remove parking restrictions to Wood Street and Sainsburys.
- Ensure public toilets are operational
- More disabled bays in the Highstreet
- Free parking
- Shop variety
- Clean the High Street
- Less charity shops
- More free parking
- A by pass
- A train station
- More seats / bench
- Market on Saturday having the veg stall from Wednesday - would much prefer to shop local rather than at a supermarket
- Scrap business rates
- Less charity shops
- More lively/larger market
- Cheaper car parking
- Reduced parking costs
- Make Boroughfields more attractive... flowers?
- More modern, lively, independent businesses
- 1st hour free parking
- Cheaper parking
- Needs a push to encourage people to shop local/support local
- Some of the paintwork on premises is a bit shabby.
- Banks
- Improve high street parking to make it easier to use, cost of car parking.
- Free Parking
- Increase range of useful retail e.g., clothing
- Make Boroughfields square an activity hub



- More room on pavements
- Remove car park charge for less than 2 hours in Borough Fields
- Need more individual retailers. There are ample takeaways, bars, cafes, etc.
- Variety of shop
- Cycling lanes and facilities
- Stop charging car parking in borough fields on a Sunday
- Make the takeaway shops clean up their own product mess! That is left discarded in the street!!
- Encourage small businesses to the high street
- Free car parking
- Market on a Saturday
- More variety of shops
- Divert through traffic
- Lower car park prices. Return to free parking Sundays.
- Free car park at Sainsbury's
- Dog friendly
- Free disabled parking, better parking, cheaper parking
- Improve access for pedestrians & cyclists.
- A larger weekly market
- Parking Bays on high street need to be changed for ease of parking/reversing. It causes so many issues/near misses.
- Make it a destination. I only visit the butcher then leave
- More retail
- Free parking
- PREDESTINATION
- More Free parking
- First hour free parking.
- stop building supermarkets on the edge of town
- Train station
- Free parking in Boroughfields
- More shops
- Need more variety of shops
- Create a bypass
- Simultaneous bypass and town centre pedestrianization
- Better gym facilities
- Banking facility
- Remove/reduce car parking from the high street and convert to pedestrian area
- More clothes shops
- Free parking
- More free short-term parking
- Free/more parking for locals
- Stop traffic driving through
- By-pass
- Free parking
- Stop allowing new build stores out of town e.g., Lidl.



- More diversity of shopping. Less multiple hairdressers, charity shops
- Look at what other towns similar to Wootton Bassett do that make them more successful and a go to destination
- More choice of retail provisions
- Reintroduce daily street sweeping to keep the pavements clean and free of slippery leaves
- Shoe shop
- Less eateries more shops
- A bypass so that the vast amount of massive lorries didn't have to use the High Street
- Bypass - to remove heavy traffic from High Street
- More shops open on Sundays
- More restaurants
- Get banks back or at least open a banking hub
- better pedestrian sign posting in borough fields car park/back of arcade
- More shops open on Sunday
- Better selection of restaurants
- Seriously improve the poor toilet facilities
- Move High Street parking to another area
- Cashback on parking if spend over a certain amount
- More shops
- Improve the market - it has become almost irrelevant compared to what it was when I first moved here
- Loyalty card
- Shoe shop & clothes shops
- Restore and promote regular markets
- Scrap car parking fees
- stop HGV lorries traveling through unless delivering to business
- Lower cost of parking
- It RWB, needs to be distinctly different to other market towns
- Better banking
- Make the roadside parking on a slant to park much easier.
- No lorries through high Street
- The car park being free so everyone didn't try and park on the high street
- Reopen the bypass road that opened a couple of years ago
- Car park charge cheaper
- More varied retailers
- Bookshop
- Widening pavements and safer access on bikes
- Cheaper rates and rents
- make borough fields car park free
- Online shopping collection points
- More free parking
- Have markets on a weekend when more people are available to attend.
- Pavements are very dirty and at times very slippery and dangerous particularly between Cohens Chemist and Crumps



- 1-hour free parking in Boroughfields if spending at shops
- Access to bank
- Make parking in borough fields free for workers
- More variety, there are too many charity shops, hair/nail salons
- Having done the previous suggestion allow cafes and shops to use the extra space freed up
- More upmarket shops like Marlborough/ Cirencester
- More restaurants that are family friendly
- Antiques
- Stop doing so many roadworks all at once, the high street is gridlocked 24/7 it seems.
- Install the bank hub soonest when Lloyd's bank closes.
- Stop cars from parking on pavement by town hall and double yellows later in the day.
- Improve market somehow
- Less fast-food outlets
- More shop variety
- Free parking
- Free parking
- Banks
- More independent shops
- Free parking
- More advertising
- More markets
- Cheaper car parking
- No more fast-food outlets
- More diversity in retail offer
- Reduce parking charges. esp. Sunday
- More outdoor community areas
- less traffic
- No parking on high street
- Lower traffic speed to 15mph through the High Street
- Reduce the car park fees (as I said I know that is down to Wilts Council) as it is off-putting. For most 1 hour is enough so you'd do better with a cheaper first hour.
- Better parking
- Clean the seating benches, often dirty.
- More choice of places for coffee/snacks with good quality food/drinks
- Stop people parking on pavements
- Level the space in front and to the side of the Post Office as it is a trip hazard
- Provide more centre events
- Keeping the bigger stores away
- More variety of shops
- Better loos
- Ensure the public toilets are open AT ALL TIMES!!!
- Free parking for first hour at borough fields car park
- More shops open on a Sunday
- Better range of stalls



- Free/unlimited parking
- Redesign the High St. car parking with diagonal and wider spaces lined on the Town Hall side.
- Less hairdressers
- Bicycle friendly
- Slippery slabs around town changed/cleaned
- Widen footways & encourage outside seating for cafes/bars at front of premises.
- A good restaurant
- Parking on double yellow lines outside the school on the hill, again causes a lot of unnecessary traffic/queues
- Car parking
- Less nail bars & cafes
- More variety of shops - nice to have a homewares shop
- BRING A CHEAP SHOP IE WILCO B&M
- More independent shops
- Wider parking spaces in the High street
- Support shops to stay in the town centre, e.g., keeping rents permanently low
- Evening events venue-comedy music etc.
- Ensure good mix of independent retailers to establish special character of the High Street
- Cheaper parking would make me visit more often
- Too many coffee shops/take away food
- More community space
- Heritage signage "On this site, in 1843..."
- Bank
- More selection of market
- Provide more of a cafe culture with better outside seating areas and open spaces.
- More variety of shops
- Wider range of shops
- Actively growing the market, Devizes attracts a high number of people on market day
- Some form of activity e.g., spa / pub with games
- Free parking
- Road improvements to M4
- More diverse shopping
- Better choice of places to eat out. A wine bar like cote brasserie or similar.
- Encourage a better selection of retail rather than hairdressers, fast food and charity shops
- Improved Leisure facilities
- Promote local businesses on the.gov.uk web site
- Stop the flooding by Bassett Service Station
- Get rid of the ridiculous parking arrangements
- Variety of market on a Saturday and occasional Sunday



Please provide TWO ideas / suggestions to improve the physical appearance of the town centre?

- It is a nice town with lovely businesses. Do not let litter and making fast food centres and nightclubs ruin it like they have other places
- Sainsbury's car park recycling bins, rubbish dumped lying around them needs cleaning up regularly. This rubbish attracts rats and all vermin. Cooking oil, empty drums dumped at the back of the arcade right by the zebra crossing. All of this is a public eyesore
- Clean up leaves, cut back trees in Piazza
- More seating & planting by Town Hall
- Replace modern obtrusive shop signage
- more trees
- Better pavements
- Planting of more trees and shrubs
- Shop frontages to be more sympathetic to town character
- Improve the area outside of Costa
- More seating
- Improve general cleanliness
- Widening the pavement on the north side of the High Street - between the war memorial and the Angel pub
- Keep strict measures on garish shop fronts
- get rid of the traffic on the high street
- Volume of traffic would make people friendly
- better controlled car parking
- Flower baskets & tubs
- Make the shops more uniform
- Less parking on high street spoils high street
- Less car parking on the high street
- Pave the area
- Full empty shops
- Less parking on the high street to make safer walking and cycling
- Pedestrianise the high street from coxstalls roundabout to station road
- get rid of the cars by pedestrianizing the street
- Even, level pavement
- Stop the drunks sitting on the bench for most of the day
- Re pave the footpath from Cohens to Bevirs
- Flowers
- reduce impact and size of plastic generic shop fronts
- All signage should be more sympathetic to the style and age of the buildings.
- Get rid of the on street car parking to provide more space for pedestrians
- Move large ugly bins from pavements
- Wider pavements
- Outside eating/cafe culture
- Delivery trucks, for example the truck that parks on the left turn down wood street to deliver potatoes to the Harbour chip shop need to stop blocking roads.
- More hanging baskets from spring time.



- Slow traffic down around the high street and surrounded being roads 30 to 20.
- Na
- Upgrade of communal square in Boroughfields
- Less parking in high street
- Road sweepers reinstated as in the past.
- Remove neon signs
- A by pass
- litter picking
- Much, much better cleaning of roads and pavements
- More seating
- More seating and flower beds
- Stop bins and scooter outside Domino's Pizza keep pavement clear
- Less charity shops
- Improve Boroughfields
- Modern
- Looks good
- Reduce speed limit
- Reduce the parking spaces in the High Street if there was space to make more spaces behind the High Street as the congestion is now almost constant. Pity the council didn't buy the spaces behind the old Co-op.
- Clean shop frontage,
- Car parking, more cycle racks .
- wider range of businesses and retail offerings so there are fewer empty shops
- Keep shop fronts in good order
- Bigger pavement
- Do something with Iceland which is an eyesore
- Enforceable shop front maintenance. Denial of poor advertorial applications. Denial of certain offerings not on line with heritage.
- Make the old nick into a usable building
- More wildflowers
- Greenery
- Wider paving making a better pedestrian feel
- Maintain floral arrangements
- Town Council in charge of cleanliness, tree maintenance etc
- More cleaning
- Recycling bins
- NA
- Widen footways high Street
- Reinstated regular sweeping of the pavements particularly in the autumn when the leaves are falling.
- Stop people parking on the pedestrian areas in front of the Town tea rooms/Lloyd's bank. It looks like a car park in the evenings with everyone going to the takeaways.
- More flowers
- Retain as many traditional/character features where shops etc are
- Sympathetic shop signs



- More space for nature
- Iceland store frontage to be changed to fit in with the traditional appearance of the rest of the High Street
- Less parking on High St. or wider pavement.
- Encourage shops to repaint their outside appearance
- More interesting shops, cafes, attractions
- Victorian style bus stops (this is a coaching town)
- All shops to stay in the Tudor style
- Less traffic
- Remove parking spaces to allow pedestrian area. Cars are shop workers.
- Clean it
- Stop cars parking on the High Street
- Widen the pavements on the high street to make it easier for people to pass, especially wheelchair/ stroller users
- Larger roads / pavements
- By-pass to cut traffic
- Repair of old buildings
- Improve borough fields planting displays.
- Taking better care of the pavements and side walks
- Remove the constant flow of traffic through the high street
- Heritage style signage. Prevent excessive neon signage.
- Shop fronts of whatever type to be kept in good condition
- Widen the pavements by reverting to parallel parking
- car parking bays slanted
- Too many hairdressers, takeaways, no health shops, veg shops
- Get more small shops instead of charity shops
- Sculpture & seating Marlowe Way/High St Jct
- Stop allowing advertising signs on the footpath
- better lighting in borough fields
- Better parking
- Remove parking restriction signs
- Move parking, other than disabled parking, elsewhere
- Wider pavements
- Improve high street parking
- Providing cycle stands along the high street
- Maintain cleanliness
- more shops
- reduced use of glaring and garish lights (esp. Mario's)
- Less on street parking
- Take away some of the parking to make the spaces bigger
- No more takeaways
- A small park with benches
- Floral displays most of the year
- Mend holes in roads



- Traffic free from station road to Boroughfields roundabout
- Then re could have a proper market on the weekend when people can go
- Less shop sandwich boards
- Twenty miles per hour speed through the Town
- More benches
- reinstate Georgian frontages
- Far more could be made of the area outside the library/ Costa. More seating/ soft landscaping would enhance the area and make it more of a meeting place
- Having carried out the above suggestion, use some of the extra space for planters and street seating.
- Flowers
- Less parking and more trees
- Attractive/heritage shop fronts not like betting shop
- Get rid of loitering areas, for example the seating in the parade outside Costa and Peacocks. It attracts anti-social behaviour and litter
- Winter time, pavements need sweeping more to remove leaves, would improve appearance and safety underfoot.
- Policing of anti-social in the evening, revving of cars and motorbikes is very intimidating
- More flowers/plants
- No stopping for anyone especially lorries
- Get rid of tacky looking fairy doors and woolly things left all over the place
- Heritage colour pallet of external paint for (independent) shops
- Fewer charity shops
- that is all
- Make part of High Street a traffic free zone
- More plants
- Less heavy traffic
- Less cars
- Litter is a problem in the High Street, can the council office hold bags and litter picks for volunteers and run a campaign about the damage litter does
- Wider pavement's
- Provision of sleeping speed ramps to slow down the traffic. The pavements can be slippery in winter through damp and shininess
- Stop parking on pavements
- Sweep up the leaves
- Change parking layout. Spaces are far too narrow for modern cars. Reduce current allocation to allow for more door width- the negative excess can be taken up in the Sainsbury's car park. current
- More trees
- Period street lights throughout
- Ambient lighting in the evening
- Businesses taking more responsibility outside their premises.
- Less litter
- NA
- Remove parking for a longer stretch of High Street



- A bypass!
- Signage to Jubilee Lake and the Canal from the high street
- Even footpaths
- More bins
- Parks near town centre
- Widen pavements to allow pedestrians to pause and gather outside shops without obstructing the pavement
- Nicer seating areas - lovely round the Town Hall...oh and fewer cars!!
- Clear fallen leaves from pavements regularly dangerous
- Less traffic and pollution
- Widen pavements (make the cars parallel park), if pedestrianisation isn't imminent.
- Not to have anymore fast-food outlets
- flat pavements
- Prevent parking on town hall area.
- Less cars
- Wider pavements
- Pavement cafe culture?
- Two story shops
- Less roadworks
- Bypass
- Improve pavement condition. Sweep up fallen leaves regularly.
- The quality and class of the shops and restaurants
- Keep the pavements clean!
- Footpaths to be well maintained
- Less constant HGV traffic (A bypass)
- increase pedestrian space on narrow side