



SURVEY RESULTS

390 members of the public took part in the Stroud Chamber survey conducted in Autumn 2010, either by filling in a postcard or entering online.

Respondents were presented with the following question: *“Many of us believe that Stroud is A Great Town – but it could be better, with your help. Some of us, led by Stroud Chamber of Commerce and Trade, have got together to identify 7 ways in which we think Stroud town centre could be made even more attractive. Just enter 1 for your top priority, 2 for your second and 3 for your third from the list below or type your own idea in the comment box.”*

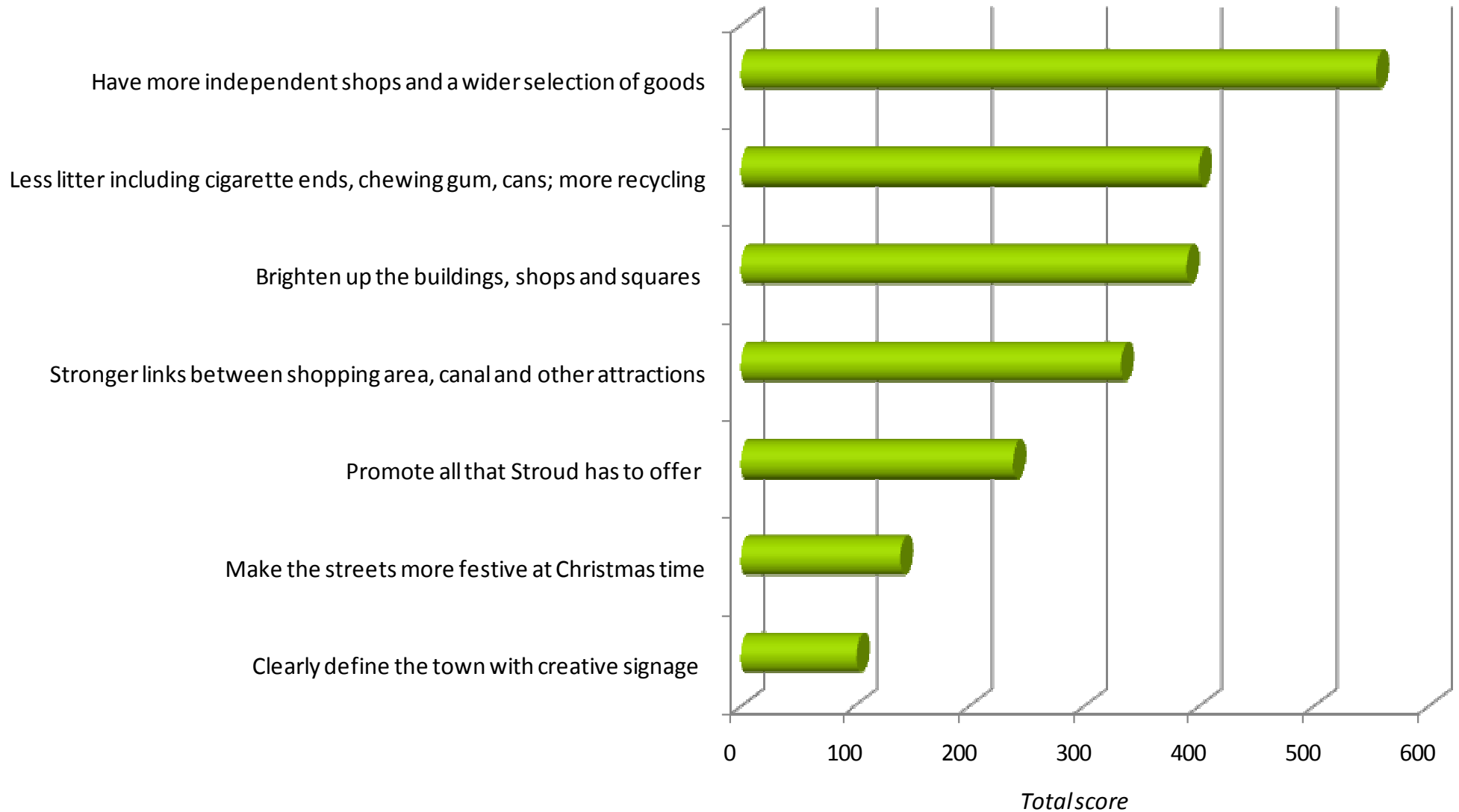
Overall, the top 3 priorities as voted by the public were:

- 1. Have more independent shops and a wider selection of goods**
- 2. Less litter including cigarette ends, chewing gum, cans; more recycling**
- 3. Brighten up the buildings, shops and squares**

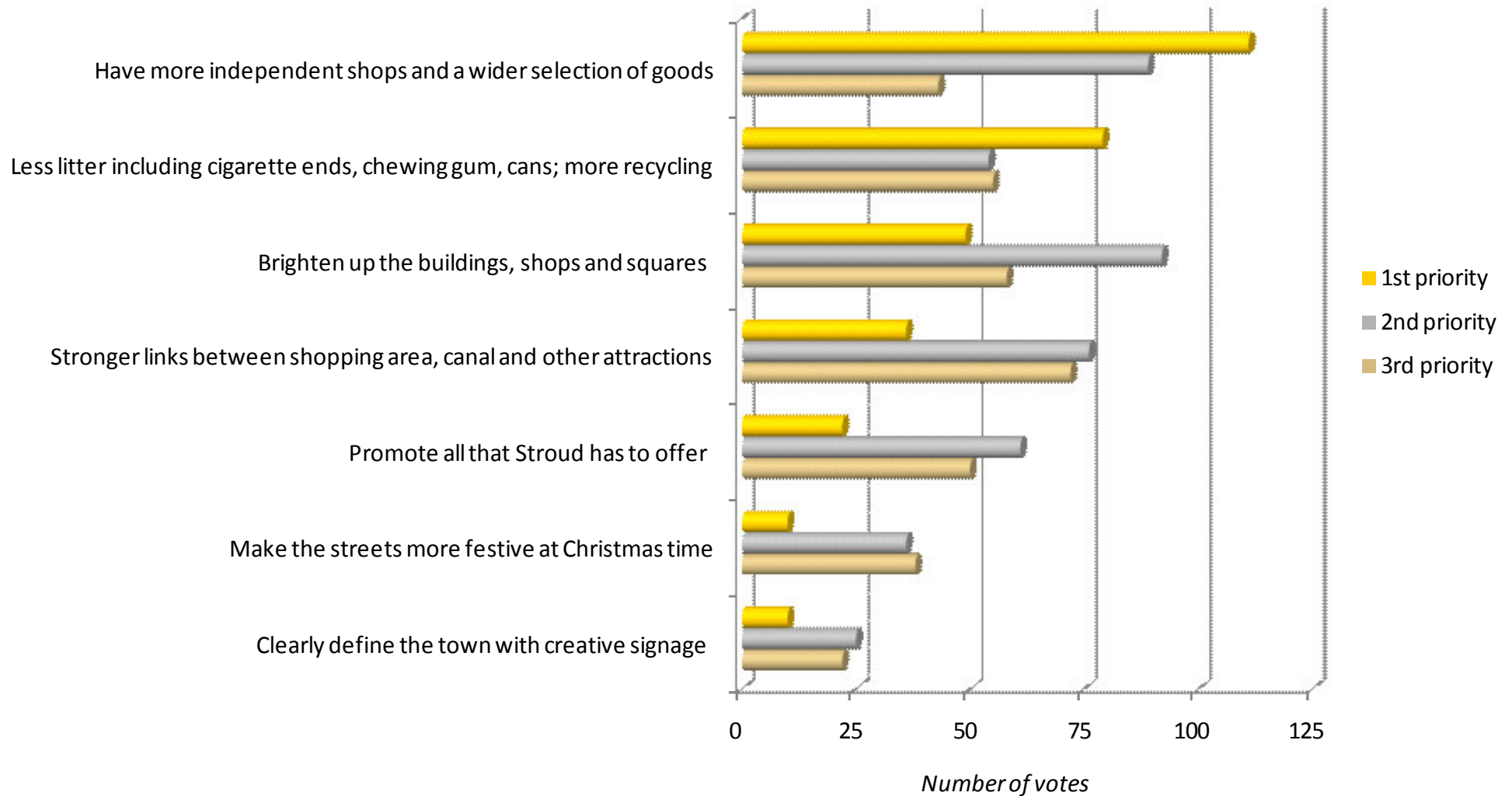
The full results are provided on the following pages.

Total score for each option

(1st priority = 3 points, 2nd priority = 2 points, 3rd priority = 1 point)



Number of 1st, 2nd and 3rd priority votes for each option



Other suggestions/comments

SUMMARY

- Different/better shops (18 comments)
- Improve access/safety for pedestrians (15)
- Free parking (11)
- Improve pavements (8)
- More planting/greenery (7)
- Improve Merrywalks car park area (6)
- Reduce crime/antisocial behaviour (6)
- Improve appearance (miscellaneous) (6)
- Promotion/events (6)
- Better provision for cyclists (6)
- Improve signage (5)
- Support for businesses (5)
- Improve appearance/usage of empty shops (4)
- Better public transport (4)
- Improve bus station (3)
- Better parking (3)
- More eating/drinking establishments (3)
- Improve environmental sustainability (3)
- Improve roads (2)
- Seating (2)
- Other (8)

The full comments are provided on the following pages.

FULL COMMENTS

The comments have been categorised and are arranged alphabetically within each category. They have not been edited apart from spellings etc.

Different/better shops

- A major retailer to attract more shoppers. i.e. Debenhams/M&S/Bhs not another 'pound shop'
- Better quality clothes shops
- Bottom end of town needs uplift. Too many charity shops. Apart from market not enough food shops.
- Fill empty shops with real businesses, not art galleries, charity shops or estate agents.
- Food shop in centre of town
- I would like to buy normal household items
- Lack of shops for teenagers, like boys clothes shop
- Less "discount" and "takeaway" shops, and one or two more "chain/high street" shops!
- Less pound shops
- Marks and Spencers
- Men's retail
- More high-street shops, not pound shops
- One or two big name stores to draw in people, especially Marks and Spencer food
- Should have more well known shops
- Too many charity shops [x 3 identical comments]
- We need a grocery/small supermarket type shop in town centre ie Co-op

Improve appearance/usage of empty shops

- Displays in the empty shops, each one a facet of what is unique about Stroud – wool industry, canal, Laurie Lee, Local Food market, Roman legacy etc. Make easily portable, sign each display to the next. Have volunteers do tours around them etc . NB Any empty shop agent will know that building and evidencing footfall will help lease the shop, so there is at least double benefit to Stroud
- Occupy empty shops
- Use empty shops imaginatively, art students, projects etc, clothes swap shop etc.
- Whitewash all shops empty by LAW

Improve signage

- 'A' Boards
- Get control of gaudy shop front signage – it makes SUCH a difference in places where there is low key, aesthetic signage
- Increase the historical signage
- Remove unnecessary signage
- Signage to countryside from town centre

Free parking

- First hour free parking in car parks, and half hour max on the road
- Free car parking
- Free car parking scheme for DHSS claimants
- Free parking [x 4]
- Free parking at some times
- Free town centre parking for 3 hours all year round every day
- More free parking - make it easier to just pop in for something
- I would like to park FOC [free of charge] as in 1980s

Better parking

- Better long-term parking for people working in the town
- Better parking
- Sort out on street short term parking

Improve Merrywalks car park area

- A better entrance to Merrywalks Car Park
- Disguise (hanging plants) or demolish Halfords car park
- Do something about the metal stairs to the NCP car park – they are a disgrace (as is all of Merrywalks!!)
- Knock down the NCP/Merrywalks car park
- Reinstate multi-storey car park entrance off Merrywalks
- Remove/alter Merrywalks car park McDonalds area to create friendly Plasa!

Improve access/safety for pedestrians

Access:

- Better access on foot
- Make it easier to access on foot
- Make Stroud more accessible on foot from Cainscross Rd and Bath Rd
- More dropped curbs
- More pedestrian friendly routes on the approach roads

Safety:

- Fewer delivery vehicles on high street
- Make it safer for pedestrians – traffic from all directions
- Make walking around Stroud safer for residents and visitors, less car dominance please (I live in Stroud)
- More pedestrianisation
- No traffic in centre
- No vehicles in high-street at peak times
- Pedestrianise
- Safer and more pleasant pedestrian access, with ramps on pavements and zebra crossings etc.
- Safer walk between Rodborough and Stroud. Too dangerous at present for kids
- Why do cars drive through the pedestrian area especially on a Saturday?

Improve pavements

- Improve damaged pavements
- Improve the pavements, some are very badly damaged
- Improve the pavement surfaces
- Make shops/traders/banks/etc. responsible for the pavement outside their premises as they do on the continent
- Pavements awful for elderly
- Repair the footways. They are treacherously uneven
- Repave High Street in sympathy with its history
- Re-surface High Street

Improve roads

- Improve the road surfaces
- Sort out roads

Better provision for cyclists

- Better access on bicycle – priority at road junctions
- Bike lock availability
- Cycling lanes on roads
- Improve cycle access from towpath
- Make it easier to access by bicycle
- More no-traffic cycle paths

Better public transport

- Better public transport
- Better transport links
- Make it easier to access by bus
- No transport at night

Improve bus station

- A proper bus station, with free parking for people collecting bus users
- Position of bus station
- Sort out the bus station

Reduce crime/antisocial behaviour

- Clamp down on antisocial behaviour especially weekend evenings. Streets are a disgrace (less litter)
- Get rid of addicts in centre
- Has bad reputation at night – need to address that
- More educating people in Stroud, not to vandalise what they have, e.g. walls
- More police to supervise the youngsters in parks and on the street
- Unfortunately Stroud doesn't have much to offer (bar a few shops) as it's full of pound shops and undesirables, it's too dangerous for teenagers at night. It would help if we could park safely at the NCP, walking down those stairs is not a happy option for anyone with younger children or for the elderly, we go to supermarkets or Nailsworth instead. I know it's a lot for the SCOC to deal with but I would start with the stairs and speak to police re the drug problem. Everyone knows who the big dealers are, eradicate them!

Seating

- Benches sheltered from rain
- Seating outside 99p store and Merrywalks shopping centre

More planting/greenery

- Green up the streets with plants and trees
- More green please
- More plants in public places. Maybe veg instead of flowers or herbs
- More tree planting. Make more of green spaces. Less litter in green spaces
- More trees
- Specifically more trees in the town centre
- Stroud in Bloom incorporates and promotes all of the points. Greater support for this would really help to put the town on the map and would increase tourists and therefore trade for business

Improve appearance (miscellaneous)

- Dress up the Merrywalks centre, needs a lot of work
- Provide more bins for waste, there just aren't enough. Make them attractive and colourful
- Sort out and make more attractive the gateways to the town, e.g. disused building by cinema as you enter from Painswick and getting canal bridge really lovely and inviting as per petition
- Take at least 1 floor off the hideous, slab sided former Woolworth building, preferably replace it all together!
- Remove the dead flower tubs used for ashtrays & rubbish. They look appalling.
- Some streets smell. Fishy smell and grubby

Promotion/events

- Better promotion
- Have more festivals link to the fringe
- Market the unique creative arts in Stroud district
- More community events in the open areas around Stroud
- Needs a yearly event
- Promote the festivals that bring in visitors

Support for businesses

- Get people to buy from local traders rather than use the internet
- Get the message over to the public how important the High Street is and that they must support it
- More business to create jobs
- Rents and rates are currently too high on shop premises meaning we have a huge amount of empty shops. Reduce rents and rates where possible
- The business rates and rents seem to be higher than other towns doing well (Nailsworth for example). I would like to see schemes to support new businesses, encourage them to come to Stroud. It's a shame that Merrywalks only welcome 'chains'. This discourages any independents, and drags the town down

More eating/drinking establishments

- A wider range of restaurants and cafe-bars open in the evening
- More high quality drinking/eating/event venues for the evening
- More restaurants

Improve environmental sustainability

- Be greener, have its own wind turbine
- Strengthen Green credentials
- Food recycling like Bristol city

Other

- Clearly design [?] especially for the Museum in the Park
- Stop building houses without sorting out infrastructure
- Stroud Council need to invest in the town to attract people in
- 'Temporary' stairway to bowling alley
- Training
- Use free space above shops for housing
- Useful job centre
- We need a strong masterplan to link the town to the canal frontage, bridging the train station