

Summary of Workshop 4

Q1. 1. How often do you visit the High Street?:

Respondents	118	No. answering question 118	
		Respondents	Percentage
Q1.1. Every day		29	25%
Q1.2. 2-3 times per week		51	43%
Q1.3. Mainly once a week		28	24%
Q1.4. If I have to		9	8%
Q1.5. Rarely		2	2%
	Responses	119	101%

Q2. What do you think are the most attractive aspects of the High Street now ?

Respondents	118	No. answering question 114	
Areas commented on		Respondents	Percentage
Architecture/Old buildings		55	47%
Appearance/Character		17	14%
Shops Businesses		29	25%
Cafes/Pubs/Restaurants		11	9%
Market Place		15	13%
Podium		15	13%
Market		6	5%
Flowers		18	15%
Church		5	4%
Community Feel		3	3%
Free Parking		2	2%
Museum/Visit Highworth Ltd		2	2%
Local		1	1%
	Responses	179	152%

Q3. What changes would you like to see (The Town Centre is in a conservation area

Respondents	118	No. answering question 114	
		Respondents	Percentage
One way sytem		28	24%
Less Parking		22	19%
Pedestianised		18	15%
Pigeon Mess dealt with		14	12%
More retail Variety		13	11%
Maintainance of shop fronts		10	8%
Pavements (wider/mantainance)		9	8%
Trees/planters /Shrubs		7	6%
Parking enforcement		7	6%
Café Culture		6	5%
Limit Charity/estate agents shops		5	4%
Better Mobility Access/ Disabled		4	3%
Cleaner Streets		4	3%

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Bigger Market	3	3%
Better Use of Market Place	3	3%
More Parking	3	3%
Solve traffic issues	2	2%
Street Lighting (In Character)	1	1%
Closed W/ends	1	1%
Bus Stop	1	1%
Better Policing	1	1%
More Cycle Parking	1	1%
Notice Board	1	1%
Later Shop Opening	1	1%
Responses	165	140%

Q4. How easy is it for you to access the areas of the High Street that you like to

Respondents	118		
		Respondents	Percentage
Easy		53	45%
Very Easy		30	25%
OK		24	20%
Uneven Pavements/Blocked Crossing		15	13%
Available Parking		12	10%
Fairly		6	5%
Issues affecting ease of Access		0	0%
Mobility Issues		0	0%
Responses		140	119%

Q5. How safe do you feel getting around the High Street and Market Square areas

Respondents	118		
		Respondents	Percentage
Safe		39	33%
Parking issues/Enforcement		25	22%
Very Safe		23	21%
Traffic Issues		18	16%
Speeding		10	9%
Uneven Paths		10	9%
Pedestrianisation		7	6%
Pedestrian Crossing		6	5%
Unruliness		5	4%
CCTV		5	4%
Unsafe		4	4%
Policing		1	1%
Lighting		1	1%
Responses		154	138%

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Q6. What is, for you, the most important aspect of the High Street?

Respondents	118	No. answering question 105	
		Respondents	Percentage
Independent shops		50	48%
Friendly/Centre of community		20	19%
History & Character		5	5%
Uniqueness/Vibrancy		6	6%
Market		5	5%
Ease of access		4	4%
Podium		4	4%
Parking		3	3%
Events		3	3%
Safety		2	2%
Variety		1	1%
BuildingSociety		1	1%
Wide pavements		1	1%
	Responses	105	101%

Q7. In your opinion how might we encourage residents and visitors to stay longer or

Respondents	118		
		Respondents	Percentage
More Shops		33	28%
Food / Café Culture		30	25%
Later Shopping		8	7%
Music / Community		8	7%
Better Parking		7	6%
Bigger Market		6	5%
Clean Pigeon Poo etc		6	5%
Café's open Longer		5	4%
Reduce Traffic & Parking		5	4%
Marketing Town		4	3%
Pedestrianise High Street		4	3%
Building repairs		3	3%
Café's open Sundays		3	3%
CCTV		3	3%
Tours Town/Walking		3	3%
More Flowers		2	2%
Bus Stop in High Street		1	1%
Campervan Parking		1	1%
Discount cards		1	1%
Make High Street One way		1	1%
Reduce antisocial behaviour		1	1%
Stop Drinking / Smoking outside Pubs		1	1%
	Responses	136	115%

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Q8. Thinking now about traffic. It is a widely held view that traffic and parking are a

Respondents	118	Respondents	Percentage
One way traffic		40	34%
Pedestrianise		17	14%
Restrict parking to One Side		13	11%
Enforce Parking		13	11%
More Car Parking		9	8%
No parking High Street		7	6%
Limit Market Place Parking		4	3%
Wider Pavements		2	2%
Restrict delivery times		2	2%
Traffic Calming		1	1%
Residents Parking		1	1%
Reduce Traffic		1	1%
20MPH		1	1%
	Responses	111	94%

Q9. Finally, moving along to Businesses. There are a variety of shops and

Respondents	118	Respondents	Percentage
Type of Shop or Business			
Grocer		17	14%
Bank		13	11%
Bakers		11	9%
Specialist / Niche		11	9%
Clothing		9	8%
Restaurants		9	8%
Draper/Haberdashery		8	7%
Antique		7	6%
Craft		7	6%
Fish		5	4%
Cobbler		4	3%
Pet		4	3%
Sweet		4	3%
Books		3	3%
Butchers		3	3%
Café's		3	3%
Dry Cleaners		3	3%
Gift		3	3%
Refill / ECO		3	3%
Toy		3	3%
Furniture		2	2%
Hardware		2	2%
Wool / Fabric Shop		2	2%
Art		1	1%

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Cycle	1	1%
Deli	1	1%
Ice Cream	1	1%
Kitchen	1	1%
Photographers	1	1%
Pottery	1	1%
Stationary	1	1%
Responses	144	122%

Q10. Is there a particular shop or business that you miss most of all?

Respondents	118	Respondents	Percentage
Bank		11	9%
Drapers		5	4%
Green Grocers		5	4%
Bakery		4	3%
Dry Cleaners		4	3%
Fattios		3	3%
Fruit & Veg		3	3%
Old Post Office		3	3%
Bookshop		2	2%
Cobblers		2	2%
Hardware		2	2%
Post Box		2	2%
Sewing		2	2%
Butchers		1	1%
Chinese Restaurant		1	1%
Craft		1	1%
Cycle		1	1%
Eco Refill		1	1%
Fishmongers		1	1%
Food Shops		1	1%
Greek Restaurant		1	1%
Habberdashery		1	1%
Hobby Shop		1	1%
Korean Restaurant		1	1%
Pet Shop		1	1%
Sweet Shop		1	1%
Thai Restaurant		1	1%
Responses		62	53%

Q11. Which shops or businesses do you visit most often? Please list all that apply

Respondents	117	Respondents	Percentage
Café		56	47%
Butchers		55	47%

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Charity Shops	52	44%
Newsagents	48	41%
Bloomfields	42	36%
emporium	37	31%
Hardware	31	26%
Hairdressers	28	24%
Pubs	19	16%
Co-oP	16	14%
Florist	15	13%
Restaurants	14	12%
VHL	13	11%
Chemist	10	8%
Most/All Shops	10	8%
Market	10	8%
Takeaways	10	8%
Bookshop	9	8%
Building Soc	9	8%
Vets	5	4%
Post Office	3	3%
Opticians	2	2%
Churches	1	1%
Dentist	1	1%
Moonstone	1	1%
Physio	1	1%
Responses	498	422%

Q12. What do you think of the initial draft plan of Swindon Street

Great/Good /reasonable/OK/Like	45	38%
I Haven't seen/ can't see the plans	22	19%
Agree with trees	21	18%
Awful idea/ do not change	6	5%
Enchelon parking	6	5%
One Way up High Street	4	3%
20MPH	3	3%
Uneccesary / Will not work	2	2%
No trees	2	2%
Ambivalent	2	2%
One way system doesn't work	1	1%
Do not narrow the roads	1	1%
Will encourage all day parking	1	1%
No trees in High Street	1	1%
Not practical	1	1%
Do not reduce Parking	1	1%
Residential Parking in Swindon Street	1	1%
Stop all Parking	1	1%
Irelevant comments	3	3%
Responses	124	105%

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Q13. What can you suggest in addition to make Swindon Street more appealing and

Improve appearance maintenance of	12	10%
Blossom trees/ more trees	5	4%
Improve Parking longer parking times	5	4%
Resurface Rds /Repair Potholes	4	3%
Better Signage to Town Locations	4	3%
No Parking / Less Parking	4	3%
Victorian style lamps /Bus Shelter	3	3%
No litter from Takeaways keep street	3	3%
Don't Know	3	3%
Reduce Number of Takeaways	3	3%
Boulevard Style	2	2%
Nothing necessary	2	2%
Signage to Car Parks	2	2%
Hanging baskets & planters	2	2%
Open up the garden on corner of	1	1%
More Seats	1	1%
Less traffic	1	1%
Local Artwork	1	1%
Bunting	1	1%
Get rid of Yobs	1	1%
Reduce Speeding	1	1%
Improve Fox rounabout	1	1%
Responses	62	53%

Q14. The High Street

Good/ Very good	28	24%
Cant see the drawing	18	15%
ok	10	8%
No need to change	3	3%
Interesting think	1	1%
outside the box.		
it would be great to	1	1%
have more trees		
Rubbish	1	1%
Responses	34	29%

Q15. Is this historical feature of the High Street and Market Place worth saving?

Responses	118	
YES	115	97%
NO	3	3%

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Responses 118 100%

Q15. If you answered yes: ta A) How often do you visit the Market?

118

Q15.1. Weekly	71	60%
Q15.2. Fortnightly	16	14%
Q15.3. Monthly	15	13%
Q15.4. Only at Christmas or Bank Holidays	6	5%
Q15.5. Less Frequently	11	9%

Responses 119 101%

Q16. Which stall(s) do you most value?

Respondents 118

Fruit & Veg	78	68%
Cheese	51	45%
bread	28	25%
cakes	24	21%
All/ most	18	16%
butchers	17	15%
Cards	15	13%
Sweets	14	12%
jackies knitwear	11	10%
Ali's	11	10%
more stalls	8	7%
Fish	5	4%
none	2	2%
Food	2	2%
Casuals/crafts	2	2%
Country Market	1	1%

Responses 287 252%

Q17. Which other stall(s) would you like to see on the Market?

Larger Market	11	9%
Local Food	10	8%
More food Stalls	9	8%
local produce & Crafts	7	6%
Greater Variety	6	5%
Clothing/clothes/ shoes	6	5%
Fish stall	6	5%
Artisan Foods	5	4%
Plant stall	4	3%
Farmers Market	4	3%
Craft Stalls	3	3%
book stall	3	3%
Artisan products	2	2%

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Bric a Brac	2	2%
Shoe Stall	2	2%
Pop up Food stalls	2	2%
Street Food	2	2%
Foods from around the world	2	2%
Leathert goods	1	1%
Zero Waste stall	1	1%
Pet Supplies	1	1%
Pocket money stall	1	1%
Bag Stall	1	1%
Tech Stall	1	1%
Craft beer	1	1%

Responses 93 79%

Q18. d) Would you like to see the Market visually enhanced in any way? If yes,

More stalls// Variety	12	10%
Uniform Stalls	12	10%
Expand the size of the Market	11	9%
Made to look more attractive	7	6%
Pedestrianise High St/market place	6	5%
Seating / tables	5	4%
Entertainment on Podium	3	3%
Market Signage on Entry Roads	2	2%
Flags on Podium	1	1%
Direction signs tp market place	1	1%
More clothing/crafts	1	1%
Clear up litter	1	1%
More specilised stalls	1	1%
Resurface Market Place	1	1%
No on street parking In vacinty of	1	1%
Better Layout	1	1%
Clean the pavements	1	1%

Responses 67 57%

Q19. If you answered no:Please tell us in a few words why you think this

Its fine as it is	15	13%
Not much more you can do in the	6	5%
It should retain its tradional	3	3%
Already had a great buzz	1	1%

Responses 25 21%

Q20. The Town Council post COVID-19 is receiving and increasing number of

Yes	69	58%
No	15	13%

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Responses	84	71%
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Q21. The Town Council is considering engaging with groups and organisations to

Yes	79	67%
No	17	14%

Responses	96	81%
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Q22. If you answered yes:What would you like to see or hear?

Live music	18	15%
Local Entertainers / Music/buskers	16	14%
Local musicians	13	11%
Bands	7	6%
Singers	6	5%
Local Choirs	5	4%
Brass Band	4	3%
Childrens entertainment	4	3%
Local Clubs/Schools/ Fund Raisers	3	3%
Background Music	3	3%
Morris Dancing	3	3%
Childrens Activities / entertainment	3	3%
Street Entertainers	4	3%
Town Crier	2	2%
Classical Music	2	2%
Art Work / Sculptures	2	2%
Story Telling	2	2%
Theatrical	2	2%
Charity stalls	2	2%
Crafts	2	2%
Bell Ringers	1	1%
Talks	1	1%
Trade Demonstations	1	1%
Similar to May Day Market	1	1%
Variable Weekly Feature	1	1%

Responses	108	92%
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Q23. If you answered no:Why is that?

Local shops pay very high rates, we	1	1%
People standing around will block	1	1%
It won't be possible to please	1	1%
It could get in the way of business	1	1%
Fine as it is Just come to shop	10	8%
Need to sort traffic first	1	1%
Too much Noise	1	1%

Responses	16	14%
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Summary of Workshop 4

Q24. What is your Postcode?

Number of People taking Survey	118	
Number of People Giving a post Code	84	71%
Number of People living in SN6 7	84	71%

Q25. What is your age group (please tick or circle):

60 or older	43	36%
40-49	32	27%
50-59	15	13%
30-39	9	8%
18-20	1	1%
21-29	1	1%
	90	76%