

Cricklade High Street – Online Resident/Visitor Survey



About the High Street Strategy Group

The High Street Strategy group (HSS) is made up of members of Cricklade Development Foundation (CDF) and Cricklade Town Council (CTC).

The members of the group at the time of the Resident/Visitor High Street online survey were: Terri Robertson (CDF), Chair, Ruth Szybiak (CDF), Secretary, Bob Jones (CDF), Nick Dye (CTC), and Jonathan Hill (CTC). Recently, Nick Dye stepped down from the group and was replaced by Mark Clarke (CTC). We wish to record our thanks to Nick Dye for his contribution in getting the group to this stage after a bumpy start caused by the pandemic.

Proposed surveys

Initially, to capture opinion and identify the needs of those that use our High Street a range of surveys were proposed:

Residents/visitor surveys in both an online and paper format. Face to face/paper surveys of High Street businesses. Street surveys to measure footfall and car parking use.

However, with the news of Wiltshire Council's High Street regeneration initiative, it was decided to pause all surveys - except for the online resident/visitor survey – just in case Wiltshire Council requested further surveys to assess a town's eligibility for funding. This decision avoided potential duplication of effort and possible survey fatigue, but at the same time allowed the HSS group to make progress on a survey, which had already been delayed for 2 years.

Resident/Visitor Online Survey – May 2022

The resident/visitor online survey took place for a period of 3 weeks in May 2022. The questions and the google forms survey platform were set up by the HSS group. Other survey details are as follows:

- The survey was anonymous, open to people of all ages, including those under age 18
- Responses were requested from Cricklade residents, those that lived within 5 miles i.e. the Service Centre area, and those that lived more than 5 miles away from Cricklade i.e. visitors.
- The survey was promoted extensively via Facebook and a range of community groups.
- For wider coverage, both google and non-google account holders were able to complete the survey
- Visitors, those that live over 5 miles from Cricklade, were asked NOT to complete household-based questions.
- At the survey's close, 432 responses were received, way beyond initial expectations.
- Note: questions were not mandatory, so respondents could choose to skip questions they preferred not to answer

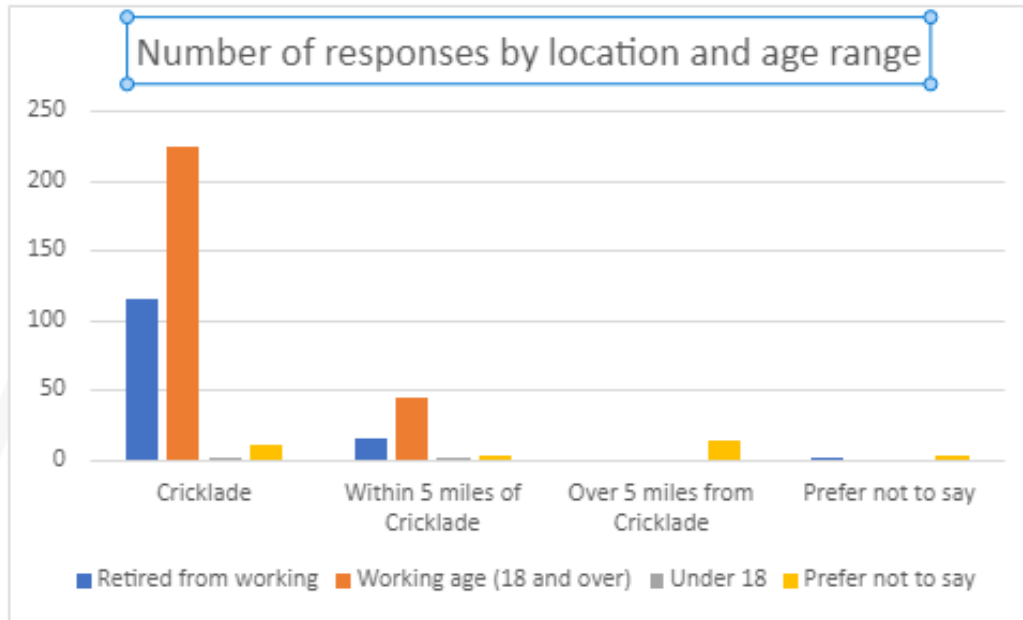
This report summarises the survey findings. There is a wealth of further data available via the spreadsheet, which will be used by HSS (or its successor 'town team' type group) to formulate strategy. However, it will also be useful to both CTC and CDF in areas such as planning, grant applications and more.

Terri Robertson
Chair, High Street Strategy Group
31 July 2022

Online Resident/Visitor Survey Results, by question.

1) Breakdown of responses detailing where survey respondents live and their age range.

- a) Note: 432 responses received in total
- b) All ages and locations are reasonably well represented, except for those aged under 18 and visitors (defined as living 5 miles or more from Cricklade).
- c) Future paper surveys can help to cover these gaps – if required.



2) How many businesses are run from your household?

- a) % of respondents with businesses run from their home: 17.4% (13.2% for Cricklade only)

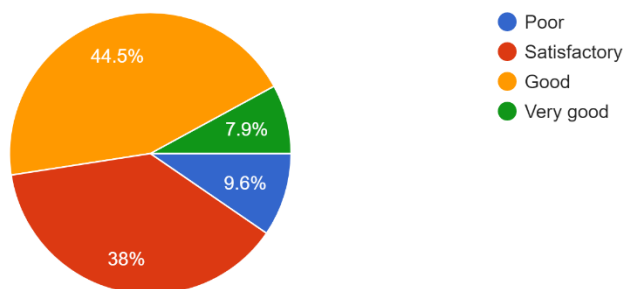
How many businesses are run from your household?	One	Two	Three	Total businesses
Cricklade only	47	8	2	57
Within 5 miles of Cricklade	14	3	1	18
Total businesses	61	11	3	75

3) How do you rate the physical appearance of the High Street?

- a) 52.4% of respondents rate Cricklade's physical appearance as good or very good.
- b) Although an encouraging result, it suggests there is room for improvement.
- c) Many commented positively on the High Street, the flower displays etc, but a significant number also suggested it was looking a bit tired.

How do you rate the physical appearance of the High Street?

429 responses



4) What are the most positive aspects of the High Street? Respondents were asked to list their TOP 3

- Places to socialise, eat out, cafes, pubs etc. 76.1%
- Access to services e.g. doctors, dentists, opticians etc. 70.8%
- Ease of walking (or via mobility scooter) to/around the High Street 48.5%
- Variety of shopping 47.8%
- Car parking 11.8%
- Cultural activities e.g. festivals, exhibitions, events etc. 11.1%
- Safety 7.2%
- Public transport links 6.7%
- Traffic 0.0%
- Other – approximately 14 comments, mainly commenting on appearance/flower displays

Note: third and fourth spot are very close – so more like a TOP 4

5) What are the worst aspects of the High Street? Respondents were asked to list their TOP 3

- Traffic 72.0%
- Car parking 63.2%
- Variety of shopping 30.3%
- Cultural activities e.g. festivals, exhibitions, events etc. 20.5%
- Public transport links 17.5%
- Safety 16.6%
- Places to socialise, eat out, cafes, pubs etc. 7.5%
- Ease of walking (or via mobility scooter) to/around the High Street 7.2%
- Access to services e.g. doctors, dentists, opticians etc. 2.8%
- Other - 26 comments, majority to do with various traffic and parking issues, followed by comments on the lack of upkeep on aspects of the High Street.

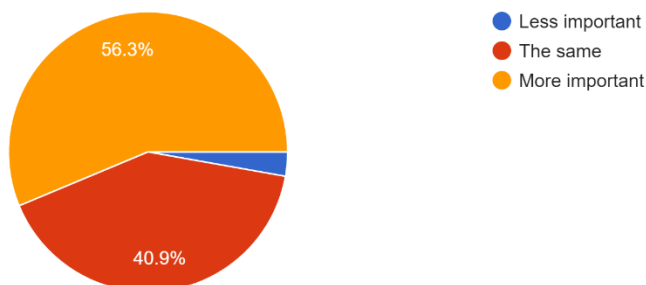
Note: “variety of shopping” appears in the top 3/4 for both positive and worst aspects.

6) Since the COVID 19 pandemic, have the High Street businesses become more important to you, or less?

a) The survey found that the importance of the High Street increased by 56.3%. Very encouraging for the future of the High Street. Only 2.8% considered it to be less important.

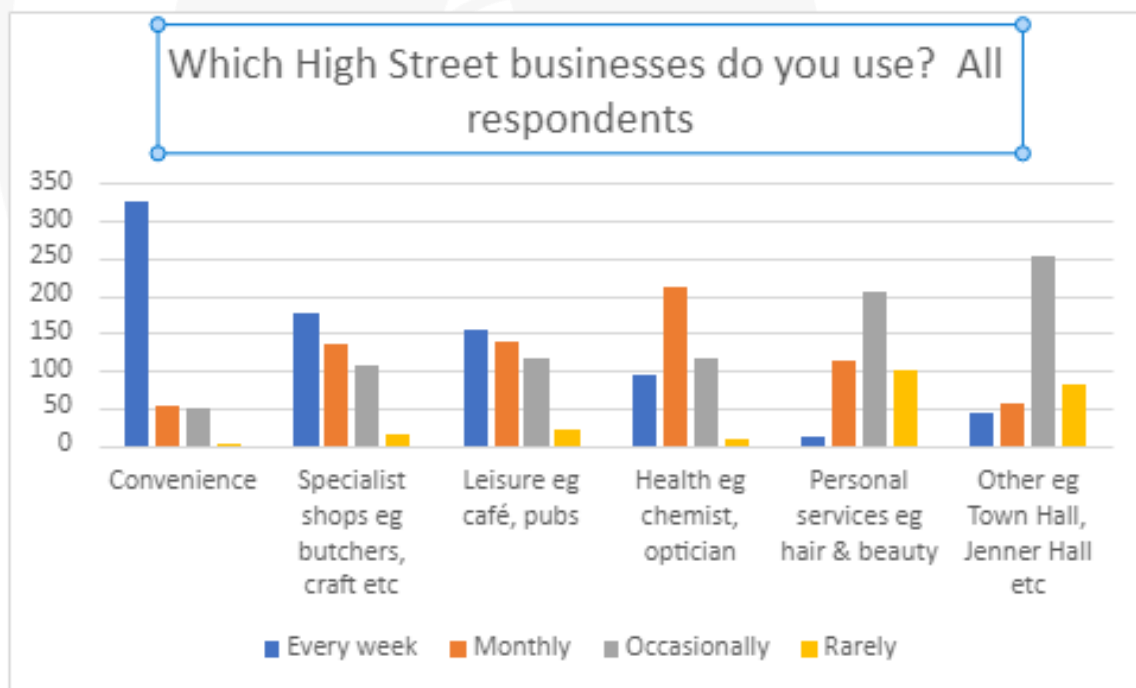
Since the COVID 19 pandemic, have the High Street businesses become more important to you, or less?

430 responses

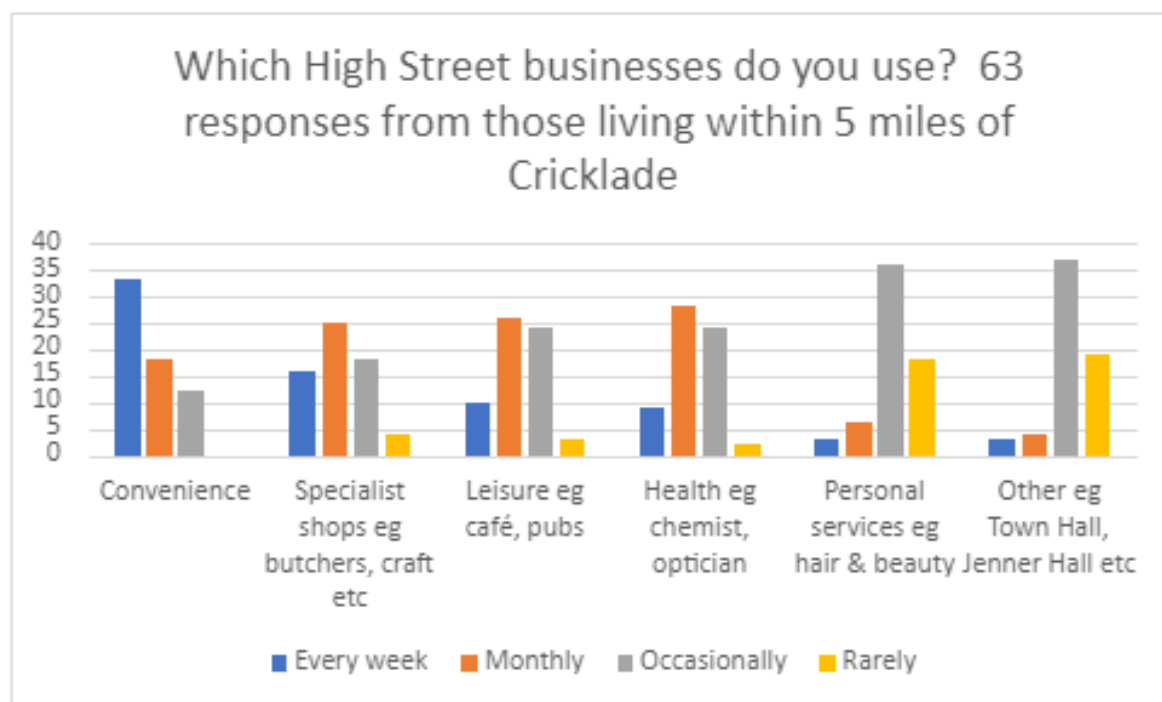


7) Which businesses do you use on the High Street and how often, eg every week, at least monthly, or occasionally (less frequently than monthly)

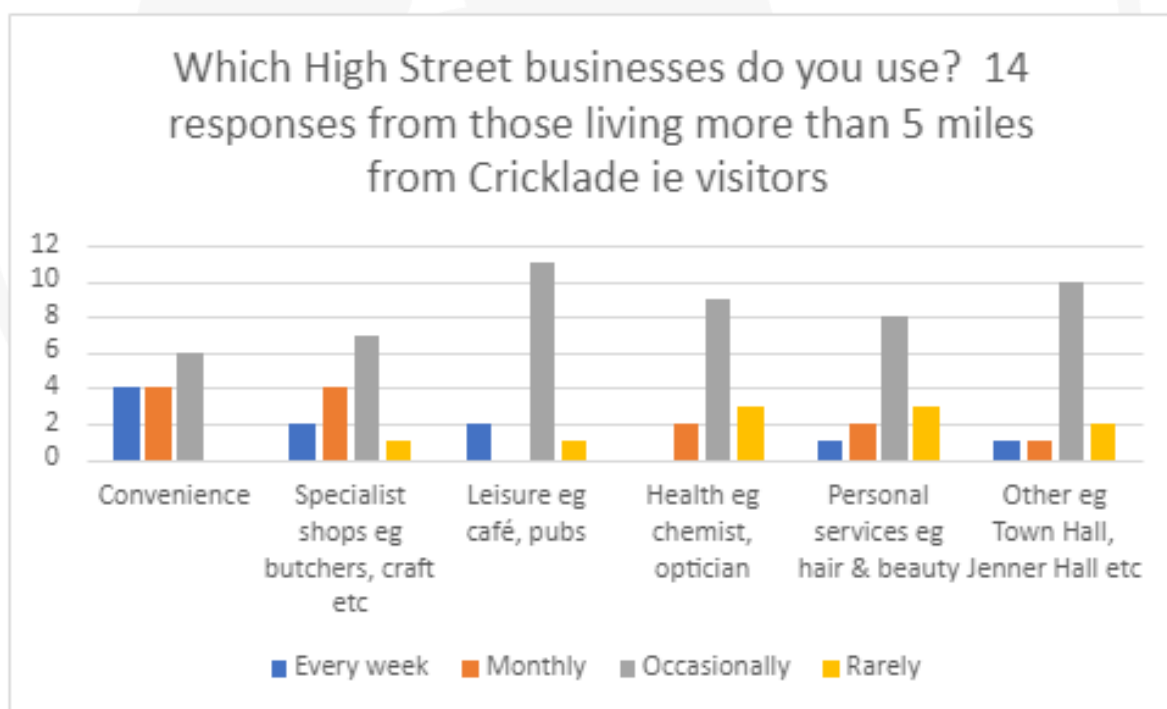
a) Below is the usage profile for all respondents, regardless of where they live.
 b) The usage profile for Cricklade residents only follows the same pattern.



Service Centre usage profile (those living within 5 miles of Cricklade), see below.



Visitor usage profile (those living more than 5 miles from Cricklade) – see below. Note: the survey respondents are small in number/underrepresented.



8) What other type of business would you like to see on the High Street?

- Top place: A bakery - by a significant margin. Often combined with café/deli/farm shop
- Second place: DIY/hardware/electrical/shoe repair shop
- Third place: Restaurants, various food outlets, including takeaways. Chinese restaurant is most preferred, followed by an Italian restaurant.

9) Which business/service on the High Street would you hate to lose?

- Top place: Butchers' shops – both of Cricklade's butcher shops were mentioned by name
- Second place: Tesco's Metro. Note: if votes for the post office and other general convenience stores were included in a 'convenience,' category, it would move into top spot.
- Third place: Chemist (although existing one considered too small by some). Note: if the scores for cafes, pubs and restaurants were added together as a general social category, it would move into the top 3.

10) Do you envisage, or do you know of anyone who might envisage, setting up a business on the High Street, which requires commercial/retail premises? It could be a new business, or one currently based elsewhere/at home. If so, when and what type of premises would be required? Or perhaps you / someone you know have already tried but not found it easy to achieve? Please explain your experiences - good/bad - and/or requirements for premises.

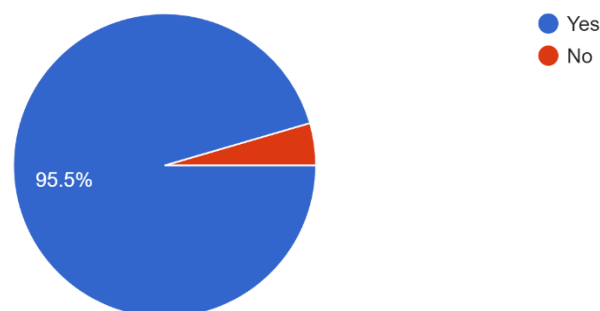
- This was an open question designed to understand the demand for premises on the High Street (and elsewhere) and the potential barriers to setting up a business.
- Around 19 responses indicated they are interested in setting up a business of some kind.
- Main issue identified was lack of parking, followed by availability of units and to a lesser extent, perceived high costs. One local high street business commented as follows (anonymity preserved):
"In the process of opening xxxx, but parking is a serious issue; hadn't appreciated half the town park in the Town Hall car park all day leaving very few available spaces for visitors, meaning we may have to reduce to part time and have a second premises out of town."

11) Would you be in support of an initiative to improve the High Street both in appearance and services? e.g. small community outdoor meeting/relaxing space/garden area, general facelift for older buildings, more services

- A resounding 95.5% of respondents support improvements to the High Street.
- This chimes with the other survey findings suggesting the High Street would benefit from a facelift (including individual properties) and additional social spaces that people of all ages can enjoy.

Would you be in support of an initiative to improve the High Street both in appearance and services? eg. small community outdoor meeting/rel...eneral facelift for older buildings, more services

422 responses



12) If money was no object, what would you do to improve the High Street?

- a) Over 300 responses were received for this 'blue sky' question.
- b) The detailed responses will be shared/discussed further with HSS (and CDF/CTC if requested)
- c) The standout theme relates to the High Street environment/street scene
 - i) Improve traffic (especially to stop HGVs) and parking issues/capacity
 - ii) Facelift required for High Street in general (and some individual properties), better paving and street furniture.
 - iii) More variety of shops and social spaces such as cafes etc.
 - iv) Popular 'blue sky' option was to pedestrianise the northern part of the High Street, or at the very least, have regular road closures to enjoy café culture/more social community events.

13) Is there a particular High Street somewhere else in the country that you like? If so, where is this and what do you like about it?

- a) Over 200 responses received for this question, with a huge number of suggestions.
- b) Local towns such as Cirencester and Royal Wootton Bassett featured heavily
- c) Main themes:
 - i) Towns should look inviting and well maintained.
 - ii) Retain their character. One mentioned Cricklade's 'quirkiness and individuality.'
 - iii) Have a varied mix of independent stores
 - iv) Places to socialise and relax e.g. cafes
 - v) Plenty of parking, free short-term if possible.

14) Are there any other comments you would like to make?

- a) Over 100 comments for this section – many of the themes had previously been mentioned.
- b) Traffic/car parking featured heavily again. This comment encapsulates much of what was said:
“90% of the issues for the high street businesses are a lack of loading access and parking
The constant movement of HGV's is also damaging the structures of historic buildings.”
- c) Fewer, but important suggestions, were received about need for social spaces for younger people, and families with young children – and for a more sustainable environmentally friendly community.
- d) In summary, many positive comments were received about Cricklade. Many welcomed the opportunity to give their views which, on the whole, were constructive and helpful. However, a few were skeptical about what would happen next, which is summed up nicely by this comment:

“Good doing this survey, hope it doesn't fall on deaf ears 😊”