CIRENCESTER TOWN CENTRE HEALTH CHECK REPORT

August 2021

CONTENTS:

1. INTRODUCTION:

In August 2018, Cotswold District Council adopted a Local Plan for the period up to 2031. Under Policy S3, future development in the designated Cirencester Central Area is to be guided by a town centre master plan.

To inform the preparatory work, a health check of the town centre was undertaken and published in 2018; the data has been reviewed and updated and this 2021 report provides an insight to the current state of the town centre as well as providing an evidence base for future planning and projects which support the town's social, environmental and economic well-being.

In 2019, a partnership with Cirencester Town Council was formalised through a Memorandum of Understanding and an officer project team was established with consultant support to work on the preparation of the master plan; this was supported and overseen by a Programme Board, including Councillors from Cotswold District Council and Cirencester Town Council. Officers at Cirencester Town Council have worked collaboratively with Cotswold District Council in preparing the evidence base for this update and have assisted in the writing of this report.

Alongside the updating of the health check, evidence such as Cotswold District Council's Corporate Plan, the adopted Local Plan and the recently published Cotswold Climate Action Strategy and Cotswold Green Economic Growth Strategy have been reviewed. This process has identified a need to revise the Local Plan town centre strategy for Cirencester.

Three key phases have been identified in preparing the master plan:

- a revised town centre strategy setting out the planning context,
- a feasibility study to consider the core evidential issues of future car parking requirements, modal shift in transport, archaeology and projected change in town centre uses by sector,
- detailed options and plans to be published including codes, criteria, sketch plans and illustrations.

This report forms part of the feasibility study phase, providing an important insight and evidence base for preparing the detailed options and plans.

2. EXECUTIVE SUMMARY:

This executive summary sets the context and underpins the health check review and updating of the 2018 report. In addition to updating the data sets and maps, the 2021 report is based on an 'in street' town centre survey and a business survey.

The health check report is based on the Experian Goad data categorisation system that covers retail areas within urban settings and is linked to GIS mapping which helps to map the diversity of uses and vacant properties, as well as calculating floor space.

Since the last health check in 2018, the Town and Country Planning (Use Classes) Order 1987 (as amended) has introduced a new use class; Class E - Commercial, Business and Service. Class E covers uses previously defined in the now revoked Classes A1/2/3, B1, D1(a-b) and 'indoor sport' from D2(e). Class E broadly reflects town centre uses within one use class category and includes retail, sale of food and drink, financial and professional services, indoor fitness, health and crèche/day nurseries and offices.

On the 1st August 2021, new permitted development rights came into force which will enable the change of use from the new Class E (Commercial, Business and Service) to residential use (Class C3). The Government hopes this change will help support housing delivery and enable more homes to be created, but this also presents other challenges for the economic viability and vitality of town centres. The revised NPPF has also removed the requirement for planning policies to define Primary and Secondary Retail Frontages in town centres.

As well as being a factual report in providing a data focused update on the health of Cirencester's town centre, this report also identifies a range of strengths, weaknesses, opportunities and threats and includes recommendations, project ideas and action planning for delivery which broadly support the social, environmental and economic well-being of the town centre.

For planning purposes, town centres as defined in the National Planning Policy Framework (NPPF) comprise locations where main town centre uses are concentrated and often referenced as high streets. In assessing the health of Cirencester's town centre and in planning for the future, this health check is based on the indicators as identified in the Planning Practice Guidance (PPG) for 'Town centres and retail'[1].

The Local Plan identifies a Cirencester Central Area, as shown by the dotted line in Figure 1. The town centre boundary is identified and designated, as shown in red. It is the economic viability and vitality of the area within the town centre boundary which this report relates to.

[1] https://www.gov.uk/guidance/ensuring-the-vitality-of-town-centres

Figure 1: Cirencester Central Area and Town Centre Boundary

Source: Cotswold District Council Local Plan 2011-2031

Since 2018, three key documents, as summarised below, have been published with a particular bearing on the town centre:

Green Economic Growth Strategy

Published by Cotswold District Council this strategy recognises that town centres are changing and this change has moved at a pace throughout the COVID-19 pandemic and lockdown. Key outputs of this strategy are to assist the resilience of businesses by improving their digital and social media presence, completion of the Cirencester town centre masterplan and identifying opportunities for Cotswold District Council to invest in regeneration.

The visitor economy also needs to evolve into Cirencester being an all-year-round destination, to convert day visits to overnight stays and to link better with local industry such as food & drink building on the identified style and branding of Incredible History, Independent Shops, Individual Food and Inspirational Events.

This can only be achieved in partnership and collaboration with partners such as Cirencester Town Council, Gloucestershire County Council, GFirst Local Enterprise Partnership, the Chamber of Commerce, Growth Hub, businesses and the voluntary sector.

Cirencester Neighbourhood Plan

The community led steering group, with Cirencester Town Council as the qualifying body for leading on the process for preparing a neighbourhood plan, has published a draft vision statement.

This states that Cirencester will be a place where the town's rich history and attractive appearance can be celebrated where people can enjoy spending time in the urban streets of the town centre and the surrounding green parks and gardens; where developments integrate the needs of people and nature and where there is a distinctive character and identity rooted in traditional town centre activities enriched by new businesses and uses.

Emerging planning policies relevant to the town centre include:

- better connections between outlying areas and the town centre core (access and movement)
- mitigate the impact of car movements on the town centre core (access and movement)
- support the development of a single public transport hub for the town (access and movement)
- support for measures that make walking and cycling more convenient (access and movement)
- new development to protect and enhance identified views and vistas (design and built environment)
- protect ground floors across the town centre from conversion to residential (economy and design and built environment)
- support development that enhances the quality of streets and spaces (public realm)
- all proposals to respond to street design guidance (public realm)
- identify and map non-designated heritage assets (public realm)
- support for heritage trail, wayfinding and quality signage (public realm)
- protection of core, town centre, economic activity areas (economy)
- provision for new town centre economic activity (economy)
- support for proposals that move the town towards carbon neutrality (environment and climate change)
- support for proposals that make Cirencester more walkable (wellbeing and community)
- support for town centre cultural activity and destinations (wellbeing and community)

Emerging, relevant, project ideas include:

- public electric charging point strategy
- funding for regular all week public transport connections
- establish a business improvement district
- appoint a town centre manager
- establish a Cirencester Tourism Strategy
- reconnect the Roman amphitheatre to the town centre
- identify a site and operator for a new cinema project

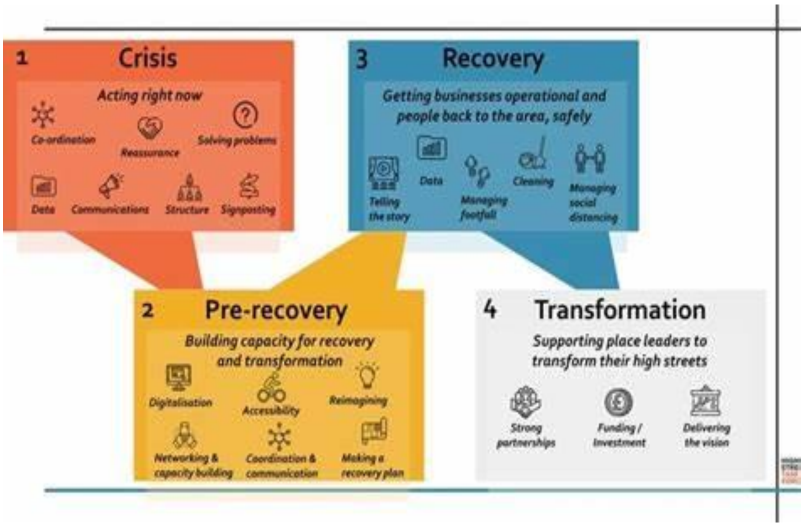
Heartflood Business Support Report

This report was commissioned by Cotswold District Council in March 2021 through expert town and city centre advisors Heartflood.

Published in May 2021, the report outlines feedback from businesses and ways in which the reopening of town and village centres across Cotswold District could be supported.

The report also highlighted the changing nature of places and consumer behaviour, notwithstanding the impact of COVID-19, competition from out of town locations offering free parking and a rise in online shopping. A key recommendation being to adopt the High Street Task Force recovery framework (as below) and implement an annual place management action plan.

Figure 2: High Street Task Force 4-Stage Recovery Framework



Source: High Street Task Force Recovery Framework April 2020

Each of the key documents referenced in this report recommend implementing a form of place management such as a Town Centre Team, Town Centre Partnership or Business Improvement District – led by businesses, supported by the public sector and to develop clearly measurable performance indicators: crime, footfall, vacant units, car park usage, monitored on an annual basis.

Looking to the future and despite COVID and the challenges faced by the high street, the OECD Economic Forecast Summary (May 2021) predicts strong Gross Domestic Product growth of 7.2% in 2021 and 5.5% in 2022.

In 2020, Cirencester was referenced as a case study and exemplar for other town centres to follow in the Grimsey Review 'COVID-19 Supplement Report: Build Back Better' and this health check update indicates that Cirencester is in a strong position to plan for a vibrant and sustainable future.

This health check report presents the findings of current data and research to assess the vitality and viability of the town centre in Cirencester; and in recognising the strengths, weaknesses, opportunities and threats includes a conclusion and recommendations which informs a proposed action plan and delivery framework.

3. IN STREET AND BUSINESS SURVEY OVERVIEW:

In Street Survey

An 'In Street' survey was carried out in May 2021 by NEMS Market Research, commissioned by Cotswold District Council and Cirencester Town Council. Full details and data are provided in the Appendices to this report.

A total of 200 face to face interviews were conducted. Fieldwork was carried out between Monday 17th May and Thursday 27th May 2021.

The interviews were carried out in Castle Street (23.5%), Dyer Street (23%), Cricklade Street (22%) and the Market Place/West Market Place (29.5%).

Demographics:

82 of the respondents identified themselves as being male and 118 as being female

52 of the respondents stated they were aged between 18 and 34

75 of the respondents stated they were aged between 35 and 54

73 of the respondents stated they were over the age of 55

24.5% of the respondents stated that they lived in the town centre

7% of the respondents stated that the work in the town centre

71.5% of the respondents stated that they were visitors to the town centre

61.5% of the respondents stated that they were in either full or part-time employment

20% of the respondents stated that they were retired

3% of the respondents stated that they were students

26% of respondents stated that they worked from home every day through 2021

26% of respondents stated that they work from home between 1 and 3 days a week through 2021

Travel and Parking:

24.5% of the respondents stated that they had walked or cycled into the town centre

6% of the respondents stated that they had travelled by bus or coach

69.5% of the respondents stated that they had travelled by car, either as the driver or passenger

91% of respondents stated that they had not had any difficulties finding a car parking space

48.5% of those who had travelled by car parked off-street in a CDC car park

21% of those who had travelled by car parked on-street

57% of respondents stated that the price of parking was the same or better than surrounding centres

Origin of Journey and Travel Time:

53.5% of the respondents stated their journey time to the town centre as less than 20 minutes

38% of the respondents stated their journey time to the town centre as between 20 and 60 minutes

8.5% of the respondents stated their journey time to the town centre as being over 60 minutes

79.5% of the respondents stated that their journey started from home

5.5% of the respondents stated that their journey had started from work

1.5% of the respondents stated that their journey had started from hospital/medical appointment

12.5% of the respondents stated that their journey had started from family or friends home

1% of the respondents stated that they were on holiday

Length of Visit:

114 respondents expected to stay in the town centre for less than 2 hours

71 respondents expected to stay in the town centre for half a day

15 respondents expected to stay in the town centre for over 4 hours

Main Reason and Choice of Visit:

65% of the respondents stated that they choose to shop/visit the town centre due to close proximity to friends/family/home/work/school/college

15.5% of the respondents stated that they choose to visit the town centre to meet friends

13.5% of the respondents stated that they chose to visit the town centre for a change

33.5% of the respondents stated that they chose to visit the town centre because of the choice, provision and quality of shops and services

14% of the respondents stated that their main reason for visiting was to use the bank/building society/post office

21.5% of the respondents stated that their main reason for visiting was to browse

19.5% of the respondents stated that their main reason for visiting was to go to a café/restaurant/pub

12% of the respondents stated that their main reason for visiting was for work/school/college

7% of the respondents stated that their main reason for visiting was social/leisure/tourism

5% of the respondents stated that their main reason for visiting was for the chemist/doctors

3% of the respondents stated that their main reason for visiting was to go to the hairdressers/launderette

18% of the respondents stated that their main reason for visiting was shopping

Secondary Purpose of Visit:

5.5% of the respondents stated they would also be going to the bank/building society/post office

11.5% of the respondents stated they would also be browsing

31% of the respondents stated that they would also be going to a café/restaurant/pub

6.5% of the respondents stated that they would also be going to the chemist/doctors

5% of the respondents stated that they would also be going to the stationers/newsagent

12.5% of the respondents stated that they would also be going to the Tesco Metro/M&S/Waitrose

Main Food and Grocery Shopping:

87% of the respondents stated that they would not undertake their main food and grocery shop whilst in the town centre

104 respondents stated that for their most recent main food and grocery shop they had visited Cirencester

85 respondents stated that for their most recent main food and grocery shop they had not visited Cirencester but had gone to towns including Stroud, Swindon, Bristol and Cheltenham

11 respondents stated that they had done their most recent main food and grocery shop online

Frequency of Visiting:

51% of the respondents stated that they visit Cirencester town centre regularly during the week

27.5% of the respondents stated that they visit Cirencester town centre less frequently each month

8% of the respondents stated that this was the first time they had visited Cirencester town centre

26.5% of the respondents stated that they now visit Cirencester town centre less frequently than before COVID

48% of the respondents stated that they now visit Cirencester town centre as, and or more, frequently than before COVID

76.5% of the respondents stated that in 12 months' time they expected to visit Cirencester town centre as, and or more, frequently than in May 2021

Response to Climate Emergency:

53% of the respondents stated that the town centre would benefit from less through traffic

71.5% of the respondents stated that the town centre, in and around the Market Place, should be fully or partially pedestrianised in order to reduce pollution and carbon emissions

15.5% of the respondents stated that they preferred the continuation of existing arrangements in and around the Market Place

Evening Economy:

41% of the respondents stated that they did not visit the town centre in the evening

17.5% of the respondents stated that they visited the town centre in the evening on a weekly or monthly basis

28% of the respondents stated that they visited the town centre in the evening less than once a month

90.1% of the respondents stated that they visited the town centre in the evening to eat out or visit a bar/pub

4.4% of the respondents stated that they visited the town centre in the evening to pick up a take away

4.4% of the respondents stated that they visited the town centre in the evening to go to a concert/gym/non-food shopping

85.7% of the respondents stated that they spent up to 3 hours in the town centre in the evening

Comparison with Cheltenham, Gloucester and Swindon:

70.5% of the respondents stated that the choice of shops was the same or better in Cirencester

70% of the respondents stated that the range of goods and services were the same or better in Cirencester

82% of the respondents stated that the choice of independent specialist shops was the same, better or much better in Cirencester

81.5% of the respondents stated that the range and choice of pubs and restaurants was the same, better or much better in Cirencester

55.5% of the respondents stated that leisure facilities were the same, better or much better in Cirencester

Environment:

58.5% of the respondents stated that the environment in the town centre was better or much better compared to surrounding centres

27.5% of the respondents stated that the cleanliness of the town centre was better or much better compared to surrounding centres

67.5% of the respondents stated that the public information, signposts and public facilities were the same, better or much better compared to surrounding centres

Working from Home:

110 of the respondents had worked from home during Covid-19 restrictions

47 of the respondents expected to continue to work from home once Covid-19 restrictions are lifted

Business Survey

A business survey was jointly commissioned by Cotswold District Council and Cirencester Town Council through NEMS market research.

A questionnaire was posted to 396 local businesses on Monday 17th May 2021 and included a pre-paid reply envelope. Respondents were given until Monday 14th June to reply. 39 surveys were completed and returned. Full details and data is provided in the Appendices to this report.

Almost 90% of businesses across Cirencester and Cotswold District, as a whole, are microbusinesses with 9 or fewer employees.

COVID Impact:

28.2% of businesses did not respond to this question

12.5% stated a reduced turnover and clientele

5.1% stated no adverse effect due to continued operation

23.1% stated they had been closed for many months

BREXIT Impact:

43.6% of businesses did not respond to this question

20.5% stated there had been no impact

12.8% stated that the impact was time consuming and difficulties importing goods

5.1% stated issues with delivery and stock supply

Networking and Promotion:

48.7% of respondents stated they don't attend or participate in any local retail or business forums

35.9% of respondents did not respond to the question about networking

12.9% of respondents networked with the Chamber of Commerce/Cirencester Business Club

2.6% of respondents are on LinkedIn

28.2% of respondents use social media to promote their business

25.6% of respondents have their website and/or use the Cirencester Local website

15.4% of respondents use printed media

17.9% of respondents use word of mouth

Town Centre Management and Communication:

41% stated that town centre management was fairly/very good compared with competing towns

33.3% stated that communication between retailers was fairly/very good compared with competing towns

Retail Offer:

71.8% stated that the independent shops were fairly/very good compared with competing towns

53.8% stated that the specialist shops were fairly/very good compared with competing towns

46.2% stated that the range of shops compared with competing towns was poor/fairly poor

Employment:

59% stated that they employed more than 50% of staff from in/around Cirencester

69.2% stated that they employed up to 5 full-time staff

56.4% stated that they employed up to 5 part-time staff

61.5% stated that it was difficult to recruit permanent/temporary staff

Turnover and Online Shopping:

82.4% stated that internet sales had increased over the last 3 years

43.6% stated that they provide customers with the option for online shopping

64.7% stated that they provide customers with a click and collect service

76.9% stated that they expected their business to stay the same or grow over the next 3 years

66.6% stated that their turnover had been static or decreased over the last 12 months

65% stated that they were closed on a Sunday

50% stated that their busiest day was a Saturday

66.6% stated that up to 20% of their turnover was generated by people working in the town centre

66.6% stated that over 50% of their turnover was generated by local residents

Business Premises:

84.6% stated they were satisfied with their current premises

66.7% stated that they intend to remain in their existing unit in the future

7.7% stated that they intend to relocate within the town in the future

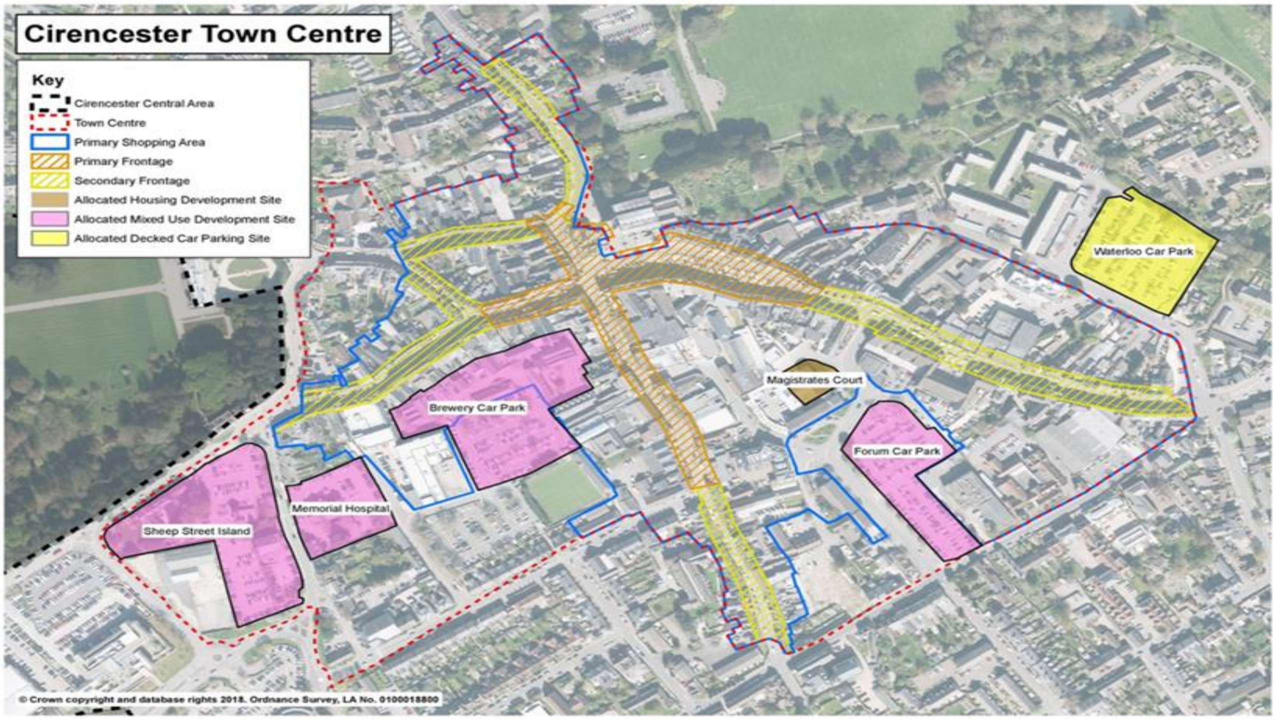
12.8% stated they intended to sell or relocate the business out of Cirencester

53.8% stated that they had traded from their current premises for over ten years

4. VITALITY AND VIABILITY ASSESSMENT:

This health check assessment aims to understand Cirencester town centre's vitality and viability in 2021 and seeks to identify issues within the town centre which will help shape the strengths, weaknesses, opportunities and strengths analysis. The following map in Figure 3, shows the frontage designations and development sites allocated in the Local Plan. The proposed decked parking of the Waterloo is currently under review.

Figure 3: Cirencester Town Centre - Designated Areas



Source: Cotswold District Council Local Plan

In addition to assessing the digital and technology health of the town centre, updated Planning Practice Guidance identifies a range of indicators which have been used to assess the vitality and viability of Cirencester, these are:

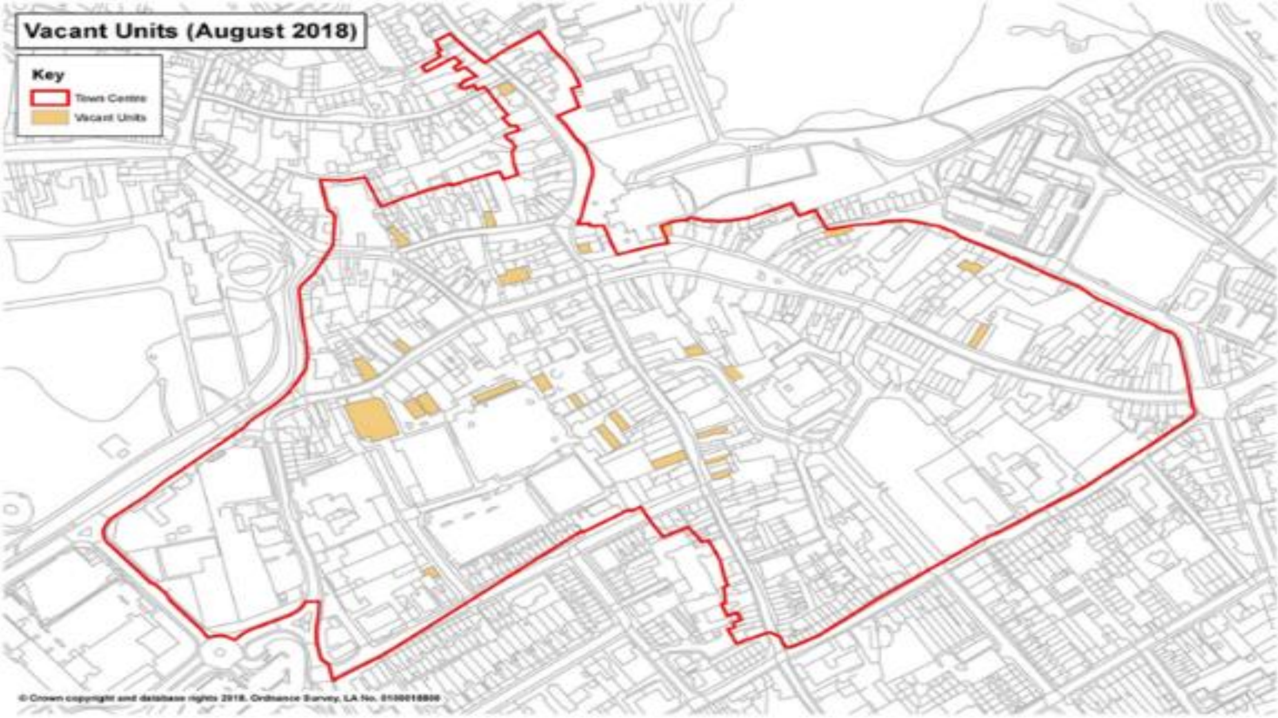
- the proportion of vacant street level property
- commercial yields on non-domestic property
- commercial rents
- diversity of uses
- retailer representation and intentions to change representation
- balance between independent and multiple stores
- barriers to new businesses opening and existing businesses expanding
- opening hours, availability and evening economy offer
- customers' experience and behaviour
- pedestrian flows
- accessibility
- perception of safety and occurrence of crime
- state of the town centre environmental quality

4.1 Proportion of Vacant Street Level Property

All healthy town centres contain some vacant units. These allow new operators to start-up or existing operators to expand into new premises. However, an above average shop vacancy rate can indicate poor health. Similarly, poor health can be indicated by: a high proportion of vacant units of a particular size or type; a proliferation of vacant units in a particular part of a town centre; or vacant units failing to be re-let.

The vacancy rate of Cirencester Town Centre was previously assessed in the Cirencester Town Centre Health Check (2018, as per the map below, in Figure 4) and a subsequent focussed review of the vacancy rate was undertaken in 2019.

Figure 4: Cirencester Town Centre Vacant Units August 2018



Source: Cotswold District Council Town Centre Health Check 2018

The 2018 health check established that Cirencester's vacancy rate had doubled within four years, rising from 4% in 2014 to 8% in 2018. Although the 2018 vacancy rate remained below the national average of 11%, the rise did not follow the national trend, where vacancy rates had remained fairly static. The 2019 survey confirmed that the number of vacant units had not increased since the previous year.

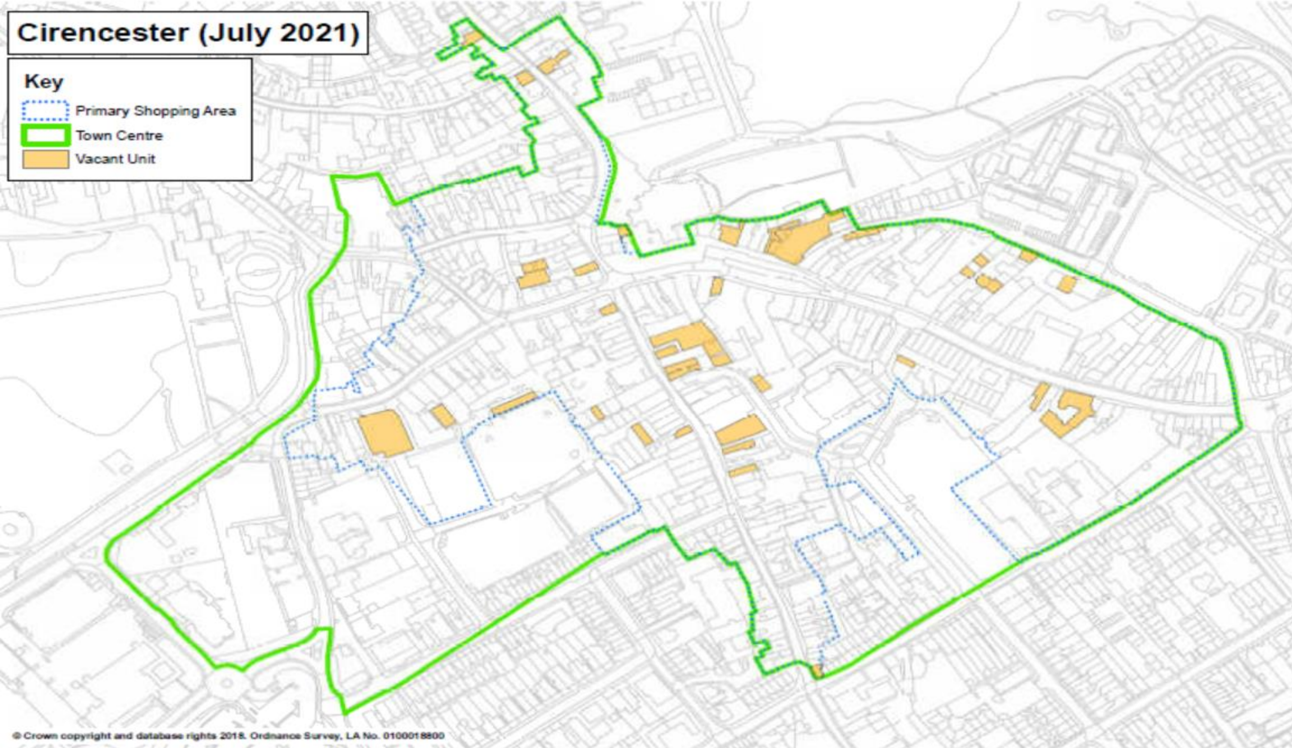
The key findings of the 2018 and 2019 assessments were that several national retailers had been lost from the town centre, including House of Fraser and Bensons for Beds.

Some long-term vacant units had been re-let, several further units were either under alteration or had been acquired and there was a good churn of units.

However, the town centre had several areas where persistent vacant units were becoming an issue, notably around Bishops Walk, Brewery Court and The Swan Yard.

The map and table, Figure 5 and Table 1 below, identify that Cirencester's number of vacant units has increased from 28 in March 2019 to 41 in August 2021. It should be noted that at the time of writing this report three of these vacant units are in the process of being reused. Taking this into consideration, the pattern of vacant units is consistent with the trend seen nationally.

Figure 5: Cirencester Town Centre Vacant Units July 2021



Source: Cotswold District Council Town Centre Health Check 2021

Table 1: Cirencester Town Centre Vacant Units 2012 - 2021 compared with National Average

	Cirencester	UK
April 2012	15 (5%)	12%
April 2014	14 (4%)	11%
June 2016	19 (6%)	11%
August 2018	28 (8%)	11%
March 2019	28 (8%)	11%
July 2021	41 (12%)	14%

Source: Cotswold District Council Town Centre Health Check and British Retail Consortium

Cirencester town centre has by far the highest vacancy rate of any town centre in the Cotswold District. For example, Stow-on-the-Wold has a vacancy rate of 5% and Tetbury has a vacancy rate of 3% in 2021.

By its nature, Cirencester, is likely to have a higher vacancy rate than other towns in the District due to the composition of its offer. Cirencester has a greater proportion of comparison goods retail, which is a sector that has been affected more substantially by the shift to online shopping. In addition, Cirencester has a greater proportion of national retailers, which also account for a significant proportion of store closures with the chains looking to consolidate their estates.

10.5% of those responding to the in street survey felt that filling the vacant shops would improve Cirencester town centre.

Distribution of Vacant Units

The distribution maps, as above, show how the distribution of vacant units across the town centre has changed over the last three years. In 2021, the units are reasonably well-distributed within different parts of the centre, although there is a concentration in Cricklade Street, Brewery Court and The Woolmarket.

A concentration of vacant units existed in 2019 around The Swan Yard, although this has since greatly improved. Several units around the Brewery / Brewery Court area have also been re-let on short-term leases, although there remains a concentration of long-term vacant units in this location, albeit to a lesser degree than in 2019.

The area around The Woolmarket has also seen an increase in its number of vacant units to the point where it could now be said there is a concentration. The Woolmarket is actively managed, so it is hoped a resolution to this issue could be found without a policy intervention.

New Vacant Units

Table 2 identifies some notable losses from the town centre since 2019. Fourteen stores have closed, including units in prominent locations such as Mistral and Edinburgh Woollen Mill in Market Place and several units in Cricklade Street, including Carphone Warehouse, Halfords, Poundland and TUI. Cricklade Street has become particularly prominent in terms of its increased number of empty units.

Table 2: Cirencester Town Centre Vacant Units March 2019 to August 2021

Former store	Former Goad category	Type	Observations
Temple Mamma	Leisure	Restaurant	Café proposed
Goldsmiths	Comparison	Jewellers	Unit acquired
Poundland	Convenience	Convenience	Offer made
Mistral	Comparison	Clothing	Unit acquired
Edinburgh Woollen Mill	Comparison	Clothing	Unit under offer
West Cornwall Pasty company	Leisure	Café	Restaurant proposed
Dorothy Perkins/Burtons	Comparison	Clothing	Vacant
Halfords	Service/comparison	home and garden	Under offer

141	Service	Hairdressers	Unit acquired
He says she waffles	Leisure	Café	Vacant
Thomas Cook	Service	Travel agents	To let with reduced rent
TUI	Service	Travel agents	Unknown
Carphone Warehouse	Service	Technology	Vacant
Store Twenty One	Comparison	Clothing	Now occupied by Cotswold Cats and Dogs Home
Woodcock and Cavendish	Comparison	Clothing	Vacant

Source: Cotswold District Council Cirencester Town Centre Health Check 201

Re-Occupied Units

Many vacant units are in the process of being re-let or sold. For example, a new tenant has occupied Mistral as of June 2021. A planning application for a restaurant has been lodged for an empty unit in the Woolmarket. A coffee shop is also set to take over the unit previously occupied by Temple Mamma in Swan Yard. Seven of the empty units in Cirencester town centre are under offer.

A highly significant sequence of re-lettings has been completed around the Market Place. The former Bensons for Beds unit has been occupied by Joules and the former Joules unit has been occupied by Moonstruck.

Persistent Vacant Units

Some vacant stores persist, such as the former House of Fraser in Market Place, as well as the units at 2 Waterloo. However, the agents for the House of Fraser building report significant interest both in terms of potential sale and letting and the units at 2 Waterloo are being renovated in order to become bespoke commercial units.

The Brewery Court area is under consideration for long-term redevelopment plans, which could inhibit units being re-let. However, since 2018 three units have been re-let, including the former Store Twenty-One which is currently vacant but is due to be occupied by the Cotswold Cats and Dogs Home (a charity shop), although this is presumably on a short-term/temporary basis.

Size of Vacant Units

The total size of vacant units is 6,316 sq.m with an average vacant unit size of 166 sq.m. The loss of larger retailers such as Poundland (628 sq.m) and Dorothy Perkins (409 sq.m), a trend seen nationally as this type of unit decreases in demand, significantly affects the total size of Cirencester’s vacant floorspace.

However, some of the larger vacant units have seen interest or are being converted for new occupation, such as the former Store Twenty-One (878 sq.m) and Goldsmiths (188 sq.m). Aside from this, there is a good variety of vacant unit sizes in Cirencester, from 8 sq.m to 878 sq.m, which will suit a variety of potential occupiers.

4.2 Commercial Yields on Non-Domestic Property

Aspinall Verdi, commissioned by Cotswold District Council through Nexus, provided information on the current commercial property rental yield on non-domestic property. This is calculated by dividing the annual income by the property's value and then multiplying by 100. In respect of investment deals for high street retail space between 2018 and 2021 Aspinall Verdi have identified the sale of three units which were sold for between £225,000 and £2.1 million; in terms of Net Initial Yield there is evidence of this ranging from 5% and 6.75% which compares with the current retail national average as at April 2021.

4.3 Commercial Rents

As part of the same commission reference above, Aspinall Verdi provided information on current commercial rents. It was noted that given the Cirencester property market is relatively small in scale there was limited evidence in terms of property listings and market transactions to provide an indication of supply and demand. Aspinall Verdi's research identified 12 retail units currently available with rents ranging from £12.08 to £66.07 per square foot. On the demand side 10 transactions were identified since 2018 with rents ranging from between £6 and £42 per square foot. The retail market within Cirencester appears to be performing well with only a small supply of retail units available to buy or let. Retail turnover in Cotswold District totalled £82 million in 2020 which suggests that tourism is a significant contributor in the performance of the local retail market.

4.4 Diversity of Uses

In 2021, the town centre had 349 units (c.f. 349 units in 2018) and 50,592 sq.m of floorspace (c.f. 51,185 sq.m in 2018). Table 3 below, based on Experian GOAD categories, provides a comparison with the national average for town centres of all sizes.

The survey used to support this health check is based on units and floor space inside the town centre boundary.

This differs slightly from the survey used to support the Cirencester Town Centre Feasibility Study: Forecast Change in Uses to 2051 (Nexus, October 2021), which is based on an Experian GOAD map (the difference being that the Experian GOAD map does not include all units and floorspace within the town centre boundary). However, the two surveys are broadly consistent and identify the same key issues and trends.

Table 3: Cirencester Town Centre Units and Floorspace in 2021 compared with National Averages

GOAD Category	Units UK Average at 2021 (%)	Floorspace UK Average at 2021 (%)	Cirencester Units at 2021 (%)	Cirencester Floorspace at 2021 (%)
Convenience	9%	15%	6%	9%
Comparison	27%	31%	39%	38%
Retail Service	16%	7%	15%	9%
Leisure Service	25%	26%	16%	19%
Financial & Business Service	9%	7%	12%	12%
Vacant	14%	13%	12%	13%
TOTAL	100%	100%	100%	100%

Source: Cotswold District Council Cirencester Town Centre Health Check 2021 (based on a survey of the town centre boundary) and Experian GOAD national average figures

The data shows that compared to other town centres there is less leisure provision in Cirencester's town centre and whilst there is also less convenience provision, this category includes supermarkets.

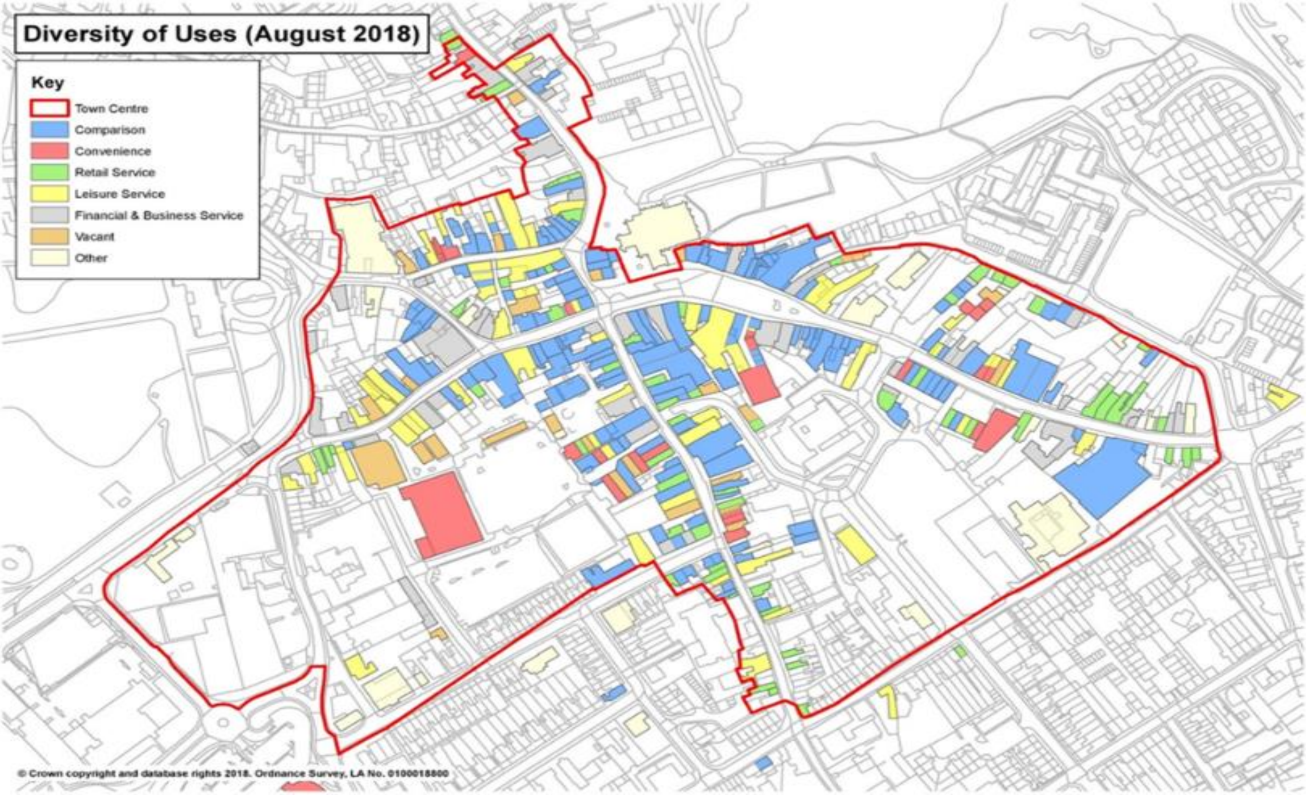
Outside of the town centre boundary, Cirencester has a Waitrose, Aldi and Lidl supermarkets, a Tesco Extra superstore. Within the town centre, Cirencester has at least one of each convenience category ranging from bakers to frozen foods and butchers, grocers and health foods.

Cirencester performs significantly better in respect of the percentage of comparison goods; this category ranges from antiques and art shops through to charity shops, clothing, DIY and newsagents.

The retail service offer in Cirencester is slightly below the national average, although the town centre has an above average proportion of financial and business service units.

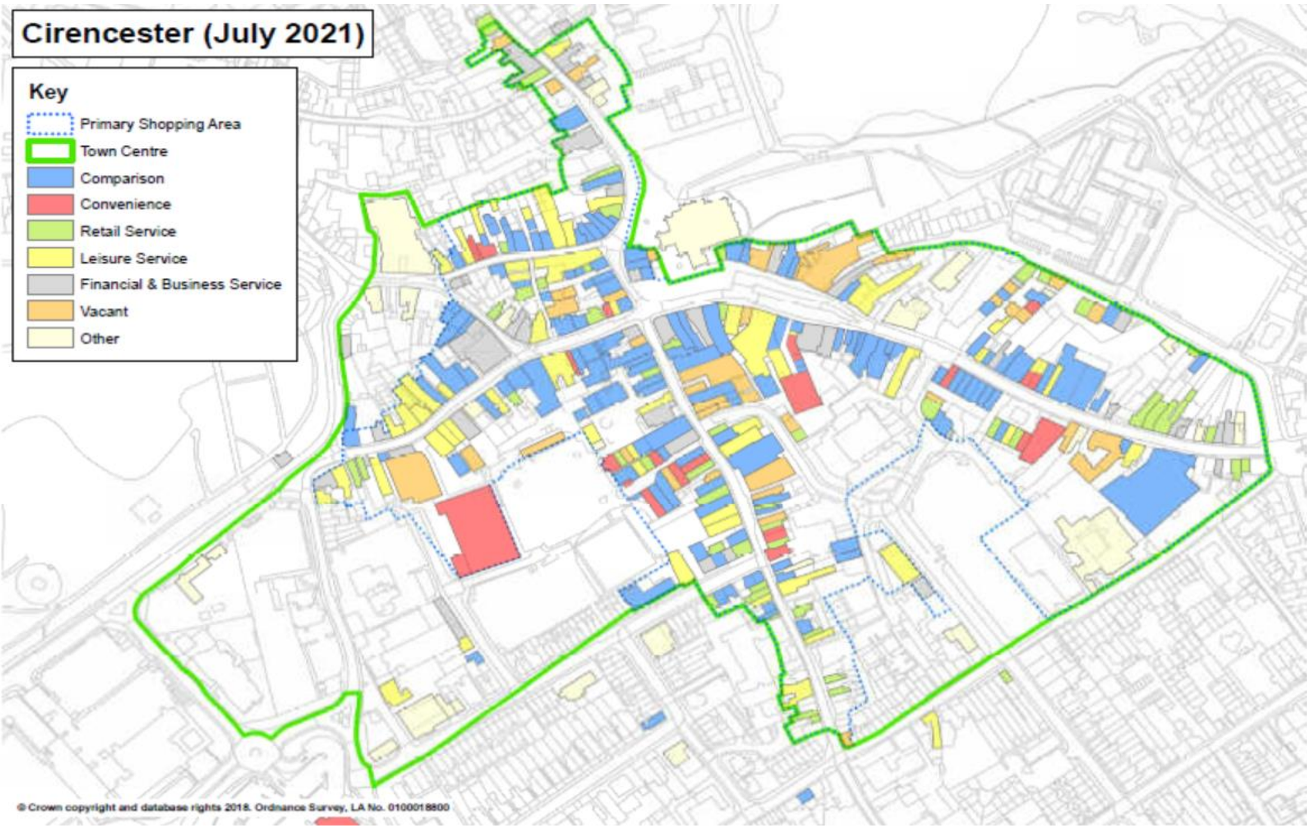
The following maps, Figures 6 and 7 refer, show the diversity of uses, based on the GOAD categorisation within, and near the town centre of Cirencester, for 2018 and 2021.

Figure 6: Cirencester Town Centre Diversity of Uses August 2018



Source: Cotswold District Council Cirencester Town Centre Health Check 2018

Figure 7: Cirencester Town Centre Diversity of Uses July 2021



Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Compared over a longer period since 2014 (see Tables 4 to 6 below), performance of the town centre is summarised as follows:

- Convenience – no significant change and performing below national average
- Comparison – decreased provision but still performing above national average
- Retail Service – decreased provision and performing slightly below the national average
- Leisure Service – increased provision and performing below national average
- Finance and Business Service – decreased provision but performing above national average
- Vacant Units – increased and performing below national average

Table 4: Cirencester Town Centre Diversity of Uses 2014

	2014			
	Number	Proportion (%)	Floorspace (sq.m)	Proportion (%)
Convenience	22	7%	4,859	10%
Comparison	152	45%	23,046	46%
Retail Service	49	15%	4,718	9%
Leisure Service	55	16%	8,244	17%
Financial & Business Service	45	13%	7,079	14%
Vacant	14	4%	2,002	4%
Total	**337**		**49,948**	

Source: Cotswold District Council Town Centre Health Check 2018

Table 5: Cirencester Town Centre Diversity of Uses 2018

	2018			
	Number	Proportion (%)	Floorspace (sq.m)	Proportion (%)
Convenience	20	6%	4,757	9%
Comparison	144	41%	21,372	42%
Retail Service	59	17%	4,831	9%
Leisure Service	53	15%	9,215	18%
Financial & Business Service	45	13%	7,428	15%
Vacant	28	8%	3,582	7%
Total	**349**		**51,185**	

Source: Cotswold District Council Town Centre Health Check 2018

Table 6: Cirencester Town Centre Diversity of Uses July 2021

	July 2021			
	Number	Proportion (%)	Floorspace (sq.m)	Proportion (%)
Convenience	21	6%	4,615	9%
Comparison	137	39%	19,003	38%
Retail Service	52	15%	4,313	9%
Leisure Service	56	16%	9,638	19%
Financial & Business Service	42	12%	6,276	12%
Vacant	41	12%	6,747	13%
Total	349		50,592	

Source: Cotswold District Council Town Centre Health Check 2021

The in street survey identified that compared with surrounding town centres including Cheltenham, Gloucester and Swindon, 70.5% of respondents stated that the choice of shops was the same or better, 70% stated that the range of goods and services was the same or better and 82% stated that the choice of independent specialist shops was the same, better and/or much better. 80% stated that the range of financial and business services was the same, better and/or much better. 55.5% stated that leisure facilities were the same, better and/or much better.

Convenience Goods

There was limited movement in this sector between 2018 and 2021, with one additional grocers/delicatessen. In addition, a vacant property in the lower end of Cricklade Street is in the process of refurbishment and due to open as a baker and confectioner.

Cirencester town centre continues to provide a good range of convenience goods across all sub-categories, indicating a current economic trend of surviving the impact of COVID.

Table 7: Cirencester Town Centre Convenience Goods Types 2014 - 2021

Convenience Goods Types	2014	2016	2018	2021	+/-
Bakers & Confectioners	3	3	3	3	-
Butchers	2	2	3	2	-1
Confectionery, Tobacco & News	0	1	1	1	-
Convenience Stores	1	1	1	1	-
Fishmongers	1	1	1	1	-

Frozen Foods	0	0	1	1	-
Greengrocers	2	1	1	1	-
Grocers & Delicatessens	5	4	1	2	+1
Health Foods	2	3	2	2	-
Markets (buildings)	1	1	1	1	-
Off Licences	1	2	1	2	+1
Shoe Repairs Etc.	2	2	2	2	-
Supermarkets	2	2	2	2	-

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Comparison Goods

There was some movement in this sector between 2018 and 2021 with an overall net loss of 7 comparison goods shops. However, compared to the national average of 27.4%, Cirencester still has a strong offer with 39% of available units being comparison goods. In addition, out of the 40 comparison goods categories, Cirencester has provision of at least one shop in 35 of the categories; where Cirencester doesn't have provision is a department store having lost its House of Fraser (Rackhams) store which closed in 2019, music and video recordings (n.b. Cirencester has gained a music and musical instrument shop since 2018), second hand goods, vehicle and motorcycle sales and vehicle accessories.

As part of the in street survey, 60 respondents said they would like to see more clothing stores. Whilst we do not have information on the type of clothing store, 12 males and 48 females responded to this question sixteen of whom were aged between 18 and 34, twenty-three of the respondents were aged between 35 and 54; there is also some anecdotal evidence that a Primark type store providing affordable and wider range of clothing would benefit Cirencester.

8% of the in street respondents said that less charity shops in the town centre would make it more attractive with 6.5% saying an increase choice and range of shops would improve the town centre.

Whilst 17 respondents want a department store presence in Cirencester; eight of whom being aged between 18 and 34, this is a particular area where town centres are facing the impact of online retail and the changing face of the high street.

It was recently reported that more than eight out of 10 department stores have closed in the past five years. Property information company CoStar Group has tracked various department chains, including House of Fraser, since 2016 and has reported that of 388 stores that had closed, the vast majority have remained empty.

Officers at Cirencester Town Council and Cotswold District Council have remained in contact with the property agents of the former Rackham's building and there remains strong commercial interest in refurbishing and repurposing the property in the Market Place. It is anticipated that this key unit in the heart of the town centre will be brought back into use in the relatively near future.

Table 8: Cirencester Town Centre Comparison Goods Types 2014 - 2021

Comparison Goods Types	2014	2016	2018	2021	+/-
Antique Shops	2	2	2	1	-1
Art & Art Dealers	3	5	5	4	-1
Booksellers	4	2	2	3	+1
Carpets & Flooring	4	5	5	4	-1
Catalogue Showrooms	1	1	1	1	-
Charity Shops	14	14	15	16	+1
Chemist & Drugstores	2	2	2	2	
Children & Infant Wear	2	1	1	1	
Clothing General	2	2	2	3	+1
Crafts, Gifts, China & Glass	17	12	11	11	-
Cycles & Accessories	3	3	3	1	-2
Department & Variety Stores	3	2	2	0	-2
DIY & Home Improvement	0	0	1	1	-
Electrical & Other Durable Goods	3	2	1	1	-
Florists	2	2	2	1	-1
Footwear	2	5	4	4	-
Furniture Fitted	1	1	1	1	-
Furniture General	9	10	9	10	+1
Gardens & Equipment	1	1	1	1	-
Greeting Cards	1	1	1	1	-
Hardware & Household Goods	3	3	4	3	-1
Jewellery, Watches & Silver	7	8	11	10	-1
Ladies & Mens Wear & Accessories	9	6	6	6	-
Ladies Wear & Accessories	26	25	23	20	-3

Leather & Travel Goods	1	1	1	1	-
Menswear & Accessories	3	5	3	4	+1
Music & Musical Instruments	1	0	0	1	+1
Music & Video Recordings	0	0	0	0	-
Newsagents & Stationers	1	1	1	1	-
Office Supplies	2	2	2	1	-1
Other Comparison Goods	3	2	2	4	+2
Photographic & Optical	1	1	1	1	-
Second-hand Goods, Books, etc.	0	0	0	0	-
Sports, Camping & Leisure Goods	4	2	2	3	+1
Telephones & Accessories	6	5	6	5	-1
Textiles & Soft Furnishings	4	5	5	4	-1
Toiletries, Cosmetics & Beauty Products	1	1	2	3	+1
Toys, Games & Hobbies	3	3	4	2	-2
Vehicle & Motorcycle Sales	0	0	0	0	-
Vehicle Accessories	1	0	0	0	-

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Retail Service

Since 2018, there has been a net loss in retail service shops, although Cirencester still performs on a par with the national average with some of the GOAD categories being outdated such as video rental. Overall Cirencester still provides vital retail services such as dry cleaners, health and beauty, opticians and a Post Office. In addition, there are three petrol filling stations within the vicinity of the town centre boundary.

Table 9: Cirencester Town Centre Retail Service Types 2014 - 2021

Retail Service Types	2014	2016	2018	2021	+/-
Clothing & Fancy Dress Hire	1	0	0	0**	-
Dry Cleaners & Launderettes	4	4	4	4	-
Filling Stations	0	0	0	0	-

Health & Beauty	24	36	35	34*	-1
Opticians	7	7	7	5	-2
Other Retail Services	2	4	4	2	-2
Photo Processing	0	0	1	1	-
Photo Studio	1	0	0	0	-
Post Offices	1	1	1	1	-
Repairs, Alterations & Restoration	4	4	4	5	+1
Travel Agents	4	3	3	1*	-2
TV, Cable & Video Rental	0	0	0	0	-
Vehicle Rental	0	0	0	0	-
Vehicle Repairs & Services	0	0	0	0	-
Video Tape Rental	1	1	0	0	-

**indicates a further first floor unit not shown in figures **indicates two further first floor units not shown in figures*

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Leisure Service

Since 2018, there has been a net gain in leisure service types with an additional two cafes setting up business and a fast food takeaway My Moo.

There are several notable leisure services located close to the town centre that are not recorded as town centre leisure uses, but in practice complement the town centre leisure offer. These include Cirencester Leisure Centre, Cirencester Lido and the Barn Theatre. Cirencester also has a rich cultural offer, such as its parks, museum, amphitheatre and Roman and medieval history. These are also not recorded in the Goad category tables but also contribute towards the town's leisure offer.

Compared with other nearby centres 81.5% of respondents to the in-street survey stated that the range of pubs and restaurants was the same or better and 55.5% said that leisure was the same or better.

6% of respondents said that they would like to see a children's activity centre, 12% a cinema and 7.5% more music events in the town centre.

Cirencester does not have a strong evening economy which would explain why it performs below the national average in terms of the proportion of leisure service types. Notable leisure services not within the town centre include a cinema, night clubs and a less than may be expected hotel offering. The Cirencester Town Centre Feasibility Study: Forecast Change in Uses to 2051 (Nexus, October 2021) identifies these types of use as areas where the town centre could strengthen its offer, particularly to boost its role as a tourist destination and enhance its evening offer.

Table 10: Cirencester Town Centre Leisure Service Types 2014 - 2021

Leisure Service Types	2014	2016	2018	2021	+/-
Bars & Wine Bars	3	2	3	4*	+1
Bingo & Amusements	0	0	0	0	-
Cafés	18	16	15	17*	+2
Casinos & Betting Offices	2	2	2	2	-
Cinemas, Theatres & Concert Halls	1	1	1	0**	-1
Clubs	1	1	1	1	-
Disco, Dance & Nightclubs	0	0	0	0*	-
Fast Food & Take Away	4	3	3	4	+1
Hotels & Guest Houses	2	2	2	3	+1
Public Houses	7	9	8	8	-
Restaurants	16	16	16	15	-1
Sports & Leisure Facilities	1	2	2	2*	-

** indicates a further first floor unit not shown in the figures ** relates to New Brewery Arts now reclassified as Crafts, Gifts, China & Glass*

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Financial and Business Services

Whilst there has been a net loss of three business service uses since 2018, Cirencester continues to perform strongly and above the national average for town centres in this category. 80% of the in street respondents stated that the range of services was the same or better than surrounding towns.

Cirencester is also bucking the national trend in respect of high street bank provision, with a total of 7 retail banks in the town centre. A physical presence of banks and other financial and business services is particularly important in Cirencester because the town has a wide rural catchment area that contains a large elderly population who rely on such facilities.

The Rural Services Network has recently reported that:

'In banking, many lenders are reducing hours or closing high street branches. Which?'s bank closure tool has been tracking the decline in physical branches since 2015. This shows 4,299 branches have closed since January 2015, a rate of around 50 per month. In the first three-months of 2021, the number of bank closures planned for the year outstripped those in 2020. Wentworth and Dearne in Yorkshire is the first parliamentary constituency to lose all of its branches. By the end of 2021 it will be joined by Sheffield Hallam, Bradford South, Warrington North and Erith and Thameshead; with a further 20 constituencies down to their last branch.'

Table 11: Cirencester Town Centre Financial and Business Service Types 2014 - 2021

Financial & Business Service Types	2014	2016	2018	2021	+/-
Building Societies	3	2	2	2	-
Building Supplies & Services	0	0	0	1	+1
Business Goods & Services	0	0	0	0	-
Employment & Careers	1	0	1	0	-1
Financial Services	7	7	4	4*	-
Legal Services	6	2	3	3	-
Other Business Services	2	4	8	7**	-1
Printing & Copying	2	3	3	3*	-
Property Services	18	18	17	15	-2
Retail Banks	6	7	7	7	-

**indicates a further first floor unit not shown in figures **indicates two further first floor units not shown in figures*

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Markets

Since the town centre regeneration scheme in 2017, led by Cirencester Town Council, which created a community space and pedestrian area in front of the Parish Church in the Market Place the markets and events offer has grown from strength to strength. This is despite the significant impact of COVID-19 in 2020 when the markets and events had to close.

Weekly Charter Markets:

The weekly Charter Markets are held on Mondays and Fridays (9am to 3pm). Since the markets re-opened in June 2021, they remained slightly smaller, due to COVID restrictions, but still attracted an average of 30 stalls a week. The Charter Markets offer a variety of goods from fruit and veg to clothing and home accessories, as well as street food.

40% of the in street survey respondents had never visited the Monday Market before, 41.5% hadn't visited in the last six months, although 18.5% had visited.

The one thing those who had visited the Monday Market particularly liked included: local produce 21.6%, friendly atmosphere 10.8%, range of food 24.3%, and traditional values 10.8%.

The one thing those who had visited the Monday Market particularly disliked included: not big enough 5.4%, not enough stalls 5.4%. 81.1% said that there was nothing they disliked.

36.5% of the in street survey respondents had never visited the Friday Market before, 40.5% hadn't visited in the last six months, 23% had visited.

The one thing those who had visited the Friday Market particularly liked included: local produce 13%, freshness of food 10.9%, friendly atmosphere 13% and range of food 21.7%.

The one thing those who had visited the Friday Market particularly disliked, included: not big enough 4.3%, not enough stalls 4.3%. 76.1% said that there was nothing they disliked.

Farmers' Market:

The Farmers' Market, consists of an average of 26 stalls and is held on the second and fourth Saturday of each month from 9am to 2.30pm and has remained open for customers to buy essential items throughout the COVID lockdowns. The Farmers' Market showcases local produce and goods with all traders coming from within a 30-mile radius of the town. Produce available includes locally brewed beer, pies, chocolate brownies, game poultry and fruit and veg.

32.5% of the in street respondents had never visited the Farmers' Market before, 39% hadn't visited in the last six months, 28.5% had.

One thing those who had visited the Farmers' Market particularly liked: local produce 15.8%, freshness of food 19.3%, quality of food 14%, range of food 12.3% and traditional values 10.5%.

One thing those who had visited the Farmers' Market particularly disliked: poor facilities 3.5%, poor value for money 3.5%. N.b. 3.5% equates to 2 people. 80.7% said that there was nothing they disliked.

Speciality Markets:

Following COVID safety measures and guidance, a number of speciality markets were held in 2020-21 these included: -

- Arts & Crafts Markets
- Family Food Festival
- France at Home Market
- Asian Food Market
- Late Summer Market
- Autumn Market
- December Festive Markets

13.5% of the in street respondents had visited the arts and crafts market within the last six months, 41.5% hadn't and 45% had never visited. Those who had visited said that the one thing they particularly liked included the friendly atmosphere, range of non-food items, variety and traditional values. 96.3% said that there was nothing they particularly disliked. One person stated that there were not enough stalls.

In addition to the on-street markets there is also the undercover Corn Hall Market. 28.5% of the in street survey respondents had visited the Corn Hall Market within the last six months, 37% hadn't and 34.5% had never visited. One thing respondents who had visited the Corn Hall Market particularly liked: everything 19.3%, range of non-food 14%, variety 10.5% and traditional values 15.8%. One thing respondents who had visited the Corn Hall Market particularly disliked included: not big enough 5.3% and poor quality of non-food 3.5%. 73.7% said that there was nothing they particularly disliked.

3.5% of respondents had also visited a speciality market or one-off event in Cirencester and 2.5% of respondents chose to visit Cirencester specifically because of the markets.

Out-of-Centre Retail

Cirencester has several out-of-centre convenience goods facilities, including Tesco Extra at Kings Meadow, Cricklade Road (4,407sq.m net); Waitrose at Sheep Street (2,440sq.m net), Lidl at Love Lane (1,416sq.m net), Aldi at Cricklade Road (1,006sq.m net) and Tesco Express at Chesterton Lane (132sq.m net).

Cirencester Retail Park at Love Lane opened in 2015 and is Cirencester's only retail park. This contains Home Bargains, Peacocks, Pets at Home, Sports Direct, Dominos and KFC. Despite being in a prominent location at the entrance to the retail park and actively being marketed the former Poundland unit (750sq.m) remained vacant for a significant time but is soon to re-open as a gym.

Other large out-of-centre facilities include Wickes and various trade counters at Love Lane, as well as Dobbies Garden Centre on the A419 Swindon Road. Laura Ashley has recently closed in Querns Lane; Majestic Wines still operates at this location.

5% of the in street respondents stated that their most recent visit to purchase non-food goods was to the Cirencester Retail Park.

4.5 Retail Representation and Intentions to Change Representation

Experian Goad has produced a list of the 31 top 'major retailers' found in town centres. Since the publication of this list a number have ceased trading on the high street such as BHS and HMV. The reasons for the decline of these top retailers are well-documented, such as changing shopping habits, the impact of COVID and now increased home working.

Cirencester has to some extent already experienced effects of these issues, which have sped up the transition of the town centre. Table 12 below shows that, in the wake of these issues, Cirencester in 2021 still has 11 of the major retailers listed. This remains reasonably high representation for a town centre of its size and alongside other strong representation in the town could attract development and relocation opportunities for major town centre operators.

Table 12: Cirencester Town Centre Major Retail Representation 2014 - 2021

	2014	2016	2018	2021
Argos	Yes	Yes	Yes	Yes
BHS	–	–	–	–
Boots	Yes	Yes	Yes	Yes
Burton	Yes	Yes	Yes	–
Carphone Warehouse	Yes	Yes	Yes	–
Clarks	Yes	Yes	Yes	Yes

Clintons	–	–	–	–
Debenhams	–	–	–	–
Dorothy Perkins	Yes	Yes	Yes	–
H&M	–	–	–	–
HMV	–	–	–	–
House of Fraser	Yes	Yes	Yes	–
John Lewis	–	–	–	–
Marks & Spencer (Food Hall)	Yes	Yes	Yes	Yes
New Look	Yes	Yes	Yes	–
Next	–	–	–	–
O2	Yes	Yes	Yes	Yes
Phones 4U	Yes	–	–	–
Primark	–	–	–	–
River Island	–	–	–	–
Sainsburys	–	–	–	–
Superdrug	Yes	Yes	Yes	Yes
TK Maxx	–	–	–	–
Tesco	Yes	Yes	Yes	Yes
Topman	–	–	–	–
Topshop	–	–	–	–
Vodafone	Yes	Yes	Yes	Yes
Waitrose (n.b. edge of town centre)	Yes	Yes	Yes	Yes

Waterstones	Yes	Yes	Yes	Yes
WHSmith	Yes	Yes	Yes	Yes
Wilkinsons	_	_	_	_

Source: Cotswold District Council Cirencester Town Centre Health Check 2021

Since 2018, the town centre has lost the House of Fraser store known as Rackham's, as well as Burtons/Dorothy Perkins, Carphone Warehouse, and New Look. Cirencester has not gained any new national chain stores and this is more reflective of national trends rather than the local economy.

Of all the major national retailers listed, Sainsburys is the only perhaps surprising retailer that does not operate from Cirencester.

Cirencester continues to have several development opportunities available. These include schemes for a cinema, student accommodation, restaurants and cafes, shops, and a multi-purpose arts facility to the north of the Brewery car park, as well as the vacant House of Fraser premises.

The Local Plan strategy for the town centre supports provision of a new public transport interchange in the Forum / South Way area; the need and type of town centre floorspace for retail, office and residential forms part of a feasibility study for the town centre masterplan.

Whilst a decked car park has been proposed for The Waterloo this is currently under review as part of the town centre master plan work.

Despite a lack of large and modern retail accommodation and a national trend of some multiple retailers falling into decline, Cirencester maintains a high representation of national retailers for a centre of its size and, since 2018, Joules has relocated within the town centre into larger premises.

Major retailers are an attraction to town centres and their representation is an indicator of town centre health. 16.5% of the in street respondents wanted more high street names in the town centre.

Despite a decline in major retail representation in the town centre, Cirencester has historically remained economically viable and attracted new businesses and retailers into the town centre. This continuous churn provides opportunities for existing retailers to expand or new retailers to establish themselves. Units in Cirencester tend to be re-let quickly, indicating a good level of demand.

Whilst the town centre has a wide offer of independent retail, which is not solely reliant on key anchor stores, the continuing national increase in online shopping and far-reaching impact of COVID means that a clear vision is needed for the future role and management of the town centre.

4.6 Balance between Independent and Multiple Stores

Cirencester has a high proportion of independent retail and service providers, which occupy the majority of the town's retail units. The independents are found throughout the town centre, particularly in more peripheral courtyard style locations.

Independent retailers offer a different experience to national retailers, as they tend to provide a greater level of personal service and interaction.

They also:

- provide a diverse range of ‘niche’ goods and services, many of which are only found locally and/or are not available online;
- are agile, flexible, and react quickly to rapid changes in the market;
- adapt well to the town centre’s units, which are often of limited size and/or are irregularly shaped;
- add to the town’s tourist appeal; and
- attract shoppers who come expressly to visit this type of shop.

High streets need to adapt to the rapid pace of change in shopping patterns.

The types of operators that are on the increase nationally include health and beauty salons, barbers, cafes, and nail salons. Mostly run by independent operators, Cirencester has seen growth in this area.

Based on the in street survey and compared to other surrounding centres such as Cheltenham, Gloucester and Swindon, 82% of respondents said that the choice of independent and/or specialist shops was the same or better.

4.5% of respondents specifically chose Cirencester to visit due to the choice of independent and/or specialist shops.

13.5% of respondents said that more independent and/or specialist shops would improve the town centre, whilst 5.5% said that more national multiples would improve the town. 5.1% of local businesses stated that an increase in the offer of independent shops would help improve the town centre to thrive in the future.

4.7 Barriers to new Businesses Opening and Existing Businesses Expanding

Cirencester is a historic market town within the context of scheduled ancient monuments, listed buildings and conservation areas. The town centre master planning process will be exploring the extent to which redevelopment will be possible.

Cirencester, as the economic hub of Cotswold District, has been the foundation for many businesses to grow; that growth and expansion has led to barriers in finding the right premises to expand into.

Historic buildings in the town centre are limited in their scope and can be costly to re-purpose, refurbish and/or redevelop.

Conversations with local property agents highlighted that business rates can be a barrier, especially to larger operators / floorplates who do not benefit from business rate relief. This deters some operators, particularly the independents, from locating or expanding within the town centre. It’s reportedly also those larger units, which are more constrained by business rates, where there may be more incentive for changes of use to residential.

Property agents also report that recent changes to national planning policy, such as the Class E planning use class, have been helpful on the whole. They've removed a barrier that has enabled new operators to come to the town centre and set up more easily and have enabled operators to relocate within the town centre more easily.

The new Class E to residential permitted development has reportedly so far not opened the floodgate for conversions of retail units to residential for two reasons: i) because landlords can still achieve higher rents from commercial uses in the town centre than residential; and ii) because the cost and effort of converting a shop to residential isn't worth it for a lot of landlords.

Based on the business survey, 84.6% of respondents said that they were satisfied with their current premises and of the 12.8% not satisfied one business said that their premises were too large, two said their premises were too small, three premises were in a poor condition and one lacked adequate access.

Of those who had identified their premises as too small, one said that they needed an extra 9 – 23 sq. m and one said that they needed an extra 23-46 sq. m.

61.5% stated that their premises had an upper floor of which 75% said the space was used 25% stated the space was partly used.

Thinking about the future 66.7% of businesses intended to remain in their current unit; 7.7% expect to relocate within the town, 5.1% to relocate out of the town. 7.7% of respondents expected to sell their business in the future.

Of the five businesses which intended to relocate, the reasons given included business growth, accommodate change in retail, to be in a prime location and working from home. One respondent stated the town as being dead and too many empty units.

Overall there was a positive outlook with the business survey not highlighting any significant barriers, for example:

- 53.8% expected their businesses to grow over the next three years
- 23.1% expected their business to remain the same
- Only 3 businesses felt that their business would contract
- 50% stated that their business turnover was above average for similar stores

In terms of challenges:

- 38.5% of businesses reported difficulty in recruiting staff
- 15.4% of businesses said that filling vacant shops would help the town centre improve
- 10.3% of businesses said that a reduction of rents would help the town centre improve

33.3% of businesses said that communication between retailers, compared with other competing towns, was fairly or very good; 25.6% said it was fairly poor or poor. In terms of marketing the town 30.7% said it was fairly or very good compared with competing towns.

Marketing of the town 30.7% of businesses said it was fairly or very good compared with competing towns. Equally, 30.7% of businesses felt it was fairly poor or poor.

4.8 Opening Hours, Availability and Evening Economy Offer

Although lower levels of pedestrian activity can be expected during evening hours in many town centre locations of a similar size to Cirencester, pedestrian activity in the town centre after 6pm is low, in part due to a significant number of cafes and shops closing around between 5.30pm and 6pm.

The evening leisure offer includes: 4 bars/wine bars, 1 club, 4 fast foods and takeaway operators, 3 hotels/guest houses, 8 pubs, 16 restaurants and 2 sports and leisure facilities. There is also a limited number of convenience goods units open in the evening, which include: Tesco Metro, M&S Food and McColls.

Although this is quite normal, some town centres and retail parks, including Cirencester Retail Park, have shops open until 8pm. Late-night Christmas shopping is encouraged by the Town Council and Chamber of Commerce.

41% of those who responded to the in street survey have never visited Cirencester town centre in the evening. 28% said that they visited in the evening less than once a month and only 9% on a weekly or more frequent basis.

70.3% stated that they visited in the evening to eat out and 19.8% to visit a bar or pub. 1.1% visited the gym or to do non-food shopping.

76.9% of those who visited in the evening spent between 1 and 3 hours in the town centre. 8.8% for less than an hour.

In terms of non-food retail opening hours only one retailer who responded to the business survey was open Monday to Friday between 9am and 6pm. 25% of businesses were open between 9am and 5pm and 10% between 9am and 5.30pm.

On a weekend, on a Saturday, 15% were open between 9am and 5pm; only one business was open for longer, between 9am and 6pm with 15% open between 10am and 4pm. 10% 10am to 5pm.

On a Sunday 65% of businesses which responded to the survey were closed; 10% were open between 10am and 4pm.

The busiest day of trading for 50% of businesses was a Saturday, 10% Tuesday and 10% Thursday. 25% did not answer the question. The quietest day of trading for 30% of businesses was a Monday, 40% Tuesday, Wednesday or Thursday. 30% did not answer the question.

75% of retail businesses said they would not consider extending opening hours into the evening and 55% would not consider opening 7 days a week.

4.9 Digital and Technology

Whilst digital and technology does not form part of the planning policy guidance on indicators used to assess and analyse the health of town centres, this is an important indicator for Cirencester for the future economic and environmental well-being of the town. For example, Cirencester College is re-developing its campus and has been successful in gaining funding for a new T-level building from the Government's T-level capital fund.

The re-development which comprises several new buildings, artist impression as below, will support the College as a leading provider in the area for the new T-level qualifications. The T-levels which were launched at Cirencester College in September 2020 are now the new gold standard of education in the country, with 80% being taught in the classroom and 20% in a work placement. The College already successfully runs T-levels in Digital, Construction, Health and Childcare and Education, in addition from September 2022 the College will be adding T-levels in Engineering, Finance, Accounting and Business Management to their portfolio. This will support the College grow and extend its student capacity which will be beneficial to the town centre economy, but also as the high street evolves and business needs change, will support local employers in the town centre.

Image: Cirencester College Artist Impression

Based on the in street and business survey, it was established that:

- 5.5% did their most recent food and grocery shop online
- 17.6% of businesses stated that 1% of total sales were made through the internet
- 64.7% offer a click and collect service
- 43.6% offer online shopping
- over 60% offer contactless/chip and pin payment options
- 82.4% stated that internet sales had increased over the last three years

When asked why some businesses didn't provide online shopping 45.5% stated that they provide a type of service which cannot be provided online; one business said that on-line shopping didn't fit with their customer profile, one didn't feel the need to provide such a service and one prefers to provide a personal service.

In respect of the provision of broadband, compared with competing towns, 30.8% of businesses said it was fairly or very good; 38.4% said it was fairly poor or poor.

15.4% of businesses said that access to WI-FI was fairly or very good compared to competing towns with 30.7% stating it was fairly poor or poor.

Significant progress has been made, with the help of the Fastershire project, to improve broadband connectivity in and around Cirencester. Cotswold District now has 97.2% of homes with Superfast broadband and 45.9% with Ultrafast broadband, making it the best connected rural area in the country. Openreach has also announced that Cirencester will be full fibre by 2025. However, there are still some areas where broadband is poor and even superfast connectivity is not sufficient for some businesses to operate.

Fibre enabled broadband in the town centre is being delivered as part of the Fastershire rollout and is scheduled as part of Stage 3. This is being delivered by Gigaclear and will build a brand new fibre connection for each premises to be able to access with speeds up to 1000mbps.

Work was delayed due to COVID but as at October 2021 is continuing to be rolled out across Cirencester, with Openreach undertaking work in 2022.

Whilst it could be argued that internet connectivity makes it easier to do shopping online, this also provides an opportunity to promote the town as a destination using the same technology.

Cirencester is promoted by several websites; the top 5 listed based on a google search on the 31st August 2021 were:

- Cirencester Town Council - https://cirencester.gov.uk/town-centre
- Trip Advisor - https://www.tripadvisor.co.uk/Attraction_Review-g186286-d5571207-Reviews-Town_centre-Cirencester_Cotswolds_England.html
- Private Commercial - https://www.cirencester.com/shopping/
- Private Commercial - https://www.cirencester.co.uk/
- Cotswold District Council Tourism Partnership https://www.cotswolds.com/shop/cirencester-shopping-p1990323

In 2018, it was found that several websites publicised the town centre; improvements to more effective promotion were identified.

Since that time Cirencester Town Council and Cotswold District Council have worked towards improved coordination and collaboration; alongside proactive use of social media.

Throughout 2020-21, despite COVID, the Town Council continued to communicate with the public in various ways, through on-line news, press releases and social media.

Key social media facts:

- 2,599 Facebook likes with 3,124 following (2,131 likes & 1,841 following as at 2020)
- 3,202 tweets
- 1,305 following on twitter (1,275 as at 2020)
- 2,593 followers on twitter (2,470 as at 2020)
- 285 posts, 1,404 followers and 468 following on Instagram
- 109 followers on LinkedIn

During COVID, the Town Council launched the Cirencester Shop Local Scheme & Cirencester Shop Local Guide.

The Cirencester Shop Local scheme was devised to encourage the local community to stay local and support businesses in their home town. The simple logo, provided as a window sticker to each participating business, provides an easily recognisable message

Each participating business was featured in the shopping guide and signed up to be part of the Shop Local Challenge; support was also provided via social media and the Cirencester Town Council Website.

Due to COVID many traders had to move their businesses online or offer click and collect and take away services. In response, the Town Council created a Virtual Market Place giving market traders a means of still trading. In addition, with support from the Chamber of Commerce, a virtual shopping place for local retail was set up at https://www.cirencesterlocals.co.uk/. Cirencester Locals is a Virtual Marketplace that allows shoppers to easily browse and purchase a wide range of products from a diverse range of local sellers.

Then, in partnership with The Barn Theatre, a special promotional video was produced and released in November 2020, attracting over 37,000 views online through the streaming platform YouTube and a range of social media platforms. Featuring a cross-section of consumer products, as well as the streets, arcades and wonderful architecture and uniqueness of the town, the aim was to promote Cirencester as a destination and capture what a beautiful place it is. The video's story centred around a family preparing for Christmas and getting everything they needed from Cirencester. It promoted the whole town experience, making people ask the question 'why go anywhere else?'.

The video is available to view on the Cirencester Town Council YouTube channel:
https://www.youtube.com/channel/UCrNizX0bVb7HpmZZn5XtIwA

In collaboration with the Town Council and Chamber of Commerce, through Government funding, Cotswold District Council has supported the My Cirencester initiative; a special offer scheme with a card which enables residents to receive offers from participating independent businesses within the town.

With circa 80 businesses signed up and every household in Cirencester and surrounding villages receiving a card, it has proved a positive way of promoting businesses using digital media and creating a reason to shop and browse local.

Cirencester's broadband coverage is reasonably good, although coverage is patchy in places. Within the vicinity of Cirencester Market Place there are 404 BT Hub hotspots and 5 Premium hotspots.

The business survey, alongside the role and remit of the Town Council and District Council in supporting the local economy, demonstrates that many town centre operators are well on the way to adapting to digital forms of shopping.

4.10 Customers' Experience and Behaviour

The customers' experience is vital; it is important that when individuals, friends and family visit Cirencester that they leave wanting to return and actively sharing their experience with others having a true sense of the independent shops, individual food, incredible history and inspirational events. Having an understanding of customers' behaviour is equally important in being better aware of trends and in planning for the future. Building on what we do well and making improvements to ensure that we make a difference on return visits.

Choice and Reason of Visit:

21.5% of the in street respondents stated the main reason for visiting the town centre was to browse; 19.5% to go to a café/restaurant and 15.5% to meet friends.

13.5% chose to visit Cirencester for a change.

Length and Frequency of Visit:

35.5% of respondents were staying for half a day and 7.5% all day. More specifically 9.5% were staying for less than 30 minutes and 47.5% were staying for between 30 minutes and 2 hours.

51% of respondents visit the town centre at least once a week or more. 16% visit less than once a month. For 8% of respondents it was their first time visiting Cirencester.

In terms of current frequency of visits 44% of respondents stated this was about the same as pre lockdown March 2020. 4% were visiting more frequently than before.

Looking forward to the future, 76.5% said that they would visit the town centre as often, or more frequently than before lockdown. 20.5% didn't know. Only 3% said that they would visit less or much less frequently.

Main Shopping Habits:

87% stated they were not undertaking their main food shop and grocery shop as part of their visit; however, 52% did do their last main food and grocery shop in Cirencester. 24.5% split their main shop between two stores/centres in Cirencester.

22% did their main food shop elsewhere in Gloucestershire and/or Swindon. 8.5% in Bristol.

80.6 % chose a different food store or centre because it was closer to home or work. 4.3% preferred to do their main food shop online.

6% chose to visit Cirencester to do their shopping because of the quality of shops and 6.5% because of the choice of retailer.

Other centres last visited for non-food goods: 14% Bristol 15% Cheltenham 31.5% Cirencester Gloucester 2.5% Swindon 11.5% 1.5% online 4.5% Stroud.

59.1% chose another location for non-food goods as it was closer to home, 9.5% nearer to work and 17.5% for quality of shop and goods.

Experience:

Events and entertainment: 57.5% said it was the same or better compared with surrounding centres. 41.5% said that tourist facilities and hotels were better or much better. 3% said that more cultural facilities would improve the town centre.

Businesses rated signage for facilities and parking compared with competing towns as 35.9% as fairly good or very good 30.8% as fairly poor or poor.

In rating the appearance and character of the town compared with competing towns 69.3% said it was fairly or very good, only 15.4% stated that it was fairly poor or poor.

4.11 Pedestrian Flows

In response to a question about the layout of the town centre, in street survey respondents stated that it is 38.5% better or much better than surrounding centres; 50% said it is about the same, only 0.5% said it was worse. Businesses stated that moving around on foot within the town centre compared with competing towns was 71.7% fairly or very good; only 7.7% rated it as fairly poor or poor.

The Local Information Centre (LIC) is the public face of the Town Council and an important hub for local information; it is a good indicator of footfall in the town centre. Over 13,900 people came into the information centre in 2019, (an increase from 11,500 in 2018). Due to COVID, footfall through the LIC fell to 5,447 in 2020 and has steadily recovered in the 2nd quarter of 2021 with a year-end estimated footfall predicted to be in excess of 10,000 people.

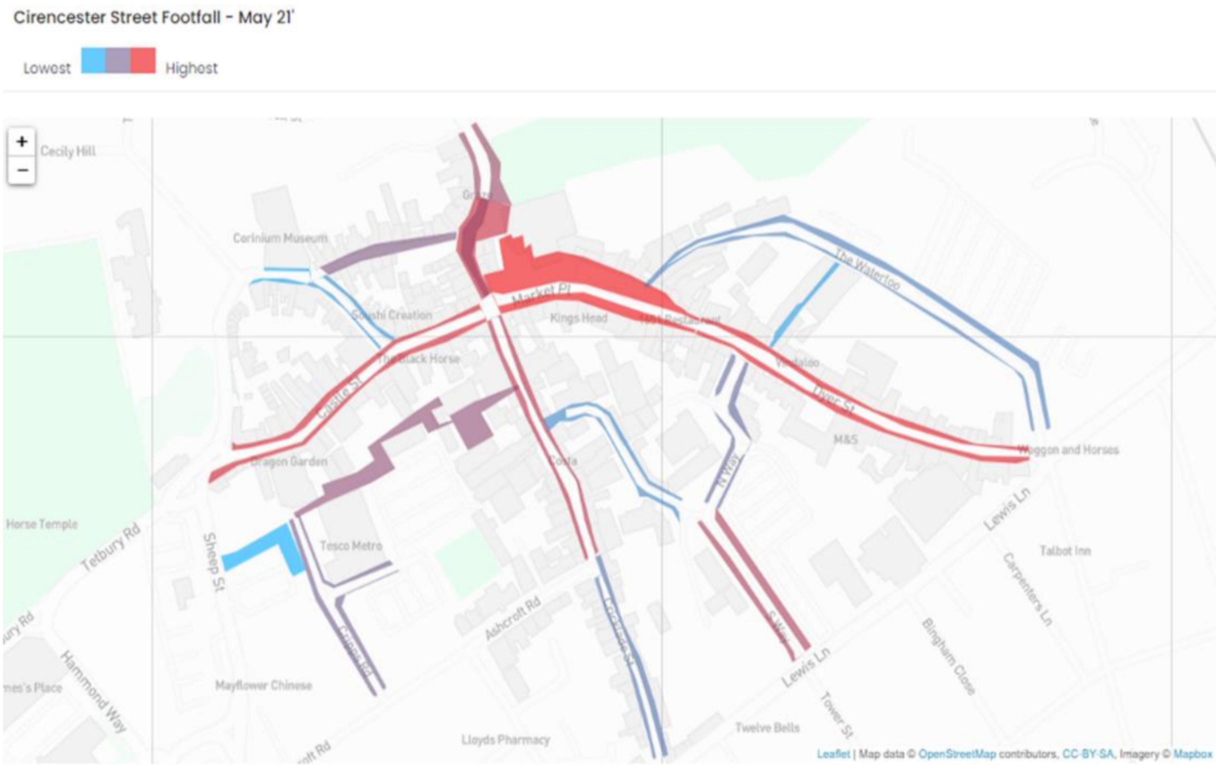
Data for August 2021 showed that there were 1,792 visits to the Town Council's Local Information Centre, compared with 1,472 in August 2018; 117 (6.5%) were Town Council related, 1,127 (63%) were tourist related, 341 community related (19%) and 207 public transport (11.5%). Demonstrating an across the board return to the town centre, compared with 2018 average figures of 15% town council related, 10% community related, 30% asking for local information and 45% tourism related.

In September 2021, the LIC recorded its highest ever footfall with 2,250 visits. Of this there were 223 town council related queries, 1,350 tourists and visitors, 458 community related queries and 219 relating to public transport.

Based on the High Street Task Force model for manually counting footfall, the markets and events team at Cirencester Town Council conducted various manual counts in the vicinity of the Market Place, where the street markets are held, in August 2020 and July 2021. These identified a daily footfall average of 17,334 people in 2020 and 23,652 people in 2021.

Cotswold District Council has also commissioned access to footfall data based on mobile connectivity as per the 'heat' map below in Figure 8.

Figure 8: Cirencester Town Centre Footfall Heat Map May 2021



Source: Town and Place AI

Table 13 shows the footfall counts in different parts of the town centre and provides a useful tool for monitoring and measuring footfall counts.

The data is available from March 2021 but it already shows some trends. Market Place, Dyer Street, Castle Street, the northern part of Cricklade Street and Blackjack Street as the principal focus of pedestrian activity in the town centre. Town centre footfall bounced back after the high streets opened up after the COVID lockdown. This will be a useful tool to further measure pedestrian activity in future as additional data becomes available.

Table 13: Cirencester Town Centre Footfall Counts March 2021 - May 2021

Rank	Street	Mar-21	Apr-21	May-21	3-Month Average
1	Market Place	81,632	138,726	126,709	115,689
2	Dyer Street	69,822	89,231	95,332	84,795
3	Castle Street	53,717	66,853	75,337	65,302
4	Cricklade Street (North)	54,589	72,327	47,751	58,222
5	Black Jack Street	19,558	42,844	27,103	29,835
6	Gosditch Street	9,523	24,580	44,864	26,322
7	West Market Place	< 1,000	12,022	61,379	24,467
8	South Way	< 1,000	4,362	45,918	16,760
9	Brewery Court	< 1,000	3,304	39,051	14,118
10	Silver Street	5,293	14,302	9,052	9,549
11	Cripps Road	< 1,000	2,000	25,558	9,186
12	North Way	< 1,000	2,993	24,006	9,000
13	Cricklade Street (South)	< 1,000	1,791	21,665	7,819
14	The Waterloo	< 1,000	1,943	17,828	6,590
15	Park Street	3,877	6,275	5,016	5,056
16	Sheep Street Car Park	3,462	6,068	4,291	4,607
17	West Way	< 1,000	< 1,000	13,404	4,468
18	The Woolmarket	< 1,000	< 1,000	5,401	1,800

Source: Town and Place AI

4.12 Accessibility

The average travel time to Cirencester town centre for local residents by walking or public transport is 16 minutes; this is four minutes less than the national average and nine minutes less compared to the rest of Gloucestershire. 64.5% of the in street respondents chose to visit Cirencester town centre due to close proximity to friends/family/home/work.

The in street survey also asked if the town centre would benefit from less through traffic and 53% said yes, 17% didn't know, 24% the same and 6% more.

67.5% of in street respondents said that public information, compared with competing towns, including signage and facilities was the same or better. 4% stated it was worse.

As part of Cirencester Town Council's short-term Corporate Strategy an accessibility audit is due to be commissioned (March 2022) in partnership with Access Gloucestershire and in consultation with the Barnwood Trust to create the best possible environment for disabled people and those experiencing mental health issues to live their lives without barriers – the wider remit of the audit is to identify barriers and options for improving access to and within the town centre.

Walking and Cycling

Cirencester town centre has reasonably good pedestrian accessibility. 22% of respondents to the in street survey had walked into the town centre. Compared to competing towns, 71% said that walking accessibility was the same or better.

The town centre is flat and the shopping facilities are reasonably compact. Cricklade Street is pedestrianised for part of the day and Market Place, West Market Place and part of Castle Street are based on the shared space concept between pedestrian and vehicles. Traffic in the town centre is generally slow-moving and the main shopping areas are reasonably pedestrian-friendly.

Within the A429 Cirencester ring-road, the walking routes to / from the town centre are generally attractive and direct. The ring-road, however, is a barrier to movement and often requires pedestrians walking to and from the town centre to take indirect journeys.

In terms of cycling, the town centre is well-suited to cycling but there is scope for improvement. It is served by several cycle routes to the surrounding residential areas. Two national cycling routes pass through the centre[2]. Further shared pedestrian / cycle routes are also provided to Kingshill / Beeches to the east, Stratton to the north and Chesterton to the south. However, once outside the town centre, some cycle routes become indirect and poor road surfacing is an issue in places. There are also very few paths designated specifically to cycling.

35.9% of business survey respondents rated access by cycling, compared with competing towns, as fairly good, 15.4% as fairly poor or poor. However, despite the in centre survey being undertaken in the month of May, only 2.5% of respondents tarrived by bicycle. Increasing journeys to the town centre by bike is an area for improvement in future.

[2] Route 48 exits the town centre northwards via Gosditch Street and Dollar Street to Baunton, Calmsden, Fosse Cross, Coln Rogers, and Northleach. Route 45 exits the town centre south-easterly via Sheep Street and Somerford Road to Ewen, Kemble, Tarlton and Rodmarton; and south-westerly via Cricklade Street and Watermoor Road to Siddington, the Duke of Gloucester Barracks and South Cerney.

The town centre would benefit from further cycle parking. Cycle parking is provided in the Market Place, the Brewery and Forum car parks. 12.8% of business survey respondents rated secure parking of cycles, compared with competing towns, as fairly good, while 28.2% said it was fairly poor or poor.

Access and movement through walking and cycling forms a key part of emerging planning policies within the Cirencester Neighbourhood Plan and the Cirencester town centre masterplan, including better connections between outlying areas and the town centre. Additionally, Gloucestershire County Council is currently working with the Town and District Councils to produce a Cirencester Local Cycling and Walking Infrastructure Plan (LCWIP)[3]. The Cirencester LCWIP will set out the strategic approach to identifying long-term cycling and walking improvements and make the case for future investment through funding bids and by informing discussions with developers. In response to concerns about traffic, signage and pedestrian flow through Cricklade Street, the County Council, in partnership with Cirencester Town Council, is also currently reviewing the existing traffic regulation order and consulting with local stakeholders on pedestrian and access improvements.

Public Transport

Cirencester does not have a railway station, the nearest being Kemble which is located four miles away and can be accessed from the town centre by a bus service, which runs every two hours.

In terms of bus service provision, the situation requires improvement. The in street survey undertaken in May 2021 identified that only 6% respondents arrived at the town centre by bus. 29.5% of respondents said that access by bus was the same or better than other places; 66.5% didn't know and 4% stated access was worse or much worse compared to surrounding centres. Businesses rated public transport compared with competing towns by 28.2% as fairly good and 33.4% as fairly poor or poor.

Since 2018, a number of alterations have been made to local bus services in and around the Cirencester area. As part of a county-wide review led by Gloucestershire County Council, reductions have been made to the number and frequency of bus services that bring people from the outskirts to the centre of Cirencester. The situation has not been helped by COVID.

Since the COVID lockdowns, the town centre has reopened and more people are using public transport services again. Anecdotal evidence, communicated primarily through the work of Cirencester Action for Buses (CAB), also suggests that there is unmet demand for passenger transportation into and across Cirencester.

Notwithstanding the viability of services, there is further evidence that suggests that a lack of flexible passenger transportation is exacerbating social isolation and prohibiting access to town centre services. So improving public transport provision would help to tackle social isolation and increase footfall within the town centre and the viability of operators.

Transport Planning is the responsibility of Gloucestershire County Council, and Public Transportation (including Community Transport) is the responsibility of Gloucestershire County Council and Cotswold District Council.

---

[3] Further information on LCWIPs can be found here: https://www.gloucestershire.gov.uk/transport/gloucestershires-local-transport-plan-2020-2041/local-cycling-and-walking-infrastructure-plans/

In 2019, Cirencester Town Council (CTC) commissioned a consultancy exercise to gather and assess data that relates to demand for Public Transport in and around Cirencester. This formed Phase 1 of a two-stage process to examine mobility and modal options that support community and economic participation within the town.

The study found that passengers boarding in the centre of town (including Spitalgate Lane) has shown a steady decline, and has fallen by around 10% between 2016-19. Stagecoach and Gloucestershire County Council have indicated that the town centre regeneration has caused operational challenges for bus companies, and has been detrimental to the growth of bus services to Cirencester, which highlights the need for a transport hub.

Excluding school and college buses, 14 of the 25 Local Bus Services stop at bus stops on the outskirts of Cirencester, as well as a number of stops in the town centre. In addition, a circular service (58) was introduced in August 2019, which enables off-peak travel into and across Cirencester. These routes provide 62 inbound trips, 70 outbound trips, and 7 circular trips per day in and around Cirencester.

The Evidence Review for the Town Centre Masterplan shows that Cirencester has an opportunity to be an example of modern transport design and practices, which support sustainable growth socially, environmentally and economically. Both Cirencester Town Council and Cotswold District Council are supportive of the feasibility study into the light rail link between Cirencester and Kemble.

Phase 2 of the study and commission will focus on three main areas of activity: understanding solutions, establishing opportunities for partnership planning / working, and identifying a strategy to support accessible and up to date information.

National coach services currently stop at London Road, which is located at the northern edge of the town centre boundary. There is an aspiration for national coach services to connect with local bus services in the new public transport hub.

Parking

There are 5 off-street car parks within the town centre boundary operated by Cotswold District Council:

- Brewery (charges apply between 8am and 3pm Monday to Saturday): Standard Bays: 289; Disabled Bays: 6; Electrical Bays: No; Motorcycle Bay: Yes; Cycle Rack: Yes
- Forum (charges apply between 8am and 3pm Monday to Saturday): Standard Bays: 175; Disabled Bays: 12; Electrical Bays: No; Motorcycle Bay: Yes; Cycle Rack: Yes
- Waterloo (charges apply between 8am and 6pm Monday to Saturday): Standard Bays: 234; Disabled Bays: 2; Electrical Bays: No; Motorcycle Bay: No; Cycle Rack: No
- Old Station (charges apply between 8am and 6pm Monday to Saturday): Standard Bays: 148; Disabled Bays: 2; Electrical Bays: No; Motorcycle Bay: Yes; Cycle Rack: Yes
- Sheep Street (charges apply between 8am and 6pm Monday to Saturday): Standard Bays: 107; Disabled Bays: 6; Electrical Bays: No; Motorcycle Bay: No; Cycle Rack: No

Motorcycle and disabled parking is free of charge in designated bays and the nearest electrical charging bays are in the Beeches Long Stay car park. Data for April to June in 2019, 2020 and 2021 shows a steady recovery.

Table 14: Cirencester Town Centre Car Park Data

Car Park	April 2019	April 2020	April 2021	May 2019	May 2020	May 2021	June 2019	June 2020	June 2021
Brewery	28,657	95	16,029	23,184	27	17,992	28,031	9,504	19,613
Forum	14,965	0	10,907	15,786	0	13,124	14,823	5,701	14,455
Waterloo	8,657	0	4,443	8,877	56	6,095	8,465	1,607	7,221
Old Station	4,520	0	4,396	4,595	0	4,001	4,634	1,222	4,092
Sheep Street	1,920	0	2,183	2,077	0	2,555	2,073	531	2,843

Source: Cotswold District Council

Other car parks near to the town centre are:

- Abbey (93 standard spaces, 3 disabled spaces)
- Beeches (144 standard spaces, 3 disabled and 2 electric charging points)
- Leisure Centre (102 standard spaces, 4 disabled spaces)
- Queen Street (16 standard spaces free of charge)
- Trinity Road (288 standard spaces, 2 disabled spaces, weekends/bank holidays only, free of charge)
- Whiteway (151 standard spaces, 3 disabled spaces, 4 electric charging points, permit holders only)

Current availability of permits and spaces could be an indicator of a change in working patterns with an increased number of workers working from home.

On street pay and display parking is provided by Gloucestershire County Council in the Market Place and Castle Street and is available, free of charge, for blue badge holders. There is also free on street parking available in Dyer Street.

The In Street Survey provides further useful insights:

- 90.9% of respondents said that they had no difficulty accessing parking although in another question 18.5% stated that car parking provision and availability was worse than other places.
- Car parking prices were considered to be the same or better by 57%, 23% didn’t know.
- 9.5% of those who chose another centre other than Cirencester for their last non-food shopping did so because of car parking provision. Only 3% of respondents to the in street survey said that more parking would improve the town centre, 60% said that current provision was the same or better compared with surrounding centres.
- 41.4% of businesses rated access by car, compared with competing towns, as fairly or very good, and 33.4% as fairly poor or poor.

- 30.7% of businesses rated parking, compared with competing towns as fairly or very good and 46.1% as fairly poor or poor.
- 23.1% of businesses felt that free parking would help the town centre improve and thrive in the future, 17.9% said that more parking would help the town centre improve and thrive. Although it could be argued that better signposting and awareness of the type and range of existing spaces would help to promote Cirencester as a destination.

The town centre car parks are all allocated for mixed use developments in the adopted Local Plan. Stage 2 of the Cirencester town centre masterplan feasibility study will look at the demand for car parking in the town centre and will provide evidence to show how the town centre car parks can be optimally used in future.

4.13 Perception of Safety and Occurrence of Crime

The town centre generally provides a safe and secure shopping environment. The main shopping areas are well-overlooked, well-lit and have high levels of pedestrian activity. This, together with the generally good quality of buildings and public realm, helps to create a sense of safety.

In 2019-20 the national crime rate per 1,000 people was 103 compared with the crime rate in Cirencester of 51 crimes reported per 1,000 people. Using 14 categories of reported crime since 2018, Cirencester is safer in 9 of the categories and getting worse in 5. There were 71 reports of shoplifting across Cirencester in 2019-20 (2,802 across Gloucestershire), 72 reports of public order offences (4,119 across Gloucestershire) and 905 reports of anti-social behaviour (30,539 across Gloucestershire).

CCTV

Cirencester Town Council has entered into a CCTV partnership with Gloucestershire Constabulary and this continues to be an effective way of tackling crime and anti-social behaviour in the town. The partnership provides all year round, 7 days a week, CCTV monitoring, enabling immediate liaison with Police and 999 call handlers with officers able to receive information in real time.

Cirencester Safe Scheme

CIRENCESTER SAFE

Following discussions with Gloucestershire Police, the Police & Crime Commissioners Office and Gloucester safe, a business crime reduction scheme, Cirencester Safe is ready to be launched. The aim of the scheme is to bring together businesses from the day and night-time economies to reduce crime and anti-social behaviour. Similar schemes are effective in Gloucester, Cheltenham and Stroud. The scheme will provide businesses with an enhanced, joined-up crime prevention scheme at a lower cost.

Due to the pandemic, the anticipated launch date has been delayed but a publicity campaign is planned and businesses will be encouraged to sign up.

The in street survey identified that peoples' perception of day time safety compared to other surrounding centres was 47.5% better or much better and 38% about the same. Evening and night safety was reported to be 34% better or much better or 31.5% about the same. Only 0.5%, one person, said that in terms of safety during the day and evening it was worse.

Businesses stated that the safety in the town compared with competing towns: 53.8% was fairly or very good, only 7.7% stated it as fairly poor or poor.

4.14 State of Town Centre Environmental Quality

Cotswold District Council and Cirencester Town Council have recently declared climate emergencies with a reduction in pollution and carbon emissions being core priorities.

Cirencester town centre generally has excellent environmental quality in the main shopping streets. The Local Plan highlights how most of the buildings in the Primary Shopping Area are statutorily listed for their architectural and historic importance. In addition to each building's individual merits, their collective value creates a unified and exceptionally attractive historic townscape.

Several parts of the town centre have more limited environmental quality, including some individual buildings and areas of backland development. Examples include areas surrounding the Brewery, Forum and Waterloo car parks, as well as some parts of Cricklade Street and Dyer Street. These backland areas are important gateways into the town centre and create people's first impression of Cirencester, so their improvement would be beneficial to the town centre.

Cotswold District Council and Cirencester Town Council have declared climate emergencies. In preparing a neighbourhood plan and masterplan for the town centre, a reduction in pollution and carbon emissions is one of the core priorities.

The town centre generally has good levels of air quality. Levels of air quality recorded during 2019 at roadside sites were slightly less than 2018 although in a few cases (such as NAS30 - London Road, Cirencester) there was a marginal increase, in each case less than 1 µg/m3[4].

Most of the Cirencester monitoring locations experience relatively low annual average levels of NO2 considering they are roadside locations and none fall within the designation or declaration of an air quality management area.

Looking to the future, and in response to the question on reducing through traffic and unnecessary vehicle movements in the town centre area in the In Street Survey, 71.5% of respondents preferred a full or partial pedestrianisation in and around the Market Place, while 15% preferred the continuation of existing arrangements.

Public Realm

As part of the 2017 improvements in and around the Market Place, Cirencester Town Council published a town centre design code to help inform and guide future development and public realm improvements.

[4] Air Quality Annual Status Report (ASR) in fulfilment of Part IV of the Environment Act 1995 Local Air Quality Management requirements (Cotswold District Council, June 2020)

87.5% of respondents to the business survey said that compared with surrounding centres that Cirencester town centre environment was the same or better and 58.5% said it was better or much better. 64.1% of businesses said that the public realm was fairly or very good and only 12.8% stated it as fairly poor or poor.

Compared with other competing towns, 30.7% of businesses survey respondents felt that public toilets were fairly or very good, while 35.9% felt they were fairly poor or poor.

80.5% of in street survey respondents said that cleanliness was the same or better in comparison to other places; this included graffiti, fly posting and litter. 66.6% of businesses stated it was fairly or very good in comparison. 7.7% of businesses felt it was fairly poor or poor.

In terms of public art, 60% of in street survey respondents said it was the same or better in comparison. 6% worse or much worse.

5% of the in street survey felt that a general face lift would improve the town centre and make it more attractive flowers and painting etc. 10.5% of businesses stated that improved street paving would improve the town centre and make it more attractive. 5.1% of businesses stated more seating would help the town centre improve and thrive in the future.

The forthcoming town centre masterplan and the Traffic Regulation Order update, referred to earlier in this health check, provide substantial opportunities for improving the town centre environment. Particular opportunities include the enhancement of the environment of Cricklade Street and providing more green infrastructure within the town centre.

5. SWOT ANALYSIS:

This analysis is based on issues identified as part of the 2018 health check which remain current, the 2021 in street and business surveys and the reference documents listed under section 10 of the health check:

	Strength	Weakness	Opportunity	Threat
Proportion of vacant street level property	Lower than average vacancy rate Smaller units continue to be re-let Demand for units remains strong Compared to many town centres, Cirencester has been less affected by collapse of national retailers	High profile vacant units – e.g. former House of Fraser and Poundland units Vacant units in Brewery Court give false impression town centre in decline Sharp rise in vacant units on Cricklade Street Limited number of flexible units to repurpose or expand into Lack of coordinated promotion of empty units (this is something shopping centres do very well) Some long-term vacant units that have not been brought back into use. Some vacant units have a negative impact on the appearance of the high street and the sense of vibrancy	Various units under refurbishment Support and advice for landlords and property agents Support and facilitate development of Brewery Court Support the provision/development of a cinema Co-ordinated promotion of empty units Actively target retail operators not yet located in Cirencester to meet local needs Repurpose empty units – e.g. additional residential uses, business start-up spaces, pop up art installations, etc. Pedestrianisation of Cricklade Street may help to make units in this area more attractive to operators When units are vacant, use stickers in the windows to give the impression they are still in active use, which will improve the vibrancy of the high street (this is something shopping centres do very well)	Trends in shopping habits Vacant units give a negative / unattractive perception of the town centre and put people off visiting Where there is a concentration of vacant units, it can have a harmful impact on surrounding businesses
Commercial yields on non-domestic property	Good commercial yields, indicated by the comparatively low vacancy rate. There has also been no sudden surge of developments seeking to convert units to residential uses.	High business rates reportedly constrain commercial yields and are a barrier to expansion or attracting new operators to the town centre.	The masterplan and TRO update present opportunities to increase commercial yields, e.g. by improving environmental quality to make areas more commercially attractive, increasing residential uses to increase footfall and make the town centre more viable, and providing development land to attract key operators, perhaps a cinema, which again would increase commercial yields.	Concentrations of vacant units decrease commercial yields of surrounding properties

	Strength	Weakness	Opportunity	Threat
Commercial rents	Town centre units generally command a good level of rental income, which indicates a good level of health in the town centre	Same as for Commercial yields on non-domestic property	Same as for Commercial yields on non-domestic property	COVID - some landlords were reportedly unwilling to decrease rents or provide rent holidays during lockdown periods
Diversity of uses	Choice and range of markets and events Choice and range of comparison, leisure and financial uses Balanced offer of independent and multiples Very strong comparison goods offer	No longer in the top 200 UK retail centres (Frank Knight) Lack of hotel accommodation, which impacts on ability to attract longer-stay tourist visits limited	Promote Cirencester as a diverse destination Identify & build on why the town centre has performed well in recent years Build on strengths identified in comparison to competing towns and centres Better link the town centre with nearby facilities / attractions (e.g. leisure centre, amphitheatre, open air swimming pool, etc.) Extension of street-licencing scheme could add diversity / vibrancy within the high street	Decline in choice and range of non-food shops Internet shopping Competition from nearby town centres and out of centre retail Class E changes of use could lose 'retail core'
Retailer representation and intentions to change representation	Diverse retail and service offer – people choose to come to Cirencester for various different reasons Cirencester's independent shops are a unique selling point and provide a visitor experience that can't be accessed online or elsewhere	Loss of department store and major retailers due to national economy, COVID impact and growth in online shopping	There is still interest from a cinema provider to deliver a scheme in Cirencester Interest in the former House of Fraser unit More public services in & around the town centre to broaden offer General prevailing change in the role of the town centres away from retailing/ banking, etc., towards community/ leisure/ recreational/ cultural combined with traditional town centre functions. Opportunities to adapt. Extant planning permission for a cinema, retail units & student accommodation to the north of the Brewery car park. While this has temporarily stalled, there remains a significant opportunity in this location. The four mixed use Local Plan site allocations and other non-allocated sites Production of the Town Centre Masterplan is underway and could provide various development opportunities	Increased home working could reduce need for office floorspace + impact town centre footfall. However, this may also create opportunities

	Strength	Weakness	Opportunity	Threat
Balance between independent and multiple stores	Still a good balance between national retails and independents, despite a decline in national retailers Good quality and range of independent shops and specialist services – excellent level of customer service Uniquely individual parts of Cirencester, such as Blackjack Street and the Swan Yard, which add real character and are highly attractive to visitors Strongly competitive against Cheltenham, Swindon and Gloucester	National decline of multiple stores has impacted the town centre, although to a lesser degree than most other town centres of a similar size to Cirencester. Notwithstanding this, parts of Cricklade Street and the Market Place in particular have be affected and are in need of new occupiers Lack of affordable clothing store e.g. Primark	Better collective promotion of Cirencester's independent retailers to target a particular type of shopper / visitor Vacant units left by national retailers provide opportunities for local businesses to expand and grow	Continued decline of national multiple stores may further affect the town centre and the town centre's appeal to shoppers who want multiple stores
Barriers to new businesses opening and existing businesses expanding	76.5% of businesses said they expected turnover to be the same or to grow in the future 50% of businesses stated their turnover as being above average for stores of a similar type	Lack of a Town Centre Manager Various listed buildings, which are difficult / expensive to modernise Lack of large modern units – existing units are typically smaller in size, irregularly shaped or split across several floors Competition from other centres / online shopping	Further advances with Cirencester's digital presence, particularly a single specific website for the town centre	Businesses either being unable to open in Cirencester or choosing to open in competing town centres
Opening hours, availability and evening economy offer	Several pubs and restaurants in the town centre provide some evening economy uses Late opening hours for Christmas shopping and Christmas market Majority of shops open Monday to Saturday.	No cinema and/or clearly identifiable leisure/culture quarter, which might otherwise provide the backbone of an evening economy No late night opening of shops and limited late night opening of cafes Limited Sunday opening	Connect going to the out of town centre, Barn Theatre and/or Sundial Theatre, with spending a day or weekend in Cirencester More cultural and community events in the town centre of a late afternoon/evening using spaces such as the Corn Hall, Parish Church and pedestrianised community space in the Market Place More residential uses in and around the town centre would increase demand for evening economy uses	Resistance to change in extending opening hours and opening on a Sunday Limited take-up / demand for things opening up longer

	Strength	Weakness	Opportunity	Threat
Opening hours, availability and evening economy offer **Cont'd**			Encouraging more overnight / multi-day visits in the town centre would increase demand for evening economy uses - provision of more hotel accommodation, particularly affordable accommodation, would also create demand for evening economy uses, as well as building up and promoting Cirencester's tourism offer	
Digital and technology	64.7% of businesses offer click and collect 43.6% offer online shopping Good Wi-Fi across the town centre	Lack of a single dedicated website to promote the town centre (shopping centres do this very well) – there are currently several websites duplicating this function Lack of high-speed fibre broadband in the town centre Some businesses, particularly smaller businesses, lack the ICT skills to set up their own website	More people are expecting to work from home; promote and raise awareness of click and collect and online availability local to Cirencester Cirencester College Applied Digital Skills Centre, T-Level facility and courses To support businesses in improving their digital and social media presence	82.4% increase in online shopping
Customers' experience and behaviour	People visit for choice, experience and local connection Large catchment area 57.5% stated events and entertainment as being the same/better than surrounding/competing places 69.3% of businesses rated the character and appearance of the town centre as being fairly or very good compared with surrounding/competing places Wide visitor catchment area, which includes many surrounding towns and villages. Tourism catchment area is even wider.	Lack of public amenities and access to free to use toilets Majority of visits were for less than two hours 57% of visitors stayed for two hours or less	Reduce through traffic and unnecessary vehicle movement in the town centre Untapped market; 13.5% visited for a change, 8% for the first time To attract more longer-stay / overnight visits	
Pedestrian flows	38.5% stated that the layout of the town centre was better or much better than surrounding/competing places	Pedestrian signage could be improved Limited evening economy, particularly on weekdays	Improve further walking and cycling routes and facilities Various planning permissions for additional residential uses have been granted in and near to the town centre. These should increase footfall	Increased home working could impact town centre footfall

	Strength	Weakness	Opportunity	Threat
Pedestrian flows **Cont'd**	71.7% of businesses stated that pedestrian movement was fairly or very good compared with surrounding / competing places Footfall returning to pre-COVID levels, which we high levels of day-time pedestrian activity Markets and events bring additional visitors to the town centre		Attracting longer-stay visits, particularly overnight tourist visits To increase visitor numbers through improved coordination, marketing, exhibiting, and signposting of Cirencester's tourist attractions	
Accessibility	Majority of visitors had no difficulty accessing parking 57% of visitors felt that parking charges were the same or better than competing towns 22% of the visitors walked in to the town centre 67.5% stated that public information, signage and facilities were the same or better than surrounding/competing places 71% stated that walking access was the same or better than surrounding/competing places Cirencester is a major road network hub giving it good strategic transport connectivity. Particularly well linked to Swindon (A419T); Gloucester (A417T); Cheltenham (A435); Stroud (A419); and Chippenham (A429), but also many other places including Bristol, Bath and Oxford. Threat: A417 Missing Link completion could make it easier to travel and shop at competitor destinations. Good long-distance coach linkages, including to London.	6% had travelled by bus Although pedestrian permeability throughout the centre is generally quite good, certain linkages are poor in design quality, not signposted and/or indiscernible as pedestrian routes. This does not help newcomers to the town navigate their way from car parks to other parts of the town centre. Disconnected pedestrian connectivity between the Central Area and outside areas, often involving crossing the ring road and via underpasses. Generally poor cycle routes into and throughout the centre, which are all too often subservient to the motor car. Limited local public transport connectivity with the surrounding areas. Bus services have declined in recent years, particularly post-Covid. Motorists regularly ignore the existing traffic restrictions in Cricklade Street, thus devaluing the 'pedestrian priority' that the restrictions were designed to impose. No railway station and limited connectivity to Kemble station (4 miles away). Signposting and street furniture throughout the centre is inconsistent in style and quality.	Gloucestershire County Council is currently updating the Cirencester Cycling and Walking Infrastructure Plan – this will identify schemes / individual measures and will enable funding bids to be made to deliver improvements Provision of a public transport and modal hub Pedestrianisation of Cricklade Street will improve pedestrian and cycle accessibility 53% said that the town centre would benefit from less through traffic Changing the off-street parking regime will present opportunities to alter traffic management throughout Cirencester, including restricting unnecessary through traffic in the centre; making better use of the inner bypass; enhancing sustainable transport modes (notably cycling), etc. Increasing connectivity with surrounding areas (e.g. Chesterton, Royal Agricultural University, Stratton, Siddington, etc.).	

	Strength	Weakness	Opportunity	Threat
Accessibility **Cont'd**	Many people work within walking distance of the town centre, including: the (recently extended) St. James's Place headquarters; Cotswold District Council; and established employment areas at the Querns Business Centre, and Phoenix Way. Relatively compact Primary Shopping Area, which is good for walking and elderly/disabled accessibility.	Lack of a centralised public transport hub – The coach pick up / drop off point is located in a separate part of town to the many connecting bus services. There is a 'rat run' of traffic between Tetbury Road and Spitalgate Lane. Through traffic remains an issue despite there being a bypass (although far less than it was before the Castle Street one-way restriction).		
Perception of safety and occurrence of crime	47.5% stated day time safety as being better or much better than surrounding/competing places 34% stated that evening safety was better or much better than surrounding/competing places 53.8% of businesses stated that safety was fairly or very good compared to competing towns Few visible signs of crime or anti-social behaviour in the street Good CCTV coverage, which is not too visually intrusive Good general sense of safety – well-overlooked and well-lit shopping areas with high levels of pedestrian activity The Cirencester BoBs scheme is a good system that helps to prevent crime.	Vacant buildings around Brewery Court are a detractor and create an area that is less well-overlooked.	Opportunity to regenerate the Brewery area and improve natural surveillance in this location	Growth in 5 reporting crime categories Potential loss of the police station from the town centre Further increase in vacancy rate may deteriorate the town centre environment and the sense of safety in the town centre
State of town centre environmental quality	87.1% of businesses actively working to reduce waste 79.5% of businesses actively working to improve energy efficiency	Lack of green infrastructure within the town centre itself Low building design quality in some areas (notably parts of Dyer Street, Cricklade Street and backland parts of the town centre), which detract from the town's image.	Pedestrianisation of Cricklade Street would improve the environment in this location Minor improvements to the public realm including seating and greening	Further increase in vacancy rate may cause the town centre environment to deteriorate

	Strength	Weakness	Opportunity	Threat
State of town centre environmental quality **Cont'd**	51.3% of businesses actively working to reduce work related car emissions 87.5% of visitors said that the general environment was the same, better or much better than surrounding centres 64.1% of businesses said that the public realm was fairly or very good compared to competing centres 80.5% of visitors said that the cleanliness of the town centre was the same or better than surrounding centres 66.6% of businesses said that the cleanliness was fairly or very good compared with competing centres Excellent heritage/ townscape & good design quality in the town centre's historic core. Conservation area has many listed buildings including the outstanding Parish Church, pleasant alleyways & mews e.g. Swan Yard, Corn Hall. Environmental improvements to Park Lane, Park Street, Silver street, and (more recently) Market Place, West Market Place/ Gosditch Street, Castle Street and Black Jack Street, have created high quality public realm thereby adding to the general attractiveness of the town centre. Market Place now has a sizable, traffic-free, public space for markets, civic events. Excellent green infrastructure close to the town centre (e.g. Abbey Grounds, Cirencester Park, Hare Bushes, St Michael's Park, etc.).	High concentration of vacancy units in some locations affects quality of town centre environment Vehicles are too dominant in certain areas. The 'rat run' between Tetbury Road and Spitalgate Lane – through some of the town's narrower and most historic streets – continues to blight Park Lane, Park Street and Thomas Street. Market Place continues to receive through traffic	71.5% of visitors supported part or full pedestrianisation in or around the Market Place Unnecessary signage is far less than it was, but there is scope for further rationalisation. Cirencester is ideally located as the 'capital' of the Cotswolds – an internationally famous brand that could be exploited further in association with its Roman and medieval heritage. To reduce the impact of vacant units on the environment by using temporary window graphics and / or stickers to give the appearance of an active frontage	

6. CONCLUSION:

Despite the impact of the changing nature of the high street and the COVID-19 pandemic, Cirencester town centre continues to have a good overall level of health and remains a vital and viable town centre. Cirencester has fared far better than many similar town centres across the country.

Cirencester is a valued place in which to meet family and friends, to live and work, to visit and shop; providing access to a wide range of financial and professional services. In addressing the identified weaknesses and delivering the opportunities, Cirencester has the potential to become an all year round tourist destination and a place where people stay for longer than a day.

Cirencester's core strengths are the incredible history, individual food offer, the range of independent shops, inspirational community events and its street markets.

Improvements to the public realm and accessibility, protecting the retail core and creating a sense of place in terms of culture and well-being would help to promote an all-day plus experience for local residents, visitors and tourists. There is also an opportunity to extend Cirencester's leisure offer, particularly with a new cinema and additions to the hotel and restaurant offer.

The COVID pandemic effectively sped up the transition that was already occurring to town centres across the country. Cirencester has already borne the brunt of losses that are likely to occur, notably the loss of national retailers on Cricklade Street that has left a proliferation of vacant units in this location. The town centre is now well-positioned to respond and reform and, indeed, this has already begun to happen.

Be that as it may, the proliferation of vacant units on Cricklade Street needs to be addressed more urgently than other parts of the town centre. Improvements to the public realm in the area will assist and there are plans afoot, such as the proposed update to the Cirencester Town Centre Traffic Regulation Order, that will provide the springboard to make those improvements.

The business rates levy is regularly raised by agents as a barrier to letting vacant retail units. This demonstrates that the business rates as a tax is no longer fit for purpose and needs reform.

Cirencester town centre is better-placed than many other towns and cities to take advantage of the opportunities that are presented by the changing nature of high streets because of its size (with many consumers choosing to stay away from what they perceive to be crowded big cities), its strong independent sector and the relative affluence and large size of its catchment.

Cirencester can evolve by bringing in other uses to fill the voids left by the contraction of physical retail, including food and beverage, leisure, residential, workspace, arts, culture and experience activities.

7. RECOMMENDATIONS:

Through appropriate master planning and neighbourhood planning policy, an integrated and sustainable town centre can be shaped, which is fit for purpose and robust enough to be resilient against future challenges.

Underpinning this policy work are ten practical recommendations which arise from the 2021 health check:

Recommendation 1: To improve the physical appearance and environment of the town centre

Recommendation 2: To improve the digital presence of the town centre

Recommendation 3: Improve the accessibility into and around the town centre

Recommendation 4: Implement an effective place management structure

Recommendation 5: Provide and monitor town centre health check data on a quarterly basis

Recommendation 6: Maximise the town's history, culture and heritage offer

Recommendation 7: Provide markets and events which attract footfall to the town centre

Recommendation 8: Create a destination economy which supports local retail

Recommendation 9: Effectively promote and raise awareness of the town centre offer

Recommendation 10: Provide support and resources for local business and retail

Further information and details on each recommendation is outlined in the Action Plan section of the health check. It should be noted that the deliverability of the Action Plan and involvement of lead partners is subject to the availability of funding and resources.

8. ACTION PLAN:

It is important that the recommendations identified within this report are formally considered and where viable, delivered. Planning related issues will be covered in the emerging Neighbourhood Plan, preparation of a master plan for the town centre and, where necessary, changes to the Local Plan policy for Cirencester town centre. However, there is much that can be undertaken and followed up in the immediate future.

During COVID, an informal partnership of stakeholders was established to support the town centre; including Cotswold District Council, Cirencester Town Council, the Chamber of Commerce and the Town Centre Business Forum. This partnership has worked on a range of projects and initiatives which supported the local economy throughout the various lockdowns and continues to meet on a regular basis, now with the Cirencester Community Development Trust.

One of the key recommendations of the Business Support Report, commissioned by Cotswold District Council, was to establish an Annual Place Management Action Plan which covers the following aspects of the town centre:

- events and vibrancy
- marketing and promotion
- street scene and public realm improvements
- supporting businesses
- management
- projects

In addition, and alongside the action planning to develop clearly measurable performance indicators, monitored on an annual basis: including crime, footfall, vacant units and car park usage.

Until such a time as a formal town centre management team or business improvement district is in place, it is proposed that the aforementioned partnership which is facilitated by Cirencester Town Council should take the lead on implementation of the annual place management action plan and performance monitoring and be the conduit for assessing the recommendations outlined in this report.

In responding proactively to these issues and the recommendations arising from the 2021 health check, an action plan has been prepared, which will be supported by a more detailed SMART framework.

The following information shows practical aims, objectives and actions alongside proposed planning policies and the respective lead partner(s) for overseeing and partnering on delivery.

Aim 1: To improve the physical appearance and environment of the town centre

Objective	Action	Policy	Lead Partner (s)
green the town centre	add planters on the Market Place, including additional seasonal planting throughout the year		Cirencester Town Council
improve street furniture	re-paint faded street signs and fingerpost signs provide new benches on the Market Place		Cirencester Town Council
protect and add character to key town centre streets	install red telephone box, as a visitor destination and community point provide bunting and festive lighting on Black Jack Street, Castle Street and Cricklade Street	planning policy to recognise town centre design code and support development which enhances the quality of streets and spaces and reduces through design the risk of crime and anti-social behaviour planning policy to support development which improves the appearance of buildings and back land areas (e.g. BT Exchange and Tesco) planning policy to support the protection and enhancement of identified views and vistas incorporate information on parts of the town centre which need improving into the master plan framework create design briefs for the four Local Plan site allocations with the town centre	Cotswold District Council Cirencester Town Council Civic Society
take action to reduce vacant units	contact property agents, landlords and business owners to establish plans for vacant units explore options and potential for pop-up shops use of window displays and window stickers to give empty shops a more positive appearance, including 'coming soon' information	planning policy to protect ground floors across the town centre from conversion to residential planning policy to protect core, town centre economic activity areas	Cotswold District Council Cirencester Town Council

improve area in and around Cricklade Street including Brewery Court	improve appearance of area which currently contains mosaic and tree stump improve environment throughout Cricklade Street support street licensing proposals where appropriate	traffic regulation order review planning policy to support cinema development and commercial viability of Cricklade Street	Cotswold District Council Cirencester Town Council Gloucestershire County Council
prevent clusters of vacant units from arising	quarterly monitoring of vacant units identify reasons why cluster has occurred regular liaison with property agents and landlords of vacant premises		Cotswold District Council
reduce town centre carbon footprint	support proposals which move the town centre towards carbon neutrality	ensure planning policy provides a framework for responding to the climate emergency within the town centre	

Aim 2: To improve the digital presence of the town centre

Objective	Action	Policy	Lead Partner (s)
promote independent businesses	bespoke offers for local businesses promoted through destination websites/apps		Cotswold District Council Cirencester Town Council Chamber of Commerce
make the town centre more digitally accessible	install town centre Wi-Fi for visitors		Cotswold District Council
make local businesses more digitally resilient	click and collect or home delivery options through destination apps/websites improve businesses own websites/social media		Cotswold District Council Cirencester Town Council Chamber of Commerce
improve businesses' online presence	digital skills training		Cotswold District Council Cirencester Town Council Chamber of Commerce

Aim 3: Improve the accessibility into and around the town centre

Objective	Action	Policy	Lead Partner (s)
improve ability to cycle access into town centre	install more cycle racks and improve/create new cycle routes		Cotswold District Council Cirencester Town Council Gloucestershire County Council
improve pedestrian experience	provide clear and coordinated signage continue to improve town centre environment and improve public realm to reduce risk of crime and anti-social behaviour continue to support the current CCTV monitoring arrangements with Gloucestershire Constabulary and public safety initiatives reduce and de-clutter unnecessary signage promote the improvement and quality of shop fascia's which complement the town's heritage and conservation status	planning policy to improve the quality of shop fascia boards to complement the town's heritage and conservation status	Cotswold District Council Cirencester Town Council Gloucestershire County Council
improve disabled access	work with Barnwood Trust and Access Gloucestershire on an audit install Changing Places toilet		Cotswold District Council Cirencester Town Council Gloucestershire County Council
improve parking	Explore options for improving on and off street parking offer and parking locations Establish a publicly accessible electric charging point strategy		Cotswold District Council Cirencester Town Council Gloucestershire County Council
improve walking and cycling routes	work with the Cirencester Neighbourhood Plan Steering Group to identify walking and cycling improvements	ensure planning policy identifies new and existing walking and cycling routes for developer delivery or CIL/S106 funding	Cotswold District Council Cirencester Neighbourhood Plan Steering Group

improve public transport and active travel	lobby for better connectivity between the town centre and outlying areas of Cirencester and local villages continue to engage and deliver the Cirencester Walking and Cycling Infrastructure Plan facilitate and support bus and cycle links to Kemble including the light rail initiative provide secure cycle storage facilities	identify through planning policy, a site for delivery of a multi modal mobile hub and public transport hub in the town centre	Cirencester Town Council Cotswold District Council Gloucestershire County Council Stagecoach National Express
reduce town centre through traffic	review of town centre traffic management options as part of the Town Centre SPD / master plan framework divert through traffic away from the town centre to the inner and outer ring road and by-passes improved out-of-centre signage and information directing traffic to the various car parks eliminate the 'rat run' between Tetbury Road and Spitalgate Lane diverting through traffic onto the ring road and by-pass reinforce the current traffic restrictions in Cricklade Street producing a safer and enhanced experience for pedestrians		Cirencester Town Council Cotswold District Council Gloucestershire County Council

Aim 4: Implement an effective place management structure

Objective	Action	Policy	Lead Partner (s)
enable stronger, more coordinated working between businesses and the various tiers of local government	define and implement a place management structure explore options for establishing a business improvement district and/or similar partnership		Cotswold District Council Cirencester Town Council Gloucestershire County Council Chamber of Commerce
enable more effective communication between businesses and various tiers of local government	extend the meeting times between the CTC, CDC and CCoC briefing meetings to cover all relevant topics and include a representative of a local retailer, Growth Hub and Love Lane		Cirencester Town Council

recruit a town centre manager	establish and/or add to existing website space to advertise empty units actively target operators not yet represented in the town centre to meet local demand support landlords and property agents in re-letting vacant premises coordinate a social media campaign to promote Cirencester provide regular updates on a wide range of social media platforms for news and upcoming events		Cotswold District Council Cirencester Town Council Chamber of Commerce

Aim 5: Provide and monitor town centre health check data on a quarterly basis

Objective	Action	Policy	Lead Partner (s)
improve the accuracy of the information on town centre	cohesive footfall data that show long term trends and detailed analysis on visitor behaviour car parking data from the main car parks (Brewery, Forum and Waterloo) reflecting revenue from sales vacant unit count undertaken to establish the number and status of empty units in the town centre		Cotswold District Council Cirencester Town Council

Aim 6: Make the most of the town's history, culture and heritage

Objective	Action	Policy	Lead Partner (s)
promote the town's Roman heritage	promote the Corinium Museum increase awareness and promote the Amphitheatre		Cotswold District Council Cirencester Town Council
protect and enhance non-designated heritage assets	identify and map non-designated heritage assets	planning policy to recognise importance and protect for community interest non-designated heritage assets	Cotswold District Council Cirencester Town Council Civic Society
promote heritage trails, way finding and quality signage	carry out a street audit of existing trails and walks and explore options for introducing an app; including better links to Cirencester history such as a walking audio and map-based tours		Cirencester Town Council Civic Society

Aim 7: Provide markets and events which attract footfall to the town centre

Objective	Action	Policy	Lead Partner (s)
promote and sustain high quality events and charter and farmers markets in Market Place and indoor market in Corn Hall	use of bunting for markets to improve attractiveness encourage local businesses to participate promote and support opportunities to trade and market start ups		Cirencester Town Council Cotswold Markets Corn Hall Cirencester Community Development Trust

Aim 8: Create a destination economy which supports local retail

Objective	Action	Policy	Lead Partner (s)
to address key issues facing the town centre	To ensure that key issues outlined in the health check and emerging Neighbourhood Plan are incorporated within the town centre master plan with supportive planning policy		Cotswold District Council Cirencester Town Council
more efficient and dynamic use of retail space	grow the brand and quality of Cirencester's shopping experience promote the conversion of first floor units into residential use where appropriate		Cotswold District Council Cirencester Town Council Chamber of Commerce
to create living spaces for students and young people in the town centre	investigate new student accommodation on Brewery Court site and options for affordable accommodation for local young people	ensure planning policy facilitates suitable town centre locations for student accommodation as well as affordable accommodation for local young people	Cotswold District Council RAU
make the public realm more appealing	improve the presentation and pedestrian experience on Cricklade Street through traffic management and new surfacing		Cotswold District Council Cirencester Town Council Gloucestershire County Council
support and expand Cirencester's leisure offer	identify a site and operator for a cinema development support further hotel accommodation in the town centre better link nearby leisure and cultural facilities to the town centre such as the Open Air Swimming Pool, Cirencester Park, Amphitheatre and Leisure Centre promote and facilitate more walking options into the town centre; including the main shopping areas	ensure planning policy improves walking and cycling links in and around the town centre ensure planning policy addresses the severing effect of the ring road	Cotswold District Council Cirencester Town Council Gloucestershire County Council
improve evening economy offer	support the development of a cinema, restaurants, hotels and residential uses in and around the town centre		Cotswold District Council Cirencester Town Council

Aim 9: Effectively promote and raise awareness of the town centre offer

Objective	Action	Policy	Lead Partner (s)
promote Cirencester as a destination to increase overnight stays and multi-day trips	establish a Cirencester tourism strategy support the cultural activity, well-being and community offer review good examples of destination websites and incorporate these into local official websites which promote Cirencester improve coordination between promoting existing tourist facilities build on the strengths and identify main reasons why people visit Cirencester promotion of events to wider audience in the UK and Oversees; develop existing twinning and friendship links with Germany, France and Australia		Cotswold District Council Cirencester Town Council

Aim 10: Provide support and resources for local business and retail

Objective	Action	Policy	Lead Partner (s)
support local business through changes to the business tax system	lobby for more fit for purpose business tax and investment of business tax income in the local economy		Cotswold District Council Cirencester Town Council Chamber of Commerce
support incentive schemes and flexible tenancy agreements	encourage property agents and landlords to offer incentives and flexible tenancies to attract new operators to the town and existing operators to stay		Cotswold District Council Cirencester Town Council Chamber of Commerce

support on-line promotion of local business and independent retailers	coordinate website promotion such as the MyCirencester offer card and virtual market place provide advice and training on social and digital marketing provide advice and training, a platform, for setting up click and collect services from local retail encourage shops to extend opening hours in the evening and at weekends		Cotswold District Council Cirencester Town Council Chamber of Commerce
support new and existing businesses to grow	signpost to business grants and loans develop a package of measures to support business encourage retailers to offer a unique selling point not available on-line e.g. a shopping experience encourage take up of chip and pin technology and contactless payment options provide a centralised 'High Street Digital Lab' containing available technologies, digital applications, tools and training programmes support access to better internet connectivity and free town centre WI-FI understand the key measures of economic value creation from digital developments and inspire private enterprise to make positive change	make provision for delivery of further town centre office and residential use in the master plan framework	Cotswold District Council Cirencester Town Council Chamber of Commerce

9. LIST OF FIGURES AND TABLES:

10. REFERENCE LIST AND BACKGROUND DOCUMENTS:

Cotswold District Local Plan 2011 - 2031

Cirencester Town Council Public Transport Demand Consultancy Final Report February 2020

Grimsey Review COVID-19 Supplement Report: Build Back Better June 2020

Cotswold District Council Climate Emergency Strategy 2020-2030 September 2020

Cotswold District Council Green Economic Growth Strategy October 2020

Cotswold District Council Corporate Plan 2020-2024

Heartflood Cotswold District Business Support Project Report May 2021

Cirencester Neighbourhood Plan Progress Report August 2021

Aspinall Verdi Property Market Report September 2021

APPENDIX

11.1 In Street Survey

NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Cirencester In Centre Survey
for
Cotswold District Council

May 2021

Job Ref: 070521

Table of Contents

Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Cirencester Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting;
- To find out how often respondents visit the centre;
- To find out what respondents like most about the centre;
- To find out whether respondents had visited any markets in the last 6 months.

1.2 Research Methodology

A total of 200 face to face interviews were conducted. Fieldwork was carried out between Monday 17th May and Thursday 27th May 2021.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 200 answers "Yes" to a question we can be 95% sure that between 43.1% and 56.9% of the population holds the same opinion (i.e. +/- 6.9%).

%age Response	95% confidence interval
10%	±4.2%.
20%	±5.5%
30%	±6.4%
40%	±6.8%
50%	±6.9%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Demographics

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Q01 How did you travel to Cirencester Town Centre today?																								
Car / van (as driver)	49.5%	99	57.3%	47	44.1%	52	50.0%	26	48.0%	36	50.7%	37	55.5%	76	36.5%	23	60.8%	31	50.0%	23	52.3%	23	37.3%	22
Car / van (as passenger)	19.5%	39	15.9%	13	22.0%	26	15.4%	8	25.3%	19	16.4%	12	18.2%	25	22.2%	14	21.6%	11	26.1%	12	15.9%	7	15.3%	9
Bus, minibus or coach	6.0%	12	3.7%	3	7.6%	9	1.9%	1	5.3%	4	9.6%	7	1.5%	2	15.9%	10	2.0%	1	2.2%	1	6.8%	3	11.9%	7
Motorcycle, scooter or moped	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Walk	22.0%	44	17.1%	14	25.4%	30	30.8%	16	14.7%	11	23.3%	17	21.2%	29	23.8%	15	11.8%	6	21.7%	10	22.7%	10	30.5%	18
Taxi / minicab	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.5%	5	6.1%	5	0.0%	0	1.9%	1	5.3%	4	0.0%	0	2.9%	4	1.6%	1	3.9%	2	0.0%	0	2.3%	1	3.4%	2
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Q02 Where did you park today? *Those who said by car / van at Q1*																								
Abbey Grounds car park	5.1%	7	1.7%	1	7.7%	6	0.0%	0	9.1%	5	4.1%	2	5.9%	6	2.7%	1	0.0%	0	14.3%	5	3.3%	1	3.2%	1
Beeches car park	2.9%	4	5.0%	3	1.3%	1	5.9%	2	3.6%	2	0.0%	0	1.0%	1	8.1%	3	0.0%	0	2.9%	1	6.7%	2	3.2%	1
Brewery car park	15.9%	22	11.7%	7	19.2%	15	11.8%	4	16.4%	9	18.4%	9	14.9%	15	18.9%	7	19.0%	8	14.3%	5	16.7%	5	12.9%	4
Forum car park	13.8%	19	16.7%	10	11.5%	9	23.5%	8	10.9%	6	10.2%	5	10.9%	11	21.6%	8	16.7%	7	5.7%	2	13.3%	4	19.4%	6
Leisure Centre car park	4.3%	6	5.0%	3	3.8%	3	2.9%	1	3.6%	2	6.1%	3	2.0%	2	10.8%	4	2.4%	1	14.3%	5	0.0%	0	0.0%	0
Memorial Hospital, Sheep Street	1.4%	2	1.7%	1	1.3%	1	5.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.2%	1
Station / Sheep Street Island car park	2.9%	4	3.3%	2	2.6%	2	2.9%	1	0.0%	0	6.1%	3	4.0%	4	0.0%	0	4.8%	2	5.7%	2	0.0%	0	0.0%	0
Waterloo car park	2.2%	3	1.7%	1	2.6%	2	5.9%	2	1.8%	1	0.0%	0	3.0%	3	0.0%	0	2.4%	1	0.0%	0	3.3%	1	3.2%	1
Waitrose	6.5%	9	6.7%	4	6.4%	5	5.9%	2	3.6%	2	10.2%	5	8.9%	9	0.0%	0	11.9%	5	2.9%	1	6.7%	2	3.2%	1
On street	21.0%	29	28.3%	17	15.4%	12	11.8%	4	21.8%	12	26.5%	13	21.8%	22	18.9%	7	14.3%	6	25.7%	9	30.0%	9	16.1%	5
Other (PLEASE WRITE IN CAR PARK ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family member's home	1.4%	2	3.3%	2	0.0%	0	2.9%	1	1.8%	1	0.0%	0	2.0%	2	0.0%	0	2.4%	1	0.0%	0	3.3%	1	0.0%	0
St James Palace	0.7%	1	0.0%	0	1.3%	1	2.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	14.5%	20	13.3%	8	15.4%	12	11.8%	4	16.4%	9	14.3%	7	15.8%	16	10.8%	4	16.7%	7	8.6%	3	10.0%	3	22.6%	7
(Dropped off)	7.2%	10	1.7%	1	11.5%	9	5.9%	2	10.9%	6	4.1%	2	6.9%	7	8.1%	3	7.1%	3	2.9%	1	6.7%	2	12.9%	4
Base:		138		60		78		34		55		49		101		37		42		35		30		31
Q03 Did you have any difficulties obtaining a car parking space today? *Those who mentioned a car park at Q2*																								
Yes	9.1%	7	9.4%	3	8.9%	4	4.3%	1	11.1%	3	11.1%	3	7.4%	4	13.0%	3	12.0%	3	0.0%	0	26.7%	4	0.0%	0
No	90.9%	70	90.6%	29	91.1%	41	95.7%	22	88.9%	24	88.9%	24	92.6%	50	87.0%	20	88.0%	22	100.0%	22	73.3%	11	100.0%	15
Base:		77		32		45		23		27		27		54		23		25		22		15		15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	

Mean Score [Minutes]

Q04 How long did your journey to Cirencester Town Centre take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
0-5 minutes	7.5%	15	8.5%	7	6.8%	8	3.8%	2	2.7%	2	15.1%	11	8.0%	11	6.3%	4	7.8%	4	8.7%	4	6.8%	3	6.8%	4
6-10 minutes	9.0%	18	9.8%	8	8.5%	10	7.7%	4	8.0%	6	11.0%	8	9.5%	13	7.9%	5	7.8%	4	10.9%	5	4.5%	2	11.9%	7
11-15 minutes-	18.5%	37	20.7%	17	16.9%	20	25.0%	13	18.7%	14	13.7%	10	14.6%	20	27.0%	17	15.7%	8	23.9%	11	15.9%	7	18.6%	11
16-20 minutes	18.5%	37	17.1%	14	19.5%	23	15.4%	8	16.0%	12	23.3%	17	21.9%	30	11.1%	7	13.7%	7	15.2%	7	25.0%	11	20.3%	12
21-30 minutes	18.0%	36	19.5%	16	16.9%	20	13.5%	7	26.7%	20	12.3%	9	17.5%	24	19.0%	12	21.6%	11	21.7%	10	9.1%	4	18.6%	11
31-60 minutes	20.0%	40	17.1%	14	22.0%	26	32.7%	17	22.7%	17	8.2%	6	18.2%	25	23.8%	15	21.6%	11	10.9%	5	25.0%	11	22.0%	13
Over 60 minutes	8.5%	17	7.3%	6	9.3%	11	1.9%	1	5.3%	4	16.4%	12	10.2%	14	4.8%	3	11.8%	6	8.7%	4	13.6%	6	1.7%	1
Mean:		*26.29*		*24.57*		*27.48*		*26.01*		*26.67*		*26.10*		*26.82*		*25.12*		*29.07*		*23.53*		*30.63*		*22.80*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q05 Did you travel to Cirencester Town Centre directly from home, work or elsewhere?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family member's home	5.5%	11	6.1%	5	5.1%	6	5.8%	3	5.3%	4	5.5%	4	5.8%	8	4.8%	3	7.8%	4	2.2%	1	9.1%	4	3.4%	2
Friend’s home	7.0%	14	4.9%	4	8.5%	10	7.7%	4	5.3%	4	8.2%	6	7.3%	10	6.3%	4	5.9%	3	8.7%	4	4.5%	2	8.5%	5
Home	79.5%	159	76.8%	63	81.4%	96	69.2%	36	85.3%	64	80.8%	59	79.6%	109	79.4%	50	70.6%	36	87.0%	40	79.5%	35	81.4%	48
Hospital appointment	1.0%	2	1.2%	1	0.8%	1	1.9%	1	1.3%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.7%	1
On holiday	1.0%	2	1.2%	1	0.8%	1	1.9%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0
Other medical appointment	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Agricultural University	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	5.5%	11	8.5%	7	3.4%	4	13.5%	7	2.7%	2	2.7%	2	4.4%	6	7.9%	5	11.8%	6	2.2%	1	2.3%	1	5.1%	3
Elsewhere (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q06 In terms of your visit to Cirencester Town Centre , do you live in Cirencester Town Centre, work in Cirencester Town Centre, or are you a visitor to the area? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Live in the centre	24.5%	49	20.7%	17	27.1%	32	28.8%	15	25.3%	19	20.5%	15	23.4%	32	27.0%	17	21.6%	11	19.6%	9	22.7%	10	32.2%	19
Work in the centre	7.0%	14	9.8%	8	5.1%	6	13.5%	7	5.3%	4	4.1%	3	7.3%	10	6.3%	4	9.8%	5	6.5%	3	6.8%	3	5.1%	3
Visitor to the centre	71.5%	143	74.4%	61	69.5%	82	65.4%	34	72.0%	54	75.3%	55	72.3%	99	69.8%	44	68.6%	35	73.9%	34	72.7%	32	71.2%	42
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q07 Why do you choose to shop in / visit Cirencester Town Centre? [MR]

	Total		**Male**		**Female**		**18 - 34**		**35 - 54**		**55 +**		**ABC1**		**C2DE**		**Castle Street**		**Dyer Street**		**Cricklade Street**		**Market Place / West Market Place**	
Accessibility by public transport	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.7%	1
Accessibility to Cirencester	4.5%	9	3.7%	3	5.1%	6	7.7%	4	4.0%	3	2.7%	2	2.9%	4	7.9%	5	5.9%	3	0.0%	0	4.5%	2	6.8%	4
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	3	2.4%	2	0.8%	1	3.8%	2	1.3%	1	0.0%	0	1.5%	2	1.6%	1	0.0%	0	2.2%	1	4.5%	2	0.0%	0
Choice of High Street retailers	6.5%	13	2.4%	2	9.3%	11	1.9%	1	9.3%	7	6.8%	5	6.6%	9	6.3%	4	5.9%	3	8.7%	4	9.1%	4	3.4%	2
Choice of independent / specialist shops	4.5%	9	2.4%	2	5.9%	7	3.8%	2	4.0%	3	5.5%	4	3.7%	5	6.3%	4	3.9%	2	8.7%	4	4.5%	2	1.7%	1
Choice of shops selling non-food goods	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.2%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0
Cleanliness / COVID safety measures	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Close to friends / family	14.0%	28	8.5%	7	17.8%	21	13.5%	7	12.0%	9	16.4%	12	15.3%	21	11.1%	7	13.7%	7	10.9%	5	18.2%	8	13.6%	8
Close to home	36.5%	73	35.4%	29	37.3%	44	26.9%	14	33.3%	25	46.6%	34	35.0%	48	39.7%	25	25.5%	13	47.8%	22	31.8%	14	40.7%	24
Close to work	14.0%	28	20.7%	17	9.3%	11	23.1%	12	14.7%	11	6.8%	5	14.6%	20	12.7%	8	19.6%	10	17.4%	8	4.5%	2	13.6%	8
Close to school / college	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	2.0%	4	1.2%	1	2.5%	3	3.8%	2	0.0%	0	2.7%	2	2.2%	3	1.6%	1	0.0%	0	2.2%	1	4.5%	2	1.7%	1
Provision of leisure services	1.0%	2	2.4%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.7%	1	1.6%	1	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	2.5%	5	1.2%	1	3.4%	4	1.9%	1	4.0%	3	1.4%	1	2.9%	4	1.6%	1	3.9%	2	0.0%	0	0.0%	0	5.1%	3
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	6.0%	12	3.7%	3	7.6%	9	3.8%	2	10.7%	8	2.7%	2	6.6%	9	4.8%	3	3.9%	2	8.7%	4	2.3%	1	8.5%	5
Safety (during the day)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shopping environment	12.0%	24	11.0%	9	12.7%	15	7.7%	4	10.7%	8	16.4%	12	13.9%	19	7.9%	5	13.7%	7	8.7%	4	13.6%	6	11.9%	7
The market	2.5%	5	1.2%	1	3.4%	4	1.9%	1	2.7%	2	2.7%	2	2.9%	4	1.6%	1	2.0%	1	4.3%	2	2.3%	1	1.7%	1
Value for money	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Free parking	1.5%	3	3.7%	3	0.0%	0	1.9%	1	1.3%	1	1.4%	1	1.5%	2	1.6%	1	3.9%	2	0.0%	0	2.3%	1	0.0%	0
I meet friends here	15.5%	31	9.8%	8	19.5%	23	23.1%	12	17.3%	13	8.2%	6	13.9%	19	19.0%	12	17.6%	9	13.0%	6	4.5%	2	23.7%	14
It’s quiet	2.5%	5	2.4%	2	2.5%	3	3.8%	2	2.7%	2	1.4%	1	2.9%	4	1.6%	1	0.0%	0	0.0%	0	9.1%	4	1.7%	1
Just for a change	13.5%	27	15.9%	13	11.9%	14	13.5%	7	20.0%	15	6.8%	5	14.6%	20	11.1%	7	9.8%	5	13.0%	6	27.3%	12	6.8%	4
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q08 What is the main reason why you are in Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Bank / building society / Post Office	14.0%	28	12.2%	10	15.3%	18	21.2%	11	14.7%	11	8.2%	6	12.4%	17	17.5%	11	15.7%	8	8.7%	4	13.6%	6	16.9%	10
Browsing	21.5%	43	19.5%	16	22.9%	27	26.9%	14	18.7%	14	20.5%	15	21.9%	30	20.6%	13	17.6%	9	15.2%	7	27.3%	12	25.4%	15
Café / restaurant / pub (food and beverage)	19.5%	39	15.9%	13	22.0%	26	11.5%	6	24.0%	18	20.5%	15	21.2%	29	15.9%	10	19.6%	10	23.9%	11	22.7%	10	13.6%	8
Charity shops	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Chemist	2.5%	5	0.0%	0	4.2%	5	1.9%	1	1.3%	1	4.1%	3	1.5%	2	4.8%	3	2.0%	1	0.0%	0	4.5%	2	3.4%	2
Clothes / shoes shopping	4.0%	8	6.1%	5	2.5%	3	1.9%	1	4.0%	3	5.5%	4	4.4%	6	3.2%	2	5.9%	3	4.3%	2	4.5%	2	1.7%	1
Doctor / dentist / other medical service	2.5%	5	3.7%	3	1.7%	2	1.9%	1	1.3%	1	4.1%	3	0.7%	1	6.3%	4	3.9%	2	0.0%	0	2.3%	1	3.4%	2
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Garden items shopping	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Job hunting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	1.5%	3	0.0%	0	2.5%	3	0.0%	0	2.7%	2	1.4%	1	2.2%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.4%	2
Pet good shopping	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	3.0%	6	4.9%	4	1.7%	2	0.0%	0	2.7%	2	5.5%	4	2.2%	3	4.8%	3	0.0%	0	2.2%	1	4.5%	2	5.1%	3
Social / leisure activities	5.0%	10	4.9%	4	5.1%	6	1.9%	1	5.3%	4	6.8%	5	5.8%	8	3.2%	2	3.9%	2	13.0%	6	0.0%	0	3.4%	2
Stationers / newsagents	3.5%	7	1.2%	1	5.1%	6	5.8%	3	2.7%	2	2.7%	2	2.9%	4	4.8%	3	2.0%	1	4.3%	2	4.5%	2	3.4%	2
Taking a walk	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Metro Cirencester	3.0%	6	3.7%	3	2.5%	3	1.9%	1	4.0%	3	2.7%	2	2.2%	3	4.8%	3	2.0%	1	2.2%	1	0.0%	0	6.8%	4
Visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	2.0%	4	2.4%	2	1.7%	2	3.8%	2	1.3%	1	1.4%	1	2.2%	3	1.6%	1	0.0%	0	4.3%	2	2.3%	1	1.7%	1
Visit a tourist attraction	1.5%	3	3.7%	3	0.0%	0	0.0%	0	1.3%	1	2.7%	2	2.2%	3	0.0%	0	2.0%	1	0.0%	0	4.5%	2	0.0%	0
Waitrose Cirencester	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Work / school / college	12.0%	24	18.3%	15	7.6%	9	19.2%	10	13.3%	10	5.5%	4	13.1%	18	9.5%	6	19.6%	10	15.2%	7	4.5%	2	8.5%	5
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market Garden, Dyer Street, Cirencester	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q09 What else do you intend to do whilst in Cirencester Town Centre today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1.5%	3	2.4%	2	0.8%	1	3.8%	2	0.0%	0	1.4%	1	1.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Bank / building society / Post Office	5.5%	11	3.7%	3	6.8%	8	1.9%	1	6.7%	5	6.8%	5	5.1%	7	6.3%	4	2.0%	1	8.7%	4	6.8%	3	5.1%	3
Browsing	11.5%	23	14.6%	12	9.3%	11	5.8%	3	14.7%	11	12.3%	9	13.1%	18	7.9%	5	17.6%	9	8.7%	4	11.4%	5	8.5%	5
Café / restaurant / pub (food and beverage)	31.0%	62	30.5%	25	31.4%	37	36.5%	19	32.0%	24	26.0%	19	32.8%	45	27.0%	17	37.3%	19	28.3%	13	27.3%	12	30.5%	18
Charity shops	4.0%	8	1.2%	1	5.9%	7	5.8%	3	4.0%	3	2.7%	2	3.7%	5	4.8%	3	2.0%	1	2.2%	1	4.5%	2	6.8%	4
Chemist	5.0%	10	2.4%	2	6.8%	8	3.8%	2	6.7%	5	4.1%	3	3.7%	5	7.9%	5	3.9%	2	2.2%	1	4.5%	2	8.5%	5
Clothes / shoes shopping	3.0%	6	3.7%	3	2.5%	3	0.0%	0	5.3%	4	2.7%	2	0.7%	1	7.9%	5	2.0%	1	2.2%	1	2.3%	1	5.1%	3
Doctor / dentist / other medical service	1.5%	3	2.4%	2	0.8%	1	0.0%	0	1.3%	1	2.7%	2	1.5%	2	1.6%	1	2.0%	1	0.0%	0	4.5%	2	0.0%	0
Electrical goods shopping	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Furniture / carpet	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.7%	1
Garden items shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Job hunting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Market	1.0%	2	2.4%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.7%	1	1.6%	1	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Pet good shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Social / leisure activities	3.5%	7	1.2%	1	5.1%	6	3.8%	2	4.0%	3	2.7%	2	3.7%	5	3.2%	2	5.9%	3	4.3%	2	2.3%	1	1.7%	1
Stationers / newsagents	5.0%	10	2.4%	2	6.8%	8	5.8%	3	5.3%	4	4.1%	3	4.4%	6	6.3%	4	2.0%	1	2.2%	1	9.1%	4	6.8%	4
Taking a walk	4.0%	8	2.4%	2	5.1%	6	5.8%	3	5.3%	4	1.4%	1	5.8%	8	0.0%	0	0.0%	0	4.3%	2	4.5%	2	6.8%	4
Tesco Metro Cirencester	9.0%	18	3.7%	3	12.7%	15	11.5%	6	12.0%	9	4.1%	3	10.2%	14	6.3%	4	9.8%	5	10.9%	5	13.6%	6	3.4%	2
Visit a park	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Visit specialist shops	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.3%	1	1.7%	1
Visit a tourist attraction	1.5%	3	1.2%	1	1.7%	2	0.0%	0	2.7%	2	1.4%	1	0.7%	1	3.2%	2	0.0%	0	4.3%	2	2.3%	1	0.0%	0
Waitrose Cirencester	1.5%	3	1.2%	1	1.7%	2	3.8%	2	1.3%	1	0.0%	0	1.5%	2	1.6%	1	2.0%	1	2.2%	1	0.0%	0	1.7%	1
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market Garden, Dyer Street, Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	2.0%	4	1.2%	1	2.5%	3	0.0%	0	0.0%	0	5.5%	4	2.2%	3	1.6%	1	0.0%	0	8.7%	4	0.0%	0	0.0%	0
(No reason / no other reason)	25.0%	50	29.3%	24	22.0%	26	28.8%	15	21.3%	16	26.0%	19	26.3%	36	22.2%	14	17.6%	9	26.1%	12	27.3%	12	28.8%	17
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q09X Any mention at Q08 & Q09 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	2.5%	5	3.7%	3	1.7%	2	3.8%	2	0.0%	0	4.1%	3	2.9%	4	1.6%	1	3.9%	2	0.0%	0	0.0%	0	5.1%	3
Bank / building society / Post Office	19.5%	39	15.9%	13	22.0%	26	23.1%	12	21.3%	16	15.1%	11	17.5%	24	23.8%	15	17.6%	9	17.4%	8	20.5%	9	22.0%	13
Browsing	33.0%	66	34.1%	28	32.2%	38	32.7%	17	33.3%	25	32.9%	24	35.0%	48	28.6%	18	35.3%	18	23.9%	11	38.6%	17	33.9%	20
Café / restaurant / pub (food and beverage)	50.5%	101	46.3%	38	53.4%	63	48.1%	25	56.0%	42	46.6%	34	54.0%	74	42.9%	27	56.9%	29	52.2%	24	50.0%	22	44.1%	26
Charity shops	4.5%	9	1.2%	1	6.8%	8	5.8%	3	5.3%	4	2.7%	2	4.4%	6	4.8%	3	2.0%	1	2.2%	1	6.8%	3	6.8%	4
Chemist	7.5%	15	2.4%	2	11.0%	13	5.8%	3	8.0%	6	8.2%	6	5.1%	7	12.7%	8	5.9%	3	2.2%	1	9.1%	4	11.9%	7
Clothes / shoes shopping	7.0%	14	9.8%	8	5.1%	6	1.9%	1	9.3%	7	8.2%	6	5.1%	7	11.1%	7	7.8%	4	6.5%	3	6.8%	3	6.8%	4
Doctor / dentist / other medical service	4.0%	8	6.1%	5	2.5%	3	1.9%	1	2.7%	2	6.8%	5	2.2%	3	7.9%	5	5.9%	3	0.0%	0	6.8%	3	3.4%	2
Electrical goods shopping	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Furniture / carpet	1.5%	3	1.2%	1	1.7%	2	0.0%	0	0.0%	0	4.1%	3	0.7%	1	3.2%	2	2.0%	1	2.2%	1	0.0%	0	1.7%	1
Garden items shopping	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Jewellery / gift shops	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Job hunting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Market	2.5%	5	2.4%	2	2.5%	3	0.0%	0	4.0%	3	2.7%	2	2.9%	4	1.6%	1	3.9%	2	2.2%	1	0.0%	0	3.4%	2
Pet good shopping	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	4.0%	8	4.9%	4	3.4%	4	0.0%	0	2.7%	2	8.2%	6	3.7%	5	4.8%	3	2.0%	1	4.3%	2	4.5%	2	5.1%	3
Social / leisure activities	8.5%	17	6.1%	5	10.2%	12	5.8%	3	9.3%	7	9.6%	7	9.5%	13	6.3%	4	9.8%	5	17.4%	8	2.3%	1	5.1%	3
Stationers / newsagents	8.5%	17	3.7%	3	11.9%	14	11.5%	6	8.0%	6	6.8%	5	7.3%	10	11.1%	7	3.9%	2	6.5%	3	13.6%	6	10.2%	6
Taking a walk	4.5%	9	2.4%	2	5.9%	7	5.8%	3	6.7%	5	1.4%	1	6.6%	9	0.0%	0	0.0%	0	4.3%	2	4.5%	2	8.5%	5
Tesco Metro Cirencester	12.0%	24	7.3%	6	15.3%	18	13.5%	7	16.0%	12	6.8%	5	12.4%	17	11.1%	7	11.8%	6	13.0%	6	13.6%	6	10.2%	6
Visit a park	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Visit specialist shops	3.0%	6	2.4%	2	3.4%	4	3.8%	2	1.3%	1	4.1%	3	2.2%	3	4.8%	3	0.0%	0	4.3%	2	4.5%	2	3.4%	2
Visit a tourist attraction	3.0%	6	4.9%	4	1.7%	2	0.0%	0	4.0%	3	4.1%	3	2.9%	4	3.2%	2	2.0%	1	4.3%	2	6.8%	3	0.0%	0
Waitrose Cirencester	2.0%	4	1.2%	1	2.5%	3	5.8%	3	1.3%	1	0.0%	0	2.2%	3	1.6%	1	2.0%	1	2.2%	1	0.0%	0	3.4%	2
Work / school / college	12.0%	24	18.3%	15	7.6%	9	19.2%	10	13.3%	10	5.5%	4	13.1%	18	9.5%	6	19.6%	10	15.2%	7	4.5%	2	8.5%	5
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market Garden, Dyer Street, Cirencester	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	2.0%	4	1.2%	1	2.5%	3	0.0%	0	0.0%	0	5.5%	4	2.2%	3	1.6%	1	0.0%	0	8.7%	4	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Mean Score [Minutes]

Q10 How long do you think you will stay in Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Less than 30 minutes	9.5%	19	13.4%	11	6.8%	8	15.4%	8	8.0%	6	6.8%	5	9.5%	13	9.5%	6	9.8%	5	10.9%	5	11.4%	5	6.8%	4
30-59 minutes	11.5%	23	14.6%	12	9.3%	11	11.5%	6	6.7%	5	16.4%	12	10.2%	14	14.3%	9	13.7%	7	13.0%	6	9.1%	4	10.2%	6
1hr -1 hr 29 min	16.5%	33	15.9%	13	16.9%	20	17.3%	9	18.7%	14	13.7%	10	14.6%	20	20.6%	13	23.5%	12	21.7%	10	9.1%	4	11.9%	7
1hr 30 mins - 1 hr 59 min	19.5%	39	15.9%	13	22.0%	26	15.4%	8	20.0%	15	21.9%	16	22.6%	31	12.7%	8	13.7%	7	19.6%	9	27.3%	12	18.6%	11
Half the day (between 2 and 4 hours)	35.5%	71	30.5%	25	39.0%	46	32.7%	17	38.7%	29	34.2%	25	33.6%	46	39.7%	25	31.4%	16	30.4%	14	34.1%	15	44.1%	26
All day (4 hours or more)	7.5%	15	9.8%	8	5.9%	7	7.7%	4	8.0%	6	6.8%	5	9.5%	13	3.2%	2	7.8%	4	4.3%	2	9.1%	4	8.5%	5
Mean:		*123.60*		*118.35*		*127.25*		*116.25*		*130.40*		*121.85*		*126.79*		*116.67*		*117.35*		*110.87*		*127.16*		*136.27*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q11 Will you undertake your main food and grocery shop, whilst in Cirencester Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes	11.0%	22	8.5%	7	12.7%	15	7.7%	4	16.0%	12	8.2%	6	11.7%	16	9.5%	6	7.8%	4	8.7%	4	18.2%	8	10.2%	6
No	87.0%	174	87.8%	72	86.4%	102	88.5%	46	82.7%	62	90.4%	66	86.9%	119	87.3%	55	90.2%	46	89.1%	41	81.8%	36	86.4%	51
(Don’t know)	2.0%	4	3.7%	3	0.8%	1	3.8%	2	1.3%	1	1.4%	1	1.5%	2	3.2%	2	2.0%	1	2.2%	1	0.0%	0	3.4%	2
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q12 Which centre or store did you LAST visit for your main food and grocery shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Aldi, Cricklade Road, Cirencester	7.0%	14	8.5%	7	5.9%	7	7.7%	4	8.0%	6	5.5%	4	6.6%	9	7.9%	5	7.8%	4	0.0%	0	2.3%	1	15.3%	9
Cirencester Retail Park (includes Home Bargains)	2.5%	5	3.7%	3	1.7%	2	0.0%	0	2.7%	2	4.1%	3	2.2%	3	3.2%	2	0.0%	0	4.3%	2	6.8%	3	0.0%	0
Cirencester town centre (other shops)	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Lidl, Cirencester	5.0%	10	4.9%	4	5.1%	6	11.5%	6	5.3%	4	0.0%	0	6.6%	9	1.6%	1	2.0%	1	6.5%	3	2.3%	1	8.5%	5
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	3.5%	7	6.1%	5	1.7%	2	0.0%	0	2.7%	2	6.8%	5	4.4%	6	1.6%	1	2.0%	1	4.3%	2	6.8%	3	1.7%	1
Tesco Express, Chesterton Lane, Cirencester	1.5%	3	2.4%	2	0.8%	1	1.9%	1	1.3%	1	1.4%	1	2.2%	3	0.0%	0	2.0%	1	4.3%	2	0.0%	0	0.0%	0
Tesco Extra, Cricklade Road, Cirencester	16.0%	32	13.4%	11	17.8%	21	19.2%	10	13.3%	10	16.4%	12	16.1%	22	15.9%	10	13.7%	7	19.6%	9	15.9%	7	15.3%	9
Tesco Metro, Farrell Close, Cirencester (Town Centre)	5.5%	11	4.9%	4	5.9%	7	3.8%	2	4.0%	3	8.2%	6	1.5%	2	14.3%	9	2.0%	1	2.2%	1	6.8%	3	10.2%	6
Waitrose, Sheep Street, Cirencester	10.5%	21	8.5%	7	11.9%	14	5.8%	3	9.3%	7	15.1%	11	13.1%	18	4.8%	3	11.8%	6	10.9%	5	9.1%	4	10.2%	6
Other store in Cirencester (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	5.5%	11	3.7%	3	6.8%	8	7.7%	4	8.0%	6	1.4%	1	3.7%	5	9.5%	6	5.9%	3	6.5%	3	4.5%	2	5.1%	3
Bristol, Cribbs Causeway	3.0%	6	2.4%	2	3.4%	4	1.9%	1	4.0%	3	2.7%	2	2.2%	3	4.8%	3	0.0%	0	2.2%	1	4.5%	2	5.1%	3
Cheltenham	5.0%	10	3.7%	3	5.9%	7	5.8%	3	8.0%	6	1.4%	1	7.3%	10	0.0%	0	2.0%	1	6.5%	3	0.0%	0	10.2%	6
Cricklade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Gloucester	2.0%	4	0.0%	0	3.4%	4	0.0%	0	2.7%	2	2.7%	2	1.5%	2	3.2%	2	0.0%	0	0.0%	0	2.3%	1	5.1%	3
Lechlade-on-Thames	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Malmesbury	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett	1.0%	2	0.0%	0	1.7%	2	3.8%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.7%	1
South Cerney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	4.5%	9	3.7%	3	5.1%	6	5.8%	3	5.3%	4	2.7%	2	5.1%	7	3.2%	2	2.0%	1	8.7%	4	6.8%	3	1.7%	1
Swindon	7.5%	15	9.8%	8	5.9%	7	13.5%	7	8.0%	6	2.7%	2	4.4%	6	14.3%	9	19.6%	10	0.0%	0	2.3%	1	6.8%	4
Tetbury	2.0%	4	3.7%	3	0.8%	1	0.0%	0	4.0%	3	1.4%	1	1.5%	2	3.2%	2	3.9%	2	2.2%	1	2.3%	1	0.0%	0
Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centre (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Belfast	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Bournemouth	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Dursley	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Great Malvern	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Linlithgow	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Newport	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Online	5.5%	11	7.3%	6	4.2%	5	3.8%	2	4.0%	3	8.2%	6	5.1%	7	6.3%	4	5.9%	3	4.3%	2	13.6%	6	0.0%	0
Poole	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Solihull	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Stratford	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tiverton	2.0%	4	2.4%	2	1.7%	2	0.0%	0	0.0%	0	5.5%	4	2.9%	4	0.0%	0	0.0%	0	4.3%	2	4.5%	2	0.0%	0
Trowbridge	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Weston-Super-Mare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q13 If you split your last main food and grocery shop by visiting another store or centre, which store or centre did you also visit? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Aldi, Cricklade Road, Cirencester	4.5%	9	1.2%	1	6.8%	8	7.7%	4	4.0%	3	2.7%	2	4.4%	6	4.8%	3	2.0%	1	8.7%	4	2.3%	1	5.1%	3
Cirencester Retail Park (includes Home Bargains)	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cirencester town centre (other shops)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, Cirencester	2.5%	5	3.7%	3	1.7%	2	5.8%	3	1.3%	1	1.4%	1	2.9%	4	1.6%	1	0.0%	0	0.0%	0	4.5%	2	5.1%	3
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	3.5%	7	1.2%	1	5.1%	6	3.8%	2	4.0%	3	2.7%	2	4.4%	6	1.6%	1	3.9%	2	2.2%	1	6.8%	3	1.7%	1
Tesco Express, Chesterton Lane, Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cricklade Road, Cirencester	3.0%	6	1.2%	1	4.2%	5	1.9%	1	4.0%	3	2.7%	2	4.4%	6	0.0%	0	3.9%	2	4.3%	2	0.0%	0	3.4%	2
Tesco Metro, Farrell Close, Cirencester (Town Centre)	4.0%	8	2.4%	2	5.1%	6	0.0%	0	4.0%	3	6.8%	5	3.7%	5	4.8%	3	3.9%	2	4.3%	2	6.8%	3	1.7%	1
Waitrose, Sheep Street, Cirencester	6.0%	12	8.5%	7	4.2%	5	0.0%	0	9.3%	7	6.8%	5	8.0%	11	1.6%	1	3.9%	2	2.2%	1	13.6%	6	5.1%	3
Other store in Cirencester (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol, Cribbs Causeway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malmesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cerney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Tetbury	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centre (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linlithgow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Malvern Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiverton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	4.0%	8	2.4%	2	5.1%	6	1.9%	1	4.0%	3	5.5%	4	5.8%	8	0.0%	0	3.9%	2	8.7%	4	4.5%	2	0.0%	0
(Did not split last main food & grocery shop)	70.0%	140	79.3%	65	63.6%	75	71.2%	37	69.3%	52	69.9%	51	65.0%	89	81.0%	51	78.4%	40	63.0%	29	61.4%	27	74.6%	44
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Cirencester In Centre Survey for Cotswold District Council

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Q13X Any mention at Q12 & Q13 [MR]																								
Aldi, Cricklade Road, Cirencester	11.5%	23	9.8%	8	12.7%	15	15.4%	8	12.0%	9	8.2%	6	10.9%	15	12.7%	8	9.8%	5	8.7%	4	4.5%	2	20.3%	12
Cirencester Retail Park (includes Home Bargains)	3.0%	6	3.7%	3	2.5%	3	1.9%	1	2.7%	2	4.1%	3	2.2%	3	4.8%	3	0.0%	0	6.5%	3	6.8%	3	0.0%	0
Cirencester town centre (other shops)	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.7%	1
Lidl, Cirencester	7.5%	15	8.5%	7	6.8%	8	17.3%	9	6.7%	5	1.4%	1	9.5%	13	3.2%	2	2.0%	1	6.5%	3	6.8%	3	13.6%	8
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	7.0%	14	7.3%	6	6.8%	8	3.8%	2	6.7%	5	9.6%	7	8.8%	12	3.2%	2	5.9%	3	6.5%	3	13.6%	6	3.4%	2
Tesco Express, Chesterton Lane, Cirencester	1.5%	3	2.4%	2	0.8%	1	1.9%	1	1.3%	1	1.4%	1	2.2%	3	0.0%	0	2.0%	1	4.3%	2	0.0%	0	0.0%	0
Tesco Extra, Cricklade Road, Cirencester	19.0%	38	14.6%	12	22.0%	26	21.2%	11	17.3%	13	19.2%	14	20.4%	28	15.9%	10	17.6%	9	23.9%	11	15.9%	7	18.6%	11
Tesco Metro, Farrell Close, Cirencester (Town Centre)	9.5%	19	7.3%	6	11.0%	13	3.8%	2	8.0%	6	15.1%	11	5.1%	7	19.0%	12	5.9%	3	6.5%	3	13.6%	6	11.9%	7
Waitrose, Sheep Street, Cirencester	16.0%	32	17.1%	14	15.3%	18	5.8%	3	17.3%	13	21.9%	16	20.4%	28	6.3%	4	13.7%	7	13.0%	6	22.7%	10	15.3%	9
Other store in Cirencester (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	5.5%	11	3.7%	3	6.8%	8	7.7%	4	8.0%	6	1.4%	1	3.7%	5	9.5%	6	5.9%	3	6.5%	3	4.5%	2	5.1%	3
Bristol, Cribbs Causeway	3.0%	6	2.4%	2	3.4%	4	1.9%	1	4.0%	3	2.7%	2	2.2%	3	4.8%	3	0.0%	0	2.2%	1	4.5%	2	5.1%	3
Cheltenham	5.0%	10	3.7%	3	5.9%	7	5.8%	3	8.0%	6	1.4%	1	7.3%	10	0.0%	0	2.0%	1	6.5%	3	0.0%	0	10.2%	6
Cricklade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Gloucester	2.0%	4	0.0%	0	3.4%	4	0.0%	0	2.7%	2	2.7%	2	1.5%	2	3.2%	2	0.0%	0	0.0%	0	2.3%	1	5.1%	3
Lechlade-on-Thames	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Malmesbury	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett	1.0%	2	0.0%	0	1.7%	2	3.8%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.7%	1
South Cerney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	4.5%	9	3.7%	3	5.1%	6	5.8%	3	5.3%	4	2.7%	2	5.1%	7	3.2%	2	2.0%	1	8.7%	4	6.8%	3	1.7%	1
Swindon	8.5%	17	11.0%	9	6.8%	8	17.3%	9	8.0%	6	2.7%	2	5.1%	7	15.9%	10	21.6%	11	2.2%	1	2.3%	1	6.8%	4
Tetbury	2.5%	5	3.7%	3	1.7%	2	1.9%	1	4.0%	3	1.4%	1	2.2%	3	3.2%	2	3.9%	2	2.2%	1	2.3%	1	1.7%	1
Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centre (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	4.5%	9	2.4%	2	5.9%	7	1.9%	1	4.0%	3	6.8%	5	5.8%	8	1.6%	1	3.9%	2	8.7%	4	4.5%	2	1.7%	1
(Did not split last main food & grocery shop)	70.0%	140	79.3%	65	63.6%	75	71.2%	37	69.3%	52	69.9%	51	65.0%	89	81.0%	51	78.4%	40	63.0%	29	61.4%	27	74.6%	44
Bath City Centre	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Belfast City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Birmingham City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Dursley Town Centre	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Linlithgow Town Centre	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Newport City Centre	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Online	5.5%	11	7.3%	6	4.2%	5	3.8%	2	4.0%	3	8.2%	6	5.1%	7	6.3%	4	5.9%	3	4.3%	2	13.6%	6	0.0%	0
Poole Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Solihull Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Stratford Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tiverton Town Centre	2.0%	4	2.4%	2	1.7%	2	0.0%	0	0.0%	0	5.5%	4	2.9%	4	0.0%	0	0.0%	0	4.3%	2	4.5%	2	0.0%	0
Trowbridge Town Centre	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Weston-Super-Mare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q14 Why do you choose to do your main food shop at (LOCATION AT Q.12 / Q.13) rather than Cirencester? [MR]
Those who didn't mention a Cirencester location at Q12 or Q13

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Accessibility by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.1%	1	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	3.2%	3	5.4%	2	1.8%	1	12.0%	3	0.0%	0	0.0%	0	3.2%	2	3.2%	1	6.7%	2	4.8%	1	0.0%	0	0.0%	0
Choice of shops nearby selling non-food goods	4.3%	4	5.4%	2	3.6%	2	4.0%	1	5.3%	2	3.3%	1	0.0%	0	12.9%	4	3.3%	1	4.8%	1	0.0%	0	9.1%	2
Choice of shops selling food goods	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to home	80.6%	75	73.0%	27	85.7%	48	84.0%	21	78.9%	30	80.0%	24	87.1%	54	67.7%	21	86.7%	26	81.0%	17	80.0%	16	72.7%	16
Nearer to work	14.0%	13	16.2%	6	12.5%	7	16.0%	4	15.8%	6	10.0%	3	14.5%	9	12.9%	4	3.3%	1	19.0%	4	10.0%	2	27.3%	6
Other stores are too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	1.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods available	1.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	3.2%	3	5.4%	2	1.8%	1	8.0%	2	2.6%	1	0.0%	0	3.2%	2	3.2%	1	3.3%	1	9.5%	2	0.0%	0	0.0%	0
Quality of shops selling non-food goods	2.2%	2	5.4%	2	0.0%	0	4.0%	1	2.6%	1	0.0%	0	0.0%	0	6.5%	2	0.0%	0	4.8%	1	0.0%	0	4.5%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	2.2%	2	2.7%	1	1.8%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Good offers in store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	6.5%	6	8.1%	3	5.4%	3	4.0%	1	2.6%	1	13.3%	4	4.8%	3	9.7%	3	0.0%	0	9.5%	2	15.0%	3	4.5%	1
Online shop	4.3%	4	5.4%	2	3.6%	2	0.0%	0	7.9%	3	3.3%	1	3.2%	2	6.5%	2	6.7%	2	4.8%	1	5.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		93		37		56		25		38		30		62		31		30		21		20		22

Q15 Before today, which centre did you LAST visit for your non-food goods?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	9.0%	18	3.7%	3	12.7%	15	7.7%	4	12.0%	9	6.8%	5	5.8%	8	15.9%	10	9.8%	5	10.9%	5	9.1%	4	6.8%	4
Bristol, Cribbs Causeway	5.0%	10	6.1%	5	4.2%	5	3.8%	2	6.7%	5	4.1%	3	5.1%	7	4.8%	3	2.0%	1	2.2%	1	9.1%	4	6.8%	4
Cheltenham	15.0%	30	13.4%	11	16.1%	19	11.5%	6	25.3%	19	6.8%	5	19.0%	26	6.3%	4	9.8%	5	10.9%	5	22.7%	10	16.9%	10
Cirencester Retail Park (includes Home Bargains)	5.0%	10	3.7%	3	5.9%	7	5.8%	3	5.3%	4	4.1%	3	2.2%	3	11.1%	7	2.0%	1	6.5%	3	4.5%	2	6.8%	4
Cirencester town centre (other shops)	31.5%	63	35.4%	29	28.8%	34	28.8%	15	17.3%	13	47.9%	35	30.7%	42	33.3%	21	33.3%	17	26.1%	12	25.0%	11	39.0%	23
Cricklade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Gloucester	2.5%	5	1.2%	1	3.4%	4	0.0%	0	1.3%	1	5.5%	4	1.5%	2	4.8%	3	2.0%	1	2.2%	1	2.3%	1	3.4%	2
Lechlade-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malmesbury	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett	1.0%	2	0.0%	0	1.7%	2	1.9%	1	1.3%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0
South Cerney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Stroud	4.5%	9	3.7%	3	5.1%	6	3.8%	2	9.3%	7	0.0%	0	5.1%	7	3.2%	2	2.0%	1	8.7%	4	9.1%	4	0.0%	0
Swindon	11.5%	23	17.1%	14	7.6%	9	23.1%	12	9.3%	7	5.5%	4	8.8%	12	17.5%	11	19.6%	10	6.5%	3	2.3%	1	15.3%	9
Tetbury	1.5%	3	2.4%	2	0.8%	1	1.9%	1	2.7%	2	0.0%	0	1.5%	2	1.6%	1	2.0%	1	2.2%	1	0.0%	0	1.7%	1
Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Birmingham City Centre	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Linlithgow Town Centre	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Malvern Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Stratford Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Newport City Centre	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Exeter City Centre	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Online	1.5%	3	2.4%	2	0.8%	1	1.9%	1	0.0%	0	2.7%	2	1.5%	2	1.6%	1	0.0%	0	0.0%	0	6.8%	3	0.0%	0
(Don't know / can't remember)	3.5%	7	6.1%	5	1.7%	2	3.8%	2	2.7%	2	4.1%	3	5.1%	7	0.0%	0	2.0%	1	6.5%	3	4.5%	2	1.7%	1
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q16 Why do you choose to do your non-food goods at (LOCATION AT Q.15) rather than Cirencester Town Centre? [MR]
Those who didn't mention Cirencester town centre at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Accessibility by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Car parking provision	9.5%	13	15.1%	8	6.0%	5	13.5%	5	8.1%	5	7.9%	3	8.4%	8	11.9%	5	14.7%	5	5.9%	2	9.1%	3	8.3%	3
Choice of food goods available	6.6%	9	5.7%	3	7.1%	6	8.1%	3	6.5%	4	5.3%	2	5.3%	5	9.5%	4	5.9%	2	11.8%	4	6.1%	2	2.8%	1
Choice of shops nearby selling non-food goods	7.3%	10	3.8%	2	9.5%	8	5.4%	2	8.1%	5	7.9%	3	6.3%	6	9.5%	4	5.9%	2	5.9%	2	3.0%	1	13.9%	5
Choice of shops selling food goods	0.7%	1	1.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to home	59.1%	81	54.7%	29	61.9%	52	62.2%	23	56.5%	35	60.5%	23	61.1%	58	54.8%	23	64.7%	22	58.8%	20	60.6%	20	52.8%	19
Nearer to work	9.5%	13	11.3%	6	8.3%	7	8.1%	3	12.9%	8	5.3%	2	8.4%	8	11.9%	5	0.0%	0	26.5%	9	3.0%	1	8.3%	3
Other stores are too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Cirencester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	1.5%	2	1.9%	1	1.2%	1	2.7%	1	0.0%	0	2.6%	1	0.0%	0	4.8%	2	0.0%	0	2.9%	1	3.0%	1	0.0%	0
Quality of non-food goods available	7.3%	10	9.4%	5	6.0%	5	5.4%	2	9.7%	6	5.3%	2	7.4%	7	7.1%	3	0.0%	0	2.9%	1	15.2%	5	11.1%	4
Quality of shops selling food goods	5.8%	8	3.8%	2	7.1%	6	8.1%	3	1.6%	1	10.5%	4	5.3%	5	7.1%	3	5.9%	2	0.0%	0	12.1%	4	5.6%	2
Quality of shops selling non-food goods	10.2%	14	9.4%	5	10.7%	9	10.8%	4	11.3%	7	7.9%	3	12.6%	12	4.8%	2	5.9%	2	5.9%	2	15.2%	5	13.9%	5
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	9.5%	13	11.3%	6	8.3%	7	2.7%	1	14.5%	9	7.9%	3	9.5%	9	9.5%	4	5.9%	2	5.9%	2	9.1%	3	16.7%	6
It's undercover	3.7%	5	3.8%	2	3.6%	3	0.0%	0	6.5%	4	2.6%	1	3.2%	3	4.8%	2	0.0%	0	2.9%	1	3.0%	1	8.3%	3
Just for a change	5.1%	7	5.7%	3	4.8%	4	5.4%	2	8.1%	5	0.0%	0	6.3%	6	2.4%	1	8.8%	3	0.0%	0	3.0%	1	8.3%	3
Online is easier	1.5%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Upmarket town	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		137		53		84		37		62		38		95		42		34		34		33		36

Cirencester In Centre Survey
for Cotswold District Council

Q17 How often do you visit Cirencester Town Centre generally? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Everyday	12.0%	24	12.2%	10	11.9%	14	13.5%	7	5.3%	4	17.8%	13	12.4%	17	11.1%	7	9.8%	5	15.2%	7	9.1%	4	13.6%	8
2-3 times a week	30.5%	61	28.0%	23	32.2%	38	34.6%	18	26.7%	20	31.5%	23	27.0%	37	38.1%	24	19.6%	10	28.3%	13	25.0%	11	45.8%	27
Once a week	8.5%	17	12.2%	10	5.9%	7	9.6%	5	8.0%	6	8.2%	6	9.5%	13	6.3%	4	7.8%	4	10.9%	5	9.1%	4	6.8%	4
Once a fortnight	3.5%	7	2.4%	2	4.2%	5	3.8%	2	4.0%	3	2.7%	2	4.4%	6	1.6%	1	7.8%	4	0.0%	0	4.5%	2	1.7%	1
Once a month	8.0%	16	8.5%	7	7.6%	9	1.9%	1	12.0%	9	8.2%	6	8.0%	11	7.9%	5	5.9%	3	0.0%	0	22.7%	10	5.1%	3
Less than once a month	16.0%	32	15.9%	13	16.1%	19	21.2%	11	17.3%	13	11.0%	8	16.8%	23	14.3%	9	27.5%	14	13.0%	6	11.4%	5	11.9%	7
First time today	8.0%	16	4.9%	4	10.2%	12	9.6%	5	8.0%	6	6.8%	5	5.8%	8	12.7%	8	7.8%	4	8.7%	4	4.5%	2	10.2%	6
Never	2.0%	4	3.7%	3	0.8%	1	1.9%	1	4.0%	3	0.0%	0	2.2%	3	1.6%	1	3.9%	2	0.0%	0	4.5%	2	0.0%	0
(Don't know/varies)	11.5%	23	12.2%	10	11.0%	13	3.8%	2	14.7%	11	13.7%	10	13.9%	19	6.3%	4	9.8%	5	23.9%	11	9.1%	4	5.1%	3
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q18 Which of these statements best describes how frequently you visit Cirencester town centre, compared to before lockdown in March 2020?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much more frequently than before	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
More frequently than before	3.5%	7	4.9%	4	2.5%	3	3.8%	2	2.7%	2	4.1%	3	4.4%	6	1.6%	1	5.9%	3	6.5%	3	2.3%	1	0.0%	0
About as frequently	44.0%	88	46.3%	38	42.4%	50	36.5%	19	40.0%	30	53.4%	39	41.6%	57	49.2%	31	41.2%	21	30.4%	14	56.8%	25	47.5%	28
Less frequently than before	26.5%	53	24.4%	20	28.0%	33	38.5%	20	25.3%	19	19.2%	14	27.7%	38	23.8%	15	21.6%	11	28.3%	13	20.5%	9	33.9%	20
Much less frequently than before	3.5%	7	2.4%	2	4.2%	5	1.9%	1	5.3%	4	2.7%	2	2.2%	3	6.3%	4	9.8%	5	0.0%	0	2.3%	1	1.7%	1
Didn't visit before COVID	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
This is my first visit	7.0%	14	4.9%	4	8.5%	10	11.5%	6	5.3%	4	5.5%	4	5.8%	8	9.5%	6	5.9%	3	8.7%	4	4.5%	2	8.5%	5
(Don't know / can't remember)	14.5%	29	15.9%	13	13.6%	16	5.8%	3	21.3%	16	13.7%	10	16.8%	23	9.5%	6	13.7%	7	23.9%	11	13.6%	6	8.5%	5
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q19 Thinking about your use of Cirencester Town Centre in 12 months' time compared to the present time, which of the following do you anticipate reflects the likely frequency of your visits?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much more frequently than before	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequently than before	2.5%	5	1.2%	1	3.4%	4	0.0%	0	2.7%	2	4.1%	3	2.9%	4	1.6%	1	2.0%	1	4.3%	2	4.5%	2	0.0%	0
About as frequently	74.0%	148	75.6%	62	72.9%	86	82.7%	43	68.0%	51	74.0%	54	72.3%	99	77.8%	49	68.6%	35	65.2%	30	79.5%	35	81.4%	48
Less frequently than before	2.0%	4	1.2%	1	2.5%	3	1.9%	1	2.7%	2	1.4%	1	2.2%	3	1.6%	1	3.9%	2	2.2%	1	0.0%	0	1.7%	1
Much less frequently than before	1.0%	2	1.2%	1	0.8%	1	1.9%	1	1.3%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
(Don't know)	20.5%	41	20.7%	17	20.3%	24	13.5%	7	25.3%	19	20.5%	15	21.2%	29	19.0%	12	25.5%	13	28.3%	13	15.9%	7	13.6%	8
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Q20 Do you think the town would benefit from:																								
More through traffic	6.0%	12	7.3%	6	5.1%	6	7.7%	4	6.7%	5	4.1%	3	5.1%	7	7.9%	5	5.9%	3	4.3%	2	9.1%	4	5.1%	3
The same amount of through traffic	24.0%	48	22.0%	18	25.4%	30	17.3%	9	17.3%	13	35.6%	26	25.5%	35	20.6%	13	23.5%	12	28.3%	13	20.5%	9	23.7%	14
Less through traffic	53.0%	106	53.7%	44	52.5%	62	51.9%	27	52.0%	39	54.8%	40	56.2%	77	46.0%	29	45.1%	23	52.2%	24	63.6%	28	52.5%	31
(Don’t know)	17.0%	34	17.1%	14	16.9%	20	23.1%	12	24.0%	18	5.5%	4	13.1%	18	25.4%	16	25.5%	13	15.2%	7	6.8%	3	18.6%	11
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Q21 The District Council has declared a climate emergency and is preparing a masterplan for the town centre, in order to reduce pollution and carbon emissions in the town centre, would you prefer:																								
Full pedestrianisation in and around Market Place (delivery vehicles would still have access)	38.5%	77	35.4%	29	40.7%	48	34.6%	18	40.0%	30	39.7%	29	42.3%	58	30.2%	19	37.3%	19	34.8%	16	47.7%	21	35.6%	21
Partial pedestrianisation in and around Market Place (e.g. except for buses, taxis and delivery vehicles); or	33.0%	66	35.4%	29	31.4%	37	44.2%	23	32.0%	24	26.0%	19	31.4%	43	36.5%	23	39.2%	20	32.6%	15	22.7%	10	35.6%	21
The continuation of the existing arrangements in and around Market Place	15.5%	31	17.1%	14	14.4%	17	5.8%	3	10.7%	8	27.4%	20	13.9%	19	19.0%	12	7.8%	4	19.6%	9	15.9%	7	18.6%	11
Other (PLEASE WRITE IN)	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	0.0%	0	2.2%	1	2.3%	1	0.0%	0
(Don’t know)	12.0%	24	11.0%	9	12.7%	15	15.4%	8	17.3%	13	4.1%	3	11.7%	16	12.7%	8	15.7%	8	10.9%	5	11.4%	5	10.2%	6
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Mean Score: [Number of visits per week]																								
Q22 How often do you visit Cirencester Town Centre in the evening? [MR]																								
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	3.0%	6	4.9%	4	1.7%	2	1.9%	1	1.3%	1	5.5%	4	2.9%	4	3.2%	2	2.0%	1	4.3%	2	2.3%	1	3.4%	2
Once a week	6.0%	12	11.0%	9	2.5%	3	13.5%	7	2.7%	2	4.1%	3	2.9%	4	12.7%	8	5.9%	3	8.7%	4	2.3%	1	6.8%	4
Once a fortnight	3.0%	6	3.7%	3	2.5%	3	3.8%	2	5.3%	4	0.0%	0	3.7%	5	1.6%	1	2.0%	1	0.0%	0	2.3%	1	6.8%	4
Once a month	5.5%	11	7.3%	6	4.2%	5	3.8%	2	6.7%	5	5.5%	4	5.8%	8	4.8%	3	2.0%	1	6.5%	3	13.6%	6	1.7%	1
Less than once a month	28.0%	56	24.4%	20	30.5%	36	44.2%	23	28.0%	21	16.4%	12	30.7%	42	22.2%	14	29.4%	15	13.0%	6	22.7%	10	42.4%	25
First time today	3.5%	7	3.7%	3	3.4%	4	7.7%	4	2.7%	2	1.4%	1	2.2%	3	6.3%	4	0.0%	0	2.2%	1	9.1%	4	3.4%	2
Never	41.0%	82	32.9%	27	46.6%	55	25.0%	13	38.7%	29	54.8%	40	39.4%	54	44.4%	28	49.0%	25	43.5%	20	38.6%	17	33.9%	20
(Don’t know/varies)	10.0%	20	12.2%	10	8.5%	10	0.0%	0	14.7%	11	12.3%	9	12.4%	17	4.8%	3	9.8%	5	21.7%	10	9.1%	4	1.7%	1
Mean:		*0.22*		*0.34*		*0.14*		*0.26*		*0.16*		*0.24*		*0.19*		*0.26*		*0.17*		*0.29*		*0.17*		*0.24*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q23 What is the main reason you visit Cirencester Town Centre in the evening?
Those who visit in the evening at Q22

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place / West Market Place
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Evening non-food shopping	1.1% 1	0.0% 0	2.0% 1	2.9% 1	0.0% 0	0.0% 0	0.0% 0	3.6% 1	0.0% 0	6.7% 1	0.0% 0	0.0% 0
Eat out	70.3% 64	69.0% 29	71.4% 35	54.3% 19	84.8% 28	73.9% 17	81.0% 51	46.4% 13	71.4% 15	73.3% 11	73.7% 14	66.7% 24
Go to a concert/gig	2.2% 2	2.4% 1	2.0% 1	2.9% 1	0.0% 0	4.3% 1	0.0% 0	7.1% 2	0.0% 0	0.0% 0	5.3% 1	2.8% 1
Go to the gym	1.1% 1	2.4% 1	0.0% 0	2.9% 1	0.0% 0	0.0% 0	0.0% 0	3.6% 1	0.0% 0	6.7% 1	0.0% 0	0.0% 0
Pick up a takeaway	4.4% 4	2.4% 1	6.1% 3	5.7% 2	6.1% 2	0.0% 0	3.2% 2	7.1% 2	4.8% 1	0.0% 0	10.5% 2	2.8% 1
Visit a bar / pub for a drink	19.8% 18	21.4% 9	18.4% 9	31.4% 11	9.1% 3	17.4% 4	15.9% 10	28.6% 8	23.8% 5	6.7% 1	10.5% 2	27.8% 10
Visit a nightclub	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Use a cashpoint	1.1% 1	2.4% 1	0.0% 0	0.0% 0	0.0% 0	4.3% 1	0.0% 0	3.6% 1	0.0% 0	6.7% 1	0.0% 0	0.0% 0
Work / School / College	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other (PLEASE WRITE IN)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Base:	91	42	49	35	33	23	63	28	21	15	19	36

Q24 What else do you tend to do whilst visiting Cirencester Town Centre in the evening? [MR]
Those who visit in the evening at Q22

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place / West Market Place
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1.1% 1	2.4% 1	0.0% 0	2.9% 1	0.0% 0	0.0% 0	0.0% 0	3.6% 1	0.0% 0	0.0% 0	0.0% 0	2.8% 1
Evening non-food shopping	7.7% 7	9.5% 4	6.1% 3	8.6% 3	9.1% 3	4.3% 1	11.1% 7	0.0% 0	9.5% 2	0.0% 0	0.0% 0	13.9% 5
Eat out	20.9% 19	23.8% 10	18.4% 9	34.3% 12	12.1% 4	13.0% 3	17.5% 11	28.6% 8	23.8% 5	20.0% 3	15.8% 3	22.2% 8
Go to a concert/gig	5.5% 5	4.8% 2	6.1% 3	2.9% 1	6.1% 2	8.7% 2	7.9% 5	0.0% 0	0.0% 0	0.0% 0	10.5% 2	8.3% 3
Go to the gym	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Pick up a takeaway	6.6% 6	4.8% 2	8.2% 4	8.6% 3	6.1% 2	4.3% 1	7.9% 5	3.6% 1	0.0% 0	13.3% 2	5.3% 1	8.3% 3
Visit a bar / pub for a drink	44.0% 40	38.1% 16	49.0% 24	42.9% 15	54.5% 18	30.4% 7	39.7% 25	53.6% 15	52.4% 11	40.0% 6	63.2% 12	30.6% 11
Visit a nightclub	1.1% 1	0.0% 0	2.0% 1	2.9% 1	0.0% 0	0.0% 0	1.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.8% 1
Use a cashpoint	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Work / School / College	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other (PLEASE WRITE IN)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(No reason / no other reason)	18.7% 17	19.0% 8	18.4% 9	2.9% 1	21.2% 7	39.1% 9	20.6% 13	14.3% 4	14.3% 3	33.3% 5	10.5% 2	19.4% 7
Base:	91	42	49	35	33	23	63	28	21	15	19	36

Q24X Any mention at Q23 & Q24 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Evening non-food shopping	4.0%	8	4.9%	4	3.4%	4	7.7%	4	4.0%	3	1.4%	1	5.1%	7	1.6%	1	3.9%	2	2.2%	1	0.0%	0	8.5%	5
Eat out	40.5%	81	47.6%	39	35.6%	42	57.7%	30	41.3%	31	27.4%	20	43.8%	60	33.3%	21	39.2%	20	28.3%	13	38.6%	17	52.5%	31
Go to a concert/gig	3.5%	7	3.7%	3	3.4%	4	3.8%	2	2.7%	2	4.1%	3	3.7%	5	3.2%	2	0.0%	0	0.0%	0	6.8%	3	6.8%	4
Go to the gym	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Pick up a takeaway	5.0%	10	3.7%	3	5.9%	7	9.6%	5	5.3%	4	1.4%	1	5.1%	7	4.8%	3	2.0%	1	4.3%	2	6.8%	3	6.8%	4
Visit a bar / pub for a drink	28.5%	57	30.5%	25	27.1%	32	48.1%	25	28.0%	21	15.1%	11	24.8%	34	36.5%	23	29.4%	15	15.2%	7	31.8%	14	35.6%	21
Visit a nightclub	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Use a cashpoint	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	54.5%	109	48.8%	40	58.5%	69	32.7%	17	56.0%	42	68.5%	50	54.0%	74	55.6%	35	58.8%	30	67.4%	31	56.8%	25	39.0%	23
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Mean Score [Minutes]

Q25 How long do you typically spend in Cirencester Town Centre during the evening / night?
Those who visit in the evening at Q22

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Less than 1 hour	8.8%	8	11.9%	5	6.1%	3	8.6%	3	6.1%	2	13.0%	3	7.9%	5	10.7%	3	9.5%	2	20.0%	3	5.3%	1	5.6%	2
Between 1 and 2 hours	13.2%	12	16.7%	7	10.2%	5	8.6%	3	12.1%	4	21.7%	5	11.1%	7	17.9%	5	19.0%	4	13.3%	2	10.5%	2	11.1%	4
Between 2 and 3 hours	63.7%	58	59.5%	25	67.3%	33	65.7%	23	66.7%	22	56.5%	13	66.7%	42	57.1%	16	57.1%	12	60.0%	9	63.2%	12	69.4%	25
Between 3 and 4 hours	14.3%	13	11.9%	5	16.3%	8	17.1%	6	15.2%	5	8.7%	2	14.3%	9	14.3%	4	14.3%	3	6.7%	1	21.1%	4	13.9%	5
Over 4 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don’t visit in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*140.11*		*132.86*		*146.33*		*144.86*		*144.55*		*126.52*		*142.38*		*135.00*		*135.71*		*122.00*		*150.00*		*145.00*
Base:		91		42		49		35		33		23		63		28		21		15		19		36

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q26 Comparing Cirencester Town Centre with other surrounding centres, (e.g. Cheltenham, Gloucester, or Swindon) how does it compare on the following aspects?

Choice of shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	25.0%	50	22.0%	18	27.1%	32	17.3%	9	30.7%	23	24.7%	18	25.5%	35	23.8%	15	39.2%	20	21.7%	10	27.3%	12	13.6%	8
About the same	45.5%	91	48.8%	40	43.2%	51	53.8%	28	44.0%	33	41.1%	30	46.7%	64	42.9%	27	43.1%	22	39.1%	18	43.2%	19	54.2%	32
Worse	17.5%	35	19.5%	16	16.1%	19	13.5%	7	17.3%	13	20.5%	15	16.1%	22	20.6%	13	5.9%	3	30.4%	14	13.6%	6	20.3%	12
Much worse	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.7%	1
(Don't know)	11.0%	22	8.5%	7	12.7%	15	15.4%	8	6.7%	5	12.3%	9	10.9%	15	11.1%	7	11.8%	6	8.7%	4	13.6%	6	10.2%	6
Mean:		*0.06*		*0.00*		*0.11*		*0.05*		*0.11*		*0.02*		*0.09*		*0.00*		*0.38*		*-0.10*		*0.11*		*-0.11*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Range of goods / services on offer

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Better	22.5%	45	19.5%	16	24.6%	29	17.3%	9	30.7%	23	17.8%	13	21.9%	30	23.8%	15	37.3%	19	17.4%	8	25.0%	11	11.9%	7
About the same	47.5%	95	50.0%	41	45.8%	54	55.8%	29	41.3%	31	47.9%	35	52.6%	72	36.5%	23	35.3%	18	47.8%	22	47.7%	21	57.6%	34
Worse	12.5%	25	15.9%	13	10.2%	12	9.6%	5	10.7%	8	16.4%	12	10.2%	14	17.5%	11	5.9%	3	17.4%	8	9.1%	4	16.9%	10
Much worse	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.7%	1
(Don't know)	16.0%	32	13.4%	11	17.8%	21	17.3%	9	14.7%	11	16.4%	12	14.6%	20	19.0%	12	21.6%	11	15.2%	7	15.9%	7	11.9%	7
Mean:		*0.11*		*0.01*		*0.18*		*0.09*		*0.17*		*0.05*		*0.12*		*0.08*		*0.40*		*0.05*		*0.14*		*-0.10*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Choice of independent specialist shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	2.0%	4	0.0%	0	3.4%	4	0.0%	0	1.3%	1	4.1%	3	1.5%	2	3.2%	2	3.9%	2	4.3%	2	0.0%	0	0.0%	0
Better	44.0%	88	47.6%	39	41.5%	49	32.7%	17	46.7%	35	49.3%	36	44.5%	61	42.9%	27	51.0%	26	39.1%	18	45.5%	20	40.7%	24
About the same	36.0%	72	34.1%	28	37.3%	44	42.3%	22	37.3%	28	30.1%	22	39.4%	54	28.6%	18	23.5%	12	41.3%	19	40.9%	18	39.0%	23
Worse	3.0%	6	2.4%	2	3.4%	4	7.7%	4	0.0%	0	2.7%	2	2.2%	3	4.8%	3	2.0%	1	6.5%	3	0.0%	0	3.4%	2
Much worse	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don't know)	14.5%	29	14.6%	12	14.4%	17	17.3%	9	13.3%	10	13.7%	10	11.7%	16	20.6%	13	19.6%	10	6.5%	3	13.6%	6	16.9%	10
Mean:		*0.51*		*0.50*		*0.52*		*0.30*		*0.54*		*0.63*		*0.50*		*0.56*		*0.71*		*0.40*		*0.53*		*0.45*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Quality of shops																								
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Better	38.5%	77	40.2%	33	37.3%	44	19.2%	10	44.0%	33	46.6%	34	40.1%	55	34.9%	22	51.0%	26	39.1%	18	38.6%	17	27.1%	16
About the same	46.5%	93	50.0%	41	44.1%	52	59.6%	31	48.0%	36	35.6%	26	46.0%	63	47.6%	30	35.3%	18	43.5%	20	43.2%	19	61.0%	36
Worse	3.0%	6	0.0%	0	5.1%	6	5.8%	3	0.0%	0	4.1%	3	2.9%	4	3.2%	2	0.0%	0	6.5%	3	2.3%	1	3.4%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	11.5%	23	9.8%	8	12.7%	15	15.4%	8	8.0%	6	12.3%	9	10.9%	15	12.7%	8	13.7%	7	8.7%	4	15.9%	7	8.5%	5
Mean:		*0.41*		*0.45*		*0.39*		*0.16*		*0.48*		*0.52*		*0.42*		*0.40*		*0.59*		*0.40*		*0.43*		*0.26*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Range of services such as banks and other financial services																								
Much better	2.5%	5	1.2%	1	3.4%	4	5.8%	3	2.7%	2	0.0%	0	1.5%	2	4.8%	3	5.9%	3	0.0%	0	0.0%	0	3.4%	2
Better	32.5%	65	29.3%	24	34.7%	41	36.5%	19	36.0%	27	26.0%	19	30.7%	42	36.5%	23	45.1%	23	23.9%	11	31.8%	14	28.8%	17
About the same	45.0%	90	51.2%	42	40.7%	48	38.5%	20	41.3%	31	53.4%	39	48.9%	67	36.5%	23	31.4%	16	52.2%	24	45.5%	20	50.8%	30
Worse	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	1.7%	1
Much worse	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Don’t know)	18.5%	37	15.9%	13	20.3%	24	19.2%	10	18.7%	14	17.8%	13	18.2%	25	19.0%	12	17.6%	9	21.7%	10	20.5%	9	15.3%	9
Mean:		*0.44*		*0.33*		*0.51*		*0.60*		*0.48*		*0.28*		*0.40*		*0.51*		*0.69*		*0.28*		*0.34*		*0.40*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Range and choice of pubs / restaurants																								
Much better	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better	42.0%	84	34.1%	28	47.5%	56	38.5%	20	46.7%	35	39.7%	29	40.1%	55	46.0%	29	60.8%	31	34.8%	16	43.2%	19	30.5%	18
About the same	39.0%	78	47.6%	39	33.1%	39	30.8%	16	41.3%	31	42.5%	31	41.6%	57	33.3%	21	23.5%	12	41.3%	19	43.2%	19	47.5%	28
Worse	4.5%	9	4.9%	4	4.2%	5	9.6%	5	1.3%	1	4.1%	3	5.1%	7	3.2%	2	0.0%	0	13.0%	6	0.0%	0	5.1%	3
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	14.0%	28	12.2%	10	15.3%	18	19.2%	10	10.7%	8	13.7%	10	12.4%	17	17.5%	11	13.7%	7	10.9%	5	13.6%	6	16.9%	10
Mean:		*0.45*		*0.36*		*0.51*		*0.40*		*0.51*		*0.41*		*0.42*		*0.52*		*0.75*		*0.24*		*0.50*		*0.31*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Leisure facilities																								
Much better	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Better	10.0%	20	7.3%	6	11.9%	14	11.5%	6	12.0%	9	6.8%	5	10.9%	15	7.9%	5	7.8%	4	13.0%	6	6.8%	3	11.9%	7
About the same	45.0%	90	47.6%	39	43.2%	51	46.2%	24	44.0%	33	45.2%	33	46.0%	63	42.9%	27	45.1%	23	34.8%	16	54.5%	24	45.8%	27
Worse	7.0%	14	9.8%	8	5.1%	6	7.7%	4	8.0%	6	5.5%	4	8.0%	11	4.8%	3	3.9%	2	6.5%	3	6.8%	3	10.2%	6
Much worse	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Don’t know)	37.0%	74	32.9%	27	39.8%	47	32.7%	17	34.7%	26	42.5%	31	35.0%	48	41.3%	26	43.1%	22	43.5%	20	29.5%	13	32.2%	19
Mean:		*0.05*		*-0.04*		*0.11*		*0.11*		*0.02*		*0.02*		*0.04*		*0.05*		*0.07*		*0.19*		*-0.06*		*0.03*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q27 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Town Centre environment																								
Much better	6.0%	12	8.5%	7	4.2%	5	3.8%	2	4.0%	3	9.6%	7	5.1%	7	7.9%	5	9.8%	5	4.3%	2	4.5%	2	5.1%	3
Better	52.5%	105	47.6%	39	55.9%	66	48.1%	25	58.7%	44	49.3%	36	54.0%	74	49.2%	31	52.9%	27	50.0%	23	52.3%	23	54.2%	32
About the same	29.0%	58	34.1%	28	25.4%	30	30.8%	16	30.7%	23	26.0%	19	29.2%	40	28.6%	18	23.5%	12	34.8%	16	25.0%	11	32.2%	19
Worse	2.0%	4	1.2%	1	2.5%	3	1.9%	1	0.0%	0	4.1%	3	1.5%	2	3.2%	2	0.0%	0	4.3%	2	2.3%	1	1.7%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	10.5%	21	8.5%	7	11.9%	14	15.4%	8	6.7%	5	11.0%	8	10.2%	14	11.1%	7	13.7%	7	6.5%	3	15.9%	7	6.8%	4
Mean:		*0.70*		*0.69*		*0.70*		*0.64*		*0.71*		*0.72*		*0.70*		*0.70*		*0.84*		*0.58*		*0.70*		*0.67*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Cleanliness																								
Much better	2.0%	4	2.4%	2	1.7%	2	0.0%	0	1.3%	1	4.1%	3	0.7%	1	4.8%	3	0.0%	0	4.3%	2	2.3%	1	1.7%	1
Better	25.5%	51	25.6%	21	25.4%	30	15.4%	8	20.0%	15	38.4%	28	29.2%	40	17.5%	11	31.4%	16	34.8%	16	25.0%	11	13.6%	8
About the same	53.0%	106	57.3%	47	50.0%	59	53.8%	28	64.0%	48	41.1%	30	54.7%	75	49.2%	31	39.2%	20	52.2%	24	50.0%	22	67.8%	40
Worse	1.5%	3	0.0%	0	2.5%	3	1.9%	1	0.0%	0	2.7%	2	0.7%	1	3.2%	2	0.0%	0	4.3%	2	2.3%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	18.0%	36	14.6%	12	20.3%	24	28.8%	15	14.7%	11	13.7%	10	14.6%	20	25.4%	16	29.4%	15	4.3%	2	20.5%	9	16.9%	10
Mean:		*0.34*		*0.36*		*0.33*		*0.19*		*0.27*		*0.51*		*0.35*		*0.32*		*0.44*		*0.41*		*0.34*		*0.20*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Car parking provision / availability																								
Much better	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Better	7.5%	15	8.5%	7	6.8%	8	5.8%	3	4.0%	3	12.3%	9	8.8%	12	4.8%	3	9.8%	5	8.7%	4	9.1%	4	3.4%	2
About the same	52.0%	104	52.4%	43	51.7%	61	53.8%	28	64.0%	48	38.4%	28	56.2%	77	42.9%	27	52.9%	27	54.3%	25	54.5%	24	47.5%	28
Worse	15.5%	31	15.9%	13	15.3%	18	13.5%	7	14.7%	11	17.8%	13	16.8%	23	12.7%	8	9.8%	5	19.6%	9	18.2%	8	15.3%	9
Much worse	3.0%	6	4.9%	4	1.7%	2	0.0%	0	2.7%	2	5.5%	4	2.9%	4	3.2%	2	2.0%	1	4.3%	2	4.5%	2	1.7%	1
(Don’t know)	21.5%	43	17.1%	14	24.6%	29	26.9%	14	14.7%	11	24.7%	18	14.6%	20	36.5%	23	25.5%	13	10.9%	5	13.6%	6	32.2%	19
Mean:		*-0.17*		*-0.18*		*-0.16*		*-0.11*		*-0.19*		*-0.18*		*-0.15*		*-0.23*		*-0.05*		*-0.17*		*-0.21*		*-0.23*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Cirencester In Centre Survey for Cotswold District Council

Car parking prices

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	5.5%	11	8.5%	7	3.4%	4	3.8%	2	4.0%	3	8.2%	6	7.3%	10	1.6%	1	7.8%	4	6.5%	3	4.5%	2	3.4%	2
About the same	51.5%	103	47.6%	39	54.2%	64	44.2%	23	66.7%	50	41.1%	30	56.2%	77	41.3%	26	45.1%	23	60.9%	28	54.5%	24	47.5%	28
Worse	15.5%	31	20.7%	17	11.9%	14	19.2%	10	10.7%	8	17.8%	13	14.6%	20	17.5%	11	17.6%	9	13.0%	6	15.9%	7	15.3%	9
Much worse	4.5%	9	2.4%	2	5.9%	7	5.8%	3	4.0%	3	4.1%	3	4.4%	6	4.8%	3	5.9%	3	8.7%	4	2.3%	1	1.7%	1
(Don't know)	23.0%	46	20.7%	17	24.6%	29	26.9%	14	14.7%	11	28.8%	21	17.5%	24	34.9%	22	23.5%	12	10.9%	5	22.7%	10	32.2%	19
Mean:		*-0.25*		*-0.22*		*-0.27*		*-0.37*		*-0.17*		*-0.25*		*-0.19*		*-0.39*		*-0.28*		*-0.27*		*-0.21*		*-0.23*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Accessibility by bus

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	0.0%	0	2.2%	1	2.3%	1	0.0%	0
Better	6.0%	12	8.5%	7	4.2%	5	7.7%	4	2.7%	2	8.2%	6	3.7%	5	11.1%	7	5.9%	3	6.5%	3	6.8%	3	5.1%	3
About the same	22.5%	45	25.6%	21	20.3%	24	19.2%	10	22.7%	17	24.7%	18	18.2%	25	31.7%	20	19.6%	10	17.4%	8	25.0%	11	27.1%	16
Worse	2.5%	5	1.2%	1	3.4%	4	3.8%	2	2.7%	2	1.4%	1	2.9%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	5
Much worse	1.5%	3	1.2%	1	1.7%	2	0.0%	0	0.0%	0	4.1%	3	1.5%	2	1.6%	1	0.0%	0	6.5%	3	0.0%	0	0.0%	0
(Don't know)	66.5%	133	63.4%	52	68.6%	81	69.2%	36	72.0%	54	58.9%	43	72.3%	99	54.0%	34	74.5%	38	67.4%	31	65.9%	29	59.3%	35
Mean:		*0.07*		*0.13*		*0.03*		*0.13*		*0.00*		*0.10*		*0.03*		*0.14*		*0.23*		*-0.07*		*0.33*		*-0.08*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Accessibility by cycling

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better	7.5%	15	12.2%	10	4.2%	5	13.5%	7	5.3%	4	5.5%	4	8.0%	11	6.3%	4	2.0%	1	10.9%	5	6.8%	3	10.2%	6
About the same	19.5%	39	28.0%	23	13.6%	16	25.0%	13	20.0%	15	15.1%	11	21.2%	29	15.9%	10	21.6%	11	13.0%	6	22.7%	10	20.3%	12
Worse	3.0%	6	4.9%	4	1.7%	2	0.0%	0	5.3%	4	2.7%	2	3.7%	5	1.6%	1	2.0%	1	2.2%	1	2.3%	1	5.1%	3
Much worse	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don't know)	69.0%	138	54.9%	45	78.8%	93	61.5%	32	68.0%	51	75.3%	55	65.7%	90	76.2%	48	72.5%	37	71.7%	33	68.2%	30	64.4%	38
Mean:		*0.15*		*0.16*		*0.12*		*0.35*		*0.08*		*0.00*		*0.13*		*0.20*		*0.14*		*0.15*		*0.14*		*0.14*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Walking accessibility

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	1.5%	3	1.2%	1	1.7%	2	0.0%	0	2.7%	2	1.4%	1	2.2%	3	0.0%	0	3.9%	2	2.2%	1	0.0%	0	0.0%	0
Better	25.5%	51	24.4%	20	26.3%	31	17.3%	9	18.7%	14	38.4%	28	26.3%	36	23.8%	15	15.7%	8	30.4%	14	25.0%	11	30.5%	18
About the same	44.0%	88	50.0%	41	39.8%	47	40.4%	21	52.0%	39	38.4%	28	41.6%	57	49.2%	31	41.2%	21	45.7%	21	50.0%	22	40.7%	24
Worse	1.5%	3	1.2%	1	1.7%	2	0.0%	0	1.3%	1	2.7%	2	1.5%	2	1.6%	1	3.9%	2	0.0%	0	2.3%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	27.5%	55	23.2%	19	30.5%	36	42.3%	22	25.3%	19	19.2%	14	28.5%	39	25.4%	16	35.3%	18	21.7%	10	22.7%	10	28.8%	17
Mean:		*0.37*		*0.33*		*0.40*		*0.30*		*0.30*		*0.47*		*0.41*		*0.30*		*0.30*		*0.44*		*0.29*		*0.43*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Public information / signposts / public facilities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better	12.5%	25	12.2%	10	12.7%	15	7.7%	4	9.3%	7	19.2%	14	12.4%	17	12.7%	8	11.8%	6	19.6%	9	13.6%	6	6.8%	4
About the same	54.5%	109	54.9%	45	54.2%	64	48.1%	25	70.7%	53	42.5%	31	56.2%	77	50.8%	32	47.1%	24	52.2%	24	61.4%	27	57.6%	34
Worse	4.0%	8	7.3%	6	1.7%	2	1.9%	1	1.3%	1	8.2%	6	3.7%	5	4.8%	3	2.0%	1	4.3%	2	6.8%	3	3.4%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	28.5%	57	25.6%	21	30.5%	36	42.3%	22	17.3%	13	30.1%	22	27.0%	37	31.7%	20	37.3%	19	23.9%	11	18.2%	8	32.2%	19
Mean:		*0.13*		*0.07*		*0.18*		*0.10*		*0.13*		*0.16*		*0.14*		*0.12*		*0.22*		*0.20*		*0.08*		*0.05*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Mean Score [Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2]

Q28 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

Entertainment / events / performances

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	0.7%	1	1.6%	1	2.0%	1	0.0%	0	2.3%	1	0.0%	0
Better	22.0%	44	23.2%	19	21.2%	25	11.5%	6	25.3%	19	26.0%	19	27.0%	37	11.1%	7	21.6%	11	23.9%	11	22.7%	10	20.3%	12
About the same	34.5%	69	32.9%	27	35.6%	42	44.2%	23	34.7%	26	27.4%	20	35.8%	49	31.7%	20	29.4%	15	34.8%	16	34.1%	15	39.0%	23
Worse	8.0%	16	11.0%	9	5.9%	7	9.6%	5	5.3%	4	9.6%	7	6.6%	9	11.1%	7	3.9%	2	13.0%	6	4.5%	2	10.2%	6
Much worse	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Don't know)	34.0%	68	30.5%	25	36.4%	43	34.6%	18	32.0%	24	35.6%	26	29.9%	41	42.9%	27	43.1%	22	28.3%	13	34.1%	15	30.5%	18
Mean:		*0.23*		*0.18*		*0.27*		*0.03*		*0.29*		*0.30*		*0.31*		*0.00*		*0.38*		*0.15*		*0.28*		*0.15*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Tourist facilities / hotels

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Much better	2.0%	4	2.4%	2	1.7%	2	1.9%	1	4.0%	3	0.0%	0	2.9%	4	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.4%	2
Better	39.5%	79	29.3%	24	46.6%	55	38.5%	20	45.3%	34	34.2%	25	38.7%	53	41.3%	26	37.3%	19	41.3%	19	31.8%	14	45.8%	27
About the same	38.5%	77	46.3%	38	33.1%	39	34.6%	18	40.0%	30	39.7%	29	39.4%	54	36.5%	23	39.2%	20	41.3%	19	36.4%	16	37.3%	22
Worse	1.5%	3	3.7%	3	0.0%	0	1.9%	1	1.3%	1	1.4%	1	0.7%	1	3.2%	2	0.0%	0	2.2%	1	4.5%	2	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	18.5%	37	18.3%	15	18.6%	22	23.1%	12	9.3%	7	24.7%	18	18.2%	25	19.0%	12	19.6%	10	15.2%	7	27.3%	12	13.6%	8
Mean:		*0.52*		*0.37*		*0.61*		*0.53*		*0.57*		*0.44*		*0.54*		*0.47*		*0.56*		*0.46*		*0.38*		*0.61*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Day time safety																								
Much better	8.5%	17	7.3%	6	9.3%	11	5.8%	3	9.3%	7	9.6%	7	6.6%	9	12.7%	8	11.8%	6	8.7%	4	6.8%	3	6.8%	4
Better	39.0%	78	35.4%	29	41.5%	49	34.6%	18	30.7%	23	50.7%	37	44.5%	61	27.0%	17	35.3%	18	34.8%	16	40.9%	18	44.1%	26
About the same	38.0%	76	43.9%	36	33.9%	40	38.5%	20	48.0%	36	27.4%	20	34.3%	47	46.0%	29	29.4%	15	50.0%	23	34.1%	15	39.0%	23
Worse	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	14.0%	28	13.4%	11	14.4%	17	19.2%	10	12.0%	9	12.3%	9	13.9%	19	14.3%	9	21.6%	11	6.5%	3	18.2%	8	10.2%	6
Mean:		*0.65*		*0.58*		*0.69*		*0.55*		*0.56*		*0.80*		*0.66*		*0.61*		*0.73*		*0.56*		*0.67*		*0.64*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Evening / night safety																								
Much better	6.0%	12	6.1%	5	5.9%	7	5.8%	3	6.7%	5	5.5%	4	4.4%	6	9.5%	6	11.8%	6	2.2%	1	6.8%	3	3.4%	2
Better	28.0%	56	30.5%	25	26.3%	31	32.7%	17	26.7%	20	26.0%	19	30.7%	42	22.2%	14	27.5%	14	21.7%	10	18.2%	8	40.7%	24
About the same	31.5%	63	35.4%	29	28.8%	34	34.6%	18	37.3%	28	23.3%	17	30.7%	42	33.3%	21	27.5%	14	37.0%	17	36.4%	16	27.1%	16
Worse	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	34.0%	68	28.0%	23	38.1%	45	25.0%	13	29.3%	22	45.2%	33	33.6%	46	34.9%	22	31.4%	16	39.1%	18	38.6%	17	28.8%	17
Mean:		*0.60*		*0.59*		*0.60*		*0.56*		*0.57*		*0.68*		*0.58*		*0.63*		*0.71*		*0.43*		*0.52*		*0.67*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Layout																								
Much better	1.5%	3	1.2%	1	1.7%	2	0.0%	0	1.3%	1	2.7%	2	0.7%	1	3.2%	2	0.0%	0	2.2%	1	2.3%	1	1.7%	1
Better	37.0%	74	39.0%	32	35.6%	42	26.9%	14	33.3%	25	47.9%	35	35.0%	48	41.3%	26	35.3%	18	30.4%	14	40.9%	18	40.7%	24
About the same	50.0%	100	51.2%	42	49.2%	58	55.8%	29	58.7%	44	37.0%	27	54.0%	74	41.3%	26	51.0%	26	58.7%	27	38.6%	17	50.8%	30
Worse	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	11.0%	22	8.5%	7	12.7%	15	17.3%	9	6.7%	5	11.0%	8	9.5%	13	14.3%	9	13.7%	7	8.7%	4	15.9%	7	6.8%	4
Mean:		*0.44*		*0.45*		*0.44*		*0.33*		*0.39*		*0.58*		*0.40*		*0.56*		*0.41*		*0.38*		*0.51*		*0.47*
Base:		200		82		118		52		75		73		137		63		51		46		44		59
Public art																								
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	21.5%	43	23.2%	19	20.3%	24	21.2%	11	21.3%	16	21.9%	16	24.8%	34	14.3%	9	29.4%	15	15.2%	7	20.5%	9	20.3%	12
About the same	38.5%	77	41.5%	34	36.4%	43	30.8%	16	50.7%	38	31.5%	23	38.7%	53	38.1%	24	37.3%	19	39.1%	18	40.9%	18	37.3%	22
Worse	5.5%	11	4.9%	4	5.9%	7	3.8%	2	2.7%	2	9.6%	7	8.0%	11	0.0%	0	0.0%	0	10.9%	5	6.8%	3	5.1%	3
Much worse	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don’t know)	34.0%	68	30.5%	25	36.4%	43	44.2%	23	25.3%	19	35.6%	26	27.7%	38	47.6%	30	33.3%	17	32.6%	15	31.8%	14	37.3%	22
Mean:		*0.23*		*0.26*		*0.20*		*0.31*		*0.25*		*0.15*		*0.21*		*0.27*		*0.44*		*0.00*		*0.20*		*0.24*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
General environment																								
Much better	3.0%	6	6.1%	5	0.8%	1	0.0%	0	1.3%	1	6.8%	5	2.9%	4	3.2%	2	2.0%	1	2.2%	1	6.8%	3	1.7%	1
Better	44.5%	89	40.2%	33	47.5%	56	42.3%	22	38.7%	29	52.1%	38	47.4%	65	38.1%	24	52.9%	27	43.5%	20	36.4%	16	44.1%	26
About the same	39.5%	79	41.5%	34	38.1%	45	38.5%	20	52.0%	39	27.4%	20	38.0%	52	42.9%	27	33.3%	17	43.5%	20	34.1%	15	45.8%	27
Worse	1.5%	3	1.2%	1	1.7%	2	0.0%	0	0.0%	0	4.1%	3	0.7%	1	3.2%	2	0.0%	0	4.3%	2	2.3%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.5%	23	11.0%	9	11.9%	14	19.2%	10	8.0%	6	9.6%	7	10.9%	15	12.7%	8	11.8%	6	6.5%	3	20.5%	9	8.5%	5
Mean:		*0.55*		*0.58*		*0.54*		*0.52*		*0.45*		*0.68*		*0.59*		*0.47*		*0.64*		*0.47*		*0.60*		*0.52*
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q29 What type of shops or services would you like to see more of in Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better leisure facility provision	2.0%	4	3.7%	3	0.8%	1	1.9%	1	4.0%	3	0.0%	0	1.5%	2	3.2%	2	2.0%	1	2.2%	1	2.3%	1	1.7%	1
Better retail provision for children and babies	3.5%	7	4.9%	4	2.5%	3	7.7%	4	4.0%	3	0.0%	0	5.1%	7	0.0%	0	2.0%	1	2.2%	1	0.0%	0	8.5%	5
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Clothing stores	30.0%	60	14.6%	12	40.7%	48	30.8%	16	30.7%	23	28.8%	21	28.5%	39	33.3%	21	29.4%	15	21.7%	10	29.5%	13	37.3%	22
Department stores / retailers	8.5%	17	8.5%	7	8.5%	10	15.4%	8	4.0%	3	8.2%	6	8.0%	11	9.5%	6	5.9%	3	10.9%	5	6.8%	3	10.2%	6
Drinking establishments	1.5%	3	2.4%	2	0.8%	1	3.8%	2	0.0%	0	1.4%	1	2.2%	3	0.0%	0	2.0%	1	0.0%	0	2.3%	1	1.7%	1
Electrical goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Footwear stores	1.5%	3	1.2%	1	1.7%	2	5.8%	3	0.0%	0	0.0%	0	0.7%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Health food shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
High Street names	16.5%	33	18.3%	15	15.3%	18	23.1%	12	20.0%	15	8.2%	6	14.6%	20	20.6%	13	17.6%	9	13.0%	6	13.6%	6	20.3%	12
Household goods stores	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Independent / specialist shops	13.5%	27	12.2%	10	14.4%	17	3.8%	2	13.3%	10	20.5%	15	15.3%	21	9.5%	6	11.8%	6	15.2%	7	20.5%	9	8.5%	5
Large supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger sizes clothing store	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.2%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0
Markets	1.0%	2	0.0%	0	1.7%	2	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Pharmacies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public amenities (e.g benches, sign posts, toilets)	5.0%	10	8.5%	7	2.5%	3	3.8%	2	6.7%	5	4.1%	3	6.6%	9	1.6%	1	5.9%	3	2.2%	1	2.3%	1	8.5%	5
Public transport facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.5%	7	6.1%	5	1.7%	2	3.8%	2	4.0%	3	2.7%	2	4.4%	6	1.6%	1	2.0%	1	2.2%	1	4.5%	2	5.1%	3
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist food stores	1.5%	3	0.0%	0	2.5%	3	0.0%	0	1.3%	1	2.7%	2	2.2%	3	0.0%	0	0.0%	0	2.2%	1	2.3%	1	1.7%	1
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Trade in shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain shops	1.5%	3	1.2%	1	1.7%	2	0.0%	0	0.0%	0	4.1%	3	1.5%	2	1.6%	1	2.0%	1	2.2%	1	2.3%	1	0.0%	0
Pound shops	1.5%	3	1.2%	1	1.7%	2	1.9%	1	1.3%	1	1.4%	1	0.7%	1	3.2%	2	3.9%	2	0.0%	0	0.0%	0	1.7%	1
None mentioned	23.0%	46	28.0%	23	19.5%	23	19.2%	10	25.3%	19	23.3%	17	27.0%	37	14.3%	9	27.5%	14	23.9%	11	31.8%	14	11.9%	7
(Don't know)	16.5%	33	17.1%	14	16.1%	19	17.3%	9	18.7%	14	13.7%	10	13.9%	19	22.2%	14	13.7%	7	23.9%	11	13.6%	6	15.3%	9
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q30 What type of leisure facilities would you like to see more of in Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Art galleries	2.0%	4	2.4%	2	1.7%	2	1.9%	1	1.3%	1	2.7%	2	0.7%	1	4.8%	3	2.0%	1	0.0%	0	4.5%	2	1.7%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	3.0%	6	4.9%	4	1.7%	2	5.8%	3	2.7%	2	1.4%	1	2.2%	3	4.8%	3	5.9%	3	2.2%	1	2.3%	1	1.7%	1
Children's activity centre	6.0%	12	6.1%	5	5.9%	7	9.6%	5	8.0%	6	1.4%	1	4.4%	6	9.5%	6	2.0%	1	2.2%	1	4.5%	2	13.6%	8
Cinema	12.0%	24	17.1%	14	8.5%	10	19.2%	10	9.3%	7	9.6%	7	10.2%	14	15.9%	10	7.8%	4	10.9%	5	15.9%	7	13.6%	8
Civic Hall / Civic spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / activities for young people	2.5%	5	4.9%	4	0.8%	1	1.9%	1	5.3%	4	0.0%	0	2.9%	4	1.6%	1	0.0%	0	6.5%	3	2.3%	1	1.7%	1
Go-karting	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Golf amenities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guided tours / audio tours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness	2.5%	5	6.1%	5	0.0%	0	9.6%	5	0.0%	0	0.0%	0	1.5%	2	4.8%	3	2.0%	1	4.3%	2	2.3%	1	1.7%	1
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More exhibition / info of archaeology	2.5%	5	0.0%	0	4.2%	5	1.9%	1	1.3%	1	4.1%	3	1.5%	2	4.8%	3	0.0%	0	0.0%	0	4.5%	2	5.1%	3
Museums	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Music events	7.5%	15	8.5%	7	6.8%	8	11.5%	6	8.0%	6	4.1%	3	8.8%	12	4.8%	3	7.8%	4	4.3%	2	9.1%	4	8.5%	5
Parks / gardens	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.0%	6	2.4%	2	3.4%	4	3.8%	2	2.7%	2	2.7%	2	4.4%	6	0.0%	0	2.0%	1	2.2%	1	4.5%	2	3.4%	2
Sports pitches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
None mentioned	44.0%	88	37.8%	31	48.3%	57	36.5%	19	38.7%	29	54.8%	40	50.4%	69	30.2%	19	51.0%	26	54.3%	25	38.6%	17	33.9%	20
(Don't know)	24.5%	49	22.0%	18	26.3%	31	19.2%	10	26.7%	20	26.0%	19	20.4%	28	33.3%	21	27.5%	14	21.7%	10	22.7%	10	25.4%	15
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q31 What measures do you think would improve Cirencester Town Centre and make it more attractive? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Better accessibility by private car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better walking and cycling accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expansion of the centre	1.0%	2	0.0%	0	1.7%	2	1.9%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1
Fewer low quality shops (take-away, pound shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the quality of the shops	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Fill the empty shops	10.5%	21	8.5%	7	11.9%	14	19.2%	10	8.0%	6	6.8%	5	13.1%	18	4.8%	3	17.6%	9	8.7%	4	11.4%	5	5.1%	3
Flexible parking	1.5%	3	1.2%	1	1.7%	2	0.0%	0	1.3%	1	2.7%	2	0.7%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Give it a general face lift (Flowers, painting etc.)	5.0%	10	6.1%	5	4.2%	5	5.8%	3	4.0%	3	5.5%	4	5.1%	7	4.8%	3	2.0%	1	8.7%	4	4.5%	2	5.1%	3
Greater promotion / marketing of the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interactive information points	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved cleanliness / COVID safety measures	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.2%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Improved cultural facilities	1.0%	2	0.0%	0	1.7%	2	1.9%	1	1.3%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.7%	1
Improved market provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved signage / information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street paving	10.5%	21	11.0%	9	10.2%	12	11.5%	6	10.7%	8	9.6%	7	10.9%	15	9.5%	6	7.8%	4	13.0%	6	9.1%	4	11.9%	7
Improved connectivity to train services / a railway station	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Increased choice / range of shops	6.5%	13	4.9%	4	7.6%	9	9.6%	5	8.0%	6	2.7%	2	5.8%	8	7.9%	5	9.8%	5	6.5%	3	2.3%	1	6.8%	4
Increased office development	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Less traffic in the town centre	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Less charity shops	8.0%	16	3.7%	3	11.0%	13	5.8%	3	12.0%	9	5.5%	4	6.6%	9	11.1%	7	2.0%	1	2.2%	1	6.8%	3	18.6%	11
More charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafes / events in the street	1.0%	2	1.2%	1	0.8%	1	1.9%	1	0.0%	0	1.4%	1	0.7%	1	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.7%	1
More cultural facilities	3.0%	6	1.2%	1	4.2%	5	1.9%	1	6.7%	5	0.0%	0	4.4%	6	0.0%	0	2.0%	1	0.0%	0	6.8%	3	3.4%	2
More entertainment / leisure facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
More housing / town centre flats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiples / retailers	5.5%	11	3.7%	3	6.8%	8	3.8%	2	9.3%	7	2.7%	2	5.1%	7	6.3%	4	3.9%	2	6.5%	3	2.3%	1	8.5%	5
More non-food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More organised events (e.g. music events)	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More parks, green spaces or seasonal planted areas	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	0.0%	0	2.2%	1	2.3%	1	0.0%	0
More parking	3.0%	6	3.7%	3	2.5%	3	5.8%	3	2.7%	2	1.4%	1	3.7%	5	1.6%	1	7.8%	4	0.0%	0	4.5%	2	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food and beverage facilities (pubs / restaurants)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
More speciality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay on exit parking	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved public toilet provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Real time traffic or public transport information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q32 What do you think are the biggest weaknesses of Cirencester Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Accessibility by cycling and by foot	2.0%	4	2.4%	2	1.7%	2	1.9%	1	4.0%	3	0.0%	0	0.7%	1	4.8%	3	2.0%	1	2.2%	1	2.3%	1	1.7%	1
Accessibility by private car	12.0%	24	9.8%	8	13.6%	16	3.8%	2	14.7%	11	15.1%	11	11.7%	16	12.7%	8	9.8%	5	13.0%	6	18.2%	8	8.5%	5
Accessibility by bus	1.5%	3	0.0%	0	2.5%	3	1.9%	1	2.7%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.4%	2
Accessibility by train	3.0%	6	3.7%	3	2.5%	3	1.9%	1	2.7%	2	4.1%	3	1.5%	2	6.3%	4	3.9%	2	0.0%	0	9.1%	4	0.0%	0
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of car parking	5.5%	11	8.5%	7	3.4%	4	5.8%	3	4.0%	3	6.8%	5	6.6%	9	3.2%	2	7.8%	4	6.5%	3	4.5%	2	3.4%	2
Choice / range of non-food shops	5.0%	10	8.5%	7	2.5%	3	9.6%	5	4.0%	3	2.7%	2	2.2%	3	11.1%	7	3.9%	2	6.5%	3	6.8%	3	3.4%	2
Empty shops	31.5%	63	22.0%	18	38.1%	45	36.5%	19	37.3%	28	21.9%	16	29.2%	40	36.5%	23	27.5%	14	28.3%	13	34.1%	15	35.6%	21
Lack of cultural facilities	2.0%	4	1.2%	1	2.5%	3	7.7%	4	0.0%	0	0.0%	0	0.7%	1	4.8%	3	2.0%	1	2.2%	1	2.3%	1	1.7%	1
Lack of foodstore provision	2.0%	4	2.4%	2	1.7%	2	1.9%	1	2.7%	2	1.4%	1	2.2%	3	1.6%	1	3.9%	2	2.2%	1	0.0%	0	1.7%	1
Lack of leisure facilities	1.5%	3	1.2%	1	1.7%	2	3.8%	2	1.3%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.4%	2
Lack of market facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public amenities	10.0%	20	11.0%	9	9.3%	11	7.7%	4	12.0%	9	9.6%	7	10.2%	14	9.5%	6	11.8%	6	8.7%	4	4.5%	2	13.6%	8
Poor marketing of the town	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Price of car parking	8.0%	16	12.2%	10	5.1%	6	7.7%	4	5.3%	4	11.0%	8	8.0%	11	7.9%	5	7.8%	4	8.7%	4	6.8%	3	8.5%	5
Public information / events	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.7%	1	1.6%	1	2.0%	1	0.0%	0	2.3%	1	0.0%	0
Quantity of takeaways / charity shops	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Range food and beverage facilities (pubs / restaurants)	1.5%	3	1.2%	1	1.7%	2	0.0%	0	4.0%	3	0.0%	0	1.5%	2	1.6%	1	2.0%	1	2.2%	1	0.0%	0	1.7%	1
Range of specialist / independent retailers	2.0%	4	1.2%	1	2.5%	3	0.0%	0	4.0%	3	1.4%	1	2.2%	3	1.6%	1	2.0%	1	2.2%	1	0.0%	0	3.4%	2
Security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourism facilities	1.0%	2	0.0%	0	1.7%	2	1.9%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
Town centre environment	1.5%	3	2.4%	2	0.8%	1	1.9%	1	0.0%	0	2.7%	2	1.5%	2	1.6%	1	2.0%	1	4.3%	2	0.0%	0	0.0%	0
Type / quality of retail provisions	2.5%	5	2.4%	2	2.5%	3	3.8%	2	4.0%	3	0.0%	0	1.5%	2	4.8%	3	2.0%	1	0.0%	0	4.5%	2	3.4%	2
High street is rundown	2.5%	5	1.2%	1	3.4%	4	0.0%	0	1.3%	1	5.5%	4	2.9%	4	1.6%	1	2.0%	1	2.2%	1	0.0%	0	5.1%	3
Lack of parking	14.0%	28	13.4%	11	14.4%	17	13.5%	7	18.7%	14	9.6%	7	19.7%	27	1.6%	1	13.7%	7	19.6%	9	11.4%	5	11.9%	7
Too many charity shops	1.5%	3	1.2%	1	1.7%	2	0.0%	0	1.3%	1	2.7%	2	1.5%	2	1.6%	1	0.0%	0	4.3%	2	2.3%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	8.5%	17	8.5%	7	8.5%	10	7.7%	4	4.0%	3	13.7%	10	8.8%	12	7.9%	5	11.8%	6	4.3%	2	11.4%	5	6.8%	4
No free toilets	5.0%	10	2.4%	2	6.8%	8	3.8%	2	5.3%	4	5.5%	4	6.6%	9	1.6%	1	3.9%	2	6.5%	3	2.3%	1	6.8%	4
Traffic	3.5%	7	6.1%	5	1.7%	2	1.9%	1	1.3%	1	6.8%	5	5.1%	7	0.0%	0	3.9%	2	2.2%	1	4.5%	2	3.4%	2
Lack of litter bins	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don’t know)	6.0%	12	3.7%	3	7.6%	9	5.8%	3	6.7%	5	5.5%	4	3.7%	5	11.1%	7	2.0%	1	2.2%	1	9.1%	4	10.2%	6
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33A Have you attended Monday Charter Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	18.5%	37	18.3%	15	18.6%	22	3.8%	2	12.0%	9	35.6%	26	19.0%	26	17.5%	11	19.6%	10	28.3%	13	15.9%	7	11.9%	7
No, not in the last 6 months	41.5%	83	42.7%	35	40.7%	48	38.5%	20	53.3%	40	31.5%	23	46.7%	64	30.2%	19	27.5%	14	37.0%	17	50.0%	22	50.8%	30
Never	40.0%	80	39.0%	32	40.7%	48	57.7%	30	34.7%	26	32.9%	24	34.3%	47	52.4%	33	52.9%	27	34.8%	16	34.1%	15	37.3%	22
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33B Have you attended Friday Charter Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	23.0%	46	22.0%	18	23.7%	28	5.8%	3	16.0%	12	42.5%	31	23.4%	32	22.2%	14	19.6%	10	32.6%	15	22.7%	10	18.6%	11
No, not in the last 6 months	40.5%	81	42.7%	35	39.0%	46	38.5%	20	52.0%	39	30.1%	22	44.5%	61	31.7%	20	29.4%	15	37.0%	17	47.7%	21	47.5%	28
Never	36.5%	73	35.4%	29	37.3%	44	55.8%	29	32.0%	24	27.4%	20	32.1%	44	46.0%	29	51.0%	26	30.4%	14	29.5%	13	33.9%	20
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33C Have you attended Farmers Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	28.5%	57	26.8%	22	29.7%	35	9.6%	5	26.7%	20	43.8%	32	30.7%	42	23.8%	15	19.6%	10	34.8%	16	31.8%	14	28.8%	17
No, not in the last 6 months	39.0%	78	41.5%	34	37.3%	44	38.5%	20	42.7%	32	35.6%	26	43.1%	59	30.2%	19	39.2%	20	32.6%	15	43.2%	19	40.7%	24
Never	32.5%	65	31.7%	26	33.1%	39	51.9%	27	30.7%	23	20.5%	15	26.3%	36	46.0%	29	41.2%	21	32.6%	15	25.0%	11	30.5%	18
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33D Have you attended Arts & Crafts Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	13.5%	27	14.6%	12	12.7%	15	0.0%	0	9.3%	7	27.4%	20	12.4%	17	15.9%	10	7.8%	4	21.7%	10	15.9%	7	10.2%	6
No, not in the last 6 months	41.5%	83	40.2%	33	42.4%	50	32.7%	17	50.7%	38	38.4%	28	48.2%	66	27.0%	17	35.3%	18	37.0%	17	47.7%	21	45.8%	27
Never	45.0%	90	45.1%	37	44.9%	53	67.3%	35	40.0%	30	34.2%	25	39.4%	54	57.1%	36	56.9%	29	41.3%	19	36.4%	16	44.1%	26
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33E Have you attended Corn Hall Market in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	28.5%	57	30.5%	25	27.1%	32	9.6%	5	28.0%	21	42.5%	31	31.4%	43	22.2%	14	23.5%	12	32.6%	15	34.1%	15	25.4%	15
No, not in the last 6 months	37.0%	74	31.7%	26	40.7%	48	34.6%	18	37.3%	28	38.4%	28	40.9%	56	28.6%	18	31.4%	16	39.1%	18	36.4%	16	40.7%	24
Never	34.5%	69	37.8%	31	32.2%	38	55.8%	29	34.7%	26	19.2%	14	27.7%	38	49.2%	31	45.1%	23	28.3%	13	29.5%	13	33.9%	20
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Q33F Have you attended Other market or event in the last month?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Yes in the last 6 months	3.5%	7	4.9%	4	2.5%	3	3.8%	2	2.7%	2	4.1%	3	3.7%	5	3.2%	2	3.9%	2	0.0%	0	4.5%	2	5.1%	3
No, not in the last 6 months	38.0%	76	37.8%	31	38.1%	45	21.2%	11	48.0%	36	39.7%	29	43.8%	60	25.4%	16	25.5%	13	45.7%	21	43.2%	19	39.0%	23
Never	58.5%	117	57.3%	47	59.3%	70	75.0%	39	49.3%	37	56.2%	41	52.6%	72	71.4%	45	70.6%	36	54.3%	25	52.3%	23	55.9%	33
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	

Q34A What one thing do you particularly like about Monday Charter Market?
Those who visited Monday Charter Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	21.6%	8	26.7%	4	18.2%	4	50.0%	1	22.2%	2	19.2%	5	26.9%	7	9.1%	1	50.0%	5	7.7%	1	14.3%	1	14.3%	1
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	2.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Everything	2.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.8%	1	3.8%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Freshness of food	5.4%	2	6.7%	1	4.5%	1	50.0%	1	0.0%	0	3.8%	1	7.7%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0
Friendly atmosphere	10.8%	4	13.3%	2	9.1%	2	0.0%	0	33.3%	3	3.8%	1	11.5%	3	9.1%	1	10.0%	1	0.0%	0	28.6%	2	14.3%	1
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	2.7%	1	0.0%	0	4.5%	1	0.0%	0	11.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Quality of non-food items	2.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	9.1%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Range of food	24.3%	9	26.7%	4	22.7%	5	0.0%	0	22.2%	2	26.9%	7	15.4%	4	45.5%	5	40.0%	4	15.4%	2	28.6%	2	14.3%	1
Range of non-food items	2.7%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	5.4%	2	6.7%	1	4.5%	1	0.0%	0	0.0%	0	7.7%	2	7.7%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	14.3%	1
Traditional values	10.8%	4	6.7%	1	13.6%	3	0.0%	0	0.0%	0	15.4%	4	11.5%	3	9.1%	1	0.0%	0	15.4%	2	14.3%	1	14.3%	1
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	5.4%	2	0.0%	0	9.1%	2	0.0%	0	11.1%	1	3.8%	1	3.8%	1	9.1%	1	0.0%	0	15.4%	2	0.0%	0	0.0%	0
(Don’t know)	2.7%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.8%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Base:		37		15		22		2		9		26		26		11		10		13		7		7

Q34B What one thing do you particularly like about Friday Charter Market?

Those who visited Friday Charter Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
All on one level	2.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Availability of local produce	13.0%	6	16.7%	3	10.7%	3	33.3%	1	8.3%	1	12.9%	4	15.6%	5	7.1%	1	40.0%	4	6.7%	1	10.0%	1	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	4.3%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	6.5%	2	3.1%	1	7.1%	1	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	10.9%	5	11.1%	2	10.7%	3	66.7%	2	0.0%	0	9.7%	3	9.4%	3	14.3%	2	10.0%	1	20.0%	3	10.0%	1	0.0%	0
Friendly atmosphere	13.0%	6	16.7%	3	10.7%	3	0.0%	0	33.3%	4	6.5%	2	15.6%	5	7.1%	1	10.0%	1	13.3%	2	10.0%	1	18.2%	2
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	2.2%	1	0.0%	0	3.6%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Quality of non-food items	4.3%	2	0.0%	0	7.1%	2	0.0%	0	8.3%	1	3.2%	1	3.1%	1	7.1%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Range of food	21.7%	10	27.8%	5	17.9%	5	0.0%	0	16.7%	2	25.8%	8	15.6%	5	35.7%	5	40.0%	4	13.3%	2	30.0%	3	9.1%	1
Range of non-food items	2.2%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	2.2%	1	0.0%	0	3.6%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
The variety	4.3%	2	5.6%	1	3.6%	1	0.0%	0	0.0%	0	6.5%	2	6.3%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	9.1%	1
Traditional values	8.7%	4	5.6%	1	10.7%	3	0.0%	0	0.0%	0	12.9%	4	9.4%	3	7.1%	1	0.0%	0	13.3%	2	10.0%	1	9.1%	1
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	4.3%	2	0.0%	0	7.1%	2	0.0%	0	8.3%	1	3.2%	1	3.1%	1	7.1%	1	0.0%	0	6.7%	1	0.0%	0	9.1%	1
(Don’t know)	6.5%	3	11.1%	2	3.6%	1	0.0%	0	8.3%	1	6.5%	2	6.3%	2	7.1%	1	0.0%	0	6.7%	1	0.0%	0	18.2%	2
Base:		46		18		28		3		12		31		32		14		10		15		10		11

Q34C What one thing do you particularly like about Farmers Market?

Those who visited Farmers Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
All on one level	1.8%	1	0.0%	0	2.9%	1	0.0%	0	5.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Availability of local produce	15.8%	9	13.6%	3	17.1%	6	0.0%	0	25.0%	5	12.5%	4	16.7%	7	13.3%	2	20.0%	2	18.8%	3	7.1%	1	17.6%	3
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.8%	1	0.0%	0	2.9%	1	0.0%	0	5.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Everything	5.3%	3	4.5%	1	5.7%	2	40.0%	2	5.0%	1	0.0%	0	7.1%	3	0.0%	0	20.0%	2	0.0%	0	0.0%	0	5.9%	1
Freshness of food	19.3%	11	9.1%	2	25.7%	9	0.0%	0	5.0%	1	31.3%	10	19.0%	8	20.0%	3	20.0%	2	31.3%	5	28.6%	4	0.0%	0
Friendly atmosphere	7.0%	4	9.1%	2	5.7%	2	0.0%	0	10.0%	2	6.3%	2	7.1%	3	6.7%	1	0.0%	0	6.3%	1	21.4%	3	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	14.0%	8	18.2%	4	11.4%	4	20.0%	1	15.0%	3	12.5%	4	11.9%	5	20.0%	3	10.0%	1	18.8%	3	0.0%	0	23.5%	4
Quality of non-food items	1.8%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Range of food	12.3%	7	27.3%	6	2.9%	1	20.0%	1	5.0%	1	15.6%	5	14.3%	6	6.7%	1	20.0%	2	0.0%	0	28.6%	4	5.9%	1
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	3.5%	2	0.0%	0	5.7%	2	0.0%	0	10.0%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	10.5%	6	4.5%	1	14.3%	5	0.0%	0	5.0%	1	15.6%	5	7.1%	3	20.0%	3	10.0%	1	6.3%	1	7.1%	1	17.6%	3
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	1.8%	1	0.0%	0	2.9%	1	20.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
(Don’t know)	5.3%	3	9.1%	2	2.9%	1	0.0%	0	5.0%	1	6.3%	2	4.8%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Base:		57		22		35		5		20		32		42		15		10		16		14		17

Q34D What one thing do you particularly like about Arts & Crafts Market?

Those who visited Arts & Craft in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	18.5%	5	25.0%	3	13.3%	2	0.0%	0	28.6%	2	15.0%	3	11.8%	2	30.0%	3	0.0%	0	10.0%	1	57.1%	4	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	3.7%	1	0.0%	0	6.7%	1	0.0%	0	14.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	22.2%	6	16.7%	2	26.7%	4	0.0%	0	14.3%	1	25.0%	5	29.4%	5	10.0%	1	50.0%	2	20.0%	2	14.3%	1	16.7%	1
Specialist ethnic goods	7.4%	2	8.3%	1	6.7%	1	0.0%	0	14.3%	1	5.0%	1	5.9%	1	10.0%	1	0.0%	0	0.0%	0	14.3%	1	16.7%	1
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	7.4%	2	8.3%	1	6.7%	1	0.0%	0	0.0%	0	10.0%	2	5.9%	1	10.0%	1	0.0%	0	10.0%	1	0.0%	0	16.7%	1
The variety	22.2%	6	16.7%	2	26.7%	4	0.0%	0	14.3%	1	25.0%	5	29.4%	5	10.0%	1	25.0%	1	40.0%	4	0.0%	0	16.7%	1
Traditional values	14.8%	4	16.7%	2	13.3%	2	0.0%	0	0.0%	0	20.0%	4	11.8%	2	20.0%	2	25.0%	1	10.0%	1	14.3%	1	16.7%	1
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	3.7%	1	8.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1
Base:		27		12		15		0		7		20		17		10		4		10		7		6

Q34E What one thing do you particularly like about Corn Hall Market?
Those who visited Corn Hall Market in the last 6 months

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place / West Market Place
All on one level	3.5% 2	4.0% 1	3.1% 1	0.0% 0	9.5% 2	0.0% 0	4.7% 2	0.0% 0	0.0% 0	13.3% 2	0.0% 0	0.0% 0
Availability of local produce	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Compact / easy to get around	1.8% 1	0.0% 0	3.1% 1	0.0% 0	4.8% 1	0.0% 0	2.3% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0
Ease of parking	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Easy to get to	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Everything	19.3% 11	24.0% 6	15.6% 5	60.0% 3	33.3% 7	3.2% 1	23.3% 10	7.1% 1	16.7% 2	0.0% 0	33.3% 5	26.7% 4
Freshness of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Friendly atmosphere	7.0% 4	8.0% 2	6.3% 2	0.0% 0	4.8% 1	9.7% 3	7.0% 3	7.1% 1	0.0% 0	0.0% 0	13.3% 2	13.3% 2
Good service	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Not too many children	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Presence of on-site security	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Proximity of bus station	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Quality of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Quality of non-food items	5.3% 3	4.0% 1	6.3% 2	0.0% 0	0.0% 0	9.7% 3	2.3% 1	14.3% 2	8.3% 1	6.7% 1	0.0% 0	6.7% 1
Range of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Range of non-food items	14.0% 8	8.0% 2	18.8% 6	0.0% 0	9.5% 2	19.4% 6	16.3% 7	7.1% 1	16.7% 2	13.3% 2	20.0% 3	6.7% 1
Specialist ethnic goods	5.3% 3	4.0% 1	6.3% 2	0.0% 0	9.5% 2	3.2% 1	4.7% 2	7.1% 1	0.0% 0	0.0% 0	0.0% 0	20.0% 3
The café	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The opportunity to support local businesses	5.3% 3	8.0% 2	3.1% 1	20.0% 1	4.8% 1	3.2% 1	2.3% 1	14.3% 2	8.3% 1	13.3% 2	0.0% 0	0.0% 0
The variety	10.5% 6	8.0% 2	12.5% 4	0.0% 0	4.8% 1	16.1% 5	9.3% 4	14.3% 2	8.3% 1	26.7% 4	6.7% 1	0.0% 0
Traditional values	15.8% 9	20.0% 5	12.5% 4	20.0% 1	0.0% 0	25.8% 8	18.6% 8	7.1% 1	25.0% 3	13.3% 2	13.3% 2	13.3% 2
Value for money	1.8% 1	0.0% 0	3.1% 1	0.0% 0	0.0% 0	3.2% 1	2.3% 1	0.0% 0	8.3% 1	0.0% 0	0.0% 0	0.0% 0
The day of the week the market is held	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other (PLEASE WRITE IN)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Nothing	7.0% 4	4.0% 1	9.4% 3	0.0% 0	14.3% 3	3.2% 1	7.0% 3	7.1% 1	0.0% 0	13.3% 2	6.7% 1	6.7% 1
(Don’t know)	3.5% 2	8.0% 2	0.0% 0	0.0% 0	4.8% 1	3.2% 1	0.0% 0	14.3% 2	8.3% 1	0.0% 0	0.0% 0	6.7% 1
Base:	57	25	32	5	21	31	43	14	12	15	15	15

Q34F What one thing do you particularly like about Other market or event?
Those who visited Other Market or event in the last 6 months

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place / West Market Place
All on one level	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Availability of local produce	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Compact / easy to get around	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ease of parking	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Easy to get to	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Everything	42.9% 3	50.0% 2	33.3% 1	100.0% 2	50.0% 1	0.0% 0	40.0% 2	50.0% 1	100.0% 2	0.0% 0	0.0% 0	33.3% 1
Freshness of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Friendly atmosphere	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Good service	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Not too many children	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Presence of on-site security	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Proximity of bus station	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Quality of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Quality of non-food items	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Range of food	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Range of non-food items	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Specialist ethnic goods	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The café	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The opportunity to support local businesses	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The variety	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Traditional values	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Value for money	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The day of the week the market is held	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other (PLEASE WRITE IN)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don’t know)	57.1% 4	50.0% 2	66.7% 2	0.0% 0	50.0% 1	100.0% 3	60.0% 3	50.0% 1	0.0% 0	0.0% 0	100.0% 2	66.7% 2
Base:	7	4	3	2	2	3	5	2	2	0	2	3

Q35A What one thing do you particularly dislike about Monday Charter Market?

Those who visited Monday Charter Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	5.4%	2	13.3%	2	0.0%	0	0.0%	0	11.1%	1	3.8%	1	0.0%	0	18.2%	2	0.0%	0	7.7%	1	14.3%	1	0.0%	0
Not enough stalls	5.4%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	7.7%	2	3.8%	1	9.1%	1	0.0%	0	15.4%	2	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	2.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.8%	1	3.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	2.7%	1	0.0%	0	4.5%	1	0.0%	0	11.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	2.7%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	81.1%	30	80.0%	12	81.8%	18	100.0%	2	77.8%	7	80.8%	21	88.5%	23	63.6%	7	90.0%	9	69.2%	9	71.4%	5	100.0%	7
Base:		37		15		22		2		9		26		26		11		10		13		7		7

Q35B What one thing do you particularly dislike about Friday Charter Market?

Those who visited Friday Charter Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	4.3%	2	5.6%	1	3.6%	1	0.0%	0	0.0%	0	6.5%	2	3.1%	1	7.1%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Not enough stalls	4.3%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	6.5%	2	3.1%	1	7.1%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	4.3%	2	5.6%	1	3.6%	1	33.3%	1	0.0%	0	3.2%	1	3.1%	1	7.1%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	2.2%	1	0.0%	0	3.6%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	2.2%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	2.2%	1	5.6%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	76.1%	35	72.2%	13	78.6%	22	66.7%	2	75.0%	9	77.4%	24	81.3%	26	64.3%	9	80.0%	8	60.0%	9	90.0%	9	81.8%	9
(Don’t know)	4.3%	2	5.6%	1	3.6%	1	0.0%	0	8.3%	1	3.2%	1	3.1%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2
Base:		46		18		28		3		12		31		32		14		10		15		10		11

Q35C What one thing do you particularly dislike about Farmers Market?

Those who visited Farmers Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	1.8%	1	0.0%	0	2.9%	1	0.0%	0	5.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Not enough stalls	1.8%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.1%	1	2.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	3.5%	2	4.5%	1	2.9%	1	20.0%	1	0.0%	0	3.1%	1	2.4%	1	6.7%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	3.5%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	13.3%	2	0.0%	0	6.3%	1	7.1%	1	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	1.8%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	80.7%	46	72.7%	16	85.7%	30	60.0%	3	85.0%	17	81.3%	26	85.7%	36	66.7%	10	80.0%	8	81.3%	13	85.7%	12	76.5%	13
(Don’t know)	7.0%	4	9.1%	2	5.7%	2	20.0%	1	5.0%	1	6.3%	2	7.1%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	23.5%	4
Base:		57		22		35		5		20		32		42		15		10		16		14		17

Q35D What one thing do you particularly dislike about Arts & Crafts Market?
Those who visited Arts & Craft in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	3.7%	1	0.0%	0	6.7%	1	0.0%	0	14.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	96.3%	26	100.0%	12	93.3%	14	0.0%	0	85.7%	6	100.0%	20	94.1%	16	100.0%	10	100.0%	4	90.0%	9	100.0%	7	100.0%	6
Base:		27		12		15		0		7		20		17		10		4		10		7		6

Q35E What one thing do you particularly dislike about Corn Hall Market?

Those who visited Corn Hall Market in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	5.3%	3	12.0%	3	0.0%	0	20.0%	1	4.8%	1	3.2%	1	4.7%	2	7.1%	1	0.0%	0	6.7%	1	13.3%	2	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	1.8%	1	0.0%	0	3.1%	1	0.0%	0	4.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Poor quality of non-food items	3.5%	2	4.0%	1	3.1%	1	0.0%	0	9.5%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	6.7%	1	6.7%	1	0.0%	0
Poor range of food	1.8%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	7.1%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	1.8%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	2.3%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	3.5%	2	4.0%	1	3.1%	1	20.0%	1	0.0%	0	3.2%	1	2.3%	1	7.1%	1	16.7%	2	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	73.7%	42	68.0%	17	78.1%	25	40.0%	2	66.7%	14	83.9%	26	76.7%	33	64.3%	9	66.7%	8	73.3%	11	80.0%	12	73.3%	11
(Don’t know)	8.8%	5	12.0%	3	6.3%	2	20.0%	1	14.3%	3	3.2%	1	7.0%	3	14.3%	2	8.3%	1	0.0%	0	0.0%	0	26.7%	4
Base:		57		25		32		5		21		31		43		14		12		15		15		15

Q35F What one thing do you particularly dislike about Other market or event?

Those who visited Other Market or event in the last 6 months

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness / COVID safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	57.1%	4	50.0%	2	66.7%	2	100.0%	2	50.0%	1	33.3%	1	60.0%	3	50.0%	1	100.0%	2	0.0%	0	0.0%	0	66.7%	2
(Don’t know)	42.9%	3	50.0%	2	33.3%	1	0.0%	0	50.0%	1	66.7%	2	40.0%	2	50.0%	1	0.0%	0	0.0%	0	100.0%	2	33.3%	1
Base:		7		4		3		2		2		3		5		2		2		0		2		3

Q36 What do you consider your ethnicity to be ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
White	89.0%	178	87.8%	72	89.8%	106	84.6%	44	86.7%	65	94.5%	69	89.8%	123	87.3%	55	90.2%	46	91.3%	42	86.4%	38	88.1%	52
Indian	1.5%	3	0.0%	0	2.5%	3	1.9%	1	2.7%	2	0.0%	0	1.5%	2	1.6%	1	2.0%	1	0.0%	0	4.5%	2	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	6.0%	12	6.1%	5	5.9%	7	9.6%	5	9.3%	7	0.0%	0	5.8%	8	6.3%	4	5.9%	3	8.7%	4	2.3%	1	6.8%	4
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Any other ethnic group (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed background	1.5%	3	2.4%	2	0.8%	1	3.8%	2	1.3%	1	0.0%	0	0.7%	1	3.2%	2	0.0%	0	0.0%	0	4.5%	2	1.7%	1
(Refused)	1.5%	3	2.4%	2	0.8%	1	0.0%	0	0.0%	0	4.1%	3	1.5%	2	1.6%	1	0.0%	0	0.0%	0	2.3%	1	3.4%	2
Base:		200		82		118		52		75		73		137		63		51		46		44		59

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Male	41.0%	82	100.0%	82	0.0%	0	48.1%	25	38.7%	29	38.4%	28	41.6%	57	39.7%	25	47.1%	24	32.6%	15	45.5%	20	39.0%	23
Female	59.0%	118	0.0%	0	100.0%	118	51.9%	27	61.3%	46	61.6%	45	58.4%	80	60.3%	38	52.9%	27	67.4%	31	54.5%	24	61.0%	36
Base:		200		82		118		52		75		73		137		63		51		46		44		59

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
18 - 24 years	8.5%	17	3.7%	3	11.9%	14	32.7%	17	0.0%	0	0.0%	0	8.0%	11	9.5%	6	7.8%	4	10.9%	5	9.1%	4	6.8%	4
25 - 34 years	17.5%	35	26.8%	22	11.0%	13	67.3%	35	0.0%	0	0.0%	0	15.3%	21	22.2%	14	25.5%	13	6.5%	3	6.8%	3	27.1%	16
35 - 44 years	21.0%	42	22.0%	18	20.3%	24	0.0%	0	56.0%	42	0.0%	0	19.7%	27	23.8%	15	23.5%	12	26.1%	12	20.5%	9	15.3%	9
45 - 54 years	16.5%	33	13.4%	11	18.6%	22	0.0%	0	44.0%	33	0.0%	0	19.7%	27	9.5%	6	9.8%	5	8.7%	4	20.5%	9	25.4%	15
55 - 64 years	15.0%	30	18.3%	15	12.7%	15	0.0%	0	0.0%	0	41.1%	30	14.6%	20	15.9%	10	13.7%	7	13.0%	6	18.2%	8	15.3%	9
65+ years	21.5%	43	15.9%	13	25.4%	30	0.0%	0	0.0%	0	58.9%	43	22.6%	31	19.0%	12	19.6%	10	34.8%	16	25.0%	11	10.2%	6
Base:		200		82		118		52		75		73		137		63		51		46		44		59

EMP Which of the following best describes your current employment status:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
Full time employed	42.5%	85	67.1%	55	25.4%	30	61.5%	32	54.7%	41	16.4%	12	49.6%	68	27.0%	17	43.1%	22	47.8%	22	38.6%	17	40.7%	24
Part time employed	19.0%	38	6.1%	5	28.0%	33	15.4%	8	22.7%	17	17.8%	13	16.1%	22	25.4%	16	21.6%	11	10.9%	5	20.5%	9	22.0%	13
Unemployed	6.0%	12	7.3%	6	5.1%	6	5.8%	3	6.7%	5	5.5%	4	1.5%	2	15.9%	10	3.9%	2	2.2%	1	9.1%	4	8.5%	5
Retired	20.0%	40	18.3%	15	21.2%	25	0.0%	0	1.3%	1	53.4%	39	20.4%	28	19.0%	12	19.6%	10	28.3%	13	25.0%	11	10.2%	6
Housewife	8.5%	17	0.0%	0	14.4%	17	1.9%	1	14.7%	11	6.8%	5	8.0%	11	9.5%	6	7.8%	4	4.3%	2	4.5%	2	15.3%	9
Student	3.5%	7	0.0%	0	5.9%	7	13.5%	7	0.0%	0	0.0%	0	4.4%	6	1.6%	1	2.0%	1	6.5%	3	2.3%	1	3.4%	2
Seeking employment	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Castle Street	Dyer Street	Cricklade Street	Market Place / West Market Place
EMP2 On average, how often have you worked from home through 2021 when Covid-19 related restrictions have been in place?												
Those who said full or part time employed at EMP												
Never	10.6% 13	11.7% 7	9.5% 6	15.0% 6	12.1% 7	0.0% 0	6.7% 6	21.2% 7	18.2% 6	3.7% 1	7.7% 2	10.8% 4
One day a week	4.9% 6	10.0% 6	0.0% 0	10.0% 4	1.7% 1	4.0% 1	3.3% 3	9.1% 3	3.0% 1	0.0% 0	7.7% 2	8.1% 3
Two days a week	6.5% 8	6.7% 4	6.3% 4	12.5% 5	0.0% 0	12.0% 3	8.9% 8	0.0% 0	9.1% 3	3.7% 1	3.8% 1	8.1% 3
Three days a week	14.6% 18	10.0% 6	19.0% 12	15.0% 6	15.5% 9	12.0% 3	14.4% 13	15.2% 5	15.2% 5	0.0% 0	7.7% 2	29.7% 11
Four days a week	8.1% 10	10.0% 6	6.3% 4	2.5% 1	12.1% 7	8.0% 2	11.1% 10	0.0% 0	12.1% 4	11.1% 3	11.5% 3	0.0% 0
Everyday	26.0% 32	28.3% 17	23.8% 15	25.0% 10	29.3% 17	20.0% 5	30.0% 27	15.2% 5	24.2% 8	33.3% 9	26.9% 7	21.6% 8
(Don’t know / varies)	29.3% 36	23.3% 14	34.9% 22	20.0% 8	29.3% 17	44.0% 11	25.6% 23	39.4% 13	18.2% 6	48.1% 13	34.6% 9	21.6% 8
Base:	123	60	63	40	58	25	90	33	33	27	26	37
EMP3 How often do you envisage working from home in 12 months’ time, assuming that all Covid-19 restrictions are lifted?												
Those who said full or part time employed at EMP												
Never	14.6% 18	18.3% 11	11.1% 7	17.5% 7	17.2% 10	4.0% 1	12.2% 11	21.2% 7	18.2% 6	7.4% 2	7.7% 2	21.6% 8
One day a week	4.9% 6	6.7% 4	3.2% 2	10.0% 4	1.7% 1	4.0% 1	3.3% 3	9.1% 3	9.1% 3	0.0% 0	3.8% 1	5.4% 2
Two days a week	5.7% 7	6.7% 4	4.8% 3	7.5% 3	3.4% 2	8.0% 2	6.7% 6	3.0% 1	9.1% 3	3.7% 1	7.7% 2	2.7% 1
Three days a week	8.9% 11	8.3% 5	9.5% 6	7.5% 3	8.6% 5	12.0% 3	12.2% 11	0.0% 0	6.1% 2	7.4% 2	3.8% 1	16.2% 6
Four days a week	4.9% 6	3.3% 2	6.3% 4	2.5% 1	8.6% 5	0.0% 0	6.7% 6	0.0% 0	3.0% 1	7.4% 2	7.7% 2	2.7% 1
Everyday	13.8% 17	20.0% 12	7.9% 5	10.0% 4	17.2% 10	12.0% 3	17.8% 16	3.0% 1	15.2% 5	14.8% 4	19.2% 5	8.1% 3
(Don’t know / varies)	47.2% 58	36.7% 22	57.1% 36	45.0% 18	43.1% 25	60.0% 15	41.1% 37	63.6% 21	39.4% 13	59.3% 16	50.0% 13	43.2% 16
Base:	123	60	63	40	58	25	90	33	33	27	26	37
SEG Occupation of Chief Wage Earner in HHold:												
AB	25.0% 50	31.7% 26	20.3% 24	11.5% 6	33.3% 25	26.0% 19	36.5% 50	0.0% 0	19.6% 10	30.4% 14	27.3% 12	23.7% 14
C1	43.5% 87	37.8% 31	47.5% 56	50.0% 26	38.7% 29	43.8% 32	63.5% 87	0.0% 0	49.0% 25	45.7% 21	45.5% 20	35.6% 21
C2	14.5% 29	14.6% 12	14.4% 17	15.4% 8	14.7% 11	13.7% 10	0.0% 0	46.0% 29	11.8% 6	17.4% 8	6.8% 3	20.3% 12
DE	17.0% 34	15.9% 13	17.8% 21	23.1% 12	13.3% 10	16.4% 12	0.0% 0	54.0% 34	19.6% 10	6.5% 3	20.5% 9	20.3% 12
Base:	200	82	118	52	75	73	137	63	51	46	44	59
DAY Day of interview:												
Monday	15.0% 30	9.8% 8	18.6% 22	13.5% 7	22.7% 17	8.2% 6	16.1% 22	12.7% 8	3.9% 2	15.2% 7	13.6% 6	25.4% 15
Tuesday	12.5% 25	11.0% 9	13.6% 16	17.3% 9	14.7% 11	6.8% 5	15.3% 21	6.3% 4	23.5% 12	6.5% 3	9.1% 4	10.2% 6
Wednesday	16.5% 33	17.1% 14	16.1% 19	19.2% 10	9.3% 7	21.9% 16	14.6% 20	20.6% 13	17.6% 9	17.4% 8	18.2% 8	13.6% 8
Thursday	12.5% 25	12.2% 10	12.7% 15	13.5% 7	17.3% 13	6.8% 5	10.2% 14	17.5% 11	0.0% 0	6.5% 3	15.9% 7	25.4% 15
Friday	15.0% 30	15.9% 13	14.4% 17	5.8% 3	6.7% 5	30.1% 22	12.4% 17	20.6% 13	7.8% 4	23.9% 11	18.2% 8	11.9% 7
Saturday	28.5% 57	34.1% 28	24.6% 29	30.8% 16	29.3% 22	26.0% 19	31.4% 43	22.2% 14	47.1% 24	30.4% 14	25.0% 11	13.6% 8
Base:	200	82	118	52	75	73	137	63	51	46	44	59

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
TIME Time of Interview																								
09.00 – 12.00	29.5%	59	32.9%	27	27.1%	32	26.9%	14	26.7%	20	34.2%	25	28.5%	39	31.7%	20	43.1%	22	34.8%	16	22.7%	10	18.6%	11
12.01 – 14.00	33.0%	66	31.7%	26	33.9%	40	28.8%	15	37.3%	28	31.5%	23	37.2%	51	23.8%	15	25.5%	13	58.7%	27	27.3%	12	23.7%	14
14.01 – 17.00	37.5%	75	35.4%	29	39.0%	46	44.2%	23	36.0%	27	34.2%	25	34.3%	47	44.4%	28	31.4%	16	6.5%	3	50.0%	22	57.6%	34
Base:		200		82		118		52		75		73		137		63		51		46		44		59
LOC Location:																								
Castle Street	25.5%	51	29.3%	24	22.9%	27	32.7%	17	22.7%	17	23.3%	17	25.5%	35	25.4%	16	100.0%	51	0.0%	0	0.0%	0	0.0%	0
Dyer Street	23.0%	46	18.3%	15	26.3%	31	15.4%	8	21.3%	16	30.1%	22	25.5%	35	17.5%	11	0.0%	0	100.0%	46	0.0%	0	0.0%	0
Cricklade Street	22.0%	44	24.4%	20	20.3%	24	13.5%	7	24.0%	18	26.0%	19	23.4%	32	19.0%	12	0.0%	0	0.0%	0	100.0%	44	0.0%	0
Market Place / West Market Place	29.5%	59	28.0%	23	30.5%	36	38.5%	20	32.0%	24	20.5%	15	25.5%	35	38.1%	24	0.0%	0	0.0%	0	0.0%	0	100.0%	59
Base:		200		82		118		52		75		73		137		63		51		46		44		59

PC	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
B93 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
BA1 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
BA1 7	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
BA14 0	1.5%	3	1.2%	1	1.7%	2	0.0%	0	4.0%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0
BA2 5	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
BA2 9	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
BH18 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
BH22 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
BS10 4	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2
BS16 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
BS2 9	1.0%	2	0.0%	0	1.7%	2	1.9%	1	1.3%	1	0.0%	0	0.7%	1	1.6%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0
BS22 8	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
BS25 5	1.0%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
BS3 1	1.5%	3	1.2%	1	1.7%	2	1.9%	1	2.7%	2	0.0%	0	0.0%	0	4.8%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0
BS3 2	1.0%	2	1.2%	1	0.8%	1	1.9%	1	1.3%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0
BS4 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
BS5 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
BS5 8	1.0%	2	0.0%	0	1.7%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	3.2%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0
BS6 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
BT4 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
CB37 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
EH49 1	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
EX16 5	2.0%	4	2.4%	2	1.7%	2	0.0%	0	0.0%	0	5.5%	4	2.9%	4	0.0%	0	0.0%	0	4.3%	2	4.5%	2	0.0%	0
GL1 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL11 5	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
GL25 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL3 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL4 5	1.0%	2	0.0%	0	1.7%	2	1.9%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	2	2.0%	1	0.0%	0	2.3%	1	0.0%	0
GL5 1	1.5%	3	1.2%	1	1.7%	2	3.8%	2	1.3%	1	0.0%	0	0.7%	1	3.2%	2	2.0%	1	0.0%	0	4.5%	2	0.0%	0
GL5 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
GL5 4	1.5%	3	1.2%	1	1.7%	2	0.0%	0	1.3%	1	2.7%	2	2.2%	3	0.0%	0	0.0%	0	4.3%	2	2.3%	1	0.0%	0
GL5 5	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
GL5 7	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
GL50 1	2.0%	4	1.2%	1	2.5%	3	1.9%	1	2.7%	2	1.4%	1	2.9%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.1%	3
GL50 2	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.7%	1
GL50 3	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL51 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
GL51 6	1.0%	2	1.2%	1	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
GL53 4	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
GL54 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
GL54 4	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1
GL6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
GL6 9	1.0%	2	2.4%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
GL7 1	25.0%	50	22.0%	18	27.1%	32	26.9%	14	25.3%	19	23.3%	17	26.3%	36	22.2%	14	25.5%	13	23.9%	11	18.2%	8	30.5%	18
GL7 2	4.0%	8	3.7%	3	4.2%	5	0.0%	0	1.3%	1	9.6%	7	2.9%	4	6.3%	4	2.0%	1	4.3%	2	6.8%	3	3.4%	2

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Castle Street		Dyer Street		Cricklade Street		Market Place / West Market Place	
GL7 3	1.5%	3	2.4%	2	0.8%	1	1.9%	1	1.3%	1	1.4%	1	0.7%	1	3.2%	2	0.0%	0	4.3%	2	0.0%	0	1.7%	1
GL7 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
GL7 5	5.0%	10	8.5%	7	2.5%	3	3.8%	2	4.0%	3	6.8%	5	2.9%	4	9.5%	6	2.0%	1	4.3%	2	9.1%	4	5.1%	3
GL7 6	3.5%	7	4.9%	4	2.5%	3	5.8%	3	4.0%	3	1.4%	1	3.7%	5	3.2%	2	3.9%	2	2.2%	1	4.5%	2	3.4%	2
GL7 7	2.5%	5	2.4%	2	2.5%	3	3.8%	2	2.7%	2	1.4%	1	2.2%	3	3.2%	2	0.0%	0	2.2%	1	0.0%	0	6.8%	4
GL7 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL71 1	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
GL8 0	2.0%	4	3.7%	3	0.8%	1	1.9%	1	2.7%	2	1.4%	1	1.5%	2	3.2%	2	2.0%	1	2.2%	1	0.0%	0	3.4%	2
GL8 8	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
GL80 2	1.0%	2	2.4%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
ME14 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
NP19 0	1.0%	2	1.2%	1	0.8%	1	3.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
PL15 5	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
RG40 2	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
SN1 1	1.0%	2	2.4%	2	0.0%	0	1.9%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.3%	1	1.7%	1
SN1 3	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN1 5	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN12 1	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN15 5	1.0%	2	0.0%	0	1.7%	2	1.9%	1	1.3%	1	0.0%	0	1.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1
SN16 0	1.0%	2	1.2%	1	0.8%	1	0.0%	0	1.3%	1	1.4%	1	1.5%	2	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0
SN16 8	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
SN2 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN2 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN25 1	1.0%	2	1.2%	1	0.8%	1	1.9%	1	1.3%	1	0.0%	0	0.7%	1	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.7%	1
SN25 3	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
SN3 1	1.0%	2	2.4%	2	0.0%	0	1.9%	1	1.3%	1	0.0%	0	1.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
SN3 2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN3 4	0.5%	1	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
SN4 2	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
SN4 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
SN5 4	1.0%	2	0.0%	0	1.7%	2	1.9%	1	0.0%	0	1.4%	1	1.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1
SN6 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
SN6 6	2.0%	4	3.7%	3	0.8%	1	1.9%	1	0.0%	0	4.1%	3	2.9%	4	0.0%	0	2.0%	1	2.2%	1	2.3%	1	1.7%	1
SN7 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
TR6 0	0.5%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
WR14 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		200		82		118		52		75		73		137		63		51		46		44		59

Appendix 2:

Sample Questionnaire

NEMS market research
CIRENCESTER IN STREET SURVEY

INTRODUCTION: Good morning / afternoon, I am …… from **NEMS** market research, an independent market research company. We are conducting a short survey in Cirencester about shopping and other services. Do you have 7 minutes to answer some questions please?

ASK ALL:
Q.A. First of all, can I ask you do you work in any of the following? Market Research or Retail
READ OUT:

Yes	CLOSE INTERVIEW
No	CONTINUE, GO TO Q.1

ASK ALL:.
Q.B. Could you tell me your **home postcode, minus the last 2 letters**?
INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS

Home Postcode: ☐☐☐☐ ☐

CLOSE IF RESPONDENT REFUSES
DO NOT COUNT AS INTERVIEW

ASK ALL:
Q.1 How did you travel to Cirencester Town Centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(1)	
Car / van (as driver)	1	**GO TO Q.2**
Car / van (as passenger)	2	**GO TO Q.2**
Bus, minibus or coach	3	GO TO Q.4
Motorcycle, scooter or moped	4	GO TO Q.4
Walk	5	GO TO Q.4
Taxi / minicab	6	GO TO Q.4
Bicycle	7	GO TO Q.4
Combined (PLEASE WRITE IN) ______________________	8	GO TO Q.4
Other (PLEASE WRITE IN) ______________________	9	GO TO Q.4

ASK THOSE WHO SAID **'BY CAR / VAN'** AT Q.1. OTHERS GO TO Q.4
Q.2 Where did you park today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(2)
Abbey Grounds car park	1
Beeches car park	2
Brewery car park	3
Forum car park	4
Leisure Centre car park	5
Memorial Hospital, Sheep Street	6
Station / Sheep Street Island car park	7
Waterloo car park	8
Waitrose	9
On street	A
Other (PLEASE WRITE IN CAR PARK ADDRESS) ______________________	B
(Don't know / can't remember)	C
(Dropped off)	D

ASK IF CAR PARK MENTIONED AT Q.2, OTHERS GO TO Q.4
Q.3 Did you have any difficulties obtaining a car parking space today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(3)
Yes	1
No	2

ASK ALL:

Q.4 How long did your journey to Cirencester Town Centre take?

DO NOT PROMPT. ONE ANSWER ONLY.

	(4)
0-5 minutes	1
6-10 minutes	2
11-15 minutes	3
16-20 minutes	4
21-30 minutes	5
31-60 minutes	6
Over 60 minutes	7
(Don't know / can't remember)	8

ASK ALL:

Q.5 Did you travel to Cirencester Town Centre directly from home, work or elsewhere?

DO NOT PROMPT. ONE ANSWER ONLY.

	(5)
College	1
Family member's home	2
Friend's home	3
Home	4
Hospital appointment	5
On holiday	6
Other medical appointment	7
Royal Agricultural University	8
Work	9
Elsewhere (PLEASE WRITE IN)	A

____

ASK ALL:

Q.6 In terms of your visit to Cirencester Town Centre , do you live in Cirencester Town Centre, work in Cirencester Town Centre, or are you a visitor to the area?

DO NOT PROMPT. CAN BE MULTI CODED.

	(6)
Live in the centre	1
Work in the centre	2
Visitor to the centre	3

ASK ALL:

Q.7 Why do you choose to shop in / visit Cirencester Town Centre?

DO NOT PROMPT. CAN BE MULTI-CODED. Why else?

	(7)
Accessibility by public transport	1
Accessibility to Cirencester	2
Car parking prices	3
Car parking provision	4
Choice of High Street retailers	5
Choice of independent / specialist shops	6
Choice of shops selling non-food goods	7
Cleanliness / COVID safety measures	8
Close to friends / family	9
Close to home	A
Close to work	B
Close to school / college	C
Entertainment / events	D
Habit	E
Provision of leisure services	F
Provision of services (e.g. banks / financial services)	G
Public information, signposts, public facilities	H
Quality of shops selling food goods	I
Safety (during the day)	J
Safety (during the night)	K
Shopping environment	L
The market	M
Value for money	N
Free parking	O
I meet friends here	P
It's quiet	Q
Just for a change	R
Other (PLEASE WRITE IN)	S
______________________________	
(Don't know / no reason)	T

ASK ALL:

Q.8 What is the main reason why you are in Cirencester Town Centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

ASK ALL:

Q.9 What else do you intend to do whilst in Cirencester Town Centre today?
DO NOT PROMPT. CAN BE MULTICODED, What else?

	Q.8 MAIN	**Q.9 OTHER**
	(8)	(9)
Food and grocery shopping (WRITE IN FULL STORE ADDRESS) ____________________	1	1
Bank / building society / Post Office	2	2
Browsing	3	3
Café / restaurant / pub (food and beverage)	4	4
Charity shops	5	5
Chemist	6	6
Clothes / shoes shopping	7	7
Doctor / dentist / other medical service	8	8
Electrical goods shopping	9	9
Furniture / carpet	A	A
Garden items shopping	B	B
Jewellery / gift shops	C	C
Job hunting	D	D
Library	E	E
Market	F	F
Pet good shopping	G	G
Public offices	H	H
Services (e.g. hairdressers, launderette)	I	I
Social / leisure activities	J	J
Stationers / newsagents	K	K
Taking a walk	L	L
Tesco Metro Cirencester	M	M
Visit a park	N	N
Visit specialist shops	O	O
Visit a tourist attraction	P	P
Waitrose Cirencester	Q	Q
Work / school / college	R	R
Other (PLEASE WRITE IN) ____________________	S	S
(No reason / no other reason)	-	T

ASK ALL:

Q.10 How long do you think you will stay in Cirencester Town Centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(10)
Less than 30 minutes	1
30-59 minutes	2
1hr -1 hr 29 min	3
1hr 30 mins - 1 hr 59 min	4
Half the day (between 2 and 4 hours)	5
All day (4 hours or more)	6
(Don’t know)	7

ASK ALL:

Q.11 Will you undertake your main food and grocery shop, whilst in Cirencester Town Centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(11)
Yes	1
No	2
(Don’t know)	3

ASK ALL:

Q.12 Which centre or store did you **LAST** visit for your main food and grocery shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

ASK ALL:

Q.13 If you split your last main food and grocery shop by visiting another store or centre, which store or centre did you also visit?
DO NOT PROMPT. CAN BE MULTICODED.

	Q.12 (12)	**Q.13** (13)
CIRENCESTER		
Aldi, Cricklade Road, Cirencester	1	1
Cirencester Retail Park (includes Home Bargains)	2	2
Cirencester town centre (other shops)	3	3
Lidl, Cirencester	4	4
M&S Simply Food, Dyer Street, Cirencester (Town Centre)	5	5
Tesco Express, Chesterton Lane, Cirencester	6	6
Tesco Extra, Cricklade Road, Cirencester	7	7
Tesco Metro, Farrell Close, Cirencester (Town Centre)	8	8
Waitrose, Sheep Street, Cirencester	9	9
Other store in Cirencester (PLEASE WRITE IN) ______________________________	A	A
OTHER CENTRES		
Bourton-on-the-Water	B	B
Bristol	C	C
Bristol, Cribbs Causeway	D	D
Cheltenham	E	E
Cricklade	F	F
Fairford	G	G
Gloucester	H	H
Lechlade-on-Thames	I	I
Malmesbury	J	J
Moreton-in-Marsh	K	K
Royal Wootton Bassett	L	L
South Cerney	M	M
Stow-on-the-Wold	N	N
Stroud	O	O
Swindon	P	P
Tetbury	Q	Q
Tewkesbury	R	R
Other Centre (PLEASE WRITE IN) ______________________________	S	S
(Don’t know / can’t remember)	T	T
(Did not split last main food & grocery shop)	-	U

ASK THOSE WHO **DIDN'T** MENTION A CIRENCESTER LOCATION AT Q.12 OR Q.13. OTHERS GO TO Q.15.

Q.14 Why do you choose to do your main food shop at (LOCATION AT Q.12 / Q.13) rather than Cirencester?
DO NOT PROMPT. CAN BE MULTI-CODED. Why else?

	(14)
Accessibility by bus	1
Accessibility by train	2
Car parking prices	3
Car parking provision	4
Choice of food goods available	5
Choice of shops nearby selling non-food goods	6
Choice of shops selling food goods	7
Cleanliness / COVID safety measures	8
Entertainment / events	9
Nearer to home	A
Nearer to work	B
Other stores are too busy	C
Poor accessibility to Cirencester	D
Provision of leisure services nearby	E
Provision of services (e.g. banks / financial services)	F
Public information, signposts, public facilities	G
Quality of food goods available	H
Quality of non-food goods available	I
Quality of shops selling food goods	J
Quality of shops selling non-food goods	K
Safety (during the day)	L
Safety (during the night)	M
Shopping environment	N
Good offers in store	O
Habit	P
Online shop	Q
Other (PLEASE WRITE IN)	R
______________________________	
(Don't know / no reason)	S

ASK ALL:

Q.15 Before today, which centre did you **LAST** visit for your non-food goods?
DO NOT PROMPT. ONE ANSWER ONLY.

	(15)
Bourton-on-the-Water	1
Bristol	2
Bristol, Cribbs Causeway	3
Cheltenham	4
Cirencester Retail Park (includes Home Bargains)	5
* Cirencester town centre (other shops)	6
Cricklade	7
Fairford	8
Gloucester	9
Lechlade-on-Thames	A
Malmesbury	B
Moreton-in-Marsh	C
Royal Wootton Bassett	D
South Cerney	E
Stow-on-the-Wold	F
Stroud	G
Swindon	H
Tetbury	I
Tewkesbury	J
Witney	K
Other (PLEASE WRITE IN)	L
______________________________	
(Don't know / can't remember)	M

ASK THOSE WHO DIDN'T MENTION CIRENCESTER TOWN CENTRE AT Q.15 OTHERS GO TO Q.17.

Q.16 Why do you choose to do your non-food goods at (LOCATION AT Q.15) rather than Cirencester Town Centre?
DO NOT PROMPT. CAN BE MULTI-CODED. Why else?

	(16)
Accessibility by bus	1
Accessibility by train	2
Car parking prices	3
Car parking provision	4
Choice of food goods available	5
Choice of shops nearby selling non-food goods	6
Choice of shops selling food goods	7
Cleanliness / COVID safety measures	8
Entertainment / events	9
Nearer to home	A
Nearer to work	B
Other stores are too busy	C
Poor accessibility to Cirencester	D
Provision of leisure services nearby	E
Provision of services (e.g. banks / financial services)	F
Public information, signposts, public facilities	G
Quality of food goods available	H
Quality of non-food goods available	I
Quality of shops selling food goods	J
Quality of shops selling non-food goods	K
Safety (during the day)	L
Safety (during the night)	M
Shopping environment	N
It's undercover	O
Just for a change	P
Online is easier	Q
Upmarket town	R
Other (PLEASE WRITE IN) ______________________________	S
(Don't know / no reason)	T

ASK ALL:

Q.17 How often do you visit Cirencester Town Centre generally?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	(17)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

ASK ALL:

Q.18 Which of these statements best describes how frequently you visit Cirencester town centre, compared to before lockdown in March 2020?
READ OUT. ONE ANSWER ONLY

	(18)
Much more frequently than before	1
More frequently than before	2
About as frequently	3
Less frequently than before	4
Much less frequently than before	5
Didn't visit before COVID	6
This is my first visit	7
(Don't know / can't remember)	8

ASK ALL:

Q.19 Thinking about your use of Cirencester Town Centre in 12 months' time compared to the present time, which of the following do yo anticipate reflects the likely frequency of your visits?
READ OUT. ONE ANSWER ONLY

	(19)
Much more frequently than before	1
More frequently than before	2
About as frequently	3
Less frequently than before	4
Much less frequently than before	5
(Don't know)	6

ASK ALL:
Q.20 Do you think the town would benefit from:
READ OUT. ONE ANSWER ONLY.

	(20)
More through traffic	1
The same amount of through traffic	2
Less through traffic	3
(Don't know)	4

ASK ALL:
Q.21 The District Council has declared a climate emergency and is preparing a masterplan for the town centre, in order to reduce pollution an carbon emissions in the town centre, would you prefer:
READ OUT. ONE ANSWER ONLY.

	(21)
Full pedestrianisation in and around Market Place (delivery vehicles would still have access)	1
Partial pedestrianisation in and around Market Place (e.g. except for buses, taxis and delivery vehicles); or	2
The continuation of the existing arrangements in and around Market Place.	3
Other (PLEASE WRITE IN) ______________________________	4
(Don't know)	5

ASK ALL:
Q.22 How often do you visit Cirencester Town Centre in the evening?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	(22)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

ASK THOSE WHO VISIT IN THE EVENING AT Q.22. OTHERS GO TO Q.26:
Q.23 What is the main reason you visit Cirencester Town Centre in the evening?
DO NOT PROMPT. ONE ANSWER ONLY.

ASK THOSE WHO DO VISIT IN THE EVENING AT Q.22. OTHERS GO TO Q.26:
Q.24 What else do you tend to do whilst visiting Cirencester Town Centre in the evening?
DO NOT PROMPT. CAN BE MULTICODED, What else?

	Q.23 (23)	**Q.24** (24)
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS) ______________________________	1	1
Evening non-food shopping	2	2
Eat out	3	3
Go to a concert/gig	4	4
Go to the gym	5	5
Pick up a takeaway	6	6
Visit a bar / pub for a drink	7	7
Visit a nightclub	8	8
Use a cashpoint	9	9
Work / School / College	A	A
Other (PLEASE WRITE IN) ______________________________	B	B
(No reason / no other reason)	-	C

ASK THOSE WHO DO VISIT IN THE EVENING AT Q.22. OTHERS GO TO Q.26:
Q.25 How long do you typically spend in Cirencester Town Centre during the evening / night?
DO NOT PROMPT. ONE ANSWER ONLY.

	(25)
Less than 1 hour	1
Between 1 and 2 hours	2
Between 2 and 3 hours	3
Between 3 and 4 hours	4
Over 4 hours	5
Don't visit in the evening	6
(Don't know / varies)	7

ASK ALL: SHOWCARD 'A'

Q.26 Comparing Cirencester Town Centre with other surrounding centres, (e.g. Cheltenham, Gloucester, or Swindon) how does it compare on the following aspects?

ONE ANSWER PER COLUMN.

	Choice of shops	**Range of goods / services on offer**	**Choice of independent / specialist shops**	**Quality of shops**	**Range of services such as banks and other financial services**	**Range and choice of pubs / restaurants**	**Leisure facilities**
	(26)	(27)	(28)	(29)	(30)	(31)	(32)
Much better	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2
About the same	3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6

ASK ALL: SHOW CARD 'A'

Q.27 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

ONE ANSWER PER COLUMN

	Town Centre environment	**Cleanliness / COVID safety measures**	**Car parking provision**	**Car parking Prices**	**Accessibility by bus**	**Accessibility by cycling**	**Walking accessibility**	**Public information/ signposts / public facilities**
	(34)	(35)	(36)	(37)	(38)	(39)	(40)	(41)
Much better	1	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2	2
About the same	3	3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6	6

ASK ALL: SHOW CARD 'A'

Q.28 Comparing Cirencester Town Centre with other surrounding centres, how does it compare on the following aspects?

ONE ANSWER PER COLUMN

	Entertainment/ events / performances	**Tourist facilities / hotels**	**Day time safety**	**Evening / night safety**	**Layout**	**Public art**	**General environment**
	(42)	(43)	(44)	(45)	(46)	(47)	(48)
Much better	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2
About the same	3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6

ASK ALL:

Q.29 What type of shops or services would you like to see more of in Cirencester Town Centre?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

	(49)
Banks	1
Better leisure facility provision	2
Better retail provision for children and babies	3
Book shop	4
Building society	5
Card shop	6
Click and collect facilities	7
Clothing stores	8
Department stores / retailers	9
Drinking establishments	A
Electrical goods	B
Footwear stores	C
Health food shop	D
High Street names	E
Household goods stores	F
Independent / specialist shops	G
Large supermarkets	H
Larger sizes clothing store	I
Markets	J
Pharmacies	K
Public amenities (e.g benches, sign posts, toilets)	L
Public transport facilities	M
Public transport services	N
Restaurants / cafes	O
Solicitors	P
Specialist food stores	Q
Sports shop	R
Street market stalls	S
Toy shops	T
Trade in shop	U
Other (PLEASE WRITE IN)	V
______________________	
None mentioned	W
(Don't know)	X

ASK ALL:

Q.30 What type of leisure facilities would you like to see more of in Cirencester Town Centre?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

	(50)
Art galleries	1
Bingo	2
Bowling alley	3
Children's activity centre	4
Cinema	5
Civic Hall / Civic spaces	6
Community centre	7
Entertainment / activities for young people	8
Go-karting	9
Golf amenities	A
Guided tours / audio tours	B
Health and fitness	C
Hotels	D
Ice rink	E
More exhibition / info of archaeology	F
Museums	G
Music events	H
Parks / gardens	I
Restaurants / cafes	J
Sports pitches	K
Swimming pool	L
Other (PLEASE WRITE IN)	M
______________________	
None mentioned	N
(Don't know)	O

ASK ALL:

Q.31 What measures do you think would improve Cirencester Town Centre and make it more attractive?
DO NOT PROMPT. CAN BE MULTI-CODED. What else?

	(51)
Better accessibility by private car	001
Better walking and cycling accessibility	002
Better foodstore provision	003
Cheaper parking	004
Click and collect facilities	005
Expansion of the centre	006
Fewer low quality shops (take-away, pound shops)	007
Improve the quality of the shops	008
Fill the empty shops	009
Flexible parking	010
Give it a general face lift (Flowers, painting etc.)	011
Greater promotion / marketing of the centre	012
Interactive information points	013
Improved bus services	014
Improved cleanliness / COVID safety measures	015
Improved cultural facilities	016
Improved market provision	017
Improved security / CCTV	018
Improved signage / information	019
Improved street paving	020
Improved connectivity to train services / a railway station	021
Increased choice / range of shops	022
Increased office development	023
Less traffic in the town centre	024
Less charity shops	025
More charity shops	026
More cafes / events in the street	027
More cultural facilities	028
More entertainment / leisure facilities	029
More evening activities	030
More housing / town centre flats	031
More national multiples / retailers	032
More non-food stores	033
More organised events (e.g. music events)	034
More parks, green spaces or seasonal planted areas	035
More parking	036
More pedestrianisation	037
More food and beverage facilities (pubs / restaurants)	038
More speciality shops	039
More tourist facilities	040
Pay on exit parking	041
Improved public toilet provision	042
Real time traffic or public transport information	043
Reduce traffic congestion	044
Other (PLEASE WRITE IN) ______________________________	045
None mentioned	046
(Don't know)	047

ASK ALL:

Q.32 What do you think are the biggest weaknesses of Cirencester Town Centre?
DO NOT PROMPT. CAN BE MULTI-CODED.. What else?

	(52)
Accessibility by cycling and by foot	1
Accessibility by private car	2
Accessibility by bus	3
Accessibility by train	4
Anti-social behaviour	5
Availability of car parking	6
Choice / range of non-food shops	7
Empty shops	8
Lack of cultural facilities	9
Lack of foodstore provision	A
Lack of leisure facilities	B
Lack of market facilities	C
Lack of non-retail provision (e.g. banks, estate agents etc)	D
Lack of public amenities	E
Poor marketing of the town	F
Price of car parking	G
Public information / events	H
Quantity of takeaways / charity shops	I
Range food and beverage facilities (pubs / restaurants)	J
Range of specialist / independent retailers	K
Security / safety	L
Tourism facilities	M
Town centre environment	N
Type / quality of retail provisions	O
High street is rundown	P
Lack of parking	Q
Too many charity shops	R
Other (PLEASE WRITE IN)	S
______________________________	
None mentioned	T
(Don't know)	U

ASK ALL:

Q.33 Which Cirencester markets or events have you attended over the past 6 months?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	Monday Charter Market (53)	Friday Charter Market (54)	Farmers Market (55)	Arts & Craft Market (56)	Corn Hall (57)	Other market or event (58)
* Yes in the last 6 months	1	1	1	1	1	1
^ No, not in the last 6 months	2	2	2	2	2	2
Never	3	3	3	3	3	3

ASK THOSE WHO HAVE VISITED MARKETS IN THE *LAST 6 MONTHS' AT Q.33. OTHERS GO TO Q.36:

Q.34 What **one** thing do you particularly **like** about the market/s visited at Q.31?
DO NOT PROMPT ONE ANSWER ONLY

	Monday Charter Market (59)	Friday Charter Market (60)	Farmers Market (61)	Arts & Craft (62)	Corn Hall Market (63)	Other market or event (64)
All on one level	1	1	1	1	1	1
Availability of local produce	2	2	2	2	2	2
Compact / easy to get around	3	3	3	3	3	3
Ease of parking	4	4	4	4	4	4
Easy to get to	5	5	5	5	5	5
Everything	6	6	6	6	6	6
Freshness of food	7	7	7	7	7	7
Friendly atmosphere	8	8	8	8	8	8
Good service	9	9	9	9	9	9
Not too many children	A	A	A	A	A	A
Presence of on-site security	B	B	B	B	B	B
Proximity of bus station	C	C	C	C	C	C
Quality of food	D	D	D	D	D	D
Quality of non-food items	E	E	E	E	E	E
Range of food	F	F	F	F	F	F
Range of non-food items	G	G	G	G	G	G
Specialist ethnic goods	H	H	H	H	H	H
The café	I	I	I	I	I	I
The opportunity to support local businesses	J	J	J	J	J	J
The variety	K	K	K	K	K	K
Traditional values	L	L	L	L	L	L
Value for money	M	M	M	M	M	M
The day of the week the market is held	N	N	N	N	N	N
Other (PLEASE WRITE IN) ______________________________	O	O	O	O	O	O
Nothing	P	P	P	P	P	P
(Don't know)	Q	Q	Q	Q	Q	Q

ASK THOSE WHO HAVE VISITED MARKETS IN THE ***LAST 6 MONTHS'** AT Q.33. OTHERS GO TO Q.36:

Q.35 What **one** thing do you particularly **dislike** about the market/s visited at Q.33?
DO NOT PROMPT ONE ANSWER ONLY

	Monday Charter Market (65)	Friday Charter Market (66)	Farmers Market (67)	Arts & Craft (68)	Corn Hall Market (69)	Other market or event (70)
Crime	1	1	1	1	1	1
Difficult to find particular stalls	2	2	2	2	2	2
Difficult to get around	3	3	3	3	3	3
Difficult to park nearby	4	4	4	4	4	4
Empty stalls / stalls closing down	5	5	5	5	5	5
Inability to pay by credit card	6	6	6	6	6	6
It is not covered	7	7	7	7	7	7
It is not heated	8	8	8	8	8	8
Lack of cleanliness / COVID safety measures	9	9	9	9	9	9
Litter	A	A	A	A	A	A
Not big enough	B	B	B	B	B	B
Not enough stalls	C	C	C	C	C	C
Poor accessibility	D	D	D	D	D	D
Poor facilities e.g. toilets, seating	E	E	E	E	E	E
Poor quality environment	F	F	F	F	F	F
Poor quality of food	G	G	G	G	G	G
Poor quality of non-food items	H	H	H	H	H	H
Poor range of food	I	I	I	I	I	I
Poor service	J	J	J	J	J	J
Poor value for money	K	K	K	K	K	K
The café	L	L	L	L	L	L
Too many stalls selling the same goods	M	M	M	M	M	M
Too many young children	N	N	N	N	N	N
Too noisy	O	O	O	O	O	O
The day of the week the market is held	P	P	P	P	P	P
Other (PLEASE WRITE IN) ______________________________	Q	Q	Q	Q	Q	Q
Nothing	R	R	R	R	R	R
(Don't know)	S	S	S	S	S	S

ASK ALL

Following publication of the independent commission report on race and ethnic disparities we recognise the new, positive agenda for change that the report outlines. Balancing the needs of all individuals, communities and society, maximising opportunities and ensuring fairness for all. We want Cirencester to be inclusive and welcoming.

Q.36 What do you consider your ethnicity to be ?

READ OUT IF NECESSARY ONE ANSWER ONLY

	(71)
White	1
Indian	2
Pakistani	3
Bangladeshi	4
Other Asian	5
Black Caribbean	6
Black African	7
Other Black	8
Chinese	9
Any other ethnic group (PLEASE WRITE IN) ____________________	A
Mixed background	B
(Refused)	C

RESPONDNT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, POSTCODE AND CONTACT TELEPHONE NUMBER PLEASE
INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: ____

TEL. NO. ____

CLASSIFICATION

GENDER:	(72)	**AGE GROUP:**	(73)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		35 - 44 years	3
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

ASK ALL:
EMP: Which of the following best describes your current employment status:

	(74)
Full time employed	1
Part time employed	2
Unemployed	3
Retired	4
Housewife	5
Student	6
Seeking employment	7
Other (PLEASE WRITE IN)	8

____

ASK THOSE WHO SAID '**FULL TIME'** OR **'PART TIME EMPLOYED'** AT EMP. OTHERS GO TO OCC:
EMP2: On average, how often have you worked from home through 2021 when Covid-19 related restrictions have been in place?

EMP3: How often do you envisage working from home in 12 months' time, assuming that all Covid-19 restrictions are lifted?

	EMP2 (75)	**EMP3** (76)
One day a week	1	1
Two days a week	2	2
Three days a week	3	3
Four days a week	4	4
Everyday	5	5
(Don't know / varies)	6	6

OCCUPATION OF CHIEF WAGE EARNER IN HHOLD:

	(77)
AB	1
C1	2
C2	3
DE	4

DAY OF INTERVIEW:	(78)	**TIME OF INTERVIEW**	(79)	**LOCATION:**	(80)
Monday	1	09.00 – 12.00	1	Castle Street	1
Tuesday	2	12.01 – 14.00	2	Dyer Street	2
Wednesday	3	14.01 – 17.00	3	Cricklade Street	3
Thursday	4			Market Place / West Market Place	4
Friday	5				
Saturday	6				

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: ____________________________ DATE (81) (82)

APPENDIX

11.2 Business Survey

NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Cirencester Business Occupiers Self-Completion Survey for Cotswold District Council

May 2021

Job Ref: 080521

Table of Contents

Introduction

1.1 Research Background & Objectives

To conduct an independent self-completed business survey amongst a sample of businesses in Cirencester town centre.

The main aims and objectives of the study were as follows:

- To find out types of businesses operating within the Cirencester area;
- To determine how long they have been trading within the Cirencester area;
- To gauge whether businesses think sales performances within the next three years are likely to improve or not;
- To understand how businesses rate different aspects of Cirencester;

1.2 Research Methodology

A total of 39 self-completed surveys were completed, using NEMS self-completion questionnaires. 396 Questionnaires were posted out to local businesses using a database supplied by the client on Monday 17th May. Included was a pre-paid reply envelope and respondents were given until Monday 14th June 2018 to reply.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 39 answers "Yes" to a question we can be 95% sure that between 34.3% and 65.7% of the population holds the same opinion (i.e. +/- 15.7%).

%ge Response	95% confidence interval
10%	±9.4%
20%	±12.6%
30%	±14.4%
40%	±15.4%
50%	±15.7%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Total & Q03

Mean score [sq.m]

Q02 Taking into account both sales area and ancillary space, into which size band do you estimate your premises fall?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Up to 500 sq ft (46 sq.m) overall floor area	20.5%	8	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	5	0.0%	0
501-1,000 sq ft (47-93 sq.m) overall floor area	38.5%	15	50.0%	10	50.0%	1	0.0%	0	100.0%	1	0.0%	0	10.0%	1	50.0%	2
1,001-1,500 sq ft (93-139 sq.m) overall floor area	15.4%	6	15.0%	3	50.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1
1,501-2,500 sq ft (139-232 sq.m) overall floor area	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
2501 sq ft (232 sq.m) overall floor space	17.9%	7	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	25.0%	1
(Not answered)	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Mean:		*98.74*		*92.85*		*92.50*		*116.00*		*69.00*		*0.00*		*112.00*		*126.00*
Base:		39		20		2		1		1		1		10		4

Q03 Is your business a:

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
International chain	7.7%	3	5.0%	1	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
National chain	10.3%	4	10.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Local / Regional chain	12.8%	5	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Franchise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent / sole trader	66.7%	26	65.0%	13	0.0%	0	100.0%	1	100.0%	1	0.0%	0	70.0%	7	100.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		39		20		2		1		1		1		10		4

Q04 How would you describe your business?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Non-Food Retail	51.3%	20	100.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food Retail	5.1%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant	2.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café / coffee shop	2.6%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Takeaway	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Pub / Wine Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society	25.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0
Technology / digital	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Personal Care Provider	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Other	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Base:		39		20		2		1		1		1		10		4

Q05 What are the main ranges of goods that you sell?
If Non-Food retailer at Q04

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Fashion	25.0%	5	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookware	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haircare / beauty	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decorating goods	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden items	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasses	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antiques	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets and vinyl	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Q06A What are your current opening hours Monday to Friday? *If Non-Food retailer at Q04*																
09:00 to 16:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 17:00	25.0%	5	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 17:30	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 17:45	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 18:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:15 to 17:45	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:30 to 16:30	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:30 to 17:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 15:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 16:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 17:00	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:30 to 16:30	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not answered	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0
Q06B What are your current opening hours Saturday *If Non-Food retailer at Q04*																
08:30 to 16:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 15:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 16:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 16:30	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 17:00	15.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:00 to 18:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:15 to 17:45	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:30 to 17:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
09:30 to 17:30	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 15:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 16:00	15.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 17:00	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11:00 to 16:30	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not answered	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0
Q06C What are your current opening hours Sunday *If Non-Food retailer at Q04*																
09:15 to 17:45	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 16:00	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10:00 to 17:00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11.00-16.00	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CLOSED	65.0%	13	65.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not answered	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0
Q07A On average, what is your busiest day of trading / footfall? *If Non-Food retailer at Q04*																
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	50.0%	10	50.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	25.0%	5	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0

Q07B On average, what is your quietest day of trading / footfall
If Non-Food retailer at Q04

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Monday	30.0%	6	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	15.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	10.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	15.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	30.0%	6	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0

Q08 Would you consider extending your opening hours in to the evening?
If Non-Food retailer at Q04

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Yes	25.0%	5	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	75.0%	15	75.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0

Q09 If you are a retailer and currently closed some of the week, would you consider opening 7 days a week in the future?
If Non-Food retailer at Q04

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Yes	15.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.0%	11	55.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable	30.0%	6	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		20		0		0		0		0		0		0

Q10 How long has your business traded from your current premises?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Less than one years	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One year to five years	25.6%	10	25.0%	5	50.0%	1	100.0%	1	0.0%	0	100.0%	1	10.0%	1	25.0%	1
Six years to ten years	15.4%	6	5.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	20.0%	2	50.0%	2
Over ten years	53.8%	21	60.0%	12	50.0%	1	0.0%	0	0.0%	0	0.0%	0	70.0%	7	25.0%	1
Base:		39		20		2		1		1		1		10		4

Mean score (%):

Q11A Approximately how much of your turnover is generated by Local residents?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
0	10.3%	4	10.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
1 to 10%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
11 to 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 to 30%	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31 to 40%	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
41 to 50%	10.3%	4	10.0%	2	0.0%	0	100.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0
51 to 60%	15.4%	6	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 70%	12.8%	5	10.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	25.0%	1
71 to 80%	25.6%	10	20.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	1	40.0%	4	25.0%	1
81 to 90%	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
91 to 99%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
100%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Mean:		*65.14*		*63.33*		*70.00*		*45.00*		*50.00*		*75.00*		*63.33*		*82.50*
Base:		39		20		2		1		1		1		10		4

Column %ges.

Mean score (%):

Q11B Approximately how much of your turnover is generated by people working in the town centre?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
0	20.5%	8	25.0%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
1 to 10%	41.0%	16	40.0%	8	0.0%	0	100.0%	1	100.0%	1	0.0%	0	40.0%	4	50.0%	2
11 to 20%	25.6%	10	25.0%	5	50.0%	1	0.0%	0	0.0%	0	100.0%	1	10.0%	1	50.0%	2
21 to 30%	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
31 to 40%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
41 to 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 to 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 to 80%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
81 to 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 to 99%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*16.35*		*14.00*		*15.00*		*5.00*		*10.00*		*20.00*		*24.25*		*13.25*
Base:		39		20		2		1		1		1		10		4

Mean score (%):

Q11C Approximately how much of your turnover is generated by Other physical customers (e.g. visitors / tourists)

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
0	15.4%	6	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
1 to 10%	30.8%	12	15.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	40.0%	4	100.0%	4
11 to 20%	12.8%	5	10.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
21 to 30%	17.9%	7	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
31 to 40%	10.3%	4	15.0%	3	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
41 to 50%	10.3%	4	10.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
51 to 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 to 80%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 to 90%	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
91 to 99%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*24.64*		*28.13*		*15.00*		*50.00*		*40.00*		*5.00*		*26.22*		*4.25*
Base:		39		20		2		1		1		1		10		4

Q12 Are you satisfied with your current business premises?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Satisfied	84.6%	33	90.0%	18	50.0%	1	0.0%	0	100.0%	1	100.0%	1	90.0%	9	75.0%	3
Dissatisfied	12.8%	5	10.0%	2	50.0%	1	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Base:		39		20		2		1		1		1		10		4

Q13 Why are you dissatisfied with your current business premises? [MR]
If dissatisfied at Q12

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Too large	20.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	40.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
In a poor condition	60.0%	3	100.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lacking adequate access (e.g. for deliveries)	20.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		5		2		1		1		0		0		1		0

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Mean score [sq.m]																
Q14 How much more space do you need? *If dissatisfied at Q12 and 'too small' at Q13*																
100-250 sq ft (9-23 sq.m)	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
251-500 sq ft (23-46 sq.m)	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
501-1000 sq ft (46-93 sq.m)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1,001 sq ft (93 sq.m) or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*25.25*		*0.00*		*34.50*		*0.00*		*0.00*		*0.00*		*16.00*		*0.00*
Base:		2		0		1		0		0		0		1		0
Q15 Does the building you are located in have upper floors?																
Yes	61.5%	24	45.0%	9	100.0%	2	100.0%	1	100.0%	1	100.0%	1	90.0%	9	25.0%	1
No	35.9%	14	50.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	75.0%	3
(Not answered)	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		39		20		2		1		1		1		10		4
Q16 Are those upper floors: *If have upper floors at Q15*																
Used	75.0%	18	66.7%	6	100.0%	2	100.0%	1	100.0%	1	0.0%	0	88.9%	8	0.0%	0
Vacant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Some are both used and vacant	25.0%	6	33.3%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	11.1%	1	100.0%	1
Base:		24		9		2		1		1		1		9		1
Q17 For what purpose are the upper floors used? *If have upper floors at Q15 and not 'vacant' at Q16*																
Offices	54.2%	13	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	9	100.0%	1
Retail	8.3%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storage	20.8%	5	22.2%	2	50.0%	1	100.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Residential	12.5%	3	11.1%	1	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
(Not answered)	4.2%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		24		9		2		1		1		1		9		1
Q18 Are the upper floors occupied by you? *If have upper floors at Q15*																
Yes	54.2%	13	44.4%	4	50.0%	1	100.0%	1	100.0%	1	0.0%	0	66.7%	6	0.0%	0
No	37.5%	9	33.3%	3	50.0%	1	0.0%	0	0.0%	0	100.0%	1	33.3%	3	100.0%	1
Partly	4.2%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	4.2%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		24		9		2		1		1		1		9		1
Q19 Is your business:																
An owner occupier	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	25.0%	1
A tenant / lessee	87.2%	34	95.0%	19	100.0%	2	100.0%	1	100.0%	1	100.0%	1	70.0%	7	75.0%	3
(Not answered)	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		39		20		2		1		1		1		10		4

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Q20 Thinking about the future do you intend to:																
Remain in your existing unit	66.7%	26	70.0%	14	50.0%	1	0.0%	0	100.0%	1	0.0%	0	70.0%	7	75.0%	3
Remain in your existing unit but expand through opening other units elsewhere	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Relocate elsewhere within the town	7.7%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Relocate to a nearby town / village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relocate elsewhere	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sell the business	7.7%	3	10.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cease trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	25.0%	1
(Not answered)	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		39		20		2		1		1		1		10		4
Q21 You've mentioned you intend to relocate, what are the main reasons for this? [MR] *If relocating at Q20*																
Business growth , need more space	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
To accommodate change in retail	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To be in a prime location	20.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The town is dead	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty units here	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Working from home, don't need a permanent office	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Base:		5		2		1		0		0		0		2		0
Q22 Over the next three years do you expect your business to:																
Grow	53.8%	21	45.0%	9	50.0%	1	100.0%	1	100.0%	1	0.0%	0	60.0%	6	75.0%	3
Contract	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Stay the same	23.1%	9	20.0%	4	50.0%	1	0.0%	0	0.0%	0	100.0%	1	30.0%	3	0.0%	0
Don't know	12.8%	5	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		39		20		2		1		1		1		10		4
Q23 Over the last 12 months has your turnover been:																
Increasing	28.2%	11	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	60.0%	6	0.0%	0
Static	25.6%	10	15.0%	3	0.0%	0	0.0%	0	100.0%	1	100.0%	1	30.0%	3	50.0%	2
Decreasing	41.0%	16	55.0%	11	50.0%	1	100.0%	1	0.0%	0	0.0%	0	10.0%	1	50.0%	2
(Not answered)	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		39		20		2		1		1		1		10		4
Q24 Is your business part of a:																
International or national multiple chain	17.9%	7	20.0%	4	100.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Part of a regional multiple chain	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Franchise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An independent / individual business	79.5%	31	75.0%	15	0.0%	0	100.0%	1	100.0%	1	100.0%	1	90.0%	9	100.0%	4
Base:		39		20		2		1		1		1		10		4

Column %ges.

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Q25 Is your turnover: *If part of a chain at Q24*																
Above average for similar stores	50.0%	4	60.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average for similar stores	12.5%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Below average for similar stores	25.0%	2	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Base:		8		5		2		0		0		0		1		0
Q26 As a business do you offer any of the following: [MR]																
Cash only payment	64.1%	25	75.0%	15	50.0%	1	100.0%	1	100.0%	1	100.0%	1	20.0%	2	100.0%	4
Chip and pin payment	66.7%	26	90.0%	18	100.0%	2	100.0%	1	100.0%	1	0.0%	0	20.0%	2	50.0%	2
Contactless payment	64.1%	25	80.0%	16	100.0%	2	100.0%	1	100.0%	1	0.0%	0	20.0%	2	75.0%	3
Other type of payment	17.9%	7	10.0%	2	50.0%	1	0.0%	0	0.0%	0	100.0%	1	30.0%	3	0.0%	0
Bank transfer	12.8%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	0.0%	0
Cheque	12.8%	5	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
BACS	10.3%	4	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PayPal	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Base:		39		20		2		1		1		1		10		4
Q27 Do you provide customers with the option for online shopping through your website or other sales platform?																
Yes	43.6%	17	60.0%	12	100.0%	2	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
No	56.4%	22	40.0%	8	0.0%	0	100.0%	1	100.0%	1	100.0%	1	70.0%	7	100.0%	4
Base:		39		20		2		1		1		1		10		4
Q28 Do you have any plans to provide customers with the option for online shopping through your website or other sales platform? *If not currently selling via internet at Q27*																
Yes	4.5%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
No	90.9%	20	87.5%	7	0.0%	0	100.0%	1	0.0%	0	100.0%	1	100.0%	7	100.0%	4
(Not answered)	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		22		8		0		1		1		1		7		4
Q29 Do you offer click and collect? *If currently selling via internet at Q27*																
Yes	64.7%	11	66.7%	8	100.0%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
No / Not applicable	29.4%	5	25.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0
(Not answered)	5.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		17		12		2		0		0		0		3		0
Mean score (%):																
Q30 What percentage of your business's total sales are made through the internet? [MR] *If currently selling via internet at Q27*																
1%	17.6%	3	16.7%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5%	5.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10%	5.9%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20%	17.6%	3	25.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25%	11.8%	2	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
50%	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0
75%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
95%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	29.4%	5	33.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Mean:		*20.00*		*20.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		17		12		2		0		0		0		3		0

Column %ges.

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	

Mean score [Increased=1, Stayed the same=0, Decreased=-1]

Q31 In the last three years have your internet sales:
If currently selling via internet at Q27

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services		Other	
Increased	82.4%	14	75.0%	9	100.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
Stayed the same	5.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decreased	5.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.76*		*0.67*		*1.00*		*0.00*		*0.00*		*0.00*		*1.00*		*0.00*
Base:		17		12		2		0		0		0		3		0

Q33 Why does your business not provide online shopping or internet sales? [MR]
If not currently selling via internet at Q27

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services		Other	
We offer a service - cannot do this online	45.5%	10	0.0%	0	0.0%	0	100.0%	1	100.0%	1	100.0%	1	71.4%	5	50.0%	2
My shop requires the ability to browse in person	9.1%	2	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I prefer to provide a personal service	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
My website generates enquiries	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do not feel the need to provide this service	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sales aren't possible online	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Doesn't fit with our customer profile	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
We are a charity shop	4.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	18.2%	4	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	50.0%	2
Base:		22		8		0		1		1		1		7		4

Mean score [Employees]

Q34A Including yourself, how many full-time staff (30 hours +) do you currently employ?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services		Other	
1	25.6%	10	45.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
2 to 5	43.6%	17	35.0%	7	50.0%	1	100.0%	1	100.0%	1	100.0%	1	50.0%	5	25.0%	1
6 to 10	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 to 20	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
21 to 60	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
None	15.4%	6	15.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	25.0%	1
Mean:		*4.51*		*1.70*		*1.00*		*5.00*		*3.00*		*2.00*		*11.60*		*3.50*
Base:		39		20		2		1		1		1		10		4

Mean score [Employees]

Q34B Including yourself, how many part-time staff (less than 30 hours) do you currently employ?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services		Other	
1	15.4%	6	15.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	10.0%	1	25.0%	1
2 to 5	41.0%	16	40.0%	8	50.0%	1	100.0%	1	100.0%	1	0.0%	0	50.0%	5	0.0%	0
6 to 10	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 to 20	10.3%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
21 to 60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	28.2%	11	30.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	75.0%	3
Mean:		*3.23*		*2.60*		*1.50*		*2.00*		*5.00*		*1.00*		*6.20*		*0.25*
Base:		39		20		2		1		1		1		10		4

Q35 Do you find it difficult to recruit permanent/temporary staff?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services		Other	
Yes	38.5%	15	35.0%	7	50.0%	1	100.0%	1	0.0%	0	100.0%	1	30.0%	3	50.0%	2
No	61.5%	24	65.0%	13	50.0%	1	0.0%	0	100.0%	1	0.0%	0	70.0%	7	50.0%	2
Base:		39		20		2		1		1		1		10		4

Column %ges.

Q36 What percentage of staff do you employ who live in and around the Cirencester area?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Less than 50%	17.9%	7	15.0%	3	50.0%	1	0.0%	0	0.0%	0	100.0%	1	10.0%	1	25.0%	1
Around 50%	15.4%	6	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
More than 50%	59.0%	23	60.0%	12	50.0%	1	100.0%	1	100.0%	1	0.0%	0	70.0%	7	25.0%	1
(Not answered)	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Base:		39		20		2		1		1		1		10		4

Mean score [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q37A To what extent would you agree or disagree: We consider the environmental impact of our buying decisions ?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Strongly agree	46.2%	18	40.0%	8	100.0%	2	0.0%	0	100.0%	1	0.0%	0	70.0%	7	0.0%	0
Slightly agree	20.5%	8	30.0%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Neither agree nor disagree	15.4%	6	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	50.0%	2
Slightly disagree	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Strongly disagree	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	25.0%	1
Mean:		*1.08*		*0.95*		*2.00*		*1.00*		*2.00*		*0.00*		*1.30*		*0.33*
Base:		39		20		2		1		1		1		10		4

Mean score [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q37B To what extent would you agree or disagree:We actively work to reduce company waste?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Strongly agree	53.8%	21	45.0%	9	100.0%	2	0.0%	0	100.0%	1	0.0%	0	80.0%	8	25.0%	1
Slightly agree	33.3%	13	35.0%	7	0.0%	0	100.0%	1	0.0%	0	100.0%	1	10.0%	1	75.0%	3
Neither agree nor disagree	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slightly disagree	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Strongly disagree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.37*		*1.21*		*2.00*		*1.00*		*2.00*		*1.00*		*1.60*		*1.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q37C To what extent would you agree or disagree: We actively try to improve our energy efficiency?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Strongly agree	51.3%	20	40.0%	8	100.0%	2	0.0%	0	100.0%	1	0.0%	0	80.0%	8	25.0%	1
Slightly agree	28.2%	11	35.0%	7	0.0%	0	0.0%	0	0.0%	0	100.0%	1	10.0%	1	50.0%	2
Neither agree nor disagree	12.8%	5	20.0%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slightly disagree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strongly disagree	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Mean:		*1.32*		*1.21*		*2.00*		*0.00*		*2.00*		*1.00*		*1.50*		*1.33*
Base:		39		20		2		1		1		1		10		4

Mean score [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q37D To what extent would you agree or disagree: We actively try to reduce work-related car emmisions?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Strongly agree	28.2%	11	30.0%	6	50.0%	1	0.0%	0	0.0%	0	100.0%	1	30.0%	3	0.0%	0
Slightly agree	23.1%	9	30.0%	6	0.0%	0	0.0%	0	100.0%	1	0.0%	0	20.0%	2	0.0%	0
Neither agree nor disagree	33.3%	13	25.0%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	40.0%	4	75.0%	3
Slightly disagree	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strongly disagree	7.7%	3	5.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Mean:		*0.65*		*0.79*		*1.00*		*-2.00*		*1.00*		*2.00*		*0.60*		*0.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38A How do you rate the Multiple (chain) stores within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	20.5%	8	20.0%	4	100.0%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	25.0%	1
Neither	20.5%	8	20.0%	4	0.0%	0	0.0%	0	100.0%	1	0.0%	0	10.0%	1	50.0%	2
Fairly poor	33.3%	13	30.0%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	5	25.0%	1
Poor	20.5%	8	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.57*		*-0.70*		*1.00*		*-1.00*		*0.00*		*1.00*		*-1.13*		*0.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38B How do you rate the Independent shops within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	20.5%	8	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Fairly good	51.3%	20	40.0%	8	100.0%	2	100.0%	1	100.0%	1	0.0%	0	50.0%	5	75.0%	3
Neither	15.4%	6	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	25.0%	1
Fairly poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*0.94*		*0.90*		*1.00*		*1.00*		*1.00*		*0.00*		*1.13*		*0.75*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38C How do you rate the Specialist shops within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	48.7%	19	50.0%	10	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	5	75.0%	3
Neither	33.3%	13	30.0%	6	50.0%	1	100.0%	1	100.0%	1	0.0%	0	30.0%	3	25.0%	1
Fairly poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*0.58*		*0.60*		*0.50*		*0.00*		*0.00*		*0.00*		*0.63*		*0.75*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38D How do you rate the Clothes/fashion shops within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	10.3%	4	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	17.9%	7	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	50.0%	2
Neither	10.3%	4	5.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Fairly poor	38.5%	15	30.0%	6	50.0%	1	100.0%	1	100.0%	1	100.0%	1	30.0%	3	50.0%	2
Poor	17.9%	7	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.38*		*-0.20*		*-0.50*		*-1.00*		*-1.00*		*-1.00*		*-0.75*		*0.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38E How do you rate the range of shops within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	28.2%	11	35.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	75.0%	3
Neither	15.4%	6	10.0%	2	50.0%	1	100.0%	1	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Fairly poor	35.9%	14	35.0%	7	50.0%	1	0.0%	0	100.0%	1	0.0%	0	40.0%	4	25.0%	1
Poor	10.3%	4	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*-0.25*		*-0.20*		*-0.50*		*0.00*		*-1.00*		*0.00*		*-0.63*		*0.50*
Base:		39		20		2		1		1		1		10		4

Column %ges.

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38F How do you rate the prices within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Fairly good	25.6%	10	25.0%	5	100.0%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
Neither	38.5%	15	35.0%	7	0.0%	0	0.0%	0	100.0%	1	0.0%	0	50.0%	5	50.0%	2
Fairly poor	12.8%	5	10.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	25.0%	1
Poor	10.3%	4	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.08*		*-0.05*		*1.00*		*-1.00*		*0.00*		*2.00*		*0.13*		*0.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38G How do you rate the access by car within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Fairly good	38.5%	15	30.0%	6	100.0%	2	100.0%	1	100.0%	1	0.0%	0	30.0%	3	50.0%	2
Neither	17.9%	7	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
Fairly poor	23.1%	9	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
Poor	10.3%	4	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*0.00*		*-0.40*		*1.00*		*1.00*		*1.00*		*0.00*		*0.38*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38H How do you rate the car parking within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Fairly good	25.6%	10	30.0%	6	100.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1
Neither	15.4%	6	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	50.0%	2
Fairly poor	17.9%	7	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Poor	28.2%	11	30.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	1	30.0%	3	25.0%	1
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.42*		*-0.58*		*1.00*		*2.00*		*1.00*		*-2.00*		*-0.75*		*-0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38I How do you rate the access by public transport within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	28.2%	11	30.0%	6	50.0%	1	0.0%	0	100.0%	1	100.0%	1	20.0%	2	0.0%	0
Neither	33.3%	13	35.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	100.0%	4
Fairly poor	23.1%	9	30.0%	6	50.0%	1	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor	10.3%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.16*		*-0.10*		*0.00*		*-1.00*		*1.00*		*1.00*		*-0.63*		*0.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38J How do you rate the access by bicycle within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	35.9%	14	35.0%	7	50.0%	1	100.0%	1	100.0%	1	100.0%	1	20.0%	2	25.0%	1
Neither	43.6%	17	50.0%	10	50.0%	1	0.0%	0	0.0%	0	0.0%	0	30.0%	3	75.0%	3
Fairly poor	10.3%	4	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.16*		*0.20*		*0.50*		*1.00*		*1.00*		*1.00*		*-0.38*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38K How do you rate the secure parking for bicycles within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	12.8%	5	15.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Neither	51.3%	20	55.0%	11	0.0%	0	100.0%	1	100.0%	1	0.0%	0	40.0%	4	75.0%	3
Fairly poor	15.4%	6	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor	12.8%	5	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*-0.31*		*-0.25*		*0.00*		*0.00*		*0.00*		*0.00*		*-0.88*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38L How do you rate the signage for facilities and parking within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	5.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	30.8%	12	30.0%	6	50.0%	1	0.0%	0	100.0%	1	0.0%	0	20.0%	2	50.0%	2
Neither	25.6%	10	20.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	1	40.0%	4	25.0%	1
Fairly poor	20.5%	8	30.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Poor	10.3%	4	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Mean:		*0.00*		*-0.20*		*0.00*		*2.00*		*1.00*		*0.00*		*0.00*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38M How do you rate the leisure / recreational facilities (inc. restaurants / cafes / takeaways) within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	25.0%	1
Neither	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	92.3%	36	95.0%	19	100.0%	2	100.0%	1	100.0%	1	100.0%	1	90.0%	9	75.0%	3
Mean:		*0.00*		*-2.00*		*0.00*		*0.00*		*0.00*		*0.00*		*1.00*		*1.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38N How do you rate moving around on foot within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	17.9%	7	15.0%	3	0.0%	0	100.0%	1	100.0%	1	0.0%	0	20.0%	2	0.0%	0
Fairly good	53.8%	21	55.0%	11	100.0%	2	0.0%	0	0.0%	0	100.0%	1	50.0%	5	50.0%	2
Neither	15.4%	6	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	50.0%	2
Fairly poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.84*		*0.65*		*1.00*		*2.00*		*2.00*		*1.00*		*1.13*		*0.50*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38O How do you rate the appearance / character (e.g buildings, open space & landscaping) within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	23.1%	9	20.0%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	30.0%	3	25.0%	1
Fairly good	46.2%	18	55.0%	11	50.0%	1	0.0%	0	100.0%	1	0.0%	0	30.0%	3	50.0%	2
Neither	7.7%	3	5.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Fairly poor	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Poor	7.7%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	2	0.0%	0
Mean:		*0.75*		*0.60*		*0.50*		*2.00*		*1.00*		*0.00*		*0.88*		*1.00*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38P How do you rate the availability of public seating, open space & parks) within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	23.1%	9	20.0%	4	50.0%	1	100.0%	1	100.0%	1	0.0%	0	10.0%	1	25.0%	1
Fairly good	41.0%	16	40.0%	8	0.0%	0	0.0%	0	0.0%	0	100.0%	1	40.0%	4	75.0%	3
Neither	15.4%	6	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Fairly poor	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.75*		*0.58*		*1.00*		*2.00*		*2.00*		*1.00*		*0.50*		*1.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38Q How do you rate the town centre management within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	7.7%	3	5.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Fairly good	33.3%	13	35.0%	7	50.0%	1	0.0%	0	100.0%	1	0.0%	0	20.0%	2	50.0%	2
Neither	33.3%	13	30.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	40.0%	4	50.0%	2
Fairly poor	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor	10.3%	4	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.22*		*0.05*		*0.50*		*2.00*		*1.00*		*2.00*		*-0.13*		*0.50*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38R How do you rate the communication between retailers within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	10.0%	1	0.0%	0
Fairly good	25.6%	10	35.0%	7	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	25.0%	1
Neither	33.3%	13	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	5	75.0%	3
Fairly poor	20.5%	8	25.0%	5	50.0%	1	0.0%	0	100.0%	1	0.0%	0	10.0%	1	0.0%	0
Poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.11*		*0.00*		*-0.50*		*1.00*		*-1.00*		*2.00*		*0.25*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38S How do you rate the marketing of the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Fairly good	25.6%	10	25.0%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0	20.0%	2	50.0%	2
Neither	33.3%	13	30.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	40.0%	4	50.0%	2
Fairly poor	25.6%	10	30.0%	6	50.0%	1	0.0%	0	100.0%	1	0.0%	0	20.0%	2	0.0%	0
Poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.00*		*-0.15*		*-0.50*		*1.00*		*-1.00*		*2.00*		*0.00*		*0.50*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38T How do you rate the provision of broadband within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	2.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	28.2%	11	20.0%	4	50.0%	1	0.0%	0	0.0%	0	100.0%	1	20.0%	2	75.0%	3
Neither	25.6%	10	25.0%	5	50.0%	1	0.0%	0	100.0%	1	0.0%	0	20.0%	2	25.0%	1
Fairly poor	25.6%	10	35.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Poor	12.8%	5	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.19*		*-0.55*		*0.50*		*2.00*		*0.00*		*1.00*		*-0.38*		*0.75*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38U How do you rate the publicly accessible WI-FI within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	12.8%	5	10.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	50.0%	2
Neither	48.7%	19	45.0%	9	50.0%	1	100.0%	1	100.0%	1	0.0%	0	50.0%	5	50.0%	2
Fairly poor	17.9%	7	25.0%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor	12.8%	5	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.27*		*-0.35*		*-0.50*		*0.00*		*0.00*		*1.00*		*-0.63*		*0.50*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38V How do you rate the safety within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	5.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairly good	48.7%	19	45.0%	9	100.0%	2	0.0%	0	100.0%	1	100.0%	1	30.0%	3	75.0%	3
Neither	33.3%	13	40.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	25.0%	1
Fairly poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.51*		*0.45*		*1.00*		*2.00*		*1.00*		*1.00*		*0.13*		*0.75*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38W How do you rate the public toilet facilties within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Fairly good	25.6%	10	30.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	50.0%	2
Neither	28.2%	11	30.0%	6	50.0%	1	0.0%	0	100.0%	1	0.0%	0	20.0%	2	25.0%	1
Fairly poor	30.8%	12	30.0%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	40.0%	4	25.0%	1
Poor	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*-0.05*		*0.00*		*0.50*		*-1.00*		*0.00*		*2.00*		*-0.63*		*0.25*
Base:		39		20		2		1		1		1		10		4

Mean score [Good=2, Fairly good=1, Neither=0, Fairly poor=-1, poor=-2]

Q38X How do you rate the cleanliness (e.g.grafiti, fly posting, litter) within the town, compared with competing towns?

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Very good	17.9%	7	15.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	30.0%	3	0.0%	0
Fairly good	48.7%	19	50.0%	10	100.0%	2	100.0%	1	100.0%	1	0.0%	0	20.0%	2	75.0%	3
Neither	17.9%	7	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	25.0%	1
Fairly poor	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.7%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Mean:		*0.81*		*0.63*		*1.00*		*1.00*		*1.00*		*2.00*		*1.00*		*0.75*
Base:		39		20		2		1		1		1		10		4

Q39 In what ways has COVID impacted on your business and what support/resource do you need access to? [MR]

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
We have been closed for many months	23.1%	9	30.0%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	2
Reduced turnover	12.8%	5	15.0%	3	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1
Reduced clientele	12.8%	5	15.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	25.0%	1
Financial help - not restarting council tax, rent reductions	7.7%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
People are still scared to go out so business is slow	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park price increases are keeping people away	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park price increases are keeping people away	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No adverse effect as could keep operating	5.1%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Anything to help footfall in town would be a great help	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business has not returned to pre COVID levels	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Had to work from home	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Decimated	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Due to social distancing we operate at less than full capacity	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Supply chain issues - price and availability	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
The grants help but only with rent	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It has freed up car parking spaces	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Complete overhaul to enable us to continue to see clients	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Not too bad as had grants from Council	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	28.2%	11	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	5	25.0%	1
Base:		39		20		2		1		1		1		10		4

Q40 In what ways has BREXIT impacted on your business and what support/resource do you need access to? [MR]

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
No impact	20.5%	8	20.0%	4	0.0%	0	0.0%	0	100.0%	1	0.0%	0	20.0%	2	25.0%	1
Time consuming and sometimes impossible to import goods required	12.8%	5	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ordering less from overseas	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delays with deliveries	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Massive delays in stock supply	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Restrictions on stock due to shipping restrictions	5.1%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less overseas visitors spending money	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big impact on exchange rates	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	43.6%	17	25.0%	5	100.0%	2	100.0%	1	0.0%	0	100.0%	1	50.0%	5	75.0%	3
Base:		39		20		2		1		1		1		10		4

Q41 In what ways do you promote your business (e.g. social media)? [MR]

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Social media	28.2%	11	35.0%	7	50.0%	1	0.0%	0	100.0%	1	0.0%	0	10.0%	1	25.0%	1
Facebook	20.5%	8	20.0%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	20.0%	2	25.0%	1
Website	17.9%	7	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Word of mouth	17.9%	7	10.0%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	30.0%	3	25.0%	1
Instagram	12.8%	5	15.0%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Cirencester local website	7.7%	3	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1	10.0%	1	0.0%	0
We don’t	7.7%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Twitter	7.7%	3	5.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Cirencester local adverts	7.7%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trip Advisor	5.1%	2	5.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogues	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ciren Scene	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Residents handbook	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dentors directory	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsletter	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Google	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Personal recommendations	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Free magazines	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LinkedIn	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Not answered)	25.6%	10	20.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	30.0%	3	50.0%	2
Base:		39		20		2		1		1		1		10		4

Q42 Do you attend or participate in any local retail or business forums (e.g. Chamber of Commerce)? [MR]

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
No	48.7%	19	65.0%	13	0.0%	0	100.0%	1	0.0%	0	0.0%	0	40.0%	4	25.0%	1
Chamber of Commerce	10.3%	4	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Cirencester Business Club	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Rotary	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Round Table	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Bob's committee	2.6%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	35.9%	14	25.0%	5	100.0%	2	0.0%	0	0.0%	0	100.0%	1	30.0%	3	75.0%	3
Base:		39		20		2		1		1		1		10		4

Q43 In your opinion what would help the town centre improve and thrive in the future? [MR]

	Total		Non-Food Retail		Food Retail		Restaurant		Café / coffee shop		Takeaway		Professional / Financial Services i.e Estate Agents, Insurance Broker, Building Society		Other	
Free parking	23.1%	9	30.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
More parking	17.9%	7	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	25.0%	1
Fill the empty units	15.4%	6	15.0%	3	50.0%	1	0.0%	0	100.0%	1	0.0%	0	10.0%	1	0.0%	0
Rents reduced	10.3%	4	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
More independent shops	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
More seating	5.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Bigger chain stores	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Better signage	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food fayre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Lift the driving restriction on Cricklade Street	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local events	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maximise on seasonal variance	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Improve traffic flow	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feature stores to return	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More policemen	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food area in market place	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Pedestrianised market place	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner town centre	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelter for the homeless	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landlords to work in partnership with tenants	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	41.0%	16	35.0%	7	50.0%	1	100.0%	1	0.0%	0	100.0%	1	30.0%	3	75.0%	3
Base:		39		20		2		1		1		1		10		4

Appendix 2:

Sample Questionnaire

Cirencester Town Centre Master Plan Business Occupier Survey 2021

COTSWOLD DISTRICT COUNCIL

cirencester town council

Cotswold District Council and Cirencester Town Council are working together to produce a masterplan for Cirencester town centre. NEMS Market Research, an independent market research company, has been commissioned to conduct this survey on behalf of Cotswold District Council and Cirencester Town Council. The information will help to inform the masterplan but will also help in identifying how we may be able to support the recovery as we emerge from lockdown and respond to the impact of COVID.

This questionnaire aims to gather information about existing town centre businesses to help inform the masterplan. Information on the performance of any individual business will not be referred to in any report.

Your data will be only be used in connection with the Local Development Framework (e.g. the Cotswold District Local Plan; the Cirencester Town Centre Supplementary Planning Document and Master Plan Framework; or the Cirencester Neighbourhood Plan) and will not be shared with other Council services and other agencies, unless we are legally required to do so and information on the performance of any individual business will not be referred to in any report.

If you have any questions in relation to this questionnaire, you can contact the Forward Planning team at Cotswold District Council (tel: 01285 623000 or email: local.plan@cotswold.gov.uk). The questionnaire should only take approximately 10 minutes to complete.

Thank you for participating in our survey.

HOW TO COMPLETE THE QUESTIONNAIRE:

1. We would greatly appreciate your time in completing this questionnaire.
2. Please follow instructions in bold beneath each question e.g. **TICK ONE BOX ONLY ü**.
3. Ignore the numbers in brackets and beside each box – they are for office use only.
4. Answer all questions unless it mentions otherwise.
5. Please return your questionnaire in the pre-paid envelope, so that we receive it by Friday 11 June 2021..

Q1 What is the name and address of your business?

(1)

Q2 Taking into account both sales area and ancillary space, into which size band do you estimate your premises fall?

PLEASE TICK ONE BOX ONLY ü

(2)

- Up to 500 sq ft (46 sq.m) overall floor area ☐ 1
- 501-1,000 sq ft (47-93 sq.m) overall floor area ☐ 2
- 1,001-1,500 sq ft (93-139 sq.m) overall floor area ☐ 3
- 1501-2,500 sq ft (139-232 sq.m) overall floor area ☐ 4
- 2501 sq ft (232 sq.m) and over ☐ 5

Q3 Is your business a:
PLEASE TICK ONE BOX ONLY ü

	(3)
International chain	☐ 1
National Chain	☐ 2
Local / Regional Chain	☐ 3
Franchise	☐ 4
Independent / Sole Trader	☐ 5
Other (PLEASE SPECIFY)	☐ 6

____

Q4 How would you describe your business?
PLEASE TICK ONE BOX ONLY ü

	(4)	
Non-Food Retail	☐ 1	GO TO Q5
Food Retail	☐ 2	GO TO Q10
Restaurant	☐ 3	GO TO Q10
Café / Coffee Shop	☐ 4	GO TO Q10
Take Away	☐ 5	GO TO Q10
Pub / Wine Bar	☐ 6	GO TO Q10
Professional / Financial Services i.e. Estate Agents, Insurance Broker, Building Society	☐ 7	GO TO Q10
Technology / digital	☐ 8	GO TO Q10
Personal Care Provider	☐ 9	GO TO Q10
Other (PLEASE SPECIFY)	☐ A	GO TO Q10

____

ANSWER Q5 IF NON FOOD RETAIL AT Q4, OTHERWISE GO TO Q10

Q5 What are the main ranges of goods that you sell?
PLEASE LIST ALL THAT YOU CAN THINK OF (5)

Q6 What are your current opening hours?
PLEASE STATE THE USUAL WORKING HOURS USING 24 HOUR CLOCK

Monday to Friday ______________________________ A

Saturday ______________________________ B

Sunday ______________________________ C

Q7 On average, what is your busiest and quietists day of trading / footfall?
PLEASE WRITE IN BUSIEST AND QUIETEST DAY

Busiest ______________ A

Quietest ______________ B

Q8 Would you consider extending your opening hours in to the evening?
PLEASE TICK ONE BOX ONLY ü

(11)

Yes ☐ 1
No ☐ 2

Q9 If you are a retailer and currently closed some of the week, would you consider opening 7 days a week in the future?
PLEASE TICK ONE BOX ONLY ü

(12)

Yes ☐ 1
No ☐ 2
Not applicable ☐ 3

Q10 How long has your business traded from your current premises?
PLEASE TICK ONE BOX ONLY ü

(13)

Less than one year ☐ 1
One year to five years ☐ 2
Six years to ten years ☐ 3
Over ten years ☐ 4

Q11 Approximately how much of your turnover is generated by the following types of customers?
PLEASE STATE THE % FOR EACH TYPE - THE TOTAL SHOULD ADD TO 100%

Local residents (i.e. within Cotswold DC area) _________ A
People working in the town centre _________ B
Other physical customers (e.g. visitors / tourists) _________ C

Q12 Are you satisfied with your current business premises?
PLEASE TICK ONE BOX ONLY ü

(17)

Satisfied ☐ 1 GO TO Q15
Dissatisfied ☐ 2 GO TO Q13

ANSWER Q13 IF DISSATISFIED AT Q12, OTHERWISE GO TO Q15

Q13 Why are you dissatisfied with your current business premises?
PLEASE TAKE ALL BOXES WHICH ARE APPLICABLE ü

(18)

Too large ☐ 1 GO TO Q15
Too small ☐ 2 GO TO Q14
In a poor condition ☐ 3 GO TO Q15
Lacking adequate access (e.g. for deliveries) ☐ 4 GO TO Q15
Other (PLEASE SPECIFY) ☐ 5 GO TO Q15

____

ANSWER Q14 IF 'TOO SMALL' AT Q13, OTHERWISE GO TO Q15

Q14 How much more space do you need?
PLEASE TICK ONE BOX ONLY ü

(19)

100-250 sq ft (9-23 sq.m) ☐ 1
251-500 sq ft (23-46 sq.m) ☐ 2
501-1000 sq ft (46-93 sq.m) ☐ 3
1,001 sq ft (93 sq.m) or more ☐ 4

Q15 Does the building you are located in have upper floors?
PLEASE TICK ONE BOX ONLY ü

	(20)	
Yes	☐ 1	GO TO Q16
No	☐ 2	GO TO Q19

ANSWER Q16 IF HAVE UPPER FLOORS AT Q15, OTHERWISE GO TO Q19

Q16 Are those upper floors:
PLEASE TICK ONE BOX ONLY ü

	(21)	
Used	☐ 1	GO TO Q17
Vacant	☐ 2	GO TO Q19
Some are both used and vacant	☐ 3	GO TO Q17

ANSWER Q17 & Q18 IF UPPER FLOORS USED AT Q16, OTHERWISE GO TO Q19

Q17 For what purpose are the upper floors used?
PLEASE TICK ONE BOX ONLY ü

	(22)
Offices	☐ 1
Retail	☐ 2
Sales	☐ 3
Storage	☐ 4
Residential	☐ 5
Don't know	☐ 6

Q18 Are the upper floors occupied by you?
PLEASE TICK ONE BOX ONLY ü

	(23)
Yes	☐ 1
No	☐ 2
Partly	☐ 3

Q19 Is your business:
PLEASE TICK ONE BOX ONLY ü

	(24)
An owner occupier	☐ 1
A tenant / lessee	☐ 2

Q20 Thinking about the future do you intend to:
PLEASE TICK ONE BOX ONLY ü

	(25)	
Remain in your existing unit	☐ 1	GO TO Q22
Remain in your existing unit, but expand through opening other unit(s) elsewhere	☐ 2	GO TO Q22
Relocate elsewhere within the town	☐ 3	GO TO Q21
Relocate to a nearby town / village	☐ 4	GO TO Q21
Relocate elsewhere	☐ 5	GO TO Q21
Sell the business	☐ 6	GO TO Q22
Cease trading	☐ 7	GO TO Q22
Don't know	☐ 8	GO TO Q22

ANSWER Q21 IF INTEND TO RELOCATE AT Q20, OTHERWISE GO TO Q22

Q21 You've mentioned you intend to relocate, what are the main reasons for this?
PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE (26)

Q22 Over the next three years do you expect your business to:
PLEASE TICK ONE BOX ONLY ü (27)

Grow	☐	1
Contract	☐	2
Stay the same	☐	3
Don't know	☐	4

Q23 Over the last 12 months has your turnover been:
PLEASE TICK ONE BOX ONLY ü (28)

Increasing	☐	1
Static	☐	2
Decreasing	☐	3

Q24 Is your business a part of a:
PLEASE TICK ONE BOX ONLY ü (29)

International or national multiple chain	☐	1	GO TO Q25
Part of a regional multiple chain	☐	2	GO TO Q25
Franchise	☐	3	GO TO Q26
An independent / individual business	☐	4	GO TO Q26

ANSWER Q25 IF PART OF A CHAIN AT Q24, OTHERWISE GO TO Q26

Q25 Is your turnover:
PLEASE TICK ONE BOX ONLY ü (30)

Above average for similar stores	☐	1
Average for similar stores	☐	2
Below average for similar stores	☐	3
Don't know	☐	4

Q26 As a business do you offer any of the following:
PLEASE TAKE ALL BOXES WHICH ARE APPLICABLE ü (31)

Cash only payment	☐	1
Chip and pin payment	☐	2
Contactless payment	☐	3
Other type of payment (PLEASE SPECIFY)	☐	4

____

Q27 Do you provide customers with the option for online shopping through your website or other sales platform?
PLEASE TAKE ONE BOX ONLY ü

(32)

Yes	☐ 1	GO TO Q29
No	☐ 2	GO TO Q28

Q28 Do you have any plans to provide customers with the option for online shopping through your website or other sales platform?
PLEASE TAKE ONE BOX ONLY ü

(33)

Yes	☐ 1	GO TO Q33
No	☐ 2	GO TO Q33

ANSWER Q29 TO Q32 IF SELL VIA INTERNET AT Q27, OTHERWISE GO TO Q33

Q29 Do you offer click and collect?
PLEASE TICK ONE BOX ONLY ü

(34)

Yes	☐ 1
No / Not applicable	☐ 2

Q30 What percentage of your business's total sales are made through the internet?
PLEASE STATE THE %

(35)

Percentage of sales made through the internet: ________

Q31 In the last three years have your internet sales:
PLEASE TICK ONE BOX ONLY ü

(36)

Increased	☐ 1
Stayed the same	☐ 2
Decreased	☐ 3

Q32 What is your business's website address?
PLEASE STATE BELOW THE WEBSITE ADDRESS

(37)

____

ANSWER Q33 IF NO AT Q27, OTHERWISE GO TO Q34

Q33 Why does your business not provide online shopping or internet sales? This may help us to identify needs for support and advice
PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE (38)

Q34 Including yourself, how many staff do you currently employ?
PLEASE STATE THE NUMBER OF FULL AND PART TIME WORKERS BELOW

Full-time (30 hours +) ________ A

Part-time (less than 30 hours) ________ B

Q35 Do you find it difficult to recruit permanent/temporary staff?

PLEASE TICK ONE BOX ONLY ü

(41)

Yes	☐ 1
No	☐ 2

Q36 What percentage of staff do you employ who live in and around the Cirencester area?

PLEASE TICK ONE BOX ONLY ü

(42)

Less than 50%	☐ 1
Around 50%	☐ 2
More than 50%	☐ 3

Q37 To what extent would you agree or disagree with the following statements in relation to your business?

TICK ONE BOX ONLY FOR EACH STATEMENT ü

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
(43)	We consider the environmental impact of our buying decisions	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(44)	We actively work to reduce company waste	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(45)	We actively try to improve our energy efficiency	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(46)	We actively try to reduce work-related car emissions	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Q38 On a scale of 1 to 5 how do you rate the following facilities within the town compared with competing towns?

TICK ONE BOX ONLY FOR EACH STATEMENT ü

		Very good	Fairly good	Neither	Fairly poor	Poor
(47)	Multiple (chain) stores	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(48)	Independent shops	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(49)	Specialist shops	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(50)	Clothes/fashion shops	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(51)	Range of shops	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(52)	Prices compared with competing centres	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(53)	Access by car	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(54)	Car parking	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(55)	Access by public transport	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(56)	Access by bicycle	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(57)	Secure parking for bicycles	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(58)	Signage for facilities and parking	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(59)	Leisure/recreational facilities (inc. restaurants/cafes/takeaways)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(60)	Moving around on foot	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(61)	Appearance/character (e.g. buildings, open space & landscaping)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(62)	Availability of public seating, open space & parks	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(63)	Town centre management	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(64)	Communication between retailers	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(65)	Marketing of the town	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(66)	Provision of broadband	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(67)	Publicly accessible Wi-Fi	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(68)	Safety	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(69)	Public toilet facilities	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
(70)	Cleanliness (e.g. graffiti, fly posting, litter)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Q39 In what ways has COVID impacted on your business and what support/resource do you need access to?

PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE (71)

Q40 In what ways has BREXIT impacted on your business and what support/resource do you need access to?

PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE (72)

Q41	In what ways do you promote your business and Cirencester (e.g. Cirencester Locals website, social media, data capture, etc.)? **PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE** (73)
Q42	Do you attend or participate in any local retail or business forums (e.g. Chamber of Commerce)? **PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE** (74)
Q43	In your opinion what would help the town centre improve and thrive in the future? **PLEASE WRITE IN AS MUCH DETAIL AS POSSIBLE** (75)

Q44 If you would like to receive a copy of the health check update and/or be contacted by either the Cotswold District Council, Cirencester Town Council and/or Cirencester Chamber of Commerce about business and retail initiatives/support in Cirencester please provide your e-mail address:

(76)

____

ON BEHALF OF COTSWOLD DISTRICT COUNCIL AND CIRENCESTER TOWN COUNCIL, WE WOULD LIKE TO THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE.

Please return your questionnaire in the freepost envelope provided,
so that we receive it no later than Friday 11 June 2021.

If you lose your freepost envelope then please use a normal envelope and return it to us to the address stated below (you will have to pay the postage if you don't use the freepost envelope provided)

NEMS Market Research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN

APPENDIX

11.3 Full Scale Maps and Images

Figure 1: Cirencester Central Area and Town Centre Boundary

Figure 2: High Street Task Force 4-Stage Recovery Framework

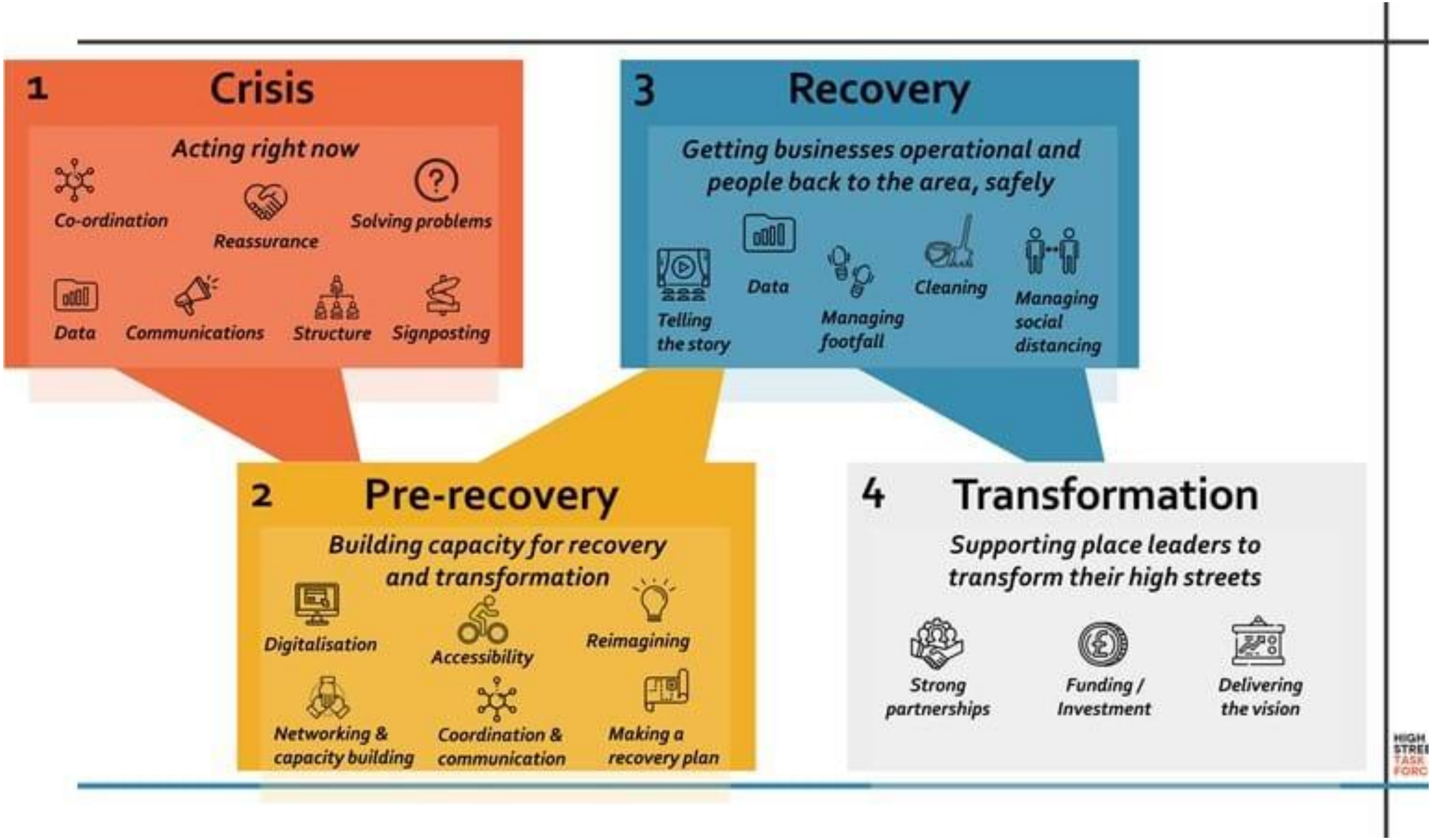


Figure 3: Cirencester Town Centre - Designated Areas

Figure 4: Cirencester Town Centre Vacant Units August 2018

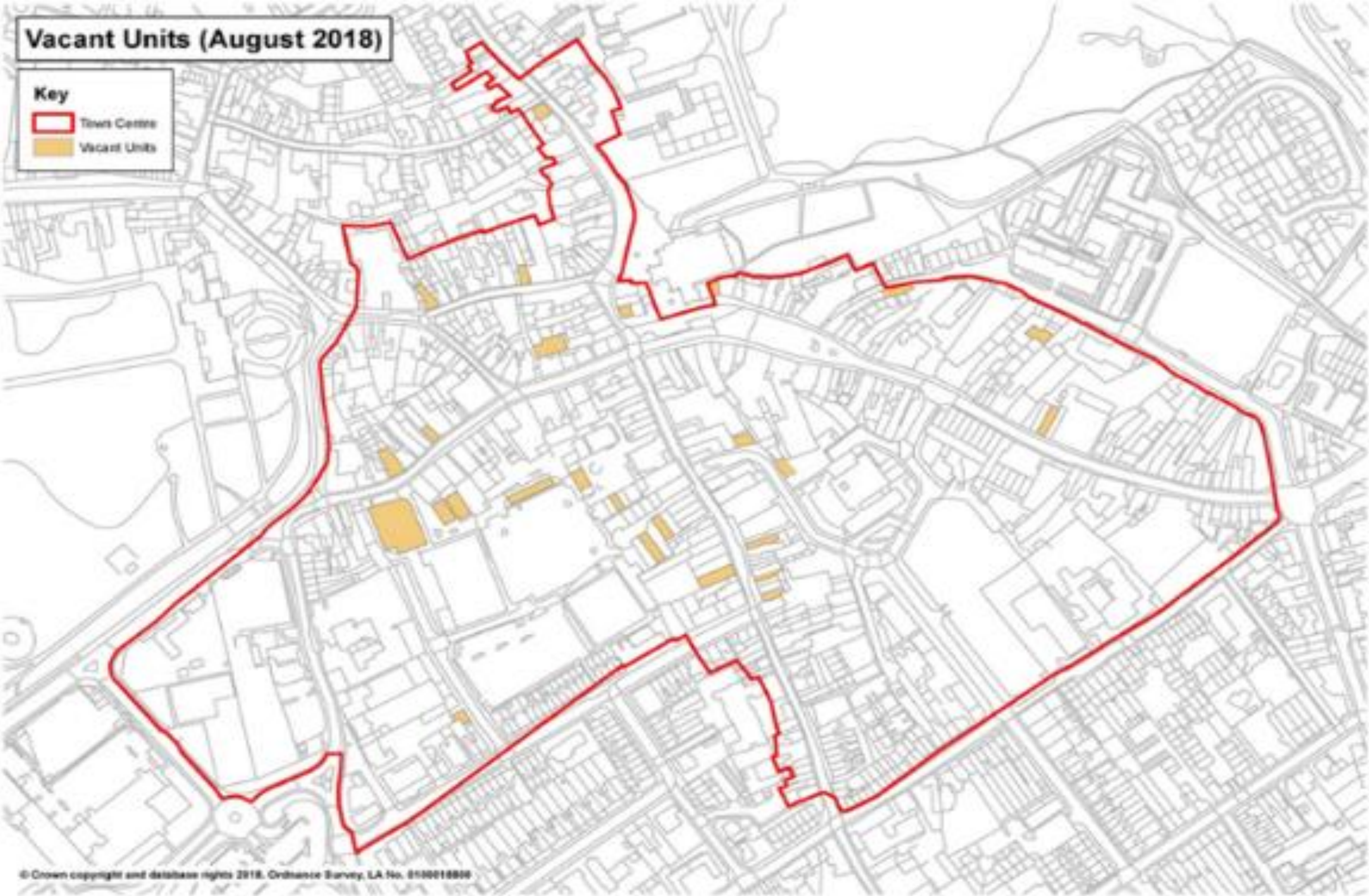


Figure 5: Cirencester Town Centre Vacant Units July 2021

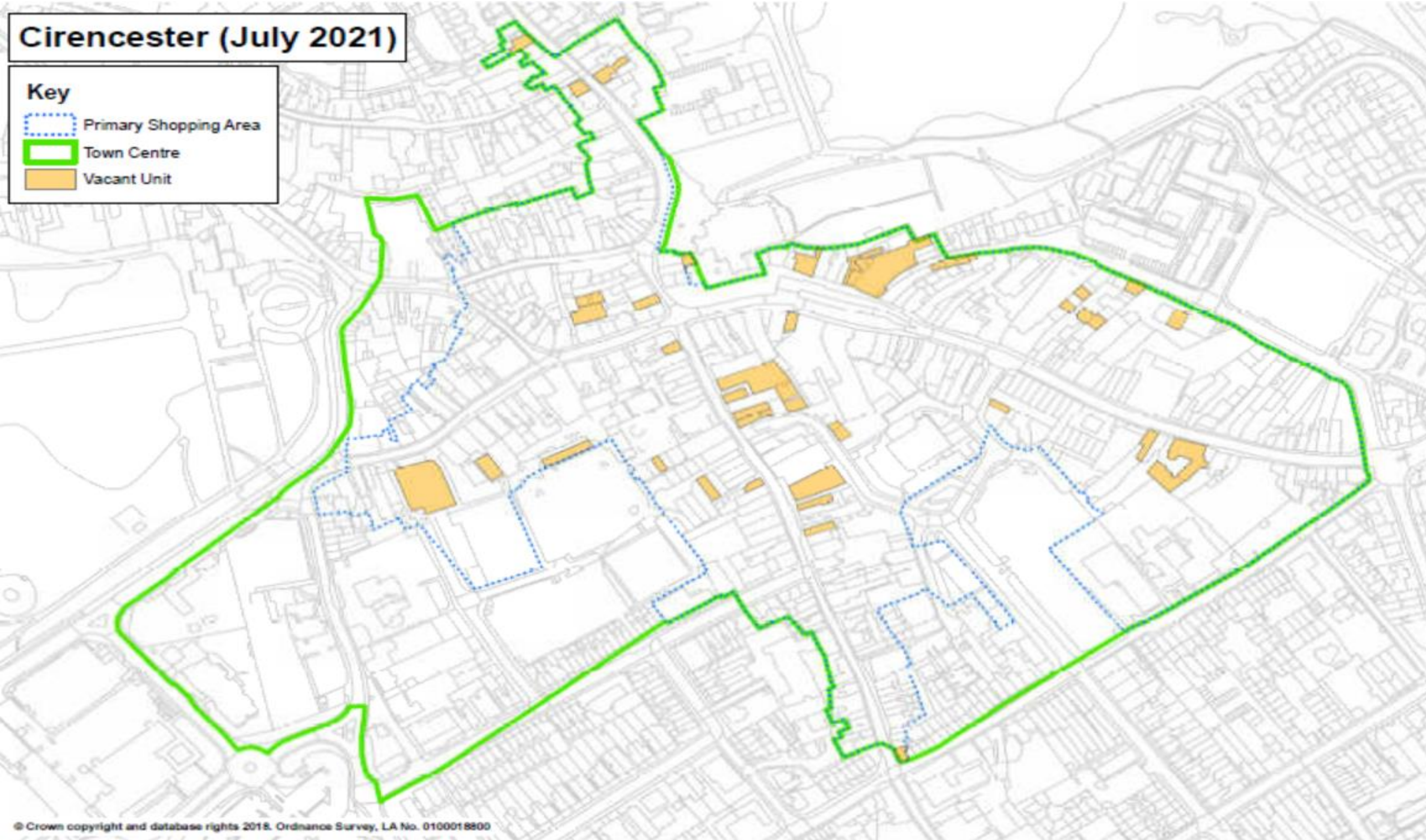


Figure 6: Cirencester Town Centre Diversity of Uses August 2018

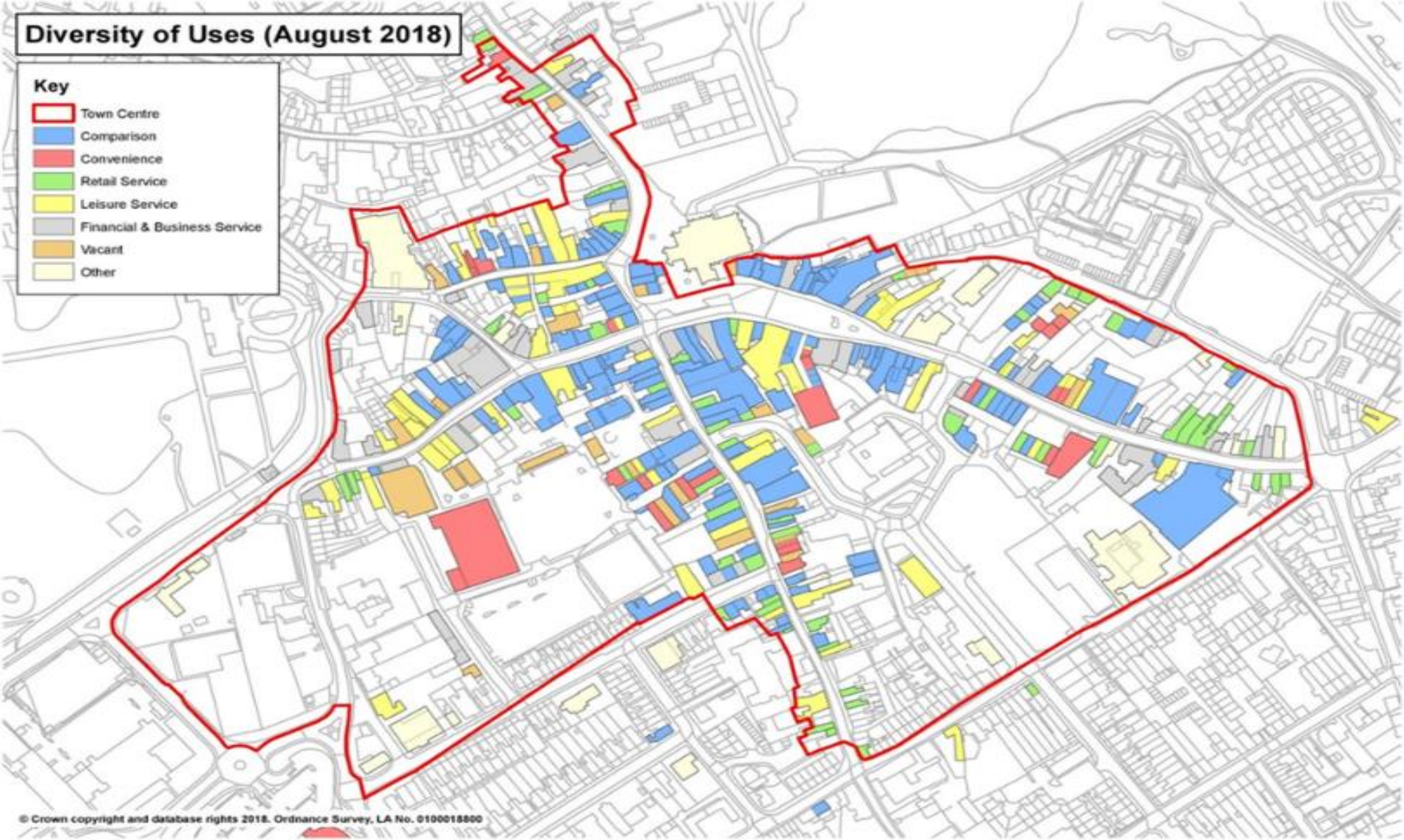


Figure 7: Cirencester Town Centre Diversity of Uses July 2021

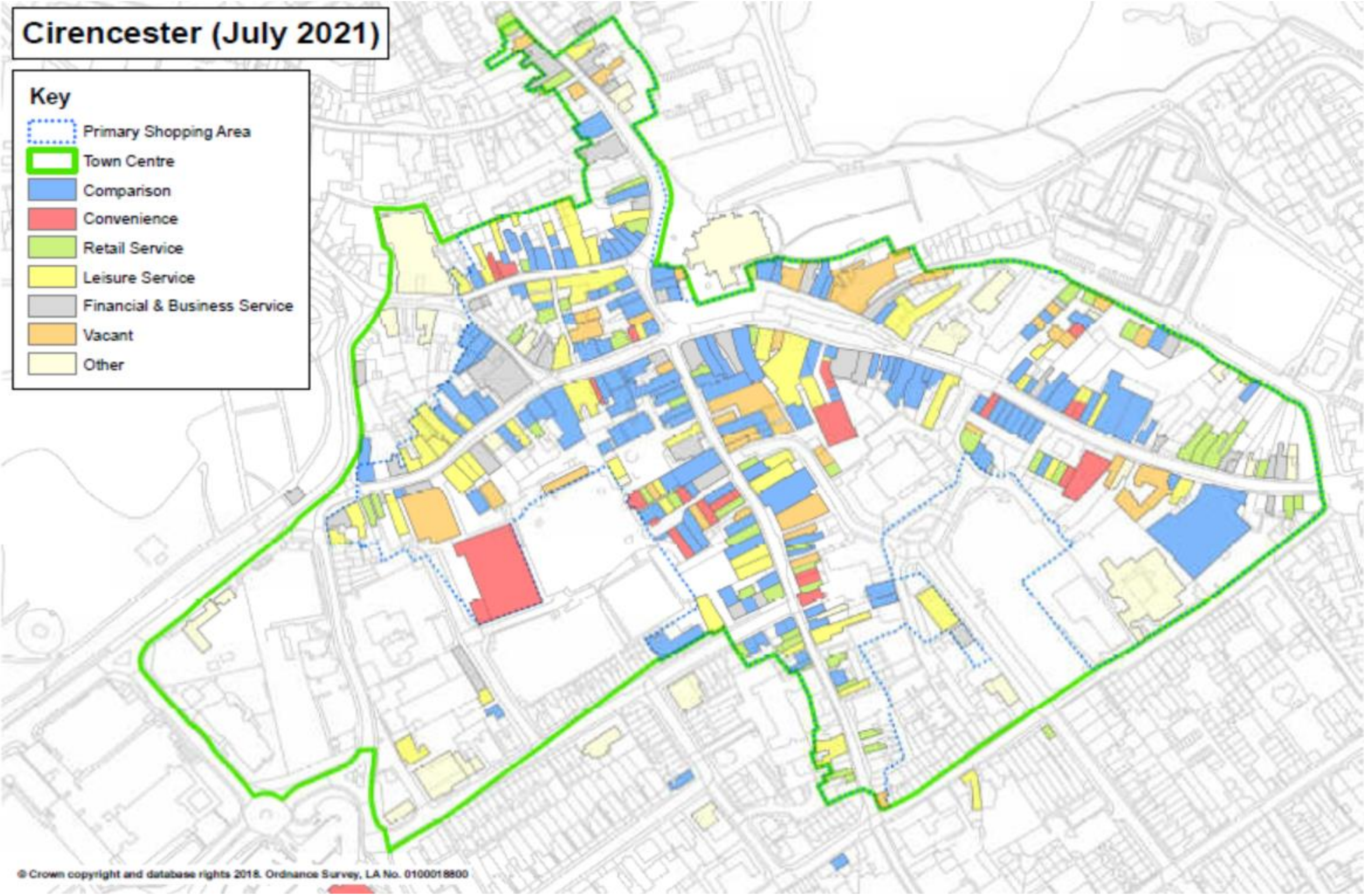


Figure 8: Cirencester Town Centre Footfall Heat Map May 2021