Marlborough

Town Benchmarking Report

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Executive Summary

Higher Proportion of Shops

❖ 59% of the ground floor commercial units in Marlborough town centre are A1 Shops which is 8% higher than the National Small Towns average. 11% of the units are A3 Restaurants and Cafes which is a 3% increase on the National figure whilst 9% are A2 Financial and Professional Services.

Shops Selling Comparison Goods

❖ 89% of the A1 Shops in Marlborough mainly sell Comparison goods which is 8% higher than the National Small Towns average.

Mix of Independent and Nationwide Shops

❖ Half of the A1 Shops in Marlborough are unique to the town centre which is 15% lower than the National Small Towns average. Conversely 40% of the A1 Shops have a nationwide presence 15% higher than the National average.

Footfall

❖ On the Market Day footfall count the busiest location in the town centre was outside Waitrose, where an average of 159 persons per ten minutes were recorded a 26% reduction from the 2014 Benchmarking evaluation but higher than the National Small Towns average of 93 persons per ten minutes.

Regular Visitors

❖ 85% of Town Centre Users visited Marlborough at least once a week.

Short Stays

❖ Following the National (80%) trend, the majority of Town Centre Users (78%) stay in Marlborough for less than two hours.

Customer Spend

❖ Mirroring the 2014 evaluation, 35% of Town Centre Users spend £20.01-£50.00 on a normal visit to Marlborough.

POSITIVE

Visit Recommended

❖ 91% of Town Centre Users would recommend a visit to Marlborough, a 27% increase on the National Small Towns average.

Lower than Average Vacancy Rates

❖ 7% of the ground floor commercial units in Marlborough were vacant at the time of the audit, 1% higher than the 2014 evaluation but 3% lower than the National Small Towns average.

High Footfall on Normal Trading Days

❖ Interestingly on the Non-Market Day footfall outside Waitrose increased by 4% to 165 persons per ten minutes from the Market Day figure. The 2018 figure was also 8% higher than the 2014 Benchmarking evaluation and double the National Small Towns average.

Higher Average Spend

❖ Compared to the National Small Towns average (28%), the proportion of Town Centre Users (47%) spending over £20.00 on a normal visit was noticeably higher in Marlborough.

Physical Appearance

❖ Three quarters of Town Centre Users rated Physical appearance as a positive aspect of Marlborough, vastly higher than the National Small Towns average. (43%)

Cafes/ Restaurants

❖ 59% of Town Centre Users rated Cafes/ Restaurant as a positive aspect, 20% higher than the National average.

ROOM FOR IMPROVEMENT

Car Parking

- ❖ As in 2014, Car parking (67%) was classed as the most negative aspect of Marlborough by Town Centre Users, 27% higher than the National Small Towns average. Issues with costs and provision were also cited in the qualitative comments provided.

Business Performance

- ❖ Concerning business performance, 47% of Businesses reported that their turnover had decreased over the last year, a vast 30% higher than the 2014 figure and 15% higher than the National Small Towns average. 46% of Businesses stated their profitability had decreased, an increase on both the National Small Towns (33%) and 2014 (37%) evaluations.

Business Confidence

- ❖ Concerning business confidence, 38% of traders indicated that they expected their turnover to decrease over the next 12 months, 38% higher than in 2014 and 20% higher than the National Small Towns average.

Public Toilets

- ❖ 43% of Town Centre Users rated Public toilets as a negative aspect of Marlborough.

Retail Offer

- ❖ 38% of Town Centre Users reported that 'Retail Offer' was a negative aspect of Marlborough a figure which was augmented by the qualitative feedback.

Introduction

The Approach

The People and Places Insight Limited Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The process works by either People and Places Insight Limited be commissioned to complete the study as in this case or the client purchases an annual license for £350 plus VAT, collects the data and sends to People and Places for data entry, analysis and reporting.

The System

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **Marlborough** consisted of **191** units and is thus classed as a **Small** Town.

The analysis provides data on each KPI for the Benchmarked town individually and National and longitudinal context. The National figure is the average for all the towns which participated in Benchmarking during the last 18 months whilst the Marlborough figures from the 2014 evaluation are included for the longitudinal comparison.

The Reports

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

- ❖ benchmark clusters of towns to ascertain high performers / under achievers
- ❖ understand their locality in a Regional, National and Typology context
- ❖ measure town centre performance year on year
- ❖ identify strengths, weaknesses, and opportunities for improvement
- ❖ measure the impact of initiatives and developments within the town centre
- ❖ act as an evidence base for funding applications
- ❖ create an action plan for town centre improvements

Case Studies of good practice in the use of Benchmarking data include;

Settle Area Regeneration Partnership; commissioned a Benchmarking exercise in 2012. Alongside providing a detached review of town centre performance, the Partnership wanted to understand the impact of HGV traffic flow on the town centre. Using the standardised questions within the Benchmarking system the quantitative and qualitative feedback from Business and Town Centre User Surveys identified the HGV traffic flow as being hugely negative to the visitor experience in the Settle, specifically first time visitors. Using the data as part of a wider economic assessment, Settle Area Regeneration Partnership were able to use the evidence to work with local transport companies and the Local Authority to install an out of town railhead and reduce HGV traffic flow by up to 40%.

Ourburystedmunds; Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.

Southam First; Stratford on Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence based tool to create a Town

Centre Partnership consisting of a private and public mix to address the issues raised from the Benchmarking Report. A public event both highlighted the findings of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey of ground floor units in defined town centre area.
KPI: Commercial Units; Comparison/Convenience	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Trader Type	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Vacancy Rates	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Markets	Visual Survey of total number of traders.
KPI: Footfall	Footfall Survey on a Market Day and Non-Market Day
KPI: Car Parking	*Conducted in a separate Advanced Car Parking Study by People and Places Insight Limited in 2017*
KPI : Business Confidence Surveys	Face to face, hand delivered and postal surveys
KPI: Town Centre Users Surveys	Paper based and online.
KPI: Shoppers Origin Surveys	Distributed with Business Confidence Surveys and Businesses are asked to record the first 5 digits of a Post Code when a customer visits the unit over a set time period.

Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the "commercial offer" throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial
B8	Storage and Distribution	Warehouses, includes open air storage

C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **178** occupied units recorded.

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
A1	51	59	61
A2	13	9	9
A3	8	11	9
A4	4	5	5
A5	4	3	3
B1	3	2	4
B2	1	0	0
B8	0	0	0
C1	1	1	1
C2	0	0	0
C2A	0	0	0
D1	7	7	6
D2	1	0	1
SG	6	3	2
N/R	0	1	1

59% of the ground floor commercial units in Marlborough town centre are A1 Shops which is 8% higher than the National Small Towns average. 11% of the units are A3 Restaurants and Cafes which is a 3% increase on the National figure whilst 9% are A2 Financial and Professional Services.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- ❖ food and non-alcoholic drinks
- ❖ tobacco
- ❖ alcohol
- ❖ newspapers and magazines
- ❖ non-durable household goods.

2. **Comparison goods** – all other retail goods.

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

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

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

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Comparison	81	89	90
Convenience	19	11	10

89% of the A1 Shops in Marlborough mainly sell Comparison goods which is 8% higher than the National Small Towns average.

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a "unique selling point" and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Key Attractor	7	6	6
Multiple	18	34	31
Regional	10	10	9
Independent	65	50	54

Half of the A1 Shops in Marlborough are unique to the town centre which is 15% lower than the National Small Towns average. Conversely 40% of the A1 Shops have a nationwide presence 15% higher than the National average.

Additional analysis highlights that 17% of the A1 Shops with a Nationwide presence are run by Charities.

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

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

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Vacancy %	10	7	6

7% of the ground floor commercial units in Marlborough were vacant at the time of the audit, 1% higher than the 2014 evaluation but 3% lower than the National Small Towns average.

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	National Small Towns	Marl. 2018	Marl. 2014
Traders	15	9	15

9 Market Traders were present on the town centre audit, which is lower than the 2014 (15) and National Small Towns average. (15)

KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

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

- *An accurate stopwatch and a hand operated mechanical counter are used*

- *If a person walks passed more than once they are included in the count each time they pass through the 'line'*

- *Children under 12 are not included in the count*

- *Footfall counts are not conducted in the rain*

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	National Small Towns	Marl. 2018	Marl 2014
Market Day	93	**159**	215
Non-Market Day	83	**165**	153

On the Market Day footfall count the busiest location in the town centre was outside Waitrose where an average of 159 persons per ten minutes were recorded a 26% reduction on the figure recorded in the 2014 Benchmarking evaluation but higher than the National Small Towns average of 93.

Interestingly on the Non-Market Day footfall outside Waitrose increased by 4% to 165 persons per ten minutes from the Market Day figure. The 2018 figure was also 8% higher than the 2014 Benchmarking evaluation and double the National Small Towns average.

The following tables illustrate the individual footfall counts from each count point on both a Market and Non-Market Day.

Count Point Location: Whitehorse Bookshop, 136 High Street			
Time	Market Day	Time	Non-Market Day
1030-1040	101	1040-1050	91
1150-1200	114	1150-1200	98
1200-1210	108	1200-1210	97
Total	323	Total	286
Average	108	Average	95
Count Point Location: Waitrose, 17 High Street			
Time	Market Day	Time	Non-Market Day
1030-1040	147	1040-1050	144
1150-1200	145	1150-1200	181
1200-1210	186	1200-1210	169
Total	478	Total	494
Average	159	Average	165
Count Point Location: WH Smith, 110 High Street			
Time	Market Day	Time	Non-Market Day
1030-1040	151	1040-1050	151
1150-1200	154	1150-1200	167
1200-1210	138	1200-1210	168
Total	443	Total	486
Average	148	Average	162

The busiest point of the town centre is outside Waitrose with a Market Day average of 159 persons per ten minutes compared to a Non-Market Day average of 165. The figures for outside WH Smith are similar, with 162 persons per ten minutes recorded on the Non-Market Day dropping to 148 on the Market Day.

Footfall outside the Whitehorse Bookshop is noticeably lower with an average of 108 persons per ten minutes on a Market Day against 95 persons per ten minutes on a Non-Market Day.

In regard to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **25** returned Business Confidence Surveys.

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Nature of Business			
Retail	58	64	53
Financial/ Professional Services	14	14	11
Public Sector	2	7	5
Food and Drink	13	0	21
Accommodation	2	0	n/a
Other	11	14	11
Type of Business			
Multiple Trader	9	13	16
Regional	7	33	11
Independent	84	53	74
How long has your business been in the town			
Less than a year	7	0	5
One to Five Years	21	27	21
Six to Ten Years	14	7	16
More than Ten Years	58	67	58

64% of the respondents to the Survey were retailers and over two-thirds had been based in Marlborough for over ten years.

Compared to last year has your turnover	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Increased	38	20	44
Stayed the Same	30	33	39
Decreased	32	47	17
Compared to last year has your profitability			
Increased	32	15	32
Stayed the Same	35	38	32
Decreased	33	46	37
Over the next 12 months do you think your turnover will…			
Increase	44	31	44
Stay the Same	38	31	56
Decrease	18	38	0

Concerning business performance, 47% of Businesses reported that their turnover had decreased over the last year, a vast 30% higher than the 2014 figure and 15% higher than the National Small Towns average. 46% of Businesses stated their profitability had decreased, an increase on both the National Small Towns (33%) and 2014 (37%) evaluations.

In regard to business confidence, 38% of traders indicated that they expected their turnover to decrease over the next 12 months, 38% higher than in 2014 and 20% higher than the National Small Towns average.

What are the positive aspects of the Town Centre?	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Physical appearance	48	71	63
Prosperity of the town	39	79	68
Labour Pool	10	7	5
Geographical location	44	64	58
Mix of Retail Offer	28	43	47
Potential tourist customers	39	71	79
Potential local customers	75	86	89
Affordable Housing	13	7	0
Transport Links	33	21	5
Footfall	20	43	n/a
Car Parking	32	21	16
Rental Value/ Property Costs	15	0	5
Market(s)	12	7	47
Events/ Activities	22	29	37
Marketing/Promotions	9	7	5
Local Partnerships/ Organisations	17	14	16
Other	4	7	0

Potential local customers (86%), Prosperity of the town (79%), Potential tourist customers (71%), Physical appearance (71%) and Geographical location (64%) were classed as the most positive aspects of operating a business from the town centre.

What are the negative aspects of the Town Centre?	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Physical appearance	19	0	0
Prosperity of the town	27	0	22
Labour Pool	14	21	17
Geographical location	8	14	6
Mix of Retail Offer	21	7	22
Number of Vacant Units	43	57	n/a
Potential tourist customers	9	0	6
Potential local customers	4	0	11
Affordable Housing	12	21	33
Transport Links	17	21	44
Footfall	16	29	n/a
Car Parking	51	64	72
Rental Value/ Property costs	28	64	56
Market(s)	10	7	0
Local business competition	16	7	17
Competition from other localities	24	14	11
Competition from out of town shopping	37	14	33
Competition from the internet	38	43	33
Events/ Activities	7	7	11
Marketing/ Promotions	6	0	11
Local Partnerships/ Organisations	3	0	6
Other	7	14	6

Cas in the 2014 Benchmarking evaluation Car parking (64%) and Rental Value/ Property costs (64%) were considered to be the most negative aspects of operating a business in Marlborough. Number of vacant units (57%) was also classed as a negative aspect.

Has your business suffered from any crime over the last 12 months	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Yes	25	29	37
No	75	71	63
Type of Crime			
Theft	74	100	86
Criminal Damage	28	0	14
Abuse	13	0	14
Other	6	0	0

71% of Business respondents had not suffered from any crime over the last 12 months.

Additional Questions

Which month is busiest in terms of trade for your business?	%
January	0
February	0
March	0
April	8
May	17
June	0
July	33
August	17
September	0
October	0
November	0
December	25

25% of traders reported that December was their busiest month.

Which month is quietest in terms of trade for your business?	%
January	15
February	31
March	0
April	0
May	0
June	0
July	8
August	15
September	0
October	8
November	0
December	23

February (31%) and December (23%) were classed as the quietist months in terms of trade for their business.

What two suggestions would you make to improve the town's economic performance?

*Please note all comments have been copied directly from respondents submission so may contain grammatical errors.

In 2014 one of the key themes to emerge was 'reducing the cost of car parking' and this was once again the pattern in 2018.

- Cheaper/free parking.
- To let and encourage empty units to be trading.
- Parking reductions.
- Reduce business tax.
- More mainstream stores.
- Cheaper parking.
- A better market choice on market days.
- A cap on rent and rates.
- More town events.
- Free parking.
- More car parking spaces for longer stays.
- Reduce business rates.
- Reduce car park charges.
- Reduction in business rates and rents.
- Create more parking, customers are always complaining that they have difficulty finding parking spaces. Do not, as proposed, hike the car park charges up.
- Reinstate free parking on Sundays.
- Reduction in rates/rent.
- High street toilets.
- Cheaper car parking rates.
- More car parking spaces.
- Have a shop that can provide for those on a budget and basics like a broom - wilko would be ideal.
- Provide car parks and tell people where they are. Its not rocket science! Stop digging up the roads!! Stupid payment structure for parking - penalising visitors for staying longer! Please use your brain cell!!
- Free parking for 2 hours in High Street and car park.
- Get rid of traffic wardens.
- We think the markets could be hugely improved by bringing more local and artisan suppliers into town twice a week. We find people avoid the town on market days but have seen many examples of Cotswold towns thriving on the markets!
- Rental/ letting prices of businesses are pretty extortionate currently which drives people away and leaves shops empty and brings down the rest of the High St.

❖ More reasonable rates would boost the town considerably.

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before. In total **321** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Gender			
Male	32	32	37
Female	67	68	63
Prefer not to answer	1	0	n/a
Age			
16-25	6	4	2
26-35	14	12	3
36-45	24	18	26
46-55	23	35	27
56-65	17	19	27
Over 65	15	13	17
Prefer not to answer	1	0	n/a
What do you generally visit the Town Centre for?			
Work	10	11	14
Convenience Shopping	39	49	56
Comparison Shopping	5	4	4
Access Services	19	11	13
Leisure	16	18	10
Other	11	8	4

49% of the Town Centre Users visited Marlborough for Convenience Shopping.

How often do you visit the Town Centre	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Daily	21	32	33
More than once a week	37	39	52
Weekly	20	14	7
Fortnightly	7	4	2
More than once a Month	5	4	1
Once a Month or Less	10	6	6
How do you normally travel into the Town Centre?			
On Foot	38	35	45
Bicycle	1	2	3
Motorbike	0	0	0
Car	56	61	47
Bus	3	1	4
Train	0	0	0
Other	2	2	0
On average, on your normal visit to the Town Centre how much do you normally spend?			
Nothing	3	3	0
£0.01-£5.00	12	3	6
£5.01-£10.00	24	18	19
£10.01-£20.00	33	29	30
£20.01-£50.00	23	35	35
More than £50.00	5	12	10

85% of Town Centre Users visited Marlborough at least once a week.

61% of Town Centre Users travelled into Marlborough by car.

Mirroring the 2014 evaluation, 35% of Town Centre Users spend £20.01-£50.00 on a normal visit to Marlborough. Compared to the National Small Towns average (28%), the proportion of Town Centre Users (47%) spending over £20.00 on a normal visit was noticeably higher in Marlborough.

What are the positive general aspects of the Town Centre?	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Physical appearance	43	75	89
Cleanliness	36	46	53
Retail Offer	18	29	38
Customer Service	22	19	25
Cafes/ Restaurants	39	59	56
Access to Services	56	53	85
Leisure Facilities	14	9	10
Cultural Activities/Events	20	15	30
Pubs/ Bars/ Nightclubs	25	35	32
Public Toilets	20	5	n/a
Transport Links	18	5	14
Ease of walking around the town centre	54	57	81
Convenience e.g. near where you live	66	68	75
Safety	17	16	33
Car Parking	27	14	16
Markets	29	36	51
Other	7	2	5

Three quarters of Town Centre Users rated Physical appearance as a positive aspect of Marlborough, vastly higher than the National Small Towns average. (43%) Convenience e.g. near where you live (68%) was also classed as a positive aspect. 59% of Town Centre Users rated Cafes/ Restaurants as a positive aspect, 20% higher than the National average.

What are the negative general aspects of the Town Centre?	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Physical appearance	32	3	4
Cleanliness	24	9	25
Retail Offer	52	38	34
Customer Service	8	5	7
Cafes/ Restaurants	17	7	5
Access to Services	12	14	6
Leisure Facilities	24	15	15
Cultural Activities/Events	16	16	12
Pubs/ Bars/ Nightclubs	28	6	6
Public Toilets	25	43	n/a
Transport Links	14	28	28
Ease of walking around the town centre	9	8	14
Convenience e.g. near where you live	4	1	4
Safety	13	10	13
Car Parking	40	67	71
Markets	22	5	8
Other	15	15	11

As in 2014, Car parking (67%) was classed as the most negative aspect of Marlborough by Town Centre Users, 27% higher than the National Small Towns average. Public toilets (43%) and Retail offer (38%) were also rated as negative aspects of Marlborough.

How long do you stay in the Town Centre?	National Small Towns %	Marl. 2018 %	Marl. 2014 %
Less than an hour	37	28	33
1-2 Hours	43	50	46
2-4 Hours	12	15	16
4-6 Hours	2	1	4
All Day	4	4	2
Other	2	2	0
Would you recommend a visit to the Town Centre?			
Yes	64	91	93
No	36	9	7

Following the National (80%) trend, the majority of Town Centre Users (78%) stay in Marlborough for less than two hours.

91% of Town Centre Users would recommend a visit to Marlborough, a 27% increase on the National Small Towns average.

Additional Questions

Would you like to see part of the High Street pedestrianised?	%
Yes	39
No	61

61% of Town Centre Users indicated that they would not like to see part of the High Street pedestrianised. When asked to provide the reasons for this response, the key theme to emerge was that it would take away car parking spaces, comments included;

- ❖ *It will take away from parking which is difficult enough already.*
- ❖ *This is a working historic town with a market (could be better), parking is a pain and perhaps too much traffic (hgv restrictions via burbage bridge would help) we would almost kill the town off if pedestrianised*
- ❖ *Would lose parking*
- ❖ *If half of the High street were pedestrianised it would probably need to take up the central parking areas which in turn would exacerbate the parking issues in the town*
- ❖ *Car parking is already a problem.*
- ❖ *not enough parking as it is in the high street, to do this would mean even less.*

- ❖ *Hard enough to park at times as it is.*
- ❖ *There is already limited parking and the pathways are already wide enough to allow a comfortable stroll*
- ❖ *There is plenty of room on the pavements, parking in centre of town is very important for businesses and there are enough traffic problems already without sending cars away from the high street!*
- ❖ *Nowhere near enough car parking in the town to afford the luxury of pedestranisation!*
- ❖ *Car parking in the town is difficult and expensive enough without taking away the parking in the High Street too. .*
- ❖ *It would reduce the number of available parking spaces*
- ❖ *Parking is already a major issue in Marlborough, if part of the High Street were pedestrianised this would compound the parking problem. Should a parking solution be provided, I would then support part-pedestrianisation.*
- ❖ *Parking is difficult enough and I can't think that any scheme to pedestrianise the High Street would help that.*
- ❖ *Not enough parking as it is*
- ❖ *Parking is an enormous issue anyway, if you stop parking in the High Street, fewer than currently will EVER visit!*

What two suggestions would you make to improve the town centre?

*Please note all comments have been copied directly from respondents submissions so may contain grammatical errors.

Improvements to 'Public Transport' was a theme to emerge;

- ❖ *Much better public transport (buses, taxis trains) and.....much better public transport.*
- ❖ *Better public transport*
- ❖ *A better bus stop.*
- ❖ *Support sustainable transport.*
- ❖ *More public transport to local towns (not Swindon)*
- ❖ *Better public transport from surrounding villages - we rarely use the town to go out in the evenings as we can't get a bus home and there are very few local taxi services, so someone has to drive. With better local services (e.g. a last bus) we'd use it much more (we live in Burbage).*
- ❖ *Park and ride*
- ❖ *Specific bus connections to stations in Bedwyn and Pewsey are essential.*
- ❖ *A Park and ride system to and from the business park would help ease congestion and increase footfall in town centre.*
- ❖ *Better bus service*

'Parking' was another concern, specifically cost and provision;

- ❖ *Free parking in the centre for 1/2 hr as the limited spaces now make it hard to just pop to the bank/ post office.*
- ❖ *Free parking*
- ❖ *More parking spaces*
- ❖ *Make parking NOT so expensive*
- ❖ *Introduce a residents' parking scheme and thus improve parking for town visitors, saving the merry go round of trying to find a car park space.*
- ❖ *Never charging for sunday or bank holiday parking. People will stay longer on those days and enjoy the town more. Greed should not come above the high street traders need for footfall.*
- ❖ *Better parking*
- ❖ *Improve the parking in the centre of the High Street to prevent cars rolling. eg. all park facing the same way against a kerb.*
- ❖ *Improve the parking - mark designated parking slots along the sides of the high st, so people park correctly and don't take up 1.5 parking spaces.*
- ❖ *Explore further parking options for residents and traders during shopping hours to create parking spaces for visitors and keep shopping in Marlborough accessible for all.*
- ❖ *Make it easier to pay for parking (or free). Marlborough's parking ticket machines are often out of service.*
- ❖ *Need to make parking cheaper.*
- ❖ *Provide more parking capacity.*
- ❖ *More parking (away from the high street) to better accommodate visitors, employee and locals to stay at a fair price.*
- ❖ *Assuming the first one happens, make the high street a 'high cost/premium' parking charge.*
- ❖ *Improve parking facilities and layout*
- ❖ *Although I don't feel that parking is not always an issue if you want to stay for more than 3 hours it becomes very costly to park.*

'Traffic' was another issue to emerge;

- ❖ *By pass to make less traffic going through the centre*
- ❖ *As previously mentioned a cycle lane and more options for securely locking bicycles.*
- ❖ *Stop hgv lorries using M4 to A303 as a short cut.   The noise and pollution on town and Herd Street is unacceptable. This is not a new issue but one the town council has ignored for all the 19 years I have lived in Marlborough.*
- ❖ *restrict the volume of traffic moving through (could limit to light vehicles only)*
- ❖ *Shared space model There has been lots of evidence that this is better for pedestrians and drivers...Everything slows down.The department of transport has published reports on this concerning other UK towns who have shred space.*
- ❖ *Lower the speed limit for vehicles through the high street (15-20mph).*

❖ *Provide zebra crossing in the middle of high street (near Waitrose and Lloyd's Bank. This would make crossing safer for pedestrians, particularly the elderly and students using the walkway from St Johns/George Lane onto high street and would slow down traffic. The speed of traffic using the high street is the worst aspect of Marlborough town centre.*
❖ *Divert heavy vehicles away from the town centre*
❖ *More polite drivers!*
❖ *Improvements to cars using the town: Part pedestrianised area / zebra crossings. And free car parking.*
❖ *Easier crossing.*
❖ *Better still pelican lights somewhere near Waitrose and somewhere near the Post Office (OneStop).*
❖ *Proper zebra crossings where at the moment there are hopeful rather vague open bits in the middle of the parking zones.*
❖ *I like the idea ofbtye high street becoming just pedistrisnised but do fear that might have a negative affect on people visiting the town and plus george lane is a nightmare at the best of times.*
❖ *Perhaps a couple of pedestrian crossings spaced out equally along the high street.*
❖ *More facilities for cyclists to park their bikes, I've only lived in Marlborough for a short space of time but have already been asked several times by visiting cyclists if I know of any such facilities on the high street.*

'Events', or lack of them, were a cause of concern for respondents:

❖ *Don't close High Street for things Jazz festival unless it is actually in the street.*
❖ *more events (bring back the jazz festival)*
❖ *More events for tourists and local families. Music, art, culture, carnival etc. In the town centre with markets, entertainers, street food and drinks. Close off the high street and enjoy the town centre without traffic, its fantastic to see at the MOP and we dont see it enough.*
❖ *Return of full jazz festival*
❖ *Reinstate and don't be frightened of events that close the high street. The town centre is for the people of Marlborough and not just the retailers.*

A number of comments centred on 'Physical Appearance';

❖ *Plant trees in the town centre*
❖ *More bins*
❖ *More seating.*
❖ *Bin the horrible Christmas lights.*
❖ *Tidy, improved and integrated signage that fits in with an ancient market town*
❖ *Somewhere teenagers can hang out without them disrupting others.*
❖ *Improve / add signage / information*
❖ *More bench seating in the High Street.*
❖ *Security needs to be stepped up in the Centre.*

- *Upgrade/reopen public toilets on the High Street.*
- *More attractive street lighting.*
- *More rubbish flowers , less and updated lights for Christmas, the blue is so dated*
- *Soft play area for young children.*
- *More floral displays.*
- *A few trees planted down middle of high street*
- *wider footpaths and shared surfaces giving better access for disabled people, prams etc and car charging points to encourage electric cars to improve air quality.*

'Improvements to the Retail Offering' were citied;

- *Encourage more independent shops and improve parking options*
- *Better mix of shops.*
- *Better range of shops for everyday items, household items, reasonably priced children's clothes and electrical. A better balance between ladies clothing and cafes and the items locals need on a weekly basis.*
- *Allow charity pop-up shops to use the many vacant shop premises for a day or a week of events, allowing local charities to benefit from the varied foot-fall to the town and diminish the sadness and waste of empty shops.*
- *Encouraging independent businesses through any means possible as opposed to chains. It is one of the town's biggest assets that we have lovely independent retailers and the market, and the main reason we use the town as opposed to supermarkets/out of town retailers.*
- *Diversity of shops.*
- *Fewer dull chain clothes shops.*
- *Fewer expensive knick-knack shops.*
- *Have a create variety of shops as it seems to be more hair dressers, charities and café's.*

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

❖ Locals; those who live within a Post Code covering the town
❖ Visitors; those who live within a Post Code less than a 30-minute drive away
❖ Tourists; those who live within a Post Code further than a 30-minute drive away

	National Small Towns %	Marl 2018 %	Marl. 2014 %
Locals	63	39	48
Visitors	22	26	28
Tourists	14	35	25

39% of the post codes gathered were form 'Locals' whilst 35% were from 'Tourists'.

Appendix

Business Unit Database

Street	Name	Use Class	Only for A1 Comp/Conv	Only for A1 KA/M/R/I	Notes Vacant
High Street	Mystique	a1	comp	ind	
High Street	Cafe Nero	a3	n/a	n/a	
High Street	Haine and Smith	a1	comp	mult	
High Street	The Polly Tea Rooms	a3	n/a	n/a	
High Street	Dorothy Perkins	n/a	n/a	n/a	Vacant
High Street	The Jubilee Centree	d1	n/a	n/a	
High Street	Top Bags	a1	comp	ind	
High Street	Oxfam	a1	comp	mult	charity
High Street	Ladbrokes	a2	n/a	n/a	
High Street	One Stop	a1	conv	mult	
High Street	Essentials Toni and Guy	a1	comp	mult	
High Street	Marlborough Photo Shop	a1	comp	ind	
High Street	Beauty Full Time	sg	n/a	n/a	
High Street	Pizza Express	a3	n/a	n/a	
High Street	Swift	a1	conv	ind	
High Street	Downtown	a1	comp	ind	
High Street	Fair lise	a1	comp	ind	
High Street	RSPCA	a1	comp	mult	charity
High Street	Smiths Gore	a2	n/a	n/a	
High Street	Rick Stein	a3	n/a	n/a	
High Street	Deacon and Son	a1	comp	reg	
High Street	The Wellington	a4	n/a	n/a	
High Street	The Food Gallery	a3	n/a	n/a	
High Street	St Peters and St Pauls	d1	n/a	n/a	
High Street	Crosby and Lawrence	a1	comp	ind	
High Street	Williams	d1	n/a	n/a	
High Street	The Nail Bar and Spa	sg	n/a	n/a	
High Street	Cook	a1	conv	ind	
High Street	Bow House	a1	comp	ind	
High Street	The Marlborough	a4	n/a	n/a	
High Street	Marlborough Library	d1	n/a	n/a	
High Street	Kim Vine	a1	comp	ind	
High Street	Carter Jonas	a2	n/a	n/a	
High Street	Willow and Wolf	a1	comp	ind	

High Street	Framemakers	a1	comp	ind	
High Street	Jack Willis	a1	comp	mult	
High Street	Johnsons	a1	conv	mult	
High Street	Prezzo	a3	n/a	n/a	
High Street	Bunce	a3	n/a	n/a	
High Street	Ask	a3	n/a	n/a	
High Street	Boots	a1	comp	key att	
High Street	Greggs	a1	conv	mult	
High Street	Crew	a1	comp	mult	
High Street	Chesterton and Humberts	n/a	n/a	n/a	Vacant
High Street	Vodafone	a1	comp	key att	
High Street	Cancer Research	a1	comp	mult	charity
High Street	Accessorize	a1	comp	mult	
High Street	Edinburgh Woollen Mill	a1	comp	mult	
High Street	WH Smith	a1	comp	key att	
High Street	Prospect Hospice	a1	comp	reg	charity
High Street	The Royal Oak	a4	n/a	n/a	
High Street	Valentiner Designs	a1	comp	ind	
High Street	David Dudley	a1	comp	ind	
High Street	Susie Watson	a1	comp	mult	
High Street	Strakers	a2	n/a	n/a	
High Street	The White Hart	a4	n/a	n/a	
High Street	Castle and Ball	c1	n/a	n/a	
High Street	Mistral	a1	comp	mult	
High Street	Moda in Pelle	a1	comp	mult	
High Street	Blue Cross	a1	comp	mult	charity
High Street	Aveda	a1	comp	mult	
High Street	Bobbi Brown	a1	comp	mult	
High Street	The First and Finest	a1	comp	ind	
High Street	Young Jameson	a1	comp	ind	
High Street	Lloyds	a2	n/a	n/a	
High Street	David and Owen	a2	n/a	n/a	
High Street	White Stuff	a1	comp	mult	
High Street	Landmark	a1	comp	reg	
High Street	Nationwide	a2	n/a	n/a	
High Street	130A	n/a	n/a	n/a	Vacant
High Street	Specsavers	a1	comp	mult	
High Street	The Merchants House	a1	comp	ind	
High Street	Clarks	a1	comp	key att	
High Street	The White Horse Bookshop	a1	comp	ind	
High Street	Jaeger	a1	comp	mult	
High Street	Phase Eight	a1	comp	mult	
High Street	Luna	a1	conv	reg	

High Street	Lighting of Distinction	a1	comp	ind	
High Street	Jaqueline Burns	a1	comp	ind	
High Street	HSBC	n/a	n/a	n/a	Vacant
High Street	Cath Kidston	a1	comp	mult	
High Street	Costa	a3	n/a	n/a	
High Street	Goldsworthy	a1	comp	mult	
High Street	Sound Knowledge	a1	comp	ind	
High Street	Monsoon	a1	comp	mult	
High Street	County Jewellers	a1	comp	reg	
High Street	Chris Barbershop	a1	comp	ind	
High Street	Town Hall	d1	n/a	n/a	
High Street	Bear and Castle	a4	n/a	n/a	
High Street	Willoughby and Wolf	a1	comp	ind	
High Street	Megabet	a2	n/a	n/a	
High Street	Andrews	a1	conv	reg	
High Street	Prospect Hospice	a1	comp	reg	
High Street	Barclays	a2	n/a	n/a	
High Street	Seasalt Cornwall	a1	comp	mult	
High Street	Angel House	b1	n/a	n/a	
High Street	Joules	a1	comp	mult	
High Street	Mint Velvet	a1	comp	mult	
High Street	Jigsaw	a1	comp	mult	
High Street	The Green Dragon	a4	n/a	n/a	
High Street	Nat West	n/a	n/a	n/a	Vacant
High Street	Mayther	a1	comp	mult	
High Street	Robins World Travel	a1	comp	ind	
High Street	Waitrose	a1	conv	key att	
High Street	Hamptons	a2	n/a	n/a	
High Street	Marlborough Jewellers	a1	comp	mult	
High Street	Winkworth	a2	n/a	n/a	
High Street	Superdrug	a1	comp	key att	
Hilliers Yard	Rohan	a1	comp	mult	
Hilliers Yard	Mustard Seed	a1	comp	ind	
Hilliers Yard	Kit Stone	a1	comp	mult	
Hilliers Yard	Dogs Trust	a1	comp	mult	charity
Hilliers Yard	Ducklings	a1	comp	ind	
Hilliers Yard	Acceller 8	a1	comp	ind	
Hilliers Yard	Mercers	a3	n/a	n/a	
Hilliers Yard	Emporium of Loveliness	a3	n/a	n/a	
Hilliers Yard	Padfield Porkies	a1	conv	reg	
Hilliers Yard	The India Shop	a1	comp	ind	
Hilliers Yard	Marlborough Dental Studio	d1	n/a	n/a	
Hilliers Yard	Luisa's	a1	conv	ind	

Hilliers Yard	Retail Unit by Waitrose C/P	n/a	n/a	n/a	Vacant
Hughenden Yard	R C and J Upton	a1	comp	ind	
Hughenden Yard	Merrimans	a2	n/a	n/a	
Hughenden Yard	Quality	a1	comp	ind	
Hughenden Yard	Rejuvenesce	sg	n/a	n/a	
Hughenden Yard	Paul	a1	comp	ind	
Hughenden Yard	Vincent	a1	comp	ind	
Hughenden Yard	n/a	n/a	n/a	n/a	Vacant
Hughenden Yard	James Hatt	d1	n/a	n/a	
Hughenden Yard	Marlborough Charcoal	a5	n/a	n/a	
Hughenden Yard	Radish Loves	a1	comp	ind	
Hughenden Yard	Unit 4/5	n/a	n/a	n/a	Vacant
Hughenden Yard	Thirty 8	a3	n/a	n/a	
Hughenden Yard	Vincents	a1	comp	ind	
Hughenden Yard	Complete Interiors	a1	comp	ind	
Hughenden Yard	Sarah Styles	a1	comp	reg	
Hughenden Yard	Café Marlborough	a3	n/a	n/a	
Kennet Place	Krumbz	a3	n/a	n/a	
Kennet Place	Marlborough Garden Furniture	a1	comp	ind	
Kingsbury St	The Marlborough Bike Company	a1	comp	ind	
Kingsbury St	No 3	sg	n/a	n/a	
Kingsbury St	Bertie Golightly	a1	comp	ind	
Kingsbury St	Segais	n/a	n/a	n/a	Vacant
Kingsbury St	Primrose Lane	a1	comp	ind	
Kingsbury St	No 7	a4	n/a	n/a	
Kingsbury St	Shop No Name	n/r	n/a	n/a	
Kingsbury St	Dormy House	b1	n/a	n/a	
Kingsbury St	The Parlour	sg	n/a	n/a	
Kingsbury St	Frank Rutland	a1	comp	ind	
Kingsbury St	The Cats Whiskers	a1	comp	ind	
Kingsbury St	Henry George	a2	n/a	n/a	
Kingsbury St	Dress	a1	comp	ind	
Kingsbury St	Raj	a3	n/a	n/a	
Kingsbury St	Sapore D'Italia	a3	n/a	n/a	
Kingsbury St	Handmade Designer Jewellery	a1	comp	ind	
London Road	Dans	a3	n/a	n/a	
London Road	Marlborough Wellbeing Clinic	d1	n/a	n/a	
London Road	Marlborough Pets	a1	comp	ind	
London Road	Hedge Rose	a1	comp	ind	
London Road	Zaika	a3	n/a	n/a	
London Road	Brearley and Rich	a2	n/a	n/a	

London Road	Next to Zaika	n/a	n/a	n/a	Vacant
London Road	Pumblers Bros	a1	conv	ind	
London Road	ATS	a1	comp	mult	
New Road	Segais	a1	comp	ind	
New Road	Kebab and Pizza	a5	n/a	n/a	
New Road	Christ Church	d1	n/a	n/a	
New Road	Majestic	a1	conv	mult	
New Road	Pinos	a3	n/a	n/a	
Old Stables Court	Old Stables Court	b1	n/a	n/a	
Silverless Street	St Marys	d1	n/a	n/a	
The Parade	Milfords	a1	comp	ind	
The Parade	DIY Rainbows	a1	comp	ind	
The Parade	Pagoda	a5	n/a	n/a	
The Parade	The Lamb Inn	a4	n/a	n/a	
The Parade	The Crown	a4	n/a	n/a	
The Parade	Picnic	n/a	n/a	n/a	vacant
The Parade	Marlborough Osteopath	d1	n/a	n/a	
The Parade	Lotus House	a5	n/a	n/a	
The Parade	Yeungs House	a5	n/a	n/a	
The Parade	Spice Paradise	a5	n/a	n/a	
The Parade	D and R Furnishers	a1	comp	ind	
The Parade	Quaker Meeting House	n/a	n/a	n/a	Vacant
The Parade	Dirk Myre	a2	n/a	n/a	
The Parade	No 24	b1	n/a	n/a	
The Parade	St Peters School	n/a	n/a	n/a	Vacant
The Parade	Katharine House Gallery	a1	comp	ind	
The Parade	Fire Brigade	d1	n/a	n/a	
The Parade	Thomas Free and Sons	a1	comp	reg	
The Parade	Royds Withy King	a2	n/a	n/a	
The Parade	Faux Arts	a1	comp	ind	

Town Centre User Comments

Why would you support the pedestrianisation of part of the High Street?

- *Crossing the high street can be very tricky*
- *Cars dominate the town. Crossing the road even for able bodied and fit people can be a challenge. Those who are older, don't easily move quickly / sight issues or disabled or with children it becomes an issue. Car drivers are driving too quickly and not considerate in the main these days. The 4x4 / ex london demographic seem to be eroding what brought them here.*
- *Safety. Ease of crossing - Currently it is difficult to cross the high street.*
- *For ease of movement*
- *What I would like is a lot less traffic in the town centre it's far to crowded with cars and lorries which cause problems when trying to cross the high street especially for people with prams, young children, people with poor mobility and the elderly also the amount of cars that have hand break failures is increasing risking a serious accident very soon . Another issue is the air quality in the town as lorries, buses and cars engines are often idealing because of hold ups*
- *More street entertainment*
- *It is too easy for motor vehicles to carry excess speed with the current layout.*
- *Safety for the children and older people*
- *I find drivers are quite inconsiderate of pedestrians. People double park and trying to cross the high street at times is dangerous and especially with young children. Also people reversing out of the middle spaces is extremly dangerous considering they could simply drive forward out the space so that's another hazard to look out for.*
- *I think it would encourage shoppers to the small shops, encourage more diverse retail and leisure establishments. It would enhance the appearance of the high street. It would make the high street a safer environment for all - but also make the high street more accessible to those with decrease mobility. It would set Marlborough apart from other small market towns encouraging tourism.*
- *Ease of movement*
- *Safer /less polluted. More relaxing walking through. There could be more blue badge only parking behind high st... And also either end of the high st*
- *I think part of its appeal is it's not like lots of other towns that have been pedestrianised, it has a quaintness about it, and appeals because of easy parking within easy reach of amenities.*
- *Tough one. Use it as a thoroughfare for driving but it is too busy and polluted and less safe so for the benefit of everyone yes*
- *volume of traffic on a daily basis, especially at peak times*
- *High street looks like a car park and is difficult to cross as a pedestrian especially if you have a push chair or elderly person with you. Shopping centres need to be pleasant experiences if they are to survive & thrive.*

- *Safer, more relaxed shopping environment. Compare Marlborough to Newbury, which has a lovely relaxed feel.*
- *The high street needs to be protected. The volume of traffic which passes through the town is only going to increase. As such, in order to protect the town's 'market' status and protect the buildings and character, then the town needs to consider ways of doing so. Positive step of reducing speed to 20mph will happen in 2019, but more is required. Also, pedestrianising part of the high street may help achieve a more relaxed, European aspect of the high street and could encourage a more cafe lifestyle.*
- *The High Street should be one of the main attractions of the town with its width and listed buildings. At present it is just a messy car park. Footpaths should be widened, fewer parking spaces in tghe High Street, more places to sit , prper hard and soft landscaping and pedestrianare a in front of Town hall and no right tuen from London Road up Kingsbury Street . Hilliers Yard on the north side of rtheHigh Street next to Waitrose should be pedestrian only. At present it is unsafe.*
- *It would be nice for the cafes to jave more oitdoor space in the summer. Also crossing the high street can be difficult*
- *The High Street is dominated by vehicle traffic and people looking/ waiting/ queuing for parking spaces. It isn't a pleasant place to be as a cyclist or a pedestrian. Air quality would be improved by a pedestrianised area.*
- *The traffic can be very hectic and the road difficult to cross on market days*
- *Have you tried crossing the High Street? And no by-pass so many hgvs thru centre of town. Pollution high.*
- *Make the town more family friendly, would be able to offer more outside leisure opportunities and not breathing in so much car fumes, etc.*
- *Walking is dangerous*
- *Not easy to walk around with so many traffic*
- *Too many cars roll out of their car park space*
- *I don't see how that would work*
- *I have had very aggressive drivers speed up as I've been crossing the road- even with a buggy and no one stops for you- seems dangerous for the elderly*
- *At present the High Street is a car infested hell with too much of it given over to the car and not enough to other users such as pedestrians, the disabled or bike users*
- *Marlborough has fantastic potential to host more events - like the incredibly successful former international jazz festival - and embrace a more European café/street cafe culture that would bring more people to the town, including - importantly - more younger people.*
- *It is difficult to cross the main road in the high street, even for me let alone elderly or disabled residents/visitors. At a minimum an extra zebra crossing or two should be placed. Pedestrianising part of the high street would allow more space for cafes/pubs to place outside seating in the summer which will in my opinion improve the ambience of the high street as a whole and attract more visitors.*

- *Safety, pollution*
- *Difficult to cross the road safely. To create a focal point suitable to hold the market without having to worry about traffic.*
- *Ease of access on foot and more space for events*
- *High Street is currently dominated by motor vehicles. Its exceptional width provides ample opportunity to improve the pedestrian and cyclist experience by containing the east/west and west/east traffic within single carriageways, providing the same number of parking spaces as at present as well as significantly widening both north and south pavements.Within the widened paved areas there should be tree planting of selected species that do not cause root damage to enhance the built environment.*
- *Safety and ease of crossing for pedestrians.*
- *More events/market space. Safer and also pedestrian crossings can be installed mpre effectively.*
- *There are no safe crossing points and cars do speed through the centre making it difficult at times to cross from one side of the high street to the other.*
- *Interesting idea... if you build a by-pass first...*
- *I have a young toddler and would make safer*
- *It would accept the fact that people do not shop or socialise from their cars, but on foot. It would encourage people to do more, and to stay longer.*
- *Mainly road safety*
- *A4 traffic must be kept moving Pedestrian ways must be available See my modification plan*
- *Generally Marlborough has too much traffic*
- *Better experience for people and chance to create a new sense of community*
- *I still believe pedestrianise top side of high street out to the top side of where cars now park in middle, one way traffic with George lane, giving a safe pedestrian area for market, cafes and more events*
- *It looks like a giant car park now. Would be much more attractive as a car free zone*
- *Safety and reduction of air pollution*
- *It's a nightmare for traffic at the moment*
- *Too much traffic*
- *As long as it's done well and doesn't affect the traffic as it is already so bad*
- *reduces pollution, brings economic benefit, increases attractivenss*
- *I like the idea of making part of the High Street pedestrianized, but fear it would just make more traffic problems for the town*
- *More relaxing to walk around*
- *High traffic flow makes crossing the High Street on foot increasingly hazardous.*
- *I think that the traffic should be just two lanes wide down the centre of the space with the market and parking moved to the sides. It should be designed properly. It's a dreadful car ridden mess at the moment.*
- *Used correctly would attract people from miles around. Just like Winchester and many other towns the centre is pedestrianised. Would allow space for cafe and entertainment*

- *Access via the high street in a car is very difficult with no formal pedestrian crossing so people just walk out anytime so it might as well be pedestrianised during the day*
- *When the street is closed for the mop etc, it's a much nicer and safer place.*
- *Because some of the driver's go to fast*
- *We live on George Lane and do not have a car, for environmental reasons. We spend all of our time in town on foot.*
- *I would like to see part of the high street pedestrianised and also a cycle lane for safety reasons.*
- *More friendly towards users and more interactive service outside and outdoor service offers*
- *The pavements could be wider, more pedestrian friendly, the high street to Kingsbury street could be pedestrianised, the traffic that goes that way seems un-necessary and problematic for pedestrians and buildings.*
- *Too many cars*
- *Safety*
- *The High Street / A4 could be accommodated on the lower side of the current layout. With the top section pedestrianised.*
- *It's dangerous walking in the town*
- *To avoid constant near misses with careless motorists*
- *The cars parking in the centre are a pain in the arse. Gets in the way of through traffic, annoys pedestrians. Just have 15 minute spaces for drop offs or brief visits , delivery bays and disabled spots - and create a replacement car park somewhere else.*
- *Difficult to cross the road at peak times with the volume of cars, HGV, armoured tanks etc especially if you have a mobility problem. There is only one crossing at the far end of the high st. At peak times Marlborough College students leave for their holidays and the influx of parents/others to collect them has a great impact on the flow of traffic.*
- *The weight of traffic passing through the High St is a danger to people wishing to use the shops/cafes/pubs/ etc*
- *It would provide a lovely and relaxing shopping experience. However would worry hugely about the impact on the already massive congestion in Marlborough.*
- *Drivers tend to speed and get frustrated when other car users are parking or pedestrians need to cross*
- *Make it a nice town, cut the high street in half width wise pedestrianise it with seating cafes etc. Lovely idea*
- *Ease of movement around town centre and scope for more events and improved weekly and Christmas markets*
- *Marlborough High Street is one big ugly car park. 2 streams of traffic to cross just to cross the road.*
- *There is nowhere to cross in the centre of town. The only crossing is by the Bear and if you want to get to it you have to cross other roads to get to it!*
- *Too many lorries*

- ❖ *It would provide an improved customer experience and encourage shopping. Town centres need protection and support from councils so I hope the Town Council will ask for improvements.*
- ❖ *Crossing the road is impossible for families and elderly*
- ❖ *It would bring more life to the High Street.*
- ❖ *More of a European look, bars and cafes with seating outside- in all weather.*
- ❖ *Pedestrianisation could vastly improve the areas aesthetic and increase average footfall for retailers*
- ❖ *Less pollution and safety*
- ❖ *We should encourage people to walk more - preferably A4 not go through the centre of town*
- ❖ *Create a better environment*

Why would you not support the pedestrianisation of part of the High Street?

- ❖ *Driving around Marlborough is bad enough as it is*
- ❖ *Would be difficult to achieve and would spoil the look and flow of the high street.*
- ❖ *The pavements could be widened as the high Street is so wide but any loss of parking would make it difficult and put me off visiting.*
- ❖ *too little access to centre , need a bypass*
- ❖ *It's ok as it is. Crossing the road is never a problem despite there being no crossing points*
- ❖ *It would cost too much and is not necessary would also lose the towns character*
- ❖ *It would be great but parking is already tight and it's not realistic*
- ❖ *It would take away part of its charm and uniqueness*
- ❖ *It would create more difficulties with traffic flow throughout marlborough*
- ❖ *It's great the way it is and has always been*
- ❖ *I'd rather see more pedestrian crossings. At the moment there are no through crossings at all.*
- ❖ *It's already hard enough to park in the centre and the parking that is there offers the most convenient way to access shops and services. If you pedestrianise the town centre (or part of) you remove the convenience aspect - where would people park in an already crowded town?*
- ❖ *Not for every day but for events to bring people to the town it should be closed. The Jazz festival should come back wuth full high street closure to enjoy the atmosphere. Losing that was a big loss to the town and the businesses all bar the two businesses that dont like road closures. Marlborough should have similar events to Devizes for arts amd culture with a safe space for markets and entertainments in the street. The town would be bussing with people!*
- ❖ *There is no need and it would look silly.*
- ❖ *It would kill parts of the high street and its totally pointless*

- ❖ *Car parking is already competitive for drivers, pedestrianisation would make it worse.*

- ❖ *Pavements are wide enough as they are, parking is difficult & would worsen, beautiful historic wide high street would be lost*

- *it isnt necessray*
- *Traffic loading impact on other roads*
- *Rather have parking and not pedestrians*
- *Just can't see why it needs to be*
- *Heritage*
- *It would take away the tradition of the high street*
- *I don't see the need and I believe it would create traffic problems.*
- *This would further impact the success of the high street we do not have enough parking and the impact to the side roads and traffic would be astronomical*
- *Fine as it is*
- *I do not believe this would benefit the town as there is insufficient parking already. Improve the parking and its layout*
- *It may be usefull to see which part you want to pedestrianise. The main A4 goes straight through & there is limited other routes for East-West & please don't make that harder or take traffic away from the centre. Perhaps make it easier to cross.*
- *I don't believe making it pedestrianised would improve the town centre in any way.*
- *Because of possible knock on effect to through traffic.*
- *I feel that the town works, when change something that has looked this way for centuries.*
- *Low rents on shops would help so shops can afford to stay Empty shops are the issue*
- *The road to pavement ratio at the moment works just fine. I think you would loose a lot of footfall if part of the high street became pedestrianised.*
- *I can't see how you would do this!*
- *Because traffic is already an issue - we need to encourage visitors and need car parking space. Being able to stop on 30 minute free parking is a key attraction. The pedestrian safety is already perfectably acceptable and safe as it is.*
- *There is not enough parking off the high street. It would drive customers away.*
- *Parking also needs to be cheaper.*
- *Historically the town has grown around the transport routes from London and to remove or divert the road would provide little advantage for a greater cultural loss. To pave the main street would not be keeping in character with the area instead it would create a modern and out of place feel to it.*
- *It has a through road*
- *It already is*
- *I think it would damage the shops on the High Street.*
- *It would make all traffic heading to Pewsey or West on the A4 Bath Rd go down George Lane - would cause massive traffic problems.*
- *It works fine as it is.*
- *I would like to see all the High Street pedestrianised with access for deliveries Blue Badge drivers and public transport only*
- *It works perfectly well.*
- *It would be nice to have pedestrianised but it would cause mayhem with the traffic through out the town.*
- *Convienence*
- *Traffic flow - public transport to the town is very poor, so we have to drive there and*

any closure along the High Street would affect flow and the volume of shoppers for the businesses based there.

- ❖ *It's hard enough sometimes to find parking as it is without getting rid of the parking in the middle and how would deliveries and ribbish collections happen ?*
- ❖ *Marlborough only exists because it is on a through route ie the A4. Instead the High Street should be redesigned to be more pedestrian friendly with wider footpaths and shared surfaces.*
- ❖ *It will take away from parking which is difficult enough already.*
- ❖ *This is a working historic town with a market (could be better), parking is a pain and perhaps too much traffic (hgv restrictions via burbage bridge would help) we would almost kill the town off if pedestrianised*
- ❖ *Keep to traditional market town layout. To pedestrianise the centre would ruin the character of the town*
- ❖ *To pedestrianise would cause traffic chaos if only current routes available (George Lane couldn't cope). Ultimately if the traffic and flow to and from the town was made more difficult (queues etc) it would decrease foot fall*
- ❖ *Our High Street is famous for how wide it is.*
- ❖ *It would kill trade if people couldn't park*
- ❖ *Doesn't need it.*
- ❖ *Would loose parking*
- ❖ *The only other through route for traffic is George Lane and the eastern end is often congested as traffic coming down the hill has priority causing tail backs. If half of the High street were pedestrianised it would probably need to take up the central parking areas which in turn would exacerbate the parking issues in the town*
- ❖ *The drastically appalling impact on travelling through Marlborough*
- ❖ *This would cause more traffic congestion in Marlborough*
- ❖ *No need it works well as it is*
- ❖ *This is ridiculous this would clog up George lane there is plenty of space for cars and pedestrians*
- ❖ *It would adversly affect retail businesses and restaurants and there are not enough alternative routes to avoid traffic jams if the high street were pedestrianised.*
- ❖ *Traffic flow would be affected. Not necessary.*
- ❖ *Car parking is already a problem. Buses stop very conveniently in High Street. If there was a bypass for through traffic that would cut down volume. A couple more pedestrian crossings would help.*
- ❖ *Doesn't need it, although would be pleasant would cause issues with through traffic.*
- ❖ *I don't see how this would benefit the town as it would only create further traffic issues.*
- ❖ *No need*
- ❖ *The impact of cars on other areas of the town would be a negative impact compared to the benefit of a pedestrianised area*
- ❖ *it is fine as it is.*
- ❖ *I rather like it as it is.*
- ❖ *not enough parking as it is in the high street, to do this would mean even less.*
- ❖ *It's a thorough-fare that brings custom to the shops*

- *There is already enough room for pedestrians to walk comfortably and with safety*
- *There is enough traffic chaos anyway, the high street works as it is*
- *Hard enough to park at times as it is.*
- *I don't have strong feelings but I don't think this would add anything - better to focus on the lack of good shops etc.*
- *I don't feel it is necessary as the shops are all on one side of the road, or the other!*
- *Traffic around how's is unacceptable enough without adding pedestrianisation into it!!*
- *Would cause traffic problems*
- *There is no major alternative route East to West. There would be traffic disruption for miles around.*
- *There is already limited parking and the pathways are already wide enough to allow a comfortable stroll*
- *Think it would discourage people from visiting the town.*
- *No just a crossing would be sufficient*
- *There is plenty of room on the pavements, parking in centre of town is very important for businesses and there are enough traffic problems already without sending cars away from the high street!*
- *I think it's unnecessary and would have negative knock-on effects for other roads in the town. However some additional traffic calming measures would be useful to slow down those drivers who appear to believe they're driving along the M4.*
- *The diversion roads are not good enough to take the extra traffic.*
- *Nowhere near enough car parking in the town to afford the luxury of pedestranisation!*
- *Traffic is bad enough now let alone if it was pedestrianised*
- *Hard enough to navigate in a car as it is!*
- *we have the right balance already.*
- *It works very well as it is.*
- *Traffic congestion is currently bad but bearable. If Pedestrianised it would be unbearable!*
- *This would cause even more traffic congestion by diverting traffic away from the High Street.*
- *Pedestriasation would impede traffic flow, however more clearly marked pedestrian crossing points would be very beneficial.*
- *I don't know what advantage that would be to people or cars or shops. Maybe give pedestrians right of way.*
- *Car parking in the town is difficult and expensive enough without taking away the parking in the High Street too. Cars go pretty slowly through the town anyway due to the congestion caused by cars parking up/leaving so speed is not an issue and pedestrians can cross the road fairly easily.*
- *Pedestrianisation is a nice idea but where would the A4 traffic be redirected to (George Lane wouldn't be able to cope)? It's a good idea for specific events though, such as the Jazz Festival.*
- *This would kill commerce in Marlborough, make it far less convenient to shop - particularly for the elderly and rural people who rely on cars to access the centre,*

would look terrible, and would markedly change the distinct and traditional character of the High Street that we ought to conserve.

- ❖ The pavements are very wide and Marlborough is a main vehicle route. A bypass would be needed to facilitate pedestrianisation as the traffics at peak times is already bad even before you take into account the new red row development.
- ❖ Too much standstill trafic already
- ❖ With such a wide high street there is always the option to cross to the centre and stand safely within the parking area.
- ❖ Would loose valuable parking. Not enough normal shops. It would only benefit tourists
- ❖ Footpaths are plenty wide enough and it's generally easy to cross
- ❖ unless there is a bypass this is a stupid question
- ❖ Thunk it works well in the current form in terms of street and road layout.
- ❖ There is no where to put the vehicular access.
- ❖ I think wouldn't be able to make it.
- ❖ Can't see how it could work
- ❖ Traffic would then be diverted along unsuitable alternatives.
- ❖ I do not see a need
- ❖ I don't feel it necessary. It would be far better to restrict heavy good vehicle from the town centre.
- ❖ Need car access
- ❖ No need really, just more pedestrian crossing points
- ❖ I'm a driver but we do need more zebra crossings for the old and the young
- ❖ The pavements need to be improved and levelled properly
- ❖ There's no need, it works fine as it is.
- ❖ Too many traffic problems, if pedestrianised. Look at mop fare weekends.
- ❖ It would take away the traffic into the residential streets which can't cope as it is. A bypass is needed to make this work
- ❖ Main trunk road
- ❖ It is the hub of the town so nice to drive and walk through - but parking needs to be sorted.
- ❖ Would serve no purpose what so ever.
- ❖ It would reduce the number of available parking spaces
- ❖ It seems to be all right as it is
- ❖ Pedestrianisation is the death of any High Street.
- ❖ Parking is already a major issue in Marlborough, if part of the High Street were pedestrianised this would compound the parking problem. Should a parking solution be provided, I would then support part-pedestrianisation.
- ❖ There is no need
- ❖ Parking is difficult enough and I can't think that any scheme to pedestrianise the High Street would help that. However, better marked crossing areas across the High Street would be beneficial.
- ❖ There's no alternative route for through traffic, pedestrianisation would be a nightmare for the surrounding roads. I would avoid the town completely and shop elsewhere.

- ❖ *Not enough parking as it is*
- ❖ *It would, however, be useful to have crossings as the College does, to keep pedestrians safe.*
- ❖ *I would make the high street and George lane one way*
- ❖ *I don't think this would add anything given the overall impact to footfall*
- ❖ *Prefer to see wider pavements particularly on south side, improved pavement surface and incorporated joined up crossings that were obvious to motorists. Not zebras but just a change in sections of road surface that were visible joining the crossing bulges.*
- ❖ *Parking is an enormous issue anyway, if you stop parking in the High Street, fewer htan currentlly will EVER visit!*
- ❖ *I don't see the point, no one to my knowledge is ever injured and you would lose parking, which is already at a premium and the flow of traffic might be impacted causing increased congestion. And why alter the characteristics of the town centre.*
- ❖ *I'd just like to see less traffic coming through - and perhaps widen the pavements*
- ❖ *It's the main access road through the county and should remain open. The only reason for any pedestrianisation would be if the main road was diverted via a ring road - which is unlikely as there are very few places that it could go .....*

What two suggestions would you make to improve the town centre?

- ❖ *Much better public transport (buses, taxis trains) and.....much better public transport.*
- ❖ *By pass to make less traffic going through the centre*
- ❖ *Free parking in the centre for 1/2 hr as the limited spaces now make it hard to just pop to the bank/ post office.*
- ❖ *Divert heavy vehicles away from the town centre*
- ❖ *Plant trees in the town centre*
- ❖ *Encourage more independent shops and improve parking options*
- ❖ *Better mix of shops.*
- ❖ *More polite drivers!*
- ❖ *1. More variety of shops.   There are too many expensive women's clothes shops and not enough other types of shop.   We could do with a small department store and a shop selling reasonably priced DIY items.   There are no menswear shops and that would be useful.*
- ❖ *2. A lower cost supermarket.*
- ❖ *Improvements to cars using the town: Part pedestrianised area / zebra crossings. And free car parking.*
- ❖ *Diversified retailers and cafes/restaurants/pubs. Less chains and more quirky local businesses (who have been priced out of Marlborough)*
- ❖ *Better public conveniences.*
- ❖ *Shops more suited to residents as oppose to passing tourists.*
- ❖ *build a bypass*
- ❖ *Free parking*
- ❖ *Better public transport*
- ❖ *Needs more affordable shops to cater for everyone*

- ❖ Better parking
- ❖ A cinema with character.
- ❖ Encourage more independent shops - they bring people in. If Marlborough increases chains it'll be like every other town and will lose it's appeal.
- ❖ Better car parking facilities
- ❖ Not so many expensive fashion outlets and more affordable ones as well
- ❖ There is more history bin the buildings open up to the public once a year.
- ❖ A better bus stop.
- ❖ Easier crossing.
- ❖ More children's clothes shops.
- ❖ Proper zebra crossings where at the moment there are hopeful rather vague open bits in the middle of the parking zones.
- ❖ Better still pelican lights somewhere near Waitrose and somewhere near the Post Office (OneStop).
- ❖ Free parking
- ❖ More parking spaces
- ❖ Improve pavements so they are not so affected by camber, unevenness and slippery surfaces.
- ❖ Explore further parking options for residents and traders during shopping hours to create parking spaces for visitors and keep shopping in Marlborough accessible for all.
- ❖ More events for tourists and local families. Music, art, culture, carnival etc. In the town centre with markets, entertainers, street food and drinks. Close off the high street and enjoy the town centre without traffic, its fantastic to see at the MOP and we dont see it enough.
- ❖ Never charging for sunday or bank holiday parking. People will stay longer on those days and enjoy the town more. Greed should not come above the high street traders need for footfall.
- ❖ It's actually hard to encourage things that are within anybody's real control but...
- ❖ Encourage a decent range of shops covering different products and wealth
- ❖ Make it easier to pay for parking (or free). Marlborough's parking ticket machines are often out of service.
- ❖ Free parking to encourage trade for shops
- ❖ More variety of shops, including some cheaper ones
- ❖ Affordable shopping, better parking , less through traffic
- ❖ Better restaurant selection.
- ❖ Freeholders forced to enhance the facades to shops and flats over them.
- ❖ More diversity in restaurants , a wine bar maybe . Social side is very dull unless you enjoy the same pub night after night .
- ❖ No where for younger adults to go , they end up travelling to other towns for a social life .
- ❖ Pavements are very uneven and could do with repair in several areas.
- ❖ Limit driving speed through town centre, lots of near misses through speeding.
- ❖ Cheaper parking charges & working ticket machines
- ❖ No more charity shops
- ❖ More street lights

- Free parking
- Free 2 hour parking
- Better parking offer (ie free hour for spending £xx in shops (same as Devizes)
- More male clothing availability (not high end designer but affordable)
- More restaurants and a cinema
- Reduce rents to help shop keepers
- Reduce chains
- Reduce charity shops
- Increase independents
- 1) Reconfigure the road layout so that cars do not "own" the space. (Taking the best practice from elsewhere: https://en.wikipedia.org/wiki/Shared_space
  2) Reinstate public toilets
- Parking
- Fewer chains and now independent shops, USEFUL shops not just fashion
- Less charity shops and less closed shops
- Free parking
- More of a range of shops as sadly it's it's mostly charity shops,coffee shops and expensive boutiques.
- Perhaps a couple of pedestrian crossings spaced out equally along the high street.
- I like the idea ofbtye high street becoming just pedistrisnised but do fear that might have a negative affect on people visiting the town and plus george lane is a nightmare at the best of times.
- Affordable shops.
- Need to make parking cheaper.
- Need more choice in the average persons shopping, ie clothes, everyday items
- Don't close High Street for things Jazz festival unless it is actually in the street.
- Parking always an issue for newcomers/visitors
- Residents parking
- More diversity of shops, restaurants and businesses.
- More flowers , less rubbish and updated lights for Christmas, the blue is so dated
- More diverse shops
- Improve parking facilities and layout
- Reduce the cost of parking in the central bays. Introduce some sort of incentive to encourage retailers to rent the empty shops (not with more charity shops).
- 1. More cycle friendly, e.g. cycle lanes and cycle parking.
- 2. More bench seating in the High Street.
- Affordable rents, to enable a better selection of shops to be part of the high street.
- Somewhere that can sell affordable school uniforms, underwear a better selection of affordable clothes.
- The look of empty shops is becoming less appealing to the look of the town and inundated with food outlets and charity shops.
- Although I don't feel that parking is not always an issue if you want to stay for more than 3 hours it becomes very costly to park.
- Parking which is a big problem
- No more coffee chops or estate agents

- Fewer cars parked on the high street due to part of the high street being pedestrianized
- An arts centre with community rooms and studios.
- 1/ Better variety of shops. At the moment, there are lots of charity shops and cafes
- 2/ Longer parking along the side of the road. Maybe an hour free instead of half an hour!
- More men's clothing shops and less estate agents /antique shops
- 1. Pedestrianisation
- 2. Shared space model There has been lots of evidence that this is better for pedestrians and drivers...Everything slows down.The department of transport has published reports on this concerning other UK towns who have shred space.
- More affordable parking
- More public transport to local towns (not Swindon)
- Free parking.
- Lower shop rents to encourage retailers to set up and be able to stay!
- Improve the parking in the centre of the High Street to prevent cars rolling. eg. all park facing the same way against a kerb.
- More floral displays.
- Less boutique shops, more cost effective shops
- Traffic - congestion travelling in and out of town.
- Keep parking costs reasonable - they are becoming too high which will put people off visiting.
- Cheaper parking
- Cheaper rent for retailers.
- Diversity of shops.
- Fewer dull chain clothes shops.
- Fewer expensive knick-knack shops.
- More independent shops like the marvellous jewels: Sound Knowledge, and The White Horse bookshop.
- 1. Improve the parking - mark designated parking slots along the sides of the high st, so people park correctly and don't take up 1.5 parking spaces.
- 2. Put in a mini roundabout at the Town hall end of the high street.
- 3. Put in designated crossing points for pedestrians.
- restrict the volume of traffic moving through (could limit to light vehicles only)
- permit more independent shops to fill the shop fronts
- Normal shops such as wilkinson and Outfit/Next or similar.
- More leisure activities eg cinema, or nightlife
- Better options of clothes shops (most are expensive women's clothes)
- 1. Something constructive and long term done about the air quality.
- 2. A review of the business rates to encourage small business to remain and to attract new ones
- Cut parking costs.
- Soft play area for young children.
- 1. More affordable shopping
- 2. Cheaper parking

- *Better parking*
- *No parking charges*
- *Increase out of town parking and improve pedestrian and cycle routes into town centre.*
- *Support sustainable transport.*
- *Pedestrianised it.*
- *Reinstate and don't be frightened of events that close the high street. The town centre is for the people of Marlborough and not just the retailers.*
- *Encouraging independent businesses through any means possible as opposed to chains. It is one of the town's biggest assets that we have lovely independent retailers and the market, and the main reason we use the town as opposed to supermarkets/out of town retailers.*
- *Better public transport from surrounding villages - we rarely use the town to go out in the evenings as we can't get a bus home and there are very few local taxi services, so someone has to drive. With better local services (e.g. a last bus) we'd use it much more (we live in Burbage).*
- *Lower shop rents*
- *Move mop fair to by rugby club*
- *I would like to attract more shops that are affordable to residents, most of the shops are well over priced and very stereotypical to the higher class of living, just because the area is "wealthy" doesn't mean the residents are!*
- *Better variety of shops. More independents.*
- *Pedestrianisation and more greenery, large trees. Also, effort should be made to work with businesses to reduce the amount of brash branding.*
- *Free parking after 4pm/free on Sundays and bank holidays.*
- *More affordable shops*
- *1) Better selection of shops that residents actually need - like children's clothes (not pretty Monsoon stuff but actual affordable everyday children's clothing)*
- *2) I'd love an extra loo.*
- *3) I'd really love a running shop :)*
- *See previous answer - more pedestrian friendly*
- *ie with wider footpaths and shared surfaces giving better access for disabled people, prams etc and car charging points to encourage electric cars to improve air quality.*
- *Fewer vacant commercial premises and even changing some back to residential use as shoppers habits change.*
- *Less parking on the High Street , with seating areas and hard and soft landscaping, and more parking elsewhere, with no traffic through Hilliers Yard.*
- *Fewer vacant premises even if this means changing some buildings to residential use eg in Hughenden Yard..*
- *Places to securely lock up your peddle bike.*
- *A way of making it to be easier cross the highstreet either by pedestrian area or a clear crossing point.*
- *1. Improve / add signage / information*
- *2. Introduce a residents' parking scheme and thus improve parking for town visitors, saving the merry go round of trying to find a car park space.*

- ❖ *Better shops - more variety - more affordable eg Next.*
- ❖ *More affordable supermarket- Waitrose can be expensive.*
- ❖ *Somewhere teenagers can hang out without them disrupting others.*
- ❖ *1. Reducing vehicular traffic (as part of a systemic town-wide traffic and road use analysis and re-think)*
- ❖ *2. Regular traffic free and parking free days to experience the empty space for community / cultural events (not juts for the Mop Fairs)*
- ❖ *1. Stop hgv lorries using M4 to A303 as a short cut. The noise and pollution on town and Herd Street is unacceptable. This is not a new issue but one the town council has ignored for all the 19 years I have lived in Marlborough.*
- ❖ *2. Stop privatising parking. I find it very strange in one article you ask for land from private land owners and then privatise parking areas owned by the council ?*
- ❖ *1. Traffic control - bypass and reopen railway.*
- ❖ *2. Lower retail rents to encourage independent businesses.*
- ❖ *More independent shops, no more charity shops.*
- ❖ *More leisure opportunities, cinema, more plays, musicals, talks by people in the public eye or have achieved amazing things. More art and culture.*
- ❖ *Free parking up to half hour.*
- ❖ *Safer crossing the high street*
- ❖ *1. Don't change it or modernise it*
- ❖ *2. Stick to suggestion number one above*
- ❖ *Less traffic and more crosswalk.*
- ❖ *More affordable shops*
- ❖ *More affordable food outlets*
- ❖ *possibly an additional car park on the bommon, not the main area but in small stretch of land to left of common just in front of rugby club. Lower commercial rates for independent retail outlets*
- ❖ *Pedestrianisation*
- ❖ *Affordable shops*
- ❖ *More affordable shops for local people, there are too many high priced stores here now. Range of shops is very limited. Plenty of charity shops and eateries but all very samey.*
- ❖ *Safer pavements*
- ❖ *More affordable shops*
- ❖ *More parking*
- ❖ *Leisure centre needs expanding too*
- ❖ *20mph speed limit*
- ❖ *Cheaper parking*
- ❖ *Better public toilets*
- ❖ *Improved crossing*
- ❖ *More reasonable clothing/everyday shop- something like Wilko or similar- NHS dentist?!?*
- ❖ *More parking places and fewer clothing and charity shops i.e encourage a greater variety of retail outlets possibly bu rate rebates*
- ❖ *1)Make the High Street one way with George Lane the other.*

- 2)Narrow that part of the road used for parking and increasing that available for other users
- Cheaper parking, fewer betting shops
- Shops that are more affordable to buy clothes for children, men & women. Also a shop that sells everyday items such are kitchenware etc so you don't have to go out of town to buy them.
- Car parking changes (more spaces and lower prices) are essential.
- Turn the police station into a new doctors surgery and the current doctors surgery into a dentist surgery please
- Cheaper retail rents to encourage more shops and less empty buildings
- Partial pedestrianisation (either fully or time-limited) and a lower speed limit on the surrounding streets as well as the high street.
- Lower the speed limit for vehicles through the high street (15-20mph).
- Provide zebra crossing in the middle of high street (near Waitrose and Lloyd's Bank. This would make crossing safer for pedestrians, particularly the elderly and students using the walkway from St Johns/George Lane onto high street and would slow down traffic. The speed of traffic using the high street is the worst aspect of Marlborough town centre.
- Many more independent shops, restaurants. A more eclectic mix. Local produce and arts . An independent arts cinema
- Less chain restaurants
- No more national pizza, pasta places
- A bypass or some other plan to reduce traffic on the A4 and make the high street safer to cross.
- More facilities for cyclists to park their bikes, I've only lived in Marlborough for a short space of time but have already been asked several times by visiting cyclists if I know of any such facilities on the high street.
- The town prides itself in having a wide high street which could accommodate more parking if the cars were parked on diagonally rather than parallel. In the parade parking around the outside could also be diagonal rather than parallel and the area in the centre could be turned into a green space.
- A pedestrian area space could be created in the part off the centre of the road in front of the town Hall to accommodate the market and be a focal point for community events.
- Some of the pavements are broken down and uneven.
- Less charity shops
- Build a bypass. People of my age want to be able to park near shops and cafes. We don't want to be dodging cars and vans hurrying to get through Marlborough en route to ......
- More parking and tourist info
- More independent shops
- Improve parking
- Increase the amount of available car parking.
- Have a create variety of shops as it seems to be more hair dressers, charities and café's.

- See previous.
- Park and ride
- Affordable children's clothing
- make George Lane and the High Street 1 way
- more signage etc. to encourage people to visit the 'Yards'
- More car parking
- loss charity shops, better range of clothing stores and a better supermarket.
- Cinema
- Zebra crossings
- Allow charity pop-up shops to use the many vacant shop premises for a day or a week of events, allowing local charities to benefit from the varied foot-fall to the town and diminish the sadness and waste of empty shops.
- Make double parking/hoovering for a car-park space a traffic offence with warning signs to improve the traffic flow and 20mph speed limit through the High Street.
- Coordinate better any works that require traffic lights or cutting traffic. It has happened more than once to have traffic lights at the same time in different locations in town
- Parking for residents is very limited. Explore residential parking options
- Lower rent to alllow more businesses in, there are far too many empty shops and cafes. It would be nice to have a shop that isn't just for the rich people here too. A wilko would do wonders and a lidl would've amazing.
- Also the no hgv sign going up kingsbury street should be visible if the lorries turn right to go up there too, most that get stuck go in from that angle.
- Upgrade/reopen public toilets on the High Street.
- More attractive street lighting.
- Slower speed limits.
- Better parking
- 1. Fill the empty shops to increase the choice 2. Develop the old school and run-down parts on London Road near the garage.
- Better parking
- More general retail shopping
- More things to do e.g. cinema, mini golf, bowling etc.
- Better selection of shops and restaurants
- Sort out parking
- Send lorries via George lane
- There needs to be more affordable shopping- it very much seems tailored to the wealthier residents of Marlborough.
- Longer stay parking is hard to come by.
- Less traffic chaos so frequently
- Fewer charity & coffee shops
- Cinema/Theatre
- Reduce parking costs - this is currently extortionate, and off putting.
- Something to encourage shops other than charity shops opening. The High St is dying
- Double the size of the pavements, mending them and making them safe at the same time.

- Remove the central parking, making the rest herring-bone in order to get in more cars; and make High Street and George Lane one way.
- Out of town parking
- Pedestrianised
- More parking
- A wider variety of shops catering for the needs of the residents as well as having the ones which draw tourists and high-end shoppers. Regulated to so that the overall look is in-keeping with the amazing High St.
- Toilet facilities that we can be proud of rather than embarrassed.
- Main traffic way clear up the centre
- Parking both sides horizontal.
- Pedestrian ways in several spots
- Similar to Wooten Basset
- Introduce affordable shops ie new look, Wilkinsons, aldi.
- Bigger better market
- A few trees planted down middle of high street and more free parking days to help support traders
- Cheaper rents and business rates to allow access to smaller retailers so greater variety and local produce...which would attract more custom and visitors to the area (major shops are all available via internet shopping so used less unless collecting or returning goods ordered online)
- A park and ride scheme to save congestion in the town and allow people to be spontaneous and spend longer browsing in the shops or having a meal/drink without worrying of car park ticket
- More free parking
- Support to local independents rather than chains
- Zebra crossing enabling users to get to edges from centre parking, this would be safer for everyone.
- Need Childrens clothing shops
- More affordable clothing shops
- Make parking free
- In summer, pedestrianise some areas so can eat outside..
- Better variety of shops to maintain individuality of the town. Closing one side of The High St to cars to create pedestrian zone
- As above pedestrianise, and please do something to declassify the A346 and ban HGV from town centre
- More bins
- Free parking for longer
- Filling the empty shops, perhaps with independent, more unusual, restaurants (not chains), which perhaps could be attracted by rents being lowered by landlords (surely some rent is better than empty premises earning nothing). Eg Bunces, which has just recently opened, is a joy to go into, it's just a shame the space is so small.
- Better parking.
- More varied shopping outlets (reduce rates for shops)
- Less traffic

- ❖ More Green/ open space
- ❖ More car parking
- ❖ Even more car car parking!
- ❖ Easier parking for short visits. Bypass for through traffic to ease congestion.
- ❖ Partially pedestrianized
- ❖ Reduction in empty shops
- ❖ 1) Better Christmas lights. Blue and white is a very cold combination. Hungerford's are far better.
- ❖ 2) don't try to improve for the sake of it. There is not much wrong at the moment at all.
- ❖ Can't think of any.
- ❖ Less coffee/charity/expensive clothes shops
- ❖ More everday day shops inexpensive ones for the people who are less well off...all of which would keep people shopping in town and not drive them to places like Devizes, Swindon etc
- ❖ More well known shops
- ❖ Less traffic
- ❖ A If possible improve diversification of retail outlets
- ❖ B Make Higth Street no go for HGV's except for delivery.
- ❖ More car parking and cheaper.
- ❖ More affordable clothes shops
- ❖ Something like a Wilkinsons or B&M
- ❖ More car parking
- ❖ Cheaper car parking
- ❖ more events (bring back the jazz festival)
- ❖ improve pavements
- ❖ More parking spaces
- ❖ Make parking NOT so expensive
- ❖ 1. Improve car parking availability
- ❖ 2. Encourage more independent retail outlets to open and this would increase the range of shops on offer,
- ❖ More seating.
- ❖ Bin the horrible Christmas lights.
- ❖ Lower shop rents to encourage all units to be full
- ❖ Encouragement of small individual shops rather than chains or charity shops or estate agents
- ❖ Reduce through traffic
- ❖ Impose 20mph speed limit throughout
- ❖ Provide more parking and cheaper. Reduce rates in the High Street so that independent retailers have a chance to make a success of their business otherwise the High Street becomes the same as anywhere else so far as the shops are concerned.
- ❖ Less coffee shops - more retail shops. Safe crossing - hard for people with wheelchairs and pushchairs crossing wide high street.
- ❖ It needs a talented transport designer to be involved in improving the High Street.
- ❖ The emphasis should be moved from the traffic to people.

- *Somewhere to park.*
- *Public toilets in town*
- *Limit access to Marlborough by HGVs*
- *Impose 20 MPH limit throughout the town*
- *More parking*
- *Pedestrianise*
- *Stop the war against the motorist - lower parking fees, scrap planned 20mph limits, no more crossings, no more signs*
- *Better care of pavements - can be dangerous at times*
- *Financial encouragement to fill the empty retail shops,*
- *Either remove the central high street parking or make the high street pedestrian only during parts of the week.*
- *More diverse selection of restaurants, we have too many Italians.*
- *Cheaper parking.*
- *Zebra crossings or traffic lights.*
- *More varied shops*
- *Return of full jazz festival*
- *Make it more pedestrian friendly with more independent cafes and restaurants.*
- *More free parking to attract people to spend money in town.*
- *More events, bring back the Jazz Festival*
- *Better range of shops for everyday items, household items, reasonably priced children's clothes and electrical. A better balance between ladies clothing and cafes and the items locals need on a weekly basis.*
- *Could the council pursue weekend parking on company sites that close at the weekend to increase availability. Is there any viability in a minibus park and ride to sites like the business park on Salisbury road. Could part of the common have the plastic mesh laid on the grass for additional capacity. Times and availability could be restricted so it didn't become just a car park.*
- *Cheaper and more parking*
- *Better high street shops e.g. Debenhams, marks and Spencer, new look*
- *Car parking*
- *Toilets*
- *More general shops - food, general household eg Lidl, Aldi, coop*
- *No more coffee shops*
- *Affordable shops. Such a shame we have to travel far to get basic clothing items*
- *A car park. The small ones fitted around are expensive compared to big towns. Large car park with competitive pricing*
- *As previously mentioned a cycle lane and more options for securely locking bicycles.*
- *lower parking charges. wiltshire council investing rather than taking from Marlborough*
- *Specific bus connections to stations in Bedwyn and Pewsey are essential.*
- *A Park and ride system to and from the business park would help ease congestion and increase footfall in town centre.*
- *RESIDENTS PARKING. IMPROVE THE APPALLING STATE OF THE PAVEMENTS.*
- *Think more about younger users rather than retired users*

- Some cheaper shops
- Pavements wider and better maintained in the high street. the cross parking in the middle of the high street could be replaced with wider pavements.
- Force owner to sort out dilapidated buildings near Bridge Garage
- Pedestrian centre, less charity shops
- Free parking
- Improve parking
- Change the velocity down to 20mph
- No parking on George Lane
- Ban lorries from High Street
- Free Parking up to 2 hours.
- Less national outlets and more local shops.
- Stop parking on George Lane when High Street closed (eg special events)
- Improve pavement surfaces
- More public toilets and more cheaper parking
- More diversity in the retail offer (particularly more independent shops)
- Fewer cars
- More 30 minute free parking. More independent restaurants and shops.
- Cheaper parking, lower business rates to help smaller independent shops to be able to afford to be in the high street and to thrive.
- More shops for real people
- Less cars
- Wider range of shops.
- Cinema
- Shops for the locals, that sell the needs of the locals at reasonable prices, ie children's clothes, under garments (along the lines of a Wilkinson).
- Cheaper rent and rates.
- 1) more pedestrian crossing points (maybe zebra from bulge near Nationwide over to centre then centre to bottom side.
- 2) timings of road closures to not be co inside with St Mary's end of day (3.15pm)
- 3)more colourful Christmas lights not just blue and white ones.
- More practical shops, no more cafes or estate agents or charity shops.
- Better and cheaper parking
- Zebra crossings in the high street eg near the Apollo and St Peter's
- Improve parking and traffic flow.
- 1. Improve the diversity of shops
- 2. Less charity shops/ coffee shops
- Speed limit
- Improve the state of the pavements
- 1 Lower business rates so that renting becomes viable for new businesses.
- 2 Charge charity shops the same business rates as other businesses.
- Reduced parking charges
- Pedestrianisation
- 1. Wish we could bring back Woolworths!
- 2. Less traffic (but please see other answer)

- ❖ Ban heavy haulage vehicles from using the town centre and access roads as a short cut (rather than the A34 / M4 if coming from Southampton etc and travelling onto Swindon and beyond which ia what should be happening).
- ❖ Sort the pavements so they aren't all uneven in places
- ❖ A by-pass around marlborough, my asthma has worsened over the last 5yrs - air pollution is a real issue here.
- ❖ Ban artic trucks & move bus stop to George lane garage area
- ❖ Pedestrianise the high street and make a one way system control the bloody traffic don't be at the mercy of it. Develop some balls and manage this town before it becomes a proper shit hole.
- ❖ Improved parking
- ❖ Less charity shops
- ❖ Cut the speed limit to 20 mph.
- ❖ Reduce parking charges or eliminate them completely.
- ❖ Improved parking facilities
- ❖ More information for tourists and visitors
  Get rid of all the hazardous steps into shops etc. That of course is impossible, but I have problems with accessing lots of shops as I have to haul around a shopping trolley.
  Put signs up reminding those drivers who park in the centre of the road that they should put the vehicle in gear to prevent it from running away. I am amazed that no-one has yet been hurt when that happens.
- ❖ Residents parking
- ❖ Decent pubs
- ❖ Greater provision of parking to alleviate this daily issue for residents and to encourage more visitors.
- ❖ Cinema.
- ❖ Improve the PAVMENTS
- ❖ Chevron parking
- ❖ Car parking charges are appalling so expensive & in need of a better selection of Shops.
- ❖ Security needs to be stepped up in the Centre.
- ❖ Mop fair outdated not environmentally friendly just brings trouble & affects local business. The High Street needs a re vamp to encourage further footfall.
- ❖ Reduce traffic passing through.
- ❖ Reduce car parking.
- ❖ Having out of town parking and restricting traffic in the High Street.
- ❖ Ban hgvs. No more charity shops
- ❖ Firstly a bigger variety of shops that are not all high end clothes shops
- ❖ Secondly a pedestrian crossing to stop everyone just walking out everywhere in the road sometimes with out even looking.
- ❖ 1. Encourage more independent retailers (perhaps with lower business rates) to open somthat a greater variety of shops would be available. At the moment we have a great abundance of high price dress shops and coffee shops but have lost important services such as the electrical retailer and the auto/car shop.

- ❖ 2. Provide better and/or cheaper car parking to encourage visitors to use the businesses in the High Street.
- ❖ 1. Parking meters that actually work
- ❖ 2. Keep traffic flowing through high street, penalise double/illegal parking
- ❖ More affordable shops
- ❖ More parking
- ❖ Better bus service
- ❖ Pavements to be made user friendly.   The side shops more interesting, too many charity shops, not enough affordable clothing shops or menswear.
- ❖ More variety of retail outlets not so much of the same thing .
- ❖ Pedestrian crossings
- ❖ Shops aimed at less affluent members of the community
- ❖ Cut down on through traffic particularly the enormous lorries.
- ❖ Ramps into shops instead of very steep steps.
- ❖ It's fab as it is.
- ❖ More parking, more street side seating for cafes etc
- ❖ Reduce rates for retails and although I understand the good work charity shops do we need to limit the amount. It's unfair that they get reduced rents and rates whereas small retailers still pay more.
- ❖ Wider pavements to give a pedestrian friendly feel
- ❖ Tidy, improved and integrated signage that fits in with an ancient market town
- ❖ More benches for seating, wider pavements.
- ❖ Car parking
- ❖ More independant shops
- ❖ Parking other than on the High Street - looks better, and drivers are generally awful and very selfish (looking for parking spaces)
- ❖ Greater variety of shops and restaurants (all women's clothes and pizzas)
- ❖ Improve the market especially on a Wednesday when it is practically non-existent nowadays. Change the market 'Toby' they are useless and do not enforce licences for what traders can sell, let them park too far down the High Street thus impeding traffic. NO MORE COFFEE SHOPS, ESTATE AGENTs (another just about to open), CHARITY SHOPS do something about the parking. The parking is such a huge issue that it puts 98% people off coming into the centre of town, that and we have no useful shops. I travel to Devizes weekly as they have USEFUL shops, ironmongers, fish shops, linen shops and every supermarket under the sun.
- ❖ Generally the people who live inthe town are unable to exist in that town alone. The whole place is ruled by the corrupt town and county councils and Marlborough College, who get whatever they want.
- ❖ Maintain street furniture. Lamp posts bollards railings all need renewal or painting Better more regular street cleansing
- ❖ Perhaps get business rates reduced to encourage new smaller businesses. Perhaps reduce HGV traffic in some way by routing them around George Lane.
- ❖ Pedestrianise the bottom of Kingsbury Street and part of the High Street near the Town Hall.
- ❖ Provide more parking capacity.

- ❖ *1. More parking (away from the high street) to better accommodate visitors, employee and locals to stay at a fair price.*
- ❖ *2. Assuming the first one happens, make the high street a 'high cost/premium' parking charge.*
- ❖ *Get the lorries and through traffic out*