

Town Square Survey

Thank you to everyone who took part in last week's survey. We distributed 1,100 questionnaires to households in Bridgetown Road, New Street, Saffron Meadow/Walk, Ely Street, College Street, College Lane, Bull Street, Narrow Lane, West Street, Broad Street, Shottery Road, Shakespeare Street, Mulberry Street, Great William Street and Trinity Mead. Stratford College was also included to get the views of students. The survey was also published on our website and by Stratford Voice, whose additional membership gave us a potential total of 2,000 households. The return was above average at 15%.

The results have shown strong opposition to the proposals for a 910 seat cinema in Town Square.

A large proportion (84%) of those surveyed disagreed with the inclusion of such a large cinema. Objectors felt the size and scale of the proposed development did not fit in with the historic surroundings (79%), and three quarters did not think the proposals would attract more trade.

There were those who approved of the cinema (16%) and a fifth would agree with the inclusion of a smaller cinema. Many people recognise the need to improve the site as soon as possible, but 75% would like to have a modest development of Town Square until a better solution could be found.

Asked what people would like to see in Town Square, 77% wanted a supermarket and many asked for a bakery. Others saw a need for a bowling alley, facilities for young people, an exhibition space, some flats and town houses, a soft play area for small children. 'Create a mini Covent Garden' was one comment.

The results of the survey have been sent to Stratford District Council, whose west area planning committee will be considering the development proposals on 8th February.

The responses showed the following:

91% of respondents had seen the proposals for Town Square

86% would like to see changes to the proposals

84% disagreed with the inclusion of a 910 seat cinema

74% would prefer no cinema at all in Town Square

43% would prefer a smaller cinema

79% felt the size and scale of the proposed developments did not fit in with the historic surroundings

69% did not like the mix of cinema, restaurants and small shops

73% did not think the proposals would attract more trade.

79% thought the proposals did not fulfill the long-term vision for Stratford.

75% would prefer a modest development until a better solution could be found.

Respondents would like to see the following mix in Town Square:

More up market shops: 77%

A small supermarket: 77%

More entertainment facilities: 57%

More restaurants/cafes: 74%

Of the many additional comments the ones that recurred most frequently were:

The present cinema, if refurbished, would be adequate for the town's population.

Create a pleasant area for people to meet

Roof the site to make a all-weather complex

The proposals will take trade from other businesses

Make it a good fresh food centre

Include a baker

SDC should consider the local community not just visitors

Add a bowling alley/ice rink

Add some residential units

Consider facilities for young people

Provide an exhibition centre/museum

Include a soft play area for small children