

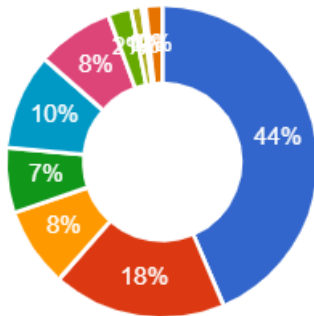
Marlborough Town Centre Survey

▶ Thank you for giving us some of your time. Please tell us a little about yourself: 🗨️ Total Responses: 0

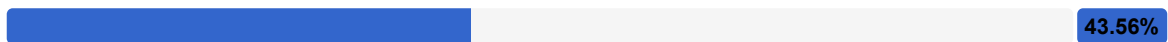
▶ Question 1 of 10: about you

🗨️ Total Responses: 714

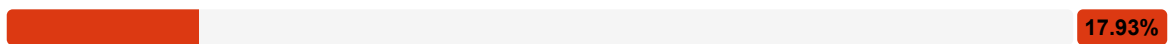
Tick as many boxes that you feel apply to best describe you in terms of your interest in Marlborough Town Centre



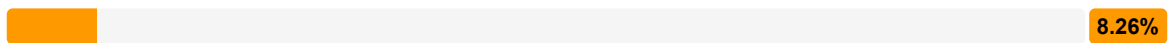
I live in Marlborough (43.56% / 311 votes)



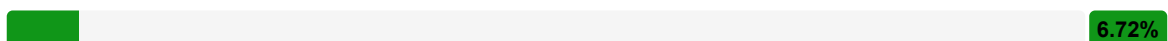
I live near Marlborough (17.93% / 128 votes)



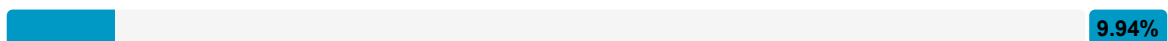
I visit people who live in Marlborough (8.26% / 59 votes)



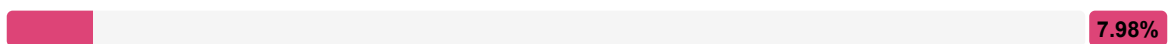
I visit Marlborough as a destination (or have in the past) (6.72% / 48 votes)



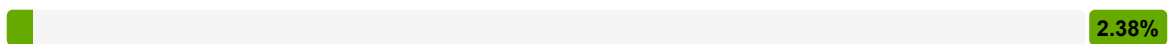
I work in Marlborough (9.94% / 71 votes)



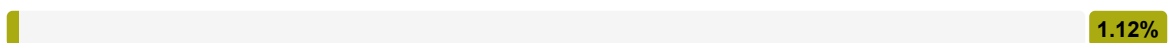
I am a student in Marlborough (7.98% / 57 votes)



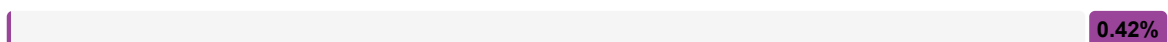
I own a business in Marlborough (2.38% / 17 votes)



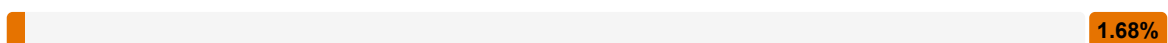
I am considering moving to Marlborough (1.12% / 8 votes)



I am considering visiting Marlborough (0.42% / 3 votes)

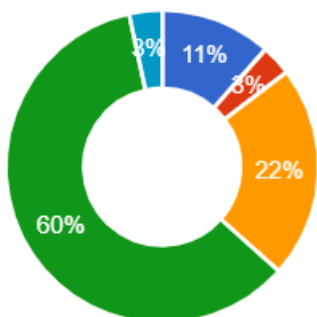


Other (1.68% / 12 votes)

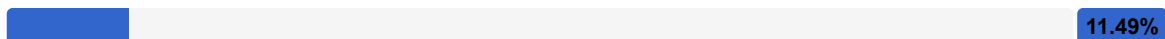


▶ Question 2 of 10: your age

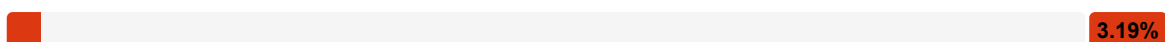
🗨 Total Responses: 470



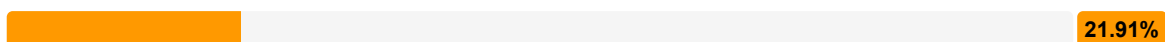
Under 18 (11.49% / 54 votes)



18-30 (3.19% / 15 votes)



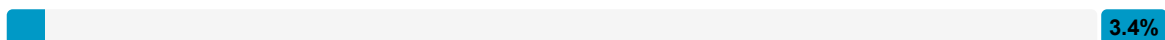
31-50 (21.91% / 103 votes)



Over 50 (60% / 282 votes)



Prefer not to say (3.4% / 16 votes)



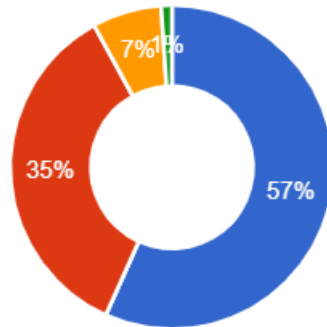
▶ WHY MARLBOROUGH?

🗨 Total Responses: 0

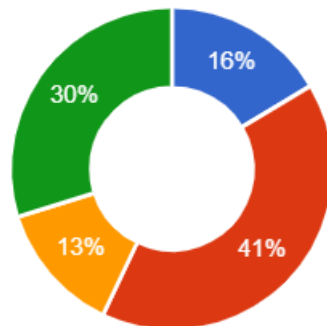
It goes without saying that the Town Council is really proud of Marlborough and believes it has many strong points. However what residents, workers, students and visitors think is far more important to us!

We would really value YOUR opinion about what you love: the things that you believe make Marlborough unique and attractive. Please tick which you think is most true, answering as many or as few as you feel appropriate.

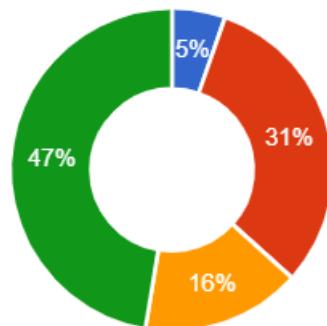
Location - Marlborough is a great base to access heritage sites and the North Wessex Downs Area of Outstanding Natural Beauty



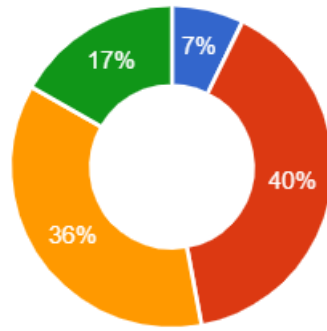
Access - it is easy to travel to Marlborough



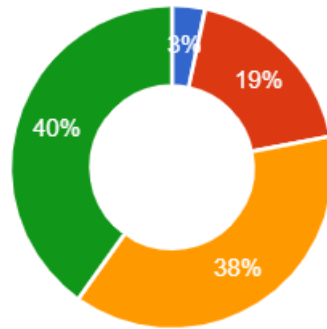
Parking - It is easy to park in Marlborough



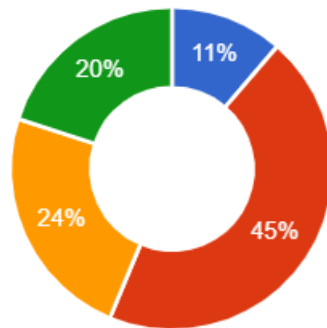
Information - There is clear and prominent signposting



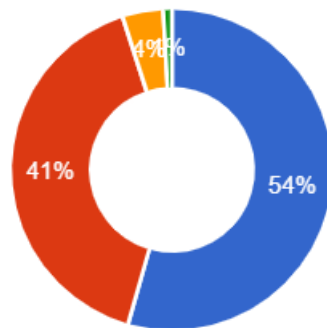
Information - there is a visible and accessible visitor information centre



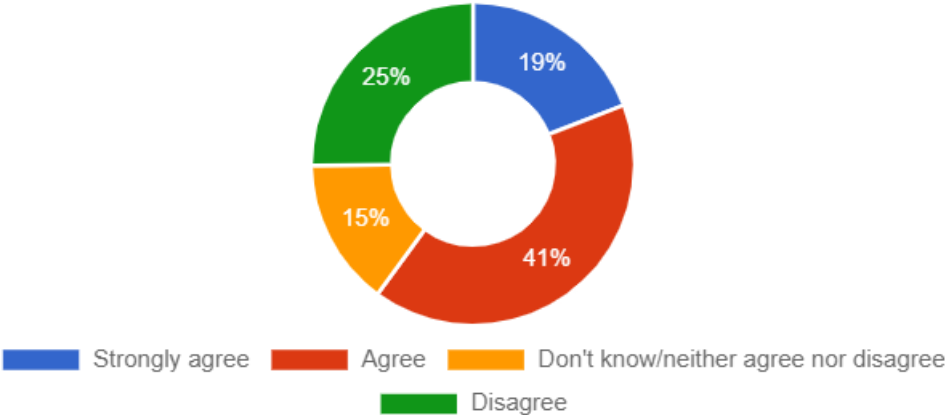
Visitor attractions - Marlborough town centre has plenty of interesting visitor destinations



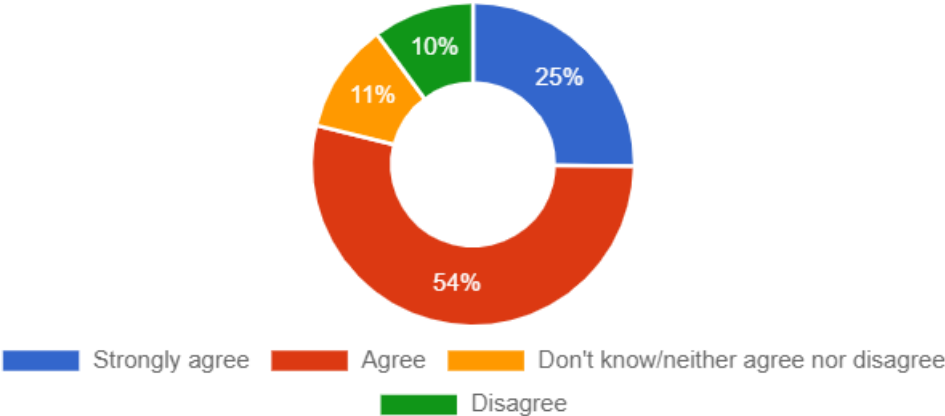
Historic Architecture - Marlborough has beautiful buildings



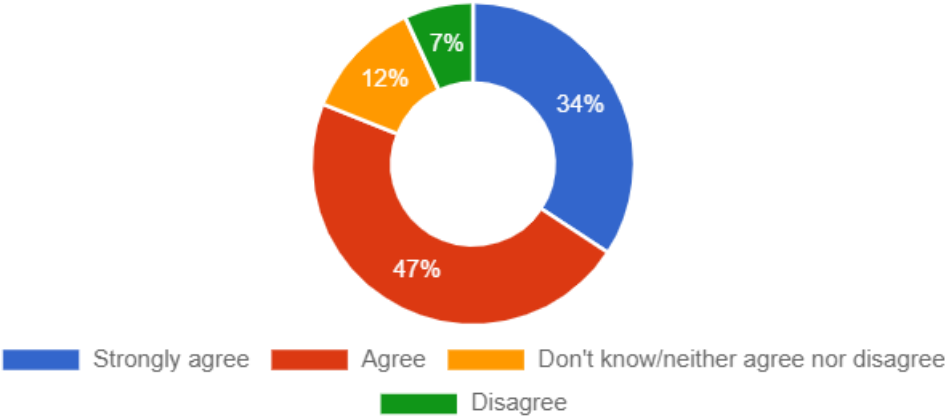
Environment - it is pleasant to visit Marlborough (traffic, air quality, pedestrian access)



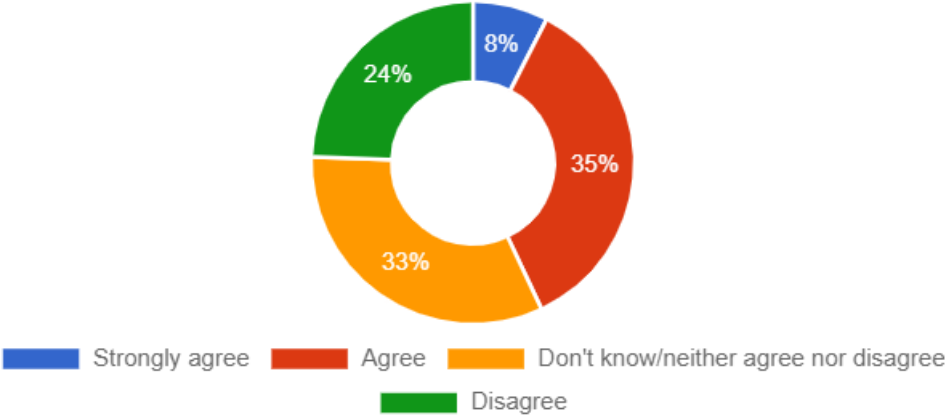
Green space - there are great open spaces, parks, play areas and easy access to the river



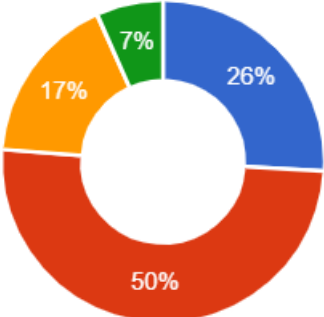
Atmosphere - Marlborough has a vibrant feel during the day



Atmosphere - Marlborough has a vibrant feel by night



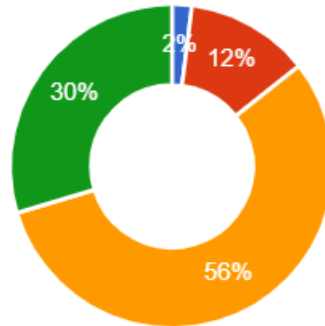
There is a strong cultural scene - arts, music, theatre, cinema, literature, festivals



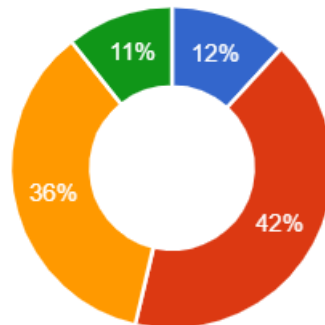
Strongly agree Agree Don't know/neither agree nor disagree Disagree

A few more questions on the same theme

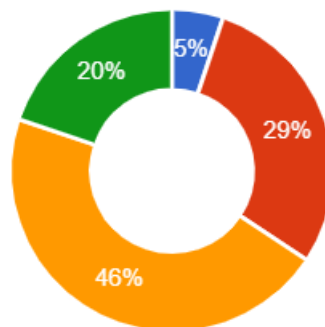
Accessibility - Marlborough is well set up for people with disabilities



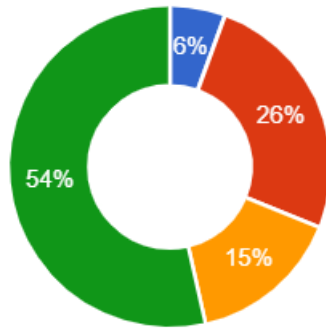
Children - Marlborough is very family friendly



Sustainability - Marlborough is very 'green'

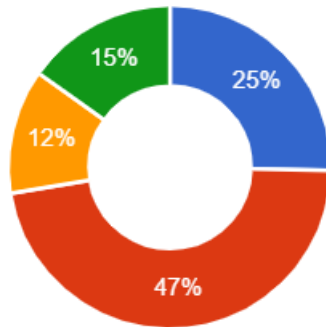


Range - I can get everything I need in Marlborough



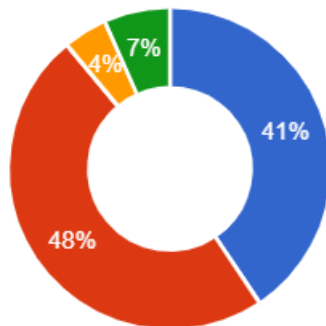
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Range - Marlborough has a great selection of independent traders



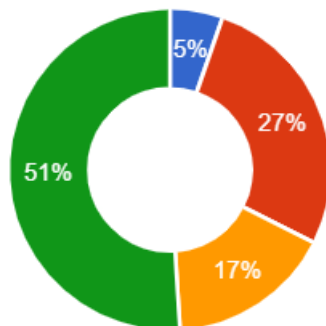
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Range - Marlborough has a wide variety of hospitality (food/drink) outlets



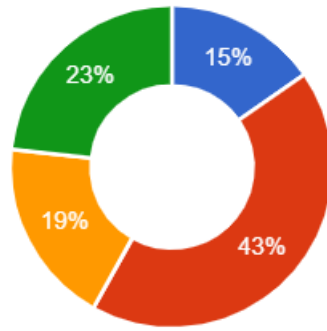
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Cost - there are shops to suit all levels of income



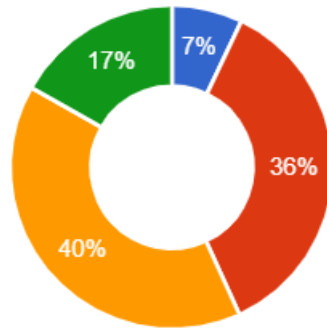
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Markets - Marlborough has great street markets



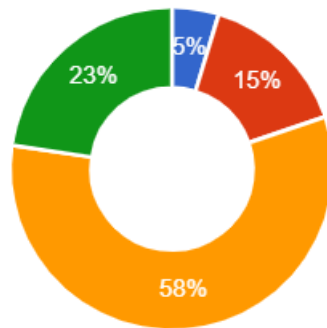
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Staying here - Marlborough has a good range of hotels and bed & breakfast accommodation



Strongly agree Agree Don't know/neither agree nor disagree Disagree

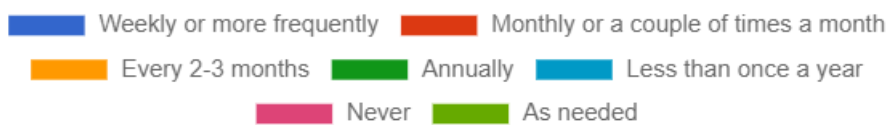
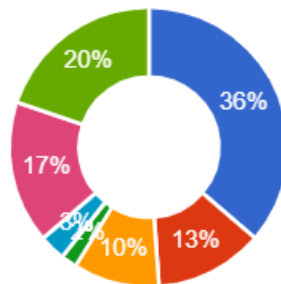
Staying here - Marlborough has good camping/camper van facilities



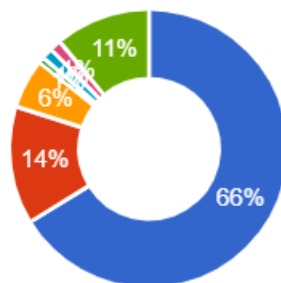
Strongly agree Agree Don't know/neither agree nor disagree Disagree

Thank you so much for your responses so far, and for letting us know what you like about the town centre. Now, please tell us how often you visit for the following activities:

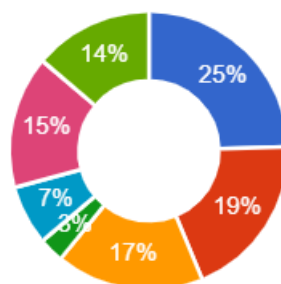
A nice day out



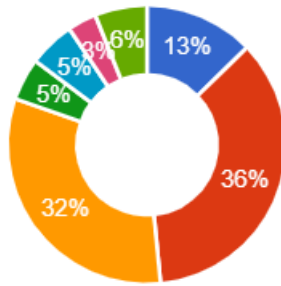
Shopping



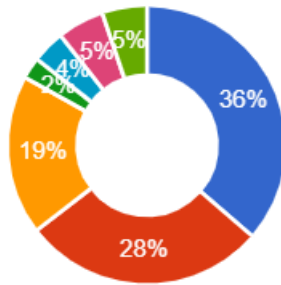
Market



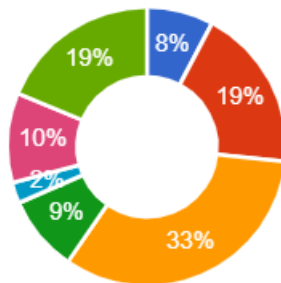
Eating out



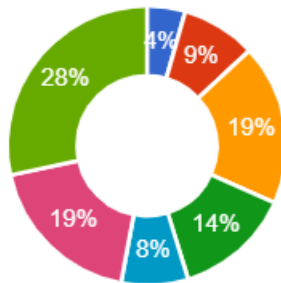
Coffee/pubs



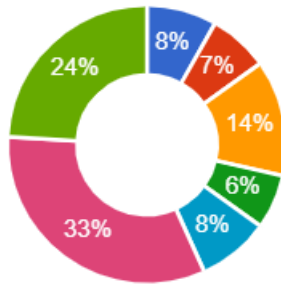
Personal (dentist, health, optician, hair, wellbeing, beauty, therapy)



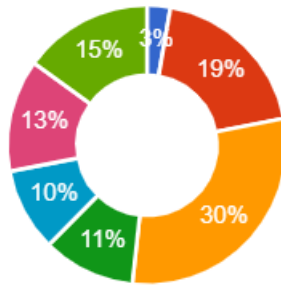
Services or business (e.g. car repair, accountant, dry cleaning)



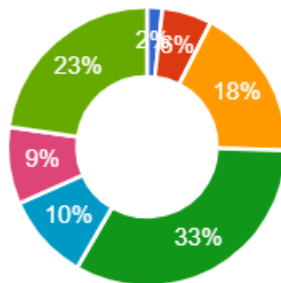
Activities for families and children



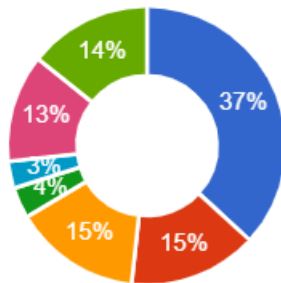
Arts, music, culture (e.g. concerts, theatre, exhibitions)



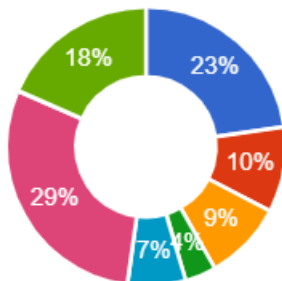
Events (e.g. Horse Trials, LitFest, Mop Fairs, Christmas Lights)



Outdoor pursuits (playgrounds, green spaces, walking)

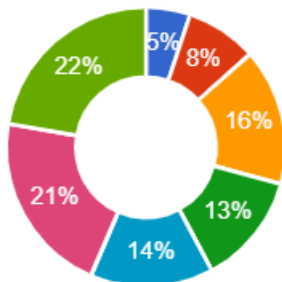


Sports/leisure centre/fitness



Weekly or more frequently Monthly or a couple of times a month
Every 2-3 months Annually Less than once a year
Never As needed

Heritage (e.g. historical buildings)



Weekly or more frequently Monthly or a couple of times a month
Every 2-3 months Annually Less than once a year
Never As needed

► IMPROVING YOUR EXPERIENCE

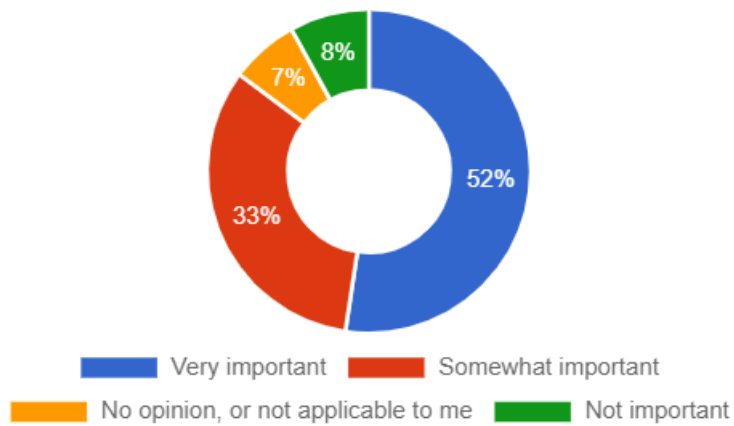
🗨 Total Responses: 0

Your opinions will really help us. Thank you for sharing your thoughts so far.

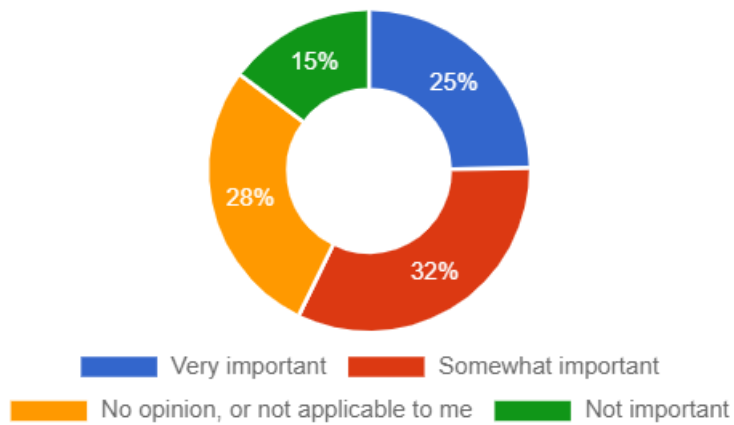
In questions 6 to 7 we'd like to explore whether there are opportunities to make your experience of Marlborough town centre even better, or encourage you to use it even more

Please let us know whether there is anything that is really important to you, and which would make a real difference to whether and how often you visit the town centre

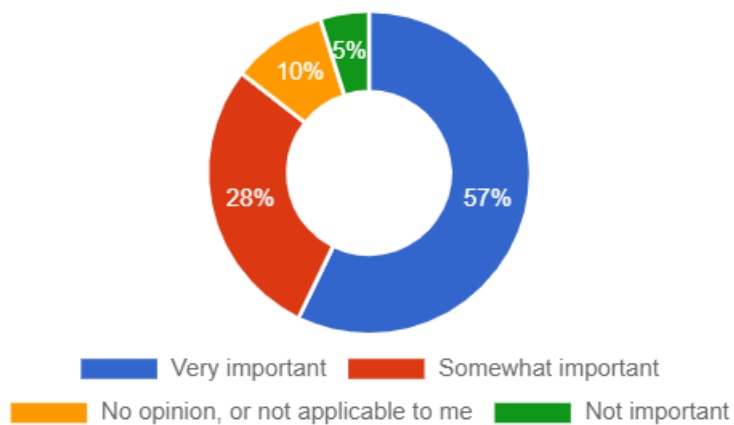
A safer environment for pedestrians



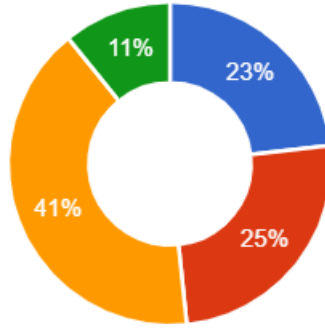
A safer environment for cyclists



Cleaner air quality

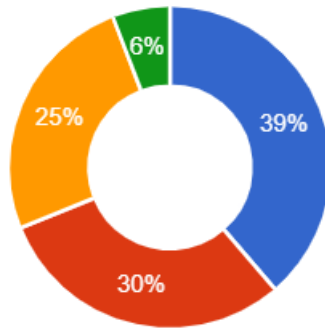


Easy access to electric vehicle charger points



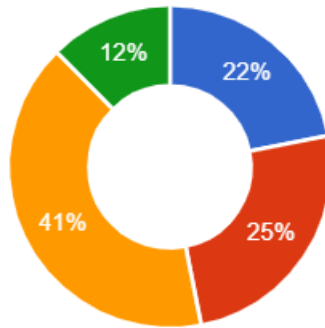
Very important Somewhat important
No opinion, or not applicable to me Not important

Easy access to long stay parking



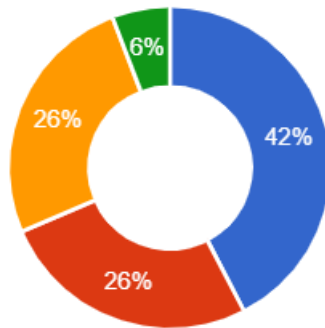
Very important Somewhat important
No opinion, or not applicable to me Not important

Easy access to secure cycle racks



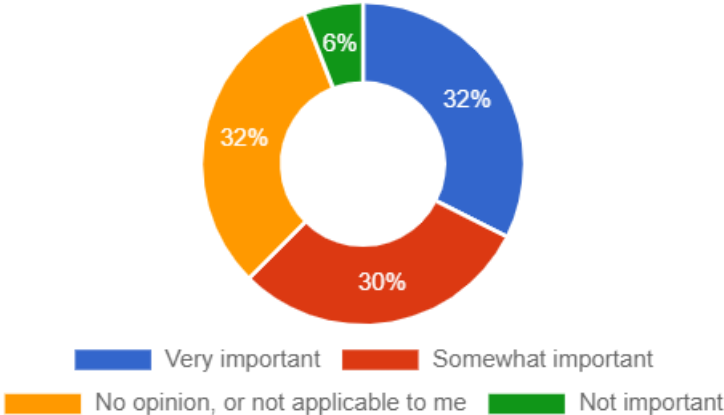
Very important Somewhat important
No opinion, or not applicable to me Not important

Easier access to the town centre via public transport

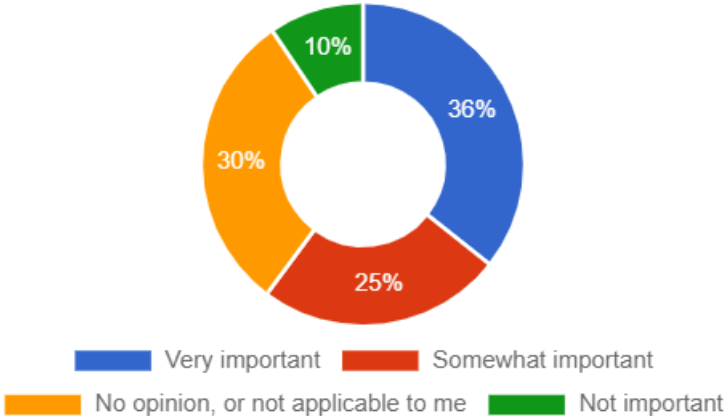


Very important Somewhat important
No opinion, or not applicable to me Not important

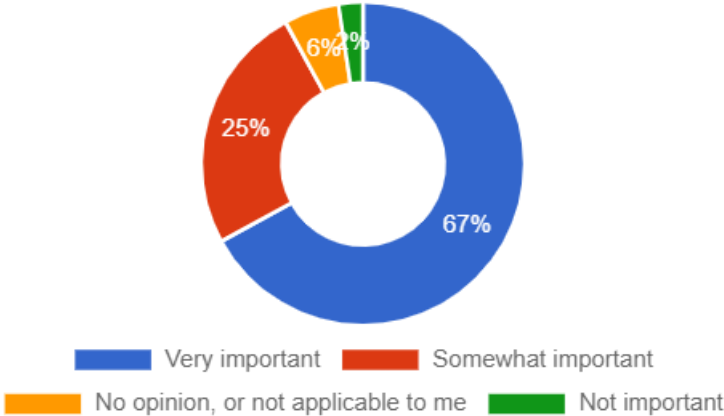
Improved accessibility (e.g. access to disabled toilets/hoists, more ramps fewer steps)



Dedicated parking for residents



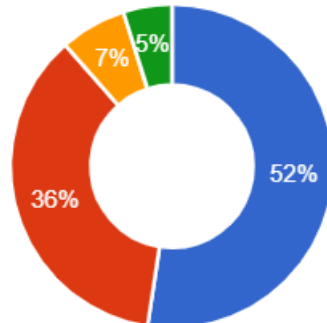
Smoother traffic flows



You're close to the end so please keep going!

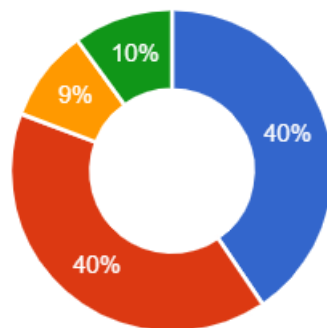
What would make a real difference to YOU, and for residents, businesses or visitors in the next few years?

Improved street scene - e.g. landscaping, pedestrian space, seating, signage, cleanliness etc



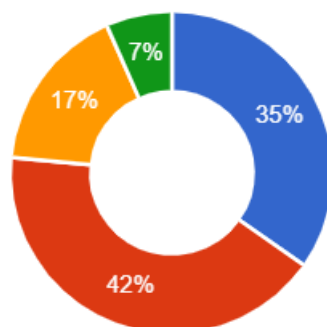
Very important Somewhat important
No opinion or not applicable Not important

Flexible use of public spaces (e.g. street food, pop-ups, impromptu entertainment)



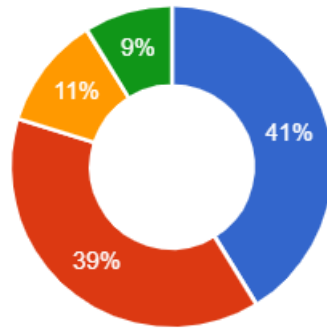
Very important Somewhat important
No opinion or not applicable Not important

Make more of, and/or improve access to, the river Kennet



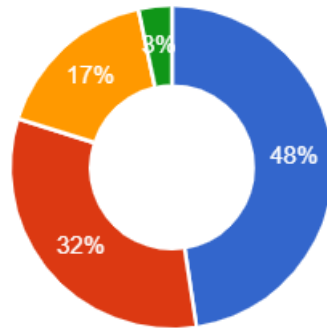
Very important Somewhat important
No opinion or not applicable Not important

A larger, more diverse market



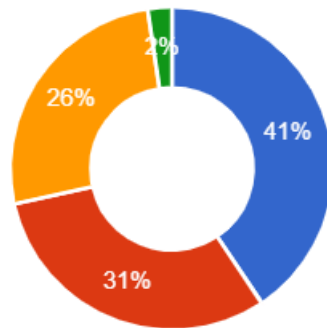
Very important Somewhat important
No opinion or not applicable Not important

More opportunity for business start-ups - e.g. low rent spaces for short periods, pop-up spaces or market space



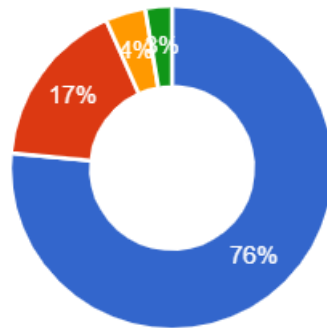
Very important Somewhat important
No opinion or not applicable Not important

More support to businesses (e.g. access to grant funding)



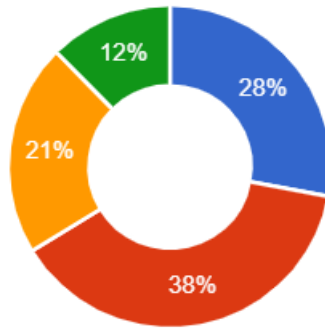
Very important Somewhat important
No opinion or not applicable Not important

Improved traffic flows leading to less congestion



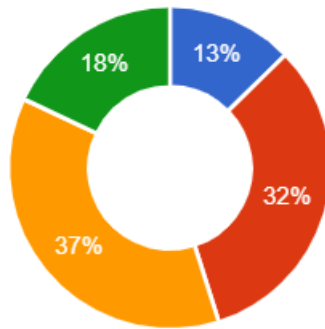
Very important Somewhat important
No opinion or not applicable Not important

Better opportunities for sustainable tourism - e.g. shuttle bus to world heritage sites



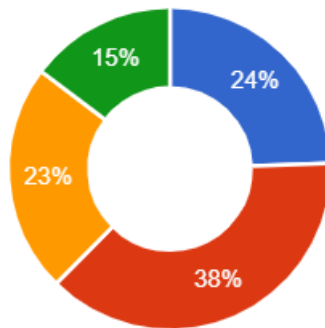
Very important Somewhat important
No opinion or not applicable Not important

Organised cycle or walking tours



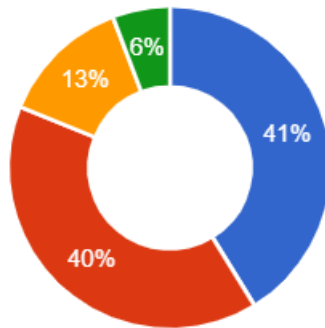
Very important Somewhat important
No opinion or not applicable Not important

Water refill stations



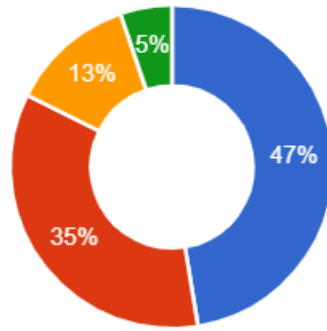
Very important Somewhat important
No opinion or not applicable Not important

Improved recycling bins



Very important Somewhat important
No opinion or not applicable Not important

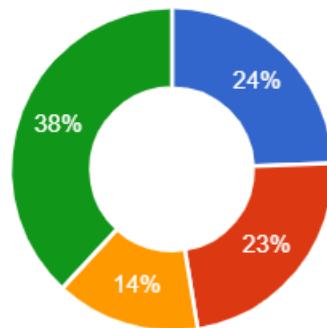
A more general focus on sustainability and environment



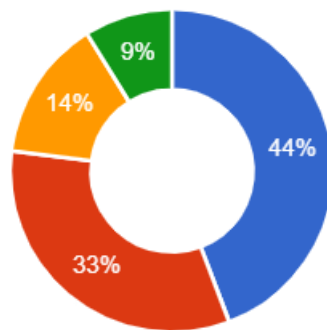
Very important Somewhat important
No opinion or not applicable Not important

On the same theme of what might make a real difference in the next few years, we'd like your thoughts on cars and parking

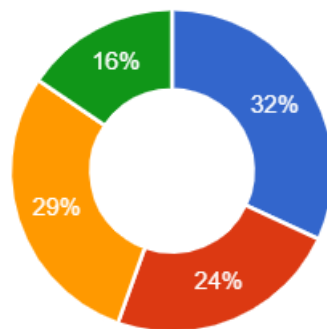
Fewer cars parked on the High Street



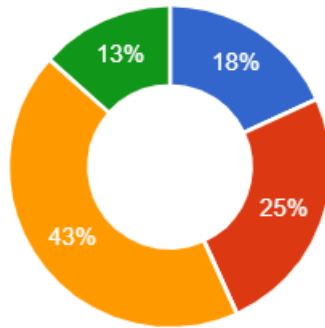
Improved access to long stay parking near the High Street



Dedicated 'residents only' parking

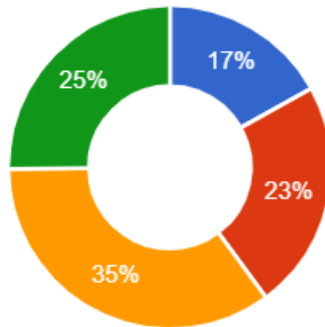


More disabled parking bays



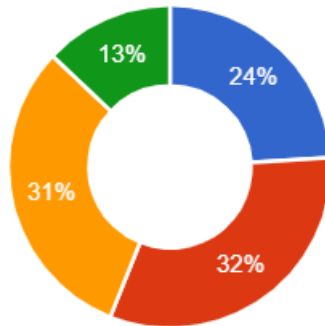
Very important Somewhat important
No opinion or not applicable Not important

EV (electric vehicle) charging posts on the High Street



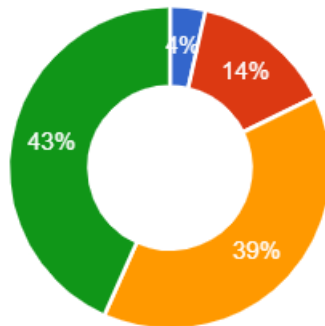
Very important Somewhat important
No opinion or not applicable Not important

EV charging posts near the High Street



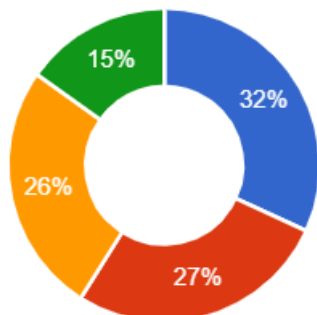
Very important Somewhat important
No opinion or not applicable Not important

Camper van parking near the High Street

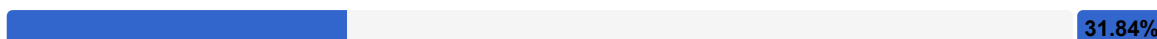


Very important Somewhat important
No opinion or not applicable Not important

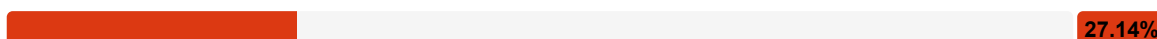
Thank you for helping us understand how we might enhance our town centre for the future. We'd like to know whether you believe any of the following would be barriers to making improvements - and if we've missed something, please use the last box to tell us what that is



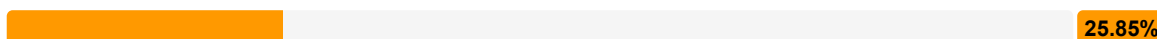
Complacency (lack of action) (31.84% / 271 votes)



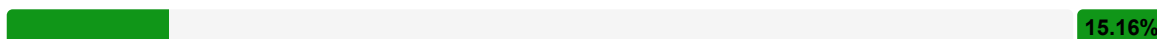
The cost of living crisis (27.14% / 231 votes)



The cost of doing business in Marlborough (25.85% / 220 votes)



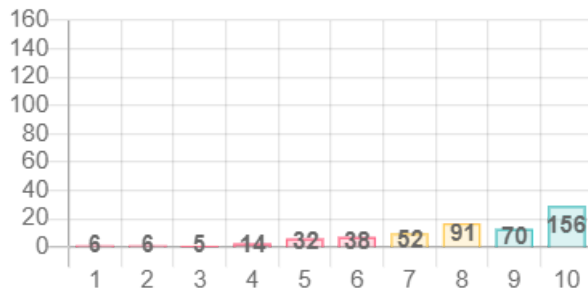
Difficulty in recruiting people to work in the town centre (15.16% / 129 votes)



Username	Answer
Guest	Lack of by pass/alternative route for through traffic to avoid High St. The surrounding countryside being AONB really restricts Marlboroughs ability to expand the towns faclities. Sports facilities for example if only there was a way the town could move this slightly out of town - similar to Wootten Bassetts spots ground. Marlborough Common cannot be the answer for everything!
Guest	A better system of communication. One that responds at all would be good.
Guest	don;t knwo
Guest	Always putting cars first
Guest	Ignoring local opinion
Guest	All of the above
Guest	It doesn't matter what the town council do it will be down to the county council in the end
Guest	Failure to address the environmental/health/financial impact of Marlborough's traffic problem.
Guest	Difficult to reduce traffic through town

► And finally.... How likely is it that you would recommend Marlborough Town Centre as a place to visit?

🗨️ Total Responses: 470



Net Promoter Score: 27

48% promoters - 21% detractors

► A note on traffic

🗨️ Total Responses: 0

From time to time there are funding opportunities available to help local councils support town centres, and your answers to this survey will help us tap into that so it can be spent where there will be most benefit.

We aren't ignoring the fact that traffic and congestion can be an issue: the Town Council is interested in creating a traffic plan as a separate piece of work, and any future traffic plan will be coupled with the ideas generated by this survey.