



# Royal Leamington Spa Town Centre Vision Engagement Survey

## Report of results

produced by Business Intelligence

June 2024



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## 1. Executive Summary

There were 435 responses received to the main survey and 12 received to the child friendly survey.

### Respondent profile

- Respondent characteristics were generally representative of the population of Warwick District but respondents under the age of 25 were underrepresented.
- The majority of respondents (71.7%) were local residents who live in Leamington Spa, a further 16.3% visit Leamington Spa, for example to use the town centre services and facilities such as shopping, hospitality, entertainment or visitor attractions.
- Five respondents submitted a formal response on behalf of a business or organisation.

### Travel choices

- The most common modes of transport used frequently (once a week or more) to travel to Leamington Spa town centre were walk/run (47.4%, 212 respondents) and car or van (40.3%, 180 respondents).
- Local residents who live in Leamington Spa and students were more likely to frequently walk/run to Leamington Spa town centre (62.5% and 100% respectively compared to 47.4% for all respondents).
- In response to “If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?”, ‘On-street free parking in a time restricted area’ was the option selected by the highest number of respondents (n=165). This was followed by ‘On street using Pay and Display’ (n=144) and ‘In a short stay car park where you are required to pay (n=130).
- Respondents were asked “If all options were available, how would you prefer to travel to Leamington Spa town centre?” and could choose three options. Respondents were most likely to select ‘Car or Van’ (65.6%); ‘Walk/run’ (64.9%); ‘Public bus’ (48.8%) and Cycle (46.1%).

### The People's Spa - A Draft Vision for Royal Leamington Spa Town Centre

- The majority of respondents (77.7%) to the main survey either strongly agreed or agreed when asked “To what extent do you agree or disagree with the new vision for Leamington town centre above?”
- Respondents to the child friendly survey were asked “Do you like the new Vision for Leamington town centre?”, 58.3% respondents answered ‘Yes’.
- Respondents to both surveys were asked “To what extent do you agree or disagree with each of the key themes of the new vision?”. The majority of respondents either Strongly Agreed or Agreed with each of the themes: Healthy People – 81.4%; Healthy Place - 83.0%; and Healthy Planet – 79.2%.
- Respondents were also asked “Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision?”. Issues

that the highest number of respondents thought were either 'Very Important' or 'Important' were 'Supporting/ encouraging businesses' (94.5%, n=424), 'Conserving historic character of Leamington's buildings and places' (89.7%, n=401) and 'Air quality/pollution' (87.7%, n=392). Issues that the highest number of respondents thought were either 'Of little importance' or 'Not at all important' were 'Creating new homes / improving affordability of housing' (25.1%, n=112) and 'Reducing the dominance of vehicles in the town centre' (20.1%, n=90).

- When asked to suggest other issues or comments on issues transport and pedestrianisation of the parade were frequently mentioned. Issues arising not presented in the list of issues provided included improvements to retail outlets, accessibility for people with disabilities and the elderly; improvements to public transport; increasing the number of indoor spaces and entertainment particularly for young people; improvements to public realm including the state of pavements, litter, and safety; addressing homelessness; and impact of out-of-town developments on the town centre.

### Views on the vision

- When asked what they like about the vision, there were a high number of respondents providing support for pedestrianisation of the parade or reduction of traffic. Other standout subthemes were general support of the vision; support for the climate objectives; and respondents highlighting that a focus is needed on both health and on residents and community with respondents praising the vision for demonstrating the need for these.
- When asked what they disliked about the vision, the highest occurring theme was the need for clarity and specific detail of plan, with a frequent number of respondents using the term 'vague'. Alongside this, the most prevalent subthemes were 'don't dislike the vision', with many commenting that they disliked 'nothing' from the vision but also general criticism or dislike of the vision or document. Also, many respondents used this question to voice their opinion that they don't support pedestrianisation of the parade or reduction of traffic.
- When asked if anything was missing from the vision, respondents again used this particular question to express that they felt there is a need for clarity and specific detail of plan. This was the most frequent response to this question by some margin.

### Other engagement results: Comment cards

- 80 comment cards were completed at three drop-in events held between 26th April and 28th May 2024.
- The most frequent comments related to pedestrianising the Parade and/or town centre with most of these supporting pedestrianisation; encouraging and attracting businesses into Leamington Spa, particularly retail; and a call for more spaces for use by the public to meet, hold community activities and play.

## Other engagement results: Dot voting

- Dot voting was all used to collect views on the proposed Vision for Leamington Spa at the three drop-in events held between 26th April and 28th May 2024 as a complimentary exercise to the comment cards.
- The majority of dots used were green dots to indicate the participant liked the statements presented. The statements with the greatest number of dots were:
  - Create a child-friendly town centre with opportunities for incidental play (85 dots, 98.8% green, 1.2% yellow).
  - Re-purpose vacant shops and vacant space on upper floors (79 dots, 62.0% green, 30.4% yellow, 7.6% red).
  - Improve the physical health and wellbeing for everyone by reducing traffic in the town centre and encouraging more walking and cycling. This will improve physical health, improve air quality and improve safety (76 dots, 94.7% green, 5.3% yellow).
- The statements with the highest proportion of red dots, indicating dislike for the statement, were:
  - Improve town centre safety with more “eyes on the street” and more activity and natural surveillance (29.4% red).
  - Strengthen leisure and its connections to health and wellbeing and culture– more hotels, spas (29.4% red).
  - Improve connections between people and nature (18.0% red).
  - Support flexible workspace and a greater range of workspaces in the town centre (17.1% red).

## 2. Background

Leamington Transformation Board (consisting of Warwickshire County Council, Warwick District Council and Royal Leamington Spa Town Council) with consultants, LDA Design, and a Core Advisory Group of key stakeholders, have been working together on a new vision for Leamington town centre.

The draft emerging vision is: **The People's Spa – a vision for Royal Leamington Spa Town Centre 2024-2034**. The People's Spa stands for:

- **Healthy People:** Improving the health and wellbeing of the people of Leamington and everyone who visits and works in the town.
- **Healthy Place:** Ensuring that Leamington, remains one of England's finest town centres long into the future.
- **Healthy Planet:** Making sure that Leamington is always looking after the Planet.

An engagement exercise was designed to gather views on the emerging vision for Leamington town centre; and understand respondents' ambitions for Leamington and how they think it should develop in the future.

## 3. Method

A public online survey hosted using the Citizen Space platform, Ask Warwickshire ([www.warwickshire.gov.uk/ask](http://www.warwickshire.gov.uk/ask)) was open from 26<sup>th</sup> April 2024 until 28<sup>th</sup> May 2024. There was an option to request a paper version of the survey, or the survey in an alternative format and people were also able to respond directly via email.

In addition to the main public survey a child friendly version was also developed with similar questions. This was promoted through Child Friendly Warwickshire and was available on Ask Warwickshire over the same dates.

### Promotion of engagement survey

A range of promotional activities took place to encourage participation in the engagement survey. Table 1 shows a summary of these including targeting engagement with groups that may be underrepresented. Response rates were monitored throughout the open survey period to inform promotion.

**Table 1 – Communication and information channels for promotion of survey.**

<b>Channel</b>	<b>Detail</b>
<b>Ask Warwickshire (www.warwickshire.gov.uk/ask)</b>	<ul style="list-style-type: none"> <li>- Leamington Vision survey published 26/04/24 - 28/05/24.</li> <li>- Child Friendly survey published 29/04/24 - 28/05/24.</li> <li>- QR code for direct link to surveys on publicity materials (exhibition boards, leaflets, Child Friendly Warwickshire (CFW) social media posts).</li> </ul>
<b>Email (outbound information and requests for circulation)</b>	<ul style="list-style-type: none"> <li>- Emails to Core Advisory Group (key stakeholders including BID Leamington, WCAVA, 1 Mill Street, Leamington Society etc, CFW) to help publicise Ask Warwickshire survey.</li> <li>- Emails to LTB members to raise awareness of survey.</li> <li>- Flyer produced with details of all events/exhibitions.</li> </ul>
<b>Email (inbound)</b>	<ul style="list-style-type: none"> <li>- Leamington Society asked for text to include in social media posts, newsletter - text supplied.</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>- Several WCC social media posts on Facebook and X/Twitter</li> <li>- Several CFW Instagram posts encouraging responses.</li> <li>- CFW raised awareness in communications to local schools</li> </ul>
<b>Newsletters</b>	<ul style="list-style-type: none"> <li>- Survey &amp; events highlighted in WDC weekly newsletter.</li> <li>- Survey highlighted in WCAVA monthly newsletter.</li> <li>- Articles on Leamington Transformation, youth engagement, drop in events and the survey in WCC Warwickshire Means Business (March, April, May editions)</li> </ul>
<b>Media relations</b>	<ul style="list-style-type: none"> <li>- Press release issued</li> </ul>
<b>Paper Surveys</b>	<ul style="list-style-type: none"> <li>- Option to request a paper copy of the survey - none requested.</li> <li>- Paper copies of survey available at Leamington library</li> <li>- none completed.</li> </ul>
<b>Verbal briefings</b>	<ul style="list-style-type: none"> <li>- Verbal briefing of LTB members</li> </ul>

### Analysis

Descriptive analysis of quantitative data is presented in tables and figures. Where relevant, sub-groups analysis is presented.

[Appendix 1](#) – engagement survey.

## 4. Survey results

There were 435 responses received to the main survey and 12 received to the child friendly survey. There were no paper copies requested.

### 4.1 Respondent Profile

The characteristics of respondents completing both surveys are summarised in Table 2. The questions on long standing disability and sexuality were not asked in the child friendly version of the survey. Demographic data is also provided for Warwick District as a benchmark. Although survey respondents living outside of Warwick District could reply the majority were residents in the district so the data provides an indicator of which populations may be under or over-represented in the survey responses. The most notable under-representation is from respondents under the age of 25.

**Table 2 – Characteristics of respondents (n=447)**

		Count	%	Warwick District <sup>1</sup>
<b>Gender</b>	Female	222	49.7%	50.2%
	Male	169	37.8%	49.8%
	Non-binary / agender / gender-fluid	0	0.0%	-
	Prefer not to say	26	5.8%	-
	Not answered	30	6.7%	-
<b>Age in years</b>	Under 18	4	0.9%	19.2%
	18 – 24	7	1.6%	10.8%
	25 - 39	107	23.9%	19.9%
	40 – 49	91	20.4%	12.7%
	50 – 59	74	16.6%	13.0%
	60 – 64	42	9.4%	5.5%
	65 – 74	38	8.5%	9.3%
	75 +	32	7.2%	9.6%
	Prefer not to say	28	6.3%	-
	Not answered	24	5.4%	-
<b>Long standing illness or disability</b>	Yes	45	10.3%	15.2%
	No	335	77.0%	84.8%
	Prefer not to say	29	6.7%	-
	Not answered	26	5.98%	-
<b>Ethnicity</b>	White British	321	71.8%	75.9%
	White Irish	3	0.7%	1.4%
	Gypsy, Romani or Traveller	0	0.0%	0.1%
	Other White background	30	6.7%	7.1%
	Mixed - Black Caribbean and White	2	0.4%	0.8%
	Mixed - Black African and White	0	0.0%	0.3%
	Mixed – Asian and White	2	0.4%	1.2%
	Other mixed background	6	1.3%	0.8%



	Asian or Asian British - Pakistani	1	0.2%	0.6%
	Asian or Asian British - Bangladeshi	1	0.2%	0.1%
	Asian or Asian British - Indian	7	1.6%	6.8%
	Asian or Asian British - Chinese	1	0.2%	1.0%
	Other Asian background	2	0.4%	1.2%
	Black or Black British - African	2	0.4%	0.7%
	Black or Black British - Caribbean	1	0.2%	0.3%
	Other Black background	0	0.0%	0.1%
	Arab	2	0.4%	0.2%
	Other ethnic group	0	0.0%	1.4%
	Prefer not to say	38	8.5%	-
	Not answered	28	6.3%	-
<b>Religion</b>	Buddhism	2	0.4%	0.4%
	Christianity	133	29.8%	44.6%
	Hinduism	1	0.2%	2.5%
	Islam	5	1.1%	1.5%
	Judaism	3	0.7%	0.2%
	Sikhism	4	0.9%	4.2%
	Spiritualism	7	1.6%	-
	Other religion or belief	7	1.6%	0.5%
	No religion or belief	204	45.6%	40.0%
	Prefer not to say	52	11.6%	-
	Not answered	29	6.5%	6.0%
<b>Sexual orientation</b>	Heterosexual/straight	311	71.5%	89.8%
	Gay Man	13	3.0%	1.3%
	Gay woman/lesbian	1	0.2%	
	Bi/bisexual	11	2.5%	1.6%
	Asexual	3	0.7%	0.4
	Pansexual	3	0.7%	
	Other	4	0.9%	
	Prefer not to say	63	14.5%	-
	Not answered	26	6.0%	6.8%
<b>Transgender</b>	Yes	0	0.0%	-
	No	382	85.5%	-
	Prefer not to say	29	6.5%	-
	Not answered	36	8.1%	-

<sup>1</sup> Based on ONS Mid-year population estimates 2022 and Census 2021.

**‘Please tell us a little about who you are and how you use Leamington Spa town centre.’**

### **Main Survey**

Respondents were asked ‘Please tell us a little about who you are and how you use Leamington Spa town centre.’ One option could be selected with respondents being advised if more than one applied to choose the one most relevant to their response. The majority of respondents (71.7%, n=312) selected ‘I am a local resident who lives in Leamington Spa’ (Table 3).

**Table 3 – Responses to “Please tell us a little about who you are and how you use Leamington Spa town centre.”**

Response	Count	%
I am a local resident who lives in Leamington Spa	312	71.7%
I am a student in or near to Leamington Spa	1	0.2%
I am an elected member of a council or Parliament (including parish and town councils)	2	0.5%
I am providing a response on behalf of an organisation	2	0.5%
I am responding on behalf of a business based in Leamington Spa	11	2.5%
I visit Leamington Spa, for example to use the town centre services and facilities such as shopping, hospitality, entertainment or visitor attractions	71	16.3%
I work in or near to Leamington Spa	23	5.3%
Other	12	0.2%
Not Answered	1	2.8%
<b>Total</b>	<b>435</b>	<b>100%</b>

Those responding ‘Other’ included those who had multiple reasons such as both living and working in Leamington Spa, residents living locally but not in Leamington Spa and people who had previously lived in Leamington Spa.

Five respondents indicated that they were submitting a formal response on behalf of a business or organisation rather than providing their own individual response. Responses were provided on behalf of:

- Computer Solutions
- Guide Dogs
- Leamington & Warwick Pickleball Club
- One Stop Party Shop
- The University of Warwick

### **Child Friendly Survey**

Respondents were asked the same question as in the main survey, but the options were slightly different to cater for a younger age group and respondents could select more than one option. All 12 respondents answered this question. Again, the majority of respondents (75.0%, n=9) selected ‘I live in Leamington’ (Table 4).

**Table 4 - Responses to “Please tell us a little about who you are and how you use Leamington Spa town centre’ (Child Friendly survey)**

Response	Count	%
I live in Leamington Spa	9	75.0%
I work in or near to Leamington Spa	1	8.3%
I am a student in or near to Leamington Spa	1	8.3%
I visit Leamington Spa, for the town centre such as for shopping, cafes, restaurants, entertainment i.e. the cinema or visitor attractions	4	33.3%
Other	0	0.0%

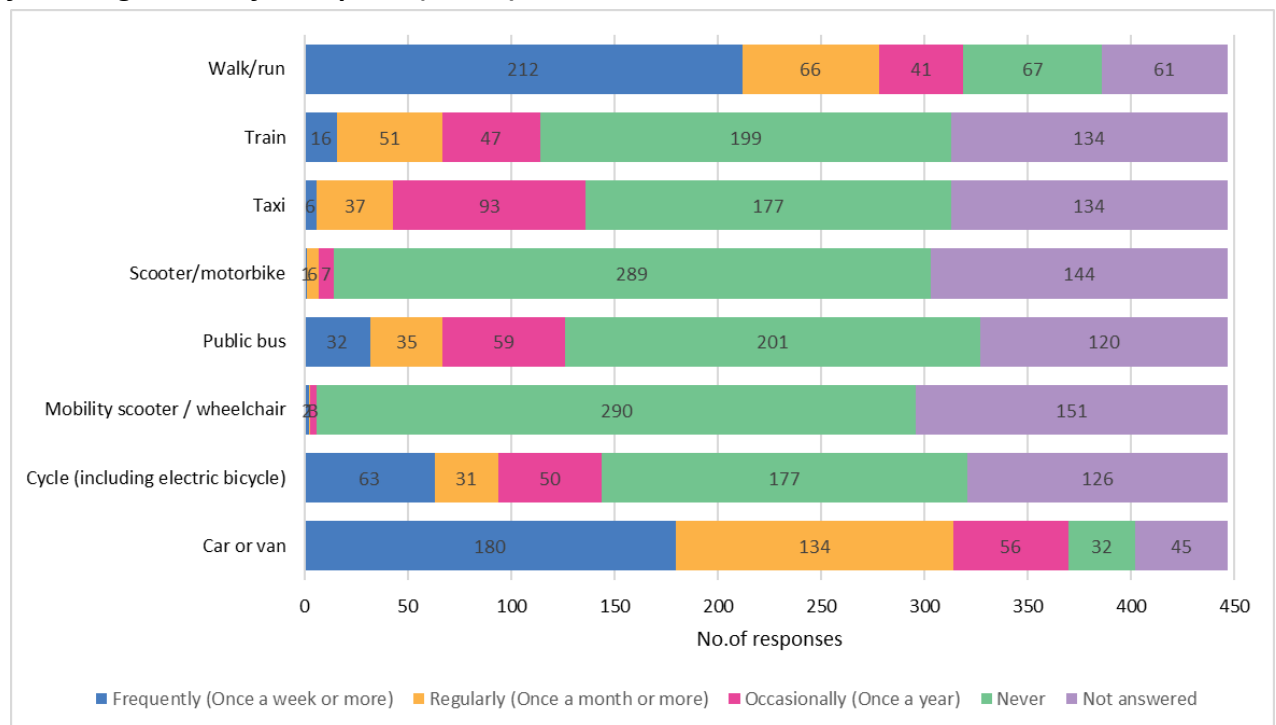
## 4.2 Travel choices

The next section of the survey asked about travel choices, and the frequency of which different modes of transport were used:

**“Typically, how frequently do you travel to Leamington Spa town centre using the following modes of transport?”**

Figure 1 summarises the responses from the main survey and the child friendly survey combined. The most common modes of transport used frequently (once a week or more) to travel to Leamington Spa town centre were walk/run (47.4%, 212 respondents) and car or van (40.3%, 180 respondents). A small number of respondents commented that they live in the town centre so don't travel to Leamington Spa town centre.

**Figure 1 - Typically, how frequently do you travel to Leamington Spa town centre using the following modes of transport? (n=447)**



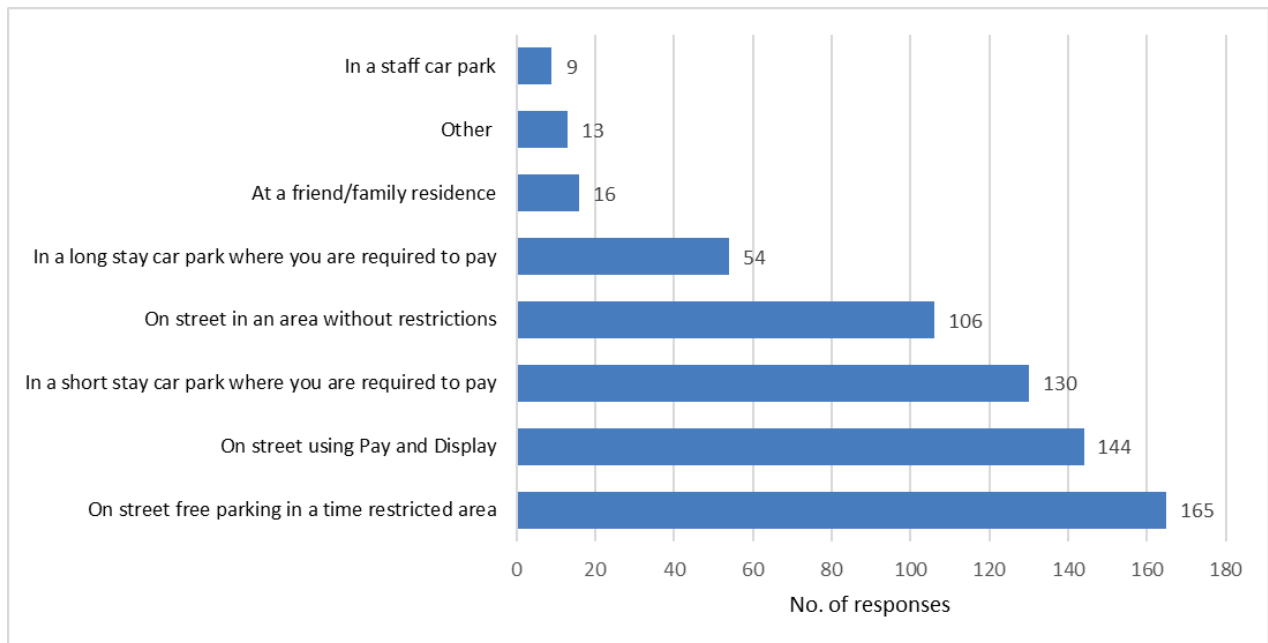
Looking at responses by respondent type, local residents who live in Leamington Spa and students were more likely to frequently walk/run to Leamington Spa town centre (62.5% and 100% respectively compared to 47.4% for all respondents). In addition, those working in or near to Leamington Spa were more likely to frequently use a public bus to travel to Leamington Spa town centre (13.0% compared to 7.1% for all respondents); and local residents who live in Leamington Spa were slightly more likely to frequently cycle to Leamington Spa town centre (17.0% compared to 14.1% for all respondents). Visitors were more likely to frequently or regularly use a car or van (36.6% and 43.7% respectively), with

almost half (49.3%) saying they never cycled, never used a public bus or never walk/run; and 43.7% saying they never use a train.

**“If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?”**

Respondents to the main survey were asked “If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?”. Respondents could select more than one location; responses are shown in Figure 2. ‘On-street free parking in a time restricted area’ was the option selected by the highest number of respondents (n=165). Fifty-eight respondents selected the option ‘I don’t travel to Leamington Spa town centre by these methods’.

**Figure 2 – “If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?”**



Thirteen respondents selected ‘other’. Responses included in own residence driveway/parking space; parking space linked to residence/on street parking permit; disabled bay/Blue Badge parking; church; free car park at Victoria Park and free motorbike parks. Table 5 shows a breakdown of normal parking by respondent type.

**Table 5 - “If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?” by respondent type.**

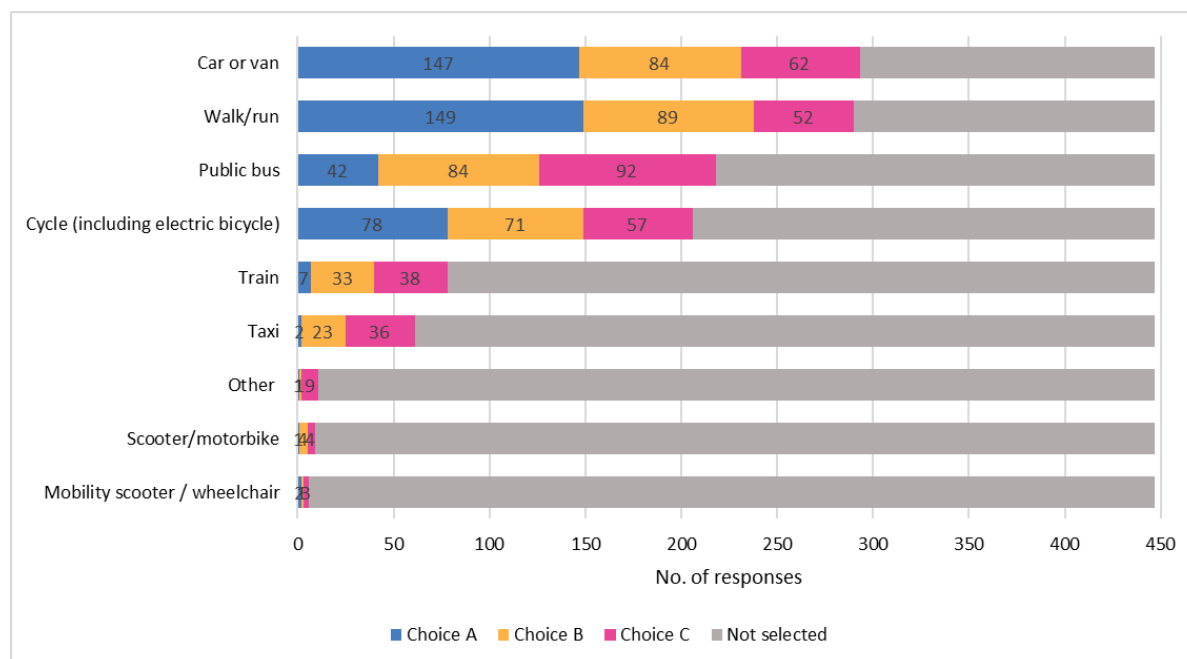
	In a short stay car park where you are required to pay	In a long stay car park where you are required to pay	In a staff car park	On street using Pay and Display	On street free parking in a time restricted area	On street in an area without restrictions	At a friend/ family residence	Other
I am a local resident who lives in Leamington Spa (n=312)	27.9%	9.3%	1.9%	35.9%	36.2%	23.4%	3.5%	3.2%
I am a student in or near to Leamington Spa (n=1)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I am an elected member of a council or Parliament (n=2)	100.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%
I am providing a response on behalf of an organisation (n=2)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I am responding on behalf of a business based in Leamington Spa (n=11)	9.1%	27.3%	9.1%	36.4%	36.4%	81.8%	0.0%	0.0%
I visit Leamington Spa, to use the town centre services and facilities (n=71)	40.8%	22.5%	0.0%	21.1%	46.5%	22.5%	0.0%	4.2%
I work in or near to Leamington Spa (n=23)	30.4%	17.4%	8.7%	26.1%	30.4%	26.1%	13.0%	0.0%
Other	33.3%	16.7%	0.0%	50.0%	66.7%	16.7%	16.7%	0.0%

**“If all options were available, how would you prefer to travel to Leamington Spa town centre?”**

Respondents to both surveys were asked how they would prefer to travel to Leamington Spa town centre and were able to choose three options; respondents were advised that the order in which these options were selected didn’t matter. Figure 3 shows the responses.

Respondents were most likely to select 'Car or Van' (n=293, 65.6%) or 'Walk/run' (n=290, 64.9%).

**Figure 3 – If all options were available, how would you prefer to travel to Leamington Spa town centre?**



### 4.3 The People's Spa - A Draft Vision for Royal Leamington Spa Town Centre

In the next section of the survey respondents were introduced to the draft emerging vision for Royal Leamington Spa Town Centre (see below) and provided with some explanation.

The People’s Spa - a vision for Royal Leamington Spa Town Centre. The People’s Spa stands for:

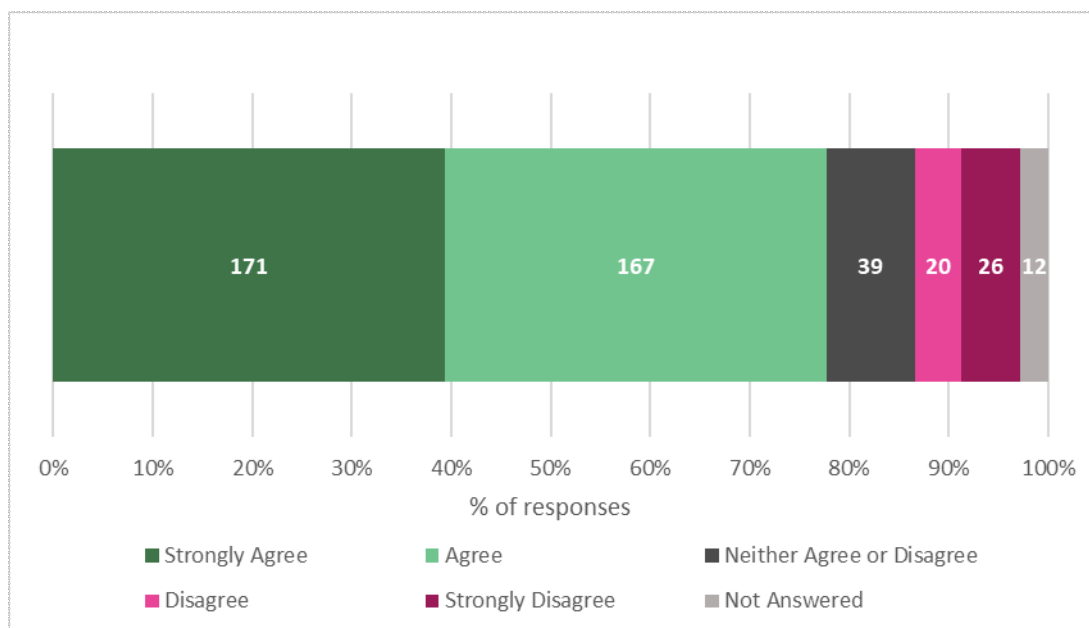
- Healthy People: Improving the health and wellbeing of the people of Leamington and everyone who visits, studies and works in the town.
- Healthy Place: Ensuring that Leamington, remains one of England’s finest town centres long into the future.
- Healthy Planet: Making sure that Leamington is always looking after the planet.

#### Main Survey

**“To what extent do you agree or disagree with the new vision for Leamington town centre above?”**

Respondents to the main survey were asked “To what extent do you agree or disagree with the new vision for Leamington town centre above?”. The majority of respondents (77.7%, n=338) either strongly agreed or agreed with the vision (Figure 4). Table 6 shows a breakdown of responses by respondent type.

**Figure 4 - "To what extent do you agree or disagree with the new vision for Leamington town centre above?"**



**Table 6: "To what extent do you agree or disagree with the new vision for Leamington town centre above?" by respondent type.**

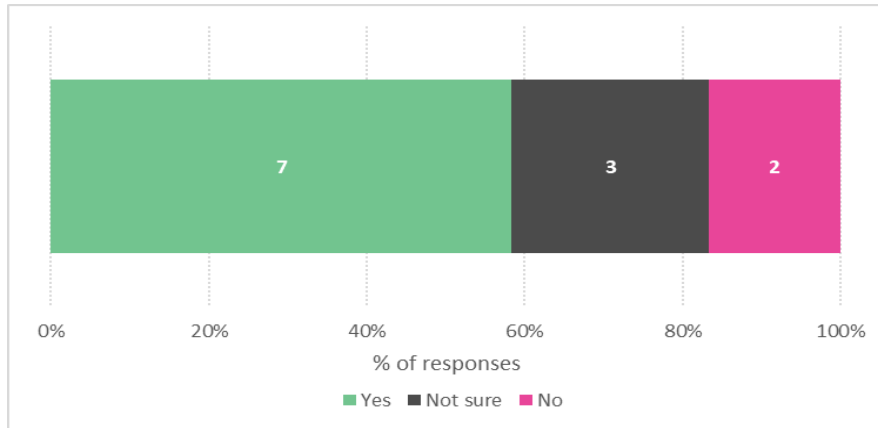
	Strongly Agree		Agree		Neither Agree or Disagree		Disagree		Strongly Disagree		Not Answered		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
I am a local resident who lives in Leamington Spa	132	42.3	121	38.8	18	5.8	10	3.2	22	7.1	9	2.9	<b>312</b>
I am a student in or near to Leamington Spa	1	100.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	<b>1</b>
I am an elected member of a council or Parliament	2	100.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	<b>2</b>
I am providing a response on behalf of an organisation	-	0.0	1	50.0	-	0.0	-	0.0	-	0.0	1	50.0	<b>2</b>
I am responding on behalf of a business based in Leamington Spa	3	27.3	3	27.3	3	27.3	2	18.2	-	0.0	-	0.0	<b>11</b>
I visit Leamington Spa	25	35.2	29	40.8	9	12.7	5	7.0	2	2.8	1	1.4	<b>71</b>
I work in or near to Leamington Spa	6	26.1	11	47.8	4	17.4	1	4.3	1	4.3		0.0	<b>23</b>
Not Answered		0.0		0.0		0.0		0.0		0.0	1	100.0	<b>1</b>
Other	2	16.7	2	16.7	5	41.7	2	16.7	1	8.3		0.0	<b>12</b>
<b>Total</b>	<b>171</b>	<b>39.3</b>	<b>167</b>	<b>38.4</b>	<b>39</b>	<b>9.0</b>	<b>20</b>	<b>4.6</b>	<b>26</b>	<b>6.0</b>	<b>12</b>	<b>2.8</b>	<b>435</b>

Child Friendly Survey

**Do you like the new Vision for Leamington town centre?**

Respondents to the child friendly survey were asked “Do you like the new Vision for Leamington town centre?”, 58.3% (n=7) respondents answered ‘Yes’ (Figure 5).

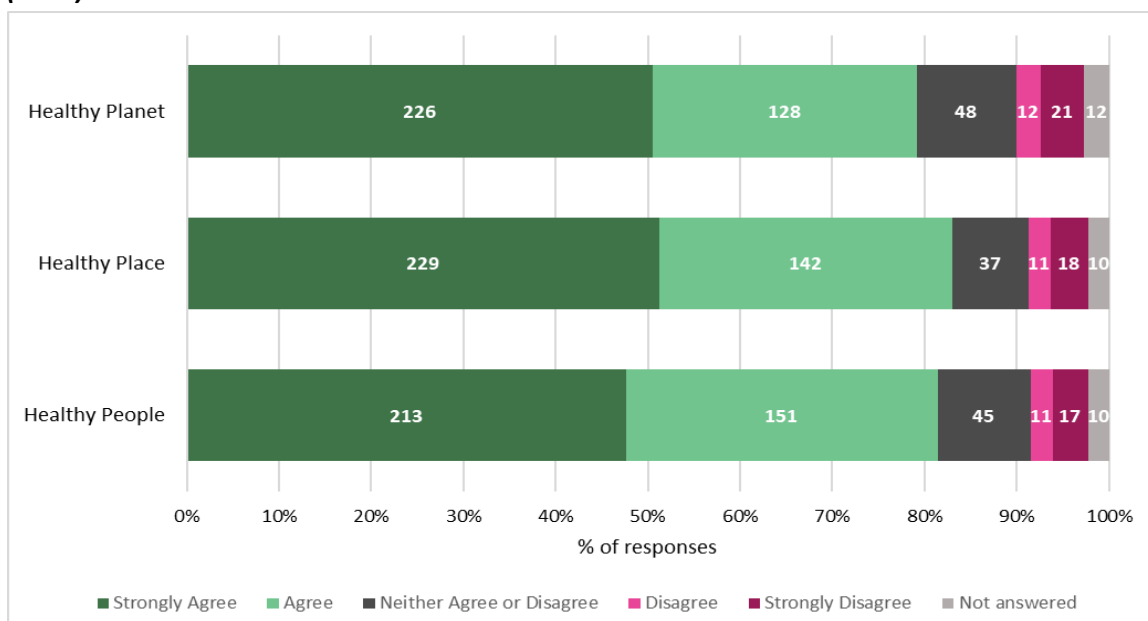
**Figure 5 - Do you like the new Vision for Leamington town centre?**



**“To what extent do you agree or disagree with each of the key themes of the new vision?”**

Respondents to both surveys were asked “To what extent do you agree or disagree with each of the key themes of the new vision?”. Figure 6 summarises the number and percentage of responses. The majority of respondents either Strongly Agreed or Agreed with each of the themes: Healthy People – 81.4% (n=364); Healthy Place – 83.0% (n=371); and Healthy Planet – 79.2% (n=354).

**Figure 6 - To what extent do you agree or disagree with each of the key themes of the new vision? (n=47)**





**“Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision?”**

Respondents were asked “Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision?”. Figure 7 summarises the responses to this question for both surveys. Issues that the highest number of respondents thought were either ‘Very Important’ or ‘Important’ were ‘Supporting/ encouraging businesses’ (94.5%, n=424), ‘Conserving historic character of Leamington’s buildings and places’ (89.7%, n=401) and ‘Air quality/pollution’ (87.7%, n=392). Issues that the highest number of respondents thought were either ‘Of little importance’ or ‘Not at all important’ were ‘Creating new homes / improving affordability of housing’ (25.1%, n=112) and ‘Reducing the dominance of vehicles in the town centre’ (20.1%, n=90).

**Figure 7 - Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision?” (n=447\*)**



\* Respondents to the child friendly survey weren’t asked about ‘Improving health/addressing health inequalities.’

Participants were asked to specify any other issues in a free text box. There were 160 responses provided, some of which were issues not presented, others addressed elements of the themes presented. Comments have been analysed and themes with responses shown in Table 7. Comments related to parking and transport, and pedestrianisation of the parade were the most common. Issues arising not presented in the list of issues provided included improvements to retail outlets, accessibility for people with disabilities and the elderly; improvements to public transport; increasing the number of indoor spaces and entertainment particularly for young people; improvements to

public realm including the state of pavements, litter, and safety; addressing homelessness; and impact of out-of-town developments on the town centre.

**Table 7: Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision? - Other issues.**

Theme	Sub-theme	Count	Example quotes
Transport related	Issues with parking and suggestions for a park and ride	32	<p><i>“Parking costs are partially what has driven the exodus to the out of town shopping centre.”</i></p> <p><i>“If you take away the option of cars parking etc, we wouldn’t be able to come to Leamington as much as we won’t use public transport as it takes too long from Stratford”</i></p> <p><i>“Recognizing demographics, making adequate and inexpensive parking available to older people coming in to Leamington from rural areas for activities.”</i></p> <p><i>“Realistically, if the town centre wants attract people, you have to make parking free and accessible. Also, public transport needs improving before people will abandon their cars. Make Leamington a free parking zone to build a place people want come to, in the meantime build accessible transport infrastructure which will persuade people to abandon their cars. Think long term”</i></p> <p><i>“There are still going to be many instances where people need to drive into the centre and parking is difficult enough as it is so restricting this further may cause frustrations and people opting to visit other towns instead.”</i></p> <p><i>“Making on street car parking simpler and easier. Currently confusing with different charges and conditions for different streets.”</i></p> <p><i>“Look, I live in Warwick and I don’t know anyone here who is likely to walk or cycle to Leamington on a regular basis - if at all. .To reduce our use of cars we need frequent, regular buses on accessible routes. Until that happens, we would like to see some free parking (as in Kenilworth which is becoming the go-to place rather than Leamington) and some attention to the Chandos St CP where the cash-refusing machines are often out of order - and, at the best of times, grumbling queues form as the machines take so long to issue a ticket. I say “we” because I have had this conversation with friends on numerous occasions.”</i></p> <p><i>“Free easy parking or a free park and ride with electric busses would be the most sensible way to improve carbon matters.”</i></p> <p><i>“Scrap parking charges more will then visit, create a park and ride.”</i></p> <p><i>“Parking off-street is too expensive and pricing should be strategic to drive visits e.g. Dynamic parking - cheaper on lower footfall days.”</i></p>

			<p><i>"As a Warwick resident, making it harder for those in vehicles will actually make me want to visit Leamington less. Businesses rely on passing custom. Make it more friendly for electric vehicles, sure, as that's the future, but don't be hasty with vehicles. On-street parking fees is already pushing people to out of town shopping destinations such as The Shires Retail Park this killing the town centre."</i></p> <p><i>"Providing a park and ride option for those unable to access public transport and living too far to walk or cycle."</i></p>
	Improvements to public transport to and buses within the town centre	23	<p><i>"Improving bus/train (more routes, more frequent buses, and FREE travel - see other towns experience on this) around Leamington to reduce number of cars and encourage people to come to town centre rather than shopping centres outside town."</i></p> <p><i>"Public transport in Leamington has considerably declined in frequency and quality in recent years. Bus frequencies have been devastated. Most buses outside the buses used for university services (U1 etc) and the Travel West Midlands 11 service vehicles are old, noisy, rattle and vibrate a great deal and have tired, worn interior decor."</i></p> <p><i>The bus stop situation in central Leamington is also dreadful. The stops at the north of the Parade are congested with too many passengers AND too many buses. This leads to crowding on the pavements and blockages of the road.</i></p> <p><i>The solutions? New electric bus vehicles (already coming for the 1 service of course and already in place for the 11) to reduce emissions and noise pollution and replace the current tired fleet. A proper bus station to replace the stops at the north end of the Parade. Possible sites either Covent Garden or Chandos Street car parks. Only there can enough space be found close enough to the town centre for it to work."</i></p> <p><i>"Improve public transport with subsidised bus - vouchers / refund from businesses visited."</i></p> <p><i>"I do think a way of reducing the number of vehicles in town would be to carry out a full review of the buses travelling through and around our town. Almost all of the buses that I see are less than half full - they clog up our streets and create dangerous driving conditions - at times there can be 3 or 4 buses stopped at one stop on the parade. The streets are just not equipped for the size of these buses and or the volume of them now."</i></p> <p><i>"Public transport needs MASSIVE improvement. All buses should be electric - this will help with air quality. Trial smaller, on-demand buses (like in other towns). What about a tram or pod linking top and bottom of town?"</i></p> <p><i>"Make the old Covent Garden car park the bus station for the town and remove all buses from the parade"</i></p> <p><i>"Essential to sort problem of the Parade being the Bus Stop"</i></p>
	Cycling and safer cycling	11	<p><i>"More cycling routes."</i></p>

			<p><i>"Suitably separated cycle lanes from pedestrians and surfaces repaired to a high standard"</i></p> <p><i>"More cycle racks in town please. There are not many and if you want more people to cycle in you need somewhere for them to lock their bikes safely."</i></p> <p><i>"Cyclists should stay off the pavements! Maybe a cycle lane would encourage this?"</i></p> <p><i>"Please care for pedestrians over cyclists. There are more of them and many are older."</i></p> <p><i>"Cyclists and 'wheeling' needs to be separate from pedestrians. There have definitely been some near misses."</i></p>
	Traffic flow	7	<p><i>"I'd also add that if you are coming in from Milverton, walking to the town centre/station takes a lot longer due to the lack of upkeep and road designs which prioritise vehicles. It affects those who would like to walk more but do not feel confident due to their age. There should be speed checks and additional zebra crossings across Rugby Road, especially going into Old Milverton Road."</i></p> <p><i>"Leamington has been destroyed by not being allowed to turn left or right off the parade up the side streets. It means those on limited incomes now have to drive further to go around town to be able to get to the side streets. As they're now difficult to get to,"</i></p> <p><i>"Also while it has some nice architecture it really isn't as pleasant as you think it will be - just lots of traffic, fumes and roads to navigate."</i></p>
	More EV charging	4	<p><i>"Affordable/free public Electric Vehicle charging points needed."</i></p> <p><i>"There needs to be more 'designated' electric charge points"</i></p>
Pedestrianising the Parade – respondents provided views on closing the parade to traffic. Views were both in support and against doing this.	For pedestrianisation	21	<p><i>"I lived in an apartment above Regent Court during lockdown. When the parade was shut to traffic, it made the place feel so more alive and welcoming. I really believe this would be a good permanent move allowing cafes to have seating outside and really improve the appeal and earning potential for shops so they can stay afloat. Perhaps have buses still stopping at the bottom and top near holly walk and tesco to aid accessibility but keep the rest pedestrianised, with additional trees etc to aid air quality."</i></p> <p><i>"I like many others I've spoken to would like to see a car/bus free Parade that needs to be pedestrianised!"</i></p> <p><i>"I live in Town with young children and HATE walking with them in the pushchair in through town where their little faces are level with the emissions of the vehicles. We LOVED the pedestrianisation of town in Covid. I've written to my MP about it several times for improved footfall and air quality. So please prioritise this. No vehicles on the Parade."</i></p> <p><i>"I would love to see a pedestrianised parade. It was so nice in</i></p>

			<p><i>Covid to be able to use the full space and considering the turning restrictions at the traffic lights I don't see a reason why cars need to drive down it"</i></p> <p><i>"In other countries, the high streets haven't taken the same hit - because they are often car-free pedestrian zones to sit out in Cafés, have a stroll, linger. Because we tend to cater to traffic, traffic, traffic, It's not enjoyable to walk up and down the parade and look into shops. It's noise and fumes. THAT's why I prefer to shop online."</i></p>
	Against pedestrianisation	13	<p><i>"I live in Leamington centre. Pedestrianising the parade forces more traffic onto surrounding streets where I live. V negative impact. This needs to be considered against people who do not live in the centre but broadly think 'it will be nicer'"</i></p> <p><i>"Pedestrianisation doesn't mean more business or healthy people. Stratford slough and other towns have done it but businesses still don't thrive."</i></p> <p><i>"Public transport is terrible. People need a car to access the town. Make it even more difficult for drivers with silly pedestrian and you will be the nail in the coffin of the centre. People will still drive, to the retail parks. This is not London with the tube, people come from as far as Coventry to spend the day, don't drive them away."</i></p> <p><i>"Leamington Spa is lucky in that it has 4m wide footways for the majority of Parade so the impression that pedestrians are squeezed onto footways in inaccurate because number in town are not ridiculously high.</i>  <i>Main issues, rents and rates for businesses &amp; a BID that only supports half of the towns businesses making many feel 2nd class; less investment in the bottom of town (Bath Street &amp; Clemens Street); the lack of actual shops because cafes/restaurants outnumber them. People may spend in multiple shops but will only spend in one cafe/restaurant (if they can even afford it) No wonder people go to business parks because at least there are actual shops there!!</i>  <i>Only after this can you consider pedestrianising the town centre as it's pointless spending the money if there is nothing to come into town for."</i></p> <p><i>"Traffic will be diverted to residential areas. Increased traffic congestion. Parade currently has bus stops, for people who would struggle to walk the length to shop."</i></p> <p><i>"Can someone please consider those less able in all these grand plans. If you have limited walking ability closing the centre of town to traffic and buses is crazy and alarming."</i></p>
Improvements to retail – respondents raised the issue of the current retail	Increasing the variety of shops in town	17	<p><i>"Recently though I found myself telling my mother there was no point taking her to visit Leamington for a 'shopping trip' as there were so few shops in the town centre - just shops for kids / teenagers or outdoor activities. There is a good Boots! "</i></p> <p><i>"To aid the town to be healthy and have a happy healthy population we need varied shops in town...not out of town. Soo many empty shops. Loss of variety of shop types. Why is</i></p>

offer in Leamington			<p><i>this??? As people of Leamington love shopping locally...but the town looks lost."</i></p> <p><i>"Leamington used to be my go to place to shop. It is now a shadow of its former self and very sad to see. An example I wanted to buy a new classic style leather handbag. Not one shop still sells them in Leamington so I had to buy online. I realise that health is important but for Leamington to survive it need to be commercially sound."</i></p> <p><i>"Encouraging a range of shops, not just cafés and barbers /hairdressers."</i></p> <p><i>"..the lack of actual shops because cafes/restaurants outnumber them. People may spend in multiple shops but will only spend in one cafe/restaurant (if they can even afford it) No wonder people go to business parks because at least there are actual shops there!!"</i></p> <p><i>"We need to attract some larger retailers back to improve the retail offer. Smaller independent businesses need more support to stay here".</i></p>
	Help for shops and businesses to thrive and survive	16	<p><i>"You and the government are already doing everything you can to prevent businesses from thriving. High business rates, rents, parking charges and empty electric parking spaces preventing other people from parking. As soon as you get the climate rubbish involved you will make this worse for businesses. The high street is dying and you will be further helping it along."</i></p> <p><i>"Lower rents to enable individually owned shops to have a chance at thriving and creating a vibrant experience for you and old. Ability to have pop up shops/food venues. Bringing visitors to the town centre is vital. Lowering rental in the piers to ensure it doesn't become dead space."</i></p> <p><i>"Main issues, rents and rates for businesses &amp; a BID that only supports half of the towns businesses making many feel 2nd class; less investment in the bottom of town (Bath Street &amp; Clemens Street)"</i></p> <p><i>"I have to admit that I shop more in Stratford Upon Avon now as most of the closed retail shops during Covid are now open and re let. Maybe you should ask Stratford council how they did it without pedestrianising. Entice retailers to come back, lower rentals. Harrogate is also similar to Leamington with some high end shops and thriving. I do feel strongly as Leamington is my birth town but feel it's lost its soul."</i></p> <p><i>"The draft vision is far too much about health and people and completely misses the point that Leamington needs to be more prosperous, This can lead to some of the Healthy benefits, but you can't start at the abstract wouldn't these be lovely without thinking what creates the conditions for them to be achieved. We have to build a thriving town centre, with a growing economy and attracting in businesses, investment and people to spend there. The decline of multiple retail is not even acknowledged, let alone giving any indication of what might fill</i></p>

			<i>the gap."</i>
	Empty retail units	9	<p><i>"Too many empty shops, more incentives needed to try and bring back businesses to Leamington"</i></p> <p><i>"Use the closed shops such as house of Fraser for indoor markets to encourage the Sunday street market to expand. Close the parade to traffic and have green space, cafes etc."</i></p> <p><i>"Ensure all Shop units are open including in the Royal Priors. To improve Leamington it needs all shops open with NO empty shops".</i></p> <p><i>"I am worried about shops standing empty long term. There are a bunch of them."</i></p>
Making Leamington a more attractive destination for locals and visitors	General suggestions for making Leamington a place to visit.	13	<p><i>"We should respect the past and the regency style heritage of the town centre, but it shouldn't be another vanilla regency style street, it should look and feel like a unique great place, somewhere that stands out and becomes a cool destination for people to see."</i></p> <p><i>"Making it a place where people will come to do a variety of activities - leisure, shopping, living and for business and is less of a vehicle thorough and more of a place to come and enjoy."</i></p> <p><i>"Supporting independent shops, cafes, restaurants and businesses, which give Leamington a USP and distinctiveness"</i></p> <p><i>"Making the town worth visiting - not sure if this comes into the survey later, but it's VITAL. Out of town shopping parks mean the town becomes dead. Those who don't have cars (and we want to increase people to walk into town anyway), and older people need a range of good shops in the town centre, otherwise what we are left with is a housing/business estate. The coffee shops are nice, but no-one goes into town regularly just for a coffee. The coffee shops should be resting places mid-shopping. Without shops, they don't have much point. Our town is BEREFT of shops to the point where I want to move away. If I want to shop I have to travel to Coventry or Solihull. That is not good for the town. Why would tourists want to come here? Not just for a cup of coffee and to look at a few flowers in the park - we need to do more."</i></p> <p><i>"Just a comment on the aspiration. Is there an opportunity to encourage the opening of a leading spa hotel in Leamington, to truly deliver on the ambition to be 'The People's Spa'. This would drive tourism, set the tone as a health focused town in line with our history."</i></p>
	More indoor spaces and entertainment	10	<p><i>"Use the closed shops such as house of Fraser for indoor markets to encourage the Sunday street market to expand."</i></p> <p><i>"There's nothing to attract visitors to the town in terms of shopping and entertainment. Similar to other towns who now have multi purpose shopping centres like touchwood . We need entertainment like cinemas, bowling and new concepts like golf fang , virtual reality gaming to compliment the many eaterys in town plus more selection of independent shops to suit all ages."</i></p>

			<p><i>"Additionally something that we are missing is an indoor space when the weather is very cold or very wet during winter months for children."</i></p> <p><i>" An indoor space bigger than the library (not a soft play though) that the children can run around in safely."</i></p> <p><i>"Lowering rental in the piers to ensure it doesn't become dead space. Perhaps becoming a venue for exhibitions or events"</i></p> <p><i>"More shops as they're all shutting down, more diverse local eateries, and more than that entertainment places eg mini golf places, karaoke bars, games areas, immersive experience dining"</i></p> <p><i>"Would also be great to see more activity places e.g. a crazy golf/virtual darts"</i></p> <p><i>"Spaces for community art and culture"</i></p>
	Greener town centre	8	<p><i>"I have always been bemused by the fact that there are so few trees and greenery in the town centre and that it is full of cars considering the priorities that have been stated in the past and yours for the future"</i></p> <p><i>"Also trees planted along the parade would be lovely."</i></p> <p><i>"Creating more welcoming feel through planting of more trees, particularly down towards the old town and south of the river."</i></p> <p><i>"There needs to be more 'greenery' / planting throughout the town - on bus stop roofs, planters, trees."</i></p>
	Retain historic buildings	4	<p><i>"We must retain the historic building and feel of RLS. Our Town Hall facade needs to be improved with discreet lighting as does the church at the bottom of the Parade."</i></p> <p><i>"Could we make use of one of our historic buildings which are potentially underutilised, for instance: The Post Office, The Assembly, The Pump Rooms, The Regent Hotel or (controversially) The Town Hall? Think Bath Spa, or Harrogate Spa?"</i></p>
Improve Accessibility	Accessibility for people who have a disability	9	<p><i>"What about welcoming and catering for disabled people. It feels as if they are completely forgotten in this."</i></p> <p><i>"Can someone please consider those less able in all these grand plans. If you have limited walking ability closing the centre of town to traffic and buses is crazy and alarming. People like my mother cannot walk any distance and it is already hard to get close to businesses and shops. The Royal Priors, the most convenient place to park is now a mess with lifts working intermittently. Closing the centre to traffic, although idealistic, will just close the town off to disabled and elderly people"</i></p> <p><i>"Whilst I agree that it would be good to reduce traffic in the town centre it is important that this is not done at the expense of access for those who rely on buses and/or have limited mobility - as happened when the Parade was closed to traffic during Lockdown."</i></p>



			<p><i>"Also needs to be more wheelchair friendly"</i></p> <p><i>"More access for those who are disabled, including parking and designated parking. Especially up the side streets. .... Disability is always excluded when considering new ideas on rejuvenating town centres! This is blatant discrimination."</i></p>
	Accessibility for older residents and visitors	6	<p><i>"The decision not to go with my elderly mother was also influenced by the fact that it is not an elderly friendly town centre: no clear central offer with parking / drop off; totally traffic snarled and non pedestrian friendly; no resting places for older people to sit. Generally not a pleasant space to walk round. Basically I had to tell her - there are no shops to speak of, you will have to walk miles and there is nowhere to sit and rest. Also while it has some nice architecture it really isn't as pleasant as you think it will be - just lots of traffic, fumes and roads to navigate. I could have taken her to any number of eateries and coffee shops but because of the walking and how unpleasant it is for a slower older lady I would rather go to Warwick for that."</i></p> <p><i>"As the population ages that generation can't walk as far or cycle to get to town and they are traditionally the ones who always went to town. The younger group who would walk/cycle have been brought up using on line facilities so I think you need to re-think your plan."</i></p> <p><i>"Also feel that more needs to be done to address the needs of the elderly population of Leamington in many ways."</i></p>
	Making the town more friendly for children and young people.	4	<p><i>"More welcoming and safe for both children and the elderly, e.g. more seating on the street, public places to gather, play facilities for younger children, better street maintenance."</i></p> <p><i>"</i></p> <p><i>Providing facilities for families, children and teens"</i></p>
Improvements to public realm	Improve pavements	8	<p><i>"Pavements are falling apart and dangerous."</i></p> <p><i>"Make sure the footway is for pedestrians only - no parking or driving of vehicles which cause damage. (restrictive bollards etc)"</i></p> <p><i>"Pavements need to be maintained! They are in terrible condition at the moment. All public realm infrastructure needs to be maintained."</i></p>
	Clean-up the town	8	<p><i>"The town looks dirty, particularly the pavements which have badly needed cleaning for a long time."</i></p> <p><i>"The bottom of town (around by the railway bridges) is very run down and needs tidying up."</i></p> <p><i>"To be a healthy town it has to be a tidy town. There is so much rubbish everywhere. Need more bins and sign to say do not litter please bin it. Also the pavement should be cleaned on the parade. It is filthy!!! You travel to other European towns and their footpaths are spotless. England needs a power wash!!!"</i></p> <p><i>"plenty of clean toilets"</i></p> <p><i>"Much progress can be done on the litter problem."</i></p>

	Community safety	6	<p><i>"Safety, safe streets, safe for people to walk alone, having police presence or street wardens"</i></p> <p><i>"Making it safer to lock your bike in the centre"</i></p> <p><i>"Our town has excellent CCTV - this needs to be maintained and enhanced in key areas (e.g. pump rooms and adjoining paths in the trees."</i></p> <p><i>"Solutions to discourage or educate against uncivil behaviours (littering, fly typing or road raging)."</i></p> <p><i>"Much progress can be done on the litter problem."</i></p>
Improve air quality - Improvements to both outdoor and indoor air quality		10	<p><i>"The vehicle pollution in the town centre is in the top 15 worst in the UK town and cities. It needs to be a clean air zone - so many 20 year old diesel buses and vans. It's unreal."</i></p> <p><i>"The top end of The Parade needs urgent attention, as it is very unhealthy with all the buses and traffic idling to go through traffic lights. It ought to be pedestrianised and new routes recommended for buses. New bus stops ought to be scattered around and beyond Christ Church Gardens away from the town centre to prevent a clogging of emissions and some buses ought to be diverted to avoid the town centre."</i></p> <p><i>"This is exacerbated by the impact on air pollution of over 250 bus journeys a day between the University and Leamington"</i></p> <p><i>"The A452 has become busier in the last two or so years as it is. No doubt because of the extra houses having been built in such places as Heathcote. The air quality living where we do has to be very poor, due to the heavy traffic on this road. Please DO NOT make it any worse by pedestrianising the Parade."</i></p> <p><i>"Improving access for all, particularly in public buildings, but also in local businesses, through Indoor Air Quality."</i></p> <p><i>"It's great to hear that improving health is a vision for Leamington Spa and that air quality is mentioned; this should extend to pathogens, not just pollution. To encourage more people to visit and remain healthy, we need to adapt to the current pandemic with free vaccinations, air filtration in public spaces and transport, and masks worn in health facilities. This will help people stay healthy and encourage those who avoid these places to revisit them."</i></p>
Address homelessness		9	<p><i>"Crackdown on beggars and the homeless and undesirables, who will offset most of the other improvements if not addressed. Leamington is mainly rife with beggars (who are not actually homeless - the homeless need support, but lifestyle beggars approaching people, sitting about, etc., are everywhere)."</i></p> <p><i>"Remove homeless people, and alcoholics from the street, my elderly mother was assaulted by a drunk under the train bridge."</i></p> <p><i>"Do everything possible to remove rough sleepers and beggars from the streets especially the Parade. This issue is likely to</i></p>

			<p><i>deter visitors and tourists unless addressed."</i></p> <p><i>"Helping the homeless, drug users. Making Leamington safe from drug related crime."</i></p> <p><i>"Supporting people going through difficult times, whether it is financially, due to addiction, or sleeping rough. Leamington is the home of many great charities which could be offered more help and visibility"</i></p>
Housing – suggestions for housing in town centre and comments on student housing and housing developments		9	<p><i>""Creating new homes":</i>  <i>I have put "very important", but would not include new buildings on new sites. Demolition and reconstruction can work very well (e.g.s in Kenilworth St) and existing buildings can be re-purposed e.g. vacant shops or premises above shops. In other countries e.g. France and Spain people live right in the centres, above shop premises, bringing life to the town centres. This would also bring the need for local shops and services, thus creating a vibrant atmosphere. and if this is truly "affordable" i.e.for social rent.</i></p> <p><i>"improving affordability of housing":</i>  <i>What is meant by this? More 'luxury apartments' or flats for social rent?"</i></p> <p><i>"Attracting more people to live in converted town centre buildings such as underutilised shops and business accommodation."</i></p> <p><i>"Maintenance of our heritage housing stock. Encouraging appropriate adaptations to help conserve energy and fight climate change."</i></p> <p><i>"There needs to be better options for first time buyers with affordable housing. Current options are poor quality and take advantage (leases/ mortgage and rent)."</i></p> <p><i>"We have too many people now living here - too many houses being built. The roads are too congested, leading to poorer air quality. It's too hard to get a doctors appointment - there are now too many people per doctor. On all the new developments there are no village halls being built, where people can meet &amp; extra-curricular clubs can hold meetings."</i></p> <p><i>"In order to fulfil the criterion of having more people more of the time in Leamington- there needs to be a debate about the impact of student housing where students do not pay council tax and yet by their hopeless management of waste and noise, impact the environment in a very negative way."</i></p> <p><i>"We are a Royal Spa Town not a University of Warwick Boarding House."</i></p>
Impact of out-of-town developments on the town centre		6	<p><i>"Reducing out of town shopping by requiring estate owners there to charge for car parking."</i></p> <p><i>"Out of town shopping parks mean the town becomes dead."</i></p> <p><i>"No wonder people go to business parks because at least there are actual shops there!!"</i></p>

			<i>“Attract more businesses to the town by making it affordable to trade here in the first in the first place. The problem you currently have is because Shires Retail Park / Leamington Shopping Park was built and all the major companies moved out when that happened, what a sad indictment of what you have done. “</i>
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Other issues mention referred to access to basic services such as education and health (n=1); request for an action plan (n=1); and call for the surrounding areas to be part of the vision not just the town centre; and the town retaining identity (n=1).

### “What do you like about the new vision?”

#### Main Survey

Respondents to the main survey were asked “What do you like about the new vision?” in an optional open text question. 63.4% (n=276) of respondents provided a valuable comment (removing “N/A” and “Not Answered”). All comments for this question have been themed and are shown below in Table 8, with example quotes provided for each. When asked what they like, there were a very high number of respondents providing Support for pedestrianisation of the parade or reduction of traffic (n=68), whilst there was little objection to this subject resulting from this particular question. Other standout subthemes were General support of the vision (n=42), Support for the climate objectives (n=28) and respondents highlighting that a Focus is needed on health (n=47) and that a Focus is needed on residents and community (n=32) with the majority of these last two, once again, praising the vision for demonstrating the need for these. It should be noted that some respondents provided more general comments in relation to the vision, rather than providing a direct response to the question.

**Table 8: Themed responses to “What do you like about the new vision?”.**

Theme	Subtheme	Count	Example Quotes
Traffic vs Pedestrianisation		77	
	Support pedestrianisation of the parade or reduction of traffic	68	<i>“As someone who doesn’t use private vehicles to get around, the idea of the town centre being super friendly to walkers, cyclists and bus users is very appealing. I loved the town centre during lock down, bring that back, it was freeing!”</i>  <i>“That it makes it more pedestrian centric, rather than vehicle centric. That the vision encourages more and wider pavements and pedestrianisation. I would love the Parade to be pedestrianised.”</i>
	Introduce cheaper parking	3	<i>“More people in town - either abolish or greatly reduce car parking fees. I love to walk into town, but</i>

	within the town centre		<i>if I know I'm buying lots of things I then can't carry it, so not always practical."</i>
	Address the problems of traffic flow and potential rediversion onto surrounding roads	3	<i>"I moved out of Leamington due to constant traffic problems - hopefully this will be dealt with"</i>
	The challenge from motorists against pedestrianisation or restrictions	2	<i>"It feels like there is an 'inclusivity for all' within the vision. I don't subscribe to an often heard conspiracy theory that 'they' are trying to get us out of our cars, but I do feel that the vision needs to cater for vehicle users too. After all, many current residents of Leamington work for one of the biggest local employer – Jaguar LandRover. The provision for motor vehicles needs to be very carefully considered and not simply an approach the 'moves them away from the town centre'."</i>
	Retail staff, retail users and visitors require access for cars and car parking	2	<i>"More people in town - either abolish or greatly reduce car parking fees. I love to walk into town, but if I know I'm buying lots of things I then can't carry it, so not always practical."</i>
	Create parking solutions within the town centre and surrounding areas	2	<i>"We should make the Parade fully pedestrianised. Move the bus route around the Parade and limit parking on residential streets (to reduce congestion, pollution and making it nicer for those living in the centre) but provide cheaper parking in car parks. Also, provide better bus service, more reliable and more frequent stops, plus cycling lanes."</i>
	Need greater commitment to pedestrianisation	1	<i>"Improvements to active travel are on their way across Leamington but need to go further, especially in the town centre, where the highest levels of activity are. To me, pedestrianising the centre in any way will help preserve and enhance the town centre, which will only serve to encourage locals and tourists to visit more frequently, in turn benefiting local businesses."</i>
Environment		66	
	Support climate objectives	28	<i>"Completely agree with climate change and the need to reduce vehicles driving to and parking in town."  "Consideration for the virtuous benefits of a healthy urban environment combined with regeneration and restoration considerations, promoting the need for longer term environmental sustainability goals."</i>
	Address pollution and air quality in town	22	<i>"The focus on health rather than commercialisation. The air quality in Leamington is awful, not only at the bottom of town but also at the top of the parade"</i>

	centre and other parts of Leamington		<p><i>where the buses congregate. I would fully support out of town park and ride schemes, bearing in mind that not all people will be able to use them. It is impossible to please everyone. It would be nice to have a traffic free parade apart from buses simply passing through or dropping off.</i></p> <p><i>"Focus on the environment and improving air quality, therefore the health of individuals."</i></p>
	Positives of parks and green spaces	9	<p><i>"I like the idea of more pedestrianisation and green spaces, like down at the bandstand on Dormer place. Jephson Gardens is lovely."</i></p> <p><i>"The parks and gardens are a huge boon and do not seem to have been mentioned much."</i></p>
	Support for a clean, attractive town	7	<p><i>"A clean, healthy &amp; attractive town where people love to live is vitally important to everyone."</i></p> <p><i>"It would be great if our town was a more attractive place to visit, where more people lived and worked."</i></p>
	Need for improvement of parks and green spaces	6	<p><i>"The town urgently needs green and blue spaces, we are quickly becoming the centre of a vast urban area so I'm glad that this has been recognised."</i></p> <p><i>"Perhaps more specific support of our excellent parks, especially Jephson Gardens."</i></p>
	Improve biodiversity and planting	5	<p><i>"I like the idea of encouraging wildlife and having more greenery. Leamington has beautiful parks but could incorporate more greenery elsewhere (look at Leeds and their green walls on buildings etc)."</i></p> <p><i>"... desire to bring nature back to the region eg. rewilding (rather than 'man-made' gardens). Consider reaching out to community organisations like Bee Friendly to see what you can learn from them to achieve this."</i></p>
	Address litter, waste and cleanliness	3	<p><i>"A healthier home for all of us is such common sense and will benefit everyone who experiences Leamington. A healthier town centre will encourage better and civil behaviours, from keeping public spaces tidy to walk or cycle rather than driving."</i></p>
Positivity & Support		53	
	General support of the vision	42	<p><i>"It's what we have always wanted and was inherent in Leamington Neighbourhood Plan."</i></p> <p><i>"I like the rounded approach. People, Place, Planet seems to cover most bases."</i></p>
	Don't dislike the vision	10	<p><i>"An aspirational vision statement is difficult to argue with."</i></p>

			<i>"It's fine, but generic."</i>
	General support for change	2	<i>"As in the rest of the country, Leamington needs to level up."</i>
Economy		52	
	Need to increase footfall in the town centre	22	<i>"I like that it is attempting to make the centre more appealing and trying to draw people and businesses to the town. Putting ownership of the town centre to its inhabitants."</i>  <i>"Making the town centre a lively mixed use area that's busy throughout the day to improve business."</i>
	Improve the local economy and prosperity and build on current successful industries within Leamington	20	<i>"An attempt to make the town more attractive an increase footfall, thus encouraging businesses to survive and to create sufficient wealth to pay the taxes necessary to keep public services running."</i>  <i>"I'm keen to know about the part which says: 'Support and strengthen independent retail and food and drink and support local networks and supply chains, more markets, more use of public space for pop-ups, performance and events'. This all sounds very promising and would no doubt boost the local economy and improve how people who live in and visit Leamington Spa feel about their local high street."</i>
	Intervene to support businesses (improve rents and rates)	12	<i>"One of the key issues to get the town centre to flourish particularly for individual enterprises is to moderate business rates and to push them up in the retail parks where the multiples with deep pockets are sited."</i>  <i>"The Parade needs smaller units at more accessible costs for businesses to flourish. The Shires has killed the town centre. The Priors is an empty ugly 1990s eyesore."</i>
	Positives and negatives of restaurants and cafes	4	<i>"Putting the health of people and the environment at the heart of changes is encouraging, and I hope it means pedestrianising more of the town centre (which not only would be healthier and safer, it could create more of a cafe culture which would attract visitors and improve social and community connections)."</i>
Health		47	
	Focus needed on health	47	<i>"The focus on health, a healthy place with diversity will hopefully improve people's wellbeing."</i>  <i>"Puts health and welfare and connection at the forefront."</i>
People & Residents		34	

	Focus needed on residents and community	32	<p><i>"I like that it is very people focused. I want to spend time in the town centre and this vision would encourage me to do that."</i></p> <p><i>"It makes the town a place for everyone and ensures its future."</i></p>
	Highlight need for accessibility to disabled people	2	<p><i>"I like the focus on accessibility."</i></p>
Negativity & Scepticism		32	
	General criticism or dislike of the vision or document	16	<p><i>"Sorry, I don't like anything about it."</i></p> <p><i>"Nothing. Waffle. Not really a vision."</i></p>
	Scepticism over the ability of local government to deliver successful change	9	<p><i>"It's a dream and like all dreams to do with our local government dreams go pop and never happen."</i></p> <p><i>"It's only a vision, probably undeliverable. Should have been brought in five years ago, when it may have worked."</i></p>
	Need to be more focused	5	<p><i>"I am concern that the statements are too board in this phrase of the new vision and that this means that they can cover so many areas with not specific actions."</i></p> <p><i>"It is hard to comment on the new vision as at the moment it is too broad."</i></p>
	Highlight lack of understanding of fundamental problems and need to reallocate funding elsewhere	2	<p><i>"If I didn't think you're just paying lip service to promoting active travel, I would be impressed. But currently the focus is all on cars. I rang to say the junction of Sandy Lane and Kenilworth Road needed a crossing for cyclists and pedestrians (as I struggle to get across in rush hour and have seen school kids trying to cross in the morning - not seen them for a while so no doubt they have given up and now get driven) and was told there's no money for that. However, there seems to be money for road enhancements. School traffic is a menace and could be much reduced with a bit of investment and promotion. Kids should be encouraged to cycle and walk to school for their health and to reduce emissions."</i></p>
	Need to be braver	1	<p><i>"It's brave and necessary and shows good leadership but please be far braver!"</i></p>
Regeneration		29	



	Highlight positive aspects of Leamington	15	<p><i>"It is rooted in Leamington's DNA."</i></p> <p><i>"Leamington is beautiful we need to enhance this so that everyone is proud and respectful of this historic town."</i></p>
	Highlight deterioration/negative aspects of Leamington and need for regeneration	10	<p><i>"I really do feel quite upset by how the town has declined in the 20 years I've been living here."</i></p> <p><i>"The town centre is looking shabby and unwelcoming, this initiative should address that."</i></p>
	Highlight other example towns to model future development	5	<p><i>"Other popular towns like Bath, York, Edinburgh etc. have lots of traffic free streets where people can stroll around. Leamington needs to copy them."</i></p> <p><i>"Bringing the town back to its roots is important, with Buxton and Bath great examples of celebrating their history. Leamington became too industrial and lost the health &amp; wellbeing element."</i></p>
Tourism & Events		22	
	Positives of events and increasing the number and diversity of events and attractions (including day and night life)	15	<p><i>"We want to live somewhere that feels alive and thriving. Events and initiatives that bring people together sound great..."</i></p> <p><i>"...seeing if we can make better use of road space to support more activity/creativity in the town centre e.g. a dedicated place for markets/events, perhaps outside the Town Hall, Regent Grove, Hamilton Terrace."</i></p>
	Importance of tourism and attracting visitors	8	<p><i>"Tourism could definitely have a stronger focus, like Bath has."</i></p> <p><i>"...the town urgently needs a good boutique hotel, ideally in the old Post Office overlooking the river and Jephson Gardens. All JLR visitors complain similarly."</i></p>
Retail		18	
	Need for more shops and retail options	6	<p><i>"It's died since nearly any good shops have gone or been replaced with things that make everyone angry, like no-one needs more card shops give us back HMV and GAME."</i></p> <p><i>"Town centre is so lacking in desirable shops."</i></p>
	Criticisms of closed shops	6	<p><i>"We must avoid town centre shops closing down and remaining empty. Give incentives to struggling retailers. Revise the Rating System."</i></p>

			<i>"The shops are virtually non-existent because everyone shops online. It is scruffy and very uninspiring now."</i>
	Highlight impact of the Shires Retail Park	4	<i>"Understandable objectives, however more thought needs to be made on getting people into the town to make this work. Currently people can visit a retail park where it is free and easy to park, yet going into the town costs money and reduces the time people will spend there."</i>
	Need for more national stores	3	<i>"Need better shops like B&amp;M, Primark, Home Bargains and more chain stores Leamington is like a ghost town."</i>
	Criticisms of the Royal Priors Shopping Centre	3	<i>"At present I find the town quite a depressing place to visit - so many empty shops particularly in The Royal Priors. It sounds as if the new vision will address this and make the town a more welcoming place."</i>
	Need for more independent shops	2	<i>"The proposed plan acknowledges the changing habits of people since the lockdown periods promoted online shopping but I would like to see more independent shops alongside the chain stores which one sees in every town."</i>
Detail & Further Planning		17	
	Need for clarity and specific detail of plan	16	<i>"I don't understand exactly what the specifics of the vision are. It doesn't seem to mention how things will change."</i>  <i>"It doesn't seem that radical or identity specific actions. It would be helpful to understand next steps."</i>
	Need for further engagement and introduce measures of success	1	<i>"Improve air quality, make the space more focussed on people and their mobility (less focussed on the right of cars to move through it), desire to bring nature back to the region eg. rewilding (rather than 'man-made' gardens). Consider reaching out to community organisations like Bee Friendly to see what you can learn from them to achieve this."</i>
Heritage		17	
	Celebrate architecture, preserve heritage and use it to drive tourism	12	<i>"Since moving here I am baffled that there isn't more emphasis on the town's historic roots and maximising the 'spa' nature of the town, its Georgian heritage and especially the old town, which is beyond scruffy."</i>  <i>"I really feel Leamington could utilise the architecture of the town to increase tourism. It would be fantastic if Leamington Spa could pull on</i>

			<i>the history of the town and have a spa bringing tourism into the town."</i>
	Recreate a spa, celebrate the waterways and reclaim buildings of historical importance	7	<i>"The word 'spa' must come back to life: look at Bath, where a contemporary spa was created with a world-leading architect. Move the library out of the Pump Rooms; reopen the swimming pool (it is covered beneath); create a radical new spa – not a backward-looking spa."  "I also like the sound of having a spa again. This would encourage tourism, but also be a great boost for locals."</i>
Culture & Facilities		11	
	Add or improve indoor spaces for children and families	5	<i>"Child friendly town - more activities for young people. The outdoor parks are great. Some need updating (eg. Mill Gardens play area). Not many indoor activities for cold, wet days that don't cost a lot. Converting vacant buildings into spaces for toddlers to teenagers, eg. soft play, roller disco. I think this would bring more visitors to the town."  "Get people involved - build village halls on the new developments so groups can meet and plan to support town centre festivals and initiatives. I run a group for children, but finding affordable venues to meet in, is too hard."</i>
	Add or improve spaces or activities for teenagers	5	<i>"I like the healthy place vision because local youngsters need a place where they can be stimulated/ entertained and not getting bored, resulting in them causing trouble in the area. I think if there were more tourists, i.e. more people generally who they didn't know, they may behave a bit better in public."  "That you are changing the plans to fit with a new time post covid. We need to bring more people into town centres so more leisure facilities are needed. It shouldn't just be pubs and restaurants. Teenagers need things to do too."</i>
	Add or improve current municipal facilities	5	<i>"More pedestrian areas and green spaces with areas to sit and socialise away from traffic noise would also make our town a more pleasant place for families and older people."  "Better health - so we need more doctors appointments available."</i>
	Add or improve indoor spaces, meeting spaces for community	4	<i>"The idea of promoting a healthier and more united community is very important...Activities and spaces which help people come together is vital in an age of incoming loneliness and isolation. Spaces which</i>

			<i>attract young people and children so that they socialise more is also incredibly important due to the prominence of screen time and social media."</i>
	Improve the public cultural and arts facilities and celebrate public art	1	<i>"Museum and gallery in the pump rooms could be a dream space for families but current staff has wrong attitude to children and families. Each time we visit we are told to be quiet. This outdated view of how families should behave is baffling. Whenever we visit places like Tate Modern my children are encouraged to express themselves. None of that be quiet business. That attitude of quiet means that very few friends of mine consider the museum a place worth visiting. That's a shame."</i>
Active & Sustainable Travel		8	
	Benefits of more sustainable travel	3	<i>"I believe the areas of old town and south Leamington, especially those around the Grand Union canal, should be prioritised to create a new space to work, eat and live. These areas are very close to the train station, and if built in such away, would promote sustainable transport options such as walking and cycling, reducing the car dependency."</i>
	Cyclists need better accessibility, away for cars	3	<i>"Perhaps it will be possible to cycle round Leamington in the future because it isn't safe at the moment. There are too many cars. Using by bike would save me time and give me more exercise."</i>
	Need to improve/criticisms of current public transport	2	<i>"We should make the Parade fully pedestrianised. Move the bus route around the Parade and limit parking on residential streets (to reduce congestion, pollution and making it nicer for those living in the centre) but provide cheaper parking in car parks. Also, provide better bus service, more reliable and more frequent stops, plus cycling lanes."</i>
	Create sustainable travel solutions	2	<i>"Focus on the environment is vital, and encouraging more eco-friendly transport methods is vital for that."</i>
	Highlights access to town centre roads for buses	1	<i>"I would fully support out of town park and ride schemes, bearing in mind that not all people will be able to use them. It is impossible to please everyone. It would be nice to have a traffic free parade apart from buses simply passing through or dropping off."</i>
Safety & Public Order		7	
	Tackle crime and public safety	7	<i>"Main problem is to sort out the drunks and junkies that come out at night. My car has been broken into in town centre."</i>

			<i>"We need park wardens reintroduced and police patrolling the streets...I used to use the buses but stopped after anti-social behaviour. I especially wouldn't feel safe to use the bus at night time, unless there was a bus conductor controlling behaviour. I'd love to cycle into town but bikes get stolen even when locked up, so I only cycle for pleasure now, never if I'd need to leave my bike unattended."</i>
Housing		6	
	Need for more housing	6	<i>"Social housing desperately needed." "Focusing on potential opportunities to put to use underutilised potential space for low cost apartments for younger people."</i>
Equality & Diversity		5	
	Need to improve equality/deprivation	5	<i>"As in the rest of the country, Leamington needs to level up. There is a huge difference between haves and have nots and by helping people be healthier and get back to work we could implement this change." "I feel Leamington Spa has become a place where only the affluent can afford to live, the focus seems to be on grand homes with very few options to attract young people and those who are less affluent."</i>
Paving		5	
	Don't support widening of pavements	3	<i>"The environment is important. However, traffic will impact on residential areas. The pavements are wide enough, pedestrians are not squeezed!"</i>
	Support widening of pavements	1	<i>"(I like that) the vision encourages more and wider pavements and pedestrianisation. I would love the Parade to be pedestrianised."</i>
	Criticisms of current paving	1	<i>"Unfortunately, if you are honest, the parade looks worse than ever. No trees, dirty and broken pavement and incompetent litter collection and controls."</i>
Infrastructure		2	
	Need to improve overall infrastructure and criticisms of previous transport projects	2	<i>"To many houses being built in the area which has already created bottlenecks no room to build infrastructure required in the centre of Leamington or Warwick only traffic jams."</i>

## Child Friendly Survey

Respondents to the child friendly survey were asked “What do you like about the new vision?” in an optional open text question. 58.3% (n=7) of respondents provided a comment. The themes that the respondents raised through their comments to this question are shown below.

- General support for change
- General support of the vision
- General criticism or dislike of the vision or document
- Scepticism over the ability of local government to deliver successful change

### “What do you dislike about the new vision?”

## Main Survey

Respondents to the main survey were asked “What do you dislike about the new vision?” in an optional open text question. 56.6% (n=246) of respondents provided a comment (removing “N/A” and “Not Answered”). All comments for this question have been themed and are shown below in Table 9, with example quotes provided for each. When asked what they disliked, the highest occurring subtheme was the ‘Need for clarity and specific detail of plan’ (n=69), with a frequent number of respondents using the term ‘vague’ (n=14). Alongside this, the most prevalent subthemes were ‘Don’t dislike the vision’ (n=35), with many commenting that they disliked ‘nothing’ from the vision (n=28) and ‘General criticism or dislike of the vision or document’ (n=28). Also of note is that in response to the overwhelming support for pedestrianisation of the parade or reduction of traffic from the previous question, when asked what they disliked, many respondents used this question to voice their opinion that they don’t support pedestrianisation of the parade or reduction of traffic (n=19). It should be noted that some respondents provided more general comments in relation to the vision, rather than providing a direct response to the question.

**Table 9: Themed responses to “What do you dislike about the new vision?”.**

Theme	Subtheme	Count	Example Quotes
Detail & Further Planning		70	
	Need for clarity and specific detail of plan	69	<i>“It misses the point of how to make Leamington specifically thrive, and so becomes pretty generic - ie. could apply to any town in the UK.”</i> <i>“So far it isn't a vision but a list of nice thoughts. What is the proposal? Who is designing it? How much will it cost?...I see no plan, no plans, no idea what you are actually say you will do.”</i>
	Need for further engagement and introduce	3	<i>“I would like clearer subpoints under the headlines, to make it clear where we are all going to focus together as a priority. This should also make the</i>

	measures of success		<p><i>aspirations measurable and allow us to hold all accountable to achieving them. For instance,</i></p> <p><i>Healthy People: Leamington to be regarded as The Midlands healthiest town. As measured by:</i></p> <ol style="list-style-type: none"> <li><i>1) Under 18s sports participation increase by X% by 2027</i></li> <li><i>2) Under 40s weekly participation in a local sports team, to be &gt;40% by end 2027</i></li> <li><i>3) Over 40s weekly participation in community mental health or fitness groups to &gt;40% by 2027</i></li> <li><i>4) Increased tourist attendance at Sports, Health &amp; Wellness venues by +300% by end 2027</i></li> </ol> <p><i>Healthy Place: Leamington to be rated as UK's number 1 destination for independent retail, regency architecture AND Health &amp; Wellness venues by 2030. As measured by,</i></p> <ol style="list-style-type: none"> <li><i>1) X investment in supporting independent retail each year via BID</i></li> <li><i>2) X investment in maintaining historic buildings and our Spa water each year</i></li> <li><i>3) Opening of 'The Leamington Spa' by 2030, attracting X tourists per year</i></li> <li><i>4) Opening of a genuine sports stadium closer to the centre of town with shared ownership to celebrate Leamington's teams in Football, Athletics, Rugby with average attendance of &gt;5,000 per week by 2030.</i></li> </ol> <p><i>Healthy Planet: Leamington town centre to be certified carbon neutral by end 2040. As measured by,</i></p> <ol style="list-style-type: none"> <li><i>1) X yearly investment in green spaces each year to 2040</i></li> <li><i>2) Reduction in town centre traffic by x% each year to 2040</i></li> <li><i>3) X increase in cycle path miles per year to 2040</i></li> <li><i>4) X investment in flood defences each year to 2040"</i></li> </ol>
Traffic vs Pedestrianisation		58	
	Don't support pedestrianisation of the parade or reduction of traffic	19	<p><i>"That it seems to be heading towards closing roads to vehicles and impeding traffic flows."</i></p> <p><i>"Suspect too from LDA's presentation they would recommend closing the Parade and making it a pedestrianised area. It's been tried before. It didn't work."</i></p>
	Address the problems of traffic flow and potential rediversion onto surrounding roads	13	<p><i>"I am concerned about the impact on other roads in the area if The Parade were to be closed, especially Monday to Friday."</i></p> <p><i>"That you haven't stated the more appropriate routes for traffic not using the Parade."</i></p>

	Create parking solutions within the town centre and surrounding areas	10	<p><i>"I worry you will make it harder for me to park on my street in town (Grove Street). It is already very difficult to find a space as a local resident (we are a one car family and only ever walk when going into town but use the car for supermarket shops and to visit friends/family further afield). Visitors to town use our street regularly to park and we are often on a Saturday having to sit with shopping and children in the car until a space becomes available. We've tried to bring this up with local councillors but no one seems to care."</i></p> <p><i>"Not enough parking if trying to limit vehicles in town centre."</i></p>
	Retail staff, retail users and visitors require access for cars and car parking	7	<p><i>"People may find it convenient to nip into town quickly in their car to pick something up. The plans discriminate against such people as the plans require them to walk or cycle. It also assumes that the weather is kind so people will be put off going to town when it is raining. Cycling in the rain is really miserable - the new vision doesn't accommodate for bad weather."</i></p> <p><i>"The convenience of being able to drop into town if you need to (and I appreciate there are environmental impacts - although with the growing number of electric vehicles that's surely being negated) is hugely underrated. Working people, busy with school run and so on often don't have the time to walk into town."</i></p>
	Support pedestrianisation of the parade or reduction of traffic	6	<p><i>"The major way to improve people's health in the town centre is to pedestrianise it so you're not dodging traffic and breathing fumes from buses. There is plenty of parking just a short walk from the centre."</i></p> <p><i>"Nothing. Reducing the traffic in the town centre is the best idea!"</i></p>
	The challenge from motorists against pedestrianisation or restrictions	5	<p><i>"I don't like if this is used as a pretence to ban cars from the centre. Or have a war on motorists. That will defeat the point and deter visitors to the centre. Please understand there are many motorists who will stay away or go elsewhere rather than use public transport."</i></p> <p><i>"...I fear that car brain (ie. cars so ingrained in our culture) means that people will push back hard against any scheme that limits vehicle access - which will unfortunately limit the scope of the transformation."</i></p>
	Need greater commitment to pedestrianisation	4	<p><i>"(I dislike) that it doesn't promise to pedestrianise the parade in town centre."</i></p>



	Introduce cheaper parking within the town centre	4	<i>"It suggests discouraging car use. I agree with pedestrianising the parade/main streets, but cars should be allowed in all other streets and parking should be free to align with the situation at the out-of-town retail park."</i>
Negativity & Scepticism		57	
	General criticism or dislike of the vision or document	28	<i>"It is a dream with little substance." "Not sure it is relevant at all. It feels very cliché and done to death. It doesn't feel like it is thinking outside of the box in terms of messaging and objective. Every marketing campaign for the last 15 years talks about 'healthy this and that', and I fear that a lot of time and effort could be put into this and it essentially ends up being like marketing wallpaper."</i>
	Scepticism over the ability of local government to deliver successful change	13	<i>"Since my first visit to Leamington in 2013 I have sat in with multiple well-meaning groups who have promised various 'visions' for the town. All I have seen is decline. All talk, no action. And property developers lining their own pocket(s) while purporting to have the town's interests at heart. This 'vision' - I am cynical about the word - must deliver. It cannot be another talking shop. Seriously." "It does not build on the original document. It does not update the 'Action Plan' we had before. The previous plan did not fully deliver. I expect this new vision to be more hot air and no action. They consulted last time. My personal view is they seem to have ignored us."</i>
	Need to be more focused	8	<i>"It is trying to do everything at once and I feel there should be a priority." "It treats the town centre as though it's somehow a separate entity from the rest of Leamington."</i>
	Need to be braver	5	<i>"There's not anything in the vision I dislike. I just don't know whether the vision goes far enough." "Be bold, be brave, please."</i>
	Highlight lack of understanding of fundamental problems and need to reallocate funding elsewhere	4	<i>"The absence of any cyclists on the new cycle paths along the Kenilworth Road coupled with an ageing population illustrates where priorities are wrong. More investment would be better spent on improving public transport and replacing polluting buses."</i>
	Criticism of the survey, process or method of delivery	2	<i>"Clearly this a request for the people of Leamington to have permission to do what you want and 'stuff the consequences'...This is nothing but an excuse to say a consultation has happened so you can do what you want regardless."</i>

Positivity & Support		40	
	Don't dislike the vision	35	<p><i>"Some of the themes are good in themselves and are difficult to disagree with in general, but may have little direct impact on the revitalisation of the town centre."</i></p> <p><i>"I did not find anything disagreeable."</i></p>
	General support of the vision	5	<p><i>"It's great and I support it 100%. I just hope it actually goes through."</i></p> <p><i>"Nothing. I just hope it can be fulfilled."</i></p>
Economy		29	
	Intervene to support businesses (improve rents and rates)	8	<p><i>"There is nothing in there to support business like having cheaper rents for them to be able to keep high street shops open."</i></p> <p><i>"What can be done to help the local businesses? It mentions how the town centre shops and other businesses have struggled over the past few years. What is there for them in the new vision?"</i></p>
	Improve the local economy and prosperity and build on current successful industries within Leamington	7	<p><i>"...not really looking at what is really needed - diversity of businesses, which will bring a diversity of jobs for the locals."</i></p> <p><i>"No focus on folk working in the town centre. The dynamics of the town are changing. It is not a destination for shopping, it is a destination for working and other services that cannot be achieved virtually eg. socialising, hair-dressing, tattoos etc."</i></p>
	Active travel plans will hurt the economy or town centre	7	<p><i>"It's understandable that you want to make climate change part of this. However, practically, people don't want to walk or cycle into town. They want their cars there to be able to put shopping in there. We have busy lives. If you want to encourage people to shop more in the town centre then pushing cars out will only hurt the cause more. Have you seen the traffic going up to the shopping park at the weekends? Why is that? Free, convenient parking where you can pull up right outside the store you need and park the car."</i></p> <p><i>"I think it is skewed towards pedestrianisation of the Parade, which is not needed and doesn't work (I was living here when it was tried in the 80s). By all means improve public transport and make it easier for people to walk/cycle into town but banning cars will just increase traffic in other (residential) streets and kill off the trade that we have."</i></p>
	Positives and negatives of restaurants and cafes	6	<p><i>"There are not many shops in Leamington anymore but we have loads of coffee shops so make it a nice place to meet and drink coffee without traffic."</i></p> <p><i>"It doesn't seem to address the need to encourage new business to the centre. Too many coffee shops"</i></p>

			<i>and not enough accessible shops that are of big high street brand."</i>
	Need to increase footfall in the town centre	4	<i>"It's fine to consider making the town a place for healthy people/place/planet, but if no one is there it's a bit of an irrelevant point."</i>
Active & Sustainable Travel		27	
	Need to improve/criticisms of current public transport	11	<i>"Is there a way to make streets closer to town fully residential, but provide cheaper parking in car parks, a reliable park and ride, better and more frequent bus services, secure bike lanes and locks, etc?"</i>  <i>"I technically live in Leamington Spa in CV31 but the town centre is a 55 minute walk from my house, making it too far to walk, and there is no direct bus route."</i>
	Health and accessibility problems for individuals with active travel	8	<i>"Enabling the town centre to be less car centric but maintaining accessibility for those who need it would help some of the other priorities to be achieved."</i>  <i>"Accessibility to the centre needs to be inclusive for all and not everyone is going to be in a position to walk, run or cycle into town."</i>
	Highlights access to town centre roads for buses	3	<i>"People want buses on the Parade so they don't have to walk miles."</i>
	Create sustainable travel solutions	3	<i>"It suggests that the car is the enemy. This would be a huge mistake, only having access to the centre from public or private vehicles limited to the periphery of the centre. New technology will ensure, in the not too distant future, that all our transport will be clean, safe and pedestrian friendly. Leamington is fairly unique in its mostly wide avenues and roads, and should take advantage of this and provide for this new 'travel technology', and not base future policy based on our current 'travel technology'."</i>
	Cyclists need better accessibility, away for cars	3	<i>"I think it is skewed towards pedestrianisation of the Parade, which is not needed and doesn't work (I was living here when it was tried in the 80s). By all means improve public transport and make it easier for people to walk/cycle into town, but banning cars will just increase traffic in other (residential) streets and kill off the trade that we have."</i>
	Benefits of more sustainable travel	2	<i>"Clean air and spaces to walk are good."</i>
	Walkers need better	2	<i>"(I dislike) the emphasis on those cycling or wheeling. This is frequently to the detriment of</i>

	accessibility, away from cyclists		<i>walkers. They must be kept separate, ie. a physical barrier."</i>
	Problems with cyclists and cycling	1	<i>"Cyclists are a monumental pain to everyone else, causing havoc and endangering others everywhere they go."</i>
Environment		24	
	Don't support climate objectives	8	<i>"The focus on the global climate issue is not really relevant at a local level. Nothing that is done locally will change the global climate outcome so better focus on things that can be done locally that will make a difference locally."  "Overall it seems too focused on a net zero agenda. Pollution reduction is important but many net zero goals will simply make the economic situation, and thus the status of the town centre, worse."</i>
	Need greater commitment to climate objectives	6	<i>"...it could be more focused on our water, air and building future proofing."  "With climate change posing the greatest threat to our future health, now is the time to put this centre stage."</i>
	Support climate objectives	4	<i>"Nothing, it will breathe fresh air into the town centre."</i>
	Address pollution and air quality in town centre and other parts of Leamington	4	<i>"It's full of buzzwords but it's not clear what the actual actions are. The major way to improve people's health in the town centre is to pedestrianise it so you're not dodging traffic and breathing fumes from buses...It's not clear what your plan is for this from the vague terminology."</i>
	Positives of parks and green spaces	3	<i>"The focus should be less on old town, and more on the real reasons people visit Leamington; the parade and green spaces. Improve/expand upon these and the rest will follow."</i>
	Need for improvement of parks and green spaces	3	<i>"(I dislike) the risk of even more building development that stresses the infrastructure, erodes green space and compromises the town with ugly buildings."</i>
	Improve biodiversity and planting	2	<i>"It doesn't include biodiversity, which is integral to climate change and healthy people, especially pollinators."</i>
	Address litter, waste and cleanliness	1	<i>"Sounds like an interesting thought but sounds more concerned about how it looks instead of helping people in need. Just because it looks pretty doesn't mean it will be a functional town centre as it's devoid of shops and anything to do, it's more dangerous due to the homeless issue and the litter. The look of the place is superficial."</i>
Retail		18	

	Need for more shops and retail options	6	<p><i>"...a vibrant town where you can buy things you need (eg. underwear and shoes, both of which are hard to come by, which is ridiculous in a town this size). They don't need more office spaces and escape rooms."</i></p> <p><i>"No specific mention of reducing number of cafes, nail bars and barbers and attracting quality and independent shops."</i></p>
	Criticisms of closed shops	4	<i>"I feel there are bigger issues that need addressing in the town, such as the fact that businesses are leaving and almost half of shop units in the town are empty."</i>
	Highlight impact of the Shires Retail Park	4	<i>"The motor car is the device of mass public transportation, it looks like this new vision will not be car friendly. Leamington and the surrounding areas are affluent, these people are the ones keeping Leamington town centre alive, most of them are car owners or drivers. If you make it difficult for them to park and/or access the town centre you are giving away for free a viable town centre to a local out of town retail park."</i>
	Need for more independent shops	3	<i>"No specific mention of reducing number of cafes, nail bars and barbers and attracting quality and independent shops."</i>
	Need for more national stores	1	<i>"It doesn't seem to address the need to encourage new business to the centre. Too many coffee shops and not enough accessible shops that are of big high street brand."</i>
	Criticisms of the Royal Priors Shopping Centre	1	<i>"We need a way of encouraging people who usually drive in from outside the area - maybe a park and ride? Or something more unique to offer to encourage visitors such as better shopping centre or a permanent market space?"</i>
People & Residents		15	
	Highlight need for accessibility to disabled people	10	<p><i>"Although it is important, I would be concerned if the focus on climate change means that people with mobility issues are excluded; not everyone can walk even a short distance easily. If cars are excluded, will there be enough viable options to access the town centre?"</i></p> <p><i>"I worry about the elderly and less mobile who we still need to encourage to use our shops. If the buses don't come down Parade the less mobile will find it more difficult to get to shops."</i></p>
	Focus needed on residents and community	5	<p><i>"I worry that the mention of businesses and making the town centre 'busier' is too focused on retail, as opposed to community."</i></p> <p><i>"...I'm excited to see what you come up with...but don't prioritise what the town once was over the</i></p>

			<i>needs of the people who are living today. If it fits, great, but don't chase something that doesn't work."</i>
Housing		13	
	Criticisms of current housing and policies	9	<i>"There is no space for new houses! We need a cap on the rental market and the council should commit to regulating the price and quality of rentals. New builds are also in the sticks and impossible to get to without a car - bus routes should incorporate these."  "...too many executive new homes being built, not enough affordable housing."</i>
	Need for more housing	4	<i>"We need a cap on the rental market and the council should commit to regulating the price and quality of rentals. New builds are also in the sticks and impossible to get to without a car - bus routes should incorporate these."</i>
Safety & Public Order		10	
	Tackle crime and public safety	7	<i>"Pedestrianisation of the Parade. I like catching the bus and being dropped along the Parade route, near venue. If this stops, I would not feel safe and would probably avoid certain places and events, especially in winter months. I would not feel safe walking through pedestrian areas at night."  "If my bike keeps getting stolen then I'll never cycle into town. If I'm too frightened to walk home at night (or catch the bus) then I'll have to use my car. I really, really want to use my car less, but being locked in a car feels safe. Please make the streets/public transport safe enough to use."</i>
	Help and support for homelessness	6	<i>"There is no mention in the housing for sheltered accommodation or temporary accommodation for those who are homeless or sleeping out."  "I can't see any mention of rough sleepers. I absolutely accept that they need somewhere to sleep, but there should be some way of tidying away sleeping bags etc. during the day...if vacant shops were filled, there would be no doorways. Can something be done to provide covered accommodation for them? They need our help."</i>
Infrastructure		9	
	Need to improve overall infrastructure and criticisms of previous transport projects	6	<i>"The risk of even more building development that stresses the infrastructure, erodes green space and compromises the town with ugly buildings."  "We need to sort out our long term infrastructure, I hope the plan has taken this into account."</i>

	Need to connect town centre with other parts of Leamington and surrounding towns	3	<i>"The focus on the town centre only and not expanding to the wider county/area."</i>
Culture & Facilities		7	
	Add or improve current municipal facilities	5	<i>"Continues building of new housing without other infrastructure attached to it is infuriating. It keeps streets congested. Build houses as well as school, GP surgeries, shops, restaurants, bars - make proper neighbourhoods not just sleeping valleys."  "No mention of accessibility...The Priors has a Changing Places toilet, which is fantastic, but more things like this would make the town a place for all."</i>
	Improve the public cultural and arts facilities and celebrate public art	2	<i>"There's very little mention made of the arts or how an improved arts provision could create a much more exciting town centre. Nature, shops and businesses are one thing but there's room for Leamington Spa to do far more beyond its current patchy provision of community art, small family theatre shows and tribute band gigs - if Leamington is to become a true destination, it needs to think beyond places to shop and also provide places to think and feel. This is something almost all other town plans in the UK have grasped."</i>
Tourism & Events		7	
	Positives of events and increasing the number and diversity of events and attractions (including day and night life)	5	<i>"The town centre has a fairly vibrant calendar of events and festivals - many run by volunteers - who would deliver more and with what funding? More markets are not necessarily consistent with more retail unless the markets are carefully curated, eg. a farmers market on Regent Grove."  "...something more unique to offer to encourage visitors such as better shopping centre or a permanent market space."</i>
	Importance of tourism and attracting visitors	4	<i>"Too gimmicky and of little substance. There's too much focus on health and climate change. Those things can be taken into account when you do the thing but shouldn't be the thing itself. You should be focusing on making it a better town to visit instead of ticking socio economic tickboxes."</i>
Health		6	
	Focus needed on health	4	<i>"There isn't anything to dislike in terms of improving health and well-being - but it's how this is done that's important."</i>

	Criticisms of focus on health	2	<i>"Bit too absorbed in health and welfare rather than commercial enterprise."</i>
Regeneration		6	
	Highlight positive aspects of Leamington	2	<i>"It's in keeping with the town's history and is future focussed environmentally."</i>
	Highlight deterioration/negative aspects of Leamington and need for regeneration	2	<i>"The town has been in deterioration for about 10 years; more homeless more junkies, more closed up shops, dead nightlife."</i>
	Highlight other example towns to model future development	2	<i>"Not fully pedestrian or bold enough. We need more modal filters and creation of the wider Mini Holland vision."</i>
Heritage		4	
	Recreate a spa, celebrate the waterways and reclaim buildings of historical importance	3	<i>"I think it's 'fun' to think about the origins of Leamington Spa as a centre for health, and I'm excited to see what you come up with (eg. new relaxation spa, with a GP on the high street?)."</i>
	Celebrate architecture, preserve heritage and use it to drive tourism	1	<i>"Leamington's charm comes from the historical buildings and green spaces - these must be preserved, even at the cost of business and investment."</i>
Paving		2	
	Don't support widening of pavements	2	<i>"There are no details for how the vision may be implemented other than reducing traffic and creating bigger footpaths (of which I have never had an issue with and in my opinion are wide enough down the parade)."</i>
Equality & Diversity		1	
	Need to improve equality/deprivation	1	<i>"It must take into account the needs of different communities, especially those struggling day to day - housing, cost of living etc."</i>
	Need to address and encourage diversity	1	<i>"It must take into account the needs of different communities, especially those struggling day to day - housing, cost of living etc."</i>

### Child Friendly Survey

Respondents to the child friendly survey were asked "What do you dislike about the new vision?" in an optional open text question. 41.7% (n=5) of respondents provided a comment.



The themes that the respondents raised through their comments to this question are shown below.

- Need for clarity and specific detail of plan
- General criticism or dislike of the vision or document
- Need to address and encourage diversity

### “Is there anything missing from the new vision?”

#### Main Survey

Respondents to the main survey were asked “Is there anything missing from the new vision?” in an optional open text question. 58.4% (n=254) of respondents provided a valuable comment (removing “N/A” and “Not Answered”). All comments for this question have been themed and are shown below in Table 10, with example quotes provided for each. When asked if anything was missing, respondents again used this particular question to express that they felt there is a Need for clarity and specific detail of plan (n=49). This was the most frequent response to this question by some margin. It should be noted that some respondents provided more general comments in relation to the vision, rather than providing a direct response to the question.

**Table 10: Themed responses to “Is there anything missing from the new vision?”.**

Theme	Subtheme	Count	Example Quotes
Detail & Further Planning		52	
	Need for clarity and specific detail of plan	49	<p><i>“I think it needs to be more specific to Leamington. It would be useful to have some concrete targets or actions for people to look forward to and also to hold Warwickshire County Council accountable for.”</i></p> <p><i>“The timeline, and the cost, for the local businesses but also for the residents.”</i></p>
	Need for further engagement and introduce measures of success	5	<p><i>“Yep, there are no SMART targets. No Action Plan.”</i></p> <p><i>“A broad, representative steering group or governing body who can hold this to account which is made up of a variety of people (ie. residents and businesses) and not just political leaders.”</i></p>
Traffic vs Pedestrianisation		48	
	Support pedestrianisation of the parade or reduction of traffic	19	<p><i>“We really need to pedestrianise the parade. This would be amazing and could be a real selling point - getting known as having done this nationally.”</i></p>

			<i>"Closing Parade and allow the businesses (restaurants, pubs, bars, etc) in the town centre to thrive and to put tables and chairs outside."</i>
	Create parking solutions within the town centre and surrounding areas	11	<p><i>"Tackling parking issues - inconsistent application of parking restrictions is unfair to certain residents within the town. Some areas are 2 hours only, or for permit holders, some areas charge for parking, some areas offer 4 hours for free but because it's not ticketed there's no way for parking enforcement officers to monitor and people park all day! Missed opportunity for Council to generate a funding stream."</i></p> <p><i>"A plan to businesses that need their vehicles to run their business. It's all well and good reducing the amount of vehicles in the town centre, but there seems to be no plan to support small businesses with vehicles necessary to their day to day running. Parking is already an issue. There is very little free, all-day parking within easy reach of our shop meaning we need to resort to either using the two hour/permit holders parking or paying for street or off-road parking, both of which cause problems with timing. As we don't have staff, we are often in the shop by ourselves, so need to close the shop to move the vehicle. Unfortunately, if we have customers in the shop, we can't close until they leave, so sometimes get to the van after the ticket or timeslot has expired. On such an occasion recently, it took me 50 minutes to get a clear shop so I could move the van. Over the past 6 months we have had to pay nearly £500 in parking fines, which is an expense we could well do without."</i></p>
	Address the problems of traffic flow and potential rediversion onto surrounding roads	8	<p><i>"Where will you locate all the cars if they are banned from the town centre area? Taking over the essential parking for town centre and nearby residents?"</i></p> <p><i>"If the roads in the centre of town are closed will the traffic move to residential streets causing more pollution in residential areas?"</i></p>
	Introduce cheaper parking within the town centre	7	<p><i>"Nothing said about reducing car park pricing which is driving people away from the town and into the free parking provided by the out of town centres."</i></p> <p><i>"Free on-street parking. Make it more appealing for people to start visiting the high street again."</i></p>
	Don't support pedestrianisation of the parade or reduction of traffic	3	<i>"Doesn't take into account the need to travel through the town."</i>

	Need greater commitment to pedestrianisation	2	<i>"To promise pedestrianisation (is missing)."</i>
	The challenge from motorists against pedestrianisation or restrictions	2	<i>"Having something...to encourage people in who usually drive and how will these people get into town? Need incentives!"</i>
	Retail staff, retail users and visitors require access for cars and car parking	1	<i>"A plan to businesses that need their vehicles to run their business. It's all well and good reducing the amount of vehicles in the town centre, but there seems to be no plan to support small businesses with vehicles necessary to their day to day running. Parking is already an issue. There is very little free, all-day parking within easy reach of our shop meaning we need to resort to either using the two hour/permit holders parking or paying for street or off-road parking, both of which cause problems with timing. As we don't have staff, we are often in the shop by ourselves, so need to close the shop to move the vehicle. Unfortunately, if we have customers in the shop, we can't close until they leave, so sometimes get to the van after the ticket or timeslot has expired. On such an occasion recently, it took me 50 minutes to get a clear shop so I could move the van. Over the past 6 months we have had to pay nearly £500 in parking fines, which is an expense we could well do without."</i>
Economy		47	
	Intervene to support businesses (improve rents and rates)	23	<i>"Encouragement and incentives to get start up and established businesses into the town."  "Details on how new businesses, especially independents, will be attracted to the town and supported, such as reductions on business rates and business rents where there is control."</i>
	Improve the local economy and prosperity and build on current successful industries within Leamington	14	<i>"There is nothing about recognising and building on the success of the Creative and Games businesses that are the only really significant contributors to powering the local economy."  "Investment! The shopping environment is dead as an economy. It needs to revive itself in a different manner in a different way using Inwood investment from its local businesses expertise. For example, the Priors shopping centre is a ghost town. The council should look at moving the shops out to the high street and converting into offices and usable space. The parking is there already and the space is bright and open. So would be perfect for a game developers or a creative/engineering business. This would bring more people into town during the day and drive more use of the shops that remain."</i>

	Need to increase footfall in the town centre	10	<p><i>"Additionally to my comments on pedestrianisation, it might be good to have validated free parking to encourage shoppers and help the struggling businesses with footfall."</i></p> <p><i>"Parking is often inaccessible because of the sheer expense - fees need to be reduced if you want to bring more people from further away as they are often put off by these charges."</i></p>
	Positives and negatives of restaurants and cafes	3	<i>"Look into pedestrian areas and food shops. Too many coffee shops."</i>
	Active travel plans will hurt the economy or town centre	3	<i>"If we are to get people back into the town centre we need to make it easy to get too and welcoming, not by penalising car users, otherwise they will just go out of town instead, to places like the Shires, where cars are welcome as essential for most people."</i>
Retail		39	
	Need for more shops and retail options	19	<p><i>"You are also mentioning supporting and encouraging businesses. We've seen a lot of coffee shops, nail salons and barbers opening in the town centre but barely any new shops - independents or bigger brands - (such as clothing shops, gift shops, homeware etc.). A diversity in the shops would bring more people in town as they wouldn't need to go to a shopping park to find what they need."</i></p> <p><i>"Supporting the return of more shops. We don't have a range of shoe shops (either very cheap or very expensive - no proper choice at all), we have very limited clothes shops (apart from expensive upper middle class, older women's clothes and very little for the younger market or those on a medium budget), our local 'supermarkets' are no longer classed as supermarkets and we pay a premium. Honestly, the town offers so little right now. If it doesn't get more proper shops, it's going to die. I would not visit the town as a tourist at all, as there isn't enough to attract me."</i></p>
	Highlight impact of the Shires Retail Park	7	<p><i>"Leamington town centre is dying. It is being strangled by poor car access, poor public transport access and a feeling of dereliction caused by too much retail space. Car parking charges are a large part of the problem. They caused an immediate decline in footfall when introduced. Footfall that was transferred to the Shires Retail Park in large measure or simply vanished."</i></p> <p><i>"The growth of Leamington Shopping Park has been to the detriment of the town centre but this, and the resulting traffic congestion around it has not been addressed."</i></p>

	Criticisms of closed shops	5	<p><i>"More local businesses, less "ghost town" abandoned shops."</i></p> <p><i>"More emphasis upon quicker turnaround (council intervention) of Parade (and similarly important shopping destinations) shop vacancy re-letting/ resale, ie. to avoid issues like ugly, vacant holes on Parade, eg. House of Fraser currently."</i></p>
	Need for more national stores	5	<p><i>"How to bring on more shops, especially bigger shops like Primark, Zara, Matalan, and other big names? This would increase footfall, which would then bring in the crowds needed to support smaller independent shops which are also essential to Leamington's retail offer."</i></p> <p><i>"Encourage big retailers and businesses to the town centre so people actually want to go shopping, ie. Primark, Next, The Range. Give them free business rates."</i></p>
	Criticisms of the Royal Priors Shopping Centre	5	<p><i>"What's the vision for the Royal Priors? I remember it being built - it really was the jewel in our crown - but now it's an empty place (with some shops that aren't appropriate to walk children past - please choose the shops that you allow to open in Leamington carefully). I honestly don't know how the Priors has gone downhill so quickly and it's really sad."</i></p> <p><i>"This is a useless 'new vision' without new businesses filling the empty retail units on The Parade and in the Royal Priors."</i></p>
	Need for more independent shops	4	<p><i>"It also needs to be a practical town centre so you need to encourage more independent shops. So many empty shops, so maybe rent and rates are too high? Really difficult buying clothes now since Outfit, House of Fraser and Top Shop went."</i></p>
Environment		32	
	Improve biodiversity and planting	9	<p><i>"Not enough emphasis on green corridors; North to South."</i></p> <p><i>"Biodiversity - protection of existing trees, hedgerows and scrub; planting of more wildflowers as standard on verges and parts of all green spaces."</i></p>
	Address pollution and air quality in town centre and other parts of Leamington	7	<p><i>"I suspect that it seeks to address air quality in terms of outdoor air but forgets that indoor air is an issue. At the time of the latest ONS survey, 1/30 UK citizens were suffering from Long Covid and the numbers are increasing. SarsCov2 continues to circulate and infect people multiple times. By the third infection, the chances of getting Long Covid are 40-50%. In addition, other airborne diseases such as measles, whooping cough, TB, RSV have increased significantly since the start of the pandemic. There is no treatment for the long-term damage caused by Covid. In order to have 'healthy' people in</i></p>

			<p><i>Leamington Spa, we have to have healthy indoor spaces and these have to be as free from airborne pathogens as possible.</i></p> <p><i>"There is no point making loads of effort improving the town centre if the road network to/from/around Leamington isn't improved. Sitting in traffic jams wastes time, creates stress and frustration, and is hugely damaging to the environment. Is there a plan to fix this? I have lived here for a decade and all I can see is that it's getting worse."</i></p>
	Need greater commitment to climate objectives	5	<p><i>"What about insulating buildings and introducing heat pumps to make the buildings carbon neutral."</i></p> <p><i>"Stronger commitment to net zero."</i></p>
	Address litter, waste and cleanliness	5	<p><i>"More emphasis on recycling; use of sustainable materials."</i></p> <p><i>"More people means more rubbish, which overflows out of the bins already."</i></p>
	Don't support climate objectives	3	<i>"Overall, it seems too focused on a net zero agenda."</i>
	Support for a clean, attractive town	2	<i>"How are you going to smarten the town?"</i>
	Support climate objectives	1	<i>"The town must be reimagined for a post-consumption, climate-threatened world where community and conviviality are nurtured via the town's enviable natural assets and the encouragement of independent enterprises. Politics must be excluded – implicitly or explicitly. For this to work, we must rise above politics and then we must take action."</i>
	Positives of parks and green spaces	1	<i>"...what do we want to be the distinctive motivation for coming into Leamington rather than any other town? eg. beautiful architecture, the best array of dining and leisure options, independent and varied shops, free of traffic and pollution, well maintained, beautiful and safe open spaces, easy and inexpensive access."</i>
	Need for improvement of parks and green spaces	1	<i>"...park maintenance."</i>
Active & Sustainable Travel		29	
	Need to improve/criticis	12	<i>"Increase in direct transport from those in nearby villages and towns."</i>

	ms of current public transport		<i>"Public transport frequency needs to be addressed urgently as it does not come anywhere near replacing the car as a means of transport into the town."</i>
	Create sustainable travel solutions	8	<i>"There seems to be a lack of thought given to electric vehicles and promoting their use as an alternative to traditional fuels, eg. petrol, diesel. I'd like to see more commitment to providing easy to use rapid charging for EVs in the town centre."</i>  <i>"The bus stops on the parade need to be relocated somewhere close by, but away from the parade. Also, the introduction of electric buses."</i>
	Cyclists need better accessibility, away for cars	7	<i>"Addressing how the large new housing estates to the south west of Leamington interact with the town centre. These estates are 100% oriented around private cars. Active transport is an afterthought and it is quite difficult to cycle safely into the centre. Similar but lesser concerns about active travel form Warwick into Leamington."</i>  <i>"If cycling routes become a thing for the space, consider speaking to cycleways and making recommendations for county highways regarding arterial routes and schemes which make biking more accessible (e-bike public funding)."</i>
	Benefits of more sustainable travel	4	<i>"What about speeding up the K2L cycle path and building one connecting Leamington and Warwick? Perhaps encourage more school children to cycle to school to give them a cycling mentality."</i>
	Health and accessibility problems for individuals with active travel	4	<i>"...make sure town centre accessible for people who need disabled access, buses etc."</i>
	Highlights access to town centre roads for buses	4	<i>"If changes to public transport like buses become part of the plans, make clean air recommendations to the councils, and keep them away from the parade (not even cutting through)."</i>
Culture & Facilities		27	
	Add or improve current municipal facilities	9	<i>"Education - how to build schools, life long learning infrastructure that will prepare young people and help support people of the town adapt to changing world around them."</i>  <i>"Sitting spaces with roof/enclosed for winters."</i>
	Improve the public cultural and arts facilities	6	<i>"...more scope for public art eg. murals."</i>  <i>"There's very little mention made of the arts or how an improved arts provision could create a much more exciting town centre. Nature, shops and</i>

	and celebrate public art		<i>businesses are one thing, but there's room for Leamington Spa to do far more beyond its current patchy provision of community art, small family theatre shows and tribute band gigs - if Leamington is to become a true destination, it needs to think beyond places to shop and also provide places to think and feel. This is something almost all other town plans in the UK have grasped."</i>
	Add or improve indoor spaces for children and families	5	<i>"Indoor space for children under 5. They almost need a sports centre type hall that is free to access and has a run around space for them in the winter where parents can meet and children can play. Like we do in the parks when it's not pouring with rain."  "Child friendly indoor spaces which are free. While Leamington has lots of parks and outdoor spaces for families, there are few indoor spaces where children can play. The library is great but children are encouraged to be silent. I have also been very disappointed by staff in the children's play space. Although the space is clearly designed for children, their needs are not catered for. They are not allowed to eat or even drink (I have even been reprimanded for giving my baby water) and children are told off for running and making noise!"</i>
	Add or improve indoor spaces, meeting spaces for community	4	<i>"Healthy communities - where amenities, indoor and outdoor spaces are maintained, accessible and bookable for the use of local organisations and less formal groups."</i>
	Add or improve spaces or activities for teenagers	3	<i>"A focus on space for young people."</i>
People & Residents		25	
	Highlight need for accessibility to disabled people	14	<i>"How those who are disabled can access the town more freely and easily? Disabled people are left with no option but to drive to places. Also, maybe have an easily accessible place somewhere in town which hires out mobility scooters to help maintain the independence of those with limited mobility and thus, allowing them to travel all around the town and not be restricted to how far they can walk only!"  "A focus on making the area and all ways to get to it accessible for everyone."</i>
	Focus needed on residents and community	10	<i>"I hope this plan works on creating a community as well. We have a lot of people moving into the area and need to make sure everyone is involved."  "Feels like we could mention the role of creating a stronger community that reflects the town members."</i>



	Highlight the role of students with Leamington	1	<i>"I don't see anything about the word 'student', yet the effect of this group is considerable. Positively, they may spend in the local economy. Negatively, just look at the road out from Morrisons to Southam and the proliferation of takeaway food shops and debris."</i>
Negativity & Scepticism		25	
	General criticism or dislike of the vision or document	11	<i>"Yes, everything. No vision." "Inspiration needed."</i>
	Highlight lack of understanding of fundamental problems and need to reallocate funding elsewhere	5	<i>"Let's just say I think the new vision should be scrapped and you start thinking more about everyday people." "We should be including things rather than building wider pavements for pavements that aren't being used very much,"</i>
	Scepticism over the ability of local government to deliver successful change	5	<i>"It will be important that it actually is used to drive change and delivery and that Warwick District Council doesn't just ride rough shod over the aspirational elements it in the pursuit of quick wins and short term money like it does with everything else." "Just need to walk the walk. Evidence suggests you will not succeed."</i>
	Need to be braver	2	<i>"Be bold! Make the town truly green!"</i>
	Criticism of the survey, process or method of delivery	1	<i>"The survey seems to lead to certain outcomes without saying as much (a perception based on what is not being asked, as much as what is and questions like 'reducing the dominance of cars' which depends hugely on a specific location)? You have not asked where people travel from - which seems a significant omission when wishing to understand mobility and public transport usage. I wish to have the opportunity to comment on actual ideas and proposals."</i>
	Need to be more focused	1	<i>"Too limited. Needs to take a broader view to encourage people to fill the numerous voids in town."</i>
Tourism & Events		17	
	Positives of events and increasing the number and diversity of	15	<i>"Improving nightlife for the thousands of students that come. People are saying they don't want to go to Warwick University because the surrounding areas are so dead. Lots of students live in</i>

	events and attractions (including day and night life)		<i>Leamington with dead nightlife. More live music with big name artists.</i>  <i>"The Royal Priors 'ghost town' needs to be addressed, as it will only get worse. I think it would make a great high quality indoor market, championing local artisan crafts, fresh fruit and vegetables, like a mini Borough Market."</i>
	Importance of tourism and attracting visitors	3	<i>"...what do we want to be the distinctive motivation for coming into Leamington rather than any other town? eg. beautiful architecture, the best array of dining and leisure options, independent and varied shops, free of traffic and pollution, well maintained, beautiful and safe open spaces, easy and inexpensive access."</i>
Safety & Public Order		17	
	Tackle crime and public safety	13	<i>"Addressing drug use and crime. Bikes get stolen so cycling is hard."</i>  <i>"I suppose it could specifically support vulnerable groups like ensuring homeless people have support, and something on making sure it safe for women and girls."</i>
	Help and support for homelessness	7	<i>"How do we help the homeless people and the drunks at the bottom of the parade? Note I said help, not address or fix."</i>  <i>"More shelters and support is needed for the homeless to help them get back on track."</i>
Infrastructure		17	
	Need to improve overall infrastructure and criticisms of previous transport projects	9	<i>"If you have a spare £20 million, why are you not spending it putting our streets and pavements back to what they once were?"</i>  <i>"Every road junction in the town centre and in old town needs a simple pedestrian crossing - not a pelican crossing - where pedestrians have automatic priority. Using solar powered LED lights and cats-eyes and the installation cost is very low."</i>
	Need to connect town centre with other parts of Leamington and surrounding towns	8	<i>"There is little recognition that we now have two centres; the old town centre and the retail park. Should we be thinking about how to better link the two?"</i>  <i>"...more needs to be said about public transport connecting different parts of town with the centre."</i>
Positivity & Support		12	
	Don't dislike the vision	11	<i>"(Nothing missing) that I can think of."</i>  <i>"Don't think (anything is missing)."</i>

	General support of the vision	1	<i>"It covers sufficient for the purpose."</i>
Regeneration		11	
	Highlight deterioration/negative aspects of Leamington and need for regeneration	6	<p><i>"Yes, the vision should really ramp up on the heritage, especially the old town. The older town and original high street are mostly scruffy cheap shops and a through road. The actual spa is a scruffy bit of concrete, the church area is also scruffy and the only nod to the spa history of the town is a terrible blue metal sculpture. It's astonishing that compared to places like Bath, so much of the Georgian and regency heritage is a scruffy mess. This area should absolutely be regenerated. I also think the vision should include the pump rooms which astonishingly has now lost its art shop it's a disgrace that the council have put the offices there - since the foyer and shop closing we haven't really visited the pump room cafe which was one of our favourite places because it's so depressing to see what the council have done to the place. And to have housing benefit queries or whatever services there is just ridiculous. And the museum is closed that should be in the vision yet no one's going to want to have to see angry residents moaning at the council on their way through!"</i></p> <p><i>"There seems to be no answer to the poor state of some of the disused premises, particularly on (east) Regent Street, and the top of the Parade."</i></p>
	Highlight other example towns to model future development	6	<p><i>"I'd like to see e-bikes and e-scooters to rent in a similar way to what you see in Germany and Italy. The way towns such as Ferrara in Italy work would be a good vision for Leamington."</i></p> <p><i>"I don't know if this happens so early in the process but while pedestrianising the centre would be brilliant, considerations need to be made for how the buses can access the town. It could work like Oxford, but provision for buses would mean less in the way of public furniture."</i></p>
Housing		11	
	Criticisms of current housing and policies	6	<p><i>"Any recognition on how allowing 4500 new homes to be built around the town with more estates planned is consistent with this vision when clearly the infrastructure isn't in place to support this."</i></p> <p><i>"I think addressing the housing of multiple occupancy and transient student population, which breaks the building of communities."</i></p>
	Need for more housing	5	<p><i>"More affordable housing - it costs about £100,000 more for the same house, compared to down the road in Coventry."</i></p> <p><i>"The over capacity of retail space also needs addressing. The former House of Fraser will likely never return to retail use. Ditto the former Marks</i></p>

			<i>and Spencer. There are also numerous other vacant retail units for various sizes. Strong consideration should be given to converting these to residential use where possible."</i>
Heritage		9	
	Recreate a spa, celebrate the waterways and reclaim buildings of historical importance	6	<i>"We should make more use of the river, with better landscaping to enable access to its edges. Maybe a 'river walk' built along and over the river edge, with street vendors offering refreshments and seating."  "I think Leamington needs a public 'bath' or 'spa' or 'lido' to live up to its name of a spa town."</i>
	Celebrate architecture, preserve heritage and use it to drive tourism	6	<i>"Focusing on the strengths Leamington offers and ensuring there are enough 'anchor' reasons for people to visit the town centre...Re-open a spa? Sell the spa water?"  "It doesn't really talk about the aesthetic of the town centre and the experience we hope people will have there. Also, what do we want to be the distinctive motivation for coming into Leamington rather than any other town, eg. beautiful architecture... Also, I think it could be more connected to the historic roots of the town's development. People visited to take the waters, for the health and restorative powers of the town, to socialise and to leave feeling better in mind and body."</i>
Paving		6	
	Criticisms of current paving	6	<i>"Every time a slab on the Parade needs removing, it's replaced by a square of tarmac. That is hideous. The Parade needs patching up properly."  "Simple things like ensuring the streets are clean, gum removed etc., pavements are in good repair, the amount of broken and uneven slabs is breathtaking and noticeable, making sure repairs are completed quickly and properly, there is long term plastic barrier on the pavement at the top of the parade. Nobody seems to care!"</i>
Equality & Diversity		5	
	Need to improve equality/deprivation	4	<i>"Help for people who can't afford a house or get to work due to the prices of services and transport, as it's very high."</i>
	Need to address and encourage diversity	2	<i>"(It's missing) diversity."</i>
Health		3	
	Focus needed on health	3	<i>"If our ambition is to be a health driven town, it would be great to understand much more about sport and community mental health."</i>

## Child Friendly Survey

Respondents to the child friendly survey were asked “Is there anything you think we have missed from the new vision?” in an optional open text question. 33.3% (n=4) of respondents provided a comment. The themes that the respondents raised through their comments to this question are shown below.

- Focus needed on residents and community
- Need for more shops and retail options
- Intervene to support businesses (improve rents and rates)
- Need for clarity and specific detail of plan
- Highlight positive aspects of Leamington
- Positives of events and increasing the number and diversity of events and attractions (including day and night life)
- Improve the public cultural and arts facilities and celebrate public art

### **“Do you have any further comments on the new vision?”**

## Main Survey

Respondents to the main survey were asked “Do you have any further comments on the new vision?” in an optional open text question. 39.5% (n=172) of respondents provided a valuable comment (removing “N/A”, “Not Answered” and “No\*”). All comments for this question have been themed and are shown below in Table 11, with example quotes provided for each. When asked for further comments, respondents again used this question as a opportunity to state they felt a Need for clarity and specific detail of plan (n=26). However, the most frequent subtheme arising from this question was Support for pedestrianisation of the parade or reduction of traffic (n=32), which was also much higher than the objection to this subject from this question (n=3).

**Table 11: Themed responses to “Do you have any further comments on the new vision?”.**

Theme	Subtheme	Count	Example Quotes
Traffic vs Pedestrianisation		56	
	Support pedestrianisation of the parade or reduction of traffic	32	<i>“Pedestrianise the parade into a shared use space. Create a more cohesive active travel network for the town centre closer to the version from the draft Local Cycling and Walking Infrastructure Plan. Make sure it's accessible to everyone.”</i>  <i>“Pedestrianising the town centre would only highlight its beauty and make it feel more welcoming.”</i>

	Create parking solutions within the town centre and surrounding areas	11	<p><i>"The parking issues need to be looked at as there's just a big, abandoned parking building in the town that is doing nothing and is not functional."</i></p> <p><i>"I have seen some almost unbelievable statements made by prospective town centre developers, such as new residents will not have cars because they don't need them! Residential developments need parking spaces - in my mind, at a rate of at least 2 per property."</i></p>
	The challenge from motorists against pedestrianisation or restrictions	7	<p><i>"I sometimes fancy a kipper for breakfast and we have a great fishmonger in town. It takes me less than 10 mins to drive (in my electric car) and pick up a fish but 40mins to walk there and back. There are no other shops I want to stop at along the way and it's raining - I guess under the new vision I will just have some porridge and curse the overreach of a zealous council and dream of moving to a town that believes in personal responsibility for health choices and respects people's freedoms."</i></p> <p><i>"It's great but please be as ambitious and brave with reducing vehicles out of our town centre. Don't be bullied by small minded members of the public, councillors who are past their best or local businesses who can't or won't see the benefit that a traffic free town could bring to them."</i></p>
	Introduce cheaper parking within the town centre	6	<p><i>"I support the idea of preserving pedestrian zones but I also support free parking around the town to allow people to visit."</i></p> <p><i>"Pedestrianise the town centre with free car parking around the edges. Many of us have no choice but to use a car to go to town as there is no bus service to surrounding villages and no safe cycle route. Also, you can't carry shopping/grandchildren on bikes and it's too far to walk. Otherwise, we will take our business to more easily accessible towns."</i></p>
	Retail staff, retail users and visitors require access for cars and car parking	5	<p><i>"Make sure provisions are made for staff. How they can get into town safely, affordably and with somewhere to park cars for those that come in from further afield. For visitors, don't make it impossible for people to visit who drive, especially if they want to shop."</i></p> <p><i>"I know that the council offer season tickets for some of the car parks in the area, but they are not always in easy reach of town centre businesses like ours. From our perspective, in addition to the time it would take to go to collect the van when needed, health problems make walking long distances painful, so the position of the carparks is not practical for us, hence the season tickets are not an option. What I would like to request is that the new vision contains a consideration for giving small, independent businesses the opportunity to purchase</i></p>

			<i>parking permits, which would allow them to park in the Permit Holders parking spaces. Even if this was restricted to during business hours only, it would take an additional pressure off the business owners shoulders so they/we can concentrate on running our businesses and keeping the attraction of a variety of independent shops a reason so that more people visit Leamington's new vision and keep the town alive."</i>
	Address the problems of traffic flow and potential rediversion onto surrounding roads	4	<i>"Pedestrianise the Parade. It worked during Covid. The buses can be sorted out. Those who object to their roads becoming busier because Parade traffic has been re-routed, should instead look to discourage drivers who use Leamington Spa as a cut through from the Kenilworth A46 to the M40. (On that the A452 does not need to be converted into a dual-carriage way.) Expand the 20mph area, and enforce it. Pedestrian access between the station and town should be improved, it is a joke."</i>
	Don't support pedestrianisation of the parade or reduction of traffic	3	<i>"It will be a sad day, for the history of the town, if the Parade is ruined by pedestrianisation, like Bedworth, Nuneaton, Coventry, these places are soulless and the vision is archaic."</i>
Detail & Further Planning		40	
	Need for clarity and specific detail of plan	26	<i>"Some better understanding on timescales for decisions and delivery would be good."  "I'm impressed with many positive aspects of this vision, but I want to know in detail a lot more about how the planners actually envision this happening; as some of it seems a little far reaching to be perfectly honest."</i>
	Need for further engagement or incorporate local residents into planning process	14	<i>"Please keep consulting and listening. Please carry out the underlying research. 4 weeks is not a long time to have a survey open."  "How will the vision be shared? How do local residents get more involved?"</i>
Economy		37	
	Intervene to support businesses (improve rents and rates)	15	<i>"Interested to see how it can be translated into action. Encouraging business (and diversity of businesses, not just restaurants) will require the council to offer different business rents. Half of commercial premises in the town seem to be empty at the moment. The plan needs to tackle the impact The Shires shopping park has had on the town centre; it's geared for cars, not pedestrian or green travel, and has killed off the town centre. The town needs to decide what it wants to be and stand by that."</i>

			<i>"Let's try to make the high street appealing again by encouraging new shops by reducing rents and taxes and don't remove parking."</i>
	Improve the local economy and prosperity and build on current successful industries within Leamington	12	<p><i>"Leamington Spa is an important community for the University of Warwick, made up of thousands of our staff, students, graduates and visitors. We attract many new people to the West Midlands for employment or their studies with us; for many, our proximity to Leamington Spa adds to the appeal of that new opportunity. We are keen to nurture the town's sustaining appeal so even more great people choose to make their base locally. Leamington is the heart of a thriving creative industries cluster, and we will continue to support through the Creative Compact and our Creative Futures incubator for creative and digital businesses based at 1 Mill Street. To support graduate retention, it is important to have high quality employment opportunities, good quality housing and an attractive quality of life. We would support greater efforts to raise the profile of the creative industries in the town. They are a major source of employment and economic growth and will nurture a greater sense of identity as the sector embeds further."</i></p> <p><i>"I have no issue with Leamington being a key player in the games industry and other creative sectors but we need other businesses and employers too. Incentives for a wider group would be healthier and more sustainable."</i></p>
	Positives and negatives of restaurants and cafes	8	<p><i>"Thriving continental city centres are full of hospitality. Indoors and outdoors; cafes, relaxed bars, snack bars and relaxed restaurants; spilling out into pedestrian areas. This is also the way we are heading. And if we cling onto chain retail we will miss this trend and lurch into decaying main shopping streets and shopping centres."</i></p> <p><i>"Main issues, rents and rates for businesses and a BID that only supports half of the towns businesses making many feel second class; less investment in the bottom of town (Bath Street and Clemens Street); the lack of actual shops because cafes and restaurants outnumber them. People may spend in multiple shops but will only spend in one cafe/restaurant (if they can even afford it). No wonder people go to business parks because at least there are actual shops there!"</i></p>
	Need to increase footfall in the town centre	7	<i>"I believe that we need to make sure that young people want to live here and that industries such as the gaming industry, which is such a winner for the town, are fully encouraged and supported. Many new homes have been built recently, and the vision must ensure that these new residents are</i>



			<p><i>encouraged, and want, to spend more time in the town both day and night."</i></p> <p><i>"The town centre has too many empty shops, is there a way to encourage larger chains or independents to fill the empty shops. People who used to come into Leamington now don't because they think there's no shops and the high street is dead!"</i></p>
	Active travel plans will hurt the economy or town centre	4	<i>"Making the town less accessible for cars will hinder tourism and make it harder for independent businesses."</i>
Negativity & Scepticism		35	
	Highlight lack of understanding of fundamental problems and need to reallocate funding elsewhere	11	<p><i>"It does not sound as if you have engaged with the town at all."</i></p> <p><i>"A lack of focus on ensuring the basics are done well. Repairing roads and pavements ensuring landlords are maintaining their properties."</i></p>
	General criticism or dislike of the vision or document	9	<p><i>"It means nothing to put some high level statements together which most would agree with. What about crime, litter, homelessness, traffic congestion, access to hospitals etc.? Now you will say it's only the vision. I would say it's lazy, incomplete and just pushes the can down the road. Waste of money. Put something real to us."</i></p> <p><i>"Weak and frankly uninspiring."</i></p>
	Scepticism over the ability of local government to deliver successful change	7	<p><i>"With these ideas for an improved town centre, I want to be assured that each part of the vision will be realised to its fullest potential, not just some things being done well and other aspects being left behind."</i></p> <p><i>"After being at the previous meeting at the assembly room, this doesn't not seem to be connected and I am concerned that this level of information will not feed into particular actions for the town. Also at this stage, the vision could be related to any town and isn't Leamington specific."</i></p>
	Criticism of the survey, process or method of delivery	6	<p><i>"Need to work on additional means of communicating the vision and involving people. I came across the survey by accident and only just before it closes."</i></p> <p><i>"I look forward to having more detail. I was surprised to just be commenting on a vision in the absence of any detail. I appreciate that you may</i></p>

			<i>want to avoid people 'voting' on particular measures but the survey questions are very limited."</i>
	Need to be braver	2	<i>"Got to be pioneering and dramatic, not more arty farty crap."</i>
Retail		27	
	Need for more shops and retail options	12	<i>"I think the main issue facing highstreets now is the decline in the variety of shops and retail offerings. House of Fraser, Next, River Island, Topshop and many other shops used to draw more people into the town and onto the highstreet. Nowadays the only reason I go into Leamington is for a restaurant, the parks with my son, the library or a coffee shop."</i>  <i>"Encourage the parade to attract more proper shops. Fewer coffee shops and barbershops."</i>
	Highlight impact of the Shires Retail Park	6	<i>"Need to focus on what will actually bring life back to town centres in the current age. Understanding why out of town retail parks are beating town centres from both customers and business point of view (eg. free ample parking, lower rents, bigger premises, etc). Need more businesses and residents near the centre to have the footfall. Like it or not this will mean increased parking requirements. Park and rides are all very well but if you charge per passenger then it's often cheaper for a family to park in the centre of a town. Park and rides also limits how much shopping can be done since you can't dump your bags in the car and go do more shopping. Online retail has had the biggest impact because you can get anything and everything without having to wander for hours round various shops looking for that uncommon item you need. And if the delivery fee is less than the parking fee or bus fare then it's a no brainer."</i>  <i>"It is difficult to see how interesting shopping can be brought back to the town centre when there is free parking at Leamington Retail park, which also generates vast amounts of traffic there and works contrary to the vision of a healthy town, which is wider than the town centre."</i>
	Need for more independent shops	5	<i>"Whilst businesses are to be supported there needs to be an emphasis on a good mix of businesses especially small local business rather than just filling the town with national stores and coffee bars!"</i>  <i>"Leamington is a lovely place to live and visit. Pedestrianising the town centre would only highlight its beauty and make it feel more welcoming. My favourite things about Leamington are its community events (lantern festival, food festival etc.) and independent businesses (Berylune, Cenu Cacao, Haddie &amp; Trilby, Core, Spa Town Coffee</i>

			<i>etc.), and people who've visited me here love those things about the town too."</i>
	Need for more national stores	4	<i>"Some more clothes shops that appeal to younger people would be great, eg. Zara ."</i>
	Criticisms of closed shops	3	<i>"...councillors should make it their priority to walk up and down the Parade at different times of the day to see the extent of the problem (of empty shops) for themselves."</i>
	Criticisms of the Royal Priors Shopping Centre	2	<i>"The priors shopping centre needs revamping to attract more shops and footfall. A reduction in business rates may help this?"</i>
Active & Sustainable Travel		26	
	Cyclists need better accessibility, away for cars	13	<i>"More innovative ideas to encourage cycling. For example, hybrid cycle lanes, cycle superhighways (like in London), cycle hire schemes, more prominent/secure cycle parking facilities. Pedestrianisation of the parade - this was done during Covid and really improved the streetscape/environment for non-motorised users."</i>  <i>"Cycle path lanes and bike storage are essential to join up routes for people to use and keep bikes safe. At the moment cycle paths just end abruptly dumping you on busy roads."</i>
	Need to improve/criticisms of current public transport	11	<i>"Make the town primarily comfortable for pedestrians, cyclists, and invest in the bus running more often, maybe coordinated with train times. I would do love to take the bus/train more often, but they don't match up or run often enough. For example, I shouldn't have to drive to the airport at all, it makes no sense. I would love to cycle to Warwick more often, but it's along horrible roads, feels dirty, sometimes unsafe. That's why I take the car - even though I don't want to!"</i>  <i>"I would like the Covent Garden area to become a centralised bus station with trees planted etc. to make people feel good about using public transport. Take buses/traffic away from the parade and plant trees along the parade to encourage a natural environment."</i>
	Create sustainable travel solutions	6	<i>"Fully support returning the Parade to a pedestrian-only zone. Parking to the outskirts and public transport nearby (top and bottom of Parade). More EV charging at sensible prices (starting to get too expensive). Encourage Stagecoach to follow National Express and National Grid with electric buses. Installation of proper cycle lanes not those that are still prioritising cars (lack of Dutch curbs</i>

			<p>and uncoordinated lanes). Stop vans parking on pavements breaking the slabs and costly to replace).”</p> <p>“Space and congestion are the primary driver of many of the towns problems. I do not know how to fix them, but perhaps introduce electric buses and refuse collection vehicles, greatly improved cycle paths, longer stay on street parking (no one shops and has lunch in an hour), more off street parking in the centre (to replace the lost capacity at Covent Garden).”</p>
	Highlights access to town centre roads for buses	5	<p>“The only reason for having vehicles access the Parade is for buses. No cars, taxis or even motorbikes should be on it. Improve bus facilities by running them either side of the Parade (Bedford and Chandos/Park Streets) and/or reorientate them to run through Warwick Street both ways.”</p> <p>“Buses do need to come as near to the town centre shops as possible.”</p>
	Benefits of more sustainable travel	2	<p>“There is an obsession with closing town centres to traffic. The council need to work on how to improve all travel within the town and the surrounding areas.”</p>
	Walkers need better accessibility, away from cyclists	1	<p>“Need to separate pedestrians and cyclists. Too often they are lumped together, when they are completely different with different speed, direction and safety considerations.”</p>
Positivity & Support		21	
	General support of the vision	14	<p>“Would like to see this bring actively pushed through, promised works completed.”</p> <p>“I think it’s very encouraging that Warwick District Council is looking forward and positive about revitalising the town centre.”</p>
	General support for change	6	<p>“This is good. We need an up-to-date vision for the town centre (and all the town centres) that is kept up-to-date with regular refreshes as things move on and change rapidly.”</p> <p>“I hope that it is able to drive forward some much needed positive change. I would love to be proud of Leamington and to want to spend time there.”</p>
	Don't dislike the vision	1	<p>“it looks OK.”</p>
Environment		19	
	Address pollution and air quality in town centre and	6	<p>“There is currently a problem with air quality and flies in CV31 2 area related to berry polymers and fortress sites. Please speak to Warwick District Council and the environment agency as well as local</p>

	other parts of Leamington		<p>residents for a joined up response to this. It's so bad that it's making me consider moving out of the area and many other residents feel the same (several hundred of us have joined an action group on this issue). Any measures to improve air quality need to include action on this."</p> <p>"What about doing a 'bus survey'? If they get the bus transport sorted, this should help air quality. Need more measurement of air quality."</p>
	Support for a clean, attractive town	5	<p>"We have so many park/verges/areas that could be planted with trees to make our town feel really special and different. We need to build on the strength of our beautiful parks and make the whole town an outstanding example of a green and natural place to live. I'd like people to want to come here to see how it can be done and set an example to other towns that collective thinking can enable change. Could funding be sponsored by local businesses? Could volunteers be recruited to do planting/tidying? We have lots of people in the town who volunteer and care about this town - projects such as Mill Street charitable organisations could probably help recruiting volunteers?"</p> <p>"Making the town centre appealing and attractive is the number one priority. Without this no one will come."</p>
	Address litter, waste and cleanliness	4	<p>"Maybe have more community clean up days. Happy to clean up our green space. Also, maybe start a campaign to be the cleanest town! How about putting in hours of community service as a job for criminals. Or adopt a road, like they do in other parts of the world. Businesses adopt a mile of road to keep clean, in return they get a signpost. This section maintained by so and so."</p>
	Improve biodiversity and planting	4	<p>"Take buses/traffic away from the parade and plant trees along the parade to encourage a natural environment."</p>
	Positives of parks and green spaces	3	<p>"Funding of the parks should be maintained - the flower displays are always impressive and a key asset of the town."</p>
	Need for improvement of parks and green spaces	2	<p>"Having more opportunity for people to gather outdoor, in summer and also in winter. Providing outdoor with some canopy or covering to enjoy the free space...Making a place in which you can enjoy a walk at any time of the day or the night, with any weather forecast."</p>
	Support climate objectives	1	<p>"My main view is that it is impossible to please everyone, especially around the traffic. As the preamble to the vision mentions, climate change is with us, here and now and action needs to be taken</p>

			<i>for both the current and future generations. We have to change the way we live, work and play."</i>
Infrastructure		14	
	Need to improve overall infrastructure and criticisms of previous transport projects	11	<i>"Infrastructure needs to be looked at in great detail to be able to deliver the vision."  "Navigating cities like Birmingham or London is much easier because of unified transport providers and information."</i>
	Need to connect town centre with other parts of Leamington and surrounding towns	3	<i>"What the town really needs is a North East bypass but unfortunately some idiots from Whitehall decided we needed a big new rail project, which basically sits right where one would start the Western End of such a project."</i>
Tourism & Events		13	
	Positives of events and increasing the number and diversity of events and attractions (including day and night life)	9	<i>"Making a place in which you can enjoy a walk at any time of the day or the night, with any weather forecast. Giving business the opportunity to have tables outdoors also for coffee in evening and reducing the culture of going out only for getting drunk at night."  "Breathe more life into the town. The plan mentions activities etc. to generate a sense of belonging. I totally agree. Losing the Peace Festival was a great shame. We have Art in the Park and the Food Festival which are great. We need more of that - perhaps aiming at different demographics."</i>
	Importance of tourism and attracting visitors	5	<i>"We must encourage visitors and businesses to use our town centre... create a virtuous cycle. People encourage businesses and businesses encourage people."  "Important that it is for everyone. The town centre should be a place that people with very little money can feel at home, but we should not be afraid of trying to attract those with a lot of money to spend, eg. in an up-market hotel or spa. Playing to the middle will result in mediocrity."</i>
Safety & Public Order		12	
	Tackle crime and public safety	10	<i>"We need police officers on the beat all day every day going up and down the Parade and Regent Street and around the town centre. Honestly. Allocate one police officer, at least, to be on patrol 24/7."  "Campaign to stop exploitation of vulnerable people, including young children, at all stages of the drug trade, highlighting the costs to society involved"</i>

			<i>when purchasing drugs and its link with knife crime. Too many people think taking drugs is harmless!"</i>
	Help and support for homelessness	3	<i>"Offer empty retail spaces to homeless charities if they are left empty for longer than 12 months."</i>
Heritage		12	
	Celebrate architecture, preserve heritage and use it to drive tourism	8	<i>"Please see my earlier comments. Leamington is missing a trick with its heritage of a spa town. It lacks any real connection to the waters, wellbeing, leisure and the reasons people originally came to visit. With the popularity of Bridgerton, promenading and the number of independent cafes it is so well poised to attract fans of Georgian and regency heritage. There could be so much more around health and wellbeing and the grandeur that once was."  "We should make use of the spa water, market its health properties, bottle and sell it in a prominent building owned by the council in the town (no rent) and also online. Think Harrogate Water."</i>
	Recreate a spa, celebrate the waterways and reclaim buildings of historical importance	6	<i>"I appreciate that money is tight, but we are a Spa town without Spa. Could we consider something like what Bath has? Or some sort of outdoor swimming pool. It feels like we're missing a trick here."  "It would be lovely to open up the spa again. This is sure to encourage tourists to visit the town and therefore spend more money in Leamington."</i>
Culture & Facilities		10	
	Add or improve current municipal facilities	6	<i>"I'm on the committee of the Leamington &amp; Warwick Pickleball Club - we've been running pickleball sessions for almost a year by adapting badminton courts (at St Nicholas Park leisure centre) or tennis courts (at Christchurch Gardens) and it's a growing, thriving club attracting people of all ages &amp; fitness levels. We would very much appreciate some consideration being given to introducing some 'proper' Pickleball courts in the Leamington area (either inside or outside) so that we can grow the appreciation of and participation in this great game even more. It is the fastest growing sport in the US. It feels like it could definitely be a big way to attract people to visit Leamington and get the residents of Leamington being more active. The nearest proper pickleball courts are in Rugby."  "A range of views need to be considered. The quality of work is important, eg. the toilets in our prized park, Jephsons Gardens, do not reflect it's wonderful surroundings."</i>
	Add or improve indoor spaces for	3	<i>"The Priors shopping centre recently removed the kids fun area/bouncy castles from the top floor. This</i>

	children and families		<i>brought many families to the centre of Leamington Spa who may now not make the trip."</i>
	Add or improve indoor spaces, meeting spaces for community	1	<i>"More emphasis on things and places for people with disabilities. Examples, more quiet spaces..."</i>
Regeneration		9	
	Highlight other example towns to model future development	6	<i>"Better bike paths should be the priority of any development. That includes the routes into town not just in town itself. Many people won't try to travel by bike because of safety concerns. If this can be achieved it will help achieve the environmental and health priorities. Look at places like the Netherlands, where a much higher proportion of people travel by bike for short journeys."  "The pump rooms should be opened up as a spa like in bath, that would encourage health and wellbeing and attract visitors."</i>
	Highlight positive aspects of Leamington	3	<i>"Leamington is a beautiful place to live in. There are many assets which can be enhanced; the architecture, the many parks, lots of local and independent pubs or restaurants to meet friends, the town centre which is very accessible by walking or cycling from most parts of the town, the many and diverse shops, the sports clubs all over the town."</i>
	Highlight deterioration/negative aspects of Leamington and need for regeneration	2	<i>"This is starting from an assumption 'Leamington is one of the finest town centres in the country'. This rubbish. There is nothing in the town centre to bring people in and what is there, including the parks, is scruffy and dirty. For the new vision to be successfully implemented, it must readdress these issues first and foremost."</i>
People & Residents		8	
	Highlight need for accessibility to disabled people	7	<i>"More emphasis on things and places for people with disabilities. Examples, more quiet spaces, mandatory shopping hours for people who have disabilities, especially autism and anxiety."  "Guide Dogs campaign to make streets and outdoor public places more accessible for people living with a visual impairment. Below are some key considerations when designing accessible streets for people with sight loss.  i. Pavement parking - When cars are parked on pavements, people with a vision impairment may have to risk their lives by walking into the road just to get by them. This is an issue that also impacts parents with prams, wheelchair users, older people</i>



			<p>and many others. Implementation of parking controls and effective enforcement of illegal pavement parking will be essential to ensure that pedestrians with a vision impairment can access and enjoy Royal Leamington Spa town centre without fear of serious injury.</p> <p>ii. Road Crossings - Safe crossing points are required for the safety and independence of pedestrians with a vision impairment. As such, we would welcome a pedestrian crossing improvement programme, as part of the Royal Leamington Spa town centre vision.</p> <p>iii. Shared spaces - We would welcome policy and infrastructure investment to transform active travel accessibility, as well as the reallocation of surplus highway capacity towards more productive uses, such as wider pavements, enhanced crossing facilities and green infrastructure. When designing new or re-designing existing public realm infrastructure, it is important to consider that not all design features are accessible for pedestrians with a vision impairment. Shared surface streets are dangerous for people with a vision impairment, who rely upon the presence of the kerb to know they are on the pavement and not in the road. Similar risks exist for some active travel design features, such as continuous footways, which remove physical or tactile indication of the presence of roads or side roads, which increases the risk of road harm to pedestrians with sight loss.</p> <p>iv. Street furniture - A clearer high street, where obstacles like A-boards and cafe furniture are placed consistently, leaving plenty of room for pedestrians to walk past, not only makes it a safer place for those with sight loss, but also a nicer, more inviting place for all pedestrians. Along with pavement parking, street clutter and/or furniture can obscure the view of pedestrians from the carriageway, or force pedestrians to walk in the carriageway, increasing the risk of road traffic accidents."</p>
	Focus needed on residents and community	1	"We welcome the aspiration to foster an even stronger sense of community and belonging, and to strengthen community voice. Our students particularly enjoy volunteering opportunities and participation in local life, which can enrich this aim and support us to keep more of these well-educated people in the area after graduation."
Paving		7	
	Criticisms of current paving	5	"...why can we not stop nice paving being dug up and replaced with tarmac, it just looks stupid and scruffy. And, while I am here, why has there been a section of path dug up with barriers around it at the

			<i>top of the Parade for months with nothing going on, have they forgotten?"</i>  <i>"Make sure the footpaths are kept safe. There are so many loose slabs and several friends have fallen."</i>
	Support widening of pavements	1	<i>"Widen footpaths. If it means removing the obstacles that are on street parked vehicles, then so be it."</i>
	Don't support widening of pavements	1	<i>"Leamington Spa is lucky in that it has 4m wide footways for the majority of Parade so the impression that pedestrians are squeezed onto footways is inaccurate because number in town are not ridiculously high."</i>
Housing		6	
	Criticisms of current housing and policies	3	<i>"And so many of the houses on the streets around look scruffy. Why aren't the grade 2 listed building owners being made to tidy them up? The state of the student houses around George Street and Mill Street are a disgrace."</i>
	Need for more housing	3	<i>"I think there needs to be housing in the high street to replace all the empty shops."</i>
Health		4	
	Focus needed on health	4	<i>"Make Leamington a happy and healthy place to live in."</i>
Equality & Diversity		2	
	Need to improve equality/deprivation	1	<i>"Important that it is for everyone. The town centre should be a place that people with very little money can feel at home, but we should not be afraid of trying to attract those with a lot of money to spend, eg. in an up-market hotel or spa. Playing to the middle will result in mediocrity."</i>
	Need to address and encourage diversity	1	<i>"Don't let Leamington become a white middle aged town. It should not matter who or what people are. It should be an all inclusive town with no tick boxes and labelling. My colour, race or sexual orientation does not stop me from shopping or sightseeing."</i>

### Child Friendly Survey

Respondents to the child friendly survey were asked "Is there anything else you would like to let us know?" in an optional open text question. 33.3% (n=4) of respondents provided a comment. The themes that the respondents raised through their comments to this question are shown below.

- Need for more shops and retail options

- Criticisms of closed shops
- Criticisms of the Royal Priors Shopping Centre
- Intervene to support businesses (improve rents and rates)
- Tackle crime and public safety
- Help and support for homelessness
- Highlight deterioration/negative aspects of Leamington and need for regeneration
- Criticisms of current paving
- Support for a clean, attractive town
- Need for further engagement or incorporate local residents into planning process
- Support pedestrianisation of the parade or reduction of traffic
- Retail staff, retail users and visitors require access for cars and car parking
- Add or improve indoor spaces for children and families

## 5. Other engagement results

### 5.1 Comment cards

Comment cards were used to collect comments on the proposed Vision for Leamington Spa at three drop-in events held between 26<sup>th</sup> April and 28<sup>th</sup> May 2024 – Covent Garden market stall drop-in (28/4/24); Old Town drop-in at 1 Mill Street (8/5/24); and an unmanned Leamington Library exhibition (30/4/24 – 21/5/24). There were 80 comment cards completed, of these six had comments or messages not relevant to the proposed Vision for Leamington e.g. asking for information on facilities/events. The comments cards have been analysed and themed – themes are summarised in Table 12. The most frequent comments related to pedestrianising the Parade and/or town centre.

**Table 12 –Comment cards- summary of themes**

Theme	Count	Example Quotes
Pedestrianise the Parade/Town Centre		
- Support for pedestrianising	11	<p>“Close Parade on Saturdays/Sundays for public shoppers”</p> <p>“Bite the bullet - pedestrianise The Parade! Displaced traffic would not be significant”</p> <p>“Some parts of the Leamington centre could be pedestrianised for the people who work, eat and live daily there. Certainly the Parade and perpendiculars, not so much to avoid cars but to allow for walking spaces, terraces etc.”</p> <p>“Pedestrianise the Parade. Allow cafes to have seats outside - south facing Parade very good for this in summer”</p>

		<p>"Leamington Spa is the 12th most polluted town! We live here, our children breathe this air. Get traffic off town centre."</p> <p>"Make town centre safer. We loved town in covid. Safe for children to run with no traffic. Re-purpose Parade. No need for traffic on Parade."</p>
- Against/pitfalls of pedestrianising	2	<p>"RE: Transport and making the town centre accessible while cutting emissions. I live in a road very close to the town centre. During the pandemic the Parade was closed and buses diverted along my road. This massively impacted on noise levels and affected my partner's asthma. I wouldn't like for the Parade to be pedestrianised if buses divert along residential streets. I do think emissions must be reduced however."</p> <p>"Please do not close the Parade to traffic. During Covid this forced cars and buses into more residential areas of town = less safe for us on bikes/scooters and town pollution."</p>
More to encourage and attract businesses – suggestions to attract businesses to Leamington Spa and reduce vacant units	7	<p>"...Focus on attracting industry &amp; engineering to areas that are available to keep influx of people and community."</p> <p>"Changes in new developments should prioritise re-purposing &amp; refurbishing but to expect efficiency in period buildings is costly and prohibitive and a barrier to investment i.e. Halifax bank vacant for years. Also tariffs need to be attractive."</p> <p>"A thriving town centre with local and national businesses are key. You need to consider why retailers (M+S) have moved to the retail park."</p> <p>"Get more retailers/shops into vacant spaces - lower rents - encourage trade"</p> <p>"Make sure empty shops are filled quicker, even if only on short term leases, pop up shops or large play spaces during school holidays"</p>
More spaces for use by the public – suggestions for utilising available space for public use and community activities.	7	<p>"Lack of space for community activities - plus free, low key things to do to bring people together."</p> <p>"Create meeting hub in priors. Play area. Café and activities for older people."</p> <p>"Smaller collab spaces."</p> <p>"Community resting area"</p> <p>"Create more family friendly indoor spaces by re-purposing unused spaces in Priors."</p>
Developments accessible for everyone – comments about accessibility of any developments for local people.	6	<p>"Everything In Leamington is "luxury" - don't want a luxury spa. Needs to be for everyone!"</p> <p>"Wheelchair friendly"</p>

		<p>“Student engagement in community place making and community projects needs improving. University led.”</p> <p>“Events and performances in the town have become less accessible for local people due to unreasonable costs only to have an entrance to events, sometimes local people cannot access or pay for them.”</p>
Parks and green spaces – comments relating to parks and green spaces.	5	<p>“We could have a play park somewhere in Leamington”</p> <p>“Positive promotion of the small community parks. Let's shout to get it out there. The passion is there (shout &amp; promote to show what's possible).”</p> <p>“I like the river in Leamington and the swans (Connor Age 6).”</p> <p>“Fix the bridge on Radford Road to allow access to green space”</p>
Support for and comments around re-establishing a spa	5	<p>“Make Pump Rooms a spa again. Attract tourism.”</p> <p>“A spa in the town is a great idea for locals and tourists. Places like Bath have done this well.”</p> <p>“Re-establish a spa or spas: If this proposal is taken into consideration, I think it needs to be put in place along policies that protect rights to access to local and deprived area's population and not only creating some luxury and less accessible services in the area which will raise even more costs and housing problems.”</p> <p>“Love idea of bring spa back to life. Bring in tourists and footfall”</p>
Preserving/restoring buildings – comments on preserving and restoring buildings in Leamington and the practicalities of doing this.	5	<p>“If a building needs to be demolished in order to be more efficient and modern, so be it!”</p> <p>“HMO beautification policy - create standards for buildings in Old Town”</p> <p>“Some parts of the centre and south of Leamington are quite worn down and could do with a 'hand of paint' and bringing up to the rest of Leamington which is a beautiful town.”</p>
Suggestions for repurposing Royal Priors and vacant shops	5	<p>“Use the Royal Priors vacant shops for ANYTHING (eg: social spaces, pop ups, events). Otherwise less things there leads to less visits leads to less shops etc”</p> <p>“Create secure parking for e-bikes. Repurpose vacant shop for this?”</p> <p>“Turn Royal Priors into a food court - use all year as dry”</p>
Outdoor spaces for eating and drinking	5	<p>“More public space. Temp summer European style plazas to encourage outdoor eating”</p>

		<p>“When weather is good there's nowhere to sit outside - only Fizzy Moon. More on street outdoor eating and drinking.”</p> <p>“To allow more open spaces with cafes and squares to enjoy socialising outdoors having a coffee, beer etc.”</p> <p>“Pedestrianise the Parade. Allow cafes to have seats outside - south facing Parade very good for this in summer”</p>
Comments on vision/engagement exercise	4	<p>“It's hard to disagree with most of the suggestions but I have 2 questions: 1 How will some of them contribute to the life and vitality of the town? 2 How will you achieve many of them? Is there funding?”</p> <p>“Being inclusive is important. Being an autistic woman, I've looked at this with my sister and she had to explain what it is. Easy read instructions would be helpful.”</p> <p>“What does Incidental Play mean? What does a Child Friendly Town mean?”</p>
More entertainment and events	3	<p>“More markets and events!”</p> <p>“Mini music festival to add to festy calendar”</p> <p>“Lack of space for community activities - plus free, low key things to do to bring people together.”</p>
Public transport suggestions	3	<p>“Entertainment at bus stops and more regular buses”</p> <p>“SHUTTLEBUS top to bottom of Parade - v important! BUT NOT ON PARADE!! Itself”</p> <p>“A greater connection between south &amp; north Leam - continuation of The Parade and transport (tram?)!!”</p>
Community safety – comments on safety of the town centre and objections to CCTV	3	<p>““Eyes on the street" NOT CAMERAS”</p> <p>“No more CCTV. No 5G towers! We don't want to live in an EMF polluted surveillance town!”</p> <p>“Town centre safety should never be at the expense of people's privacy.”</p>
More public facilities – toilets, drinking water	3	<p>“More public TRUSTWORTHY water filling/drinking stations”</p> <p>“More public toilet and hygiene facilities”</p> <p>“If the plan is to use the town at night more, need TOILETS permanent/mobile”</p>
Promote arts	3	<p>“Emphasise arts and food destination”</p> <p>“Open up arts quarter as at the moment it is hidden away and unknown”</p> <p>“More (good) street art”</p>
Improve air quality	2	<p>“Make Leamington a low emission zone”</p> <p>“Leamington Spa is the 12th most polluted town! We live here, our children breathe this air. Get traffic off town centre.”</p>

Encourage independent shops/ventures	2	“Keep encouraging independent shops” “Focus on independent venture.”
No change needed	2	“Live here in L'Spa for 59 years. Keep L'Spa as it is. It's perfect we don't need CHANGE” “Keep L'Spa as it is. (Dave local 59)”
Markets/Local produce	1	“Farmers market to encourage local produce”
Condition of pavements	1	“The paving on the Parade (Regent Street & Warwick Street) is in dire need of replacing with quality paving slabs. It is dangerous. Especially for older people. Need to stop pavement parking especially delivery vehicles.”

## 5.2 Exhibition boards – dot voting

Dot voting was all used to collect views on the proposed Vision for Leamington Spa at the three drop-in events held between 26th April and 28th May 2024 as a complimentary exercise to the comment cards. Participants were presented with various statements under the themes of Healthy People, Healthy Place and Healthy Planet. They were asked to put a green dot on anything they liked, a red one on anything they disliked and a yellow one on anything they were not sure about. Participants could use as many or as few of the dots as they liked.

Figure 8-10 shows the responses, whilst Table 13 summarises the number of green, yellow and red dots for each theme. The majority of dots used were green dots to indicate the participant liked the statements presented. The statements with the most number of dots were:

- Create a child-friendly town centre with opportunities for incidental play (85 dots, 98.8% green, 1.2% yellow)
- Re-purpose vacant shops and vacant space on upper floors (79 dots, 62.0% green, 30.4% yellow, 7.6% red)
- Improve the physical health and wellbeing for everyone by reducing traffic in the town centre and encouraging more walking and cycling. This will improve physical health, improve air quality and improve safety (76 dots, 94.7% green, 5.3% yellow)

The statements with the highest proportion of red dots of total dots used were:

- Improve town centre safety with more “eyes on the street” and more activity and natural surveillance (29.4% red)
- Strengthen leisure and its connections to health and wellbeing and culture– more hotels, spas (29.4% red)
- Improve connections between people and nature (18.0% red)
- Support flexible workspace and a greater range of workspaces in the town centre (17.1% red)

Figure 8 – Healthy People Proposals

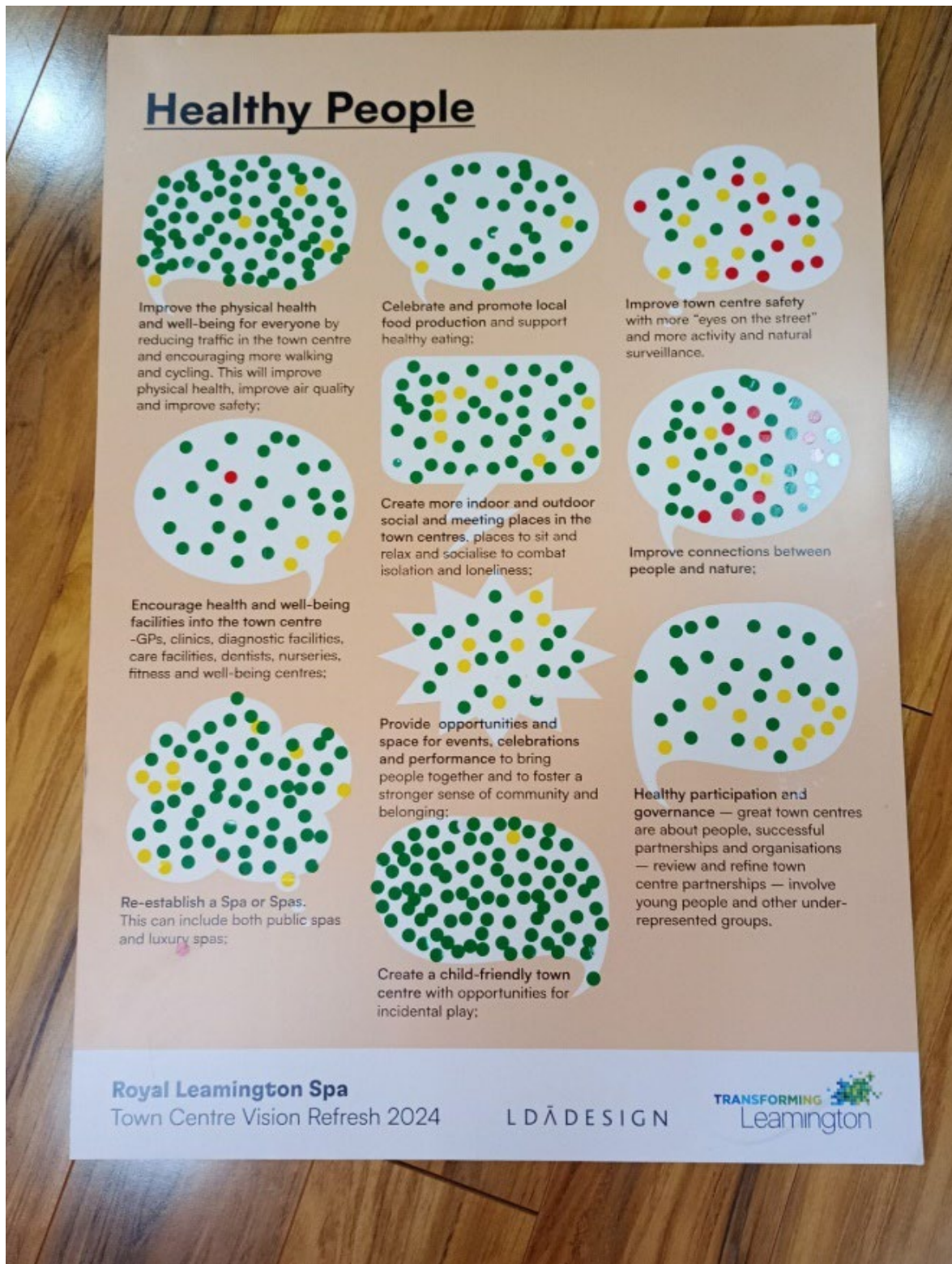




Figure 9 – Healthy Place Proposal

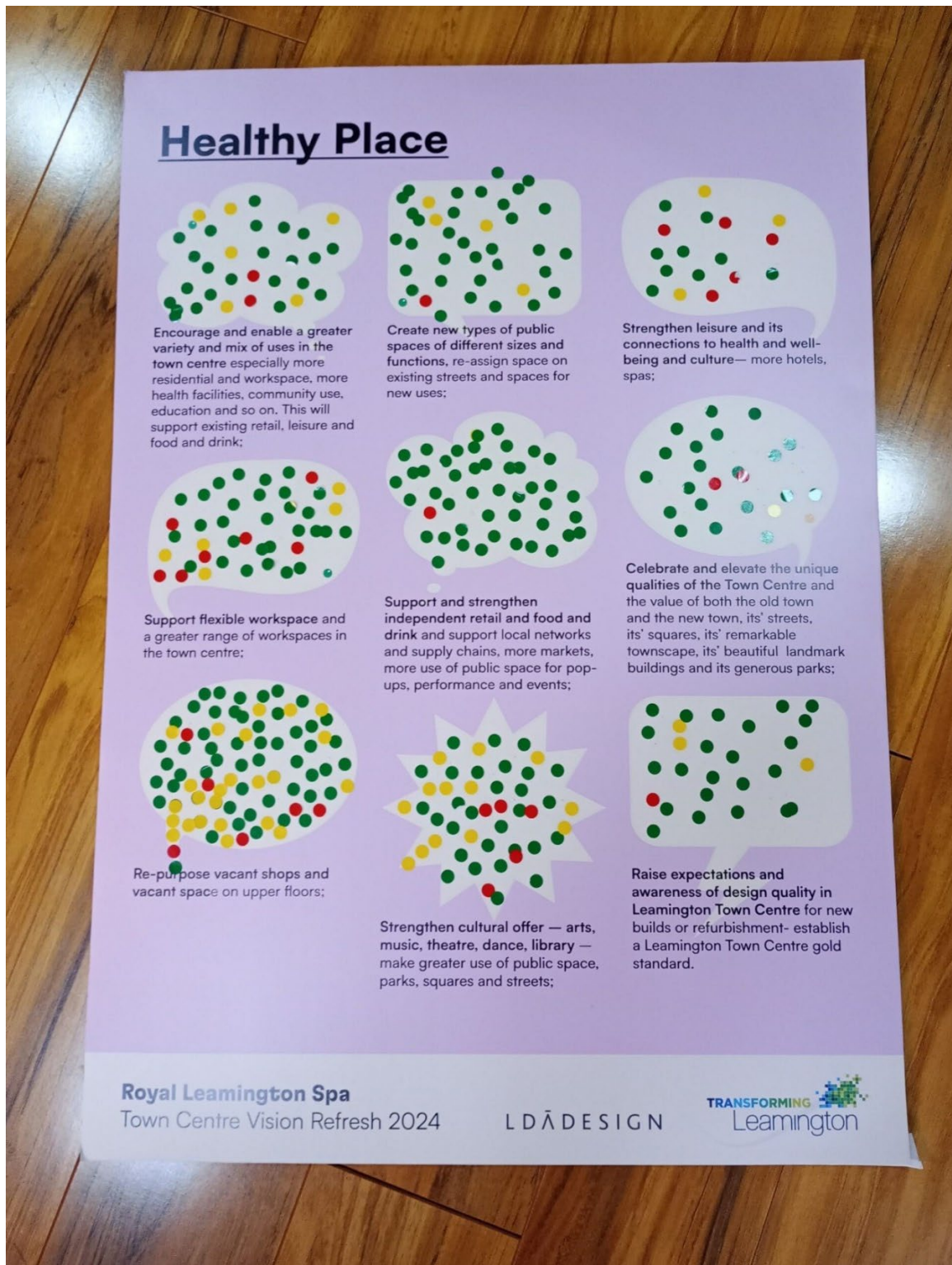
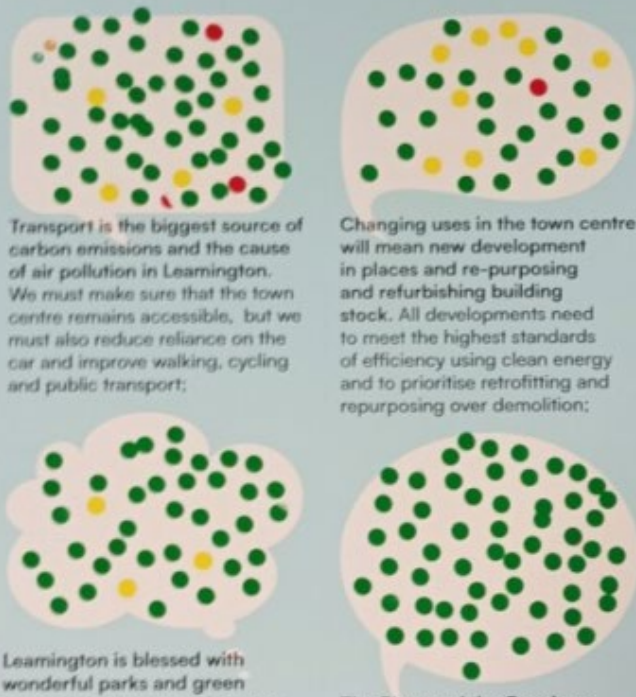


Figure 10 – Healthy Planet Proposals

# Healthy Planet



Transport is the biggest source of carbon emissions and the cause of air pollution in Leamington. We must make sure that the town centre remains accessible, but we must also reduce reliance on the car and improve walking, cycling and public transport;

Changing uses in the town centre will mean new development in places and re-purposing and refurbishing building stock. All developments need to meet the highest standards of efficiency using clean energy and to prioritise retrofitting and repurposing over demolition;

Leamington is blessed with wonderful parks and green spaces but we want to increase town centre greening to benefit people and nature, to moderate extreme weather events- rainfall, heatwaves, attenuate flooding, to reduce air pollution, improve water quality and to bring more colour and delight;

The River and the Canal are fantastic assets for the town and provide an enduring link with the town's waters and its history as a Spa. We need to improve water quality, accommodate flooding, increase biodiversity and improve accessibility and enjoyment of the town's water courses.

Thank-you for contributing to this consultation event. Don't forget to leave any ideas you have in the suggestions box using the slips provided.



The Royal Leamington Spa Town Centre Vision — Have your say survey is available online at: [www.warwickshire.gov.uk/ask](http://www.warwickshire.gov.uk/ask)

The engagement period is open from 26 April to 21 May 2024

Contact details:  
T: 01926 418630 E: [vision@transformingleamington.co.uk](mailto:vision@transformingleamington.co.uk)



Royal Leamington Spa  
Town Centre Vision Refresh 2024

L D Æ D E S I G N

TRANSFORMING  
Leamington

**Table 13 – Summary of dot voting exercise**

Theme	Statement	Total	Green		Yellow		Red	
			Count	%	Count	%	Count	%
Healthy People	Improve the physical health and wellbeing for everyone by reducing traffic in the town centre and encouraging more walking and cycling. This will improve physical health, improve air quality and improve safety	76	72	94.7%	4	5.3%	0	0.0%
	Celebrate and promote local food production and support healthy eating	37	35	94.6%	2	5.4%	0	0.0%
	Improve town centre safety with more “eyes on the street” and more activity and natural surveillance.	34	14	41.2%	10	29.4%	10	29.4%
	Encourage health and wellbeing facilities into the town centre -GPs, clinics, diagnostic facilities, care facilities, dentists, nurseries, fitness and wellbeing centres;	30	26	86.7%	3	10.0%	1	3.3%
	Create more indoor and outdoor social and meeting places in the town centres, places to sit and relax and socialise to combat isolation and loneliness	50	42	84.0%	8	16.0%	0	0.0%
	Improve connections between people and nature	50	37	74.0%	4	8.0%	9	18.0%
	Provide opportunities and space for events, celebrations and performance to bring people together and to foster a stronger sense of community and belonging	26	20	76.9%	6	23.1%	0	0.0%
	Re-establish a Spa or Spas. This can include both public spas and luxury spas	67	57	85.1%	10	14.9%	0	0.0%
	Create a child-friendly town centre with opportunities for incidental play	85	84	98.8%	1	1.2%	0	0.0%
	Healthy participation and governance – great town centres are about people, successful partnerships and organisations – review and refine town centre partnerships – involve	34	24	70.6%	10	29.4%	0	0.0%

	young people and other underrepresented groups							
Healthy Place	Encourage and enable a greater variety and mix of uses in the town centre especially more residential and workspace, more health facilities, community use, education and so on. This will support existing retail, leisure and food and drink	<b>32</b>	24	75.0%	6	18.8%	2	6.3%
	Create new types of public spaces of different sizes and functions, re-assign space on existing streets and spaces for new uses	<b>39</b>	34	87.2%	4	10.3%	1	2.6%
	Strengthen leisure and its connections to health and wellbeing and culture– more hotels, spas	<b>17</b>	9	52.9%	3	17.6%	5	29.4%
	Support flexible workspace and a greater range of workspaces in the town centre	<b>41</b>	29	70.7%	5	12.2%	7	17.1%
	Support and strengthen independent retail and food and drink and support local networks and supply chains, more markets, more use of public space for popups, performance and events;	<b>45</b>	44	97.8%	0	0.0%	1	2.2%
	Celebrate and elevate the unique qualities of the Town Centre and the value of both the old town and the new town, its streets, its squares, its remarkable townscape, its beautiful landmark buildings and its generous parks;	<b>24</b>	20	83.3%	2	8.3%	2	8.3%
	Re-purpose vacant shops and vacant space on upper floors	<b>79</b>	49	62.0%	24	30.4%	6	7.6%
	Strengthen cultural offer – arts, music, theatre, dance, library – make greater use of public space, parks, squares and streets	<b>47</b>	29	61.7%	13	27.7%	5	10.6%



	Raise expectations and awareness of design quality in Leamington Town Centre for new builds or refurbishment-establish a Leamington Town Centre gold standard.	<b>27</b>	23	85.2%	3	11.1%	1	3.7%
Healthy Planet	Transport is the biggest source of carbon emissions and the cause of air pollution in Leamington. We must make sure that the town centre remains accessible, but we must also reduce reliance on the car and improve walking, cycling and public transport	<b>57</b>	49	86.0%	4	7.0%	4	7.0%
	Changing uses in the town centre will mean new development in places and repurposing and refurbishing building stock. All developments need to meet the highest standards of efficiency using clean energy and to prioritise retrofitting and repurposing over demolition	<b>35</b>	25	71.4%	9	25.7%	1	2.9%
	Leamington is blessed with wonderful parks and green spaces but we want to increase town centre greening to benefit people and nature, to moderate extreme weather events- rainfall, heatwaves, attenuate flooding, to reduce air pollution, improve water quality and to bring more colour and delight	<b>41</b>	38	92.7%	3	7.3%	0	0.0%
	The River and the Canal are fantastic assets for the town and provide an enduring link with the town's waters and its history as a Spa. We need to improve water quality, accommodate flooding, increase biodiversity and improve accessibility and enjoyment of the town's water courses	<b>58</b>	58	100.0%	0	0.0%	0	0.0%

### Royal Leamington Spa Town Centre Vision - Have your say

#### Overview

Leamington Transformation Board (consisting of Warwickshire County Council, Warwick District Council and Royal Leamington Spa Town Council) with our consultants, LDA Design, and a Core Advisory Group of key stakeholders, have been working together on a new vision for Leamington town centre.

Royal Leamington Spa possess one of the finest town centres anywhere in England. The starting point for any future vision is that we want this to be recognised and celebrated not just by those living and working in the town but also by the world outside.

Its physical form, its streets, squares and parks and many of its best buildings and street facades have remained largely intact over more than two centuries. Over this time, the town has seen many peaks and troughs, periods when it has thrived and boomed and other times when it has hasn't. The important lesson to take from this is that the physical form of the town has proved it possess a remarkable resilience and an ability to withstand enormous social, environmental and technological change. We believe it will continue to do so in the future as long as we recognise and cherish its fundamental qualities.



The draft emerging vision is:

### **The People's Spa – a vision for Royal Leamington Spa Town Centre 2024-2034**

The People's Spa stands for:

- **Healthy People:** Improving the health and wellbeing of the people of Leamington and everyone who visits and works in the town.
- **Healthy Place:** Ensuring that Leamington, remains one of England's finest town centres long into the future.
- **Healthy Planet:** Making sure that Leamington is always looking after the Planet.

### **Why your views matter**

We are keen to hear your views on the emerging vision for Leamington town centre - we want to know your ambitions for Leamington and how you think it should develop in the future.

### **Why is a vision needed?**

- Town centres and high streets everywhere in the UK have gone through a period of huge upheaval and dramatic change;
- We are feeling the impacts of the climate emergency, online shopping, working from home, a housing crisis, cost of living crisis, loss of nature and many other challenges;

- A vision was drawn up in 2018 and we need to look at it again in the light of a rapidly changing world (click on the link at the bottom of the page to read the 2018 vision);
- A vision is needed to guide change in the town over the next decade or more.

### **Who's prepared it?**

- Prepared by LDA Design, experienced town centre regeneration specialists, urban designers and designers of healthy streets and public space;
- Prepared on behalf of Leamington Transformation Board (Warwickshire County Council, Warwick District Council and Royal Leamington Spa Town Council);
- Prepared following engagement with a Core Advisory Group of a wide range of stakeholders including the Leamington Transformation Board, local businesses and young people.

### **What we need from you**

This is your town centre and we need your views, comments and suggestions. A successful vision and a way forward relies on your support and participation.

Please have your say by completing this short survey. This survey closes at midnight on Tuesday 28th May 2024.

Everyone is welcome to complete the survey below. However, we also have a separate survey for young people of secondary school age. Click here for more information if you or anyone you know is interested in this.

### **How to take part**

You can feed back in the following ways:

- **Please complete the online survey below.**
- **If you would like a paper copy of this survey, need it in an alternative format or need help to complete it please contact us by phone on 01926 418630 or by email: [vision@transformingleamington.co.uk](mailto:vision@transformingleamington.co.uk). Paper copies of the survey are also available at Leamington Library.**
- **You can send your feedback directly to Warwickshire County Council by emailing [vision@transformingleamington.co.uk](mailto:vision@transformingleamington.co.uk) or in writing to:  
Leamington Vision Refresh, Regeneration & Place Shaping,  
Communities, Warwickshire County Council, Shire Hall, Warwick, CV34 4RL**



## Completing this survey

Thank you for taking the time to share your thoughts with us. Only a small number of questions are marked as required - please complete the questions you wish to answer, leaving any others blank and submit your response at the end of the survey. You can also save your responses and finish it at another time.

### Your Privacy

Your response is anonymous and can only be identified by a reference number. You will need this number if you contact us as we won't be able to find your response without it. If you want to save your answers to come back to later you will be asked for an email address to send a link to. This information will be destroyed straight away and won't be shared with Warwickshire County Council. You will only be asked for an email address if you want to save your answers or have a copy of your response.

### Privacy Notice

Please tick here to confirm you are happy for us to collect your response.

(Required) I agree to you collecting my response.

## Survey questions

### Background information - About you

The following questions will help us to understand who has responded to this survey.

#### **1 Please tell us a little about who you are and how you use Leamington Spa town centre. (Required)**

*Please select only one item. If more than one applies, please choose the one most relevant to your response today.*

- I am a local resident who lives in Leamington Spa
- I work in or near to Leamington Spa
- I am a student in or near to Leamington Spa
- I visit Leamington Spa, for example to use the town centre services and facilities such as shopping, hospitality, entertainment or visitor attractions
- I am providing a response on behalf of an organisation (please specify below)

I am responding on behalf of a business based in Leamington Spa (please specify below)

I am an elected member of a council or Parliament (including parish and town councils)

Other (please specify below)

Other reason (specify if applicable)

Name of organisation or business (specify if applicable)

## 2 Are you providing a formal response on behalf of a group or organisation?

- Yes - I am submitting a formal response.  
(Please complete questions 2a - 2c below).
- No - I am providing my own individual response.  
(Please skip to question 3 overleaf).

### Why are we asking this?

We will consider all responses. However, if you want your response to be noted as a formal response on behalf of a group or organisation, we need to know who it has been made by. If you would prefer you can submit a formal response directly in writing using the contact details provided.

### **If yes - Formal response**

#### **2a Please confirm the following details about your formal response:**

Please re-state organisation name:

Your role / position:

Please briefly describe how the views were gathered / approved:

#### **2b Please indicate which of the following you consent to in relation to this formal response.**

*Please select only one item*

- Please keep this response anonymous
- Consent to being listed as a respondent but do not consent to comments / responses being attributed
- Consent to comments being attributed

#### **2c Can we list your organisation or group as having provided a formal response?**

- Yes  No

## About your travel choices

**3 Typically, how frequently do you travel to Leamington Spa town centre using the following modes of transport?**

	Frequently (Once a week or more)	Regularly (Once a month or more)	Occasionally (Once a year)	Never
Car or van				
Cycle (including electric bicycle)				
Mobility scooter / wheelchair				
Public bus				
Scooter/motorbike				
Taxi				
Train				
Walk/run				
Other (please specify)				

Please specify other here

**4 If you use a car, van, scooter or motorbike to travel to Leamington Spa town centre, where do you normally park?**

*Please select all that apply*

- In a short stay car park where you are required to pay
- In a long stay car park where you are required to pay
- In a staff car park
- Other (please specify)
- I don't travel to Leamington Spa town centre by these methods
- On street using Pay and Display
- On street free parking in a time restricted area
- On street in an area without restrictions
- At a friend/family residence

**5 If all options were available, how would you prefer to travel to Leamington Spa town centre?** Please select your top 3 preferences - the order in which you choose them doesn't matter.

	Choice A	Choice B	Choice C
Car or van			
Cycle (including electric bicycle)			
Mobility scooter / wheelchair			
Public bus			
Scooter/motorbike			
Taxi			
Train			
Walk/run			
Other (please specify)			

Please specify other here

## **The People's Spa - A Draft Vision for Royal Leamington Spa Town Centre**

Leamington's historic town centre has a wide variety of leisure and shopping experiences for residents, those who work or study in the town and visitors. The town centre also offers a range of services as well as employment, business and educational opportunities. However, like many towns the centre is facing challenges. Online shopping and growth of retail parks has meant less people visit town centres and some town centre businesses are struggling. Covid-19 has brought these issues forward.

Leamington's historic street pattern is dominated by wide roads which supports through traffic and on-street parking but squeezes pedestrians onto pavements. The traffic creates noise and air pollution as well as safety concerns, but much of this traffic could use alternative and more appropriate routes.

By improving the pedestrian and public space in the town centre we hope to create a more pleasant environment which people are attracted to visit to spend more time and money. We also want to encourage more people to choose to walk or cycle to the town centre.

The draft emerging vision is: **The People's Spa - a vision for Royal Leamington Spa Town Centre**

The People's Spa stands for:

1. **Healthy People:** Improving the health and wellbeing of the people of Leamington and everyone who visits, studies and works in the town
2. **Healthy Place:** Ensuring that Leamington, remains one of England's finest town centres long into the future
3. **Healthy Planet:** Making sure that Leamington is always looking after the planet

The People's Spa places health and well-being at the very heart of the town's future. We imagine a healthier town centre in every sense. People feeling happier, healthier, more connected with each other and with the town. We imagine a busier town centre, more people in the town, for more of the time. We imagine new activities, new experiences and events bringing people together, businesses thriving, buildings, streets and public spaces well-used and well-loved. A much greater sense of belonging and ownership.

This town owes its very origins to a vision for health. The popularity of the Spa across 18th century Europe was centred on the health-giving properties of water, tourism and the rise of the wealthier middle class. Two centuries later, our vision is putting health and well-being for everyone at the centre of our thinking, not only looking after our own health but looking after each other's too. With climate change posing the greatest threat to our future health, now is the time to put this centre stage. It means that everything we do in the town centre will result in healthier and happier people, a healthier place and a healthier planet. The People's Spa is our vision for Leamington Town Centre.

**Our aspirations and goals are for:**

- A healthier town centre in every sense – people feeling healthy, businesses thriving, buildings and streets and places looked after and well-loved, people feeling more connected to each other and to Leamington;
- A town centre that welcomes everyone. We want more people in the town centre, for more of the time and for more of the year;
- We want people to love their town centre, become more involved and to feel that it belongs to them.

**6 To what extent do you agree or disagree with the new vision for Leamington town centre above?**

*Please select only one item*

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Agree

**7 To what extent do you agree or disagree with each of the key themes of the new vision?**

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Healthy people					

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Healthy place					
Healthy planet					

**8 Thinking about Leamington town centre, how important do you feel the following issues are to address in the new vision?**

	Not at all important	Of little importance	Neither important or unimportant	Important	Very important
Supporting / encouraging businesses					
Climate change / carbon emissions					
Air quality / pollution					
Flooding					
Improving habitats and supporting nature / wildlife					
Improving health /addressing health inequalities					
Conserving historic character of Leamington's buildings and places					
Encouraging tourism / visitors to the town					



	Not at all important	Of little importance	Neither important or unimportant	Important	Very important
Creating new homes / improving affordability of housing					
Improving the range of activities and facilities in the town centre					
Reducing the dominance of vehicles in the town centre					
Making the town centre more accessible for walking, cycling and wheeling					
Other (please specify overleaf)					

Please specify other issue(s) here:

## 9 What do you like about the new vision?

**10 What do you dislike about the new vision?**

**11 Is there anything missing from the new vision?**

**12 Do you have any further comments on the new vision?**

### **Equalities Monitoring**

The following questions are monitoring questions used in all surveys – they are not specific to this survey.

**You don't have to disclose this information.**

All information submitted is protected under the Data Protection Act 2018 and is not collated with any information or in a way that makes you identifiable. Click here to find out more about our data protection practices.

If you have any questions in relation to this data collection, please email: [equalities@warwickshire.gov.uk](mailto:equalities@warwickshire.gov.uk) or visit [www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)

**How old are you?**

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 60 – 64           |
| <input type="checkbox"/> 18 – 24  | <input type="checkbox"/> 65 – 74           |
| <input type="checkbox"/> 25 - 39  | <input type="checkbox"/> 75 +              |
| <input type="checkbox"/> 40 – 49  | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 50 – 59  |  |

**Do you consider yourself to have a disability, long term health condition or learning difference?**

*Under the Equality Act 2010, a person is considered to have a disability 'if they have a physical or mental impairment, and the impairment has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities'.*

- Yes
- No
- Prefer not to answer

**How do you describe your ethnic background?**

- |   |   |
|---|---|
| <input type="checkbox"/> Arab                                 | <input type="checkbox"/> Black or Black British - African   |
| <input type="checkbox"/> Asian or Asian British - Bangladeshi | <input type="checkbox"/> Black or Black British - Caribbean |
| <input type="checkbox"/> Asian or Asian British - Indian      | <input type="checkbox"/> Other Black Background             |
| <input type="checkbox"/> Asian or Asian British - Pakistani   | <input type="checkbox"/> Mixed - Asian and White            |
| <input type="checkbox"/> Asian or Asian British - Chinese     | <input type="checkbox"/> Mixed - Black African and White    |
| <input type="checkbox"/> Other Asian Background               | <input type="checkbox"/> Mixed - Black Caribbean and White  |

Other Mixed Background

Prefer to self-describe (please state if you wish)

White British

Prefer not to say

White Irish

Gypsy, Romani or Traveller

Other White background

If you prefer to self-describe please do so here

### **How do you describe your gender?**

Female

Male

Non-binary / agender / gender-fluid

Prefer to self-describe (please state)

Prefer not to say

If you prefer to self-describe please do so here

### **Do you identify as trans/transgender?**

Yes

No

Prefer not to say

### **How do you describe your religion/belief?**

Buddhism

Hinduism

Christianity

Islam

- Judaism
- Sikhism
- Spiritualism
- Any other religion or belief  
(please state if you wish)
- No religion or belief
- Prefer not to say

Other religion:

**Which of the following best describes your sexual orientation?**

- Asexual
- Bi / bisexual
- Gay man
- Gay woman / lesbian
- Heterosexual / straight
- Pansexual
- Other (please state if you wish)
- Prefer not to say

If you prefer to self-describe please do so here

