



PEOPLE & PLACES  
*Insight*

# HENLEY IN ARDEN TOWN BENCHMARKING

Measuring and Understanding Town Centres



## 2021

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# EXECUTIVE SUMMARY

## GENERAL

### Commercial Offer

- 37% of the ground floor units in Henley-in-Arden are A1 Shops, 14% lower than the National Small Towns average.
- 15% of the ground floor units are B1 Businesses, 12% higher than the National average.
- 76% of the A1 Shops in Henley-in-Arden mainly sell Comparison Goods, 6% lower than the National average.
- 79% of the A1 Shops are unique to Henley-in-Arden.

### Town Centre Use

- 57% of Town Centre Users visit Henley-in-Arden for Convenience Shopping, 13% higher than the National Small Towns average.
- 26% of Town Centre Users primarily visit Henley-in-Arden for Leisure purposes.
- 92% of Town Centre Users visit Henley-in-Arden at least once a week, an 11% increase on the National average.
- Nearly two-thirds of Town Centre Users travel into Henley-in-Arden On Foot, 24% higher than the National Small Towns figure.
- 35% of Town Centre Users spent £10.01-£20.00 on a normal visit to Henley-in-Arden.
- 75% of Town Centre Users stay in Henley-in-Arden for less than 2 hours.

## POSITIVE

### Visit Recommendation

- 91% of Town Centre Users stated that they would recommend a visit to Henley-in-Arden, 19% higher than the National Small Towns average.

### Physical Appearance

- 89% of Businesses and 82% of Town Centre Users stated that Physical Appearance was a positive aspect of Henley-in-Arden, the latter 37% higher than the National Average.

### Cafes/ Restaurants

- Cafes/ Restaurants (77%) were rated as a positive aspect of Henley-in-Arden by Town Centre Users a 21% increase on the National average.

### Vacancy Rate

- 4% of the ground floor units are vacant, 5% lower than the National Small Towns figure.

### Business Confidence

- In terms of business confidence, 67% of traders indicated that their turnover would increase over the next 12 months, 25% higher than the National figure.



## ROOM FOR IMPROVEMENT

### Car Parking

- Car Parking (60%) was the highest ranked negative of Henley-in-Arden by Town Centre Users.
- 75% of Businesses rated Car Parking as a negative of the town centre.
- Qualitative comments from Town Centre Users highlighted the need for changes in pricing and policy.

### Access to Services

- 59% of Town Centre Users rated Access to Services as a negative aspect of Henley-in-Arden a 47% increase on the National Small Towns average.
- Qualitative feedback indicated the need for Banking Facilities in the town centre.

### Retail Offer

- A key theme to emerge from the Town Centre Users comments was the need to Improve the Retail Offer.



# INTRODUCTION

## MAKING TOWN CENTRES FIT FOR THE FUTURE

People and Places Insight are committed to helping High Streets, Town Centres and Localities across the United Kingdom adapt and meet changing expectations, not just to survive but to thrive.

## WHAT WE DO

Over the last 12 years the People and Places Insight team have designed and developed a unique brand of practical services and solutions. Working, advising and offering guidance to National Government, Local Authorities, Town Councils, Business Improvement Districts, Neighbourhood Plan Steering Groups, Community and Town Partnerships, Universities and Retailers, we are best placed to meet and exceed your needs.

## OUR SERVICES

### Town Centre Solutions

With recent Government proposals to help High Streets adapt and meet changing expectations, we are committed to providing established expertise and support. The suite of Town Centre Solutions include:

- Town Benchmarking
- Footfall Counts
- Event Evaluation
- Car Parking Studies
- BID Surveys
- Visitor Research

### Neighbourhood Planning

With an expert team on hand to offer help, guidance and support, we can provide you with the complete Neighbourhood Plan package.

### Future High Street Fund Support

We are best placed to set out the issues and challenges facing your area and help you with the development of a full strategic approach with evidence to regenerate your Town Centre.



# BENCHMARKING

## HOW WE DO IT: THE APPROACH

The People and Places Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve Town Centres.

The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in Town Centre management.

By having the tools to measure performance, strategic decision-making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

## HOW WE DO IT: THE SYSTEM

The Benchmarking system is divided into two sections:

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

The defined town centre area of **Henley in Arden** consists of **93** units and is thus classed as a **Small Town**.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal context. The National figure is the average for all the towns which participated in Benchmarking from July 2017 to January 2019. Due to the Covid-19 Crisis the National averages will be locked until data from July 2021 to December 2022 has been collected and analysed.

## HOW WE DO IT: THE RESULTS

The People and Places Insight Town Centre reports provide statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders to:

- Measure High Street regeneration projects
- Develop Town Centre regeneration
- Measure the impact of events and festivals against normal trading conditions Support Business Improvement Districts
- Provide an evidence base for Funding Applications, Parking Initiatives, Neighbourhood Planning
- Support community groups
- Support the recovery post Covid-19



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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL UNITS; USE CLASS	Visual Survey of ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined town centre area.
KPI: MARKETS	Visual Survey of total number of traders.
KPI: FOOTFALL	Footfall Survey on a Busy Day and Quiet Day. In the SDC commission Saturday counts were also included.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Busy Day and Quiet Day. In the SDC commission Saturday counts were also included.
KPI: BUSINESS CONFIDENCE SURVEYS	Face to face and hand delivery with covering letter and freepost envelope.
KPI: TOWN CENTRE USER SURVEYS	Face to face and online surveys.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the home locations of customers over a set time period.



# KEY FINDINGS

## KPI: COMMERCIAL UNITS; USE CLASS

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

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

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes.
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area.
B2	General Industrial	General Industrial.
B8	Storage and Distribution	Warehouses, includes open air storage.
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.



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





The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **89** occupied units recorded.

CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
A1	SHOPS	51	<b>37</b>
A2	FINANCIAL AND PROFESSIONAL SERVICES	13	<b>11</b>
A3	RESTAURANTS AND CAFES	9	<b>12</b>
A4	DRINKING ESTABLISHMENTS	4	<b>4</b>
A5	HOT FOOD TAKEAWAYS	4	<b>2</b>
B1	BUSINESSES	3	<b>15</b>
B2	GENERAL INDUSTRIAL	1	<b>0</b>
B8	STORAGE AND DISTRIBUTION	0	<b>1</b>
C1	HOTELS	1	<b>1</b>
C2	RESIDENTIAL INSTITUTIONS	0	<b>0</b>
C2A	SECURE RESIDENTIAL INSTITUTION	0	<b>0</b>
D1	NON-RESIDENTIAL INSTITUTIONS	7	<b>13</b>
D2	ASSEMBLY AND LEISURE	1	<b>0</b>
SG	SUI GENERIS ("UNIQUE" ESTABLISHMENTS)	5	<b>2</b>

37% of the ground floor units in Henley-in-Arden are A1 Shops, 14% lower than the National Small Towns average, whilst 13% are D1 Non-Residential Institutions. 15% of the ground floor units are B1 Businesses, 12% higher than the National average

## KPI: COMMERCIAL UNITS; COMPARISON V CONVENIENCE

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

**Convenience goods - Low-cost, everyday items that consumers are unlikely to travel far to purchase.**

Defined as:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

**Comparison goods - All other retail goods.**

Defined as:

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

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

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

	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
COMPARISON	82	76
CONVENIENCE	18	24

76% of the A1 Shops in Henley-in-Arden mainly sell Comparison Goods, 6% lower than the National average.



## KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

### DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

### MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

### SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

### CLOTHING

- Burton
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman
- Topshop

### OTHER RETAILERS

- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone
- Waterstones

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

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

	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
KEY ATTRACTOR	8	0
MULTIPLE	21	12
REGIONAL	10	9
INDEPENDENT	61	79

79% of the A1 Shops are unique to Henley-in-Arden.



## KPI: COMMERCIAL UNITS VACANCY RATES

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

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

	<b>NATIONAL SMALL TOWNS (%)</b>	<b>HENLEY IN ARDEN 2021 (%)</b>
VACANCY	9	4

4% of the ground floor units are vacant, 5% lower than the National Small Towns figure.



## KPI: MARKETS

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

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

	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
TRADERS	15	N/A



## KPI: FOOTFALL

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

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

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks passed more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in the rain

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

	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
BUSY WEEKDAY	110	41
QUIET WEEKDAY	105	36
SATURDAY	n/a	40

Footfall in Henley during the week is markedly lower than the National Small Towns average. On the Busy Weekday the average count in the busiest location was 41 persons per ten minutes compared to the National figure of 110 persons. Similarly on the Quiet Weekday the count dropped slightly to 36 persons per minutes against a National average of 105 persons. The average figure on the Saturday count was 40 persons per ten minutes thus close to the Weekday figures.



The following tables outline the individual counts:

**123 High Street to Studio 34, High Street**

	<b>Wednesday 23<sup>rd</sup> June 2021</b>
<b>10.30-10.40</b>	<b>34</b>
<b>11.30-11.40</b>	<b>34</b>
<b>12.30-12.40</b>	<b>56</b>
<b>TOTAL</b>	<b>124</b>
<b>AVERAGE</b>	<b>41</b>

**110 High Street**

	<b>Wednesday 23<sup>rd</sup> June 2021</b>
<b>10.30-10.40</b>	<b>42</b>
<b>11.30-11.40</b>	<b>43</b>
<b>12.30-12.40</b>	<b>35</b>
<b>TOTAL</b>	<b>120</b>
<b>AVERAGE</b>	<b>40</b>

**123 High Street to Studio 34, High Street**

	<b>Thursday 15<sup>th</sup> July 2021</b>
<b>10.30-10.40</b>	<b>41</b>
<b>11.30-11.40</b>	<b>30</b>
<b>12.30-12.40</b>	<b>25</b>
<b>TOTAL</b>	<b>91</b>
<b>AVERAGE</b>	<b>30</b>

**110 High Street**

	<b>Thursday 15<sup>th</sup> July 2021</b>
<b>10.30-10.40</b>	<b>37</b>
<b>11.30-11.40</b>	<b>33</b>
<b>12.30-12.40</b>	<b>39</b>
<b>TOTAL</b>	<b>109</b>
<b>AVERAGE</b>	<b>36</b>



**123 High Street to Studio 34, High Street**

<b>Saturday 30<sup>th</sup> October 2021</b>	
<b>10.30-10.40</b>	<b>42</b>
<b>11.30-11.40</b>	<b>45</b>
<b>12.30-12.40</b>	<b>40</b>
<b>TOTAL</b>	<b>127</b>
<b>AVERAGE</b>	<b>42</b>

**110 High Street**

<b>Saturday 30<sup>th</sup> October 2021</b>	
<b>10.30-10.40</b>	<b>49</b>
<b>11.30-11.40</b>	<b>39</b>
<b>12.30-12.40</b>	<b>39</b>
<b>TOTAL</b>	<b>127</b>
<b>AVERAGE</b>	<b>42</b>





## KPI: CAR PARKING

A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into;

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market Day and on a Non-Market Day
- Percentage number of on-street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day and on a Non-Market Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day and on a Non-Market Day

	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
<b>CAR PARK:</b>		
TOTAL SPACES:	83	45
SHORT STAY SPACES: (4 HOURS AND UNDER)	42	0
LONG STAY SPACES: (OVER 4 HOURS)	54	93
DISABLED SPACES:	5	6
NOT REGISTERED	0	0
VACANT SPACES ON A BUSY WEEKDAY DAY:	30	27
VACANT SPACES ON A QUIET WEEKDAY:	36	22
VACANT SPACES ON A SATURDAY:	N/A	47
<b>ON STREET:</b>		
TOTAL SPACES:	17	55
SHORT STAY SPACES: (4 HOURS AND UNDER)	78	96
LONG STAY SPACES: (OVER 4 HOURS)	15	0
DISABLED SPACES:	6	4
NOT REGISTERED	1	0
VACANT SPACES ON A BUSY WEEKDAY DAY:	14	23
VACANT SPACES ON A QUIET WEEKDAY:	17	14
VACANT SPACES ON A SATURDAY:	N/A	32



OVERALL	NATIONAL SMALL TOWNS (%)	HENLEY IN ARDEN 2021 (%)
<b>TOTAL SPACES:</b>	N/A	<b>N/A</b>
SHORT STAY SPACES: (4 HOURS AND UNDER)	48	<b>52</b>
LONG STAY SPACES: (OVER 4 HOURS)	47	<b>43</b>
DISABLED SPACES:	5	<b>5</b>
NOT REGISTERED	0	<b>0</b>
VACANT SPACES ON A BUSY WEEKDAY DAY:	27	<b>25</b>
VACANT SPACES ON A QUIET WEEKDAY:	33	<b>18</b>
VACANT SPACES ON A SATURDAY:	N/A	<b>39</b>

On the Busy Weekday a quarter of all car parking in Henley-in-Arden was vacant whilst on the Quiet Weekday this figure interestingly dropped to 18%, 15% lower than the National Small Towns average. On the Saturday audit vacancy rates increased to 39%.



## KPI: BUSINESS CONFIDENCE SURVEY

Regarding the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **10** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	HENLEY-IN- ARDEN 2021 (%)
<b>WHAT IS THE NATURE OF YOUR BUSINESS?</b>		
RETAIL	60	20
FINANCIAL/PROFESSIONAL SERVICES	11	50
PUBLIC SECTOR	2	0
FOOD AND DRINK	12	10
ACCOMMODATION	2	0
OTHER	14	20
<b>WHAT TYPE OF BUSINESS ARE YOU?</b>		
MULTIPLE TRADER	11	10
REGIONAL	6	30
INDEPENDENT	83	60
<b>HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?</b>		
LESS THAN A YEAR	8	10
ONE TO FIVE YEARS	20	10
SIX TO TEN YEARS	13	30
MORE THAN TEN YEARS	59	50

60% of Businesses are unique to Henley-in-Arden and 50% have been based in the town for over 10 years.



	NATIONAL SMALL TOWNS (%)	HENLEY-IN- ARDEN 2021 (%)
<b>COMPARED TO LAST YEAR HAS YOUR TURNOVER</b>		
INCREASED	39	50
STAYED THE SAME	27	20
DECREASED	34	30
<b>COMPARED TO LAST YEAR HAS YOUR PROFITABILITY</b>		
INCREASED	30	44
STAYED THE SAME	32	22
DECREASED	39	33
<b>OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...</b>		
INCREASE	42	67
STAY THE SAME	39	22
DECREASE	19	11

Half of Businesses reported that over the last 12 months their turnover had increased 11% higher than the National Small Towns average, whilst 44% indicated that their profitability had increased. In terms of business confidence, 67% of traders indicated that their turnover would increase over the next 12 months, 25% higher than the National figure.



	NATIONAL SMALL TOWNS %	HENLEY-IN- ARDEN 2021 (%)
<b>WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?</b>		
PHYSICAL APPEARANCE	50	89
PROSPERITY OF THE TOWN	42	89
LABOUR POOL	15	22
GEOGRAPHICAL LOCATION	47	89
MIX OF RETAIL OFFER	50	22
POTENTIAL TOURIST CUSTOMERS	36	11
POTENTIAL LOCAL CUSTOMERS	74	67
AFFORDABLE HOUSING	16	0
TRANSPORT LINKS	41	56
FOOTFALL	31	11
CAR PARKING	27	22
RENTAL VALUE/ PROPERTY COSTS	12	33
MARKET(S)	13	0
EVENTS/ACTIVITIES	20	11
MARKETING/PROMOTIONS	10	11
LOCAL PARTNERSHIPS/ORGANISATIONS	20	11
OTHER	4	11

89% of Businesses reported that Physical Appearance and Prosperity of the Town were positive aspects of Henley-in-Arden.



	NATIONAL SMALL TOWNS %	HENLEY-IN- ARDEN 2021 (%)
<b>WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?</b>		
PHYSICAL APPEARANCE	18	0
PROSPERITY OF THE TOWN	22	0
LABOUR POOL	16	25
GEOGRAPHICAL LOCATION	8	0
MIX OF RETAIL OFFER	25	0
NUMBER OF VACANT UNITS	47	13
POTENTIAL TOURIST CUSTOMERS	13	0
POTENTIAL LOCAL CUSTOMERS	5	0
AFFORDABLE HOUSING	14	0
TRANSPORT LINKS	15	0
FOOTFALL	23	13
CAR PARKING	44	75
RENTAL VALUE/ PROPERTY COSTS	25	50
MARKET(S)	9	0
LOCAL BUSINESS COMPETITION	21	0
COMPETITION FROM OTHER LOCALITIES	29	0
COMPETITION FROM OUT-OF-TOWN SHOPPING	N/A	0
COMPETITION FROM INTERNET	44	13
EVENTS/ACTIVITIES	6	0
MARKETING/PROMOTIONS	6	0
LOCAL PARTNERSHIPS/ ORGANISATIONS	6	0
OTHER	10	13

75% of Businesses rated Car Parking as a negative aspect of Henley-in-Arden.



	NATIONAL SMALL TOWNS (%)	HENLEY-IN-ARDEN 2021 (%)
<b>HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS</b>		
YES	27	11
NO	73	89
<b>TYPE OF CRIME</b>		
THEFT	66	0
CRIMINAL DAMAGE	27	100
ABUSE	12	0
OTHER	8	0

89% of Businesses had not suffered any crime from their town centre premises over the last 12 months.

#### WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN'S ECONOMIC PERFORMANCE?

- *increase free parking*
- *The town promoting itself more*
- *Encourage more office spaced businesses*
- *Improve parking facilities*
- *Increase parking times on the street to 3 hours*
- *Increased car parking*
- *Maintenance of Free Parking*
- *More businesses working together*
- *Better compatibility from disparate locations*
- *Somehow to get more diverse array of shops to want to open in Henley*
- *Enforcement against traffic violations such as parking on yellow line*



## KPI: TOWN CENTRE USERS SURVEY

The aim of the Report is to establish how the town centre is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before. In total, **498** Town Centre Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NATIONAL SMALL TOWNS (%)	HENLEY-IN- ARDEN 2021 (%)
<b>GENDER</b>		
MALE	32	<b>34</b>
FEMALE	67	<b>65</b>
PREFER NOT TO ANSWER	1	<b>1</b>
<b>AGE</b>		
UNDER 18	N/A	<b>0</b>
18-25	6	<b>4</b>
26-35	15	<b>8</b>
36-45	24	<b>12</b>
46-55	23	<b>25</b>
56-65	17	<b>23</b>
OVER 65	14	<b>27</b>
PREFER NOT TO ANSWER	1	<b>1</b>





	NATIONAL SMALL TOWNS (%)	HENLEY-IN- ARDEN 2021 (%)
<b>WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?</b>		
WORK	6	7
CONVENIENCE SHOPPING	44	57
COMPARISON SHOPPING	6	2
ACCESS SERVICES	16	2
LEISURE	16	26
OTHER	9	6
<b>HOW OFTEN DO YOU VISIT THE TOWN CENTRE?</b>		
DAILY	23	40
MORE THAN ONCE A WEEK	37	41
WEEKLY	21	11
FORTNIGHTLY	7	2
MORE THAN ONCE A MONTH	5	3
ONCE A MONTH OR LESS	8	3
<b>HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?</b>		
ON FOOT	40	64
BICYCLE	1	0
MOTORBIKE	0	0
CAR	55	34
BUS	2	0
TRAIN	N/A	0
OTHER	0	2

57% of Town Centre Users visit Henley-in-Arden for Convenience Shopping, 13% higher than the National Small Towns average. 26% of Town Centre Users primarily visit Henley-in-Arden for Leisure purposes. 92% of Town Centre Users visit Henley-in-Arden at least once a week, an 11% increase on the National average. Nearly two-thirds of Town Centre Users travel into Henley-in-Arden On Foot, 24% higher than the National Small Towns figure.



	NATIONAL SMALL TOWNS (%)	HENLEY-IN- ARDEN 2021 (%)
<b>HOW MUCH MONEY DO YOU SPEND ON A NORMAL VISIT TO THE TOWN CENTRE?</b>		
NOTHING	3	1
£0.01-£5.00	11	7
£5.01-£10.00	23	26
£10.01-£20.00	32	35
£20.01-£50.00	26	24
MORE THAN £50.00	6	6

35% of Town Centre Users spent £10.01-£20.00 on a normal visit to Henley-in-Arden. 30% of respondents spent over £20.00 on a normal visit, 2% lower than the National average.

	NATIONAL SMALL TOWNS %	HENLEY-IN- ARDEN 2021 (%)
<b>WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?</b>		
PHYSICAL APPEARANCE	45	82
CLEANLINESS	40	62
RETAIL OFFER	22	20
CUSTOMER SERVICE	24	17
CAFES/RESTAURANTS	56	77
ACCESS TO SERVICES	57	19
LEISURE FACILITIES	14	4
CULTURAL ACTIVITIES/EVENTS	20	13
PUBS/BARS/NIGHTCLUBS	29	63
PUBLIC TOILETS	20	15
TRANSPORT LINKS	14	21
EASE OF WALKING AROUND THE TOWN CENTRE	59	58
CONVENIENCE	69	80
SAFETY	23	25
CAR PARKING	27	14
MARKET(S)	25	0
OTHER	6	3

82% of Town Centre Users stated that Physical Appearance was a positive aspect of Henley-in-Arden, 37% higher than the National Average, whilst 62% rated Cleanliness. 80% of respondents rated Convenience as a positive. Cafes/ Restaurants (77%) were rated as a positive aspect of Henley-in-Arden by Town Centre Users a 21% increase on the National average.



	NATIONAL SMALL TOWNS %	HENLEY-IN- ARDEN 2021 %
<b>WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?</b>		
PHYSICAL APPEARANCE	25	2
CLEANLINESS	19	7
RETAIL OFFER	47	29
CUSTOMER SERVICE	7	3
CAFES/RESTAURANTS	12	2
ACCESS TO SERVICES	12	59
LEISURE FACILITIES	27	45
CULTURAL ACTIVITIES/EVENTS	20	11
PUBS/BARS/NIGHTCLUBS	14	1
PUBLIC TOILETS	25	11
TRANSPORT LINKS	19	13
EASE OF WALKING AROUND THE TOWN CENTRE	10	2
CONVENIENCE	3	2
SAFETY	16	7
CAR PARKING	43	60
MARKET(S)	15	28
OTHER	17	10

Car Parking (60%) was the highest ranked negative of the town centre. 59% of Town Centre Users rated Access to Services as a negative aspect of Henley-in-Arden a 47% increase on the National Small Towns average. Leisure Facilities (45%), Retail Offer (29%) and Market(s) were also classed as negative aspects of the town centre,



	NATIONAL SMALL TOWNS %	HENLEY-IN- ARDEN 2021 %
<b>ON HOW LONG DO YOU STAY IN THE TOWN CENTRE?</b>		
LESS THAN AN HOUR	35	<b>38</b>
1-2 HOURS	44	<b>37</b>
2-4 HOURS	13	<b>16</b>
4-6 HOURS	3	<b>3</b>
ALL DAY	4	<b>4</b>
OTHER	1	<b>2</b>

75% of Town Centre Users stay in Henley-in-Arden for less than 2 hours.

	NATIONAL SMALL TOWNS %	HENLEY-IN-ARDEN 2021 (%)
<b>WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?</b>		
YES	<b>72</b>	<b>91</b>
NO	<b>28</b>	<b>9</b>

91% of Town Centre Users stated that they would recommend a visit to Henley-in-Arden, 19% higher than the National Small Towns average.

## WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN CENTRE?

Please note all comments have been copied directly from respondents

'Car Parking' was a key theme to emerge from the qualitative comments with suggestions highlighting pricing and policy:

- *More free car parking*
- *Ways to discourage parking on the high street outside the shops*
- *You have to limit free parking at Croft and medical centre to 4 hours. Workers park there all day and it's impossible for less mobile/elderly to park near facilities*
- *More convenient parking*
- *Better parking near shops (pavement is VERY large)*
- *Reduce car parking in Croft to 2 hours as office workers park there all day clogging up the spaces*
- *Better parking solutions*
- *Better parking facilities*
- *Improve car parking for short term parking*
- *Somewhere to park*
- *Better parking*
- *Sort out Car Parking charges and availability*
- *Better policing of on-street car parking*



- *Longer parking*
- *Free car parking*
- *Car parking*
- *Parking*
- *Pay & display car parking as the spaces in the shopper's car park are full all day by office workers*
- *Prohibit free long-term parking*
- *Maintain free parking*
- *Keep the car parks free of charge to avoid on street parking!!!!*
- *More parking centrally*
- *better carparking*
- *Parking for residents and visitors has to improve*
- *More car parking*
- *Free Parking*
- *Improved car parking*
- *Car parking*

Having a Bank in the town centre was cited by a number of respondents, comments included:

- *A bank*
- *A High Street Bank*
- *A bank as all of them are now removed*
- *Banks to make it easier for residents*
- *Better banking, postal services*
- *It 100% needs a bank used to have 3 all closed down we really need a bank*
- *Bring the Banks back*
- *Reinstate a bank*
- *Have a bank*
- *Attract services (Bank, Post Office)*
- *Stop building new houses and make new jobs for people*
- *Banks*
- *At least one walk in bank*
- *We need a bank that's open daily*

Improving the Retail Offer was another theme to emerge, comments included:

- *Encourage new shops*
- *Diversification of retail offering*
- *Diversity of shops*
- *Different variety of shops*
- *More independent retail shops*
- *More retail outlets*
- *More shopping variety*
- *More retail options*
- *Better retail*



- *Bigger range of shops-gift shops*
- *Another supermarket*
- *More retail units*
- *Greengrocer*
- *Less hairdressers*
- *More variety in retail shops*
- *Drop business rates to encourage new shops to open*
- *More retail!*
- *More independent shops, less estate agents/charity shops*
- *A larger range of retail shops*
- *DIY store*
- *more independent shops*
- *Take out some hairdressers and change them for something else as there's too many*
- *Better spread of retail services and leisure facilities*
- *Maybe a market in a Carpark each week / once a month*
- *Lower speed limit*
- *More branded stores*
- *Retail outlet*
- *Craft shop*
- *Another convenience store... Waitrose/ M and S simply food*
- *Variety of independent shops*
- *better retail and less estate agents*
- *more variety of shops, there is only one clothes boutique and far too many pubs and hairdressers*
- *more regular train service*
- *Slow traffic down*
- *improve pavements*
- *Bank / Post Office*
- *Pavement improvements*
- *Better parking control and availability*
- *More varied retail shops*
- *Perhaps a theme for the town that could help build a range of businesses in Retro, Antiques etc, perhaps related to market themes.*
- *More retail shops besides hairdressers, estate agents and cafes*



## KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population. The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

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

	NATIONAL SMALL TOWNS (%)	HENLEY-IN-ARDEN 2021 (%)
<b>Locals</b>	<b>55</b>	<b>N/A</b>
<b>Visitors</b>	<b>29</b>	<b>N/A</b>
<b>Tourists</b>	<b>15</b>	<b>N/A</b>



# APPENDIX

## BUSINESS UNIT DATABASE

High Street	Henley Kitchen	A3	n/a	n/a	
High Street	Henley Vintage	A1	comp	ind	
High Street	Henley Carpets	n/a	n/a	n/a	Vacant
High Street	Make it Sew	A1	conv	ind	
High Street	Clothing Altered by Maria	A1	conv	ind	
High Street	Urban Vintage Village	A1	comp	ind	
Shallowford Court	Milestone House	B1	n/a	n/a	Multiple offices
Shallowford Court	Synium IT	B1	n/a	n/a	
Shallowford Court	Fell House	B1	n/a	n/a	Multiple Offices
High Street	F Goldsmith	A1	comp	ind	
High Street	Ivory Bespoke	D1	n/a	n/a	
High Street	Aesthetics	A1	comp	ind	
High Street	Bright and Beautiful	A1	conv	ind	
High Street	Complete Dental	D1	n/a	n/a	
High Street	Mandalay Cafe	A3	n/a	n/a	
High Street	The Agents	A2	n/a	n/a	
Henley Court	Little Nutkins	D1	n/a	n/a	
High Street	HSL chair specialists	A1	comp	mult	
High Street	White Hair and Beauty	A1	comp	ind	
High Street	Crawford & Jaynes Organic Hairdressing Ltd	A1	comp	ind	
High Street	The Nags Head	A4	n/a	n/a	
High Street	Bella Diva hairdresser	A1	comp	ind	
High Street	John Cranmer	A2	n/a	n/a	
High Street	Vacant	n/a	n/a	n/a	Vacant
High Street	St Johns Church	D1	n/a	n/a	
Beaudesert Lane	St Nicholas	D1	n/a	n/a	
The Guild Hall 139 High Street	P.I.R injury clinic	D1	n/a	n/a	
Henley Court	Unit 3	n/a	n/a	n/a	Vacant
Prince Harry Road	Henley in Arden Medical Centre	D1	n/a	n/a	
High Street	Heritage Centre	D1	n/a	n/a	
High Street	Naya Indian Restaurant	A3	n/a	n/a	
High Street	Ivory	D1	n/a	n/a	
High Street	Henley Baptist Church	D1	n/a	n/a	
High Street	Bella Capelli Hair	A1	comp	mult	
High Street	John Duke's Stationery and Print	A1	comp	ind	
High Street	Co-Op	A1	conv	mult	
High Street	Henley Butchers and Deli	A1	conv	ind	
High Street	One Stop	A1	conv	mult	





High Street	Lemon Tree Flowers	A1	comp	ind	
High Street	The White Swan Hotel	C1	n/a	n/a	
High Street	Arden Tandoori restaurant	A3	n/a	n/a	
High Street	Henley Pharmacy	A1	comp	ind	
High Street	Tissington Opticians	A1	comp	ind	
High Street	Myton Hospice	A1	comp	reg	
High Street	Brian Tovey Gallery	A1	comp	ind	
High Street	Wadsworth Solicitors	A2	n/a	n/a	
High Street	EH Smith Kitchens & Bathrooms	A1	comp	ind	
High Street	Abigail's of Henley	A1	comp	ind	
High Street	The Bridal Boutique	A1	comp	ind	
High Street	Methodist Church	D1	n/a	n/a	
High Street	Seaspray	A5	n/a	n/a	
High Street	Royal China	A5	n/a	n/a	
High Street	The Three Tuns PH	A4	n/a	n/a	
High Street	The Shakespeare Hospice	A1	comp	reg	
High Street	Vintage 99 Design	A1	comp	ind	
High Street	The Butchers	A4	n/a	n/a	
High Street	BD Westmacott	A1	conv	ind	
High Street	Ironing Maidens	A1	conv	ind	
High Street	The Bluebell PH	A4	n/a	n/a	
High Street	Sans	A3	n/a	n/a	
High Street	MPA financial advisors	A2	n/a	n/a	
High Street	Henley Tweed	A1	comp	ind	
High Street	Studio 34 retail	A1	comp	ind	
High Street	Dolce Caffè	A3	n/a	n/a	
High Street	Earles	A2	n/a	n/a	
High Street	Costa Coffee	A3	n/a	n/a	
High Street	Peter Clarke	A2	n/a	n/a	
High Street	Cheals	A3	n/a	n/a	
High Street	Henley House	A1	comp	ind	
High Street	Rainier Developments	B1	n/a	n/a	
Station Road	Fire and Rescue	SG	n/a	n/a	
Station Road	Memorial Hall	D1	n/a	n/a	
Station Road	Royal Mail	B8	n/a	n/a	
High Street	Hemming and Peace	A1	comp	reg	
Doctors Lane	Arden TV Services	A1	comp	ind	
Russell House	Multiple Offices	B1	n/a	n/a	
The Courtyard	Multiple Offices	B1	n/a	n/a	
50 High Street	Multiple Offices	B1	n/a	n/a	
High Street	Wills and Trust Wealth Management	A2	n/a	n/a	
High Street	Equus Miller Accountants	A2	n/a		
High Street	Curry Republic	A3	n/a	n/a	
High Street	Black Swan PH	n/a	n/a	n/a	Vacant
High Street	UBC UK offices	B1	n/a	n/a	



High Street	Revo Service Management	B1	n/a	n/a	
High Street	Opus Land real estate	B1	n/a	n/a	
High Street	Number 3	B1	n/a	n/a	
High Street	St Francis Group property developers	B1	n/a	n/a	
High Street	Creative Touch design	B1	n/a	n/a	
High Street	La Dolce Pizza Ltd	A3	n/a	n/a	
High Street	NFU	A2	n/a	n/a	
High Street	Severn Veterinary Centre	SG	n/a	n/a	
High Street	Lodders solicitors	A2	n/a	n/a	
High Street	Henley Ice Cream	A3	n/a	n/a	



## CAR PARKING

<b>Name:</b>	<b>Prince Harry Road Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>50</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>48</b>
<b>Disabled Spaces:</b>	<b>2</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>9</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>0</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>4</b>

<b>Name:</b>	<b>Town Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>54</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>49</b>
<b>Disabled Spaces:</b>	<b>5</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>26</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>28</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>54</b>

<b>Name:</b>	<b>The Croft Car Park</b>
<b>On Street/ Car Park:</b>	<b>Car Park</b>
<b>Total Spaces:</b>	<b>34</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>0</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>32</b>
<b>Disabled Spaces:</b>	<b>2</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>2</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>3</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>7</b>



<b>Name:</b>	<b>Station Road</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>6</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>6</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>2</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>2</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>6</b>

<b>Name:</b>	<b>High Street</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>142</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>135</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>7</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>32</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>17</b>
<b>Vacant Spaces on Saturday:</b>	<b>39</b>

<b>Name:</b>	<b>School Road</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>8</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>8</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>3</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>4</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>8</b>

<b>Name:</b>	<b>Beaudesert Lane</b>
<b>On Street/ Car Park:</b>	<b>On Street</b>
<b>Total Spaces:</b>	<b>7</b>
<b>Short Stay Spaces: (4 hours and under)</b>	<b>7</b>
<b>Long Stay Spaces: (Over 4 hours)</b>	<b>0</b>
<b>Disabled Spaces:</b>	<b>0</b>
<b>Vacant Spaces on Wednesday 23<sup>rd</sup> June 2021:</b>	<b>2</b>
<b>Vacant Spaces on Thursday 15<sup>th</sup> July 2021:</b>	<b>0</b>
<b>Vacant Spaces on Saturday 30<sup>th</sup> October 2021:</b>	<b>0</b>



## TOWN CENTRE USERS SURVEY

### WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN CENTRE

Please note all comments have been copied directly from respondents

- Traffic Calming
- more varied retail
- Encourage new shops
- Stop parking outside co-op
- More parking
- Car parking not calling the whole high street one place
- A bank
- A High Street Bank
- A bank as all of them are now removed
- Tidy up the town, it looks messy these days
- Access to Bank
- leisure facility's
- A bank and reliable post office
- Diversification of retail offering
- Reduce traffic speed to 20mph
- Speed cameras
- Stop illegal parking outside shops
- Bank
- We need a bank
- A bank
- Improve car parking options and enforce double yellow lines
- More car parking - for free
- Car parking
- Parking, we need more
- Lower the speed limit
- Leave Henley as it is
- A Bank
- More car parking
- Return to free parking at station to reduce dangerous parking at Brook End and Station Rd
- Enforce on-road parking restrictions but provide free parking elsewhere
- More shops
- A weekly/monthly market
- Electric charging points
- Fruit and vegetable Market
- Gym and leisure facilities
- Better cafe /bakery
- Gift shops
- Car parking and electric charge points



- Diversity of shops
- Make car parks chargeable to free up spaces during office hours
- Make sure cars don't park on double yellow lines in front of One Stop and the Co op
- Street lighting
- Street market
- Sweep and clean pavements
- More parking (so that people don't park outside coop and one stop)
- More car parking
- A bank
- Banks to make it easier for residents
- Free parking at train station
- Improve parking
- Car park
- -
- More parking
- Better transport links
- Better Parking facilities
- Ease of parking
- More parking
- More leisure facilities
- enforce parking, too many parking on double yellow
- Better policing of on street car parking
- Better banking, postal services
- Improve parking for residents.
- 20 mph speed limit
- Improved parking for visitors
- Better car parking
- better parking
- More attraction for younger generation
- Slower traffic
- More activity
- Keep the pubs/restaurants, don't sell them for real estate
- Different variety of shops
- Parking restrictions on all roads limited to 4 hours except for residents.
- More frequent trains
- Ease of parking
- Better parking
- Car parking
- Resident only Parking on 5% of on street parking
- Encourage more cafes and restaurants
- Stop cars parking wherever they choose
- A regular market
- Illegal parking is a real issue
- No parking on high street



- Bring back the market
- More free car parking
- Leisure Facilities
- Extra car parking
- Banking facilities
- More retail outlets
- Stop parking outside co-op and one-stop or make a layby
- A Bank
- More parking
- Farmers market once a week
- Parking
- Ways to discourage parking on the high street outside the shops
- You have to limit free parking at Croft and medical centre to 4 hours. Workers park there all day and it's impossible for less mobile/elderly to park near facilities
- Reopen a bank
- Sort the parking at/by railway station
- Traffic calming, limit 20 mph
- Traffic calming measures
- Improved pavements
- Remove paid parking at railway station. Causes congestion for others
- Better parking
- More events
- Nothing
- Sport facilities e.g., Astro turf, a sports hall etc.
- Speed restrictions
- Parking
- Greater variety of shops
- Public transport to more places
- Stop selling pubs to property developers
- Car parking
- More independent retail shops
- Parking
- Public toilets ideally for families with young children
- Average speed cameras
- Stop parking outside shops
- Slower traffic - no lorries
- Better parking enforcement
- Widen some of the pavements where wheelchair/pushchair access is restricted
- More retail choice
- More community events
- Enforcement of no parking on double yellows. Makes driving access difficult
- More convenient parking
- Make something teen friendly e.g., a place to all chill out
- Increased Police/PCSO presence



- More retail outlets
- Traffic Speed
- Better street cleaning, i.e., dead leaves in winter, weeds in summer
- Weed control
- Traffic measures
- Traffic calming in the centre
- Stop shops/cafes putting advertising boards on the footpaths dangerous for those who are physically/visually impaired
- More shopping variety
- Parking
- Permanent parking warden
- Better parking near shops (pavement is VERY large)
- Post office open
- A bank!
- Speed control on the high street
- A cinema
- Better choice of shops
- Return of bank or better Post Office facilities.
- A nice card shop
- Drastic traffic calming measures
- Leisure facilities
- More car park
- Wider variety of shops,
- more car parking
- Have a bank
- More variety of shops and a market
- Stop illegal parking that causes traffic issues
- Leisure facilities
- Enforce parking restrictions on the high street!
- Better transport links
- Return to a weekly or monthly market
- Traffic calming
- No unsightly yarn bombing
- Reduce the crime, particularly theft and anti-social behaviour
- Traffic calming
- Improved banking/post office services
- Public toilets at Prince Harry Road car park
- Reduce car parking in Croft to 2 hours as office workers park there all day clogging up the spaces
- Increase number of bars / restaurants
- Car parking
- Place for kids to play football
- Slow down traffic
- More retail options





- More parking
- Pavements are uneven
- Public toilets near to the park/doctor's surgery
- Bring a bank back
- Improved parking monitoring
- It 100% needs a bank used to have 3 All closed down we really need a bank
- Car Parking
- More children's facilities and activities
- More shops and markets
- Traffic calming
- Stricter enforcement of double yellow line parking
- Produce a sensible parking plan for the whole town (not just piecemeal bits and pieces), implement it and enforce it.
- stop rail passengers parking on station road all day
- More retail
- Bank needed and reliable Post Office
- Enforcing appropriate parking outside coop
- Leisure Centre
- More retail
- Leisure Facilities
- Better retail
- Safer roads i.e., speed of through traffic, dangerous parking
- Banks located in village
- Empty buildings repurposed - perhaps into a community facility
- Better parking solutions
- Car parking
- More parking
- traffic calming measures
- Change location of public toilet
- Better parking facilities
- The One Stop shop building is an eye sore
- Parking
- Desperately need speed restrictions
- Market
- Stop illegal parking outside one stop
- Bring the Banks back
- Stop parking on main road outside shops
- A gym/leisure facility
- Bring back a market
- Better Post Office
- A gym
- stop lorries from parking on double yellows to unload during busy morning rush hour. i.e., Co op and One Stop
- Keep free parking



- Better banking facilities
- Car parking
- Stop people parking on double yellow lines
- Stop parking on high street outside shops
- Slow the traffic down on the high street
- Banking
- Pavements
- Embrace the hospitality sector
- More restaurants
- Bigger range of shops-gift shops
- Traffic Calming
- Help reduce speed on the roads in Henley
- Speed cameras
- Reliable post office
- More parking
- More variety of shops
- More free parking including roadside
- Lighting by medical centre children's park
- Stop unsafe and illegal parking outside one stop on the high street
- More shops
- Refurbish the Black Swan
- Parking
- A gym / leisure centre
- Bank
- Bring back farmers market
- Reintroduce markets (maybe monthly)
- improved carparking
- More shops
- Another supermarket
- Car parking
- Better sports Facilities
- 20 mph zone
- Bring back local market for local produce
- Leisure centre/gym facility
- Improve car parking
- Less estate agents and charity shops.
- Cameras on the high street for safety - too many people speed through the town
- Reinstate a bank
- More car parking
- offer more out of centre parking for workers
- Better variety of shops
- Parking
- Better public transport links to surrounding main towns Warwick Solihull
- Better more reliable train service



- Encourage one of the banks to return to Henley.
- More retail units
- MORE CAR PARKING
- Stop the parking by the Co op on the yellow lines.
- Have a bank
- Free off high street car parking
- Parking measures outside coop onestop stop parking
- Better parking
- Market day
- Better transport links
- Cap parking
- stop parking on the High Street in restricted areas
- Speed cameras
- Improve car parking for short term parking
- Stop charging car parking at the railway station as commuters now take the spaces that shoppers would use
- Better transport links
- Public toilets in the centre so that you can use outdoor spaces alone with baby changing facilities
- Somewhere to park
- Better parking
- Parking
- Pubs are becoming restaurants - not good.
- To have the access to a local fruit and veg Market would be ideal
- Stop parking on the High Street on double yellow lines opposite junctions and on zigzag lines
- More shops.
- Full time post office
- Better retail offers
- Improve parking enforcement
- visitor map of Henley
- Car parking easier
- better range of options for restaurants/ pubs
- Banks
- Greengrocer
- Build mini-roundabout at junction of Beaudesert Lane and High Street to discourage endless illegal parking outside shops on High Street.
- traffic calming
- Public toilets near the doctors car park and riverside
- Free short stay car parking
- Parking
- Speed limit reduction to 20 mph
- Hit hard on illegal parking
- less hairdressers more clothes shops



- reduce speed of traffic
- more parking
- Stop casual parking outside shops by the White Swan
- Provide extra parking
- reduce impact of traffic
- Improve the payments
- Attract services (Bank, Post Office)
- More shops
- Bring back banking
- Restrict long term parking in Croft car park and allow more short term for shoppers
- Traffic calming
- A market, food fair or something to attract a wider range of people and in turn help encourage local businesses.
- More variety of retail i.e. hardware store/fruit& veg shop
- Average speed cameras on High Street
- Pedestrianize the main high street more often for events, like the Christmas lights ceremony.
- Less hairdressers
- More variety in retail shops
- Outside cash point
- Increase public transport
- Better bus link
- Sort out Car Parking charges and availability
- better car parking to increase footfall
- No more hairdressers or estate agents
- Car parking
- better car parking
- No Parking On yellow Lines !!!, Traffic Wardens Ignore
- Re-introduce policemen
- Longer parking
- Free car parking
- Car parking
- Car parking
- Parking
- Pay & display car parking as the spaces in the shoppers car park are full all day by office workers
- Prohibit free long-term parking
- Maintain free parking
- A gym or leisure centre
- Do not charge for the railway station car park
- Keep the car parks free of charge to avoid on street parking!!!!
- More parking centrally
- Maintain Free short-term parking
- More affordable shops



- Clean the pavements properly both side
- Improve car parking, short stay
- Farmers Market
- More parking
- Traffic Speed
- better carparking
- Parking for residents and visitors has to improve
- More independent shops
- More shops
- Stop building new houses and make new jobs for people
- Banks
- Control parking in front of One Stop
- Resolution of Croft Car Park problem
- Better transport links.
- Enforce 'no parking' outside co-op
- Better parking facilities
- More music friendly
- More car parking
- Making it a destination place
- stop all roadside parking except for loading in business hours
- Lower the speeding
- more hygienic
- 1 hour parking behind coop
- Free Parking
- Investment in infrastructure rather than perpetual house building
- More things to bring visitors
- Prevent motorists from parking on double yellow lines. It causes mayhem.
- Average speed cameras down the High Street
- Better parking
- Slow traffic down
- More accessible leisure facilities for locals.
- Improved car parking
- Car parking
- slow traffic down
- Stop people parking on the yellow lines near the super markets
- Less Estate Agents
- Improve access by foot from Castle Close.
- Reduce traffic speed
- Shoppers's car parking
- At least one walk in bank
- Car parking
- We need a bank that's open daily
- Unrestricted parking
- Sort Post Office cover during leave/illness



- parking
- 2 Hr Shoppers Car Park behind Coop
- Lack of signage from Prince Harry Road Car Park to Town Centre
- Stop cars parking outside coop et.
- A farmer's market
- Stop dog fouling
- Hardware shop/shoe repair
- Better post office and library
- A police officer walking round or an office for them where public can go with their concerns etc
- More to do
- It's a shame we have lost so many shops to houses It would be nice to have more.
- Local farmers market, indoor, outdoor
- More parking
- Greater variety of shops
- Drop business rates to encourage new shops to open
- Parking
- Improve transport links
- Traffic calming
- We need a traffic warden who actually gives out tickets outside the Coop
- Parking
- Leisure facilities
- Better cheaper places to grab and go with lunch
- Cleanliness
- Post office opening hrs, longer
- Aids for traffic emerging onto high street
- Be more aware and appreciate the original Henley people
- Parking
- A bank
- Reduce speed limit (through High Street only)
- A bank
- Signage on historic buildings saying what they have been
- Improve parking provision
- Better parking for residents
- Lower speed limit
- Banks
- Less traffic through the main road /slow speed limit
- Fashion shops
- Facilities such as banks/better post office
- Better cheaper parking
- More regular opening hours of the post office as this is the only local way to bank
- More retail!
- Banks
- Swimming pool



- Remove litter
- Better public toilets
- Speed reductions/cameras
- Car park
- Keep library
- Pop up market / food stalls
- Better Children's Facilities
- Good hotel
- More variety shops
- Cash points
- Reduce speed limit to 20mph
- More events
- More funding for youth clubs
- Better parking
- another pharmacy
- Better policing of traffic speeds
- Better street cleaning
- Restore free parking at train station.
- removal of traffic lights and install an island
- Improved to uneven broken raised pavements.
- improved retail offering
- More help for private business
- Longer free parking period on high street
- More independent shops, less estate agents/charity shops
- Banks
- Post office having more staff
- Improve cleanliness - i.e., dog mess/litter
- Address bottleneck when delivery vans stop at coop
- Access to a bank and reliable post office
- Return the station car park to free parking
- Reduce traffic on high street
- Make pavements safe and clean
- A larger range of retail shops
- Dog poo around the town and speeding
- Lowering speeding limit through town
- Better parking / road safety
- Less road congestion
- Parking
- Open a bank
- Better public transport
- Improve areas where paving is dangerously uneven
- Parking
- More shops
- Safer street parking



- Lower business rates and rents to encourage shops and visitors. Make it look more like Broadway
- Stop parking outside shops
- Stop station road being used as cut through with speeding drivers
- DIY store
- Speed limits that are upheld, buses, lorries and cars being made to keep to the speed limit of 30 mph
- More advertising of walking routes
- Electric points for cars
- keep variety of shops
- Nothing
- Parking
- More parking
- Banks, more independent shops
- Additional banks apart from post office
- Incentivise businesses to make it a 'foodie' destination
- Bank
- A bypass for heavy traffic
- Library opening times and events for children at the library
- More parking availability for families
- Resurface the high street
- A bank again
- Larger variety of shops
- Market
- Increase opening hours of community library
- Market day
- More stores
- Speeding deterrents on approaching town
- Bank
- Take out some hairdressers and change them for something else as there's too many
- Better/more parking
- Improved services such as a bank, ATM in a wall, decent post office, more toilets
- Bring back Banking facilities
- Get rid of parking fees at the railway station
- Free spaces in Croft car park to facilitate shoppers
- Parking
- A really really really good coffee shop
- Stop cars parking outside co-op and on double yellow line's basically where they shouldn't
- Needs a bank
- ATM
- Locals offers.
- Bank
- More retail





- Parking
- Swimming pool
- Wider basic retail stock having lost market.
- A few more eating places
- Stopping parking outside co-op one stop
- Community events
- Library
- Free parking at train station
- bank or building society
- Have a post office that is open when it is meant to be
- More choice for restaurants/cafe especially for vegetarians/vegans
- Better options on cuisine. Too many curry houses
- More bars and restaurants
- More variety of shops
- Some way of taking the lorries and heavy traffic off the high street
- Parking
- No parking outside one stop and co-op - the usual lazy suspects who cause chaos daily
- enforce the 30mph speed limit
- More pedestrian crossings especially at the end of high Street by the Fire Station
- Evening bus and train services
- Electric vehicle charging points
- Reliable post office
- 20mph speed limit on high st
- Reduce the amount of vandalism on cars parked in the town
- Proper gym, swimming or fitness facilities, nowhere to ride a bike safely with kids
- Improve parking
- Better parking
- Pedestrianised
- More shops...fresh veg and fresh bread
- Parking control near the primary schools
- More free parking
- A local bank
- Needs to have a six form or college unfortunately old College is turning into a retirement village yet again not thinking about Henley's youth
- Retail
- Improve the appearance, bunting, boutique stores, craft fairs
- Things for teenagers to do
- Poor car parking
- Alley way cleanliness/overgrown
- Double red lines outside the Co-op/One Stop so anyone except deliveries has to use a parking space.
- limit the time people can park in the croft car park.
- Parking
- Better spread of retail services and leisure facilities



- Maybe a market in a Carpark each week / once a month
- Lower speed limit
- More branded stores
- Retail outlet
- Bank
- Parking
- More parking
- A community centre or place for older people specially to meet up for a reasonably priced coffee or space just to sit - to offset loneliness. Too many places are turning into upmarket eateries all serving the same type of food. Why no Mexican restaurants, Greek, Thai?
- Better bank access
- Better variety of shops
- Speed cameras
- repair the market cross
- Weekly market
- People parking on the roads next to the train station instead of paying for parking
- Bank
- Pavements at side of road are dangerously narrow in parts only enough for one person and the passing traffic very very fast.
- Better access to banking
- Car parking
- Speeding cars
- A refill shop for more environmentally shopping
- Food & wine festival like Alcester
- More Parking
- Stopping cars parking outside one stop and co-op
- Don't lose any more pubs, they're the reason everyone visits!
- Bollards outside co-op so people can't illegally park and cause potential traffic issues
- Maintain free parking
- Bank
- Public toilet
- Better buses/trains
- Craft shop
- Another convenience store... Waitrose/ M and S simply food
- Traffic calming
- More shops
- Ensuring there is free parking
- Public toilets close to the parks
- Food markets
- Traffic wardens
- Banking options
- Variety of independent shops
- More pubs



- Banks
- More visible police presence
- Outside cafe seating
- More pubs
- Toilets near play areas
- More affordable housing
- Having a town centre!!
- Diversify shops
- Improved transport (more reliable buses and fare structure to cover Warwickshire
- better retail and less estate agents
- Reopen the station building for a use e.g., cafe
- More shops.
- Encourage quality retailers to move here.
- Encourage more retail
- Enforce no parking
- More shops banks
- More reliable post office
- Reinstate a bank
- Change in grade 2 listed building rules regarding double glazing to reflect rising energy costs
- More things for teenagers to do, take part in.
- Greater variety of shops
- A bank
- limit parking stay for existing car parks
- Banks
- Traffic enforcement officers to avoid vehicles parking double yellow lines on the high street on
- More choice of shops
- Listen more to the locals unlike the situation that occurred with the Wasps debacle.
- Better use of green spaces
- More independent shops
- Improve car parking. which would encourage more retailers
- Traffic warden to keep cars parking on the road
- Post office open regularly
- More shops
- More retail outlets
- A gym/pool
- Nearby Taxi company
- Bank
- slower traffic passing through
- Resolve the parking situation
- Wider retailers
- More family friendly cafes/restaurants/pubs
- A local market



- Reduced speed limit
- Bring bank the banks!!
- Golf course
- more variety of shops, there is only one clothes boutique and far too many pubs and hairdressers
- Access to banks or building societies
- Banks, post office
- Banking facilities
- More leisure activities
- A regular market
- better car parking
- More shops
- improve train station
- Big supermarket
- Stop parking between pedestrian crossings
- Make a permanent garden feature around the old market cross.
- cctv
- Shoppers's parking
- A bank
- Traffic management
- Noise camera to discourage excess noise from cars and motorbikes
- Hit hard on speeding
- no leisure facility now to draw me in
- improve footpaths
- more regular train service
- Slow traffic down
- improve pavements
- Bank / Post Office
- Pavement improvements
- Better parking control and availability
- More varied retail shops
- Lower speed limit
- Perhaps a theme for the town that could help build a range of businesses in Retro, Antiques etc, perhaps related to market themes.
- Proper post office and a bank
- Buses to Warwick
- Facilitate lower business rates to attract more independent retailers.
- An ironmonger
- A bank
- Gym or leisure facilities
- Having a market back
- More small retail shops
- Having a proper bank
- clean leaves off pavements



- Better access to post office, banks
- more car parking attendance for double Yellow lines
- Banking Facility
- More diverse shops
- No parking on double yellow lines
- Bank
- Markets
- Parking
- Access to banking
- Good walking routes (not on mud)
- Reduce vehicle speed
- Reduce speed to 20mph
- Declutter. too many signs and A boards
- Stop parking on double yellow lines
- More variation of retail
- Bring back Banking facilities
- more historical activities
- Stop people parking and blocking the road outside the coop it's very dangerous.
- More assured Resident's parking
- Brink banks back
- Make the pavements even on the high street
- More varied shops
- More independent retail
- Reduce number of cars speeding in High Street
- There is constant speeding traffic.
- Install average speed cameras
- More variety of shops
- More retail shops besides hairdressers, estate agents and cafes
- enlarge the car park at the top of the high street and introduce an electric shuttle bus up and down in configuration to the parking suggestion
- Introduce speed restrictions
- better parking
- All night cashpoint
- Lower the speed of traffic
- Sport facilities for young people that can be used after dark
- Banks
- Prevent motorists from speeding within the 30mph limit.
- More for children to do
- Town Web site including all Henley business
- Provide better cycling and pedestrian usage
- An ATM on the high street for one of the major banks.
- Better policing of High Street i.e., wrongful parking on double yellow lines causing issues with traffic/danger to others
- Better street lighting



- more free carparks
- If possible, speed up the traffic lights at the Warwick Road/ Stratford Road junction
- More retail shops
- Make short term parking available for dentist, chiropractor etc. Car park filled with Children's 'parents' cars from the Riverside.
- Full time bank back on the high street
- Encourage shop local
- A post office that is open daily
- Bank
- Enforce no parking on double yellow lines
- Better park
- Provide more banking facilities
- speed bumps
- Free Parking at the Rail Station
- Town Centres need to be community hubs