

Market Drayton Town Centre Growth Plan: Survey of Stakeholders

Market Drayton Town Council has commissioned The Retail Group to undertake a strategic review of the town centre and market offer with the aim of making it better. As one of the key stakeholders identified by the Town Council, we are contacting you to obtain your views and opinions of the current town centre offer and how this might be improved for the good of customers and local businesses. We would be very grateful if you could take a few minutes to complete the survey, to help us develop the direction for the town centre.

All responses will be treated as confidential and only analysed collectively. Please take a few minutes to complete this survey and **return it to us by 26th February 2024**.

Stakeholder Name: _____ Organisation / Company _____

What is your involvement with Market Drayton Town Centre? _____

- 1 What would you say are the **three** main strengths and weaknesses of Market Drayton Town Centre?

Strengths

Weaknesses

- 2 Which specific offers, categories, operators or brands do you feel would benefit Market Drayton Town Centre and its customers if they traded here?

- 3 How would you like the **mix and offer** of the town centre to be improved? **Tick all that apply**

- ☐ More multiple operators (chains)
- ☐ More independent shops
- ☐ More shops overall
- ☐ More cafes and restaurants
- ☐ Better evening economy offer
- ☐ More pubs and bars
- ☐ More / better markets
- ☐ More arts / cultural attractions

- ☐ More / better leisure facilities
- ☐ More / better events
- ☐ More new residential developments
- ☐ More residential units above shops
- ☐ Other – please state below

- 4 How would you like the **environment** of the town centre to be improved? **Tick all that apply**

- ☐ Better lighting
- ☐ Better sense of arrival
- ☐ More public art
- ☐ Cleaner / tidier
- ☐ More trees / green space

- ☐ Public realm improvements
- ☐ More focus on heritage
- ☐ Other? Please state here

Please Turn Over

Market Drayton Town Centre Growth Plan : Survey of Stakeholders

5 How would you like overall experience of customers who visit Market Drayton Town Centre to be improved?
Tick all that apply

<input type="checkbox"/> Improved signage	<input type="checkbox"/> More customer seating
<input type="checkbox"/> Improved pavements	<input type="checkbox"/> More / better CCTV
<input type="checkbox"/> Less vacant premises	<input type="checkbox"/> Better traffic management
<input type="checkbox"/> More customer toilets	<input type="checkbox"/> Improved facilities for cyclists
<input type="checkbox"/> More customer information	<input type="checkbox"/> Other? Please state
<input type="checkbox"/> Improved safety and security	

6 How positive are you about future trading prospects of Market Drayton Town Centre?

☐ Very optimistic ☐ Quite optimistic ☐ Neither / nor ☐ Quite pessimistic ☐ Very pessimistic

7 What kind of place would you like Market Drayton Town Centre to be in the future, in say five years' time?

8 Are there any benchmark towns or locations that Market Drayton Town Centre could learn from? Why?

9 To what extent do you agree or disagree with the following statements, on a scale of strongly agree through to strongly disagree? ***Tick the boxes that apply***

	Strongly agree	Agree	Neither / nor	Disagree	Strongly disagree	Don't know
I am happy to recommend Market Drayton Town Centre as a place to trade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about the future trading prospects in Market Drayton Town Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Drayton Town Centre needs to be more family friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourists and visitors are important for the centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Market Drayton Town Centre offer needs more promotion / awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10 And finally, is there anything else you wish to add about Market Drayton Town Centre, especially in regards your future improvement aspirations?

Thank you for your assistance, it is much appreciated. Please return the completed survey to mike.evans@theretailgroup.co.uk. Or if you would prefer to send it by phone, please print and complete it then send as a photo / image by text / WhatsApp to 07753 824041.