



# **Royal Leamington Spa Parade Concept Masterplan Public Realm Engagement Survey**

## **Report of Results**

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## 1. Executive Summary

There were 3,134 responses to the survey, comprising of 3,116 online responses and 18 paper submissions. Of the 3,134, there were 35 formal responses submitted on behalf of a group, business or organisation. Aside from the survey, there were also 8 direct responses to the Parade Concept Masterplan submitted via email to Warwickshire County Council.

### Respondent Profile

The majority of respondents (81.8%, n=2,563) identified as local residents of Royal Leamington Spa, with 22.2% (n=696) stating they work in or near the town, and 10.0% (n=313) identifying as visitors. Smaller proportions included students (2.1%, n=67), business representatives (1.7%, n=54), elected members (0.5%, n=16), and those responding on behalf of organisations (0.4%, n=11). A further 4.6% (n=144) selected 'other', with most of these being residents of nearby towns or villages (n=113).

In terms of residence, 41.1% (n=1,289) live in outer Royal Leamington Spa, 28.9% (n=904) in the town centre, 23.2% (n=727) elsewhere in Warwick District, and 6.8% (n=213) outside the district. Town centre usage was high, with 50.3% (n=1,576) visiting weekly and 33.0% (n=1,035) daily. A further 17.1% (n=537) work or study in the town centre, 9.0% (n=281) in outer areas, and 3.6% own or manage a business or organisation in the town (n=114).

Demographic data showed strong representation from working-age adults, with 25–39-year-olds comprising 31.6% (n=992) of respondents. Gender representation was relatively balanced, with 47.5% (n=1,490) male and 42.4% (n=1,329) female.

### Concept Masterplan

There was good support for the concept masterplan, as a whole, from the 3,133 that answered the question. Overall agreement was 76.3% (n=2,389), compared to 21.2% disagreement (n=664). All twelve aims received majority support, with strongest agreement for integrating trees and water (88.5%, n=2736) and most opposition to removing vehicles (20.3% disagreed, n=629). There was a high level of response to the open text box, both in terms of the number of responses and the length of responses, indicating that respondents gave this section significant thought whilst showing a strong passion to deliver their viewpoint. Among 1,630 open-text comments, the most frequent themes included sustainable travel options (594), pro-pedestrianisation (522) and general support (472), whilst also showing concerns over retail (368), traffic impact on surrounding roads (287) and car parking (268). General criticism (180) was also received in volume, whilst several respondents were anti-pedestrianisation (262). Accessibility (174), nature (175), and community safety (144) were also prominent. Respondents raised concerns about cost, citing the masterplan as a waste of money (161), and long-term maintenance (122), while views on the proposed water feature (95) were mixed. Alternative suggestions were frequently mentioned and included bus-only lanes, phased pedestrianisation, and improved public transport. Overall, support outweighed criticism, but the key issues raised should not be ignored.

### Movement Concepts

When asked their views on the movement concepts, there was also good support, with 72.0% (n=2,257) agreeing and 22.9% (n=717) disagreeing with the proposal. Of the 1,013 open text

comments, the most frequent themes were travel considerations (281), including bus access (128), and traffic impact on surrounding roads (229). Pedestrian priorities (229) were widely supported, with 107 advocating pedestrian-first design and 64 opposing cyclist prioritisation, whilst 171 called for a review of the movement concepts. Accessibility (86), parking concerns (72), and business and retail impacts (66) were also prominent. Respondents called for clearer transport planning, improved public transport, and inclusive design. While support was strong, concerns around deliverability, safety, and displacement effects were consistently raised.

#### People's Parade – One of England's Finest Streets

There was 76.3% (n=2,389) agreement with the proposals for People's Parade and 19.6% (n=612) expressing disagreement. The most frequent themes included general agreement (82), plants, trees and nature (73), outdoor seating (64), and support for pedestrianisation (48). Key concerns focused on whether the scheme was needed (60), accessibility and inclusion (49), traffic displacement (47), and cost (47). Respondents also raised issues around reduced footfall (42), anti-social behaviour (35), and business impact (37), with 42 calling to not pedestrianise Parade. While support was strong, feedback highlighted the need for inclusive design, robust maintenance, and careful planning around transport, parking, and retail viability.

#### Town Hall Square – The Civic Heart

The proposal for a new Town Hall Square received 73.8% (n=2,311) agreement and 18.2% (n=570) disagreement. From the open responses, the most frequent themes included concerns that the scheme was not needed or not a financial priority (97) and concerns about cost (73). The concept of a water feature was divisive with a large number of those in agreement with the Town Hall Square plans being against or unsure about a water feature (94), in addition to 26 from the neutral responses, and those that disagreed being not in support of a water feature (37). On the other hand, 52 were in support of a water feature. While 83 respondents supported the space for events, markets, business and arts and 66 valued the Town Hall as a focal point, the issue of maintenance was also raised (47).

#### Warwick Street and Regent Street – Key Connecting Streets

In regard to plans for Warwick Street and Regent Street, 71.9% (n=2,253) of respondents agreed, whilst 20.6% (n=644) disagreed with the proposals. Analysing the comments, the most frequent themes included traffic management (71), knock-on traffic impacts (68), and concerns about business viability and footfall (65). Safety concerns were raised in 54 disagreeing and 40 agreeing comments, while pedestrianisation also drew comments from those with different views (58 from disagree, 34 from agreeing, 15 from neutral). In opposition, many called to not pedestrianise (32 from disagree, 11 from agree, 7 from neutral). There was also the belief that the project was not needed (43) or concerns over cost and financial priorities (41), with many stating it won't improve Leamington (46). Outdoor dining and seating (31), greenery (25), and parking (36 from disagree, 21 from agree) were also prominent. Respondents supported improvements but emphasised the need for careful traffic planning, inclusive access, and support for local businesses, with concerns around congestion, cost, and long-term maintenance.

## Euston Place Gardens – A Beautiful Place for People and Pollinators

Respondents expressed 78.8% (n=2,467) agreement and 14.4% (n=451) disagreement with the proposals for Euston Place Gardens. Among the comments, the most frequently raised themes included support for planting and greenery (94), general area improvement (68), and nature and biodiversity (40), whilst also showing general agreement (54). Respondents also welcomed better connections to surrounding spaces (40) and enhancements to business and footfall (33). However, concerns were raised about whether the scheme was needed (94), parking (63), and the cost or other financial priorities (44). The war memorial (23) was highlighted as a sensitive feature requiring careful consideration in future design.

## Jephson Gardens Gateway – A Generous Welcome

When asked about Jephson Gardens Gateway, there was 73.6% (n=2,306) agreement and 17.4% (n=545) disagreement to the proposals. Key themes that arose included connection between green spaces (55), traffic management (46), and support for pedestrian priority (30). However, 122 respondents that disagreed with the project felt the scheme was not needed, as well as a further 34 from the neutral respondents, and 57 raised concerns about knock-on impact on roads and traffic. There were also concerns over cost (44), safety (39), preservation of character, heritage and history (26) and business and footfall (24). While many welcomed improved access and inclusivity, such as retaining the rainbow crossing (23), others stressed the need to ensure practical, cost-effective delivery.

## Quality of Place

From all the responses received, over 73.0% of individuals agreed with each proposed quality element. Strongest support was for trees and planting (86.5% agreement, n=2,710), while art, interpretation and signage received the lowest (73.1% agreement, n=2,291). Top themes presented were materials (125), greenery (112), cost concerns (110), and character/history (80). Pavement issues (70), lighting (74), and maintenance (66) were also frequently raised, with 70 comments suggesting that this wasn't a financial priority. Respondents emphasised the need for a durable, accessible, and historically sympathetic design, with calls for improved seating (49), safety measures (45), and inclusive access (33). While environmental improvements were welcomed (46), concerns centred on funding, upkeep, and impacts on businesses and footfall (54).

## Final Thoughts

The final section of the survey gathered responses to three open-ended questions exploring what is missing from the Parade concept masterplan, what benefits or impacts should be considered, and any further comments. These questions generated a high volume of feedback and theming that heavily overlapped.

For the question "Is there anything key that is missing from the Parade concept masterplan?", the most frequently raised theme was transport (299), including bus plans (92), cycling (77), and alternative modes such as e-bikes, e-scooter, skates and skateboards (22), trams (20) and park & ride (20). Retail and hospitality (228) were also prominent, with calls to fill empty units (79), support café culture (56), and diversify the retail offer (33). Respondents highlighted the need for clearer plan

details (198), including cost and budget (64), design (61), and traffic modelling (15). Car parking (181), amenities (166), and traffic impact on surrounding roads (130) were also widely mentioned. General criticism (148) and general support (113) reflected a divided but engaged community.

In response to “What are the potential benefits or impacts of the Parade concept masterplan?”, transport (250), traffic impact on surrounding roads (218), and car parking (184) again dominated. Retail and hospitality (135), economy and tourism (105), and accessibility (97) were other key themes, whilst community safety (87), plan details (102), and environmental concerns (51) were also frequently raised. Respondents noted both positive and negative impacts, with 39 citing economic benefits and 31 expressing concerns.

The final question, “Any further comments?”, saw general support (158) and general criticism (107) as the most common themes. Respondents reiterated concerns about cost, deliverability, clearer communication and considerations as part of plan details (80). Overall, responses highlighted respondents’ passion for the environment, the need for practical transport solutions, car parking arrangements, a quality retail strategy, financial transparency, and careful management of traffic.

### Formal Responses

35 formal responses were submitted by 34 organisations, with 31 consenting to be named (see Table 25). Figure 13 shows most respondents were based in Royal Leamington Spa town centre (42.9%, n=15) or outer areas of the town (31.4%, n=11). While eleven of twelve aims received strong support (up to 87.9%), removing vehicles from Parade was divisive, since only 48.6% (n=17) agreed and 45.7% (n=16) disagreed. Overall masterplan agreement was mixed with 51.4% (n=18) agreeing and 45.7% (n=16) disagreeing. Formal responses were more polarised than individual ones, with agreement lower in eleven of the twelve aims when compared to the full respondent profile. In addition, the overall masterplan agreement was also lower. These points, coupled with the formal respondents’ comments throughout the survey, reflect both enthusiasm for transformation and concerns over traffic, parking, and the subsequent impact on business.

### Age

When analysing responses based on age, agreement for the twelve aims was highest amongst the three youngest age brackets (under 18s, 18-24, and 25-39). Above 39 years, agreement levels generally declined as age increased, with the 75 years and over group showing the lowest agreement. Overall masterplan agreement showed the same trend with 92.1% (n=35) agreement amongst under 18s and only 56.1% (n=87) agreement in the 75 and overs.

### Gender

When analysing responses based on gender, agreement for the twelve aims was highest in those identifying as non-binary, agender or gender-fluid. When comparing males and females there is relatively little difference in agreement with the aims. Overall masterplan agreement was highest in the non-binary, agender or gender-fluid group (82.6%, n=19) and lowest in females (68.2%, n=1,040), compared to 69.4% (n=1,184) in males.

## Disability

When analysing responses based on disability, agreement for the twelve aims was higher in able-bodied respondents, than in disabled respondents. With 81.2% (n=2,005), agreement for the overall masterplan was higher in able-bodied respondents, compared to disabled respondents (64.2%, n=237)

## Location

When analysing responses based on location, agreement for the twelve aims was highest for those in Royal Leamington Spa town centre, whilst total agreement levels were lowest for those outside of Warwick District, since generally speaking, agreement levels dropped as the distance from Royal Leamington Spa town centre increased. Overall masterplan agreement was also highest for those in Royal Leamington Spa town centre (79.1%, n=715), decreasing with distance to 71.9% (n=153) for those outside of Warwick District.

## Person

When analysing responses based on the person, agreement for the aims was highest in students in or near Royal Leamington Spa in six of the twelve. The other six saw highest agreement for either elected members of a council or Parliament or those responding on behalf of an organisation. Those identifying as other was the group with the lowest agreement levels across nine of the twelve aims, with those responding on behalf of a business showing the lowest agreement in the other three aims. Furthermore, overall masterplan agreement was highest amongst students in or near Royal Leamington Spa (85.1%, n=57), whilst being lowest amongst those responding on behalf of a business (53.7%, n=29).

## Activity

When analysing responses based on respondents' activity in Royal Leamington Spa, agreement was highest in those that work or study in outer Royal Leamington Spa in nine of the twelve aims. For the other three, those selecting that they do not visit, work or study in Royal Leamington Spa, scored the highest total agreement levels. Agreement was consistently higher for those that work or study in outer Royal Leamington Spa, compared to those that work or study in Royal Leamington Spa town centre, across all twelve aims. Those that visit Royal Leamington Spa town centre less than once a month had lower agreement, when compared to those that visit daily, weekly and monthly. Those that visit Royal Leamington Spa, but do not use the town centre showed the lowest agreement in eight of the twelve aims. Overall masterplan agreement was highest in those that work or study in outer Royal Leamington Spa (81.5%, n=229), compared to the 55.6% (n=20) agreement from those that visit Royal Leamington Spa, but do not use the town centre.

## 2. Background

The Parade concept masterplan aims to help restore Royal Leamington Spa as one of England's finest town centres and Parade, one of its finest streets.

A new vision for the town centre was produced in 2024, following extensive community engagement, and the Parade masterplan looks to support and deliver the aims of the new Vision, in particular restoring Parade as one of the town's finest streets. The masterplan also builds upon the three pillars of the vision supporting ambitions for Healthy People, a Healthy Place and a Healthy Planet.

Parade boasts a rich history and is architecturally outstanding. It has the potential to be one of England's finest streets. However, like many town centres, it faces challenges, and work needs to take place to help address these. Evidence shows that creative, high quality public realm, which transforms places and encourages greater use of the space, has a strong positive impact on the vibrancy and success of town and city centres.

The masterplan sets out emerging concept designs for Parade which aim to enhance Parade for residents, visitors, and businesses by creating space for people and activities, fostering a vibrant, sociable and inclusive environment. It also focuses on improving air and noise quality, promoting sustainable and safe connections and introducing nature and flood resilience.

The Leamington Transformation Board engaged with stakeholders on the proposed concept masterplan for Parade, to understand if the ideas proposed will help deliver the vision for the town centre and whether it reflects how stakeholders would like this area of the town centre to be 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 02/06/2025 until 28/07/2025. 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 total 18 paper copies of the survey were received and are included in the analysis. In addition, 8 responses to the Parade Concept Masterplan were received as direct responses via e-mail. These direct responses have been analysed individually and will not contribute to the survey results documented as part of this report, but a summary of these responses can be found in [Appendix 1](#).



## 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.**

Channel	Detail
<b>Ask Warwickshire</b>	<ul style="list-style-type: none"><li>- Parade Masterplan survey live 02/06/25 - 28/07/25 (dates inclusive).</li><li>- QR code for direct link to survey on all publicity materials (exhibition boards, leaflets).</li></ul>
<b>Email (outbound information and requests for circulation)</b>	<p>To raise awareness of the engagement and online survey:</p> <ul style="list-style-type: none"><li>- Direct emails to LTB elected members.</li><li>- Emails to WCC, WDC, RLSTC local elected members.</li><li>- Emails to external key Leamington stakeholders e.g. BID Leamington, WCAVA, 1 Mill Street, Leamington Society etc.</li><li>- Emails to key officers within WCC and WDC.</li><li>- Flyer produced and emailed to contacts with details of the online survey, QR code and all events/exhibitions.</li><li>- Email to St Peter's Catholic Primary School</li><li>- Email to Lillington Youth Centre</li></ul>
<b>Email (inbound)</b>	<p>The Leamington Society asked for text to include in their newsletter - text supplied.</p> <ul style="list-style-type: none"><li>- BID Leamington asked for text to be include in their newsletter - text supplied.</li><li>- Several emails received by officers directly or submitted to the generic vision@transformingleamington.co.uk email address requesting further information about the masterplan or offering views. All acknowledged/replied to.</li><li>- Approx 10 phone calls from members of the public requesting further info or clarification.</li></ul>
<b>Social media</b>	<ul style="list-style-type: none"><li>- Numerous, regular WCC, WDC &amp; RLSTC social media posts on Facebook, LinkedIn, X/Twitter throughout the engagement period.</li><li>- Several posts on NextDoor.</li></ul>
<b>Newsletters</b>	<ul style="list-style-type: none"><li>- Survey &amp; events highlighted in WDC and WCC weekly e-newsletters throughout engagement period.</li><li>- Survey highlighted in WCAVA e-newsletters.</li><li>- Survey and drop-in event highlighted in 1 Mill Street members' e-newsletter.</li><li>- Articles on Parade masterplan engagement with emphasis on businesses in WCC Warwickshire Means Business e-newsletters (June, July &amp; August '25 editions)</li><li>- Parade masterplan and engagement highlighted in BID Leamington members' e-newsletters</li></ul>
<b>Media relations</b>	<ul style="list-style-type: none"><li>- 1 x press release announcing launch of engagement exercise, 1 x press release on CIL funding being secured, 1 x press release on end of engagement exercise.</li><li>- 2 x Coventry &amp; Warwickshire radio (CWR) interviews with Mark Lee (Chair of LTB), 2 x Hits Radio Coventry &amp; Warwickshire interviews with Mark Lee.</li><li>- Further coverage in several local titles, including BBC Online, Leamington Courier, Leamington Observer, Leamington Nub News, Warwickshire World,</li></ul>

	Coventry Telegraph, and Midlands Business Insider, as well as TV bulletins on BBC Midlands Today and ITV Central. - Chamber of Commerce issued a press release with a supportive quote.
<b>Paper surveys</b>	- Option to request a paper copy of the survey - approximately 10 requested and posted to customers. - Paper copies of survey available at Leamington library and during drop-in events - approximately 100 available during engagement period. - 18 paper surveys completed and returned to WCC.
<b>Verbal briefings</b>	- 6 x online briefings. - Online Teams briefings for key officers, stakeholders, elected members etc.
<b>Face to face</b>	- Approx 1000 flyers hand delivered to most business/properties in Leamington town centre. 14 x face-to-face events, information sessions, meetings etc. - These included 1 x market stall, 1 x library coffee morning talk, several briefings including Matt Western MP, Friends of Christchurch Gardens, several meetings with BID Leamington. - Presentations to WCC Youth Council, The Leamington Society members, BID Leamington Board & members & Coventry & Warwickshire Chamber of Commerce – Mid Warwickshire Local Business Forum
<b>Other</b>	- Approx 730 attendees at events throughout the engagement period.

## Analysis

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

Qualitative (open text) data has been analysed using thematic analysis. Themes are presented and a range of example quotations are used to illustrate these themes throughout and to demonstrate a range of views shared. Please note, in some places these quotes are extracts, due to the length of the original text, and in some cases, they may have been amended for obvious spelling and grammatical errors, or to omit information that might identify an individual. Other than these amendments, all quotes are reported as they were submitted in the survey. Please note some quotes will have multiple themes attached to them, to ensure all topics raised are captured during analysis.

A copy of the engagement survey can be found in [Appendix 3](#).

## 4. Questionnaire Results

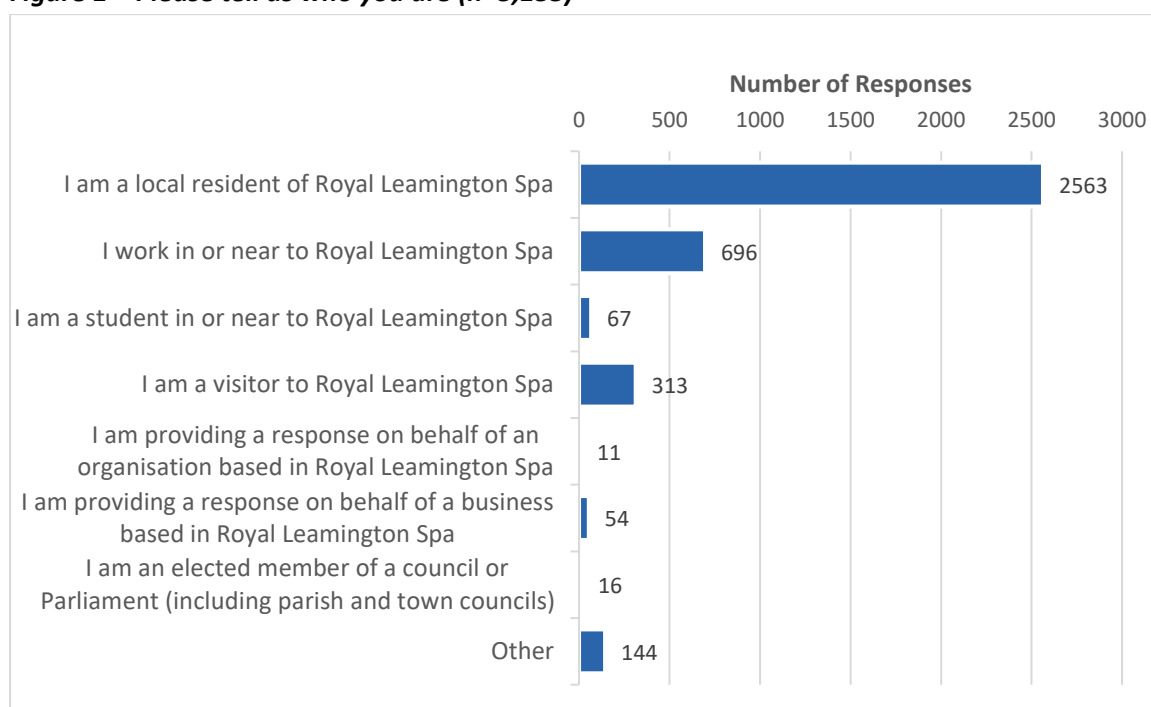
There were 3,134 responses to the survey. Most of which were through the online survey (n=3,116), with 18 responses received via paper copies.

### 4.1 Respondent Profile

At the start of the online survey, respondents were asked questions gathering information on who they were, where they lived and how they used Royal Leamington Spa town centre.

When asked “Please tell us who you are”, respondents were able to make more than one selection by choosing all options that were appropriate to them. This was a required question, although one person didn’t respond so 3,133 individuals (>99.9%) answered this question. Figure 1 and Table 2 show that a large majority (81.8%) selected that they were a local resident of Royal Leamington Spa, 22.2% selected that they work in or near to Royal Leamington Spa, 10.0% selected that they were a visitor to Royal Leamington Spa, whilst all other options were selected by a smaller number of individuals.

**Figure 1 – Please tell us who you are (n=3,133)**



**Table 2 – Please tell us who you are (n=3133)**

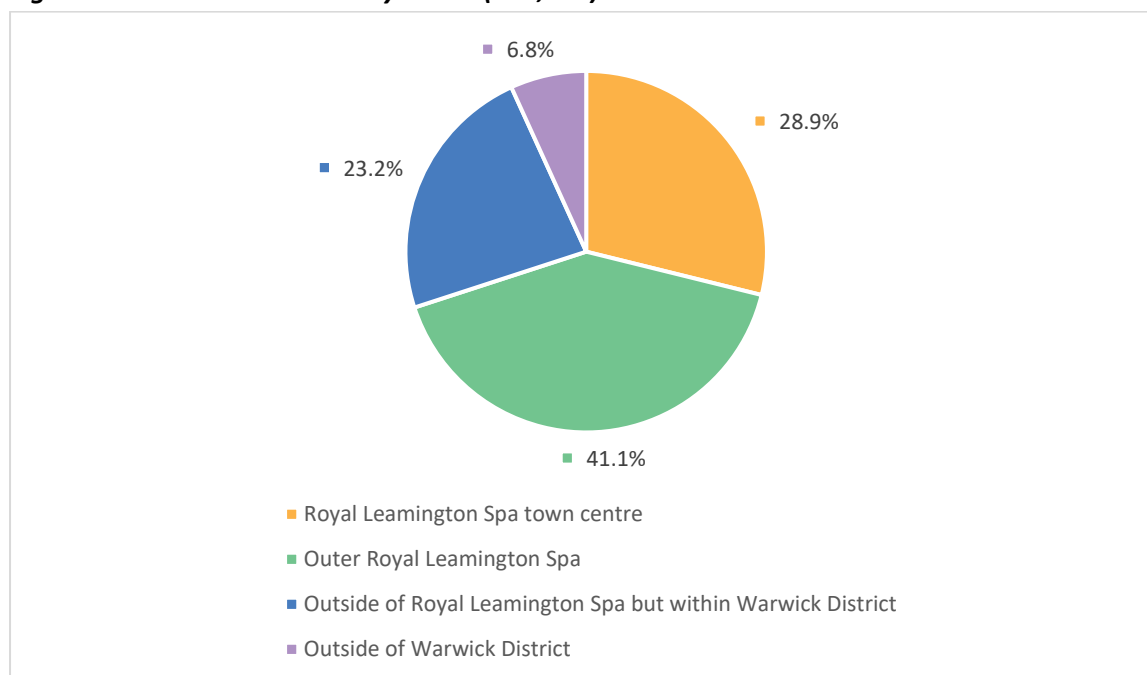
Person	Count	%
I am a local resident of Royal Leamington Spa	2,563	81.8%
I work in or near to Royal Leamington Spa	696	22.2%
I am a student in or near to Royal Leamington Spa	67	2.1%
I am a visitor to Royal Leamington Spa	313	10.0%
I am providing a response on behalf of an organisation based in Royal Leamington Spa	11	0.4%
I am providing a response on behalf of a business based in Royal Leamington Spa	54	1.7%
I am elected member of a council or Parliament (including parish and town councils)	16	0.5%
Other	144	4.6%

**Table 3 – Summary of responses provided in the ‘Other: please specify’ additional text box (n=162)**

Person	Count	%
I am a resident of Royal Leamington Spa	6	3.7%
I am a previous resident of Royal Leamington Spa	42	25.9%
I am a future resident of Royal Leamington Spa	3	1.9%
I am a resident of a village, town or city close to Royal Leamington Spa	113	69.8%
I am a visitor to Royal Leamington Spa	58	35.8%
I have a previous or current work, business or rental property interest in Royal Leamington Spa	7	4.3%
Unclear, irrelevant or other response	10	6.2%

When responding to where you live, individuals could select only one of four possible answers. This was a required question, although one person didn’t respond so 3,133 individuals (>99.9%) answered this question. Figure 2 and Table 4 show that only a small percentage of respondents lived outside of Warwick District (6.8%), and whilst most people lived in outer Royal Leamington Spa (41.1%), the survey also attracted responses from many individuals living within Royal Leamington Spa town centre (28.9%).

**Figure 2 – Please tell us where you live (n=3,133)**

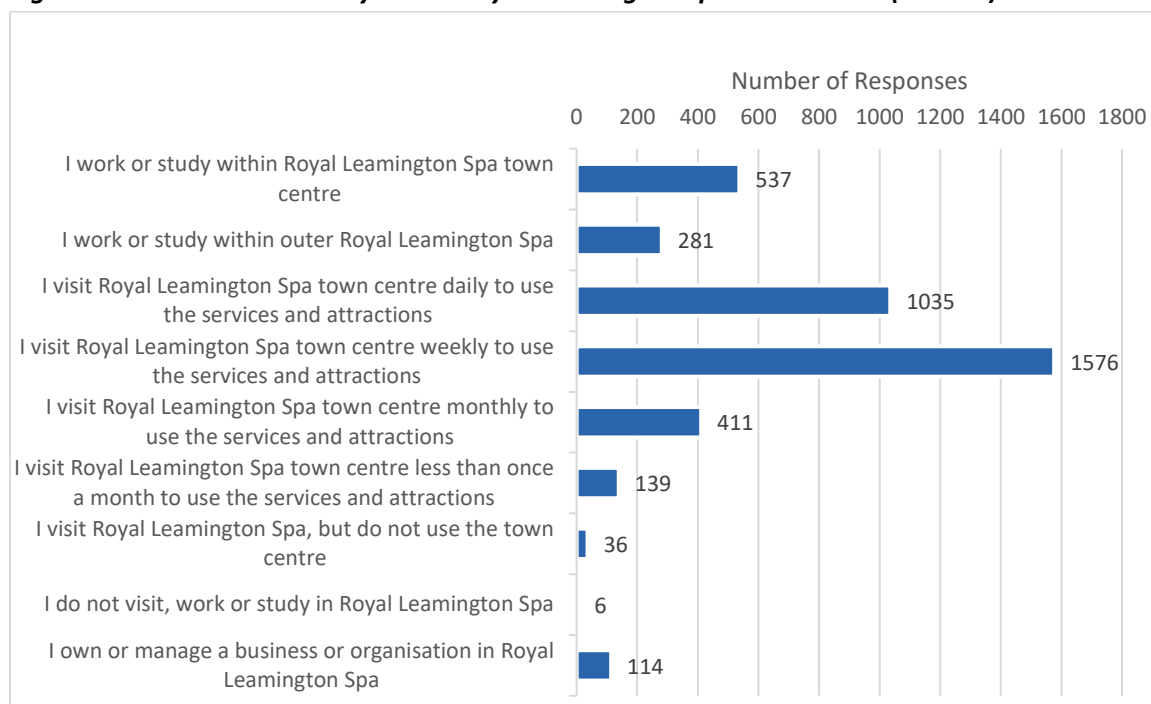


**Table 4 – Please tell us where you live (n=3133)**

Location	Count
Royal Leamington Spa town centre	904
Outer Royal Leamington Spa	1,289
Outside of Royal Leamington Spa but within Warwick District	727
Outside of Warwick District	213

Regarding how respondents use Royal Leamington Spa town centre, individuals were able to make more than one selection, depending upon which of the answers were relevant to them. This was a required question, although one person didn't respond so 3,133 individuals (>99.9%) answered this question. Half of respondents (50.3%) selected that they visit Royal Leamington Spa town centre weekly, in comparison to 33.0% who selected that they visit daily, 13.1% that visit monthly and 4.4% who visit less frequently than once a month. There were lower response rates for those that visit Royal Leamington Spa but do not use the town centre, and those that do not visit at all. In terms of working and studying, 17.1% selected that they work or study within the town centre, compared to 9.0% that work or study in outer Royal Leamington Spa, whilst 3.6% selected that they were responsible for owning or managing a business or organisation in Royal Leamington Spa. These results are shown below in Figure 3 and Table 5.

**Figure 3 – Please tell us how you use Royal Leamington Spa town centre (n=3133)**



**Table 5 – Please tell us how you use Royal Leamington Spa town centre (n=3,133)**

Activity	Count	%
I work or study within Royal Leamington Spa town centre	537	17.1%
I work or study within outer Royal Leamington Spa	281	9.0%
I visit Royal Leamington Spa town centre daily to use the services and attractions	1,035	33.0%
I visit Royal Leamington Spa town centre weekly to use the services and attractions	1,576	50.3%
I visit Royal Leamington Spa town centre monthly to use the services and attractions	411	13.1%
I visit Royal Leamington Spa town centre less than once a month to use the services and attractions	139	4.4%
I visit Royal Leamington Spa, but do not use the town centre	36	1.1%
I do not visit, work or study in Royal Leamington Spa	6	0.2%
I own or manage a business or organisation in Royal Leamington Spa	114	3.6%

At the end of the survey, individuals were asked equalities monitoring questions. These were not required and so the number of respondents that answered and did not answer each question varied. For information on the characteristics of the respondent population, please view Table 6 below.

**Table 6 – Characteristics of respondents (n=3,134)**

		Count	%	Royal Leamington Spa % <sup>1</sup>
Age (in years)	Under 18	38	1.2%	16.6%
	18-24	129	4.1%	16.2%
	25-39	992	31.6%	22.4%
	40-49	585	18.7%	12.2%
	50-59	509	16.2%	11.7%
	60-64	218	7.0%	4.8%
	65-74	268	8.5%	8.0%
	75+	155	4.9%	8.1%
	Prefer not to say	144	4.6%	-
	Not answered	97	3.1%	-
Disability, Long-term Health Condition or Learning Difference	Yes	369	11.8%	15.9%
	No	2,469	78.8%	84.2%
	Prefer not to say	195	6.2%	-
	Not answered	102	3.3%	-
Ethnic Background	Arab	5	0.2%	0.3%
	Asian or Asian British - Bangladeshi	3	0.1%	0.1%
	Asian or Asian British - Indian	91	2.9%	9.4%
	Asian or Asian British - Pakistani	3	0.1%	0.7%
	Asian or Asian British - Chinese	7	0.2%	0.9%
	Other Asian Background	9	0.3%	1.5%
	Black or Black British - African	9	0.3%	0.8%
	Black or Black British - Caribbean	4	0.1%	0.4%
	Other Black Background	1	<0.1%	0.2%
	Mixed - Asian and White	28	0.9%	1.4%
	Mixed - Black African and White	2	0.1%	0.4%
	Mixed - Black Caribbean and White	6	0.2%	0.9%
	Other Mixed Background	29	0.9%	1.0%
	White British	2,246	71.6%	67.7%
	White Irish	53	1.6%	1.9%
	Gypsy, Romani or Traveller	1	<0.1%	0.2%
	Other White Background	243	7.8%	10.4%
	Prefer to self-describe	17	0.5%	1.9%
	Prefer not to say	249	7.9%	-
	Not answered	129	4.1%	-
Gender	Female	1329	42.4%	51.0%
	Male	1490	47.5%	49.0%
	Non-binary / agender / gender-fluid	23	0.7%	-
	Prefer to self-describe	5	0.2%	-
	Prefer not to say	181	5.8%	-

		Count	%	Royal Leamington Spa % <sup>1</sup>
	Not answered	107	3.4%	-
Transgender	Yes	22	0.7%	-
	No	2782	88.7%	-
	Prefer not to say	202	6.4%	-
	Not answered	129	4.1%	-
Religion/Belief	Buddhism	12	0.4%	0.4%
	Christianity	850	27.1%	39.4%
	Hinduism	33	1.1%	4.1%
	Islam	20	0.6%	1.8%
	Judaism	13	0.4%	0.2%
	Sikhism	48	1.5%	5.2%
	Spiritualism	28	0.9%	-
	Any other religion or belief	27	0.9%	0.7%
	No religion or belief	1590	50.7%	41.8%
	Prefer not to say	136	4.3%	-
	Not answered	378	12.1%	6.4%
Sexual Orientation	Asexual	78	2.5%	-
	Bi / bisexual	129	4.1%	-
	Gay man	75	2.4%	-
	Gay woman / lesbian	15	0.5%	-
	Heterosexual / straight	2205	70.3%	-
	Pansexual	19	0.6%	-
	Other	14	0.4%	-
	Prefer not to say	444	14.2%	-
	Not answered	156	5.0%	-

<sup>1</sup> Office for National Statistics 2021 Census/2022 Population Estimates



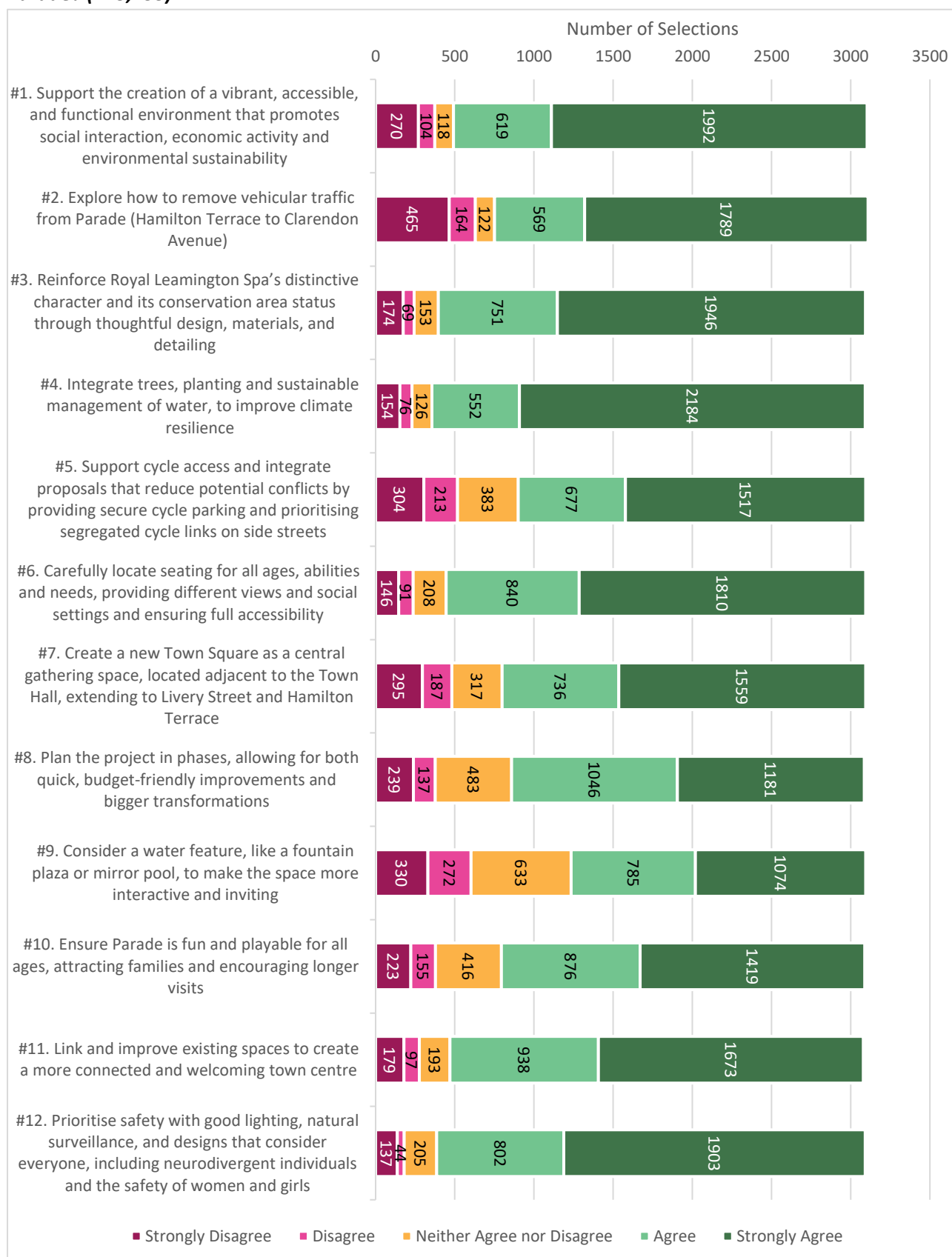
## 4.2 Concept Masterplan

Individuals were presented with the Concept Masterplan and were asked questions on the overall aims of the project.

In the first of these questions, respondents were asked for their level of agreement for each of the individual aims. Individuals were able to select from the following options: strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree. They could make different selections for each of the twelve aims and this question was not required, meaning that total response rates differed for each of the aims. However, despite not being a required question, response rates were still high, from 98.3% to 99.2%.

Figure 4 shows that every aim received a high level of agreement. Strongly agree was the most frequent selection made for all twelve aims. Furthermore, the second most frequent selection was agree, for all twelve aims. This resulted in all aims receiving between 60.1% total agreement (#9 – consider a water feature) and 88.5% total agreement (#4 – integrate trees, planting and water). Conversely, although mostly low, total disagreement ranged from 5.9% (#12 – prioritise safety) to 20.3% (#2 – remove vehicular traffic from Parade). All twelve aims received more selections for strongly disagree than disagree, which suggests some individuals strongly oppose the Concept Masterplan as a whole. However, the only two aims to receive more than 10% strongly disagree were (#2 – remove vehicular traffic from Parade, 15.0%) and (#9 – consider a water feature, 10.7%).

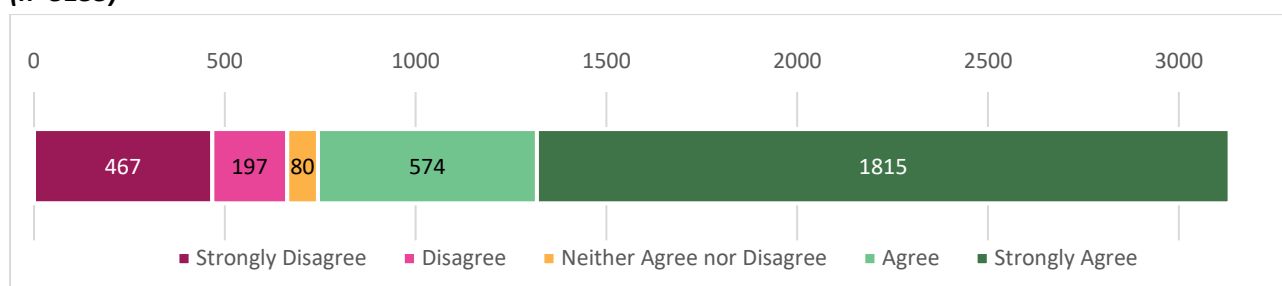
**Figure 4 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade? (n=3,133)**



In the second question, respondents were asked to what extent they agreed or disagreed with the overall Concept Masterplan. This was a required question, although one person didn't respond so 3,133 individuals (>99.9%) answered this question. Similarly to the question above regarding the

individual aims, Figure 5 and Table 7 show 57.9% of respondents strongly agreed with the overall concept and 18.3% agreed, which was the next most selected option after strongly agree. Again, more individuals strongly disagreed, than disagreed, and this selection was made more frequently when compared to most of the individual aims above, with 14.9% of respondents selecting strongly disagree, and 6.3% selecting disagree.

**Figure 5 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade? (n=3133)**



**Table 7 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade? (n=3133)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
467	197	80	574	1815
14.9%	6.3%	2.6%	18.3%	57.9%

For the final question in this section, respondents were provided with an open text box and given the opportunity to explain their response to the above questions; 1630 respondents provided a comment. Many of these responses were lengthy and many of them diverted from the context of the question being asked, creating a thematic framework that was both numerous and highly varied. The question uncovered a community highly invested in Royal Leamington Spa and generated passionate opinions over proposed changes to their town centre. Many of the respondents used this box as the opportunity to showcase these strong opinions on the concept masterplan, Leamington Parade and regeneration as a whole. As a result, Table 8 shows a detailed thematic analysis of the responses, including themes, subthemes, their count and example quotations of each.

Although sentiment was mixed across a number of themes, the overall picture of the responses was that the concept masterplan generated more support than criticism, and this was true of a number of different factors. One of these factors, mentioned very frequently were arguments for and against pedestrianisation of Parade. Also seen in the Leamington Vision survey, pro-pedestrianisation (522) comments outweighed anti-pedestrianisation (262) comments. Many pro-pedestrianisation responses referenced the positives felt throughout the COVID pandemic, which saw Parade pedestrianised previously, and the closure of Parade to traffic for both the Sunday and Christmas markets. Comparisons were drawn to successful pedestrian zones in cities such as Bath, Oxford, and various European locations, suggesting that Royal Leamington Spa could similarly benefit from a vibrant, community-focused space. Respondents envisioned a town centre enriched with outdoor seating, greenery, and cultural events, fostering a sense of social interaction, encouraging footfall

and greater safety, free from the dangers of traffic-laden streets. Whilst support for pedestrianisation of Parade was strong, a number of respondents were against the concept, with several highlighting that the scheme had been introduced previously, in the 1970s and in 2020, both of which were reverted back, suggesting a pandemic free Parade would not work.

Some of the key influences behind a high frequency of respondents offering general support (472) were the inclusion within the concept masterplan of encouraging nature (175) and the ability of food and drink vendors and hospitality (128) to be able to offer outdoor seating and create a café culture to encourage shoppers to frequent Parade for longer. Further to this, the potential inclusion of entertainment and leisure (94) facilities and events, and of more permanent markets, made pro-pedestrianisation respondents excited for the future, after any redevelopment.

Amongst the responses, concerns were voiced that traffic displacement will be a key issue should pedestrianisation of Parade go ahead. Current traffic issues (116) were raised by a number of respondents, and there appeared to be a great fear that the traffic impact on surrounding roads (287) would be highly problematic for the current road infrastructure to endure. Accessibility (174) was another major concern, particularly for elderly and disabled individuals who rely on the current close proximity of bus stops and parking to be able to utilise Parade. Some respondents worried that reduced car and bus access could lead to an overall decrease in footfall and further decline in retail activity, along an already struggling high street. Additionally, there were concerns about community safety (144), particularly the potential for increased anti-social behaviour in pedestrianised zones after dark, creating a 'no-go' zone for the elderly, disabled, women, children and vulnerable individuals.

Respondents also offered several alternative suggestions (117) to enhance Royal Leamington Spa, or the concept masterplan itself. The theme that elicited the most comments overall was sustainable travel options (594), with bus plans (276) being a frequent theme. Whilst concerns were raised over the lack of clarity of future bus services, many also mentioned the reliance that residents have upon a bus service that delivers passengers, particularly those with mobility issues, within close proximity to Parade. And whilst many respondents feared that future bus services would become inadequate to sufficiently suit their needs, others proposed a future Parade that was closed to vehicular traffic, but that still allowed public transport to flow through it to alleviate these issues, in the form of bus-only lanes, trams or light rail options, whilst respondents also voiced their support for the inclusion of a central bus/transport station and better links to the railway station. And whilst some had strong opinions regarding pedestrianisation, others offered practical compromising solutions whereby Parade could become one-way, or closed to traffic during peak times only, and reopened at night to create a greater sense of safety, whilst allowing for business deliveries.

Views on cycling and cycling infrastructure (154) were mixed, with some calling for improved cycling provision and connectivity across the town, whilst there was a large concern that cycling should be prohibited within a pedestrian zone for safety reasons. Whereas a travel option that did not divide much opinion, were e-bikes, e-scooters and food delivery vehicles (60), with respondents in general agreement that the use of these within pedestrian areas are likely to be hazardous.

Another concept that split opinion was the inclusion of a water feature (95), with many concerned over potential cost, upkeep and ongoing maintenance, especially in a time of budgetary restraints and call for greater sustainability.

The question also elicited suggestions evolving from the need to improve car parking (268) throughout the town. Whilst there were voices that stated the need for parking on Parade, and those that displayed their displeasure at the cost and enforcement of current parking provision, alternative suggestions were made to renovate or replace current poor parking facility options, citing the loss of major multi-storey car parks in recent years, in addition to offering free short stay parking services that would help to rejuvenate lost footfall around the town.

Whilst criticism of the masterplan (180) was itself a key theme, other opinions surfaced surrounding implementation of the scheme and practicalities around what the concept masterplan is likely to achieve. Although explicitly mentioned as not being addressed within the concept masterplan for Parade, respondents were keen to point out that declining retail (368) was in need of acknowledgement, and without a solution to shops closing down (204), the diversity of retail offering (97) and the pull of shoppers towards retail parks (67) like the Shires, then plans to rejuvenate a dying town-centre, would ultimately fail. Respondents stressed the importance of preserving the town's Georgian heritage and avoiding overly modern designs that could detract from its character. And they were also keen to criticise previous schemes that attempted to improve Leamington's pavements (124), commenting on the hazardous and unsightly, cracked and dirty paving slabs.

Many voiced their opinion that the concept masterplan presents a waste of money (161) and that the funds could be better utilised elsewhere. One area proposed was maintenance (122) with reference also made to the need to ensure future capital is available to maintain such a redevelopment for future generations to benefit. Economic viability was another focal point, with suggestions to lower business rates and provide incentives for independent shops to support local commerce. The need for clear timelines and transparent budgeting was also highlighted, underscoring the community's desire for a well-managed and inclusive planning process for the town centre.

All these themes and subthemes can be evidenced in Table 8 below, with example quotations provided for each.

**Table 8 – Themed responses explaining ‘to what extent do you agree or disagree with the new concept masterplan for Parade?’ (n=1630)**

Theme	Count	Example Quotes
<b>Sustainable travel options</b>	594	<p><i>“The centre must remain accessible both regarding parking accessibility for visitors but also deliver a public transport infrastructure that brings people direct to the centre.”</i></p> <p><i>“Traffic up the Parade is made up of largely buses and taxis, which feed people into the Town centre. To move them away from the main thoroughfare would deter many people from visiting, particularly if they have mobility issues. Air pollution could be addressed through greener public transport and allowing only electric cabs into the centre. If this were not possible, there would be a detrimental effect to air pollution in the areas where the buses are redirected, which are inevitably residential. This would be significantly more detrimental to public health of the residents of Leamington.”</i></p> <p><i>“The public services aren’t affordable or reliable enough in the area to move away from driving.”</i></p>
Bus plans	276	<p><i>“Stagecoach are concerned that too much focus is being placed on the bus as a vehicle, rather than a mode that up to 80 people (on a double deck bus) are using as part of an active travel journey. There are potential consequences of creating a bus interchange that is away from the Parade with it feeling detached and isolated from the Town Centre which discourages visiting the Town Centre and reduces bus usage, resulting in unhelpful and undesired modal shift away from bus, public transport and active travel. Stagecoach consider that access for local bus services can be maintained whilst still delivering the other benefits of this masterplan. In the event that a bus interchange is developed, this needs to be fully developed and integrated into the Town Centre prior to any phase of delivery of pedestrianisation on the Parade. Stagecoach do welcome development of a Masterplan that seeks to deliver improvements to the Town Centre that will look to support diversification of the Parade to encourage greater use and footfall on the Parade and across the Town Centre. However, it is essential that bus services see benefit from this in terms of prioritised access to the town centre, improved facility and infrastructure for bus users as well as any potentially negative impacts of displaced traffic movements being fully mitigated, including the impact of associated growth to ensure that there are no unintended consequences for the viability of commercial and subsidised services. Stagecoach also note that there are plans for pedestrian priority over vehicular traffic at the Pump Rooms. With all alternative routing options discussed in the event of a closure to the Parade requiring access to Dormer Place and Regent Grove (in both directions) if ‘pedestrianisation’ can be delivered with co-existence with vehicular traffic in this space then this supports Stagecoach’s position that bus services could continue to operate the length of the Parade with other vehicular traffic being excluded. With investment in electric buses now coming to the fore, more than half of the fleet is currently being converted, and potential opportunities within the masterplan progression to accelerate full conversion investment in bus services, and upgrades to the fleet and bus user experience on the Parade could be delivered on the Parade, avoiding costs and risks associated with the creation of a new bus interchange. As is recognised in the consultation</i></p>

		<p>materials, perception of safety is enhanced when in well-lit and well used areas. Retaining bus services on the Parade is likely to provide better safety perception amongst bus users when waiting for services as a consequence. Particularly in the evenings, that is likely to be achievable with a new interchange, unless it is fully integrated as the focus of a town centre. It does not appear to be the case that there is any desire to divert the focus of the Town Centre from the Parade.”</p> <p>“I'm hugely in favour of the proposal, though agree with the criticism of bus availability, which isn't detailed beyond ‘potential short-term bus access’. It's a fair point that many less-abled people rely on the bus to get into town, and it isn't clear where they would stop instead, as the side-streets north of the town hall surely don't have capacity for such a thing. I think that if an Oxford style approach with a bus-only pedestrianised street was taken, it would alleviate that key complaint. The main issue in Oxford is the volume of people and the historic, winding streets that mean you can't see them coming - neither of which would be nearly as much of an issue in Leamington. This would result in a loss of space for green space and furniture, but I think it would be worth the trade-off. Additionally, while I'm opposed to cars using the Parade as a "shortcut", it is true that there could be increased traffic on the parallel north-south roads. Should busses be able to use the Parade, more people would benefit from the shortcut, and it could incentivise greater bus use.”</p> <p>“When will there finally be a bus station in town with facilities and bus users completely protected from weather? Covent Garden Car Park needs to be redeveloped across its entire footprint. Ground floor should finally be a worthy bus interchange for the top of town. With multistorey parking above it, to create a multimodal focal point. Need a secondary covered bus interchange the other side of Parade and further down, perhaps along Hamilton Terrace. Significant parking, perhaps even underground, needs to be considered in the Hamilton Terrace axis, for the town to still bring in significant footfall, in addition to rebuilding Covent Garden with bus facilities.”</p>
Cycling and cycle infrastructure	154	<p>“Unfortunately, little or no thought appears to have been given to how this can be done other than the usual platitudes about improving air quality and cycling infrastructure. The massive housing developments around the periphery of Leamington Spa will do more to damage the air quality and environment than any amount of traffic in the Parade – which will in any event go electric over the next few years. The reality is that there is next to no public transport in Leamington Spa and probably never will be and very few people will ever cycle into the town centre. People go to the town centre to do their shopping, for entertainment and to visit restaurants and for the most part they either walk or more frequently do so by car. Both Tesco and Marks and Spencer (the last two remaining shops of any consequence) depend massively upon people being able to park and load their cars with shopping. No-one is going to do their regular shop let alone a week's shop in town and carry the goods home by bike. Nor do people go out to a restaurant or pub by bike and especially when the weather is inclement as it is for most of the year. If this changes because of some ill-thought-out road scheme the stores will simply close.”</p>

		<p><i>"If the plan is to place a cycle lane in the centre of the Parade, as a Dutch person, I can tell you that is a terrible idea. Cycle paths in high foot traffic areas are a disaster waiting to happen, especially downhill, like the Parade, not to mention with the speed of some electric bikes. Pedestrians do not keep cycle lanes in mind in the UK as they are not used to them. Kenilworth Road is a fantastic example. When cycling there, I usually have to dodge pedestrians who are walking in the cycle lane. Terrible, terrible idea."</i></p> <p><i>"If cycling access is maintained, completely away from traffic, I would be so much more willing to ride my bike down there and be happy to let my children do the same."</i></p>
E-bikes, e-scooters and food delivery vehicles	60	<p><i>"On the plans for Parade pedestrianisation itself, I have some huge concerns about it turning into a 'Wild West' for ASBO behaviour (especially in the evenings) attracting e-scooters and e-bikes bad behaviours. Even now, on the Parade there are loads of issues with these types of ASBO behaviours, and it will only get worse once pedestrianisation happens, especially if no plans or steps are taken to help mitigate it happening. Otherwise, Parade could easily become a seriously off-putting 'no-go' area - especially in the evenings with ASBO teenagers riding around all hours on e-scooters and e-bikes etc. I've seen evidence of it happening in many other pedestrianised town centre projects. So, what plans or steps will be included to stop these sorts of problems developing?"</i></p> <p><i>"The one concern I have is how this will be used by delivery cyclists, e-bikes and scooters. Though I'm all for cycling access, there needs to be strict guidelines in place to stop all users, but particularly delivery riders (Deliveroo, Uber Eats, Just Eat etc) from riding at speed in and out of pedestrians."</i></p> <p><i>"While removing cars and buses from the area is a commendable step, consideration must also be given to the presence of e-bikes and delivery riders, particularly those from services such as Uber Eats and Deliveroo. Without clear regulation or physical deterrents, these fast-moving vehicles may continue to treat the Parade as a thoroughfare, posing serious risks to pedestrians - especially the elderly, disabled, and children. A truly pedestrian-first space requires not just the absence of vehicles, but the assurance of safety from all high-speed traffic."</i></p>
Cycle parking	21	<p><i>"More bike racks would be fantastic. In Cornwall I have seen rectangular flower beds, which have bike locking spaces on either side and I think these could be incorporated into the plan."</i></p> <p><i>"Cyclists often pop in and out of shops more frequently, which is great for local businesses. Simple, well-placed bike racks near shops are usually all that's needed, since people tend to move between places quite quickly. (No need for bulky type of bike racks.)"</i></p> <p><i>"Secure bike parking, possibly caged or underground, yes please! I love the encouragement of cycles especially cargo bikes. Unrestricted e-bikes used is already an issue and this needs to be addressed, especially enforcing pedestrian priority with delivery services such as Deliveroo, Uber Eats etc. I think stand on scooters are worth taking into consideration as I think there is a lot of potential for commuters to use</i></p>



		<p>them more and storing these would take up less space and possibly kept in an office. Plus, there is not so much need to change clothes or dry off when weather is wet, wear a helmet and more usable for business wear. Secure scooter and motorbike parking would be good. I know it isn't as environmentally friendly but would create less congestion. It would be good on the roads leading to pedestrianised areas to have secure parking. If there was secure motorbike parking, I would ride into work. I only live about a mile from my office. My challenge is scheduled visits across Warwick district and the need to take a laptop and paperwork with me. I just don't feel that I can leave any bike safely in town hearing about many people having their bikes stolen even when locked up and also experience of a motorbike stolen is just not worth the risk, unless there is secure usable parking in place."</p>
Park & ride system	13	<p>"A simple idea would be to take inspiration from Oxford and implement park and rides, accompanied by restrictions/costs on non-town centre resident cars coming into the town centre. Residents of the new South Leamington estates could have some free passes each week from the new estates etc."</p> <p>"The plan does not try to improve public transport. A shuttle bus connection to the railway station is one possibility. Park and Ride (for both Leamington and Warwick) is another alternative which would reduce traffic in both town centres."</p> <p>"An affordable and working Park and Ride scheme would attract more shoppers than pedestrianising The Parade. We need more and better shops, not more barbers and coffee shops. Rates and rents are too high."</p>
Trams and light rail	10	<p>"To maintain accessibility for the less able it is very important to retain public transport access. So there needs to be continued bus route use along the Parade, especially uphill as that is hard work for the less able. I work in Oxford, and I'd use Queen Street there as a good example of how to do this. Otherwise, having experienced Coventry Very Light Rail trials, this is another good solution to maintain a public transport service up and down the hill. It is a controlled route that cannot be deviated, so acts as a predictable travel path for pedestrians to avoid. Light Rail is also a successful way to remove private traffic from the roads, with a greater likelihood of transfer from private car use than buses...By having buses still coming through the street, it will retain a mental note to pedestrians of vehicle traffic for when Emergency Services require access, making their passage a bit safer too."</p> <p>"Could a tram system be integrated with the plan to facilitate? Possibly following the very light tram being tested in Coventry?"</p> <p>"In the later stages of this plan there could be fast and frequent tram-type, rapid transit services from northern Leamington to the vast new housing estates to the south of the town (via the rail station) and from eastern Leamington to Warwick and Warwick Hospital. Kenilworth Road, Warwick New Road, Emscote Road, Radford Road and most of Europa Way could be largely closed to motor traffic."</p>
Skates and skateboards	9	<p>"I feel that some of these pedestrianised areas would not be respected by Uber and Just Eat e-bikes and would cause problems for the pedestrians. In that case you would have to enforce a no cycles policy."</p>

		<p><i>I feel some of the seated areas would attract skateboarders, so you would have to ensure these sorts of facilities were provided elsewhere."</i></p> <p><i>"My only concern is, where this has been done in Oxford, for instance, it has been heavily used by skateboarders, which means other people avoid using it. One mistake I think they made was low raised beds (about 30cm high), which are perfect for skateboarders to perform tricks off of. In the design, I would recommend higher raised beds, as they will provide seating, as well as an obstacle for boarders. Clearly, it needs to be accessible, but if the design can consider making it less attractive to skateboarders and scooters, that would be helpful. It is especially a safety concern for people with children and dogs."</i></p>
Taxis	9	<p><i>"One addition I didn't see mentioned that would be of use is possibly extending a more deliberate taxi rank by the public toilets on Hamilton Terrace, so people are still able to easily access Ubers and taxis after enjoying the Parade at night."</i></p> <p><i>"The most disabled of our community will have a big issue accessing the town centre if buses, taxis and private drop offs are no longer available to them. Also, emergency vehicles will have problems accessing the area."</i></p>
Trains	5	<p><i>"It would be helpful to ensure there is public transport from outside the centre, i.e. from Rugby, by both bus and train. Also, adequate signage and a clear, safe pathway from the train station to the new Parade area, to include the cinema at the bottom of the Parade and the historic lawn bowls facilities."</i></p> <p><i>"Improved connectivity to the train station should also be included to encourage tourism."</i></p>
<b>Pro-pedestrianisation</b>	522	<p><i>"High streets need rethinking. They need to become spaces where people want to spend their time and money at a leisurely pace. It cannot be solely about shopping as locals spend their money either at out-of-town shopping centres or online. Leamington needs to become a destination location for visitors out of town, a regional magnet providing spaces, opportunities and experiences they are prepared to travel to in order to enjoy. It also needs to provide quality amenities for those living and working in Leamington, a place where people want to buy breakfast before work, quality food at lunch time, and interesting venues to enjoy a drink after work."</i></p> <p><i>"It's usually the case that those opposed to reducing motor vehicles from town centres, shout the loudest. Evidence strongly suggests that folks adapt well, and pedestrianised areas become much more popular. Obviously, there are concerns as to where the traffic is diverted to and for folks that can't walk very far - we need to reduce overall traffic and encourage more walking and cycling. Don't be bullied by the drivers who think they should be allowed to park outside the shop rather than park and walk. Similarly, don't be bullied by the shop owners who think that they will lose customers if they can't park outside. Provide help for those that need assistance with access - and alternatives for folks to park and walk. Folks will enjoy a cleaner, safer town to walk around and shop in."</i></p> <p><i>"Like so many lovely English towns, it's so sad to see how much Leamington Spa has become dominated by cars. In so many ways, it</i></p>

		<p><i>ruins the experience and makes visitors like me (I live in Birmingham) less likely to make the trip. Exhaust fumes, parking, having to get out of the way of unnecessary, oversized cars and SUVs: who wants that? And so, in that context, and in the context of the climate crisis more generally, this is an inspiring plan. There will be noisy opposition - there always is - but I hope you don't let that get in the way of improving this otherwise beautiful place. Just look at what Paris is accomplishing. My family and I look forward to a visit once all of this gets underway!"</i></p>
Positive impact during pandemic	135	<p><i>"When the Parade was pedestrianised during lock down, the experience of using it was completely transformed for the better. As far as I can see it's the obvious thing to do."</i></p> <p><i>"I strongly agree with plans to pedestrianise the Parade. I greatly enjoyed the limited vehicular traffic during COVID, and as visitor numbers have increased in the years since, have often thought it is a system that should formally reintroduced."</i></p> <p><i>"As retirees who live close to the town centre, we shop daily on foot in Leamington, where we do 90% of our shopping. We experienced the joys of a pedestrianised Parade during COVID and were very disappointed when traffic was reinstated afterwards. The upper Parade in particular is always filthy with discarded rubbish around the bus stops and McDonalds, overcrowded with people waiting for buses and filled with polluting bus exhaust fumes, in addition to constant through traffic. Totally unacceptable and unnecessary, as you rightly argue. We would heartily welcome an enhanced, pedestrianised Parade which reestablishes its historic traditions as a more tranquil space, while showing off to greater effect the town's architectural heritage and beauty."</i></p>
Good for the community	64	<p><i>"As an architect I believe a pedestrianised Parade and new public spaces will encourage positive human interactions and improve the overall quality of life of residents, attract more tourists and enrich the environment."</i></p> <p><i>"This would undoubtedly be beneficial and would represent a big step in the right direction towards how modern high streets should be more than just a run of shops. It's about making communities want to spend more time in common places."</i></p> <p><i>"I also strongly believe that a more attractive and pedestrian-friendly Parade will massively support the local economy, as pedestrian zones often lead to increased footfall and longer visits to nearby shops and cafes. All in all, this initiative aligns with broader goals around sustainability, accessibility, and community well-being. I believe it's a positive step toward creating a more vibrant, inclusive, and liveable urban space."</i></p>
Good for safety	31	<p><i>"My wife is registered blind and uses a guide dog. The additional freedom and safety she would feel from a pedestrianised Parade would be huge. So please do it properly and don't allow any vehicles to cross The Parade on Warwick Street or Regent Street."</i></p> <p><i>"A pedestrianised centre would greatly improve the safety and overall experience in the town centre."</i></p>

		<p><i>"I enjoy visiting Leamington Spa however the volume of traffic, and often the speed with which it travels along the Parade can place pedestrians at risk. I have found myself being driven at by vehicles travelling at speed on a number of occasions. Should this area be pedestrianised it would become safer and more pleasant a space to access."</i></p>
General support	472	<p><i>"The proposed masterplan is a 'masterpiece'! It captures the spirit and character of the town and will take it to a completely different level in a positive way. The integration of traffic flows and mix of pedestrian and cycle access has been well thought out. During COVID, when the Parade was closed to traffic, it was the only good thing that came out of a difficult period. The proposal has been well thought out, well-presented and as a Leamington Spa resident, the sooner it goes ahead the better. Well done."</i></p> <p><i>"I think the Parade concept master plan is fantastic, and all involved should be congratulated - thank you for such a forward thinking, inspiring and practical vision. My only non-positive comment is this should have been done 20 years ago. Please push ahead...let's reestablish the Parade as the greatest street in the UK for the benefit of future generations."</i></p> <p><i>"Our lovely town has been crying out for something like this for years! We often have the Parade closed for events (like Sunday markets) and it's always full of people on these days! This new concept is an amazing idea and will help the town to grow economically as well as be a great place for people to come together. We have a wonderful town, and this master plan will support the town for years to come. Great idea!"</i></p>
Retail	368	<p><i>"Any plan that overlooks or disregards this simple truth will hasten the demise of the town centre. If people can't park near to Marks and Spencer or Tesco or for that matter many of the other shops, they will simply order their goods online or go to one of the retail parks. The creation of the retail parks and the systematic removal of parking in Leamington has done more to destroy the town centre than any other factor. Without some anchor stores in the town centre, and preferably the Parade, any economic regeneration is doomed. A few wooden seats and a fountain may seem like an attractive idea, but they will do nothing revitalise the commercial centre of Leamington Spa without decent vehicular access."</i></p> <p><i>"I'm concerned that the Transformation Board has not seemingly accepted that almost every 'high street' has permanently lost up to 30% of its retail and hospitality space, never to return to town centres. Yet your plan seems to assume that Leamington Spa can and will somehow avoid this fate? Surely any Transformation Plan must recognise the need for a much smaller future Leamington town centre with a smaller 'core' space to be defined for a future, smaller retail and hospitality 'core' footprint. A future 'core' footprint for the Parade would (I suggest) run from Warwick Street, south to the Town Hall and Euston Place only. And the North end of the Parade would more ideally be planned for repurposing back to high quality residential (or offices space) usage."</i></p> <p><i>"The core function of the Parade was shopping, national chains and individual owners. By moving everything to the Shires you have removed</i></p>

		<p><i>the useful shops below critical mass. You are tinkering at the edges and will waste money with this plan. First bring back retail, starting with the Royal Priors. That is a development that seems to have wasted money. It's pretty empty. We need shoe shops, bakers, a butcher or a decent sized supermarket where M&amp;S and Wilco were, with 4 hours free parking. That would bring back footfall, that in turn will support smaller shops. Don't fritter money on pedestrianisation and fountains. Improve and cheapen car parking so that we no longer have to go through the Ford Foundry roundabout chaos, but can go straight to town centre."</i></p>
Shops closing down/need to fill empty units/need to address rates and rent	204	<p><i>"Think it will do the opposite, more shops will close (it was vibrant in the 80s - had House of Fraser, Woodward's Department store, followed by River Island, opening of the Priors followed later in the 80s, Miss Selfridge in the Royal Priors and M&amp;S clothing, Dorothy Perkins etc. on the Parade. Now it's full of coffee shops and restaurants. I have spoken to people over the years, pushed out of jobs as the stores shut from extortionate rents and greedy landlords, or due to re-locating to out-of-town shopping parks. Accessible/free parking is a big pull. Shops have closed, stayed closed (Regis in the Priors - busy popular Hair Salon prime example). Work with the landlords, get the big stores back, have deals on parking. Leamington residents don't want you to just cater for the university residents and tourists, i.e. yet more eateries, bars, and restaurants. We would like this beautiful town to be how it used to be."</i></p> <p><i>"The first thing the council should do is let all the empty shops, especially the empty ones in the Royal Priors. The council, in their infinite wisdom, decided to build out of the centre shopping malls, and it has killed the Parade. I have lived in the area for over 40 years, and I no longer go shopping in the centre of Leamington as all the best shops have gone."</i></p> <p><i>"More focus should be given to helping fill the empty units on the Parade to create a more vibrant shopping experience for residents and visitors. Once this has been achieved, only then should these plans be even remotely considered. Overall, these plans feel like another hammer blow to what was once a bustling high street, but now stands as a shell of its former self, dominated by coffee shops and cafes, as businesses are put off (quite rightly) by the extortionate rent demands of the landlords and council that own the buildings."</i></p>
Diversity of retail offering/need to improve diversity offered in units	97	<p><i>"While the aim is to draw more people to the Parade, what will the impact be on small businesses elsewhere, particularly on Warwick Street, Regent Street, and Livery Street? When I think of what makes Leamington special, I think of Cenu on Regent Street, not Hotel Chocolat on the Parade. I think of Bar Angeli on Livery Street, not Costa or Café Nero. I think of Red Hot Mama's on Regent Street, not Pizza Express. This plan risks shifting footfall away from our much-loved independents and toward the national chains on the Parade which could seriously damage the character and community feel of the town. I worry that, rather than supporting local businesses, this scheme could end up harming the very ones that make Leamington unique."</i></p> <p><i>"It is clear from the number of successful coffee shops and restaurants in the centre of town that most people using the Parade are using it for social purposes and not just for shopping. The attraction of the Parade should be enhanced to encourage these social activities."</i></p>

		<p><i>Pedestrianisation of the Parade would be an important first step. If more people are attracted to the Parade surrounding shops will benefit."</i></p> <p><i>"None of the above 'masterplan' is required until the facilities and shops reflect what the local citizens want and need. What is the point in having a nice fountain, yet every shop is a hairdressers, coffee shop or charity shop? Make it accessible for the big names like Zara, Mango, Lush, or a department store."</i></p>
Retail parks	67	<p><i>"Removing cars is utter madness. Have you visited Birmingham city centre recently? It feels like a ghost town for eight months of the year when it is too cold to be outside. Everyone wants to park their car as near as they can to shops. See how successful the Shire retail park is? Why is that busier than Leamington Town centre? It's all about the parking. For elderly, parking nearby is essential. For families with small children and pushchairs, easy parking is essential. For workers, parking near to their place of work is so essential, particularly in the Winter. Currently not being able to turn on/off Parade is so frustrating and just sends drivers around the back streets. Our country is cold more than it is warm. Parking right outside the shops like we used to (until the pavements were made so wide) encourages people to drive in and visit the shops. We need to support the local shops as much as possible otherwise they will close. M&amp;S has moved out to the retail park and if you ban parking, they will never come back and more will follow."</i></p> <p><i>"It will make Leamington town centre a vibrant place that will be visited and used by many people, hopefully increasing business for the current retail outlets and future retail outlets. In addition, the council must stop any expansion to the out-of-town shopping, which has already taken retail opportunities away from the town centre. Any further expansion to the out-of-town retail area will cause a detrimental effect to the town centre."</i></p> <p><i>"It's disheartening to see so many small businesses that were a part of our community close down due to unmanageable expenses (water, electricity etc.). It appears that businesses in retail parks are given incentives to pay less, which drives businesses away from our town centre. Our shopping centre options are, frankly, dire. The continuous closure of retail shops in Leamington is a significant concern that negatively impacts the town's appeal and vitality."</i></p>
Traffic impact on surrounding roads	287	<p><i>"The idea is lovely, but the practicalities are counterproductive. We already have traffic issues in Leamington at busy times, especially when travelling north or south, due to the need to cross a river. There are currently 3 options: the Parade, Dale Street, or Willes Road. If you remove the option of the Parade for vehicles, you will force that traffic, including the buses, onto the other routes, making them even more congested than they already are. The number of one-way roads and limited parking availability is already an issue for people visiting Leamington. It's hard to pop in to get a few bits as it is. Add in the removal of a road, and additional traffic on the others as a result, and you're going to make it near impossible to actually get into the town for those who don't have bus routes near them."</i></p>

		<p><i>"As transport supposedly accounts for 38% of greenhouse gas emissions, I understand why this aspect is important from a health perspective. However, if all you do is to move traffic from the Parade on to streets like Dale Street, how is that going to reduce CO2 emissions? If the pedestrianisation is a success, it will draw in extra people and there is surely a risk that CO2 emissions will get worse rather than better? Traffic will still want to travel from North to South and vice-versa but the option of using the Parade will not be available."</i></p> <p><i>"The plan will simply push traffic, buses and deliveries to the areas adjacent to the Parade. This is where people live and where some of the finest architecture (included listed buildings) is in the town. The increased level of traffic will impact the local residents hugely, will increase pollution where people live and will impact our listed buildings. Either all of the area should be pedestrianised or none of it. For instance, the end of Warwick Street. And the top of Willes Road is already a busy and full road. Moving traffic here will have a huge impact on the quality of the streets, houses and people."</i></p>
Car parking	268	<p><i>"I have strong concerns over increased traffic in surrounding residential streets. As a resident of Clarendon Avenue, I have seen considerable increase in traffic on my street and significant parking problems for residents who pay for parking then can't park near their homes. I notice increased traffic whenever the Parade is closed. Also, no more buses along Clarendon Avenue is important. The dirt and pollution from traffic fumes is already bad in my street so we don't want more traffic."</i></p> <p><i>"To attract shoppers/visitors access to and ease of payment at car parks is paramount. Shoppers cannot carry purchases on a cycle and visitors nearly always arrive by car. The section in the Pump Room area is not necessary and will severely hinder access to St Peters car park from the south. There is a traffic layout that has been used for many years at Christmas, which totally removes traffic from The Parade and works...Payment for parking is also an issue that seems to have been forgotten. This is a contributing factor is the demise of town centres. All methods of payment must be available and publicised. People are now scared to death of being fined. According to Cherwell District Council in Banbury, where all 3 payment methods are available, last year 79% of people parking their car chose not to pay by app. The problem is not just the cost."</i></p> <p><i>"1. You need to provide sufficient secure ground floor and multi-storey long stay car parking</i>  <i>2. You need to extend local on-street car parking durations</i>  <i>3. We have been short of thousands of car parking spaces for years</i>  <i>4. You need to work with the District Council to prevent additional HMOs including preventing additional student housing we are saturated with HMOs with most residents having a car each when there is not sufficient car parking causing parking issues in the town nearby residential streets. If you pedestrianise the Parade this will exacerbate the problem and push out further car parking into nearby residential streets so there needs to be more capacity created for off street secure single-story and multi-storey car parking</i>  <i>....</i></p>

		<p>10. Relocate Princes Drive tip and use that and the adjacent vacant site for a park and ride into the town centre with a multi-storey car park or park and ride at the train station in the adjacent car parks</p> <p>11. Consider dedicated parking for business owners, operators and their staff near to their businesses</p> <p>12. The nature of the town with the rural and visitor catchment and because people want independence, we need much more car parking provision for residents, employees, contractors, visitors, tourists”</p>
Lack of parking/Need to increase parking provision	96	<p>“As parking spaces are removed, new spaces need to be created elsewhere, with the most obvious solution being to rebuild the Covent Garden multi-storey car park.”</p> <p>“Overall, parking has to be considered across the town - the loss of car parks is to the detriment of shoppers and has to be considered to revitalise the town shopping.”</p> <p>“Closing the Parade will bring much more visitors to Leamington Spa, so parking must also be provided with upgrades to the existing car parks sorely needed anyway.”</p>
Blue badge parking	32	<p>“There needs to be far more detail on how disabled people will access the Parade if traffic is removed. This includes drop-off points, accessible parking, and alternative bus routes. The needs of disabled residents must be integral to the design from the start, not addressed retrospectively.”</p> <p>“Disabled parking on the Parade is already non-existent. All my usual shops, opticians, banks etc. would no longer be accessible to me. I usually have to get dropped off right outside each place I wish to visit as I can’t walk unaided very far at all. I don’t have anyone who can push me around in a wheelchair. If you were to pedestrianise Parade I would no longer be able to visit the usual shops, optician of 40+ years etc.”</p> <p>“I would like to see additional allocation for disabled blue badge parking in the town if it has not been added, as I imagine spaces on the lower part of the Parade will be lost, and blue badge parking is already limited.”</p>
Free parking	26	<p>“Reduce the size of the pavement and introduce 30/45 minute free parking, bring business back to the area rather than send it somewhere else.”</p> <p>“More free parking options are vital to allow the centre to compete with the retail park. The retail park has killed the town centre.”</p> <p>“I feel that this plan has not considered the disastrous effects this will have on our already traffic riddled town, and it is actually discouraging people to have quick visits, where they might nip into town during a lunchtime break. A good example of encouraging people to visit might be areas where an hours free parking is given, which would be more than enough time to do what they require before heading back out again, having visited and supported our great town centre.”</p>
Parking costs	25	<p>“Some may say we have a parking problem in town for workers. I always find a free on street parking place, albeit sometimes a 10 minute walk out of town, but then I get to do my steps in so it’s not really a problem for me. What is a problem though is the cost of on street</p>



		<p><i>parking up to an hour!! I feel we should reduce parking fees up to 1 hour."</i></p> <p><i>"The biggest thing you could do is remove all parking fees. You introduced parking fees and Leamington town centre became a ghost town. It's not rocket science - I don't go to Leamington because of the parking fees and neither do thousands of other people. Just look at the Shires - no parking fees and packed every day."</i></p> <p><i>"Given the pressure on town centre parking I am surprised planning has not been sought / granted for the condemned multi-storey carpark to be redeveloped into a new multi-storey rather than single ground parking. Perhaps with more recharge points to encourage electric vehicle users. If the aim is to attract more people to the town centre, then parking needs to be affordable and available. Some may be encouraged to use public transport or to walk or cycle, however many will not."</i></p>
Illegal parking/Parking on pavements	12	<p><i>"Cracking down on illegal parking on the pathways by people that are lazy will improve the blocks caused by genuine delivery companies."</i></p> <p><i>"Pathways are only constrained where a few members of public are inconsiderate when waiting at bus stops and vehicles parking on pavements which are illegal and should be dealt with by the police."</i></p> <p><i>"I work on Regent Street. Cars ruin this street in particular (un-policed exhaust noise, inconsiderate parking, damage to pavements from vans/lorries mounting the kerb, Uber/food delivery drivers on e-bikes speeding around pedestrians) and an approach which prioritises foot traffic is important. It's essential to enhance car parking provision in town and keep this affordable, but something needs to change. Being able to open the shop doors onto a wide, inviting pavement rather than a loud, sometimes fast (no-one adheres to the 20/30mph limits as there are no cameras in the town centre) road."</i></p>
Increase parking costs	1	<p><i>"Combine this with putting up parking charges to a fair level, so buses and cycling become viable options, spend the parking income on the town centre, and really get the town thriving again!"</i></p>
Anti-pedestrianisation	262	<p><i>"The aims and aspirations of this proposal are to be commended. However, I have a real concern about the pedestrianisation element of this proposal. I note that the support material cites the positive effects of pedestrianisation and walking, what about the counter to this from places where pedestrianisation has not worked? Overall, my concern is that the vibrancy and energy that comes from a street being a thoroughfare is lost. In large and very busy cities this can be replaced by the people on foot but for smaller towns it can lead to them becoming quiet and unwelcoming places devoid of activity outside peak hours. As our transport fleet transitions to more and more zero emission vehicles the health and air quality impacts of such a proposal will also diminish. The effect on air quality and pollution should not be given too much weight in this decision process as a result of this. Lastly, I would note that for the time being the private car is still going to be the chosen method of transport for the majority of people in this area. Trying to engineer the car out of the town centre is not going to be a positive step for the town. The Warwick District guidance on parking for homes 'Warwick District Council Standards Parking June 2018' acknowledged that access to private vehicles is higher in the district than nationally</i></p>

		<p><i>and that trying to engineer the car out had no impact on the transport choices made by people. Before deciding to implement such a scheme I would encourage the council to carefully consider what the aims are and whether the proposed solution will really achieve these aims."</i></p> <p><i>"While modernising the town centre is a positive idea, Leamington and Warwick are struggling with traffic flow, and as such doesn't feel like the right move here.</i></p> <p><i>Moving the Parade to be a pedestrianised area seems illogical given the issues with flow of traffic in the town centre at present. The influx of new housing on Europa Way has increased the problems with congestion, as there are houses but no infrastructure to cope with them i.e. new shops, local GP surgeries, schools etc, thus adding to the pressure on the town. Funding could be redirected to improving said infrastructure in these housing developments to take the strain off Leamington and Warwick. While I'm in favour of connective spaces and modernisation, a complete pedestrianisation of the Parade spells disaster."</i></p> <p><i>"Absolutely ridiculous. Pedestrianisation would ruin the Parade and its vibrant character. During the pandemic it also meant being approached by threatening beggars, as it was so empty. It is 'The Parade' not 'Parade' - you haven't even got the name right."</i></p>
Tried and did not work in the past	57	<p><i>"The pedestrianisation of the Parade has previously been done, which turned out to be a disaster. The rerouting of traffic only created additional problems for residents and moved the so-called problem to other parts of the town, as just mentioned, causing the affected residence a lot of distress. The previous pedestrianisation did not bring in any additional or new business, but deterred business from coming into the town centre, resulting in a reversal back to as it was originally."</i></p> <p><i>"These ideas have been proposed many times over the previous 50 years and every time have been shown to have the effect of reducing trade and community within the town centre. This is borne out by the fact that every plan has been rejected or shown to be a costly waste of public money and is why they never get implemented. What is needed are concessions and encouragement for shops to develop and bring trade to the centre. It's no good making a plan that does not allow passing traffic to then use these shops."</i></p> <p><i>"All of your proposals 'sugar coat' the facts to make them look good, but closing off the Parade and side roads has been done before, it failed. When the Christmas market is on, traffic is unbearable."</i></p>
Ain't broke, don't fix it	5	<p><i>"I feel that if this takes place it will be a vastly expensive scheme to solve a problem that does not exist."</i></p> <p><i>"If it's not broken, don't fix it. This country already has enough problems, let's not create another please."</i></p>
<b>Criticism of the masterplan</b>	180	<p><i>"Under the heading 'Things the Parade masterplan can't do': If the masterplan can't resolve issues such as accepting as fact the escalating demise of shops, re-using empty shops for housing, consolidating remaining shops into a central area, reducing business rates then the entire masterplan fails immediately.</i></p>

		<p><i>Observations:</i></p> <p><i>As a qualified and certified management consultant I have been increasingly depressed reading the masterplan for the following reasons:</i></p> <ul style="list-style-type: none"> <li>- the document is far, far, far too long</li> <li>- duplication of ideas</li> <li>- incoherent use of jargon resulting in poorly explained ideas</li> <li>- the document needs a comprehensive edit</li> <li>- allocating dates to targets</li> <li>- There should be a schedule</li> <li>- financing</li> <li>- lack of stakeholder involvement.</li> </ul> <p><i>Conclusion:</i></p> <p><i>The masterplan fails at every level. Located in the document there may well be excellent suggestions, but they're hidden in a morass of incoherent nonsense resulting in absolute boredom. Update the document, reflecting current conditions and cut the document down to a maximum of 10 pages. Assemble your thoughts and present them in a logical and easily consumed manner."</i></p> <p><i>"I consider it an unnecessary waste of money. Franky, well-meaning 'planners' are looking for reasons to justify their own existence. One does not have to travel far to see that Leamington is already one of the most thriving town centres in the midlands, what exactly is the problem that this new 'plan' aims to fix? The Parade is far too long to be a pedestrianised area, and, having previously lived in Warwick and Leamington for approximately 25 years, I can state with certainty that motorised travel, especially buses, are of the highest importance in the populace accessing the shops and businesses of the town centre. To push people further out, including the elderly and those with restricted mobility, and make the already strained through-traffic infinitely worse and congested (have you ever tried getting a rush hour bus from Kenilworth to Leamington?) would be extremely short-sighted. As far I can see, there is no substance or merit to this 'plan' other than in the minds of the do-gooders who concocted it."</i></p> <p><i>"You are proposing this without having completed Highways Modelling. This is shockingly poor management. How can you possibly put this proposal forward before presenting data on the traffic impact? By pedestrianising one of the main north-south thoroughfares of the town, you will force all this traffic onto nearby streets, and I expect the data may show that it significantly increases journey times, reduces air quality and increases noise levels for residents of streets like Clarendon Street, Leam Terrace, Dormer Place, Hamilton Terrace. You even acknowledge this by saying 'This is because more of the through traffic would reassign to the routes around the town centre rather than through it. Highways modelling is underway to understand this in more detail.'"</i></p>
Encourage nature	175	<p><i>"Another point I wish to make here is about the importance of a real understanding of the core importance of environmental issues. While the words indicate...yes, supporting our shared environment is important, this isn't necessarily compatible with increasing pedestrianisation. Lots of brick/stone/paved walkways do zero to support water access to our soil/rainwater drainage solutions. Our soil</i></p>

		<p><i>is a huge carbon sink and needs to be exposed. Our soil (and the billions of micro-organisms/worms etc) is a core element in fixing carbon (via climate heating CO2) back into the earth. Soil needs to be exposed, with as much green planting (particularly trees) as possible.... not just the odd tree artistically set here and there. We need lots of trees on the new Parade. I need to add that the picture shown of the public gathering space features a huge screen. Screens such as this are very far away from being environmentally friendly. Not only in their manufacture/transportation etc, but by their use of huge amounts of electricity (sold as 'green'/ often produced from complexes such as Drax, the arch 'green washer'...burning imported wood pellets from, amongst other sources, virgin forests)."</i></p> <p><i>"Happy to see well-planned integration of planting (more green is needed. I hope this would include pollinator friendly planting and utilise native species where appropriate). Great to integrate Pump Room Gardens and Jephson Gardens. To me, it would make sense to also link in the green space at the top of the Parade (albeit across the road) too - a little green spaces triangle!"</i></p> <p><i>"There is no need for trees and plant beds on Parade itself. It has never had these and will darken what is rare in the UK - a bright environment in most weather conditions due to unobstructed cream facades bouncing light around at all times of the day, and from street lighting at night. Just have some mobile planters with smaller trees flanking it or just on one side. These boxes can then easily be moved for events or even just brought in during warmer seasons."</i></p>
<b>Accessibility</b>	174	<p><i>"I strongly support pedestrianisation. However, this design has not fully considered the needs of those with visual impairments and these proposals are actually going to make things worse. Visually impaired pedestrians need routes segregated from all vehicular traffic (including bicycles) by a kerb and that's free of obstructions. The plans talk about reducing clutter, but the plans are actually massively increasing clutter, and obstacles that need to be avoided, for example trees, cycle parking, a water feature, benches, seating for restaurants/cafes etc. I'm worried there's going to be less space for pedestrians. As a busy area with unpredictable pedestrian movements the Parade is very difficult for those with sight loss to navigate and they need as much space as possible. The Parade does need benches, but they need to be sited carefully so that pedestrians can easily cross from one side of the Parade to the other, avoiding a repeat of the square in Warwick where it's incredibly difficult to find a gap to get onto the pavement on one side of the road because of benches and other street furniture. Motor vehicles and bicycles should be completely removed from the entire length of the Parade apart from deliveries. There should be no cycle parking on the Parade, some carparking on side streets can be removed and turned into covered cycle parking. Parking for blue badge holders can also be provided on the many side streets. The plans mention signalised crossings, these are vital and must be kept in. There mustn't be a repeat of when High Street/Jury Street in Warwick was redeveloped, and we were promised several zebra crossings and then ended up with no new crossings and the existing zebra crossing being removed."</i></p>

		<p><i>"If the buses are taken off the Parade, people with shopping will be hugely inconvenienced. This will particularly affect parents with pushchairs/young children, as well as older people. Have the planners ever stood by the bus stops by Tesco/Poundland and looked at the people getting on the buses to see how this would not work? Again, it kind of worked during Covid but there were so many fewer people travelling/the schools and offices were closed etc. That is absolutely not the situation now and would put people on buses off from coming into Leamington, rather than encouraging them."</i></p> <p><i>"As a visitor to the town with someone who is disabled, I understand the challenges of accessing places outside when mobility equipment is needed such as wheelchairs. We are therefore more concerned with improvements to help disabled and elderly people. At present, there is restricted space on the footpaths for wheelchairs, excess noise and exhaust fumes from vehicles which affect people with breathing conditions, a lack of toilets, and a lack of seats for those who need them. I agree with the new concept masterplan but have some concerns. This includes if you replace roads with gardens, flowering areas, and a water feature, it may look attractive, but you have not solved the problem of creating more space for disabled people. Instead, you have just replaced roads that take up space with gardens that take up space. Are more gardens required considering there are already gardens around the Pump Rooms? There are also concerns with cycle lanes, as some cyclists show a lack of respect for pedestrians and disabled people and may not stay within the cycle lanes. Also, how will you deal with illegal electrical vehicles, such as scooters, that move around the pavement endangering pedestrians and disabled people?"</i></p>
Neurodivergence	7	<p><i>"I am a neurodivergent disabled individual and improved accessibility would greatly impact my daily life as a young person who lives in Leamington."</i></p> <p><i>"I think Leamington would benefit from more thought on neurodivergent individuals, including the provision of a visual communication board (Warwick has them) for autistic or non-verbal people to communicate. A sensory garden may be nice either in the town square location or perhaps a better one in Jephson Gardens - the one now is nice for typical people, but my daughter has severe autism, and it doesn't support her at all."</i></p>
Waste of money/spend funding elsewhere	161	<p><i>"Warwick District Council constantly wastes taxpayers' money, the cycle route on Kenilworth Road is barely used. It caused months of disruption and traffic delays. It now causes slower traffic into Leamington. What has been the return on investment? The Parade scheme is another example of the council wasting money. Please stop building housing estates and destroying the countryside around Leamington."</i></p> <p><i>"It would also cost a fortune. Why not try it for a trial period with temporary diversions? This would be a cheaper way of trialling the concept."</i></p> <p><i>"Just as important is the fact that money could be spent better elsewhere such as reinstating lighting during dark hours to help neighbourhood safety, organising bin collections more regularly, a greater police presence around Leamington and suburbs. Supporting</i></p>

		<p>health and welfare where cuts have been made. To spend ridiculous amounts of taxpayers' money on designers, shoddy workmen, fountains and trees in this current climate where so many are struggling is wrong."</p>
Examples of other places	151	<p>"The overall vision for Leamington contains many good points and I commend the Transformation Board on their work to date. There is no doubt that the town needs a lift, but I do not believe that going immediately to pedestrianisation is the way to do it - it is rushing to an easy to explain option (expensive too) without it necessarily addressing the issues that exist. Towns referred to where pedestrianisation has been successfully done have included Shrewsbury and Bath. These are cities where visitors go for something else (a cathedral, Roman baths) - pedestrianisation has enhanced their visit - it is not an end in itself."</p> <p>"A Spa town on a major river has the ingredients and potential to be traditional and look to the future to maximise on its appeal. Most important, and only applies to some places, is The Feel-Good Factor as an attraction. Look to Stratford-upon-Avon (sadly a little tired and needs pedestrianisation), Warwick, Cheltenham, Bath, Oxford, or Cambridge to name a few."</p> <p>"I have seen previously desolate shopping areas (in a part of north west London where I am originally from) turned around and restored by the local council using schemes to actively support businesses, encourage new businesses to set up in vacant shop units, improve the look of shop fronts, and give residents preferential parking charges, with half an hour or an hour free parking to encourage them to 'stop and shop'. Residents were issued with a resident's card, which when put into the machines, gave them access to the cheaper parking rates. However, even without this card, people from outside the area still paid less than the charges we have seen in Leamington. This initiative, although done a few years ago now by the London Borough of Hillingdon, actually did work. And a shopping area where many big shops and banks had left, that had for while been something of a retail wasteland, was regenerated. The result was increased footfall, no empty shop units, a smarter looking high street that incorporated parking, wide pavements with seating and trees/planters etc. All this was achieved without pedestrianising the road, but making the road wider, and with metered parking on either sides of the road. The free parking period encouraged people to pop into shops briefly when they needed to without being penalised. (<a href="https://www.mylondon.news/news/local-news/yes-to-ruislip-manor-upgrade-5988553">https://www.mylondon.news/news/local-news/yes-to-ruislip-manor-upgrade-5988553</a>, <a href="https://www.london.gov.uk/programmes-strategies/shaping-local-places/regeneration-project-ruislip-manor">https://www.london.gov.uk/programmes-strategies/shaping-local-places/regeneration-project-ruislip-manor</a>, <a href="https://modgov.hillingdon.gov.uk/documents/s12673/07%20-%20REPORT%20May%202012%20Cabinet%20Report%20Town%20Centre%20regeneration%20JT%20final.pdf">https://modgov.hillingdon.gov.uk/documents/s12673/07%20-%20REPORT%20May%202012%20Cabinet%20Report%20Town%20Centre%20regeneration%20JT%20final.pdf</a>) Although the town centres mentioned in these documents/web links do not have the great history and architecture that Leamington Town Centre has, a lot of the issues they had regarding falling visitor numbers, businesses closing, empty shop units, parking, anti-social behaviour etc. are very similar, and these were all tackled with a thorough and considered approach that addressed much of what was previously wrong with shopping area."</p>

Positive examples	97	<p><i>"If you look at a place like Oxford, Cambridge, or Bath, they put their resources into the maintenance of history, and it greatly benefits them. I would go so far as to say reopening the Baths as a place of historical significance would bring a lot of tourists, since it's what the town was originally known for."</i></p> <p><i>"I've lived in other places where the town centre has been pedestrianised and improved - Guildford, Reading, Oxford, Birmingham; and have visited numerous cities in France, Germany, The Netherlands and Belgium where the absence of traffic makes the place so much nicer to be."</i></p> <p><i>"The basic principles and benefits of 20 minute cities (sometimes called 15 minute cities) will be well known to your town planners, as I hope will be the renaissance of many of our European neighbours' towns and cities. I recognise they started on this earlier than we did and many are much richer. In both France and Spain, the underpinning finance has come from regional, national and EU budgets, which we don't have, but I feel there are good lessons to learn, and we do start with a beautifully wide central road. Towns and villages should be for people not vehicles. Vehicles should only be tolerated to the degree they enhance the experience for the people. Shifting the balance away from vehicles and towards people is key - but it will take long-term planning, councillors with vision, commitment, and a preparedness to withstand short-term opposition, and of course money. The election cycle isn't always helpful here. Effective communication is vital. You must measure air quality, footfall, steps taken to protect the most vulnerable, etc. and advertise your successes so you take the public with you. I travel in mainland Europe a lot and have seen many of our neighbours' towns transformed over the past couple of decades, going from tired, dying, and exhaust-fumed places that no one would want to linger into vibrant destinations for locals, those in the surrounding villages, and tourists. Paris has closed over 200 street to cars and plans to close another 500. Talking to residents of Nimes, including city councillors, who were part of the transformation I understand they faced initial backlash but kept up a relentless PR exercise of hoardings advertising ongoing benefits. Looking at our social media posts, I feel we need to reassure people that the least ambulatory would have increased access, not less if we stopped the Parade from being one giant cut-through for vehicles. The main expenses have usually been for town centre underground car parks that motorists who must, or who insist on driving in can descend by car somewhere in the suburbs and emerge as pedestrians in the centre. I understand that fees for casual users are usually high, but many categories of people have reduced fees or free parking. This causes major disruption at first but big long-term benefits. A cheaper option is cheap out of town parking and regular minibuses. Also, tram systems are common. Once again major disruption and expense initially but big long-term benefits. I lived in Sheffield when the tram system was put in. Huge public dissent to start with and now universally appreciated."</i></p>
Negative examples	54	<p><i>"I have serious reservations about delivering the project in phases. While the idea of starting with quick, budget-friendly improvements may sound practical, it often leads to limited progress overall. A clear example is the town of Rugby, which launched a town centre</i></p>

		<p><i>rejuvenation plan back in 2020. Five years later, the town centre looks almost exactly the same. A few small changes were made early on, but the bigger, transformative elements never materialised. To avoid the same fate here, this project should be delivered as a single, bold, comprehensive development. That's the only way to ensure the full vision is realised and that the Parade truly becomes the vibrant, people-first space we all want to see."</i></p> <p><i>"The Parade is a good hub for public transport links. If these are to be moved to the side roads, it will cause more chaos for local residents as it does relieve a considerable amount of traffic. It is also very convenient for when you are taking shopping home with you. After a considerable number of roads in Coventry City Centre were pedestrianised, it put me off entering it. The bus and train links are average at best with services on the railway sometimes being cancelled due to lack of drivers and buses taking forever to get to the destination. I also am unhappy with the vehicle restrictions that were put in place. The Parade works fine as it is."</i></p> <p><i>"The area will become a no-go area, like Coventry, Bedworth and Nuneaton, these three local areas have not experienced any improvement with pedestrianisation."</i></p>
Community safety	144	<p><i>"Where will the bus stops be located? The disgusting, overcrowded bus stops already make walking through the top of Parade a nightmare. you have to literally push through at times, it's full of cigarette/vape/cannabis smoke and filthy. I foresee most seating areas put in being used by 'Deliveroo' drivers waiting for their next call. These groups of men are quite intimidating to walk past as a woman, especially at night. Also, seating will quite obviously used by the homeless, as understandably, they will rather sleep on a surface than the floor. So, in short, they will be commandeered by certain groups and most likely be filthy and covered in cigarette butts. A new, bigger social space will need policing. We have hardly any presence in the town centre as it is. Food delivery cars park constantly on the double yellow lines on Parade and the Uber drivers are another level! Anti-social behaviour from pubs is rife and shop lifting so common, people don't even look twice. Cameras would need to be manned and police presence would need to be increased."</i></p> <p><i>"Most other towns and cities that have pedestrianised have been disasters for the town centre and its immediate surrounding areas. In most cases it's creates a no go' area especially in the evenings and attracts ASBO youth behaviours such as skateboards, e bikes and so on."</i></p> <p><i>"It will turn into a congregation area for the youth of Warwickshire and with so few police to patrol the town, it will soon be a no-go area for either shopping, eating out or leisure. Sorry if it seems like a negative reply but I cannot see the area being respected as wished, and litter, as well as anti-social behavioural problems, will be an issue for sure."</i></p>
Anti-social behaviour	39	<p><i>"If the Parade becomes a quieter space after dark, it risks attracting anti-social behaviour. Lighting, CCTV, street presence and efforts to animate the space into the evening will all be essential."</i></p>



		<p><i>"I am also concerned about the pedestrianised Parade becoming a hub for anti-social behaviour, particularly that it could increase drug and knife related crime in Leamington town centre. I note the dispersal order in the town centre recently due to anti-social behaviour around the pump rooms and have concerns that this will become a more regular occurrence. I would be keen to know whether there would be increased police/community warden surveillance of these spaces?"</i></p> <p><i>"I agree with making the Parade safer for women and children, however I believe that creating a town square and fountain will not make the Parade safer after dark. It will become a place where people congregate and there will be anti-social behaviour, as there is in the Royal Pump Rooms around the bandstand."</i></p>
Police presence	26	<p><i>"Worry about things like homeless people and drug addicts walking around making people feel unsafe, fix the car parking issue, stop trying to find reasons to fine people. Give business rates incentives. Offer landlords deals to fill voids of empty shops. Let's have more police on the Parade to make shoppers feel safe. We all pay our council tax for this, and I've seen more red squirrels than police officers in the town centre, unless it's Saturday night at kicking out time."</i></p> <p><i>"These schemes suggest a 'nirvana' when in reality they cause problems elsewhere. In addition, at night they become silent ghettos, unloved, not readily observed by police who are mostly in cars, with the result that, far from encouraging use of the area, it can be argued that it discourages use. Go to places like Halesowen, Dudley and Coventry to see how these places become at night - not inviting in the least! In short, this scheme implies some benefit in the peak shopping hours, six to eight hours per day with little regard to the implications and the downsides of what it causes for the remaining sixteen to eighteen hours around the surrounding area."</i></p> <p><i>"Have any of the Council or consultants actually been in town on a Saturday night? It's like the Wild West. Making the Parade pedestrianised will turn it into a massive racetrack for electric scooters, electric bikes, and drunken yobs. No mention of the additional policing required, although some policing would be an improvement on what is a threadbare presence currently."</i></p>
Safety of women and girls	13	<p><i>"Some of the questions are of concern to me...think about the last question re 'safety'. Increased surveillance doesn't necessarily mean increased safety...it means increased surveillance! Popping the mention of 'women and girls' is exploitative. Yes, of course the safety of women and girls (and explicitly trans women) is vital ...however, let's also think about ways in which the new plan can enable men and boys to take more responsibility for the ways in which their behaviours are threatening to women, girls and trans women."</i></p> <p><i>"From a female perspective, removing cars from the Parade, in particular in the evenings creates a less safe environment, similar to a woman walking through a park at night – it's something most would avoid. Doing this could increase anti-social behaviour which is an increasing problem in the town."</i></p>

		<p><i>"I also really appreciated the attention to safety for women and girls. As a man, I don't personally feel unsafe in the Parade at night, but several women I know have told me that quieter, low-traffic areas can actually make them feel more vulnerable. It's reassuring to see this being taken seriously. Thoughtful steps - like improved lighting and creating a sociable, well-used environment - will make a real difference in helping people feel safe and welcome. It will also help bring more community support behind the plan."</i></p>
CCTV surveillance	9	<p><i>"I often feel unsafe walking up and down the Parade, so more light and surveillance would be great. I also struggle to walk along the Parade without noise cancelling headphones as the motorbikes are extremely loud and lads in their cars rev their engines to show off down the street. I've also had near misses with the electric bikes delivering food as they are really quiet but seem to be able to choose when they want to be cars vs bikes - to avoid traffic lights."</i></p> <p><i>"Town centres without any traffic become threatening and hostile to pedestrians in the late evening and night. Passing traffic, even occasional, creates a sense of natural surveillance, which increases the confidence of people who are walking, while also discouraging anti-social and criminal behaviour amongst potential offenders. Surveillance by CCTV does not have the same psychological impact and the Parade will become a no-go area in the late evening and at night."</i></p>
Pedestrian safety measures	7	<p><i>"We also need a way of ensuring those who are not allowed to drive down the street are physically prevented from doing so for reasons of pedestrian safety, anti-terror defences and to stop the hot food delivery industry ignoring parking rules as they do now."</i></p> <p><i>"Restricted access by time of day for delivery drivers, waste management etc. Smart bollards allow emergency services and time sensitive vehicles to have access."</i></p>
Vandalism	5	<p><i>"Get rid of crime and anti-social behaviour at the bottom end of town would be better. Get rid of the rough sleepers. If you are going to plant more trees, make sure they are looked after. So many times in these 'consultations' trees and plants are proposed but no one looks after them properly, they get vandalised or neglected, which is a total waste of time and money."</i></p> <p><i>"A recipe for anti-social behaviour, more littering, more reckless e-scooters racing on footpaths, more noise and late-night vandalism."</i></p>
Food and drink vendors and hospitality	128	<p><i>"The framework should potentially also account for 'meanwhile' or temporary activations of the Parade, like markets and pop-ups, that can provide the public with some benefit now while we wait for longer term structural changes. These can also be important for public testing of what works in terms of public realm intervention."</i></p> <p><i>"I am concerned that during unsociable hours, the area will feel unsafe because there will no longer be any random cars passing by. This could be mitigated by allowing businesses to operate until late e.g. bars, pubs, restaurants."</i></p> <p><i>"I do think some of this space could be considered for micro-retail such as additional food stands like the potato shack or further market stalls for independent businesses as we see with the flower seller."</i></p>

Outdoor seating/Café culture	114	<p><i>"Space should be provided to allow cafes, bars and restaurants use of outside space to extend their trading areas for larger areas of customer seating and allowing for placement of gazebos and covers etc to protect from poor weather. Encouraging an outdoor cafe culture similar to other countries in Europe."</i></p> <p><i>"Allowing business such as bars and restaurants more outside space will also increase the foot fall. As spending moves from shopping to hospitality there is the opportunity to create a space which is used throughout the day and evening benefit a broader group in society."</i></p> <p><i>"It might be nice to sit on a traffic free street, in summer. But the idea of Mediterranean cafe culture only really works for 1-2 months of the year. Besides the space will inevitably not be maintained or cleaned, quickly becoming vandalised and covered in vomit. 'Lush' green space will invariably mean the type of depressing, generic evergreen shrubbery that plagues every new development, complete with a scattering of random food packaging and cans."</i></p>
Pollution	125	<p><i>"In 2020/2021 the Parade was closed the traffic during Covid. This pushed bus routes to smaller side roads causing huge amounts of congestion and increased pollution as they were just not designed for buses. This element needs much more consideration as reducing carbon emissions should be a key feature (it isn't currently) in any new proposal for a town centre."</i></p> <p><i>"I think that pedestrianising the Parade is a critically important thing for Leamington's prosperity. In addition, it should be made accessible for those with wheelchairs or mobility aids, and plenty of seating should be provided alongside more trees and plants. Shade is important and trees are both aesthetically pleasing and improve air quality and help to cool streets in summer."</i></p> <p><i>"We live in an apartment on the Parade and the congestion from the buses is noisy and inconvenient. We also have ongoing concerns regarding air pollution as all of the buses congregate and idle in front of Tesco Metro near our home windows. The electric buses have really helped reduce noise and air pollution. However, there are still so many buses, sometimes it can be difficult to drive past."</i></p>
Pavements	124	<p><i>"The state of the pavements particularly around Tesco's. The small paving stones that were laid down are totally unsuitable. Many of them have cracked and numerous are unstable - rocking when you step on them. I was told by a woman sent to mark these out by Robert Dyas that they would be repaired soon. Not so. I met an elderly lady with her teenage grandson taking photos of a stone - this was raised up at least half an inch - also measuring the gap. She had sadly fallen and fractured her shoulder. The pavements are dangerous. Gaps have been filled in with tarmac too."</i></p> <p><i>"'Narrow pavements!' You have got to be kidding. Most of the Parade pavement is at least 4 to 6 metres wide, with some parts at least 9 metres wide and only a few parts narrower."</i></p> <p><i>"If WDC wish to improve it they should clean and renew the paving - especially at the top of Parade. WDC should construct loading bays so</i></p>

		<i>that lorries and delivery vans do not damage the pavement by parking on it."</i>
<b>Maintenance</b>	122	<p><i>"Other much better uses of money would include fixing the pavement already on the Parade with appropriate slabs that match the look of what already exists, allowing businesses to rejoin the Parade for a lower rate or doing more of the hugely successful pop-ups, emptying bins in the town centre, cleaning the historical buildings and properly maintaining them. If you look at a place like Oxford, Cambridge, or Bath, they put their resources into the maintenance of history, and it greatly benefits them. I would go so far as to say reopening the Baths as a place of historical significance would bring a lot of tourists, since it's what the town was originally known for. From a marketing perspective, you need to lean into things that make the town unique, not give this cheap facelift that devolves Leamington into every other town across the country. This look is not going to be maintained and is already on the back foot of current architectural trends, and especially after poor maintenance, will look even more dated as time goes on. I suggest an investment long term in long-term reviving older fountains and the spring and taking care in maintaining them. A recession and a cost-of-living crisis are no time to renovate; it is time to invest in the long term and make purchasing decisions that last the test of time and won't need to be replaced due to either lack of maintenance or planned obsolescence. I sincerely hope you reconsider. If not for us, for future generations. Leamington has stood the test of time, and it's an insult to the original architects and to the inheritors (young people like myself) to cement over history in favour of modern trends and short-term novelty."</i></p> <p><i>"Why in these times of financial hardship for many residents of the area is the authority even considering any extra expenditure outside their responsibilities. Services to residents are being cut and the general fabric of the area is degrading due to reduced council spending, and you want to waste money on pointless prettification of the high street. Also there does not seem to be any consideration for the on-going costs of maintaining this transformation."</i></p> <p><i>"Adding trees and planters will be lovely, as long as they are maintained and don't simply become bins for McDonalds packets and the various coffee shop cups."</i></p>
Preserving Parade	20	<p><i>"The plan starts by suggesting the Parade can be returned to be one of Leamington's finest streets. It appears not to recognise it is already this, has been for many years and will continue to be without a change. The wonderful architecture of the Parade is currently there, and this plan does not improve that architecture."</i></p> <p><i>"Walking into the centre of Leamington from our home in Lillington Avenue was a delight and a joy for year and years, but latterly the Parade was becoming an absolute eyesore, dirty pavements, rough sleepers, pollution from buses and a constant stream of traffic. Surely some massive improvement - removing the through traffic for one - is long overdue."</i></p> <p><i>"I work for a national heritage agency, and so whilst not responding on behalf of the organisation, preserving the Parade through these plans align strongly with my personal beliefs and professional opinion. I would</i></p>

		<i>strongly counter any response that complains of car access that the Parade provides, as alternative routes are certainly available, and our town deserves something sustainable and people friendly."</i>
Restoring buildings	11	<p><i>"How are you going to get building owners to preserve their buildings? A lot of these buildings on the Parade have not had the upkeep they should. The town needs shops. How do you get shops back into the town, without extortionate rents and business council tax? All the buildings on and around the Parade should belong to the local council, to ensure their preservation."</i></p> <p><i>"Address the empty shops and support the economy. Also place a heritage order on the existing landlords to maintain the buildings and ensure they are well maintained. This is a priority before messing with something that isn't really broken."</i></p> <p><i>"The Victorian Town Hall has trees growing out of the brickwork on the roof, damaging and weakening the structure. As such, there is a question how the new pedestrian Parade will be maintained in the long-term, when it appears a key civic building like the Town Hall cannot be maintained?"</i></p>
Alternative suggestions	117	<p><i>"Perhaps the above could be achieved at far less cost and with less disruption to trade, transport and useable town centre infrastructure by designating the Parade as a bus lane - for use by buses, cycles, deliveries and taxis only. This would allow for wider footways and less conflict of pedestrian and vehicle traffic."</i></p> <p><i>"I think that if the plan is to close the Parade to traffic, then it would be worthwhile to explore also closing the side streets which lead on to the Parade too. Warwick Street and Regent Street are vibrant, with independent shops. Closing these roads would mean that the space would feel even more open and give Leamington greater character, rather than another town centre with a single road closed through the middle of it."</i></p> <p><i>"The Parade is a major way to travel through Leamington. There is no plan on where this traffic will go. I will tell you where it will go, onto other nearby roads that are already far too busy with their own air quality issues like Adelaide Road, or onto smaller nearby roads not built for the amount of traffic. Leamington needs alternative roads around before anything like this could ever be considered a good idea. A bypass road to the east going from the A452 Greys Mallory roundabout going around Leamington to the east above Bishops Tatchbrook, up past Harbury Lane, between Redford Semele and Leamington and then finally coming back in towards the Kenilworth Road in Cubbington to join up with the Kenilworth roundabout on the A46. The road should allow several routes to get into Leamington, while providing a better route for traffic to get from the M40 to the north of Leamington without going through it. The issues around the Shires are a disgrace. Whoever gave planning permission to all the latest bits is mad. It would have made so much more sense to change the throughput of the Shires; all traffic in from Olympus Avenue, and traffic out from existing Tatchbrook Park Drive exits, would have stopped all the issues around there."</i></p>
Current traffic issues	116	<i>"There has been scant regard for traffic management. Currently, Willes Road, Clarendon Street and Clarendon Avenue handle Sydenham</i>

		<p>commercial and residential traffic. Princes Drive, Avenue Road and Dale Street handle M40, Heathcote commercial and residential traffic. Both are choked twice a day. All of the Tachbrook Road traffic is currently handled by the Parade and, to a lesser extent, Dale Street and Clarendon Avenue. The plan proposes to direct all of the Parade traffic towards Clarendon Avenue, which is already at capacity. My concerns are:</p> <ol style="list-style-type: none"> <li>1. How does the plan justify increase the vehicular air pollution in the residential Clarendon ward?</li> <li>2. How does the plan mitigate the use of Clarendon Street toward Lillington being used as a "rat-run" to avoid the increased traffic on Clarendon Avenue?</li> <li>3. During busy times, there will be a 'snake' of vehicles from Tachbrook Road, Parade, Regent Grove, Clarendon Street, Clarendon Avenue, all the way to Kenilworth Road and back?</li> <li>4. Where will buses park (presumably Beauchamp Avenue)? In the absence of bus lay-bys, will they cause more stop-start traffic?</li> <li>5. Disabled people may have sit-on personal vehicles. How will the other less mobile people actually get to the Parade?</li> <li>6. Over the past 50 years, I have seen the Parade closed to traffic on several occasions. Every single time it has caused traffic chaos."</li> </ol> <p>"The evolution of Leamington from a historic layout doesn't have an enough road infrastructure for modern traffic. Currently there is awful daily traffic congestion on all the main road arteries, and this is regularly exacerbated with the regular roadwork/service works. Closing the Parade will only exacerbate the road congestion issue. Businesses like ours, where the public just wish to quickly pop by, take a class and continue on their day, are already affected negatively as we see our public simply avoid Leamington when the traffic is static. We already see traffic congestion throughout the day on the Parade (we're in Dormer Place). Closing the Parade would affect our business negatively."</p> <p>"I hate visiting Leamington Spa. The Parade is, to me, very down at present. Far too much traffic. The town isn't joined up. Travelling by bus to, and through, Leamington Spa is a nightmare. Driving and parking is horrendous. I really avoid the place."</p>
<b>Water feature</b>	95	<p>"I have mixed feelings on the water feature: good idea for a welcoming and exciting space (I've seen young children having a great time at water features like this in other towns/cities rushing in and out trying to dodge the water jets!). My concern is environmental and economic sustainability (where is that water coming from and going to? How is it being powered? How is it being maintained? Will the cost for powering and maintaining it fall to local council tax bills?). I wonder instead about a less 'flashy' version that would actually be a feature of the whole Parade. I've seen a beautiful and understated water feature that runs like a tiny stream through lots of the Welsh Botanical Garden path - it creates soothing sound, beautiful visual, still a thing to play in for children, and it helps to connect the spaces. Given the natural hill of the Parade, could a similar feature run in a winding fashion from top of Parade to the Town Hall area? It could have little off-shoots or spirals for play and to encourage visitors to explore side-quests like Regent Street and The Royal Priors. And could it showcase the video games</p>

		<p>industry and car industry technology of the area (and be green in the process) by having a few little water wheels along the way so that it produces a bit of power and is at minimum, self-powered. Maybe it could still have a water feature/pool by the Town Hall. A full-length but less flashy feature also would feel a bit more space-inclusive rather than having all the 'flash' by the Town Hall."</p> <p>"The water feature/fountains - with a small child, I love this idea but equally The Parade is on a slope and overall, I'm not sure it's the right location for it. Perhaps down by the forest seating area at far end of the Pump Room Gardens makes more sense - it's an underutilised space and would draw people down The Parade to the park and ensure that overcrowding doesn't happen on The Parade (even when pedestrianised, I don't think it's wide enough)."</p> <p>"The plan of creating a fountain in the Parade doesn't make sense as there is already one in Jephson's Gardens so I believe the budget for a new one should go to restoring the pre-existing fountain and making an attraction people may want to look at."</p>
Entertainment, leisure and events	94	<p>"As we are shopping online more, can the town centre become more of a browsing experience? Can it also be somewhere with activities? We have a park for play areas and walking. How will the Parade be different and worth visiting? We love the greenhouse inside the park, it's different to other cities and towns. How can the town centre be different and attractive to visit?"</p> <p>"Enhance and improve what we have make what we have beautiful spend money on more events in the Pump Room Gardens, Jephson Gardens, art events in the Royal Priors and art gallery. Give people a reason to use the town centre."</p> <p>"Leamington shows its strengths when people come together for events. For example, we have been impressed by the attendance of the Eurovision show in May. Where large crowds gathered to watch one event together. The city has loads of potential to host more events like this, engage in more cultural led events (live shows for example). Markets have also been proven successful, and a pedestrian Parade only would help diversifying the offer in the local market and strengthen the local community with local products. For example, as a local I would love for local farmers to create a market where we could buy seasonal products like locally grown vegetables and meat over processed food."</p>
Amenities	92	<p>"Pedestrianisation of the Parade would provide so much potential for creating a vibrant atmosphere. In summer, you could have outside seating like you get in plazas in continental Europe, event space, and it would make the Parade a very pleasant place to stop and rest if shopping or travelling through town. At the moment, I wouldn't stop to rest on the Parade because it's just too busy and noisy."</p> <p>"I am interested in the ideas of the organisation Create Streets (<a href="https://www.createstreets.com">https://www.createstreets.com</a>), which promotes the pedestrianisation of environmentally friendly streets which are the norm in some European towns - notably with water-features, seating and small businesses which make life in a town or city enjoyable. Parade can be a green, quiet and healthy oasis of calm where street trees, seating, water</p>

		<p><i>and beautiful planting enable us to stay cool and breathe clean air in our lovely town - as already described in the master plan. In the current heatwave Parade is hot, lacking in shade and difficult to navigate."</i></p> <p><i>"I lived in Luxembourg for many years. They have a central area called the Place D'Armes. It contains shops and foods suppliers, with loads of outdoor space for al fresco dining...I see an area like that around the council house, where you could sit out and watch the world go by. You'd have a good choice of food and drink and of course, being Britain, some sort of covering for when it rains. This could be some amazing modern but complementary architecture made of glass to let the light in. With heating, it could work all year round. Such an area would be so flexible. How about an Oktoberfest for example? How about North and South Parade clocks in some interesting style?"</i></p>
Seating	52	<p><i>"Leamington has such wonderful energy and light, and more outdoor seating and public zones would be an amazing way to utilise this."</i></p> <p><i>"The Parade already has wide pavements easily catering for the current footfall, enough to implement better seating along the length of the street."</i></p> <p><i>"An emphasis on greenery and seating availability would encourage residents and visitors to linger longer in the town centre, which could add to the profitability of town centre establishments."</i></p>
Lighting	14	<p><i>"Just as important is the fact that money could be spent better elsewhere such as reinstating lighting during dark hours to help neighbourhood safety, organising bin collections more regularly, a greater police presence around Leamington and suburbs."</i></p> <p><i>"Thoughtful steps - like improved lighting and creating a sociable, well-used environment - will make a real difference in helping people feel safe and welcome."</i></p> <p><i>"I also think that any new lighting etc should be solar powered or similar. Benches are very important too. Would be great if there was some sensory stuff in Euston Place gardens as well for neurodivergent children."</i></p>
Toilets	9	<p><i>"I want to add some considerations I feel would be vital but aren't mentioned specifically. Ample, clean, and well-maintained toilet facilities, including baby changing. This should be a foundational requirement."</i></p> <p><i>"No expansion of public toilets - again an important factor if you want people to stay longer."</i></p>
Rain canopy	8	<p><i>"Please consider forming large, glazed canopy areas with seating and with some areas served by cafes and restaurants so people can be offered a vibrant outdoor experience not just a place to sit outside. There must be examples of this type of space, for example, La Rambla in Barcelona may be one! The climate may be more accommodating in Barcelona but as temperatures rise outdoor living could be appropriate on Parade."</i></p> <p><i>"Provision of areas that provide outside shelter from rain or extreme sunshine."</i></p>



Waste and recycling bins	3	<i>"One thing I would add is that including more bins particularly segmented recycle bins at intervals through the Parade would be key!"</i>
Water fountain stations	2	<i>"Would recommend adding water fountains or places for people to refill water bottles."</i>
Signage	2	<i>"From what I've seen elsewhere, the pedestrianisation only serves to benefit the businesses that can afford the rent on the main street, which are usually chains. Leamington has great independents and there should be signposting on a newly pedestrianised street to draw people to the outer parts of the town centre (e.g. digital OOH displays, or interactive directory). Even in the plans Livery Street is referred to as 'a foodie paradise' but it's just chains, the real foodie paradise is all the other side streets."</i>
Electric vehicle charging stations	1	<i>"Nowhere in your plan is EV charging mentioned as far as I can see. In the town centre we don't have any fast chargers at all, ridiculous for a town of this size, we need at least two EV hubs with 15/20 fast chargers on each, a good location for one would be the disused car park at the back of Kwik Fit another would be on the car park at rear of drawing board or alternatively station approach. The slow chargers that are in areas of mixed-use parking are totally pointless."</i>
Phone charging stations	1	<i>"Provision of drinking water fountains and phone charging points along the Parade."</i>
<b>Criticism of the Council or Transformation Board</b>	84	<p><i>"Have the council completely lost their collective singular braincell? This is the most braindead and idiotic idea that has ever been presented to the people of Leamington. It is difficult enough as it is to get from one side of Leamington to the other, and now you wish to close the Parade and make it nigh on impossible? Have you seriously considered how much this will impact the traffic not just in Leamington, but the larger surrounding area? With all the new housing being built in the area, this is only going to get worse, and still, you wish to close one of the major through routes through the town. Like it or not, the majority of the footfall that is present in the town centre and Parade has arrived by car, and shutting off the Parade will actually decrease footfall and local business. If you are actually set on increasing footfall then you should increase parking availability and lower the parking charge. I dread to think how much of my council tax has been wasted on conceiving this ridiculous scheme, and it makes me baulk to think of how many millions will be wasted if this plan goes ahead, on something that will actively degrade the town in which I grew up. This is the kind of waste that drains our country of resources and makes me wish for the centralisation of power and the disbandment of local government."</i></p> <p><i>"The Parade has already absorbed vast amounts of funding in the last two decades and remains in much better condition than the secondary areas of Warwick Street, Regent Street and all of the Old Town (which is nearly 50% of the overall length of the town). To have another complete refurb of an already massively over invested in and completely functional area is totally bonkers. It goes directly against any concept of levelling up, value for money, effective investment etc and it's very 'fur coat and no knickers' in that it's overspending millions and employing loads of consultants to spend huge amounts on an already wealthy area. It's a bit like constantly replacing your driveway whilst the house collapses. It's simply incorrect thinking and a waste of public money."</i></p>

		<p><i>"I fear there is no trust left about local government services for people like me and my dad. We're ordinary. We pay our council tax. We're law abiding. We tut when we see a lack of common sense. Councillors are just mouth pieces. It's the LGA officers who are really the power behind it all. And they have no accountability because they are faceless. We don't feel any sense that even a consultation survey like this will make a blind bit of difference. I'll be amazed if even one of my points gets an audience."</i></p>
<b>General criticism</b>	73	<p><i>"Firstly, it would be good if you could use the preposition "the" in front of "Parade". You wouldn't say do you agree with the master plan for "Street" or "High Street" you would say "the Street" or "the High Steet" and the same is true of the Parade. Anything else smacks of wokeism and an attempt to emulate the pretentious use of "Carnival" in London which is equally wrong."</i></p> <p><i>"An extravagantly irrelevant exercise which will irreparably destroy the last lingering remnants of a once thriving living town centre in order to achieve a list of vacuous "Motherhood and Apple Pie" slogan objectives. Even a bunch of smart sixth formers could do better. Quite shocking."</i></p> <p><i>"Needless-to-say I'm not a fan of costly grandiose vanity schemes when the local authorities are unable to provide the most basic of services."</i></p>
<b>Result in decreased footfall</b>	70	<p><i>"Generally, visitors to most towns are there for a commercial purpose - either to access shops, to use a local facility, to meet friends and buy coffee. This requires them to travel into town. Typically, in the UK, this requires use of a private vehicle - Warwickshire is populated with a large number of small villages, which are generally barely supported by public transport, and so to access any sort of town services requires use of a vehicle. By making it increasingly difficult to access the town by vehicle, this will only serve to oppose desire to visit, meaning this project has minimal benefit. Combining this with over-zealous parking enforcement, failure to provide sufficient parking in the town for visitors and the continual eroding of parking availability, further obstructions to traffic flow on the roads close to the town centre, drives down the desire to come and experience the town centre. This then tends to reduce footfall and ends up feeling like a massive own goal."</i></p> <p><i>"This was tried in the 70s and footfall fell. With so many less shops, there is even less incentive to go into town now."</i></p> <p><i>"If the bus stops are moved far away from the shops/restaurants again it will put people off from coming in via bus and could reduce footfall. What is the time frame for these improvements and how much disruption will there be to local businesses? If it causes the public disruption to get in and out of the town then people won't bother coming and it will further reduce footfall which is already dwindling because of the constant closures of shops in the town. Some that have been there for decades."</i></p>
Footfall is already low	25	<p><i>"The high street is already dead and plagued with homeless and extortionate parking costs. To pedestrianise it would be the final nail in the coffin. I rarely use the high street already because of the aforementioned issues, if it is pedestrianised, I will NEVER go there again."</i></p>

		<p><i>"We don't have enough footfall for a Pret a Manger, let alone a pedestrianised town centre. Make it stop now. High Streets are dead or dying. Adding a graveyard down the centre would not help for the 4 months a year it doesn't rain and isn't dark all day."</i></p> <p><i>"The town is quiet enough at the moment with so many empty shops - to pedestrianise the Parade will cause more shops to close and less people visiting the town - it will ruin the town centre."</i></p>
<b>Promote heritage/Promote positives of Royal Leamington Spa</b>	69	<p><i>"I agree with the concept master plan, but I hope that the designs are kept in keeping with the timeless architecture of the original features of the town avoiding too contemporary design."</i></p> <p><i>"If you look at a place like Oxford, Cambridge, or Bath, they put their resources into the maintenance of history, and it greatly benefits them. I would go so far as to say reopening the Baths as a place of historical significance would bring a lot of tourists, since it's what the town was originally known for. From a marketing perspective, you need to lean into things that make the town unique, not give this cheap facelift that devolves Leamington into every other town across the country. This look is not going to be maintained and is already on the back foot of current architectural trends, and especially after poor maintenance, will look even more dated as time goes on. I suggest an investment long term in long-term reviving older fountains and the spring, and taking care in maintaining them. A recession and a cost-of-living crisis are no time to renovate; it is time to invest in the long term and make purchasing decisions that last the test of time and won't need to be replaced due to either lack of maintenance or planned obsolescence. I sincerely hope you reconsider. If not for us, for future generations. Leamington has stood the test of time, and it's an insult to the original architects and to the inheritors (young people like myself) to cement over history in favour of modern trends and short-term novelty."</i></p> <p><i>"Create an informative trail down and up the Parade (QR points), which provide historical background of buildings and local famous people with suggestions of where to go next."</i></p>
<b>Result in increased footfall</b>	67	<p><i>"I support the idea of pedestrianising The Parade, like in the Covid era, with cafés using the pavement for tables and kiosks to rent, as in continental squares. I disagree with those who predict reduced footfall, as happened in the Covid epidemic. That was surely the result of people avoiding contact at the time. This plan should increase footfall, in my view."</i></p> <p><i>"Leamington Spa is desperately in need of this, the town centre is becoming dirty and polluted with too many cars, its uninviting to walk. Businesses would do better with more foot traffic and less cars."</i></p> <p><i>"Having a reason to head into town and spend longer there will support the growth of business, and over the longer term will make it more attractive for new offerings to open. More footfall, spending longer, creating better opportunities for growth."</i></p>
<b>Town Hall Square</b>	60	<p><i>"The town hall is absolutely not the centre. It's opposite Wetherspoons, a pawn shop and a bong shop. The business there would need to adapt or be adapted."</i></p>

		<p><i>"I disagree with #4 'Create a new Town Square as a central gathering space, located adjacent to the Town Hall, extending to Livery Street and Hamilton Terrace' because there is already more than one gathering space in the town: Jephson Gardens, The Royal Pump Rooms Gardens and Victoria Park."</i></p> <p><i>"I partially like the concepts near the Town hall and Queens statue. This space at the moment is a little confusing as it looks like it should be a place to gather at the heart of the town but there no real amenities to do this, with the new concept in this area and the idea of having ice rink space in the winter, outdoor cinema in the summer and a fountain plaza area with extra benches and a wide open space to gather it would feel more like a more integral part of town that can hold market stalls etc."</i></p>
<b>Noise</b>	55	<p><i>"I live on the Parade so the lack of super loud cars at 3am will greatly improve my sleep quality."</i></p> <p><i>"As a business working on Parade noise from traffic is a real issue. It creates a poor working environment that is disruptive and conveys the wrong image of Leamington to those that are joining us in person, and even virtually, as noise is present on calls."</i></p> <p><i>"The area is residential with flats above the shops. This could impact residents environmentally (such as altering the acoustic characteristics of the background/area) leading to noise pollution at night or excessive noise during the day. I believe these residents should be consulted separately with a right to vote on the changes. The town already has a significant amount of noise pollution, negatively impacting people's lives and health, which is not adequately dealt with by the local authority - we do not need more people potentially suffering."</i></p>
<b>Bad for local businesses</b>	55	<p><i>"I own a business down the Parade, and I believe this will be bad for businesses. People can't drive down the Parade so the only way people will know about the businesses is if they walk down. Deliveries will be hard to receive. Deliveroo, Uber drivers etc won't be able to park as easily so they may not accept to pick up orders on the Parade. The transition period could involve traffic and construction disruption which may deter customers and have a negative impact on sales."</i></p> <p><i>"I also worry for the few shops that do still exist within areas such as the once great Royal Priors, which I fear will be forced into closing due to a lack of people using the centre."</i></p> <p><i>"To improve Leamington is one thing but to pedestrianize the Parade is only going to cause issues circumnavigating the town to visitors. Certainly, for our store, (as I would imagine it is for many independent stores in town) a high percentage of our customers are visitors to Leamington rather than residents. The individuality of our town and the diversity of independent stores is a big draw for many and if it becomes more problematic to navigate the town along with loss of parking spaces (which is inevitable) we expect a fall in footfall if pedestrianisation goes ahead."</i></p>
<b>Good for local businesses</b>	51	<p><i>"An emphasis on greenery and seating availability would encourage residents and visitors to linger longer in the town centre, which could add to the profitability of town centre establishments."</i></p>

		<p><i>"We often have the Parade closed for events (like Sunday markets) and it's always full of people on these days!</i></p> <p><i>This new concept is an amazing idea and will help the town to grow economically as well as be a great place for people to come together. We have a wonderful town, and this master plan will support the town for years to come."</i></p> <p><i>"Please go ahead with the plans and don't listen to those who say that shops will suffer in losing trade if people can't drive through it. Lots of research studies show increased spending in towns when you prioritise pedestrians and cyclists."</i></p>
<b>Attract tourism</b>	44	<p><i>"Addressing Lack of Activities and Attractions: As a parent of a toddler, I often find a distinct lack of activities in our town, making it quite boring at times. Having moved here from London about six years ago, I'm genuinely disappointed by the current local offerings for both myself and my family. More museums, attractions, and art galleries would be incredibly beneficial for residents and would make our beautiful town significantly more attractive to visitors from elsewhere in the UK and abroad. Have we considered trying to attract more businesses by providing them with incentives, such as reduced rates and taxes, so we can have more family-friendly activities such as mini-golf and other recreational options?"</i></p> <p><i>"In my opinion the key strength of the Masterplan is unlocking potential. The current road layout and location of bus stops act as a barrier to business, shoppers, visitors and basically all those who are not catching a bus. The onward effect will be far greater than the proposal of this architectural plan anticipates and will kickstart an upward trend of increased and improved retail, leisure and hospitality in the town centre. It will generally be a far more attractive location for businesses, brands and visitors alike."</i></p> <p><i>"I think extra thought needs to be given to what other spa towns like Bath, Cheltenham and Harrogate are doing to capitalise on their similar Spa histories and offer. Maybe it would be good to create a network of Spa Towns as a tourism route etc?"</i></p>
<b>Homelessness</b>	43	<p><i>"To fully embrace a beautifully designed town centre it is essential that the local government deal effectively with the homeless residents, as they currently reside in a number of the doorways (stretching far further than the Parade - Sainsbury's, Shire Park even has tents outside!). I think before you plough millions of pounds into tarding the place up you should really be focusing on helping the residents to overcome drug problems and the lack of suitable housing. These people will not just quit drugs, you need to provide them with a safe, non-judgmental home, where they can gradually come off the drugs and successfully reintegrate into our society. Until that is dealt with, the revamp is a complete waste of time because all you will do is create a larger, more beautiful space for heroin addicts to convene and urinate."</i></p> <p><i>"Address, and reduce, obvious crime and develop plans to help genuine homeless people off the streets."</i></p> <p><i>"What I am concerned about is, with a large homeless population, that spaces are being created that could have anti-rough sleeping built into</i></p>

		<i>them. Investment of this type would be unacceptable unless there is also investment in supporting homeless people locally out of homelessness and rough sleeping."</i>
<b>Financing</b>	34	<p><i>"Since the cycle 'craze' of a few years ago is now over (statistics of bicycle sales and just walking about would confirm this) why expend money on something which may look good for 'green politicians' but is this financially viable? From a financial point of view is this being funded by the town - ME or have we got commercial interests ready to fund large areas of town centre development or are we looking at large 'white elephant' at my expense."</i></p> <p><i>"My concern is maintenance of the pedestrianised Parade. The council are already struggling to maintain foot paths and preservation order trees and council managed spaces of historical significance in the town centre (e.g. Lansdowne crescent) and I have concerns that the pedestrianised Parade will add further to this. Is there adequate funding provision to not only make the pedestrianised Parade a reality but also ensure the appropriate maintenance of public spaces/footpaths etc in the town centre? How this will be funded is also a concern - businesses have been driven from the town centre due to high business rates already and this will worsen if rates are further increased to fund the pedestrianisation."</i></p> <p><i>"I would presume that a redevelopment such as this would cost the Council a lot of money, let alone the upkeep of planting and fountains. I would be disappointed if Council tax went up as a result of the works during a time of financial difficulty for many."</i></p>
<b>Deliverability concerns</b>	29	<p><i>"The town will face traffic chaos while people find new adequate routes, so you need to consider at least 6 months before evaluating impacts because, this is something that needs to be communicated to people. Because when this has been tried to deliver previously, they only waited for some days and concluded that 'it didn't work'. Also, you need to inform people how things and the project has changed from the one that has previously proposed in the 60's and the 90's."</i></p> <p><i>"I have serious reservations about delivering the project in phases. While the idea of starting with quick, budget-friendly improvements may sound practical, it often leads to limited progress overall. A clear example is the town of Rugby, which launched a town centre rejuvenation plan back in 2020. Five years later, the town centre looks almost exactly the same. A few small changes were made early on, but the bigger, transformative elements never materialised. To avoid the same fate here, this project should be delivered as a single, bold, comprehensive development. That's the only way to ensure the full vision is realised and that the Parade truly becomes the vibrant, people-first space we all want to see."</i></p> <p><i>"'BALANCE' is the critical need here - balancing vision, reality, needs, desires, functions, practicalities, users, money, priorities and deliverables. It does not achieve this. Please be transparent about what or who is motivating the decisions that underpin this - especially when there are so many unfinished projects and funding needs in town? How will you determine what constitutes consensus when social media shows</i></p>

		<p><i>the topic is so divided? It will cost millions and millions to do well, so where will the funds come from? So many unknowns and questions.</i></p> <p><i>My sincere worry is this represents a lot of money that will be spent on a plan that does not serve the whole town, is not particularly strategic or innovative and will be outdated by the time it is able to be delivered. Money is urgently needed to maintain and beautify the town now."</i></p>
<b>Attract investment</b>	28	<p><i>"Attracting one or two high profile companies to relocate their Birmingham or Coventry offices into the site could provide a stimulus for the development of an office cluster/innovation district. And with traditional retail demand still in a steady decline, this could provide a long-term land use solution too."</i></p> <p><i>"The Parade and its environment have been deteriorating for a number of years due to changing shopping habits leading to vacant stores, the lack of investment leading to poorly maintained infrastructure, increased congestion particularly at the top of the Parade due to bus stops and the lack of trees and seating. Public sector investment is essential to prevent further deterioration, revitalise the public realm, and to encourage private sector investment in shops, businesses, housing and leisure activities."</i></p> <p><i>"Leveraging the Gaming Hub: We should heavily advertise and celebrate our existing gaming hub, which has the immense potential to become a leading tech hub for the region. Currently, most people aren't even aware of Leamington's strong connection to the gaming industry, despite its significant national presence. As someone who has worked for a US tech company, I know this is incredibly attractive to both graduates and high-skilled workers. To fully realise this, we need further investment beyond the current proposals, and a dedicated effort to shine a light on this asset in all planned developments. This includes exploring the creation of a gaming museum to attract visitors, offering accessible coding classes, and providing robust opportunities for residents to up-skill in AI and other emerging technologies. This strategic investment will not only draw in talent and create high-paying job opportunities right here in Leamington but also presents a fantastic opportunity to encourage work in the arts, given the creative aspects of game development. This can reduce the reliance on seeking such roles in London, benefiting our local economy significantly."</i></p>
<b>Criticism of the survey</b>	22	<p><i>"Let's be honest, your survey design is manipulative at best - presumably intentionally so, or at least I'd prefer to think so rather than it being the clueless alternative. 'Do you like good thing A? How about good thing B? Aren't we amazing, the public have agreed with everything we want to do'. Some questions you seem to have missed include: 'Do you think it's a good idea that all the traffic currently using the Parade as a thoroughfare will now block up Willes Road and the A452 etc, making daily traffic jams longer in perpetuity and increasing the volume of emissions from idling vehicles?' and 'This whole endeavour will cost X; are you happy with this being used on benches or would you rather have social care?'"</i></p> <p><i>"The questions asked are cleverly designed to get support for pedestrianising Parade, for example the question about trees links it to climate change. There is no mention of buses and how this will</i></p>

		<p><i>encourage a modal shift from the car to bus use. There are no questions about whether Parade should be primarily a retail street and if so what mix of retail should be considered. There are no questions about whether those filling in this survey use Parade (apart from the question that includes shopping, hospitality events etc as one category) for shopping at the moment and if so for what items, or whether they primarily shop at out-of-town shops or indeed on-line."</i></p> <p><i>"It just seems to me that there is absolutely no continuity in planning approval. I also believe that every council tax payer that may be affected by these proposals (or is it already decided what's going to happen?!!) should be sent a paper questionnaire for their views as not everyone is tech savvy and a lot of people may not even be aware that this questionnaire exists."</i></p>
<b>Housing</b>	10	<p><i>"I am worried about re-using buildings in the town centre to house residents, as one worry is a majority population of students, which many locals already dislike due to their anti-social behaviour or worries about it being used to house immigrants which I think would damage Leamington's image."</i></p> <p><i>"It would be helpful to include mention of the increase in the number of people who will actually live in the buildings along either side of the Parade once the upper floors have been converted for living space, something I understand is also being proposed. Together with the 'masterplan', this could be very positive for the future of the Parade and Leamington as a whole."</i></p>
<b>Support for the Council and Transformation Board</b>	4	<p><i>"Our environment (and related, mental and physical health) is our kids future, and it feels like the council actually cares about people with this plan."</i></p> <p><i>"Town centres are in decline and a new approach is needed to encourage visitors to our town. It's very encouraging to see the work that the Transformation Board is doing to address the issue. The concept masterplan is ambitious, but achievable. Leamington will again become a destination for those living in the region. It will be a painful transition, but it's great to see the Town, District and County Council working together proactively to improve Parade."</i></p>

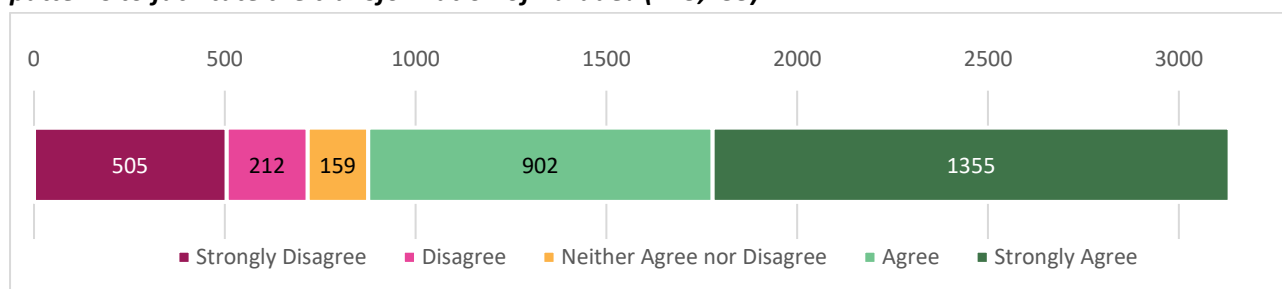
### 4.3 Movement Concepts

Next, respondents were asked to consider the plan for movement concepts within Royal Leamington Spa town centre. Individuals were once again asked to what extent they agreed or disagreed with the overall concept for movement patterns, with the ability to select one of the five options on the scale. This was a required question, although one person didn't respond so 3,133 individuals (>99.9%) answered this question.

This time slightly under half of respondents selected that they strongly agreed with the overall movement concepts (43.2%), although this was still the most frequently selected answer, followed by agree (28.8%). Furthermore, strongly disagree was the next most common choice at 16.1%, followed by disagree (6.8%). Figure 6 and Table 9 display these results.



**Figure 6 – Overall, to what extent do you agree or disagree with the emerging ideas to change movement patterns to facilitate the transformation of Parade? (n=3,133)**



**Table 9 – Overall, to what extent do you agree or disagree with the emerging ideas to change movement patterns to facilitate the transformation of Parade? (n=3,133)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
505	212	159	902	1355
16.1%	6.8%	5.1%	28.8%	43.2%

All respondents were then given the opportunity to provide an additional explanation via an open text box. This was not required, although 32.3% of respondents chose to make some comment. A number of these comments referenced the previous open text box as multiple respondents had provided the feedback that they wanted to within that previous text box. Those specific responses were therefore included within the analysis for this question.

There were therefore similarities between the themes that arose from this question and the themes that were common throughout the previous open text question. One similarity is that travel was again a very common talking point, with travel considerations (281) being the most frequent theme, and consider bus access (128) being the most frequent subtheme within this theme. Traffic impact on surrounding roads was the common standalone theme with 229 references, which is the same number as pedestrian priorities. This theme contained subthemes, from which prioritise pedestrians (107) was the subtheme mentioned the most. Another really frequent theme was to review the movement concepts (171).

Worth noting is that agreement with the proposal (69) was more common than disagreement with the proposal (57). Similarly to the previous question, there were also frequently mentioned themes surrounding accessibility (86), review parking (72), business and retail (66), and vehicles, access and Parade (62). Many of these are similar comments to the previous question, sometimes just with a slightly different context, relating to the different question. Table 10, below, shows all the themes that arose from responses to this question.

**Table 10 – Themed responses explaining ‘to what extent do you agree or disagree with the emerging ideas to change movement patterns to facilitate the transformation of Parade?’ (n=1013)**

Theme	Count	Example Quotes
<b>Travel considerations</b>	281	
Consider bus access	128	<p><i>“I really want to retain bus movements along the Parade, albeit at very low speed. I think it's very important to maintain some form of traffic for accessibility for those less able to walk, especially up the hill. It also means that when emergency vehicles require access, there will still be awareness by pedestrians of other movements. For the future, something very similar to Coventry’s very light rail would work very well along the Parade and would then allow future re-routing of buses.”</i></p> <p><i>“Bus routes need to be proposed in more detail and the 'mobility hub' needs to be integrated into the plan effectively. There will be pushback on the lack of drop off on the Parade and impact on the adjacent streets. Routing some buses across the Parade via Warwick Street or Regent Street, and having a stop close to the intersections, will, I think, make more people happy.”</i></p> <p><i>“I think it may be beneficial to, if possible, construct a bus station somewhere, at some point, to prevent idle buses taking up space at stops and prevent routes terminating along the road and instead into a purpose built, modern bus terminal with proper infrastructure.”</i></p>
Encourage active travel	47	<p><i>“It is time to put pedestrians and sustainable travel first.”</i></p> <p><i>“It may encourage more people to walk into town or use public transport which will be better for the environment. Additionally, doing so would support individuals to have a healthier lifestyle (walking/cycling).”</i></p> <p><i>“Cyclists and pedestrians are likely to be attracted to Leamington by having a safe and human-centric Parade, not one where vehicular traffic (and I would include high-speed food delivery courier bikes in that) is given first priority. This has to stretch beyond the town centre, with safe access into the town as well as within the designated area, otherwise the problem is simply shifted outwards. Many of the roads are narrow and affected by tree roots, potholes and many other hazards, so I believe this should also be considered as a part of the planning process.”</i></p>
Consider cycle access	31	<p><i>“Connectivity to/ from the train station via bike should be included. Currently this is unsafe and cuts off all homes south of the canal and beyond from accessing the town centre without a car or walking over one hour.”</i></p> <p><i>“I would encourage the team to investigate if there is a way to develop cycling paths within the pedestrian areas. I think this would overall be a lot safer and would encourage use of bikes to get around the district.”</i></p> <p><i>“I would have concerns about retaining cycle access on the Parade. When the Parade was closed during the pandemic, and even currently when it closes for winter markets, cyclists travel very quickly down the Parade, weaving in and out of people. It’s very dangerous for all parties.”</i></p>

Improve public transport	29	<p><i>"Fully agree. We need to reduce the amount of traffic in town given the poor air quality in town. As stated before, an increase in public transport should be at the heart of this plan, operators should be encouraged to increase frequency of service to encourage people out of their cars."</i></p> <p><i>"Having a pedestrianised zone is useless if nobody can get to it other than local residents. I believe that establishing a dedicated bus interchange and mobility hub is very important, and that supporting bus links to the town centre will play a really important role in the success of this project. The other thing to consider with buses is the heavy footfall of students commuting to Warwick university during term times. The bus stops can get very busy, and buses can be overcrowded coming from south leam already. Consideration of how this will affect bus flow at crucial times of day is important. Secondly with respect to buses, having the bus stops close to businesses is a big boost to those businesses. One does not want the street which the buses go down to end up taking priority over the Parade. I propose bus stops being strategically placed to have good visibility of and quick access to the Parade, for example by having the bus cross through Warwick Street to drop people off in the centre. This will also support those who cannot walk long distances as easily."</i></p> <p><i>"If people from the areas of Leamington, outside immediate walking distance and the wider Warwick District residents' areas, want to continue using the Parade, they will have to switch to public transport. But there is only a trivial reference to encouraging the use of public transport. As a top priority, there must be a single location, near to the Parade, where all buses stop; this includes not only local north/south and east/west but also long-distance buses. This is sufficiently important that it should be pursued whether the wider plan proceeds or not. Warwick has a bus station. Why doesn't Leamington? The potential location, vaguely marked in the plan as the Chandos Street redevelopment, must remain accessible to both buses and passengers throughout the year, including during such event as the Two Castles Run and the Leamington Half Marathon. There is also no apparent thought about how rail users will be drawn into this enhanced shopping area."</i></p>
Alternative travel suggestions	19	<p><i>"Is there interest in creating a tram network in Leamington? I saw that West Midlands Metro was allocated some funding from the government and, since we had a tram on the Parade in the past, I wondered if it had been considered."</i></p> <p><i>"Please can you also consider smaller electric busses for around the town. Maybe shuttles between the out-of-town areas and the centre?"</i></p> <p><i>"Traffic/parking in the surrounding area. I'm sure you've thought of this but are the rest of the local roads capable of taking the increased traffic? Perhaps there could be a park and ride for those who would conventionally drive right into the town centre."</i></p>
Encourage use of public transport	16	<p><i>"I agree with the plan in general. Some key aspects I'd like better taken care of is having bus access close by, which is extremely important for older people, disabled and family with pushchair. Those users won't be able to walk very far to catch their bus...We need to encourage people to take buses (£2.20 each way per person is very expensive, especially</i></p>

		<p><i>for a family - if taking your car is less expensive than taking the bus, people will always take the car as first choice). Improve bus routes and bus frequency from Whitnash, Warwick and surrounding residential areas, in particular new builds, and make a dedicated, prioritised cycling route from those areas to the town centre (currently the route is narrow, split by all roads, full of traffic lights and shared with pedestrians on pavements)."</i></p> <p><i>"I think we should absolutely prioritise pedestrians and cyclists down the Parade - the town centre is on a grid so it's incredibly easy to accommodate car traffic on nearby streets. The only issue I foresee is access for older bus users and those with accessibility requirements, who may currently access essential businesses (such as Tesco, a pharmacy, a bank) via bus stops directly on the Parade. So, consideration for them is essential. Could the council consider trialling cheaper public transport fares on the weekends and evenings to encourage people to bus in rather than drive in, which may also help to ease congestion? I saw this trialled recently in Brisbane, Australia, where all their journeys now cost 50 cents and they've seen huge reductions in private vehicle journeys. Another consideration could be to reimagine the old multi-storey car park at the top of town (by the white horse) as a bus depot and community space."</i></p> <p><i>"Stagecoach consider that it is still possible to retain local bus movements on the Parade, supported with further investment in electric buses to complement the other aspirations included in the masterplan. Stagecoach are concerned that there is still an acceptance that all traffic needs to be able to move within the town centre. This will create pinch points and risks not delivering the connectivity between different sections of the Parade as is envisaged and desired. More should be done to discourage vehicular access (except local bus and taxi) from passing through the town centre. With a high level of movement potentially retained along Warwick Street, there is risk that the Northern section of the Parade could become isolated and feel disconnected from the section between the Town Hall and Warwick Street, given two-way movement is retained. From a bus perspective, Stagecoach encourage bus movements within the town centre to remain flexible so as to offer the best environment for evolution of network design enabling the bus network to operate efficiently both on delivery of the masterplan and in the longer term. Flexibility is also a requirement to provide a level of resilience to the bus network in the event of a closure or incident on any one given routing."</i></p>
Public transport hub	6	<p><i>"A public transport hub on Chandos Street car park would be a great addition to the town."</i></p> <p><i>"The new system should make sure bus is the prioritized way to get into town. A new bus station sounds great, but it must be well designed (modern, well lit, sheltered, information boards etc.) and located as close to the shops as possible - maybe the old Coventry Garden multi-storey car park could be a better location as it's easier for people shopping in Tesco. For people to get between the bus station and the Parade, perhaps a small free shuttle bus service could work - driving between the bus station and train station via the pedestrianised Parade"</i></p>

		<i>(one way), running every few minutes - I'm sure it would be well used to get up and down the Parade quickly."</i>
Consider taxi access	2	<i>"There needs to be consideration towards a safe place for taxi/Uber pick up that is well lit and has surveillance."</i>
Consider trams	2	<i>"Tram running along the Parade?"</i>
Consider rail users	1	<i>"There is also no apparent thought about how rail users will be drawn into this enhanced shopping area."</i>
<b>Traffic impact on surrounding roads</b>	229	<p><i>"I wish to express my significant concerns regarding the proposed changes to the town's traffic management. I anticipate that these alterations will lead to considerable gridlock, particularly for residents, like myself, who live near the town centre. Navigating the area by car would become exceptionally challenging. Furthermore, it's important to acknowledge that similar traffic schemes have been implemented previously and did not achieve their intended objectives. The period of lockdown offered a skewed perspective on traffic flow due to reduced travel, and it would be inaccurate to base future planning on that unusual period. I am genuinely concerned that these proposed changes could have a detrimental impact on the overall vitality and accessibility of our town."</i></p> <p><i>"The surrounding streets to the Parade are in even worse condition than the Parade itself, and increased usage of them will only make the issues worse!"</i></p> <p><i>"As a bus driver in Leamington, I do not think this will work. We use the proposed roads when the Parade is shut and it's awful. The roads become stand still. The outer roads of the Parade need looking into, as I believe this is going to create more congestion, which creates pollution."</i></p>
<b>Pedestrian priorities</b>	229	
Prioritise pedestrians	107	<p><i>"Depending on the practicalities of traffic flows and road use, I'd like to see much more pedestrianisation of the surrounding streets and going further south to make the station more accessible."</i></p> <p><i>"Pedestrianising the Parade is vital. But there must be adequate and efficient alternatives to flows and to enable people to access the Parade."</i></p> <p><i>"Absolutely essential. The whole concept is probably pretty expensive to implement, but I would suggest that the traffic separation is the first thing to happen, which would be a relatively low-cost start to the project. It is this element that will make Parade a real destination. The paving, the Town Square etc. are to be welcomed, as outlined, but get the traffic out first. The only doubt I have is what is meant by 'full access for people cycling'. It's not a good idea to allow people to cycle in the pedestrianised part of the town, especially with the increasing prevalence of e-bikes. Instead, I would suggest that bike parks are sited at the edge of the area with a specific prohibition to cycling in the pedestrian zone."</i></p>
Don't prioritise cyclists	64	<i>"Whilst I agree with most of this, I am not so supportive of cycle access. Many cyclists are wholly unconcerned with the welfare of pedestrians, ride like idiots, expect pedestrians to get out of their way and are abusive if they do not. In fact, many of them seem to think that they are superior to both drivers and pedestrians. And this is not just teenagers, but also older adults in all the 'gear' who really should know better. It</i>

		<p>would therefore be better to retain a pedestrianised Parade for pedestrians only and reroute cyclists, like drivers, along the side streets.”</p> <p>“We already have a problem with unrestricted delivery cycles that are illegal and pay no regard to the law. Yet you want to make cycle access easier. This should only be done if cycles and pedestrians are segregated and there is adequate law enforcement for anti-social cyclists and illegal e-bikes. Leicester city is an example of a traffic free area, but pedestrians run the very serious risk of injury due to the many delivery bikes.”</p> <p>“There should be no cycle provision on the Parade. Shared use is unsafe for pedestrians, particularly those with visual impairments. I'm also worried about the access for deliveries. Access clearly needs to be provided but it needs to be designed in a way where visually impaired pedestrians know there is a risk of vehicles in an otherwise pedestrianised area.”</p>
E-bikes and e-scooters	47	<p>“Quite worried about The Parade becoming a space for scooters and skateboards to hurtle along. Experience of traversing the new completely pedestrianised space in Nottingham, which formerly worked well and catered for pedestrians and buses and passengers where the shops were, makes me nervous.”</p> <p>“I am concerned that unregulated e- bikes and e-scooters will take advantage of the greater openness of Parade and present a threat to pedestrians especially given the high speeds they can achieve on the gradient.”</p> <p>“We have a huge problem with e-bikes and e-scooters. Pedestrianisation will cause more of these that do not care which direction they go in. They are untaxed and uninsured riders with souped-up bikes weaving in and out.”</p>
Issues between pedestrians and cars	1	<p>“It will increase the cross-traffic and increase the risk of dangerous vehicle and pedestrian interactions at intersections (which are currently well-managed and safe).”</p>
<b>Review the movement concepts</b>	171	<p>“South to north car traffic flow is clear; but it's not clear where the current north-to-south car traffic that goes down the Parade would go to.”</p> <p>“Some graphics just don't explain the impact on traffic around an already busy town centre. It doesn't feel like any serious consideration has been given to one of the most critical elements of the plan.”</p> <p>“Should consider more options - the proposal isn't bad, but surprisingly moderate.”</p>
<b>Accessibility</b>	86	<p>“Where will disabled people be able to park? If you take away the vehicle access, then it will be harder for disabled people to access the town. Will blue badge holders be able to use the main road? Will there be blue badge spaces, as well as loading spaces? There's no mention of accessibility in the above plan.”</p> <p>“In general, I like the concept and the reduction of traffic on the Parade. However, I have a few concerns. As a blind person, I am concerned</p>

		<p><i>about the navigability of the new layout. Enhancing the facilities for cyclists needs to be coupled with better enforcement of cycling regulation and laws around e-scooters and e-bikes to ensure safety of pedestrians with mobility issues. I hope that there will better organisation of bus stops. The ones currently at the top of the Parade are chaotic and almost impossible to use if you are visually impaired."</i></p> <p><i>"There will be some inconvenience for cars traversing the town, but we often have markets and events blocking the Parade, and we all adapt. For those with mobility challenges, we need to use this project to make the town more accessible to the back of every shop, restaurant or public space and facility. This should be a people place, where everyone feels safe and that they belong."</i></p>
<b>Review parking</b>	72	<p><i>"Discouraging private vehicles, without providing a significant amount of nearby parking (and reasonable parking charges, including a possible free 30 minutes/1 hour parking for Warwick District residents) seems a bad idea to me."</i></p> <p><i>"As part of the project to look at traffic, the issue of parking must be addressed. More off road car parking spaces must be provided, especially if the project succeeds in attracting more visitors to the town. The disused multi-storey car park at Covent Garden really should be used as a car park again at least."</i></p> <p><i>"There needs to be more free parking especially for those who work in the town. Visitors are put off by the 2 hour maximum time limits."</i></p>
<b>Agreement with proposal</b>	69	<p><i>"Fantastic proposal, with which I could not agree more strongly."</i></p> <p><i>"The worst-case scenario for me as a car driver is that it will take me a couple more minutes to get across town or to park when visiting. On the other end of the scale is a safer, cleaner, more vibrant town to enjoy. It's such an easy decision."</i></p> <p><i>"Well thought through and prioritised. We must change and get our priorities right. Well done! Please make this happen."</i></p>
<b>Business and retail</b>	66	
Improve retail first	35	<p><i>"There is no solution in the plan for how to attract businesses into the town. This is explicitly excluded in the introduction to the vision but is central to any project - pedestrianisation alone will not achieve inward investment ('build it and they will come' is a project in hope but not necessarily certain to deliver). What are people coming for?"</i></p> <p><i>"The money would be better spent on encouraging both national and independent retailers. 'Peoples Parade'? I hope you are not serious!!!!"</i></p> <p><i>"This will destroy an already struggling high street. Instead of these ridiculous plans, more consideration should be given to help support the businesses already operating, and any potential businesses looking to set up in one of the multitude of empty units in the town centre."</i></p>
Bad for businesses	29	<p><i>"The removal of buses etc. from the Parade will severely impact footfall and the future of businesses adjacent to the stopping areas. Implementation would, in my opinion, further disincentive shoppers from visiting what is currently a distinctive shopping experience."</i></p>

		<p><i>"The displaced traffic will spoil the environment for all people and businesses on the parallel roads. Difficulty of access and parking will deter visitors and destroy the retail trade in Parade. It was built for traffic."</i></p> <p><i>"You're closing off the town centre. It will kill local shops in Regent Street and Warwick Street. The Priors is a ghost town now. That's what the rest of the town will be if you do this. You're closing one of the main river bridges. It will have unintended consequences for everyone. Stop this madness."</i></p>
Removes ability to pop in	2	<p><i>"I drop my children off and pick them up on the Parade when they meet friends. They use the town centre daily. I often run errands in my lunch hour to pick up groceries, go to the chiropractor, estate agent, take in and collect dry cleaning, or collect office supplies etc., all facilitated by using the Parade, Regent Street and Warwick Street and Dormer Place. It is utterly ridiculous to push the traffic from the Parade onto surrounding streets as an alternative. You cannot create capacity elsewhere in the surrounding streets. You are just removing capacity. I visit restaurants and the cinema and if you block off the Parade, it's just going to stop all that. We have no buses into Leamington from rural villages. There are precious few trains from local villages. If you block off the Parade it just makes the traffic worse on the fewer other roads and that's going to stop people coming v to Leam altogether. Who needs the hassle? Those businesses will suffer from much less passing trade or locals using them."</i></p>
<b>Vehicles, access and Parade</b>	62	
Manage deliveries/loading	35	<p><i>"For loading the Parade currently suffers significant damage from heavy vehicles parking on pedestrian paving and should be considered in the plans to prevent such damage."</i></p> <p><i>"Bus routes, private vehicles and unloading for shops on the same roads would, in my opinion, be not practical or sustainable. I would personally consider some Parade unloading within permitted hours only, e.g. before 9:30am and after 5:00pm."</i></p> <p><i>"I'm not convinced that allowing delivery vehicles to access the pedestrian zone will work. It may just lead to confusion - what happens when a driver is late and misses the timeslot? I suspect that they'll at least try to access the no vehicle zone!"</i></p>
Consider vehicle access	14	<p><i>"Leamington is already a logistically challenging town to travel to/within and around, most prominently in a north/south direction. With the equally challenged Warwick between Leamington and the A46, north/south travel is hampered by the river. I love the river, but a lack of bridges means bottlenecks at only a few points across the town. Options are to queue in traffic (this plan seeks to change this through a 'lift and shift' solution, which is my biggest concern) or avoid altogether. If I want to get to Kenilworth, it is often faster for me, at peak times, to use the M40/A46, than to head north through the town... despite the journey being nearly 300% longer! This movement plan forces private vehicles, which are the majority of motorised traffic in town, onto the A452. This road already has good use and won't be able to take the additional strain. Things like the on-street parking on the A452 block proper lane usage at the crossroads, and the traffic lights are often out</i></p>



		<p><i>of sequence with each other, meaning traffic blocks up to one another. I love the spirit of this plan, but removing a further north/south artery through town brings me concerns, which means I cannot support it at this stage. I would love to see the plan changed to instead use something like Warwick Street, as we have a good number of east/west routes in that area, and further afield (such as High Street/Radford Road,) which will give good alternative routes. Only then would this be something I would support."</i></p> <p><i>"The traffic plans seem good overall, but from the perspective of someone who lives in the affected area (I live above a shop on Warwick Street), I do wonder what it will look like trying to move in or out of one of these flats when the extra restrictions are in place. It was already very difficult moving in! Especially for people living above shops on the Parade, with no private vehicles being allowed, how do you get furniture?"</i></p> <p><i>"People need to access Newbold Comyn for the town's largest recreational space and the town's leisure centre. This means frequent vehicle access for coaches (school swimming) and football games as well as walkers etc. Vehicle access across town west to east and vice versa will hugely impact the numbers of vehicles being shifted, e.g. to Newbold Terrace, which is a totally unsuitable thoroughfare and will impact justice centre work."</i></p>
Negative impact of deliveries/loading	5	<p><i>"The proposed design pushes the loading areas away from business, this is essential for the effective running of those businesses. Furthermore, the loading areas will be pushed into areas of traffic flow, adding more pressure on the congestion in those areas, which will back up the surrounding areas."</i></p> <p><i>"Dedicated space for delivery loading and unloading at specific times might prevent the current use of the pavement as a stopping point for delivery vehicles, with the consequent breaking of the paving slabs making surfaces uneven for pedestrians, especially those with mobility problems. Buses present slightly more of a problem as people find it convenient to alight on Parade and be near the shops; maybe having bus arrival times digitally displayed on Parade would help people feel confident that a bus will arrive if they go to the new proposed stops on side streets."</i></p>
Allow vehicle access	4	<p><i>"Stop the war on motorists. Cars are essential for the vast majority of workers and consumers. If you want people to spend money, they need to be able to get there. Making people avoid the area guarantees a fall in money spend and further degradation of the high street."</i></p> <p><i>"No one can carry shopping bags on a push bike! For shops and businesses to have a good level of trade, people need to be able to bring their cars into the town centre, and park near the shopping area in a safe and secure area for a reasonable rate."</i></p>
Access for emergency vehicles	4	<p><i>"I have serious concerns for the emergency fire engines on being able to egress the fire station without delay due to heavier traffic load on Dale Street/A452 – what would you be doing to address this issue? What is the proposal for the additional traffic on the other roads that the traffic will travel along instead, as it already gets very congested and tail backs</i></p>

		<p>past Victoria Park (where it meets Princes Drive, the recycling centre and further back along the A452 up towards the fire station?"</p> <p>"What happens if emergency services need to get on the Parade?"</p>
<b>Disagreement with proposal</b>	57	<p>"Pedestrianisation does not work - please review how it has affected footfall in other places especially after dark – it's unsafe."</p> <p>"I just don't agree with a massive pedestrianised wasteland in the centre of town. It makes Leamington like a (poor) town, like Aylesbury, Nuneaton or Coventry, with their bleak echoey wasteland and 'honestly it's nice, please stay' vibe. But it takes away the feeling of organic historical growth. Also, why spend even more on a recently completely refurbished area when other areas were neglected the last four or five times. It's bad thinking."</p> <p>"I believe this to be a total waste by our elected representatives. It seems disingenuous of the proposal not to have had any consultation meetings in areas of Leamington and areas that have people coming to our town, i.e. South Leamington, Whitnash, Warwick, Kenilworth etc. Lots of people have no social media access and don't buy the rubbish local paper. I think this more than invalidates your consultation period."</p>
<b>Waste of money</b>	39	<p>"Leamington needs an overhaul but not this. Where's the money coming from and who are 'the stakeholders'? It has the potential to line a lot of pockets, while the country is going down the drain."</p> <p>"Again, there is no need for the council to apply its limited resources to a problem which doesn't exist. As a ratepayer, I am disappointed that my funds are being wasted."</p> <p>"It is making Leamington appear the same as too many of the 'new improved' towns and cities. It seems there is a blueprint, and our historic beautiful spa town is being forced to adhere to it. Who has time to walk around or sit staring at a concrete tub of simple to maintain living or dead plants? Most of us are scratching around trying to maintain a job and pay our bills. Spending ludicrous amounts of public money like this is nonsensical."</p>
<b>Environment</b>	37	
Bad for environment	19	<p>"You'll just be doubling traffic, pollution, noise and litter to the areas where people live."</p> <p>"I live in Clarendon Square. I do not want hundreds of buses passing my house all day long, as they turn right from Dale Street into the Square. The buses will be noisy, dirty and they will thunder along the Square, which is in a conservation area. I strongly oppose the above mobility/traffic plan, but I do support the pedestrianisation of the Parade."</p> <p>"The masterplan suggests that reduction in traffic on the Parade and connecting streets would reduce pollution and congestion. But these would only increase on 'the routes around the town centre'. Making the Parade into some kind of isolated garden in the middle of higher levels of traffic and congestion throughout the rest of town seems like a simplistic and shortsighted idea."</p>

Good for environment	18	<p><i>"Pedestrianising the space will make it welcoming, user friendly and environmentally sound and sustainable. It's the best possible outcome for the town, its users, guests and wildlife."</i></p> <p><i>"Remove vehicular traffic and prioritise walking, cycling and wheeling are essential to combat climate change and create a more vibrant environment."</i></p> <p><i>"I think that diverting the traffic is a great idea. The pollution in the town centre is one of the worst in the country and our children are the ones who suffer. Greener spaces and greener air are definitely the way forward and will provide a much healthier, attractive environment in which to raise a family."</i></p>
<b>Alternative suggestions</b>	22	
Timed road closure	12	<p><i>"Instead of pedestrianising the end of Parade, restrict the time all vehicles (private and commercial) can't go through the space to say 9am to 5pm. This will still increase public safety/ focus on people and will also meet the demand for road access to ease congestion across Leamington Spa for vehicle commuters during peak road use times."</i></p> <p><i>"I feel that private vehicles should still be able to pass along the Parade, perhaps with restricted hours. No vehicles at all, when shops are closed, creates an unsafe atmosphere and encourages anti-social behaviour outside shop opening hours, already a problem at the Parade, which will be worse if vehicles are not alongside, with the resulting views of drivers over all spaces. There are many examples of allowing vehicles outside shop opening hours, such as Cowes High St, Isle of Wight. Kenilworth and Stratford main streets are open to traffic and work well. Coventry, which has a fully pedestrian centre, does not work well, and, in night hours, feels unsafe. Do we want Leamington to feel like the centre of Coventry?"</i></p> <p><i>"It would be better to improve the Parade by keeping the vehicular movement but with limited traffic flow; suggestions include closing the Parade for vehicular traffic on weekends, maybe adding congestion charges, or maybe no flow of private vehicles at certain time of the day."</i></p>
Some areas pedestrianised	7	<p><i>"I feel it could be improved by pedestrian sections along Warwick Street and Regent Street that cross the Parade, rather than continuing to allow vehicles to use these."</i></p> <p><i>"I think traffic should be allowed at the bottom end of town to turn up Dormer Place to allow access around the centre of Leam and to turn up Hamilton Terrace, if not anyone living on Sydenham cannot get driving access to the west side of town without a huge detour."</i></p>
Manage speeding	3	<p><i>"I like one-way streets as a solution to the roads that will stay unpaved. Either way, if they are kept one or two-way, I think using speed bumps to reinforce the need to keep speed low would be preferable as otherwise I feel like the speed limit is often ignored."</i></p> <p><i>"I suggest reducing the speed limit to 20mph would be helpful."</i></p>
<b>Community safety</b>	15	<p><i>"The buses into the town centre directly on the Parade are one of the features of Leamington that is currently most appealing to me and one which keeps me safe. If you're going to divert it the pedestrian route"</i></p>

		<p><i>there needs to be brightly lit all night, with security cameras and emergency call points, or it will actually put women and girls in danger."</i></p> <p><i>"It will be full of heroin addicts and drunks, plagued by feral teens on e-scooters. And any people who actually might spend money in a shop on the Parade will be avoiding the whole place because of the gridlock you will impose on the whole town."</i></p> <p><i>"I'm just thinking how this will affect night life safety for getting picked up, times waiting for taxis, Ubers; causing longer waiting times and more expensive journeys because they'd have to navigate through this maze of what streets are unavailable."</i></p>
<b>Current movement concept should remain</b>	15	<p><i>"All in all, the plan is very sensible. The part pasted below is why I don't Strongly Agree – 'Keeping the current traffic movements on Warwick Street (two-way) and Regent Street (one-way) but slowing vehicle speeds at the intersections to ensure a people-first approach to movement on Parade.' It can't be pedestrian first, driving around town is already hideous and making it slower still will undo some of the good work. Pedestrians will wait their turn at the junctions as they do now so this should change to be beneficial to both pedestrians and drivers."</i></p> <p><i>"It works relatively well at the minute. You may disagree. We'll look at the problems of Nuneaton, where the pedestrianisation forced numerous ring road concepts that have never ever worked properly, and people just went elsewhere. I am still amazed I can drive and park easily into the centre of Leamington Spa. I can't do that in Nuneaton or Leicester. Don't mess with it."</i></p> <p><i>"The Parade is already pedestrian friendly, with wide pavements and a 20mph zone, and this proposed change would not improve this."</i></p>
<b>Previous failure</b>	12	<p><i>"Tried before and failed, several times. The town centre and surrounding streets are not built for it. One problem, such as an accident, or even road works, as in the past, brought the town to a standstill."</i></p> <p><i>"This pedestrianisation was done in the past with disastrous consequences."</i></p> <p><i>"Previous pedestrianisation of the Parade had a detrimental effect on my husband's physical health as an asthmatic. During the COVID-19 pandemic, the Parade was closed to traffic, buses and cars were diverted down Beauchamp Avenue and we noticed an increase in noise and pollution. My husband's asthma control worsened due to the increased fumes, this was repeated in late 2024 and early 2025 when the Kenilworth Road was closed, and traffic was diverted down Beauchamp Avenue. Beauchamp Avenue is also home to a school and nursery, and an increase in traffic creates queues and increased risk to children and families at dropping off and collection times. During the pandemic, when the Parade was closed, I saw how difficult people with mobility issues found it to walk from Beauchamp Road to the Parade, and I know from my own family members how increased distances from bus stops will create a barrier for them in accessing the town centre. When making the decision about pedestrianisation, please carefully consider the residential areas close to the Parade and the impact that</i></p>

		<i>pedestrianisation and increased traffic, noise and pollution will have on the health and well-being of residents."</i>
<b>Improved experience</b>	12	<p><i>"Much better! It's not a big enough area to need to drive through it and the tall buildings seem to amplify the noise of traffic, whilst holding the fumes. I tend to avoid the main Parade for this reason. This will be a lot nicer and actually mean we use the Parade as more than just a quick route from a to b (i.e. use the shops)"</i></p> <p><i>"I can see myself spending more time in the town centre if these plans go ahead, and I think this will be a common response. Making the Parade area more relaxed and welcoming will encourage footfall and engagement with local businesses. We are in danger of the town centre being hollowed out by the draw of out-of-town retail parks. Town centres must become mixed-use commercial/social/residential areas to survive. If the changes lead to evening opening of cafes, and the return of a greengrocer to the centre, even better! I moved here from Oxford, and I wonder if you included the city in your research phase - the recent pedestrianisation of Broad Street seems to be helping to reverse the decline of the centre following the awful effect of the Westgate development several years ago."</i></p> <p><i>"Parade is currently nothing but a thoroughfare, which does not allow stopping, parking etc. Not having this pattern of movement would encourage increased footfall to businesses. Buses converging on the top end of Parade is an absolute nightmare at present. It clutters the road, makes it difficult for other cars to pass, clutters the pavement and I personally find that it makes walking the stretch of Parade between Clarendon Avenue and Warwick Street a thoroughly unpleasant and negative experience."</i></p>
<b>Need for greater clarity</b>	11	<p><i>"I'm afraid I didn't understand it, so I can't say I agree or disagree."</i></p> <p><i>"This is all very aspirational, no balance or commentary on the cons verses the pros."</i></p> <p><i>"It is not fully clear from the video how traffic will be managed across Warwick Street and Regent Street. Though it would be difficult to eliminate these crossroads."</i></p>
<b>Previous success</b>	11	<p><i>"During COVID the Parade was closed to traffic, which was a great success and in hindsight, should never have been reopened to traffic. Leamington town centre is becoming devoid of retail shops with an abundance of coffee shops and barbers. With a fully thought-out pedestrian area, this would hopefully bring back retail or shops of distinction. Bath is a classic and well-thought-out town centre, which encourages visitors, shoppers and tourists. If adopted for Leamington Spa Parade, this would also bring in a financial boost to the area."</i></p> <p><i>"Reallocating space to people rather than cars is an essential first step to unlocking the potential for change. Stopping, turning and access from the Parade is already very difficult, and so I don't foresee how removing it completely will be that different. While the Parade was closed during lockdown, the alternative routes became easier to understand and remember. When the Parade reopened to cars, I felt a bit lost."</i></p>

		<p><i>"There will be some inconvenience for cars traversing the town, but we often have markets and events blocking the Parade and we all adapt. For those with mobility challenges, we need to use this project to make the town more accessible to the back of every shop, restaurant or public space and facility. This should be a People's Place, where everyone feels safe and that they belong."</i></p>
<b>Boring/generic designs</b>	5	<p><i>"I think the designs are extremely generic and boring. I really hate all the white concrete paving everywhere. Your plans look like every other boring sleepy town to me. Please don't lose the gates to Jephson Gardens! It should be enclosed, not open. That's part of its charm. I don't like the idea of a communal space outside the town hall. Again - generic, boring and gimmicky. I love that we use the Pump Room Gardens for these events currently. We don't need to attract people to the Town Hall this way. The way to do that is make the Town Hall appear open and have it as a more useful space. I personally enjoy the compartmental nature of the Parade currently, without it being one big generic white block with some streets. You are going to lose the character of an old, historic, beautiful town."</i></p> <p><i>"I have found the overall approach by LDA Design to be disappointing. Consultants are employed to be creative in their design, forward thinking and provide options. From day one their only thought has been towards the Parade pedestrianisation, they have not considered or put forward any other options to improve the town centre. For example, better use of Christchurch Gardens, Chandos Street car park or improving Parade without pedestrianisation."</i></p>
<b>Maintenance</b>	5	<p><i>"People do want a clean and safe town centre and that could be achieved at the moment with more regular street cleaning and more use of the excellent WDC Community Safety Team. These require revenue expenditure but very little capital expenditure. These changes along with much better maintenance of the pavements could be done now. The scheme appears to require substantial capital expenditure with little thought about revenue and maintenance expenditure."</i></p> <p><i>"Generally, I agree with the aims of the masterplan. But the reality and cons will not measure up to the utopian vision. It might be nice to sit on a traffic free street, in summer. But the idea of Mediterranean cafe culture only really works for 1-2 months of the year. Besides the space will inevitably not be maintained or cleaned, quickly becoming vandalised and covered in vomit. 'Lush' green space will invariably mean the type of depressing, generic evergreen shrubbery that plagues every new development, complete with a scattering of random food packaging and cans...In my opinion, money would be far better spent on regularly jet washing the pavement."</i></p>
<b>Review signage</b>	5	<p><i>"I think it is a really good idea to keep the through traffic on these streets, however, I think for outsiders it can be confusing because of the one-way streets; so maybe more road signage to help diversion and create less traffic."</i></p> <p><i>"It is a plan that has some history with how the Parade and traffic operated in COVID. The provision of better cycling storage would be very welcome, along with clear signage about routes to take. I also hope that the scheme would consider some kind of park and ride facility to reduce cars into town (for example, on the old Megalab parking site)."</i></p>

<b>Not a priority</b>	4	<p><i>"While I am not necessarily interested in using my car to drive through the Parade, in 50 years as a resident of this area I have never once heard anyone complain about the fact that cars can travel along it. It feels like there is an attempt to fix a problem that doesn't exist, and I am not aware of anyone who has avoided using Leamington town centre because of the cars. They are much more interested in all the things you say you will not be addressing - lack of choice of shops, empty buildings, homelessness and other issues. The priorities are wrong."</i></p> <p><i>"This doesn't make any sense. So, we make it less accessible for the disabled and elderly, who use buses and private cars to cut walking. We make traffic worse everywhere else. At the same time, the Parade won't be safe as we will still have crossing of two busy roads, emergency vehicles will still access, bikes will still come down and delivery trucks - so people will still be hit by vehicles but won't expect them. So, people walk one set with no traffic but then still have traffic. What is the purpose? The market is already hosted on the road, so that's not a reason. Events - but they are hosted in two stunning parks so that's not a reason. A square - but we also have two squares which aren't used, so that's not a reason. This is actually laughable madness."</i></p>
<b>Use quality materials</b>	4	<p><i>"Strongly reflect on the use of high-quality materials and reference the regency heritage and don't succumb to maintenance teams wanting off the shelf solutions."</i></p> <p><i>"From a lifetime experience, when constructed, unless the boulevard is built with materials that are of the highest quality (i.e. very expensive!) the pavers will, in relative short-term, crack and rupture, and in the longer term, tree roots will fracture the pavement. Likewise, benches and ornate features will fall into disrepair. Accordingly, a robust maintenance plan, with the associated financial implications, will need to be adopted...If the plan is to go ahead, it will be important that the project is architecturally attractive and enhances the regency and Victorian architecture of the Parade. It should have a very well-funded budget to ensure it's constructed of the highest quality materials for longevity (it will be cheaper in the long-term!) and a well-funded and robust maintenance plan is in place to ensure the Parade does not become another sorry example of best intentions meeting the realities of deteriorating public spaces."</i></p>
<b>General comments</b>	4	<p><i>"Businesses and residents in these areas should be fully involved in this area of the plan. Outsiders may have strong views, but residents will live through the practical aspects of change."</i></p> <p><i>"Again, long overdue."</i></p>
<b>Traffic safety concerns</b>	2	<i>"This concept fails to grasp that without investment in the streets traffic is to be moved to, there is the likelihood of reduced safety, increased congestion and an adverse impact on accessibility for those who rely on public transport."</i>
<b>Provide homes</b>	1	<i>"To breathe new life into Leamington centre, there should be some process to provide residential properties in the area."</i>
<b>Seek expert opinion</b>	1	<i>"There is a research group working on urban planning, including low traffic zones in Department of Economics, University of Warwick (Prof. Amrita Kulka f.e.). It is one of the best research teams on the topic in the country. Many professors of this group live in Leamington as well. I am</i>

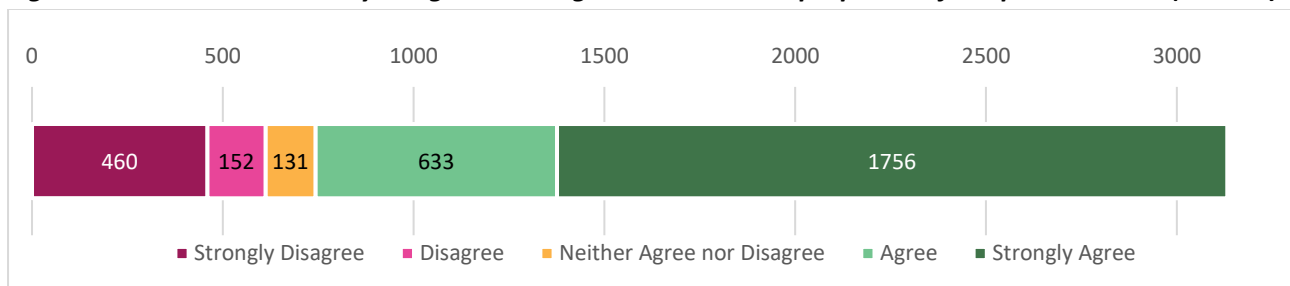
*confident that, if you needed expertise on preliminary impact assessment (on congestion, businesses and emissions), or were even looking into quantifying the effect of the scheme on the Leamington economy, like it was done in Sheffield, they would be happy to have a chat.”*

The next six sections of the survey asked for views on five potential projects and on the quality of place delivery. Respondents were asked their level of agreement and then provided the opportunity to make further comment in an open text box to explain their response to the agreement question it was referring to.

#### 4.4 People's Parade – One of England's Finest Streets

The first of the potential projects surrounded plans on the transformation of Parade. This was a required question, although two people didn't provide a response so 3,132 individuals (99.9%) answered this question. Figure 7 and Table 11 show that the most selected answers were strongly agree (56.1%), followed by agree (20.2%). Whilst strongly disagree was selected by 14.7% of individuals, disagree was selected by 4.9%.

**Figure 7 – To what extent do you agree or disagree with the new proposals of People's Parade? (n=3132)**



**Table 11 – To what extent do you agree or disagree with the new proposals of People's Parade? (n=3,132)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
460	152	131	633	1756
14.7%	4.9%	4.2%	20.2%	56.1%

Respondents were asked 'If you wish, please use the space below to explain your response.', and provided with a free text box to add comments. In total, 803 respondents (25.6%) provided a comment. Responses were grouped and analysed by the answer provided to the question above. 416 comments were from those who selected 'agree' or 'strongly agree', 322 from those who selected 'disagree' or 'strongly disagree', and 65 comments from respondents who were neutral (selecting 'neither agree nor disagree', or did not answer).



**Table 12 – Themed responses explaining ‘to what extent do you agree or disagree with the new proposals of People’s Parade?’ (n=803)**

	Theme	Count	Example Quotes
<b>Respondent selected ‘Agree’ or ‘Strongly Agree’ (n=416)</b>	<b>General agreement</b> Comments in this theme expressed general agreement or support of the new proposals for People’s Parade.	82	<p><i>“An open space for people to wander and relax will create a unique and enjoyable experience. When we take visitors to Leamington they are always impressed with the town and the vibe. This will only increase this feeling and enhance its reputation.”</i></p> <p><i>“This plan will make Leamington a stylish, welcoming environment for residents and visitors to our beautiful town.”</i></p> <p><i>“It will be an exciting venture for everyone to enjoy.”</i></p> <p><i>“Best thing that could happen - it would make the town incredibly appealing and bring back its role as the life blood of Leamington.”</i></p> <p><i>“I think the concepts look beautiful. I’ve been hoping something like this would be proposed ever since the Parade was closed during Covid.”</i></p> <p><i>“I think a phased change as described is a good idea as any faults can be changed along the way.”</i></p>
	<b>Plants, trees and nature</b> Comments speak of trees, plants, and encouraging nature in the proposed plans. Topics include native species, importance of trees and pollinator friendly plants, biodiversity, and community gardening. Some comments mentioned keeping a natural feel to the Parade and encouraging more trees or nature to be added. Some comments emphasise the importance of getting this part of the	73	<p><i>“...The environmental factors of tree and other planting is such a welcome addition on many levels not least because the well-being of the environment appears to be slipping down the list of priorities for many developers.”</i></p> <p><i>“Pollinating flowers, and flood resilience are good.”</i></p> <p><i>“...Is there some way you could plant midsize or grown trees? Saplings always get vandalised and take ages to grow.”</i></p> <p><i>“...I realise the images are indicative, but it would be good to see more trees to provide greater shade.”</i></p> <p><i>“Fantastic plans, especially creating a space that will appeal to all ages. The increased biodiversity is one of the best parts.”</i></p> <p><i>“Also, more greenery- the buildings are already beige enough- don’t make the whole floor beige too!”</i></p>

	<p>plan right, ensuring things such as drainage, maintenance, shade and accessibility are considered.</p>	<p><i>"I would like an emphasis on plantlife, birds and insects to be considered. Plenty of Wildflowers and trees with maybe some of those boxes to encourage birds and insects to take residents."</i></p> <p><i>"...Suggestion to make urban honey and to have herbs and vegetables planted that can be gathered by locals."</i></p> <p><i>"The intense sun and lack of greenery is one of the main reasons I personally avoid Parade on hot summer days. The design pictures show some greenery, but honestly, it feels like it could do with a lot more still..."</i></p> <p><i>"Make sure the planting is low level with drainage system included and that the landscape / planting types do not block windows but are attractive but that their route system does not harm paving, infrastructure and pipe work. Get the planting right often it's the wrong planting and it ends up growing and blocking natural light and sunlight Positioning and type of planting is key..."</i></p> <p><i>"...It would be great if some of the new green space could act as a SuDS rain garden to help alleviate flooding. I really appreciate the forward thinking to make sure the area is kept cool in the summer."</i></p> <p><i>"The Parade should remain permeable from one side to the other. Too many long flower beds will make it difficult to cross the road."</i></p>
	<p><b>Outdoor seating</b> Comments in this theme express the desire for outdoor seating, including in cafes and restaurants. Some people mention seasonal considerations, like enjoying outdoor seating in the summer, or ensuring it is covered to be weatherproof or warm in winter. Some comments express concern for materials</p>	<p>64</p> <p><i>"Please can we ensure that the People's Parade allows shop frontages to have extended frontages - for example for restaurants to have chairs and tables outside for alfresco dining - thus creating a cosmopolitan feel."</i></p> <p><i>"...I think more bench space and a nicer environment would encourage people to stay in town longer rather than do their errands and leave. Also, when the weather is nice, I specifically look for cafes that have outdoor seating. More of this on the Parade (like in regents court) would be great. The seating outside cafes on Warwick St would be much nicer with less traffic too."</i></p> <p><i>"I would extend the offer of outdoor space for cafes, to pubs and bars also to encourage a vibrant nightlife."</i></p>

	<p>used in seating or that seating is a certain type – for example, with backrests or not a specific material.</p>		<p><i>“Exactly what the Parade needs. Please ensure outdoor but covered cafe seating is included in the plan from the outset. Make it an integral feature rather than a scruffy afterthought. It would be a massive shame not to incorporate it, and unforgivable to preclude covered outdoor cafe seating later on, due to a lack of planning, or because businesses' requests "not being inkeeping with the vision". Per so many lovely cities on the continent, we could use designated cafe seating areas to enjoy sociable times, across the age generations, and in all seasons. To make this work, cafés need space to store the tables and chairs securely, which needs designed in from the outset.”</i></p> <p><i>“...I think it would be great to introduce some (limited) outdoor seating for bars and restaurants in the warmer months to create a more convivial atmosphere and make the most of the space in the evenings... Communal picnic tables as well as seating spaces would also allow people to gather and organise community events which I think would be very special (Jubilees picnics and the like come to mind!).”</i></p> <p><i>“It is important for the cafes, restaurants and bars to be allowed to have tables spilling out onto the Parade if required. They should also be allowed some sort of attractive canopies in the case of poor weather.”</i></p> <p><i>“...More ergonomic benches in greener spaces will be a vast improvement.”</i></p> <p><i>“...I also like the idea of more bench seating for public use...”</i></p>
	<p><b>Support of pedestrianisation or pedestrian priority</b> Comments in this theme appeared to support a traffic free environment, either through complete pedestrianisation, or restrictions on the amount of traffic. Some comments expressed a desire for less traffic.</p>	<p>48</p>	<p><i>“Great for everybody, no need for traffic”</i></p> <p><i>“I think it's a great idea to route traffic around the outside of town and off of the Parade. I admit to using the Parade to travel north to south, just because it's a beautiful place to drive.”</i></p> <p><i>“People take priority over traffic, always.”</i></p> <p><i>“It will make Leamington town centre a fantastic place for local residents and non-residents as place to visit. It was proven during COVID19 lock-down, when the Parade was closed off to traffic. The town centre</i></p>

			<p><i>became more pleasant and a place when people wanted to visit."</i></p> <p><i>"Like the removal of general traffic but would like to see trams."</i></p> <p><i>"We need to move with the times - towns with a traffic free central area are popular and really nice for shopping. For example, Solihull, New St Birmingham, Covent Garden London etc."</i></p> <p><i>"I love the idea of pedestrianizing and making it possible to have terraces in the summer, outdoor spaces, less car noise and more weekend markets or events."</i></p> <p><i>"We really enjoyed the Parade being closed to traffic during covid-19 and also during market days. The frequent traffic up and down the Parade is both unnecessary for access and impedes full enjoyment of the town centre."</i></p>
	<p><b>Business</b></p> <p>Some comments in this theme highlight the difficulty businesses are facing and emphasise how plans must support this.</p> <p>Other comments speak of the positive impacts on local business.</p> <p>Some mention markets.</p>	36	<p><i>"I would agree but you must stop the decline of shops."</i></p> <p><i>"...It would be great to lower rents and rates to attract independents and bigger names into this space, so that we're not just surrounded by pound shops, vape shops, fast food shops, and empty stores."</i></p> <p><i>"Bring back retail shops and I think your concept will work. People will get bored with just walking up and down the Parade. Give them somewhere to shop, eat and see the historic side of Leamington."</i></p> <p><i>"Allow suitable space for the market to support local producers and businesses."</i></p> <p><i>"...The limited parking has negatively impacted the success of many small local businesses for this initiative to succeed, it must be sustainable for local businesses otherwise, it will remain a pointless endeavour."</i></p> <p><i>"While I fully welcome the proposed layout and its look, the key will be in convincing landlords to lower rents, and to lower business rates to attract back the independent, small chain shops which made Leamington and seem to disappear. A Parade made to look worth a visit, has to have shops worth a visit. Otherwise, it's just a park."</i></p>

			<p><i>"Look at the success of the NYC highline. An iconic town centre with a good mix of nature and the added benefit of small quality boutique business could make Leamington a tourist destination for people visiting the county."</i></p>
	<p><b>Maintenance, sustainability and resilience of design</b></p> <p>Comments in this theme raise considerations to be included in the plans for maintenance, sustainability and resilience. Topics in this theme include materials used, long term maintenance, resilience of materials, protection from damage, and concern that maintenance won't happen.</p>	32	<p><i>"Long-term commitment to the area needed after the project is completed."</i></p> <p><i>"Please focus on creating areas that are somehow easy to maintain. There is nothing worse than seeing poorly maintained vegetation, weeds, street rubbish etc."</i></p> <p><i>"Looks great - please ensure high-quality and long-lasting materials with ease of maintenance."</i></p> <p><i>"I like the idea, but maintenance is key. Plants, fountains, chimes etc must be regularly maintained by the council or they will fall into disrepair. The xylophone in Jephson Gardens has been covered up and locked away for a long time now. Why has this happened, is it due to lack of funding or inclination to maintain or repair it? Will the same thing happen to the Parade?"</i></p>
	<p><b>In support of child-friendly features</b></p> <p>Comments in this theme express support for features that encourage play and are safe and welcoming for children.</p>	27	<p><i>"I love the play idea. Just the kind of thing my children love. We would be much more likely to shop in Leamington if there were playful things for children to do."</i></p> <p><i>"Services for children are really important, and I'm glad they are getting included in the proposal. However, all elements of the design should try to avoid the use of plastic materials, because the children also deserve to exist in a future where the planet isn't choked in plastic waste."</i></p> <p><i>"The proposals to incorporate play in the street are great. There are very few opportunities for play currently in the area and because the Parade is well used, it'll be well used..."</i></p> <p><i>"I think it's a great idea to make the Parade more child friendly. I think a simple play area would be good, near the cafes and shops, so you can sit at the cafe and watch your children play. Swings and a simple climbing frame. These play areas are integrated throughout</i></p>

			<p><i>cities like Barcelona and makes it easier for families to enjoy the city centre and communities to stay together. There should also be a focus on older kids and adults too, with good and numerous seating, plant life and even something like small boules terrains and concrete fixed table tennis tables encouraging activity and socialisation."</i></p>
	<p><b>Seasonal considerations</b> Comments in this theme focus on seasonal considerations to make the space useable in all weather – for example, shade in hotter months and shelter and non-slip surfaces in winter.</p>	26	<p><i>"We should absolutely be introducing green spaces wherever possible to increase wildlife and create relaxing cool areas in hotter months."</i></p> <p><i>"...Summers are already hot in the UK now and they will only get hotter. Extensive trees and shrubs will make the Parade more inviting and provide shade."</i></p> <p><i>"...Weather-Proofing Outdoor Spaces: When developing outdoor spaces, ensure some areas are covered to make them usable in typical UK weather conditions, especially rain..."</i></p> <p><i>"Good designs but sheltering from the sun and rain need to be addressed. Trees provide some shelter but not enough. Also, with such a vast amount of paved areas, attention must be paid to slippery surfaces in winter. Textured paving addresses this (access for blind and wheelchair users)"</i></p>
	<p><b>Materials</b> Comments in this theme speak about the materials used in the plans, including durability, quality of materials and low maintenance. Some comments expressed opinions on either tarmac or paving, sometimes linking this to Leamington's character. Some comments emphasise the important of green areas and using materials that support weather/seasonal fluctuations.</p>	26	<p><i>"...I would note that focus should be placed on easy-maintenance and longevity, durability and protection from vandalism - easy cleaning for graffiti for instance..."</i></p> <p><i>"...high quality materials underfoot. Birmingham Paradise recently did a good job of this. Nice stone, mature native trees..."</i></p> <p><i>"...Only thing is vehicles ruining the pavement when doing deliveries like what happened before, maybe think about materials."</i></p> <p><i>"I really don't like the pale stone slabs, and I think they clash with the Georgian feel of the town. I support the idea, but I think a lot of work and research needs to be done on how to stop this clashing and changing the town's character. I know that tarmac roads aren't exactly Georgian, but they're quite neutral, whereas this has the potential to look really strange! I'm sure the research would be done well, but I just fear going the</i></p>



			<p><i>way of Coventry in the 50s and 60s and everyone getting too excited about current architectural trends to see that what they're designing is not great!"</i></p> <p><i>"...Ensure street furniture and lighting has a material palette which fits with the regency style."</i></p> <p><i>"...More green areas and porous pavement for flood protection depending on your floor risk assessments..."</i></p> <p><i>"...Consider some structures made from natural materials that create shade, or shelter from rain/wind. If the area is mainly paved how will that help with flood resilience?"</i></p>
	<p>Other themes mentioned by 20 or less respondents include:</p> <p>History, architecture and character (n=20), issues with child friendly features (n=20), access for public transport, cycles and deliveries (n=18), accessibility (n=15), issues with bikes, skateboards and scooters (n=15), issues with the name (n=13), events (n=13), parking (n=12), pathway design (n=12), keep the plan simple (n=11), traffic issues or suggestions (n=11), minor design suggestions (n=10), concern about cost or invest elsewhere (n=10), knock-on impacts on traffic (n=9), litter (n=9), anti-social behaviour (n=8), no wind chimes (n=7), support for art or sculpture (n=7), support for a water feature (n=6), be more ambitious (n=4), provide social opportunities (n=4), connection to other spaces (n=3), dogs (n=3), not needed (n=2), want more information (n=2), and like the name (n=2).</p> <p>Seven comments referred to a previous response.</p>		
<b>Respondent selected 'Disagree' or 'Strongly Disagree' (n=322)</b>	<b>Not Needed</b> Comments in this theme express that the plans are not needed or not a priority. Some respondents feel the plan is a waste of money or not a financial priority. Many comments note that there are existing spaces that already meet need. Some comments note that the plan will generate issues for businesses or on roads.	60	<p><i>"This is ambitious and poorly considered. Where will the traffic go? Traffic jams are already a big problem in Leamington, and this will exacerbate the issue. Also, the Parade relies on traffic to keep it lively during the weekdays. It would be a ghost town otherwise and seriously lose its appeal, which would spill over to the weekend. If it's not broken, don't fix it. This country already has enough problems, let's not create another please."</i></p> <p><i>"The parks around Leamington already cater for this. This is an unnecessary project, and money can be better spent elsewhere..."</i></p> <p><i>"The Parade is enjoyed and loved by many. You should spend the money on improving the appearance not changing the whole Parade!"</i></p> <p><i>"We don't need more pavements, there are plenty of open spaces and parks in Leamington. Please look after</i></p>

		<p><i>what we have and make them safe (St Nick's is almost a no-go area due to safety concerns - spend money on policing and stopping drug related crime), rather than on pavements and creating more traffic congestion."</i></p> <p><i>"...I am a Leamington resident, and do not support the proposed pedestrianisation, as I think this will further undermine the viability of businesses in the town centre and drive more footfall into out-of-town retail parks. The Parade is already pedestrian friendly, with wide pavements and a 20mph zone, and this proposed change would not improve this."</i></p> <p><i>"This proposal is unnecessary. Small changes i.e. seating, planting, and broadening of narrow pavements is all that's required. NOT PEDESTRIANISING THE PARADE."</i></p> <p><i>"I don't feel that people need to enjoy the Parade as a place to hang out. It is somewhere that exists so that people can shop and go to cafes and restaurants. We don't need to be able to sit on a bench under a tree in the middle of a concrete nothingness when we have tonnes of green space and gardens nearby. Improve the seating for those who need it and plant more trees. But otherwise, I think it is a huge use of money on something that doesn't fulfil a need."</i></p> <p><i>"Basic concepts are laudable, but the proposed changes do not necessarily suit the Parade situation. A huge advantage of Leamington town centre is that buses go along the Parade, taking you directly to where you want to go, and allowing you easily to keep track of your return bus whilst taking full advantage of what the centre has to offer. Moving bus routes to the narrow side streets is a disincentive to visitors. Particularly affected would be those with limited mobility, or carrying heavy bags, especially given that the Parade has a significant slope. Removing private motor vehicles from a section of the Parade might possibly be OK, but crossing the road at traffic lights or pedestrian islands is never a problem. Traffic is relatively light here."</i></p>
	<p><b>Accessibility and inclusion</b> Comments in this theme speak of the importance of</p>	<p>49</p> <p><i>"Peoples Parade doesn't account for those with disabilities it's making the space less accessible for those who can't walk long distances. It will become the people's (without disabilities) Parade!"</i></p>



	<p>incorporating accessibility into designs, with many comments expressing that this does not appear to be the case currently.</p>		<p><i>"Elderly and disabled again dismissed and not mentioned."</i></p> <p><i>"...I also have concerns where the buses will now stop and how far anyone, especially pensioners and anyone with limited mobility will need to walk once they have got off the bus. How far it could be to get to the shops they will be using, and the length of walk again to catch the bus back home... What provision for on street parking will there be for anyone needing to use the disabled parking spaces to access the shops and other important places..."</i></p> <p><i>"Gosh this is hard. I want to agree - and would love to see beautiful pavements, trees and seating - inviting, welcoming etc. I am struggling to see how this can be a 'beautiful, welcoming space for everyone' when so many people and parts of the community are excluded? It seems to be for 'able bodied people' who can walk - but not for people who bike, deliver, come by bus, wheelchair users etc..."</i></p> <p><i>"Cluttering up the streetscape with all sorts of obstacles or a playground(?) will be a hazard for people who are visually impaired, and for those who can see, it will just be an ugly spectacle..."</i></p>
	<p><b>Knock-on traffic impact</b></p> <p>Comments in this theme speak of the knock-on impacts of the plans, including increased pollution, impact on local residents, congestion on other roads, and lack of alternative access routes. Some comments mention public transport. Some comments note that the above issues have not been accounted for in plans.</p>	<p>47</p>	<p><i>"It is impractical while there isn't a ring road to accommodate the heavy through traffic flow, traffic jams will increase air pollution, and... no 'heart' of town with its public access routes removed and disconnected from the 'body' of town can hope to survive."</i></p> <p><i>"Traffic will be pushed elsewhere increasing congestion and impacting local residents."</i></p> <p><i>"...we are concerned about the impact on travel time to log jam traffic and this having a negative impact on our trade. We are a small business at the heart of local wellbeing, and it would be a terrible shame if people are unable to access us. I am also concerned about the impact on other businesses and on the quality of life of nearby residents and those who need to travel through Leamington town to other surrounding areas, who will be stuck due to the much higher volume of traffic channelling through other veins, with The Parade being closed."</i></p>

		<p><i>"The phased approach is a plan to fail and no consideration to wider infrastructure implications (traffic capacity elsewhere)."</i></p> <p><i>"...there are not that many roads around the town so going across and through is one of the few options of getting from north to south. The traffic problems of a closed Parade were even highlighted during the pandemic when there was a lot less traffic. Buses were diverted away from the Parade, as it was still closed to traffic, but. congestion easily built up due to the few roads that were available to be used for considerably less traffic. It was not good, yet this seems to be the way these plans are heading..."</i></p> <p><i>"It looks great but it's not a workable concept due to the Parade being the main artery for traffic."</i></p> <p><i>"Agree with reducing traffic but what incentive is there to encourage people to leave their cars. And how does through traffic crowd into the side streets. Buses? Where will they move to?"</i></p>
	<p><b>Concern about cost</b> Comments in this theme express concern over the cost of implementing the plan, as well as ongoing maintenance resulting from the plan. Some comments provide alternative suggestions for funding use and some comments express that there is no clear return on investment.</p>	<p>47</p> <p><i>"It's not truly workable and will cost a great deal of money. Money that can be spent in better ways to help all the citizens in Leamington."</i></p> <p><i>"Where is the money to pay for all this going to come from. My fear is that it will be done on the cheap. The current paving on the Parade is a prime example of this..."</i></p> <p><i>"...Other much better uses of money would include fixing the pavement already on the Parade with appropriate slabs that match the look of what already exists, allowing businesses to rejoin the Parade for a lower rate or doing more of the hugely successful pop-ups, emptying bins in the town centre, cleaning the historical buildings and properly maintaining them..."</i></p> <p><i>"I don't see how the cost can be justified with little benefit to town centre residents."</i></p> <p><i>"...Landscaping will be expensive to maintain (extortionately if it includes water features), the cost of which would likely be met by increased business rates in the area, further reducing the ability of retail outlets to thrive in the area."</i></p>

			<p><i>"We don't have the money to make sensory play a priority. Address the basics first."</i></p> <p><i>"...To spend a huge amount to duplicate what we already have makes no sense at all. The proposals seem to totally ignore the ongoing costs relating to the maintenance of the planters, trees and paving that will be required to keep this extensive plan neat and tidy throughout fifty-two weeks a year."</i></p>
	<p><b>Reduced footfall</b> Comments in this theme speak of there being less incentive to visit the town, or barriers to visiting.</p>	42	<p><i>"Why would people come to Parade? For a coffee? Food? Hair cut? Certainly not for shopping as most retailers have moved or are moving out of town centres. What is needed is an incentive for businesses to move back! Foot fall is what prospers Town centres."</i></p> <p><i>"The traffic planning hasn't been thought through. People will stop coming to central Leamington"</i></p> <p><i>"However, in recent years there has been a dramatic deterioration. As someone who frequently has guests visit, I no longer take them to the run down town centre..."</i></p> <p><i>"This will not increase the use of the town centre without increase private vehicle access, car parking and business for the public to visit."</i></p> <p><i>"It's a fantasy to think this will improve occupancy of units and footfall. There are numerous cases of these actions making a desert of town centres."</i></p>
	<p><b>Don't pedestrianise</b> Some comments in this theme express general disagreement with pedestrianising this area, whilst others give specific reasons such as the impact on business or traffic. Some speak about the impact on safety and mention specific groups who will be impacted such as women, those with</p>	42	<p><i>"...Turning it into a pedestrian only area does not make it safe or feel safe for many women and children who feel safer knowing that there are cars, lights and people all making it a busier place to walk through, especially in the evening/night. The idea that cyclists and pedestrians together make it a safe place for the latter is not true. As is clear in pedestrian area in London, cyclists, including delivery cyclists are more likely to hurt pedestrians when their speed is not checked by them looking out for motorists. This is particularly true for young children who move at speed and rather erratically or the elderly who can easily be unbalanced by a cyclist swerving near them."</i></p> <p><i>"The Parade needs a flow of traffic through it."</i></p>

	<p>disabilities and children.</p>	<p><i>by taking out the road, you are ruining the flow and making it inaccessible to disabled people. it is atrocious!"</i></p> <p><i>"There is enough room in the Parade to encourage better landscaping around the pavements and possibly enlarging them further without closing it to traffic. The portrayal of a sunny, well-populated street is at odds with reality. Even with the current wide pavements and the ability to move freely up and down the Parade the footfall is negligible and certainly doesn't justify full pedestrianisation. Until you address the real reason for the 'dying High Street' such as proliferation of out-of-town shopping centres, the cost of parking in the central area and the level of business rates incurred this will do nothing and probably hasten its demise."</i></p> <p><i>"I don't agree with closing the Parade to all traffic. I'd prefer bus access only and scaling back some of the design proposals above."</i></p> <p><i>"The road does not need pedestrianisation."</i></p> <p><i>"The traffic would be a nightmare, and you need to fix parking before doing this. Ideally replace convent garden car park - it was an ugly building, but it was necessary. If you pedestrianise the Parade, all those cars are going to go and clog up the rest of the roads - not to mention what are you going to do with the roads that cross it???? Those are also key routes."</i></p>
	<p><b>Business</b></p> <p>Comments in this theme speak about the impact of proposed plans on businesses. Topics include reduced footfall impacting businesses, ways of supporting businesses and types of business available.</p>	<p>37</p> <p><i>"Will have detrimental effect on businesses."</i></p> <p><i>"I agree with the philosophy behind the initiative with regards to bringing people together, making the town greener, boosting business but:</i></p> <ol style="list-style-type: none"> <li><i>1. Worried about the effect on small businesses that are NOT on the Parade..."</i></li> </ol> <p><i>"Looks lovely but a waste of money, get people shopping there, fill the shops."</i></p> <p><i>"How can you propose the Peoples Parade as 'one of England's finest streets' when there are too many coffee shops, charity shops and no department store? no decent shops, no banks, there will if we are lucky be a banking hub in the next 5 years because all the banks will be shut. We go to Oxford if we need anything worth</i></p>

			<p><i>having. Leamington town and Parade don't have anything to offer so why pedestrianize it..."</i></p> <p><i>"...Work with the landlords ... get the big stores back ...have deals on parking....Leamington residents don't want to just cater for the uni. residents and tourists ...i.e. yet more eateries, bars, and restaurants.... we would like this beautiful town to be how it used to be..."</i></p> <p><i>"...The real issue that needs to be addressed is the lack of shops as you alluded to. Perhaps the funds for this could be used for subsidising lower rent to attract more businesses into the street..."</i></p>
	<p><b>Anti-social behaviour</b> Comments in this theme express concerns about vandalism, safety across day and night, crowds congregating, people riding bikes and scooters irresponsibly, and crime.</p>	35	<p><i>"...Unless there is adequate CCTV and policing to discourage unruly behaviour it would be wasteful."</i></p> <p><i>"...no mention of litter and a space for potential anti-social behaviour."</i></p> <p><i>"...I fail to see a prolonged benefit to the town centre when people aren't using outdoor facilities in the winter, and it will encourage anti-social behaviour with areas for groups to gather."</i></p> <p><i>"...Lots of the pedestrianised spaces I've experienced in these regeneration sites are very nice in the daytime when the sun is out, but are often quite bleak and underused at other times - and can even feel quite unsafe at night, when the lack of traffic can make spaces feel quite isolated..."</i></p> <p><i>"...I can see pedestrianising the Parade a disaster with crime – anti-social behaviour etc. This used to be a beautiful town, now a ghost town..."</i></p>
	<p><b>Unrealistic or idealistic</b> Comments in this theme speak about the proposed plans being unrealistic, or unlikely to work in real life. Some comment on the photos used not being reflective of real life.</p>	30	<p><i>"This vision is unrealistic with little chance of success, given the overly ambitious scope and lack of existing resources. It appears the plan primarily serves the interests of the developers, not the businesses or residents."</i></p> <p><i>"The Parade looks nothing like these images so it will never look as good as these images! Some shop frontages are run down or empty especially the top and bottom end of town."</i></p>

		<p><i>"This isn't a plan for Leamingtonians, this is a plan for increasing council incomes at the expense of residents and it is thoroughly shameful..."</i></p> <p><i>"Sorry to sound so jaded but I've seen so many of these concepts before. These ideas sound better on paper than they do in reality."</i></p> <p><i>"It is very easy to draw an AI picture with pretty trees, gardens, seats at odd angles, birds, bubbles and no bikes - but this needs to be grounded in reality and more inspiring."</i></p> <p><i>"Same reasons as already mentioned. This is not thinking through the way the world is going or considering wider impact."</i></p>
	<p><b>Use the money elsewhere</b></p> <p>Comments in this theme encourage the money to be spent elsewhere, many emphasising maintenance or improving existing features. Some comments mention different alternatives, such as social care or policing, and some mention just adapting the proposed plans.</p>	<p>29</p> <p><i>"Utilise the bandstand and Jephson Gardens."</i></p> <p><i>"...spend money on policing and stopping drug related crime), rather than on pavements and creating more traffic congestion."</i></p> <p><i>"...money would be better spent improving paving and renovating the buildings..."</i></p> <p><i>"We are a town centre we have the Jephson Gardens and the pump rooms we need to be concentrating on South Leamington. More people to be paid to maintain these areas."</i></p> <p><i>"...I suggest an investment long term in long-term reviving older fountains and the spring and taking care in maintaining them. A recession and a cost-of-living crisis are no time to renovate; it is time to invest in the long term and make purchasing decisions that last the test of time and won't need to be replaced due to either lack of maintenance or planned obsolescence..."</i></p> <p><i>"...This money could be better spent elsewhere..."</i></p> <p><i>"I just disagree with the money being spent on this when people living around Leamington struggle with potholes and poor roads."</i></p> <p><i>"Is this a vanity project? I think money can be better spent on children services and care - who will really benefit...."</i></p>

	<p><b>Maintenance</b></p> <p>Comments in this theme express concerns over maintenance of the proposed plans, as well as dissatisfaction with current maintenance.</p>	26	<p><i>"It looks great, will need gardeners to look after and trim trees that size in the future."</i></p> <p><i>"For the last 7 years at least Leamington Spa main Parade and surrounding streets have been very badly maintained. I'd go so far as to say my town is filthy. There is no historical evidence that the town will be kept in the manner it deserves. It's like you're forcing yourselves to spend on a capital refurbishment when clean and tidy, fit for purpose is what's needed."</i></p> <p><i>"The centre of town is already suffering from a massive lack of general maintenance to keep it safe and welcoming (i.e. Potholes/damaged pavements)... if the council cannot keep up with the maintenance/repairs already desperately required how can they even consider such a huge financial commitment to change for the worse? The message of the majority of residents in the town and surrounding areas is completely clear, fix the issues that already plague the town before focusing on a vanity project!"</i></p> <p><i>"By all means improve built environment and the street furniture but please forget all the pretentious rubbish about "sensory planting, stepping stones, traversing beams, a discovery trail, and wind chimes". All of it will fall into disrepair within weeks and simply add to the urban clutter. The Council cannot even restore the iconic drinking fountain outside the Pump Rooms so the chances of them being able to maintain a sensory park are nil..."</i></p> <p><i>"...The placing of trees and plants and bushes may look cute in the short term but the maintenance of them may get out of control and also many people would use it to dump rubbish in as that's what they do elsewhere as to it wouldn't keep its attractive look as it would look fairly disgusting with rubbish in."</i></p>
	<p><b>Parking</b></p> <p>Comments in this theme express challenges with parking currently and concern about losing spaces.</p>	21	<p><i>"There are not enough parking spaces in town and the parking costs are ridiculous! Some people just want to pop into town, grab something and leave. Why not introduce a free 15/20 minute parking policy?"</i></p> <p><i>"One way traffic flow with parking bays /disabled or paid access."</i></p>



			<p><i>"We need parking to accommodate the many staff members that work across the Parade and that can't use buses or cycle in..."</i></p> <p><i>"People have to park further away and not feasible to pop in for a short time."</i></p> <p><i>"...Although it looks nice in theory do not think it is feasible when we are losing car spaces (some people need cars to get in!!)..."</i></p>
	<p>Other themes mentioned by 20 or less respondents include:</p> <p>Needs to address root cause of issues (n=20)</p> <p>Greenery (n=19)</p> <p>Will remove character or ruin area (n=17)</p> <p>Against child friendly features (n=16)</p> <p>Bikes, scooters and skateboards (n=15)</p> <p>Public transport (n=15)</p> <p>Does not support local people (n=14)</p> <p>Pathways already wide (n=14)</p> <p>Seating (n=13)</p> <p>Pavement issues (n=12)</p> <p>Issue with name (n=10)</p> <p>Litter (n=9)</p> <p>General disagreement (n=8)</p> <p>Tree and Plant Issues (n=7)</p> <p>Café culture not suited to UK (n=6)</p> <p>Emergency service access (n=5)</p> <p>Needs to be simpler (n=5)</p> <p>General agreement (n=3)</p> <p>Cycling provision (n=2)</p> <p>No wind chimes (n=3)</p> <p>Dogs (n=1)</p> <p>Detailed response (n=1)</p> <p>Critique of survey (n=1)</p> <p>25 respondents referred to a previous comment.</p>		
<b>Respondent was neutral - selecting 'Neither Agree nor Disagree', or did not answer (n=65)</b>	<b>Address root causes</b> Comments in this theme encourage root causes of issues to be addressed with many focusing on business and footfall. Other topics include accessibility, supporting vulnerable people and transport.	17	<p><i>"Over the last 5 years we have seen many shops closing and only a few reopening. I am concerned that the plans will not encourage more individual businesses that are not just eateries to open. Within Jephson's Gardens there are places that homeless and vulnerable people used to go to for shelter. Will this new plan make it harder for the most vulnerable in our society to get help? Or will the benches be sleep-proof? Will you please consider working with the LWS and local shelter charities to introduce proper Nightly help for the most vulnerable as part of these plans?"</i></p> <p><i>"...Then can some thought be given to stop letting any more coffee shops open to the detriment of actual</i></p>



		<p><i>shops. Because of the high rents and rates could some idea be given to splitting retail units into smaller shared spaces for smaller retail businesses, start-up units for local businesses. Try and encourage more artisan and local traders..."</i></p> <p><i>"Similar, existing people-focussed (pedestrianised) town centres experience the same struggle with insufficient foot fall, empty shops and low investment."</i></p> <p><i>"Concept all well and good but if no large department store to attract people it will be just one large eating and drinking space. There will not be enough people to support all the establishments and will soon become an area of empty buildings."</i></p> <p><i>"I would also consider how the markets on the street that are so loved can be effectively serviced with this new configuration."</i></p>
	<p><b>Cycling and public transport</b> Comments in this theme mention public transport or cycling provision. Views differ on the inclusion of some provision, with some agreeing and some disagreeing.</p>	<p>12</p> <p><i>"...need for a unidirectional electric bus for people with disabilities or with heavy purchases."</i></p> <p><i>"More trees are needed, and I believe cyclists should be allowed to use the space, maybe by a dedicated cycle path in the centre."</i></p> <p><i>"...public transport is an issue. Also allowing cyclists could be dangerous for pedestrians - not all cyclists are polite..."</i></p> <p><i>"What will happen with local buses? How will people travel from one area to another, when the Parade was a direct route for most? You should bring back the trams that used to run from the top of the Parade."</i></p> <p><i>"No evidence of cycle lanes?"</i></p> <p><i>"...At the moment the town Hall is just full of Uber eats and Deliveroo bikes/scooters - will that change? Maybe there could be a place for them - but like a taxi tank? The reality is they'll be the people who use it most because all the restaurants are there."</i></p>
	<p><b>Unrealistic or unlikely</b> Comments in this theme speak about the proposed plan being unrealistic or unlikely</p>	<p>11</p> <p><i>"I understand the appeal in the extra plants and seating, but this isn't the Mediterranean. For much of the time it's going to be cold and wet. Most of the pedestrianised areas I've seen in the UK have been poorly used for most of the year..."</i></p>

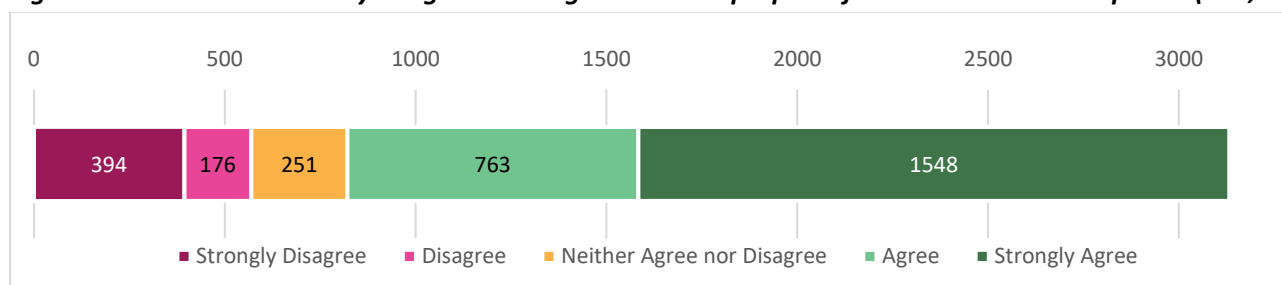
	<p>to work – topics mentioned include footfall and business, the environment and suitability for the climate.</p>		<p><i>"A few trees would be nice, but realistically this is not going to make a difference for the environment. Patches of nature will not thrive in isolation as the barren paved surroundings will inhibit the movement or interest of insects, birds and pollinators..."</i></p> <p><i>"In principle this sounds nice, although I find it highly unrealistic and unlikely given that plenty of shops have already shut down due to how expensive it is."</i></p> <p><i>"...Have some concerns about the practicality."</i></p> <p><i>"I would really love to think that it would be like the images but somehow feel that this is not the world we live in now. Reality is somewhat different. Daytime footfall is low due to lack of good retail. And I don't think more nail bars and barbers will bring people in. Night time is bars and food. Not the demographic who really cares."</i></p>
	<p><b>Seating or plants</b> Comments in this theme express opinions on implementing seating and greenery in the proposed plans, including as part of hospitality.</p>	<p>11</p>	<p><i>"...focus more on markets, seating room for cafes, bars and restaurants to have outside sun space."</i></p> <p><i>"We have spaces for rest elsewhere. Yes to seating while shopping and yes to green but not sure on the rest as it's not a park."</i></p> <p><i>"Seating is welcome however more seats with back and arm rests would be more useful for older residents and those with disabilities..."</i></p> <p><i>"Outside business seating for hospitality is all I want."</i></p> <p><i>"The planting of trees etc looks like a good initiative."</i></p> <p><i>"I like the idea of increasing biodiversity and community engagement by providing more seating however I believe this could be achieved without full pedestrianised streets."</i></p> <p><i>"...We need seating areas for cafes and restaurants with covers, lots of lighting for the evenings and then general seating, features and lots of greenery."</i></p>
	<p>Other themes mentioned by less than 10 respondents: Maintenance (n=9) Support aspects on the plan (n=8) More information or plan needs development (n=5) Don't pedestrianise (n=5)</p>		

Knock-on impact on traffic (n=4)
Not needed (n=4)
Accessibility (n=4)
Against child friendly features (n=4)
Preserving character (n=3)
Businesses (n=4)
Parking (n=2)
Support for child friendly features (n=2)
Wind chimes (n=2)
Cost (n=1)
Issue with name (n=1)
Keep it simple (n=1)
Refers to previous response (n=1)
Anti-social behaviour (n=1)

#### 4.5 Town Hall Square – The Civic Heart

The second potential project was Town Hall Square. This was a required question, although two people didn't provide a response so 3,132 individuals (99.9%) answered this question. Figure 8 and Table 13 show that the most selected answers were strongly agree (49.4%), followed by agree (24.4%). Strongly disagree was the next most common choice (12.6%), with disagree selected by 5.6%, which was less frequent than neither agree nor disagree (8.0%).

**Figure 8 – To what extent do you agree or disagree with the proposal for a new Town Hall Square? (n=3,132)**



**Table 13 – To what extent do you agree or disagree with the proposal for a new Town Hall Square? (n=3132)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
394	176	251	763	1548
12.6%	5.6%	8.0%	24.4%	49.4%

Respondents were then provided with a free text box to add comments, prompted with the text 'If you wish, please use the space below to explain your response'. There were 817 respondents (26.1%) who provided a comment. Responses were grouped and analysed by the answer provided to the question above. 404 comments were from those who selected 'agree' or 'strongly agree', 299 from those who selected 'disagree' or 'strongly disagree', and 114 comments from respondents who were neutral (selecting 'neither agree nor disagree', or did not answer).

**Table 14 – Themed responses explaining ‘to what extent do you agree or disagree with the proposal for a new Town Hall Square?’ (n=817)**

	Theme	Count	Example Quotes
Respondent selected ‘Agree’ or ‘Strongly Agree’ (n=404)	<b>Against or unsure about water features</b> Comments in this theme feel unsure about, or do not support water features as part of the proposed plans. Considerations raised in the comments include things such as cost, maintenance, and misuse.	94	<p><i>“Not sure a water feature is a great idea. Will need specialised maintenance and repairs. Nothing worse than a broken feature. Warwick's is hardly noticed.”</i></p> <p><i>“The water feature might be a bit too big / disruptive. but it's still ace.”</i></p> <p><i>“Do not agree fountains or water feature are a good idea, unless they can be switched off to allow space to be used for other purposes (e.g., outdoor cinema).”</i></p> <p><i>“Great idea but do not agree with the water feature... (Not sustainable - waste of water, energy use, unnecessary maintenance costs, etc.)”</i></p> <p><i>“...mirror pools and water fountains are a waste of water and prevent flexible use.”</i></p> <p><i>“Love the ideal of having another communal space, less fussed on the fountain display.”</i></p> <p><i>“A large water feature(s) running costs might become prohibitive in the long term.”</i></p> <p><i>“I must admit I am not wholly convinced by the water feature aspect of the designs, however I appreciate it would make a good focal point in front of the town centre...”</i></p> <p><i>“Not sure about the water feature. These are too often vandalised, i.e., washing-up liquid and full of rubbish.”</i></p> <p><i>“I just think a fountain plaza is so basic. They have them everywhere.”</i></p>
	<b>Space for events, markets, business and arts</b> Comments in this theme are focused on utilisation of the space for events or markets. Many comments speak of the positive impacts of this on the area, and local community.	83	<p><i>“...I would welcome the option to be able to host events on the square, for example offer free dance classes to the public.”</i></p> <p><i>“I think the flexible area to change through seasons with markets, an ice rink and outdoor cinema would work perfectly!”</i></p> <p><i>“Have more craft and artisan markets.”</i></p> <p><i>“Looks amazing, market and events area sounds great.”</i></p> <p><i>“Helps encourage events etc, provides a focal point for community groups.”</i></p>

		<p><i>"Having an area dedicated for pop-up events will give people an incentive to keep visiting to see what's going on."</i></p> <p><i>"A central events space would provide some interest, however, there needs to be consideration of the impact on events in Pump Room Gardens and join up/safety of routes between."</i></p> <p><i>"I completely agree with the idea of increasing the space for events and creating a plaza, alongside the obvious benefits with Christmas and public holidays, this could be a fantastic opportunity to tie in with external agencies for road shows, blood drives etc..."</i></p> <p><i>"People want shops!"</i></p> <p><i>"A new square would create space for people and activities, it would need to be carefully curated to ensure it was used positively. It has the potential to play a key role in how the town evolves."</i></p> <p><i>"...The things to do, shops/cafes/ restaurants/bars/pubs along the street being really good and attract people beyond something they can drive to. This will be driven both by quality and location."</i></p> <p><i>"Markets would be great for small businesses."</i></p> <p><i>"When the water is off, I think you should allow some bands to perform so you don't just have to use the band stand."</i></p> <p><i>"The space outside the Town Hall has, traditionally, been used by groups with pop up stalls to promote causes. Any redevelopment should retain this ability."</i></p>
	<p><b>Focal point and town hall</b></p> <p>Comments in this theme express the importance of having a focal point in Leamington. Some comments identify Town Hall specifically, whilst others talk more generally about the benefits of having a central point in Leamington.</p>	<p>66</p> <p><i>"...The stunning Town Hall building does get lost in all the traffic, so I love the idea of making it a feature."</i></p> <p><i>"Nice to have a focal point in the town. It will look so much more inviting than currently."</i></p> <p><i>"The town hall needs to be a focal point as it has been neglected for many years."</i></p> <p><i>"I think Leamington needs a main feature that creates interest and is representative of the great town it is!"</i></p> <p><i>"Again, whoever came up with this should be commended. We love (at least I do!) the way so many European towns and cities of all climates have wonderful squares as their beating hearts. And I wonder why the UK doesn't follow the same tried and tested</i></p>

		<p><i>concept. So, I'm delighted you're proposing this for Leamington."</i></p> <p><i>"Support the protection and promotion of the historic building..."</i></p> <p><i>"The Town Square could be a wonderful focus for Leamington. In so many European towns and cities the heart is a vibrant, bustling and attractive piazza. Leamington needs that focus."</i></p> <p><i>"The creation of the proposed focal point has obvious attractions. An indication of what those attractions will be should be investigated with partners and explained within the plan."</i></p> <p><i>"Currently Leamington doesn't really have a central heart. This will definitely achieve this. Additionally, there is no specific central event space. Most events happen at the Pump Room Gardens which is great for large events, but a central heart the way this concept is designed will be amazing for more everyday pop-up events and exhibitions."</i></p> <p><i>"The addition of a new Town Hall square will be a significant contribution to the development of the centre of town. It also contributes to the improved linkage to the beautiful gardens and parks."</i></p>
	<p><b>Support for the water feature</b></p> <p>Comments in this theme support the implementation of a water feature. Many comments note the aesthetic benefits of this, amongst other topics such as space for children to play and links to the spa. Some comments highlight additional considerations such as maintenance.</p>	<p>52</p> <p><i>"Having a natural aspect with water will make this very attractive."</i></p> <p><i>"I like the idea of the water mirror and the fountain, but please be aware of the maintenance required to keep it neat after some years..."</i></p> <p><i>"Think the area should be fun, with lots of greenery and a water feature. As long as the areas are kept really clean, and it's well maintained."</i></p> <p><i>"Wonderful concept given how the town is (and can be) used. Lovely to include a water feature given it is a spa town."</i></p> <p><i>"I like the idea of water being used and a link to its spa history. Heritage link."</i></p> <p><i>"This is a great idea. Having a fountain that children can run in and out of and play in is a great idea..."</i></p> <p><i>"Fountains really help freshen the air and bring life to an area. They can be expensive to maintain so I'm wondering if there are environmentally friendly water features that might work."</i></p>

	<b>Maintenance</b> Comments in this theme emphasise the importance of considering maintenance in the plan. Some mention specific elements such as water features. Some also express concerns about cost and having a plan for maintenance going forwards.	47	<p><i>"...They need a lot of maintenance to keep looking in a good condition and cost a fair bit to run..."</i></p> <p><i>"This looks great for the town community and visitors. Please ensure that any water feature / lighting / sculpture does not obstruct the multifunctional use of the space or turn into an eyesore if not maintained properly..."</i></p> <p><i>"Care should be taken to make this space clean, simple and affordable to maintain..."</i></p> <p><i>"Please find an alternative to the water feature. This is very expensive and the ongoing management and maintenance of this increases the council's workload..."</i></p> <p><i>"...Ice-rink and fountains are high maintenance but would attract people."</i></p> <p><i>"As long as adequate resources are put in to keep it clean and tidy."</i></p> <p><i>"We already have the very beautiful and well use Jephson Gardens and Victoria park. My priority is that they continue to be maintained to the high standard currently achieved."</i></p>
	<b>General agreement</b> Comments in this theme express general agreement and support for the proposed plans.	40	<p><i>"Would be fantastic to have a space like this."</i></p> <p><i>"A Town Hall square would enhance the lower half of the Parade and put it in line with the square in Warwick town centre."</i></p> <p><i>"Love the plan for the town hall."</i></p> <p><i>"Equally feel the same about this idea too, it is truly beautiful, and I think it will attract a lot of tourism. I think it has potential to be as lovely and busy as Stratford upon Avon."</i></p> <p><i>"This s such a people centred plan, wonderful!"</i></p> <p><i>"A modern and green town centre."</i></p> <p><i>"Sounds like a great use of space - both fun and practical."</i></p> <p><i>"This smaller area would suffice instead of ruining the entire Parade."</i></p>
	<b>Opportunities for socialisation, relax and enjoy community</b> Comments in this theme celebrate the	34	<p><i>"...Make it fun and where people will want and love to be."</i></p> <p><i>"...I look forward to sitting and eating lunch, or maybe even reading a book, whilst surrounded by trees and water features."</i></p>



	<p>introduction of a space that can be used for socialisation, community gathering and relaxation.</p>		<p><i>"Such a great plan - to make it a space people want to use and be part of - the additional events will make Leamington a real destination again as well as somewhere its locals with benefit from."</i></p> <p><i>"...I am sure cultural and community groups would love to have such a space available without the need to apply for road closures, etc."</i></p> <p><i>"...With a young family, having spaces like this would be amazing especially places to meet and hang around."</i></p> <p><i>"I was in Coventry this week and there were lots of families gathering around the water feature in their pedestrianised centre, playing in the warm weather. It was lovely to see people enjoying the space. The same in Leamington would be an asset."</i></p> <p><i>"Would be good to have a community space to gather."</i></p> <p><i>"There are so many children in Leamington like anywhere, the more activities such as this playful fountain the better. Giving an area for families to congregate and interact, again enforcing a more community feel."</i></p> <p><i>"Enhancing Culture and Community Increased Cultural Offerings: I'd love to see more community events, including opportunities for art, music, theatre, nature-focused activities, movie screenings, educational talks, and workshops. This could range from educating the community about bee-friendly gardens to other nature-friendly discussions. Intergenerational Connection and Inclusivity: Leamington has a large elderly community, and it's vital to ensure they can easily access all new areas. I'd love to see initiatives that integrate and encourage socialisation between different age groups to combat the loneliness epidemic and support mental health for everyone. This would help build a strong social community and support network, providing opportunities for young and old to connect..."</i></p>
	<p><b>It will be an improvement</b> Comments in this theme highlight the ways in which the proposed plans will improve the area.</p>	<p>29</p>	<p><i>"At the moment the town hall and that surrounding corner seems really unmemorable and a bit grim, the proposed design seems like it will give that space a well needed boost. The idea to create a multifunctional space also really interests me."</i></p> <p><i>"a fantastic idea to revitalise a part of town that does not currently stand out against the back drop of a busy road."</i></p>



		<p><i>"This would make the town centre so much more inviting and modern. It makes me think of Bath Spa and Oxford!"</i></p> <p><i>"An interesting idea which will enhance the area at the bottom of Parade and will contribute to cooling."</i></p> <p><i>"This would be a massive improvement the area would greatly benefit from investment and removing traffic from the equation would eliminate what is currently a difficult crossing where drivers seem to show little regard for pedestrians."</i></p> <p><i>"I think this section is the strongest in terms of its beneficial impact. The setting is perfect, the space is available..."</i></p>
<p><b>Greenery and nature</b></p> <p>Comments in this theme focus on considerations that should be made in the proposed plans for nature and greenery. Many comment that they like additional greenery.</p>	27	<p><i>"Prefer a green space to a water feature."</i></p> <p><i>"some more semi-permanent street planting the same as Warwick square and it's olive tree planters could soften the area looks quite stark in artist impression."</i></p> <p><i>"...I hope it doesn't discourage the peregrines nesting above the Town Hall to move, due to the extra amount of people and no doubt noise in the area."</i></p> <p><i>"An exciting concept to draw more attention to the towns wonderful buildings and to maintain and beautify the area with planting and seating. Bringing natural elements .... Trees etc onto the Parade will enhance the area and bring far more foot fall into Leamington from afar."</i></p> <p><i>"...Whatever the idea that comes of the town hall square I hope the nesting peregrine falcons at town hall are taken into account as we should do our utmost to not upset the local wildlife."</i></p> <p><i>"I love this direction, but I'd prefer it to be greener and less brick."</i></p> <p><i>"...Planting and seating is a key..."</i></p> <p><i>"...does the plan include the large Plane tree with its rookery?"</i></p>
<p>Other themes were identified that less than 20 respondents mentioned, including:</p> <p>Seating, including outdoor dining (n=19)</p> <p>Support for multipurpose use of the space (n=17)</p> <p>Seasonal considerations (n=14)</p> <p>Support for cinema or ice rink (n=14)</p> <p>Pedestrianise (n=13)</p> <p>Anti-social behaviour (n=12)</p> <p>Support for child friendly features (n=12)</p> <p>Accessibility (n=11)</p>		

	<p>Public transport and cycling (n=10)  Connection between spaces (n=10)  History, character and architecture (n=10)  Keep it simple (n=9)  Knock-on impact on traffic and surrounding area (n=9)  Safety (n=8)  Parking (n=8)  Cost (n=7)  Not needed or not a priority (n=7)  Don't pedestrianise (n=7)  Concerns about bikes and scooters (n=3)  Better facilities (n=4)  Against the ice rink (n=1)  Against child friendly features (n=2)  No trees (n=1)</p> <p>9 comments refer to a previous response or were categorised as other'.</p>		
<p><b>Respondent selected 'Disagree' or 'Strongly Disagree' (n=299)</b></p>	<p><b>Not needed or not a financial priority</b></p> <p>Comments in this theme speak of the proposed project, or parts of it, being unnecessary or not a financial priority. Some note that existing areas of Leamington meet need. Other comments note the plan is excessive and smaller projects could be implemented.</p>	<p>97</p>	<p><i>"Put a tea room inside the town hall and a few tables and chairs outside. That would be enough. There is enough space already outside the town hall without closing the Parade. There is a fountain already nearby why on earth put in another one. Bonkers idea."</i></p> <p><i>"...Not wanted, needed, not necessary..."</i></p> <p><i>"It just isn't needed! It's fine to close the Parade sporadically for things like Christmas lights but it is ridiculous to close it permanently."</i></p> <p><i>"A water feature is just going to be a hugely expensive project that wastes water and will end up full of litter. We don't need this."</i></p> <p><i>"Totally unnecessary, especially in this cash strapped District."</i></p> <p><i>"There is probably enough space to create a mini square without the major negative impact of closure of the Parade."</i></p> <p><i>"Nice idea but who will pay for the cost of water for these fountains? Is it needed? Again, people need a reason to come to the town i.e. shops."</i></p> <p><i>"Given the huge amount of space that will be available by removing motor vehicles from the Parade I'm not convinced we need this to be so large. Might be better to maintain vehicle access to Regent Grove for buses and others."</i></p> <p><i>"I think this is a total waste of time. The Pump Room Gardens are within sight of this proposed area and already provide everything that would be put in here. This is the less used end of Leamington and would</i></p>

		<p><i>possibly end up as sad as the lower floor of the Royal Priors looks now. Spend the money getting better retailers into Leamington, improving parking and public transport."</i></p>
<p><b>Concerns about cost</b></p> <p>Comments in this theme express concern about the cost of the project. Some comments speak about alternative things to fund. Many of the comments in this theme align with the theme above, with several comments noting that the proposed project is not a financial priority or a waste of money.</p>	73	<p><i>"Again, taxpayers' money should not be spent on this given the current climate. Businesses will lose trade as roads will be too congested to get to Leamington..."</i></p> <p><i>"Improve - pavements. They are a liability - and very dangerous. Do this before suggesting huge expense - and a "masterplan."..."</i></p> <p><i>"Waste of council payers' money when a building already exists."</i></p> <p><i>"Should invest more in preservation of green spaces and parks - and parking spaces rather than expensive plan that will make town centre deserted place."</i></p> <p><i>"I would like to know where all the money is coming from. We have so many empty shops because of high rents. But somebody thinks it alright to spend this money and cause mayor disruption to the town centre and what few shops we have left."</i></p> <p><i>"If money was no object, it wouldn't matter but someone will have to pay for this, and I imagine it is the council taxpayer."</i></p> <p><i>"Money could be spent on more urgent matters."</i></p> <p><i>"Completely unnecessary money expenditure which could be used elsewhere e.g. keeping lighting on, increasing bins around the town, increasing seating."</i></p> <p><i>"Would be better to invest in the spa waters, what Leamington was famous for."</i></p>
<p><b>Not in support of water feature</b></p> <p>Comments in this theme do not express support for water features, raising concerns about the lack of benefits it will bring, as well as maintenance, water usage, aesthetics and safety.</p>	37	<p><i>"...the water feature is a pointless waste of space and water."</i></p> <p><i>"Do not like modern water feature, should be Victorian in design."</i></p> <p><i>"Fountains in one of the parks would be a much better idea (and less wasteful of the water required). Fountains along a main street, and so wet streets, make that space a hazard for older and disabled people."</i></p> <p><i>"Excessive use of water resources seems wasteful. Could utilise the space in other various ways and focus on cleaning real water features in town like the rivers."</i></p>

		<p><i>"Please, no water features. They are awful, they encourage anti-social behaviour. No need for water play in the square, that's what the park is for."</i></p> <p><i>"We don't need a fountain, we already have them in Jephson Gardens..."</i></p> <p><i>"Water features are present in most town centres and do not provide any useful function."</i></p>
<p><b>Address existing issues</b></p> <p>Comments in this theme speak about address existing issues, including business, current pavement issues, footfall, transport, roads and parking. Some comments note more generally that existing areas need maintenance.</p>	37	<p><i>"Are these proposed changes going to bring back shops to the town centre? I doubt it."</i></p> <p><i>"Improve the pavement with seating, planting and fixing the loose paving slabs but leave private vehicle access."</i></p> <p><i>"...Spend the money getting better retailers into Leamington, improving parking and public transport."</i></p> <p><i>"...We need shops and businesses before pedestrianization. We need free parking and potholes sorting. Parking on The Parade would be a much better plan."</i></p> <p><i>"There is no demand for this area now, so how would the demand be created? What would change to recreate the need for the area? No details are in the plan so hard to agree to something that on the front of it is a waste of public resources..."</i></p> <p><i>"We don't need a new square, just repair and maintain what we have!"</i></p> <p><i>"Improve the area we have. It doesn't need to be traffic free."</i></p> <p><i>"Would be better to invest in the spa waters, what Leamington was famous for."</i></p> <p><i>"Given the size of town and our extensive parks this seems like an unnecessary expenditure given other challenges in the town and areas of potential improvement."</i></p>
<p><b>Traffic Issues</b></p> <p>Comments in this theme raise traffic issues that may occur as a result of the proposed plans – many comments speak of potential congestion and delays from the knock-on impact of</p>	27	<p><i>"I think redoing the current path in front of the town hall would be a welcome change but not removing traffic access isn't going to help the rest of the road system around town maybe having a design that keeps the road as well..."</i></p> <p><i>"Again, only to the extent that it is poorly conceived and does not address traffic management. Sort the traffic and then it will become clear what ideas can be viable and affordable."</i></p>

	<p>traffic on surrounding roads.</p>		<p><i>"Moving traffic from one place to others causing gridlock elsewhere won't reduce pollution overall. Road users are people too, usually going about day-to-day work, businesses, deliveries, etc. Some are even families driving children to school. Wouldn't better electrified public transport and a park and ride scheme also reduce traffic and pollution? This scheme seems very short sighted."</i></p> <p><i>"You will ruin the side streets and the whole idea is a mess of too many cooks. Some of these reasons include concerns over access for emergency services, negative impacts on local businesses, and potential congestion in other areas... As a result of pedestrianisation, drivers who would otherwise have used these closed areas are forced to use alternative routes to reach their destination. This can lead to an increase in traffic on these alternative routes, which can ultimately lead to congestion as more drivers occupy the same road space. This can result in traffic jams, delayed travel times, and increased frustration for drivers and pedestrians alike..."</i></p> <p><i>"Town Hall Square would be part of the increased traffic problems."</i></p>
	<p><b>Don't pedestrianise</b> Comments in this theme are against pedestrianisation or restricting traffic. Some comments note this generally, whilst others give specific reasons, such as anti-social behaviour or traffic issues.</p>	25	<p><i>"Again, blocking traffic is a very bad idea."</i></p> <p><i>"Mainly I think it's too much pedestrianisation and I'm concerned about movement of private vehicles. Access to library for those needing cars who can't manage in other ways and don't have disabled badges."</i></p> <p><i>"...we need vehicular access to the Parade."</i></p> <p><i>"Presumably this could only go ahead if the Parade is pedestrianised. And I don't agree with that proposal."</i></p> <p><i>"Pedestrianising the town centre would cut off crucial access for disabled people, strip the town's character, and increase unnecessary strain on the surrounding roads..."</i></p> <p><i>"I don't think this area should be pedestrianised but even if it was, replacing it with a paved area does not make the place more attractive."</i></p>
	<p><b>General disagreement</b> Comments in this theme express disagreement or a lack of support for the proposed project.</p>	25	<p><i>"You're losing the uniqueness of Leamington town that attracts so many people. Your proposal is just mirroring all other towns."</i></p> <p><i>"Leave this beautiful town alone - not everything needs local government intervention."</i></p> <p><i>"Be creative!"</i></p>

		<p><i>"Please leave Leamington alone."</i></p> <p><i>"Pretty pictures but these will not be reflected in reality."</i></p> <p><i>"Again, it won't look like this. Councils have almost no money, it will look old and tired within a few years and will not be maintained."</i></p> <p><i>"This idea will make it very difficult to hold the various Parades etc such as Remembrance Sunday as there will not be enough room."</i></p>
<p><b>Anti-social behaviour and safety</b></p> <p>Comments in this theme note the impacts the proposed plans may have on anti-social, intimidating or unwelcome behaviour. Some comments note very specific situations, whilst others speak for generally.</p>	21	<p><i>"I do not think people will use it for what it is intended for and possibly cause anti-social behaviour."</i></p> <p><i>"These will probably get destroyed by some individuals."</i></p> <p><i>"...I suspect all the plans for the Town Hall Square will end up encouraging the congregation of large groups of youths and pavements cafe users - all of which can be intimidating to the elderly."</i></p> <p><i>"This will be an area for drug users and public drinkers."</i></p> <p><i>"This is simply not needed and will add little value. I would fully expect it will rapidly become a no-go area for much of the community as some of the less savoury elements of our community congregate and intimidate (consciously or otherwise) other people."</i></p> <p><i>"I have mentioned this already. You have to be able to ensure that the area is not used as a gathering place for intimidating groups."</i></p> <p><i>"...This is quite a transitional area in town and where many people get in and park to use restaurants. I don't feel safe in the multi-storey car parks in the evening. I think not being able to park here would put me off coming into town for dinner."</i></p>
<p>Several other themes were identified, that were mentioned by less than 20 respondents, including:</p> <ul style="list-style-type: none"> <li>Parking (n=18)</li> <li>Accessibility (n=17)</li> <li>General disagreement (n=17)</li> <li>Don't like the design (n=15)</li> <li>Public transport (n=13)</li> <li>Criticism of council (n=13)</li> <li>Access to specific areas (n=12)</li> <li>Greenery and seating (n=10)</li> <li>Not the right location (n=8)</li> <li>Concerns about bikes or scooters (n=7)</li> <li>Seating (n=5)</li> <li>Pedestrianise (n=4)</li> </ul>		

	War memorial/statues (n=4) General agreement (n=2) Issue with name (n=1)  16 comments referred to a previous response or was categorised as 'other'		
<b>Respondent was neutral - selecting 'Neither Agree nor Disagree', or did not answer (n=114)</b>	<b>Not needed or won't make a difference</b> Comments in this theme feel that the proposed project is not needed or there are better alternatives. Some comments note that it is unclear what the benefits the plan would provide.	28	<i>"The theory of a town square is lovely. It is not practical however."</i>  <i>"Agree that a square is what makes Warwick special, however not sure that this will help Leamington. Leamington grid system doesn't naturally lend itself to a central square. I don't know what the answer is to help Leamington get back to its former glory, but I'm not sure that this is going to make much of a difference deep down."</i>  <i>"I'm not against it but I'm not sure of the benefits of such a space."</i>  <i>"It's not needed. We already have Pump Room Gardens which is used for many different events..."</i>  <i>"Unsure who this serves - Leamington already has several under-utilised crown-jewel type spaces which would seem to simply be competition to this."</i>  <i>"It would be much better to spend money on converting the Town Hall itself to new uses. It must be possible to find a way round the difficulties posed by the conservation order on the building."</i>  <i>"I'm not sure this is necessary. Just pedestrianize in front of the town hall and include benches as you propose to do for the rest of the Parade. I don't think defining this as a 'town square' and spending extra money on this particular part of the pedestrianization will benefit any residents or visitors."</i>  <i>"This seems slightly unnecessary and could add considerably to costs."</i>  <i>"To me this is lower priority than the Parade regeneration."</i>  <i>"Why? I don't feel it is needed. Go to the park. Town centre is not a play area."</i>
	<b>Against or unsure about water fountains</b> Comments in this theme are against or express uncertainty about water features.	26	<i>"On the whole I like the idea however I have never seen the appeal of dynamic water features with random fountains and an otherwise really shallow pool."</i>  <i>"I don't agree with a fountain plaza as they never seem to be working in other locations and are a big expense but otherwise like the idea of a space for an artisan market etc."</i>



	<p>Some comments suggest alternatives.</p>		<p><i>"Not sure of long-term value / upkeep of water feature. Nice idea but too costly given current public sector constraints."</i></p> <p><i>"I feel a water feature is unnecessary and has potential for encouraging anti-social behaviour e.g. splashing passers-by."</i></p> <p><i>"I'm not sure the mirror pool is a great idea, who will maintain it? What evidence do you have that this installation works? Do you have references from LDA's examples? If it requires a lot of maintenance, then risk is it gets switched off for long periods and you have a substandard non mirrored paving layout."</i></p> <p><i>"The fountains could be good. And fun and inviting for children although water jets in the pavement aren't the most imaginative use of water."</i></p> <p><i>"Do we need to spend on extensive extra water features? There are fountains, river and lake in the adjacent Jephson Gardens. This is a Spa town ... Maybe a raised water feature to illustrate a spring, simpler than illustrated, not something that could easily be abused."</i></p>
	<p><b>Only change some aspects</b> Comments in this theme encourage changing some aspects of the proposed plan only.</p>	<p>23</p>	<p><i>"I like the idea of making the town hall more of a feature! Can you do it without destroying access to the Parade and causing chaos. I would want to see pump rooms, and spa centre upgraded too."</i></p> <p><i>"This looks like a nice, but do you need to get rid of the Parade. We could redevelop the spaces around the town hall which aren't used. Maybe make more of a feature of the flower beds We also already have multiple gathering spaces in the town - the Pump Room Gardens for example."</i></p> <p><i>"Needs another location that does not cut off Parade."</i></p> <p><i>"I am a bit ambivalent about this area - a square might be nice if it is activated somehow during the week. I am not sure the 'fountain' fulfils the town's potential as a Spa Town - I'd have liked to see the water start at Christchurch Gardens / top of Parade and flow down. Spread the love wider. Can't help but think water will be very expensive. The space can be improved for sure. Perhaps the space should be given to businesses to spill out?"</i></p> <p><i>"Disagree with making this totally pedestrianised but think the area could be improved with seating, planting and a feature."</i></p>

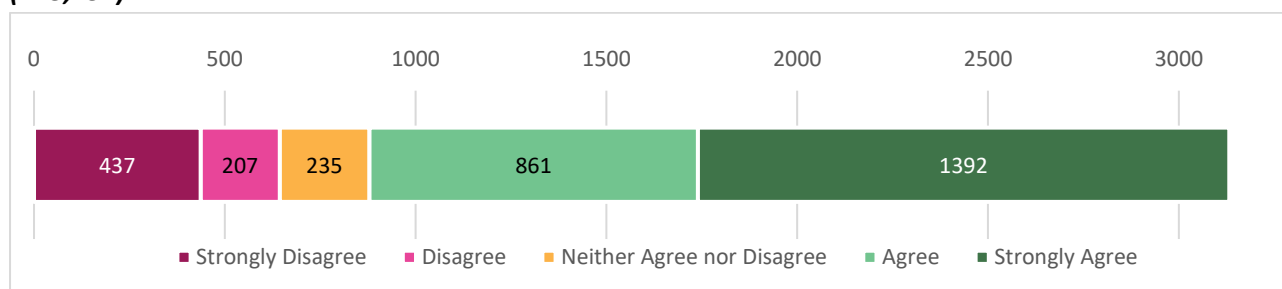


		<p><i>"Less pavement, more trees, more exposed soil and use of water features for nature as well as visual effect/play."</i></p> <p><i>"Aspects of this are nice. The town hall space is already used for gatherings like the Christmas Light Switch-on event. Improving the paving and aesthetics is supported. However, the gardens by businesses need to be flexible and I am not sure how loading occurs for them - there may be too many? The water will be very expensive to install and maintain. It is a poor relation to the idea of re-connecting the town with its spa waters. Please be more creative."</i></p>
	<p>A range of other themes were mentioned by less than 20 respondents, including:</p> <ul style="list-style-type: none"> <li>Don't pedestrianise (n=11)</li> <li>Traffic concerns (n=10)</li> <li>Cost (n=9)</li> <li>Maintenance (n=8)</li> <li>Address existing or other issues (n=8)</li> <li>Seasonal considerations (n=7)</li> <li>In support of a water feature (n=7)</li> <li>Unsure how it will work (n=5)</li> <li>Markets (n=5)</li> <li>Public transport (n=5)</li> <li>Anti-social behaviour and safety (n=5)</li> <li>General agreement (n=5)</li> <li>Concerns about bikes/scooters (n=4)</li> <li>Pedestrianise (n=2)</li> <li>Accessibility (n=2)</li> <li>Design will be outdated (n=1)</li> </ul> <p>4 responses were categorised as other.</p>	

#### 4.6 Warwick Street and Regent Street – Key Connecting Streets

The next potential project concerned the key connecting streets to Parade of Warwick Street and Regent Street. This was a required question, although two people didn't provide a response so 3,132 individuals (99.9%) answered this question. Figure 9 and Table 15 show that the most selected answers were strongly agree (44.4%), followed by agree (27.5%). Strongly disagree was the next most common choice (14.0%), but again disagree was selected by 6.6%, which was less frequent than neither agree nor disagree (7.5%).

**Figure 9 – To what extent do you agree or disagree with the proposals for Warwick Street and Regent Street? (n=3,132)**



**Table 15 – To what extent do you agree or disagree with the proposals for Warwick Street and Regent Street? (n=3,132)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
437	207	235	861	1392
14.0%	6.6%	7.5%	27.5%	44.4%

Respondents were then provided with a free text box to add comments, prompted with the text ‘If you wish, please use the space below to explain your response’. There were 735 respondents (23.5%) who provided a comment. Responses were grouped and analysed by the answer provided to the question above. 319 comments were from those who selected ‘agree’ or ‘strongly agree’, 342 from those who selected ‘disagree’ or ‘strongly disagree’, and 74 comments from respondents who were neutral (selecting ‘neither agree nor disagree’, or did not answer).

**Table 16 – Themed responses explaining ‘to what extent do you agree or disagree with the proposals for Warwick Street and Regent Street?’ (n=735)**

	Theme	Count	Example Quotes
<b>Respondent selected ‘Agree’ or ‘Strongly Agree’ (n=319)</b>	<b>Traffic management</b> Comments in this theme provide suggestions for traffic management – some are very specific, whilst others comment more generally.	71	<p>“More traffic will use these streets as a cut through and thus will be busy for mixed space use - how this works in terms of volume of cars going through and who has precedence will be crucial otherwise the need for precedence crossing points will be high if a continuous stream of cars comes through these streets over the Parade.”</p> <p>“Removal of traffic lights might make it difficult for pedestrians to cross, there is a lot of through traffic on Warwick Street in particular. Cars aren't going to stop just because the road has a bump in it.”</p> <p>“Action to reduce vehicle speeds to the limit of 20mph and preferably well below throughout the central section is important...”</p> <p>“Closing these streets will inevitably increase traffic on the surrounding roads which at times are already congested.”</p> <p>“Agree, traffic should be slowed and minimised...”</p>

			<p><i>"I think the flow of traffic on Warwick Street should be restricted to a single lane for one-way traffic to further eliminate traffic from the Parade and create an even stronger sense of Pedestrian ownership. There is also a safety case for this as it would be easier to cross only having to look one way for traffic."</i></p> <p><i>"Will need to ensure that vehicles are very clearly warned (signage) that pedestrians have priority at intersections."</i></p> <p><i>"Completely agree with additional outdoor seating space for business."</i></p> <p><i>I am somewhat curious on how the traffic would be managed, to ensure that drivers don't drive down the pedestrianised walkway, from both a traffic management and a security point of view."</i></p> <p><i>"...Some reservations around extra traffic outside the shop but if the right traffic flow (e.g. Traffic lights) is implemented, it shouldn't be a problem."</i></p> <p><i>"Consideration of whether both streets need to remain through streets."</i></p> <p><i>"Maybe one way only? Buses to use?"</i></p>
	<b>General agreement</b> Comments in this theme express general agreement or support for the proposed plans.	48	<p><i>"This seems well thought through, with parklets, bicycle parking and consideration made for deliveries and local transport."</i></p> <p><i>"It seems like a great idea."</i></p> <p><i>"Less traffic and cars are always a bonus, encourages people to park up and walk more and enjoy their day."</i></p> <p><i>"Excellent thinking once more, I think you're spot on with your proposal for Warwick St and Regent St."</i></p> <p><i>"Local business might protest, drivers might protest but we have a serious duty to improve our planet and environment."</i></p>
	<b>Safety concerns</b> Comments in this theme raise a range of safety concerns, including safety mixing vehicle and pedestrian space, anti-social behaviour, and protection against terror.	40	<p><i>"If traffic is permitted, pedestrian safety needs to be maintained i.e. pelican or zebra crossings. Lots of children use the Parade, so safety is important."</i></p> <p><i>"If the intersections are for use by pedestrians and vehicles it has to be safe. In other towns dual use areas can be confusing with no markings and both pedestrians and vehicles unsure of who has right of way."</i></p>

			<p><i>"I have a concern about cyclists, as they frequently go too fast near pedestrians, and they are usually silent, so people are not always aware of them, particularly elderly people. This should be taken into account when making the area 'people focussed'."</i></p> <p><i>"How will the emergency services be able to gain access? How will the police be able to give chase to people on bikes and illegal scooters in this area? How will you stop people on motorcycles using it? Snatching bags and phones is on the increase."</i></p> <p><i>"I agree with the proposal but do worry about how easy it will be for cars to cross and worry about arguments."</i></p> <p><i>"Need to ensure vehicles cannot enter the pedestrian areas given the recent incidents seen in Liverpool and in European cities."</i></p> <p><i>"The mix of traffic and people concern me with recent events in the news. Will the road area be lined with bollards to protect pedestrians? Also, when using my wheelchair, I am much lower than those walking, how will you ensure the safety of disabled people when delivery access is allowed and it's easy to miss a wheelchair with vehicles like that?"</i></p>
	<p><b>Pedestrianise or restrict traffic</b> Comments in this theme support pedestrianisation or some level of traffic restriction.</p>	34	<p><i>"I would also consider making the first half of those streets (from Bedford Street to Park Street) pedestrian so cars can only go up and down but not cross the Parade."</i></p> <p><i>"It seems clear that there needs to be at least one street with 2 way east to west traffic (Warwick Street) but would question why Regent Street can't be made traffic-free. Regent Street which has many boutique shops as well as cafes and restaurants would benefit from a traffic free environment."</i></p> <p><i>"Would be better if these were also pedestrianised and the traffic flow was stopped."</i></p> <p><i>"It's vital that ALL vehicles are prohibited from The Parade during (say) 8am-6pm, so that vehicles should only go straight across at these times, otherwise the whole benefit of a pedestrianised environment is diluted. The centre of Oxford suffers from a pedestrianised square area which has buses coming through it, creating quite a stressful environment. We need to ensure we don't repeat this - buses and pedestrians don't mix!"</i></p> <p><i>"I think you should completely remove the traffic crossing the Parade. In your proposals it will look pedestrianised to people so they won't look out for</i></p>

			<i>traffic and currently plenty of people ignore the no turning signs so this could still happen in your proposals."</i>
	<b>Outdoor dining and seating</b> Comments in this theme encourage and express support for outdoor seating and dining.	31	<i>"Sounds great and will encourage use of the coffee shops with outdoor seating."</i>  <i>"The outdoor dining areas are essential to make this work together with the planting and trees."</i>  <i>"These types of plans will boost footfall and attract businesses, particularly those that can have an outdoor seating license..."</i>  <i>"It needs to provide the right amount of the above to encourage people to come and sit down and eat and particularly outside when the weather is nice and it's a pleasant atmosphere for all."</i>  <i>"Definitely more sitting spaces - we love to sit down with a coffee and people watch! As well as the local cafes/restaurants having space for outdoor seating that is not overlooking the road."</i>
	<b>Businesses</b> Comments in this theme speak about encouraging business in the town, with some specifically mentioning types of business such as encouraging retail or small independent businesses.	30	<i>"You definitely need to connect these into the plan to ensure that you have a good number of independent businesses."</i>  <i>"At present it feels like Warwick Street in particular is suffering from the national issues of the move away from traditional retail shops to services which restricts its family appeal, and it now peters out very quickly once you move away from the Parade junction in either direction. It feels to me that it needs a specific focal point of attraction, or even two, either side of Parade. The mini plaza outside the Warwick St entrance to the Priors could be much better used."</i>  <i>"If there aren't any shops, it's all a waste of our council tax!"</i>  <i>"I think encouraging independent shops and businesses is very important."</i>  <i>"I am so please you have thought about the adjoining streets where the independent shops are as these really are some of the best things about Leamington. Don't forget Park Street which is very full of independent boutiques and clothes shops too."</i>  <i>"Again, this will do great things for small businesses. Currently when the market is on there is nowhere to sit to eat the great food from the stalls. This will be a great change."</i>  <i>"Supporting Local Businesses and Economy</i>

		<p><i>Addressing Business Closures: It's disheartening to see so many small businesses that were a part of our community close down due to unmanageable expenses (water, electricity etc.). It appears that businesses in retail parks are given incentives to pay less, which drives businesses away from our town centre.</i></p> <p><i>Improving Retail Options: Our shopping centre options are, frankly, dire. The continuous closure of retail shops in Leamington is a significant concern that negatively impacts the town's appeal and vitality.</i></p> <p><i>Boosting Local Salaries: If we want people to spend more in the town, we need to consider the current low salaries, particularly for administrative roles."</i></p> <p><i>"I think it is safe to say that the town centre has lots of vacant spaces at the moment and any new businesses are most likely eating establishments of some kind - is there anything in the masterplan that seeks to attract retail businesses to any part of the area? Out of town shopping is an anathema to many people, myself included. We want to use town centre businesses to buy our goods."</i></p> <p><i>"Please, please ensure there is protection for independent businesses, we don't want chains to move in. Also like in some European countries select day (s) for late night shopping/activity would be a good idea."</i></p>
	<p><b>Will improve experience</b></p> <p>Comments in this theme speak of how the proposed plans will improve the area.</p> <p>This includes comments that mention this approach has worked elsewhere.</p>	<p>29</p> <p><i>"Looks great and will bring a buzz to these side streets. There are already lovely businesses down these streets and will attract more to the area."</i></p> <p><i>"Much improved, these streets have a great feel and speeding vehicles and noise ruins this."</i></p> <p><i>"The domination of vehicles around Leamington centre is comparatively recent so the new designs allowing pedestrian priority in shared areas would seem to be a positive return to how the town was originally constructed before motor vehicles came to take precedent."</i></p> <p><i>"We recently visited Bari in Italy that has a similar layout to the one proposed. Please check it out."</i></p> <p><i>"This would create a safe welcoming environment with all the necessary links still in place. We feel these changes will transform Leamington Spa for the better and to the appeal of the town centre which is needed."</i></p> <p><i>"Yes, the Connecting Streets approach is excellent—it naturally slows cars down by making it clear that pedestrians have priority. I've seen similar designs in places like the Netherlands, Germany, and Denmark. Vehicles still pass through, but the pedestrian space is</i></p>

			<p><i>respected and preserved. I also really appreciated the level of detail in your plan—small touches like the drinking fountain are a great idea and make a big difference in creating a welcoming space.”</i></p> <p><i>“Again, looks excellent, the raised surface is a proven technique in urban design and will ensure pedestrian priority.”</i></p> <p><i>“These areas are closed during market days already. Closing these roads may also reduce noise pollution and enable a better experience.”</i></p>
	<p><b>Greenery</b> Comments in this theme emphasise the importance of including greenery in the proposed plans, as well as its maintenance.</p>	25	<p><i>“Maybe a bit more planting but I appreciate you need to accommodate vehicle use and it’s a tough call.”</i></p> <p><i>“Feels like it needs more trees that provide more protection from rain / sun.”</i></p> <p><i>“Selective planting of large and attractive trees could shroud and mitigate any unattractive architecture wherever identified throughout the project area...”</i></p> <p><i>“Trees need to be bigger.”</i></p> <p><i>“Trees and flower beds as well as seating are more important than bike parking.”</i></p> <p><i>“Integrating nature (trees, plants, etc.) to “soften” the pavements and make the space inviting will be very important.”</i></p>
	<p><b>Parking</b> Comments in this theme share views around parking and how the proposed plan will impact this.</p>	21	<p><i>“Support the idea but would want to see similar amounts of parking maintained nearby as often park on these streets.”</i></p> <p><i>“I support the pedestrianisation of the Parade; however, it becomes a futile effort if the council fails to address the parking situation and continues to enforce one-hour parking limits. People will avoid town centre if they cannot park for longer than an hour, as they will be unable to fully enjoy the activities or festivities while worrying about returning to their cars. The limited parking has negatively impacted the success of many small local businesses for this initiative to succeed, it must be sustainable for local businesses otherwise, it will remain a pointless endeavour.”</i></p> <p><i>“We need parking to accommodate the many staff members that work across the Parade and that can't use buses or cycle in.”</i></p> <p><i>“...Disabled parking bays must be along both Warwick/ Regent Street to make sure it's as accessible as possible.”</i></p>



			<p><i>"Potential to remove/reduce the road parking here to allow wider pavements but need to consider impact on nearby streets re. parking."</i></p> <p><i>"...Cars should feel like guests, move extremely slowly and parking only limited to loading and for disabled people - if absolutely necessary."</i></p>
	<p>There were multiple other themes mentioned by less than 20 respondents:</p> <p>Widen or improve the pavement (n=17)</p> <p>Accessibility (n=13)</p> <p>Public transport (n=13)</p> <p>Signage (n=13)</p> <p>Supporting cycling provision (n=12)</p> <p>Don't pedestrianise (n=11)</p> <p>Support drinking fountains/water features (n=11)</p> <p>Bollards or barriers (n=9)</p> <p>Character and art (n=9)</p> <p>Maintenance (n=8)</p> <p>Against drinking fountains (n=5)</p> <p>Issues with cycling provisions (n=4)</p> <p>Cost/other priorities (n=4)</p> <p>Lighting (n=1)</p> <p>Include a sports centre (n=1)</p> <p>Nine comments referred to previous comments or were categorised as other.</p>		
<p><b>Respondent selected 'Disagree' or 'Strongly Disagree' (n=342)</b></p>	<p><b>Knock-on impact on traffic/surrounding areas</b></p> <p>Comments in this theme speak about the knock-on impacts of the proposed plans, with many focusing on increased traffic and restricted movement across the town. Some make suggestions for how to manage these impacts. Some comments also mention impacts on businesses, homes and surrounding roads, including pollution.</p>	68	<p><i>"Doesn't this push traffic further through the town rather than up and down the Parade and make these streets more of a thoroughfare and people less likely to longer to use the shops."</i></p> <p><i>"If you close off the connecting streets too you are going to cause unbearable traffic problems. The surrounding roads are too narrow to support traffic and there is no scope to increase volumes without knocking down residential and commercial buildings."</i></p> <p><i>"Please provide a detailed thought-out plan of how and why surrounding traffic and accessibility will not be a problem from these changes. I do not believe this from current plans. Sadly, not everyone rides a bicycle or has the time to walk everywhere... We live in the Warwick gates area near to the shopping centre and they have ruined the area with traffic and new developments without clear thought of impact on surrounding areas, plus making it inaccessible and 10times longer to get anywhere. Please don't do the same."</i></p> <p><i>"I don't believe you can consider this part of the plan in a vacuum. It needs to be part of the whole and the whole is dependent upon traffic management."</i></p> <p><i>"You're pushing more traffic onto the surrounding streets. They're already slow to move along. By doing this pedestrianisation of the Parade, they (the</i></p>



		<p><i>surrounding streets) will come to a standstill. And then what happens when there is a problem on the M40. Warwick and Leamington already get the excess traffic rerouted off the motorway or the A46 when there's a problem such as an accident. It already gridlocks Leamington and Warwick causing local businesses where I work problems with getting their staff home. Sometimes we have to wait from 5pm until 7pm to actually get offsite when the motorway backs up. Now you're proposing that we can't even travel easily in south to north or vice versa by closing a major route through the town. I strongly disagree with the proposals."</i></p> <p><i>"...This is a residential area as well as a commercial area, nothing is being taken into thought on the impact to residents."</i></p> <p><i>"...the side streets through which the buses are proposed to be routed are simply insufficient to take the vehicular load and will become permanently congested. This is not conjecture, this has been an observable result of closing the Parade fully to all vehicles during special events. This does not appear to have been addressed in any meaningful way in the plan..."</i></p> <p><i>"Just getting the situation much worse. Eliminating major bus routes and main routes!"</i></p> <p><i>"The pedestrian priority areas will lead to an increase in slow moving or stationary traffic either side of these junctions with an increase in traffic pollution. The restricted traffic flows will deter motorists from seeking access to the town centre's car park with the potential reduction in shoppers visiting the town centre."</i></p> <p><i>"This aspect of the plan is a disaster for our independent shops on side streets. I work on Regent St and strongly agree with keeping traffic flowing east/west. However, how will Regent Street support all the additional loading from Parade? Where will this go, with the parklets? Why are cycle lanes previously mentioned not shown? Where is the loading bay outside Boots? Why are vehicles now allowed to turn onto Parade from side streets? How will this work? Regent Street is one way and will collect too much traffic!"</i></p>
	<p><b>Businesses and footfall</b></p> <p>Comments in this theme speak about the impact that proposed plans have on</p>	<p>65</p> <p><i>"Parking and vehicles need to be encouraged to get visitors to come to Leamington."</i></p> <p><i>"...Also, the Parade relies on traffic to keep it lively during the weekdays. It would be a ghost town otherwise and seriously lose its appeal, which would spill over to the weekend..."</i></p>

	<p>businesses and footfall. Various topics are mentioned, including parking, increased congestion, types of business available, and inability to access central areas. There was some mention of the proposed plans increasing footfall.</p>		<p><i>"I feel like the project sidelines these streets and will make them less appealing since they will become more congested. I believe this congestion is at the detriment to everybody and particularly the businesses on those streets that are core to Leamington's identity."</i></p> <p><i>"The proposal seems to want to turn the centre of Leamington into a giant shopping centre, rather than an historic town which has developed organically. To attract enough constant footfall to make this area seem busy for the whole of the year, and moreover feel safe and not isolated, would be difficult."</i></p> <p><i>"Please leave it as it is and consider the businesses that currently operate. Businesses are struggling to pay for running expenses - this project will either drive up those expenses and force them to either shut down or move away."</i></p> <p><i>"It's all very well prioritising pedestrians but if the place is traffic unfriendly, no one will come."</i></p> <p><i>"I think that Warwick and Regent Street are prime candidates for pedestrianisation. They are full of the sort of shops that would spill out on to the pavement. The buildings are interesting and varied. There are already a perfectly effective signalised crossings at their junctions with the Parade."</i></p> <p><i>"Would prefer no cross over of traffic from Warwick or Regent Street. When they were closed off over covid it was ideal and allowed local businesses to expand in the street giving a very lively feel to the area."</i></p> <p><i>"Both of these streets have thriving local businesses and if you commence major works then many will lose their foot traffic."</i></p> <p><i>"These are small shops (lots of dress shops) where people just want to park right outside, not get rained on and nip into a shop. Where do you park if this becomes pedestrianised? The shops will lose out."</i></p> <p><i>"Can't you try and get some better shops into the town rather than more restaurants and coffee shops. It's such a shame we all have to head out of Leamington to Birmingham or Coventry or Leicester to go clothes shopping!"</i></p>
	<p><b>Pedestrianise or restrict the traffic</b> Comments in this theme speak of</p>	<p>58</p>	<p><i>"...Having experienced how people drive down these streets currently I feel it would be better to either block the roads totally or make them dead ends. Similar to the Sunday Christmas markets or to ensure that a</i></p>

	<p>pedestrianising or restricting traffic in some way. Some comments provide specific suggestions for restrictions or traffic management. Some comments mention specific types of vehicles, such as lorries or buses, as well as cyclists. There are some comments that specify which areas they think should be restricted to traffic – for example, specific streets.</p>		<p><i>suitable crossing is maintained which would force the cars to stop. Traffic lights would be preferable."</i></p> <p><i>"Why allow traffic along Regent Street and Warwick Street to cross the Parade? Where is it going? You could use exactly the same argument that you used to validate your proposal to remove traffic from the Parade...."</i></p> <p><i>"Don't have traffic crossing the Parade. Make them no through roads if possible, to both cyclists and vehicles."</i></p> <p><i>"No vehicles at all should go through."</i></p> <p><i>"One of the images for the new scheme shows a delivery vehicle turning onto the Parade. No! The weight of such vehicles will damage paved areas, cause trip hazards, and lead to a general deterioration of the appearance of the Parade, as we have now. One step forward, one step back. The Council must think longer term."</i></p> <p><i>"Not clear what vehicles would be allowed to cross Parade on the two streets. To truly work it should be very restricted - certainly not cars/vans, lorries or even buses. Not sure that allowing vehicular access really works at all."</i></p> <p><i>"These streets are where there are more independent creative outlets - them having space to work outside of their stores would bring a lot more spirit to the centre of town. It's a shame we can't reduce cars along these routes and pedestrianise these streets."</i></p> <p><i>"These roads can be closed towards the Parade, having a crossing here doesn't seem to make much sense. Leamington was built to be a shopper's paradise, not a car centric town."</i></p> <p><i>"Close these roads apart from deliveries plenty of alternative routes."</i></p> <p><i>"I don't think it's necessary to keep both Warwick Street and Regent Street Parade connections open to vehicle traffic. Keeping only Warwick Street should suffice - Regent Street can be a cul-de-sac from both ends of the Parade. This way the pedestrians walking down / up the Parade would be less disturbed by vehicle traffic presence."</i></p>
	<p><b>Safety Concerns</b> Comments in this theme express concerns over safety.</p>	<p>54</p>	<p><i>"I feel like these proposals will be confusing to drivers not familiar with the area and will be asking for trouble as it won't be long before there will be an accident between a pedestrian and a vehicle."</i></p>

	<p>Many of the comments focus on mixing pedestrians, vehicles and bikes. Some speak about traffic management being important to ensuring safety, including having some form of barrier to protect against vehicles entering pedestrian areas. The topic of accessibility is also raised, with some comments expressing that proposed plans present a risk to those with disabilities.</p>		<p><i>"Traffic crossing the pedestrian road would retain an element of danger to the public, better to have these as 'dead ends' at the Parade junction for safety, especially in the recent incident in Liverpool and elsewhere in Europe which admittedly would be highly unlikely in Leamington but it's a risk that needs to be called out."</i></p> <p><i>"Allowing cycling is dangerous for pedestrians."</i></p> <p><i>"Cars crossing through where I would be freely walking with my child worries me. How would it be ensured that drivers will obey the slow pace of crossing."</i></p> <p><i>"There is no reason to allow traffic to cross The Parade during peak pedestrian usage times. Even with traffic calming measures, vehicles will always disobey rules and create pedestrian danger."</i></p> <p><i>"It's either pedestrian or traffic - this is just going to cause confusion and aggression between pedestrian and vehicular access."</i></p> <p><i>"These types of designs are unclear to many where the road is or vehicles may pass. My daughter is neurodivergent and struggles with road safety and these types of junctions. They seem to be shared spaces and guide dogs and visually impaired also struggle not knowing where road edges are. The crossings there at the moment function perfectly and feel safe. "</i></p> <p><i>"There would need to be much more of a distinction between pedestrian and vehicle spaces to minimise the risk of pedestrian and vehicle conflict. In reality bollards or some other form of anti-terrorism measure will also need to be in place to prevent vehicles turning left or right onto Parade to intentionally harm pedestrians. The images are not reflective of what any final construction would, by unfortunate necessity, need to look like for safety reasons."</i></p> <p><i>"As previously stated, allowing vehicles into a pedestrian zone is not safe. If anything, the pedestrian zone should be expanded a short distance into both these streets. Has traffic analysis been done to determine where the vehicles are just more through traffic?"</i></p>
	<p><b>Won't improve Leamington</b> Comments in this theme speak of the proposed plans not improving Leamington or not working</p>	<p>46</p>	<p><i>"It really isn't clear how this will work practically. Far too many buzzwords and lacking practical detail."</i></p> <p><i>"It's a vibrant intersection - you will destroy it."</i></p> <p><i>"This would be impossible if vehicular traffic was maintained on Parade, as it should be."</i></p>

	<p>elsewhere. Some mention specific aspects such as footfall, traffic flow, paths and character. Some comments felt the proposed plans were impractical or unrealistic.</p>		<p><i>"Impractical, how much was wasted on this arty consultancy?"</i></p> <p><i>"Seems improbable to me! Somehow can't picture the flowing traffic you talk about."</i></p> <p><i>"I support the idea of increasing footfall to Park Street and other side streets, but don't see how bigger pavement space does this."</i></p> <p><i>"...The mere idea that this will encourage people to cycle into town is ridiculous because I don't know anybody that cycles to go and do the weekly shop. Not that you could in the town centre or come back with lots of shopping bags is ludicrous. Especially when the town centre and surrounding areas are engulfed in an epidemic crime wave of bike theft."</i></p> <p><i>"I am not sure this will work given the already (and would be increased), flow of traffic across there. There needs to be a clear change in paving colour or retained as tarmac for pedestrians, particularly the elderly, to see where they need to wait for traffic to cross."</i></p> <p><i>"As liberal and free the spaces look and feel, I believe that the reality of this area would be multiple cars parked badly while picking up takeaways from [restaurant] and other food outlets along the Parade. This is what's happened at the fringes of Regents Court."</i></p>
	<p><b>Not Needed</b> Comments in this theme express that the project is not needed. Some feel smaller changes should be made, whilst others comment that existing areas are enough. Some mention cost.</p>	43	<p><i>"This is unnecessary and is just yet more unnecessary expenditure. Put a proper sized park in somewhere else."</i></p> <p><i>"The streets are indeed lively and important streets, known for their independent and community spirit. The current configuration is what allowed that to happen. If it isn't broke, don't fix it. Be aware of unintended consequences and leave it alone."</i></p> <p><i>"The current junctions work well, don't waste our money."</i></p> <p><i>"Again, are wide plazas really required in Leamington? Are they truly in keeping with the town centre feel of these side streets?"</i></p> <p><i>"You meddle with these vibrant I streets at your peril - they are the only thing that keeps Leamington Spa alive. There is already far too much space devoted to loading bays etc. If you make them less accessible and reduce the parking and traffic they will simply go under like the shops in Royal Priors. There is also not the slightest problem crossing the road at the moment other than</i></p>

		<p><i>the idiotic arrangement of the pedestrian lights which should be mounted on the poles on the opposite side of the road not the same side..."</i></p> <p><i>"I don't feel the foot traffic in these areas justifies this move."</i></p> <p><i>"...Leamington gets busy but not busy enough to warrant such a drastic change. Why unnecessarily change something that functions very well already? Focus time, energy and money on planting more trees, shrubs, encouraging small wildlife installations and activities, and fixing potholes!"</i></p> <p><i>"These streets work well as they are. I'm in favour of improving the materials used to improve the appearance of these streets."</i></p> <p><i>"Why change what has been ok for years. Waste of time, effort and money."</i></p>
	<p><b>Cost or other financial priorities</b> Comments in this theme express concern over the cost of the project, or that it is not a worthwhile investment. Some speak of there being other financial priorities, whilst others comment that the project is a waste of money generally.</p>	<p>41</p> <p><i>"...You should spend the money on improving the appearance not changing the whole Parade!"</i></p> <p><i>"I don't think it will improve the town enough to justify the cost, in the same way it hasn't on previous attempts..."</i></p> <p><i>"It is a waste of money."</i></p> <p><i>"...What is the cost of this? Please advertise the cost to the people. It's very manipulative to just post some pictures of a nice clean town centre and not tell us what the cost is."</i></p> <p><i>"Waste of public funds. Why do we need parklets when there are actual parks a few yards away?"</i></p> <p><i>"...The real issue that needs to be addressed is the lack of shops as you alluded to. Perhaps the funds for this could be used for subsidising lower rent to attract more businesses into the street."</i></p>
	<p><b>Parking</b> Comments in this theme express concern over the loss of parking, issues with current parking arrangements and accessibility.</p>	<p>36</p> <p><i>"If you make it this difficult to visit the centre and park in car parks nearby, nobody is going to visit the centre except those in walking distance which is a significant minority of the local Leamington/Warwick population."</i></p> <p><i>"Do not remove the current car parking. You will not encourage people to visit without have adequate car parking!"</i></p> <p><i>"What about accessibility for disabled people?! where are we meant to park our vehicles if every road is pedestrianised!! you can't impose cycling on everybody! I can't ride a bike as I am disabled. I need you to think of</i></p>



		<p><i>how I am supposed to leisurely get around the centre when all the roads will be flattened!!"</i></p> <p><i>"People with limited mobility would have too far to walk to nearest parking spaces. Does this fantastical plan include some newer parking areas closer to most of the retail units in the Parade."</i></p> <p><i>"Keep the on-street parking for these streets, it's vital to attracting locals to use the centre facilities rather than going to out of town centres."</i></p> <p><i>"What you've described is removing parking. Where are all the customers and visitors going to park? This will discourage people coming into the town centre, which surely is the opposite of what you are aiming to achieve!"</i></p> <p><i>"The traffic would be a nightmare, and you need to fix parking before doing this. Ideally replace convent garden car park - it was an ugly building, but it was necessary..."</i></p> <p><i>"People are not going to be using public transport, which is clear when any event is going on the town is full of cars, you need more car parks and cheaper parking costs. Since they introduced parking charges into Leamington Spa, great always somewhere to park when you need to pop into a shop for 5 mins, but what it has actually done is force workers to park in residential areas where there are no parking restrictions. You need to invest into car parks for all day parking at an affordable cost."</i></p>
	<p><b>Don't Pedestrianise</b> Comments in this theme express concern about pedestrianisation or restricting traffic. Some comments specifically mention public transport.</p>	<p>32</p> <p><i>"I think that maintaining the car access on the cross streets is a good idea. With this, there will be greater congestion at the top and bottom of the Parade as cars try and navigate the proposed blockade..."</i></p> <p><i>"Flow of public transport is paramount."</i></p> <p><i>"We need traffic flow!"</i></p> <p><i>"We cannot stop all traffic. The town will become soulless and just a vast amount of empty space on an evening will feel very dull."</i></p> <p><i>"There is enough space for pedestrians to walk on side path of Parade and there is no statistics that shows there has been accidents because of vehicular traffic. If this plan is implemented, it will be difficult for people to access Parade by public conveyance. There is no detail shown in master plan on how the bus stops and bus movement will be managed in alternative routes."</i></p>

			<p><i>This will also increase traffic on Dale Street, Clarendon Street, Oxford Street and other alternatives routes to Parade.</i></p> <p><i>It would be better to improve the Parade by keeping the vehicular movement with the limited traffic flow. The suggestions like closing the Parade for vehicular traffic on weekends or may add congestion charges or no flow of private vehicles at certain time of the day."</i></p> <p><i>"Again, more anti-vehicle proposals. The traffic is not a problem as it currently stands. Making it harder could simply make drivers less accommodating of pedestrians, not more."</i></p> <p><i>"Agree to keep them open, disagree with the type of paving, it endangers pedestrians by blurring the lines between traffic and non-traffic areas, these should still be seen as clear vehicle roadways."</i></p>
	<p><b>Accessibility</b></p> <p>Comments in this theme focus on the loss of accessibility, particularly in relation to parking and pedestrianisation / traffic restrictions.</p>	23	<p><i>"Where do disabled people park to pop into shops... These plans take no account of that community."</i></p> <p><i>"Warwick Street and Regent Street are already relatively inaccessible by those who cannot walk from St Peters car park and Chandos Street. Your plans do not address this issue."</i></p> <p><i>"Traffic should not flow across the pedestrian zone. It will create higher and lower status zones as well being a hazard for blind people."</i></p> <p><i>"This plan would make these streets unsafe and less accessible for disabled people and those of us with access needs and mobility issues for reasons I have already explained in this consultation. I regularly visit these streets and the businesses there and the plan would force me to stop due to poor access."</i></p> <p><i>"Please consider the many elderly and disabled people who rely on carers using cars to drop them off at the kerbside at businesses on the Parade, such as opticians pharmacies... and who cannot walk or would struggle in wheelchairs in bad weather. Excluding all car traffic also means it would also be difficult for disabled people to stay involved in family gatherings in restaurants on the Parade for the same reason. Please consider at least temporary drop off and pick up spaces for those with valid disabled badges. Thank you."</i></p> <p><i>"Loss of disabled parking areas."</i></p>
	<p>Other themes mentioned by 20 or less respondents include:</p> <p>General disagreement (n=20)</p> <p>Buses (n=15)</p> <p>Further evidence needed (n=14)</p> <p>Bollards, barriers and signage (n=14)</p>		



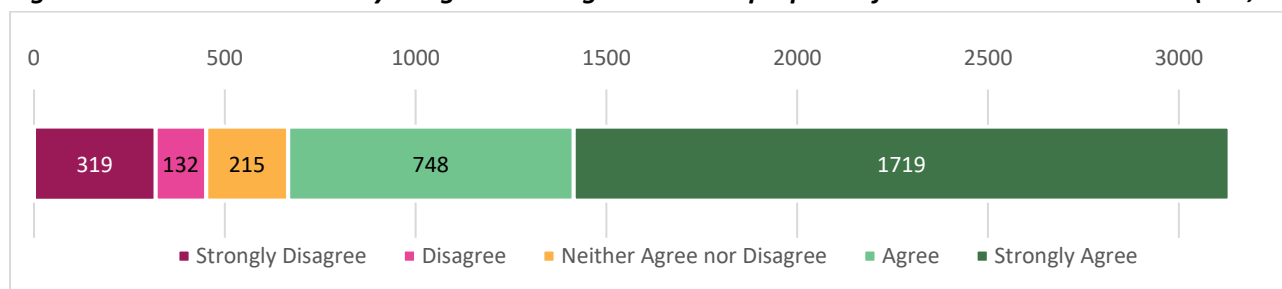
	<p>Not in support of cyclist provision/access (n=13)</p> <p>Maintenance (n=12)</p> <p>Outdoor dining and seating (n=8)</p> <p>Other positive aspects to add (n=5)</p> <p>Anti-social behaviour (n=5)</p> <p>General agreement (n=3)</p> <p>Wider issues (n=5)</p> <p>Improve paths/pavement (n=2)</p> <p>16 comments referred to previous responses.</p>		
<p><b>Respondent was neutral - selecting 'Neither Agree nor Disagree', or did not answer (n=74)</b></p>	<p><b>Safety of Plan</b></p> <p>Comments in this theme speak of safety concerns, often relating to the mix of traffic, cyclists and pedestrians.</p>	<p>25</p>	<p><i>"Nice to also improve Warwick Street and Regent Street for pedestrians but I think it's also important to ensure cross town traffic can flow well.</i></p> <p><i>I think care has to be taken where streets cross the Parade (especially Warwick Street as it's such a major route) that pedestrians do recognise it as a controlled road crossing. If it looks too much like part of the pedestrian area, will they?"</i></p> <p><i>"The illustrations are worrying as they don't show signalised crossings and look really unsafe for visually impaired pedestrians in particular. Even with the crossings, visually impaired pedestrians may not know they're in the road with the raised level, which is serious safety issue. Planters, seating etc must leave enough space for pedestrians, particularly those with disabilities. Cycle parking must take space away from the road and not be another obstacle in the way of pedestrians."</i></p> <p><i>"It sounds acceptable, but my concern is that already having been nearly run over by a cyclist on the pavement on the Parade, I'm not sure that it's a good mix of cyclists and pedestrians. It's easy to walk into the path of a cyclist and believe it would encourage e-scooters to be used which would be dangerous. Would the cyclists be allowed to use electric bikes?"</i></p> <p><i>"Concerned about the mix of lorries and people."</i></p> <p><i>"If 2-way traffic is to be maintained, it must be ensured that the layout of these roads are kept simple, so that visitors will not become confused and risk causing a collision with a pedestrian due to not understanding the method of how the road works."</i></p> <p><i>"It is not clear if pedestrians will have to give way to road users here. If they will, then making the road feel like a road is important. I think there should be barriers to show that cars cannot turn onto the Parade."</i></p> <p><i>"Traffic calmed areas are shown to fail in some instances and I think it might deter pedestrians from walking freely. It might be a good idea to integrate</i></p>

			<i>traffic lights into this design which wouldn't require almost any alteration other than maybe a little more restriction on the vehicular traffic."</i>
	<b>Pedestrianise or restrict traffic</b> Comments in this theme speak of pedestrianisation or restricting traffic. Some have safety concerns, whilst other comments express that the plan might be improved by restricting traffic.	15	<p><i>"A shame to still allow vehicles into the supposedly pedestrian area. The design looks very empty and beige! Remove vehicles altogether and use the large empty space for a big water fountain etc. more greenery too."</i></p> <p><i>"I would prefer to see sections Warwick Street and Regent Street pedestrianised. These are the streets with the most cafés and restaurants that would most benefit from pedestrianisation."</i></p> <p><i>"I would have preferred to pedestrianise these small streets rather than the vast Parade. I think that would be an easier step and more suitable in scale..."</i></p> <p><i>"Perhaps look at the junction into Granary Square in King's Cross in London - this has turned into a nightmare for drivers as pedestrians essentially never stop crossing the road. Careful consideration should be given to how this works, although the aims of reducing traffic and prioritising are good..."</i></p>
	<p>Other themes raised by less than 15 respondents include:</p> <p>Cyclists (n=11)</p> <p>Alternative suggestion (n=8)</p> <p>Don't pedestrianise or restrict traffic (n=7)</p> <p>Knock-on impacts on traffic and surrounding areas (n=8)</p> <p>Improve the plan (n=7)</p> <p>Not needed (n=5)</p> <p>Parking (n=5)</p> <p>More greenery (n=4)</p> <p>Encourage footfall (n=4)</p> <p>Maintenance (n=3)</p> <p>Accessibility (n=2)</p> <p>Don't like design (n=2)</p> <p>Consider business' views (n=2)</p> <p>Seasonal considerations (n=1)</p> <p>Consider taxis (n=1)</p> <p>General agreement (n=1)</p>		

#### 4.7 Euston Place Gardens – A Beautiful Place for People and Pollinators

The next potential project surrounded transformation of Euston Place Gardens. This was a required question, although one person didn't provide a response so 3,133 individuals (>99.9%) answered this question. Figure 10 and Table 17 show that the most selected answers were strongly agree (54.9%), followed by agree (23.9%). Strongly disagree was the next most common choice (10.2%), but disagree was selected by 4.2%, which was less frequent than neither agree nor disagree (6.9%).

**Figure 10 – To what extent do you agree or disagree with the proposals for Euston Place Gardens? (n=3,133)**



**Table 17 – To what extent do you agree or disagree with the proposals for Euston Place Gardens? (n=3,133)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
319	132	215	748	1719
10.2%	4.2%	6.9%	23.9%	54.9%

Respondents were then provided with a free text box to add comments, prompted with the text ‘If you wish, please use the space below to explain your response’. There were 657 respondents (21.0%) who provided a comment. Responses were grouped and analysed by the answer provided to the question above. 346 comments were from those who selected ‘agree’ or ‘strongly agree’, 227 from those who selected ‘disagree’ or ‘strongly disagree’, and 84 comments from respondents who were neutral (selecting ‘neither agree nor disagree’, or did not answer).

**Table 18 – Themed responses explaining ‘to what extent do you agree or disagree with the proposals for Euston Place Gardens?’ (n=657)**

	Theme	Count	Example Quotes
<b>Respondent selected ‘Agree’ or ‘Strongly Agree’ (n=346)</b>	<b>Planting and greenery</b> Comments in this theme speak of the importance of greenery and plants. A range of benefits are cited including health, biodiversity, footfall and improved aesthetic. A range of plants/greenery are mentioned, including flowers, vegetables, trees, native species, herbs and grass. Some comments did raise points for more consideration, including accessibility, ensuring existing	94	<p><i>“Make sure that we can keep the crocuses - they are a lovely sight in spring.”</i></p> <p><i>“Green spaces are vital to our climate—they help to improve air quality, regulate temperature, and support biodiversity. Beyond the environmental benefits, they also make urban spaces feel safer, more welcoming, and aesthetically pleasing. Enhancing the Parade in this way would promote sustainability and foster a stronger sense of community and well-being among residents and visitors alike.”</i></p> <p><i>“...The use of flora improves mental health and ensures the bees can continue to thrive, which means we can survive.”</i></p> <p><i>“Please consider wildflowers and wild gardens. Jephson is a wonderfully cultivated space, along with Victoria Park and Pump Room Gardens both nearby that provide great expansive green areas. A less-tamed garden area would be lovely.”</i></p>

	<p>greenspace and trees are considered, maintenance and safety.</p>	<p><i>"Maximise the areas that can be used for planting, with no disturbance to existing trees. Plant a mix of native trees and flowers to maximise the benefit to nature."</i></p> <p><i>"It would be good if a community garden could be incorporated mixing attractive planting with herbs, veg and fruit trees."</i></p> <p><i>"...Although gardens look attractive and help the environment, please don't simply replace roads which take up space with gardens that take up space. For disabled people, having extra space to move around even when there are crowds is more important than having gardens which look nice...."</i></p> <p><i>"Looks nice but please more greenery! Less slabs and concrete, which is probably cheaper to maintain, but looks bland. Losing the large grass area is a shame. That area in itself could be a small picnic area. Remember - Leafy Leamington!"</i></p> <p><i>"The existing trees need to be retained and protected at all costs. The existing trees are big - we need to plant trees that will also grow to such proportions."</i></p> <p><i>"Generally speaking, the more greenery, the better (please do support with CCTV if there are more blind spots though)"</i></p> <p><i>"This area definitely needs a revamp! The trees are overgrown!"</i></p> <p><i>"Trees are crucial for this space, providing shade for users (particularly children) and reducing the heat island effect. Incorporating SuDS or rain gardens could be feasible for inclusion in this space - this will help with attracting insects and fauna into the area."</i></p> <p><i>"More trees are good. I'm not a fan of "winding paths" though. I can't see this space drawing the numbers to justify the wide paths. Let's have more plants and less path."</i></p> <p><i>"Please no large-scale climate change planting experiments - plants need watering. rainwater and waste water sustain ability."</i></p> <p><i>"...The plans look ok, but a little unimaginative. Would be good to have more places to sit and interact with the greenery, instead of it just being decorative."</i></p> <p><i>"Please make sure the flowers are colourful, not like the dull wild flowers currently on the Parade."</i></p>
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	<p><b>Will be an improvement</b></p> <p>Comments in this theme speak of the proposed plans being an improvement and increasing footfall. Some comments simply note that the current space is unsatisfactory, whilst others are more passionate about the proposed plans. Some comments also mention other improvements that could be made, or additional considerations.</p>	68	<p><i>"With each image, I get more excited about this plan. What a positive transformation it will be."</i></p> <p><i>"Euston place always feels like a missed opportunity - making the space more interactive feels like an easy win for this end of town!"</i></p> <p><i>"This is great as it's making a pre-existing space nicer, greener and more useful, as currently it serves no purpose."</i></p> <p><i>"Euston Place always feels like a dead space though due to its distance/surrounding from the road or is often a more desirable path to Hamilton Terrace. Replacing the parking and tarmac with more green space will be a big improvement."</i></p> <p><i>"Again, it's a shame that the retail units along Euston Place are not very attractive. I hope something like this, and perhaps other initiatives will help to revitalise this and the Parade-end of Holly Walk. Being so near to the parks, it could be a wonderful public area."</i></p> <p><i>"This is a much more inviting space, and the scheme opens up the landscape making it visually attractive and likely to lead to much more use and enjoyment."</i></p> <p><i>"Anything to boost biodiversity and well-being is welcomed and will really encourage more visitors to the area."</i></p> <p><i>"The Gardens at Euston Place are currently effectively inaccessible. It is a very underutilised space. Opening the Gardens up to pedestrians is a great idea, but we hope this doesn't mean that too much of their existing green will be paved."</i></p> <p><i>"Euston Place has never been fully developed, so this plan is a definite improvement, linking Holly Walk, Hamilton Terrace and Jephson Gardens, which is very good news, and great for the businesses on Holly Walk, which could hopefully host more businesses and customers as a result."</i></p> <p><i>"Costs aside I agree better use could be made of this area."</i></p>
	<p><b>General agreement</b></p> <p>Comments in this theme note general agreement with the proposed plans.</p>	54	<p><i>"Beautiful idea!"</i></p> <p><i>"A great vision for a Leamington Spa for the future!"</i></p> <p><i>"This sounds an easier project to put into action because this space is already quite environmentally friendly."</i></p>

			<p><i>"Really like this idea. I hope this goes ahead even if the other proposals do not. Looks great."</i></p> <p><i>"Fantastic way to soften up the outdoor space."</i></p> <p><i>"So much better, yes, yes, yes."</i></p> <p><i>"Probably my favourite bit."</i></p> <p><i>"This would be a lovely garden to spend evening lunches with friends and family."</i></p> <p><i>"I love this! I wish the rest of the plans were more like this!"</i></p>
	<p><b>Parking</b></p> <p>Comments in this theme mention parking. Many comments express concern over loss of parking spaces, with some expressing particularly concerns about accessibility for those with disabilities. Some comments do not feel removing parking will be detrimental, whilst others do not mind removal of parking here as long as it is replaced elsewhere.</p>	45	<p><i>"...This will lose the existing car parking there so again more detail on where and how cars will park will be needed as residential streets will see an increase of temporary parking which will impact residents."</i></p> <p><i>"The line of parked cars closes off the space, so removing it would be great. A lot of the cars parking on Euston Place are estate agent staff who are travelling a very short distance to view local properties so should be encouraged to use more sustainable transport."</i></p> <p><i>"Yes, it will be nice, but it won't make me return to town. This is the area where the estate agent's and solicitors are. These are places where you often need to be able to park up and drop in documents etc (yes, even in an online world as I have moved house recently and had to do this) removing the parking here...possibly not helpful."</i></p> <p><i>"This is the area that I fear could be a focus for blue badge parking, which I think should be avoided as it is a pedestrian area, blue badges are for priority parking, not for converting walking areas to parking or to convert commercial delivery bays to parking."</i></p> <p><i>"I support the removal of parking here but urge you to incorporate additional parking elsewhere."</i></p> <p><i>"I support the pedestrianisation of the Parade; however, it becomes a futile effort if the council fails to address the parking situation and continues to enforce one-hour parking limits. People will avoid town centre if they cannot park for longer than an hour, as they will be unable to fully enjoy the activities or festivities while worrying about returning to their cars. The limited parking has negatively impacted the success of many small local businesses for this initiative to succeed, it must be sustainable for local businesses otherwise, it will remain a pointless endeavour."</i></p>



			<p><i>"But where will all the cars park and at what price? Buses need to be affordable and reliable."</i></p> <p><i>"...A little few more accessible parking spaces probably wouldn't hurt the area too much either..."</i></p> <p><i>"It looks attractive, but does it mean that all the parking spaces outside Euston Place will be removed? Where will cars be able to park? Disabled people rely on these spaces."</i></p> <p><i>"Where are people going to park? Using language like "Dominated by parked vehicles" is designed to lead people to a certain conclusion. We cannot expect visitors without parking we cannot expect longer visits without longer parking."</i></p>
	<b>Nature and biodiversity</b> Comments in this theme are focused on supporting nature and wildlife.	40	<p><i>"Excellent plan to encourage a healthy ecosystem."</i></p> <p><i>"Again, couldn't agree more! Need to help the bees :)"</i></p> <p><i>"I would like that to be consultation with organisations like Warwickshire wildlife trust to provide advice about how to create the best spaces for nature. I am conscious at this proposal removes the beach hedge running along the side of Euston Place which is no doubt an important feature for wildlife."</i></p> <p><i>"Fantastic concept and great to see pollinators being considered and included."</i></p> <p><i>"Put a rill, a narrow channel of moving water through the area to emphasize the curving paths and support wildlife. Have the rill run over a pebble or mosaic area so bees can drink without drowning."</i></p> <p><i>"This will be beautiful for families to experience and observe nature."</i></p> <p><i>"As previously mentioned, consultation with Warwickshire Wildlife Trust to ensure wildlife corridors and protection of eco systems."</i></p> <p><i>"Please include as much shade as possible! The summers are becoming more and more unbearable in the coming years due to climate change. Because of the British building type, there is no air conditioning or any kind of relief to be found inside. People MUST go outside and without shade, their heat suffering will get worse."</i></p>
	<b>Connection to other areas</b> Comments in this theme speak of	40	<p><i>"Would also like to see pedestrian connections to other existing gardens (Pump Room Gardens/Jephson Gardens)"</i></p>

	connecting areas within Leamington – for example, for easier access between different areas of the town.		<p><i>“This will connect the bandstand and Jephson Gardens and does not restrict access for elderly bus users.”</i></p> <p><i>“This concept would make a nice continuation from the Pump Room Gardens and Jephson Gardens.”</i></p> <p><i>“Making Euston Place more connected, and not hidden behind the current gardens is a good idea...”</i></p> <p><i>“A novel solution linking the bottom of The Parade to the parks by the river. This should be as seamless as possible.”</i></p> <p><i>“Have always loved the planting here, so expanding this area would make it feel like the two nearby parks have expanded out and into the town--a nice connection between the parks and the pedestrianized Parade.”</i></p>
	<p><b>Business and footfall</b></p> <p>Comments in this theme speak about footfall and supporting business. Many comments mention parking and the need for this to ensure people visit town/businesses. Some comments speak about how the proposed plan might impact businesses, as well as how the plan could be adapted to support them.</p>	33	<p><i>“Creating spaces that are pleasant to be and encourage people to stay for extended periods can only be good for local businesses.”</i></p> <p><i>“This is possibly one of the greatest benefits, opening up the units in situ, as they currently feel segregated. This suits the current businesses, mostly estate agents, but would make the units more appealing to a wider range of businesses.”</i></p> <p><i>“Stand-alone this area could be improved potentially increasing footfall between Regent Street and Newbold Terrace...”</i></p> <p><i>“I like more green space but those parking spaces are brilliant for a multitude of services so I would like more added elsewhere. No one will visit if they can't park.”</i></p> <p><i>“...Perhaps the shop frontages could be improved upon in Euston Square.”</i></p> <p><i>“Gardens are a great idea. This would certainly help the businesses, as they're kind of hidden away.”</i></p> <p><i>“I think the overall plan looks fantastic, the Parade has so much potential. The success of this will live or die on... The things to do, shops/cafes/restaurants/bars/pubs along the street being really good and attract people beyond something they can drive to. This will be driven both by quality and location.”</i></p>
	<p><b>War memorial</b></p> <p>Comments in this theme speak about the importance of the war memorial, and many</p>	23	<p><i>“This area is too small at the moment. We need a whole garden dedicated to remembrance.”</i></p> <p><i>“Ensuring the memorial is still the focal point and adding space for reflection is a respectful addition and</i></p>



	<p>comments emphasise the importance of incorporating this into the plan and/or making it a focal point.</p>		<p><i>would be enticing for people walking through the Parade..."</i></p> <p><i>"Careful respect must be taken into account for the war memorial."</i></p> <p><i>"Should be a strong emphasis on commemoration - due to War Memorial."</i></p> <p><i>"...I feel this space should be a more reflective and commemorative quiet space linking in with the war memorial and I wouldn't support plans for this space to have play equipment as shown on the CGIs to encourage play in this space. I do support child friendly spaces, but I feel there are more appropriate places for this on Parade than in Euston Gardens..."</i></p> <p><i>"The memorial structures should be the focal point of the new concepts."</i></p>
	<p>Several other themes were mentioned by 20 or less respondents, including:</p> <ul style="list-style-type: none"> <li>Accessibility (n=19)</li> <li>Pathway or pavement design (n=18)</li> <li>Maintenance (n=18)</li> <li>Seating (n=15)</li> <li>Pedestrianise (n=12)</li> <li>Traffic restrictions or suggestions (n=12)</li> <li>Other ideas to serve the community (n=11)</li> <li>Safety (n=9)</li> <li>Cost or other financial priority (n=8)</li> <li>Don't pedestrianise (n=8)</li> <li>Not needed or low priority (n=8)</li> <li>Support for child-friendly features (n=6)</li> <li>Knock on impact on roads and traffic (n=6)</li> <li>Against child friendly features (n=4)</li> <li>Areas for pets (n=1)</li> </ul> <p>Six comments referred to a previous response or were categorised as other.</p>		
<p><b>Respondent selected 'Disagree' or 'Strongly Disagree' (n=227)</b></p>	<p><b>Not Needed</b></p> <p>Comments in this theme express that the proposed plan is not needed or justifiable. Some comments mention spending money on other things, whilst others suggest there is not a need for the proposed plans as Leamington has existing spaces. Some comments suggest</p>	<p>94</p>	<p><i>"Just leave it alone or just add a few more benches. It's far too small an area to have all this paving installed. The CGI images are very misleading."</i></p> <p><i>"We have parks already in place for this kind of thing."</i></p> <p><i>"We have something called The Jephson Gardens. How about maintaining that better than waste ££££ on this?"</i></p> <p><i>"If it is not broken, please stop trying to fix it."</i></p> <p><i>"The area could be improved cheaply. There is nothing wrong with the parking to encourage people to come to town. Do not discourage them with this silly waste of money."</i></p>

	making changes on a lower or cheaper scale.		<p><i>"What is this providing that Jephson Gardens has not already got covered. Something like this could have huge impact on the community and place making of green spaces in Whitnash for example. Or even in working to improve green elements and presence in/near the ever quickly developing retail park."</i></p> <p><i>"There is nothing wrong as it is. It provides some convenient parking out of sight, with a pleasant garden in front. The proposal seems to have more concrete surface than the current area. Why would you longer here near the road when there is Jephson Gardens and Pump Room Gardens next to it? Save the money."</i></p> <p><i>"Fully pedestrianising the pavement/road along Euston Place, aided by some additional planning and seating, may be adequate for the link between Parade and Jephson. Spending money on further work here should be low priority."</i></p> <p><i>"Also, not necessarily and impractical / it will increase costs and reduce the few shops we already have - and we have quite a few parks in town already."</i></p> <p><i>"Although the thought is there and it is a good idea, I do not think that people will use it to enjoy."</i></p> <p><i>"If access is being maintained for deliveries and emergency vehicle and the disabled, where if the benefit of pedestrianising this location? The area of greenery in this location will be minimalised and decimated. The current area is fine but yet again planting needs to be maintained to a much higher standard as it was in the past. How will your plan overcome this problem in the future? Your current plan will be costly with no great benefit."</i></p> <p><i>"This is ambitious and poorly considered. Where will the traffic go? Traffic jams are already a big problem in Leamington, and this will exacerbate the issue... If it's not broken, don't fix it. This country already has enough problems, let's not create another please."</i></p> <p><i>"Euston place is already a lovely garden full of biodiversity and does not need more concrete. Put a path in and improve the area around the monument if you wish. Do not remove the parking. Parking is a big problem in Leamington - there is not enough, so we cannot afford to take it away. This area is next door to Jephson Gardens, so this aspect of the design seems like pure vanity and not a good use of money."</i></p>
	<b>Parking</b> Comments in this theme speak about	63	<p><i>"I actually don't mind the small row of carparking there. It can be handy if you want to pop into town at night or visit one of the restaurants adjacent. And I think</i></p>

	<p>parking; many highlight the difficulties experienced with parking and some comments mention blue badge parking specifically.</p>		<p><i>everyone should keep the right to park there if the spaces stay...."</i></p> <p><i>"How are people going to do business in Euston Place. Where will they park their cars for the estate agents and restaurants has this been taken into account."</i></p> <p><i>"Where are all the cars going to park?"</i></p> <p><i>"The green pollinators are a lovely idea but removing the traffic and parking is not ... remove these and you will remove the people."</i></p> <p><i>"Stop proposing to remove public parking. There are precious little parking spaces in and around the town centre as it is. Removing this parking means fewer local people able to use the town centre from surrounding villages where public transport is non-existent. Your town centre will suffer because the businesses will not be able to survive with lower foot falls... the whole scheme is ridiculous."</i></p> <p><i>"Finally, a mention of disabled parking!! But how many blue badge places will there be? I imagine they will be like gold dust if this plan is enacted. For those of us who rely on blue badge spaces because we can't walk/wheel very far, if there isn't a free space we have to go home. Trying to find a space is anxiety inducing. Since conditions for blue badge eligibility have been widened it's been harder to find a vacant blue badge spaces. For some disabled people who have an ability to walk they are helpful. For others like me who can't walk or push themselves very far they are essential."</i></p> <p><i>"Removing another car park is not a good idea, especially when parking is already limited..."</i></p> <p><i>"Businesses, such as ours, which operate here would be under threat. Parking is a valuable thing in Leamington and even only having one hour to park enables people to visit the dentist or the estate agents. Taking this away would be catastrophic to this part of town. If you only want visitors to the centre and not attract the people who live and work in Leamington this is not the approach."</i></p> <p><i>"Removing parking spaces will put more pressure elsewhere. This is an iconic street that will lose its prominence."</i></p>
	<p><b>Cost or other financial priorities</b> Comments in this theme express concern</p>	44	<p><i>"A cosmetic change that will add more cost to our taxes."</i></p> <p><i>"We cannot afford tis and it will not add value."</i></p>

	<p>about the costs associated with the proposed plans, and some comments propose alternative options to spend money on. Several comments note that Leamington already has similar spaces to make use of.</p>		<p><i>"This is not a good use of public money! How can anyone genuinely make the argument that taxpayers' money should be spend on another garden..."</i></p> <p><i>"The same theme continued and not required or requested by the general public. A potential waste of money."</i></p> <p><i>"...It would also be costly and a misuse of public resources. We have plenty of fantastic green spaces, and I am always in favour of maintaining the pavement, for example, rather than stripping it out for this awful, 10-a-penny postmodern look that doesn't even suit the town. Other much better uses of money would include fixing the pavement already on the Parade with appropriate slabs that match the look of what already exists, allowing businesses to rejoin the Parade for a lower rate or doing more of the hugely successful pop-ups, emptying bins in the town centre, cleaning the historical buildings and properly maintaining them..."</i></p> <p><i>"Spend money on better things like getting cars more efficiently and effectively into Leamington from the A46 bypass and down Greville road and prevent congestion..."</i></p>
	<p><b>Businesses and footfall</b></p> <p>Comments in this theme note the impact of proposed plans on business and footfall. Many comments talk about the impact of removing parking on footfall into town. Other topics include suggestions for encouraging business, improving the shopping experience, creating spaces for people to dine at restaurants and cafes and weather.</p>	40	<p><i>"This will kill most of the businesses in the area due to a reduction in accessibility."</i></p> <p><i>"Public parking removed? Less spaces for people to park, putting off potential visitors and making it more difficult for locals to 'pop in' for a quick visit."</i></p> <p><i>"As someone who works in Leamington town, I am being constantly asked where are the shoe shops... clothing and other main chains (I work in a main chain myself!). People don't come in for long as there isn't the expense of shops we once had, we are very heavy with coffee shops and restaurants, people then want to browse to make it more of a longer day experience. - Please concentrate on a better shopping experience and not putting barriers in people's way to get into town."</i></p> <p><i>"...I am also concerned about the impact on other businesses and on the quality of life of nearby residents..."</i></p> <p><i>"If you remove even more parking from the centre, where will people park? What's the point in having a beautiful town centre if visitors can't easily park anywhere? They'll get frustrated and never come again."</i></p>

			<p><i>"...onward running/maintenance costs and how they negatively impact business rates."</i></p> <p><i>"Euston Place is predominantly estate agents so if you want to browse the windows, speak to the estate agents or register interest in a house, parking outside is really important. This whole scheme is another nail in the coffin for the town. "</i></p> <p><i>"The Parade is for shopping + help empty shops before this huge expenditure."</i></p> <p><i>"This is Leamington Spa not somewhere in the Costa Del Sol the weather will make this a complete wasteland."</i></p>
	<p>Several other themes were mentioned by less than 20 respondents:</p> <p>Accessibility (n=19)</p> <p>Don't pedestrianise (n=18)</p> <p>Don't replace with concrete (n=18)</p> <p>Knock-on impact on traffic (n=16)</p> <p>Safety and/or anti-social behaviour (n=14)</p> <p>Change some aspects (n=14)</p> <p>Maintenance (n=12)</p> <p>Alternative idea (n=11)</p> <p>Public transport (n=11)</p> <p>Character (n=9)</p> <p>Concerns about greenery or nature (n=9)</p> <p>General disagreement (n=8)</p> <p>Seating (n=7)</p> <p>Pedestrianise (n=6)</p> <p>Planting and greenery (n=6)</p> <p>Criticism of survey (n=5)</p> <p>General agreement (n=2)</p> <p>Nine comments referred to a previous response or were categorised as other.</p>		
<b>Respondent was neutral - selecting 'Neither Agree nor Disagree', or did not answer (n=84)</b>	<b>Parking</b> Comments included in this theme mostly express concern over the loss of parking, speaking of the impacts on footfall to the town, business and their employees, and those with disabilities.	25	<p><i>"...Leaving some parking spaces there does not bother me. I would consider it lower priority from budget perspective."</i></p> <p><i>"Would be easy to cut this off and use it. But don't forget the town does need parking. We need customers and not all will walk or cycle."</i></p> <p><i>"We need parking to accommodate the many staff members that work across the Parade and that can't use buses or cycle in."</i></p> <p><i>"Losing parking spaces is a concern."</i></p> <p><i>"Removing parking options may not be the right approach. If the project aims to attract more people to the town centre, reducing parking availability should be reconsidered."</i></p>

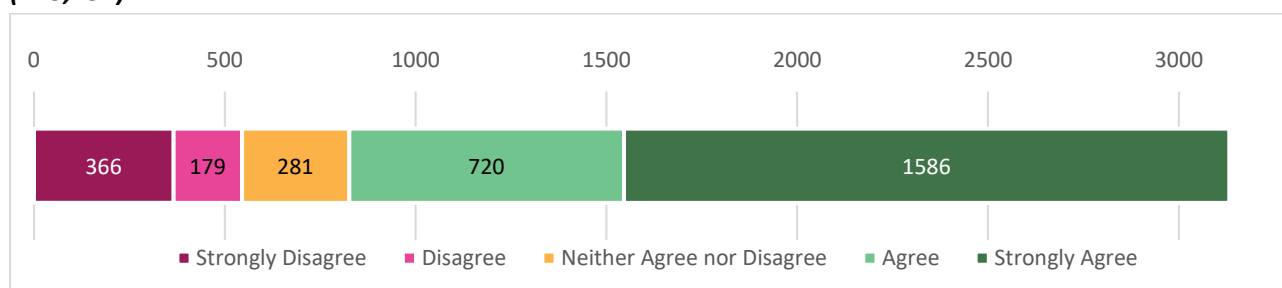
			<p><i>"Not a bad idea but seems costly for little gain. Businesses may suffer from lack of parking nearby. If disabled parking is still allowed in the space, it defeats the object of a traffic free area."</i></p> <p><i>"Yet more parking spaces lost at the detriment of local businesses e.g. Euston Place."</i></p> <p><i>"This development will be to the detriment of disabled people. A lovely place to sit but how do they get there if there's not plenty of disabled parking next to it."</i></p>
	<p><b>Not needed</b> Comments in this theme speak of the proposed plans not being needed. Some comments in this theme note that there are existing spaces in Leamington that are similar. Some comments express that the proposed plans do not bring many benefits, whilst others suggest making lower scale adaptations, rather than the proposed plans.</p>	20	<p><i>"Sounds okay, but I also think this space is fine as is, the bulbs are nice when they flower, and reducing that for more pavements is probably unnecessary, I'd rather see less parked cars opposite all the estate agents and use that for public walking space."</i></p> <p><i>"Struggling to understand the vision for this project and what it will add."</i></p> <p><i>"Euston Place is already a pleasant area and could be improved by eliminating parking. The proposals do not justify the very significant expenditure that would ensue if the plans proceeded."</i></p> <p><i>"The gardens round the War Memorial just need a good tidy up. It does not need something like the pictures propose."</i></p> <p><i>"Leamington Spa has beautiful Jephson Gardens and Pump Rooms already. I think this should be a second priority in terms of cost compared to the rest of the initiative."</i></p> <p><i>"Just ensure we aren't doing expensive work for marginal changes. This is a lovely space now that could be tweaked marginally, nothing radical is necessary."</i></p> <p><i>"Euston Place at present is working quite well. It has plenty of green and a small area of parking, but the new plans could also work. "</i></p>
	<p><b>Business and footfall</b> Comments in this theme focus on business and footfall, with many comments focused on the impact of removing parking.</p>	16	<p><i>"...I am not sure that the loss of yet more parking spaces is helpful to local businesses and their customers."</i></p> <p><i>"...I am not sure people would congregate there just because there are more lawns. I wouldn't..."</i></p> <p><i>"Nice idea but are you spending money on a town that's empty."</i></p> <p><i>"No issue with restyling the garden. Concerned at reduction in parking and affect it will have on local businesses and shops."</i></p>

	<p>Several other themes were mentioned by less than 15 respondents, including:</p> <p>Cost or not a financial priority (n=10)</p> <p>General agreement/improvement to the area (n=10)</p> <p>Greenery (n=10)</p> <p>Don't like the path (n=7)</p> <p>Unsure or additional question (n=7)</p> <p>Accessibility (n=7)</p> <p>Don't pedestrianise (n=7)</p> <p>Public transport or cycling (n=5)</p> <p>Knock-on traffic impacts (n=4)</p> <p>Maintenance (n=4)</p> <p>Pedestrianise (n=4)</p> <p>Reduce or remove parking (n=3)</p> <p>War memorial (n=3)</p> <p>Seating (n=2)</p> <p>Safety (n=1)</p> <p>Four comments referred to previous responses</p>
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#### 4.8 Jephson Gardens Gateway – A Generous Welcome

The last potential project surrounded the transformation of Jephson Gardens Gateway. This was a required question, although two people didn't provide a response so 3,132 individuals (99.9%) answered this question. Figure 11 and Table 19 show that the most selected answers were strongly agree (50.6%), followed by agree (23.0%). Strongly disagree was the next most common choice (11.7%), whilst disagree was selected by 5.7%, which was less frequent than neither agree nor disagree (9.0%).

**Figure 11 – To what extent do you agree or disagree with the proposals for Jephson Gardens Gateway? (n=3,132)**



**Table 19 – To what extent do you agree or disagree with the proposals for Jephson Gardens Gateway? (n=3,132)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
366	179	281	720	1586
11.7%	5.7%	9.0%	23.0%	50.6%

Respondents were then provided with a free text box to add comments, prompted with the text 'If you wish, please use the space below to explain your response'. There were 696 respondents (22.2%) who provided a comment. Responses were grouped and analysed by the answer provided to the



question above. 294 comments were from those who selected 'agree' or 'strongly agree', 298 from those who selected 'disagree' or 'strongly disagree', and 104 comments from respondents who were neutral (selecting 'neither agree nor disagree', or did not answer).

**Table 20 – Themed responses explaining 'to what extent do you agree or disagree with the proposals for Jephson Gardens Gateway?' (n=696)**

	Theme	Count	Example Quotes
<b>Respondent selected 'Agree' or 'Strongly Agree' (n=294)</b>	<b>Connection between spaces</b> Comments in this theme mention connection between spaces – some comments mention specific areas, whilst others comment generally on spaces being linked. Some comment that the proposed plans improve connectivity, whilst some give suggestions for improved connection.	55	<p><i>"The proposal creates continuity and improves connectivity."</i></p> <p><i>"Connecting the Pump Room and gardens to the Jephson Gardens is a great idea. Open the Pump rooms up too."</i></p> <p><i>"It's always felt like a shame that the two parks weren't better connected (especially during busy events/festivals) so this would go some way to improving that."</i></p> <p><i>"Need development to improve direct and wide accessibility of pedestrian paths from the Leamington railway station as like Coventry railway station's accessibility to Coventry City centre - it has wide direct paths. Leamington Railway station has a narrow path that links to St Nicholas Park and towards the library."</i></p> <p><i>"Linking to the south of town is very important as it has so much potential."</i></p> <p><i>"Jephson Gardens and Pump rooms feel very much like separate entities at the moment. This would almost merge them together, making the space feel more consistent, instead of a bunch of "green islands" interrupted by a sea of asphalt."</i></p> <p><i>"Maybe a little too open? More planting to integrate with the gardens and link to Pump Room Gardens."</i></p> <p><i>"Different area will be more connected; areas that are further away will be more easily accessible."</i></p> <p><i>"Please consider connecting green walks between Leamington and Warwick/Kenilworth/ Rugby with limited barriers to crossing. Including the east exit of Jephson with the parkland walk."</i></p> <p><i>"The old entrance to Jephson Gardens, although its old and original feels like its unwelcoming. It would be good to open everything up, so it feels like the gardens are part of the new road and leading into the Pump Room Gardens and Pump Rooms. It feels like they are two very distinct places, but they should be one. Jephson</i></p>



			<i>Gardens, although public, feels like its cut-off and exclusive. This should change."</i>
	<b>Good solution/will bring benefits</b> Comments in this theme speak about the proposed plan bringing potential benefits. Some comments added areas for improvement or caveats to their agreement.	46	<p><i>"Gorgeous! And will make it safer for people to get around. In particular, the disabled residents who have difficulty crossing streets and roads. It is also (very) pleasing on the eyes and will be eye candy for potential tourists."</i></p> <p><i>"The pump-room frontage is neglected because of the traffic, so this will make it a nicer place to be. Can there be a way to widen the pedestrian access to the gardens? The single small gates are bottlenecks."</i></p> <p><i>"The proposal is again the best possible solution to integrate traffic and allow the flow of vehicles in a managed environment as opposed to the free for all that currently exists."</i></p> <p><i>"Probably the best part about the whole masterplan - makes Leamington a brilliant place to visit on foot, and I think provides so much potential for the pump rooms - it's already a nice cafe and I've seen it used as a wedding venue - imagine how much nicer it would be with some access for it to use the street, and no noise and reduced air pollution."</i></p> <p><i>"Anything to make it more inviting."</i></p> <p><i>"Enabling a small piazza area between Jephson Gardens and the Pump Rooms will create a delightful attractive open space for pedestrians. Traffic needs to be diverted away as much as possible (ideally totally) so that there is an easy natural promenade from the Gardens. It will enable single continuous flow between the two Garden areas without today's roadway interruption."</i></p> <p><i>"Jephson Gardens.... A jewel in the town. So stunningly maintained and planted, and so inviting for all ages as a special space for remembering old friends, for reflection, for meeting people, to relax, and for families to picnic. Enhancing the gardens would increase its specialness."</i></p> <p><i>"Improvements to the public realm should be made as long as vehicular access continues as at present."</i></p> <p><i>"I think this is a nice idea, creating a more obvious and enhanced entrance to the parks whilst still allowing vehicle traffic to pass through."</i></p>
	<b>Traffic management suggestions</b> Comments in this theme mention ways	46	<i>"Separating the carriageways so that pedestrians only have to cross one direction of traffic at a time would also make the roadway narrower and therefore reduce vehicle speeds."</i>

	<p>to manage traffic, including bikes and similar.</p> <p>Mentioned topics include speed, pedestrian crossings, cycle access, traffic signalling, restricted road access, one-way systems and policing of traffic measures. Many comments also mention boundaries measures between pedestrians and traffic.</p>	<p><i>"Having a zebra crossing to ensure pedestrian priority between the two parks is important."</i></p> <p><i>"No Cycle or E bike access."</i></p> <p><i>"The images used suggest that the pedestrian crossing will remain where it is. Should the whole raised table here not be part of the pedestrian crossing? Otherwise, it's sending mixed signals to drivers and pedestrians, which could cause accidents."</i></p> <p><i>"It is not quite clear what "signalling" pedestrian priority means. Experience with bully drivers suggests that without physical means of prevention drivers will use their vehicles in a dangerous manor to assert priority. This issue requires further thought. The illustration does not show a dedicated cycleway."</i></p> <p><i>"The success of this part of the plan depends on controlling vehicles and road rage. If cars are allowed to travel at more than walking speed, or are allowed to weave through pedestrians, this will not work. The clear priority must be for pedestrians and casual / family cyclists. Police enforcement of rules in this area must be regular and swift."</i></p> <p><i>"The width of the carriageway looks like it is for two-way traffic. I think if it could be reduced to a single lane for one-way traffic this would make it even more pedestrian friendly."</i></p> <p><i>"This should be a 'Bus Gate' with limited hours of access for private vehicles, such as between 10am and 4pm."</i></p> <p><i>"This transition space between the two gardens needs improving. My concern is the crossing space as depicted is too narrow for pedestrians. I also think for a road crossing there should be some vehicles in the renders to understand the scale and interface between people and vehicles. There is also currently parking outside the Pump Rooms, but this hasn't been mentioned above. I assume there will be delivery and disabled access space to the side of the building."</i></p> <p><i>"However, I worry that drivers will ignore the pedestrian priority zone unless it is protected by speed bumps and maybe road cameras."</i></p> <p><i>"The priority should be for the pedestrians and cyclists. Signage is important here and should be detailed properly in the next stages - this will help with creating an identity to the high street. The paving designs need to subtly guide visitors/users through the space towards</i></p>
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		<p><i>the high street, reduce the standard kerb lines for vehicles and realign the kerbs to pedestrian desire lines."</i></p> <p><i>"Looking at the image boards, I notice that the "artist impressions" show no curbs, line-painting or street signage and general clutter - all very pleasing - but how realistic are the image boards? A completely level pedestrian area would be ideal for those using wheelchairs, walking aids or prams /pushchairs. I hope these users will be considered when the final plans are revealed."</i></p> <p><i>"Suitable access control to protect pedestrians from errant or malicious vehicles."</i></p> <p><i>"Is a raised section of the road enough?"</i></p>
	<p><b>General agreement</b> Comments in this theme express general agreement and support of the proposed plans.</p>	<p>36</p> <p><i>"Jephson Gardens and Pump Room Gardens are much cherished green spaces. I don't necessarily think major changes to the entrance is a priority but would have no objection to its being upgraded."</i></p> <p><i>"Not super exciting but still nice and functional."</i></p> <p><i>"Fantastic! I look forward one day (soon I hope!) of walking into Jephson Gardens from the Gateway."</i></p> <p><i>"For mental health it will be hugely beneficial."</i></p> <p><i>"Good plan, again achievable without full closure of Parade."</i></p> <p><i>"It's brilliant. A great vision."</i></p> <p><i>"I don't see why this couldn't and shouldn't be done today."</i></p> <p><i>"A good plan for this space."</i></p>
	<p><b>Pedestrianise or have pedestrian priority</b> Comments in this theme support pedestrianisation or having 'pedestrian priority' areas.</p>	<p>30</p> <p><i>"I think the plan would be better if the area was not used by drivers at all, as children will be running and playing. All side streets can be accessed from either end and don't need access through the town centre. There are main streets running adjacently on either side of the Parade, and these should be used for access to the side streets with the Parade ends blocked off. I think driving traffic should start after the church as this is a beautiful building rich in history and shouldn't be overshadowed by the grotty exterior of downtown Leamington."</i></p> <p><i>"The pedestrian first approach here is ideal."</i></p> <p><i>"Deny car access, allow cycle access."</i></p>

			<p><i>"Would be fantastic to have pedestrian priority and really connect these with the rest of the town."</i></p> <p><i>"Again, considering that we will have good alternatives for traffic and buses lines, this is the correct approach."</i></p> <p><i>"While the proposal for enhancing the Jephson Gardens Gateway is a promising step towards creating a welcoming, pedestrian-friendly space, I believe it's crucial to address pedestrian safety more robustly. The raised section of the road and the new accessible walking path are a positive start, but they may not provide enough visibility or assurance for pedestrians, particularly in busy periods. I strongly recommend that this area incorporate a zebra crossing, rather than relying solely on a raised pavement. A zebra crossing would offer a clearer, safer indication for both pedestrians and drivers, ensuring that pedestrians have priority in this key area, and reducing the risk of accidents or near-misses."</i></p> <p><i>"Why not just pedestrianise it all from this point northwards, to signal that this is not really desirable for vehicles? Having a brief pedestrian zone here seems to not send the right message..."</i></p> <p><i>"make sure there is good pedestrian priority."</i></p> <p><i>"...Will this be a fully pedestrianised area, or will vehicles be allowed as that would negate the proposal?"</i></p>
	<p><b>Keep or develop specific aspects</b> Comments in this theme present a range of ideas or suggestions to develop specific aspects of the area, including buildings, access points, and facilities.</p>	30	<p><i>"A large regency style gateway should be constructed at the entrance of the Parade to add to the grandeur of the experience."</i></p> <p><i>"would these areas be utilised for things like art in the park etc?"</i></p> <p><i>"...Re-opening the Assembly Rooms to local community groups once again would also support the overarching theme of promoting health and wellbeing as that is why they first came into being."</i></p> <p><i>"You could add some doors with artwork on them."</i></p> <p><i>"It would also be nice to make the side entrances to Jephsons a bit nicer and easier to cross into (especially the one next to The Drawing Board)."</i></p> <p><i>"Additional entrance near court."</i></p> <p><i>"More greenery or something to do."</i></p>

		<p><i>"It's important to rescue the Pump Rooms. Losing the shop to a drop-in centre has drastically reduced its popular appeal, and so many visitors as well as local people have expressed their disappointment. I hope this will be re-visited as part of this project."</i></p> <p><i>"Please keep the gate houses to Jephson Gardens. Maybe incorporate a venue or enhance the bandstand area across the road."</i></p> <p><i>"I think this a really underrated place of interest but that's because it's so disconnected from the rest of the town. I think the space needs more, lighting is a good start, the water fountain has become dry, we need to refurbish that add some lights to it so in the early evening it really stands out in the area. We need something that will draw people into the space, something that when people visit Leamington it's not just a pretty walk but whilst we are here, we need to go and look here."</i></p>
	<p><b>More greenery or too much concrete/paving</b> Comments in this theme mention either greenery, an excess of hard surfaces, or both. Some comments give suggestions to improve the greenery in the proposed plans, whilst others comment more generally on the need for more greenery and less concrete/paving.</p>	<p>25</p> <p><i>"Does all the pedestrian area need to be hard standing/block paving? Can more of the current hard standing be converted to soft natural space (grass, wild grass, flowerbeds, rockeries, etc)?"</i></p> <p><i>"More green areas would be nice. There's a lot of paving here."</i></p> <p><i>"Please stop allowing people to walk on grass and around flowers and ornamental planting. Define areas where people and nature should mix better."</i></p> <p><i>"Looks quite bleak and open: more trees; vertical green cover {see old postcards of this area and note the tree cover} if you are serious about environmental concerns."</i></p> <p><i>"I think it could use more trees in the middle are for more shade."</i></p> <p><i>"Bit concretey."</i></p> <p><i>"...Emphasis on planting, biodiversity, and climate resilience — such as wildflower beds, native trees, and pollinator-friendly planting..."</i></p> <p><i>"I would like to see significantly more planting here (and across all the plans in general) to connect a green corridor along the river and as it joins Jephson and The Pump Room Gardens."</i></p> <p><i>"The plans are better but still seem overly 'hard'. A stronger nature connection would feel appropriate here"</i></p>

			<i>between these two spaces. We already have dotted planters - this is a chance to do more!"</i>
	<b>Safety and anti-social behaviour</b> Comments in this theme are on the topic of safety and anti-social behaviour. Some comments in this theme express concern over general safety of the proposed plans – for example, having mixed spaces with traffic and pedestrians. Some express concerns over anti-social behaviour.	24	<i>"My only concern here is that 'creating a sense of pedestrian priority' might cause ambiguity with drivers. I think it needs to be very clear who has the right of way and crossings/signals are things we all understand."</i>  <i>"Again, the road crossing doesn't seem very safe."</i>  <i>"As long as we see efforts to prevent anti-social behaviour - and control food delivery e-bikes that currently seem to be exempt from rules that apply to cycling or motorcycling."</i>  <i>"Sadly, the area is known for "unwanted attention."."</i>  <i>"Concept is fine, but the final design would need to change by necessity to minimise the risk of pedestrian and vehicle conflict."</i>
	<b>Rainbow crossing</b> Comments in this theme express support for keeping the rainbow crossing, with many expressing its importance to them. Multiple comments mention the crossing represents inclusivity.	23	<i>"Love the rainbow crossing!!!! It's the highlight of our trips to the library and Jephson Gardens. Perhaps the rainbow could be painted on the new crossing or incorporated in coloured bricks?"</i>  <i>"I like the concept, but I would like to see a commitment to keeping some of the pride elements of the area, that the current crossing represents. It wouldn't need to be a crossing but a prominent focus on inclusivity across our communities would be welcome..."</i>  <i>"Please keep the rainbow crossing!"</i>  <i>"...Keeping the pride crossing - The rainbow crossing by the Pump Rooms is a great symbol of our welcoming town and so I would like to see it replicated in these developments."</i>  <i>"Please confirm that the rainbow crossing will remain in place or at the least enhanced/tidied? There is no mention of it in the above plans and it is a very important facility, not only for pedestrian safety as I'm sure you are aware, but also it stands as a beacon that the LGBTQ+ community is welcome in Leamington. The community has faced much hatred and challenge in the past few months alone, and we do not need to be going backwards as a society. Please retain the rainbow crossing."</i>  <i>"Could we keep some form of link to the rainbow crossing in future designs."</i>  <i>"Though please retain the LGBTQ+ stripes currently there at the crossing: it's cheerful, helps make the pedestrian crossing very visible when driving AND</i>



		<p><i>visually reinforces that Leamington welcomes all. Please consider adding the Trans flag stripes to this also for the same reason."</i></p> <p><i>"If I have understood correctly, I think this might mean the rainbow "Pride" crossing would be removed. I hope there are plans to relocate the rainbow crossing or have something similar elsewhere, as it would be very sad to lose the representation and inclusivity that it currently promotes."</i></p>
	<p><b>Businesses and footfall</b></p> <p>Comments in this theme mention the impact of the proposed plans on footfall and business. Some comments feel the impact will be positive, attracting more people to the town centre, or make suggestions to encourage this. Some respondents feel the proposed plans will have a negative impact on business and footfall – for example, through reduced accessibility by vehicle.</p>	<p>20</p> <p><i>"Leamington Spa has all the right ingredients with Jephson Garden and the River Avon to maximise on recreational activities and shopping."</i></p> <p><i>"Jephson Gardens and the Pump Room Garden are already the jewels in Leamington's crown so enhancing the areas will encourage local residents and visitors to use and enjoy the area."</i></p> <p><i>"I agree with the concept but fail to see how you will encourage more people to use this area if there is no vehicle access."</i></p> <p><i>"It looks great, but we need to enhance the Pump Room as a fantastic venue. Have a cafe there with outside seating to encourage people to meet friends there."</i></p> <p><i>"...People will avoid town centre if they cannot park for longer than an hour, as they will be unable to fully enjoy the activities or festivities while worrying about returning to their cars. The limited parking has negatively impacted the success of many small local businesses for this initiative to succeed, it must be sustainable for local businesses otherwise, it will remain a pointless endeavour..."</i></p> <p><i>"It will open up and celebrate a well-loved area encouraging more people to use and discover the space."</i></p>
	<p>Other themes mentioned by less than 20 respondents include:</p> <p>Knock-on impact on roads or traffic (n=18)</p> <p>Accessibility (n=17)</p> <p>Heart or focal point (n=14)</p> <p>Maintain character and history (n=14)</p> <p>Issues with current or planned pavement (n=13)</p> <p>Nature and environment (n=9)</p> <p>Not needed or not a priority (n=8)</p> <p>Public transport (n=8)</p> <p>Cyclist provision (n=8)</p> <p>Cost (n=7)</p> <p>Parking (n=7)</p> <p>Improve facilities (n=7)</p> <p>Maintenance (n=5)</p> <p>Don't pedestrianise (n=4)</p>	

	Seating (n=2)		
	Five comments refer to previous responses or were categorised as other.		
<b>Respondent selected 'Disagree' or 'Strongly Disagree' (n=298)</b>	<b>Not needed or won't provide a benefit</b> Comments in this theme express concern that the proposed plan is not needed. Some comments mention the proposal being a waste of money, whilst others highlight existing areas that meet needs. Some comments highlight alternative things to spend money on – for example, maintenance of existing areas.	122	<p><i>"This area of town is already very nice and enjoyable and does not need sprucing up with new paving."</i></p> <p><i>"...The current proposal will be expensive and not achieve any difference."</i></p> <p><i>"These plans are all far too ambitious and not achievable. I've seen nothing about the costs to this in terms of resource, loss of income and environmental. Jephson is already wonderful."</i></p> <p><i>"Just a general tidy up needs doing."</i></p> <p><i>"Again, I'm not sure what fundamental changes this makes to what we currently have. It's already a beautiful space with ease of connectivity between the pump rooms and gardens. Is this just spending money because you have it?"</i></p> <p><i>"This is less accessible, and the crossing is already fit for purpose."</i></p> <p><i>"...If the council wants a project so badly to spend money on, spend it on something actually needed, like bringing genuine help to people who use the town day to day by fixing the damaged pavements/roads, reinstating lost car parking spaces, and helping to improve public transport services."</i></p> <p><i>"It's already possible to stroll around this area - there's a widely used rainbow pedestrian crossing. There is no need to change what already works, while simultaneously depriving bus users of the opportunity to access the library and the parks."</i></p> <p><i>"We do not need to pave over the green space, it is a park not a plaza, and either way there already is a big entrance at the centre of the park that could do with a refresh."</i></p> <p><i>"Unnecessary spending of public funds. These places are nice and accessible enough now."</i></p> <p><i>"The Jephson Gardens and the Pump Room Gardens do not require this extra pavement facility. The current wide pavements already provide enough room for pedestrians."</i></p> <p><i>"I think this part of town is fine as it is. If the other plans are already going to massively disrupt the road network in the centre of town, this feels like it'll make things</i></p>



		<p>even worse. We currently have a traffic light crossing here. Traffic lights are safe and unambiguous. This 'raised bit of road' is ambiguous, and thus less safe since it will be unclear who really has priority here."</p> <p>"I don't understand the benefits of this. This area works well currently even with high volumes of pedestrians and vehicles."</p>
	<p><b>Knock-on impact on roads and traffic</b> Comments in this theme express concern over the impact of the proposed plan on traffic and surrounding roads.</p>	<p>57</p> <p>"This area will still have a significant amount of through traffic in your proposed plans. By changing the design of the gateway, will it not slow traffic down and therefore create longer tailbacks/more pollution? Again, you present no data on this issue."</p> <p>"No one will be able to get to Leam or park on busy days."</p> <p>"This is a river town with only limited access, and you are planning on restricting it further."</p> <p>"There is zero consideration being given to drivers here. This would be a nightmare and a bottleneck for traffic. Do not do this. Crossings are there already which is a route for pedestrians to cross the road safely. This already has an impact on traffic at peak times. Do not make it worse."</p> <p>"This is a lovely idea but completely impractical. And the images presented are completely disingenuous. Where are the traffic plans that will keep this area clear of traffic and buses. Are you really saying that little or no traffic and no busses will cross the bridge and travel up and down Bath Street? And how are people travelling to the South of Leamington or to the station supposed to get there without traversing this so-called accessible walking path."</p> <p>"The Parade is a major way to travel through Leamington. There is no plan on where this traffic will go. I will tell you where it will go, only other nearby roads that are already far too busy with their own air quality issues like Adelaide Road, or onto smaller nearby roads not built for the amount of traffic. Leamington needs alternative roads around before anything like this could ever be considered a good idea..."</p> <p>"This will be an absolute nightmare for anyone who lives near this, people do have to be able to leave their homes to travel to work (shock horror by car) and it will cause confusion and potentially a more dangerous situation."</p> <p>"You would be cutting off the main road into the centre. Not everyone can walk into Town. Don't discriminate</p>

			<i>against those who wish to drive and would undoubtedly look elsewhere for shopping etc."</i>
	<b>Cost or not a financial priority</b> Similar to the 'not needed' theme above, comments in this theme express concern about the cost of the project. Many comments state the proposed plan is a waste of money, whilst some comments propose alternative suggestions for spending.	44	<i>"Waste of money."</i>  <i>"...The real issue that needs to be addressed is the lack of shops as you alluded to. Perhaps the funds for this could be used for subsidising lower rent to attract more businesses into the street..."</i>  <i>"Money should be spent having more police presence in town."</i>  <i>"Huge expense to the Council taxpayers."</i>  <i>"A lot of money with no benefit."</i>  <i>"We cannot afford this and will not add value."</i>  <i>"This proposal is a ridiculous waste of money."</i>  <i>"...Money can be better invested into other areas more in need."</i>
	<b>Safety</b> Comments in this theme express safety concerns. Many comments note dangers presented by mixed pedestrian and traffic areas. Other topics mentioned include the state of the pavement, accessibility and traffic crossings.	39	<i>"You need traffic lights to provide safe crossing for both pedestrians and vehicles."</i>  <i>"You can either pedestrianise or leave as is, the idea of mixing the two with the priority given to pedestrians is an accident waiting to happen, with children being the most vulnerable."</i>  <i>"Massive accident concern. Could cause queues of cars whilst pedestrians cross which can be busy on weekends and school times. Safety concerns outweigh the aesthetics of this proposal. Avoid at all costs."</i>  <i>"Eliminating traffic lights will make crossing less safe."</i>  <i>"Blurring the lines for pedestrian / vehicles is dangerous..."</i>  <i>"...Shared pedestrian and car zones are terrible hazards for disabled people, particularly visually impaired people..."</i>  <i>"This mixed transportation realm does not work. In fact, it is dangerous for children, those with limited mobility, and those with vision disabilities..."</i>  <i>"Pedestrian priority is dangerous and the state of disrepair of the pavement of the current Parade should really be your priority. For people with visual impairments and difficulty walking, the random uneven mixture of tarmac and paving slabs is a real problem."</i>

	<p><b>Character, heritage and history</b></p> <p>Comments in this theme express concern over the loss of character and history in the proposed plans. Some comments mention the proposed plan is too modern or doesn't match the style of Leamington.</p>	26	<p><i>"It appears that the buildings that are currently at the entrance are going to be remodelled. They are a huge part of the town's heritage, and I definitely believe they should be left alone."</i></p> <p><i>"One of the main benefits of Jephson Gardens is its enclosed nature. By opening it up you remove its uniqueness within the town."</i></p> <p><i>"Not required, looks far too modern in design."</i></p> <p><i>"Modernist rubbish. Not in keeping with the town's celebrated Georgian architecture."</i></p> <p><i>"Current design plans don't match the architecture and vibe of the buildings."</i></p> <p><i>"By all means create an area outside of the gates that is more welcoming but don't remove the beautiful gates it's part of the look of the town and gardens."</i></p> <p><i>"The Parade is enjoyed and loved by many. You should spend the money on improving the appearance not changing the whole Parade! There used to be rules about how the buildings were kept that they should be painted regularly and a certain colour..."</i></p> <p><i>"Appreciate the drawings are concept drawings but this is not an improvement and removes the character of this area."</i></p>
	<p><b>Businesses and footfall</b></p> <p>Comments in this theme speak of the impact of the proposed plans on business and footfall. Topics mentioned include parking, impact on surrounding areas and alternative suggestions for funding.</p>	24	<p><i>"...just focus on helping the local small businesses with financial help."</i></p> <p><i>"And what if the shops located in that area? Will you support them as they are unable to get deliveries, collections, and customers?"</i></p> <p><i>"Have you even thought about the effect on surrounding roads from what you are proposing. People will just stop coming into Leamington. Do you really think that the few surviving businesses can survive with just the people who can get to the town centre by foot?"</i></p> <p><i>"It will not encourage people into the area, in the past pedestrianisation has never worked."</i></p> <p><i>"This part of the proposal restricts access to the St Peters car park and will damage the viability of the town centre. If shoppers/tourists cannot access the car parks easily they will not come. That is why they are going to retail parks in growing numbers. Like it or not shoppers cannot carry their purchases on a bicycle."</i></p>

			<i>"We don't have the footfall and never will."</i>
	<b>Don't pedestrianise or restrict traffic.</b> Comments in this theme do not support pedestrianisation or traffic restrictions.	20	<i>"I feel closing roads and access, is not a good idea at all. It pushes the problem just out of the town centre. People love their cars and will not give up driving. Leave the Parade and other areas mentioned alone."</i>  <i>"I feel that the space is currently more than wide enough and any attempts to narrow the roadway in favour of pedestrians is just asking for trouble."</i>  <i>"Completely unnecessary and will block cars and prevent access over the bridge. Also surely dangerous to have people wandering around and cars inching their way through. Make wider footpaths, put more crossing points in but keep the cars, bikes and people separated. Access over the bridge is important for residents."</i>  <i>"I think this should still be a road as it is otherwise this would cause more traffic issues around South Leamington. Going ahead with this design would get confusing with who can drive down and pedestrians not moving for cars."</i>  <i>"Do not close the road it will causes unnecessary chaos negativity effecting local town centre businesses."</i>  <i>"...Pedestrianising the lower end of the Parade is a pretty pointless waste of money."</i>
A range of other themes were also identified, mentioned by less than 20 respondents: Accessibility (n=17) Parking (n=17) Traffic lights (n=16) General disagreement (n=15) Make changes elsewhere (n=14) Traffic management suggestions (n=14) Greenery (n=11) Not achievable or realistic (n=9) Keep rainbow crossing (n=7) Pedestrianise or restrict traffic (n=7) Boundary between road and path (n=6) No cyclists (n=6) Environment (n=6) Maintenance (n=6) No data or evidence (n=4) State of pavements (n=4) General agreement (n=4) Anti-social behaviour (n=3) Seating (n=1) Remove rainbow crossing (n=1) Open greenhouse (n=1)  13 comments referred to a previous response or were categorised as 'other'.			

<b>Respondent was neutral - selecting 'Neither Agree nor Disagree', or did not answer (n=104)</b>	<b>Not needed or lower priority</b> Comments in this theme note that the proposed plan is either not needed or a lower priority project. Some comments see merit in the plan but not that it is not a priority. Some comments suggest alternative measures, such as maintenance of current spaces, and some note that the proposed project is not a good use of funds or won't bring benefits.	34	<p><i>"I consider this part a lower priority compared to improvements to north of Parade / pedestrian area on upper part."</i></p> <p><i>"This feels like lower priority to me than the other bits. I already quite like the area. Nice idea still though. "</i></p> <p><i>"This seems quite nice, but I don't think it'll make enough difference that it's worth spending too much money on!"</i></p> <p><i>"I don't think there is much wrong with this area as it is."</i></p> <p><i>"Out of all the proposals this seems that least necessary however would enhance the environment..."</i></p> <p><i>"Crossing the road does not deter anyone from visiting the Jephson or Pump Room Gardens. If I recall your traffic plan, there would be buses along this stretch in any case?"</i></p> <p><i>"Jephson Garden is already beautiful and as long as it's maintained and kept in a good condition, no changes are necessary."</i></p> <p><i>"This looks overly paved. I love the entrance to Jephson as it is. Not sure you need to spend money changing that."</i></p>
	<b>Safety</b> Comments in this theme express safety concerns, including access for emergency vehicles.	18	<p><i>"Just ensure it is safe for people to cross. Please don't take away the rainbow crossing!!!"</i></p> <p><i>"How do the emergency services get to people quickly if the roads are blocked off?"</i></p> <p><i>"Again, I have concerns regarding the uncontrolled mix of traffic and people."</i></p> <p><i>"I think there is a significant danger to pedestrians in this concept due to tensions with vehicle users."</i></p> <p><i>"The pedestrian priority zones can be confusing and dangerous. It may be better to divert or restrict traffic and create pedestrian only areas."</i></p> <p><i>"I have serious concerns for the emergency Fire Engines on being able to egress the Fire Station without delay due to heavier traffic load on Dale Street/A452 – what would you be doing to address this issue."</i></p>
	<b>Knock-on impact on traffic</b> Comments in this theme speak of the potential impacts of	16	<p><i>"Current south-north traffic (under the plan) would end up going to Bedford St. But that requires crossing this point. There are constant traffic problems at the moment with the two pedestrian lights. So, while I support making it easier for pedestrians to get across,</i></p>

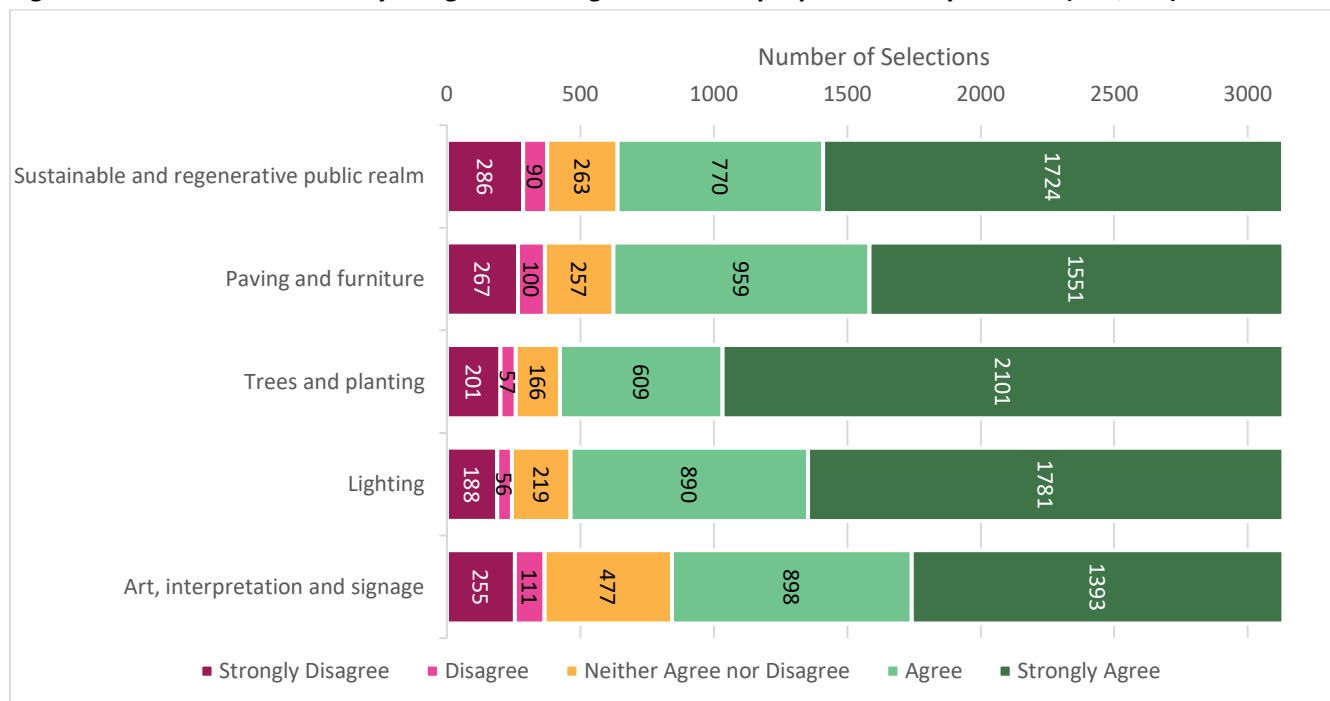
	the proposed plans on traffic and surrounding areas.	<p><i>I'm concerned that having the entire segment as a pedestrian-priority zone will actually mean that no traffic can ever pass down it, particularly on fine summer days. I'd prefer to have a couple of clearly indicated pedestrian-priority crossing points, so any traffic has a chance to get through."</i></p> <p><i>"I am supportive from a visual and openness view but would worry about the impact of this on people travelling from the top end of town to the train station and whether it will create an unhelpful bottle neck (it already gets clogged) and the impact on other streets i.e.: Leam terrace."</i></p> <p><i>"...The private car traffic currently going through here must be maintained without significant damage to the surrounding residential areas."</i></p> <p><i>"Not quite sure what the traffic management plans are here but it's a key part of the road for traffic accessing town and the gardens. So, I wouldn't be supportive of trying to reduce traffic here. If it's not about reducing traffic, then happy with this proposal."</i></p> <p><i>"Good idea but I think drivers are going to get frustrated until they get used to this."</i></p>
	<p>Several other themes were mentioned by less than 15 respondents, including:</p> <ul style="list-style-type: none"> <li>Keep or develop specific aspects (n=14)</li> <li>Traffic management suggestions (n=14)</li> <li>Keep the rainbow crossing, or question about whether it will be kept (n=13)</li> <li>Don't pedestrianise (n=11)</li> <li>Pavement issues (n=8)</li> <li>Public transport and cycling (n=7)</li> <li>Accessibility (n=7)</li> <li>Cost (n=7)</li> <li>Pedestrianise or have pedestrian priority (n=6)</li> <li>Nature and environment (n=5)</li> <li>Connection between spaces (n=5)</li> <li>Parking (n=4)</li> <li>Footfall (n=4)</li> <li>Maintain character and history (n=3)</li> <li>Needs more development (n=3)</li> </ul> <p>3 comments referred to previous comments or were categorised as other.</p>	

## 4.9 Quality of Place

The last question in this section was about the quality of place delivery. This was a required question, although one person didn't respond so 3,133 individuals (>99.9%) answered this question. Figure 12 show that the most selected response for all the quality elements was strongly agree, ranging from 44.4% (art, interpretation and signage) to 67.0% (trees and planting). The next most selected answer for all elements was agree, which brought total agreement for all elements to over 73%. For all

elements, disagree was the least selected response (all 3.5% or less). Selection for strongly disagree ranged from 6.0% (lighting) to 9.1% (sustainable and regenerative public realm).

**Figure 12 – To what extent do you agree or disagree with the proposed concept ideas? (n=3,133)**



Respondents were then invited to add comments, with the prompt ‘If you wish, please use the space below to explain your response’. 634 respondents (20.2%) provided a comment, and a range of themes were identified. These are shown in the table below.

**Table 21 – Themed responses explaining ‘to what extent do you agree or disagree with proposed concept ideas?’ (n=634)**

Theme	Count	Example Quotes
<b>Materials used</b> Comments in this theme share opinions on materials that should be used in the proposed plans. Some comments specifically noted that less concrete/paving was needed. Other considerations were using natural or sustainable materials, materials to match existing style of Leamington, and ensuring materials used don’t take away the ‘soul’ of the town.	125	<p>“The paving and furniture could be seen as a bit grey which might be modern but is also fairly boring whereas introducing some alternative materials from the stone could be helpful with the vibrancy.”</p> <p>“...I’m very pleased we are not contemplating concrete!”</p> <p>“...There needs to be more black features in your plans to reflect the black metalwork of the existing architecture.”</p> <p>“...love the idea of using reclaimed wood or materials.”</p> <p>“A lot of these renders seem to look like the nature/planting is an afterthought. There is a risk that not putting in enough planters or thought to the area aesthetics will make it look very bare and soulless particularly as you’re using a lot of paving.”</p> <p>“Paving looks somewhat bland and generic.”</p> <p>“When it comes to seating and materials used, I am concerned as to how it will be accessible for people with disabilities.”</p>



<p>Some comments also noted the importance of resilient materials, for example that paving is able to withstand wear and tear. Accessibility and cost were also topics raised.</p>		<p><i>Will different textures of paving be used for those who are blind? How will those who are blind and use a pole know that the crossings etc are there and when it's safe to cross? Will the paving be as prone to damage as the current materials used and therefore make it difficult for those of us who use mobility aids to access the town?"</i></p> <p><i>"As previously stated, cheap paving must not be used! At the moment broken paving slabs are replaced with tarmac and it lowers the tone of the town."</i></p> <p><i>"There's no need to go too far in terms of really expensive surfacing or lighting, especially in the current financial climate."</i></p> <p><i>"Light colour stone is not good at resisting staining from vehicles."</i></p> <p><i>"Would the white walled building and white(ish) slab flooring be a bit hot, dry and arid looking..."</i></p> <p><i>"Good foot path surface, I think a light colour would soon look grubby although many cities that keep well have a chalk or loose path (London, Paris etc...) which is classic and seems to continue to look good as does fine set gravel in parks. Modern natural stone blocks and slabs don't seem to age well in towns and cities I've visited."</i></p> <p><i>"Need quality materials for all of this."</i></p> <p><i>"I hate tactile paving with a passion - it hurts if your feet are sore, you trip if you don't lift your feet enough and it's an absolute pain when pushing a wheelchair..."</i></p> <p><i>"Pavement is a bit samey, could have a bit more colour in there. Same with the art, could be bolder. all good overall."</i></p> <p><i>"I don't feel the materials or design proposed for paving, furniture, and lighting are appropriate for the historic town centre."</i></p> <p><i>"The expression of historic character and heritage shouldn't be reserved for just Art, Interpretation and Signage. It should be integrated into designs. this isn't from a point of view of storytelling, but to ensure the public realm doesn't look too soulless, pristine, or like any other town with new public realm. Therefore, paving, lighting, benches, other design should follow the 'standard' or off-the-shelf design. It doesn't need to be overdesigned or too obvious, just not so obvious that it's a 'new public realm scheme'. it really needs to speak to the character of the place..."</i></p>
<p><b>Greenery</b> Comments in this theme speak of the importance of having greenery, including</p>	<p>112</p>	<p><i>"Double the greenery add wild flowers and native planting."</i></p> <p><i>"The trees cut down by WCC need to be replaced like for like, not oaks replaced with cheap, quick growing ornamental cherries etc."</i></p>



<p>trees, flowers, and grass. Several different topics were raised including the impacts of greenery, such as for health or nature, and different styles of planting.</p>		<p><i>"I am assuming that all existing trees will be retained. It would be a massive shame to lose mature tress - for humans but also for the delicate wildlife ecosystems that rely on them."</i></p> <p><i>"Nature, trees and wildlife should be at the forefront of what is planned to make sure it's sustainable for all..."</i></p> <p><i>"Strongly agree with the use of trees to help keep the street cool in summer and support adaptation to hotter summers."</i></p> <p><i>"Please include grassy areas! They are awesome for kids to play and people to sit."</i></p> <p><i>"In this section the importance of trees is significant. No doubt all are aware of the positive impact trees assert on health and wellbeing."</i></p> <p><i>"Has the cost of maintaining the planting been considered. If it is neglected and it becomes weed infested and littered it will detract from, not enhance the Parade. Consider a mixture of evergreen and deciduous trees for year-round interest."</i></p> <p><i>"Trees and planting, I hope that permaculture ideas will be considered, such as planting fruit guilds and mini forest gardens to make the space sustainable and regenerative. Also, in terms of planting and rainwater, I hope that trees will be planted with backwater / eddy basins to help prevent flooding and help capture rainwater run-off. The same for the potential for rainwater gardens."</i></p> <p><i>"...Trees and planting need maintaining constantly so probably that won't happen."</i></p> <p><i>"The planting should be naturalistic and sustainable using perennial plants rather than annuals."</i></p> <p><i>"Care needs to be taken with planting to ensure the planting meets the expectation of the original architecture of the area."</i></p> <p><i>"...Any and all trees for shade are great, it'd be good to see as many pollinators as possible featured along the way, perhaps the same species as those in Jephson Gardens to unify the greenery. Bearing in mind people's perceptions/aversions to bugs and bees, perhaps pollinators could be planted in hanging baskets while those less attractive to bugs be incorporated into mixed seating/planter furniture so not to irritate those looking for a rest."</i></p> <p><i>"I would love to see more greenery both for aesthetic but also for health, wellbeing and climate mitigation/resilience..."</i></p>
<p><b>Cost</b> Comments in this theme speak about the cost of the</p>	110	<p><i>"I agree with the concept but have grave concerns about the cost- I know how expensive just the plants and trees will be, plus the</i></p>

<p>proposed project. Some comments query the funding source of the project, whilst some suggest spending more on more sustainable materials is a worthwhile investment. Ongoing maintenance and being realistic with the budget are also topics raised. Some suggest maintenance of the current areas is important, or funding of alternative public services is a better cause.</p>		<p><i>trees will need to be of a reasonable size to make any impact and to discourage vandalism."</i></p> <p><i>"Waste of money."</i></p> <p><i>"Please consider the economic situation of the citizens and try to start small to reduce spend. I would prefer a decrease of council tax."</i></p> <p><i>"All great ideas, but what is a realistic budget to implement, and then maintain?"</i></p> <p><i>"Who is paying for all of this?"</i></p> <p><i>"You get what you pay for."</i></p> <p><i>"a lot of money that can be used in better ways."</i></p> <p><i>"Spend the money on improving what is there today, money could be better invested in public services."</i></p> <p><i>"Frivolous expenditure. This will not encourage more people to spend time in the town centre."</i></p> <p><i>"Wasting taxpayers' money. Please improve what we have and police the Parade. Spend money on schools, not wasting it on schemes like this."</i></p> <p><i>"...The problems with retail are primarily problems of a massive change in shopping habits over the past few decades. Spending large sums of money on infrastructure that will move buses from the very centre of the town will not assist the existing businesses..."</i></p> <p><i>"The pavement has to last a long time, the current pavement in Leamington looks a mess so it's important to spend more to have more robust pavement which will last far longer."</i></p> <p><i>"Where is the money coming from?"</i></p> <p><i>"I don't see how we can afford all of this when the public purse is already empty."</i></p>
<p><b>Character and history</b> Comments in this theme emphasise the importance of ensuring designs are in keeping with the character, heritage and 'feel' of Leamington. Many mention specific aspects, such as lampposts or materials used, whilst others note more generally the type of</p>	<p>80</p>	<p><i>"This is hugely important! Don't turn it into any old town centre, it has to be Leamington!"</i></p> <p><i>"Totally agree about integrated art and interpretation to highlight Leamington Spa's rich history."</i></p> <p><i>"Shouldn't look too modern and sanitised - must keep its unique, historical nature and not look like every other modernised city centre."</i></p> <p><i>"Aiming for strong detailing reflective of the history and character of the town will undoubtedly be expensive but please don't allow</i></p>

<p>design they believe is desirable in the proposed plans.</p>		<p><i>it to be value engineered too heavily. The town deserves a high quality new public realm."</i></p> <p><i>"For the Art and Design detail is everything. As suggested the space should reflect the history and Victorian / mock Georgian period of the town's development. May be consider reusable plinths or platforms to show current designs and art. The historical backdrop can be a gallery for the current but attempts to mix old and new on a permanent basis end in dilution and rarely last the test of time. Focus on being sympathetic to the town's historical character."</i></p> <p><i>"Maintain and increase the heritage style, whilst injecting modern style to complement."</i></p> <p><i>"There is a lot in the plan about making it look regency but not much that collaborates with the community. Designs that include community collaboration in its making encourage local investment."</i></p> <p><i>"The design and materials look lovely. They will enhance the already stunning architecture of the town."</i></p> <p><i>"Keeping the heritage of the town is the most important element here - it needs to be inspiring, intricate, and following the regency spec of the town. Otherwise, it will be soulless and boring for visitors/residents who will complain."</i></p> <p><i>"Implemented design should highlight the Georgian architecture from the paving slabs to the lampposts."</i></p> <p><i>"Definitely need some elephants incorporated somewhere - it is a really compelling and fun story. Maybe an elephant trail leading down the Parade to the elephant wash through Jephson Gardens?"</i></p>
<p><b>Lighting</b> Comments in this theme support lighting or have noted a positive impact of adding this to the proposed project. Many comments highlight improved safety as a result of better lighting. This theme overlaps somewhat with the theme 'concerns about lighting' below, where respondents have shared mixed opinions.</p>	<p>74</p>	<p><i>"Lighting can have many uses. You mention safety and security. But it can also be used to highlight various features, of which there are many along the Parade..."</i></p> <p><i>"An improvement of lighting would be good."</i></p> <p><i>"Can we also bring back elaborate and thoughtfully designed lampposts for the street lighting? (I bet nobody else asks for this, but it's such a huge part of a street's visual appeal)."</i></p> <p><i>"Lighting in and around the Parade is key. We have dark areas such as the path outside Jephson Gardens where women are afraid to walk alone at night..."</i></p> <p><i>"...Lighting needs to be sensitivity designed to balance biodiversity and safety."</i></p> <p><i>"...Lighting can only be good, especially if mostly solar powered..."</i></p>

		<p><i>"Please use a good lighting designer. Lighting will be the success or failure of the project. Get it wrong and it does not succeed. The lighting needs people to feel safe whilst not so bright it feels like a hospital. It's all about mood and options..."</i></p> <p><i>"Please keep any additional lighting on during the evenings and night."</i></p> <p><i>"...Lighting on timers/sensors would be great to limit light pollution."</i></p> <p><i>"Lights at night are super important, so bring community together and feel safe."</i></p>
<p><b>Current pavement Issues</b></p> <p>Comments in this theme note issues with the current paving, including its resilience to wear and tear, and it being uneven or unsuitable for the area. Some mention the particular impact this has on those with accessibility needs. Some comments emphasise the need to consider this in the proposed plans.</p>	70	<p><i>"The current paving in the Parade has been ruined by vehicles parking on them. If vehicles will be allowed access to the Parade, this problem needs to be addressed."</i></p> <p><i>"Paving needs to avoid the problems which have arisen since the last expensive work on the pavements which now have many broken slabs and areas where water gathers in storms."</i></p> <p><i>"Current paving of small buff squares is useless. Most are cracked and not maintained. I would prefer no paving, but resin bonded coloured stone, which allows drainage and has infinite possibilities for design and detail, and less maintenance/ requirement for repair. This can also be utilised to unify and signpost specific zones for users..."</i></p> <p><i>"Sort out the current terrible state of Leam's pavements before making new ones!!! Bumpy pavements are huge trip hazards for people with mobility or sight issues, and painful and hard to traverse for wheelchair users."</i></p> <p><i>"I'd be wary of the paving that was used at the top of the Parade last time. It became really slippery when it rained, and it's never been even. Maybe larger flagstones rather than the small square ones would be better?"</i></p> <p><i>"I have already mentioned the problem of the current paving. It's particularly bad in the upper sections of the Parade, from Regent St to Clarendon Avenue. Paving slabs are small - presumably so that only a small area has to be replaced at a time - but this means that unless it's done regularly there are uneven edges everywhere, waiting for pedestrians to trip up. Delivery vans often park on the pavement, which exacerbates the situation. The whole business or resurfacing need to be thought through carefully; I don't believe this is an area for cost-cutting."</i></p>
<p><b>Not needed or not a financial priority</b></p> <p>Comments in this theme express the opinion that the project is not needed</p>	70	<p><i>"Spend the money - if Leamington really has such a budget - on different plans..."</i></p> <p><i>"We all wish to see a sustainable environment, but the Parade alone will not achieve this and many of the improvements</i></p>

<p>or is not a financial priority. Some mention alternative funding ideas, or that existing spaces could instead be maintained for a cheaper cost. Some comments note more generally that the proposed plans are not necessary.</p>		<p><i>suggested in terms of the lighting, tree planting etc can be achieved without the changes and costs proposed."</i></p> <p><i>"It is a waste of money."</i></p> <p><i>"Put more seating, lightening and trees into the current spaces our beautiful town has. Improve the spaces we have without wasting money."</i></p> <p><i>"As explained before, these questions are designed to evoke a specific response. Who can really disagree with these intents. However, the questions are completely biased and don't give a balanced choice of options. For instance, no indication of the costs is given. Would people really say yes if they realised how much these things cost and what public services would need to suffer as a result of implementing them?"</i></p> <p><i>"It all looks lovely, but it won't deliver the biggest benefits, so keep your focus on spending money on those rather than faffing around the edges."</i></p> <p><i>"This project is a waste of money and adds nothing to the health and well-being of people who live and work in Leamington Spa."</i></p>
<p><b>Maintenance</b></p> <p>Comments in this theme speak about maintenance, including the maintenance that will be needed if the proposed plans are implemented, and existing maintenance needs. Some express concern about the cost or resilience of materials used.</p>	<p>66</p>	<p><i>"Landscaped areas need maintenance so the long-term cost of maintenance and where that is funded from would be a concern."</i></p> <p><i>"There will need to be improved street and street furniture cleaning so daily washing of these new paved areas should be included in the budget."</i></p> <p><i>"I like the proposals, but I feel they need regular upkeep if using natural materials like wood planters. There are countless examples around London where the sleepers of the planters have weathered badly."</i></p> <p><i>"Care should be taken to make this space clean, simple and affordable to maintain. The worst thing would be 5/10 years down the line when budgets are inevitable cut to see expensive features removed or replaced with something that doesn't fit the overall design."</i></p> <p><i>"Great to put it in, needs to be maintained."</i></p> <p><i>"...unless there is an adequate budget to ensure that all of this work is done well and maintained it would be better to keep things extremely simple."</i></p> <p><i>"This seems important but should be done only after currently needed improvements have been completed. For example, replacing all the missing pavement slabs that have been filled in with tarmac. This plan glosses over the current lack of basic maintenance. We believe consistent maintenance should take priority over a complete overhaul of the town centre."</i></p>

		<p><i>"...cleaning and maintenance must be budgeted and done professionally..."</i></p> <p><i>"Maintenance is an important issue. The current pedestrian walkways on the Parade are never (?) washed, unlike continental main streets, and become unsightly to walk on."</i></p> <p><i>"Maintain the frontage of historic buildings. How will this be planned and funded into the future? This will be essential to maintain the historic accuracy and authenticity which will bring visitors to the town now and in the future (like Bath)"</i></p>
<p><b>Businesses and footfall</b></p> <p>Comments in this theme note the impacts of the proposed project on business and footfall. Some feel the proposed plans will attract footfall, whilst others feel it will decrease.</p>	54	<p><i>"As I have said. Shops, restaurants and bars will bring people back to Leamington."</i></p> <p><i>"This expensive plan is based around reducing access to a moderately successful main shopping street, key access routes, and destroys the heritage of our town's high street and park access, with no evidence of critical thinking. What is the point of such expense at such a challenging economic moment, in a successful a town centre that is already admired by locals and visitors, and it will simply add to demands for more out of town retail developments due to the excessive housing growth adjacent to Whitnash."</i></p> <p><i>"Fiddling at the edges. Nice to haves not must haves. Just get more shops back or you will have a big litter strewn empty playground."</i></p> <p><i>"Stunning, stunning concept that will only add to this very special town and both maintain and increase its popularity for new comers, the existing community, businesses, tourists , the economy and health of the residents."</i></p> <p><i>"Consider the human need. What do people need the Parade for? It has always been a business street. Focus on business."</i></p> <p><i>"This risks being a very expensive project with little benefit to local businesses."</i></p> <p><i>"It all looks wonderful but without adequate and affordable out of town parking and/or reliable transport links into the centre I can't see how this is going to bring more shoppers into the town centre?"</i></p> <p><i>"This might make a pleasant tourist spot but has no place in a thriving business community where people need quick and safe access to daily living requirements."</i></p>
<p><b>Seating and street furniture</b></p> <p>Comments in this theme speak about seating and/or street furniture. Some comments express the</p>	49	<p><i>"...Additional lighting and seating would be welcome in this area."</i></p> <p><i>"Provide extra seating, there is enough room on the current wide pavements to put benches, add trees and improve lighting."</i></p>

<p>need for more or better seating, whilst others expressed concerns or needs in relation to accessibility, maintenance, cost and specific types of seating.</p>		<p><i>"Don't use wooden seating it never gets maintained and looks a mess within five years. Anything wooden is never finished properly and soon gets vandalised."</i></p> <p><i>"Please don't overdue the furniture and obstruct the space making it less flexible."</i></p> <p><i>"Replacement/upgrading of seating and signage would be fine as long as they in the same period style of the town..."</i></p> <p><i>"What is the evidence base for needing lots of additional furniture? Why would people choose to travel to the town centre (and how are they getting there?) just to sit on a bench?"</i></p> <p><i>"More benches are needed."</i></p> <p><i>"Make sure you avoid putting seating in the middle of walkways to help blind and partially sighted individuals."</i></p> <p><i>"If you're visiting somewhere, there's never enough places to sit."</i></p> <p><i>"Please ensure there are spaces for reflection and for people to sit and relax without all the hustle and bustle around..."</i></p> <p><i>"If the town requires more seating, then I'm sure that there is plenty of space to provide a much lower cost scheme that integrates them..."</i></p> <p><i>"The more space for people (and not cars!) the better. Hopefully this will allow cafes to expand into the street. It's lovely to sit outside when the weather's good, but not enough places have space to do this in the town centre."</i></p>
<p><b>Nature and the environment</b> Comments in this theme mention nature or the environment. Topics mentioned include sustainability, the environment, pollinators, pollution, habitats and attracting wildlife.</p>	<p>46</p>	<p><i>"...If any work is undertaken, of course environmental factors should be considered where materials are concerned, however we should also be considering conservation as the priority. If environmental and pollution is the main concern, should we be ripping up the Parade to begin with?"</i></p> <p><i>"More trees! Biodiversity is more than pollinators - we also need birds, bats and other invertebrates. There could be bats and bird boxes, swift boxes."</i></p> <p><i>"Need to consider wild animals and impact on that ecosystem. Trees are great and lighting but making a place too artificial is just such a waste of money."</i></p> <p><i>"Please also integrate pollinators and night pollinators into the design, being conscious of the impacts of lighting on these."</i></p> <p><i>"Put wildlife first! Trees = oxygen. Our levels of pollution in this town are sometimes higher than in London. Hmmmmm let's think about this and add some trees instead of culling everything that is essential to living and breathing."</i></p>

		<i>"...I love the bee hotel and pollinator friendly plants..."</i>
<b>Anti-social behaviour and safety considerations</b> Comments in this theme express concern about anti-social behaviour and safety. Topics mentioned include lighting, vandalism, CCTV, and creating a safe space. Some comments mention anti-social behaviour, ranging from lower-level disturbance, such as loud noise, to criminal activity.	45	<i>"In my experience, if anyone is really concerned for the safety of women and girls then 'ambient evening lighting' does not provide that - it creates a feeling of foreboding and fear."</i>  <i>"Please use anti-graffiti materials, have wardens to discourage anti-social behaviour, etc."</i>  <i>"Hope this large open area will be monitored by 24hr CCTV to keep people safe and keep undesirable behaviour to a minimum."</i>  <i>"Long tables? Won't this just increase already loud levels of noise from groups especially students by congregating under and near people's homes."</i>  <i>"...Ample CCTV needed everywhere we have so much crime including drug dealing, drunken fights, stealing and crime is increasing..."</i>
<b>In support of art or sculpture</b> Comments in this theme were supportive of art or sculpture in the proposed plans. Some expressed preferences for specific types of art, and what they would or would not like to see included.	43	<i>"Real opportunity to push the art agenda and be known for a creative space for artists to show their work."</i>  <i>"The art, interpretation and signage made me squeal with joy: regency era aesthetic! Yes! It will look gorgeous! :)"</i>  <i>"It might be nice to also create spaces for rotating art to provide exposure for a rotation of local artists and artists in residence..."</i>  <i>"...this would be an opportunity to include local artists and some visual art representation."</i>  <i>"Sounds good. I would prefer art and structures to much more directly reference (or even recreate) historical styles rather than modern ones. Highlight Leamington's distinct character more!"</i>  <i>"I love how the council already do so much to make Leamington an artistic and creative environment, so I support this..."</i>  <i>"I think it could be a bit less restrained, e.g. add some bright colour. There's already enough beige, something more vibrant is needed. New artwork can still be in keeping, without being boring, e.g. large modern sculpture."</i>
<b>Concerns about lighting</b> Comments in this theme express concerns about the type of lighting included in the proposed plans. Some comments note the importance of lighting, whilst expressing concerns. Impacts highlighted include: the impact on	40	<i>"...In terms of lighting, we need the centre to feel safe, but I wouldn't want it to be lit up much more in a way that will be disruptive to the wildlife that you hope to support in Leamington."</i>  <i>"...with regards to street lighting, I would be in favour of this being solar powered as far as is practicable, but what would be the effect on wildlife in the area? Has an ecology assessment been planned to note any impact on bats or other species in the area? Light can be an issue for some wildlife."</i>  <i>"Lighting Impact on ecology/biodiversity needs to be considered."</i>



wildlife, health, aesthetic appeal and light pollution.		<p><i>"Lighting will be essential to make it feel safe after dark and should be on all night (ideally dimmed with motion sensors during late night). Please use Amber LED lighting instead of blue as it's better for biodiversity, light pollution and human health."</i></p> <p><i>"Regarding the lighting - please be aware that lighting creates atmosphere as well as aiding visibility. Harsh white lights may help visibility, but they create a horrible atmosphere. Strength and colour of lighting should be considered in this plan."</i></p> <p><i>"Extra lighting is possibly not sustainable and can be inhibiting to nature - confusing birds about daylight/nighttime. Not just birds; when did you last see a glowworm?"</i></p>
<p><b>Don't pedestrianise or restrict traffic</b></p> <p>Comments in this theme were against pedestrianisation or restricting traffic. Some comments expressed that the proposed plans could still be implemented without this.</p>	36	<p><i>"...I disagree with the removal of the roadway if it is to be replaced with a pedestrian area as I feel that both pavements are more than wide enough anyway, although it would be good if they could be smoother out and levelled along its length..."</i></p> <p><i>"Any changes should not close Parade to traffic..."</i></p> <p><i>"Again, I believe most of these concepts can be achieved without the major disruption of closing the Parade."</i></p> <p><i>"All this can be done without pedestrianising the Parade and certainly needs to be done. The current paving for instance is shocking. I know of many people who have stumbled and also fallen over with the poor quality and poorly laid paving."</i></p> <p><i>"The items that you list are all great, except it does not need to be pedestrianised. You can do all of these things and enhance the existing features, without extensive paving."</i></p> <p><i>"The Parade has always been open to all transport back when it was originally founded this was horse and carts to change this will be damaging heritage and history."</i></p>
<p><b>Accessibility</b></p> <p>Comments in this theme note important considerations to be taken into account to make the area accessible and inclusive – a range of specific aspects are mentioned including paving, ensuring a clear unobstructive pathway, public transport access and disabled parking.</p>	33	<p><i>"Make sure people with limited ability can still access buses."</i></p> <p><i>"Maintenance is essential so that the area looks attractive but not at the expense of losing the road and disabled parking bays."</i></p> <p><i>"Make sure you avoid putting seating in the middle of walkways to help blind and partially sighted individuals."</i></p> <p><i>"Again, elderly and disabled access is prohibited without bus access at least at the top of the Parade!"</i></p> <p><i>"Paving MUST be level to make it safe for mobility impaired / sight impaired / wheelchairs etc..."</i></p> <p><i>"Obstructions for pedestrians, particularly disabled pedestrians, must be minimised. There needs to be high colour contrast between pavements and roads and between paving and street furniture to allow the visually impaired to safely use the area."</i></p>

		<i>"Please consider neurodivergent people in this."</i>
<b>Signage</b> Comments in this theme share opinions on signage, including information boards, posters and signs/labels. Some are in support of the introduction of signage, whilst others are less in favour.	28	<i>"...Keep things as simple as possible with no fussy unnecessary signage..."</i>  <i>"Minimum signage and other visual clutter, please."</i>  <i>"Art and interpretation can be added at a later date. The main focus should be on signage for pedestrians and cyclists to effectively navigate what can be a confusing layout if you do not know the area."</i>  <i>"Labelling of historic buildings and information boards would be a good idea."</i>  <i>"...Use of weekly posters and billboards to inform everyone of the current or future events occurring."</i>  <i>"Please be sparing of excessive (or indeed any) signage. This creates clutter and has been successfully removed in many European cities...."</i>
<b>Idealistic</b> Comments in this theme express concern that the proposed plans are unrealistic or won't work in practice. Some feel that the plans are not practical for real life or have no real intention of being implemented.	26	<i>"...Sustainable and regenerative public realm'= just buzzwords, meaningless drivel of no discernible benefit in the real world."</i>  <i>"Full of fashionable buzz words designed to sound fancy. yes, I predict it won't be finished to the standards in the proposal, budget will be reassigned, and cost will be cut, or it will run massively over budget with no financial benefit to the region."</i>  <i>"I am starting to wonder if this project - so very, very, very farfetched - will ever see the light of day - and how much public money will have been spent in this "exercise" of plans, proposals and propositions!"</i>  <i>"...The "concept" ideas are fine, just not practical for real living..."</i>  <i>"In an ideal world. Great. Put your spare cash into adult and children social care first."</i>  <i>"Whatever the final outcome, the public sector will manage the project poorly. Cut out the bells and whistles to create a realistic overspend. By the time any project actually starts, the budgeted funds will be 2-3 years out of date."</i>  <i>"This is ambitious and poorly considered..."</i>
<b>Will be an improvement</b> Comments in this theme note that the proposed plan will bring improvements to the area.	25	<i>"This looks excellent and will help maintain the integrity of the town but breathe a new lease of life into the space!"</i>  <i>"I truly believe this would completely change the vibe of Leamington for the better. I've lived in Leamington my whole life and would love for this to come into fruition."</i>  <i>"These are the aspects which will lift the spaces and make them not just a space but a space to enjoy and be part of."</i>

		<p><i>"I think these concepts will create a wonderful, inviting and relaxing environment. There is a lot of focus on the daytime usage of the Parade, but it is also important to consider the evening and night time environment and atmosphere. Appropriate lighting as suggested will provide a safe environment for all and will also enhance the experience as people can have a day time experience and an evening experience."</i></p> <p><i>"It all looks to positively enhance the local environment."</i></p> <p><i>"No matter what is decided on from the movement concepts, investing in a better quality of place on the Parade is vital."</i></p>
<b>General agreement</b> Comments in this theme express general agreement or support for the proposed project.	25	<p><i>"This is really important to make the concept come to life."</i></p> <p><i>"Just an amazing well thought through and inspiring plan."</i></p> <p><i>"Honestly, all of this is excellent and cannot come soon enough."</i></p> <p><i>"I'm very supportive indeed of the proposed project but feel a number of critically important details need to be better developed so that some of the really good ideas outlined here get a proper opportunity to work as effectively as they deserve."</i></p> <p><i>"All these concepts can be incorporated in what we have."</i></p> <p><i>"You must enact a by-law to ensure property owners follow this vision, even if the property is empty."</i></p> <p><i>"I think that this proposal sounds really nice."</i></p>
<b>Sustainability</b> Comments in this theme note sustainability considerations that should be taken into account in the proposed plans.	24	<p><i>"Please consider sustainable local sourcing of materials."</i></p> <p><i>"We all wish to see a sustainable environment, but the Parade alone will not achieve this and many of the improvements suggested in terms of the lighting, tree planting etc can be achieved without the changes and costs proposed."</i></p> <p><i>"How will it improve flood resilience?"</i></p> <p><i>"The questions push you in answering yes. We all want sustainability, trees, good pavements etc. But NO pedestrianisation of Parade."</i></p> <p><i>"The images show a lot of hard landscaping, but the text refers to sustainable drainage. Hopefully the is of SUDS and rain gardens will be incorporated into the design."</i></p> <p><i>"Flood resilience should be considered carefully in relation to areas around the river."</i></p> <p><i>"Suitable and safe paving has to be top of the agenda for this plan. Sustainability and eco-friendly planting too are not far behind whilst lighting and art contribute to the overall aesthetic."</i></p>

		<p><i>"...the entire project would use up a large amount of newly sourced raw materials and would push traffic pollution to the perimeters of the town centre. I do not see how this is sustainable."</i></p>
<p><b>Be bolder, original and futuristic</b></p> <p>Comments in this theme encourage design that is bolder, more original or futuristic. Some comments mention adding colour or more modern touches to the proposed project.</p>	23	<p><i>"I don't see the need to "feature place-specific motifs, reference the distinctive building construction, patterns and names, reflecting the town's heritage."</i></p> <p><i>"The constant looking to the past and referencing heritage can be prohibitive (and so boring), - why not look forward and bravely introduce exiting new and modern designs like towns and cities in other countries do? There is too much 'nostalgia' and 'tradition' not enough innovation and new inspiration."</i></p> <p><i>"All these elements can make or break this space, taking some risks would help create an identity. Blending with the architecture is important, at the same time adding a modern element would make this space stand out from other town centres."</i></p> <p><i>"...I don't feel the design palette needs to be so restrictive and restrained - though it does need to be very high quality..."</i></p> <p><i>"Let's not create a copy of every other town that's been pedestrianised, we Leamingtonians expect better. Nothing wrong with complementary and modern features, we were a 19th century new town, we should not be backwards looking."</i></p> <p><i>"I think it could be a bit less restrained, e.g. add some bright colour. There's already enough beige, something more vibrant is needed. New artwork can still be in keeping, without being boring, e.g. large modern sculpture."</i></p> <p><i>"Don't feel that a modern touch cannot be incorporated into a Georgian backdrop. Be bold and colourful for our future population not just the maturing population."</i></p> <p><i>"Design is key to long lasting valuable areas. People try to save but it costs in the long run. Invest in beauty and it'll be paid back tenfold. Well done!"</i></p>
<p><b>Knock-on impact on traffic and surrounding areas</b></p> <p>Comments in this theme note the knock-on impact of the proposed plans on the surrounding streets and area.</p>	23	<p><i>"...I feel this project is ill thought through + would cause huge problems on the outer streets i.e. traffic + pollution emergency services response times."</i></p> <p><i>"The proposals at the north of the Parade make some sense though the pressure on routes worries me but I think ideology is blinding people to practical impact and how rubbish it is living in this area when you can't cross town easily."</i></p> <p><i>"These concepts are all very well in isolation, but The Parade and adjoining areas cannot be considered in isolation, especially the impact of diverting traffic onto unsuitable adjoining streets..."</i></p> <p><i>"Traffic management. Until this is addressed satisfactorily, any plan is wasteful in time and resources. To plough on without a</i></p>

		<p><i>viable and acceptable plan to manage the traffic we risk lost opportunities and blighting the lives of local residents with additional traffic to contend with."</i></p> <p><i>"...there are not that many roads around the town so going across and through is one of the few options of getting from north to south. The traffic problems of a closed Parade were even highlighted during the pandemic when there was a lot less traffic. Buses were diverted away from the Parade, as it was still closed to traffic, but. congestion easily built up due to the few roads that were available to be used for considerably less traffic. It was not good, yet this seems to be the way these plans are heading..."</i></p> <p><i>"...the proposed plans only reduce traffic in one isolated central part of Leamington - you might be developing a 'sustainable and regenerative public realm' here, but you would be making congestion worse on all other routes through the town, on streets where a higher proportion of people actually live."</i></p> <p><i>"Yes, but how do you get there?"</i></p> <p><i>"I love the concept but worry about bus access and overloading Willes Road and Dale Street."</i></p>
<p><b>Seasonal considerations</b> Comments in this theme speak about considerations to be made in proposed plans for seasonal or weather conditions.</p>	23	<p><i>"Trees and planting must be planned with consideration of summers getting hotter and drier..."</i></p> <p><i>"Weather-Proofing Outdoor Spaces: When developing outdoor spaces, ensure some areas are covered to make them usable in typical UK weather conditions, especially rain."</i></p> <p><i>"Concept ideas really good but one needs to concentrate on Leamington town centre in the darker, colder months to attract visitors."</i></p> <p><i>"Get suitable paving that pedestrians don't end up with wet feet when it rains!!!"</i></p> <p><i>"The current pedestrian paving is dangerously slippery when wet and something more suitable should be used."</i></p> <p><i>"You need to create a fern / shaded plant area..."</i></p>
<p><b>Not in support of art or culture</b> Comments in this theme express concern or do not support the use of art or sculpture in the proposed plans. Some comments note elements they wish to avoid in art.</p>	21	<p><i>"We don't need too much art please let the buildings speak for themselves."</i></p> <p><i>"Please keep the splendour of Royal Leamington Spa. Art is interpretive and can be lovely for some whilst not for others. Keep art to a minimum and let the space and the investment in trees and plants accentuate the beauty."</i></p> <p><i>"The art etc. is not really necessary to make the concept work..."</i></p> <p><i>"Please do not waste money on metal artworks etc."</i></p> <p><i>"Not sure artwork always adds much to a public realm..."</i></p>

		<i>"Use of 'art' in public realm doesn't have good track record in Leamington. We must avoid at all costs use of local artists just because they are local. We need excellence, national and international standard contributions."</i>
<p>A range of other themes were mentioned by less than 20 respondents, including:</p> <p>Public transport (n=16)</p> <p>Keep it simple (n=15)</p> <p>Parking (n=15)</p> <p>Traffic management (n=14)</p> <p>Facilities – for example, toilets, bins or wi-fi (n=14)</p> <p>Does not benefit Leamington (n=13)</p> <p>Attractions and events (n=11)</p> <p>Pedestrianise or restrict traffic (n=11)</p> <p>Supporting the homeless (n=10)</p> <p>Improve something else (n=9)</p> <p>Rainbow crossing (n=5)</p> <p>Safety of mixed areas (n=5)</p> <p>General disagreement (n=5)</p> <p>Cycling provision (n=4)</p> <p>Support water features (n=4)</p> <p>Against water features (n=1)</p> <p>14 comments referred to previous responses or were categorised as 'other'.</p>		

#### 4.10 Final Thoughts

The final section of the survey asked three open text box questions, asking respondents where there was anything missing from the Parade concept masterplan, what the potential benefits or potential impacts of the masterplan could be, and to ask individuals for any further comments that they had not yet made.

In the first of these 36.6% of respondents chose to make comments regarding information or items missing from the masterplan. The most frequent theme was transport (299), within which common subthemes were bus plans (92) and cycling (77), amongst other less frequent subthemes. Retail and hospitality (228) was a theme that also attracted a number of comments and included popular subthemes of the need to fill empty units (79) and café culture and alfresco dining (56). Plan details (198) was also a popular theme across this particular question, attracting a number of comments on the topics of cost and budget (64), design considerations (61) and details required (58). This was followed in popularity by the theme of car parking (181), which mostly included comments relating to the subtheme of parking facilities (80). The next most common themes were amenities (166), followed by general criticism (148), which presented itself more frequently in response to this question than general support (113), whilst the most common standalone theme was traffic impact on surrounding roads, which saw references across 130 comments. All themes, subthemes and example quotes can be found below in Table 22.

**Table 22 – Themed responses to ‘is there anything key that is missing from the Parade concept masterplan?’ (n=1147)**

Theme	Count	Example Quotes
Transport	299	<p><i>“Public transport is largely absent. Schemes in northern Europe succeed because they give public transport a high priority.”</i></p> <p><i>“You can take away cars, but you have to give people an attractive alternative. A bus every 30 minutes or less is hardly attractive.”</i></p> <p><i>“Perhaps a plan for success? If this does increase footfall and visitors/tourism, then are you considering where they can park, taxis, rentable bikes (like London Boris bikes) and park and ride shuttles to and from the train station? I appreciate the council won't want more cars, but the reality is it will increase, so you have the opportunity now to plan better quality car parks nearby, which actually cater for electric vehicles and the kind of vehicles you do want.”</i></p>
Bus plans	92	<p><i>“I would prefer to see a bus station on the site of the Covent Garden car park rather than the Chandos Street car park. Chandos Street car park is very heavily used and is very near the town centre.”</i></p> <p><i>“The people in our populations who are struggling the most are those mostly using the buses. It needs to be as easy as possible for them to get to where they are going. Waiting for the buses in a nice place is the right thing to spend money on; covered over, dry, clean, places to wait and easy to make bus and train connections. I worry these new developments will make the everyday lives of the people who deserve the most help, worse. Please ensure they are in the most considered group of users of the new town centre. If the bus experience is the best it can be, there may even be fewer cars on the busy roads.”</i></p> <p><i>“The plan needs to be better integrated with public and sustainable transport. Revision and frequency of bus routes needed to be considered in tandem to make it easier for people to make short journeys into town without a car. For example, a free bus route across town, like they have in Manchester city centre, would encourage people from Leamington suburbs to walk and bus, or park and ride.”</i></p>
Cycling	77	<p><i>“The cycle infrastructure from the surrounding areas needs to improve. There won't be any use having good infrastructure on the Parade if people can't get there safely on segregated cycle lanes.”</i></p> <p><i>“I can't seem to see a clear cycle path. It would be nice if that was clear so that cyclists knew to stick to sections of the path and so that pedestrians would move out of the way too. I think not having a road will mean a lot of people will be using their bikes more to get around town. This should be accounted for with lots of places to park our bikes safely too.”</i></p> <p><i>“As a driver who regularly sees cyclists refusing to use existing cycle paths, and thus endangering themselves and other road users, I strongly object to wasting ratepayers' money on providing yet more cycle orientated propositions to the detriment of other people.”</i></p>
E-bikes, e-scooters, skates and skateboards	22	<p><i>“Electric scooters to get from one side of outer Leamington, into the centre, and back out again. It works really well in Sweden.”</i></p>

		<p><i>"Please leave Leamington alone. It is lively and beautiful. You are proposing to turn it into another town centre desert, where the only things going on or moving are kids on skateboards. You will turn it into a no-go area and waste a lot of money in the process."</i></p> <p><i>"I feel not sufficient emphasis has been placed on pedestrian safety and accessibility. In the existing street design, it is clear what is vehicle area and what is pedestrian area. Whilst some e-bikes and e-scooters do illegally use the pedestrian pavement, most do stick to the vehicle lanes on Parade. I need assurances that there will be safety for pedestrians from collision with bikes and scooters under the new arrangements."</i></p>
Deliveries	22	<p><i>"Full pedestrianisation apart from delivery vehicles in the early hours and emergency services when required. Please don't miss the opportunity."</i></p> <p><i>"Delivery couriers; access needs to be restricted as they all have electric bikes and frequently travel at 25+mph. If the proposals are to go ahead, with children and the disabled in mind, then some sort of enforcement plan needs to happen as an accident will happen. Maybe a courier license could be a mandatory issue to each courier to operate within this new safe space. This would allow a method to issue rules and procedures for safe cycling in newly pedestrianised zones."</i></p> <p><i>"Anticipating possible concerns about access for people who need cars to take purchases home. You could encourage a shared delivery service from businesses on the Parade."</i></p>
Park & ride system	20	<p><i>"A (potentially free) electric park and ride service, shuttling between a convenient out-of-town area and the centre, would help to contribute further to this scheme. Enabling easy access into Leamington for those who live in the surrounding areas is vital if you want this scheme to succeed and the heart returned to the town centre."</i></p> <p><i>"Consider park and rides that can take you to the town centre without needing to drive all the way to it. Maybe free buses for park and ride users, or integrated tickets."</i></p> <p><i>"Where will visitors, who live too far away to walk or cycle in, park. Are you suggesting park and ride facilities? If so, where?"</i></p>
Trams	20	<p><i>"I have always liked the idea of a tram linking the station to the Parade, and maybe to Victoria Park, the retail parks, and park and ride parking. Warwick Manufacturing Group (University of Warwick) are working on lightweight, easy to install, electric trams."</i></p> <p><i>"Ideally I'd like to see trams connecting Leamington, Warwick, Kenilworth, Coventry Station and University of Warwick."</i></p> <p><i>"A tram route on Parade would be great to get people to quickly travel between two ends. It would be an attraction on its own and also be practical for commuters."</i></p>
Trains and the access to the train station	14	<p><i>"I think you should consider a mini (slow, electric) train to go up and down for both tourism and accessibility reasons. Lovely bit of fun, slow, safe, touristy and helpful for people who will miss the buses being on Parade in terms of age and infirmity."</i></p>



		<p><i>"The only added potential would be the reinstatement of the tram that used to run up and down Parade. If this was reinstated and ran to the railway station, it will encourage visitors to travel by train to get to Leamington."</i></p> <p><i>"Connectivity to and from the train station via bike should be included. Currently, this is unsafe and cuts off all homes south of the canal and beyond from accessing the town centre without a car or walking over an hour. In addition, the walk from the train station can be unsafe and unappealing. Regenerating this will also help to attract tourists to support local businesses."</i></p>
Alternative transport	9	<p><i>"Improve public transport links between Warwick and Leamington so that less taxis are needed in the first place. A dedicated night bus or something to ferry everyone home when all the pubs close."</i></p> <p><i>"Park and Cruise; traditional park and ride schemes are rarely popular, but could we explore a 'park and cruise' concept that uses waterways as part of the transport network, echoing the spirit of a spa town? It could provide an enjoyable and novel link from car parks to the town centre, while supporting tourism."</i></p>
Taxis	7	<p><i>"On an evening people use taxis to get into and out of town, especially if they are coming from Warwick, or somewhere too far to walk. Currently taxis pick up a lot of people on the Parade. Would a taxi rank be something that could encourage people and taxis to congregate at a defined area when trying to get home, rather than taxis picking up people from all over the Parade?"</i></p> <p><i>"Taxi drop-off points."</i></p>
Retail and hospitality	228	<p><i>"You need to emphasise the changing nature of the high street to reiterate to naysayers that no longer are people looking for retail outlets, instead people are looking for community spaces, where they can share experiences and spend time and money. We have for so long given over too much of our living space to cars and traffic, and now is the time to re-evaluate and reform. We're not talking about reviving the high street of old with shops, we're talking about a new era of community engagement and social living. Highlight that the world is changing and Leamington will be left behind."</i></p> <p><i>"Taste Collective have an area for vendors to rent for 6 months at a time and swap them out, so we have different foods coming in all the time. I think this is a really undervalued idea. This would be massively popular. Everyone loves Burrough market in London. What's the harm in having something similar?"</i></p> <p><i>"Perhaps encouraging businesses to stay open later would allow people to spend more time. These days almost everything is closed right around the time the workday ends. How can anyone participate in leisure activities that don't involve alcohol if only the pubs are open after 6pm?"</i></p>
Need to fill empty units	79	<p><i>"Should the Priors not form part of the Parade master plan? It clearly suffers from the lack of commercial footfall. Having spoken with some of the retailers, I do feel the limited opening hours may be a contributing factor. If the Priors was open late, it would enable both</i></p>

		<p><i>later A1 (retail) trade and for A3 (hospitality) facilities. This appears to be successful at Touchwood, Solihull, with a mix of both A1 and A3."</i></p> <p><i>"You mention this can't fill empty shops or spaces but that has to be a focus. What is being done on this? Who is trying to negotiate deals for Leamington with key businesses?"</i></p> <p><i>"Some consideration should be given to what is going to happen to the Priors shopping centre, which is frankly an utter disgrace. How, in a town that is so affluent, have we got a shopping centre with no shops in it? Why are we unable to attract big name retailers to Leamington town centre? There should be incentives being looked at and this should be part of a masterplan and could support the funding. We should be actively approaching retailers such as Uniqlo, Primark, Cos, HMV etc., showing them the plans, and asking for their inputs."</i></p>
Café culture and alfresco dining	56	<p><i>"I would like to see some of the space available for outside dining during the summer months, perhaps seasonally. However, it would be really important to not allow this public space to be dominated by private business. It's a fine line, but something to consider."</i></p> <p><i>"For me, outdoor eating and entertainment space is a key benefit of pedestrianisation, so making sure they have those areas and businesses are supported to have those outdoor areas. But they must be in keeping with the design that's been laid out!"</i></p> <p><i>"Wetherspoons beer garden. Pubs on the Parade in general. This would appeal to the student population of Leamington well!"</i></p>
Diversity of retail and hospitality	33	<p><i>"Try to do something about the empty units along the Parade. We really need a good mix of good quality brand names and independents that aren't priced out of this area. It would be a shame if all this work gets completed and everyone still complains about the lack of retail outlets and good quality brands in the town. Hopefully, these plans attract some of the bigger names, but please don't miss a trick by pricing out independent shops and creators."</i></p> <p><i>"More shops and less cafes and restaurants. We need somewhere to shop for clothes, household items etc., not just food."</i></p> <p><i>"Businesses and shops; I feel there should be a scheme whereby the council either buy or lease some of the properties, with a view to letting them out to small and independent shop keepers or businesses. We need exciting small-scale shops to visit, and some will only manage this if they are given a hand up to start within this expensive area."</i></p>
Need to address rents and rates	29	<p><i>"If you're trying to regenerate this into a shopping district, you need to have a plan of how small independent/niche shops can afford to function here. We want board game cafes, maker spaces, craft shops. All of those businesses are squeezed by high rates. There needs to be cheap rent for businesses that foster community."</i></p> <p><i>"You need to encourage artisan businesses into the centre of Leamington. This means that the rates that they pay need to be subsidised. Boutique shops should pay a percentage of their turnover so when times are hard, they aren't worrying about fixed costs such as</i></p>

		<p><i>rates. These businesses cannot beat the online goliaths, so you have to make it easy for them in the high street."</i></p> <p><i>"More shops! I don't see that large numbers of people will be attracted to the area just in order to have a cup of coffee or a glass of beer or go to a gym, and yet your whole purpose is to attract more footfall. Somehow or other you must persuade a couple of large chain stores to come here, to stay, not just for Christmas, by encouraging lower rents. Also, a number of smaller individual businesses, so that the street doesn't look as if no-one cares. I care! Lots of people care! And yet conversations with other local residents all have the same theme - Leamington isn't what it used to be. If the council has any responsibility for leases etc., this must be your first priority. Otherwise, you will end up, once the initial glow has worn off, with yet another white elephant."</i></p>
Retail parks	16	<p><i>"This idea will force even more people to shop out-of-town and at retail parks with free parking, causing more businesses in the town to close."</i></p> <p><i>"Plenty of nearby free parking for periods of around 2 hours could probably address the declining footfall and stop the exodus to the retail park, which is an unmitigated disaster for Leamington town centre."</i></p> <p><i>"I actually think the plans will drive people to out-of-town shopping centres, rather than encourage people into town, as car access is so severely limited."</i></p>
Plan details	198	<p><i>"Keeping the current unique character. Friendly access to shops. Put benches where the paths are wide. Raised planted areas where people sit on the raised walls. Simply reducing the width of the road along some, or all of, the Parade would enable more resting places without taking away the cars. The vehicle movements will reduce quite naturally without the mega expense you are suggesting. You need to get another couple of small designers that work on village design feeling of incorporation, not a company that can only see major change."</i></p> <p><i>"Just commit to the whole concept or don't. This still feels like a half-arsed approach. Doing it in phases means it'll never get finished. There'll always be excuses on funding and lack of consistency availability of materials."</i></p> <p><i>"Whatever changes are made please keep every historic element of Leamington's beauty intact. Eventuate and conserve Leamington!!!!"</i></p>
Cost and budget	64	<p><i>"Since the cycle 'craze' of a few years ago is now over (statistics of bicycle sales and just walking about would confirm this) why expend money on something which may look good for 'green politicians' but is this financially viable? From a financial point of view, is this being funded by the town, me or have we got commercial interests ready to fund large areas of town centre development, or are we looking at large 'white elephant' at my expense?"</i></p> <p><i>"The expected cost of the project, how it would be funded, and the potential impact on council tax for local residents."</i></p> <p><i>"Maintenance of all these 'pie in the sky' ideas. How would the other areas of the town be affected by lavishing all this mainly on the Parade?"</i></p>

		<i>Jephson Gardens is lovely with all its flowers. We know this costs. So, spreading more plants about the town has got to affect the gardens as there will be a finite amount of money to spend."</i>
Design considerations	61	<p><i>"Other ideas other than closing the Parade. There must be other options to be considered."</i></p> <p><i>"I like the concepts and feel it has the potential to really enhance the centre of Leamington, but I think there needs to be more imaginative elements added into the spaces, working with the current architecture but adding a fun, interesting and contemporary creative twist to carry the town forward and become a shining example of reinventing its central space. This needs to appeal to both residents but also encourage visitors who will spend money here."</i></p> <p><i>"Lack of Originality; while the plan includes standard public realm features (seating, paving, planting, and a water feature) these are widely seen across many town centre upgrades. The concept currently lacks imagination. What makes Leamington Spa unique is its water, history, and green spaces. Can the rivers or canals be better integrated?"</i></p>
Details required	58	<p><i>"A good start would be to include a few fundamental details such as where the traffic is going to go. Where the alternative parking is to be provided. Where will the bus routes go? And how is there going to be a new bus station in Chandos Street without decimating the car park? Anyone can produce some 3D graphics showing an idyllic street scene with children playing in fountains. The difficult part, which hasn't been addressed, is how to make the town centre easily accessible and economically viable. At the moment, everything I've seen will simply drive people who want to shop, to the retail parks. Without a coherent plan that deals with the realities of life the whole scheme is just an idealistic fantasy that will be abandoned after wasting an enormous amount of money."</i></p> <p><i>"Please provide detailed plans that are inclusive and accessible to all, including those who drive cars. Also, please provide detailed plans of how spaces will be used in an example year, the entire calendar, benefits to all, impact on accessibility for all types of transport, impact on shops if people who own cars and work opt to going elsewhere. Also, how will the regeneration be managed? What is the timescale and impact on the community whilst this is happening?"</i></p> <p><i>"A promise of how we, locals, measure its value or success."</i></p>
Traffic modelling required	15	<p><i>"Highway Modelling - how will the change in traffic flow affect surrounding streets?"</i></p> <p><i>"You need to put numbers against how many extra people it could expect to bring to the town and examples of success stories of similar things. Details on alleviating traffic (i.e. one way traffic from Willes Road or Dale Street. Not sure how this works but will ensure steadier flows."</i></p> <p><i>"A worked-out plan for traffic management. We only have nice ambitions, not calculations, about how this will affect traffic flows. This</i></p>

		<i>should have been done before this stage, in order to inspire confidence in the project."</i>
<b>Car parking</b>	181	<p><i>"You will need to sort out parking, firstly because it needs sorting and secondly because the car obsessives won't like these plans, and it'll ease their concerns."</i></p> <p><i>"I think it needs coordination with a proper parking strategy for the centre (current provision isn't great and whilst reliance on the car is clearly an issue, it is essential that parking provision forms a fundamental part of making the town centre attractive to visitors. There is no hiding from the fact that shoppers will need cars, and Leamington needs to attract shoppers from other towns)."</i></p> <p><i>"I think we probably need to consider parking solutions or improvement if we are looking at increasing the appeal of the city centre. We need a solid, yet affordable, set of solutions to make access to the city centre appealing to everyone."</i></p>
Parking facilities	80	<p><i>"I am concerned that road changes will make it harder to park when visiting Leamington. With the desire to make it a place where people will spend longer visiting, this will place strain on the current parking provision. I would like to see this addressed in the masterplan and also as a counterbalance to what might be interpreted as an anti-car plan. Presumably, parking charges will be reduced to encourage longer stays for visitors?"</i></p> <p><i>"Parking considerations for cars to help encourage people to walk around the town centre, especially pertinent due to the loss of the multi-storey at Covent Garden. I believe that a multi-storey or underground parking at Chandos Street would help alleviate that and potentially another area south of the river."</i></p> <p><i>"I come in from Warwick, crossing the Parade and park at the 'Argos car park', as it will always be called. It is really important you provide great, cheap parking on all routes in, to prevent the need to cross the Parade. The parking does need to be cheap. You can't have it both ways and expect people to park further away but still come to town rather than use out-of-town shopping."</i></p>
Parking costs	23	<p><i>"Do not charge high fees which only keep people in town for a few hours. You need to think of all the retailers. Coffee shops and snack bars thrive on a few hours parking pass, but retailers fail as people don't have the time to spend shopping for luxuries."</i></p> <p><i>"Plan for out-of-town parking that is not ridiculously expensive."</i></p> <p><i>"If the aim is to attract more people to the centre, should paid parking be reviewed?"</i></p>
Free parking	19	<p><i>"Covent Garden car park should be reinstated with up to 4 hours free parking. Any more than 4 hours is reasonable to expect to pay. Let people enjoy the town, use the restaurants and retail outlets with no time pressure."</i></p> <p><i>"In removing traffic from the Parade, you must encourage traffic flows elsewhere. Consider free parking. In a utopian world I'd argue for more buses. However, the present provision of buses barely provides a</i></p>

		<p><i>network for those who have no alternative. To tempt people from cars would require a bus network that runs reliably and frequently, well into the evenings and on weekends (including Sundays) and reaches every town and village in South Warwickshire. That is never, ever going to happen. So, accept it, and encourage car drivers to park in areas with easy access to the Parade. If it's too expensive, congested or inconvenient, people will go elsewhere (or shop online), and the death of the high street will be assured."</i></p> <p><i>"Free parking to encourage visitors, or free buses from Shires to town, or some other out of town locations to mitigate people needing to drive into town."</i></p>
Blue badge parking	15	<p><i>"There needs to be more central disabled parking than is currently available, not less, which is what the plan proposes."</i></p> <p><i>"Any assessment on how this would adversely affect disabled people and those of us who rely on blue badge parking in the town centre right by, or very near to, where we are going because we can't walk or wheel far."</i></p> <p><i>"I very much value the disabled parking spaces on Regent Street and Warwick Street, which enable me access Lloyds and Specsavers. If these go, you're making it impossible for me to visit the town centre. I'm not on a bus route (too far for me to walk). Please consider keeping disabled parking along various points of the Parade."</i></p>
On street parking and drop off zones	14	<p><i>"Dedicated taxi/rideshare pick-up/drop-off points on Regent Street and Warwick Street."</i></p> <p><i>"On street parking is an attraction in Leamington and this should remain."</i></p> <p><i>"Failure to provide local, on-street parking and easy to use ticket machines is discriminating against the elderly and disabled."</i></p>
Residents parking	6	<p><i>"Loss of parking spaces would be a concern. The town has progressively expanded the areas of paid parking, pushing those working in the centre to park on side roads, which is not only an inconvenience for residents who then can't park, but has then resulted in permit zones to protect the parking spaces for residents who are charged for having a permit. So, the local resident loses twice; once to have non-permitted areas besieged by shoppers and workers, preventing friends and family from finding spaces, and the cost of permits."</i></p> <p><i>"My only concern is that, with an increase in visitors to the town, parking on the outer streets will become even more busy. I live on Archery Road, and we have seen a huge increase in business over the past 2 years. As residents, we can often not park anywhere in our parking zone. Some thinking as to how we can get people to park outside of town and easily shuttle in would be good. Any chance you can reduce at least some of the spaces on Archery Road to 2 hours, to discourage so many people parking there?"</i></p>
Amenities	166	<p><i>"If I have understood correctly, I think this might mean the rainbow 'pride' crossing would be removed. I hope there are plans to relocate the rainbow crossing or have something similar elsewhere, as it would be</i></p>

		<p><i>very sad to lose the representation and inclusivity that it currently promotes."</i></p> <p><i>"Opportunity to include information about the history of Leamington, the Parade etc. with old images, QR codes, VR/AR experiences etc."</i></p> <p><i>"We loved the festival flags that were placed down the Parade during lockdown. They created that celebratory feel and would be welcomed back."</i></p>
Toilets	31	<p><i>"Toilet facilities, toilet facilities, toilet facilities. It can't be said enough! Both older people and mothers with babies choose where they'll hang out based on whether there is toilet and changing facilities nearby. Feeling stranded in this regard, even once, will stop you going back to a place very often."</i></p> <p><i>"Public Toilets; will there be 24 hour toilets that are maintained? Or will people just use the flower beds? The old, the young and drunk people all need toilets!"</i></p> <p><i>"The public toilet on Regent Grove/Hamilton Terrace appears to be removed in the plans. This services a number of taxi drivers in the area. Has an alternative been considered in the plans?"</i></p>
Weather protection	19	<p><i>"I also think there could be more covered areas that can be used in all weather conditions. The concepts look amazing for a beautiful summer afternoon but what about the bleak mid-winter?"</i></p> <p><i>"Victorian style covered walkways in places to allow for all weather shopping, in keeping with a spa town."</i></p> <p><i>"Having seen the outline plans, the area with trees looks very attractive. However, the weather is a factor to utilisation of this space and having a (potentially removable) covered area across the whole street in one section would be a way to widen the usage across months where the weather is too hot or too wet. This would give a chance for outdoor entertainment or a festival for example."</i></p>
Seating	17	<p><i>"If space constraints allow, you could potentially add some picnic benches (or equivalent eating with table space) at the bottom end of the Parade near to the parks. I don't think the parks currently have designated picnic benches (at least near to the Parade), so this could be a nice addition."</i></p> <p><i>"Chairs with proper backs to them for people who need to sit but cannot support themselves without one."</i></p> <p><i>"A plan to streamline the street furniture and signs, together and parallel."</i></p>
Waste and recycling	16	<p><i>"I'm hoping that sufficient bins and collection of rubbish will be a regular practice."</i></p> <p><i>"Plenty of bins to limit litter - ones that are separated for general waste and recycling."</i></p> <p><i>"I'm sure this is already going to be part of the plan, but I think there needs to be more waste bins along the Parade. At the moment, there</i></p>

		<i>are not enough of them, and they are therefore quite full whenever I find one. There should also be options for recycling and glass bins as well as general waste."</i>
Drinking water fountains	14	<p><i>"Is there anywhere to access drinking water?"</i></p> <p><i>"Include drinking water fountain or fountains. This would reflect the history of the town and emphasise the well-being of visitors and residents, particularly given increasingly hot summers."</i></p> <p><i>"Would highly recommend water bottle refill stations."</i></p>
Water features	13	<p><i>"Maybe try to play into the town's history of roman baths with the water feature."</i></p> <p><i>"Consider a traditional fountain versus a fountain plaza, as a more cost efficient and environmentally friendly solution that could attract more people if it's a landmark."</i></p> <p><i>"A longer, self-powered, low-key water feature to join all spaces."</i></p>
Community facilities	13	<p><i>"A sheltered stage for musical or entertainment performance."</i></p> <p><i>"The town needs a space for teens and young adults to relax and be sociable. This demographic gets overlooked and needs to be considered when planning."</i></p> <p><i>"We must have a children and family centre on the high street and an NHS diagnostic centre."</i></p>
Utilities and infrastructure	10	<p><i>"Technology considerations; infrastructure to support the connected world and volume of people in a small space all connected. Incorporating art installations that are disguised edge data centre cabinets (and the infrastructure installed for them during the ground works) would also make Leamington future proofed for technology that'll be an expected standard in 2-3 years from now."</i></p> <p><i>"Telephones. We need to keep our payphones as there are no phones if you get them taken away to make calls."</i></p> <p><i>"I think there should be space for renewable energy sources to be added, such as solar panels on the top of covered seating areas."</i></p>
Lighting	8	<p><i>"I would like some beautiful lighting all year round."</i></p> <p><i>"More/any lighting in the tunnel through Jefferson Gardens."</i></p>
Pet friendly areas	6	<p><i>"Are there any dog rest areas?"</i></p> <p><i>"Fountains for four legged friends would be useful."</i></p>
Electric vehicle chargers	4	<p><i>"Think about power. In the future all transport will be electric, not just cars and buses, but bikes, scooters, segways and whatever is coming next. Put in power lines with the capacity to meet future charging demands or we will have to dig up the Parade to put them in or upgrade them. A bit of extra cost now will save us later."</i></p> <p><i>"More access to electric charging for people living in flat buildings with affordable price for charging."</i></p>
Signage	4	<i>"How do these spaces extend out to parking, and can the footway links be improved here? It would be good to consider easy links from all</i>



		<p><i>carparks and smart signage to these areas to help improve inflow into the town."</i></p> <p><i>"From what I've seen elsewhere, the pedestrianisation only serves to benefit the businesses that can afford the rent on the main street, which are usually chains. Leamington has great independents and there should be signposting on a newly pedestrianised street to draw people to the outer parts of the town centre (e.g. digital out of home displays, or interactive directories)."</i></p>
Emergency points	3	<p><i>"AED - automated defibrillator. Clearly signed, centrally located."</i></p> <p><i>"A help point."</i></p>
General criticism	148	<p><i>"Your 'masterplan' is absolutely hideous!"</i></p> <p><i>"More ambition, market it to the rest of the world to attract more tourists."</i></p> <p><i>"No reference to the past history of failed 'improvements' backed by Warwickshire County Council, Warwick District Council and their planners."</i></p>
Waste of money	36	<p><i>"Please stop wasting money on vanity projects. You're losing the uniqueness of Leamington town with the proposal and making it into another Disney Mickey Mouse town."</i></p> <p><i>"No, no, no, no, no! Wholly irresponsible and obscene waste of money."</i></p> <p><i>"Your so-called masterplan is a complete waste of money and an insult to the average taxpayer, who is finding it more and more difficult to put food on the table. This is nothing more than a vanity project to transfer further wealth from the poor to the rich, trying to con people with words like sustainability and inclusivity."</i></p>
Common sense	21	<p><i>"A good application of common sense. The definition of insanity is repeating the same thing and expecting a different result. We can't afford to indulge you."</i></p> <p><i>"Common sense. It's a poor idea at best."</i></p> <p><i>"Someone with a brain. Input from real people who live here. Common sense. Real science, not made-up nonsense. Money."</i></p>
Traffic impact of surrounding roads	130	<p><i>"Still have big reservations about cutting out through traffic, mixing people and traffic and I can't see that the surrounding roads will cope. Cut the traffic? How? What things are being put in place?"</i></p> <p><i>"I understand that this is an initial plan, but a greater focus on traffic models and infrastructure, rather than a 'vision' of all of the pretty things which are possible, would convince a higher number of people that this is a good idea."</i></p> <p><i>"Consideration of wider traffic consequences. The limited crossings over the railways, the river and the canal are all bottlenecks. Any chance of any new tunnels through rail embankments or bridges over the waterways?"</i></p>
General support	113	<p><i>"I think the plan is thorough and has considered how the space can be reimagined well...It's honestly so encouraging and refreshing to have a</i></p>

		<p><i>council that is putting the time and effort into thinking about how they can improve our town in such a transformative way. Thank you and keep going!!! I think this has the potential to massively improve the town centre and help improve Leamington's sense of community."</i></p> <p><i>"Please just do it. We have been waiting way too long. Change is needed, and remarkable things will happen once the place is transformed, as when it was transformed from the fields and the woods into the gem of architecture just two centuries ago. It is time to do it again! Please be brave!"</i></p> <p><i>"The Parade will be so much better when this masterplan is in place. Once it is, even the doubters will be full of praise."</i></p>
<b>Entertainment, leisure and events</b>	80	<p><i>"Safe area for kids to stay out of trouble may be an idea. Large groups of kids can be intimidating, so a skate park or something for older kids, not just children who will be with their parents, may be worth thinking about. Areas for the economy, such as a little cafe or even mini golf amongst the garden could be fun. There are not enough options for young adults to do activities. The escape room, bowling and cinema are great but outdoor activities would be great too."</i></p> <p><i>"I think you could develop links with local community groups, societies, teams and clubs to use the space e.g. a rota of entertainment provided by local dance schools, theatre groups, music teachers, schools, choirs, sports skills etc. I would love to see Leamington build an annual community 'freshers fair' hosted one day in the pedestrian area where local groups, clubs, teams, societies have space to 'advertise' themselves so local people know what's going on in our community and can find common interests with others and join in (great for strengthening community links and mental health etc)."</i></p> <p><i>"Permanent market such as ones that are held at Christmas. Christmas markets could be like that of Bath with huts etc. and will draw more people into town (not just food ones but mixture of craft and other things). Late night shopping one evening a week. Permanent annual light shows in the gardens and parks like they did last year - Leamington Lights."</i></p>
<b>Accessibility</b>	80	<p><i>"Accessibility at the top of the list. With an aging population, the number of disabled people will only increase. Where is the planning for this? At the moment, accessibility feels like a foot note rather than a priority."</i></p> <p><i>"The needs of certain key groups are not addressed by the masterplan...the elderly, the disabled and pregnant women will all find themselves cut off from 'People's Parade' by less convenient public transport."</i></p> <p><i>"I'm sure you've already thought of this, but given we're home to the national guide dogs for the blind centre, perhaps consulting them specifically about ensuring good usability for the visually impaired."</i></p>
<b>N/A or no further comment</b>	76	<p><i>"No, this is really comprehensive."</i></p> <p><i>"Not that I can think of. I think you've covered every basis!"</i></p>

		<i>"Can't think of anything."</i>
Community safety	75	<p><i>"How to maintain the attractiveness and inviting nature of the enhanced public spaces throughout the months of the year when the leaves are off the trees, the wind is blowing, the rain lashing across, litter flying around, and the sense of insecurity that might arise at times of poor or no daylight in the presence of groups of strangers and dogs that can (rightly or wrongly) appear threatening. I am sure other towns and cities in, or outside, the UK have cracked this, and Leamington is smart enough to know where examples of best practice exist and have the boldness and bravery to emulate (or imitate, even)."</i></p> <p><i>"The buses and nighttime traffic do give a sense of safety in the dark evenings and nights as it retains a purpose for the Parade. Without the nighttime traffic it could feel empty and unwelcoming."</i></p> <p><i>"Ensuring there are residents living amongst the buildings on the Parade, as this can be self-policing and avoids a dead zone late at night."</i></p>
Homelessness	18	<p><i>"An increase in publicly available seating needs to consider the challenges of rough sleepers. Installing anti rough sleeping measures only makes an area less hospitable for everyone. Instead, there should be support made available for those rough sleeping in Leamington Spa so that they can get off the streets and into housing and so free up space in the town centre for everyone."</i></p> <p><i>"Whilst the plan explicitly does not set out to solve homelessness in the centre, I think significant inward investment into the space ignoring that problem is shortsighted. Homelessness is a solvable problem and should be addressed as part of this proposal."</i></p> <p><i>"Money!!!! It should be spent on the homeless, which would improve the look of the town centre doorways."</i></p>
Police and crime	16	<p><i>"This will need a police presence in the town to keep this looking as it should. Whilst lighting is helpful, it won't keep females safe on its own."</i></p> <p><i>"These plans address many aesthetic elements, however, there is no mention of increases in police/local authority presence. Crime is already an increasing issue in the area and these plans would provide even more opportunities for those minded towards this behaviour, such as vandalism and drug taking. Regular patrols would help deter this whilst also giving people a real point of contact in a world which is quickly losing the human touch."</i></p> <p><i>"Please spend our money on reducing council tax for residents or by improving public services such as policing, to reduce crime."</i></p>
Anti-social behaviour	12	<p><i>"Further research and evaluation of the impact of the nighttime economy users, anti-social and criminal behaviour, (including nighttime weekend visits and weekends), evaluation of crime data, and consultation with police and district council patrols."</i></p> <p><i>"Anti-social behaviour: what happens here? Drinking, drug taking, gangs gathering? if it's comfortable for people to hang out in the centre people will. (In Grimsby, which has a similar scheme to this, they've been playing classical music as a deterrent- it's not good)."</i></p>

		<p><i>"Extending the 20mph speed limit to the rest of the town centre streets would be very welcome. This would discourage anti-social driving (dangerous and noisy). Leamington currently seems to attract drivers with noisy-engined vehicles, which ruin the town centre ambience and frighten pedestrians."</i></p>
CCTV and surveillance	11	<p><i>"I hope that sufficient security cameras will be in place to allow safe walking at nighttime."</i></p> <p><i>"Plans for comprehensive CCTV to ensure these amazing plans stay amazing and so that any additional features don't become areas for crime."</i></p> <p><i>"In order to reduce crime in Leamington, some form of ANPR needs to be installed in the north of Leamington to reduce the amount of criminals entering from the Coventry area."</i></p>
Pedestrian safety	4	<p><i>"One concern that I have from seeing vehicular damage in other cities/countries (in which drivers have caused incredible damage to people and fixtures), would be to include safety features such as recessed bollards (or similar) that would be able to shut down access, except during the event of an emergency."</i></p> <p><i>"Make sure all car areas are clearly differentiated and use bollards to ensure cars cannot get into pedestrian only areas. (If deliveries are needed at certain times, use lowering bollards so that cars cannot get on outside those times.) I fully support restricting cars; I just don't think you can do it by halves. Cars have to be totally banned."</i></p>
Alternative suggestions	70	<p><i>"What's missing is extending the scheme further south to draw in the Parish Church and churchyard as a public space and integrate Victoria Terrace, Bath Street and the railway bridge in the scheme (even if this has to wait for subsequent budget). Pedestrians from south Leamington would be drawn into the centre and those from the north would be drawn further south. This would go a long way to overcome the social division between North and South Leamington which is marked on the ground by the railway bridge and the messy area from Clemens Street through to Victoria Terrace, which nonetheless hosts some of the more interesting and entrepreneurial retail/service businesses in Leamington."</i></p> <p><i>Even if this cannot be done now it should be part of the future planning - because it would be socio-economically and symbolically transformative - and I suspect many people would argue that the Parade is North Leamington (which is already nice).</i></p> <p><i>"There are so many other opportunities around Leamington Spa and Warwick that could better use the investment, to improve traffic or to improve existing open spaces, or to improve playgrounds or even open new schools and sports venues, as we all know their all full."</i></p> <ul style="list-style-type: none"> <li><i>"Make more if the River Leam, upgrade the bridges, make more of the riverbanks, more seating by the riverbanks, more low fencing by the riverbanks, address the litter and pollution issues</i></li> <li><i>More all year round events</i></li> </ul>

		<ul style="list-style-type: none"> <li>• Much more accessible longer term car parking for residents, the growing population and visitors and tourists to get them back into the town, rather than Leamington shopping park or online retail</li> <li>• Outdoor seating</li> <li>• Sheltered and enclosed areas with a view of outdoors</li> <li>• More secure and safe bus shelters</li> <li>• Much more CCTV everywhere</li> <li>• More police on duty seen on the streets and community workers</li> <li>• More things for people to do to get them off their screens and out of their homes</li> <li>• Join up Leamington Parade and old town as one and invest in the whole area, stop separating them and treating the Parade as a priority, do a cohesive space outside the church and get rid of that awful blue squiggle please</li> <li>• Paint the railway bridges</li> <li>• Paint Mill Bridge and do a more creative foot surface</li> <li>• Provide a pet park</li> <li>• Maintain and clean the river</li> <li>• Reduce litter police from the post office Mail sorting office into the River Leam</li> <li>• Protect and enhance wildlife</li> <li>• Clean and maintain the environment</li> <li>• Educate people e.g. litter, speed, safety, awareness, access to emergency services, educational opportunities."</li> </ul>
Economy and tourism	57	<p>"Putting a spa and pool back into the spa town, somewhere central and accessible. Imagine if we had something like thermae spa like Bath."</p> <p>"You need to put numbers against how many extra people it could expect to bring to the town and examples of success stories of similar things."</p> <p>"I have not seen an economic impact assessment on the short-term impacts during construction, and the longer-term changes to economic activity by changing the way the Parade works. Will the works deter the tourists who are so important to Leamington's economy?"</p>
Bad for economy and tourism	17	<p>"These proposals would mean that many people would be barred from coming onto the Parade, many of them local ratepayers. It would cause considerable disruption to traffic and lose visitors to the town, not gain them. Local businesses would lose trade, and we would have even more closed shops."</p> <p>"I'm all for change for the better but in order for Leamington Spa to improve it has to recognise that so many people now reside outside the town centre and will not come in, particularly during the week. Local businesses need as many people as possible to be able to access them by bus or car and cutting off the main artery to traffic will kill the town centre. It will become a ghost town. Consider the shops and businesses that have already moved out or closed. The Priors Centre is a beautiful shopping centre, but virtually empty. Restricting access to the town centre will make the situation worse."</p>

		<i>"Shopping trolleys from stores like Tesco will likely be used by people to carry their heavier shopping, which might cause Tesco and Marks and Spencer to close their town centre stores, making food shopping in Leamington almost non-existent, as it has turned out to be the case in Warwick town centre."</i>
Good for economy and tourism	5	<i>"I hope this goes ahead. It will bring tourism that we urgently need and bring local people back to the town centre for shopping and dining out."</i>  <i>"This work is going to make Leamington Spa an even better place to live and will sure attract more visitors to the town."</i>
Environment	56	<i>"Please make sure there's more trees in the final delivery (not just flower/grass areas) as they provide higher benefits to the environment in regard to pollution, temperature regulation in summer etc. Vertical gardens and community gardens in different areas or collaborative spaces possibly to be introduced to invite and encourage people to care and look after the space themselves, rather than relying solely on council to maintain."</i>  <i>"A fountain could be constructed near the town hall and in the centre of the shopping area connected by a stream of water like the city wells. A community garden would also be made for people to improve their gardening skills and work together and the water from the stream could be used to water the plants."</i>  <i>"Environmental monitoring stations might be useful to contribute to the science and environment of the area."</i>
Maintenance	43	<i>"Don't forget to plan and budget for ongoing control and maintenance of whatever is created. When doing this, be realistic about the ongoing challenges public spaces face, to remain nice."</i>  <i>"Let's sort out the infrastructure first; potholes, cut the grass etc. Once that is sorted then move forward."</i>  <i>"A strategy to ensure the regency buildings along the Parade are maintained to a high standard, by their owners, and are not allowed to fall into disrepair."</i>
Current landscape and current needs	37	<i>"There is a lack of priority or sequencing. It feels idealistic and lacking in pragmatism. The plan must be deliverable, but it lacks understanding of what people are really after. Although this survey is a good start."</i>  <i>"It chooses to ignore the central reasons that footfall has so dramatically fallen for The Parade in the past decade. It costs too much to park there and there are too few stores remaining to make the journey worthwhile. The plan states that it has no way to change the number of stores. And yet with so many traders unable to afford to hold or rent premises on The Parade, this is something which the council could absolutely (and should absolutely) address. This plan does not do that. But arguably this plan should be a secondary concern to addressing that. It's all very well to spend huge amounts of money in changing the area visually, but if there is zero intention to lower rates and encourage growth, it's not going to achieve regeneration. Traders and customers are not going to suddenly have more money any time soon. In fact, all signs point the absolute opposite. You have to ease that</i>

		<p><i>burden, to encourage more traders to return. Without that, this entire project will only disrupt and make the real problem worse."</i></p> <p><i>"Missing are accessibility and stimulation of interest of people who are passing through, or in this case around the centre of Leamington, to stop and spend money and time in the central area."</i></p>
<b>Anti-pedestrianisation</b>	36	<p><i>"The buses and nighttime traffic do give a sense of safety in the dark evenings and nights as it retains a purpose for the Parade. Without the nighttime traffic it could feel empty and unwelcoming."</i></p> <p><i>"Just talk to people who first encountered Leamington by driving up the Parade and have then made it their business to come back and spend lots of time in our shops, restaurant and parks. This would not have been the reaction of anyone having to navigate unsuitable, narrower roads in an attempt to travel north or south."</i></p> <p><i>"Other ideas other than closing the Parade. There must be other options to be considered."</i></p>
<b>Examples of other places</b>		<p><i>"Open a spa, like in Bath, to encourage health tourism."</i></p> <p><i>"You are missing the whole point of a spa town. Maybe some of the town planners could take a trip to Bath and see how that spa town is promoted and thriving. It's certainly not pedestrianised. The spa water fountain in Leamington isn't even working. Leamington is a complete joke."</i></p> <p><i>"Is there anything creative we could add to highlight Leamington's history as a spa town? For example, when I visited Japan and their hot spring towns, they had things like beautiful hand washing basins with natural water, and even free foot baths you could sit and soak your feet. Just some ideas!"</i></p>
Positive examples	27	<p><i>"Look at Newcastle. Look at Copenhagen. Look at Denmark. Look at Hawaii. Do more than just the usual and don't just talk, act. We've been talking about this for years."</i></p> <p><i>"Incentivise people to cycle so parking isn't missed. Take inspiration from the Netherlands. Leamington is quite flat. I would cycle in everyday if I felt I could do it safely and had places to park my bike. Explore a shared bike service and/or a bike garage. That would put Leamington on the map across the UK."</i></p> <p><i>"An incentivised welcome to 'Indie Stores', as is operated at places such as Battersea, where new retailers and food and beverage businesses are encouraged to open in central Leamington for a rent-free or % of profit figure. More unique retailers bring more customers and more businesses."</i></p>
Negative examples	8	<p><i>"Please don't implement any of these plans. It will destroy the historic character of Leamington. Leamington will end up like Coventry and Solihull, soulless places, that are empty at night because they have been pedestrianised!"</i></p> <p><i>"Leamington Spa is a beautiful town. The Parade, Warwick Street and Regent Street are great. They have a lot of good, local shops with easy access to public transportation. Do not lose the soul of Leamington Spa"</i></p>

		<i>with over gentrification. Oxford has done this. It has priced the local shops out of the town and destroyed the soul/feel of the city. Visitor numbers (both local residents and tourists) have dropped dramatically. Don't make the same mistake, please."</i>
<b>Pro-pedestrianisation</b>	24	<p><i>"State more directly that pedestrianisation is not a radical idea (as it may have seemed where earlier proposals were rejected). It is quite normal in many UK and European towns and cities, to the benefit of locals and visitors alike. I am sure that many people will object (as overheard at a public consultation in Leamington library recently). There is climate crisis element now, which no-one can be unaware of. We need to cool down our town centre and pedestrianisation is the way to go. Examples of very successful pedestrianisation could be illustrated along with the public approval ratings for such schemes in York, Brighton, London etc."</i></p> <p><i>"Really want to see the Parade pedestrianised, like in the past. Pollution from cars and buses is unnecessary. Much more friendly place to come and sit, shop, and enjoy our beautiful regency royal town."</i></p> <p><i>"The plan is a good start, but unsuitable and unsupportable in its current form. My personal suggestions for the plan would be to keep most of it the same, but instead of closing off the Parade to all vehicles, ban all vehicles from the Parade with the exception of emergency vehicles, scheduled deliveries, and buses. Secondly, extend the pedestrian area from the Parade outwards to Bedford Street to the west and Guy/Tavistock Street in the East to create a genuine no car zone, with just buses running the Parade to allow smooth access and to keep side streets clear."</i></p>
<b>Pedestrian considerations</b>	22	<p><i>"It's also essential that delivery traffic is restricted to certain times of day. If so-called pedestrian zones are open to vehicle access at all times, even if limited, then they're not truly pedestrian areas. Constant vehicle presence, even in small numbers, undermines the safety and comfort of people using the space. If parents have to constantly watch out for trucks and lorries while walking with their children, that's simply not good enough. Clear, time-bound access rules are vital to make the space genuinely safe and enjoyable for everyone."</i></p> <p><i>"One key element that seems to be missing is a clear and enforceable strategy for the management of cyclists and e-bikes in pedestrianised areas. While cycle access is important, there is a need for dedicated lanes or speed-reducing interventions to prevent conflicts between fast-moving cycles and vulnerable pedestrians, particularly in busy spaces where children, elderly people, and those with disabilities are likely to be walking. Without measures to ensure pedestrian safety, the benefits of creating a pedestrian-first space could be compromised."</i></p> <p><i>"What about access for emergency vehicles to all the pedestrianised area, or the collection of rubbish from all the litter bins?"</i></p>
<b>Pollution</b>	20	<i>"It should be mandated that only electric cars and buses are allowed in during the day - easily achievable by the time this goes live. A clean-air zone would be very much appreciated and do wonders for the health of those living and working in the area."</i>



		<p><i>"Assessments of traffic and pollution caused by traffic in Leamington. The proposal needs to argue that it does not create unacceptable levels of air and noise pollution."</i></p> <p><i>"The impact to residents who live walking distance to the Parade. Their communities will have more traffic, pollution and noise and these are some of the finest houses and areas in Leamington. You're prioritising one road over all of them."</i></p>
<b>Criticism of the survey or plans</b>	16	<p><i>"You cannot honestly believe that you will get anything other than support for the lovely sounding thing, the way you have presented them, and not necessitate full pedestrianisation, which in itself is being presented as optional... well almost. It even reads like it is a foregone conclusion. Missing are options that keep the road as a vital and historically accurate and valued part of the built environment. Options that still see a massive improvement in the quality of visitor experience, greater primacy for pedestrians and better air quality. This is a disingenuous consultation that does not properly cover all of the options that should be covered. Shame on you."</i></p> <p><i>"No street surveys of people using the town centre on their thoughts before you ran this hidden survey. There should be people on the street over all of June and July, every day, actively encouraging on-the-spot participation in the survey. Why did I have to find out about this survey from BBC news? Shame on you."</i></p> <p><i>"Yes, you need to list costs and potential drawbacks. Give a fair representation of the decision. The master plan as it is, is just a manipulative bit of propaganda."</i></p>
<b>Reliance on cars</b>	13	<p><i>"Enabling easy access into Leamington for those who live in the surrounding area is vital if you want this scheme to succeed and the heart return to the town centre. The reality is many folks are too closely tied to their cars and want to be able to drive to where they're going."</i></p> <p><i>"In the 'real' world, visitors who wish to use Leamington for shopping, leisure or business use cars and find getting into the town, and then parking, is not a good experience. Vehicles crawling looking for a way through or parking, are not environmentally pleasing."</i></p> <p><i>"If you want to destroy the town, please implement this plan. If you want to enrich and expand it, then cater more for out-of-town car drivers and allow them to park for free and not limit access. I feel no survey of how shoppers arrive into the town centre has been done, no questions asked by researchers on the Parade. Shouldn't you have done this first? Maybe when you realise that a large percentage rely on a vehicle to shop, you might want to reconsider your approach."</i></p>
<b>Pedestrians vs traffic movements</b>	11	<p><i>"Traffic lights, or some kind of similar safety-first method for pedestrians to cross the road. All of the proposed crossings now require cars to stop to give way, and there's too much traffic (both pedestrian and vehicular) for this to be feasible."</i></p> <p><i>"The continuation of allowing vehicles to cross the Parade at both Warwick and Regent Street ruins the intention of the plan and makes it meaningless, as it will not result in a pedestrianised strip running the full length of the Parade. As there is today, there will two points where a</i></p>

		<p><i>stream of cars must be navigated and crossed. No raising of the road level and tiling of the floor will change this fact. Also, the removal of a clear road intersection may increase the risk of collisions as visitors, or simply those unaware, stumble into this space without due caution unaware it is still a road, or block traffic legally moving through the space."</i></p> <p><i>"One consideration that could further enhance the concept is ensuring accessibility and inclusivity for all users. This includes clear and safe crossings, seating for those with mobility needs, and tactile paths for the visually impaired."</i></p>
<b>General comments</b>	11	<p><i>"If any of this work goes ahead it must be executed efficiently. The time taken for any recent work appears shocking and it's impossible to see why this would be different. By recent projects I am referring to the time taken to upgrade two roundabouts on the approach to the Shires shopping centre, the repairs to castle bridge in Warwick and even the disruption at Warwick station. The pace of delivering any construction work across Leamington and Warwick feels agonisingly slow. If work to upgrade any part of Leamington town centre is managed at a similar pace, you will destroy the town centre."</i></p> <p><i>"This plan will be carried out by the same authorities that have been replaced in many places by Reform, as the population reject the traditional parties from holding office. Traditional parties failed to listen to their constituents. The plans and concepts you are proposing are too costly, will take too long, and will drive out the shops and visitors you are seeking to attract."</i></p> <p><i>"Please remember that it is The Parade, just as you refer to The Strand in your illustrations. Removing the definite article creates a clunky flow of written and spoken English."</i></p>
<b>Dogs</b>	8	<p><i>"My main concern is my dog. Leamington is a very dog friendly place. Apart from the grocery stores, dogs are allowed in most shops and restaurants here. Bowls of water are provided etc. It would be good if the design considers dogs as well as human users. For instance, mixing dogs with scooters/bikes/skateboards can make some dogs reactive. It would be good to keep them separate. It would be good to have different routes, so that people who want to avoid dogs can, or if dogs need to be separated, they can (at present I would cross the road if a dog was aggressive, and the traffic creates a barrier). Water stations, and places they're allowed to wee (to avoid them weeing on shop fronts or paving), plus poo bins. Places to sit that are shielded from the foot traffic, to avoid dogs (and people) becoming over stimulated."</i></p> <p><i>"We often walk our dog with us down the Parade, and with so many dog-friendly shops in the area, it would be a lovely addition to include water stations for both people and dogs."</i></p>
<b>Housing</b>	6	<p><i>"I think finally it would be good to make more communities in the town centre, provision of more affordable housing, or even high-end apartments to attract professionals. If people live on or just off the Parade, more community will emerge here."</i></p> <p><i>"Maybe try building some more social housing and use the 'dead space' above lots of the buildings, particularly in the old town."</i></p>

When given the opportunity to express any positive benefits or negative impacts, 29.7% of respondents provided a comment to the question. Once more, transport (250) was the theme that gained the most references, with bus plans (104) being the most common subtheme within the theme of transport. Traffic impact on surrounding roads (218) was the most frequent standalone theme. Next in frequency was the theme of car parking (184), where most comments were attached to the subtheme of parking facilities (84). Other common themes to this question were retail and hospitality (135), economy and tourism (105), plan details (102) and community safety (87). Another frequently presented standalone theme was that of accessibility (97), as many respondents felt that this group would be heavily impacted, often negatively. Furthermore, comments to this question mentioned the theme of general criticism (84) more frequently than the theme of general support (51). Table 23 presents themed responses to this question.

**Table 23 – Themed responses to ‘are there any benefits or impacts that we need to consider that are associated with the Parade concept masterplan?’ (n=932)**

Theme	Count	Example Quotes
Transport	250	<p><i>“Ensure that public transport to Leamington is regular and trustworthy, and included major cities like Rugby and Coventry, as well as the smaller villages and areas that are closer, such as Kineton or Bishop Itchington.”</i></p> <p><i>“I just want to re-emphasise that although I wish I could cycle and get public transport everywhere, the reason I drive is because University Hospital Coventry and Warwickshire is inaccessible by public transport, and the University of Warwick has substandard bus connections. If there is any covert plan to make driving less appealing in Leamington to reduce emissions, I don't think it will work because much bigger factors mean that living in Leamington makes commuting by anything other than the car, really difficult.”</i></p> <p><i>“How can we provide better public transport (practical and affordable for working-age adults and families) to encourage car-free visits?”</i></p>
Bus plans	104	<p><i>“Another concern is that, with public transport being fed through some of the side streets, the distance may still be difficult for the elderly/disabled to get to the shops, cafes or restaurants that they access on a daily/weekly basis, which may prevent them from accessing those places, which may link to how they maintain their social lives and maintain good mental health, by having physical interactions with people.”</i></p> <p><i>“Traffic is, of course, a consideration I understand will be front and centre. I see a lot of places putting in cycle lanes, expecting people to use them, which is a great initiative, but then not putting in measures to encourage people to not use their cars. We cannot expect to cut traffic if the infrastructure and services are not up to scratch. For example, I live in south Coventry, so not far from Leamington. Leamington town centre is a 25 minutes drive, or a bus that takes over double that time and costs more, so I will choose to drive every time.”</i></p>

		<p><i>"Build a bus station (perhaps where the multi-storey car park is being demolished behind Tesco) for all buses go congregate and then there can be a route for people of all abilities to navigate between the main Parade and the buses."</i></p>
Cycling	48	<p><i>"Whilst it was mentioned in the plan, I would like there to be a consideration for the cycling community in and around the centre. There is a risk that traffic will become even more dense in areas such as around the train station and also Sainsbury's, which would make cycling in and out of Leamington fairly stressful. An expansion of the cycling paths on main roads in and out of the town would help considerable with this, such as with the road that the train station is on currently."</i></p> <p><i>"I cycle along the Parade every day to and from work and actually enjoy that part of the journey. Rarely is it so busy I feel unsafe or held up. I appreciate that cyclists would still be permitted, however the reality will be that it won't be a practical route for fear of a pedestrian stepping out. Currently, you have a clear separation between cyclists and pedestrians, but this will be replaced with ambiguity over right of way and inevitably lead to accidents (particularly with delivery e-bikes). However, if on occasion, I take an alternative route e.g. Clarendon Street, this is already much busier without the addition of buses and diverted traffic. So, you will make already busy surrounding streets even busier, the result of which would be more accidents and pollution, and somewhere worse to live."</i></p> <p><i>"Cycling scheme like rental bikes and stations out of the centre, so we don't struggle with parking."</i></p>
E-bikes, e-scooters, skates and skateboards	26	<p><i>"A key impact to consider is the potential safety risk posed by cyclists, particularly e-bikes used for deliveries, in the newly pedestrianised spaces. Without clear segregation between pedestrians and cyclists, this could lead to accidents, especially in areas where pedestrians may not expect fast-moving bikes."</i></p> <p><i>"I am not sure how speeding cyclists, delivery motors and skateboarders will be controlled. Will pedestrians feel safe or feel that they may be knocked down by misuse of the above?"</i></p> <p><i>"The plan seems to place significant emphasis on reducing vehicle emissions. However, given the shift toward electric vehicles and renewables, emissions may become less of an issue moving forward. It may be more future-focused to consider infrastructure for electric vehicles, such as charging pods for e-bikes and electric cars, rather than designing based on current emission levels."</i></p>
Deliveries	24	<p><i>"On-Demand Delivery and Future Mobility - we need to factor in the growing prevalence of on-demand delivery services like Uber Eats, Deliveroo, Just Eat, and Whoosh. This is only likely to increase and evolve, potentially incorporating autonomous delivery pods, as seen in places like Dubai and parts of the USA. Are there designated stopping zones, smart lockers, or micro-hubs planned to reduce random stopping or vehicle congestion?"</i></p> <p><i>"An impact is how local businesses will be able to receive goods and supplies."</i></p>

		<i>"Deliveries and pickups of larger items by individuals would need to be considered. Need to show that the proposals are radically different than the last time it was tried, which was very poorly implemented."</i>
Park & ride system	20	<p><i>"Impact of making too many streets pedestrianised could cause huge traffic problems and increase emissions. A park and ride or more car parks should be considered too!"</i></p> <p><i>"Please consider where traffic will be redirected to and promote the introduction of the park and ride to move parking and cars out of town."</i></p> <p><i>"If, as planned, the plan results in Leamington becoming more attractive to visitors, there will need to be plans for appropriate increases in parking availability for the town, either close to the town centre or park and ride schemes from outer town. Consider schemes to encourage local residents to use alternatives to taking their cars into town, such as subsidised public transport."</i></p>
Trains	7	<p><i>"Improve links between the train station and the new area. I'd like my family to visit the new space but if they came by train, it's not a nice walk to get to the Parade."</i></p> <p><i>"How about a fun train like they have at the seaside?"</i></p>
Alternative transport	4	<p><i>"Consider use of a rapid transit system connecting up the whole town and district."</i></p> <p><i>"Maybe shuttle buses that drop off people, where they can hop on and off, with lower costs, to top or bottom of town, that serve the north and south of town."</i></p>
Taxis	3	<p><i>"Ensure there are still safe spaces for women to get taxis late at night. Ensure there is not too long of a walk when it's dark and they need to get home safely."</i></p> <p><i>"It may impact traffic by the parish church. You may need to consider enforcing a more direct one-way system from the top of town to the bottom, to prevent Ubers blocking junctions and blocking entrances."</i></p>
Trams	2	<i>"I have limited mobility and will enjoy space only if I can park near enough (or have an excellent park and ride). Park and ride or accessible tramway to the bottom and top of the space."</i>
<b>Traffic impact on surrounding roads</b>	218	<p><i>"While I fully support all of the aims of this plan, I have concerns about the knock-on effects on traffic flows that this might create. This is not a reason for not doing it, but there can't be too much thought put into alternatives. If you get it wrong, it will make Leamington a no-go area."</i></p> <p><i>"The traffic issues need to be properly considered and dealt with. Proper liaison with local communities, representatives of all parties on the council, environmental groups, local police etc. Presumably the successful delivery of this project will attract more visitors and tourists to the town (which is often missed and seen as a poorer relation to Stratford and Warwick). Has the increase in traffic and parking issues been considered? An opportunity was missed in not creating a bus station on the old Travis Perkins site, next to the railway station. The number of buses going around the town and stopping on main streets is a major cause of traffic congestion in the town."</i></p>

		<p><i>"The one key impact that has not been considered is the impact of increased traffic around the roads used for diverted traffic and the probable creation of a 'ringway' around the centre. Just have a look at some other towns where this unintended consequence has occurred - it's killed the town centre."</i></p>
Car parking	184	<p><i>"Having been to the town hall to discuss these proposals I was amazed that an answer as to how many parking spaces would be lost was 'the highways authorities have not yet calculated that'!!! Surely, if wider pavements are implemented and buses re-routed onto Chandos Street for passenger drop off, that surely has got to be at a cost of many spaces."</i></p> <p><i>"I support the pedestrianisation of the Parade. However, it becomes a futile effort if the council fails to address the parking situation and continues to enforce one-hour parking limits. People will avoid the town centre if they cannot park for longer than an hour, as they will be unable to fully enjoy the activities or festivities, while worrying about returning to their cars. The limited parking has negatively impacted the success of many small local businesses. For this initiative to succeed, it must be sustainable for local businesses, otherwise, it will remain a pointless endeavour."</i></p> <p><i>"Impact on traffic in surrounding areas. Making the town centre less car friendly will ultimately result in the Parade declining further. It needs to be considered how to make the town centre car friendly in addition to removing cars from the Parade. This could be achieved with better and cheaper car parking near the pedestrianised zone."</i></p>
Parking facilities	84	<p><i>"This will increase demand on parking. Parking is much easier now than it was 10 years ago, even though the multi-storey car park closed, I'm assuming due to fewer people coming into town. But if you attract visitors back, there needs to be planning for people coming in from surrounding villages, where the bus service is often so poor it's not a reasonable option."</i></p> <p><i>"Parking and bus flow. I feel these will be the largest complaints. Incentivise people to cycle, rebuild the Covent Garden parking, point more people to the Priors parking (often forgotten about and not known by visitors) and turn Beauchamp into a nice, centralised bus terminus with good lighting, shelters etc."</i></p> <p><i>"Parking will need to be re-evaluated. It is currently near impossible to park. If the goal is more foot-traffic and more visitors for longer periods, people need to be able to park safely and for a long period without a massive charge or risk of ticket."</i></p>
Parking costs	20	<p><i>"Look at parking costs and ease of paying. Most meters are still cash or broken."</i></p> <p><i>"What about parking? The reason I don't spend longer in Leamington is the cost of parking."</i></p> <p><i>"Don't charge too much for parking. Look at Oxford. I can use the park and ride there for 5 pounds, all day for two people and bus fare anywhere."</i></p>

Blue badge parking	15	<p><i>"Disabled access is important, so the only parking spaces on Warwick Street and Regent Street within 100m of Parade, must be reserved for the disabled."</i></p> <p><i>"People with disabilities can currently park on the Parade and access the banks and shops. This plan has not taken into account that people with mobility issues will struggle."</i></p> <p><i>"Parking for disabled people. If it's in Euston Place, I will be permanently excluded from the town. This will, of course, affect other people as well. I struggle to walk uphill and, as my oxygen cylinder only lasts for 57 minutes, I am always very restricted and have to plan my visits to my bank etc. very carefully. This scheme will make it virtually impossible."</i></p>
On street parking and drop off areas	14	<p><i>"Not much parking other than on street, which are often full."</i></p> <p><i>"The impact of parking and how this may be impacted (i.e. the removal of current formal/informal pick up and drop off areas)."</i></p> <p><i>"Impact on elderly, disabled and sick people who will not be able to access any of these 'wonderful areas' without on street or much more 'local' parking, and user-friendly parking ticket machines."</i></p>
Free parking	12	<p><i>"I believe people would be more engaged with the project if there is ample parking nearby and is free, at least on weekends/evenings."</i></p> <p><i>"Free parking is the key to success for this town to bring the competition to the retail parks."</i></p> <p><i>"Free car parking, of any substantial time, is already a problem, unless you are happy to walk for a good while. This is fine, unless you do have mobility issues."</i></p>
Residents parking	10	<p><i>"Parking. Not so much parking available in the town and visitors try to use residential streets on the edges of town. These streets are already congested."</i></p> <p><i>"Nearby residents will be wary about provision for displaced traffic affecting the congestion of residential streets and availability of residents' on street parking."</i></p> <p><i>"Parking is difficult and for many people, driving in will remain their preferred, or only, means of getting into town. In the many years it would take to change this, many businesses will remain vulnerable, and at present, parking arrangements are not bad, but not quite adequate, and are often poor for residents too. I believe the whole issue is more critical to the success of the town than some appear prepared to acknowledge."</i></p>
Illegal parking	2	<p><i>"Please ensure that vehicles, when allowed access, do not damage the infrastructure, especially paving. At the moment, there are numerous broken/displaced slabs and vehicles seem to park on the footway as they please."</i></p>
Parking wardens	1	<p><i>"Removing your army of traffic wardens would encourage families and people to stay longer and spend more time in the town centre. The budget you create to employ these people could be used elsewhere as you wouldn't need to fine people to make money. People would be able</i></p>

		<i>to drive and park in safe areas and not be fined and so feel more inclined to stay for longer periods."</i>
<b>Retail and hospitality</b>	135	<p><i>"Opening hours of shops. Does there need to be a clear break between day and nighttime activity?"</i></p> <p><i>"How to revive the town centre to support, promote and nurture local retailers and service providers, and not just coffee shops?"</i></p> <p><i>"The reason the Parade is no longer viable as a town centre is the high rents for business and lack of parking, not because traffic flows up the Parade."</i></p>
Need to fill empty shops	49	<p><i>"This plan needs to be publicly sent to many companies to decrease the number of vacant shops. This may also add extra funding if there is high interest."</i></p> <p><i>"An increase in traffic and complexity of getting to Parade and surrounding roads would discourage people driving to town for shopping. That on top of the car park closing at the top of Parade and the costs of parking in town going up and up and up, is making out of town retail parks or online shopping more and more attractive. Just look at the shop fronts on Parade, more and more are closing and becoming coffee shops or gyms. Priors shopping centre is a ghost town. It's depressing going in there."</i></p> <p><i>"There will need to be a marketing campaign to encourage more and varied shops to the Parade to fill in the current 'holes'. Is any survey being done about what shops the people of Leamington want to see. We can't live on coffee shops and nail bars alone!"</i></p>
Café culture and alfresco dining	26	<p><i>"It is clear from the number of successful coffee shops and restaurants in the centre of town that most people using the Parade are using it for social purposes and not just for shopping. The attraction of the Parade should be enhanced to encourage these social activities. Pedestrianisation of the Parade would be an important first step. If more people are attracted to the Parade surrounding shops will benefit."</i></p> <p><i>"Would it not be more effective and less disruptive to use The Parade as the main through-route for traffic and instead, pedestrianise Warwick Street and Regent Street? These streets host more independent retailers and hospitality venues that could benefit more from outdoor spaces for alfresco dining, events, and foot traffic."</i></p> <p><i>"Cafe culture is nice but not for creating prosperity."</i></p>
Diversity of retail and hospitality	25	<p><i>"Be careful not to stifle some of the smaller service providers in the town - the vets, doctors, dentists, cobblers etc..."</i></p> <p><i>"The plan should be supported by easier change of use for businesses with Warwick District Council, to enable current premises to be converted to food and beverage to promote the use of outside spaces that would be available."</i></p> <p><i>"My main concern that some changes risk turning the town centre into a 'ghost zone' with little meaningful shopping possibilities. Currently we only have lots of barbers, coffee shops and nail bars. City marketing has</i></p>



		<i>to double their efforts on attracting more shops into Leamington and filling out empty premises. Everyone I speak with (Leamington residents) agree that we need diversity of shops."</i>
Need to address rents and rates	18	<p><i>"While explicitly excluded, a reduction in business rates for those shops in this area is a must. We need shops to come. If the plan imposes higher business rates to pay for the plan, it will fail."</i></p> <p><i>"What impact will there be on business rates once the updates are completed? The improvements have to be paid for, and I imagine that business rates are high at the moment, so how will Leamington Spa attract new businesses if rates are increased even further? There are so many empty premises at the present time. I recently visited the Priors, but I barely stayed 5 minutes. It was all extremely depressing. The Parade was deserted. At one time, one would have difficulty walking on the pavement due to the sheer volume of people shopping."</i></p> <p><i>"There are shops closing down. I struggle with my rents and rates and over the last 2 years, since a 'recession', we have struggled even more."</i></p>
Retail parks	14	<p><i>"This plan means the Parade and town centre offer a distinct and complementary experience to retail parks and out of town centres. Rather than the community splitting into those who can access out of town and those who can't, and the town centre slowly decaying, it is more likely to encourage community cohesion and all members of the community using both types of facility as complementary local assets."</i></p> <p><i>"I think parking and the flow of traffic needs more information. I understand the thought about making it a more open/walking environment but unless you live directly in town, you may still need to drive. If there is not parking and or congestion, then this still means that visiting an out-of-town retail park may be more attractive still."</i></p> <p><i>"Will this plan be enough to draw people into town, when the out-of-town retail park has bigger stores, is easier to access and provides free parking?"</i></p>
Economy and tourism	105	<p><i>"This will be very costly for a declining town centre. Though it may boost the shops wanting to be based there, it may not. Previous new shopping centres have not always generated more businesses. Though this is not about the shop occupancy level, it has to be considered whether the cost is justifiable. This would need to be justified with local residents."</i></p> <p><i>"Creating an offer for the wider visitor not just the local resident. For the town to thrive it needs to bring in people from further afield and appeal to the day/overnight visitor. To compete with similar places, it has to elevate itself and this needs aspirational change."</i></p> <p><i>"Increase in tourism and lack of tourists' activity and shopping sites that give a memorable experience. Potential to look to reopen the Roman Baths and that could have ticketed time access."</i></p>
Good for economy and tourism	39	<p><i>"Creates opportunities for outdoor events, markets, and cultural festivals, boosting tourism and local spending."</i></p> <p><i>"I believe visitor numbers will soar and the value to the economy will be even more than you think. Very happy."</i></p>

		<i>"Increased seasonal footfall. There needs to be a plan in place to deal with Christmas footfall and summer footfalls. A plan needs implementing if the pedestrianised zones are to be utilised for markets, which would further bring people to the area and boost the economy."</i>
Bad for economy and tourism	31	<p><i>"Traders are struggling to stay on The Parade. The footfall has dropped dramatically in the past decade. Periods of disruption, inevitable periods of limited access to stores, limited parking access and traffic disruption, will reduce footfall further."</i></p> <p><i>"This idea will kill off even more of the business in the town centre. You only have to look at the amount of vacant retail units. People want easy access to the town and to be able to park or get a bus to where they want to get to. We have lost the multi-storey car park. This idea will force even more people to shop out of town, and at retail parks, with free parking, causing more businesses in the town to close."</i></p> <p><i>"Impact - small businesses that aren't on the Parade. I think the changes will negatively impact them while giving an unfair advantage to the shops on the Parade itself."</i></p>
Plan details	102	<p><i>"I assume best practice has been sought after with other areas who have done similar transformations. What have they learnt? Did it fulfil the aims this is planning on filling? Has it been successful? What would they do better to improve it that we can learn from?"</i></p> <p><i>"Is there evidence from similar schemes elsewhere on the positives for things like air quality, public health, footfall to businesses, time spent in the area etc. that could be used to make the persuasive case to people who are unsure about this?"</i></p> <p><i>"The benefits stated are illusionary. There's no factual evidence to back up these claims."</i></p>
Details required	38	<p><i>"The benefits of the main ambition on the Parade are clear but there needs to be much better mitigation and clarification on the impact of surrounding streets. The traffic modelling and bus routes should be consulted on and shared widely with the people living and working in the streets most effected, otherwise they will never support these plans fully. I know this is planned, but to unlock all the benefits, the masterplan needs to be updated to be upfront and honest about those impacts and show that you've thought about them more than just a sidenote in the plan. Many people will only see negatives of change, not positives, and whilst the CGI pictures of the main scheme look lovely, there's no visualisation of how the surrounding streets will be treated as a result, even if it is ultimately little to no negative impact. This I think is key to successfully delivering the masterplan."</i></p> <p><i>"I see no signs of any cost benefit analysis or risks. All that is evident is a wonderland view of a future that could drive local people away from central shopping and services by reducing accessibility."</i></p> <p><i>"I'm assuming that the cost for this project/programme will be millions of pounds. Are the quantified benefits (validated by key stakeholders such as shops/businesses) in excess of this? I doubt it. What's the minimum viable product? How much would that cost? How long between phases? What are the phase/stage gate criteria? Are other</i></p>

		<p>elements of infrastructure in place to be able to take advantage of the new opportunities, e.g. transport links, increased parking, proximity to bus and rail, restaurants and hotels, etc.? What are you fundamentally trying to achieve, e.g. greater footfall in Leamington town centre, greater business rates, greater shop occupation levels, etc.? What other project options have been considered that could generate these same benefits? How will the following be impacted:</p> <ul style="list-style-type: none"> <li>• disabled parking/access</li> <li>• parking space availability</li> <li>• parking prices</li> <li>• distance from parking to shops</li> <li>• transit times through town centre in peak times</li> <li>• knock-on effect to other through routes</li> <li>• transit and parking times while project is progressing</li> <li>• desirability of shopping while project is progressing</li> <li>• levels of disruption for residents/workers</li> <li>• effect on key events, e.g. Bowls.”</li> </ul>
Cost and budget	32	<p>“Residents need to be able to understand the cost impact on local bills. As such, proposals should factor in and offer options, i.e. do nothing, minimal brief (vehicle free Parade), mid brief (inclusion of some key aspects of the proposal, full brief (all of the proposals). Who will pay? Who will do the work? Will local people be involved and get work?”</p> <p>“The council keeps cutting essential services, while increasing council tax at a level higher than inflation. Given this background, proposing any major town centre scheme is totally wrong. Funds must be used to provide essential services, while minimising council tax increases.”</p> <p>“My concerns are how much will the upkeep be in future? When the benches get damaged or fountain stops working, where’s this budget coming from?”</p>
Design considerations	32	<p>“Don’t make the current space unusable or to feel like a massive construction site while the works are ongoing. Depending on how phases are defined please make sure they don’t take too long and smaller milestones are set in place, so people can benefit from it as soon as possible (keep construction works, noise, dust levels, etc. down).”</p> <p>“During the transition phase, careful planning is needed to support businesses affected by road closures or changes in access. Transparent communication and temporary signage can help mitigate confusion or frustration from residents and visitors alike.”</p> <p>“Ensure that the design is in keeping with the characteristics of the town, putting in the same level of effort that was once put into architectural design in towns.”</p>
Accessibility	97	<p>“Public spaces tend to be loud, overly open and disorienting, making them unsuitable for neurodivergent people, and for those who prefer the quiet. Such groups of people are also continuously losing their ‘natural habitats’ due to ongoing reduction in access to nature, overcrowding of public spaces, etc. It’s impossible to say now whether this plan is going to succeed in accommodating them but it’s definitely something easy to lose track of in promoting ‘inclusive’ spaces fostering local identity (not that there is anything wrong with that).”</p>

		<p><i>"Minimise or remove changing levels (curbs) the length of the pedestrianised areas to accommodate people using walking aids etc. Minimise or remove line-painting and street signage and clutter (i.e. painted lines, bollards and signals, which are designed to alert motorised vehicles and keep pedestrians separated from traffic. These shouldn't be required when pedestrians are given priority)."</i></p> <p><i>"Look at this purely from a disabled persons view, who is not in a wheelchair, but on crutches. Look at how quickly, you have made a beautiful town inaccessible by being obsessed with cycling lanes and pedestrianisation. I love Leamington and by you closing the roads, and flattening with concrete, you have made it an awful lot harder for me to visit. You should have roads that only disabled people can drive on!!"</i></p>
Community safety	87	<p><i>"The impact of these plans would be to suck the life out of the centre of our town and create a nighttime no-go area. Please learn from the example of other places."</i></p> <p><i>"It will allow people to congregate for festivals etc. but also, it will make it easier for gangs to intimidate people, thus making it feel an unsafe area."</i></p> <p><i>"How will an ambulance get up the Parade if there's a massive water feature, trees and benches?"</i></p>
Homelessness	23	<p><i>"How it will impact the homeless population. The solution to city centre regeneration cannot be pushing homeless people further out."</i></p> <p><i>"A holistic approach needs to be taken, looking in full at the use of the Parade now and, in particular, the number of people who sleep on the pavements at night there. Is this an opportunity to address this issue systemically too, working with local organisations to ensure these individuals have somewhere safe to reside?"</i></p> <p><i>"Leamington has become a night attraction to young people, and as each empty space seems to become a new bar or restaurant, carefully consider how the space will be managed at night. Homeless people in particular, are often the target of anti-social behaviour, so make sure that safety considers not just young women, but also vulnerable members of our community."</i></p>
Anti-social behaviour	19	<p><i>"Keep the space safe at night, discourage anti-social behaviour."</i></p> <p><i>"Another impact is how to manage anti-social behaviour and crowding to ensure the space remains safe and enjoyable for all (we don't have a massive police presence as it is, so how will you handle increased numbers in the town centre?)."</i></p> <p><i>"Will this encourage people into the town centre? I'm not sure. I realise you can't force decent shops into the town, but you can do something about the anti-social behaviour."</i></p>
Police and crime	17	<p><i>"Close scrutiny and policing of the growing problems of town centre nuisance behaviour, noise, smashed glass, littering, alcohol and drug use in public spaces must be considered and deployed if these developments are to fulfil their promise of inclusivity, accessibility and social and economic gains."</i></p>

		<p><i>"An impact will be the reduction of vehicular police presence."</i></p> <p><i>"I think it is probably included within the concept of making the spaces safe for all, but I also have a concern about the recent incidents of disorder and violence which have had to be dealt with by the police, using restriction orders. Presumably the police, as stakeholders, will have input into the design and consideration will be given to features, which make policing the area easy and effective."</i></p>
Pedestrian safety	6	<p><i>"In the light of recent events in Liverpool and elsewhere, how do you intend to balance the need for access for legitimate reasons, such as disabled drivers, emergency services and business service vehicles, with those who might choose to use their car as a weapon?"</i></p> <p><i>"An issue that I think needs consideration, forgive me if you have already considered it (I'm sure you have already), is the safety of pedestrians. When they are gathering in a large group, in these much wider spaces, this needs to be considered and planned for, regarding vehicle access. Even if delivery vehicles are permitted at certain times of the day, what's to stop them entering outside this time? What's to stop them entering if someone with bad intent is driving and wants to drive into a crowd? Sadly, a few individuals are complete nutters. We must plan for the unthinkable. Pedestrians, especially children, may not be on their guard regarding traffic, if the space is obviously pedestrianised."</i></p>
Safety for women and girls	6	<p><i>"Turning the centre into a ghost town, especially at night, by removing through-flow of traffic, making it a more dangerous place for women."</i></p> <p><i>"There could be benefits for women or minorities, who don't currently feel safe with the traffic dominance, lack of natural surveillance and poor lighting."</i></p>
CCTV	5	<p><i>"The second, which is a potential benefit, is to incorporate CCTV, undercover and uniformed security to address the huge problem of shoplifting, and potentially anti-social behaviour, as the Parade will unfortunately be very attractive to organised crime, and criminals in general who will see it as a candy store."</i></p> <p><i>"Local residential streets may see more crime and will require full CCTV, and residents only parking."</i></p>
General criticism	84	<p><i>"You need to carefully assess traffic implications by hiring an external company to guide you through their findings, as it is abundantly clear (after 15 years of analysing council decisions) that Warwick District Council have little to know knowledge of traffic management."</i></p> <p><i>"People's lives, on routes vehicles would be routed to, stand to be more impacted on than those who would benefit from the plan. Funding would be better spent on improving parks in town, although Pump Room Gardens and Jephson Gardens are already lovely places and used for events. I feel this is just an ego event for planners and councillors, sadly."</i></p> <p><i>"Benefits:</i></p> <ul style="list-style-type: none"> <li><i>• Gives work to Highway Engineers</i></li> <li><i>• Gives photo opportunity to civic leaders</i></li> <li><i>• Consultants get even more money"</i></li> </ul>

Waste of money	20	<p><i>"Shops, shops, shops. Get them sorted otherwise this is a waste of money and we, as the taxpayers, will end up paying for it with higher council tax. Get your priorities right. Have you got a town centre manager for Leamington Spa? If so, what are you paying them? Because they certainly aren't bringing the big companies into town. Like a lot of other town centres, there will only be cafes, restaurants, pubs and dodgy nightclubs to go in."</i></p> <p><i>"This proposal has already cost a huge amount of money. If it is implemented, it will be a complete and utter waste of ratepayers' money and will ruin the town."</i></p> <p><i>"Would this be (a huge amount of) money well-spent? Surely such outlay could be of more benefit to the community if spent elsewhere?"</i></p>
NA or no further comments	61	<p><i>"No."</i></p> <p><i>"No specific point at the moment."</i></p> <p><i>"I think they've all been outlined already."</i></p>
Pollution	54	<p><i>"Although the plan has some good ideas on how to make the town centre my vibrant and focuses on the aesthetic of the place, I believe the changes you'll make to the Parade (making it pedestrianised completely) will increase car traffic pollution to the side roads around the town and will cause greater traffic congestion as daily commuters for work, education etc. have to find alternative routes as opposed to travelling through the Parade. With the increase in housing developments occurring all over Leamington Spa and Warwick, there will be an increased demand for the roads to be used and by enacting this idea, it will greatly affect the flow of traffic control through Leamington Spa as a whole and increase the congestion times we are already experiencing."</i></p> <p><i>"I would like to see some analysis on the overall impact on air quality. Moving traffic onto adjacent roads won't necessarily improve overall air quality in the town. It might make it worse if congestion is increased elsewhere."</i></p> <p><i>"Please can you consider, in particular, the benefits and impacts on the environment, with aims to increase wildlife, reduce air pollution, tackle climate change and make the town more climate resilient. Please can the ecological health of the River Leam also be considered as it flows close to/underneath part of the project?"</i></p>
General support	51	<p><i>"One significant benefit is the broader positive impact that this will have on the residents of Leamington Spa and surrounding areas. We want a town to be proud of and your new proposals look superb!"</i></p> <p><i>"Love how the initial concept looks and is great for building community and preserving the historic look of the town. We have a young child, and this really promotes the area as a pleasant place to raise a family!"</i></p> <p><i>"It would be a pity if this developed into opposition to such a great opportunity, as has happened in the past."</i></p>
Environment	51	<p><i>"Climate changing and the need for more drought friendly trees, alongside rain capture storage solutions."</i></p>

		<p><i>"There is little mention of how this will be delivered in line with net zero emissions targets. Repaving the whole Parade and installing new timber planters, steel and cement structures like a fountain etc. will carry a huge amount of embedded carbon. How is this being assessed and mitigated?"</i></p> <p><i>"Climate change is happening now. We can already feel its impacts. This concept provides lots of opportunities to help residents and visitors be able to adapt to the changed climate, while simultaneously helping to stave off biodiversity collapse. Both issues will be far more important and if not solved, will make so many lives much harder than the inconvenience of traffic changes while people get used to a new normal."</i></p>
<b>Entertainment, leisure and events</b>	37	<p><i>"What happens to the regular markets that take place along Parade. These would otherwise take up the majority of the carriageway. Is there sufficient space between the planting?"</i></p> <p><i>"You might also consider encouraging street music and performances. These will be much more audible and enjoyable with less traffic."</i></p> <p><i>"Events and seasonal activities are being downplayed a bit here and can add a huge economic boost. Think ice rinks, markets, food festivals, music and concerts, pop-up restaurants and shops, open air theatre, etc. These are always hosted in the parks but with the right infrastructure more activity could be brought right into the town centre."</i></p>
<b>Amenities</b>	36	<p><i>"Make sure defibrillators and medical points/safety points are around the town if vehicle access may be difficult, for those who need medical support quickly."</i></p> <p><i>"Accessibility for less mobile people, ensuring areas they would enjoy are nearer to parking areas and toilets... Additional water refill stations."</i></p> <p><i>"Introducing a national innovation would help make it known and a destination (rather than just another bland town centre makeover), e.g. solar panels on rain shelters, a free electric bus going up and down the Parade, a farmers market every week."</i></p>
<b>Pro-pedestrianisation</b>	35	<p><i>"I urge the council to be bold and go forward with this plan without bowing to the usual naysayer arguments that resist reducing car access, particularly the often cited, but rarely evidenced, claim of 'what about disabled people?' I've been visiting the Parade for many years and, in all that time, I've rarely, if ever, seen a wheelchair user navigating the area. That's telling. The current car-dominated environment is far from accessible. In fact, research consistently shows that it's car traffic itself that discourages many disabled people from visiting town centres due to noise, safety risks, narrow pavements, and a lack of safe crossing points. To truly make the Parade accessible to people of all ages and abilities, it needs to be car-traffic free, calm, and designed with inclusion in mind, not shaped around the car."</i></p> <p><i>"Currently, many (far too many) vehicles use Parade to traverse the town from South to North. The alternative routes will need to be improved to make them more obvious and easier."</i></p>

		<i>"Speeding cars are present in Leamington no matter the design of the roads. Please find a way to prevent this for the pedestrian priority areas."</i>
<b>Pedestrianisation considerations</b>	31	<p><i>"Another issue that has arisen in Oxford is the lack of accessibility for emergency services. Since the pedestrianisation, emergency vehicles have reported difficulties navigating through the pedestrian areas, resulting in delays in response times and potential risks to public safety. This could pose similar challenges in Leamington Spa if pedestrianisation were implemented."</i></p> <p><i>"I do believe that a pedestrianised area with some through traffic is more dangerous than the system we have at the moment. People do relax when in a pedestrianised area. Indeed, that seems to be one of the aims of your proposals. So, keeping the Warwick Street and Regent Street junctions open under these circumstances is just an accident waiting to happen."</i></p> <p><i>"Whilst I fully support cycling on the Parade, it must be managed appropriately so as not to risk the safety of pedestrians (who will be less cautious of their surroundings in a pedestrianised area) and cyclists alike. Will cycling be prioritised in a specific section of the Parade? Will colour coding or different paving be used to differentiate this area, so pedestrians are more aware? Concerns about the speed and type of e-bikes that are often used by the delivery services (Deliveroo etc). Many of these appear to be large, heavy bikes that do not require pedalling (not UK legal). There will be increased risk of accidents, especially during the evening, when people have been consuming alcohol and delivery rider pressures are at their peak. Many pedestrians will view cyclists to be 'cycling on the pavement'."</i></p>
<b>Alternative suggestions</b>	29	<p><i>"If this had to be implemented, I would suggest potentially the following alternative measures. Instead of pedestrianising the ending Parade, restrict the time all vehicles (private and commercial) can't go through the space to say 9am to 5pm. This will still increase public safety/ focus on people and will also meet the demand for road access to ease congestion across Leamington Spa for vehicle commuters during peak road use times. Also, don't pedestrianise the town hall area as many commuters (including myself) use this route to travel to and from home, work etc."</i></p> <p><i>"Investigate how the area around parish church can be renewed as part of this project. It's a key area of the city! South Leamington in general needs a bit more care!"</i></p> <p><i>"Where is the money coming from for this project? We don't want yet another white elephant project (i.e. HS2!). Would it not be better to spend any available funding on tackling further challenges facing the town centre, e.g. re-using empty properties, bringing back more shops, additional carparking options (with Covent Garden no longer useable), reducing business rates, reducing litter or assisting further with homelessness."</i></p>
<b>Community and health</b>	26	<i>"This will provide a place to support positive mental health, draw in new businesses and so support increased employment and investment and instil a sense of pride in our community."</i>



		<p><i>"The main benefits of the Parade concept masterplan are the creation of a more pedestrian-friendly, environmentally sustainable space, and the improvement of the town's public realm. The green spaces, widened pavements, and focus on creating a safe and welcoming environment for people of all ages are all positives."</i></p> <p><i>"Huge benefits of a boost to physical activity and a feeling of community. This has the potential to increase the quality of life for citizens of the town."</i></p>
<b>Anti-pedestrianisation and the war on motorists</b>	25	<p><i>"Stop concentrating on removing cars and think kindly towards motorists. Most people drive to go shopping."</i></p> <p><i>"With no flow of traffic, the pedestrianized area could feel a little cutoff and isolated once the shops are shut and could potentially become an area where groups of teenagers etc hang around in the evening time, which could be considered intimidating. Will measures be put in place to make this doesn't happen?"</i></p> <p><i>"Residential accommodation above shops requires vehicular access."</i></p>
<b>Maintenance</b>	25	<p><i>"All planting will have to be maintained, e.g. watering, pest control, pruning etc. Encourage residents to take part in the looking after and maintenance of planting for community spirit."</i></p> <p><i>"Ensure the contractors who fit the water feature are held to account to keep it maintained when it breaks down free of charge."</i></p> <p><i>"Other much better uses of money would include fixing the pavement already on the Parade with appropriate slabs that match the look of what already exists... emptying bins in the town centre, cleaning the historical buildings and properly maintaining them."</i></p>
<b>Examples of other places</b>	20	<p><i>"May I refer to a very successful example of Shrewsbury, and a less successful example of Gloucester, where, after transforming the centre into a car-free zone, it practically died."</i></p> <p><i>"I mentioned automatic bollards to protect pedestrians. York city centre has them which come down for deliveries during certain times of the day but automatically come up especially during early evening to encourage public night life."</i></p> <p><i>"Public transport is largely absent. Schemes in northern Europe succeed because they give public transport a high priority."</i></p>
Positive examples	12	<p><i>"Bath is a classic and well thought out town centre which encourages visitors, shoppers and tourists. If adopted for Leamington Spa Parade this would also bring in a financial boost to the area."</i></p> <p><i>"It could be fantastic. It could transform the whole centre. A feeling like Solihull is somewhere like you're aiming at."</i></p> <p><i>"Don't listen to the naysayers. I've witnessed a similar transition in my hometown of Vienna (Mariahilfer Strasse), and it has been a roaring success. They did a poll, which was very narrowly in favour, but today nobody could even imagine going back."</i></p>

Negative examples	8	<p><i>"This doesn't work. Banbury have seen no improvement into their town since they did similar. Tamworth is now trying to change it and allow traffic again due to the damage stopping cars and buses caused! This isn't the way to rejuvenate the town!"</i></p> <p><i>"Visit Wolverhampton to see what happens when there are no shops. Might scare you into looking at what is really required in Leamington."</i></p>
General comments	18	<p><i>"I think there are many benefits and impacts but what will help you is to think about the change people will need to make from experiencing the existing space to first visualising the new space concept, then accepting it and the practical everyday changes they will need to make. It has to be worth it. That's where the value is and also, comparing it to no change, which, in my view, leads to inevitable decline and loss of Leamington Spa's aspirational appeal."</i></p> <p><i>"The corporations who run the buildings need to be held accountable if their shops etc. become empty. They should have a council enforcing them to put something in their windows to make it less depressing to passers-by."</i></p> <p><i>"Leamington has high percentage of retired and elderly and so many vibrant university students - a juggling balance needed to cater for all."</i></p>
Housing	11	<p><i>"Given the huge developments of housing outside Leamington, key will be not just to get attractive, independent shops back into town, but to offer affordable living, otherwise the pedestrianised area will be dead outside business hours."</i></p> <p><i>"The current traffic hotspots are around Clarendon Street, Dale Street, Bath Street, not the Parade. Incidentally this has been generated by planning policy that supports the building of housing estates and retail parks, without providing suitable transport infrastructure. Why would more shoppers be attracted to the Parade without more parking/charging points/buses?"</i></p> <p><i>"There is a cost of moving too slow. House prices in central Leamington will suffer from further delays to pedestrian use."</i></p>
Pedestrianisation vs traffic movements	7	<p><i>"Crossing Design Concerns- the proposed pedestrian priority crossings on Warwick Street, Regent Street, and between Pump Room Gardens and Jephson Gardens appear potentially confusing and may create bottlenecks or safety concerns. Clear design logic and intuitive flow are essential. How will these intersections handle volumes of pedestrians, cyclists, and vehicles safely without increasing congestion?"</i></p> <p><i>"There's difficulty crossing the adjacent streets as a pedestrian due to the higher traffic from the Parade being closed. Unlike the Parade, they have no traffic lights or pedestrian crossings."</i></p>
Water feature	7	<p><i>"You need water features everywhere for the ambience of the area as well as biodiversity."</i></p> <p><i>"Get the Hitchman fountain working and the spa water drinking fountain rather than modern water features."</i></p>
Criticism of the survey or plans	4	<p><i>"This consultation has not sought feedback from the public on the position or design of a potential bus interchange. Equally it has not sought to present the impact of how access to the Parade may be</i></p>

		<p><i>impacted with the changes that are proposed and presented. It would be helpful for this to be more obviously in the public domain as this may give cause to some groups of customers to consider the proposals in a different way if they were specifically asked to think about how they would access the revised Parade and town centre with the potential impacts on journey time set out."</i></p> <p><i>"Perhaps a survey of residents on the electoral roll asking how they currently use the centre of town so that the council can identify the needs and usage requirements of actual Leamington residents and the student population."</i></p>
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Finally, all respondents were given the opportunity to make any further comments on the Parade concept masterplan and 19.8% of individuals chose to do so.

In contrast to the previous question, general support (158) was observed more often than general criticism (107), although these were the two most common themes that arose from this question. Another frequent theme was plan details (80), where respondents used this opportunity to ask for more information, that was not provided within the content on the masterplan.

In addition to these, there were a number of frequently occurring themes that were similar to those that have appeared on other occasions throughout the responses to this survey. These frequently occurring themes were transport options (66), retail and hospitality (54), car parking (34), environment (30) and traffic impact on surrounding roads (27). There were 25 comments on community safety, whilst themes of entertainment, leisure and events, amenities, alternative suggestions, general comments, and pro-pedestrianisation were all observed 26 times. In contrast, anti-pedestrianisation was observed in 18 responses. Full themes and example quotes can be seen below in Table 24.

**Table 24 – Themed responses to ‘do you have any further comments on the Parade concept masterplan that you have not mentioned elsewhere?’ (n=621)**

Theme	Count	Example Quotes
<b>General support</b>	158	<p><i>"I love the centre of Leamington. It's a special piece of heritage. I felt in lockdown that not having traffic created a greater feeling of community, made it a much healthier place to be, was healthier for all those who worked daily in those streets. These plans are visionary and exciting. I am not sure whether I will be there to see the transformation, but it will be amazing for the next generations to have a spacious, beautiful town centre open to all."</i></p> <p><i>"I would like to praise all those involved in starting to bring this ambitious and much needed scheme forward. It sounds amazing and would change the town for the better for years to come. I would certainly visit more often were this to be delivered. Please do not listen to people that moan about cars, deliveries, buses etc, who cannot see the bigger picture of the wider benefits this scheme could bring to everyone."</i></p>

		<i>"Thank you for putting this proposal together and all the work you do to make Leamington a better place and thank you for letting the people of Warwickshire have a voice on this matter."</i>
<b>General criticism</b>	107	<p><i>"Don't do it. Focus on other ways to increase visitors and business."</i></p> <p><i>"Master plan more like crazy plan."</i></p> <p><i>"Nothing further to add other than to say that if the 3 councils involved don't feel that there are other more pressing social issues in the town, then they are all even more out of touch with reality than I thought they were."</i></p>
Waste of money	32	<p><i>"Get some imagination to make sensible improvements on what you have. Use your money more wisely as this is not wise. With all the cuts and life changes this will not go down well with ordinary people. Within the council, you might talk it up, but it is not a good use of excess funds and complete madness if you are cutting services!"</i></p> <p><i>"The concept is inept. The funding will break the bank. Demand our money back from those already benefitting from this rip-off."</i></p> <p><i>"Don't do it."</i></p> <p><i>"Also, how much money have you wasted doing this? Could you sort out some actual problems?"</i></p>
<b>N/A or no further comments</b>	99	<p><i>"No."</i></p> <p><i>"No, I think I've covered them."</i></p> <p><i>"No further comments."</i></p>
<b>Plan details</b>	80	<p><i>"Partial predestination of Parade has been tried before. How much consideration has been given to lessons learnt from that experiment?"</i></p> <p><i>"I sincerely hope enough resources are made available to ensure that it is successful. It will represent a highly sensitive series of changes and needs to be carried out exceptionally well."</i></p> <p><i>"No doubt there will be the usual complaints from the usual people about the traffic free idea - it is so divisive. But I think the current leaders need to be brave and make a good and bold decision that will improve the town (which is starting to look tired and unappealing) and improve it with a quality design and concept for future generations."</i></p>
Cost and budget	36	<p><i>"I think k we should be told how much this is costing and where the money is coming from."</i></p> <p><i>"The cost / funding is not considered at all. Just creating this proposal has used council funds. Services have been cut back or totally discontinued due to lack of funds. Just one example of the latter is meals-on-wheels. The available funds should be used totally for essential services by stopping any further work on this, or any other scheme."</i></p> <p><i>"Where is the money coming from for this scheme? It is very costly if carried out to the high standard that is required. Without full</i></p>

		<i>commitment to the whole scheme in its entirety there will be no great benefit."</i>
Design considerations	26	<p><i>"I disagree with the phased approach. Get it done in one go to avoid the town centre being a building site in different places for many, many years. Plus, it means budgets can be secured without having to re-cost as things go up in price."</i></p> <p><i>"Please do something more interesting and contextual for Leamington! This is not unique and makes us look like everywhere else. It has lost its regency feel."</i></p> <p><i>"While the intent behind the Parade Concept Masterplan is positive, there is a real opportunity here to create something unique and forward-thinking, rooted in Leamington Spa's identity. This shouldn't be a generic upgrade, it should reflect the town's character, adapt to emerging technologies, and serve the evolving needs of its people. It needs a bolder, more imaginative, innovative approach and consider practical futureproofing in terms of mobility, inclusivity, and placemaking."</i></p>
Further details required	18	<p><i>"The Transformation Board must ensure ongoing, meaningful engagement with local residents, businesses, disabled groups, and other stakeholders throughout the project. Transparency on funding, political support, and phased delivery is essential to avoid the risk of this becoming another costly project that fails to deliver lasting benefits. A careful, evidence-based approach with clear metrics for success will help ensure that the masterplan truly revitalises the Parade for everyone. I also hope that the chair, or another representative, of the Transformation Board will make their case at town council meetings, whenever we are asked to vote on any future stages of this project."</i></p> <p><i>"I'd like to know where cuts might be made elsewhere to fund this, or if council tax bills are going to increase significantly? Will there be restrictions to further new housing, which is causing more and more vehicle congestion in the town? How much disruption will there be during the process of this? Timescale? What compensation might be given to businesses whilst work is carried out as they may lose business in the short term and potentially risk folding?"</i></p> <p><i>"I think I've covered most things but would appreciate regular updates and further opportunity to comment and provide feedback. Also, an update on what other concerns and comments have been raised by all parties and evidence that you're listening please."</i></p>
Transport options	66	<p><i>"Our public transport system is dire, particularly on Sundays, which for many people is a day to go out as a family."</i></p> <p><i>"Public transport frequency from the outer housing estates should be considered in order to truly facilitate less private car use into town, e.g. from Lillington it is often quicker to walk 40 mins than take public transport due to the frequency and convoluted routes."</i></p> <p><i>"I have seen a bus station built beneath a pedestrianised mall, which works very well with traffic flow and use of public transport. Maybe something to consider for the future."</i></p>

Bus plans	24	<p><i>"If I had money to spend, I would use it to subsidise bus travel and put more buses on. This will encourage more city centre use and help those in rural locations get about."</i></p> <p><i>"I also have concerns where the buses will now stop and how far anyone, especially pensioners and anyone with limited mobility will need to walk once they have got off the bus, how far it could be to get to the shops they will be using, and the length of walk again to catch the bus back home."</i></p> <p><i>"Ensure adequate bus access on nearby roads so that public transport access modes are privileged and car access de-emphasised."</i></p>
Cycling	17	<p><i>"Linking it to the wider Warwick district (Warwick, Whitnash, Kenilworth, Cubbington). Great if you can get those cycle paths delivered that increase connectivity without cars."</i></p> <p><i>"Having the Parade more accessible by bike, with more bike parking, would make me more likely to visit. But the bike friendliness of some of the surrounding streets (and further afield) could be improved as even if the Parade is cycle safe and has good parking, if the route there isn't perceived as safe, people who don't regularly cycle already may not be convinced to start."</i></p> <p><i>"I disagree with cycling access. I believe too much money has been spent within Leamington on cycling lanes that are almost empty."</i></p>
E-bikes, e-scooters, skates and skateboards	6	<p><i>"As a word of caution, open pedestrianised spaces tend to attract the sort of activity involving personal wheeled devices, and I think it will be important to ensure that should the Parade be pedestrianised, it means what it says, i.e. a safe enjoyable space for pedestrians. In my opinion, this would mean a prohibition on bicycles, skateboards, roller blades and electric scooters (which are illegal anyway). Disabled carriages would clearly be exempt."</i></p> <p><i>"While the concept masterplan is exciting and offers a vision for a more people-centric town centre, I believe that detailed attention to safety and accessibility is essential for its success. The balance between creating a vibrant, car-free space and ensuring that all users, whether pedestrians, cyclists, or those with mobility challenges, can use it safely should be a priority. This includes measures to protect pedestrians from cyclists and e-bikes, clear and enforceable regulations for delivery access, and physical design interventions to improve safety for the most vulnerable users."</i></p>
Delivery vehicles	6	<p><i>"Put measures in place to stop vehicles parking on pavements when unloading."</i></p> <p><i>"Temporary access would need to be permitted to allow deliveries to stores."</i></p>
Park & ride system	5	<p><i>"Could there potentially be a park and ride in to encourage more people to leave their cars outside of Leamington? As a local resident, it can be frustrating when there are influxes of traffic that limit the parking on the surrounding residential streets."</i></p>

		<i>"Parking or a park and ride facility. Changing people's habits would be an important step forward to ensure that alternative traffic routes are not gridlocked."</i>
Alternative transport	3	<p><i>"Last time there was the opportunity for anyone with mobility difficulties to have a lift up and down the Parade on an electric buggy. Perhaps this service could be considered."</i></p> <p><i>"Maybe a stupid idea, but in many towns especially on the continent, horse and carriage rides add character and charm. It would certainly suit the regency style of the Parade and surrounding streets. Could it be viable?"</i></p>
Trains	1	<i>"If the Parade concept were to become a reality it would no doubt increase tourism. If arriving by train people would benefit greatly by an improved thoroughfare from the station to the Parade."</i>
Trams	1	<i>"A common argument against pedestrianisation I've seen brought up is accessibility, due to the lack of buses running down the Parade street itself. While personally I believe that adequate seating should be provided along the walking space, making this less of an issue, I do believe that there could be the potential in the future to open up a tram/metro system running directly through the town centre to the station. This could run either to Warwick (for instance on the current X17/X18 route) or to Myton (on the 62 route). This would not only help the accessibility of Leamington Spa town centre, but it would also be a convenience to many people. For instance, the walk from the top of town to the train station is one I do quite often and takes around 20 minutes. This is an okay walk for me, but it does mean I spend less time engaging in shops and other activities within the town centre. However, for someone who may struggle with longer walks, this could be an issue. Trams, when done correctly, also work very well in pedestrianised places, as they're predictable, you know exactly where they're going to turn, and are much less hassle to get on and get moving compared to buses. I understand trams may be out of scope at the moment, however, could be a point of development in the future if the town redevelopment succeeds, especially with the ongoing research into very light rail technology."</i>
Retail and hospitality	54	<p><i>"Will costs be put onto traders, i.e. higher rents? I am led to believe that costs have driven traders out of town. This must not be allowed."</i></p> <p><i>"How is it felt this regeneration will rejuvenate the whole town centre? Whilst there are lots of coffee shops and some independent retailers, the Royal Priors is like a ghost town and lets down the whole centre. It would be good to understand what concepts are being considered to improve this situation (e.g., incentives to move into these empty spaces). The Parade redevelopment may make it more inviting, but footfall is not going to increase just because of this: retailers, hospitality, and entertainment do that."</i></p> <p><i>"The most important thing is to revitalise the shops, which is not what this project is about."</i></p>
Need to fill empty shops	27	<i>"As someone who works in Leamington town, I am being constantly asked where are the shoe shops, M&amp;S clothing and other main chains (I work in a main chain myself!). People don't come in for long as there isn't the expense of shops we once had. We are very heavy with coffee shops and restaurants. People then want to browse to make it more of a</i>

		<p><i>longer day experience. Please concentrate on a better shopping experience and not putting barriers in people's way to get into town.</i></p> <p><i>"Think about trying to fill the shops with brand names, which will attract punters, and maybe different entertainment offerings, like garage golf, a cinema etc."</i></p> <p><i>"This idea will kill off even more of the business in the town centre. You only have to look at the amount of vacant retail units."</i></p>
Need to address rents and rates	11	<p><i>"Empty shops should be used as 'pop-up' shops with reduced rates to encourage use of the Parade and a more diverse shopping experience for consumers."</i></p> <p><i>"Encourage brilliant independent retailers by adopting a rental model that varies with turnover to enable easy start-ups."</i></p> <p><i>"Talk to the businesses along the Parade and ask them what would really help. Reduced business rates and more local parking would probably be higher on their agenda than some expensive green agenda."</i></p>
Café culture and alfresco dining	11	<p><i>"One of the things about European public spaces is that they combine retail with cafes and restaurants. I do not see much of that in this overall plan, but certainly this would bring increased footfall and a sense of focus for those wishing to linger, especially in the newly proposed town square area. This has rather missed the mark over time in previous improvements such as the Pump Rooms and the Jephson Gardens temperate green house. Here is an opportunity to introduce this, similar to what Bar Angeli does for Livery Street."</i></p> <p><i>"I am a huge supporter of having restaurants and cafes spilling into the Parade to create a more lively atmosphere, however, I feel some sort of control to ensure the tranquillity of the town but also a degree of class. I mainly mean not allowing hugely garish signage and big, bright branded fenced areas, which could create an eyesore, so potentially some advice to businesses on a more muted approach to how they go about it."</i></p> <p><i>"Encourage shops and coffee shops to open to 7 or 8 pm on Thursday, Friday, and Saturday. Encourage businesses to use the Royal Priors or develop a soft play in one unit for children."</i></p>
Diversity of retail and hospitality offer	5	<p><i>"Desperately needs a wider mix of outdoor hospitality, which will hopefully be allowed for in the master plan, including bars and restaurants. If this can be combined with some anchor retail fashion tenants, such as Zara for example, younger families will flock to the area and stay longer."</i></p> <p><i>"There is an overabundance of coffee shops, barbers and nail bars and a paucity of everyday shopping, e.g. greengrocers and butchers."</i></p>
Car parking	34	<p><i>"Recognise that people will need to travel in, to the town centre. If this is made easy, people will visit and spend time and money. If they can't, they won't. Towns require more than places to eat and drink. Good, available, cost-effective parking is essential. I don't see any plans to make an improvement here and this feels like a major oversight!"</i></p>



		<p><i>"This proposal has no consideration to wider infrastructure implications (traffic capacity elsewhere), access to parking and parking costs reductions to entice people in."</i></p> <p><i>"I support the pedestrianisation of the Parade, however, it becomes a futile effort if the council fails to address the parking situation and continues to enforce one-hour parking limits. People will avoid the town centre if they cannot park for longer than an hour, as they will be unable to fully enjoy the activities or festivities while worrying about returning to their cars. The limited parking has negatively impacted the success of many small local businesses. For this initiative to succeed, it must be sustainable for local businesses, otherwise, it will remain a pointless endeavour."</i></p>
Free parking	6	<p><i>"Both my parents are disabled and enjoy the freedom of driving outside the shop they need to go to, then leaving. Royal Leamington Spa used to be a buzzing vibrant place to enjoy, before changing the roads to only allow traffic to proceed ahead, without turning, being unable to park on the Parade, with shops and larger chain shops and restaurants forced to close down. There are not enough parking spaces in town and the parking costs are ridiculous! Some people just want to pop into town, grab something and leave. Why not introduce a free 15-20 minute parking policy?"</i></p> <p><i>"I also think that in order to encourage people to come to Leamington, there needs to be a meaningful review of parking charges. A two hour free parking regime will go a long way towards bringing people to the area."</i></p>
Environment	30	<p><i>"Biodiversity and green connection; emphasise the value of wildflower beds, native trees, and pollinator-friendly planting. I like eco-sensitive designs in pedestrian areas. I very much welcome your approach of using green corridors, like Jephson Gardens, into part of the town experience. Encouraging walking through nature makes access into town a pleasure, not a chore, especially for those looking to combine well-being with shopping and leisure."</i></p> <p><i>"It would be great to enhance its wildlife and planting potential even further, blending the perfect mix of human activity and energy with natural resources and planting. Quite soothing spaces for those with neurodivergence and mental health conditions will be vital in a busy town."</i></p> <p><i>"I like the idea of more shading by the trees. As a young mum walking with a pram, sometimes I find it hard to keep my baby protected from the sun's glare, while I currently use the Parade and its surrounding streets."</i></p>
Traffic impact on surrounding roads	27	<p><i>"The north/south roads that will pick up the Parade traffic will need to be in much better condition than they currently are."</i></p> <p><i>"I Live on Regents Grove and my only concern would be if the Parade is closed to traffic, then the road I live on would become extremely congested with the traffic being diverted down my residential street. The traffic is bad as it is, and I can never find parking on my road as a resident, even though I pay for a permit, which is an absolute nightmare and adds unwarranted stress. I would love to pedestrianise the Parade"</i></p>

		<p><i>and it would be fantastic for Leamington, but I would be concerned about the excess volume of traffic being diverted down my road as a result."</i></p> <p><i>"You need to inform how changes of priorities on other streets and how the re-routing of through traffic would be. Prioritising the use of the A452 and making it more attractive for through traffic (especially heavy good vehicles) would be key to prevent traffic issues derived from the Parade. This would also mean that those alternative routes might require the removal of parking, or making them red routes, so traffic flows smoothly there. You'll need to provide signage for through traffic to use these alternative routes for the different destinations."</i></p>
<b>Pro-pedestrianisation</b>	26	<p><i>"I would like to just, once again, emphasise how fantastic it would be to see traffic removed from the Parade. Even if this is the only part of the plan that is implemented, it would make a big difference to me."</i></p> <p><i>"You should tie this all together with free parking in car parks near the Parade. I love the idea of a vehicle-free space but to avoid the criticisms of 'you're anti car', offering plentiful free parking will offset those, and it'll bring in loads of people to make the town centre vibrant and bustling. Make sure that the walking route between those car parks and the Parade is also rebuilt in an attractive style."</i></p> <p><i>"I hope you won't be put off by loud and probably minority car-lovers. Wildlife cannot answer this survey to counter them, nor can peoples' lungs. But for every moaning response you get from driving-addicts (not so much those with mobility issues who have to drive), please submit a happy response to pedestrianisation and new wildlife areas on the Parade on behalf of an ant, a bee, a shrub, a lichen living on a tree and the imagined future response of a survey from a kid who did not contract asthma or hayfever, or other respiratory issues worsened by air pollution. I think if you count all those people, plants, and creatures who cannot fill out the survey as well, I'm pretty sure the car-lovers won't be in a majority by any measure. PS, in case this sounds like a very young university student, I'm 39!"</i></p>
<b>Amenities</b>	26	<p><i>"Retail maps might be good."</i></p> <p><i>"Don't forget that the weather isn't always good. There's a danger that your masterplan assumes the sun is always shining in Leamington. So, what provision exists to still attract and keep people in the town when it is raining? Will there be covered areas in the pedestrian space, for example?"</i></p> <p><i>"The design should accommodate seasonal changes and time-of-day variability. For example:</i></p> <ul style="list-style-type: none"> <li><i>• Shade and water features for summer.</i></li> <li><i>• Lighting and shelter for winter evenings.</i></li> <li><i>• Infrastructure for temporary events, pop-ups, or mobile markets."</i></li> </ul>
<b>Entertainment, leisure and events</b>	26	<p><i>"Arguably insufficient focus on youth. The skate park in Long Lawford is a prime example of how a modest investment in facilities for youngsters can keep so many kids entertained, fit, and out of trouble. With many youth clubs and facilities under-funded, and many paid activities now inaccessible due to the cost of living, the scheme should deliberately</i></p>

		<p><i>cater for children and the elderly, ideally in a way that brings them together and bridges the divide between generations."</i></p> <p><i>"The town in general needs more entertainment facilities for families and young people. The town centre currently doesn't have many such activities which therefore fails the town. Leamington currently has a fantastic reputation as a food and restaurant town. By having more entertainment facilities, this will only enhance to the town further. As part of the masterclass, consideration can perhaps be given to creating a specific area for this, perhaps in the cultural area at the southern end of the town."</i></p> <p><i>"There are some good ideas that would benefit/encourage the town such as an open air cinema, but in the park or Pump Room Gardens (still on Parade!), extra water features in the park, carnivals and festivals all culminating in the Pump Room Gardens, with further functions in Jephson Gardens. Perhaps there could be open air concerts or groups, re-introducing the Lights of Leamington on annual basis, encouraging visitors again, which proved a success last year. And there needs to be far better advertising of such events."</i></p>
<b>Alternative suggestions</b>	26	<p><i>"Consider a weight or car restriction to reduce car usage and improve air quality. I understand that all buses are moving to electric power, and this will make a huge difference."</i></p> <p><i>"Create an alternative plan that pedestrianises the side streets around the Parade and keep the Parade open to traffic."</i></p> <p><i>"I feel that some of the ideas are valid and will enhance the overall feel of the place. I also feel that money would be better spent in south town. The connection between the railway station and the pump rooms would give a better impression of the town from that part of the town."</i></p>
<b>General comments</b>	26	<p><i>"How to regenerate the UK's dying high streets is a bigger issue than making town centres more pedestrian friendly. It must be a part of a national debate. If people shop online and commerce ceases to be the main pull for people to go into town, I do not think they will bother going into towns on a day off, particularly in a recession."</i></p> <p><i>"It is a good consultation with enough information, but not too much. It's really easy to understand the concepts."</i></p> <p><i>"Businesses must not have the final say in what you are trying to do. The people should have the final say."</i></p>
<b>Community safety</b>	25	<p><i>"I think it is vital to provide effective enforcement of the vehicle-free areas/ time periods. Physical measures such as rising bollards are likely to be more effective than patrol by parking enforcement officers and they can be incorporated within the capital rather than revenue budget of the scheme."</i></p> <p><i>"Increased presence of community wardens would make it feel safer, and they could be on hand to deal with issues. Maybe a designated area for them at the top of the Parade, middle and bottom."</i></p> <p><i>"It would be better to have a large police presence in the town."</i></p>

Homelessness	10	<p><i>"Features such as benches and pedestrianised areas should not include anti-homeless designs (spikes, unnecessary arm rests). The issue of homelessness is worsening in Leamington, but making their life more difficult is not the solution."</i></p> <p><i>"I know homelessness has been mentioned but it is a bad look for the town and must be discouraged. I find the problem of homeless people begging on the Parade very intimidating and frightening and does actually prevent me from bringing in friends and family for an enjoyable outing, maybe to a cafe or coffee shop."</i></p> <p><i>"Get council homeless pods."</i></p>
Anti-social behaviour	9	<p><i>"Leamington town centre has, sadly, been declining for many years and anti-social, homophobic and other such behaviour has started to increase. What enforcement will be arranged with local police officers or community support officers to ensure disruption from such behaviour is either stopped at sourced or dealt with as swiftly as possible? Would those seen damaging property be held immediately accountable for example? One of the comments I hear a lot when something new is damaged is 'this is why we can't have nice things', and it needs to be addressed if Leamington is to be returned to its former glory."</i></p> <p><i>"Possible issues with vandalism of public areas / new structures / managing any anti-social behaviour as seating areas can provide meeting places for groups, daytime and evening, who may be anti-social. Will the area feel safe in the evenings, late at night?"</i></p>
Accessibility	20	<p><i>"Please remember that your new concept masterplan needs to consider disabled people in wheelchairs and wheeled rollators, or walking disabled, not just able-bodied pedestrians and families. It is not just extra space for wheelchairs and disabled people to move around, but making sure kerbs are lower or removed, having a smooth surface for wheelchairs (cobble stones or a brick surface is more bumpy and causes pain and discomfort for disabled people), having more seats where disabled can rest, and also more toilets especially those with medical conditions who need a toilet quickly."</i></p> <p><i>"Please consider the many elderly and disabled people who rely on carers using cars to drop them off at the kerbside at businesses on the Parade, such as opticians, pharmacies, Superdrug, Boots, Specsavers etc. and who cannot walk or would struggle in wheelchairs in bad weather. Excluding all car traffic also means it would also be difficult for disabled people to stay involved in family gatherings in restaurants on the Parade for the same reason. Please consider at least temporary drop off and pick up spaces for those with valid disabled badges."</i></p> <p><i>"We already have widgit symbols being used on information boards in the playgrounds. This should be extended to information boards on the Peoples Parade. Symbols support diversity and aid understanding of children and young people, those with English as a second language, and others with disabilities."</i></p>
Criticism of the survey, plans, council or	19	<p><i>"This has been one of the most difficult and painful surveys I have ever undertaken. So much repetition of questions that will have been answered in earlier sections. I suspect that many will have given up halfway through. Having worked in market research, this is a very</i></p>

<b>Leamington Transformation Board</b>		<p><i>poorly worded and structured survey, and heavily skewed in favour of the proposed transformation. Not balanced at all."</i></p> <p><i>"I'm not sure on how else exactly you are consulting with the residents, maybe I missed it, but it should be considered that some social groups are not likely to read or complete this survey and should still not be forgotten. Some alternative outreach could be considered."</i></p> <p><i>"Why did you not accept the email that was sent to the email account? This biased survey, at the start, actually said that I could email comments, and you didn't accept it. You insist I toil through a torturous survey that was not designed for use on a smartphone or a tablet."</i></p>
<b>Anti-pedestrianisation</b>	18	<p><i>"You see from other towns that they become ghost towns when these things are put in place. So, I strongly disagree with transforming the Parade into a no traffic zone."</i></p> <p><i>"In summary, it is my opinion that implementing pedestrianisation in Leamington Spa is a bad idea. There are several reasons behind this opinion, including the potential for increased congestion and delays, negative impacts on local businesses, and difficulties for emergency services in accessing the area. These issues have all come up in other cities that have attempted to pedestrianise their areas, highlighting the potential challenges that Leamington Spa may face. Therefore, it is best to approach pedestrianisation with caution and take into consideration the potential risks and drawbacks before proceeding."</i></p> <p><i>"The closure of Parade is a non-starter. Lots of the other ideas can be incorporated without the need to close the road. Pedestrianisation will not necessarily encourage more shops into the town centre and perhaps you should be concentrating on reinvigorating the Royal Priors and encouraging companies and visitors into that white elephant of a ghost town (that I recall was hailed many years ago as the solution to Leamington's problems). Once this project, with the ridiculous name, 'People's Parade', is embarked upon there is no going back and you only need to look at other towns where their pedestrianisation has been a failure. There is so much that can be done to make our town centre beautiful and vibrant (included in this plan), without the need to cut its heart out."</i></p>
<b>Maintenance</b>	14	<p><i>"Will there be sufficient funds to keep everything maintained and clean?"</i></p> <p><i>"Leave the Parade alone. Just give the area a good tidy up. Fill in potholes. Repair the pavements properly. Use slabs and not just fill holes in with tarmac."</i></p> <p><i>"The Parade is a shopping street, and more thought should be given to dealing with vacant shops, helping rough sleepers and litter, which is terrible in areas. Why aren't there already more litter bins and perhaps someone designated to sweep the litter on a daily basis?"</i></p>
<b>Examples of other places</b>	14	<p><i>"Please keep vehicles passing along the Parade outside shop opening hours, to keep pedestrians feeling safe. Vehicles pass along the main streets at Warwick, Kenilworth and Stratford. Coventry centre is fully pedestrianised and does not work well. Do we want Leamington centre to feel like Coventry?"</i></p>

		<p><i>"Maybe take a trip to a spa town like Bath and see how they have promoted and highlighted the health benefits of the spa water. It is not pedestrianized. Great place for a day out, shops, restaurants a nice market and of course The Thermae Baths. Leamington could learn a lot from their plan."</i></p> <p><i>"In Leuven, Belgium, and many other European towns and cities they hold concerts throughout the summer at one end of their pedestrianised square. It pulls people in. We have the Pump Room Gardens but the Parade has a slope to the proposed square at the bottom so everyone from top to bottom could see a stage at the bottom. It's a natural theatre and what a stunning venue it would be."</i></p>
Positive examples	10	<p><i>"If you look at a place like Oxford, Cambridge, or Bath, they put their resources into the maintenance of history, and it greatly benefits them. I would go so far as to say reopening the baths as a place of historical significance would bring a lot of tourists, since it's what the town was originally known for."</i></p> <p><i>"I've lived in Southampton and Coventry. Both of these have central pedestrianised zones, and both are lovely cities to live, work, shop and socialise in. Talk to people in those cities who remember the work to remove cars and the benefits which have resulted!"</i></p> <p><i>"Have we considered features like interactive public art installations? Games and gamification are increasingly being integrated into urban design, with cities like Chicago and Amsterdam using playful elements in public spaces to encourage interaction and community building. I believe this is an exciting avenue we could explore further in Leamington to create truly engaging and unique public areas. For inspiration, consider how cities like Singapore ('City in a Garden') integrate extensive green spaces and sustainable practices with modern development, or how Copenhagen is a leader in urban sustainability and green roofs, even within its historic fabric. Even locally, the High Line in New York City demonstrates how a disused structure can become a vibrant green public space. I've also included a link for reference on '7 city spaces that encourage fun and games' to illustrate the potential: (<a href="https://ww3.rics.org/uk/en/modus/built-environment/urbanisation/play-in-cities.html">https://ww3.rics.org/uk/en/modus/built-environment/urbanisation/play-in-cities.html</a>)"</i></p>
Negative examples	4	<p><i>"Please don't implement them. Spend the money on free parking for 2 hours, revive the centre, don't destroy the character and history of Leamington by making it like Coventry and Solihull. Save Leamington!!"</i></p> <p><i>"See disasters such as Wrexham's pedestrianisation and redevelopment for example - the town has died. You need to consider where this has not worked and the lessons learned, as well as the pretty pictures where perhaps fortunate circumstances have helped - it does not mean it is right for Leamington. We should be comparing like with like."</i></p>
Poor previous redevelopment schemes	12	<p><i>"Please carefully consider how this construction will be done. The Europa Way work has been a complete disaster with traffic not managed properly, work being incredibly slow, and what has been done seeming to not actually show any improvement. It seems like there has been nobody overseeing this work to ensure it is done to a satisfactory</i></p>

		<p><i>standard and if the end result is poor, as it seems to be, a re-think will be needed on how to handle this project."</i></p> <p><i>"Confidence in Warwickshire County Council Highways is at a low point with the total debacle of the A46 Stoneleigh junction still ongoing at vast expense to the taxpayer the situation nearly all self-inflicted. An obsession with lowest cost has resulted in the county's highways framework appointing contractors they have had disputes with, or the companies have gone bust, including Dawnus, Buckingham and a dispute with Colas on A46. I would question their ability to manage a scheme of this nature within a budget, quality and time envelope."</i></p> <p><i>"Please ensure the tender is not just given to the lowest cost as this will ruin the benefits it would achieve. Please ensure companies employed to deliver do so at a high standard, not like the paving they did a number of years ago which was ruined in many places shortly after it was done."</i></p>
<b>Good for the economy and tourism</b>	6	<p><i>"Overall, I think the concept of the master plan albeit quite ambitious is nonetheless achievable. The prospect of such investment and consequent regeneration of our town is an exciting prospect. Improvements such as these, including better accessibility, greatly reduced traffic and noise pollution and attractive social places will surely entice residents and visitors alike to be more likely to frequent the town. Greater footfall would also benefit businesses and retailers. I do hope that the majority of people contributing to the survey will appreciate that this project is very worthwhile and warrants the time and monetary investment involved."</i></p> <p><i>"Overall, I think that these ideas will be of great benefit to Leamington by encouraging visitors into the town and therefore increasing the footfall in local shops and services."</i></p>
<b>Bad for the economy and tourism</b>	4	<p><i>"Some of the proposals represent a near irreversible, ill thought out and extremely dangerous to small business survival, masterclass. The plans in their current format, have zero evidence-based content as to how they would even maintain footfall, never mind attract additional people to the centre. They reduce accessibility, while increasingly traffic burden on surround routings."</i></p> <p><i>"This idea will kill off even more of the business in the town centre. You only have to look at the amount of vacant retail units. People want easy access to the town and to be able to park or get a bus to where they want to get to. We have lost the multistorey car park. This idea will force even more people to shop out of town, and at retail parks with free parking, causing more businesses in the town to close."</i></p>

## 5. Cross-Sectional Analysis

This section of the report provides a more detailed breakdown of the responses provided by specifically selected sub-groups and demographics, in terms of their responses to the aims and overall agreement levels of the concept masterplan.

### 5.1 Formal Responses

Forming part of the survey, all respondents were asked whether they wished to submit a formal response on behalf of a group, business or organisation. As a result, 35 formal responses were submitted on behalf of 34 different groups, businesses or organisations. Table 25 lists these formal responses that consented to having their group, business or organisation listed as a respondent.

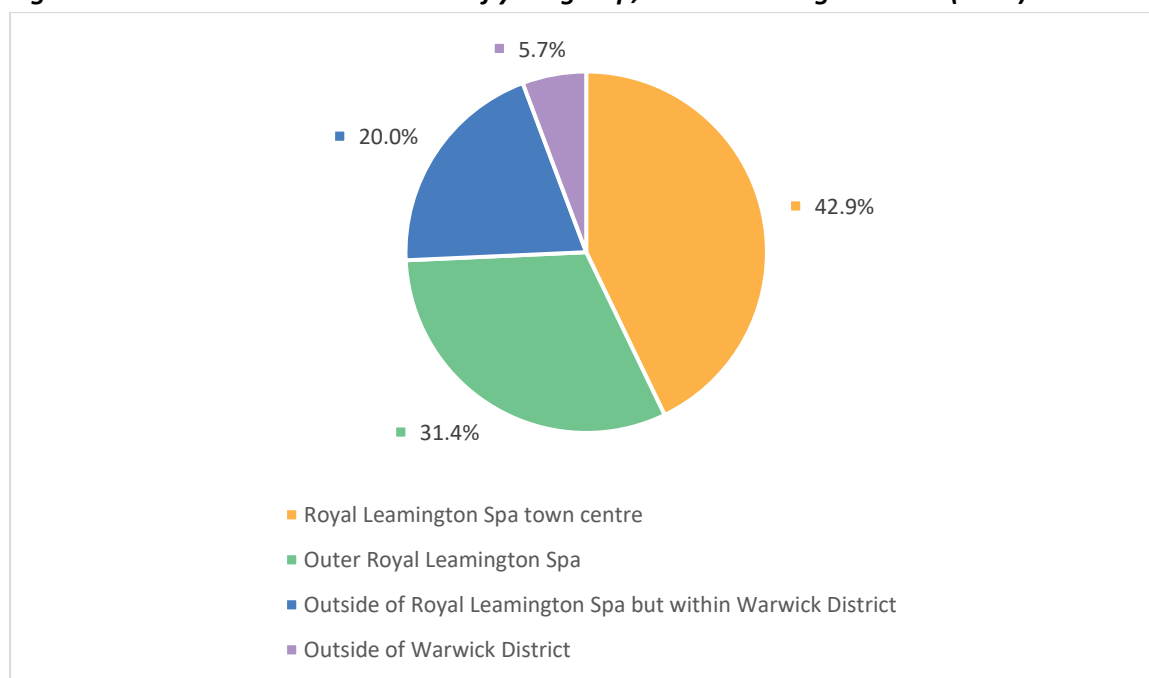
**Table 25 – List of formal respondents that consented to being named (n=31)**

Group, business or organisation
Braid Barbers (x2 responses were submitted for Braid Barbers, by different staff members)
Computer Solutions
Rudy's Leamington Spa
Vintage and More Limited T/as Berylune
WA Management
F Hazell Smith
Leamington Yoga Ventre
Leigh Christou Ltd
McDonald's
Sumo Leamington
Euston Place Dental Practice
Ccy Ltd, Waf Waf Cafe
The Drawing Board
Esque Beauty
JD Wetherspoon. The Benjamin Satchwell
Warwick Street Kitchen
Status Menswear
Royal Fabrics & Haberdashery
The Royal Pug
Stagecoach
Thorburns Menswear
Friends of Christchurch Gardens
Heart of England Community Rail Partnership
La Coppola Ristorante & Oyster Bar
Bhachus Hairdressing
Gallery Photiq
Bright Heart Holistics Ltd
Rosa's Thai
Ab Igne Ltd
Villa Capri Restaurant



Individuals providing a formal response were asked to select the location of the group, business or organisation in question. This was a required question and therefore all 35 (100.0%) individuals answered the question. Figure 13 and Table 26 show that most formal responses were for groups, businesses or organisations within Royal Leamington Spa town centre (42.9%), which was much higher than the overall respondent profile (Figure 2). Responses from those in outer Royal Leamington Spa was also high (31.4%). And similarly to the overall respondent profile, only a small percentage of responses were from outside of Warwick District (5.7%).

**Figure 13 – Please tell us the location of your group, business or organisation (n=35)**

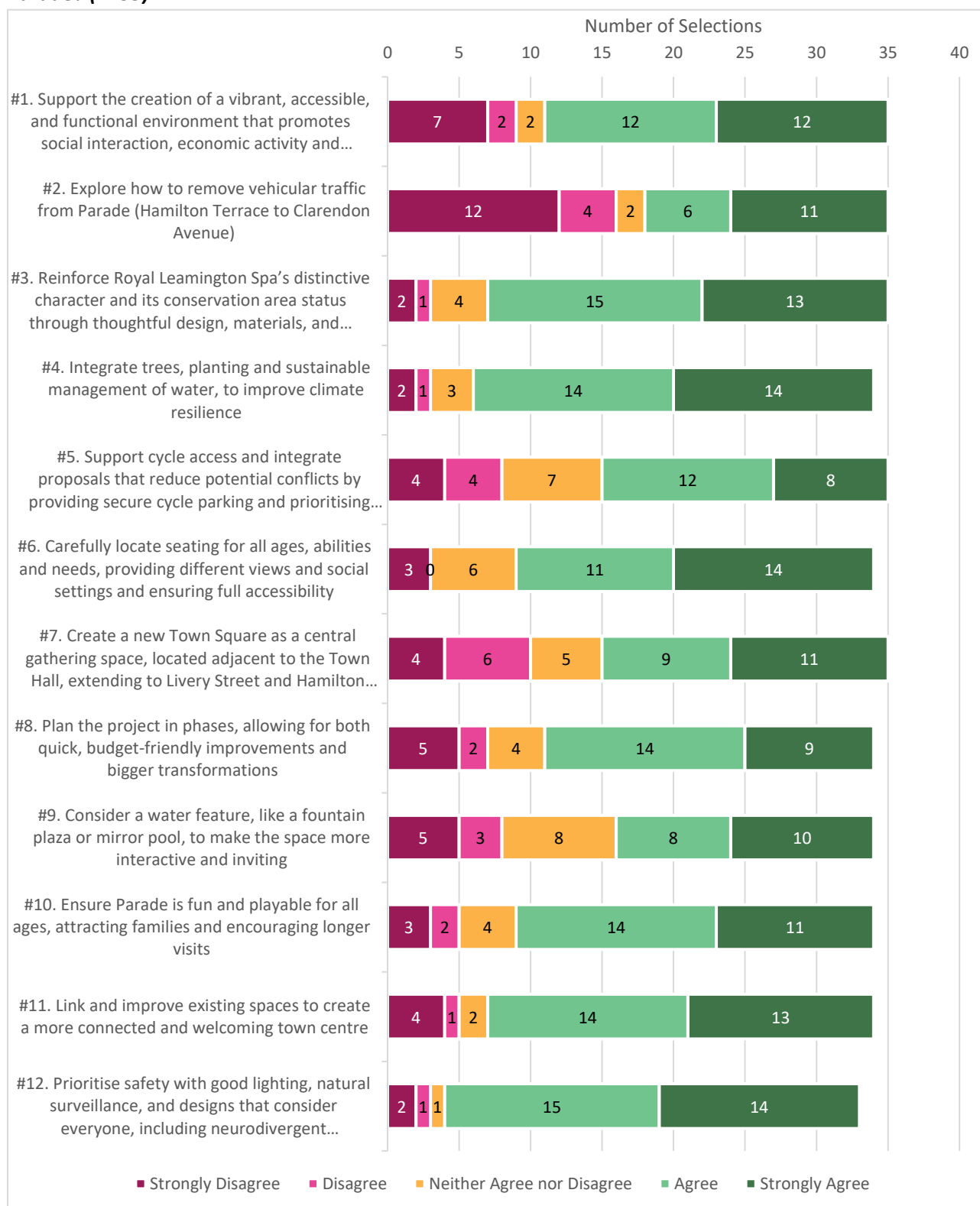


**Table 26 – Please tell us the location of your group, business or organisation (n=35)**

Location	Count
Royal Leamington Spa town centre	15
Outer Royal Leamington Spa	11
Outside of Royal Leamington Spa but within Warwick District	7
Outside of Warwick District	2

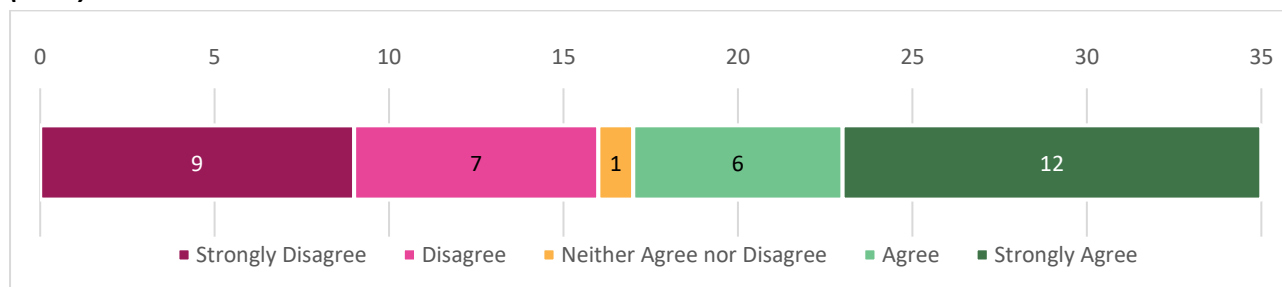
Making reference to the twelve aims, formal response rates were high, from 94.3% to 100.0%. Figure 14 shows that eleven of the twelve aims received a high level of agreement. Agree and strongly agree were the two most frequently selected responses for all of these eleven, but unlike the overall respondent profile, strongly agree was not necessarily the most selected response for each of them. However, it still meant that overall agreement levels ranged between 52.9% (#9 – consider a water feature) and 87.9% (#12 – prioritise safety). But there was one aim that received an agreement level under 50%. For #2 – remove vehicular traffic from Parade, strongly disagree was the most selected response, followed by strongly agree and therefore responses to this aim were quite polarised. Overall agreement was 48.6%, while overall disagreement for this aim was 45.7%.

**Figure 14 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade? (n=35)**



In terms of the overall concept masterplan for Parade, responses from the formal respondents were mixed. The most frequent selection was strongly agree (34.3%), however, the next most common selection was strongly disagree (25.7%). Figure 15 and Table 27 show that whilst total agreement was 51.4%, total disagreement was 45.7%, which shows that opinions were very split amongst formal respondents and were more polarised than the responses of the full respondent profile.

**Figure 15 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade? (n=35)**



**Table 27 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade? (n=35)**

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
9	7	1	6	12
25.7%	20.0%	2.9%	17.1%	34.3%

Whilst the change in both agreement and disagreement for the overall concept masterplan from the formal respondents when compared to the full respondent profile is quite stark, it should be noted that agreement levels for the aims of the concept masterplan are generally also lower for formal respondents when compared to the full respondent profile. This is the case for eleven of the twelve aims, with #12 – prioritise safety being the exception, where there was a very slight increase observed. Alongside the 24.9% difference in overall concept masterplan agreement, agreement levels for some of the twelve aims also showed a large difference between formal responses compared to the full respondent profile. Examples of big differences in agreement levels are #1 – create a vibrant environment (84.1% vs 68.6%), #2 – remove vehicular traffic from Parade (75.8% vs 48.6%), #5 – support cycle access (70.9% vs 57.1%), #6 – carefully locate seating (85.6% vs 73.5%) and #7 – create a new Town Square (74.2% vs 57.1%).

A similar trend can be observed when looking at changes in disagreement levels between formal respondents and the full respondent profile. Total disagreement is higher for all twelve aims for formal respondents, when compared with the full respondent profile. Furthermore, large differences between the disagreement rates can be seen for #1 – create a vibrant environment (12.1% vs 25.7%), #2 – remove vehicular traffic from Parade (20.2% vs 45.7%) and #7 – create a new Town Square (15.6% vs 28.6%). Table 28 shows a comparison between agreement and disagreement rates for the formal responses and the full respondent profile.

**Table 28 – Comparison of total agreement and disagreement of concept masterplan aims between full respondent profile and formal responses**

Full Respondent Profile Agreement	Full Respondent Profile Disagreement	Aim	Formal Response Agreement	Formal Response Disagreement
84.1%	12.1%	#1 – create a vibrant environment	68.6%	25.7%
75.8%	20.2%	#2 – remove vehicular traffic from Parade	48.6%	45.7%
87.2%	7.9%	#3 – reinforce Leamington’s character	80.0%	8.6%
88.5%	7.4%	#4 – integrate trees, planting and water	82.4%	8.8%
70.9%	16.7%	#5 – support cycle access	57.1%	22.9%
85.6%	7.7%	#6 – carefully locate seating	73.5%	8.8%
74.2%	15.6%	#7 – create a new Town Square	57.1%	28.6%
72.2%	12.2%	#8 – plan the project in phases	67.6%	20.6%
60.1%	19.5%	#9 – consider a water feature	52.9%	23.5%
74.3%	12.2%	#10 – ensure Parade is fun for all ages	73.5%	14.7%
84.8%	9.0%	#11 – link and improve existing spaces	79.4%	14.7%
87.5%	5.9%	#12 – prioritise safety	87.9%	9.1%
76.3%	21.2%	Concept masterplan	51.4%	45.7%

Overall, opinions of those submitting a formal response were more mixed than the opinions presented by the full respondent profile. With the full respondent profile, strongly agree was the most frequently selected response for all twelve aims proposed for the concept masterplan and for the overall concept masterplan itself. However, this was not seen in the full responses. Their responses to the questions were mixed, although showing a consistent trend of generally lower agreement and higher disagreement amongst formal respondents. With this considered, and the fact that overall concept masterplan agreement was only just over 50.0% (51.4%), it’s clear that opinions amongst formal respondents were more split, and less support was shown for the concept masterplan, when compared to the full respondent profile.

## 5.2 Age

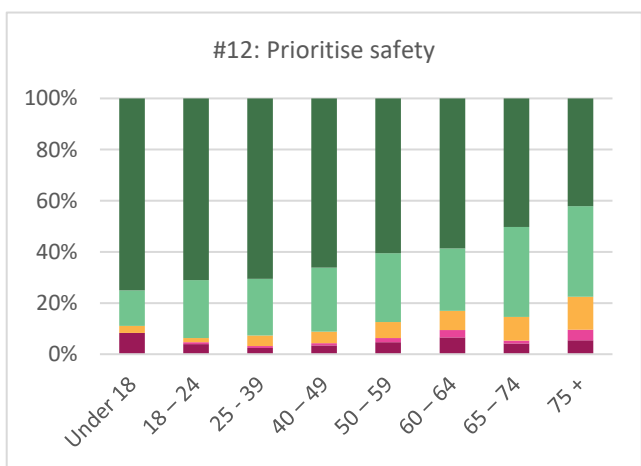
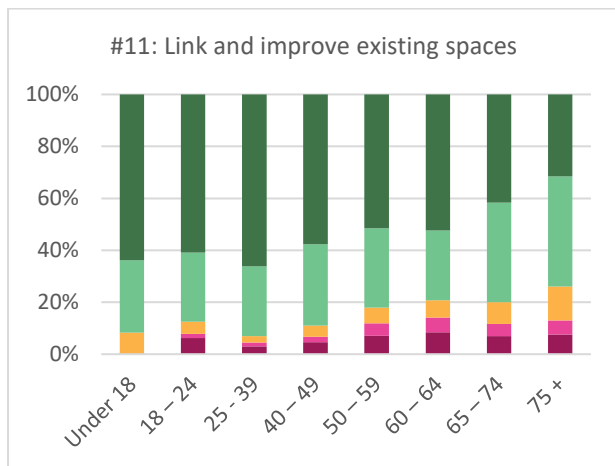
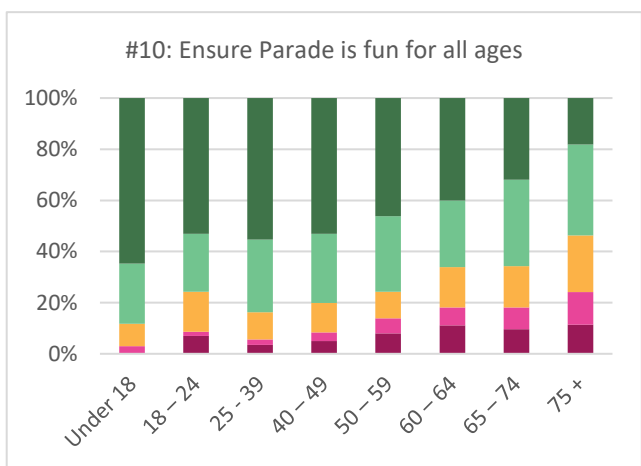
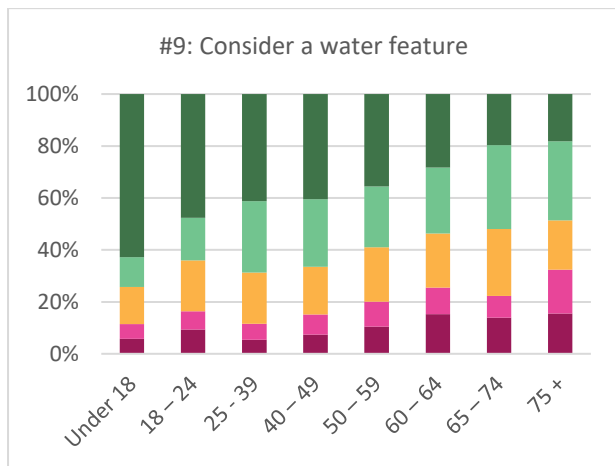
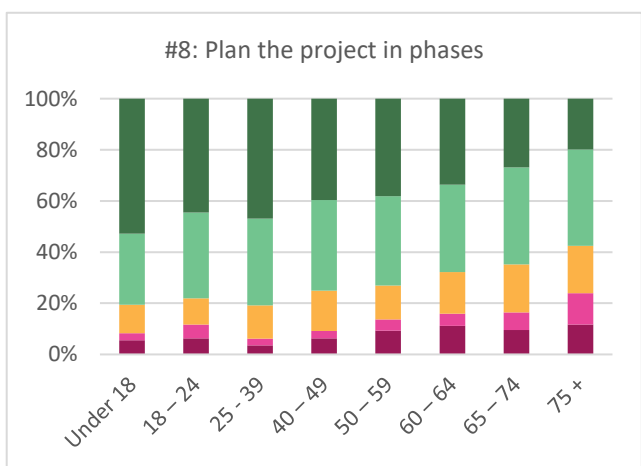
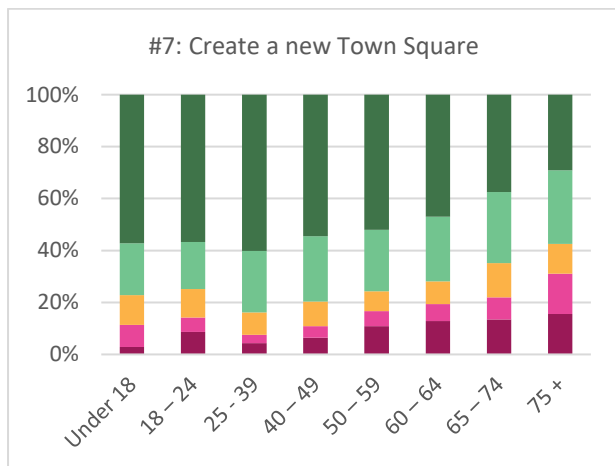
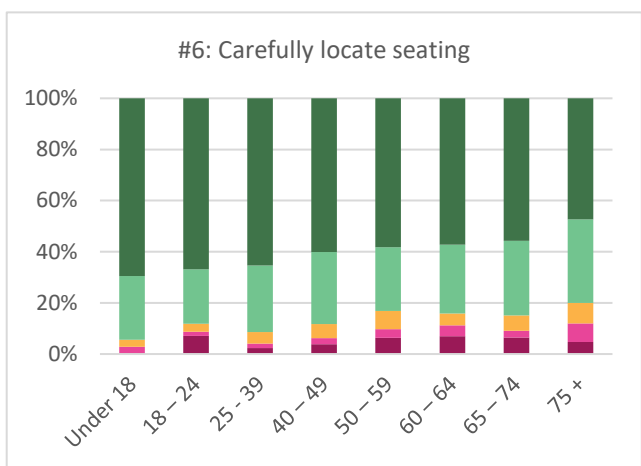
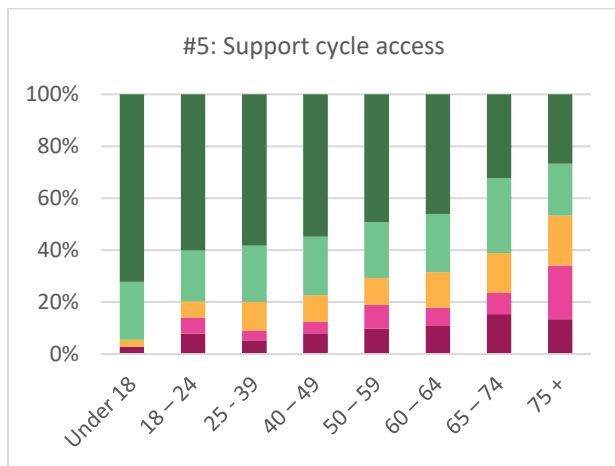
Since respondents were asked to provide their age as part of the equality monitoring questions, their levels of agreement to the aims of the concept masterplan can be broken down according to this demographic.

For each of the twelve aims, total agreement levels were highest in the three youngest age groups. Agreement is actually higher amongst 25-39 year olds than 18-24 year olds in eleven of the twelve aims, and this age group has the highest agreement level in the majority of the aims. The under 18 demographic also has the highest level of total agreement in some of the aims, but their agreement level fluctuates much more than the other two youngest age groups, mainly due to the low numbers of only 38 people identifying themselves as under 18.

At the other end of the age scale, the three oldest subgroups have the lowest levels of total agreement. Consequently, they also generally have the higher levels of total disagreement across the aims. The 75+ age group is the one that showed the lowest level of total agreement in all of the twelve aims, and whilst agreement is still the majority response across all age groups for all aims, the 75+ age bracket is responsible for the only two scenarios where total agreement falls below 50% (#5 – support cycle access and #9 – consider a water feature).

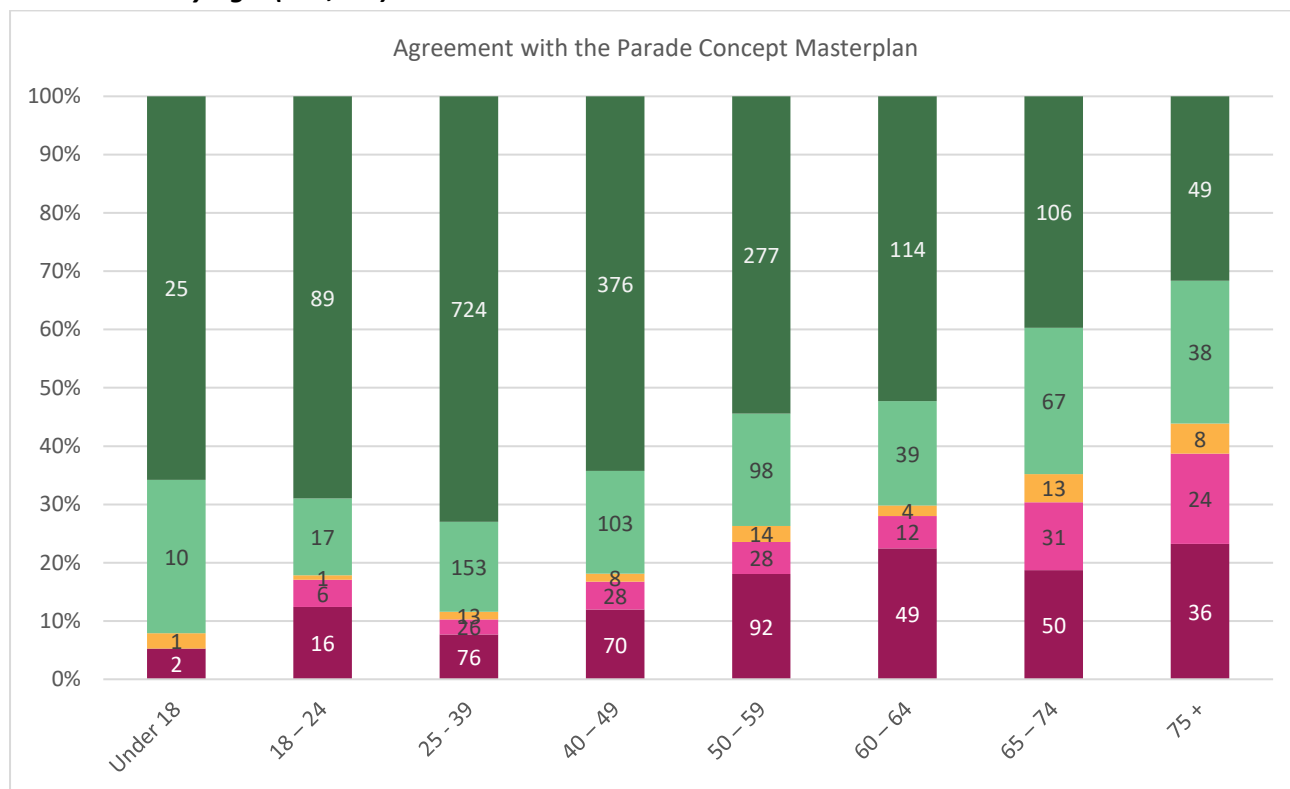
**Figures 16-27 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Age. (n=3,134)**





Levels of overall agreement to the Parade concept masterplan were also broken down using the age demographic. Looking at Figure 18 and Table 29, it can be seen that strongly agree was the most selected answer for all age groups, with the 25-39 subgroup selecting it most frequently (73.0%). However, total agreement was highest amongst the under 18 age group (92.1%). Conversely, total agreement (56.1%) was lowest and total disagreement (38.7%) highest amongst the over 75 age group.

**Figure 28 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Age. (n=3,134)**



**Table 29 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Age. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Under 18	5.3%	0.0%	2.6%	26.3%	65.8%
18-24	12.4%	4.7%	0.8%	13.2%	69.0%
25-39	7.7%	2.6%	1.3%	15.4%	73.0%
40-49	12.0%	4.8%	1.4%	17.6%	64.3%
50-59	18.1%	5.5%	2.8%	19.3%	54.4%
60-64	22.5%	5.5%	1.8%	17.9%	52.3%
65-74	18.7%	11.6%	4.9%	25.1%	39.7%
75+	23.2%	15.5%	5.2%	24.5%	31.6%

## 5.3 Gender

Since respondents were asked to provide their gender as part of the equality monitoring questions, their levels of agreement to the aims of the concept masterplan can be broken down according to this demographic.

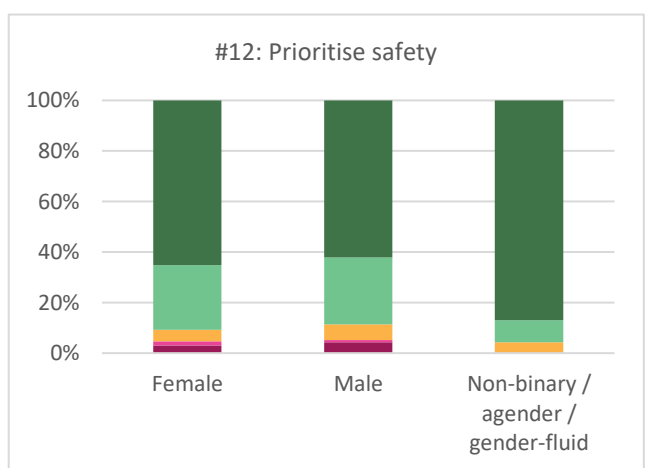
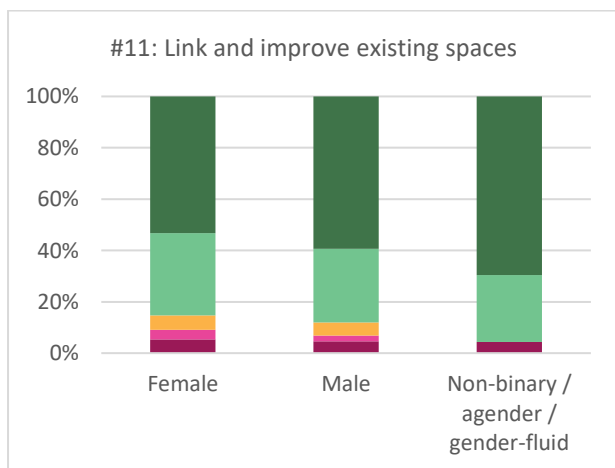
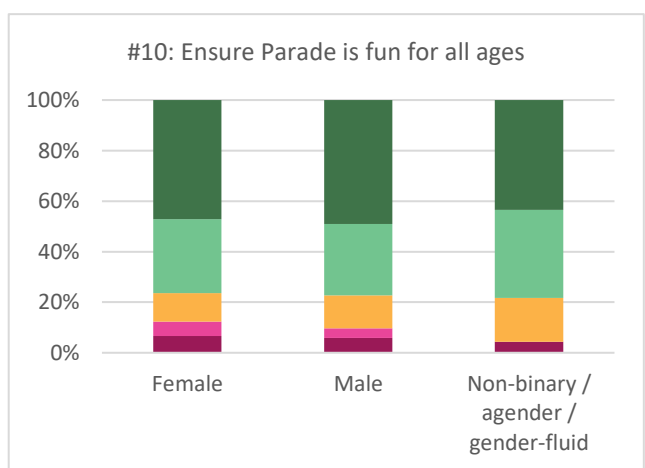
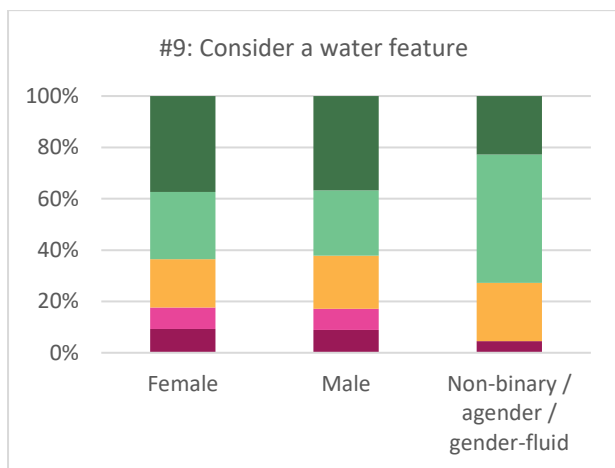
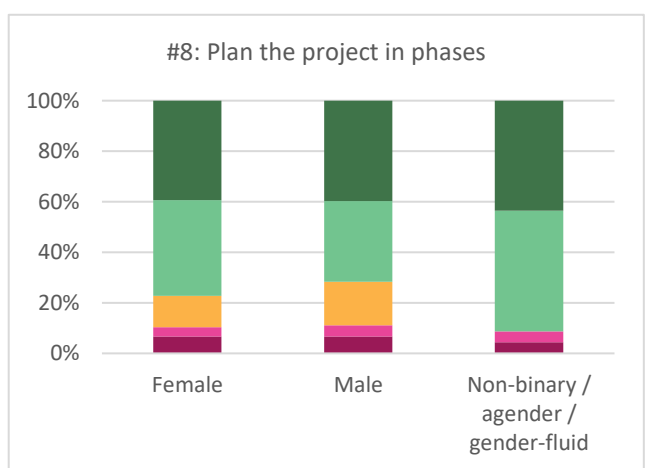
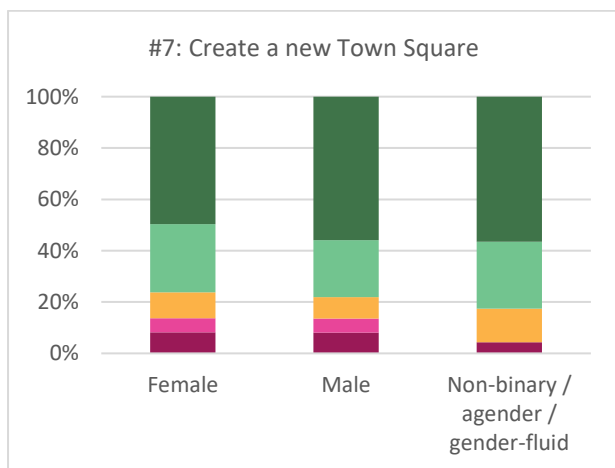
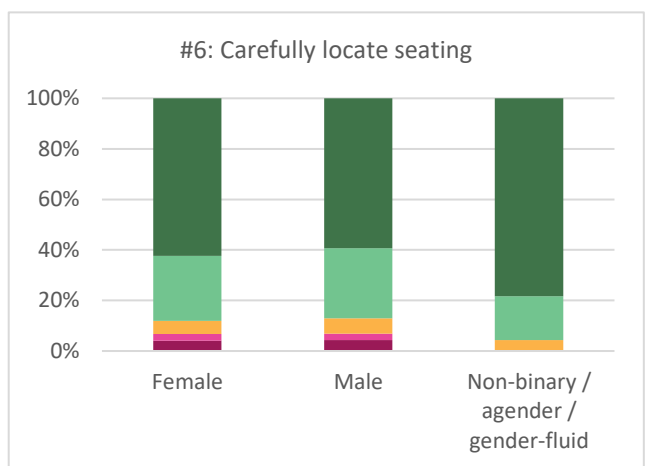
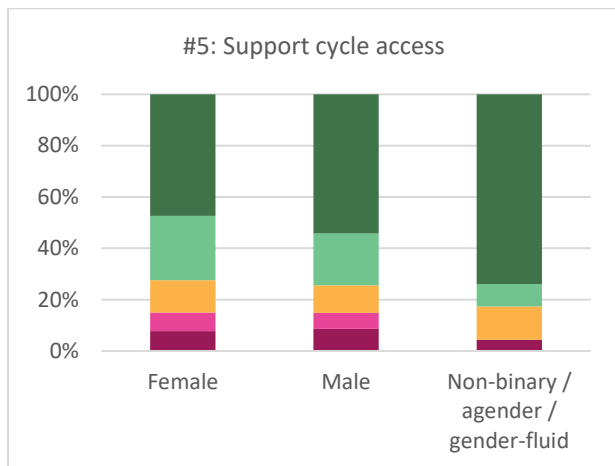
For each of the twelve aims, total agreement levels were highest in those identifying as non-binary, agender or gender-fluid, although it must be noted that this group was relatively small in comparison.

When comparing males and females, it can be observed that males selected strongly agree more frequently when considering to remove vehicular traffic from Parade, although the difference in total agreement between the two was smaller. Aside from that, there is relatively little difference in responses between males and females and ultimately both reflect the overall agreement levels of the full survey sample population.

**Figures 29-40 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Gender. (n=3,134)**

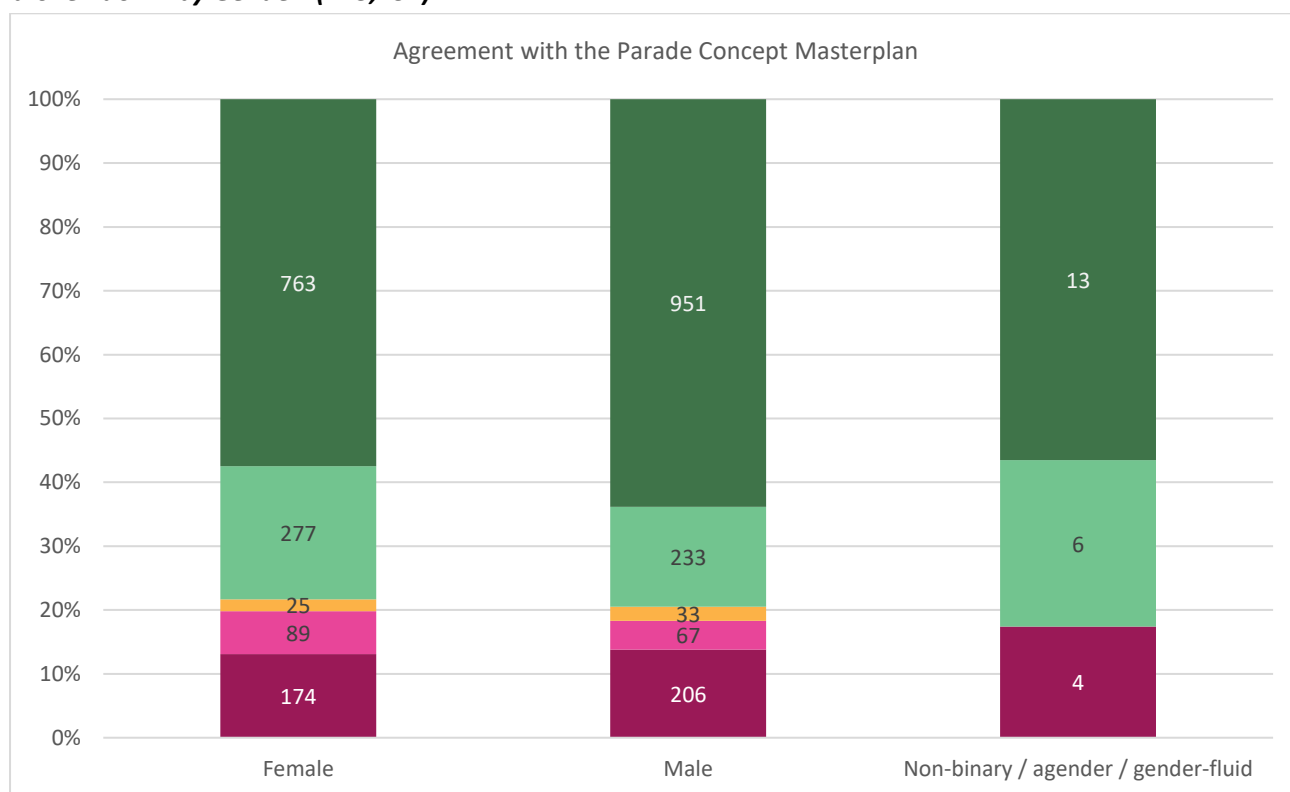






Levels of overall agreement to the Parade concept masterplan were also broken down using the gender demographic. Looking at Figure 41 and Table 30, it can be seen that strongly agree was the most selected answer for all gender groups, with more than 50% of respondents selecting strongly agree across the different genders. Strongly agree was selected most by males (63.8%), although total agreement was highest in the non-binary, agender or gender-fluid category (82.6%). Strongly disagree was also selected most frequently by those non-binary, agender or gender fluid (17.4%) but since no-one from that gender group selected disagree, total disagreement was actually greatest amongst females (19.8%).

**Figure 41 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Gender. (n=3,134)**



**Table 30 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Gender. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Female	13.1%	6.7%	1.9%	20.8%	57.4%
Male	13.8%	4.5%	2.2%	15.6%	63.8%
Non-binary / agender / gender-fluid	17.4%	0.0%	0.0%	26.1%	56.5%

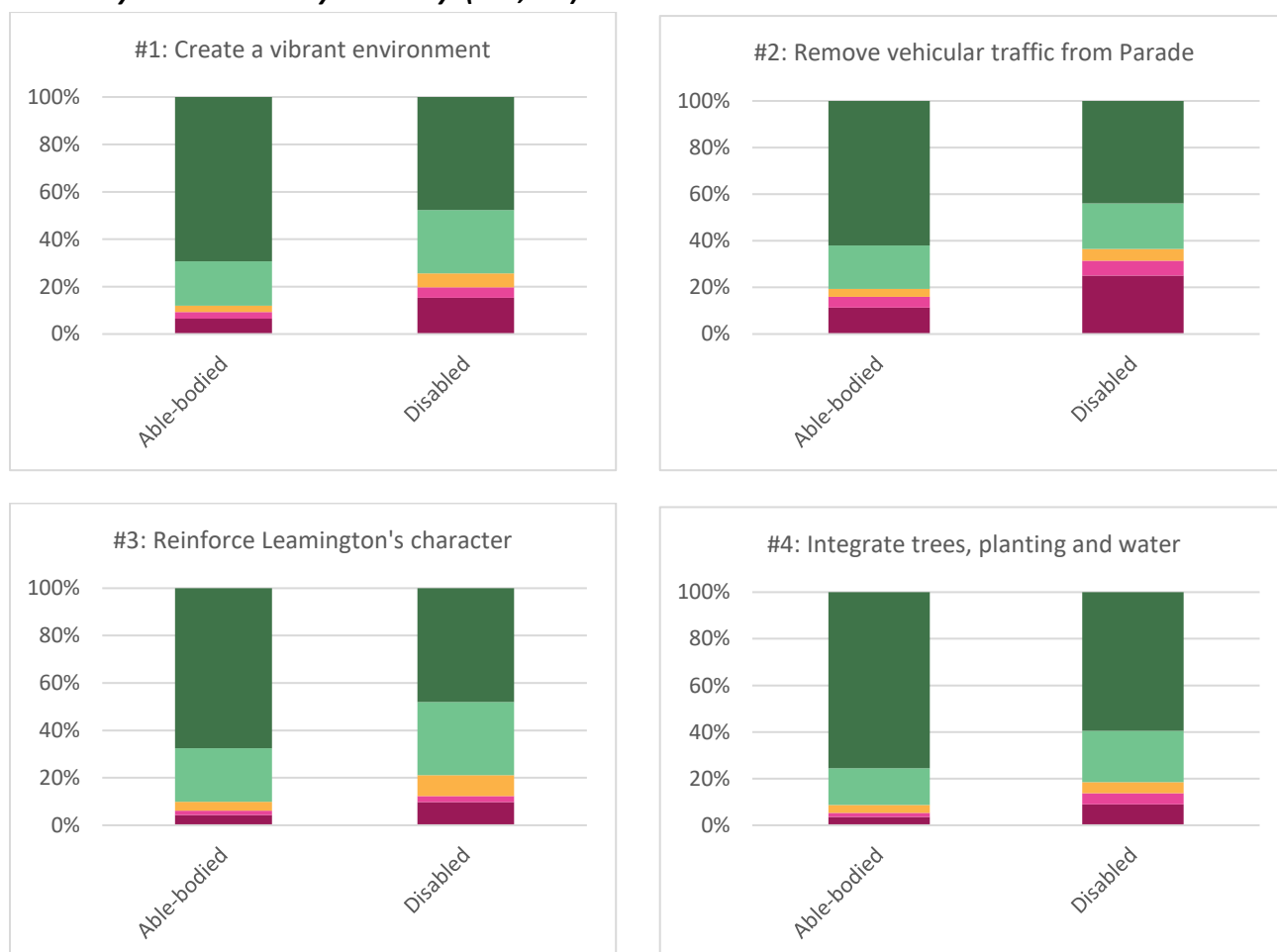
## 5.4 Disability

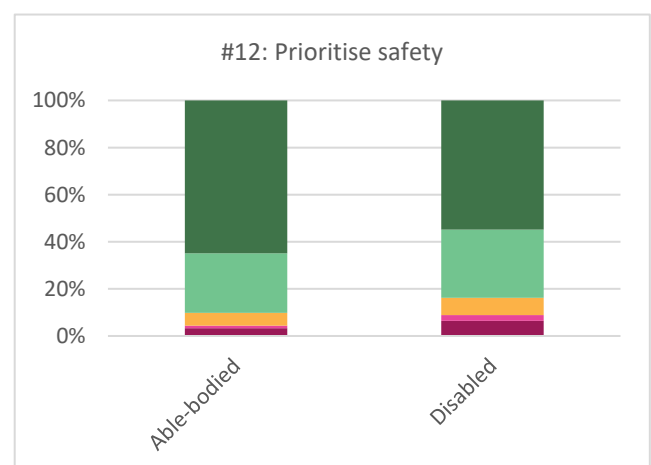
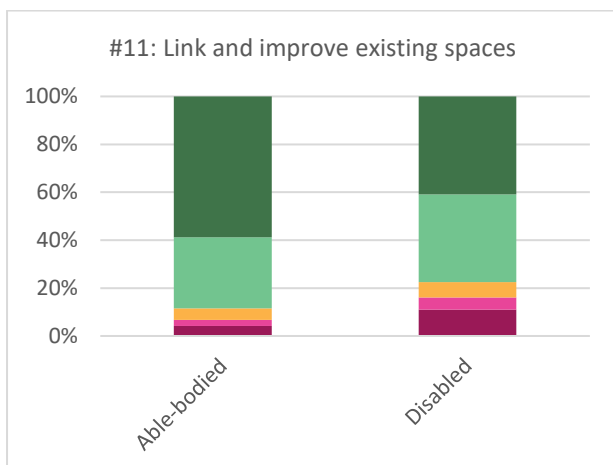
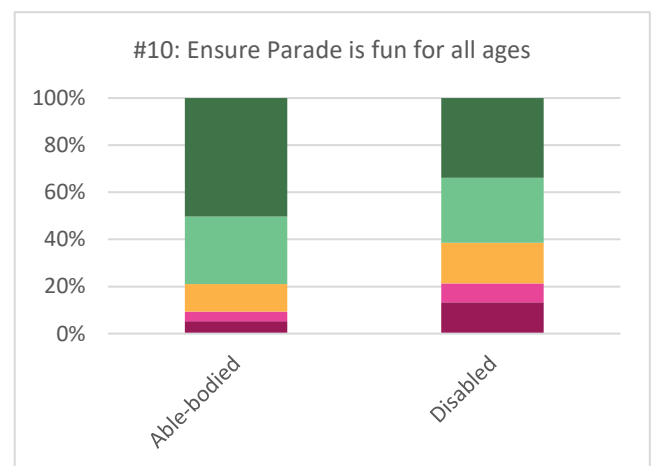
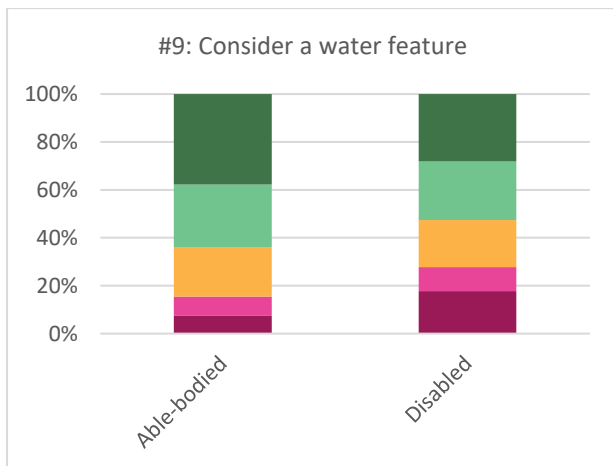
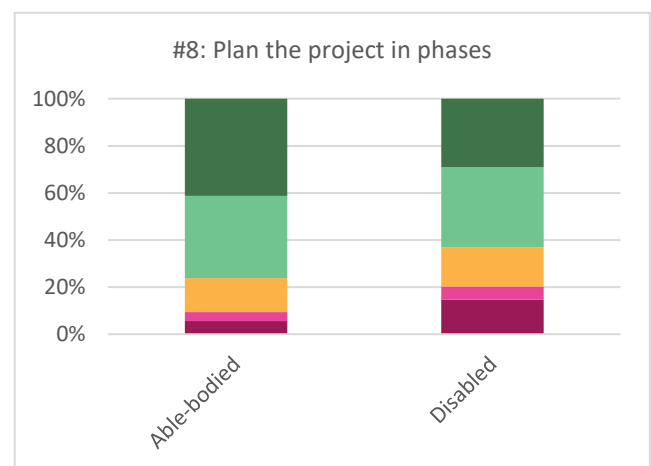
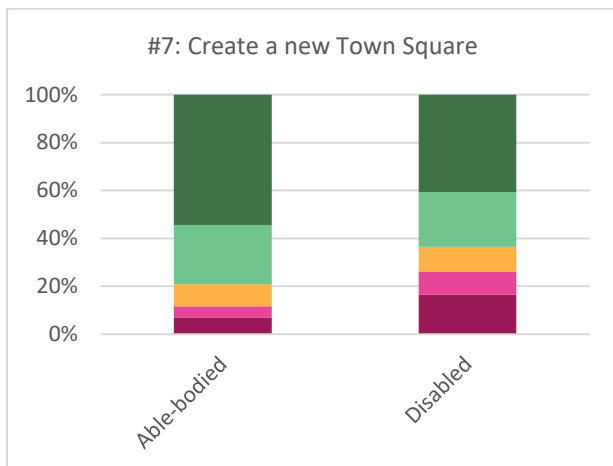
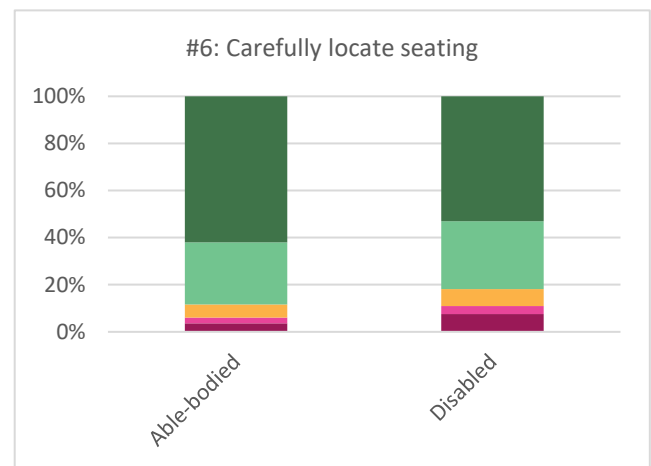
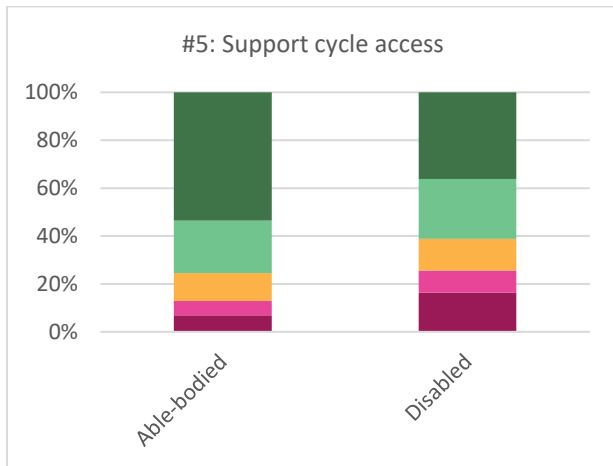
Since respondents were asked to provide if they considered themselves to have a disability as part of the equality monitoring questions, their levels of agreement to the aims of the concept masterplan can be broken down according to this demographic.

For each of the twelve aims, total agreement levels were higher for able-bodied respondents compared to disabled respondents. Not only are total agreement levels lower for disabled respondents, but their total disagreement levels are higher for all of the twelve aims.

For able-bodied respondents, total agreement levels are consistently above 70.0%, with the exception of #9 – consider a water feature. Whereas, levels fall below 70.0% for disabled respondents for six of the twelve aims (#2 – remove traffic from Parade, #5 – support cycle access, #7 – create a new Town Square, #8 – plan the project in phases, #9 – consider a water feature and #10 – ensure Parade is fun for all ages), although never below the 50.0% mark.

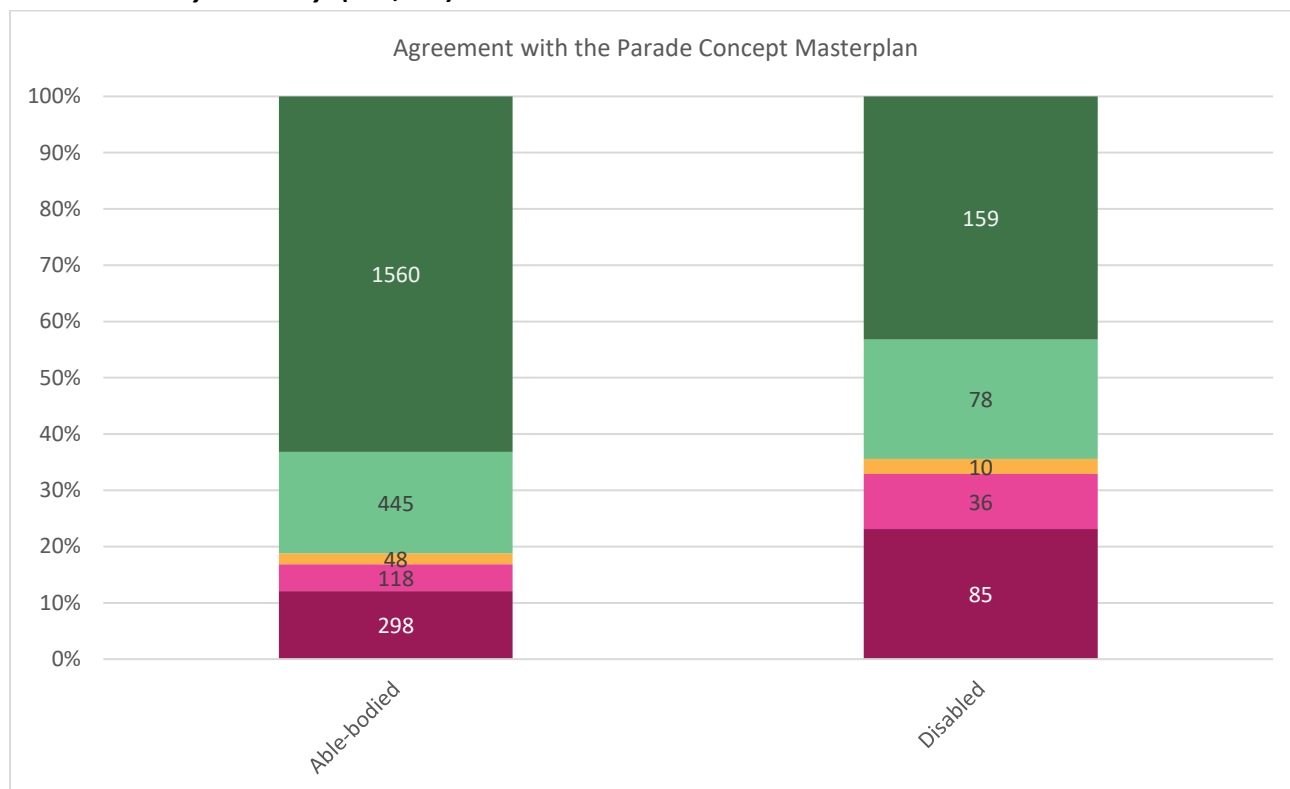
**Figures 42-53 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Disability. (n=3,134)**





Levels of overall agreement to the Parade concept masterplan were also broken down using the disability demographic. Looking at Figure 54 and Table 31, it can be seen that strongly agree was the most selected answer for both groups, with able-bodied respondents selecting it most frequently (63.2%). This contributed to a fairly large difference in total agreement levels between the two groups of 81.2% (able-bodied) compared to 64.2% (disabled).

**Figure 54 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Disability. (n=3,134)**



**Table 31 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Disability. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Able-bodied	12.1%	4.8%	1.9%	18.0%	63.2%
Disabled	23.0%	9.8%	2.7%	21.1%	43.1%

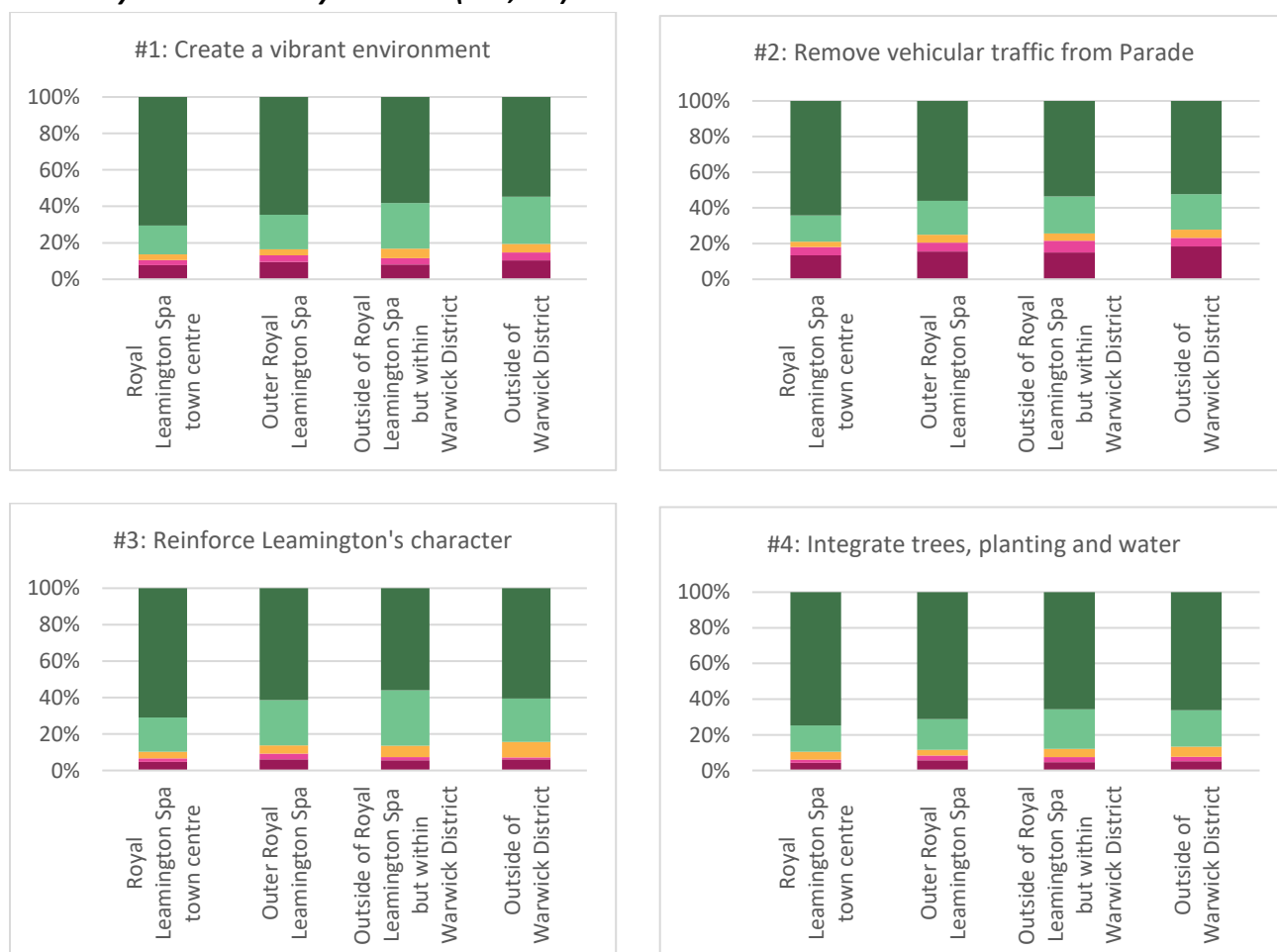
## 5.5 Location

Since respondents were asked where they lived at the start of the survey (or the location of their business or organisation, if responding on their behalf), their levels of agreement to the aims of the concept masterplan can be broken down according to respondents' location.

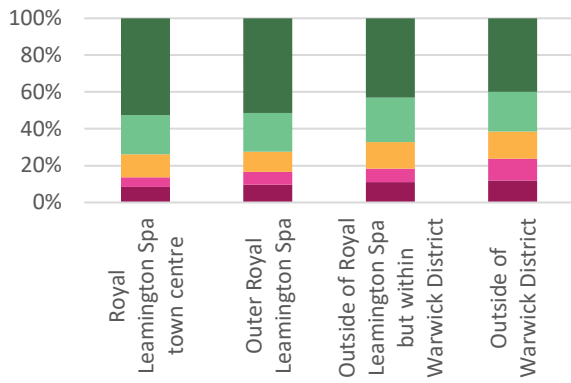
For each of the twelve aims, total agreement levels were highest for those in Royal Leamington Spa town centre, whilst total agreement levels were lowest for those outside of Warwick District in all twelve aims, except #6 – carefully locate seating. In fact, generally speaking, agreement levels drop as the distance from Royal Leamington Spa town centre increases between the four groups.

Whilst the group with the highest levels of disagreement varies between the twelve aims, those in Royal Leamington Spa town centre show the lowest levels of disagreement consistently, with the only two exceptions being #6 – carefully locate seating and #12 – prioritise safety. In these two aims, total disagreement levels remain low for all four groups.

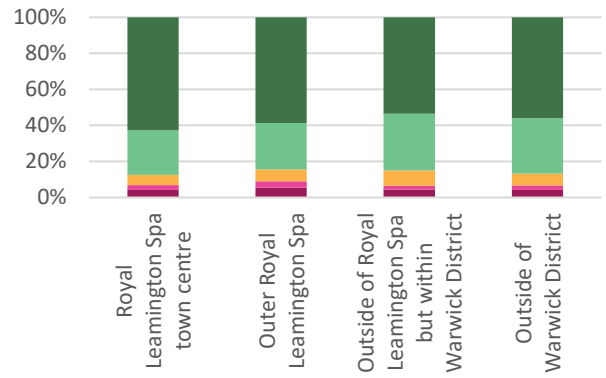
**Figures 55-66 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Location. (n=3,134)**



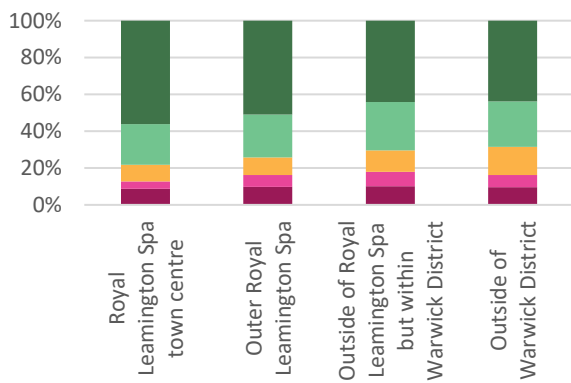
#5: Support cycle access



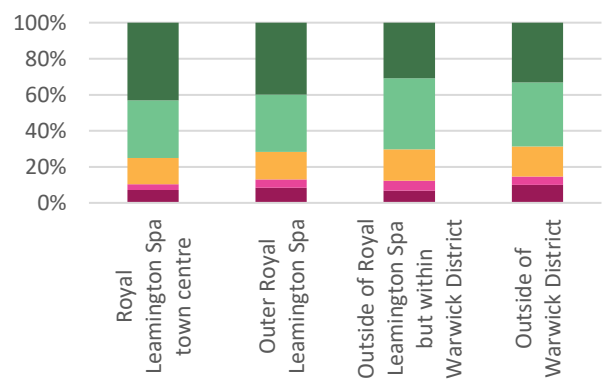
#6: Carefully locate seating



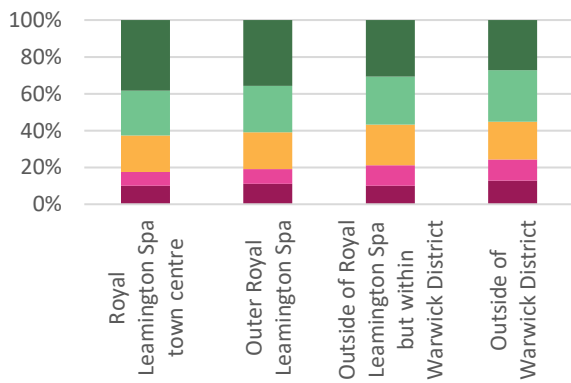
#7: Create a new Town Square



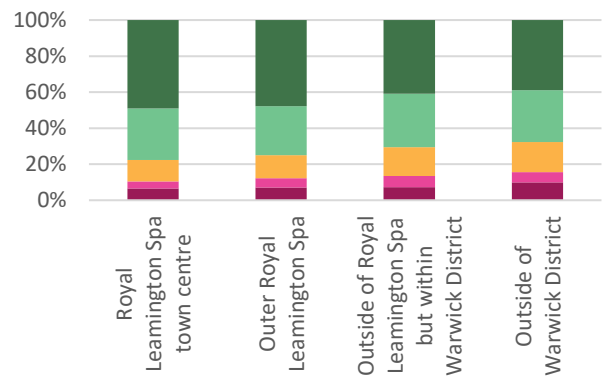
#8: Plan the project in phases



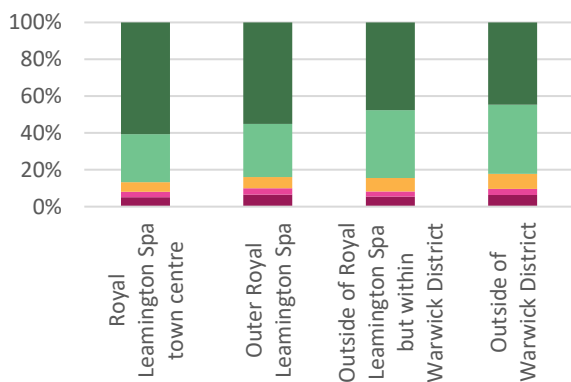
#9: Consider a water feature



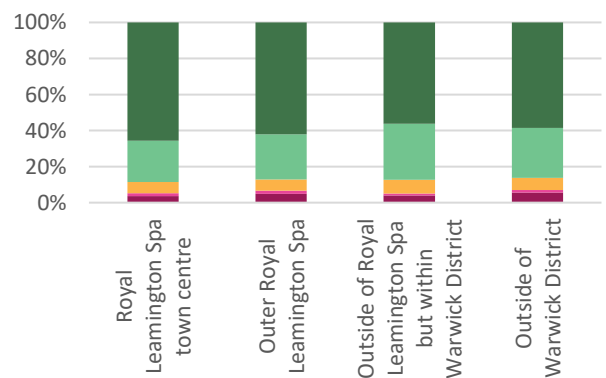
#10: Ensure Parade is fun for all ages



#11: Link and improve existing spaces

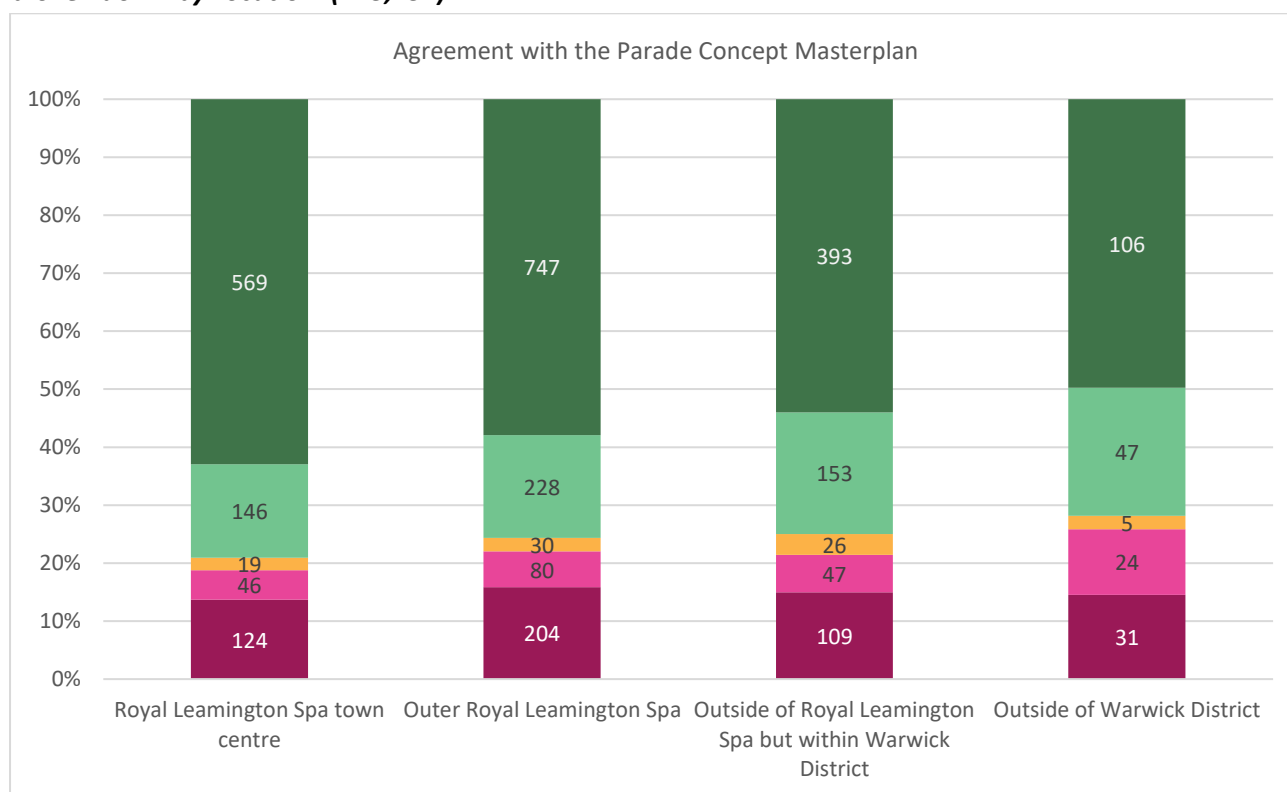


#12: Prioritise safety



Levels of overall agreement to the Parade concept masterplan were also broken down using respondents' location. Looking at Figure 67 and Table 32, it can be seen that strongly agree was the most selected answer for all groups, with those located in Royal Leamington Spa town centre selecting it most frequently (62.9%). Total agreement was also highest in this group, whilst it was lowest for those outside of Warwick District. Similar to above, total agreement levels generally drop as the respondents' distance from the town centre increase across the four groups. For total disagreement, levels are lowest amongst those in Royal Leamington Spa town centre (18.8%), and highest amongst those outside of Warwick District (25.9%).

**Figure 67 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Location. (n=3,134)**



**Table 32 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Location. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Royal Leamington Spa town centre	13.7%	5.1%	2.1%	16.2%	62.9%
Outer Royal Leamington Spa	15.8%	6.2%	2.3%	17.7%	58.0%
Outside of Royal Leamington Spa but within Warwick District	15.0%	6.5%	3.6%	21.0%	54.0%
Outside of Warwick District	14.6%	11.3%	2.3%	22.1%	49.8%



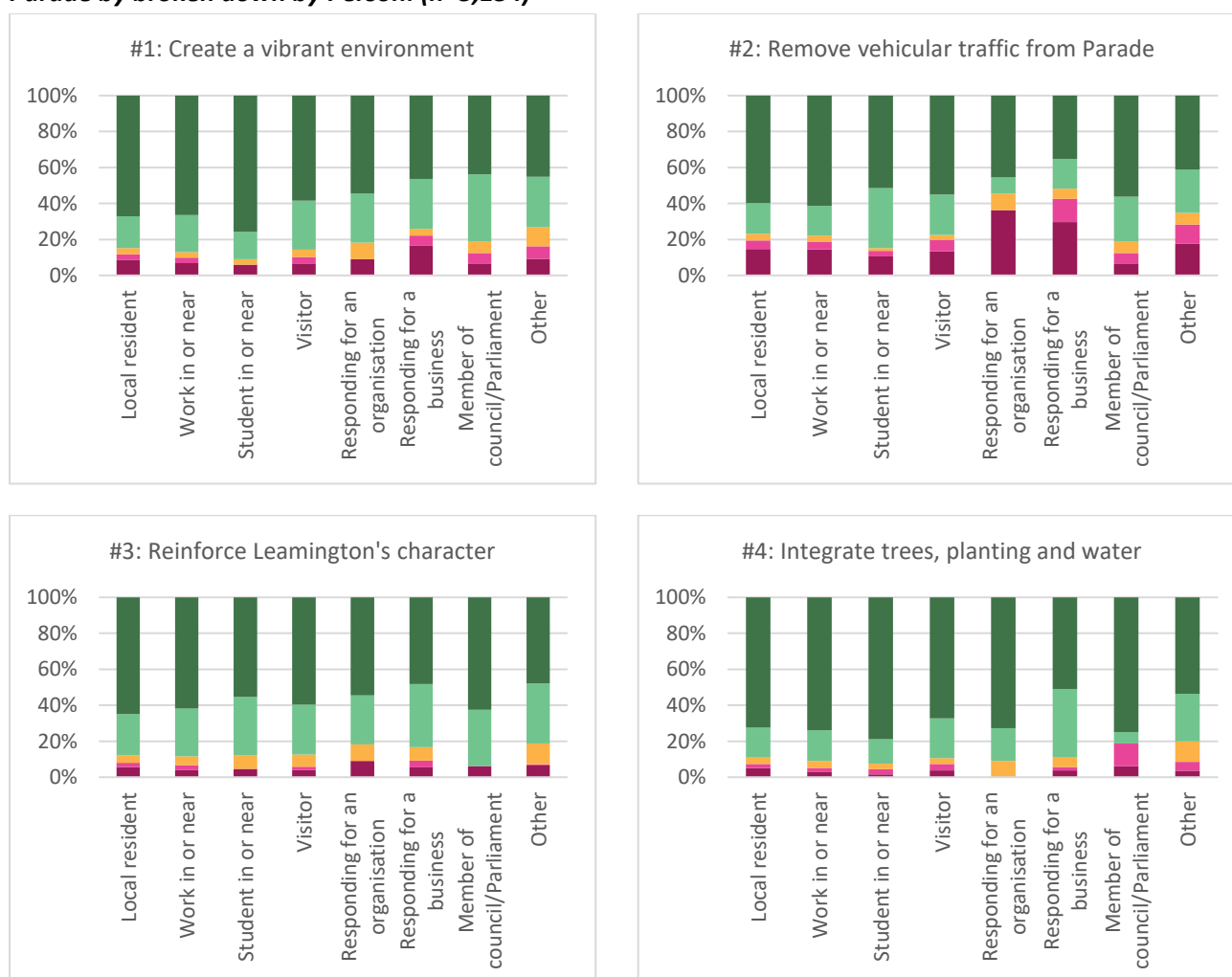
## 5.6 Person

Since respondents were asked to select who they were at the start of the survey, their levels of agreement to the aims of the concept masterplan can be broken down according to respondents' answer and the type of person they are in respect to Royal Leamington Spa.

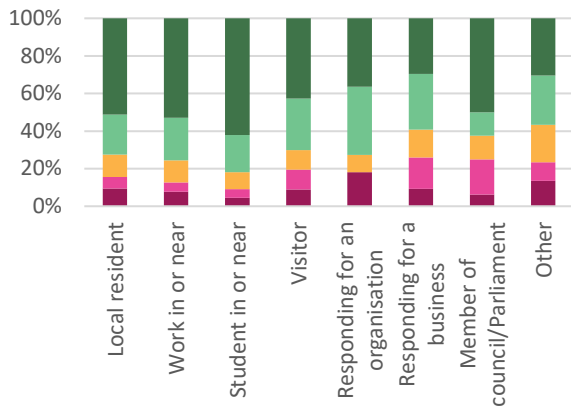
The group of people with the highest total agreement for the twelve aims fluctuates between students in or near to Royal Leamington Spa, those responding on behalf of an organisation and elected members of a council or Parliament. However, it is worth noting that the small sample size of the latter two mean that their agreement and disagreement levels are more likely to fluctuate up and down. The student group showed the greatest total agreement across six of the twelve aims.

On the other hand, the lowest levels of agreement for each of the aims were recorded by either those identifying as other or those responding on behalf of a business. Those identifying as other was the group with the lowest agreement levels across nine of the twelve aims. However, it was those responding on behalf of a business that most often showed the highest levels of total disagreement, presenting this in seven of the twelve aims.

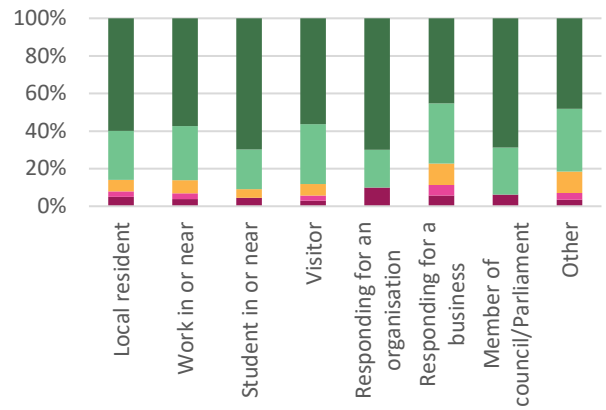
**Figures 68-79 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Person. (n=3,134)**



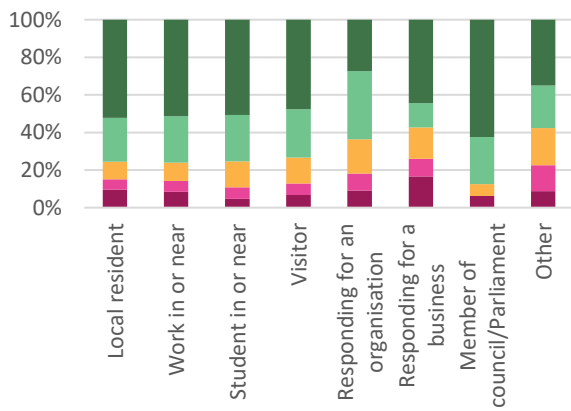
#5: Support cycle access



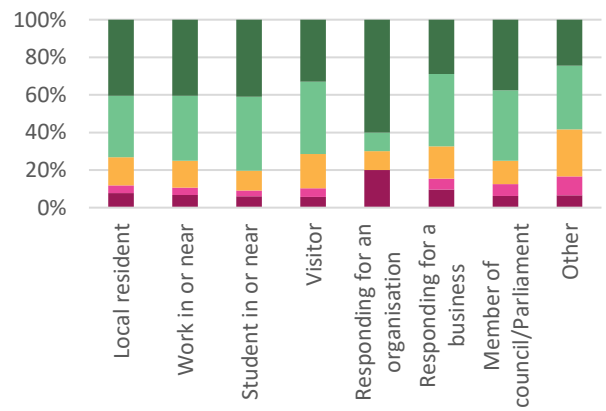
#6: Carefully locate seating



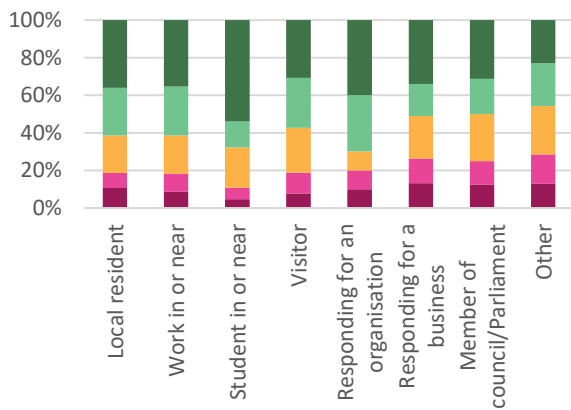
#7: Create a new Town Square



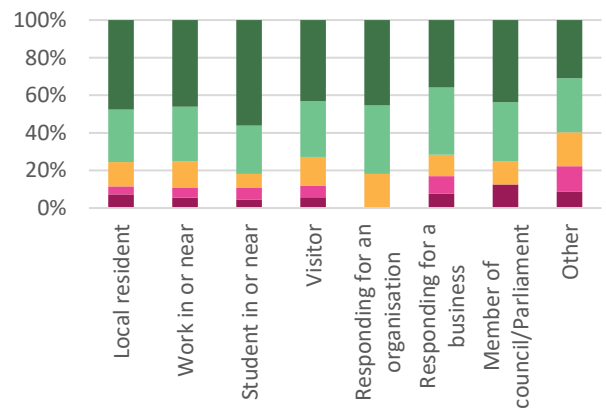
#8: Plan the project in phases

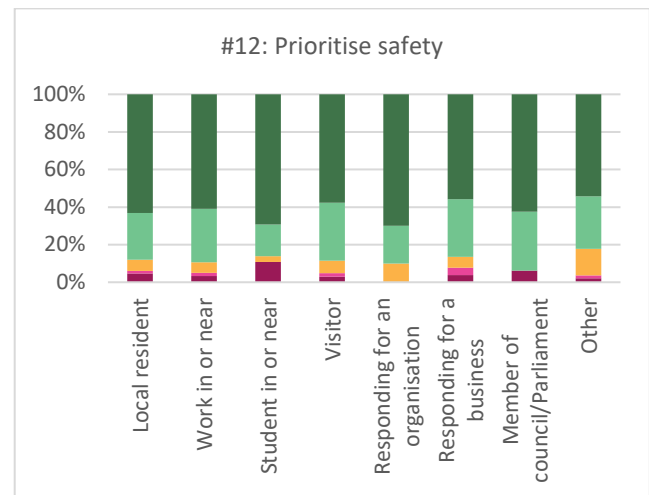
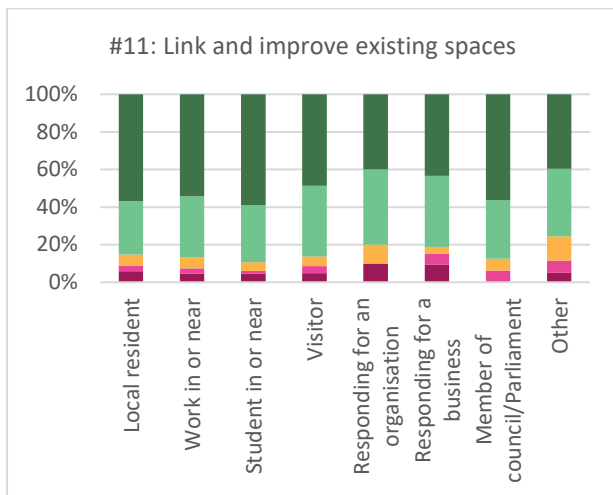


#9: Consider a water feature



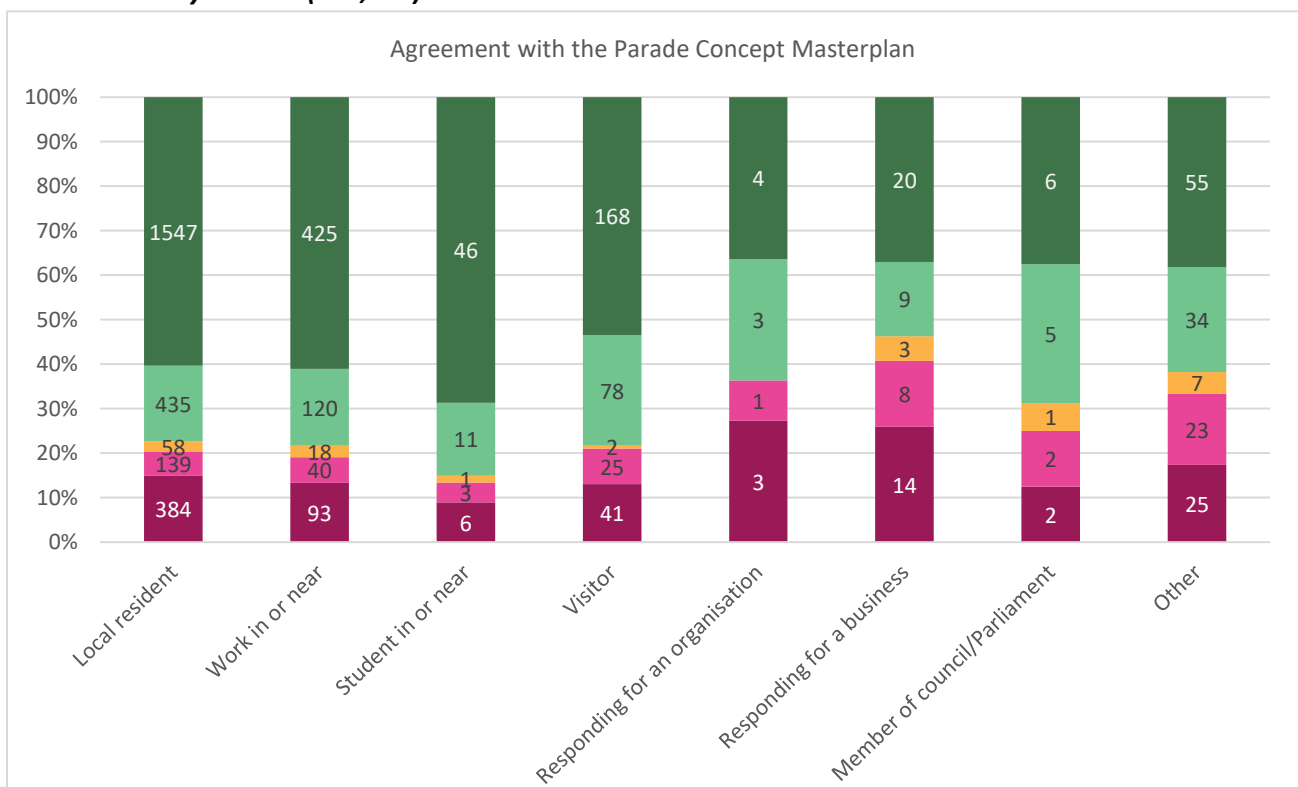
#10: Ensure Parade is fun for all ages





Levels of overall agreement to the Parade concept masterplan were also broken down using the type of person responding. Looking at Figure 80 and Table 33, it can be seen that strongly agree was the most selected answer for all age groups, with students in or near Royal Leamington Spa selecting it most frequently (68.7%). Total agreement was also highest amongst this group (85.1%). Conversely, total agreement (53.7%) was lowest and total disagreement (40.7%) highest amongst those responding on behalf of a business.

**Figure 80 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Person. (n=3,134)**



**Table 33 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Person. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Local resident	15.0%	5.4%	2.3%	17.0%	60.4%
Work in or near	13.4%	5.7%	2.6%	17.2%	61.1%
Student in or near	9.0%	4.5%	1.5%	16.4%	68.7%
Visitor	13.1%	8.0%	0.6%	24.8%	53.5%
Responding for an organisation	27.3%	9.1%	0.0%	27.3%	36.4%
Responding for a business	25.9%	14.8%	5.6%	16.7%	37.0%
Member of council/Parliament	12.5%	12.5%	6.3%	31.3%	37.5%
Other	17.4%	16.0%	4.9%	23.6%	38.2%

## 5.7 Activity

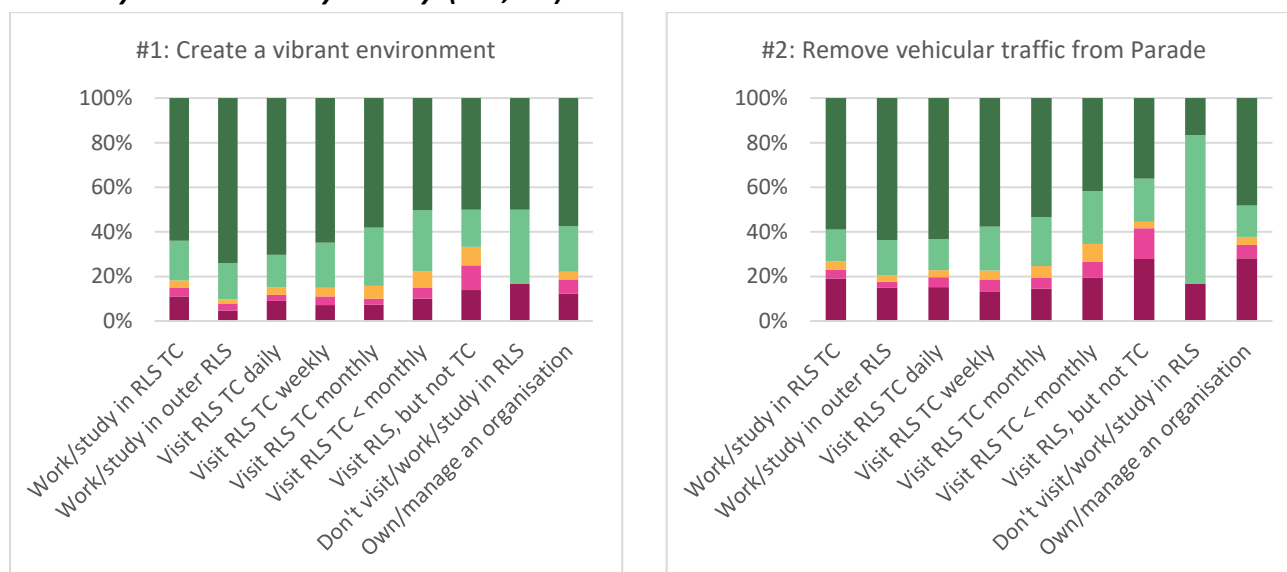
Since respondents were asked to select how they use Royal Leamington Spa town centre at the start of the survey, their levels of agreement to the aims of the concept masterplan can be broken down according to respondents' answer and their type of activity in respect to Royal Leamington Spa.

Total agreement levels were highest in those that work or study in outer Royal Leamington Spa in nine of the twelve aims. For the other three, those selecting that they do not visit, work or study in Royal Leamington Spa, scored the highest total agreement levels, although it is worth noting that only 6 respondents selected to be in this group.

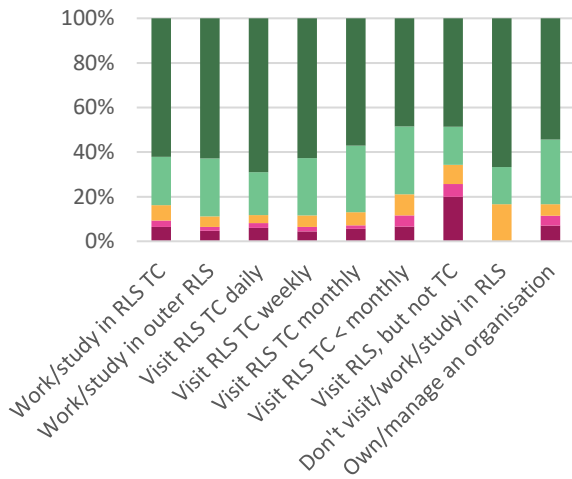
Total agreement is consistently higher for those that work or study in outer Royal Leamington Spa, compared to those that work or study in Royal Leamington Spa town centre, across all twelve aims. In terms of visitors to the town centre, those that visit Royal Leamington Spa town centre less than once a month had the lowest levels of total agreement, when compared to those that visit daily, weekly and monthly in all except aim #12 – prioritise safety. Whilst the highest total agreement level amongst these four groups fluctuates across the aims, it can be observed that those that visit Royal Leamington Spa town centre daily or weekly, generally had the higher levels of total agreement.

The group that selected that they visit Royal Leamington Spa, but do not use the town centre showed a lower level of total agreement, compared to those that visit Royal Leamington Spa town centre less than once a month in all aims except #5 – support cycle access. And it's this group of respondents that actually showed the lowest total agreement levels of all groups in eight of the twelve aims, whilst also showing the highest level of total disagreement in nine of the twelve.

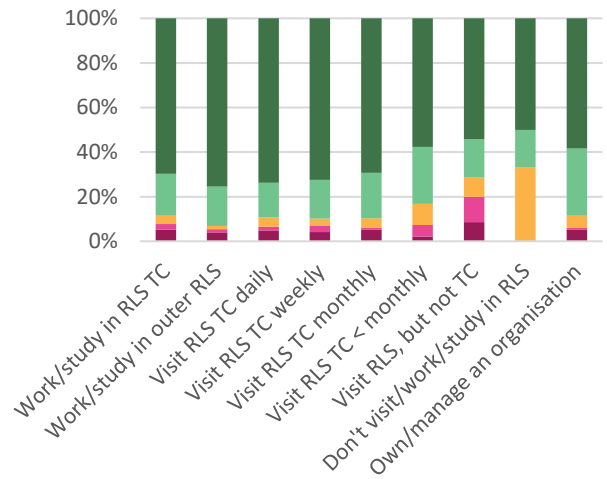
**Figures 81-92 – To what extent do you agree or disagree with the aims of the new concept masterplan for Parade by broken down by Activity. (n=3,134)**



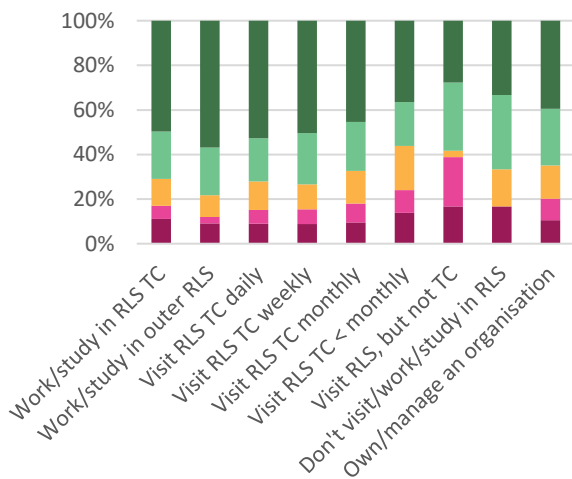
#3: Reinforce Leamington's character



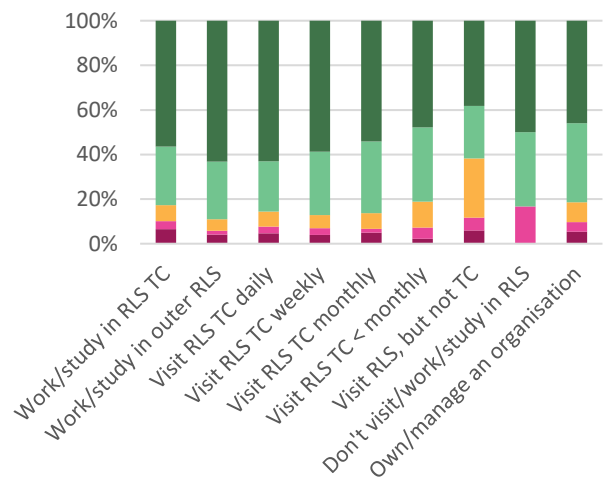
#4: Integrate trees, planting and water



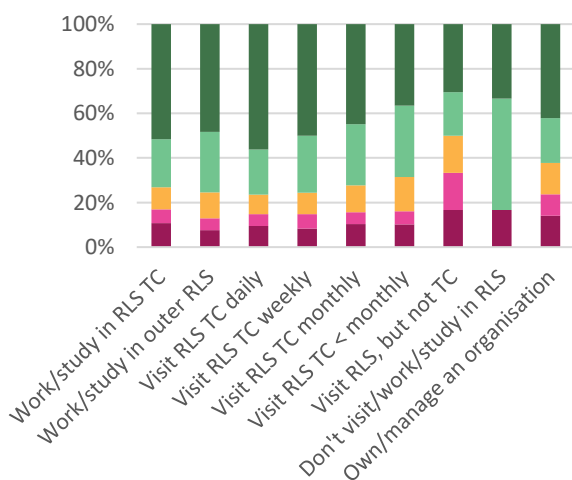
#5: Support cycle access



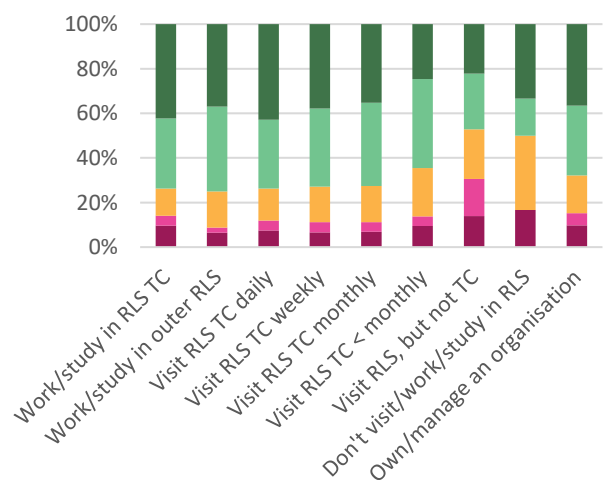
#6: Carefully locate seating

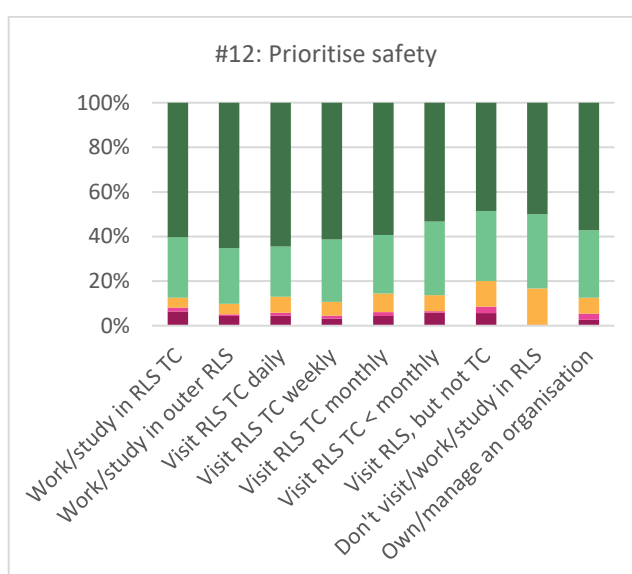
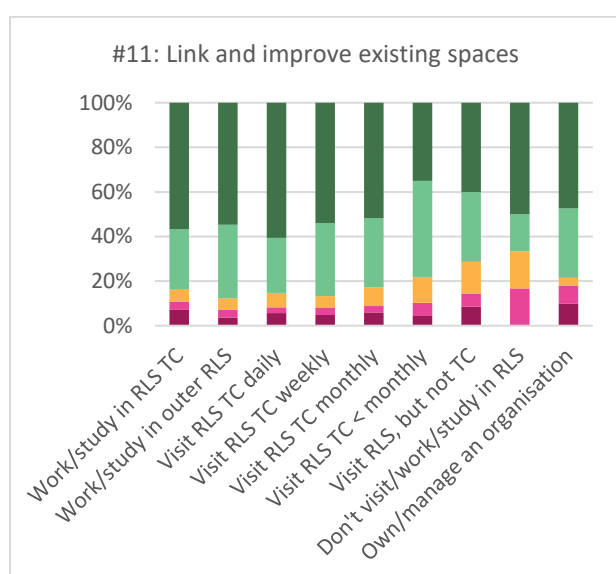
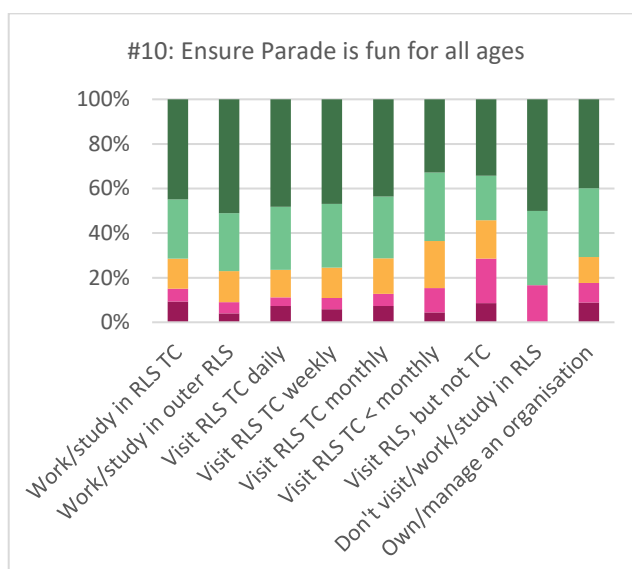
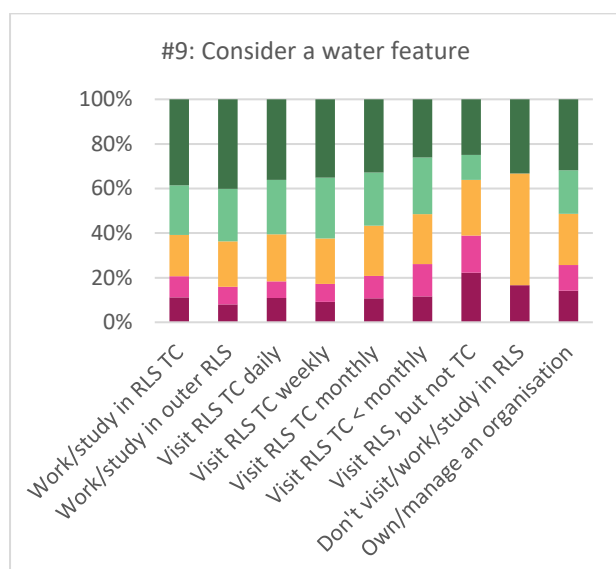


#7: Create a new Town Square



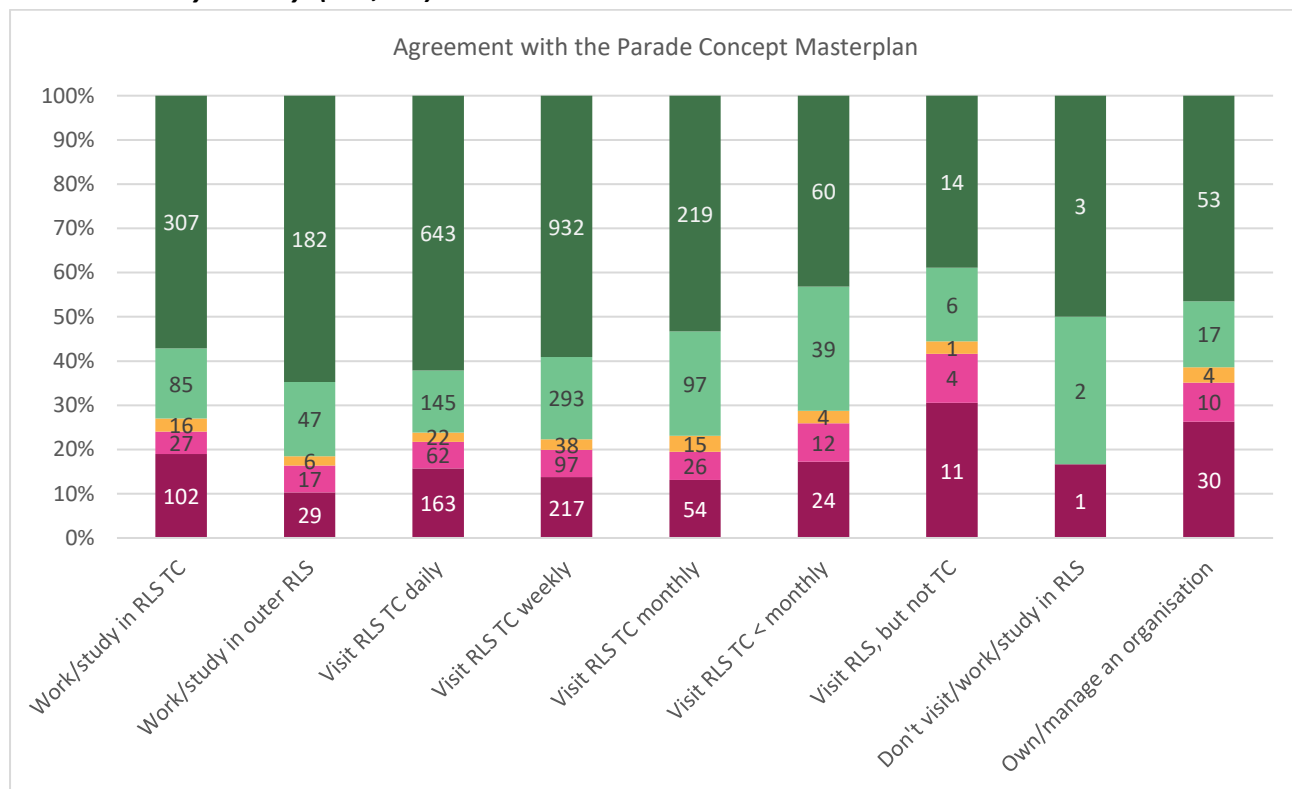
#8: Plan the project in phases





Levels of overall agreement to the Parade concept masterplan were also broken down using the respondents' activity. Looking at Figure 93 and Table 34, it can be seen that strongly agree was the most selected answer for all groups, with those that work or study in outer Royal Leamington Spa selecting it most frequently (64.8%). This group also presented the highest level of total agreement (81.5%). Conversely, total agreement (55.6%) was lowest and total disagreement (41.7%) highest amongst the group that visit Royal Leamington Spa, but do not use the town centre.

**Figure 93 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Activity. (n=3,134)**





**Table 34 – Overall, to what extent do you agree or disagree with the new concept masterplan for Parade broken down by Activity. (n=3,134)**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Work/study in Royal Leamington Spa town centre	19.0%	5.0%	3.0%	15.8%	57.2%
Work/study in outer Royal Leamington Spa	10.3%	6.0%	2.1%	16.7%	64.8%
Visit Royal Leamington Spa town centre daily	15.7%	6.0%	2.1%	14.0%	62.1%
Visit Royal Leamington Spa town centre weekly	13.8%	6.2%	2.4%	18.6%	59.1%
Visit Royal Leamington Spa town centre monthly	13.1%	6.3%	3.6%	23.6%	53.3%
Visit Royal Leamington Spa town centre less than monthly	17.3%	8.6%	2.9%	28.1%	43.2%
Visit Royal Leamington Spa, but not town centre	30.6%	11.1%	2.8%	16.7%	38.9%
Do not visit/work/study in Royal Leamington Spa	16.7%	0.0%	0.0%	33.3%	50.0%
Own/manage a business or an organisation	26.3%	8.8%	3.5%	14.9%	46.5%

# Parade Masterplan, Leamington Engagement Exercise

## Summary of Direct Responses

### Introduction

This document summarises responses submitted directly to the Project Team (not through the online survey) during the engagement exercise, which was held between Monday 2<sup>nd</sup> June and Monday 28<sup>th</sup> July 2025. The document should be read in addition to the analysis of the online survey responses above.

### Overview of responses received

There were 8 direct responses received: 2 from accessibility bodies/registered charities, 2 from representative bodies, 1 from a voluntary/community organisation, 1 from a Member of Parliament, 1 from a council department and 1 from a member of the public:

1. Accessibility body/registered charity - Guide Dogs
2. Accessibility body/registered charity - Royal National Institute of Blind People
3. Representative body
4. Representative body
5. Voluntary/community organisation - The Leamington Society
6. A Member of Parliament
7. Council department (confidential response)
8. Individual - member of the public

During the engagement period, the Project Team attended various meetings and events, which included presenting the draft plans to Warwickshire County Council's Youth Council. Notes from that meeting are also attached to this summary (Appendix 3).

### Summary of responses

#### Accessibility bodies/registered charities

Two email responses were received during the engagement period, one from Guide Dogs and one from the Royal National Institute of Blind People (RNIB).

Neither response commented on the detail of the masterplan but provided general comments directing the Councils to their campaigns and recommended guidance/best practice.

Guide Dogs campaign to make streets and outdoor public places more accessible for people with a vision impairment. Their response stated that they have been campaigning against the use of 'shared surface streets', considering that such streets are dangerous for

people with a vision impairment. They point out that guide dog owners and long cane users, in particular, are reliant on the kerb and their hearing as navigation tools. They consider shared spaces, where pedestrians and cyclists use the same space, are inaccessible for people with a vision impairment and recommend distinct cycle tracks rather than shared spaces. Their response also recommended that: all road users have segregated routes to prevent conflict; all cycle routes have physical delineation with tactile paving to delineate which sides are for pedestrians and cyclists; and that high streets minimise street clutter such as A-boards and café furniture so that high streets are easily navigable for people with sight loss. Guide Dogs also recommended further reading on the subject:

- [Road and street crossings for blind and partially sighted people: The importance of being certain](#) (2014)
- [Making the built environment inclusive - guidance on ensuring regeneration schemes are accessible for people with sight loss](#) (2025)
- [Streets Ahead campaign guidance and recommendations](#)
- [DfT Guidance on Use of tactile Paving](#) (2021)

In general, the RNIB welcomed the plan and opportunity to contribute to its development, stating that they would like to be part of the solution in making the Parade plans welcoming and accessible to everyone. The RNIB recommended that officers and designers reviewed their [Key Principles of Inclusive Street Design](#) when finalising the plans for Parade. They also signposted officers to a range of resources that can help to make consultation materials/information accessible, such as accessible maps and signage: [RNIB Enterprises | RNIB Enterprise](#). The RNIB also offered to host a ‘guided walk’ for the project team to gain an insight into how blind or partially sighted people navigate town centre environments.

Post survey, the RNIB also shared details of their new campaign and report: [In My Way - Navigating pedestrian journeys with sight loss](#) (2025).

### Representative bodies

Two email responses were received from representative bodies, one of which was marked confidential.

The confidential response stated that they work to support the town centre trading environment and champion positive change. The organisation welcomes positive investment in the town centre and acknowledges the need for strategic planning. However, the response highlights concerns about the consultation process, including perceived bias in the survey and a lack of trust in council decision making. Whilst engagement efforts were appreciated, many businesses felt under-informed, and some believed decisions had already been made. The response emphasised the importance of maintaining the town’s dual identity as a commercial and community centre, with principles focused on ensuring accessibility for all, fiscal responsibility, environmental sustainability, and inclusive design.

Specifically on the masterplan, the feedback identified areas of consensus, such as the urgent need for high-quality paving, maintaining open vehicular access on Regent and Warwick Streets, and adding more seating and greenery.

However, significant concerns were raised about the removal of buses and stops and through traffic from Parade, the lack of detailed traffic modelling, the impact of timed deliveries and loading arrangements on businesses and the overall cost of delivering the plans. The responses stressed the importance of accommodating delivery services like Deliveroo and Uber (particularly cycles), preserving parking (especially in Euston Place), and ensuring accessibility for vulnerable users. The response called for flexible, phased design solutions, better data use, and transparent communication of next steps to build trust and ensure the masterplan reflects the needs of all stakeholders. It also provided recommendations/ideas for further consideration including:

- Ensuring problem identification is accurate and uses up-to-date data
- Carrying out traffic modelling and sharing the data
- Ensuring the work is informed by a comprehensive car parking strategy
- Prioritising investment in areas that will lead to further improvements
- Considering trials and one-way bus/delivery routes
- Creating a bus hub in south town and a hub for delivery riders in the town centre
- Properly considering bikes and desire lines in the plans
- Promoting the town on social media
- Communicating next steps carefully to manage expectations

The second response expressed support for the overarching aims of the Parade Masterplan, recognising its potential to enhance Royal Leamington Spa's public realm and create a vibrant, inclusive environment. The response emphasised the need to carefully balance these ambitions with the practical needs of small businesses, particularly around access, visibility, and operational continuity.

However, it highlighted the following four key considerations:

- Ensuring sufficient car parking
- Traffic flow and rerouting impacts
- Delivery access
- Business support

Concerns were raised about the proposed reduction in on-street parking, with a call for a comprehensive parking strategy that includes affordable short-stay options, designated loading bays, and measures to prevent displacement into residential areas. The response also highlighted risks associated with rerouting traffic and limiting delivery access, noting potential negative impacts on side streets and small firms' ability to manage deliveries. Suggestions included further traffic modelling/public engagement on this point and exploring last-mile delivery hubs.

Finally, the organisation stressed the importance of ongoing engagement with small businesses, proposing stakeholder forums and clear communication strategies to mitigate

disruption. It warned that without adequate support, changes could exacerbate already challenging trading conditions and undermine the town centre's economic resilience.

### Voluntary/community organisation – The Leamington Society

The response from The Leamington Society did not provide an overall view on the masterplan but instead, summarised key points raised at a Society event and the views of The Society's committee.

While there was no single unified position, the collective input reflected a desire for change, with emphasis on thoughtful, inclusive, and well-informed planning. Concerns were raised about the lack of comparative data, limited public education and information to counter concerns raised during the public engagement, and the need for the Parade to be considered within a broader town-wide strategy, especially regarding transport and accessibility. The Society cited an historic newspaper article: [New figures hint at possible 'versions of pedestrianisation' for Leamington's Parade](#) as an example of information/data which could have been helpful to counter public concerns.

Key themes from Committee members:

- Some support for pedestrianisation and greening, especially around Town Hall and Euston Place
- Some concern about removal of through traffic and knock-on effects.
- Key concerns about bus stop relocation, particularly for elderly and less mobile users
- Mixed views on trial periods: some support a six-month trial to gather data; others argue trials may undermine confidence and delay investment
- Calls for better cycle infrastructure, including safe, connected routes to and through Parade
- Need for a holistic approach, integrating Park & Ride, public transport, and community spaces
- Scepticism about costs/value for money and consultation quality, especially from residents south of the river

Key themes from event participants (2 July 2025):

#### *Transport & Access:*

- Key concern about traffic displacement and negative impact on local businesses and reduced accessibility to southern areas
- Strong support for a pollution-free shuttle bus loop connecting key town locations
- Desire for a Park & Ride scheme for both Leamington and Warwick
- Need for a more holistic transport strategy and better cyclist safety

#### *Urban Design & Environment:*

- Parade should be safe and welcoming for cyclists and pedestrians
- Maintenance of street surfaces is critical
- Royal Priors is underused despite being pedestrian friendly
- Shared space management for scooters, delivery drivers, and cyclists needs clarity

#### *Consultation & Data Validity:*

- Newcastle cited as a valid positive case study; Shrewsbury dismissed as an unsuitable comparator
- Air pollution monitoring should align with national standards and have proper placement of equipment
- Concerns about the lack of pressure point analysis and practical transport data

### A Member of Parliament (MP)

The response acknowledged the ambition behind the Parade pedestrianisation concept and welcomed the public consultation process. However, it expressed scepticism about whether the proposed scheme will adequately address the core challenges facing Leamington town centre, such as declining footfall, retail vacancies, and economic viability. The MP noted that despite meeting with the Transformation Board and Warwickshire County Council, no clear evidence had been provided to demonstrate that pedestrianisation would improve the town's economic performance.

Concerns were raised about the lack of consensus among local businesses and residents, the MP estimates that two-thirds of businesses reportedly oppose the scheme. Practical issues were also highlighted, including the risk of creating a large area of open space with no clear plan for how it will be used, potential for increased antisocial behaviour, and the negative impact of relocating bus stops—particularly for older and disabled residents. The MP called for more analysis of similar schemes elsewhere and stressed that any investment, especially one of £50 million, must be evidence-based, inclusive, and capable of delivering tangible benefits. Whilst the MP supports efforts to improve Leamington town centre, at present, they do not support the scheme.

### Council department

The department highlighted concerns on the clarity of leadership for the project and considers the need for a formal Memorandum of Understanding (MoU) to define stakeholder roles, funding sources, and communication channels. It noted that the current documentation is too high-level for technical assessment and stressed the importance of agreeing on a routing strategy for all road users before progressing. A clear boundary for the project needs to be shared to avoid unnecessary duplication of work and ensure integration with other projects. The response recommends learning from similar schemes in cities like Glasgow, Edinburgh, and Coventry.

Specific design elements also raise practical concerns. The proposed fountain plaza near the Town Hall was supported in theory but flagged for its potentially high costs and complex maintenance requirements, especially if designed as an interactive feature for children's play. Comments also addressed the need for robust pavement design particularly for the raised tables (need to be capable of taking the expected traffic load), standardised street furniture and lighting, and a realistic landscaping maintenance plan. The department emphasised the importance of using durable, readily available materials and consulting

County Highways on long-term upkeep to avoid future infrastructure abandonment e.g. the fountain.

Individual - member of the public

The individual expressed concern about the financial scale of the proposed changes, suggesting that a six-month trial period should be implemented before any final decisions are made. A trial would allow for the collection of meaningful data on traffic, pollution, footfall, and retail performance. While acknowledging Leamington's existing strengths as a town centre, they caution against assuming the proposed changes will automatically lead to improvements, describing the promotion of the scheme as overly optimistic.

Key practical concerns include the displacement of traffic and air pollution to narrower side streets, greatly reduced accessibility for elderly and disabled residents, and the loss of parking and convenience for motorists. The respondent questions whether the proposals adequately support retail vitality, arguing that they may deter shoppers who rely on car access. While recognising the potential for the scheme to enhance the town's appeal as a visitor destination, they remain sceptical about its ability to deliver tangible benefits for residents and businesses across the wider town centre.

### Notes from Warwickshire County Council's Youth Council meeting held 10th June 2025 (7 - 8pm)

- 15 members present out of 30
- Around half know Leamington / visit Leamington
- Several had been part of engagement in April 2024 and welcomed seeing how the plans had evolved
- Questions:
  - Questioned whether there will be traffic management at crossroad points – concerns about mixing vehicles and pedestrians at these points
  - Queried whether the vision will extend beyond Parade to nearby streets?
  - Questioned the length of project required to do this amount of change – particularly regarding changing the pavers which couldn't be used in the meantime – and more generally how long the full project would take?
  - Wanted there to be tour buses going up the Parade, similar to Stratford
  - Stated that if there were buses continuing to use Parade, it would significantly reduce the benefits of other changes
  - Were concerned about where the buses could go due to the high number of stops currently on Parade?
  - Wanted to make sure that local shops were represented and supported by any scheme as opposed to bigger chains – the markets, in particular, were raised as being important to support, but also prioritising local shops and independents within any new opened up space
  - Public transport from the wider county (specifically from the North, such as Nuneaton) was raised as being not very accessible, with connections from the train station to the high street itself being particularly difficult for users
  - Lighting would need to be considered in relation to safety if buses were moved to parallel roads as members raised that they would feel unsafe getting on and off buses on those streets
    - Moving buses onto side streets may also have negative impacts on traffic
  - Wanted more seating spilling out onto the Parade to be able to sit outdoors – this wasn't immediately clear in the imaging
  - Wanted more sports opportunities in Christchurch Gardens, as typically the basketball courts are full
  - Raised canals as being important for ways to access Parade - that highlights the areas links to water and its Spa heritage – canals could be linked into this plan more
  - Referenced the street alongside the Belgrade in Coventry as a useful case study where people sit and enjoy the space and take photos which would be a useful addition to Leamington
  - Were concerned about how this will practically have an impact on reducing anti-social behaviour in the town?



- Spa water tap outside pump rooms could be more of a feature as currently many people don't know it's there – having lived in the town, they have never used it?
- Suggested bringing youth services/youth club onto the Parade to encourage footfall
- London train stations have many filtered water taps, which would be a good addition along Parade that the public could use, again linking the spa heritage
- Something to attract young people potentially on the Parade or in empty units in the Priors (specific example of an arcade given) to deter antisocial behaviour that members suggested young people were contributors to
- Wanted to reduce the business rates to allow more community uses that might find current rates cost prohibitive
- Uneven surfaces can be difficult for people with disabilities and these details need to be considered for accessibility – adapting things like drains to be both accessible as well as being sustainable e.g. preventing flooding
- Were keen to know when the final report was due

### Parade, Royal Leamington Spa Public Realm Concept Masterplan - Have Your Say

The Leamington Transformation Board (consisting of Warwickshire County Council, Warwick District Council and Royal Leamington Spa Town Council) with consultants, LDA Design, and key stakeholders, have been working together to develop a public realm concept masterplan for Parade, Royal Leamington Spa.

**The Parade concept masterplan aims to help restore Royal Leamington Spa as one of England's finest town centres and Parade, one of its finest streets.**

A new vision for the town centre was produced in 2024, following extensive community engagement, and the Parade masterplan looks to support and deliver the aims of the new Vision, in particular restoring Parade as one of the town's finest streets. The masterplan also builds upon the three pillars of the vision supporting ambitions for Healthy People, a Healthy Place and a Healthy Planet.

You can find out more about this by reading the enclosed new **Vision for Royal Leamington Spa Town Centre 2024-2034**.

#### Why do we need a masterplan?

Parade boasts a rich history and is architecturally outstanding. It has the potential to be one of England's finest streets. However, like many town centres, it faces challenges and work needs to take place to help address these. Evidence shows that creative, high quality public realm which transforms places and encourages greater use of the space has a strong positive impact on the vibrancy and success of town and city centres.

The masterplan sets out emerging concept designs for Parade which aim to enhance Parade for residents, visitors, and businesses by creating space for people and activities, fostering a vibrant, sociable and inclusive environment. It also focuses on improving air and noise quality, promoting sustainable and safe connections and introducing nature and flood resilience.

The goal is to celebrate what makes Parade and its connecting streets and spaces special, preserving historic character while providing a destination for both locals and visitors.

The ideas presented are just that, ideas, with the aim of delivering the transformational change required to bring Parade back to being the place it deserves to be. No final decisions have been made and a lot more work will be required to move from concept design into more definitive designs to enable delivery. This is the start of a journey to bring about change to Parade and deliver all the benefits identified.

## How has the Parade masterplan been developed?

### Who's prepared it?

- Led by the Leamington Transformation Board (Warwickshire County Council, Warwick District Council and Royal Leamington Spa Town Council)
- Prepared by LDA Design, experienced town centre regeneration specialists, urban designers and designers of healthy streets and public spaces
- Prepared following engagement with a wide range of stakeholders

In July 2024, a series of workshops were held with officers from Warwickshire County Council, Warwick District Council, and Royal Leamington Spa Town Council and a wide range of key stakeholders from across the town to discuss the challenges and opportunities for Parade. A comprehensive report covering the process and outcomes from those sessions was developed and set the brief for the masterplan. This concept masterplan has evolved from that brief.

**Please refer to the enclosed brief and information on the Masterplan.**

### The Parade masterplan will:

- Provide a clear vision and concept designs for how Parade could be in the future and how this can help to support the town centre as a whole.
- Demonstrate how the vision for Royal Leamington Spa town centre and its three pillars - Healthy People, Healthy Place and Healthy Planet can be expressed on the ground.
- Provide a framework for creating, enhancing and managing the streets, squares and gardens on Parade.
- Support the creation of a vibrant, accessible, and functional environment that promotes social interaction, economic activity, and environmental sustainability.
- Show how the special character of Royal Leamington Spa can be expressed through the public realm layout and features such as street furniture, planting and trees.

### Things the Parade masterplan can't do:

- The masterplan is unable to directly tackle all of the challenges facing the town centre e.g. re-using empty properties, bringing back more shops, reducing litter or stopping homelessness, nor will it be able to improve Parade immediately.
- However, evidence shows that high quality public realm can have a strong positive impact on places, helping to improve the attractiveness, vibrancy and success of town centres. This is a long-term plan for transforming Parade, which will require further design and technical work, and additional funding, before the plans can be delivered. Following your feedback, we will work to progress the masterplan as quickly as possible, which may mean the plan is split into different phases of work or

more manageable projects so that, step-by-step, the transformation of Parade is achieved over time.

For further questions on the Leamington Spa Parade Concept Masterplan, please refer to the enclosed Frequently Asked Questions accompanying document and the related events.

## Why your views matter

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

We would like to hear your views on the proposed concept masterplan for Parade. We want to know if the ideas proposed will help deliver the vision for the town centre and reflects how you want this area of the town centre to be in the future.

**Please complete and return this survey by the closing date (28th July)**

## Your privacy

Following the end of a survey we shall publish the results, and this may include quotes of comments which will be anonymous. If you reply to an anonymous survey, then no personal details will be captured.

Information you provide in any additional correspondence to our surveys and consultations, including personal information, may be disclosed in accordance with the Freedom of Information Act and/or Environmental Information Regulations (EIR) and the Data Protection Act (DPA). If you want the information that you provide to be treated as confidential and not shared, including your contact details, please tell us why.

To see how we use your personal data and what your information rights are, please read our overall customer privacy notice at [www.warwickshire.gov.uk/privacy](http://www.warwickshire.gov.uk/privacy) or contact our Customer Service Centre on 01926 410410.

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

*(Required)*

*Please select all that apply*

☐ I agree to you collecting my response.

## About You

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

### 1A Please tell us who you are.

*(Required)*

*Please select all that apply*

- ☐ I am a local resident of Royal Leamington Spa
- ☐ I work in or near to Royal Leamington Spa
- ☐ I am a student in or near to Royal Leamington Spa
- ☐ I am a visitor to Royal Leamington Spa
- ☐ I am providing a response on behalf of an organisation
- ☐ I am responding on behalf of a business based in Royal Leamington Spa
- ☐ I am an elected member of a council or Parliament (including parish and town councils)
- ☐ Other (please specify)

### 1B Please tell us where you live. (If answering on behalf of a business or organisation, please select the location of the business or organisation)

*(Required)*

*Please select only one item*

- ☐ Royal Leamington Spa town centre
- ☐ Outer Royal Leamington Spa
- ☐ Outside of Royal Leamington Spa but within Warwick District
- ☐ Outside of Warwick District

**1C Please tell us how you use Royal Leamington Spa town centre. (Please select all that apply)**

*(Required)*

*Please select all that apply*

- ☐ I work or study within Royal Leamington Spa town centre
- ☐ I work or study within outer Royal Leamington Spa
- ☐ I visit Royal Leamington Spa town centre daily to use the services and facilities (such as shopping, hospitality, entertainment or visitor attractions)
- ☐ I visit Royal Leamington Spa town centre weekly to use the services and facilities (such as shopping, hospitality, entertainment or visitor attractions)
- ☐ I visit Royal Leamington Spa town centre monthly to use the services and facilities (such as shopping, hospitality, entertainment or visitor attractions)
- ☐ I visit Royal Leamington Spa town centre less than once a month to use the services and facilities (such as shopping, hospitality, entertainment or visitor attractions)
- ☐ I visit Royal Leamington Spa, but do not use the town centre
- ☐ I do not visit, work or study in Royal Leamington Spa
- ☐ I own or manage a business or organisation in Royal Leamington Spa

**2 Are you providing a formal response on behalf of a group, organisation or business?**

*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.*

*(Required)*

*Please select only one item*

- ☐ Yes - I am submitting a formal response (Please answer Q2a-2c)
- ☐ No - I am providing my own individual response (Please skip to Q3)

## Formal Responses Only

**2a Please confirm the name of the group, organisation or business:**

*(Required)*

**Your role / position:**

**Please briefly describe how the views were gathered / approved:**

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

*(Required)*

*Please select only one item*

- ☐ No
- ☐ Yes

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

*(Required)*

*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

## Parade Concept Masterplan

The concept masterplan for Parade is the first project to come out of the new vision for the town centre – ‘Life in Leamington’ (2024) and builds upon the Parade concept masterplan brief which was developed with key stakeholders in July 2024 and set the parameters for the masterplan.

The Parade concept masterplan aims to deliver one of the central aims of the new vision: **to help restore Royal Leamington Spa as one of England’s finest town centres and Parade, one of its finest streets**, whilst also building upon the three pillars of the vision supporting ambitions for Healthy People, a Healthy Place and a Healthy Planet.

Leamington's historic town centre has a wide variety of services, leisure and shopping experiences for residents, those who work or study in the town and visitors. However, like many towns, the town centre is facing challenges. This concept masterplan aims to tackle some of these challenges and bring more life and activity into the heart of the town centre to support local businesses and enhance the appearance of the conservation area.

Leamington’s historic street pattern is dominated by wide roads, which supports through traffic and on-street parking and limits space for pedestrians. 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 work recognises and seeks to address issues and constraints that exist within a town centre, including:

- Access and servicing requirements of local businesses.
- Maintaining good access for all visitors to the town, including bus users and people with disabilities.
- Vehicle access and movements through the town centre.
- Environmental and physical constraints that impact or limit opportunities (e.g. basements, utilities)
- Potential conflicts between pedestrians, delivery drivers, cyclists and vehicles.
- Consideration of the conservation area in which Parade is located and its importance from a heritage perspective.



### 3 To what extent do you agree or disagree with the aims of the new concept masterplan for Parade?

Support the creation of a vibrant, accessible, and functional environment that promotes social interaction, economic activity and environmental sustainability

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Explore how to remove vehicular traffic from Parade (Hamilton Terrace to Clarendon Avenue)

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Reinforce Royal Leamington Spa's distinctive character and its conservation area status through thoughtful design, materials, and detailing

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Integrate trees, planting and sustainable management of water, to improve climate resilience

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Support cycle access and integrate proposals that reduce potential conflicts by providing secure cycle parking and prioritising segregated cycle links on side streets

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Carefully locate seating for all ages, abilities and needs, providing different views and social settings and ensuring full accessibility

☐ Strongly Disagree      ☐ Disagree      ☐ Neither Agree nor Disagree      ☐ Agree      ☐ Strongly Agree

---

Create a new Town Square as a central gathering space, located adjacent to the Town Hall, extending to Livery Street and Hamilton Terrace

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

---

Plan the project in phases, allowing for both quick, budget-friendly improvements and bigger transformations

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

---

Consider a water feature, like a fountain plaza or mirror pool, to make the space more interactive and inviting

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

---

Ensure Parade is fun and playable for all ages, attracting families and encouraging longer visits

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

---

Link and improve existing spaces to create a more connected and welcoming town centre

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

---

Prioritise safety with good lighting, natural surveillance, and designs that consider everyone, including neurodivergent individuals and the safety of women and girls

☐ Strongly Disagree    ☐ Disagree    ☐ Neither Agree nor Disagree    ☐ Agree    ☐ Strongly Agree

#### 4 Overall, to what extent do you agree or disagree with the new concept masterplan for Parade?

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

### Movement Concepts

To enable the proposed transformation of Parade to a more people friendly, less vehicle dominated space, changes will need to be made to the current patterns of movement. The ambition is to remove most of the through traffic (cars, buses etc) from Parade to create more space for people, activities and nature. **However, the ideas presented are at an early stage and subject to change. We are sharing these with you now to gain early feedback to inform the next stages.** Further engagement with key stakeholders such as the bus operators, local businesses and communities through this exercise, is needed, together with additional technical work, before any plans are finalised.

In summary, the proposed plans are to create a people-focused space, enabling greater walking and wheeling (wheelchairs, pushchairs, scooters) on Parade with more opportunities for people to dwell, sit and enjoy the space.

We plan to achieve this by:

- Removing private motor vehicles from the length of Parade (from Clarendon Avenue to Hamilton Terrace) with traffic accommodated on alternative routes.
- Keeping the current traffic movements on Warwick Street (two-way) and Regent Street (one-way) but slowing vehicle speeds at the intersections to ensure a people-first approach to movement on Parade.
- Maintaining full access for people cycling, with new and convenient cycle parking at key locations and design features to reduce cycle speeds. Cycle routes along adjacent streets will provide quicker journey times for those cycling through town.
- Re-routing buses between Clarendon Avenue and Hamilton Terrace onto alternative side streets (two options are emerging as shown on the exhibition boards) with bus stops located as close as possible to Parade and new and enhanced bus stops and infrastructure installed.

- Allowing timed access for deliveries and loading to serve local businesses on Parade, with dedicated loading bays integrated into the concept layout for Parade, Warwick Street and Regent Street.
- Enabling emergency access and essential maintenance vehicles on Parade at all times.

**5 Overall, to what extent do you agree or disagree with the emerging ideas to change movement patterns to facilitate the transformation of Parade?**

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

## Potential Projects

The concept masterplan proposes a series of projects along the length of Parade. In the next part of this survey, we would like to hear your views on the individual projects and welcome feedback to inform the next stages of design.

### People's Parade - One of England's Finest Streets

People's Parade will be closed to through traffic, offering a once in a lifetime opportunity to create a beautiful, welcoming space for everyone. This new promenade will focus on health and wellbeing, with elegant trees, lush planting and comfortable seating. A rhythmic layout and repetition of planting and tree groups should reinforce the historic vista and provide a green connection to the existing green spaces. The design will help the environment by supporting pollinators, cooling the area during hot summer months, improving flood resilience and enhancing air quality.

The simple, elegant and uncluttered layout will complement Leamington Spa's historic Regency architecture. Art and interpretation will highlight the town's rich history and share its hidden stories. A range of new seating options, both with and without backrests and armrests, will ensure the promenade is accessible and welcoming to people of all ages and abilities. Tree planting will provide shade and shelter, supporting both people and nature.

'Play on the Way' will invite exploration with sensory planting, stepping stones, traversing beams, a discovery trail, and wind chimes, making it clear that Leamington is a child-friendly town. Lighting will help create a safe, warm and inviting atmosphere. People's Parade will also support local businesses and community events. There will be space for outdoor cafés, small events and kiosks, creating opportunities for socialising and trade.

### 6 To what extent do you agree or disagree with the new proposals of People's Parade?

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

## Town Hall Square - The Civic Heart

At the heart of People's Parade lies Town Hall Square, the jewel in the crown of Leamington Spa. A family-friendly space will be a place for everyday relaxation and occasional events. Design options will be explored, including a new dynamic water feature, comprising a fountain plaza for play, mirror pool for reflectivity and flexible areas for festivals and markets.

New planting, lighting and comfortable seating will frame views to the grade II listed Tudor and French baroque style Town Hall and provide a befitting setting for the statue of Queen Victoria. Any future plans will focus on collaboration, aiming to strengthen the town for everyone who uses and enjoys it, creating a flexible and multi-functional space.

### **7 To what extent do you agree or disagree with the proposal for a new Town Hall Square?**

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

## Warwick Street and Regent Street - Key Connecting Streets

Warwick Street and Regent Street are lively and important streets, known for their independent and community spirit. The proposed changes will keep east/west traffic flowing while reassigning space from large junctions and roads to create wider pavements, small plazas, trees, bin stores, bicycle parking and integrated space for loading/deliveries. New "Parklets" will be introduced - small areas with planters, seating, and outdoor dining spaces - to support local businesses where possible. The junctions linking with Parade will be raised and resurfaced, with generous signalised crossings, making the town centre safer and more accessible for both pedestrians and cyclists

### **8 To what extent do you agree or disagree with the proposals for Warwick Street and Regent Street?**

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

## Euston Place Gardens - A Beautiful Place for People and Pollinators

Euston Place will be transformed into a beautiful, relaxing garden, offering a peaceful space to enjoy, as well as pass through. The war memorial will remain unchanged and the focal point, with an improved setting and more space for commemorative events. Public parking will be removed, but access for deliveries, emergency vehicles, and parking for disabled people will still be available.

A new winding path, through the dappled shade of the existing trees and new areas of planting, will provide an enjoyable and safe walking route away from traffic. New paths will connect the shops and offices on Euston Place. Seating will encourage contact with nature, provide relaxing views within the gardens and to the Regency architecture beyond.

### **9 To what extent do you agree or disagree with the proposals for Euston Place Gardens?**

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.



## Jephson Gardens Gateway - A Generous Welcome

Jephson Gardens and Pump Room Gardens, located alongside the River Leam, offer a beloved green space for a relaxing stroll or a family gathering. The proposed changes aim to enhance the arrival welcome and improve pedestrian connections between these two gardens and the rest of the town.

A raised section of the road will be re-surfaced to create a level and accessible walking path, signalling to drivers that this area is a pedestrian priority zone. A new plaza will be introduced, featuring planting, seating, signage and decorative lighting. Suitable access for disabled people will be retained. The changes will create a welcoming entrance.

### **10 To what extent do you agree or disagree with the proposals for Jephson Gardens Gateway?**

*(Required)*

*Please select only one item*

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

If you wish, please use the space below to explain your response.

## Quality of Place

We want to improve the quality of the public realm on Parade overall through the details such as the paving and furniture; trees and planting; lighting; art, interpretation and signage.

A summary of the proposed conceptual ideas is listed below:

- **Sustainable and regenerative public realm** - The public realm aims for sustainable, restoring environment, focusing on climate resilience and connecting people with nature.
- **Paving and furniture** - A restrained material palette, high-quality natural stone paving, unified furniture, and simple, elegant detailing will create pedestrian-friendly streets.
- **Trees and planting** - New trees and planting will increase pollinator populations and make the area healthier and more liveable for people, providing flood resilience, cooling and health benefits.
- **Lighting** - Lighting will extend the enjoyment of the streets and spaces after dusk to create a cohesive lit environment and welcoming ambience, enhancing a sense of safety and security
- **Art, interpretation and signage** - Integrated art and interpretation will highlight Leamington Spa's rich history and hidden stories. Paving and furniture will feature place-specific motifs, reference the distinctive building construction, patterns and names, reflecting the town's heritage.

**11 To what extent do you agree or disagree with the proposed concept ideas?**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Sustainable and regenerative public realm					
Paving and furniture					
Trees and planting					
Lighting					
Art, interpretation and signage					

If you wish, please use the space below to explain your response.

## Final Thoughts

**12 Is there anything key that is missing from the Parade concept masterplan?**

**13 Are there any benefits or impacts that we need to consider that are associated with the Parade concept masterplan?**

**14 Do you have any further comments on the Parade concept masterplan that you have not mentioned elsewhere?**

## 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. 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?** *Please select only one item*

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

**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'.

*Please select only one item*

- |                              |                             |   |
|------------------------------|-----------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Prefer not to answer |
|------------------------------|-----------------------------|---|

**How do you describe your ethnic background?** *Please select only one item*

- |                               |   |   |
|-------------------------------|---|---|
| <input type="checkbox"/> Arab | <input type="checkbox"/> Asian or Asian<br>British -<br>Bangladeshi | <input type="checkbox"/> Asian or Asian<br>British - Indian |
|-------------------------------|---|---|

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Asian or Asian British - Pakistani | <input type="checkbox"/> Other Black Background            | <input type="checkbox"/> White British                                      |
| <input type="checkbox"/> Asian or Asian British - Chinese   | <input type="checkbox"/> Mixed - Asian and White           | <input type="checkbox"/> White Irish  |
| <input type="checkbox"/> Other Asian Background             | <input type="checkbox"/> Mixed - Black African and White   | <input type="checkbox"/> Gypsy, Romani or Traveller                         |
| <input type="checkbox"/> Black or Black British - African   | <input type="checkbox"/> Mixed - Black Caribbean and White | <input type="checkbox"/> Other White background                             |
| <input type="checkbox"/> Black or Black British - Caribbean | <input type="checkbox"/> Other Mixed Background            | <input type="checkbox"/> Prefer to self-describe (please state if you wish) |
|   |  | <input type="checkbox"/> Prefer not to say                                  |

If you prefer to self-describe please do so here:

**How do you describe your gender?** *Please select only one item*

- ☐ 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?** *Please select only one item*

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

**How do you describe your religion/belief?** *Please select only one item*

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> Buddhism     | <input type="checkbox"/> Sikhism   | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Christianity | <input type="checkbox"/> Spiritualism  |  |
| <input type="checkbox"/> Hinduism     | <input type="checkbox"/> Any other religion or belief (please state if you wish) |  |
| <input type="checkbox"/> Islam        | <input type="checkbox"/> No religion or belief                                   |  |
| <input type="checkbox"/> Judaism      |  |  |

If you wish to self-describe please do so here:

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

*Please select only one item*

- ☐ 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:

**Thank you for completing this survey**