



# Stratford upon Avon Town Council

## CHRISTMAS LIGHTS AND STRATFORD-IN-BLOOM SURVEY

November 2011

Stratford-upon-Avon is extremely lucky to have the benefit of money from the Guild & College Estate, administered by the Town Trust. Because of this, the Town Council awards only very modest grants to Stratford-upon-Avon individuals or organisations. However, the Town Council has always actively supported Christmas Lights and Stratford-in-Bloom in the belief that Christmas lights and floral displays and features significantly enhance the environment in which we live, and provide a feeling of well-being for the community.

The Town Council remains committed to this ethos but seeks confirmation from residents that this level of continued or increased support is justifiable and represents good value for money, particularly as local authorities have no statutory obligation to contribute to either initiative.

The method of seeking this confirmation was achieved via a residents survey in issue 12 of 'Bridging the Gap', the Town Council's quarterly newsletter, which was issued to residents as an insert in the 25<sup>th</sup> October 2011 issue of the Midweek News to the four wards in Stratford-upon-Avon town. Some areas of Alveston, not covered by the Midweek News, was delivered by Town Councillors. Copies were available from the Town Hall and a version was also published on the Town Council website for online completion and a download form was also made available on the Town Council and Trinity Mead websites.

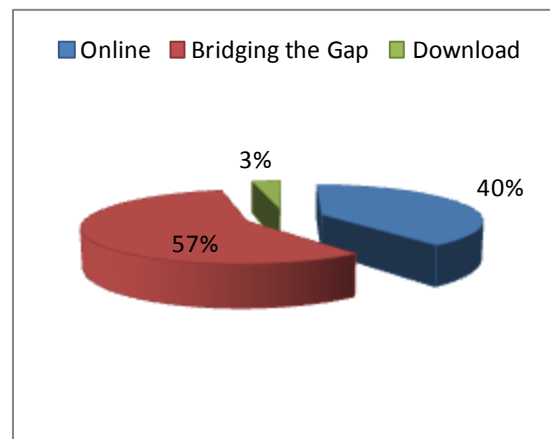
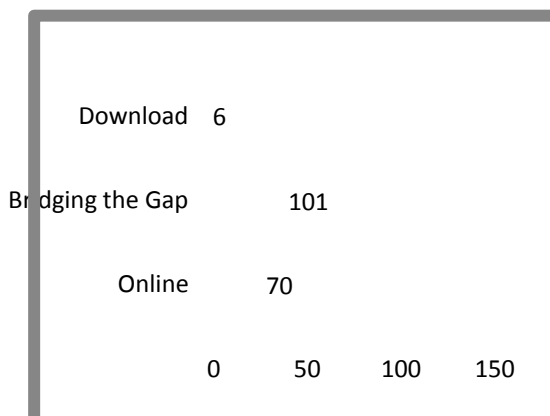
The questions on the survey were reviewed by the Consultation Officer at Stratford-on-Avon District Council.

12,500 copies of the survey were printed for circulation and collection points were available, the locations are defined in the analysis of their effectiveness at the end of the report.

The closing date for the return of completed surveys was **18 November, 2011**. The results of the survey are to appear on the Town Council's website from 5th December and published in the spring 2012 edition of 'Bridging the Gap'. Personal data supplied on the form is held on computer and only used in accordance with the Data Protection Act 1998 for statistical analysis, planning and in the provision of services by Stratford-upon-Avon Town Council

There were no questions which required answers in free form text but some residents did respond with text which included at the end of this report but played no part in the analysis.

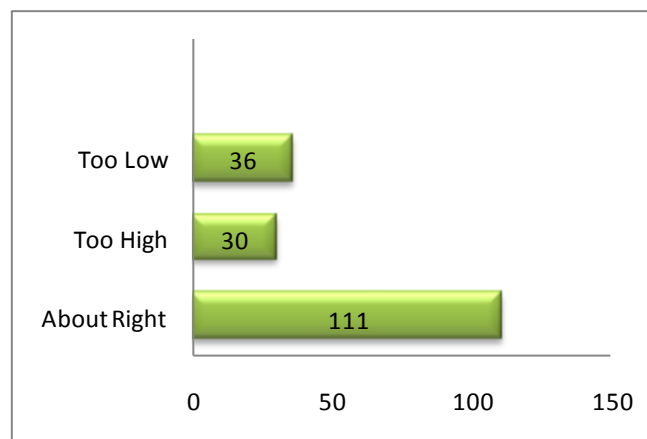
### 177 Survey forms were returned.





**CHRISTMAS LIGHTS** adorn Bridge Street, Church Street, Clopton Bridge, Ely Street, Greenhill Street, Henley Street, Rother Street, Sheep Street, Waterside and Wood Street for five weeks in the run-up to Christmas and are switched-off at twelfth-night. The lights are provided by Christmas Lights Co Ltd, a group of volunteers who work without remuneration.

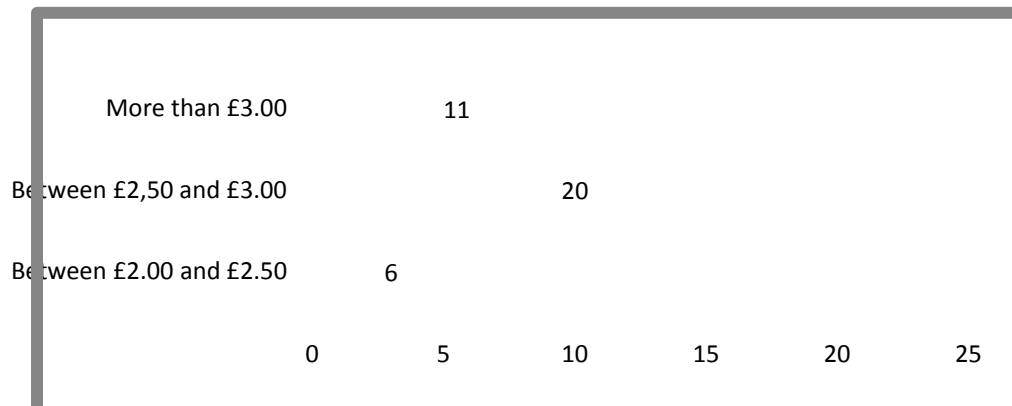
**Q1: Christmas Lights costs £68,000 per annum. Stratford-upon-Avon Town Council provides 34% of the operating cost which represents £23,500 or £2.00 of the annual £39.91 town council tax for a Band 'D' property. Do you think this is:**



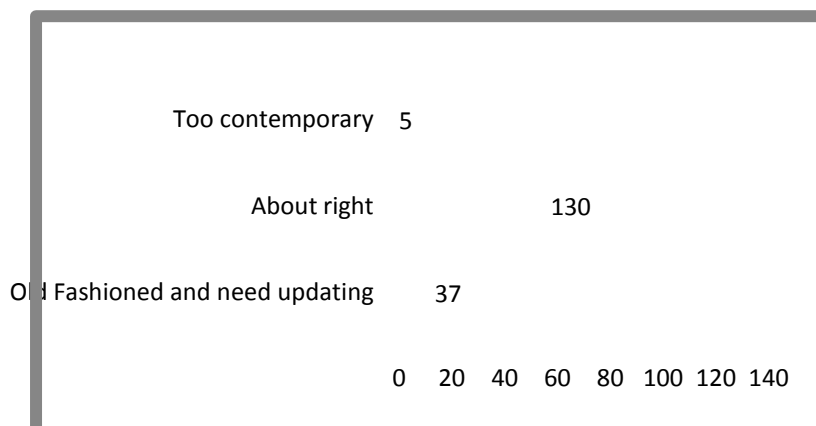
**Q2: If you considered this too high, what proportion of the town council tax should the Council contribute towards Christmas Lights:**



**Q3: If you considered this too low, what proportion of the town council tax should the Council contribute towards Christmas Lights:**



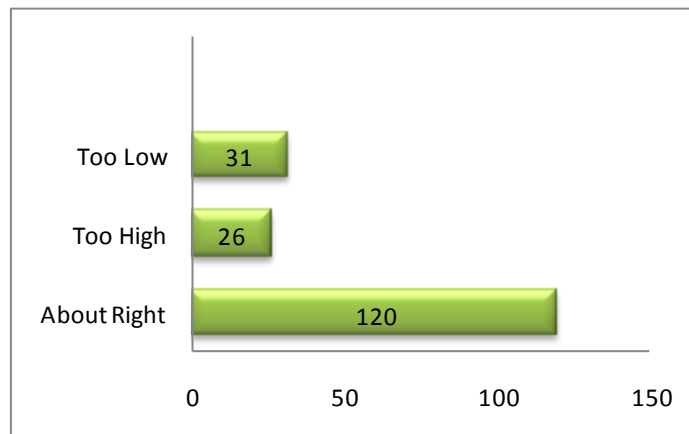
**Q4: Do you consider that the Christmas Lights are:**





**STRATFORD-IN-BLOOM** is responsible for providing a proportion of the town's overall floral displays but has no responsibility for the Bancroft. It provides and maintains specific floral displays and features within the town, which includes bulbs, hanging baskets, troughs and planters at various locations, including town entrances and on various roundabouts. It seeks to promote community involvement through the encouragement of additional planting by individuals, schools and businesses by means of an annual competition. It further promotes the In-Bloom ethos, by entering the national In-Bloom competition and has won many medals over the years. Stratford-in-Bloom is also a committee of volunteers, who work without remuneration.

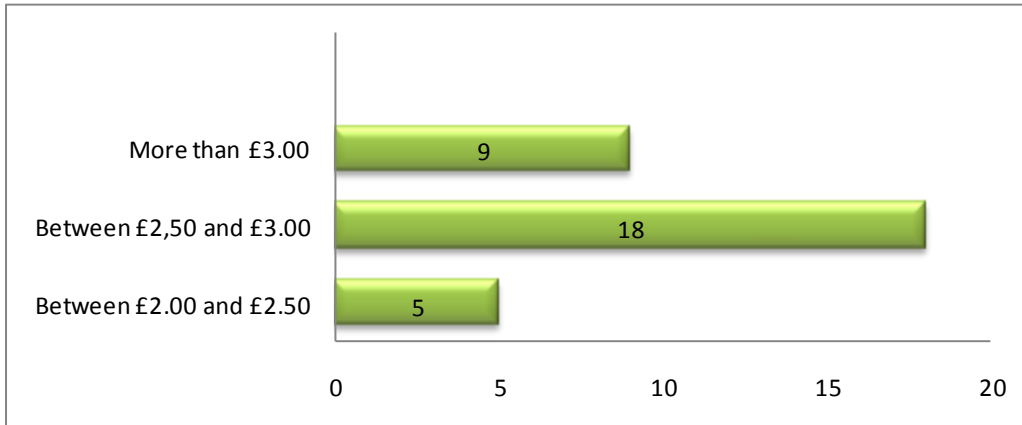
**Q5: Stratford-in-Bloom costs £58,778 per annum . Stratford-upon- Avon Town Council provides 40% of the operating cost which represents £23,500 or £2.00 of the £39.91 annual town council tax for a Band 'D' property. Do you think this is:**



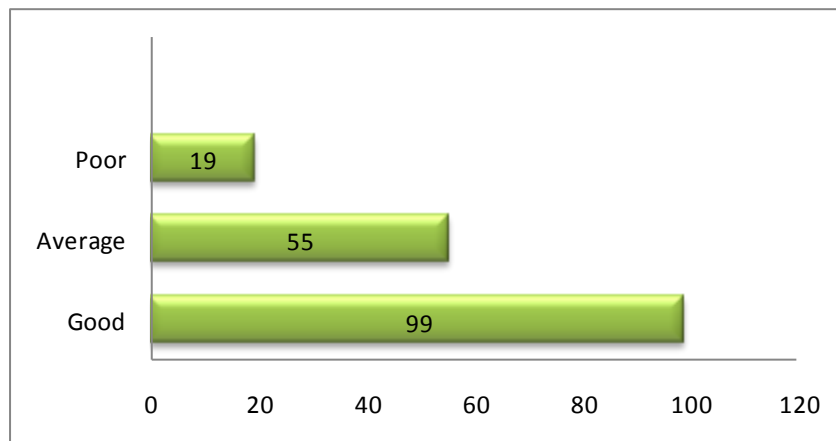
**Q6: If you considered this too high, what proportion of the town council tax should the Council contribute towards Stratford-in-Bloom:**



**Q7:** If you considered this too low, what proportion of the town council tax should the Council contribute towards Stratford-in-Bloom:



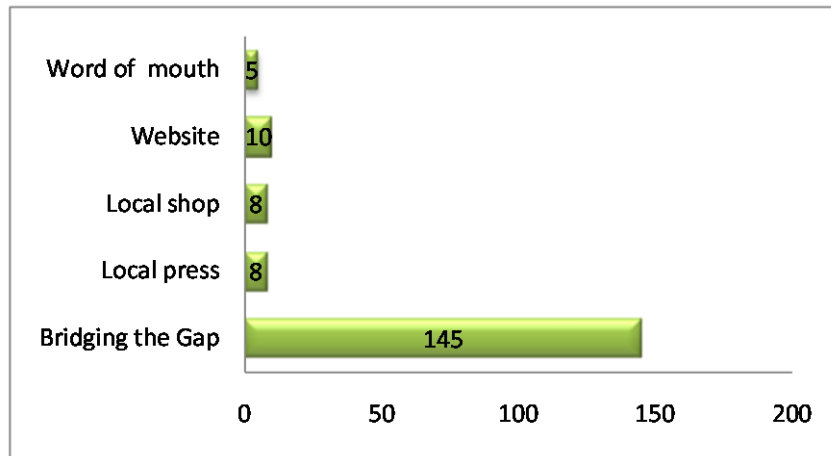
**Q8:** Do you consider that Stratford-in-Bloom displays are:



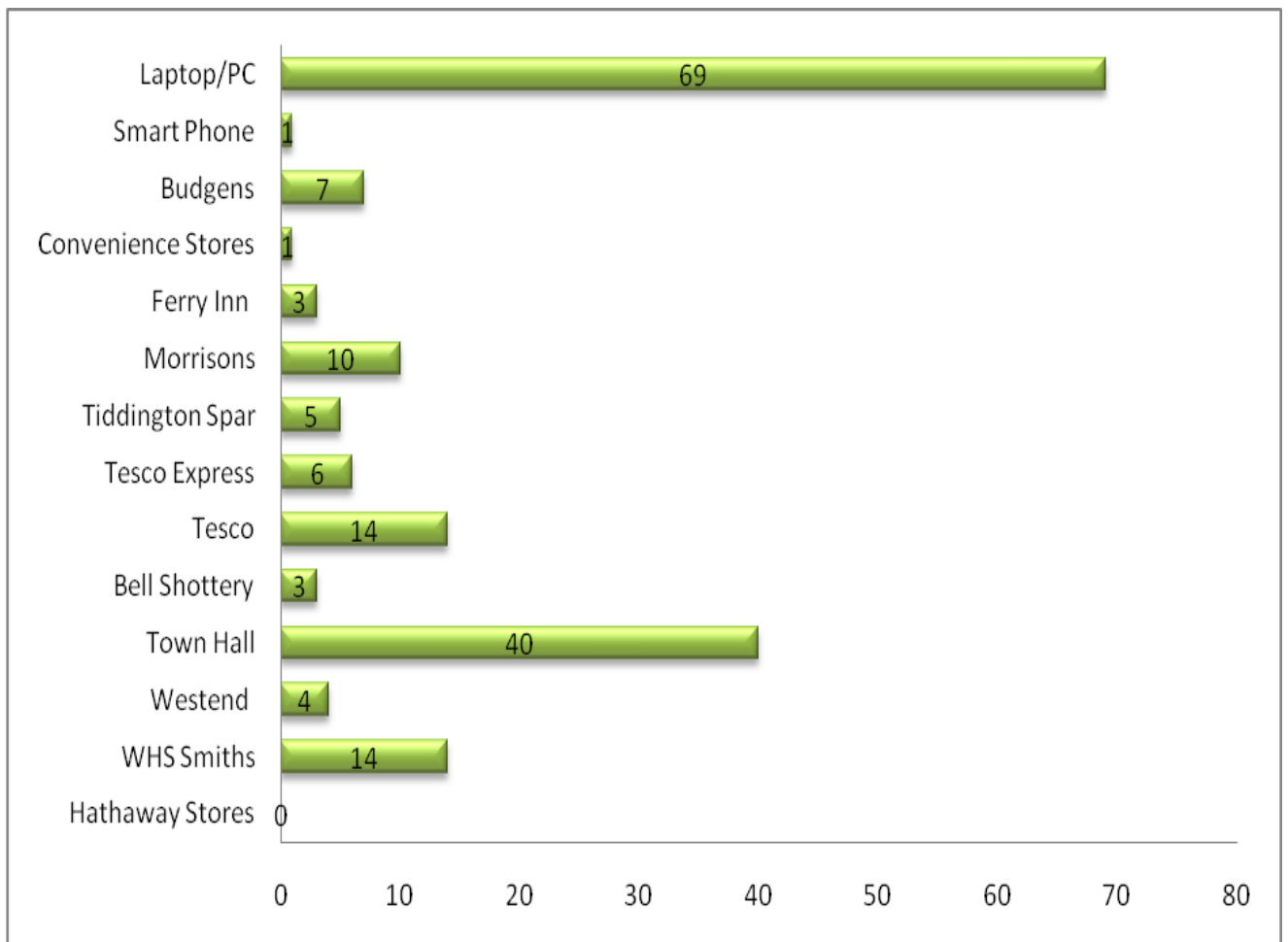
**Q9: For your views to be taken into account, please complete your postcode and house number:**

cv37	1	cv37 6uj	1	cv37 7jd	1	cv37 9bw	1
cv37 0ag	1	CV37 6UW	2	Cv37 7jf	2	CV37 9DB	2
cv37 0at	1	cv37 6xb	1	CV37 7JH	1	cv37 9dg	2
cv37 0dn	1	cv37 6xe	1	CV37 7JJ	1	cv37 9dj	1
CV37 0DS	1	cv37 6xg	1	cv37 7jl	1	cv37 9dt	1
cv37 0du	1	cv37 6xj	1	CV37 7JW	3	cv37 9dw	1
cv37 0dz	1	CV37 6XQ	1	cv37 7jx	2	cv37 9dy	1
cv37 0ru	2	cv37 6xs	1	cv37 7lp	2	cv37 9eb	2
CV37 6BJ	1	cv37 6xt	2	CV37 7LS	1	CV37 9ED	1
CV37 6DE	1	cv37 6xu	1	cv37 7lw	1	CV37 9EL	1
cv37 6dn	2	cv37 6ya	1	cv37 7pl	1	CV37 9EP	1
cv37 6ds	1	cv37 6yw	1	cv37 7pr	3	cv37 9et	1
cv37 6dt	1	CV37 7BA	3	CV37 7PX	1	CV37 9EU	1
cv37 6gd	1	cv37 7bb	1	cv37 7qj	1	cv37 9ex	1
cv37 6gf	1	cv37 7bt	1	cv37 7qn	1	cv37 9fa	1
CV37 6GN	1	cv37 7de	1	cv37 7qp	1	cv37 9fe	1
cv37 6gr	2	CV37 7DS	1	cv37 7qq	1	cv37 9ha	1
CV37 6HN	1	CV37 7DU	1	cv37 7qt	1	CV37 9HD	1
CV37 6HS	2	CV37 7DX	4	cv37 7qz	2	cv37 9he	1
cv37 6jy	1	cv37 7el	1	CV37 7RB	1	cv37 9js	1
cv37 6lu	1	cv37 7en	2	cv37 7rj	1	cv37 9jz	1
cv37 6rn	1	cv37 7eu	1	cv37 8ay	1	CV37 9LU	1
CV37 6RS	1	CV37 7EZ	1	cv37 8ey	1	cv37 9lw	1
cv37 6ru	1	cv37 7gs	1	cv37 8ne	1	cv37 9pu	1
cv37 6sj	1	CV37 7HA	2	CV37 9AG	1	cv37 9qa	1
CV37 6SL	2	CV37 7HG	1	cv37 9AS	2	cv37 9qd	3
CV37 6SR	1	CV37 7HH	1	CV37 9AW	1	cv37 9qw	3
cv37 6st	2	cv37 7hj	1	cv37 9az	1	cv37 9qy	1
cv37 6sx	1	cv37 7hl	1	cv37 9ba	1	cv37 9rj	1
CV37 6TA	1	cv37 7hr	2	cv37 9bd	1	CV37 9RP	2
CV37 6TE	2	cv37 7hu	1	cv37 9be	1	Cv37 9yu	1
cv37 6tj	1	cv37 7hw	2	CV37 9BJ	2	CV37 9YX	2
CV37 6TL	2	cv37 7hy	2	CV37 9BL	1	WD6 3HT	1
cv37 6tn	1	cv37 7ja	1	cv37 9bp	1		

**Q10: It would be useful to the Council if you could tell us how you heard of this survey:**



**Collection Point Numbers**



I have just completed the online survey and was hoping there would be a box for further comments, but sadly there wasn't. I have two comments which I would like you to take into account, as follows:

1. I marked my answer on the lights as being too contemporary - which was the only way I had of recording my intense dislike (and that of many of my acquaintance) for the blue-white LED lights used principally on the roundabout Christmas tree at the top of Bridge Street. I understand that LED lights are far more cost effective but can you not use a yellow-white LED which would match the older lights and achieve a better overall effect? The blue-white lights jar completely, as is evident even on the cover of the latest 'Bridging The Gap' newsletter.

2. The older, more traditional lights suit the town's built environment well, and I'm sure many people would be sorry to see them replaced by more contemporary styles - quite apart from the capital cost of purchasing new lights during the current economic downturn. Would it be possible to offset the higher running costs of the old style light bulbs with a phased purchase of energy efficient bulbs, to be incorporated into the old fittings?

I hope you can take these comments on board as part of the survey.

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I have just tried to complete the survey regarding the Christmas lights and Stratford in Bloom.

I feel I must make some additional comments about the survey which unfortunately the responses did not allow. We were asked whether we thought the Christmas Lights were too contemporary, old fashioned, or about right. As most streets have old fashioned lighting but Henley Street has contemporary lighting, I found this a ridiculously worded question. I think the lack of a traditional Christmas tree in front of Barclays Bank is a sad situation. I moved to Stratford 6 years ago when we still had a proper tree. The town centre looked wonderful then. The modern structure which has been erected in the past 3 years is totally inappropriate for a town which prides itself on its tourist industry and links with the past.

As far as Stratford in Bloom is concerned I think more flowers are required at each entry to the town and on the roundabouts. When I am abroad people say what a lovely town Stratford is. They are referring to several years ago and have not seen the deterioration in the tubs and baskets in the town. We are dependent upon the tourist industry to maintain the town as a thriving community.

Please bear these comments in mind when making decisions about future expenditure.

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Lights very attractive but some need updating.

Do all the streets need lights, appreciate lights simplicity and good taste, would be quite happy with coloured lights strung along the buildings like Henley in Arden/Cheltenham.

Need real Christmas trees, in bloom displays not as good as the past, we need lights and bloom commensurate with this lovely historic market town, no tacky adornments.

Bloom should be using more long lasting plants, bloom very poor this year.

Do we need a lot of lights e.g Clopton Bridge, what about just the main streets in town, bloom garish, too bright and old fashioned, less pansy displays please.

Must include the bridge for lights.

Bloom good most of the time, Bancroft Gardens poor.

Love the Bridge Street tree of light, other nearby towns have much better flower displays e.g. Henley in Arden, Alcester.

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