

STRATFORD DISTRICT ECONOMIC DEVELOPMENT SURVEY 2008

FINAL REPORT

PREPARED BY

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FOR

STRATFORD DISTRICT COUNCIL

Project managed by Venture Taranaki

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1.0 EXECUTIVE SUMMARY

The aim of the Stratford District Economic Development Survey 2008 was to gather opinions from the Stratford business community and residential community on how the district should develop. This report presents the results of 466 completed surveys received – 428 community surveys and 38 business surveys.

1.1 Overview

It is clear that some of the feedback and recommendations from the 2000 Stratford District Economic Development Survey have been enacted. Feedback from the 2008 survey was extensive and shows generally that the improvements made to the town over the past few years have had a positive impact on the community.

The results from the 2008 survey show improvements in key areas over the 2000 survey as follows:

- There has been a large increase in the number of respondents who would recommend shopping in Stratford unconditionally, up from 25.6% in 2000 to 54.9% in 2008 - evidence of improvement in the community's perception of shopping in Stratford.
- An increase in the percentage of respondents who do the majority of their shopping in Stratford from 61.0% in 2000 to 68.0% in 2008 also demonstrates a positive level of support for shopping in Stratford.
- Improvements in the town's appearance registered second amongst positive comments of shopping in Stratford, after good service/friendly people.
- Half of the businesses surveyed (50.0%) expect good growth potential of up to five percent for their main products over the next five years, an increase from 31.9% in 2000.

However, there were issues identified in the retail area which were also raised in 2000.

- Many respondents raised the issue of a need for a second supermarket to be built in Stratford to provide competition to the existing supermarket.
- A lack of some retail shops, specifically clothing and shoe shops, was still a significant issue for many respondents.

In addition, improvements required to some facilities also registered strongly with many respondents:

- A requirement for additional or upgraded public toilets in town.
- An upgrade to the swimming pool including replacement of the roof. (It is noted that this has been identified in the Stratford Long Term Community Council Plan (LTCCP)).

A summary of results from the Community survey and the Business survey follow.

1.2 Community Survey

For Stratford District residents, Stratford was the preferred shopping centre for stationery, cosmetics, groceries, hardware and home appliances. Stratford and New Plymouth were equally preferred for household furnishings, while New Plymouth was preferred over Stratford for clothing and footwear, sports and camping equipment and toys, gifts and jewellery.

Overall, 68.0% of respondents undertake the majority of their shopping in the Stratford District, an increase from 61.0% in 2000.

Suggested improvements to shopping in Stratford included a new supermarket to foster more competition; more clothing and shoe shops; and big box retail (eg. The Warehouse).

Overall, 54.9% of respondents would recommend shopping in Stratford to others unconditionally, an increase from 25.6% in 2000. Also 25.2% would recommend shopping in Stratford to others with conditions, down from 43.9% in 2000, while 16.1% would not recommend shopping in Stratford to others at all, down from 27.1% in 2000.

Of all survey respondents, 70.6% had their place of work within the Stratford District while 23.6% worked outside of the district.

In terms of facilities that were lacking or in need of upgrading in the district, 21.0% of respondents suggested new shops including a new supermarket, while 16.4% believed that new recreational facilities, especially upgrading the swimming pool, was required.

Options to enhance the image and viability of Stratford included further beautification and town development, more town promotion and attractions and a heavy traffic bypass.

Ideas for improving Stratford District as a place to live, work and enjoy included improving facilities and shops and improving access around the town, (ie. paths, pedestrian crossings, etc.).

1.3 Business Survey

The majority of business survey respondents were involved one of three main industry groupings – Retail (31.6%), Professional and Business services (15.8%) and Tourism and Hospitality (10.5%).

The average number of staff employed was 4.5 full-time staff, 1.8 part-time staff and 7.0 casual staff, although the casual staff figure was skewed upwards due to one business that employed 60 casual staff.

Most (81.6%) of respondents businesses were locally owned, while 13.2% were owned by people in the Taranaki Region and 7.9% of businesses were owned nationally. Some 26.3% of businesses surveyed were home-based businesses.

Responses from businesses were categorised by business turnover. The three largest responses came from businesses with business turnover under \$100,000 (21.1%), \$100,000 – 200,000 (15.8%) and \$1M - \$2M (10.5%).

Of 38 respondents, only two businesses (5.3%) indicated that they generated revenue from exporting.

Seven businesses indicated they would increase **full-time staff** by an average of 1.4 persons over the next year, while one business indicated they would decrease full-time staff by one person.

One business indicated they would increase **part-time staff** by one person over the next year, while five businesses indicated they would decrease staff by one person.

Two businesses indicated they would increase **casual staff** by one person over the next year, while one business indicated they would decrease casual staff by three people.

Only 18.4% of businesses surveyed expected strong growth of **over five percent** for their main products over the next five years.

Half of the businesses surveyed expected good growth of **up to five percent** for their main products over the next five years.

Some 18.4% of businesses surveyed expected growth for their main products to **remain static** over the next five years.

Only 7.9% of businesses surveyed expected **a decline** in growth potential for their main products over the next five years.

Key trends expected to affect industry sectors over the next five years included: the impact of the economic recession to reduce expenditure and sales; increasing competition from large retailers; and the influence of a decreasing dairy payout and increasing costs of farm inputs such as fertiliser.

In terms of business purchasing practises, most respondents appeared to source **less than half** of their purchases/supplies from within the region. Conversely, there were a number of businesses who made the majority of their purchases outside the region either due to lack of local suppliers, or the nature of the product or business necessitating the use of specific suppliers or importation of product.

In terms of sales, most respondent's sales occur locally or within the region with comparatively fewer sales outside of the region. Some businesses indicated they were not looking for sales outside the region either due to the nature of their business/product or because they are part of national chains and are only focused on sales in the Taranaki Region.

Suggested strengths and opportunities of Stratford as a place to be in business included the central location, dairy farming in the district, strong community and supportive Council, lower rents and overheads, Mt Taranaki and the opportunity for more tourism.

Suggested weaknesses of and threats to Stratford as a place to be in business included lack of population, lack of variety in shopping, climate and weather, Council costs and lack of consistent promotion.

Suggested positive and negative issues in relation to economic and business development in Stratford included more information sharing amongst businesses, addressing parking and traffic flow issues in Stratford and more promotion of the benefits of living in Stratford.

Suggestions for the role Stratford District Council should play in helping to further develop industry in Stratford included more advertising, promotion and marketing, less red tape, promote and attract new business to Stratford and working closely with Venture Taranaki Trust.

Other ideas to enhance business and the community in the district include continuing the new look upgrade, bringing events to Stratford, make it more attractive for business (ie. lower costs), employing a Business Development person to attract businesses/industry, improving public transport to New Plymouth and encouraging all sectors to work together toward a common goal.

1.4 Recommendations

From the results of the Stratford District Economic Development Survey 2008, a number of themes can be identified:

1. Further town improvement and beautification should continue to increase the charm and appeal of the shopping precinct/CBD and provide an attractive destination for families, and local and out-of town shoppers. This extends to upgrading of other town facilities, parks and roading/access infrastructure.
2. A concerted effort is required to target and attract specific retail businesses to Stratford to fill gaps that have been identified in the market, (eg. a supermarket, clothing and shoe shops, car parts, etc.).
3. Additional analysis has shown that Stratford is a preferred shopping district for those aged over 40 and New Plymouth is preferred by those under 40. To encourage those aged under 40 to shop in Stratford, businesses may wish to expand or re-adjust their marketing to reduce sales leakage from the district. Also this evidence will support the opportunity to attract a greater range of shops as outlined in Recommendation 2.
4. A continued focus on leveraging business and tourism opportunities from Stratford's natural strengths is required, (ie. central location for Taranaki agricultural industry, close proximity to Egmont National Park for leisure/tourism activities, etc.).
5. Although there was only minor support from the survey for continuing the Shakespearean theme of Stratford, development of a unique and attractive marketing theme for Stratford, which residents are proud of and businesses will utilise in their marketing, is important for on-going promotional purposes for the district.

6. Further promotion of the benefits of living in Stratford and the recreational opportunities available was suggested. Ideally this would be brought together under the Stratford marketing theme.

Given the large amount of feedback and involvement of the community in this project, the results of this survey will need to be communicated to residents and businesses in the Stratford District.

It is important to note that over 50% of respondents to the survey were aged 60 years and over. This compares with the 2000 survey figure of 36% and the 2006 Census figure of 19.8% for those aged 60 years and over. Therefore, this over-representation of older people in the 2008 survey may introduce a bias when interpreting some sections of the survey. This has been balanced somewhat through additional analysis on shopping preferences in section 4.1.2.

In future, it may be more appropriate for Stratford District Council to alter the methodology to a random, stratified survey (ie. a survey where quotas are used to ensure that basic demographics such as age and gender of the survey sample are representative of the general community). Although slightly more complex to administer, the results are more likely to provide a higher degree of 'representativeness' of the wider community and a foundation from which to generalise about trends in the community.

Finally, although the response rate for the community survey was very positive, the business survey response rate was lower than anticipated and provides only a limited insight into Stratford business issues. In future, the business survey methodology may also need to be revised to achieve a more robust response.

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2.0 INTRODUCTION

APR Consultants Ltd (APR) was commissioned by Venture Taranaki to undertake an Economic Development Survey of the Stratford business community and residential community on behalf of the Stratford District Council in October and November 2008.

The aim of the survey was to gather opinions from the Stratford business community and residential community on how the district should develop, and compare the results with the Economic Development survey for Stratford undertaken by APR in August 2000.

This report presents the results of the 466 completed surveys received – 428 community surveys and 38 business surveys. By comparison in 2000, 469 community surveys and 109 business surveys were received.

For the 2008 community survey, a similar sample size to the 2000 community survey allows comparisons to be reasonably made to provide indicators of potential trends.

The initial 2008 business survey response was lower than anticipated (26 responses) so an additional effort was made in late November and early December to gather more completed questionnaires. This resulted in an extra 12 completed questionnaires being received bringing the total to 38.

However, please note that great care should be taken when comparing the business survey results from 2008 and 2000. Due to differing sampling methodologies and the smaller sample size in 2008, the results are not directly comparable.

3.0 METHODOLOGY

The questionnaires for the economic development survey were designed by APR in consultation with Venture Taranaki Trust.

With minor changes, the questionnaires were virtually identical to that used in the 2000 survey.

The self-completion questionnaires were distributed to the residential community via an insert in the local newspaper and to the business community via the Stratford District Council.

Completed questionnaires were mailed freepost to Venture Taranaki who returned them to APR for analysis.

In total, 428 community surveys and 38 business surveys were returned.

Of the community surveys returned, the distribution of districts where respondents reside was as follows:

- Stratford – 86.9%
- South Taranaki – 11.4%
- New Plymouth – 0.2%
- Not specified – 1.4%

4.0 RESULTS

The following section outlines key results from the 2008 Stratford District Economic Development Survey. The raw data tables and comments for the Community survey can be found in Appendix One. The raw data tables and comments for the Business survey can be found in Appendix Two.

Section 4.1 summarises the results from the Community Survey.

Section 4.2 summarises the results from the Business Survey.

4.1 Stratford Community Survey

Q1. In which shopping centre location would you normally make the majority of the following family or personal purchases?

The first question determines whether respondents have locality preferences for purchasing the following family or personal items:

1. Books/Stationery
2. Clothing or footwear
3. Cosmetics/medicines or personal products
4. Groceries
5. Hardware (including kitchen items, tools, paint, etc.)
6. Home appliances
7. Household furnishings
8. Sports and camping equipment
9. Toys, gifts, jewellery, handcrafts
10. Other.

The results are outlined in the graphs on the following pages.

An interesting point that arose from this question was that, although the question was the same for both the 2000 and 2008 survey, in 2000 many responses chose two or more shopping centres (eg. Stratford and New Plymouth) as the centre where they would normally make the majority of their purchases. In these cases, two or more destinations were categorised under 'Other', resulting in some large percentages for the 'Other' category.

In the 2008 survey, most respondents only selected one shopping centre, resulting in much smaller percentages categorised as 'Other'.

This could be attributed to a number of factors including an increase in the variety of shopping opportunities at each centre satisfying more customers, or the recent increase in

the price of fuel reducing the amount of travel being undertaken. A specific question around reasons why respondents travel to other shopping centres was not asked.

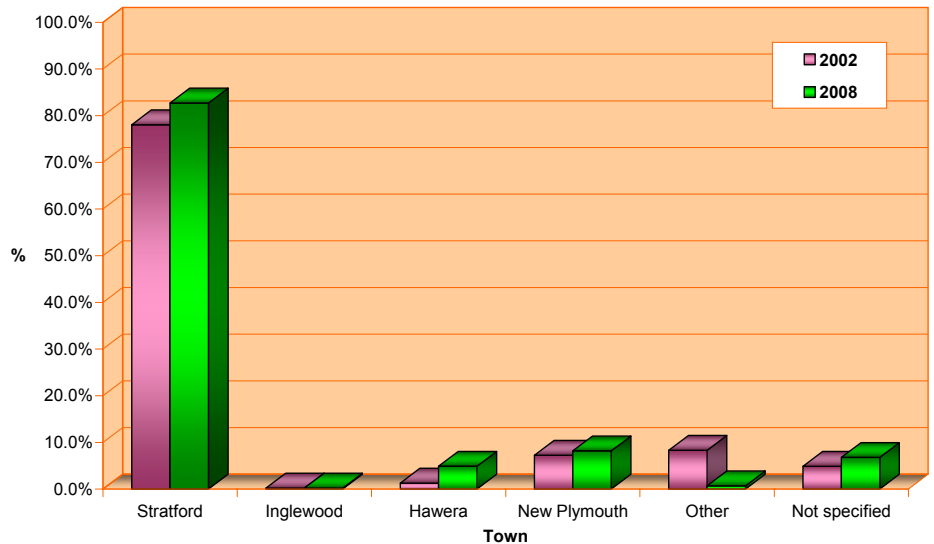
NB. For further analysis of the following questions cross-tabulated against age groups please see section 4.1.2 on page 17.

1. Books/Stationery

Stratford was the most popular shopping centre destination for the purchase of books and stationery for 82.7% of survey respondents, increasing 4.7% from 2000.

Hawera has increased from 1.3% in 2000 to 4.9% in 2008. New Plymouth increased 1.0% from 7.2% in 2000 to 8.2% in 2008.

Figure 1: Preferred Centre – Books/Stationery



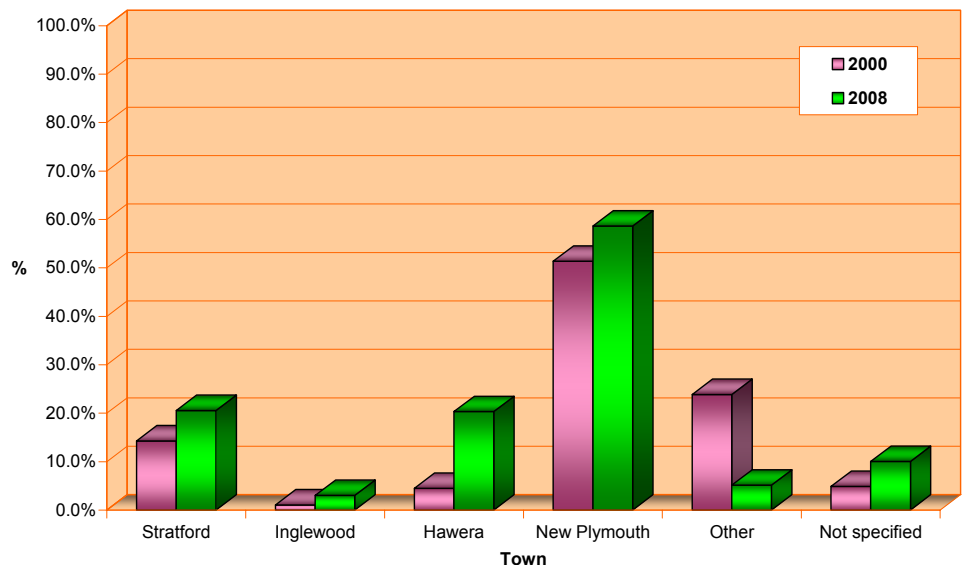
2. Clothing & Footwear

For clothing and footwear shopping, New Plymouth was the preferred destination for 58.6% of survey respondents.

Stratford and Hawera were virtually equal, preferred by 20.6% and 20.3% of respondents respectively.

The gains for 2008 appear to have come at the expense of 'Other' suggesting greater satisfaction with clothing and footwear shopping in Stratford,

Figure 2: Preferred Centre - Clothing & Footwear

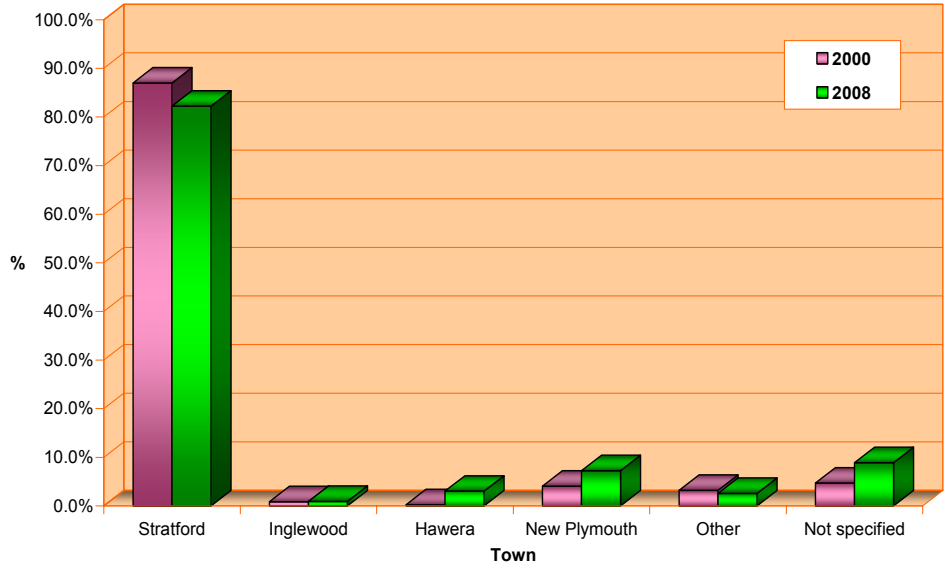


Hawera and New Plymouth.

3. *Cosmetics, medicines or personal products.*

Stratford was the main shopping centre for 82.2% of respondents for the purchase of cosmetics, medicines or personal products. This has reduced slightly from 87.0% in 2000.

Figure 3: Preferred Centre – Cosmetics, etc.



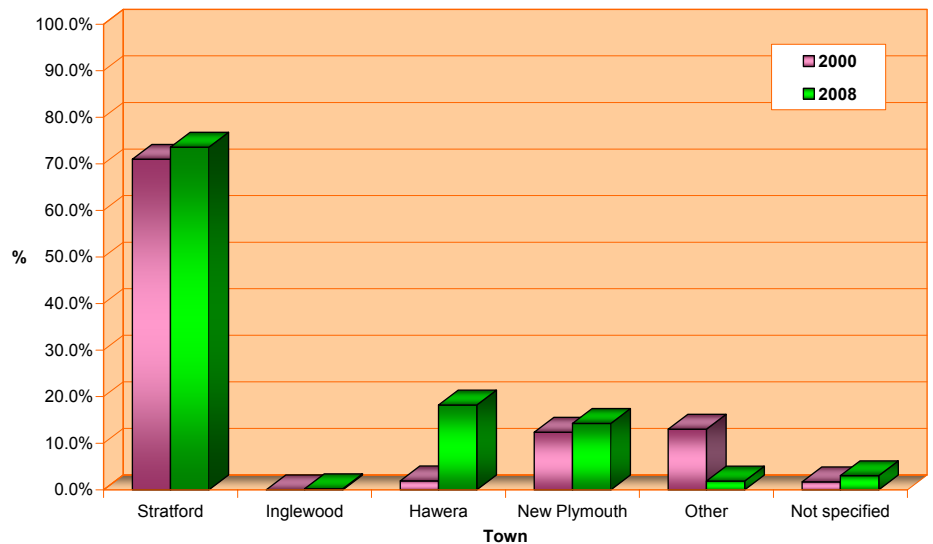
4. *Groceries*

Stratford was the preferred shopping centre for 73.6% of respondents.

Hawera has shown a big increase since 2000, rising from 1.9% to 18.2% in 2008.

New Plymouth has increased slightly from 12.4% to 14.3% in 2008.

Figure 4: Preferred Centre - Groceries



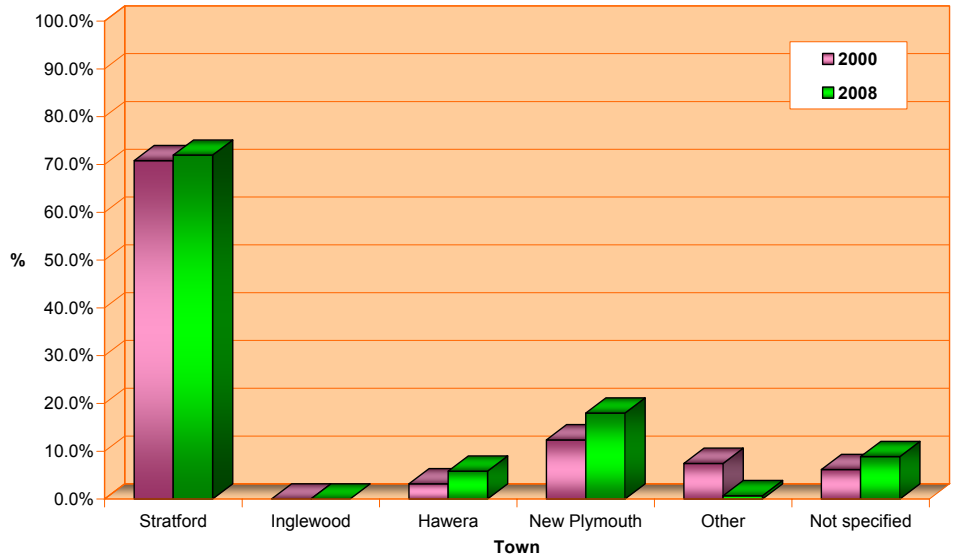
Given the frequency required for grocery shopping, this represents a reasonable leakage from the Stratford economy.

5. Hardware (including kitchen items, tools, paint, etc.)

Stratford was the preferred destination for the purchase of hardware by 72.0% of survey respondents.

New Plymouth has a strong and increasing share, preferred by 18.0% of respondents.

Figure 5: Preferred Centre - Hardware

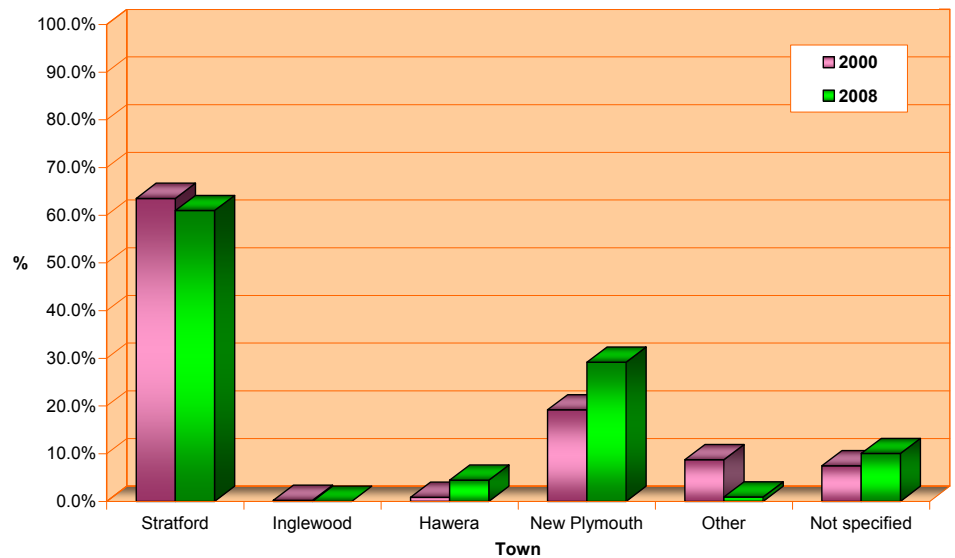


6. Home Appliances

Stratford was the preferred shopping centre for home appliances for 61.0% of respondents.

However, New Plymouth has a strong share with 29.2% of respondents, growing 10.0% from 2000.

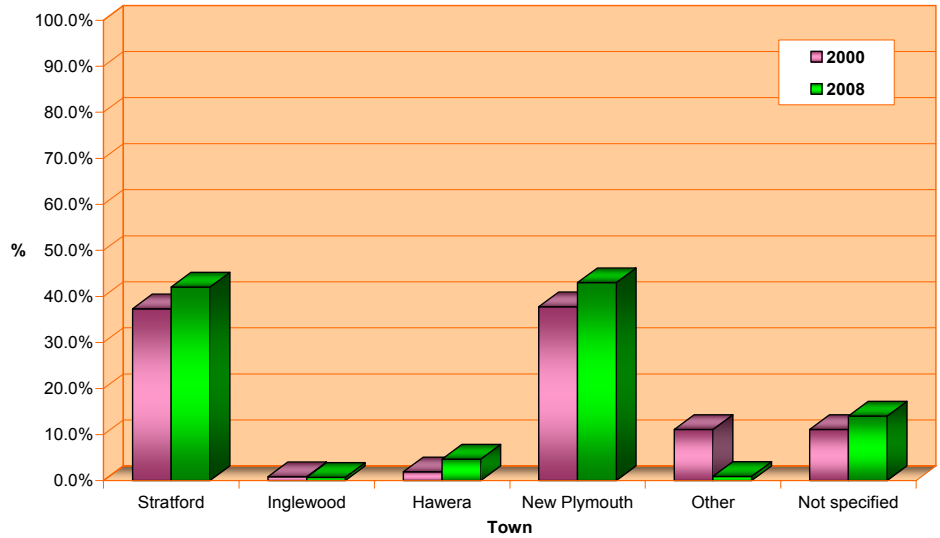
Figure 6: Preferred Centre – Home Appliances



7. Household Furnishings

For Household furnishings, the market is shared equally between Stratford (42.1%) and New Plymouth (43.0%), suggesting Stratford may lack a range of Household Furnishing stores.

Figure 7: Preferred Centre - Household Furnishings



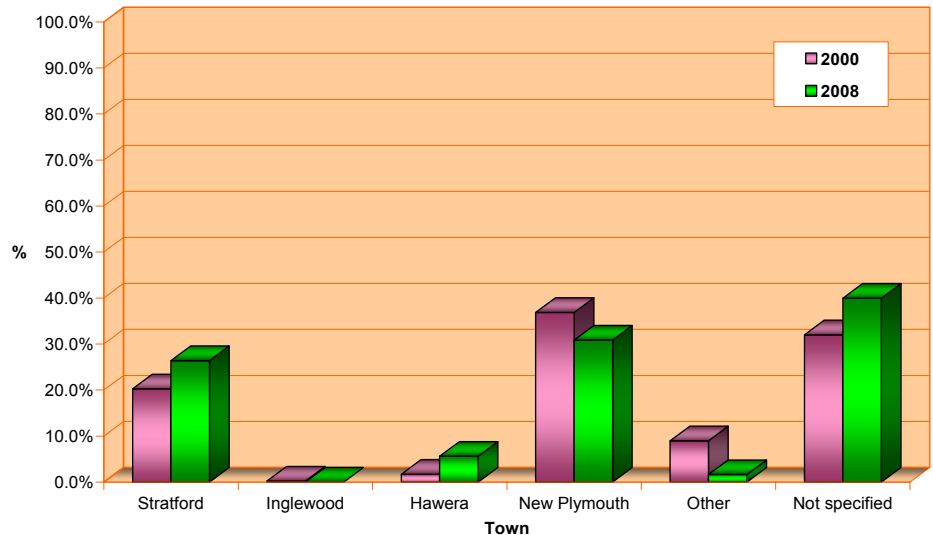
8. Sports and Camping Equipment

New Plymouth was the preferred shopping centre for sports and camping equipment with 30.8% of respondents, having dropped from 36.9% in 2000.

Stratford has grown in popularity from 20.3% in 2000 to 26.4% in 2008.

A large number of 'Not specified' may indicate no recent purchases in this category, which may be attributable to the older demographics of the respondent sample.

Figure 8: Preferred Centre - Sports and Camping Equipment



9. Toys, gifts, jewellery and handcrafts

New Plymouth was the preferred shopping centre for toys, gifts, jewellery and handcrafts with 43.5% of respondents, having increased from 34.3% in 2000.

Stratford was less popular scoring 40.0% of respondents, having increased from 33.9% in 2000.

Hawera increased from 2.1% in 2000 to 8.4% in 2008.

An increase in all three centres comes at the expense of 'Other' which would suggest that respondents are more satisfied with purchasing options within the three centres.

10. Other

Some 15% of respondents listed items for other categories. These included farm supplies and equipment, garden centres, petrol, cars and CDs/DVDs. Details are listed in Appendix One.

Q2. Overall, in what district do you do the majority of your shopping?

Stratford is the district where 68.0% of respondents undertake the majority of their shopping, an increase from 61.0% in 2000.

By comparison 20.6% of respondents do the majority of their shopping in New Plymouth, a reduction from 22.8% in 2000.

Figure 9: Preferred Centre - Toys, Gifts, Jewellery, Handcrafts

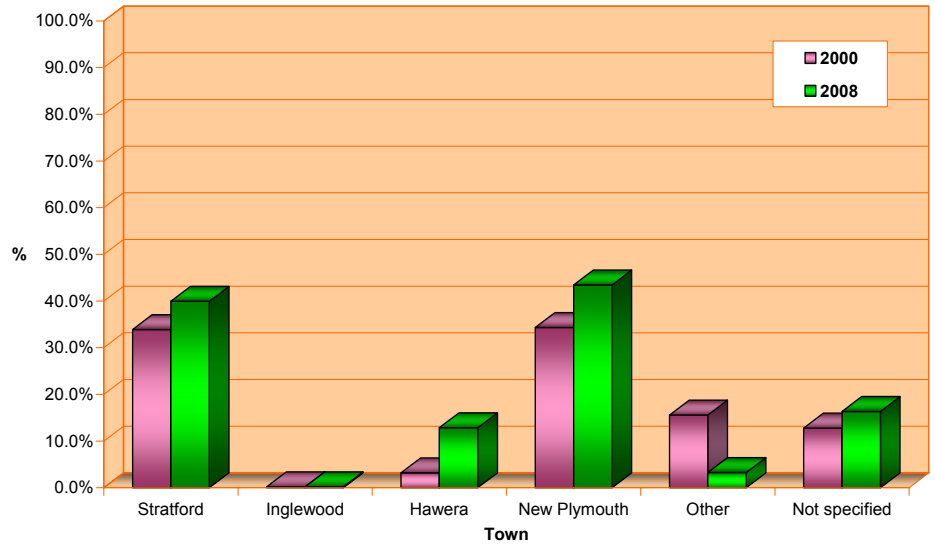
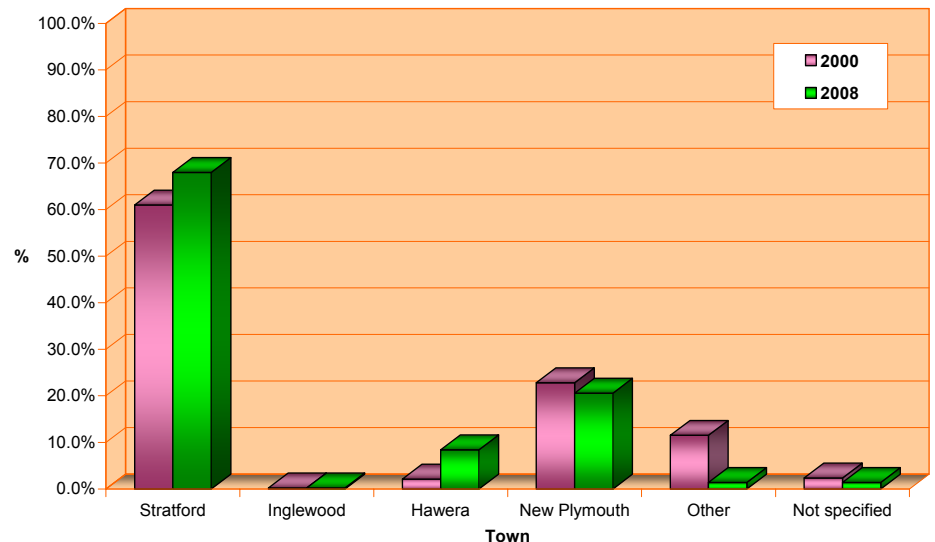


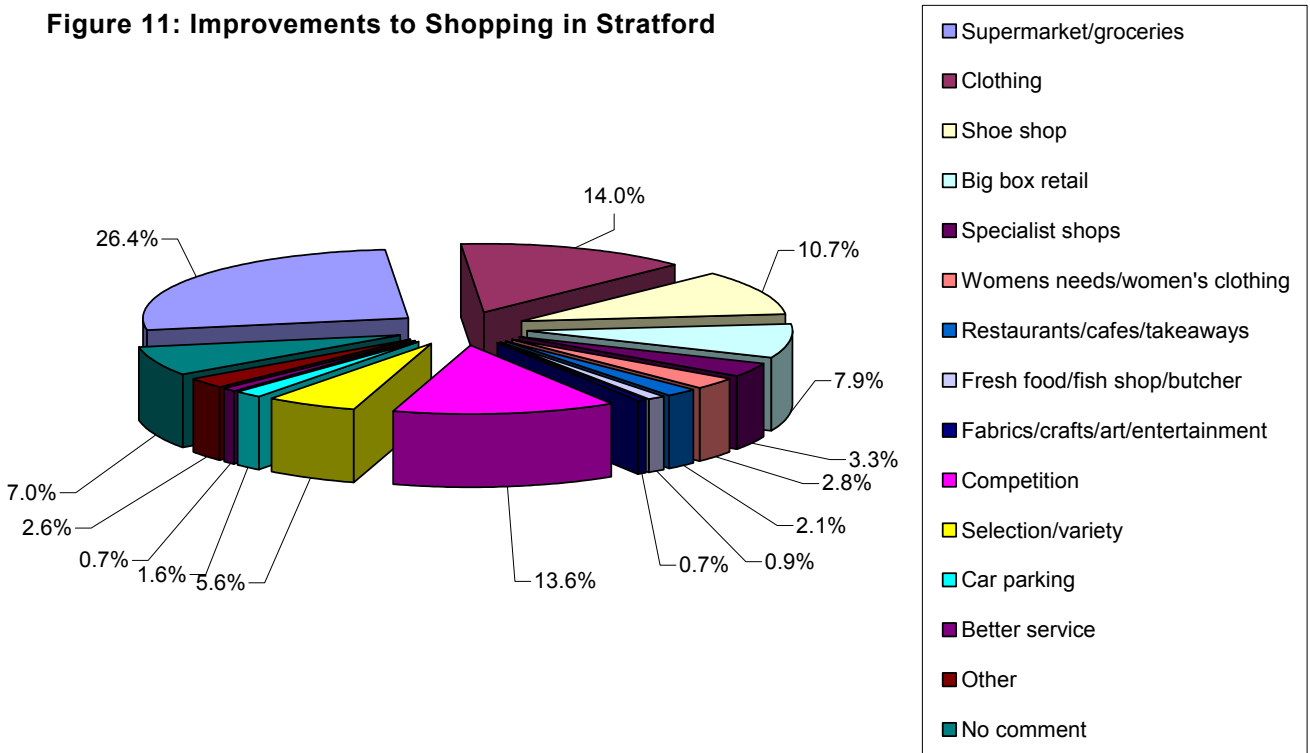
Figure 10: Preferred Shopping District



Q3. Are there any specific things that could be undertaken to improve shopping in Stratford?

Just under half of all respondents (49.8%) provided comments about improvements to shopping in Stratford. The types of shops and issues around shopping that were mentioned are outlined in the graph below.

Figure 11: Improvements to Shopping in Stratford



Key improvements to shopping in Stratford included:

- 26.4% of all respondents believed a new supermarket was required to provide greater competition and more variety;
- 14.0% and 10.7% of all respondents thought more clothing shops and more shoe shops respectively were needed;
- 7.9% thought big box retail (eg. The Warehouse) was required;
- 13.6% mentioned there should be more retail competition while 5.6% thought there should be a wider selection and variety of stores; and
- Other general issues raised about Stratford that were of concern included parking, roads/traffic, customer service (in shops) and the town image.

Specific responses to this question are detailed in Appendix One.

Q4. Would you recommend shopping in Stratford to other people?

The majority of respondents (54.9%) would recommend shopping in Stratford to other people unconditionally, up from 25.6% in 2000.

This represents a large increase and is evidence of improvement to the community’s perception of shopping in Stratford.

Reasons for recommending shopping in Stratford included variety of shops meeting customers’ needs (13.8%); good/friendly service (10.3%); supporting local business (9.1%) and parking (8.6%).

Other findings were:

- 25.2% would recommend Stratford for shopping with conditions, down from 43.9% in 2000; and
- 16.1% would not recommend Stratford for shopping, down from 27.1% in 2000.

Specific responses to this question are detailed in Appendix One.

Q5. Do you have any other comments, positive or negative, to make with regard to shopping in Stratford?

Just over half of respondents (51.4%) had no comment to make regarding shopping in Stratford. A further 19.6% had positive comments while 5.6% had negative comments and 23.4% had neutral comments. Many of the comments mirrored issues raised previously.

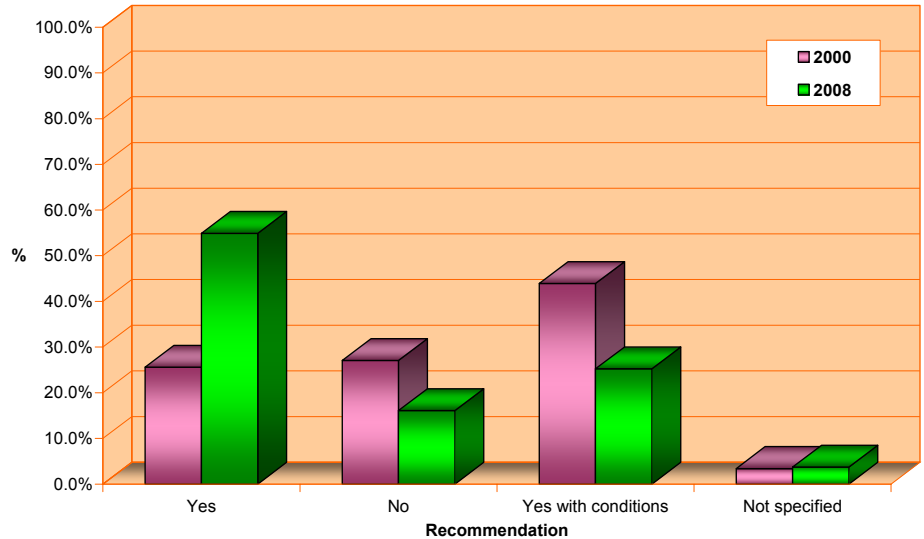
Positive comments included good service/friendly people (5.1%); good appearance/town has improved (4.9%); parking (4.0%) and good selection of products/shops (2.8%).

Negative comments included high prices (1.6%); lack of choice (1.4%); poor presentation (0.9%) and irregular hours of shops (0.7%).

Neutral comments included (more) products/shops required (11.2%); town appearance (5.1%); suggested improvements (2.6%) and traffic (2.3%).

Specific responses to this question are detailed in Appendix One.

Figure 12: Recommend Shopping in Stratford



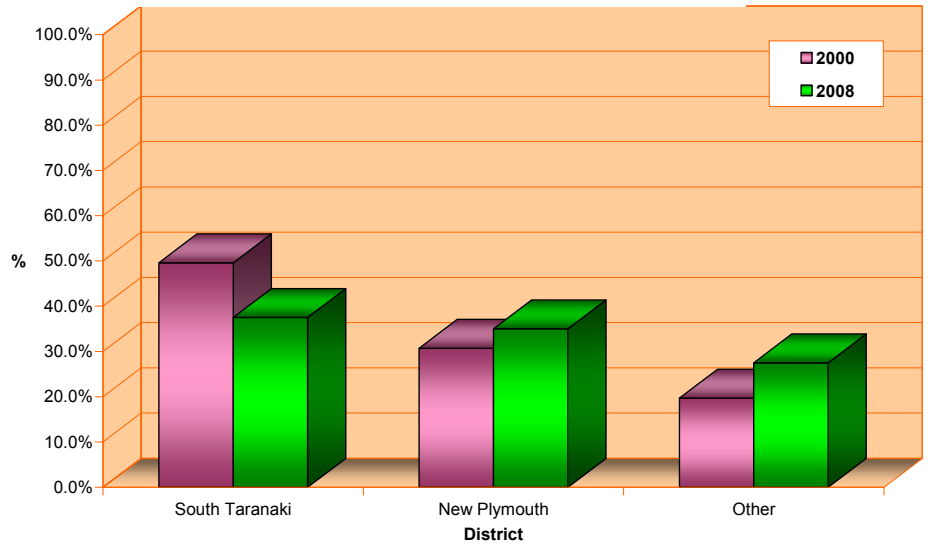
Q6. Living and working in the District

Overall 86.9% of survey respondents were resident in Stratford, 11.4% in South Taranaki, 0.2% in New Plymouth and 1.4% did not specify their residence.

Of all respondents, 23.6% worked outside of the Stratford District, 70.6% worked within the district and 5.8% did not specify the location of their place of work.

Of those who worked outside of Stratford District (see Figure 13), 37.5% worked in South Taranaki (down from 49.6% in 2000), 35.0% worked in New Plymouth (up from 30.7% in 2000) and 27.5% worked in other districts (up from 19.7% in 2000).

Figure 13: Work Outside of Stratford District



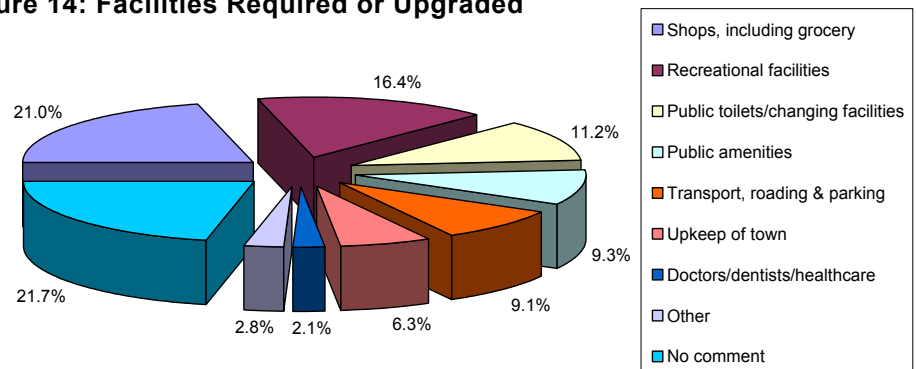
Q7. Are there any facilities in the district that you feel are lacking or a need to upgrade any existing facilities?

The addition of new shops, particularly a new supermarket, was seen as an important need in the district by 21.0% of respondents. In addition:

- 16.4% of respondents felt new recreational facilities, especially an upgrading of the swimming pool was required; and
- 21.7% of respondents had no comment.

Specific responses to this question are detailed in Appendix One.

Figure 14: Facilities Required or Upgraded



4.1.1 Respondent Demographics

The following section is intended to provide an indication of the demographics of survey respondents. The results are not representative of the district population, therefore care needs to be taken when interpreting the results.

The demographics of the respondent group were heavily weighted towards females and older age groups. This can happen with non-random surveys as older individuals may have more time available to fill out questionnaires while younger age groups may have less time available or are less interested.

Q10. Age

A large proportion of respondents were aged in the older age groups compared with the 2000 survey, with a smaller representation of the younger age groups.

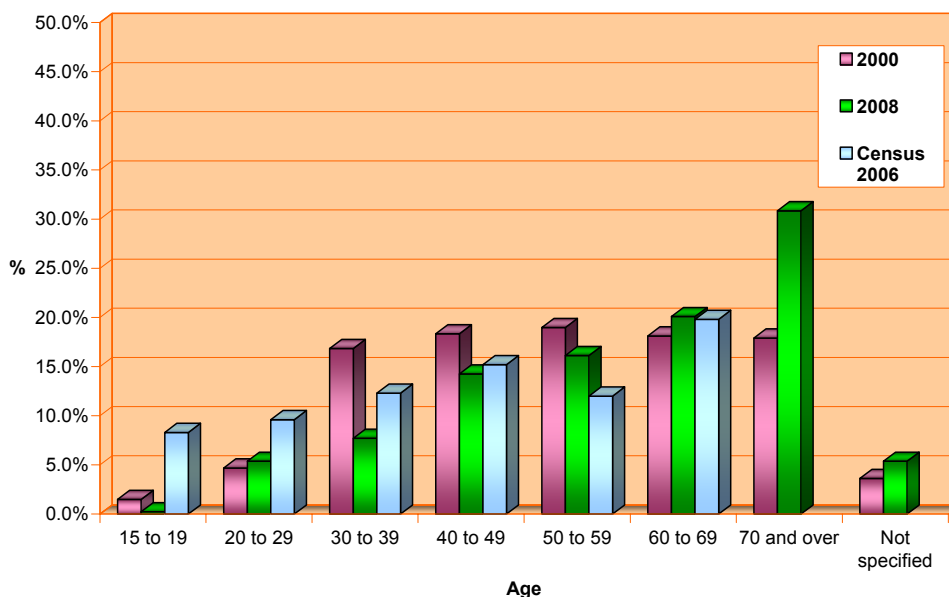
A comparison has been made with Census 2006 statistics to give an indication of the variance.

For example, over 50% of respondents to the survey were aged 60 years and over. This compares with the 2006 Census figure of 19.8% for the Stratford District and the 2000 survey figure of 36% for those aged 60 and over.

This over-representation of older people in the 2008 survey may introduce a bias when interpreting some sections of the survey. Further analysis of questions 1 and 2 by age group has been undertaken in section 4.1.2 Additional Analysis, to provide the relative shopping preferences between age groups.

(Please note that the Census figure for 60 to 69 actually represents all those aged 60+, ie. 19.8%. The Census does not have a 60 to 69 age bracket, but rather a 65+ age bracket.)

Figure 17: Age Composition



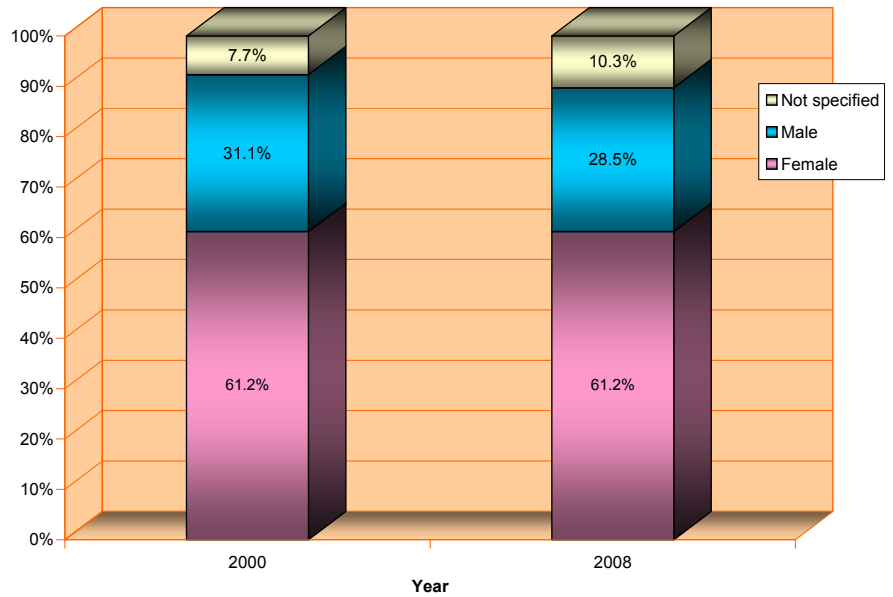
Q11. Gender

In both the 2000 and 2008 survey, females made up 61.2% of respondents.

In 2008, male respondents were 28.5%, slightly less than the 2000 survey.

By comparison, the 2006 Census figures for the Stratford District, were 49.6% male and 50.4% female.

Figure 18: Gender



Q12. Size of Household

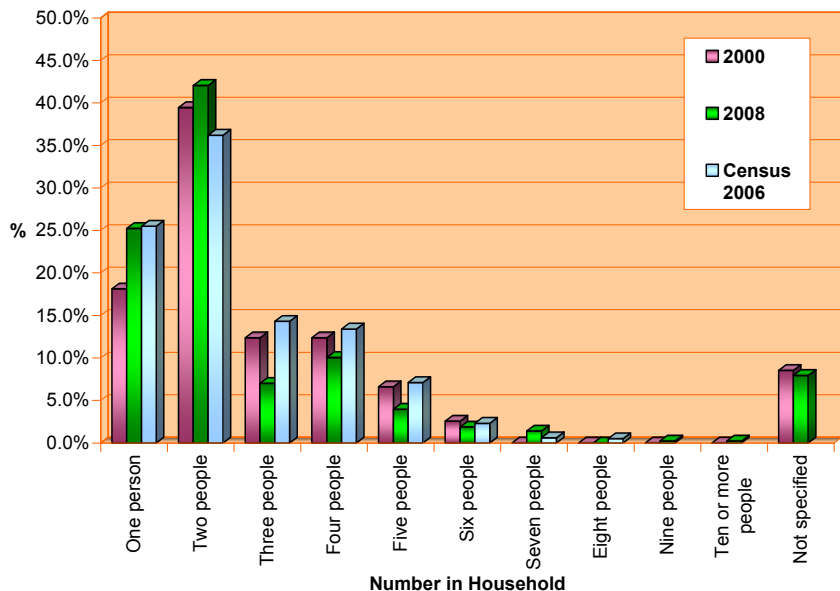
Two people was the most common size of household reported by 42.1% of respondents, up from 39.4% in 2000.

The proportion of people who reported living in one-person households increased from 18.1% in 2000 to 25.2% in 2008.

A comparison has been made with Census 2006 statistics to give an indication of the variance.

The large number of two-person households and fewer three- and four-person households in the sample is probably due to the over-representation of older age groups in the sample (married couples living on their own) and under-representation of the 20 – 40 year age groups with families.

Figure 19: Size of Household



Q13. Gross Household Income

There were increases in respondents from several gross household income bands.

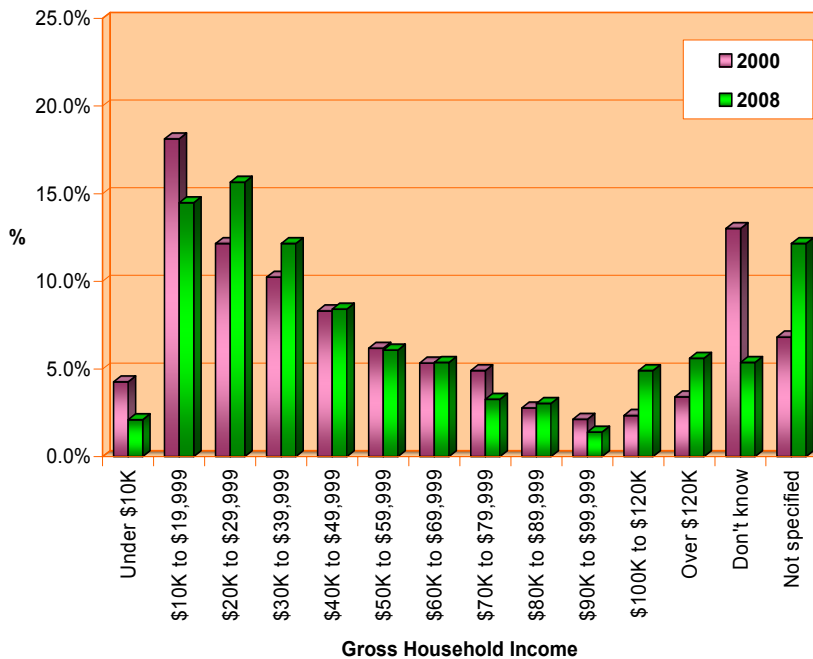
Respondents from households with a gross household income of \$20,000 to \$29,999 comprised 15.7% of the sample, up from 12.2% in 2000. Respondents from households with a gross household income of \$30,000 to \$39,999 were up 1.9% from 10.2% in 2000 to 12.1% in 2008.

Also up were respondents from households with a gross household income of \$100,000 to \$120,000, up 2.6% from 2.3% in 2000 to 4.9% in 2008. Respondents from households with a gross household income of over \$120,000 were up 2.2%, from 3.4% to 5.6%.

Respondents from households with a gross household income of \$10,000 to \$19,999 showed a decrease from 18.1% in 2000 to 14.5% in 2008.

Comparisons could not be made with Census 2006 figures as Statistics NZ use different income groupings.

Figure 20: Gross Household Income



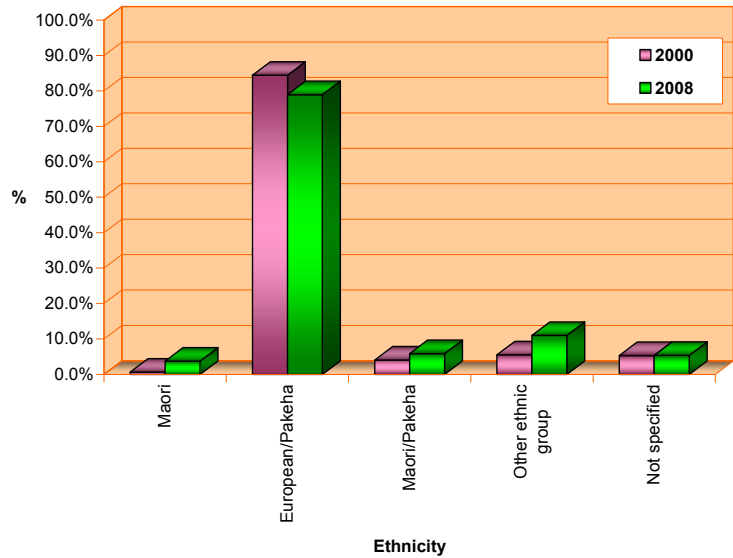
Q14. Ethnicity

Respondents identifying as European/Pakeha comprised 79.0%, those identifying as Māori were 3.7% and those identifying as Māori/Pakeha were 5.8% of the sample.

Those respondents identifying as ‘Other Ethnic Group’ comprised 11.0% of the sample.

By comparison, Census 2006 percentages for those identifying as European and Māori were 82.8% and 11.2% respectively.

Figure 21: Ethnicity



Q15. Rural/Urban

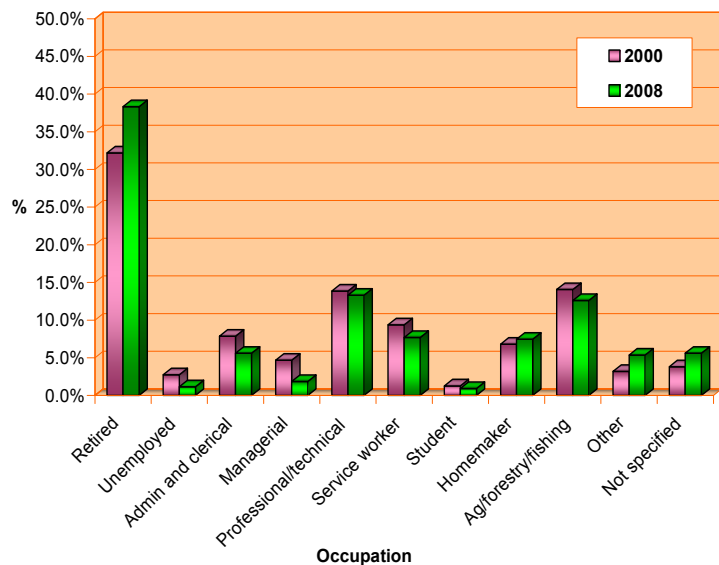
Those respondents identifying as rural dwellers were down 7.7% from 34.5% in 2000 to 26.9% in 2008. Those respondents identifying as urban dwellers were up 6.5% from 61.0% in 2000 to 67.5% in 2008.

Q16. Occupation

The largest occupation category to which respondents belonged was Retired at 38.3%, followed by Professional/Technical at 13.3%, Agriculture, Forestry and Fishing at 12.6% and Service workers at 7.7%.

Comparisons could not be made with Census 2006 figures as Statistics NZ have different occupational groupings.

Figure 22: Occupation



Q17. Additional Comments

A range of additional comments and suggestions to improve the community and Stratford District have been detailed in Appendix One.

4.1.2 Additional Analysis – Shopping Preferences

The over-representation of older people in the community survey skewed the shopping preferences results appreciably towards those of the older age group. Therefore this section looks at additional analysis to cross-tabulate questions 1 and 2 to gain an understanding of the relative influence of shopping preferences for each age group.

The same shopping preference categories from question 1 were repeated in this analysis.

To remove age group bias, the following analysis takes 100% of each age group and allocates the proportion or percentage of the group that prefer each shopping centre. Therefore these graphs tend to show the ‘market share’ that each shopping centre has of each age group, and are less influenced by the over-representation or under-representation of the various age groups.

However, care should be taken when interpreting this analysis where there are small sample sizes. With the 15 – 19 age group there was only one respondent, therefore this age group should be ignored. With the 20 – 29 age group there were less than 30 respondents¹ (23 respondents) and so this provides more of an indication of likely preferences rather than being a representative of the 20 – 29 age group generally. The sample sizes for the other age groups were larger and can be interpreted with a higher degree of validity.

The summary graphs from questions 1 and 2 have been repeated after each age group graph to provide context.

The raw data and tables for this cross-tabulated analysis can be found in Appendix One.

¹ 30 respondents is generally seen as a minimum acceptable sample size to produce a valid result.

Q1. In which shopping centre location would you normally make the majority of the following family or personal purchases?

1. Books/Stationery

In Figure 23, the preferred centre for books and stationery by age group showed an overwhelming preference for Stratford from all age groups. For example, over 80% of the 40 – 49 age group, the 60 – 69 age group and the 70+ age group shop in Stratford for books and stationery. Stratford could be said to have an 80% share of these age groups or markets.

However it is worthwhile noting that the 20 – 29 age group and the 50 – 59 age group show moderate segments that prefer New Plymouth for books and stationery.

Figure 23: Preferred Centre – Books/Stationery by Age Group

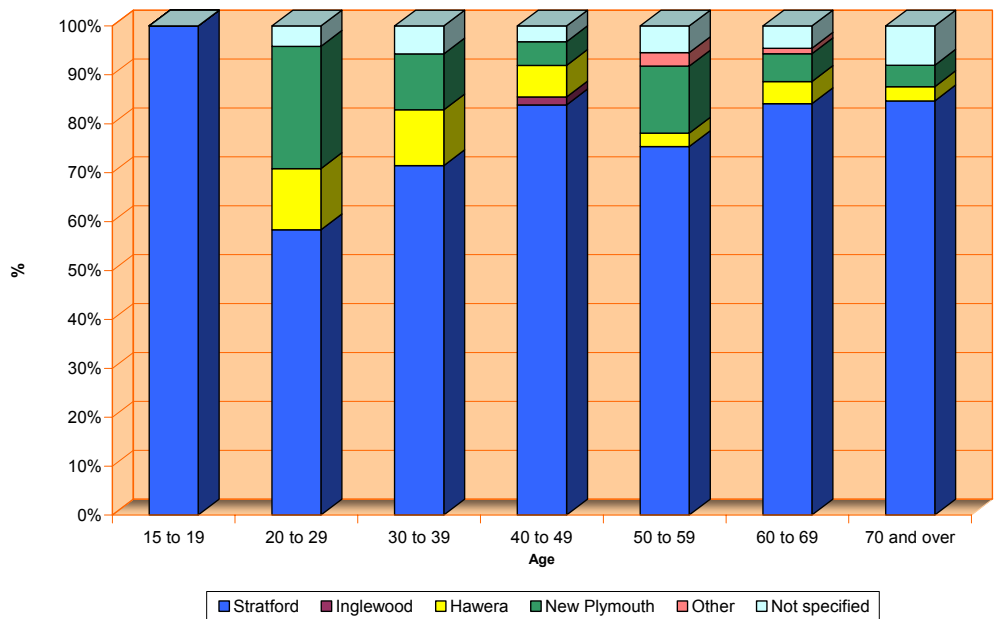
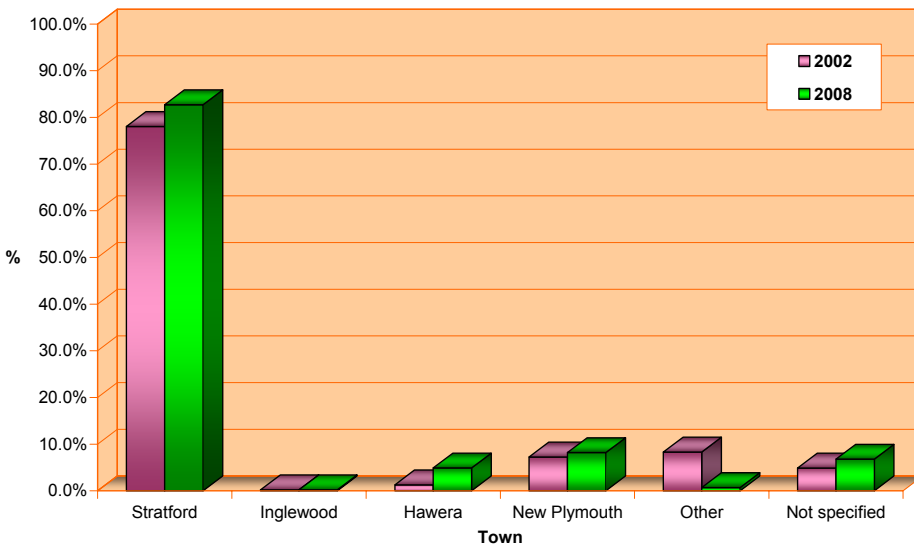


Figure 24: Preferred Centre – Books/Stationery



2. Clothing and Footwear

In Figure 25, the preferred centre for clothing and footwear is overwhelmingly New Plymouth, especially amongst the younger age groups.

This is followed by Hawera for those aged up to 60, and by Stratford for those aged over 60.

It would appear that the clothing and footwear available in Stratford lacks appeal generally, which is reflected in the comments and feedback from respondents, but more so for those aged under 60.

Figure 25: Preferred Centre - Clothing & Footwear by Age Group

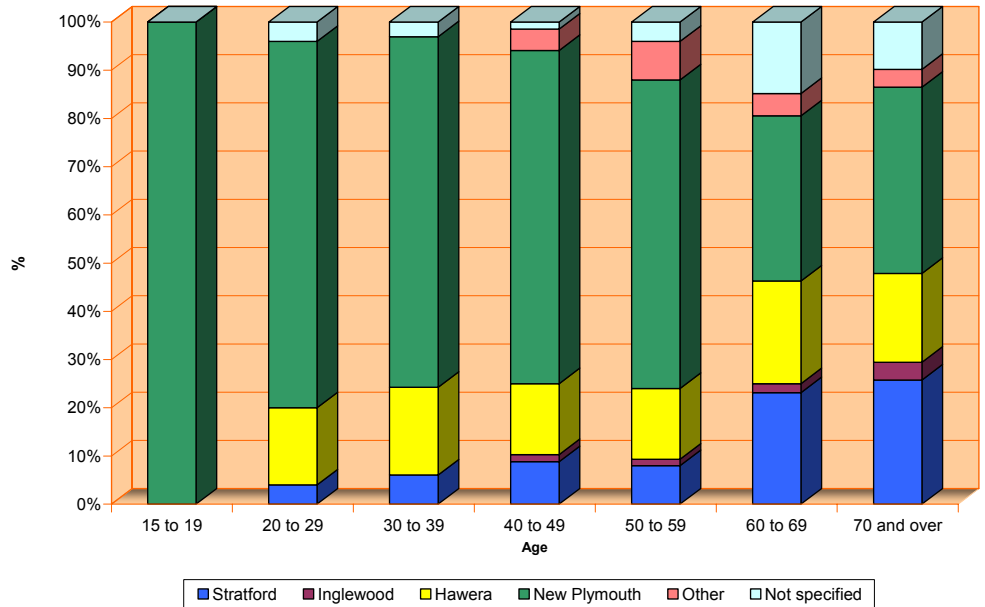
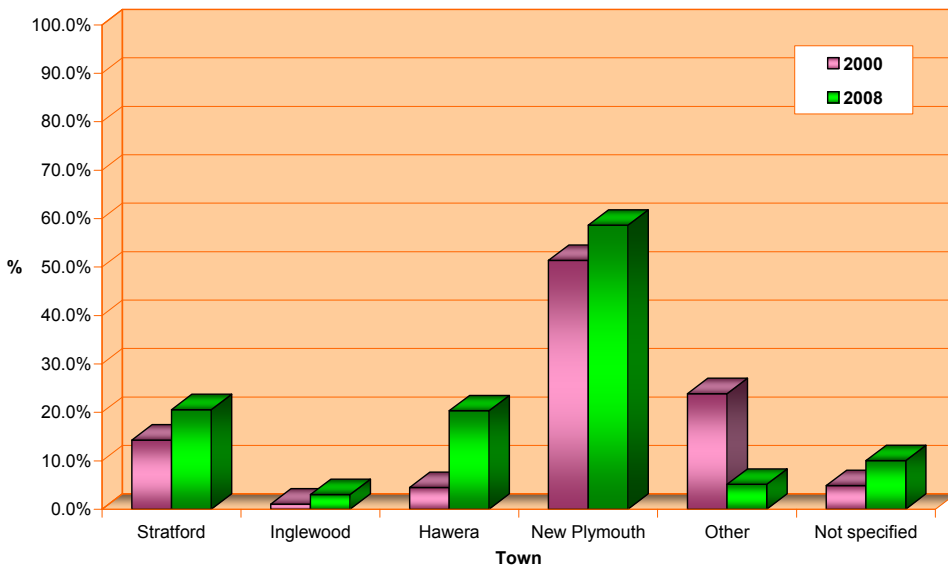


Figure 26: Preferred Centre - Clothing & Footwear



3. Cosmetics, medicines or personal products.

In Figure 27, it appears that the range of cosmetics, medicines or personal products available in Stratford is suitable for most respondents, although perhaps less so for those aged under 40.

Figure 27: Preferred Centre – Cosmetics, by Age Group

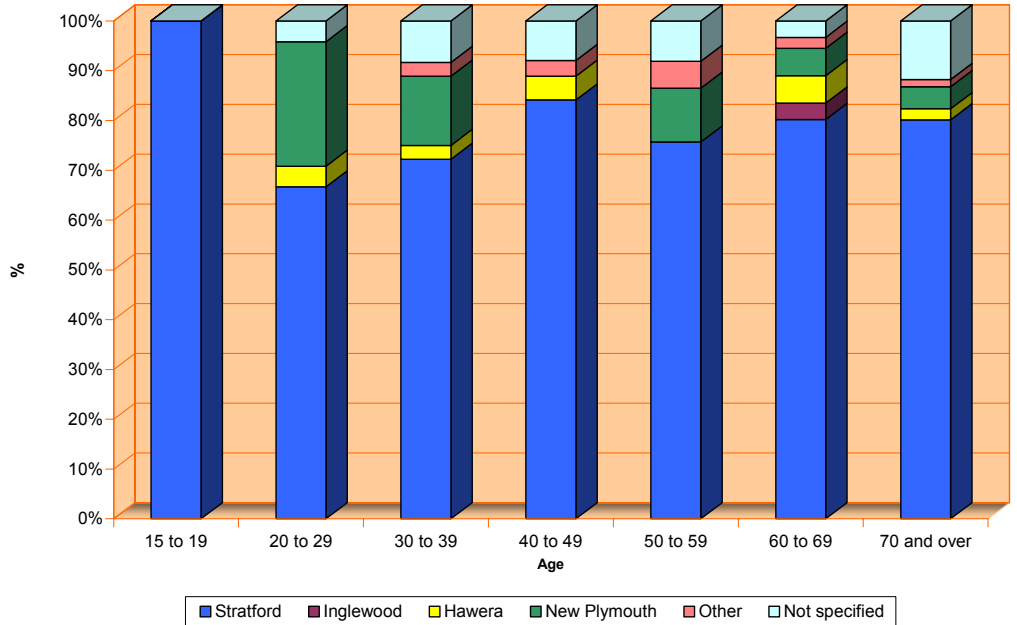
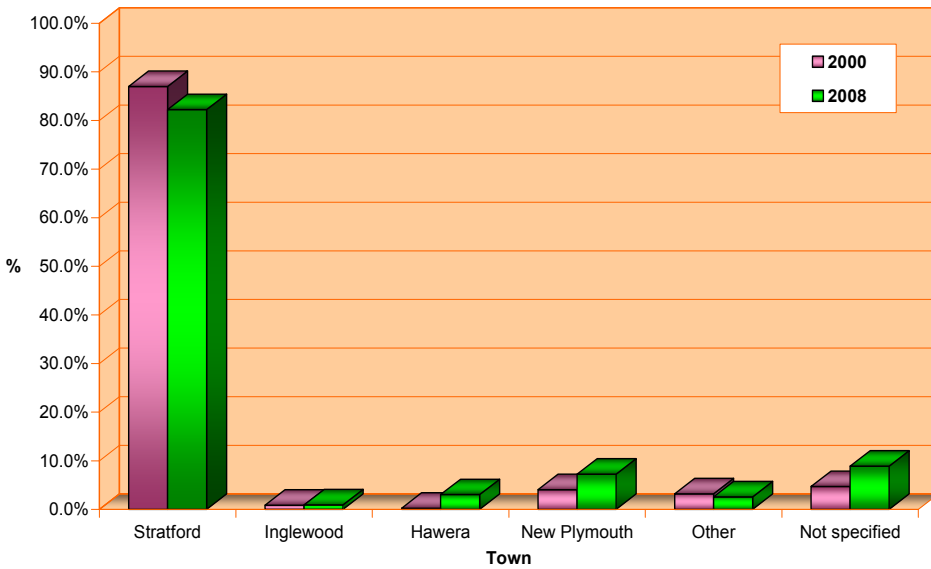


Figure 28: Preferred Centre – Cosmetics, etc.



4. Groceries

In Figure 29, a significant proportion of grocery shopping is being undertaken by the younger age groups outside of Stratford, especially in Hawera and to a lesser extent New Plymouth.

Surprisingly, this seems to continue up to age 70, after which limited mobility may reduce shopping options.

Figure 29: Preferred Centre - Groceries by Age Group

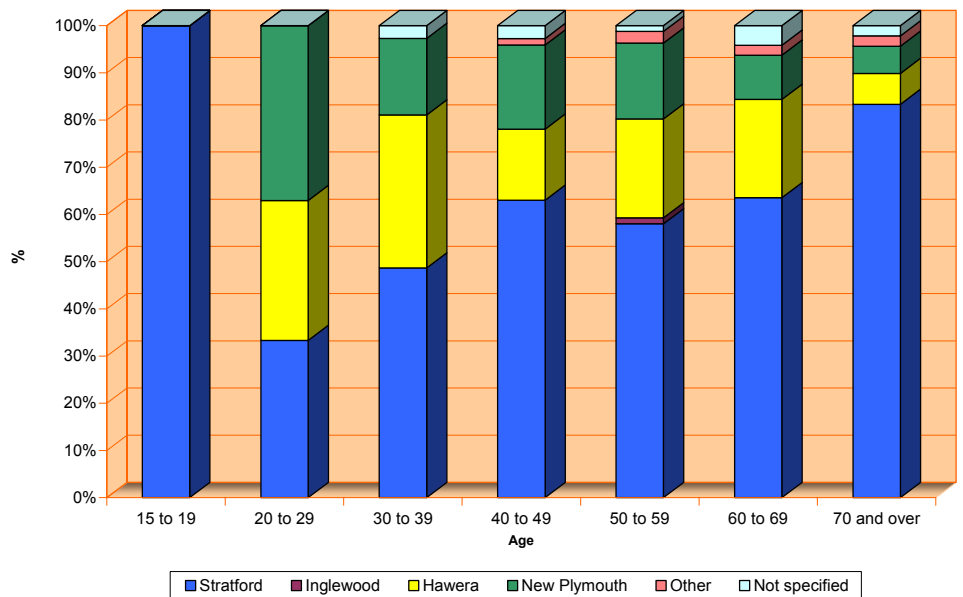
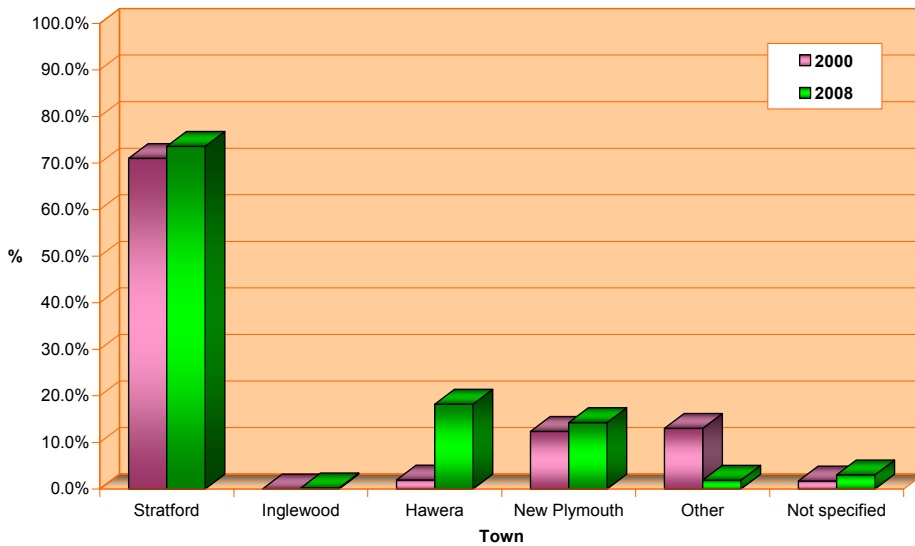


Figure 30: Preferred Centre - Groceries



5. Hardware (including kitchen items, tools, paint, etc.)

In Figure 31, as age increases, Stratford becomes the preferred centre for larger proportions of the population who purchase hardware.

New Plymouth is the preferred alternative centre, especially for those aged under 40.

Figure 31: Preferred Centre - Hardware by Age Group

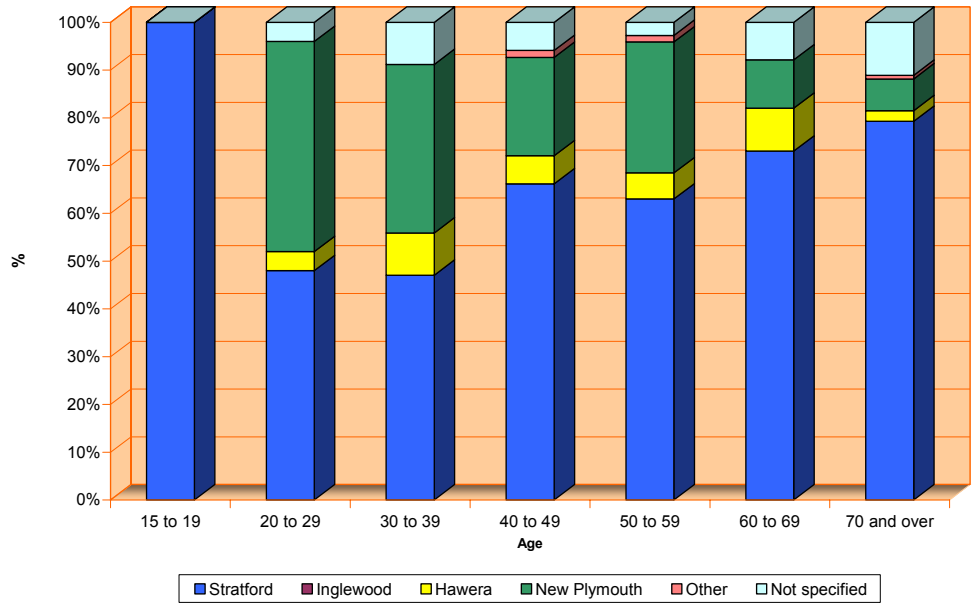
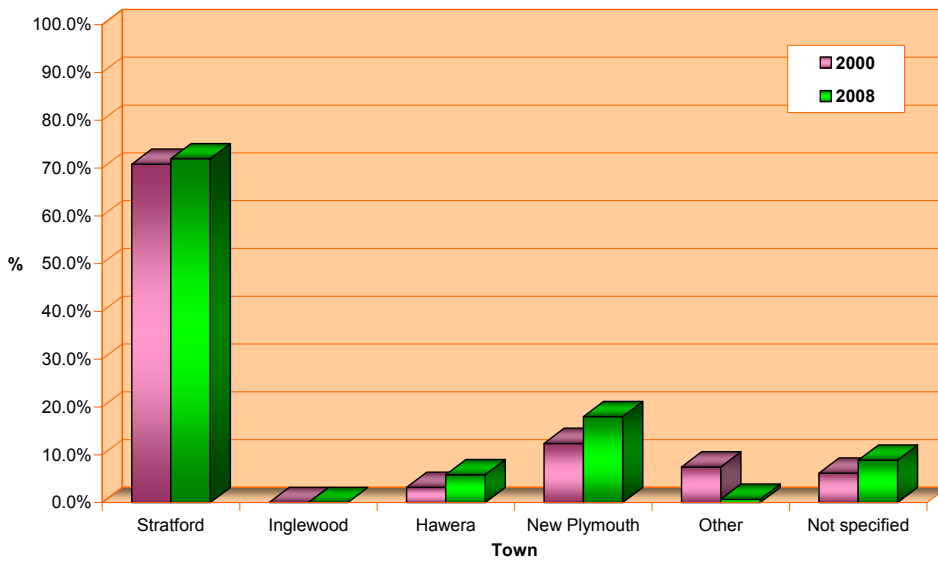


Figure 32: Preferred Centre - Hardware



6. Home Appliances

In Figure 33, New Plymouth is the preferred centre for purchasing home appliances for those under 50.

Stratford is the preferred centre for purchasing home appliances for those over 50.

As New Plymouth has increased its share since 2000 and Stratford has declined, it would appear that Stratford businesses are losing a greater share of the younger generation of home appliance purchasers.

Figure 33: Preferred Centre - Home Appliances by Age Group

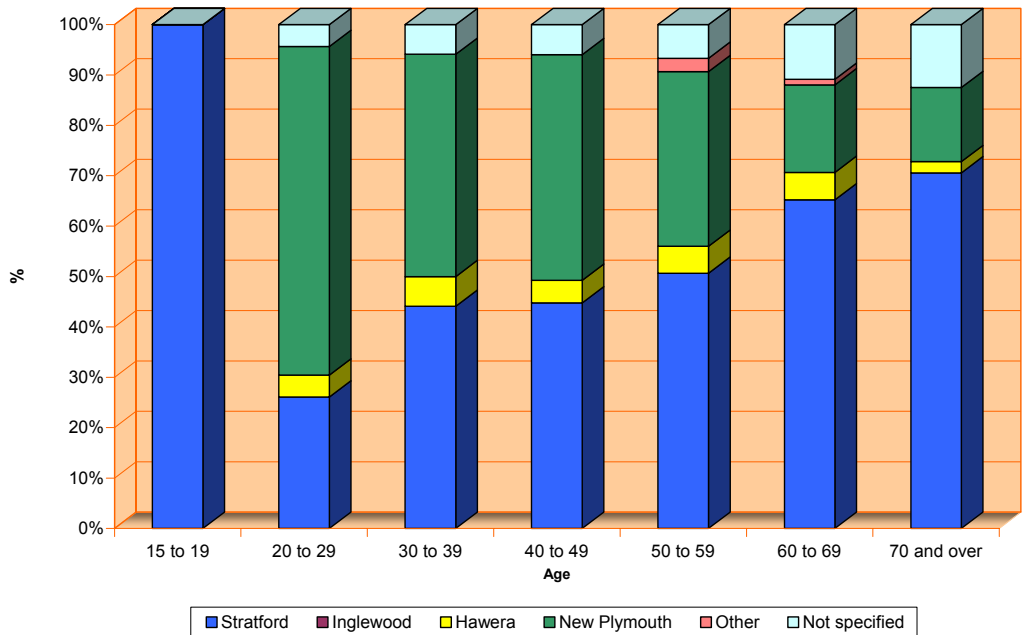
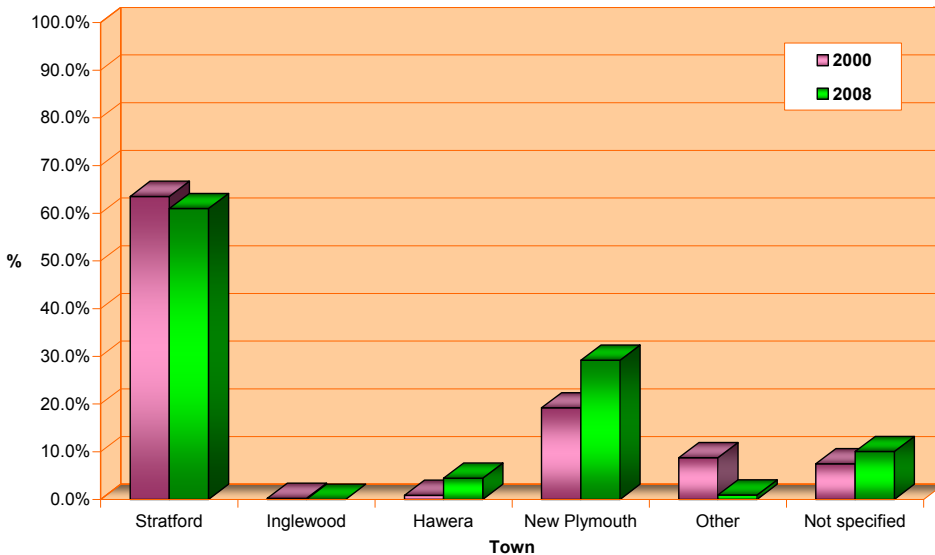


Figure 34: Preferred Centre – Home Appliances



7. Household Furnishings

In Figure 36, Stratford (42.1%) and New Plymouth (43.0%) are virtually equal.

However in Figure 35, it is clear that younger age groups support New Plymouth while older age groups support Stratford.

Figure 35: Preferred Centre - Household Furnishing by Age Group

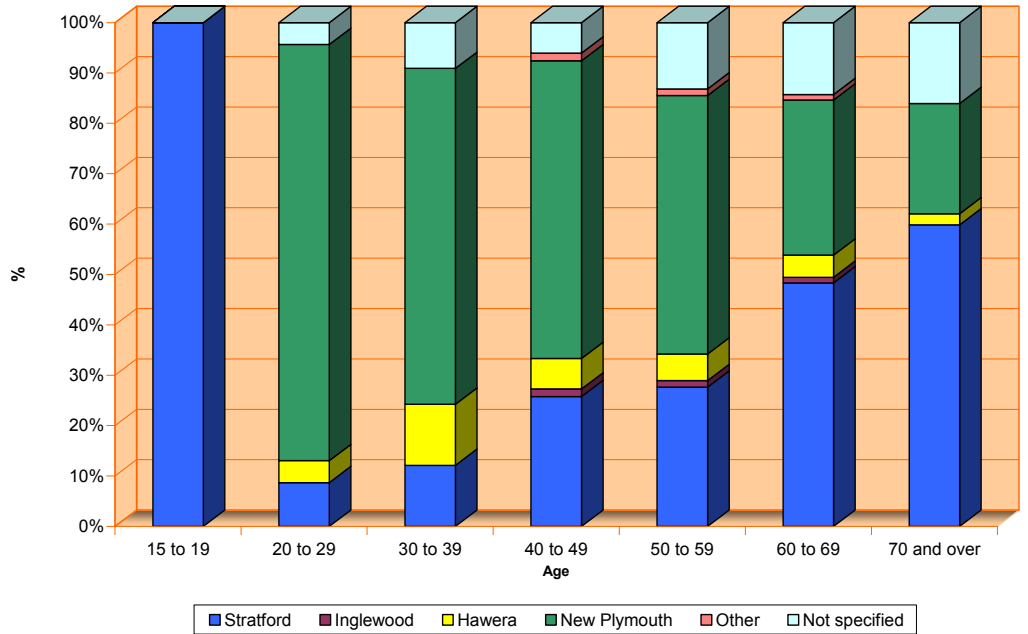
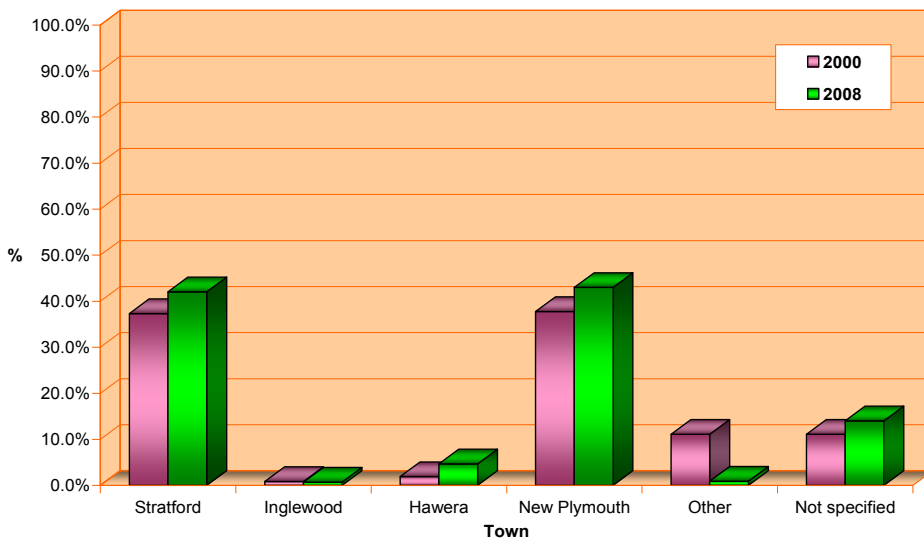


Figure 36: Preferred Centre - Household Furnishings



8. Sports and Camping Equipment

In Figure 37, although New Plymouth is the preferred centre for the purchase of sports and camping equipment amongst younger age groups, this preference drops off with age.

Stratford appears to maintain a fairly consistent proportion of buyers, albeit smaller, across most age groups.

The increasing proportion of 'Not Specified' suggests the purchase of sports and camping equipment becomes less prevalent with age.

Figure 37: Preferred Centre - Sports & Camping Equipment by Age Group

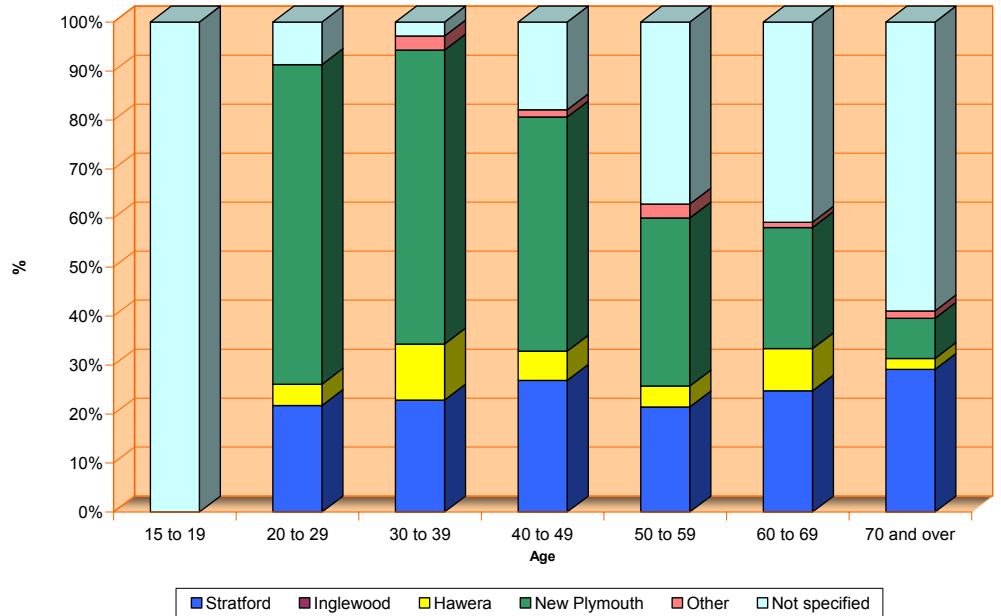
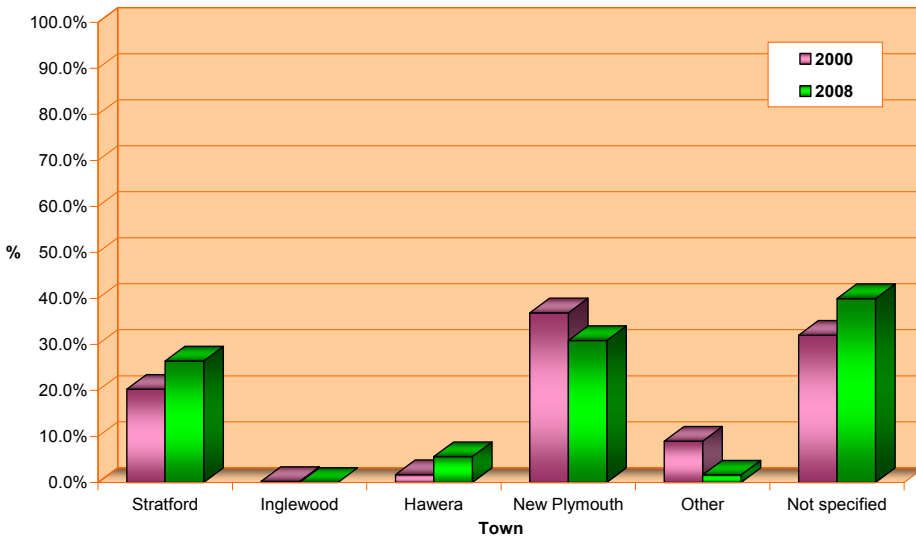


Figure 38: Preferred Centre - Sports and Camping Equipment



9. Toys, Gifts and Jewellery

In Figure 39, as with previous graphs, New Plymouth is the preferred centre for the purchase of toys, gifts and jewellery, especially amongst the younger age groups.

Figure 39: Preferred Centre - Toys, Gifts & Jewellery by Age Group

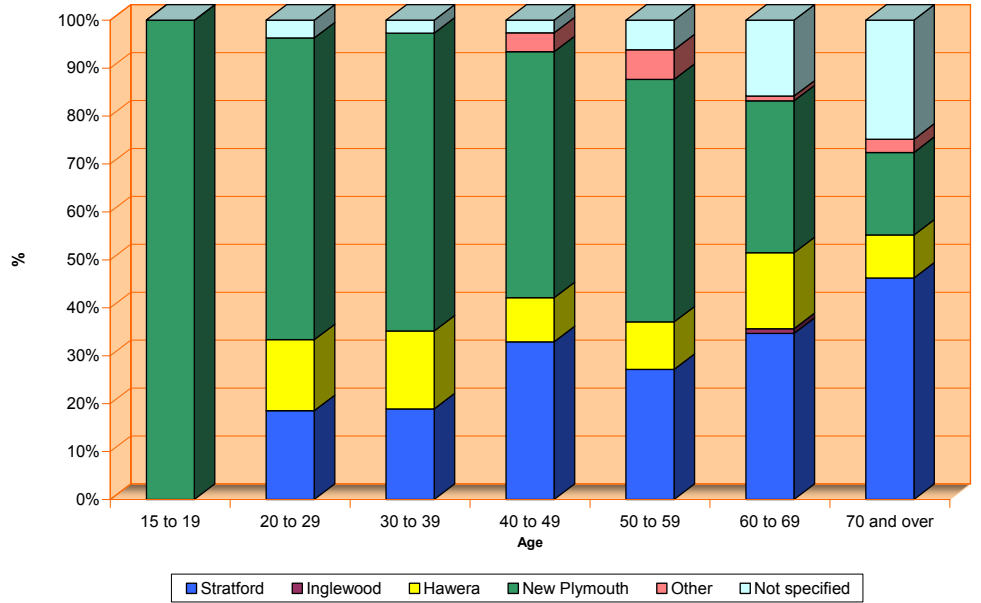
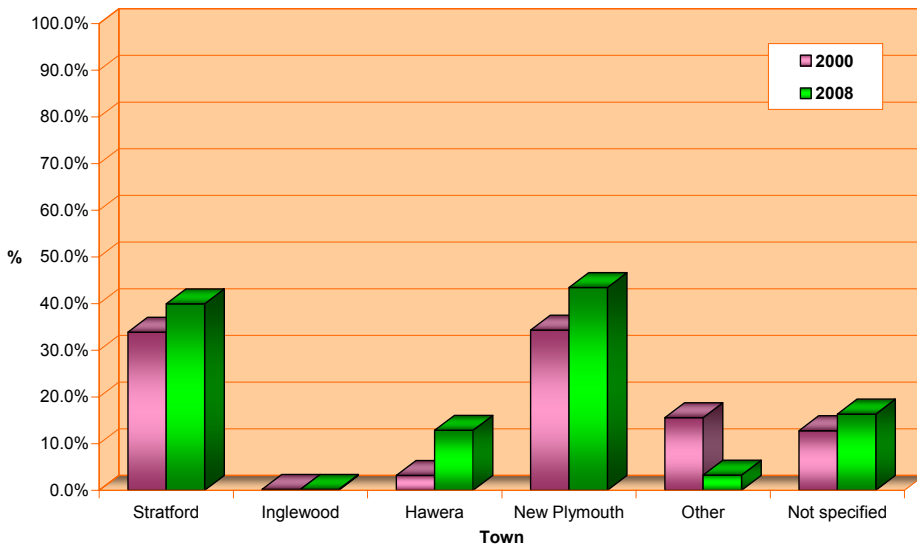


Figure 40: Preferred Centre - Toys, Gifts, Jewellery, Handcrafts



Q2. Overall, in what district do you do the majority of your shopping?

In Figure 41, there is a fairly clear division based on age.

The preferred shopping district for those aged over 40 is Stratford.

New Plymouth is preferred by those aged under 40.

As this has been a general trend across several shopping

categories, this may indicate an opportunity for Stratford businesses to expand or re-adjust their marketing to target younger age groups to prevent or reduce sales leakage from the district.

Figure 41: Preferred Shopping District by Age Group

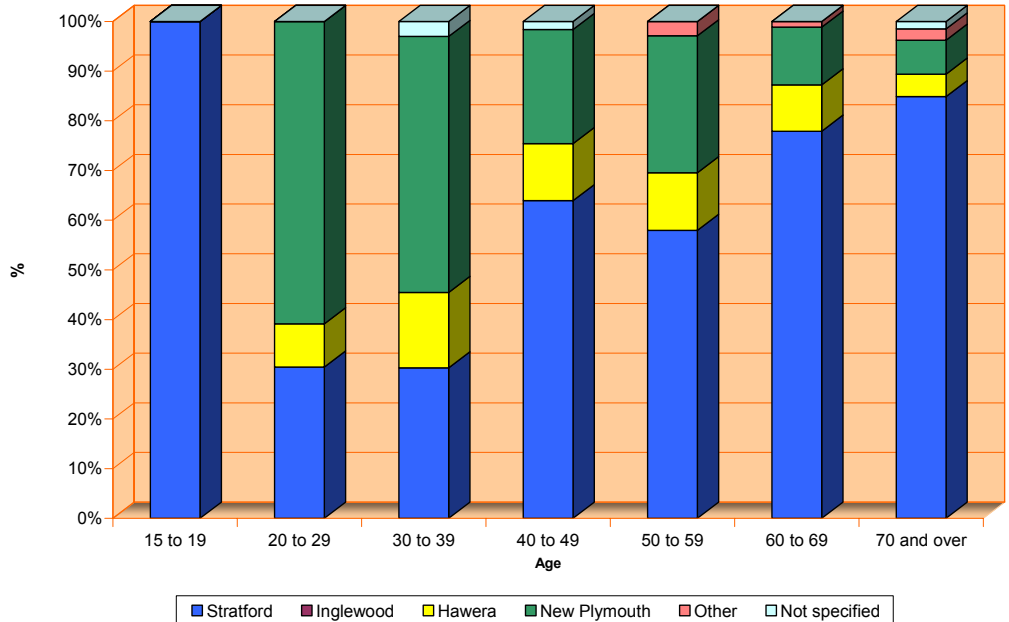
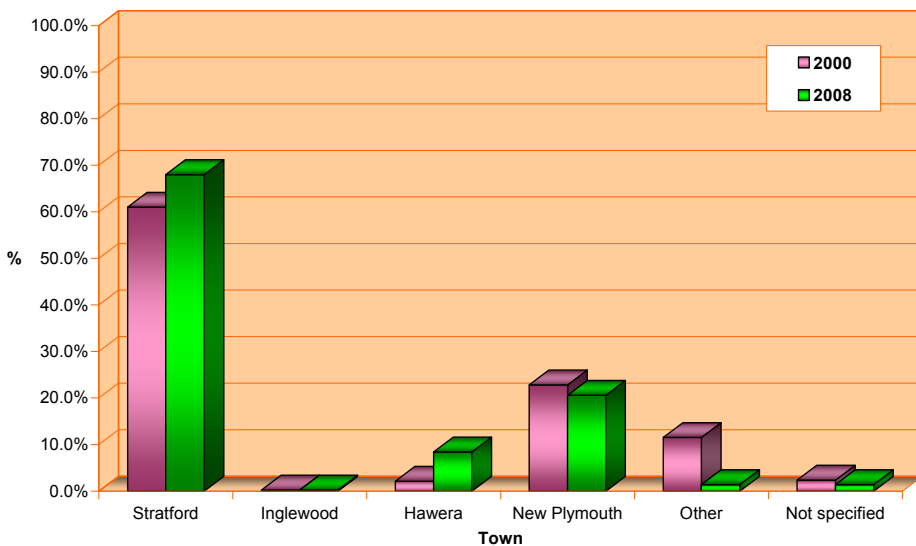


Figure 42: Preferred Shopping District



4.2 Stratford Business Survey

Of the 300 business questionnaires distributed, 38 questionnaires were completed and returned, giving a response rate of just over 12%.

As the response rate is comparatively low, this provides only a very broad indication of business opinions and activity in the Stratford District and should not be taken as being representative of all Stratford businesses.

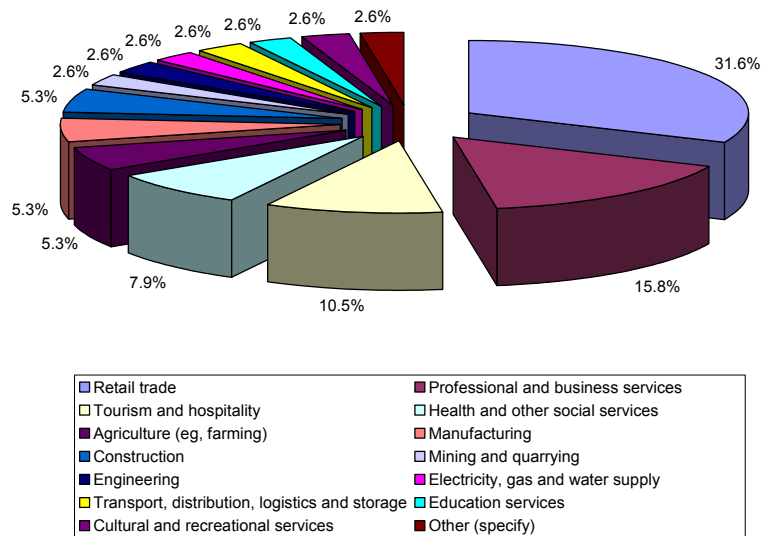
As mentioned earlier, great care should be taken when comparing the results from the 2008 business survey with the results from the 2000 business survey where applicable due to differing sampling methodologies and differing sample sizes.

PART I: BUSINESS/ORGANISATION DETAILS

1a. Which type of industry is your business mainly involved in?

The majority of respondents were involved in one of three main industry sectors – Retail (31.6%), Professional and Business services (15.8%) and Tourism and Hospitality (10.5%).

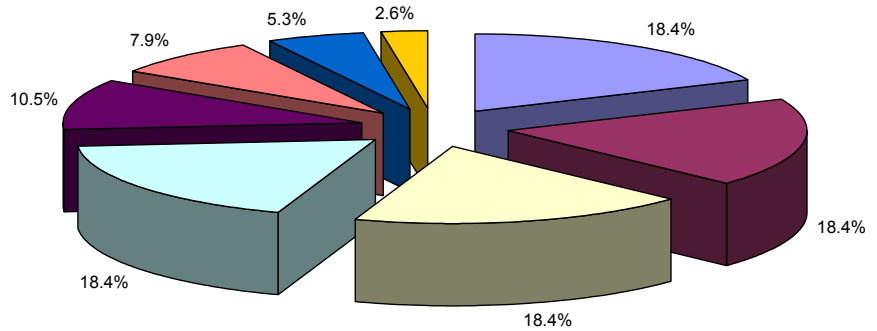
Figure 43: Industry of Respondents



2a. Please outline your role in the business or organisation?

The four main organisational roles of respondents each with 18.4% were Sole Trader, Manager, Partner and Managing Director.

Figure 44: Role in Organisation



■ Sole trader ■ Partner □ Manager □ Managing director ■ Principal ■ Company director ■ Other ■ Department/Section Manager

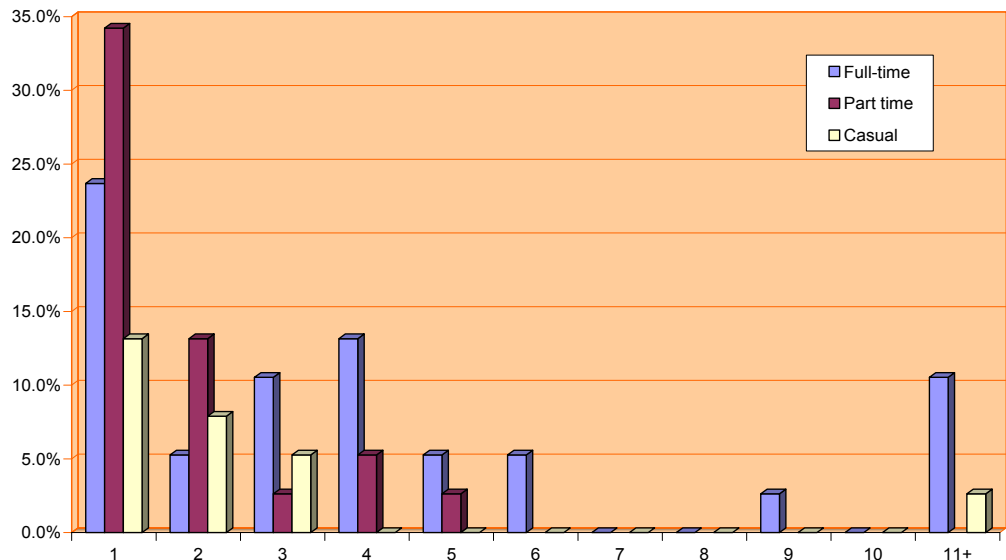
2b. How many people do you currently employ on a full-time, part-time and casual basis? (including yourself, directors and contract staff)?

The average number of full-time staff was 4.5, the average number of part-time staff was 1.8 and the average number of casual staff was 7.0, although this was skewed upwards due to one business that employed 60 casual staff.

One staff member

Overall 23.7% of respondent businesses employed one full-time staff member, 34.2% of respondent businesses employed one part-time staff member and 13.2% of respondent businesses employed one casual staff member.

Figure 45: Composition of Staff



Two staff members

Few (5.3%) of respondent businesses employed two full-time staff members while 13.2% of respondent businesses employed two part-time staff members and 7.9% of respondent businesses employed two casual staff members.

11+ staff members

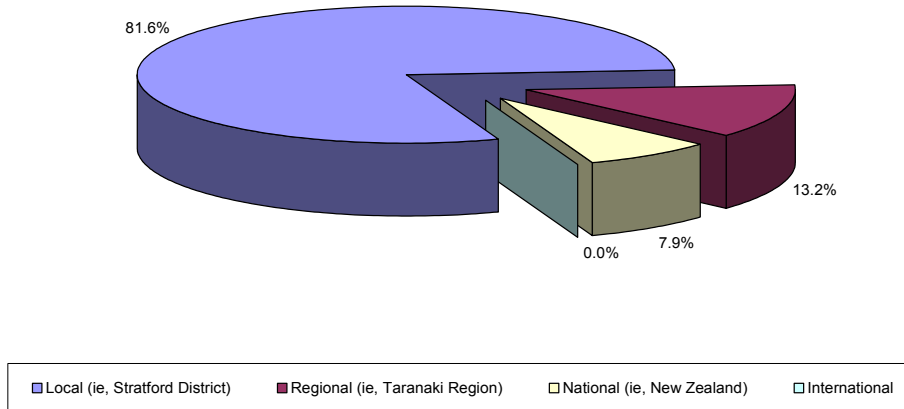
Some 10.5% of respondent businesses employed 11+ full-time staff members and 2.6% of respondent businesses employed 11+ casual staff members.

3a. What is the ownership of your organisation?

Overall 81.6% of respondent businesses were locally owned while a further 13.2% were owned by people in the Taranaki Region and 7.9% were owned nationally.

Notably 26.3% of businesses surveyed were home-based businesses.

Figure 46: Ownership

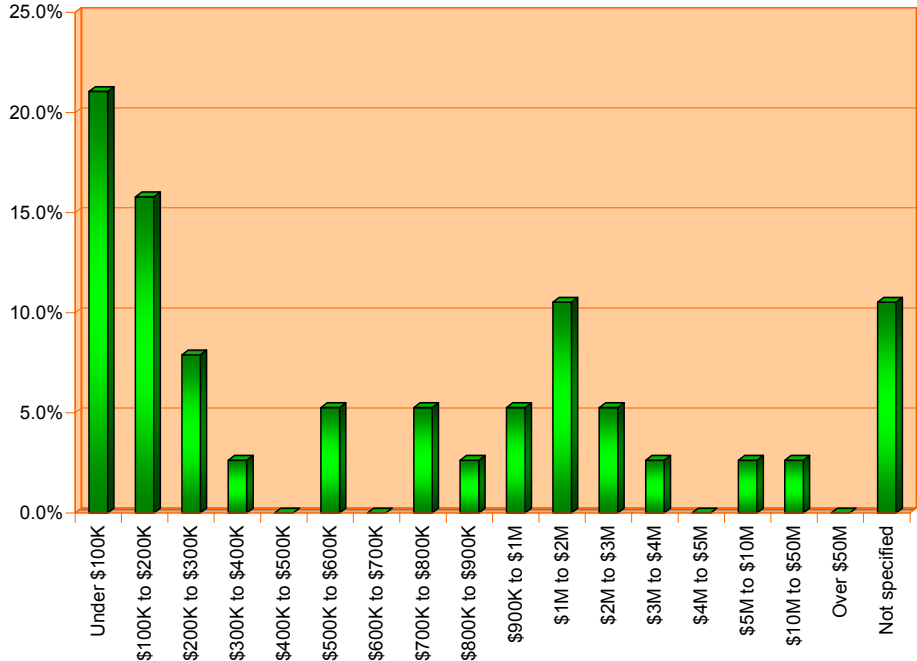


4. What is your business turnover?

The largest percentage of businesses responding to the survey (21.1%) had a business turnover of Under \$100K.

The next largest percentages were those businesses with turnover of \$100K - \$200K (15.8%) and \$1M - \$2M (10.5%).

Figure 47: Business Turnover



5. What are your main products/services in terms of sales and what proportion of total sales comes from each?

The answers to these questions are specific to each business and detailed in Appendix Two.

6. Do you generate any revenue from exporting?

Of the 38 respondents, only two businesses (5.3%) indicated that they generated revenue from exporting.

PART II: ORGANISATION AND INDUSTRY TRENDS

7. How many full time and part-time employees do you expect to have one year from now and please list any reasons for this?

Full-time staff

Seven businesses indicated they would increase full-time staff by an average of 1.4 persons per organisation. One business indicated they would reduce full-time staff by one person.

Six businesses did not specify a response.

Table 1: Estimated changes in full-time staff 2008 - 2009

	Number	Percent	Average change (No. of staff)
No. of Increases	7	21.9%	1.4
No. of No Changes	24	75.0%	n/a
No. of Decreases	1	3.1%	1
Sample	32	100.0%	

Part-time staff

One business indicated they would increase part-time staff by one person. Five businesses indicated they would decrease part-time staff by one person.

Table 2: Estimated changes in part-time staff 2008 - 2009

	Number	Percent	Average change (No of staff)
No. of Increases	1	3.1%	1
No. of No Changes	26	81.3%	n/a
No. of Decreases	5	15.6%	1
Sample	32	100.0%	

Casual staff

Two businesses indicated they would increase casual staff by one person. One business indicated they would decrease casual staff by three people.

Table 3: Estimated changes in casual staff 2008 - 2009

	Number	Percent	Average change (No of staff)
No. of Increases	2	6.3%	1
No. of No Changes	29	90.6%	n/a
No. of Decreases	1	3.1%	3
Sample	32	100.0%	

8a. What is the growth potential for your main products over the next five years?

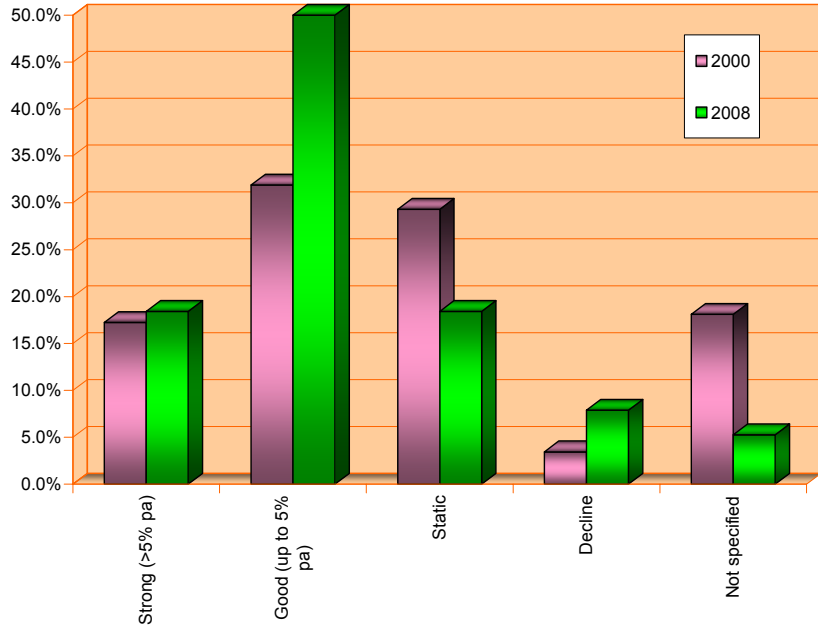
Some 18.4% of businesses surveyed expect strong growth of over five percent for their main products over the next five years, an increase from 17.2% in 2000.

Half of the businesses surveyed (50.0%) expected good growth of up to five percent over the next five years, an increase from 31.9% in 2000.

Around one-fifth (18.4%) of businesses expected growth to remain static over the next five years, a reduction from 29.3% in 2000.

Few (7.9%) businesses expected a decline in the growth of their main products over the next five years.

Figure 48: Growth Potential Next 5 Years



The number of 'Not Specified' responses reduced from 18.1% in 2000 to 5.3% in 2008.

9a. What is the growth potential for exports over the next five years?

Two respondents had previously indicated that they generate revenue from exporting.

Three respondents answered this question - one business answered 'strong' growth potential over the next five years, one respondent answered 'static' growth potential and one respondent answered 'decline' in growth potential for exports over the next five years.

10. At a local level, what do you think will be the key trends in your industry over the next five years, and how will these affect your business?

Responses to this question are specific to each business and detailed in Appendix Two.

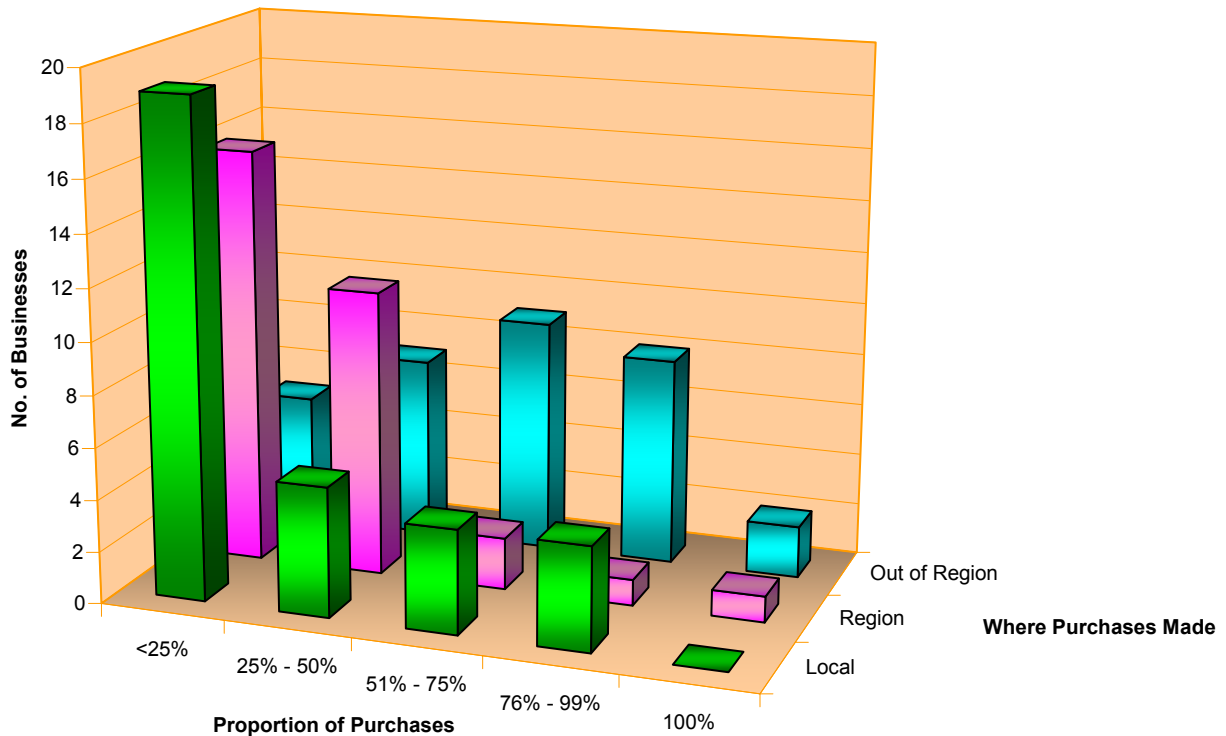
General comments refer to the economic recession reducing expenditure and sales, increasing competition from large retailers making it more difficult for smaller retailers and the dependence on the agricultural sector and the influence of a decreasing dairy payout and increasing cost of farm inputs such as fertiliser.

11a. In terms of your main supplies for your business (ie purchases) what proportion of your spending is local (ie within Stratford District), within the Taranaki Region and outside of the region?

The following graph gives an indication of where Stratford businesses make their purchases, either locally, regionally or out of the region and the relative size of those purchases, from small proportions (<25%) to large proportions (100%). In Figure 49 and Figure 50, the key point is the relative size and location of the columns, rather than the actual number of businesses involved.

The ideal scenario would be for Stratford businesses to make most of their purchases or buy large proportions of their supplies locally, to support the Stratford economy. However due to a number of reasons, this is not the case.

Figure 49: Source and Proportion of Purchases



Firstly, no business (that participated in the survey) makes **all** of their purchases locally (ie. 100% Local). Also, few businesses purchase **large proportions** of their supplies locally and less so regionally.

On the other hand, many businesses purchase **small proportions** of their supplies locally or regionally (ie. <25% and 25% - 50% Local and Regional).

For purchases of **large proportions** of their supplies, more businesses purchase from outside of the region than from within the region (ie. 51 – 99% Out of Region), with a small number of businesses purchasing **all of their supplies** from outside of the region (ie. 100% Out of Region).

11b. Please list any ways in which more supplies could be purchased locally?

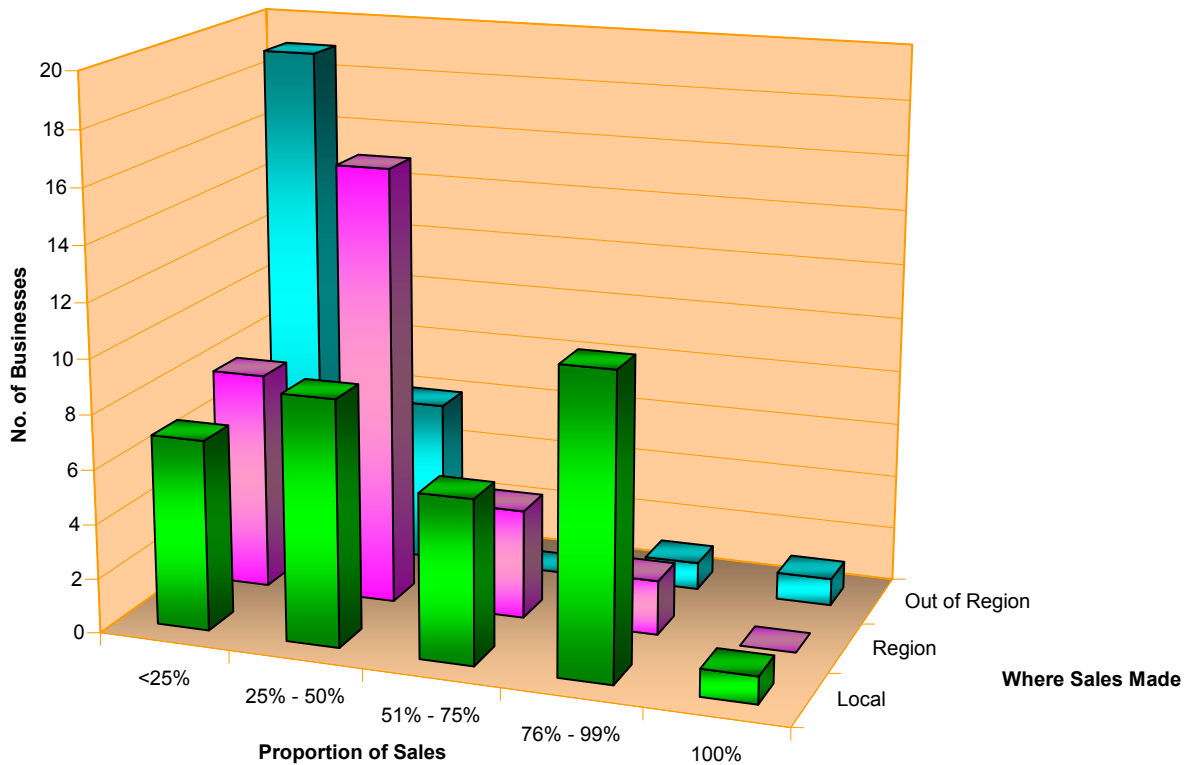
Specific responses to this question are detailed in Appendix Two.

General comments refer to lack of local suppliers, buying locally whenever possible, especially incidental supplies, but specialised products must be sourced outside of the region or from overseas. Also reducing local taxes and costs may make it more attractive to do business in Stratford.

12a. In terms of sales for your business, what proportion of your sales is local (ie within Stratford District), within the Taranaki Region and outside of the region?

The following graph gives an indication of where Stratford businesses make small (<25%) and large (100%) proportions of their sales.

Figure 50: Source and Proportion of Sales



This graph is almost the reverse of Figure 49 above, with a bigger number of businesses having **large proportions** of sales occurring locally (ie. 76% – 99% Local).

The remainder of the region is an important source of 25% - 50% of sales while a large number of businesses have **smaller proportions** of sales occurring outside of the region (ie. <25% Out of Region).

12b. Please list any ways in which more sales could be made outside of the district.

Specific responses to this question are detailed in Appendix Two.

General comments refer to more advertising and website promotion and more promotion of tourism to the region, while other businesses say they are not looking for sales outside of the region.

12c. Please list any ways in which more sales could be made within the district.

Specific responses to this question are detailed in Appendix Two.

General comments refer to more advertising, promotion and exposure, longer hours, more marketing and providing a high standard of service.

13. Please list the strengths and opportunities of Stratford as a place to be involved in business and what should be done to maximise these.

Responses to this question are detailed in Appendix Two.

General comments refer to the central location and proximity to New Plymouth, the presence of dairy farming in the district, a strong community and supportive Council, lower rents and overheads, proximity to Mt Taranaki and the opportunity for more tourism.

14. Please list the weaknesses and threats of Stratford as a place to be involved in business and what should be done to minimise or eliminate these weaknesses/threats

Responses to this question are detailed in Appendix Two.

General comments refer to lack of population, lack of variety for shopping, the climate and weather, Council costs and lack of consistent promotion of the district.

15. Please list any other issues positive and negative in relation to economic and business development in Stratford?

Responses to this question are detailed in Appendix Two.

General comments refer to more information sharing amongst businesses, addressing parking and traffic flow issues in Stratford and more promotion of the benefits of living in Stratford.

16a. What role(s) do you feel the Stratford District Council should play in helping to further develop your industry in Stratford?

Responses to this question are detailed in Appendix Two.

General comments refer to more advertising, promotion and marketing, less red tape, promoting and attracting new business to Stratford and working closely with Venture Taranaki Trust.

16b. Please list any other ideas to enhance business and the community in the district?

Responses to this question are detailed in Appendix Two.

General comments refer to continuing the new look upgrade, bringing events to Stratford, making it more attractive for business (ie. lower costs), employ a Business Development person to attract industries, improving public transport to New Plymouth and encouraging all sectors to work together to a common goal.

5.0 APPENDIX ONE: RAW TABLES – COMMUNITY SURVEY

The following is the raw data extracted from the Community questionnaires.

Comments are generally transcribed verbatim as written by the respondent. Obvious spelling mistakes and grammatical errors have been corrected where necessary.

Comments have been categorised into themes. Comments may appear under more than one theme.

1. In which shopping centre location would you normally make the majority of the following family or personal purchases? (tick appropriate box)

Books/stationery:

Books/stationery	2008	Percent
Stratford	354	82.7%
Inglewood	1	0.2%
Hawera	21	4.9%
New Plymouth	35	8.2%
Other	3	0.7%
Not specified	29	6.8%
Sample	428	100.0%

Other specified:

- Eltham.
- Internet.
- Te Atatu.

Comparisons with 2000 results

Books/stationery	2008	2000	% change
Stratford	82.7%	78.0%	4.7%
Inglewood	0.2%	0.2%	0.0%
Hawera	4.9%	1.3%	3.6%
New Plymouth	8.2%	7.2%	0.9%
Other	0.7%	8.3%	-7.6%
Not specified	6.8%	4.9%	1.9%

Clothing or footwear:

Clothing or footwear	2008	Percent
Stratford	88	20.6%
Inglewood	13	3.0%
Hawera	87	20.3%
New Plymouth	251	58.6%
Other	22	5.1%
Not specified	43	10.0%
Sample	428	100.0%

Other specified:

- Auckland (shoes).
- Auckland (x2).
- Auckland/Wellington.
- Australia.
- Eltham (x3).
- Ezibuy (x2).
- Ezibuy/other mail order.
- Internet (x2).
- Mail order (x3).
- Palmerston North (x2).
- Taupo.
- Taupo/Wellington.
- Wanganui.
- Wellington.

Comparisons with 2000 results

Clothing or footwear	2008	2000	% change
Stratford	20.6%	14.3%	6.3%
Inglewood	3.0%	1.1%	2.0%
Hawera	20.3%	4.5%	15.8%
New Plymouth	58.6%	51.4%	7.3%
Other	5.1%	23.9%	-18.7%
Not specified	10.0%	4.9%	5.1%

Cosmetics/medicines or personal products:

Cosmetics/medicines or personal products	2008	Percent
Stratford	352	82.2%
Inglewood	4	0.9%
Hawera	13	3.0%
New Plymouth	31	7.2%
Other	11	2.6%
Not specified	38	8.9%
Sample	428	100.0%

Other specified:

- Avon.
- Eltham (x6).
- Hamilton.
- Taumarunui
- Waitara.
- Wanganui.

Comparisons with 2000 results

Cosmetics/medicines or personal products	2008	2000	% change
Stratford	82.2%	87.0%	-4.8%
Inglewood	0.9%	0.9%	0.1%
Hawera	3.0%	0.2%	2.8%
New Plymouth	7.2%	4.1%	3.2%
Other	2.6%	3.2%	-0.6%
Not specified	8.9%	4.7%	4.2%

Groceries:

Groceries	2008	Percent
Stratford	315	73.6%
Inglewood	1	0.2%
Hawera	78	18.2%
New Plymouth	61	14.3%
Other	8	1.9%
Not specified	13	3.0%
Sample	428	100.0%

Other specified:

- Eltham (x3).
- Fitzroy Bin Inn.
- Occasionally New Plymouth.
- Taumarunui
- Wanganui (x2).

Comparisons with 2000 results

Groceries	2008	2000	% change
Stratford	73.6%	71.0%	2.6%
Inglewood	0.2%	0.0%	0.2%
Hawera	18.2%	1.9%	16.3%
New Plymouth	14.3%	12.4%	1.9%
Other	1.9%	13.0%	-11.1%
Not specified	3.0%	1.7%	1.3%

Hardware (including kitchen, tools, paint etc):

Hardware (including kitchen, tools, paint etc)	2008	Percent
Stratford	308	72.0%
Inglewood	0	0.0%
Hawera	25	5.8%
New Plymouth	77	18.0%
Other	3	0.7%
Not specified	38	8.9%
Sample	428	100.0%

Other specified:

- Eltham.
- Internet.
- Wanganui.

Comparisons with 2000 results

Hardware (including kitchen, tools, paint etc)	2008	2000	% change
Stratford	72.0%	70.8%	1.2%
Inglewood	0.0%	0.0%	0.0%
Hawera	5.8%	3.2%	2.6%
New Plymouth	18.0%	12.4%	5.6%
Other	0.7%	7.5%	-6.8%
Not specified	8.9%	6.2%	2.7%

Home appliances:

Home appliances	2008	Percent
Stratford	261	61.0%
Inglewood	0	0.0%
Hawera	19	4.4%
New Plymouth	125	29.2%
Other	4	0.9%
Not specified	43	10.0%
Sample	428	100.0%

Other specified:

- Depending on where specials are.
- Newspaper.
- None lately.
- Wanganui.

Comparisons with 2000 results

Home appliances	2008	2000	% change
Stratford	61.0%	63.5%	-2.6%
Inglewood	0.0%	0.2%	-0.2%
Hawera	4.4%	0.9%	3.6%
New Plymouth	29.2%	19.2%	10.0%
Other	0.9%	8.7%	-7.8%
Not specified	10.0%	7.5%	2.6%

Household furnishings:

Household furnishings	2008	Percent
Stratford	180	42.1%
Inglewood	3	0.7%
Hawera	20	4.7%
New Plymouth	184	43.0%
Other	4	0.9%
Not specified	60	14.0%
Sample	428	100.0%

Other specified:

- Depending on where specials are.
- Internet.
- None lately.
- Paper.

Comparisons with 2000 results

Household furnishings	2008	2000	% change
Stratford	42.1%	37.3%	4.7%
Inglewood	0.7%	0.9%	-0.2%
Hawera	4.7%	1.9%	2.8%
New Plymouth	43.0%	37.7%	5.3%
Other	0.9%	11.1%	-10.2%
Not specified	14.0%	11.1%	2.9%

Sports and camping equipment:

Sports and camping equipment	2008	Percent
Stratford	113	26.4%
Inglewood	0	0.0%
Hawera	24	5.6%
New Plymouth	132	30.8%
Other	7	1.6%
Not specified	171	40.0%
Sample	428	100.0%

Other specified:

- Auckland (x3).
- Internet.
- Normanby (x2).
- Paper.

Comparisons with 2000 results

Sports and camping equipment	2008	2000	% change
Stratford	26.4%	20.3%	6.1%
Inglewood	0.0%	0.2%	-0.2%
Hawera	5.6%	1.7%	3.9%
New Plymouth	30.8%	36.9%	-6.0%
Other	1.6%	9.0%	-7.3%
Not specified	40.0%	32.0%	8.0%

Toys, gifts, jewellery, handcrafts:

Toys, gifts, jewellery, handcrafts	2008	Percent
Stratford	171	40.0%
Inglewood	1	0.2%
Hawera	55	12.9%
New Plymouth	186	43.5%
Other	14	3.3%
Not specified	70	16.4%
Sample	428	100.0%

Other specified:

- Eltham (x3).
- Hamilton.
- Internet.
- Mail order (x2).
- Palmerston North.
- Taumarunui.
- Toys.
- Trade Me.
- Wanganui
- Warehouse.
- Whangarei.

Comparisons with 2000 results

Toys, gifts, jewellery, handcrafts	2008	2000	% change
Stratford	40.0%	33.9%	6.1%
Inglewood	0.2%	0.2%	0.0%
Hawera	12.9%	3.2%	9.7%
New Plymouth	43.5%	34.3%	9.1%
Other	3.3%	15.6%	-12.3%
Not specified	16.4%	12.8%	3.6%

Other:

Other	2008	Percent
Stratford	36	8.4%
Inglewood	1	0.2%
Hawera	7	1.6%
New Plymouth	21	4.9%
Other	5	1.2%
Not specified	361	84.3%
Sample	428	100.0%

Other specified:

- Machine knit supplies - Internet.
- Motor vehicles - Hamilton.
- Petrol - Eltham
- Wanganui.
- Wool/embroidery supplies - Mainly internet.

Comparisons with 2000 results

Other	2008	2000	% change
Stratford	8.4%	5.1%	3.3%
Inglewood	0.2%	0.0%	0.2%
Hawera	1.6%	1.1%	0.6%
New Plymouth	4.9%	5.3%	-0.4%
Other	1.2%	4.3%	-3.1%
Not specified	84.3%	84.2%	0.1%

Other identified from Stratford shoppers:

- Agricultural & veterinary.
- Building supplies.
- Butcher.
- Car (x2).
- Craft fabric.
- Dining out, takeaways etc.
- Farm equipment.
- Farm supplies (x6).
- Farming products.
- Garden centres.
- Gardening (x3).
- Not specified (x6).
- Op shops.
- Petrol (x4).

- Plants and gardening.
- Postal.
- Stratford has all I need.
- Timber etc.
- TSB Bank.
- Vehicles.

Other identified from Inglewood shoppers:

- Vets.

Other identified from Hawera shoppers:

- CD's & DVD's (x2).
- DVDs.
- Fast food.
- Mechanical.
- Not specified.
- Op Shops.

Other identified from New Plymouth shoppers:

- Baby/children's clothes & goods. Garden plants & music.
- Bar, accessories.
- Bulk items.
- Car (x2).
- DVD's & DC's.
- Garden.
- Motor vehicles.
- Not specified (x8).
- Pet supplies.
- Restaurants.
- Sewing needs.
- Vehicles.
- Women's shoes.

2. Overall in what district do you do the majority of your shopping? (tick one only)

	2008	Percent
Stratford	291	68.0%
Inglewood	1	0.2%
Hawera	36	8.4%
New Plymouth	88	20.6%
Other	6	1.4%
Not specified	6	1.4%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Stratford	68.0%	61.0%	7.0%
Inglewood	0.2%	0.2%	0.0%
Hawera	8.4%	2.1%	6.3%
New Plymouth	20.6%	22.8%	-2.3%
Other	1.4%	11.5%	-10.1%
Not specified	1.4%	2.3%	-0.9%
Total	100.0%	100.0%	

3. Are there any specific things that could be undertaken to improve shopping in Stratford?

	Number	Percent
Need for more specialist shops/need for more competition in some retail sectors	213	49.8%
Other	69	16.1%
Shopping is good.	20	4.7%
More defined and extended shopping hours	13	3.0%
Sample	428	

Need for more specialist shops/need for more competition in some retail sectors specified:

	Number	Percent
Supermarket/groceries	113	26.4%
Clothing	60	14.0%
Competition	58	13.6%
Shoe shop	46	10.7%
Big box retail	34	7.9%
Selection/variety	24	5.6%
Specialist shops	14	3.3%
Shops for womens needs/women's clothing	12	2.8%
Restaurants/cafes/takeaways	9	2.1%
Car parking	7	1.6%
Fresh food/fish shop/butcher	4	0.9%
Better service	3	0.7%
Fabrics/crafts/art/entertainment	3	0.7%
Other	11	2.6%
Sample	428	

Comments coded to supermarket/groceries:

- (a) Warehouse or the like. (b) Supermarket (Pak 'n Save or Woolworth's).
- 1. Another proper grocery outlet eg, Countdown ie, some competition to New World. 2. Divert the heavy traffic - make main road into pedestrian mall style!
- 1. Another supermarket, so we are not blackmailed into paying higher prices. 2. A general store like Kmart.
- A cheaper grocery shop.
- A choice of grocery shops.
- A decent fresh fruit and vege shop. Also a wet fish shop and another supermarket. A good size one.
- A few more clothing/footwear stores and a more competitive home appliance centre. Another supermarket.
- A footwear shop maybe in conjunction with a clothing shop. Another grocery shop, though things have improved since Jim Lim took over New World.
- A major shop like Farmers, Warehouse and Toyworld. Another supermarket to give competition and therefore better prices, wider range of stocked items, more committed and friendly staff who would talk to you and not over your head to their friends.
- A new supermarket!
- A second competitive supermarket would be good, New World has a monopoly.
- A second grocery store to promote competition; choices; better pricing and service. A second DVD/Video Store - same reasons as above. Compared to other towns 'entertainment' ie, movies/DVD rental etc, is minimal and infrequent. Is there any support to help the movie theatre be maintained (ref: sound system issues).

- A second supermarket (Pak 'n Save).
- A second supermarket would make for competition, maybe fairer pricing. Poor selection of both men's and women's clothing. What about a branch of Millers or Postie Fashions - Mitre 10 store now empty.
- A second supermarket (x2).
- Another competitor in the supermarket area. No choice with grocery shopping and in this day and age we go for value for money - hence doing other shopping out of town when getting groceries in either New Plymouth or Hawera!
- Another grocery outlet as competition to New World would keep prices down.
- Another grocery outlet.
- Another grocery shop.
- Another 'opposition' supermarket.
- Another shop like Ballantynes for ladies things. Also another supermarket is needed.
- Another supermarket - at least more parking space at the one we have.
- Another supermarket - Countdown.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).
- Another supermarket and a Warehouse.
- Another supermarket and shoe store.
- Another supermarket for competition. A range of clothes and underwear for the older women of the area.
- Another supermarket or Warehouse.
- Another supermarket or Woolworth's.
- Another supermarket such as Woolworth's.
- Another supermarket to allow a wider range of product selection and competitive prices. More range of restaurants.
- Another supermarket to compete with New World. New World is over priced and has a poor selection. Need a place that sells reasonably priced family clothes. A lot of the shops here are over cluttered and need re-merchandising. Can't be bothered shopping in stores you can't see product clearly in.
- Another supermarket to create competition and hopefully, lower prices.
- Another supermarket to reduce/compete with costs of groceries at our existing one, would mean less people going elsewhere for cheaper groceries. A good "fresh produce" option - especially for seafood.
- Another supermarket with competitive prices would probably stop some residents going out of town for groceries.
- Another supermarket would be great and 'The Warehouse'! So hard having to do everything in New Plymouth. Even No.1 Shoe Warehouse.
- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford.
- Another supermarket, we could use some competition there.
- Another supermarket (x16).
- Another supermarket. More variety of shops.
- Another supermarket. New World is too expensive and provides no competition.
- Another supermarket? More shops for children's toys.
- Another, if not more supermarkets. Good clothes shop for adults and children, I couldn't buy pyjamas for my children last year in Stratford at all. Shoe shop.
- Auto parts store.
- Bring a Warehouse here and another supermarket.
- Bring in another supermarket.
- Bring in Countdown.
- Clothing and footwear stores. Another grocery place.
- Clothing, shoes and second grocery shop.
- Competition between supermarkets.
- Competition for the existing supermarket, to make more competitive prices.

- Competition for the supermarket which might mean that a full range of products are stocked.
- Competition for the supermarket!
- Competition supermarket. More clothing shops.
- Countdown would be good and also The Warehouse.
- Definitely - get another supermarket here. New World can charge what they like. Competition is healthy in this instance.
- Either another supermarket or more choice in products.
- Get another Bin Inn.
- Get another supermarket to give New World competition as they are far too expensive and never have what you want or they don't have it in stock because they have run out.
- Grocery shopping. Limited choice of some products in local supermarket. Parking not good. Dislike wet shopping trolleys on wet days (trolleys not undercover).
- Have more than one supermarket.
- Having a Countdown or Pak 'n Save, Warehouse.
- Healthy competition in the supermarket arena.
- I feel there needs to be more clothing and footwear stores. Video hire is expensive and not realistic when having to return videos by 12 the next day. Also another supermarket - less expensive!
- I would like another supermarket to come to Stratford, maybe something for the youth. We could also have a shoe shop/bag shop. More op-shops would also be great for the low income.
- Introducing competition in all shopping mainly a new supermarket.
- More competition eg, another supermarket, it would give us better deals and create more jobs.
- More parking for vehicles with trailers. Another supermarket.
- More than one supermarket needed, as it is not convenient to do grocery shopping (especially for perishable goods) out of town and sometimes our only supermarket is out of stock of items when needed. There is no shop in Stratford with stocks of women's clothing, underwear and shoes for the mature woman.
- Need another supermarket and a Bin Inn.
- Need more clothes shops - Warehouse or Farmers maybe and another supermarket.
- Pak 'n Save supermarket, Countdown supermarket and Warehouse.
- Possibly more shops for competitiveness ie, supermarket.
- Put in another supermarket.
- Rival supermarket.
- Second grocery shop. Middle priced all round clothing shop and a Bin Inn.
- Some people go to New Plymouth for cheaper groceries. It would be good if they didn't have to.
- Specifically the supermarket needs competition, it's far too expensive on lots of items.
- Start another supermarket to compete with New World as far as food prices are concerned, as one has to travel to Hawera where food prices are cheaper. (Countdown or Pak 'n Save).
- Stratford has a good array of businesses to shop from. Another supermarket ie, Pak 'n Save would be great, but obviously not viable. We have a good range of stuff for teenagers and adults, but some more children's speciality shops would be good ie, clothes, toys (Toyworld, T & T and Pumpkin Patch).
- Supermarket - competition or expansion and stocking of existing.
- Supermarket competition or expansions at least of existing New World.
- Supermarket needs an up-grade and also skatepark.
- To help competition, another supermarket would be good.
- Warehouse and Countdown.

- We could do with another grocer store and clothing shop for the older people 60 to 80.
- We need a Pak 'n Save or Warehouse to attract people into the district.
- We need a shoe shop. We need more clothing shops. Another supermarket would be great for competition.
- We need another supermarket eg, Pak 'n Save. Also, a 'Warehouse' would encourage passer-bys to stop and shop. Parallel parking on the main shopping area of Broadway instead of angle parking as it is quite blind reversing into a main thoroughfare.
- Wider range of goods required especially groceries and clothing.
- Women's clothing. Another supermarket.
- Would like to see a better selection of clothes shops also a decent shoe shop. Clothes for babies through to teens. Another supermarket to create competition.
- Yes, another supermarket and a good women's clothing shop.
- Yes, another supermarket, maybe a Warehouse or Farmers Store.
- Yes, I think if there was one other supermarket and more clothes shops. Quite a lot of people I know go to New Plymouth or Hawera to do groceries because it's a lot cheaper.
- Yes, ladies clothing, another grocery shop and good shoe shop.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to clothing:

- A "Ballantynes" or "Postie Plus" shop for fashion at a reasonable price would be beneficial. Wouldn't have to go to New Plymouth then! Also need a shoe shop.
- A clothing store like Warehouse for cheaper clothing.
- A few more clothing/footwear stores and a more competitive home appliance centre. Another supermarket.
- A footwear shop maybe in conjunction with a clothing shop. Another grocery shop, though things have improved since Jim Lim took over New World.
- A good lower priced ladies clothing store. Shoe shop.
- A second supermarket would make for competition, maybe fairer pricing. Poor selection of both men's and women's clothing. What about a branch of Millers or Postie Fashions - Mitre 10 store now empty.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).
- Another supermarket to compete with New World. New World is over priced and has a poor selection. Need a place that sells reasonably priced family clothes. A lot of the shops here are over cluttered and need re-merchandising. Can't be bothered shopping in stores you can't see product clearly in.
- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford.
- Another, if not more supermarkets. Good clothes shop for adults and children, I couldn't buy pyjamas for my children last year in Stratford at all. Shoe shop.
- Cheaper clothing store ie, The Warehouse/Postie Plus/Shantons. Increase car park space behind streets of the town centre.
- Children and ladies clothes, toy and shoe shops. A Warehouse would be good. Other major shops.
- Clothes.
- Clothing and footwear stores. Another grocery place.
- Clothing cheaper in New Plymouth and more selection to.
- Clothing for family. More variety.

- Clothing, especially affordable children's and youth clothing.
- Clothing, shoes and second grocery shop.
- Competition supermarket. More clothing shops.
- De-camber Broadway and install lower kerbs. Budget clothing and footwear shops eg, Hallensteins and Hannah's. Loyalty card for shopping locally.
- Encouragement for more retail shops, clothing and footwear etc. More control over too many food shops and hair salons.
- Few more dress shops.
- I feel there needs to be more clothing and footwear stores. Video hire is expensive and not realistic when having to return videos by 12 the next day. Also another supermarket - less expensive!
- I feel we need more clothes shops.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and it's expensive and no variety. Goods often more expensive in Stratford, be it electrical, home goods, personal produced, books, stationery etc.
- It would be nice to have one big clothing shop to suit all ages.
- Ladies and men's clothing - shoes.
- More ladies and men's shops.
- More shops (eg, for towels, bedding, plates, bowls etc, shoes and kids clothes). Stratford lacks a lot that's why bar groceries and the odd bits and pieces, most of it is done in New Plymouth where it's cheaper.
- More shops or more clothing and toy shops for kids.
- More shops, such as footwear, clothes for the older person.
- More than one supermarket needed, as it is not convenient to do grocery shopping (especially for perishable goods) out of town and sometimes our only supermarket is out of stock of items when needed. There is no shop in Stratford with stocks of women's clothing, underwear and shoes for the mature woman.
- More variety - especially with clothing and footwear.
- More variety of stores - in particular clothing stores.
- Need ladies and men's clothing.
- Need more clothes shops - Warehouse or Farmers maybe and another supermarket.
- Perhaps more selection for the elderly, with general clothing.
- Reasonably priced clothing shop.
- Second grocery shop. Middle priced all round clothing shop and a Bin Inn.
- Shoe shop. Clothing for women and families.
- Shoes and clothing for children.
- Shoe shops - underwear (Two Dollar shop!). Heavy traffic by-pass - freeway on Juliet Street. Broadway traffic is horrendous - noisy, exhaust fumes, difficulty emerging from parks - 'train' of heavy traffic and 'shift' traffic.
- Shopping for shoes and underwear - choices are limited - present providers could possibly give more variety.
- Shops need to carry a greater selection, particularly clothing.
- Stratford has most things available, but for high quality dress and underwear it is lacking.
- The shops I buy from are not in Stratford ie, Briscoe's. No good dress shops. I don't like New World in Stratford. No decent shoe shops. Mitre 10 not good either, only good shop is Cottage Lane.
- There are no clothing/footwear shops in Stratford.
- There aren't any clothes shops for teens or adults and no footwear, so New Plymouth gets the trade.
- There is far too much difference between prices. That is just (theft) or daylight (robbery). Shoes and clothing cheaper in New Plymouth and Hawera.

- We could do with another grocer store and clothing shop for the older people 60 to 80.
- We need a good toy shop and clothing shop for the whole family.
- We need a shoe shop. We need more clothing shops. Another supermarket would be great for competition.
- We need a shop for children - birth to 15 years. There is only New World, dairies and Dress for Less for affordable socks, knickers and shoes.
- We need more clothing and shoe places.
- Wider range of goods required especially groceries and clothing.
- Wider variety of clothing shops - more shoe shops.
- Would be good to have a designated footwear outlet (or shoe shop). Would be good if we had a middle-of-the-road clothing store (eg, Glassons or Just Jeans) - chain stores.
- Would like to see a better selection of clothes shops also a decent shoe shop. Clothes for babies through to teens. Another supermarket to create competition.
- Yes, I think if there was one other supermarket and more clothes shops. Quite a lot of people I know go to New Plymouth or Hawera to do groceries because it's a lot cheaper.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

Comments coded to competition:

- (a) Warehouse or the like. (b) Supermarket (Pak 'n Save or Woolworth's).
- 1. Another proper grocery outlet eg, Countdown ie, some competition to New World. 2. Divert the heavy traffic - make main road into pedestrian mall style!
- 1. Another supermarket, so we are not blackmailed into paying higher prices. 2. A general store like Kmart.
- A cheaper grocery shop.
- A choice of grocery shops.
- A little more competition as I haven't walked Broadway for a long time, I feel I can't comment.
- A major shop like Farmers, Warehouse and Toyworld. Another supermarket to give competition and therefore better prices, wider range of stocked items, more committed and friendly staff who would talk to you and not over your head to their friends.
- A second competitive supermarket would be good, New World has a monopoly.
- A second grocery store to promote competition; choices; better pricing and service. A second DVD/Video Store - same reasons as above. Compared to other towns 'entertainment' ie, movies/DVD rental etc, is minimal and infrequent (Is there any support to help the movie theatre be maintained (ref: sound system issues).
- A second supermarket would make for competition, maybe fairer pricing. Poor selection of both men's and women's clothing. What about a branch of Millers or Postie Fashions - Mitre 10 store now empty.
- Access to shops etc, is fine. Stratford does not have a lot of competition between places which makes shopping more costly than at New Plymouth.
- Another competitor in the supermarket area. No choice with grocery shopping and in this day and age we go for value for money - hence doing other shopping out of town when getting groceries in either New Plymouth or Hawera!
- Another grocery outlet as competition to New World would keep prices down.
- Another 'opposition' supermarket.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).

- Another supermarket for competition. A range of clothes and underwear for the older women of the area.
- Another supermarket to allow a wider range of product selection and competitive prices. More range of restaurants.
- Another supermarket to compete with New World. New World is over priced and has a poor selection. Need a place that sells reasonably priced family clothes. A lot of the shops here are over cluttered and need re-merchandising. Can't be bothered shopping in stores you can't see product clearly in.
- Another supermarket to create competition and hopefully, lower prices.
- Another supermarket to reduce/compete with costs of groceries at our existing one, would mean less people going elsewhere for cheaper groceries. A good "fresh produce" option - especially for seafood.
- Another supermarket with competitive prices would probably stop some residents going out of town for groceries.
- Another supermarket. New World is too expensive and provides no competition.
- Competition between supermarkets.
- Competition for the existing supermarket, to make more competitive prices.
- Competition for the supermarket which might mean that a full range of products are stocked.
- Competition for the supermarket!
- Competition supermarket. More clothing shops.
- Competitive prices.
- Definitely - get another supermarket here. New World can charge what they like. Competition is healthy in this instance.
- Drop their prices they should be cheaper. The rent etc, is only one-fifth of New Plymouth or Hawera.
- Encouraging larger stores eg, Bunnings/Warehouse for better competitive pricing.
- Get another supermarket to give New World competition as they are far too expensive and never have what you want or they don't have it in stock because they have run out.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and it's expensive and no variety. Goods often more expensive in Stratford, be it electrical, home goods, personal produced, books, stationery etc.
- Introducing competition in all shopping mainly a new supermarket.
- Lower prices so it's the same as the shops in bigger places, like New Plymouth.
- Make items cheaper. Have more items to choose from.
- More business competitiveness.
- More competition between hardware, supermarkets etc, but Stratford isn't big enough for that, so it probably wouldn't be possible.
- More competition eg, another supermarket, it would give us better deals and create more jobs.
- More competitive prices for grocery shopping.
- More than one supermarket needed, as it is not convenient to do grocery shopping (especially for perishable goods) out of town and sometimes our only supermarket is out of stock of items when needed. There is no shop in Stratford with stocks of women's clothing, underwear and shoes for the mature woman.
- More variety. Competitive prices.
- More variety. Competitive pricing with New Plymouth and Hawera.
- Need place like 'Warehouse' for kids clothes, shoes and toys. Previous shops selling these items have been either overpriced or poorly managed eg, Hannah's.
- Possibly more shops for competitiveness ie, supermarket.

- Prices are more expensive in Stratford. More selection of shops or just more shops.
- Prices must be competitive.
- Require good quality for lowest price.
- Some people go to New Plymouth for cheaper groceries. It would be good if they didn't have to.
- Specifically the supermarket needs competition, it's far too expensive on lots of items.
- Supermarket - competition or expansion and stocking of existing.
- Supermarket competition or expansions at least of existing New World.
- There is far too much difference between prices. That is just (theft) or daylight (robbery). Shoes and clothing cheaper in New Plymouth and Hawera.
- To help competition, another supermarket would be good.
- We need a shoe shop. We need more clothing shops. Another supermarket would be great for competition.
- Wider range of goods at city prices.
- Would like to see a better selection of clothes shops also a decent shoe shop. Clothes for babies through to teens. Another supermarket to create competition.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

Comments coded to shoe shop:

- A decent shoe shop.
- A few more clothing/footwear stores and a more competitive home appliance centre. Another supermarket.
- A footwear shop maybe in conjunction with a clothing shop. Another grocery shop, though things have improved since Jim Lim took over New World.
- A good lower priced ladies clothing store. Shoe shop.
- A wider range of fish products and shoes.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).
- Another supermarket and shoe store.
- Another, if not more supermarkets. Good clothes shop for adults and children, I couldn't buy pyjamas for my children last year in Stratford at all. Shoe shop.
- Clothing and footwear stores. Another grocery place.
- Clothing, shoes and second grocery shop.
- De-camber Broadway and install lower kerbs. Budget clothing and footwear shops eg, Hallensteins and Hannah's. Loyalty card for shopping locally.
- Encouragement for more retail shops, clothing and footwear etc. More control over too many food shops and hair salons.
- Hannah's shoe store.
- I feel there needs to be more clothing and footwear stores. Video hire is expensive and not realistic when having to return videos by 12 the next day. Also another supermarket - less expensive!
- I only get to shop in the weekend - Stratford is only open till 12.30pm on Saturdays. That leaves me no choice, but to go out of town. Cheaper varied items - decent shoe store.
- I would like another supermarket to come to Stratford, maybe something for the youth. We could also have a shoe shop/bag shop. More op-shops would also be great for the low income.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and its

expensive and no variety. Goods often more expensive in Stratford be it electrical, home goods, personal produced, books, stationery etc.

- Ladies and men's clothing - shoes.
- More shops (eg, for towels, bedding, plates, bowls etc, shoes and kids clothes). Stratford lacks a lot that's why bar groceries and the odd bits and pieces, most of it is done in New Plymouth where it's cheaper.
- More shops, such as footwear, clothes for the older person.
- More than one supermarket needed, as it is not convenient to do grocery shopping (especially for perishable goods) out of town and sometimes our only supermarket is out of stock of items when needed. There is no shop in Stratford with stocks of women's clothing, underwear and shoes for the mature woman.
- More variety - especially with clothing and footwear.
- Quality women's shoes.
- Shoe shop and ladies dress wear.
- Shoe shop, good fast food place to keep the young ones wanting to eat here ie, McDonald's, Burger King etc.
- Shoe shop. Clothing for women and families.
- Shoe store would be useful.
- Shoe store.
- Shoes and clothing for children.
- Shoes shop - underwear (Two Dollar shop!). Heavy traffic by-pass - freeway on Juliet Street. Broadway traffic is horrendous - noisy, exhaust fumes, difficulty emerging from parks - 'train' of heavy traffic and 'shift' traffic.
- Shopping for shoes and underwear - choices are limited - present providers could possibly give more variety.
- Stratford is coming along nicely and improving all the time. A footwear shop I feel is required.
- The shops I buy from are not in Stratford ie, Briscoe's. No good dress shops. I don't like New World in Stratford. No decent shoe shops. Mitre 10 not good either, only good shop is Cottage Lane.
- There are no clothing/footwear shops in Stratford.
- There aren't any clothes shops for teens or adults and no footwear, so New Plymouth gets the trade.
- There is far too much difference between prices. That is just (theft) or daylight (robbery). Shoes and clothing cheaper in new Plymouth and Hawera.
- We need a shoe shop. We need more clothing shops. Another supermarket would be great for competition.
- We need a shop for children - birth to 15 years. There is only New World, dairies and Dress for Less for affordable socks, knickers and shoes.
- We need more clothing and shoe places.
- We should not have to go out of town to buy shoes.
- Wider variety of clothing shops - more shoe shops.
- Would be good to have a designated footwear outlet (or shoe shop). Would be good if we had a middle-of-the-road clothing store (eg, Glassons or Just Jeans) - chain stores.
- Would like to see a better selection of clothes shops also a decent shoe shop. Clothes for babies through to teens. Another supermarket to create competition.
- Yes, ladies clothing, another grocery shop and good shoe shop.
- Yes, Stratford desperately needs the following: 1. A good shoe shop eg, Hannah's. 2. McDonald's or Burger King.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

Comments coded to big box retail:

- (a) Warehouse or the like. (b) Supermarket (Pak 'n Save or Woolworth's).
- 1. Another supermarket, so we are not blackmailed into paying higher prices.
- 2. A general store like Kmart.
- A clothing store like Warehouse for cheaper clothing.
- A decent fresh fruit and vege shop. Also a wet fish shop and another supermarket. A good size one.
- A major shop like Farmers, Warehouse and Toyworld. Another supermarket to give competition and therefore better prices, wider range of stocked items, more committed and friendly staff who would talk to you and not over your head to their friends.
- A Warehouse and McDonald's.
- Another supermarket and a Warehouse.
- Another supermarket or Warehouse.
- Another supermarket would be great and 'The Warehouse'! So hard having to do everything in New Plymouth. Even No.1 Shoe Warehouse.
- Bring a Warehouse here and another supermarket.
- By attracting big business - cheaper retail, land, easier entry. Stratford is generally a rural service town and farm machinery.
- Chain store.
- Cheaper clothing store ie, The Warehouse/Postie Plus/Shantons. Increase car park space behind streets of the town centre.
- Children and ladies clothes, toy and shoe shops. A Warehouse would be good. Other major shops.
- Countdown would be good and also The Warehouse.
- Encouraging larger stores eg, Bunnings/Warehouse for better competitive pricing.
- Getting the Warehouse and McDonald's or Burger King.
- Have a Warehouse.
- Have seven day a week shopping. Build a Warehouse.
- Having a Countdown or Pak 'n Save, Warehouse.
- Maybe two more zebra crossings - one on the south end round about and one up by Fenton Street round about. Another outlet for DVDs maybe. A "Warehouse"/Red Barn would be handy.
- Mitre 10 - it's cheaper to travel to Hawera Mitre 10 shop than stay at Stratford Mitre 10, as Stratford's store is so expensive.
- More options would be good. Maybe a Warehouse.
- Need more clothes shops - Warehouse or Farmers maybe and another supermarket.
- Need place like 'Warehouse' for kids clothes, shoes and toys. Previous shops selling these items have been either overpriced or poorly managed eg, Hannah's.
- Pak 'n Save supermarket, Countdown supermarket and Warehouse.
- The Warehouse would be a deterrent to go to New Plymouth or Hawera. A McDonald's outlet also could be a holding attraction. We need more shops with the drive of "off the cuff".
- Warehouse and Countdown.
- Warehouse.
- We need a Pak 'n Save or Warehouse to attract people into the district.
- We need another supermarket eg, Pak 'n Save. Also, a 'Warehouse', would encourage passer-bys to stop and shop. Parallel parking on the main shopping area of Broadway instead of angle parking as it is quite blind reversing into a main thoroughfare.
- Would be good to have a designated footwear outlet (or shoe shop). Would be good if we had a middle-of-the-road clothing store (eg, Glassons or Just Jeans) - chain stores.

- Yes, another supermarket, maybe a Warehouse or Farmers Store.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to selection/variety:

- Another supermarket to allow a wider range of product selection and competitive prices. More range of restaurants.
- Another supermarket. More variety of shops.
- Better choices when buying products.
- Bigger variety of shops.
- Clothing for family. More variety.
- Grocery shopping. Limited choice of some products in local supermarket. Parking not good. Dislike wet shopping trolleys on wet days (trolleys not undercover).
- Make items cheaper. Have more items to choose from.
- Mall style shopping, better retail quality.
- More shops (eg, for towels, bedding, plates, bowls etc, shoes and kids clothes). Stratford lacks a lot that's why bar groceries and the odd bits and pieces, most of it, is done in New Plymouth where it's cheaper.
- More shops for more choice.
- More shops or more clothing and toy shops for kids.
- More shops, such as footwear, clothes for the older person.
- More variety of shops - there are a lot of food and hairdressing shops in Stratford.
- More variety of stores - in particular clothing stores.
- More variety, few shops catering for women and men's apparel.
- More variety.
- More variety. Competitive prices.
- More variety. Competitive pricing with New Plymouth & Hawera.
- Obviously greater selection of shops, but probably not enough people to make that economically viable. When shop frontages look good people are more likely to want to stop. Speciality shops might help eg, gift shops or antique shops. People may drive here from other towns if there is something different.
- Prices are more expensive in Stratford. More selection of shops or just more shops.
- Shops need to carry a greater selection, particularly clothing.
- Wider range of goods at city prices.
- Wider range of goods required especially groceries and clothing.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to specialist shops:

- A Bin Inn like we had.
- A few more clothing/footwear stores and a more competitive home appliance centre. Another supermarket.
- Another supermarket? More shops for children's toys.
- I would like another supermarket to come to Stratford, maybe something for the youth. We could also have a shoe shop/bag shop. More op-shops would also be great for the low income.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or

nasty cheap! No shoes either, only one place to get babies clothes and it's expensive and no variety. Goods often more expensive in Stratford, be it electrical, home goods, personal produced, books, stationery etc.

- More shops or more clothing and toy shops for kids.
- Obviously greater selection of shops, but probably not enough people to make that economically viable. When shop frontages look good people are more likely to want to stop. Speciality shops might help eg, gift shops or antique shops. People may drive here from other towns if there is something different.
- Second groceries shop. Middle priced all round clothing shop and a Bin Inn.
- Shoes, shop - underwear (Two Dollar shop!). Heavy traffic by-pass - freeway on Juliet Street. Broadway traffic is horrendous - noisy, exhaust fumes, difficulty emerging from parks - 'train' of heavy traffic and 'shift' traffic.
- Sports store.
- Stratford has a good array of businesses to shop from. Another supermarket ie, Pak 'n Save would be great, but obviously not viable. We have a good range of stuff for teenagers and adults, but some more children's speciality shops would be good ie, clothes, toys (Toyworld, T & T and Pumpkin Patch).
- The Warehouse would be a deterrent to go to New Plymouth or Hawera. A McDonald's outlet also could be a holding attraction. We need more shops with the drive of "off the cuff".
- We need a good toy shop and clothing shop for the whole family.
- Yes. Why don't you have a laundry business here like Hawera etc.

Comments coded to shops for women's needs/women's clothing:

- Another shop like Ballantynes for ladies things. Also another supermarket is needed.
- Another supermarket for competition. A range of clothes and underwear for the older women of the area.
- More ladies and men's shops.
- More variety, few shops catering for women and men's apparel.
- Need ladies and men's clothing.
- Shoe shop and ladies dress wear.
- Shoe shop. Clothing for women and families.
- We badly need a "mens' shop" also a good women's shop.
- Women's clothing. Another supermarket.
- Women's dress shops needed. On a Sunday, are there shops to get a cup of tea and sandwich or light lunch, not takeaways?
- Yes, another supermarket and a good women's clothing shop.
- Yes, ladies clothing, another grocery shop and good shoe shop.

Comments coded to restaurants/cafes/takeaways:

- A Warehouse and McDonald's.
- Another supermarket to allow a wider range of product selection and competitive prices. More range of restaurants.
- Getting the Warehouse and McDonald's or Burger King.
- KFC and covered footpaths.
- Shoe shop, good fast food place to keep the young ones wanting to eat here ie, McDonald's, Burger King etc.
- The Warehouse would be a deterrent to go to New Plymouth or Hawera. A McDonald's outlet also could be a holding attraction. We need more shops with the drive of "off the cuff".
- Women's dress shops needed. On a Sunday, are there shops to get a cup of tea and sandwich or light lunch, not takeaways?
- Yes, Stratford desperately needs the following: 1. A good shoe shop eg, Hannah's. 2. McDonald's or Burger King.

- Yes. Tea and coffee houses. Toilet under clock tower filthy and unhygienic, not good for our visitors to use. Bad look for Stratford.

Comments coded to car parking:

- Another supermarket - at least more parking space at the one we have.
- Cheaper clothing store ie, The Warehouse/Postie Plus/Shantons. Increase car park space behind streets of the town centre.
- Grocery shopping. Limited choice of some products in local supermarket. Parking not good. Dislike wet shopping trolleys on wet days (trolleys not undercover).
- More parking for vehicles with trailers. Another supermarket.
- Shoe shops - underwear (Two Dollar shop!). Heavy traffic by-pass - freeway on Juliet Street. Broadway traffic is horrendous - noisy, exhaust fumes, difficulty emerging from parks - 'train' of heavy traffic and 'shift' traffic.
- We need another supermarket eg, Pak 'n Save. Also, a 'Warehouse', would encourage passer-bys to stop and shop. Parallel parking on the main shopping area of Broadway instead of angle parking as it is quite blind reversing into a main thoroughfare.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to fresh food/fish shop/butcher:

- A decent fresh fruit and vege shop. Also a wet fish shop and another supermarket. A good size one.
- A wider range of fish products and shoes.
- Another supermarket to reduce/compete with costs of groceries at our existing one would mean less people going elsewhere for cheaper groceries. A good "fresh produce" option - especially for seafood.
- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford.

Comments coded to better service:

- A major shop like Farmers, Warehouse and Toyworld. Another supermarket to give competition and therefore better prices, wider range of stocked items, more committed and friendly staff who would talk to you and not over your head to their friends.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

Comments coded to fabrics/crafts/art/entertainment:

- A second grocery store to promote competition; choices; better pricing and service. A second DVD/Video Store - same reasons as above. Compared to other towns 'entertainment' ie, movies/DVD rental etc, is minimal and infrequent. Is there any support to help the movie theatre be maintained (ref: sound system issues)?

- I feel there needs to be more clothing and footwear stores. Video hire is expensive and not realistic when having to return videos by 12 the next day. Also another supermarket - less expensive!
- Maybe two more zebra crossings - one on the south end round about and one up by Fenton Street round about. Another outlet for DVDs maybe. A "Warehouse"/Red Barn would be handy.

Comments coded to other:

- A more aggressive Business Association, drawing in not only retailers, but manufacturers and other business operators.
- Another supermarket to compete with New World. New World is over priced and has a poor selection. Need a place that sells reasonably priced family clothes. A lot of the shops here are over cluttered and need re-merchandising. Can't be bothered shopping in stores you can't see product clearly in.
- De-camber Broadway and install lower kerbs. Budget clothing and footwear shops eg, Hallensteins and Hannah's. Loyalty card for shopping locally.
- Encouragement for more retail shops, clothing and footwear etc. More control over too many food shops and hair salons.
- Have seven day a week shopping. Build a Warehouse.
- I only get to shop in the weekend - Stratford is only open till 12.30pm on Saturdays. That leaves me no choice, but to go out of town. Cheaper varied items - decent shoe store.
- Less second hand shops.
- Many shops never have the specials in store or have sold out. Other stock is often needed to be ordered, but a person often wants it immediately, therefore not providing service.
- More centralised services, supermarket and all shops in main street like centre city New Plymouth.
- We badly need a "mens' shop" also a good women's shop.
- We need a shop for children - birth to 15 years. There is only New World, dairies and Dress for Less for affordable socks, knickers and shoes.

Other specified:

	Number	Percent
Parking	21	4.9%
Roads/traffic	14	3.3%
Customer service	8	1.9%
Town appearance/image	8	1.9%
Retail	4	0.9%
Specialist shops	4	0.9%
Community	1	0.2%
Public toilets	1	0.2%
Tourism	0	0.0%
Other	16	3.7%
Sample	428	

Comments coded to parking:

- Another supermarket - at least more parking space at the one we have.
- Better parking off main road.
- Cheaper clothing store ie, The Warehouse/Postie Plus/Shantons. Increase car park space behind streets of the town centre.
- Free parking is excellent.

- Grocery shopping. Limited choice of some products in local supermarket. Parking not good. Dislike wet shopping trolleys on wet days (trolleys not undercover).
- Keep the parking in the main street as it is. Hawera's parking is the main reason I don't go there much.
- More parking for vehicles with trailers. Another supermarket.
- More parking locations off the main street and shops to be open with advertised opening hours (customer service training) to!
- Parking is sometimes difficult, especially along Broadway when trying to back out with the continuing stream of trucks and cars going through.
- Parking time limits.
- Remove angle parking in CBD - it is a bugger reversing into oncoming traffic. Straight parking (as by both roundabouts) is much safer.
- Remove garden boxes for more parking spaces.
- Shift shop owners' cars from blocking car parks on Broadway.
- Some signage to explain - politeness when cars are backing out of car parks. (Simple. Please be courteous to backing traffic).
- Supermarket shopping is often hectic especially trying to find a park when trucks are in. Maybe a late evening every once and a while. Many items such as clothing, shoes are unavailable or far too expensive.
- The carpark at New World. Improved hours at NZ Post.
- We need another supermarket eg, Pak 'n Save. Also, a 'Warehouse', would encourage passer-bys to stop and shop. Parallel parking on the main shopping area of Broadway instead of angle parking as it is quite blind reversing into a main thoroughfare.
- Yes, more angle parking and cheaper doctor's fees for pensioners.
- Yes, parking!
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.
- Yes, the parking on main street needs looking at and off street parking for people like me who can't walk long distances and are not eligible for Disability Parking permit cards.

Comments coded to roads/traffic:

- 1. Another proper grocery outlet eg, Countdown ie, some competition to New World. 2. Divert the heavy traffic - make main road into pedestrian mall style!
- A by-pass so we don't have to argue with the volume of traffic passing through.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).
- At least another pedestrian crossing!
- Controlled pedestrian crossing instead of people just wandering onto the crossing.
- De-camber Broadway and install lower kerbs. Budget clothing and footwear shops eg, Hallensteins and Hannah's. Loyalty card for shopping locally.
- Divert heavy traffic from Main Street and along route off rail track side of town.
- Fix the terrible (bloody dangerous) new footpaths in Broadway. Shopping out of town is very much a must now - especially for elderly folk.
- Improving traffic congestion in Main Street. At peak times, reversing out of a park can take forever as traffic refuses to stop to allow you to reverse and join the traffic flow.
- Maybe two more zebra crossings - one on the south end round about and one up by Fenton Street round about. Another outlet for DVDs maybe. A "Warehouse"/Red Barn would be handy.
- Re-route the heavy traffic.

- Shoe shops - underwear (Two Dollar shop!). Heavy traffic by-pass - freeway on Juliet Street. Broadway traffic is horrendous - noisy, exhaust fumes, difficulty emerging from parks - 'train' of heavy traffic and 'shift' traffic.
- Traffic by-pass away from Broadway shopping area.
- Traffic lights, as with one pedestrian crossing in Main Street, crossing the road is risky. Also divert heavy truck traffic from Main Street. At peak hours every third vehicle is a truck and trailer unit.

Comments coded to customer service:

- 1. Some shops should take a course in public relations and customer service.
- 2. Maybe more thought applied to window dressing.
- A major shop like Farmers, Warehouse and Toyworld. Another supermarket to give competition and therefore better prices, wider range of stocked items, more committed and friendly staff who would talk to you and not over your head to their friends.
- Attitude of shop owners - poor service ethic. Appearance of shops. Expand supermarket to allow bigger range of products and better stocking levels.
- Customer service. Niche shopping (possibility to attract other businesses to town).
- More training for staff on product they are selling and abilities to give change without machine aid.
- Shop keepers to go the extra mile if commodity is unavailable ie, enquire from manufacturers or whatever if product wanted is available.
- Shop staff - you walk in a shop and they stare at you and say what do you want, or do you want something in a pissed off voice.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

Comments coded to town appearance/image:

- 1. Some shops should take a course in public relations and customer service.
- 2. Maybe more thought applied to window dressing.
- A lot of shops need up-grading internally. Most shops are out dated and old fashioned.
- A number of Stratford shops have had a good face lift and are clean and tidy and well sign written. Generally up-graded when comparing with other towns. Keep improving.
- A second grocery store to promote competition; choices; better pricing and service. A second DVD/Video Store - same reasons as above. Compared to other towns 'entertainment' ie, movies/DVD rental etc, is minimal and infrequent. Is there any support to help the movie theatre be maintained (ref: sound system issues)?
- Attitude of shop owners - poor service ethic. Appearance of shops. Expand supermarket to allow bigger range of products and better stocking levels.
- If the facades above the current shops were kept nicely painted the overall appearance of Broadway would be more attractive to shoppers.
- Obviously greater selection of shops, but probably not enough people to make that economically viable. When shop frontages look good people are more likely to want to stop. Speciality shops might help eg, gift shops or antique shops. People may drive here from other towns if there is something different.
- Yes. Tea and coffee houses. Toilet under clock tower filthy and unhygienic, not good for our visitors to use. Bad look for Stratford.

Comments coded to retail:

- Access to shops etc, is fine. Stratford does not have a lot of competition between places which makes shopping more costly than at New Plymouth.
- Availability of stock - often when things are on 'special' they're sold out.
- Be very difficult to compete against big chain shops. Better to have something unique and offer top service.
- Encourage (without costs) traders to establish off the main highway on another part of town eg, Juliet or Miranda Streets.

Comments coded to specialist shops:

- Customer service. Niche shopping (possibility to attract other businesses to town).
- Obviously greater selection of shops, but probably not enough people to make that economically viable. When shop frontages look good people are more likely to want to stop. Speciality shops might help eg, gift shops or antique shops. People may drive here from other towns if there is something different.
- Stratford will always be limited as we are a low population town. If Stratford is to improve it has to establish a point of difference. Back Stage Café was brilliant with real character. Our current restaurants are bland. (This is just one example).
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to community:

- De-camber Broadway and install lower kerbs. Budget clothing and footwear shops eg, Hallensteins and Hannah's. Loyalty card for shopping locally.

Comments coded to public toilets:

- Yes. Tea and coffee houses. Toilet under clock tower filthy and unhygienic, not good for our visitors to use. Bad look for Stratford.

Comments coded to other:

- ATM' at supermarket.
- Better shopping hours like one late night on Thursday or Friday and more co-operation, so they all have same hours and not half of them shut. Shops to cater for larger people.
- Grocery shopping. Limited choice of some products in local supermarket. Parking not good. Dislike wet shopping trolleys on wet days (trolleys not undercover).
- KFC and covered footpaths.
- Lock up the youth. It's dangerous out there.
- Make the healthy food prices lower and the unhealthy food prices higher.
- More regulated shopping hours so shops open similar hours, with shop hours displayed on all shops and adhered to. Also the supermarket needs to be clearly sign-posted - we have a lot of visitors call into the shop to ask where it is.
- Prompt attention to complaints or problems would help. Recently we put a Venetian blind in for repair - August 6th 2008. Finally, got some answers on 12th November 2008.
- Some kind of shelter on the north side of Prospero Place would be a good idea.
- Stop car usage.

- Stop grizzling about footpaths. Don't expect rate payers to pay for shopping improvements. The owner of the business must pay for their own upkeep. People who are leasing or renting, do the maintenance.
- We are a mountain town - capitalise on that. Have a winter theme every year or Farmers Market every Sunday in Prospero Place, organic vegies etc, (not toys and junk, just healthy food).
- We go out of town for better variety and selection of goods plus competitive prices. However, I don't think having the larger national stores would be beneficial to our town's rural support system.
- We have a town of beneficiaries which limits who spends what and what is purchased.
- Would like to see more specials, but saying that, the cost of transport is one of the drawbacks we face.
- Yes, you need to grow the population of Stratford dramatically. If you want to know how to, contact H.J. Cooper ph. 765 5316

Comments coded to shopping is good:

- All I need, I can purchase in Stratford.
- As is.
- Being a superannuitant most shopping needed by me is available in Stratford.
- Better shopping hours like one late night on Thursday or Friday and more co-operation, so they all have same hours and not half of them shut. Shops to cater for larger people.
- For a small town - no.
- I do most of my shopping at Mitre 10 in Hawera - once the Stratford Mitre 10 new store is open, I will be doing most of my shopping in Stratford.
- I find shopping in Stratford very good apart from the racial prejudice I and my whanau experience across Taranaki.
- I have found the Stratford shops adequate for my needs. I have lived here nearly three years.
- I think the shops are adequate.
- I'm quite happy with the way shop attendants help me.
- No, I think Stratford is well catered for, for it's size.
- None that I can think of - I personally do not have any problems shopping here.
- Not really, it's a nice little town, it just doesn't have the variety.
- Nothing. Very good for small country town.
- Realistically no. Pretty good as is.
- Shopping in Stratford is great! If the art gallery was open later (not exactly shopping, but part of the overall experience - 'trip to town') (till 5pm), it would be more accessible.
- Stratford is an awesome shopping centre that just needs to keep up with the flow. As long as it keeps growing with the population.
- Stratford is coming along nicely and improving all the time. A footwear shop I feel is required.
- The shops are good but work takes us to New Plymouth.
- You never stop improving.

Comments coded to more defined and extended shopping hours:

- Better business hours (eg, open later at least one evening a week). Post hours of operation on doors.
- Extend weekend shopping hours. Late night shopping on Thursdays.

- Footwear shop/longer opening hours eg, Saturday afternoon/improving buildings above shop fronts and signs, they seem to concentrate on shops, but ignore top half of buildings.
- Have seven day a week shopping. Build a Warehouse.
- I only get to shop in the weekend - Stratford is only open till 12.30pm on Saturdays. That leaves me no choice, but to go out of town. Cheaper varied items - decent shoe store.
- More parking locations off the main street and shops to be open with advertised opening hours (customer service training) to!
- More regulated shopping hours so shops open similar hours, with shop hours displayed on all shops and adhered to. Also the supermarket needs to be clearly sign-posted - we have a lot of visitors call into the shop to ask where it is.
- Open stores all day Saturday.
- Open Thursday evening.
- Saturday shopping could be extended to 1pm. It is often difficult with children's Saturday morning sport, to get to the shop you need before 12.
- Supermarket shopping is often hectic especially trying to find a park when trucks are in. Maybe a late evening every once and a while. Many items such as clothing, shoes are unavailable or far too expensive.
- The carpark at New World. Improved hours at NZ Post.
- Women's dress shops needed. On a Sunday, are there shops to get a cup of tea and sandwich or light lunch, not takeaways?

4. Would you recommend shopping in Stratford to other people? (tick appropriate box)

	2008	Percent
Yes	235	54.9%
No	69	16.1%
Yes with conditions	108	25.2%
Not specified	16	3.7%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Yes	54.9%	25.6%	29.3%
No	16.1%	27.1%	-11.0%
Yes with conditions	25.2%	43.9%	-18.7%
Not specified	3.7%	3.4%	0.3%
Total	100.0%	100.0%	0.0%

Conditions specified:

- A footwear shop like Hannah's or similar would be good.
- A good lower priced ladies clothing store. Shoe shop.
- Alternate supermarket.
- Another supermarket (for competition). Shoe shop. More clothes shops. Make a by-pass for heavy traffic (especially cattle trucks).
- Another supermarket, we could use some competition there.
- Another supermarket.
- As a pensioner I can purchase most goods in Stratford except clothing and shoes.
- As Stratford is a small town there are not the same choices because we do not have the same amount of businesses as a larger town or city.

- Be careful of the footpaths.
- Cheaper shoe shop.
- Check pricing very carefully.
- Clothes sales better in New Plymouth.
- Clothing - kids and footwear.
- Compare major priced items elsewhere.
- Dependent on purchase.
- Depending on what is to be purchased.
- Depending on what people are looking for.
- Depending on what they require - tourists - plenty.
- Depending on what they want and how much they want to spend.
- Depending on what they were looking for and price willing to pay.
- Depending on what they were shopping for.
- Depending what they are looking for.
- Depends on the person.
- Depends on what they are looking for. Stratford has a lesser range of things to choose from and are a lot more costly.
- Depends on what you are shopping for.
- Depends what they are shopping for.
- Don't go during peak times!
- Except for groceries - most firms are great to deal with.
- Explain that choice is limited and clothes etc are much more expensive.
- Footpaths fixed - not slippery when wet - dangerous.
- For certain items.
- For something otherwise Hawera.
- For specific items.
- For specific items.
- Free parking.
- Go early to get a park in the main street.
- Good for hardware, home appliances, good pharmacies. Could not recommend for footwear or clothing for the mature woman.
- Good parking (free). It would depend on what they were after.
- Groceries - better range in other centres.
- Hard to buy clothes or some toys.
- I have often referred people to Magnum Sports and Standard Timber.
- I recommend shopping at certain businesses to friends in town, but not normally to friends/family out of town.
- If asked about what is to be bought then suggest shop - other than that No.71.
- If there is more than one of each business it creates competition and there is no necessity to go out of town to shop. We will be able to get variety.
- If there was more variety, but generally I'd recommend they go to Hawera for everything.
- If they did not want to go further afield.
- If they live here yes, but wouldn't see any point driving to Stratford from another town to shop.
- If they were after certain items - toys, books, make-up etc, not larger home items.
- If they weren't wanting shoes.
- If variety of goods was available.
- If you have a car.
- It depends on the product.
- It would depend on what you were shopping for.
- It's very limited. I am an avid reader and both bookshops are very limiting. I buy decent books online, usually from Christchurch, UK/USA or Australia.
- Lack of availability of stock may mean delays.
- Like groceries, go to Hawera sometimes.
- Limited selection make and models.

- Little choice of footwear and clothing items.
- More competition.
- More shops other than one supermarket.
- Most things are available here for day to day living with the exception of car parts and accessories (ie, Repco - Super Cheap) and there is a very limited choice for groceries and furniture.
- No good if you are after clothing.
- Not a great variety/options for women's clothing or shoes.
- Not as much choice as in larger towns.
- Only distance.
- Only if products can't be purchased in Hawera.
- Only if they compete on price.
- Only if they lived locally or are on holiday here.
- Only if they wanted to look around, I wouldn't just for groceries.
- Only particular products or if a tourist.
- Only use supermarket for bare essentials.
- Options are limited.
- Or depends on what you want to buy.
- People are aware of limited choice.
- Prices are the problem. We need another supermarket. High prices is theft or daylight robbery.
- Provided you don't need shoes or a good selection of clothing.
- Providing the range of goods required is broad enough.
- Shop around for goods required if unavailable try Hawera or New Plymouth.
- Shop around.
- Shops presented well, but lacking food and male apparel competition.
- Sort of, has good cafes and very nice gift shop.
- Staff could be more courteous and obliging.
- Staff to smarten their act up.
- Staff.
- Telling them there is no Warehouse or No.1 Warehouse.
- There are the same things in Stratford as other places. If there was a Pak 'n Save in Stratford, I would be regularly going to Stratford.
- Two shop's that I know will help them.
- Travel is closer.
- Unique items like Cottage Lane and Eve's Garden Gallery.
- Variety facilities.
- Visitors like our little town, but not our toilets.
- We are encouraged to shop local. So why?
- We have great services, but most of our shop's (privately owned) are expensive.
- We were told the local supermarket was to have improvements with new owners? Where are they? Hope new paving is kept cleaner than the old paving. Main street needs to be cleaner.
- Wider range of goods required especially groceries and clothing.
- Yes, if you don't go to New Plymouth where things are probably cheaper.
- You may have to wait.
- Younger people could improve PR skills in shops. Too many have 'don't care' attitude. Not enough variety in clothing and footwear. What is available is too expensive.

4b. Please outline reasons for your opinion?

Reasons for respondents recommending people shop in Stratford:

	Number	Percent
Meets needs/variety of shops	59	13.8%
Good/friendly service	44	10.3%
Support locals	39	9.1%
Parking	37	8.6%
Convenience	21	4.9%
Wide streets/flat/covered/compact	12	2.8%
Friendly people	9	2.1%
Clean/attractive	7	1.6%
Good price	1	0.2%
Specific shops	1	0.2%
Other	17	4.0%
Sample	428	

Comments coded to meets needs/variety of shops:

- All of my needs are available here.
- Currently a wide variety of shopping available.
- Easy shopping excellent wide streets. A good variety of shops, pleasant people.
- Everything we need here.
- Everything you need generally is here.
- Existing shops sell adequate stock.
- Free parking, easy access to shops. Most things available to buy.
- Free parking. Variety of shops. Lots of eating places.
- Friendly people in shops. Good selection of gifts.
- Friendly people, smaller select stores with good range of goods.
- Friendly, clean, nice range of shops. Mostly shop assistants are helpful and interested in you.
- Friendly, helpful people. Usually easy to find handy parking. Most needs catered for.
- Good bargains, great op shops.
- Good crafty places, nice cafes.
- Good selection of most products available.
- Good selection of shops.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- Good variety of shops.
- Has a variety of shops for urban and rural purchasers.
- Has most of my needs.
- Has most things except a big Red Shed (Warehouse).
- I can get most things that I want. Price not a consideration as car running costs and petrol take up any savings made on price.
- I don't have a family to shop for and Stratford suits me very well.
- I like supporting local businesses. Nice range of stores, all conveniently located.
- I love Stratford and we do have a few decent shops in town.
- I support and love my community and there are some awesome businesses in Stratford.
- It has a good range of shops.
- It has got most of my day-to-day needs.
- It's a lovely community, friendly people - good shops - plenty of eating places.
- It's pretty good for day to day things - not so good for shoes/sports stuff.

- I've always shopped locally and can get discounts at numerous places with my Grey Power card.
- Most every day items can be got in Stratford.
- Most facilities are available.
- Most services needed are available here.
- Most shops very good.
- Most things can be purchased in Stratford.
- My neighbours go out of town to do their grocery shopping and while there, visit other shops, which is a shame because we can get everything we want in Stratford.
- Overall there is a variety of stores and basic amenities. Parking is good.
- Parking, no parking meters, great shops, good services, positive energy from business people and town decisions.
- Personal service, known to the shop assistants. We have an excellent Art Gallery and Library for enhancing a visit to do shopping. Great coffee and food outlets. Toilet facilities have improved. No parking metres!
- Reasonable choice unless unavailable.
- Service in most places good. The variety of shops that suit the retired but not the young (clothing and shoes) main faults. General shopping quite good. Easy parking.
- Staff are courteous and covers most general needs.
- Stratford generally offers everything we need. While we don't have franchise shops, what we do have different is the basics which suits rural families needs.
- Stratford has a lot to offer it only lacks population.
- Stratford has most things needed for basic shopping.
- Stratford has nearly everything, except parking meters, and we don't need those.
- Stratford has the most basic needs, usually easy to park where you need to. No traffic congestion.
- Stratford is a good town and the shops are very helpful.
- Stratford is a great place to shop.
- Stratford is a very good place to shop. Nice flat streets and accessible shops - very helpful friendly staff - will often get things from out of town if not available. We try to do all our shopping in Stratford, but are forced to go out of town for menswear, footwear and dressy clothes and of course cheaper toys, but once again we look in Stratford first.
- Stratford offers overall services for most requirements.
- The shop assistants are really helpful and friendly. There are a variety of shops in Stratford.
- There are sufficient retail outlets to cover my needs and there are choices in shops for most.
- There are some quaint little shops here.
- Variety of shops, free parking, nice surroundings.
- We have the basics.
- We prefer to shop in Stratford as long as we can get what we want, which is not always possible.
- You can get most things in Stratford, but not footwear (running shoes etc).

Comments coded to good/friendly service:

- Although there is more option in New Plymouth and a Warehouse in Hawera, we should support our local businesses and people. I also find Stratford provides outstanding customer service.
- Always very friendly, caring, helpful service with a smile and no parking meters.
- Bonus - when buying home appliances etc, although you may pay more - you do get after sales service.

- Convenience - less time, no parking concerns, no walking, good service - friendly, back up service if problems.
- Ease of parking and friendly service from shop assistants.
- Easy parking. Friendly service. Shop locally and get good back-up services.
- Easy parking. Friendly staff in all shops. People have time to chat, not like West Auckland.
- Free car parking, general friendly service.
- Free parking - easy parking - nice wide street. Friendly people. Shop staff friendly and welcoming with perhaps one or two exceptions. Only problem is heavy traffic through main street.
- Friendly and good service.
- Friendly and helpful place, with most people willing to go out of their way to get what you want or point you in the direction of someone who can.
- Friendly people in shops. Good selection of gifts.
- Friendly people, good service. Not too crowded.
- Friendly service as well as personal.
- Friendly, clean, nice range of shops. Mostly shop assistants are helpful and interested in you.
- Friendly, helpful people. Usually easy to find handy parking. Most needs catered for.
- Good friendly service.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- Good service.
- Great service - not too busy.
- Great service.
- Helpful staff.
- Helpful, friendly shop (not supermarket) assistants. Free delivery. Support local enterprise.
- I find most shops helpful.
- I want Stratford to flourish. I receive excellent service from friendly staff.
- It is compact and the service is generally good.
- It is very convenient, friendly excellent service - ie, helpful and efficient (New World has picked up here - more professionals at check outs). Great parking, good coffee and food options.
- No parking meters. Flat main street. Friendly shopkeepers. Most services covered.
- On the whole, very good service and guarantee of quality. Spacious and most of the shopping area within easy access of each other.
- Personal service, known to the shop assistants. We have an excellent Art Gallery and Library for enhancing a visit to do shopping. Great coffee and food outlets. Toilet facilities have improved. No parking metres!
- Quick service and easy parking.
- Service friendly without the rush - bustle of city shopping. Once completed presentation of town something to be proud of.
- Service in most places good. The variety of shops that suit the retired but not the young (clothing and shoes) main faults. General shopping quite good. Easy parking.
- Service is mostly good. Any problems can be dealt with immediately. If people set up business in Stratford, they need the loyalty and support of everyone.
- Shop assistants very friendly and helpful. Will try to get your request if it's not in stock unlike New Plymouth shops.
- Staff are courteous and covers most general needs.
- Stores are accessible with variety and pleasant staff. Maybe another pedestrian crossing on Broadway would make safer driving from A to B.
- Stratford is a good town and the shops are very helpful.

- Stratford is a very good place to shop. Nice flat streets and accessible shops - very helpful friendly staff - will often get things from out of town if not available. We try to do all our shopping in Stratford, but are forced to go out of town for menswear, footwear and dressy clothes and of course cheaper toys, but once again we look in Stratford first.
- The friendly, caring service offered by retailers is second to none! If they haven't got it - they'll get it for you, or tell you where to go. (I don't mean like "get stuffed").
- The shop assistants are really helpful and friendly. There are a variety of shops in Stratford.
- The wide streets make for easier parking and driving. Older people appreciate a flat area in contrast to New Plymouth's ups and downs! Service is good with staff mainly friendly and obliging.
- We enjoy the friendliness and the personal treatment given.
- Wonderful shops in Stratford! Very clean, and polite people behind the counters. Just the supermarket bugs me. Not enough variety of items.

Comments coded to support locals:

- Although some items are slightly more expensive (eg, concrete from Mitre 10 vs Mitre 10 Mega), by the time you add in petrol costs to New Plymouth it's insignificant, so I think people are far wiser to support the locals and ensure the services stay in Stratford. I also feel it is much better to support small businesses rather than large chain stores and avoid chain stores wherever possible.
- Although there is more option in New Plymouth and a Warehouse in Hawera, we should support our local businesses and people. I also find Stratford provides outstanding customer service.
- Are you local.
- As I run the shoe shop in town.
- Be loyal to Stratford businesses.
- Because I like to support my local community and we have some great stores and great people in Stratford.
- Better to buy local.
- Bring more business to Stratford.
- Comfortable/convenient/loyalty. Support for each other.
- Easy access, good parking, reasonable variety, supporting local businesses and price of petrol.
- Easy parking. Friendly service. Shop locally and get good back-up services.
- Free parking for a certain time. Loyalty for the area, people and businesses. Could do with shoe and up-market clothing. Enough eating places and hair salons.
- Helpful, friendly shop (not supermarket) assistants. Free delivery. Support local enterprise.
- I like supporting local businesses. Nice range of stores, all conveniently located.
- I prefer to buy local products.
- I support and love my community and there are some awesome businesses in Stratford.
- If people don't support local businesses, they will disappear and then they will have to travel.
- If Stratford is to survive, we must use it.
- If you don't use local shops you will lose them.
- Keep things local where possible.
- Local business needs support to maintain viability which is of benefit to local community.
- Local shopping helps keep our shops full. What goes around comes around.

- Local shops offer a good range of products on the majority of things at reasonable rates.
- Shop local!
- Stratford a good town to live in, needs constant support to sustain it. Rates need more constant control.
- Stratford is a very good place to shop. Nice flat streets and accessible shops - very helpful friendly staff - will often get things from out of town if not available. We try to do all our shopping in Stratford, but are forced to go out of town for menswear, footwear and dressy clothes and of course cheaper toys, but once again we look in Stratford first.
- Support local businesses or we will have to shop elsewhere.
- Support local people and town.
- Support other locals - if we all shopped out of town then it would not be viable for them to exist.
- To help support locally - if there was more to shop at. A lot of us parents have said that if we had the above, it would help us a lot and we would support locally more.
- To keep business in town, we need to shop locally to support them they in turn need to accommodate local needs.
- We are a low income family and so we shop mainly at the Warehouse. I would like to support our local shops, but can't afford to.
- We are Stratford residents.
- We need the business. It is good for our town, keep our shops open.
- We need to support our local businesses for them to support us.
- We need to support the Stratford shops - because we always expect them to support us, in terms of sponsorship etc.
- We should support our town.
- Why not shop in your own town when possible.
- You earn your living here so patronise the shops.

Comments coded to parking:

- Convenience - less time, no parking concerns, no walking, good service - friendly, back up service if problems.
- Ease of parking and friendly service from shop assistants.
- Ease of parking.
- Easy access, good parking, reasonable variety, supporting local businesses and price of petrol.
- Easy parking, easy access, covered-ways and competitive.
- Easy parking, no meters.
- Easy parking, wide streets, friendly atmosphere.
- Easy parking. Friendly service. Shop locally and get good back-up services.
- Easy parking. Friendly staff in all shops. People have time to chat, not like West Auckland.
- Free car parking, general friendly service.
- Free parking - easy parking - nice wide street. Friendly people. Shop staff friendly and welcoming with perhaps one or two exceptions. Only problem is heavy traffic through Main Street.
- Free parking for a certain time. Loyalty for the area, people and businesses. Could do with shoe and up-market clothing. Enough eating places and hair salons.
- Free parking, easy access to shops. Most things available to buy.
- Free parking. Variety of shops. Lots of eating places.
- Friendly, helpful people. Usually easy to find handy parking. Most needs catered for.
- Good easy parking.

- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- It is very convenient, friendly excellent service - ie, helpful and efficient (New World has picked up here - more professionals at check outs). Great parking, good coffee and food options.
- It's very easy for just dropping into a shop (parking especially).
- Just for something different - no parking fees - nice and friendly.
- No parking meters - easier to move about to shops.
- No parking meters.
- No parking meters.
- No parking meters. Flat Main Street. Friendly shopkeepers. Most services covered.
- Not much travelling - no parking meters.
- Overall there is a variety of stores and basic amenities. Parking is good.
- Parking is reasonably easy. Most shops are all fairly close together.
- Parking, no parking meters, great shops, good services, positive energy from business people and town decisions.
- Personal service, known to the shop assistants. We have an excellent Art Gallery and Library for enhancing a visit to do shopping. Great coffee and food outlets. Toilet facilities have improved. No parking metres!
- Plenty of parking (free).
- Quick service and easy parking.
- Service in most places good. The variety of shops that suit the retired but not the young (clothing and shoes) main faults. General shopping quite good. Easy parking.
- Stratford has nearly everything, except parking meters, and we don't need those.
- Stratford has the most basic needs, usually easy to park where you need to. No traffic congestion.
- The parking is great. The people are super and friendly.
- The wide streets make for easier parking and driving. Older people appreciate a flat area in contrast to New Plymouth's ups and downs! Service is good with staff mainly friendly and obliging.
- Variety of shops, free parking, nice surroundings.

Comments coded to convenience:

- All shops in walking distance of each other.
- Assuming the person asking lives in Stratford District, the time and travel expense to shop elsewhere is not worth the marginal differential in cost or choice.
- Because I can buy anything I require and not owning a car have to rely on friends.
- Comfortable/convenient/loyalty. Support for each other.
- Convenience - less time, no parking concerns, no walking, good service - friendly, back up service if problems.
- Convenient, good range of basics.
- Don't want to drive anywhere else.
- Easy access, good parking, reasonable variety, supporting local businesses and price of petrol.
- Easy and pleasant place to shop.
- Free parking, easy access to shops. Most things available to buy.
- I can get most things that I want. Price not a consideration as car running costs and petrol take up any savings made on price.
- I/we live in Eltham - Stratford is closest to us, and Hawera has more food/grocery outlets (and more variety) that our limited income will provide us with.

- It is very convenient, friendly excellent service - ie, helpful and efficient (New World has picked up here - more professionals at check outs). Great parking, good coffee and food options.
- It's very easy for just dropping into a shop (parking especially).
- Less travelling.
- Mainly because it is a saving in petrol to shop locally.
- No travelling.
- Not much travelling - no parking meters.
- Restful and pleasant and we live here.
- Stratford generally offers everything we need. While we don't have franchise shops, what we do have is different the basics which suits rural families needs.
- Wouldn't have to travel so much.

Comments coded to wide streets/flat/covered/compact:

- Easy parking, wide streets, friendly atmosphere.
- Easy shopping excellent wide streets. A good variety of shops, pleasant people.
- Free parking - easy parking - nice wide street. Friendly people. Shop staff friendly and welcoming with perhaps one or two exceptions. Only problem is heavy traffic through Main Street.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- No parking meters. Flat Main Street. Friendly shopkeepers. Most services covered.
- Only one long street, good for older people, very friendly.
- Parking is reasonably easy. Most shops are all fairly close together.
- Stores are accessible with variety and pleasant staff. Maybe another pedestrian crossing on Broadway would make safer driving from A to B.
- Stratford is a very good place to shop. Nice flat streets and accessible shops - very helpful friendly staff - will often get things from out of town if not available. We try to do all our shopping in Stratford, but are forced to go out of town for menswear, footwear and dressy clothes and of course cheaper toys, but once again we look in Stratford first.
- The shopping area is people friendly and easy walking which means a lot to the elderly.
- The wide streets make for easier parking and driving. Older people appreciate a flat area in contrast to New Plymouth's ups and downs! Service is good with staff mainly friendly and obliging.
- Yes, because it is a friendly enjoyable town to shop in, most of the trade you need is between the roundabouts and are easy to get to.

Comments coded to friendly people:

- Easy parking. Friendly staff in all shops. People have time to chat, not like West Auckland.
- Friendly people, smaller select stores with good range of goods.
- It has got most things you need and the people are very friendly. Very clean.
- It's a lovely community, friendly people - good shops - plenty of eating places.
- It's a nice clean town with friendly people.
- Just for something different - no parking fees - nice and friendly.
- Lovely shops and very friendly people.
- Very friendly now our street is done up it looks good. I would never leave, I like it here.
- Yes, because it is a friendly enjoyable town to shop in, most of the trade you need is between the roundabouts and are easy to get to.

Comments coded to clean/attractive:

- It has got most things you need and the people are very friendly. Very clean.
- It's a nice clean town with friendly people.
- Lovely shops and very friendly people.
- Service friendly without the rush - bustle of city shopping. Once completed presentation of town will be something to be proud of.
- Variety of shops, free parking, nice surroundings.
- Very friendly now our street is done up it looks good. I would never leave, I like it here.
- Wonderful shops in Stratford! Very clean, and polite people behind the counters. Just the supermarket bugs me. Not enough variety of items.

Comments coded to good price:

- Price.

Comments coded to specific shops:

- A competitive market, but lacking in choices in some areas.

Comments coded to other:

- Easy parking, easy access, covered-ways and competitive.
- Easy parking, wide streets, friendly atmosphere.
- Friendly people, good service. Not too crowded.
- Generally pleasant shopping in town.
- Helpful, friendly shop (not supermarket) assistants. Free delivery. Support local enterprise.
- If I know a shop in town has what people want then I would recommend it.
- Improvement to shopping in last year.
- It is compact and the service is generally good.
- Keep traffic moving, population and supply.
- More in Stratford than Inglewood or Eltham, but couldn't be convinced to travel from New Plymouth. Not enough variety or specialty stores.
- Parking, no parking meters, great shops, good services, positive energy from business people and town decisions.
- Some shops have really nice items that other towns don't really have.
- Stratford a good town to live in, needs constant support to sustain it. Rates need more constant control.
- We are beginning to get a better range of shops.
- We need competition, as there are not enough supermarkets.
- With Stratford's smaller population, the stores don't have enough turnover to reduce prices and match the larger players in New Plymouth. That's just the way it is.
- Yes, if the goods are available. Good experience.

Reasons for respondents NOT recommending people shopping in Stratford:

	Number	Percent
No variety. Better shopping elsewhere.	38	8.9%
High price	20	4.7%
Nothing special	4	0.9%
Poor service	3	0.7%
Bad parking	2	0.5%
Shop hours	2	0.5%
Other	9	2.1%
Sample	428	

Comments coded to no variety. Better shopping elsewhere:

- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Can't find what we want, better variety and prices elsewhere.
- Even though we would like to support local business we cannot afford to buy items like household furnishings, clothing etc, in Stratford because of the higher prices and lower range to choose from.
- For the elderly, not a lot of choice. It would be appreciated to be able to pick and choose.
- Have to travel to New Plymouth, Hawera Warehouse, groceries sometimes. Not so good when people are elderly. Can shop in Stratford, but items not always available.
- Having a greater choice would enable and encourage people to shop locally. It would be easier for the elderly who do not drive.
- Hawera has Warehouse and it's not too far to travel there. New Plymouth has all the variety and the Valley to shop at.
- I don't think there is enough here, as they can drive 30 minutes and get everything they need from New Plymouth.
- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- I think Stratford is a nice shopping area, but there needs to be more women and children's clothing shops and a few more cafes.
- I will always try to shop in Stratford and cannot usually find what I need - so have to shop out of town. The clothes selection in Stratford is terrible; it would be great if there were more clothing and shoe shops.
- In general, but only when the item is needed urgently. Limited selection of goods. Nowhere to spend money on top end goods.
- Introduce more "high street" shops (generic shops) and better quality one-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and its expensive and no variety. Goods often more expensive in Stratford be it electrical, home goods, personal produced, books, stationery etc.
- It would definitely be easier to shop in Stratford, but there is a definite lack of different shops and seems to be more expensive to shop in Stratford than to have a day trip to New Plymouth.
- It's a service town. We go there because we have to. It lacks clothes and shoe shops.
- Lack of choice.
- Less second hand shops.
- More variety in New Plymouth.
- More variety in New Plymouth.

- Need more variety ie, women's fashions. Too many food/café outlets.
- New Plymouth has more variety and isn't too far away. Also, we only have Saturday morning to shop in Stratford apart from work and it isn't always convenient.
- No variety for shopping in Stratford.
- Not enough options and choices. Too many second hand shops.
- Not enough stuff ie, supermarkets and clothes shops.
- Not enough variety ie, clothes/groceries. Most can't compete (or won't) with chain stores ie, furniture/whiteware.
- Not the selection of supplies.
- Only that New Plymouth, where I do the majority of my shopping excluding everyday things, has a larger variety of shops.
- Over priced and not enough selection. A lot of stores are out-dated, cluttered and poorly displayed. Some carry old stock.
- Poor selection and high prices.
- Stratford is a great place, but lacks variety.
- The prices are not as competitive as the bigger cities. Haven't got the variety.
- The selection in Stratford is not big enough also what is available in Stratford is too expensive for the average income.
- There's no competition to get deals. Selection of shops is minimum.
- Too little choices. Shopping in Stratford is done purely because our work hours confine us to this.
- Too many hairdressers and cafes.
- Very little scope in shops, nearly all eating places and coffee shops.
- When you have to go out of Stratford to buy so much, I can't recommend it. I can't buy a pair of shoes in Stratford. I can't get a pair of undies or socks anywhere except at the supermarket! If I need a new suitcase, I will go to New Plymouth for the selection, and then while I am there I will buy all my groceries to.
- You can find things at a better price elsewhere. More of a choice in the larger towns. Supermarket is never stocked with specials, so you are forced to buy the more expensive items.

Comments coded to high price:

- 1. Expensive. 2. Lack of public transport. 3. Over reliance on motor car. 4. Traffic on SH3.
- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Even though we would like to support local business we cannot afford to buy items like household furnishings, clothing etc, in Stratford because of the higher prices and lower range to choose from.
- Exorbitant rates make shopping for reasonable priced purchases impossible without competition for items marked as specials.
- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- I find shopping in Stratford to be expensive compared to New Plymouth. I limit my spending here as much as possible.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and it's

expensive and no variety. Goods often more expensive in Stratford be it electrical, home goods, personal produced, books, stationery etc.

- It would definitely be easier to shop in Stratford, but there is a definite lack of different shops and seems to be more expensive to shop in Stratford than to have a day trip to New Plymouth.
- Most everything is a lot more expensive as at present.
- Over priced and not enough selection. A lot of stores are out-dated, cluttered and poorly displayed. Some carry old stock.
- People need to shop around price wise.
- Poor selection and high prices.
- Prices - especially groceries - too expensive.
- Prices. Even with extra petrol cost, cheaper to shop in New Plymouth.
- The prices are not as competitive as the bigger cities. Haven't got the variety.
- The prices tend to be higher because of the lack of competition.
- The selection in Stratford is not big enough also what is available in Stratford is too expensive for the average income.
- There's no competition to get deals. Selection of shops is minimum.
- Unavailability of parking and prices.
- You can find things at a better price elsewhere. More of a choice in the larger towns. Supermarket is never stocked with specials, so you are forced to buy the more expensive items.

Comments coded to nothing special:

- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- Nothing here but food shops and second-hand clothing shops.
- There is nothing especially outstanding to recommend to others.
- There isn't really that much on offer here. Great that we are opening a 'big Mitre 10' soon, but nothing much else stands out really. Heaps of 'hairdressers'. Great we have 'The largest Subway in NZ'. On a more positive note, Stratford is looking very up-market and S.D.C. Councillors are doing a great job. So well done.

Comments coded to poor service:

- I don't recommend shopping in Stratford, because I find most of the service in the shops poor.
- Not till the shopkeepers grow up.
- Shop owners/assistants give impression you are upsetting their routine of the moment (sorting stock or general conversation etc.). Some facial expressions would rival our friend Plummer!

Comments coded to bad parking:

- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Unavailability of parking and prices.

Comments coded to shop hours:

- New Plymouth has more variety and isn't too far away. Also, we only have Saturday morning to shop in Stratford apart from work and it isn't always convenient.
- Since we both work outside of Stratford, we cannot do any shopping (except groceries) in Stratford during the week. This leaves only the weekend to shop and we go to New Plymouth where there is more selection and longer store hours. We also find it difficult to know when Stratford shops will be open. As new residents, we don't know the businesses and their normal hours of operation and some don't post it on their doors.

Comments coded to other:

- 1. Expensive. 2. Lack of public transport. 3. Over reliance on motor car. 4. Traffic on SH3.
- Better shopping elsewhere.
- I don't recommend shopping to anyone normally.
- I generally spend money in the district where it comes to me.
- I think the shops in Stratford are crap.
- The shop fronts look tatty. There are too many second hand shops and \$2 type shops and hairdressers per population. Dated window displays.
- The shops I buy from are not in Stratford ie, Briscoe's. No good dress shops. I don't like New World in Stratford. No decent shoe shops. Mitre 10 not good either, only good shop is Cottage Lane.
- There is no other food-groceries outlet. Since Deka closed our only option is New Plymouth Warehouse or Hawera. Pak 'n Save Hawera or Countdown Hawera if you want to save. For people without a car this is impossible.
- We know the limits of a small town. Stratford is doing well for its size.

Reasons for respondents recommending people shop in Stratford with conditions:

	Number	Percent
No variety/Better shopping elsewhere	38	8.9%
High price	20	4.7%
Nothing special	4	0.9%
Poor service	3	0.7%
Bad parking	2	0.5%
Shop hours	2	0.5%
Other	9	2.1%
Sample	428	

Comments coded to no variety. Better shopping elsewhere:

- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Can't find what we want, better variety and prices elsewhere.
- Even though we would like to support local business we cannot afford to buy items like household furnishings, clothing etc, in Stratford because of the higher prices and lower range to choose from.
- For the elderly, not a lot of choice. It would be appreciated to be able to pick and choose.

- Have to travel to New Plymouth, Hawera Warehouse, groceries sometimes. Not so good when people are elderly. Can shop in Stratford, but items not always available.
- Having a greater choice would enable and encourage people to shop locally. It would be easier for the elderly who do not drive.
- Hawera has a Warehouse and it's not too far to travel there. New Plymouth has all the variety and the Valley to shop at.
- I don't think there is enough here, as they can drive 30 minutes and get everything they need from New Plymouth.
- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- I think Stratford is a nice shopping area, but there needs to be more women and children's clothing shops and a few more cafes.
- I will always try to shop in Stratford and cannot usually find what I need - so have to shop out of town. The clothes selection in Stratford is terrible; it would be great if there were more clothing and shoe shops.
- In general, but only when the item is needed urgently. Limited selection of goods. Nowhere to spend money on top end goods.
- Introduce more "high street" shops (generic shops) and better quality one-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and its expensive and no variety. Goods often more expensive in Stratford be it electrical, home goods, personal produced, books, stationery etc.
- It would definitely be easier to shop in Stratford, but there is a definite lack of different shops and seems to be more expensive to shop in Stratford than to have a day trip to New Plymouth.
- It's a service town. We go there because we have to. It lacks clothes and shoe shops.
- Lack of choice.
- Less second hand shops.
- More variety in New Plymouth.
- More variety in New Plymouth.
- Need more variety ie, women's fashions. Too many food/café outlets.
- New Plymouth has more variety and it isn't too far away. Also, we only have Saturday morning to shop in Stratford apart from work and it isn't always convenient.
- No variety for shopping in Stratford.
- Not enough options and choices. Too many second hand shops.
- Not enough stuff ie, supermarkets and clothes shops.
- Not enough variety ie, clothes/groceries. Most can't compete (or won't) with chain stores ie, furniture/whiteware.
- Not the selection of supplies.
- Only that New Plymouth, where I do the majority of my shopping excluding everyday things, has a larger variety of shops.
- Over priced and not enough selection. A lot of stores are out-dated, cluttered and poorly displayed. Some carry old stock.
- Poor selection and high prices.
- Stratford is a great place, but lacks variety.
- The prices are not as competitive as the bigger cities. Haven't got the variety.
- The selection in Stratford is not big enough also what is available in Stratford is too expensive for the average income.
- There's no competition to get deals. Selection of shops is minimum.
- Too little choices. Shopping in Stratford is done purely because our work hours confine us to this.
- Too many hairdressers and cafes.
- Very little scope in shops, nearly all eating places and coffee shops.

- When you have to go out of Stratford to buy so much, I can't recommend it. I can't buy a pair of shoes in Stratford. I can't get a pair of undies or socks anywhere except at the supermarket! If I need a new suitcase, I will go to New Plymouth for the selection, and then while I am there I will buy all my groceries to.
- You can find things at a better price elsewhere. More of a choice in the larger towns. Supermarket is never stocked with specials, so you are forced to buy the more expensive items.

Comments coded to high price:

- 1. Expensive. 2. Lack of public transport. 3. Over reliance on motor car. 4. Traffic on SH3.
- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Even though we would like to support local business we cannot afford to buy items like household furnishings, clothing etc, in Stratford because of the higher prices and lower range to choose from.
- Exorbitant rates make shopping for reasonable priced purchases impossible without competition for items marked as specials.
- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- I find shopping in Stratford to be expensive compared to New Plymouth. I limit my spending here as much as possible.
- Introduce more "high street" shops (generic shops) and better quality on-off "boutiques". More variety, women's clothing is all "old lady", farming, sport or nasty cheap! No shoes either, only one place to get babies clothes and it's expensive and no variety. Goods often more expensive in Stratford be it electrical, home goods, personal produced, books, stationery etc.
- It would definitely be easier to shop in Stratford, but there is a definite lack of different shops and seems to be more expensive to shop in Stratford than to have a day trip to New Plymouth.
- Most everything is a lot more expensive as at present.
- Over priced and not enough selection. A lot of stores are out-dated, cluttered and poorly displayed. Some carry old stock.
- People need to shop around price wise.
- Poor selection and high prices.
- Prices - especially groceries - too expensive.
- Prices. Even with extra petrol cost, cheaper to shop in New Plymouth.
- The prices are not as competitive as the bigger cities. Haven't got the variety.
- The prices tend to be higher because of the lack of competition.
- The selection in Stratford is not big enough also what is available in Stratford is too expensive for the average income.
- There's no competition to get deals. Selection of shops is minimum.
- Unavailability of parking and prices.
- You can find things at a better price elsewhere. More of a choice in the larger towns. Supermarket is never stocked with specials, so you are forced to buy the more expensive items.

Comments coded to nothing special:

- I feel that New World's prices are far too high and they don't have a very good variety of meat. As for the rest of the shops there's nothing worth looking at in Stratford.
- Nothing here but food shops and second-hand clothing shops.
- There is nothing especially outstanding to recommend to others.
- There isn't really that much on offer here. Great that we are opening a 'big Mitre 10' soon, but nothing much else stands out really. Heaps of 'hairdressers'. Great we have 'The largest Subway in NZ'. On a more positive note, Stratford is looking very up-market and S.D.C. Councillors are doing a great job. So well done.

Comments coded to poor service:

- I don't recommend shopping in Stratford, because I find most of the service in the shops poor.
- Not till the shopkeepers grow up.
- Shop owners/assistants give impression you are upsetting their routine of the moment (sorting stock or general conversation etc.). Some facial expressions would rival our friend Plummer!

Comments coded to bad parking:

- Another supermarket, cheaper clothing shop. A Mad Butcher shop. These types of shops will help to keep people in Stratford. Also when you are told what you want is out of stock and has to be ordered, you get in your car and go to New Plymouth. This town also needs a full time meter man, as the amount of people that park their cars on the main street and leave them there, is shocking.
- Unavailability of parking and prices.

Comments coded to shop hours:

- New Plymouth has more variety and it isn't too far away. Also, we only have Saturday morning to shop in Stratford apart from work and it isn't always convenient.
- Since we both work outside of Stratford, we cannot do any shopping (except groceries) in Stratford during the week. This leaves only the weekend to shop and we go to New Plymouth where there is more selection and longer store hours. We also find it difficult to know when Stratford shops will be open. As new residents, we don't know the businesses and their normal hours of operation and some don't post it on their doors.

Comments coded to other:

- 1. Expensive. 2. Lack of public transport. 3. Over reliance on motor car. 4. Traffic on SH3.
- Better shopping elsewhere.
- I don't recommend shopping to anyone normally.
- I generally spend money in the district where it comes to me.
- I think the shops in Stratford are crap.
- The shop fronts look tatty. There are too many second hand shops and \$2 type shops and hairdressers per population. Dated window displays.
- The shops I buy from are not in Stratford ie, Briscoe's. No good dress shops. I don't like New World in Stratford. No decent shoe shops. Mitre 10 not good either, only good shop is Cottage Lane.
- There is no other food-groceries outlet. Since Deka closed our only option is New Plymouth Warehouse or Hawera. Pak 'n Save Hawera or Countdown Hawera if you want to save. For people without a car this is impossible.

- We know the limits of a small town. Stratford is doing well for its size.
5. Do you have any other comments, positive or negative, to make with regard to shopping in Stratford?

Comments broken down into:

	Number	Percent
Positive comments	81	18.9%
Negative comments	24	5.6%
Neutral comments	100	23.4%
Sample	428	

Positive comments specified:

	Number	Percent
Good service/friendly people	22	5.1%
Good appearance/town has improved	21	4.9%
Parking	17	4.0%
Good selection of products/shops	12	2.8%
Convenient/compact town	6	1.4%
Look after locals	5	1.2%
Meet basic needs	5	1.2%
Suggested improvements	3	0.7%
Other	3	0.7%
Sample	428	

Comments coded to good service/friendly people:

- A few years ago, myself and a friend travelled the Forgotten World Highway. The people in Stratford are friendly, but couldn't say the same for Taumarunui as a "whole experience". Perhaps you need to address this to and train them up in manners so the whole experience can be great!
- A very good selection of goods available and staff in all shops are helpful and pleasant.
- Excellent service at Selectrix and RD1.
- Good friendly service.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- I always get good service where ever I go.
- I find shop assistants helpful and friendly in Stratford.
- I love shopping in Stratford because of the service I have received.
- I love the locals, the shop owners who know your name/face and would love to support them more, but financially having a family I can't always afford to.
- Local TSB provides an excellent service. Shoe repair shop also providing good service.
- New World supermarket vast improvement since new ownership - excellent.
- On the whole, customer service is good/improved (two years ago). The town is alive, spruced up and developing.
- Shop assistants are always lovely and very helpful in Stratford.
- Shop people are friendly.
- Stratford people are lovely - very kind in the shops!
- Stratford shops have very good friendly and helpful staff with the exception of one shop who needs to regard a customer as the one that helps to pay the wages.

- The shop keepers/workers are very helpful and know their stuff.
- Usually attended to politely and helpfully.
- Usually polite and helpful in most places.
- Very positive personnel. Land agents should be happy with a lot less.
- When I do go shopping in Stratford, the retailers are very, very helpful. They will always go out of their way to assist and will source the product when required - service rarely seen in New Plymouth department stores. Late night shopping: out of town workers don't have a choice to shop in Stratford. Saturday mornings are filled with kids sport activities.
- When we have been able to shop in Stratford, we have had excellent service.

Comments coded to good appearance/town has improved:

- Continue with present developments.
- Fantastic look upon entering and departing shopping area - stone work etc.
- Good place to shop because there are no parking meters. Lovely stonework each end of town.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- Hanging baskets. Outdoor café facilities (seats/umbrellas).
- Has improved over recent years.
- I feel things are looking good in Stratford and I feel positive about Stratford.
- I feel very positive about the progress of the presentation of Stratford - pavers, round about, stone work, entrance to the town etc. These should motivate retail sale. Existing and new, pride, presentation, all head to successful retail.
- I think Stratford's main street looks lovely. I think it needs another supermarket for competition.
- In the 10 months I have lived in Stratford, I have noticed that all the empty shops are filling up and getting face lifts. More parking off Main Street - signs etc.
- It's good to see the growth.
- More attractive than Hawera.
- New paved areas will look great when properly finished. It would make a huge difference if covering over pavements were rebuilt in a modern style.
- Nice foot paths.
- Nice to see shops being up-graded and new ones coming. Loads of money going into pavement re-tiling. Why not get something less labour intensive.
- On the whole, customer service is good/improved (two years ago). The town is alive, spruced up and developing.
- Stratford is a lovely place and most of the shops are great, my only negative is the one supermarket.
- Stratford is a really nice town and I enjoy going there rather than other towns.
- The Rhododendron Festival is enough without shopping.
- There is a lot of construction going on in town and it's nice to see more businesses opening due to movement in the CBD and things are starting to look more fresh and inviting. The up-grade between the roundabouts is nice to.
- We recall the hard times of the 1980's/90's and believe Stratford has come through well considering there were at least 16 shops closed and empty.

Comments coded to parking:

- Convenient parking usually.
- Free parking close to main drag.
- Free parking is a positive.
- Free parking is easy to find.
- Free parking is good.
- Good parking - no charge - friendly.

- Good place to shop because there are no parking meters. Lovely stonework each end of town.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- I'm happy there is enough parking.
- In the 10 months I have lived in Stratford, I have noticed that all the empty shops are filling up and getting face lifts. More parking off Main Street - signs etc.
- No parking meters.
- Parking is always easy and all shops are quite close together.
- Parking is always good here. Chemists, Cottage Lane, Flower Fetish and Paper Plus are the only shops we use in town.
- Parking is convenient where ever you shop, which is great. Seats to sit down on if required, toilet in centre of town. Maybe another post box in town would be good to, with Post Office on side streets.
- Positive (no parking meters).
- Stratford has great parking, no meters, a wonderful Art Gallery and library. Utilize the river more, perhaps evening lights along the river walkway, three bridges. Great to hear that the bridge will open the river view.
- The free parking makes for easier shopping.

Comments coded to good selection of products/shops:

- A very good selection of goods available and staff in all shops are helpful and pleasant.
- Better variety of things available now.
- Generally there are a lot of good shops. Regret loss of Bin Inn. Would like a Farmers Market.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- I really enjoy shopping in Stratford, especially to buy nice gifts from a variety of shops. We bought nearly all of our gifts in Stratford for Christmas last year except for shirts for our sons - 10 adults and 10 little ones.
- I think generally, shopping choices are improving ie, clothing - men, women and children.
- I think Stratford is a nice shopping area, but there needs to be more women and children's clothing shops and a few more cafes.
- Like New World and Subway! New Indian takeaway is also very good.
- Mega Mitre 10 will be a big improvement. We're handy to have access to two Warehouses and other supermarkets.
- More personal shopping. Very good.
- Stratford has many eating places and hairdressers. Some will struggle to survive if times get hard. Stratford doesn't have many empty shops and I hope we don't get any more.
- We do have a lovely gift shop in "Cottage Lane".

Comments coded to convenient/compact town:

- Everything is easy to find.
- Good selection of shops. Friendly service from people who know what they are talking about. Free parking, compact, level shopping centre.
- I find shopping in Stratford very easy. All shops are within walking distance.
- I love our little town and am proud of it. So easy to get about and shops. Very busy and dangerous for elderly folk to cross our main street.
- Parking is always easy and all shops are quite close together.
- The street is flat.

Comments coded to look after locals:

- Big savings can be made out of town, but I always try to shop local if I can and money is not too different.
- Clothing retailer trying hard to change buyers habits of "not shopping locally".
- I like it and can get most of what I want here.
- I love the locals, the shop owners who know your name/face and would love to support them more, but financially having a family I can't always afford to.
- It's the only place where I can telephone the bank to pass the message to my husband to bring home tomatoes.

Comments coded to meet basic needs:

- I find shopping in Stratford very good apart from the racial prejudice I and my whanau experience across Taranaki
- It's fine.
- Just like it as it is.
- No complaints.
- Positive comments, shopping hours are good and Saturday morning seems to be popular. Eating places very good.

Comments coded to suggested improvements:

- Parking is convenient where ever you shop, which is great. Seats to sit down on if required, toilet in centre of town. Maybe another post box in town would be good to, with Post Office on side streets.
- Stratford has great parking, no meters, a wonderful Art Gallery and library. Utilize the river more, perhaps evening lights along the river walkway, three bridges. Great to hear that the bridge will open the river view.
- When I do go shopping in Stratford, the retailers are very, very helpful. They will always go out of their way to assist and will source the product when required - service rarely seen in New Plymouth department stores. Late night shopping: out of town workers don't have a choice to shop in Stratford. Saturday mornings are filled with kids sport activities.

Comments coded to other:

- Positive - with thanks to Brian Gray. I hope he has received some acknowledgement from council.
- There are strong sporting clubs here for the young people. A lovely golf club. These keep people in town, therefore creating healthy businesses.
- Very happy.

Negative comments specified:

	Number	Percent
High price	7	1.6%
Lack of choice	6	1.4%
Poor presentation	4	0.9%
Irregular hours of shops	3	0.7%
Poor service	3	0.7%
Traffic	2	0.5%
Poor access	1	0.2%
Rather go elsewhere	1	0.2%
Other	4	0.9%
Sample	428	

Comments coded to high price:

- 1. Another supermarket, so we are not blackmailed into paying higher prices.
- 2. A general store like Kmart. When you have to go out of Stratford to buy so much, I can't recommend it. I can't buy a pair of shoes in Stratford. I can't get a pair of undies or socks anywhere except at the supermarket! If I need a new suitcase, I will go to New Plymouth for the selection, then while I am there I will buy all my groceries to. Otherwise we will end up doing 90% of our shopping in New Plymouth while there for other things.
- Be careful about pricing.
- Don't like the fact that the shops aren't open in the weekend. Don't have everything you want in the supermarket and prices are too high.
- Not enough competition. No choices.
- Selection too expensive.
- The shops are too expensive, so I make a day of it and go to New Plymouth.
- Yes, we are being ripped off in a big way. Just follow prices around Taranaki. Stop, read, listen and then you will see.

Comments coded to lack of choice:

- 1. Another supermarket, so we are not blackmailed into paying higher prices.
- 2. A general store like Kmart. When you have to go out of Stratford to buy so much, I can't recommend it. I can't buy a pair of shoes in Stratford. I can't get a pair of undies or socks anywhere except at the supermarket! If I need a new suitcase, I will go to New Plymouth for the selection, then while I am there I will buy all my groceries to. Otherwise we will end up doing 90% of our shopping in New Plymouth while there for other things.
- Limited. Both of us love books and we've been known to choose holiday venues around a regions privately owned, wonderful bookstores! On the rare occasion we need clothes, Stratford simply doesn't cut it.
- Not enough choice. You have more choice with prices in Hawera or New Plymouth, as they are close. I don't think you will be able to improve things.
- Not enough competition. No choices.
- There is no choice for footwear, or women's clothing in Stratford.
- To buy clothes for a child from birth and little boy and girl clothing, that we can afford, are just not here.

Comments coded to poor presentation:

- A lot of shops need up-grading internally. Most shops are out dated and old fashioned.
- About half the shops don't feel inviting and when you walk in, people behind the counter don't smile.
- Shop frontages below and above need revamping and refurbishing. They look undesirable and in disrepair.
- Too many second hand shops.

Comments coded to irregular hours of shops:

- Accessibility can be tricky. I am on ACC and have a severe head injury. The hours shops are open is not clear.
- Business Association ineffective - most businesses do not care. Opening hours poor (not enough).
- Don't like the fact that the shops aren't open in the weekend. Don't have everything you want in the supermarket and prices are too high.

Comments coded to poor service:

- About half the shops don't feel inviting and when you walk in, people behind the counter don't smile.
- Poor service in shops - assistance on phone or talking.
- Three years ago we ordered some wallpaper - despite frequent reminders it never arrived! That business has now closed.

Comments coded to traffic:

- Negative: 1. Recorded music blasted out on Broadway. 2. Aggressive attitude of car drivers make it impossible to cross the road.
- Trucks through Main Street - yuck! Noisy and smelly. Tourists try to video the glockenspiel and there are trucks going past constantly.

Comments coded to poor access:

- Accessibility can be tricky. I am on ACC and have a severe head injury. The hours shops are open is not clear.

Comments coded to rather go elsewhere:

- A lot of people have to shop elsewhere because as a small town we can't sell everything, but in so doing, they buy almost everything elsewhere. If travelling for one or two items - may as well do all shopping.

Comments coded to other:

- Business Association ineffective - most businesses do not care. Opening hours poor (not enough).
- Negative: 1. Recorded music blasted out on Broadway. 2. Aggressive attitude of car drivers make it impossible to cross the road.
- Speed up Information Centre on car regos etc. Three times I've had to wait up to 38 minutes to do mine. The quickest in four years still took over 12 minutes.
- Time limits on car parking and people walking across train lines.

Neutral comments specified:

	Number	Percent
Products/shops required	48	11.2%
Town appearance	22	5.1%
Suggested improvements	11	2.6%
Traffic	10	2.3%
Parking	9	2.1%
Opening hours	7	1.6%
Customer service	6	1.4%
Convenient/compact town	2	0.5%
Meet basic needs	2	0.5%
Other	5	1.2%
Sample	428	

Comments coded to products/shops required:

- A Turkish restaurant would be nice.
- Another supermarket in town as a lot of people travel to cheaper options, this would bring more job opportunities to Stratford and bring money into the Stratford economy as locals employed.
- Another supermarket.

- Apart from the agriculture sector (four outlets) for which we are over-served, the range of shops is about what we can expect of a town this size. If we want passing traffic to stop we need something other than the Glockenspiel to persuade them to stop and take time in Stratford. Shop frontages between the roundabouts are a mess and unattractive. Why would one stop in Stratford any more than elsewhere? I do not know of a reason. This is what is missing from our town.
- Could do with another jewellery outlet, like Michael Hill or Pascoes and where can we buy an assortment of DVDs (other than Video Ezy)?
- Great that we have a new 'Indian Restaurant'. We need more shops that are different, not offering the same things for sale eg, hair salons.
- I never buy clothes here, but have bought TV, microwave type goods. Probably because there is competition between the two homeware shops and better deals. Furniture too expensive here.
- I prefer New Plymouth for my clothing as there is a wide choice. I am very satisfied with groceries available.
- I think if there was more than one supermarket it would be good competition.
- I think there should be a Countdown or a Woolworth's built in Stratford, so as there is more than just one supermarket.
- I welcome the change in ownership at New World. However, the supermarket is too small, too pricey and not a large enough range of goods. For me supermarkets attract, then I do my additional shopping in the same vicinity.
- It seems sad to me to have only one grocery outlet. Also only one car franchise. (This is not how Stratford was). We used to have more engineering firms, encouraging more employment.
- Maybe a second supermarket.
- More businesses. One more supermarket.
- Most of the food cafes do not supply gluten free food if we want to stop off for lunch. There is only one café and there is no variety in the food offered.
- Need another supermarket.
- Need more selection. A Warehouse is needed. Another supermarket. New roof on TSB Pool.
- Need more supermarkets to increase competition. New World in Stratford is relatively more expensive. Increased value of petrol voucher.
- Need to provide better shops eg, Warehouse etc.
- No more eat houses in Stratford.
- No more takeaway shops please.
- No national takeaways such as KFC and McDonald's etc.
- Not any choice of men's clothes.
- Not more cafes, not more hardware stores, not more motels, but one or two more supermarkets.
- Pak 'n Save supermarket, countdown supermarket and Warehouse. Most everything is a lot more expensive as at present.
- Shoes/footwear need to be available in Stratford.
- Shops presented well, but lacking food and male apparel competition. Supermarket under-stocked in selection. General shops mainly food/café style and rural service.
- Sorry that the Bin Inn closed, I think another one is needed.
- Stratford is a rural service township ie, service to farming. This is reflected in business centre. To increase variety in shops would require town population to increase. Need to identify if Stratford should maintain old style NZ Township or re-think a modern look and shopping style.
- Stratford needs bigger retailers to increase competition, particularly with grocery shopping - New World is too expensive - need Pak 'n Save or similar. Same with clothing and such like.

- Supermarket is expensive in comparison to the likes of Pak 'n Save/Countdown and with a larger family to feed. Unfortunately, find it more cost effective to go out of town for this.
- The lack of shopping in Stratford is pushing more and more people to shop in New Plymouth, I feel that in order to keep people shopping local, Stratford really needs to have more variety of shops with reasonable prices, otherwise everyone will just go to the Warehouse etc.
- The luxury of choice - clothes, groceries and shoes.
- The supermarket service is good, but surely a town of this size could support another, giving customers more variety of choice. On the other hand, I am sorry that they cause the closure of so many smaller specialist shops.
- There are many eating places in Stratford, so there must be people with a reasonable large disposable income, but the quality of goods tended to be of cheaper and lower quality.
- There are too many food outlets in this town. We need more shops for everyday needs ie, clothes, groceries etc.
- There seems to be too many hairdressers and not enough clothing stores.
- Too many hairdressers and food outlets! Need more variety - competition.
- Too many second hand shops. Doesn't give a good impression. Neither do empty shops. Encourage shop owners to present an attractive frontage - certainly looks more appealing and more likely to draw people in.
- We desperately need another supermarket - no competition - isn't good. A lot of people have no option but to shop locally.
- We feel there is a lack of variety in terms of affordable goods and businesses most dominant are cafes, take away shops, hairdressers and banks.
- We need a Warehouse or some other large store to come to Stratford.
- We need more choices eg, supermarkets etc.
- We really don't need any more eating outlets.
- Why is it we have to have a smaller version of a New World supermarket in Stratford, where as in Hawera they have two supermarkets both much larger ones?
- Why not a different supermarket.
- Would like to see another supermarket.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to town appearance:

- Apart from the agriculture sector (four outlets) for which we are over-served, the range of shops is about what we can expect of a town this size. If we want passing traffic to stop we need something other than the Glockenspiel to persuade them to stop and take time in Stratford. Shop frontages between the roundabouts are a mess and unattractive. Why would one stop in Stratford any more than elsewhere? I do not know of a reason. This is what is missing from our town.
- Get new paving sorted.
- I only hope now the main street has new paving, you keep it clean and shop keepers clean up their frontages. A cleaner like Hawera would be a good idea.
- Main street upgrade is positive. Shop owners need to spruce up building frontages - like Inglewood. Maybe could be given assistance with work scheme labour, part sponsorship. They need to be motivated - pride - non profit expense. Competition between building/business owners with expenses back for winner/runner up?
- Nice wide streets. Parking is normally okay. Don't like the shops. Cottage Lane best shop.

- Please ensure Prospero Place is a priority in appearance and appeal. It is a main thoroughfare and used by most visitors - gets very scruffy! Can some retailers be encouraged to up-grade some buildings - a few are spoiling the effort of others.
- Poor quality of retail properties. Beautification of shop fronts and highway in the retail area would be appealing. 'Village' style look to SH3 - more trees required.
- Positive - Good to see more motels being built. Negative - Pedestrian in wrong place where clock tower is.
- Positive - normally friendly personal service. Terrain - nice and flat! Negative - compared with shops like Harvey Norman, when you shop at smaller local businesses the whole range of goods are not displayed - have to pick from a catalogue.
- Selectrix Stratford would be the jewel in Stratford's crown. The after-sales service, free delivery and installation of appliances bought there is fantastic. I wouldn't shop anywhere else. There are a lot of empty shops on the clock side of the road, not very appetising. With regards to the shoe shop, we do have a footwear repair who sells shoes, but lacking in variety - sizes and he charges \$20 to get another pair of shoes in, in the correct size, regardless of whether you end up buying them or not. So one is more likely to travel to a proper shoe shop.
- Shop assistants polite and friendly. Some main street buildings could do with a tidy up, new paint etc.
- Shops presented well, but lacking food and male apparel competition. Supermarket under-stocked in selection. General shops mainly food/café style and rural service.
- Something needs to be done to the front of the picture theatre; it looks dull, unloved and unused.
- Stratford is a rural service township ie, service to farming. This is reflected in business centre. To increase variety in shops would require town population to increase. Need to identify if Stratford should maintain old style NZ Township or re-think modern look and shopping style.
- Street pathing looks good, until you trip over or get your heels stuck in the pathing.
- The central Broadway upgrade is totally uninspiring and adds nothing to the town - does not compare with recent upgrades in Hawera, Eltham, Inglewood, New Plymouth or Wanganui and the workmanship is appalling.
- The cobblestones suck. They are ugly and impractical. The lights are also cheesy and give the place a 'hick town' appearance. As for the glockenspiel - dynamite would be a great solution. Stop the Shakespeare thing. It's lame.
- The gutters on Broadway are difficult to negotiate and it is not uncommon to see vehicle front wheels in gutters causing unnecessary damage. Hard for elderly to negotiate.
- The upgrade of some of the existing buildings is excellent. I would like to see a continuation and promotion of the Shakespearean theme.
- Too many second hand shops. Doesn't give a good impression. Neither do empty shops. Encourage shop owners to present an attractive frontage - certainly looks more appealing and more likely to draw people in.
- Town looking nice (always does in spring). Good for quality food outlets (reasonably priced). Library could be expanded. Would be good if Post Office/Kiwi Bank was open on Saturday mornings.
- Traffic flow is a problem. Parking is good. A lot of shops need a facelift.

Comments coded to suggested improvements:

- 90 minute parking is great. Mostly can find a space. 60 minutes is not enough time to have lunch 'out'. The street name signs on the roundabouts need to be

in a different position. As it's at level of car indicators and these can't be seen as cars approach on the round about. Carrington walkway in town is great. Few more signs would be of help from 'elephant' park south.

- Advertise which cafes open on Sundays and public holidays. Not good for passing motorists. It's great having the shoe repair shop.
- Am against 'hawkers' coming to town for a few days then leaving and not spending any money in our town. We need more market days which the Business Association are not endorsing.
- Apart from the agriculture sector (four outlets) for which we are over-served, the range of shops is about what we can expect of a town this size. If we want passing traffic to stop we need something other than the Glockenspiel to persuade them to stop and take time in Stratford. Shop frontages between the roundabouts are a mess and unattractive. Why would one stop in Stratford any more than elsewhere? I do not know of a reason. This is what is missing from our town.
- Clothing stores need to be promoted more. We find prices in Stratford higher, but looking at cost of travel to New Plymouth and Hawera - it evens out.
- Mostly positive. The negative thing is there is not much going on for teenagers.
- Our climate and traffic makes it desirable for a covered shopping area, like a mall (in Prospero Place?) - include the Post Office.
- The new roundabouts: the concrete pillars around the edges are very dangerous. I have a six months old baby and have almost been hit a few times by drivers who can't see the pram coming out from behind them. Also a lot of elderly people I know will not walk up town near the roundabouts.
- The TET stadium needs signage at roadside to advertise it has restaurant facilities. Also somewhere on Broadway for benefit of passing traffic.
- Town looking nice (always does in spring). Good for quality food outlets (reasonably priced). Library could be expanded. Would be good if Post Office/Kiwi Bank was open on Saturday mornings.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to traffic:

- Crossing the street is a gamble sometimes, not always convenient to get to pedestrian crossing.
- I would like to see a by-pass approximately from one round about to the other on Broadway, to avoid undue hassle reversing from parking.
- If we had a by-pass for heavy traffic that would be good and parking in the main street would be easier, but that would take a lot of money.
- It really does need to be off the main highway!
- Parking in Main Street difficult to reverse at busy times and the number of people doing 'U' turns in Main Street.
- Positive - Good to see more motels being built. Negative - Pedestrian in wrong place where clock tower is.
- Stop large trucks from double parking to deliver goods in Broadway.
- The "big" truck/tanker traffic is off-putting. Couldn't they be encouraged to use Juliet and Miranda Street's.
- Traffic flow in Broadway needs to be better regulated ie, pedestrian crossing and bring in reverse angle parking/far easier to enter and exit in the times of heavy traffic.
- Traffic flow is a problem. Parking is good. A lot of shops need a facelift.

Comments coded to parking:

- 90 minute parking is great. Mostly can find a space. 60 minutes is not enough time to have lunch 'out'. The street name signs on the roundabouts need to be in a different position. As it's at level of car indicators and these can't be seen as cars approach on the round about. Carrington walkway in town is great. Few more signs would be of help from 'elephant' park south.
- If we had a by-pass for heavy traffic that would be good and parking in the main street would be easier, but that would take a lot of money.
- Nice wide streets. Parking is normally okay. Don't like the shops. Cottage Lane best shop.
- Parking in Main Street difficult to reverse at busy times and the number of people doing 'U' turns in Main Street.
- Parking is shocking after 10am, but in saying that I have had no problems with my vehicle being hit by another parked car, which has happened in Waitara with me. I would like a park my boy could ride his pushbike in as nothing is suitable apart from the main street footpaths.
- Parking is starting to become a problem.
- Sometimes parking in Broadway is a nightmare.
- Traffic flow is a problem. Parking is good. A lot of shops need a facelift.
- Yes, parking. Too many eating houses. We need a variety of shops. The large multi's of New Plymouth and Hawera draw shoppers. Another New World competition on south side. Old people need some sort of service (there are lots of oldies). No deliveries.

Comments coded to opening hours:

- I tend to not shop in Stratford due to my work hours compared with shop hours of Stratford, however, I think it's good that Stratford doesn't open longer hours and Sundays.
- Saturday afternoon and Sundays the shops are all closed. They should be open.
- Shop keepers don't seem to be switched on to the fact that times have changed and they need to think about offering longer opening hours, not to think so much of themselves and them having free time.
- Shops close too early on Saturday.
- Shops need to have same shopping hours on special occasions ie, Christmas, local festivities. Cafes to open for same.
- That the opening hours be advertised, or available on an information (community) board in the middle of town. Also have an agreed trading time for people (shops) to follow.
- Town looking nice (always does in spring). Good for quality food outlets (reasonably priced). Library could be expanded. Would be good if Post Office/Kiwi Bank was open on Saturday mornings.

Comments coded to customer service:

- Generally the service in local shops is adequate, but some shop assistants lack PR skills and seem little interested in customers.
- Most businesses need to be aware of the importance of their front line staff, customer relations, first impressions and a willingness to help even if the product being requested is not available.
- Positive - normally friendly personal service. Terrain - nice and flat! Negative - compared with shops like Harvey Norman, when you shop at smaller local businesses the whole range of goods are not displayed - have to pick from a catalogue.
- Selectrix Stratford would be the jewel in Stratford's crown. The after-sales service, free delivery and installation of appliances bought there is fantastic. I wouldn't shop anywhere else. There are a lot of empty shops on the clock side

of the road, not very appetising. With regards to the shoe shop, we do have a footwear repair who sells shoes, but lacking in variety - sizes and he charges \$20 to get another pair of shoes in, in the correct size, regardless of whether you end up buying them or not. So one is more likely to travel to a proper shoe shop.

- Shop assistants not pleasant to customers, including office staff in certain places.
- Shop assistants polite and friendly. Some main street buildings could do with a tidy up, new paint etc.

Comments coded to convenient/compact town:

- Positive - normally friendly personal service. Terrain - nice and flat! Negative - compared with shops like Harvey Norman, when you shop at smaller local businesses the whole range of goods are not displayed - have to pick from a catalogue.
- Stratford is a great town for ease to get around. It is good for everyday needs (groceries, health care), but I find clothes shopping to be a must to have to travel to New Plymouth to get.

Comments coded to meet basic needs:

- Basic - groceries, clothing and footwear.
- Stratford is a great town for ease to get around. It is good for everyday needs (groceries, health care), but I find clothes shopping to be a must to have to travel to New Plymouth to get.

Comments coded to other:

- I would like to know how a fast food producer in our town, produces poor quality food, breaks the health and safety rules and is allowed to continue trading. Isn't our health important to the council, doesn't the council have teeth.
- It would be good to be able to redeem our supermarket petrol vouchers in Stratford.
- Need more selection. A Warehouse is needed. Another supermarket. New roof on TSB Pool.
- Not at this moment.
- Public transport between Eltham and Stratford at set times.

6a. In which District are you normally resident? (tick appropriate box)

	2008	Percent
Stratford	371	86.7%
South Taranaki	50	11.7%
New Plymouth	1	0.2%
Other	0	0.0%
Not specified	6	1.4%
Total	428	100.0%

6b. Do you or any of the members resident in your household work outside of the Stratford District? (tick appropriate box)

	2008	Percent	
Yes	101	23.6%	[go to Q6c]
No	301	70.3%	[go to Q7]
Not specified	26	6.1%	
Total	428	100.0%	

- 6c. If yes, please identify the number who work outside of the district and the district that they work in? **(please specify number)**

	No spec.	Number	Percent
South Taranaki	39	45	37.5%
New Plymouth	35	42	35.0%
Other	20	33	27.5%
Total		120	100.0%

Comparisons with 2000 results

	2008	2000	% change
South Taranaki	37.5%	49.6%	-12.1%
New Plymouth	35.0%	30.7%	4.3%
Other	27.5%	19.7%	7.8%
Total	100.0%	100.0%	

7. Are there any facilities in the district that you feel are lacking or a need to upgrade any existing facilities?

	Number	Percent
Shops, including grocery	90	21.0%
Recreational facilities	70	16.4%
Public toilets/changing facilities	48	11.2%
Public amenities	40	9.3%
Transport, roading & parking	39	9.1%
Upkeep of town	27	6.3%
Doctors/dentists/healthcare	9	2.1%
Other	12	2.8%
Sample	428	100.0%

Facilities coded to shops, including grocery:

Facility	Comments
A shoe shop.	
Another grocery shop.	
Another Jewellery store.	
Another supermarket (x5).	• For competition.
Big stores eg, Warehouse, K-Mart etc.	
Bigger garden centre.	
Clothes shops (underwear)	• Underwear - clothes.
Clothing and shoe stores.	• Better clothing and shoe stores.

Facility	Comments
Clothing stores.	<ul style="list-style-type: none"> • For teens and larger sizing (lacking).
Computer.	<ul style="list-style-type: none"> • Repairs and servicing.
Countdown supermarket.	
DVD outlet (to buy).	
Electricity supplier.	<ul style="list-style-type: none"> • Electricity supplier needs to be more District orientated.
Fast foods.	<ul style="list-style-type: none"> • Need a decent fish and chip shop run by Kiwis. Also KFC or McDonald's would be good.
Fast-food outlet.	
Food premises	<ul style="list-style-type: none"> • Some food premises are too expensive.
Franchise clothing shop.	
Furnishing.	
Garden centre.	<ul style="list-style-type: none"> • A bigger garden centre with good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies.
Glassons.	
Grocery shop (x2).	
Hardware.	<ul style="list-style-type: none"> • It's coming - bigger Mitre 10.
KFC.	
McDonald's.	
Male barber.	
McDonald's Restaurant.	
New supermarket.	
New World (x4).	<ul style="list-style-type: none"> • Build a new supermarket eg, Countdown. • Fish counter - compared to Pak 'n Save New Plymouth. • Has poor parking facility, especially when trucks are unloading. • Parking and empty shelves.
Nightclubs.	<ul style="list-style-type: none"> • Good nightclubs, good food and good band.
No ASB.	<ul style="list-style-type: none"> • ASB Branch needed.
NZ Post.	<ul style="list-style-type: none"> • Upgrades or new.
Pak 'n Save supermarket (x2).	
Percy Thomson complex	<ul style="list-style-type: none"> • Paint interior.
Picture house.	
Pie Cart.	
Post Shop.	<ul style="list-style-type: none"> • Perhaps up grade the Post Shop.
Restaurant.	<ul style="list-style-type: none"> • Lacking sit down restaurants.
Service of home appliances.	<ul style="list-style-type: none"> • Service of home appliances - including sew and knit machines etc.
Shoe shop (x3).	<ul style="list-style-type: none"> • A good shoe shop with a wide choice and price range. • Need one in Stratford.
Shops (x5).	<ul style="list-style-type: none"> • A variety of women's clothes. • Get rid of second hand shops. • Good shoe shop.

Facility	Comments
	<ul style="list-style-type: none"> • I would like to know how a fast food producer in our town, produces poor quality food, breaks the health and safety rules and is allowed to continue trading? Isn't our health important to the council, doesn't the council have teeth. • Improve shopping for new ladies wear.
Small warehouse.	
Sport shop.	<ul style="list-style-type: none"> • Upgrade.
Stratford needs a Warehouse.	
Supermarket (x24).	<ul style="list-style-type: none"> • A bigger and more variety supermarket. We support the new owners, but they lack some items on their shelves. • Alternative to New World. • Another one. • Another supermarket for competition (x3). • Better parking or another one. • Better under the new management, however, more parking and shelf space needed. • Bigger supermarket. • Competition. • Competition - variety of specials. • Larger or second one to provide competition and more selection. • More choice. • More supermarkets. • Need for new and up-grade. • Need new. • Needs opposition. • We do need competition in this area. • Would like to see more competition for the local supermarket.
Sushi Ninja.	
Takeaway outlets.	<ul style="list-style-type: none"> • Need more food as in takeaway outlets.
Trades people.	<ul style="list-style-type: none"> • Provisions for fixing and supplying electronic stuff immediately. Also availability of trade's persons at short notice.
Warehouse (x4).	
Women's clothing shop.	

Facilities coded to recreational facilities:

Facility	Comments
Another camping ground.	
Beach.	A beach that is really handy!
Community gym.	
Gondola or cable way.	Needed up to ski fields starting from York Road.
Gym - Page Street.	Upgrade or new.
Gym (x2).	<p>I moved here in April and haven't found one - someone told me there was though!</p> <p>Larger, more modern air-conditioned premise.</p>
Hockey turf synthetic.	New water based turf needed.
Hockey turf.	(Water base).

Facility	Comments
Ice skating rink.	New.
Leisure centre.	
Movie theatre.	Longer/more days open.
Off-road motorcycle and mountain bike tracks.	Suggest joint venture Park with Rayonier at Te Wera funded by TSB/TET or similar.
Outdoor areas.	Public BBQs for picnics.
Pioneer Village.	Having come this far, needs have to be valued and pushed for the benefit of the town. Perhaps linked with Ta Whiti as an historic day out - village being life sized history.
Pioneer Village.	Repaint, upgrade car park, right turning lane and grounds maintenance.
Play ground.	By the supermarket, always broken glass there.
Public gardens.	Should be kept tidier! Damn disgrace!
Race course.	
Skate Park (x3).	Upgrade.
Small theatre.	Old one too large and too expensive to hire.
Stratford Club (x2).	Needs pulling down. Stratford club catering (no overheads, dear as most).
Swimming pool (x42).	Attention to the pool will always be needed - great asset. Better facilities, warmer pool for babies. But you know that already. Especially the roof. Generally needs to be valued more by the council. Good therapy for folks. Heated pool. If up-graded to 50m we would then have hockey and swimming venues for Taranaki. It needs a revamp. Look at the new Wanganui pool! Maintain and up-grade. Need to be improved - roof etc. Needs a new roof without extra up-grade for now. Needs upgrade. Needs upgrade like New Plymouth. New roof and better indoor/outdoor flow. Operate as hot pool in winter. Over priced for what they are. Replace the roof and give it a spruce up. Requires up-grade "facelift". Re-roof. Roof and climate, but cost prohibitive? Roof leaks like a sieve - needs upgrading. Roof on swimming pool. Roof on Stratford swimming pool. Upgrade or make new (x4). Upgrade to meet recreational use. Warmer water in toddler's pool.
TSB Pool (x3).	New roof, bigger pool, more fun.

Facility	Comments
	Upgrade - roof and toddler pool. Urgently needs a new roof.

Facilities coded to public toilets/changing facilities:

Facility	Comments
Do not like going down to our public toilets. (Rather walk to restrooms).	
Exeloo's.	Up-grade.
Main street toilets.	
Men's toilets.	Hygiene and facilities lacking.
Public Toilets (Broadway).	
Public toilets (x36).	<p>A toilet at supermarket.</p> <p>Another toilet needed.</p> <p>Behind the clock tower overall upgrade.</p> <p>Broadway - generally dingy.</p> <p>Clock tower toilets are old and disgusting, really creepy.</p> <p>Could be better.</p> <p>Dirty.</p> <p>Disgusting, badly in need of an upgrade and better signposting.</p> <p>Hand towels required. We have nothing to wipe our hands on.</p> <p>Main street - won't use as too unsafe and disgusting.</p> <p>Maybe another public w/c heading north in town.</p> <p>More maintenance and cleaning.</p> <p>Need new ones.</p> <p>Needs major upgrade.</p> <p>New.</p> <p>New and more pleasant. Maybe after hours ones.</p> <p>Could be basic but some nice central ones would be great.</p> <p>New facility north and south blocks.</p> <p>New/upgrade.</p> <p>Need pulling down and rebuilding. They are disgusting.</p> <p>They smell and for our visitors, they wouldn't want a return visit.</p> <p>Needed in the rhododendron area.</p> <p>Nicer toilets in middle of town.</p> <p>On Broadway - new.</p> <p>Public toilets/Parents Centre.</p> <p>Should be nicer.</p> <p>Soap dispenser and paper towels for toilets in town centre.</p> <p>Stratford toilet blocks often have no paper.</p> <p>The clock tower toilets need's more supervision.</p> <p>The skate park toilet is not really safe for a solo female to use.</p> <p>Toilets in main street need up grading.</p> <p>Toilets in Victoria Park are a disgrace (most often).</p> <p>Under clock tower - upgrade.</p> <p>Upgrade.</p>

Facility	Comments
	Upgrade the toilets in town. We want the toilets to remain - they are okay as they are. When visiting Victoria Park - always filthy!
Public toilets in park.	
Public toilets on Broadway.	
Public toilets on main street.	Lighten up - brighten up - smell better - user friendly.
Toilet in Colonel Malones park.	
Toilets in Broadway.	Yuck! I find them scary to go into.
Toilets in parks.	
Toilets on Broadway.	No toilet paper or paper towels when there is something on in town. Have heard visitors to our town commenting on this.

Facilities coded to public amenities:

Facility	Comments
A & P Showground buildings.	• Upgraded.
A drive-by mailing box somewhere.	• The parking outside NZ Post is very limited.
Another hockey turf.	
Cemetery.	• The upkeep of the cemetery is very poor.
Childcare centres.	• We need more of these.
Children's play place.	• Children's play place ie, Jack 'n Jill's.
Children's playground.	• Upgrade children's playground area.
Event centre.	• That isn't too expensive to hire and also an attractive building ie, for weddings.
Don't increase facilities (x2).	• No, keep within inflation. • No. Otherwise rates will go up. They never come down.
Family café/play area.	• New.
High School.	• Classrooms are disgusting, very depressing place of education.
Information Centre.	• In main street.
Kindergartens.	• More kindergartens.
King's Theatre.	• Needs heaps of grant monies.
Library (x5).	• A late night or longer hours. • Always have the same books. • Better library books. • Bigger - Kid's zone needs work. • More books needed.
Mary Ann Home.	• Mary Anne Home needs up-grading all round, like painting, curtains, water blasting and furnishing. Our oldies pay good money \$175 per day to live there.
Public seating.	• Need more public seating along the footpaths.
Parks (x4).	• Needs to be a lot cleaner and safer, more garden and ground cared for more often. Our park should be something to be proud of like Hawera's for example, not like ours is now. • Planned replacement plantings needed. • The park is lovely.

Facility	Comments
	<ul style="list-style-type: none"> • They need to be cleaned more.
Paths	<ul style="list-style-type: none"> • Some could do with some work.
Prince William Park.	<ul style="list-style-type: none"> • Need a bicycle track that's safe to have young children riding their bikes on.
The show grounds	<ul style="list-style-type: none"> • More shelter.
Theatre (x2).	<ul style="list-style-type: none"> • Love Stratford theatre movies, but lately keeps breaking down. • Theatre without steps and stairs.
Toddler playgrounds.	<ul style="list-style-type: none"> • Add toddler facilities to King Edward Park, current playground not safe for young toddlers.
Victoria Park playground.	<ul style="list-style-type: none"> • Monitored more frequently, too many drunks, truants ruining it for mums' with babies and it is the only facility with toddler play equipment in Stratford.
Victoria Park (x2).	<ul style="list-style-type: none"> • Grandstand is a wind tunnel. Freezing watching sports. • Remove the tagging and idiots that continue to be at a "children's" playground. Enforce the smoke free policy.
Walkway from library to shops.	<ul style="list-style-type: none"> • Fix the leaks please, upgrade ASAP.
Walkway.	<ul style="list-style-type: none"> • Behind Stratford High - more signage, maybe some cat-walks over river walks.
Water supply.	<ul style="list-style-type: none"> • Upgrade water supply.
Water.	

Facilities coded to transport, roading & parking:

Facility	Comments
Another pedestrian crossing	
Disabled car parks.	A disabled park outside Post Shop.
Disabled parking.	Poorly placed.
Footpaths (x12).	<p>A disgrace to town and those responsible. I think council should upgrade the footpaths and access to doctor's surgeries, so people can get in without having to straddle deep gutters or walk some distance to ramp, also so ambulance can back up right to the door.</p> <p>On Juliet Street, very uneven. Rough. Show no sign of immaculate finish, rough and ready I would call it. Some footpaths need to be upgraded. Some more of the older footpaths need replacing. Surfaces need attention.</p>
Footpaths and gutters.	The street gutters and footpaths are always messy especially Christmas and New Year.
Gutters.	Deep guttering beside foot paths makes it hard for elderly to get to and from cars.
Northern road out of Stratford.	Upgrade, it is a bumpy, rough surface.
Parking - Broadway.	Possibly parallel parking path side and angle in centre.
Parking outside TET.	There is a lack of parking.
Parking (x2).	Parking on the main shopping area of Broadway instead of angle parking, as it is quite blind reversing

Facility	Comments
	into a main thoroughfare. Use top of Post Office for supermarket parking availability/near by or clothing (factory), Warehouse etc. Bring in more businesses.
Pedestrian crossings (x4).	Children crossing roads at schools. Need more zebra crossings at the round about as it's hard for children to cross. Pedestrian crossing southern end - more signs, lights etc. Pedestrian crossings.
Public footpaths.	We need to cut back foliage on public footpaths - some you can't walk on because they are covered by shrubs or trees.
Public transport from Eltham to Stratford.	
Public transport (x4).	Bus transport to New Plymouth twice a week please. Need for better public transport in and out of Stratford.
Road markings.	
Road repairs.	Southern dairy area.
Roads (x3)	Sealing of metal roads - more each year. Surfaces need attention.
Up-grade or put in footpaths around area.	
Zebra crossing.	In middle of town needs some lights on it badly, you get traffic back up down to Steve Allen's sometimes.

Facilities coded to upkeep of town:

Facility	Comments
Also the rear of the shops, a lot look as if owners don't care.	
Back entrances to some shops.	
Broadway shop fronts.	Not a council responsibility, but some encouragement needs to be given.
Building appearance.	Painting tops of buildings.
Clock tower.	Romeo and Juliet statues need up-grade.
Clock upgrade.	Bullet proof glass around Romeo & Juliet's balcony.
Facades along Broadway.	Colour and uniformity.
Gardens at Prospero Place.	
Get rid of planter boxes on Broadway.	
Gutters.	Too deep and high.
Most shop fronts including above the verandahs could do with some maintenance.	
No footpaths in Midhurst.	
No park in Midhurst.	
Over hanging hedges.	
Post Office building (x3).	Can't do much about Post Office, but the building and

Facility	Comments
	frontage is awful. Looks sad on the outside - also Empire Hotel.
Shop facades.	If the facades above the current shops were kept nicely painted the overall appearance of Broadway would be more attractive to shoppers.
Shop frontages (x3).	Above the shops - in need of a paint. Painting - faded or peeling on several. Shop fronts painted bright.
Town appearance.	Main street lights are tacky - pavers on Main Street look cheap.
Trash.	A campaign to clean up broken glass around streets.
Trees and seats on Broadway.	
Trees.	Avenue of trees at northern end to match the southern end.
Veranda lighting.	The veranda lighting should be checked - when it rains a lot of fluorescent lights blow. Water lying in these verandas with electrical wiring will cause a fire! This one I believe is urgent.
Verge.	Council could mow verges at vacant properties.

Facilities coded to doctors/dentists/healthcare:

Facility	Comments
Dentist.	An added dentist would be helpful.
Doctor (x2).	An added doctor would be helpful. More needed.
Eye specialist.	I travel to New Plymouth or Hawera.
Health.	More doctors.
Hospital.	It would be nice if we had a hospital equivalent to the demolished Stratford Hospital.
Medical services.	Lack of medical services - after hours - weekends. What's wrong with the Doctors of today?
One centre for all Doctors in Stratford.	
Physiotherapy Department.	Big input needed.

Facilities coded to other:

Facility	Comments
Broadband.	Speed is very ordinary.
District Council.	Too many people in there.
Facilities.	Too flush in facilities.
Fireworks displays.	Fireworks display for the kids.
Prospero Place.	More use made of Prospero Place.
Sense of community.	More co-ordinated action through council so that we focus on community as a whole rather than being individuals.
Services.	Already too expensive to rate payers. Start to down-grade some services.

Facility	Comments
Stratford Primary.	Covered walkway to Regan Street.
Telecommunications.	Telecom needs to be more District orientated.
TET Picture Theatre.	Maintain this facility. Great place.
Transfer station.	Transfer station needs to be OPEN a lot.
Youth programmes.	More youth programmes.

8. In terms of specific options that should be considered to enhance the image and viability of Stratford, what do you believe would assist the district? (please be as specific as possible)

	Number	Percent
Town development/make attractive/cleanliness	84	19.6%
Town promotion/maps/signage/attractions	34	7.9%
Traffic/bypass/pedestrian crossing/paths/roundabouts/parking	34	7.9%
Suggested shops	29	6.8%
Further develop the Shakespeare theme/Theme (general)	11	2.6%
Mountain/heritage trail/walkways/relationship with mountain	10	2.3%
Crime/boy racers/getting kids of streets	8	1.9%
Public transport	8	1.9%
Further develop sports in the district	6	1.4%
Keep rates low	6	1.4%
Gondola on the mountain	1	0.2%
Other	16	3.7%
Sample	428	

Comments coded to town development/make attractive/cleanliness:

- 1. Attractive towns always look a lot more appealing. That is obviously happening, but need to ensure it continues. 2. Towns with themes seem to work in drawing attention to themselves. Maybe expand on the Shakespeare theme. People will travel to places for something different. Subsidised bus transport to get groups of people here. 3. I like the idea of walking maps for parks which was recently initiated in New Plymouth. Could do similar thing here.
- 1. Some shop frontages look good, but others are pretty disgusting. 2. SDC should be promoting a sensible by-pass. There is just so much unwanted and unnecessary traffic cluttering central Broadway. This harsh environment must be changed to a more friendly - relaxed - clean area to do our shopping. Getting out of our parking is a bloody nightmare.
- A return of colour (hanging baskets). This facility was introduced, not properly planned for good effect and dropped all within a few years. The watering system alone must have cost ratepayers plenty and has become a white elephant. A telephone call to Wanganui or Otorohanga could be well worthwhile.
- Another supermarket. Toilet facilities near present supermarket.
- Approaches to towns are important. Sets the tone, how much do people care about their place? Sense of pride. Also sets a standard. Advertise availability of parking - not a huge walk even from the War Memorial car park - even to the supermarket. Short walk from CBD to two parks and walkways if it's a pleasant sit while children play, you want.
- Beautiful area - ugly Main Street.
- Brighten Main Street with vegetation, like Pahiatua's middle island down Main Street. Build a Pak 'n Save. Heavy traffic by-pass. Put fruit trees around the town.
- Clean and tidy, helps visitors to feel welcome.
- Clean mould off buildings.
- Clean up glass over the roads, footpaths and playgrounds.
- Consistency of a theme for the main street. How on earth was a log cabin (Malones) seen as appropriate for a Shakespearian town? Log cabins belong in Canada. Verandah signage is a mess. Some up, some down, some wide, some narrow. Colours need co-ordinating particularly above the verandah line.

The clock tower is too big, but it is there to stay. The recent improvements to the Lych Gate and roundabouts are good. The wind funnel between library and art gallery needs rectifying and the covered way to Broadway is useless in driving rain.

- Continue with tree/flowering shrub plantings. Free heat pump/installation for retired people especially.
- Could put flower baskets along the street like Wanganui have - makes shops look more inviting.
- Council could consider a street cleaner like Hawera. Main Street often dirty.
- Council have spent enough and sometimes too much in so-called enhancement - it looks nice, but in this time of hardship worldwide, I think we should "cut our cloth" and live far more cheaply.
- Cut back or down all overhanging trees on footpaths and boundaries to neighbours. Put footpath up Celia Street.
- Digital temperature board (like Inglewood). Whoever is responsible, get them to paint the NZ Post building - it is awful!
- Do away with stupid art at each end of town - big distraction. Roundabouts.
- Don't create a traffic by-pass, but do create a lighted public parking area east of the tracks to compliment the War Memorial area and create a walking crossing over the tracks in the region of the clock tower.
- Entrance ways both north and south more attractive to visitors. Rest and information areas made out of permanent materials.
- Finish off the Broadway paths. Repair the footpaths of the town. Last month a female worker cleaned out the length of the street but one side only - why not both sides? Clearance of road channel kerbing. We need more street cleaners.
- Fresh window display, many of the shops have too much on display, untidy or old.
- Hospital emergency.
- I have seen over the past few months, some shops have/are being done up which is good, but I do think that most of the shops do still need to be done, just a face lift could be good to see.
- I think a closer eye needs to be kept on the actual goings on in the town - council as part of their meetings should walk around checking footpaths, gutters, toilets etc. Especially keeping an eye on the guy who sweeps our gutters etc. A job well done will encourage people to shop or stay.
- I think Stratford is improving, especially for kids - activities etc, emphasising family involvement.
- I think the image and viability has a good enough name.
- I think there needs to be a greater integration of the private sector and the council, particularly with respect to economic development. I believe there is an opportunity for private/public funding to provide a proactive approach to marketing of our district and the opportunities that exist for new businesses and for existing businesses. We have excellent facilities, health services, schools and potentially land for development.
- I think you have made the roundabouts very appealing - congratulations.
- I would like to see more colours in the gardens in Broadway. Just to enhance the lovely stone walls at the roundabouts.
- If the facades above the current shops were kept nicely painted the overall appearance of Broadway would be more attractive to shoppers. Image and viability. There is a marked lack of public transport, so people are totally dependent on the use of a car.
- In the main town centre, the buildings below and above need painting. The new lighting is tacky. Inglewood is a nicer looking town - pavers and lighting.
- It isn't bad as it is, so if it isn't broken, why fix it, if the power's that be make it too like paradise, the rates will go up to pay for it all.
- It has been done up really lovely with the things that have been achieved so far.

- Just love all that you have done in the business area. Only grizzle is - people let their hedges and shrubs etc, go over onto pavements and that does not help elderly in motorised scooters.
- Keep an eye on condition of back entrance - litter and tidiness of shops and business areas.
- Keep the architect that designed the covered walkway in Prosper Place out of Stratford. It's quite useless.
- Keep the swimming pool, money spent on that would have been better spent than the so called up-grade of the shopping area.
- Keeping Broadway "clean" and shops painted to a uniform colour or theme.
- Keeping shop exteriors painted and looking smart and modern.
- Large deciduous trees on the New Plymouth exit to Stratford - on the railway side. To enhance the Shakespearean theme.
- Many of the shops could do with fresh paint, especially "upstairs".
- Maybe more wrought iron work to decorate shops eg, Wanganui.
- More gardens, plantings, flowers in Main Street.
- More youth facilities - a youth drop-in centre like Eltham - bowling alley.
- New footpaths, fixing of road surfaces and more gardens in the main road are off Broadway.
- None. Everything is going to plan now. Stratford is looking up now. With all the historic buildings in Stratford and the Shakespeare Festival.
- Ongoing upgrade of Main Street. Some form of featured street lamps in Main Street to tie in with Stratford's Shakespeare theme.
- Paint building frontages. More (larger) trees along northern entrance into town - as per southern entrance SH3.
- Paint exterior of shop fronts to smarten town up. New paving looks good.
- Paint the buildings above the shops. Could be a very strong interesting point if done well.
- Paint the shops on the outside.
- Painting of buildings in Broadway above the verandas may be white and black to blend and compliment the clock tower. Better lighting on new stone "Mountain" at each end of town.
- Paving should have been cleaned, then check if needed. Our bridge only needs cleaning and painting.
- Please ensure Prospero Place is a priority in appearance and appeal. It is a main thoroughfare and used by most visitors - gets very scruffy! Can some retailers be encouraged to up-grade some buildings - a few are spoiling the effort of others.
- Please make an attempt to change the stupid stainless mountains at the north and south entrances of town. Nobody likes them. Perhaps just a new top would suffice. "They look like they aren't finished", is the comment I hear most.
- Post Office should be open on Saturday mornings (have noticed visitors to town being disappointed when not able to do business at PO). Swimming pool is popular with visitors and should be expanded. Better to spend money on this facility than to waste money on Patea River Bridge.
- Put a fence around the play ground; add a toilet and a drink fountain.
- Put a light in our town clock so we can see what the time is at night. Stop the young hoons in cars from drinking down at the park every night and leaving broken glass and our young children coming home with cut feet. Or not allowing them to enjoy the parks because of the young hoons.
- Retention of all existing facilities and amenities.
- Signage on shops is out of date and very shoddy. Town looks cheap and tacky driving through.
- Since Broadway has been signed the concrete pieces on railway line needs painting and weeding.
- Spray moss on foot paths - Regan Street.

- Stop the travelling public from throwing out their rubbish. Shops keep outside their premises cleaner and tidier.
- Stratford is a good clean town with no significant crime or "hood" problem.
- Stratford is starting to get there with their image with the new up-grade in town. It would be nicer if all the new lights up town worked all the time, as I have never seen all of them going at once (some don't go).
- Stratford looking good. Some shop fronts need a spruce up as they look shabby lowering standards of other retailers.
- Stratford town is looking lovely.
- The hanging baskets looked nice and it was sad to see them disappear.
- The streets could do with a good clean up and not just the town centre. The whole of Broadway needs to be done especially as it's the main route in and out.
- The theme - ie, the new block walls - concrete walls - to be part of some shop/office frontages ie, like near Nelson's café frontage ie, take the landscaping ideas around roundabouts and crossing - to the direct entrance of shops and office. Mitre 10 should be encouraged to reflect the landscaping at their frontage ie, stone walls as proposed for the bridge.
- The town needs to be brighter to create a more happy/inviting experience. The new stone work is lovely, but it can look very cold and dark.
- The trees/planting areas coming into town need improvement. A message board across Broadway highlighting events.
- There are some poorly maintained buildings on Main Street (cosmetically), that let others down.
- Tidy up rubbish at south end of town - truck place.
- Trees through Main Street. (Need to be narrow in diameter). The look of Stratford is hotchpotch for through traffic, with no theme. Seems to be a bit of "this" and a bit of "that".
- Upgrade public toilet and have them cleaned more regularly - not once a day at weekends. They are often in a disgusting condition - unusable. Towns are judged on public toilets.
- Upgrading existing shop frontages - the newer shops tend to stand out because they look fresh and modern.
- Viability - increase population of Stratford.
- We are a good retirement town with good rural outlook.
- Whoever designed the upgrade of Inglewood and Waitara did an effective design. Ask their opinion. Stratford doesn't gel.
- Would like the tree on grass verge outside my house to be trimmed regularly. Branches are dangerous, as they hang low, hindering law mowing. Find broken glass on footpaths and roads, not only dangerous but an eyesore.
- Would love to see flower baskets ie, see Otorohanga.
- Your parks are lovely, keep working on them. Perhaps a stage by the lake for Xmas carols and other arts.

Comments coded to town promotion/maps/signage/attractions:

- 1. Attractive towns always look a lot more appealing. That is obviously happening, but need to ensure it continues. 2. Towns with themes seem to work in drawing attention to themselves. Maybe expand on the Shakespeare theme. People will travel to places for something different. Subsidised bus transport to get groups of people here. 3. I like the idea of walking maps for parks which was recently initiated in New Plymouth. Could do similar thing here.
- Approaches to towns are important. Sets the tone, how much do people care about their place? Sense of pride. Also sets a standard. Advertise availability of parking - not a huge walk even from the War Memorial car park - even to the

supermarket. Short walk from CBD to two parks and walkways if it's a pleasant sit while children play, you want.

- Better entry signage to and from Stratford. Attractions signage - where to find your attractions.
- Cater for tourists. A dump station the same as Hokitika has.
- Entrance ways both north and south more attractive to visitors. Rest and information areas made out of permanent materials.
- Farmers market or something of the sort to bring people into Stratford on a regular basis. (Even if only during the summer months).
- How about a mini golf course in one of the parks! (Wanganui has a beaut).
- I believe that for a small community we are extremely lucky for the facilities and services that are provided for our benefit, but we always look for more and better. Reality is we can't always have it and everything we ask for comes at a cost. So unless we dig into our pockets, we would appreciate anything to improve Stratford's image.
- I feel I have not lived in this area long enough to comment specifically, but an annual event that attracts people from outside the Stratford District injects 'foreign' dollars!
- I think a closer eye needs to be kept on the actual goings on in the town - council as part of their meetings should walk around checking footpaths, gutters, toilets etc. Especially keeping an eye on the guy who sweeps our gutters etc. A job well done will encourage people to shop or stay.
- I think there needs to be a greater integration of the private sector and the council, particularly with respect to economic development. I believe there is an opportunity for private/public funding to provide a proactive approach to marketing of our district and the opportunities that exist for new businesses and for existing businesses. We have excellent facilities, health services, schools and potentially land for development.
- I would like to see more attractions for the residents to visit.
- It would be great if there was a safe family area at one of the two parks, including swings etc, padding pool and a healthy, cheap family orientated café.
- Lower speed limit. Better signage (ski field) gateway to Taranaki.
- Lowering the speed limit down from 70km to 50km into Stratford from New Plymouth and from the north round about north out of town, vice versa. Farmers market once a month, Saturday morning, either in Prospero Place or Pioneer Village on the green.
- Make it easier with signs to tell people streets continue on other side of the river.
- More advertising our district.
- More attractive advertising brochures etc.
- More events to attract people to visit the township.
- More tourism marketing as you have an asset with Pioneer Village more than the community cares to think and very reasonable entry fee.
- More. Market days or festivals (life Rhodo) Gardens or Vegetable week.
- Perhaps linking in with Eltham around attracting visitors re: the arts/clothing/boutique shops etc.
- Promote the area more to New Zealand and overseas. The mountain/Shakespeare theme/farming scenery.
- Promotion of Stratford speedway facility. Development and promotion of parks and reserves.
- Provide facilities to bring visitors to Stratford ie, pool, turf, gondola up Egmont.
- Restaurant promotion to entice people to come to Stratford and include late night shopping for people to eat and shop in the specialty stores.
- Signage on shops is out of date and very shoddy. Town looks cheap and tacky driving through.
- Simply advertising and promotion out of the province - it's there Stratford needs its sport, recreational and cultural aspects pushed.

- Some places are not well signposted.
- Stratford needs a specific identity - we should be looking for one - can't suggest what - perhaps develop a craft market etc.
- The trees/planting areas coming into town need improvement. A message board across Broadway highlighting events.
- We have enough signs etc, thanks.
- We're Taranaki's best kept secret - great gardens, gateway to our mountain, friendly down-to-earth people, great sporting grounds, walkways etc, etc, etc.
- Yes, the sign when you enter Stratford is too small; it should be larger so that all vehicles driving through Stratford day or night can see it! This is important as the sign is far too small.

Comments coded to traffic/bypass/pedestrian crossing/paths/roundabouts/parking:

- 1. Building cycle paths/walkways. 2. Reduce car dependency.
- 1. Some shop frontages look good, but others are pretty disgusting. 2. SDC should be promoting a sensible by pass. There is just so much unwanted and unnecessary traffic cluttering central Broadway. This harsh environment must be changed to a more friendly - relaxed - clean area to do our shopping. Getting out of our parking is a bloody nightmare.
- A by-pass for trucks.
- A heavy vehicle by-pass. Animal manure smells and sausage sizzles don't mix.
- A road bridge on Brecon Road.
- Another supermarket. By-pass for trucks.
- Another two street crossings in Main Street.
- Banish heavy traffic on Broadway.
- Brighten Main Street with vegetation, like Pahiatua's middle island down Main Street. Build a Pak 'n Save. Heavy traffic by-pass. Put fruit trees around the town.
- By pass for the big trucks and tankers.
- Definitely a bypass for heavy traffic. The situation on Broadway is horrific at times.
- Do away with stupid art at each end of town - big distraction. Roundabouts.
- Don't create a traffic by-pass, but do create a lighted public parking area east of the tracks to compliment the War Memorial area and create a walking crossing over the tracks in the region of the clock tower.
- Don't extend the housing south or north, because people keep getting fed up with travelling at 50kph for too long and will drive straight through to get to their destination.
- Finish off the Broadway paths. Repair the footpaths of the town. Last month a female worker cleaned out the length of the street but one side only - why not both sides? Clearance of road channel kerbing. We need more street cleaners.
- Fixing the roof of the swimming pool.
- Have heavy traffic diverted out of Broadway - via Pembroke Road east, Ariel Street, Swansea Road, Hills Road or Monmouth Road, Cardiff Road, Climie Road and Brooks Road. Might not be feasible with two railway crossings and High School traffic on Swansea Road - but feel something should be done.
- Heavy traffic by pass. Some afternoons it's near impossible to get through the traffic. From picking up kids at school and home in good time to milk.
- Heavy traffic by-pass off Main Street.
- Heavy traffic by-pass. Big problem.
- Heavy traffic, tankers and trucks etc, need to be taken from our main street.
- I believe the Broadway should be by-passed by large trucks going through an already busy thoroughfare.

- I find parking a problem, with a small car, if parked by a large vehicle it's not easy to back out.
- Lower speed limit. Better signage (ski field) gateway to Taranaki.
- Lowering the speed limit down from 70km to 50km into Stratford from New Plymouth and from the north round about north out of town, vice versa. Farmers market once a month, Saturday morning, either in Prospero Place or Pioneer Village on the green.
- More zebra crossings. Large super store.
- New footpaths, fixing of road surfaces and more gardens in the main road are of Broadway.
- Possibly more parking.
- Put a by pass in for heavy traffic.
- Remove the stone work at the only pedestrian crossing in town, it is a menace and dangerous.
- Stop trucks and tankers rumbling through the main street - not safe - noisy - not clean - detract from country town image.
- Straighten up the crooked signs in Main Street, you go to great lengths in other ways, yet our signs are not straight.
- Tarseal gravel road and perhaps tarseal gravel roads.
- Traffic problem through Main Street. Parking issues. Love the absence of parking meters.

Comments coded to suggested shops:

- A decent fresh fruit and veggie shop. Also a wet fish shop and another supermarket. A good size one.
- A large employer that is skilled (maybe a prison). Viable public transport.
- A lot of small towns have maps in centre of town (w/c, libraries, AA facilities, Police station, eats). Has Stratford got one down town? Can you make a cheap bus service or something to run up to the Mount - so visitors can photograph our gorgeous outlet?
- A McDonald's would be nice.
- Advertise Stratford as a place to raise families, playgrounds, kindy's, schools, pools etc.
- Advertising.
- Again - another supermarket option and Warehouse.
- Another supermarket, giftware shops, speciality shops and decent bakery.
- Another supermarket.
- Another supermarket. By-pass for trucks.
- Another supermarket. Toilet facilities near present supermarket.
- Better supermarket - often items are out of stock.
- Brighten Main Street with vegetation, like Pahiatua's middle island down Main Street. Build a Pak 'n Save. Heavy traffic by-pass. Put fruit trees around the town.
- Bring in another supermarket and also a store like Kmart - currently not in Taranaki, so would attract New Plymouth residents to Stratford.
- Clothes and shoes (reasonably priced). Lacking clothes for teenagers and children.
- Encourage cottage industry including mentoring and financial support.
- Fast food/Burger outlet (that's not Asian or Indian). Footwear retailer. Chain-clothing stores (ie, Farmers, Glassons, Just Jeans).
- I think if you brought in a couple of clothing outlets like Glassons and Jay-Jays, it would make it a lot better for all the young people of Stratford instead of them getting bored and causing trouble.
- Less "old lady" shops - more vibrant shopping for younger adults. Too many charity shops - or at least they are not selective enough with what they are

- selling. Eltham for instance would be my preference for second-hand shopping - good selection of nice second hand stores.
- Maintain the current absence of McDonald's, KFC and The Warehouse.
 - More cafés. Cottage shopping atmosphere.
 - More zebra crossings. Large super store.
 - No more second hand shops and move the existing ones to empty shops on side streets. Not the main area between roundabouts. Have art groups displaying their works in the empty shops.
 - Pak 'n Save supermarket, Countdown supermarket and Warehouse.
 - Some competition with another supermarket.
 - Something like Warehouse, another grocery outlet.
 - Theatre - love Stratford theatre movies, but lately seems to break down. Swimming pool - but you know that already. A bigger garden centre with a good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies. Also up grade the walking tracks especially Carrington Walkway near SH5. Those outdoor Shakespeare plays were great (5 to 6 years ago).
 - Warehouse, Pak 'n Save, 'Sushi Ninja and Glassons and more.
 - We provide a second supermarket.

Comments coded to further develop the Shakespeare theme/Theme (general):

- 1. Attractive towns always look a lot more appealing. That is obviously happening, but need to ensure it continues. 2. Towns with themes seem to work in drawing attention to themselves. Maybe expand on the Shakespeare theme. People will travel to places for something different. Subsidised bus transport to get groups of people here. 3. I like the idea of walking maps for parks which was recently initiated in New Plymouth. Could do similar thing here.
- 1. Some shop frontages look good, but others are pretty disgusting. 2. SDC should be promoting a sensible by-pass. There is just so much unwanted and unnecessary traffic cluttering central Broadway. This harsh environment must be changed to a more friendly - relaxed - clean area to do our shopping. Getting out of our parking is a bloody nightmare.
- Consistency of a theme for the main street. How on earth was a log cabin (Malones) seen as appropriate for a Shakespearian town? Log cabins belong in Canada. Verandah signage is a mess. Some up, some down, some wide, some narrow. Colours need co-ordinating particularly above the verandah line. The clock tower is too big, but it is there to stay. The recent improvements to the Lych Gate and roundabouts are good. The wind funnel between library and art gallery needs rectifying and the covered way to Broadway is useless in driving rain.
- Develop Shakespearian theme further for a distinct identity. Encourage pride in bright clean tidy appearance.
- Large deciduous trees on the New Plymouth exit to Stratford - on the railway side. To enhance the Shakespearean theme.
- None. Everything is going to plan now. Stratford is looking up now. With all the historic buildings in Stratford and the Shakespeare Festival.
- Ongoing upgrade of Main Street. Some form of featured street lamps in Main Street to tie in with Stratford's Shakespeare theme.
- Promote the area more to New Zealand and overseas. The mountain/Shakespeare theme/farming scenery.
- Stop focussing on the cheesy and ridiculous Shakespeare theme. It's irrelevant and embarrassing. There's a stunning mountain for goodness sake, focus on that and presenting Stratford as a 'mountain town', not some lame pretend Elizabethan mock village. It's weird.
- Theatre - love Stratford theatre movies, but lately seems to break down. Swimming pool - but you know that already. A bigger garden centre with a

- good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies. Also up grade the walking tracks especially Carrington walkway near SH5. Those outdoor Shakespeare plays were great (5 to 6 years ago).
- Trees through Main Street. (Need to be narrow in diameter). The look of Stratford is hotchpotch for through traffic, with no theme. Seems to be a bit of "this" and a bit of "that".

Comments coded to mountain/heritage trail/walkways/relationship with mountain:

- A feasibility study should once again be undertaken regarding a gondola or cable way up to ski fields starting from York Road. Egmont is the most unutilised mountain in New Zealand and the most spectacular.
- A lot of small towns have maps in centre of town (w/c, libraries, AA facilities, Police station, eats). Has Stratford got one down town? Can you make a cheap bus service or something to run up to the Mount - so visitors can photograph our gorgeous outlet?
- All the above and develop the town as the gateway to the mountain and the Lost World highway.
- Better and easier access to our ski field.
- Better care taken of walkways as I find a lot of rubbish lying round, that would go for the streets round Stratford, not to mention un-mown verges etc.
- Enhance the mountain.
- Make easier access to the ski field for more tourism.
- Promote the area more to New Zealand and overseas. The mountain/Shakespeare theme/farming scenery.
- Stop focussing on the cheesy and ridiculous Shakespeare theme. It's irrelevant and embarrassing. There's a stunning mountain for goodness sake, focus on that and presenting Stratford as a 'mountain town', not some lame pretend Elizabethan mock village. It's weird.
- Theatre - love Stratford theatre movies, but lately seems to break down. Swimming pool - but you know that already. A bigger garden centre with a good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies. Also up grade the walking tracks especially Carrington walkway near SH5. Those outdoor Shakespeare plays were great (5 to 6 years ago).

Comments coded to crime/boy racers/getting kids of streets:

- Ban fat exhaust pipes, ie, make the roads safer and quieter.
- Better surveillance of community areas such as parks, playgrounds, areas prone to public gathering (Prospero Place).
- Get all the ones doing wheelies off the roads; it would make it safer for normal people.
- Get the kids off the streets on bikes with/without helmets.
- Helping young mums. Getting kids off streets.
- Put a light in our town clock so we can see what the time is at night. Stop the young hoons in cars from drinking down at the park every night and leaving broken glass and our young children coming home with cut feet. Or not allowing them to enjoy the parks because of the young hoons.
- Victoria park area always littered with broken glass and boy racers. Possibly speed bumps on either side of Orlando entrance will reduce temptation for "burn outs". This is our major park that kids should be safe!
- We need more police in Stratford as we have a lot of vandals destroying other people's property. Cars doing burn outs on most streets. Speed cars go on lower Hamlet and many other streets.

Comments coded to public transport:

- 1. Attractive towns always look a lot more appealing. That is obviously happening, but need to ensure it continues. 2. Towns with themes seem to work in drawing attention to themselves. Maybe expand on the Shakespeare theme. People will travel to places for something different. Subsidised bus transport to get groups of people here. 3. I like the idea of walking maps for parks which was recently initiated in New Plymouth. Could do similar thing here.
- 1. Building cycle paths/walkways. 2. Reduce car dependency.
- A better bus service to main centres at cheaper prices for return tickets, youth and the elderly.
- A large employer that is skilled (maybe a prison). Viable public transport.
- A lot of small towns have maps in centre of town (w/c, libraries, AA facilities, Police station, eats). Has Stratford got one down town? Can you make a cheap bus service or something to run up to the Mount - so visitors can photograph our gorgeous outlet?
- Bus service for Gold card holders' through Stratford, not only coastal roads.
- If the facades above the current shops were kept nicely painted the overall appearance of Broadway would be more attractive to shoppers. Image and viability. There is a marked lack of public transport, so people are totally dependent on the use of a car.
- Public transport and disability service provision needs to be more of a priority.

Comments coded to further develop sports in the district:

- Community gym - affordable to all to encourage activity through all seasons and across all age groups. No need for personal trainers etc. Inglewood seems to have one accessed by key which is very popular.
- More youth facilities - a youth drop-in centre like Eltham - bowling alley.
- New water base hockey turf will draw large numbers of people into Stratford and money. Rates need to be kept lower, they are too high.
- Sporting bodies would no doubt have sports facilities better assessed. Other facilities are adequate for an area of this size.
- Theatre - love Stratford theatre movies, but lately seems to break down. Swimming pool - but you know that already. A bigger garden centre with a good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies. Also up grade the walking tracks especially Carrington walkway near SH5. Those outdoor Shakespeare plays were great (5 to 6 years ago).
- Upgrade our pool ASAP - this is a valuable asset to our town.

Comments coded to keep rates low:

- By spending less money, less facilities.
- Keep the rates down to make it more attractive for people to reside here.
- Keep your rates down.
- New water base hockey turf will draw large numbers of people into Stratford and money. Rates need to be kept lower, they are too high.
- Reduce the rates! Stop wasting money; ensure effective use of revenue therefore getting more for less. Stop buying 'nice to have' until the rate payers can afford it.
- Stratford needs to lower the rates for people, so it is easier for people to live here and the council should not waste money changing the look of Broadway all the time.

Comments coded to gondola on the mountain:

- A gondola up the mountain ("seriously").

Comments coded to other:

- Continue with tree/flowering shrub plantings. Free heat pump/installation for retired people especially.
- Councillors need more exposure. Operation gives the impression of being operated by staff. Don't know who our councillors are or what contribution they make.
- Fix the Kings Theatre, every time we have gone to watch a movie it's out of action.
- Good brass band. Young people could be encouraged to learn a musical instrument.
- Helping young mums. Getting kids off streets.
- Improve the weather.
- More advertising of products by smaller shops, as often you do not know what they have available. Open longer on Saturdays and also Sundays especially during daylight saving period.
- More co-ordinated action through council so that we focus on community as a whole rather than being individuals.
- More co-ordinated specials etc.
- Out of hours GP service.
- Post Office should be open on Saturday mornings (have noticed visitors to town being disappointed when not able to do business at PO). Swimming pool is popular with visitors and should be expanded. Better to spend money on this facility than to waste money on Patea River Bridge.
- Public transport and disability service provision needs to be more of a priority.
- Since so many larger suppliers of services have become "global", we have in our country districts, lost lots of service to customers. We need to get more service back as many elderly people live in Stratford and feel they are disadvantaged.
- The banners outside of the roundabouts are all very strange, plus in many situations market to all Taranaki, but not necessarily. Recognized by council or understood by council. The functions they perform in Taranaki and beyond and the strength they give to Stratford. Council need to understand these banners to successfully use their strengths for the future of Stratford.
- Theatre - love Stratford theatre movies, but lately seems to break down. Swimming pool - but you know that already. A bigger garden centre with a good fresh fruit and veggie shop - as one seems to stock poor quality fruit and veggies. Also up grade the walking tracks especially Carrington walkway near SH5. Those outdoor Shakespeare plays were great (5 to 6 years ago).
- Youth centre (like waves). Have fewer pubs around Stratford.

9. Please list any other ideas or thoughts that you have in relation to improving Stratford District as a place to live, work and enjoy?

	Number	Percent
Facilities/shops	43	10.0%
Layout/access/paths/roads/pedestrian crossings	17	4.0%
Tidy up town	13	3.0%
Rates	12	2.8%
Town promotion/maps/signage/attractions	10	2.3%
Crime/boy racers/getting kids of streets	9	2.1%
Public transport	9	2.1%
Recreation/parks	9	2.1%
Ideas for Council	8	1.9%
Bypass for heavy traffic	6	1.4%
Increase industry	6	1.4%
Link with mountain	5	1.2%
Special events	4	0.9%
Other	11	2.6%
Sample	428	

Comments coded to facilities/shops:

- After school care! As a working family of pre-school and primary aged children, getting after-school care is an arduous job. A community based programme involving local schools would be ideal.
- All seems pretty well covered. Perhaps a room where mums' can take their babies to change and feed etc.
- Another supermarket - not Woolworth's or Super Value.
- Another supermarket and shoe shop.
- Another supermarket.
- As I am in the 70+ age group, a retirement village with more facilities would be nice eg, pool, spa, bowling green and restaurant.
- Better appliance firms ie, Harvey Norman, Bond & Bond, Noel Leeming etc.
- CCTV to combat vandalism. Up grade swimming pool, to continue to hold future Taranaki and national events. Maintain footpaths.
- Child care is a big problem. Also finding a job is very hard.
- Covered shelters (bus etc.).
- Create a town like Havelock North/Devonport etc, that is unique or different even if the best possible reason to shop in Stratford is for its service.
- Have a farmers market?
- Higher wages for childcare workers. More childcare centres.
- I hope the swimming pool complex is up-graded soon.
- I'd like a better jewellers shop please.
- Improve health facilities ie, bring in more visiting specialists. Bus service to Hawera and New Plymouth. More support to Police and emergency services.
- Improvement on swimming pool, slide etc.
- It is vital that the swimming pool is retained especially for the younger folk.
- Just another supermarket 'The Warehouse', even a drive through ie, Pizza Hut or McDonald's. A lot of people talk about that.
- Less second hand shops, another shoe shop.
- Make up-grades to family entertainment areas - pool, cinema-theatre, parks and maybe put BBQ's in.

- Markets once a month in a park or car park would do well.
- Maybe a KFC outlet or McDonald's. Too many empty shops in Main Street - need to be occupied to improve selection. Another supermarket to create competition. New World very expensive.
- More community minded events, decent concerts etc. Another supermarket, and fun free things that kids of all ages can be involved in safely.
- Needs a small theatre (like Cue), where small art groups could rehearse and perform. (Also good for local schools). Old theatre has very poor access, too expensive, too large and looks like a dumping ground for everyone's waste. Also dirty!
- Nil - has sufficient facilities for its size. Heated pool must be maintained.
- Offer more recreational activities, market days and open all shops in the weekend.
- Only more zebra crossings at the roundabouts. A large super store.
- Picture theatre internal up-grade - maybe a big fund raising effort could help it along.
- Please upgrade the pool roof and make it free entry for children as South Taranaki District Council has done. \$50 per term for lessons is enough without a further \$2.40 each time to get in.
- Pools need major works and improvements. Has been put off and off. Do it once, do it right.
- Put a coffee bar up at the parking terrace (up the mountain). Limited hours only of course and a notice up there telling people the walking time to ski field from car park.
- Shopping in Stratford is great! If the art gallery was open later (not exactly shopping, but part of the overall experience - 'trip to town') (till 5pm), it would be more accessible. Relates to only being able to get to town at certain times of day - we are not all dairy farmers milking late afternoon.
- Sometimes service in shops is a bit 'slack'. Could do with a Kiwi Host training course and more knowledge about products sales persons are expected to sell.
- Splash Centre and water slide like New Plymouth and Wanganui?
- Swimming pool, look at it.
- Swimming pool needs upgrading, so it is suitable for the whole family. Could do with a good play gym inside like Bananas, Lollipop.
- There is only one vegetable shop, heaps of pubs, but not much variety in that. Should have a market like New Plymouth farmers market in Stratford.
- They should have more to offer at the Stratford pool. Obesity is rife everywhere. Why don't they offer discreet times for big people and programmes? Apparently people aren't allowed to wear Tee shirts and shorts in the pool because of the filters and yet that isn't a problem anywhere else.
- Toilets are my main priority to come and enjoy Stratford as I do have to go at the drop of a hat. This is the reason why I don't come to enjoy Stratford - you do have a lot to offer. I'm not the only one with this problem - I find it very hard.
- Toilets in Broadway are very ugly and would not direct visitors to them, instead advise them to go to the Visitors Centre.
- We need the swimming pool - the expensive option, I don't mind having "my" money spent on that as it is so important especially for children. The Broadway money should have gone to that.
- Would love to see more money put in to our existing asset eg, Stratford pool. We travel to New Plymouth - Rawhiti just because they have better facilities than Stratford.

Comments coded to layout/access/paths/roads/pedestrian crossings:

- Further beautification of all entrances to town. Easy care trees and shrubs. New concrete mountains a dismal failure.
- Get Transit New Zealand to fix Broadway north, so all the residents there can have a good nights sleep as well.
- Make sure that the footpaths around town are in good repair and safe for pedestrians, particularly in the business area. Uneven surfaces are a danger to older people.
- More monitoring of quality of road mending and re-sealing. Liquid bitumen is poor quality as is the workmanship. Why does the bitumen go to liquid on a sunny day? The "recipe" has changed over the last year and maybe two years.
- More trees etc, around streets. Fix road around Broadway North.
- Move pedestrian crossing as people watching the glockenspiel causes every car to stop, thinking they are going to cross the road.
- Only more zebra crossings at the roundabouts. A large super store.
- Please get people to use roundabouts properly, the main road traffic is not slowing down to give way, so therefore we are getting a build up of traffic at roundabouts - approach slowly and all merge together.
- Remove gardens from roundabouts, better visibility then for drivers of low vehicles.
- Sort out the confusing streets in town. Rename streets south of the river or call them with south eg, Miranda Street South.
- Stratford is a great town. Don't spoil it by over building in the town.
- Street lighting at night very inadequate especially when walking. Feel vulnerable and footing is unsafe due to darkness, especially along side streets and Regan Street.
- Tarseal gravel roads.
- The footpaths (paving) needs to be fixed up. Nothing wrong with it in the first place and while it looks nice, has dangerous gaps where elderly people can trip up and ladies can get their high heels caught.
- Time the council reassured rate payers on footpath completion. Need more loads of sand. Nothing worse than coming round corner and finding four inch drop. Are they waiting to be sued for broken limbs?
- We live at the far end of Kota Road. The maintenance of our road is very poor. We have lived here for 20 years and have noticed under the Road Maintenance Tender system, the condition of the road has substantially deteriorated. Trailers can no longer be brought up the road by Aitkens. Repairs so far have been half hearted to say the least.
- Widening and concreting of Achilles Street, road and footpaths.

Comments coded to tidy up town:

- Broken glass seems to be everywhere on the roads, footpaths and playgrounds. More advertising on what's happening ie, swim clubs, athletics, cricket etc.
- By keeping the streets and parks clean and tidy.
- CCTV to combat vandalism. Up grade swimming pool, to continue to hold future Taranaki and national events. Maintain footpaths.
- Continue the high standard of appearance.
- Fix pot holes in main street south.
- Great work has been done on the presentation of town - the stonework/pavements etc. Public transport is virtually non-existent - workers daily transport and weekend transport options need to be improved. (Financial viability is an issue I guess - but it is a vital service that is missing).

- Hanging baskets (try again). Refurbishment of shop frontages, seats on Broadway.
- Just a general tidy-up of shops as mentioned in (8). Encourage residents to tidy sections, these are generally good though.
- Maintain walkways and parks to high standard. Promote gateway to mountain theme perhaps. More picnic areas, easily accessed by our wonderful streams.
- More trees etc, around streets. Fix road around Broadway North.
- Parks and walkways - more maintenance, tidying and promotion of. Rubbish/litter - someone to be responsible for general litter collection in parks, urban streets, entrances to town, railway lines and crossings.
- Too much attention is focussed on Broadway, but King Edward Park could be improved with colourful flower beds arranged to cover the months not provided with rhododendron blooms. Brecon Road entrance to the park is unattractive, having a farm type gate and insufficient signs to indicate direction of rhododendron dell. Many people use this entrance when staying at the Regan Street motel. Also there are visitors approaching Stratford via Brecon Road, probably after visits to mountain. The mess of noxious weeds in the empty section on north Brecon Road must be a shock to them as it is to me. The Regional Council or District Council should attend to this eye-sore. However, I note that a special effort had been made to prepare the park for this year's festival, with excellent results.
- Watch out for back entrances - litter.

Comments coded to rates:

- Gondola on the mountain. Cost of housing affordable eg, rates etc.
- It is unpleasant to watch the council spend money on things that are not needed and then put the rates up.
- Keep rates down.
- Keep the rates down to inflation levels.
- Lower rates - stop wasting money like the \$1,000,000 spent unnecessarily recently on Broadway.
- Lower rates for home owners.
- Lower rates! Industry into the area to open up more job opportunities. Better transport service for elderly with no car.
- Not increasing rates - or reducing rates with tighter local expenditure.
- Put a ceiling on the escalating rates.
- Rates, turf. More support for police with more cameras and community support.
- Reduce the rates cost!
- Stop increasing our rates.

Comments coded to town promotion/maps/signage/attractions:

- A sign on Broadway to say New World supermarket down Regan Street because people from out of town do not know where the supermarket is.
- Drawing people to Stratford not only for tourism, but for shopping (help out the small businesses).
- Focus on Stratford at the heart of Taranaki for arts, culture and heritage. Vision of an arts mecca (ie, Shakespeare, contemporary NZ art etc.).
- Food/restaurants/coffee shops need to be open later especially during daylight saving times and weekends.
- Make more effort to bring tourists etc.

- One can enjoy trips to our mountain, cafes and restaurants. Great courts, netball and tennis. Good opportunities for finding employment. Promote Stratford for growth and to live.
- Small, colourful rest area, a small 'garden' like the area close to town, to encourage visitors to stop and maybe shop.
- Stratford needs a specific identity - we should be looking for one - can't suggest what - perhaps develop a craft market etc.
- We are central in the 'Naki' half hour each way.
- Would like to see live displays of old trades at local pioneer village instead of going to Normanby or somewhere else.

Comments coded to crime/boy racers/getting kids of streets:

- CCTV to combat vandalism. Up grade swimming pool, to continue to hold future Taranaki and national events. Maintain footpaths.
- Have police out on country roads at night to stop crime.
- I would like to see more traffic control on residential streets (intersections, speedsters and not just boy racers), particularly east/west streets near the supermarket. Vandals when caught, to be identified to the public by name or by photo.
- I would like to see police patrol the streets late at night at the weekend.
- Increase neighbourhood watch etc. Safety and security is reassuring for tourists and residents.
- Keep cyclists from riding on footpaths.
- Keep graffiti down. Council to have a work team to enforce this.
- Keep vandalism, graffiti in check. Keep Stratford well policed - ie, more presence in town.
- Rates, turf. More support for police with more cameras and community support.

Comments coded to public transport:

- Bus services 1. For around town only. 2. To New Plymouth weekly.
- Bus to New Plymouth. Rail connection to Taumarunui and main truck line.
- Great work has been done on the presentation of town - the stonework/pavements etc. Public transport is virtually non-existent - workers daily transport and weekend transport options need to be improved. (Financial viability is an issue I guess - but it is a vital service that is missing).
- If you had competition in some business areas, you could run a bus from Eltham etc, to Stratford like buses now to New Plymouth and Hawera.
- Improve health facilities ie, bring in more visiting specialists. Bus service to Hawera and New Plymouth. More support to Police and emergency services.
- Lower rates! Industry into the area to open up more job opportunities. Better transport service for elderly with no car.
- One or two more taxis in Stratford.
- Public transport.
- Reduce car dependency. Build cycle paths linking New Plymouth to Stratford. Better public transport.

Comments coded to recreation/parks:

- More things for children to do. Hobbies, parks. More places for the young ones to hang out, with supervision. Women's Refuge or Safe House. St. John's voluntary work done in hospitals.

- Offer more recreational activities, market days and open all shops in the weekend.
- One can enjoy trips to our mountain, cafes and restaurants. Great courts, netball and tennis. Good opportunities for finding employment. Promote Stratford for growth and to live.
- Park, just like King Edward Park and a park with heaps of fruit trees and vegetables also nut trees.
- Parks and walkways - more maintenance, tidying and promotion of. Rubbish/litter - someone to be responsible for general litter collection in parks, urban streets, entrances to town, railway lines and crossings.
- Promote more as 'The Mountain Town' - natural feature that draws visitors and tourists and doesn't cost any up keep! Other than that the council is doing brilliantly with stone round about, pavers, gardens and parks etc.
- Stratford needs a gym which is affordable to all who live in Stratford.
- Swimming pool needs upgrading, so it is suitable for the whole family. Could do with a good play gym inside like Bananas or Lollipop.
- Too much attention is focussed on Broadway, but King Edward Park could be improved with colourful flower beds arranged to cover the months not provided with rhododendron blooms. Brecon Road entrance to the park is unattractive, having a farm type gate and insufficient signs to indicate direction of rhododendron dell. Many people use this entrance when staying at the Regan Street motel. Also there are visitors approaching Stratford via Brecon Road, probably after visits to mountain. The mess of noxious weeds in the empty section on north Brecon Road must be a shock to them as it is to me. The Regional Council or District Council should attend to this eye-sore. However, I note that a special effort had been made to prepare the park for this year's festival, with excellent results.

Comments coded to ideas for Council:

- A feasibility study should once again be undertaken regarding a gondola or cable way up to ski fields starting from York Road. Egmont is the most unutilised mountain in New Zealand and the most spectacular.
- A focus on good leadership. I feel we are desperate for good, positive and safe leadership.
- Decline building permits on Main Street so long term shops will move to back streets and the highway will be unimpeded like Te Kuiti. Mitre 10 a good example.
- Gondola on the mountain. Cost of housing affordable eg, rates etc.
- Keep the positives that Stratford already offers eg, free and easy parking. Shops are altogether and central.
- More of rates money spent on supplying what is needed in district even to outlying areas - eg, bridges supplying access to farms.
- Promote more as 'The Mountain Town' - natural feature that draws visitors and tourists and doesn't cost any up keep! Other than that the council is doing brilliantly with stone round about, pavers, gardens and parks etc.
- That's it. Ditch the Shakespeare thing and the rest of the country will stop laughing.

Comments coded to bypass for heavy traffic:

- A by-pass for through traffic.
- Heavy traffic by-pass urgently needed - from Warwick Road through to Pembroke Road.
- I think big trucks shouldn't go through Main Street.

- Less heavy traffic through the main street.
- More rental accommodation for workers. By-pass for traffic diverting through traffic from Broadway shopping area.
- Take heavy vehicles out of Main Street.

Comments coded to increase industry:

- Businesses to employ local people.
- Child care is a big problem. Also finding a job is very hard.
- Lower rates! Industry into the area to open up more job opportunities. Better transport service for elderly with no car.
- More businesses.
- Need industry.
- One can enjoy trips to our mountain, cafes and restaurants. Great courts, net-ball and tennis. Good opportunities for finding employment. Promote Stratford for growth and to live.

Comments coded to link with mountain:

- Improve the ski field.
- Maintain walkways and parks to high standard. Promote gateway to mountain theme perhaps. More picnic areas, easily accessed by our wonderful streams.
- One can enjoy trips to our mountain, cafes and restaurants. Great courts, net-ball and tennis. Good opportunities for finding employment. Promote Stratford for growth and to live.
- Promote more as 'The Mountain Town' - natural feature that draws visitors and tourists and doesn't cost any up keep! Other than that the council is doing brilliantly with stone round about, pavers, gardens and parks etc.
- Put a coffee bar up at the parking terrace (up the mountain). Limited hours only of course and a notice up there telling people the walking time to ski field from car park.

Comments coded to special events:

- I think closing the main street one day a year for a Stratford celebration - allows people to come, enjoy music, food, wine and shopping and kids entertainment for a family day out.
- Less water in the Xmas parade. More activities leading up to Xmas and not all on the same day and night. Bikes decorated. Cart races for kids. Kid's things going on in town, bring out lots of people - grannies, aunts etc.
- More community minded events, decent concerts etc. Another supermarket and fun free things that kids of all ages can be involved in safely.
- Too much attention is focussed on Broadway, but King Edward Park could be improved with colourful flower beds arranged to cover the months not provided with rhododendron blooms. Brecon Road entrance to the park is unattractive, having a farm type gate and insufficient signs to indicate direction of rhododendron dell. Many people use this entrance when staying at the Regan Street motel. Also there are visitors approaching Stratford via Brecon Road, probably after visits to mountain. The mess of noxious weeds in the empty section on north Brecon Road must be a shock to them as it is to me. The Regional Council or District Council should attend to this eye-sore. However, I note that a special effort had been made to prepare the park for this year's festival, with excellent results.

Comments coded to other:

- Great place to retire. Flat streets. But, not the greatest place to be if one is in need of urgent medical attention, especially on the weekends.
- If something could be done about the weather and temperatures this would be greatly appreciated. (LOL).
- Improve health facilities ie, bring in more visiting specialists. Bus service to Hawera and New Plymouth. More support to Police and emergency services.
- Make the WINZ office do their job. I have to wait 25 weeks to get anything done and only then when I complain to Wellington will they do it. Why? Can you do an improvement?
- More mowing of grass verges on rural roads - not for aesthetics. This is a matter for road safety on narrow roads - especially when children are cycling to/from school. Currently one spring mow is insufficient for side roads off SH43.
- More rental accommodation for workers. By-pass for traffic diverting through traffic from Broadway shopping area.
- More things for children to do. Hobbies, parks. More places for the young ones to hang out, with supervision. Women's Refuge or Safe House. St. John's voluntary work done in hospitals.
- More training opportunities ie, there are secondary facilities, night classes and feasts, but no polytechnic opportunities, always have to travel out of town.
- Never worked here, nice place to retire, has most things people need, friendly people, all are most helpful.
- Stratford is a great place to live, but possibly less appealing for the age group of 15-25/30. Need some ideas to reach this age bracket.
- The weather, no wait, and then too many people would want to live here.

Could you please answer a few questions about yourself?

10. Your age group? (tick one only)

	2008	Percent
15 to 19	1	0.2%
20 to 29	23	5.4%
30 to 39	33	7.7%
40 to 49	61	14.3%
50 to 59	69	16.1%
60 to 69	86	20.1%
70 and over	132	30.8%
Not specified	23	5.4%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
15 to 19	0.2%	1.5%	-1.3%
20 to 29	5.4%	4.7%	0.7%
30 to 39	7.7%	16.8%	-9.1%
40 to 49	14.3%	18.3%	-4.1%
50 to 59	16.1%	19.0%	-2.9%
60 to 69	20.1%	18.1%	2.0%
70 and over	30.8%	17.9%	12.9%
Not specified	5.4%	3.6%	1.7%
Total	100.0%	100.0%	

11. Gender?

	2008	Percent
Female	262	61.2%
Male	122	28.5%
Not specified	44	10.3%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Female	61.2%	61.2%	0.0%
Male	28.5%	31.1%	-2.6%
Not specified	10.3%	7.7%	2.6%
Total	100.0%	100.0%	

12. How many people normally live in your household?

	2008	Percent
One person	108	25.2%
Two people	180	42.1%
Three people	30	7.0%
Four people	43	10.0%
Five people	17	4.0%
Six people	8	1.9%
Seven people	6	1.4%
Eight people	0	0.0%
Nine people	1	0.2%
Ten or more people	1	0.2%
Not specified	34	7.9%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	Percent
One person	25.2%	18.1%	7.1%
Two people	42.1%	39.4%	2.6%
Three people	7.0%	12.4%	-5.4%
Four people	10.0%	12.4%	-2.3%
Five people	4.0%	6.6%	-2.6%
Six people	1.9%	2.6%	-0.7%
Seven people	1.4%	0.0%	1.4%
Eight people	0.0%	0.0%	0.0%
Nine people	0.2%	0.0%	0.2%
Ten or more people	0.2%	0.0%	0.2%
Not specified	7.9%	8.5%	-0.6%
Total	100.0%	100.0%	

13. What is your household approximate gross income? (tick one only)

	2008	Percent
Under \$10,000	9	2.1%
\$10,000 to \$19,999	62	14.5%
\$20,000 to \$29,999	67	15.7%
\$30,000 to \$39,999	52	12.1%
\$40,000 to \$49,999	36	8.4%
\$50,000 to \$59,999	26	6.1%
\$60,000 to \$69,999	23	5.4%
\$70,000 to \$79,999	14	3.3%
\$80,000 to \$89,999	13	3.0%
\$90,000 to \$99,999	6	1.4%
\$100,000 to \$120,000	21	4.9%
Over \$120,000	24	5.6%
Don't know	23	5.4%
Not specified	52	12.1%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Under \$10,000	2.1%	4.3%	-2.2%
\$10,000 to \$19,999	14.5%	18.1%	-3.6%
\$20,000 to \$29,999	15.7%	12.2%	3.5%
\$30,000 to \$39,999	12.1%	10.2%	1.9%
\$40,000 to \$49,999	8.4%	8.3%	0.1%
\$50,000 to \$59,999	6.1%	6.2%	-0.1%
\$60,000 to \$69,999	5.4%	5.3%	0.0%
\$70,000 to \$79,999	3.3%	4.9%	-1.6%
\$80,000 to \$89,999	3.0%	2.8%	0.3%
\$90,000 to \$99,999	1.4%	2.1%	-0.7%
\$100,000 to \$120,000	4.9%	2.3%	2.6%
Over \$120,000	5.6%	3.4%	2.2%
Don't know	5.4%	13.0%	-7.6%
Not specified	12.1%	6.8%	5.3%
Total	100.0%	100.0%	

14. Which ethnic group do you chose to identify with? (tick all that apply)

	2008	Percent
Maori	16	3.7%
European/Pakeha	338	79.0%
Maori/Pakeha	25	5.8%
Other ethnic group	47	11.0%
Not specified	23	5.4%
Sample	428	100.0%

Note: Not additive as respondents could identify multiple ethnicities

Comparisons with 2000 results

	2008 (*)	2000	% change
Maori	3.7%	0.6%	3.1%
European/Pakeha	79.0%	84.4%	-5.5%
Maori/Pakeha	5.8%	4.1%	1.8%
Other ethnic group	11.0%	5.5%	5.5%
Not specified	5.4%	5.3%	0.0%

Note: Not additive as respondents could identify multiple ethnicities

Note (*): Not directly comparable with 2000 results as in 2000 respondents could only select their main ethnicity and in 2008 they could select multiple ethnicities

15. Please list whether you live in a rural or urban environment? (tick one only)

	2008	Percent
Rural	115	26.9%
Urban	289	67.5%
Not specified	24	5.6%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Rural	26.9%	34.5%	-7.7%
Urban	67.5%	61.0%	6.5%
Not specified	5.6%	4.5%	1.1%
Total	100.0%	100.0%	

16. Which occupation group are you in? (tick one only)

	2008	Percent
Retired	164	38.3%
Unemployed	5	1.2%
Admin and clerical	24	5.6%
Managerial workers	8	1.9%
Professional and technical	57	13.3%
Service worker	33	7.7%
Student	4	0.9%
Homemaker	32	7.5%
Agriculture, forestry and fishing workers	54	12.6%
Other	23	5.4%
Not specified	24	5.6%
Total	428	100.0%

Comparisons with 2000 results

	2008	2000	% change
Retired	38.3%	32.2%	6.1%
Unemployed	1.2%	2.8%	-1.6%
Admin and clerical	5.6%	7.9%	-2.3%
Managerial workers	1.9%	4.7%	-2.8%
Professional and technical	13.3%	13.9%	-0.5%
Service worker	7.7%	9.4%	-1.7%
Student	0.9%	1.3%	-0.3%
Homemaker	7.5%	6.8%	0.7%
Agriculture, forestry and fishing workers	12.6%	14.1%	-1.5%
Other	5.4%	3.2%	2.2%
Not specified	5.6%	3.8%	1.8%
Total	100.0%	100.0%	

17. Are there any additional comments you would like to make?

	Number	Percent
Stratford is okay now.	42	9.8%
Retail/retail variety	27	6.3%
Roading/paths/traffic	22	5.1%
Survey form	21	4.9%
Rates	15	3.5%
Facilities & buildings	14	3.3%
Tidy town	13	3.0%
Promotion/signage	12	2.8%
Suggestions for council	9	2.1%
Recreational facilities	8	1.9%
Security issues/crime/vandalism	5	1.2%
Public transport	4	0.9%
Medical care/hospitals	3	0.7%
Improve service	2	0.5%
Increase/improve industry	2	0.5%
Special events	1	0.2%
Other	10	2.3%
Sample	428	

Comments coded to Stratford is okay now:

- A very pleasant township in which to live.
- All credit to council for up-grade to present stage. Town looking good.
- Closer than Hawera with more attractive shopping and convenient areas (except for Hospital). Good to know the local Rest Homes remain in their present form rather than our elderly being "farmed" by business complexes for profit.
- Council is doing well - keep onside with TET! Our town is looking great.
- Generally very happy with my life in Stratford. Have been here for 53 years and have no wish to leave. I try to shop locally. Happy with our council and tourist ventures that happen here. We are going ahead I think and improving our shops etc.
- Great place to bring up children.
- I enjoy living in Stratford.
- I feel that Stratford is a really good small country town. There are plenty of clubs and recreation facilities available for all ages. You could go out every evening and afternoon. Our main problems have emanated from the closure of

our hospital. Also doctors are over-worked and in short supply. No emergency doctors on duty over the weekend. This of course is not just our local problem - all towns and cities are also affected and nothing in the near future is going to improve that. Also the shopping facilities as I listed in answer to question 3. Plenty of eating places, dairies and cafeterias. Not many shops. A smaller version of The Warehouse would solve all of these problems, but one again not a viable option in Stratford. A really nice friendly town to live in and I for one won't be shifting. Perhaps a few more pensioner flats or unit additions to existing rest homes. What do you think?

- I have lived in Stratford for the past six years. Moving from New Plymouth has benefited both myself, partner and our kids. After school activities make us a very busy family with five kids (of various ages). The level of activity choice in Stratford is fantastic! Thanks to community organisations and many optional buildings/centres, this enables such activities to happen.
- I like to shop in Stratford because I can usually park near to where I make my purchases. Mostly people are friendly and kind - helpful attitude. Like the way food outlets are providing footpath eating facilities. Most retail outlets look attractive, inviting, clean and tidy, big improvement on a few years ago. Council should do everything possible to make it easy for retailers to set up in business. Promote our 'centrality' - 35 mins drive from New Plymouth, 20 mins from Hawera (takes more than 35 mins to travel from one side of New Plymouth to the other). Easy commute from Stratford to either centres (perhaps a 'workers' bus?)
- I live in Eltham and work in Hawera, hence most of my shopping and use of services are not in Stratford. I like Stratford as a place to visit and shop and walk around. It has a good atmosphere and feel about it. When I retire I would like to live in Stratford.
- I love living in Stratford.
- I love Stratford and would love to see it improve and prosper. How can you give a prize if you don't ask for names?
- I prefer to shop in Stratford. Stratford's layout lends itself to stopping on the way. The free parking favours locals and tourists. The businessmen's association and council obviously value the long term business owners and by not supporting the presence of Warehouse or major fast food giants. Keep it up Stratford.
- I was born and bred in the Stratford District (now 73 years). I love the place, but we must always be looking at ourselves and be positive about how Stratford survives into the future. Sometimes we have to make things happen rather than hope they will happen!
- I would like to say how attractive and welcoming the entrance ways north and south are. Also the stone walls at both roundabouts. Looks really neat. Well done Stratford.
- Main street in Stratford - lights are awesome.
- New to Stratford and Taranaki - lovely area, pleasure to be a part of it - enjoying the people, the amenities and thrilled to be growing our family here.
- Overall Stratford has a great feeling about it. Busy, friendly and safe.
- Overall Stratford is a great place to live, work and raise up a family, well done to the council etc, and please, keep up the great work.
- Overall the town image has greatly improved with all the shop frontages that have been 'tidied up' ie, Noir, Whites, Jichelles, 'Ron Woods' etc. The Christmas lights are great - especially the local themed ones - stockcar, skier etc. Unique and fun lights for all year round. More sunshine in Stratford and less rain would be nice.
- Overall, it seems a safe environment to live, work and play. Sometimes the shopping lets it down. Options for cheap children's clothes, school uniform/shoes, children's toys etc, adult footwear & café.

- Stratford is a great little town for retired folk. There are numerous clubs and groups available to join. We are happy here.
- Stratford is a great little town, lets keep it that way. Encourage more people to take pride in their homes and gardens.
- Stratford is a great place to live, amongst friendly people, enjoying good facilities. I am a bit concerned that rates are increasing each year with no noticeable improvement in the state of our rural roads. We would appreciate a little more attention to them as we drive on them (unsealed mostly) everyday with our job.
- Stratford is a great place to live. I worked out of Stratford for five years and I am glad to be back working in town. We need more innovation - better more diverse shops.
- Stratford is a lovely town and I wouldn't like to live anywhere else, but it is looking quite shabby, particularly two storied buildings in the main street, badly in need of paint and raggedy curtains hanging in quite a few places.
- Stratford is a nice friendly town. I think the most pressing problem is perhaps lack of competition in food retailing. If in Hawera or New Plymouth we often buy groceries. We have been to the Farmers Market in New Plymouth and intend to go to the new one in Hawera on Saturday mornings. Do very little shopping at The Warehouse, so hope it does not come to Stratford. Realise that people do travel to either New Plymouth or Hawera for The Warehouse shopping, but if it comes here it will have a negative impact on other shops.
- Stratford is becoming a tidier looking town - well done!
- Stratford is looking really good with the upgrade of street paving and brick work on Broadway. Try to keep all shops full with tenants.
- Stratford is on the up! Keep up the good work.
- Stratford looks a lot brighter these days. Keep up the good work.
- Taranaki is a great place to live. Most things are between 25 minutes and one hour away. People are helpful and friendly. Wonderful scenery.
- Taranaki the best province in NZ and Stratford the best place to live in Taranaki - everyone knows you. It is so friendly, so different to New Plymouth.
- The best things about Stratford are the library which is fantastic for a small town, the parks and the reasonably tolerant attitude towards dogs, the avenue of trees and the plan to open up the view of the river with a new bridge. Whoever suggested that is brilliant and deserves a pay rise!
- The Carrington Walkway and rhododendrons are fantastic - hard to fault.
- The Stratford library and staff are a great asset to the community.
- We also run a small contracting business in the district and have found it very successful.
- We have settled into Stratford, thanks to a welcoming community. We moved from New Plymouth to a farmlet in Stratford and enjoy the quieter pace and no traffic hassles.
- We live here because we love it as it is.
- We moved here from the UK one and a half years ago. We love living here and think Stratford is a great place to live and raise a family.
- When are the council going to upgrade the footpaths on Regan Street West? The north side in particular between Hamlet and Brecon Road is treacherous. Regan Street is a well trodden stretch on both sides and deserves similar attention that Miranda Street south of Celia Street had. The ongoing improvements within King Edwards Park and the beautification to the town are terrific. Also the entrances to Stratford are looking better all the time. I am very proud to live in Stratford the mountain town. Access to the hospital services is greatest drawback to living in Stratford. A major problem with residents having to travel all hours of day and night and also getting sent back to Stratford after being discharged from TBH still unwell.

Comments coded to retail/retail variety:

- As a child I came to Stratford to shop as we lived in Inglewood at the time. We came to shop as it had what we needed and it was clean. That was when you had Woolworth's. After living in England for a lot of years, I have come back to live in Stratford. It looks like I will have to do a lot of my xmas shopping in New Plymouth as they have the shops I want. I feel we need a big super store that sell a lot of clothes for all ages. Thank you.
- Comment from visitors - "hard to find a sit down food outlet catering for just sandwiches etc, after 4pm" - had to go through to New Plymouth.
- Enough food shops, see if you can attract more clothing and crafty style of shops.
- I am impressed with the shops Stratford has and they are all well managed and controlled with a large variety of products to satisfy most shoppers. We have good food shops and take-always which is impressive to travellers - although recently my sister was here to stay at a motel for the weekend and there seemed to be nothing open on a Sunday to provide early diners (such as a breakfast menu).
- I don't really agree with Mitre 10 building such a big shop, they will take most of the hardware trade in the area. This isn't fair on all the other hardware stores in Stratford, because they should be able to make a living as well.
- I feel that Stratford is a really good small country town. There are plenty of clubs and recreation facilities available for all ages. You could go out every evening and afternoon. Our main problems have emanated from the closure of our hospital. Also doctors are over-worked and in short supply. No emergency doctors on duty over the weekend. This of course is not just our local problem - all towns and cities are also affected and nothing in the near future is going to improve that. Also the shopping facilities as I listed in answer to question 3. Plenty of eating places, dairies and cafeterias. Not many shops. A smaller version of The Warehouse would solve all of these problems, but one again not a viable option in Stratford. A really nice friendly town to live in and I for one won't be shifting. Perhaps a few more pensioner flats or unit additions to existing rest homes. What do you think?
- I know my kids love going to McDonald's, so we go to New Plymouth, therefore shopping will always be a part of that. Warehouse, a smaller one would be great.
- I prefer to shop in Stratford. Stratford's layout lends itself to stopping on the way. The free parking favours locals and tourists. The businessmen's association and council obviously value the long term business owners and by not supporting the presence of Warehouse or major fast food giants. Keep it up Stratford.
- I think it needs another supermarket that would stop people going to Hawera or New Plymouth. All the shop owners should get together and do a Taranaki wide advertisement. A lot of Taranaki people wouldn't know what they sell or what their product is, prices, quality and such.
- I would welcome a second supermarket!
- If we had another supermarket in town that would keep a lot of people in Stratford.
- Introduce a Warehouse shopping complex or McDonald's. Shops need a face lift.
- Keep the incentive to shop locally. Keep prices down, increase selection where possible. Create a town where we provide the 'best' customer service "a town like no other".
- Maybe clothing shop for adults and especially children.

- Need more shoe and toy shops. Not enough variety of shops - need Warehouse.
- New supermarket please.
- Overall, it seems a safe environment to live, work and play. Sometimes the shopping lets it down. Options for cheap children's clothes, school uniform/shoes, children's toys etc, adult footwear & café.
- Proper clothes and shoe shop.
- Stratford does have most of the products that I require, however, certain home appliances I obtain in the larger shopping centres in New Plymouth. With regards to clothes I have found it cheaper in the shopping centres in New Plymouth.
- Stratford is a great place to live. I worked out of Stratford for five years and I am glad to be back working in town. We need more innovation - better more diverse shops.
- Stratford is a nice friendly town. I think the most pressing problem is perhaps lack of competition in food retailing. If in Hawera or New Plymouth we often buy groceries. We have been to the Farmers Market in New Plymouth and intend to go to the new one in Hawera on Saturday mornings. Do very little shopping at The Warehouse, so hope it does not come to Stratford. Realise that people do travel to either New Plymouth or Hawera for The Warehouse shopping, but if it comes here it will have a negative impact on other shops.
- Stratford needs to remember it services not only the township, but the wider district. What's to stop them at the moment from passing through Stratford to Hawera or New Plymouth, really? No.7 complaints. These are related to the supermarket. It's a basic that must be gotten right. Stratford badly needs a newer, bigger, cheaper option. Also, if there were a Warehouse there would be no reason to travel further afield to Hawera or New Plymouth. On the plus side - for a rural business (we're 50:50 sharemilkers), Stratford is excellent for choice of farm supply shops, our Accountant/Lawyer are here, so for carrying out our business Stratford is awesome. I just wish I didn't have to travel through to Hawera or New Plymouth so often and that everything was in Stratford and being located in central Taranaki, I can't understand why these basics are missing.
- The upgrade along Broadway and emergence of additional restaurants is brilliant, but we still head for New Plymouth for a "decent" lunch. We're farmers, so late nights are rare and a really good lunch (up-market) and wine selection (husband) is essential. We're almost at retiring age and looking forward to shifting to New Plymouth outskirts to embrace the ocean, the walkway, restaurants and other amenities: movie theatre, shows etc.
- Too many liquor outlets. The vision for people in small cars turning left from Regan Street into Broadway, is very poor and the same turning right from Fenton Street at the south round about. Otherwise Broadway is looking very neat.
- Walk the streets and you'll see what I mean, by food outlets and fish and chip shops etc. We lost all the little men and variety.
- We wouldn't live in Stratford as it is too cold for us and the heating bill would be far too high for our budget. When a business closes in your town it takes away outsiders to the town as the products it sells no one else has. Bin Inn was a prime example of this.
- With the rising cost of petrol and food, Stratford needs to look at a chain store coming into town. Then more people would shop locally and employ locally. Would benefit the local economy.

Comments coded to roading/paths/traffic:

- 1. There are a lot of uneven footpaths around the streets. 2. There are some awful houses getting worse in the town. Some are so derelict and sections with junk in them - I consider, give an awful look to the town. The parks and the main entrances to the town are looking great.
- By-pass heavy vehicles and farm tractors through middle of town - stock trucks smell and leave a mess on road.
- Cattle trucks (and other large trucks) need to slow down coming along Regan Street from the east.
- Footpath improvements.
- Heavy trucks and cattle trucks dropping there crop all through the main street. You walk across the road into slops, it stinks and it does happen. Good bye and good luck.
- I feel Broadway upgrade was a waste of money. Pavers needed good water blast not removing and new ones. Concrete work has made Broadway very unsafe. Children cannot be seen behind them. Mothers with prams also very unsafe crossing from Whites Corner. Unsafe for children walking to school up Regan Street. New road work up Celia Street not finished. Grass verges are now weeds. Were never finished and grassed. Looks very messy. Still got no footpath on one side. Should have been done at same time, then verges grassed.
- I live in Stratford, but have an interest in the Matau area. The Matau tunnel is in a terrible state with pot-holes and such an uneven surface that trucks roll to the extent that stock frames and the petrol tankers' scrape the sides. Maintenance is very minimal on the roads that I travel.
- I prefer to shop in Stratford. Stratford's layout lends itself to stopping on the way. The free parking favours locals and tourists. The businessmen's association and council obviously value the long term business owners and by not supporting the presence of Warehouse or major fast food giants. Keep it up Stratford.
- Keep trucks and heavy loads away from Main Street. More child awareness. Large trucks need to travel on back streets.
- King Edward Park is very pretty with the work that has been done. Street paving will be nice when finished. Light in Broadway very nice. Stone work very nice, but not the best for small children to walk out from behind onto the road as cars cannot see them coming (the stone thing at each end of town not very impressive).
- Need road improvements in Taranaki (not just patch jobs).
- New roundabouts very good and better safety for pedestrians. New paving improves footpaths.
- Parking is difficult to get out of, causing congestion of traffic. A small town like Stratford should not have parking restrictions or a parking officer issuing tickets.
- Southern end pedestrian crossing is a shocker. When a car is stopped to turn right onto Celia Street, the car travelling south has terrible visibility to the crossing. Maybe better lights, more signs etc. I'm amazed we haven't lost children at this terrible crossing.
- Stratford is a great place to live, amongst friendly people, enjoying good facilities. I am a bit concerned that rates are increasing each year with no noticeable improvement in the state of our rural roads. We would appreciate a little more attention to them as we drive on them (unsealed mostly) everyday with our job.
- Tarseal gravel roads.
- The footpaths amaze me. On one side of the road around utilities, care has been made to work brickwork around the utilities. On the other side of the road,

large grey concrete surround the utilities. In some places by the steel grates on the edge of footpath and kerbing - professional bricklayers have been at work where others have had clueless fools operating. Finally, why hasn't one area been finished and tidied up before another was started.

- The Matau tunnel is a bloody disgrace with large dumps at either end; the floor rolls from side to side and is extremely rough. Fuel tankers now refuse to use it and even smaller stock trucks are damaging their frames and the walls. I know from experience just how little time and money it would take to level the floor with a laser level controlled machine!
- Too many liquor outlets. The vision for people in small cars turning left from Regan Street into Broadway, is very poor and the same turning right from Fenton Street at the south round about. Otherwise Broadway is looking very neat.
- Trim grass on metal roads more often - fix potholes more than once a year.
- We (our family) would like to suggest that the empty section on Breean Road, where the house burnt down several years ago, should be mown and perhaps turned into a park for local children to play in. This property has been uninhabited for the whole time we have lived in Stratford (since 1995). It would tidy up the street. At the moment it is nothing but an eyesore. The parking issue at Stratford Primary needs to be addressed. Perhaps take out the Kowhai trees on Regan Street and put in angle parking (the same as in front of the cricket ground by T & T on Regan Street). It would be much safer for children.
- When are the council going to upgrade the footpaths on Regan Street West? The north side in particular between Hamlet and Brecon Road is treacherous. Regan Street is a well trodden stretch on both sides and deserves similar attention that Miranda Street south of Celia Street. The ongoing improvements within King Edward Park and the beautification to the town are terrific. Also the entrances to Stratford are looking better all the time. I am very proud to live in Stratford the mountain town. Access to hospital services is greatest drawback to living in Stratford. A major problem with residents having to travel all hours of day and night and also getting sent back to Stratford after being discharged from TBH still unwell.

Comments coded to survey form:

- APR consultants should have a place to put your name on the survey paper.
- Don't think so. I'd like to know, how you can send me a petrol voucher if I win one. There does not appear to be anywhere on this form that you asked for my name or address. So, if I should be so lucky to win one of your vouchers, please send to 210 Bridge Street, Eltham (Mrs C. Taylor).
- How can I go into draw for petrol voucher when there is no name or address requested on form?
- How can you give a prize to an anonymous survey? You need to provide a space for people to register, and then it would not be anonymous, would it?
- How can you identify which household to each survey for the prize draw?
- How many trees and carbon credits are wasted on this survey?
- I love Stratford and would love to see it improve and prosper. How can you give a prize if you don't ask for names?
- I see there is nothing on here that lets you give your contact details in case you win some petrol vouchers.
- I would appreciate a \$50 petrol voucher thank you.
- If I win a petrol voucher - how do you know who I am?
- In order to go in the prize draw you will need my address.
- It would be helpful to have a specific area for personal details if a draw is to be entered into.

- Somehow engender civic pride in our town (perhaps best street competition). Hey guys! If you're going to offer a prize you need to provide a place for name and address OK?
- Thank you for the opportunity to complete this survey. However, with regards to the prize draw mentioned on the front page, how are you able to determine and distribute the prizes, when this survey seems to be anonymous (there is nowhere to put one's details)? However, the survey was well put together and the questions well thought out.
- There is nowhere on this survey to identify yourself to win the vouchers.
- This survey - probably useful - is another waste of money. Stratford is a lovely place - I like living here and there has already been too much money spent, especially in Broadway. It really annoys me, if there are approximately ten thousand people here; council has spent approximately \$10,000 on "me" in Stratford. I'd far rather have had the money in my pocket.
- Tut tut!! - No place for name on this.
- Very poor survey. How the hell can you make anything out of all the comments? In a survey it should be direct, yes - no or rated. You cannot rate comments.
- Ya fool! Where do we put our name to win the petrol?
- You didn't supply the sticky tape to seal up this, does this come off my rates, or can I take it as a donation to the Stratford District council. Have a nice day.
- You don't include a space for people's name on the form, if people wanted to go in the draw.

Comments coded to rates:

- Apart from amount of water in summer, everything is fine for us except rates are high.
- Don't put rates up.
- For the charge per household of what I consider to be "exorbitant rates" - Stratford does not appear to have had significant money spent on it. Yes, the stone walls and new cobbles look good, but nothing much else does. It is quite tatty looking overall and very 19th century. It needs an overhaul to bring it up-to-date. The rates are very expensive here compared to Auckland and I don't see any value for money - even the roading is poor.
- Get your act together; stop wasting rate payer's money. Do something good with it.
- I would suggest council make a town plan (looking forward) and instead of rushing in at a drop of a hat, make sure ideas are of a permanent nature and as at the moment ideas put into action one year and two or three years later ripped out with yet another lot of rates on top of it! There should be no need for city fathers to call on the assistance of consultants for the simple reason that council employs specialists in fields relevant to the running of this small town.
- If the property values decrease in the following years, can we expect a rates reduction?
- Keep charges for water as is (no meters). Rates charges getting out of hand for retired people and young families.
- Please keep a check on the rates. When your only income is National Super it's very hard to meet your requirements.
- Rates are too high in so much as having to pay for facilities we do not use. Council keeps spending on improvements that do not need improving. On saying this, I believe it's the same with all councils. We have flooding on our street which council does nothing about, has been told for years. Important things as this do not seem to matter.
- SDC is not the most inefficient council, but they should not gauge by the worst but try to get a new high standard. SDC is another tax to the residents; don't ridicule the residents by wasting their money.

- Stratford is a great place to live, amongst friendly people, enjoying good facilities. I am a bit concerned that rates are increasing each year with no noticeable improvement in the state of our rural roads. We would appreciate a little more attention to them as we drive on them (unsealed mostly) everyday with our job.
- The people want too many community facilities, have to be happy with little, play tennis outside on fine day, just because Auckland has everything, we aren't Auckland. Stadiums burden the rate payer too. Roads straightened burdens the motorist. Councils need to be very much accountable.
- The rates are too high on small country properties - note they have their own septic, water and are not provided with footpaths.
- Think of the elderly and keep within inflation with rates!
- This survey - probably useful - is another waste of money. Stratford is a lovely place - I like living here and there has already been too much money spent, especially in Broadway. It really annoys me, if there are approximately ten thousand people here; council has spent approximately \$10,000 on "me" in Stratford. I'd far rather have had the money in my pocket.

Comments coded to facilities & buildings:

- 1. There are a lot of uneven footpaths around the streets. 2. There are some awful houses getting worse in the town. Some are so derelict and sections with junk in them - I consider, give an awful look to the town. The parks and the main entrances to the town are looking great.
- 1. Lack of cohesion of ideas is holding Stratford back. New lights throughout the town, while the intention is good it just makes the town look "tarty". 2. South entrance to Stratford - very attractive. So how about planting trees along the north entrance? 3. Roundabouts look dreadful! Painted concrete (and pink at that), is about 30 years out of date! 4. More tree planting on grass verges in streets. 5. Reduce charges to hire War Memorial - it's supposed to be a town facility. 6. New/upgrade swimming baths. 7. Stratford missing out on same TET money - being allocated to New Plymouth groups, or to pay for operational costs of New Plymouth council. 8. Expand 'Garden Design competition'. More entries, bigger prizes, other competitions along related theme - art, garden sculpture etc.
- For the charge per household of what I consider to be "exorbitant rates" - Stratford does not appear to have had significant money spent on it. Yes, the stone walls and new cobbles look good, but nothing much else does. It is quite tatty looking overall and very 19th century. It needs an overhaul to bring it up-to-date. The rates are very expensive here compared to Auckland and I don't see any value for money - even the roading is poor.
- I feel Broadway upgrade was a waste of money. Pavers needed good water blast not removing and new ones. Concrete work has made Broadway very unsafe. Children cannot be seen behind them. Mothers with prams also very unsafe crossing from Whites Corner. Unsafe for children walking to school up Regan Street. New Road work up Celia Street not finished. Grass verges are now weeds. Were never finished and grassed. Looks very messy. Still got no footpath on one side. Should have been done at same time, then verges grassed.
- I may have missed it, but there seemed little if any consultation over the huge amount spent on the footpath etc, in the main street - Stratford Baths, an amazing facility in dire need of a makeover. I have been there several times and been practically the only person there. It needs better ventilation, this will go a long way to solving the rust, mould problems and needs some new attractions such as hydro slide, dive pool, sauna etc, to pull it out of the 60's. Someone with the right promotional skills and imagination could make this into the gem it once was, not the white elephant it is now. No reflection on the staff

employed there now, in fact I admire them for working in such conditions. Why does Stratford not have an annual inorganic throw-out day? I travel the country a lot and see them everywhere. They even let people pick over them for things they may need. I have never seen one of these days in Stratford; I have in Eltham and Hawera. I am sure there are a lot of people with bulging back sheds who would utilise this. The other alternative, the refuse centre is far too expensive and a lot of people do not have the means to get stuff to it.

- I would very much like to see the road signs leading from New Plymouth and Inglewood, indicating that Stratford is there. At the moment no one can see Stratford on any of the road signs; this is also leading from Hawera. Ultimately I would love to see a viewing tower set up in Prospero Place with a lift, just high enough to see over the roof tops. Mount Taranaki from one side and Ruapehu from the other, how cool would that be so unique, open twice a day like the glockenspiel, with a cost. Any age can go up and see, put Stratford on the map. One day maybe even a gondola up the mountain. Will this happen one day from the mountain house up to the plateau and then from the plateau up to the ski field?
- I'd like to recommend that a Youth Centre be built for all the young children to go. So that they are not roaming the street and getting themselves into trouble.
- It is wonderful to have a pool of such quality, but it seems to cost a lot to maintain.
- It would be great if there was a grandparents group for others to meet in the same situation and have a cup of tea and a chat with. As the majority of us have already brought up our own children before and they've left home. I'm starting again. Wouldn't have it any other way. They are worth it. They are so precious.
- Thanks for the opportunity to comment. Love shops like Broadway fast foods - Cottage Lane etc that are so friendly. Heaps of Stratford's shops are full of quality products and service with a smile. The clock tower is an icon and asset. I really hate the new 'Stratford' stone and silver signs at each end of town. They look incomplete, like they are the bases for something great yet to come!
- The cemetery. We have two children in the cremation flats under the Rhododendrons next to the road. Is it possible to have those Rhododendrons trimmed or topped to let the sun in? It is always so damp and the moss grasses on the head stone and the lettering which has had to be done several times, needs to be done again. It would be nice to have something done before we get the lettering done once more.
- The people want too many community facilities, have to be happy with little, play tennis outside on fine day, just because Auckland has everything, we aren't Auckland. Stadiums burden the rate payer too. Roads straightened burdens the motorist. Councils need to be very much accountable.
- The usual problem. The toilets. We need towels very badly.
- There are some lovely parks, good library and information service. It is a shame that local businesses are not particularly prompt in attending to requests.

Comments coded to tidy town:

- 1. Lack of cohesion of ideas is holding Stratford back. New lights throughout the town, while the intention is good it just makes the town look "tarty". 2. South entrance to Stratford - very attractive. So how about planting trees along the north entrance? 3. Roundabouts look dreadful! Painted concrete (and pink at that), is about 30 years out of date! 4. More tree planting on grass verges in streets. 5. Reduce charges to hire War Memorial - it's supposed to be a town facility. 6. New/upgrade swimming baths. 7. Stratford missing out on same TET money - being allocated to New Plymouth groups, or to pay for operational costs of New Plymouth council. 8. Expand 'Garden Design competition'. More

entries, bigger prizes, other competitions along related theme - art, garden sculpture etc.

- 90% of the shop fronts need to be painted in bright warm and welcoming colours. Walk down the centre of our main street and look at the shop fronts, there is nothing to be proud of. We've got some fancy lights put up between the roundabouts, when are they going to be turned on? Council needs to get off its arse and talk to the common person on the street and listen to what they say and take it on board and act on it.
- I like to shop in Stratford because I can usually park near to where I make my purchases. Mostly people are friendly and kind - helpful attitude. Like the way food outlets are providing footpath eating facilities. Most retail outlets look attractive, inviting, clean and tidy, big improvement on a few years ago. Council should do everything possible to make it easy for retailers to set up in business. Promote our 'centrality' - 35 mins drive from New Plymouth, 20 mins from Hawera (takes more than 35 mins to travel from one side of New Plymouth to the other). Easy commute from Stratford to either centres (perhaps a 'workers' bus?)
- I think the council go overboard when doing home improvements. Too many rules only a way for council to get more money. A lot of people take pride in their property; the ones that don't care about property are allowed to have a mess and run-down homes.
- Improve the front of the local cinema.
- Introduce a Warehouse shopping complex or McDonald's. Shops need a face lift.
- Like to see the hedge blocking the spectacular display of the rhododendrons now in flower down Fenton Street (backing onto the park), removed. More big trees (perhaps same for autumn colour) blocking commercial buildings across railway line - entrance to Stratford Broadway south.
- Stratford is a lovely town and I wouldn't like to live anywhere else, but it is looking quite shabby, particularly two storied buildings in the main street, badly in need of paint and raggedy curtains hanging in quite a few places.
- The council needs to be seen to be actively interested in our town, and then shop keepers may (should) follow. Everything either flourishes or rots from the head - so be seen to be doing, visit shops as a group instead of sending out this sort of thing. When you walk down the street look down at the paths and gutters, look around you, look up at the state of the verandas (all the way along the street). See it all as our visitors see it. Then go from there. There is much that needs doing and much that can be done and much that should be done.
- The Guthrie Bowron/spirit outlets need face lift/clean up. Spirit needs decent signage. This effect gives welcome to customers.
- The outside of NZ Post building is overdue for a facelift, as this is one of the most used services in the town, it would be nice to see it cleaned up.
- There are some poorly maintained buildings on Main Street (cosmetically), that let others down.
- Too many un-kept road frontages/sections.

Comments coded to promotion/signage:

- Branding is good "in the heart of Taranaki". Shakespeare is rubbish. Leadership is poor - negative not visionary in all community groups - conservative, not open to change for the better. Combine three councils into one Taranaki one. Run vandals out of town.
- Do 20 things very well/not 40 things badly. Use our existing strengths. Market Stratford as a place to live. Cost effective and high level of facilities - life style (immigration demand to NZ is high).
- I like to shop in Stratford because I can usually park near to where I make my purchases. Mostly people are friendly and kind - helpful attitude. Like the way

food outlets are providing footpath eating facilities. Most retail outlets look attractive, inviting, clean and tidy, big improvement on a few years ago. Council should do everything possible to make it easy for retailers to set up in business. Promote our 'centrality' - 35 mins drive from New Plymouth, 20 mins from Hawera (takes more than 35 mins to travel from one side of New Plymouth to the other). Easy commute from Stratford to either centres (perhaps a 'workers' bus?)

- I may have missed it, but there seemed little if any consultation over the huge amount spent on the footpath etc, in the main street - Stratford Baths, an amazing facility in dire need of a makeover. I have been there several times and been practically the only person there. It needs better ventilation, this will go a long way to solving the rust, mould problems and needs some new attractions such as hydro slide, dive pool, sauna etc, to pull it out of the 60's. Someone with the right promotional skills and imagination could make this into the gem it once was, not the white elephant it is now. No reflection on the staff employed there now, in fact I admire them for working in such conditions. Why does Stratford not have an annual inorganic throw-out day? I travel the country a lot and see them everywhere. They even let people pick over them for things they may need. I have never seen one of these days in Stratford, I have in Eltham and Hawera. I am sure there are a lot of people with bulging back sheds who would utilise this. The other alternative, the refuse centre is far too expensive and a lot of people do not have the means to get stuff to it.
- I think it needs another supermarket that would stop people going to Hawera or New Plymouth. All the shop owners should get together and do a Taranaki wide advertisement. A lot of Taranaki people wouldn't know what they sell or what their product is, prices, quality and such.
- I would very much like to see the road signs leading from New Plymouth and Inglewood, indicating that Stratford is there. At the moment no one can see Stratford on any of the road signs; this is also leading from Hawera. Ultimately I would love to see a viewing tower set up in Prospero Place with a lift, just high enough to see over the roof tops. Mount Taranaki from one side and Ruapehu from the other, how cool would that be, so unique, open twice a day like the glockenspiel, with a cost. Any age can go up and see, put Stratford on the map. One day maybe even a gondola up the mountain. Will this happen one day from the mountain house up to the plateau and then from the plateau up to the ski field?
- Keep the Christmas lights competitions growing in Stratford.
- Somehow engender civic pride in our town (perhaps best street competition). Hey guys! If you're going to offer a prize you need to provide a place for name and address OK?
- Stratford needs to remember it services not only the township, but the wider district. What's to stop them at the moment from passing through Stratford to Hawera or New Plymouth, really? No.7 complaints. These are related to the supermarket. It's a basic that must be gotten right. Stratford badly needs a newer, bigger, cheaper option. Also, if there were a Warehouse there would be no reason to travel further afield to Hawera or New Plymouth. On the plus side - for a rural business (we're 50:50 sharemilkers), Stratford is excellent for choice of farm supply shops, our Accountant/Lawyer are here, so for carrying out our business Stratford is awesome. I just wish I didn't have to travel through to Hawera or New Plymouth so often and that everything was in Stratford and being located in central Taranaki, I can't understand why these basics are missing.
- The better the variety of things in Stratford ie, shopping, fun things to do, the less people will be inclined to go out of the district for things they need or want.
- The present economic climate would tend to suggest that times will be tough, but now is the time to aggressively promote Stratford to an audience that is world wide. We offer cheap housing, central location, good access, well

maintained facilities and we have space for development. As well Eltham still provides work opportunities that Stratford can capitalise on. This is not a time for the meek, but it is time for the bold.

- There seems to be an exciting movement in the region (ie, New Plymouth - Top Town, Eltham boutique, growth of ventures regionally), that central Taranaki could really tap into. Again an amalgamation of Inglewood, Stratford and Eltham as 'new', 'boutique', 'arty', 'contemporary' etc, would set a good precedence for drawing people further south. I suspect there would also be a natural spin-off southward due to New Plymouth's recent success. Just a matter of capitalizing and cross-promoting on this. (Future Taranaki group?).

Comments coded to suggestions for Council:

- (Ex Economic Development Officer from the Hauraki District). 'If you are going to compete, make sure it's unique'.
- Branding is good "in the heart of Taranaki". Shakespeare is rubbish. Leadership is poor - negative not visionary in all community groups - conservative, not open to change for the better. Combine three councils into one Taranaki one. Run vandals out of town.
- Consider some local weekly markets here in Stratford as there would be many local farmers who would benefit and bring a close community feeling to Stratford.
- Do 20 things very well/not 40 things badly. Use our existing strengths. Market Stratford as a place to live. Cost effective and high level of facilities - life style (immigration demand to NZ is high).
- I feel communications are good, but for me not good enough. This is not necessarily from council, but also from groups, we are competing as individuals or small groups. We need a co-ordinator for town and country activities.
- I would suggest council make a town plan (looking forward) and instead of rushing in at a drop of a hat, make sure ideas are of a permanent nature and as at the moment ideas put into action one year and two or three years later ripped out with yet another lot of rates on top of it! There should be no need for city fathers to call on the assistance of consultants for the simple reason that council employs specialists in fields relevant to the running of this small town.
- Projects that were to be started ie, locomotive restoration, what's happening? We don't hear much. It could be a major draw card as would a Farrier or Smithy working at the Pioneer Village.
- Rates are too high in so much as having to pay for facilities we do not use. Council keeps spending on improvements that do not need improving. On saying this, I believe it's the same with all councils. We have flooding on our street which council does nothing about, has been told for years. Important things as this do not seem to matter.
- The council needs to be seen to be actively interested in our town, and then shop keepers may (should) follow. Everything either flourishes or rots from the head - so be seen to be doing, visit shops as a group instead of sending out this sort of thing. When you walk down the street look down at the paths and gutters, look around you, look up at the state of the verandas (all the way along the street). See it all as our visitors see it. Then go from there. There is much that needs doing and much that can be done and much that should be done.

Comments coded to recreational facilities:

- I feel that Stratford is a really good small country town. There are plenty of clubs and recreation facilities available for all ages. You could go out every evening and afternoon. Our main problems have emanated from the closure of our hospital. Also doctors are over-worked and in short supply. No emergency doctors on duty over the weekend. This of course is not just our local problem - all towns and cities are also affected and nothing in the near future is going to improve that. Also the shopping facilities as I listed in answer to question 3. Plenty of eating places, dairies and cafeterias. Not many shops. A smaller version of The Warehouse would solve all of these problems, but one again not a viable option in Stratford. A really nice friendly town to live in and I for one won't be shifting. Perhaps a few more pensioner flats or unit additions to existing rest homes. What do you think?
- I have lived in Stratford for the past six years. Moving from New Plymouth has benefited both myself, partner and our kids. After school activities make us a very busy family with five kids (of various ages). The level of activity choice in Stratford is fantastic! Thanks to community organisations and many optional buildings/centres, this enables such activities to happen.
- King Edward park is very pretty with the work that has been done. Street paving will be nice when finished. Light in Broadway very nice. Stone work very nice, but not the best for small children to walk out from behind onto the road as cars cannot see them coming (the stone thing at each end of town not very impressive).
- Stratford is a great little town for retired folk. There are numerous clubs and groups available to join. We are happy here.
- Surely it is time for parks and services to remove the 70+ year old Barbary hedge on lower Regan Street. The beauty of the rhododendrons once again wasted behind this hedge which is of little value in beauty or use. No one likely to plunder these semi-trees which cannot be seen. They survive cold and wind. Victoria Park was a park of pleasure, a place of beauty, blossoms, bulbs and carefully tended flower beds. Now a down at heel scruffy hole - nothing pleasing about it. Need some King Edward Park uplift? Around the toilet area needs constant cleaning and spraying. Suggest an iron rubbish bin.
- There are a lot of families with new babies and toddlers and not enough public facilities for them ie, pools and parks. King Edward Park is dangerous, too many steep banks and water - not adequately fenced - especially around playground - not toddler friendly. Pools - water not warm enough for babies. Victoria Park playground littered with beer bottle tops, drunks and truants - yet only park with good toddler play equipment. Could do with another toddler playground somewhere else, preferably more ambient for mums' with bubs, not a nice vibe at playground. Also too open, need more wind breaks!
- There are some lovely parks, good library and information service. It is a shame that local businesses are not particularly prompt in attending to requests.
- We (our family) would like to suggest that the empty section on Breean Road, where the house burnt down several years ago, should be mown and perhaps turned into a park for local children to play in. This property has been uninhabited for the whole time we have lived in Stratford (since 1995). It would tidy up the street. At the moment it is nothing but an eyesore. The parking issue at Stratford Primary needs to be addressed. Perhaps take out the Kowhai trees on Regan Street and put in angle parking (the same as in front of the cricket ground by T & T on Regan Street). It would be much safer for children.

Comments coded to security issues/crime/vandalism:

- Almost every weekend there is vandalism to the fence of the sports field on Cordelia Street (opposite the kindy). I think that the wooden railings need to be replaced with metal fences, like on the other side of the field.
- Free bus ride from Stratford to New Plymouth and back once a week. (Individuals riding their bikes up and down the footpaths. Should be banned, endangering the pedestrians who have the right to walk along, without being bowled over and need more police to monitor the situations in the town).
- I would like to see a personal police presence in the streets at random times. Especially when school is finished for the day. It is time we got to know our police force again and not only when one goes to court.
- I'd like to recommend that a Youth Centre be built for all the young children to go. So that they are not roaming the street and getting themselves into trouble.
- The youth of this town need to be brought under control, they are running wild. Stratford used to be safe, but not anymore. I don't go out anymore.

Comments coded to public transport:

- As a senior citizen, no longer well enough to drive long distances, I was appalled to find, when I recently needed to travel to Hamilton, that a number of the bus services that used to be available have been deleted. My only choices were a service that left at an inconveniently early hour in the morning or a service which left from New Plymouth. Since there was no connecting bus service from Stratford to New Plymouth, I had to ask a neighbour to drive me to New Plymouth and to pick me up from New Plymouth when I returned. Can the District Council do anything to ensure that local citizens are not isolated from the rest of the country if they do not have their own transport?
- East Taranaki should have buses available so children can go to Stratford High School and not have to go to boarding school. There is no service past Douglas from February 2009. This is not good enough.
- Free bus ride from Stratford to New Plymouth and back once a week. (Individuals riding their bikes up and down the footpaths. Should be banned, endangering the pedestrians who have the right to walk along, without being bowled over and need more police to monitor the situations in the town).
- I like to shop in Stratford because I can usually park near to where I make my purchases. Mostly people are friendly and kind - helpful attitude. Like the way food outlets are providing footpath eating facilities. Most retail outlets look attractive, inviting, clean and tidy, big improvement on a few years ago. Council should do everything possible to make it easy for retailers to set up in business. Promote our 'centrality' - 35 mins drive from New Plymouth, 20 mins from Hawera (takes more than 35 mins to travel from one side of New Plymouth to the other). Easy commute from Stratford to either centres (perhaps a 'workers' bus?).

Comments coded to medical care/hospitals:

- I feel that Stratford is a really good small country town. There are plenty of clubs and recreation facilities available for all ages. You could go out every evening and afternoon. Our main problems have emanated from the closure of our hospital. Also doctors are over-worked and in short supply. No emergency doctors on duty over the weekend. This of course is not just our local problem - all towns and cities are also affected and nothing in the near future is going to improve that. Also the shopping facilities as I listed in answer to question 3. Plenty of eating places, dairies and cafeterias. Not many shops. A smaller version of The Warehouse would solve all of these problems, but one again not a viable option in Stratford. A really nice friendly town to live in and I for one

won't be shifting. Perhaps a few more pensioner flats or unit additions to existing rest homes. What do you think?

- Support proposed Age Care Programme. Urgency for GP's Medical Care Centre and to include Eltham and Kaponga areas. GP's to retain own practices if desired, but have seven day week coverage. Community or private ownership of facility with lease back arrangement for staff.
- When are the council going to upgrade the footpaths on Regan Street West? The north side in particular between Hamlet and Brecon Road is treacherous. Regan Street is a well trodden stretch on both sides and deserves similar attention that Miranda Street south of Celia Street had. The ongoing improvements within King Edwards Park and the beautification to the town are terrific. Also the entrances to Stratford are looking better all the time. I am very proud to live in Stratford the mountain town. Access to hospital services is greatest drawback to living in Stratford. A major problem with residents having to travel all hours of day and night and also getting sent back to Stratford after being discharged from TBH still unwell.

Comments coded to improve service:

- Keep the incentive to shop locally. Keep prices down, increase selection where possible. Create a town where we provide the 'best' customer service "a town like no other".
- Only that the councillors be more interested in the town and the opinions of the towns folk, not in the extra income it brings them. Enough for a good overseas holiday each year.

Comments coded to increase/improve industry:

- Buy/sell/lease council land zoned for factories. Light industry/industry on very advantageous conditions to attract employment via domiciled industry to give employment opportunities to avoid the lack of periodic stagnation to the local economy. Circumstances dictate Stratford should not only be a rural farming economy!
- With the rising cost of petrol and food, Stratford needs to look at a chain store coming into town. Then more people would shop locally and employ locally. Would benefit the local economy.

Comments coded to special events:

- Experiencing the rural farming lifestyle it seems there is not much to entice people away from the farm to enjoy a day out. There needs to be a time median found to allow farmers to experience and be included in activities.

Comments coded to other:

- A bit more support from the locals.
- Community classes targeting obesity. Parenting. Courses especially for teenagers. Basics of looking after a home etc, etc.
- Definite lack of available, qualified trade's people. Long delays in answering or attending household maintenance calls.
- I am in the process of setting up exchange programmes with Korea. Any help to do this would be appreciated. For example there are no schools (as far as I'm aware), that take foreign students. There is a huge opportunity here (especially South Taranaki) for this to happen.
- I may have missed it, but there seemed little if any consultation over the huge amount spent on the footpath etc, in the main street - Stratford Baths, an amazing facility in dire need of a makeover. I have been there several times and been practically the only person there. It needs better ventilation, this will

go a long way to solving the rust, mould problems and needs some new attractions such as hydro slide, dive pool, sauna etc, to pull it out of the 60's. Someone with the right promotional skills and imagination could make this into the gem it once was, not the white elephant it is now. No reflection on the staff employed there now, in fact I admire them for working in such conditions. Why does Stratford not have an annual inorganic throw-out day? I travel the country a lot and see them everywhere. They even let people pick over them for things they may need. I have never seen one of these days in Stratford; I have in Eltham and Hawera. I am sure there are a lot of people with bulging back sheds who would utilise this. The other alternative, the refuse centre is far too expensive and a lot of people do not have the means to get stuff to it.

- I would very much like to see some authority from council regarding trees and shrubs growing close to boundary fences. When the height reaches 10 ft. or more one gets a very 'shut-in' feeling, especially looking out your lounge window! Also debris (branches, leaves and flowers) falling can make uncalled for work for anyone our age. Last week our lawn was covered in white cherry blossom petals as was our driveway.
- I would very much like to see the road signs leading from New Plymouth and Inglewood, indicating that Stratford is there. At the moment no one can see Stratford on any of the road signs; this is also leading from Hawera. Ultimately I would love to see a viewing tower set up in Prospero Place with a lift, just high enough to see over the roof tops. Mount Taranaki from one side and Ruapehu from the other, how cool would that be, so unique, open twice a day like the glockenspiel, with a cost. Any age can go up and see, put Stratford on the map. One day maybe even a gondola up the mountain. Will this happen one day from the mountain house up to the plateau and then from the plateau up to the ski field?
- Needs to be better dog facilities. Dogs should be able to accompany owners anywhere and be tied up outside of shops. Need dog tethers. I am happy to give more feed back here for head injury victims.
- No further comments - just get on with it.
- When are the council going to upgrade the footpaths on Regan Street West? The north side in particular between Hamlet and Brecon Road is treacherous. Regan Street is a well trodden stretch on both sides and deserves similar attention that Miranda Street south of Celia Street had. The ongoing improvements within King Edwards Park and the beautification to the town are terrific. Also the entrances to Stratford are looking better all the time. I am very proud to live in Stratford the mountain town. Access to hospital services is greatest drawback to living in Stratford. A major problem with residents having to travel all hours of day and night and also getting sent back to Stratford after being discharged from TBH still unwell.

5.1 Raw Tables – Additional Analysis

The following tables relate to the additional cross-tabulation analysis undertaken on questions 1 and 2 of the community survey against age groups.

In each category, the first table contains the raw figures and the second table contains the age group percentages. Only the age group columns from the first table were required for the age group percentages.

Q1. In which shopping centre location would you normally make the majority of the following family or personal purchases?

1. Books/Stationery

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	14	25	52	55	74	116	17	354
Inglewood	0	0	0	1	0	0	0	0	1
Hawera	0	3	4	4	2	4	4	0	21
New Plymouth	0	6	4	3	10	5	6	1	35
Other	0	0	0	0	2	1	0	0	3
Not specified	0	1	2	2	4	4	11	5	29
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	60.9%	75.8%	85.2%	79.7%	86.0%	87.9%
Inglewood	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Hawera	0.0%	13.0%	12.1%	6.6%	2.9%	4.7%	3.0%
New Plymouth	0.0%	26.1%	12.1%	4.9%	14.5%	5.8%	4.5%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	1.2%	0.0%
Not specified	0.0%	4.3%	6.1%	3.3%	5.8%	4.7%	8.3%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2. Clothing & Footwear

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	0	1	2	6	6	25	42	6	88
Inglewood	0	0	0	1	1	2	6	3	13
Hawera	0	4	6	10	11	23	30	3	87
New Plymouth	1	19	24	47	48	37	63	12	251
Other	0	0	0	3	6	5	6	2	22
Not specified	0	1	1	3	3	16	16	5	43
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	0.0%	4.3%	6.1%	9.8%	8.7%	29.1%	31.8%
Inglewood	0.0%	0.0%	0.0%	1.6%	1.4%	2.3%	4.5%
Hawera	0.0%	17.4%	18.2%	16.4%	15.9%	26.7%	22.7%
New Plymouth	100.0%	82.6%	72.7%	77.0%	69.6%	43.0%	47.7%
Other	0.0%	0.0%	0.0%	4.9%	8.7%	5.8%	4.5%
Not specified	0.0%	4.3%	3.0%	1.6%	4.3%	18.6%	12.1%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

3. Cosmetics, medicines or personal products.

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	16	26	53	56	73	109	18	352
Inglewood	0	0	0	0	0	3	0	1	4
Hawera	0	1	1	3	0	5	3	0	13
New Plymouth	0	6	5	0	8	5	6	1	31
Other	0	0	1	2	4	2	2	0	11
Not specified	0	1	3	5	6	3	16	4	38
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	69.6%	78.8%	86.9%	81.2%	84.9%	82.6%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%
Hawera	0.0%	4.3%	3.0%	4.9%	0.0%	5.8%	2.3%
New Plymouth	0.0%	26.1%	15.2%	0.0%	11.6%	5.8%	4.5%
Other	0.0%	0.0%	3.0%	3.3%	5.8%	2.3%	1.5%
Not specified	0.0%	4.3%	9.1%	8.2%	8.7%	3.5%	12.1%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

4. Groceries

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	9	18	46	47	61	115	18	315
Inglewood	0	0	0	0	1	0	0	0	1
Hawera	0	8	12	11	17	20	9	1	78
New Plymouth	0	10	6	13	13	9	8	2	61
Other	0	0	0	1	2	2	3	0	8
Not specified	0	0	1	2	1	4	3	2	13
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	39.1%	54.5%	75.4%	68.1%	70.9%	87.1%
Inglewood	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Hawera	0.0%	34.8%	36.4%	18.0%	24.6%	23.3%	6.8%
New Plymouth	0.0%	43.5%	18.2%	21.3%	18.8%	10.5%	6.1%
Other	0.0%	0.0%	0.0%	1.6%	2.9%	2.3%	2.3%
Not specified	0.0%	0.0%	3.0%	3.3%	1.4%	4.7%	2.3%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

5. Hardware (including kitchen items, tools, paint, etc.)

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	12	16	45	46	65	107	16	308
Inglewood	0	0	0	0	0	0	0	0	0
Hawera	0	1	3	4	4	8	3	2	25
New Plymouth	0	11	12	14	20	9	9	2	77
Other	0	0	0	1	1	0	1	0	3
Not specified	0	1	3	4	2	7	15	6	38
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	52.2%	48.5%	73.8%	66.7%	75.6%	81.1%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawera	0.0%	4.3%	9.1%	6.6%	5.8%	9.3%	2.3%
New Plymouth	0.0%	47.8%	36.4%	23.0%	29.0%	10.5%	6.8%
Other	0.0%	0.0%	0.0%	1.6%	1.4%	0.0%	0.8%
Not specified	0.0%	4.3%	9.1%	6.6%	2.9%	8.1%	11.4%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

6. Home Appliances

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	6	15	30	38	60	96	15	261
Inglewood	0	0	0	0	0	0	0	0	0
Hawera	0	1	2	3	4	5	3	1	19
New Plymouth	0	15	15	30	26	16	20	3	125
Other	0	0	0	0	2	1	0	1	4
Not specified	0	1	2	4	5	10	17	4	43
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	26.1%	45.5%	49.2%	55.1%	69.8%	72.7%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawera	0.0%	4.3%	6.1%	4.9%	5.8%	5.8%	2.3%
New Plymouth	0.0%	65.2%	45.5%	49.2%	37.7%	18.6%	15.2%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	1.2%	0.0%
Not specified	0.0%	4.3%	6.1%	6.6%	7.2%	11.6%	12.9%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

7. Household furnishings

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	2	4	17	21	44	82	9	180
Inglewood	0	0	0	1	1	1	0	0	3
Hawera	0	1	4	4	4	4	3	0	20
New Plymouth	0	19	22	39	39	28	30	7	184
Other	0	0	0	1	1	1	0	1	4
Not specified	0	1	3	4	10	13	22	7	60
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	8.7%	12.1%	27.9%	30.4%	51.2%	62.1%
Inglewood	0.0%	0.0%	0.0%	1.6%	1.4%	1.2%	0.0%
Hawera	0.0%	4.3%	12.1%	6.6%	5.8%	4.7%	2.3%
New Plymouth	0.0%	82.6%	66.7%	63.9%	56.5%	32.6%	22.7%
Other	0.0%	0.0%	0.0%	1.6%	1.4%	1.2%	0.0%
Not specified	0.0%	4.3%	9.1%	6.6%	14.5%	15.1%	16.7%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

8. Sports and camping equipment

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	0	5	8	18	15	23	39	5	113
Inglewood	0	0	0	0	0	0	0	0	0
Hawera	0	1	4	4	3	8	3	1	24
New Plymouth	0	15	21	32	24	23	11	6	132
Other	0	0	1	1	2	1	2	0	7
Not specified	1	2	1	12	26	38	79	12	171
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	0.0%	21.7%	24.2%	29.5%	21.7%	26.7%	29.5%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawera	0.0%	4.3%	12.1%	6.6%	4.3%	9.3%	2.3%
New Plymouth	0.0%	65.2%	63.6%	52.5%	34.8%	26.7%	8.3%
Other	0.0%	0.0%	3.0%	1.6%	2.9%	1.2%	1.5%
Not specified	100.0%	8.7%	3.0%	19.7%	37.7%	44.2%	59.8%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

9. Toys, gifts, jewellery, handcrafts

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	0	5	7	25	22	35	67	10	171
Inglewood	0	0	0	0	0	1	0	0	1
Hawera	0	4	6	7	8	16	13	1	55
New Plymouth	1	17	23	39	41	32	25	8	186
Other	0	0	0	3	5	1	4	1	14
Not specified	0	1	1	2	5	16	36	9	70
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	0.0%	21.7%	21.2%	41.0%	31.9%	40.7%	50.8%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Hawera	0.0%	17.4%	18.2%	11.5%	11.6%	18.6%	9.8%
New Plymouth	100.0%	73.9%	69.7%	63.9%	59.4%	37.2%	18.9%
Other	0.0%	0.0%	0.0%	4.9%	7.2%	1.2%	3.0%
Not specified	0.0%	4.3%	3.0%	3.3%	7.2%	18.6%	27.3%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q2. Overall, in what district do you do the majority of your shopping?

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over	Not specified	Total
Stratford	1	7	10	39	40	67	112	15	291
Inglewood	0	0	0	0	0	0	0	1	1
Hawera	0	2	5	7	8	8	6	0	36
New Plymouth	0	14	17	14	19	10	9	5	88
Other	0	0	0	0	2	1	3	0	6
Not specified	0	0	1	1	0	0	2	2	6
Sample	1	23	33	61	69	86	132	23	428

	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 and over
Stratford	100.0%	30.4%	30.3%	63.9%	58.0%	77.9%	84.8%
Inglewood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawera	0.0%	8.7%	15.2%	11.5%	11.6%	9.3%	4.5%
New Plymouth	0.0%	60.9%	51.5%	23.0%	27.5%	11.6%	6.8%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	1.2%	2.3%
Not specified	0.0%	0.0%	3.0%	1.6%	0.0%	0.0%	1.5%
Sample	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

6.0 APPENDIX TWO: RAW TABLES – BUSINESS SURVEY

PART I: BUSINESS/ORGANISATION DETAILS

1a. Which type of industry is your business MAINLY involved in? (tick ONE only)

	Number	Percent
Primary Industries		
Fishing	0	0.0%
Agriculture (eg, farming)	2	5.3%
Horticulture	0	0.0%
Forestry (eg, production forest)	0	0.0%
Mining and quarrying	1	2.6%
Secondary Industries		
Manufacturing	2	5.3%
Wood and paper product manufacturing	0	0.0%
Engineering	1	2.6%
Electricity, gas and water supply	1	2.6%
Construction	2	5.3%
Tertiary Industries		
Wholesale trade	0	0.0%
Retail trade	12	31.6%
Tourism and hospitality	4	10.5%
Transport, distribution, logistics and storage	1	2.6%
Communication services	0	0.0%
Professional and business services	6	15.8%
Government services	0	0.0%
Education services	1	2.6%
Health and other social services	3	7.9%
Cultural and recreational services	1	2.6%
Personal services	0	0.0%
Other (specify)	1	2.6%
Not specified	0	0.0%
Total	38	100.0%

Other specified:

- Funeral directing.

1b. What goods/services does your business produce? (please describe and provide examples)

Goods/services specified:

- Accommodation - "flash-packer" lodge. Tours and transport - mainly SH43 area.
- Business and taxation advice.
- Consultancy services for energy advice and business, strategic and economic advice. Feasibility services, energy audits, energy supply negotiation, business planning and processes.
- Costumes for hire.

- Craft, haberdashery, wool and linen for retail.
- Curtains and blind sales and installations.
- Dental services.
- Earth moving, civil construction.
- Earthmoving/metal/digging.
- Event co-ordinating specializing in funeral services.
- Fat lambs. Wool and beef.
- Flooring, window treatments, manchester, giftware and furniture.
- Hairdressing services.
- Home appliance/beds and furniture.
- Legal services.
- Motel - accommodation provider.
- Motorcycle sales and repair.
- Organic bulk foods, supplements, homeopathy, aromatherapy, animal health, gifts and crafts, crystals, jewellery, skin care etc. Services; massage, reflexology, naturopathic consultation, acupuncture, reikie, aura readings, ear candling, hot stone massage, counselling.
- Real estate, rural and urban. Property management services.
- Rural retail. Farm merchandise.
- Sales of insurance products, maintenance of these ie, claims etc.
- Sell vehicles.
- Sign writing, heat pressing on fabric. Garden art.
- Tourism advertising.
- Transport.
- Travel services, insurance, foreign exchange and tour operations.
- Tyres - car, truck, tractor etc.
- Water treatment consulting. Water analysis - IANZ accredited laboratory. Water treatment chemicals and plants.
- We provide alcoholic refreshments.
- Wood (antiques).
- Workshop repairs and towing.

2a. Please outline your role in the business or organisation? (tick one only)

	Number	Percent
Sole trader	7	18.4%
Partner	7	18.4%
Manager	7	18.4%
Department/Section Manager	1	2.6%
Managing director	7	18.4%
Principal	4	10.5%
Company director	3	7.9%
Other	2	5.3%
Not specified	0	0.0%
Total	38	100.0%

Other specified:

- Office manager (x2).

2b. How many people do you currently employ on a full-time, part-time and casual basis? (including yourself, directors and contract staff)?

Full-time employees:

Sample	29
Minimum numbers of staff	1
Maximum numbers of staff	15
Total staff	130
Average number of staff	4.5

	Number	Percent	% ex non spec.
One staff member	9	23.7%	31.0%
Two staff members	2	5.3%	6.9%
Three staff members	4	10.5%	13.8%
Four staff members	5	13.2%	17.2%
Five staff members	2	5.3%	6.9%
Six staff members	2	5.3%	6.9%
Seven staff members	0	0.0%	0.0%
Eight staff members	0	0.0%	0.0%
Nine staff members	1	2.6%	3.4%
Ten staff members	0	0.0%	0.0%
11 to 15 staff members	4	10.5%	13.8%
16 to 20 staff members	0	0.0%	0.0%
Not specified	9	23.7%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Part-time employees:

Sample	22
Minimum numbers of staff	1
Maximum numbers of staff	5
Total staff	39
Average number of staff	1.8

	Number	Percent	% ex non spec.
One staff member	13	34.2%	59.1%
Two staff members	5	13.2%	22.7%
Three staff members	1	2.6%	4.5%
Four staff members	2	5.3%	9.1%
Five staff members	1	2.6%	4.5%
Not specified	16	42.1%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Casual/short duration/seasonal/temporary employees:

Sample	11
Minimum numbers of staff	1
Maximum numbers of staff	60
Total staff	77
Average number of staff	7.0

	Number	Percent	% ex non spec.
One staff member	5	13.2%	45.5%
Two staff members	3	7.9%	27.3%
Three staff members	2	5.3%	18.2%
Four staff members	0	0.0%	0.0%
Five staff members	0	0.0%	0.0%
Six staff members	0	0.0%	0.0%
Seven staff members	0	0.0%	0.0%
Eight staff members	0	0.0%	0.0%
Nine staff members	0	0.0%	0.0%
Ten staff members	0	0.0%	0.0%
11 or more staff	1	2.6%	9.1%
Not specified	27	71.1%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Total employees:

Sample	36
Minimum numbers of staff	1
Maximum numbers of staff	66
Total staff	246
Average number of staff	6.8

Note: Two respondents did not specify staffing levels.

	Number	Percent	% ex non spec.
One staff member	7	18.4%	19.4%
Two staff members	5	13.2%	13.9%
Three staff members	3	7.9%	8.3%
Four staff members	4	10.5%	11.1%
Five staff members	1	2.6%	2.8%
Six staff members	6	15.8%	16.7%
Seven staff members	1	2.6%	2.8%
Eight staff members	3	7.9%	8.3%
Nine staff members	1	2.6%	2.8%
Ten staff members	0	0.0%	0.0%
11 to 15 staff members	4	10.5%	11.1%
16 to 20 staff members	0	0.0%	0.0%
Over 21 staff members	1	2.6%	2.8%
Not specified	2	5.3%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

3a. What is the ownership of your organisation?

	Number	Percent
Local (ie, Stratford District)	31	81.6%
Regional (ie, Taranaki Region)	5	13.2%
National (ie, New Zealand)	3	7.9%
International	0	0.0%
Not specified	2	5.3%
Sample	38	

Note: Not additive as respondents companies could be owned in multiple categories

Percentage of ownership:

	Percent
Local (ie, Stratford District)	81.9%
Regional (ie, Taranaki Region)	9.7%
National (ie, New Zealand)	8.3%
International	0.0%
Sample	36

3b. Is your main place of businesses located at your home?

	Number	Percent
Yes	10	26.3%
No	28	73.7%
Not specified	0	0.0%
Total	38	100.0%

4. What is your business turnover? (tick appropriate box)

	Number	Percent
Under \$100,000	8	21.1%
\$100,000 to \$200,000	6	15.8%
\$200,001 to \$300,000	3	7.9%
\$300,001 to \$400,000	1	2.6%
\$400,001 to \$500,000	0	0.0%
\$500,001 to \$600,000	2	5.3%
\$600,001 to \$700,000	0	0.0%
\$700,001 to \$800,000	2	5.3%
\$800,001 to \$900,000	1	2.6%
\$900,001 to \$1 million	2	5.3%
\$1 million and one to \$2 million	4	10.5%
\$2 million and one to \$3 million	2	5.3%
\$3 million and one to \$4 million	1	2.6%
\$4 million and one to \$5 million	0	0.0%
\$5 million and one to \$10 million	1	2.6%
\$10 million and one to \$50 million	1	2.6%
Over \$50 million	0	0.0%
Not specified	4	10.5%
Total	38	100.0%

5a. What are your two main products/services in terms of sales?

	Number	Percent
Building/construction	4	10.5%
Farming/Agriculture	2	5.3%
Retail	21	55.3%
Service providers/business services	17	44.7%
Tourism	2	5.3%
Other	8	21.1%
Sample	38	

5b. What proportion of total sales comes from each of these?

Building/construction:

Sample	4
Minimum percentage	40.0%
Maximum percentage	60.0%
Total percentage	210.0%
Average percentage	52.5%

Products specified:

- Civil construction.
- Digging.
- Earthmoving.
- Flooring.

Retail:

Sample	21
Minimum percentage	10.0%
Maximum percentage	100.0%
Total percentage	1070.0%
Average percentage	51.0%

Products specified:

- Beds and furniture.
- Beer.
- Blinds.
- Bulk food
- Craft.
- Curtains.
- Farm merchandise.
- Furniture.
- Glass replacements and repairs.
- Home appliances.
- Jet skis.
- Linen.
- Motorcycles
- Plumbing materials.
- RTD's.
- Rural sales.
- Sales products
- Supplements
- Tyres.
- Urban sales.
- Vehicles sales

Service providers/business services:

Sample	17
Minimum percentage	15.0%
Maximum percentage	100.0%
Total percentage	1100.0%
Average percentage	64.7%

Products specified:

- Advertising.
- Advisory services.
- Business consultancy.
- Dental.
- Energy consultancy.
- Heat pressing.
- Insurance policies.
- Legal advice.
- Panel beating.
- Professional services.
- Service sales.
- Services.
- Signwriting.
- Towing.
- Transport.
- Water analysis – laboratory.
- Workshop.

Tourism:

Sample	2
Minimum percentage	50.0%
Maximum percentage	100.0%
Total percentage	150.0%
Average percentage	75.0%

Products specified:

- Accommodation.
- Hireage and admissions to Museum.

Other:

Sample	8
Minimum percentage	10.0%
Maximum percentage	90.0%
Total percentage	370.0%
Average percentage	46.3%

Products specified:

- Caskets.
- Compliance requirements.
- Domestic.
- Donations and grants.
- International.
- Labour.
- Metal.
- Water treatment chemicals and plant.

6a. Do you generate any revenue from exporting?

	Number	Percent
Yes	2	5.3%
No	36	94.7%
Not specified	0	0.0%
Total	38	100.0%

6b. If yes, what percentage of your total sales are exported?

Sample	2
Minimum percentage	20.0%
Maximum percentage	100.0%
Total percentage	120.0%
Average percentage	60.0%

PART II: ORGANISATION AND INDUSTRY TRENDS

The purpose of this section is to obtain your informed opinion about trends within your industry and their effect on your business/organisation.

7. How many full time and part-time employees do you expect to have one year from now and please list any reasons for this?

FULL-TIME STAFF

Sample	32
Minimum numbers of staff	0
Maximum numbers of staff	15
Total staff	130
Average number of staff	4.1

	Number	Percent	% ex non spec.
No staff members	4	10.5%	12.5%
One staff member	9	23.7%	28.1%
Two staff members	2	5.3%	6.3%
Three staff members	5	13.2%	15.6%
Four staff members	2	5.3%	6.3%
Five staff members	2	5.3%	6.3%
Six staff members	1	2.6%	3.1%
Seven staff members	1	2.6%	3.1%
Eight staff members	1	2.6%	3.1%
Nine staff members	1	2.6%	3.1%
Ten staff members	0	0.0%	0.0%
11 to 15 staff members	4	10.5%	12.5%
16 to 20 staff members	0	0.0%	0.0%
Not specified	6	15.8%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Change in employees from 2008 to 2009 (estimated) - full time

	Number	Percent	Average change (No of staff)
No of increases	7	21.9%	1.4
No of no changes	24	75.0%	n/a
No of decreases	1	3.1%	1
Sample	32	100.0%	

Please list any reasons for this

Comments for businesses reporting no expected changes in numbers of employees:

- Christchurch office to close when project completed and once new person to Stratford office.
- No change (x3).

Comments for businesses reporting an increase in expected numbers of employees:

- Expanding business structure to include many different services.
- Hopefully better quality of people available.
- New solicitor plus support person as busier than expected.
- We normally have five on the shop floor, currently looking for someone.

Comments for businesses reporting a decrease in expected numbers of employees:

- Economic downturn.

Comparisons with 2000 results:

	2008	2000	% change
Average numbers of staff	4.1	3.4	19.0%

PART-TIME STAFF

Sample	32
Minimum numbers of staff	0
Maximum numbers of staff	5
Total staff	30
Average number of staff	0.9

	Number	Percent	% ex non spec.
No staff members	14	36.8%	43.8%
One staff member	11	28.9%	34.4%
Two staff members	5	13.2%	15.6%
Three staff members	0	0.0%	0.0%
Four staff members	1	2.6%	3.1%
Five staff members	1	2.6%	3.1%
Not specified	6	15.8%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Change in employees from 2008 to 2009 (estimated) – part time

	Number	Percent	Average change (No of staff)
No of increases	1	3.1%	1
No of no changes	26	81.3%	n/a
No of decreases	5	15.6%	1
Sample	32	100.0%	

Comments for businesses reporting an increase in expected numbers of employees:

- Expanding business.

Comments for businesses reporting no expected changes in numbers of employees:

- No change.

Comments for businesses reporting an expected decrease in numbers of employees:

- Slow down of work.

Comparisons with 2000 results:

	2008	2000	% change
Average numbers of staff	0.9	2.3	-60.0%

CASUAL STAFF

Sample	32
Minimum numbers of staff	0
Maximum numbers of staff	60
Total staff	76
Average number of staff	2.4

	Number	Percent	% ex non spec.
No staff members	21	55.3%	67.7%
One staff member	6	15.8%	19.4%
Two staff members	2	5.3%	6.5%
Three staff members	2	5.3%	6.5%
Not specified	7	18.4%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

Change in employees from 2008 to 2009 (estimated) – casual

	Number	Percent	Average change
No of increases	2	6.3%	1
No of no changes	29	90.6%	n/a
No of decreases	1	3.1%	3
Sample	32	100.0%	

Comments for businesses reporting no expected changes in numbers of employees:

- No changes.

Comments for businesses reporting an increase in expected numbers of employees:

- Cleaning of accommodation lodge on casual basis.
- Slow down of work (*part time worker moving to casual worker*).

TOTAL STAFF

Sample	32
Minimum numbers of staff	1
Maximum numbers of staff	68
Total staff	236
Average number of staff	7.4

	Number	Percent	% ex non spec.
One staff member	6	15.8%	18.8%
Two staff members	3	7.9%	9.4%
Three staff members	5	13.2%	15.6%
Four staff members	3	7.9%	9.4%
Five staff members	0	0.0%	0.0%
Six staff members	4	10.5%	12.5%
Seven staff members	2	5.3%	6.3%
Eight staff members	2	5.3%	6.3%
Nine staff members	2	5.3%	6.3%
Ten staff members	0	0.0%	0.0%
11 to 15 staff members	4	10.5%	12.5%
16 to 20 staff members	0	0.0%	0.0%
Over 21 staff members	1	2.6%	3.1%
Not specified	6	15.8%	
Total	38	100.0%	100.0%

Note: % ex non spec. is the percentage with none specified responses removed

	Number	Percent	Average change
No of increases	6	18.8%	1.2
No of no changes	23	71.9%	n/a
No of decreases	3	9.4%	1.7
Sample	32	100.0%	

8a. What is the growth potential for your main products over the next five years?

	Number	Percent
Strong (>5% pa)	7	18.4%
Good (up to 5% pa)	19	50.0%
Static	7	18.4%
Decline	3	7.9%
Not specified	2	5.3%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
Strong (>5% pa)	18.4%	17.2%	6.8%
Good (up to 5% pa)	50.0%	31.9%	56.8%
Static	18.4%	29.3%	-37.2%
Decline	7.9%	3.4%	128.9%
Not specified	5.3%	18.1%	-70.9%

8b. Please list any reasons for this.

Comments for strong (>5% pa):

- Excellent quality products.
- Just beginning accommodation so will increase.
- More shareholders joining. Opening more stores.
- Needed service.
- People are choosing natural health as their first choice.

Comments for good (up to 5% pa):

- Better trained and more experienced staff, increased marketing share. Retirement of opposition.
- Business changeovers. New business starting.
- Death rate to increase.
- Excellent brand/reputation.
- Exposure and advertising.
- Increasing in population and most people enjoy a drink.
- Market will improve. Vendors will become more realistic.
- Needed Services.
- Payout above \$5.00.
- Refocusing within our business and continuation of demand for advisory and general compliance services.
- Tourism industry on rise.

Comments for static:

- Additional staff should assist growth.

Comments for decline:

- Economic downturn. More expensive product.
- Retiring one - too much bureaucracy.
- Too high a cost after farm gate.

9a. What is the growth potential for exports over the next five years?

	Number	Percent
Strong (>5% pa)	1	33.3%
Good (up to 5% pa)	0	0.0%
Static	1	33.3%
Decline	1	33.3%
<i>Not applicable</i>	13	
<i>Not specified</i>	15	
Total	3	

Comparisons with 2000 results:

	2008	2000	% change
Strong (>5% pa)	33.3%	21.4%	55.6%
Good (up to 5% pa)	0.0%	39.3%	-100.0%
Static	33.3%	28.6%	16.7%
Decline	33.3%	10.7%	211.1%

9b. Please list any reasons for this.

Comments for strong (>5% pa):

- Excellent quality products. Repeat clients and good word of mouth.

Comments for static:

None specified.

Comments for decline:

- Costs.

10. At a local level, what do you think will be the key trends in your industry over the next five years, and how will these affect your business? (please be specific)

Comments specified:

- As people tighten their belts economically, growth may slow.
- Constant demand for our industry services. No decline.
- Consumer confidence. Money - the availability of it.
- Dairy payout. Cost of farm inputs - fertilizer, fuel etc.
- Decline in stock numbers and increase in costs.
- Economic recession, which would have an effect on businesses not wanting to outlay on what they consider unnecessary expenditure. However, wise businesses will see the merit in investing in capital expenditure that will result in good paybacks and future savings in their energy costs.
- Following national trends for flooring concepts, adding to our product base with furniture etc.
- For growth to keep over-head expenses down.
- Greater number of motels in area.
- Growth of all services to be provided for a larger choice to consumers all under one roof. This has a potential to grow business excessively.
- Hopefully good service will win over the customer from large stores, ie, Warehouse and Spotlight. Good service - growth.

- I think a lot will depend on government policy initially. Depending on government as to change of legal age to purchase liquor, who knows?
- Increase in passing traffic.
- Less materials, same labour.
- More expensive products due to decline in value of NZ dollar. Reduced sales as a result.
- More funerals moving away from traditional venues ie, church, so we will be looking for alternative venues.
- Population drift from Auckland of 'white flight' retirees. Increasing rate take from councils in New Plymouth will see less Central Taranaki people moving to retire in New Plymouth. Alternative to retire in Stratford. Small industry/cottage industries will base themselves in Central Taranaki. Small tourism related industries will set up here as well ie, inbound.
- Quietening off due to economic conditions/pick up after one and half years.
- Recognition of importance of tourism industry.
- Some expenses to travel up.
- The price war between the large retail chains will get worse, so we will need to concentrate on our service in order to survive.
- The way the town is looking, hopefully more sales will be made with more people.
- This will depend on economic conditions and the property market. A heavy dependence on agricultural sector which still has good prospects.
- Trade Me.
- Unable to find professional health staff to adequately provide the service.
- We need a strong dairying industry and NZ dollar to be consistent.
- We work for farmers so if payout stays up we will work lots.

11a. In terms of your main supplies for your business (ie purchases) what proportion of your spending is local (ie within Stratford District, within the Taranaki Region and outside of the region (please tick appropriate box for each area)?

Local (Stratford District):

	Number	Percent
<25%	19	50.0%
25% - 50%	5	13.2%
51% - 75%	4	10.5%
76% - 99%	4	10.5%
100%	0	0.0%
Not specified	6	15.8%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	50.0%	27.6%	81.3%
25% - 50%	13.2%	13.8%	-4.6%
51% - 75%	10.5%	12.1%	-12.8%
76% - 99%	10.5%	16.4%	-35.7%
100%	0.0%	5.2%	-100.0%
Not specified	15.8%	25.0%	-36.8%

Regional (Taranaki):

	Number	Percent
<25%	16	42.1%
25% - 50%	11	28.9%
51% - 75%	2	5.3%
76% - 99%	1	2.6%
100%	1	2.6%
Not specified	7	18.4%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	42.1%	27.6%	52.6%
25% - 50%	28.9%	19.8%	46.0%
51% - 75%	5.3%	11.2%	-53.0%
76% - 99%	2.6%	6.0%	-56.4%
100%	2.6%	4.3%	-38.9%
Not specified	18.4%	31.0%	-40.6%

Outside of region:

	Number	Percent
<25%	5	13.2%
25% - 50%	7	18.4%
51% - 75%	9	23.7%
76% - 99%	8	21.1%
100%	2	5.3%
Not specified	7	18.4%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	13.2%	25.0%	-47.4%
25% - 50%	18.4%	10.3%	78.1%
51% - 75%	23.7%	2.6%	815.8%
76% - 99%	21.1%	12.9%	62.8%
100%	5.3%	6.9%	-23.7%
Not specified	18.4%	42.2%	-56.4%

Source of Purchases Comparison

Proportion of Purchases	Local	Region	Out of Region
<25%	19	16	5
25% - 50%	5	11	7
51% - 75%	4	2	9
76% - 99%	4	1	8
100%	0	1	2

11b. Please list any ways in which more supplies could be purchased locally (eg, having a certain type of local supplier, having cheaper supplies locally)

Comments specified:

- All our products are imported.
- Bring costs down for having more local suppliers.
- Clothing both ladies and menswear. Footwear. Another supermarket.
- Cost competitive supplies.
- Get rid of local tax's. Make Taranaki one district.
- Have our own brewing company.
- Labour is our major buy-in - therefore an adequate pool of talented and educated potential employees based locally.
- Local business need to provide quick service or supply if we are to use them.
- Local hardware, full trade rates.
- Local supplier will need to be able to distribute all over North Island.
- Need another heavy machinery man locally.
- No local suppliers - about 80% comes from overseas.
- Not applicable. Our suppliers are very specialised. Currently okay.
- Over-heads too high for some businesses to keep open.
- Suppliers providing competitive service and price.
- The need for more certified organic suppliers in which I can have contracts with for their goods.
- We buy local where we can. No potential to increase local supply as products specialised.
- We purchase all our incidental supplies, ie, stationery etc, locally. However, all our major suppliers are located in the metropolitan areas.
- What we purchase out of district is specialised products that we don't use enough of for some one to supply locally.
- Wholesale for linen products. This is the only products with purchase outside of region.

12a. In terms of sales for your business, what proportion of your sales is local (ie within Stratford District, within the Taranaki Region and outside of the region (please tick appropriate box for each area)?

Local (Stratford District):

	Number	Percent
<25%	7	18.4%
25% - 50%	9	23.7%
51% - 75%	6	15.8%
76% - 99%	11	28.9%
100%	1	2.6%
Not specified	4	10.5%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	18.4%	11.2%	64.4%
25% - 50%	23.7%	13.8%	71.7%
51% - 75%	15.8%	16.4%	-3.6%
76% - 99%	28.9%	16.4%	76.7%
100%	2.6%	6.0%	-56.4%
Not specified	10.5%	36.2%	-70.9%

Regional (Taranaki):

	Number	Percent
<25%	8	21.1%
25% - 50%	16	42.1%
51% - 75%	4	10.5%
76% - 99%	2	5.3%
100%	0	0.0%
Not specified	8	21.1%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	21.1%	23.3%	-9.6%
25% - 50%	42.1%	20.7%	103.5%
51% - 75%	10.5%	6.0%	74.4%
76% - 99%	5.3%	0.9%	510.5%
100%	0.0%	9.5%	-100.0%
Not specified	21.1%	39.7%	-46.9%

Outside of region:

	Number	Percent
<25%	19	50.0%
25% - 50%	6	15.8%
51% - 75%	0	0.0%
76% - 99%	1	2.6%
100%	1	2.6%
Not specified	11	28.9%
Total	38	100.0%

Comparisons with 2000 results:

	2008	2000	% change
<25%	50.0%	14.7%	241.2%
25% - 50%	15.8%	10.3%	52.6%
51% - 75%	0.0%	3.4%	-100.0%
76% - 99%	2.6%	6.9%	-61.8%
100%	2.6%	0.9%	205.3%
Not specified	28.9%	63.8%	-54.6%

Source of Sales Comparison:

Proportion of Sales	Local	Region	Out of Region
<25%	7	8	19
25% - 50%	9	16	6
51% - 75%	6	4	0
76% - 99%	11	2	1
100%	1	0	1

12b. Please list any ways in which more sales could be made outside of the district.

Comments specified:

- Advertising - word of mouth.
- Advertising through websites etc.
- As I can afford, I need to advertise more, and the Council could promote Stratford as a good place to stop when travelling.
- Business to expand.
- By placing more product on Trade me!
- Could, but not a target market outside of Taranaki.
- Don't want sales outside district.
- Don't want to go outside region. Busy enough. As it is customers wait for us to come.
- Have more outlets outside of the district.
- I am quite happy with the proportion of our sales that stays in the district, so I don't really want to make more sales outside of the district.
- Listing garden art on Trade Me. Selling heat pressed shirts on Trade Me.
- Lower costs.
- More awareness of our business.
- More branches, more staff.
- More frequent customer visits, referrals, cold-calls and strategic alliances.
- More promotion of tourism to region.
- N/a to our business. Other branches deal with sales outside region.
- Not applicable.
- To expand.
- Unknown.
- We have stores outside of our region, so I don't need to.
- Web site etc.
- Web site promotion.

12c. Please list any ways in which more sales could be made within the district.

Comments specified:

- A focus on achieving such by our business.
- Advertising, word of mouth.
- Advertising.
- Advertising. Regularly. Moving to a part of Broadway where more food traffic comes past.
- Business to expand.
- By reducing the amount of product from backyard merchants on Trade Me!
- Expand.
- Exposure.
- Extolling the virtues by advertising regularly to shop in your own district. Local money being spent locally will generate growth/jobs etc.
- Get New Plymouth District Council and Stratford District Council to deal with local suppliers! (Currently do more work for Wanganui District Council than New Plymouth District Council and Stratford District Council combined).
- Get rid of attitude.
- I don't want to sound politically incorrect, but people could drink more and have more parties. Celebrate!

- I want to be able to convey to more customers how important I believe our back-up service is, which is our best tool to compete in our buoyant market, which in turn would convert to more sales.
- Keep the public informed as to who you are and what business you are in.
- Locals promoting local activities to family and friends; accompanying family and friends. Supporting local heritage.
- Longer hours.
- Marketing.
- Me going and looking for business. Advertising.
- More frequent customer visits, referrals, cold-calls and strategic alliances.
- Please do not ever put in a traffic by-pass. I rely on through traffic for extra sales.
- Providing a high standard of service.
- Support from the local community.
- Unknown.

13. Please list the strengths and opportunities of Stratford as a place to be involved in business and what should be done to maximise these.

Strength/Opportunity	Action to be taken (by whom)
Accessible shops.	<ul style="list-style-type: none"> No barriers for customers.
Central in region. Not far for most people on skirting boundaries to come here. Much closer than New Plymouth.	<ul style="list-style-type: none"> Supporting sound business plans of local business owners to create complexes that will have people outside Stratford coming here. (Venture Taranaki, Business Association, Council).
Central location.	<ul style="list-style-type: none"> Combined approach by Local Government, Central Government, Business Association, Venture Taranaki with private businesses.
Central to a strong industry - dairy.	
Central to Taranaki.	<ul style="list-style-type: none"> More positive I-site and CTTN to work better with Venture Taranaki.
Central, space.	
Central.	
Close to National Parks.	<ul style="list-style-type: none"> More positive I-site and CTTN to work better with Venture Taranaki.
Close to New Plymouth.	<ul style="list-style-type: none"> Keep up-to-date within what's on to "piggy-back" on events and be involved.
Cold winter climate good for business.	
Conference Centres.	
Convenience of getting to/from office and customers quickly and simply.	
Cost of set-up and operation low.	
Dairy farming in district.	
Develop community services and sporting facilities.	
Excellent retail centre.	
Expand tourism.	<ul style="list-style-type: none"> Venture Taranaki.
Farming community.	
Farming.	<ul style="list-style-type: none"> Could be 'tourist mecca'.
For tourism: Close to Mount Egmont.	<ul style="list-style-type: none"> Continue to maintain paths (DOC).
Friendliness passionate inhabitants.	<ul style="list-style-type: none"> Advertising by Stratford District Council.
Friendly service.	<ul style="list-style-type: none"> Keep it up!
Generate events.	<ul style="list-style-type: none"> Venture Taranaki and Council.
Good central location.	
Good facilities	<ul style="list-style-type: none"> Combined approach by Local Government, Central Government, Business Association, Venture Taranaki

Strength/Opportunity	Action to be taken (by whom)
	with private businesses.
Good local spirit and communication between Council and local businesses. Supportive Council.	
Good parking.	<ul style="list-style-type: none"> • Don't charge and don't ticket.
Good roads.	
Good strong community.	
Good tourist area	<ul style="list-style-type: none"> • Hoteliers, restaurants.
Growing population	<ul style="list-style-type: none"> • Men and women everywhere.
Has things in place.	
Information Centre that's easily accessible.	<ul style="list-style-type: none"> • Up-to-date information (staff) provided.
Low rents	
Lower overheads.	
Lower rates re lower expenses - more competitive.	<ul style="list-style-type: none"> • Stratford District council.
More vibrant CBD/market days etc.	
Mountain attracts skiers and adventurers. Potential for cottage industries.	
Not a freezing works town - low crime.	<ul style="list-style-type: none"> • Advertising by Stratford District Council.
People looking for work.	
Quiet place to live.	
Reasonable cost for employee accommodation.	
Relatively cheap housing.	<ul style="list-style-type: none"> • Combined approach by Local Government, Central Government, Business Association, Venture Taranaki with private businesses.
Relatively drought free/climate.	<ul style="list-style-type: none"> • Advertising by Stratford District Council.
Services wide catchment area.	
Small community for networking.	
Socio demographics, ethnicity and stability.	<ul style="list-style-type: none"> • Advertising by Stratford District Council.
Solid farming base.	<ul style="list-style-type: none"> • Ensure all needs are met, so people can do their business in Stratford.
Sporting community.	
Stable staff.	
Steady/strong economic rural base.	<ul style="list-style-type: none"> • Advertising by Stratford District Council.
Strong community spirit.	<ul style="list-style-type: none"> • More business association promotions.
Strong rural influence.	<ul style="list-style-type: none"> • Look after the farmers!

Strength/Opportunity	Action to be taken (by whom)
Suppliers need to be competitive.	• Retailers.
Tourism is not exploited.	
Tourism.	
Very central to region.	

14. Please list the weaknesses and threats of Stratford as a place to be involved in business and what should be done to minimise or eliminate these weaknesses/threats

Weakness/threat	Action to be taken (by whom)
Backyard Trade Me merchants.	
Being taken over by other providers nearby.	
Building owners failing to maintain buildings.	<ul style="list-style-type: none"> • Building owners.
Businesses leaving CBD - CBD becomes disjointed.	
Climate - rainfall - winter.	<ul style="list-style-type: none"> • Nothing.
Clothing/shoes.	
Communications/Broadband speed?	<ul style="list-style-type: none"> • Telecom.
Council (costs).	<ul style="list-style-type: none"> • Council.
Council (rates).	<ul style="list-style-type: none"> • Council.
Decline of people in the area through job losses.	
Defensiveness.	<ul style="list-style-type: none"> • Combined approach by Local Government, Central Government, Business Association, Venture Taranaki with private businesses. Combined approach including funding from all sources.
District Council.	<ul style="list-style-type: none"> • Us, the ratepayer.
Drift of knowledge out of community.	
Economy relies on farmers spending their money here.	<ul style="list-style-type: none"> • Enticing other spenders here as well especially those from South Taranaki (All of us).
Isolated.	<ul style="list-style-type: none"> • Roding up-grades (Transit).
Isolation.	
Lack of action.	<ul style="list-style-type: none"> • Combined approach by Local Government, Central Government, Business Association, Venture Taranaki with private businesses. Combined approach including funding from all sources.
Lack of consistent promotion.	<ul style="list-style-type: none"> • Regular advertising to attract potential business operations.
Lack of population.	
Lack of shopping variety.	
Large shopping complexes.	<ul style="list-style-type: none"> • Elsewhere.
Larger chain businesses pushing out smaller, locally owned businesses.	<ul style="list-style-type: none"> • Capping what types of chain industries we want here (Businesses Association and Council).

Weakness/threat	Action to be taken (by whom)
McDonalds' fast food.	
Nervousness.	<ul style="list-style-type: none"> • Combined approach by Local Government, Central Government, Business Association, Venture Taranaki with private businesses. Combined approach including funding from all sources.
No enough visual advertising eg, re forgotten highway.	<ul style="list-style-type: none"> • More visual. Photos of areas of interest on highway at entrance to both ends of town. Plus visual advertising of other areas of interest. People just drive through, we must stop them.
No major industry for employment opportunities.	<ul style="list-style-type: none"> • Need to encourage business by promoting benefits of Stratford area.
None - be positive.	
Not enough range.	<ul style="list-style-type: none"> • Hard to control.
Not user friendly Council and policies.	<ul style="list-style-type: none"> • More positive District Council staff to assist new business.
Other towns.	<ul style="list-style-type: none"> • Marketing edge be promoted.
People still have to shop outside.	<ul style="list-style-type: none"> • Not able to stock all items required.
Perception about our weather.	
Perceptions by New Plymouth District Council that our business is backward.	
Poor customer service.	
Question over lifestyle and retirements plans.	
Ratepayers money wasted on main street, fix water, sewerage and roads.	<ul style="list-style-type: none"> • Stratford District Council.
Rates - high.	<ul style="list-style-type: none"> • Council subsidy?
Retailers too expensive.	<ul style="list-style-type: none"> • Local businessmen.
Small community, not all shopping for families can be done in Stratford.	
Some scruffy looking shops.	<ul style="list-style-type: none"> • Landlords/owners need to modernise.
South of Burgess Hill.	<ul style="list-style-type: none"> • Represented at region meetings.
There are too many salons in Stratford that have been let open in the last four months. Two new salons were able to open and we already had five?	
There is a threat of people moving to live and only travelling for work.	
Tourism not developed enough.	
Town itself is small. Small range of products especially retail.	
Urban drift.	

Weakness/threat	Action to be taken (by whom)
We are a small town. Small town just can't have everything businesses need. I accept that and live with it.	
Weather extremes.	<ul style="list-style-type: none">• One of those things we live with.

15. Please list any other issues positive and negative in relation to economic and business development in Stratford? (please be specific)

Comments specified:

- Business owners tend to be reserved in their outlook, rather than expansive and extroverted. If they could realise their potential and invest in that, it would lift business development in Stratford as a whole.
- Get rid of the Stratford District Council.
- I don't see any major disadvantages being in business in Stratford. We have a very strong rural influence, which in tough retail times, certainly makes things easier, especially when the payout for farmers is good.
- I think a negative, not just here in Stratford, but nationally is the attitude of some who feel that if a business that supplies alcohol is asked not to sponsor anything to do with children's activities, because it is not socially acceptable. We are not here to corrupt, but are just a part of society. Alcohol does get a bad rap from the actions of the minority through violence and social misbehaviours, but adults have to make their own decisions.
- I think it is wonderful that the Information Centre try to know what businesses and services are available. This is a service all local businesses should take advantage of.
- Information sharing - newsletters are good, but for up-to-date business information, I suggest email newsletters as well.
- It has a positive business association with strong membership. Although members, some businesses need to get more involved with Business Association.
- Main Street parking is a nightmare and dangerous. Stop wasting ratepayers money on substandard prettiness and address our heavy traffic flow through town. Some one will die on that Main Street before long. We now have traffic jams????
- Need - approaches to business - in person - by council - what are your issues and how can community help. not a sizeable base or financial pool to compete and find programmes - static rural population/or declining.
- People tend to drive through Stratford instead of stopping, so we need to get their attention so they stop.
- Promote the town ie, value of sections, cost of living/rates, schools, district facilities ie, covered pool (heated), library, sporting fields, parks, trails, retirement homes, wide streets, free parking, unpolluted water/air, resourceful people and friendly.
- Staff don't want to live in town. Poor services - expensive rubbish collection, poor water etc. Shops - retailers charge too much.
- Stop spending, budget.
- The Broadway upgrade has done nothing to enhance the business district. It still looks drab.
- The Council need to be more helpful, positive and hands on for helping new businesses (especially with RMA).
- Whatever you do, don't put in by-pass for Stratford.

16a. What role(s) do you feel the Stratford District Council should play in helping to further develop your industry in Stratford? (please be specific)

Comments specified:

- Advertise for locals to buy "local".
- Advertising, promotion and marketing.
- An interest in No.1 highway. Push Mount Taranaki tramping, accommodation, skiing and rock climbing. Conference facilities need exposing more, we have a number that are first class.
- Be encouraging - not too hung up on consents and red tape.
- By being proactive and promoting Stratford.
- Economic development agency to facilitate and administer a joint approach to marketing the district.
- Engage Watts Projections Limited in feasibility studies of projects and ideas gained from this survey.
- I don't believe there is anything specific that the council can do to enhance our particular business.
- Instead of sending people to New Plymouth tell public about Stratford.
- Keep consent process speedy that's all. Council there to govern, not participate in business.
- Keeping people from going through to New Plymouth all the time.
- Low interest loans for capital development of established businesses employing multiple staff.
- None. A good businessman will develop his own business.
- Promote and attract new business into Stratford. Encourage more business to take on more young trainees.
- Refer my core business to my customers who are paying rates to fund the Information Office ie, accommodation, plane and bus bookings etc.
- Stop excessive spending.
- Stratford District Council has always been supportive in developing our business.
- Support various organisations.
- Talk to individual owners of businesses one on one and really listen to what we can do to bring people here to spend their money. Show full support and help with the upgrades of these Main Street buildings to make them earthquake safe. Where buildings could then be fully utilised. Help with costs, instead of lumping it on owners. I have a great plan to enhance my business in this town if someone's ready to listen.
- To cap the rates and stop expensive spending. We have no money tree for excessive spending.
- Work closely with Venture Taranaki Trust. Increase funding through community grants.

16b. Please list any other ideas to enhance business and the community in the district? (please be specific)

Comments specified:

- Could spend a day out.
- Keep Main Street tidy and clean - sweep with occasional water blast. Keep empty shops looking okay, even if not in use. Better sign posts for toilets. Try to encourage locals to park on Juliet and Miranda Streets, leaving main road for visitors who don't know where else to park. Keep rates reasonable!
- Make it more attractive to keep business here (like costs).
- Manufacturing and engineering businesses (new) requires good space available on the Main Road with easy vehicle access and very good visibility. Fix up Stratford District Council website - bit drab. Promote business on this. Get a new logo. "In the Heart of Taranaki" says nothing about anything. Business Development Person should be targeting large manufacturing businesses. Target trampers, climbers, tourists etc and promote the outdoor experience and closeness and scenery. Fix public transport to New Plymouth. Website needs a complete section of good quality photos throughout the district - people, scenery, industry etc. Promote sports events.
- Marketing/advertising. Continue the 'new look' upgrade of welcome signs, lights, roundabouts and more seating. Elizabethan/Shakespearean image, increased signs of free parking, toilet facilities, children's playgrounds etc. Keep the momentum going as the street of Broadway is attracting favourable comments from visitors and reps!
- Maybe we need a facility where we can host concerts and the like (outside venue). New Plymouth captures them all. Something along the lines of the bowl in New Plymouth. Maybe then we could bring some big acts etc here!!
- More local and national promotions. Positive press instead of negative as has been occasionally. Make most of events that pass through, ie, Americana rally etc, instead of negativity.
- More positive advertising about Stratford as a place to visit, stay or live to work. Venture Taranaki needs to be a great part of CTTN. More positive outlook to the future from some Council staff in positions that could help new business or expanding ones.
- Need to bring events to Stratford. All hotels, motels, eateries, fuel stations etc, should be charged a levy to promote events in Stratford eg, galas, shows, bands, garden treks etc.
- Promote and attract new business into Stratford. Encourage more business to take on more young trainees.
- So tell me now how can you put my name in the draw for one of the 5 - 100 petrol vouchers when there is no place on this form for put my business name of identification? Suggest you get an independent proof reader to check over your work in future.
- Stratford as good place to visit for cafes and general shopping, central and friendly and free parking!
- The speakers in Broadway should be used to advertise local events eg, at Christmas Parade last weekend the crowd could have been informed about the Stratford photo competition calendar launch and duck races that were on later that day.
- To bring costs down for small business to enable them to expand.
- Working together - all sectors need to acknowledge how important working towards common goal of safe, enjoyable community is.

7.0 DISCLAIMER

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