

**Faversham
2017 Town Benchmarking Report**



December 2017

Executive Summary

GENERAL

Retail Offer

- ❖ Replicating the National Small Towns figure, 52 % of the occupied ground floor units in the defined town centre area are A1 Shops.
- ❖ 79% of the A1 Shops in Faversham mainly sell comparison goods, which is similar to the National (82%) and Regional (82%) averages.
- ❖ 71% of the A1 Shops in the town centre are unique to Faversham, higher than the National average of 66%.
- ❖ Only 19% of the A1 Shops have a nationwide presence, 7% lower than the National average.

Visits

- ❖ 30% of Town Centre Users generally visited Faversham for ‘Convenience Shopping’.
- ❖ 28% of Town Centre Users reported that they generally visited for ‘Leisure’ activities, 17% higher than the National figure.
- ❖ In terms of frequency, 85% of Town Centre Users visited Faversham at least once a week, 8% higher than the National Small Towns average.

Car Parking

- ❖ On a Market Day 27% of all car parking spaces were vacant during the audit, 4% lower than the National Small Towns average.
- ❖ Just over half of respondents (53%) stayed in the town centre for 1-2 hours.
- ❖ Nearly two-thirds of respondents travelled into Faversham town centre ‘On Foot’, double the National Small Towns average. 33% travelled by ‘Car’.
- ❖ Just over two-thirds of Town Centre Users spent £10.01-£20.00 on a normal visit to Faversham, similar to the National Small Towns figure of 32%.

Local Town

- ❖ Over half of Businesses reported that their customers lived within 10 miles of Faversham.
- ❖ 67% of Businesses rated ‘Potential Local Customers’ as a positive aspect of trading in Faversham.

POSITIVE

Recommendation

- ❖ 85% of town centre users would recommend a visit to the town centre, 26% higher than the National Small Towns average.

Vacancy Rates

- ❖ Commercial unit vacancy rates in the defined town centre area at the time of the audit were 6%, lower than the National Small Towns (9%) and South East Small Towns (7%) averages. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

Footfall

- ❖ The average footfall figure of 217 persons per ten minutes was considerably higher than National figure of 98. Similarly footfall was higher on the Non-Market Day (127) in Faversham compared to the National Small Towns (86), Regional (89) and Typology (121) averages.

Convenience/ Ease/ Access

- ❖ Just under three-quarters of Town Centre Users reported that 'Convenience e.g. near where you live' (74%) was a positive aspect of Faversham.
- ❖ 'Ease of walking around the town centre (67%) was classed as a positive aspect of Faversham by Town Centre Users.
- ❖ 66% of Town Centre Users reported that 'Access to Services' was a positive aspect.

Markets

- ❖ 72% of Town Centre Users indicated 'Markets' were a positive aspect of Faversham 47% higher than the National Small Towns average.

Physical Appearance

- ❖ 69% of Town Centre Users rated 'Physical Appearance' as a positive aspect, 33% higher than the National Small Towns average. 58% of Businesses indicated that 'Potential Local Customers' were a positive aspect of Faversham.

Cafes/ Restaurants

- ❖ 'Cafes/ Restaurants' (62%) were also classed as positive aspect of Faversham by Town Centre Users, 30% higher than the National average.

ROOM FOR IMPROVEMENT

Car Parking

- ❖ On a Non-Market-Day the car parking vacancy figure increased to 47%, 10% higher than the National figure. To place the data in further context, at a British Parking Association Conference in 2016 a vacancy figure of 15% was cited as a baseline figure.
- ❖ 36% of Town Centre Users stated that 'Car Parking' was a negative aspect of Faversham. The need for 'Cheaper Car Parking' and the 'Removal of Yellow Lines in Guildhall' were themes to emerge from qualitative feedback.
- ❖ 54% of Businesses reported that 'Car Parking' was a negative aspect of the Faversham.

Retail Offer

- ❖ 60% of Town Centre Users rated 'Retail Offer' as a negative aspect of Faversham, 7% higher than the National Small Towns average. Qualitative suggestions highlighted the need for 'More Clothes Shops', 'Less Charity Shops', 'Less Empty Shops', 'Better Variety of Shops' and 'More Support for Independent Traders'.

Public Seating

- ❖ A key theme to emerge from the qualitative suggestions provided by Town Centre Users was the need for 'More Public Seating.'

Competition for Businesses

- ❖ 'Competition from out of town shopping' (46%), 'Competition from Internet' (38%) and 'Local Business Competition' (33%) were classed as negative aspects of trading in Faversham town centre.

Introduction

The Approach

The People and Places Insight Limited Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small-Town analysis. **Faversham** with **204** units is classed as a **Small** Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and Typology context. Regional figures are an amalgamation of the data for all the towns which participated in Benchmarking in 2016 for a specific region whilst the National figures are an amalgamation of all the Small towns which contributed to the system in 2016. The Typology figure refers to a piece of work commissioned by Action for Market Towns from Birkbeck University in 2008, where all towns in England were typologised in 8 categories according to their socio-demographics. **Faversham** is classed as a **Typology 2** town, a description of which is highlighted below; (Please note these are generic fits and all aspects may not fully represent individual towns)

Group 2: Single Persons, Routine Jobs

261 places (16.3%)

Group 2 : Single Persons, Routine Jobs

Places in this group are particularly characterized by persons living alone (separated/divorced and pensioners), as well as people in routine and lower supervisory and managerial occupations and people living in rented accommodation. Car ownership is low whilst travel to work by public transport is relatively high. Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.



The Reports

The People and Places Insight Limited Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- ❖ benchmark clusters of towns to ascertain high performers / under achievers
- ❖ understand their locality in a Regional, National and Typology context
- ❖ measure town centre performance year on year
- ❖ identify strengths, weaknesses, and opportunities for improvement
- ❖ measure the impact of initiatives and developments within the town centre
- ❖ act as an evidence base for funding applications
- ❖ create an action plan for town centre improvements

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey
KPI: Commercial Units; Comparison/Convenience	Visual Survey
KPI: Commercial Units; Trader Type	Visual Survey
KPI: Commercial Units; Vacancy Rates	Visual Survey
KPI: Markets	Visual Survey
KPI: Footfall	Footfall Survey on a Market Day and a Non-Market Day
KPI: Car Parking	Audit on a Market Day and a Non-Market Day
KPI: Business Confidence Surveys	Hand delivered/ online Surveys
KPI: Town Centre Users Surveys	Online Survey
KPI: Shoppers Origin Surveys	Distributed with Business Confidence and Town Centre Users Surveys

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

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

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

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where

		no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis (Unique Establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 190 occupied units recorded.

	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
A1	52	47	52	56
A2	14	17	9	13
A3	8	9	10	8
A4	4	4	4	3
A5	5	5	4	4
B1	3	5	5	2
B2	1	0	0	1
B8	0	0	0	0
C1	1	1	1	1
C2	0	0	1	0
C2A	0	0	1	0
D1	6	5	6	6
D2	1	1	2	1
SG	6	7	7	5
Not Recorded	0	1		0

Replicating the National Small Towns figure, 52 % of the occupied ground floor units in the defined town centre area are A1 Shops.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- ❖ food and non-alcoholic drinks
- ❖ tobacco
- ❖ alcohol
- ❖ newspapers and magazines
- ❖ non-durable household goods.

2. **Comparison goods** – all other retail goods.

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

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

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

	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Comparison	82	78	79	82
Convenience	18	22	21	18

79% of the A1 Shops in Faversham mainly sell comparison goods, which is similar to the National (82%) and Regional (82%) averages.

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

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

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

	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2%
Key Attractor	7	5	3	10
Multiple	20	29	17	18
Regional	10	8	8	10
Independent	63	57	71	62

71% of the A1 Shops in the town centre are unique to Faversham, higher than the National average of 66%. Only 20% of the A1 Shops have a nationwide presence, 7% lower than the National average.

KPI; COMMERCIAL UNITS VACANCY RATES

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

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

	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Vacancy	9	7	6	7

Vacancy rates in the defined town centre area at the time of the audit were 6%, lower than the National Small Towns (9%) and South East Small Towns (7%) averages. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

KPI; MARKETS

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

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

	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2%
Market Traders	15	11	17	33

At the Friday Market 17 traders were present, slightly higher than the National Small Towns average. (15)

KPI: FOOTFALL

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

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

	Nat. Small Towns	South East Small Towns	Fav.	Typ. 2
Market Day	98	128	217	198
Non-Market Day	86	89	127	121

The average footfall figure of 217 persons per ten minutes was considerably higher than National figure of 98. Similarly, footfall was higher on the Non-Market Day (127) in Faversham compared to the National Small Towns (86), Regional (89) and Typology (121) averages.

The following table provides a breakdown of all the footfall counts in the town centre.

Faversham Town Council to Ollie Bongo			
Market Day: 19/10/17		Non-Market Day: 27/09/17	
10.00-10.10	206	10.00-10.10	136
11.00-11.10	224	11.00-11.10	133
12.00-12.10	221	12.00-12.10	113
TOTAL	651	TOTAL	382
AVERAGE	217	AVERAGE	127

Alexandra Centre to Spice Lounge			
Market Day: 19/10/17		Non-Market Day: 27/09/17	
10.20-10.30	113	10.20-10.30	94
11.20-11.30	123	11.20-11.30	102
12.20-12.30	134	12.20-12.30	108
TOTAL	370	TOTAL	304
AVERAGE	123	AVERAGE	101

KPI: CAR PARKING

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

The following tables provide a summary of the Car Parking offering broken down into the;

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

A list of the Car Parking Audit information is available in the Appendix.

	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Car Park:				
Total Spaces:	84	76	91	87
Short Stay Spaces: (4 hours and under)	29	21	72	48
Long Stay Spaces: (Over 4 hours)	61	54	23	49
Disabled	7	4	5	3
Not Registered	4	21	0	0
Vacant Spaces on a Market Day:	35	18	28	24
Vacant Spaces on a Non-Market Day:	40	25	50	36
On Street:				
Total Spaces:	16	24	9	13
Short Stay Spaces: (4 hours and under)	82	87	99	86
Long Stay Spaces: (Over 4 hours)	12	7	0	6
Disabled	6	7	1	7
Not Registered	1	0	0	2
Vacant Spaces on a Market Day:	15	7	10	16
Vacant Spaces on a Non-Market Day:	20	20	10	16

Overall	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	38	36	74	53
Long Stay Spaces: (Over 4 hours)	53	43	21	43
Disabled	7	5	5	4
Not Registered	3	16	0	0
Vacant Spaces on a Market Day:	31	15	27	23
Vacant Spaces on a Non-Market Day:	37	23	47	24

91% of all the parking provision in the defined town centre is based in off street car parks.

On a Market Day 27% of all car parking spaces were vacant during the audit, 4% lower than the National Small Towns average. On a Non-Market Day, the figure increased 20%, 10% higher than the National figure. To place the data in further context, at a British Parking Association Conference a vacancy figure of 15% was cited as a baseline figure.

KPI: BUSINESS CONFIDENCE SURVEY

In regards to the ‘business confidence’ by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the 30 returned Business Confidence Surveys.

	National Small Towns %	South West Small Towns %	Fav. %	Typ 2 %
Nature of Business				
Retail	63	71	37	63
Financial/ Professional Services	12	11	20	15
Public Sector	2	1	n/a	2
Food and Drink	13	11	13	8
Accommodation	1	1	0	2
Other	9	4	30	10
Type of Business				
Multiple Trader	10	13	10	4
Regional	8	18	3	6
Independent	82	69	87	90
How long has your business been in the town				
Less than a year	6	8	7	3
One to Five Years	22	22	21	24
Six to Ten Years	13	16	25	15
More than Ten Years	58	54	46	59

87% of the Businesses who responded to the survey were unique to Faversham and nearly half (46%) had been based in the town for ‘More than Ten Years’.

Compared to last year has your turnover	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Increased	38	42	27	39
Stayed the Same	31	30	46	29
Decreased	31	28	27	32
Compared to last year has your profitability				
Increased	31	33	32	36
Stayed the Same	35	35	36	27
Decreased	34	33	32	37
Over the next 12 months do you think your turnover will				
Increase	44	51	33	36
Stay the Same	38	35	46	37
Decreased	19	14	21	27

46% of Businesses reported that compared to last year their turnover had ‘Stayed the Same’ with 36% indicating profitability had also ‘Stayed the Same’.

In terms of confidence, 36% stated that they expected turnover to ‘Increase’ over the next year and 37% ‘Stay the Same’.

What are the positive aspects of the Town Centre?	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Physical appearance	44	51	58	49
Prosperity of the town	39	55	35	42
Labour Pool	10	17	7	8
Geographical location	39	57	58	43
Mix of Retail Offer	40	42	27	50
Potential tourist customers	36	29	42	49
Potential local customers	77	79	65	80
Affordable Housing	15	22	4	11
Transport Links	34	53	62	19
Footfall	26	15	23	24
Car Parking	32	20	19	24
Rental Values/ Property Costs	16	9	23	17
Market (s)	14	8	38	28
Events/ Activities	22	13	38	26
Marketing/ Promotions	10	6	15	8
Local Partnerships/ Organisations	17	24	27	15
Other	3	2	19	1

67% of Businesses rated 'Potential Local Customers as a positive aspect of trading in Faversham. 'Transport Links' (62%), 'Geographical Location' (58%) and 'Physical Appearance' were all classed as positive aspects and higher than the National Small Towns averages.

What are the negative aspects of the Town Centre?	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Physical appearance	22	18	17	7
Prosperity of the town	29	28	12	20
Labour Pool	14	18	12	10
Geographical location	7	8	0	4
Mix of Retail Offer	21	30	25	13
Number of vacant units	41	44	29	40
Potential tourist customers	11	17	0	3
Potential local customers	3	1	0	4
Affordable Housing	10	20	25	6
Transport Links	14	9	0	32
Footfall	20	18	29	18
Car Parking	50	38	54	56
Rental Values/ Property Costs	29	17	21	42
Market (s)	10	15	12	5
Local business competition	17	11	33	18
Competition from other localities	25	31	17	16
Competition from out of town shopping	40	46	46	31
Competition from the internet	37	47	38	44
Events/ Activities	7	10	4	8
Marketing/ Promotions	5	7	4	7
Local Partnerships/ Organisations	2	5	12	1
Other	6	7	8	10

54% of Businesses reported that ‘Car Parking’ was a negative aspect of the Faversham with 46% indicating ‘Competition from out of town shopping’, 38% ‘Competition from Internet’ and 33% ‘Local Business Competition’.

Additional Questions

Does your business receive business rate relief?	%
Yes	68
No	32

68% of town centre based Businesses received 'Business Rate Relief'.

Which ONE of the options best describes your customer base?	%
Faversham Residents	26
Customers living within 10 miles of Faversham	26
Customers living 10 to 30 miles from Faversham	19
Customers based all over the country	19
Other	11

Over half of Businesses reported that their customers lived within 10 miles of Faversham.

What two suggestions would you make to improve the town's economic performance?

Please note that all comments are copied verbatim and may include grammatical errors.

The key theme to emerge from the Business suggestions was improvements to 'Car Parking'.

Key

Car Parking

- ❖ Parking is of a priority especially some free parking Inducements to bring new shops etc into Faversham
- ❖ Ensure that a BID is NEVER put into place in Faversham, as it will simple drain more money from local businesses. This has already failed in the early stages once before & the new FTA is already doing a FAR better job than a 'jobs for the boys' PRIVATELY run (council backed ((it is!!)) scheme could!)
- ❖ Less charity shops and more retail shops in the town.
- ❖ Do not put the market stalls right in front of the shops e.g. stall selling pet things right in front of the pet store. Town parking is awful, parking is too expensive for people so they park around the town and again block the shops.
- ❖ Appoint an officer dedicated to providing business support to Faversham businesses. Make marketing of Faversham Kent wide.

- ❖ Maybe look at traffic restrictions. Allow a couple of chain shops in.
- ❖ Make businesses easier to access for deliveries. [Lower parking costs so people pay to park rather than park in town blocking business access.](#)
- ❖ Shops staying open later- not closing at 4pm. More positive attitude in shops- not being told we are closing down soon.
- ❖ Run a workshop that helps businesses understand how to make the most of events that bring visitors to the town, especially in regard to encouraging return visits or engaging with town businesses for which return visits wouldn't apply (for instance professional services companies like our own)
- ❖ 2) Create a mechanism allowing ALL businesses to take advantage of the exposure created by ALL events run in the town (third one is give people the chance to explain why they chose what they chose when answering questions 15 and 16)
- ❖ Share business rates out more fairly. It just seems a few of us that carry the rest. Joined up advertising financially supported by town and Swale council
- ❖ [Better Rate Car Parking.](#) Cheaper Shop Rents to Fill up any empty shops - no more charity shops , lets get shops in that we havent already got . No BIG chains.
- ❖ [More affordable parking with free 'after school' periods to encourage people into town, policed by less vicious parking wardens. The town is getting a reputation as a difficult place to park.](#) The town council has purchased what is probably the most prominent shop in town and it largely stands empty or houses temporary, scruffy looking exhibitions and pop up shops. It really looks terrible, if it is not to be used for something permanent could it not at least have some proper professional window display so that it is less of an eyesore.
- ❖ [Parking is becoming a real issue.](#) Both in terms of cost and availability to park. I am also concerned by the increased traffic parking in the town centre. I believe this is becoming hazardous
- ❖ encourage small independents to the town avoid having numerous businesses of the same type, so there would be an assortment of business within the town that may attract a cross section of the public to the town.
- ❖ [Car Parking Free, and get the car park to retail space ratio improved.](#) 2)Work together, put Faversham business First and look after them. Run the retail shopping area as if an out of Town shopping centre, and welcome in the other tradesman, marketing all as one body.
- ❖ Re-instate Faversham Business Partnership Grants to businesses to set up in the Town to provide a wide range of retail types eg Shoeshop, Mens Clothes
- ❖ [Lower car parking charges.](#) Higher profile as a business destination
- ❖ Shops to be open in the evenings. Close at 4 or 5pm prevent every working individual to shop. When people leave work the supermarkets are they only options. Collaborations between businesses behind specific projects (I am trying to do that with A Year in the Life of Faversham) but the mindsets are not ready for it...

KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the 911 completed Town Centre User Surveys.

	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Gender				
Male	32	30	35	35
Female	67	69	64	64
Prefer not to answer	1	1	1	1
Age				
16-25	7	5	5	6
26-35	15	17	14	15
36-45	24	27	26	21
46-55	22	21	23	23
56-65	16	15	17	15
Over 65	14	13	13	19
Prefer not to answer	1	1	2	1

What do you generally visit the Town Centre for?	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Work	10	8	8	14
Convenience Shopping	43	45	30	46
Comparison Shopping	6	6	3	7
Access Services	19	19	22	14
Leisure	11	11	28	8
Other	11	7	10	10
How often do you visit the Town Centre				
Daily	21	20	21	24
More than once a week	35	37	45	40
Weekly	21	23	19	19
Fortnightly	7	8	6	7
More than once a Month	6	6	4	4
Once a Month or Less	10	7	5	6

30% of Town Centre Users generally visited Faversham for ‘Convenience Shopping’ whilst 28% reported that they generally visited for ‘Leisure’ activities, 17% higher than the National figure.

In terms of frequency, 85% of Town Centre Users visited Faversham at least once a week, 8% higher than the National Small Towns average.

How do you normally travel into the Town Centre?	Nat. Small Towns %	South East Small Towns	Fav. %	Typ. 2%
On Foot	31	35	62	37
Bicycle	1	1	2	1
Motorbike	0	0	0	0
Car	62	58	33	60
Bus	4	3	0	1
Train	0	0	0	0
Other	2	3	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	2	3	4
£0.01-£5.00	13	9	10	14
£5.01-£10.00	25	21	25	26
£10.01-£20.00	32	36	35	32
£20.01-£50.00	21	27	21	19
More than £50.00	6	5	4	5
Other	n/	n/a	2	n/a

Nearly two-thirds of respondents travelled into Faversham town centre ‘On Foot’, double the National Small Towns average. 33% travelled by ‘Car’.

Just over two-thirds of Town Centre Users spent £10.01-£20.00 on a normal visit to Faversham, similar to the National Small Towns figure of 32%.

What are the positive aspects of the Town Centre?	Nat. Small Towns %	South East Small Towns	Fav. %	Typ. 2%
Physical Appearance	36	48	69	36
Cleanliness	35	41	37	35
Retail Offer	19	20	14	22
Customer Service	24	21	15	29
Cafes/ Restaurants	32	29	62	43
Access to Services	56	59	66	55
Leisure Facilities	10	4	24	22
Cultural Activities/Events	14	6	40	20
Pubs/ Bars/ Nightclubs	20	18	48	21
Public Toilets	n/a	n/a	16	n/a
Transport Links	18	11	21	13
Ease of walking around the town centre	56	64	67	60
Convenience e.g. near where you live	64	74	74	58
Safety	18	13	19	24
Car Parking	32	22	16	27
Markets	25	47	72	26
Other	7	4	4	8

Just under three-quarters of Town Centre Users reported that ‘Convenience e.g. near where you live’ (74%) was a positive aspect of Faversham whilst 72% indicated ‘Markets’, 47% higher than the National Small Towns average. 69% of Town Centre Users rated ‘Physical Appearance’ as a positive aspect, 33% higher than the National Small Towns average. ‘Ease of walking around the town centre (67%), ‘Access to Services’ (66%) and ‘Cafes/ Restaurants’ (62%) were also classed as positive aspects of Faversham, the latter 30% higher than the National average.

What are the negative aspects of the Town Centre?	Nat. Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Physical appearance	37	20	10	39
Cleanliness	25	20	24	23
Retail Offer	53	47	60	55
Customer Service	9	7	9	9
Cafes/ Restaurants	20	7	9	14
Access to Services	13	11	5	18
Leisure Facilities	25	19	19	21
Cultural Activities/Events	19	11	6	20
Pubs/ Bars/ Nightclubs	22	7	8	17
Public Toilets	n/a	n/a	27	n/a
Transport Links	15	17	4	27
Ease of walking around the town centre	6	5	6	6
Convenience e.g. near where you live	4	3	2	3
Safety	12	5	11	9
Car Parking	39	49	36	46
Markets	25	14	3	22
Other	16	16	16	20

60% of Town Centre Users rated 'Retail Offer' as a negative aspect of Faversham, 7% higher than the National Small Towns average. 36% stated that 'Car Parking' was a negative aspect of the Town Centre, lower than the National (39%), Regional (49%) and Typology (46%) figures. 27% of Town Centre Users indicated that 'Public Toilets' were a negative of Faversham and 24% 'Cleanliness'.

How long do you stay in the Town Centre?	Nat. Small Towns %	South East Small Towns %	BoA %	Typ. 2 %
Less than an hour	41	36	24	42
1-2 Hours	41	48	53	39
2-4 Hours	10	11	18	11
4-6 Hours	2	2	2	1
All Day	4	2	3	5
Other	2	1	1	2
Would you recommend a visit to the Town Centre?				
Yes	59	68	85	58
No	41	32	15	42

Just over half of respondents (53%) stayed in the town centre for 1-2 hours.

85% of town centre users would recommend a visit to the town centre, 26% higher than the National Small Towns average.

What two suggestions would you make to improve the town centre?

The need for 'More Clothes Shops' was a key theme to emerge;

- ❖ A couple of well known shops selling clothes men , women's and children's need to be encouraged to join the town so more people will visit and we don't have to go to Canterbury clothes shopping as much m&co is nice but for older woman and men . More variety of shops no more take aways we now have enough youngs need to be made to improve the front of their shop it makes the town look dreadful.
- ❖ More commercial shops (clothes shops etc for many ages and size range that cater for everyone Brand named shops)
- ❖ A more diverse selection of shops , not everyone can afford artisan products or worry about niche ideas. We have nothing in town that caters for more affordable price ranges in clothing with the exception of charity shops and absolutely nowhere that sells teenage clothes or interests. We are actively alienating the young people of Faversham by design.
- ❖ Different clothes shops - the 'boutiques' and m and co are great if you're over 50. You're losing a huge amount of custom to Canterbury
- ❖ We need affordable clothes shops

- ❖ More clothes shops - trying to buy clothes for my 1 year old son is very difficult in Faversham, I normally go to Canterbury instead.
- ❖ Better shops, need some decent clothes shops with brand named clothing . Like a Primark or new look etc.
- ❖ Men's Shop clothing /shoes really only have a small offering currently in M and Co, Tesco and secondhand shops.
- ❖ More shops needed. A while ago I tried to buy a length of decorative ribbon - hopeless! very poor selection of Men's clothing and no shoe shop now. We don't always want to buy these items in the local supermarkets who are the only retailers offering these items. I have lived on Faversham all my life and the shopping experience here now is nothing the same as when I was a child.
- ❖ Affordable clothes shop
- ❖ Better shops Clothes shops
- ❖ More diverse range of shops e.g. Clothing so no need to venture out of town
- ❖ Have more clothes shops
- ❖ More clothing /shoe retailers
- ❖ There's nowhere to buy clothes
- ❖ Children's clothes
- ❖ Clothes shopping has to be done elsewhere or online, there is no where local to go and browse.
- ❖ A couple more shops selling clothes /kids clothes /shoes.
- ❖ Well known clothes shops to be allowed in.
- ❖ Need a clothes retailer, especially for men. Don't need another tea shop.
- ❖ A marks and Spencer's to hit all age ranges and all types of clothes

‘Less Charity Shops’ was another theme to emerge;

- ❖ *Secondly, a better variety of shops, this is improving somewhat, but mostly in Faversham we seem to have hair salons, charity shops, and cafes.*
- ❖ *Too many charity shops, empty shops and duplicated shops.*
- ❖ *less charity junk shops to pull people into town as full of salons charity shops and junk shops I'd rather go out of town for clothes shoes*
- ❖ *That if the rents for the shops were not so expensive perhaps shops would stay open and there would not be as many charity shops /empty shops .*
- ❖ *Faversham is saturated with coffee shops, charity shops and not much else.*
- ❖ *Less charity shops*
- ❖ *More shops from large chains needed as full of charity shops*
- ❖ *Less charity shops, cafes, banks hairdressers all the same need new shops like clothes*
- ❖ *More variety in shops - we have so many hair dressers, charity 's shops.*
- ❖ *Less charity shops and some clothes shops or big name shops e.g. M&S etc*
- ❖ *Not allow any more charity shops were over run with them also hairdressers and coffee shops and estate agents this is what we seem to have too many of.*
- ❖ *More mid-range shops eg Marks & Spencer to take over from the masses of charity shops low end clothes shops etc.*
- ❖ *More shops other than charity shops .*

- ❖ Fewer charity shops (or at least no more)
- ❖ A lot of charity shops and places to eat but not enough retail
- ❖ More modern shops less charity shops
- ❖ Reduce number of charity shops

‘Less Empty Shops’ were cited by a number of respondents;

- ❖ *The front of empty shops need to be sorted out and owners encouraged to rent at a lower rent of empty for more than a year.*
- ❖ *Reduce business rates so that empty shops can be used rather than lay dormant (better a percentage of something than nothing). Work with small businesses to ensure they don't become the next empty shop . Faversham is dead as a retail environment but unique in its character. Allowing businesses to close allowing even more to shop elsewhere is suicide. Faversham is saturated with coffee shops , charity shops and not much else.*
- ❖ *That if the rents for the shops were not so expensive perhaps shops would stay open and there would not be as many charity shops / empty shops . This would then encourage more people to shop in the town or encourage some bigger retailers to open an outlet in the town.*
- ❖ *Improve the retail offer, there are too many empty shops that have been unoccupied for too long. A carefully curated selection of chain shops would be better than empty and derelict shops . A healthy mix of independent retailers and chains are what make town centres work.*
- ❖ *It's a shame so many shops are now empty . Faversham seems to go through "phases" - a few years ago every new shop that opened was antiques; currently it seems to be trying to attract an art/craft consumer with the new knitting shop, the new sewing shop , the art gallery at Preston street and the ceramic cafe on east street - I love that kind of thing but can't help but wonder how long they will all last.*
- ❖ *Financial incentives to get more small business' into the empty shops for example, a chocolatier, a shoe shop , somewhere to buy mens wear - underwear, socks etc.*
- ❖ *More shops so you could buy shoes and clothes lamp shades purses.*
- ❖ *Not so many empty shops .*
- ❖ *Encourage tenancies of empty shops - but no more charity shops please.*
- ❖ *Ensure empty shop units are filled quickly with retail (not charity shops !) either independent or chains, to preserve the appearance and promote use of the town centre*
- ❖ *There appears to be a lot of empty shops and it seems such a shame that they are just sat there when there are lots of businesses would be willing to take over bit the rates are so high*
- ❖ *Encourage more independent traders into the shops that are empty . Free parking to encourage visitors*
- ❖ *Empty shops are an eyesore and discourage visitors, Preston Street has large several vacant premises*

A 'Better Variety of Shops' was also cited by a number of respondents;

- ❖ *A better variety of shops , this is improving somewhat, but mostly in Faversham we seem to have hair salons, charity shops , and cafes. We are not Whitstable- small independent gift shops and the like do not go down well here, but Faversham needs to find its niche, we are not a town to support a lot of big name chains, nor to only provide tourist shops . We need to include shops the town actually wants, like a decent shoe shop, a fish mongers, a toy shop , another deli.*
- ❖ *A wider variety of shops , it's mainly pubs and restaurants or cafes. I think more clothes shops and not 2nd hand shops would bring more money to the town.*
- ❖ *More variety of shops - preferably not chain stores but local independents*
- ❖ *Faversham has no variety, if you want to go somewhere with good places to eat and shop then you have to go to Canterbury. Even Sittingbourne has a wide variety of supermarkets and stores.*
- ❖ *Larger variety of shops the whole town is over priced cafe's and charity shops*
- ❖ *More clothing /shoe retailers Better variety of shops, currently we have a lot of hairdressers, cafes and charity shops but not a lot of anything else*
- ❖ *More variety of shops . We do not need anymore card or coffee shops .*
- ❖ *More variety of shops , well known bigger shops*
- ❖ *Fewer betting shops . Better variety of independent shops .*
- ❖ *A greater variety of independent shops . Fewer charity shops , cafes, hairdressers.*
- ❖ *Need to attract more variety of shops*
- ❖ *More variety of independent shops .*
- ❖ *Greater variety of shops.*
- ❖ *Shop variety*
- ❖ *Less of the same type of shop . For example, how many more estate agents, cafes, takeaways do we actually need. Bring back the once great market, the one that gave Faversham the title of Market Town of Kings. It's getting smaller and again less variety*
- ❖ *Greater variety of shops .*
- ❖ *More variety of stores.. There are 2 wool shops for instance. Rent out or use the empty buildings eg the ex Chinese restaurant on Preston St*

A sub theme of the need to improve the retail offer was for the encouragement of 'More Support for Independent traders';

- ❖ *Encourage small independent shops to come to town. Shops like you find in Whitstable 's Harbour St or the High St in Rochester.*
- ❖ *Encourage independent retailers in place of charity shops .*
- ❖ *Better support for independent shops*
- ❖ *More variety of independent shops*
- ❖ *Reduce price of rent to give smaller independent businesses a chance to develop in the now multiple empty shops .*

- ❖ More independent retail shops
- ❖ More independent shops
- ❖ More independent shops as many are empty.
- ❖ Council to encourage/incentivise more independent shops
- ❖ Independent retailers are great.
- ❖ Encourage independent shops
- ❖ A few more independent shops and less chains.
- ❖ support independent retailers

The 'Removal of the Yellow Lines near Guildhall' was another theme to emerge;

- ❖ *The car issue has got to be resolved! The parking around the market square - completely surrounded one day last week, only two had disabled badges - is unacceptable. Yellow lines would look appalling and are not the solution; the area is meant to be pedestrianised except access and needs to be policed as such.*
- ❖ *No parking around the Guildhall but without the use of unsightly yellow lines - it can be done!*
- ❖ *Get rid of the yellow lines and introduce more aesthetic parking restrictions.*
- ❖ *Remove double yellow lines in market area!*
- ❖ *Remove the yellow lines on the cobbled streets*
- ❖ *Removal of parked cars by raised chamber no yellow lines*
- ❖ *Remove unsightly yellow lines in the ancient historic town centre and instead design out parking places (plus some very explicit rules about where and how long people can park, car parks to work on exit fee with escalating rates) together with one or two traffic wardens who answer to Faversham not Swale or some other organisation.*
- ❖ *Get rid of the hideous yellow lines and replace with planters*
- ❖ *Remove the unsightly yellow lines on the road.*
- ❖ *No yellow lines, sort parking out intelligently. You have local expertise....use him!!!!*
- ❖ *No yellow lines in the Market place.*
- ❖ *Do something about the horrendous yellow lines that have been painted all rebound the market square.*
- ❖ *Get rid of those ghastly Yellow lines, perhaps these could be replaced with some nice planting, and benches to prevent inappropriate parking & give people a place to sit.*
- ❖ *Get rid of the ghastly yellow lines around the Market place area the consultation to put planters and benches to control parking was ignored, but this is a better solution. and better is possible.*
- ❖ *The number of cars parking in both the market area and Preston Street and East street is a safety issue. In the market area you are having to dodge moving vehicles whilst moving around multiple parked cars. This is tricky normally let alone with a pushchair or wheelchair. I understand that people are allowed to park with disability badges. But this needs to be limited to a set number of*

bays rather than a free for all on the double yellow lines as it is making the centre of town unsafe. We could increase the number of disabled bays in central and institute road car parks to accommodate this. Most people parking are not parking outside a specific shop but parking and moving around town this can be done equally well by parking in the central car park.

- ❖ Get rid of the yellow lines - they are totally out of keeping with the appearance of the town. Reduce rents to entice some more businesses back into the town. The biggest grizzle I hear from local businesses is the rent they're charged which seems to be excessive.
- ❖ Remove the unsightly yellow lines . Proper signage has been used and proved to work in other historic towns. Reinstate Planters, benches and attractive trees which were taken out. Keep on top of the Graffiti and gum dropped on the pavements. Incentives to attract new independent businesses into empty premises
- ❖ Get rid of yellow lines . More police presence.
- ❖ Remove yellow parking lines or at least enforce them. Introduce more aesthetic alternatives to pedestrianise the town centre.
- ❖ Remove the yellow lines and ban all parking during the hours of 9 to 5 pm. Add more planters and benches to make the centre more welcoming for visitors and control evening parking.
- ❖ A fully pedestrianised centre -WITHOUT yellow lines
- ❖ Don't paint yellow lines around the guildhall. Better selection of shops, less hairdressers, cafes and charity shops.
- ❖ Get rid of awful looking double yellow lines that don't work anyway.
- ❖ Get rid of yellow lines and properly pedestrianise the centre
- ❖ Absolutely vital to protect the magnificent Guildhall from being surrounded by parked cars, vans etc. The opposition to yellow lines is simply absurd for their damage to the appearance is as nothing compared with the current situation. Several people have asked me why nothing has been done.

'More Public Seating' was also cited by a number of Town Centre Users;

- ❖ More places for people to sit BENCHES. I would also like to see more planters. Lack of seating is a real issue both for residents and tourists. I have been asked several times is there anywhere for me to sit and have my packed lunch. Also I have seen on many occasions young families having to sit on the kerb in town to eat there fish and chips. The excuses I have heard when mentioning lack of seating to councillors is quite ridiculous. More benches would really enhance the town.
- ❖ More benches to sit on.
- ❖ Benches to sit on not enough of them!
- ❖ Benches everyone needs to sit down.
- ❖ An increase in benches , I know they were removed for what was considered a good reason however watching young children and elderly people struggle to walk without resting is heartwrenching. The pavements are so thin, especially

outside Multi Save, having signs in the way do not help so it would be good if these were repositioned.

- ❖ Reinststate Planters, benches and attractive trees which were taken out.
- ❖ Benches for people to sit down, especially the disabled.
- ❖ Make it more welcoming to locals and visitors - provide benches
- ❖ Add more planters and benches to make the centre more welcoming for visitors and control evening parking.
- ❖ Introduce a couple more wooden benches so shoppers could sit down a while.
- ❖ More benches in the town centre.
- ❖ More public seating - older people, disabled people and parents with young children need benches .
- ❖ There are too many, need to reduce them. There should be more benches around the town centre.
- ❖ Stop parking around the Guildhall by installing cleverly designed planters / benches (not yellow lines)

‘Cheaper Car Parking was also mentioned by a cohort of respondents;

- ❖ Cheaper parking in the car park for the 1st hour to encourage people to the town
- ❖ More parking in car parks cheaper or free
- ❖ Cheaper parking or free parking for longer periods of time
- ❖ Cheaper car parking and free on Sundays
- ❖ Cheaper parking
- ❖ Make parking cheaper

KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

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

	National Small Towns %	South East Small Towns %	Fav. %	Typ. 2 %
Locals	66	70	N/A	58
Visitors	27	24	N/A	25
Tourists	7	6	N/A	17

Unfortunately, less than 300 Post Codes were gathered by Local Businesses.

Appendix

BUSINESS UNIT DATABASE

Street Name	Business Name	Use Class	Business Type	Business Type	Additional Notes
Stone Street	The Wright Cut	a1	comparison	independent	
Stone Street	Abbey Dry Cleaners	sg	n/a	n/a	
Stone Street	Faversham Plumbing, Kitchen and Bathroom Centre	a1	comparison	independent	
Stone Street	Optivo	b1	n/a	n/a	
Stone Street	The Allegro Dance Studio	d2	n/a	n/a	
Stone Street	Skin Clinic	sg	n/a	n/a	
Stone Street	Clockwork Tattoo Studio	n/a	n/a	n/a	Vacant
Stone Street	Autocheck Motorist Centre	b1	n/a	n/a	
Stone Street	Hilton Dentistry	d2	n/a	n/a	
Preston Street	Offices	b1	n/a	n/a	
Preston Street	W H Breeding	a2	n/a	n/a	
Preston Street	Vapourettes	a1	convenience	independent	
Preston Street	Hatters Hall	a1	comparison	independent	
Preston Street	Prince of India	a3	n/a	n/a	
Preston Street	Ljays Attic	a1	comparison	independent	
Preston Street	M and Co	a1	comparison	multiple	
Preston Street	Serenity	sg	n/a	n/a	
Preston Street	The Vaults	a4	n/a	n/a	

Preston Street	Spice Lounge	a3	n/a	n/a	
Preston Street	Number 77	n/a	n/a	n/a	Vacant
Preston Street	Comptons Furniture	a1	comparison	regional	
Preston Street	Angies	a1	comparison	independent	
Preston Street	R High and Sons	a1	comparison	regional	
Preston Street	Jennings Bet	a2	n/a	n/a	
Preston Street	Best Kebabs	a5	n/a	n/a	
Preston Street	Boots	a1	comparison	key attractor	
Preston Street	TUI	a1	comparison	multiple	
Preston Street	Number 85	n/a	n/a	n/a	Vacant
Preston Street	Superdrug	a1	convenience	key attractor	
Preston Street	Hardys Market	a1	comparison	independent	
Preston Street	Iron Shoe Tattoo	sg	n/a	n/a	
Preston Street	KCN	a1	convenience	independent	
Preston Street	Ossies Fish Bar	a5	n/a	n/a	
Preston Street	Prestige	a1	comparison	independent	
Preston Street	Rose House Business Centre	b1	n/a	n/a	
Preston Street	Barkers	a1	comparison	independent	
Preston Street	Furlongs	a4	n/a	n/a	
Preston Street	Soiree	a3	n/a	n/a	
Preston Street	Empire	n/a	n/a	n/a	Vacant
Preston Street	Next to Empire	n/a	n/a	n/a	Vacant
Preston Street	Faversham Furnishing	a1	comparison	independent	
Preston Street	Oxfam	a1	comparison	multiple	

Preston Street	Visitor Information Centre	d1	n/a	n/a	
Preston Street	Museum	d1	n/a	n/a	
Preston Street	Gallery	d1	n/a	n/a	
Preston Street	Cosgroves	a3	n/a	n/a	
Preston Street	Alexander Centre	b1	n/a	n/a	
Preston Street	Rosies	a1	comparison	independent	
Preston Street	Jitter.	a3	n/a	n/a	
Preston Street	19 Preston	a1	comparison	independent	
Preston Street	19a Hospice of Hope	a1	comparison	regional	
Preston Street	The Leading Light	a4	n/a	n/a	
Preston Street	Moonlight Café	a3	n/a	n/a	
Preston Street	Coral	a2	n/a	n/a	
Preston Street	McColls	a1	convenience	multiple	
Preston Street	Light of my Life	a1	comparison	independent	
Preston Street	Peking House	a5	n/a	n/a	
Preston Street	Davies and Eason	n/a	n/a	n/a	Vacant
Preston Street	Cains Amusements	sg	n/a	n/a	
Preston Street	TBW	a1	comparison	independent	
Preston Street	Reeves	sg	n/a	n/a	
Preston Street	Bull and Bull	a2	n/a	n/a	
Preston Street	The Gaslight	a5	n/a	n/a	
Preston Street	Java House	a1	convenience	independent	
Preston Street	Faversham Tanning House	sg	n/a	n/a	
Preston	The Corner	a4	n/a	n/a	

Street	Tap				
Preston Street	South East Coachworks	b1	n/a	n/a	
Preston Street	The Limes	a4	n/a	n/a	
Preston Street	Co Op Funeral Care	a1	comparison	multiple	
Preston Street	Miles and Barr	a2	n/a	n/a	
Preston Street	Oscars	a1	convenience	independent	
Preston Street	Dominos	a5	n/a	n/a	
Preston Street	Yeungs	a3	n/a	n/a	
Preston Street	Faversham Kebab House	a5	n/a	n/a	
Preston Street	Hairdressers (No Name)	a1	comparison	independent	
Preston Street	The United Church	d1	n/a	n/a	
Preston Street	Railway Hotel	c1	n/a	n/a	
East Street	Post Office	a1	convenience	multiple	
East Street	Iceland	a1	convenience	multiple	
East Street	Kemp, Carr, Brown and Co	a2	n/a	n/a	
East Street	R D Payne	a1	comparison	independent	
East Street	Heaven and Earth Health Foods	a1	convenience	independent	
Preston Street	Specsavers	a1	comparison	multiple	
Preston Street	Stationary Shoppe	a1	comparison	independent	
Market Street	John High	a1	comparison	regional	
Market Street	Faversham Frames	a1	comparison	independent	
Market Street	Multi Save	a1	comparison	n/r	
Market Street	Card Factory	a1	comparison	multiple	
Market Street	Goodness Gracious	a3	n/a	n/a	
Market Street	Nationwide	a2	n/a	n/a	

Market Street	Faversham Town Council	b1	n/a	n/a	
Market Street	Nat West	a2	n/a	n/a	
Market Street	Present Times	a1	comparison	independent	
Market Street	Carters	a1	comparison	independent	
West Street	West Street Mobiles	a1	comparison	independent	
West Street	The Ship	a4	n/a	n/a	
West Street	Kink	a1	comparison	independent	
West Street	Antinou	a1	comparison	independent	
West Street	Busy B's	a1	comparison	independent	
West Street	MB's Foodhall	a1	convenience	independent	
West Street	AJ Bakeaway	a1	convenience	independent	
West Street	No 8 (No Name)	a1	comparison	independent	
West Street	No 9	a3	n/a	n/a	
West Street	Sun Inn	a4	n/a	n	
West Street	Apotheca	a1	comparison	independent	
West Street	Hair Vision	a1	comparison	independent	
West Street	Tassell and Son	a2	n/a	n/a	
West Street	Faversham Vets	sg	n/a	n/a	
West Street	Upstairs Downstairs	a1	comparison	independent	
North Lane	Morrisons	a1	convenience	multiple	
West Street	Great Wall	a5	n/a	n/a	
West Street	Shepherd, Neame and Co	n/a	n/a	n/a	Vacant
West Street	House of the Crafty Fox	a3	n/a	n/a	
West Street	Raj	a3	n/a	n	
West Street	Clive Sherwood Stone Works	a1	comparison	independent	
West Street	The Hat Shop	a1	comparison	independent	
West Street	William Property Mgt	a2	n/a	n/a	
West Street	RSPCA	a1	comparison	multiple	

West Street	Barrows	a1	comparison	independent	
West Street	Ardennes	n/a	n/a	n/a	vacant
West Street	Cancer Research	a1	comparison	multiple	
West Street	Rival	a1	comparison	independent	
West Street	Pilgrims Hospice	a1	comparison	regional	
West Street	Beauty Spot	sg	n/a	n/a	
West Street	Past Sentence	a1	comparison	independent	
West Street	Gullivers	a1	comparison	independent	
West Street	Number 121	n/a	n/a	n/a	vacant
Preston Street	The Hobby Shop	a1	comparison	independent	
Market Place	Saddlers	a3	n/a	n/a	
Market Place	Lottys	a1	comparison	independent	
Market Place	Luvies	a1	comparison	independent	
Market Place	The Bear	a4	n/a	n/a	
Market Place	China Village	a3	n/a	n/a	
Market Place	Icon	a1	comparison	independent	
Market Place	The Yarn Dispensery	a1	comparison	independent	
Market Place	Connells	a2	n/a	n/a	
Maarket Place	Steven James	a1	comparison	regional	
Court Street	RSPCA	A1	comparison	multiple	
Court Street	The Beautiful Nails Studio	sg	n/a	n/a	
Court Street	Whites of Kent	a1	comparison	regional	
Court Street	Barclays	a2	n/a	n/a	
Court Street	Man and Boy Barbering	a1	comparison	independent	
Court Street	Trevs Shoe Repairs	a1	convenience	independent	
Court Street	Barley Mow	a1	comparison	independent	
Court Street	All Stitched Up	a1	comparison	independent	
Court Street	Small Antiques	a1	comparison	independent	
Court Street	Vino	a1	convenience	independent	
Court Street	Shepherd, Neame and Co Visitor Centre	b1	n/a	n/a	

Court Street	Shepherd Neame Ltd Brewery	b1	n/a	n/a	
Court Street	Faversham Umbrella	d1	n/a	n/a	
Court Street	Ask	a3	n/a	n/a	
Crescent Road	Tesco	a1	convenience	key attractor	
Middle Row	Age UK	a1	comparison	multiple	
East Street	Sim Cig	a1	convenience	independent	
Newton Road	Faversham Library	d1	n/a	n/a	
Newton Road	Royal Mail	d1	n/a	n/a	
East Street	India Royal	a3	n/a	n/a	
East Street	Cooksditch House	c2	n/a	n/a	
Church Road	Kent Police	c2a	n/a	n/a	
Church Road	St Mary of Charity	d1	n/a	n/a	
East Street	Faversham Tyre Centre	a1	comparison	independent	
East Street	Inspiration Tattoo	sg	n/a	n/a	
East Street	Next to Inspiration Tattoo	n/a	n/a	n/a	Vacant
East Street	e-street	a1	comparison	independent	
East Street	Shabby chic	a1	comparison	independent	
East Street	Invicta	a2	n/a	n/a	
East Street	Faversham Carpets	a1	comparison	independent	
East Street	Prices Furniture	a1	comparison	independent	
East Street	Pennys Pantry	a1	convenience	independent	
East Street	Crust	a1	convenience	independent	
East Street	Sweet Expectations	a1	convenience	independent	
East Street	BTF Hair Designers	a1	comparison	independent	
East Street	Baldy Burchers	a1	convenience	independent	
Market Street	The Swan	a3	n/a	n/a	
Market Street	Maypole	n/a	n/a	n/a	Vacant

Market Street	Forget Me Not	a1	comparison	independent	
Market Street	Max Spielmann	a1	comparison	multiple	
Market Street	JSM Flowers	a1	comparison	independent	
Market Street	JC Lock and Safe	a1	comparison	independent	
Market Place	Ollie Bongos	a1	comparison	independent	
Market Place	Your Move	a2	n/a	n/a	
Market Place	Butterfly Boutique	a1	comparison	independent	
Market Place	The Royal	d2	n/a	n/a	
Market Place	L'Atelier	d1	n/a	n/a	
Market Place	Guildhall	d1	n/a	n/a	
Market Place	Ward and Partners	a2	n/a	n/a	
Court Street	Annettes Baguetts	a3	n/a	n/a	
Court Street	Havishams	a3	n/a	n/a	
Court Street	Debra	a1	comparison	multiple	
Court Street	Lloyds	a2	n/a	n/a	
Court Street	Geering and Colyer	a2	n/a	n/a	
Court Street	Coffee Shop	a3	n/a	n/a	
Court Street	Shelter	a1	comparison	independent	
Leslie Smith Drive	Arden Theatre	sg	n/a	n/a	
Leslie Smith Drive	Arden Swimming Pool	d2	n/a	n/a	
Leslie Smith Drive	Abbey Print	b1	n/a	n/a	
Leslie Smith Drive	Next to Abbey Print	n/a	n/a	n/a	vacant
Cross Lane	Paydens Pharmacy	a1	comparison	regional	
Cross Lane	Faversham Osteopath	d1	n/a	n/a	
Bank Street	Health Centre	d1	n/a	n/a	
Gatefield Lane	A La Mode	a1	comparison	independent	
Gatefield Lane	The Fleur Bookshop	a1	comparison	independent	
Forbes Road	Co Op	a1	convenience	multiple	
Forbes Road	Autoworld	sg	n/a	n/a	



CAR PARKING DATABASE

Name:	Preston Road o/s Railway Hotel
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	7

Name:	Preston Road o/s The Bike Warehouse
On Street/ Car Park:	On Street
Total Spaces:	13
Short Stay Spaces: (4 hours and under)	13
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	2

Name:	Court Street
On Street/ Car Park:	On Street
Total Spaces:	30
Short Stay Spaces: (4 hours and under)	30
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	3

Name:	Market Place
On Street/ Car Park:	On Street
Total Spaces:	10
Short Stay Spaces: (4 hours and under)	10
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	n/a
Vacant Spaces on a Non-Market Day:	0

Name:	Outside Faversham Scout Hut
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	2

Name:	Church Road
On Street/ Car Park:	On Street
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	17
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on a Market Day:	5
Vacant Spaces on a Non-Market Day:	2

Name:	East Street by E Street
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	0

Name:	Morrisons
On Street/ Car Park:	Car Park
Total Spaces:	145
Short Stay Spaces: (4 hours and under)	141
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on a Market Day:	48
Vacant Spaces on a Non-Market Day:	55

Name:	Tesco
On Street/ Car Park:	Car Park
Total Spaces:	249
Short Stay Spaces: (4 hours and under)	229
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	20
Vacant Spaces on a Market Day:	68
Vacant Spaces on a Non-Market Day:	126

Name:	Partridge Lane
On Street/ Car Park:	Car Park
Total Spaces:	23
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	23
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	13

Name:	Partridge Lane (2)
On Street/ Car Park:	Car Park
Total Spaces:	33
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	33
Disabled Spaces:	0
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	23

Name:	Institute Road
On Street/ Car Park:	Car Park
Total Spaces:	41
Short Stay Spaces: (4 hours and under)	40
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on a Market Day:	16
Vacant Spaces on a Non-Market Day:	21

Name:	Central
On Street/ Car Park:	Car Park
Total Spaces:	223
Short Stay Spaces: (4 hours and under)	207
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	16
Vacant Spaces on a Market Day:	43
Vacant Spaces on a Non-Market Day:	112

Name:	Queens Hall
On Street/ Car Park:	Car Park
Total Spaces:	149
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	146
Disabled Spaces:	3
Vacant Spaces on a Market Day:	58
Vacant Spaces on a Non-Market Day:	75



TOWN CENTRE USERS SURVEY QUALITATIVE COMMENTS

*Please note comments have been copied directly and include grammatical errors.

What two suggestions would you make to improve the town centre?

- ❖ *"Toilets #*
- ❖ *Seating"*
- ❖ *"Stop parking around Guildhall and outside the former Ship Hotel, which between them lead to illegal vehicular entry to the semi-pedestrianised area (beyond permitted exemptions), illegal double parking in front of the Guildhall, vehicles disobeying the direction arrows in front of NatWest obstruction of the highway, and obstruction of the highway in the narrow channel between the Guildhall and the China Village line of shops. Meanwhile, these are all offences against which the police could act and since many of the offenders are town-centre traders and workers, word would soon get round if there were a crackdown.*
- ❖ *Better grouting of the Court Street setts and redoing the upper West Street bricks, which need renewing after the several decades they have been there.*
"
- ❖ *More modern shops less charity shops*
- ❖ *Have more fast food places e.g KFC or McDonald. Could clean the public toilets*
- ❖ *"1) Difficult one but a better retail offer. You have to visit Canterbury or elsewhere to buy men's clothes and many other items.*
- ❖ *2) As a pedestrian it is unclear when cars and other vehicles are allowed access to all roads in the centre of the town"*
- ❖ *More retail outlets, less charity shops, estate agents, hairdressers and cafes*
- ❖ *"Cafes could improve their service and the quality of their food and drink offer. It's currently quite poor.*
- ❖ *Easier parking. "*
- ❖ *Cut car parking charges! In main Car park by the swimming pool, you cannot stay for three hours, you pay for two hours, or four hours but not three! This is really annoying as when we visit the cinema, I don't want to pay £4 but I know that £2 won't be enough.*
- ❖ *More independent shops (not just charity shops). Improved cycling facilities and tourism offer. A seafood restaurant, facilities for children/young people/parents of preschoolers- creative workshops etc could be targeted at teenagers for after school not just adults.*
- ❖ *Better car parking with machine that the elderly can use and understand, machines where you pay for how long you have parked. More individual shops for the middle aged person. Less charity shops and no more cafes there are enough.*
- ❖ *"it could be useful to have a good quality Shoe Shop.*

- ❖ *Adult Education facility with Computer teaching, and various other short learning courses.*
- ❖ *"free parking on Sundays*
- ❖ *better lighting in alleyways"*
- ❖ *Improvement in Traffic, Cleanliness, and Traffic Light operation*
- ❖ *"More shops - especially clothes and shoes.*
- ❖ *Short-term car parking at the station to meet people and buy tickets."*
- ❖ *I like it how it is now*
- ❖ *"Keep cars out of Court Street on market days.*
- ❖ *Repair damaged pavement and road surfaces."*
- ❖ *"Reduce number of charity shops*
- ❖ *Urgently improve the ugly appearance of Preston Street and encourage quality traders to occupy vacant premises"*
- ❖ *"Make Shepherd Neame improve their scruffy looking buildings in Conduit Street to Partridge Lane, their soulless and depressing. I mean more than a coat of paint.*
- ❖ *Stop traffic using all of West Street. "*
- ❖ *"Make the first 2 hours of parking free in the car central car park.*
- ❖ *Create and out of town car park with a Park and Ride bus. This will encourage shoppers and tourists to come to Faversham.*
- ❖ *"*
- ❖ *"More seats in town centre.*
- ❖ *A much better bus-service. I can only cycle in good weather and our last bus from Oare to Faversham is at 3.30pm, and then no bus home."*
- ❖ *Limit parking in town centre.*
- ❖ *"The parking needs to be sorted but NOT with yellow lines*
- ❖ *we need more specialist destination shops*
- ❖ *"Total pedestrianisation*
- ❖ *A QUALITY RESTAURANT"*
- ❖ *"More variety of stores.. There are 2 wool shops for instance.*
- ❖ *Rent out or use the empty buildings eg the ex Chinese restaurant on Preston St"*
- ❖ *Better shops, clothes store for children, shoe shop....etc etc*
- ❖ *Improved retail outlets and bars as you need to go out of town*
- ❖ *"More pedestrian crossings and slow traffic to 20mph*
- ❖ *Less empty shops"*
- ❖ *"More larger shops*
- ❖ *Low rents to fill empty shops for start ups "*
- ❖ *"The obvious suggestions are ones that Swale appear disinterested in:*
- ❖ *sensible house building that is carried out in hand with amenities and infrastructure - this would potentially bring business back into the town centre.*

- ❖ *parking at low cost/ease of access for deliveries without turning it into a giant car park! Parking wardens who give people leeway which currently they do not, presumably due to targets/incentivisation.*
- ❖ *re-generation of shops by controlling the rent. Obviously this is not something the current (or previous) government are prepared to do to support small businesses (or those renting their home). For example, paying London rents in Faversham, while the town is very quiet during the week, does not allow shop owners to generate enough profit to be viable. "*
- ❖ *Less charity shops and less rowdy youngsters at night times!*
- ❖ *"1. More places for people to sit BENCHES. I would also like to see more planters. Lack of seating is a real issue both for residents and tourists. I have been asked several times is there anywhere for me to sit and have my packed lunch. Also I have seen on many occasions young families having to sit on the kerb in town to eat there fish and chips. The excuses I have heard when mentioning lack of seating to councillors is quite ridiculous. More benches would really enhance the town.*
- ❖ *2. More control of cars driving through the market place including cyclists*
- ❖ *"*
- ❖ *"Lower the rents so new business owners stand a chance of keeping their business afloat.*
- ❖ *Do something to encourage new shops/businesss owners to move in"*
- ❖ *"More branded shops - at the very least an Argos*
- ❖ *Discourage daytime drinking*
- ❖ *"*
- ❖ *"Perhaps a pound shop? For a difference - herne bay & whitstable have one*
- ❖ *Decent clothes shop*
- ❖ *Faversham town needs some excitement and more shopping opportunities "*
- ❖ *"1. I said that car parking was a negative. If it was pay on departure visitors would be more relaxed and spend longer in the town centre. Many a time I have left prematurely because of this and know this is the case with lots of people.*
- ❖ *2. Can't think of another."*
- ❖ *"Sort out the parking issue around the guildgall.*
- ❖ *Bring rates/planning policy into 21st century to acknowledge that the viability of retail is so challenged by Internet shopping and support new businesses to plan properly."*
- ❖ *More leisure facilities within the town centre,*
- ❖ *"More high end shops.*
- ❖ *Cheaper rent / business rates to encourage more business."*
- ❖ *"less charity shops*
- ❖ *nothing to do apart from the brewery "*
- ❖ *"Town council to stop listening to anti yellow line campaigners.*
- ❖ *Remove the string of lights in the tree next to town hall. Been there years."*
- ❖ *"Less coffee shops and more retail shops*
- ❖ *making the market place a pedestrian zone"*

- ❖ *"Permanently pedestrianise the Market Square area*
- ❖ *Improve provision for cyclists e.g permit mingling of pedestrians and cyclists and provide more cycle racks. "*
- ❖ *Free parking*
- ❖ *"Stop parking around the Guildhall by installing cleverly designed planters / benches (not yellow lines)*
- ❖ *Deal with the dog fouling "*
- ❖ *"Stop through traffic in core shopping hours*
- ❖ *Provide lots of seating"*
- ❖ *"1. more branded coffee shops*
- ❖ *2. move faversham town council premises out of premises and stick restaurant into it"*
- ❖ *"There needs to be more options for parking. Cheaper parking or free parking for longer periods of time with easy access into town.*
- ❖ *A wider variety of evening restaurants in the town centre rather than pub style."*
- ❖ *"Review of Traffic flow arrangements*
- ❖ *Better/more free Car Parking "*
- ❖ *The parking bays by Shepherd Neame should only be 1hr until 7pm as with Tesco's new rule parking for The Phoenix or Ask or Posipillo usually involves quite a walk which isn't as easy with young children.*
- ❖ *Stop parking around the Guildhall and allow a reatail outlet into the former shoe shop now taken over by Faversham Town Council.*
- ❖ *"Encourage traditional shops, like shoe shops.*
- ❖ *Get rid of the seedy side."*
- ❖ *"More car parking. "*
- ❖ *Get people friendly car parking machines*
- ❖ *"Improvement to paving, cobbles and bricked surfaces. They are extremely dangerous for pedestrians and painful for those in wheelchairs. I've done my own little survey on this matter!*
- ❖ *Improvements to shop signage. Some of it is crude and not aesthetically pleasing. Town council should have some say in this matter."*
- ❖ *"More shops needed.*
- ❖ *A while ago I tried to buy a length of decorative ribbon - hopeless! very poor selection of Men's clothing and no shoe shop now. We don't always want to buy these items in the local supermarkets who are the only retailers offering these items. I have lived on Faversham all my life and the shopping experience here now is nothing the same as when I was a child.*
- ❖ *Also I think the historical side of the town should be promoted more."*
- ❖ *"Better cafes possibly a chain (Costa, Starbucks, Pret) with decent coffee, great service as standard and plenty of room for kids - this should drive a higher standard of retailers and incremental spend within the Centre.*
- ❖ *Better selection of shops, less charity shops and hairdressers more boutiques etc "*

- ❖ *"1 Absolutely vital to protect the magnificent Guildhall from being surrounded by parked cars, vans etc. The opposition to yellow lines is simply absurd for their damage to the appearance is as nothing compared with the current situation. Several people have asked me why nothing has been done.*
- ❖ *2. There is too much freedom for those with disabled badges seemingly to park anywhere in the town centre and I strongly suspect the privilege is much abused. I would extend the reserved disabled spaces to the central car park and locate them nearest to the passageway leading in just a few yards to the centre of the centre."*
- ❖ *Parking around Town Hall must stop. Its becoming a cheap car park when the market is not operating*
- ❖ *"1. Cleanliness; the drainage system often produces an unpleasant odour.*
- ❖ *2. Safety; paths, pavement and pedestrianised roads are uneven in many places iresenting a tripping hazard."*
- ❖ *"Police presents. More shops "*
- ❖ *"Wider range of shops - eg shoes*
- ❖ *Smarten up town centre - eg remove yellow lines"*
- ❖ *"No parking allowed in the Town Centre. Gates to be erected by the Post Office to prevent vehicle access on market days. Where any repairs are made to the pedestrian areas, e.g. West Street the existing bricks should be replaced like for like instead of using Tarmac. As previously stated buildings should be maintained and not left in a run down state.*
- ❖ *Cafes being allowed to put tables out on the pavements make pedestrian access very awkward."*
- ❖ *"more shops*
- ❖ *parking"*
- ❖ *"Less disabled parking on main road through the town centre.*
- ❖ *A ban on bicycles."*
- ❖ *"Encourage the big brands into the town as this will attract and maintain a vibrant town centre.*
- ❖ *Ensure public facilities/amenities are increased to match the expected growth in housing "*
- ❖ *"Reduce charity shop numbers*
- ❖ *Reduce parking cost to encourage visitors and support independent retailers"*
- ❖ *"More retail outlets i.e delicatessen, clothes etc.*
- ❖ *Less traffic - more pedestrian only zones."*
- ❖ *Make it pedestrian only.*
- ❖ *More better shops and activities*
- ❖ *"Parking is a major problem. If i stay more than 4 hours i have to move car parks as you cannot stay longer than 4 hours.*
- ❖ *I also think a good chain clothes shop like white stuff or fatface would do well and also make the town look more unique."*
- ❖ *"Put traffic light controls on pedestrian crossing from Abbey Street to Crescent Road.*
- ❖ *Parking on Newton Road to be limited to one side at all times."*

- ❖ *"Traffic restrictions, apart from disabled users.*
- ❖ *Greater variety of shops."*
- ❖ *"Shoe shop would be nice.*
- ❖ *Free parking for locals. Really begrudge paying to park in my own town to shop in the highstreet or market. It's either pay or get in the resident's way outside their houses. "*
- ❖ *"less litter - perhaps more bins?*
- ❖ *it is a shame to have so many boarded up shops"*
- ❖ *"Pedestrianise market square*
- ❖ *More shops and cafes open on Sunday "*
- ❖ *"An improvement to the general upkeep and cleanliness of the town centre. Obviously litter can be a pain to keep on top of but it is not hard to do in reality.*
- ❖ *More variety of shops if possible. Cafe's charity shops and antiques seem to be the order of the day. Its not exactly the job of the Council etc to simply create different shops but there is little to attract most people I know to shop there except general convenience shopping etc."*
- ❖ *"More variety of shops.*
- ❖ *More variety of food rather than them all being roughly the same cafe style. "*
- ❖ *A few more independent shops and less chains. Bring back the banks if possible and redevelop the quay.*
- ❖ *"Remove all traffic*
- ❖ *More family-friendly options"*
- ❖ *"Better Parking i.e. more parking available and lower the cost*
- ❖ *encourage more shops i.e. shoe shops etc.."*
- ❖ *"Restrict parking in court Street.*
- ❖ *Public seating"*
- ❖ *We have several empty premises in town at the moment which don't help with either the look, feel or appeal of the town. I guess a suggestion would be to fill them but I don't know how easy that would be.*
- ❖ *Better parking, more variety of shops*
- ❖ *"Enforcement of parking in the town centre.*
- ❖ *Quality clothes shops"*
- ❖ *"We need more big names stores in town so we don't have to keep travelling to other towns to buy clothes and school uniform.*
- ❖ *"*
- ❖ *"Free car parking*
- ❖ *Lower commercial rates to attract wider range of shops"*
- ❖ *"Too much furniture/display boards from cafes etc on pavements, impeding wheelchair use. There are too many, need to reduce them.*
- ❖ *There should be more benches around the town centre."*
- ❖ *"Diversify retail opportunities*
- ❖ *Better maintenance of pavements"*
- ❖ *Get rid of yellow lines and properly pedestrianise the centre*
- ❖ *"1. Permit short term car parking in the town centre on non-market days. .*

- ❖ 2. More bike racks to leave bicycles in the street while shopping."
- ❖ A couple more shops selling clothes/kids clothes/shoes.
- ❖ More independent retail shops - empty shops made available to pop up ventures. More restaurants- we have great coffee shops and Indian restaurants - need more variety
- ❖ "Really properly crack down on those people who insist on driving through (not at 10mph- but much faster) pedestrian zoned areas before 4pm on Mon-Saturdays, especially drivers (check out their age group- they can't all hold blue badges can they?) who 'drop off' shoppers but linger on the double yellows in Market Square, East St/Preston St, without good reason (collecting or delivering goods). Also the gate should be shut before 4pm but rarely is. This is a health and safety hazard for children and the elderly especially, particularly at the bottom of Preston Street where traffic converges to go up.
- ❖ And make parking free, at the very least at the weekends in the main car park at Bank Street, every week of the year. This would encourage shoppers into the town centre and may well result in a bigger range of high street shops.
- ❖ This comment is not exclusively regarding the town centre I know, but I am considering moving house to a residential area where there are a better proportion of pelican and controlled crossings. Don't Councillors realise that children and the elderly find it almost impossible to cross Faversham town centre roads because of the amount of on-street parking?!"
- ❖ "More private businesses that differ from similar ones in town already, but that would mean lowering rates.
- ❖ Get rid of awful looking double yellow lines that don't work anyway. "
- ❖ More local company businesses, easy parking like buses from Abbey school, a Faversham free local bus so easy to access town centre, more free events for all ages and all social classes. Less traffic!
- ❖ "Improve short stay car parking.
- ❖ Improve long stay car parking"
- ❖ "More parking . Shoe shop .bigger named shops that will keep us in town."
- ❖ "Improve the retail choice.
- ❖ Invite Tesco to reassess its car parking policy and go back to its previous 2hrs policy."
- ❖ No parking around the guildhall, no traffic through court st, and up Preston street
- ❖ Don't paint yellow lines around the guildhall. Better selection of shops, less hairdressers, cafes and charity shops.
- ❖ "Parking, you should park for the time you stay the same as castle street Canterbury. Better road links, time to seriously think about a western link by pass, traffic getting very heavy and Ospringe now over the safe air limit. Something must be done to save the the village (it was a village!) and the very historic buildings along its street.
- ❖ Town needs to attacked retail not just coffee/cafe and charity. "

- ❖ *"Get the sewage smell eliminated particularly noticeable in West Street and between the walls towards Davington church.*
- ❖ *Encourage more shops to open "*
- ❖ *"Its too easy to go out of town to buy the things you need, Faversham has multiple charity shops, haidressers and takeaways. I think it would be good to make the town more attractive to others by having more high-street brands. Clothes shopping has to be done elsewhere or online, there is no where local to go and browse."*
- ❖ *"Better retail eg wilko primark etc*
- ❖ *Allow the bigger shops in like costa "*
- ❖ *"it would be good to have a couple of shops selling mens and womens clothes*
- ❖ *would prefer not to see double yellow lines in historic centre of town"*
- ❖ *"Longer free parking in Preston Street (an hour would be good)*
- ❖ *Make the market square pedestrianised every day after 10am. "*
- ❖ *Improve cleanliness and to attract larger businesses*
- ❖ *"Better/more car parks - make first hour free parking and ban parking around the Guildhall.*
- ❖ *More public seating - older people, disabled people and parents with young children need benches."*
- ❖ *"More parking available*
- ❖ *Some kind of policing on Friday/Saturday nights to make it safer to walk through "*
- ❖ *"Children's clothes shop*
- ❖ *Shoe shop"*
- ❖ *"Less of the same type of shop. For example, how many more estate agents, cafes, takeaways do we actually need.*
- ❖ *Bring back the once great market, the one that gave Faversham the title of Market Town of Kings. It's getting smaller and again less variety "*
- ❖ *"More benches in the town centre.*
- ❖ *More clothes shops for women.*
- ❖ *There's too many charity shops and cafés."*
- ❖ *"Stop cars parking in the marketplace and driving through town so I have to move out of the way with the pushchair*
- ❖ *Make parking in car parks cheaper or free "*
- ❖ *"Shop variety*
- ❖ *Better parking"*
- ❖ *"Make car parking cheaper.*
- ❖ *Improve/increase facilities for younger people! "*
- ❖ *"Better parking tariff options*
- ❖ *Better pavements"*
- ❖ *"1/Town centre car parks should offer free parking at the minimum matching the free on street and super market offer of two hours. If they offered 3 free hours it would draw people away from using the residents parking for which the residents are paying annual permit fees for but not getting the benefit because non permit owning parkers can just use them for free anyway for*

two hours. Super market free parking allows parkers to park, shop and leave Faversham without ever setting a foot in the town. Putting the Costa in Tesco allows people to shop and also have refreshments without ever putting a foot in any of the Town Centre eateries.

- ❖ 2/ More diversified shops. The current offer is heavily weighted in favour of older shoppers and tourists. No wonder most families go to Canterbury, Whitstable or Bluewater. We need to get a few contemporary brands in to draw the footfall and demographic mix. Apart from on a Saturday between about 10:00 and 14:00 the town is depressingly quiet."
- ❖ "Men's Shop clothing/shoes really only have a small offering currently in M&co, Tesco and secondhand shops.
- ❖ A shoe shop as we currently only have Supermarkets and Secondhand. To cater for all ages."
- ❖ Get a retail use into the old stead and simson shop. Costa would have been great
- ❖ "Fully pedestrianise Preston Street during the day
- ❖ More micropubs"
- ❖ Allow different types of businesses to start up in the town as we have the same type ie charity shops.
- ❖ Faversham is an expanding town that needs more than pubs, hairdressers, charity shops and cafes to survive. By allowing a select few established chains to set up this would allow the unique shops to thrive as extra footfall would be attracted.
- ❖ "It's great to support small independent shops but occasionally it's useful to have a few well known stores eg Wilkinsons or even a pound shop.
- ❖ Generally though Faversham has improved enormously and I like the 'Whitstable' type vibe that is being created but with the prices being a little lower than you would find there. The opening of various outlets at the Creek is also an excellent addition for the town"
- ❖ Bigger variety of retailers and longer opening hours
- ❖ "Ban all parking all the time, even in the evenings.
- ❖ Make more use of the guildhall as it is a local landmark "
- ❖ No cars allowed in the town between 10am and 4pm everyday. Have parking officers book those who park stupidly so other vehicles cannot get by. Also those who park on the pavement so people then have to walk in the road.
- ❖ "More high street shops
- ❖ Less independent shops"
- ❖ "Pedestrianise the centre so cars must give way to pedestrians.
- ❖ Reduce council rates to support shops."
- ❖ "Better variety of shops
- ❖ More frequent cleaning of pavements"
- ❖ "Encourage independent shops
- ❖ Ban vehicles parking anywhere."
- ❖ "Remove the drunks and the druggies

- ❖ *Allow more business in town and stop the town goody goodies from poking their noses in and stopping the town from improving "*
- ❖ *Bring in some decent too name shops less cafes charity shops and restaurants*
- ❖ *"Less charity shops.*
- ❖ *Improve public toilets"*
- ❖ *Improve parking,try to encourage more diversity in shopping outlets, electrical,men's clothing etc.*
- ❖ *"Give free car parking for up to an hour in the main car parks.*
- ❖ *Plant more trees in and around the town centre. "*
- ❖ *A shoe shop, especially as there's nowhere to buy children's shoes.*
- ❖ *"More selection of clothes shops*
- ❖ *More for young people "*
- ❖ *"Easier junctions to A2"*
- ❖ *"Tidy up the shops that are there to make the town centre more loved"*
- ❖ *Clear up the dog mess and another clothes shop would be nice.*
- ❖ *"Cleanliness & Policing."*
- ❖ *I cant think of anything!*
- ❖ *"1. Get rid of all the little twats that hang around the pubs at night wanting to start a fight.*
- ❖ *2. More parking and make it free."*
- ❖ *"Council (or whoever) to takeover a shop and offer to small traders/manufacturers on a short term basis.*
- ❖ *A shop selling new books.."*
- ❖ *"Greater variety of shops.*
- ❖ *Better signage to town and Creek for visitors - from the station. "*
- ❖ *"Stop traffic parking around the town centre. Obviously deliveries and owners who are disabled should be exempt for a specified time.*
- ❖ *"*
- ❖ *"Lower rates to encourage businesses to move in and reduce empty shops.*
- ❖ *Some free car parking to encourage visitors.*
- ❖ *Discourage big chains in moving into town and more focus on local smaller businesses "*
- ❖ *"Find a use for closed shops.*
- ❖ *More diverse retailers."*
- ❖ *Keep clean. Plant more trees flowers*
- ❖ *"- Benches, benches, benches, to make it a place where people can sit, chat, hang out*
- ❖ *More choice of evening cafes and restaurant*
- ❖ *More bicycle parking, promotion of cycling and allow careful contraflow cycling down Preston Street*
- ❖ *Tackle the problem of high commercial rents, which risks the viability of independent town centre businesses*
- ❖ *Sunday opening by more businesses"*
- ❖ *"No more coffee shops/hairdressers/charity shops.*
- ❖ *Need to encourage more retail leading down from station to market."*

- ❖ *"More franchised Businesses (going in the right direction) to bring us up to date with the rest of the local towns.*
- ❖ *Remove car parking in town, can only stop at the car park, not in the middle of town "*
- ❖ *If you want to pop in to the town and need the car have a cheaper ticket for day 15 minutes, also get more shops to open maybe Make the rates cheaper to attract more businesses!*
- ❖ *"Update the public toilets*
- ❖ *Less cafes/charity shops in favor of independent shops "*
- ❖ *"More clothes shops*
- ❖ *Better parking"*
- ❖ *"More variety in the shops, cafes and restaurants that are there. Independent retailers are great.*
- ❖ *Better food stalls in the market (one or two are great others not as good). "*
- ❖ *"More shops*
- ❖ *More parking"*
- ❖ *The range of shopping facilities is poor, most of what I need to buy is done elsewhere as Faversham has a poor selection of retail.*
- ❖ *More shops for younger people*
- ❖ *"Needs more retail stores of good quality, so many empty shops laying around.*
- ❖ *Physical appearance is dull and dirty, restoration of physical appearance."*
- ❖ *"Somewhere really good to eat*
- ❖ *A fully pedestrianised centre -WITHOUT yellow lines"*
- ❖ *Footway /road maintenance and confirmation of is court Street a fully pedestrianised area when you are forced to walk in the road because of the cafes placing tables and chairs on the footway "*
- ❖ *Police station reopened*
- ❖ *Better health care centres"*
- ❖ *Pedestrianise Court St and Preston St*
- ❖ *Make sure that all new developments have good walking and cycling access to the town centre. More flexible planning permission so that empty shops and offices can be turned into homes but easily turned back again so that they aren't lost to commercial use forever*
- ❖ *"Cleaner*
- ❖ *Bigger retail outlets*
- ❖ *Less charge for parking*
- ❖ *More patrolling of the town from police"*
- ❖ *"Department store.*
- ❖ *Trees. "*
- ❖ *"Better choice of retail outlets*
- ❖ *A wine bar "*
- ❖ *"cheaper parking or a park and ride.*
- ❖ *more toilet facilities"*
- ❖ *More bins for large events, more recycling bins*

- ❖ *"Provide more bins for rubbish.*
- ❖ *Parking could also be better."*
- ❖ *"1. Wider variety of shops*
- ❖ *2. A couple of restaurants as opposed to pubs which happen to do food. "*
- ❖ *"Repurpose empty and derelict buildings that have been empty for ages.*
- ❖ *Permit later opening of bars in Preston Street"*
- ❖ *"Increased cycle parking*
- ❖ *Get cars out of the centre"*
- ❖ *More business less of the same shops ie charity shops cafes restaurant the town centre offers nothing regarding a good shopping experience or offers anything to the people living within the town it shouldn't be about the tourists come into the town but the people of faversham lower shop rates means more business opportunity coming into the town.*
- ❖ *More police on the beat and end high tax rates for shops*
- ❖ *Complete pedestrianisation between 10 and 4*
- ❖ *"Cheaper parking or free if less than 30 minutes*
- ❖ *Street cameras"*
- ❖ *More bicycle racks*
- ❖ *Fix all the clocks in the town centre. "*
- ❖ *"More clothes shops, that not charity shops.*
- ❖ *Cafes open later than 4pm on weekdays, other than Costa in Tesco."*
- ❖ *"Police ' drivers speeding through town centre and illegally parking . "*
- ❖ *Fill in or repair dangerous paving and pavements . "*
- ❖ *"Close the market to cars.*
- ❖ *More cycling storage"*
- ❖ *"A cafe where the pavilion or rugby club is up at the Rec.*
- ❖ *More seating in town centre, plants and no yellow lines."*
- ❖ *A shoe shop!*
- ❖ *"A greater variety of independent shops.*
- ❖ *Fewer charity shops, cafes, hairdressers."*
- ❖ *"Stop parking in market place*
- ❖ *More benches to sit in the public area, more rubbish bins, and a supportive town council which sets rates are reasonable levels to keep and maintain hardworking small businesses which Faversham is very strong in possessing*
- ❖ *"Big brands*
- ❖ *No more coffee /charity shops"*
- ❖ *No cars*
- ❖ *More predictable stalls on market day*
- ❖ *Fewer charity shops"*
- ❖ *"More accessible retailers (for Buggys and wheelchair)*
- ❖ *Improved playpark and rec facilities for children"*
- ❖ *"The enabling of national stores or franchises to add value to the local independent store ie Costa coffee.*
- ❖ *Better car parking."*
- ❖ *"More appealing shops - very samey*

- ❖ More choice of good restaurants
- ❖ Can feel a bit rough at night "
- ❖ "Better clothes store
- ❖ More leisure facilities. Creek side "
- ❖ "Restricting vehicular access to market place/Preston Street.
- ❖ More variety of shops"
- ❖ "Upgrading tired buildings
- ❖ Everything looks like it could do with a good clean"
- ❖ "Less charity shops
- ❖ Less coffee shops "
- ❖ A wider variety of shops, it's mainly pubs and restaurants or cafes. I think more clothes shops and not 2nd hand shops would bring more money to the town. Secondly, more information of the market days and advertising the stalls.
- ❖ Seating
- ❖ Better parking and more retail choice
- ❖ "M&S would be amazing and bring lots more people into the town who would then use the other shops.
- ❖ Shoe shop, especially for children would also be great."
- ❖ More benches and better public toilets
- ❖ "poundland,primark,shoe shop,wilkos
- ❖ Less charity shops and bookies"
- ❖ "More variety of shops
- ❖ Later opening of shops"
- ❖ Let bigger stores in like primark and macdalds to keep us in faversham
- ❖ "- Better range of shops, there's very little actual 'shopping' you can do in town
- ❖ Quite a few empty shops, perhaps something could be done to make them look more attractive?"
- ❖ "The swimming pool needs upgrading into a more modern facility.
- ❖ It's a shame so many shops are now empty. Faversham seems to go through ""phases"" - a few years ago every new shop that opened was antiques; currently it seems to be trying to attract an art/craft consumer with the new knitting shop, the new sewing shop, the art gallery at Preston street and the ceramic cafe on east street - I love that kind of thing but can't help but wonder how long they will all last. "
- ❖ "Better shops. need some decent clothes shops with brand named clothing. Like a Primark or new look etc.
- ❖ More public toilets. "
- ❖ Prohibit Car Parking around Town Hall and re- lay the cobbles in Preston Street to Professional standard and not the uneven mess which exists.
- ❖ "Council to encourage/incentivise more independent shops
- ❖ Less estate agents, charity shops, antique shops and Shepherd Neame pubs
- ❖ "1. Make it properly pedestrianised.

- ❖ 2. Lower rates and other steps to encourage more independent shops and not just cafes, hairdressers and charity shops. "
- ❖ "More choice of shops,
- ❖ More for young people."
- ❖ Less charity shops. Independent businesses to be encouraged. Cool clothes/shoe shops similar to harbour street in Whitstable.
- ❖ "1) Shops that sell items required by the public; Shoes, clothes etc.
- ❖ 2) Parking at a reasonable cost."
- ❖ "Traffic wardens that aren't so 'aggressive when parking. Numerous times I have come back to them hovering over the car while I'll been buying a ticket.
- ❖ More cigarette bins"
- ❖ "Control the cyclists that ride the wrong way on a one way street and do not obey the rules of the road and ride on pavements.
- ❖ Ban parking around the Guildhall as this obstructs the visitors from photographing this ancient building as the motorist abuse it. "
- ❖ "Keep the parking charged low as they currently are.
- ❖ Ensure that the car parks aren't lost or closed."
- ❖ "Feels very rough (comparatively) later on Saturday afternoons, makes it unpleasant. Visible police or Pro's would be a good idea.
- ❖ Stop cars using town 'pedestrianises' area"
- ❖ Parking. More independent shops.
- ❖ "More high street shops
- ❖ Better And cheaper parking"
- ❖ "Restrict parking in the market square
- ❖ Big lorries kept out of town"
- ❖ Possibly a shoe shop or another ladies clothes shop. Not the big brands though it would spoil our town.
- ❖ "Some locally available gym provision would be helpful, though not necessarily in the very centre of town.
- ❖ Efforts should be made to ensure that independent shopping is supported and chains kept to nil/minimum. "
- ❖ more seating ie benches for the elderly, ban noisy vehicles.
- ❖ "No parking round the market area
- ❖ Cheaper parking in the car park for the 1st hour to encourage people to the town."
- ❖ "Less of the same retail experience like hairdressers, cafes, charity shops.
- ❖ A more affordable supermarket such as Lidl or Aldi. "
- ❖ "Less chains. Costa, Dominos etc.
- ❖ Build on all the community events night markets etc. "
- ❖ More cultural activities in the evening (concerts, talks and so on). There's really not much going on most evenings other than pubs and restaurants, although I'd welcome even more eating/drinking places in the evening to give it some extra life. Shopping too. I've been to great well attended evening markets there but they are so few and far between. The night life and evening economy (more shops open please) would make a huge difference.

- ❖ *More independent shops as many are empty. More cultural activities*
- ❖ *"Higher levels of cleanliness with less graffiti.*
- ❖ *Encourage less vacant units by encouraging "pop up" shops, and for vacant units themselves to be encouraged to be kept in a better state of appearance.*
- ❖ *"Ensure empty shop units are filled quickly with retail (not charity shops!) either independent or chains, to preserve the appearance and promote use of the town centre*
- ❖ *Improve pedestrianisation during the day and enforce no parking as this is an issue since Tesco (rightly) implemented parking rules"*
- ❖ *"Cheaper parking.*
- ❖ *More toilets."*
- ❖ *"More shops*
- ❖ *More events"*
- ❖ *"More choice of shops & less charity shops.*
- ❖ *More restaurants."*
- ❖ *"More lively*
- ❖ *More to attract youngsters "*
- ❖ *"I really can't think of anything !*
- ❖ *Love it the way it is !"*
- ❖ *Fewer betting shops. Better variety of independent shops.*
- ❖ *Better variety of shops, too many café, pubs and Charity shops. Shoe shop huge need otherwise had to travel out of town and with young children can be very stressful using public transport.*
- ❖ *Need some decent branded shops not secondhand shops*
- ❖ *This town needs modern shops. Sick of the sight of charity shops and cafes!!! Get real and keep up with the times or you won't make any money. There's nowhere to buy clothes and nothing to do apart from eat on over priced cafes it's pathetic.*
- ❖ *"Tidying up shop frontages and dealing with market rubbish in a more discreet manner.*
- ❖ *Clearer definition of outside/street space for cafes, pubs and restaurants"*
- ❖ *More night life and less charity shops*
- ❖ *Bring more retail, nightlife and places to eat, if that's not possible improve the market! It's old tat no one wants to buy.*
- ❖ *"better shops as travel out of town for most things clothes/toys. the majority of things myself and family need*
- ❖ *Better choice of shops, less charity shops and less cafes. Better parking.*
- ❖ *Fags being all I've the floor and the fact the paths are sometimes not big enough*
- ❖ *"Stop traffic going through the town*
- ❖ *And better retail facilities "*
- ❖ *"More well known high street retailers and fast-food outlets. The independent ones do not offer enough choice and are expensive.*
- ❖ *Better lighting for the whole area."*

- ❖ *"Parking should be free for 30mins which would allow time to nip to bank/post office, or to drop kids off/collect them from activities.*
- ❖ *More benches."*
- ❖ *"Get shops to open in the boarded up empty places.*
- ❖ *"Do away with parking around Guildhall and Market area apart from essential deliveries.*
- ❖ *Put more seating in with litter bins."*
- ❖ *"Make it a pedestrian zone all day seven days a week until six pm. Remove disabled parking, as to many dodgy blue badges are in use.*
- ❖ *Either force sheps to clear up after hop festival etc. Or cancel hop fest."*
- ❖ *More retail shops, that aren't charity shops*
- ❖ *Improve leisure facilities especially for teenagers.*
- ❖ *"Fully pedestrianise it*
- ❖ *More live music at weekends "*
- ❖ *"Ban all cars from the town centre.*
- ❖ *Make better use of what is now the 'Town Hall'. There is no need for this building when we have the Alexander Centre and the Guildhall. The building is in a prime retail position and should be used as such."*
- ❖ *Free parking*
- ❖ *"Make premises more affordable so vacated shops would be quickly filled.*
- ❖ *Introduce a couple more wooden benches so shoppers could sit down a while."*
- ❖ *More variety of shops, well known bigger shops*
- ❖ *"More branded shops*
- ❖ *Less parking in the pedestrian areas"*
- ❖ *"Faversham has some good eaterys but could really do with a McDonalds that would bring more young people to the area and encourage younger families to shop here more often.*
- ❖ *Faversham would benefit from a sofa play type place for young children which would again keep the younger families in the area."*
- ❖ *"Offer favourable terms to local businesses setting up shops on Preston Street as this is the first street visitors to the town see - a plethora of empty or charity shops does not give a good impression.*
- ❖ *Affordable car parking/bus fares for local residents in the main car parks so that Preston Street and Market Place can be pedestrianised during main footfall hours of the week."*
- ❖ *"More places to sit for free.*
- ❖ *Stricter hygiene and legal checks at cafes."*
- ❖ *Better shops*
- ❖ *"Better control of parking in the square*
- ❖ *Less traffic allowed through Court St the market and Preston St"*
- ❖ *Anything for teenagers(for example a waffle shop they are packed in other towns) ... West faversham community centre is too far out especially if you live whitstable rd end of town*

- ❖ *Make the centre Pedestrian only ! Nearly got knocked over ! And stop the guildhall been used as a car park*
- ❖ *More larger stores more accessible parking*
- ❖ *"Make it a pedestrian (car fee) zone similar to Canterbury. Create a cleaner, greener centre.*
- ❖ *Improve access to and quality of consumer opportunities. It seems to be widely acknowledged that some of the business owners are very rude and/or indifferent to customers, this puts people off shopping there. Sunday and late night opening on a Thursday would encourage people who work long hours and commute, to shop in the town centre, as would cafes that open later than 4 or 5pm. At the moment there is only one, Jittermugs.*
- ❖ *"Parking*
- ❖ *More independent shops"*
- ❖ *"Lower business rates to encourage smaller businesses back*
- ❖ *Empty shops are an eyesore and discourage visitors, Preston Street has large several vacant premises*
- ❖ *Better car parking, limited parking for 2 hours in all streets currently with restricted parking in town centre*
- ❖ *Remove your rude parking wardens would really help"*
- ❖ *"Live music / busking*
- ❖ *"1. Get more retail shops - clothing, shoes, housewares*
 - *Make Market Street pedestrian only during the day"*
- ❖ *"Bigger variety of retail outlets*
- ❖ *Stop general vehicular access through market place on market day"*
- ❖ *"Better car parking.*
- ❖ *Develop the creek for tourism and retail"*
- ❖ *"Encourage more independent traders into the shops that are empty.*
- ❖ *Free parking to encourage visitors"*
- ❖ *"Better shops less cafes*
- ❖ *Events that suits all*
- ❖ *Parking!!!!"*
- ❖ *A greater/better independent retail offer*
- ❖ *"More clothes and homeware shops.*
- ❖ *Gym."*
- ❖ *"Make the market square pedestrian only (except for trade). A couple of spaces next to Sheperd Neame visitor centre could be made disabled bays.*
- ❖ *More seating."*
- ❖ *variety of shops*
- ❖ *"More trees/greenery is needed in the town.*
- ❖ *The paved area outside Iceland and the Post Office is shabby especially compared to the opposite side of the road, where there is a garden. This needs improving as it is an entrance to the town centre.*
- ❖ *"More retail i.e. A marks and Spencer's to hit all age ranges and all types of clothes , toy shop , anything decent so I don't have to go out of town or to a supermarket*

- ❖ *I would also like to see cafes opening later for school kick out as I can't take my children out after school for tea or even a milkshake .*
- ❖ *Like it as it is*
- ❖ *"A properly pedestrianized town centre on Saturday's with no cars.*
- ❖ *More tree planting."*
- ❖ *"Having more cafe culture.*
- ❖ *Marks and spencer simply food."*
- ❖ *"Create a more cohesive food and drink service offer/narrative, emphasise the leisure aspect of the high street from the railway to the end of West St and the Creek*
- ❖ *Support new experience-retail offers coming in to attract more i.e. the new sewing shop..."*
- ❖ *Another bank, more benches*
- ❖ *"Limit access by vehicles*
- ❖ *"1.Clean up the streets! Too much litter/dog mess.*
- ❖ *The licensing protocols need to be urgently revised-there needs to be one or two later closing bars with music. At the moment, even the pubs with music close at 11pm so there is a need to go to Canterbury to extend an evening out, which is inconvenient and expensive.*
- ❖ *"More facilities for young people.*
- ❖ *Fewer empty/non-retail shopfronts, such as former Ruby Shoes (presumably used as residential)."*
- ❖ *"1. Make it pedestrian only, other than for disabled parking and delivery and access only during certain times. No unauthorised parking around the Guildhall (please NO yellow lines.)*
- ❖ *2. More retail shops e.g Shoe shop, clothes shops"*
- ❖ *"Enforce parking restrictions*
- ❖ *Return 12 Market Place to a retail use"*
- ❖ *Court Street and Market Place closed to pedestrians say between 10-5.*
- ❖ *"1. More free parking bays for short stays*
- ❖ *2. Zebra crossings changed to Pelican crossings (Court Street & Dark Hill)"*
- ❖ *I have no specific suggestions*
- ❖ *Reduce business rates so that empty shops can be used rather than lay dormant (better a percentage of something than nothing). Work with small businesses to ensure they don't become the next empty shop. Faversham is dead as a retail environment but unique in its character. Allowing businesses to close allowing even more to shop elsewhere is suicide. Faversham is saturated with coffee shops, charity shops and not much else.*
- ❖ *"Remove the yellow lines and ban all parking during the hours of 9 to 5 pm.*
- ❖ *Add more planters and benches to make the centre more welcoming for visitors and control evening parking. "*
- ❖ *"keep shop rent down - lots of small businesses in Faversham shut up shop or don't open in Faversham at all because the rent is through the roof.*

- ❖ *Only delivery vehicles should be able to drive through the town. Blue badge holders think they have the right to drive and park wherever they like when there are lots of disabled spaces provide in the main car park and other surrounding car parks. Where as parent and child spaces are not priveded and you have to have eyes in the back of your head when walking through the town because of lots of cars driving through. "*
- ❖ *Improve car parking prices & offer cheaper parking incentives to shoppers*
- ❖ *"Firstly, the council should create some town byelaws, whereby shop owners in the town centre are required to make sure their shop front is clean, neat, and in keeping with the surroundings(I.e. No big gaudy plastic shop signs, signs should be neat and tasteful to the lovely architecture we have in faversham) let's make faversham look good with beautiful shops, flower displays, awnings.*
- ❖ *Secondly, a better variety of shops, this is improving somewhat, but mostly in faversham we seem to have hair salons, charity shops, and cafes. We are not whitstable- small independent gift shops and the like do not dow Ella here, but faversham needs to find its niche, we are not a town to support a lot of big name chains, nor to only provide tourist shops.*
- ❖ *We need to include shops the town actually wants, like a decent shoe shop, a fish mongers, a toy shop, another deli."*
- ❖ *"Fewer cafes, more shops.*
- ❖ *Could be entirely closed to traffic outside of early morning / late evening."*
- ❖ *Shoe shop*
- ❖ *"Park and ride to ease traffic congestion and pressure on car parks.*
- ❖ *Public toilets in the central car park are a bit shabby and in need of improvement. "*
- ❖ *"Need more retail outlets.*
- ❖ *Open up closed shops."*
- ❖ *"Better parking*
- ❖ *Better riverfront*
- ❖ *"Cheaper car parking*
- ❖ *More retail choice... it's just tea rooms and charity shops"*
- ❖ *More Cctv. Town presence of police in evenings*
- ❖ *"Pedestrianise the town centre, either fully or at least more often, with vehicle access only for deliveries.*
- ❖ *More restaurants and bars. Faversham could and should have a thriving night time economy, especially in summer, as a vibrant tourist destination.*
- ❖ *Stricter rules on signage, both shop displays and those installed by councils.*
- ❖ *The Gatefield Lane one way sign is a pointless joke, and there are some awful looking shop fronts - Whitstable has managed to impose some standards and Faversham could do the same.*
- ❖ *"1. As a resident in Abbey Street I object to free parking for any length of time by non permit holders when I have to PAY for a residents parking permit.*

- ❖ 2. No street lighting in Abbey Street and Abbey Place, I'm amazed the council hasn't been sued many times for accidents caused falls, trips etc; its like the black hole of Calcutta in this area!!!!!"
- ❖ "Why oh why do we charge for car parking.
- ❖ It should be cleaner - no need for the dirt."
- ❖ encourage better businesses to the town , its all hair an beauty or cafes or charity shops
- ❖ "Make it more welcoming to locals and visitors - provide benches.
- ❖ Get rid of yellow lines and have some vision to design out unwanted carparking and improve the look of the town especially around the Guildhall"
- ❖ "Better public toilets.
- ❖ Fewer micro - breweries"
- ❖ "No vehicles in pedestrian areas.
- ❖ Make parking cheaper/free for short periods to encourage shoppers."
- ❖ Different shops other than cafes, charity shops, hairdressers
- ❖ There appears to be a lot of empty shops and it seems such a shame that they are just sat there when there are lots of businesses would be willing to take over bit the rates are so high
- ❖ Car parking more shops that appeal to people ice cloths shoes more high street brands
- ❖ "Clean it up a little.
- ❖ Stop people driving through the town centre outside of the restricted hours and delivery drivers parking on the pavement."
- ❖ "Fewer charity shops.
- ❖ Improved & cheaper parking facilities"
- ❖ "Free carparking
- ❖ A retail map"
- ❖ more shops for low income familys not just charity ones
- ❖ Better range of retail outlets and betters street li
- ❖ "More up to date retail shops
- ❖ Sports shop"
- ❖ "the amount of unworking unwashed alcoholic/drug addicts in th town centre puts me off wanting to stay longer
- ❖ more cigarette bins needed or free cigarette butt pouches handed out occasionally "
- ❖ "No parking in the Market Place.
- ❖ No flower tubs. "
- ❖ A couple of well known shops selling clothes men , women's and children's need to be encouraged to join the town so more people will visit and we don't have to go to Canterbury clothes shopping as much m&co is nice but for older woman and men . More varity of shops no more take aways we now have enough youngs need to be made to improve the front of their shop it makes the town look dreadful. The front of empty shops need to be sorted out and owners encoraged to rent at a lower rent of empty for more than a year. Love all the cafes and resturants and pubs and mirco pubs. Faversham has

improved so much and I have high hopes it will continue to buy I don't feel enough is being done to help it get better shops in town .

- ❖ "No parking. Deliveries and badge holders only..
- ❖ "Although Faversham has worked hard at remaining a historic market town I do think it would benefit from having some of the more mainstream retailers allowed to open shops, I believe this would encourage local people to use the town more often instead of being forced to shop elsewhere.
- ❖ Also it was a major step forward to allow dominos to open in the town and although it would upset some of the local takeaways we need more of the multi-chain outlets to open so that we have more choice instead of just Chinese or Indian "
- ❖ "Stop cars parking around the marketplace
- ❖ Reduce heavy lorries using town centre roads"
- ❖ "Make the town center somewhere you want to visit
- ❖ Get other shops in apart from cafes, betting shops and charity shops"
- ❖ A better range of shops and free short stay parking.
- ❖ Don't alienate the local business when you have markets and events on
- ❖ More commercial shops (clothes shops etc for many ages and size range that cater for everyone Brand named shops) Benches for people to sit down, especially the disabled. STOP allowing multiple hairdressers eateries and charity shops opening up. I could go on and I know a lot of it is down to money etc.
- ❖ Better roads leading to the town as its like a maze and pop luck the way the cars park and the pot holes in the roads, more like a town under siege.
- ❖ Faversham has lots of old character, some of the retail outlets and cafes just don't have Faversham's style. If you brought in vintage decor/themes even for modern chains the tourist trade would bring more income. And hopefully being in a better variety of shops... sick of charity shops TBh
- ❖ "Better retail offering.
- ❖ Sort out the traffic"
- ❖ "More mid-range shops eg Marks & Spencer to take over from the masses of charity shops, low end clothes shops etc.
- ❖ Make the market stalls more physically attractive so it looks like a planned, organised market rather than a mess of traders who are just putting up temporary stalls.
- ❖ "Clean up regularly
- ❖ Tidy up vacant shops"
- ❖ "Lighting in swimming pool car park - its dark.
- ❖ Better access as roads are so congested and cars parked in such a way as to cause problems.
- ❖ "Free Parking for two hours than charge after.
- ❖ Better quality of shops
- ❖ Stop cars parking in the Market place "
- ❖ Definitely we need some sort of police presence in the town, I work in a retail shop and shop lifting is rife.. alcohol... and school behaviour.. also cyclists

cycling on the pavement, many times I have nearly been run over , these issues need addressing... also the 2 shops top of Preston street,, Chinese and arcade are appalling, and give a very bad impression for visitors coming from the station.. they should not be allowed to get in this state.. we also need more retail shops, there are too many coffee shops .

- ❖ More Cafes open on a Sunday
- ❖ "Less charity shops
- ❖ Better use of empty retail units"
- ❖ "Reduce retail rents to encourage shops other than Charity shops.
- ❖ Maybe encourage more diverse retail businesses with allowing them pop up events to gauge the viability of the town."
- ❖ "Shops which sell clothing/shoes.
- ❖ Pedestrian area enforcement
- ❖ "On Tuesday market day not to allow cars into Court St.
- ❖ Stop cars parking non Market days around the Guildhall but not with double yellow lines (as this will spoil the historic centre) but with appropriate signage to blend in with the medieval streetscape."
- ❖ "More brand name shops
- ❖ Less charity and micro pubs
- ❖ "More of a variety for eating and shopping. Currently no shortage of cafes, beauty shops, charity shops, antiques and banks.
- ❖ More off street parking for residents so town car parks and streets are better suited to visitor parking"
- ❖ "Community cafe offering daily activities for pre school age children and adults with help and advice on local services and charities.
- ❖ For ease of walking and health clear paths of cafe tables and smoking."
- ❖ "Removal of unnecessary signs, double yellow lines.
- ❖ Keep Faversham unique and avoid generic retail such as Domino pizza and Specsavers. "
- ❖ Encourage more businesses
- ❖ "Cheaper parking.
- ❖ Diversity of shops - businesses come and go - so sad to see shops closed and empty. Shops like Barleymow and Luuvies Boutique are such an asset."
- ❖ Increased number of interesting individual retail outlets - fewer empty premises.
- ❖ "Improvements to children's play parks
- ❖ More retail options "
- ❖ "Improved parking. Tesco limited to two hours and requires £5 in store purchase.
- ❖ Public toilets are really in need of cleaning and improvement."
- ❖ I think our problems are common to most town centres. I like the town, but if I want anything large, or clothing, then I'll head online or to Canterbury.
- ❖ "Clean up the litter.
- ❖ Make 1st hour of parking free"
- ❖ None - I like it as it is.

- ❖ Interesting independent shops
- ❖ "Car free walking
- ❖ Seating"
- ❖ "Remove yellow parking lines or at least enforce them.
- ❖ Introduce more aesthetic alternatives to pedestriaise the town centre."
- ❖ Graffiti should be tackled.
- ❖ "Easier/cheaper parking (for residents)
- ❖ More family restaurants / Baby facilities "
- ❖ "Faversham is losing its charm - does not have the same vibe as 15 years ago.
- ❖ More needs to be done to stop anti-social behaviour"
- ❖ "When it's supposed to be pedestrians only, make it pedestrians only
- ❖ Regular checks on loose and raised road bricks and slabs "
- ❖ Different shops to keep those who live in Faversham to shop in Faversham .
Dose t have to be within the town centre but houses are going up all over ,
nova centre would have been perfect for a shopping centre
- ❖ "Close the road from traffic
- ❖ Create a leisure centre"
- ❖ It needs to be more vibrant on a Sunday. If there's no market it dead and even
then there's a limited number of outlets open.
- ❖ "Free parking
- ❖ Wider selection of retail outlets"
- ❖ "As mentioned the cobbles need repairing to help accessibility for disabled
walkers or those in wheel chairs
- ❖ Encourage some quality retail outlets to open in Faversham. Clothes shoes.
- ❖ The municipal style floral arrangements in the centre of Faversham are nice
to have and are probably cheaper than others but they do look like something
used in modern town centres and are not in keeping.
- ❖ "Stop Parking in square!!!!
- ❖ Parking, get rid of traffic wardens
- ❖ "Improve the restaurant offering, the range is very limited currently. We
need better quality offers for families that give value for money but are also
of a high standard.
- ❖ Improve the retail offer, there are too many empty shops that have been
unoccupied for too long. A carefully curated selection of chain shops would be
better than empty and derelict shops. A healthy mix of independent retailers
and chains are what make town centres work. "
- ❖ "Diversity of retail units
- ❖ Electric car charging point"
- ❖ Not allow any more charity shops were over run with them also hairdressers
and coffee shops and estate agents this os what we seem to have too many
off we need more branded shops not huge buildings but metro stores to
encourage people to stay local and use our town and keep it thriving
- ❖ "Better retail shopping i.e. Clothes
- ❖ Can only think of that suggestion! "
- ❖ "Free parking.

- ❖ *"Improve the appearance of the top of Preston street to reflect the quality of shops and buildings further in to town.*
- ❖ *Incentivise new/small businesses to take on shops or host pop ups to utilise empty shops. Consider reducing business rates"*
- ❖ *Needs more variety of retail shops ! I love the cafés etc but can't really go shopping for variety of things in faversham so always go into Canterbury*
- ❖ *More variety of shops*
- ❖ *"Allow people to park all day in the car park for a reasonable fee.*
- ❖ *Allow pop up shops in all the empty retail premises - would look better and generate interest."*
- ❖ *Fewer closed and run down shops in Preston Street. More outlets for adult and children's clothes. Although they are excellent MandCo they are almost the only choice, especially for children.*
- ❖ *"More shops*
- ❖ *"Better places for young families to eat/ drink. No where is particularly pushchair friendly.*
- ❖ *More variety of shops. We do not need anymore card or coffee shops."*
- ❖ *"More clothes and toy shops*
- ❖ *"*
- ❖ *"Cheaper car parking*
- ❖ *Encouraging more independent shops"*
- ❖ *Less charity shops and some clothes shops or big name shops e.g. M&S etc*
- ❖ *"Parking*
- ❖ *Less Charity Shops"*
- ❖ *"Signage and shopfronts to be brought closer in line with conservation area guidelines.*
- ❖ *Improved areas for outside seating at the cafes/pubs/restaurants by adding flowers and trees and removing street furniture, barriers etc."*
- ❖ *"Bigger shops i.e. names to bring people in*
- ❖ *Get rid of yellow lines"*
- ❖ *"More branded retail as I drive to ashford or canterbury if I need to buy something.*
- ❖ *Free parking as again if i need to buy something i drive to canterbury or ashford as dont want to risk paying for parking in faversham and not being able to get what I need. The town centre does not have enough in it to warrent the parking costs "*
- ❖ *"Cheaper parking*
- ❖ *More accessibility for disabled*
- ❖ *More and greater range of shops"*
- ❖ *"More seating in the square.*
- ❖ *Winter planting "*
- ❖ *no cars in Preston st more shops*
- ❖ *"Improve leisure facilities*
- ❖ *Make more use of the creek"*

- ❖ *"More shops less estate agents*
- ❖ *Realisation that it is nothing special "*
- ❖ *All the shops are the same!!!! Nothing new or different*
- ❖ *"Stop the cars that are not allowed to come into the town,*
- ❖ *From just driving straight through or parking all round the market a lot of people come to Faversham to take pictures of the old town and leave without getting a good one off the best one because of the cars that are parked all round it and they never get a parking ticket."*
- ❖ *"1) Pavements suitable for disabled people*
- ❖ *2) Free outdoor gym in recreation ground "*
- ❖ *"Shops & cafes to stay open beyond 4pm*
- ❖ *Move the hop festival to the Abbey school -the town centre is hell on earth during the weekend"*
- ❖ *Better shhii*
- ❖ *"Remove daytime traffic*
- ❖ *Fewer charity shops"*
- ❖ *Ban traffic completely from the very centre. More choice for vegetarians.*
- ❖ *"More things for youngsters to do.*
- ❖ *More better brand shops."*
- ❖ *"Better retail shopping facilities.*
- ❖ *Pubs are great and there are a few around but sometimes don't accommodate for young adults."*
- ❖ *"1. Clean the town up. Lots of dog fouling especially in the alleyways.*
- ❖ *Make Preston Street more presentable. It is not a good first impression for visitors coming from the station."*
- ❖ *We need affordable clothes shops and shoe shop. too many charity shops and pubs boring.*
- ❖ *I love the town just as it is*
- ❖ *Less charity shops more clothing or shoe shops.*
- ❖ *"To provide longer street parking at least 4 hours like it used to be.*
- ❖ *When repairs are made to the beautiful cobbles they should be with the same materials not red brick or worse still tarmac, Faversham is a richly beautiful market town and many local people have worked hard to keep its wonderful history let's keep the quality there and not cut corners.*
- ❖ *For the car parking machines to either give change or give you extra time if you have paid over the amount due to a lack of change, it's easily possible and rightly fair, the new machines installed in the central car park paint the council in a poor light, encourage people to visit and stay a while. "*
- ❖ *"More variety of shops*
- ❖ *"Reduce rents so that small businesses can actually be successful.*
- ❖ *Stop blocking larger businesses from coming to the town."*
- ❖ *"1. Stop the letting of shops for hairdressers, charity shops and cheap fast food outlets. The town needs a varied mix of shops, otherwise people won't bother shopping here.*

- ❖ *Enforce the traffic restrictions on all market days."*
- ❖ *"Better shops, fewer charity shops and more independents*
- ❖ *Better cleaning to clear up the market square and Preston street"*
- ❖ *"More competitive shops*
- ❖ *More for young people "*
- ❖ *"The most important thing I can think of is that no more of the banks should close. If we lose more of the banks after HSBCs closure or the Post Office it will reduce the number of visitors and footfall which will be a great loss to the town.*
- ❖ *I used to have a small shop in Canterbury. I needed my customers and suppliers (both the general public) to be able to access my shop at any time in the working days to collect or deliver heavy items. I did not consider finding a shop in Faversham, even though I live here, because of the threat to close the town centre to traffic. It is essential that small shops have vehicle access during the working day (apart from during the markets) so that they can run their businesses."*
- ❖ *Get more up to date shops in town and Les shop that sales beer*
- ❖ *"Cheaper car parking and more spaces- charity parking at weekends at local school - seems very successful in Whitstable.*
- ❖ *More independent retailers."*
- ❖ *"Verity of shops - shoe shop missing.*
- ❖ *A Lidle or Aldi "*
- ❖ *I have no suggestions*
- ❖ *"Stop the cars parking around the Guild Hall*
- ❖ *Make town centre more attractive for vistors*
- ❖ *"*
- ❖ *Cleanliness (litter), overall retail offering/restaurants*
- ❖ *"More benches/public seating areas.*
- ❖ *Restrict car parking around guild hall."*
- ❖ *"Remove the unsightly yellow lines. Proper signage has been used and proved to work in other historic towns.*

- ❖ *Reinstate Planters, benches and attractive trees which were taken out.*
- ❖ *Keep on top of the Graffiti and gum dropped on the pavements.*
- ❖ *Incentives to attract new independent businesses into empty premises"*
- ❖ *"Proportional parking meters (pay when return to vehicle)*
- ❖ *More quirky independent shops selling clothes, furniture and gifts "*
- ❖ *"Get rid of yellow lines.*
- ❖ *More police presence."*
- ❖ *More large retailers that would compliment independent businesses and more Sunday market events - the monthly antique market is such a success I'm sure more events on a Sunday would get a similar footfall with the right management and publicity.*
- ❖ *"Pedestrianise the town centre every day not just on some market days*

- ❖ *Restrict parking around the Guildhall-it's an eyesore"*
- ❖ *"No driving through town ever*
- ❖ *Less charity shops"*
- ❖ *"Just two!!!*
- ❖ *Parking*
- ❖ *2)Shops of more interest, toy shops, clothes shops children's & adults*
- ❖ *Present/ gift shops*
- ❖ *"*
- ❖ *More modern and more variety of shops*
- ❖ *"More independent retail shops*
- ❖ *Cheaper car parking"*
- ❖ *"More clothing /shoe retailers*
- ❖ *Better variety of shops , currently we have a lot of hairdressers,cafes and charity shops but not a lot of anything else*
- ❖ *"*
- ❖ *"Less charity shops*
- ❖ *Less rude staff in all resturant esp havershams!!*
- ❖ *Rejuvenate really and get that slapped look off every one "*
- ❖ *"Clarity & consistency around pedestrian only zones (ideally fully pedestrianised but obviously that can cause issues for businesses)*
- ❖ *Some smoothing / relaying of the cobbles"*
- ❖ *"Improve parking free short term*
- ❖ *More support for new business "*
- ❖ *More shop's for clothing*
- ❖ *"Some of the shop facings are scruffy*
- ❖ *Parking expensive"*
- ❖ *Have more clothes shops and a shoe shop wpuld be useful.*
- ❖ *"Encourage new and diverse retailers into the town.*
- ❖ *Stop articulated lorries coming through. "*
- ❖ *"Create facilities for secure cycle parking in the town centre.*
- ❖ *The empty shops top end of Preston Street need to be let to increase appeal.*
- ❖ *"*
- ❖ *"Cheaper/free parking*
- ❖ *Better selection of shops (too many of the same types)"*
- ❖ *"Clean it*
- ❖ *Get rid of chavs"*
- ❖ *"Have a better choice of shops. At the moment they are very much the same kind of shops.*
- ❖ *Have a big chain store come into town like Primark.*
- ❖ *Car park fees need to be reduced"*
- ❖ *"An increase in benches, I know they were removed for what was considered a good reason however watching young children and elderly people struggle to walk without resting is heartwrenching.*

- ❖ *The pavements are so thin, especially outside Multi Save, having signs in the way do not help so it would be good if these were repositioned."*
- ❖ *"Get rid of the yellow lines - they are totally out of keeping with the appearance of the town.*
- ❖ *Reduce rents to entice some more businesses back into the town. The biggest grizzle I hear from local businesses is the rent they're charged which seems to be excessive."*
- ❖ *"Better surfaces for walking*
- ❖ *Improved retail offer"*
- ❖ *More different shops. A lot of charity shops and places to eat but not enough retail*
- ❖ *Reduce the amount of empty shops and support local/independant businesses*
- ❖ *"Don't permit cars to use market area on Tuesdays and Fridays.*
- ❖ *Cheaper car parks*
- ❖ *Keep rents sensible to encourage diverse retail and keep number of charity shops to minimum. Keep fast food chains away from centre."*
- ❖ *"Lower car parking charges*
- ❖ *Not using prominent buildings that could be used as valuable retail spaces for town council business. Waste of money."*
- ❖ *"Improve public toilets*
- ❖ *Cheaper/free car parking"*
- ❖ *"More activities for teens.*
- ❖ *Improvements in cleanliness."*
- ❖ *"Better choice of shops.*
- ❖ *Don't allow cars to drive through the market place.*
- ❖ *"*
- ❖ *"Banning of motor vehicles from the Market Place and immediate vicinity.*
- ❖ *Increased police presence."*
- ❖ *More support to existing businesses, crack down on parking in the entire town-not just focussing on the market square. Cars continuously ignoring the double yellows in Preston Street mean the town looks unsightly and will cause issues for emergency services. Do more for shops and restaurants that are off 'the cobbled street'*
- ❖ *"Reduce the price of car parking and the intimidating traffic wardens who put me off as a resident let alone if a visitor.*
- ❖ *Not enough decent shops to pay car park and want to stay longer shopping. Too many charity shops, empty shops and duplicated shops. Did we need another photo shop when the one we had is so good? "*
- ❖ *"Reduce price of rent to give smaller independent businesses a chance to develop in the now multiple empty shops.*
- ❖ *Improve facilities for younger people; provide them with a place to spend time as to not encourage antisocial behaviour."*
- ❖ *Free parking for first 20 mins.Larger market .*
- ❖ *Better markets*
- ❖ *Benches everyone needs to sit down more different shops*

- ❖ *"More retail shops, less charity shops and funeral parlours.*
- ❖ *Nowhere to buy shoes etc anymore so end up going to Canterbury for main shopping.*
- ❖ *"*
- ❖ *"More clothes shops - trying to buy clothes for my 1 year old son is very difficult in Faversham, I normally go to Canterbury instead*
- ❖ *In a quiet town centre empty shops are more noticeable, if they could have posters or murals to brighten up the empty buildings it would be good. "*
- ❖ *"More police presence. There is so much focus on Canterbury and Sittingbourne that Faversham has now become a great place for people to cause trouble after a pub crawl and get away with it.*
- ❖ *Car Park on Leslie Smith Drive needs to be a long stay. It is the main car park for many of the hotels in the area and close to residential areas. It would be useful to people staying in hotels or with family and friends, and for staff of pubs and shops to be able to stay for longer than 4 hours. "*
- ❖ *"Gbetter shops"*
- ❖ *Benches... free parking*
- ❖ *More going on - music, festivals, diversity of market. Encourage new businesses to open in place of ones shut years ago*
- ❖ *More diverse range of shops eg. Clothing, shoe shops so no need to venture out of town, cheaper parking*
- ❖ *More clothes shops at affordable prices. Too many takeaways!*
- ❖ *Have the council interact with the public more so that we can understand, learn and know what they are doing to the town besides lining their own pockets*
- ❖ *"More high street shops, and stop spending money on pointless council buildings.*
- ❖ *Stop focusing on the market, and put more on the businesses we already have in town."*
- ❖ *"The local council need to allow bigger names into the retail space to increase footfall in area. This would benefit independent retailers as without footfall no business can survive. The larger brands attract people to the centre of town and they will also then access smaller retail units. It was a mistake not to allow shops such as Costa into the centre of town.*
- ❖ *The number of cars parking in both the market area and Preston Street and East street is a safety issue. In the market area you are having to dodge moving vehicles whilst moving around multiple parked cars. This is tricky normally let alone with a pushchair or wheelchair. I understand that people are allowed to park with disability badges. But this needs to be limited to a set number of bays rather than a free for all on the double yellow lines as it is making the centre of town unsafe. We could increase the number of disabled bays in central and institute road car parks to accommodate this. Most people parking are not parking outside a specific shop but parking and moving around town this can be done equally well by parking in the central car park."*
- ❖ *Better transport links*

- ❖ *"More shops*
- ❖ *More market days "*
- ❖ *"Have more clothes shops*
- ❖ *Reduce or remove traffic totally during shop hours reduce parking fees*
- ❖ *"No traffic on the market place. Could be pedestrian, with benches...*
- ❖ *Free parking for traders all the time.*
- ❖ *Free parking for everyone at week ends."*
- ❖ *"Put back benches so people can sit down!*
- ❖ *Continue with special events and markets"*
- ❖ *"Make Faversham attractive to non-residents and give them places to spend their money in:*
- ❖ *More and better quality cafes and restaurants*
- ❖ *Reduce business rates to entice more independent businesses to open of a quality that matches the beauty of the town, it's just as lovely as whitstable!"*
- ❖ *Better car parking*
- ❖ *"Improve parking*
- ❖ *Pedestrianising the town centre"*
- ❖ *Great as it is*
- ❖ *"Get rid of the ghastly yellow lines around the Market place area the consultation to put planters and benches to control parking was ignored, but this is a better solution. and better is possible.*
- ❖ *"Improve retail experience. Primark M&S McDonalds etc.*
- ❖ *More to occupy secondary school age children rather than just hanging around town or going to the rec."*
- ❖ *"Half hourly increments in charging in central car park.*
- ❖ *More clothes shops and a shoe shop."*
- ❖ *Enforcement of rules regarding cyclists in the town i.e. cycling the wrong way and in the pedestrian areas.*
- ❖ *Better and more neich shops*
- ❖ *"Less empty retail buildings*
- ❖ *Less access for cars coming through especially on market days"*
- ❖ *"A shoe shop would be very useful.*
- ❖ *Less through traffic would make the pedestrian area safer. "*
- ❖ *Faversham is great place to visit don't thing it needs much improvement. Parking in town along the roaxds can be a nightmare at night and weekends.*
- ❖ *More pedestrian crossings and less HGVs*
- ❖ *"Improvement to retail & hospitality offer. - empty shops are an eye sore, & the lack of balance between chains & Independent business harms the potential of the local economy & employment market.*
- ❖ *Get rid of those ghastly Yellow lines. - perhaps these could be replaced with some nice planting, and benches to prevent inappropriate parking & give people a place to sit. "*
- ❖ *Improve retail , reduce parking costs and increase police presence*
- ❖ *Less cars driving through especially on market days. Stop parking around the guildhall.*

- ❖ *"Better choice of shops*
- ❖ *Pedestrianised on all market days"*
- ❖ *"Better shops...*
- ❖ *More benches to sit "*
- ❖ *"Fund independent businesses so that empty shops don't become charity shops.*
- ❖ *Total ban on traffic on market days."*
- ❖ *"Reduce rates to enable less profitable businesses a chance to thrive in the centre*
- ❖ *Tescos should allow free parking again for people to access the town, and the parking scheme in the pay and display car parks is difficult. I would rather pay at the end for how much time I have been, rather than trying to guess how long I need at the start and inevitably having to rush back to my car."*
- ❖ *"For it to be pedestrianised, with allowances made for delivery drivers. Canterbury does it, Hythe does it, Ramsgate does it, I think even Dover is pedestrianised. I just want it to be safe and a nice place for my children to go when they are older, like I did when I was a child. No matter what is written to me in emails about this matter, ITS NOT SAFE. Fix the signs so if it's not pedestrianised...take the sign off the top and middle of the town entrances. PLEASE. Recently a visiting friend of mine was horrified to see a market town with the amount of cars parked and speeding through. She wouldn't return to the town.*
- ❖ *I am really worried someone is going to get hurt. "*
- ❖ *"Need a clothes retailer, especially for men.*
- ❖ *Don't need another tea shop."*
- ❖ *Get some shops instead of charity shops and take away restaurants Get branded shops e.g WH Smith mobile phone company*
- ❖ *They need to encourage more high street retailers in which would then increase footfall to the small quaint shops that are there. All there seems to be are cafes hairdressers and charity shops.*
- ❖ *"More variety in shops- we have so many hair dressers, charity's shops.*
- ❖ *Shops that means locals don't have to go out of town for things "*
- ❖ *"I know people complain about chain shops but I do wonder if a couple of chains would keep people in town rather than going out. It doesn't mean we don't have to have the boutique stores too. I think it's a shame something like Stead & Stimpson is going to be changed into offices/museum.*
- ❖ *More chance of pop up stores in the empty venues and a survey of why these shops continually become empty "*
- ❖ *No access to cars and cheaper parking*
- ❖ *"More litter bins*
- ❖ *less car access"*
- ❖ *It's fabulous*
- ❖ *"Better shops (less charity and second hand furniture)*
- ❖ *"*
- ❖ *"Completely pedestrianise the town centre on market days.*

- ❖ Not allow any more Charity shops to open. "
- ❖ "Better shops
- ❖ Fewer charity shops"
- ❖ "Not to use this ridiculous survey when you can only tick one box
- ❖ Have better roadlink at A2/A251 junction & The Mall"
- ❖ "Long term parking facilities.
- ❖ Allow major brand chains to open stores. (if it's not too late after previous Town Council blocking in the past.)"
- ❖ More shopping options, less empty/charity shops
- ❖ "Better shopping facilities, fewer charity shops and estate agents, more retail outlets
- ❖ "
- ❖ "More lighting around the park
- ❖ No more cafes"
- ❖ "That if the rents for the shops were not so expensive perhaps shops would stay open and there would not be as many charity shops/empty shops. This would then encourage more people to shop in the town or encourage some bigger retailers to open an outlet in the town.
- ❖ Do something about the horrendous yellow lines that have been painted all rebound the market square. "
- ❖ More high street chain shops and less charity shops
- ❖ "Park and ride
- ❖ Cleanliness"
- ❖ "Need more retail shops less charity shops"
- ❖ "Improved accessibility for prams, wheelchairs.
- ❖ Better bus links to surrounding villages, Bysingwood, and Ashford."
- ❖ "Some pavements are uneven
- ❖ Also cars up Preston street I know shops have to have deliveries but don't believe cars need to be able to go up there during the day "
- ❖ "1. Take a long hard look at Preston Street which is the 'welcome mat' for people arriving in Faversham by train. Improve the cleaning, de-scruff the street, offer empty shops at low rates to pop-up shops, serve a notice on the large empty Chinese restaurant to do its part in sprucing up the town. Commission some artistic and colourful banners.
- ❖ Look into having a town minibus service that loops between different parts of the town and the town centre. As the town expands (Perry Court etc), walking will become too difficult: car use will therefore increase, aggravating parking problems."
- ❖ "Visible public works of art, such as sculpture, in the town centre.
- ❖ Better quality of road surface - the current blocks are in need of re-laying.
- ❖ "
- ❖ "Allow traffic into parts of town centre
- ❖ Allow more on street parking"
- ❖ "Better shops

- ❖ *Clothes shops "*
- ❖ *Planting around the Guildhall to stop the parking of cars before there is a fatality. There have been numerous near misses that I have seen with my own eyes.*
- ❖ *Better shops*
- ❖ *"Wider range of shops*
- ❖ *Fewer charity shops (or at least no more)"*
- ❖ *"Free parking*
- ❖ *Better retail shops, particularly clothing and shoes."*
- ❖ *"No yellow lines in the Market place. More seating and well-maintained planters.*
- ❖ *Reduce rates to attract other businesses to the town and fill empty shops more quickly."*
- ❖ *"Less lorries going through the centre.*
- ❖ *More independent jewellery or gift shops like trendy Faversham. This would draw in more visitors who will make spontaneous purchases. "*
- ❖ *"Shops that are open and being used*
- ❖ *Some seating"*
- ❖ *"1. Invest in building new carparking facilities and remove the charges. We should be encouraging people/shoppers to come into the town centre not discouraging which seems to be the general theme. I've heard arguments about traders using the free parking when it's been trialed. Well why not designate a carpark for local traders. Faversham has a wonderful town centre and it's a crying shame we are not helping visitors and shoppers by giving them access to free parking to encourage visits.*
- ❖ *2. Encourage the town to come together to celebrate its maritime history and do everything possible to integrate the creek into the core fabric and attraction of the town centre. I initially moved to a surrounding village to Faversham having never been to Faversham before. Took me two years to know there even was a tidal creek and that's a crying shame so little is made of this asset that could/should be integral to the town centre given its proximity."*
- ❖ *More benches/ chairs and more public toilets. The public toilets are not very nice*
- ❖ *"Encourage high quality shops Waitrose, M&S.*
- ❖ *Develop the top end of Preston Street - either housing or retail."*
- ❖ *"1) improve the area behind Multisave. This is the main access to the town from the car park and it's unkempt, dirty and unpleasant for visitors.*
- ❖ *2) add more planters with flowers and shrubs etc to the town centre to make it more appealing "*
- ❖ *Better policing with young people & cleaning streets and parks*
- ❖ *Less litter. More retail shops*
- ❖ *"Improve the cleanliness especially litter*
- ❖ *Impose a speed limit for mobility scooters. Many go far too fast and are a danger to pedestrians "*

- ❖ *"Decide whether it is pedestrianised or not. Better to stop all vehicles completely, say between 10 and 4.*
- ❖ *Put the benches back. if there are enough of them then it doesn't matter if a few are misused.*
- ❖ *"Repair road and pavement surfaces more often.*
- ❖ *Disallow tables and chairs on pavements."*
- ❖ *Longer term parking for visitors or cheaper parking.*
- ❖ *"Financial incentives to get more small business' into the empty shops for example, a chocolatier, a shoe shop, somewhere to buy mens wear - underwear, socks etc.*
- ❖ *More centralised point of access for all the events happening in town. Its a vibrant place with lots going on but there is a huge reliance on shop windows to promote local events, this could be streamlined."*
- ❖ *"More chains*
- ❖ *Move Faversham town council offices from prime retail store"*
- ❖ *"New public toilets.*
- ❖ *Free car parking."*
- ❖ *Completely pedestrianise the town and make considerable improvements to the toilets in the main carpark*
- ❖ *"Later busses to and from Canterbury (via Boughton) and more vibrant night life would encourage me there rather than Canterbury.*
- ❖ *It is also a ghost town on Sundays which is my only day off for shopping."*
- ❖ *"Resolve the parking problem round the Guildhall to make the town centre more attractive to visitors.*
- ❖ *Discourage beggars and buskers. Having spent a million pounds on 12 Market Place and still allowing them to take over does nothing to make the town more appealing to visitors."*
- ❖ *"No parking around the guild hall*
- ❖ *Make the whole area pedestrian only from 10am to 15:00"*
- ❖ *A couple of wine bars in the centre. Encourage cafe owners to open as wine bars in evenings. Make street market weekly. Ban parking on town centre. The town looks dead in the evening.*
- ❖ *"Reduce parking around the Guildhall and reduce vehicles*
- ❖ *A shoe shop would be handy and more public benches*
- ❖ *Less charity and empty shops. Encourage new businesses with start up incentives.*
- ❖ *"Cut back on opening new places to eat as we have such a variety already*
- ❖ *Provide seating for people to sit - this could be in the form of fixed benches between planters that can be removed for events such as the hop festival & Christmas lights "*
- ❖ *"Provide signposts for drivers, cyclists and walkers. These will not all suggest the same route. Take inspiration from Bristol*
- ❖ *Provide more consistent paving materials. Do not allow patches of bricks or slabs to be replaced by tarmac and other ugly materials"*

- ❖ "No yellow lines, sort parking out intelligently. You have local expertise....use him!!!!
- ❖ Make bicycling possible, safe and satisfactory for all. It HAS to come and you could get more visitors if it was encouraged. Faversham has to encourage the school, children to, cycle to, school"
- ❖ "More things for kids to do.
- ❖ More shops that are kid friendly.
- ❖ Most of the town is for the older generation"
- ❖ "Encourage tenancies of empty shops - but no more charity shops please.
- ❖ More investment in green spaces, such as tidying the beds in the central car park, and more effort for Faversham in Bloom"
- ❖ I like as it is. But pavements I an around town are dodgy
- ❖ Community Officers at night as town centre can be intimidating with drunks, youths cycling on pavements and dropping litter
- ❖ attract better retail, cloths, shoes,
- ❖ "Free or cheaper parking
- ❖ Return of the benches which were removed for some reason !
- ❖ Renting out the empty shops
- ❖ Making Tesco do more for the town I e remove their £5 parking charge "
- ❖ "Stop the parking around the Guildhall,
- ❖ Clean stains off the pavements."
- ❖ More individual shops, rather than charity/ hairdressers as there are enough of those.
- ❖ Encourage more non charity shop retailers
- ❖ More public seating and current clothes/ shoe shops
- ❖ "Prevent parking in the market square
- ❖ provide seating in the shopping area"
- ❖ "Ensure empty retail units are filled with interesting independent retailers.
- ❖ Listen to and support the needs and ideas of the new Faversham Traders Association."
- ❖ "Drop the charges for car parking
- ❖ A shoe shop"
- ❖ Central car park extended vertically/underground with free parking on market days for limited times also bank holidays etc.
- ❖ "More local retail options
- ❖ A gym in the town centre"
- ❖ "Enforce pedestrian rules ie no traffic between 10am&4pm (market place)
- ❖ Put the hop festival in the rec"
- ❖ "More good restaurants.
- ❖ Cheaper car parking and free on Sundays. "
- ❖ Less parking in the high street, people on double yellow lines, and driving too fast up the high street. try and fill the empty shops , maybe offer incentives! Those are my bug bears, other than that, it is a wonderful place to live.
- ❖ More public seating.

- ❖ *"Improve the paved surfaces in court street very uneven gaps between flag stones*
- ❖ *Low cost for parking"*
- ❖ *"1) Up until 202 members were consulted about the model of litter bin used, and all bins were the same model. Now members are not consulted and purchases appear to be made with no idea of street scene flow. Now there are at least 5 different models of bin. This is similar to having different door handles on each door in one's residential accommodation.*
- ❖ *2).replace public seating and deal with those who abuse the facility by Police enforcement action"*
- ❖ *"More variety of independent shops.*
- ❖ *Clean the pavements of dog mess and glass.*
- ❖ *Remove the unsightly yellow lines on the road. "*
- ❖ *"More seating, especially around the guildhall and along Preston street/ Abbey street.*
- ❖ *Gove help to small retailers who want to set up independent shops"*
- ❖ *"Sorting out the dire state of parts of Preston Street - those tatty, dirty disused buildings are a disgrace and a humiliation for the town. This is the first part of Faversham that many people see!*
- ❖ *More cleaning, especially on pavements. "*
- ❖ *"Could be cleaner.*
- ❖ *More Sunday events"*
- ❖ *"Reduce traffic maximum speed to 20mph.*
- ❖ *Remove unsightly yellow lines in the ancient historic town centre and instead design out parking places (plus some very explicit rules about where and how long people can park, car parks to work on exit fee with escalating rates) together with one or two traffic wardens who answer to Faversham not Swale or some other organisation."*
- ❖ *Free car parking for under 2 hours. Better shops.*
- ❖ *Get rid of the hideous yellow lines and replace with planters as per Tim Stonor's suggestion.*
- ❖ *"Make the town square a place people want to dwell in (Food and Beverage offer)*
- ❖ *Improve the appearance of the town "*
- ❖ *"Stop traffic through the town on all market days - for all day.*
- ❖ *More benches - there's nowhere to sit!"*
- ❖ *"Larger variety of shops the whole town is over priced cafe's and charity shops*
- ❖ *Better maintenance of the paths lots of uneven slabs"*
- ❖ *Removal of parked cars by raised chamber no yellow lines*
- ❖ *"Keep cars and Lorries out of the centre every day between 10 and 4*
- ❖ *Remove the yellow lines on the cobbled streets"*
- ❖ *"Cars shouldn't be allowed during the day*
- ❖ *Need to attract more variety of shops "*

- ❖ *More interesting shops but know that won't happen because potential retailers know that there isn't the footfall to make it viable.*
- ❖ *"Better publicity for market*
- ❖ *Better link between market place and Standard Quay"*
- ❖ *"Reduce no of charity shops e.g. By rent incentives*
- ❖ *Buskers"*
- ❖ *"More child & men's clothing including shoes.*
- ❖ *Improve transport links to ashford and review the bus times; the early morning Canterbury bus times keep being changed which is impacting on the people who use it to get to work. The evening bus times are pathetic "*
- ❖ *"Night patrols for anti social behaviour*
- ❖ *Better bus service from villages"*
- ❖ *"More shops training their staff on what good customer service is and expect it from them."*
- ❖ *"Make parking cheaper*
- ❖ *Remove double yellow lines in market area!"*
- ❖ *"Encouragement to more independent retail businesses by local government auditing private premises owners to determine if they are asking for fair and reasonable lease rates.*
- ❖ *More seating - benches (if youth loitering was an issue for the removal of benches then consider youth opportunity projects to engage and induce pride). "*
- ❖ *"1. Wider choice of shops, including high street names, at the moment you can't buy trainers or a white t-shirt from anywhere other than a supermarket. It doesn't cater for the under 30s, or those even remotely fashion conscious.*
- ❖ *2. None. It's architecturally stunning. "*
- ❖ *"Yellow lines around the Guildhall, along with stopping blue badge parking next to the Guildhall.*
- ❖ *Pedestrians only on all market days.*
- ❖ *Getting rid of weeds along some of the back streets and alleys in the town centre."*
- ❖ *Reduce rates to encourage more diverse retailers to start up in Faversham. More so Preston street/towards Superdrug. After the market place the whole town dies of death, too many cafes, pubs, banks and charity shops- we also need high street brands for all ages to encourage shopping in town rather than out of town. There is such poor representation for clothing retailers- mackays is geared up for the older generation, and then that leaves the supermarket. The town actively encourages you to spend money away from it by not having anything worthwhile to browse within it!*
- ❖ *"More independent or small specific high brand shops to serve identified needs i.e. Shoes, clothes*
- ❖ *Fewer empty shops, charity shops and estate agents. "*
- ❖ *"Stop all vehicles from entering the town center, this is a pedestrianized area. Place someone on the entrance gate at Court St, to vet those entering, those*

with 'Blue disability badges' to prove that the owner is in the vehicle.
prosecute those who ignore the 'No Vehicle at any time' signs.

- ❖ Remove goods from outside shops not having a pavement licence, remove or re-locate A boards outside shops not having a pavement licence,
- ❖ Relocate A boards placed in the main pedestrian walkway on market days,(these are market traders a boards placed in the middle of the public walkway on market days)."
- ❖ "Increase range of shops
- ❖ Bring it alive in the evenings by staying open later"
- ❖ Get rid of the yellow lines and introduce more aesthetic parking restrictions.
Free parking in the central car park - up to 6 hours to prevent commuters using it.
- ❖ Better signage
- ❖ "Too many cars speeding reduce speeds to 20
- ❖ Lower rents on shops so independents can flourish. Too many unused shops. "
- ❖ Get rid of double yellow lines and stop cars driving up Court Street and Preston Street. Having worked in court street for many years it is dangerous to have cars and pedestrians especially on market days!
- ❖ A couple more benches; exclusion of cars 10am - 5pm.
- ❖ Only try to keep the litter cleared up
- ❖ "Better lighting of the historic buildings
- ❖ No yellow lines "
- ❖ "More independant shops
- ❖ Better nightlife"
- ❖ "1. The Creek is an important asset of the town but still seems hidden away. I know people who have visited town but did not know of or even see the Creek.
- ❖ 2. The area of the town that includes, the post office and Iceland is in terms of architecture is very out of step (even ugly) compared with the rest of the town. It needs redevelopment or at least a make major over."
- ❖ Not so many charity shops not much else
- ❖ "More car parking
- ❖ Greater variety of better quality shops for more individualist/ original articles or services....make Faversham more art and crafty...."
- ❖ "Better control or policing of car access during pedestrian-only hours.
- ❖ Encourage independent retailers in place of charity shops."
- ❖ Shopping parking is sufficient, but there is a lack of short time parking that SHOULD NOT cost money.
- ❖ "More choice in shops ie. lots of cafes and restaurants and hairdressers not much of anything else.
- ❖ Benches to sit on not enough of them!"
- ❖ Improve drink related anti social behaviour. Tackle anti social behaviour in the evening
- ❖ Free parking and some decent shops not just tourist cafes
- ❖ Better support for independent shops and easier and cheaper car parking.

- ❖ Faversham has no variety, if you want to go somewhere with good places to eat and shop then you have to go to Canterbury. Even Sittingbourne has a wide variety of supermarkets and stores.
- ❖ "Bring it up to date shopping centre more well known shops as is being done in other towns such as sittingbourne and sheppy
- ❖ Less pubs eating places estate agents and charity shops cater for the people who live in the town more so they will spend there money in the town"
- ❖ "1. Stop parking around the Guildhall
- ❖ 2.Encourage more retail shops "
- ❖ "No yellow lines.
- ❖ More benches to sit on."
- ❖ "More useful shops eg white goods, hardware, shoes, TV etc.
- ❖ Stop through traffick on market days. It is dangerous and distracting for market shoppers."
- ❖ "More tables and chairs outside for getting coffee or a drink or whatever at. "
- ❖ "Encourage pop ups in the market - ie not just the regular stall holders.
- ❖ Encourage more diverse use of vacant retail space."
- ❖ "Not allow cars to park by the Guildhall in the evening as it spoils the atmosphere
- ❖ More businesses joining g the Faversham rewards card scheme "
- ❖ "Less charity shops,cafes,banks hairdressers all the same need new shops like clothes shops,
- ❖ More activity's for children, "
- ❖ "No parking around the Guildhall but without the use of unsightly yellow lines - it can be done!
- ❖ No more housing without thinking about traffic congestion, access to doctors, schools etc."
- ❖ Less charity shops and coffee shops and more useful shops ie kids clothes, shoe shop,
- ❖ "Short term car parking
- ❖ Outside seating"
- ❖ "Reduce number of empty shops. Why are there so many fires happening in such a small town, one wonders?
- ❖ Provide free parking on Sundays- we have wonderful market days and concerts but the town' s attitude to parking is very greedy. There are many disabled people and elderly in the town and surrounding area, the policy on parking charges is very punishing."
- ❖ More shops other than charity shops. Bigger market
- ❖ "More bins
- ❖ Less overzealous parking enforcement
- ❖ Sort the lighting out in the Rev
- ❖ Allow a couple of chains in to be competitive and make Faversham shopping more desirable. Not to take over but to attract shoppers during the week and make Faversham as competitive as Sittingbourne etc. We rely too heavily on Market days which are good but I doubt other shop keepers always benefit. "

- ❖ Reduce speed limit for cars to 20 mph. Stop cars being able to access the town centre during the day.
- ❖ More shops so you could buy shoes and clothes lamp shades purses. Not so many empty shops. Less bars. Too many opened up in Faversham.
- ❖ "encourage more clothes shops
- ❖ more public noticeboards to promote local activities"
- ❖ "Well known clothes shops to be allowed in.
- ❖ More family friendly events."
- ❖ "Stop putting cafes, charity shops and hairdressers there
- ❖ Needs better retail shops "
- ❖ More Retail TV Shops and White Goods Outlets
- ❖ "1. Encourage businesses to the town, get in chain stores if necessary to fill empty shops and get rid of the numerous charity shops! Where can you buy adult clothes and shoes other than M&S and these are cheap- give Tesco some competition.
- ❖ 2. Get rid of the awful town council who do nothing to promote the town. Stop the likes of David Simmonds only doing what he gains from... its a disgrace "
- ❖ "Removal of all town centre yellow lines in favour of some form of alternative parking control measures where essential.
- ❖ Strict enforcement of disabled ONLY traffic entry during business hours through what is a mixed use - predominantly pedestrianised area."
- ❖ "1. Parking needs sorting!
- ❖ 2. The Hop Festival needs to be more carefully monitored to reduce problems caused through intoxication and the use of public streets, alleyways and doorsteps as toilets. This is reflecting poorly on visitors perception of Faversham as a welcoming and very attractive town."
- ❖ "Openness to modern development
- ❖ Development to attract younger spend"
- ❖ Encourage leaseholders to allow short-term lets of empty shops; more benches especially for consuming food bought from market stalls.
- ❖ "more benches to sit on in centre
- ❖ shoe shop"
- ❖ "more diversity in the shops - I know that you can't control this!
- ❖ better parking nearby"
- ❖ "less visual clutter in the way of excessive signage & yellow lines ... blighting an otherwise scenic town centre"
- ❖ "Wider retail offering, larger brands would not exclude independent stores but bring more revenue to area
- ❖ Increased pedestrian only access"
- ❖ "Decent clothes shops
- ❖ Less charity shops"
- ❖ "Removal of double yellow lines.
- ❖ Clarify the ambiguous entry notices, when entering from the traffic lights. (i.e. Allow loading and unloading at all times in Preston Street)"

- ❖ More larger retail outlets.
- ❖ Less charity outlets
- ❖ Improve leisure/gym membership facilities. Better short term car parking
- ❖ Cleanliness more cctv so less vandalism.more shops less charity junk shops to pull people into town as full of salons charity shops and junk shops id rather go out of town for clothes shoes
- ❖ "We need some benches
- ❖ Less cars parked around the market sq"
- ❖ Free parking and public seating (benches)
- ❖ "Remove the growing number of cars that are parking around the market area.
- ❖ More benches for people to sit. (A while I struggled whilst on crutches which forced me to consider the difficulties faced by those who permanently struggle to walk.)"
- ❖ "Police presence evenings
- ❖ Prevent cars entering pedestrian area"
- ❖ "The supermarkets, Tescos, Sainsburys, Morissons, are responsible for the decline of the town centre.
- ❖ Faversham town centre is now made up of mostly coffee shops, hairdressers and charity/bric-a-brac shops, little to attact the consumer or even visitor.
- ❖ You can have as many festivals as you like, the town centre is basically stagnant and boring. "
- ❖ "More shops, particularly clothes and shoes.
- ❖ A change to traffic access and movement around the town. Too many cars driving through and parking. "
- ❖ Do not allow cars. Pedestrianise it like it used to be years ago!!!!
- ❖ "Better shop selection
- ❖ Too many hairdressers and charity shops"
- ❖ "Allow major retailers in with a view to reducing the amount of charity shops and hairdressers.
- ❖ Better pedestrianisation. "
- ❖ "The parking is expensive and you can only book 1, 2 or 4 hours!
- ❖ Need another ""community hall"" for organisations to hire out. The West Faversham Community Centre is very expensive."
- ❖ Better choice of shops in Faversham and places to park near town centre
- ❖ Love it as it is
- ❖ "I like it just as it is x
- ❖ Primark would be good??"
- ❖ If it ain't broke don't fix it
- ❖ "A good modern shoes shop
- ❖ A affordable clothes shop"
- ❖ "Cheaper and more user friendly car parking.
- ❖ Better signage to public toilets."
- ❖ "Ban all vehicles from the pedestrian zone every day between the hours of 10am to 3pm

- ❖ *Allow cafes and restaurants from the large chains to open in the town. "*
- ❖ *"Pedestrianise Court Street*
- ❖ *Less charity shops/ more balanced with other shops"*
- ❖ *More toilet facilities, more police on the beat*
- ❖ *"Remove yellow lines and find alternative ways to reduce parking*
- ❖ *More seating*
- ❖ *Increase variety in the shops and more public seating*
- ❖ *"We need shops that attract local people to keep them shopping in Faversham and not out of town. The new retail park at Estuary View in Whitstable is packed with Faversham people because we don't provide what they want.*
- ❖ *Stopping parking around the Guildhall. Double yellow lines in the first instance "*
- ❖ *"More car park spaces*
- ❖ *"Pedestrian zone needs to be enforced. I take my toddler out with me in the town but am constantly having to watch because cars drive down there whenever they want, even during times when it should be pedestrian only. Cars should be banned altogether. On certain market days if we go out early we cannot walk on the pavement because market traders park their cars there and we cannot walk in the road as cars are driving. I used to live in the town centre but have moved further out because it is not safe for my son.*
- ❖ *Cars also park wherever they want, notably around the guildhall, especially businesses nearby. It ruins the look and safety of the town."*
- ❖ *"Make it completely pedestrianised*
- ❖ *Better signage to say where the Visitor information Centre is."*
- ❖ *"1 Encourage small independent shops to come to town. Shops like you find in Whitstable 's Harbour St or the High St in Rochester.*
- ❖ *2 Reduce number of charity shops"*
- ❖ *"Lots of toilets*
- ❖ *Lots of houses so people can break in and have fun"*
- ❖ *"1. Actual pedestrianised times on weekends and market days"*
- ❖ *2. More police/safety officer presence.*
- ❖ *"Toilet facilities*
- ❖ *Parking"*
- ❖ *Encourage more independent shops to open. Ensure that the historic atmosphere of the town is maintained by the implementation of strict planning rules.*
- ❖ *My main issue is the amount of traffic that seems to be increasing. I'm unsure as to why much of the street furniture was removed. Think this has taken away the feeling of it being a pedestrian area. The yellow lines are unsightly.*
- ❖ *"Stop cars parking around the Guildhall and along Preston Street.*
- ❖ *More shops from large chains needed as full of charity shops, hairdresser, estate agents and useless shops."*
- ❖ *There needs to be more clothing and footwear shops*

- ❖ *"A location that allows free parking for long enough to allow small purchases.*
- ❖ *At the moment I use supermarkets for buying low cost items as leave and enter the town as I refuse to pay a ""faversham tax"" or run the risk of the parking Stasi.*
- ❖ *Sadly the privatisation of parking has destroyed the town. "*
- ❖ *Proper pedestrianisation a ban on cars with blue stickers parking everywhere. Larger car parks with special rates for those working in the town.*
- ❖ *"The car issue has got to be resolved! The parking around the market square - completely surrounded one day last week, only two had disabled badges - is unacceptable. Yellow lines would look appalling and are not the solution; the area is meant to be pedestrianised except access and needs to be policed as such.*
- ❖ *It needs more seating and to be cleaner, quite often looks quite grubby which is a shame when it's so pretty "*
- ❖ *We need more big shops , b & m , Primark , wilkinsons etc*
- ❖ *"Less aggressive parking enforcement*
- ❖ *Be less restrictive on planning and use changes to allow business and retail to flourish. (e.g. Costa should have been encouraged into the town not kept out due to pressure from existing sub par businesses)"*
- ❖ *"More cafes need to have baby changing facilities*
- ❖ *Local businesses need to be more welcoming, I find them quite rude sometimes*
- ❖ *More places need to take card payments- cash is no longer king*
- ❖ *More variety of shops- no more blinking charity shops please!!!! Different clothes shops- the 'boutiques' and m and co are great if you're over 50. You're losing a huge amount of custom to Canterbury"*
- ❖ *"Stop cars parking in Market Square*
- ❖ *Council to make financially attractive offers to encourage retail shops to start up. "*
- ❖ *Attract a wider range of shops and make it safer after dark.*
- ❖ *"Yellow lines to stop parking around the guildhall*
- ❖ *A bigger clothes retailer eg M&S "*
- ❖ *"More variety of shops - preferably not chain stores but local independents*
- ❖ *Stop allowin shops to put stuff on the pavements - one cafe has an outside vmbar and a sign on the pavement and there are many more in town. It is a nightmare for wheelchairs and buggys to negotiate the pavements as the drop curbs are often blocked by cars and there arent many of them, plus the stuff on the pavements. "*
- ❖ *"More retail shops*
- ❖ *Cleaning up the alleyways leading into town"*
- ❖ *"Make it pedestrian friendly*
- ❖ *Later opening cafes and more shops open on a Sunday "*
- ❖ *"Better selection of shops, encourage branded retailers to bring visitors into town and Limit charity shops, hairdressers, independent cafes.*

- ❖ *Sort the parking issues in the market square"*
- ❖ *"Stop the musicians playing around the town begging for money.*
- ❖ *No more cafes/bars we have too many!"*
- ❖ *More car parking or park and ride . Some big chains to draw shoppers in but not too many as we need independents*
- ❖ *"Free shoppers parking certain times"*
- ❖ *"Better choice of shops - too many charity shops*
- ❖ *Get rid of cars"*
- ❖ *A more diverse selection of shops, not everyone can afford artisan products or worry about niche ideas. We have nothing in town that caters for more affordable price ranges in clothing with the exception of charity shops and absolutely nowhere that sells teenage clothes or interests. We are actively alienating the young people of Faversham by design.*
- ❖ *Additional benches free parking in car parks*
- ❖ *Improved parking and signage to parking*