

- 35% of respondents stated that they had a connection with an organisation that has received a grant from STT
- Welcombe and Guildhall wards had the highest number of member responders. Avenue ward had the lowest number of member responders at only 5%
- 3% of responders to our survey rated themselves as LGBT.

Is Stratford upon Avon a good place to live?

91% of all responders believe Stratford upon Avon to be a good place to live and you told us that you enjoy walking, cafes and restaurants, the river and green spaces, shopping, going to the theatre and the cinema.

When we asked what would make Stratford an even better place to live, the highest number of comments mentioned the following:

- Activities and facilities for young people (with a bowling alley mentioned repeatedly)
- A more vibrant evening economy
- Better use of empty shops and space for community focussed activities and to animate the town centre.

Our Community

57% of people believe Stratford upon Avon to have a strong sense of community with 43% having an opposing view. When asked what you thought might help to improvement community, lots of you stated:

- A community hub as a central place for activity
- Ensuring that the town centre was as appealing to locals as it is to tourists
- More opportunities for the community to come together, for example street parties or festivals.

Awareness of the Trust and Membership

Almost 100% of responders had heard of Stratford Town Trust however 59% of people knew little or nothing about what we do. Naturally awareness of the work of the Trust was higher among members. Those that were aware of the Trust were clear about our role as a grant making charity with an endowed estate working in support of the town.

88% of members and 71% of non-members responding to our survey agreed that STT is important to Stratford upon Avon however, only an average 30% of all responders thought that we were inspiring or innovative.

When we asked you to rate your experience of membership 51% of you rated it as good, very good or excellent. Things that you like about being a member are:

- Being consulted on issues
- Feeling part of something
- The opportunity to get involved, influence and improve the community
- Being asked to vote on matters and an invitation to attend the AGM.

However, membership experience could be improved for the 49% who rated it less favourably perhaps by:

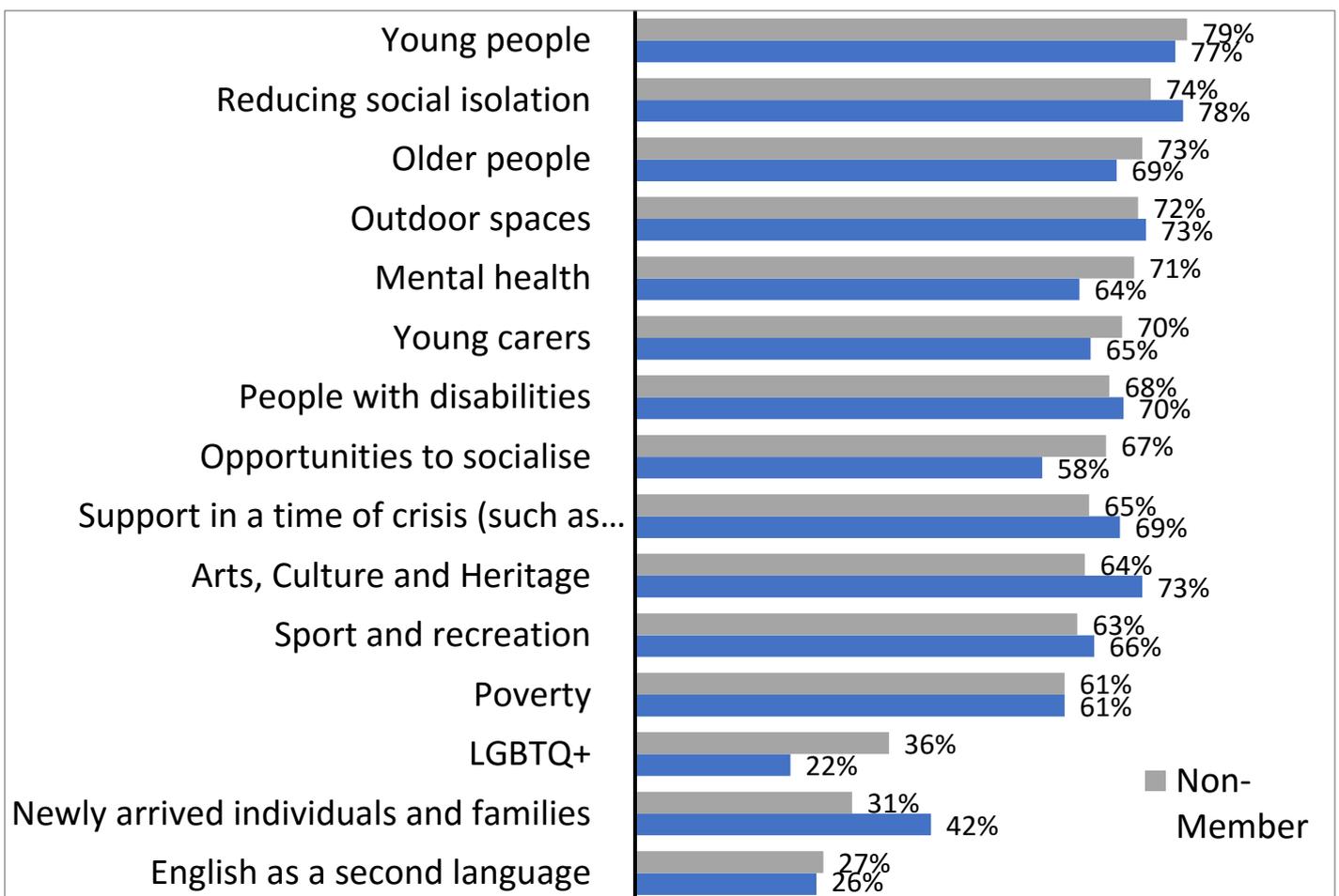
- Open and regular communication
- Being more engaged with all members but particularly new ones
- Appointing a youth panel
- Improving diversity across the membership and trustee body
- Having meetings and events at weekends
- Enabling social events for members

The good news is that 46% of those responding who are not already members expressed an interest in joining when they understood more about the Trust and membership.

A high percentage of responders used social media regularly. For example, 79% non-members and 58% members reported using Facebook. However relatively few of those followed Stratford Town Trust on Facebook or Twitter with an even lower engagement on Instagram.

Funding Priorities

We asked you to rate which of the following are important for Stratford Town Trust to fund



Of the fifteen potential areas of support, twelve are rated by 50% or more responders. Addressing social isolation, supporting the older members of the community and providing activities or facilities for young people rated most highly as priority areas with members and non-members.

When we asked what benefits you personally from the things that we fund, you stated outdoor spaces, sport and recreation and arts, culture and heritage as most prized. We also had several verbatim comments focused on climate change and the environment, education and schools, adolescent mental health and BAME communities.

To narrow things down we asked all responders to rate their top five funding priorities from the fifteen mentioned. **Young people were rated as most important** by members and non-members with **supporting vulnerable communities and reducing loneliness and social isolation** coming joint second.

Defining our Vision

When we asked you to consider five vision statements, you unanimously voted for **Creating a Connected and Vibrant Community** as resonating with you.

What happens next?

We have drawn a number of action points from these results. Some of them we will start to work on immediately and some will form part of the longer-term ambitions of our Strategic Plan.

Actions:

Membership	<ul style="list-style-type: none"> • Increase members across a wider age range, ethnic diversity and those in employment or studying • Carry out a targeted membership drive starting in Bishopton, Clopton and Hathaway wards • Deliver increased communications across a variety of platforms • Create opportunities for members to come together at points across the year.
Place Making and Community	<ul style="list-style-type: none"> • Use our vacant shops where possible to create pop up opportunities • Explore and develop plans for a community hub beyond the lease term of Foundation House • Work as part of a town centre stakeholder partnership to create a sustainable town centre offer that is relevant to visitors and locals.
Communication	<ul style="list-style-type: none"> • Increase awareness of Stratford Town Trust and deepen engagement with members and the community • Promote work/projects that are innovative and inspiring to others • Increase social media presence across all platforms
Grant Making	<ul style="list-style-type: none"> • Prioritise projects, groups and activities that support and give a voice to young people • Prioritise projects that work in participation with others to tackle social isolation and reach out to vulnerable communities.