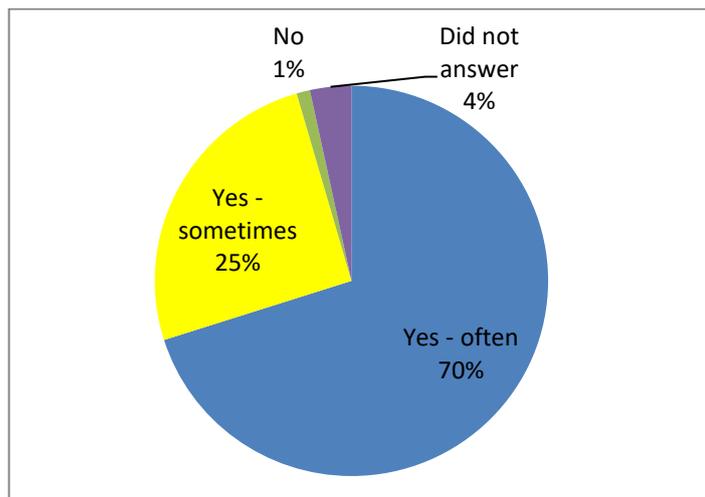


Section 4 – Shops and Services

4.1 Do you shop in Clare ?



In 2010, 97% of respondents said that they shopped in Clare, 0.8% said that they did not and 2.2% did not answer. Therefore figures are broadly the same.

Clare has a huge number of shops and services – many more than one might imagine from the street scene.

The Clare-Suffolk.co.uk website lists more than 110 businesses covering hotels, bed and breakfast, self-catering, art, antiques, farming, fishing, cafes, restaurants, pubs, leisure activities, estate agents, taxis, printing and publishing, architects, tree surgeons, plant specialists, advisory services, accountants, lawyers, support services, builders, building trades people, decorators, car mechanics, health and beauty therapists, gift shops, book shops, food shops, a florist and much more.

Some shops and services have disappeared from the town centre but more businesses have joined – the most recent being Maison de Clements, Platform No 1 in the Park, Cloth, the Honey Hill Café, Mr Spencer’s Flowers and Rehab United.

The Town Council wish all new businesses much success in their future ventures.

4.2 Which shops/services do you use ?

	2016		2010
Co-op	616	97%	95%
Pharmacy	582	92.4%	89%
Doctors	581	92.2%	90%
Post Office	549	87.1%	92%
Ironmonger	509	80.8%	79%
Newsagent	503	79.8%	91%
Cafes/pubs/restaurants	493	78.3%	66%
Butcher	419	66.5%	65%
Take-Aways	359	57%	49%
Other food shops	341	54.1%	59%
Hairdressers	287	45.6%	37%
Bookshop	265	42.1%	
Bank	261	41.4%	45%
Library	258	41.0%	38%
Antiques/gifts/galleries	256	40.6%	26%
Optician	193	30.6%	23%
Churches	175	27.8%	33%
Solicitor	157	24.9%	
Health Shop	112	17.8%	16%
Physiotherapist	99	15.7%	12%
Ancient House Museum	82	13%	11%
Off-licence	51	8.1%	13%

Figures indicate that most of these shops and services have had a moderate increase in footfall.

“There are lots of pubs and eateries now in Clare for tourists. However, in terms of boutique-style places to shop and browse there are only a few. More shops like they have in Long Melford would be a real draw, not only for tourists but for locals too.”

4.3 Name 3 types of shop or service that you would like to see in Clare.

The top 20 requests are :-

Baker	114
Greengrocer	105
Dentist	86
Restaurant/wine bar/bistro	69
Clothes shop/ladies' fashions	66
Petrol station	42
Farmers'/weekend market	37
Budget supermarket	35
Building society or bank	33
Cash point	28

Requests receiving 25 - 6 votes were: - florist, charity shop (for local charity), wool/haberdashery, shoe shop, toy shop, vet, art/craft shop, gift shop, garden shop, pet shop, electrical shop, fishmonger, police station, traditional confectionery, Café in the Park, stationer, newsagent, computer shop, fast-food take-away, shops, clubs and services for young people, deli, cycle shop, barber, more buses.

Many other shops and services received between one and five votes each. These have been noted by the Town Council and kept for future reference.

4.4 How much do you rely on the following services ?

	Totally	Moderately	Not at all
Doctors	73.6%	17.3%	9.1%
Pharmacy	63.2%	28.5%	8.3%
Post Office	39.4%	43.4%	17.2%
Bank	18.4%	22.5%	59.1%
Library	15.3%	26.2%	58.5%

Further analysis indicated that age range did not impact on these results.

It is important to remember that Clare serves a hinterland of possibly over 8,000 people. This makes our role as a Key Service Centre with essential services even more crucial.

Action Point 4A

To include sustainable economic development as part of the new town/neighbourhood plan.

Action Point 4B – Essential Services

To continue to monitor the impact of National Government initiatives on Clare's essential services.

To lobby local and National Government and national organisations in support of maintaining the services within our Key Service Centre.

Action Point 4C – Market

To support the development of markets in Clare that would include some of the facilities/outlets requested by parishioners.

Action Point 4D – Footfall

To encourage increased footfall through supporting local and tourist attractions within Clare, wider advertising of what Clare has to offer and co-ordinated links between the Country Park and the town centre so that visitors move between the two.

Action Point 4E - Parking

To work with SEBC and SCC to improve parking management and to continue to lobby for a central car park. *(See also Section 7)*



4.5 Tourists are becoming increasingly more important for the prosperity of Clare. What do you think would encourage more visitors to the town ?

Better parking inc. coach park	58
Improve Country Park, inc. café, play area, visitor centre	36
Carnivals, festivals, community events	34
Publicity, advertising/less rubbish on Facebook	28
Traditional shops, open longer, no empty shops	28
Keep Antiques Centre open	19
Bars, restaurants, coffee shops, café culture	17
Saturday market	11
More/better signposting	9
Cheaper/free parking	7
Make more of the history/exhibitions	7
Hotel/B&Bs	6
More buses	5
Specialist food markets	5

Many other suggestions received one, two or three votes each. These have been noted by the Town Council, and kept for future reference.



Clare is a founder and equal member of the Wool Towns Association (with Hadleigh, Lavenham, Long Melford & Sudbury) which aims to put Suffolk Wool Towns on the tourist map as much as the Yorkshire Ridings or the Chilterns, to improve visitor numbers and thereby increase employment and local income. Funding is being sought from many sources with a strong emphasis on local businesses.

Clare Town Council has a working party, Tourism Clare, which is preparing a package of measures to enhance the appeal of Clare to visitors. These measures include creating information points, street displays & signs, leaflets and marketing. A Town Council website – www.visit-clare.co.uk – defines the area of Clare & Beyond. This will shortly be matched by a new organisation, Bury & Beyond, funded by St Edmundsbury BC, which will further boost visitor numbers.

The working party regularly consults The Clare Business Association, representing a core of the well over 110 businesses in town, and continues to work closely with other local interests. Not all businesses have a direct connection to visitor activities, but the essential dynamism of the town, its shops and services, affects us all.

Action Point 4F

To continue to promote the “Clare Brand” on group/event adverts etc. (e.g. use of Clare colours and chevron).

Action Point 4G

To maintain a high quality website.

Action Point 4H

To “dress” the town centre to encourage visitors to stop.

Action Point 4I

To work with the SEBC and local organisations to maximise what the SEBC Market Town Development Strategy can offer Clare as part of the Wool Towns initiative.