

Appendix E: Example Questionnaire from the Business Survey



West Cumbria Town Centre Business Survey 2020

Nexus Planning has been commissioned by Allerdale and Copeland Councils to undertake a business survey of the ten defined centres in both authority areas, comprising the following six defined centres in Allerdale:

- Workington
- Cockermouth
- Maryport
- Wigton
- Aspatria
- Silloth

and the following four defined centres in Copeland:

- Whitehaven
- Cleator Moor
- Egremont
- Millom

The survey seeks the view of local businesses as part of a wider 'health check' of the centre that will help to inform the Council's future strategy and how it considers future development proposals for retail, town centre and leisure uses. The survey will also assist in improving the centre and in prioritising resources to best assist traders.

We would be grateful if you could contribute to this study by answering the following questions, which should take no longer than ten minutes to complete.

All responses will be treated in the strictest of confidence and no information on individual businesses will be released.

If you have any queries on the questionnaire, or its purpose, please do not hesitate to call Heather Lindley-Clapp at Nexus Planning on 0161 819 6570 or h.lindley-clapp@nexusplanning.co.uk. Furthermore if you would prefer a hard copy of the questionnaire to complete, please contact us.

Thank you.

GDPR

The information you provide on this form will only be processed for the purpose for which it has been given, and will not be used for additional purposes without your consent. This means the information you provide will not be used to identify you personally, will be kept strictly confidential and will not be passed to any third parties.

For more details on GDPR please go to the following link and view 'Guide to the General Data Protection Regulation (GDPR)':

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

Nexus Planning's privacy policy can be found here <https://www.nexusplanning.co.uk/privacy-policy>

*** 1. If you are happy to proceed with the survey on this basis, please select the Yes Box below:**

Yes - I am happy to proceed on this basis. I consent to Nexus Planning and Allerdale and Copeland Councils retaining and publishing my anonymised answers as part of the final West Cumbria Retail and Leisure Study

No (End of Survey)



West Cumbria Town Centre Business Survey 2020

2. Please could you provide the relevant details of your business. (Please note that all details will remain confidential).

Business Name	<input type="text"/>
Business Address	<input type="text"/>
Town	<input type="text"/>
Postcode	<input type="text"/>



West Cumbria Town Centre Business Survey 2020

*** 3. How would you best describe your business? (Please tick one box only)**

- Food retailer (e.g grocer, supermarket, off license, etc)
- Non-food retailer (e.g clothes shop, shoe shop, bookshop, etc)
- Retail service (e.g hairdresser / beauty salon, opticians, travel agents, etc)
- Pound/Discount shop (e.g B&M's, Home Bargains, etc)
- Leisure service (e.g Clip & Climb, bowling, indoor mini golf, public house, restaurant, cafe, takeaway, etc.)
- Professional service (e.g bank, estate agent, betting shop, etc)
- Charity Shop
- Other (please specify)



West Cumbria Town Centre Business Survey 2020

*** 4. Is your business...? (Please tick one box only)**

- Independent / your own
- Part of a national chain
- Part of a regional chain
- Part of a local chain

Other (please specify)

*** 5. What are your hours of opening? (Both during the week and at weekends)**

Week

Weekends

*** 6. Are there seasonal changes to your opening hours? (Please tick one box only)**

- Yes (go to question 7)
- No (go question 8)

7. If you answered yes to the previous question, please detail the seasonal changes to your hours of opening (both during the week and at weekends)

Week

Weekends

*** 8. Are the business premises leased or owner occupied? (Please tick one box only)**

- Long term lease
- Short term lease
- Owner occupied
- Don't know

9. If you lease the premises, when is there a break clause in the lease or when does it expire? (Please tick one box only)

- 0-6 months
- 7-12 months
- 1-2 years
- 3-5 years
- 6-10 years
- 11-20 years
- 20+ years

*** 10. How long, approximately, has the business traded in the town centre?**

- 0-6 months
- 7-12 months
- 1-2 years
- 3-5 years
- 6-10 years
- 11-20 years
- 20+ years

*** 11. Why did you choose the town centre as a business location? (e.g you live in the town, it is an appropriate market for the business etc)**

*** 12. Has the business always operated from the town centre? (Please tick one box only)**

- Yes
- No

If no, where did you relocate from?

*** 13. How many staff does the business employ?**

Full time employees

Part time employees

Full time volunteers

Part time volunteers

*** 14. During the time you have been trading in the town centre, has the business....?**

- Grown significantly (+10%)
- Grown moderately (0% to +10%)
- Remained largely static
- Declined moderately (0% to -10%)
- Declined significantly (-10%)

*** 15. How would you say that your business is currently performing (Please tick one box only)**

- Very well
- Well
- Moderately
- Poorly
- Very poorly

*** 16. What type of customer does your business primarily rely on? (Please tick one box only)**

- Residents from in or around the town centre
- Residents from elsewhere in West Cumbria
- Visitors from outside West Cumbria
- Workers who reside in West Cumbria during the week
- Internet shoppers
- Other (please specify)

*** 17. How do you rate the following aspects of the town centre? (Transport)**

	Good	Average	Poor	Don't Know
Accessibility by bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility by train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility by vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for those with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Approach to parking enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location / number of bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of bus services / routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of disabled car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of signage for vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

*** 18. How do you rate the following aspects of the town centre? (Business Offer)**

	Good	Average	Poor	Don't Know
Number of fast-food restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of independent traders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of licensed premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of market stalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of national multiple traders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of services in general (e.g hairdressers, banks, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of shops in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

*** 19. How do you rate the following aspects of the town centre? (Public realm / Environment)**

	Good	Average	Poor	Don't Know
Attractiveness of the public realm (e.g paving, street furniture, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of the public realm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of events (e.g street markets, parades, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety within the public realm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount/ quality/ effectiveness of the signage for pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

*** 20. How do you rate the following aspects of the town centre? (Centre Safety / Security & Other)**

	Good	Average	Poor	Don't Know
Incidents of anti-social activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policing presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Other</u>				
Amount of range of marketing and promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability and speed of wi-fi in the centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadband connectivity / speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image of the centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centre management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other & comments

*** 21. Please rank your top 3 priorities in terms of the following improvement measures which you would like to see in the town centre... (important, Priority 2 being second, etc.)**

Please scroll I

	Priorities for new uses and development within the town centre	Priorities for transport improvements within the town centre	Priorities for environmental/aesthetic improv centre
PRIORITY 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
PRIORITY 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
PRIORITY 3	<input type="text"/>	<input type="text"/>	<input type="text"/>

*** 22. How important do you consider the following marketing and engagement measures?**

	Essential	Very Important	Important	Fairly Important	Of little importance
Further consultation with retailers and businesses on town centre issues	<input type="radio"/>				
Greater promotion / marketing of the centre	<input type="radio"/>				

*** 23. Do you think there is an appropriate mix of shops and other non-retail uses (e.g banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets, etc)? (Please tick one box only)**

- Good balance
- Too many non-retail uses
- Not enough non-retail uses
- Please specify

24.

Thinking of the performance of your business, please rank what you consider to be the 3 main barriers to your businesses performance etc.)

	Relating to <u>transport</u>	Relating to the <u>general environment/ aesthetics</u>	Relating to <u>cost</u>
Barrier 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Barrier 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Barrier 3	<input type="text"/>	<input type="text"/>	<input type="text"/>

* 25. Have you any plans to alter your business in any way in the next five years?

- Yes, relocate elsewhere in the town centre
- Yes, relocate to another centre
- Yes, relocate out-of-centre
- Yes, extend floorspace
- Yes, reduce floorspace
- Yes, refurbish existing floorspace
- Yes, open up a new store
- Yes, expand range of products
- Yes, set up a website
- Yes, close the business
- No
- Yes, Other (please specify)

26. If you answered YES to question 23, please elaborate on your plans to alter your business.

27. If you are considering relocating the business, where are you considering relocating to and why?

* 28. Please rank the top 3 costs (per annum) to the operation of your business (1 being the highest cost, 2 being second, etc)

	Main costs to the operation of your business
Cost 1	<input type="text"/>
Cost 2	<input type="text"/>
Cost 3	<input type="text"/>

*** 29. How have these costs changed (if at all) in the last five years?**

*** 30. Which centres or out of town retail parks do you consider to be the town's biggest competitor? *Please specify***

*** 31. Do you operate any other businesses in any other centres in the West Cumbria region?**

Yes

No

If yes, where is this?

*** 32. Does your business currently have its own website? (*Please tick one box only*)**

Yes (go to question 33)

No (go to question 37)

33. What services does your website provide to customers?

Ability to browse goods available at your premises

Ability to order goods directly from the website

Ability to order goods that will be delivered to a designated address

Ability to order goods that can be picked up in store

Contact information, e.g telephone number, store locator, etc

Contact directly via email

Other (please specify)

34. How important is your website to your business? (*Please tick one box only*)

Essential

Very Important

Important

Fairly Important

Of little importance

35. Do customers visit your store as a result of browsing your website?

Yes

No

Don't know

36. Approximately what proportion of your sales are from the internet?

37. Why do you not have a website? (Please ignore if you answered YES to question 32)

- Do not have a computer
- Do not have the skills to produce / run a website
- In the process of designing a website
- Not relevant / necessary
- Poor broadband connection / speed
- Too expensive
- Too time consuming

Other (please specify)

*** 38. Is there more that could be done to support local businesses?**

*** 39. Do you think that a number of people who work in the town centre from Monday to Friday (but are not permanent residents) have appreciable benefits for your business (i.e. an increase in the number of customers and amount of spending)?**

- Yes
- No

*** 40. Would you be interested in joining any of the following groups?**

- A Landlords Forum (A community in which landlords can share and discuss their experiences, ideas to improve services and tips with one another)
- A Business Group/ Forum (A community in which business owners can share and discuss their experiences, ideas to improve business services and tips with one another)
- No

41. If you have any further comments, please feel free to express your views below.



West Cumbria Town Centre Business Survey 2020

Thank you for taking the time to complete this survey!