

Allerdale Business Survey Questionnaire



The Council is completing a study on Town Centre vitality. This study will look at customer shopping behaviour and town centre performance issues, in order to measure and improve both town centre performance and the overall customer experience. Your views are very important, and responses will be treated confidentially. We would be grateful if you would take a few minutes to complete the survey.

<p>YOUR BUSINESS</p> <p>1. Business name and nature of business</p> <p style="margin-left: 40px;">Town COCKERMOUTH Contact name Telephone number Email address</p> <hr/> <p>2. How long has the business been trading in this location?</p> <p style="margin-left: 40px;">Years months</p> <hr/> <p>3. If you are part of a chain, how are you currently trading compared to company regional and national average?</p> <p><input type="radio"/> Below</p> <p><input type="radio"/> In line</p> <p><input type="radio"/> Above</p>	<p>THE TOWN CENTRE IN GENERAL – YOUR OPINIONS</p> <p>13. What <u>three</u> things would you like to change the most about the town centre?</p> <p style="margin-left: 40px;">1.</p> <p style="margin-left: 40px;">2.</p> <p style="margin-left: 40px;">3.</p> <hr/> <p>14. Which product categories./attractions / services / facilities are weak in the town centre?</p> <p style="margin-left: 40px;">-</p> <hr/> <p>15. Do you think the trading hours in the town centre meet customer needs?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p style="margin-left: 40px;">If no, why not?</p> <p style="margin-left: 40px;">-</p> <p style="margin-left: 40px;">What are your current opening hours?</p> <hr/> <p>16. Why do people come into the town centre? <i>(tick as many as appropriate)</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Live nearby</td> <td style="width: 5%; text-align: center;">0</td> <td style="width: 50%;">Ease of access</td> <td style="width: 5%; text-align: center;">0</td> </tr> <tr> <td>Work nearby</td> <td style="text-align: center;">0</td> <td>Convenience</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Commuting</td> <td style="text-align: center;">0</td> <td>Good carparks</td> <td style="text-align: center;">0</td> </tr> <tr> <td>To meet friends</td> <td style="text-align: center;">0</td> <td>Nice environment</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Leisure facilities</td> <td style="text-align: center;">0</td> <td>Shopper facilities</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other</td> <td style="text-align: center;">0</td> <td></td> <td></td> </tr> </table> <hr/> <p>17. Why do people shop in the town centre? <i>(tick as many as appropriate)</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Choice of shops</td> <td style="width: 5%; text-align: center;">0</td> <td style="width: 50%;">Restaurants, cafes</td> <td style="width: 5%; text-align: center;">0</td> </tr> <tr> <td>Specific store</td> <td style="text-align: center;">0</td> <td>Food stores</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Retail services</td> <td style="text-align: center;">0</td> <td>Markets</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Financial services</td> <td style="text-align: center;">0</td> <td>Other</td> <td style="text-align: center;">0</td> </tr> </table> <hr/> <p>18. Which of the following factors are most in need of improvement? Please rank the top <u>three</u> in order of importance (1 = top priority, 2 = 2nd priority etc.)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Town Centre Marketing/branding</td> <td style="width: 10%;">_____</td> <td style="width: 50%;">Signage</td> <td style="width: 10%;">_____</td> </tr> <tr> <td>Choice of shops and services</td> <td>_____</td> <td>Opening hours</td> <td>_____</td> </tr> <tr> <td>Events/festivals/markets</td> <td>_____</td> <td>Cleanliness/litter</td> <td>_____</td> </tr> <tr> <td>Car parking provision</td> <td>_____</td> <td>Footfall</td> <td>_____</td> </tr> <tr> <td>Crime/anti-social behaviour</td> <td>_____</td> <td>Footpaths</td> <td>_____</td> </tr> <tr> <td>Town Centre vibrancy</td> <td>_____</td> <td>Recycling</td> <td>_____</td> </tr> <tr> <td>Other</td> <td>_____</td> <td></td> <td></td> </tr> </table>	Live nearby	0	Ease of access	0	Work nearby	0	Convenience	0	Commuting	0	Good carparks	0	To meet friends	0	Nice environment	0	Leisure facilities	0	Shopper facilities	0	Other	0			Choice of shops	0	Restaurants, cafes	0	Specific store	0	Food stores	0	Retail services	0	Markets	0	Financial services	0	Other	0	Town Centre Marketing/branding	_____	Signage	_____	Choice of shops and services	_____	Opening hours	_____	Events/festivals/markets	_____	Cleanliness/litter	_____	Car parking provision	_____	Footfall	_____	Crime/anti-social behaviour	_____	Footpaths	_____	Town Centre vibrancy	_____	Recycling	_____	Other	_____		
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<p>YOUR CUSTOMERS</p> <p>4. How would you describe your customers?</p> <table style="width: 100%; border: none;"> <tr> <td>Male</td> <td style="width: 20%;"></td> <td style="text-align: right;">%</td> </tr> <tr> <td>Female</td> <td></td> <td style="text-align: right;">%</td> </tr> </table> <p><u>Dominant Age Groups</u></p> <table style="width: 100%; border: none;"> <tr> <td>15-24</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td></td> <td style="text-align: right;">%</td> <td></td> <td style="text-align: right;">45-64</td> <td></td> <td style="text-align: right;">%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>25-44</td> <td style="text-align: right;">%</td> <td></td> <td style="text-align: right;">Over 65</td> <td></td> <td style="text-align: right;">%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table> <hr/> <p>5. How many customers, on average, do you serve a Day or week</p> <hr/> <p>6. Are you serving more or fewer customers than a year ago?</p> <p><input type="radio"/> More <input type="radio"/> Fewer</p> <hr/> <p>7. How are you currently trading (income from sales) compared to Last year? And say, five years ago?</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><input type="radio"/> Down > 10%</p> <p><input type="radio"/> Down 6% - 10%</p> <p><input type="radio"/> Down 0% - 5%</p> <p><input type="radio"/> No change</p> <p><input type="radio"/> Up 0% - 5%</p> </td> <td style="width: 50%; vertical-align: top;"> <p><input type="radio"/> Down > 10%</p> <p><input type="radio"/> Down 6% - 10%</p> <p><input type="radio"/> Down 0% - 5%</p> <p><input type="radio"/> No change</p> <p><input type="radio"/> Up 0% - 5%</p> </td> </tr> </table>	Male		%	Female		%	15-24															%		45-64		%									25-44	%		Over 65		%									<p><input type="radio"/> Down > 10%</p> <p><input type="radio"/> Down 6% - 10%</p> <p><input type="radio"/> Down 0% - 5%</p> <p><input type="radio"/> No change</p> <p><input type="radio"/> Up 0% - 5%</p>	<p><input type="radio"/> Down > 10%</p> <p><input type="radio"/> Down 6% - 10%</p> <p><input type="radio"/> Down 0% - 5%</p> <p><input type="radio"/> No change</p> <p><input type="radio"/> Up 0% - 5%</p>																			
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Up 6% - 10%

Up 6% - 10%

Up > 10%

Up > 10%

Reasons:

Comments:

PROMOTION AND TRADING

8. How do you promote your business? (*tick as many as appropriate*)

- | | | | |
|--------------|-----------------------|------------------------|-----------------------|
| Web site | <input type="radio"/> | Newspapers advertising | <input type="radio"/> |
| Social media | <input type="radio"/> | Leaflets/vouchers | <input type="radio"/> |
| E bulletins | <input type="radio"/> | Other | <input type="radio"/> |

What do you feel is the most effective form of advertising?

-

19. What are the three main strengths and weaknesses of the town centre?

Strengths

-

-

-

Weaknesses

-

-

-

INTERNET PRESENCE

9. Does your business have a Social Media presence?

Facebook Twitter Other

If not, why not?

10. Does your business trade via the internet?

Yes No

If not, why not?

20. How would you rate the town centre for the following (1 = 😞, 5 = 😊)

- | | |
|------------------------|-----------------|
| Facilities | Choose an item. |
| Retail mix/offer | Choose an item. |
| Parking provision | Choose an item. |
| Destination stores | Choose an item. |
| Customer experience | Choose an item. |
| Promotional activity | Choose an item. |
| Quality of environment | Choose an item. |
| Town Centre management | Choose an item. |

11. What are your company's future plans for ongoing trading in the town centre?

- | | |
|---|--|
| <input type="radio"/> Remain in current | <input type="radio"/> Move premises in Allerdale |
| <input type="radio"/> Expand | <input type="radio"/> Relocate out of Allerdale |
| <input type="radio"/> Move premises in the town | <input type="radio"/> Close |
| <input type="radio"/> Other | |

What are the reasons behind this?

-

21. Is there anything else you would like to add?

-

12. Do you expect your staff complement to change over the next 12 months

- More
 The same
 Fewer

Why is this?

How many people currently work at your business?

22. Town Centre activities and initiatives

Are you are happy to be contacted in future,

Yes No

a) How would you like to be kept informed?

Email / newsletter Website Social media

Meetings / presentations

b) Would you like to be further involved in a business group?

Yes No

Please return to your Town Centre Manager by hand or c/o the local Council office, or via email (we can email this form to you)

The data we collect will only be used for the purposes of this survey, and to contact you in future about further activity if you agreed in Question 22