



## RETAILER/BUSINESS QUESTIONNAIRE

Donaldsons have been appointed by the District Council to undertake a study to assist in the preparation of the Local Development Framework for the District. Your contribution will be vital to this process and to our understanding of the issues that are important to businesses in Skipton. We would be very grateful if you could complete this short questionnaire and return it in the envelope provided.

Please note that although your name and address are requested, no information will be published which will identify any individual respondent. If you do not wish to answer any question, please feel free to leave it blank. Any information received will be treated in the strictest confidence.

<b>1.a. Trading Name:</b>
<b>1.a. Business Address:</b>
<b>2. Telephone Number:</b>
<b>3. Goods Traded/Services Offered</b>

<b>4. Are you part of a national multiple chain, a franchisee or an independent retailer/business? (Please tick appropriate response)</b>			
National Multiple		Independent Business	
Regional Multiple		Franchisee	

<b>5. How many staff work on the premises?</b>											
Full Time		Part Time									
<b>6. How long has your business occupied your premises in Skipton?</b>											
Less than 1 year		1-2 years		2-5 years		5-10 years		10-20 years		20+ years	

**7.a. What is your total floor area (inc. storage accommodation) (sq. ft.)?**

**7.b. What is your net sales area(sq. ft.) ?**

**8.a. Are you satisfied with your current accommodation?**

Yes		No	
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**8.b. If no, why not?**

**9.a. Given the choice what would your optimum unit size be?**

Up to 45 m <sup>2</sup> (500 ft <sup>2</sup> )		185 – 370 m <sup>2</sup> (2,000 – 4,000 ft <sup>2</sup> )	
45 – 90 m <sup>2</sup> (500 – 1,000 ft <sup>2</sup> )		370 – 555 m <sup>2</sup> (4,000 – 6,000 ft <sup>2</sup> )	
90 – 140 m <sup>2</sup> (1,000 – 1,500 ft <sup>2</sup> )		555 – 930 m <sup>2</sup> (6,000 – 10,000 ft <sup>2</sup> )	
140 – 185 m <sup>2</sup> (1,500 – 2,000 ft <sup>2</sup> )		Over 930 m <sup>2</sup> (10,000 ft <sup>2</sup> )	

**10. Do you have any plans for investment in your current premises – shop front works, refurbishment, redecoration etc. ? (Please detail):**

**11. Do you expect any of the following changes to your business over the next few years:**

Expansion within current premises	
Relocation to alternative premises in Skipton	
Contraction within current premises	
Closure of current premises	
Relocation to alternative premises outside Skipton	
Other (please detail)	

**12.a. Do you currently trade on Sundays?**

Yes		No	
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**12.b. If no, do you have any plans to do so?**

Yes		No	
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**12.c. If no, why not?**

<b>13. Approximately, what is the turnover of your business?</b>			
£ _____ per week/annum (delete as appropriate)			
<b>14. Has your business traded better, worse or about the same in?</b>			
	Improved	No change	Declined
Last twelve months			
Last two years			

<b>15. If you have experienced a change in turnover during either of these periods, can you identify any particular reason?</b>			

<b>16.a. What are your expectations for trading over the next two years?</b>		
Improving	Static	Worse

<b>16.b. If you expect the trading conditions to change, do you have any particular reason for this change?</b>			

<b>17. Are most of your customers:</b>	
Regular	
Occasional	
Passers By	
Tourists	
All of the above	
Don't Know	

<b>18. Where do your customers come from?</b>	
Within 1 mile	%
1 to 2 miles	%
2-5 miles	%
5 miles or more	%

<b>19. How much do your customers spend on average?</b>			
Less than £10		£31-£50	
£11-£20		£51-£100	
£21-£30		More than £100	

**20. Listed below are a number of features considered important to shoppers when choosing where to shop. Please rate the Skipton features according to how good you feel the provision of each one is.**

FEATURE	RATING (Please tick appropriate response)						
	Excellent	Very Good	Good	Satisfactory	Poor	Very Poor	Don't Know
Range of Shops							
Quality of Shops							
Skipton Market							
A wide range of activities other than shopping							
Choice of places to eat and drink							
Toilet and Baby changing facilities							
Disabled access into and around the centre							
Security in the shopping area and car parks							
Adequate Police presence							
Attractive environment							
Access by public transport							
Amount of car parking							
Cost of car parking							
Access by car							
Appropriate signage to car parks							
Maintenance and cleanliness							

**21. As a retailer/business person, what do you think are the major strengths of Skipton Town Centre?**

**22. As a retailer/business person, what do you think are the major weaknesses of Skipton Town Centre?**

**23. What improvements/additional features would you like to see in Skipton Town Centre?**

**24. Do you wish to make any other comments about Skipton Town Centre?**

Please feel free to continue overleaf or on a separate sheet of paper.

**Thank you for taking the time to complete this Questionnaire.**

An envelope is provided for your use, but should that be mislaid, we would be grateful if you could return the questionnaire to:

Amanda Eaton  
Donaldsons  
St Paul's House  
23 Park Square South  
LEEDS  
LS1 2ND