



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 Crosshills. 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.

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

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

5. How many staff work on the premises?											
Full Time		Part Time									
6. How long has your business occupied your premises in Crosshills?											
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	
8.b. If no, why not?			
9.a. Given the choice what would your optimum unit size be?			
Up to 45 m ² (500 ft ²)		185 – 370 m ² (2,000 – 4,000 ft ²)	
45 – 90 m ² (500 – 1,000 ft ²)		370 – 555 m ² (4,000 – 6,000 ft ²)	
90 – 140 m ² (1,000 – 1,500 ft ²)		555 – 930 m ² (6,000 – 10,000 ft ²)	
140 – 185 m ² (1,500 – 2,000 ft ²)		Over 930 m ² (10,000 ft ²)	
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 Crosshills			
Contraction within current premises			
Closure of current premises			
Relocation to alternative premises outside Crosshills			
Other (please detail)			
12.a. Do you currently trade on Sundays?			
Yes		No	
12.b. If no, do you have any plans to do so?			
Yes		No	
12.c. If no, why not?			

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

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

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

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

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

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

19. How much do your customers spend on average?			
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 Crosshills 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							
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							
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 Crosshills Town Centre?

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

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

24. Do you wish to make any other comments about Crosshills 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