

CRAVEN DISTRICT COUNCIL

Cross Hills Town Centre Health Check

Appendix 2

Retailer & Business Questionnaire Analysis

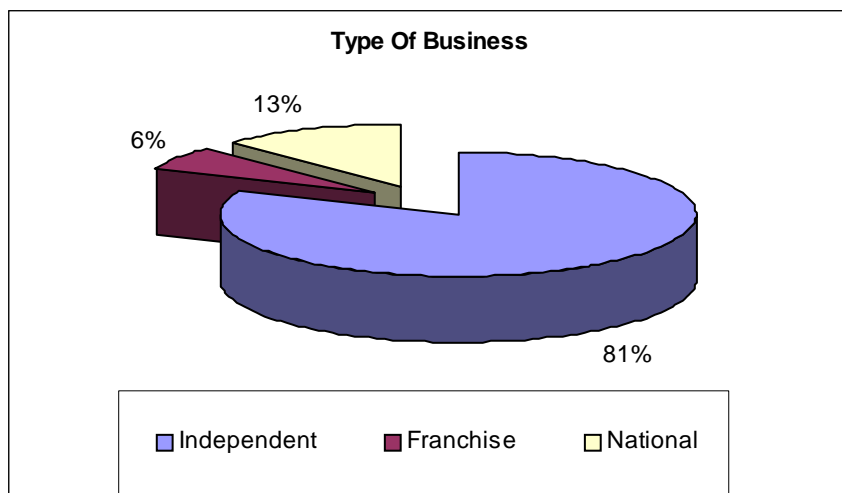
Appendix 2 – Cross Hills Retailer and Business Questionnaire

A retailer and business survey was distributed amongst the retailers and businesses in the town to canvas their views on a range of issues affecting the town and area. Responses were received from 16 of the businesses in the town, which is an average return rate of 28%.

The analysis of those questionnaires is set out below. Not all respondents answered every question – the analysis excludes any “blanks”.

The first three questions concerned details about the respondents (trading name, business address, telephone number, goods sold/service offered)

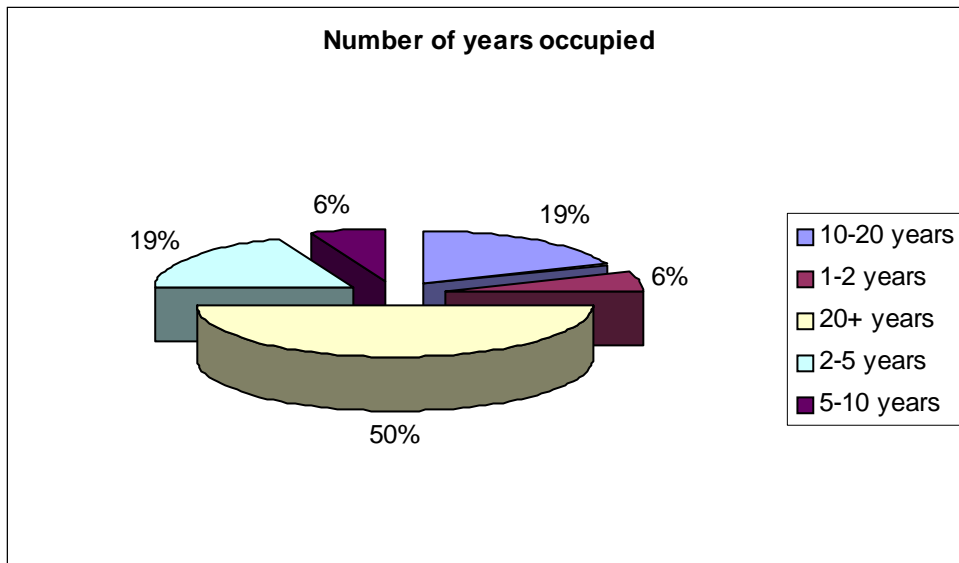
Question 4 – Are you part of a national multiple chain, a franchisee or an independent?



Question 5 - How many staff work on the premises?

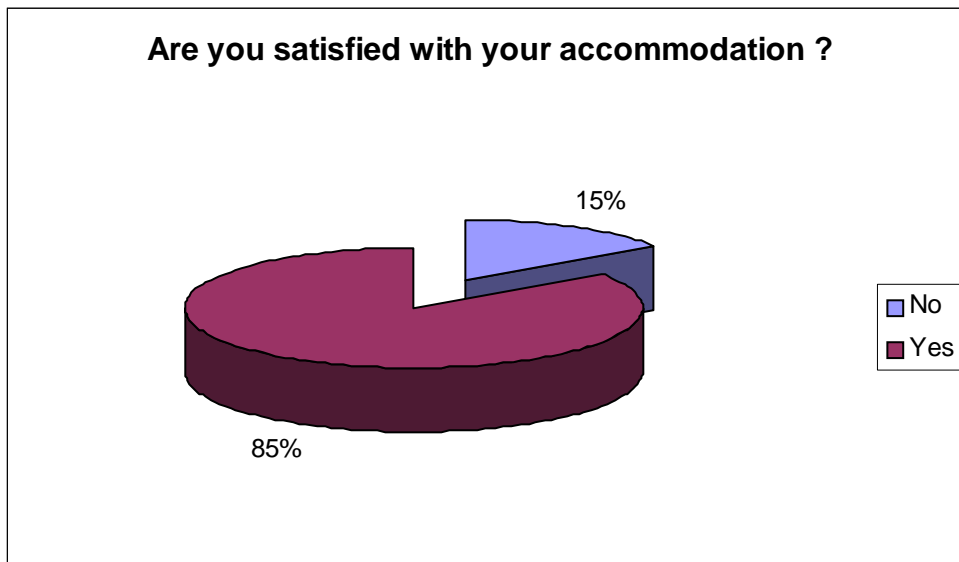
The respondents between them employ 49 full time and 45 part time staff. One respondent employs 14 full time staff, but no part time and one employs 4 full time and 10 part time. On average, the businesses employ 2.9 full time and 4.1 part time staff.

Question 6 - How long has your business occupied premises in Cross Hills?

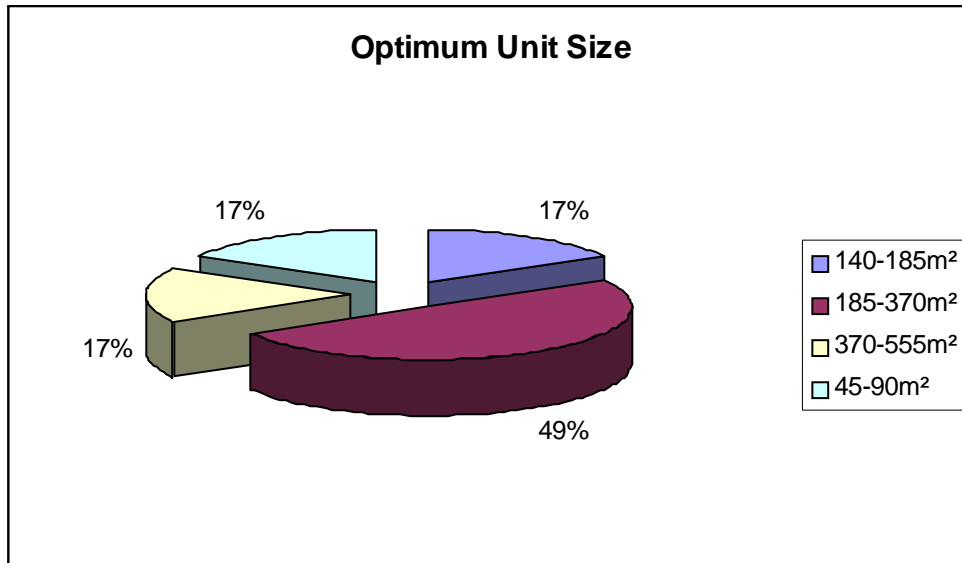


Question 7 – requested details of floor area occupied. Only 8 respondents answered this question: 4 trade from units of less than 93m² (1,000 ft²) gross, while the other 4 occupy units of between 204m² (2,200 ft²) and 604m² (6,500 ft²) gross.

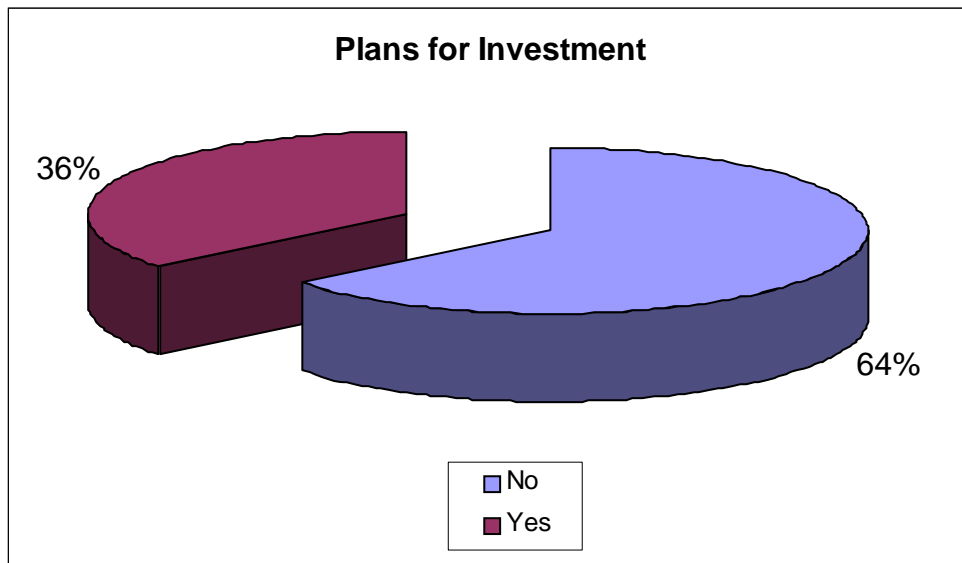
Question 8 - Are you satisfied with your Accommodation?



Question 9 - Given the choice what would your optimum unit size be?



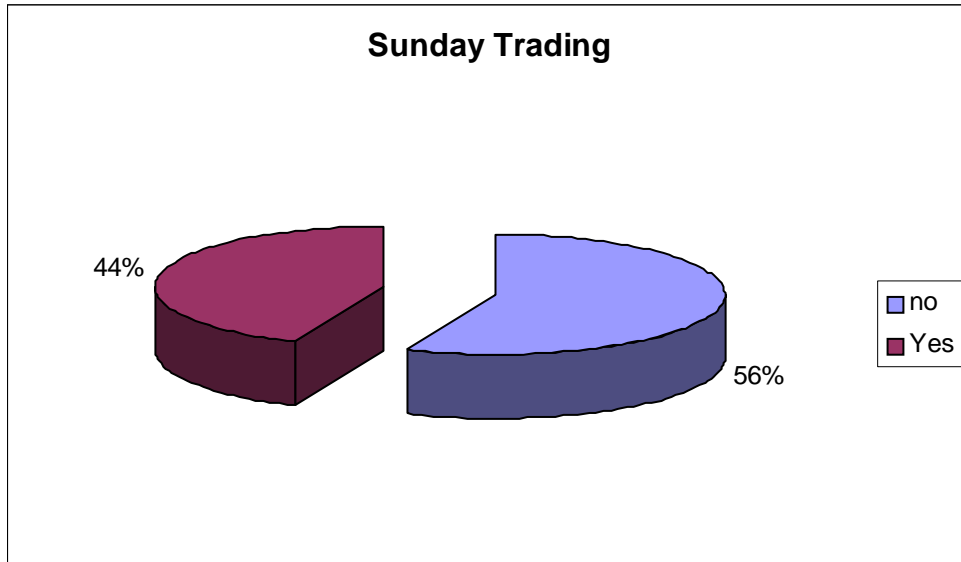
Question 10 - Do you have any plans for investment?



Question 11 - Do you expect any changes to your business over the next few years?

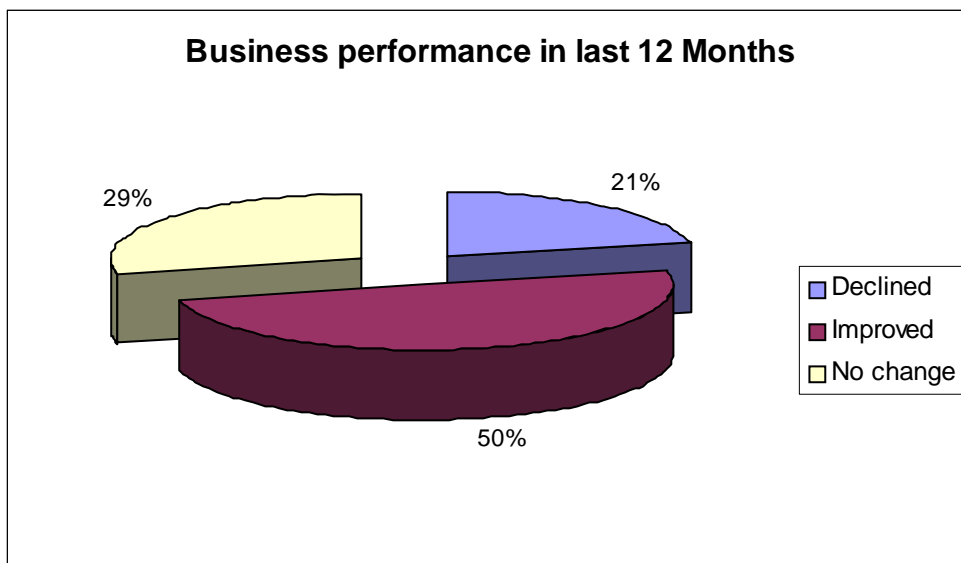
Responses received to this question were few although we identified that two firms are looking to expand, one firm is considering closing its business over the next two years, and one company is considering relocation within Cross Hills.

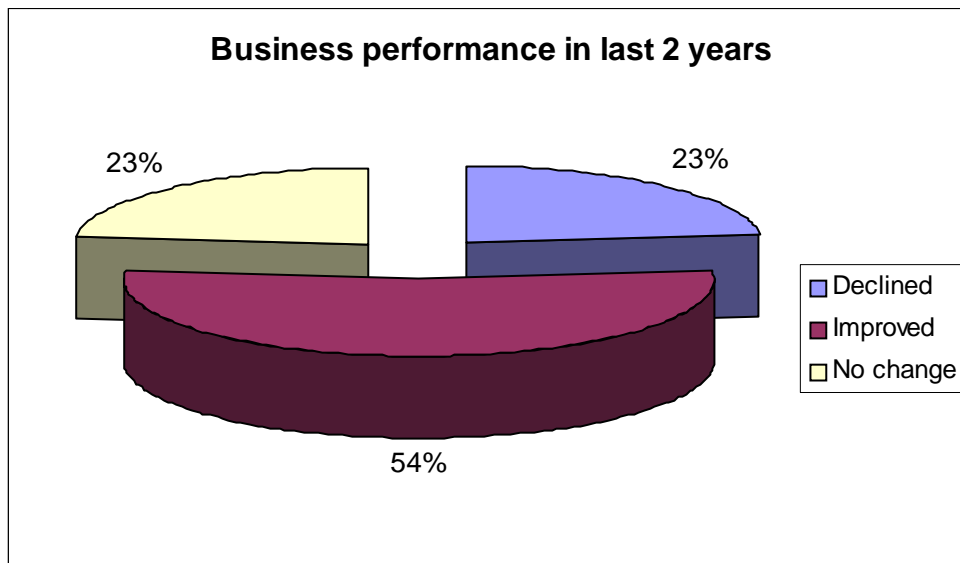
Question 12a - Do you currently trade on Sundays?



Question 13 – related to turnover and the responses are treated as confidential.

Question 14 - Has your business traded better, worse or about the same in the last twelve months and two years?





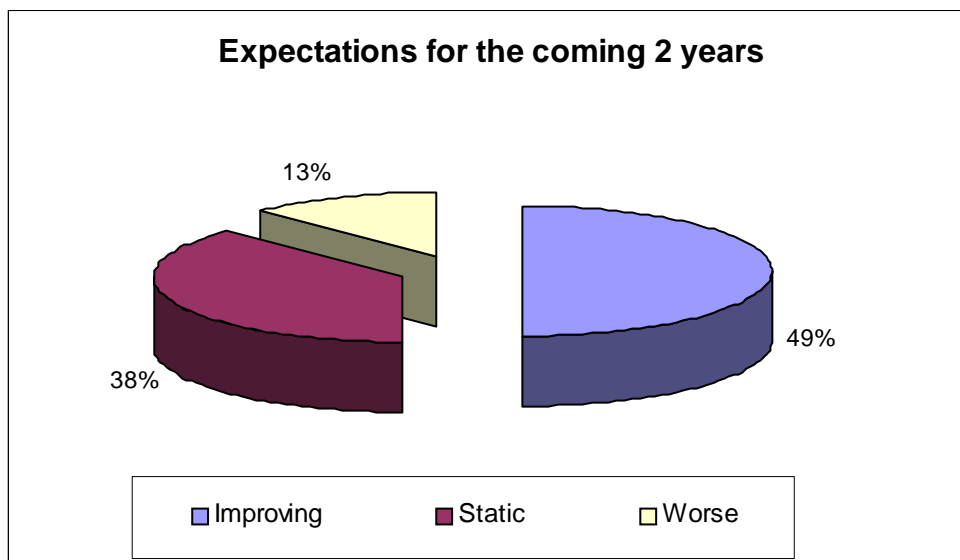
Question 15 - If you have experienced a change in turnover during either of these periods, can you identify any particular reason?

Reasons given for improvement include:

- Growth in residential accommodation locally;
- Refurbishment to the main area of the shop;
- Increase in local home/hand made products and some wholesale trade; and
- Quality of Service.

Reasons given for decline include excessive competition, fallout from the Foot and Mouth Disease, competition from bigger town stores, and a reduction in the spending power of the general public. One respondent believes that more people shopping in retail parks and large 'one stop' shops has resulted in a decline in turnover.

Question 16 - What are your expectations for the next 2 years?

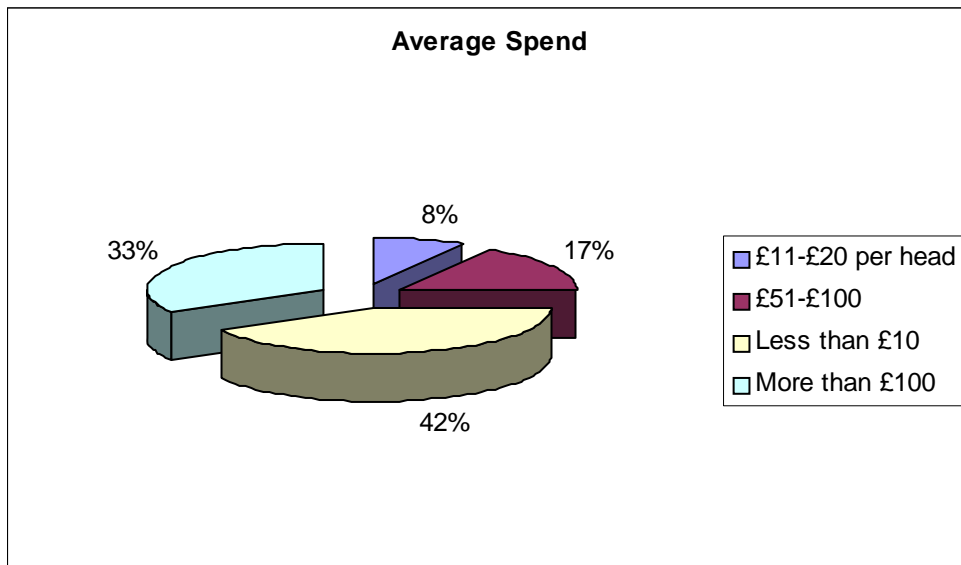


Questions 17 – 19: These questions relate to the respondents' knowledge of their customers.

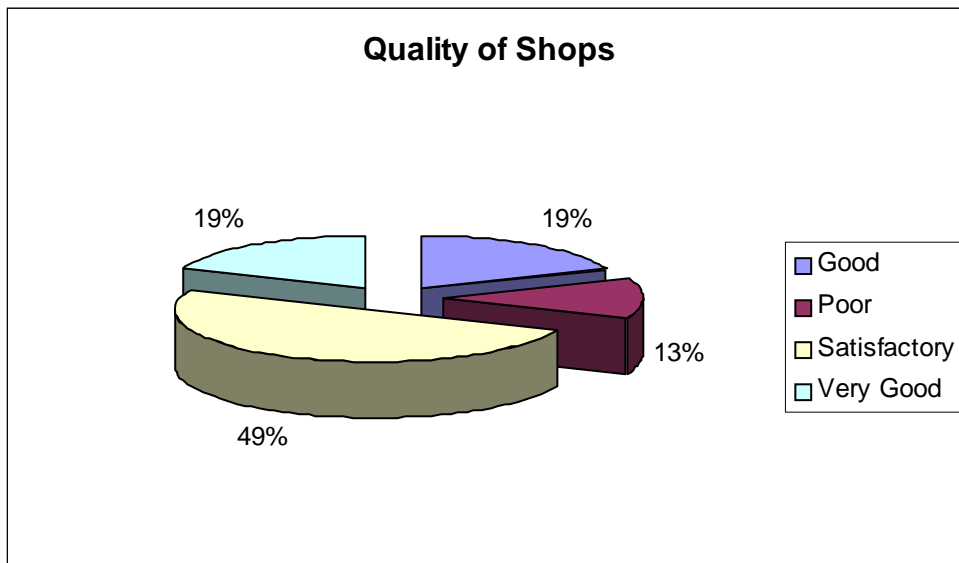
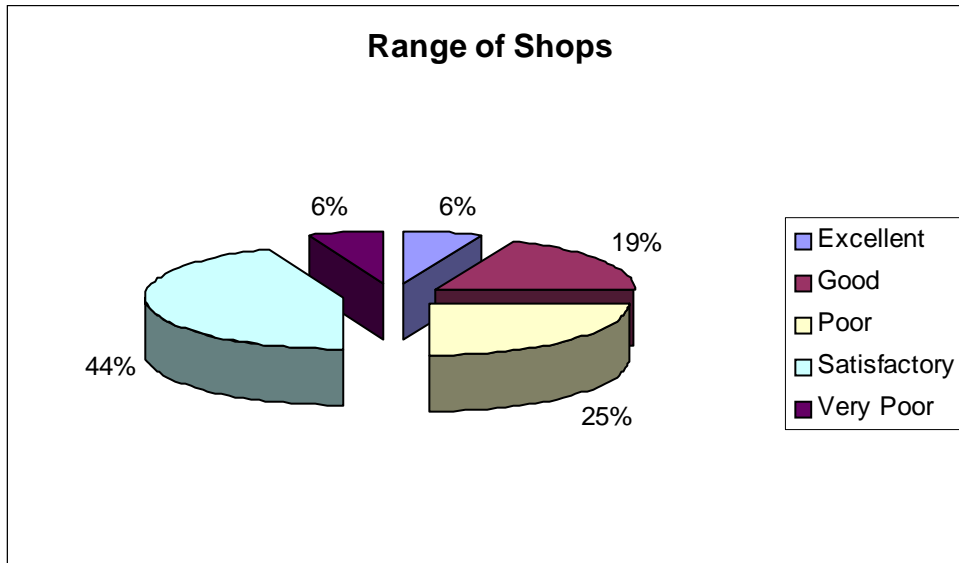
The majority of respondents are well aware of where their customers come from and what proportion are regular, occasional, passers-by or tourists. 5 businesses benefit from customers of all types, a further 5 find their trade is almost entirely from regulars. 4 companies benefit from both regular and occasional customer. The other respondents are patronised by a combination of one or more category of customer.

Question 18 concerned how far customers travel to visit the business. On average, 30% of customers travel less than 1 mile, 24% between 1 and 2 miles, 25% between 2 and 5 miles and 20% more than 5 miles. This reflects both the rural nature of Skipton and also the boost the town receives from tourism.

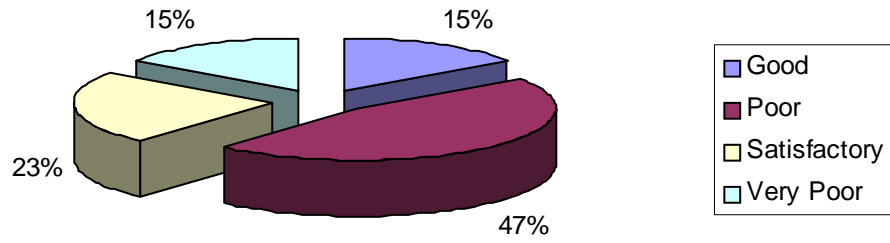
Question 19 - Average customer spend?



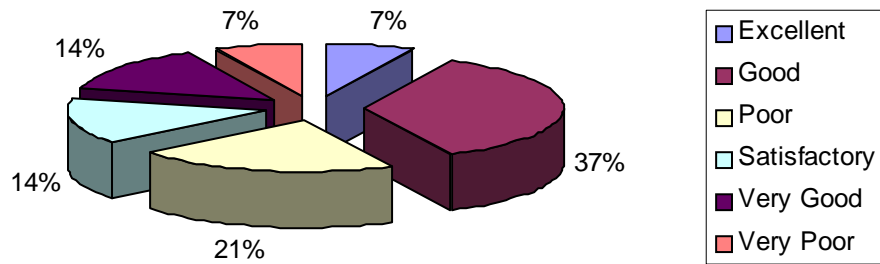
Question 20 - This question asked respondents to rate a number of aspects of Cross Hills.



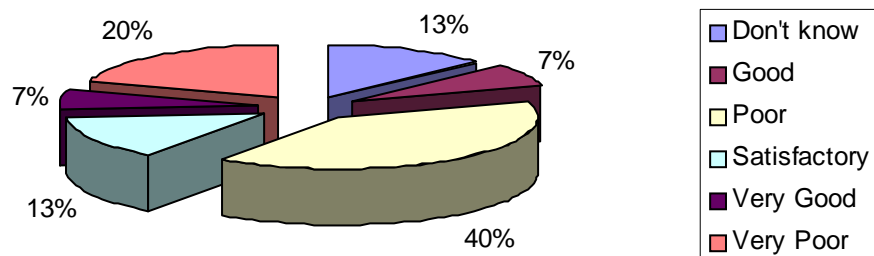
Range of activities other than shopping



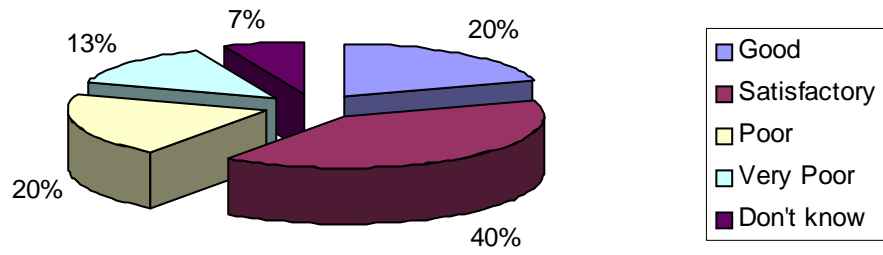
Choice of places to eat and drink



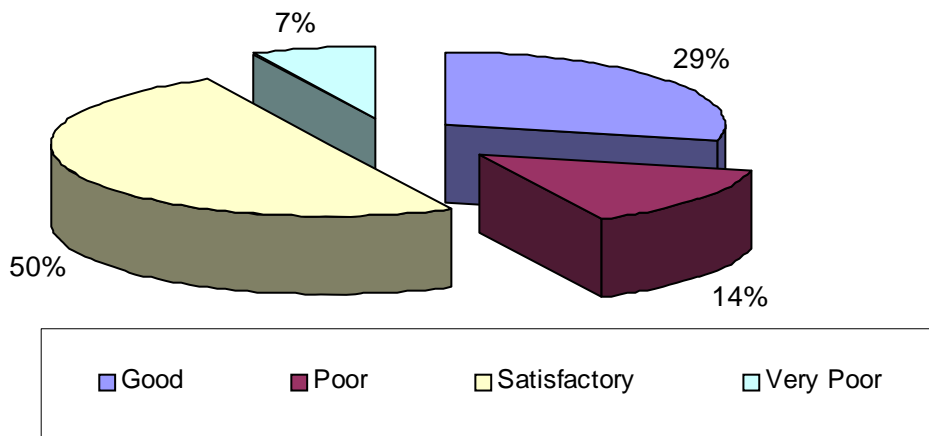
Toilet and Baby Changing facilities



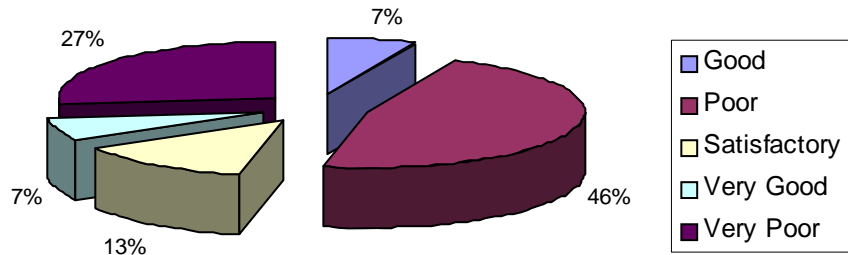
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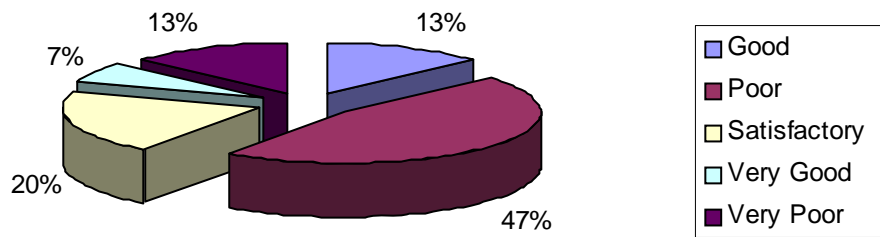
Security



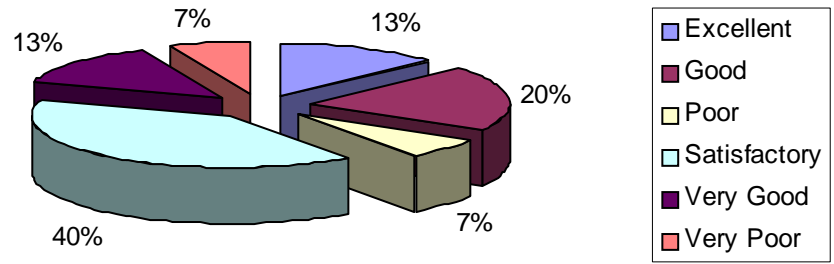
Police Presence



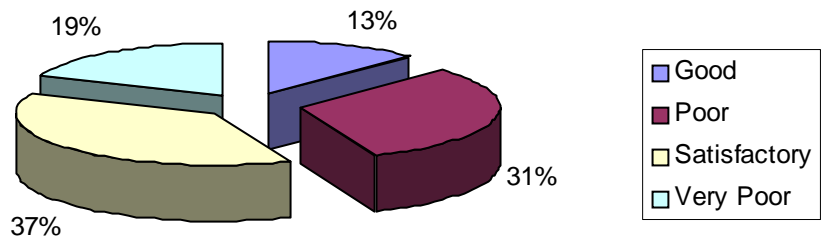
Attractiveness of environment



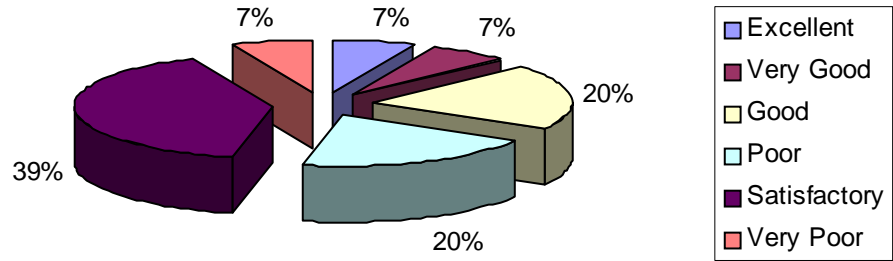
Public Transport



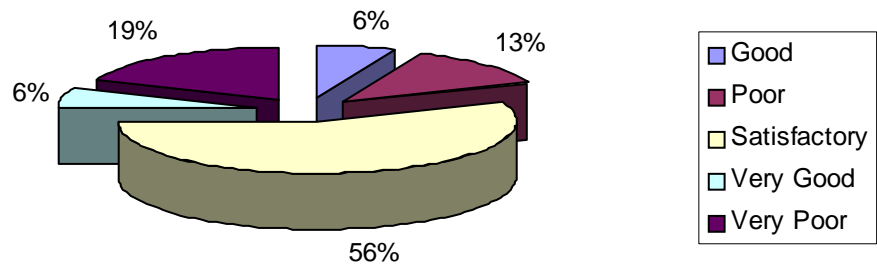
Maintenance and Cleanliness



Access by car



Amount of car parking



Questions 21-23. These asked respondents to comment on strengths and weaknesses in Crosshills and also potential improvements which could be made.

Strengths

- *Quality of shops, convenience.*
- *Major road to Lancashire - brings trade. Loyal local customers.*
- *Adequate car parking. Friendly village atmosphere.*
- *It is an excellent residential area, this gives strength to the shopping outlets.*
- *Plenty of shops offering a wide range.*
- *Nice location good main street village shopping.*
- *Personal service. High quality specialist foods/butchers. High quality advice for service industries.*
- *All are independent traders who are happy to oblige customers and give advice on items for sale*

Weaknesses

- *Inadequate policing. Plenty of young jobs hanging around public toilets and car park*
- *Vandalism. The general cleanliness in town is poor.*
- *Lots of road works. Less practical shops ie more fancy ones. Traffic congestion.*
- *Very limited range of shops.*
- *Main street becomes too congested with traffic passing through.*
- *Major weaknesses litter. Due to school kids at dinner times. Inadequate car parking.*
- *Lack of parking, at the South end of the village.*
- *Closure of retail premises, especially greengrocer.*
- *Lack of parking areas.*
- *No where for the younger end (ie. 10-16 years) to go.*
- *Lack of car parking*
- *Litter, traffic congestion.*
- *Lack of quality shops and poor road signs to Cross Hills.*
- *Too much through traffic, resulting in difficulty for customers often, not only to park but to actually get here!*
- *Limited choice*

Improvements

- *More businesses with more employees.*
- *More bins.*
- *Development of a Community Centre.*
- *Improved parking.*
- *Effective traffic speed management.*
- *More pedestrian access.*
- *More car parking and more supervision of school kids at lunchtimes.*
- *More car parking near my shop.*
- *More Police protection for our premises when pubs. Close of Friday nights and weekends. I have had 2 windows smashed in a period of less than one month.*
- *More car parking.*

Question 24 - Do you wish to make any other comments about Cross Hills?

Three respondents have made additional comments about Cross Hills, as set out below.

'The main street could be made to look more attractive if the local Council encouraged businesses to do so, grants could be given to make it more environmentally friendly.'

'Crosshills reflects the problems faced by all small towns and villages ie. people are now brainwashed into thinking that the only way to shop is by car, to a one stop multipurpose retail park. I feel that unless parking is made available the progressive decline of small business is inevitable.'

'Better Policing of village, also to be able to contact Police more easier (instead of being transferred to York than back to Skipton) should be able to contact Crosshills Station direct, local community fought long and hard to reopen. Should now consider again about By-pass with the amount of traffic which goes through the village. Should be a 30 mph zone through out and not just certain streets.'