

## Appendix 2 - Ingleton Retailer and Business Questionnaire

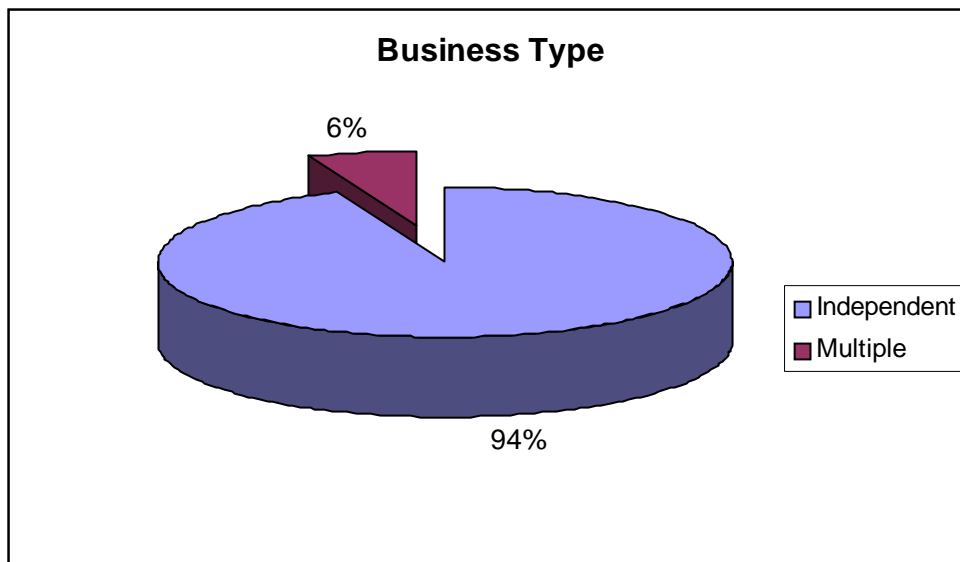
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A retailer and business survey was distributed amongst the retailers and businesses in the village centre to canvas their views on a range of issues affecting the village and area. Response were received from 16 of the business proprietors in the village, which is a reasonable return rate of 43% and demonstrates a keenness by a significant part of the business community to be involved in the consultation process.

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

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

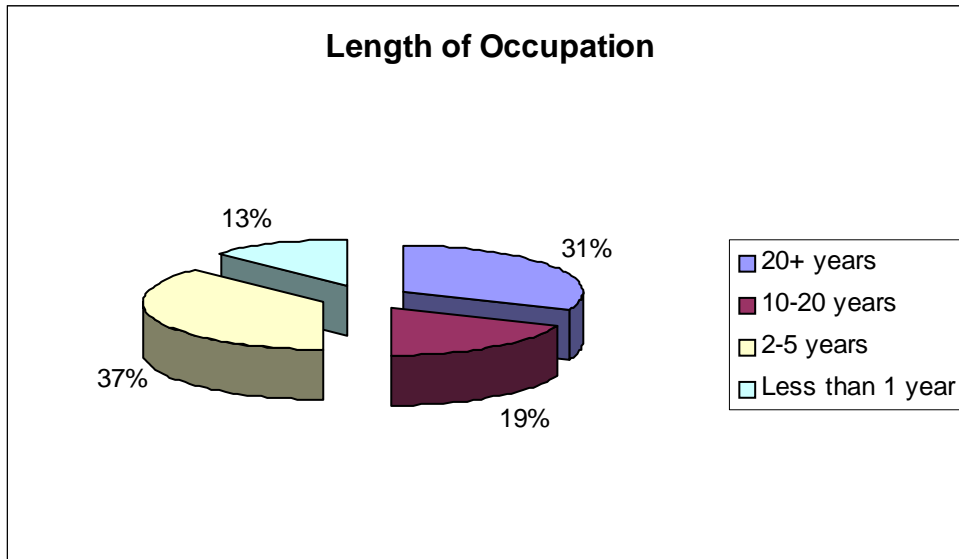
### Question 4 - Are you part of a national multiple chain, a franchisee or an independent?



### Question 5 - How many staff work on the premises?

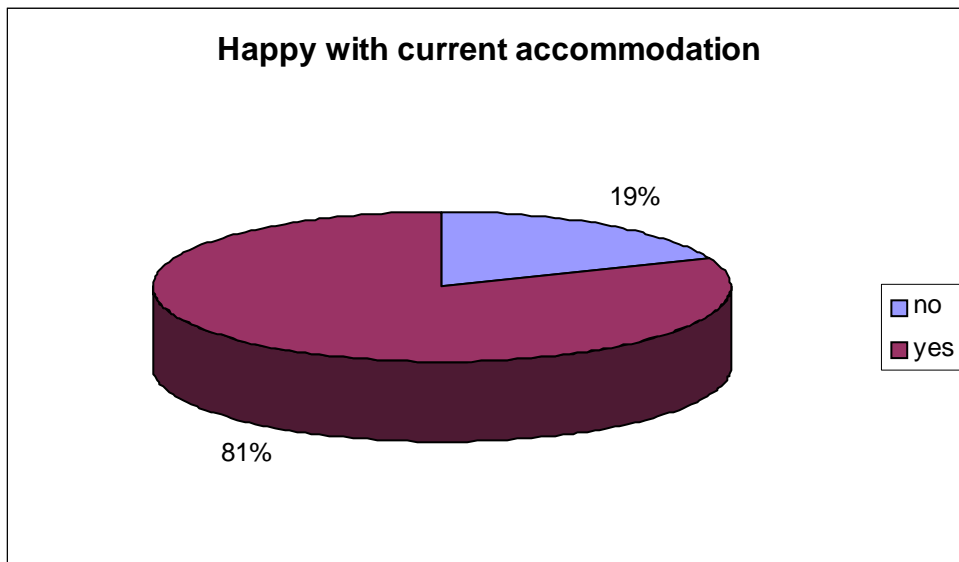
15 of the 16 respondents between them employ 75 full time and 35 part time staff (one respondent did not answer this question). One respondent employs 55 full time and three part-time staff – but this is a multi-faceted business, with contracting, service and retail arms. That exception aside, respondent businesses on average employ almost 1.5 full time and around 2.3 part time staff.

**Question 6 - How long has your business occupied your premises in Ingleton?**



**Question 7** – requested details of floor area occupied. 6 respondents trade from units of 46m<sup>2</sup> (500 ft<sup>2</sup>) gross or less, while just 2 occupy units over 93m<sup>2</sup> (1,000 ft<sup>2</sup>)

**Question 8 - Are you satisfied with your current accommodation?**



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

Eight respondents have answered this question:

one would choose a unit of up to 45m<sup>2</sup>;

five would choose a unit of between 45m<sup>2</sup> and 90m<sup>2</sup>;

one would choose a unit of between 90m<sup>2</sup> and 140m<sup>2</sup>; and

one would choose a unit in excess of 930m<sup>2</sup>.

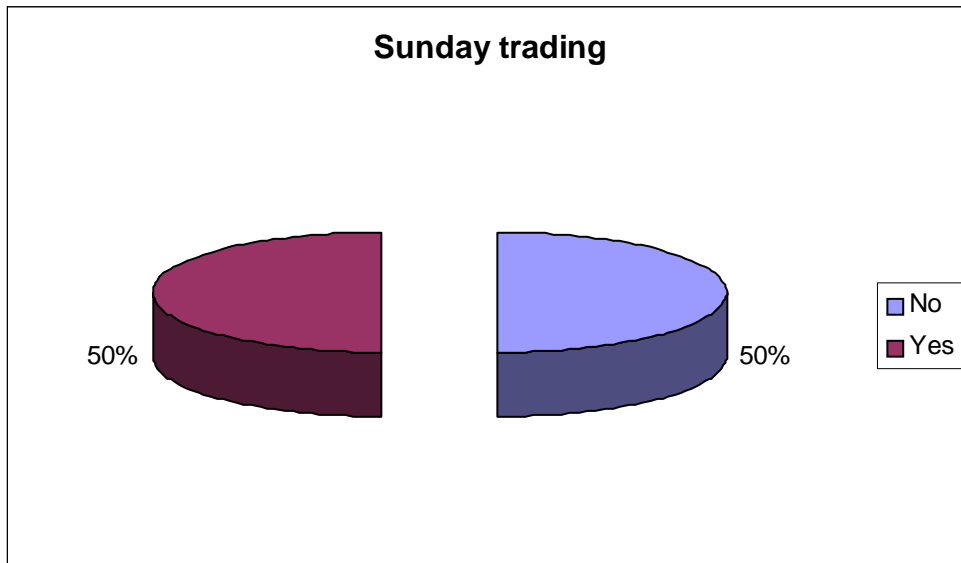
**Question 10 - Do you have any plans for investment in your current premises?**

Nine respondents have replied in a positive fashion to this question. One respondent intends to carry out a complete refurbishment, while another is to undertake an internal refit. A third is to replace the door and all windows and the other six intend to carry out varying works of maintenance and redecoration.

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

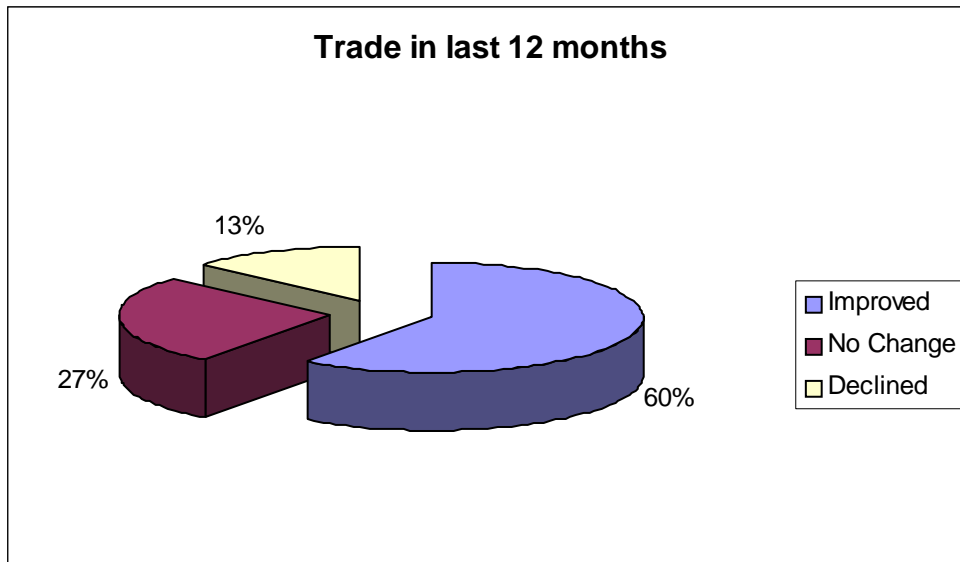
Two respondents hope to relocate to alternative premises in Ingleton, while another four foresee expansion within their current premises. One respondent anticipates business closure within the near future.

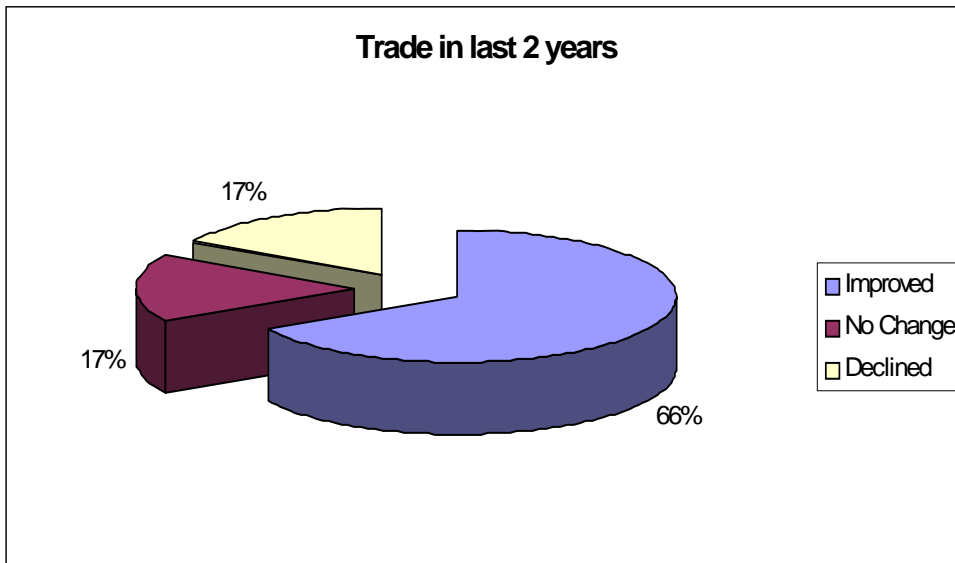
**Question 12 - Do you currently trade on Sundays?**



**Question 13** – related to turnover of the businesses 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?**





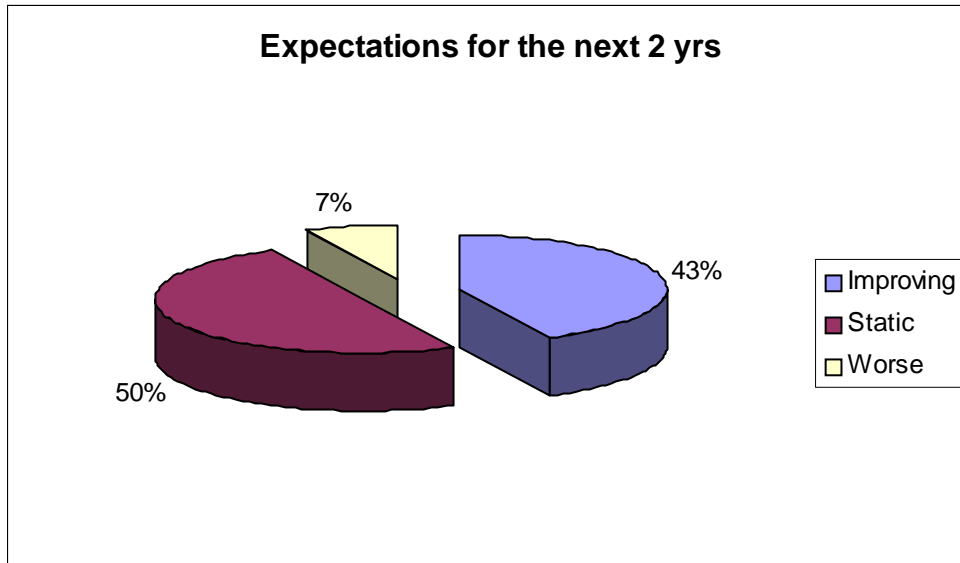
**Question 15 - If you have experienced a change in turnover during either of these periods, can you identify any particular reason?**

Reasons given for improvement include:

- Improvements made to business practice,
- More building work in Ingleton, bringing more tradesmen to patronise local businesses;
- Growing reputation;
- Better product range; and
- Recovery from Foot and Mouth Disease.

Reasons given for decline include former/ongoing effects of Foot and Mouth Disease, fewer visitors to Ingleton, external factors such as the economy and the weather and changes in consumer habits (shoppers choosing to go elsewhere). One respondent complains that expensive, off-pitch parking deters passing trade. Another believes that the opening of the Booths supermarkets in Settle and Kirby Lonsdale has diverted a considerable amount of trade from Ingleton as has the Co-Op convenience store attached to the petrol station on the A65 just outside the village.

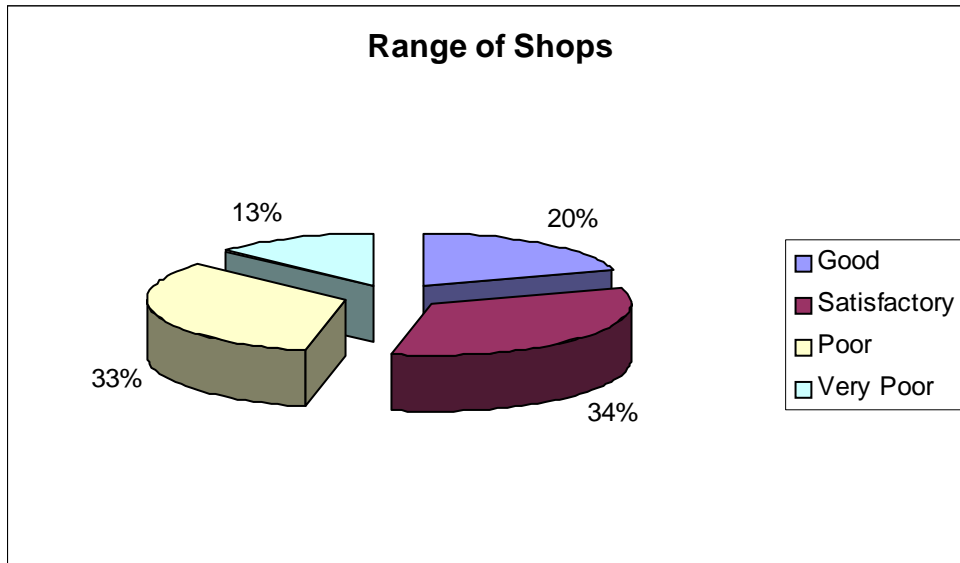
**Question 16. What are your expectations for trading over the next two years?**



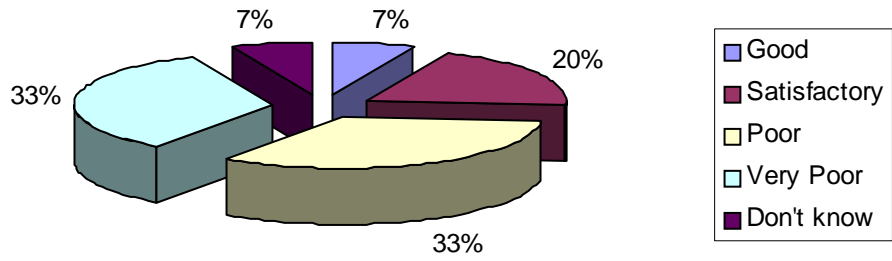
**Questions 17 - 19 - These questions relate to respondents' knowledge of their customers.**

The majority of respondents are well aware of where their customers come from and what proportion are regular, occasional, passers-by or tourists. Almost all respondent businesses are patronised by all four types of customer.

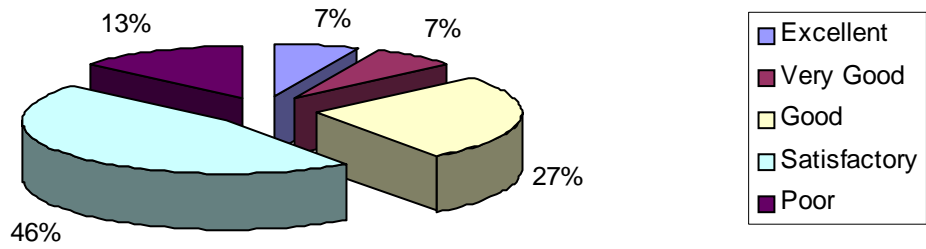
Question 20 - This question asked respondents to rate a number of aspects of Ingleton.



### Ingleton Market

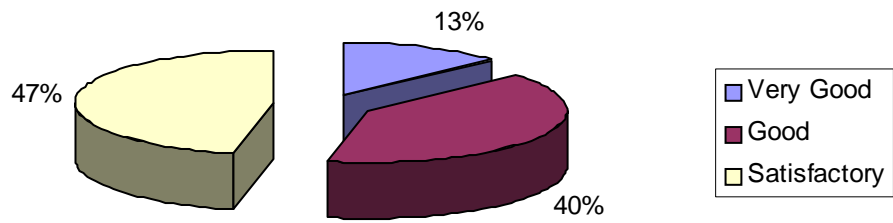


### Range of other activities

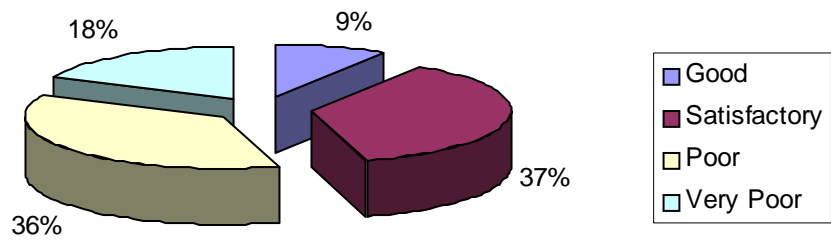




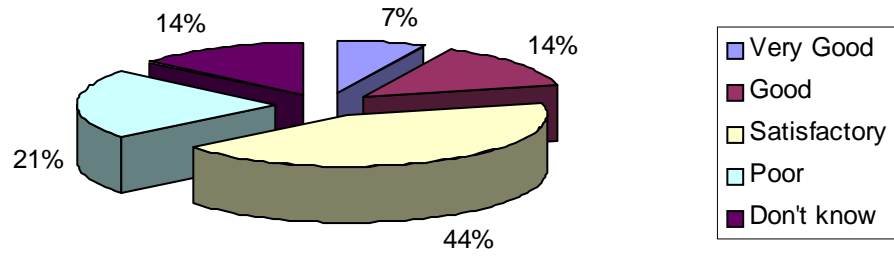
### Choice of places to eat and drink



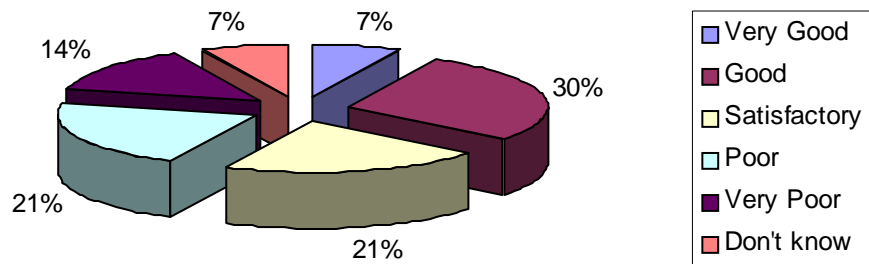
### Toilet & Baby changing facilities



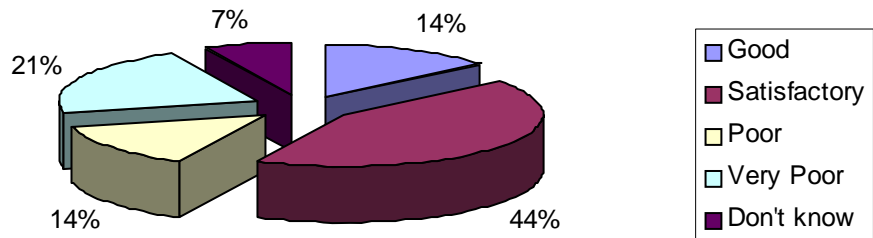
### Disabled Access



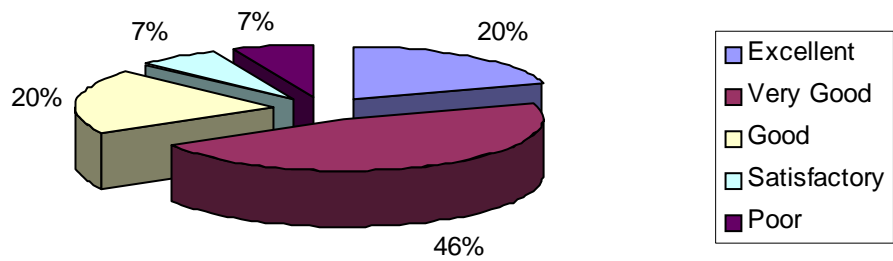
### Security in the Shopping area



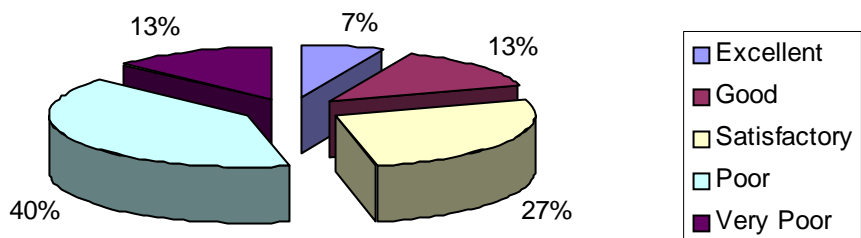
### Police presence



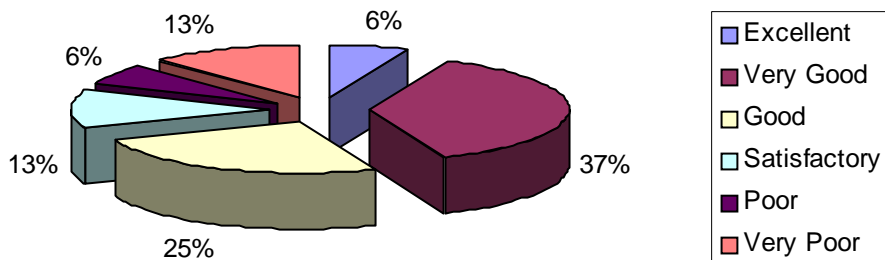
### Attractive Environment



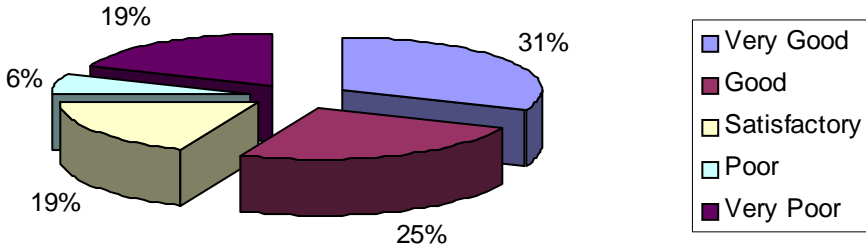
### Access by Public Transport



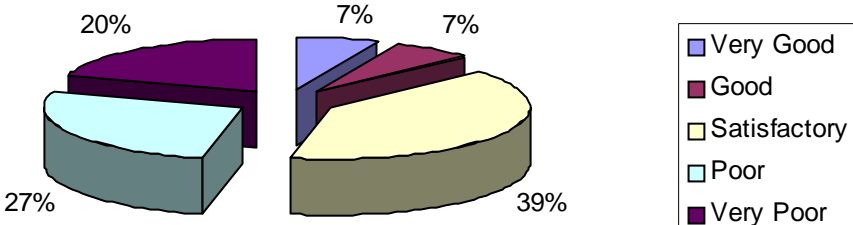
### Access by car

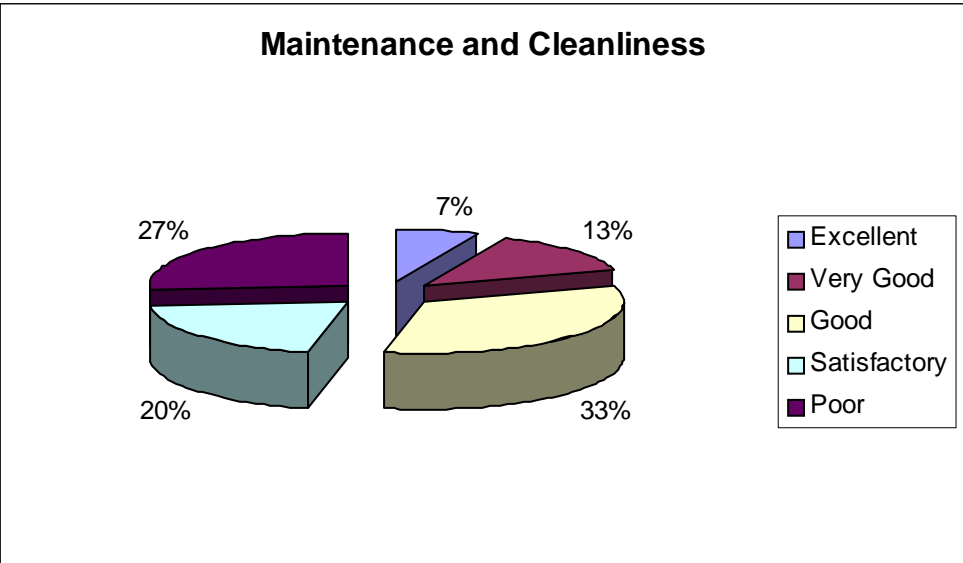
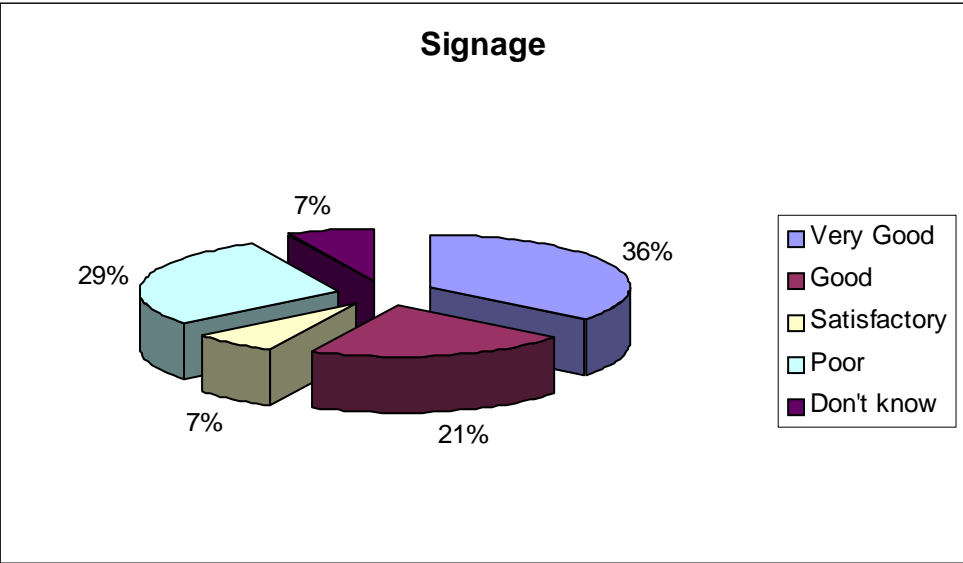


### Amount of parking



### Cost of parking





**Question 21 - What are the major strengths of Ingleton?**

The feature topping the list of strengths is the attractiveness/scenic/picturesque/'quaint' nature of Ingleton. Second is the warm/welcoming/friendly atmosphere, followed by tourism and the fact that the village is so close to tourist attractions, in particular the Waterfalls Walk and provides a wide range of accommodation for visitors. Mention is made of the range of shops – both for local people and tourists and the level of customer service, the range of

facilities available, the plentiful supply of parking and the number of organised events in the village.

### **Question 22 - What are the major weaknesses of Ingleton?**

Over 30% of respondents complain of the number of vacant shops – even though, during the course of our study, there have only been two vacancies in the centre of Ingleton. Several respondents believe one of the village’s weaknesses is the poor range of shops (although it is admitted that it may be difficult to trade viably in some of the unrepresented sectors) and mention is also made of the poor decorative condition of a number of retail outlets and the ‘run down’ appearance of the village. Specific mention is made of the limited range of food offered by the village’s sole supermarket, the need for updating some of the food shops, the Friday market and the fact that Ingleton’s one bank is open on only three days each week. The perceived lack of free or inexpensive, centrally located, parking in the village is flagged up as a weakness, although not as universally in Ingleton as we have come to expect from experience elsewhere.

Other features mentioned as weaknesses by respondents are:

- poor signage from the A65 into the village;
- poor signage to the car park from Main Street;
- a lack of supervision of parking (with the feeling that many do not pay and display);
- lack of hot food takeaway facilities (in most centres, we find that retailers complain about a surfeit of such outlets);
- lack of public transport; and
- lack of promotion of Ingleton.

### **Question 23 - What improvements would you like to see in Ingleton?**

Most sought after are signage improvements – to the village centre from the A65 and also from the Hawes Road, and in particular strategically located signs both in Ingleton and on the surrounding roads informing visitors of, and directing them to, the available attractions and facilities. One suggestion is the provision of ‘Welcome to Ingleton’ signs, highlighted by stonework features and planting displays. It is also suggested that the one-way system be reviewed, or somehow given clearer definition where High Street and Main Street merge. As expected, a number of respondents believe that more/cheaper/free parking would improve the village. A general facelift for the village is mooted by a number of respondents, involving a more thorough and regular cleansing routine and perhaps introducing a common colour scheme, and improving The Square *“to make it look like a Square.”*

#### **Question 24 - Do you wish to make any other comments about Ingleton?**

A number of respondents have made additional comments about Ingleton, as set out below (verbatim).

*'Need to consider possibly removing some of the older properties that are disappointing that detract from the village as a whole. Need to encourage other properties to upgrade and refurbish, especially the main Square and back Square – needs a general tidy up. We are going the wrong way at present. Need to encourage people by the example we set, the village looks neglected.'*

*'Public toilets need to be addressed. We get lots of people wanting to use ours because they can't find the public ones. Try entering best village if we had more baskets, tubs, planters etc.'*

*'Various bodies in Ingleton have worked hard to improve the appearance of the village. It is vital we maintain and improve the public toilets near the play area (due to be refurbished shortly). The toilets are close to the village centre and picnic area. Ingleton is growing but depends on tourists for a lot of its business directly and indirectly. This is a super place to live.'*

*'The lack of a range of shops attractive to tourists is the main problem. My trading conditions are difficult and little incentive is offered to business start-up. Under current trading, with the overheads involved, it is difficult to see my business continuing in Ingleton. Trading incentives are needed badly.'*

*'We need to pull Ingleton town centre into the 21<sup>st</sup> Century before the population increase (predicted by new housing) occurs, otherwise the new inhabitants will be attracted to shop elsewhere and the opportunity will be lost.'*

*'Since moving to Ingleton, we have without a doubt picked up customers we would not have otherwise had. The Square needs brightening up to make it look like a village square!'*

*'A large well formulated sign facing both up and down Backgate to guide motorists to the village centre. The sign to explain what facilities are available after a short walk from the car park (using words and pictures). I surveyed customers last year and some had only come off the A65 to look for a toilet and were surprised when they realised that the village was not only the houses etc at the side of the A65, but had many more facilities than they had realised. We need to make potential customers more aware.'*

*'Reverse the one way traffic system to allow vehicles to access the village from both directions as car park will be accessible from the A65 either way.'*

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