

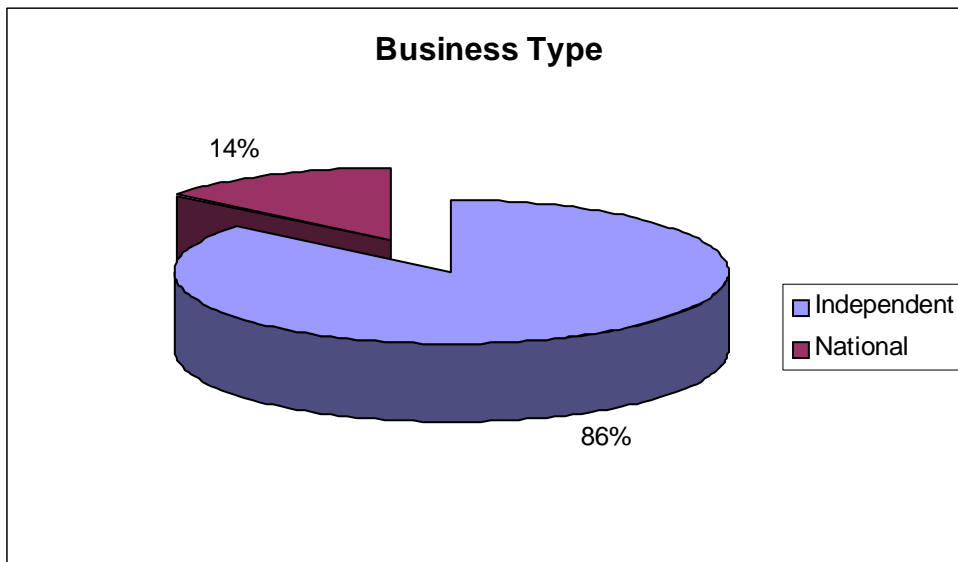
Appendix 1 - Settle Retailer and Business Questionnaire

A retailer and business survey was distributed amongst the retailers and businesses in the town centre to canvas their views on a range of issues affecting the village and area. 28 completed questionnaires were received giving a response rate of 31%.

The results of 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 numbers, goods sold/service offered).

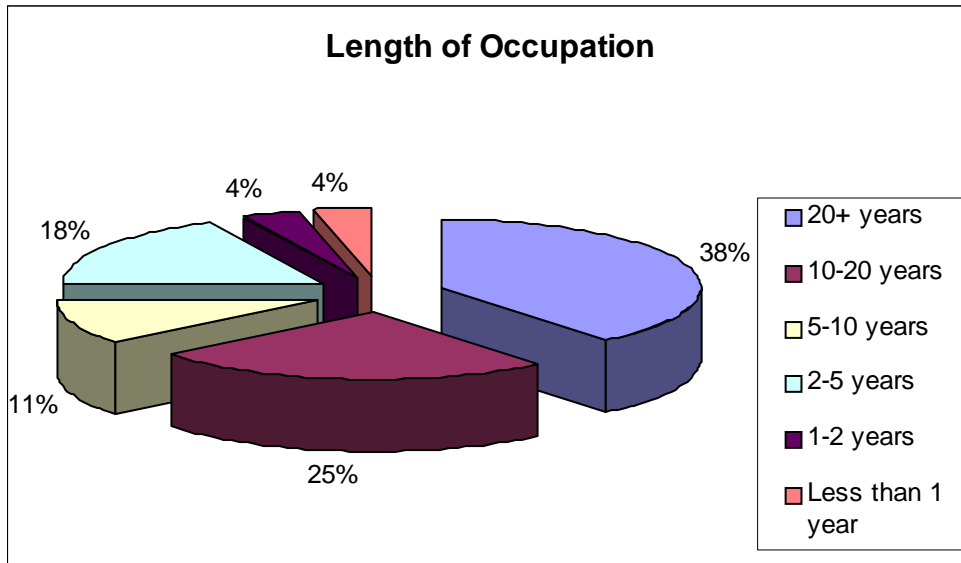
Question 4 - Are you part of a National multiple chain, a franchisee or an independent retailer/business?



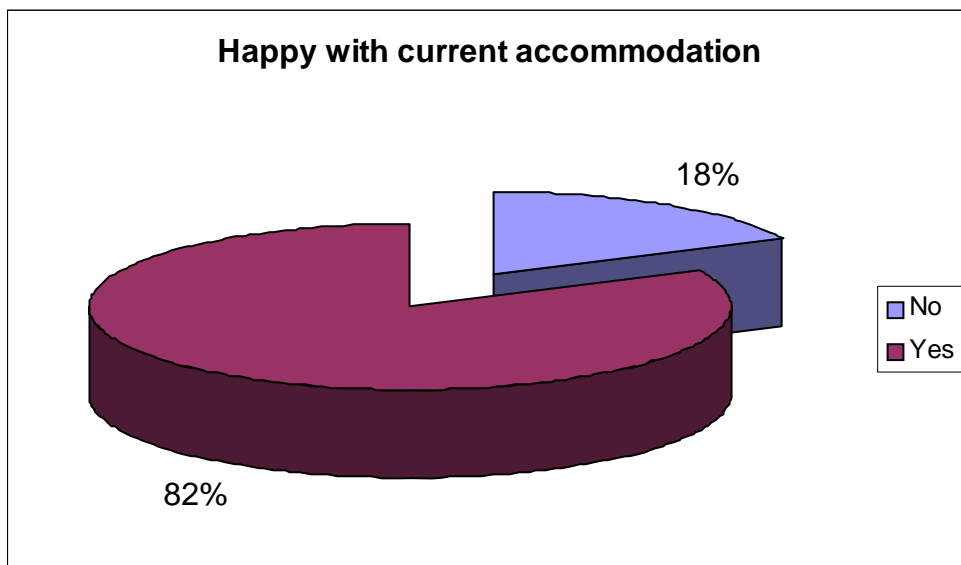
Question 5 - How many staff work on the premises?

In total, the businesses employ 55 full time staff and 89 part time workers. On average, each business employs 2 full time and 4 part time staff, although one respondent business employs 10 full time and 10 part time staff.

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



Question 8 - Are you satisfied with your current accommodation?



Reasons given by the 18% who are unhappy include premises being too small, awkward layout of the building and the amount of passing vehicular traffic and width of pavement.

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

Just 12 respondents have answered this question: 4 would choose a unit of up to 45m², 1 45 – 90m², 1 90 – 140m², 1 140 – 185m², 1 185 – 370m², 2 370 – 555m² and 2 555 – 930m².

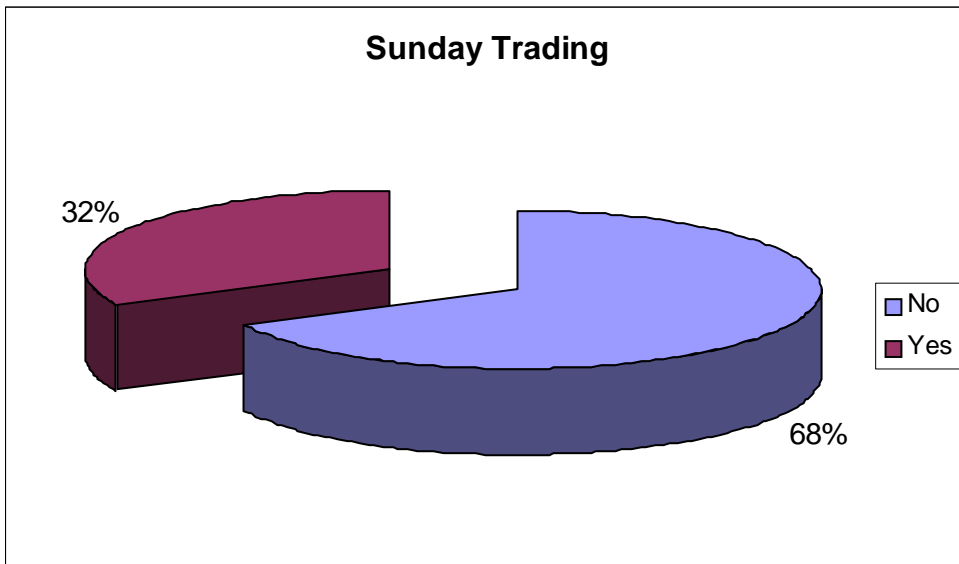
Question10 - Do you have any plans for investment in your current premises?

Five respondents intend to redecorate their premises, some of these also state that this is done on an annual basis. One will be redecorating the shop front. Another respondent is refurbishing the first floor to allow a new retail sales area to be created and another makes mention of a desire to replace the floor materials at ground floor level.

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

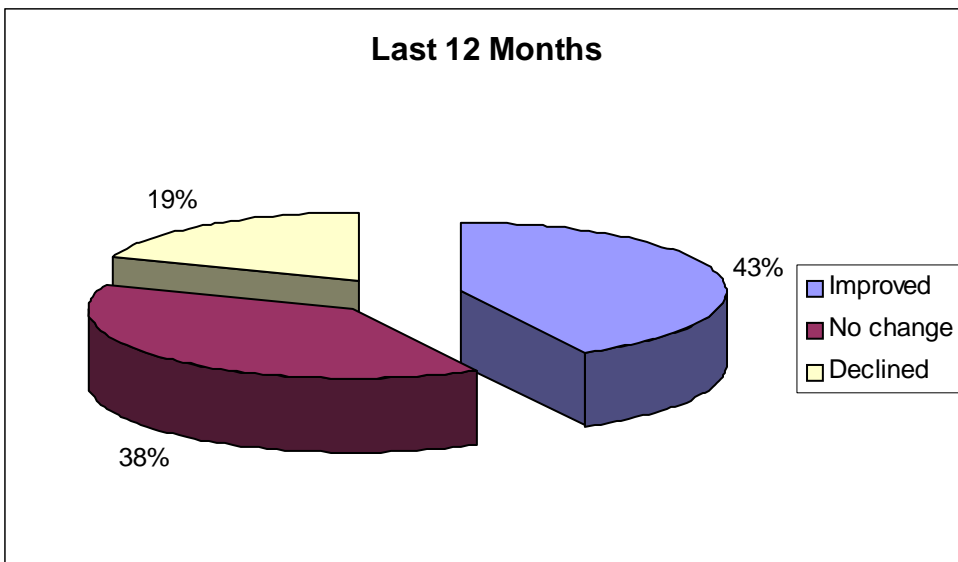
Four respondents are expecting to expand within their current premises, three indicate they might be considering relocating to alternative premises in Settle and two businesses foresee the possibility of closing down their operation.

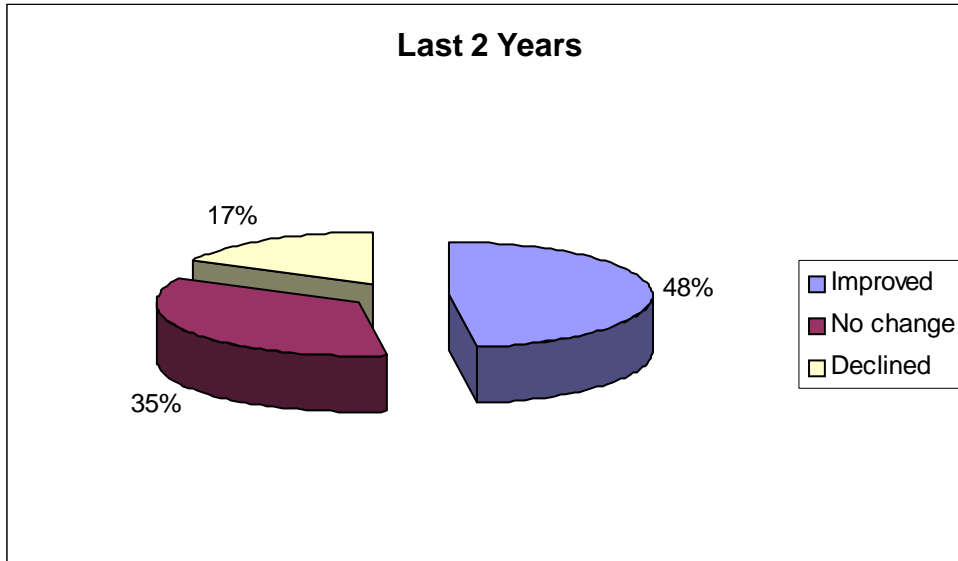
Question12 - Do you currently trade on Sundays?



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

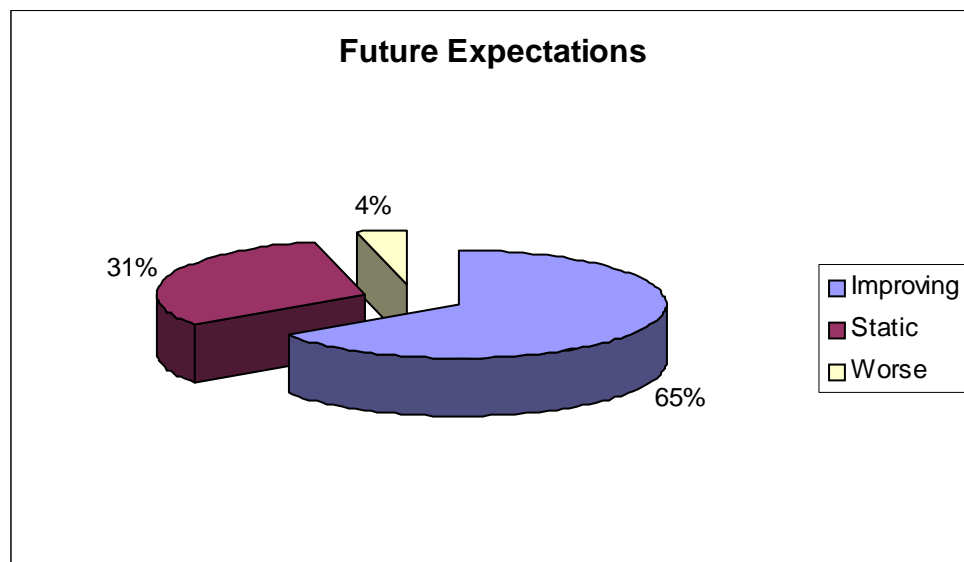
Question 14 - Has your business traded better, worse or about the same over the last 12 months and last 2 years?





There are a variety of reasons given for changes in trade. They include upturn since foot and mouth, better products on sale, quality genuine good food, becoming better established and better known and increased stock. More negative responses include dilapidation of town centre premises, failure of unrestricted access to their shop for cars, out of centre developments. One respondent gives a very full answer *'The arrival of Booths plus the new primary school took the heart out of the centre of Settle. Prior to this, Mothers come up town to the old school at 8.30am, shopped and back again mid afternoon, now free parking at Booths and Watershed Mill, Why pay for a central car parking space?'*

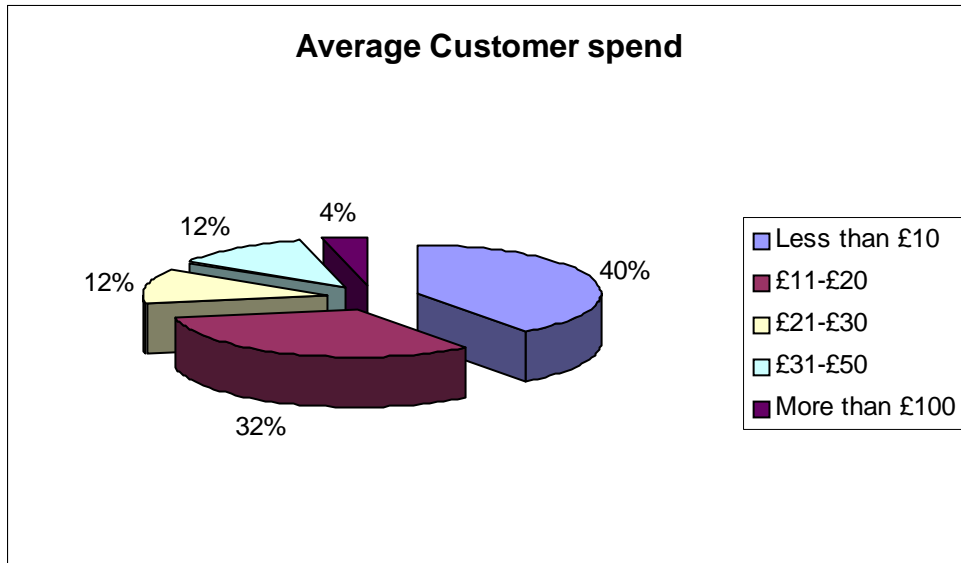
Question 16 - What are your expectations for trading over the next two years?



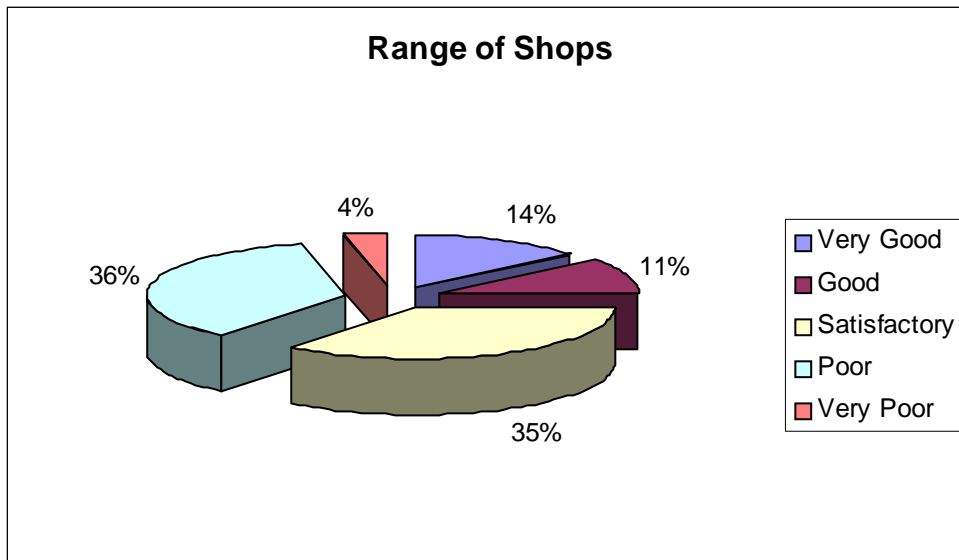
Questions 17-19 - Concerned businesses knowledge about their customers.

The majority of respondents are well aware of where their customers come from and what proportion are regular, passers by, occasional or tourists. 18 businesses benefit from customers of all types and 5 believe their trade is almost entirely from regular customers.

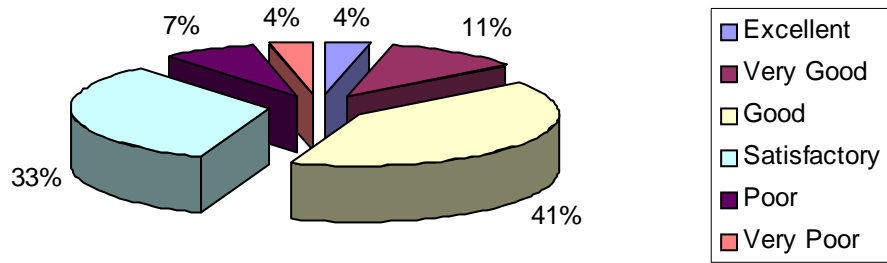
Question 18 concerned how far customers travel to visit the business. On average, 23% of customers travel less than 1 mile, 20% between 1 and 2 miles, 19% from 2 to 5 miles and 37% from more than 5 miles. This reflects both the rural nature of Settle and also the boost the town receives from tourism.



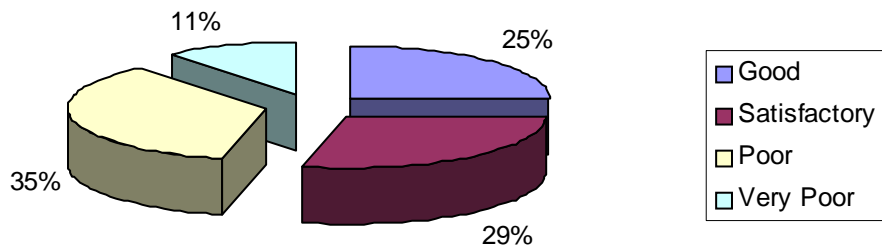
Question 20 - Respondents were asked to rate a range of aspects of the centre.



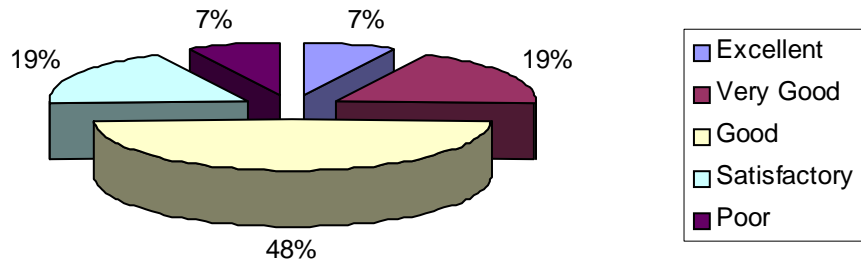
Settle Market



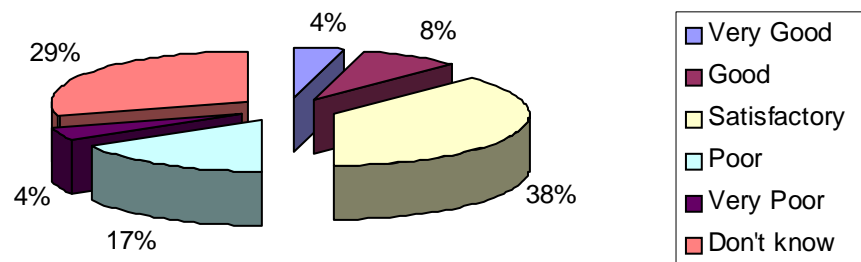
Activities other than shopping



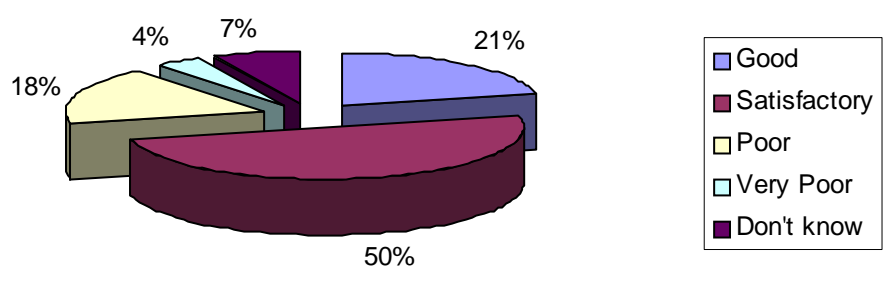
Places to eat and drink



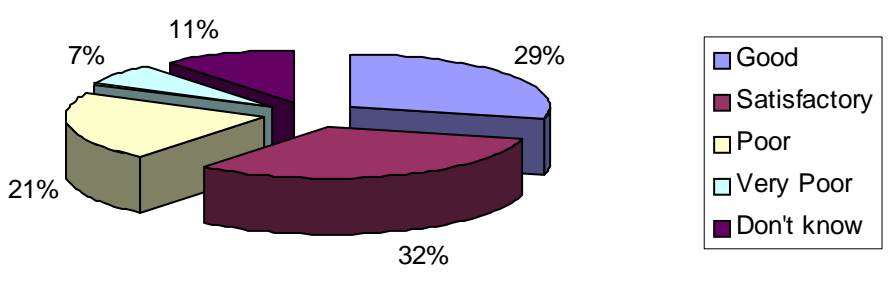
Toilets and Baby Changing facilities



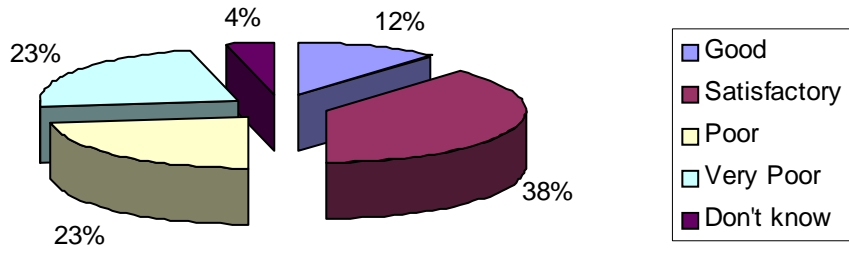
Disabled Access



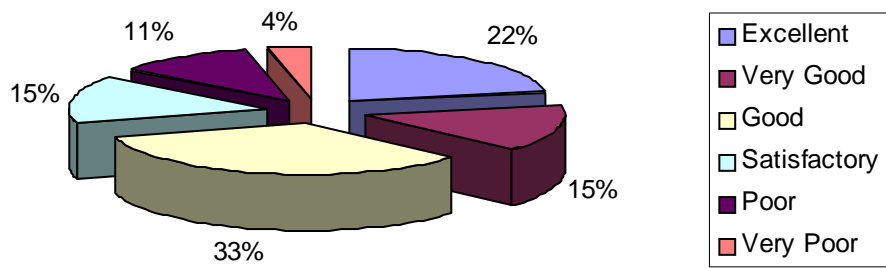
Security in the centre



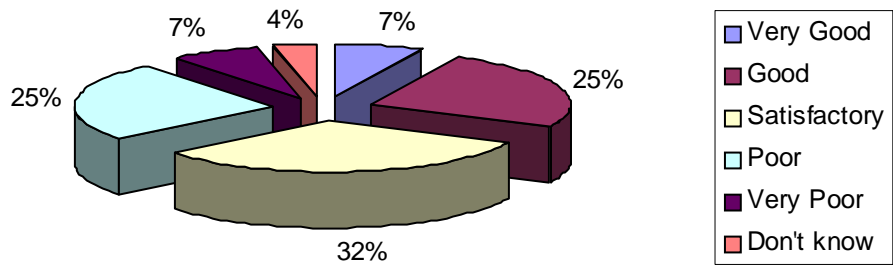
Police presence



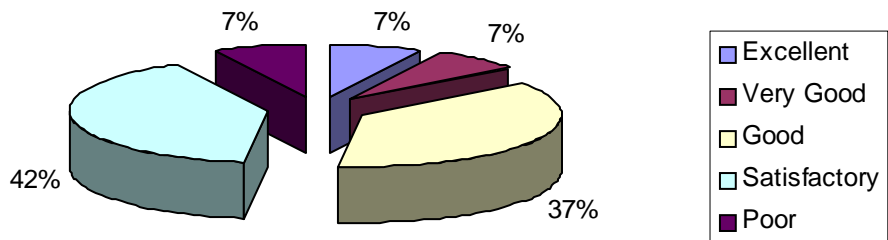
Environment



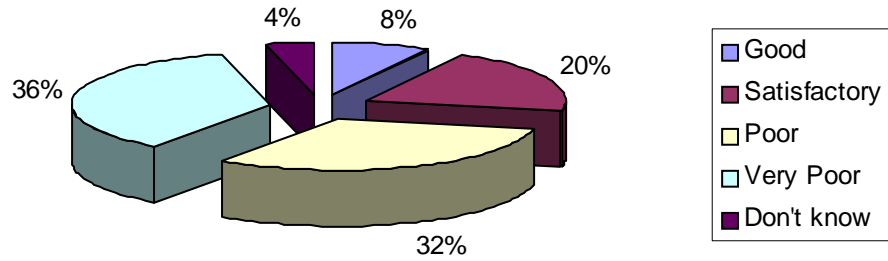
Public Transport



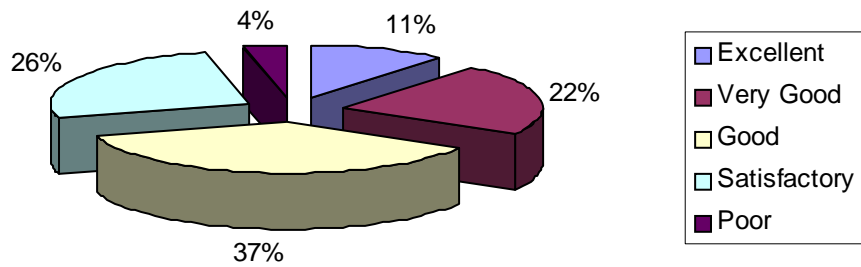
Amount of Parking



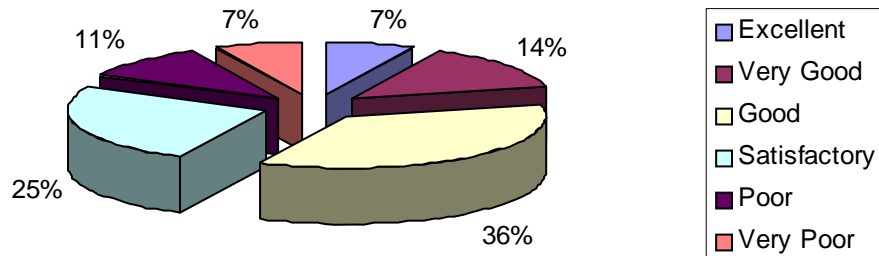
Cost of Parking



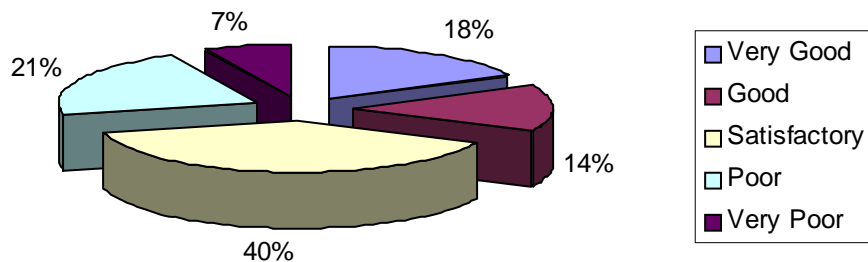
Access by Car



Signage to Car Parks



Maintenance and Cleanliness



Question 21 - What do you think are the major strengths of Settle town centre?

There are two major themes which run through the comments made about the strengths of Settle. Firstly, although expressed in several different ways the majority of respondents make reference to Settle being a pretty market town with a lot of history and historic buildings set in a picturesque area. The second major strength noted is the nature of the shopping experience with most businesses being independent and family run with pleasant and helpful service. Another strength identified is the town's compact nature and also free parking, although this contradicts the worst rated aspect of the centre which is the cost of parking!

Question 22 - What do you think are the major weaknesses of Settle town centre?

Similarly to the question above, there are several themes running through the responses to this question. A number of respondents make reference to the heavy traffic, especially lorries accessing the quarry going right through the town centre. There are several references to the range of shops and also the poor appearance of a number of empty shops. Similarly, poor parking, the cost of parking and parking in the Market Place are mentioned by several respondents as an identified weakness. One respondent believes that allowing the fair to stay in the Market Place for two weeks every year is a weakness.

Question 23 - What improvements/additional features would you like to see in Settle town centre?

In many ways, the response to this question is linked to the weaknesses identified above. There is a desire to see lorries and other HGVs banned from the centre or certainly between 9am and 5pm and several respondents believe they should be banned from coming in from the eastern side and should only be allowed access to the quarry from the west. This is obviously a very important issue in the eyes of the businesses in Settle. Many respondents believe that parking in the Market Place should be more restricted or even barred, with the area made pedestrianised or more market uses explored and the area generally improved. Increased police presence is also seen as a key improvement with more foot patrols and one respondent thinks the garden in front of the Police station should be improved. Lastly, mentioned a couple of times is the need to improve the range of shops and also the range of other activities for tourists.

Question 24 - Do you wish to make any other comments about Settle town centre?

The responses to this question are set out below (verbatim).

'Lighting at night is terrible. Too many empty shop units. Stop wagons on market days and weekends before a visitor is killed.'

'Settle Market Place is at least 20 years behind the times in the management of traffic and parking in and around the Square. Some limited short stay parking is needed but most of the cars in the centre park in a haphazard way for most of the day without penalty. A comprehensive review of this civic space is needed to provide local people and visitors with a space they can be proud of. Traffic calming and restrictions need to be put in place to provide pedestrians with space to amble about, sit and relax and admire the wonderful buildings and scenery.'

'Business Rates – These continue to rise annually well above inflation levels and we receive very little service for these high charges. Not only would this help existing shops, but would encourage new ventures to open and fill up the empty ones.'

'Settle shop keepers have a mixed reputation vis-a-vis friendliness and helpfulness – a bit of PR training go amiss sometimes. People come to the YDNP for its visual beauty and for the recreation it offers (walking, cycling etc.) yet they very often don't feel welcome – not just particularly in Settle, but in the Park generally. If we are to use the internet to boast new businesses, we need broadband. We were going to be fast-tracked for it as part of the foot and mouth recovery programme – what happened?'

'There's always plenty of talk about improvements but very little action!'

'Things are improving slowly. Many shop units are small in size and this was one of my problems as my business expanded. Fortunately I was able to secure a good sized premises in a main location. There are a lot of small businesses "off the beaten track" which could benefit from sign posting. Rents and rates are a problem when roads are closed for water works, gas works, road repairs which together with foot and mouth made trading in the town very difficult for several years.

Uninterrupted trading patterns must be allowed or kept to a minimum. Once trade is lost it is difficult to attract people back. The Yorkshire Tourist Board could advertise this region more and the government through taxation could fund the TIC. Local Councils work hard and have meagre sums of money to invest particularly here in Settle. Taxation is high – returns are low! I feel optimistic for the future of the area – people are dedicated and work long hours in improving and revitalising this area and I am pleased that ideas are continuing to develop but progress is slow. I won't feel the benefit but perhaps young people wanting to stay in to live and work here will benefit.'

'Nice village that can be quite in winter and busy in the summer, but high consumption of alcohol on weekends is not attractive.'

'Heavy traffic particularly quarry wagons need re-routing (urgently). Settle Town Council seem to have a negative attitude to retailers/business. They should be more pro-active. Grant aid is needed to help businesses to improve premises. Many businesses still close on Wednesday afternoons. Why? I think that the proposed RMT Plans for a hub, and to use the Town Hall as a business centre are good, but help will be needed to push these plans through. There is a will in C.R.E. (Chamber of Trade) to be involved in these projects. This should be encouraged. The market place and surrounding area needs a more rigid cleaning policy.'

'Foot and mouth disease had a dreadful affect on our business, but having been here many years had "reserves" that we could use, unlike many other businesses. School groups, caring clubs and tourists were prohibited, and to a certain extent, quite understandably. However very little was done to entice the regular visitors back, and whilst jobs in tourism and catering are poorly paid they are jobs. An area or town has the greatest difficulty in regenerating itself without a 'strong' base. Local people need to be encouraged to use local facilities whilst they are available and keep the prosperity within the area, thereby encouraging entrepreneurial development and new businesses. As with other market towns, the building and introduction of an "out of town" supermarket leads to a slow death at the centre. Booths supermarket is here to stay, and as their customers drive to their free car park, shop in Booths, and drive back home, might a free shuttle bus from Booth's car park to the market square, and back be used on a trial period to introduce these people to the specialist outlets that remain in the centre of Settle.'