

Appendix M

Survey of Town Centre Retailers

Survey of Guildford Retailers

In order to provide an insight into traders' perceptions of Guildford, a survey of retailers and other businesses was conducted by Chase & Partners in October 2005. The questions were agreed with officers of Guildford Borough Council and sought to canvas views on:

1. suitability of premises;
2. turnover levels;
3. quality of facilities and amenities;
4. ways to improve the centre.

In terms of response, 491 questionnaires were distributed with 124 responses received – a response rate of 25.25%.

The questions are shown below along with their tabulated results:

Q1. In which size band is your shop/premises?

- a. Up to 500 sq ft (46 sq m) overall floor area
- b. 501-1,000 sq ft (47-93 sq m) overall floor area
- c. 1,001-1,500 sq ft (93-139 sq m) overall floor area
- d. Over 1,501 sq ft (139 sq m).

Size of premises	Number of responses	%
Up to 500 sq ft	34	29.31%
501-1000 sq ft	33	28.45%
1001-1500 sq ft	21	18.10%
Over 1501 sq ft	28	24.14%
Total respondents	116	100%

Q2. Are you a:-

- a. Retailer
- b. Restaurant/Take Away/Pub
- c. Professional/Financial Services, i.e. Estate Agents, Insurance Broker, Building Society
- d. Other – please specify.

Business type	Number of responses	%
Retailer	89	71.77%
Restaurant/Take Away/Pub	13	10.48%
Prof/Fin Services	13	10.48%
Other	9	7.26%
Total respondents	124	100%

Q3. Is your shop / business a part of a:-

- a. National multiple chain
- b. Part of a regional multiple chain
- c. An independent/individual business.

Type of retailer	Number of responses	%
National multiple chain	53	42.74%
Regional multiple chain	21	16.94%
Independent	50	40.32%
Total respondents	124	100%

Q4. How long has your business traded from your current premises?

- a. Less than one year
- b. One year to five years
- c. Six years to ten years
- d. Over ten years +

Length of time	Number of responses	%
< 1 year	8	6.45%
1-5 years	34	27.42%
6-10 years	26	20.97%
> 10 years	56	45.16%
Total respondents	124	100%

Q5. How much of your turnover do you think is generated by:-

- a.% Local residents
- b.% People working in the town/village centre
- c.% Others (e.g. visitors/tourists).

Customer group	Total of % values given*	Trade distribution
Local residents	5791	51.25%
People working in the town/village centre	3335	29.51%
Others (e.g. visitors/tourists)	2174	19.24%
TOTAL	11,300**	100%

*Total of percentages given for each customer group.

**113 questionnaires completed correctly = 11,300 total value of percentages awarded.

Q6. What geographical area do you consider that you serve:-

- Guildford, or:
- Up to two miles radius from Guildford (i.e. the ring of surrounding villages)
- Up to five miles radius from Guildford (i.e. including Woking, Godalming, Shalford)
- Up to ten miles radius from Guildford (i.e. including Leatherhead, East Horsley, Aldershot, Farnborough, Camberley, Farnham, Dorking)
- More than ten miles radius from Guildford.

Area	Number of responses	%
Guildford	4	3.23%
up to 2 miles from Guildford	3	2.42%
up to 5 miles from Guildford	22	17.74%
up to 10 miles from Guildford	50	40.32%
more than 10 miles from Guildford	45	36.29%
Total respondents	124	100%

Q11. Are you satisfied with your accommodation?

- Satisfied Unsatisfied

Response	Number of responses	%
Satisfied	90	72.58%
Unsatisfied	34	27.42%
	124	100%

Q12. If unsatisfied with your unit, is it:-

- a. Too large
 b. Too small (please state how much more space you need in box below)
 c. In a poor condition
 d. Lacking separate servicing access
 e. Other reason, please specify:-

Reason	Number of responses	%
Too large	0	0.00%
Too small	14	29.17%
Poor condition	12	25.00%
Lacking separate service access	7	14.58%
Other	15	31.25%
	48*	100%

*includes multiple responses

Q13. 1. Does your shop/premises have upper floors?

- Yes No

Response	Number of responses	%
Yes	70	56.45%
No	54	43.55%
	124	100%

2. If Yes are these:

- Used Vacant

Response	Number of responses	%
Used	61	87.14%
Vacant	9	12.86%
	70	100%

3. If used, for what are they used (please tick more than one if multiple uses)

- Offices Retail Sales Storage Residential

Use	Number of responses	%
Office	21	30.00%
Retail sales	22	31.43%
Storage	34	48.57%
Residential	8	11.43%
	70	100%

4. Are they occupied by you?

- Yes No

Response	Number of responses	%
Yes	53	75.71%
No	17	24.29%
	70	100%

Q14. Are you:

- a. An owner occupier
b. A tenant/lessee.

Type of occupier	Number of responses	%
Owner Occupier	16	13.22%
Tenant/Lessee	105	86.78%
	121	

Q15. Is your intention in the short term or medium term to relocate, stay in your existing accommodation, sell or close?

Short Term (the next 12 months)

- a. Remain in your existing unit
- b. Relocate elsewhere within this town/village centre
- c. Relocate in Guildford outside this town/village centre
- d. Relocate elsewhere
- e. Intend to sell the business (as a going concern)
- f. Closing down.

Intentions	Number of responses	%
Remain in existing unit	100	87.72%
Relocate within Guildford	6	5.26%
Relocate outside Guildford	0	0.00%
Relocate elsewhere	3	2.63%
Intend to sell business	4	3.51%
Closing down	1	0.88%
	114	100%

Medium Term (2-5 years)

- a. Remain in your existing unit.
- b. Relocate elsewhere within the town/village centre
- c. Relocate in Guildford outside the town/village centre
- d. Relocate elsewhere
- e. Intend to sell the business (as a going concern)
- f. Closing down.

Intentions	Number of responses	%
Remain in existing unit	91	82.73%
Relocate within Guildford	9	8.18%
Relocate outside Guildford	2	1.82%
Relocate elsewhere	1	0.91%
Intend to sell business	5	4.55%
Closing down	2	1.82%
	110	100%

Q16. 1. If you are a retailer: Over the last 12 months has turnover been:-

- a. Increasing
- b. Static
- c. Decreasing

Turnover	Number of responses	%
Increasing	43	38.05%
Static	27	23.89%
Decreasing	43	38.05%
	113	100%

2. Compared to shops/businesses within your chain or otherwise of a similar size and type, is your turnover:-

- a. Below average
- b. Similar to the average
- c. Above average.

Turnover	Number of responses	%
Below average	25	23.15%
Similar to average	54	50.00%
Above average	29	26.85%
	108	100%

Q17. Do you provide staff car parking? If so, how many spaces?

- Yes
- No

Response	Number of responses	%
Yes	24	21.82%
No	86	78.18%
	110	100%

Q18. Do you think the town/village centre is good, average or poor, with reference to the following facilities and comparing it to nearby competing centres?

	Poor	Good	Average
Number of shops, specifically:-			
- Multiples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Independents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Specialist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price of goods compared with other centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure/recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/cafes/takeaways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For moving around on foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its appearance and character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilet facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness (i.e. graffiti, fly posting, litter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Good	Ave.	Poor	Total	Good	Average	Poor
Number of Shops Specifically:							
- Multiples	78	43	1	122	63.93%	35.25%	0.82%
- Independents	42	40	39	121	34.71%	33.06%	32.23%
- Leisure	50	50	18	118	42.37%	42.37%	15.25%
- Specialist	34	48	37	119	28.57%	40.34%	31.09%
- Other	21	50	13	84	25.00%	59.52%	15.48%
Range of shops	75	50	8	133	56.39%	37.59%	6.02%
Quality of shops	83	36	2	121	68.60%	29.75%	1.65%
Price of goods compared with other centres	23	75	12	110	20.91%	68.18%	10.91%
Access by car	13	35	69	117	11.11%	29.91%	58.97%
Car Parking	10	44	70	124	8.06%	35.48%	56.45%
Access by public transport	33	68	22	123	26.83%	55.28%	17.89%
Leisure/recreational facilities	37	59	21	117	31.62%	50.43%	17.95%
Restaurants/cafes/takeaways	79	40	2	121	65.29%	33.06%	1.65%
For moving around on foot	70	40	11	121	57.85%	33.06%	9.09%
Appearance and character	83	36	6	125	66.40%	28.80%	4.80%
Crime	32	71	19	122	26.23%	58.20%	15.57%
Public toilet facilities	10	50	48	108	9.26%	46.30%	44.44%
Cleanliness	47	60	15	122	38.52%	49.18%	12.30%

Q19. In planning for the future of the town/village centre, what do you think are the three most important things listed below (please rank 1st, 2nd and 3rd):-

- a. Seek to increase a number of national retailers
- b. Seek to increase number of speciality retailers
- c. Improve the appearance of this town/village centre.
- d. Reduce crime
- e. Remove traffic congestion
- f. Provide more dwellings in this town/village centre
- g. Improve frequency of bus services to this town/village centre
- h. Increase the amount of car parking
- i. Improve the management of car parking
- j. Provide for improved recreational and leisure needs
- k. Improve the marketing of the centre
- l. Its importance as a destination for tourists
- m. Increase the number of markets and festivals

	1s	2s	3s	Weighted*			SCORE	%
Increase number of national retailers	1	2	4	3	4	4	11	1.86%
Increase number of speciality retailers	11	12	4	33	24	4	61	10.30%
Improve appearance	8	9	5	24	18	5	47	7.94%
Reduce crime	8	6	4	24	12	4	40	6.76%
Reduce traffic congestion	32	5	13	96	10	13	119	20.10%
Provide more dwellings	1	2	1	3	4	1	8	1.35%
Improve frequency of buses	3	4	9	9	8	9	26	4.39%
Increase amount of car parking	24	22	14	72	44	14	130	21.96%
Improve management of car parking	4	7	12	12	14	12	38	6.42%
Improve recreational and leisure facilities	0	4	2	0	8	2	10	1.69%
Improve marketing of centre	8	12	21	24	24	21	69	11.66%
Increase importance as tourist destination	2	1	6	6	2	6	14	2.36%
Increase number of markets and festivals	0	6	7	0	12	7	19	3.21%
							592	100%

***Weighting system:**

- 1s score 3 points
- 2s score 2 points
- 3s score 1 point