



Haverhill Area Working Party 13 January 2011

Haverhill Town Centre Management: Update on Haverhill Shopper Survey 2010

1. Purpose of the Report

- 1.1 The purpose of this report is to update Members in respect of progress with the Shopper Survey which closed on 30 November 2010.

2. Background

- 2.1 In April 2010, the Working Party (Report A646 refers) approved Marketing Master Classes for Haverhill Businesses as part of the work programme of the Town Centre Manager.
- 2.2 The Shopper Survey evolved out of the meeting of partners of the Small and Medium Sized Businesses Master Classes project. The independent businesses decided that before any marketing or staff training was undertaken (which they acknowledged would be helpful to their businesses) it would be necessary to obtain some evidence of existing shopper and visitor behaviours.
- 2.3 The Partners involved in the Master Class project included ten independent businesses, namely, Access Control Solutions; AmandaJuliaCouture; C&B Beautiful; Clarks; M J Pipe; Sonia's Salon; Specialized Print; The Gallery; Tony Strowger Jewellers; and Quick Service Shoe Repairs. Other partners included Haverhill Chamber of Commerce; Abbeycroft Leisure; The Best Of Haverhill; Mid-Anglian Enterprise Agency (MENTA); West Suffolk College; Samuel Ward Academy; Castle Manor Business and Enterprise College; and Job Centre Plus. Professor Andrew Fearn of Kent Business School, (which masterminds the Tesco Club Card customer relationship management loyalty programme) has helped to direct the activity of the group.
- 2.4 The survey form was prepared using questions received from all the partners and the Portfolio Holder for Haverhill and Housing. A copy of the survey form is attached as Appendix A to the report.
- 2.5 2,000 forms were printed in-house and the survey form was uploaded onto the Borough Council's website. The survey was launched on the 16 September 2010 at the business networking event, *'TheBestofHaverhill'*. It was reported in the local newspapers and the survey was publicised by all partners.

- 2.6 Distribution of the paper forms was via forms stocked at the premises of all the business partners, the Borough Council offices, the library, Haverhill Arts Centre reception together with the Bistro, the two Haverhill upper schools, during a Friday and a Saturday market, in the foyer of Tesco and also in Kedington, Linton and Steeple Bumpsted.
- 2.7 £100 in prize vouchers was on offer for those entrants who chose to include their name and address or an email address.

3. Present situation

- 3.1 On 30 November 2010, 1,093 returns were recorded of which 52 had been completed were on line.
- 3.2 By the close of the survey, more vouchers were offered by the town centre businesses resulting in £185 of vouchers for the first prize. A voucher for a convector heater was also donated which enabled a second prize winner to be chosen.
- 3.3 Kent Business School would have preferred to design the form themselves in consultation with the businesses. However, the partners preferred to start the survey as soon as possible with as much guidance as was available from the Business School. The partners acknowledge that this survey is a first attempt and that over time, a more sophisticated and 'paid for' survey would be possible.
- 3.4 A Senior Lecturer at Kent Business School has been introduced to the project and he has very kindly volunteered to conduct an analysis of the collected data.
- 3.5 A verbal update will be given to Members at the meeting on 13 January 2010, with any findings provided by the Lecturer, up to that point.
- 3.6 The winner of the first prize was Peter Harvey of Feltwell Place, Haverhill and the second prize was won by Mrs Jones of 'north' Haverhill who declined to provide her home address. A further press release is planned when the winners receive their prizes, thus increasing publicity for the businesses and for the town.

4. Proposal

- 4.1 Once the full analysis is completed and conclusions and recommendations are arrived at, a further update will be brought to the Working Party.

5. Recommendation

- 5.1 The Working Party is requested to **NOTE** the contents of the report.

For further information, please contact:-

Tina Hanks, Haverhill Town Centre Manager

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Haverhill Shopper Survey – Autumn 2010

CLOSING DATE 30 NOVEMBER 2010



About this survey

For the first time in more than five years, a number of stakeholders in town – businesses, Haverhill Chamber of Commerce, West Suffolk College, Samuel Ward and Castle Manor Colleges, MENTA, the Job Centre, Abbeycroft Leisure and Town Centre Management have compiled a survey to find out what visitors and shoppers to Haverhill think about the shops and services on offer, and what they think could help them to spend more time – and money – in Haverhill, rather than travel to other towns. To get a wide range of views, we would like as many people as possible, of all ages, to fill out as much of the questionnaire as possible.

Town Centre Management, as a partner, will be receiving and processing the survey data and information; *so any personal details which you provide will be kept confidential and treated in line with the Data Protection Act.*

If you provide an email address, we can send you the results of the survey and enter your name into prize draws for £100 in shopping vouchers.

Your shopping habits

- 1) Do you shop mostly in: Haverhill Bury St Edmunds Cambridge
Newmarket Saffron Walden Other _____

- 2) **How would you rate Haverhill** as a place to shop, *relative to the other town you choose to shop in*, on the following:

	Very Good	Good	Poor	Very Poor
Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of shops (food)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of shops (non food)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access on foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor market on Fridays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor market on Saturdays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure / recreation facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant / café facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance / character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free of noise and traffic fumes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety / free from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities for the disabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 3) How often do you shop in Haverhill?

Daily 2-3 times a week 3-5 times a week Weekly
Fortnightly Monthly Less than once a month

- 4) If you go elsewhere for any of your shopping, what is it usually for? _____

- 5) What one change would you suggest to improve the shopping experience in Haverhill town centre?

- 6) Do you visit and shop on Sundays? Yes No

- 7) If more shops opened on Sundays would you visit more often? Yes No

About You – if you provide your name and address, it will be entered into the prize draw for £100 in shopping vouchers!

Name (optional): _____

Email Address (optional): _____

Full Post Code: _____

Gender: Male Female

Household Composition: No. of adults _____ No. of children less than 5yrs _____ 5-11yrs _____ 12-18yrs _____

Employment Status: Full time employment Part time employment Student Carer
Retired Stay at home parent Unemployed

Household Income: up to £10,000 £10,000 – £20,000 £20,000 – £30,000
£30,000-£40,000 £40,000 to £50,000 over £50,000

Age range: 10-15 16-19 20-24 25-34 35-44
45-54 55-64 65-75 Over 75

Are you registered disabled? Yes No

If you answered yes, how would you rate Haverhill as a place to shop, *relative to the other town you choose to shop in*, on the following:

	Very Good	Good	Poor	Very Poor
Access by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access by bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access on foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for contributing to this survey

You could hand this completed form to the shop or premises where you picked it up, or please post, fax, or scan and email that to:

**Tina Hanks, Haverhill Town Centre Management, St Edmundsbury Borough Council,
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