

Q1. What is the name and address of your business?

Q2. Taking into account both sales area and ancillary space, in which size band is your shop/premises in?

- 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.  1,501 sq ft (139 sq m).

Q3. How would you describe your business: -

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

Q4. 1. Is your shop/business a part of a: -

- a.  International or national multiple chain
- b.  Part of a regional multiple chain
- c.  An independent/individual business.

Q5. 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

Q6. How much of your turnover do you think is generated by: -

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

Q7. Are you satisfied with your existing accommodation?

- Satisfied                       Unsatisfied

Q8. 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 adequate servicing access
- e.  Other reason, please specify: -

Q9. 1. Does your shop/premises have upper floors?

- Yes                       No

2. If Yes are these:

- Used                       Vacant

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

- Offices     Retail Sales     Storage     Residential

4. Are they occupied by you (please specify which of the floors)?

- Yes     No

Q10. Are you: -

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



- Q15. On a scale of 1 to 5 how do you rate the following facilities within Hertford compared with competing centres?  
(1 = very good, 2 = fairly good, 3 = neither good nor poor, 4 = fairly poor, 5 = poor)

|  |  |
|--|--|
| Multiples shops                                  |  |
| Independent shops                                |  |
| Leisure shops                                    |  |
| Specialist shops                                 |  |
| Other shops                                      |  |
| Range of shops                                   |  |
| Quality of shops                                 |  |
| Prices compared with competing centres           |  |
| Access by car                                    |  |
| Car parking                                      |  |
| Access by public transport                       |  |
| Leisure/recreational facilities                  |  |
| Restaurants/cafes/takeaways                      |  |
| For moving around on foot                        |  |
| Its appearance and character                     |  |
| Crime  |  |
| Public toilet facilities                         |  |
| Cleanliness (i.e. graffiti, fly posting, litter) |  |

- Q16. Do you have any suggestions as to how the town can be made a better place in which to shop? (Please specify)

***Thank you for your assistance your comments are appreciated! Please return in the Freepost envelope provided by Friday 28<sup>th</sup> March 2008.***

## HERTFORD: Retailer Business Survey Analysis

### Q2 Size of Premises

| Size of premises   | Count | %       |
|--------------------|-------|---------|
| a. Up to 500 sq ft | 6     | 24.00%  |
| b. 501-1000 sq ft  | 9     | 36.00%  |
| c. 1001-1500 sq ft | 4     | 16.00%  |
| d. Over 1501 sq ft | 6     | 24.00%  |
| Total respondents  | 25    | 100.00% |

### Q3 Type of business

| Business type               | Count | %       |
|-----------------------------|-------|---------|
| a. Retailer                 | 19    | 67.86%  |
| b. Restaurant/Take Away/Pub | 7     | 25.00%  |
| c. Prof/Fin Services        | 1     | 3.57%   |
| d. Other                    | 1     | 3.57%   |
| Total respondents           | 28    | 100.00% |

### Q4 Multiple/independent

|                            | Count | %       |
|----------------------------|-------|---------|
| a. National multiple chain | 3     | 8.33%   |
| b. Regional multiple chain | 2     | 5.56%   |
| c. Independent             | 31    | 86.11%  |
| Total respondents          | 36    | 100.00% |

**Q5 How long has business been trading?**

| Length of time    | Count | %       |
|-------------------|-------|---------|
| a. < 1 year       | 1     | 2.78%   |
| b. 1-5 years      | 10    | 27.78%  |
| c. 6-10 years     | 6     | 16.67%  |
| d. > 10 years     | 19    | 52.78%  |
| Total respondents | 36    | 100.00% |

**Q6 Majority of Turnover**

|                                    | 0-25%  | 26-50% | 51-75% | 76-100% | Total |
|------------------------------------|--------|--------|--------|---------|-------|
| a. Local Residents                 | 1      | 11     | 16     | 5       | 33    |
| b. People working locally          | 15     | 12     | 2      | 1       | 30    |
| c. Others (e.g. visitors/tourists) | 17     | 5      |        |         | 22    |
| Local Residents                    | 0-25%  | 26-50% | 51-75% | 76-100% |       |
| People working locally             | 3.03%  | 33.33% | 48.48% | 15.15%  |       |
| Others (e.g. visitors/tourists)    | 50.00% | 40.00% | 6.67%  | 3.33%   |       |
|                                    | 77.27% | 22.73% | 0.00%  | 0.00%   |       |

**Q7 Satisfied with accommodation**

|             | Count | %      |
|-------------|-------|--------|
| Satisfied   | 28    | 77.78% |
| Unsatisfied | 8     | 22.22% |
|             | 36    | 100%   |

**Q8 If unsatisfied...**

| Reason                             | Count | %      |
|------------------------------------|-------|--------|
| a. Too large                       | 2     | 25.00% |
| b. Too small                       | 3     | 37.50% |
| c. Poor condition                  | 0     | 0.00%  |
| d. Lacking separate service access | 1     | 12.50% |
| e. Other                           | 2     | 25.00% |
|                                    | 8     | 100%   |

**Q9 Upper Floors****1. Do premises have upper floors? 2. If yes, are they used?**

|     | Count | %      | Count | %  |        |
|-----|-------|--------|-------|----|--------|
| Yes | 32    | 91.43% | Yes   | 30 | 96.77% |
| No  | 3     | 8.57%  | No    | 1  | 3.23%  |
|     | 35    | 100%   |       | 31 | 100%   |

**3. If used, for what?**

|              | Count | %      |
|--------------|-------|--------|
| Office       | 19    | 55.88% |
| Retail sales | 5     | 14.71% |
| Storage      | 4     | 11.76% |
| Residential  | 6     | 17.65% |
|              | 34    | 100%   |

**4. Are they occupied by you?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 18    | 60.00% |
| No  | 12    | 40.00% |
|     | 30    | 100%   |

**Q10 Owner Occupation**

|                   | Count | %       |
|-------------------|-------|---------|
| a. Owner Occupier | 8     | 22.86%  |
| b. Tenant/Lessee  | 27    | 77.14%  |
| Total Respondents | 35    | 100.00% |

**Q11 Relocation**

|                                       | Count | %      |
|---------------------------------------|-------|--------|
| <b>Intentions</b>                     |       |        |
| a. Remain in existing unit            | 24    | 72.73% |
| b. Relocate elsewhere within Hertford | 3     | 9.09%  |
| c. Relocate to a nearby town/village  | 0     | 0.00%  |
| d. Relocate elsewhere                 | 0     | 0.00%  |
| e. Intend to sell business            | 4     | 12.12% |
| f. Closing down                       | 2     | 6.06%  |
|                                       | 33    | 100%   |

**Q12 Turnover****Last 12 Months**

|                 | Count | %      |
|-----------------|-------|--------|
| <b>Turnover</b> |       |        |
| a. Increasing   | 5     | 16.13% |
| b. Static       | 14    | 45.16% |
| c. Decreasing   | 12    | 38.71% |
|                 | 31    | 100%   |

## 2. Comparison

|                       | Count | %      |
|-----------------------|-------|--------|
| Turnover              |       |        |
| a. Below average      | 2     | 28.57% |
| b. Similar to average | 3     | 42.86% |
| c. Above average      | 2     | 28.57% |
|                       | 7     | 100%   |

## Q13 Internet Sales

|     | Count | %      |
|-----|-------|--------|
| Yes | 6     | 17.65% |
| No  | 28    | 82.35% |
|     | 34    | 100%   |

### Q15 Town Centre Survey

| Number of Shops Specifically:      | Very Good |             |      |         |             | Average     |         |        |             |           | Fairly Poor |           |             |        |         | Poor        |             |         |      |             |
|------------------------------------|-----------|-------------|------|---------|-------------|-------------|---------|--------|-------------|-----------|-------------|-----------|-------------|--------|---------|-------------|-------------|---------|------|-------------|
|                                    | Very Good | Fairly Good | Good | Average | Fairly Poor | Fairly Poor | Average | Good   | Fairly Good | Very Good | Total       | Very Good | Fairly Good | Good   | Average | Fairly Poor | Fairly Poor | Average | Good | Fairly Good |
| - Multiples                        | 0         | 5           | 7    | 7       | 8           | 7           | 18.52%  | 25.93% | 18.52%      | 0.00%     | 27          | 0.00%     | 18.52%      | 25.93% | 29.63%  | 25.93%      |             |         |      |             |
| - Independents                     | 6         | 15          | 7    | 7       | 0           | 3           | 48.39%  | 22.58% | 48.39%      | 31        | 19.35%      | 48.39%    | 22.58%      | 0.00%  | 0.00%   | 9.68%       |             |         |      |             |
| - Leisure                          | 2         | 6           | 11   | 11      | 8           | 3           | 20.00%  | 36.67% | 20.00%      | 30        | 6.67%       | 20.00%    | 36.67%      | 26.67% | 10.00%  |             |             |         |      |             |
| - Specialist                       | 2         | 13          | 13   | 13      | 2           | 1           | 41.94%  | 41.94% | 41.94%      | 31        | 6.45%       | 41.94%    | 41.94%      | 6.45%  | 3.23%   |             |             |         |      |             |
| - Other                            | 1         | 6           | 13   | 13      | 6           | 3           | 20.69%  | 44.83% | 20.69%      | 29        | 3.45%       | 20.69%    | 44.83%      | 20.69% | 10.34%  |             |             |         |      |             |
| Range of shops                     | 2         | 7           | 12   | 12      | 6           | 5           | 21.88%  | 37.50% | 21.88%      | 32        | 6.25%       | 21.88%    | 37.50%      | 18.75% | 15.63%  |             |             |         |      |             |
| Quality of shops                   | 3         | 15          | 9    | 9       | 4           | 2           | 45.45%  | 27.27% | 45.45%      | 33        | 9.09%       | 45.45%    | 27.27%      | 12.12% | 6.06%   |             |             |         |      |             |
| Prices compared with other centres | 3         | 12          | 9    | 9       | 5           | 0           | 41.38%  | 31.03% | 41.38%      | 29        | 10.34%      | 41.38%    | 31.03%      | 17.24% | 0.00%   |             |             |         |      |             |
| Access by car                      | 0         | 9           | 6    | 6       | 9           | 9           | 27.27%  | 18.18% | 27.27%      | 33        | 0.00%       | 27.27%    | 18.18%      | 27.27% | 27.27%  |             |             |         |      |             |
| Car Parking                        | 2         | 4           | 5    | 5       | 8           | 15          | 11.76%  | 14.71% | 11.76%      | 34        | 5.88%       | 11.76%    | 14.71%      | 23.53% | 44.12%  |             |             |         |      |             |
| Access by public transport         | 2         | 18          | 11   | 11      | 6           | 1           | 47.37%  | 28.95% | 47.37%      | 38        | 5.26%       | 47.37%    | 28.95%      | 15.79% | 2.63%   |             |             |         |      |             |
| Leisure/recreational facilities    | 1         | 8           | 10   | 10      | 7           | 5           | 25.81%  | 32.26% | 25.81%      | 31        | 3.23%       | 25.81%    | 32.26%      | 22.58% | 16.13%  |             |             |         |      |             |
| Restaurants/cafes/takeaways        | 12        | 14          | 4    | 4       | 1           | 1           | 43.75%  | 12.50% | 43.75%      | 32        | 37.50%      | 43.75%    | 12.50%      | 3.13%  | 3.13%   |             |             |         |      |             |
| For moving around on foot          | 11        | 15          | 7    | 7       | 0           | 0           | 45.45%  | 21.21% | 45.45%      | 33        | 33.33%      | 45.45%    | 21.21%      | 0.00%  | 0.00%   |             |             |         |      |             |
| Appearance and character           | 6         | 16          | 8    | 8       | 3           | 0           | 48.48%  | 24.24% | 48.48%      | 33        | 18.18%      | 48.48%    | 24.24%      | 9.09%  | 0.00%   |             |             |         |      |             |
| Crime                              | 2         | 13          | 12   | 12      | 3           | 2           | 40.63%  | 37.50% | 40.63%      | 32        | 6.25%       | 40.63%    | 37.50%      | 9.38%  | 6.25%   |             |             |         |      |             |
| Public toilet facilities           | 1         | 7           | 6    | 6       | 6           | 10          | 23.33%  | 20.00% | 23.33%      | 30        | 3.33%       | 23.33%    | 20.00%      | 20.00% | 33.33%  |             |             |         |      |             |
| Cleanliness                        | 3         | 9           | 13   | 13      | 7           | 1           | 27.27%  | 39.39% | 27.27%      | 33        | 9.09%       | 27.27%    | 39.39%      | 21.21% | 3.03%   |             |             |         |      |             |

|                |               |
|----------------|---------------|
| Questionnaires | 172           |
| Responses      | 36            |
|                | <b>20.93%</b> |

## WARE: Retailer Business Survey Analysis

### Q2 Size of Premises

| Size of premises   | Count | %       |
|--------------------|-------|---------|
| a. Up to 500 sq ft | 12    | 42.86%  |
| b. 501-1000 sq ft  | 8     | 28.57%  |
| c. 1001-1500 sq ft | 4     | 14.29%  |
| d. Over 1501 sq ft | 4     | 14.29%  |
| Total respondents  | 28    | 100.00% |

### Q3 Type of business

| Business type               | Count | %       |
|-----------------------------|-------|---------|
| a. Retailer                 | 17    | 51.52%  |
| b. Restaurant/Take Away/Pub | 8     | 24.24%  |
| c. Prof/Fin Services        | 4     | 12.12%  |
| d. Other                    | 4     | 12.12%  |
| Total respondents           | 33    | 100.00% |

### Q4 Multiple/independent

|                            | Count | %       |
|----------------------------|-------|---------|
| a. National multiple chain | 6     | 18.18%  |
| b. Regional multiple chain | 0     | 0.00%   |
| c. Independent             | 27    | 81.82%  |
| Total respondents          | 33    | 100.00% |

**Q5 How long has business been trading?**

| Length of time    | Count | %       |
|-------------------|-------|---------|
| a. < 1 year       | 2     | 6.06%   |
| b. 1-5 years      | 12    | 36.36%  |
| c. 6-10 years     | 6     | 18.18%  |
| d. > 10 years     | 13    | 39.39%  |
| Total respondents | 33    | 100.00% |

**Q6 Majority of Turnover**

|                                    | 0-25%  | 26-50% | 51-75% | 76-100% | Total |
|------------------------------------|--------|--------|--------|---------|-------|
| a. Local Residents                 | 4      | 8      | 8      | 11      | 31    |
| b. People working locally          | 17     | 9      | 2      | 0       | 28    |
| c. Others (e.g. visitors/tourists) | 18     | 3      | 2      | 1       | 24    |
| Local Residents                    | 0-25%  | 26-50% | 51-75% | 76-100% |       |
| People working locally             | 12.90% | 25.81% | 25.81% | 35.48%  |       |
| Others (e.g. visitors/tourists)    | 60.71% | 32.14% | 7.14%  | 0.00%   |       |
|                                    | 75.00% | 12.50% | 8.33%  | 4.17%   |       |

**Q7 Satisfied with accommodation**

|             | Count | %       |
|-------------|-------|---------|
| Satisfied   | 25    | 73.53%  |
| Unsatisfied | 9     | 26.47%  |
|             | 34    | 100.00% |

**Q8 If unsatisfied...**

| Reason                             | Count | %      |
|------------------------------------|-------|--------|
| a. Too large                       | 1     | 10.00% |
| b. Too small                       | 4     | 40.00% |
| c. Poor condition                  | 0     | 0.00%  |
| d. Lacking separate service access | 2     | 20.00% |
| e. Other                           | 3     | 30.00% |
|                                    | 10    | 100%   |

**Q9 Upper Floors****1. Do premises have upper floors? 2. If yes, are they used?**

|     | Count | %      | Count | %  |        |
|-----|-------|--------|-------|----|--------|
| Yes | 25    | 75.76% | Yes   | 21 | 87.50% |
| No  | 8     | 24.24% | No    | 3  | 12.50% |
|     | 33    | 100%   |       | 24 | 100%   |

**3. If used, for what?**

|              | Count | %      |
|--------------|-------|--------|
| Office       | 5     | 17.24% |
| Retail sales | 4     | 13.79% |
| Storage      | 4     | 13.79% |
| Residential  | 16    | 55.17% |
|              | 29    | 100%   |

**4. Are they occupied by you?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 13    | 59.09% |
| No  | 9     | 40.91% |
|     | 22    | 100%   |

**Q10 Owner Occupation**

|                   | Count | %      |
|-------------------|-------|--------|
| a. Owner Occupier | 6     | 18.75% |
| b. Tenant/Lessee  | 26    | 81.25% |
|                   | 32    | 100%   |

**Q11 Relocation**

| <b>Intentions</b>                    | Count | %      |
|--------------------------------------|-------|--------|
| a. Remain in existing unit           | 25    | 75.76% |
| b. Relocate elsewhere within Ware    | 1     | 3.03%  |
| c. Relocate to a nearby town/village | 0     | 0.00%  |
| d. Relocate elsewhere                | 3     | 9.09%  |
| e. Intend to sell business           | 4     | 12.12% |
| f. Closing down                      | 0     | 0.00%  |
|                                      | 33    | 100%   |

**Q12 Turnover****1. Last 12 Months**

| Turnover      | Count | %      |
|---------------|-------|--------|
| a. Increasing | 6     | 22.22% |
| b. Static     | 16    | 59.26% |
| c. Decreasing | 5     | 18.52% |
|               | 27    | 100%   |

## 2. Comparison

|    | Turnover           | Count | %      |
|----|--------------------|-------|--------|
| a. | Below average      | 1     | 20.00% |
| b. | Similar to average | 4     | 80.00% |
| c. | Above average      | 0     | 0.00%  |
|    |                    | 5     | 100%   |

## Q13 Internet Sales

|     | Count | %      |
|-----|-------|--------|
| Yes | 9     | 26.47% |
| No  | 25    | 73.53% |
|     | 34    | 100%   |

### Q15 Town Centre Survey

|                                    | Very Good | Fairly Good | Average | Fairly Poor | Poor | Total | Very Good | Fairly Good | Average | Fairly Poor | Poor   |
|------------------------------------|-----------|-------------|---------|-------------|------|-------|-----------|-------------|---------|-------------|--------|
| Number of Shops Specifically:      |           |             |         |             |      |       |           |             |         |             |        |
| - Multiples                        |           | 6           | 2       | 4           | 10   | 22    | 0.00%     | 27.27%      | 9.09%   | 18.18%      | 45.45% |
| - Independents                     | 1         | 10          | 6       | 4           | 2    | 23    | 4.35%     | 43.48%      | 26.09%  | 17.39%      | 8.70%  |
| - Leisure                          | 1         | 1           | 5       | 5           | 10   | 22    | 4.55%     | 4.55%       | 22.73%  | 22.73%      | 45.45% |
| - Specialist                       |           | 5           | 9       | 7           | 2    | 23    | 0.00%     | 21.74%      | 39.13%  | 30.43%      | 8.70%  |
| - Other                            |           | 3           | 10      | 4           | 4    | 21    | 0.00%     | 14.29%      | 47.62%  | 19.05%      | 19.05% |
| Range of shops                     |           | 2           | 7       | 8           | 6    | 23    | 0.00%     | 8.70%       | 30.43%  | 34.78%      | 26.09% |
| Quality of shops                   | 1         | 4           | 9       | 4           | 4    | 22    | 4.55%     | 18.18%      | 40.91%  | 18.18%      | 18.18% |
| Prices compared with other centres |           | 4           | 12      | 3           | 2    | 21    | 0.00%     | 19.05%      | 57.14%  | 14.29%      | 9.52%  |
| Access by car                      | 2         | 5           | 6       | 4           | 3    | 20    | 10.00%    | 25.00%      | 30.00%  | 20.00%      | 15.00% |
| Car Parking                        | 1         | 7           | 4       | 4           | 6    | 22    | 4.55%     | 31.82%      | 18.18%  | 18.18%      | 27.27% |
| Access by public transport         | 1         | 8           | 4       | 4           | 4    | 21    | 4.76%     | 38.10%      | 19.05%  | 19.05%      | 19.05% |
| Leisure/recreational facilities    |           | 5           | 8       | 5           | 3    | 21    | 0.00%     | 23.81%      | 38.10%  | 23.81%      | 14.29% |
| Restaurants/cafes/takeaways        | 10        | 9           | 2       | 1           | 1    | 23    | 43.48%    | 39.13%      | 8.70%   | 4.35%       | 4.35%  |
| For moving around on foot          | 7         | 11          | 1       | 1           |      | 20    | 35.00%    | 55.00%      | 5.00%   | 5.00%       | 0.00%  |
| Appearance and character           | 3         | 13          | 4       | 1           |      | 21    | 14.29%    | 61.90%      | 19.05%  | 4.76%       | 0.00%  |
| Crime                              | 2         | 4           | 9       | 1           | 5    | 21    | 9.52%     | 19.05%      | 42.86%  | 4.76%       | 23.81% |
| Public toilet facilities           |           | 4           | 3       | 6           | 9    | 22    | 0.00%     | 18.18%      | 13.64%  | 27.27%      | 40.91% |
| Cleanliness                        | 2         | 5           | 10      | 4           | 1    | 22    | 9.09%     | 22.73%      | 45.45%  | 18.18%      | 4.55%  |

|                |               |
|----------------|---------------|
| Questionnaires | 155           |
| Responses      | 34            |
|                | <b>21.94%</b> |

## BISHOPS STORTFORD: Retailer Business Survey Analysis

### Q2 Size of Premises

| Size of premises   | Count | %       |
|--------------------|-------|---------|
| a. Up to 500 sq ft | 10    | 25.64%  |
| b. 501-1000 sq ft  | 11    | 28.21%  |
| c. 1001-1500 sq ft | 6     | 15.38%  |
| d. Over 1501 sq ft | 12    | 30.77%  |
| Total respondents  | 39    | 100.00% |

### Q3 Type of business

| Business type               | Count | %       |
|-----------------------------|-------|---------|
| a. Retailer                 | 31    | 73.81%  |
| b. Restaurant/Take Away/Pub | 2     | 4.76%   |
| c. Prof/Fin Services        | 4     | 9.52%   |
| d. Other                    | 5     | 11.90%  |
| Total respondents           | 42    | 100.00% |

### Q4 Multiple / independent

|                            | Count | %       |
|----------------------------|-------|---------|
| a. National multiple chain | 13    | 32.50%  |
| b. Regional multiple chain | 4     | 10.00%  |
| c. Independent             | 23    | 57.50%  |
| Total respondents          | 40    | 100.00% |

**Q5 How long has business been trading?**

| Length of time    | Count | %       |
|-------------------|-------|---------|
| a. < 1 year       | 0     | 0.00%   |
| b. 1-5 years      | 2     | 5.56%   |
| c. 6-10 years     | 7     | 19.44%  |
| d. > 10 years     | 27    | 75.00%  |
| Total respondents | 36    | 100.00% |

**Q6 Majority of Turnover**

|   | 0-25%  | 26-50% | 51-75% | 76-100% | Total |
|---|--------|--------|--------|---------|-------|
| a. Local Residents                        | 2      | 6      | 17     | 10      | 35    |
| b. People working locally<br>Others (e.g. | 23     | 9      |        |         | 32    |
| c. visitors/tourists)                     | 20     | 3      | 1      |         | 24    |
| Local Residents                           | 0-25%  | 26-50% | 51-75% | 76-100% |       |
| People working locally                    | 5.71%  | 17.14% | 48.57% | 28.57%  |       |
| Others (e.g. visitors/tourists)           | 71.88% | 28.13% | 0.00%  | 0.00%   |       |
|   | 83.33% | 12.50% | 4.17%  | 0.00%   |       |

**Q7 Satisfied with accommodation**

|             | Count | %       |
|-------------|-------|---------|
| Satisfied   | 31    | 86.11%  |
| Unsatisfied | 5     | 13.89%  |
|             | 36    | 100.00% |

**Q8 If unsatisfied...**

| Reason                             | Count | %      |
|------------------------------------|-------|--------|
| a. Too large                       | 2     | 25.00% |
| b. Too small                       | 5     | 62.50% |
| c. Poor condition                  | 1     | 12.50% |
| d. Lacking separate service access | 0     | 0.00%  |
| e. Other                           | 0     | 0.00%  |
|                                    | 8     | 100%   |

**Q9 Upper Floors****1. Do premises have upper floors? 2. If yes, are they used?**

|     | Count | %      | Count | %    |        |
|-----|-------|--------|-------|------|--------|
| Yes | 24    | 64.86% | Yes   | 23   | 92.00% |
| No  | 13    | 35.14% | No    | 2    | 8.00%  |
|     | 37    | 100%   | 25    | 100% |        |

**3. If used, for what?**

|              | Count | %      |
|--------------|-------|--------|
| Office       | 13    | 39.39% |
| Retail sales | 6     | 18.18% |
| Storage      | 8     | 24.24% |
| Residential  | 6     | 18.18% |
|              | 33    | 100%   |

**4. Are they occupied by you?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 18    | 78.26% |
| No  | 5     | 21.74% |
|     | 23    | 100%   |

### Q10 Owner Occupation

|                   | Count | %      |
|-------------------|-------|--------|
| a. Owner Occupier | 5     | 13.89% |
| b. Tenant/Lessee  | 31    | 86.11% |
|                   | 36    | 100%   |

### Q11 Relocation

| Intentions   | Count | %      |
|--|-------|--------|
| a. Remain in existing unit                         | 31    | 81.58% |
| b. Relocate elsewhere within Bishop's<br>Stortford | 5     | 13.16% |
| c. Relocate to a nearby town/village               | 0     | 0.00%  |
| d. Relocate elsewhere                              | 0     | 0.00%  |
| e. Intend to sell business                         | 1     | 2.63%  |
| f. Closing down                                    | 1     | 2.63%  |
|  | 38    | 100%   |

### Q12 Turnover

| 1. Last 12 Months<br>Turnover | Count | %      |
|-------------------------------|-------|--------|
| a. Increasing                 | 12    | 34.29% |
| b. Static                     | 14    | 40.00% |
| c. Decreasing                 | 9     | 25.71% |
|                               | 35    | 100%   |

**2. Comparison**

|                       | Count | %      |
|-----------------------|-------|--------|
| Turnover              | 0     | 0.00%  |
| a. Below average      | 2     | 13.33% |
| b. Similar to average | 10    | 66.67% |
| c. Above average      | 3     | 20.00% |
|                       | 15    | 100%   |

**Q13 Internet Sales**

|     | Count | %      |
|-----|-------|--------|
| Yes | 17    | 42.50% |
| No  | 23    | 57.50% |
|     | 40    | 100%   |

### Q15 Town Centre Survey

|                                    | Very Good | Fairly Good | Average | Fairly Poor | Poor | Total | Very Good | Fairly Good | Average | Fairly Poor | Poor   | Fairly |      | Poor |      |      |
|------------------------------------|-----------|-------------|---------|-------------|------|-------|-----------|-------------|---------|-------------|--------|--------|------|------|------|------|
|                                    |           |             |         |             |      |       |           |             |         |             |        | Good   | Good | Good | Poor | Poor |
| Number of Shops Specifically:      |           |             |         |             |      |       |           |             |         |             |        |        |      |      |      |      |
| - Multiples                        | 0         | 9           | 17      | 7           | 1    | 34    | 0.00%     | 26.47%      | 50.00%  | 20.59%      | 2.94%  |        |      |      |      |      |
| - Independents                     | 0         | 21          | 6       | 6           | 4    | 37    | 0.00%     | 56.76%      | 16.22%  | 16.22%      | 10.81% |        |      |      |      |      |
| - Leisure                          | 0         | 5           | 20      | 9           | 2    | 36    | 0.00%     | 13.89%      | 55.56%  | 25.00%      | 5.56%  |        |      |      |      |      |
| - Specialist                       | 0         | 8           | 15      | 9           | 4    | 36    | 0.00%     | 22.22%      | 41.67%  | 25.00%      | 11.11% |        |      |      |      |      |
| - Other                            | 0         | 3           | 23      | 5           | 2    | 33    | 0.00%     | 9.09%       | 69.70%  | 15.15%      | 6.06%  |        |      |      |      |      |
| Range of shops                     | 0         | 8           | 15      | 10          | 2    | 35    | 0.00%     | 22.86%      | 42.86%  | 28.57%      | 5.71%  |        |      |      |      |      |
| Quality of shops                   | 2         | 9           | 16      | 8           | 1    | 36    | 5.56%     | 25.00%      | 44.44%  | 22.22%      | 2.78%  |        |      |      |      |      |
| Prices compared with other centres | 0         | 8           | 23      | 3           | 0    | 34    | 0.00%     | 23.53%      | 67.65%  | 8.82%       | 0.00%  |        |      |      |      |      |
| Access by car                      | 0         | 6           | 10      | 9           | 12   | 37    | 0.00%     | 16.22%      | 27.03%  | 24.32%      | 32.43% |        |      |      |      |      |
| Car Parking                        | 0         | 3           | 5       | 13          | 17   | 38    | 0.00%     | 7.89%       | 13.16%  | 34.21%      | 44.74% |        |      |      |      |      |
| Access by public transport         | 1         | 5           | 15      | 9           | 5    | 35    | 2.86%     | 14.29%      | 42.86%  | 25.71%      | 14.29% |        |      |      |      |      |
| Leisure/recreational facilities    | 1         | 5           | 16      | 10          | 4    | 36    | 2.78%     | 13.89%      | 44.44%  | 27.78%      | 11.11% |        |      |      |      |      |
| Restaurants/cafes/takeaways        | 6         | 16          | 14      | 0           | 0    | 36    | 16.67%    | 44.44%      | 38.89%  | 0.00%       | 0.00%  |        |      |      |      |      |
| For moving around on foot          | 3         | 18          | 16      | 0           | 0    | 37    | 8.11%     | 48.65%      | 43.24%  | 0.00%       | 0.00%  |        |      |      |      |      |
| Appearance and character           | 4         | 14          | 11      | 4           | 3    | 36    | 11.11%    | 38.89%      | 30.56%  | 11.11%      | 8.33%  |        |      |      |      |      |
| Crime                              | 1         | 13          | 15      | 5           | 3    | 37    | 2.70%     | 35.14%      | 40.54%  | 13.51%      | 8.11%  |        |      |      |      |      |
| Public toilet facilities           | 0         | 4           | 10      | 13          | 13   | 40    | 0.00%     | 10.00%      | 25.00%  | 32.50%      | 32.50% |        |      |      |      |      |
| Cleanliness                        | 1         | 11          | 15      | 6           | 2    | 35    | 2.86%     | 31.43%      | 42.86%  | 17.14%      | 5.71%  |        |      |      |      |      |

|                |               |
|----------------|---------------|
| Questionnaires | 203           |
| Responses      | 39            |
|                | <b>19.21%</b> |

## BUNTINGFORD: Retailer Business Survey Analysis

### Q2 Size of Premises

| Size of premises   | Count | %       |
|--------------------|-------|---------|
| a. Up to 500 sq ft | 5     | 31.25%  |
| b. 501-1000 sq ft  | 5     | 31.25%  |
| c. 1001-1500 sq ft | 2     | 12.50%  |
| d. Over 1501 sq ft | 4     | 25.00%  |
| Total respondents  | 16    | 100.00% |

### Q3 Type of business

| Business type               | Count | %       |
|-----------------------------|-------|---------|
| a. Retailer                 | 6     | 37.50%  |
| b. Restaurant/Take Away/Pub | 7     | 43.75%  |
| c. Prof/Fin Services        | 1     | 6.25%   |
| d. Other                    | 2     | 12.50%  |
| Total respondents           | 16    | 100.00% |

### Q4 Multiple/independent

|                            | Count | %       |
|----------------------------|-------|---------|
| a. National multiple chain | 1     | 5.56%   |
| b. Regional multiple chain | 1     | 5.56%   |
| c. Independent             | 16    | 88.89%  |
| Total respondents          | 18    | 100.00% |

**Q5 How long has business been trading?**

| Length of time    | Count | %       |
|-------------------|-------|---------|
| a. < 1 year       |       | 0.00%   |
| b. 1-5 years      | 4     | 22.22%  |
| c. 6-10 years     | 1     | 5.56%   |
| d. > 10 years     | 13    | 72.22%  |
| Total respondents | 18    | 100.00% |

**Q6 Majority of Turnover**

|                                    | 0-25%  | 26-50% | 51-75% | 76-100% | Total |
|------------------------------------|--------|--------|--------|---------|-------|
| a. Local Residents                 | 1      | 3      | 6      | 5       | 15    |
| b. People working locally          | 6      | 3      |        |         | 9     |
| c. Others (e.g. visitors/tourists) | 10     | 5      | 1      | 1       | 17    |
| Local Residents                    | 0-25%  | 26-50% | 51-75% | 76-100% |       |
| People working locally             | 6.67%  | 20.00% | 40.00% | 33.33%  |       |
| Others (e.g. visitors/tourists)    | 58.82% | 29.41% | 5.88%  | 5.88%   |       |

**Q7 Satisfied with accommodation**

|             | Count | %       |
|-------------|-------|---------|
| Satisfied   | 16    | 94.12%  |
| Unsatisfied | 1     | 5.88%   |
| Total       | 17    | 100.00% |

**Q8 If unsatisfied...**

| Reason                             | Count | %       |
|------------------------------------|-------|---------|
| a. Too large                       | 0     | 0.00%   |
| b. Too small                       | 1     | 100.00% |
| c. Poor condition                  | 0     | 0.00%   |
| d. Lacking separate service access | 0     | 0.00%   |
| e. Other                           | 0     | 0.00%   |
|                                    | 1     | 100%    |

**Q9 Upper Floors**

| 1. Do premises have upper floors? |    | 2. If yes, are they used? |        |
|-----------------------------------|----|---------------------------|--------|
| Count                             | %  | Count                     | %      |
| Yes                               | 12 | 8                         | 80.00% |
| No                                | 5  | 2                         | 20.00% |
|                                   | 17 | 10                        | 100%   |

**3. If used, for what?**

|              | Count | %      |
|--------------|-------|--------|
| Office       | 2     | 16.67% |
| Retail sales |       | 0.00%  |
| Storage      | 1     | 8.33%  |
| Residential  | 9     | 75.00% |
|              | 12    | 100%   |

**4. Are they occupied by you?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 8     | 80.00% |
| No  | 2     | 20.00% |
|     | 10    | 100%   |

### Q10 Owner Occupation

|                   | Count | %      |
|-------------------|-------|--------|
| a. Owner Occupier | 8     | 47.06% |
| b. Tenant/Lessee  | 9     | 52.94% |
|                   | 17    | 100%   |

### Q11 Relocation

| Intentions                            | Count | %      |
|---------------------------------------|-------|--------|
| a. Remain in existing unit            | 17    | 94.44% |
| Relocate elsewhere within Buntingford | 0     | 0.00%  |
| b. Relocate to a nearby town/village  | 0     | 0.00%  |
| c. Relocate elsewhere                 | 0     | 0.00%  |
| d. Intend to sell business            | 1     | 5.56%  |
| e. Closing down                       | 0     | 0.00%  |
|                                       | 18    | 100%   |

### Q12 Turnover

| 1. Last 12 Months Turnover | Count | %      |
|----------------------------|-------|--------|
| a. Increasing              | 5     | 33.33% |
| b. Static                  | 2     | 13.33% |
| c. Decreasing              | 8     | 53.33% |
|                            | 15    | 100%   |

## 2. Comparison

| Turnover              | Count | %       |
|-----------------------|-------|---------|
| a. Below average      | 0     | 0.00%   |
| b. Similar to average | 2     | 100.00% |
| c. Above average      | 0     | 0.00%   |
|                       | 2     | 100%    |

## Q13 Internet Sales

|     | Count | %      |
|-----|-------|--------|
| Yes | 2     | 11.76% |
| No  | 15    | 88.24% |
|     | 17    | 100%   |

### Q15 Town Centre Survey

| Number of Shops Specifically:      | Very Good | Fairly Good | Average | Fairly Poor | Poor | Total | Very Good | Fairly Good | Average | Fairly Poor | Poor   |
|------------------------------------|-----------|-------------|---------|-------------|------|-------|-----------|-------------|---------|-------------|--------|
| - Multiples                        | 0         | 1           | 7       | 4           | 1    | 13    | 0.00%     | 7.69%       | 53.85%  | 30.77%      | 7.69%  |
| - Independents                     | 5         | 7           | 3       | 0           | 0    | 15    | 33.33%    | 46.67%      | 20.00%  | 0.00%       | 0.00%  |
| - Leisure                          | 2         | 2           | 3       | 4           | 2    | 13    | 15.38%    | 15.38%      | 23.08%  | 30.77%      | 15.38% |
| - Specialist                       | 4         | 3           | 5       | 0           | 1    | 13    | 30.77%    | 23.08%      | 38.46%  | 0.00%       | 7.69%  |
| - Other                            | 1         | 3           | 6       | 2           | 1    | 13    | 7.69%     | 23.08%      | 46.15%  | 15.38%      | 7.69%  |
| Range of shops                     | 2         | 5           | 4       | 2           | 1    | 14    | 14.29%    | 35.71%      | 28.57%  | 14.29%      | 7.14%  |
| Quality of shops                   | 4         | 5           | 5       | 0           | 0    | 14    | 28.57%    | 35.71%      | 35.71%  | 0.00%       | 0.00%  |
| Prices compared with other centres | 1         | 5           | 7       | 2           | 0    | 15    | 6.67%     | 33.33%      | 46.67%  | 13.33%      | 0.00%  |
| Access by car                      | 1         | 7           | 3       | 2           | 1    | 14    | 7.14%     | 50.00%      | 21.43%  | 14.29%      | 7.14%  |
| Car Parking                        | 2         | 3           | 3       | 2           | 6    | 16    | 12.50%    | 18.75%      | 18.75%  | 12.50%      | 37.50% |
| Access by public transport         | 1         | 2           | 3       | 3           | 5    | 14    | 7.14%     | 14.29%      | 21.43%  | 21.43%      | 35.71% |
| Leisure/recreational facilities    | 0         | 1           | 6       | 4           | 2    | 13    | 0.00%     | 7.69%       | 46.15%  | 30.77%      | 15.38% |
| Restaurants/cafes/takeaways        | 3         | 3           | 6       | 2           | 0    | 14    | 21.43%    | 21.43%      | 42.86%  | 14.29%      | 0.00%  |
| For moving around on foot          | 6         | 6           | 1       | 2           | 0    | 15    | 40.00%    | 40.00%      | 6.67%   | 13.33%      | 0.00%  |
| Appearance and character           | 5         | 8           | 1       | 1           | 0    | 15    | 33.33%    | 53.33%      | 6.67%   | 6.67%       | 0.00%  |
| Crime                              | 2         | 4           | 7       | 1           | 1    | 15    | 13.33%    | 26.67%      | 46.67%  | 6.67%       | 6.67%  |
| Public toilet facilities           | 2         | 5           | 6       | 0           | 1    | 14    | 14.29%    | 35.71%      | 42.86%  | 0.00%       | 7.14%  |
| Cleanliness                        | 3         | 6           | 4       | 2           | 0    | 15    | 20.00%    | 40.00%      | 26.67%  | 13.33%      | 0.00%  |

|                |               |
|----------------|---------------|
| Questionnaires | 76            |
| Responses      | 18            |
|                | <b>23.68%</b> |

## SAWBIDGEWORTH: Retailer Business Survey Analysis

### Q2 Size of Premises

| Size of premises   | Count | %       |
|--------------------|-------|---------|
| a. Up to 500 sq ft | 5     | 33.33%  |
| b. 501-1000 sq ft  | 7     | 46.67%  |
| c. 1001-1500 sq ft | 0     | 0.00%   |
| d. Over 1501 sq ft | 3     | 20.00%  |
| Total respondents  | 15    | 100.00% |

### Q3 Type of business

| Business type               | Count | %       |
|-----------------------------|-------|---------|
| a. Retailer                 | 13    | 65.00%  |
| b. Restaurant/Take Away/Pub | 1     | 5.00%   |
| c. Prof/Fin Services        | 1     | 5.00%   |
| d. Other                    | 5     | 25.00%  |
| Total respondents           | 20    | 100.00% |

### Q4 Multiple/independent

|                            | Count | %       |
|----------------------------|-------|---------|
| a. National multiple chain | 3     | 13.64%  |
| b. Regional multiple chain | 1     | 4.55%   |
| c. Independent             | 18    | 81.82%  |
| Total respondents          | 22    | 100.00% |

**Q5 How long has business been trading?**

| Length of time    | Count | %       |
|-------------------|-------|---------|
| a. < 1 year       | 1     | 4.55%   |
| b. 1-5 years      | 2     | 9.09%   |
| c. 6-10 years     | 1     | 4.55%   |
| d. > 10 years     | 18    | 81.82%  |
| Total respondents | 22    | 100.00% |

**Q6 Majority of Turnover**

|                                    | 0-25%   | 26-50% | 51-75% | 76-100% | Total |
|------------------------------------|---------|--------|--------|---------|-------|
| a. Local Residents                 | 4       | 4      | 3      | 11      | 22    |
| b. People working locally          | 15      | 0      | 0      | 0       | 15    |
| c. Others (e.g. visitors/tourists) | 12      | 1      | 3      | 2       | 18    |
| Local Residents                    | 18.18%  | 18.18% | 13.64% | 50.00%  |       |
| People working locally             | 100.00% | 0.00%  | 0.00%  | 0.00%   |       |
| Others (e.g. visitors/tourists)    | 66.67%  | 5.56%  | 16.67% | 11.11%  |       |

**Q7 Satisfied with accommodation**

|             | Count | %       |
|-------------|-------|---------|
| Satisfied   | 19    | 86.36%  |
| Unsatisfied | 3     | 13.64%  |
| Total       | 22    | 100.00% |

**Q8 If unsatisfied...**

| Reason                             | Count | %      |
|------------------------------------|-------|--------|
| a. Too large                       | 0     | 0.00%  |
| b. Too small                       | 1     | 50.00% |
| c. Poor condition                  | 1     | 50.00% |
| d. Lacking separate service access | 0     | 0.00%  |
| e. Other                           | 0     | 0.00%  |
|                                    | 2     | 100%   |

**Q9 Upper Floors****1. Do premises have upper floors?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 13    | 41.94% |
| No  | 18    | 58.06% |
|     | 31    | 100%   |

**2. If yes, are they used?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 13    | 92.86% |
| No  | 1     | 7.14%  |
|     | 14    | 100%   |

**3. If used, for what?**

|              | Count | %      |
|--------------|-------|--------|
| Office       | 5     | 55.56% |
| Retail sales | 2     | 22.22% |
| Storage      | 1     | 11.11% |
| Residential  | 1     | 11.11% |
|              | 9     | 100%   |

**4. Are they occupied by you?**

|     | Count | %      |
|-----|-------|--------|
| Yes | 7     | 58.33% |
| No  | 5     | 41.67% |
|     | 12    | 100%   |

### Q10 Owner Occupation

|                   | Count | %      |
|-------------------|-------|--------|
| a. Owner Occupier | 6     | 28.57% |
| b. Tenant/Lessee  | 15    | 71.43% |
|                   | 21    | 100%   |

### Q11 Relocation

| Intentions                               | Count | %      |
|--|-------|--------|
| a. Remain in existing unit               | 20    | 83.33% |
| Relocate elsewhere within Sawbridgeworth | 1     | 4.17%  |
| b. Relocate to a nearby town/village     | 1     | 4.17%  |
| c. Relocate elsewhere                    | 0     | 0.00%  |
| d. Intend to sell business               | 0     | 0.00%  |
| e. Closing down                          | 2     | 8.33%  |
|  | 24    | 100%   |

### Q12 Turnover

#### 1. Last 12 Months

| Turnover      | Count | %      |
|---------------|-------|--------|
| a. Increasing | 2     | 10.53% |
| b. Static     | 8     | 42.11% |
| c. Decreasing | 9     | 47.37% |
|               | 19    | 100%   |

## 2. Comparison

|    | Turnover           | Count | %      |
|----|--------------------|-------|--------|
| a. | Below average      | 1     | 20.00% |
| b. | Similar to average | 2     | 40.00% |
| c. | Above average      | 2     | 40.00% |
|    |                    | 5     | 100%   |

## Q13 Internet Sales

|     | Count | %      |
|-----|-------|--------|
| Yes | 3     | 13.64% |
| No  | 19    | 86.36% |
|     | 22    | 100%   |

### Q15 Town Centre Survey

| Number of Shops Specifically:      | Very Good |             |      |         |             | Average |           |             |        |         | Total  |             |
|------------------------------------|-----------|-------------|------|---------|-------------|---------|-----------|-------------|--------|---------|--------|-------------|
|                                    | Very Good | Fairly Good | Good | Average | Fairly Poor | Poor    | Very Good | Fairly Good | Good   | Average |        | Fairly Poor |
| - Multiples                        | 1         | 3           | 3    | 3       | 3           | 11      | 4.76%     | 14.29%      | 14.29% | 14.29%  | 14.29% | 52.38%      |
| - Independents                     | 1         | 4           | 6    | 6       | 6           | 5       | 4.55%     | 18.18%      | 27.27% | 27.27%  | 27.27% | 22.73%      |
| - Leisure                          | 1         | 0           | 2    | 2       | 3           | 14      | 5.00%     | 0.00%       | 10.00% | 15.00%  | 15.00% | 70.00%      |
| - Specialist                       | 0         | 7           | 10   | 10      | 2           | 3       | 0.00%     | 31.82%      | 45.45% | 9.09%   | 9.09%  | 13.64%      |
| - Other                            | 1         | 2           | 9    | 9       | 4           | 4       | 5.00%     | 10.00%      | 45.00% | 20.00%  | 20.00% | 20.00%      |
| Range of shops                     | 0         | 2           | 4    | 4       | 8           | 8       | 0.00%     | 9.09%       | 18.18% | 36.36%  | 36.36% | 36.36%      |
| Quality of shops                   | 0         | 9           | 4    | 4       | 5           | 3       | 0.00%     | 42.86%      | 19.05% | 23.81%  | 14.29% | 14.29%      |
| Prices compared with other centres | 2         | 4           | 8    | 8       | 5           | 2       | 9.52%     | 19.05%      | 38.10% | 23.81%  | 23.81% | 9.52%       |
| Access by car                      | 3         | 7           | 8    | 8       | 3           | 1       | 13.64%    | 31.82%      | 36.36% | 13.64%  | 4.55%  | 4.55%       |
| Car Parking                        | 1         | 9           | 4    | 4       | 4           | 4       | 4.55%     | 40.91%      | 18.18% | 18.18%  | 18.18% | 18.18%      |
| Access by public transport         | 1         | 5           | 10   | 10      | 4           | 2       | 4.55%     | 22.73%      | 45.45% | 18.18%  | 18.18% | 9.09%       |
| Leisure/recreational facilities    | 2         | 2           | 9    | 9       | 2           | 7       | 9.09%     | 9.09%       | 40.91% | 9.09%   | 9.09%  | 31.82%      |
| Restaurants/cafes/takeaways        | 3         | 9           | 6    | 6       | 4           | 0       | 13.64%    | 40.91%      | 27.27% | 18.18%  | 0.00%  | 0.00%       |
| For moving around on foot          | 4         | 13          | 3    | 3       | 1           | 1       | 18.18%    | 59.09%      | 13.64% | 4.55%   | 4.55%  | 4.55%       |
| Appearance and character           | 4         | 11          | 5    | 5       | 2           | 0       | 18.18%    | 50.00%      | 22.73% | 9.09%   | 0.00%  | 0.00%       |
| Crime                              | 1         | 7           | 9    | 9       | 3           | 3       | 4.35%     | 30.43%      | 39.13% | 13.04%  | 13.04% | 13.04%      |
| Public toilet facilities           | 2         | 1           | 5    | 5       | 6           | 6       | 10.00%    | 5.00%       | 25.00% | 30.00%  | 30.00% | 30.00%      |
| Cleanliness                        | 3         | 8           | 10   | 10      | 1           | 0       | 13.64%    | 36.36%      | 45.45% | 4.55%   | 4.55%  | 0.00%       |

|                |               |
|----------------|---------------|
| Questionnaires | 74            |
| Responses      | 22            |
|                | <b>29.73%</b> |