

## LONGRIDGE RETAIL QUESTIONNAIRE

Questionnaires were distributed to 100 retailers in Longridge. There were 27 responses, representing a 27 percent response rate.

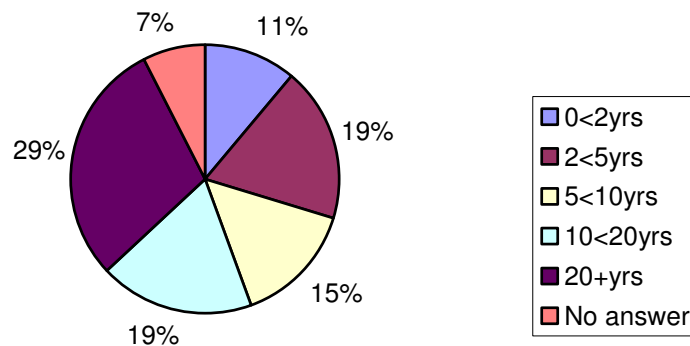
The main aim of the questionnaire was to understand retailer views, in order to identify ways to promote new retail growth.

The results of the survey are shown below and key issues are highlighted in Section 9.0 of the main report.

### Business Activity

Business Activity	Number of Responses	Percentage of Responses
Clothes/accessories	4	14.8
Café/food Retailers	2	7.4
Professional	3	11.2
Health	4	14.8
Service provider	2	7.4
Household/furniture shops	5	18.5
Gift/antiques shops	2	7.4
Other	4	14.8
N/A	1	3.7
<b>Total</b>	<b>27</b>	<b>100</b>

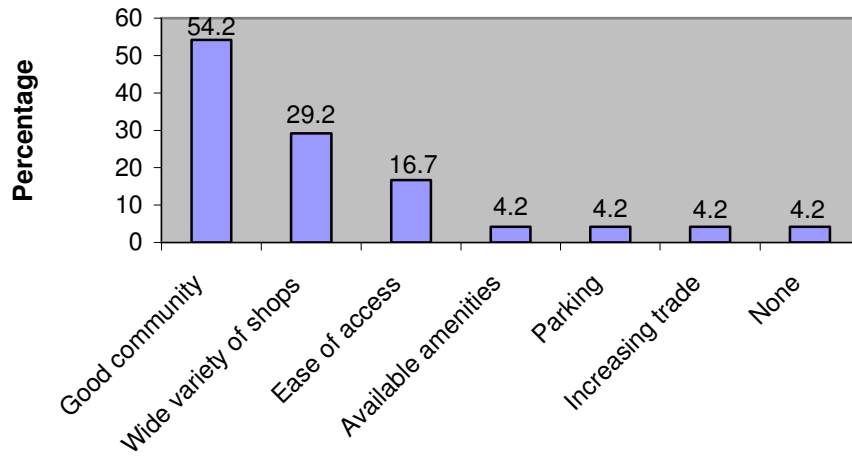
### Years Established



- Most retailers have been established for over 20 years. This indicates a relatively stable retailing sector
- 11 percent of businesses have opened in the last two years showing evidence of some new growth.

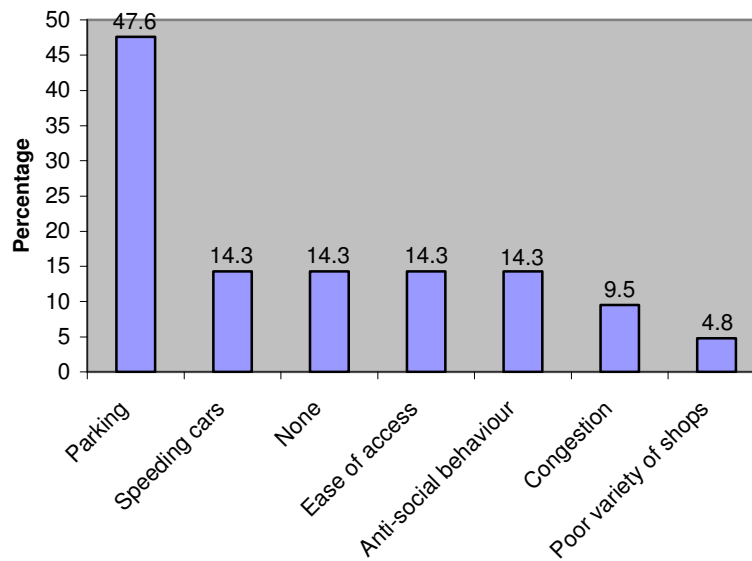
## Retailer Perceptions

### Good Points



- Over half (54 percent) of retailers rated the good community spirit in the town
- Retailers also value the wide range of shops and ease of access to the town centre.

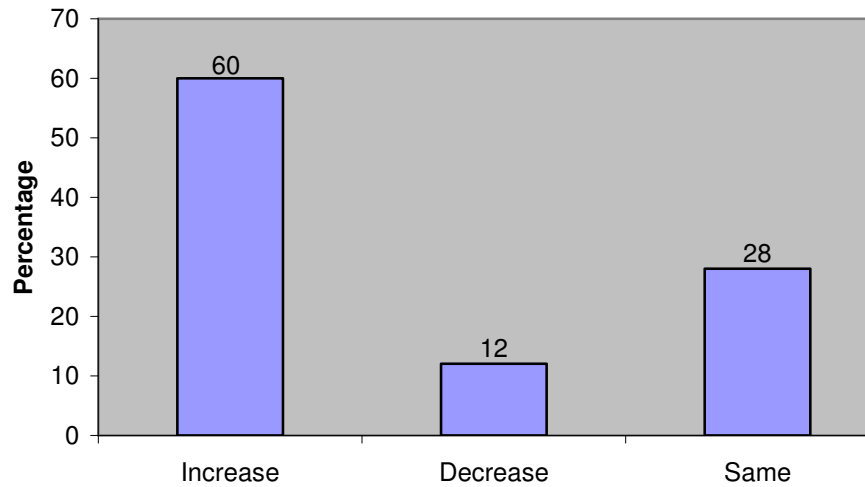
### Bad Points



- Most retailers are concerned about parking (mostly lack of but also availability and/or expense)
- Access (such as public transport, roads and location), speeding cars and anti-social behaviour are also main concerns.

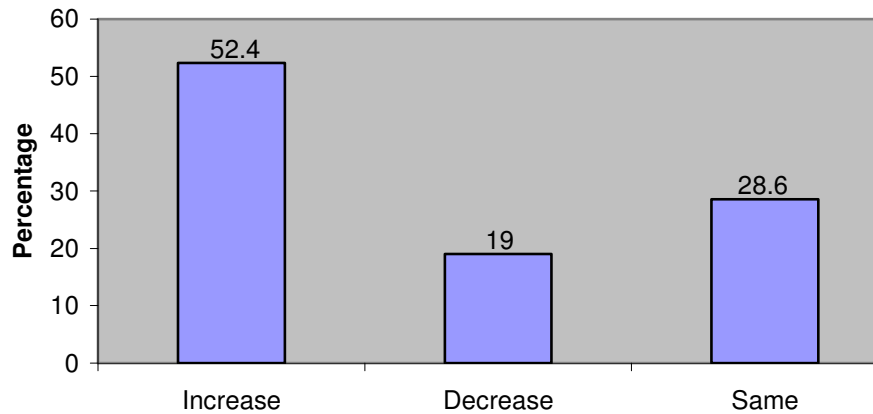
## Trade and Footfall

Change in trade, last four years



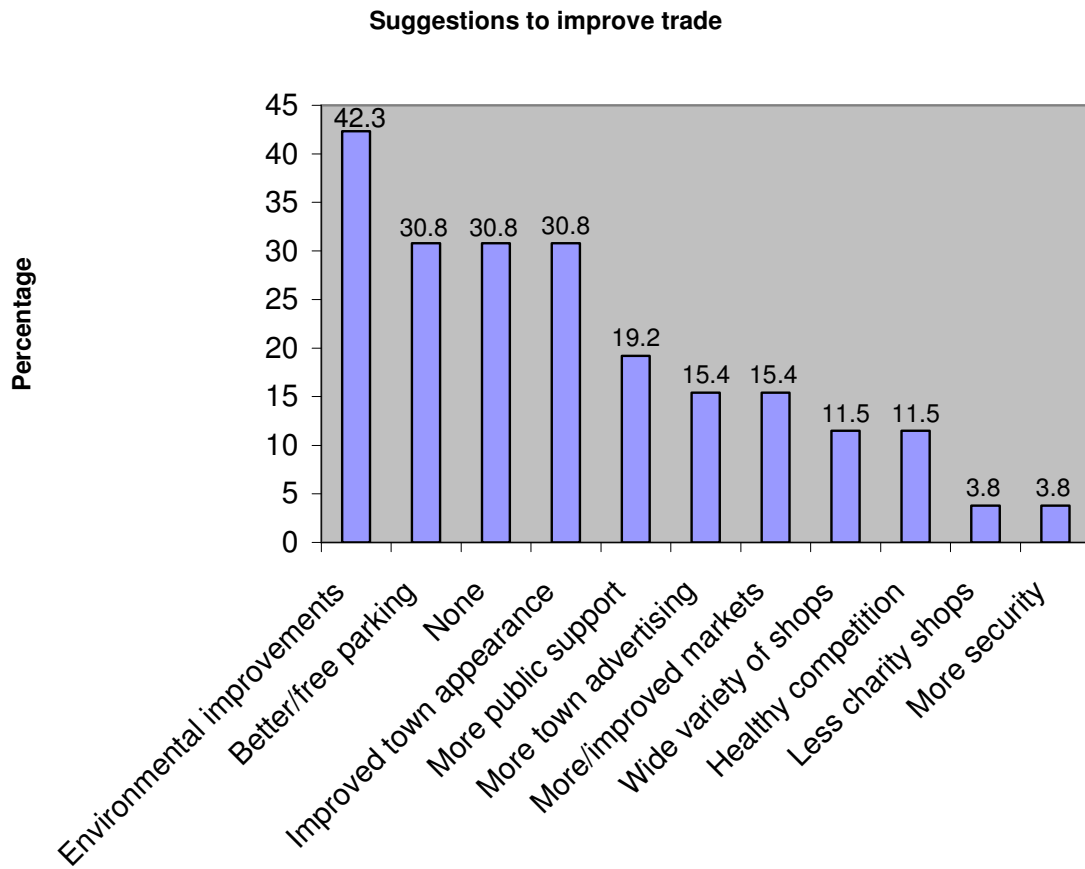
- The majority of businesses have noted an increase in trade over the last four years painting a positive picture of the town centre.

Change in footfall, last four years



- Most businesses have noted an increase in footfall over the last four years.

## Trade Promotion



- Most town centre retailers believe environmental improvements would increase trade in the town centre
- Better parking and an improved town appearance (e.g. footpaths and shop fronts) would also improve trade.