

WHALLEY RETAIL QUESTIONNAIRE

Questionnaires were distributed to 54 local retailers in Whalley. 20 shops responded, giving a 37 percent response rate.

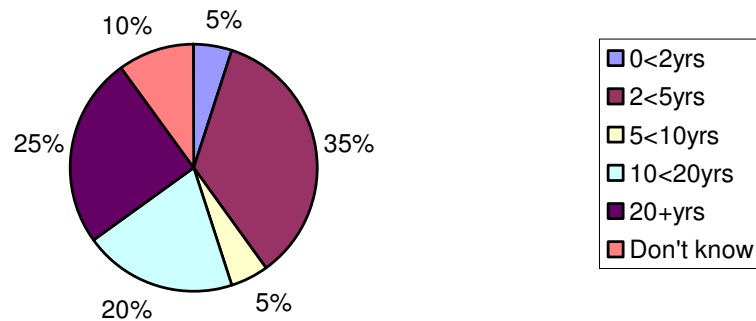
The main aim of the questionnaire was to understand retailer concerns and views, in order to identify ways to promote new retail growth.

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	6	30
Café/food Retailers	4	20
Professional	-	-
Health	1	5
Service provider	5	25
Household/furniture shops	-	-
Gift/antiques shops	2	10
Other	2	10
N/A	-	-
Total	20	100

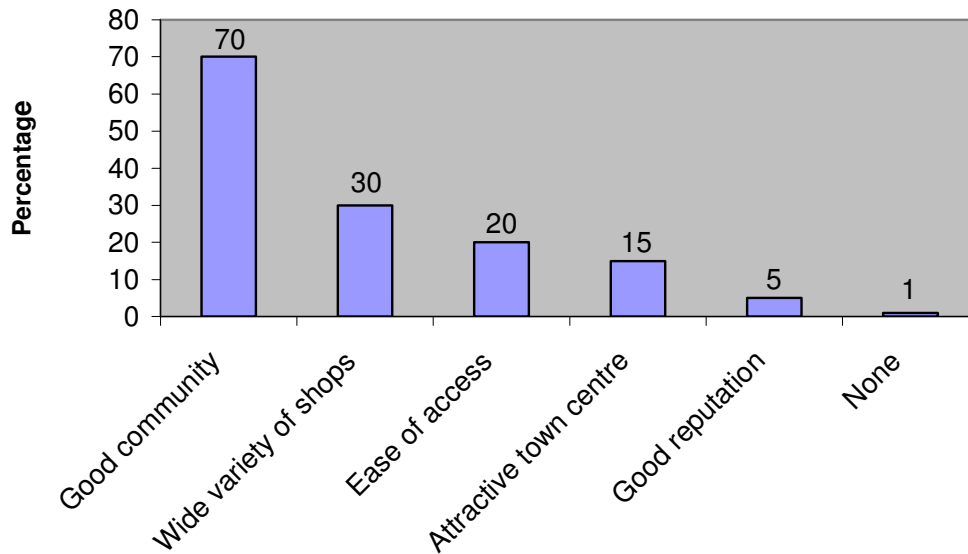
Years Established



- Most businesses (35 percent) have been established for 2-5years
- 25 percent of businesses have been established for 20+ years
- Only five percent of businesses have been established for between 10-20years, and a further five percent in the last two years.

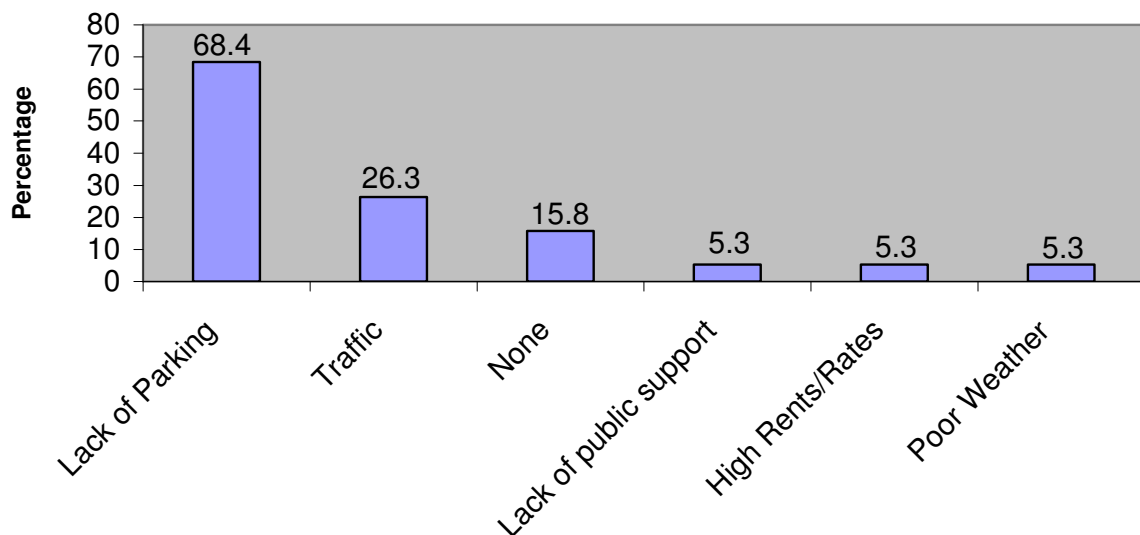
Retailer Perceptions

Good Points



- Most town centre retailers said that the community is the town's best feature. They also rated the wide variety of shops and ease of access.

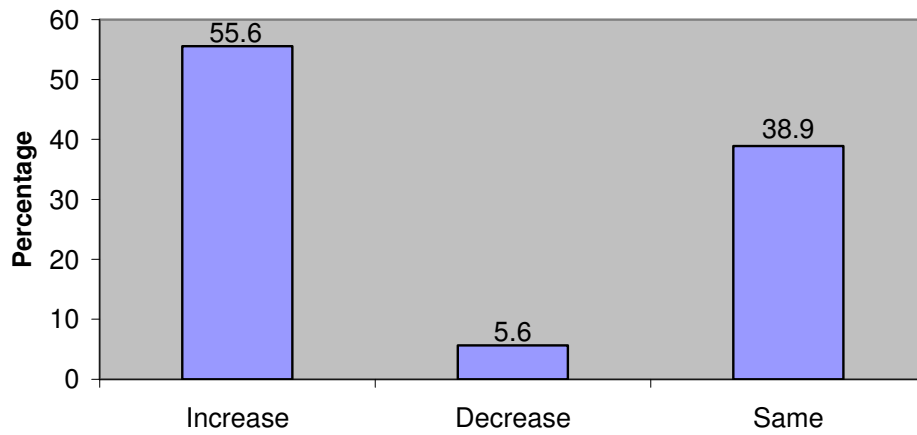
Bad Points



- Parking is the major concern (mainly lack of, but also expense and flexibility)
- Traffic congestion, high business rates and rents, poor weather and lack of public support are also concerns.

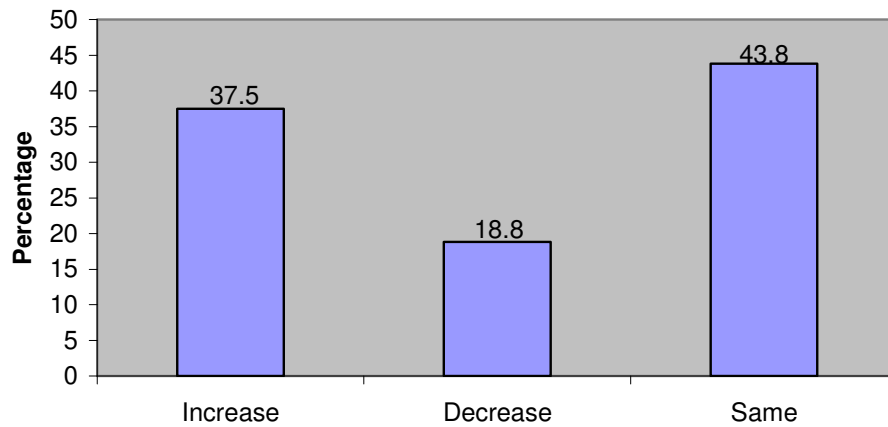
Trade and Footfall

Changes in trade, last four years



- The majority of businesses noted an increase in trade over the last four years. Very few noted a decrease.

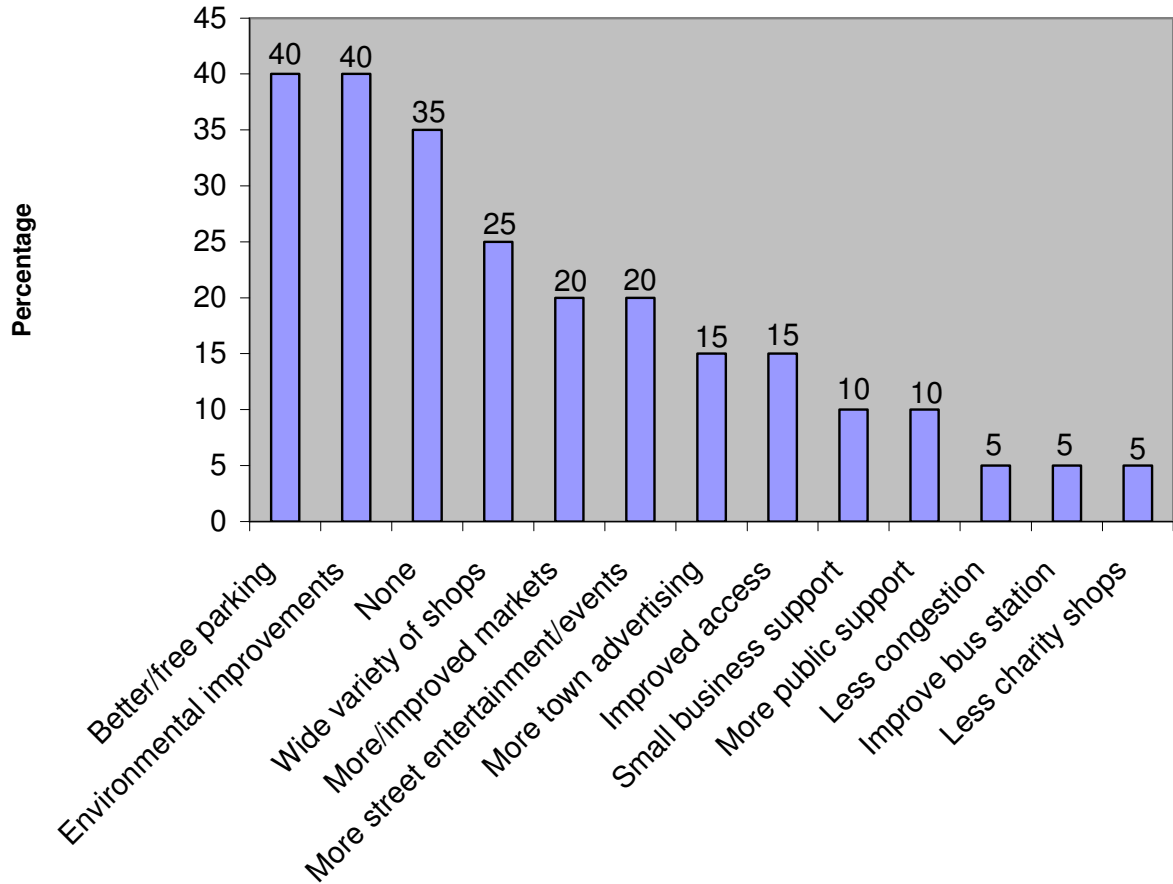
Changes in footfall, last four years



- The majority of town centre retailers believe that footfall has stayed the same.
- A smaller but significant proportion (38 percent), believe this has increased.

Improvements

Suggestions to increase trade



- Better parking, environmental improvements and improving the variety of shops were the most common suggestions
- More improved markets, street entertainment, events and better advertising were also thought to be needed to increase trade.