

1 - COMMUNITY SURVEYS

4 JANUARY - 10 FEBRUARY 2017



A VISION FOR RADCLIFFE ON TRENT

"To create a vibrant, growing, sustainable local economy with a thriving village centre that attracts and supports existing business, increases local employment opportunities and encourages visitors and residents alike to shop, work and enjoy their leisure time in the village."

Radcliffe on Trent Parish Council
Radcliffe on Trent Business Forum

In September 2016, Radcliffe on Trent Business Forum, with the support of the Parish Council, obtained funding from the Strategic Growth Board to commission an Economic Master Plan for the village centre. The client group set out a number of key project objectives including the need to support business growth and development.

Lathams (Architects and Urban Designers) and HEB Surveyors were commissioned to carry out a series of in-depth studies including a review of the socio-economic profile and physical structure, condition, and opportunity within Radcliffe on Trent in order to inform the Economic Masterplan.

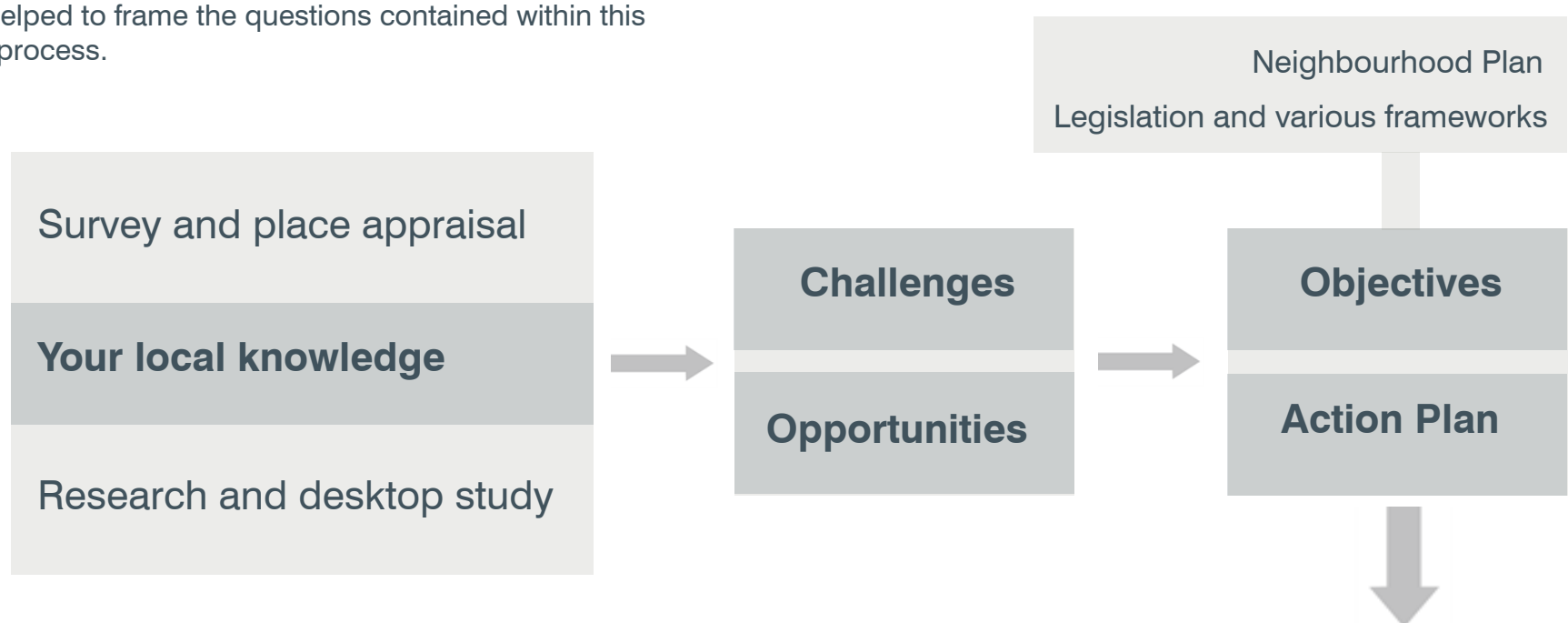
Previous consultations with local businesses and the broader community have helped to inform other recent studies for Radcliffe on Trent (Neighbourhood Plan and Kerching Retail Report). This information helped to frame the questions contained within this consultation process.

How you helped

A Consumers' survey and a Business Survey were made available online through the Radcliffe on Trent Parish Council Website, and also on paper during the Public Consultation event held on Friday 27th and on Saturday 28th of January 2017.

A total of 163 detailed surveys were completed by the general public, and 39% of the businesses trading in the village centre participated.

The information provided by the community surveys will help to inform the content and recommendations of the Economic Masterplan.



RADCLIFFE ON TRENT - ECONOMIC MASTER PLAN

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THE ACADEMY
OF URBANISM



2 - YOU TOLD US...

Business Survey - key findings

WHO PARTICIPATED?

39% of the businesses trading in Radcliffe on Trent village centre participated in the survey. Participants had an average age of 50 years old, with 73% between 46 and 65 years old; there was equal participation by females and males.

Radcliffe on Trent has well established businesses. Premises range from 15 m² to 650 m² in size, 38% of which have been trading for 3-5 years and 33% for more than 20 years. On average, businesses tend to trade from the same premises for 7 years; 43% of respondents have occupied their premises for 3-5 years and 24% for 20 years or more.

Generally businesses feel very safe (86%) trading in the village centre and rate the spirit of the business community as 'good' (63%) or 'very good' (25%); and public transport as 'good' (60%) or 'very good' (20%). However, 75% of participants claimed not to work with any business partnership and said that it would be helpful to have advice on this topic.

Some of the reasons participants felt prevent customers from shopping in the village centre are:

- Parking arrangements (no staff parking; needs better disabled parking) 20%
- Higher prices than other places/competitors 20%
- Lack of passing trade 10%
- Lack of range of shops 10%
- Constant roadworks 10%
- Lack of market 10%
- Lack of industrial units 10%
- Lack of banking 10%

Participants felt that the village lacks (52% did not respond):

- Banking 32%
- Quality gifts 16%
- Clothes shops 16%
- Others: range of shops; luxury; deli; restaurant/wine bar; antiques; book shop; petrol station

Participants felt economic activity in the village is negatively affected by:

- Parking arrangements 22%
- Lack of variety of retail offer 22%
- Lack of banking 19%
- Lack of good restaurants/pub food 11%
- Others: could be more attractive; no central space; reduced opening hours

3 - YOU TOLD US...

Business Survey - key findings

PERCEPTIONS, ATTITUDES AND BEHAVIOURS

Most business participants (70%) did not own their premises, of these 37% would be interested in investing in property within the village. They regarded Radcliffe on Trent as a good place with good community spirit. Most business participants (53%) are not part of any community organisation and 47% engage in community activities once a year or less.

Business owners use the village centre mainly for work (69%) but also for shopping (25%) and for recreation (6%), and claimed to shop mainly in Radcliffe on Trent (71%) but also Nottingham (47%) and other nearby locations (18%). They use other locations especially to eat out, to go to the bank and to go to larger supermarkets.

Most businesses participants would welcome positive change in the village (92%). Only one participant preferred having no change at all.

Participants felt that positive changes could include:

- A more pedestrian friendly environment 29%
- Improved parking facilities 21%
- Leisure facilities 14%
- Others: improved railway services; improving the Co-op facade; banking provision; improved health centre; more green and trees; better promotion of the village.

Participants felt that changes that could support the economic development of the village are:

- Improved parking arrangements 16%
- Leisure facilities 16%
- Better promotion 13%
- Others: more luxury retail; more variety of retail offer; attractive small units; banking provision; a regular market; pedestrianise; include shops that are further away from the centre.

Businesses' growth:

Most participants (91%) know who their competitors are however, 61% have not been able to invest in their premises or business in the recent past but are planning to invest in:

- | | |
|-------------------------------|----------------------|
| - Interior 72% | - Marketing 75% |
| - Front or window display 45% | - Staff training 62% |
| - Equipment 45% | |

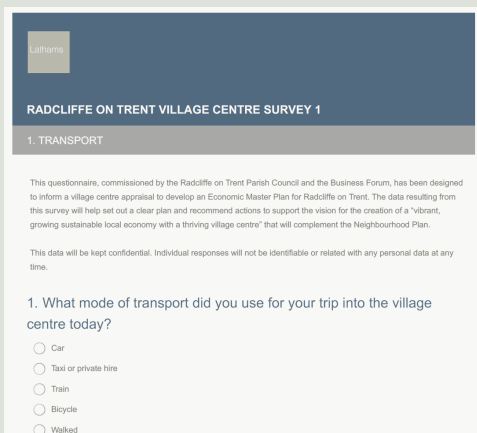
4 - YOU TOLD US...

Consumers' Survey - key findings

WHO PARTICIPATED?

We had an outstanding response: THANK YOU RADCLIFFE ON TRENT!

We received 163 detailed responses to this survey. That represents almost 2% of the total population of Radcliffe on Trent including children. Participants' average age was 51 years old, with a majority (37%) of people between 46 and 65 years old. From which 72% were female.



Participants felt that the village lacks:

- Leisure facilities 58%

- Police/Youth facilities/car repairs/facilities for young children/Health Centre improvements 8%
- Others: craft workshop/live-work units/small office space/small industrial space/employment/library improvements

- Banking 23%

- Deli/health food 23%

- Clothes/shoes 16%

- Good quality restaurant/wine bar/pub food 12%

- Others: larger retail offer; cheaper family pub; market or pop up shops; arts & crafts; bookshop; travel agent; baby and children stores; garage and car wash; chain stores (boots; M&S); frozen food; fishmonger; bakery.

Participants felt what prevents them from visiting the village/encourages them to visit other destinations is:

- Lack of Bank 24%

- Lack of variety of retail offer 19%

- Lack leisure facilities/swimmingpool 12%

- Lack of good restaurants/pub food 11%

- Lack of supermarket 11%

- Others: unpleasant pedestrian environment/ library needs to be improved; lack of farmers' market; not pet friendly; no direct buses to other villages

5 - YOU TOLD US...

Consumers' Survey - key findings

PERCEPTIONS, ATTITUDES AND BEHAVIOURS...

Generally people walk to the village centre (54%) but also use their cars (38%), parking roughly once a week; 52% of the participants rated car park facilities as being good, and 27% thought it was poor. However, 48% thought public transport was generally good.

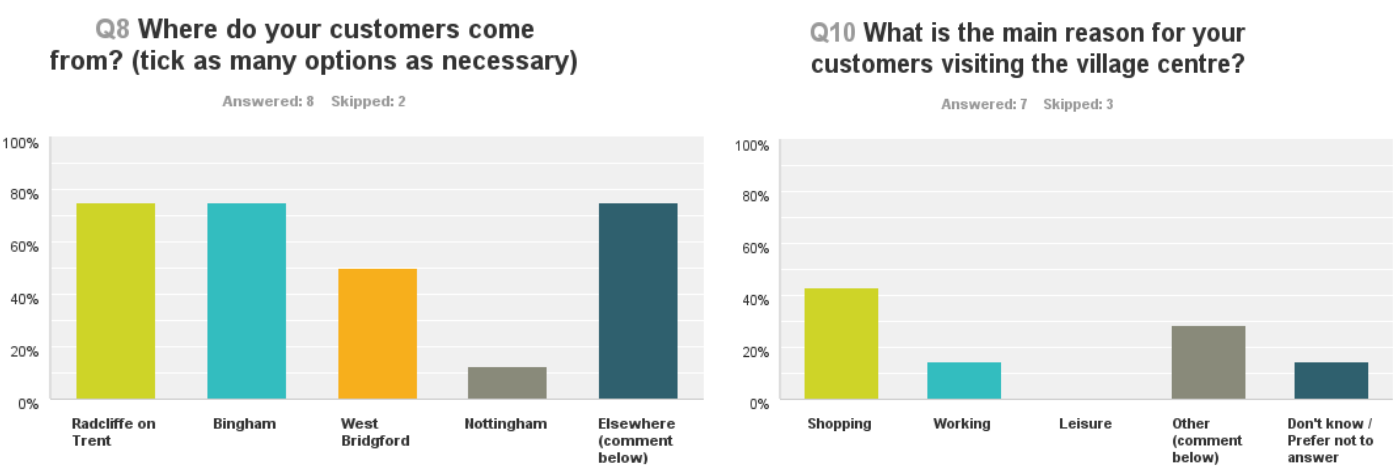
People's main reason to visit the village centre is shopping (78%), 42% of respondents feel very safe but 50% feel fairly safe in the village centre. The majority (55%) consider Radcliffe on Trent a good place to visit, 58% think there is a good atmosphere in the centre and a very good community spirit (47%). The community is active, as 57% of the respondents belong to one or more community groups.

Most participants would welcome positive change in the village (88%); 12% of the participants preferred to see no change at all.

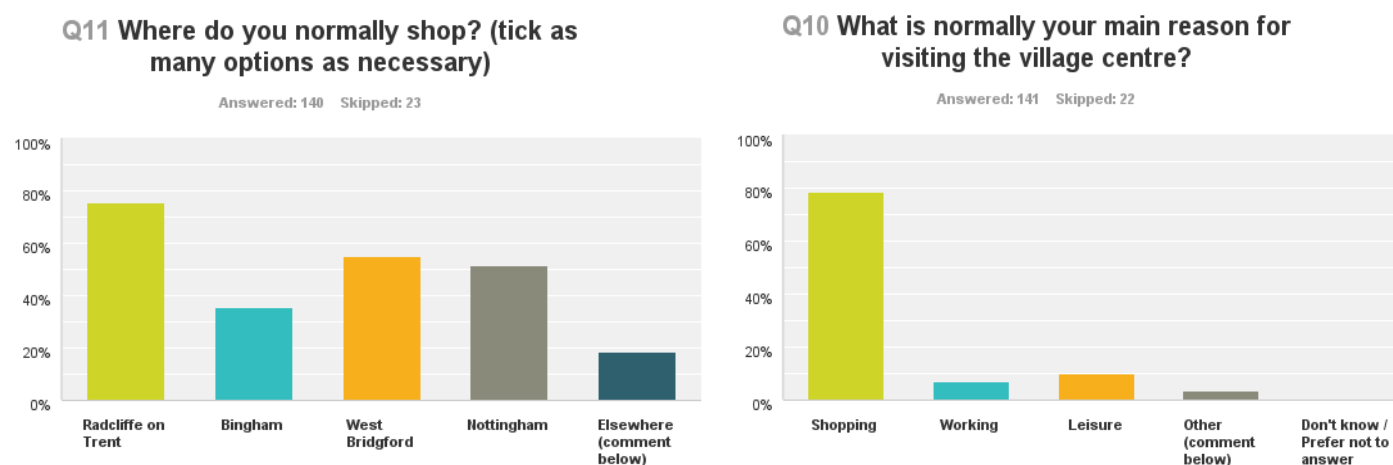
Participants said what encourages them to spend elsewhere is:

- Retail choice 33%
- Supermarkets 25%
- Leisure facilities 19%
- Eating out/nice restaurant, pub wine bar 8%
- Other reasons: bank; more competitive prices; chains; market; health centre; recycling facilities; DIY

BUSINESS OWNERS' VIEWS



CONSUMERS' ANSWERS



6 - WHAT HAPPENS NEXT?

Outcome



**Radcliffe on Trent
Parish Council**



Hard copies of these results will be available for consultation at your local library.

A draft version of the complete Economic Masterplan will also be accessible to the public for comments in the near future:

<http://www.rotpc.com/>

COMMUNITY PRESENTATION ...

We will shortly announce a date, time and venue for a presentation event when we will show you the progress made and when you will have an opportunity to give us feedback.

If you would like more information please contact us.

A FULL DRAFT OF THE ECONOMIC MASTER PLAN FOR
RADCLIFFE ON TRENT WILL ALSO BE MADE AVAILABLE IN
DUE COURSE FOR COMMENTS AND FEEDBACK.

YOUR CONTRIBUTION MATTERS

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