

Farnham Town Centre Business Survey 2019

The Retail Group is undertaking a survey of town centre businesses in Farnham Town Centre on behalf of Waverley Borough Council, Surrey County Council and Farnham Town Council with the objective of identifying its health and ways to support and improve it. **Please share your views and experience with us on a completely confidential basis.** No-one other than ourselves will ever see your responses.

1 Business name Are you an independent business? Y/N

2 What type of business do you operate?

- | | |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Retail shop | <input type="checkbox"/> Health & beauty services – e.g. hairdressers, nail bar, pharmacy etc |
| <input type="checkbox"/> Café / restaurant | <input type="checkbox"/> Financial services – e.g. estate agent, bank, employment agency, solicitor / accountant etc |
| <input type="checkbox"/> Pub or bar | <input type="checkbox"/> Business services e.g. printing, IT |
| <input type="checkbox"/> Leisure venue | |
- Other (please state)

3 In your opinion, what are the **main** reasons for customers to visit Farnham Town Centre? (tick up to 3)

- | | | |
|---------------------------------------------------|------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Eating / drinking | <input type="checkbox"/> Study nearby |
| <input type="checkbox"/> Work nearby | <input type="checkbox"/> Commuting / passing through | <input type="checkbox"/> Arts / culture |
| <input type="checkbox"/> Transport links | <input type="checkbox"/> Live nearby | <input type="checkbox"/> Leisure / cinema / gym |
| <input type="checkbox"/> Health & beauty services | <input type="checkbox"/> Financial services | <input type="checkbox"/> Other |

4 How often do your customers typically visit the town centre?

- | | | |
|---------------------------------------|-------------------------------------------|---------------------------------------|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Once a week | <input type="checkbox"/> Once a month |
| <input type="checkbox"/> Twice a week | <input type="checkbox"/> Once a fortnight | <input type="checkbox"/> Less often |

5 What are your busiest times of day on weekdays, Saturdays and Sundays?

- | Weekdays | | Saturdays | | Sundays | |
|-------------------------------------|------------------------------------|-------------------------------------|------------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Before 9am | <input type="checkbox"/> 3pm – 6pm | <input type="checkbox"/> Before 9am | <input type="checkbox"/> 3pm – 6pm | <input type="checkbox"/> Before 11am | <input type="checkbox"/> 2pm – 5pm |
| <input type="checkbox"/> 9am – 11am | <input type="checkbox"/> After 6pm | <input type="checkbox"/> 9am – 11am | <input type="checkbox"/> After 6pm | <input type="checkbox"/> 11am – 2pm | <input type="checkbox"/> After 5pm |
| <input type="checkbox"/> 11am – 3pm | | <input type="checkbox"/> 11am – 3pm | | | |

6 Do you own or rent your shop unit? Own Rent Don't know

7 Approximately how many customers do you serve per day _____, or per week _____?

8 What is your average transaction value? Under £10 £11 - £25 £26 - £50 £51 - £100 > £101

9 How satisfied are you with the **performance of your business**?

- Very satisfied Satisfied Neither / nor Dissatisfied Very dissatisfied

10 How satisfied are you with the **performance of Farnham Town Centre**?

- Very satisfied Satisfied Neither / nor Dissatisfied Very dissatisfied

11 Which of the following aspects would you say are **priority improvement areas for Farnham Town Centre**, to help improve / broaden the town centre choice? *Tick up to three*

- | | | |
|------------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> Retail mix / offer | <input type="checkbox"/> Safety / security (day) | <input type="checkbox"/> Small business / enterprise space |
| <input type="checkbox"/> Eating out / offer | <input type="checkbox"/> Safety / security (night) | <input type="checkbox"/> Recruitment of staff |
| <input type="checkbox"/> Leisure mix / offer | <input type="checkbox"/> Improved environment / public realm | <input type="checkbox"/> Parking for staff |
| <input type="checkbox"/> Services, banks, etc. | <input type="checkbox"/> Signage / information | <input type="checkbox"/> Community uses |
| <input type="checkbox"/> Arts & culture | <input type="checkbox"/> Connections & links | <input type="checkbox"/> Online presence / promotion / information provision |
| <input type="checkbox"/> Parking provision | <input type="checkbox"/> Traffic congestion | <input type="checkbox"/> Other – please specify below |
| <input type="checkbox"/> Customer experience | <input type="checkbox"/> Residential uses | |
| <input type="checkbox"/> Promotional activity | <input type="checkbox"/> Residential uses | |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Tourism / leisure uses | |
| <input type="checkbox"/> Ease of use | <input type="checkbox"/> Residential uses | |

12 Thinking **specifically about the town centre offer** – how would you like to see it improved? *Tick up to three*

- | | | |
|-----------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> More variety | <input type="checkbox"/> Better sense of arrival | <input type="checkbox"/> More independents |
| <input type="checkbox"/> More high street multiples | <input type="checkbox"/> More events | <input type="checkbox"/> Better pedestrian environment |
| <input type="checkbox"/> More up market brands | <input type="checkbox"/> Bigger shops | <input type="checkbox"/> Improved cycling provision |
| <input type="checkbox"/> More women's clothing | <input type="checkbox"/> More choice of pubs / bars | <input type="checkbox"/> Better links to train station |
| <input type="checkbox"/> More men's clothing | <input type="checkbox"/> More leisure offers | <input type="checkbox"/> Improved air quality |
| <input type="checkbox"/> More children's clothing | <input type="checkbox"/> More daytime food options | <input type="checkbox"/> Other – please specify below |
| <input type="checkbox"/> Better visibility of shops | <input type="checkbox"/> More evening food options | |
| <input type="checkbox"/> More visiting markets | <input type="checkbox"/> More clustering of uses | |

13 Please list any specific operators or brands that you think would trade well in Farnham ...

14 Please rate how strongly you agree or disagree with the following statements

	Strongly Agree	Agree	Neither / nor	Disagree	Strongly Disagree
Farnham Town Centre feels clean and pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The town centre is an appealing shopping destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farnham Town Centre is getting better every year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The town centre has great markets for shoppers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to recommend Farnham Town Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The town centre offers consumers many reasons to visit it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15 Is your turnover up, down or level compared to last year? Up Down Level

16 How positive are you about future trading prospects in Farnham Town Centre?

- Very optimistic Quite optimistic Neither / nor Quite pessimistic Very pessimistic

17 And finally, are there any additional comments you'd like to make?

Thank you for your assistance, it is much appreciated. Please return the completed survey to the researcher who gave it to you. If this is not possible, please post to The Retail Group, Dunnings Oak Offices, Dunnings Road, East Grinstead, West Sussex, RH19 4AT or email paul.frater@theretailgroup.co.uk