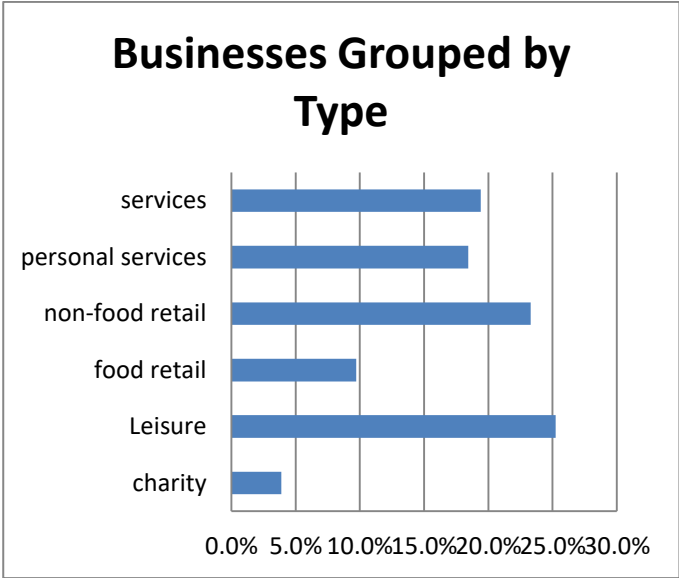
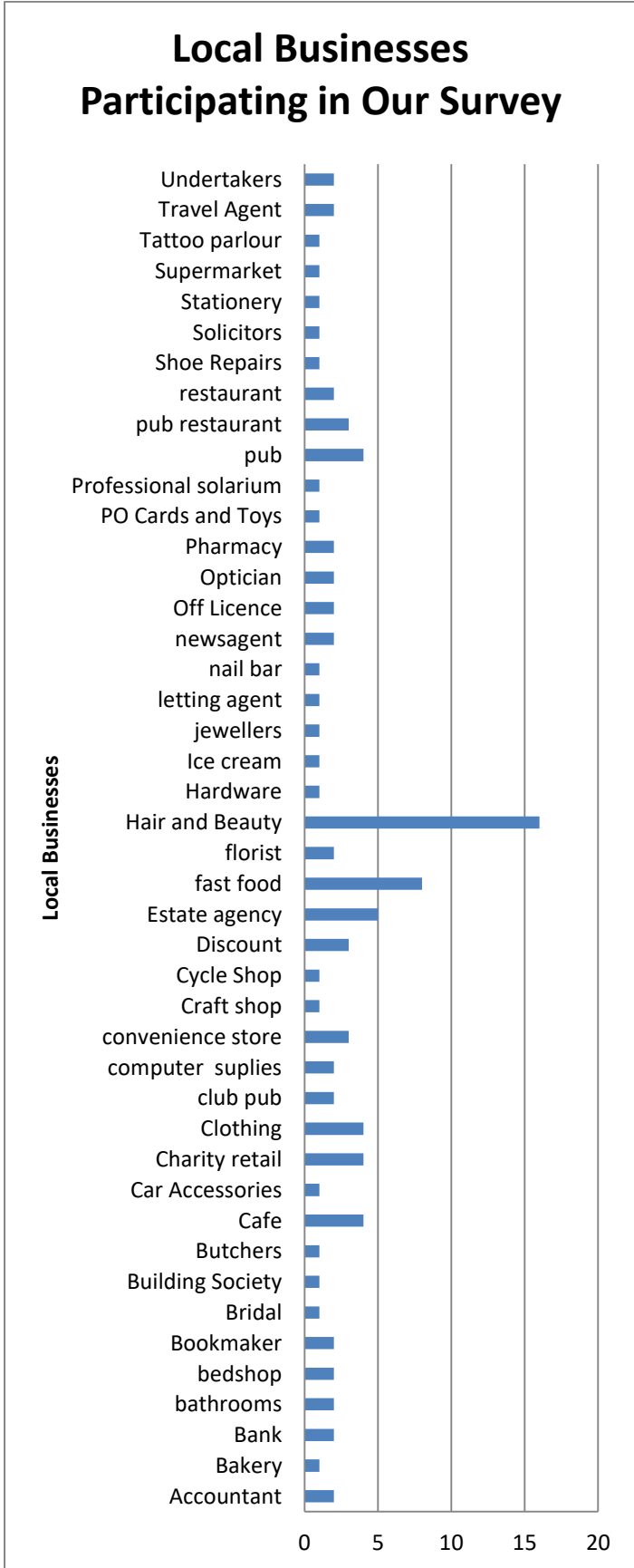


-GNPF Retail Survey - Summer 2016

Survey of Garforth retail businesses - 103 responses. 79 of the 86 shops on Main Street responded (92%) and 24 of the 41 shops on local shopping parades (59%). This is a 82% response within the timescale deadline set. The list below shows the mix of shops around Garforth that have taken part in this survey



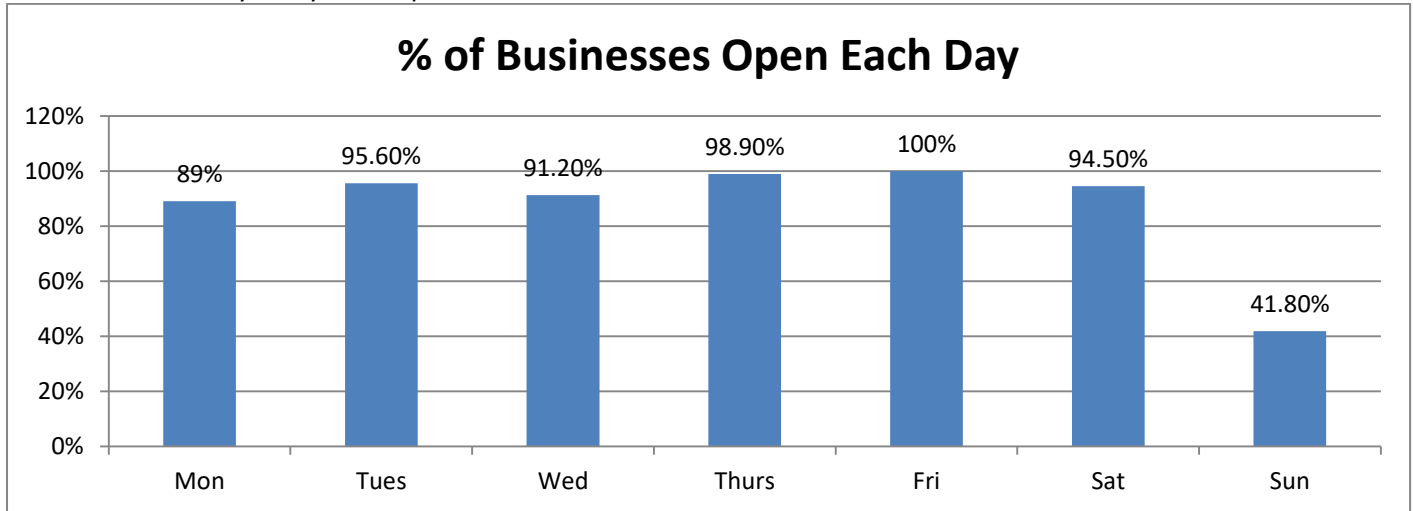
We have grouped the businesses by type to understand the mix of shops on Main Street and the shopping parades. Grouping is very subjective so we have listed which business types we have allocated to each group

The businesses have been grouped as follows:

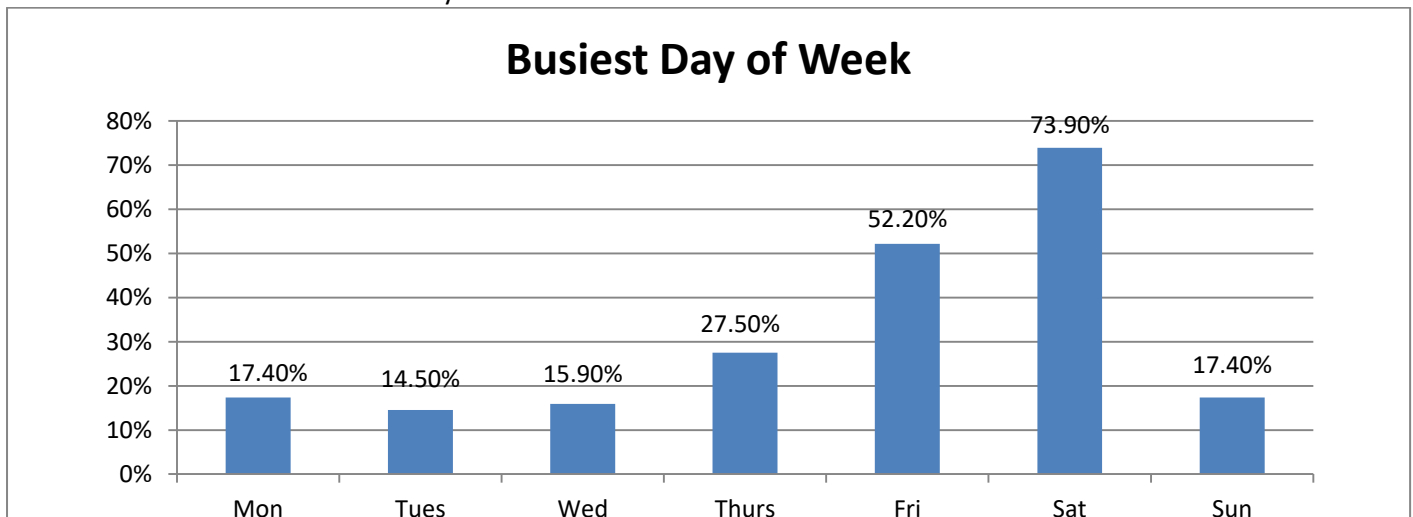
- Services**
Accountant, bank, building society, estate agent, letting agent, optician, pharmacy, solicitor, travel agent, undertaker
- Personal Services**
Hair and beauty, nail bar, solarium, tattoos
- Non-food Retail**
Bathrooms, kitchens, beds, car accessories, computer supplies, craft, bicycles, discount goods, toiletries, florist, hardware, jewellers, newsagent, cards, toys, cobbler, stationery
Fashion – bridal, clothing, uniforms
- Food retail**
Baker, butcher, convenience stores, grocery, greengrocer, off-licence, supermarket
- Leisure**
Drinking - Clubs, pubs
Food – cafes, fast food, ice cream, pub-restaurants
Other - bookmakers
- Charity**
Charity Shops

Opening, closing data

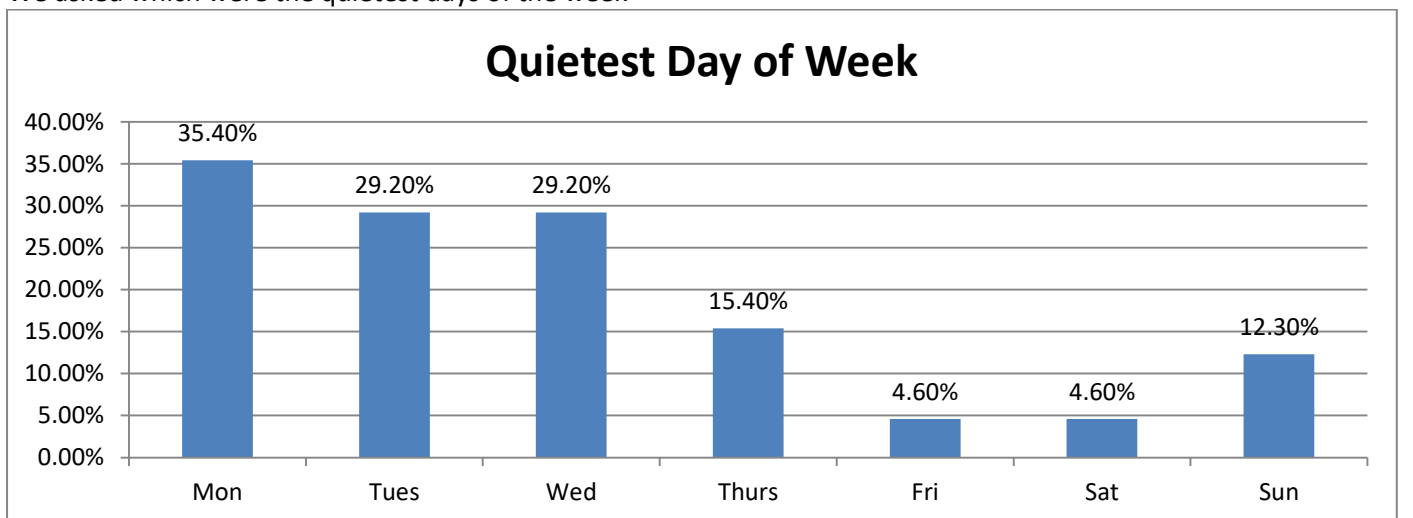
We asked which days they were open -



We asked which were the busiest days of the week

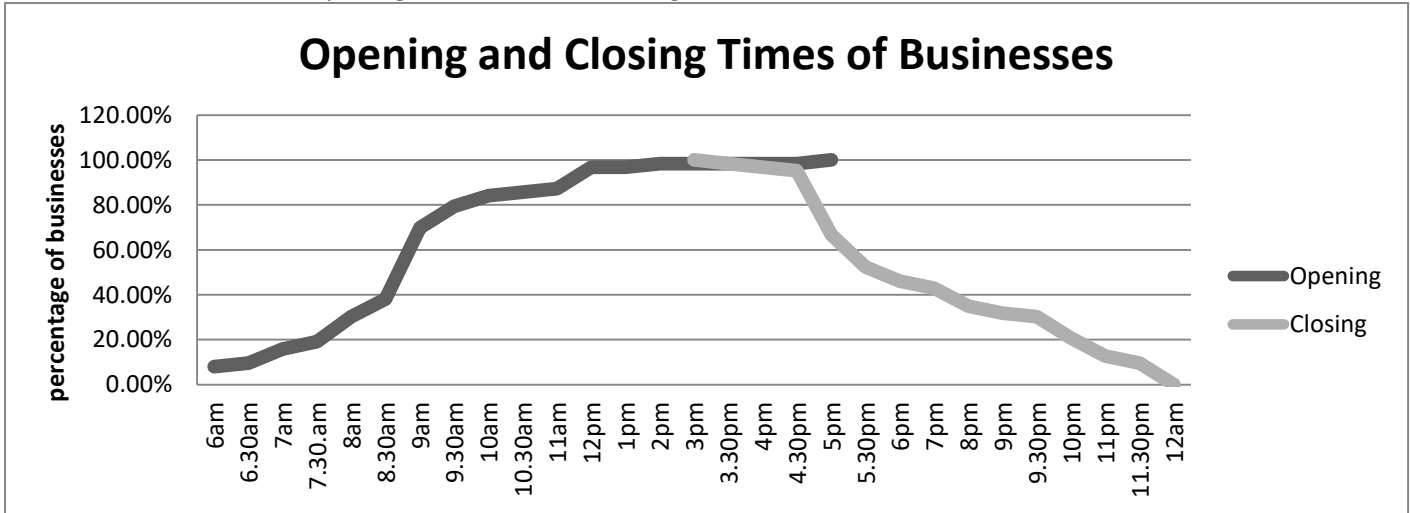


We asked which were the quietest days of the week

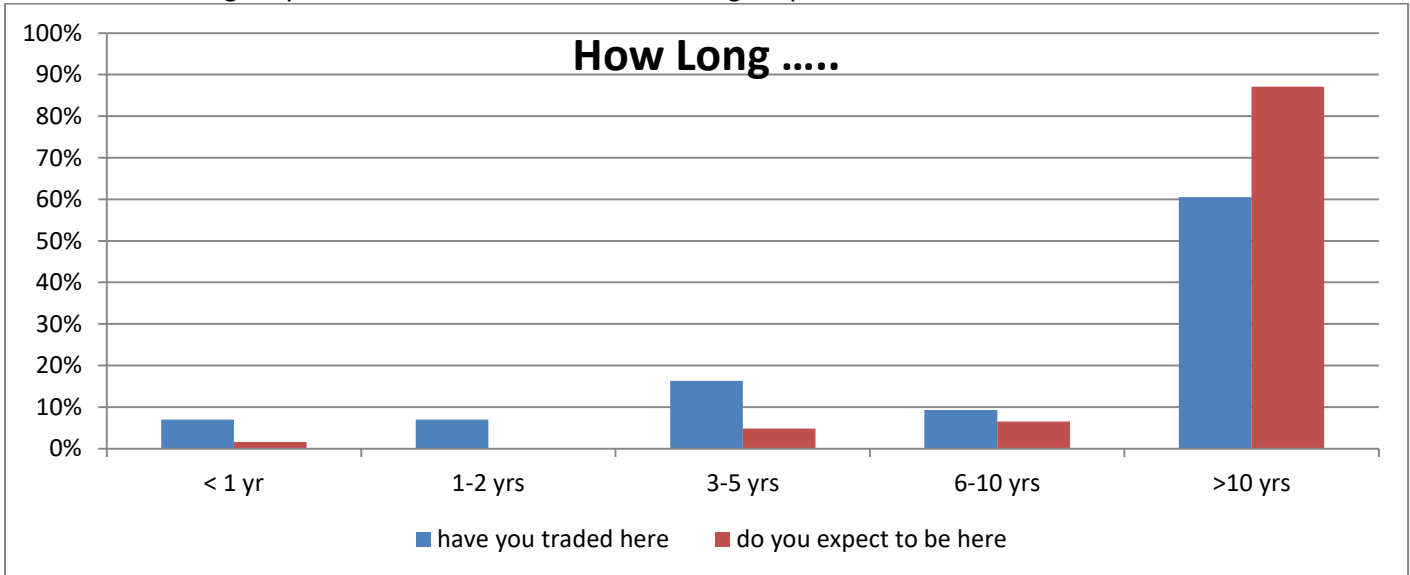


Hours of business

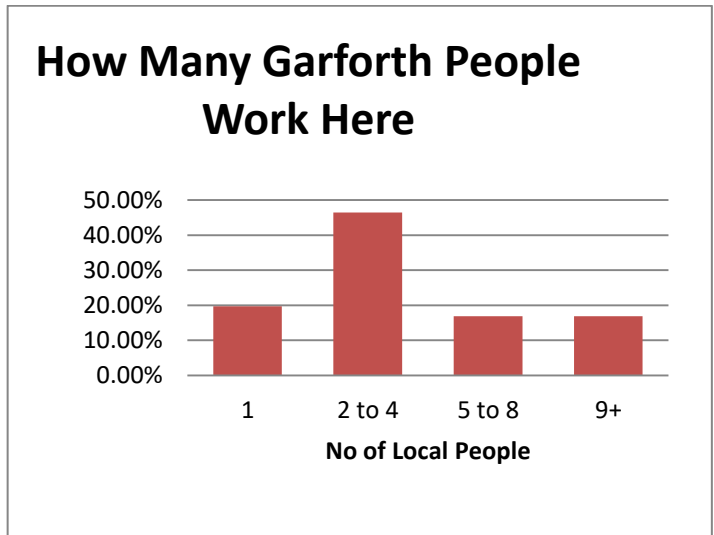
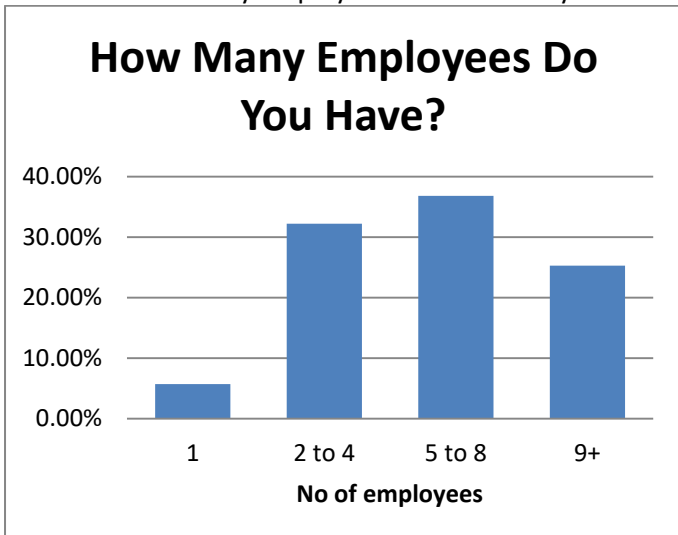
We asked for the earliest opening time and latest closing time



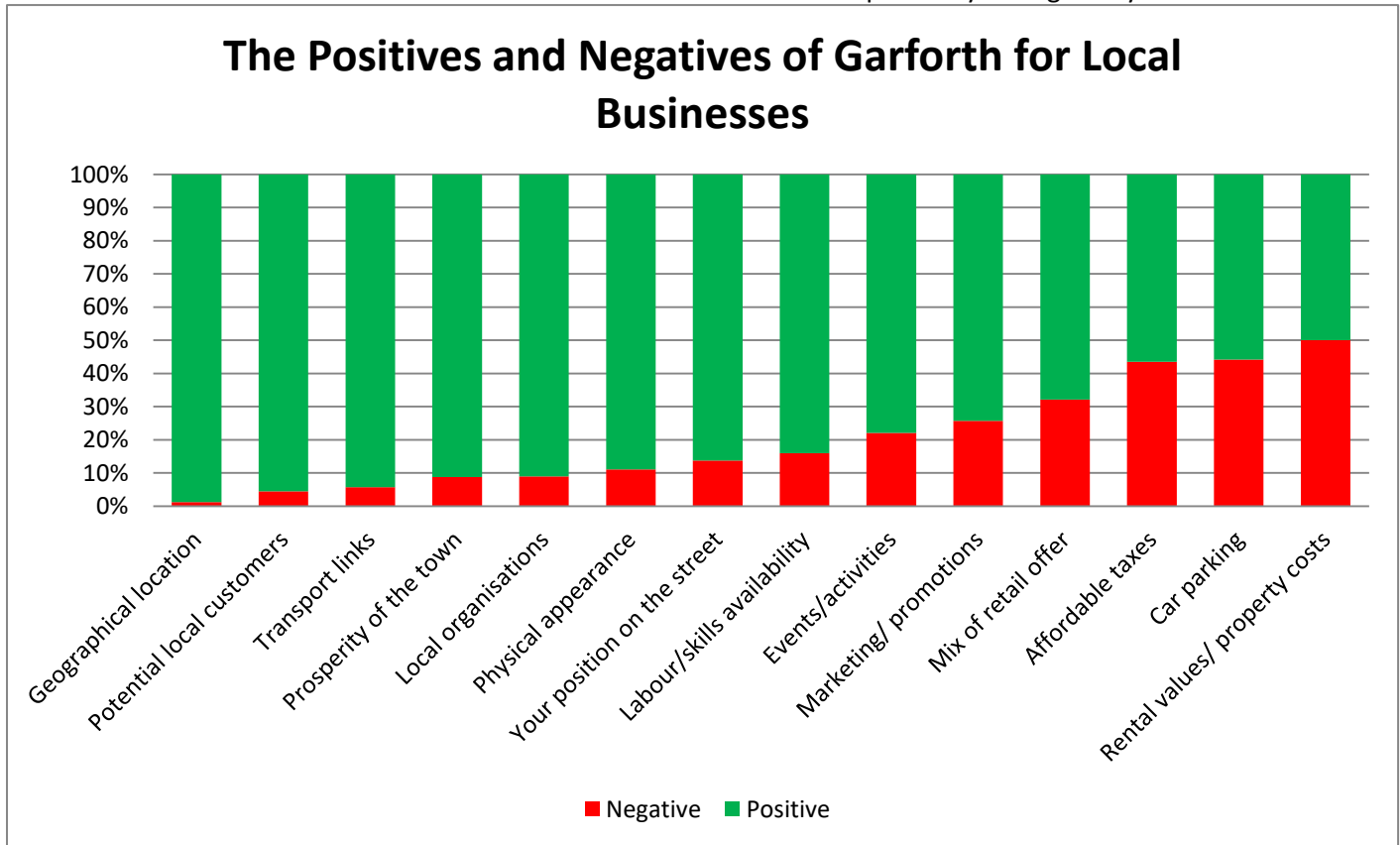
We asked how long they had traded in Garforth and how long they intended to continue



We asked how many employees and how many are from Garforth



We listed a series of characteristics of Garforth and asked if retailers felt positively or negatively about them



The big positives are:

- Geographical location*
- The potential local customers*
- The transport links*
- The prosperity of the town*
- The local organisations*
- The physical appearance of the town*

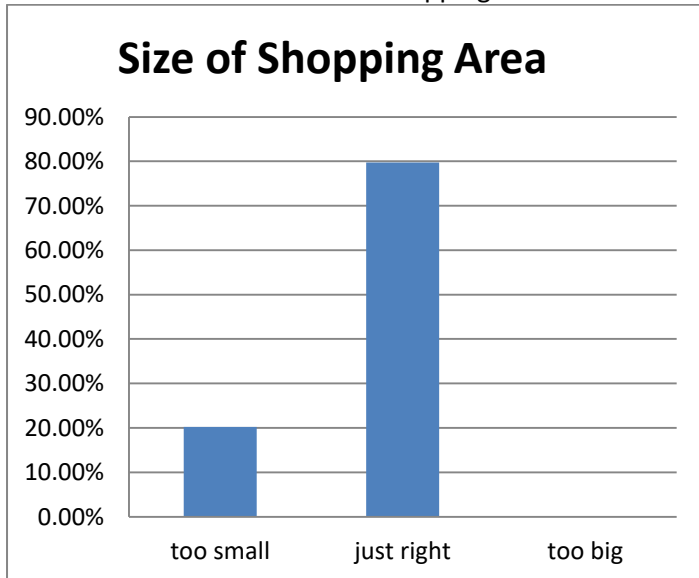
The big negatives are:

- Rental values and property cost*
- Car parking*
- Affordable taxes (rates)*
- The mix of retail offered*

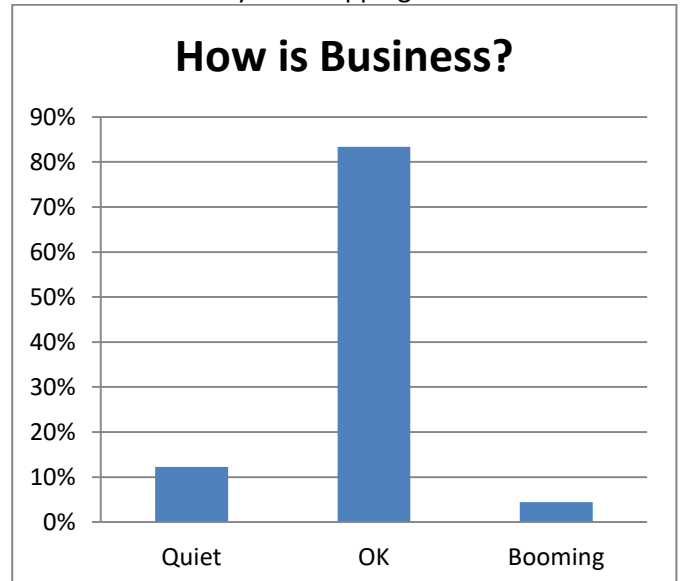
See appendix A for other positives/ negatives

We asked about single biggest positive. See appendix B

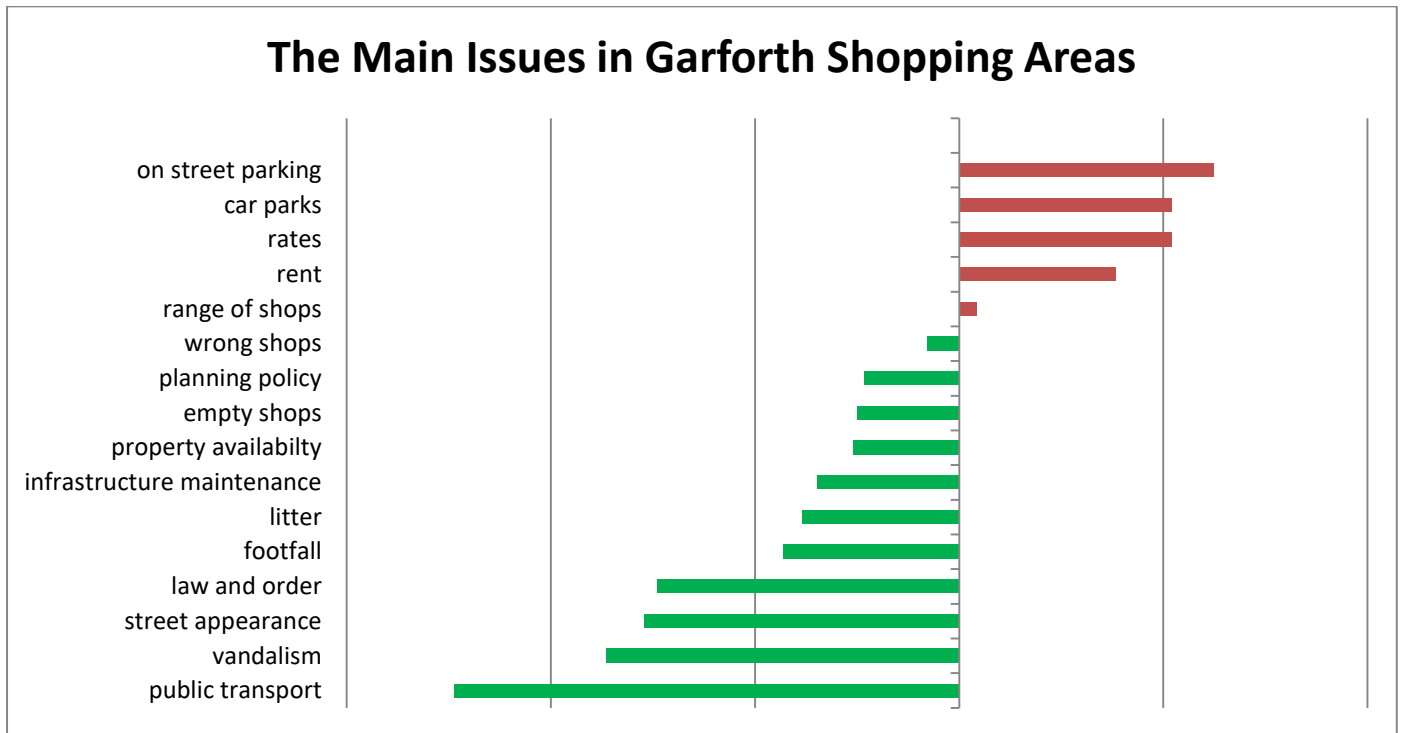
We asked about the size of the shopping centre



We asked how busy the shopping centre was



We listed a series of possible issues and asked retailers to rank them on a scale 1 to 5 with 1 being not a problem and 5 being a very big problem



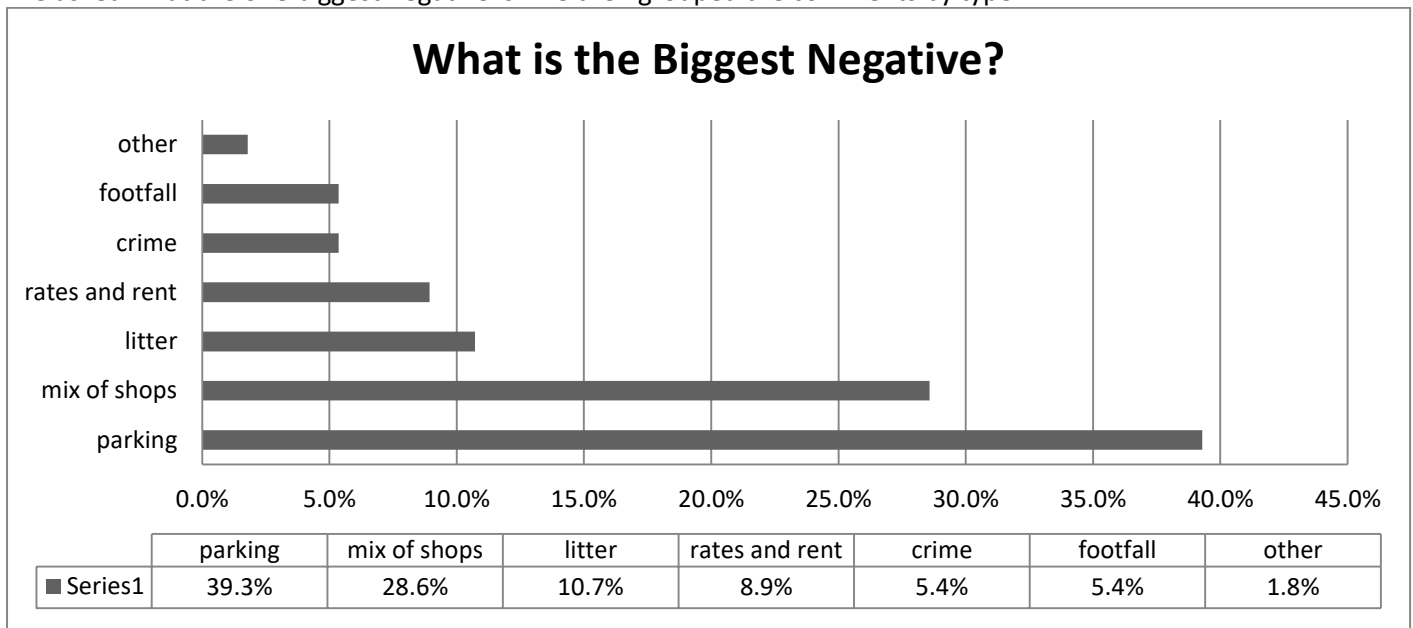
The 4 biggest issues were:

- On Street parking*
- Off street parking*
- Rates*
- Rents*

The 4 non issues were:

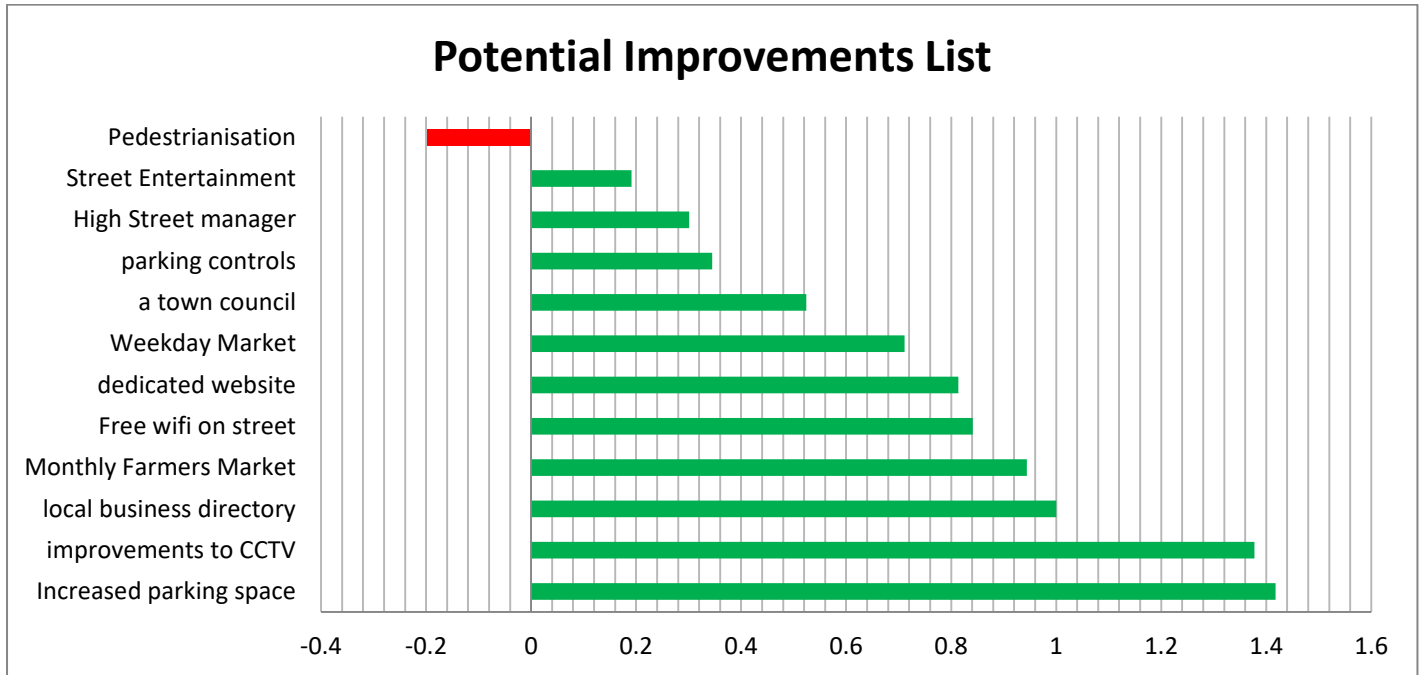
- Public transport*
- Vandalism*
- the street appearance*
- Law and order*

We asked what the one biggest negative is. We then grouped the comments by type



See appendix C for comments about the biggest negative

Finally we gave a list of potential improvements and asked retailers to rank them on a scale from 1- not a good idea to 5-a great idea.



The graph shows ideas averaging less than median (3) in red, more than 3 in green

Three ideas scored a ranking of 4 or higher:

- Increased parking space*
- Improvements to CCTV*
- Local business directory*

Five ideas scored more than half a point above median:

- Monthly Farmers Market*
- Free WIFI on the street*
- A dedicated website*
- A weekday market*
- A town council*

Three other ideas scored more than median

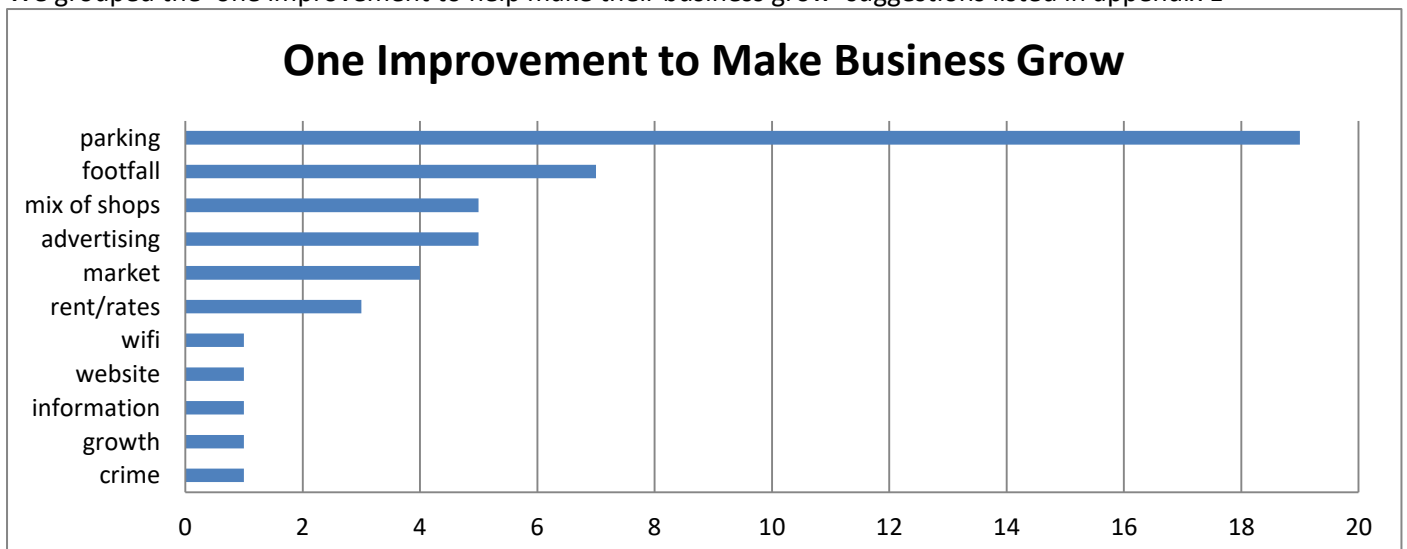
- Parking controls*
- High Street Manager*
- Street entertainment*

Only pedestrianisation scored less than median

We asked for other ideas to improve the shopping areas, see appendix D

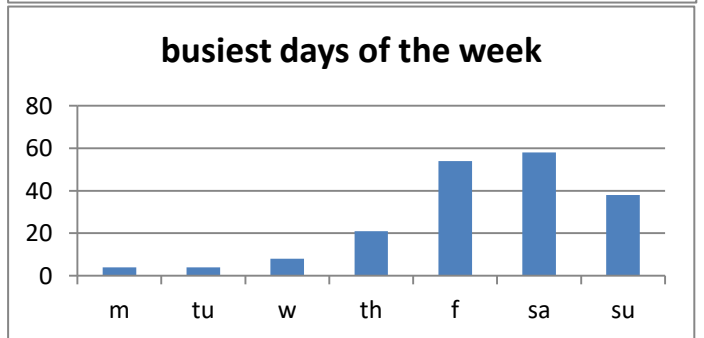
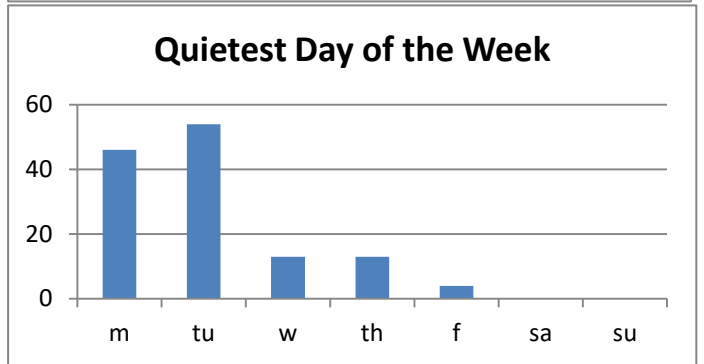
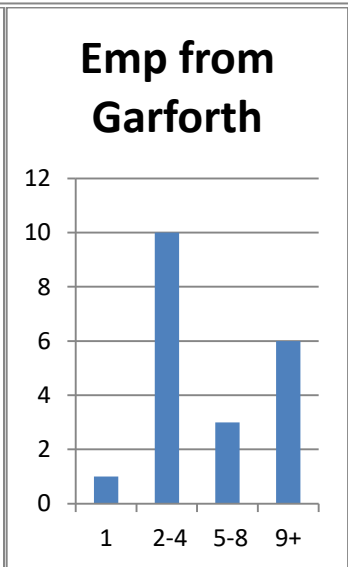
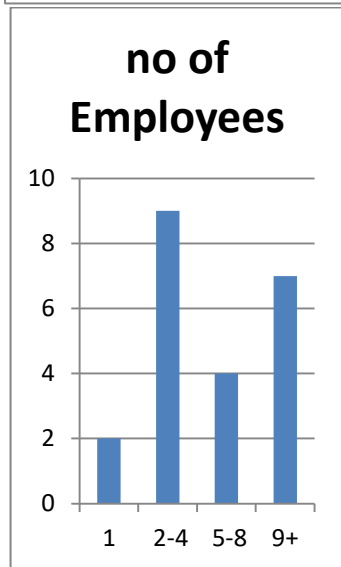
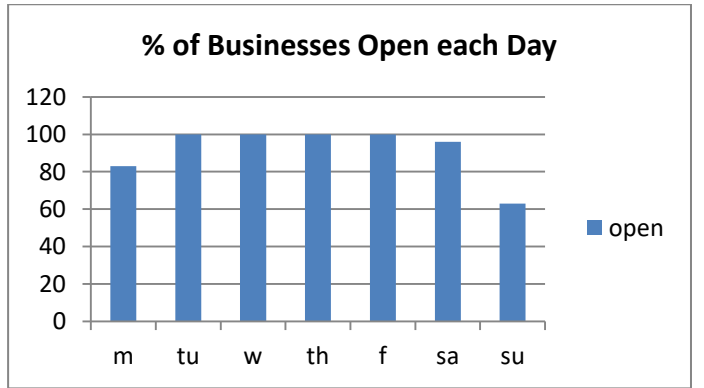
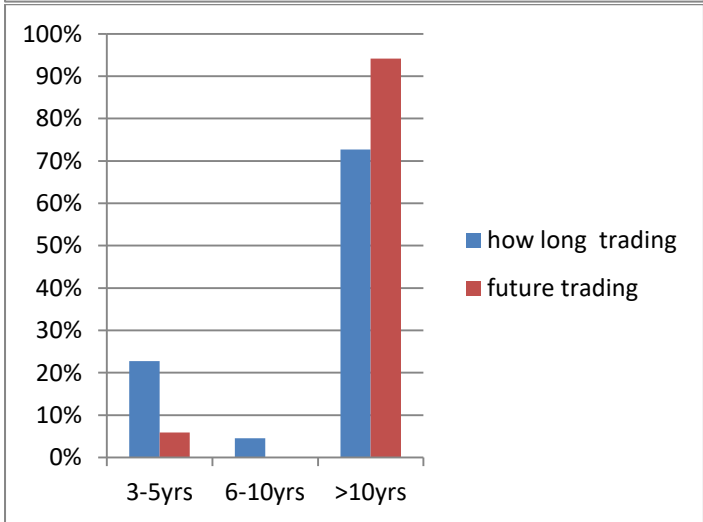
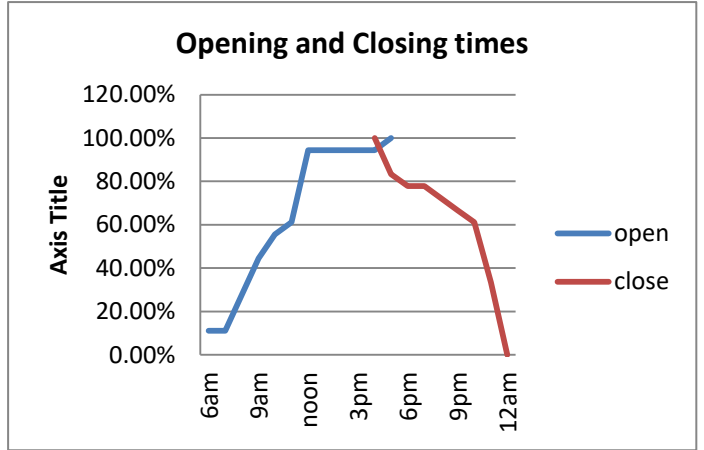
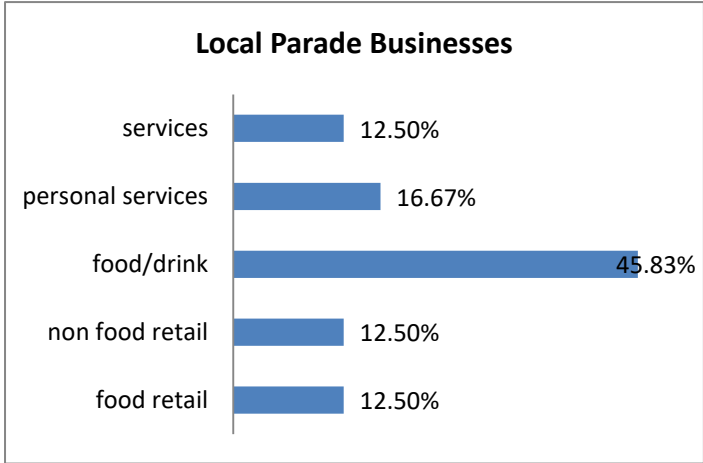
We asked for the one big idea to improve shopping, see appendix E

We grouped the 'one improvement to help make their business grow' suggestions listed in appendix E

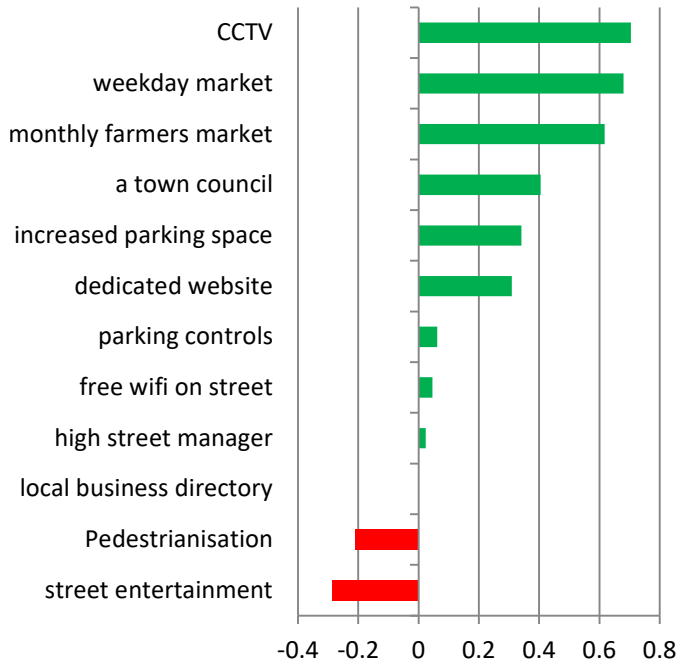


Analysis of Shops 'Not on Main Street'

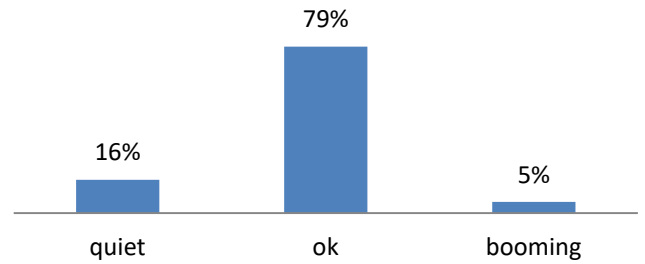
We also asked the shopkeepers on the parades away from Main Street what they felt about Garforth to see what their concerns were



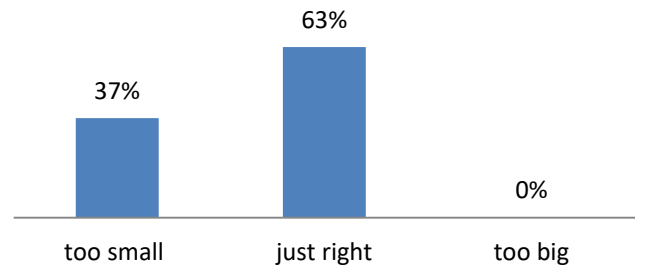
Potential improvements



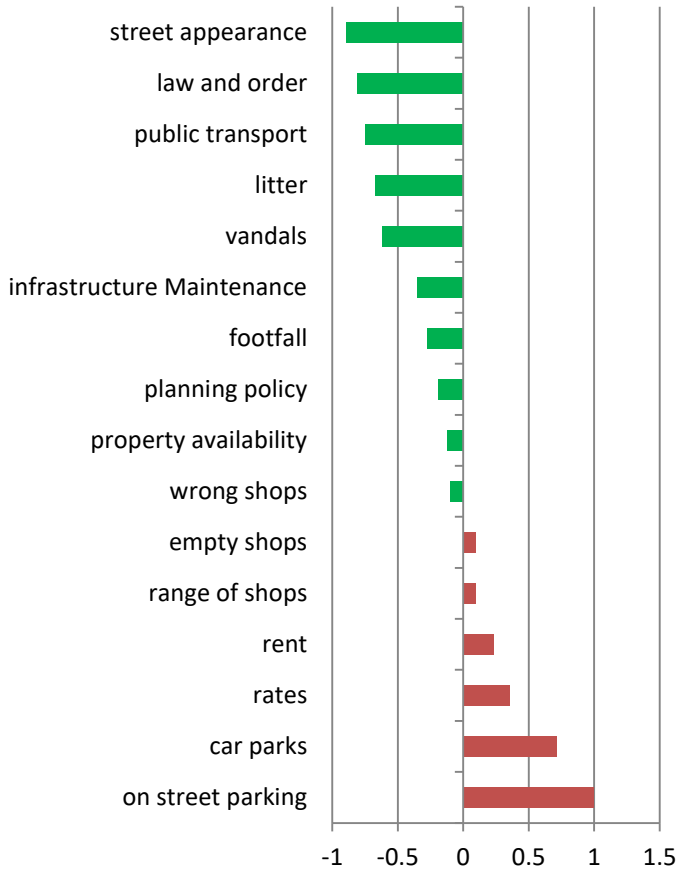
How is Business



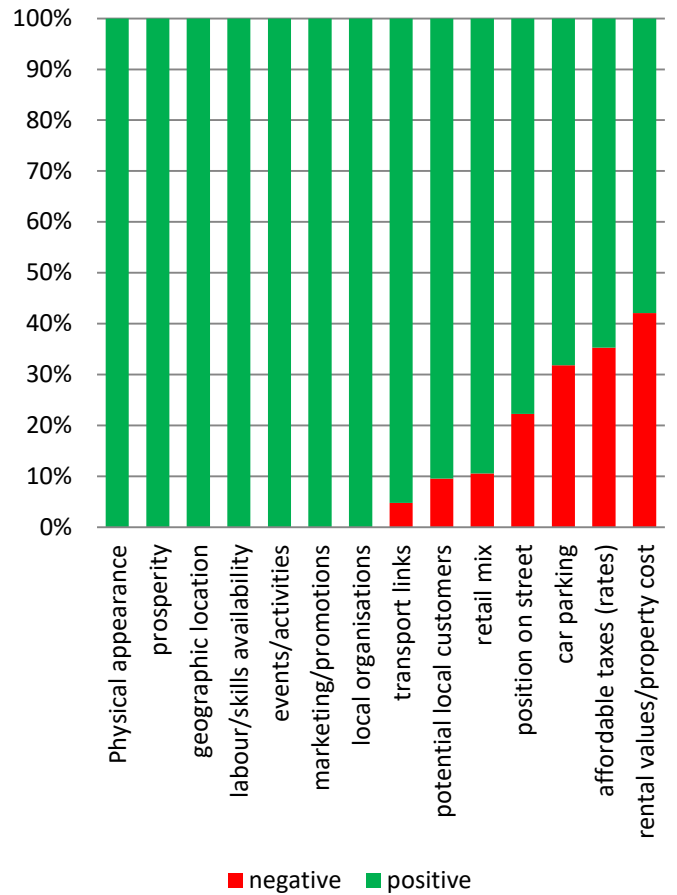
Size of Shopping Area



Issues Ranking



+ 's and - 's for Off Main Street Businesses



Appendix A - other positives/ negatives

1. There are 5 streets with residential areas off Main Street, how could it be pedestrianised? We had a town manager , the council moved him. We have increased parking but not how the traders suggested. We have CCTV but only if you know the time of the incident can it be used - as in searching for someone. traffic should only park on the co-op side of the street, leaving Barclays Bank side the correct width - no bottleneck.
2. Majority of detected shop theft is by immigrant community
3. Nursing homes are a positive for us as we deliver newspapers. Too much competition nearby is a negative
4. potential for out of centre shopping/retail park at Lidl will cause further fall in footfall
5. Rates, lack of footfall, gradually declining over years, hence having to close
6. Too many licenced premises
7. Too much litter on the street
8. Garforth needs a bigger range of different shops
9. great choice of shops, not a lot of parking, no public toilets
10. Big negative is car parking
11. Car parking is a massive problem for part-timers. Full of charity shops and beauty
12. Parking facility
13. We would like the Town End waste land to become a car park. we are willing to pay
14. Needs more street promotions. Is there a town centre manager?
15. Not allowed outside seating

appendix B - the single biggest positive

1. Physical appearance, quiet neighbourhood
2. Local business
3. Being among so many houses within walking distance
4. Elmsley is a local company, proximity of office to clients is key
5. community spirit plus support for independent businesses
6. Community with local shops
7. Diverse population, word of mouth, community spirit
8. Friendly local community
9. friendly people
10. garforth is a very good all round community
11. Homely
12. Local community use our club
13. Lovely area, people and great transport links
14. More Customers moving into area
15. More Trade and Loyal Customers
16. potential local customers
17. Potential local customers
18. size of premises and car parking and catchment area
19. Rental values / property costs - geographical location. Links to train station and motorways
20. customer satisfaction
21. location, footfall, compassion with St Gemma's and support of the work we do
22. Geographical location
23. Geographical location
24. Location
25. location and catchment area of town
26. Location and transport links
27. Location of Garforth and motorway links and public transport
28. location, footfall, compassion with St Gemma's and support of the work we do
29. Lovely area, people and great transport links
30. Nice area
31. Only large supermarket in Garforth currently
32. our position on the street
33. our position on the street
34. Position and car parking
35. position of the shop
36. Position on Main Street
37. Position on street
38. Position, local trade
39. Regular customers
40. Rental values / property costs - geographical location. Links to train station and motorways
41. The location of the salon
42. Car Parking

43. Car parking - makes the high street accessible
44. Car parking is free
45. Free parking - but we need more
46. free parking, number of schools
47. Position and car parking
48. size of premises and car parking and catchment area
49. We have a large parking area for patrons of the shops and pub only, so parking is always available
50. Main Street is well policed so we all feel safer
51. Prosperity of the town
52. Physical appearance, quiet neighbourhood
53. Links to all road networks for us
54. Location of Garforth and motorway links and public transport
55. College is attracting a lot of new families to the area
56. free parking, number of schools
57. community spirit plus support for independent businesses
58. local customers providing new business
59. Location and transport links
60. Location of Garforth and motorway links and public transport
61. location, footfall, compassion with St Gemma's and support of the work we do
62. Lovely area, people and great transport links
63. Rental values / property costs - geographical location. Links to train station and motorways
64. Transport Links
65. Transport links

appendix C - Other issues and one Biggest Negative

Other issues

1. A sign with a map of Garforth to the centre of the shopping area would be good too and key points mapped
2. footfall low at top of high street
3. Dog Fouling
4. Lack of footfall at top of Main Street
5. Litter behind building
6. Too many other public houses

Biggest Negative

1. Law and order
2. Shoplifters
3. Vandalism, shop theft, litter
4. footfall
5. Lack of multiculturalism. Footfall and perhaps what shops sell as items and sales are down
6. Range of shops - empty shop. Retailers to drive footfall to the high street
7. Litter and dog fouling or lack of dog bins
8. Vandalism, shop theft, litter
9. Litter and dog fouling or lack of dog bins
10. car parking and litter
11. parking and litter
12. Street cleaning
13. Allowing too many of same retail units ie hairdressers, beauty, charity shops
14. For us as a salon, too many of the same shops opening ie salons
15. Not enough variety of shops. Too many of the same shops
16. Poor range of shops for younger people. Not enough parking after 10am
17. Range of shops
18. Range of shops - empty shop. Retailers to drive footfall to the high street
19. Too many charity shops
20. Too many hairdressers/beauticians, be nice if it was more variety
21. Too many of same shops
22. Too much repetition of same shops - nails/beauty
23. Wrong shops
24. wrong shops
25. not enough parking for staff of shops. Too many charity shops
26. Parking and variety of shops for shoppers. All there is on Main Street is charity shops and off licences
27. Range of shops . Parking
28. Lack of multiculturalism. Footfall and perhaps what shops sell as items and sales are down
29. Poor range of shops for younger people. Not enough parking after 10am
30. again it's parking
31. Car parking
32. car parking

33. car parking and litter
34. Car parking for customers. Car park behind shops should be 2 hours max so that employees don't fill it up all day
35. car parking spaces
36. car parks
37. need more car parking and for it to be free
38. Not enough on street parking
39. not enough parking for staff of shops. Too many charity shops
40. on street parking
41. On street parking
42. Parking
43. Parking
44. Parking
45. parking and litter
46. Parking and variety of shops for shoppers. All there is on Main Street is charity shops and off licences
47. parking issues
48. Parking on Main Street
49. parking spaces, parking on both sides of street
50. Range of shops . Parking
51. Rates
52. Rates and Rent
53. rates and rents
54. Rates and rents
55. empty buildings ie the pub next to the shop still empty
56. Lack of multiculturalism. Footfall and perhaps what shops sell as items and sales are down

appendix D - other ideas to improve the shopping areas

1. A large sign to the top of Main street near the lights to advertise the shopping centre and what is on offer (similar to what they have at retail parks)
2. a lot of people do not want to pay for parking if it comes into place as people that work here should not have to pay
3. Advertisements for local businesses
4. Farmers' market - great idea
5. Love the market idea! Anything which makes the street a destination
6. More housing attracts more business
7. Parking on Main Street
8. Pedestrianisation, outside seating
9. short stay free car park to prevent being filled by 9am with shop/office workers
10. The recent changes to on street parking should have included widening the road
11. To make Townend waste land a parking spot
12. We have CCTV. We have increased parking but not as the traders suggested
13. wider main road for buses and lorries

appendix E - the one big idea to improve the shopping area

1. Advertisement
2. Local Business Directory
3. Local business directory
4. Local business directory, free rates for small businesses
5. Local directory
6. shop lifters alert
7. any activity that increases footfall will be a bonus
8. footfall
9. Footfall at top of Main Street
10. Footflow on Main Street
11. increased footfall on the street
12. range of shops would make Main street more attractive for shoppers, and parking facility
13. Variety of shops to attract footfall
14. Housing growing and lower rates
15. Being kept informed about changes in Garforth
16. a better mix of quality shops
17. Better shops. Car parking
18. range of shops would make Main street more attractive for shoppers, and parking facility
19. To have a better selection of shops
20. Variety of shops to attract footfall
21. A weekday market would be good
22. Market
23. Market would be a positive move to drive footfall but whereabouts. People often complain about car parking space
24. weekday market
25. Better controlled free parking
26. better parking
27. Better parking (or better management of parking)
28. Better shops. Car parking
29. car parks
30. For Main Street the parking needs to be improved
31. Improved parking
32. increased parking
33. Increased parking space
34. increased parking spaces
35. Increased parking/ parking controls less
36. Market would be a positive move to drive footfall but whereabouts. People often complain about car parking space
37. Parking
38. parking
39. Parking controls in Main street would help
40. Parking on Townend land
41. Parking to the top of Main Street would help massively as the majority of shoppers stay close to the bottom of the area
42. Parking, especially as we grow
43. range of shops would make Main street more attractive for shoppers, and parking facility
44. Housing growing and lower rates
45. Local business directory, free rates for small businesses
46. reduction of rent, small business funding
47. dedicated website
48. Free wifi on streets would attract younger people, in turn attracting new shops
49. All of the above