



Report to Cabinet

Subject: Town Centre Survey Results

Date: 4th November 2010

Author: Economic Development Officer on behalf of the Head of Strategy & Performance

1. Purpose of the Report

To inform members of Cabinet of the results of the recent Town Centre Survey undertaken in Arnold, Mapperley, Carlton and Netherfield.

2. Background

In March 2010, the council commissioned Rural Community Action Nottinghamshire (RCAN) to undertake an on-street survey in the main shopping areas across the borough. The purpose of this survey was to inform the council's future work with regards to its town centres, specifically to better understand users needs and views on the current offer and identify any particular areas of concern or where additional work is required.

The survey was undertaken during June and July this year and 520 people were surveyed across the borough (209 in Arnold; 70 in Carlton Square; 36 in Carlton Hill; 106 in Mapperley; 99 in Netherfield).

RCAN subsequently produced an initial report based on the findings. The Economic Development Officer has taken that initial report and undertaken further detailed analysis of the data to produce a final report, which is now available on the council website.

Headline findings from the report are listed below:

- People were asked to rate their satisfaction with that particular visit to the town. 95% were either 'Fairly' or 'Very Satisfied' across the borough, with 67% or more (depending on the area) stating that they would recommend the centres to family or friends.
- The vast majority of visitors to our centres do so for shopping purposes.

- Nearly 70% of respondents felt that the variety of shops in our centres was acceptable or better.
- However, a better retail offer was the most common factor named when people were asked about what could be improved.
- Charity shops were very popular amongst respondents, with 67% of people using them – and over 40% of these visiting more than once a week.
- In terms of shoppers' satisfaction with environmental factors within the centres, people again were generally happy. In particular, the majority of people gave 'Good' or 'Excellent' responses relating to satisfaction levels with litter and graffiti across the borough.
- Netherfield had lower satisfaction levels with environmental factors than in other areas, but they were still mainly considered to be 'Fair' or better.
- 91% of people stated that they feel safe during the day in our centres. This dropped to an average of 44% in the evening, apart from in Mapperley, where it only dropped to 63%, reflecting the stronger evening economy in this centre.

3. Recommendation

That Cabinet notes the information contained within this report.