

## BRIGHOUSE TOWN CENTRE BUSINESS SURVEY RESULTS

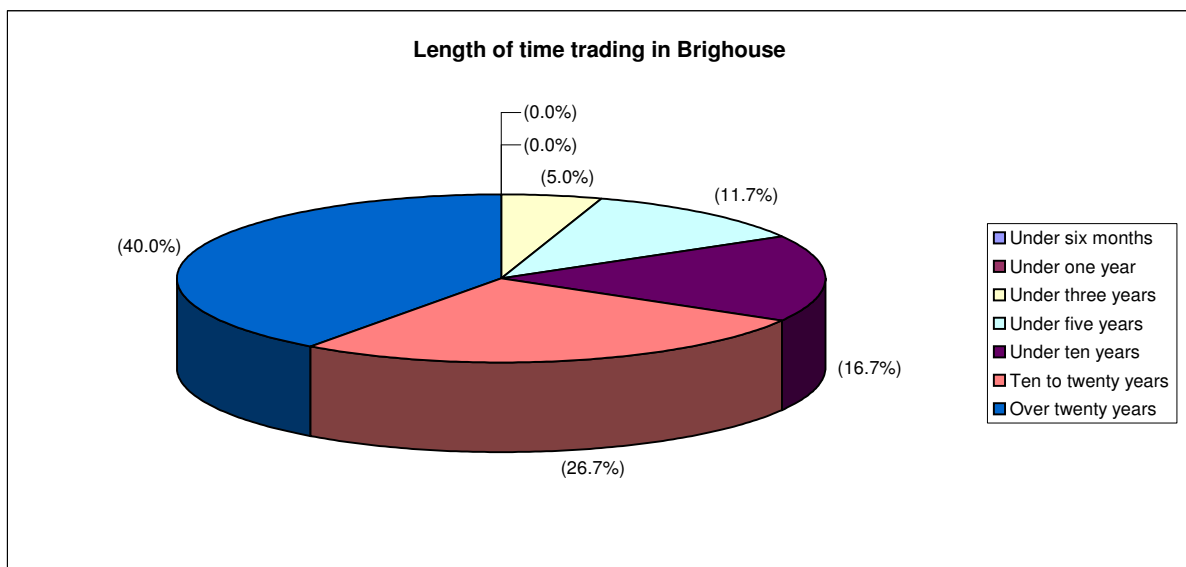
Questionnaires Distributed:

214

Responses: 60 (28%)

### Q1a. How long, approximately, has the business traded in Brighouse Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[3]	(5.0%)
Under five years	[7]	(11.7%)
Under ten years	[10]	(16.7%)
Ten to twenty years	[16]	(26.7%)
Over twenty years	[24]	(40.0%)
	<b>[60]</b>	<b>(100.0%)</b>

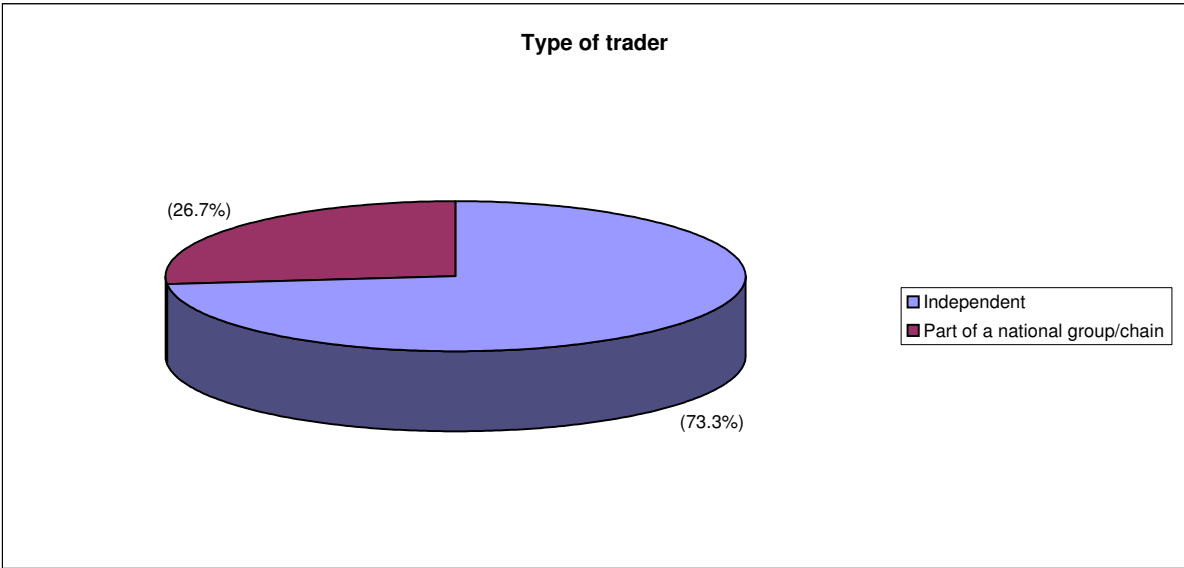


### Q1b. Is your business?

Independent	[44]	(73.3%)
Part of a national group/chain	[16]	(26.7%)
	<b>[60]</b>	<b>(100.0%)</b>

Other (please specify)

*Charity [1], Leased (Pub Group) [1]*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

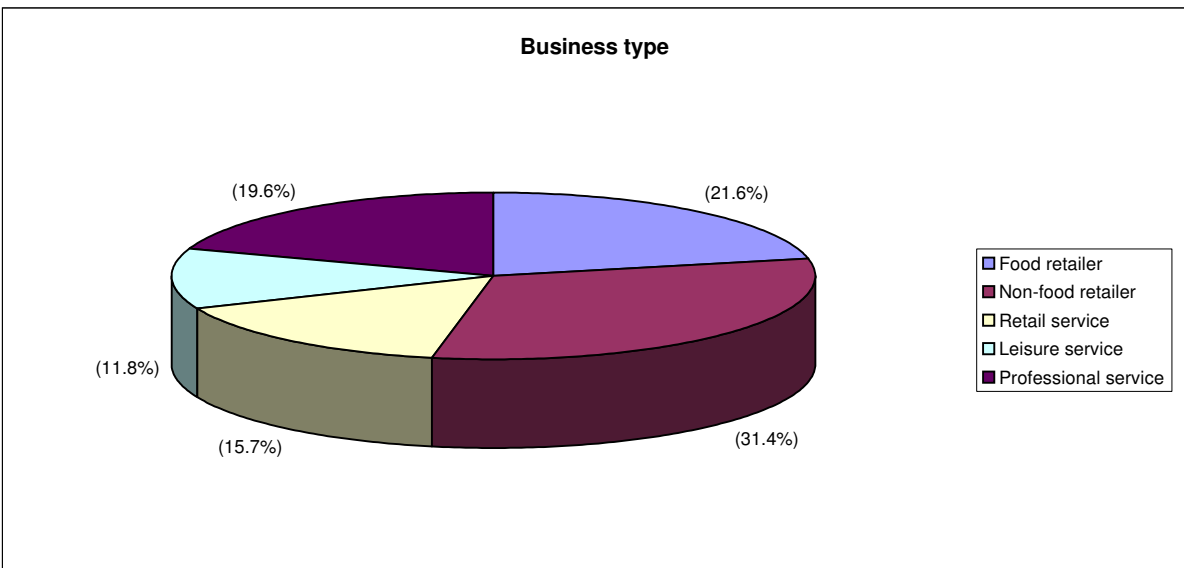
Yes	[12]	(52.2%)
No	[11]	(47.8%)
<b>Total</b>	<b>[23]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	[11]	(21.6%)
Non-food retailer	[16]	(31.4%)
Retail service	[8]	(15.7%)
Leisure service	[6]	(11.8%)
Professional service	[10]	(19.6%)
<b>Total</b>	<b>[51]</b>	<b>(100.0%)</b>

Other (please specify)

*Fine Food Takeaway [1], Taxi Office [1], Electrical Retailer [1], Pop-In Centre for Senior Citizens [1], Children's Play Area and Party Venue [1], Private Members Club [1], Hotel & Restaurant [1], Training Provider [1], Place of Worship [1], Retail Traveller [1], Travel Agent [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	[38]	(62.3%)
6-10 staff	[10]	(16.4%)
11-20 staff	[10]	(16.4%)
21-50 staff	[3]	(4.9%)
51-100 staff	[0]	(0.0%)
100 +	[0]	(0.0%)
	<b>[61]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Brighthouse Town Centre?**

Yes	[59]	(96.7%)
No	[2]	(3.3%)
	<b>[61]</b>	<b>(100.0%)</b>

*If no, where did you relocate from?*

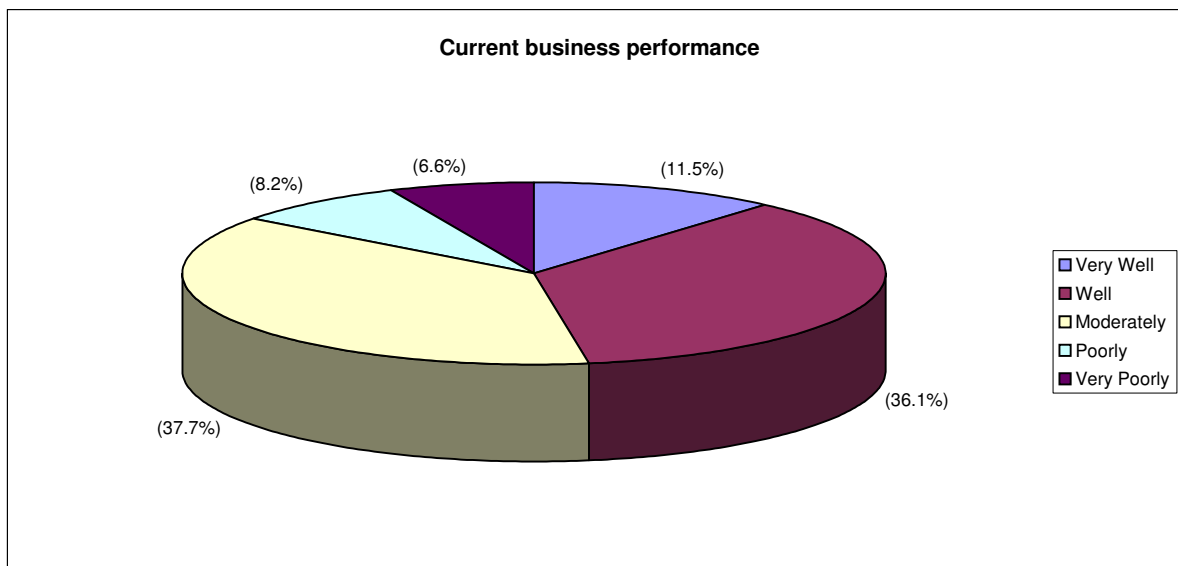
*Denby Dale [1], Halifax [1]*

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	[12]	(19.4%)
Grown moderately	[24]	(38.7%)
Remained largely static	[10]	(16.1%)
Declined moderately	[8]	(12.9%)
Declined significantly	[8]	(12.9%)
	<b>[62]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	[7]	(11.5%)
Well	[22]	(36.1%)
Moderately	[23]	(37.7%)
Poorly	[5]	(8.2%)
Very Poorly	[4]	(6.6%)
	<b>[61]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	[42]	(66.7%)
Owner Occupied	[19]	(30.2%)
No Answer	[2]	(3.2%)
	<b>[63]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

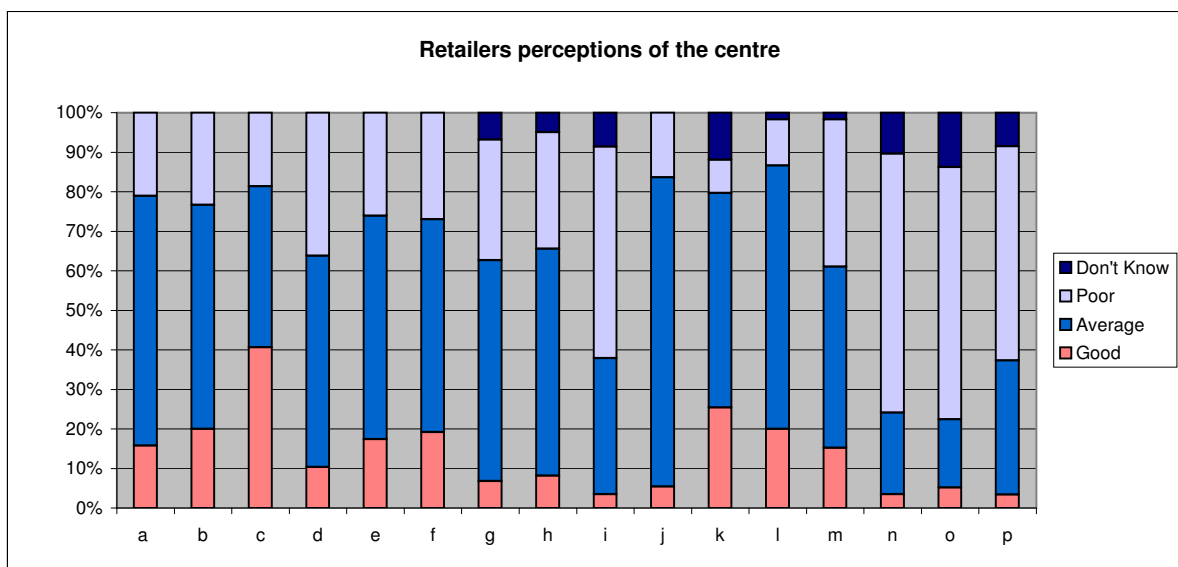
Local residents	[58]	(57.4%)
Other residents in the wider Calderdale area	[22]	(21.8%)
Office employees	[14]	(13.9%)
Tourist/Leisure Visitors	[7]	(6.9%)
	<b>[101]</b>	<b>(100.0%)</b>

Other (please specify)

*Contractors working in Brighouse [1], Any Senior Citizen from anywhere [1], Client recommendations [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know	
		%		%		%		%
a. Range of shops and services	[9]	(15.0%)	[36]	(60.0%)	[12]	(20.0%)	[0]	(0.0%)
b. Location and quality of car parks	[12]	(20.0%)	[34]	(56.7%)	[14]	(23.3%)	[0]	(0.0%)
c. Foodstore provision	[24]	(40.0%)	[24]	(40.0%)	[11]	(18.3%)	[0]	(0.0%)
d. Car parking	[6]	(10.0%)	[31]	(51.7%)	[21]	(35.0%)	[0]	(0.0%)
e. Shopping environment	[8]	(13.3%)	[26]	(43.3%)	[12]	(20.0%)	[0]	(0.0%)
f. Pedestrian environment	[10]	(16.7%)	[28]	(46.7%)	[14]	(23.3%)	[0]	(0.0%)
g. Security (CCTV)	[4]	(6.7%)	[33]	(55.0%)	[18]	(30.0%)	[4]	(6.7%)
h. Security (Daytime)	[5]	(8.3%)	[35]	(58.3%)	[18]	(30.0%)	[3]	(5.0%)
i. Security (Evening)	[2]	(3.3%)	[20]	(33.3%)	[31]	(51.7%)	[5]	(8.3%)
j. Personal safety	[3]	(5.0%)	[43]	(71.7%)	[9]	(15.0%)	[0]	(0.0%)
k. Access by public transport	[15]	(25.0%)	[32]	(53.3%)	[5]	(8.3%)	[7]	(11.7%)
l. Signage	[12]	(20.0%)	[40]	(66.7%)	[7]	(11.7%)	[1]	(1.7%)
m. Cleanliness	[9]	(15.0%)	[27]	(45.0%)	[22]	(36.7%)	[1]	(1.7%)
n. Entertainment/Leisure	[2]	(3.3%)	[12]	(20.0%)	[38]	(63.3%)	[6]	(10.0%)
o. Special events	[3]	(5.0%)	[10]	(16.7%)	[37]	(61.7%)	[8]	(13.3%)
p. Public toilets	[2]	(3.3%)	[20]	(33.3%)	[32]	(53.3%)	[5]	(8.3%)
	<b>[126]</b>		<b>[451]</b>		<b>[301]</b>		<b>[40]</b>	

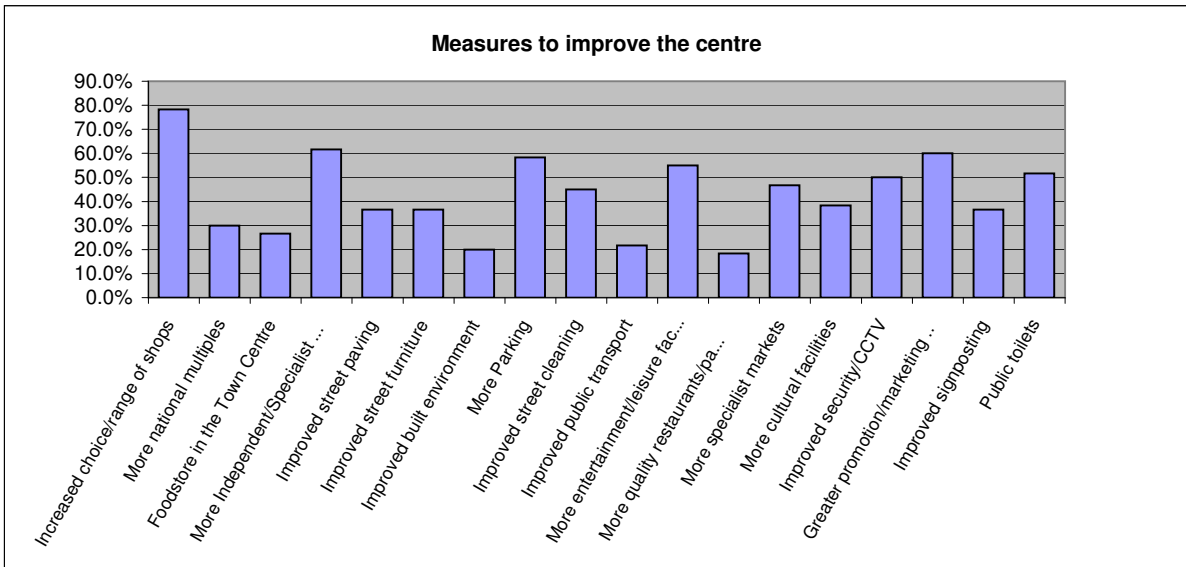


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	[47]	(78.3%)
More national multiples	[18]	(30.0%)
Foodstore in the Town Centre	[16]	(26.7%)
More Independent/Specialist traders	[37]	(61.7%)
Improved street paving	[22]	(36.7%)
Improved street furniture	[22]	(36.7%)
Improved built environment	[12]	(20.0%)
More Parking	[35]	(58.3%)
Improved street cleaning	[27]	(45.0%)
Improved public transport	[13]	(21.7%)
More entertainment/leisure facilities	[33]	(55.0%)
More quality restaurants/pavement cafes	[11]	(18.3%)
More specialist markets	[28]	(46.7%)
More cultural facilities	[23]	(38.3%)
Improved security/CCTV	[30]	(50.0%)
Greater promotion/marketing of the centre	[36]	(60.0%)
Improved signposting	[22]	(36.7%)
Public toilets	[31]	(51.7%)
	<b>[463]</b>	

Other (please state)

*Install speed bumps [1], Stop cars driving up one-way street [1], Stop cars driving wrong way [1], Free parking [12], Culling of pigeons [1], Less empty shops [1], Removal of taxi ranks [1], Organic foodstores [1], Free parking for business owners [1], Better use of market stalls [1]*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	[29]	(53.7%)
Too many non-retail uses	[22]	(40.7%)
Not enough non-retail uses	[3]	(5.6%)
	<b>[54]</b>	<b>(100.0%)</b>

Please specify:

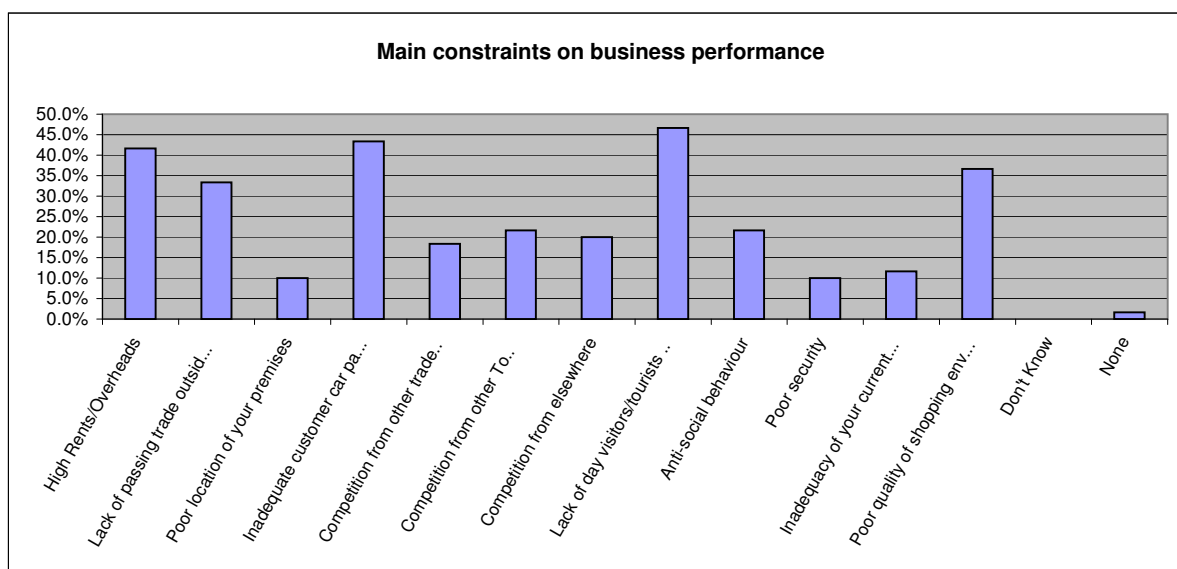
*Not enough high street retailers, e.g. M&S [1], Too many amusements [1], Too many charity [6], Too many pubs [1], Too many banks [1], Too many fast food [1]. Need - Pool (Swimming) [1]*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	[25]	(41.7%)
Lack of passing trade outside your premises	[20]	(33.3%)
Poor location of your premises	[6]	(10.0%)
Inadequate customer car parking	[26]	(43.3%)
Competition from other traders in Town Centre	[11]	(18.3%)
Competition from other Town Centres nearby	[13]	(21.7%)
Competition from elsewhere	[12]	(20.0%)
Lack of day visitors/tourists to Town Centre	[28]	(46.7%)
Anti-social behaviour	[13]	(21.7%)
Poor security	[6]	(10.0%)
Inadequacy of your current premises	[7]	(11.7%)
Poor quality of shopping environment	[22]	(36.7%)
Don't Know	[0]	(0.0%)
None	[1]	(1.7%)
	<b>[190]</b>	

Other (please specify)

*Expensive parking [1], Internet [1], Taxis park outside shop - stops customers parking [1], Tesco [1], Too many charity [1], Supermarkets hit business [1], Not enough quality shops [1], Out of town trading estates [1], Not enough high street retailers [2]*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	[28]	(53.85%)
Yes, close	[3]	(5.77%)
Yes, relocate in Town Centre	[5]	(9.62%)
Yes, relocate out-of-centre	[1]	(1.92%)
Yes, extend floorspace	[3]	(5.77%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[12]	(23.08%)
	<b>[52]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*Don't know [1], Retirement [1], Can't comment [1], Undecided [1], More internet sales [1], Selling business [1], Paint outside [1], Still deciding [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*Smaller shop [1], Nearby [1], Bethel Street [1]*

**Q8c. If relocating, what is the main reason for this decision?**

*High rents [1], Poor present premises [1], Higher rents [1], Larger premises [1], Expensive rents [1]*

**Q9. What specific support would help your business?**

Training	[4]	(10.3%)
Shop front improvement grants	[15]	(38.5%)
Marketing assistance	[14]	(35.9%)
Business Crime Reduction	[6]	(15.4%)
	<b>39</b>	<b>(100.0%)</b>

Other (please specify)

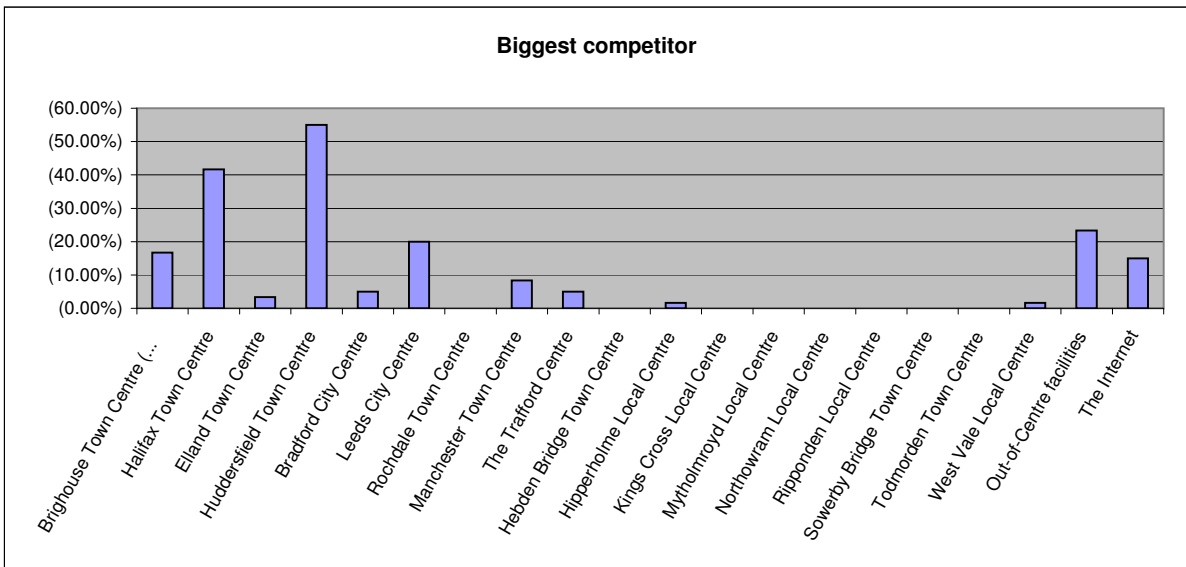
*More footfall in town [1], Need new shops in town [1], Planners to encourage customers into town [1], Development of centre [1], Improvements on Huddersfield Road [1], Free parking [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre (other retailers)	[10]	(16.67%)
Halifax Town Centre	[25]	(41.67%)
Elland Town Centre	[2]	(3.33%)
Huddersfield Town Centre	[33]	(55.00%)
Bradford City Centre	[3]	(5.00%)
Leeds City Centre	[12]	(20.00%)
Rochdale Town Centre	[0]	(0.00%)
Manchester Town Centre	[5]	(8.33%)
The Trafford Centre	[3]	(5.00%)
Hebden Bridge Town Centre	[0]	(0.00%)
Hipperholme Local Centre	[1]	(1.67%)
Kings Cross Local Centre	[0]	(0.00%)
Mytholmroyd Local Centre	[0]	(0.00%)
Northowram Local Centre	[0]	(0.00%)
Ripponden Local Centre	[0]	(0.00%)
Sowerby Bridge Town Centre	[0]	(0.00%)
Todmorden Town Centre	[0]	(0.00%)
West Vale Local Centre	[1]	(1.67%)
Out-of-Centre facilities	[14]	(23.33%)
The Internet	[9]	(15.00%)
	<b>[118]</b>	

Other (please specify)

*Supermarkets [3], Holmfirth [1], Anywhere with free parking [1], White Rose Centre [2], Meadow Hall [2], Larger towns with free parking [1], Too many shops closed on Monday and Tuesday [1], All of the above [2]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	[16]	(28.1%)
No	[41]	(71.9%)
	<b>[57]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Two more shops in same sector [1], North Wales [1], Yeadon [1], Huddersfield [3], Halifax [7], Mirfield [1], West Vale [1], Bradford [1], Shipley [1], Leeds [1], Birmingham [1], Elland [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	[4]	(22.2%)
Worse	[4]	(22.2%)
Same	[10]	(55.6%)
	<b>[18]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	[2]	(33.33%)
Chamber of Trade	[0]	(0.00%)
Halifax Town Centre Forum	[0]	(0.00%)
Todmorden Pride (or its replacement)	[0]	(0.00%)
Build a Brighter Brighouse	[2]	(33.33%)
Hebden Royd Partnership	[0]	(0.00%)
Business Forum	[0]	(0.00%)
Trade Association	[2]	(33.33%)
	<b>[6]</b>	<b>(100.00%)</b>

Other (please specify)

*Treasurers [1], Brighouse Pride [3], British Hardware Foundation [1]*

**Q15. What ideas do you have for improving the Town Centre?**

*Free car park near centre [5], Charge for two hours, then free [1], Free parking - up to 3 hours [1], Refurbish Civic Centre AS PROMISED [1], More greenery [5], More clothes shops [1], More parking [1], Leisure Centre [1], Development of Budgens Flour Mill [1], Improve bus service [1], Improve roads [1], Police town centre better [1], More CCTV [2], Too many traffic wardens [1], More shoe shops/sportswear shops [1], More free parking spaces [4], Development of Sugdens site [2], New bus station [1], Fewer pubs/takeaway restaurants [1], Close down Tesco [1], Reduce rents locally [1], Clean up centre [4], Pigeons - remove [1], Promote town more [1], Improve signage and pavements [1], Improve traffic [1], Council wanting money [1], Larger retail units [2], Cheaper parking [5], Improvements to road and transport network [1], Partial pedestrianisation [1], Need a better marketing strategy [1], Keep amount of non-food floorspace in Tesco low [1], Need a retail park [1], Need a big high street name e.g. M&S [1], Too many cafés and takeaways [1], Shop front improvement grant [2], Link land walkway with Mirfield [1], Improvements to signage [2], Pavement improvement [1], Wellington Arcade improvement [1], Need a central Square [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*Need to develop the areas next to the canal better, not just employment uses [1], Greater Police presence [1], Major department centre [1], Canal boat trips [1], Not been invited to any town centre committee [1], Improve canal side [2], Brighouse overlooked compared to Halifax [1], Cleaning up market [1], People now shopping in out-of-town centres [1], Free car parking [3], Cheaper rent and rates [2], Less litter [1], Landlords refusing to do maintenance [1], Town Centre in decline [1], Get rid of the Mill [1], Too many charities [1], Need to improve streets [1], Get rid of young jobs on streets [1], Council needs more action and less talk [1], Need to keep customers in Brighouse - through free parking, for example [1], Inform businesses of grants/funds available [1]*

## HALIFAX TOWN CENTRE BUSINESS SURVEY RESULTS

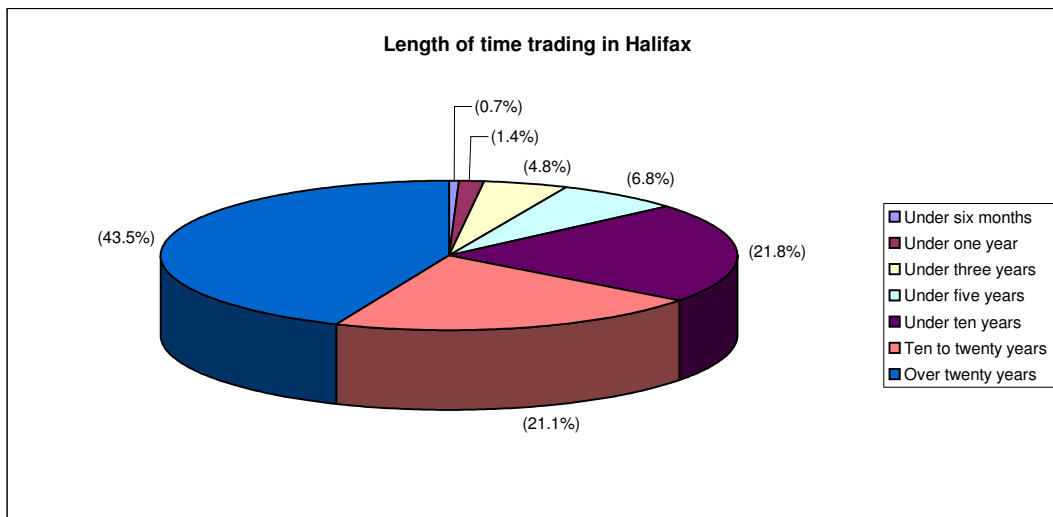
Questionnaires Distributed:

884

Responses: 148 (17%)

### Q1a. How long, approximately, has the business traded in Halifax Town Centre?

Under six months	[1]	(0.7%)
Under one year	[2]	(1.4%)
Under three years	[7]	(4.8%)
Under five years	[10]	(6.8%)
Under ten years	[32]	(21.8%)
Ten to twenty years	[31]	(21.1%)
Over twenty years	[64]	(43.5%)
	<b>[147]</b>	<b>(100.0%)</b>

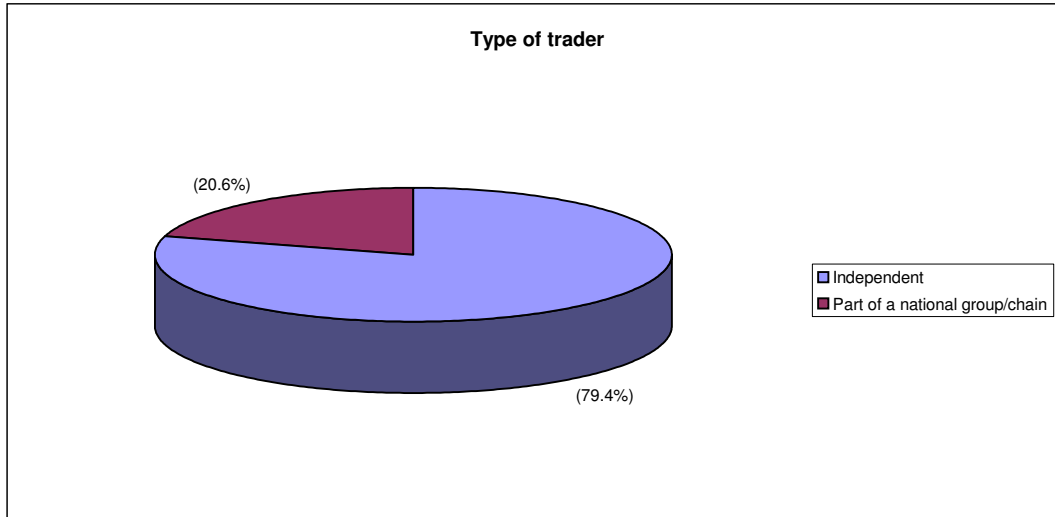


### Q1b. Is your business?

Independent	[112]	(79.4%)
Part of a national group/chain	[29]	(20.6%)
	<b>[141]</b>	<b>(100.0%)</b>

Other (please specify)

*Registered Social Landlord [1], Council [1], Government Office HMRC [1], National Charity [1], Calderdale Council [1]*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

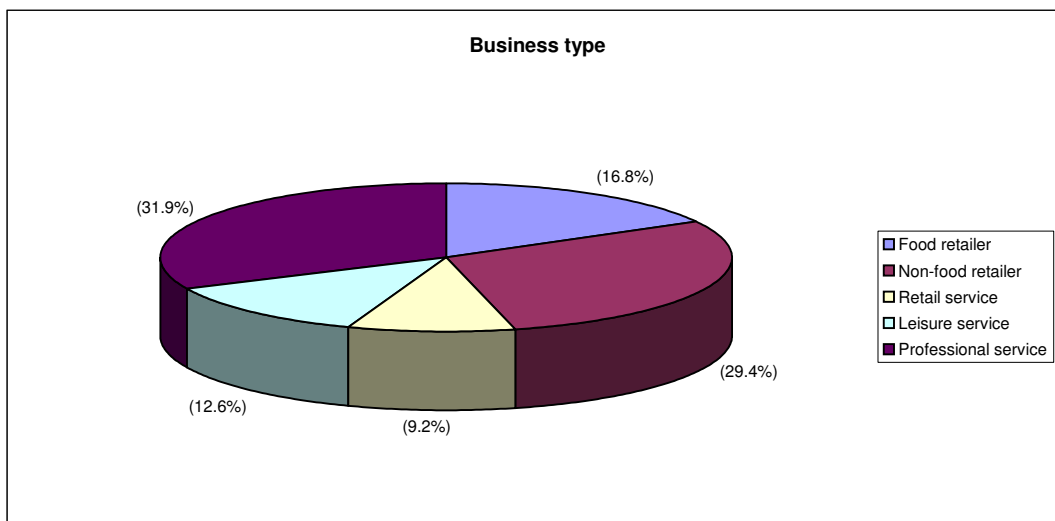
Yes	[23]	(46.0%)
No	[27]	(54.0%)
	<b>[50]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	[20]	(16.8%)
Non-food retailer	[35]	(29.4%)
Retail service	[11]	(9.2%)
Leisure service	[15]	(12.6%)
Professional service	[38]	(31.9%)
	<b>[119]</b>	<b>(100.0%)</b>

Other (please specify)

*Jewellers [1], RSC [1], Coffee House [1], Charity [1], Council [1], Nursery [1], Charity info and advice service [1], Property Developer [1], Government [1], Homelessness Charity [1], Office space only [1], Private members club [1], Day nursery [1], Retail Photographer [1], Electricity contractor [1], Household products [2], Insurance services [1], Theatre - leisure [1], Old toy/collectors shop [1], Shoe repairs [1], Town Centre management [1], Key Cutting [1], Tattoo shop [1], Manufacturer [1], Insurance [1], Office products dealer [1], Telecoms [1], Deli [1], Furniture retail [1], Court service [1], Dental surgery [1], Mortgage/Insurance [1], Education [2], Pharmacy [1], Gallery and Workshop [1], Motor retailer and repairer [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	[76]	(52.1%)
6-10 staff	[27]	(18.5%)
11-20 staff	[20]	(13.7%)
21-50 staff	[12]	(8.2%)
51-100 staff	[8]	(5.5%)
100 +	[3]	(2.1%)
	<b>[146]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Halifax Town Centre?**

Yes	[136]	(93.2%)
No	[11]	(7.5%)
	<b>[147]</b>	<b>(100.7%)</b>

**If no, where did you relocate from?**

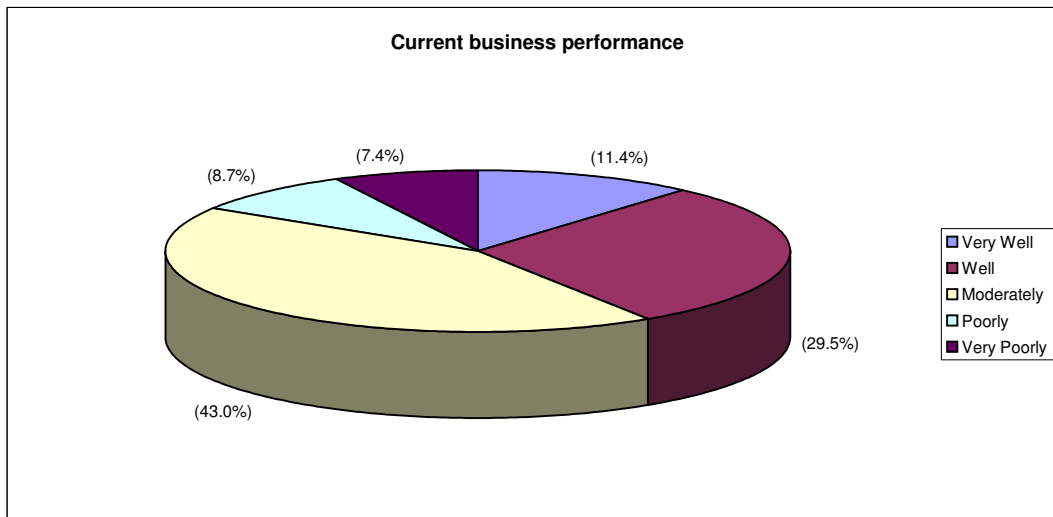
*King's Cross [3], Leeds [2], Boothtown [1], Spring Hall [1], Halifax [1], Hebden Bridge [1], Hipperholme [1], Wyke [1], Huddersfield [1]*

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	[22]	(14.9%)
Grown moderately	[52]	(35.1%)
Remained largely static	[34]	(23.0%)
Declined moderately	[19]	(12.8%)
Declined significantly	[21]	(14.2%)
	<b>[148]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	[17]	(11.4%)
Well	[44]	(29.5%)
Moderately	[64]	(43.0%)
Poorly	[13]	(8.7%)
Very Poorly	[11]	(7.4%)
	<b>[149]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	[99]	(67.8%)
Owner Occupied	[44]	(30.1%)
No Answer	[3]	(2.1%)
	<b>[146]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

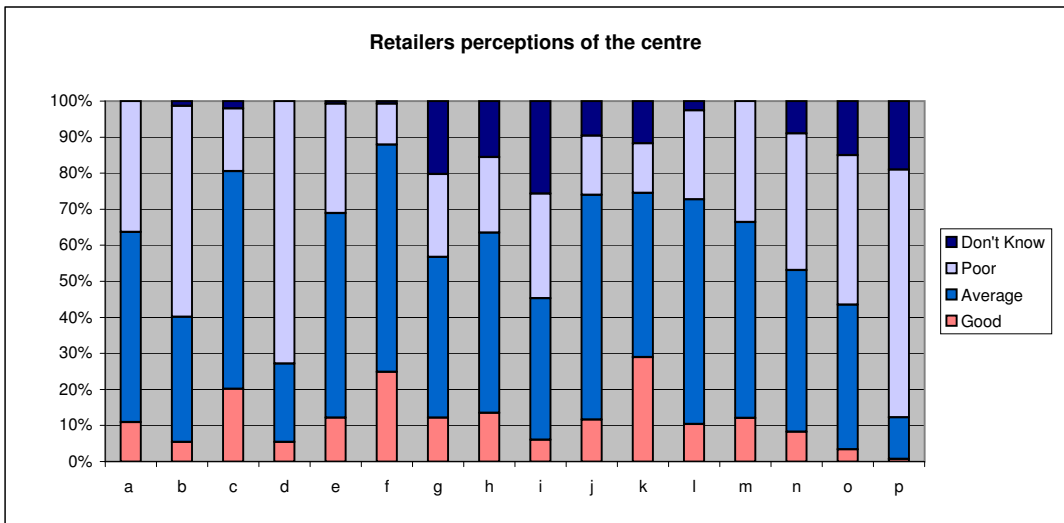
Local residents	[85]	(39.5%)
Other residents in the wider Calderdale area	[79]	(36.7%)
Office employees	[33]	(15.3%)
Tourist/Leisure Visitors	[18]	(8.4%)
	<b>[215]</b>	<b>(100.0%)</b>

Other (please specify)

*All of above [1], Any [1], Shoppers [1], N/A [1], Commercial work [1], Nationwide clients [1], Worldwide [1], Yorkshire area [1], (Freight) Outside area business [1], Town Centre management [1], Internet [1], Businesses in Calderdale & North England [1], Nationwide customers [2], SMB's in West Yorkshire [1], Local businesses [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know	
		%		%		%		%
a. Range of shops and services	[16]	(10.8%)	[77]	(52.0%)	[53]	(35.8%)	[0]	(0.0%)
b. Location and quality of car parks	[8]	(5.4%)	[51]	(34.5%)	[86]	(58.1%)	[2]	(1.4%)
c. Foodstore provision	[29]	(19.6%)	[87]	(58.8%)	[25]	(16.9%)	[3]	(2.0%)
d. Car parking	[8]	(5.4%)	[32]	(21.6%)	[107]	(72.3%)	[0]	(0.0%)
e. Shopping environment	[18]	(12.2%)	[84]	(56.8%)	[45]	(30.4%)	[1]	(0.7%)
f. Pedestrian environment	[37]	(25.0%)	[94]	(63.5%)	[17]	(11.5%)	[1]	(0.7%)
g. Security (CCTV)	[18]	(12.2%)	[66]	(44.6%)	[34]	(23.0%)	[30]	(20.3%)
h. Security (Daytime)	[20]	(13.5%)	[74]	(50.0%)	[31]	(20.9%)	[23]	(15.5%)
i. Security (Evening)	[9]	(6.1%)	[58]	(39.2%)	[43]	(29.1%)	[38]	(25.7%)
j. Personal safety	[17]	(11.5%)	[91]	(61.5%)	[24]	(16.2%)	[14]	(9.5%)
k. Access by public transport	[42]	(28.4%)	[66]	(44.6%)	[20]	(13.5%)	[17]	(11.5%)
l. Signage	[16]	(10.8%)	[96]	(64.9%)	[38]	(25.7%)	[4]	(2.7%)
m. Cleanliness	[18]	(12.2%)	[81]	(54.7%)	[50]	(33.8%)	[0]	(0.0%)
n. Entertainment/Leisure	[12]	(8.1%)	[65]	(43.9%)	[55]	(37.2%)	[13]	(8.8%)
o. Special events	[5]	(3.4%)	[59]	(39.9%)	[61]	(41.2%)	[22]	(14.9%)
p. Public toilets	[1]	(0.7%)	[17]	(11.5%)	[101]	(68.2%)	[28]	(18.9%)
	<b>[274]</b>		<b>[1098]</b>		<b>[790]</b>		<b>[196]</b>	

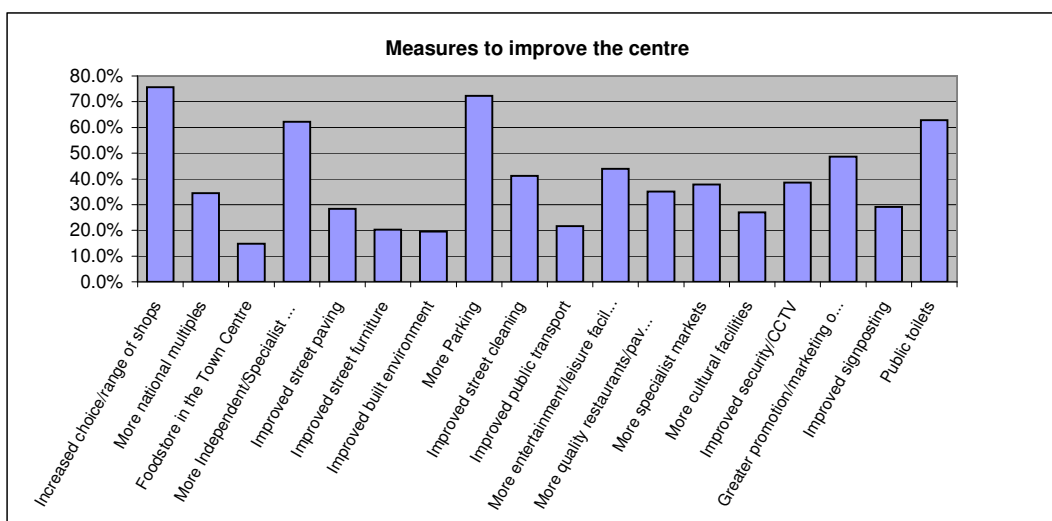


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	[112]	(75.7%)
More national multiples	[51]	(34.5%)
Foodstore in the Town Centre	[22]	(14.9%)
More Independent/Specialist traders	[92]	(62.2%)
Improved street paving	[42]	(28.4%)
Improved street furniture	[30]	(20.3%)
Improved built environment	[29]	(19.6%)
More Parking	[107]	(72.3%)
Improved street cleaning	[61]	(41.2%)
Improved public transport	[32]	(21.6%)
More entertainment/leisure facilities	[65]	(43.9%)
More quality restaurants/pavement cafes	[52]	(35.1%)
More specialist markets	[56]	(37.8%)
More cultural facilities	[40]	(27.0%)
Improved security/CCTV	[57]	(38.5%)
Greater promotion/marketing of the centre	[72]	(48.6%)
Improved signposting	[43]	(29.1%)
Public toilets	[93]	(62.8%)
	<b>[1056]</b>	

Other (please state)

*Free parking [2], All the above [1], More public transport (not at expense of car) [1], Cheaper parking [2], More upmarket bars [1], More usage/publicity of the Piece Hall [1], More resources to Town Centre management [1], No car parking fees [2], Less charity shops [1], A new Council [1], Anything that improves the food hall [1], More signage [2], More directions to car parks [1], Less joy riders [1], More Police [1]*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	[64]	(48.5%)
Too many non-retail uses	[54]	(40.9%)
Not enough non-retail uses	[14]	(10.6%)
	<b>[132]</b>	<b>(100.0%)</b>

Please specify:

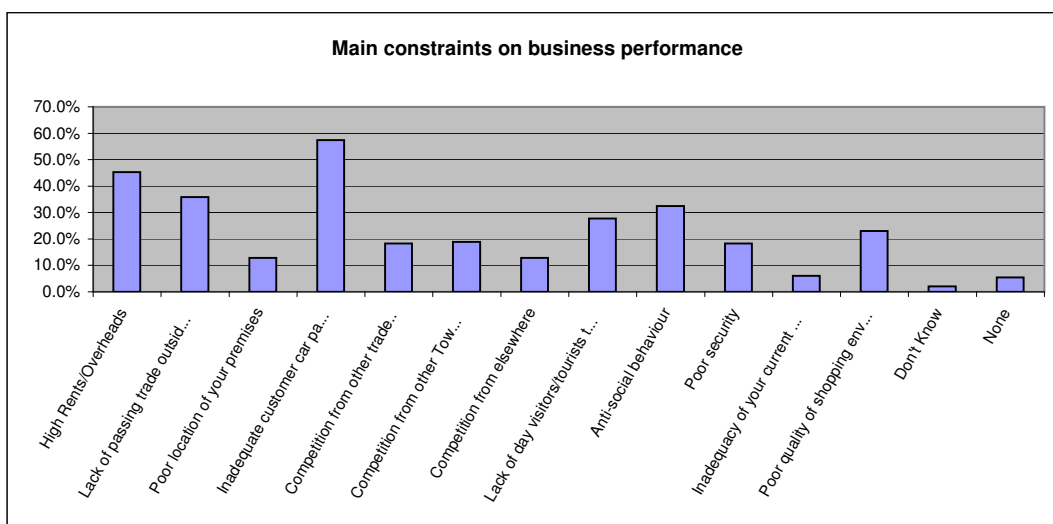
*Too many pubs/nightclubs/bars [1], More top name shops [1], Not sure [1], Halifax - Poor selection of retail shops compared to Huddersfield [1], Too many charity shops [4], Not enough choice [1], Too many £1 shops [2], Need more retail [1], Not enough variety [1], Too many cafés [1], More 'up market' restaurants [1], Too many pubs [1], Too many fast food shops [1], Too many pubs/cafés [1], More 'up market' shops [1],*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	[67]	(45.3%)
Lack of passing trade outside your premises	[53]	(35.8%)
Poor location of your premises	[19]	(12.8%)
Inadequate customer car parking	[85]	(57.4%)
Competition from other traders in Town Centre	[27]	(18.2%)
Competition from other Town Centres nearby	[28]	(18.9%)
Competition from elsewhere	[19]	(12.8%)
Lack of day visitors/tourists to Town Centre	[41]	(27.7%)
Anti-social behaviour	[48]	(32.4%)
Poor security	[27]	(18.2%)
Inadequacy of your current premises	[9]	(6.1%)
Poor quality of shopping environment	[34]	(23.0%)
Don't Know	[3]	(2.0%)
None	[8]	(5.4%)
	<b>[468]</b>	

Other (please specify)

*Free parking [1], N/A [2], Too many charity shops [1], Lack of resources [1], Supermarkets with parking [1], Too many cafés [1], Vandalism [1], Too many joy riders [1], Improve premises [1]*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	[70]	(50.72%)
Yes, close	[16]	(11.59%)
Yes, relocate in Town Centre	[11]	(7.97%)
Yes, relocate out-of-centre	[15]	(10.87%)
Yes, extend floorspace	[5]	(3.62%)
Yes, reduce floorspace	[4]	(2.90%)
Yes, refurbish existing floorspace	[17]	(12.32%)
	<b>[138]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*Sell [1], Open more stores [1], Larger premises [2], Government decision [1], Maybe [1], Unsure [1], Possibly sell - can't make living [1], Move if land lord increases rent [1], Possible relocate [1], Purchase of additional outlets [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*Huddersfield [2], Piece Hall [1], Leeds [2], Unknown [1], Out of town [1], Hipperholme [1], Place in town with more spaces [1], Individual estate [1], South Halifax [1], New Zealand [1]*

**Q8c. If relocating, what is the main reason for this decision?**

*More choice [1], Council decision [1], Disabled access [1], More parking [2], Improved customer access [1], Space [1], Parking [1], No customers due to parking charges [1], New website [1], Redesign the shop front [1], Better location [1], More modern premises [1], Poor parking [1], Crime/Vandalism [1], High rent [1], Council not prepared to invest in future of town [1], Police have control [1], Weather [1], Heavy handed parking restrictions [1], Better parking [1], Bad profit [1], Losses [1], In existing premises [1]*

**Q9. What specific support would help your business?**

Training	[14]	(12.7%)
Shop front improvement grants	[35]	(31.8%)
Marketing assistance	[32]	(29.1%)
Business Crime Reduction	[29]	(26.4%)
	<b>110</b>	<b>(100.0%)</b>

Other (please specify)

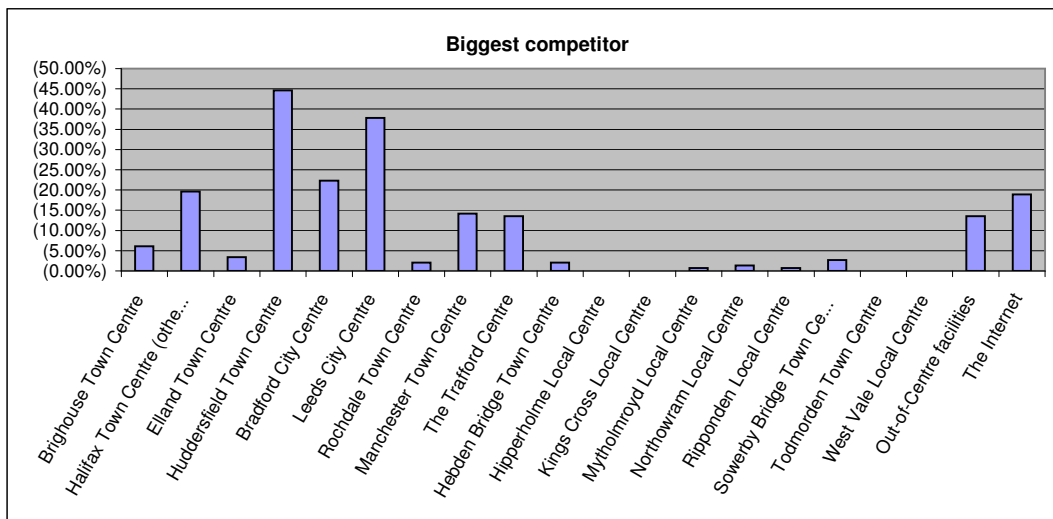
*N/A [4], Pedestrianise Harrison Road [1], Car parking [3], N/A [2], University Campus [1], Larger retail stores [1], Lower rates/rents [3], More people to Piece Hall [1], Increase in parking [1], More on-street parking [1], Sign posting [1], Positive Council [1], Police centre more and get rid/move on youths [1], Enthusiasm from Council [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre	[9]	(6.08%)
Halifax Town Centre (other retailers)	[29]	(19.59%)
Elland Town Centre	[5]	(3.38%)
Huddersfield Town Centre	[66]	(44.59%)
Bradford City Centre	[33]	(22.30%)
Leeds City Centre	[56]	(37.84%)
Rochdale Town Centre	[3]	(2.03%)
Manchester Town Centre	[21]	(14.19%)
The Trafford Centre	[20]	(13.51%)
Hebden Bridge Town Centre	[3]	(2.03%)
Hipperholme Local Centre	[0]	(0.00%)
Kings Cross Local Centre	[0]	(0.00%)
Mytholmroyd Local Centre	[1]	(0.68%)
Northowram Local Centre	[2]	(1.35%)
Ripponden Local Centre	[1]	(0.68%)
Sowerby Bridge Town Centre	[4]	(2.70%)
Todmorden Town Centre	[0]	(0.00%)
West Vale Local Centre	[0]	(0.00%)
Out-of-Centre facilities	[20]	(13.51%)
The Internet	[28]	(18.92%)
	<b>[301]</b>	

Other (please specify)

*Supermarket chains [1], N/A [5], White Rose Centre [5], Supermarkets [2], None [3], Out of town shopping centres [1], Meadow Hill [1], Local businesses with own canteen [1]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	[28]	(19.6%)
No	[115]	(80.4%)
	<b>[143]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Brighouse [5], Hebden Bridge [4], Sowerby Bridge [2], Park Road [1], Bradford [1], Argos nearby [1], Stone Dam Mills [1], Todmorden [1], Well Lane [1], Numerous locations [1], Tattoo studio [1], Huddersfield [2], Bakery and shop at King's Cross [1], Leeds [1], Rochdale [1], Dewsbury [1], Wakefield [1], Keighley [1], Todmorden [1], Garages in Halifax & Brighouse [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	[6]	(23.1%)
Worse	[3]	(11.5%)
Same	[17]	(65.4%)
	<b>[26]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	[14]	(25.00%)
Chamber of Trade	[4]	(7.14%)
Halifax Town Centre Forum	[22]	(39.29%)
Todmorden Pride (or its replacement)	[0]	(0.00%)
Build a Brighter Brighouse	[0]	(0.00%)
Hebden Royd Partnership	[0]	(0.00%)
Business Forum	[1]	(1.79%)
Trade Association	[15]	(26.79%)
	<b>[56]</b>	<b>(100.00%)</b>

Other (please specify)

*Pub Watch [2], Federation of Small Businesses [1], Market Tenants Association [1], E.S.B [1], Calderdale Community Forum [1], Made in Yorkshire [1]*

**Q15. What ideas do you have for improving the Town Centre?**

*Reduce parking fees [6], More parking [4], More public toilets [1], Try to get in bigger department stores for clothing [1], Cleaner streets [3], No gum on pavements [1], More Police presence in town centre [1], More tourist attractions [1], Improve disabled access [1], Develop Market Hall [1], Develop Piece Hall [4], Better policing [4], High fines on chewing gum [1], Litter [1], Need farmers market [1], Need a Cinema [1], Less fast food outlets [1], More leisure activities for young people [1], More independent shops [1], More CCTV [5], Free parking [4], Café in market requests a reduction in rates [1], On market for 8 months - need help - bring to MP's attention [1], Better parking facilities [4], Better signage for local businesses [1], More covered areas for shoppers [1], Less aggressive parking regime [1], Lower rents [2], Greater Police presence [1], Better lighting [1], Better security [2], Develop more shops in centre [1], Later opening hours [1], Increase in public transport [1], More brand name shops [2], Cheaper parking [6], Utilise cheap parking [3], Improve access to shops [1], Utilise Piece Hall [2], More Police patrols [2], Clamp down on anti-social behaviour [1], More funding for town centre [1], Clean up centre [1], More greenery [1], Stop parking wardens operating on a Sunday [1], More on-street parking [2], Operate more shuttle buses [1], Encourage more independent traders [1], Cheap, central multi-storey car park [1], Better control over yobs [1], More restaurants [1], More car parking [1], Less public houses and cheap stores [1], Reduce rents for shops [1], Intimidating for the older people [1], More evening events [1], More independent traders [1], Improve car parking [1], Voted 'Best Market' in 2008 - should therefore promote it [1], Modernise Piece Hall [1], Better parking/loading bays [1], No selling of car parks [1], Need more bus stops [1], Free parking for traders [1], Lower parking charges [2], More Police [4], Tidy up empty/boarded up shops [1], Market town better [3], More trees [1], More Christmas lights [1], Dealing with joy riders who drive too fast of any race, not just white [1], Less traffic wardens [1], Quality shops, not £1 shops [1], Less nightclubs [1], Better shop fronts [1], Need to encourage manufacturers to invest in town [1], Not fair supermarkets have free parking and small businesses don't [1], No more £1 shops [1], Need more long-stay parking [1], Keep pavements clean [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*Move on Youths/New Youth Centre [1], Allow retailers to park for unloading [1], People put off visiting centre if they get a parking ticket [1], Need to think outside box and look for ways to make people visit Halifax [1], Council needs to listen to business advice [1], Overall appearance of Town Centre [1], Reduce speed in centre [1], High Street shops needed [1], Improve security in Piece Hall [1], Free parking to encourage shoppers [1], Talk with other Councils about how they improved their centre [1], Less talking, more action [1], Empty shops a blot [1], Penalise lorries parking on double yellow lines [1], Remove bus routes [1], Remove youths [1], Cleaner streets [1], Better lighting [1], Improve quality of shops [1], Clean up centre and empty shops [1], Develop Piece Hall [1], More funding through preparation of a Business Improvement District or S106 [1], Council doing too many surveys and no one listens [1], Beautiful town going downhill fast [1], Bad Council management for cars [1], Need to market Halifax better [1], Too much procrastination [1], Too many pubs and estate agents; atmosphere must change in centre [1], Need to bring more specialist shops; 5 x rent increase in 1991 drove specialist shops away [1], Improve bus routes [1]*

## ELLAND TOWN CENTRE BUSINESS SURVEY RESULTS

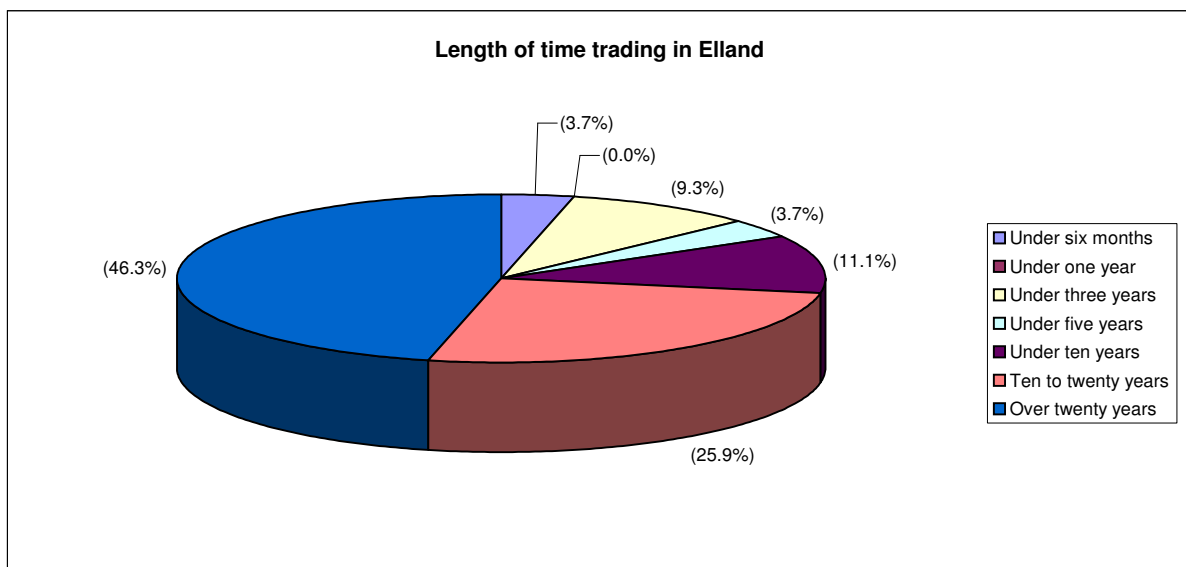
Questionnaires Distributed:

127

Responses: 54 (43%)

### Q1a. How long, approximately, has the business traded in Elland Town Centre?

Under six months	[2]	(3.7%)
Under one year	[0]	(0.0%)
Under three years	[5]	(9.3%)
Under five years	[2]	(3.7%)
Under ten years	[6]	(11.1%)
Ten to twenty years	[14]	(25.9%)
Over twenty years	[25]	(46.3%)
	<b>[54]</b>	<b>(100.0%)</b>

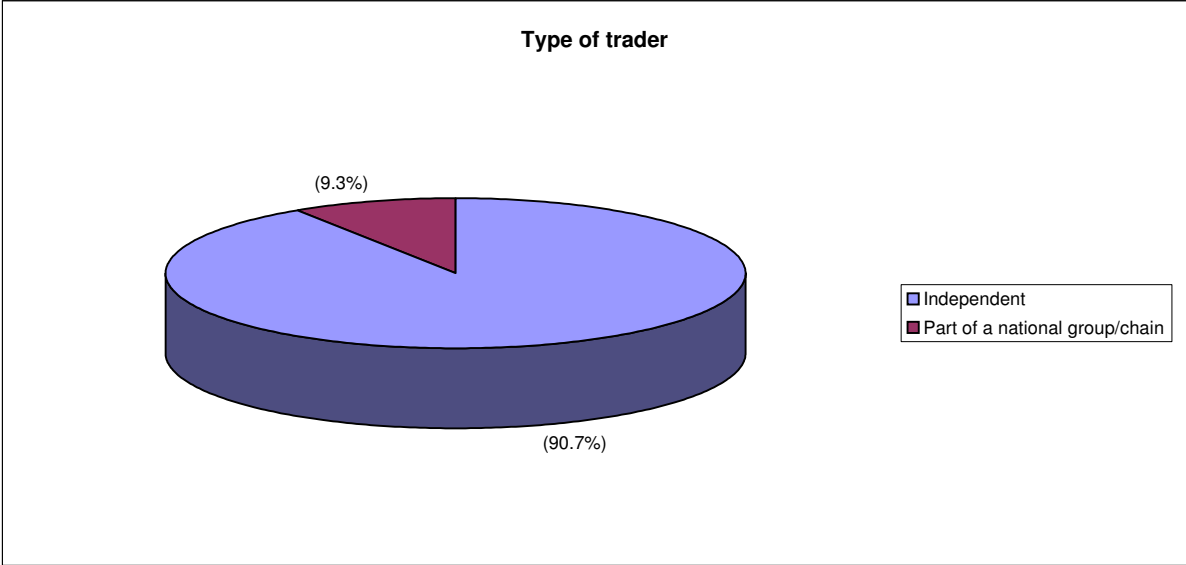


### Q1b. Is your business?

Independent	[49]	(90.7%)
Part of a national group/chain	[5]	(9.3%)
	<b>[54]</b>	<b>(100.0%)</b>

Other (please specify)

*No comments.*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

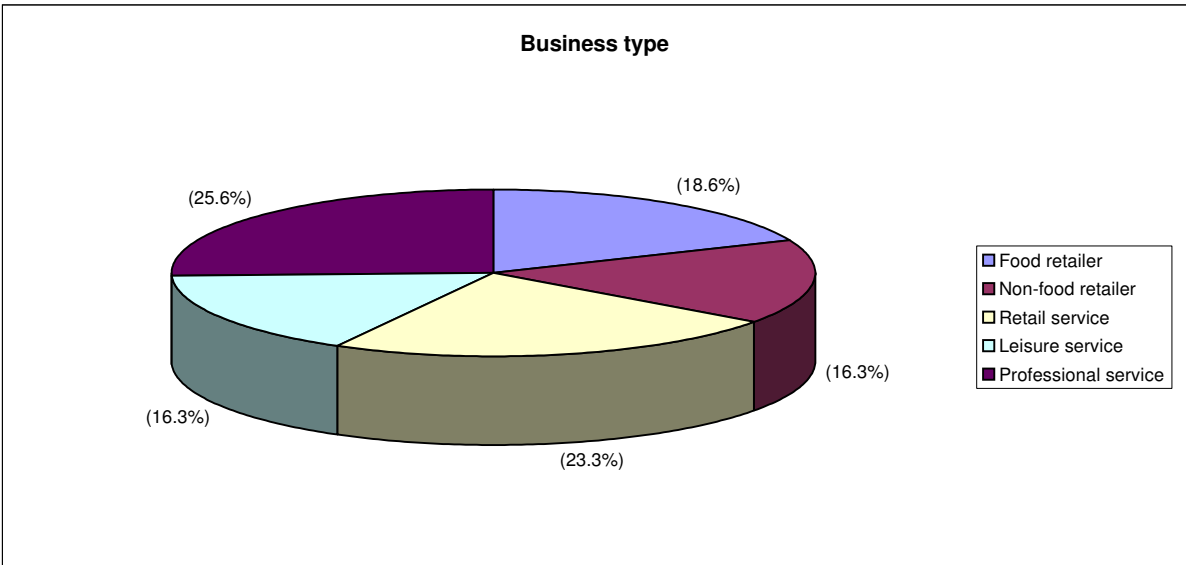
Yes	[9]	(69.2%)
No	[4]	(30.8%)
<b>Total</b>	<b>[13]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	[8]	(18.6%)
Non-food retailer	[7]	(16.3%)
Retail service	[10]	(23.3%)
Leisure service	[7]	(16.3%)
Professional service	[11]	(25.6%)
<b>Total</b>	<b>[43]</b>	<b>(100.0%)</b>

Other (please specify)

*Specialist outdoor pursuits [1], Dentist [2], Vehicle rental [1], Physiotherapist [1], Architectural practice [1], Textile manufacturer [1], Boat yard [1], Moorings & holiday boat hire [1], Church of England [1], Children's Day Care [1], Manufacturer [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	[38]	(70.4%)
6-10 staff	[7]	(13.0%)
11-20 staff	[5]	(9.3%)
21-50 staff	[2]	(3.7%)
51-100 staff	[2]	(3.7%)
100 +	[0]	(0.0%)
	<b>[54]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Elland Town Centre?**

Yes	[50]	(92.6%)
No	[1]	(1.9%)
	<b>[51]</b>	<b>(94.4%)</b>

*If no, where did you relocate from?*

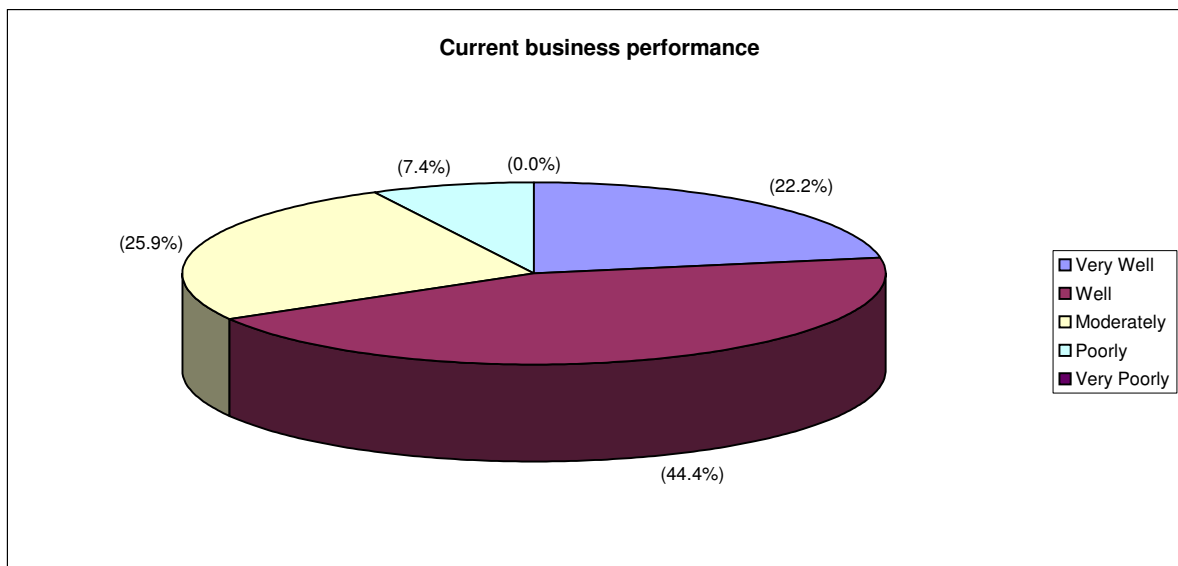
*New business [1], Todmorden [1]*

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	[13]	(24.1%)
Grown moderately	[26]	(48.1%)
Remained largely static	[6]	(11.1%)
Declined moderately	[3]	(5.6%)
Declined significantly	[6]	(11.1%)
	<b>[54]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	[12]	(22.2%)
Well	[24]	(44.4%)
Moderately	[14]	(25.9%)
Poorly	[4]	(7.4%)
Very Poorly	[0]	(0.0%)
	<b>[54]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	[32]	(59.3%)
Owner Occupied	[20]	(37.0%)
No Answer	[2]	(3.7%)
	<b>[54]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

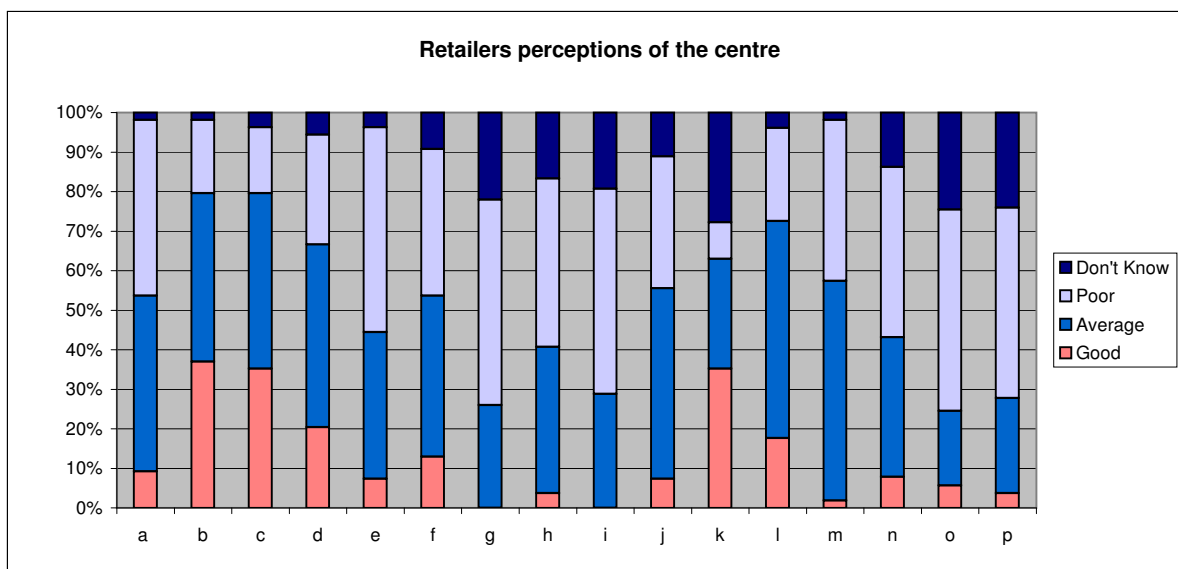
Local residents	[37]	(50.7%)
Other residents in the wider Calderdale area	[22]	(30.1%)
Office employees	[9]	(12.3%)
Tourist/Leisure Visitors	[5]	(6.8%)
	<b>[73]</b>	<b>(100.0%)</b>

Other (please specify)

*People looking for specialist technical products [1], Significant numbers - overseas [1], Small businesses [1]  
Products delivered out to customers [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know	
		%		%		%		%
a. Range of shops and services	[5]	(8.3%)	[24]	(40.0%)	[24]	(40.0%)	[1]	(1.7%)
b. Location and quality of car parks	[20]	(33.3%)	[23]	(38.3%)	[10]	(16.7%)	[1]	(1.7%)
c. Foodstore provision	[19]	(31.7%)	[24]	(40.0%)	[9]	(15.0%)	[2]	(3.3%)
d. Car parking	[11]	(18.3%)	[25]	(41.7%)	[15]	(25.0%)	[3]	(5.0%)
e. Shopping environment	[4]	(6.7%)	[20]	(33.3%)	[28]	(46.7%)	[2]	(3.3%)
f. Pedestrian environment	[7]	(11.7%)	[22]	(36.7%)	[20]	(33.3%)	[5]	(8.3%)
g. Security (CCTV)	[0]	(0.0%)	[13]	(21.7%)	[26]	(43.3%)	[11]	(18.3%)
h. Security (Daytime)	[2]	(3.3%)	[20]	(33.3%)	[23]	(38.3%)	[9]	(15.0%)
i. Security (Evening)	[0]	(0.0%)	[15]	(25.0%)	[27]	(45.0%)	[10]	(16.7%)
j. Personal safety	[4]	(6.7%)	[26]	(43.3%)	[18]	(30.0%)	[6]	(10.0%)
k. Access by public transport	[19]	(31.7%)	[15]	(25.0%)	[5]	(8.3%)	[15]	(25.0%)
l. Signage	[9]	(15.0%)	[28]	(46.7%)	[12]	(20.0%)	[2]	(3.3%)
m. Cleanliness	[1]	(1.7%)	[30]	(50.0%)	[22]	(36.7%)	[1]	(1.7%)
n. Entertainment/Leisure	[4]	(6.7%)	[18]	(30.0%)	[22]	(36.7%)	[7]	(11.7%)
o. Special events	[3]	(5.0%)	[10]	(16.7%)	[27]	(45.0%)	[13]	(21.7%)
p. Public toilets	[2]	(3.3%)	[13]	(21.7%)	[26]	(43.3%)	[13]	(21.7%)
	<b>[110]</b>		<b>[326]</b>		<b>[314]</b>		<b>[101]</b>	

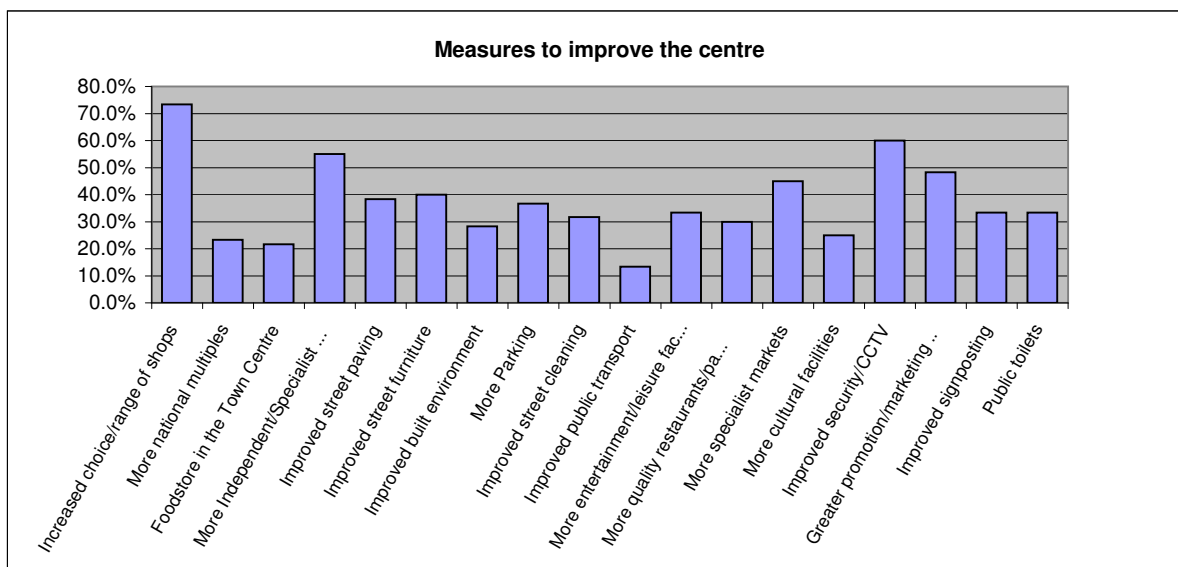


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	[44]	(73.3%)
More national multiples	[14]	(23.3%)
Foodstore in the Town Centre	[13]	(21.7%)
More Independent/Specialist traders	[33]	(55.0%)
Improved street paving	[23]	(38.3%)
Improved street furniture	[24]	(40.0%)
Improved built environment	[17]	(28.3%)
More Parking	[22]	(36.7%)
Improved street cleaning	[19]	(31.7%)
Improved public transport	[8]	(13.3%)
More entertainment/leisure facilities	[20]	(33.3%)
More quality restaurants/pavement cafes	[18]	(30.0%)
More specialist markets	[27]	(45.0%)
More cultural facilities	[15]	(25.0%)
Improved security/CCTV	[36]	(60.0%)
Greater promotion/marketing of the centre	[29]	(48.3%)
Improved signposting	[20]	(33.3%)
Public toilets	[20]	(33.3%)
	<b>[402]</b>	

Other (please state)

*Abolish car park charges [1], Too many takeaways [1]*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	[23]	(52.3%)
Too many non-retail uses	[16]	(36.4%)
Not enough non-retail uses	[5]	(11.4%)
	<b>[44]</b>	<b>(100.0%)</b>

Please specify:

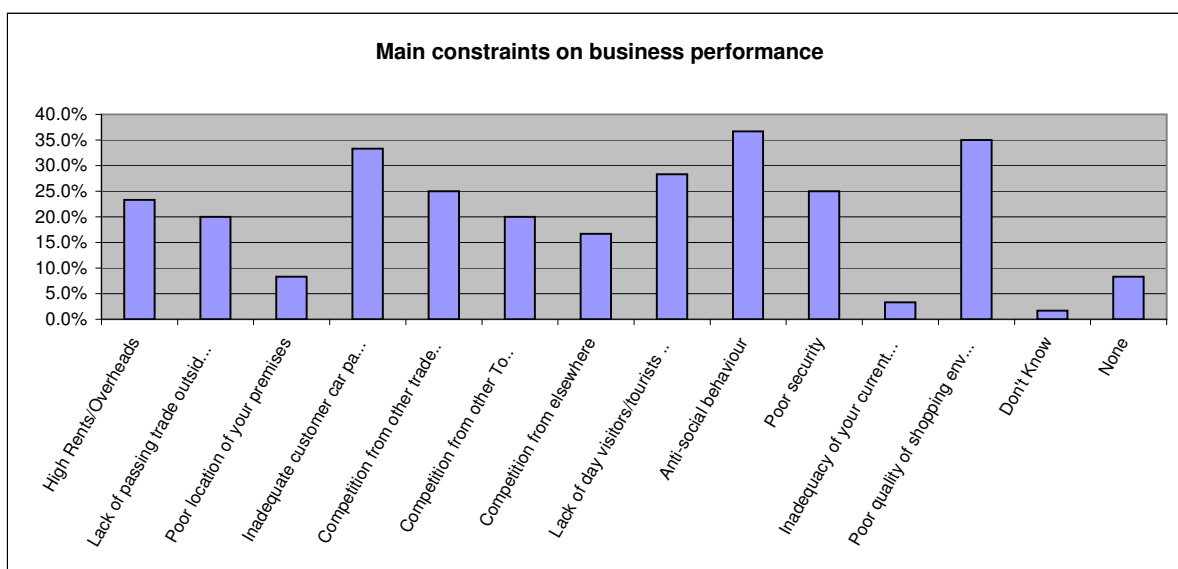
*Too many fast food [1], Too many hairdressers [1], Need shoe shops, green grocers [1], More high quality shops [1]*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	[14]	(23.3%)
Lack of passing trade outside your premises	[12]	(20.0%)
Poor location of your premises	[5]	(8.3%)
Inadequate customer car parking	[20]	(33.3%)
Competition from other traders in Town Centre	[15]	(25.0%)
Competition from other Town Centres nearby	[12]	(20.0%)
Competition from elsewhere	[10]	(16.7%)
Lack of day visitors/tourists to Town Centre	[17]	(28.3%)
Anti-social behaviour	[22]	(36.7%)
Poor security	[15]	(25.0%)
Inadequacy of your current premises	[2]	(3.3%)
Poor quality of shopping environment	[21]	(35.0%)
Don't Know	[1]	(1.7%)
None	[5]	(8.3%)
	<b>[171]</b>	

Other (please specify)

*Lack of investment [1]*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	[30]	(57.69%)
Yes, close	[1]	(1.92%)
Yes, relocate in Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[2]	(3.85%)
Yes, extend floorspace	[3]	(5.77%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[16]	(30.77%)
	<b>[52]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*Depends on how trade goes; may have to sell up, the town is so quiet [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*Don't know yet [1], Non high street location [1]*

**Q8c. If relocating, what is the main reason for this decision?**

*Change in business trends [1]*

**Q9. What specific support would help your business?**

Training	[1]	(1.7%)
Shop front improvement grants	[24]	(41.4%)
Marketing assistance	[17]	(29.3%)
Business Crime Reduction	[16]	(27.6%)
	<b>58</b>	<b>(100.0%)</b>

Other (please specify)

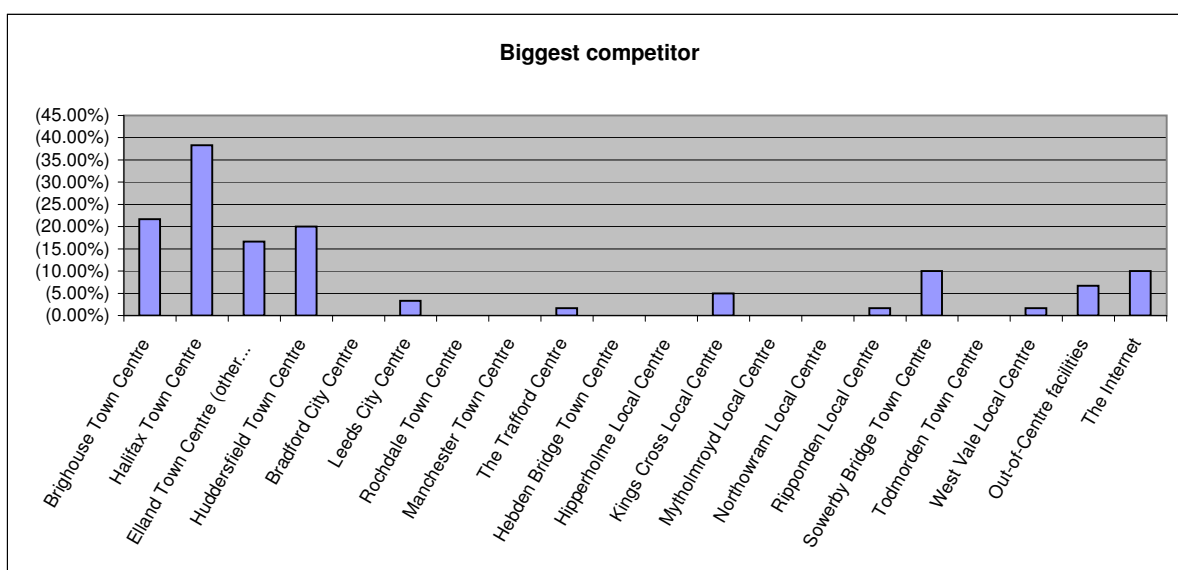
*Increased foot traffic [1], To control jobs who continue to make life difficult for all traders [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre	[13]	(21.67%)
Halifax Town Centre	[23]	(38.33%)
Elland Town Centre (other retailers)	[10]	(16.67%)
Huddersfield Town Centre	[12]	(20.00%)
Bradford City Centre	[0]	(0.00%)
Leeds City Centre	[2]	(3.33%)
Rochdale Town Centre	[0]	(0.00%)
Manchester Town Centre	[0]	(0.00%)
The Trafford Centre	[1]	(1.67%)
Hebden Bridge Town Centre	[0]	(0.00%)
Hipperholme Local Centre	[0]	(0.00%)
Kings Cross Local Centre	[3]	(5.00%)
Mytholmroyd Local Centre	[0]	(0.00%)
Northowram Local Centre	[0]	(0.00%)
Ripponden Local Centre	[1]	(1.67%)
Sowerby Bridge Town Centre	[6]	(10.00%)
Todmorden Town Centre	[0]	(0.00%)
West Vale Local Centre	[1]	(1.67%)
Out-of-Centre facilities	[4]	(6.67%)
The Internet	[6]	(10.00%)
	<b>[82]</b>	

Other (please specify)

*None [1]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	[6]	(11.3%)
No	[47]	(88.7%)
	<b>[53]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Skircoat Green [1], All Saints Church [1], Elland [1], Halifax & Huddersfield [1], West Vale [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	[1]	(14.3%)
Worse	[1]	(14.3%)
Same	[5]	(71.4%)
	<b>[7]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	[1]	(11.11%)
Chamber of Trade	[0]	(0.00%)
Halifax Town Centre Forum	[0]	(0.00%)
Todmorden Pride (or its replacement)	[0]	(0.00%)
Build a Brighter Brighthouse	[0]	(0.00%)
Hebden Royd Partnership	[0]	(0.00%)
Business Forum	[0]	(0.00%)
Trade Association	[8]	(88.89%)
	<b>[9]</b>	<b>(100.00%)</b>

Other (please specify)

*Federation of Small Businesses [2], Huddersfield & District Textile Training GRP [1], Elland Shop Watch [1]*

**Q15. What ideas do you have for improving the Town Centre?**

*Anti-Social behaviour is a big problem [1], More Police patrols [1], More parking [2], Less cafés/takeaways [1], Better car park security [1], A manned Police Station [1], Larger variety of shops [1], The town has died over the last 5 years [1], Nothing in Elland to attract people [1], Tidy up shop fronts [1], Improve derelict property [1], Better facilities e.g. sports centre [1], Elland needs a makeover and a supermarket [1], Free parking [3], Better quality shops [1], A Town Centre bypass [1], Improvement/Investment of shop fronts [1], Entertainment in Square [1], Improve market and advertise [1], More non-food outlets [1], No graffiti [1], Don't allow large supermarkets as they will kill the Town Centre [1], Improve the Friday market [1], Add stalls to market [1], Shoppers need an incentive to go to the market [1], Advertise the market in the papers and on the radio [1], Need more traders on market [1], A better market will mean more footfall/trade in the Town Centre as well [1], Get the Council working with empty shop owners to get them re-opened [1], Need better CCTV cameras [1], Move market to centre car park or Piazza in front of the flats [1], Need plants to brighten appearance [1], CCTV is very slow and is not accurate [1], Stop wasting £60,000+ on surveys and put it into shop fronts etc [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*High profile Police presence in certain areas with drug problems and large gangs of youths [1], Empty shops need tenants [1], Residents don't feel safe in the evening [1], People don't want to visit when there's a risk of being the victim of a crime [1], Visibility of Police Officers with full enforcement is required [1], The arrival of traffic wardens has put people off visiting [1], We don't see the benefit of having CCTV as no one is interested in using the footage to prosecute [1], One wonders whether we shall see our comments taken into account or will it be filed under the heading BIN!, like the last study [1], Nothing will come of this survey as the powers that be put a stop to everything i.e. ASDA [1], The people of Elland know what's best but the Council doesn't listen [1]*

## HEBDEN BRIDGE TOWN CENTRE BUSINESS SURVEY RESULTS

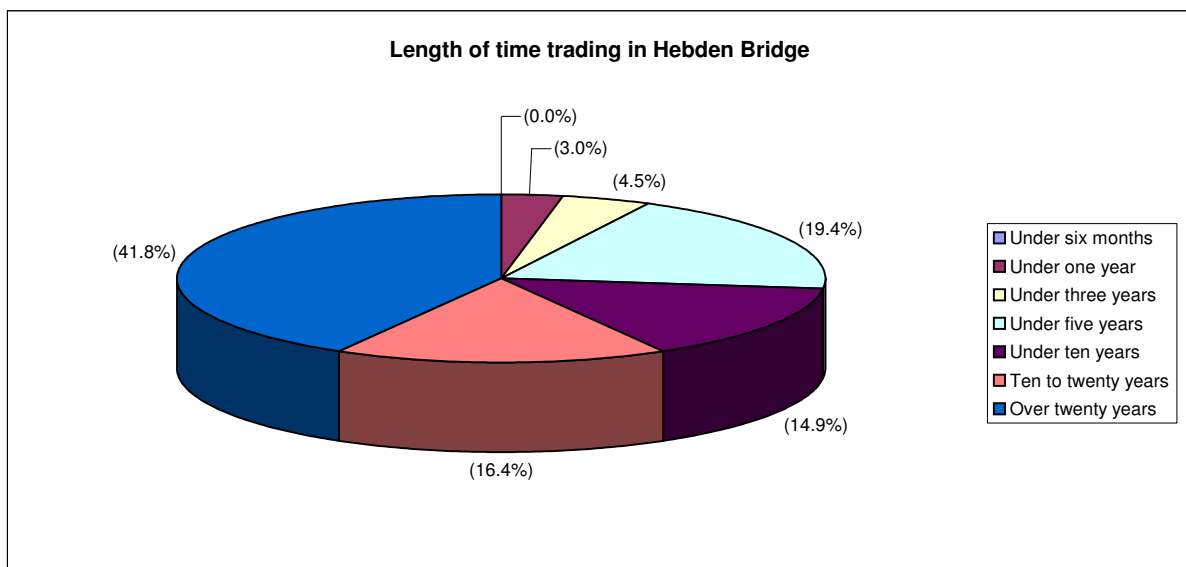
Questionnaires Distributed:

225

Responses: 67 (30%)

### Q1a. How long, approximately, has the business traded in Hebden Bridge Town Centre?

Under six months	[0]	(0.0%)
Under one year	[2]	(3.0%)
Under three years	[3]	(4.5%)
Under five years	[13]	(19.4%)
Under ten years	[10]	(14.9%)
Ten to twenty years	[11]	(16.4%)
Over twenty years	[28]	(41.8%)
	<b>[67]</b>	<b>(100.0%)</b>

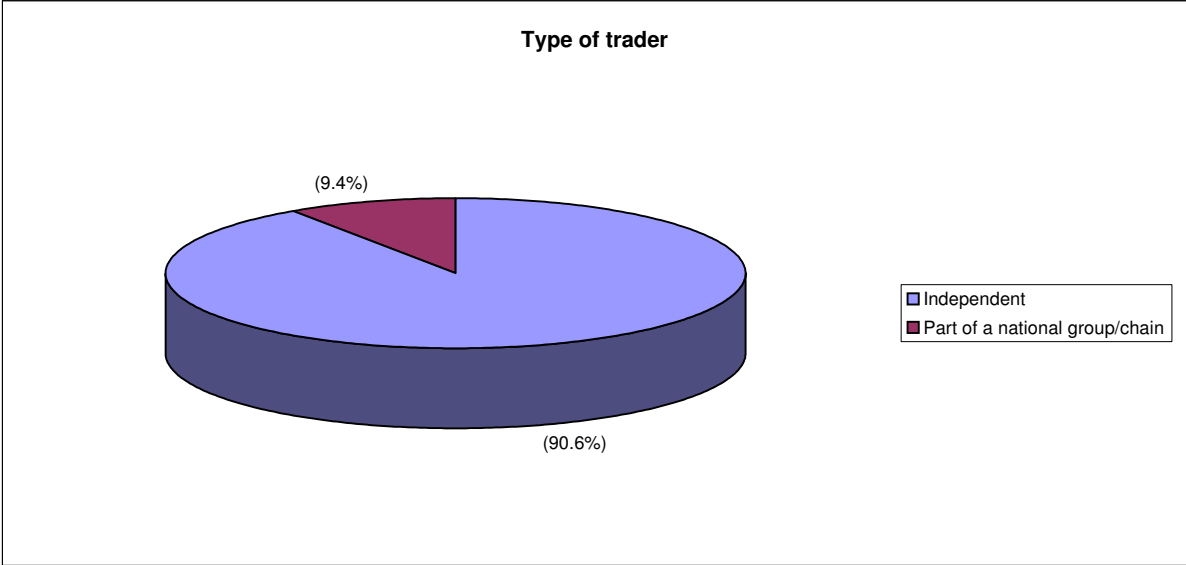


### Q1b. Is your business?

Independent	[58]	(90.6%)
Part of a national group/chain	[6]	(9.4%)
	<b>[64]</b>	<b>(100.0%)</b>

Other (please specify)

*Local education [1], Post Office [1]*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

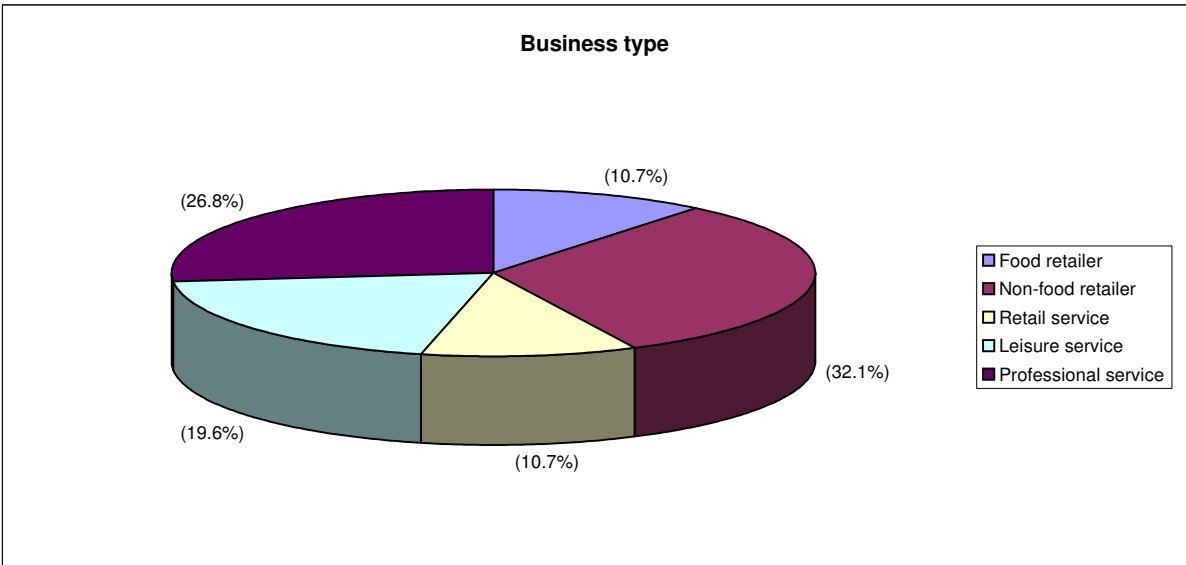
Yes	[6]	(60.0%)
No	[4]	(40.0%)
	<b>[10]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	[6]	(10.7%)
Non-food retailer	[18]	(32.1%)
Retail service	[6]	(10.7%)
Leisure service	[11]	(19.6%)
Professional service	[15]	(26.8%)
	<b>[56]</b>	<b>(100.0%)</b>

Other (please specify)

*Manufacturer & retail [1], Education [1], Holistic healing & teaching [1], Painting & Pottery studio [1], Private Health [1], Alternative therapist [1], Private hire [1], Sales outsourcing company [1], Business services [1], Property owners & developers [1], B&B [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	[45]	(67.2%)
6-10 staff	[11]	(16.4%)
11-20 staff	[10]	(14.9%)
21-50 staff	[0]	(0.0%)
51-100 staff	[0]	(0.0%)
100 +	[1]	(1.5%)
	<b>[67]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Hebden Bridge Town Centre?**

Yes	[64]	(95.5%)
No	[3]	(4.5%)
	<b>[67]</b>	<b>(100.0%)</b>

*If no, where did you relocate from?*

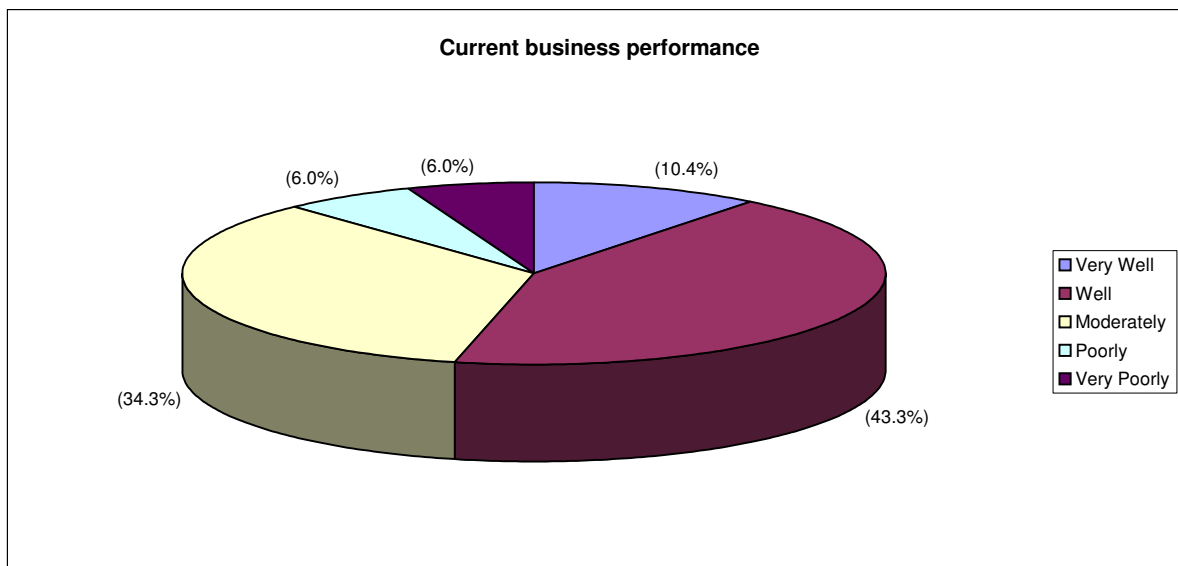
Halifax [1], Market Street [1], End of Market Street [1]

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	[13]	(20.0%)
Grown moderately	[28]	(43.1%)
Remained largely static	[15]	(23.1%)
Declined moderately	[5]	(7.7%)
Declined significantly	[4]	(6.2%)
	<b>[65]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	[7]	(10.4%)
Well	[29]	(43.3%)
Moderately	[23]	(34.3%)
Poorly	[4]	(6.0%)
Very Poorly	[4]	(6.0%)
	<b>[67]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	[48]	(71.6%)
Owner Occupied	[19]	(28.4%)
No Answer	[0]	(0.0%)
	<b>[67]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

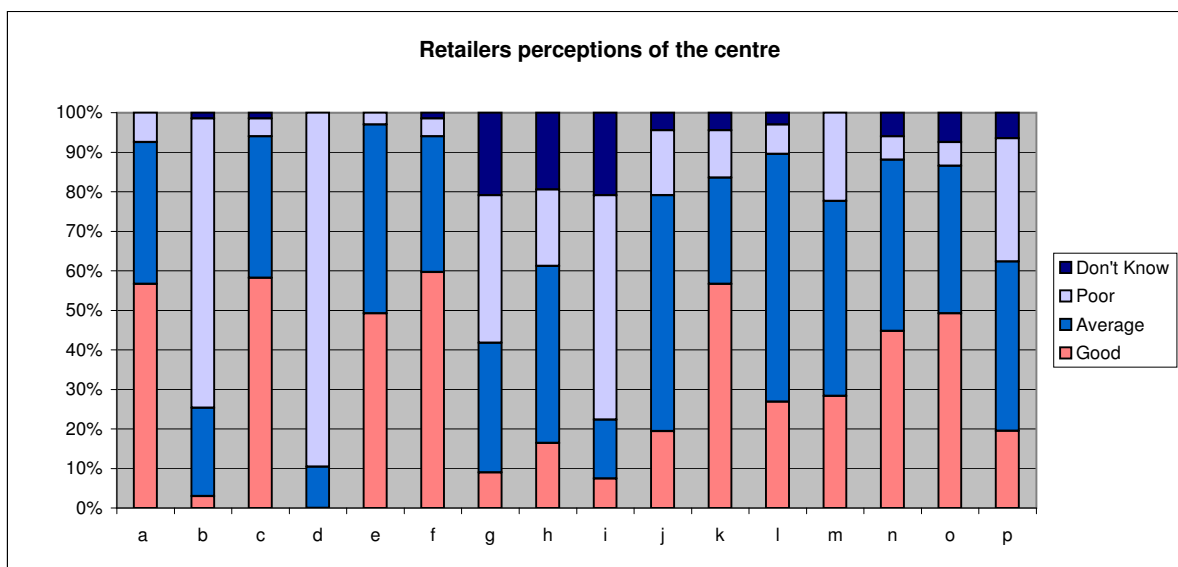
Local residents	[48]	(44.4%)
Other residents in the wider Calderdale area	[30]	(27.8%)
Office employees	[7]	(6.5%)
Tourist/Leisure Visitors	[23]	(21.3%)
	<b>[108]</b>	<b>(100.0%)</b>

Other (please specify)

*National companies [1], Variety of clients across England [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know	
		%		%		%		%
a. Range of shops and services	[38]	(63.3%)	[24]	(40.0%)	[5]	(8.3%)	[0]	(0.0%)
b. Location and quality of car parks	[2]	(3.3%)	[15]	(25.0%)	[49]	(81.7%)	[1]	(1.7%)
c. Foodstore provision	[39]	(65.0%)	[24]	(40.0%)	[3]	(5.0%)	[1]	(1.7%)
d. Car parking	[0]	(0.0%)	[7]	(11.7%)	[60]	(100.0%)	[0]	(0.0%)
e. Shopping environment	[33]	(55.0%)	[32]	(53.3%)	[2]	(3.3%)	[0]	(0.0%)
f. Pedestrian environment	[40]	(66.7%)	[23]	(38.3%)	[3]	(5.0%)	[1]	(1.7%)
g. Security (CCTV)	[6]	(10.0%)	[22]	(36.7%)	[25]	(41.7%)	[14]	(23.3%)
h. Security (Daytime)	[11]	(18.3%)	[30]	(50.0%)	[13]	(21.7%)	[13]	(21.7%)
i. Security (Evening)	[5]	(8.3%)	[10]	(16.7%)	[38]	(63.3%)	[14]	(23.3%)
j. Personal safety	[13]	(21.7%)	[40]	(66.7%)	[11]	(18.3%)	[3]	(5.0%)
k. Access by public transport	[38]	(63.3%)	[18]	(30.0%)	[8]	(13.3%)	[3]	(5.0%)
l. Signage	[18]	(30.0%)	[42]	(70.0%)	[5]	(8.3%)	[2]	(3.3%)
m. Cleanliness	[19]	(31.7%)	[33]	(55.0%)	[15]	(25.0%)	[0]	(0.0%)
n. Entertainment/Leisure	[30]	(50.0%)	[29]	(48.3%)	[4]	(6.7%)	[4]	(6.7%)
o. Special events	[33]	(55.0%)	[25]	(41.7%)	[4]	(6.7%)	[5]	(8.3%)
p. Public toilets	[15]	(25.0%)	[33]	(55.0%)	[24]	(40.0%)	[5]	(8.3%)
	<b>[340]</b>		<b>[407]</b>		<b>[269]</b>		<b>[66]</b>	

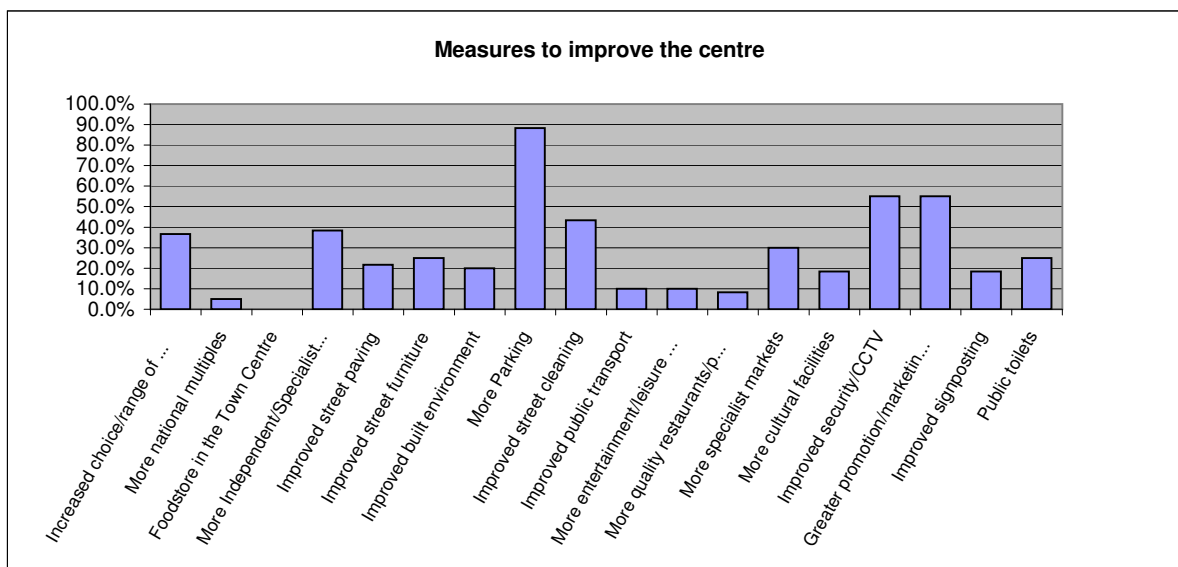


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	[22]	(36.7%)
More national multiples	[3]	(5.0%)
Foodstore in the Town Centre	[0]	(0.0%)
More Independent/Specialist traders	[23]	(38.3%)
Improved street paving	[13]	(21.7%)
Improved street furniture	[15]	(25.0%)
Improved built environment	[12]	(20.0%)
More Parking	[53]	(88.3%)
Improved street cleaning	[26]	(43.3%)
Improved public transport	[6]	(10.0%)
More entertainment/leisure facilities	[6]	(10.0%)
More quality restaurants/pavement cafes	[5]	(8.3%)
More specialist markets	[18]	(30.0%)
More cultural facilities	[11]	(18.3%)
Improved security/CCTV	[33]	(55.0%)
Greater promotion/marketing of the centre	[33]	(55.0%)
Improved signposting	[11]	(18.3%)
Public toilets	[15]	(25.0%)
	<b>[305]</b>	

Other (please state)

*Re-open bridge gate to traffic [1], Tougher measures on street drinking [1]*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	[50]	(80.6%)
Too many non-retail uses	[9]	(14.5%)
Not enough non-retail uses	[3]	(4.8%)
	<b>[62]</b>	<b>(100.0%)</b>

Please specify:

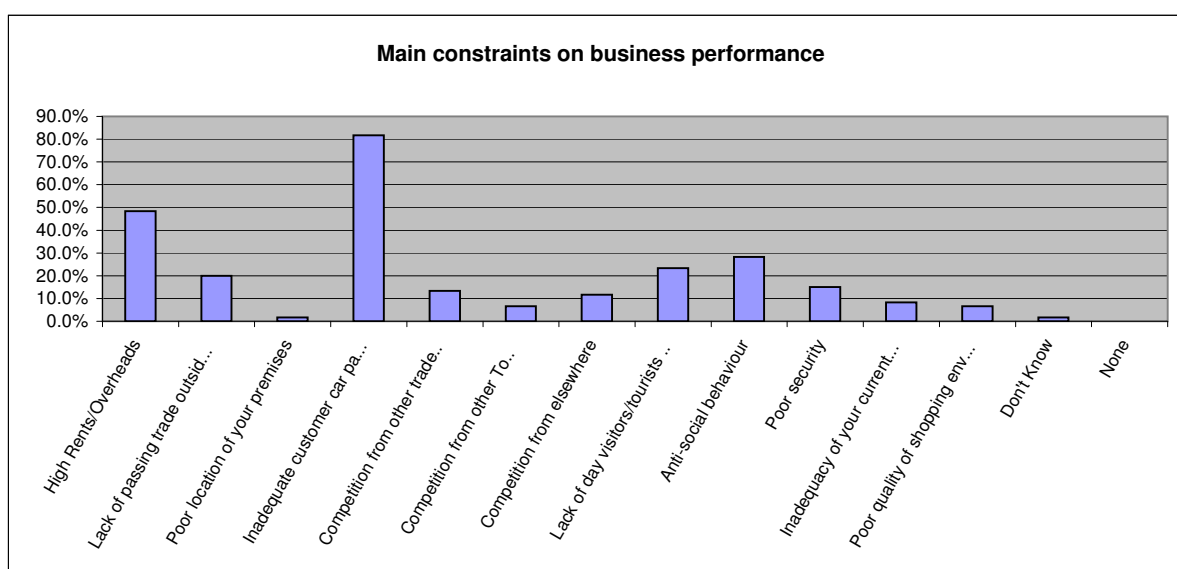
*Too many cafés and coffee shops [3], Too many charity shops [1]*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	[29]	(48.3%)
Lack of passing trade outside your premises	[12]	(20.0%)
Poor location of your premises	[1]	(1.7%)
Inadequate customer car parking	[49]	(81.7%)
Competition from other traders in Town Centre	[8]	(13.3%)
Competition from other Town Centres nearby	[4]	(6.7%)
Competition from elsewhere	[7]	(11.7%)
Lack of day visitors/tourists to Town Centre	[14]	(23.3%)
Anti-social behaviour	[17]	(28.3%)
Poor security	[9]	(15.0%)
Inadequacy of your current premises	[5]	(8.3%)
Poor quality of shopping environment	[4]	(6.7%)
Don't Know	[1]	(1.7%)
None	[0]	(0.0%)
	<b>[160]</b>	

Other (please specify)

*N/A [1], Introduction of poorly thought out traffic systems and one-way streets [1], Shortage of parking [1]*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	[33]	(51.56%)
Yes, close	[5]	(7.81%)
Yes, relocate in Town Centre	[1]	(1.56%)
Yes, relocate out-of-centre	[7]	(10.94%)
Yes, extend floorspace	[3]	(4.69%)
Yes, reduce floorspace	[2]	(3.13%)
Yes, refurbish existing floorspace	[13]	(20.31%)
	<b>[64]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*N/A [1], Internet trading [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*Huddersfield [1], Leeds [1], M62 Corridor [1]*

**Q8c. If relocating, what is the main reason for this decision?**

*Overheads and not enough footfall [1], Lack of visitors due to lack of parking [1], Parking [1], Terrible car parking [1]*

**Q9. What specific support would help your business?**

Training	[4]	(8.9%)
Shop front improvement grants	[17]	(37.8%)
Marketing assistance	[13]	(28.9%)
Business Crime Reduction	[11]	(24.4%)
	<b>45</b>	<b>(100.0%)</b>

Other (please specify)

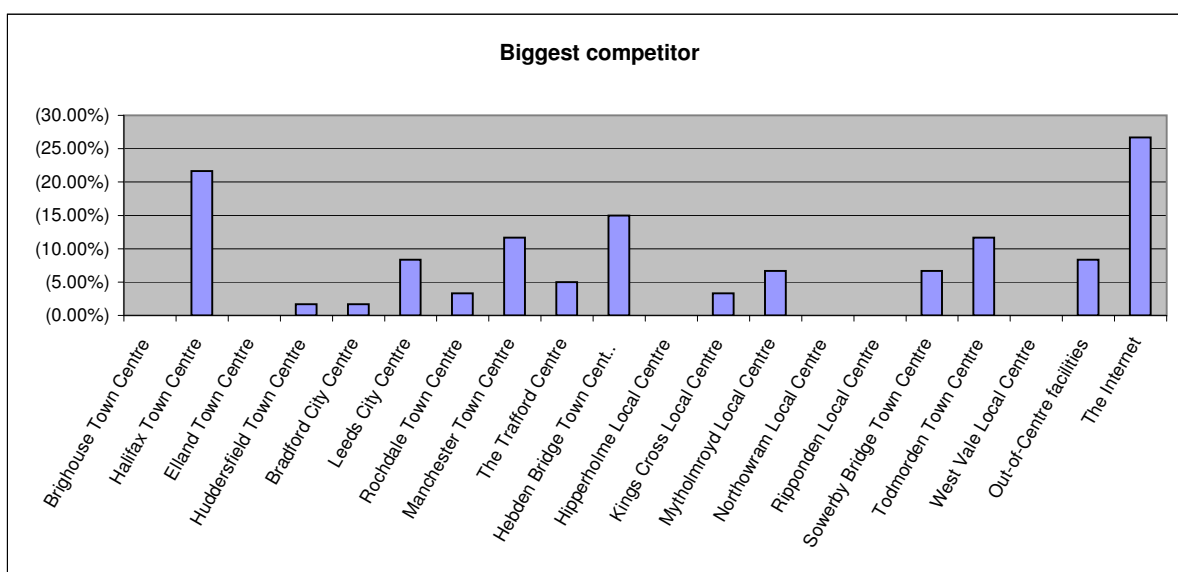
*N/A [1], Signs to Valley Road shops [1], Better car parking [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre	[0]	(0.00%)
Halifax Town Centre	[13]	(21.67%)
Elland Town Centre	[0]	(0.00%)
Huddersfield Town Centre	[1]	(1.67%)
Bradford City Centre	[1]	(1.67%)
Leeds City Centre	[5]	(8.33%)
Rochdale Town Centre	[2]	(3.33%)
Manchester Town Centre	[7]	(11.67%)
The Trafford Centre	[3]	(5.00%)
Hebden Bridge Town Centre (other retailers)	[9]	(15.00%)
Hipperholme Local Centre	[0]	(0.00%)
Kings Cross Local Centre	[2]	(3.33%)
Mytholmroyd Local Centre	[4]	(6.67%)
Northowram Local Centre	[0]	(0.00%)
Ripponden Local Centre	[0]	(0.00%)
Sowerby Bridge Town Centre	[4]	(6.67%)
Todmorden Town Centre	[7]	(11.67%)
West Vale Local Centre	[0]	(0.00%)
Out-of-Centre facilities	[5]	(8.33%)
The Internet	[16]	(26.67%)
	<b>[79]</b>	

Other (please specify)

*N/A [5]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	[7]	(11.3%)
No	[55]	(88.7%)
	<b>[62]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Todmorden [1], Mytholroyd [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	[2]	(25.0%)
Worse	[1]	(12.5%)
Same	[5]	(62.5%)
	<b>[8]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	[2]	(11.11%)
Chamber of Trade	[0]	(0.00%)
Halifax Town Centre Forum	[0]	(0.00%)
Todmorden Pride (or its replacement)	[0]	(0.00%)
Build a Brighter Brighouse	[0]	(0.00%)
Hebden Royd Partnership	[2]	(11.11%)
Business Forum	[5]	(27.78%)
Trade Association	[9]	(50.00%)
	<b>[18]</b>	<b>(100.00%)</b>

Other (please specify)

*FSB [1]*

**Q15. What ideas do you have for improving the Town Centre?**

*More activities to attract tourists [1], More car parking facilities [1], Longer stay parking [1], Improve signage and promotion of Market Street area [1], More Police in town at evening [1], Tackle underage drinking in Town Centre and park [1], Trade has been driven away due to lack of parking [1], Provide Park & Ride facility [1], Parking is affecting all businesses due to lack of it [1], Anti-Social behaviour frightens people away [1], Restore parking on Market Street [1] More policing, especially on foot! [1], Better ongoing care/management, i.e. cleaner, less litter [1], Parking should be free on Sundays [1], To continue as a thriving centre, adequate parking spaces must be provided [1], Customers will be pulled away by the internet and 'out-of-town' centres, leaving the town similar to others in the area, i.e. empty shops and struggling retail businesses [1], Too many cafés and food outlets hardly represents diversity! [1], Hebden Bridge used to be publicised as a town without chain stores and 'cloned' streets [1], Unless parking is resolved, the reputation will be undermined; the town itself does not need altering! [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*High profile of community Police re: drug users [1], Cleanliness [1], More bins needed [1], Free parking at railway station to encourage commuting [1], No popular clothes shops, so have no choice but to go elsewhere [1], Parking is a major issue - if it was sorted, a lot of trading problems would disappear [1], Customers drive round 4/5 times then have to go home [1], No longer a vibrant town since the 2005 improvements' [1], Very poor car parking facilities [1], Very poor public transport [1], Easier and quicker to get to other towns that do have good transport and large car parks [1], Hebden Bridge has lost its vibrancy and character [1], Weekends are busiest but NO ONE IS CARRYING ANY PURCHASES [1], Regular customers have commented that they have driven around for 20 minutes looking to park and have then moved on to the next town to shop [1], Regular customers will end up going straight to the nearest 'other town' [1], It's a rural area - people need to shop by car [1]*

## SOWERBY BRIDGE TOWN CENTRE BUSINESS SURVEY RESULTS

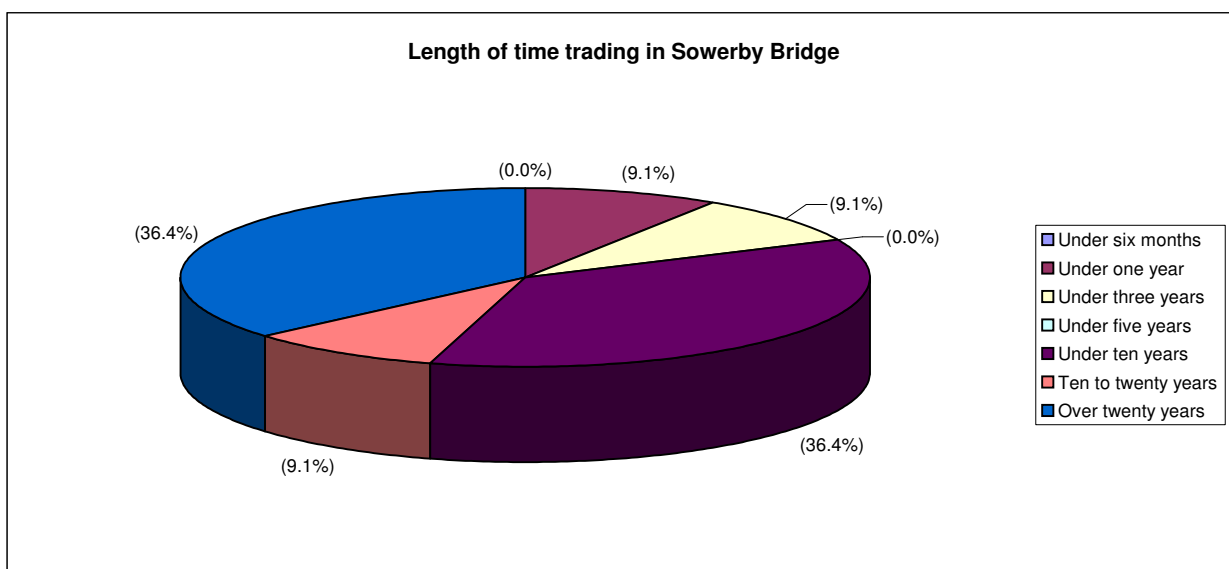
**Questionnaires Distributed:**

**160**

**Responses: 11 (7%)**

**Q1a. How long, approximately, has the business traded in Sowerby Bridge Town Centre?**

Under six months	0	[0]	(0.0%)
Under one year	1	[1]	(9.1%)
Under three years	1	[1]	(9.1%)
Under five years	0	[0]	(0.0%)
Under ten years	4	[4]	(36.4%)
Ten to twenty years	1	[1]	(9.1%)
Over twenty years	4	[4]	(36.4%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

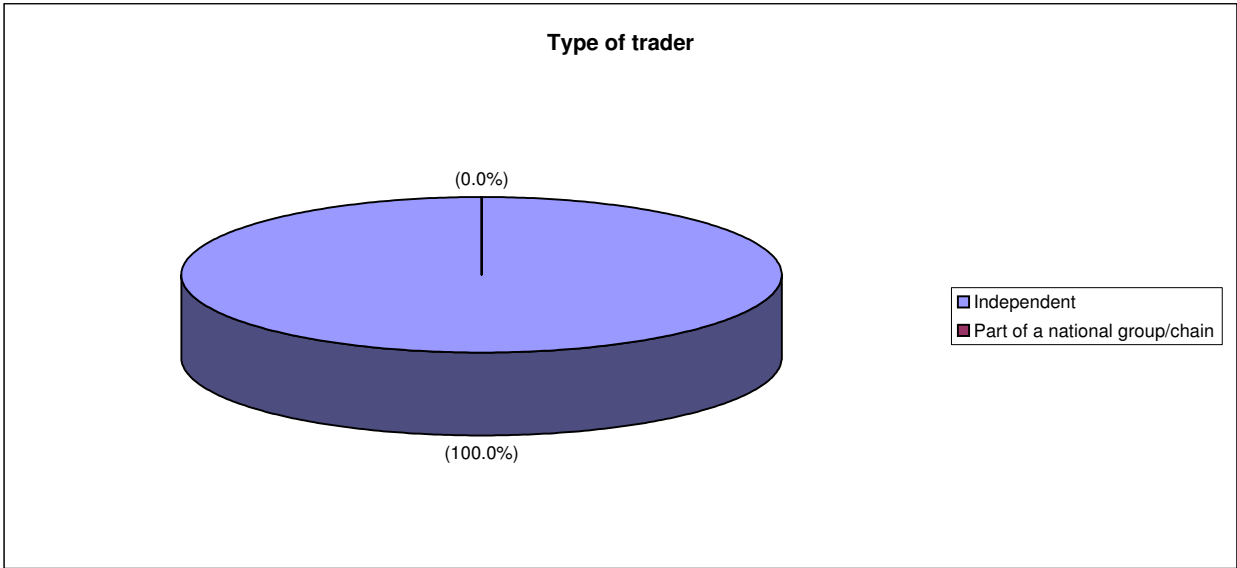


**Q1b. Is your business?**

Independent	11	[11]	(100.0%)
Part of a national group/chain	0	[0]	(0.0%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

Other (please specify)

*No comments.*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

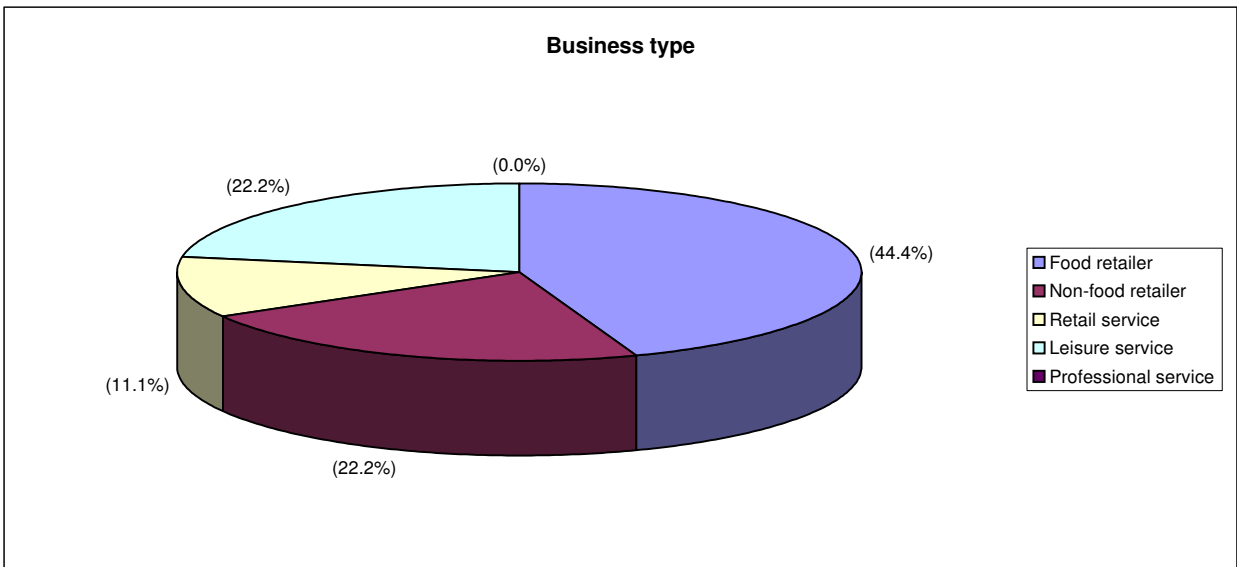
Yes	3	[3]	(100.0%)
No	0	[0]	(0.0%)
<b>Total</b>	<b>3</b>	<b>[3]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	4	[4]	(44.4%)
Non-food retailer	2	[2]	(22.2%)
Retail service	1	[1]	(11.1%)
Leisure service	2	[2]	(22.2%)
Professional service	0	[0]	(0.0%)
<b>Total</b>	<b>9</b>	<b>[9]</b>	<b>(100.0%)</b>

Other (please specify)

*Design Studio [1], Support Organisation [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	7	[7]	(63.6%)
6-10 staff	2	[2]	(18.2%)
11-20 staff	2	[2]	(18.2%)
21-50 staff	0	[0]	(0.0%)
51-100 staff	0	[0]	(0.0%)
100 +	0	[0]	(0.0%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Sowerby Bridge Town Centre?**

Yes	9	[9]	(81.8%)
No	2	[2]	(18.2%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

*If no, where did you relocate from?*

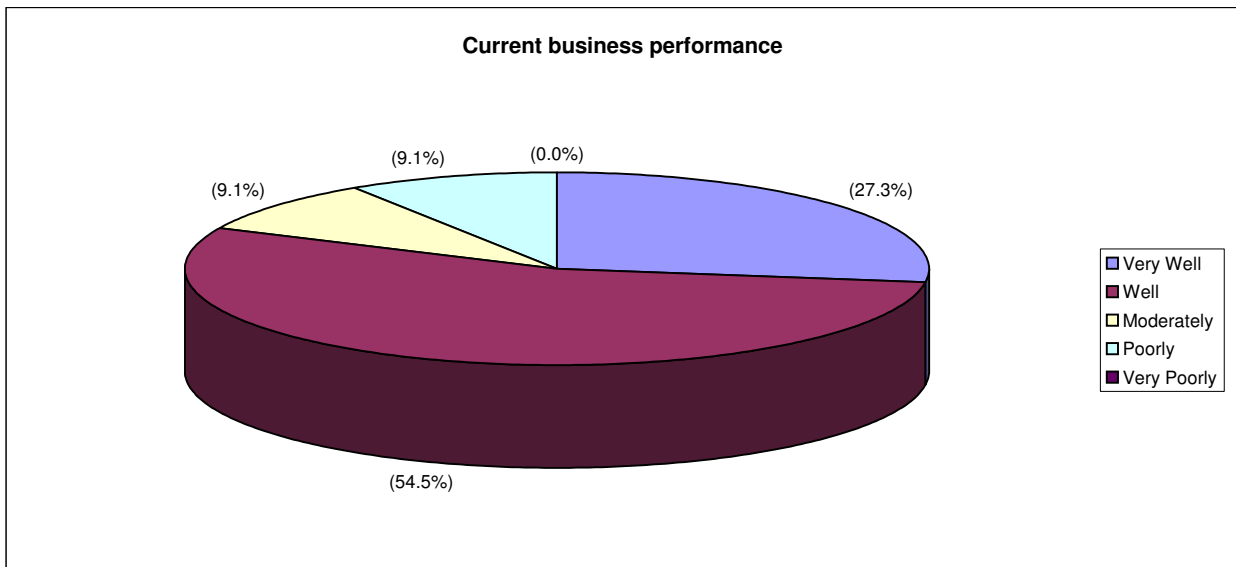
*Halifax [1], Hebden Bridge [1]*

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	3	[3]	(27.3%)
Grown moderately	5	[5]	(45.5%)
Remained largely static	1	[1]	(9.1%)
Declined moderately	2	[2]	(18.2%)
Declined significantly	0	[0]	(0.0%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	3	[3]	(27.3%)
Well	6	[6]	(54.5%)
Moderately	1	[1]	(9.1%)
Poorly	1	[1]	(9.1%)
Very Poorly	0	[0]	(0.0%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	8	[8]	(72.7%)
Owner Occupied	3	[3]	(27.3%)
No Answer	0	[0]	(0.0%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

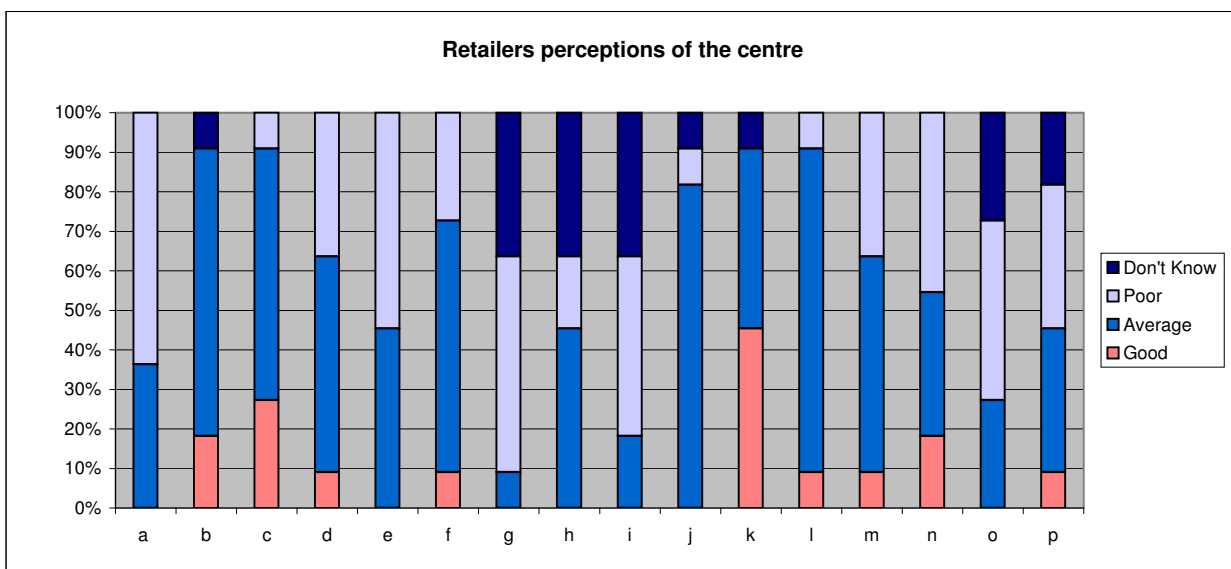
Local residents	4	[4]	(40.0%)
Other residents in the wider Calderdale area	4	[4]	(40.0%)
Office employees	1	[1]	(10.0%)
Tourist/Leisure Visitors	1	[1]	(10.0%)
<b>Total</b>	<b>10</b>	<b>[10]</b>	<b>(100.0%)</b>

Other (please specify)

*Internet [1], Kirklees & Calderdale [1], Local businesses [1], Leeds [1], Manchester [1], Rochdale [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
a. Range of shops and services	0	[0]	(0.0%)	[4]	(6.7%)	[7]	(11.7%)	[0]	(0.0%)
b. Location and quality of car parks	2	[2]	(3.3%)	[8]	(13.3%)	[0]	(0.0%)	[1]	(1.7%)
c. Foodstore provision	3	[3]	(5.0%)	[7]	(11.7%)	[1]	(1.7%)	[0]	(0.0%)
d. Car parking	1	[1]	(1.7%)	[6]	(10.0%)	[4]	(6.7%)	[0]	(0.0%)
e. Shopping environment	0	[0]	(0.0%)	[5]	(8.3%)	[6]	(10.0%)	[0]	(0.0%)
f. Pedestrian environment	1	[1]	(1.7%)	[7]	(11.7%)	[3]	(5.0%)	[0]	(0.0%)
g. Security (CCTV)	0	[0]	(0.0%)	[1]	(1.7%)	[6]	(10.0%)	[4]	(6.7%)
h. Security (Daytime)	0	[0]	(0.0%)	[5]	(8.3%)	[2]	(3.3%)	[4]	(6.7%)
i. Security (Evening)	0	[0]	(0.0%)	[2]	(3.3%)	[5]	(8.3%)	[4]	(6.7%)
j. Personal safety	0	[0]	(0.0%)	[9]	(15.0%)	[1]	(1.7%)	[1]	(1.7%)
k. Access by public transport	5	[5]	(8.3%)	[5]	(8.3%)	[0]	(0.0%)	[1]	(1.7%)
l. Signage	1	[1]	(1.7%)	[9]	(15.0%)	[1]	(1.7%)	[0]	(0.0%)
m. Cleanliness	1	[1]	(1.7%)	[6]	(10.0%)	[4]	(6.7%)	[0]	(0.0%)
n. Entertainment/Leisure	2	[2]	(3.3%)	[4]	(6.7%)	[5]	(8.3%)	[0]	(0.0%)
o. Special events	0	[0]	(0.0%)	[3]	(5.0%)	[5]	(8.3%)	[3]	(5.0%)
p. Public toilets	1	[1]	(1.7%)	[4]	(6.7%)	[4]	(6.7%)	[2]	(3.3%)
<b>Total</b>	<b>17</b>	<b>[17]</b>		<b>[85]</b>		<b>[54]</b>		<b>[20]</b>	

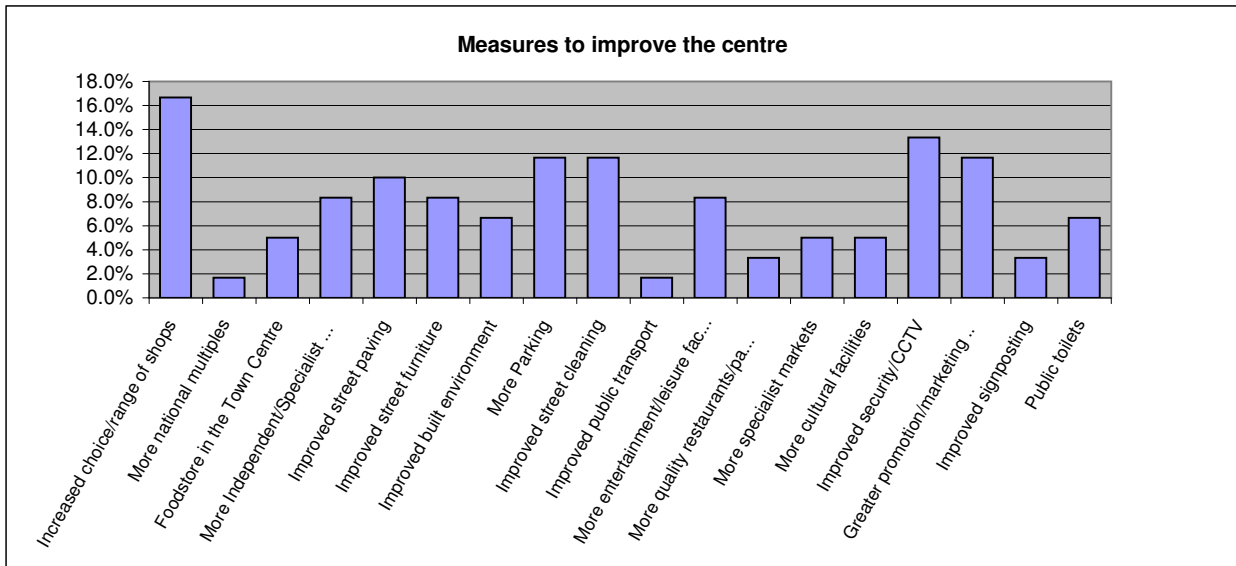


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	10	[10]	(16.7%)
More national multiples	1	[1]	(1.7%)
Foodstore in the Town Centre	3	[3]	(5.0%)
More Independent/Specialist traders	5	[5]	(8.3%)
Improved street paving	6	[6]	(10.0%)
Improved street furniture	5	[5]	(8.3%)
Improved built environment	4	[4]	(6.7%)
More Parking	7	[7]	(11.7%)
Improved street cleaning	7	[7]	(11.7%)
Improved public transport	1	[1]	(1.7%)
More entertainment/leisure facilities	5	[5]	(8.3%)
More quality restaurants/pavement cafes	2	[2]	(3.3%)
More specialist markets	3	[3]	(5.0%)
More cultural facilities	3	[3]	(5.0%)
Improved security/CCTV	8	[8]	(13.3%)
Greater promotion/marketing of the centre	7	[7]	(11.7%)
Improved signposting	2	[2]	(3.3%)
Public toilets	4	[4]	(6.7%)
<b>Total</b>	<b>83</b>	<b>[83]</b>	

Other (please state)

*Bypass & pedestrian areas [1], Divert traffic away from town [1]*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	4	[4]	(44.4%)
Too many non-retail uses	5	[5]	(55.6%)
Not enough non-retail uses	0	[0]	(0.0%)
<b>Total</b>	<b>9</b>	<b>[9]</b>	<b>(100.0%)</b>

Please specify:

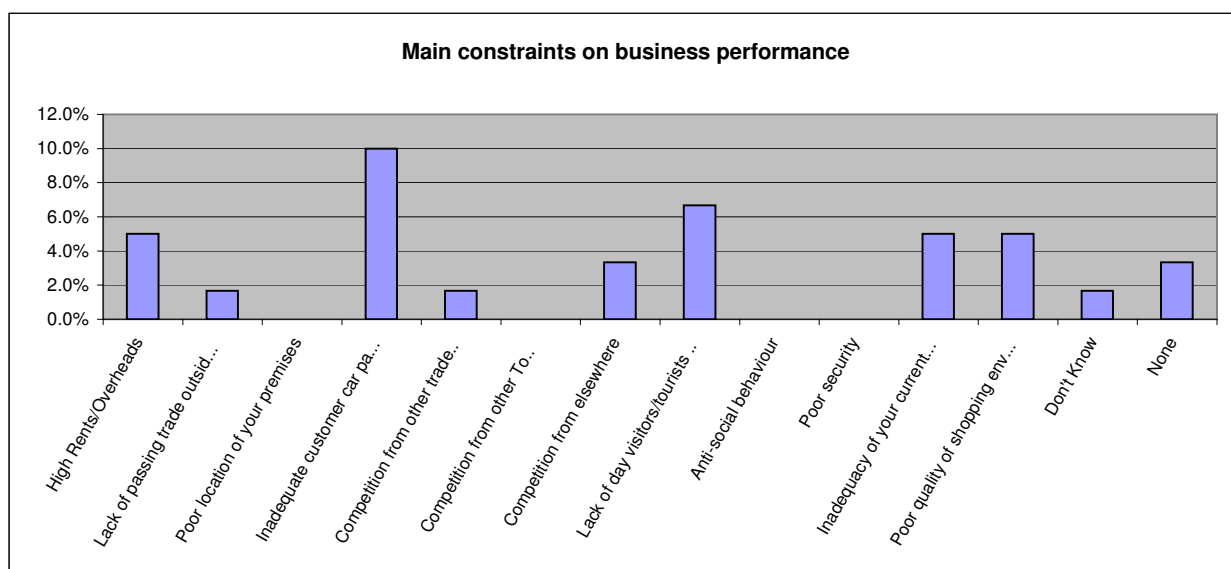
*Too many fast food takeaways [1], Too many cafés [1]*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	3	[3]	(5.0%)
Lack of passing trade outside your premises	1	[1]	(1.7%)
Poor location of your premises	0	[0]	(0.0%)
Inadequate customer car parking	6	[6]	(10.0%)
Competition from other traders in Town Centre	1	[1]	(1.7%)
Competition from other Town Centres nearby	0	[0]	(0.0%)
Competition from elsewhere	2	[2]	(3.3%)
Lack of day visitors/tourists to Town Centre	4	[4]	(6.7%)
Anti-social behaviour	0	[0]	(0.0%)
Poor security	0	[0]	(0.0%)
Inadequacy of your current premises	3	[3]	(5.0%)
Poor quality of shopping environment	3	[3]	(5.0%)
Don't Know	1	[1]	(1.7%)
None	2	[2]	(3.3%)
	<b>26</b>	<b>[26]</b>	

Other (please specify)

*No comments.*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	6	[6]	(42.86%)
Yes, close	0	[0]	(0.00%)
Yes, relocate in Town Centre	0	[0]	(0.00%)
Yes, relocate out-of-centre	1	[1]	(7.14%)
Yes, extend floorspace	2	[2]	(14.29%)
Yes, reduce floorspace	0	[0]	(0.00%)
Yes, refurbish existing floorspace	5	[5]	(35.71%)
	<b>14</b>	<b>[14]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*Convert residential space in to commercial use [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*Ripponden [1]*

**Q8c. If relocating, what is the main reason for this decision?**

*Site too small and leased [1]*

**Q9. What specific support would help your business?**

Training	2	[2]	(16.7%)
Shop front improvement grants	5	[5]	(41.7%)
Marketing assistance	4	[4]	(33.3%)
Business Crime Reduction	1	[1]	(8.3%)
	<b>12</b>	<b>12</b>	<b>(100.0%)</b>

Other (please specify)

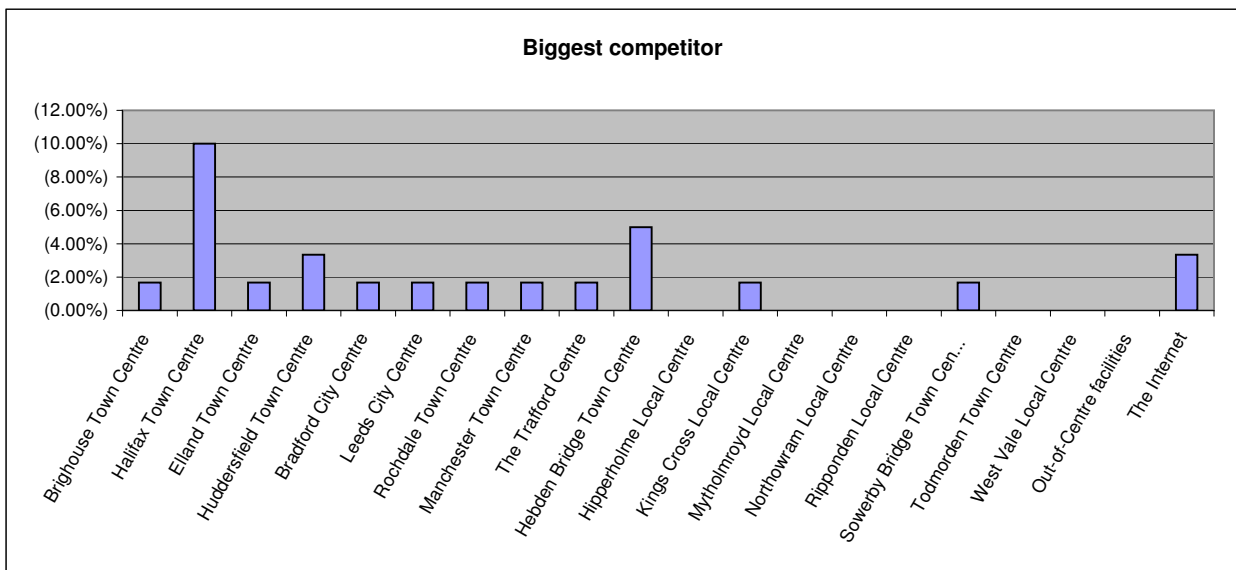
*Grants for improvement conversion works [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre	1	[1]	(1.67%)
Halifax Town Centre	6	[6]	(10.00%)
Elland Town Centre	1	[1]	(1.67%)
Huddersfield Town Centre	2	[2]	(3.33%)
Bradford City Centre	1	[1]	(1.67%)
Leeds City Centre	1	[1]	(1.67%)
Rochdale Town Centre	1	[1]	(1.67%)
Manchester Town Centre	1	[1]	(1.67%)
The Trafford Centre	1	[1]	(1.67%)
Hebden Bridge Town Centre	3	[3]	(5.00%)
Hipperholme Local Centre	0	[0]	(0.00%)
Kings Cross Local Centre	1	[1]	(1.67%)
Mytholmroyd Local Centre	0	[0]	(0.00%)
Northowram Local Centre	0	[0]	(0.00%)
Ripponden Local Centre	0	[0]	(0.00%)
Sowerby Bridge Town Centre (other retailers)	1	[1]	(1.67%)
Todmorden Town Centre	0	[0]	(0.00%)
West Vale Local Centre	0	[0]	(0.00%)
Out-of-Centre facilities	0	[0]	(0.00%)
The Internet	2	[2]	(3.33%)
	<b>22</b>	<b>[22]</b>	

Other (please specify)

*Supermarkets [1]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	1	[1]	(9.1%)
No	10	[10]	(90.9%)
	<b>11</b>	<b>[11]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Halifax [1], Kings Cross [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	0	[0]	(0.0%)
Worse	1	[1]	(100.0%)
Same	0	[0]	(0.0%)
	<b>1</b>	<b>[1]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	1	[1]	(100.00%)
Chamber of Trade	0	[0]	(0.00%)
Halifax Town Centre Forum	0	[0]	(0.00%)
Todmorden Pride (or its replacement)	0	[0]	(0.00%)
Build a Brighter Brighthouse	0	[0]	(0.00%)
Hebden Royd Partnership	0	[0]	(0.00%)
Business Forum	0	[0]	(0.00%)
Trade Association	0	[0]	(0.00%)
	<b>1</b>	<b>[1]</b>	<b>(100.00%)</b>

Other (please specify)

*No comments.*

**Q15. What ideas do you have for improving the Town Centre?**

*Traffic is a major problem [1], Pedestrianise the centre [1], More security cameras [1], Litter is a huge problem [1], Trees [1], Bypass [1], Less traffic [1], More direct on-street parking along Dwarf Street [1], Pedestrian crossing on Wharf Street outside Market [1], Introduce two-lane traffic at Tuel Lane traffic lights to enable the Halifax bound to turn left up Tuel Lane. This worked well before and yet "improvements" have removed this. A few disabled parking spaces opposite lights have not helped through traffic at all. In fact, they have hindered it considerably. Bolton Brow/Wakefield Road traffic lights have not improved the situation. It worked better before! [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*The new Market is an improvement but the stalls are very downmarket. This no doubt is a reflection on the trade available in the town. If the Council wishes to improve the town, it must make it a more attractive place to visit and the appropriate traders will then appear and be willing to invest in businesses [1].*

## TODMORDEN TOWN CENTRE BUSINESS SURVEY RESULTS

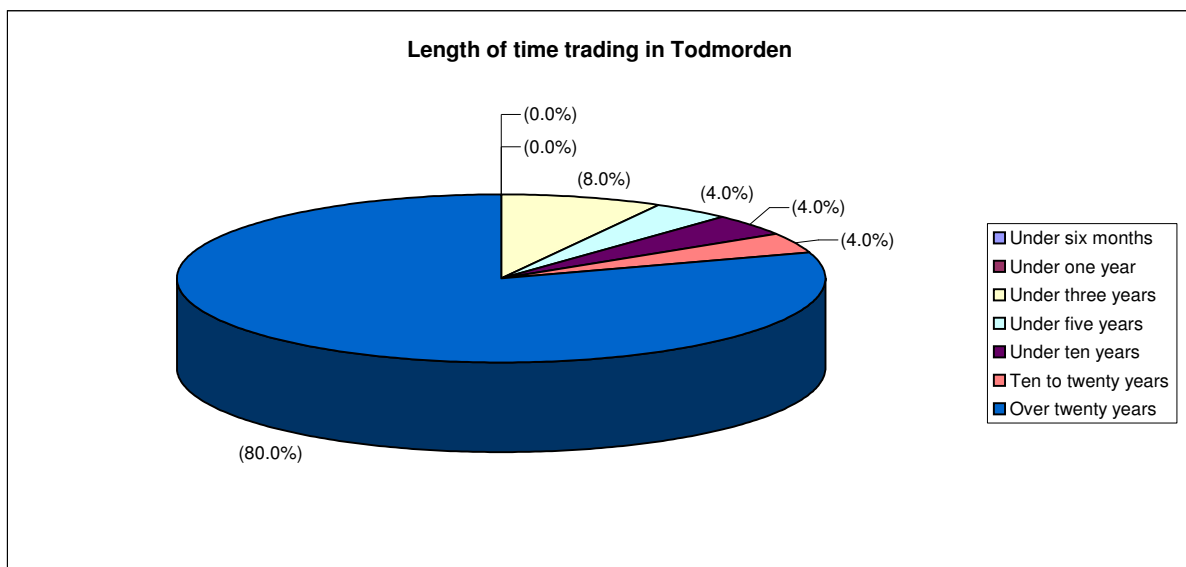
Questionnaires Distributed:

197

Responses: 34 (17%)

### Q1a. How long, approximately, has the business traded in Todmorden Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[2]	(8.0%)
Under five years	[1]	(4.0%)
Under ten years	[1]	(4.0%)
Ten to twenty years	[1]	(4.0%)
Over twenty years	[20]	(80.0%)
	<b>[25]</b>	<b>(100.0%)</b>

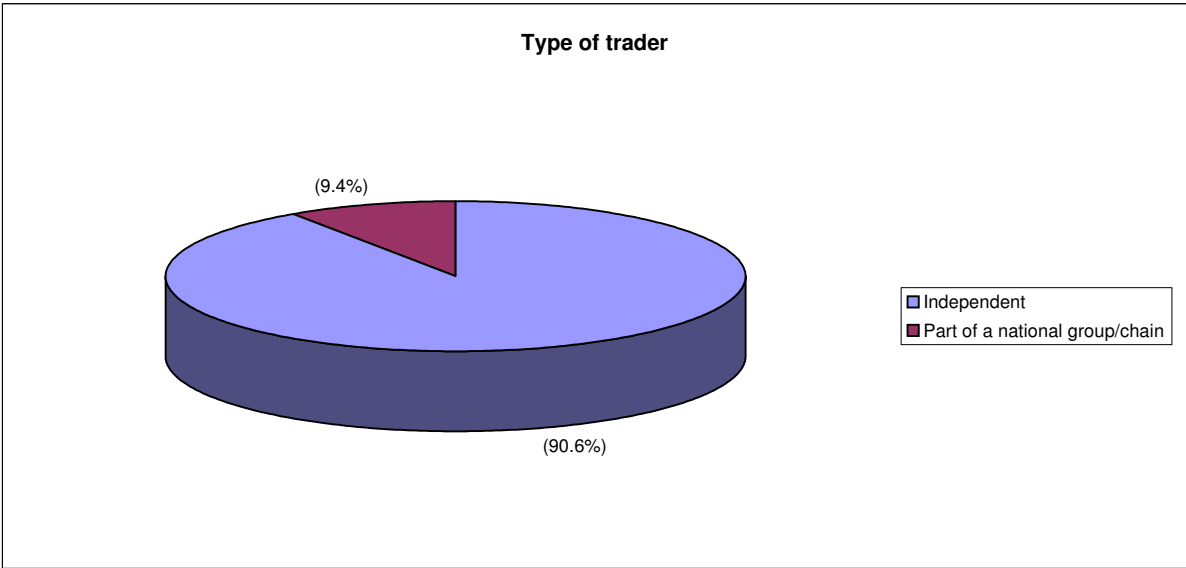


### Q1b. Is your business?

Independent	[29]	(90.6%)
Part of a national group/chain	[3]	(9.4%)
	<b>[32]</b>	<b>(100.0%)</b>

Other (please specify)

*NHS [1], Council owned [1]*



**Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?**

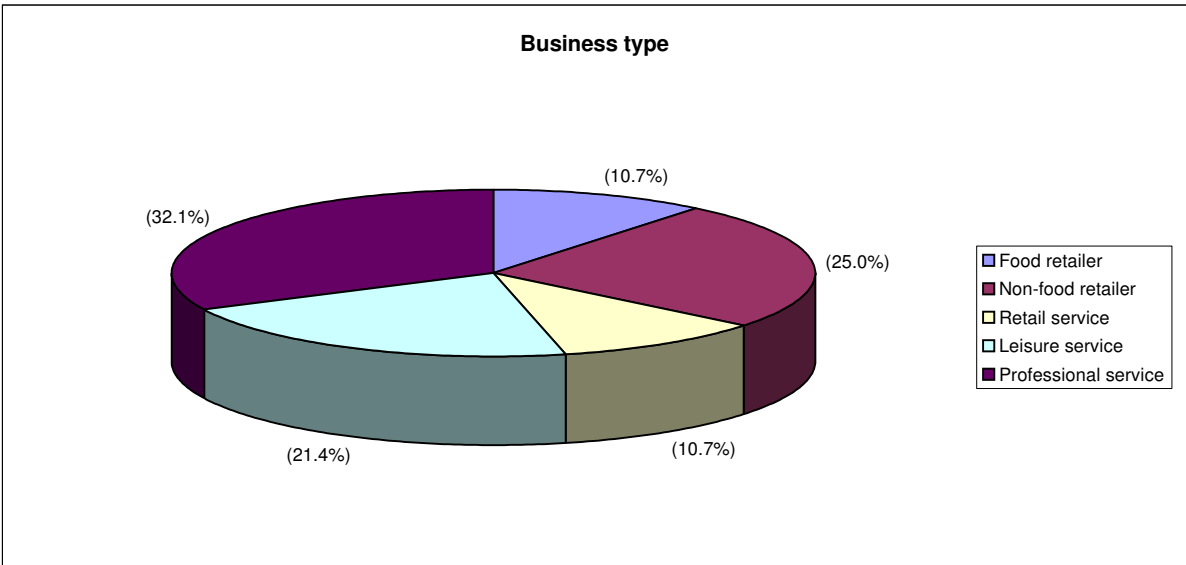
Yes	[2]	(33.3%)
No	[4]	(66.7%)
	<b>[6]</b>	<b>(100.0%)</b>

**Q1d. How would you describe your business?**

Food retailer	[3]	(10.7%)
Non-food retailer	[7]	(25.0%)
Retail service	[3]	(10.7%)
Leisure service	[6]	(21.4%)
Professional service	[9]	(32.1%)
	<b>[28]</b>	<b>(100.0%)</b>

Other (please specify)

*Design retailer & manufacturer [1], Post Office [1], Healthcare [1], Community resource [1], Art Gallery [1], Museum & Toy shop [1]*



**Q1e. How many staff does the business employ?**

1-5 staff	[3]	(8.8%)
6-10 staff	[24]	(70.6%)
11-20 staff	[3]	(8.8%)
21-50 staff	[3]	(8.8%)
51-100 staff	[1]	(2.9%)
100 +	[0]	(0.0%)
	<b>[34]</b>	<b>(100.0%)</b>

**Q1f. Has the business always operated from Todmorden Town Centre?**

Yes	[33]	(97.1%)
No	[1]	(2.9%)
	<b>[34]</b>	<b>(100.0%)</b>

*If no, where did you relocate from?*

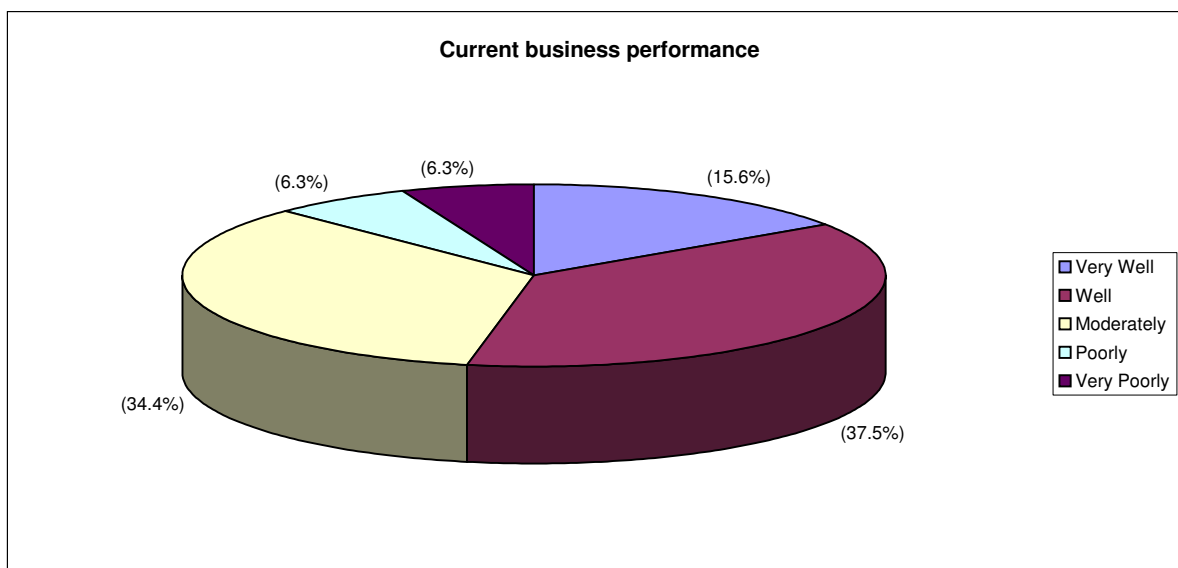
*Outskirts of Todmorden [1]*

**Q1g. During the time trading in the Town Centre, has the business ...?**

Grown significantly	[7]	(20.6%)
Grown moderately	[13]	(38.2%)
Remained largely static	[8]	(23.5%)
Declined moderately	[5]	(14.7%)
Declined significantly	[1]	(2.9%)
	<b>[34]</b>	<b>(100.0%)</b>

**Q1h. How would you say that your business is performing?**

Very Well	[5]	(15.6%)
Well	[12]	(37.5%)
Moderately	[11]	(34.4%)
Poorly	[2]	(6.3%)
Very Poorly	[2]	(6.3%)
	<b>[32]</b>	<b>(100.0%)</b>



**Q2. Are the business premises leased or owner occupied?**

Leased	[14]	(42.4%)
Owner Occupied	[18]	(54.5%)
No Answer	[1]	(3.0%)
	<b>[33]</b>	<b>(100.0%)</b>

**Q3. What type of customers does your business rely on primarily?**

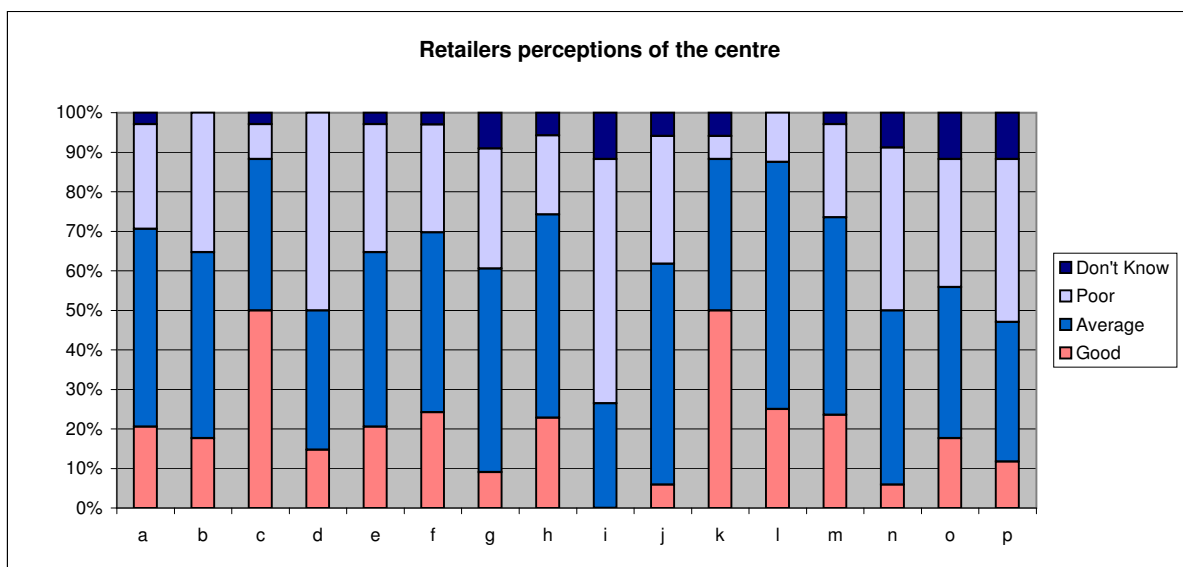
Local residents	[26]	(70.3%)
Other residents in the wider Calderdale area	[7]	(18.9%)
Office employees	[1]	(2.7%)
Tourist/Leisure Visitors	[3]	(8.1%)
	<b>[37]</b>	<b>(100.0%)</b>

Other (please specify)

*Wide geographical area [1], Property owners/developers [1], Nationwide [1]*

**Q4. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know	
		%		%		%		%
a. Range of shops and services	[7]	(11.7%)	[17]	(28.3%)	[9]	(15.0%)	[1]	(1.7%)
b. Location and quality of car parks	[6]	(10.0%)	[16]	(26.7%)	[12]	(20.0%)	[0]	(0.0%)
c. Foodstore provision	[17]	(28.3%)	[13]	(21.7%)	[3]	(5.0%)	[1]	(1.7%)
d. Car parking	[5]	(8.3%)	[12]	(20.0%)	[17]	(28.3%)	[0]	(0.0%)
e. Shopping environment	[7]	(11.7%)	[15]	(25.0%)	[11]	(18.3%)	[1]	(1.7%)
f. Pedestrian environment	[8]	(13.3%)	[15]	(25.0%)	[9]	(15.0%)	[1]	(1.7%)
g. Security (CCTV)	[3]	(5.0%)	[17]	(28.3%)	[10]	(16.7%)	[3]	(5.0%)
h. Security (Daytime)	[8]	(13.3%)	[18]	(30.0%)	[7]	(11.7%)	[2]	(3.3%)
i. Security (Evening)	[0]	(0.0%)	[9]	(15.0%)	[21]	(35.0%)	[4]	(6.7%)
j. Personal safety	[2]	(3.3%)	[19]	(31.7%)	[11]	(18.3%)	[2]	(3.3%)
k. Access by public transport	[17]	(28.3%)	[13]	(21.7%)	[2]	(3.3%)	[2]	(3.3%)
l. Signage	[8]	(13.3%)	[20]	(33.3%)	[4]	(6.7%)	[0]	(0.0%)
m. Cleanliness	[8]	(13.3%)	[17]	(28.3%)	[8]	(13.3%)	[1]	(1.7%)
n. Entertainment/Leisure	[2]	(3.3%)	[15]	(25.0%)	[14]	(23.3%)	[3]	(5.0%)
o. Special events	[6]	(10.0%)	[13]	(21.7%)	[11]	(18.3%)	[4]	(6.7%)
p. Public toilets	[4]	(6.7%)	[12]	(20.0%)	[14]	(23.3%)	[4]	(6.7%)
	<b>[108]</b>		<b>[241]</b>		<b>[163]</b>		<b>[29]</b>	

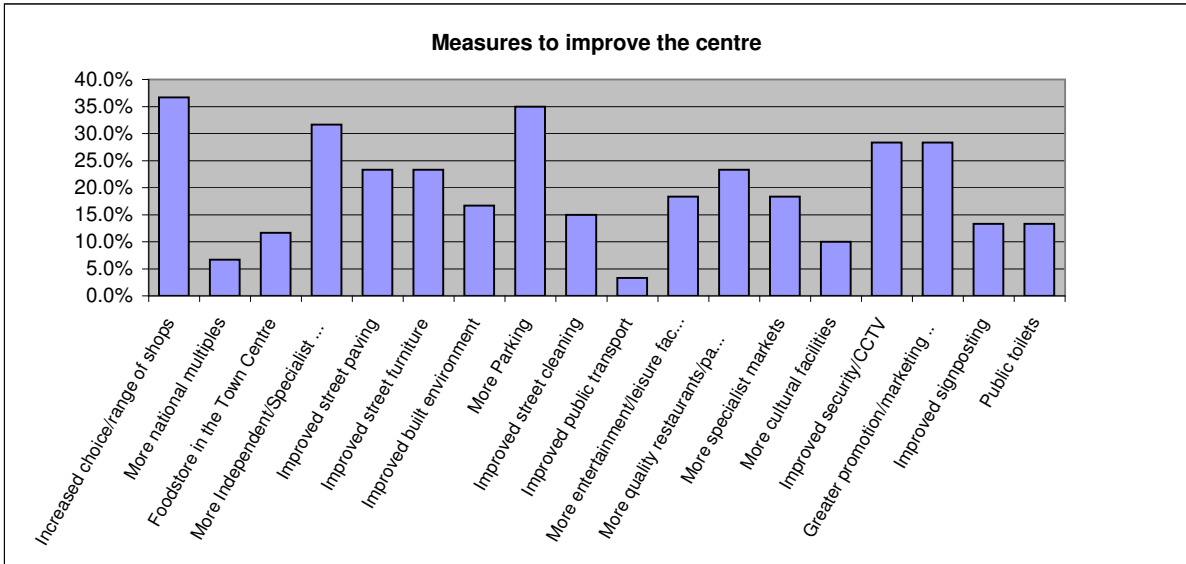


**Q5. What improvement measures would you like to see in the Town Centre?**

Increased choice/range of shops	[22]	(36.7%)
More national multiples	[4]	(6.7%)
Foodstore in the Town Centre	[7]	(11.7%)
More Independent/Specialist traders	[19]	(31.7%)
Improved street paving	[14]	(23.3%)
Improved street furniture	[14]	(23.3%)
Improved built environment	[10]	(16.7%)
More Parking	[21]	(35.0%)
Improved street cleaning	[9]	(15.0%)
Improved public transport	[2]	(3.3%)
More entertainment/leisure facilities	[11]	(18.3%)
More quality restaurants/pavement cafes	[14]	(23.3%)
More specialist markets	[11]	(18.3%)
More cultural facilities	[6]	(10.0%)
Improved security/CCTV	[17]	(28.3%)
Greater promotion/marketing of the centre	[17]	(28.3%)
Improved signposting	[8]	(13.3%)
Public toilets	[8]	(13.3%)
	<b>[214]</b>	

Other (please state)

*No comments.*



**Q6. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	[16]	(61.5%)
Too many non-retail uses	[7]	(26.9%)
Not enough non-retail uses	[3]	(11.5%)
	<b>[26]</b>	<b>(100.0%)</b>

Please specify:

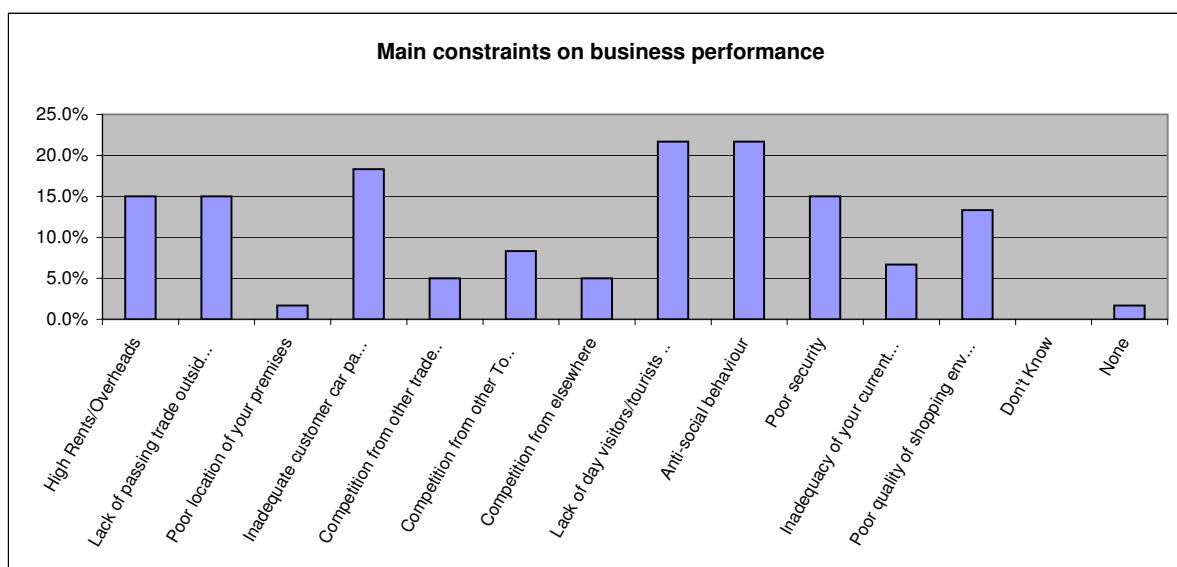
*No idea [1], Too many hairdressers and cafés [1], More shops [1]*

**Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?**

High Rents/Overheads	[9]	(15.0%)
Lack of passing trade outside your premises	[9]	(15.0%)
Poor location of your premises	[1]	(1.7%)
Inadequate customer car parking	[11]	(18.3%)
Competition from other traders in Town Centre	[3]	(5.0%)
Competition from other Town Centres nearby	[5]	(8.3%)
Competition from elsewhere	[3]	(5.0%)
Lack of day visitors/tourists to Town Centre	[13]	(21.7%)
Anti-social behaviour	[13]	(21.7%)
Poor security	[9]	(15.0%)
Inadequacy of your current premises	[4]	(6.7%)
Poor quality of shopping environment	[8]	(13.3%)
Don't Know	[0]	(0.0%)
None	[1]	(1.7%)
	<b>[89]</b>	

Other (please specify)

*Calderdale Council [1], N/A [1]*



**Q8a. Have you any plans to alter your business in any way in the next five years?**

No	[16]	(47.06%)
Yes, close	[3]	(8.82%)
Yes, relocate in Town Centre	[3]	(8.82%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[6]	(17.65%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[6]	(17.65%)
	<b>[34]</b>	<b>(100.00%)</b>

Yes, other (please specify)

*May retire [1], Become more Internet based [1]*

**Q8b. If you are relocating, where are you considering moving to?**

*No comments.*

**Q8c. If relocating, what is the main reason for this decision?**

*Bigger premises [1]*

**Q9. What specific support would help your business?**

Training	[4]	(10.3%)
Shop front improvement grants	[14]	(35.9%)
Marketing assistance	[10]	(25.6%)
Business Crime Reduction	[11]	(28.2%)
	<b>39</b>	<b>(100.0%)</b>

Other (please specify)

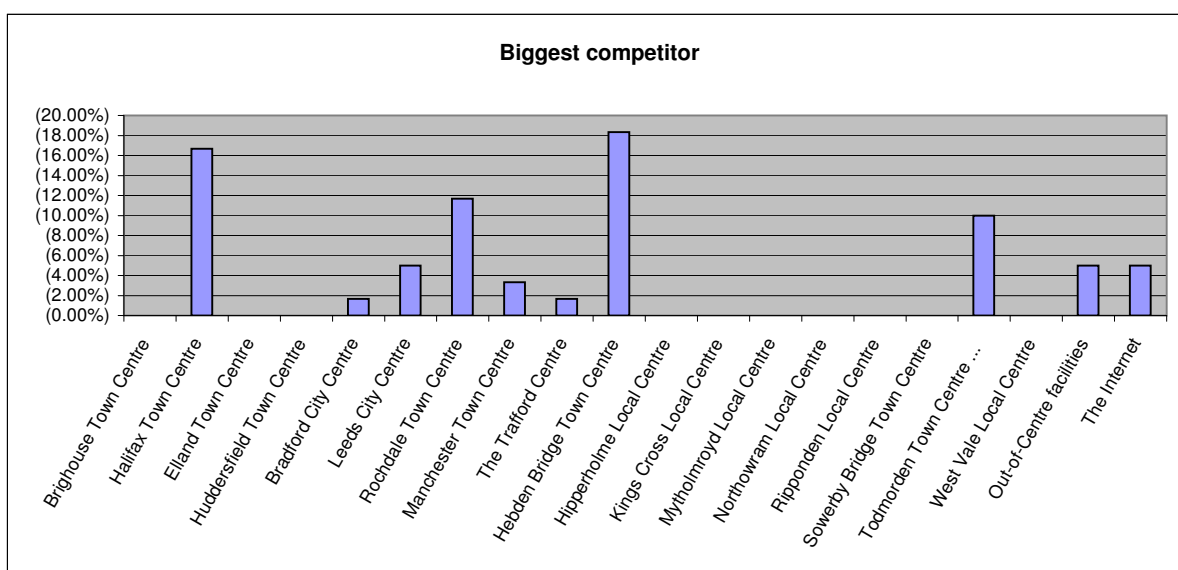
*More helpful Council [1], None [1]*

**Q10. Which centre(s) do you consider to be your biggest competitor?**

Brighouse Town Centre	[0]	(0.00%)
Halifax Town Centre	[10]	(16.67%)
Elland Town Centre	[0]	(0.00%)
Huddersfield Town Centre	[0]	(0.00%)
Bradford City Centre	[1]	(1.67%)
Leeds City Centre	[3]	(5.00%)
Rochdale Town Centre	[7]	(11.67%)
Manchester Town Centre	[2]	(3.33%)
The Trafford Centre	[1]	(1.67%)
Hebden Bridge Town Centre	[11]	(18.33%)
Hipperholme Local Centre	[0]	(0.00%)
Kings Cross Local Centre	[0]	(0.00%)
Mytholmroyd Local Centre	[0]	(0.00%)
Northowram Local Centre	[0]	(0.00%)
Ripponden Local Centre	[0]	(0.00%)
Sowerby Bridge Town Centre	[0]	(0.00%)
Todmorden Town Centre (other retailers)	[6]	(10.00%)
West Vale Local Centre	[0]	(0.00%)
Out-of-Centre facilities	[3]	(5.00%)
The Internet	[3]	(5.00%)
	<b>[47]</b>	

Other (please specify)

*N/A [1], Burnley [4]*



**Q11. Do you operate any other businesses in any other centres in the Calderdale District?**

Yes	[4]	(12.1%)
No	[29]	(87.9%)
	<b>[33]</b>	<b>(100.0%)</b>

**Q12. If yes, which?**

*Whole of Calderdale [1], Halifax [1], Sowerby Bridge [1], Hebden Bridge [1]*

**Q13. If yes, is this other business trading better, worse, or the same?**

Better	[2]	(50.0%)
Worse	[0]	(0.0%)
Same	[2]	(50.0%)
	<b>[4]</b>	<b>(100.0%)</b>

**Q14. Are you a member of any of the following?**

Mid Yorkshire Chamber of Commerce	[1]	(6.67%)
Chamber of Trade	[0]	(0.00%)
Halifax Town Centre Forum	[0]	(0.00%)
Todmorden Pride (or its replacement)	[6]	(40.00%)
Build a Brighter Brighouse	[0]	(0.00%)
Hebden Royd Partnership	[0]	(0.00%)
Business Forum	[0]	(0.00%)
Trade Association	[8]	(53.33%)
	<b>[15]</b>	<b>(100.00%)</b>

Other (please specify)

*FSB [1], Cancelled Association - waste of time [1]*

**Q15. What ideas do you have for improving the Town Centre?**

*Abolish parking fees [1], Council to listen to its people [1], Council only bothered about Halifax [1], Use of Tipside area for car parking [1], Signage [1], Better policing [1], More disabled parking [1], Refurbish Markets [1], Clean up areas around town [1], More parking [1], Lower rates to attract Market stall holders back [1], More independent shops [1], Todmorden needs a development trust for regeneration and social enterprise [1], Improve Market [1], Key to improving Todmorden Town Centre lies with improving Market - Market facilities and parking [1], Better street cleaning! [1], Improved pavements! [1], More waste bins! [1], Need to generate more interest for new and varied retail businesses, apart from Supermarkets [1]*

**If you have any further comments in regard to the Town Centre, please feel free to express your views below.**

*The town is dying [1], Patmos area of town still looks like a building site [1], Free parking would improve businesses [1]*