

## **Royton, Shaw and Crompton Town Centre Business Survey.**

### **Analysis August 2007.**

#### **Background:**

During May/June 2007 the Regeneration Directorate has been gathering businesses views and thoughts on issues that they feel strongly about in Royton and Shaw and Crompton town centres.

This information has been collected to help the Regeneration Directorate to develop a masterplan that will be used help regenerate and reinvigorate Royton and Shaw and Crompton town centres. This is an important part of work for the directorate and helps to contribute to one of the key ideas in Oldham Beyond.

The information below has been gathered through a questionnaire. The questionnaire was distributed in a number of ways. By post, handed out on market days and made available as a PDF online. The following information gives a top line analysis on the data that has been collected.

It is important to note that this top line analysis contains aggregate information from both town centres and there will be some differences when the information is analysed for individual centres. (See the full report)

#### **Section 1, Business Details:**

- There were **48** responses to the questionnaire. This was approximately **17%** of the questionnaires that were distributed.
- There was a very balanced split between the two centres with **47.9%** of the responses related to Shaw and Crompton and **52.1%** related to Royton.
- Businesses had been established from as far back as **1900** to as recently as **2006**.
- Businesses had started operating in the town centres from **1933** to **2007**, with **27** of them commencing operation since the year 2000.
- **39.6%** are sole traders, **37.5%** limited companies, **14.6%** other and **8.3%** stated they were partnerships.
- **41.7%** of businesses lease their premises, **33.3%** own their premises and **22.9%** rent them.
- **39.6%** of respondents trade from other premises, with two thirds, **60.4%** only operating in Royton or Shaw and Crompton.

**1.11 What sectors are most applicable to your business? (Please tick all that apply)**

- There were many different sectors noted, with retail being the most popular trade sector.

	<b>No. cases</b>	<b>Percent of Cases</b>
Retail	19	40.4%
Admin Office	7	14.9%
Service	7	14.9%
Public Sector	6	12.8%
Leisure & Sport	5	10.6%
Professional Services	4	8.5%
Textiles & Clothing	4	8.5%
Other	4	8.5%
Food & Drink non retail	3	6.4%
Health/Medical	3	6.4%
Catering & Hospitality	3	6.4%
Tourism	3	6.4%
Market Traders	3	6.4%
Creative Sector	2	4.3%
Financial Services	1	2.1%
ICT	1	2.1%
Construction	1	2.1%
Manufacturing non food	1	2.1%
Utilities	1	2.1%
<b>Total</b>	<b>78</b>	<b>166.0%</b>

**1.12 How many people are currently employed...**

- Numbers of people employed vary from 0 to 25 full-time and 12 to 50 part-time.

**1.13 How do you see your business changing over the next two years?**

- Half, **50%** see respondents see no change to their businesses over the next 2 years, encouragingly, **27.1%** see it expanding, however, **10.4%** see it as downsizing, **6.3%** closing and **4.2%** relocating.

**1.14 Are you planning to invest in your Royton or Shaw and Crompton premises in any of the following areas in the next two years?**

- Nearly two thirds, **61.7%**, of businesses say they have nothing planned in terms of improvements over the next two years. However, **19.1%** said they planned to improve the shop frontage, **17.0%** refit, **12.8%** security, **8.5%** extension, **4.3%** relocation, **2.1%** access improvements and **2.1%** other improvements.

## Section 2: Your views on Royton or Shaw and Crompton

Businesses in the town centres were asked how satisfied they were with different aspects in their town centre.

### Premises and Trade

- **50.1%** of businesses were satisfied with the premises occupied; and three quarters, **75%**, were satisfied with the location of the premises. Less than one in ten, **8.4%**, were dissatisfied with the premises occupied and encouragingly no one was dissatisfied with the locations.
- **41.7%** were satisfied with the quality of the buildings and nearly a fifth, **18.7%**, were unhappy with the quality. Over a quarter of people, **29.2%**, were satisfied with the value of the premises and **12.5%** were dissatisfied.
- One in five businesses, **20.9%**, were happy with the open space around the premises, but a quarter, **25%**, were unhappy.
- Businesses seemed pleased with their workforce as more than half, **56.3%** satisfied. Only **6.3%** were dissatisfied. Again over half, **52.1%** were pleased with the frequency of customers, with one in eight, **12.5%** unhappy.
- **41.6%** were satisfied with their competition, with **12.5%** dissatisfied. Nearly half, **47.9%**, of businesses were happy with the appearance of shop frontages, but one in five, **20.9%** were unhappy with the frontages.

### Markets

- Over half of businesses, **56.2%** and **52.1%**, were satisfied with the frequency of the markets and the days it occurs respectively. Less than one in five, **18.7%** were dissatisfied with the frequency of the market, and **14.6%** were dissatisfied with days.
- **48%** of businesses were pleased with the layout, and a quarter, **25%** were displeased. Two thirds, **66.6%**, was satisfied with the location of the market, with one in eight, **12.5%**, dissatisfied.
- More than half, **52.1%**, was happy with the suitability of stalls, and **16.7%** were unhappy. Less than half, **41.7%** were pleased with the availability of stalls and **12.5%** were displeased.
- Just over a third, **35.5%** were satisfied with the facilities for markets and nearly a quarter, **23%** were dissatisfied. **43.8%** were pleased with the mix of market traders, but **16.7%** were displeased with the mix.

## Transport and Accessibility

- More than half of businesses, **56.3%** were happy with the bus routes, and encouragingly only **8.3%** were unhappy. **60.5%** were happy with the location of bus stops and again only **8.3%** were unhappy.
- Less than one in five, **18.8%**, were satisfied with the level of congestion in the town centres, and **39.6%** were dissatisfied with the congestion. Half of businesses, **50.3%**, were pleased with pedestrian access, with one in eight, **12.5%** displeased.
- Just over a third, **37.5%**, were happy with the road layout and **29.2%** were unhappy. A third, **33.3%**, were happy with the frequency of services, with one in eight, **12.5%**, unhappy.
- A third, **33.4%**, were pleased with the availability of parking, but another third, **35.5%** were displeased with availability. Nearly half, **47.9%** were happy with the convenience of car parks, and one in five, **20.8%** were unhappy.
- Half of businesses, **50.1%** were satisfied with accessibility for customers, and **20.8%** were dissatisfied. Over a third, **37.5%** were happy with disability access and just under a third, **31.2%** were unhappy.

## Crime and Safety

- Discouragingly only **8.4%** were happy that they felt safe from crime and nearly half, **47.9%**, were unhappy. Over a third, **37.5%** were satisfied with street lighting, and **16.7%** were dissatisfied.
- A quarter of businesses, **25%**, was satisfied with the cleanliness of the town centres, but a third, **33.4%** was dissatisfied. Only one in ten, **10.4%** felt happy that they were safe from anti social behaviour, whereas over half, **54.1%**, were not happy.
- **18.8%** were pleased with safe and secure parking for staff, but **41.7%** were displeased. Only **16.7%** of businesses were satisfied with safe and secure parking for customers and over a third, **35.4%**, were dissatisfied.

## Open Space and Appearances

- Only a quarter of businesses, **25%**, were satisfied that the town centres were clear of graffiti and vandalism, and **20.9%** were dissatisfied.
- **29.2%** were pleased with the signage for the town centres, and **16.7%** were displeased. A quarter, **25%**, were happy with signage for services, and nearly one in five, **18.8%**, were unhappy.

- Only **18.8%** was satisfied with the public realm, whereas a quarter, **25%**, was dissatisfied. Nearly a third, **29.2%**, was pleased with street decoration, but over a third, **35.4%**, was dissatisfied.
- A quarter of businesses, **25.1%** and **25%**, are both satisfied and dissatisfied respectively with open and public space within the town centres.
- **29.2%** were pleased with the maintenance of open space in the town centres, and one in five, **20.9%**, were displeased with the level of maintenance. One in five businesses, **20.9%**, were happy with the maintenance of the towns street scene, with a third, **33.4%**, unhappy with how the streets are maintained.

### Section 3: In planning for the future what would be most important to your business?

#### 3.1 Facilities

	No. cases	Percent of Cases
All Premises Occupied	26	60.5%
Commercial Services	22	51.2%
Access into your Premises	19	44.2%
Quality Shop Front	15	34.9%
Quality of Own Premises	12	27.9%
Quality of Other Premises	12	27.9%
Weekly Markets	11	25.6%
Leisure Venues/Activities	5	11.6%
Food & Drink Services	5	11.6%
<b>Total</b>	<b>127</b>	<b>295.3%</b>

#### 3.2 Trade

	No. cases	Percent of Cases
Good Rents/Rates	30	73.2%
Quality of Other Businesses	26	63.4%
More Variety/Difference Uses	24	58.5%
High Street Shops/Names	15	36.6%
Business Watch Scheme	7	17.1%
Availability of Labour	5	12.2%
Traders Association	5	12.2%
Competition/Similar Uses	3	7.3%
Longer Opening Hours	1	2.4%
<b>Total</b>	<b>116</b>	<b>282.9%</b>

### 3.3 Transport and Parking

	No. cases	Percent of Cases
Availability of Parking Spaces	28	66.7%
Safe and Secure Parking	20	47.6%
Routes In and Around Town Centre	18	42.9%
Low Congestion Levels	13	31.0%
Convenience	13	31.0%
Pedestrian Access	10	23.8%
Location of Bus Stops	9	21.4%
Road Layout	9	21.4%
Servicing Access	5	11.9%
<b>Total</b>	<b>125</b>	<b>297.6%</b>

### 3.4 Safety and accessibility in the Town Centre

	No. cases	Percent of Cases
No Anti Social Behaviour	30	71.4%
Clean and Tidy	26	61.9%
No Fear of Crime	26	61.9%
Safe and Secure Town Centre	21	50.0%
Access in/out of buildings	5	11.9%
Access Around Centre	5	11.9%
No Racial Tension	4	9.5%
Disabled Access	3	7.1%
Good Street Lighting	2	4.8%
<b>Total</b>	<b>122</b>	<b>290.5%</b>

### 3.5 Open space and appearance

	No. cases	Percent of Cases
Clear of Graffiti/Vandalism	30	71.4%
Maintained Pavements and Footpaths	28	66.7%
Maintained Roads	17	40.5%
Street Decoration	16	38.1%
Sign Posting In and Around Town Centre	14	33.3%
Quality Buildings	11	26.2%
Open and Public Space	6	14.3%
Public Realm	2	4.8%
<b>Total</b>	<b>124</b>	<b>295.2%</b>

## Section 4: Your business in the Town Centre.

### 4.1 Are there any factors that are POSITIVELY affecting the growth of your business?

- Encouragingly, there were a number of variables people highlighted that positively affected their business growth.
- Over half, **53.3%**, of businesses that answered stated that the image of the area positively affected the growth of their business. Whilst over a quarter, **26.7%**, thought that availability of suitable premises and increase of trade were positive factors respectively. **1 in 5 (20%)** thought that places to advertise positively affected their business,

	No. cases	Percent of Cases
Image of Area	16	53.3%
Availability of Suitable Premises	8	26.7%
Increase of Trade	8	26.7%
Places to Advertise	6	20.0%
Internet	4	13.3%
Availability of Skilled Labour	4	13.3%
Changing Market Conditions	3	10.0%
Labour Costs	2	6.7%
Competition	1	3.3%
Transport Infrastructure	1	3.3%
<b>Total</b>	<b>53</b>	<b>176.7%</b>

### 4.2 Are there any factors that are NEGATIVELY affecting the growth of your business?

- There were a number of issues which people felt had a negative impact on their business growth, and despite the image of the area being viewed positively by many, it was also the biggest negative factor affecting business growth.

	No. cases	Percent of Cases
Image of Area	18	48.6%
Lack of Trade	12	32.4%
Changing Market Conditions	9	24.3%
Places to Advertise	8	21.6%
Availability of Skilled Labour	6	16.2%
Transport Infrastructure	6	16.2%
Availability of Suitable Premises	5	13.5%
Competition	5	13.5%
Labour Costs	3	8.1%
Other	3	8.1%
<b>Total</b>	<b>75</b>	<b>202.7%</b>

#### **4.3 How satisfied are you with how your business is trading?**

- One in ten, **10.4%**, of businesses are very satisfied with trade, **39.6%** are satisfied and **27.1%** feel that it is average. Only one in ten, **10.4%** are dissatisfied and **4.2%** very dissatisfied.

#### **4.4 Has your business been affected by crime in the...**

- Crime is perceived as an issue. Over a third, **35.4%** said they had been affected by crime in the last 6 months, **16.7%** in the last two years, **12.5%** in the last 5 years and **12.5%** in over 5 years. Only one in five, **18.8%** said that they had never been affected by crime.

#### **4.5 If you have been affected what type of crime took place?**

- Vandalism is was the most frequently stated type of crime, **31.6%**, but **21.1%** said burglary, **14.5%** verbal abuse, **11.8%** shoplifting, **2.6%** hate crime and **2.6%** physical abuse and **5.3%** said they had been affected by another type of crime.

### **Section 5: Possible improvements.**

#### **5.1 What are you particularly satisfied with in Royton or Shaw and Crompton Town Centre?**

- When asked what people are particularly satisfied with; by far the most frequently given answer was Free Parking with **62.5%**, (15 responses), **12.5%** of people said that they were satisfied with the cleanliness of the centre.

#### **5.2 What are you particularly dissatisfied with in Royton or Shaw and Crompton Town Centre?**

- When asked what people are particularly dissatisfied with there were a number of issues arising. **21.6%** cited poor police presence and **16.2%** said they had safety concerns. **16.2%** of respondents said there was a lack of parking and **13.5%** stated no/poor public toilets, lack of different businesses and youths at night respectively.
- A number of other issues were raised.

#### **5.3 Is there anything else that you would like to tell us with regards to Royton or Shaw and Crompton Town Centre?**

- When asked if people had anything else to say there were three main issues raised. **21.7%** of people felt the centre would benefit from CCTV, **17.4%** felt that shop/market rents are too high and **13%** said that the market/precinct should be covered with a roof.