

**APPENDIX 4:
BUSINESS SURVEY RESULTS**



Town Centre	Sent	Returned	Unsent	Actual Sent	% Returned
Oldham	557	88	67	490	18.0
Shaw	152	31	16	136	22.8
Uppermill	77	20	7	70	28.6
Lees	64	17	0	64	26.6
Chadderton	34	6	0	34	17.6
Failsworth	73	13	0	73	17.8
Huddersfield Road	36	5	0	36	13.9
Royton	98	25	8	90	27.8
	1091	205	98	993	20.6

N.B. A number of surveys were automatically returned ('Unsent') due to addressee no longer being at the property or the unit being vacant. Therefore, the assessment is based on the number of surveys that reached the intended recipient .

OLDHAM TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

490

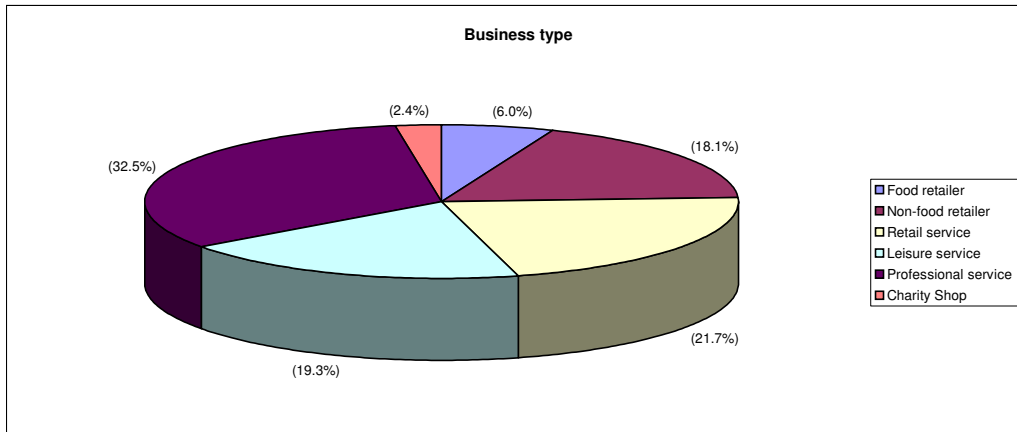
Responses: 88 (18%)

Q1b. How would you best describe your business?

Food retailer	[5]	(6.0%)
Non-food retailer	[15]	(18.1%)
Retail service	[18]	(21.7%)
Leisure service	[16]	(19.3%)
Professional service	[27]	(32.5%)
Charity Shop	[2]	(2.4%)
	[83]	(100.0%)

Other (please state)

Museum and Gallery [1], Community care - Learning disability service [1], Bed retailer [1]

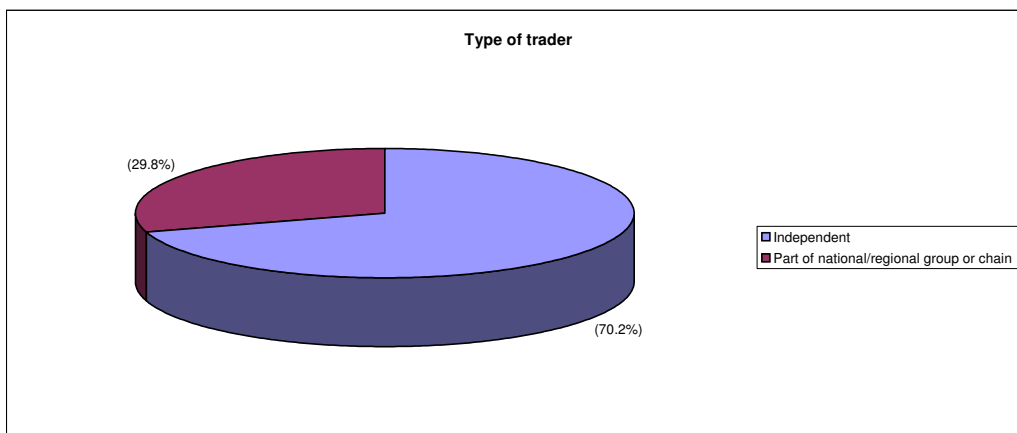


Q1c. Is your business?

Independent	[59]	(70.2%)
Part of national/regional group or chain	[25]	(29.8%)
	[84]	(100.0%)

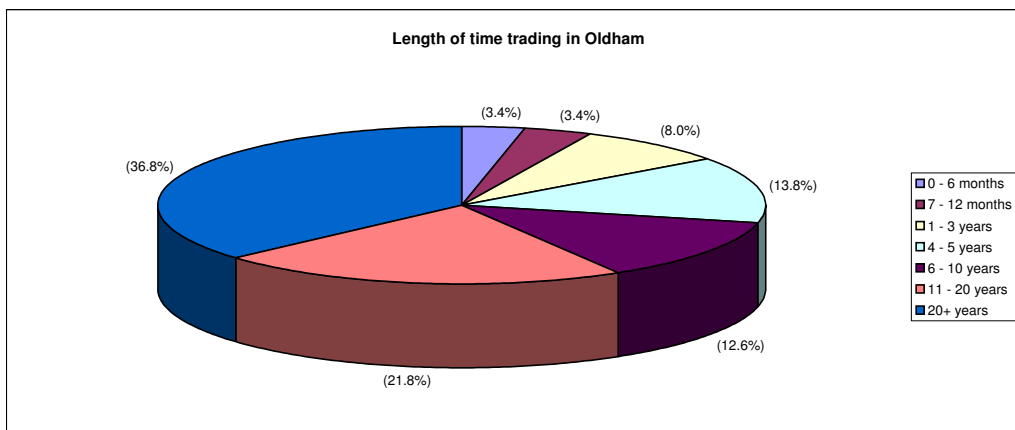
Other (please specify)

Local Authority funded [2],



Q1d. How long, approximately, has the business traded in Oldham Town Centre?

0 - 6 months	[3]	(3.4%)
7 - 12 months	[3]	(3.4%)
1 - 3 years	[7]	(8.0%)
4 - 5 years	[12]	(13.8%)
6 - 10 years	[11]	(12.6%)
11 - 20 years	[19]	(21.8%)
20+ years	[32]	(36.8%)
	[87]	(100.0%)



Q1e. Why did you choose Oldham Town Centre as a business location?

Lived in Oldham all my life; did not realise how small businesses were so badly treated [1], I purchased already up and running business [1], Town Centre generates people on a daily basis [1], Twenty years ago Oldham was a thriving business environment with an inside and outside market which attracted people from all parts [1], The Greaves Pub was closed and was offered a tenancy at will' which was too good to refuse [1], Local to home [2], Good trade [1], Busy market town [2], The town and market were thriving at the time [1], It is central [1], Was already an established business (Beautiful Brides) [1], Town Centre location close to home [3], Municipal Gallery [1], Local to the owners home [1], Good potential business available in the area [1], Local environment and friendly people [1], Thriving town [1], There was no competition [2], Oldham is surrounded by manufacturing - lots of employment/work [1], Client base [6], Historically always traded in Oldham from 1800's [1], It was a peak time for businesses but now there are too many shops and competition [1], Knew area/client base well [1], Central position [1], Business already established [1], Central location for people to travel to and from [3], Family business [2], High footfall [1], Good image [1], Convenience [1], Home town [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[55]	(64.7%)
Owner Occupied	[28]	(32.9%)
No Answer	[2]	(2.4%)
	[85]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[480]	(49.0%)
Part Time	[499]	(51.0%)
	[979]	(100.0%)

Q1h. Has the business always operated from Oldham Town Centre?

Yes	[76]	(89.4%)
No	[9]	(10.6%)
	[85]	(100.0%)

If no, where did you relocate from?

Falcon Business Centre, Chadderton [1], Union Street [1], Hollinwood [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[12]	(13.8%)
Grown Moderately	[40]	(46.0%)
Remained Largely Static	[16]	(18.4%)
Declined Moderately	[8]	(9.2%)
Declined Significantly	[11]	(12.6%)
	[87]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[7]	(8.5%)
Well	[26]	(31.7%)
Moderately	[27]	(32.9%)
Poorly	[17]	(20.7%)
Very Poorly	[5]	(6.1%)
	[82]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Oldham Town Centre	[14]	(11.5%)
Residents from across the Oldham Borough	[62]	(50.8%)
Residents from outside the Oldham Borough	[7]	(5.7%)
Specialist buyers (e.g. because you offer a specialist product)	[9]	(7.4%)
Workers from Oldham Town Centre (e.g. office workers)	[12]	(9.8%)
Students from Oldham Town Centre	[7]	(5.7%)
Passers-by	[11]	(9.0%)
Total	[122]	(100.0%)

Other (please state)

Word of mouth [1], Appointments [1], All across England and Wales [1]

Q3. How do you rate the following aspects of the Town Centre?

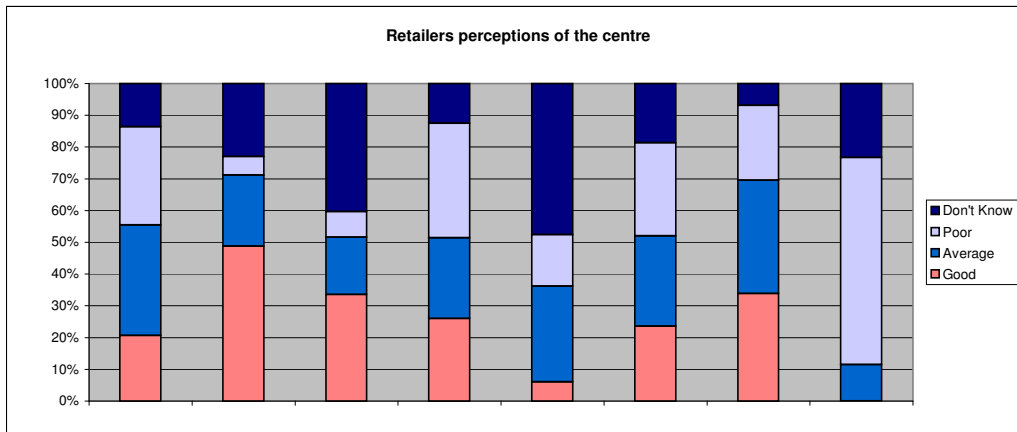
Transport

- i. Appearance of the entrances to Oldham Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good	Average	Poor	Don't Know			
	%	%	%	%			
[8]	(8.4%)	[49]	(14.2%)	[25]	(12.6%)	[2]	(5.6%)
[28]	(29.5%)	[47]	(13.6%)	[7]	(3.5%)	[5]	(13.9%)
[22]	(23.2%)	[43]	(12.4%)	[11]	(5.5%)	[10]	(27.8%)
[11]	(11.6%)	[39]	(11.3%)	[32]	(16.1%)	[2]	(5.6%)
[3]	(3.2%)	[55]	(15.9%)	[17]	(8.5%)	[9]	(25.0%)
[10]	(10.5%)	[44]	(12.7%)	[26]	(13.1%)	[3]	(8.3%)
[13]	(13.7%)	[50]	(14.5%)	[19]	(9.5%)	[1]	(2.8%)
[0]	(0.0%)	[19]	(5.5%)	[62]	(31.2%)	[4]	(11.1%)
Total	[95]	[346]	(100.0%)	[199]	(100.0%)	[36]	(100.0%)

Other (please state)

No comments



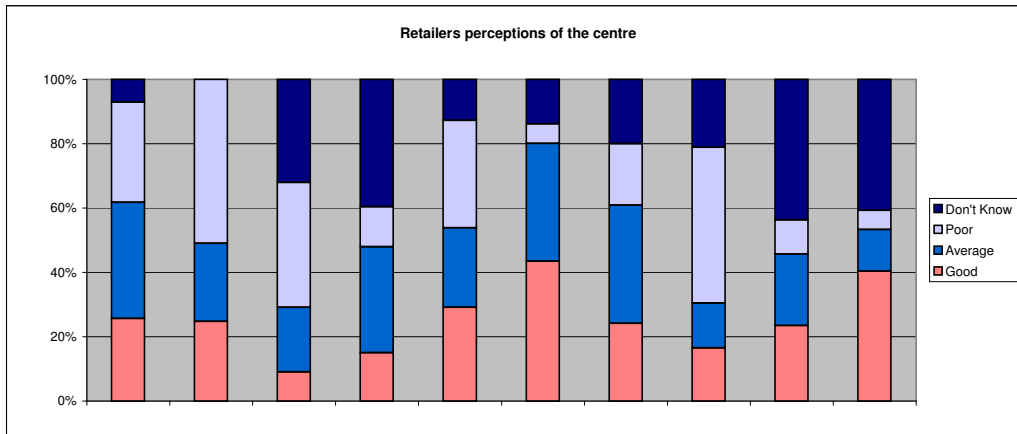
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good	Average	Poor	Don't Know			
	%	%	%	%			
[15]	(8.4%)	[50]	(11.8%)	[20]	(10.2%)	[1]	(2.3%)
[15]	(8.4%)	[35]	(8.3%)	[34]	(17.3%)	[0]	(0.0%)
[7]	(3.9%)	[37]	(8.8%)	[33]	(16.8%)	[6]	(14.0%)
[11]	(6.2%)	[57]	(13.5%)	[10]	(5.1%)	[7]	(16.3%)
[19]	(10.7%)	[38]	(9.0%)	[24]	(12.2%)	[2]	(4.7%)
[26]	(14.6%)	[52]	(12.3%)	[4]	(2.0%)	[2]	(4.7%)
[15]	(8.4%)	[54]	(12.8%)	[13]	(6.6%)	[3]	(7.0%)
[13]	(7.3%)	[26]	(6.2%)	[42]	(21.4%)	[4]	(9.3%)
[20]	(11.2%)	[45]	(10.7%)	[10]	(5.1%)	[9]	(20.9%)
[37]	(20.8%)	[28]	(6.6%)	[6]	(3.1%)	[9]	(20.9%)
Total	[178]	[422]	(100.0%)	[196]	(100.0%)	[43]	(100.0%)

Other (please state)

Too many fast food shops [2], Too many supermarkets [1], Too many licensed premises [1], Too many bars/pubs [1]



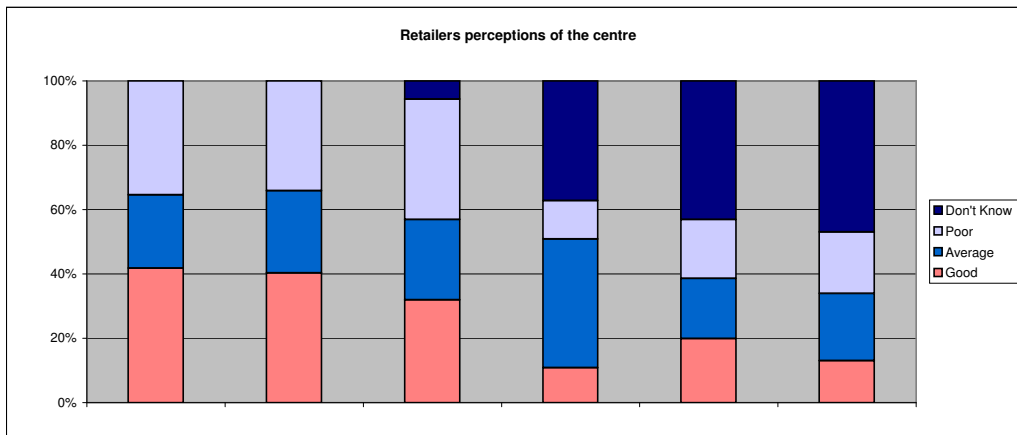
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[14]	(23.7%)	[31] (13.0%)	[35] (20.1%)	[0] (0.0%)
[14]	(23.7%)	[36] (15.1%)	[35] (20.1%)	[0] (0.0%)
[11]	(18.6%)	[35] (14.6%)	[38] (21.8%)	[1] (3.3%)
[4]	(6.8%)	[60] (25.1%)	[13] (7.5%)	[7] (23.3%)
[10]	(16.9%)	[38] (15.9%)	[27] (15.5%)	[11] (36.7%)
[6]	(10.2%)	[39] (16.3%)	[26] (14.9%)	[11] (36.7%)
[59]	(100.0%)	[239] (100.0%)	[174] (100.0%)	[30] (100.0%)

Other (please state)

Town Centre is not just Spindles; nothing done for rest of town [1], Dirty [1], Chewing Gum [1]



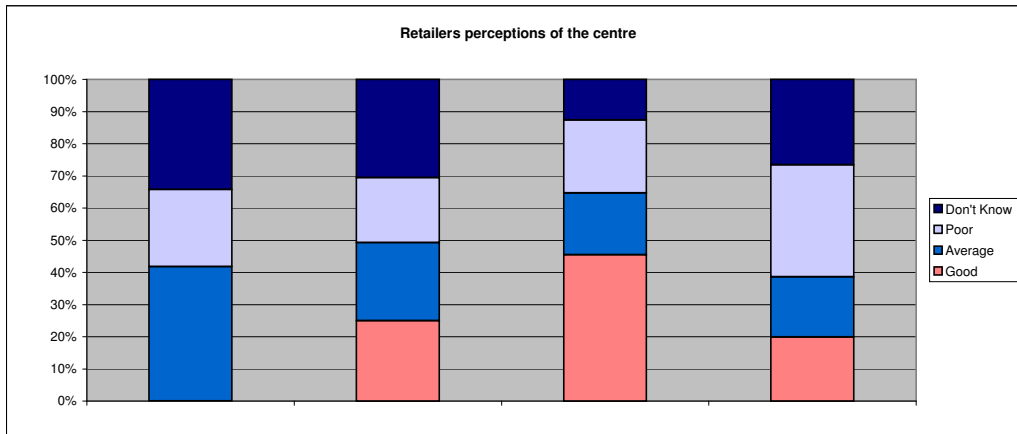
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Oldham Town Centre
- xxviii. Tommyfield Market

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[39] (33.3%)	[33] (19.1%)	[9] (27.3%)
[3]	(27.3%)	[31] (26.5%)	[38] (22.0%)	[11] (33.3%)
[6]	(54.5%)	[27] (23.1%)	[47] (27.2%)	[5] (15.2%)
[2]	(18.2%)	[20] (17.1%)	[55] (31.8%)	[8] (24.2%)
[11]	(100.0%)	[117] (100.0%)	[173] (100.0%)	[33] (100.0%)

Comments:

Oldham is not just about Spindles [1], There is no comparison when viewing pictures of Oldham Town Centre and then looking in person [1], Reduced cost for parking [1], Over zealous traffic wardens [1], Very poor image of Oldham Town Centre [1], Very poor Tommyfield market [2], Let the local businesses run the town and/or have more input [1], The market days used to affect our trade but now it has no effect, showing the state of the market [1], decline of the market has been crucial [1], The bus station moving has been a big negative [1], The centre looks scruffy in parts [1], The demise of the market keeps people away [1], People shop in Ashton or Bury because of the markets [1]

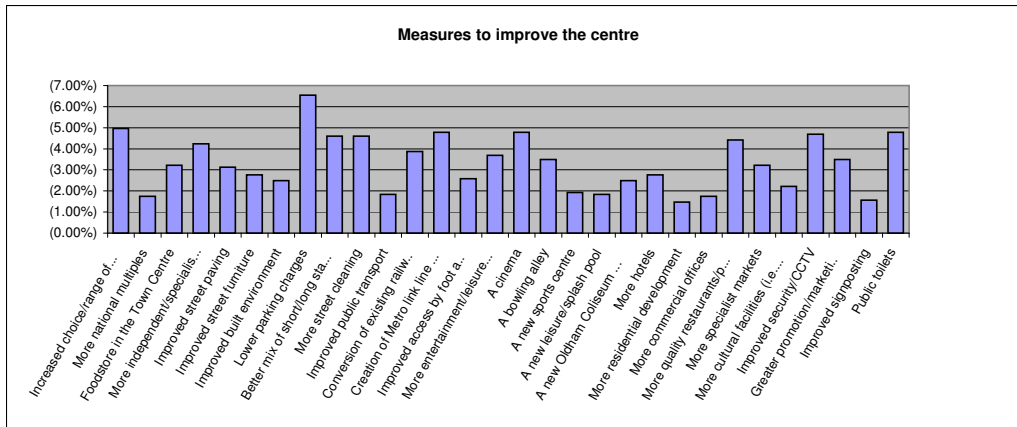


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[54]	(4.97%)
More national multiples	[19]	(1.75%)
Foodstore in the Town Centre	[35]	(3.22%)
More independent/specialist traders	[46]	(4.24%)
Improved street paving	[34]	(3.13%)
Improved street furniture	[30]	(2.76%)
Improved built environment	[27]	(2.49%)
Lower parking charges	[71]	(6.54%)
Better mix of short/long stay parking	[50]	(4.60%)
More street cleaning	[50]	(4.60%)
Improved public transport	[20]	(1.84%)
Conversion of existing railway to Metro link	[42]	(3.87%)
Creation of Metro link line through the Town Centre	[52]	(4.79%)
Improved access by foot and cycle	[28]	(2.58%)
More entertainment/leisure facilities	[40]	(3.68%)
A cinema	[52]	(4.79%)
A bowling alley	[38]	(3.50%)
A new sports centre	[21]	(1.93%)
A new leisure/splash pool	[20]	(1.84%)
A new Oldham Coliseum Theatre	[27]	(2.49%)
More hotels	[30]	(2.76%)
More residential development	[16]	(1.47%)
More commercial offices	[19]	(1.75%)
More quality restaurants/pavement cafés	[48]	(4.42%)
More specialist markets	[35]	(3.22%)
More cultural facilities (i.e. Museum)	[24]	(2.21%)
Improved security/CCTV	[51]	(4.70%)
Greater promotion/marketing of the centre	[38]	(3.50%)
Improved signposting	[17]	(1.57%)
Public toilets	[52]	(4.79%)
Total	[1086]	(100.00%)

Other (please state)

Cheaper parking [1], Free parking on weekends to encourage less shopping at retail parks with free parking [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[45]	(55.6%)
Too many non-retail uses	[28]	(34.6%)
Not enough non-retail uses	[8]	(9.9%)
	[81]	(100.0%)

Please specify:

Too many fast foods [1], We need more shops; too many offices and banks [1], Too many phone shops [1], No restaurants in the hub of the centre; all out on Yorkshire Street and down side streets [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[36]	(11.96%)
Lack of passing trade outside your premises	[32]	(10.63%)
Poor location of your premises	[9]	(2.99%)
Inadequate customer car parking	[48]	(15.95%)
Competition from other traders in Town Centre	[17]	(5.65%)

If so, where?

Chambers [1], Union Street [2], Home Bargains [1], Yorkshire Street [2], Other Accountants in Oldham [1], Optical industry [1]

Competition from other Town Centres nearby	[14]	(4.65%)
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If so, where?

Ashton [8], Bury [4], Bolton [1], Huddersfield [2], Manchester [2], Rochdale [1], Trafford [2]

Competition from elsewhere	[6]	(1.99%)
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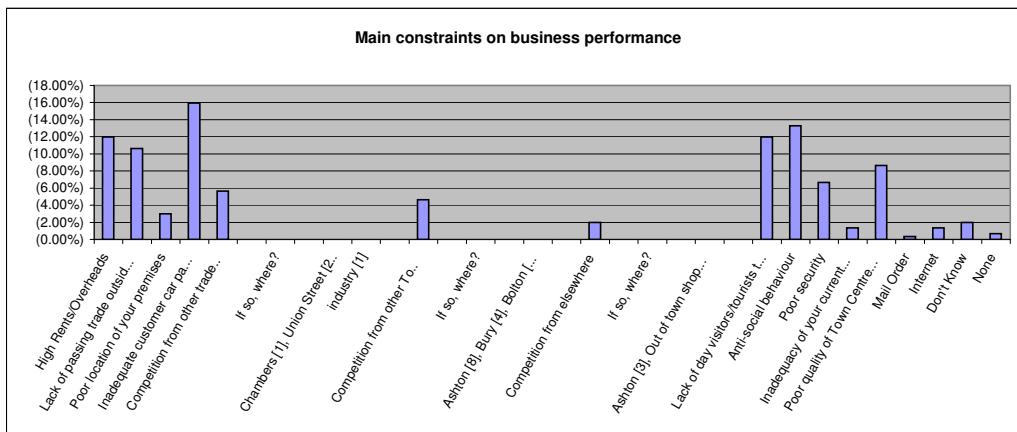
If so, where?

Ashton [3], Out of town shopping centres [1], Manchester [1], Retail parks [1], Internet [1], Bury [1]

Lack of day visitors/tourists to the town	[36]	(11.96%)
Anti-social behaviour	[40]	(13.29%)
Poor security	[20]	(6.64%)
Inadequacy of your current premises	[4]	(1.33%)
Poor quality of Town Centre shopping environment	[26]	(8.64%)
Mail Order	[1]	(0.33%)
Internet	[4]	(1.33%)
Don't Know	[6]	(1.99%)
None	[2]	(0.66%)
	[301]	(100.00%)

Other (please specify)

High cost of parking [2], Cost of parking [1], The town offers nothing different to anywhere else, i.e. M&S and independent stores [1], Poor location due to bus station moving [1], Need more shops [1], National economic climate/credit crunch [1]



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[51]	(61.45%)
Yes, close	[6]	(7.23%)
Yes, relocate in Town Centre	[1]	(1.20%)
Yes, relocate to another Town Centre	[8]	(9.64%)
Yes, relocate out-of-centre	[2]	(2.41%)
Yes, extend floorspace	[4]	(4.82%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[11]	(13.25%)
	[83]	(100.00%)

Other (please specify)

Hope to sell business; have had enough [1], Close because of amount of burglaries [1], Extension to building by landlord [1], Purchased elsewhere [1]

Q7b. If you are relocating, where are you considering moving to?

Ashton [2], Manchester [1], Anywhere [1], Bury [1]

Q7c. If relocating, what is the main reason for this decision?

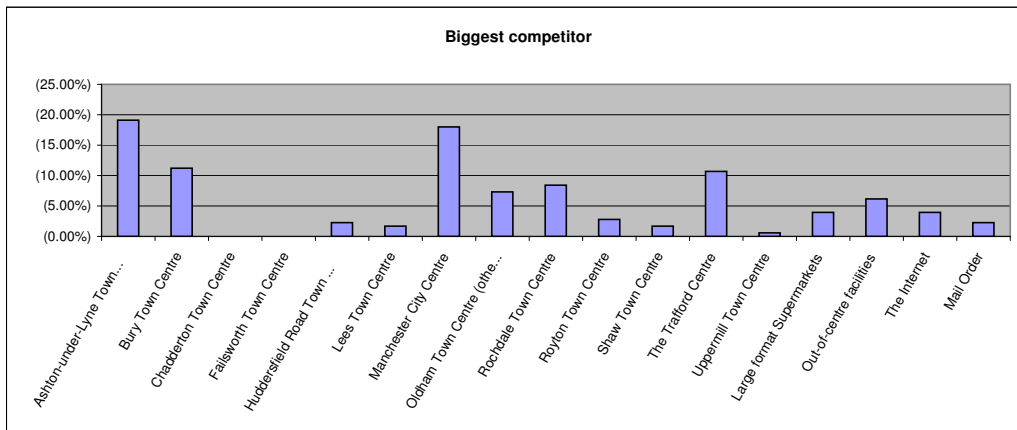
Parking [1], Immigration [1], Competition [1], High rents [1], Poor Town Centre [1]

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[34]	(19.10%)
Bury Town Centre	[20]	(11.24%)
Chadderton Town Centre	[0]	(0.00%)
Faiisworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[4]	(2.25%)
Lees Town Centre	[3]	(1.69%)
Manchester City Centre	[32]	(17.98%)
Oldham Town Centre (other retailers)	[13]	(7.30%)
Rochdale Town Centre	[15]	(8.43%)
Royton Town Centre	[5]	(2.81%)
Shaw Town Centre	[3]	(1.69%)
The Trafford Centre	[19]	(10.67%)
Uppermill Town Centre	[1]	(0.56%)
Large format Supermarkets	[7]	(3.93%)
Out-of-centre facilities	[11]	(6.18%)
The Internet	[7]	(3.93%)
Mail Order	[4]	(2.25%)
	[178]	(97.75%)

Other (please specify)

We are a service industry that relies on our relationships with clients [1], N/A [1]



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[12]	(15.0%)
No	[68]	(85.0%)
	[80]	(100.0%)

Q10. If yes, where is this?

Stockport [1], Stalybridge [1], Milnrow [1], Local studies and Archives, Union Street [1], Middleton [1], Royton [2], Shaw [1], Henshaw Street [1], Rochdale [1], Tommyfield Market [1], Hollinwood [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[4]	(40.0%)
Worse	[0]	(0.0%)
Same	[6]	(60.0%)
	[10]	(100.0%)

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

Drastic measures required [1], Town is dead [1], More people visiting the Town Centre [1], Small businesses require people visiting the Town Centre to keep their business afloat [1], I would like a booklet advertising what the Town Centre businesses can provide delivered to the Oldham Borough instead of individual businesses sending out flyers [1], Need to promote the Town Centre more [1], Improve car parking [1], Improve parking charges, i.e. short stay/long stay [1], Improve ability to pay for your parking quickly [1], Outside market has deteriorated; would be better utilised as a car park or supermarket [1], Cost of parking is too high [1], Need free short-term parking [1], Over zealous traffic wardens [1], Expensive rents and rates make it a difficult place to trade in [1], Town and market hall are in a poor state [1], Poor infrastructure [1], Poor management [1], No promotion for the market [1], Very dirty toilets [1], Very poor parking [1], Permission given by Council to too many fast food places [1], Cheaper car parking/free Sundays [1], Development of unused premises (Town Hall etc.) [1], Improvement to the market so locals don't go elsewhere, i.e. Bury [1], The Metro NEEDS to come through the Town Centre [1], Lack of services/facilities/shops to attract higher spending consumers [1], Centred around catering for lower income families [1], Cars entering pedestrian zones for personal parking, not business related drop offs [1], Use of parking in Retley Passage by some retailers is blocking fire exit zones [1], Too many falls, trips and slips outside Home Bargains [1], CCTV in passage ways to help Police [1], Far too difficult to park without fear of being booked by traffic wardens [1], Parking fees are way too dear [1], Other towns have better parking facilities, i.e. Ashton and Middleton [1], Reduce parking charges [3], Rent too expensive [1], Council tax too high [1], Lack of police presence [1], Poor security [1], Free parking [1], Unsafe [1], Clean [1], Poor parking [3], Poor choice of shops [1], Not enough independent shops [1], Too many take aways [3], Not enough chained shops [1], Too many £ shops [1], More diversity [1], Pavements need to be fixed [1], Quality and diversity of shops very poor [1], Poor market [1], New department store needed [1], Oldham Town Centre is completely miserable! [1]

ROYTON DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

90

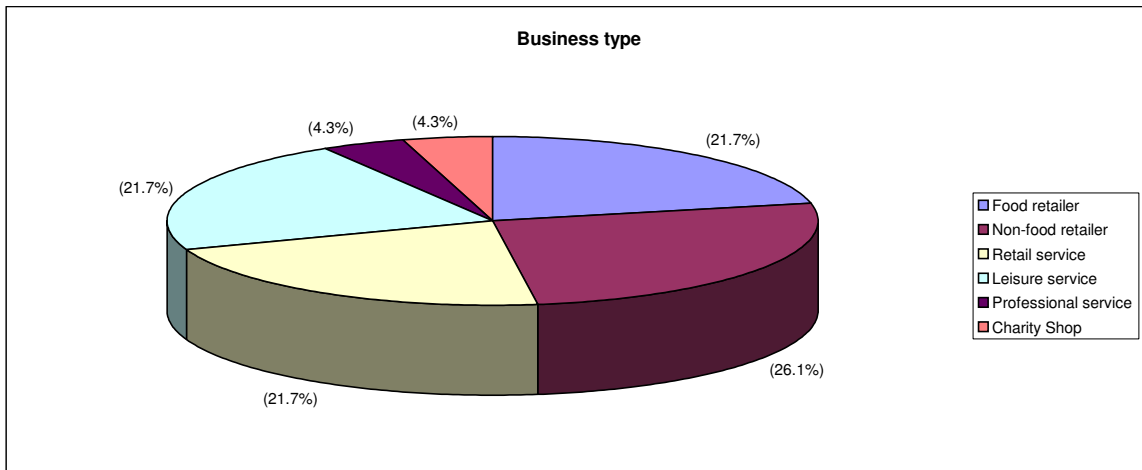
Responses: 25 (28%)

Q1b. How would you best describe your business?

Food retailer	[5]	(21.7%)
Non-food retailer	[6]	(26.1%)
Retail service	[5]	(21.7%)
Leisure service	[5]	(21.7%)
Professional service	[1]	(4.3%)
Charity Shop	[1]	(4.3%)
	[23]	(100.0%)

Other (please state)

Discount Store [1], Dental Surgery [1]

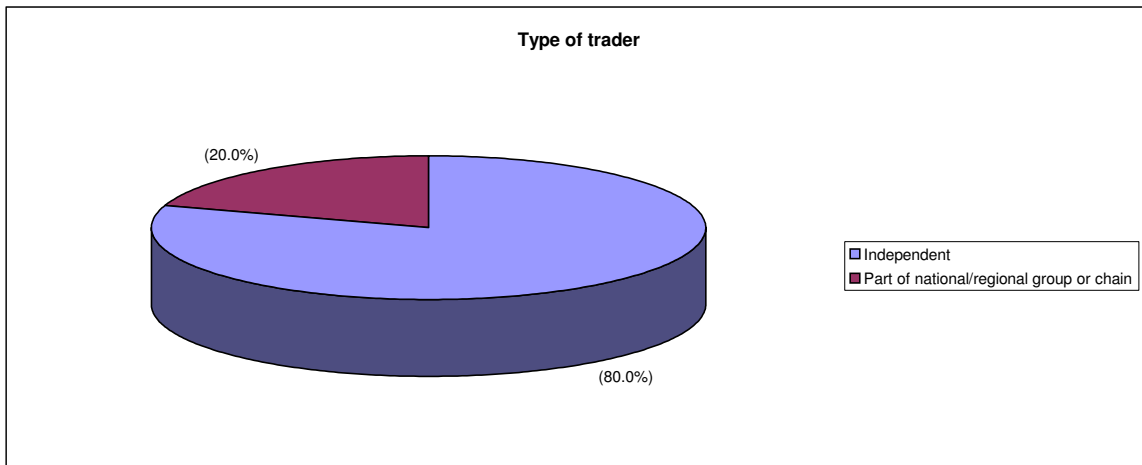


Q1c. Is your business?

Independent	[20]	(80.0%)
Part of national/regional group or chain	[5]	(20.0%)
	[25]	(100.0%)

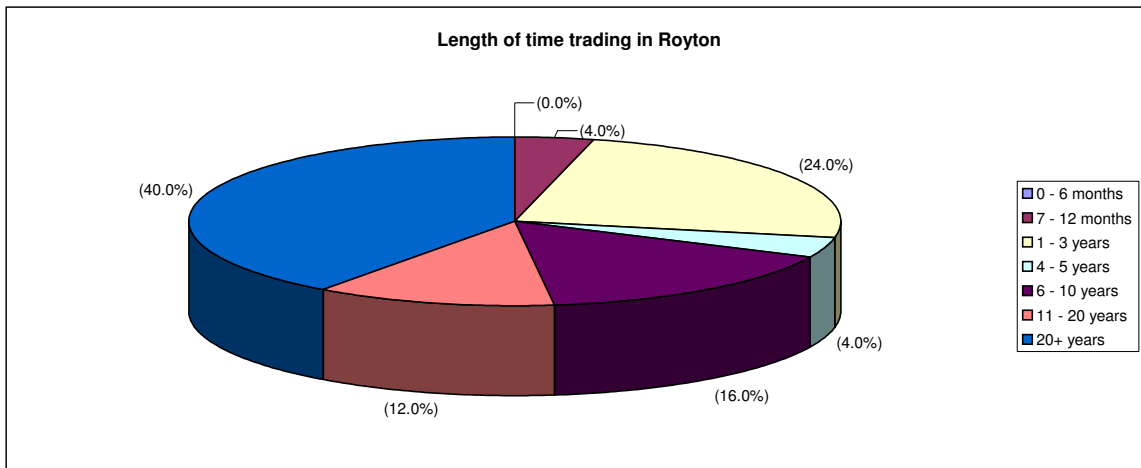
Other (please specify)

No comments



Q1d. How long, approximately, has the business traded in Royton Town Centre?

0 - 6 months	[0]	(0.0%)
7 - 12 months	[1]	(4.0%)
1 - 3 years	[6]	(24.0%)
4 - 5 years	[1]	(4.0%)
6 - 10 years	[4]	(16.0%)
11 - 20 years	[3]	(12.0%)
20+ years	[10]	(40.0%)
	[25]	(100.0%)



Q1e. Why did you choose Royton Town Centre as a business location?

Location of empty shop [1], For location in new shopping precinct in 1987 [1], Well known location in local area [1], Good location [1], Shop available [1], Live in area [3], Home town [2], Didn't have a shoe shop [1], Good location for suurounding areas [1], Limited competition [1], Established business [1], Bought business [1], Locality [1], New shop available [1], Close to local area [1], Low crime rate [1], Heard money was being put into Royton [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[21]	(84.0%)
Owner Occupied	[3]	(12.0%)
No Answer	[1]	(4.0%)
	[25]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[63]	(46.0%)
Part Time	[74]	(54.0%)
	[137]	(100.0%)

Q1h. Has the business always operated from Royton Town Centre?

Yes	[24]	(96.0%)
No	[1]	(4.0%)
	[25]	(100.0%)

If no, where did you relocate from?

Oldham Town Centre [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[3]	(11.5%)
Grown Moderately	[10]	(38.5%)
Remained Largely Static	[8]	(30.8%)
Declined Moderately	[3]	(11.5%)
Declined Significantly	[2]	(7.7%)
	[26]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[1]	(4.0%)
Well	[8]	(32.0%)
Moderately	[15]	(60.0%)
Poorly	[1]	(4.0%)
Very Poorly	[0]	(0.0%)
	[25]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Royton Town Centre	[21]	(61.8%)
Residents from across the Oldham Borough	[5]	(14.7%)
Residents from outside the Oldham Borough	[1]	(2.9%)
Specialist buyers (e.g. because you offer a specialist product)	[1]	(2.9%)
Workers from Royton Town Centre (e.g. office workers)	[3]	(8.8%)
Students from Royton Town Centre	[0]	(0.0%)
Passers-by	[3]	(8.8%)
	[34]	(100.0%)

Other (please state)

No comments

Q3. How do you rate the following aspects of the Town Centre?

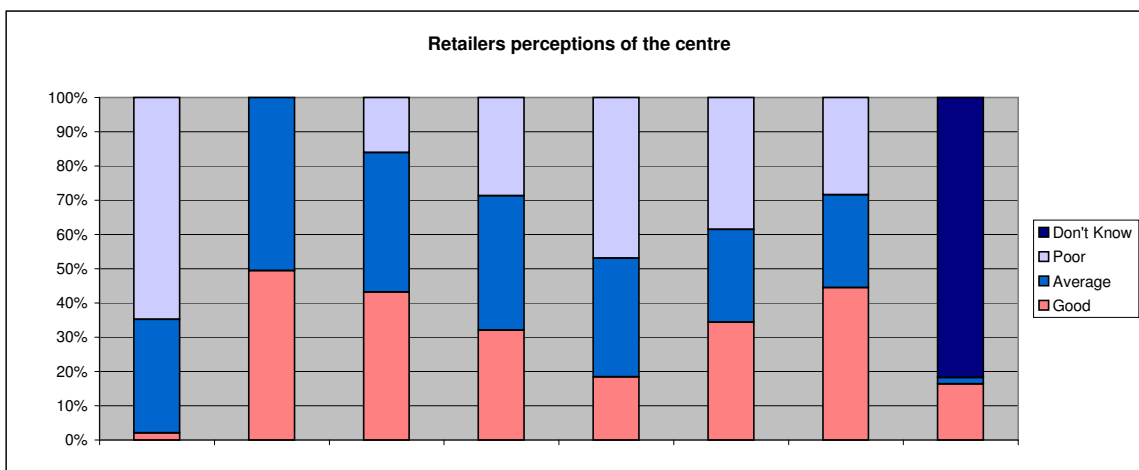
Transport

- i. Appearance of the entrances to Royton Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good	Average	Poor	Don't Know
	%	%	%	%
i. Appearance of the entrances to Royton Town Centre	[1] (1.2%)	[17] (18.9%)	[7] (36.8%)	[0] (0.0%)
ii. Accessibility by pedestrians	[12] (14.1%)	[13] (14.4%)	[0] (0.0%)	[0] (0.0%)
iii. Accessibility by public transport	[12] (14.1%)	[12] (13.3%)	[1] (5.3%)	[0] (0.0%)
iv. Accessibility by vehicles	[10] (11.8%)	[13] (14.4%)	[2] (10.5%)	[0] (0.0%)
v. Amount of signage for vehicles	[7] (8.2%)	[14] (15.6%)	[4] (21.1%)	[0] (0.0%)
vi. Amount of car parking	[12] (14.1%)	[10] (11.1%)	[3] (15.8%)	[0] (0.0%)
vii. Location of car parking	[14] (16.5%)	[9] (10.0%)	[2] (10.5%)	[0] (0.0%)
viii. Pricing of car parking	[17] (20.0%)	[2] (2.2%)	[0] (0.0%)	[6] (100.0%)
	[85] (100.0%)	[90] (100.0%)	[19] (100.0%)	[6] (100.0%)

Other (please state)

No comments



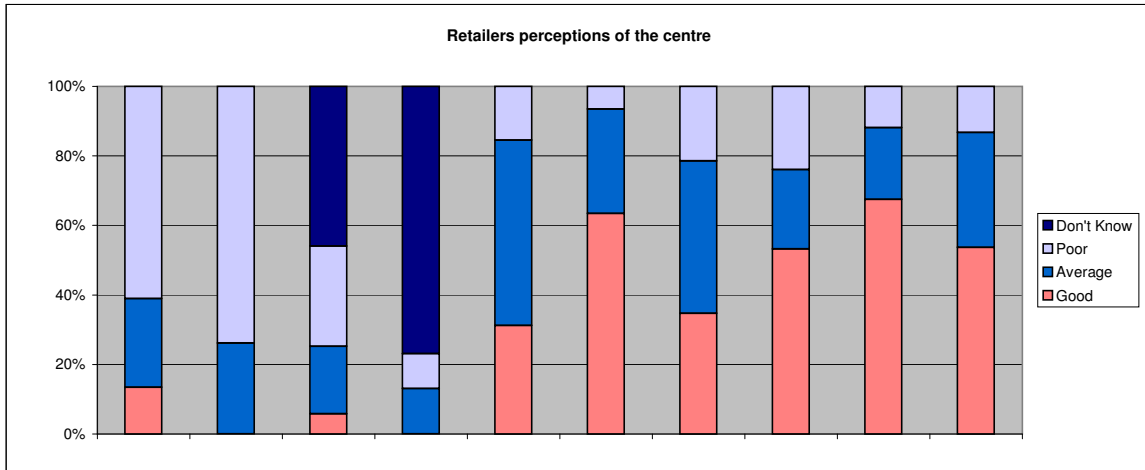
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good	Average	Poor	Don't Know
	%	%	%	%
ix. Number of shops in general	[3] (4.8%)	[12] (9.0%)	[11] (21.6%)	[0] (0.0%)
x. Range of shops in general	[0] (0.0%)	[12] (9.0%)	[13] (25.5%)	[0] (0.0%)
xi. Number of independent traders	[2] (3.2%)	[14] (10.5%)	[8] (15.7%)	[1] (2.0%)
xii. Number of multiple traders	[0] (0.0%)	[17] (12.8%)	[5] (9.8%)	[3] (7.5%)
xiii. Number of supermarkets	[5] (7.9%)	[18] (13.5%)	[2] (3.9%)	[0] (0.0%)
xiv. Number of services in general (e.g. hairdressers, banks)	[12] (19.0%)	[12] (9.0%)	[1] (2.0%)	[0] (0.0%)
xv. Range of services in general	[6] (9.5%)	[16] (12.0%)	[3] (5.9%)	[0] (0.0%)
xvi. Number of restaurants	[11] (17.5%)	[10] (7.5%)	[4] (7.8%)	[0] (0.0%)
xvii. Number of licensed premises	[14] (22.2%)	[9] (6.8%)	[2] (3.9%)	[0] (0.0%)
xviii. Number of fast-food shops	[10] (15.9%)	[13] (9.8%)	[2] (3.9%)	[0] (0.0%)
	[63] (100.0%)	[133] (100.0%)	[51] (100.0%)	[4] (100.0%)

Other (please state)

No comments



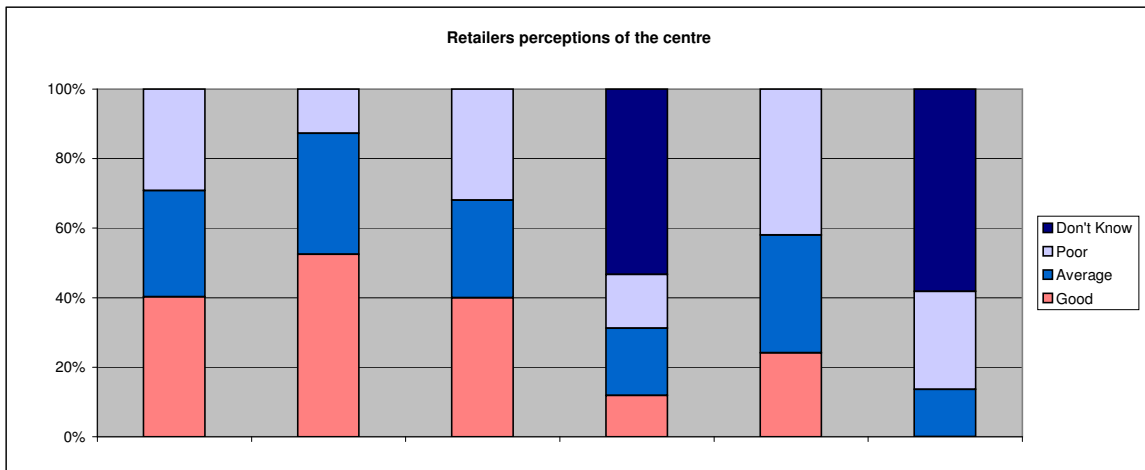
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[2]	(22.2%)	[13] (16.9%)	[10] (16.1%)	[0] (0.0%)
[3]	(33.3%)	[17] (22.1%)	[5] (8.1%)	[0] (0.0%)
[2]	(22.2%)	[12] (15.6%)	[11] (17.7%)	[0] (0.0%)
[1]	(11.1%)	[14] (18.2%)	[9] (14.5%)	[1] (50.0%)
[1]	(11.1%)	[12] (15.6%)	[12] (19.4%)	[0] (0.0%)
[0]	(0.0%)	[9] (11.7%)	[15] (24.2%)	[1] (50.0%)
[9]	(100.0%)	[77] (100.0%)	[62] (100.0%)	[2] (100.0%)

Other (please state)

More markets [1], More public shops [1], Why have market in Shaw and Royton on same day? [1]



Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Royton Town Centre

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[6] (33.3%)	[17] (33.3%)	[2] (33.3%)
[0]	(0.0%)	[4] (22.2%)	[18] (35.3%)	[3] (50.0%)
[0]	(0.0%)	[8] (44.4%)	[16] (31.4%)	[1] (16.7%)
[0]	(0.0%)	[18] (100.0%)	[51] (100.0%)	[6] (100.0%)

Comments

Royton loses out to Oldham and Shaw [1], used to be busy but is now like a ghost town [1], Need more footfall [1], Need more advertising [1]. Signage needed [1], Precinct urgently needs modernising [1]

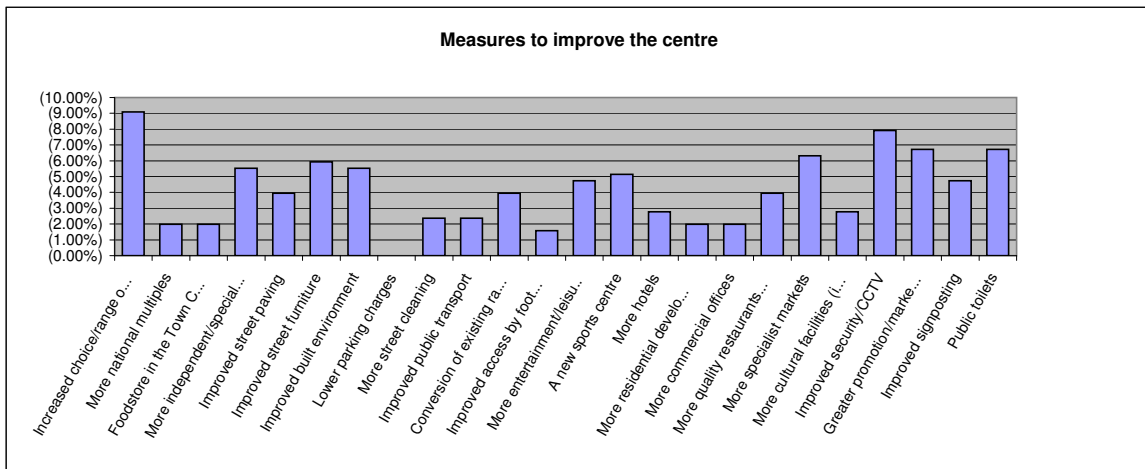


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[23]	(9.09%)
More national multiples	[5]	(1.98%)
Foodstore in the Town Centre	[5]	(1.98%)
More independent/specialist traders	[14]	(5.53%)
Improved street paving	[10]	(3.95%)
Improved street furniture	[15]	(5.93%)
Improved built environment	[14]	(5.53%)
Lower parking charges	[0]	(0.00%)
More street cleaning	[6]	(2.37%)
Improved public transport	[6]	(2.37%)
Conversion of existing railway to Metro link	[10]	(3.95%)
Improved access by foot and cycle	[4]	(1.58%)
More entertainment/leisure facilities	[12]	(4.74%)
A new sports centre	[13]	(5.14%)
More hotels	[7]	(2.77%)
More residential development	[5]	(1.98%)
More commercial offices	[5]	(1.98%)
More quality restaurants/pavement cafés	[10]	(3.95%)
More specialist markets	[16]	(6.32%)
More cultural facilities (i.e. Museum)	[7]	(2.77%)
Improved security/CCTV	[20]	(7.91%)
Greater promotion/marketing of the centre	[17]	(6.72%)
Improved signposting	[12]	(4.74%)
Public toilets	[17]	(6.72%)
Total	[253]	(100.00%)

Other (please state)

No drinking signs on street/public area [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[15]	(60.0%)
Too many non-retail uses	[5]	(20.0%)
Not enough non-retail uses	[5]	(20.0%)
	[25]	(100.0%)

Please specify:

Too many similar shops [1], More small businesses, not superstores [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[15]	(13.64%)
Lack of passing trade outside your premises	[12]	(10.91%)
Poor location of your premises	[4]	(3.64%)
Inadequate customer car parking	[7]	(6.36%)
Competition from other traders in Town Centre	[7]	(6.36%)

If so, where?

Too many supermarkets [1], Hairdressers [1], Precinct [1], Rochdale Road [1]

Competition from other Town Centres nearby	[3]	(2.73%)
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If so, where?

Asda at Shaw [1], Shaw [2], Oldham [1], Rochdale [1], Oldham MUMPS [1]

Competition from elsewhere	[2]	(1.82%)
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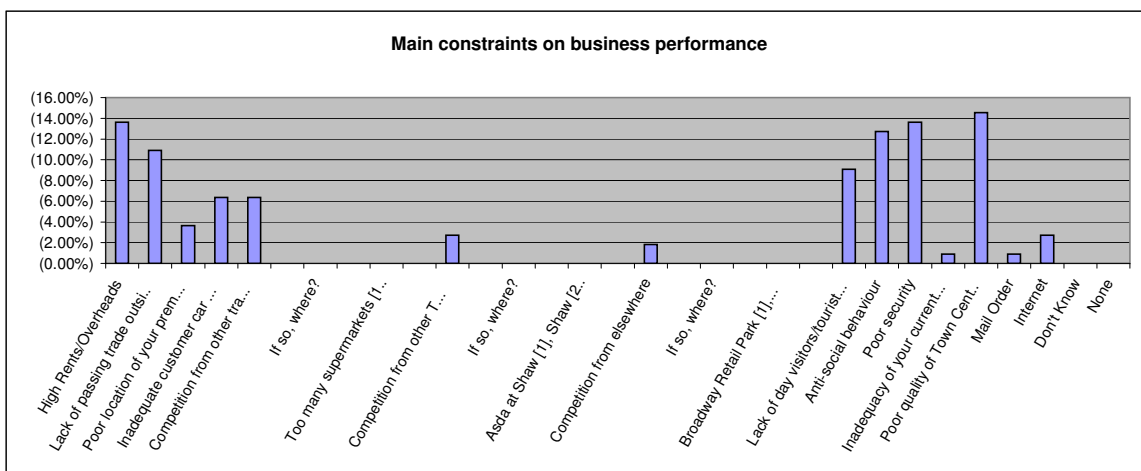
If so, where?

Broadway Retail Park [1], Shaw [1], Rochdale [1]

Lack of day visitors/tourists to the town	[10]	(9.09%)
Anti-social behaviour	[14]	(12.73%)
Poor security	[15]	(13.64%)
Inadequacy of your current premises	[1]	(0.91%)
Poor quality of Town Centre shopping environment	[16]	(14.55%)
Mail Order	[1]	(0.91%)
Internet	[3]	(2.73%)
Don't Know	[0]	(0.00%)
None	[0]	(0.00%)
	[110]	(100.00%)

Other (please specify)

No comments



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[17]	(68.00%)
Yes, close	[1]	(4.00%)
Yes, relocate in Town Centre	[1]	(4.00%)
Yes, relocate to another Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[3]	(12.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[3]	(12.00%)
	[25]	(100.00%)

Other (please specify)

Internet [1]

Q7b. If you are relocating, where are you considering moving to?

Same town [1]

Q7c. If relocating, what is the main reason for this decision?

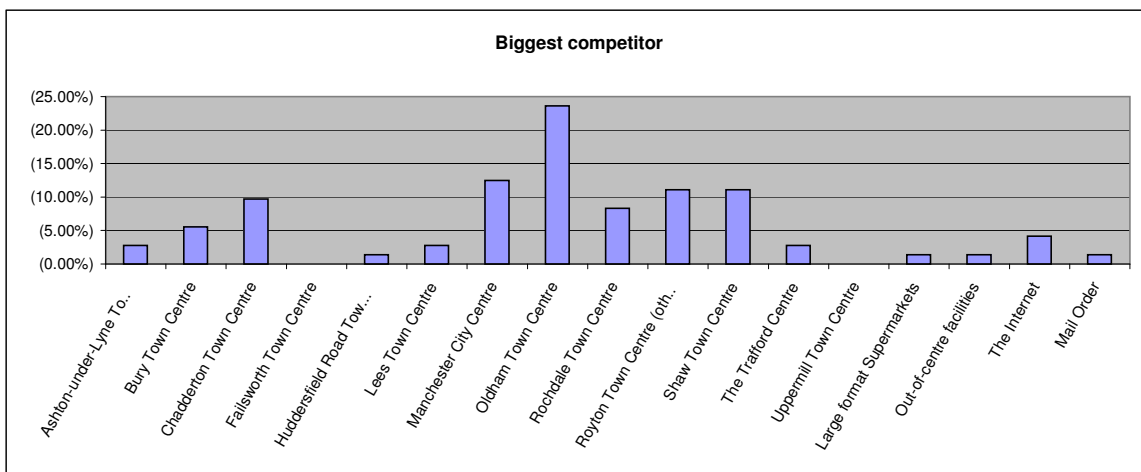
Rent too high [1]

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[2]	(2.78%)
Bury Town Centre	[4]	(5.56%)
Chadderton Town Centre	[7]	(9.72%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[1]	(1.39%)
Lees Town Centre	[2]	(2.78%)
Manchester City Centre	[9]	(12.50%)
Oldham Town Centre	[17]	(23.61%)
Rochdale Town Centre	[6]	(8.33%)
Royton Town Centre (other retailers)	[8]	(11.11%)
Shaw Town Centre	[8]	(11.11%)
The Trafford Centre	[2]	(2.78%)
Uppermill Town Centre	[0]	(0.00%)
Large format Supermarkets	[1]	(1.39%)
Out-of-centre facilities	[1]	(1.39%)
The Internet	[3]	(4.17%)
Mail Order	[1]	(1.39%)
	[72]	(100.00%)

Other (please specify)

No comments



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[6]	(24.0%)
No	[19]	(76.0%)
	[25]	(100.0%)

Q10. If yes, where is this?

Shaw [1], Oldham [3], Chadderton [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[2]	(33.3%)
Worse	[2]	(33.3%)
Same	[2]	(33.3%)
	[6]	(100.0%)

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

Civic Centre is a disgrace [1], CCTV needed on precinct and surrounding area [3], Saturday market [2], The area requires money spending on it [1], Precinct needs redevelopment [2], Precinct looks a mess [2], Too many empty shops on precinct [1], Shopping centre is a disgrace [1], Shopping centre needs upgrading [1], Youths loitering at night [1], Precinct is an eyesore! [1], Too many kids hanging around precinct [1], Rent and rates too high in precinct [2], Need even more upmarket shops [1], Need to attract more shoppers [1], Zebra crossing should be changed to a pedestrian crossing to stop the nightmare traffic [2], Sort out Royton Assembly Hall urgently [1], Too many independent traders in precinct that close after 12 months [1], Rates are FAR TOO HIGH in the Town Centre [1], Too many empty shops in Town Centre [1], The Assembly Hall is a mess and makes the town look like a building site [1], Something needs to be done about the kids vandalising [1], not enough variety of shops [1], Too many bakers [1], Too many wine bars [1], Too many fast food shops [1], No DIY shops [1], No shoe shops [1], No pet shops [1]

SHAW DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

136

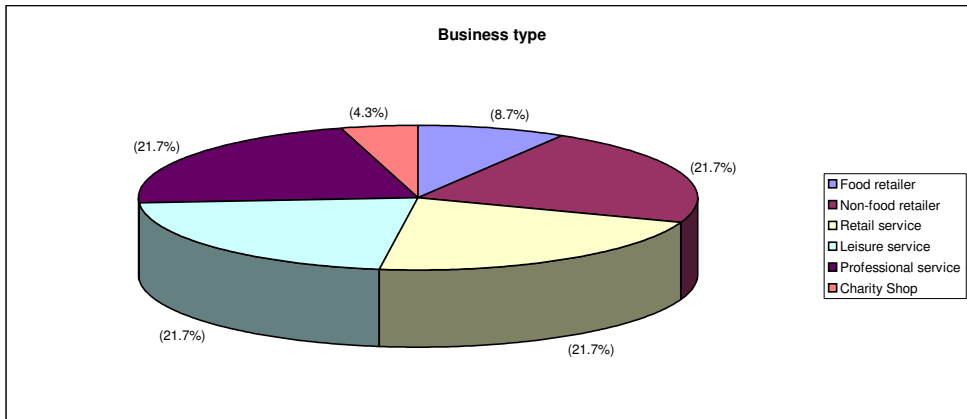
Responses: 31 (23%)

Q1b. How would you best describe your business?

Food retailer	[2]	(8.7%)
Non-food retailer	[5]	(21.7%)
Retail service	[5]	(21.7%)
Leisure service	[5]	(21.7%)
Professional service	[5]	(21.7%)
Charity Shop	[1]	(4.3%)
	[23]	(95.7%)

Other (please state)

Local Government [1], Swimming Pool [1], General printers [1], Stonemasons/Headstone retailers [1], Charity HQ [1], Printers/Copiers [1], Theatre [1], Tattoo shop [1]

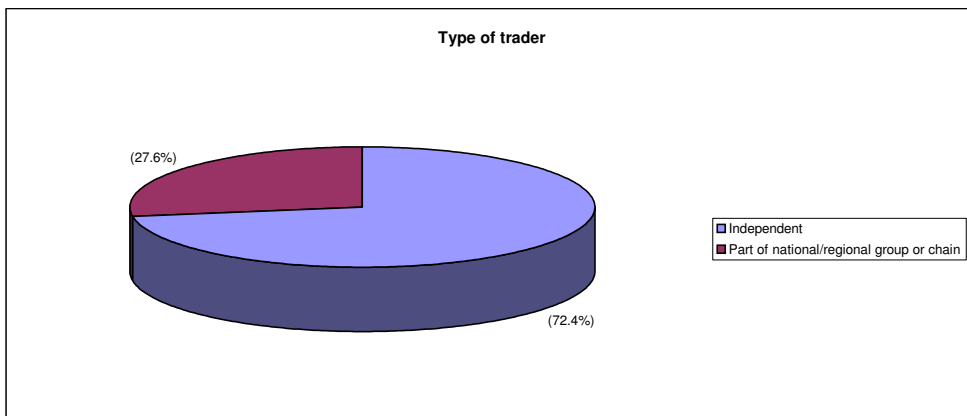


Q1c. Is your business?

Independent	[21]	(72.4%)
Part of national/regional group or chain	[8]	(27.6%)
	[29]	(100.0%)

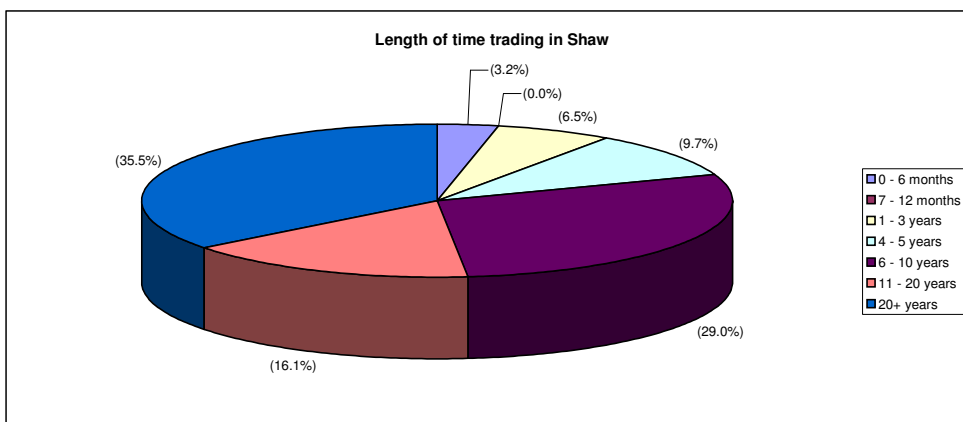
Other (please specify)

Leisure Trust [1], Independent charity [1]



Q1d. How long, approximately, has the business traded in Shaw Town Centre?

0 - 6 months	[1]	(3.2%)
7 - 12 months	[0]	(0.0%)
1 - 3 years	[2]	(6.5%)
4 - 5 years	[3]	(9.7%)
6 - 10 years	[9]	(29.0%)
11 - 20 years	[5]	(16.1%)
20+ years	[11]	(35.5%)
	[31]	(100.0%)



Q1e. Why did you choose Shaw Town Centre as a business location?

Busy town 10 years ago [1], Business was good at time was bought [1], Live there [5], In 1990 the town was busy [1], Used to be a busy town [1], Clients based in Shaw [1], Bought out independent Opticians [1], Local needs [1], Close to home and children's school [1], Demographics and characterful premises (a former bank) [1], The Council represents the parish [1], Didn't have a shop in Shaw [1], Would not have considered if Asda had been opened [1], Local to funeral directors/local cemetery [1], Location close to motorway [1], Great community spirit and a thriving business community [1], Family connections [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[19]	(61.3%)
Owner Occupied	[10]	(32.3%)
No Answer	[2]	(6.5%)
	[31]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[56]	(53.3%)
Part Time	[49]	(46.7%)
	[105]	(100.0%)

Q1h. Has the business always operated from Shaw Town Centre?

Yes	[28]	(90.3%)
No	[3]	(9.7%)
	[31]	(100.0%)

If no, where did you relocate from?

Royton [1], Ashton Old Road [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[4]	(12.9%)
Grown Moderately	[12]	(38.7%)
Remained Largely Static	[3]	(9.7%)
Declined Moderately	[8]	(25.8%)
Declined Significantly	[4]	(12.9%)
	[31]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[3]	(9.7%)
Well	[5]	(16.1%)
Moderately	[16]	(51.6%)
Poorly	[3]	(9.7%)
Very Poorly	[4]	(12.9%)
	[31]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Shaw Town Centre	[17]	(50.0%)
Residents from across the Oldham Borough	[9]	(26.5%)
Residents from outside the Oldham Borough	[2]	(5.9%)
Specialist buyers (e.g. because you offer a specialist product)	[2]	(5.9%)
Workers from Shaw Town Centre (e.g. office workers)	[3]	(8.8%)
Students from Shaw Town Centre	[0]	(0.0%)
Passers-by	[1]	(2.9%)
	[34]	(100.0%)

Other (please state)

Charity supporters [1], All types of business [1]

Q3. How do you rate the following aspects of the Town Centre?

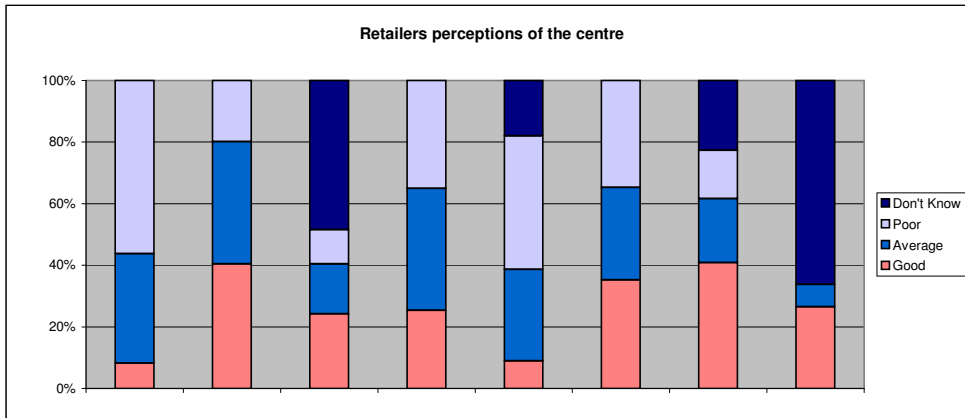
Transport

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- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good	Average	Poor	Don't Know
	%	%	%	%
[4]	(4.0%)	[19] (17.4%)	[8] (27.6%)	[0] (0.0%)
[14]	(14.0%)	[15] (13.8%)	[2] (6.9%)	[0] (0.0%)
[15]	(15.0%)	[11] (10.1%)	[2] (6.9%)	[3] (30.0%)
[10]	(10.0%)	[17] (15.6%)	[4] (13.8%)	[0] (0.0%)
[5]	(5.0%)	[18] (16.5%)	[7] (24.1%)	[1] (10.0%)
[14]	(14.0%)	[13] (11.9%)	[4] (13.8%)	[0] (0.0%)
[18]	(18.0%)	[10] (9.2%)	[2] (6.9%)	[1] (10.0%)
[20]	(20.0%)	[6] (5.5%)	[0] (0.0%)	[5] (50.0%)
	[100]	[109]	[29]	[10]
	(100.0%)	(100.0%)	(100.0%)	(100.0%)

Other (please state)

N/A [1]



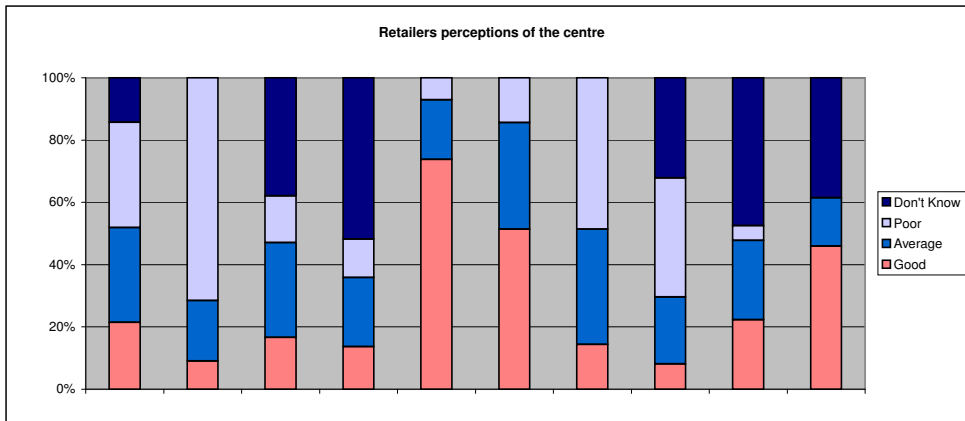
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good	Average	Poor	Don't Know
	%	%	%	%
[8]	(7.9%)	[16] (11.3%)	[6] (12.5%)	[1] (5.3%)
[4]	(4.0%)	[12] (8.5%)	[15] (31.3%)	[0] (0.0%)
[7]	(6.9%)	[18] (12.7%)	[3] (6.3%)	[3] (15.8%)
[7]	(6.9%)	[16] (11.3%)	[3] (6.3%)	[5] (26.3%)
[22]	(21.8%)	[8] (5.6%)	[1] (2.1%)	[0] (0.0%)
[15]	(14.9%)	[14] (9.9%)	[2] (4.2%)	[0] (0.0%)
[5]	(5.0%)	[18] (12.7%)	[8] (16.7%)	[0] (0.0%)
[4]	(4.0%)	[15] (10.6%)	[9] (18.8%)	[3] (15.8%)
[10]	(9.9%)	[16] (11.3%)	[1] (2.1%)	[4] (21.1%)
[19]	(18.8%)	[9] (6.3%)	[0] (0.0%)	[3] (15.8%)
	[101]	[142]	[48]	[19]
	(100.0%)	(100.0%)	(100.0%)	(100.0%)

Other (please state)

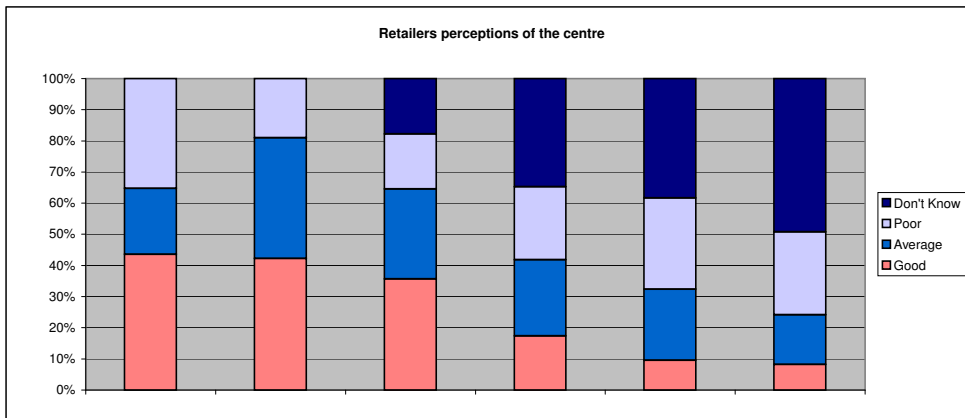
Too many charity shops [1], Too many fast food shops [1], Too many £ shops [1], Too many of the same type of businesses [1], Council used to monitor this years ago [1]



	Good	Average	Poor	Don't Know
	%	%	%	%
xix. Attractiveness of the public realm (paving, street furniture)	[4] (25.0%)	[9] (12.2%)	[18] (20.2%)	[0] (0.0%)
xx. Cleanliness of the public realm	[4] (25.0%)	[17] (23.0%)	[10] (11.2%)	[0] (0.0%)
xxi. Safety within the public realm	[4] (25.0%)	[15] (20.3%)	[11] (12.4%)	[1] (12.5%)
xxii. Amount of signage for pedestrians	[2] (12.5%)	[13] (17.6%)	[15] (16.9%)	[2] (25.0%)
xxiii. Number of events (e.g. street markets, parades)	[1] (6.3%)	[11] (14.9%)	[17] (19.1%)	[2] (25.0%)
xxiv. Range of events	[1] (6.3%)	[9] (12.2%)	[18] (20.2%)	[3] (37.5%)
	[16] (100.0%)	[74] (100.0%)	[89] (100.0%)	[8] (100.0%)

Other (please state)

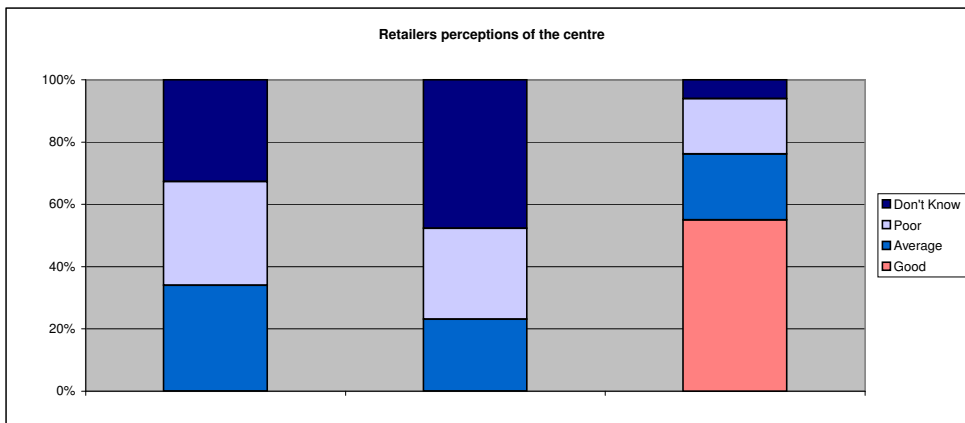
Traders have put their views across but nothing has been done [1]



	Good	Average	Poor	Don't Know
	%	%	%	%
xxv. Amount of marketing and promotion	[0] (0.0%)	[9] (34.6%)	[19] (33.9%)	[3] (33.3%)
xxvi. Range of marketing and promotion (e.g. press, TV)	[0] (0.0%)	[7] (26.9%)	[19] (33.9%)	[5] (55.6%)
xxvii. Image of Shaw Town Centre	[2] (100.0%)	[10] (38.5%)	[18] (32.1%)	[1] (11.1%)
	[2] (100.0%)	[26] (100.0%)	[56] (100.0%)	[9] (100.0%)

Comments

No money spent on town for years [1], Not promoted enough in Oldham and Rochdale areas [1], Not enough money spent on general maintenance [1], Centre looks run down [1], Customers opinions of centre have gone down [1], Centre offers very little [1], Change market day to Wednesday or Friday so there is no clash with Royton [1], No police presence [1], Too much graffiti [1], Poor roads [1], Poor pavements [1], Town Centre should be pedestrianised [1], Council have bent over backwards to accommodate Asda and in doing so have neglected the local business community [1]

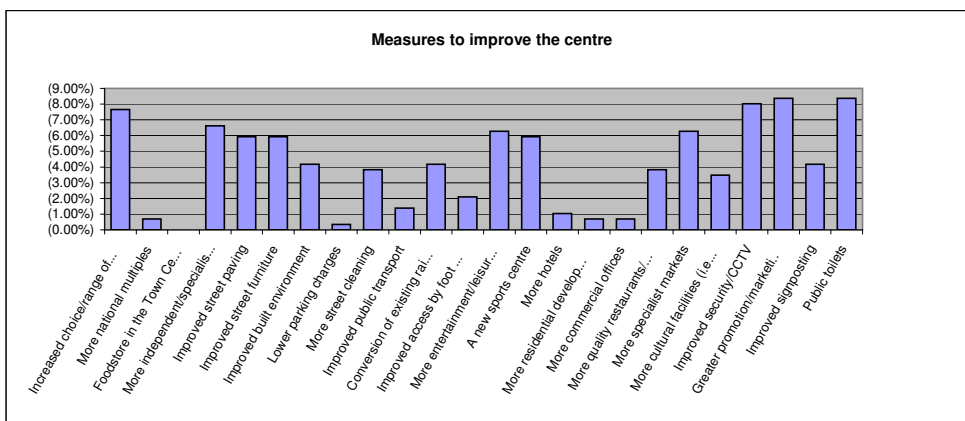


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[22]	(7.67%)
More national multiples	[2]	(0.70%)
Foodstore in the Town Centre	[0]	(0.00%)
More independent/specialist traders	[19]	(6.62%)
Improved street paving	[17]	(5.92%)
Improved street furniture	[17]	(5.92%)
Improved built environment	[12]	(4.18%)
Lower parking charges	[1]	(0.35%)
More street cleaning	[11]	(3.83%)
Improved public transport	[4]	(1.39%)
Conversion of existing railway to Metro link	[12]	(4.18%)
Improved access by foot and cycle	[6]	(2.09%)
More entertainment/leisure facilities	[18]	(6.27%)
A new sports centre	[17]	(5.92%)
More hotels	[3]	(1.05%)
More residential development	[2]	(0.70%)
More commercial offices	[2]	(0.70%)
More quality restaurants/pavement cafés	[11]	(3.83%)
More specialist markets	[18]	(6.27%)
More cultural facilities (i.e. Museum)	[10]	(3.48%)
Improved security/CCTV	[23]	(8.01%)
Greater promotion/marketing of the centre	[24]	(8.36%)
Improved signposting	[12]	(4.18%)
Public toilets	[24]	(8.36%)
Total	[287]	(100.00%)

Other (please state)

More parking [1], More police [1], Leisure Centre needed, not supermarket [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[16]	(51.6%)
Too many non-retail uses	[9]	(29.0%)
Not enough non-retail uses	[6]	(19.4%)
	[31]	(100.0%)

Please specify:

Too many take aways [3], Too many hairdressers [1], Too many of same businesses [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[10]	(8.55%)
Lack of passing trade outside your premises	[14]	(11.97%)
Poor location of your premises	[4]	(3.42%)
Inadequate customer car parking	[5]	(4.27%)
Competition from other traders in Town Centre	[5]	(4.27%)

If so, where?

Asda [1], Too many traders selling same goods [1]

Competition from other Town Centres nearby	[7]	(5.98%)
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If so, where?

All up top end of Market Street [1], Other charity shops [1], Further down High Street [1], Royton Market [1], Oldham [1], Rochdale [1], Royton [1]

Competition from elsewhere	[6]	(5.13%)
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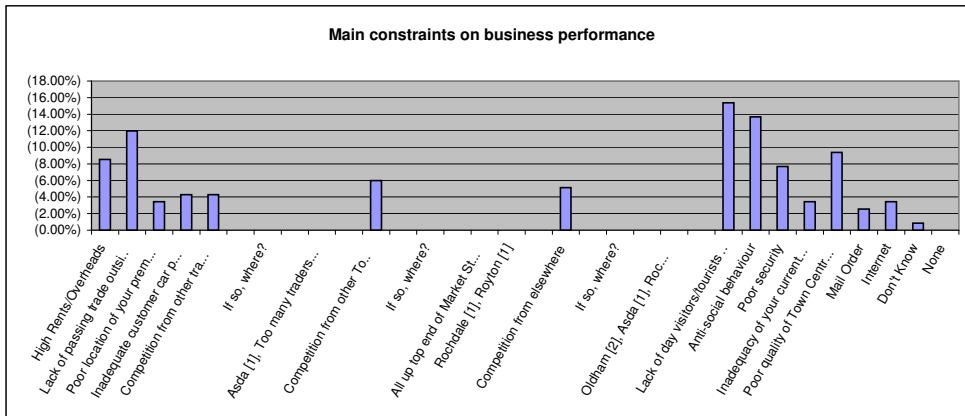
If so, where?

Oldham [2], Asda [1], Rochdale [1], Royton [1], Discount outlet malls [1]

Lack of day visitors/tourists to the town	[18]	(15.38%)
Anti-social behaviour	[16]	(13.68%)
Poor security	[9]	(7.69%)
Inadequacy of your current premises	[4]	(3.42%)
Poor quality of Town Centre shopping environment	[11]	(9.40%)
Mail Order	[3]	(2.56%)
Internet	[4]	(3.42%)
Don't Know	[1]	(0.85%)
None	[0]	(0.00%)
	[117]	(100.00%)

Other (please specify)

Lots of people in Oldham and Rochdale don't even know where Shaw is [1], Need a new centre [1]



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[17]	(53.13%)
Yes, close	[2]	(6.25%)
Yes, relocate in Town Centre	[1]	(3.13%)
Yes, relocate to another Town Centre	[3]	(9.38%)
Yes, relocate out-of-centre	[1]	(3.13%)
Yes, extend floorspace	[3]	(9.38%)
Yes, reduce floorspace	[1]	(3.13%)
Yes, refurbish existing floorspace	[4]	(12.50%)
	[32]	(100.00%)

Other (please specify)

Not known [1], Business up for sale [1], Increase product range [1]

Q7b. If you are relocating, where are you considering moving to?

Rishworth [1], Rochdale [1]

Q7c. If relocating, what is the main reason for this decision?

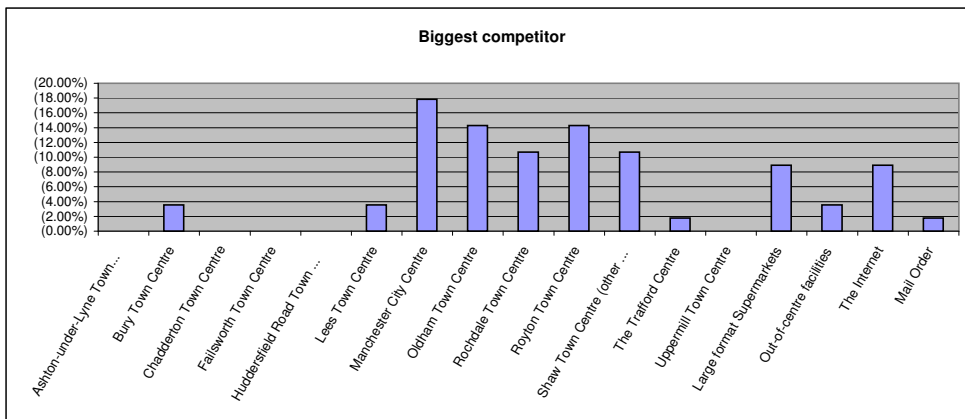
Increase customer base [1], Asda [1], Larger premises [1]

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[0]	(0.00%)
Bury Town Centre	[2]	(3.57%)
Chadderton Town Centre	[0]	(0.00%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[0]	(0.00%)
Lees Town Centre	[2]	(3.57%)
Manchester City Centre	[10]	(17.86%)
Oldham Town Centre	[8]	(14.29%)
Rochdale Town Centre	[6]	(10.71%)
Royton Town Centre	[8]	(14.29%)
Shaw Town Centre (other retailers)	[6]	(10.71%)
The Trafford Centre	[1]	(1.79%)
Uppermill Town Centre	[0]	(0.00%)
Large format Supermarkets	[5]	(8.93%)
Out-of-centre facilities	[2]	(3.57%)
The Internet	[5]	(8.93%)
Mail Order	[1]	(1.79%)
	[56]	(98.21%)

Other (please specify)

N/A [4]



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[7]	(22.6%)
No	[24]	(77.4%)
	[31]	(100.0%)

Q10. If yes, where is this?

Oldham [4], Various locations [1], Royton [2], Ashton [1], Uppermill [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[3]	(42.9%)
Worse	[1]	(14.3%)
Same	[3]	(42.9%)
	[7]	(100.0%)

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

The pubs are not pleasant at night [1], At night the centre resembles an inner city area with all the shops shuttered up [1], Asda has brought much needed modernity and light to the centre [1], Needs major investment to convert from ex-textile town to Village' [1], Many traders would gladly shut up shop were they not tied to a lease because of the towns deterioration [1], Litter from take aways and off licenses has increased tremendously [1] Drinkers/smokers standing outside is very off putting and intimidating for customers [1], There should be a concerted effort to educate people to behave in a proper manner [1], Lack of facilities for young people [1], Anti-social behaviour is a growing concern [1], Move market to Wednesday to avoid clash with Royton [1], Move market to main street [1], Free up present market space for more car parking [1], Farmers market every fourth or second Saturday on main street so it doesn't clash with Sunday market [1], European market mixed with farmers market on main street every fourth or second Saturday [1], Street events during school holidays [1], Need to bring foot traffic back to main street [1], Shaws pedestrian traffic has gradually declined meaning less business for the shops [1], Far too many take aways [1], Take aways have shutters down during the day which isn't a good image [1], Public toilets are a disgrace [1], Nobody ever seems to listen, especially Oldham Council [1], Has not been much improvement in footfall that was lost since Asda opened [1] Overheads and utilities stay the same even though footfall decreases [1], More needs to be done by the Council to 'stop' the rot before the high street closes for good! [1], Not one new shop has opened since Asda opened; quite a few have closed though [1], Make Market Street pedestrians only with roads around town for traffic in and out [1], Asda customers do NOT shop on Market Street [1], heavy traffic from Asda to main road out of town has a knock on effect on Market Street [1], People are avoiding the Town Centre during business hours and shopping later when independent shops have closed [1], Trade on market Street has decreased by 25% [1], Commercial rates too high [1], There are at least 14 empty units on the high streets of Shaw [1]

UPPERMILL DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

70

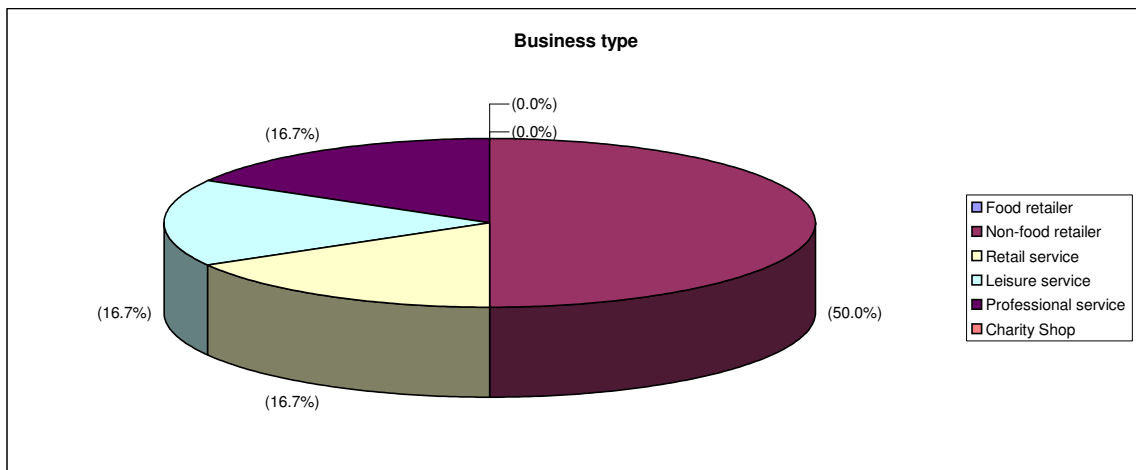
Responses: 20 (29%)

Q1b. How would you best describe your business?

Food retailer	[0]	(0.0%)
Non-food retailer	[9]	(50.0%)
Retail service	[3]	(16.7%)
Leisure service	[3]	(16.7%)
Professional service	[3]	(16.7%)
Charity Shop	[0]	(0.0%)
	[18]	(100.0%)

Other (please state)

Kitchen design [1], Gift shop [1]

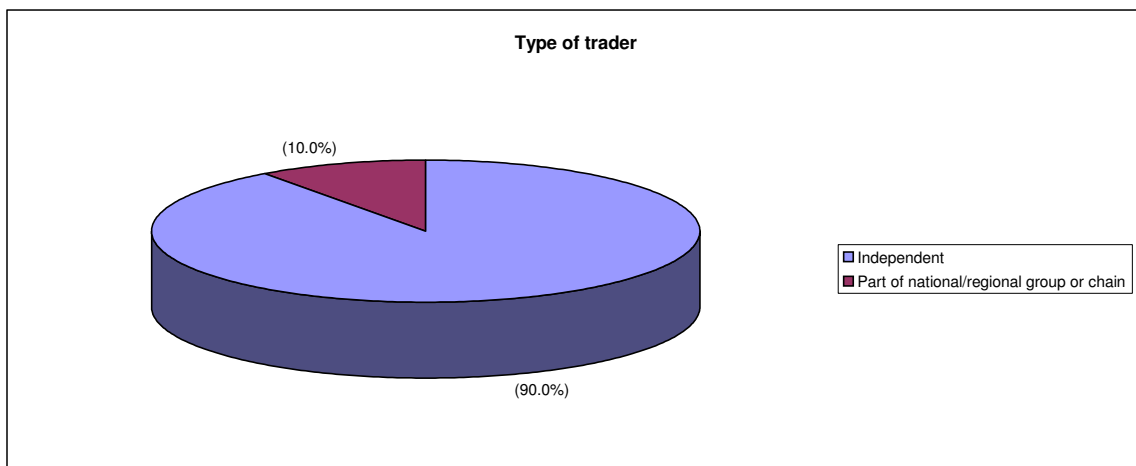


Q1c. Is your business?

Independent	[18]	(90.0%)
Part of national/regional group or chain	[2]	(10.0%)
	[20]	(100.0%)

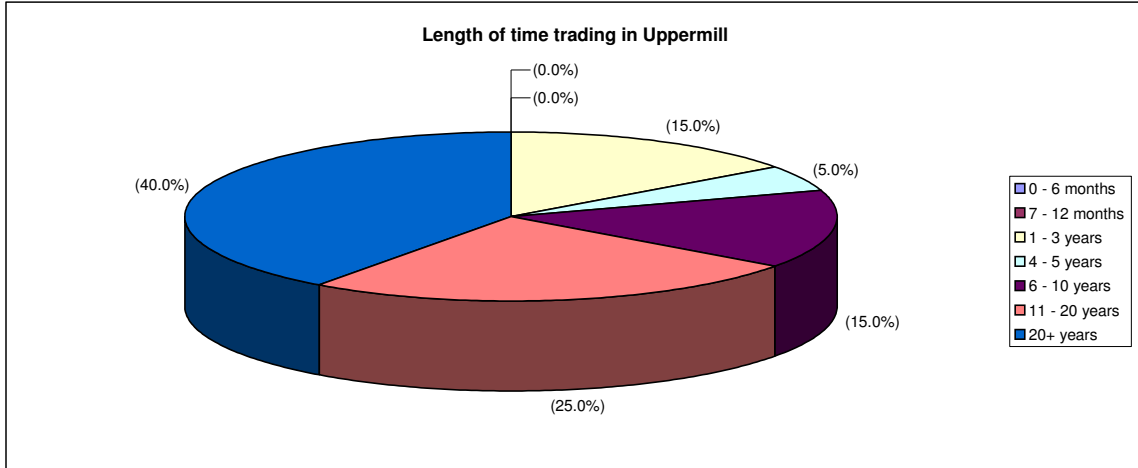
Other (please specify)

No comments



Q1d. How long, approximately, has the business traded in Uppermill Town Centre?

0 - 6 months	[0]	(0.0%)
7 - 12 months	[0]	(0.0%)
1 - 3 years	[3]	(15.0%)
4 - 5 years	[1]	(5.0%)
6 - 10 years	[3]	(15.0%)
11 - 20 years	[5]	(25.0%)
20+ years	[8]	(40.0%)
	[20]	(100.0%)



Q1e. Why did you choose Uppermill Town Centre as a business location?

Central to Saddleworth Villages [1], Pleasant area close to home [1], Uppermill is though of as the 'centre' of Saddleworth and is a tourist attraction [1], Live in area [4], Family established [1], Reputation as tourist/traditional village [1], Used to be a busy tourist centre; since the boundary move, things have changed [1], Originally opened in 1994 when it was busy [1], Affluent tourist Village [1], Rural location [1], Village life [1], Vibrant tourist area [1], Lived in Village 10 years [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[16]	(80.0%)
Owner Occupied	[3]	(15.0%)
No Answer	[1]	(5.0%)
	[20]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[38]	(57.6%)
Part Time	[28]	(42.4%)
	[66]	(100.0%)

Q1h. Has the business always operated from Uppermill Town Centre?

Yes	[20]	(100.0%)
No	[0]	(0.0%)
	[20]	(100.0%)

If no, where did you relocate from?

N/A

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[4]	(20.0%)
Grown Moderately	[10]	(50.0%)
Remained Largely Static	[1]	(5.0%)
Declined Moderately	[4]	(20.0%)
Declined Significantly	[1]	(5.0%)
	[20]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[2]	(10.0%)
Well	[5]	(25.0%)
Moderately	[10]	(50.0%)
Poorly	[1]	(5.0%)
Very Poorly	[2]	(10.0%)
	[20]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Uppermill Town Centre	[11]	(50.0%)
Residents from across the Oldham Borough	[6]	(27.3%)
Residents from outside the Oldham Borough	[2]	(9.1%)
Specialist buyers (e.g. because you offer a specialist product)	[2]	(9.1%)
Workers from Uppermill Town Centre (e.g. office workers)	[0]	(0.0%)
Students from Uppermill Town Centre	[0]	(0.0%)
Passers-by	[1]	(4.5%)
Total	[22]	(100.0%)

Other (please state)

Mixture of all [1]

Q3. How do you rate the following aspects of the Town Centre?

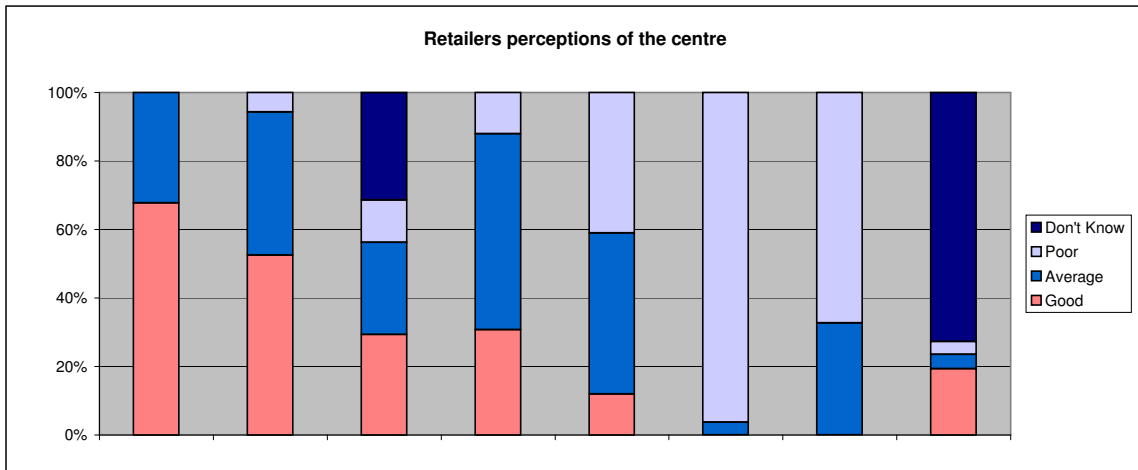
Transport

- i. Appearance of the entrances to Uppermill Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good	Average	Poor	Don't Know
	%	%	%	%
i. Appearance of the entrances to Uppermill Town Centre	[12] (26.7%)	[8] (12.7%)	[0] (0.0%)	[0] (0.0%)
ii. Accessibility by pedestrians	[9] (20.0%)	[10] (15.9%)	[1] (2.2%)	[0] (0.0%)
iii. Accessibility by public transport	[7] (15.6%)	[9] (14.3%)	[3] (6.5%)	[1] (16.7%)
iv. Accessibility by vehicles	[5] (11.1%)	[13] (20.6%)	[2] (4.3%)	[0] (0.0%)
v. Amount of signage for vehicles	[2] (4.4%)	[11] (17.5%)	[7] (15.2%)	[0] (0.0%)
vi. Amount of car parking	[0] (0.0%)	[1] (1.6%)	[19] (41.3%)	[0] (0.0%)
vii. Location of car parking	[0] (0.0%)	[8] (12.7%)	[12] (26.1%)	[0] (0.0%)
viii. Pricing of car parking	[10] (22.2%)	[3] (4.8%)	[2] (4.3%)	[5] (83.3%)
Total	[45] (100.0%)	[63] (100.0%)	[46] (100.0%)	[6] (100.0%)

Other (please state)

No comments



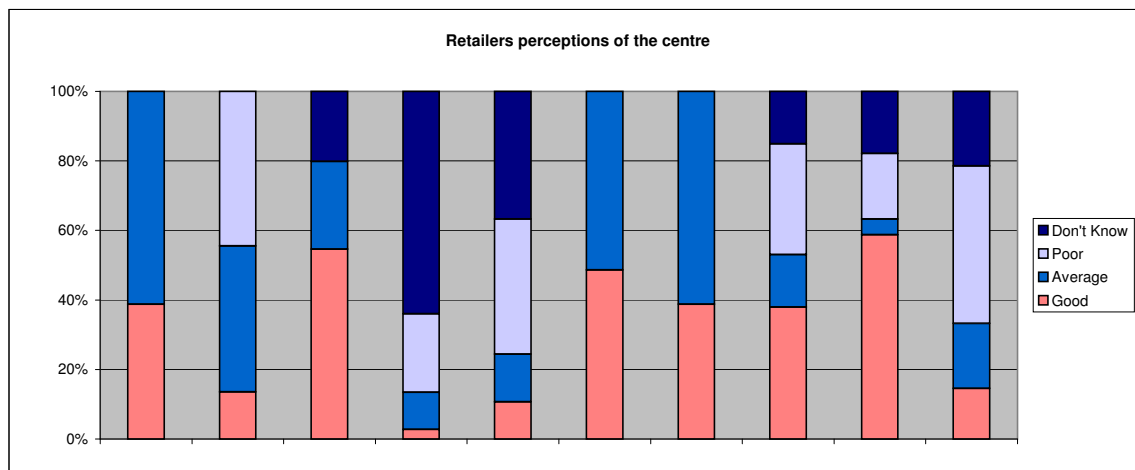
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good	Average	Poor	Don't Know
	%	%	%	%
ix. Number of shops in general	[9] (9.7%)	[11] (15.3%)	[0] (0.0%)	[0] (0.0%)
x. Range of shops in general	[5] (5.4%)	[12] (16.7%)	[3] (17.6%)	[0] (0.0%)
xi. Number of independent traders	[14] (15.1%)	[5] (6.9%)	[0] (0.0%)	[1] (5.6%)
xii. Number of multiple traders	[2] (2.2%)	[6] (8.3%)	[3] (17.6%)	[9] (50.0%)
xiii. Number of supermarkets	[6] (6.5%)	[6] (8.3%)	[4] (23.5%)	[4] (22.2%)
xiv. Number of services in general (e.g. hairdressers, banks)	[11] (11.8%)	[9] (12.5%)	[0] (0.0%)	[0] (0.0%)
xv. Range of services in general	[9] (9.7%)	[11] (15.3%)	[0] (0.0%)	[0] (0.0%)
xvi. Number of restaurants	[13] (14.0%)	[4] (5.6%)	[2] (11.8%)	[1] (5.6%)
xvii. Number of licensed premises	[17] (18.3%)	[1] (1.4%)	[1] (5.9%)	[1] (5.6%)
xviii. Number of fast-food shops	[7] (7.5%)	[7] (9.7%)	[4] (23.5%)	[2] (11.1%)
Total	[93] (100.0%)	[72] (100.0%)	[17] (100.0%)	[18] (100.0%)

Other (please state)

No comments



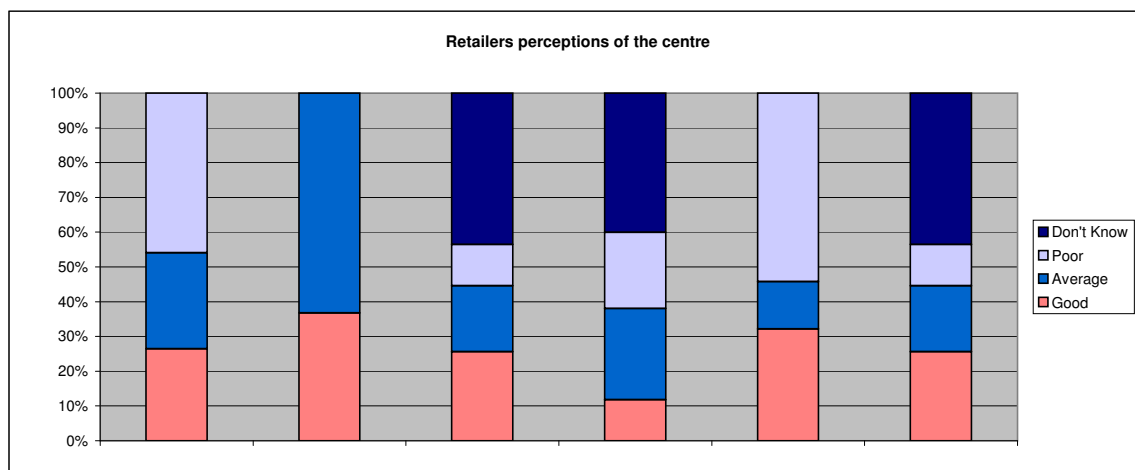
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know			
	%	%	%	%		%	%
[8]	(15.7%)	[9]	(16.4%)	[3]	(27.3%)	[0]	(0.0%)
[7]	(13.7%)	[13]	(23.6%)	[0]	(0.0%)	[0]	(0.0%)
[10]	(19.6%)	[8]	(14.5%)	[1]	(9.1%)	[1]	(33.3%)
[5]	(9.8%)	[12]	(21.8%)	[2]	(18.2%)	[1]	(33.3%)
[11]	(21.6%)	[5]	(9.1%)	[4]	(36.4%)	[0]	(0.0%)
[10]	(19.6%)	[8]	(14.5%)	[1]	(9.1%)	[1]	(33.3%)
[51]	(100.0%)	[55]	(100.0%)	[11]	(100.0%)	[3]	(100.0%)

Other (please state)

No comments



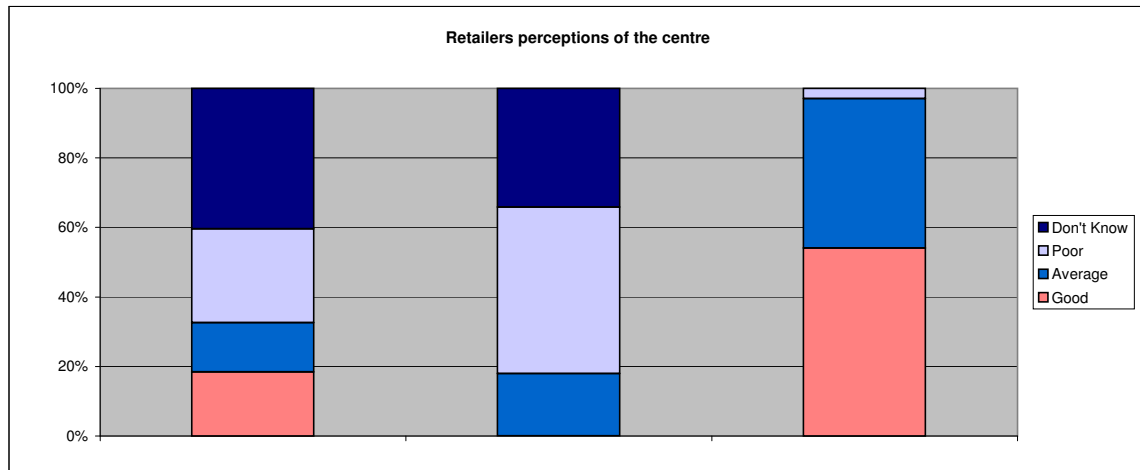
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Uppermill Town Centre

	Good	Average	Poor	Don't Know			
	%	%	%	%		%	%
[3]	(27.3%)	[4]	(21.1%)	[10]	(40.0%)	[3]	(60.0%)
[0]	(0.0%)	[4]	(21.1%)	[14]	(56.0%)	[2]	(40.0%)
[8]	(72.7%)	[11]	(57.9%)	[1]	(4.0%)	[0]	(0.0%)
[11]	(100.0%)	[19]	(100.0%)	[25]	(100.0%)	[5]	(100.0%)

Comments

Tired and uninteresting [1]

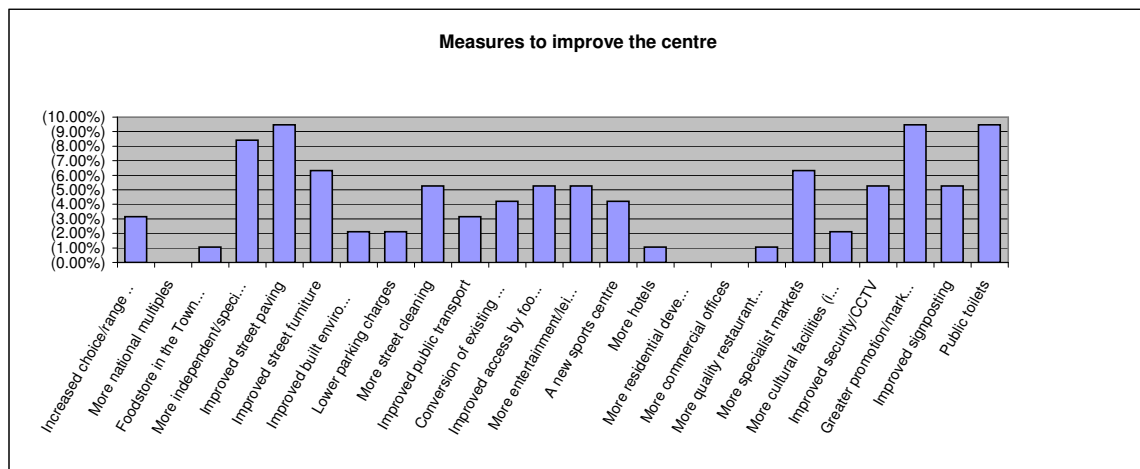


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[3]	(3.16%)
More national multiples	[0]	(0.00%)
Foodstore in the Town Centre	[1]	(1.05%)
More independent/specialist traders	[8]	(8.42%)
Improved street paving	[9]	(9.47%)
Improved street furniture	[6]	(6.32%)
Improved built environment	[2]	(2.11%)
Lower parking charges	[2]	(2.11%)
More street cleaning	[5]	(5.26%)
Improved public transport	[3]	(3.16%)
Conversion of existing railway to Metro link	[4]	(4.21%)
Improved access by foot and cycle	[5]	(5.26%)
More entertainment/leisure facilities	[5]	(5.26%)
A new sports centre	[4]	(4.21%)
More hotels	[1]	(1.05%)
More residential development	[0]	(0.00%)
More commercial offices	[0]	(0.00%)
More quality restaurants/pavement cafés	[1]	(1.05%)
More specialist markets	[6]	(6.32%)
More cultural facilities (i.e. Museum)	[2]	(2.11%)
Improved security/CCTV	[5]	(5.26%)
Greater promotion/marketing of the centre	[9]	(9.47%)
Improved signposting	[5]	(5.26%)
Public toilets	[9]	(9.47%)
Total	[95]	(100.00%)

Other (please state)

More 2 hour parking [6]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[15]	(75.0%)
Too many non-retail uses	[4]	(20.0%)
Not enough non-retail uses	[1]	(5.0%)
	[20]	(100.0%)

Please specify:

Too many cafés [4], Too many estate agents [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[8]	(15.38%)
Lack of passing trade outside your premises	[8]	(15.38%)
Poor location of your premises	[2]	(3.85%)
Inadequate customer car parking	[15]	(28.85%)
Competition from other traders in Town Centre	[1]	(1.92%)

If so, where?

Other pet shop in Village [1]

Competition from other Town Centres nearby	[2]	(3.85%)
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If so, where?

Ashton [1], Other animal feed shop in Diggle [1]

Competition from elsewhere	[1]	(1.92%)
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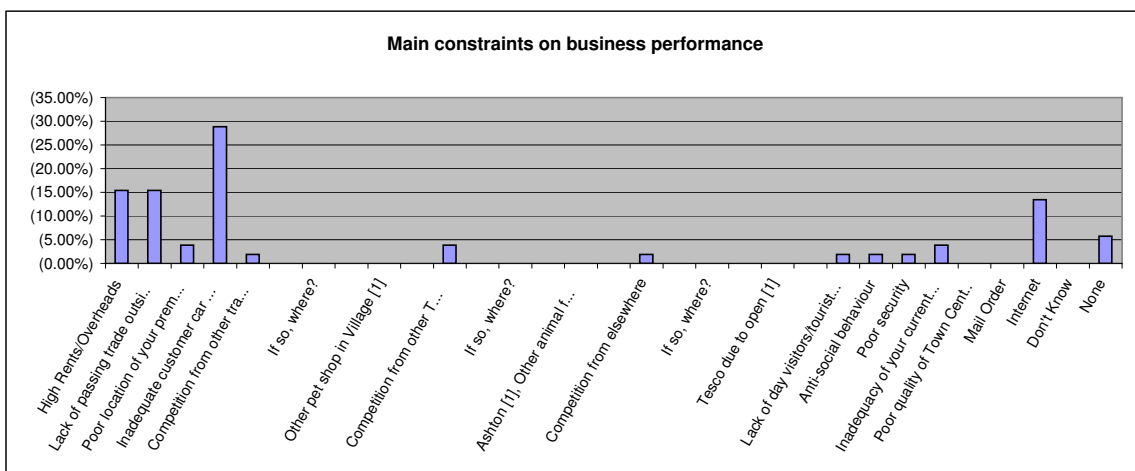
If so, where?

Tesco due to open [1]

Lack of day visitors/tourists to the town	[1]	(1.92%)
Anti-social behaviour	[1]	(1.92%)
Poor security	[1]	(1.92%)
Inadequacy of your current premises	[2]	(3.85%)
Poor quality of Town Centre shopping environment	[0]	(0.00%)
Mail Order	[0]	(0.00%)
Internet	[7]	(13.46%)
Don't Know	[0]	(0.00%)
None	[3]	(5.77%)
	[52]	(100.00%)

Other (please specify)

Too many traffic wardens [1]



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[12]	(57.14%)
Yes, close	[2]	(9.52%)
Yes, relocate in Town Centre	[1]	(4.76%)
Yes, relocate to another Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[1]	(4.76%)
Yes, extend floorspace	[2]	(9.52%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[3]	(14.29%)
	[21]	(100.00%)

Other (please specify)

Close in the next 2 - 3 months [1]

Q7b. If you are relocating, where are you considering moving to?

No comments

Q7c. If relocating, what is the main reason for this decision?

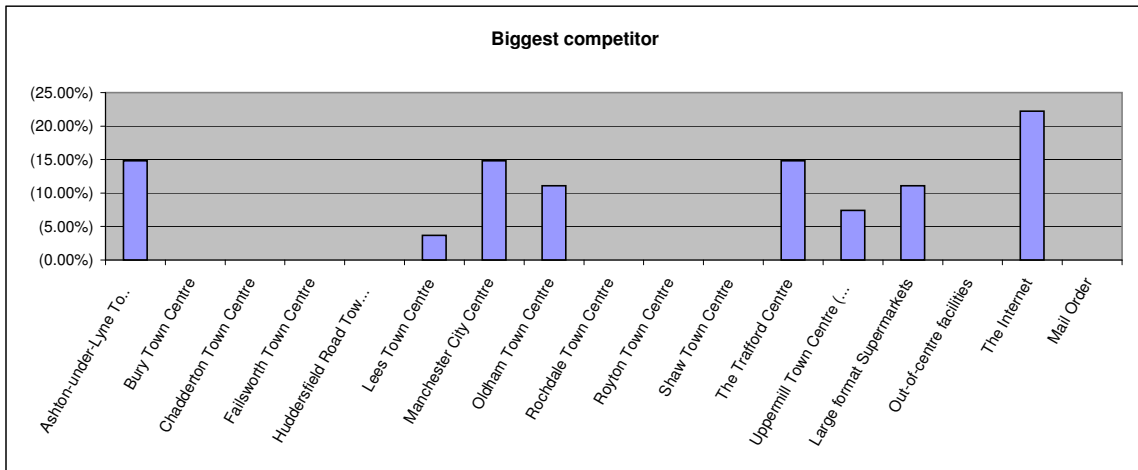
No comments

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[4]	(14.81%)
Bury Town Centre	[0]	(0.00%)
Chadderton Town Centre	[0]	(0.00%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[0]	(0.00%)
Lees Town Centre	[1]	(3.70%)
Manchester City Centre	[4]	(14.81%)
Oldham Town Centre	[3]	(11.11%)
Rochdale Town Centre	[0]	(0.00%)
Royton Town Centre	[0]	(0.00%)
Shaw Town Centre	[0]	(0.00%)
The Trafford Centre	[4]	(14.81%)
Uppermill Town Centre (other retailers)	[2]	(7.41%)
Large format Supermarkets	[3]	(11.11%)
Out-of-centre facilities	[0]	(0.00%)
The Internet	[6]	(22.22%)
Mail Order	[0]	(0.00%)
	[27]	(100.00%)

Other (please specify)

All of the above [1], None [1], Stalybridge [1]



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[2]	(10.0%)
No	[18]	(90.0%)
	[20]	(100.0%)

Q10. If yes, where is this?

White Hart [1], Lydgate [1], Oldham [1], Shaw [1], Mossley [1], Ashton [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[0]	(0.0%)
Worse	[0]	(0.0%)
Same	[2]	(100.0%)
	[2]	(100.0%)

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

Uppermill is not a Town Centre, it is a Village [3], Investment needs to improve appearance [1], Parking is a big issue [2], Lack of car parking spaces for visitors [2], Christmas lighting needed to encourage visitors [1], Public toilets needed at Museum end of Village [1], More Council control of building façades [1], where are our Village 'bobbies'? [1], Losing trade due to lack of parking [1], Pavements very poor near Museum [1], Area has been overdeveloped with housing, flats etc. [1], Lack of parking is a major problem [1], Being classed as Oldham does not help tourism [1], The Tesco store in Greenfield will mean lack of passing trade through Uppermill [1], Uppermill offers something different [1], Excellent Museum and Gallery [1], There is a good, varied mix of events during the Summer months [1], Sports field could do with some attention as it floods too easily [1], Really need some decent sign posted car parking [1], Need cheaper, more frequent and reliable public transport [1], Small business owners are quietly fading away [1], Too many cafés [1], Too many estate agents [1], Too many pubs [1], Too many charity shops [1], Surrounded by too many double yellow lines [1], Parking is too far away for shops selling heavy items [1], We lose numerous customers due to traffic wardens plaguing the street [1], We pay Oldham Council very high business rates and seem to get nothing in return [1], Have met with Council on numerous occasions and they have done nothing, in spite of promises [1], Sports centre car park should be sign posted [1], Traffic Wardens are too aggressive and say they have been told to be [1], Lack of access for people with disabilities [1], Expensive business rates [1], Business rates don't include waste removal [1], Poor state of buildings - bad electrics, leaks etc. [1], Evening culture of binge drinking by youths [1], Binge drinkers leave the area unclean [1]

CHADDERTON DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

34

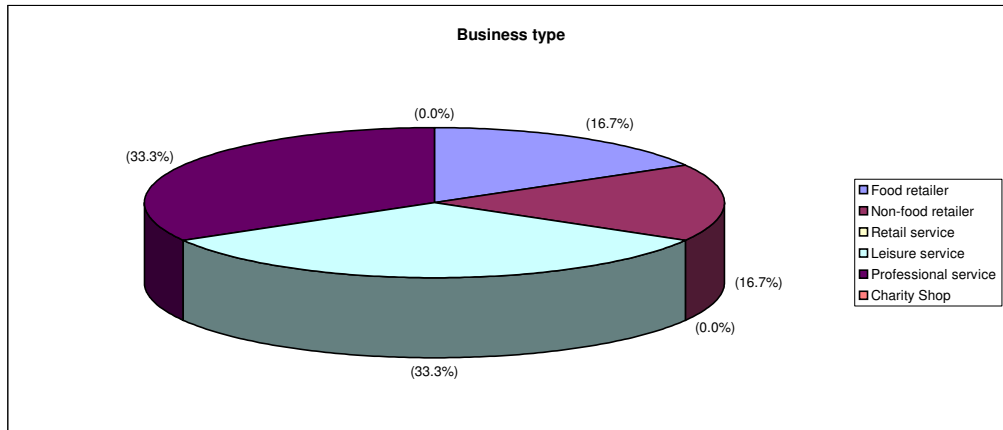
Responses: 6 (18%)

Q1b. How would you best describe your business?

Food retailer	[1]	(16.7%)
Non-food retailer	[1]	(16.7%)
Retail service	[0]	(0.0%)
Leisure service	[2]	(33.3%)
Professional service	[2]	(33.3%)
Charity Shop	[0]	(0.0%)
	[6]	(100.0%)

Other (please state)

No comments

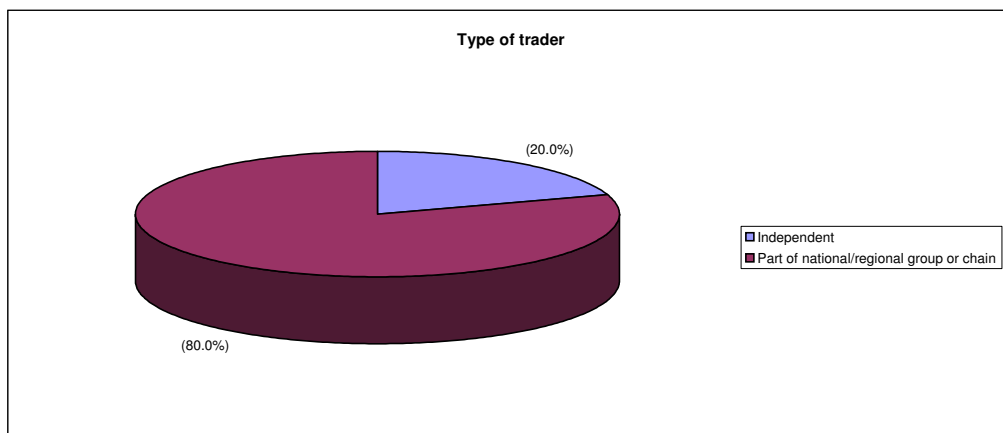


Q1c. Is your business?

Independent	[1]	(20.0%)
Part of national/regional group or chain	[4]	(80.0%)
	[5]	(100.0%)

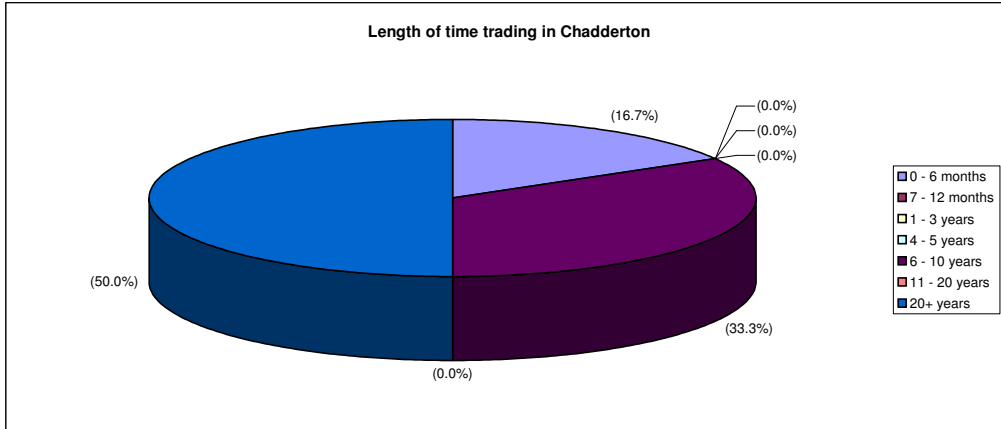
Other (please specify)

Tenanted [1]



Q1d. How long, approximately, has the business traded in Chadderton Town Centre?

0 - 6 months	[1]	(16.7%)
7 - 12 months	[0]	(0.0%)
1 - 3 years	[0]	(0.0%)
4 - 5 years	[0]	(0.0%)
6 - 10 years	[2]	(33.3%)
11 - 20 years	[0]	(0.0%)
20+ years	[3]	(50.0%)
	[6]	(100.0%)



Q1e. Why did you choose Uppermill Town Centre as a business location?

Bought from a friend [1], Area populated fro business [1], Company decision [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[6]	(100.0%)
Owner Occupied	[0]	(0.0%)
No Answer	[0]	(0.0%)
	[6]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[17]	(47.2%)
Part Time	[19]	(52.8%)
	[36]	(100.0%)

Q1h. Has the business always operated from Chadderton Town Centre?

Yes	[5]	(83.3%)
No	[1]	(16.7%)
	[6]	(100.0%)

If no, where did you relocate from?

No comments

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[1]	(16.7%)
Grown Moderately	[1]	(16.7%)
Remained Largely Static	[2]	(33.3%)
Declined Moderately	[2]	(33.3%)
Declined Significantly	[0]	(0.0%)
	[6]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[0]	(0.0%)
Well	[1]	(16.7%)
Moderately	[4]	(66.7%)
Poorly	[1]	(16.7%)
Very Poorly	[0]	(0.0%)
	[6]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Chadderton Town Centre	[3]	(50.0%)
Residents from across the Oldham Borough	[2]	(33.3%)
Residents from outside the Oldham Borough	[0]	(0.0%)
Specialist buyers (e.g. because you offer a specialist product)	[1]	(16.7%)
Workers from Chadderton Town Centre (e.g. office workers)	[0]	(0.0%)
Students from Chadderton Town Centre	[0]	(0.0%)
Passers-by	[0]	(0.0%)
Total	[6]	(100.0%)

Other (please state)

No comments

Q3. How do you rate the following aspects of the Town Centre?

Transport

- i. Appearance of the entrances to Chadderton Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good		Average		Poor		Don't Know	
		%		%		%		%
i. Appearance of the entrances to Chadderton Town Centre	[2]	(8.3%)	[2]	(11.8%)	[2]	(33.3%)	[0]	(0.0%)
ii. Accessibility by pedestrians	[4]	(16.7%)	[2]	(11.8%)	[0]	(0.0%)	[0]	(0.0%)
iii. Accessibility by public transport	[4]	(16.7%)	[2]	(11.8%)	[0]	(0.0%)	[0]	(0.0%)
iv. Accessibility by vehicles	[4]	(16.7%)	[2]	(11.8%)	[0]	(0.0%)	[0]	(0.0%)
v. Amount of signage for vehicles	[1]	(4.2%)	[4]	(23.5%)	[1]	(16.7%)	[0]	(0.0%)
vi. Amount of car parking	[3]	(12.5%)	[2]	(11.8%)	[1]	(16.7%)	[0]	(0.0%)
vii. Location of car parking	[2]	(8.3%)	[2]	(11.8%)	[2]	(33.3%)	[0]	(0.0%)
viii. Pricing of car parking	[4]	(16.7%)	[1]	(5.9%)	[0]	(0.0%)	[1]	(100.0%)
Total	[24]	(100.0%)	[17]	(100.0%)	[6]	(100.0%)	[1]	(100.0%)

Other (please state)

No comments



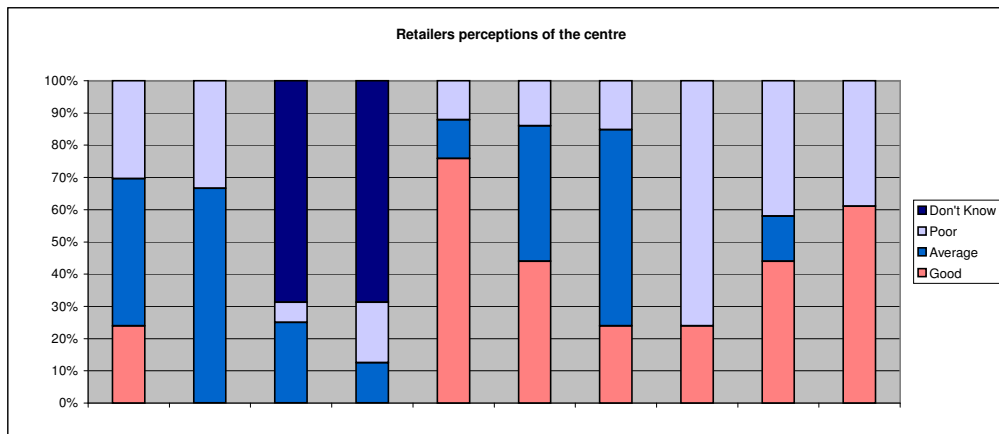
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good		Average		Poor		Don't Know	
		%		%		%		%
ix. Number of shops in general	[1]	(7.1%)	[3]	(13.6%)	[2]	(9.1%)	[0]	(0.0%)
x. Range of shops in general	[0]	(0.0%)	[4]	(18.2%)	[2]	(9.1%)	[0]	(0.0%)
xi. Number of independent traders	[0]	(0.0%)	[4]	(18.2%)	[1]	(4.5%)	[1]	(50.0%)
xii. Number of multiple traders	[0]	(0.0%)	[2]	(9.1%)	[3]	(13.6%)	[1]	(50.0%)
xiii. Number of supermarkets	[4]	(28.6%)	[1]	(4.5%)	[1]	(4.5%)	[0]	(0.0%)
xiv. Number of services in general (e.g. hairdressers, banks)	[2]	(14.3%)	[3]	(13.6%)	[1]	(4.5%)	[0]	(0.0%)
xv. Range of services in general	[1]	(7.1%)	[4]	(18.2%)	[1]	(4.5%)	[0]	(0.0%)
xvi. Number of restaurants	[1]	(7.1%)	[0]	(0.0%)	[5]	(22.7%)	[0]	(0.0%)
xvii. Number of licensed premises	[2]	(14.3%)	[1]	(4.5%)	[3]	(13.6%)	[0]	(0.0%)
xviii. Number of fast-food shops	[3]	(21.4%)	[0]	(0.0%)	[3]	(13.6%)	[0]	(0.0%)
Total	[14]	(100.0%)	[22]	(100.0%)	[22]	(100.0%)	[2]	(100.0%)

Other (please state)

No comments



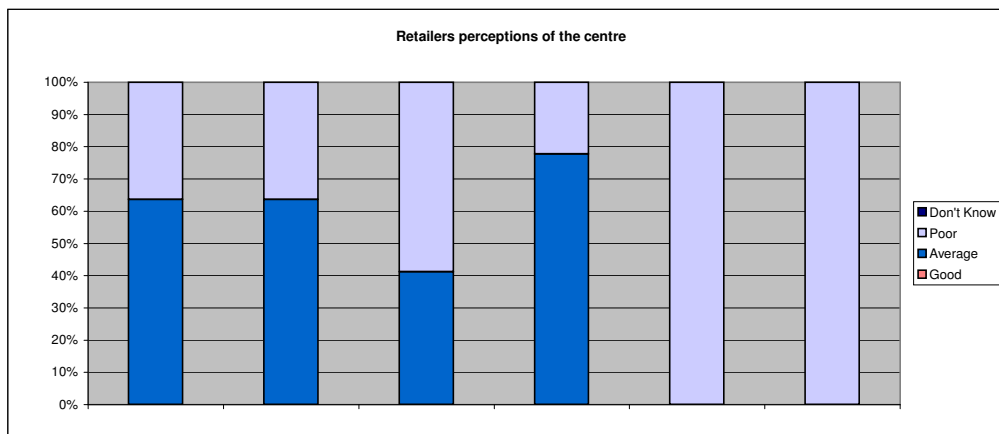
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[2] (25.0%)	[4] (14.3%)	[0] (0.0%)
[0]	(0.0%)	[2] (25.0%)	[4] (14.3%)	[0] (0.0%)
[0]	(0.0%)	[1] (12.5%)	[5] (17.9%)	[0] (0.0%)
[0]	(0.0%)	[3] (37.5%)	[3] (10.7%)	[0] (0.0%)
[0]	(0.0%)	[0] (0.0%)	[6] (21.4%)	[0] (0.0%)
[0]	(0.0%)	[0] (0.0%)	[6] (21.4%)	[0] (0.0%)
[0]	(0.0%)	[8] (100.0%)	[28] (100.0%)	[0] (0.0%)

Other (please state)

No comments



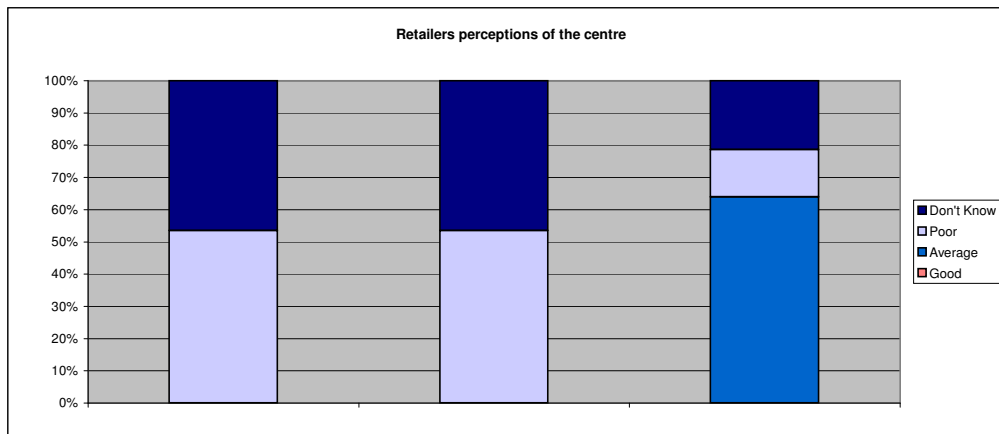
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Chadderton Town Centre

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[0] (0.0%)	[5] (38.5%)	[1] (33.3%)
[0]	(0.0%)	[0] (0.0%)	[5] (38.5%)	[1] (33.3%)
[0]	(0.0%)	[2] (100.0%)	[3] (23.1%)	[1] (33.3%)
[0]	(0.0%)	[2] (100.0%)	[13] (100.0%)	[3] (100.0%)

Comments

Lots of youths hanging around Asda [1], Not clean [1], Feels unsafe at night [1]

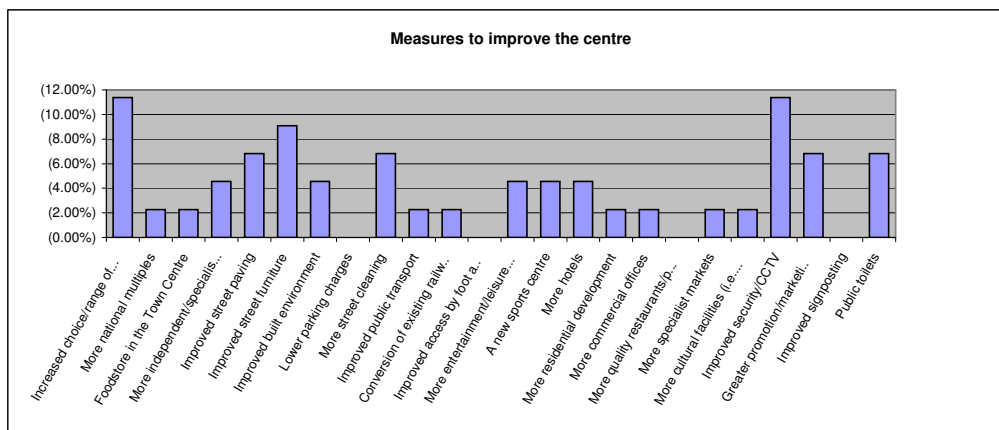


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[5]	(11.36%)
More national multiples	[1]	(2.27%)
Foodstore in the Town Centre	[1]	(2.27%)
More independent/specialist traders	[2]	(4.55%)
Improved street paving	[3]	(6.82%)
Improved street furniture	[4]	(9.09%)
Improved built environment	[2]	(4.55%)
Lower parking charges	[0]	(0.00%)
More street cleaning	[3]	(6.82%)
Improved public transport	[1]	(2.27%)
Conversion of existing railway to Metro link	[1]	(2.27%)
Improved access by foot and cycle	[0]	(0.00%)
More entertainment/leisure facilities	[2]	(4.55%)
A new sports centre	[2]	(4.55%)
More hotels	[2]	(4.55%)
More residential development	[1]	(2.27%)
More commercial offices	[1]	(2.27%)
More quality restaurants/pavement cafés	[0]	(0.00%)
More specialist markets	[1]	(2.27%)
More cultural facilities (i.e. Museum)	[1]	(2.27%)
Improved security/CCTV	[5]	(11.36%)
Greater promotion/marketing of the centre	[3]	(6.82%)
Improved signposting	[0]	(0.00%)
Public toilets	[3]	(6.82%)
Total	[44]	(100.00%)

Other (please state)

Move loitering youths [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[5]	(83.3%)
Too many non-retail uses	[1]	(16.7%)
Not enough non-retail uses	[0]	(0.0%)
	[6]	(100.0%)

Please specify:

No comments

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[2]	(13.33%)
Lack of passing trade outside your premises	[0]	(0.00%)
Poor location of your premises	[0]	(0.00%)
Inadequate customer car parking	[1]	(6.67%)
Competition from other traders in Town Centre	[1]	(6.67%)

If so, where?

Near Asda [1]

Competition from other Town Centres nearby	[1]	(6.67%)
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If so, where?

Royton and Oldham [1]

Competition from elsewhere	[0]	(0.00%)
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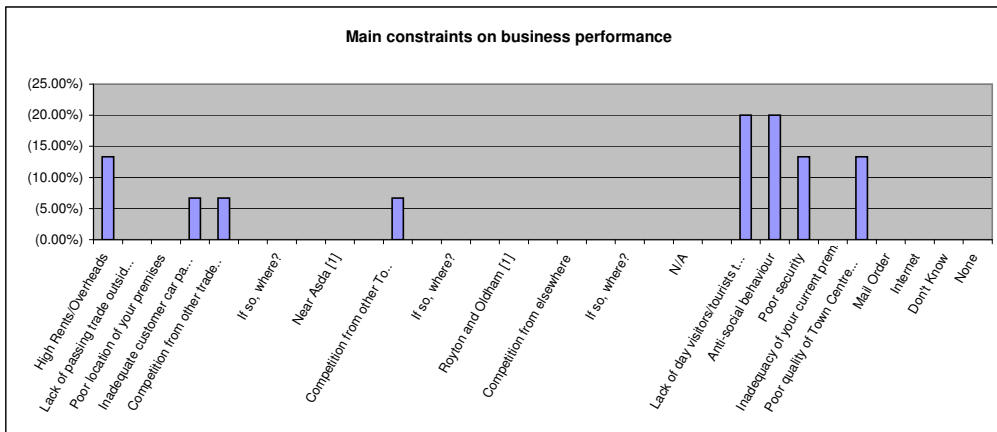
If so, where?

N/A

Lack of day visitors/tourists to the town	[3]	(20.00%)
Anti-social behaviour	[3]	(20.00%)
Poor security	[2]	(13.33%)
Inadequacy of your current premises	[0]	(0.00%)
Poor quality of Town Centre shopping environment	[2]	(13.33%)
Mail Order	[0]	(0.00%)
Internet	[0]	(0.00%)
Don't Know	[0]	(0.00%)
None	[0]	(0.00%)
	[15]	(100.00%)

Other (please specify)

No comments



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[4]	(80.00%)
Yes, close	[1]	(20.00%)
Yes, relocate in Town Centre	[0]	(0.00%)
Yes, relocate to another Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[0]	(0.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[0]	(0.00%)
	[5]	(100.00%)

Other (please specify)

Marketing [1]

Q7b. If you are relocating, where are you considering moving to?

N/A

Q7c. If relocating, what is the main reason for this decision?

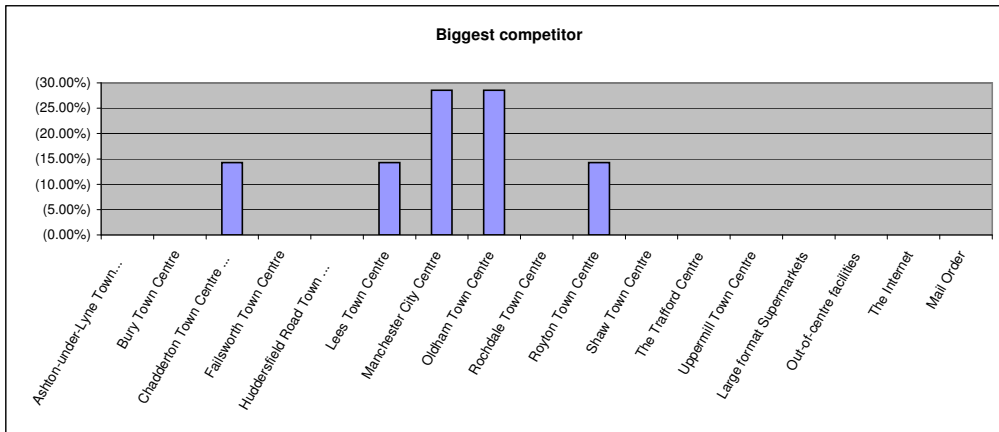
N/A

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[0]	(0.00%)
Bury Town Centre	[0]	(0.00%)
Chadderton Town Centre (other retailers)	[1]	(14.29%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[0]	(0.00%)
Lees Town Centre	[1]	(14.29%)
Manchester City Centre	[2]	(28.57%)
Oldham Town Centre	[2]	(28.57%)
Rochdale Town Centre	[0]	(0.00%)
Royton Town Centre	[1]	(14.29%)
Shaw Town Centre	[0]	(0.00%)
The Trafford Centre	[0]	(0.00%)
Uppermill Town Centre	[0]	(0.00%)
Large format Supermarkets	[0]	(0.00%)
Out-of-centre facilities	[0]	(0.00%)
The Internet	[0]	(0.00%)
Mail Order	[0]	(0.00%)
	[7]	(100.00%)

Other (please specify)

No comments



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[2]	(33.3%)
No	[4]	(66.7%)
	[6]	(100.0%)

Q10. If yes, where is this?

Oldham [1], Oldham, Royton and Shaw [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[0]	(0.0%)
Worse	[0]	(0.0%)
Same	[2]	(100.0%)
	[2]	(100.0%)

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

Car park used for market is covered in glass from underage drinkers [1]

FAILSWORTH DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

73

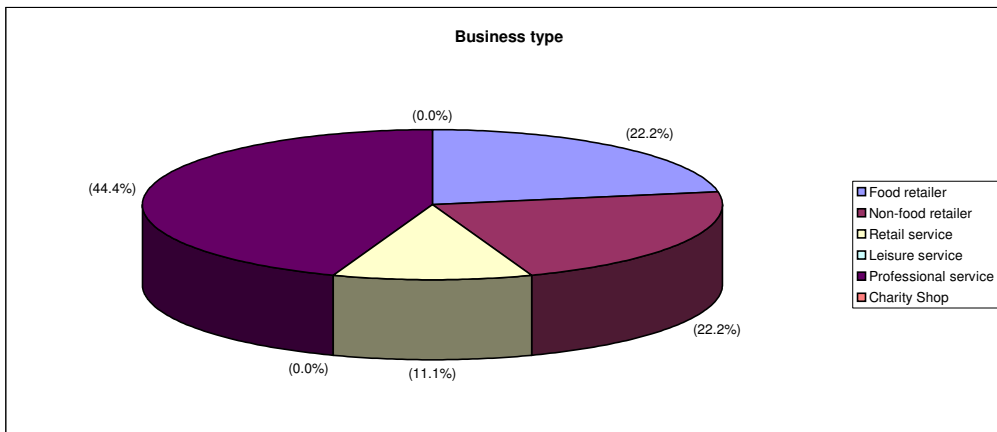
Responses: 13 (18%)

Q1b. How would you best describe your business?

Food retailer	[2]	(22.2%)
Non-food retailer	[2]	(22.2%)
Retail service	[1]	(11.1%)
Leisure service	[0]	(0.0%)
Professional service	[4]	(44.4%)
Charity Shop	[0]	(0.0%)
	[9]	(100.0%)

Other (please state)

Plumbers merchant [1], Dry cleaners/ironing [1], Private hire [1], Plumbing supplies [1]

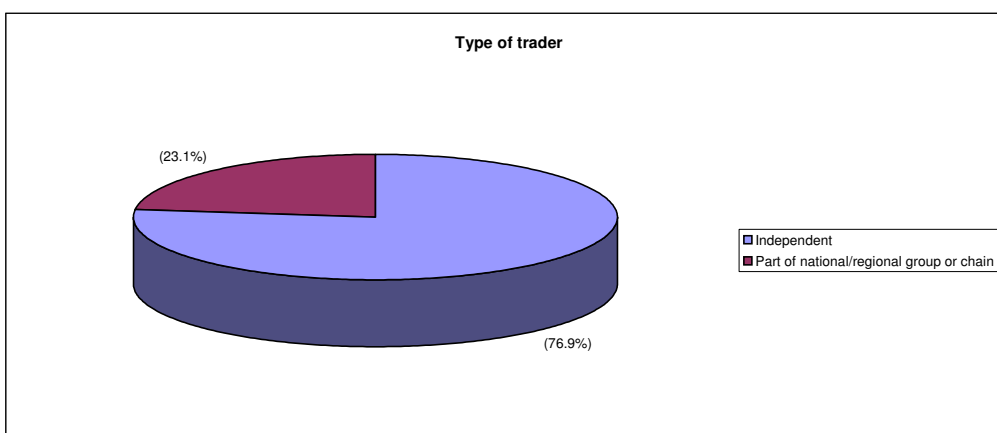


Q1c. Is your business?

Independent	[10]	(76.9%)
Part of national/regional group or chain	[3]	(23.1%)
	[13]	(100.0%)

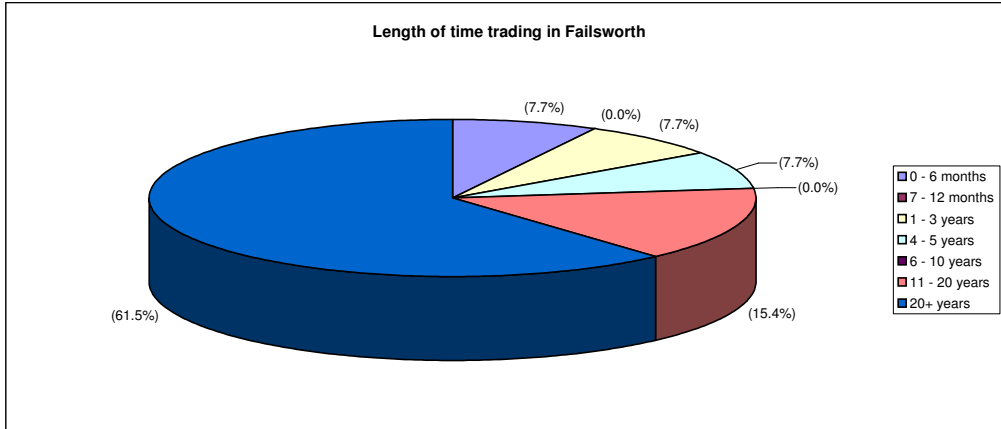
Other (please specify)

No comments



Q1d. How long, approximately, has the business traded in Failsworth Town Centre?

0 - 6 months	[1]	(7.7%)
7 - 12 months	[0]	(0.0%)
1 - 3 years	[1]	(7.7%)
4 - 5 years	[1]	(7.7%)
6 - 10 years	[0]	(0.0%)
11 - 20 years	[2]	(15.4%)
20+ years	[8]	(61.5%)
	[13]	(100.0%)



Q1e. Why did you choose Failsworth Town Centre as a business location?

Right property [1], Busy main trunk road [1], Busienss already set up [1], Bought as a going concern [1], Live in area [1], Used to be a busy town [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[5]	(38.5%)
Owner Occupied	[7]	(53.8%)
No Answer	[1]	(7.7%)
	[13]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[93]	(76.2%)
Part Time	[29]	(23.8%)
	[122]	(100.0%)

Q1h. Has the business always operated from Failsworth Town Centre?

Yes	[12]	(92.3%)
No	[1]	(7.7%)
	[13]	(100.0%)

If no, where did you relocate from?

Newton Heath [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[3]	(23.1%)
Grown Moderately	[5]	(38.5%)
Remained Largely Static	[1]	(7.7%)
Declined Moderately	[2]	(15.4%)
Declined Significantly	[2]	(15.4%)
	[13]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[1]	(7.7%)
Well	[3]	(23.1%)
Moderately	[6]	(46.2%)
Poorly	[2]	(15.4%)
Very Poorly	[1]	(7.7%)
	[13]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Failsworth Town Centre	[9]	(64.3%)
Residents from across the Oldham Borough	[2]	(14.3%)
Residents from outside the Oldham Borough	[1]	(7.1%)
Specialist buyers (e.g. because you offer a specialist product)	[1]	(7.1%)
Workers from Failsworth Town Centre (e.g. office workers)	[0]	(0.0%)
Students from Failsworth Town Centre	[1]	(7.1%)
Passers-by	[0]	(0.0%)
Total	[14]	(100.0%)

Other (please state)

No comments

Q3. How do you rate the following aspects of the Town Centre?

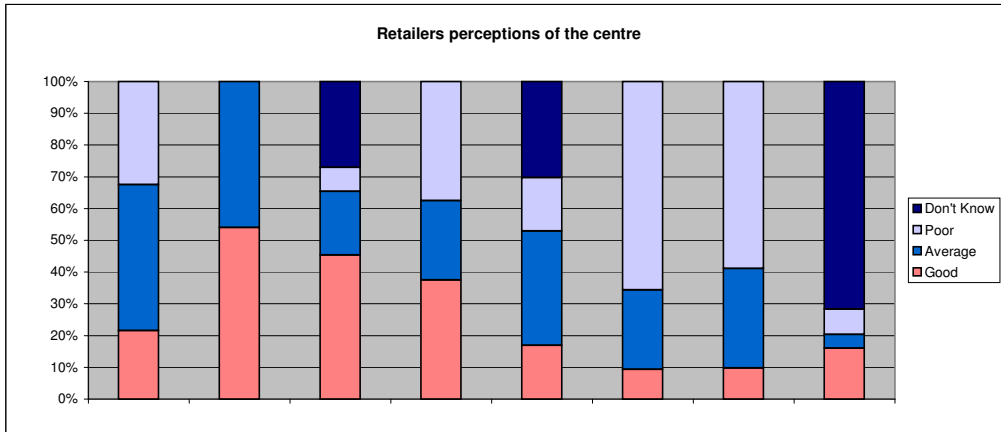
Transport

- i. Appearance of the entrances to Failsworth Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good	Average	Poor	Don't Know	
	%	%	%		%
i. Appearance of the entrances to Failsworth Town Centre	[2] (8.0%)	[8] (17.0%)	[3] (12.0%)	[0]	(0.0%)
ii. Accessibility by pedestrians	[5] (20.0%)	[8] (17.0%)	[0] (0.0%)	[0]	(0.0%)
iii. Accessibility by public transport	[6] (24.0%)	[5] (10.6%)	[1] (4.0%)	[1]	(14.3%)
iv. Accessibility by vehicles	[4] (16.0%)	[5] (10.6%)	[4] (16.0%)	[0]	(0.0%)
v. Amount of signage for vehicles	[2] (8.0%)	[8] (17.0%)	[2] (8.0%)	[1]	(14.3%)
vi. Amount of car parking	[1] (4.0%)	[5] (10.6%)	[7] (28.0%)	[0]	(0.0%)
vii. Location of car parking	[1] (4.0%)	[6] (12.8%)	[6] (24.0%)	[0]	(0.0%)
viii. Pricing of car parking	[4] (16.0%)	[2] (4.3%)	[2] (8.0%)	[5]	(71.4%)
Total	[25] (100.0%)	[47] (100.0%)	[25] (100.0%)	[7]	(100.0%)

Other (please state)

No comments



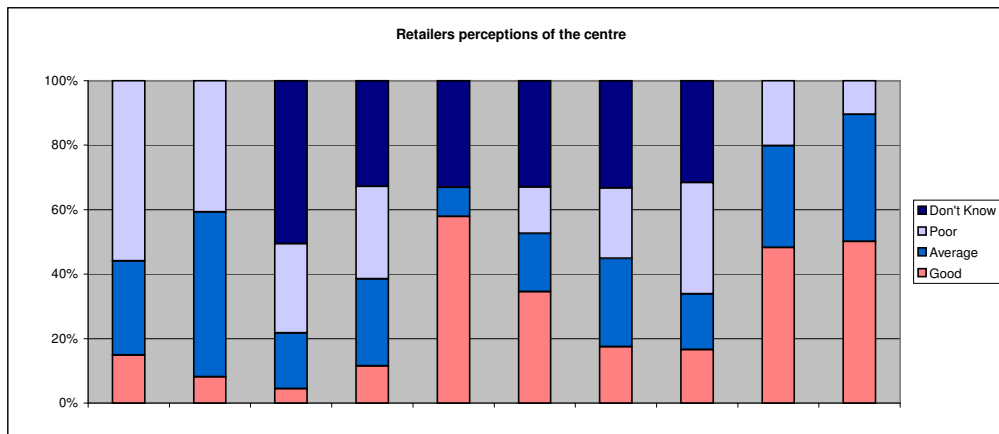
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good	Average	Poor	Don't Know	
	%	%	%		%
ix. Number of shops in general	[2] (5.0%)	[5] (9.8%)	[6] (18.8%)	[0]	(0.0%)
x. Range of shops in general	[1] (2.5%)	[8] (15.7%)	[4] (12.5%)	[0]	(0.0%)
xi. Number of independent traders	[1] (2.5%)	[5] (9.8%)	[5] (15.6%)	[2]	(28.6%)
xii. Number of multiple traders	[2] (5.0%)	[6] (11.8%)	[4] (12.5%)	[1]	(14.3%)
xiii. Number of supermarkets	[10] (25.0%)	[2] (3.9%)	[0] (0.0%)	[1]	(14.3%)
xiv. Number of services in general (e.g. hairdressers, banks)	[6] (15.0%)	[4] (7.8%)	[2] (6.3%)	[1]	(14.3%)
xv. Range of services in general	[3] (7.5%)	[6] (11.8%)	[3] (9.4%)	[1]	(14.3%)
xvi. Number of restaurants	[3] (7.5%)	[4] (7.8%)	[5] (15.6%)	[1]	(14.3%)
xvii. Number of licensed premises	[6] (15.0%)	[5] (9.8%)	[2] (6.3%)	[0]	(0.0%)
xviii. Number of fast-food shops	[6] (15.0%)	[6] (11.8%)	[1] (3.1%)	[0]	(0.0%)
Total	[40] (100.0%)	[51] (100.0%)	[32] (100.0%)	[7]	(100.0%)

Other (please state)

No comments



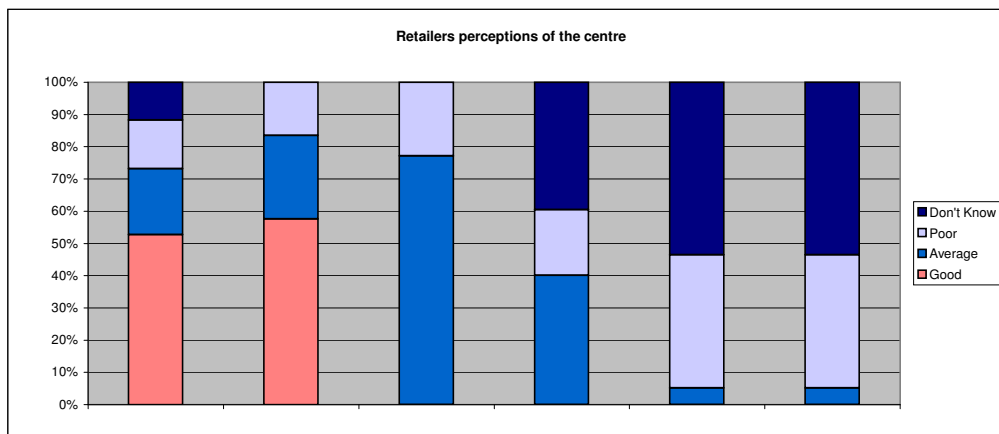
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[1]	(50.0%)	[6] (19.4%)	[5] (14.3%)	[1] (11.1%)
[1]	(50.0%)	[7] (22.6%)	[5] (14.3%)	[0] (0.0%)
[0]	(0.0%)	[9] (29.0%)	[3] (8.6%)	[0] (0.0%)
[0]	(0.0%)	[7] (22.6%)	[4] (11.4%)	[2] (22.2%)
[0]	(0.0%)	[1] (3.2%)	[9] (25.7%)	[3] (33.3%)
[0]	(0.0%)	[1] (3.2%)	[9] (25.7%)	[3] (33.3%)
[2]	(100.0%)	[31] (100.0%)	[35] (100.0%)	[9] (100.0%)

Other (please state)

No comments



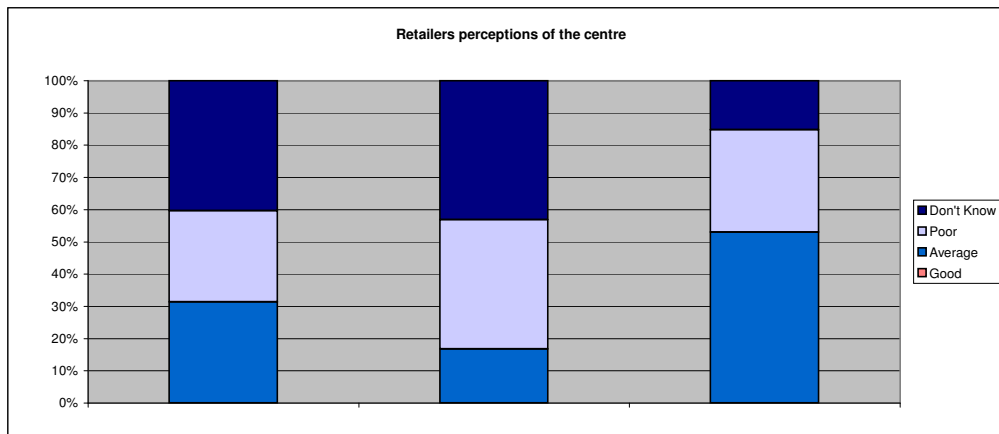
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Failsworth Town Centre

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[4] (33.3%)	[6] (30.0%)	[3] (42.9%)
[0]	(0.0%)	[2] (16.7%)	[8] (40.0%)	[3] (42.9%)
[0]	(0.0%)	[6] (50.0%)	[6] (30.0%)	[1] (14.3%)
[0]	(0.0%)	[12] (100.0%)	[20] (100.0%)	[7] (100.0%)

Comments

Failsworth used to be great but is now like a ghost town [1]. There are very few businesses left [1]

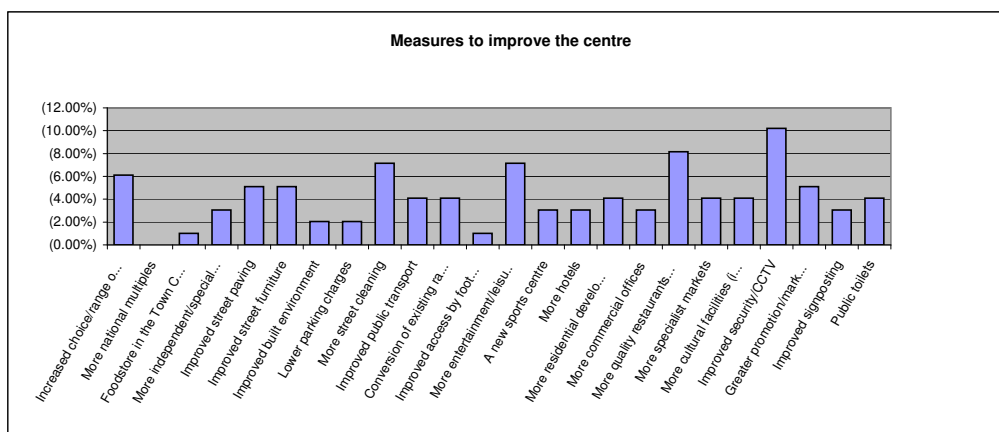


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[6]	(6.12%)
More national multiples	[0]	(0.00%)
Foodstore in the Town Centre	[1]	(1.02%)
More independent/specialist traders	[3]	(3.06%)
Improved street paving	[5]	(5.10%)
Improved street furniture	[5]	(5.10%)
Improved built environment	[2]	(2.04%)
Lower parking charges	[2]	(2.04%)
More street cleaning	[7]	(7.14%)
Improved public transport	[4]	(4.08%)
Conversion of existing railway to Metro link	[4]	(4.08%)
Improved access by foot and cycle	[1]	(1.02%)
More entertainment/leisure facilities	[7]	(7.14%)
A new sports centre	[3]	(3.06%)
More hotels	[3]	(3.06%)
More residential development	[4]	(4.08%)
More commercial offices	[3]	(3.06%)
More quality restaurants/pavement cafés	[8]	(8.16%)
More specialist markets	[4]	(4.08%)
More cultural facilities (i.e. Museum)	[4]	(4.08%)
Improved security/CCTV	[10]	(10.20%)
Greater promotion/marketing of the centre	[5]	(5.10%)
Improved signposting	[3]	(3.06%)
Public toilets	[4]	(4.08%)
Total	[98]	(100.00%)

Other (please state)

No comments



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[8]	(61.5%)
Too many non-retail uses	[3]	(23.1%)
Not enough non-retail uses	[2]	(15.4%)
	[13]	(100.0%)

Please specify:

Too many fast foods [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[5]	(10.20%)
Lack of passing trade outside your premises	[4]	(8.16%)
Poor location of your premises	[3]	(6.12%)
Inadequate customer car parking	[6]	(12.24%)
Competition from other traders in Town Centre	[2]	(4.08%)

If so, where?

Tesco [1], Morrisons [1]

Competition from other Town Centres nearby	[1]	(2.04%)
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If so, where?

Oldham [1], Manchester [1]

Competition from elsewhere	[1]	(2.04%)
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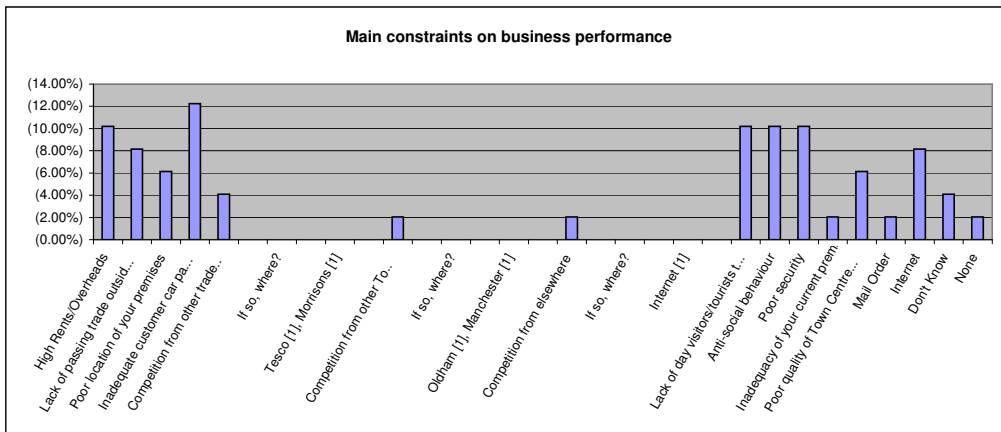
If so, where?

Internet [1]

Lack of day visitors/tourists to the town	[5]	(10.20%)
Anti-social behaviour	[5]	(10.20%)
Poor security	[5]	(10.20%)
Inadequacy of your current premises	[1]	(2.04%)
Poor quality of Town Centre shopping environment	[3]	(6.12%)
Mail Order	[1]	(2.04%)
Internet	[4]	(8.16%)
Don't Know	[2]	(4.08%)
None	[1]	(2.04%)
	[49]	(100.00%)

Other (please specify)

No comments



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[7]	(58.33%)
Yes, close	[1]	(8.33%)
Yes, relocate in Town Centre	[0]	(0.00%)
Yes, relocate to another Town Centre	[1]	(8.33%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[1]	(8.33%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[2]	(16.67%)
	[12]	(100.00%)

Other (please specify)

Expand in to Manchester City Centre [1], Not sure yet [1]

Q7b. If you are relocating, where are you considering moving to?

Not sure yet [1]

Q7c. If relocating, what is the main reason for this decision?

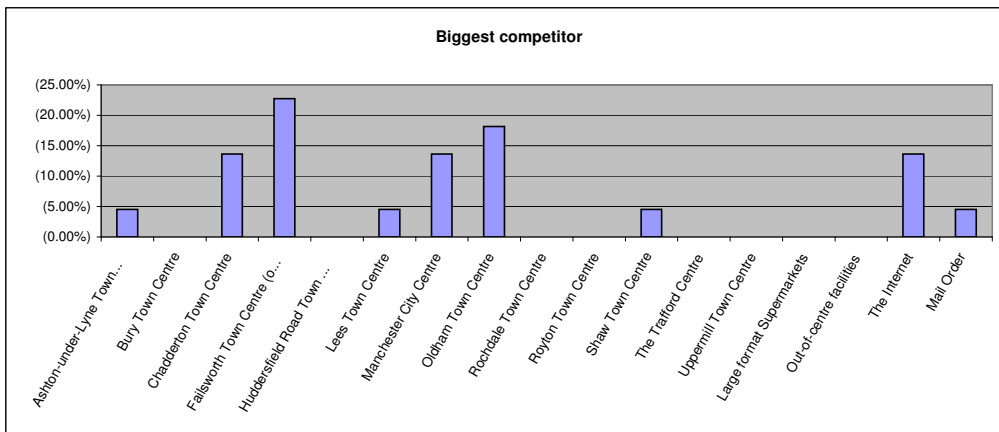
Parking issues [1], Rubbish area [1]

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[1]	(4.55%)
Bury Town Centre	[0]	(0.00%)
Chadderton Town Centre	[3]	(13.64%)
Failsworth Town Centre (other retailers)	[5]	(22.73%)
Huddersfield Road Town Centre	[0]	(0.00%)
Lees Town Centre	[1]	(4.55%)
Manchester City Centre	[3]	(13.64%)
Oldham Town Centre	[4]	(18.18%)
Rochdale Town Centre	[0]	(0.00%)
Royton Town Centre	[0]	(0.00%)
Shaw Town Centre	[1]	(4.55%)
The Trafford Centre	[0]	(0.00%)
Uppermill Town Centre	[0]	(0.00%)
Large format Supermarkets	[0]	(0.00%)
Out-of-centre facilities	[0]	(0.00%)
The Internet	[3]	(13.64%)
Mail Order	[1]	(4.55%)
	[22]	(100.00%)

Other (please specify)

No comments



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[1]	(7.7%)
No	[12]	(92.3%)
	[13]	(100.0%)

Q10. If yes, where is this?

Lees [1], Wereneth [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[0]	(0.0%)
Worse	[0]	(0.0%)
Same	[1]	(100.0%)
	[1]	(100.0%)

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

Build/form a dedicated taxi rank [1], Very high business rates [1], Business suffering due to double yellow lines everywhere [1], Cut crime rate [1], More shops [1], Improve street cleaning - it's a disgrace [1], More community activities [1], Anti-social behaviour poses a health and safety risk to staff and customers [1], Attacks on property and breaking windows is affecting the appearance of the area and businesses [1], Gangs of youths behaving anti-socially needs to be stopped [1], The local Police have always been most polite and helpful [1], All the small businesses are suffering because of the two large supermarkets [1], The 24 hour Tesco is an eyesore [1], I cannot believe the Council allowed the constantly lit up Tesco to be built [1], Female traffic warden books people for fun and this is losing businesses custom [1], People are scared to park their cars for fear of getting a ticket [1]

HUDDERSFIELD ROAD DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

36

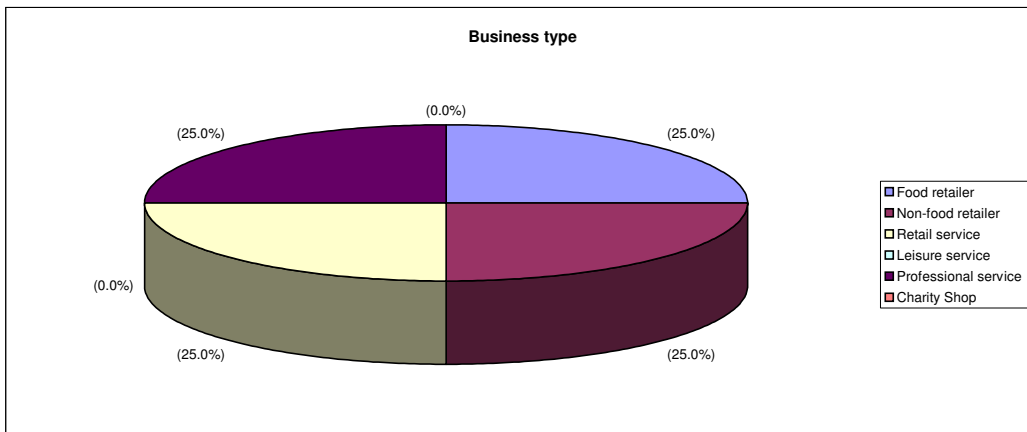
Responses: 5 (14%)

Q1b. How would you best describe your business?

Food retailer	[1]	(25.0%)
Non-food retailer	[1]	(25.0%)
Retail service	[1]	(25.0%)
Leisure service	[0]	(0.0%)
Professional service	[1]	(25.0%)
Charity Shop	[0]	(0.0%)
	[4]	(100.0%)

Other (please state)

Plumbing and Heating contractor [1]

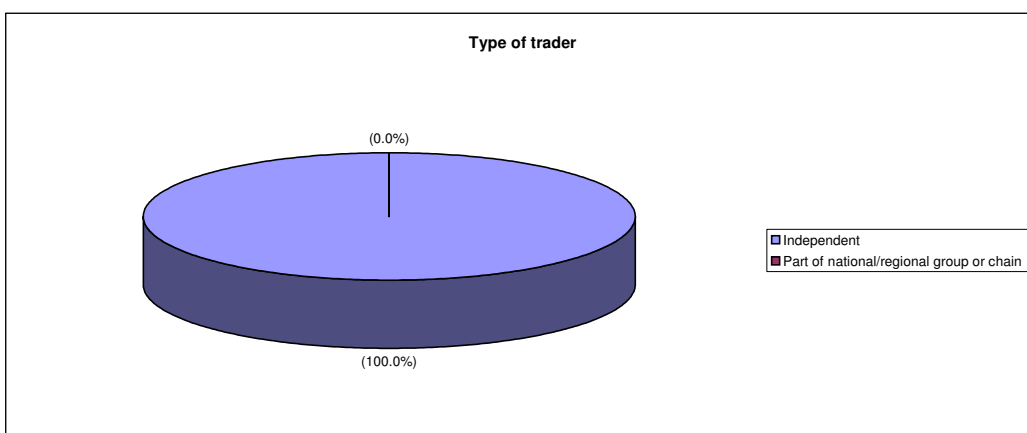


Q1c. Is your business?

Independent	[5]	(100.0%)
Part of national/regional group or chain	[0]	(0.0%)
	[5]	(100.0%)

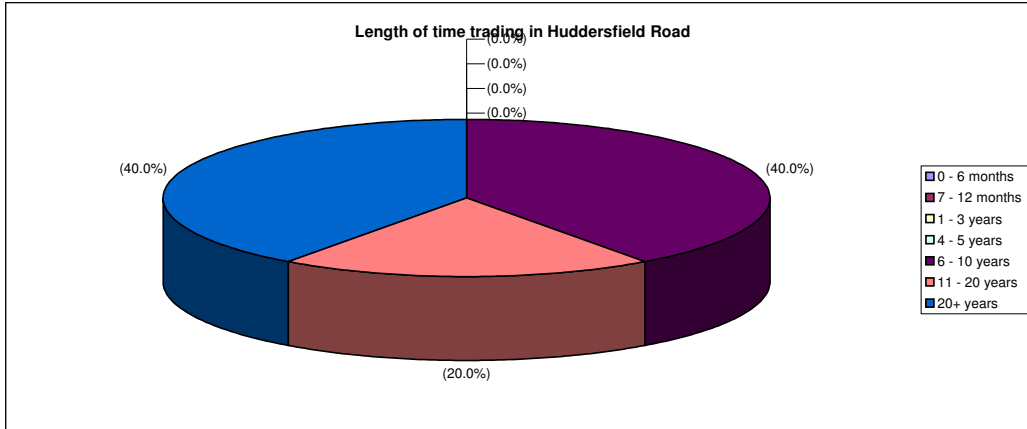
Other (please specify)

No comments



Q1d. How long, approximately, has the business traded in Huddersfield Road Town Centre?

0 - 6 months	[0]	(0.0%)
7 - 12 months	[0]	(0.0%)
1 - 3 years	[0]	(0.0%)
4 - 5 years	[0]	(0.0%)
6 - 10 years	[2]	(40.0%)
11 - 20 years	[1]	(20.0%)
20+ years	[2]	(40.0%)
	[5]	(100.0%)



Q1e. Why did you choose Huddersfield Road Town Centre as a business location?

Existing business [1], Ideal area and parking facilities [1], Good row of shops [1], Owner lived in area [1], Local demand for Solicitors [1], Free parking [1], Live in area [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[3]	(60.0%)
Owner Occupied	[2]	(40.0%)
No Answer	[0]	(0.0%)
	[5]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[28]	(73.7%)
Part Time	[10]	(26.3%)
	[38]	(100.0%)

Q1h. Has the business always operated from Huddersfield Road Town Centre?

Yes	[4]	(80.0%)
No	[1]	(20.0%)
	[5]	(100.0%)

If no, where did you relocate from?

Worked from home [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[2]	(40.0%)
Grown Moderately	[2]	(40.0%)
Remained Largely Static	[0]	(0.0%)
Declined Moderately	[1]	(20.0%)
Declined Significantly	[0]	(0.0%)
	[5]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[0]	(0.0%)
Well	[1]	(20.0%)
Moderately	[4]	(80.0%)
Poorly	[0]	(0.0%)
Very Poorly	[0]	(0.0%)
	[5]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Huddersfield Road Town Centre	[2]	(28.6%)
Residents from across the Oldham Borough	[3]	(42.9%)
Residents from outside the Oldham Borough	[0]	(0.0%)
Specialist buyers (e.g. because you offer a specialist product)	[0]	(0.0%)
Workers from Huddersfield Road Town Centre (e.g. office workers)	[1]	(14.3%)
Students from Huddersfield Road Town Centre	[0]	(0.0%)
Passers-by	[1]	(14.3%)
	[7]	(100.0%)

Other (please state)

All over UK [1]

Q3. How do you rate the following aspects of the Town Centre?

Transport

- i. Appearance of the entrances to Huddersfield Road Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good		Average		Poor		Don't Know	
		%		%		%		%
i.	[0]	(0.0%)	[0]	(0.0%)	[5]	(26.3%)	[0]	(0.0%)
ii.	[1]	(20.0%)	[2]	(15.4%)	[2]	(10.5%)	[0]	(0.0%)
iii.	[2]	(40.0%)	[2]	(15.4%)	[1]	(5.3%)	[0]	(0.0%)
iv.	[0]	(0.0%)	[2]	(15.4%)	[3]	(15.8%)	[0]	(0.0%)
v.	[0]	(0.0%)	[5]	(38.5%)	[0]	(0.0%)	[0]	(0.0%)
vi.	[0]	(0.0%)	[1]	(7.7%)	[4]	(21.1%)	[0]	(0.0%)
vii.	[1]	(20.0%)	[0]	(0.0%)	[4]	(21.1%)	[0]	(0.0%)
viii.	[1]	(20.0%)	[1]	(7.7%)	[0]	(0.0%)	[3]	(100.0%)
	[5]	(100.0%)	[13]	(100.0%)	[19]	(100.0%)	[3]	(100.0%)

Other (please state)

Access for deliveries is difficult [1], Long stay parking (non existent) [1]



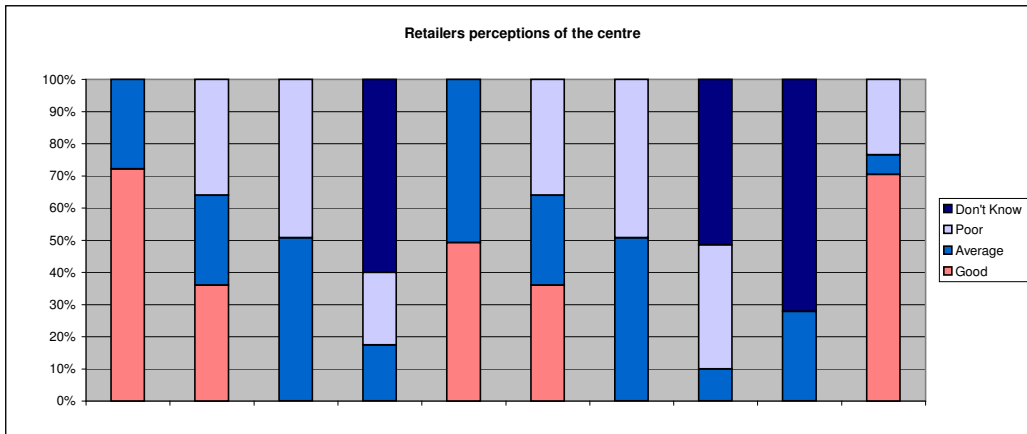
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good		Average		Poor		Don't Know	
		%		%		%		%
ix.	[2]	(25.0%)	[3]	(9.7%)	[0]	(0.0%)	[0]	(0.0%)
x.	[1]	(12.5%)	[3]	(9.7%)	[1]	(12.5%)	[0]	(0.0%)
xi.	[0]	(0.0%)	[4]	(12.9%)	[1]	(12.5%)	[0]	(0.0%)
xii.	[0]	(0.0%)	[3]	(9.7%)	[1]	(12.5%)	[1]	(33.3%)
xiii.	[1]	(12.5%)	[4]	(12.9%)	[0]	(0.0%)	[0]	(0.0%)
xiv.	[1]	(12.5%)	[3]	(9.7%)	[1]	(12.5%)	[0]	(0.0%)
xv.	[0]	(0.0%)	[4]	(12.9%)	[1]	(12.5%)	[0]	(0.0%)
xvi.	[0]	(0.0%)	[2]	(6.5%)	[2]	(25.0%)	[1]	(33.3%)
xvii.	[0]	(0.0%)	[4]	(12.9%)	[0]	(0.0%)	[1]	(33.3%)
xviii.	[3]	(37.5%)	[1]	(3.2%)	[1]	(12.5%)	[0]	(0.0%)
	[8]	(100.0%)	[31]	(100.0%)	[8]	(100.0%)	[3]	(100.0%)

Other (please state)

No comments



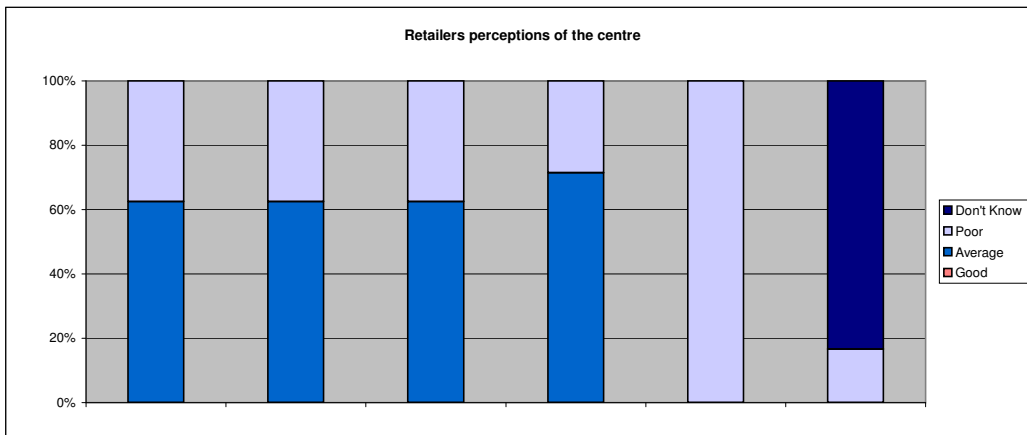
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[2] (25.0%)	[3] (15.0%)	[0] (0.0%)
[0]	(0.0%)	[2] (25.0%)	[3] (15.0%)	[0] (0.0%)
[0]	(0.0%)	[2] (25.0%)	[3] (15.0%)	[0] (0.0%)
[0]	(0.0%)	[2] (25.0%)	[2] (10.0%)	[0] (0.0%)
[0]	(0.0%)	[0] (0.0%)	[5] (25.0%)	[0] (0.0%)
[0]	(0.0%)	[0] (0.0%)	[4] (20.0%)	[1] (100.0%)
[0]	(0.0%)	[8] (100.0%)	[20] (100.0%)	[1] (100.0%)

Other (please state)

No comments



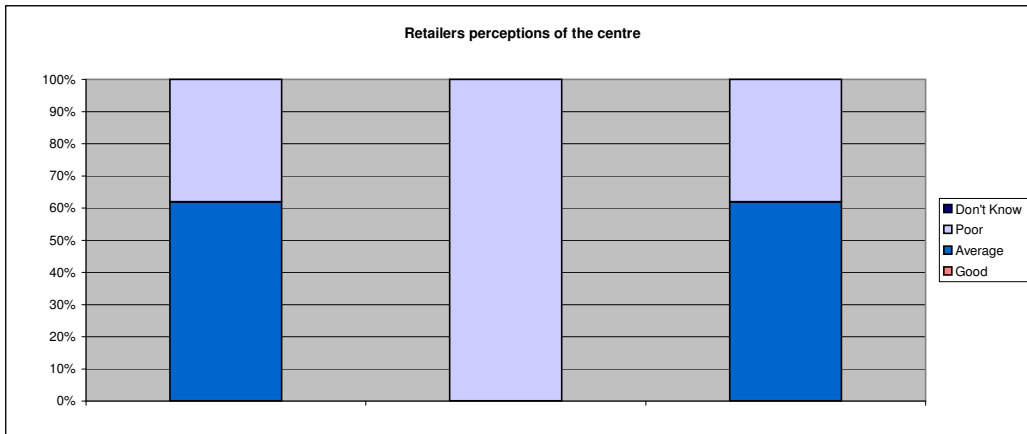
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Huddersfield Road Town Centre

	Good	Average	Poor	Don't Know
	%	%	%	%
[0]	(0.0%)	[1] (50.0%)	[4] (30.8%)	[0] (0.0%)
[0]	(0.0%)	[0] (0.0%)	[5] (38.5%)	[0] (0.0%)
[0]	(0.0%)	[1] (50.0%)	[4] (30.8%)	[0] (0.0%)
[0]	(0.0%)	[2] (100.0%)	[13] (100.0%)	[0] (0.0%)

Comments

No comments

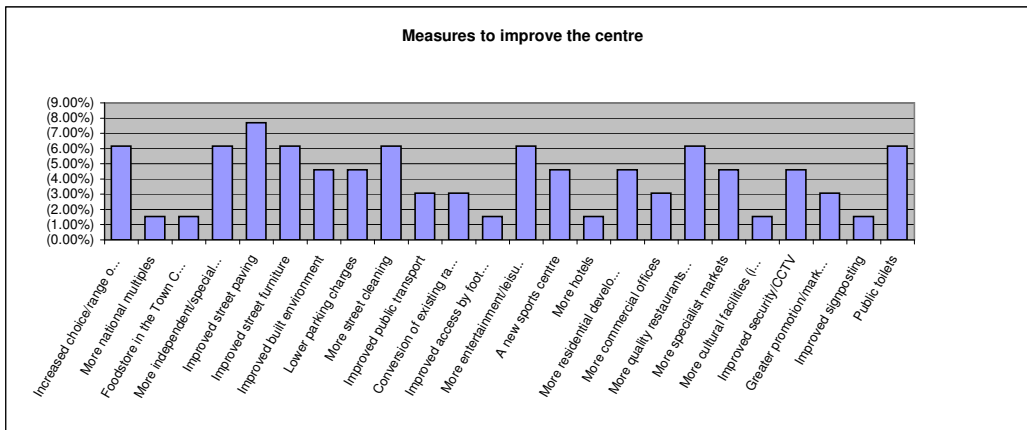


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[4]	(6.15%)
More national multiples	[1]	(1.54%)
Foodstore in the Town Centre	[1]	(1.54%)
More independent/specialist traders	[4]	(6.15%)
Improved street paving	[5]	(7.69%)
Improved street furniture	[4]	(6.15%)
Improved built environment	[3]	(4.62%)
Lower parking charges	[3]	(4.62%)
More street cleaning	[4]	(6.15%)
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Conversion of existing railway to Metro link	[2]	(3.08%)
Improved access by foot and cycle	[1]	(1.54%)
More entertainment/leisure facilities	[4]	(6.15%)
A new sports centre	[3]	(4.62%)
More hotels	[1]	(1.54%)
More residential development	[3]	(4.62%)
More commercial offices	[2]	(3.08%)
More quality restaurants/pavement cafés	[4]	(6.15%)
More specialist markets	[3]	(4.62%)
More cultural facilities (i.e. Museum)	[1]	(1.54%)
Improved security/CCTV	[3]	(4.62%)
Greater promotion/marketing of the centre	[2]	(3.08%)
Improved signposting	[1]	(1.54%)
Public toilets	[4]	(6.15%)
Total	[65]	(100.00%)

Other (please state)

No comments



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés , pubs and restaurants, fast food outlets)?

Good Balance	[2]	(50.0%)
Too many non-retail uses	[0]	(0.0%)
Not enough non-retail uses	[2]	(50.0%)
	[4]	(100.0%)

Please specify:

Not enough of anything [1], Bank and Post Office needed [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[1]	(6.67%)
Lack of passing trade outside your premises	[0]	(0.00%)
Poor location of your premises	[1]	(6.67%)
Inadequate customer car parking	[3]	(20.00%)
Competition from other traders in Town Centre	[0]	(0.00%)

If so, where?

N/A

Competition from other Town Centres nearby	[0]	(0.00%)
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If so, where?

N/A

Competition from elsewhere	[0]	(0.00%)
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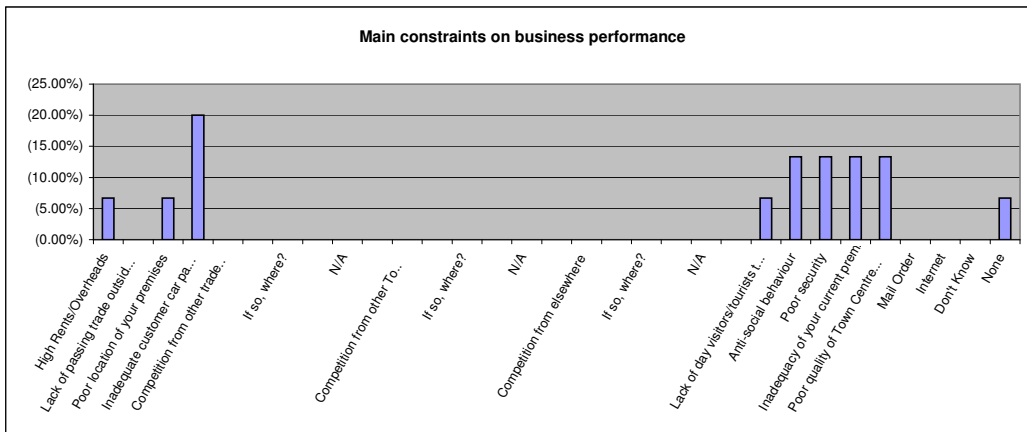
If so, where?

N/A

Lack of day visitors/tourists to the town	[1]	(6.67%)
Anti-social behaviour	[2]	(13.33%)
Poor security	[2]	(13.33%)
Inadequacy of your current premises	[2]	(13.33%)
Poor quality of Town Centre shopping environment	[2]	(13.33%)
Mail Order	[0]	(0.00%)
Internet	[0]	(0.00%)
Don't Know	[0]	(0.00%)
None	[1]	(6.67%)
	[15]	(100.00%)

Other (please specify)

No comments



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[1]	(20.00%)
Yes, close	[0]	(0.00%)
Yes, relocate in Town Centre	[1]	(20.00%)
Yes, relocate to another Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[1]	(20.00%)
Yes, extend floorspace	[0]	(0.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[2]	(40.00%)
	[5]	(100.00%)

Other (please specify)

No comments

Q7b. If you are relocating, where are you considering moving to?

No comments

Q7c. If relocating, what is the main reason for this decision?

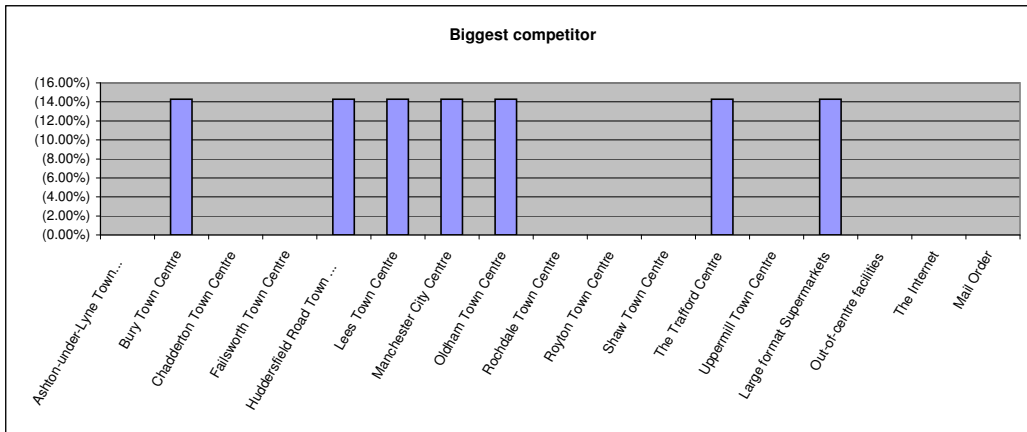
Lack of access/parking and space [1]

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[0]	(0.00%)
Bury Town Centre	[1]	(14.29%)
Chadderton Town Centre	[0]	(0.00%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre (other retailers)	[1]	(14.29%)
Lees Town Centre	[1]	(14.29%)
Manchester City Centre	[1]	(14.29%)
Oldham Town Centre	[1]	(14.29%)
Rochdale Town Centre	[0]	(0.00%)
Royton Town Centre	[0]	(0.00%)
Shaw Town Centre	[0]	(0.00%)
The Trafford Centre	[1]	(14.29%)
Uppermill Town Centre	[0]	(0.00%)
Large format Supermarkets	[1]	(14.29%)
Out-of-centre facilities	[0]	(0.00%)
The Internet	[0]	(0.00%)
Mail Order	[0]	(0.00%)
	[7]	(100.00%)

Other (please specify)

N/A [1]



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[0]	(0.0%)
No	[5]	(100.0%)
	[5]	(100.0%)

Q10. If yes, where is this?

N/A

Q11. If yes, is this other business trading better, worse, or the same?

Better	[0]	(0.0%)
Worse	[0]	(0.0%)
Same	[0]	(0.0%)
	[0]	(0.0%)

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

Area rundown and threatening [1], Centre disrupted by the Tesco development [1], General upgrade of commercial properties required [1], Traffic has not improved [1], Tesco will make traffic worse [1], Netto was a welcome addition [1], Need grants to come available for shops to have a facelift [1]

LEES DISTRICT CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

64

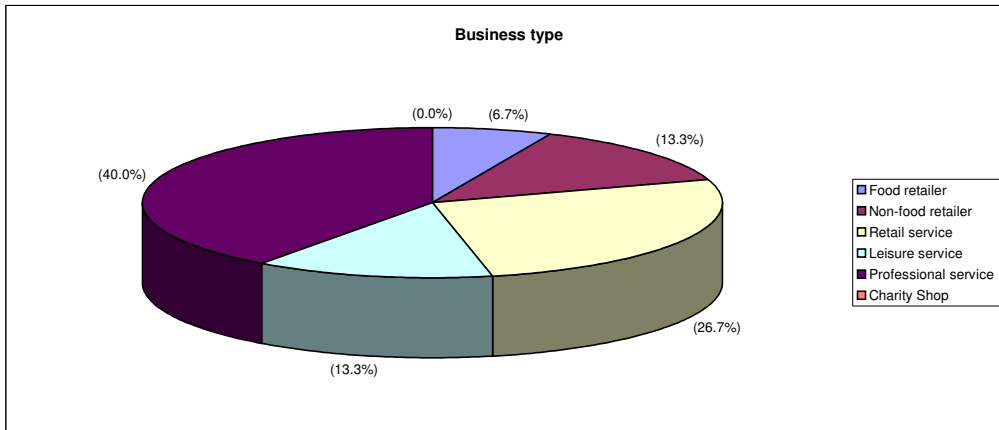
Responses: 17 (27%)

Q1b. How would you best describe your business?

Food retailer	[1]	(6.7%)
Non-food retailer	[2]	(13.3%)
Retail service	[4]	(26.7%)
Leisure service	[2]	(13.3%)
Professional service	[6]	(40.0%)
Charity Shop	[0]	(0.0%)
	[15]	(100.0%)

Other (please state)

Pet supplies [1], Dental surgery [1]

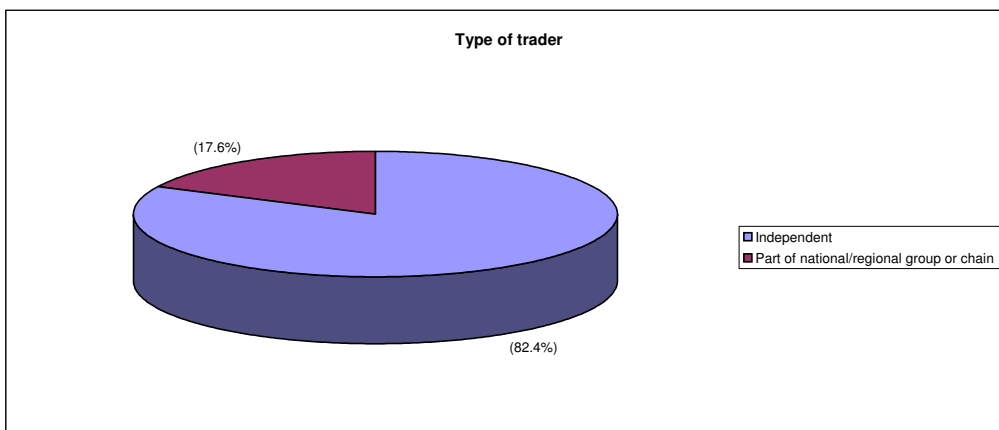


Q1c. Is your business?

Independent	[14]	(82.4%)
Part of national/regional group or chain	[3]	(17.6%)
	[17]	(100.0%)

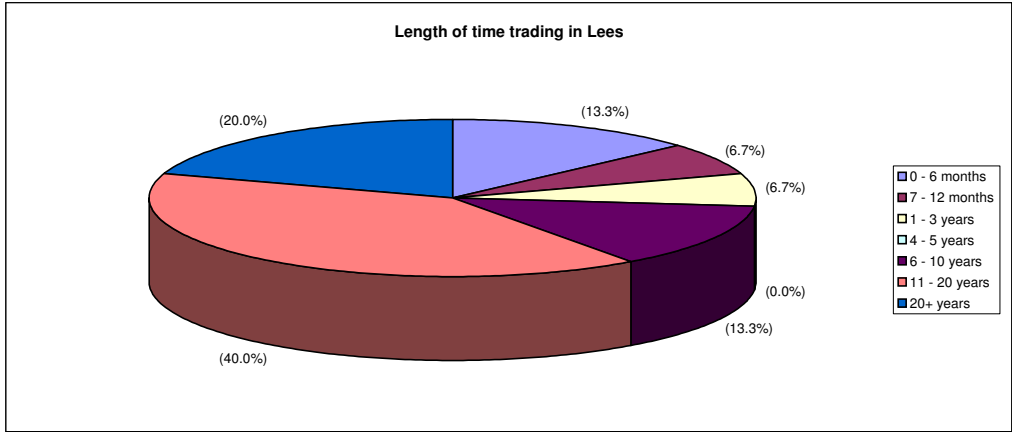
Other (please specify)

No comments



Q1d. How long, approximately, has the business traded in Lees Town Centre?

0 - 6 months	[2]	(13.3%)
7 - 12 months	[1]	(6.7%)
1 - 3 years	[1]	(6.7%)
4 - 5 years	[0]	(0.0%)
6 - 10 years	[2]	(13.3%)
11 - 20 years	[6]	(40.0%)
20+ years	[3]	(20.0%)
	[15]	(100.0%)



Q1e. Why did you choose Lees Town Centre as a business location?

Available services in close proximity - bank, post office etc. [1], Live in area [1], Good community [1], Like Village and people [1], Close to school, library and banks [1], Proximity to clients [1], Good for business [1], Plenty of pubs in area [1], Very busy high street [1], Family business [1], Good client base [1], Near bus stop, post office [1], Near to domicile [1], Excellent location [1], Larger premises [1], No other shop was offering the same services [1]

Q1f. Are the business premises leased or owner occupied?

Leased	[5]	(29.4%)
Owner Occupied	[9]	(52.9%)
No Answer	[3]	(17.6%)
	[17]	(100.0%)

Q1g. How many staff does the business employ?

Full Time	[30]	(56.6%)
Part Time	[23]	(43.4%)
	[53]	(100.0%)

Q1h. Has the business always operated from Lees Town Centre?

Yes	[10]	(58.8%)
No	[7]	(41.2%)
	[17]	(100.0%)

If no, where did you relocate from?

Manchester City Centre [1], Abbeyhills Road [1], Royton [1], Oldham [1], Chadderton [1], Saddleworth [1]

Q1i. During the time trading in the Town Centre, has the business...?

Grown Significantly	[3]	(17.6%)
Grown Moderately	[10]	(58.8%)
Remained Largely Static	[3]	(17.6%)
Declined Moderately	[0]	(0.0%)
Declined Significantly	[1]	(5.9%)
	[17]	(100.0%)

Q1j. How would you say that your business is currently performing?

Very Well	[3]	(17.6%)
Well	[8]	(47.1%)
Moderately	[5]	(29.4%)
Poorly	[0]	(0.0%)
Very Poorly	[1]	(5.9%)
	[17]	(100.0%)

Q2. Which type of customers does your business rely on primarily?

Residents from in or around Lees Town Centre	[5]	(23.8%)
Residents from across the Oldham Borough	[11]	(52.4%)
Residents from outside the Oldham Borough	[3]	(14.3%)
Specialist buyers (e.g. because you offer a specialist product)	[0]	(0.0%)
Workers from Lees Town Centre (e.g. office workers)	[1]	(4.8%)
Students from Lees Town Centre	[0]	(0.0%)
Passers-by	[1]	(4.8%)
Total	[21]	(100.0%)

Other (please state)

N/A [1], Across Greater Manchester area [1]

Q3. How do you rate the following aspects of the Town Centre?

Transport

- i. Appearance of the entrances to Lees Town Centre
- ii. Accessibility by pedestrians
- iii. Accessibility by public transport
- iv. Accessibility by vehicles
- v. Amount of signage for vehicles
- vi. Amount of car parking
- vii. Location of car parking
- viii. Pricing of car parking

	Good		Average		Poor		Don't Know	
		%		%		%		%
i. Appearance of the entrances to Lees Town Centre	[4]	(8.7%)	[9]	(20.9%)	[4]	(10.0%)	[0]	(0.0%)
ii. Accessibility by pedestrians	[7]	(15.2%)	[9]	(20.9%)	[1]	(2.5%)	[0]	(0.0%)
iii. Accessibility by public transport	[11]	(23.9%)	[5]	(11.6%)	[1]	(2.5%)	[0]	(0.0%)
iv. Accessibility by vehicles	[6]	(13.0%)	[7]	(16.3%)	[4]	(10.0%)	[0]	(0.0%)
v. Amount of signage for vehicles	[5]	(10.9%)	[7]	(16.3%)	[4]	(10.0%)	[1]	(4.3%)
vi. Amount of car parking	[2]	(4.3%)	[2]	(4.7%)	[13]	(32.5%)	[0]	(0.0%)
vii. Location of car parking	[4]	(8.7%)	[3]	(7.0%)	[10]	(25.0%)	[0]	(0.0%)
viii. Pricing of car parking	[7]	(15.2%)	[1]	(2.3%)	[3]	(7.5%)	[6]	(85.7%)
Total	[46]	(100.0%)	[43]	(100.0%)	[40]	(100.0%)	[7]	(100.0%)

Other (please state)

Car parking a big problem [1]



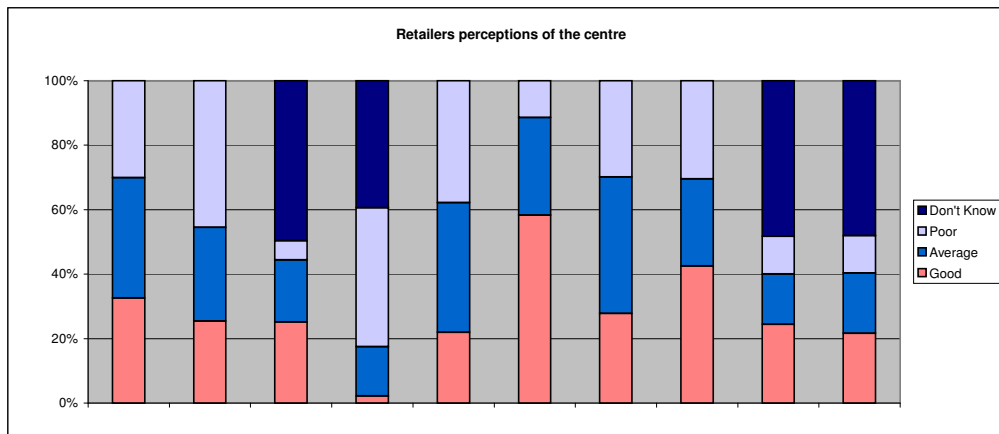
Business Offer

- ix. Number of shops in general
- x. Range of shops in general
- xi. Number of independent traders
- xii. Number of multiple traders
- xiii. Number of supermarkets
- xiv. Number of services in general (e.g. hairdressers, banks)
- xv. Range of services in general
- xvi. Number of restaurants
- xvii. Number of licensed premises
- xviii. Number of fast-food shops

	Good		Average		Poor		Don't Know	
		%		%		%		%
ix. Number of shops in general	[7]	(9.9%)	[7]	(11.3%)	[3]	(9.1%)	[0]	(0.0%)
x. Range of shops in general	[6]	(8.5%)	[6]	(9.7%)	[5]	(15.2%)	[0]	(0.0%)
xi. Number of independent traders	[9]	(12.7%)	[6]	(9.7%)	[1]	(3.0%)	[1]	(25.0%)
xii. Number of multiple traders	[1]	(1.4%)	[6]	(9.7%)	[9]	(27.3%)	[1]	(25.0%)
xiii. Number of supermarkets	[5]	(7.0%)	[8]	(12.9%)	[4]	(12.1%)	[0]	(0.0%)
xiv. Number of services in general (e.g. hairdressers, banks)	[11]	(15.5%)	[5]	(8.1%)	[1]	(3.0%)	[0]	(0.0%)
xv. Range of services in general	[6]	(8.5%)	[8]	(12.9%)	[3]	(9.1%)	[0]	(0.0%)
xvi. Number of restaurants	[9]	(12.7%)	[5]	(8.1%)	[3]	(9.1%)	[0]	(0.0%)
xvii. Number of licensed premises	[9]	(12.7%)	[5]	(8.1%)	[2]	(6.1%)	[1]	(25.0%)
xviii. Number of fast-food shops	[8]	(11.3%)	[6]	(9.7%)	[2]	(6.1%)	[1]	(25.0%)
Total	[71]	(100.0%)	[62]	(100.0%)	[33]	(100.0%)	[4]	(100.0%)

Other (please state)

Too many take aways [1]



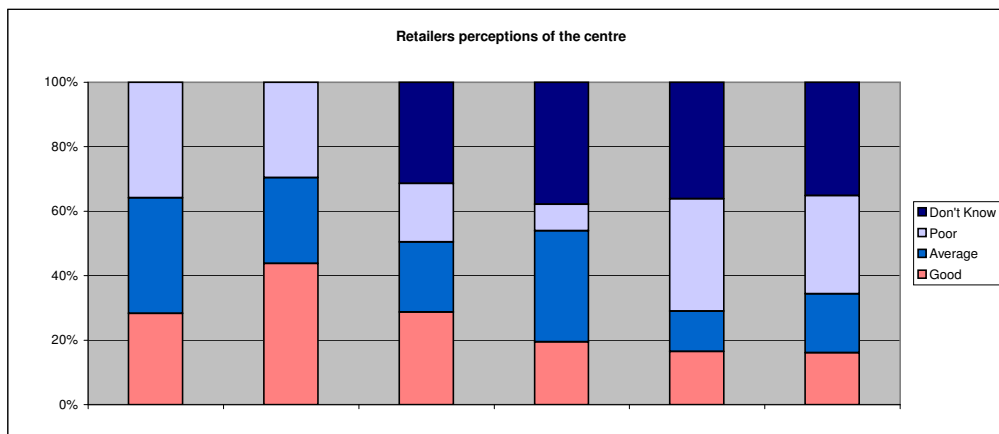
Public Realm

- xix. Attractiveness of the public realm (paving, street furniture)
- xx. Cleanliness of the public realm
- xxi. Safety within the public realm
- xxii. Amount of signage for pedestrians
- xxiii. Number of events (e.g. street markets, parades)
- xxiv. Range of events

	Good	Average	Poor	Don't Know
	%	%	%	%
[3]	(15.8%)	[5] (20.0%)	[9] (20.0%)	[0] (0.0%)
[5]	(26.3%)	[4] (16.0%)	[8] (17.8%)	[0] (0.0%)
[4]	(21.1%)	[4] (16.0%)	[6] (13.3%)	[3] (23.1%)
[3]	(15.8%)	[7] (28.0%)	[3] (6.7%)	[4] (30.8%)
[2]	(10.5%)	[2] (8.0%)	[10] (22.2%)	[3] (23.1%)
[2]	(10.5%)	[3] (12.0%)	[9] (20.0%)	[3] (23.1%)
[19]	(100.0%)	[25] (100.0%)	[45] (100.0%)	[13] (100.0%)

Other (please state)

Too many areas of waste land not cleaned [1]



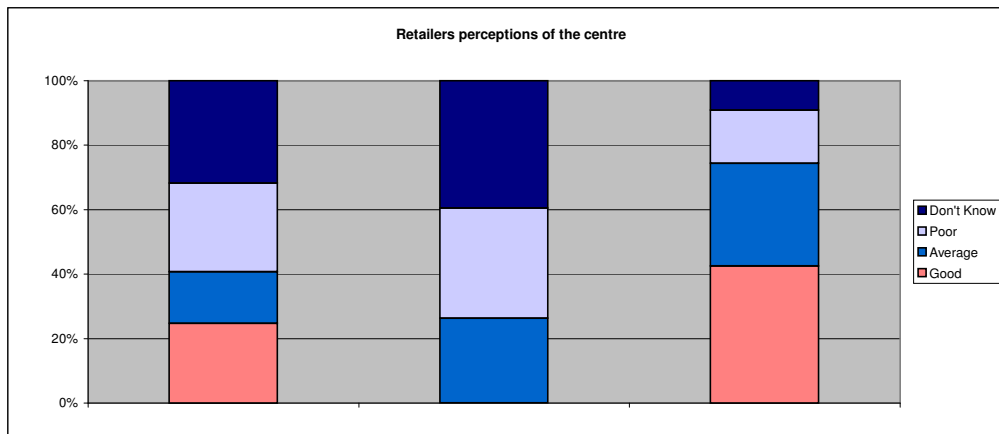
Other

- xxv. Amount of marketing and promotion
- xxvi. Range of marketing and promotion (e.g. press, TV)
- xxvii. Image of Lees Town Centre

	Good	Average	Poor	Don't Know
	%	%	%	%
[1]	(33.3%)	[3] (21.4%)	[10] (37.0%)	[3] (42.9%)
[0]	(0.0%)	[4] (28.6%)	[10] (37.0%)	[3] (42.9%)
[2]	(66.7%)	[7] (50.0%)	[7] (25.9%)	[1] (14.3%)
[3]	(100.0%)	[14] (100.0%)	[27] (100.0%)	[7] (100.0%)

Comments

More policing at night [1], Supermarket affected local shops [1]

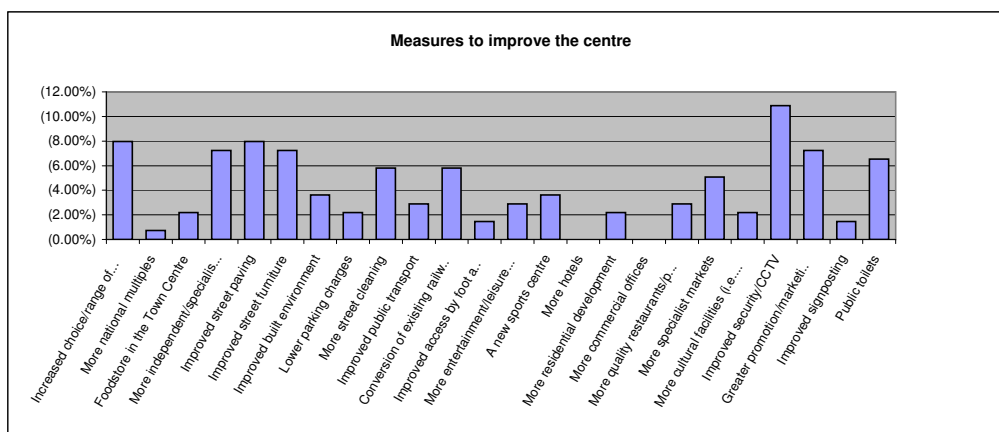


Q4. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[11]	(7.97%)
More national multiples	[1]	(0.72%)
Foodstore in the Town Centre	[3]	(2.17%)
More independent/specialist traders	[10]	(7.25%)
Improved street paving	[11]	(7.97%)
Improved street furniture	[10]	(7.25%)
Improved built environment	[5]	(3.62%)
Lower parking charges	[3]	(2.17%)
More street cleaning	[8]	(5.80%)
Improved public transport	[4]	(2.90%)
Conversion of existing railway to Metro link	[8]	(5.80%)
Improved access by foot and cycle	[2]	(1.45%)
More entertainment/leisure facilities	[4]	(2.90%)
A new sports centre	[5]	(3.62%)
More hotels	[0]	(0.00%)
More residential development	[3]	(2.17%)
More commercial offices	[0]	(0.00%)
More quality restaurants/pavement cafés	[4]	(2.90%)
More specialist markets	[7]	(5.07%)
More cultural facilities (i.e. Museum)	[3]	(2.17%)
Improved security/CCTV	[15]	(10.87%)
Greater promotion/marketing of the centre	[10]	(7.25%)
Improved signposting	[2]	(1.45%)
Public toilets	[9]	(6.52%)
Total	[138]	(100.00%)

Other (please state)

More parking [1], More flowers/Xmas decorations [1], Less pubs [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafés, pubs and restaurants, fast food outlets)?

Good Balance	[9]	(60.0%)
Too many non-retail uses	[5]	(33.3%)
Not enough non-retail uses	[1]	(6.7%)
	[15]	(100.0%)

Please specify:

Too many take aways [1], Too many pubs [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[8]	(13.11%)
Lack of passing trade outside your premises	[5]	(8.20%)
Poor location of your premises	[1]	(1.64%)
Inadequate customer car parking	[11]	(18.03%)
Competition from other traders in Town Centre	[5]	(8.20%)

If so, where?

High Street [1], 3 doors down [1], Snipe Retail Park [1], Other beauty salons in Lee [1]

Competition from other Town Centres nearby	[2]	(3.28%)
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If so, where?

Oldham Centre [1], Springhead [1], Grotton [1], Lydgate [1]

Competition from elsewhere	[2]	(3.28%)
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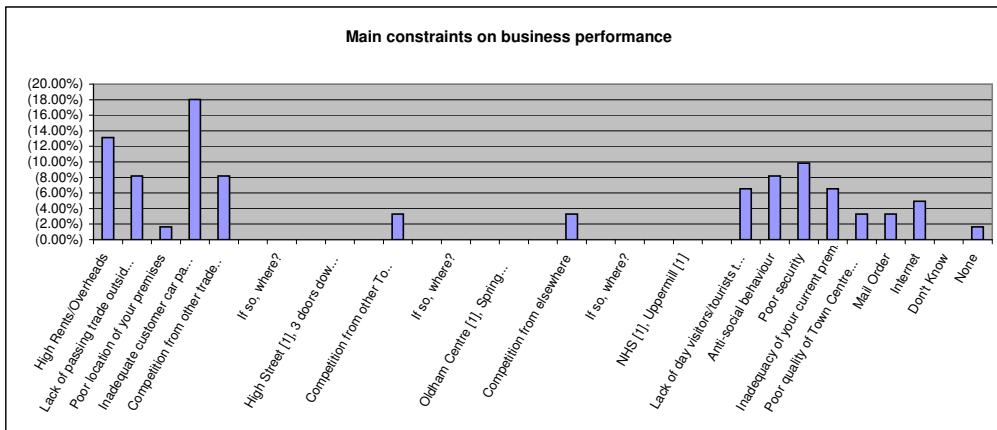
If so, where?

NHS [1], Uppermill [1]

Lack of day visitors/tourists to the town	[4]	(6.56%)
Anti-social behaviour	[5]	(8.20%)
Poor security	[6]	(9.84%)
Inadequacy of your current premises	[4]	(6.56%)
Poor quality of Town Centre shopping environment	[2]	(3.28%)
Mail Order	[2]	(3.28%)
Internet	[3]	(4.92%)
Don't Know	[0]	(0.00%)
None	[1]	(1.64%)
	[61]	(100.00%)

Other (please specify)

No comments



Q7a. Have you any plans to alter your business in any way in the next five years?

No	[13]	(76.47%)
Yes, close	[1]	(5.88%)
Yes, relocate in Town Centre	[0]	(0.00%)
Yes, relocate to another Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[0]	(0.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[3]	(17.65%)
	[17]	(100.00%)

Other (please specify)

No comments

Q7b. If you are relocating, where are you considering moving to?

No comments

Q7c. If relocating, what is the main reason for this decision?

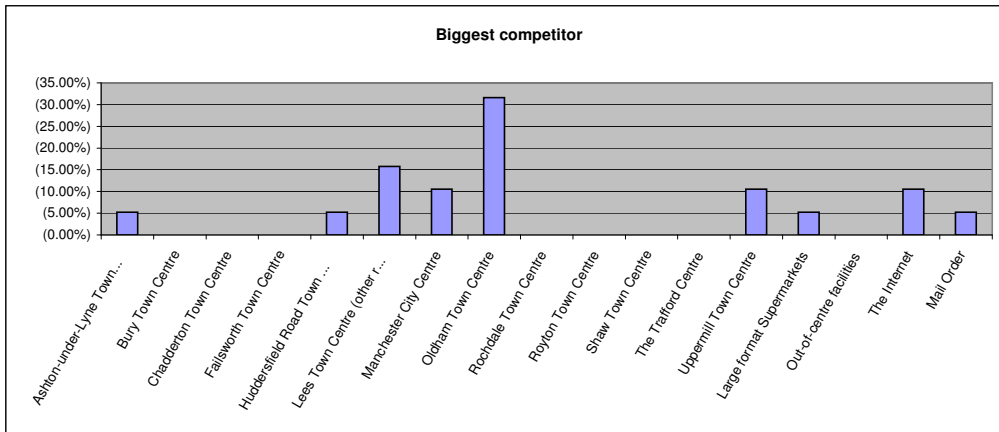
No comments

Q8. Which centre(s) do you consider to be your biggest competitor?

Ashton-under-Lyne Town Centre	[1]	(5.26%)
Bury Town Centre	[0]	(0.00%)
Chadderton Town Centre	[0]	(0.00%)
Failsworth Town Centre	[0]	(0.00%)
Huddersfield Road Town Centre	[1]	(5.26%)
Lees Town Centre (other retailers)	[3]	(15.79%)
Manchester City Centre	[2]	(10.53%)
Oldham Town Centre	[6]	(31.58%)
Rochdale Town Centre	[0]	(0.00%)
Royton Town Centre	[0]	(0.00%)
Shaw Town Centre	[0]	(0.00%)
The Trafford Centre	[0]	(0.00%)
Uppermill Town Centre	[2]	(10.53%)
Large format Supermarkets	[1]	(5.26%)
Out-of-centre facilities	[0]	(0.00%)
The Internet	[2]	(10.53%)
Mail Order	[1]	(5.26%)
	[19]	(94.74%)

Other (please specify)

N/A [2]



Q9. Do you operate any other businesses in any other centres in the Oldham Borough?

Yes	[1]	(5.9%)
No	[16]	(94.1%)
	[17]	(100.0%)

Q10. If yes, where is this?

Saddleworth [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	[1]	(100.0%)
Worse	[0]	(0.0%)
Same	[0]	(0.0%)
	[1]	(100.0%)

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

Too much traffic at rush hour [1], Needs to be pedestrianised [1], Inadequateinsufficient parking [2], Too many hairdressers [2], No decent sandwich shops [1], CCTV never facing shops on the parade [1], Litter is not removed [1], Too many open spaces [1], Private spaces are neglected and become an eyesore [1], Far far too many beauty salons [1], Too many Indian take aways [1], Not enough food choices [1], Glad we now have an association [1], Need a wide range of shops and restaurants [1], Lack of understanding between customers and traffic wardens [1], Traffic wardens don't allow customers to load vehicles with heavy items [1], Oldham Council are oblivious to local business needs [1], Need regular meetings between Council and traders [1], Lees is a pretty Village that is being allowed to deteriorate [1], Money is being misused [2], Oldham as a whole needs some TLC [1]