

STAMFORD TOWN CENTRE

VISITOR SURVEY

DECEMBER 2008

*John Knowles Leisure Services
working in partnership with
South Kesteven District Council*

STAMFORD VISITOR SURVEY

The survey was carried out on Friday 5 December and Saturday 6 December 2008. On both days the weather was cold but bright with temperatures in the region of 4-6C. The market was in town on the Friday.

The main purpose of the survey was to give visitors the opportunity to express their views on various aspects of the town and to identify common areas for improvement. The questionnaire was based on the standard Welland format with the addition of two questions asking for post code and projected spend in town for the day.

Interviewers were based in the High Street and their brief was to interview a random sample of people passing by. They found the majority of those they stopped to be very co-operative and willing to answer all questions, including those on post code and projected spend. A total of 110 interviews were completed on each of the two days.

A full analysis of the results is contained in the attached report. Generally respondents were complimentary in their remarks about the town, but there were several areas for concern which the report highlights and can help to form a basis for future planning and development.

RESULTS

| | Friday | Saturday |
|--|---------------|-----------------|
| 1. Personal information: | | |
| Male | 55% | 47% |
| Female | 45% | 53% |
| Full time education | 5% | 6% |
| Working age | 56% | 58% |
| Retirement age | 39% | 36% |
| 2. What is the main purpose of your visit today? | | |
| Work | 6% | 3% |
| Food shopping | 36% | 17% |
| Other shopping | 44% | 51% |
| Access services | 3% | 3% |
| Leisure including eating out | 9% | 15% |
| Other | 2% | 11% |
| 3. How often do you come into town? | | |
| Daily | 24% | 18% |
| More than once a week | 35% | 25% |
| Weekly | 17% | 21% |
| Once a month or less | 20% | 33% |
| First visit | 4% | 3% |
| 4. How did you come into town? | | |
| On foot | 35% | 35% |
| By car | 53% | 58% |
| By public transport | 12% | 7% |
| 5. How do rate the physical appearance of the town centre? | | |
| Excellent | 33% | 27% |
| Acceptable | 50% | 45% |
| Some aspects unsatisfactory | 13% | 22% |
| Poor | 4% | 6% |
| 6. How do rate the cleanliness of the town centre? | | |
| Excellent | 13% | 8% |
| Acceptable | 60% | 66% |
| Some aspects unsatisfactory | 20% | 21% |
| Poor | 7% | 5% |

| | Friday | Saturday |
|--|---------------|-----------------|
| 7. How do rate the range /variety of shops in the town centre? | | |
| Excellent | 20% | 24% |
| Acceptable | 52% | 51% |
| Some aspects unsatisfactory | 17% | 18% |
| Poor | 11% | 7% |
| 8. How do rate the range/variety of leisure/cultural activities? | | |
| Excellent | 27% | 23% |
| Acceptable | 52% | 45% |
| Some aspects unsatisfactory | 10% | 15% |
| Poor | 11% | 17% |
| 9. What are the best aspects of the town? | | |
| Physical appearance/atmosphere | 49% | 60% |
| Choice of shops/restaurants/nightlife | 36% | 35% |
| Ease of walking around the centre | 57% | 66% |
| Accessibility by car and other transport | 8% | 15% |
| Convenient | 27% | 48% |
| Feeling safe | 46% | 52% |
| Other | 6% | 6% |
| (figures represent % of all respondents) | | |
| 10. How long do you intend to stay on this visit? | | |
| Less than 1 hour | 9% | 15% |
| One to 2 hours | 45% | 44% |
| 2 to 4 hours | 35% | 28% |
| All day | 11% | 13% |
| 11. How much will you spend today? | | |
| Less than £10 | 13% | 17% |
| £10-£49 | 52% | 52% |
| £50-£100 | 27% | 19% |
| Over £100 | 8% | 12% |

12. Top ten post codes

| | |
|------|-----|
| PE9 | 122 |
| PE8 | 14 |
| LE15 | 9 |
| PE6 | 7 |
| PE10 | 7 |
| PE4 | 5 |
| LE7 | 3 |
| PE1 | 2 |
| PE3 | 2 |
| PE21 | 2 |
| PE28 | 2 |
| NG34 | 2 |
| NN14 | 2 |

13. Suggested improvements

| | |
|---|----|
| Better variety/more specialised shops | 35 |
| More parking | 28 |
| Improve cleanliness | 26 |
| Dislike/improve Red Lion Square | 14 |
| More facilities/activities for young people | 10 |
| Restrict vehicle access on High Street | 10 |
| Better access/parking for disabled | 9 |
| Less charity shops | 9 |
| More seats | 8 |
| Uneven surfacing for pedestrians | 7 |
| Improve traffic flow | 6 |
| More public toilets | 6 |
| Better floral displays | 5 |
| Lower rates for shops | 4 |
| More police presence | 4 |
| More litter bins | 3 |
| Fill empty shops | 3 |
| Reduce anti social behaviour | 2 |