

Appendix 2 – Survey and Questionnaire Results

1) Footfall Survey Results

The following tables provide a summary of results of the footfall surveys which were carried out between November 9th and November 28th 2015. Each period of the day is defined as follows:

Morning : 10:00 – 11:25
Lunchtime : 12:00 – 12:25
Afternoon : 13:00 – 14:25

Burton Latimer

Total Counts by day			
Day / Date / Time	AM	Lunchtime	PM
Saturday (28.11.15)	117	41	70
Tuesday (10.11.15)	87	63	101
No Market Day			

Weekends saw the highest footfall, with week day footfall being highest in the afternoon. There is no weekly market at Burton Latimer, so comparison can not be made. It is noted that weather was drizzling from 13:00 on Saturday 28th November, which could influence the low level of pedestrian footfall.

Rothwell

Total Counts by day:			
Day / Date / Time	AM	Lunchtime	PM
Saturday (21.11.15)	245	106	155
Monday (market day) (09.11.15)	187	97	111
Wednesday (11.11.15)	151	62	153

Morning periods generally see the highest trade with exception of Wednesday [Although it is noted that this was Armistice Day, and afternoon trade may have seen a spike following the ceremony]. Saturday is busiest, with Market day typically busier than a non-market day. This suggests that the market provides a degree of trade value to the town, despite it being relatively minor in scale and operation. It is noted that weather was overcast on Monday 9th November and was spitting rain in the last survey period. Given this was market day, it may have some influence on pedestrian footfall).

Desborough

Total Counts by day:			
Day / Date/ Time	AM	Lunchtime	PM
Saturday (14.11.15)	208	92	109
Thursday (market day) (12.11.15)	198	99	173
Friday (13.11.15)	175	110	186

Morning periods generally see the highest trade with the exception of Fridays which saw slightly higher footfall in the afternoon and higher lunchtime trade than any other survey day. Weekend days saw the highest levels of footfall, with market day footfall having the second highest in the mornings, although overall, trade is relatively consistent across the week. It is noted that weather was cold and rainy on Saturday from 12:00 noon which may explain a reduction in trade.

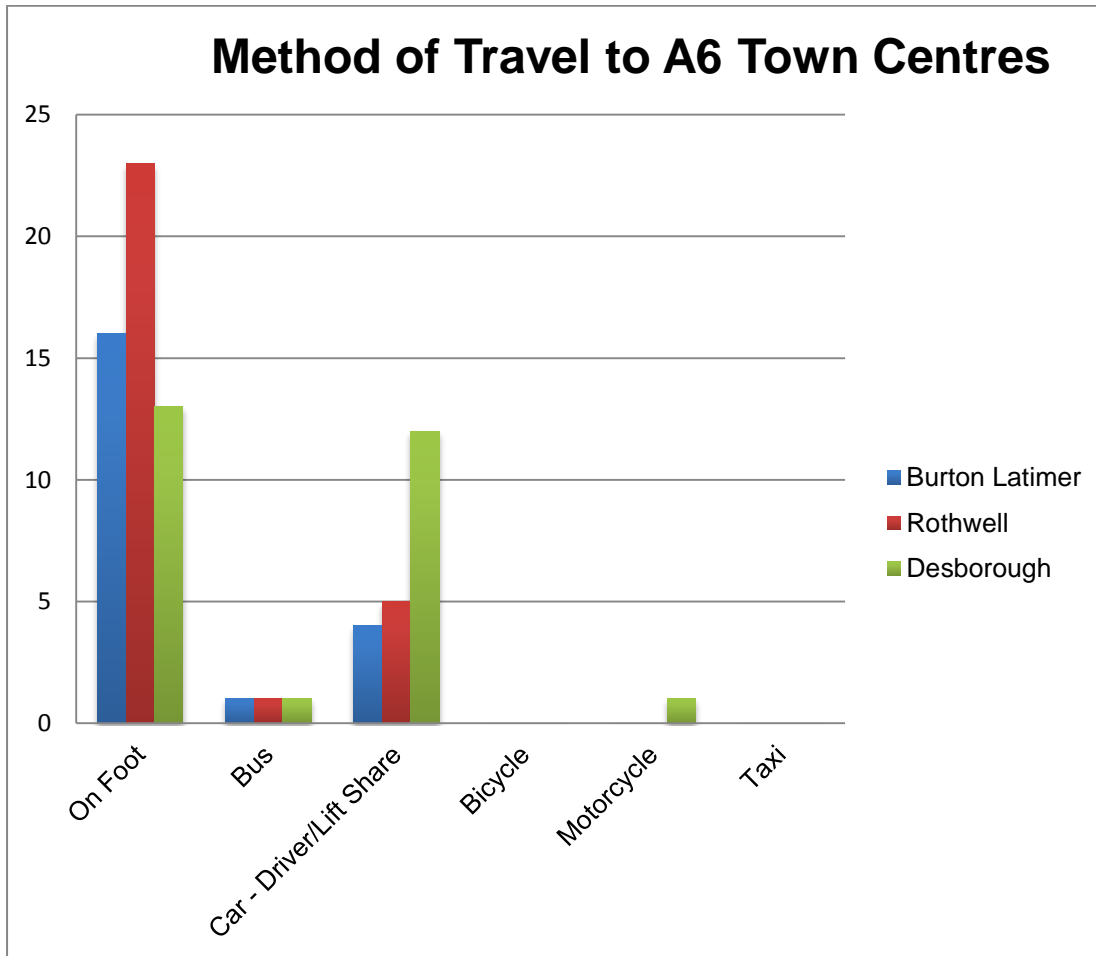
Comparison of the three A6 market towns

Comparing the 3 towns against one another, Burton Latimer consistently scores lower on footfall surveys, except other than a weekday lunch time where one additional person was surveyed in footfall surveys. Evening surveys were not carried out, and so the evening economies of each town cannot be compared. Given the above national average presence of restaurants in Burton Latimer and Rothwell, future survey work could be used to verify findings from Shoppers and residents views and behaviours surveys results. Given the above national average presence of restaurants in Burton Latimer and Rothwell, future survey work could be used to verify findings from Shoppers and residents views and behaviours surveys results.

2) Shoppers and residents views and behaviours surveys results

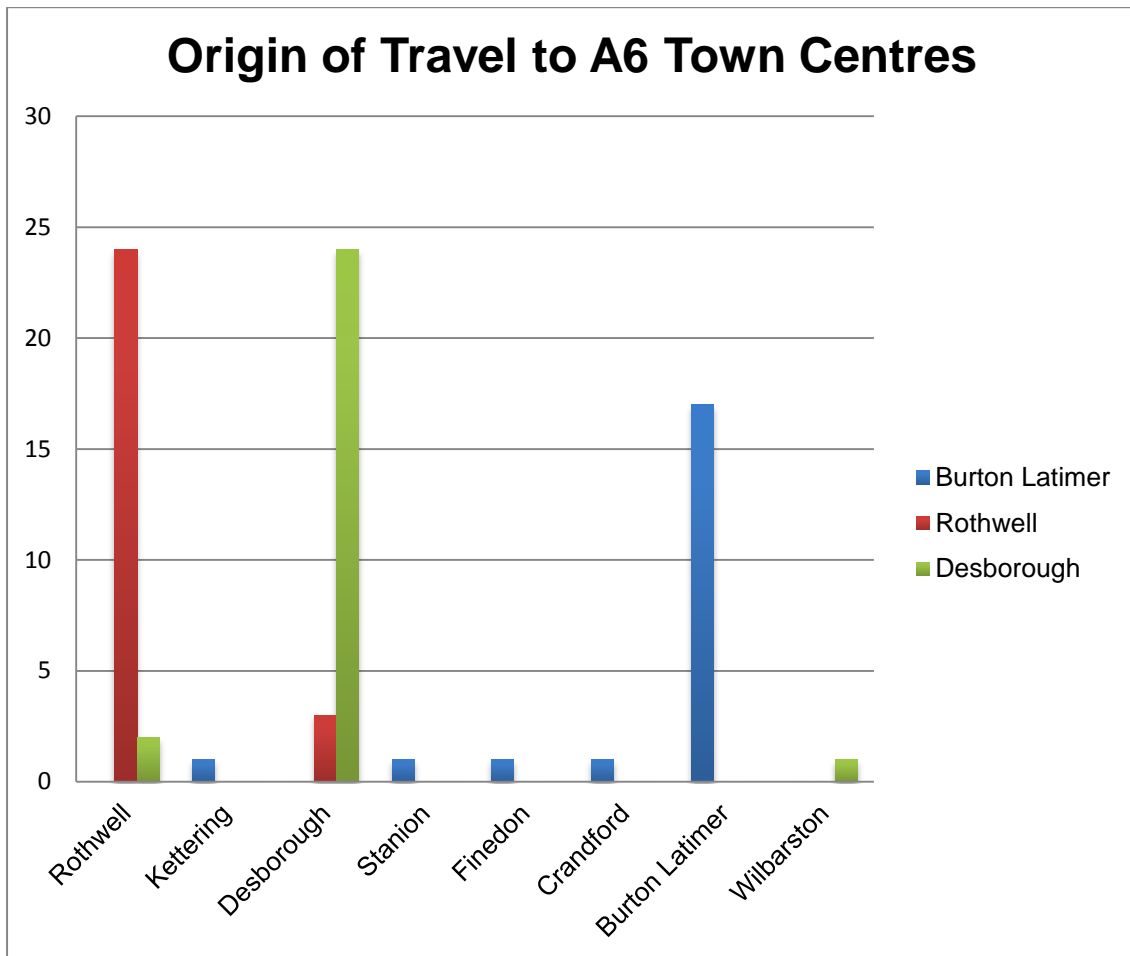
The graphs below provide a summary of the shoppers and residents views and behaviours surveys, which were carried out in Burton Latimer, Rothwell and Desborough between November 9th and November 28th 2015 when footfalls surveys were simultaneously undertaken.

Graph 1.



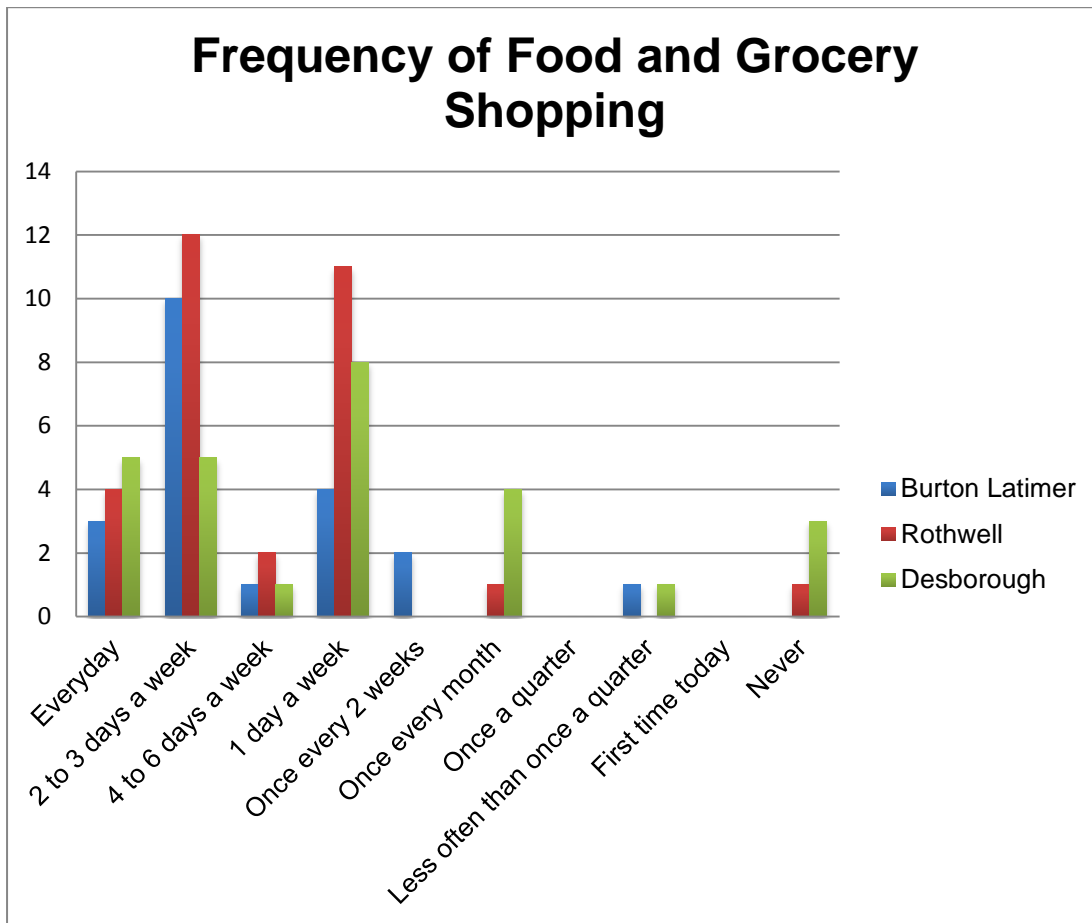
In all towns surveyed, travel on foot was the most popular response given, although representation in Desborough was more evenly split with travel by private car, despite the majority of people surveyed travelling from Desborough itself. Lack of secure parking was raised by 30% of respondents in Desborough as set out in graph 12.

Graph 2.



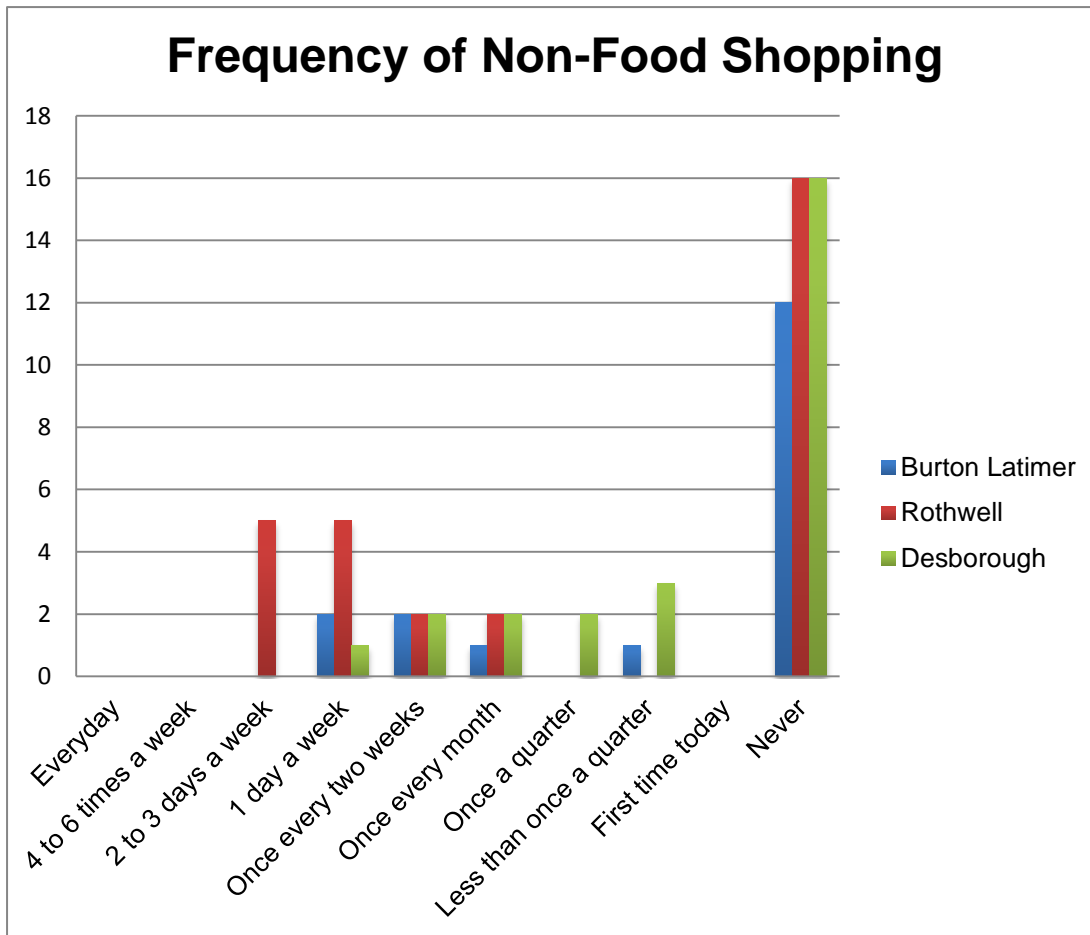
The majority of people surveyed travelled from within the town being assessed, which correlates highly with travel by foot, which indicates relatively good accessibility.

Graph 3.



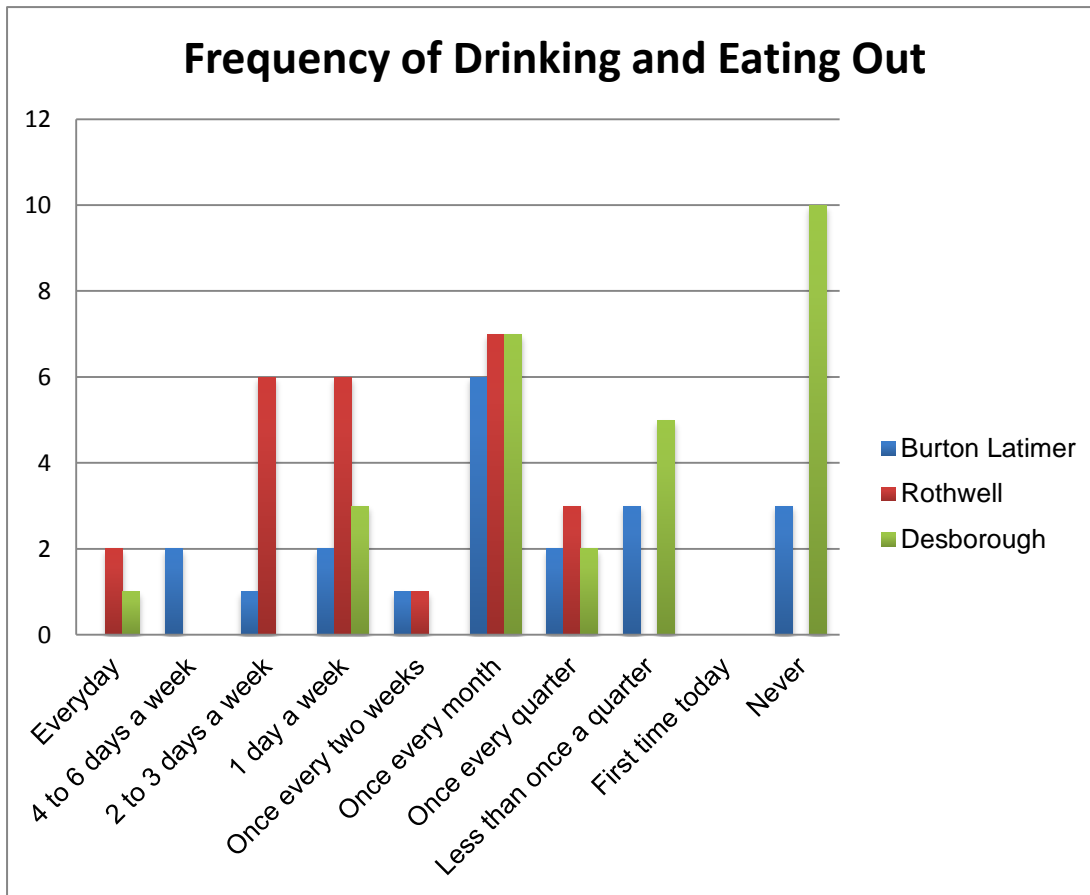
Frequency of food shopping was relatively split. Rothwell, which is well provided for in terms of butchers and mini-supermarkets is mostly visited 2-3 days a week and once a week. Burton Latimer is most commonly visited 2-3 days a week, which Desborough is more often visited 1 day a week.

Graph 4.



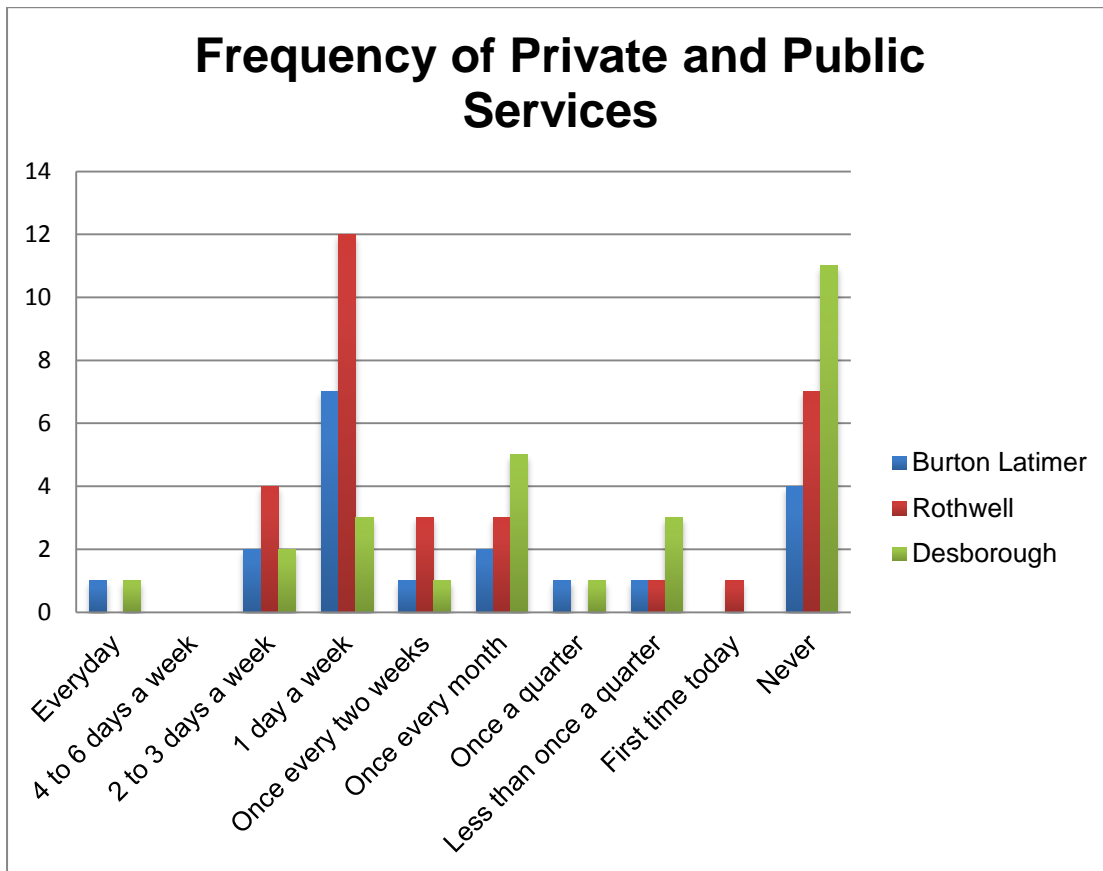
The majority of non-food shopping is never carried out within the surveyed towns. In Desborough and Burton Latimer, the lack of independent / specialist shops was frequently raised as disliked, and was frequently raised as a way in which the towns can best be improved. Despite the above findings, in Rothwell, most people were satisfied with the quality and range of non-food shops; there is a more even split in the other towns between satisfied and dissatisfied.

Graph 5.



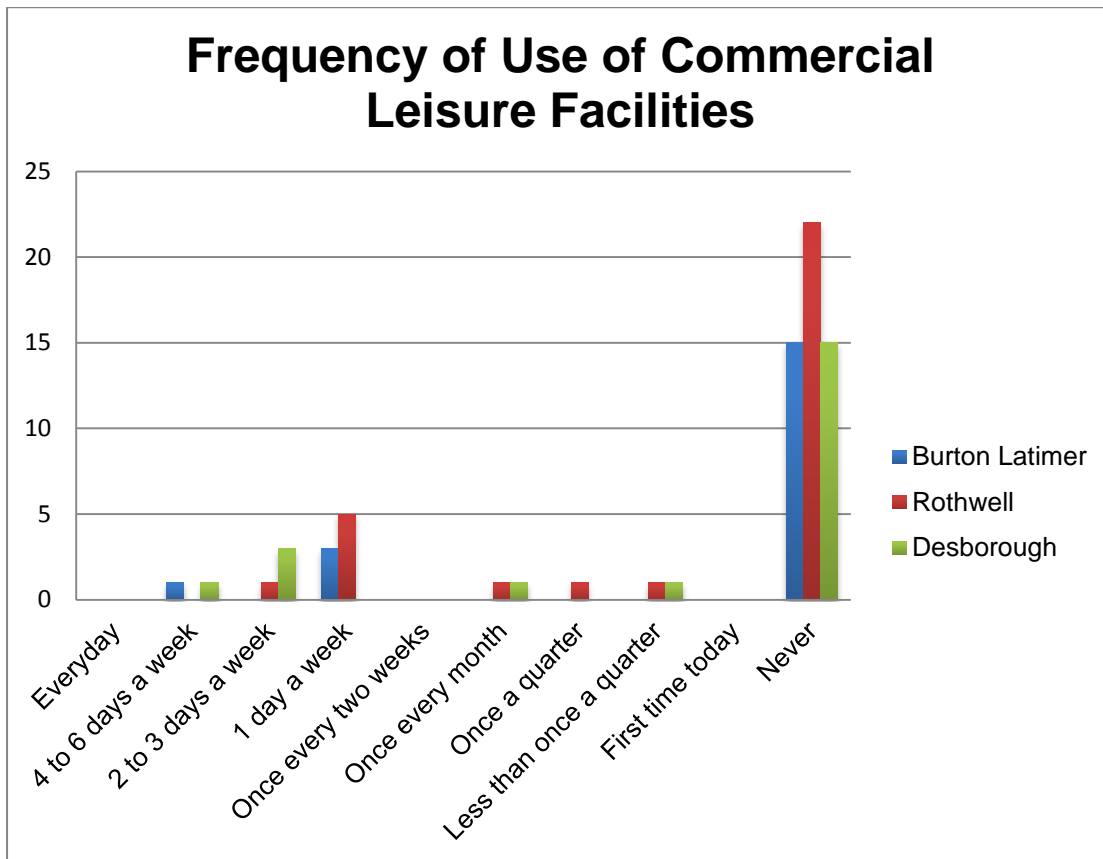
Eating and drinking out in Rothwell is fairly well spread between 2-3 times a week, to weekly and monthly. Most people do not eat/drink out in Desborough, which may be due to its limited offer, although the Tapas Bar and Grill and 76 Rue De Gare is new offerings which may improve on this. Eating and drinking out in Burton Latimer is most frequent on a monthly basis. It is noted that Burton Latimer benefits from a good range of restaurants, although drinking establishments are more limited in number.

Graph 6.



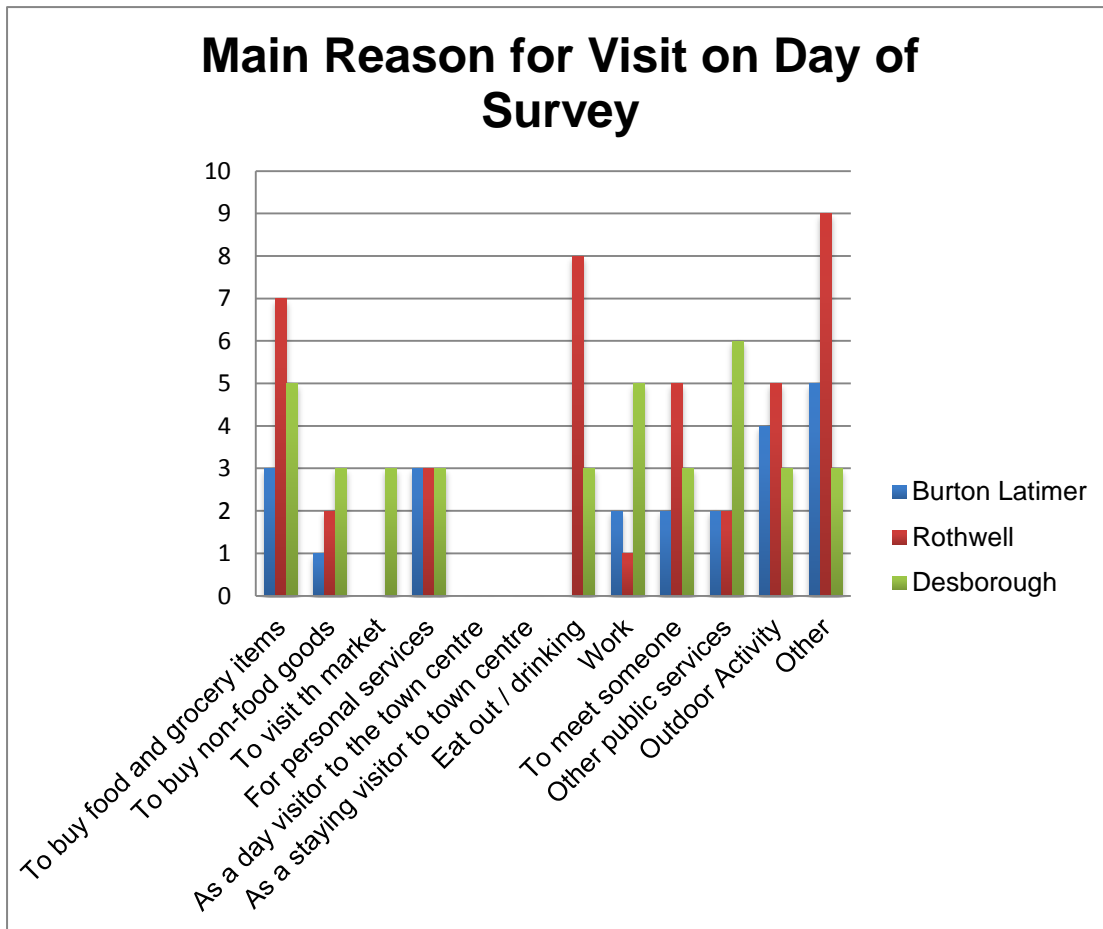
Private services are most frequently used on a weekly basis in Rothwell and Burton Latimer. Most respondents surveyed in Desborough never use private or public services, despite the presence of a sure-start centre, library and building society. The closure of Barclays bank in Desborough will however, contribute to a decline in reported activity.

Graph 7.



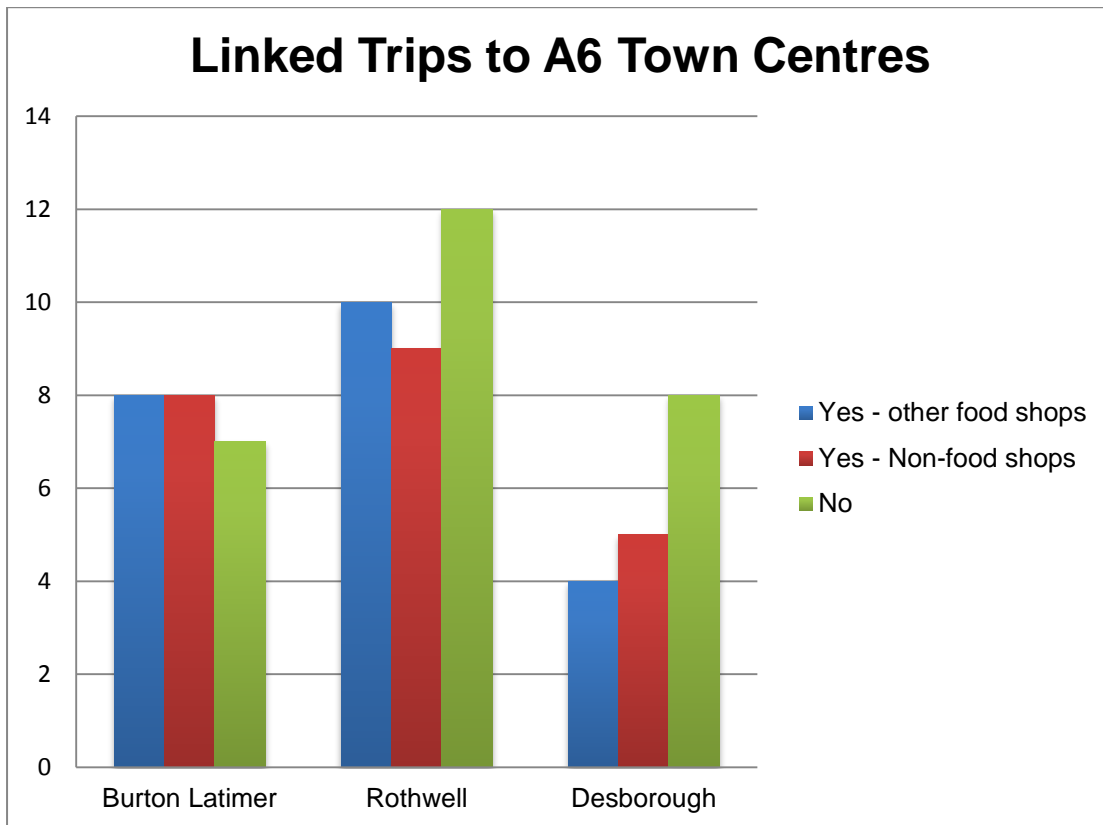
Most respondents never use commercial leisure facilities within the town centres, despite the presence of a small gym in Rothwell and Burton Latimer.

Graph 8.



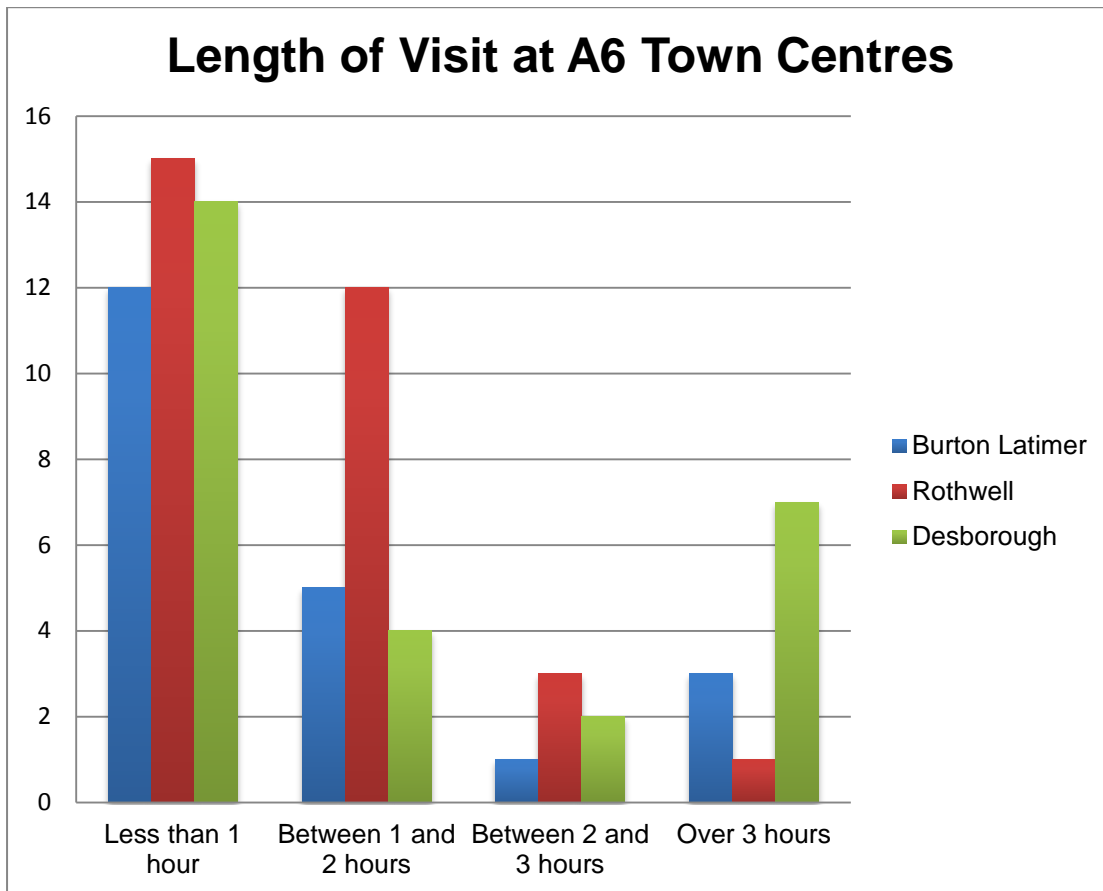
In all towns, no-one reported being a day visitor/staying visitor. In Rothwell, respondents mainly reported their visit was to buy food/grocery items, to eat/drink out or other. Burton Latimer respondents mainly visited the town centre for other (unspecified reasons). Desborough respondents were mainly visiting the town to buy groceries, work, or to use a public service.

Graph 9.



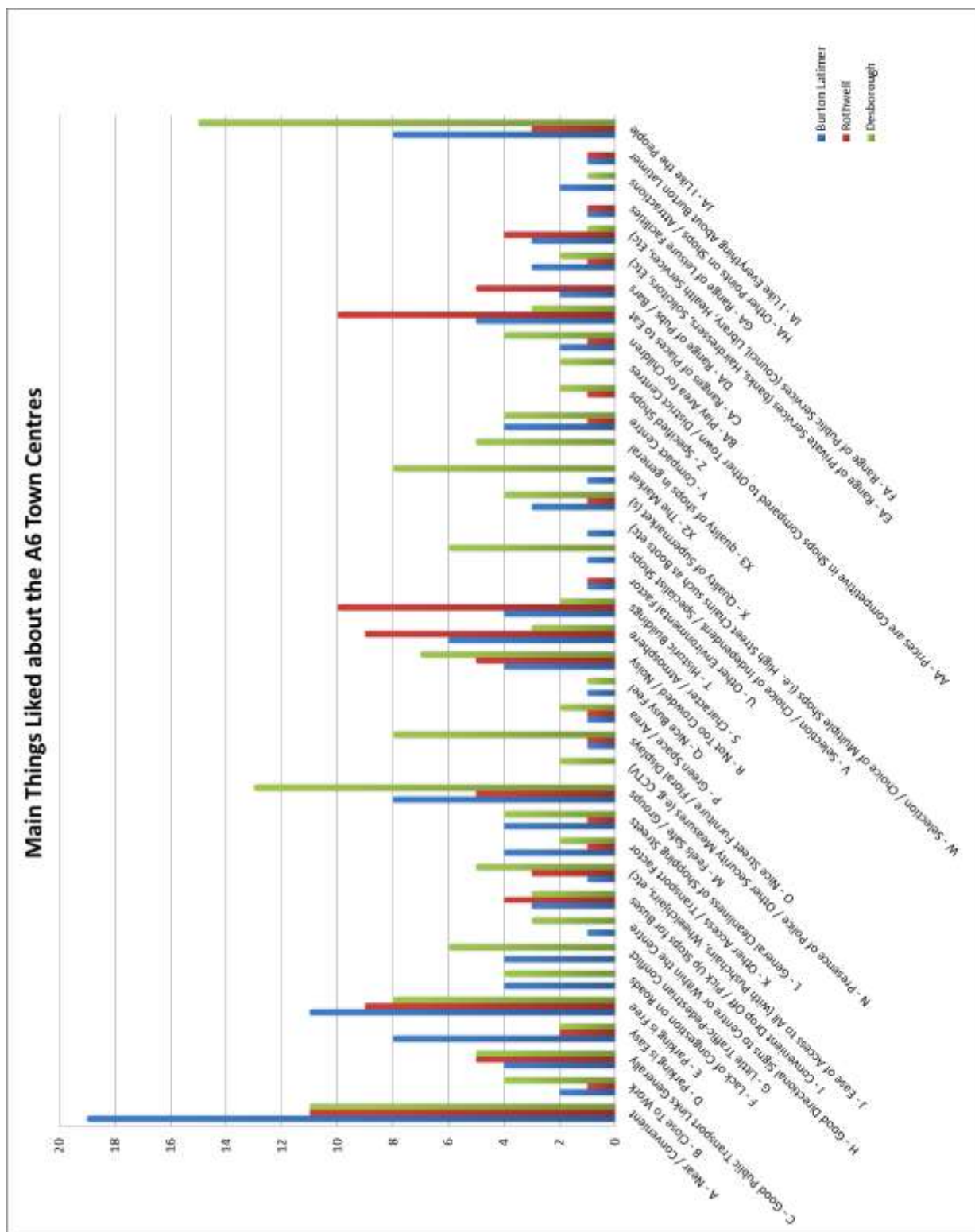
Most respondents in Rothwell and Desborough were not undertaking additional trips linked to their visit to the town, whilst in Burton Latimer, the minority of respondents undertook linked trips. In all instances, the findings were marginal.

Graph 10.



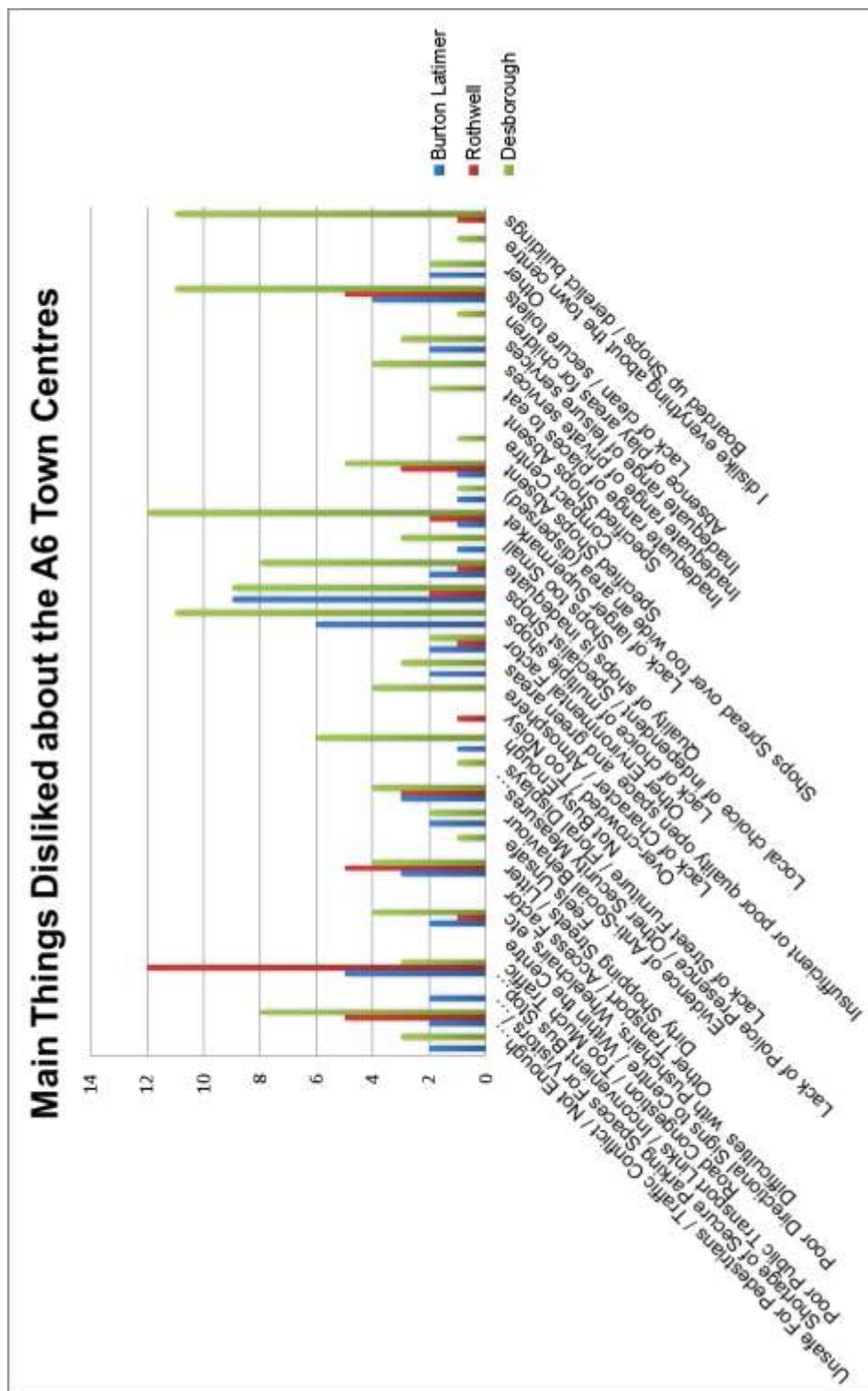
In all three towns most visits last less than 1 hour, although Rothwell also saw a large number of visits lasting between 1-2 hours.

Graph 11.



In Burton Latimer, the top 3 most liked town centre attributes were that it is near/convenient, free parking, and easy parking/likeable people (joint 3rd). In Rothwell, they were near/convenient, historic buildings/range of eating places (joint 2nd), and character/ atmosphere and free parking (joint 3rd). In Desborough, they were likeable people, safe feeling/groups, and near/convenient.

Graph 12.



In Burton Latimer, the top 3 most disliked town centre attributes were the lack of choice of specialist shops, lack of choice of multiple shops, and too much traffic/congestion. In Rothwell, they were too much congestion/traffic, lack of clean/secure toilets and dirty shopping streets/litter and shortage of secure parking (all joint 2nd), and lack of police/ security and specified shops absent (joint 3rd). In Desborough, they were lack of larger supermarket, lack of choice of multiple shops

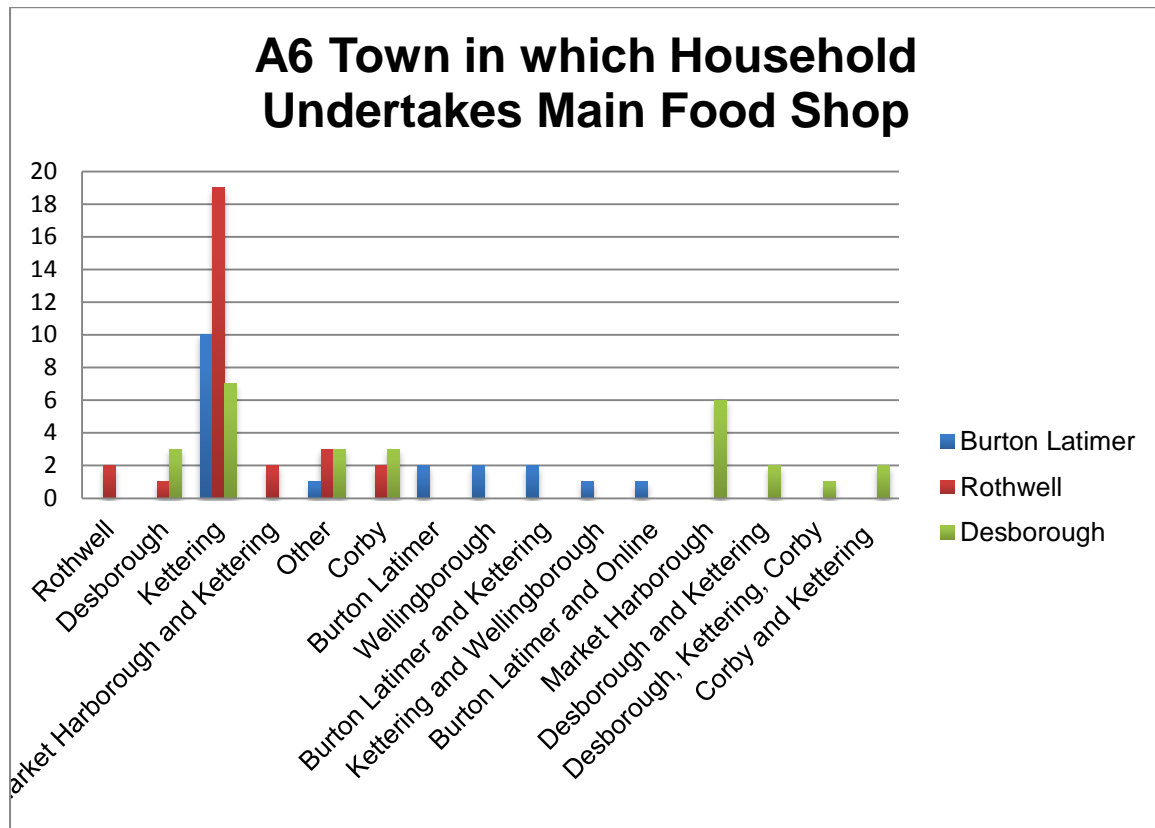
and lack of clean/secure toilets and derelict buildings (joint 2nd), and lack of choice of independent/specialist shops.

Graph 13.



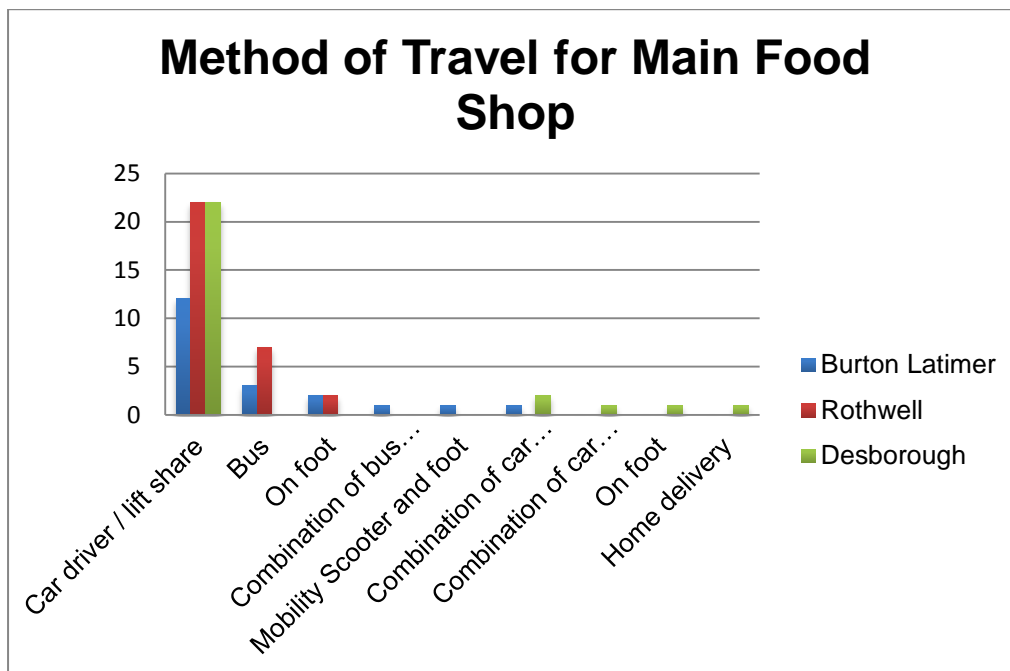
Most respondents reported to generally be satisfied with the quality and range of food shops in all towns.

Graph 14.



The majority of respondents from all towns undertake their main food shop at Kettering. Due to the proximity of Corby and Market Harborough a number of respondents from Desborough also report to shop there. The main method to travel for the main food shop is by private car, with a low number of respondents stating that they also use the bus.

Graph 15.

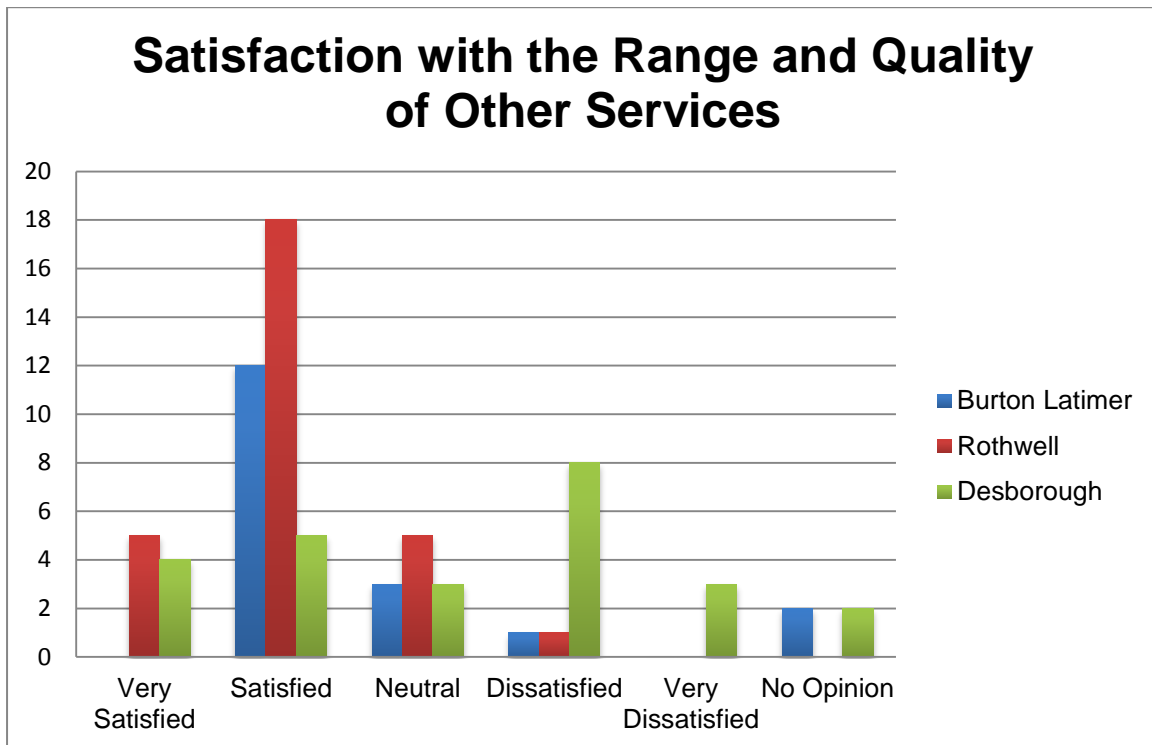


Graph 16.



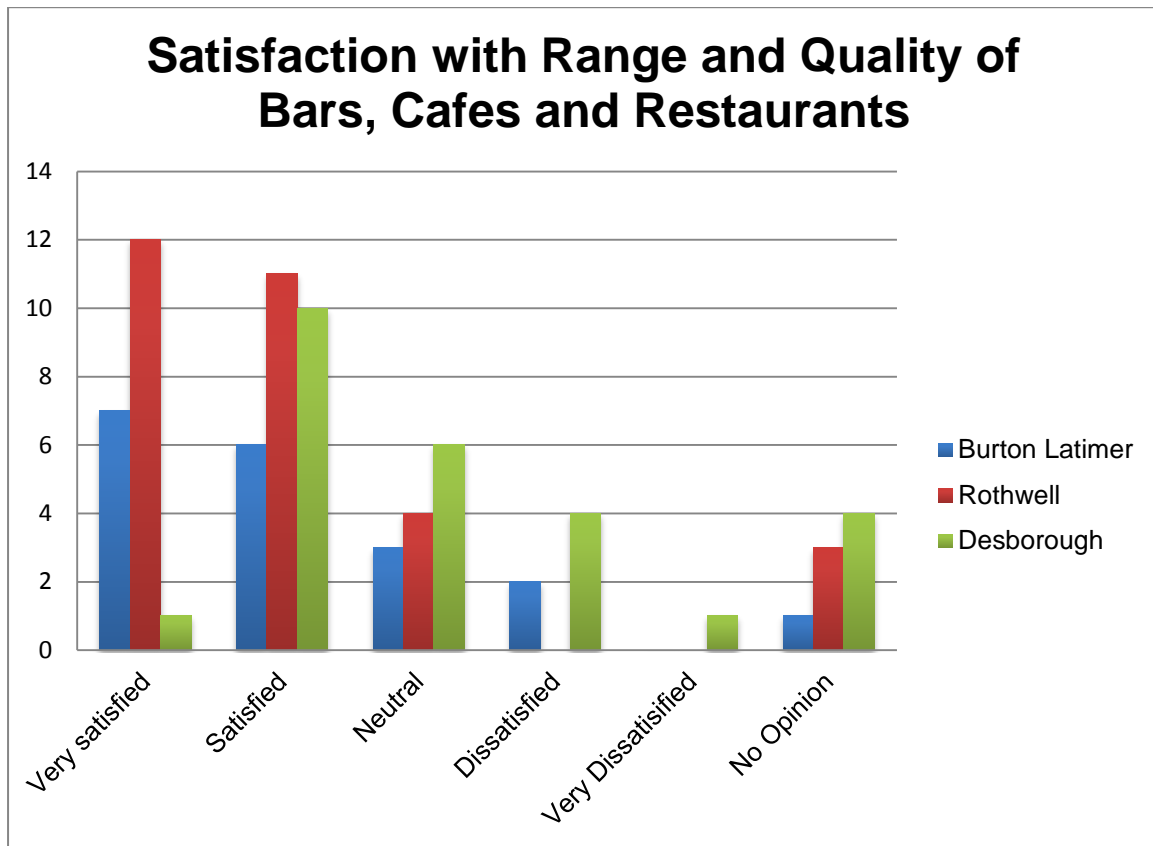
Most respondents in Rothwell are satisfied by the quality and range of non-food shops in Rothwell, with the majority of respondents in Desborough also satisfied or neutral. It should be noted that both towns still retain an independent butchers and other retail outlets, which adds to the diversity of choice. In Burton Latimer, most respondents are dissatisfied with the quality and range of non-food shops.

Graph 17.



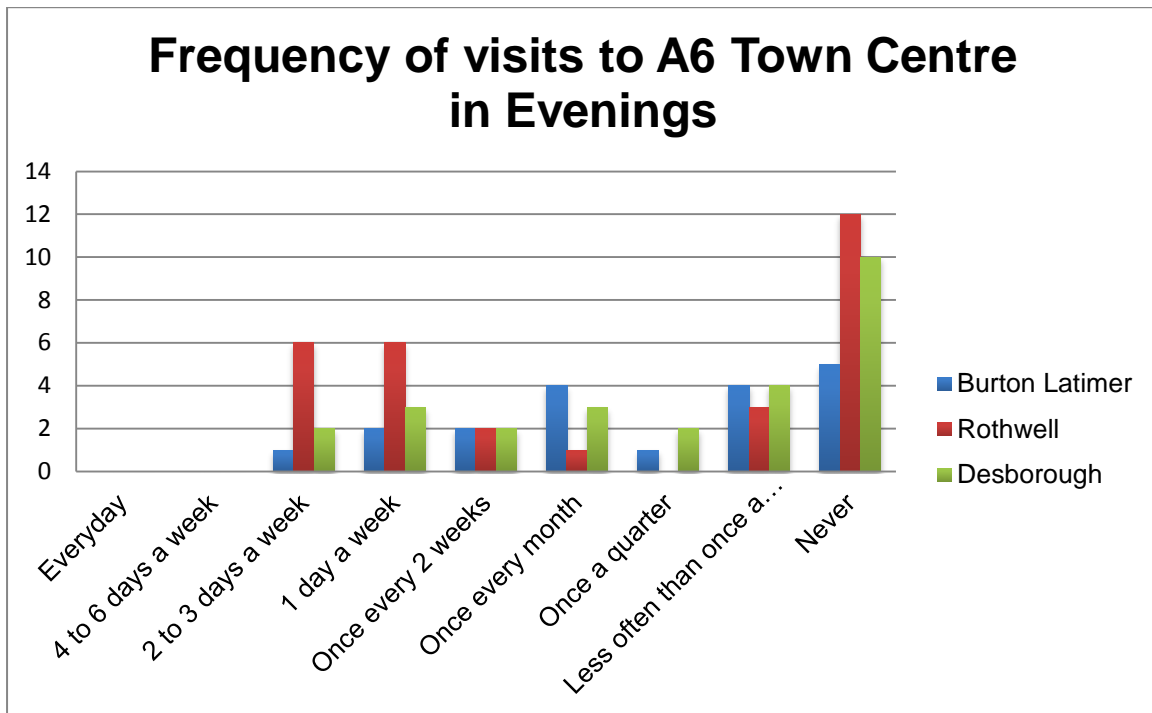
Most respondents in Burton Latimer and Rothwell are satisfied with the range and quality of other services in the town centre; most respondents in Desborough reported they were dissatisfied.

Graph 18.



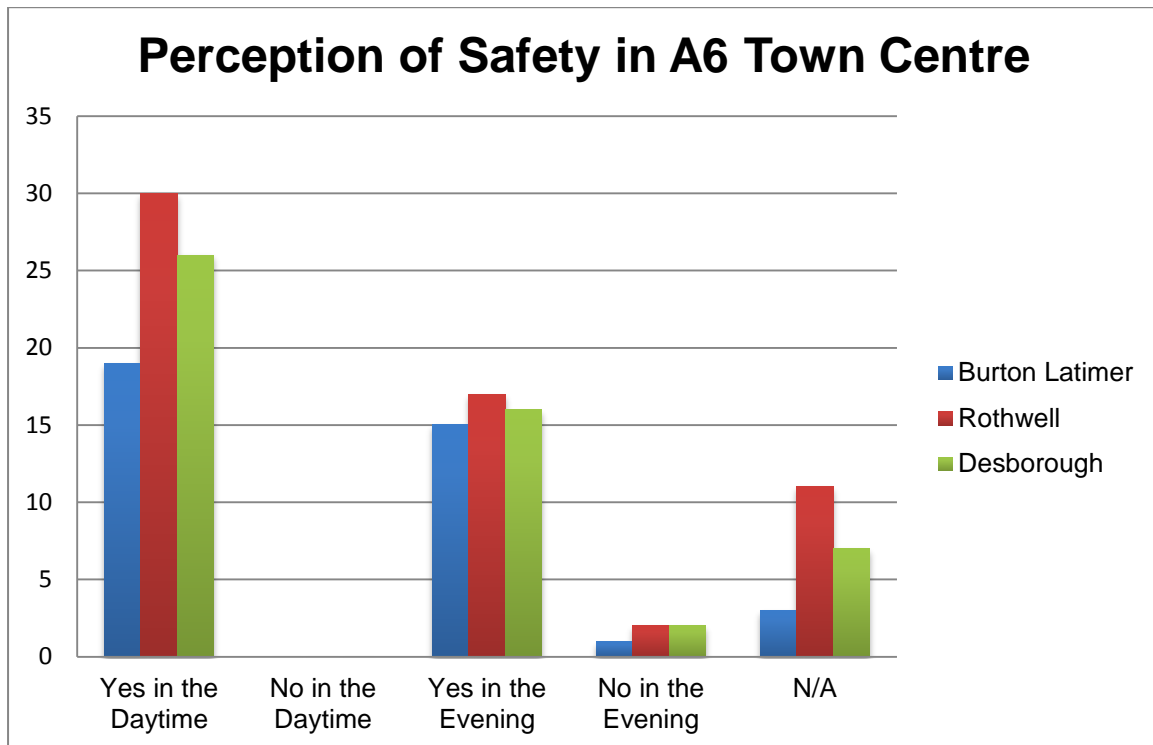
The majority of respondents in Rothwell and Burton Latimer, reported to be either very satisfied or satisfied with the range and quality of bars, cafés and restaurants in the town Centre. In Desborough, more people were either satisfied or neutral in their view.

Graph 19.



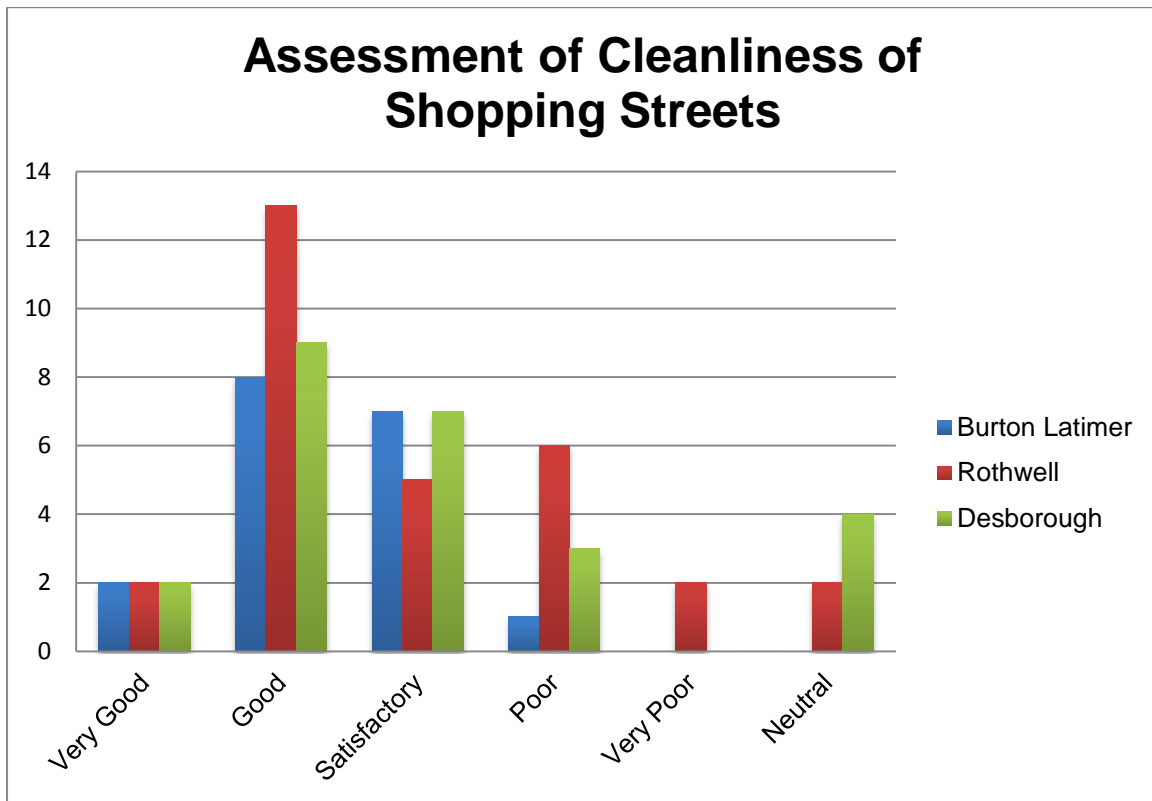
The majority of respondents never visit the town in the evenings, although out of all three towns, Rothwell had the highest number of respondents stating they would visit 2-3 days a week or once a week.

Graph 20.



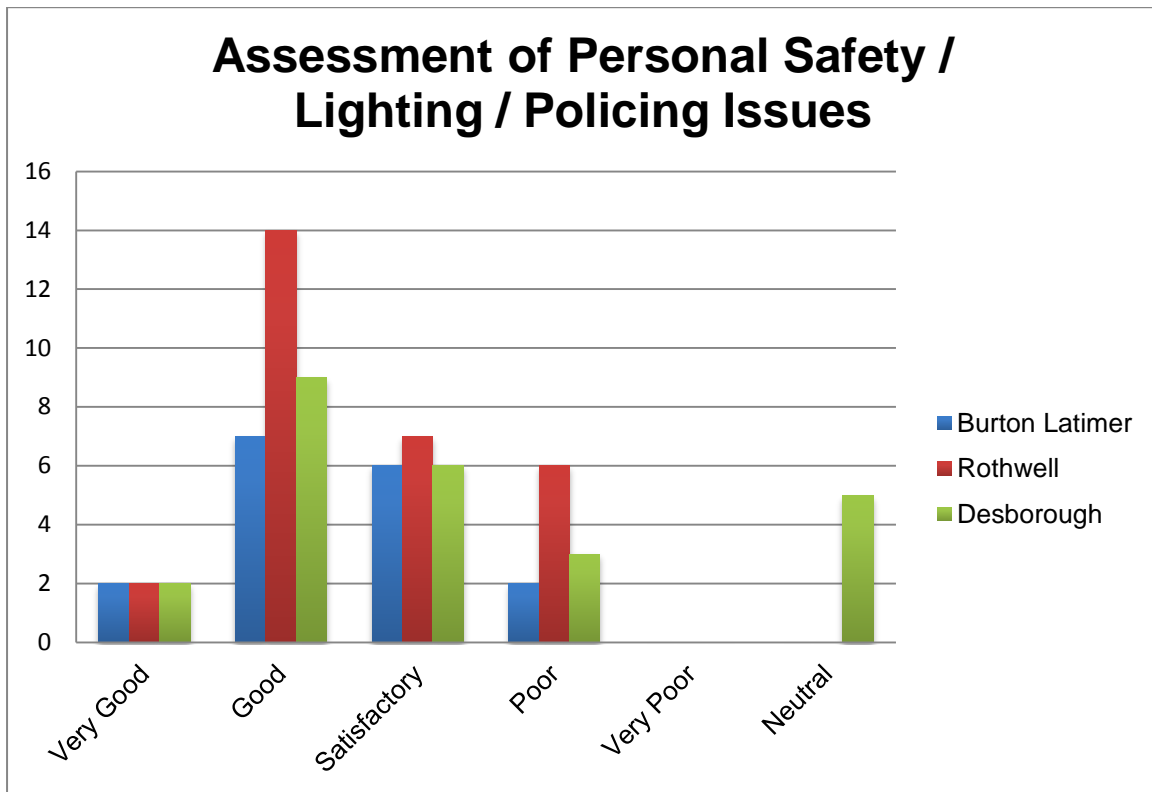
All respondents felt safe in all town centre areas during the daytime. In the evening the majority of respondents felt safe, although a small number in all towns felt unsafe. A similarly low number of respondents also reported they disliked lack of CCTV/Police presence within the towns and would like the towns improved in this way. As a result, these concerns may be limited to a small number of respondents.

Graph 21.



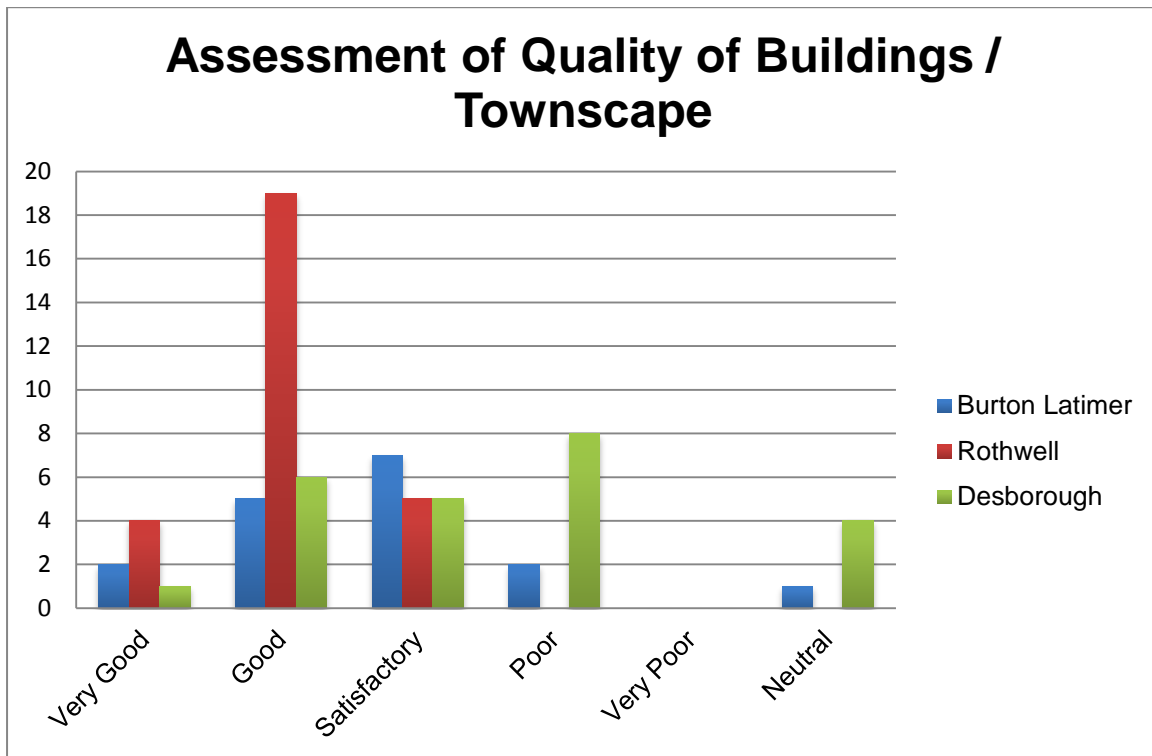
The majority of the respondents felt cleanliness in the towns was good. Only Rothwell had the second highest level of respondents stating cleanliness was poor.

Graph 22.



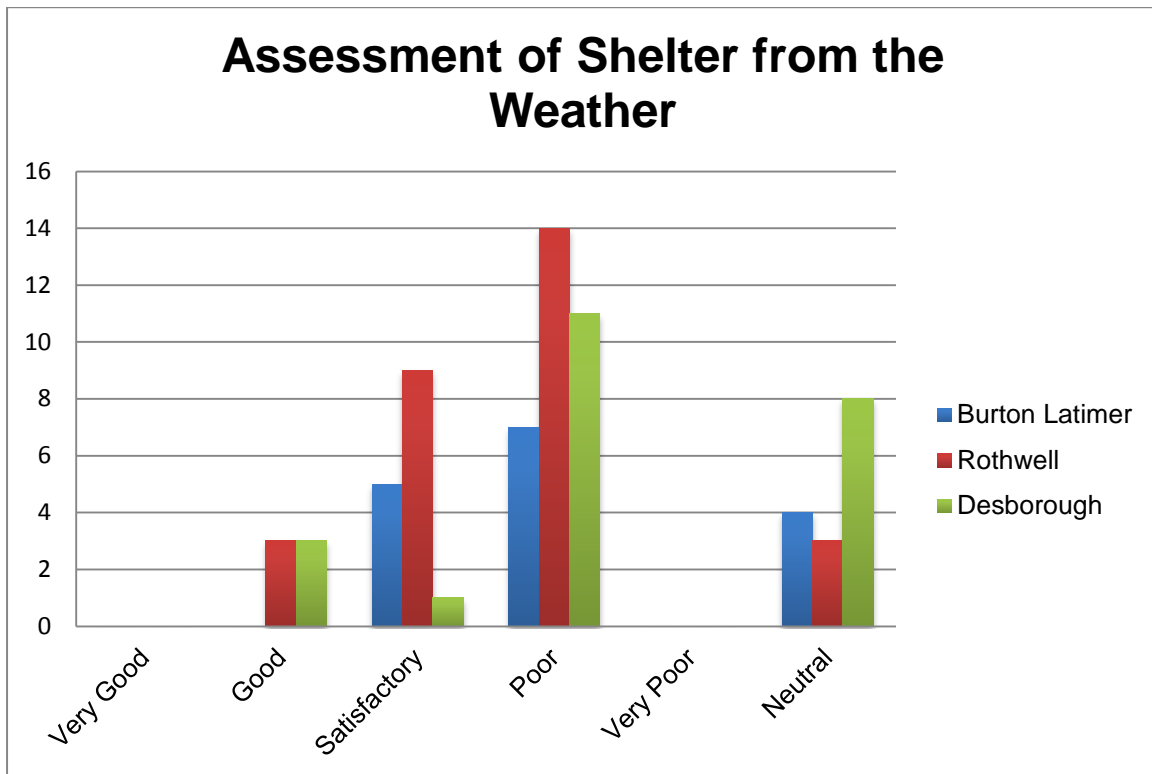
The majority of respondents in the three towns stated personal safety, lighting and policing was good. No respondents felt these issues scored very poorly.

Graph 23.



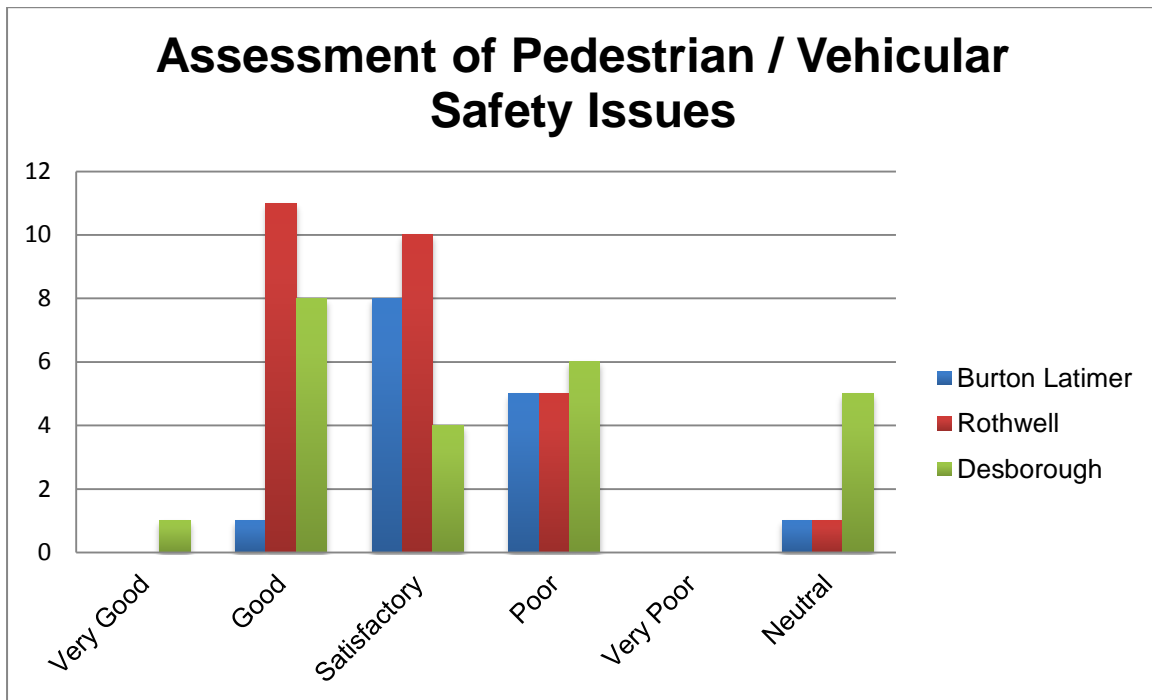
The majority of respondents in Rothwell commented that the quality of buildings/townscape was good, whereas the majority of respondents in Desborough felt they were poor. Burton Latimer respondents were satisfied with the quality of buildings / townscape.

Graph 24.



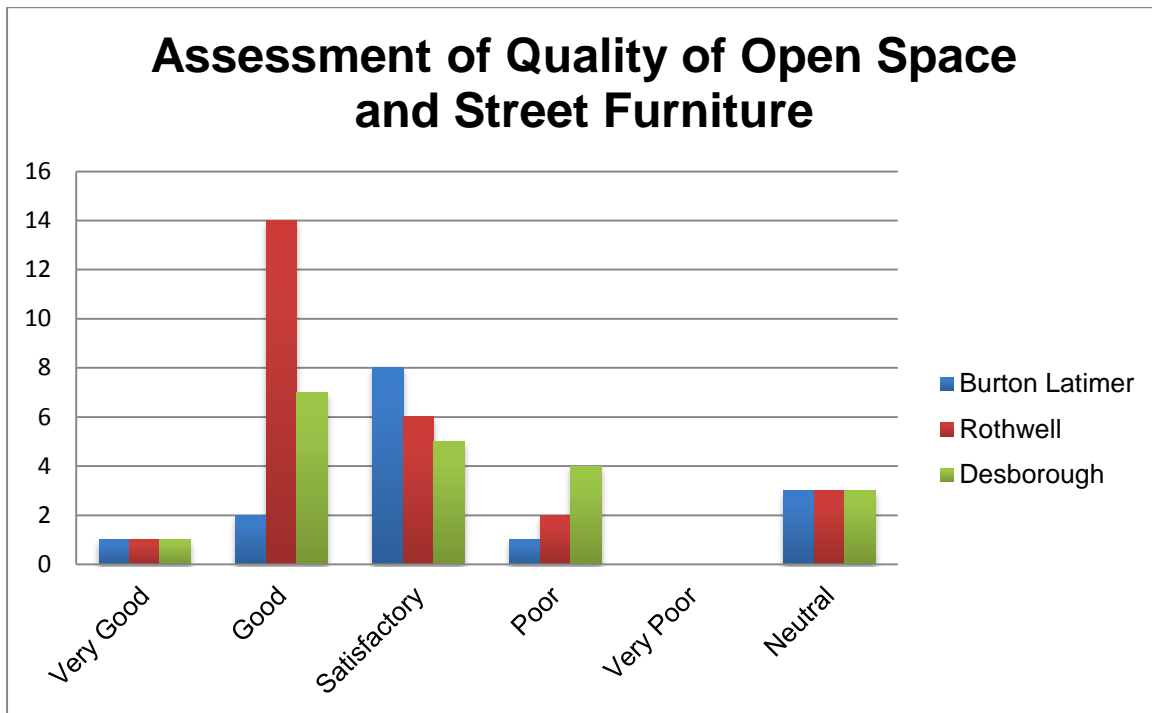
The majority of respondents in all towns felt shelter from the weather was poor. It was noted that there are a limited number of bus shelters or other forms of shelter available within the towns.

Graph 25.



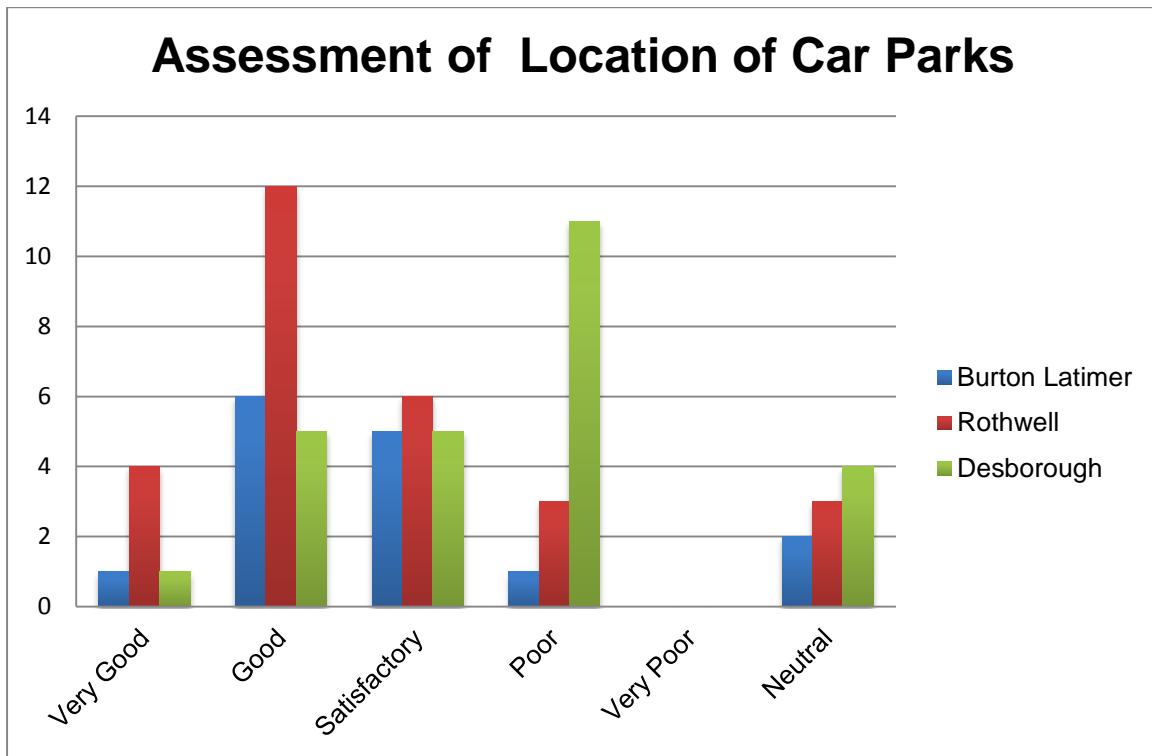
Respondents in Rothwell reported that pedestrian /vehicular safety issues were good or satisfactory within the town. In Burton Latimer the majority of respondents felt safety was satisfactory, whilst in Desborough the majority felt safety was good.

Graph 26.



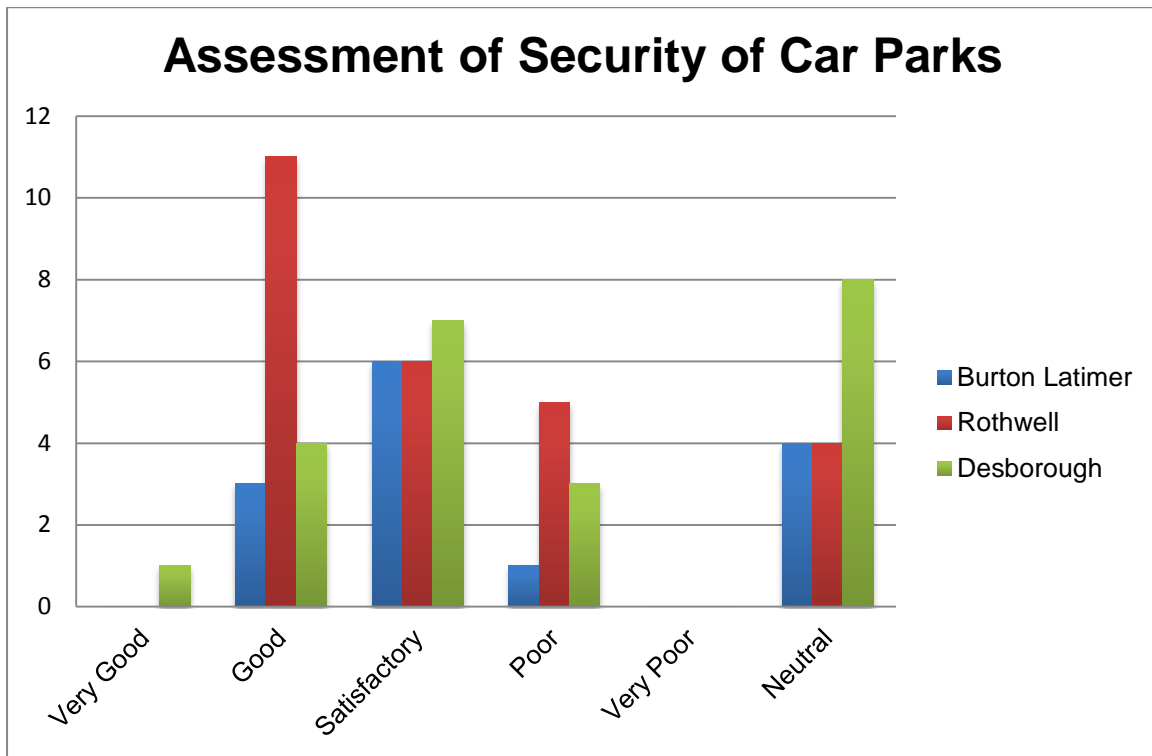
The majority of respondents in Rothwell and Desborough rate the quality of open space and street furniture as good. The majority of residents in Burton Latimer rate these attributes as satisfactory.

Graph 27.



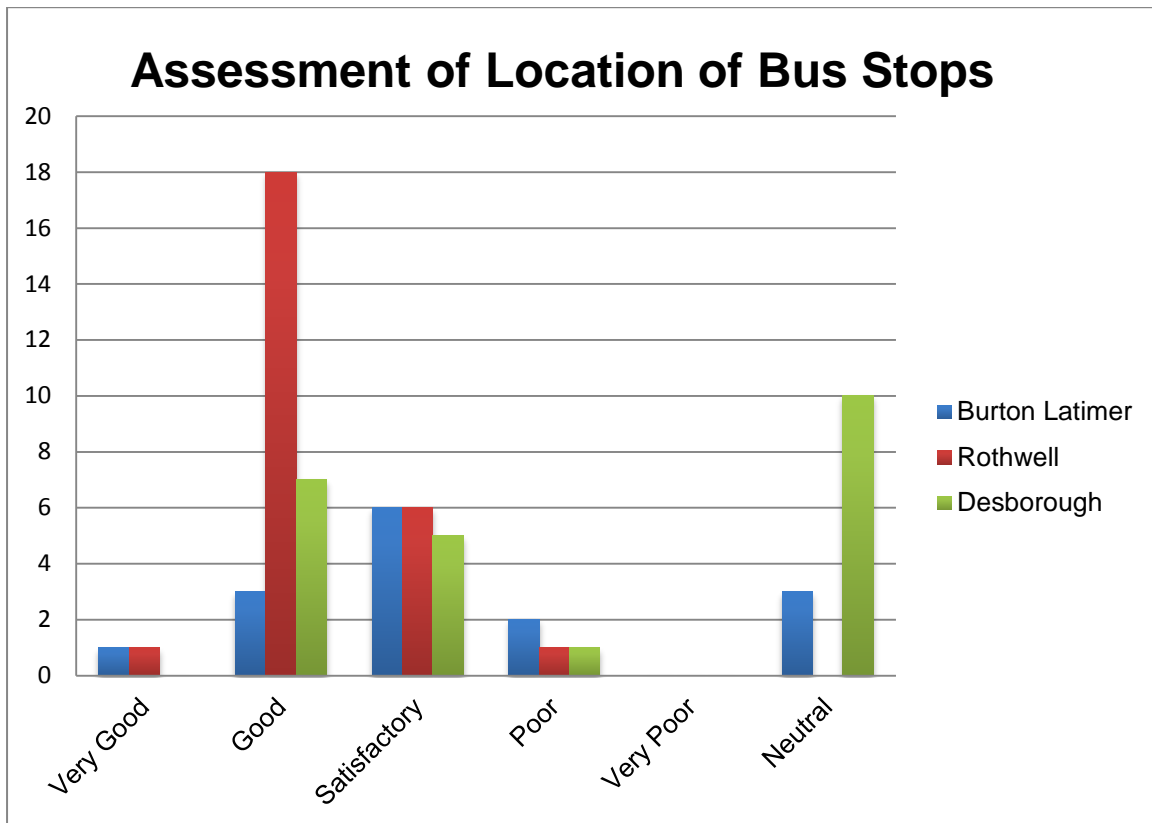
Respondents in Rothwell remarked that the location of car parks is good, whereas in Desborough they are rated as poor. This may have something to do with the fact that the majority of trips to Desborough are undertaken by private car. In Burton Latimer, views are more spread between Good and Satisfactory.

Graph 28.



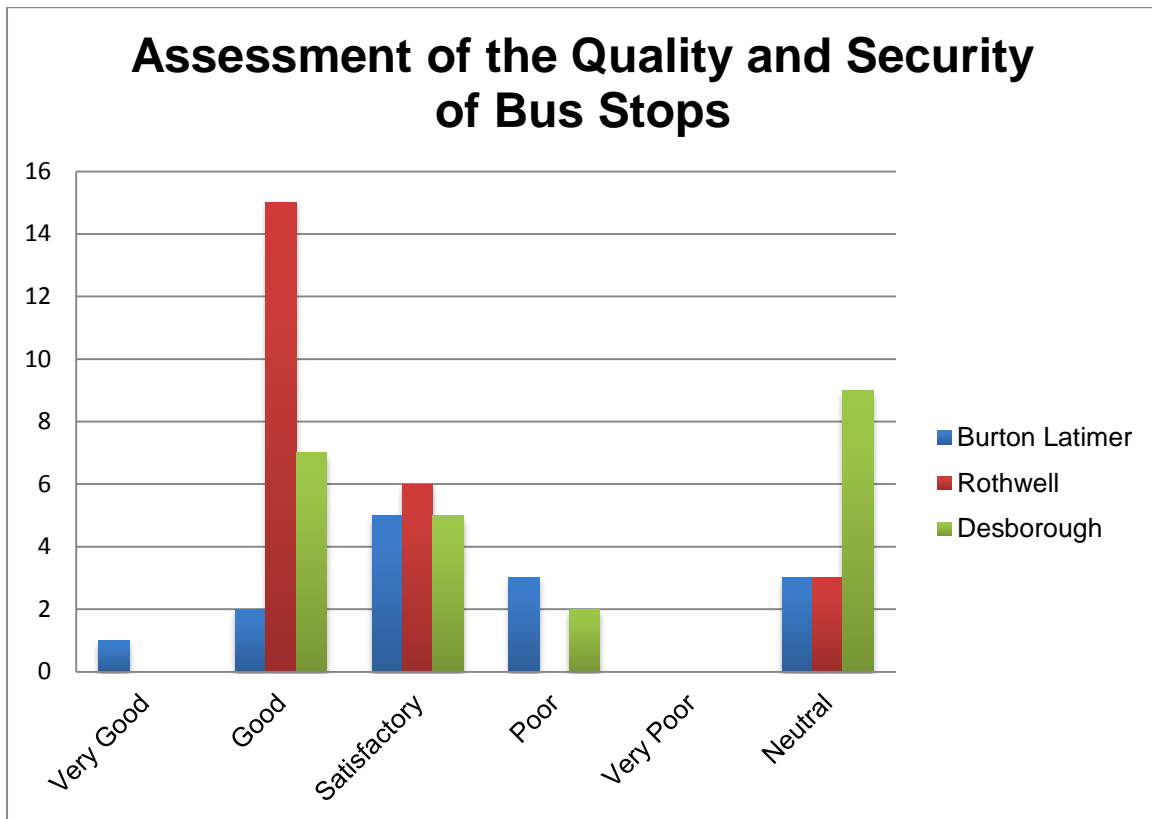
Respondents in Rothwell rate security of car parks as good. Respondents in Desborough and Burton Latimer rate them as neutral to satisfactory.

Graph 29.



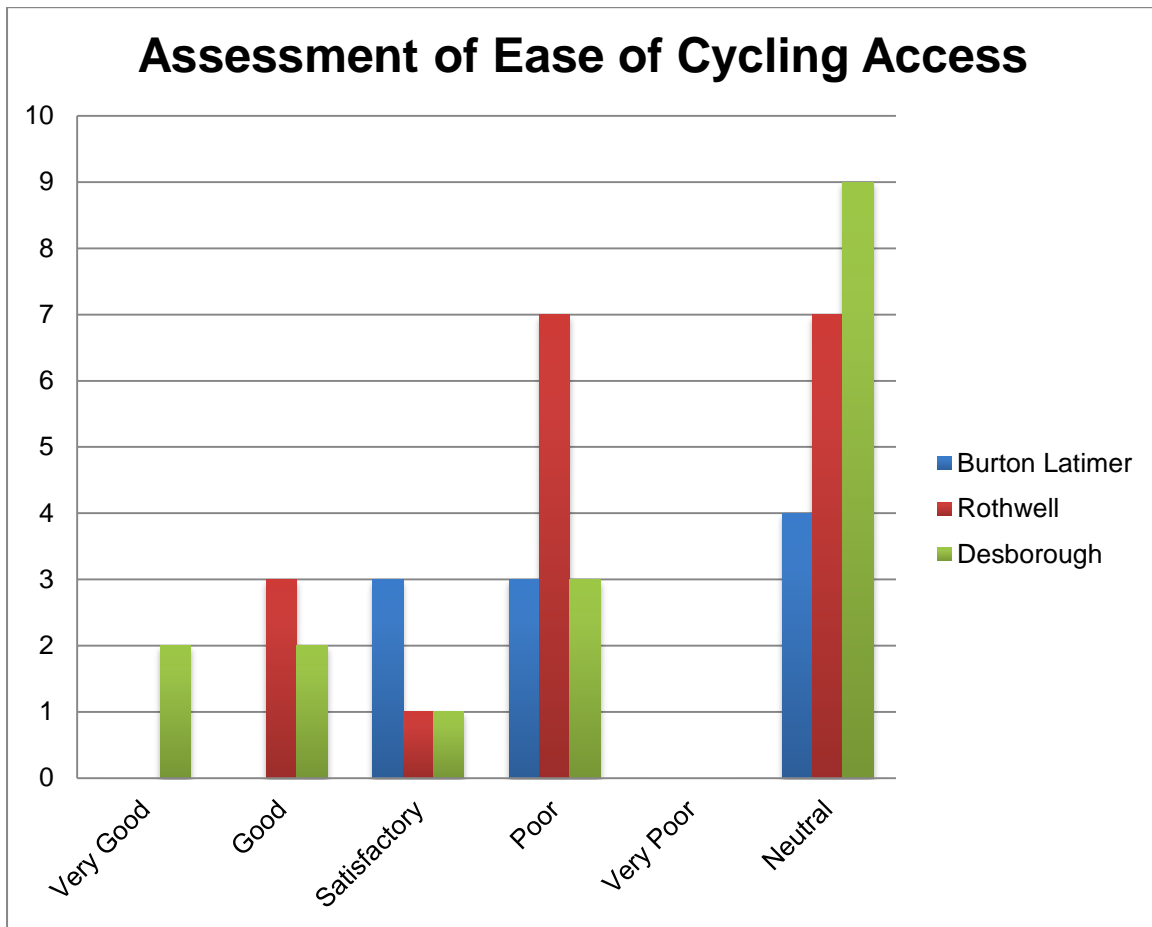
The Location of bus stops in Rothwell is considered good. In Desborough, respondents state the location of bus stops in neutral; in Burton Latimer they are considered satisfactory.

Graph 30.



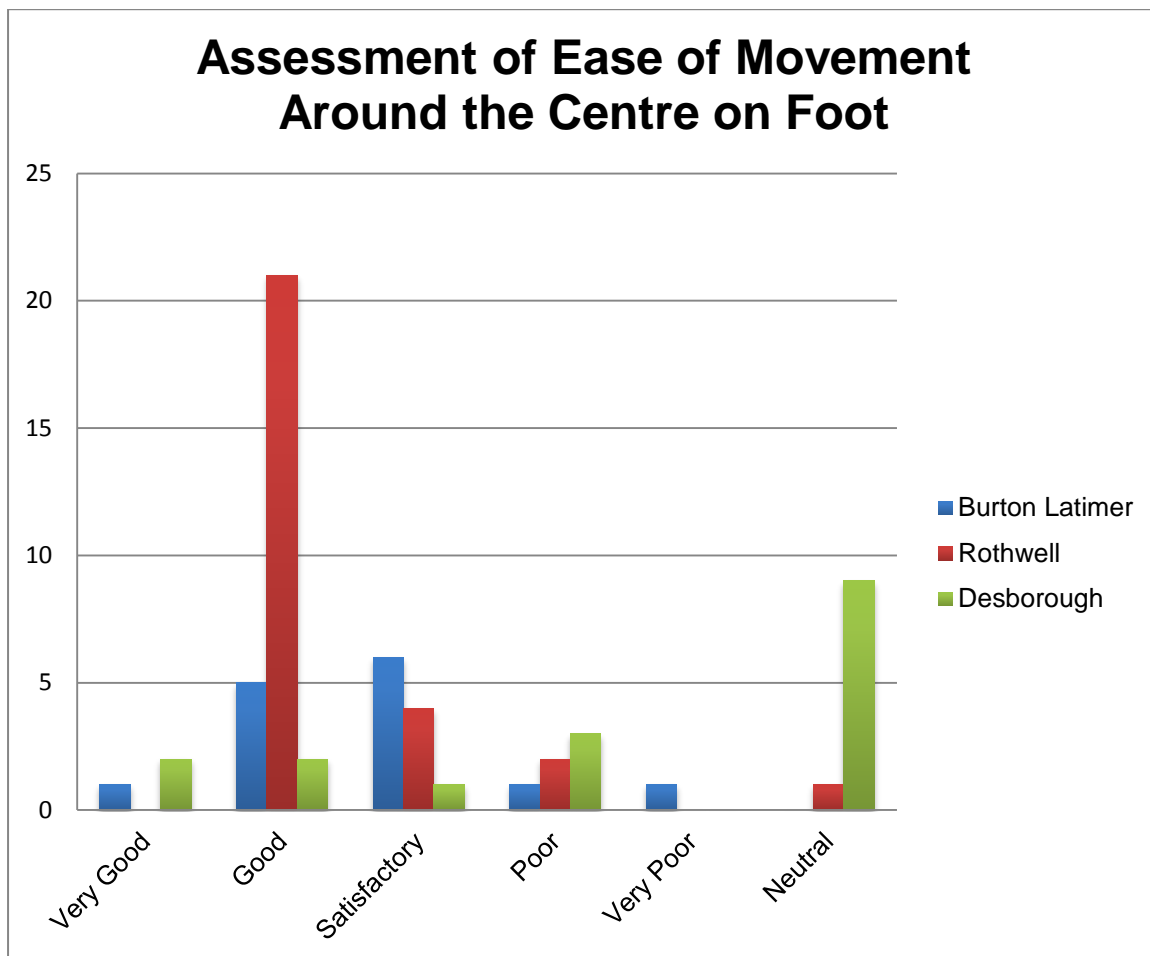
The quality and security of bus stops is rated as Good by the majority of respondents in Rothwell, Neutral in Desborough and satisfactory in Burton Latimer.

Graph 31.



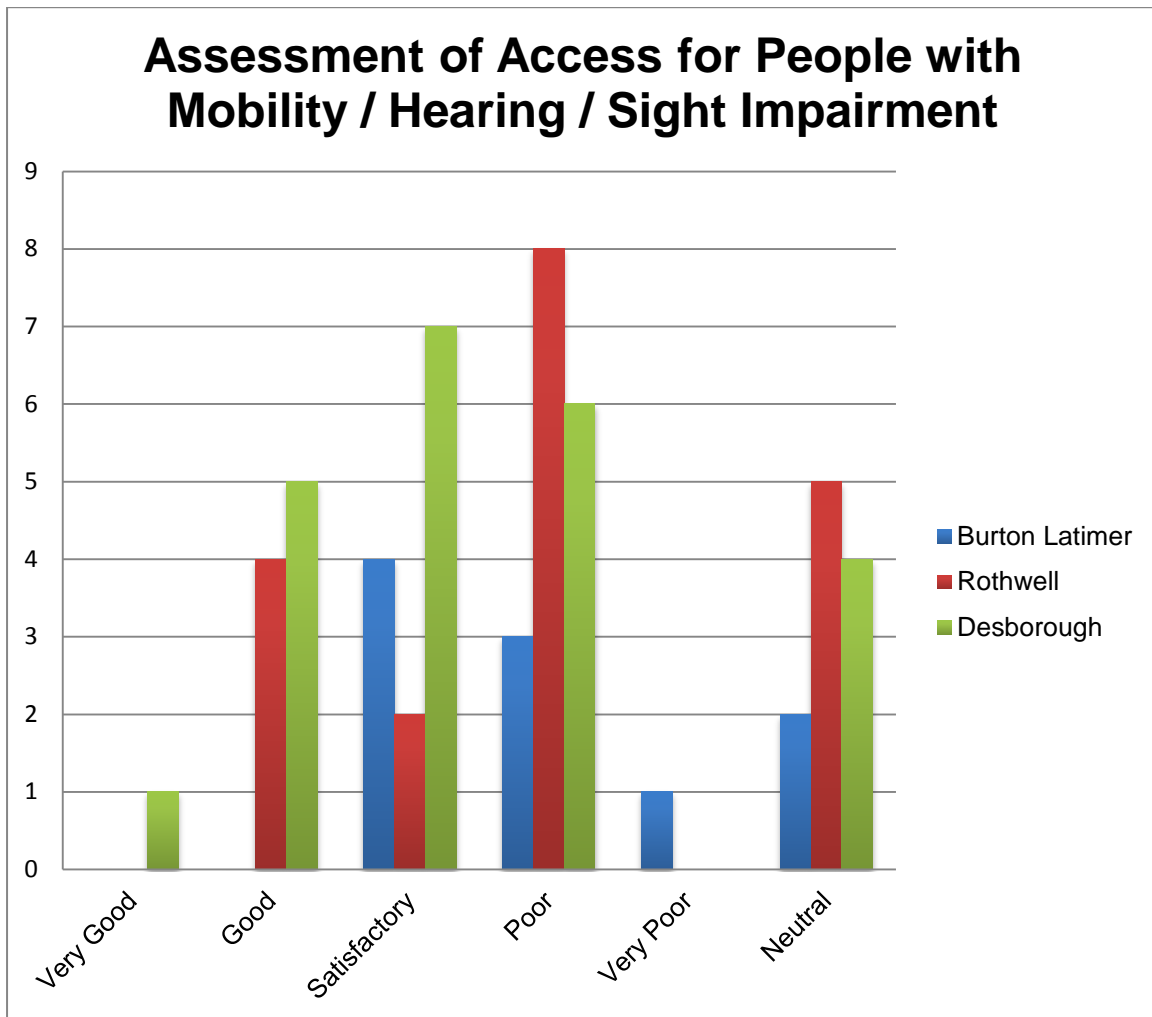
The majority of respondents in all towns rate ease of cycling access to the town centre as neutral.

Graph 32.



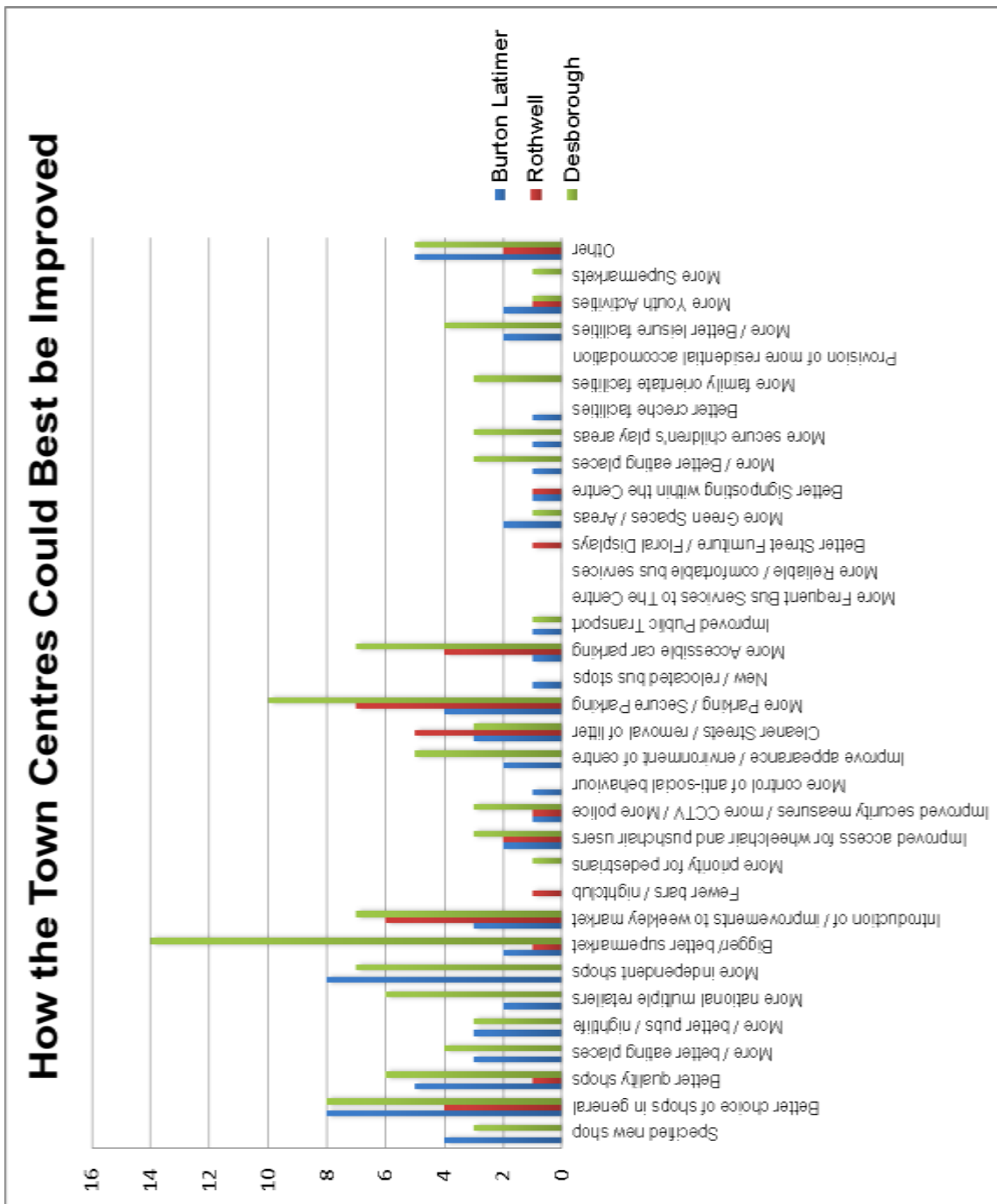
Movement around the town centre was rate by the majority of Rothwell respondents as Good, Neutral in Desborough and Satisfactory in Burton Latimer. It is noted in Burton Latimer a number of pinch points on the High Street pavement, which makes manoeuvring more challenging for persons with mobility impairment.

Graph 33.



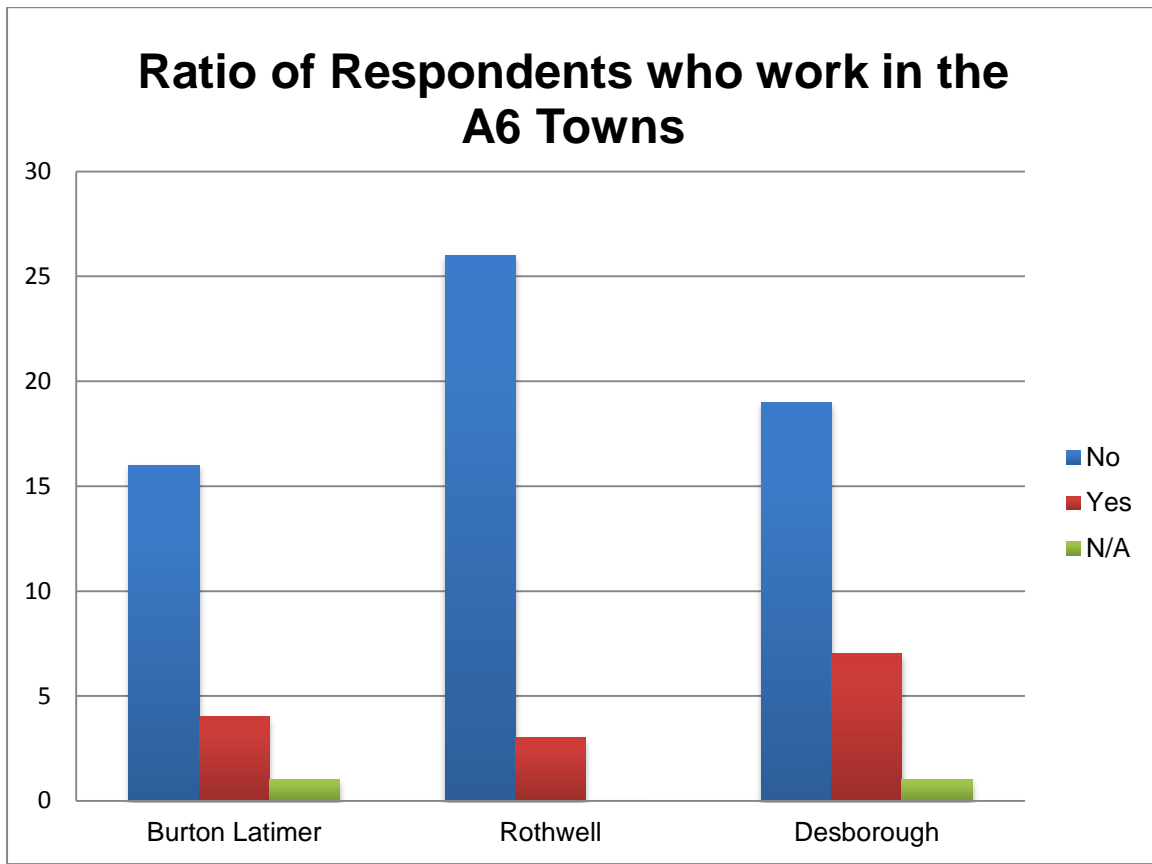
In Desborough respondents reported very mixed views with respect of access for people with impairments. One respondent highlighted the trip hazards caused by the block paved footpath on Station Road. As a result, a number of respondents rated access in Desborough between good, satisfactory, neutral and poor.

Graph 34.



The top three suggestions for improving the town centre in Burton Latimer were more independent shops / better choice of shops in general (38%), better quality shops / other (24%), specified new shops / more or secure parking (19%). In Rothwell, the response was more parking/secure parking (22%), improvement to weekly market (19%), and removal of litter/cleaner streets (16%). In Desborough, the response was bigger / better supermarket (52%), more parking / secure parking (37%), and better choice of shops in general (30%).

Graph 35.



In all instances, the majority of respondents did not work in the respective town in which they were surveyed. Desborough had the highest proportion of responders confirming that they work in the town.