

**APPENDIX 6:
TOWN CENTRE BUSINESS SURVEYS
UNDERTAKEN BY WYG**



Ashton-in-Makerfield
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Councils emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the enclosed pre-paid envelope. The questionnaire should take no longer than five minutes.

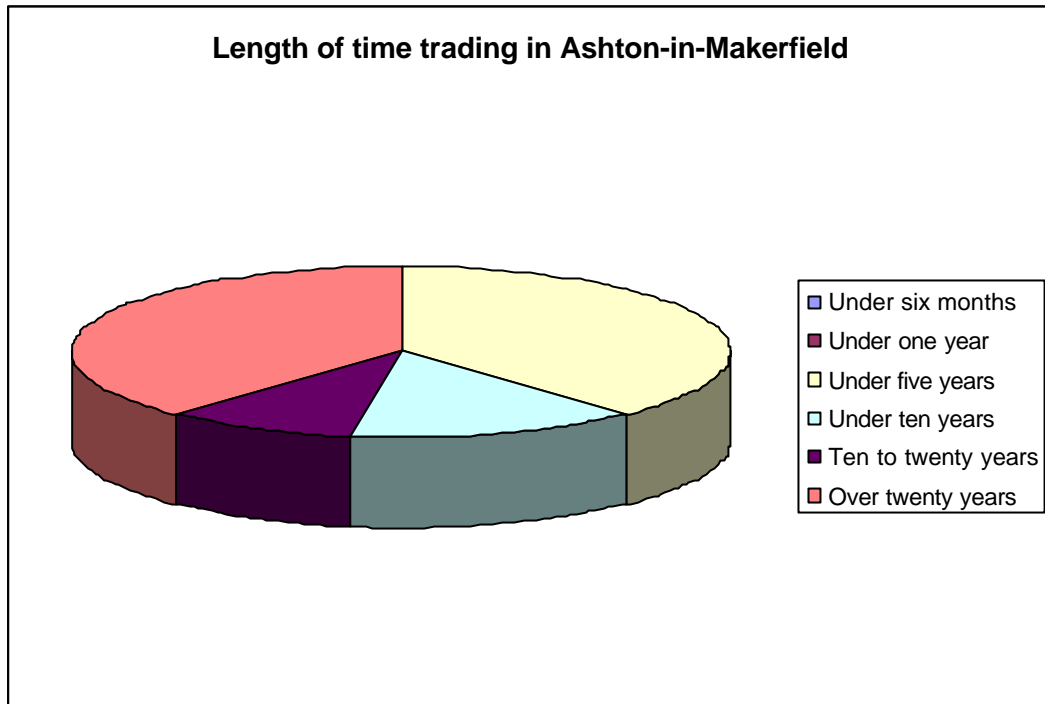
All responses will be treated in the strictest confidence, and no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its redevelopment and planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

If you have any queries on the questionnaire or its purpose, please do not hesitate to call Thomas Duncan at WYG Planning on 0161 874 8789. Would you please return the questionnaire to the Town Centre Management team in the freepost envelope attached by Friday 17th February 2007.

Thank you for your co-operation.

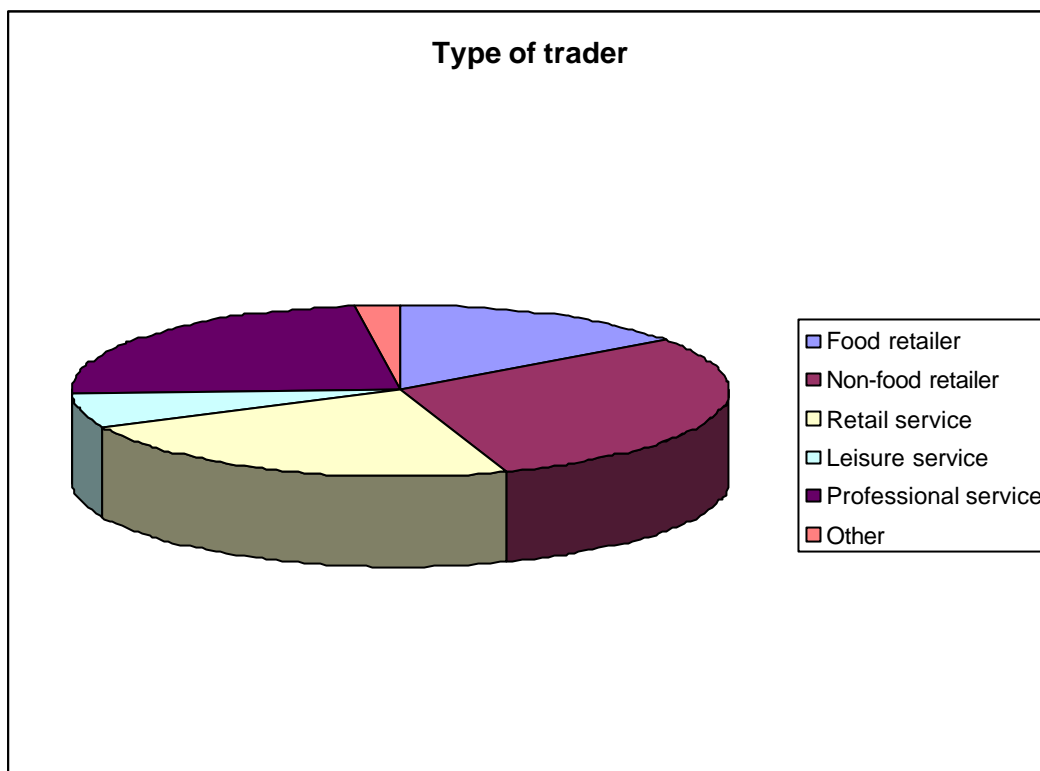
Questionnaires Distributed:	202	Responses:	47 (23%)
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1a. How long, approximately, has the business traded in Ashton-in-Makerfield?



Under six months	0	(0.0%)
Under one year	3	(6.4%)
Under five years	13	(27.7%)
Under ten years	7	(14.9%)
Ten to twenty years	12	(25.5%)
Over twenty years	12	(25.5%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	7	(14.9%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	14	(29.8%)
Retail Service (e.g. hairdresser, opticians etc.)	11	(23.4%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	3	(6.4%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	11	(23.4%)
 Other		
• Children's, youth and community plus training centre	1	(2.1%)

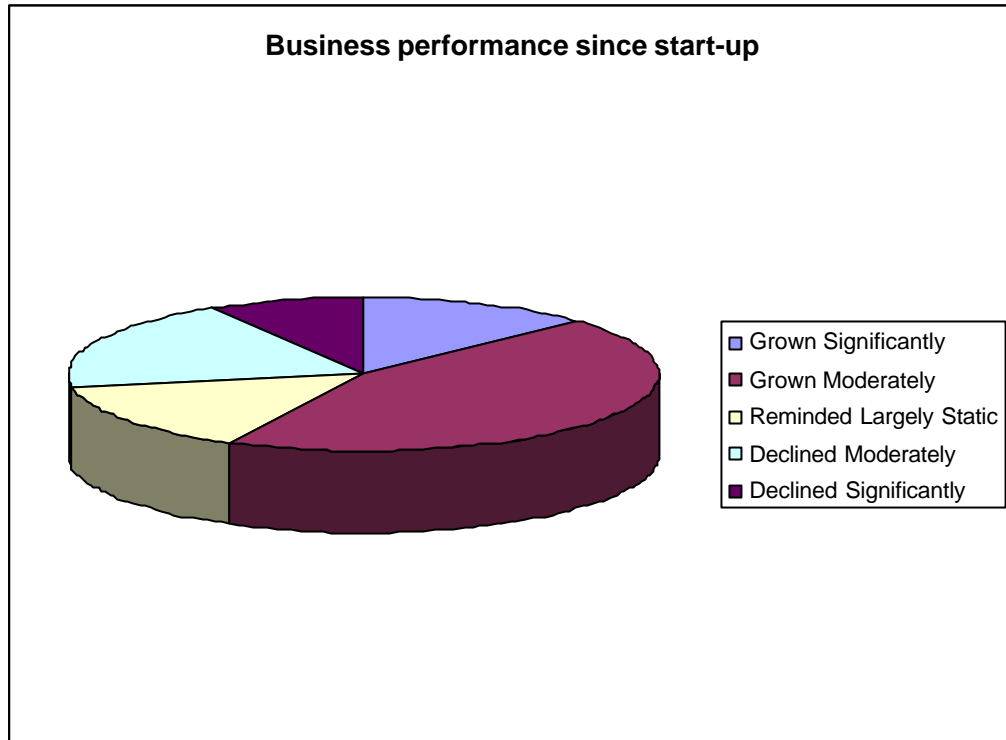
1c. Has the business always operated from Ashton-in-Makerfield?

Yes	41	(89.1%)
No	5	(10.9%)

If no, where did you relocate from?

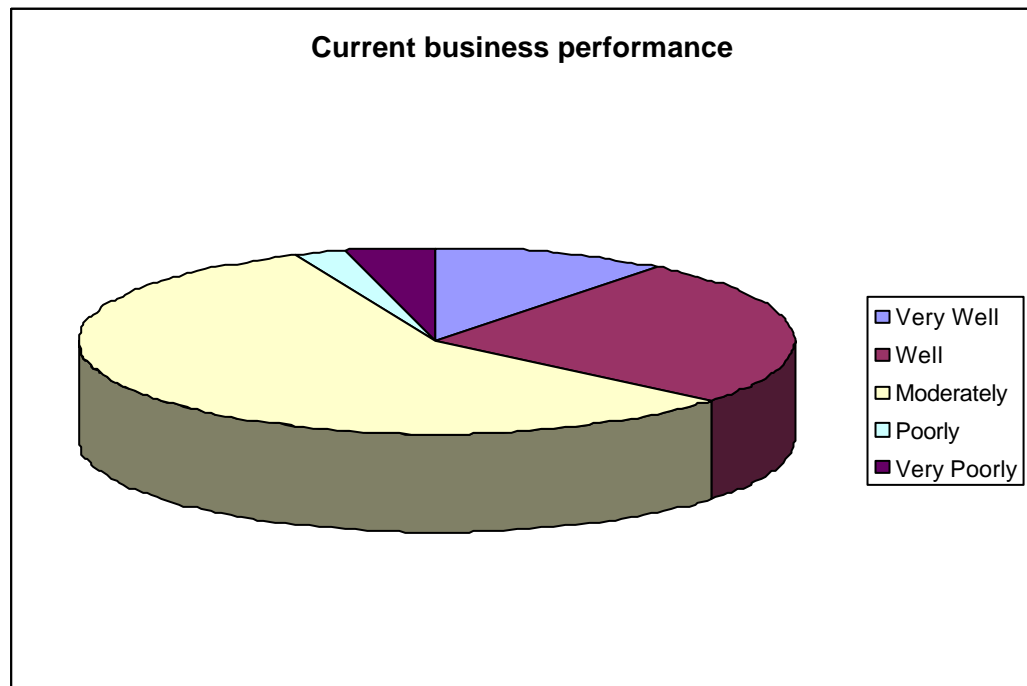
• Garswood	1
• St Helens	1
• Pemberton	1

1d. During the time trading in the town, has the business?



Grown Significantly	6	(12.8%)
Grown Moderately	21	(44.7%)
Remained Largely Static	7	(14.9%)
Declined Moderately	9	(19.1%)
Declined Significantly	4	(8.5%)

1e. How would you say that your business is faring?



Very well	5	(10.6%)
Well	12	(25.5%)
Moderately	27	(57.4%)
Poorly	1	(2.1%)
Very Poorly	2	(4.3%)

2. Are the business premises leased or owner occupied?

Leased	34	(72.3%)
Owner Occupied	13	(27.7%)

3. How many staff does the business employ?

Total Full-time	123	(53.7%)
Total Part-time	106	(46.3%)
Total Employees	229	

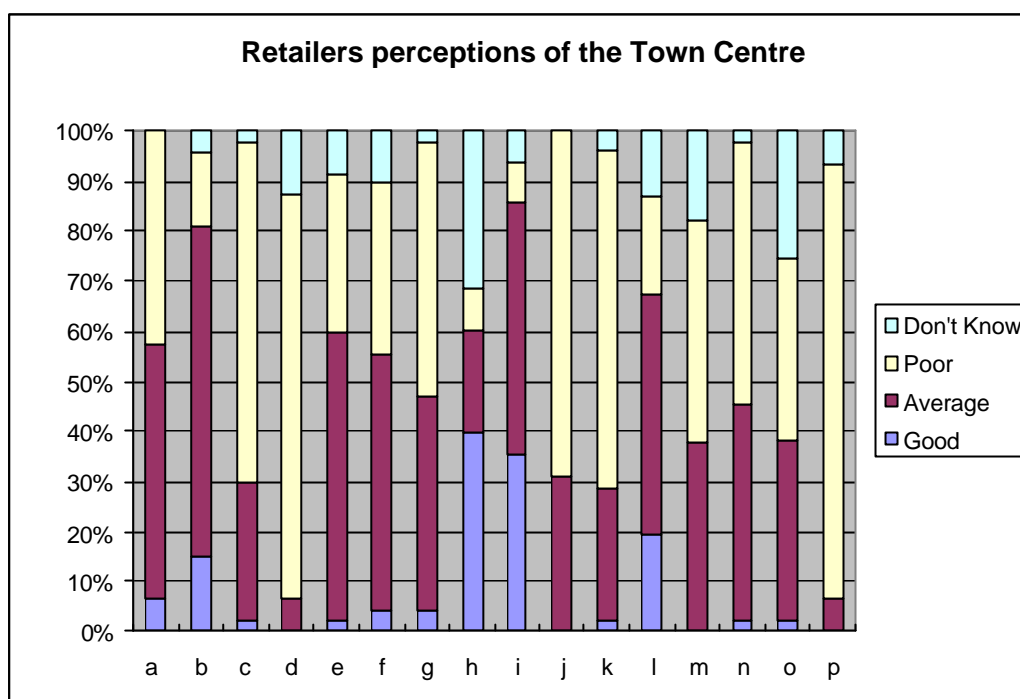
4. Which type of customers does your business rely on primarily?

Local residents	40	(66.7%)
Other residents in the wider Wigan Borough area	14	(23.3%)
Office employees	3	(5.0%)
Tourist / Leisure Visitors	0	(0.0%)

Other:

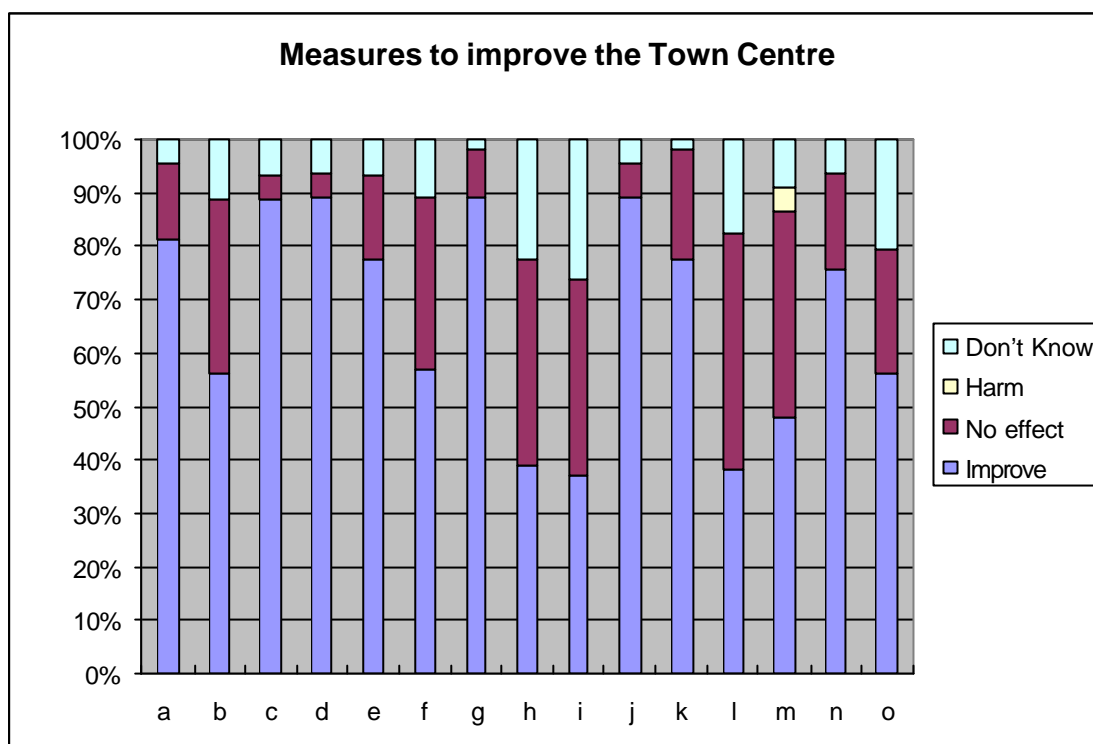
- Local business people 1 (1.7%)
- Passing traffic 1 (1.7%)
- National 1 (1.7%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	3	6.4%	24	51.1%	20	42.6%	0	0.0%
b. Signposting around the centre	7	14.9%	31	66.0%	7	14.9%	2	4.3%
c. Public seating/ litter bins	1	2.1%	13	27.7%	32	68.1%	1	2.1%
d. Public toilets	0	0.0%	3	6.4%	38	80.9%	6	12.8%
e. Maintenance of pedestrianised areas	1	2.1%	27	57.4%	15	31.9%	4	8.5%
f. Town centre events/ activities	2	4.3%	24	51.1%	16	34.0%	5	10.6%
g. Quantity of parking spaces	2	4.3%	20	42.6%	24	51.1%	1	2.1%
h. Price of town centre parking	19	39.6%	10	20.8%	4	8.3%	15	31.3%
i. Access by public transport	17	35.4%	24	50.0%	4	8.3%	3	6.3%
j. Traffic congestion	0	0.0%	13	31.0%	29	69.0%	0	0.0%
k. Town Centre police presence	1	2.0%	13	26.5%	33	67.3%	2	4.1%
l. Security/CCTV coverage	9	19.6%	22	47.8%	9	19.6%	6	13.0%
m. Marketing and promotion	0	0.0%	19	38.0%	22	44.0%	9	18.0%
n. Range of shops and services	1	2.2%	20	43.5%	24	52.2%	1	2.2%
o. Occupier consultation on town centre	1	2.1%	17	36.2%	17	36.2%	12	25.5%
p. The market	0	0.0%	3	6.4%	41	87.2%	3	6.4%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	35	81.4%	6	14.0%	0	0.0%	2	4.7%
b. Better signposting around the centre	24	55.8%	14	32.6%	0	0.0%	5	11.6%
c. More public seating/ litter bins	38	88.4%	2	4.7%	0	0.0%	3	7.0%
d. More public toilets	40	88.9%	2	4.4%	0	0.0%	3	6.7%
e. Maintenance of pedestrianised areas	34	77.3%	7	15.9%	0	0.0%	3	6.8%
f. Town centre events/ activities	25	56.8%	14	31.8%	0	0.0%	5	11.4%
g. Quantity of parking spaces	40	88.9%	4	8.9%	0	0.0%	1	2.2%
h. Cheaper town centre parking	17	38.6%	17	38.6%	0	0.0%	10	22.7%
i. Public transport improvements	18	36.7%	18	36.7%	0	0.0%	13	26.5%
j. Reduced traffic congestion	39	88.6%	3	6.8%	0	0.0%	2	4.5%
k. Greater town centre police presence	34	77.3%	9	20.5%	0	0.0%	1	2.3%
l. Greater town centre CCTV coverage	17	37.8%	20	44.4%	0	0.0%	8	17.8%
m. Town Centre wardens	21	47.7%	17	38.6%	2	4.5%	4	9.1%
n. More marketing and promotion	34	75.6%	8	17.8%	0	0.0%	3	6.7%
o. Greater occupier involvement in centre	24	55.8%	10	23.3%	0	0.0%	9	20.9%

p. Other:

- No more fast food establishments 2
- Greater diversity of retailers is needed 2
- More litter bins 1
- Planning to ensure businesses are going to benefit 1
- Better market 1
- Too many retail service 1
- More plants/ greenery required in the town centre 1

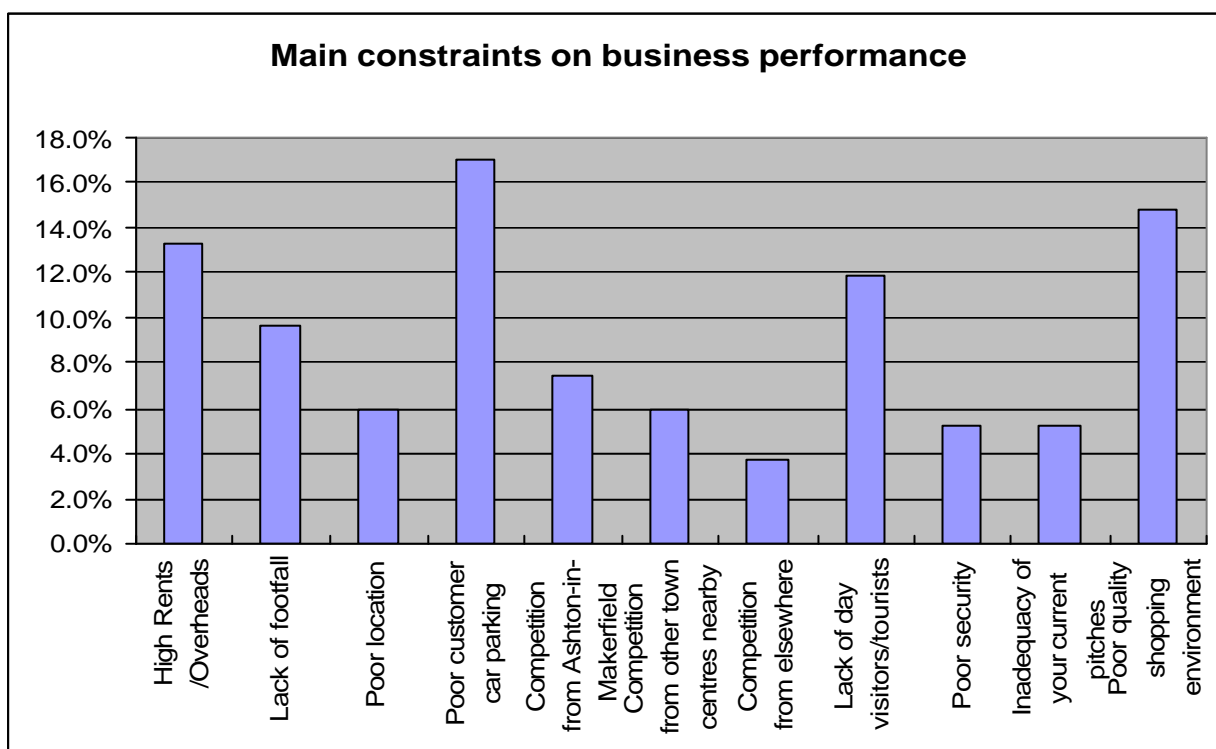
7. **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	14	(31.8%)
Too many non-retail uses	28	(63.6%)
Not enough non retail uses	2	(4.5%)

Please specify

- Need for branded/ chain stores 2
- Too many fast food outlets 2

8. **What, if anything, do you consider is constraining the trading performance of the Business?**



High Rents /Overheads	18	(13.3%)
Lack of footfall outside your premises	13	(9.6%)
Poor location of your premises (e.g. not prime pitch)	8	(5.9%)
Inadequate customer car parking	23	(17.0%)
Competition from other traders in the town centre	10	(7.4%)
Competition from other town centres in nearby	8	(5.9%)
Competition from elsewhere	5	(3.7%)
Lack of day visitors/tourists to the town	16	(11.9%)

Poor security	7	(5.2%)
The inadequacy of your current premises	7	(5.2%)
Poor quality of town centre shopping environment	20	(14.8%)

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

No	26	(65.0%)
Yes, close	3	(7.5%)
Yes, relocate in town centre	0	(0.0%)
Yes, relocate out-of-centre	3	(7.5%)
Yes, extend floorspace	3	(7.5%)
Yes, reduce floorspace	1	(2.5%)
Yes, refurbish existing floorspace	4	(10.0%)
Yes, other	0	(0.0%)

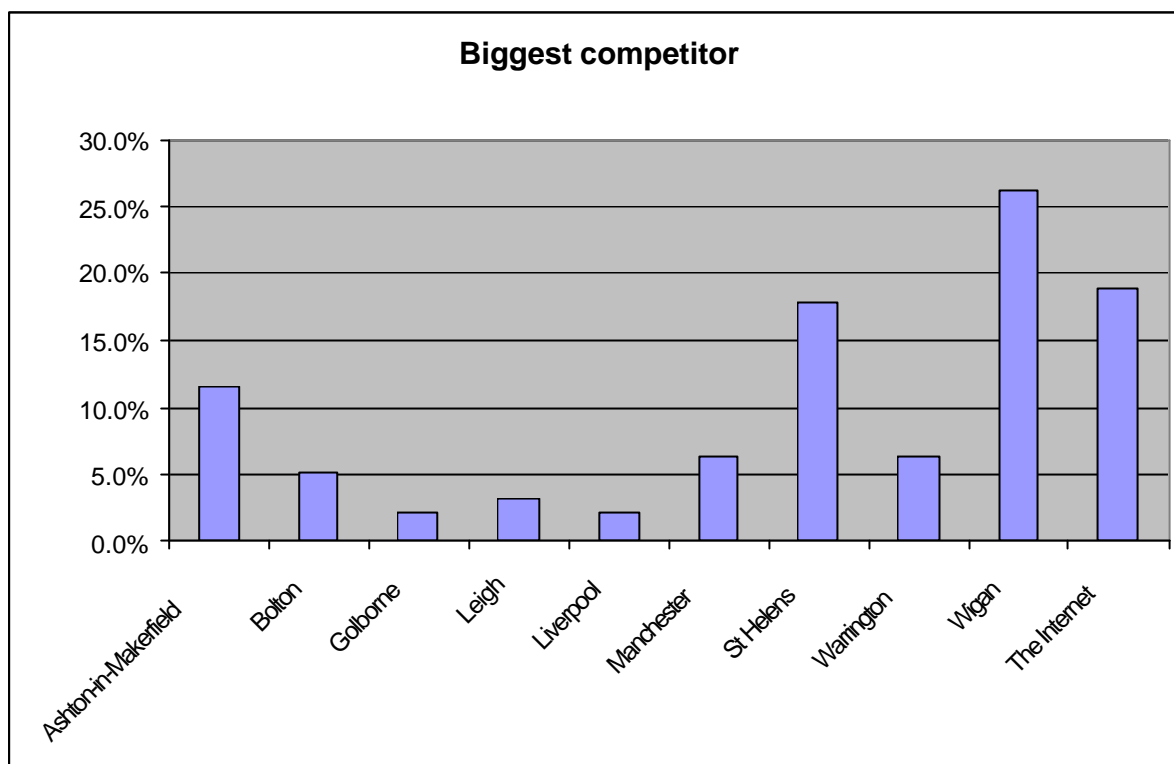
If you are relocating, where are you considering moving to?

- Preston
- Cheshire

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

- Poor area/ bad image
- Larger premises

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



Ashton-in-Makerfield (other retailers)	11	(11.6%)
Bolton	5	(5.3%)
Golborne	2	(2.1%)
Leigh	3	(3.2%)
Liverpool	2	(2.1%)
Manchester	6	(6.3%)
St Helens	17	(17.9%)
Warrington	6	(6.3%)
Wigan	25	(26.3%)
The Internet	18	(18.9%)

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

- Too many pubs/clubs/fast food take-aways 4
- Security/ greater police presence required 3
- Town centre redevelopment is needed 2
- More shops 1
- Vandalism/ cleanliness 1
- Repairs needed to footpaths 1
- Poor quality town centre shopping environment 1

- Poor parking facilities 1
- More upmarket shops 1
- Continental markets 1



Atherton
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

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White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Council's emerging Local Development Framework. This survey is carried out with the cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the enclosed pre-paid envelope. The questionnaire should take no longer than five minutes.

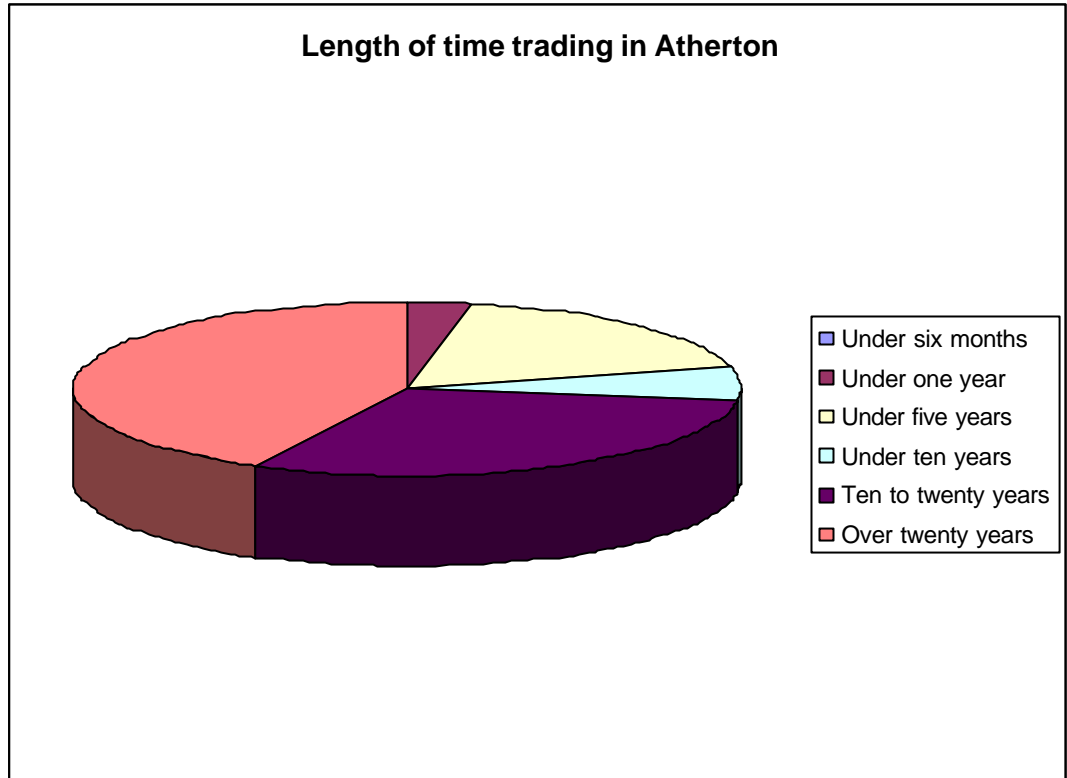
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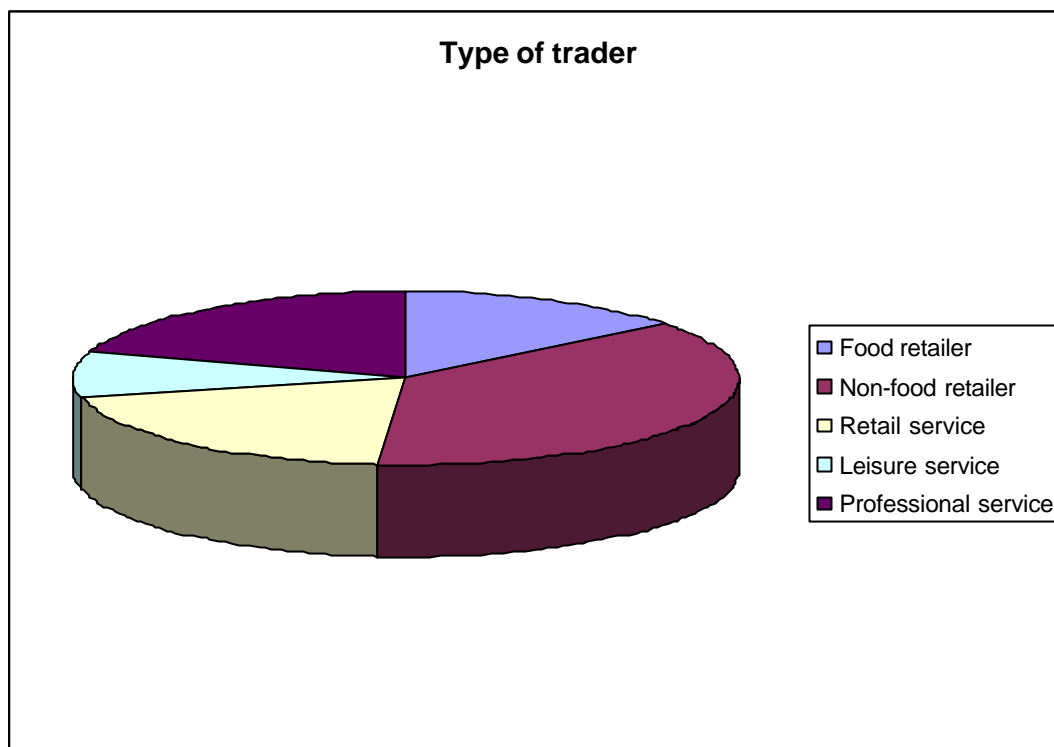
Questionnaires Distributed:	147	Responses:	36 (24%)
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1a. How long, approximately, has the business traded in Atherton?



Under six months	0	(0.0%)
Under one year	1	(3.0%)
Under five years	6	(18.2%)
Under ten years	2	(6.1%)
Ten to twenty years	10	(30.3%)
Over twenty years	14	(42.4%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	5	(14.3%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	13	(37.1%)
Retail Service (e.g. hairdresser, opticians etc.)	7	(20.0%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	3	(8.6%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	7	(20.0%)

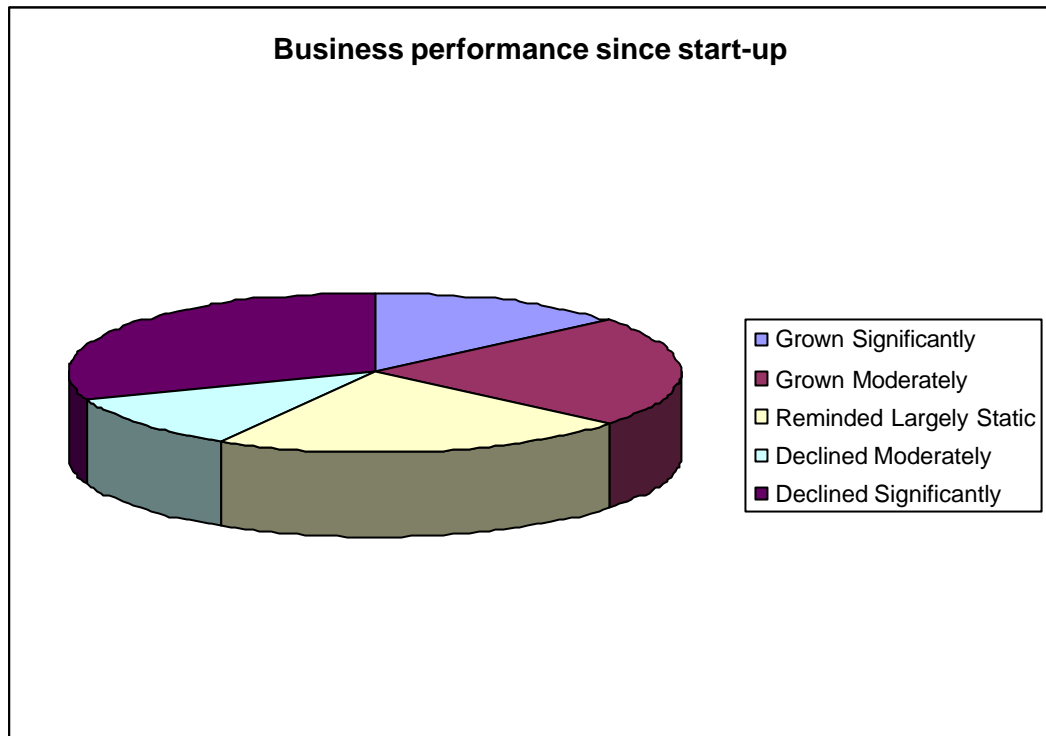
1c. Has the business always operated from Atherton?

Yes	30	(85.7%)
No	5	(14.3%)

If no, where did you relocate from?

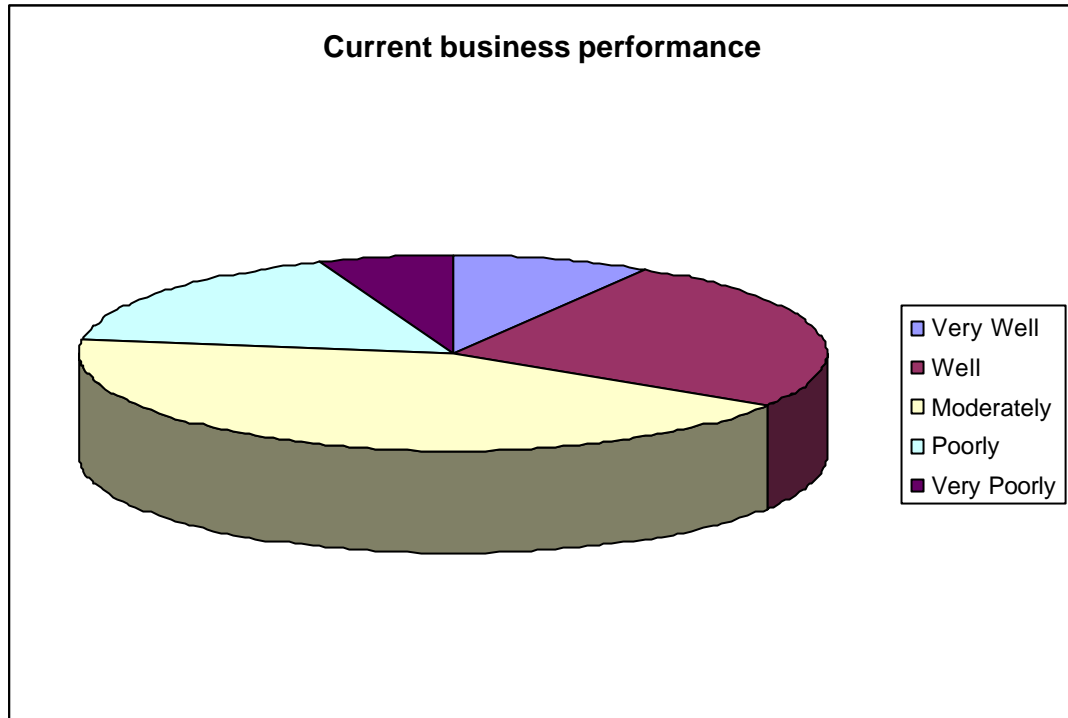
- Bolton 1
- Leigh 1
- Warrington 1

1d. During the time trading in the town, has the business?



Grown Significantly	5	(13.9%)
Grown Moderately	8	(22.2%)
Remained Largely Static	8	(22.2%)
Declined Moderately	4	(11.1%)
Declined Significantly	11	(30.6%)

1e. **How would you say that your business is faring?**



Very well	3	(8.6%)
Well	9	(25.7%)
Moderately	15	(42.9%)
Poorly	6	(17.1%)
Very Poorly	2	(5.7%)

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

Leased	16	(48.5%)
Owner Occupied	17	(51.5%)

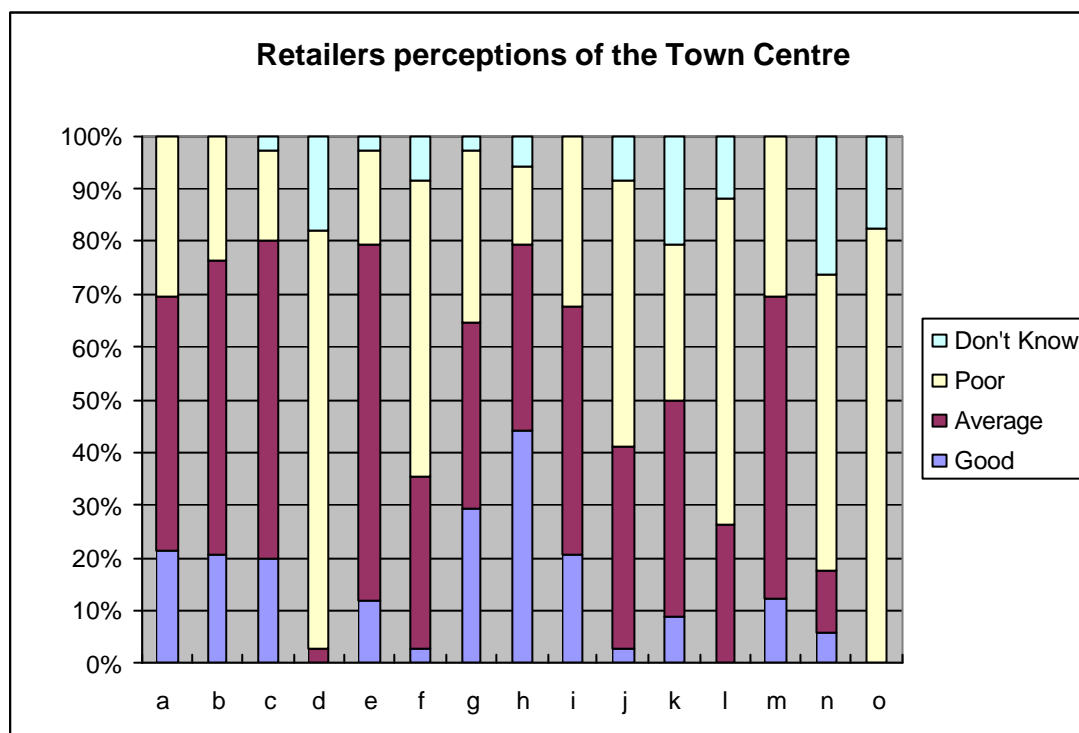
3. **How many staff does the business employ?**

Total Full-time	73	(42.4%)
Total Part-time	99	(57.6%)
Total Employees	172	

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

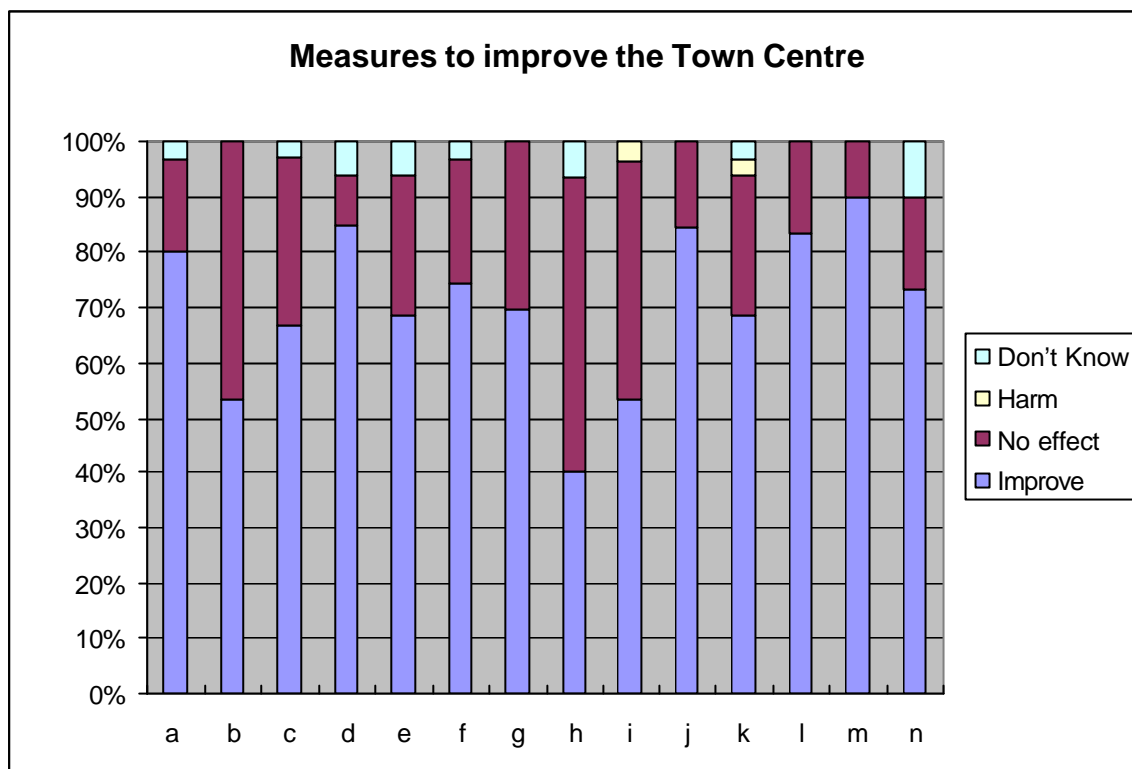
Local residents	27	(67.5%)
Other residents in the wider Wigan Borough area	12	(30.0%)
Office employees	0	(0.0%)
Tourist / Leisure Visitors	1	(2.5%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	3	12.0%	10	40.0%	12	48.0%	0	0.0%
b. Signposting around the centre	3	12.0%	16	64.0%	5	20.0%	1	4.0%
c. Public seating/ litter bins	4	16.0%	12	48.0%	7	28.0%	2	8.0%
d. Public toilets	0	0.0%	3	12.5%	18	75.0%	3	12.5%
e. Maintenance of pedestrianised areas	6	24.0%	13	52.0%	6	24.0%	0	0.0%
f. Town centre events/ activities	1	4.0%	6	24.0%	14	56.0%	4	16.0%
g. Quantity of parking spaces	6	24.0%	11	44.0%	7	28.0%	1	4.0%
h. Access by public transport	8	32.0%	14	56.0%	2	8.0%	1	4.0%
i. Traffic congestion	2	8.0%	11	44.0%	12	48.0%	0	0.0%
j. Town Centre police presence	0	0.0%	4	16.7%	18	75.0%	2	8.3%
k. Security/CCTV coverage	3	12.0%	9	36.0%	7	28.0%	6	24.0%
l. Marketing and promotion	1	4.0%	3	12.0%	15	60.0%	6	24.0%
m. Range of shops and services	1	4.0%	8	32.0%	16	64.0%	0	0.0%
n. Occupier consultation on town centre	0	0.0%	4	16.7%	13	54.2%	7	29.2%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	24	80.0%	5	16.7%	0	0.0%	1	3.3%
b. Better signposting around the centre	16	53.3%	14	46.7%	0	0.0%	0	0.0%
c. More public seating/ litter bins	22	66.7%	10	30.3%	0	0.0%	1	3.0%
d. More public toilets	28	84.8%	3	9.1%	0	0.0%	2	6.1%
e. Maintenance of pedestrianised areas	22	68.8%	8	25.0%	0	0.0%	2	6.3%
f. Town centre events/ activities	23	74.2%	7	22.6%	0	0.0%	1	3.2%
g. Quantity of parking spaces	23	69.7%	10	30.3%	0	0.0%	0	0.0%
h. Public transport improvements	12	40.0%	16	53.3%	0	0.0%	2	6.7%
i. Reduced traffic congestion	15	53.6%	12	42.9%	1	3.6%	0	0.0%
j. Greater town centre police presence	27	84.4%	5	15.6%	0	0.0%	0	0.0%
k. Greater town centre CCTV coverage	22	68.8%	8	25.0%	1	3.1%	1	3.1%
l. Town Centre wardens	25	83.3%	5	16.7%	0	0.0%	0	0.0%
m. More marketing and promotion	27	90.0%	3	10.0%	0	0.0%	0	0.0%
n. Greater occupier involvement in centre	22	73.3%	5	16.7%	0	0.0%	3	10.0%

p. Other:

- More police 1
- Open Market Street to all traffic 1
- Need short-term parking 1

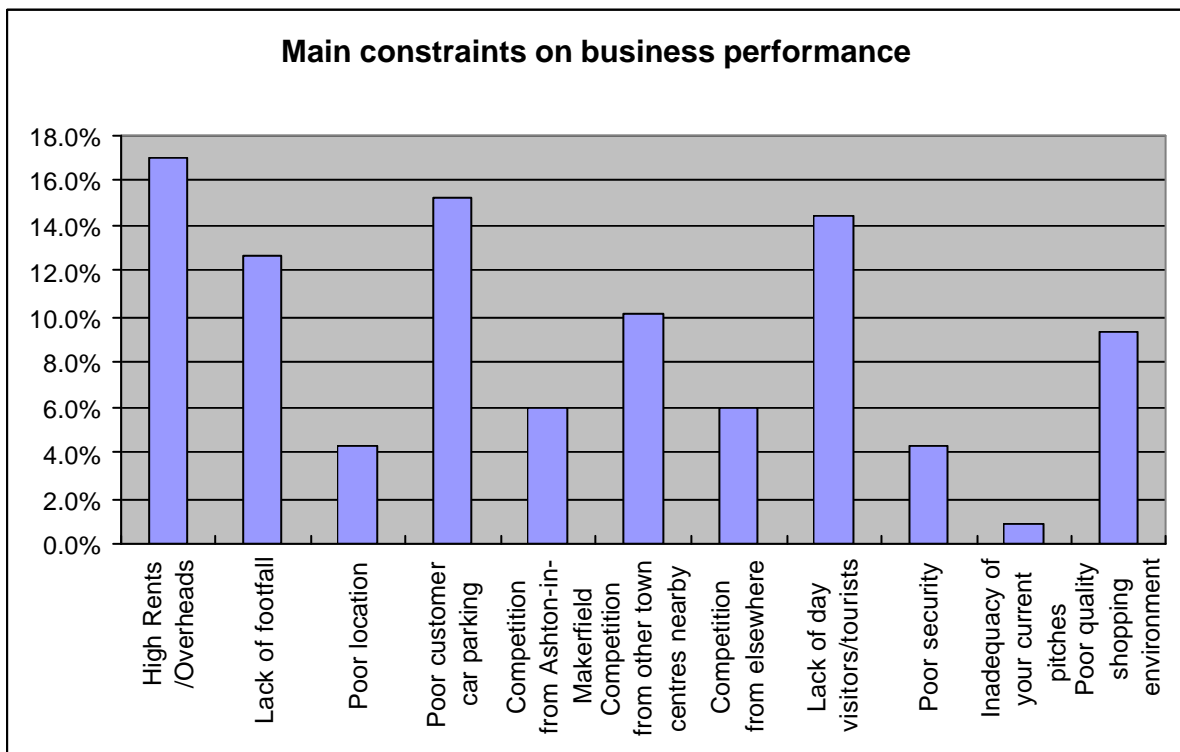
7. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	18	(56.3%)
Too many non-retail uses	11	(34.4%)
Not enough non retail uses	3	(9.4%)

Please specify

- Too many hairdressers 1
- Not enough variety 1
- Too many fast food outlets 1
- Need to raise awareness of the centre 1
- Need a good shoe shop 1
- Need better quality non-food shops 1

8. What, if anything, do you consider is constraining the trading performance of the Business?



High Rents /Overheads	20	(16.3%)
Lack of footfall outside your premises	15	(12.2%)
Poor location of your premises (e.g. not prime pitch)	5	(4.1%)
Inadequate customer car parking	18	(14.6%)
Competition from other traders in the town centre	7	(5.7%)
Competition from other town centres in nearby	12	(9.8%)
Competition from elsewhere	7	(5.7%)
Lack of day visitors/tourists to the town	17	(13.8%)
Poor security	5	(4.1%)
The inadequacy of your current premises	1	(0.8%)
Poor quality of town centre shopping environment	11	(8.9%)

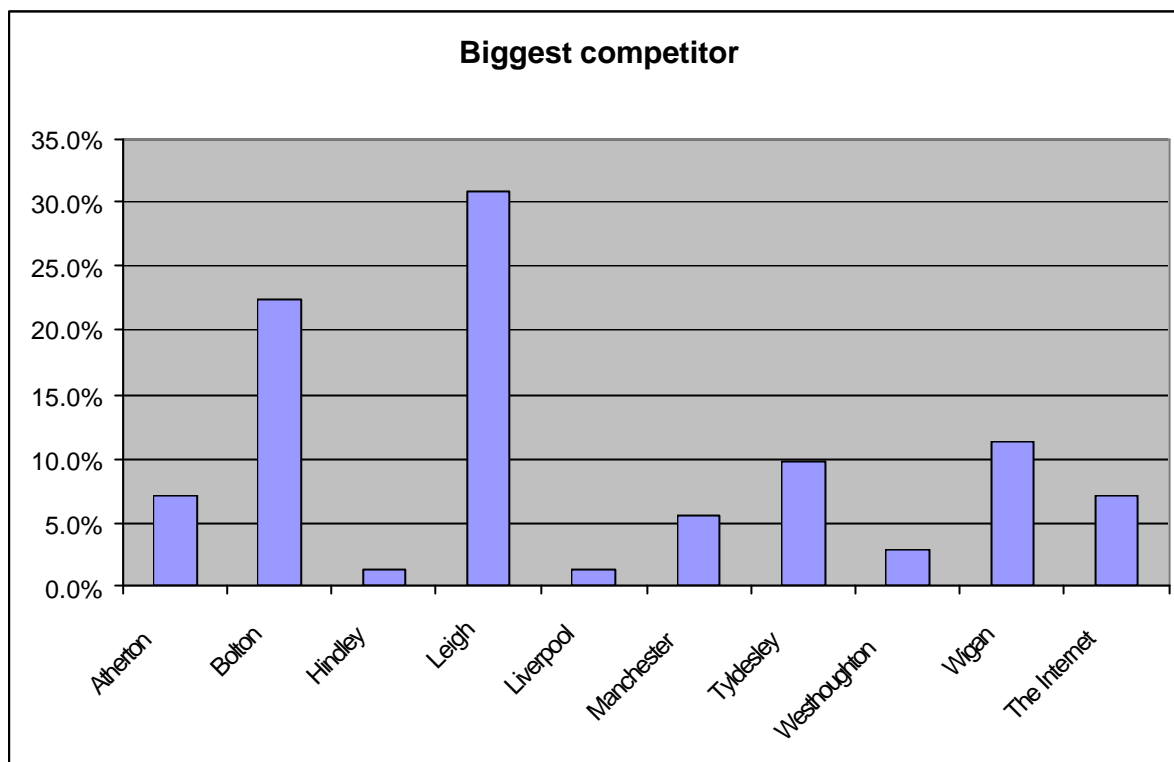
Other:

- The partial pedestrianisation system
- Poor access

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

No	18	(52.9%)
Yes, close	5	(14.7%)
Yes, relocate in town centre	2	(5.9%)
Yes, relocate out-of-centre	0	(0.0%)
Yes, extend floorspace	2	(5.9%)
Yes, reduce floorspace	0	(0.0%)
Yes, refurbish existing floorspace	7	(20.6%)

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



Atherton (other retailers)	5	(7.0%)
Bolton	16	(22.5%)
Hindley	1	(1.4%)
Leigh	22	(31.0%)
Liverpool	1	(1.4%)
Manchester	4	(5.6%)
Tyldesley	7	(9.9%)
Westhoughton	2	(2.8%)
Wigan	8	(11.3%)
The Internet	5	(7.0%)

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

- Negative effect of pedestrianisation system 2
- More police 1
- Lacks sufficient car parking 1
- Too many fast food shops, sandwich bars, restaurants 1
- Need to improve and open toilets 1
- More signage 1
- Turn some disabled parking into short-stay parking 1
- Rethink access to encourage drivers away from Tesco 1



Golborne
To The Owner/Occupier

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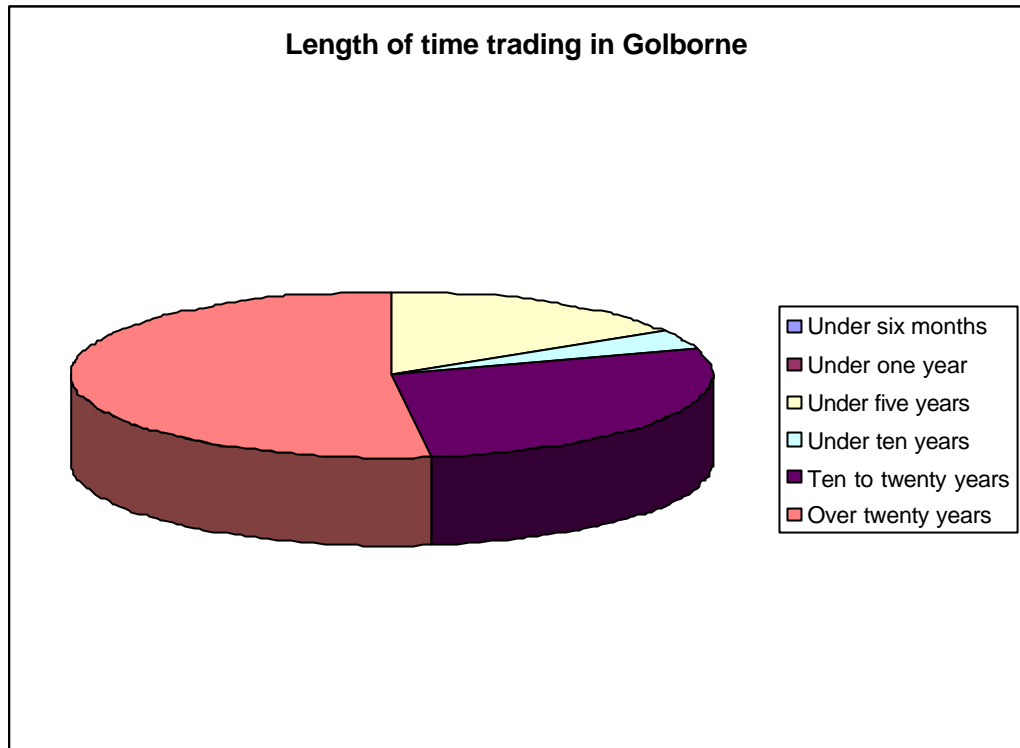
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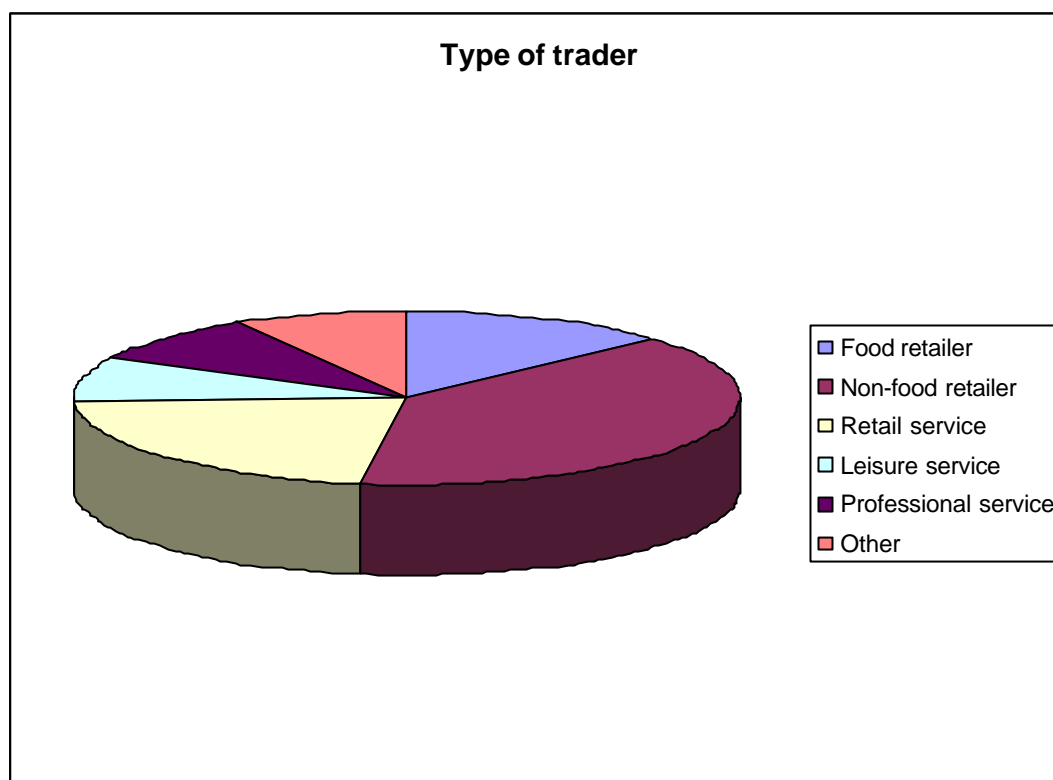
Questionnaires Distributed:	132	Responses:	27 (20%)
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1a. How long, approximately, has the business traded in Golborne?



Under six months	0	(0.0%)
Under one year	0	(0.0%)
Under five years	4	(16.0%)
Under ten years	1	(4.0%)
Ten to twenty years	7	(28.0%)
Over twenty years	13	(52.0%)

1b. How would you describe your business?

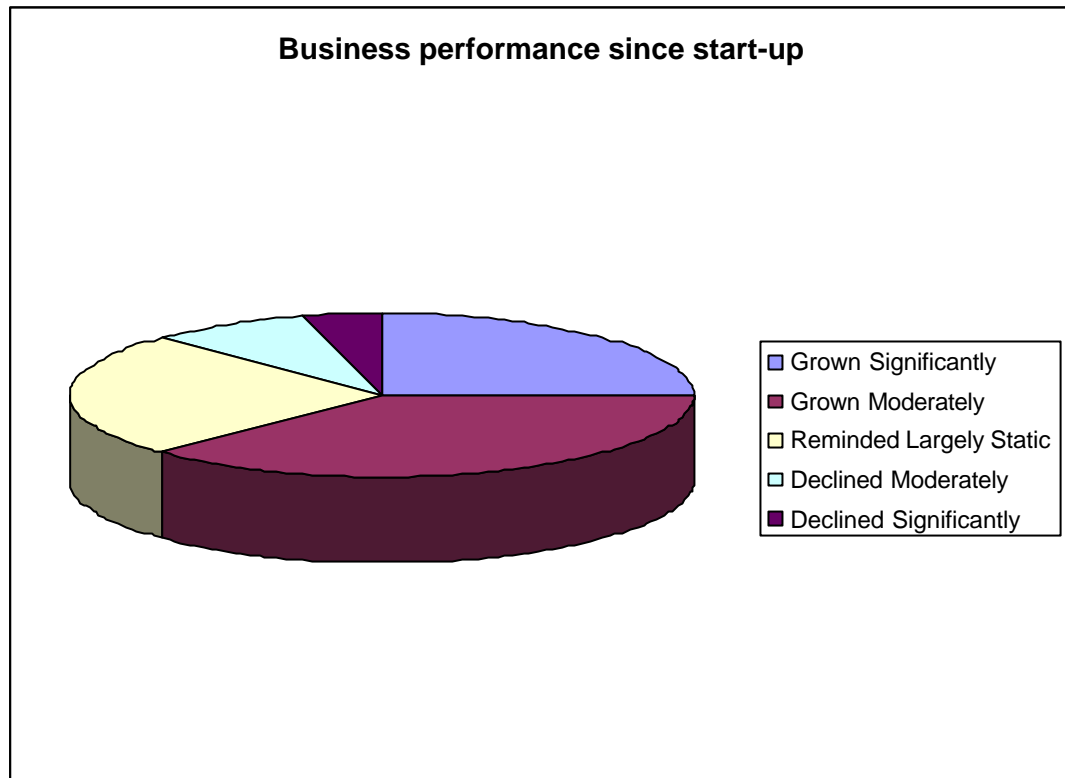


Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	3	(13.0%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	9	(39.1%)
Retail Service (e.g. hairdresser, opticians etc.)	5	(21.7%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	2	(8.7%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	2	(8.7%)
Other:		
• Couriers	1	(4.4%)
• Engineering	1	(4.4%)

1c. Has the business always operated from Golborne?

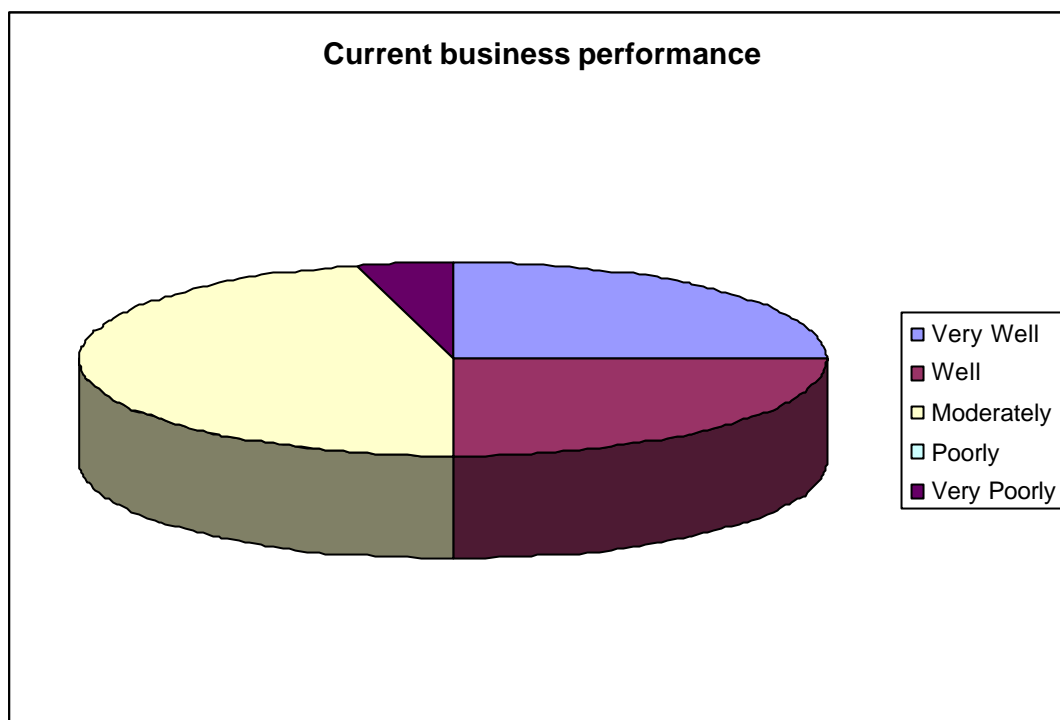
Yes	25	(100.0%)
No	0	(0.0%)

1d. During the time trading in the town, has the business?



Grown Significantly	6	(25.0%)
Grown Moderately	9	(37.5%)
Remained Largely Static	6	(25.0%)
Declined Moderately	2	(8.3%)
Declined Significantly	1	(4.2%)

1e. **How would you say that your business is faring?**



Very well	6	(25.0%)
Well	6	(25.0%)
Moderately	11	(45.8%)
Poorly	0	(0.0%)
Very Poorly	1	(4.2%)

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

Leased	11	(47.8%)
Owner Occupied	12	(52.2%)

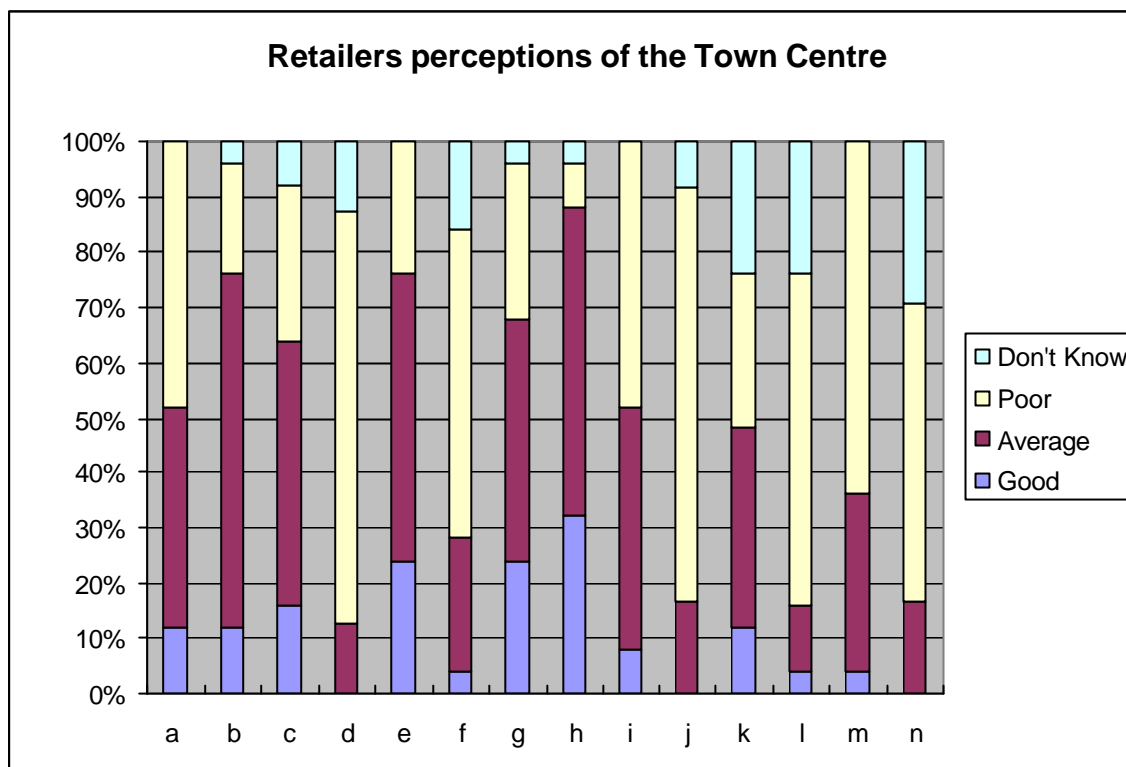
3. **How many staff does the business employ?**

Total Full-time	131	(25.0%)
Total Part-time	393	(75.0%)
Total Employees	524	

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

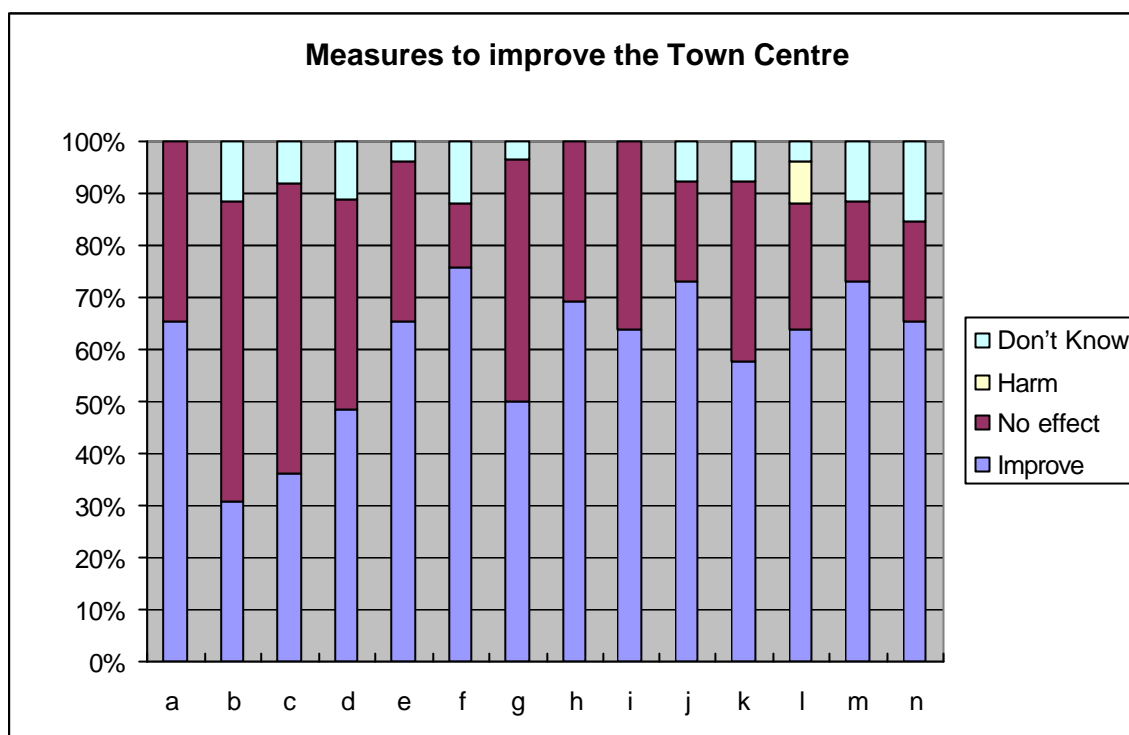
Local residents	18	(72.0%)
Other residents in the wider Wigan Borough area	5	(20.0%)
Office employees	1	(4.0%)
Tourist / Leisure Visitors	1	(4.0%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	7	21.2%	16	48.5%	10	30.3%	0	0.0%
b. Signposting around the centre	7	20.6%	19	55.9%	8	23.5%	0	0.0%
c. Public seating/ litter bins	7	20.0%	21	60.0%	6	17.1%	1	2.9%
d. Public toilets	0	0.0%	1	3.0%	26	78.8%	6	18.2%
e. Maintenance of pedestrianised areas	4	11.8%	23	67.6%	6	17.6%	1	2.9%
f. Town centre events/ activities	1	2.9%	11	32.4%	19	55.9%	3	8.8%
g. Quantity of parking spaces	10	29.4%	12	35.3%	11	32.4%	1	2.9%
h. Access by public transport	15	44.1%	12	35.3%	5	14.7%	2	5.9%
i. Traffic congestion	7	20.6%	16	47.1%	11	32.4%	0	0.0%
j. Town Centre police presence	1	2.9%	13	38.2%	17	50.0%	3	8.8%
k. Security/CCTV coverage	3	8.8%	14	41.2%	10	29.4%	7	20.6%
l. Marketing and promotion	0	0.0%	9	26.5%	21	61.8%	4	11.8%
m. Range of shops and services	4	12.1%	19	57.6%	10	30.3%	0	0.0%
n. Occupier consultation on town centre	2	5.9%	4	11.8%	19	55.9%	9	26.5%
o. The market	0	0.0%	0	0.0%	28	82.4%	6	17.6%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	17	65.4%	9	34.6%	0	0.0%	0	0.0%
b. Better signposting around the centre	8	30.8%	15	57.7%	0	0.0%	3	11.5%
c. More public seating/ litter bins	9	36.0%	14	56.0%	0	0.0%	2	8.0%
d. More public toilets	13	48.1%	11	40.7%	0	0.0%	3	11.1%
e. Maintenance of pedestrianised areas	17	65.4%	8	30.8%	0	0.0%	1	3.8%
f. Town centre events/ activities	19	76.0%	3	12.0%	0	0.0%	3	12.0%
g. Quantity of parking spaces	14	50.0%	13	46.4%	0	0.0%	1	3.6%
h. Public transport improvements	18	69.2%	8	30.8%	0	0.0%	0	0.0%
i. Reduced traffic congestion	16	64.0%	9	36.0%	0	0.0%	0	0.0%
j. Greater town centre police presence	19	73.1%	5	19.2%	0	0.0%	2	7.7%
k. Greater town centre CCTV coverage	15	57.7%	9	34.6%	0	0.0%	2	7.7%
l. Town Centre wardens	16	64.0%	6	24.0%	2	8.0%	1	4.0%
m. More marketing and promotion	19	73.1%	4	15.4%	0	0.0%	3	11.5%
n. Greater occupier involvement in centre	17	65.4%	5	19.2%	0	0.0%	4	15.4%

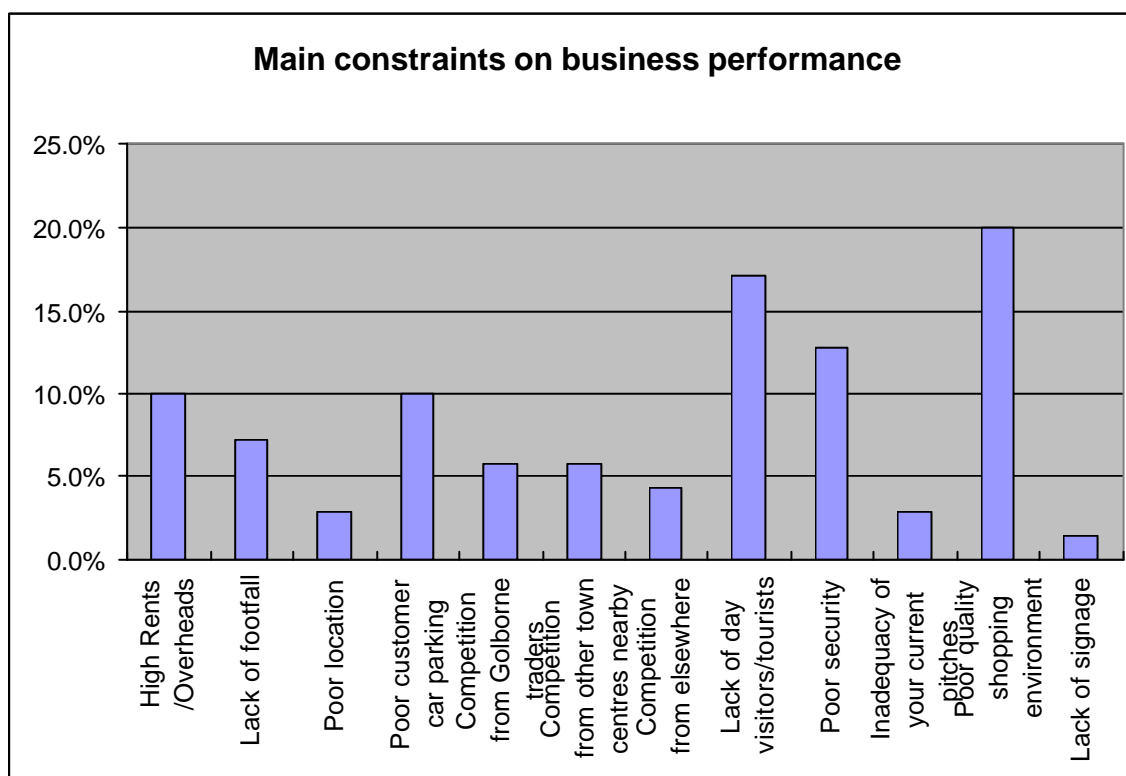
7. **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	9	(37.5%)
Too many non-retail uses	9	(37.5%)
Not enough non retail uses	6	(25.0%)

Please specify

- Too many fast food units 1
- Need more parking 1
- Not enough retail shops 1
- Too many vacancies 1

8. **What, if anything, do you consider is constraining the trading performance of the Business?**



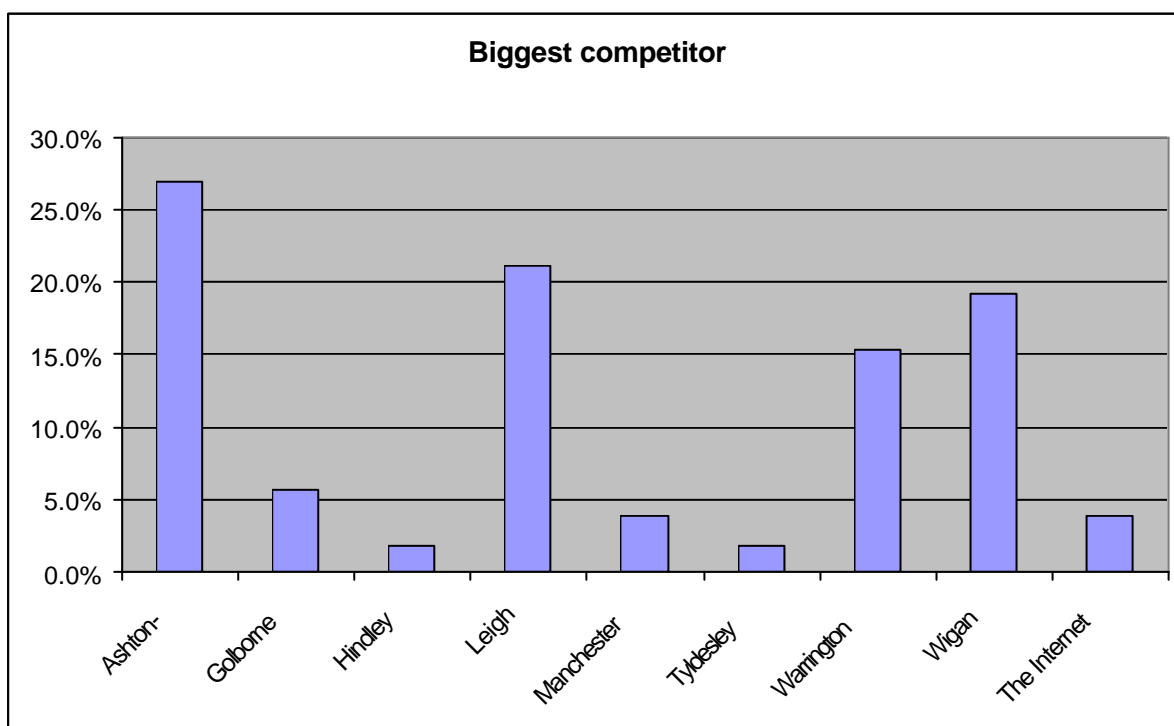
High Rents /Overheads	7	(10.0%)
Lack of footfall outside your premises	5	(7.1%)
Poor location of your premises (e.g. not prime pitch)	2	(2.9%)
Inadequate customer car parking	7	(10.0%)
Competition from other traders in the town centre	4	(5.7%)

Competition from other town centres in nearby	4	(5.7%)
Competition from elsewhere	3	(4.3%)
Lack of day visitors/tourists to the town	12	(17.1%)
Poor security	9	(12.9%)
The inadequacy of your current premises	2	(2.9%)
Poor quality of town centre shopping environment	14	(20.0%)
Lack of signage	1	(1.4%)

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

No	16	(38.0%)
Yes, close	1	(10.0%)
Yes, relocate in town centre	2	(2.0%)
Yes, relocate out-of-centre	2	(4.0%)
Yes, extend floorspace	2	(12.0%)
Yes, reduce floorspace	0	(8.0%)
Yes, refurbish existing floorspace	5	(24.0%)

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



Ashton-in-Makerfield	14	(32.6%)
Golborne (other retailers)	3	(7.0%)

Hindley	1	(2.3%)
Leigh	11	(25.6%)
Manchester	2	(4.7%)
Tyldesley	1	(2.3%)
Warrington	8	(18.6%)
Wigan	10	(23.3%)
The Internet	2	(4.7%)

If you have any further comments in regard to the town centre then please feel free to express you views below.

- Poor security/ need CCTV/ more police 3
- Convert vacancies back into retail shops 2
- Need more retail shops 1
- Improve security of car parks 1
- Need more facilities for teenagers in the evenings 1
- More on-street parking 1
- More leisure facilities e.g. swimming baths, cinema 1
- Can't compete with supermarkets 1
- Bring back market and railway station 1
- Grants for improving shops fronts 1
- New bollards have caused traffic congestion 1
- Need to attract more specialised shops 1



Hindley
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Councils emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

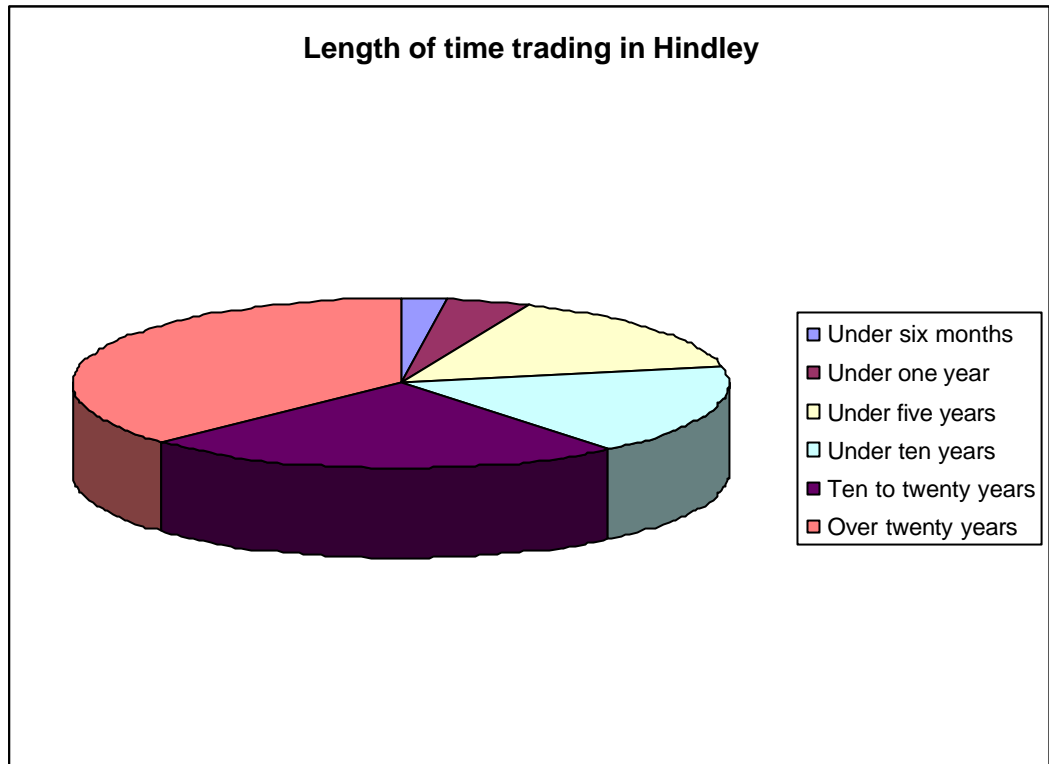
All responses will be treated in the strictest confidence, and no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its redevelopment and planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

If you have any queries on the questionnaire or its purpose, please do not hesitate to call Thomas Duncan at WYG Planning on 0161 874 8789. Would you please return the questionnaire to the Town Centre Management team in the freepost envelope attached by Friday 17th February 2007.

Thank you for your co-operation.

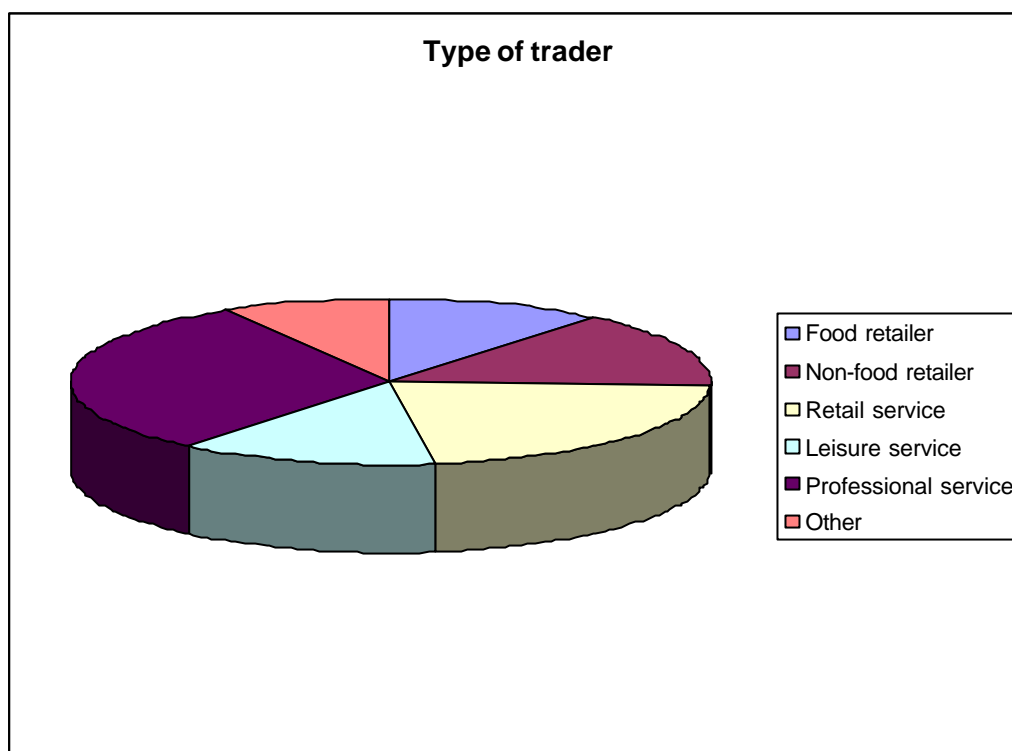
Questionnaires Distributed:	137	Responses:	47 (34%)
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1a. How long, approximately, has the business traded in Hindley?



Under six months	1	(2.2%)
Under one year	2	(4.3%)
Under five years	7	(15.2%)
Under ten years	8	(17.4%)
Ten to twenty years	11	(23.9%)
Over twenty years	17	(37.0%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	5	(10.9%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	7	(15.2%)
Retail Service (e.g. hairdresser, opticians etc.)	10	(21.7%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	6	(13.0%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	14	(30.4%)

Other

• Library	1	(2.2%)
• Education	1	(2.2%)
• Builders merchants	1	(2.2%)
• Gymnastics club	1	(2.2%)

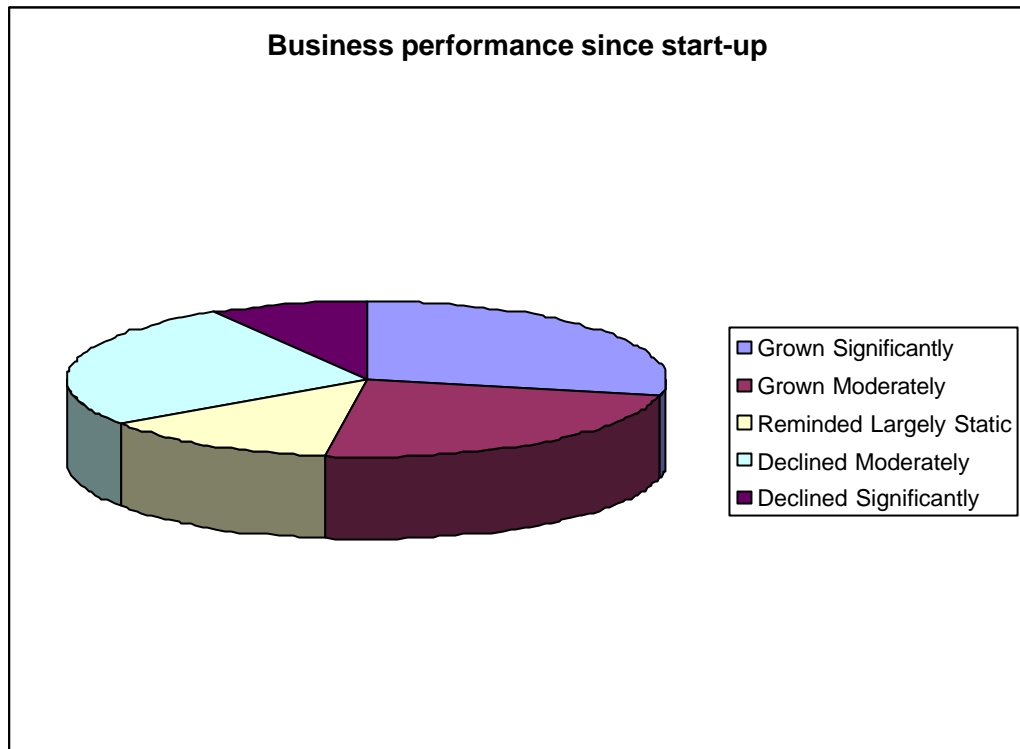
1c. Has the business always operated from Hindley?

Yes	39	(88.6%)
No	5	(11.4%)

If no, where did you relocate from?

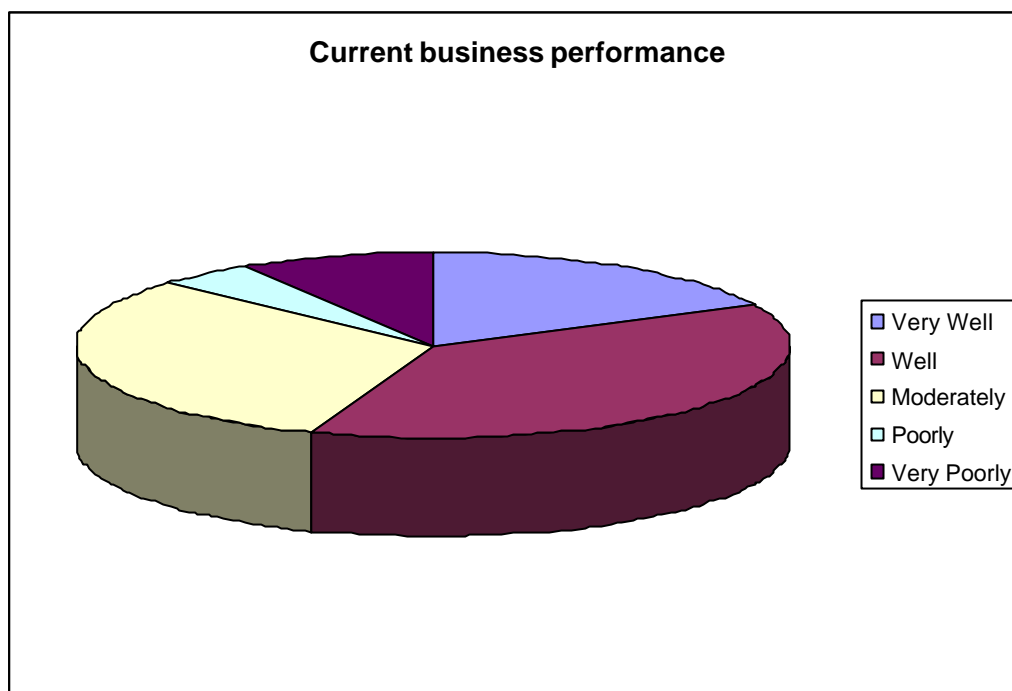
• Wigan	2
• Salford	1
• Manchester	1
• Orrell	1

1d. During the time trading in the town, has the business?



Grown Significantly	13	(28.3%)
Grown Moderately	11	(23.9%)
Remained Largely Static	6	(13.0%)
Declined Moderately	12	(26.1%)
Declined Significantly	4	(8.7%)

1e. **How would you say that your business is faring?**



Very well	8	(17.8%)
Well	17	(37.8%)
Moderately	14	(31.1%)
Poorly	2	(4.4%)
Very Poorly	4	(8.9%)

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

Leased	16	(37.2%)
Owner Occupied	27	(62.8%)

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

Total Employees	294
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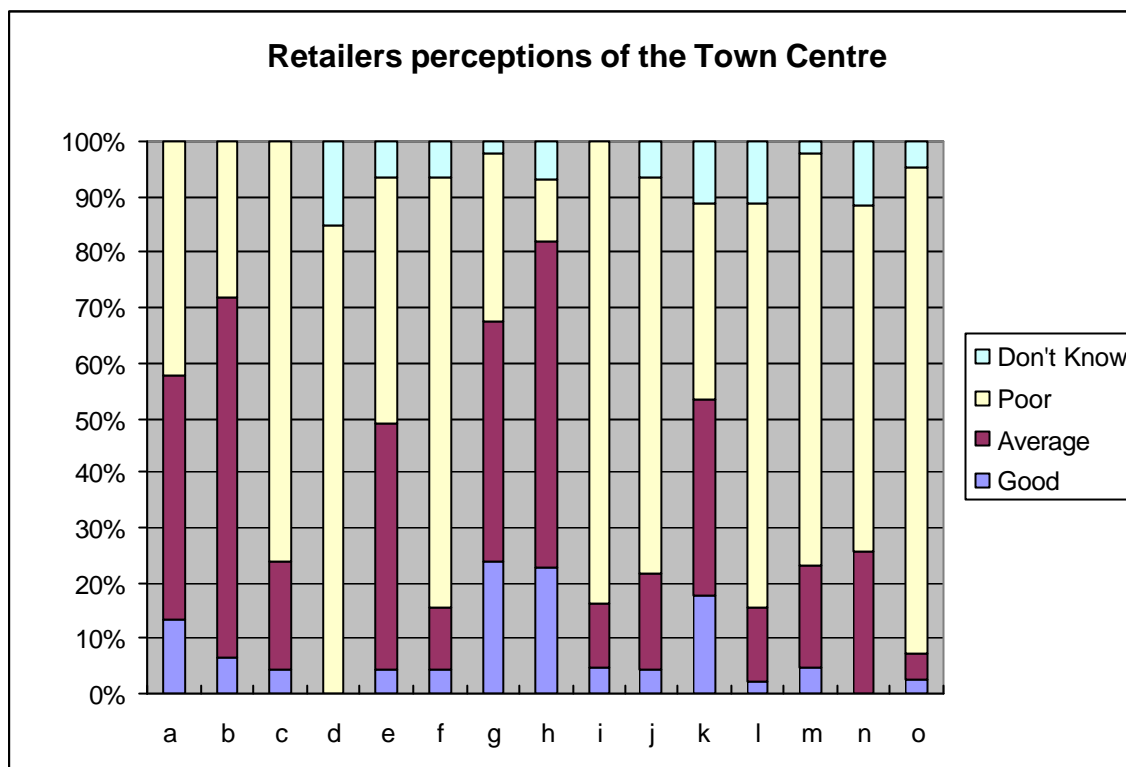
4. **Which type of customers does your business rely on primarily?**

Local residents	36	(66.7%)
Other residents in the wider Wigan Borough area	13	(24.1%)
Office employees	3	(5.6%)
Tourist / Leisure Visitors	1	(1.9%)

Other:

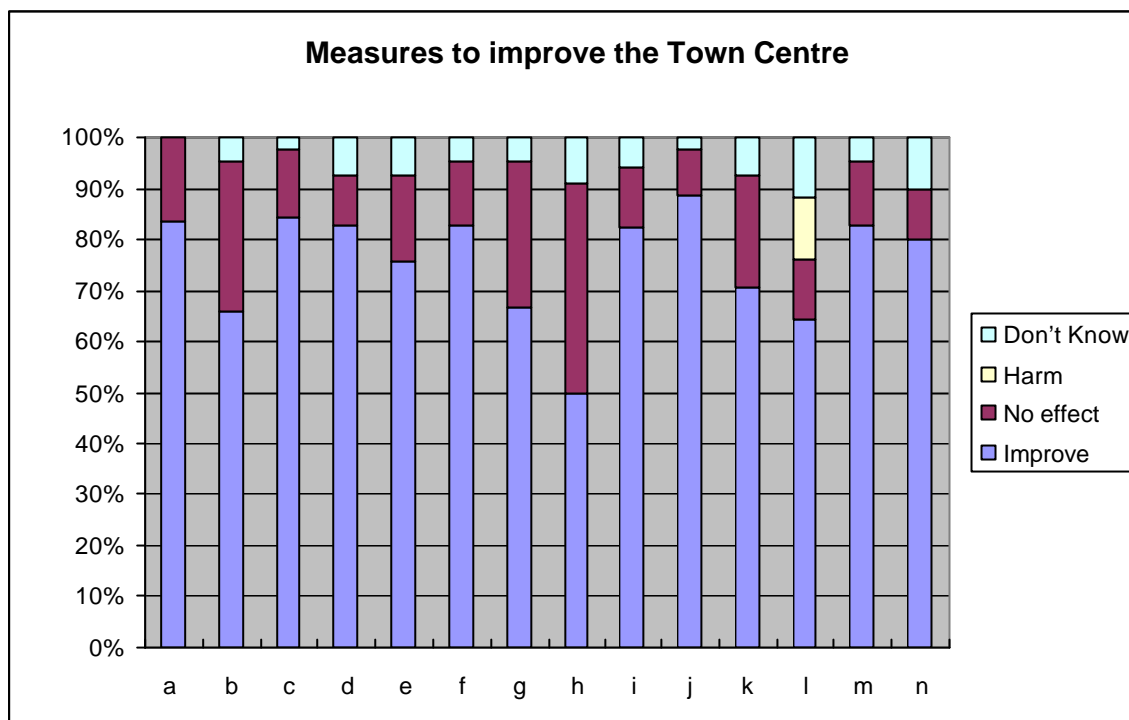
- Local business 1 (1.9%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	6	13.3%	20	44.4%	19	42.2%	0	0.0%
b. Signposting around the centre	3	6.5%	30	65.2%	13	28.3%	0	0.0%
c. Public seating/ litter bins	2	4.3%	9	19.6%	35	76.1%	0	0.0%
d. Public toilets	0	0.0%	0	0.0%	39	84.8%	7	15.2%
e. Maintenance of pedestrianised areas	2	4.4%	20	44.4%	20	44.4%	3	6.7%
f. Town centre events/ activities	2	4.4%	5	11.1%	35	77.8%	3	6.7%
g. Quantity of parking spaces	11	23.9%	20	43.5%	14	30.4%	1	2.2%
h. Access by public transport	10	22.7%	26	59.1%	5	11.4%	3	6.8%
i. Traffic congestion	2	4.7%	5	11.6%	36	83.7%	0	0.0%
j. Town Centre police presence	2	4.3%	8	17.4%	33	71.7%	3	6.5%
k. Security/CCTV coverage	8	17.8%	16	35.6%	16	35.6%	5	11.1%
l. Marketing and promotion	1	2.2%	6	13.3%	33	73.3%	5	11.1%
m. Range of shops and services	2	4.7%	8	18.6%	32	74.4%	1	2.3%
n. Occupier consultation on town centre	0	0.0%	11	25.6%	27	62.8%	5	11.6%
o. The market	1	2.4%	2	4.8%	37	88.1%	2	4.8%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	36	83.7%	7	16.3%	0	0.0%	0	0.0%
b. Better signposting around the centre	27	65.9%	12	29.3%	0	0.0%	2	4.9%
c. More public seating/ litter bins	38	84.4%	6	13.3%	0	0.0%	1	2.2%
d. More public toilets	34	82.9%	4	9.8%	0	0.0%	3	7.3%
e. Maintenance of pedestrianised areas	31	75.6%	7	17.1%	0	0.0%	3	7.3%
f. Town centre events/ activities	34	82.9%	5	12.2%	0	0.0%	2	4.9%
g. Quantity of parking spaces	28	66.7%	12	28.6%	0	0.0%	2	4.8%
h. Public transport improvements	22	50.0%	18	40.9%	0	0.0%	4	9.1%
i. Reduced traffic congestion	28	82.4%	4	11.8%	0	0.0%	2	5.9%
j. Greater town centre police presence	39	88.6%	4	9.1%	0	0.0%	1	2.3%
k. Greater town centre CCTV coverage	29	70.7%	9	22.0%	0	0.0%	3	7.3%
l. Town Centre wardens	27	64.3%	5	11.9%	5	11.9%	5	11.9%
m. More marketing and promotion	34	82.9%	5	12.2%	0	0.0%	2	4.9%
n. Greater occupier involvement in centre	32	80.0%	4	10.0%	0	0.0%	4	10.0%

o. Other:

- Spend money supporting small business e.g. grants 2
- Stop Tesco expanding 1
- Monitor types of shops opening 1
- Need to foster a sense of community by getting people involved in events 1
- Ban on groups of youths in the town centre 1

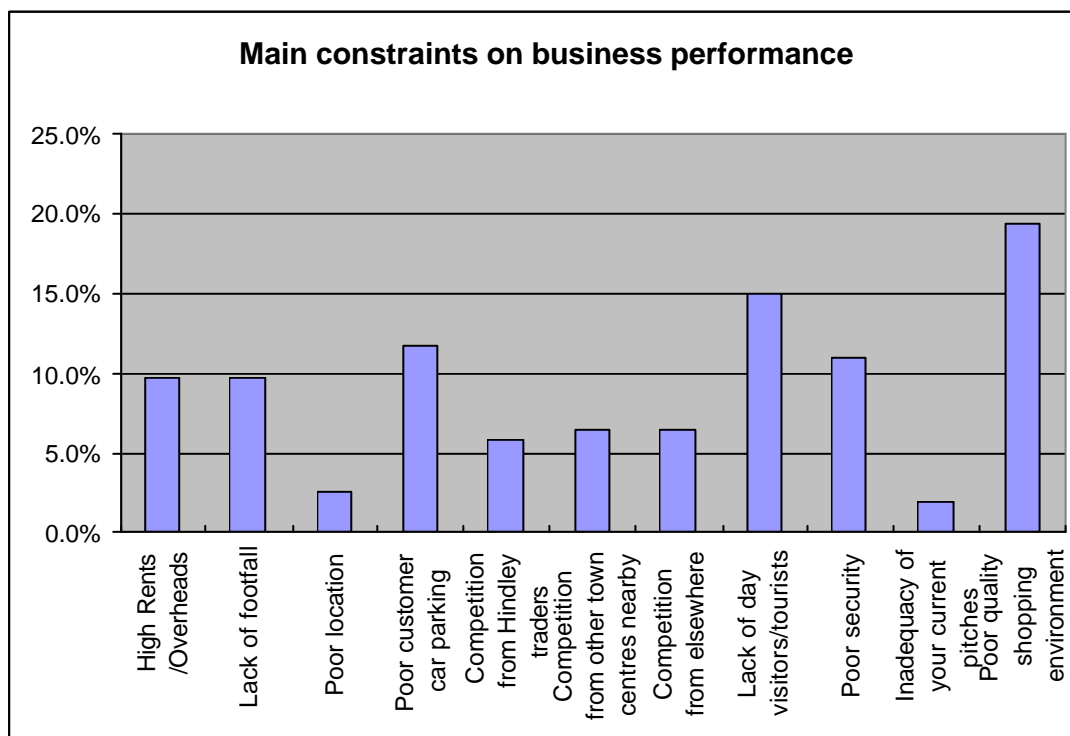
7. **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	15	(38.5%)
Too many non-retail uses	20	(51.3%)
Not enough non retail uses	4	(10.2%)

Please specify

- Too many take-away's 12
- Too many pubs 3
- Too many charity shops 2
- Too many hairdressers 1
- Too many specialised shops 1
- Too many derelict shops 1
- Poor mix of businesses 1
- Need bigger names in the town centre 1
- Poor choice of shops 1

8. **What, if anything, do you consider is constraining the trading performance of the Business?**



High Rents /Overheads	15	(9.7%)
Lack of footfall outside your premises	15	(9.7%)
Poor location of your premises (e.g. not prime pitch)	4	(2.6%)

Inadequate customer car parking	18	(11.7%)
Competition from other traders in the town centre	9	(5.8%)
Competition from other town centres in nearby	10	(6.5%)
Competition from elsewhere	10	(6.5%)
Lack of day visitors/tourists to the town	23	(14.9%)
Poor security	17	(11.0%)
The inadequacy of your current premises	3	(1.9%)
Poor quality of town centre shopping environment	30	(19.5%)

Other:

- Poor planning 1

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

No	21	(50.0%)
Yes, close	4	(9.5%)
Yes, relocate in town centre	1	(2.4%)
Yes, relocate out-of-centre	2	(4.8%)
Yes, extend floorspace	1	(2.4%)
Yes, reduce floorspace	1	(2.4%)
Yes, refurbish existing floorspace	12	(28.6%)
Yes, other	0	(0.0%)

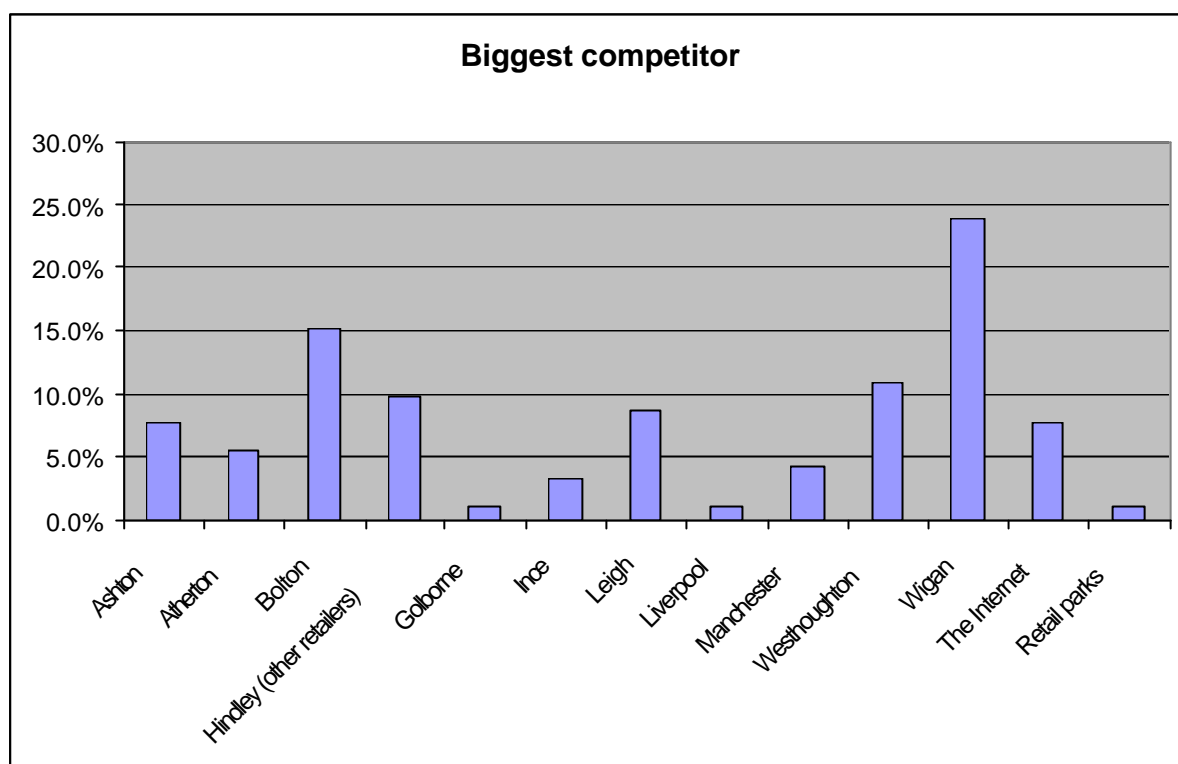
If you are relocating, where are you considering moving to?

- Manchester

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

- Poor footfall
- Area untidy

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



Ashton-in-Makerfield	7	(7.6%)
Atherton	5	(5.4%)
Bolton	14	(15.2%)
Hindley (other retailers)	9	(9.8%)
Golborne	1	(1.1%)
Ince-in- Makerfield	3	(3.3%)
Leigh	8	(8.7%)
Liverpool	1	(1.1%)
Manchester	4	(4.3%)
Westhoughtton	10	(10.9%)
Wigan	22	(23.9%)
The Internet	7	(7.6%)
Retail parks	1	(1.1%)

If you have any further comments in regard to the town centre then please feel free to express you views below.

- Poor police presence/ crime/ security 7
- Traffic congestion 6
- Too many / poor quality vacancies 5
- Town unattractive: nothing to draw people in 3
- Quality of shops needs improving 3

• Needs investment	3
• Tesco taking most of the general business from shops	2
• Pedestrian crossing needed on Bridge Street	2
• Poor market	1
• No signposts to Hindley from Wigan Town Centre	1
• Town centre run-down	1
• More help from the Council	1
• Litter	1
• Groups of youths in Hindley	1
• Bridge Street forgotten	1
• Worried about impact of proposed roundabout at Bridge Street/ Castle Hill	1
• Few visitors from out of town	1
• Poor parking	1
• Remove traffic calming measures	1
• Dog fouling a problem	1
• Bad communication with businesses on outskirts of town centre	1



Leigh
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Councils emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

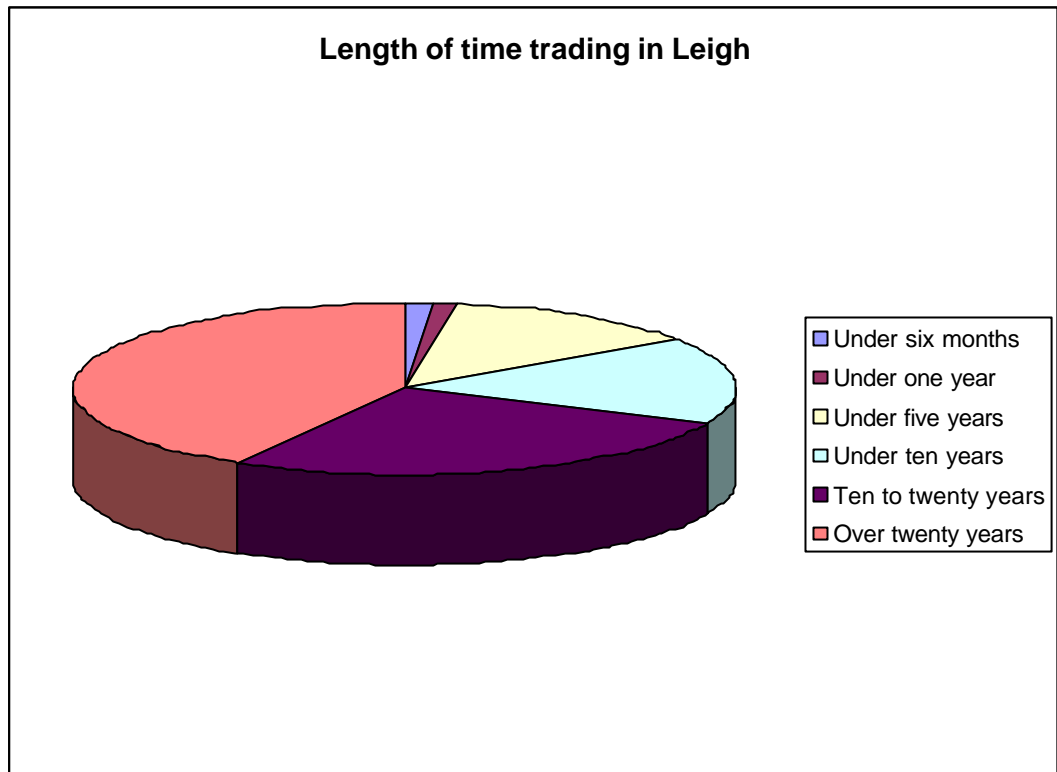
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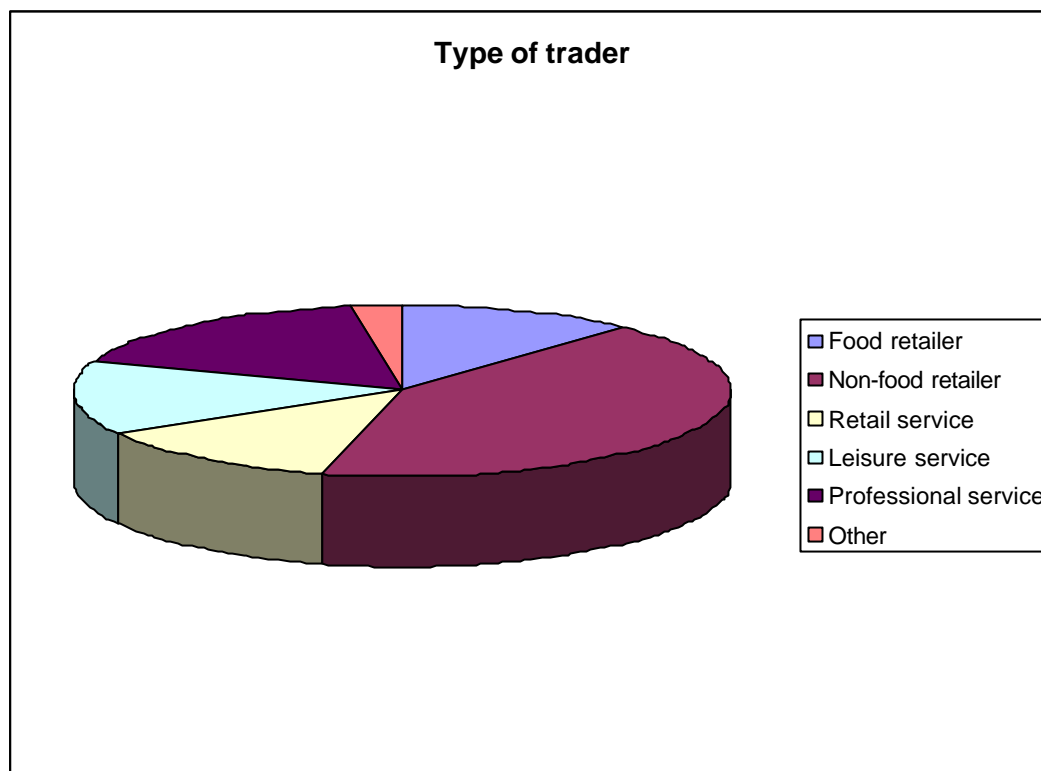
Questionnaires Distributed:	328	Responses:	81 (25%)
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1a. How long, approximately, has the business traded in Leigh?



Under six months	1	(1.2%)
Under one year	1	(1/2%)
Under five years	10	(12.7%)
Under ten years	13	(16.5%)
Ten to twenty years	21	(26.6%)
Over twenty years	33	(41.8%)

1b. How would you describe your business?

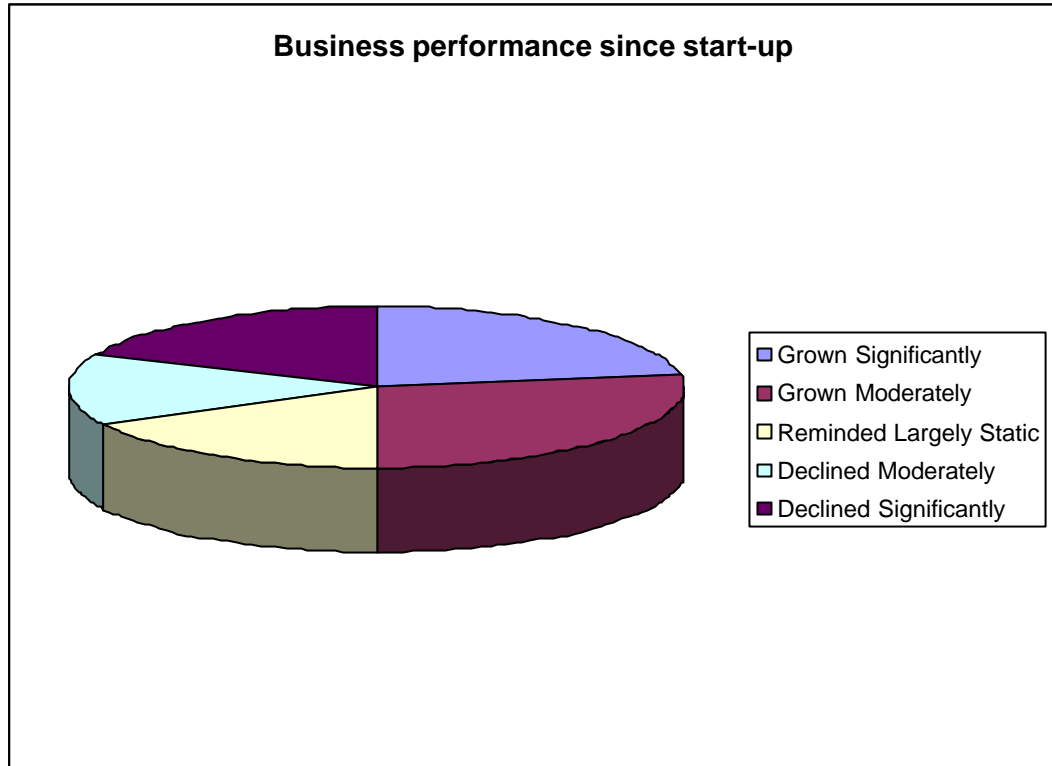


Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	9	(11.5%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	33	(42.3%)
Retail Service (e.g. hairdresser, opticians etc.)	10	(12.8%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	11	(14.1%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	13	(16.7%)
Other:		
Children's centre (information centre)	1	(1.3%)
College	1	(1.3%)

1c. Has the business always operated from Leigh?

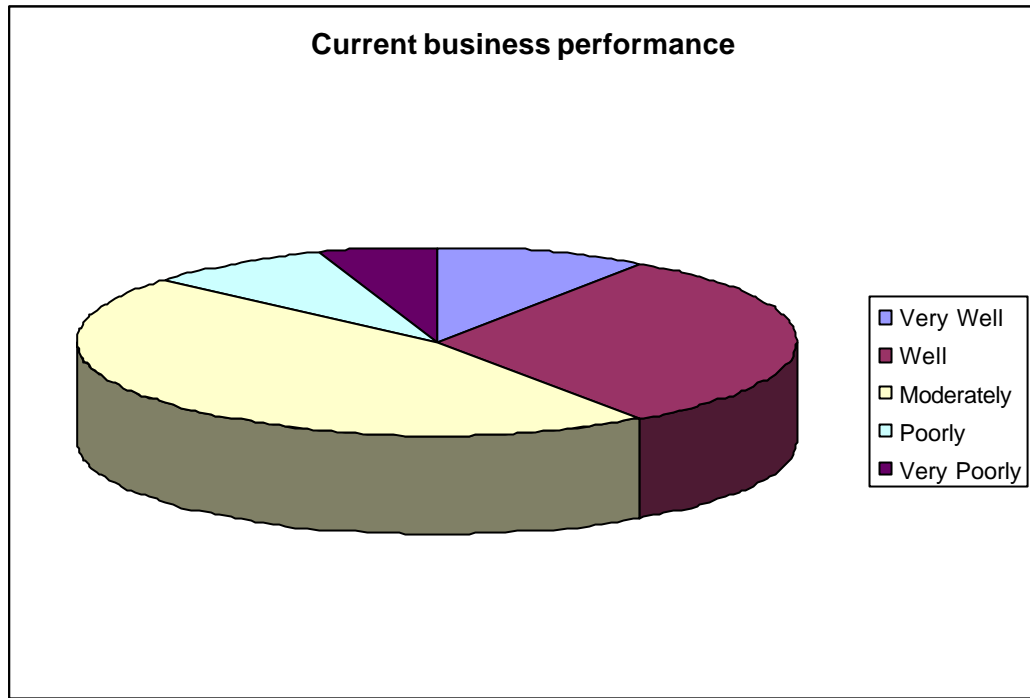
Yes	73	(98.6%)
No	1	(1.4%)

1d. During the time trading in the town, has the business?



Grown Significantly	17	(22.4%)
Grown Moderately	21	(27.6%)
Remained Largely Static	13	(17.1%)
Declined Moderately	11	(14.5%)
Declined Significantly	14	(18.4%)

1e. How would you say that your business is faring?



Very well	7	(9.5%)
Well	23	(31.1%)
Moderately	34	(45.9%)
Poorly	6	(8.1%)
Very Poorly	4	(5.4%)

2. Are the business premises leased or owner occupied?

Leased	53	(63.9%)
Owner Occupied	28	(33.7%)
No Answer	2	(2.4%)

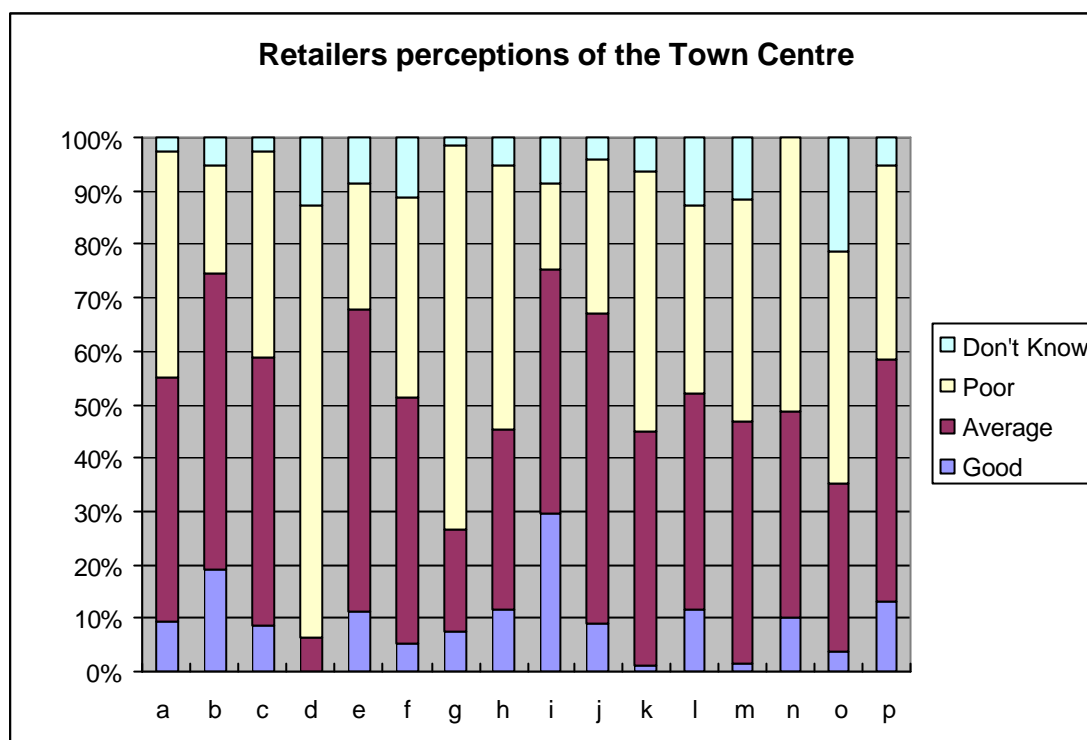
3. How many staff does the business employ?

Total Full-time	285	(42.3%)
Total Part-time	388	(57.7%)
Total Employees	673	

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

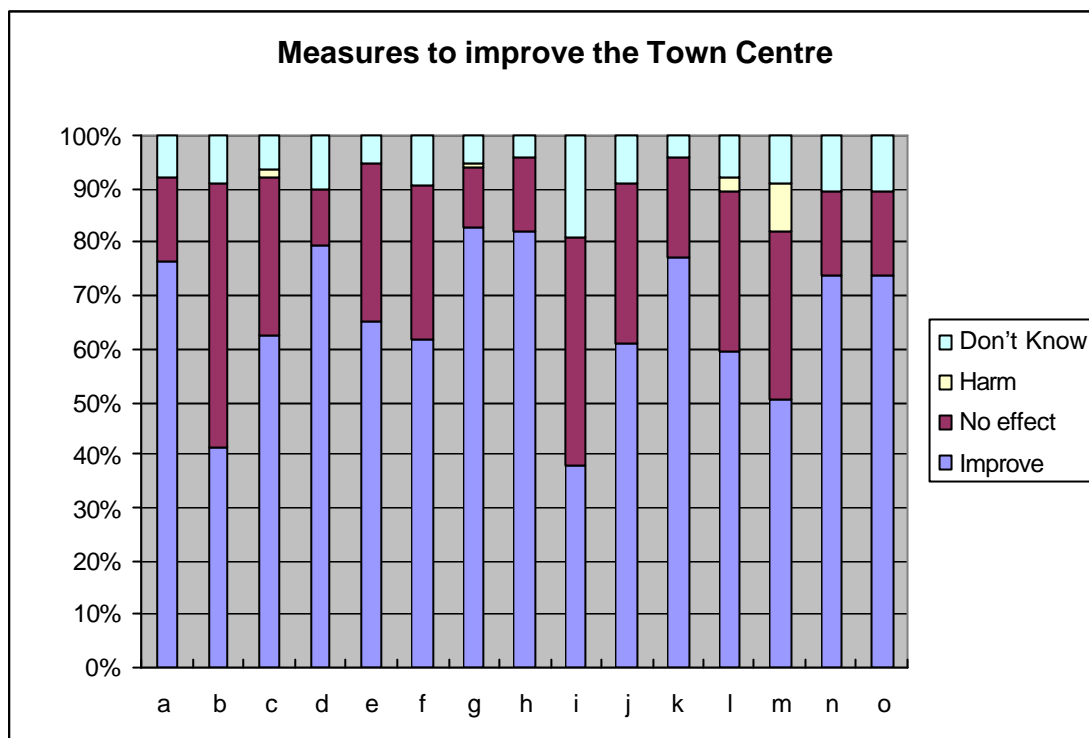
Local residents	65	(56.5%)
Other residents in the wider Wigan Borough area	30	(26.1%)
Office employees	18	(15.7%)
Tourist / Leisure Visitors	2	(1.7%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	7	9.2%	35	46.1%	32	42.1%	2	2.6%
b. Signposting around the centre	15	19.0%	44	55.7%	16	20.3%	4	5.1%
c. Public seating/ litter bins	7	8.8%	40	50.0%	31	38.8%	2	2.5%
d. Public toilets	0	0.0%	5	6.3%	65	81.3%	10	12.5%
e. Maintenance of pedestrianised areas	9	11.1%	46	56.8%	19	23.5%	7	8.6%
f. Town centre events/ activities	4	5.0%	37	46.3%	30	37.5%	9	11.3%
g. Quantity of parking spaces	6	7.6%	15	19.0%	57	72.2%	1	1.3%
h. Price of town centre parking	9	11.4%	27	34.2%	39	49.4%	4	5.1%
i. Access by public transport	24	29.6%	37	45.7%	13	16.0%	7	8.6%
j. Traffic congestion	7	8.9%	46	58.2%	23	29.1%	3	3.8%
k. Town Centre police presence	1	1.3%	35	43.8%	39	48.8%	5	6.3%
l. Security/CCTV coverage	9	11.4%	32	40.5%	28	35.4%	10	12.7%
m. Marketing and promotion	1	1.3%	36	45.6%	33	41.8%	9	11.4%
n. Range of shops and services	8	10.0%	31	38.8%	41	51.3%	0	0.0%
o. Occupier consultation on town centre	3	3.8%	25	31.3%	35	43.8%	17	21.3%
p. The market	10	13.0%	35	45.5%	28	36.4%	4	5.2%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	59	76.6%	12	15.6%	0	0.0%	6	7.8%
b. Better signposting around the centre	32	41.6%	38	49.4%	0	0.0%	7	9.1%
c. More public seating/ litter bins	48	62.3%	23	29.9%	1	1.3%	5	6.5%
d. More public toilets	62	79.5%	8	10.3%	0	0.0%	8	10.3%
e. Maintenance of pedestrianised areas	50	64.9%	23	29.9%	0	0.0%	4	5.2%
f. Town centre events/ activities	47	61.8%	22	28.9%	0	0.0%	7	9.2%
g. Quantity of parking spaces	66	82.5%	9	11.3%	1	1.3%	4	5.0%
h. Cheaper town centre parking	63	81.8%	11	14.3%	0	0.0%	3	3.9%
i. Public transport improvements	30	38.0%	34	43.0%	0	0.0%	15	19.0%
j. Reduced traffic congestion	47	61.0%	23	29.9%	0	0.0%	7	9.1%
k. Greater town centre police presence	61	77.2%	15	19.0%	0	0.0%	3	3.8%
l. Greater town centre CCTV coverage	46	59.7%	23	29.9%	2	2.6%	6	7.8%
m. Town Centre wardens	39	50.6%	24	31.2%	7	9.1%	7	9.1%
n. More marketing and promotion	56	73.7%	12	15.8%	0	0.0%	8	10.5%
o. Greater occupier involvement in centre	56	73.7%	12	15.8%	0	0.0%	8	10.5%

p. Other:

- More police 1
- Need cheaper rates/ rents 1
- More quality shops 1
- Fewer traffic wardens 1
- More public toilets 1

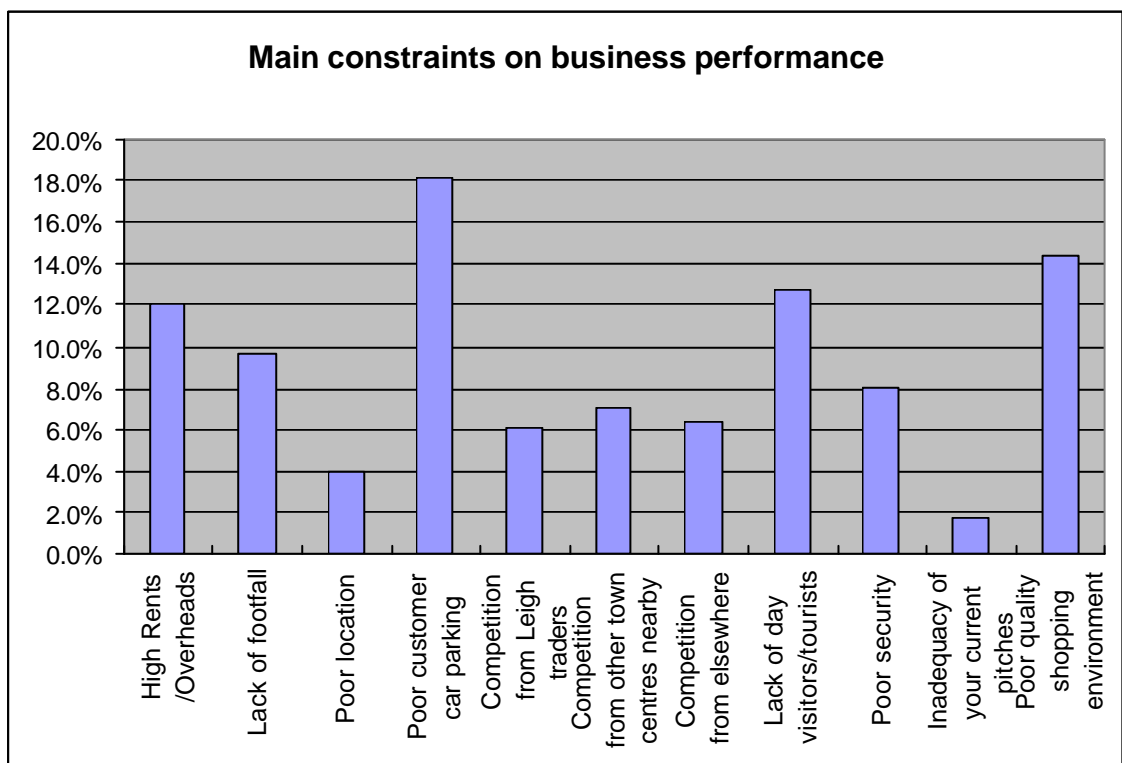
7. **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	24	(37.5%)
Too many non-retail uses	28	(43.8%)
Not enough non retail uses	12	(18.8%)

Other:

- Too may charity shops 2
- Too many take-away's 2
- Too many pound shops 1
- Need more individual shops 1
- Amusements 1
- Too many public houses/ cafes 1

8. **What, if anything, do you consider is constraining the trading performance of the Business?**



High Rents /Overheads	36	(12.0%)
Lack of footfall outside your premises	29	(9.7%)
Poor location of your premises (e.g. not prime pitch)	12	(4.0%)

Inadequate customer car parking	54	(18.1%)
Competition from other traders in the town centre	18	(6.0%)
Competition from other town centres in nearby	21	(7.0%)
Competition from elsewhere	19	(6.4%)
Lack of day visitors/tourists to the town	38	(12.7%)
Poor security	24	(8.0%)
The inadequacy of your current premises (e.g. size of configuration)	5	(1.7%)
Poor quality of town centre shopping environment	43	(14.4%)
Other:		
Need public toilets	1	
Need baby changing facilities	1	
Need a railway	1	

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

No	9	(22.5%)
Yes, close	0	(0%)
Yes, relocate in town centre	6	(15.0%)
Yes, relocate out-of-centre	3	(7.5%)
Yes, extend floorspace	6	(15.0%)
Yes, reduce floorspace	16	(40.0%)
Yes, refurbish existing floorspace		

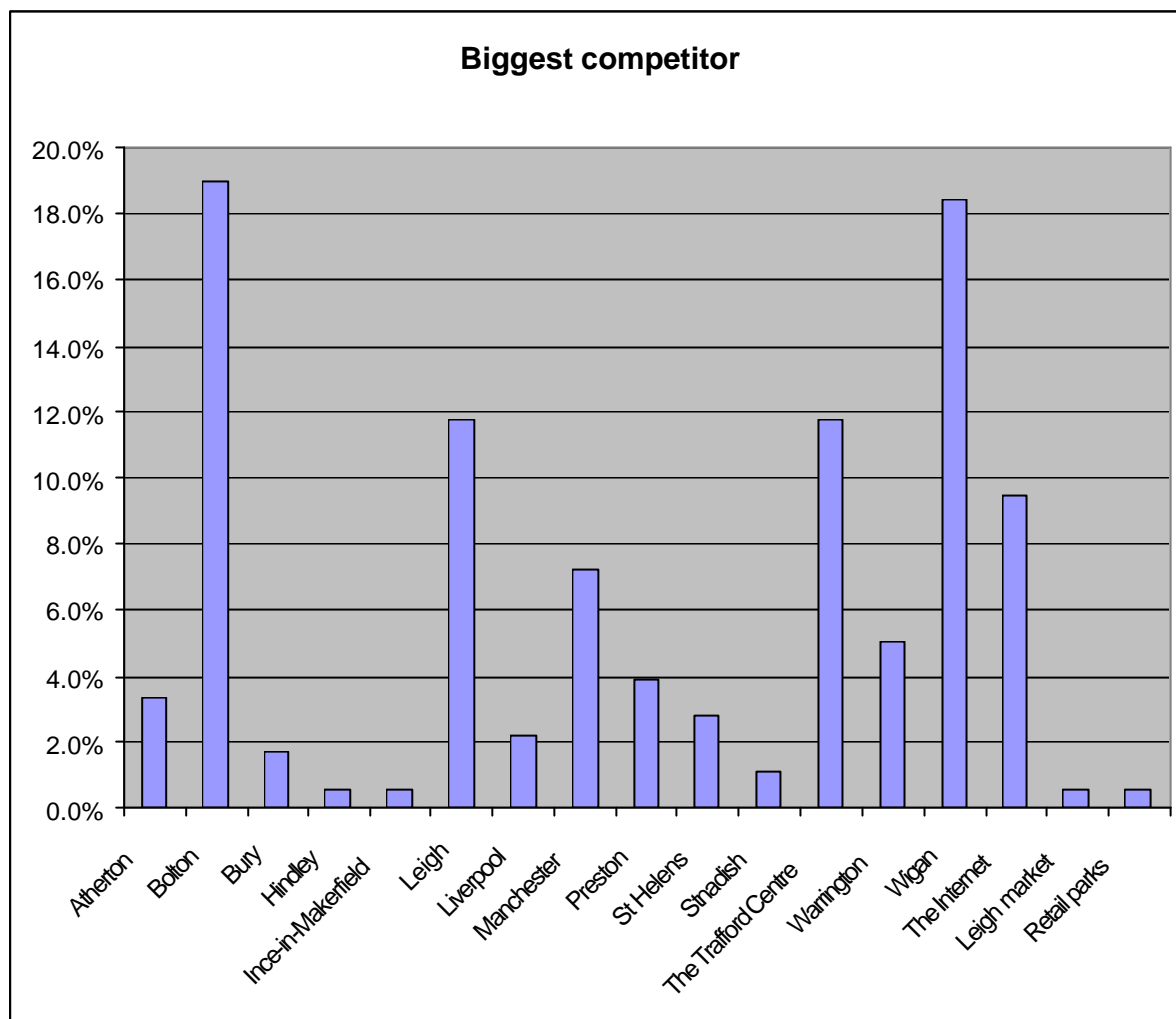
If you are relocating, where are you considering moving to?

- Away from Leigh 1
- Leigh 1
- Within 5-10 miles 1
- Derbyshire 1
- Altrincham 1

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

- Decline of trading in Leigh 1
- Lack of parking spaces 1
- High rates 1
- Personal 1
- Not enough footfall 1
- More space 1

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



Atherton	6	(3.4%)
Bolton	34	(19.0%)
Bury	3	(1.7%)
Hindley	1	(0.6%)
Ince-in- Makerfield	1	(0.6%)
Leigh (other retailers)	21	(11.7%)
Liverpool	4	(2.2%)
Manchester	13	(7.3%)
Preston	7	(3.9%)
St Helens	5	(2.8%)
Standish	2	(1.1%)
The Trafford Centre	21	(11.7%)
Warrington	9	(5.0%)
Wigan	33	(18.4%)
The Internet	17	(9.5%)
Leigh Market	1	(0.6%)
Retail parks	1	(0.6%)

If you have any further comments in regard to the town centre then please feel free to express you views below:

- Too many traffic wardens 3
- Need public toilets 3
- More police are required 3
- Need more big name stores 2
- Not enough parking spaces 2
- Litter problem 1
- Too many similar shops 1
- Re-think old railway arches 1
- Vacant units should be filled 1
- Need cafes/ bars 1
- Regeneration should occur of Old Boulevard 1
- Better outdoor market 1
- Street lighting 1
- Drug addicts should not receive prescription drugs on High Street 1
- Free parking needed 1
- Need more lighting 1



Pemberton
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Councils emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

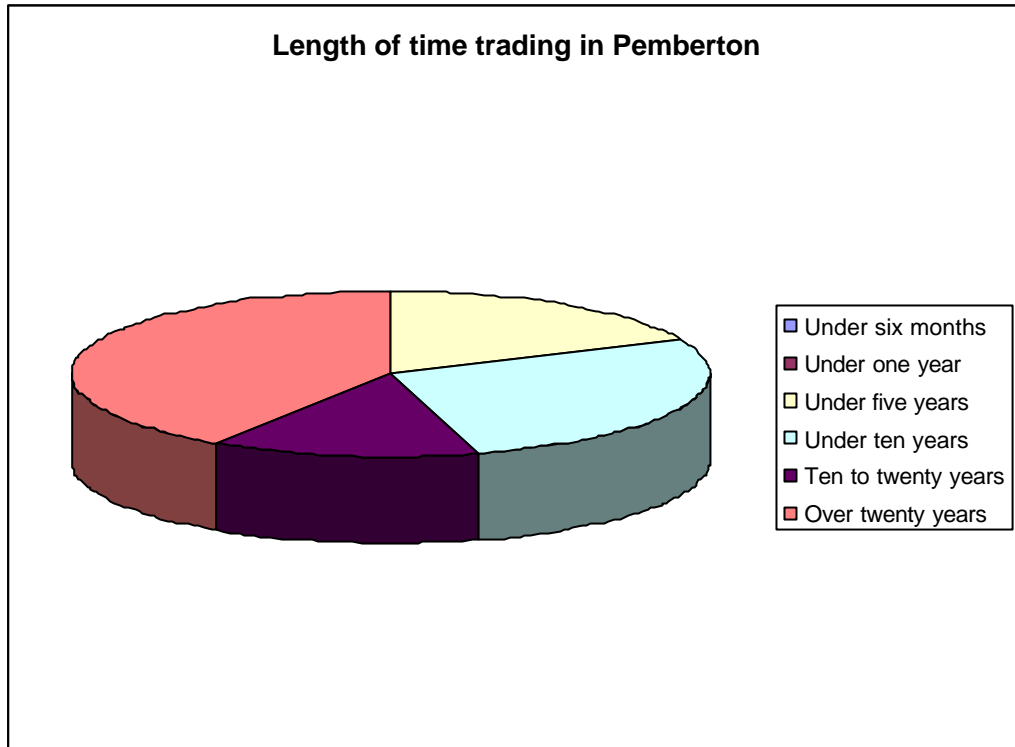
All responses will be treated in the strictest confidence, and no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its redevelopment and planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

If you have any queries on the questionnaire or its purpose, please do not hesitate to call Thomas Duncan at WYG Planning on 0161 874 8789. Would you please return the questionnaire to the Town Centre Management team in the freepost envelope attached by Friday 17th February 2007.

Thank you for your co-operation.

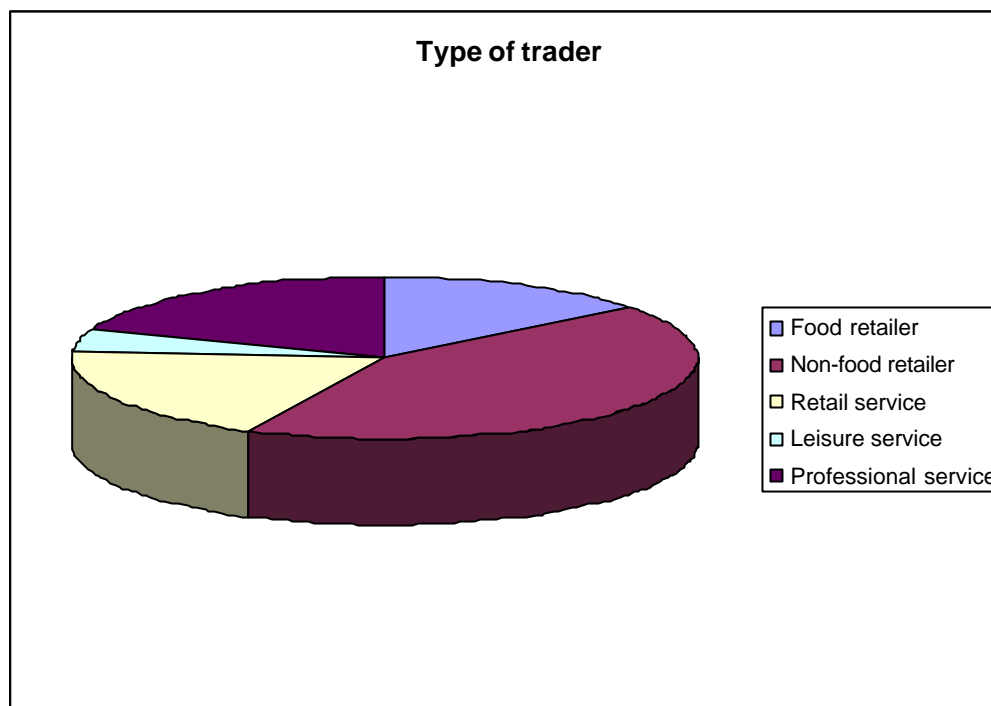
Questionnaires Distributed:	122	Responses:	23 (19%)
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1a. How long, approximately, has the business traded in Pemberton?



Under six months	0	(0.0%)
Under one year	0	(0.0%)
Under five years	4	(18.2%)
Under ten years	6	(27.3%)
Ten to twenty years	3	(13.6%)
Over twenty years	9	(41.0%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	3	(14.3%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	9	(42.9%)
Retail Service (e.g. hairdresser, opticians etc.)	4	(19.0%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	1	(4.8%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	4	(19.0%)

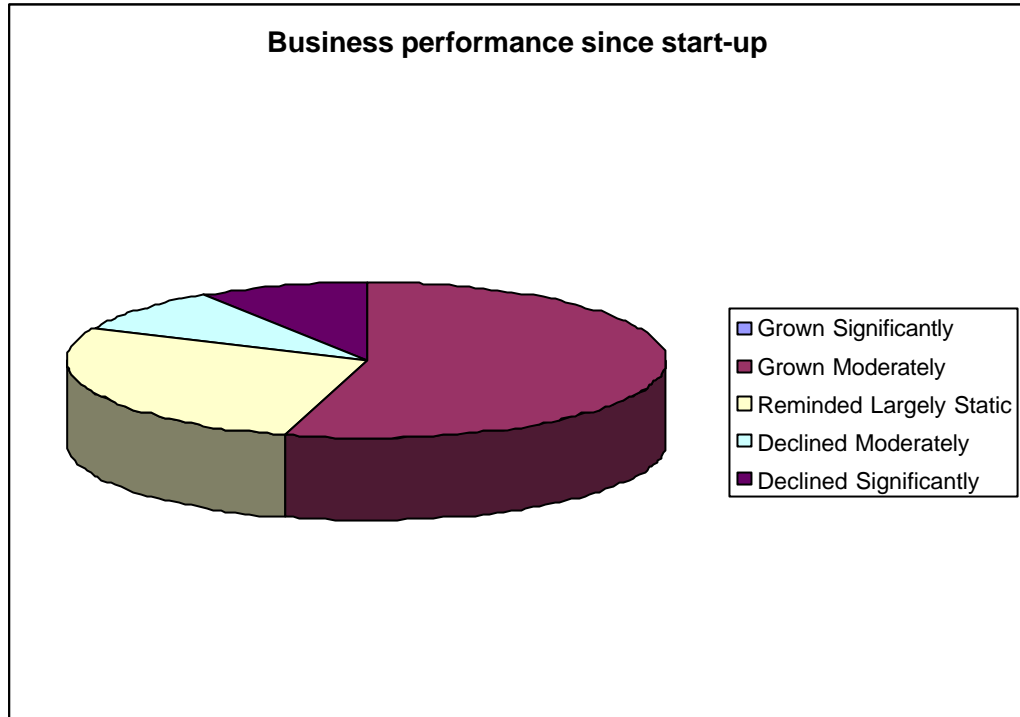
1c. Has the business always operated from Pemberton?

Yes	20	(90.9%)
No	2	(10.1%)

If no, where did you relocate from?

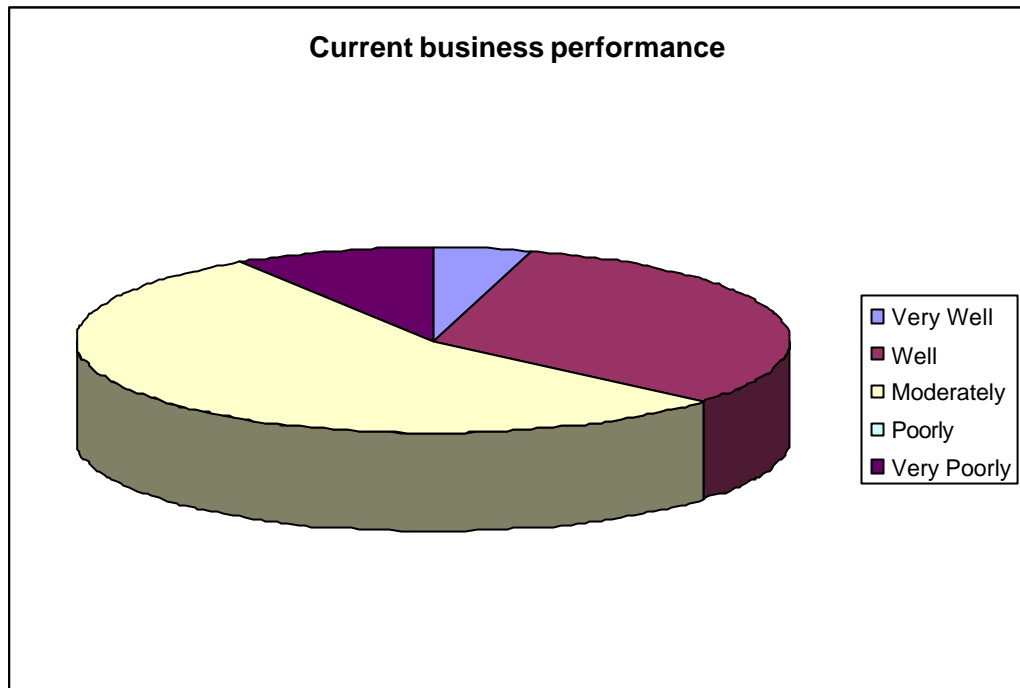
- Billinge 1
- Ashton-in-Makerfield 1

1d. During the time trading in the town, has the business?



Grown Significantly	0	(0.0%)
Grown Moderately	12	(54.5%)
Remained Largely Static	6	(27.3%)
Declined Moderately	2	(9.1%)
Declined Significantly	2	(9.1%)

1e. **How would you say that your business is faring?**



Very well	1	(4.5%)
Well	7	(31.8%)
Moderately	12	(54.5%)
Poorly	0	(0.0%)
Very Poorly	2	(9.1%)

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

Leased	14	(60.9%)
Owner Occupied	9	(39.1%)

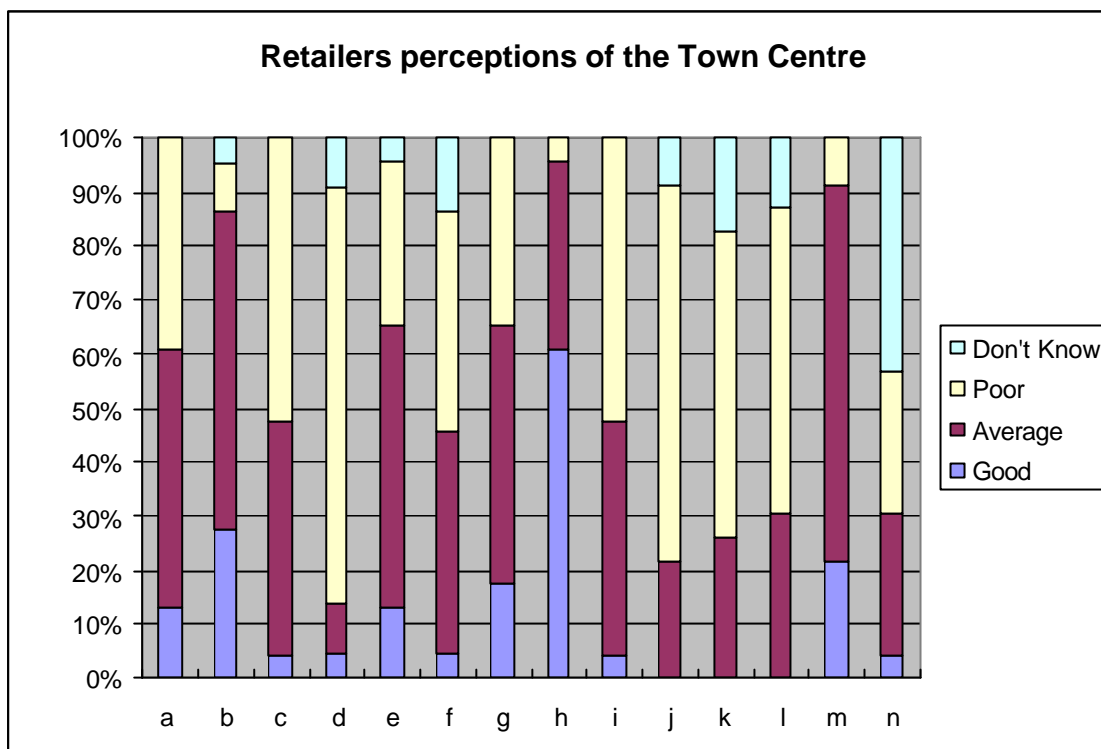
3. **How many staff does the business employ?**

Total Full-time	72	(41.6%)
Total Part-time	101	(58.4%)
Total Employees	173	

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

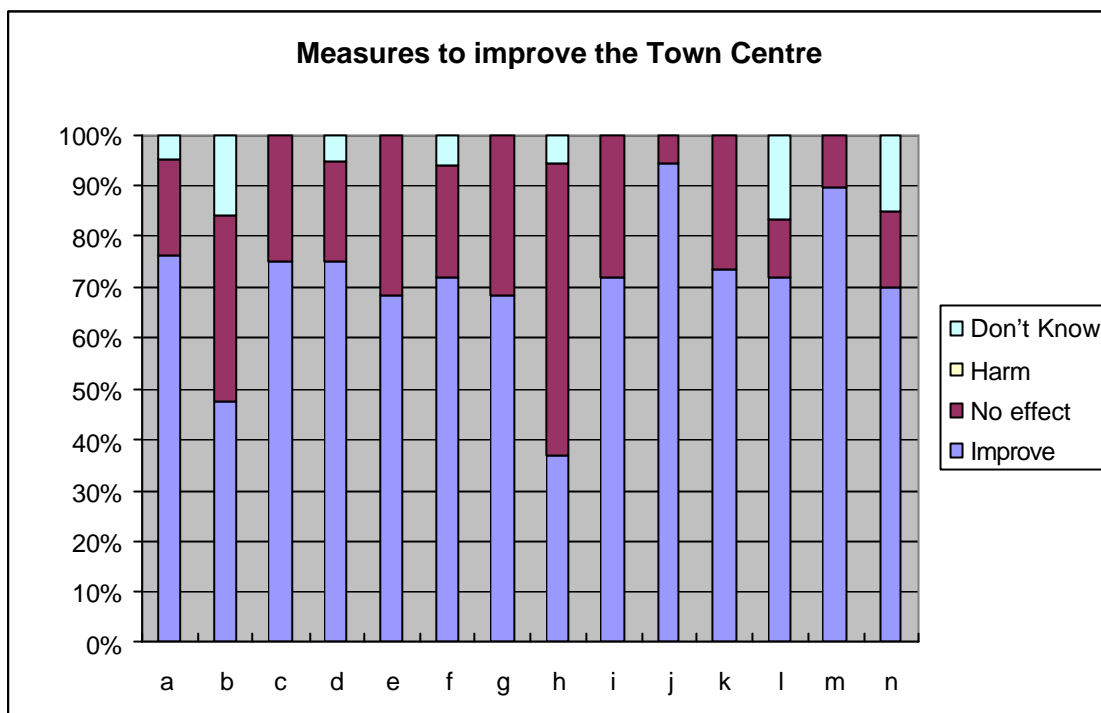
Local residents	17	(54.8%)
Other residents in the wider Wigan Borough area	8	(25.8%)
Office employees	1	(3.2%)
Tourist / Leisure Visitors	1	(3.2%)
Other:		
• Workmen/ construction	2	(6.5%)
• Commercial	1	(3.2%)
• Various outside Wigan	1	(3.2%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	3	13.0%	11	47.8%	9	39.1%	0	0.0%
b. Signposting around the centre	6	27.3%	13	59.1%	2	9.1%	1	4.5%
c. Public seating/ litter bins	1	4.3%	10	43.5%	12	52.2%	0	0.0%
d. Public toilets	1	4.5%	2	9.1%	17	77.3%	2	9.1%
e. Maintenance of pedestrianised areas	3	13.0%	12	52.2%	7	30.4%	1	4.3%
f. Town centre events/ activities	1	4.5%	9	40.9%	9	40.9%	3	13.6%
g. Quantity of parking spaces	4	17.4%	11	47.8%	8	34.8%	0	0.0%
h. Access by public transport	14	60.9%	8	34.8%	1	4.3%	0	0.0%
i. Traffic congestion	1	4.3%	10	43.5%	12	52.2%	0	0.0%
j. Town Centre police presence	0	0.0%	5	21.7%	16	69.6%	2	8.7%
k. Security/CCTV coverage	0	0.0%	6	26.1%	13	56.5%	4	17.4%
l. Marketing and promotion	0	0.0%	7	30.4%	13	56.5%	3	13.0%
m. Range of shops and services	5	21.7%	16	69.6%	2	8.7%	0	0.0%
n. Occupier consultation on town centre	1	4.3%	6	26.1%	6	26.1%	10	43.5%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	29	64.4%	14	31.1%	1	2.2%	1	2.2%
b. Better signposting around the centre	22	48.9%	19	42.2%	2	4.4%	2	4.4%
c. More public seating/ litter bins	28	63.6%	13	29.5%	1	2.3%	2	4.5%
d. More public toilets	32	71.1%	7	15.6%	2	4.4%	4	8.9%
e. Maintenance of pedestrianised areas	24	57.1%	16	38.1%	1	2.4%	1	2.4%
f. Town centre events/ activities	25	59.5%	12	28.6%	0	0.0%	5	11.9%
g. Quantity of parking spaces	41	93.2%	3	6.8%	0	0.0%	0	0.0%
h. Public transport improvements	15	35.7%	22	52.4%	1	2.4%	4	9.5%
i. Reduced traffic congestion	39	88.6%	4	9.1%	1	2.3%	0	0.0%
j. Greater town centre police presence	38	84.4%	4	8.9%	0	0.0%	3	6.7%
k. Greater town centre CCTV coverage	34	75.6%	8	17.8%	0	0.0%	3	6.7%
l. Town Centre wardens	24	57.1%	13	31.0%	2	4.8%	3	7.1%
m. More marketing and promotion	25	59.5%	15	35.7%	0	0.0%	2	4.8%
n. Greater occupier involvement in centre	20	46.5%	13	30.2%	0	0.0%	10	23.3%

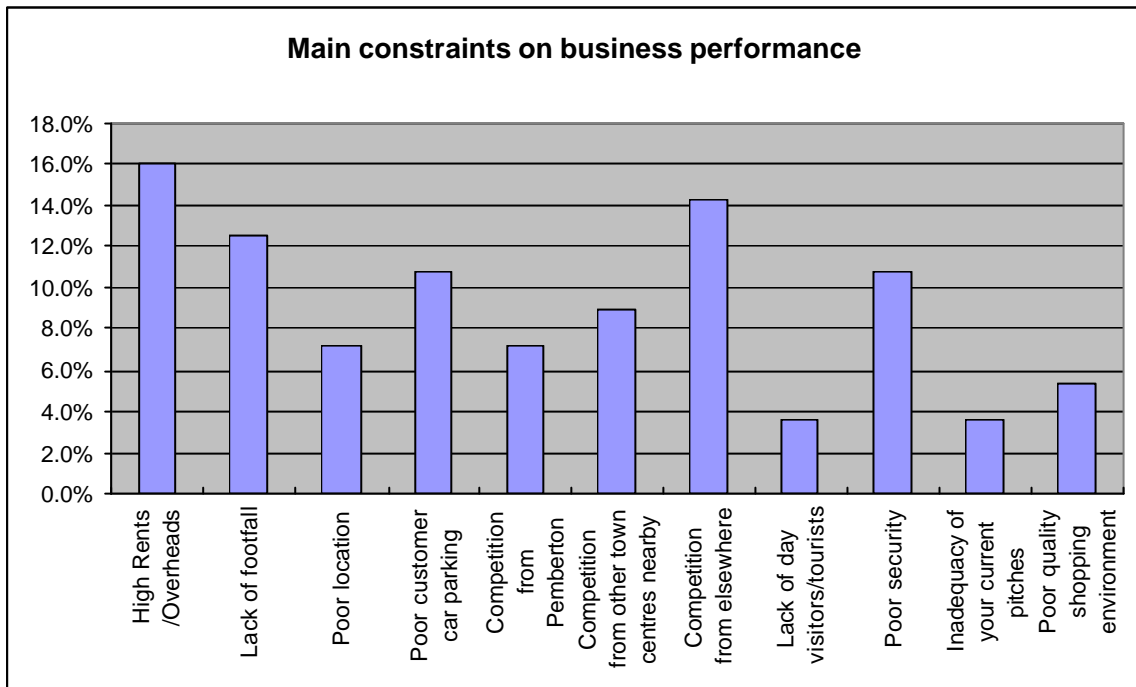
7. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	13	(65.0%)
Too many non-retail uses	5	(25.0%)
Not enough non retail uses	2	(10.0%)

Please specify

- Too many fast food units 2
- Need more shoe/ clothes shops 1
- Too many pubs/ nightspots 1
- Too many food shops 1
- Too few specialised outlets 1

8. What, if anything, do you consider is constraining the trading performance of the Business?



High Rents /Overheads	9	(16.1%)
Lack of footfall outside your premises	7	(12.5%)
Poor location of your premises (e.g. not prime pitch)	4	(7.1%)
Inadequate customer car parking	6	(10.7%)
Competition from other traders in the town centre	4	(7.1%)
Competition from other town centres in nearby	5	(8.9%)
Competition from elsewhere	8	(14.3%)
Lack of day visitors/tourists to the town	2	(3.5%)
Poor security	6	(10.7%)
The inadequacy of your current premises	2	(3.5%)
Poor quality of town centre shopping environment	3	(5.4%)

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

No	10	(41.7%)
Yes, close	1	(4.2%)
Yes, relocate in town centre	4	(16.7%)
Yes, relocate out-of-centre	3	(12.5%)
Yes, extend floorspace	1	(4.2%)
Yes, reduce floorspace	1	(4.2%)
Yes, refurbish existing floorspace	4	(16.7%)

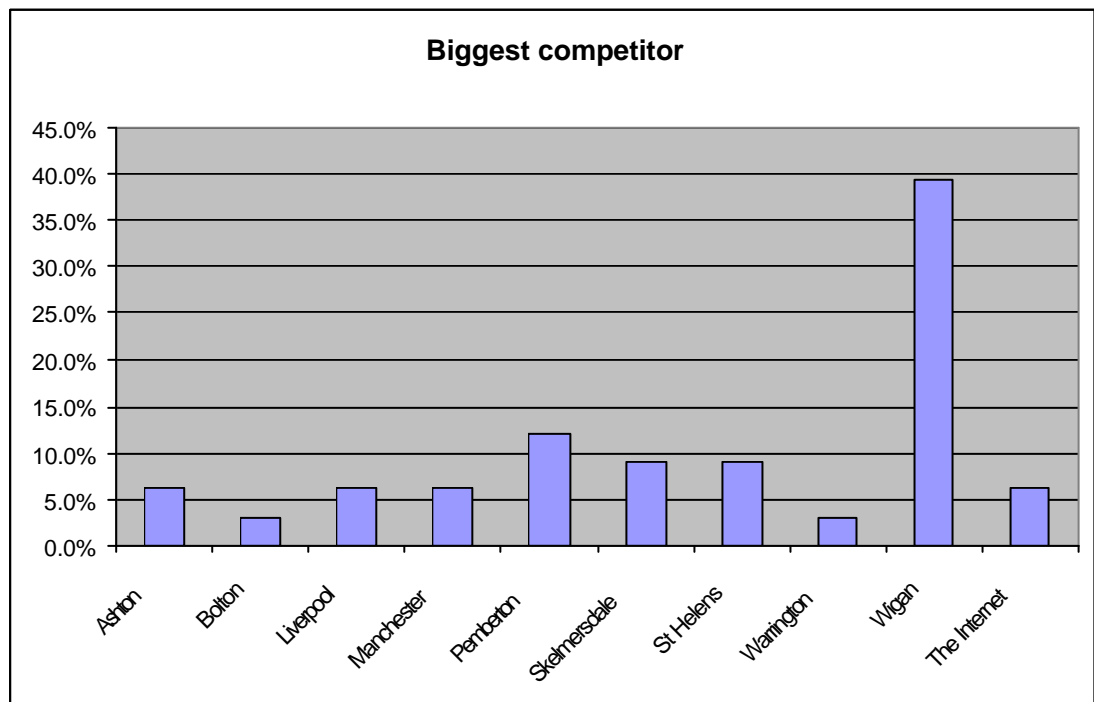
If you are relocating, where are you considering moving to?

• Into town centre	1
• Wigan area	1
• Standish/ Ashton	1

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

• High rent and Council Tax	1
• Lack of foot traffic	1
• Quality of building	1
• Need larger premises	1

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



Ashton-in-Makerfield	2	(6.1%)
Bolton	1	(3.0%)
Liverpool	2	(6.1%)
Manchester	2	(6.1%)
Pemberton (other retailers)	4	(12.1%)
Skelmersdale	3	(9.1%)
St Helens	3	(9.1%)
Warrington	1	(3.0%)
Wigan	13	(39.4%)
The Internet	2	(6.1%)

If you have any further comments in regard to the town centre then please feel free to express you views below.

- When will CCTV cameras be in stalled? 2
- Worried about impact of the Grand Arcades 2
- Concern over future of existing businesses when the new centre opens 1
- Local businesses are not consulted on local changes 1
- Need Local Authority investment 1
- Need to re-open public toilets 1
- Need greater police presence 1
- Rubbish and weeds in car parking area 1
- Quicker access to town centre 1



Standish
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Council's emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

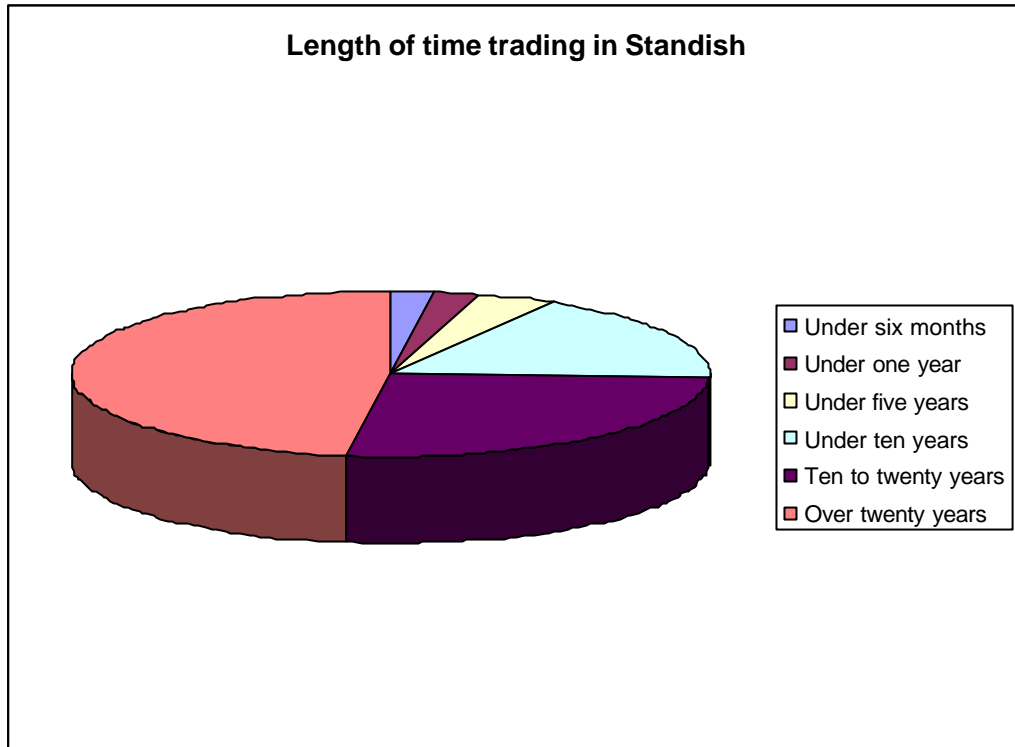
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If you have any queries on the questionnaire or its purpose, please do not hesitate to call Thomas Duncan at WYG Planning on 0161 874 8789. Would you please return the questionnaire to the Town Centre Management team in the freepost envelope attached by Friday 17th February 2007.

Thank you for your co-operation.

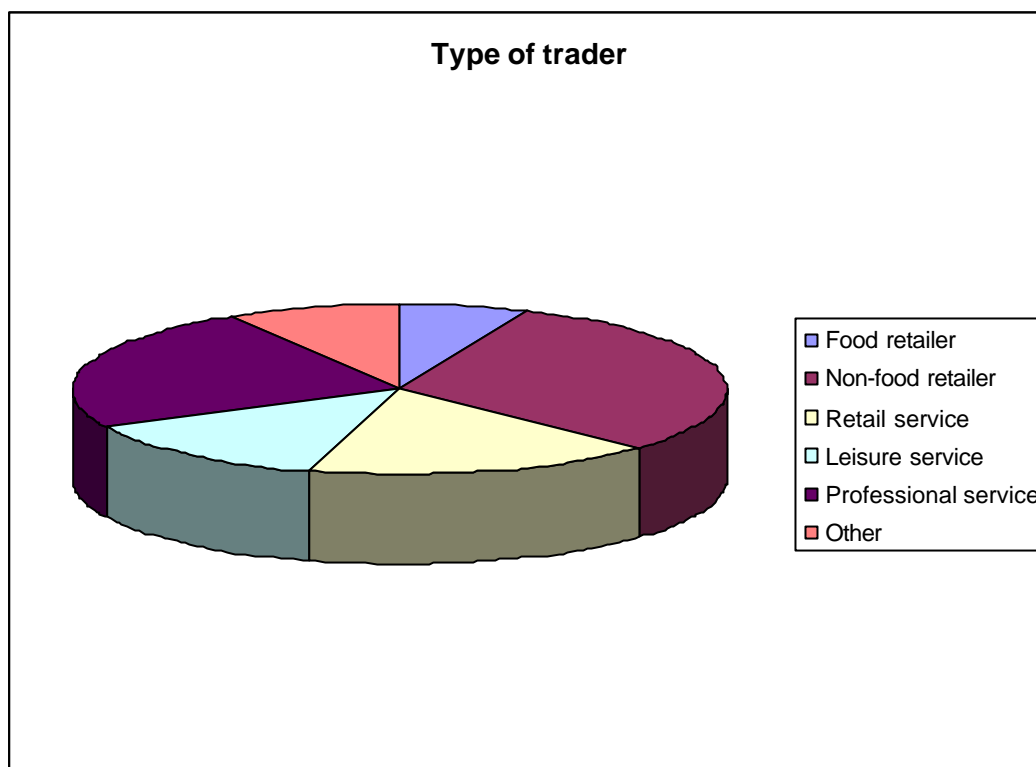
Questionnaires Distributed:	120	Responses:	47 (39%)
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1a. How long, approximately, has the business traded in Standish?



Under six months	1	(2.2%)
Under one year	1	(2.2%)
Under five years	2	(4.3%)
Under ten years	8	(17.4%)
Ten to twenty years	12	(26.1%)
Over twenty years	22	(47.8%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	3	(6.5%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	14	(30.4%)
Retail Service (e.g. hairdresser, opticians etc.)	8	(17.4%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	6	(13.0%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	11	(23.9%)
 Other:		
• Dentists	1	(2.2%)
• Nursery	1	(2.2%)
• Sales office	1	(2.2%)
• Media	1	(2.2%)

1c. Has the business always operated from Standish?

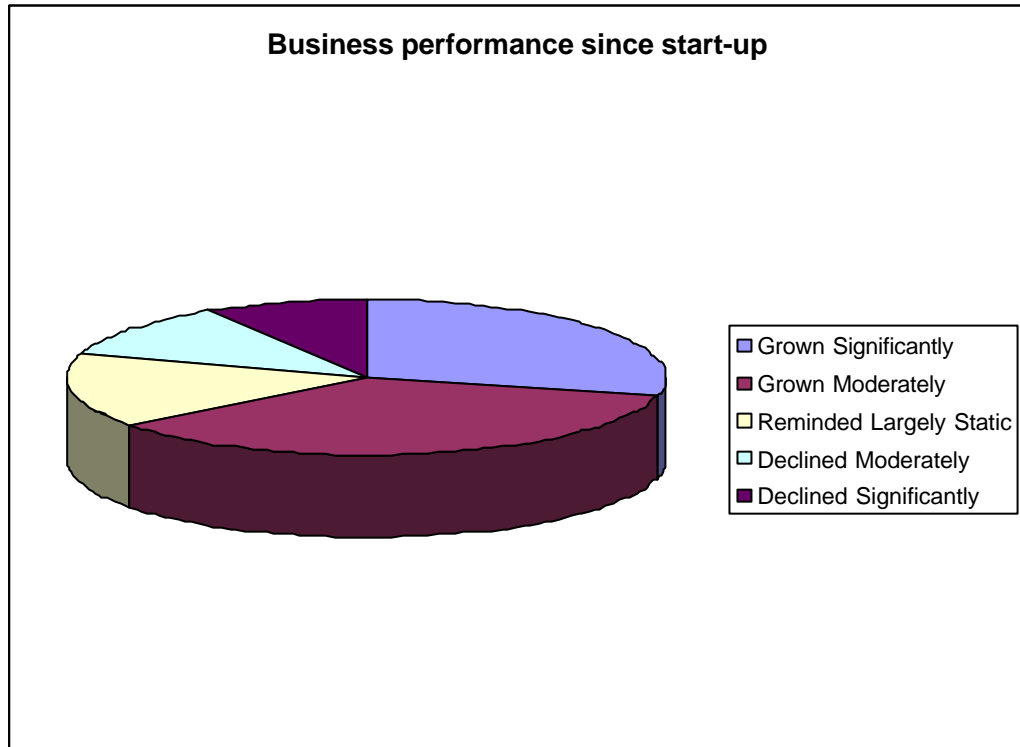
Yes	41	(89.1%)
No	5	(10.9%)

If no, where did you relocate from?

- Billinge 1

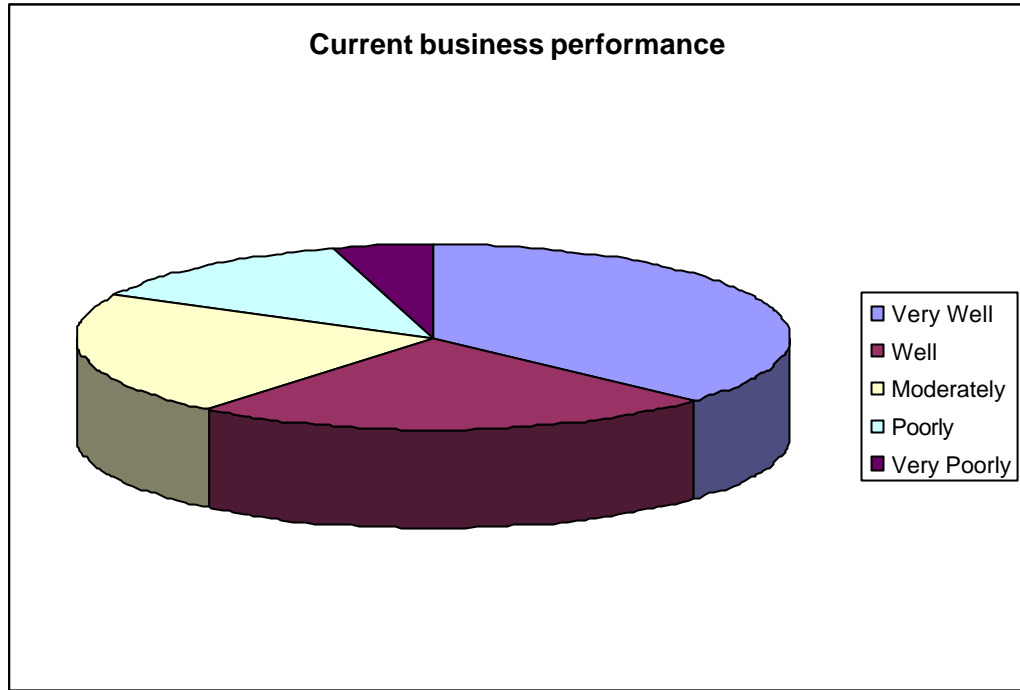
- Blackburn 1
- Blackpool 1
- Norwich 1
- Warrington 1

1d. During the time trading in the town, has the business?



Grown Significantly	13	(28.9%)
Grown Moderately	16	(35.6%)
Remained Largely Static	7	(15.6%)
Declined Moderately	5	(11.1%)
Declined Significantly	4	(8.9%)

1e. **How would you say that your business is faring?**



Very well	17	(37.0%)
Well	11	(23.9%)
Moderately	10	(21.7%)
Poorly	6	(13.0%)
Very Poorly	2	(4.3%)

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

Leased	26	(57.8%)
Owner Occupied	19	(42.2%)

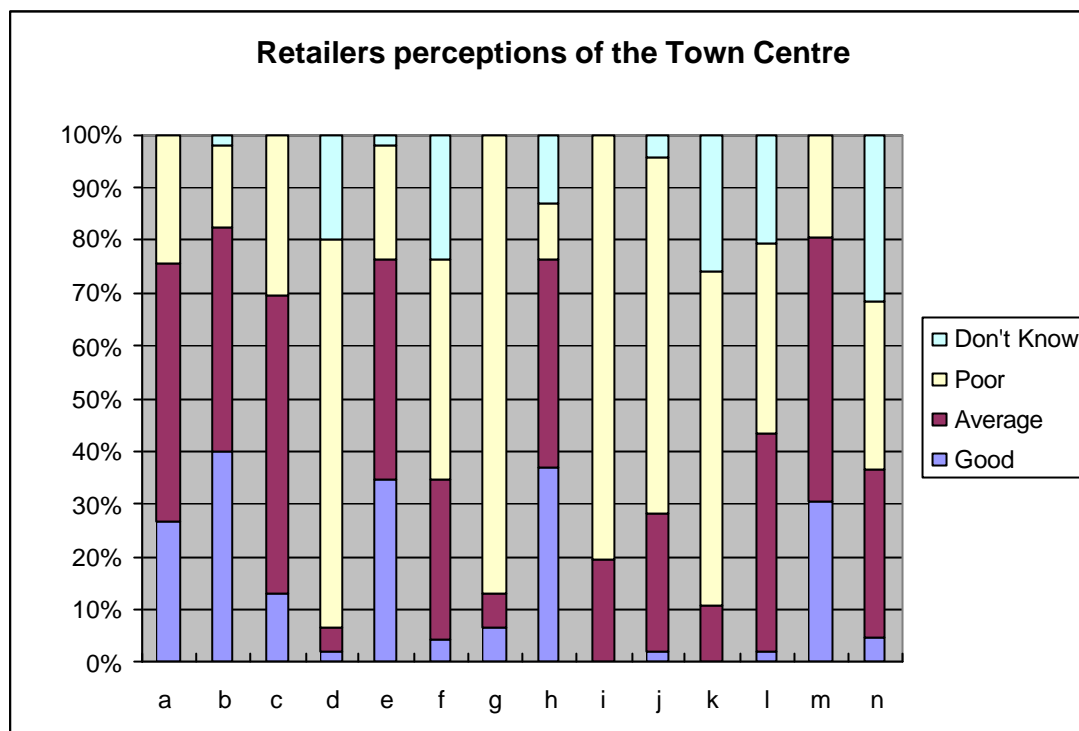
3. **How many staff does the business employ?**

Total Full-time	138	(48.4%)
Total Part-time	147	(51.6%)
Total Employees	285	

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

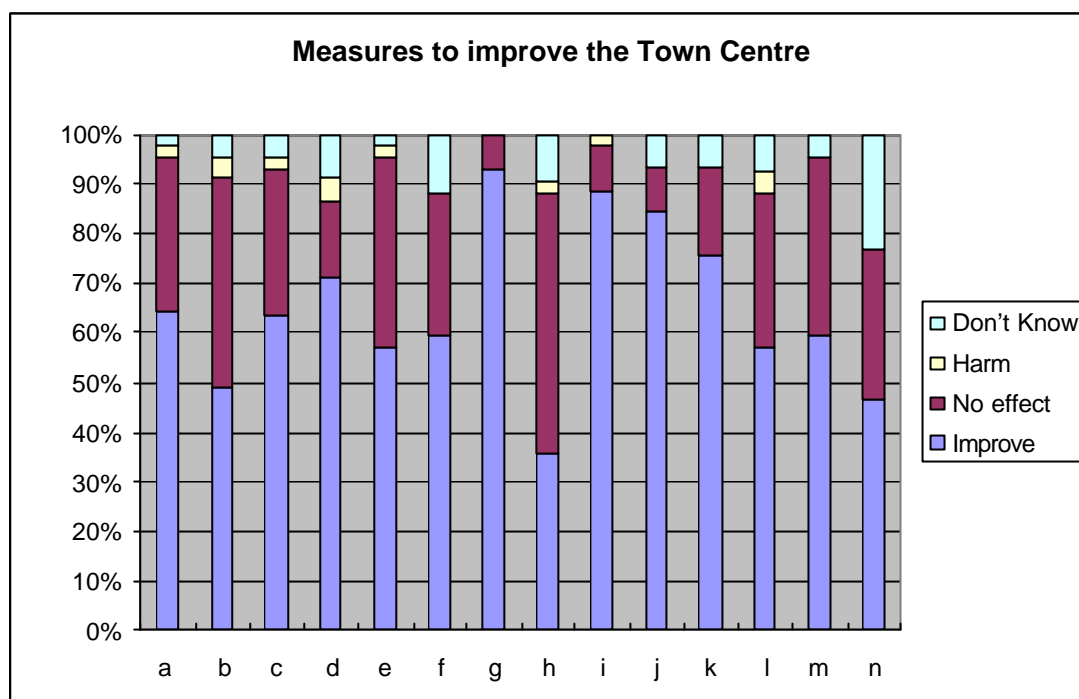
Local residents	32	(51.6%)
Other residents in the wider Wigan Borough area	17	(27.4%)
Office employees	3	(4.8%)
Tourist / Leisure Visitors	3	(4.8%)
Other:		
• UK	2	(3.2%)
• Regional	2	(3.2%)
• International	1	(1.6%)
• Businesses	1	(1.6%)
• NW England finance/ accountancy staff	1	(1.6%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	12	26.7%	22	48.9%	11	24.4%	0	0.0%
b. Signposting around the centre	18	40.0%	19	42.2%	7	15.6%	1	2.2%
c. Public seating/ litter bins	6	13.0%	26	56.5%	14	30.4%	0	0.0%
d. Public toilets	1	2.2%	2	4.4%	33	73.3%	9	20.0%
e. Maintenance of pedestrianised areas	16	34.8%	19	41.3%	10	21.7%	1	2.2%
f. Town centre events/ activities	2	4.3%	14	30.4%	19	41.3%	11	23.9%
g. Quantity of parking spaces	3	6.5%	3	6.5%	40	87.0%	0	0.0%
h. Access by public transport	17	37.0%	18	39.1%	5	10.9%	6	13.0%
i. Traffic congestion	0	0.0%	8	19.5%	33	80.5%	0	0.0%
j. Town Centre police presence	1	2.2%	12	26.1%	31	67.4%	2	4.3%
k. Security/CCTV coverage	0	0.0%	5	10.9%	29	63.0%	12	26.1%
l. Marketing and promotion	1	2.3%	18	40.9%	16	36.4%	9	20.5%
m. Range of shops and services	14	30.4%	23	50.0%	9	19.6%	0	0.0%
n. Occupier consultation on town centre	2	4.5%	14	31.8%	14	31.8%	14	31.8%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	29	64.4%	14	31.1%	1	2.2%	1	2.2%
b. Better signposting around the centre	22	48.9%	19	42.2%	2	4.4%	2	4.4%
c. More public seating/ litter bins	28	63.6%	13	29.5%	1	2.3%	2	4.5%
d. More public toilets	32	71.1%	7	15.6%	2	4.4%	4	8.9%
e. Maintenance of pedestrianised areas	24	57.1%	16	38.1%	1	2.4%	1	2.4%
f. Town centre events/ activities	25	59.5%	12	28.6%	0	0.0%	5	11.9%
g. Quantity of parking spaces	41	93.2%	3	6.8%	0	0.0%	0	0.0%
h. Public transport improvements	15	35.7%	22	52.4%	1	2.4%	4	9.5%
i. Reduced traffic congestion	39	88.6%	4	9.1%	1	2.3%	0	0.0%
j. Greater town centre police presence	38	84.4%	4	8.9%	0	0.0%	3	6.7%
k. Greater town centre CCTV coverage	34	75.6%	8	17.8%	0	0.0%	3	6.7%
l. Town Centre wardens	24	57.1%	13	31.0%	2	4.8%	3	7.1%
m. More marketing and promotion	25	59.5%	15	35.7%	0	0.0%	2	4.8%
n. Greater occupier involvement in centre	20	46.5%	13	30.2%	0	0.0%	10	23.3%

p. Other:

- Car parking most important 3
- New road layout bad 1
- No more housing developments 1
- More plants/ greenery 1

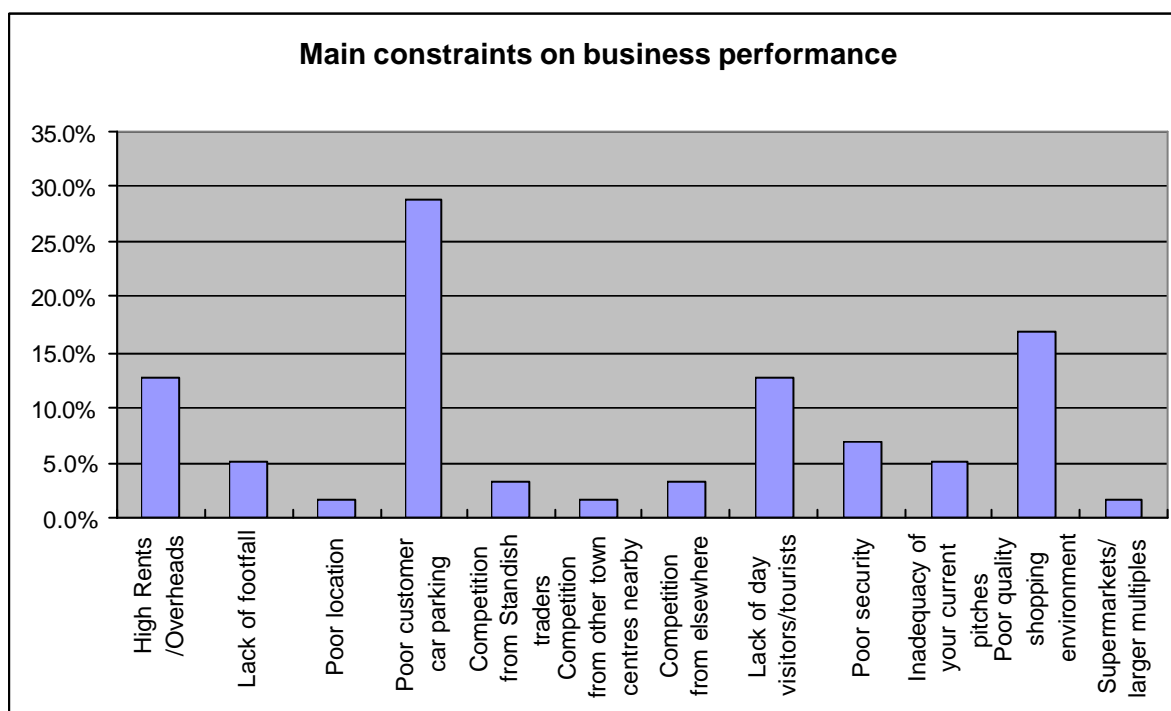
7. **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	27	(60.0%)
Too many non-retail uses	14	(31.1%)
Not enough non retail uses	4	(8.9%)

Please specify

- Too many fast food units 9
- Not enough shop selection 1

8. **What, if anything, do you consider is constraining the trading performance of the Business?**



High Rents /Overheads	15	(13.5%)
Lack of footfall outside your premises	6	(5.4%)
Poor location of your premises (e.g. not prime pitch)	2	(1.8%)
Inadequate customer car parking	34	(30.6%)
Competition from other traders in the town centre	4	(3.6%)
Competition from other town centres in nearby	2	(1.8%)
Competition from elsewhere	4	(3.6%)
Lack of day visitors/tourists to the town	15	(13.5%)
Poor security	8	(7.2%)

The inadequacy of your current premises	6	(5.4%)
Poor quality of town centre shopping environment	13	(11.7%)
Supermarkets/ large multiples	2	(1.8%)

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

No	19	(38.0%)
Yes, close	5	(10.0%)
Yes, relocate in town centre	1	(2.0%)
Yes, relocate out-of-centre	2	(4.0%)
Yes, extend floorspace	6	(12.0%)
Yes, reduce floorspace	4	(8.0%)
Yes, refurbish existing floorspace	12	(24.0%)

Yes, other

- Rent out as office space 1 (2.0%)

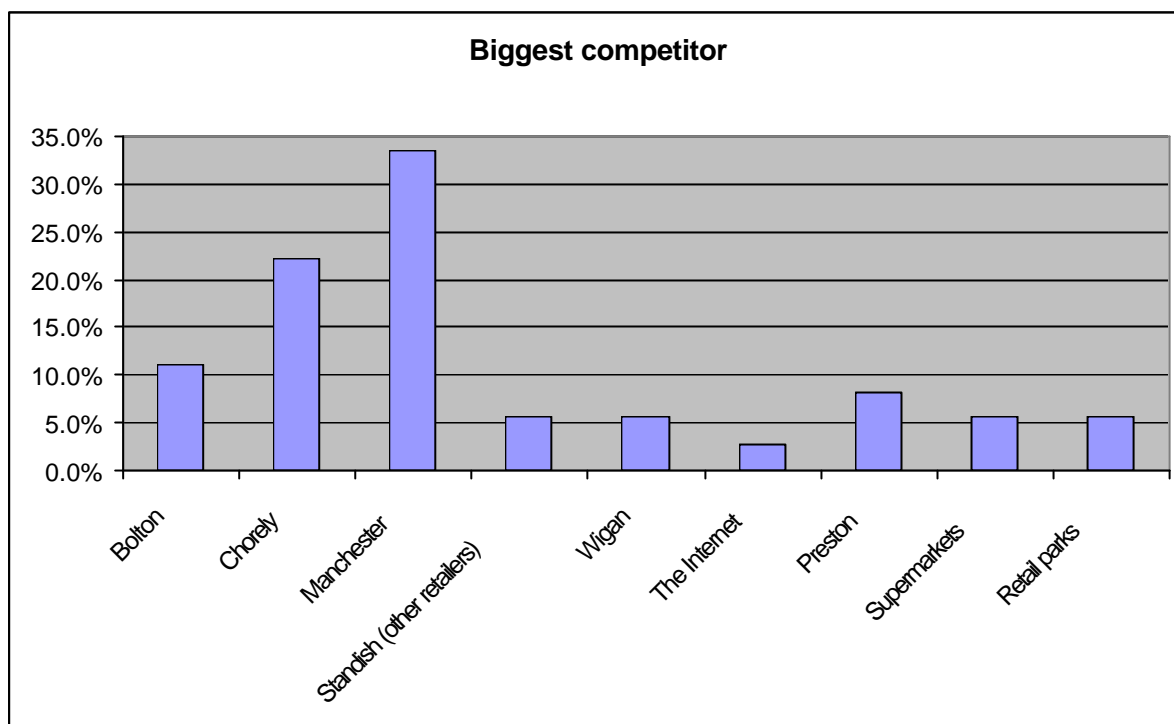
If you are relocating, where are you considering moving to?

- Larger offices 1
- Close to present site 1

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

- No parking 2
- New building proposed 1
- No toilets 1
- No loading 1
- Congestion 1
- Need larger offices 1

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



Bolton	5	(8.2%)
Chorley	11	(18.0%)
Manchester	4	(6.6%)
Standish (other retailers)	5	(8.2%)
Wigan	25	(41.0%)
The Internet	7	(11.5%)
Preston	1	(1.6%)
Supermarkets	2	(3.3%)
Retail Parks	1	(1.6%)

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

- Lack of parking 16
- Policing 3
- Too many youths 3
- Congestion 2
- Parking signs needed 1
- Pavements full of rubbish 1
- Too many signs 1
- Need more cafes 1



Tyldesley
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Council's emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

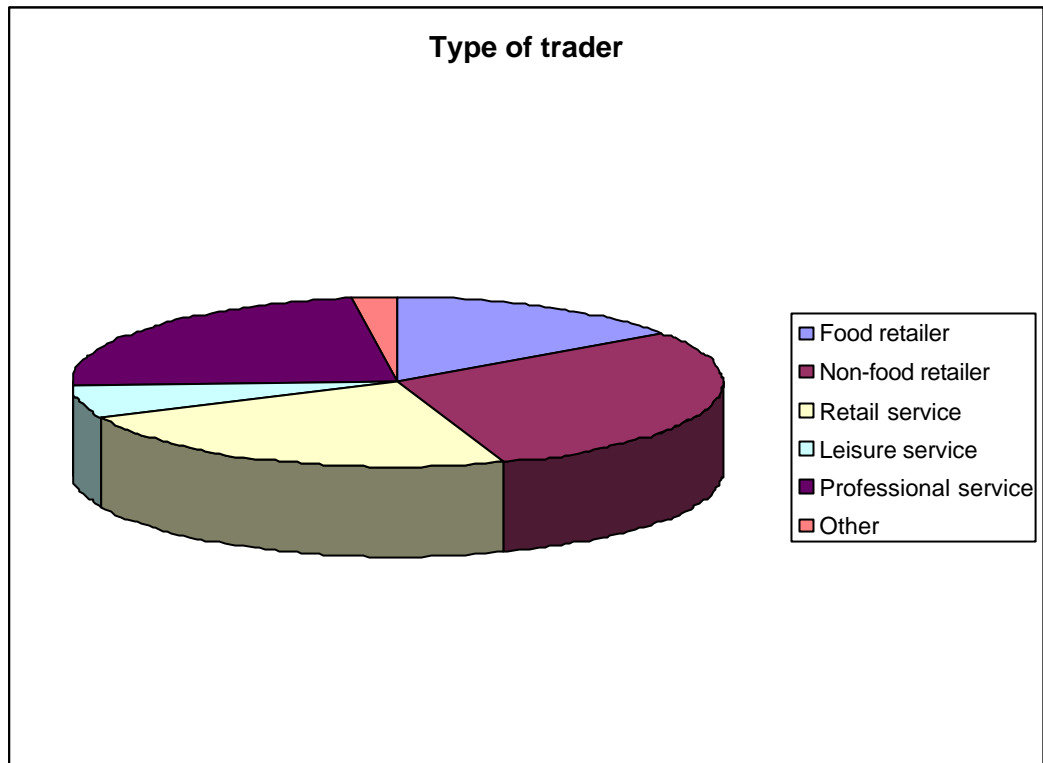
All responses will be treated in the strictest confidence, and no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its redevelopment and planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

If you have any queries on the questionnaire or its purpose, please do not hesitate to call Thomas Duncan at WYG Planning on 0161 874 8789. Would you please return the questionnaire to the Town Centre Management team in the freepost envelope attached by Friday 17th February 2007.

Thank you for your co-operation.

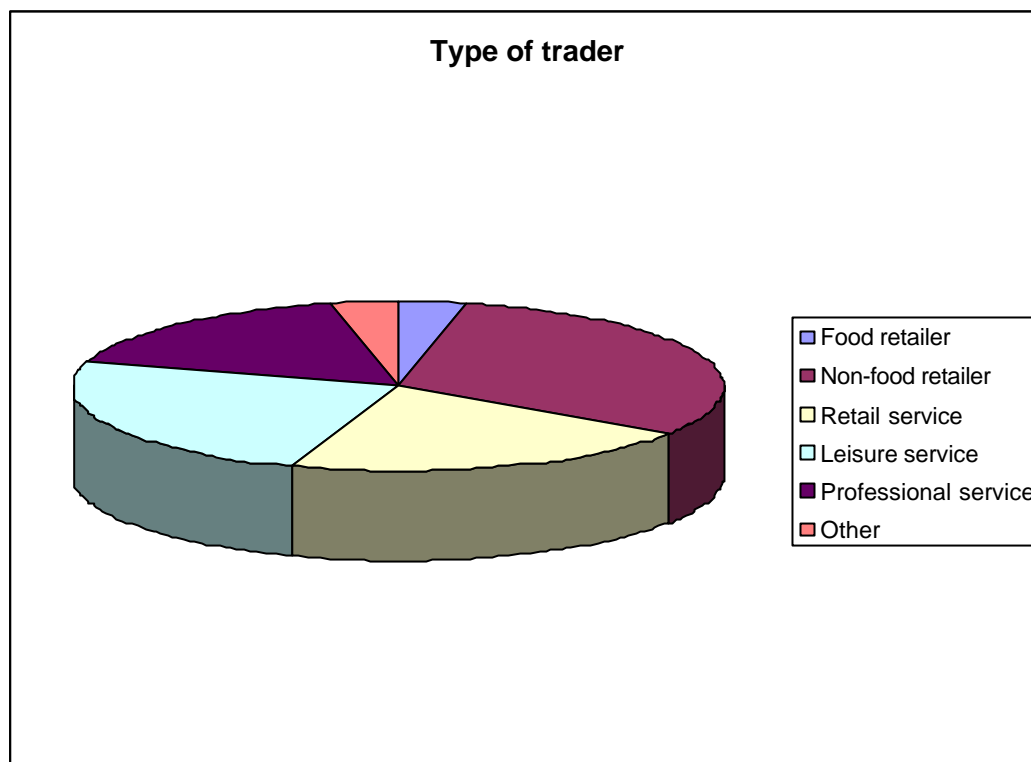
Questionnaires Distributed:	111	Responses:	30 (27%)
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1a. How long, approximately, has the business traded in Tyldesley?



Under six months	1	(3.4%)
Under one year	3	(10.3%)
Under five years	4	(13.8%)
Under ten years	4	(13.8%)
Ten to twenty years	3	(10.3%)
Over twenty years	14	(48.3%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	1	(3.4%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	9	(31.0%)
Retail Service (e.g. hairdresser, opticians etc.)	6	(20.7%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	7	(24.1%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	5	(17.2%)
Other		
• Glaziers	1	(3.4%)

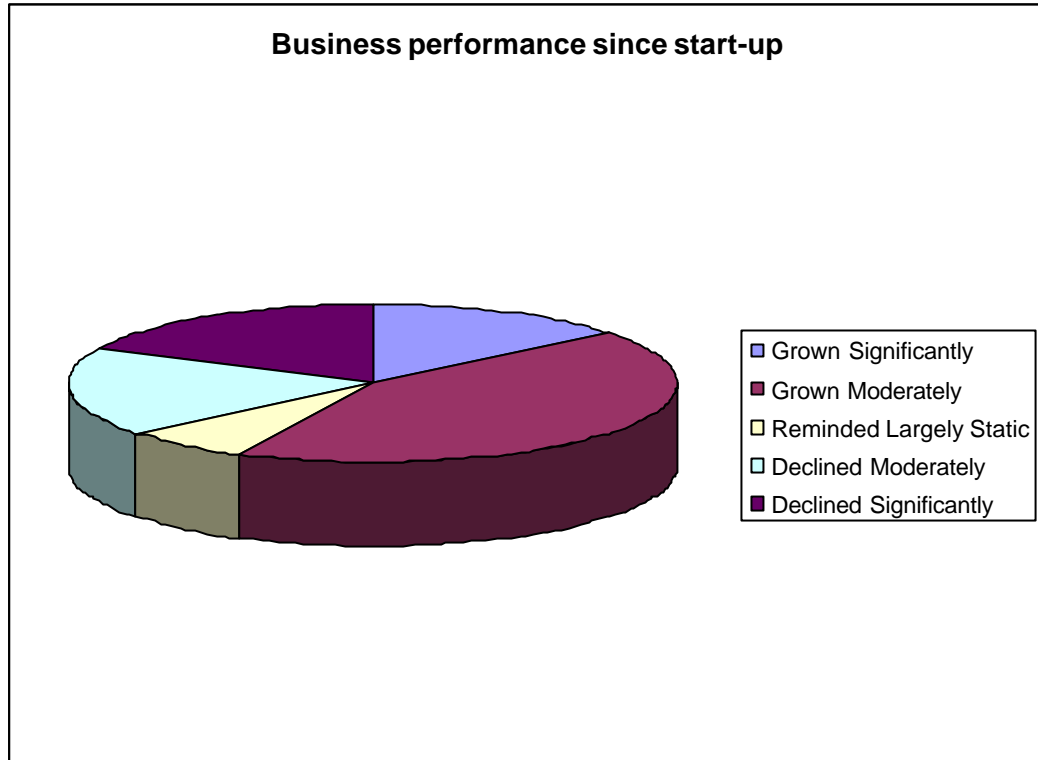
1c. Has the business always operated from Tyldesley?

Yes	25	(86.2%)
No	4	(13.8%)

If no, where did you relocate from?

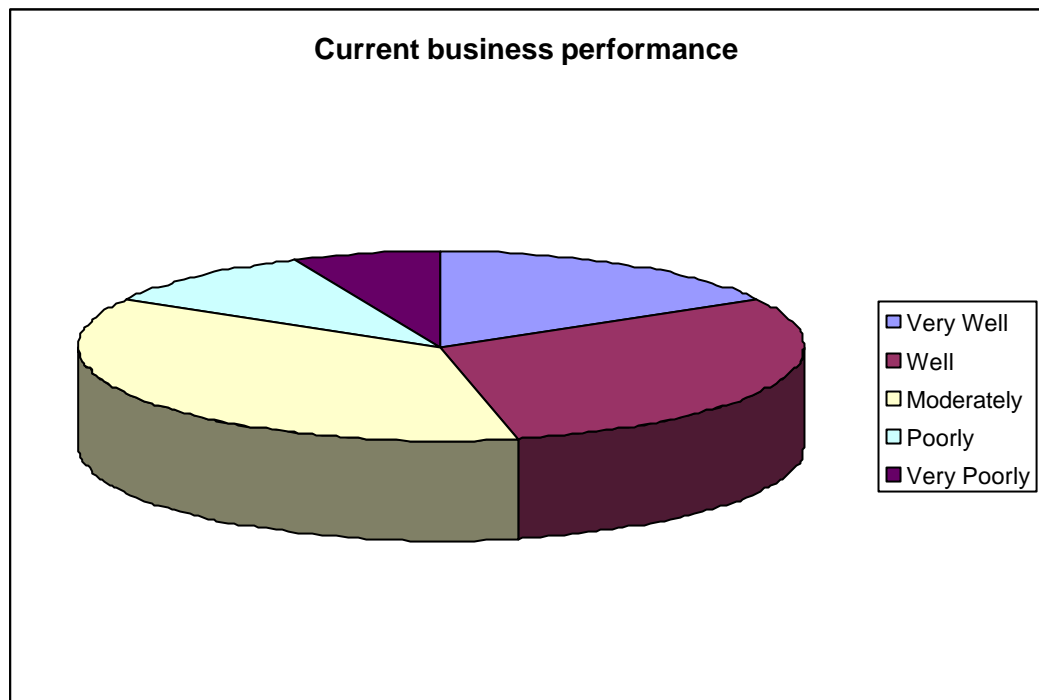
• Atherton	2
• Boothstown	1
• Culceth	1

1d. During the time trading in the town, has the business?



Grown Significantly	4	(14.3%)
Grown Moderately	12	(42.9%)
Remained Largely Static	2	(7.1%)
Declined Moderately	5	(17.9%)
Declined Significantly	5	(17.9%)

1e. **How would you say that your business is faring?**



Very well	5	(16.7%)
Well	9	(30.0%)
Moderately	11	(36.7%)
Poorly	3	(10.0%)
Very Poorly	2	(6.7%)

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

Leased	17	(56.7%)
Owner Occupied	13	(43.3%)

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

Total Full-time	55	(47.4%)
Total Part-time	61	(52.3%)
Total Employees	116	

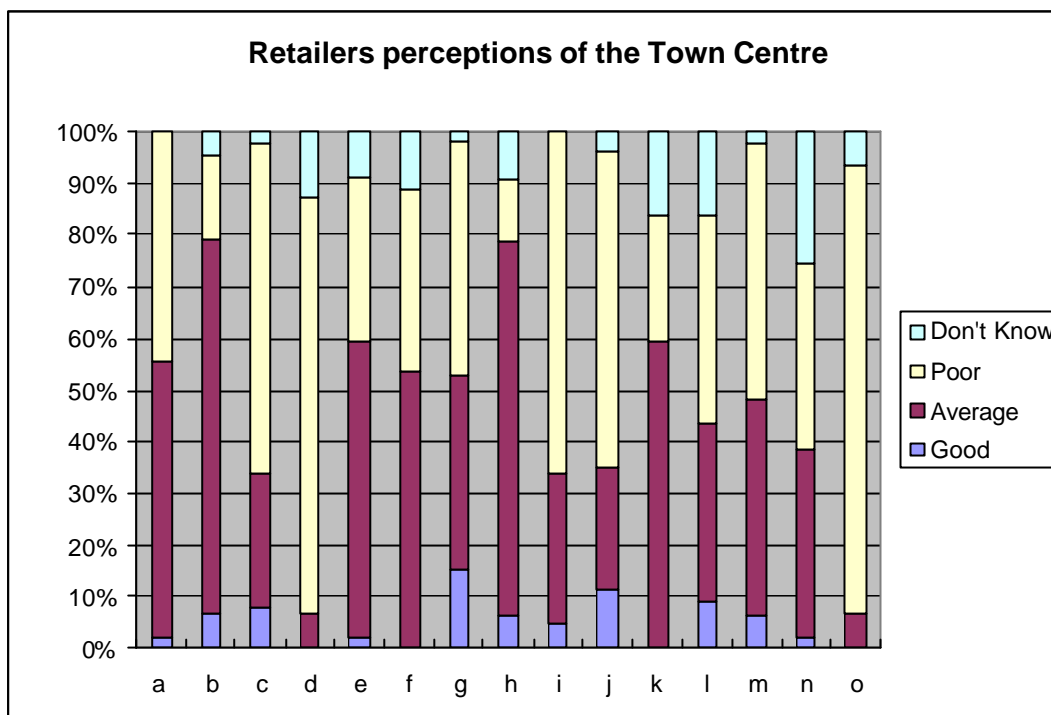
4. Which type of customers does your business rely on primarily?

Local residents	24	(68.6%)
Other residents in the wider Wigan Borough area	4	(11.4%)
Office employees	0	(0.0%)
Tourist / Leisure Visitors	1	(2.9%)

Other:

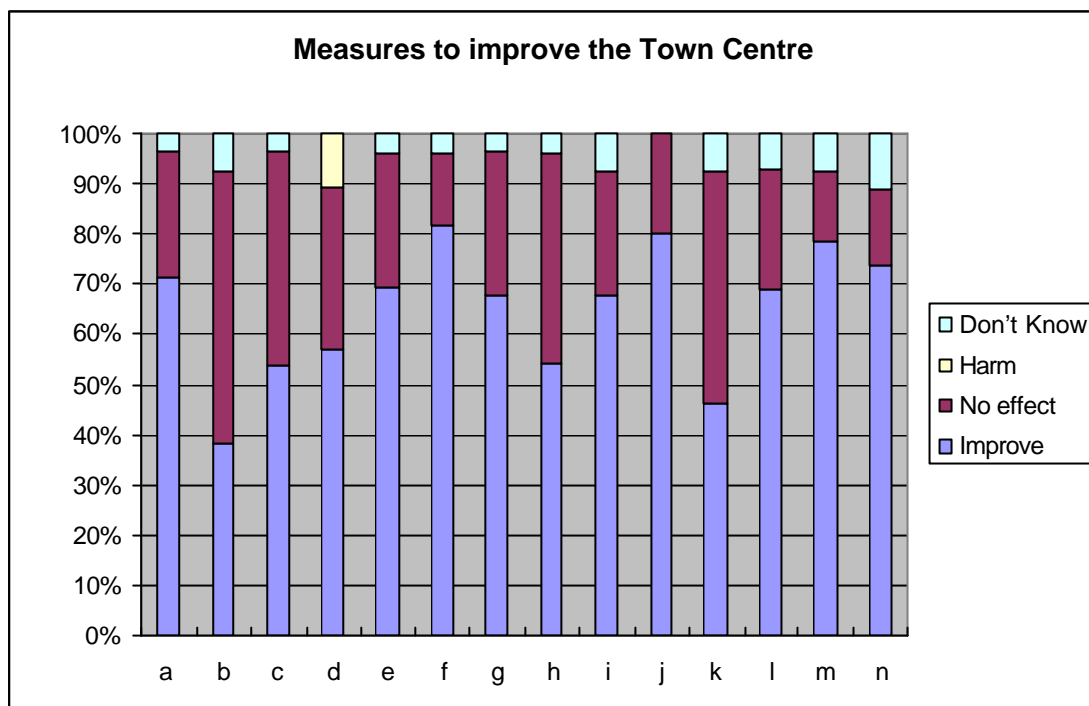
• UK	3	(8.6%)
• Cheshire	1	(2.9%)
• Manchester	1	(2.9%)
• Pensioners	1	(2.9%)

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	1	2.2%	24	53.3%	20	44.4%	0	0.0%
b. Signposting around the centre	3	7.0%	31	72.1%	7	16.3%	2	4.7%
c. Public seating/ litter bins	4	8.0%	13	26.0%	32	64.0%	1	2.0%
d. Public toilets	0	0.0%	3	6.4%	38	80.9%	6	12.8%
e. Maintenance of pedestrianised areas	1	2.1%	27	57.4%	15	31.9%	4	8.5%
f. Town centre events/ activities	0	0.0%	24	53.3%	16	35.6%	5	11.1%
g. Quantity of parking spaces	8	15.1%	20	37.7%	24	45.3%	1	1.9%
h. Access by public transport	2	6.1%	24	72.7%	4	12.1%	3	9.1%
i. Traffic congestion	2	4.5%	13	29.5%	29	65.9%	0	0.0%
j. Town Centre police presence	6	11.1%	13	24.1%	33	61.1%	2	3.7%
k. Security/CCTV coverage	0	0.0%	22	59.5%	9	24.3%	6	16.2%
l. Marketing and promotion	5	9.1%	19	34.5%	22	40.0%	9	16.4%
m. Range of shops and services	3	6.3%	20	41.7%	24	50.0%	1	2.1%
n. Occupier consultation on town centre	1	2.1%	17	36.2%	17	36.2%	12	25.5%
o. The market	0	0.0%	3	6.4%	41	87.2%	3	6.4%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	17	65.4%	9	34.6%	0	0.0%	0	0.0%
b. Better signposting around the centre	8	30.8%	15	57.7%	0	0.0%	3	11.5%
c. More public seating/ litter bins	9	36.0%	14	56.0%	0	0.0%	2	8.0%
d. More public toilets	13	48.1%	11	40.7%	0	0.0%	3	11.1%
e. Maintenance of pedestrianised areas	17	65.4%	8	30.8%	0	0.0%	1	3.8%
f. Town centre events/ activities	19	76.0%	3	12.0%	0	0.0%	3	12.0%
g. Quantity of parking spaces	14	50.0%	13	46.4%	0	0.0%	1	3.6%
h. Public transport improvements	18	69.2%	8	30.8%	0	0.0%	0	0.0%
i. Reduced traffic congestion	16	64.0%	9	36.0%	0	0.0%	0	0.0%
j. Greater town centre police presence	19	73.1%	5	19.2%	0	0.0%	2	7.7%
k. Greater town centre CCTV coverage	15	57.7%	9	34.6%	0	0.0%	2	7.7%
l. Town Centre wardens	16	64.0%	6	24.0%	2	8.0%	1	4.0%
m. More marketing and promotion	19	73.1%	4	15.4%	0	0.0%	3	11.5%
n. Greater occupier involvement in centre	17	65.4%	5	19.2%	0	0.0%	4	15.4%

o. Other:

- More variety of businesses 1
- Car parking 1

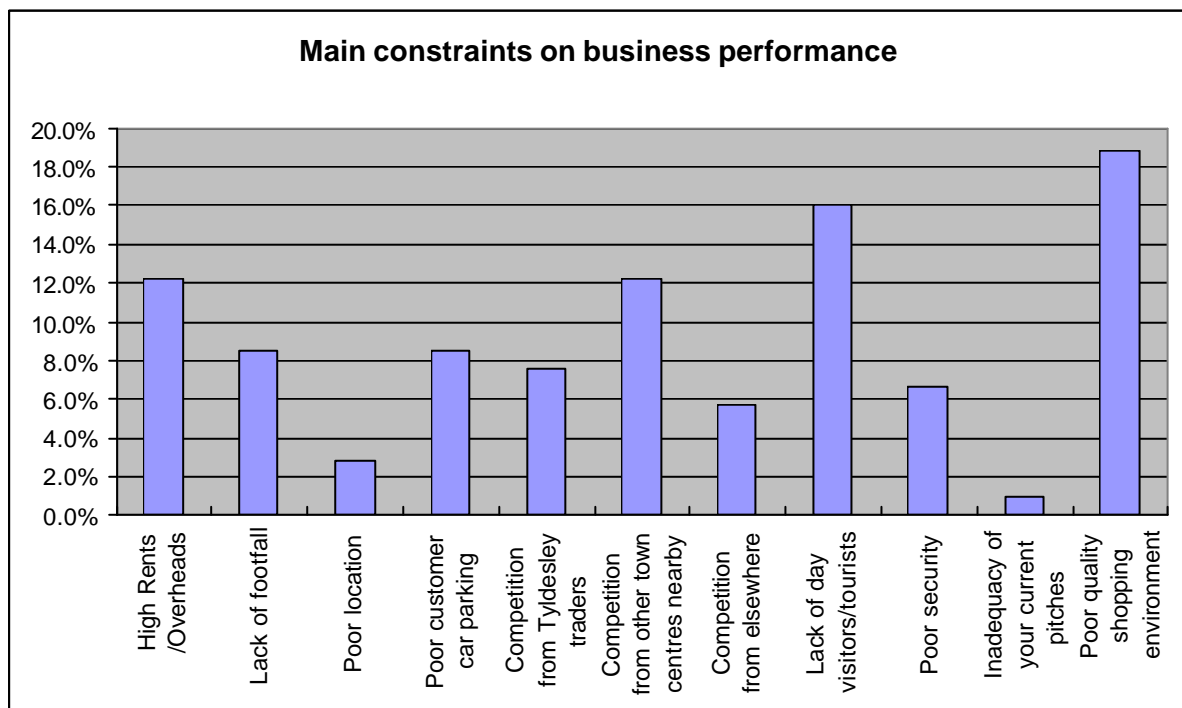
7. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	6	(26.1%)
Too many non-retail uses	11	(47.8%)
Not enough non retail uses	6	(26.1%)

Please specify

- Too many fast food units 16
- Too many shops turned into houses 1
- More variety 1
- Need more banks 1
- Lack of quality shops 1

8. What, if anything, do you consider is constraining the trading performance of the Business?



High Rents /Overheads	13	(12.3%)
Lack of footfall outside your premises	9	(8.5%)
Poor location of your premises (e.g. not prime pitch)	3	(2.8%)
Inadequate customer car parking	9	(8.5%)
Competition from other traders in the town centre	8	(7.5%)
Competition from other town centres in nearby	13	(12.3%)

Competition from elsewhere	6	(5.7%)
Lack of day visitors/tourists to the town	17	(16.0%)
Poor security	7	(6.6%)
The inadequacy of your current premises	1	(0.9%)
Poor quality of town centre shopping environment	20	(18.9%)

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

No	14	(46.7%)
Yes, close	4	(13.3%)
Yes, relocate in town centre	2	(6.7%)
Yes, relocate out-of-centre	1	(3.3%)
Yes, extend floorspace	3	(10.0%)
Yes, reduce floorspace	0	(0.0%)
Yes, refurbish existing floorspace	4	(13.3%)

Yes, other

- Sell 1 (3.3%)
- Convert to housing 1 (3.3%)

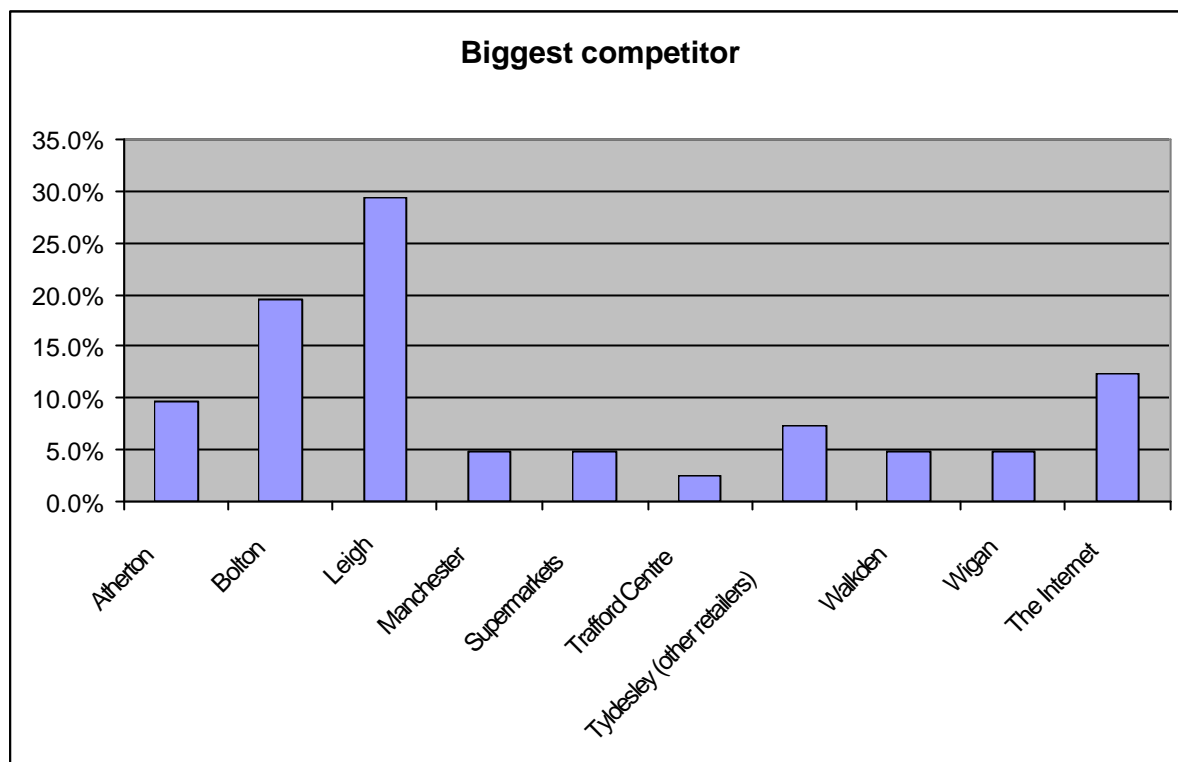
If you are relocating, where are you considering moving to?

- Leigh or Atherton 1

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

- Need more custom 1

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



Atherton	4	(9.8%)
Bolton	8	(19.8%)
Leigh	12	(29.3%)
Manchester	2	(4.9%)
Supermarkets	2	(4.9%)
Trafford Centre	1	(2.4%)
Tyldesley (other retailers)	3	(7.3%)
Walkden	2	(4.9%)
Wigan	2	(4.9%)
The Internet	5	(12.2%)

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

- Youths 5
- Lack of police/ crime 4
- Parking should be kept free 2
- Too many pubs 2
- High rents/ rates 2
- Litter 2
- Poor environmental quality 1

- Lack of chain stores 1
- Lack of a good market 1
- Too many house conversions 1
- Help fro traders to maintain signs 1
- More greenery/ flowers 1
- Congestion 1
- Lots of poor quality vacancies 1
- No encouragement for businesses 1
- Greater promotion of the town centre 1



Wigan
To The Owner/Occupier

BUSINESS SURVEY – JANUARY 2007

Dear Sir/Madam

White Young Green (WYG) is commissioned on behalf of Wigan Council to undertake a business questionnaire, which seeks the views of local businesses as part of a wider 'health-check' of the town centre that will help to inform a future strategy for improving the town centre over the coming 15 years (up to 2021) in accordance with the Councils emerging Local Development Framework. This survey is carried out with cooperation of the Town Centre Management team. We would be grateful if you could contribute to this exercise by completing the following questionnaire and returning it as soon as possible in the attached freepost envelope. The questionnaire should take no longer than five minutes.

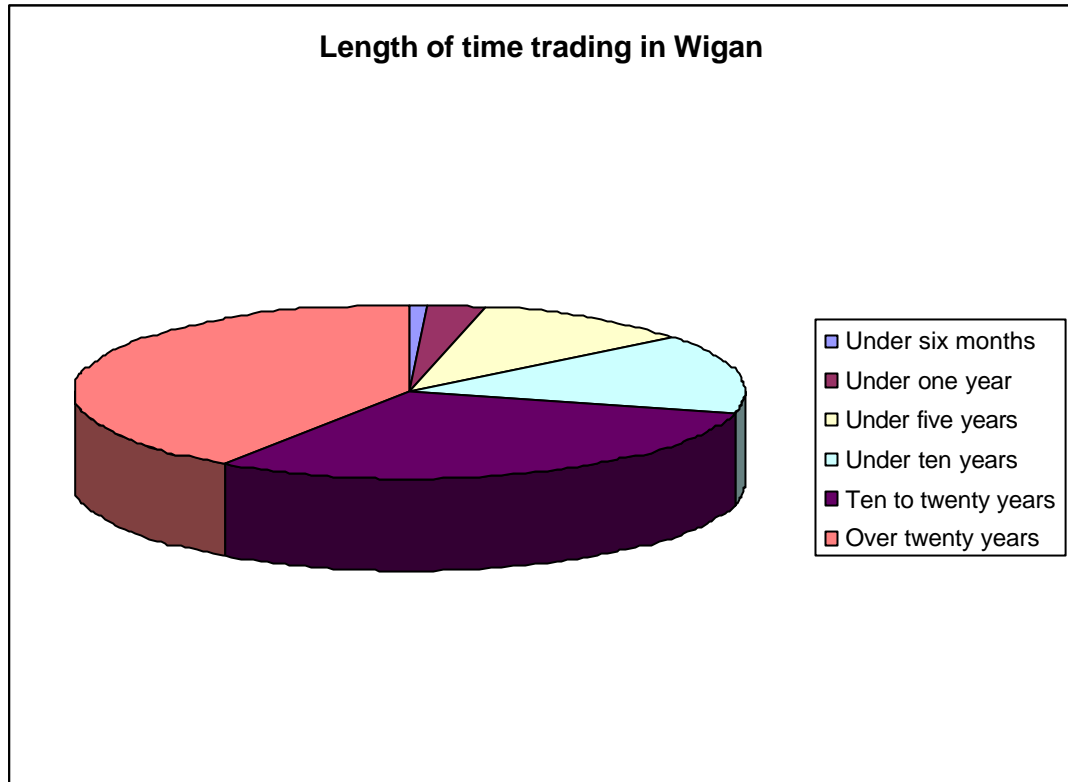
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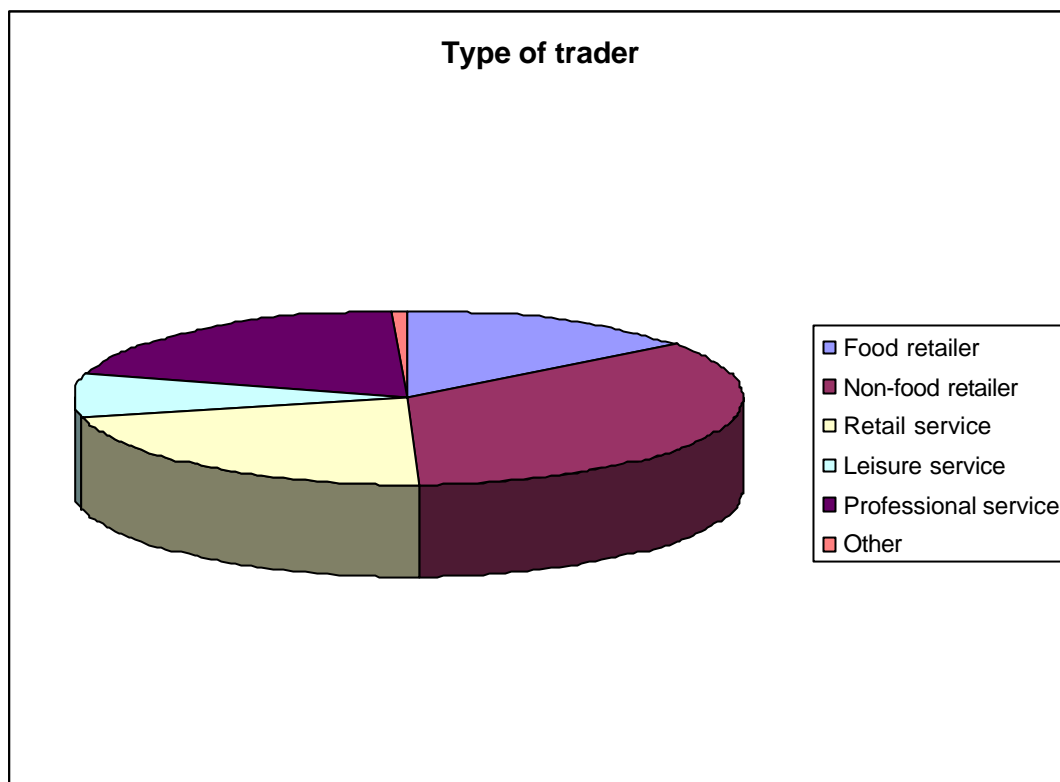
Questionnaires Distributed:	468	Responses:	115 (25%)
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1a. How long, approximately, has the business traded in Wigan?



Under six months	1	(0.9%)
Under one year	3	(2.7%)
Under five years	12	(10.6%)
Under ten years	17	(15.0%)
Ten to twenty years	34	(30.1%)
Over twenty years	46	(40.7%)

1b. How would you describe your business?



Food retailer (e.g. newsagent, supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	17	(14.8%)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	40	(34.8%)
Retail Service (e.g. hairdresser, opticians etc.)	25	(21.7%)
Leisure service (e.g. public house, restaurant, café, take-away etc.)	9	(7.8%)
Professional service (e.g. bank, estate agent, betting shop, etc.)	23	(20.0%)
Other:		
• Church	1	(0.9%)

1c. Has the business always operated from Wigan?

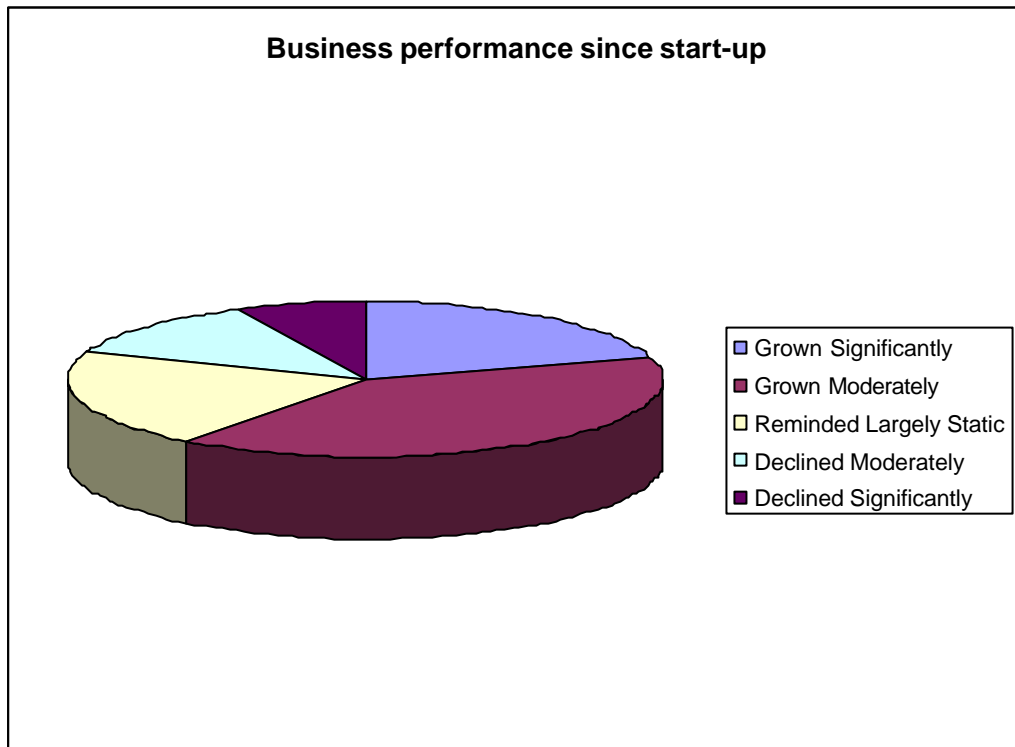
Yes	96	(89.7%)
No	11	(10.3%)

If no, where did you relocate from?

• St Helens	2
• Manchester	1
• Leigh	1
• Bolton	1

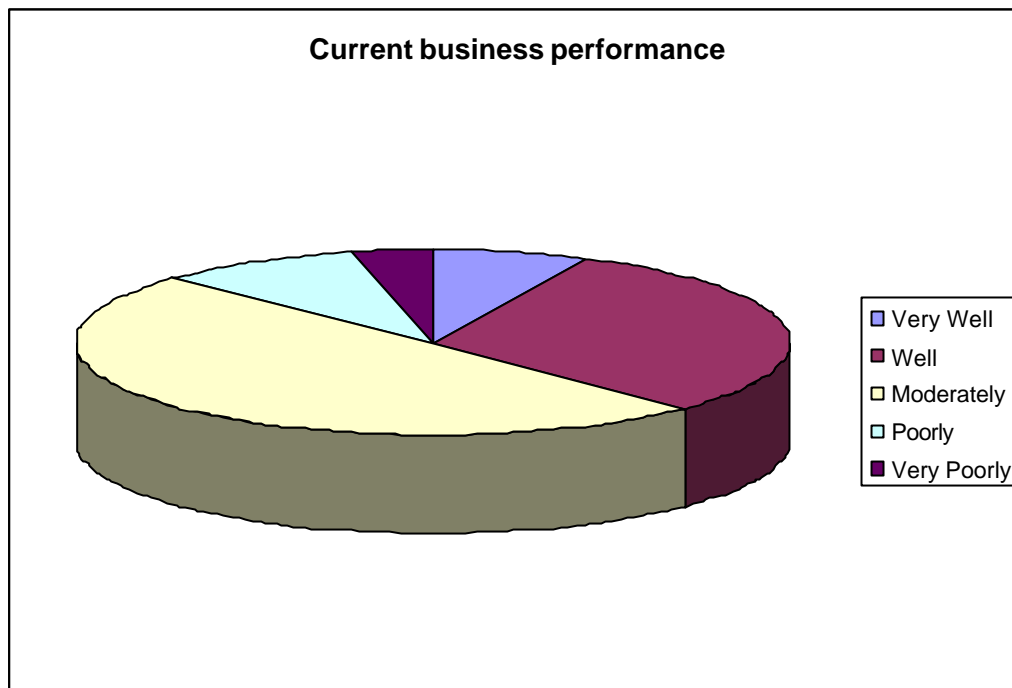
- Doncaster 1
- Haydock 1
- Walkden 1
- Preston 1
- Liverpool 1

1d. During the time trading in the town, has the business?



Grown Significantly	23	(20.4%)
Grown Moderately	45	(39.8%)
Remained Largely Static	23	(20.4%)
Declined Moderately	14	(12.4%)
Declined Significantly	8	(7.1%)

1e. **How would you say that your business is faring?**



Very well	8	(7.0%)
Well	35	(30.4%)
Moderately	57	(49.6%)
Poorly	11	(9.6%)
Very Poorly	4	(3.5%)

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

Leased	96	(87.3%)
Owner Occupied	14	(12.7%)

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

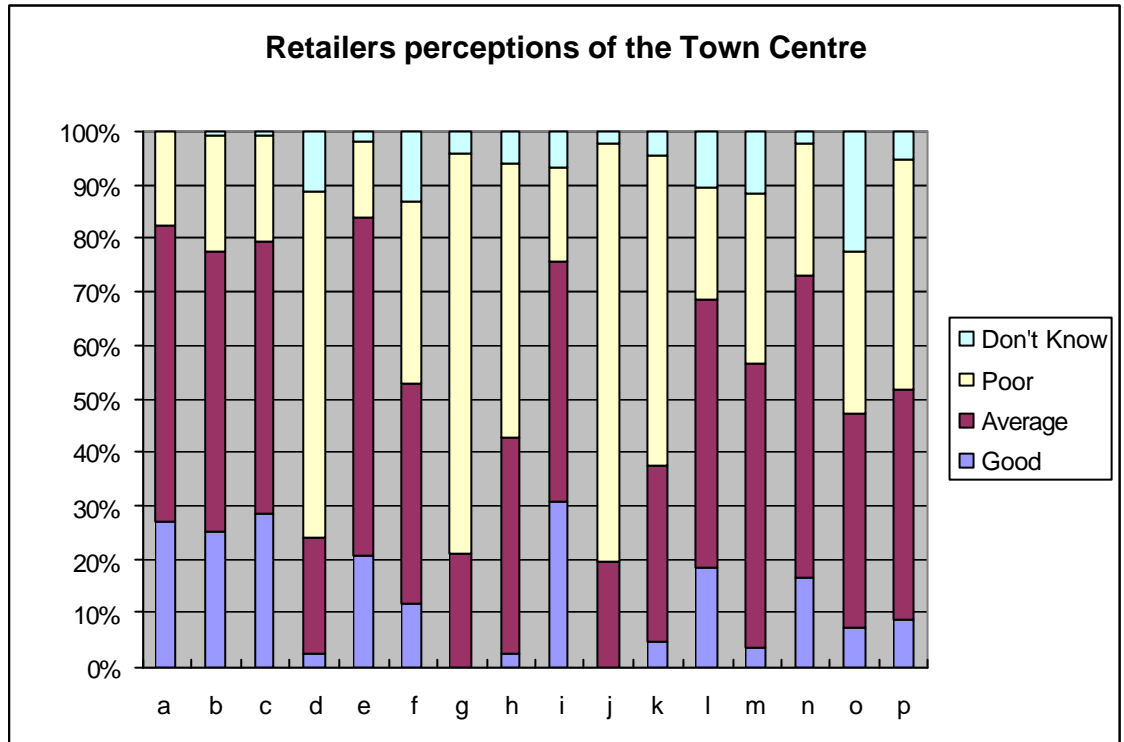
Total Full-time	554	(51.8%)
Total Part-time	473	(48.2%)
Total Employees	981	

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

Local residents	77	(%)
Other residents in the wider Wigan Borough area	75	(%)
Office employees	26	(%)
Tourist / Leisure Visitors	13	(%)
Other:		

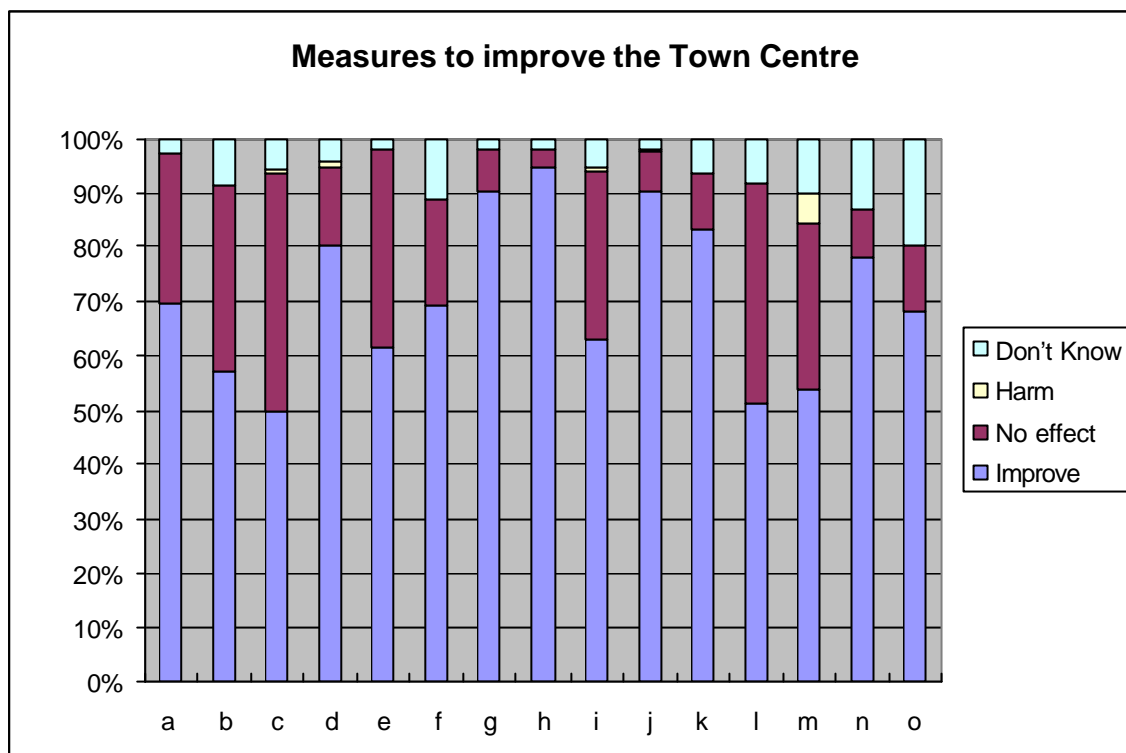
- Small business 2
- Industrial 1
- Education 1
- Elderly 1
- Children/ students 1
- Collectors 1

5. How do you rate the following aspects of the town centre?



	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	32	27.1%	65	55.1%	21	17.8%	0	0.0%
b. Signposting around the centre	28	25.2%	58	52.3%	24	21.6%	1	0.9%
c. Public seating/ litter bins	32	28.6%	57	50.9%	22	19.6%	1	0.9%
d. Public toilets	3	2.6%	25	21.7%	74	64.3%	13	11.3%
e. Maintenance of pedestrianised areas	24	20.5%	74	63.2%	17	14.5%	2	1.7%
f. Town centre events/ activities	14	12.1%	47	40.5%	40	34.5%	15	12.9%
g. Quantity of parking spaces	0	0.0%	24	21.2%	84	74.3%	5	4.4%
h. Price of town centre parking	3	2.6%	46	40.0%	59	51.3%	7	6.1%
i. Access by public transport	35	30.7%	51	44.7%	20	17.5%	8	7.0%
j. Traffic congestion	0	0.0%	22	19.6%	87	77.7%	3	2.7%
k. Town Centre police presence	5	4.7%	35	32.7%	62	57.9%	5	4.7%
l. Security/CCTV coverage	21	18.4%	57	50.0%	24	21.1%	12	10.5%
m. Marketing and promotion	4	3.5%	60	53.1%	36	31.9%	13	11.5%
n. Range of shops and services	19	16.7%	64	56.1%	28	24.6%	3	2.6%
o. Occupier consultation on town centre	8	7.1%	45	40.2%	34	30.4%	25	22.3%
p. The market	10	8.8%	49	43.0%	49	43.0%	6	5.3%

6. What measures do you think would improve the town centre?



	Improve		No effect		Harm		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Cleanliness of paths/ public spaces	74	69.8%	29	27.4%	0	0.0%	3	2.8%
b. Better signposting around the centre	60	57.1%	36	34.3%	0	0.0%	9	8.6%
c. More public seating/ litter bins	53	50.0%	46	43.4%	1	0.9%	6	5.7%
d. More public toilets	90	80.4%	16	14.3%	1	0.9%	5	4.5%
e. Maintenance of pedestrianised areas	67	61.5%	40	36.7%	0	0.0%	2	1.8%
f. Town centre events/ activities	75	69.4%	21	19.4%	0	0.0%	12	11.1%
g. Quantity of parking spaces	102	90.3%	9	8.0%	0	0.0%	2	1.8%
h. Cheaper town centre parking	106	94.6%	4	3.6%	0	0.0%	2	1.8%
i. Public transport improvements	72	63.2%	35	30.7%	1	0.9%	6	5.3%
j. Reduced traffic congestion	100	90.1%	8	7.2%	1	0.9%	2	1.8%
k. Greater town centre police presence	90	83.3%	11	10.2%	0	0.0%	7	6.5%
l. Greater town centre CCTV coverage	56	51.4%	44	40.4%	0	0.0%	9	8.3%
m. Town Centre wardens	59	53.6%	34	30.9%	6	5.5%	11	10.0%
n. More marketing and promotion	85	78.0%	10	9.2%	0	0.0%	14	12.8%
o. Greater occupier involvement in centre	75	68.2%	13	11.8%	0	0.0%	22	20.0%

p. Other:

- Team work between shops 1
- Reduce business rates 1
- Lower rents 1
- Better quality cafes 1

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

Good Balance	79	(76.0%)
Too many non-retail uses	15	(14.4%)
Not enough non retail uses	10	(9.6%)

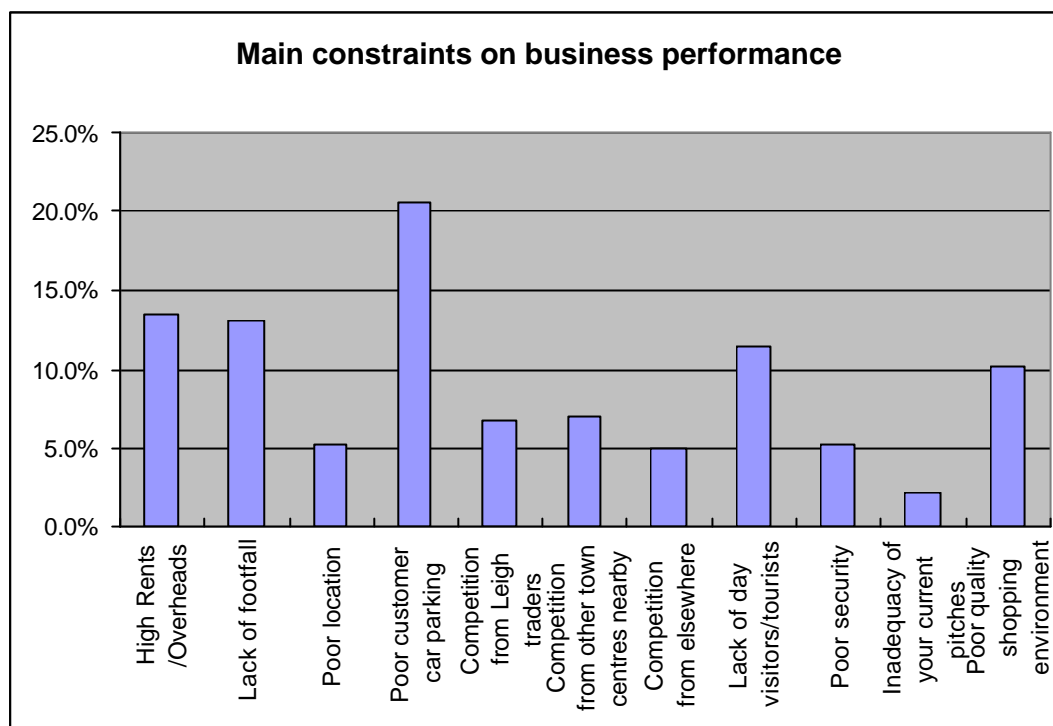
Please specify:

• Too many empty shops	3
• Too many restaurants	2
• Too many public houses	1
• Smaller retailers being pushed out	1
• Need a better selection of retailers	1
• Need more designer retailers	1

8. What effect do you think the new Grand Arcade Shopping Development will have on your business?

Increase trade	36	(31.6%)
No effect	19	(16.7%)
Decrease trade	21	(18.4%)
Unsure	38	(33.3%)

9. What, if anything, do you consider is constraining the trading performance of the Business?



High Rents /Overheads	52 (13.5%)
Lack of footfall outside your premises	50 (13.0%)
Poor location of your premises (e.g. not prime pitch)	20 (5.2%)
Inadequate customer car parking	79 (20.6%)
Competition from other traders in the town centre	26 (6.8%)
Competition from other town centres in nearby	27 (7.0%)
Competition from elsewhere	19 (4.9%)
Lack of day visitors/tourists to the town	44 (11.5%)
Poor security	20 (5.2%)
The inadequacy of your current premises (e.g. size of configuration)	8 (2.1%)
Poor quality of town centre shopping environment	39 (10.2%)

Other:

- Rates too high 2
- Congestion 1
- Bigger towns/ shopping centres 1
- Lack of Marketgate redevelopment 1

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

No	55	(47.4%)
Yes, close	8	(6.9%)
Yes, relocate in town centre	7	(6.0%)
Yes, relocate out-of-centre	8	(6.9%)
Yes, extend floorspace	10	(8.6%)
Yes, reduce floorspace	8	(6.9%)
Yes, refurbish existing floorspace	17	(14.7%)
Yes, other:	3	(2.6%)
Head office decision	1	

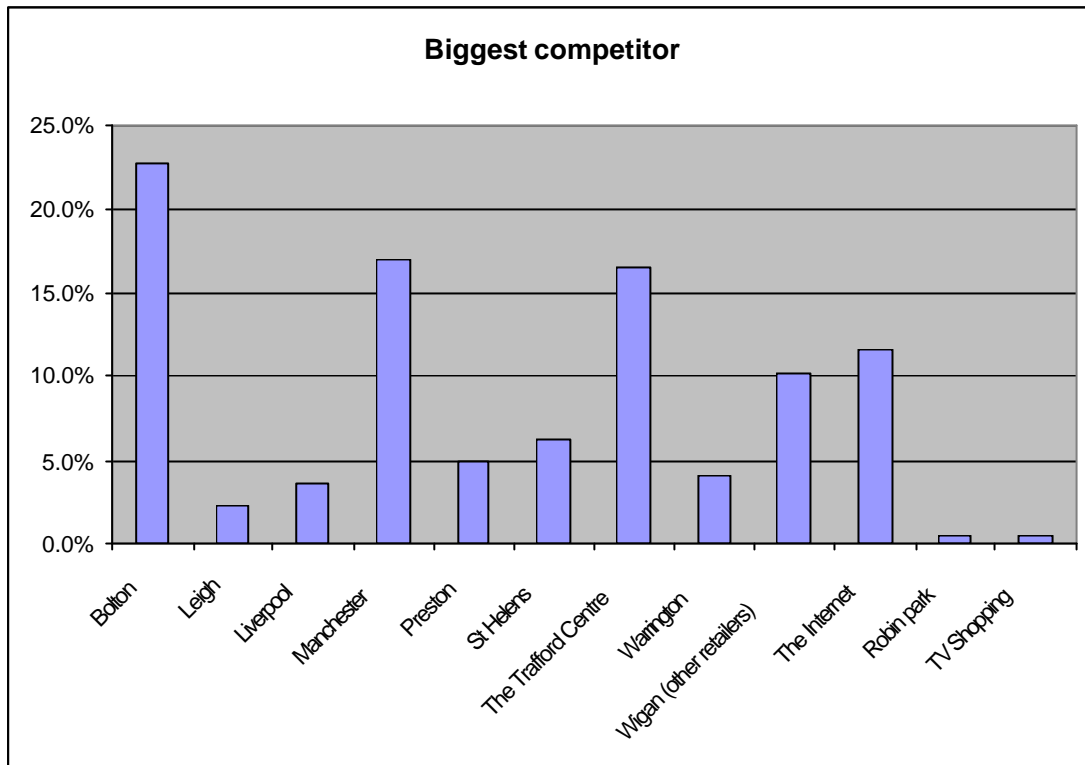
If you are relocating, where are you considering moving to?

• Grand Arcade	2
• More central	1
• Market Place	1
• Standishgate	1
• The Galleries	1
• Bigger premises	1
• Bolton	1

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

• Higher footfall	3
• Access/ parking	2
• Larger store	2
• High costs	2
• Competition	1
• More expansion space	1

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



Bolton	51	(22.8%)
Leigh	5	(2.2%)
Liverpool	8	(3.6%)
Manchester	38	(17.0%)
Preston	11	(4.9%)
St Helens	14	(6.3%)
The Trafford Centre	37	(16.5%)
Warrington	9	(4.0%)
Wigan (other retailers)	23	(10.3%)
The Internet	26	(11.6%)
Robin Park	1	(0.5%)
TV Shopping	1	(0.5%)

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

- Parking: cost and number of spaces 9
- Concern over Galleries when Grand Arcades opens 5
- Congestion 5
- Not enough help for independent traders 5
- Concern over larger number of vacancies 4
- Too many traffic wardens 3
- Need to retain independent traders 3
- Rents and rates on the market should be lowered 3

- Cleanliness 2
- Need to support the market 2
- Lack of footfall on periphery 1
- Need to improve communication with traders 1
- Need more smaller outlets in the town centre 1
- Need more visitors 1
- Poor public transport 1
- Security/ lack of police 1
- No promotion of the centre 1
- Uniformity of shops 1
- Need pointers to the Royal Arcades 1
- Mesnes field should be used for an events/ exhibition site 1
- More help accessing grants/ loans for listed building owners 1
- Grand Arcades should work with the Galleries 1