

**APPENDIX 4:
BUSINESS SURVEY RESULTS**



CLEATOR MOOR TOWN CENTRE BUSINESS SURVEY RESULTS

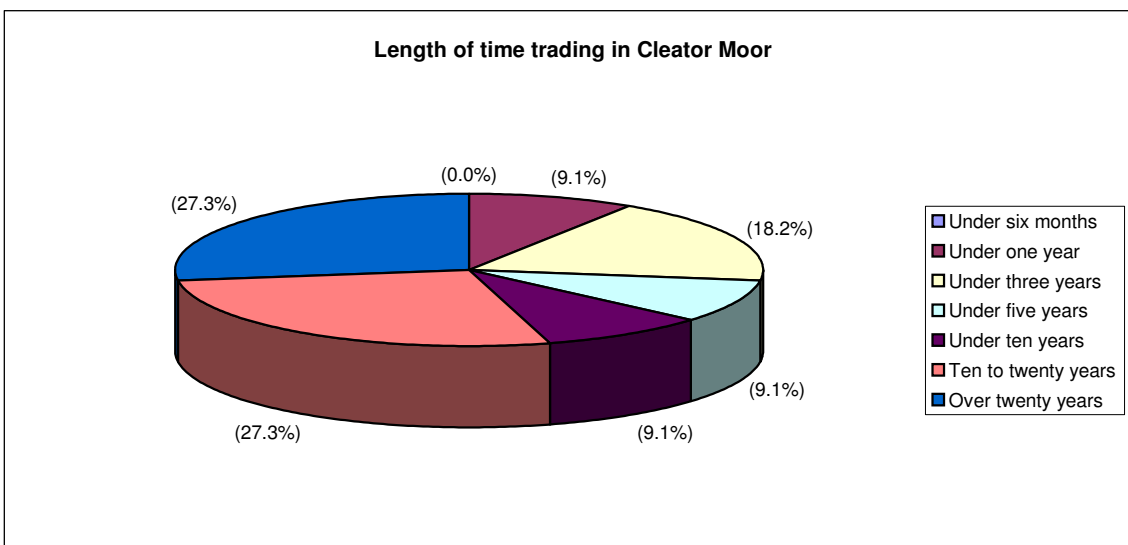
Questionnaires Distributed:

74

Responses: 11 (15%)

Q1a. How long, approximately, has the business traded in Cleator Moor Town Centre?

Under six months	[0]	(0.0%)
Under one year	[1]	(9.1%)
Under three years	[2]	(18.2%)
Under five years	[1]	(9.1%)
Under ten years	[1]	(9.1%)
Ten to twenty years	[3]	(27.3%)
Over twenty years	[3]	(27.3%)
	[11]	(100.0%)

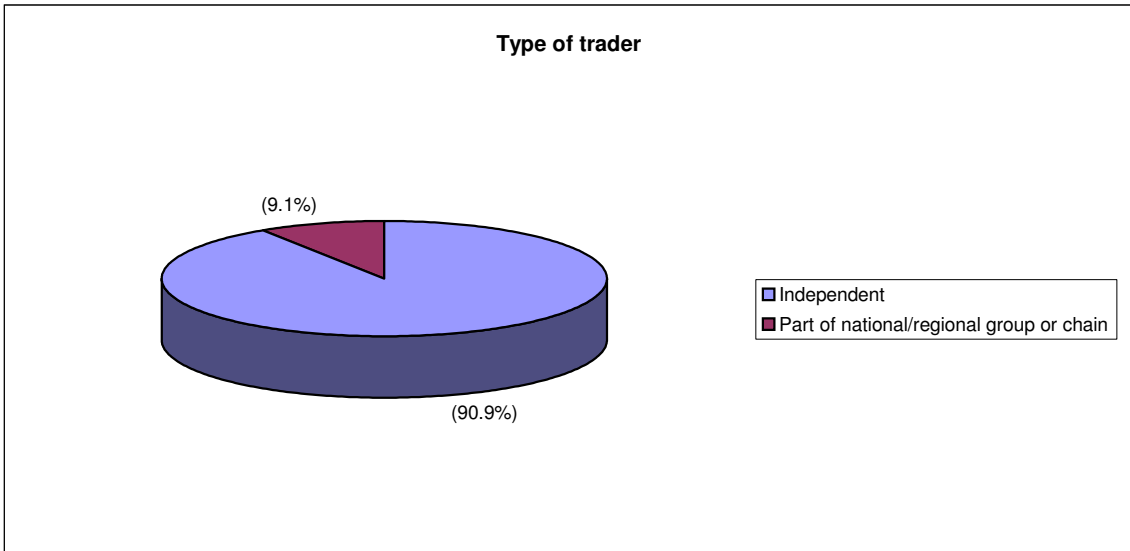


Q1b. Is your business?

Independent	[10]	(90.9%)
Part of national/regional group or chain	[1]	(9.1%)
	[11]	(100.0%)

Other (please specify)

No comments



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

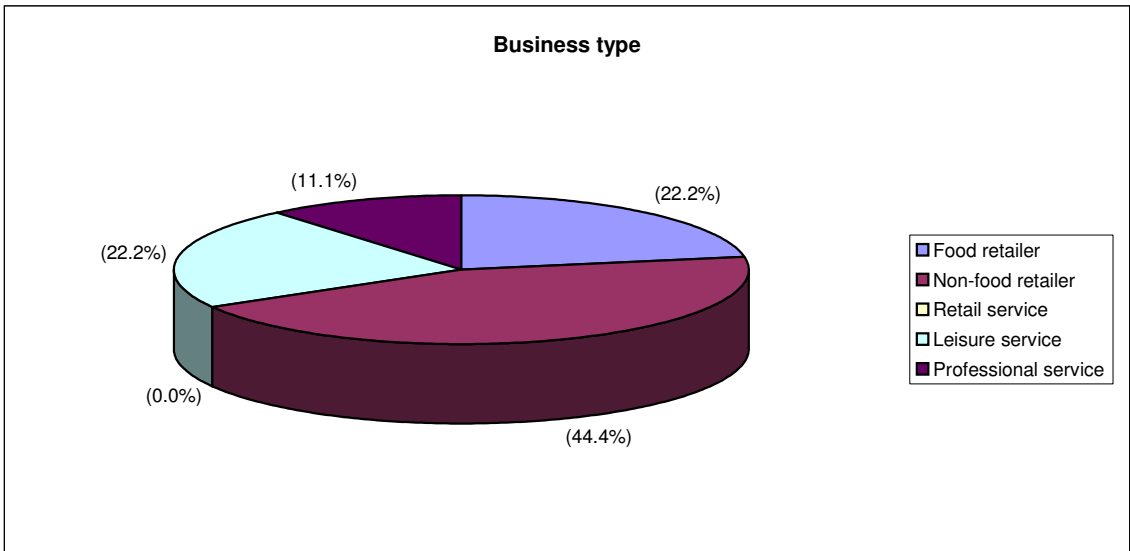
Yes	[0]	(0.0%)
No	[1]	(100.0%)
	[1]	(100.0%)

Q1d. How would you describe your business?

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

Other (please state)

Engineering [1], Security Services [1]



Q1e. How many staff does the business employ?

Full Time	[28]	(58.3%)
Part Time	[20]	(41.7%)
	[48]	

Q1f. Has the business always operated from Cleator Moor Town Centre?

Yes	[9]	(81.8%)
No	[2]	(18.2%)
	[11]	(100.0%)

If no, where did you relocate from?

Bolton [1]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[4]	(36.4%)
Grown Moderately	[4]	(36.4%)
Remained Largely Static	[0]	(0.0%)
Declined Moderately	[0]	(0.0%)
Declined Significantly	[3]	(27.3%)
	[11]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[1]	(9.1%)
Well	[6]	(54.5%)
Moderately	[1]	(9.1%)
Poorly	[1]	(9.1%)
Very Poorly	[2]	(18.2%)
	[11]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[5]	(45.5%)
Owner Occupied	[5]	(45.5%)
No Answer	[1]	(9.1%)
	[11]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[6]	(66.7%)
Other residents in the wider Cleator Moor area	[3]	(33.3%)
Office employees	[0]	(0.0%)
Tourist/Leisure Visitors	[0]	(0.0%)
	[9]	(100.0%)

Other (please state)

Sellafield [1], Factories [1], Schools [1], Buildings [1]

Q4. How do you rate the following aspects of the Town Centre?

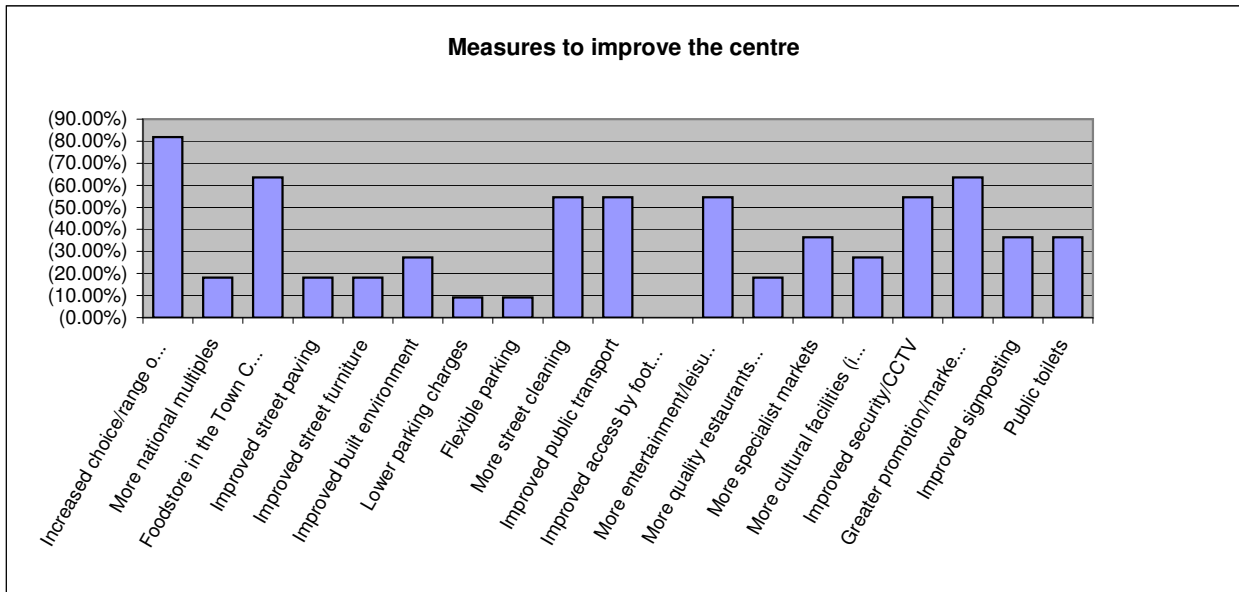
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[0]	(0.00%)	[3]	(27.27%)	[8]	(72.73%)	[0]	(0.00%)
b. Location and quality of car parks	[4]	(36.36%)	[4]	(36.36%)	[3]	(27.27%)	[0]	(0.00%)
c. Foodstore provision	[1]	(9.09%)	[5]	(45.45%)	[5]	(45.45%)	[0]	(0.00%)
d. Car parking	[5]	(45.45%)	[5]	(45.45%)	[1]	(9.09%)	[0]	(0.00%)
e. Shopping environment	[1]	(9.09%)	[3]	(27.27%)	[7]	(63.64%)	[0]	(0.00%)
f. Pedestrian environment	[3]	(27.27%)	[7]	(63.64%)	[1]	(9.09%)	[0]	(0.00%)
g. Security (CCTV)	[1]	(9.09%)	[5]	(45.45%)	[4]	(36.36%)	[1]	(9.09%)
h. Personal safety	[2]	(18.18%)	[4]	(36.36%)	[4]	(36.36%)	[1]	(9.09%)
i. Access by public transport	[3]	(27.27%)	[3]	(27.27%)	[4]	(36.36%)	[1]	(9.09%)
j. Access by foot and cycle	[2]	(18.18%)	[7]	(63.64%)	[1]	(9.09%)	[1]	(9.09%)
k. Signage	[1]	(9.09%)	[5]	(45.45%)	[3]	(27.27%)	[2]	(18.18%)
l. Cleanliness	[0]	(0.00%)	[6]	(54.55%)	[5]	(45.45%)	[0]	(0.00%)
m. Entertainment/Leisure	[0]	(0.00%)	[1]	(9.09%)	[10]	(90.91%)	[0]	(0.00%)
n. Events (Christmas)	[0]	(0.00%)	[0]	(0.00%)	[9]	(81.82%)	[2]	(18.18%)
o. Public toilets	[0]	(0.00%)	[0]	(0.00%)	[9]	(81.82%)	[2]	(18.18%)
p. Leisure/Tourism Facilities	[0]	(0.00%)	[1]	(9.09%)	[10]	(90.91%)	[0]	(0.00%)
	[23]		[59]		[84]		[10]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[9]	(81.82%)
More national multiples	[2]	(18.18%)
Foodstore in the Town Centre	[7]	(63.64%)
Improved street paving	[2]	(18.18%)
Improved street furniture	[2]	(18.18%)
Improved built environment	[3]	(27.27%)
Lower parking charges	[1]	(9.09%)
Flexible parking	[1]	(9.09%)
More street cleaning	[6]	(54.55%)
Improved public transport	[6]	(54.55%)
Improved access by foot and cycle	[0]	(0.00%)
More entertainment/leisure facilities	[6]	(54.55%)
More quality restaurants/pavement cafes	[2]	(18.18%)
More specialist markets	[4]	(36.36%)
More cultural facilities (i.e. Theatre)	[3]	(27.27%)
Improved security/CCTV	[6]	(54.55%)
Greater promotion/marketing of the centre	[7]	(63.64%)
Improved signposting	[4]	(36.36%)
Public toilets	[4]	(36.36%)
	[75]	

Other (please state)

No comments



Q6. 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	[2]	(20.00%)
Too many non-retail uses	[6]	(60.00%)
Not enough non-retail uses	[2]	(20.00%)
	[10]	(100.00%)

Please specify:

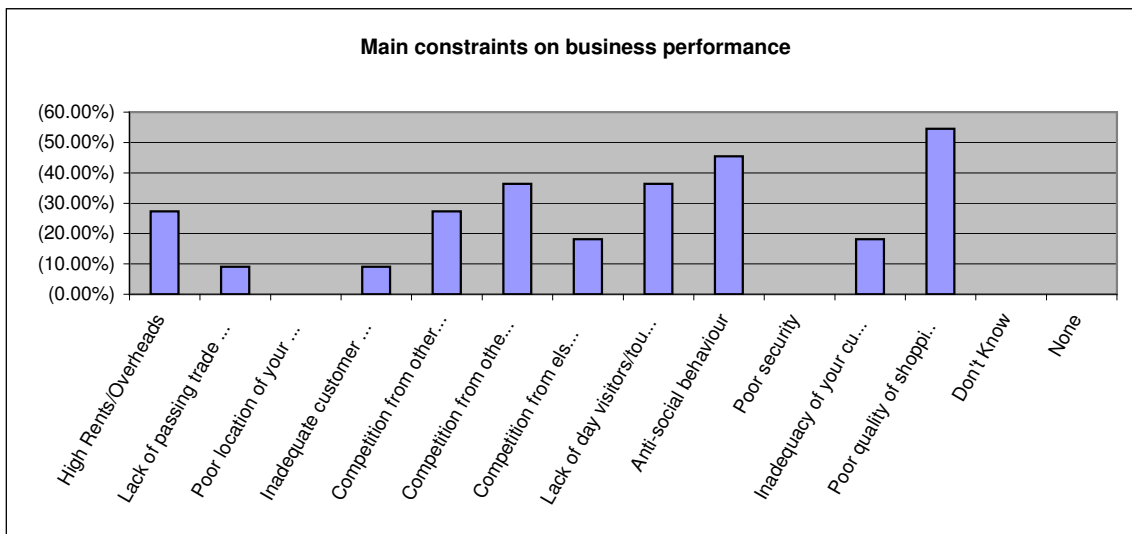
Too many take-aways [2], Too many fast food outlets [1]

Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[3]	(27.27%)
Lack of passing trade outside your premises	[1]	(9.09%)
Poor location of your premises	[0]	(0.00%)
Inadequate customer car parking	[1]	(9.09%)
Competition from other traders in Town Centre	[3]	(27.27%)
Competition from other Town Centres nearby	[4]	(36.36%)
Competition from elsewhere	[2]	(18.18%)
Lack of day visitors/tourists to the town	[4]	(36.36%)
Anti-social behaviour	[5]	(45.45%)
Poor security	[0]	(0.00%)
Inadequacy of your current premises	[2]	(18.18%)
Poor quality of shopping environment	[6]	(54.55%)
Don't Know	[0]	(0.00%)
None	[0]	(0.00%)
	[31]	

Other (please specify)

N/A [1], Why so many empty factory units on Leaconfield Industrial Estate? [1]



Q8. Have you any plans to alter your business in any way in the next five years?

No	[6]	(30.00%)
Yes, close	[2]	(10.00%)
Yes, relocate in Town Centre	[1]	(5.00%)
Yes, relocate out-of-centre	[1]	(5.00%)
Yes, extend floorspace	[1]	(5.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[9]	(45.00%)
	[20]	(100.00%)

Other (please specify)

No comments

Q8a. If you are relocating, where are you considering moving to?

Town Centre [1], West Lakes [1]

Q8b. If relocating, what is the main reason for this decision?

Bigger space [1], Bigger offices [1]

Q9. What specific support would help your business?

Training	[0]	(0.0%)
Town Centre Manager	[3]	(37.5%)
Shop front improvement grants	[3]	(37.5%)
Marketing assistance	[2]	(25.0%)
	8	(100.0%)

Other (please specify)

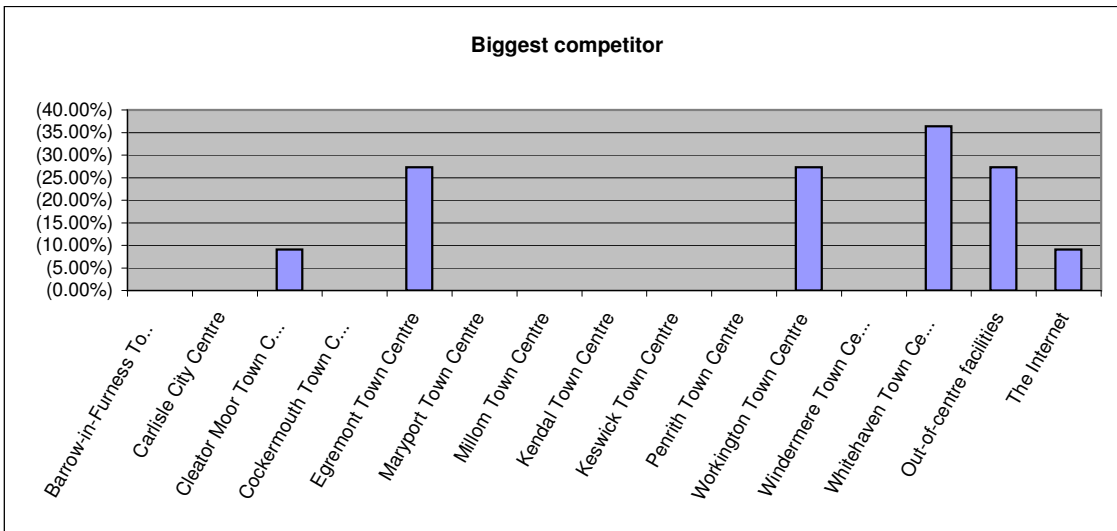
Town Centre Supermarket [1]

Q10. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[0]	(0.00%)
Carlisle City Centre	[0]	(0.00%)
Cleator Moor Town Centre (other retailers)	[1]	(9.09%)
Cockermouth Town Centre	[0]	(0.00%)
Egremont Town Centre	[3]	(27.27%)
Maryport Town Centre	[0]	(0.00%)
Millom Town Centre	[0]	(0.00%)
Kendal Town Centre	[0]	(0.00%)
Keswick Town Centre	[0]	(0.00%)
Penrith Town Centre	[0]	(0.00%)
Workington Town Centre	[3]	(27.27%)
Windermere Town Centre	[0]	(0.00%)
Whitehaven Town Centre	[4]	(36.36%)
Out-of-centre facilities	[3]	(27.27%)
The Internet	[1]	(9.09%)
	[15]	

Other (please specify)

No comments



Q11a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[1]	(9.1%)
No	[10]	(90.9%)
	[11]	(100.0%)

Q11b. If yes, where is this?

All towns in Cumbria [1]

Q11c. If yes, is this other business trading better, worse, or the same?

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

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

One bank, one cash machine; often broken - affects businesses [1], Too many take-aways [1], Moving Co-op out of town hasn't helped [1], Pavements are in a bad state of repair [1] Dogs fouling in front of shops [1], Cleator Moor is dirty and run down [1], More specialist shops [1], Need to give better service than Whitehaven [1], Easy parking needed [1], Need to make it easier to get around [1], Need more variety of shops so customers can get everything they need in one town [1], Better marketing of town to those outside the immediate area [1], Better range of products in shops [1], No more "back in 5 minutes" signs on shop doors [1], Shops ot having enough change and therefore making customers wait [1], Advertising wothout making the businesses pay for it [1], Thgere are a lot of excellent, well stocked shops, but potential customers don't know about them [1], better looking shop fronts would attract people to go in [1]



COCKERMOUTH TOWN CENTRE BUSINESS SURVEY RESULTS

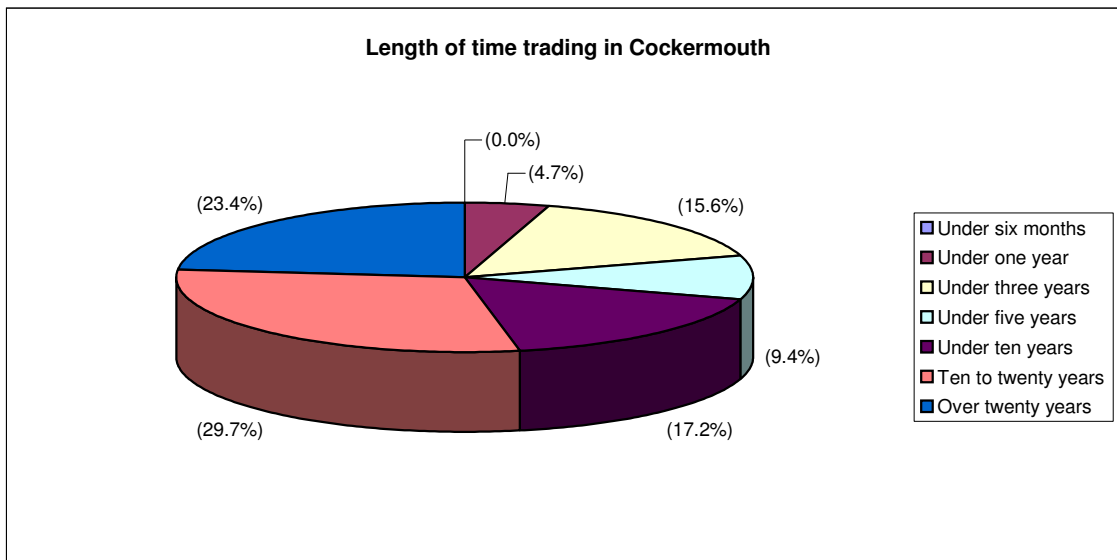
Questionnaires Distributed:

188

Responses: 64 (34%)

Q1a. How long, approximately, has the business traded in Cockermouth Town Centre?

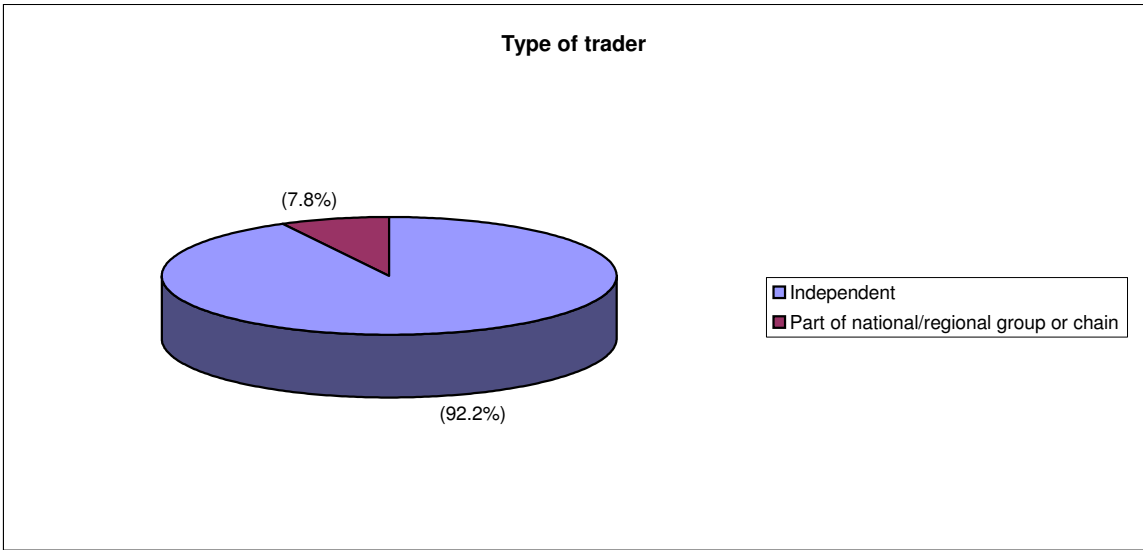
Under six months	[0]	(0.0%)
Under one year	[3]	(4.7%)
Under three years	[10]	(15.6%)
Under five years	[6]	(9.4%)
Under ten years	[11]	(17.2%)
Ten to twenty years	[19]	(29.7%)
Over twenty years	[15]	(23.4%)
	[64]	(100.0%)



Q1b. Is your business?

Independent	[59]	(92.2%)
Part of national/regional group or chain	[5]	(7.8%)
	[64]	(100.0%)

Other (please specify)



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

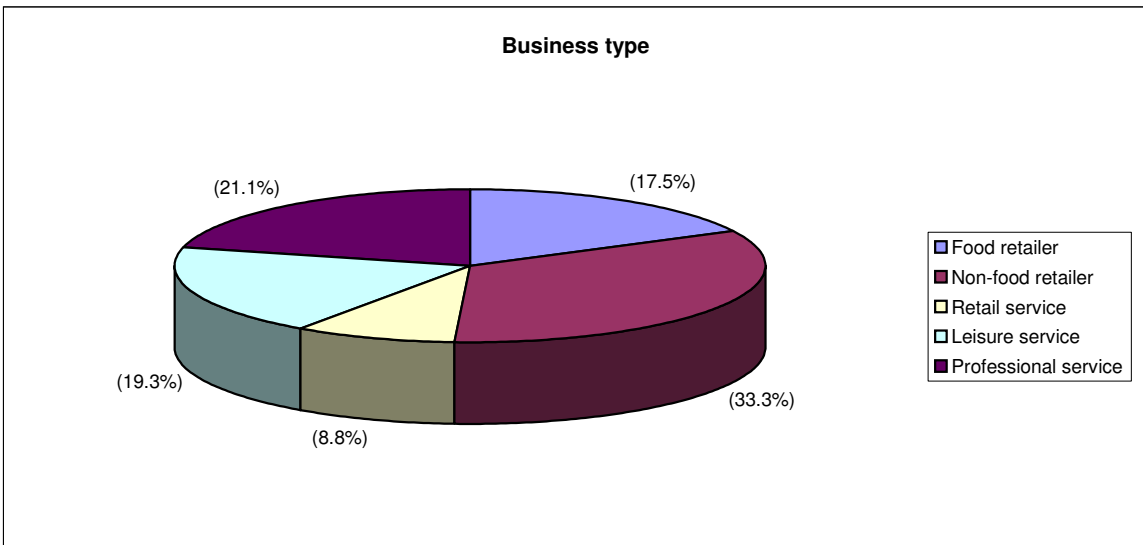
Yes	[6]	(60.0%)
No	[4]	(40.0%)
Total	[10]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[10]	(17.5%)
Non-food retailer	[19]	(33.3%)
Retail service	[5]	(8.8%)
Leisure service	[11]	(19.3%)
Professional service	[12]	(21.1%)
Total	[57]	(100.0%)

Other (please state)

Training [1]



Q1e. How many staff does the business employ?

Full Time	[64]	(44.1%)
Part Time	[81]	(55.9%)
	[145]	(100.0%)

Q1f. Has the business always operated from Cockermouth Town Centre?

Yes	[55]	(88.71%)
No	[7]	(11.29%)
	[62]	(100.00%)

If no, where did you relocate from?

Maryport [1], Whitehaven [1]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[13]	(20.6%)
Grown Moderately	[30]	(47.6%)
Remained Largely Static	[9]	(14.3%)
Declined Moderately	[3]	(4.8%)
Declined Significantly	[8]	(12.7%)
	[63]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[6]	(9.5%)
Well	[26]	(41.3%)
Moderately	[20]	(31.7%)
Poorly	[5]	(7.9%)
Very Poorly	[6]	(9.5%)
	[63]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[41]	(63.1%)
Owner Occupied	[23]	(35.4%)
No Answer	[1]	(1.5%)
	[65]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[36]	(51.4%)
Other residents in the wider Cockermouth area	[16]	(22.9%)
Office employees	[2]	(2.9%)
Tourist/Leisure Visitors	[16]	(22.9%)
	[70]	(100.0%)

Other (please state)

No comments [1]

Q4. How do you rate the following aspects of the Town Centre?

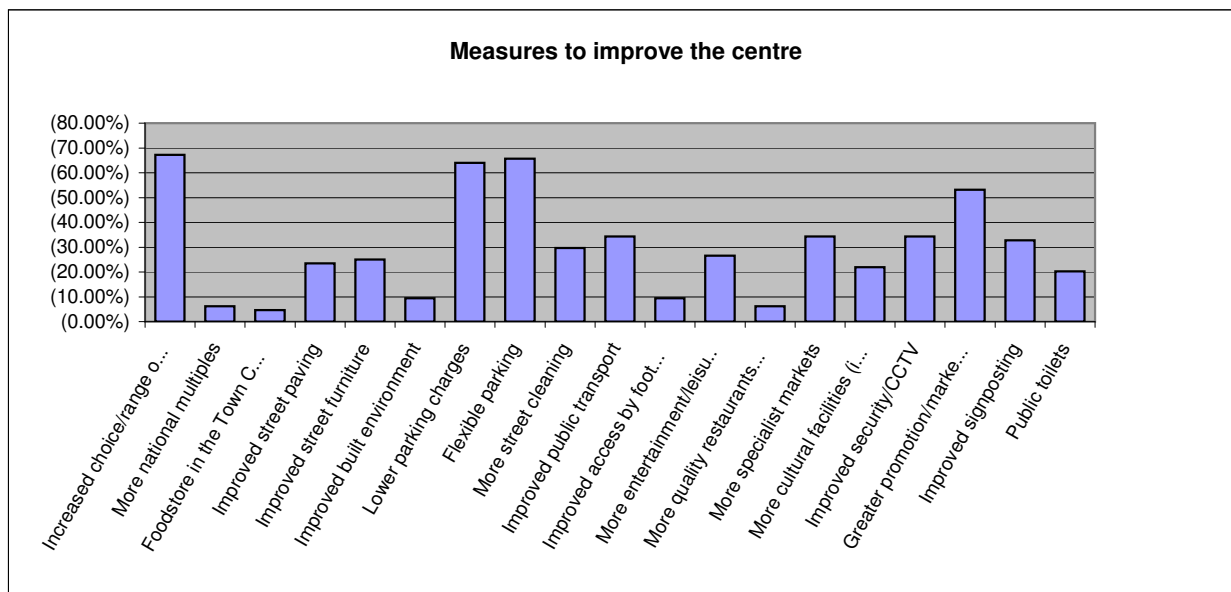
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[24]	(37.50%)	[32]	(50.00%)	[11]	(17.19%)	[0]	(0.00%)
b. Location and quality of car parks	[12]	(18.75%)	[24]	(37.50%)	[27]	(42.19%)	[0]	(0.00%)
c. Foodstore provision	[41]	(64.06%)	[15]	(23.44%)	[4]	(6.25%)	[0]	(0.00%)
d. Car parking	[10]	(15.63%)	[24]	(37.50%)	[31]	(48.44%)	[0]	(0.00%)
e. Shopping environment	[24]	(37.50%)	[29]	(45.31%)	[9]	(14.06%)	[0]	(0.00%)
f. Pedestrian environment	[29]	(45.31%)	[28]	(43.75%)	[7]	(10.94%)	[0]	(0.00%)
g. Security (CCTV)	[9]	(14.06%)	[20]	(31.25%)	[17]	(26.56%)	[17]	(26.56%)
h. Personal safety	[31]	(48.44%)	[26]	(40.63%)	[2]	(3.13%)	[3]	(4.69%)
i. Access by public transport	[16]	(25.00%)	[25]	(39.06%)	[16]	(25.00%)	[6]	(9.38%)
j. Access by foot and cycle	[31]	(48.44%)	[25]	(39.06%)	[4]	(6.25%)	[3]	(4.69%)
k. Signage	[18]	(28.13%)	[28]	(43.75%)	[13]	(20.31%)	[1]	(1.56%)
l. Cleanliness	[23]	(35.94%)	[30]	(46.88%)	[12]	(18.75%)	[0]	(0.00%)
m. Entertainment/Leisure	[8]	(12.50%)	[32]	(50.00%)	[18]	(28.13%)	[6]	(9.38%)
n. Events (Christmas)	[27]	(42.19%)	[20]	(31.25%)	[15]	(23.44%)	[3]	(4.69%)
o. Public toilets	[5]	(7.81%)	[31]	(48.44%)	[15]	(23.44%)	[10]	(15.63%)
p. Leisure/Tourism Facilities	[18]	(28.13%)	[27]	(42.19%)	[16]	(25.00%)	[3]	(4.69%)
	[326]		[416]		[217]		[52]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[43]	(67.19%)
More national multiples	[4]	(6.25%)
Foodstore in the Town Centre	[3]	(4.69%)
Improved street paving	[15]	(23.44%)
Improved street furniture	[16]	(25.00%)
Improved built environment	[6]	(9.38%)
Lower parking charges	[41]	(64.06%)
Flexible parking	[42]	(65.63%)
More street cleaning	[19]	(29.69%)
Improved public transport	[22]	(34.38%)
Improved access by foot and cycle	[6]	(9.38%)
More entertainment/leisure facilities	[17]	(26.56%)
More quality restaurants/pavement cafes	[4]	(6.25%)
More specialist markets	[22]	(34.38%)
More cultural facilities (i.e. Theatre)	[14]	(21.88%)
Improved security/CCTV	[22]	(34.38%)
Greater promotion/marketing of the centre	[34]	(53.13%)
Improved signposting	[21]	(32.81%)
Public toilets	[13]	(20.31%)
	[364]	

Other (please state)

No comments



Q6. 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	[29]	(50.9%)
Too many non-retail uses	[24]	(42.1%)
Not enough non-retail uses	[4]	(7.0%)
	[57]	(100.0%)

Please specify:

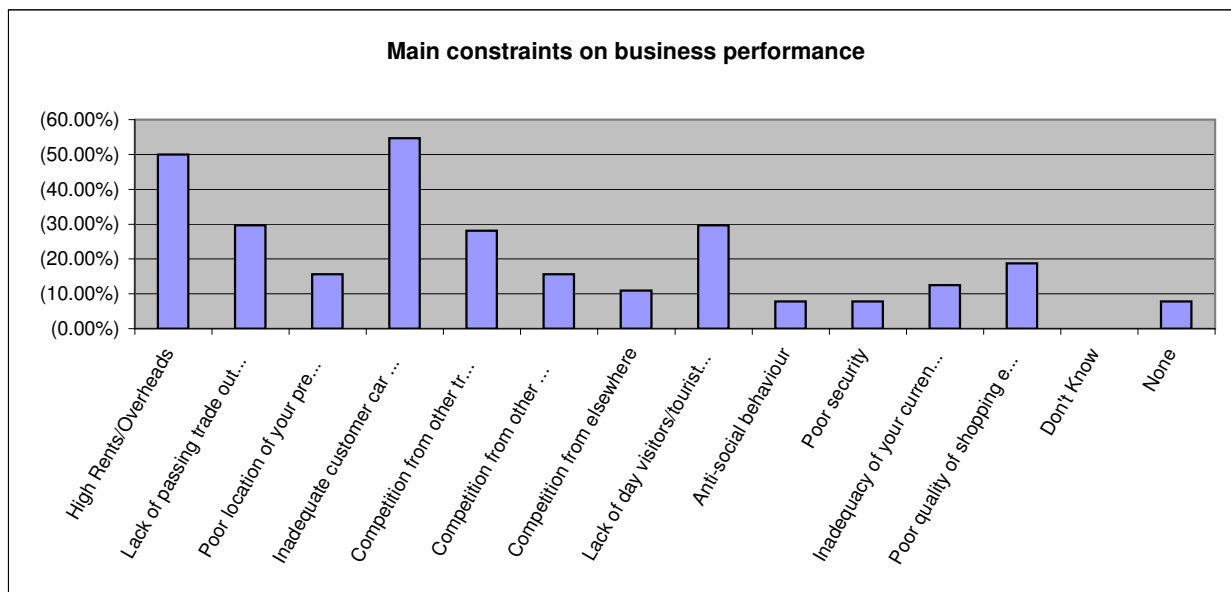
No comments

Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[32]	(50.00%)
Lack of passing trade outside your premises	[19]	(29.69%)
Poor location of your premises	[10]	(15.63%)
Inadequate customer car parking	[35]	(54.69%)
Competition from other traders in Town Centre	[18]	(28.13%)
Competition from other Town Centres nearby	[10]	(15.63%)
Competition from elsewhere	[7]	(10.94%)
Lack of day visitors/tourists to the town	[19]	(29.69%)
Anti-social behaviour	[5]	(7.81%)
Poor security	[5]	(7.81%)
Inadequacy of your current premises	[8]	(12.50%)
Poor quality of shopping environment	[12]	(18.75%)
Don't Know	[0]	(0.00%)
None	[5]	(7.81%)
	[185]	

Other (please specify)

Loading/Unloading [1]



Q8. Have you any plans to alter your business in any way in the next five years?

No	[24]	(45.28%)
Yes, close	[4]	(7.55%)
Yes, relocate in Town Centre	[1]	(1.89%)
Yes, relocate out-of-centre	[3]	(5.66%)
Yes, extend floorspace	[4]	(7.55%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[17]	(32.08%)
	[53]	(100.00%)

Other (please specify)

By bigger premises [1]

Q8a. If you are relocating, where are you considering moving to?

No comments

Q8b. If relocating, what is the main reason for this decision?

Undecided [1], Sell [2], Outside area [1]

Q9. What specific support would help your business?

Training	[4]	(7.4%)
Town Centre Manager	[5]	(9.3%)
Shop front improvement grants	[18]	(33.3%)
Marketing assistance	[27]	(50.0%)
	[54]	(100.0%)

Other (please specify)

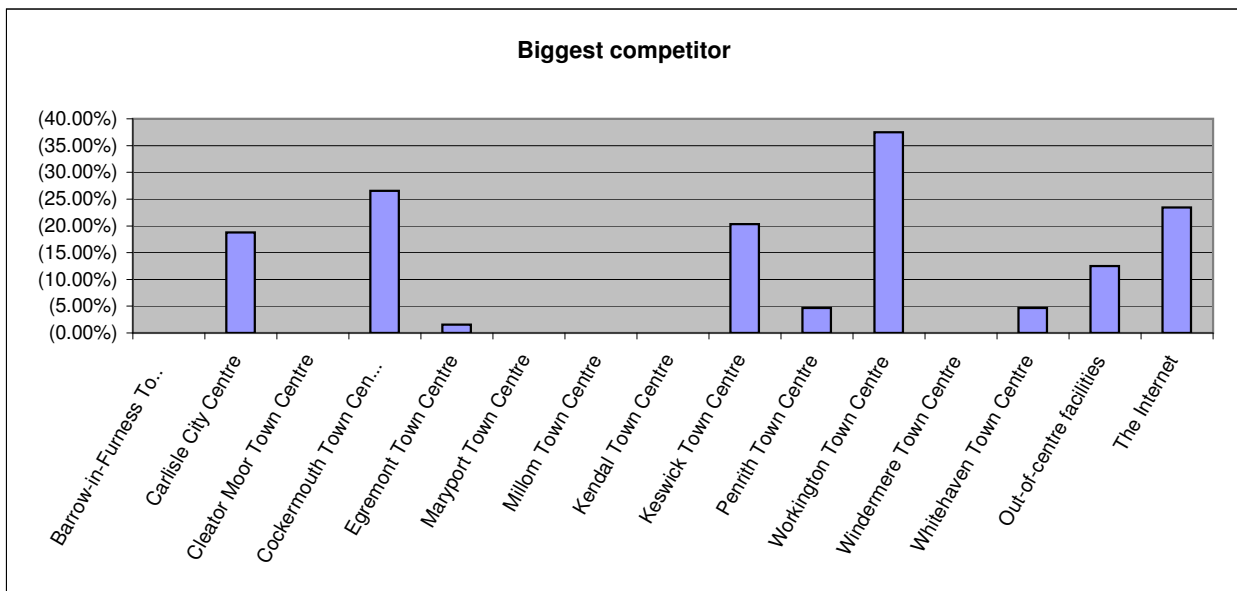
No comments

Q10. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[0]	(0.00%)
Carlisle City Centre	[12]	(18.75%)
Cleator Moor Town Centre	[0]	(0.00%)
Cockermouth Town Centre (other retailers)	[17]	(26.56%)
Egremont Town Centre	[1]	(1.56%)
Maryport Town Centre	[0]	(0.00%)
Millom Town Centre	[0]	(0.00%)
Kendal Town Centre	[0]	(0.00%)
Keswick Town Centre	[13]	(20.31%)
Penrith Town Centre	[3]	(4.69%)
Workington Town Centre	[24]	(37.50%)
Windermere Town Centre	[0]	(0.00%)
Whitehaven Town Centre	[3]	(4.69%)
Out-of-centre facilities	[8]	(12.50%)
The Internet	[15]	(23.44%)
	[96]	

Other (please specify)

Sainsburys [1]



Q11a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[11]	(20.0%)
No	[44]	(80.0%)
	[55]	(100.0%)

Q11b. If yes, where is this?

Keswick [1], Whitehaven [1], Workington [1], Maryport [1]

Q11c. If yes, is this other business trading better, worse, or the same?

Better	[2]	(16.7%)
Worse	[2]	(16.7%)
Same	[8]	(66.7%)
	[12]	(100.0%)

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

Too many groups of youths gathering around shops at evenings [1], More youth clubs and leisure facilities needed [1], Too many empty shops [1], Refurbishment of market place is a disaster and the works have taken far too long [1], There is insufficient parking at the market place [1], Clean pavements of chewing gum [1], enforce bylaw about litter dropping [2], Rent/rates are far too high [1], More pro-active policing is needed to curb rowdiness on a Friday night [1], Too many of the same type of shops [1], Excessive amount of Estate Agents, hairdressers (x4), and charity shops [1], No compensation was allowed for access being blocked off during regeneration of the market place [1], Bring monthly food fair onto the main street instead of the market place [1], The continental market created a real buzz with lots of people walking around [1], The location of the local market doesn't encourage people to walk that far [1], Too much litter, mainly from the take-aways [1], Feel let down by the Council - need proper consultation [1], Have e-mailed Chris George (self-appointed chairperson) on several occasions - no answer; gave up trying [1], would like more promotion of Station street rather than the market place [1], No communication from Town Council [2], Is there a committee/group where all retailers and businesses are invited? [1], Promote town as a holiday town [1], More rubbish bins on the street [1], notice board of where to find "Discs" for car parking, or dispensers [1], More parking spaces needed [2], Hold a weekend music festival to bring people in [1], Enforce laws for dog fouling [1], Too much competition from Supermarkets [1], Not marketed enough [1]



EGREMONT TOWN CENTRE BUSINESS SURVEY RESULTS

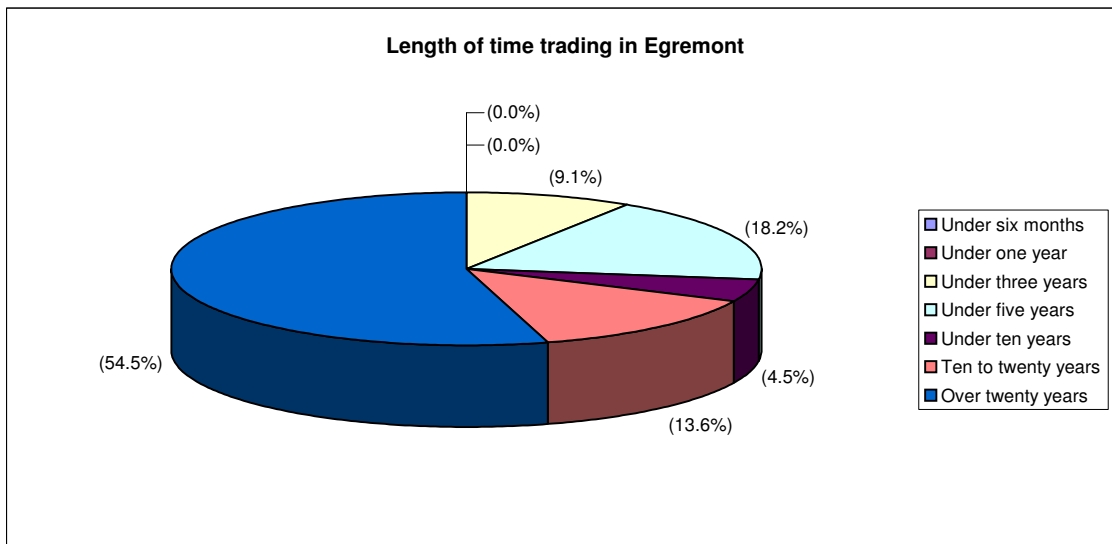
Questionnaires Distributed:

83

Responses: 22 (27%)

Q1a. How long, approximately, has the business traded in Egremont Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[2]	(9.1%)
Under five years	[4]	(18.2%)
Under ten years	[1]	(4.5%)
Ten to twenty years	[3]	(13.6%)
Over twenty years	[12]	(54.5%)
	[22]	(100.0%)

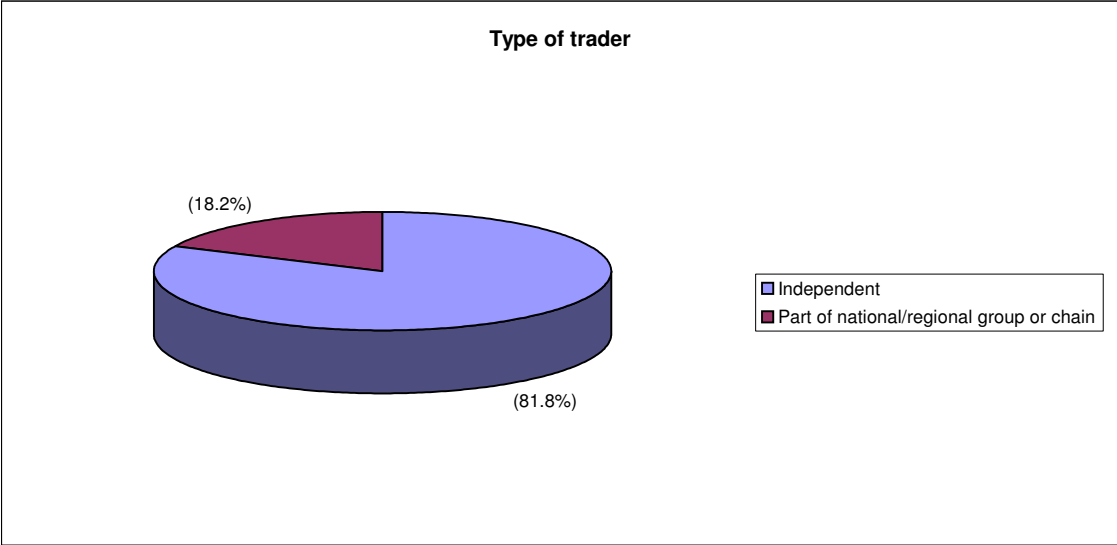


Q1b. Is your business?

Independent	[18]	(81.8%)
Part of national/regional group or chain	[4]	(18.2%)
	[22]	(100.0%)

Other (please specify)

No comments



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

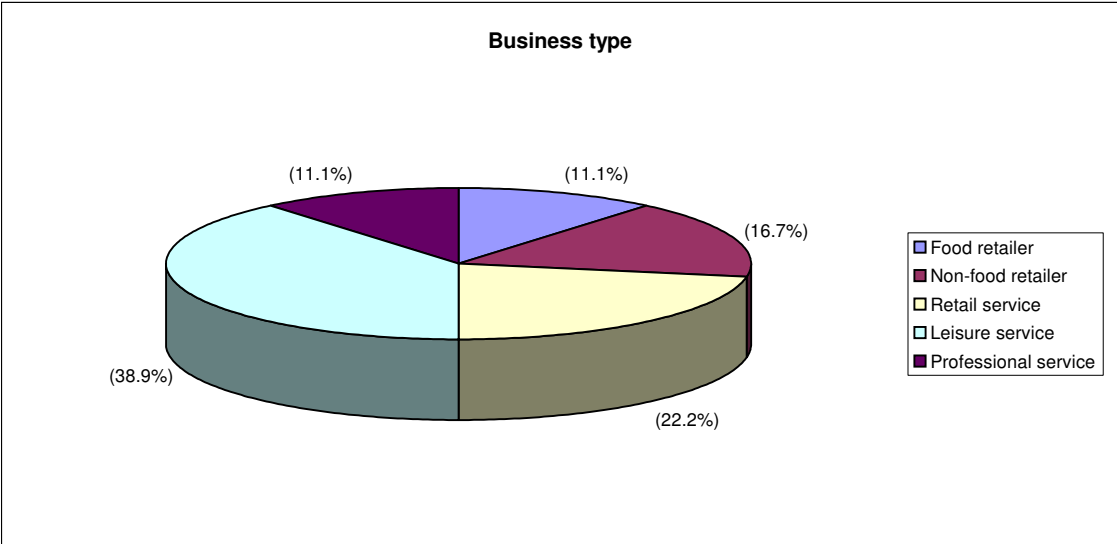
Yes	[4]	(50.0%)
No	[4]	(50.0%)
	[8]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[2]	(11.1%)
Non-food retailer	[3]	(16.7%)
Retail service	[4]	(22.2%)
Leisure service	[7]	(38.9%)
Professional service	[2]	(11.1%)
	[18]	(100.0%)

Other (please state)

Florist/Greengrocer [1], Pharmacy [1], GP Surgery [1], Craft Shop [1]



Q1e. How many staff does the business employ?

Full Time	[31]	(34.4%)
Part Time	[59]	(65.6%)
	[90]	(100.0%)

Q1f. Has the business always operated from Egremont Town Centre?

Yes	[22]	(100.0%)
No	[0]	(0.0%)
	[22]	(100.0%)

If no, where did you relocate from?

Not applicable

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[3]	(13.6%)
Grown Moderately	[7]	(31.8%)
Remained Largely Static	[6]	(27.3%)
Declined Moderately	[3]	(13.6%)
Declined Significantly	[3]	(13.6%)
	[22]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[1]	(4.5%)
Well	[10]	(45.5%)
Moderately	[9]	(40.9%)
Poorly	[1]	(4.5%)
Very Poorly	[1]	(4.5%)
	[22]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[7]	(31.8%)
Owner Occupied	[15]	(68.2%)
No Answer	[0]	(0.0%)
	[22]	(100.0%)

Q3. What type of customers does your business rely on primarily?

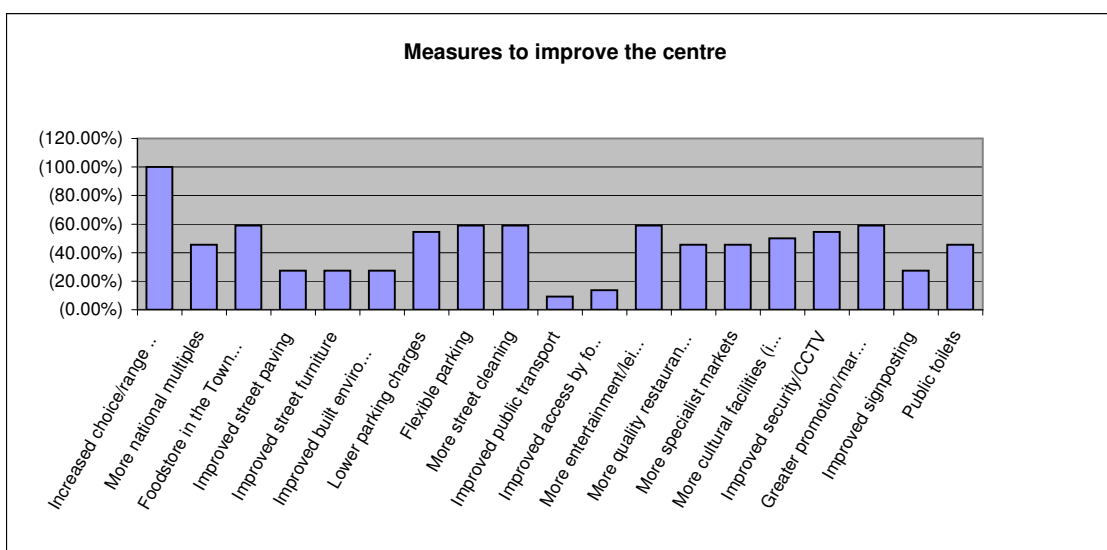
Local residents	[21]	(80.8%)
Other residents in the wider Egremont area	[4]	(15.4%)
Office employees	[0]	(0.0%)
Tourist/Leisure Visitors	[1]	(3.8%)
	[26]	(100.0%)

Q4. How do you rate the following aspects of the Town Centre?

	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[0]	(0.00%)	[4]	(18.18%)	[17]	(77.27%)	[0]	(0.00%)
b. Location and quality of car parks	[2]	(9.09%)	[9]	(40.91%)	[10]	(45.45%)	[1]	(4.55%)
c. Foodstore provision	[2]	(9.09%)	[6]	(27.27%)	[14]	(63.64%)	[0]	(0.00%)
d. Car parking	[2]	(9.09%)	[8]	(36.36%)	[12]	(54.55%)	[0]	(0.00%)
e. Shopping environment	[0]	(0.00%)	[8]	(36.36%)	[14]	(63.64%)	[0]	(0.00%)
f. Pedestrian environment	[4]	(18.18%)	[15]	(68.18%)	[3]	(13.64%)	[0]	(0.00%)
g. Security (CCTV)	[0]	(0.00%)	[9]	(40.91%)	[10]	(45.45%)	[3]	(13.64%)
h. Personal safety	[4]	(18.18%)	[16]	(72.73%)	[1]	(4.55%)	[1]	(4.55%)
i. Access by public transport	[9]	(40.91%)	[10]	(45.45%)	[1]	(4.55%)	[2]	(9.09%)
j. Access by foot and cycle	[7]	(31.82%)	[12]	(54.55%)	[1]	(4.55%)	[2]	(9.09%)
k. Signage	[4]	(18.18%)	[18]	(81.82%)	[0]	(0.00%)	[0]	(0.00%)
l. Cleanliness	[1]	(4.55%)	[11]	(50.00%)	[10]	(45.45%)	[0]	(0.00%)
m. Entertainment/Leisure	[1]	(4.55%)	[4]	(18.18%)	[17]	(77.27%)	[0]	(0.00%)
n. Events (Christmas)	[2]	(9.09%)	[11]	(50.00%)	[8]	(36.36%)	[1]	(4.55%)
o. Public toilets	[0]	(0.00%)	[5]	(22.73%)	[13]	(59.09%)	[4]	(18.18%)
p. Leisure/Tourism Facilities	[0]	(0.00%)	[5]	(22.73%)	[16]	(72.73%)	[1]	(4.55%)
	[38]		[151]		[147]		[15]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[22]	(100.00%)
More national multiples	[10]	(45.45%)
Foodstore in the Town Centre	[13]	(59.09%)
Improved street paving	[6]	(27.27%)
Improved street furniture	[6]	(27.27%)
Improved built environment	[6]	(27.27%)
Lower parking charges	[12]	(54.55%)
Flexible parking	[13]	(59.09%)
More street cleaning	[13]	(59.09%)
Improved public transport	[2]	(9.09%)
Improved access by foot and cycle	[3]	(13.64%)
More entertainment/leisure facilities	[13]	(59.09%)
More quality restaurants/pavement cafes	[10]	(45.45%)
More specialist markets	[10]	(45.45%)
More cultural facilities (i.e. Theatre)	[11]	(50.00%)
Improved security/CCTV	[12]	(54.55%)
Greater promotion/marketing of the centre	[13]	(59.09%)
Improved signposting	[6]	(27.27%)
Public toilets	[10]	(45.45%)
	[191]	



Q6. 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)?

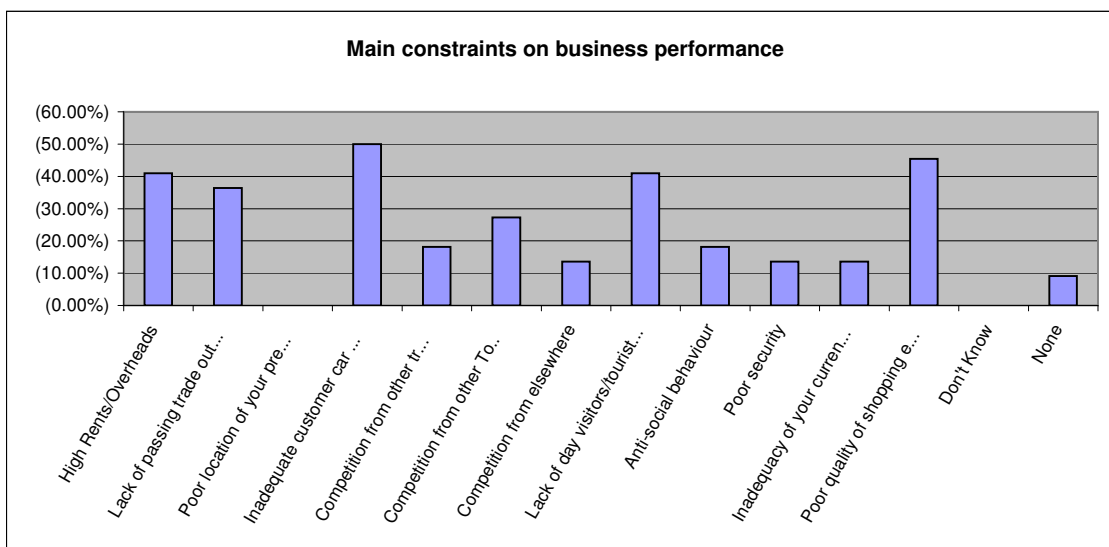
Good Balance	[8]	(36.4%)
Too many non-retail uses	[6]	(27.3%)
Not enough non-retail uses	[8]	(36.4%)
	[22]	(100.0%)

Please specify:

More specialist shops [1], Too many fast foods [1], Not enough shops [1], Better quality restaurants [1]

Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[9]	(40.91%)
Lack of passing trade outside your premises	[8]	(36.36%)
Poor location of your premises	[0]	(0.00%)
Inadequate customer car parking	[11]	(50.00%)
Competition from other traders in Town Cent	[4]	(18.18%)
Competition from other Town Centres nearby	[6]	(27.27%)
Competition from elsewhere	[3]	(13.64%)
Lack of day visitors/tourists to the town	[9]	(40.91%)
Anti-social behaviour	[4]	(18.18%)
Poor security	[3]	(13.64%)
Inadequacy of your current premises	[3]	(13.64%)
Poor quality of shopping environment	[10]	(45.45%)
Don't Know	[0]	(0.00%)
None	[2]	(9.09%)
	[72]	



Q8. Have you any plans to alter your business in any way in the next five years?

No	[13]	(61.90%)
Yes, close	[1]	(4.76%)
Yes, relocate in Town Centre	[0]	(0.00%)
Yes, relocate out-of-centre	[0]	(0.00%)
Yes, extend floorspace	[0]	(0.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[7]	(33.33%)
	[21]	(100.00%)

Other (please specify)

No comments

Q8a. If you are relocating, where are you considering moving to?

Not applicable

Q8b. If relocating, what is the main reason for this decision?

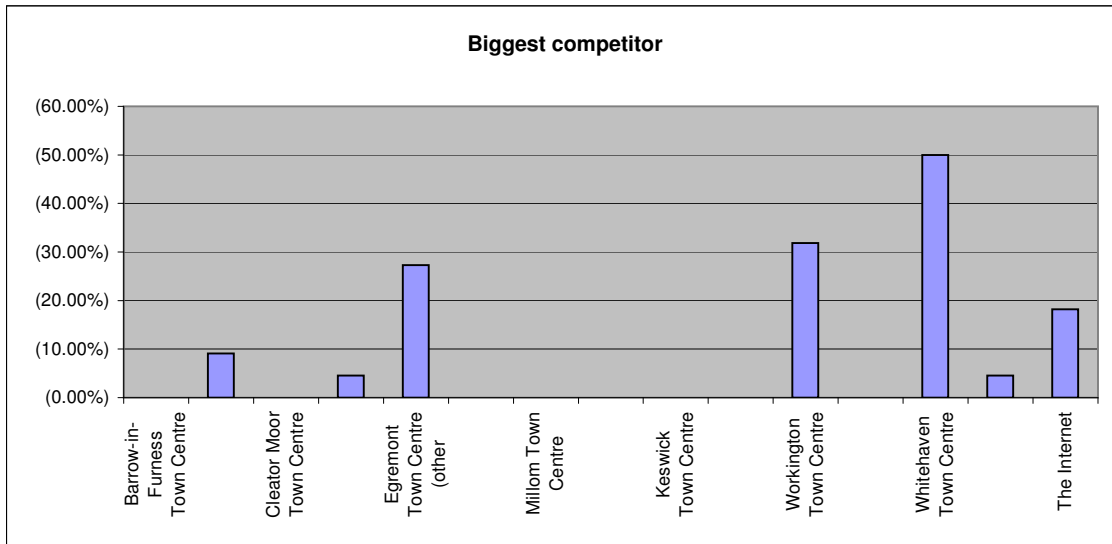
Not applicable

Q9. What specific support would help your business?

Training	[1]	(5.9%)
Town Centre Manager	[3]	(17.6%)
Shop front improvement grants	[7]	(41.2%)
Marketing assistance	[6]	(35.3%)
	17	(100.0%)

Q10. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[0]	(0.00%)
Carlisle City Centre	[2]	(9.09%)
Cleator Moor Town Centre	[0]	(0.00%)
Cockermouth Town Centre	[1]	(4.55%)
Egremont Town Centre (other retailers)	[6]	(27.27%)
Maryport Town Centre	[0]	(0.00%)
Millom Town Centre	[0]	(0.00%)
Kendal Town Centre	[0]	(0.00%)
Keswick Town Centre	[0]	(0.00%)
Penrith Town Centre	[0]	(0.00%)
Workington Town Centre	[7]	(31.82%)
Windermere Town Centre	[0]	(0.00%)
Whitehaven Town Centre	[11]	(50.00%)
Out-of-centre facilities	[1]	(4.55%)
The Internet	[4]	(18.18%)
	[32]	



Q11a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[3]	(13.6%)
No	[19]	(86.4%)
	[22]	(100.0%)

Q11b. If yes, where is this?

Cleator Moor [1], All towns in Cumbria [1]

Q11c. If yes, is this other business trading better, worse, or the same?

Better	[0]	(0.0%)
Worse	[1]	(50.0%)
Same	[1]	(50.0%)
	[2]	(100.0%)

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

Supermarket needs to attract customers [1], Specialist shops to attract more people into town [1], Promotion of Castle as an attraction to the town [1], Unoccupied building fronts maintained [1], Streets need regular cleaning [1], Time restraints of parking should be lengthened [1], Dirtiest town [1]



MARYPORT TOWN CENTRE BUSINESS SURVEY RESULTS

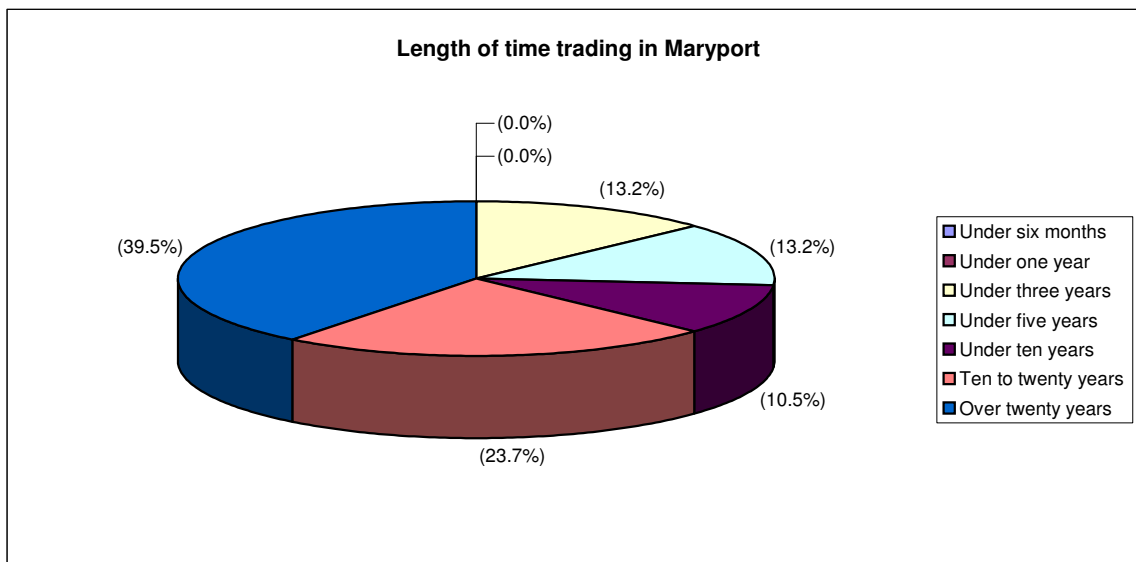
Questionnaires Distributed:

110

Responses: 38 (35%)

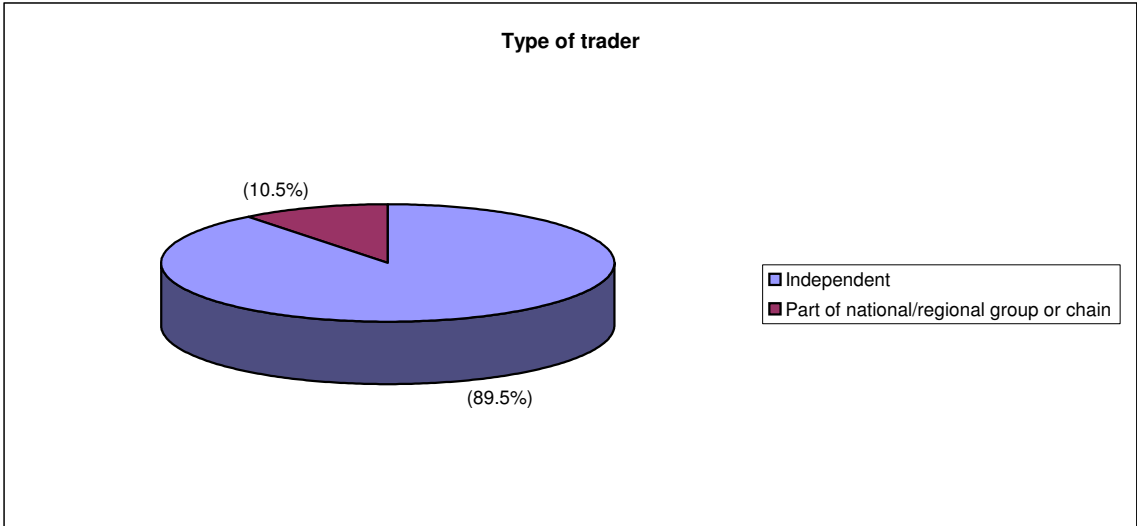
Q1a. How long, approximately, has the business traded in Maryport Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[5]	(13.2%)
Under five years	[5]	(13.2%)
Under ten years	[4]	(10.5%)
Ten to twenty years	[9]	(23.7%)
Over twenty years	[15]	(39.5%)
	[38]	(100.0%)



Q1b. Is your business?

Independent	[34]	(89.5%)
Part of national/regional group or chain	[4]	(10.5%)
	[38]	(100.0%)



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

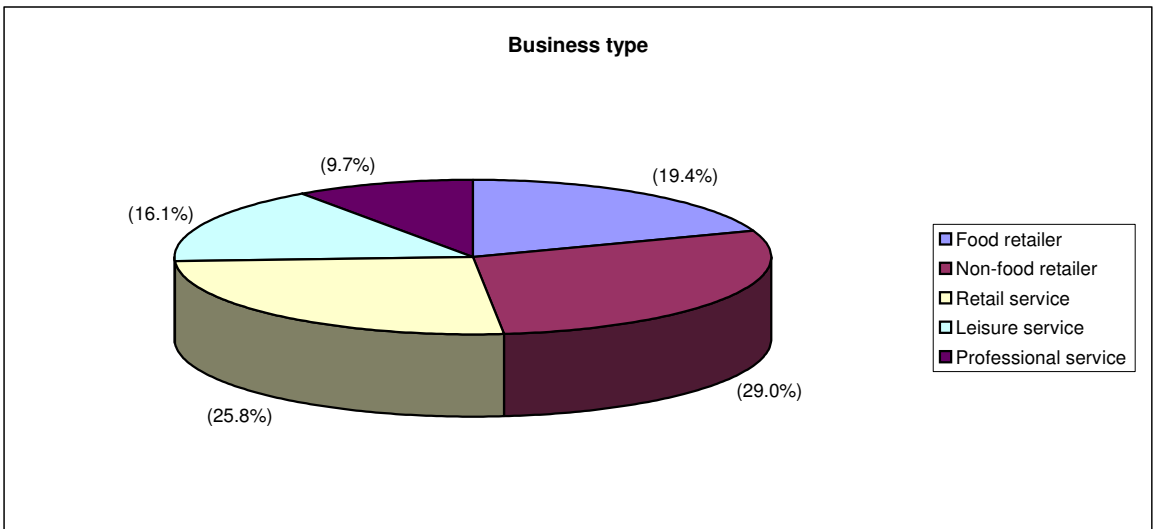
Yes	[0]	(0.0%)
No	[4]	(100.0%)
	[4]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[6]	(19.4%)
Non-food retailer	[9]	(29.0%)
Retail service	[8]	(25.8%)
Leisure service	[5]	(16.1%)
Professional service	[3]	(9.7%)
	[31]	(100.0%)

Other (please state)

Joinery [1], Clothing wholesaler/Internet shop [1], sports club [1], Day Nursery [1], Children's Play Centre [1], Garage [1], Builders [1]



Q1e. How many staff does the business employ?

Full Time	[94]	(51.1%)
Part Time	[90]	(48.9%)
	[184]	(100.0%)

Q1f. Has the business always operated from Maryport Town Centre?

Yes	[31]	(81.6%)
No	[7]	(18.4%)
	[38]	(100.0%)

If no, where did you relocate from?

Solway Industrial Estate [2], Home [1], Mobile [1]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[8]	(22.22%)
Grown Moderately	[12]	(33.33%)
Remained Largely Static	[4]	(11.11%)
Declined Moderately	[4]	(11.11%)
Declined Significantly	[8]	(22.22%)
	[36]	(100.00%)

Q1h. How would you say that your business is currently performing?

Very Well	[5]	(13.16%)
Well	[15]	(39.47%)
Moderately	[10]	(26.32%)
Poorly	[7]	(18.42%)
Very Poorly	[1]	(2.63%)
	[38]	(100.00%)

Q2. Are the business premises leased or owner occupied?

Leased	[10]	(26.3%)
Owner Occupied	[27]	(71.1%)
No Answer	[1]	(2.6%)
	[38]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[31]	(53.4%)
Other residents in the wider Maryport area	[14]	(24.1%)
Office employees	[2]	(3.4%)
Tourist/Leisure Visitors	[11]	(19.0%)
	[58]	(100.0%)

Other (please state)

Supply retailers around the UK [1]

Q4. How do you rate the following aspects of the Town Centre?

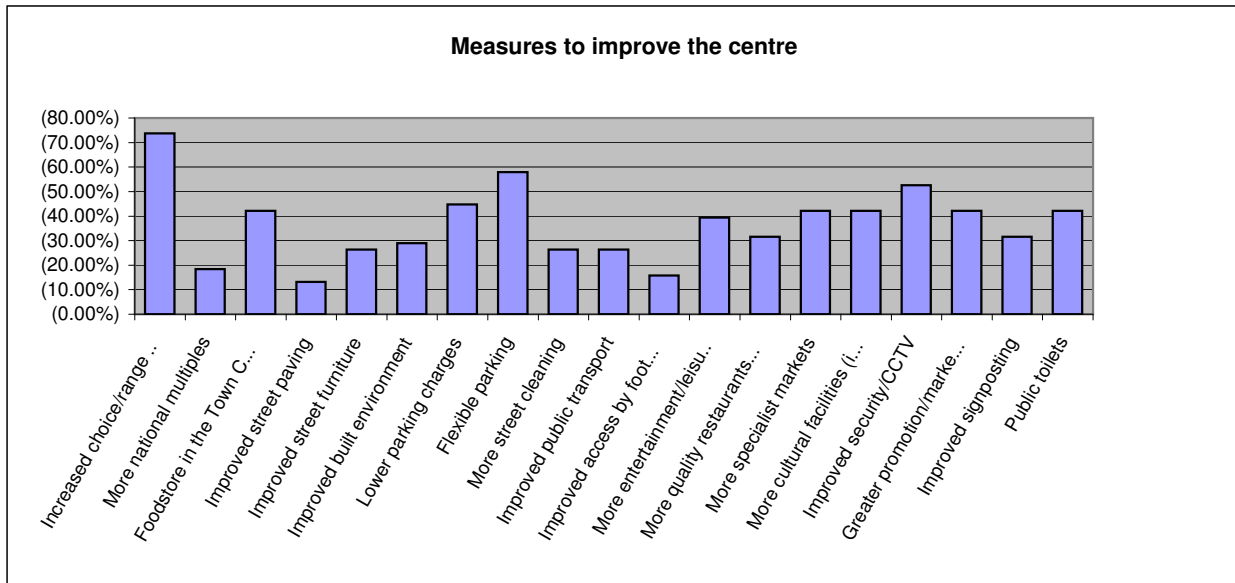
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[2]	(5.26%)	[17]	(44.74%)	[19]	(50.00%)	[0]	(0.00%)
b. Location and quality of car parks	[4]	(10.53%)	[15]	(39.47%)	[19]	(50.00%)	[0]	(0.00%)
c. Foodstore provision	[3]	(7.89%)	[17]	(44.74%)	[18]	(47.37%)	[0]	(0.00%)
d. Car parking	[0]	(0.00%)	[14]	(36.84%)	[22]	(57.89%)	[2]	(5.26%)
e. Shopping environment	[1]	(2.63%)	[15]	(39.47%)	[19]	(50.00%)	[3]	(7.89%)
f. Pedestrian environment	[4]	(10.53%)	[23]	(60.53%)	[9]	(23.68%)	[2]	(5.26%)
g. Security (CCTV)	[3]	(7.89%)	[10]	(26.32%)	[22]	(57.89%)	[3]	(7.89%)
h. Personal safety	[8]	(21.05%)	[25]	(65.79%)	[3]	(7.89%)	[2]	(5.26%)
i. Access by public transport	[8]	(21.05%)	[24]	(63.16%)	[4]	(10.53%)	[2]	(5.26%)
j. Access by foot and cycle	[14]	(36.84%)	[18]	(47.37%)	[2]	(5.26%)	[4]	(10.53%)
k. Signage	[10]	(26.32%)	[21]	(55.26%)	[7]	(18.42%)	[0]	(0.00%)
l. Cleanliness	[6]	(15.79%)	[23]	(60.53%)	[9]	(23.68%)	[0]	(0.00%)
m. Entertainment/Leisure	[0]	(0.00%)	[12]	(31.58%)	[25]	(65.79%)	[1]	(2.63%)
n. Events (Christmas)	[2]	(5.26%)	[13]	(34.21%)	[20]	(52.63%)	[3]	(7.89%)
o. Public toilets	[2]	(5.26%)	[5]	(13.16%)	[27]	(71.05%)	[4]	(10.53%)
p. Leisure/Tourism Facilities	[5]	(13.16%)	[18]	(47.37%)	[13]	(34.21%)	[2]	(5.26%)
	[72]		[270]		[238]		[28]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[28]	(73.68%)
More national multiples	[7]	(18.42%)
Foodstore in the Town Centre	[16]	(42.11%)
Improved street paving	[5]	(13.16%)
Improved street furniture	[10]	(26.32%)
Improved built environment	[11]	(28.95%)
Lower parking charges	[17]	(44.74%)
Flexible parking	[22]	(57.89%)
More street cleaning	[10]	(26.32%)
Improved public transport	[10]	(26.32%)
Improved access by foot and cycle	[6]	(15.79%)
More entertainment/leisure facilities	[15]	(39.47%)
More quality restaurants/pavement cafes	[12]	(31.58%)
More specialist markets	[16]	(42.11%)
More cultural facilities (i.e. Theatre)	[16]	(42.11%)
Improved security/CCTV	[20]	(52.63%)
Greater promotion/marketing of the centre	[16]	(42.11%)
Improved signposting	[12]	(31.58%)
Public toilets	[16]	(42.11%)
	[265]	

Other (please state)

More car parks [1], New street design does not work [1]



Q6. 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	[12]	(31.6%)
Too many non-retail uses	[18]	(47.4%)
Not enough non-retail uses	[8]	(21.1%)
	[38]	(100.0%)

Please specify:

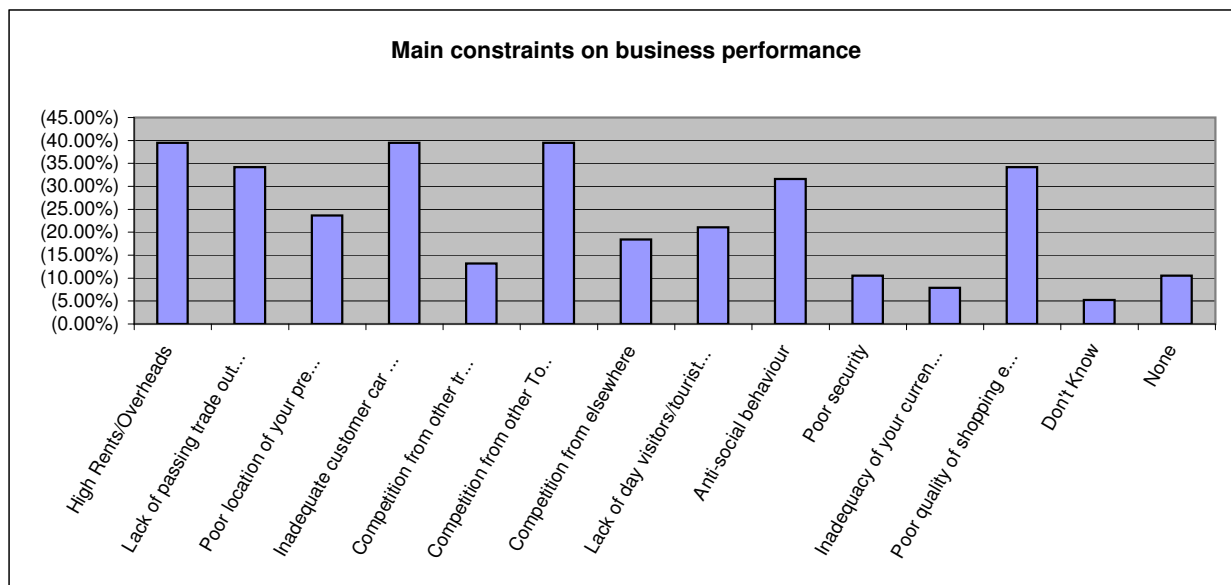
Not much choice of shops [1], Not enough shops [1], No decent Supermarket/Clothes shops [2]

Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[15]	(39.47%)
Lack of passing trade outside your premises	[13]	(34.21%)
Poor location of your premises	[9]	(23.68%)
Inadequate customer car parking	[15]	(39.47%)
Competition from other traders in Town Centre	[5]	(13.16%)
Competition from other Town Centres nearby	[15]	(39.47%)
Competition from elsewhere	[7]	(18.42%)
Lack of day visitors/tourists to the town	[8]	(21.05%)
Anti-social behaviour	[12]	(31.58%)
Poor security	[4]	(10.53%)
Inadequacy of your current premises	[3]	(7.89%)
Poor quality of shopping environment	[13]	(34.21%)
Don't Know	[2]	(5.26%)
None	[4]	(10.53%)
	[125]	

Other (please specify)

N/A [1]



Q8. Have you any plans to alter your business in any way in the next five years?

No	[23]	(62.2%)
Yes, close	[4]	(10.8%)
Yes, relocate in Town Centre	[1]	(2.7%)
Yes, relocate out-of-centre	[2]	(5.4%)
Yes, extend floorspace	[3]	(8.1%)
Yes, reduce floorspace	[0]	(0.0%)
Yes, refurbish existing floorspace	[4]	(10.8%)
	[37]	(100.0%)

Other (please specify)

Expand [1]

Q8a. If you are relocating, where are you considering moving to?

Maryport [1], Whitehaven [1], Larger premises [1]

Q8b. If relocating, what is the main reason for this decision?

Space [1], Access for deliveries [1], Trade [1], Workshop [1]

Q9. What specific support would help your business?

Training	[1]	(3.1%)
Town Centre Manager	[3]	(9.4%)
Shop front improvement grants	[19]	(59.4%)
Marketing assistance	[9]	(28.1%)
	32	(100.0%)

Other (please specify)

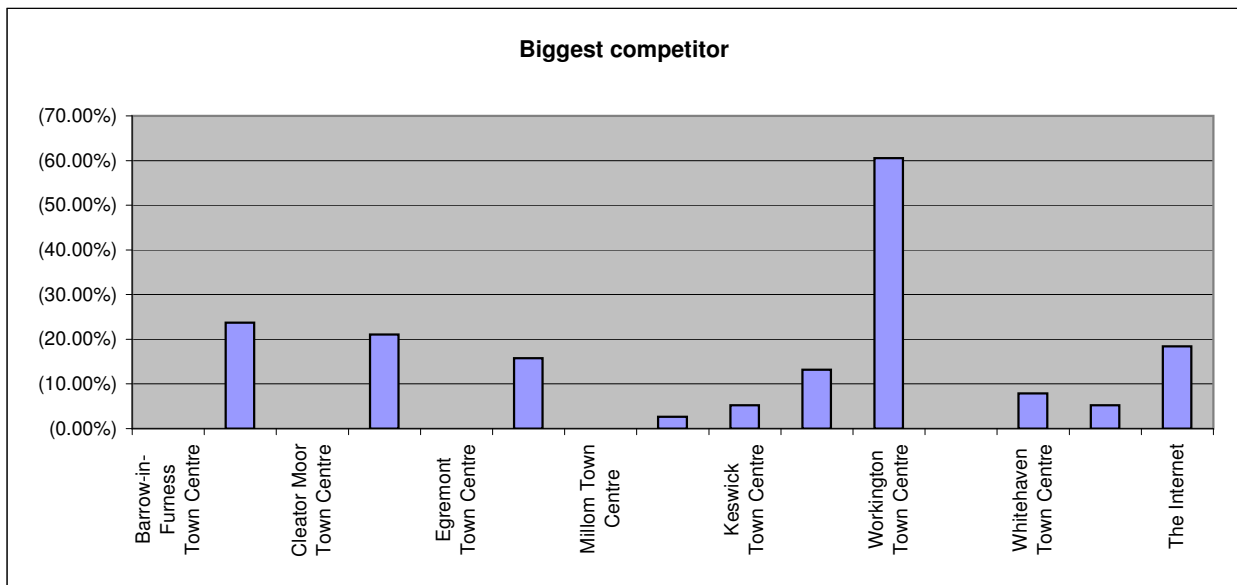
On-street parking for business users [1]

Q10. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[0]	(0.00%)
Carlisle City Centre	[9]	(23.68%)
Cleator Moor Town Centre	[0]	(0.00%)
Cockermouth Town Centre	[8]	(21.05%)
Egremont Town Centre	[0]	(0.00%)
Maryport Town Centre (other retailers)	[6]	(15.79%)
Millom Town Centre	[0]	(0.00%)
Kendal Town Centre	[1]	(2.63%)
Keswick Town Centre	[2]	(5.26%)
Penrith Town Centre	[5]	(13.16%)
Workington Town Centre	[23]	(60.53%)
Windermere Town Centre	[0]	(0.00%)
Whitehaven Town Centre	[3]	(7.89%)
Out-of-centre facilities	[2]	(5.26%)
The Internet	[7]	(18.42%)
	[66]	

Other (please specify)

N/A [1], None [2]



Q11a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[8]	(21.1%)
No	[30]	(78.9%)
	[38]	(100.0%)

Q11b. If yes, where is this?

Workington [2], Whitehaven [2], Cleator Moor [1], Egremont [1], Millom [1], Kendal [1], Ellensborough [1] Maryport [2], Art Gallery [1], Netherhall [1], Cockermouth [1], West Cumbria [1]

Q11c. If yes, is this other business trading better, worse, or the same?

Better	[3]	(42.9%)
Worse	[2]	(28.6%)
Same	[2]	(28.6%)
	[7]	(100.0%)

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

Poor signage and design of parking spaces means high amount of parking tickets [1], Shop fronts need cleaning [1], Better mix of retail and food outlets to attract more visitors [1], No more Supermarket signs on the A595 [1], Parking for business owners is zero, but we should be allowed to park on the street outside our own business [2], Create leisure areas for children [1], No more cafés and hairdressers [1], The promenade should be given a full makeover [1], The Doctors moving to the Estate stopped people coming into the town [1], There is a lack of choice of shop [1], Better signage for drivers [2], Paint the 20mph sign on the road so it doesn't get ignored [1], Remove bollards from the pavements [1], The bus stop blocks the road, creating tail backs to the A595 [1], Loading bays block the road for other drivers [1]



MILLOM TOWN CENTRE BUSINESS SURVEY RESULTS

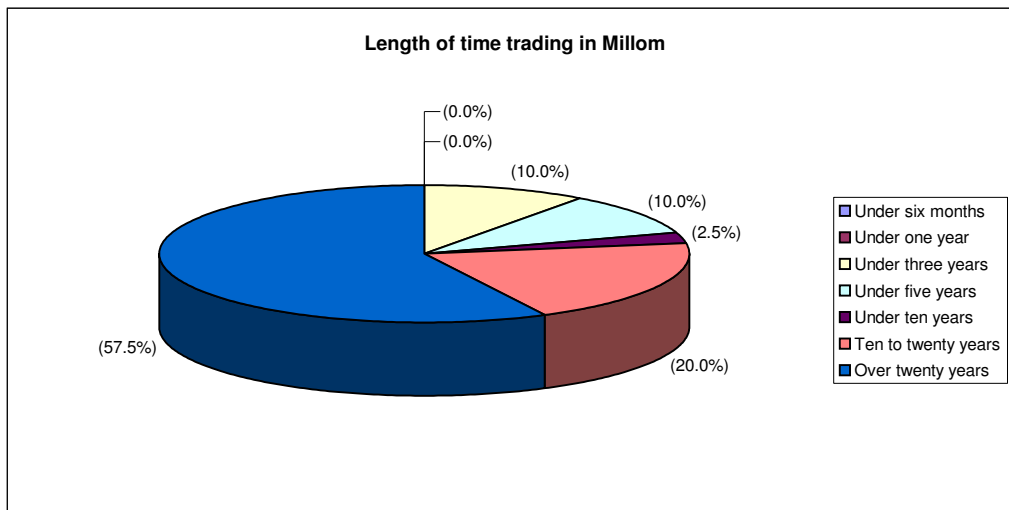
Questionnaires Distributed:

100

Responses: 40 (40%)

Q1a. How long, approximately, has the business traded in Millom Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[4]	(10.0%)
Under five years	[4]	(10.0%)
Under ten years	[1]	(2.5%)
Ten to twenty years	[8]	(20.0%)
Over twenty years	[23]	(57.5%)
	[40]	(100.0%)

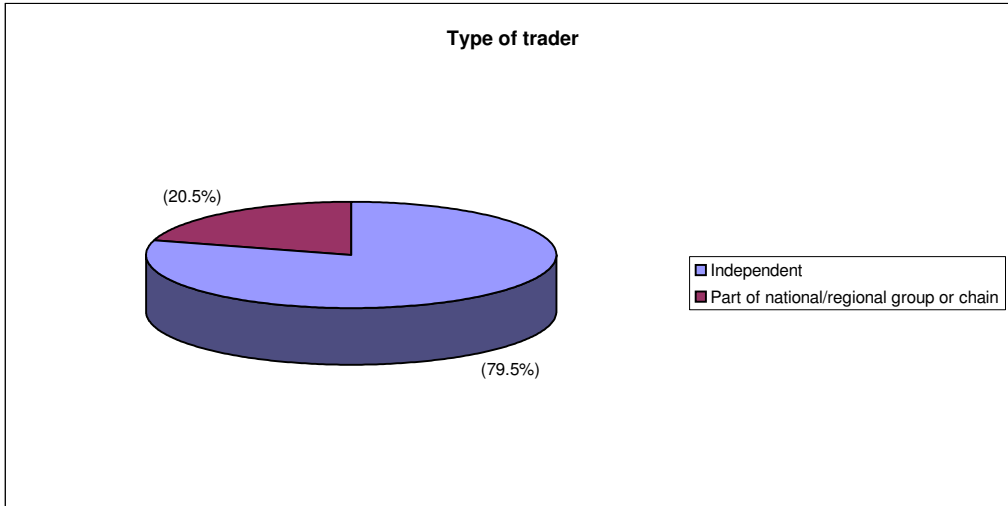


Q1b. Is your business?

Independent	[31]	(79.5%)
Part of national/regional group or chain	[8]	(20.5%)
	[39]	(100.0%)

Other (please specify)

Community project [1]



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

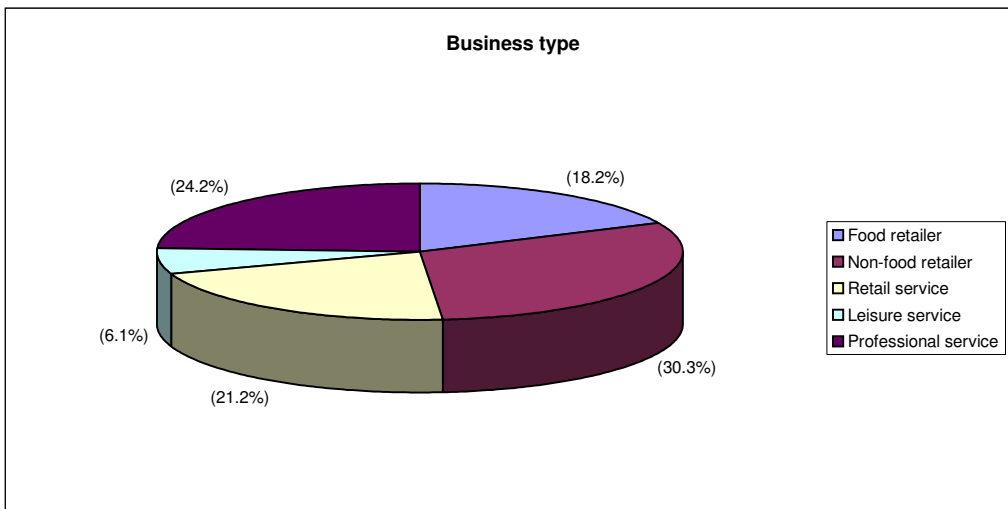
Yes	[7]	(58.3%)
No	[5]	(41.7%)
Total	[12]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[6]	(18.2%)
Non-food retailer	[10]	(30.3%)
Retail service	[7]	(21.2%)
Leisure service	[2]	(6.1%)
Professional service	[8]	(24.2%)
Total	[33]	(100.0%)

Other (please state)

Arts and Crafts Gallery [1], Pet Shop [1], Petrol Station [1], Building contractor [1], Civil Ceremonies functions [1], Accountants [1], Pet Supplies [1]



Q1e. How many staff does the business employ?

Full Time	[94]	(43.1%)
Part Time	253	(56.9%)
	[218]	(100.0%)

Q1f. Has the business always operated from Millom Town Centre?

Yes	[35]	(87.5%)
No	[5]	(12.5%)
	[40]	(100.0%)

If no, where did you relocate from?

Home [1], St Georges Road [1]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[10]	(25.0%)
Grown Moderately	[19]	(47.5%)
Remained Largely Static	[4]	(10.0%)
Declined Moderately	[3]	(7.5%)
Declined Significantly	[4]	(10.0%)
	[40]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[4]	(10.0%)
Well	[19]	(47.5%)
Moderately	[10]	(25.0%)
Poorly	[5]	(12.5%)
Very Poorly	[2]	(5.0%)
	[40]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[11]	(27.5%)
Owner Occupied	[25]	(62.5%)
No Answer	[4]	(10.0%)
	[40]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[34]	(68.0%)
Other residents in the wider Millom area	[7]	(14.0%)
Office employees	[0]	(0.0%)
Tourist/Leisure Visitors	[9]	(18.0%)
	[50]	(100.0%)

Other (please state)

Local Authorities [1], National [1]

Q4. How do you rate the following aspects of the Town Centre?

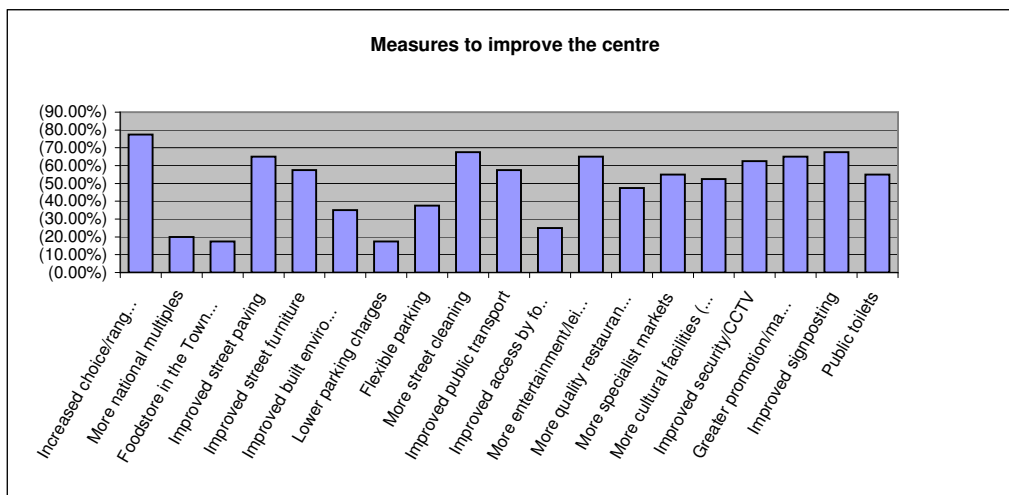
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[1]	(2.5%)	[21]	(52.5%)	[18]	(45.0%)	[0]	(0.0%)
b. Location and quality of car parks	[4]	(10.0%)	[20]	(50.0%)	[16]	(40.0%)	[0]	(0.0%)
c. Foodstore provision	[6]	(15.0%)	[21]	(52.5%)	[12]	(30.0%)	[1]	(2.5%)
d. Car parking	[4]	(10.0%)	[17]	(42.5%)	[19]	(47.5%)	[0]	(0.0%)
e. Shopping environment	[1]	(2.5%)	[15]	(37.5%)	[23]	(57.5%)	[1]	(2.5%)
f. Pedestrian environment	[2]	(5.0%)	[22]	(55.0%)	[16]	(40.0%)	[0]	(0.0%)
g. Security (CCTV)	[3]	(7.5%)	[16]	(40.0%)	[21]	(52.5%)	[0]	(0.0%)
h. Personal safety	[3]	(7.5%)	[28]	(70.0%)	[9]	(22.5%)	[0]	(0.0%)
i. Access by public transport	[1]	(2.5%)	[11]	(27.5%)	[25]	(62.5%)	[3]	(7.5%)
j. Access by foot and cycle	[6]	(15.0%)	[28]	(70.0%)	[3]	(7.5%)	[3]	(7.5%)
k. Signage	[1]	(2.5%)	[19]	(47.5%)	[20]	(50.0%)	[0]	(0.0%)
l. Cleanliness	[1]	(2.5%)	[13]	(32.5%)	[26]	(65.0%)	[0]	(0.0%)
m. Entertainment/Leisure	[0]	(0.0%)	[7]	(17.5%)	[33]	(82.5%)	[0]	(0.0%)
n. Events (Christmas)	[0]	(0.0%)	[14]	(35.0%)	[26]	(65.0%)	[0]	(0.0%)
o. Public toilets	[0]	(0.0%)	[12]	(30.0%)	[26]	(65.0%)	[2]	(5.0%)
p. Leisure/Tourism Facilities	[0]	(0.0%)	[14]	(35.0%)	[25]	(62.5%)	[1]	(2.5%)
	[33]		[278]		[318]		[11]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[31]	(77.50%)
More national multiples	[8]	(20.00%)
Foodstore in the Town Centre	[7]	(17.50%)
Improved street paving	[26]	(65.00%)
Improved street furniture	[23]	(57.50%)
Improved built environment	[14]	(35.00%)
Lower parking charges	[7]	(17.50%)
Flexible parking	[15]	(37.50%)
More street cleaning	[27]	(67.50%)
Improved public transport	[23]	(57.50%)
Improved access by foot and cycle	[10]	(25.00%)
More entertainment/leisure facilities	[26]	(65.00%)
More quality restaurants/pavement cafes	[19]	(47.50%)
More specialist markets	[22]	(55.00%)
More cultural facilities (i.e. Theatre)	[21]	(52.50%)
Improved security/CCTV	[25]	(62.50%)
Greater promotion/marketing of the centre	[26]	(65.00%)
Improved signposting	[27]	(67.50%)
Public toilets	[22]	(55.00%)
	379	

Other (please state)

More litter bins [1]



Q6. 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	[17]	(42.5%)
Too many non-retail uses	[13]	(32.5%)
Not enough non-retail uses	[10]	(25.0%)
	[40]	(100.0%)

Please specify:

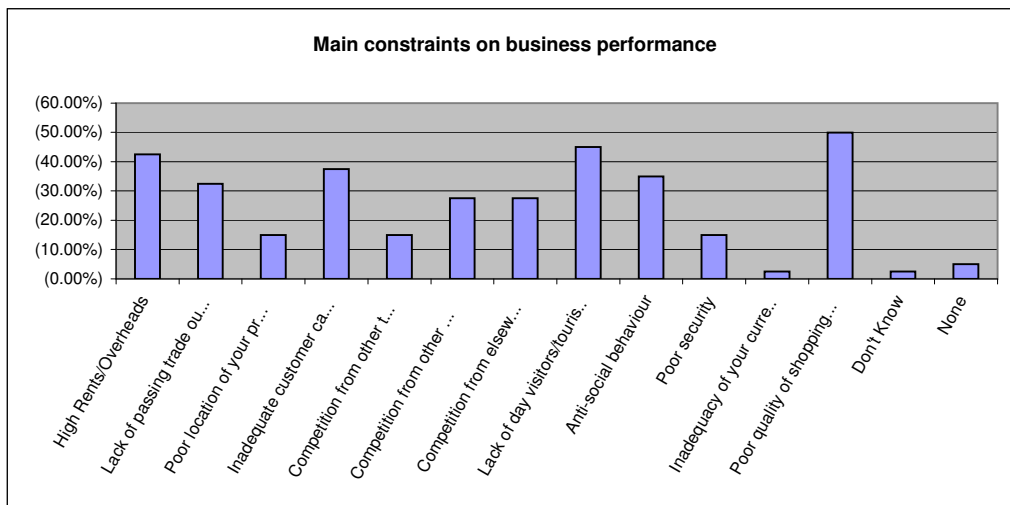
More tourist based facilities [1], Too many cafés/fast food outlets [1], Market Square has few retail outlets [1]

Q7. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[17]	(42.50%)
Lack of passing trade outside your premises	[13]	(32.50%)
Poor location of your premises	[6]	(15.00%)
Inadequate customer car parking	[15]	(37.50%)
Competition from other traders in Town Centre	[6]	(15.00%)
Competition from other Town Centres nearby	[11]	(27.50%)
Competition from elsewhere	[11]	(27.50%)
Lack of day visitors/tourists to the town	[18]	(45.00%)
Anti-social behaviour	[14]	(35.00%)
Poor security	[6]	(15.00%)
Inadequacy of your current premises	[1]	(2.50%)
Poor quality of shopping environment	[20]	(50.00%)
Don't Know	[1]	(2.50%)
None	[2]	(5.00%)
	[141]	

Other (please specify)

Major Supermarkets [1], Excessive business rates [1]



Q8. Have you any plans to alter your business in any way in the next five years?

No	[23]	(56.10%)
Yes, close	[1]	(2.44%)
Yes, relocate in Town Centre	[2]	(4.88%)
Yes, relocate out-of-centre	[1]	(2.44%)
Yes, extend floorspace	[5]	(12.20%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[9]	(21.95%)
	[41]	(100.00%)

Other (please specify)

Retire (Sell) [1], Possibly close [1]

Q8a. If you are relocating, where are you considering moving to?

Broughton-in-Furness [1]

Q8b. If relocating, what is the main reason for this decision?

More visitors [1], Larger premises [1]

Q9. What specific support would help your business?

Training	[4]	(10.8%)
Town Centre Manager	[6]	(16.2%)
Shop front improvement grants	[20]	(54.1%)
Marketing assistance	[7]	(18.9%)
	37	(100.0%)

Other (please specify)

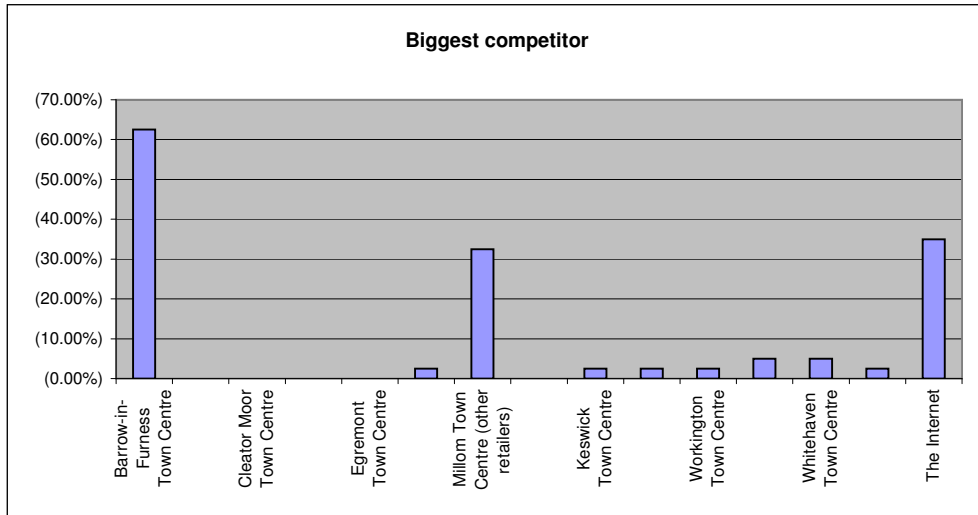
Improved signage [1]

Q10. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[25]	(62.50%)
Carlisle City Centre	[0]	(0.00%)
Cleator Moor Town Centre	[0]	(0.00%)
Cockermouth Town Centre	[0]	(0.00%)
Egremont Town Centre	[0]	(0.00%)
Maryport Town Centre	[1]	(2.50%)
Millom Town Centre (other retailers)	[13]	(32.50%)
Kendal Town Centre	[0]	(0.00%)
Keswick Town Centre	[1]	(2.50%)
Penrith Town Centre	[1]	(2.50%)
Workington Town Centre	[1]	(2.50%)
Windermere Town Centre	[2]	(5.00%)
Whitehaven Town Centre	[2]	(5.00%)
Out-of-centre facilities	[1]	(2.50%)
The Internet	[14]	(35.00%)
	[61]	

Other (please specify)

N/A [3]



Q11a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[7]	(18.4%)
No	[31]	(81.6%)
	[38]	(100.0%)

Q11b. If yes, where is this?

Broughton-in-Furness [1], Lancaster [1], Whitehaven [1], Workington [1], Millom [1], Barrow [1], Various branches [1], All major towns [1]

Q11c. If yes, is this other business trading better, worse, or the same?

Better	[3]	(42.9%)
Worse	[0]	(0.0%)
Same	[4]	(57.1%)
	[7]	(100.0%)

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

A bridge over estuary to make access easier [1], Less closed nightclubs [1], Dog fouling should be stopped [1], Very little money injected back into local economy [1], Roads and pavements are in bad condition [1], Too many shops boarded up [2], Leisure and retail facilities needed [1], Introduce billboards to advertise local businesses [1], Better police presence needed [1], Urgently need a better regeneration officer [1], Parking, parking, parking [1], Business owners need to be able to park outside their own business, especially if having to carry a lot of cash, in the dark, at night - we feel at risk [1], The town is run down [1], Have never seen the Town Centre Manager [1], Litter bins needed [1], 18 months ago we were told that bins would be sited - it hasn't happened yet [1], This little town seems to get ignored, even after surveys are done [1], Pedestrianisation of square and terrace [2], Positive visitor marketing [1], More not-for-profit community projects [1], A pro-active Town Council [1], A market manager that doesn't just attract funding to maintain his/her job [1], One-way traffic control around the square [2], establishment of café culture through relaxed planning laws [1], Wellington Street is a shock to visitors [1], Sharps shop is a disgrace and must be CPO'd [1], Litter dropping needs to be stopped [1], Traffic Wardens should move offenders rather than penalise them [1], Parking is too limited [1], The road alteration between lapstone Road, Crown Street and Wellington Street causes snarls for larger delivery vehicles [1], A non-tacky and vandal proof "Welcome to Wellington" sign could be draped across the road (by Scoop and top end) [1]



WORKINGTON TOWN CENTRE BUSINESS SURVEY RESULTS

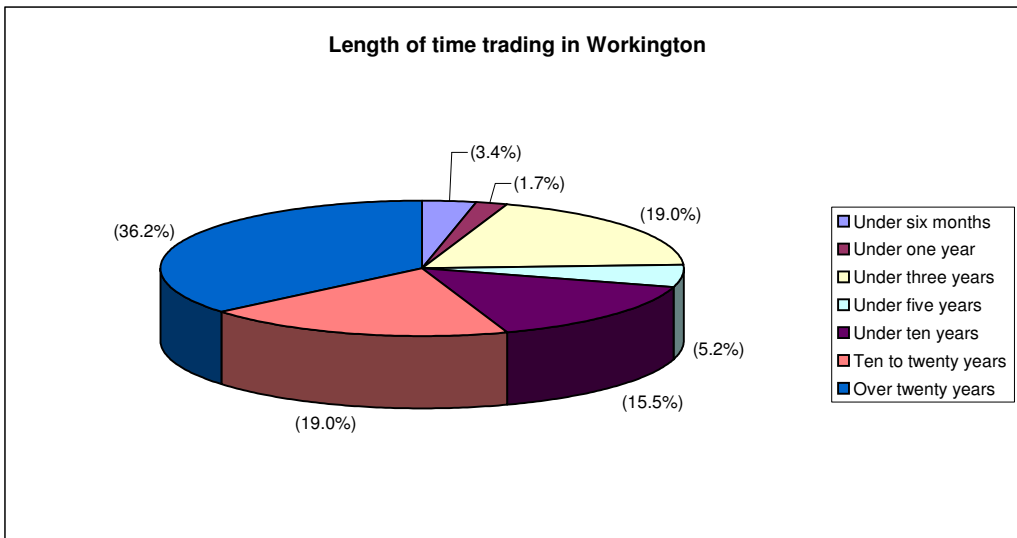
Questionnaires Distributed:

243

Responses: 58 (24%)

Q1a. How long, approximately, has the business traded in Workington Town Centre?

Under six months	[2]	(3.4%)
Under one year	[1]	(1.7%)
Under three years	[11]	(19.0%)
Under five years	[3]	(5.2%)
Under ten years	[9]	(15.5%)
Ten to twenty years	[11]	(19.0%)
Over twenty years	[21]	(36.2%)
	[58]	(100.0%)

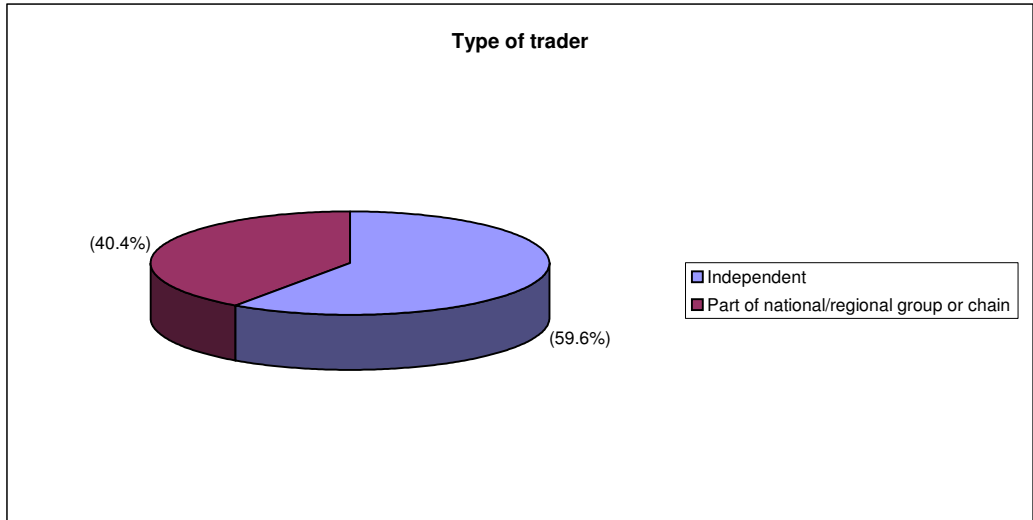


Q1b. Is your business?

Independent	[34]	(59.6%)
Part of national/regional group or chain	[23]	(40.4%)
	[57]	(100.0%)

Other (please specify)

Charity [1]



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

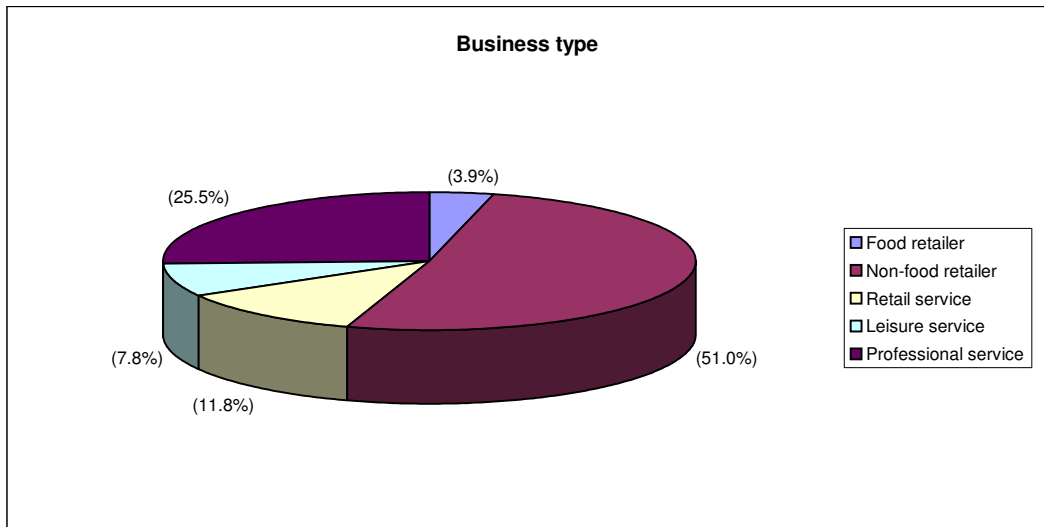
Yes	[4]	(18.2%)
No	[18]	(81.8%)
	[22]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[2]	(3.9%)
Non-food retailer	[26]	(51.0%)
Retail service	[6]	(11.8%)
Leisure service	[4]	(7.8%)
Professional service	[13]	(25.5%)
	[51]	(100.0%)

Other (please state)

Bingo Hall [1], Chemist [1], Public Transport [1], Health Foods [1], Petrol Station [1], Post Office [1], Arts organisation [1]



Q1e. How many staff does the business employ?

Full Time	[614]	(70.8%)
Part Time	253	(29.2%)
	[867]	(100.0%)

Q1f. Has the business always operated from Workington Town Centre?

Yes	[52]	(89.7%)
No	[6]	(10.3%)
	[58]	(100.0%)

If no, where did you relocate from?

Whitehaven [1], Private address [1], Not in Town Centre [1], Cumbria County Council [1], Carlisle [2]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[8]	(13.8%)
Grown Moderately	[26]	(44.8%)
Remained Largely Static	[12]	(20.7%)
Declined Moderately	[7]	(12.1%)
Declined Significantly	[5]	(8.6%)
	[58]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[6]	(10.3%)
Well	[19]	(32.8%)
Moderately	[26]	(44.8%)
Poorly	[6]	(10.3%)
Very Poorly	[1]	(1.7%)
	[58]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[40]	(69.0%)
Owner Occupied	[16]	(27.6%)
No Answer	[2]	(3.4%)
	[58]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[37]	(42.0%)
Other residents in the wider Workington area	[39]	(44.3%)
Office employees	[7]	(8.0%)
Tourist/Leisure Visitors	[5]	(5.7%)
	[88]	(100.0%)

Other (please state)

West Cumbria and beyond [1], Countrywide [1]

Q4. How do you rate the following aspects of the Town Centre?

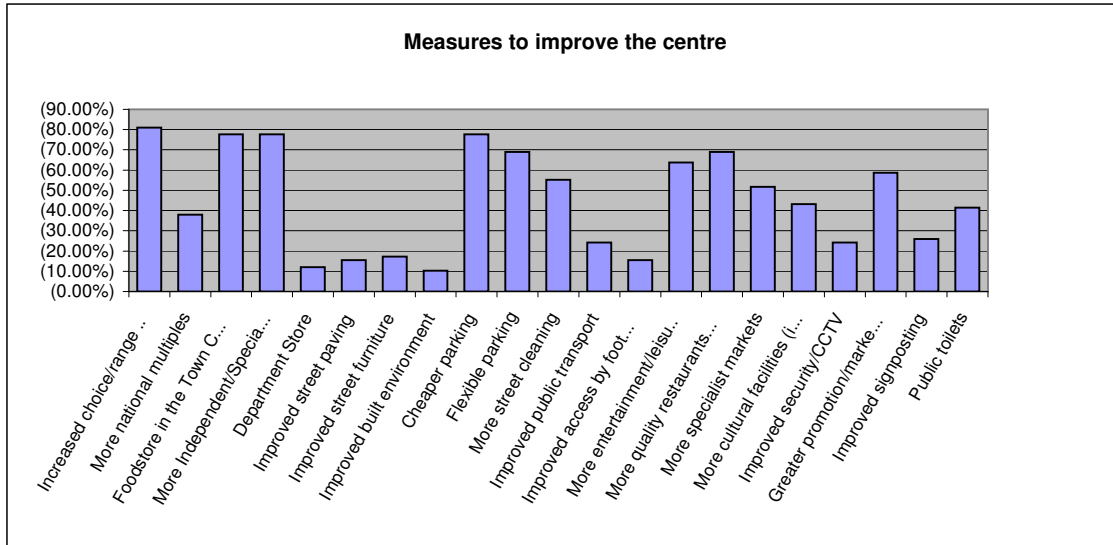
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[9]	(15.52%)	[33]	(56.90%)	[16]	(27.59%)	[0]	(0.00%)
b. Location and quality of car parks	[16]	(27.59%)	[27]	(46.55%)	[15]	(25.86%)	[0]	(0.00%)
c. Foodstore provision	[5]	(8.62%)	[13]	(22.41%)	[40]	(68.97%)	[0]	(0.00%)
d. Car parking	[7]	(12.07%)	[23]	(39.66%)	[28]	(48.28%)	[0]	(0.00%)
e. Shopping environment	[13]	(22.41%)	[36]	(62.07%)	[8]	(13.79%)	[1]	(1.72%)
f. Pedestrian environment	[20]	(34.48%)	[27]	(46.55%)	[8]	(13.79%)	[3]	(5.17%)
g. Security (CCTV)	[14]	(24.14%)	[26]	(44.83%)	[10]	(17.24%)	[8]	(13.79%)
h. Personal safety	[14]	(24.14%)	[35]	(60.34%)	[6]	(10.34%)	[3]	(5.17%)
i. Access by public transport	[15]	(25.86%)	[28]	(48.28%)	[7]	(12.07%)	[8]	(13.79%)
j. Access by foot and cycle	[16]	(27.59%)	[28]	(48.28%)	[8]	(13.79%)	[6]	(10.34%)
k. Signage	[6]	(10.34%)	[35]	(60.34%)	[13]	(22.41%)	[4]	(6.90%)
l. Cleanliness	[7]	(12.07%)	[24]	(41.38%)	[27]	(46.55%)	[0]	(0.00%)
m. Entertainment/Leisure	[2]	(3.45%)	[14]	(24.14%)	[39]	(67.24%)	[3]	(5.17%)
n. Events (Christmas)	[3]	(5.17%)	[23]	(39.66%)	[27]	(46.55%)	[5]	(8.62%)
o. Public toilets	[3]	(5.17%)	[23]	(39.66%)	[19]	(32.76%)	[13]	(22.41%)
p. Leisure/Tourism Facilities	[0]	(0.00%)	[13]	(22.41%)	[33]	(56.90%)	[12]	(20.69%)
	[150]		[408]		[304]		[66]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[47]	(81.03%)
More national multiples	[22]	(37.93%)
Foodstore in the Town Centre	[45]	(77.59%)
More Independent/Specialist traders	[45]	(77.59%)
Department Store	[7]	(12.07%)
Improved street paving	[9]	(15.52%)
Improved street furniture	[10]	(17.24%)
Improved built environment	[6]	(10.34%)
Cheaper parking	[45]	(77.59%)
Flexible parking	[40]	(68.97%)
More street cleaning	[32]	(55.17%)
Improved public transport	[14]	(24.14%)
Improved access by foot and cycle	[9]	(15.52%)
More entertainment/leisure facilities	[37]	(63.79%)
More quality restaurants/pavement cafes	[40]	(68.97%)
More specialist markets	[30]	(51.72%)
More cultural facilities (i.e. Theatre)	[25]	(43.10%)
Improved security/CCTV	[14]	(24.14%)
Greater promotion/marketing of the centre	[34]	(58.62%)
Improved signposting	[15]	(25.86%)
Public toilets	[24]	(41.38%)
	[550]	

Other (please state)

Upmarket Grocer booths [1], Lower rents for new Town Centre [1], Less empty shops [1]



Q6a. Do you think the recent town centre redevelopment has improved business performance in the Town Centre?

Yes	[18]	(33.96%)
No	[35]	(66.04%)
	[53]	(100.00%)

Q6b. If yes, what are these positive impacts? (e.g. improved Town Centre environment, more visitors, etc.)

More attractive shopping environment [1], Greater choice of shops [2], Less need to travel [1], Area around shop looks better [1], More pleasant atmosphere [1], Footfall has increased [3], More shoppers [3], Increase coffee shop and bar meal trade [1], Increased footfall due to seating area [1], More shoppers from out of town visiting [1]

Q6c. If you consider it has had no impact, why do you consider this is? (e.g. had little impact in improving the Town Centre, etc.)

While being built, have lost trade [1], Need better quality shops [1], Lack of parking [1], Too many cheap stores [1], Rates and rents causes business problems [1], Not enough local involvement [1], Car parking [1], No new customers attracted to the Town Centre [1], Empty shops make centre scruffy and unfinished [1], Too many empty units [1], Not enough diversity of shops [1], Less parking [1], Get regulars only now, instead of passing trade [1], No change [1], Remained static [1], Unhelpful Town Centre Manager [1], Shops closing due to high rates [1], Destroying local traders [1], Closing Bus Station on Murray Road will affect all Murray Road business [1]

Q7. 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	[26]	(47.3%)
Too many non-retail uses	[12]	(21.8%)
Not enough non-retail uses	[17]	(30.9%)
	[55]	(100.0%)

Please specify:

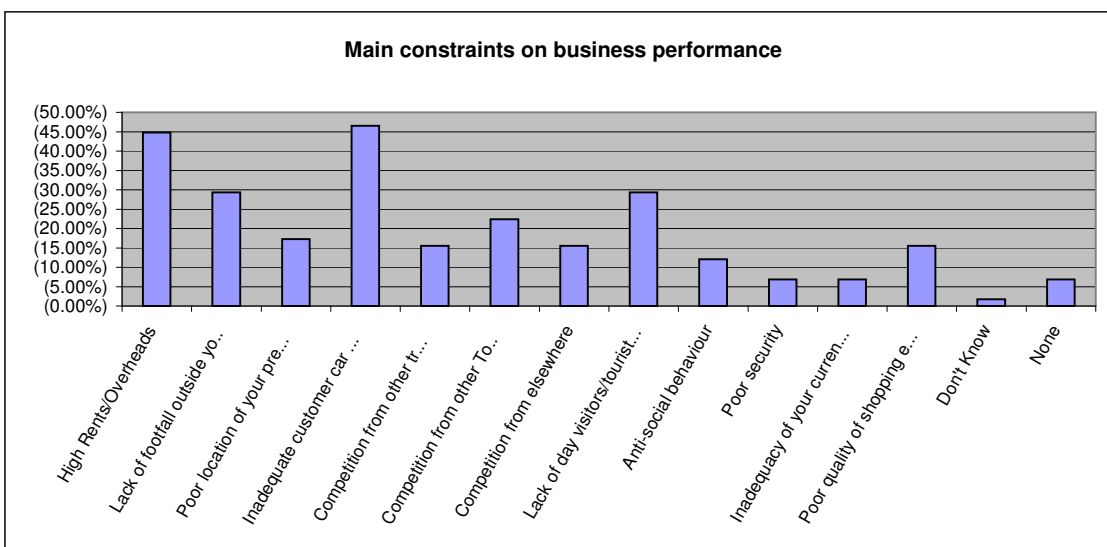
Lack of good eating places [1], Too many phone shops [1], Nowhere to eat [1], More restaurants [2], Too many charity shops [1], Fast food/cafés needed [1], Need wider range of retail stores [1], More mix of shops [1]

Q8. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[26]	(44.83%)
Lack of footfall outside your premises	[17]	(29.31%)
Poor location of your premises	[10]	(17.24%)
Inadequate customer car parking	[27]	(46.55%)
Competition from other traders in Town Centre	[9]	(15.52%)
Competition from other Town Centres nearby	[13]	(22.41%)
Competition from elsewhere	[9]	(15.52%)
Lack of day visitors/tourists to the town	[17]	(29.31%)
Anti-social behaviour	[7]	(12.07%)
Poor security	[4]	(6.90%)
Inadequacy of your current premises	[4]	(6.90%)
Poor quality of shopping environment	[9]	(15.52%)
Don't Know	[1]	(1.72%)
None	[4]	(6.90%)
	[157]	

Other (please specify)

N/A [2], Better parking could possibly improve performance [1]



Q9. Have you any plans to alter your business in any way in the next five years?

No	[40]	(74.07%)
Yes, close	[1]	(1.85%)
Yes, relocate in Town Centre	[1]	(1.85%)
Yes, relocate out-of-centre	[2]	(3.70%)
Yes, extend floorspace	[0]	(0.00%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[10]	(18.52%)
	[54]	(100.00%)

Other (please specify)

Smaller unit [1]

Q9a. If you are relocating, where are you considering moving to?

Murray Road [1], Carlisle [2], Penrith [1]

Q9b. If relocating, what is the main reason for this decision?

Rates [1], More customers [1], Additional facilities [1]

Q10. What specific support would help your business?

Training	[1]	(2.3%)
Town Centre Manager	[3]	(6.8%)
Shop front improvement grants	[18]	(40.9%)
Marketing assistance	[22]	(50.0%)
	44	(100.0%)

Other (please specify)

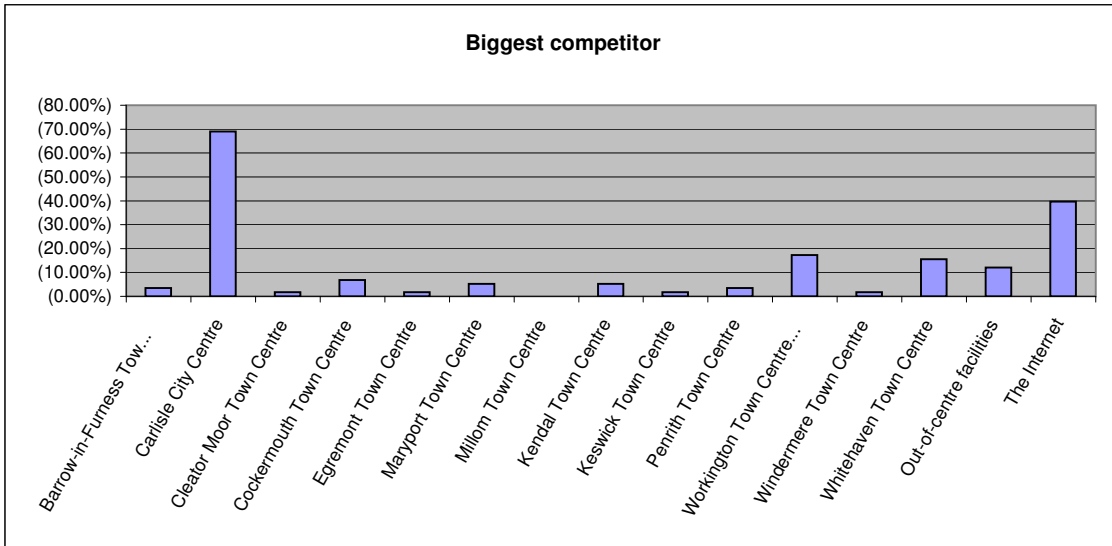
Free parking after 5.30pm [1], Reduced rates [1], Advertise Town Centre [1], Promotion of the whole Town Centre [1], Concessionary parking in multi-storey, especially at night for residential guests and hotel users [1]

Q11. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[2]	(3.45%)
Carlisle City Centre	[40]	(68.97%)
Cleator Moor Town Centre	[1]	(1.72%)
Cockermouth Town Centre	[4]	(6.90%)
Egremont Town Centre	[1]	(1.72%)
Maryport Town Centre	[3]	(5.17%)
Millom Town Centre	[0]	(0.00%)
Kendal Town Centre	[3]	(5.17%)
Keswick Town Centre	[1]	(1.72%)
Penrith Town Centre	[2]	(3.45%)
Workington Town Centre (other retailers)	[10]	(17.24%)
Windermere Town Centre	[1]	(1.72%)
Whitehaven Town Centre	[9]	(15.52%)
Out-of-centre facilities	[7]	(12.07%)
The Internet	[23]	(39.66%)
	[107]	

Other (please specify)

N/A [2], Supermarkets [1]



Q12a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[28]	(49.1%)
No	[29]	(50.9%)
	[57]	(100.0%)

Q12b. If yes, where is this?

Carlisle [7], Cleator Moor [1], Whitehaven [7], Workington [1], Kendal [3], Homebase at Workington [1], Keswick [1], Barrow [2], Penrith [2], Cockermouth [3], Maryport [2], Lancaster [1], All towns and major villages [1], Lilly Hall [1]

Q12c. If yes, is this other business trading better, worse, or the same?

Better	[8]	(34.8%)
Worse	[1]	(4.3%)
Same	[14]	(60.9%)
	[23]	(100.0%)

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

Car parking is a major problem [2], Urgent need to fill empty units [1], Lack of good eating establishments [1], Less charity shops [1], Need to market Workington [1], Most people feel a more traditional approach would have been more appropriate [1], Pressure wash pavements [1], Unoccupied shops boarded with pleasant artwork [1], Bad management [1], Too many empty units [2], Retail stores that appeal to the younger generation [1], Too many bargain outlets [3], Parking is far too expensive in Town Centre [2], Rates too expensive [3], Shortage of restaurants, bistros and quality accommodation [1], More leisure [1], Take up of premises in precinct is not good [1], Lack of footfall [1], Lack of Xmas decorations on Lane Street [1], Lack of bins [1], Access must be from Washington Square via a straight pedestrian crossing so that olden Workington will come alive [1], Marketing of the Town Centre is poor [2], Tesco Town Centre development is a worry - family will go to Tesco to get everything and won't go anywhere near the Town Centre [2], There is no large supermarket in the Town Centre now [1], We were a lot busier before the Town Centre was upgraded and changed [1], We pay through the nose for everything - rent, rates, water, even rubbish collection [1], More flowers and hanging baskets on the edges of the Town Centre [1], More Christmas lights on the outskirts [1], Incentives should be offered to fill empty units [1], The town needs a quality greengrocer [1], The public art and street furniture have had a negative impact - £3m on irrelevant rubbish [1], A lot of money has been wasted on the monuments - it would have been better spent on marketing and lowering rents [1], There is not enough going on [1], Too many phone shops [1], Need to attract more new shops [1], Need more variety of shops - WH Smiths, Baby shop, Toy shop [1], Jane Street side of new development is often neglected - I pay towards Xmas decorations but don't get any outside our shops [1], Make the Bus Station end more attractive - it's so grey! [1], Make the little quadrangle at the Bus Station more attractive [1], More flowers [1], More quality stores in the town [1], Smaller retailers are finding it difficult to survive with such high rates to pay [1], We should be encouraging businesses into the area, not causing them to close with ridiculous rates [1], The arcade used to be full of small independent shops [1], The new shops in the Town Centre only attract large multi-national due to the high rents [1], Need rent incentives for small businesses, like they have for larger ones [1], Town Centre should be under cover [1]



WHITEHAVEN TOWN CENTRE BUSINESS SURVEY RESULTS

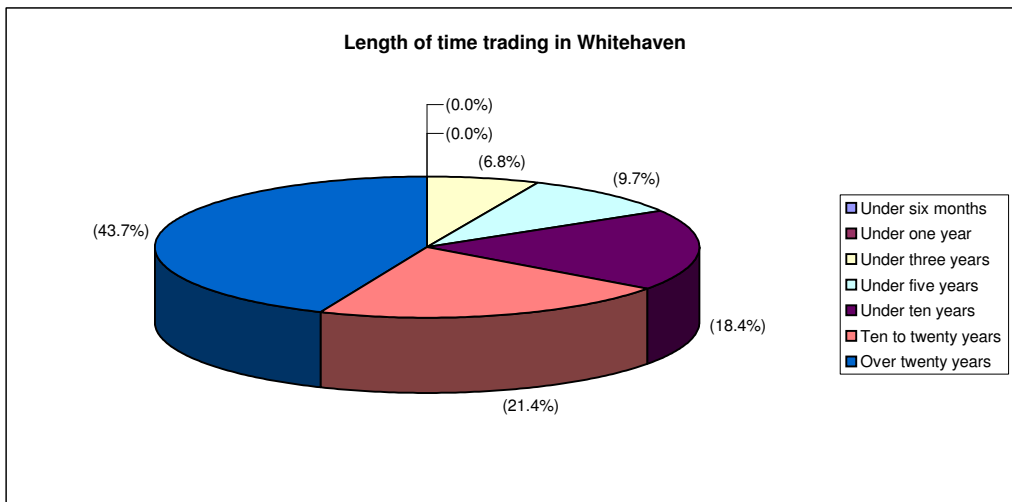
Questionnaires Distributed:

365

Responses: 108 (30%)

Q1a. How long, approximately, has the business traded in Whitehaven Town Centre?

Under six months	[0]	(0.0%)
Under one year	[0]	(0.0%)
Under three years	[7]	(6.8%)
Under five years	[10]	(9.7%)
Under ten years	[19]	(18.4%)
Ten to twenty years	[22]	(21.4%)
Over twenty years	[45]	(43.7%)
	[103]	(100.0%)

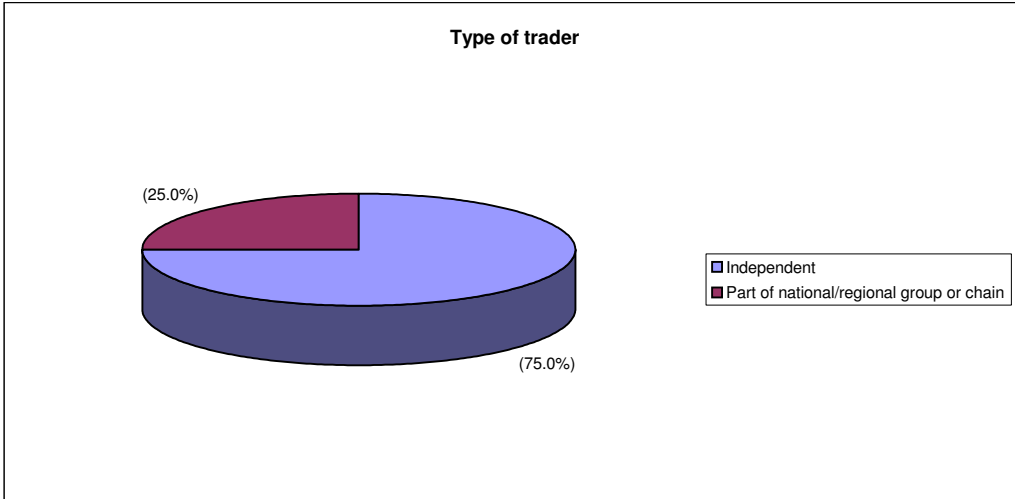


Q1b. Is your business?

Independent	[75]	(75.0%)
Part of national/regional group or chain	[25]	(25.0%)
	[100]	(100.0%)

Other (please specify)

NHS Health Centre [1], Committee run charity [1]



Q1c. If not an independent, do you have any autonomy of decision making on marketing budgets?

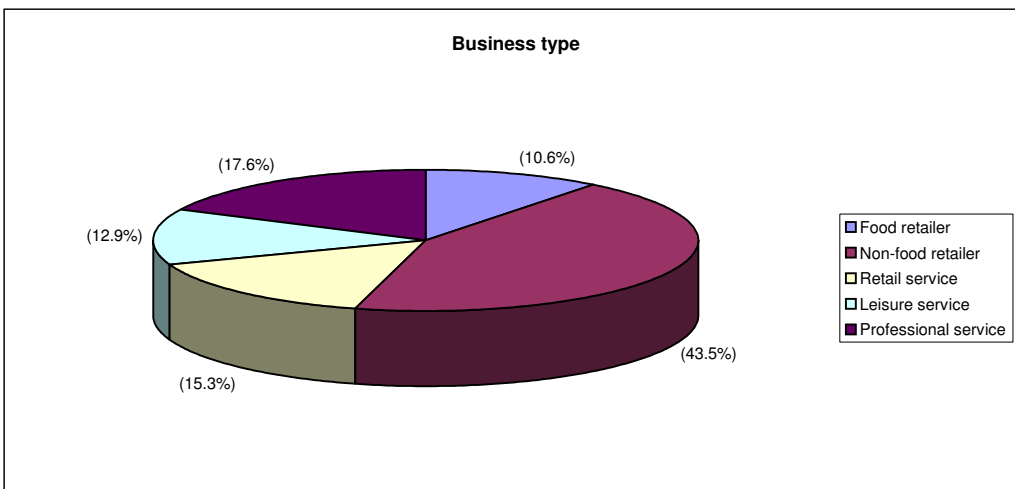
Yes	[21]	(52.5%)
No	[19]	(47.5%)
	[40]	(100.0%)

Q1d. How would you describe your business?

Food retailer	[9]	(10.6%)
Non-food retailer	[37]	(43.5%)
Retail service	[13]	(15.3%)
Leisure service	[11]	(12.9%)
Professional service	[15]	(17.6%)
	[85]	(100.0%)

Other (please state)

All sportswear and footwear [1], Computer shop [1], Travel agent [2], NHS [1], Electrical Retailer [1], Youth Support Service [1], Training provider [1], Holistic health centre [1], Therapy [1], DIY [1], Fisheries Enforcement [1], Beauty Salon [1], Dental Surgery [1]



Q1e. How many staff does the business empl

Full Time	[516]	(49.4%)
Part Time	[529]	(50.6%)
	[1045]	(100.0%)

Q1f. Has the business always operated from Whitehaven Town Centre?

Yes	[97]	(93.3%)
No	[7]	(6.7%)
	[104]	(100.0%)

If no, where did you relocate from?

Egremont (is dying) [1], Workington [2]

Q1g. During the time trading in the Town Centre, has the business...?

Grown Significantly	[18]	(17.5%)
Grown Moderately	[35]	(34.0%)
Remained Largely Static	[20]	(19.4%)
Declined Moderately	[20]	(19.4%)
Declined Significantly	[10]	(9.7%)
	[103]	(100.0%)

Q1h. How would you say that your business is currently performing?

Very Well	[10]	(9.7%)
Well	[28]	(27.2%)
Moderately	[48]	(46.6%)
Poorly	[15]	(14.6%)
Very Poorly	[2]	(1.9%)
	[103]	(100.0%)

Q2. Are the business premises leased or owner occupied?

Leased	[52]	(50.5%)
Owner Occupied	[48]	(46.6%)
No Answer	[3]	(2.9%)
	[103]	(100.0%)

Q3. What type of customers does your business rely on primarily?

Local residents	[77]	(44.8%)
Other residents in the wider Whitehaven area	[55]	(32.0%)
Office employees	[20]	(11.6%)
Tourist/Leisure Visitors	[20]	(11.6%)
	[172]	(100.0%)

Other (please state)

BNFL [1], Residents of Copeland/Allerdale requiring NVQ Training [1]

Q4. How do you rate the following aspects of the Town Centre?

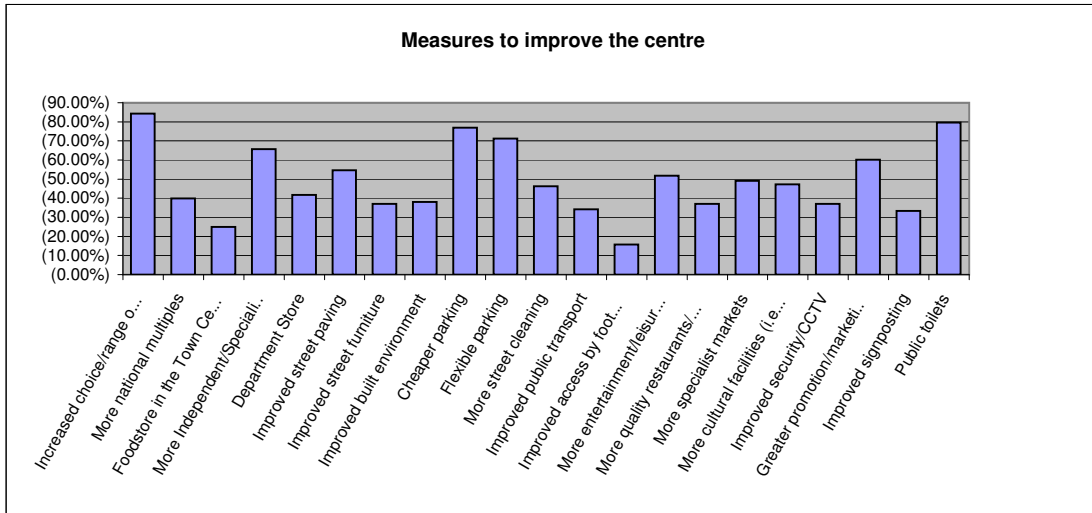
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
a. Range of shops and services	[10]	(9.26%)	[28]	(25.93%)	[65]	(60.19%)	[0]	(0.00%)
b. Location and quality of car parks	[6]	(5.56%)	[38]	(35.19%)	[57]	(52.78%)	[0]	(0.00%)
c. Foodstore provision	[58]	(53.70%)	[33]	(30.56%)	[12]	(11.11%)	[1]	(0.93%)
d. Car parking	[7]	(6.48%)	[28]	(25.93%)	[68]	(62.96%)	[0]	(0.00%)
e. Shopping environment	[6]	(5.56%)	[44]	(40.74%)	[51]	(47.22%)	[1]	(0.93%)
f. Pedestrian environment	[16]	(14.81%)	[47]	(43.52%)	[39]	(36.11%)	[0]	(0.00%)
g. Security (CCTV)	[19]	(17.59%)	[42]	(38.89%)	[28]	(25.93%)	[13]	(12.04%)
h. Personal safety	[37]	(34.26%)	[50]	(46.30%)	[13]	(12.04%)	[2]	(1.85%)
i. Access by public transport	[23]	(21.30%)	[46]	(42.59%)	[23]	(21.30%)	[10]	(9.26%)
j. Access by foot and cycle	[35]	(32.41%)	[50]	(46.30%)	[11]	(10.19%)	[6]	(5.56%)
k. Signage	[17]	(15.74%)	[50]	(46.30%)	[32]	(29.63%)	[2]	(1.85%)
l. Cleanliness	[10]	(9.26%)	[35]	(32.41%)	[52]	(48.15%)	[0]	(0.00%)
m. Entertainment/Leisure	[5]	(4.63%)	[39]	(36.11%)	[57]	(52.78%)	[2]	(1.85%)
n. Events (Christmas)	[13]	(12.04%)	[39]	(36.11%)	[49]	(45.37%)	[2]	(1.85%)
o. Public toilets	[1]	(0.93%)	[7]	(6.48%)	[89]	(82.41%)	[7]	(6.48%)
p. Leisure/Tourism Facilities	[12]	(11.11%)	[59]	(54.63%)	[29]	(26.85%)	[2]	(1.85%)
	[275]		[635]		[675]		[48]	

Q5. What improvement measures would you like to see in the Town Centre?

Increased choice/range of shops	[91]	(84.26%)
More national multiples	[43]	(39.81%)
Foodstore in the Town Centre	[27]	(25.00%)
More Independent/Specialist traders	[71]	(65.74%)
Department Store	[45]	(41.67%)
Improved street paving	[59]	(54.63%)
Improved street furniture	[40]	(37.04%)
Improved built environment	[41]	(37.96%)
Cheaper parking	[83]	(76.85%)
Flexible parking	[77]	(71.30%)
More street cleaning	[50]	(46.30%)
Improved public transport	[37]	(34.26%)
Improved access by foot and cycle	[17]	(15.74%)
More entertainment/leisure facilities	[56]	(51.85%)
More quality restaurants/pavement cafes	[40]	(37.04%)
More specialist markets	[53]	(49.07%)
More cultural facilities (i.e. Theatre)	[51]	(47.22%)
Improved security/CCTV	[40]	(37.04%)
Greater promotion/marketing of the centre	[65]	(60.19%)
Improved signposting	[36]	(33.33%)
Public toilets	[86]	(79.63%)
	[1108]	

Other (please state)

Harbour area completely wasted [1], Make sure no cars or vans are in the pedestrian area during shopping hours [1], Lower rates for small business/trader [1], Free parking [1], Run down shops should be given a facelift or bought out [1], Nice bars for an afternoon drink [1], More and better parking [1]



Q6a. Do you think the recent investment in the Harbour area over the past ten years has improved business performance in the Town Centre?

Yes	[50]	(50.00%)
No	[50]	(50.00%)
	[100]	(100.00%)

Q6b. If yes, what are these positive impacts? (e.g. improved Town Centre environment, more visitors, etc.)

The harbour improvements have acted as a catalyst for further improvements - have brought visitors into the town and provided an area for the very successful Maritime Festival [1], More visitors [14], Improved environment [2], Growing number of tourists [5], Maritime [1], Local events [1], Increase in local economy [1], Very pleasant, clean, well maintained Harbour [1], Nicer place for people to visit and want to return to [1], Presents a much improved image for the town [1], The town is more attractive around the Harbour [1], Profile of town raised [1], Maritime Festival !!! [1], More national news items [1], Increased access time to and from the Harbour for all fishing/yachting activities [1], Ice Plant [1], Boat repair facility [1], Coast-to-Coast cyclists [1] More business [1]

Q6c. If you consider it has had no impact, why do you consider this is? (e.g. had little impact in improving the Town Centre, etc.)

It's treated as precious and there is no coordination [1], Maritime committee won't let anyone help them and any other initiative is squashed [1], Many people want to help but are not allowed to [1], Copeland Harbour and committee need to work as one in practice [1], It doesn't pull the public into the shops [2], The Harbour is undeniably lovely, but it doesn't encourage people to come and shop in the Town Centre [1], The town and Harbour have a poor connection [2], Nothing to keep visitors here for very long - shopping facilities are limited and of a poor standard [1], The High Street is terrible, so visitors and locals go elsewhere to spend money [1], Whitehaven market is terrible [1], More speciality markets would be better [1], There is little left for the every day resident and regular spenders [1], The environment has improved but it has not had any effect on our business at all [1], Pedestrian links around the market area are inadequate [1], There is very little to do/ places to enjoy on the Harbour [1], Hotel accommodation needed badly [1], Town Centre improvement is required to enhance this business, not improvements to the Harbour [1], Maritime Festival was excellent but now it has been scrapped due to development of apartments [1], Without improved shopping facilities people do not use the Harbour - they go hand in hand [1], People with boats do not spend in our shop [1], Harbour visitors aren't interested in shopping here - their own towns have better stores than ours [1], Tourism doesn't bring in more trade for my type of business [1], Do not allow tourism outlets on the Harbour side [1], Harbour is isolated from the centre and nothing draws people in [1], The focus has been the Harbour and not the town [1], It should have had an impact but people that go to the Harbour don't actually come into the town [1], People come to see the Harbour but go and shop in Workington [1], Has not brought any more people into the town [1]

Q7. 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	[25]	(27.78%)
Too many non-retail uses	[53]	(58.89%)
Not enough non-retail uses	[12]	(13.33%)
	[90]	(100.00%)

Please specify:

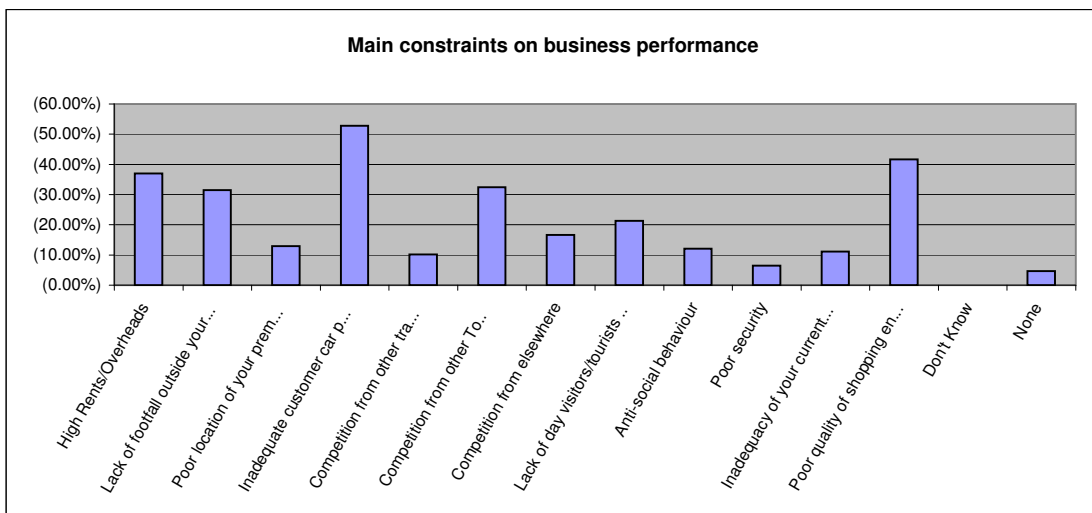
Needs reviewing [1], Too many hair dressers [4], Too many cafés [2], Too many charity shops [6], Too many fast foods [2], Too many card shops [1], Not enough shops [1], Not enough quality restaurants or entertainment facilities, e.g. cinema, bowling alley, etc. [1], Not enough high street brands, e.g. M&S, Next [1], Not enough children's shops [1], Too many cheap shops [1], Too many pubs [1], Too many empty properties [1], We've lost too many family businesses in recent years [1], Too many take-aways [1], More nice café pubs would be great [1]

Q8. What, if anything, do you consider are the main barriers to the trading performance of your business?

High Rents/Overheads	[40]	(37.04%)
Lack of footfall outside your premises	[34]	(31.48%)
Poor location of your premises	[14]	(12.96%)
Inadequate customer car parking	[57]	(52.78%)
Competition from other traders in Town Centre	[11]	(10.19%)
Competition from other Town Centres nearby	[35]	(32.41%)
Competition from elsewhere	[18]	(16.67%)
Lack of day visitors/tourists to the town	[23]	(21.30%)
Anti-social behaviour	[13]	(12.04%)
Poor security	[7]	(6.48%)
Inadequacy of your current premises	[12]	(11.11%)
Poor quality of shopping environment	[45]	(41.67%)
Don't Know	[0]	(0.00%)
None	[5]	(4.63%)
	[314]	

Other (please specify)

Specialist nature of business - only a small percentage of the population are customers of our type of business [1], Lack of promotion of town [1], Visitors not encouraged or retained [1], Lack of drive to increase its potential [1], Roadworks [1], Too many run down stores [1], Too many pubs with the same closing time [1], Rates [2], Council Tax [1], Legal Aid price structure [1], having to pay for refuse bags - high cost for small business [1], Workington is competition [1], Paying for trade waste [1]



Q9. Have you any plans to alter your business in any way in the next five years?

No	[48]	(52.75%)
Yes, close	[9]	(9.89%)
Yes, relocate in Town Centre	[5]	(5.49%)
Yes, relocate out-of-centre	[4]	(4.40%)
Yes, extend floorspace	[2]	(2.20%)
Yes, reduce floorspace	[0]	(0.00%)
Yes, refurbish existing floorspace	[23]	(25.27%)
	[91]	(100.00%)

Other (please specify)

If we could find somewhere, but trading is only viable in Lower King Street [1], Open another premises [1], If we can't find the right premises in town, we would consider other areas [1], Probably go bankrupt! [1], Up to the public [1], General redecoration [1], District within our jurisdiction will double [1], To accommodate a new sub-tenant [1]

Q9a. If you are relocating, where are you considering moving to?

Cockermouth [1], Workington [2], Closer to Town Centre [1], Bigger prime premises [1]

Q9b. If relocating, what is the main reason for this decision?

Better shopping environment [1], To consolidate in our main store [1], Passing trade [1], Growing out of current space [1], Rates too high [1]

Q10. What specific support would help your business?

Training	[6]	(6.2%)
Town Centre Manager	[23]	(23.7%)
Shop front improvement grants	[32]	(33.0%)
Marketing assistance	[36]	(37.1%)
	97	(100.0%)

Other (please specify)

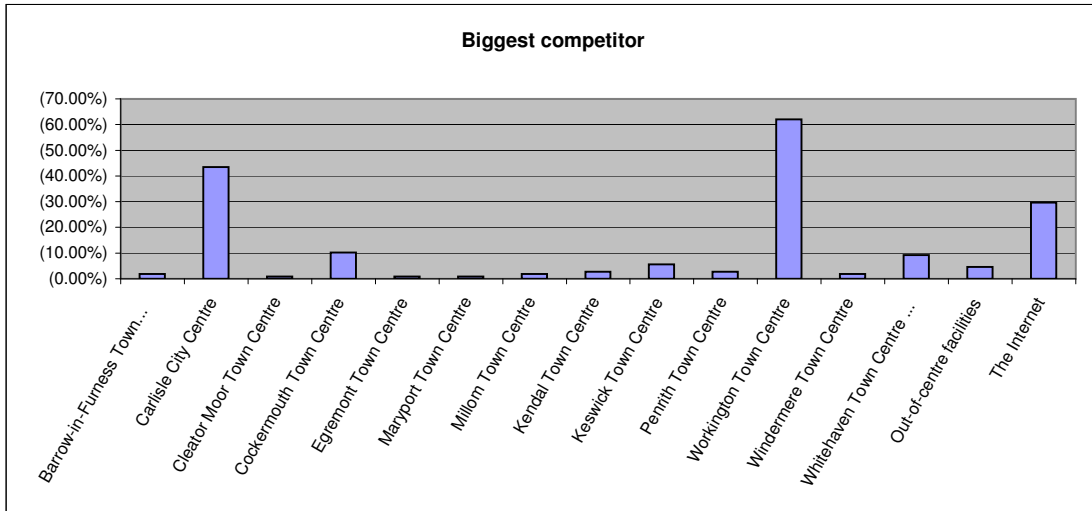
Working together with all input valued [1], Training grants [1], Rates relief for job creation [1], Later opening hours [1], None - property empty for 9 years - will not re-let [1], A lift (3 flights up) [1], Improved entrance [1], Getting a new hairdresser to sub-let [1]

Q11. Which centre(s) do you consider to be your biggest competitor?

Barrow-in-Furness Town Centre	[2]	(1.85%)
Carlisle City Centre	[47]	(43.52%)
Cleator Moor Town Centre	[1]	(0.93%)
Cockermouth Town Centre	[11]	(10.19%)
Egremont Town Centre	[1]	(0.93%)
Maryport Town Centre	[1]	(0.93%)
Millom Town Centre	[2]	(1.85%)
Kendal Town Centre	[3]	(2.78%)
Keswick Town Centre	[6]	(5.56%)
Penrith Town Centre	[3]	(2.78%)
Workington Town Centre	[67]	(62.04%)
Windermere Town Centre	[2]	(1.85%)
Whitehaven Town Centre (other retailers)	[10]	(9.26%)
Out-of-centre facilities	[5]	(4.63%)
The Internet	[32]	(29.63%)
	[193]	

Other (please specify)

East of Lake District [1], Argos [1], B&M [1], Wilkinsons [1]



Q12a. Do you operate any other businesses in any other centres in West Cumbria?

Yes	[27]	(27.6%)
No	[71]	(72.4%)
	[98]	(100.0%)

Q12b. If yes, where is this?

Egremont [1], Millom [2], Cleator Moor [1], Workington [6], Maryport [2], Cockermouth [1], Carlisle [3], Kendal [2], Barrow [2], Penrith [1], Market Hall Café [1], Youth Hostels [1], Pottery Shop [1], All major towns [1]

Q12c. If yes, is this other business trading better, worse, or the same?

Better	[10]	(40.0%)
Worse	[2]	(8.0%)
Same	[13]	(52.0%)
	[25]	(100.0%)

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

Whitehaven needs a commercially minded, visionary Manager [1], Lack of enthusiasm of the Council [1], whitehaven has so much to offer - let's work together to achieve it! [1], Two privately owned car parks remain empty, while street parking remains clogged [1], Stay time has reduced from two hours to one hour, leaving the spaces non-usable [1], Bus Station standing empty [1], Buses wait on the streets with engines running - pollution [1], Litter bins not provided, particularly at bus stops [1], Cigarette butts and gum left on floor due to lack of bins [2], Bins need to be emptied regularly [1], Old fashioned community policing really did work [1], Basics like weeds are not attended to [1], Salt on Winter paving is needed [1], More 'quality' retail establishments [1], More gift shops would be better [1], As a restaurant we get no support or encouragement - we are on our own [1], A supportive café culture would be tremendous for the town [1], Tables and chairs outside cafés and restaurants on sunny days [1], Instead of burger vans, have a locally produced food event to support the big events when they happen [1], Lower rates [3], Keep pedestrian streets free from traffic during shopping hours [1], On the spot fines for those caught littering [1], Lack of street lighting on Roper Street - this means loss of trade at Christmas [1], Copeland and Allerdale need an Ice Rink to pull in youngsters and families [1], Multi-storey is not child friendly due to the lifts often being out of order, therefore pram users can't park there [1], Market parking is restricted to one hour and is not always accessible [1], The multi-storey is uncomfortable for people, especially women with children, to park in [1], Market numbers are diminishing rapidly due to B&M and Wilkinson's [1], Anti-social behaviour from drinkers who smoke outside is a problem for many customers with children - bad language, aggressive and loud behaviour, and often urinating is a constant problem [1], Commercial rates are very high, but we are seeing little for our money! [1], The Council must provide free car parking [1], Improved street furniture [1], Improved cleaning [1], Improved street lighting [1], Better pedestrian access [1], Competitive parking charges [1], Better signage [1], Well kept exteriors [1], Public toilets [1], Attractive window displays [1], Change street lights to white to create a more attractive atmosphere and safer and securer feeling [1], Whitehaven is now overshadowed by the greater range of shops in Workington [1], Too many derelict buildings [1], Demolish or bring back to life/upgrade derelict buildings [1], Bring back the Bus Station [1], Parking is rubbish [1], Nothing has been done to counteract the development of Workington [1], Too many late night clubs [1], Too many pubs [1], Parking too expensive [1], Dirty town [1], Waste Management is very poor [1], Need a better collection of orange refuse bags [1], Reduce cost of advertising in the Whitehaven news [1], Location and quality of car parks is terrible [1]

WIGTON BUSINESS SURVEY – FEBRUARY 2008

87 business surveys were distributed between 20th and 22nd February 2008. 44 responses were received giving a response rate of 51%. The results are displayed in percentage terms and rounded to the nearest whole number.

How long, approximately, has the business traded in Wigton?

Under six months	0
Between six months and one year	2
One to three years	14
Three to five years	9
Five to ten years	5
Ten to twenty years	18
Over twenty years	52

How would you describe the main function of the business?

Food retailer (e.g. supermarket, bakery etc. but not including restaurants, cafes, take-aways, public houses)	16
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	34
Retail Service (e.g. hairdresser, opticians etc.)	16
Leisure service (e.g. public house, restaurant, café, take-away etc.)	9
Professional service (e.g. bank, estate agent, betting shop, etc.)	25

How would you describe the status of the business?

An independent business	70
Part of a local / regional chain	9
Part of a national / international chain	20

How would you say that your business is faring?

Very well	16
Well	45
Moderately	34
Poorly	4
Very Poorly	0

How many staff does the business employ?

No. of employees	% of businesses		
	Full time	Part time	Total
0	16	14	2
1	39	25	14
2-5	36	45	48
6-10	7	11	27
11+	2	5	9

*all voluntary workers within charity shop

Which type of customers does your business rely on primarily?

(nb respondents indicated more than one type of customer)

Wigton residents	75
Other residents in the wider North Allerdale area	45
Other local businesses	18
Tourist / Leisure Visitors	27
Other	9

Others identified: national and international, contracting workers

On a typical week, what days are you open for business?

	Open	Closed	½ day
Monday	91	7	3
Tuesday	100	0	0
Wednesday	86	4	9
Thursday	98	0	2
Friday	98	1	0
Saturday	68	9	23
Sunday	34	64	2

On a typical week, what do you consider are your best days for trading?

Monday	11
Tuesday	23
Wednesday	2
Thursday	16
Friday	70
Saturday	34
Sunday	0
All days equal	20

What impact do you consider the operation of Wigton livestock auction days (Tuesdays and Thursdays) to have on your trade?

Significant positive impact	14
Slight positive impact	45
Slight negative impact	0
Significant negative impact	0
No impact	41

If considered to have either a positive or negative impact, why do you think this is?

(All comments relate to those identifying a positive impact except where indicated otherwise)

- Their customers can be my customers. If not trading in Wigton I will not see their customers, so trade will be down.
- Tuesday was market day buses bring in people from surrounding countryside.
- Brings people in to Wigton shopping.
- Get customers in who are attending auction.
- Brings people into the town.
- Our shop is sited nearby

- Bring people into the town
- More pedestrians passing premises brings enquiries
- Brings people to the town who may choose to do other business/ shopping whilst here
- More people
- More vehicles in the town
- more people in town
- Brings more people into the town
- Brings more people into town
- General influx of country folk to the town
- More people in town
- The visitors to the livestock auction days are not looking for property on those days (no impact)
- People from the auction do not come into Wigton, they stay where they are (no impact)
- Sometimes get farmers bringing clothes alterations. A lot of farm houses have large windows which need custom made curtains!
- By bringing in wives, daughters etc

What impact do you consider the Wigton outdoor market (*held Friday*) has on your trade?

Significant positive impact	34
Slight positive impact	27
Slight negative impact	7
Significant negative impact	0
No impact	32

If considered to have either a positive or negative impact, why do you think this is?

(All comments relate to those identifying a positive impact except where indicated otherwise)

- More people coming to Wigton for things stores don't sell.
- More people come to town and free bus service is available.
- Bring people into Wigton for e.g. free bus
- Brings people into town increased footfall
- Our shop is sited nearby
- More pedestrians passing premises brings enquiries
- Market brings people into Wigton each Friday who then spend time and money in the town
- Brings people to the town who may choose to do other business/ shopping whilst here
- The market brings people into Wigton first and then they walk into the town second.
- Brings more people into the town. When they have looked round market they then walk down to look round and buy from the shops.
- More vehicles in the town
- More people in town
- People come to shop at the market and pop in for hair dos
- There is a lot more people in town.
- Brings large amounts of people into the shop
- The volume of people in the town
- We may have more people window shopping and the odd enquiry but not enough to have significant impact on the business
- Car park too busy for my customers to park (slight negative impact)
- Direct competition (slight negative impact)
- People stay at the Stocksman for food and drink they don't walk into town. If the market were in the centre of town more people would benefit. (no impact)

What impact, if any, do you consider the indoor market (*held Tuesday*) has on your trade?

Significant positive impact	2
Slight positive impact	36
Slight negative impact	2
Significant negative impact	0
No impact	59

If considered to have either a positive or negative impact, why do you think this is?

(All comments relate to those identifying a positive impact except where indicated otherwise)

- Customers for me as it's next door to my store
- More people come to town
- Market used to thrive but affected by Friday market and increased rent for stalls
- Our shop is sited nearby
- More pedestrians passing premises brings enquiries
- Brings people to the town who may choose to do other business/ shopping whilst here
- More people in town
- Elderly clients come into town and shop and get hair done on pension days
- Again, more people in the town
- Due to us selling hot drinks and food - our position is next to the market hall
- This market is usually visited as a Wigton tradition not by housebuyers/ sellers (no impact)
- Car park too busy for my customers to park (slight negative impact)
- The market sells curtains, bedding etc very cheaply. It's hard to compete with their prices.
- We get clients who come on the free bus

Do you think that the outdoor market should be retained in Wigton town centre?

Yes	84
No	14
No response	2

If Wigton auction mart were to relocate from the current premises, where in your opinion, should the outdoor Wigton market be held?

It should be retained on the current site	43
It should be moved to a location within the town centre	30
It should be moved to the new site of the auction mart	9
Don't know	9
Other alternative or specific locations	4
Other	4

Other specific locations identified:

- Bus Station Car Park
- Market Hill Car Park

Other responses:

- Should be closed forever.
- Market will probably close

How do you rate the following aspects of Wigton town centre?

	Good	Average	Poor	Don't know	No response
Range of shops and services	41	48	11	0	0
Location and quality of car parks	48	48	4	0	0
Pricing of car parks	18	39	41	0	2
Access by public transport	52	27	7	11	2
Foodstore provision	64	30	4	2	0
The outdoor market (Friday)	45	30	11	14	0
The indoor market (Tuesday)	18	34	36	11	0
Appearance of the town centre	23	48	27	2	0
Pedestrian environment	11	64	25	0	0
Security (CCTV)	7	39	50	4	0
Personal safety	25	61	11	2	0
Signage	18	66	9	7	0
Cleanliness	20	54	27	0	0
Entertainment / leisure	2	16	77	4	0
Cultural Facilities	0	20	70	7	2
Events (e.g. Christmas, Specialist Markets)	7	27	64	2	0
Public toilets	7	25	59	7	2
Condition of town centre properties	11	70	16	2	0

How do you think the following measures would effect Wigton town centre?

	Improve	No effect	Harm	Don't know	No response
Increased choice/range of shops	91	7	2	0	0
More national retailers	41	9	41	9	0
More Independent/Specialist traders	89	11	0	0	0
Investment in public realm	59	23	0	11	7
Cheaper parking	77	23	0	0	0
Flexible parking	84	11	2	0	2
Improved street cleaning	75	23	2	0	0
Improved public transport	64	32	0	4	0
More entertainment/leisure facilities	86	9	2	2	0
More quality restaurants/pavement cafes	61	27	7	2	1
More organised events (e.g.xmas events)	82	16	0	2	0
More cultural facilities (e.g. theatre)	70	27	0	2	0
More security/CCTV	80	16	0	0	4
Greater promotion/marketing of Wigton	75	18	0	0	2
Improved Public toilets	70	30	0	0	0
A town centre manager	50	34	2	14	0
Expansion of the town centre	61	27	7	4	0
Improvements to town centre properties	84	16	0	0	0

Other measures identified:

- Tesco will ruin Wigton's local business
- More police presence
- Free parking would be better
- Get rid of the pigeons
- Free parking, independence from Allerdale, j. what do you mean "more" we haven't any - weather not conducive to pavement cafes n) If Wigton people spend their money here we would not need any publicity. CCTV we have makes little difference. Absolutely not to town centre manager.
- Keep it local , keep it special
- More police

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	43
Too many non retail uses	41
Not enough no-retail uses	11
No response	4

Additional comments:

- It would be nice to see a good restaurant
- 90% appears to be pubs and takeaways
- Too many pubs and hairdressers
- Too many charity shops, home purchase shops
- Too many banks/building societies/ estate agents all spread out
- Take away sandwich and charity shops - what's left?

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

High Rents /Overheads	22
Lack of footfall outside your premises	20
Poor location of your premises (e.g. not prime pitch)	11
Inadequate customer car parking	25
Competition from other traders in the town centre	18
Competition from other town centres nearby	23
Competition from elsewhere (e.g. retail parks)	23
Lack of day visitors/tourists to the town	48
Poor security	9
The inadequacy of current premises (e.g. size of configuration)	14
Poor quality of town centre shopping environment	32
Don't know	2
Nothing is constraining performance of the business	16

Other identified constraints:

- Service charges
- At present it is the general market conditions, not the town
- Internet sales
- No signs to direct public to my shop which is off the Main Street

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

No	43
Yes, close	4
Yes, relocate in town centre	2
Yes, relocate out-of-centre	0
Yes, extend floorspace	7
Yes, reduce floorspace	0
Yes, refurbish existing floorspace	23
Don't know	18
Yes, other	0
No response	2

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

- Smoking ban and 10% tax rise on alcohol will put the average prices out of range of customers.
- If trade doesn't pick up, maybe consider closing
- Obligatory regulatory costs/obligatory taxation
- I really need to get more passing trade. The rent and rates are just too expensive on the main street for a small business and it is a big risk making that move

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

China

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

Carlisle	91
Workington	14
Whitehaven	0
Aspatria	0
Silloth	0
Penrith	7
Cockermouth	9
Maryport	2
The Internet	14
Other: Keswick	2
None	4
No response	2

Do you operate any other businesses in any other centres in Cumbria?

Yes	39
No	61

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

Better	41
Worse	12
Same	47

Would you support the creation of a Wigton Business Forum?

Yes	50
No	30
No response	20

Further comments in regard to Wigton town centre:

- The police have lost control of the streets, violence and street gangs plus the movement of troublesome families from other parts of Cumbria making Wigton a dumping ground for criminals and is stopping decent locals from using the facilities.
- Friendly accessible and adequate facilities which should be encouraged and preserved - additional food retailer, especially aggressive national operator may not help if they decide to they will have the power to close down their competitors
- Wigton is a small market town which seems to thrive on Fridays (market day). Many necessity shops i.e. butchers/fruit and veg shops seem to have fantastic trade because of localness of product. It would appear that a lot of business merely make a living for people and a large multiple coming to town would surely put an end to this.
- Wigton is one of the dew towns with local shops and businesses and I feel that building a Tesco store will be detrimental to theory trade. We already have a small Co-op which I think is sufficient.
- Need more car park spaces on main car park not less, Council done away with about 16-20 spaces by building on them . Impossible to find a place on Tuesday and Friday. If I was visiting Wigton on these days I wouldn't bother and I have a business that I have to xxxx car park i.e., wait for someone to move . Also we need free car parking to encourage more parking and CCTV needed. Stop people smoking in the street outside pubs.
- 1. avoid use of residential areas for business and encourage town centre use. 2. impact of using auction mart site for business development would destroy the viability of the town centre.
- The Kings Arms desperately needs renovated it spoils the centre and is the first thing any visitor seen
- pedestrianise King Street so Friday Market could be in the centre or just close for Fridays.
- I believe that by helping existing businesses the majority which are ran by local people can only help the town and continue to make it into a great market town rather than allowing national retailers in which will end up strangling local business.
- If a redevelopment of Wigton town centre is to allow in a large store (e.g. Tesco) I see myself and fellow independent retailers closing their doors forever. I feel that to improve Wigton is to keep it all small eclectic shops and to give the car park back to the residents of Wigton.
- We have too many charity stores and estate agents in town centre. These shops could be given to other different retail outlets to give customers more choice which will bring them to Wigton.
- we have a lovely town but some of the town centre properties are a bit untidy. Although wagons/lorries are not supposed to drive through the town, they still do. The centre needs to be pedestrianised. There is still a danger to the public from traffic.
- Needs tidied up e.g. boarded up buildings working out
- Business Assoc not effective. The biggest problem is the car park and dis.... Parking attendants ,

we have lost customers through their overzealousness. Shoe shop a big miss otherwise it is possible to do all shopping in Wigton - this of course would all change if Tesco allowed in - would be the death of the town we know and love.

- Wigton town centre will slowly but surely disappear when Tesco's arrive. People will come to Wigton, park on Tesco car park (Allerdale car park will lose monies) do their shopping in Tesco then leave. People in general are not loyal to Wigton anymore.
- The sooner Tesco opens the better