

## Anonymous Survey of Regarding Village Shop

### Method

A brief Survey conducted outside the polling booth at the Methodist church on Monday 13/5/19 between 6:00pm and 8:30pm.

Responses were recorded from 50 respondents

Not everyone could be surveyed but only one of those asked was not prepared to take part. And some waited to ensure that they could be surveyed.

The accompanying sheets are copies of the responses.

There were 5 questions and each was asked without offering the other things listed as options – they existed as a (predicted) quick way of noting responses.

Other comments and answer options not listed were captured by using alpha characters which then relate to comments at the bottom of the pages.

### Question 1 – What do you miss the most about not having a shop in the village?

The most common responses were Convenience and access to the “basics” Milk & Bread and Newspapers locally.

Several commented about the loss of experience for their children of having somewhere to go and spend their pocket money and learn to run errands.

Unsurprisingly there was common groupings around those who were remembered Taste Buds and those that have arrived in more recent times.

Unfortunately some were so unhappy with the last offering or are happy going elsewhere that they do not miss it at all.

### Question 2 – Why Has The Shop Failed?

Range, Pricing, Quality of Offering, Cleanliness and poor Customer Service were prominent.

As was lack of Patronage. (A bit of chicken and egg)

Many said that the offering did not reflect the desires and demographics of the village – with some going onto to talk about local produce and quality meat and veg.

Many knew of the issue with the high Rent and, many of those that didn't, recognised that it would be a struggle to make a profit the way it has been for the last few years, particularly with the proximity to Deddington and Sainsbury's.

Question 3 – (Given that the shop has now been closed for 2 months or so and there is, seemingly, nothing or no-one imminent to reopen it) What could the Community Do?

The most popular response was to suggest a Community Shop – citing examples of successful ones (Sulgrave, Tysoe, Bletchington) – but no-one could offer any details for the model(s) under which they run. A few, but not many suggested they would get involved. (Several referred to recent Contact mention)

Several suggested that the Post Office be incorporated, acceptance of shorter opening hours might work, that we should patronise it better (chicken & egg again).

Many suggested inviting the Co-Op or Spar to take it on. And then others talked of coffee shop or tea rooms being incorporated. Examples given of good local shops were Bodicote and Eagles.

A couple asked about s106 funding.

A few said that if the options on what could be done were provided then they would give an opinion. (I think this showed a deficiency in my survey – expecting people to come up with options in an instant which took me a little while to do – perhaps that is the next survey)

Question 4 Is Our Village Diminished By The Absence Of A Local Shop?

48 Yes 2 No

Question 5 How Long Have You Lived Here?

51 years to 9 months

## Summary

The answer to our conundrum was not, unfortunately, immediately apparent however with every day that passes and Adderburians do not have a local shop the connection will fade and the ease and likelihood of reinvigoration diminish as everyone establishes new habits. Therefore if steps can be taken then they need to be done so as soon as possible.

If I was to extract recommendations – I would think that the following investigations would be a good course of next action.

1. What is the model(s), and costs, for a successful Community Store?
2. Is there anything that can be done to reduce the rent (and rates) on the premises?
3. What is the current situation regarding the premises (size, amenities, state of repair, price) and the landlord?
4. Is the community able to seek out / court possible replacements?

One thing that I would think that would be required for a community store would be for the community to underwrite the lease – in which case – how could that be done and does that open up (potentially better) alternatives.