

BURTON LATIMER SHOPPING SURVEY RESULTS

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Introduction: The current economic climate has brought very difficult times for many local people and businesses. For instance several shops within Burton Latimer have either closed or are in the process of closing.

To see if we can reverse that trend the shopkeepers, businesses, Chamber of Trade and town council of Burton Latimer wanted to hear local residents' views on the shops and other facilities that they would like to see in the community.

Method: A questionnaire was drawn up by the town council and Chamber of Trade. This was then delivered along with the Spring Town Council Newsletter to every resident in Burton Latimer.

Results: 87 completed surveys were received, and the responses to each question are set out in the following pages.

Please let us know what other shops or facilities you would like to see in Burton Latimer town centre and how often you would use them:

The following replies were received:

Type of shop	Every day	1 – 2 times a week	1 – 2 times a month
Alcohol/drug advise centre	1		
Antique shop		1	1
Autistic/disturbed children's day centre	1		
Bakery (good one)	3	4	1
Bank (different one)		1	
Book shop			1
Building society		2	1
Butchers	2	27	3
Charity Shop		3	3
Chemist (2 nd one)		3	
Children's clothes		1	2
Clothes shop		2	6
Delicatessen		6	
Family pub		1	
Farm Shop		1	
Fish market		5	1
Flower shop		1	1
Furniture and fabrics			23
General store		1	
Gentlemen's Outfitter			1
Gift/interior design			
Greek restaurant		1	
Green grocer	3	20	
Haberdashery/cards/clothes etc	1	5	6
Health food shop	1		1
Indoor (soft) play area		2	
Ironmongers/hardware/DIY	1	10	13
Ladies clothes boutique		1	1
Market		2	
Massage parlour	2		
Music		1	
Old fashioned sweet shop		1	
Pet shop		2	
Petrol station	1	2	
Record shop		1	
Second hand shop	1	1	
Shoe repairs/key cutters		1	3
Shoes and leather goods		1	2
Sports Centre		1	
Stationers			1

Swimming pool		2	
Thai restaurant		1	
£1 shop		1	1

The following replies were received in the 'other' section:

Shop / facility	No of times it would be used
Antiques	As needed
Carpet/furniture	When required
Children's clothes/toys	Seasonal
Dental surgery	6 monthly (9)
DIY	When necessary
Electrical shop who did repairs	When necessary (2)
Hardware	When necessary (2)
Ironmongers	As required
Shoe repairs/locksmith	As needed (4)
Shoe shop	Once or twice a year (2)
Tyre fitter	As needed

Promoting local shops and businesses: *Please let us know if there is anything else you feel would help to promote the use of shops and businesses in Burton Latimer:*

The following comments were received:

Advertising/Events:

- A notice board for businesses to use for advert, free of charge, to place business cards in
- Make use of the people to create identity/environment as they do abroad. Events like a summer fair
- Offer advertising space in the BL newsletter
- Continue to encourage people to the town with the Farmers Market and Continental Markets also promoting our shops (special offer days) (5)
- Make people aware of what's available locally by pushing flyers through letterboxes (2)
- They have to promote themselves by very good service and longer opening hours (electrical shop is always closed when I want to use it)
- Advertising in local/free papers at a reduced cost. Village magazines
- Main shops promoting other smaller shops further down the High Street (near the vets)
- More advertising – especially about restaurants.
- High profile support from local organisations e.g. Chamber of Trade, Councillors etc

General:

- Introduction of a town loyalty scheme
- Burton already has the businesses it needs including two sleepy and underused supermarkets
- A reduction in business rates and rents to get people through (5)
- The most important is bus transport to B/L doctors surgery
- Unfortunately shops in BL cannot compete price wise with larger shops in the surrounding area
- A better PO – three times we have been refused service for:
 - Too many coins from Charity collection boxes
 - Refusal to accept ANY cheques at paypoint (not even company cheques)
 - We just drove to BSPO who accepted the trade
- Discount for regular users
- For a long time small businesses on the High Street have struggled with high overheads and falling custom. If we could offer some of these small businesses a much more cost effective solution to ply their wares I'm sure it would encourage a lot more small traders and a larger variety of products.

Parking/Road issues:

- Make the High Street disabled parking and traders only between 8am and 6pm (3)
- Stop the speeding – they ruin town and trade for everyone (2)

- Knock down the old doctors surgery and build a pay & display car park – free for 30 minutes so parents can pick their children up from school without clogging up the High Street or Sainsburies car park. This should also be free for the disabled. I am disabled and often cannot park close enough to the bank because parking is consumed by the new restaurant and wine bar users
- Additional off road car parking
- Increased parking, safer walking, improved pavements
- If the pavements were 'smoothed' it would make shopping more pleasant. Maybe more people would use our shops rather than Kettering (2)
- Removal of current parking restrictions in the High Street (2)
- Look at a minibus – maybe pick ups from Isham, Cranford, BS etc

Environment etc:

- Council Offices should be moved to Health Centre site or this should be developed into something BL needs such as a dentist or chiropodist (2)
- Attractive and quality shops/unique e.g. Rothwell shops lean towards wedding – a few follow on businesses set up around a dress shop
- A pleasant outdoor area, spacious to sit and people watch
- The area around the current council office including the restaurant opposite which is empty could become an ideal area for the sale and display of arts, crafts and antiques
- The present doctors surgery is a joke - why was a second story not built on the old surgery in the middle of the town
- A vibrant civic centre in the former health centre would attract the public to the town centre during the week
- The civic centre would, of course, include an accessible museum. The present museum already attracts many able-bodied people from out of town but we need to make it easier for the less able to attend and it would perhaps encourage them to use the shops
- I strongly feel that a petrol station would be a benefit to our town, people would not have to go out of town and would more than likely do more of their shopping in our local stores. The old car dealership near the Catholic Church would make an ideal site
- Why not open a small market hall in BL and encourage some of these small businesses plus new ones back onto the High Street
- Good maintenance of shop exterior – clean appearance – no clutter of signs etc (2)
- Brighter outlook e.g. more flowers, plants, bit of colour around
- Sunday chemist

Late night shopping: Please let us know what you think about the idea of late night opening in the town:

Would you use the shops in BL if they arranged a late night for opening?

The following replies were received:

Yes	No	Don't know
21	42	22

Comments:

- No more than usual
- The population of BL is not enough to sustain city like habits
- Late night opening of supermarkets is sufficient (5)
- Definitely not – too many youths around – wouldn't go anywhere in B/L in the evening (3)
- Not enough shops for late night shopping (6)
- Only Xmas shopping night (2)
- Never use BL shops – bad service in most
- We are able to shop in BL during the day
- Would rather some shops open longer on a Saturday

If 'Yes' how often would you make use of this facility?

The following replies were received:

Once a week	Once a month	Other
14	9	

The following comments were received:

- Once a year at Xmas

Parking along High Street: What are your views on the parking arrangements in front of the shops along High Street B/L?

The following comments were received:

For:

- Difficult as it can cause problems but it is essential for less able. Road should remain open past shops and centre especially on Market day and should not be pedestrianised
- Before the bypass it was a problem – today it no longer is. Maybe a maximum stay of 45 minutes – but then who would police it! (4)
- I think that parking along the High Street is appropriate for popping into shops and for people with a disability (2)
- No problem – parking slows traffic (5)
- Awful – the new restrictions will finish the shops here (2)
- Some shop owners park outside their shops
- O/K as long as people are courteous to other road users going up and down the High Street
- Parking is good for nipping into bank and chemist but not so good for shopping the other side of Churchill Way but the car park is a good size to accommodate this (2)
- We need longer stay parking limits so we can make use of all shops rather than re-parking (2)
- Very necessary for the shops and cash point (5)
- Brilliant – encourage people into town – stop the speeders and lorries
- Dangerous but we definitely need parking along this High Street
- Sort out the issue of parking and you should get more businesses into B/L (not enough disabled parking if any)

New Roundabout:

- The roundabout on the High Street is useless as the cars coming into Burton go over the top of it as there is not enough room for them to go round it (4)
- New roundabout at junction of High Street and Church Street totally unnecessary – no consultation with shops or residents – more likely to cause accidents (2)
- Who thought/authorised the new roundabout? Need head examining (2)
- By taking out that stupid pathetic little roundabout that has appeared overnight we might have less irritated drivers on the road and happy delivery drivers
- Should have put the roundabout at Churchill way not Church Street

Against:

- Parking outside the chemist/bank etc holds up traffic and makes it difficult to view oncoming vehicles. However alternative parking would be needed if we were to lose these (11)
- Pretty grim, especially at peak time, if people got to know the highway code better the problem would be halved

- Not too keen on parking in the High Street as there are a couple of perfectly good car parks. Ban parking and put up signs to car parks – encourage walking not laziness (4)
- Parking along the High Street should be stopped – should only be buses, delivery drivers and people with a disability. There are plenty of car parks (18)
- Parking in Churchill way – especially on the bend should be stopped – it's dangerous
- I would also like to see the money paid in fines given to the Town Council for use on local projects. We have plenty of free car parks in B/L make people use them (3)
- The parking further along obstructs the view of cars leaving Churchill Way
- Convenient but can be hazardous for other drivers (2)
- Too many parked cars in High Street
- Complete congestion at all times. Should be used for loading and unloading only (2)
- Dangerous parking on the corner near the Chinese restaurant
- Enlarge and use the bus parking bay near the start of Churchill Way on the High Street thus getting a stopped bus out of the narrowest part of the road and releasing two more car parking spaces outside the chemists
- The road is not wide enough for existing traffic now let alone additional flow
- Can get very congested at times but some street parking is needed
- The old GP surgery should be demolished to make way for a decent shopping facility and the High street marked with double yellow lines to allow two way traffic past the school (2)
- No parking in 20mph zone between 8am and 6pm including blue badge holders for the safety of school children
- Pavement is dangerous. I never dare walk my grandchildren along it without much concern for their safety
- Terrible – it causes bad congestion at peak times in the day. More parking places are needed away from the High Street
- Parking in the High street should be discouraged, it prevents the smooth flow of traffic. The parking restrictions currently in force are not enforced allowing illegal parking in High Street, Pioneer Avenue, Duke Street, Churchill Way and Station Road.
- I feel the bus route would benefit from no parked cars
- I have noticed people parking on the new mini roundabout and other major junctions, pedestrian and cyclists through the town have their views restricted by parked cars
- I think the nursery school should have a special pick up point – currently parents are parking on the road getting very small children in and out of cars in the middle of the High Street – very dangerous
- Cars should be allowed to park between Churchill Way and Church Street on one side only
- I would also suggest no parking at the end of Finedon Road because trying to turn into Finedon Road at the roundabout from Nene Road is

difficult due to poor visibility and the narrowing of the road due to parked cars

- Allocated parking bays on corner of Church Street either/or outside of vets and flower beds
- Increase parking in Churchill Way Car Park. I love the new roundabout on Church Street junction and the 20mph limit. Makes walking a pleasure instead of a fear. It is currently safer to drive into town and I only live in Church Street
- Put a 'Car Park' sign on Church Street pointing to the Old Queen Vic car park for the benefit of church users
- Illegal car parking along the High Street is increasing. Parents in cars at school times makes it difficult at the junction of Church Street and station Road for bus drivers
- Road markings need to be clearly marked throughout the town and the restrictions monitored by a traffic warden with penalties duly enforced

OTHER IDEAS AND COMMENTS: Please let us know of any other comments, ideas or suggestions you may have regarding BL town centre:

The following comments were received:

Environment:

- The area created by 'Wardrobe' would be an ideal site. Unfortunately it will be more houses I think
- What about developing the area that was the old health centre? (8)
- It's drab and not welcoming. How about erecting some nice 'You are entering BL village' signs
- There are over 12 eating/take away establishments in town (a bit overkill maybe??) (5)
- Try to keep the character of the town and keep new developments (such as flats) away from the High Street. Preserve older buildings and support the two garden centres by ordering hanging baskets. Extend the Farmers Market – browsers may use the local shops too
- A family pub on the outskirts would be ideal. All the pubs are small and not geared up for families. A decent family pub would attract lots of custom from Barton and Ise Lodge – indoor and outdoor children's play area
- A sports/pool facility
- The Farmers market is a good idea – maybe we could have produce occasionally from different countries?
- A site for a secondary school should be designated near the town centre to cope with the expanding population due to future development. Don't leave it too late and put it way out where children can't walk to school
- Would use a butchers shop if it wasn't for the Farmers Market. But do go into Kettering and use the butchers there every couple of weeks (3)
- The bleak brick wall of the Spa Shop could be used in some way to compliment BL
- Try to fill empty shops
- Perhaps it would help if BL was open on a Saturday afternoon
- We need a dentist
- Spa should have more variety and lower prices. Also Sainsburies prices are quite high. That's why we shop out of town (2)
- Needs somewhere for the teenagers to go (2)
- Make shop fronts more attractive – most of them do not look inviting
- Can the Farmers Market be extended to other local market traders e.g. Countdown and others (3)
- How about having a second hand or Charity shop – somewhere where residents could take their unwanted household items and maybe sell to someone else local
- Advertising all shops – some are tucked away in side streets - including on the notice boards
- Grocery shop that delivers would be appreciated (2)
- Late night and Sunday Chemist

- More flower beds p.s. what is being built in that demolished area?

General:

- More litter bins (2)
- More enforcement of laws regarding littering and dog fouling
- I think the paths in BL are a disgrace. As a pensioner I cannot walk far and sometimes I'm afraid of falling over because the footpaths are a danger – they want tarmacking (2)
- The small granite blocks at the entrance to the Council Offices car park tend to restrict its width and create a danger to incoming and outgoing cars. They should be removed or repositioned
- Speed cameras
- In view of the recent spate of break ins cameras should be repositioned to cover all shops
- B/L needs to be safer at night, we have groups of children hanging around the town centre, Spar and Sainsburies causing hassle and noise
- A one way system is urgently needed for Alexandra and Finedon Streets
- More police patrols
- I think that the number of shops for a town of this size is just right. I cannot see that anymore would survive
- You cannot fix what has been broken. The diversity of thriving shops was only possible due to a combination of population and through traffic. Having got the much needed bypass it was the death knell for Burtons commercial activity. It will never be more than a dormitory town
- Keep the street sign as uncluttered as possible e.g. minimise signage, no unauthorised posters etc
- Making the town cleaner and encouraging people to look after their town. Fixing roads and pavements much more quickly