

Nickstream Lane Shops Survey

Results Analysis and Report

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Headline

The theme of the responses to the questionnaire was that:

those who use the row of shops, use it regularly and consider it to be an important community hub, while those who do not use it consider it to be an eyesore that attracts anti-social behaviour.

This split was represented both in the 'usage data' and in the comments received.

- 398 questionnaires returned: 36% response rate
- Greatest proportion of responses from: Berwick Rd, Kenilworth Dr, Meadowfield Rd, Nickstream La, Walworth Cres and Windsor Court.
- 1 in 4 households who had signed the petition, returned the questionnaire.
- 3 in 7 households who had not signed the petition returned the questionnaire.
- 160 respondents never use the shops
- 152 use them on a more than once a weekly basis.
- Major reasons for use of the row of shops were convenience and mobility issue.
- Major reasons for avoidance of the row of shops was its dilapidated state and fear of ASB / litter / youths.

1.1 Distribution

1114 questionnaires were hand delivered to properties within 500meters of the Nickstream Lane shops (as the crow flies):



This area represented the area from which the greatest proportion of signatories of the initial petition came. The following streets were included: Amiens Close; Arundel Drive; Bates Avenue (to Leach Grove); Berwick Road; Bowen Road (2 properties); Cleasby View; Cottingham Court; Crossfield Rd; Denton Close; Elvet Place; Highfield Road; Kenilworth Drive; Meadowfield Road; Minors Crescent; Mulheim Close; Newton Lane; Nickstream Lane (down to pub); Richmond Close; Rothbury Drive; Sandriggs; School Street (excluding newbuilds); Stooperdale Ave (down to School Str.); Walworth Crescent; Warwick Square; Wentworth Way; Whitby Way (7 properties); Windsor Court and Witton Crescent.

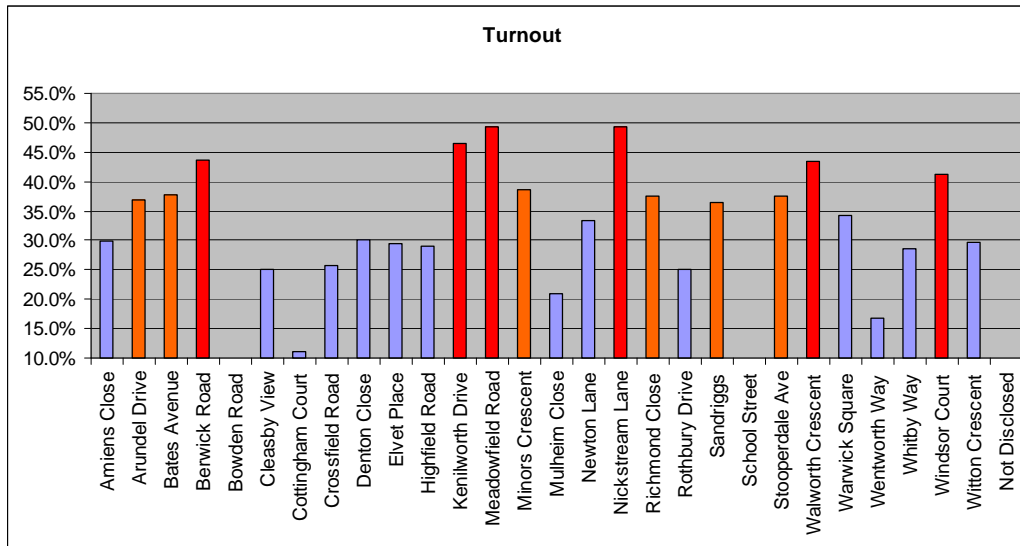
To aid the response rate, the questionnaire included a pre-paid envelope and the opportunity to complete the questionnaire online.

1.2 Overall Return

398 questionnaires were completed and returned (including 15 online), representing a 36% return. A number (3) of returns were submitted more than 1 week after the deadline and owing to their lateness could not be included in the statistical analysis.

1.3 Geographical Return

Proportionally the roads with the greatest returns (over 40%) were Berwick Road, Kenilworth Drive, Meadowfield Road, Nickstream Lane, Walworth Crescent and Windsor Court.



Geographically it can be seen that the highest numbers of returns came from closest to the row of shops. It should be noted that Windsor Court may be over represented owing to the fact that it is a sheltered scheme and Berwick Road may be over represented owing to its relatively small size.



1.4 Data Quality

Overall the surveys were well filled in, with few omissions. This provides a robust evidence base.

1.5 Comparison to Petition:

Of the 1114 households to which the questionnaire was delivered, 389 had previously signed the petition (39%).

Only 91 households who had signed the petition returned the questionnaire representing 23% of overall questionnaire returns (or 8% of 1114 delivered petitions).

Returns from petition signatories was significantly lower than from those who had not signed the petition:

- 1 in 4 households who had signed the petition, returned the questionnaire.
- 3 in 7 households who had not signed the petition returned the questionnaire.

2.0 Overall Usage of the row of shops

Each household was asked to comment upon how regularly they use the row of shops

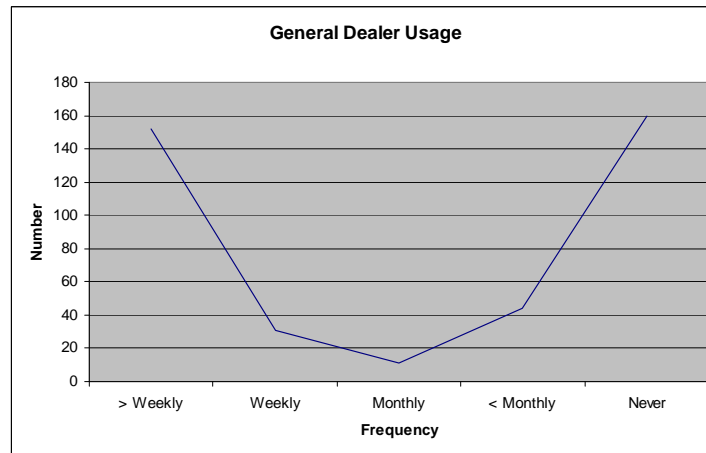
	More than once a week	Weekly	Monthly	Less than once a month	Never
Shop	152	31	11	44	160
Fish & Chip	35	59	41	59	208
Hairdresser	1	24	40	21	312

Overall picture could be described as follows:

- General dealers: split between regular attendance and never visiting
- Fish and chip shop: usage less frequent than the general dealers
- Hairdresser: less frequent than the fish and chip shop.

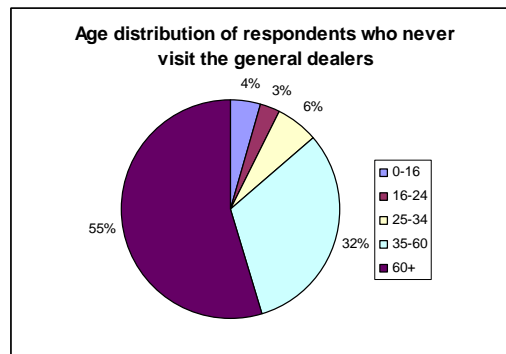
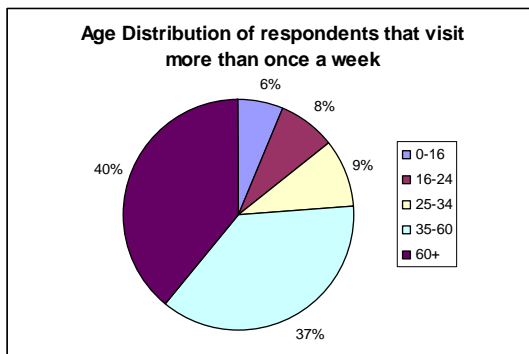
3.0 General Dealers: Detailed Analysis

The responses to the general dealers showed the marked split between those who visit more than once a week and those who never. Comparatively few respondents visit "occasionally" (ie between weekly and monthly).



As a result of this split, further analysis has focused on the two poles as they represent 78% of respondents.

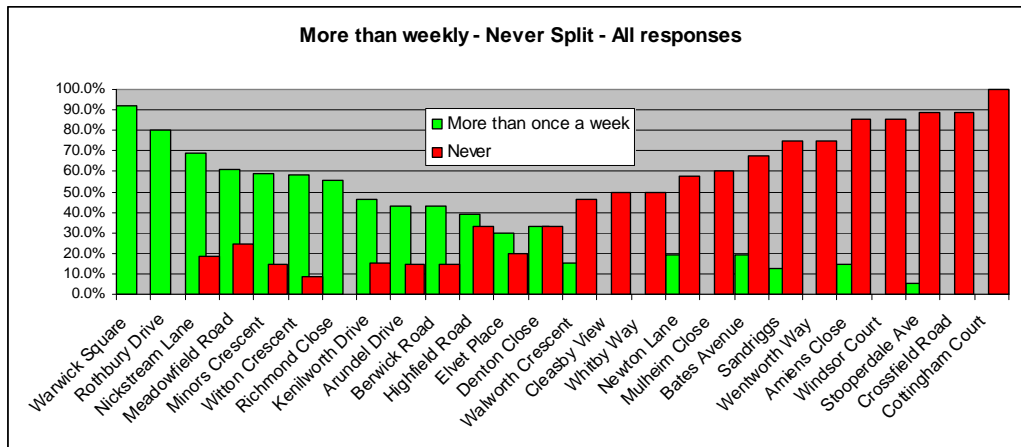
3.1 General Dealers: Age



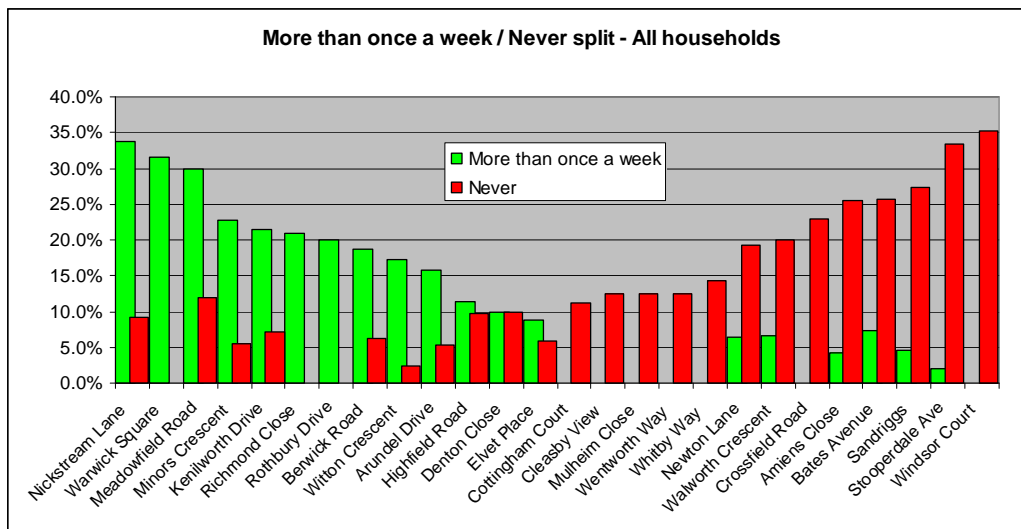
- 77% of respondents who used the general dealers more than once a week were over the age of 35, with a majority (40%) over the age of 60.
- 85% of respondents who never use the general dealers are over the age of 35, with a majority (55%) over the age of 60.
 - It is, however, unclear whether the 60+ non users chose not to go, or whether it is owing to mobility issues.

3.2 General Dealers: Geographical Distribution

Of the responses received, the greatest percentage of respondents who visit the general dealers more than once a week are in Warwick Square, Rothbury Drive and Nickstream Lane.



The following graph shows the number of households using the shops as a proportion of all households on each street - including households from which no response was received.

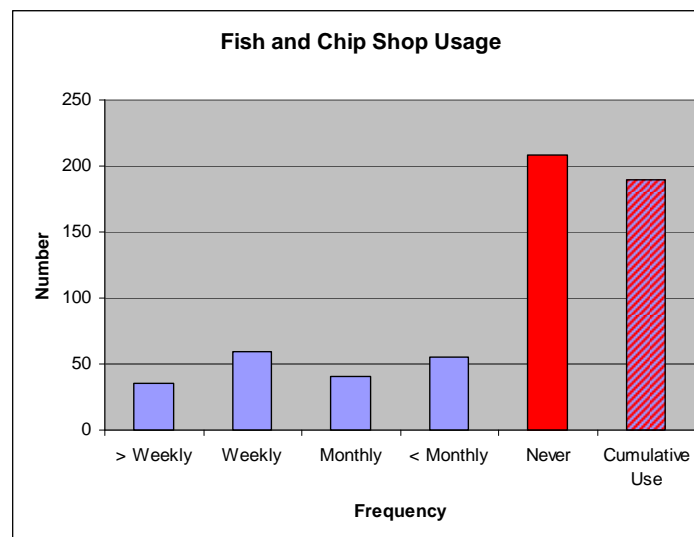


- Over 25% of households on Nickstream Lane, Warwick Square and Meadowfield Road stated that they use the general dealers more than once a week.
- Over 25% of households on Bates Ave, Sandriggs, Stooperdale Ave (and Windsor Court) never use the shop. This may be owing to their locations relative to other shops in the area.
- Of note is that
 - 9% of households on Nickstream Lane and 12% of households on Meadowfield Road never use the general dealers, despite close proximity.

4.0 Fish and Chip Shop: Detailed Analysis

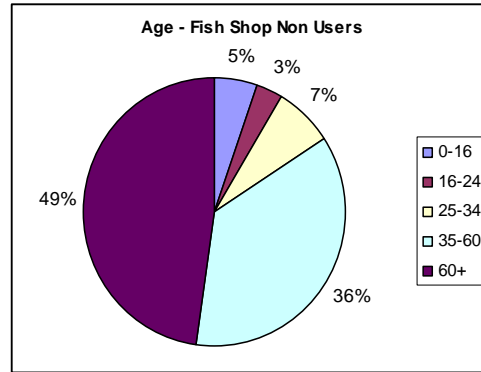
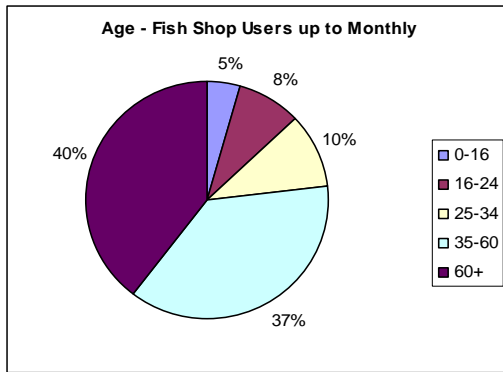
As may be expected more than weekly usage for the fish and chip shop was significantly lower than that of the general dealers.

- 52% of respondents never use the fish and chip shop.
- 33% of respondents use it up to a monthly basis
- 48% of respondents use it up to less than a monthly basis (cumulative usage).



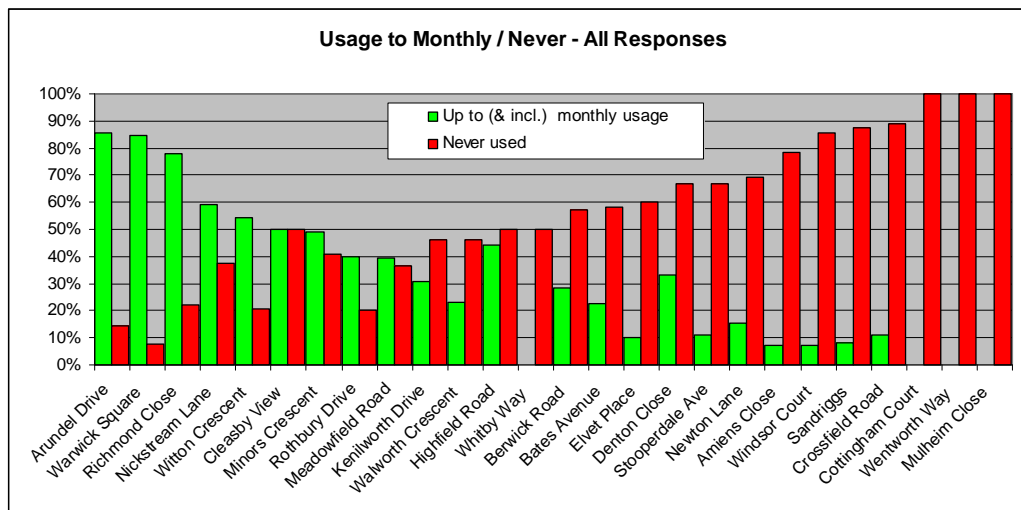
4.1 Fish and Chip Shop: Age

There was little differentiation between ages of users and non users. Proportionally the greatest difference was in the 16-24 category with this agegroup using the shop more frequently than not.

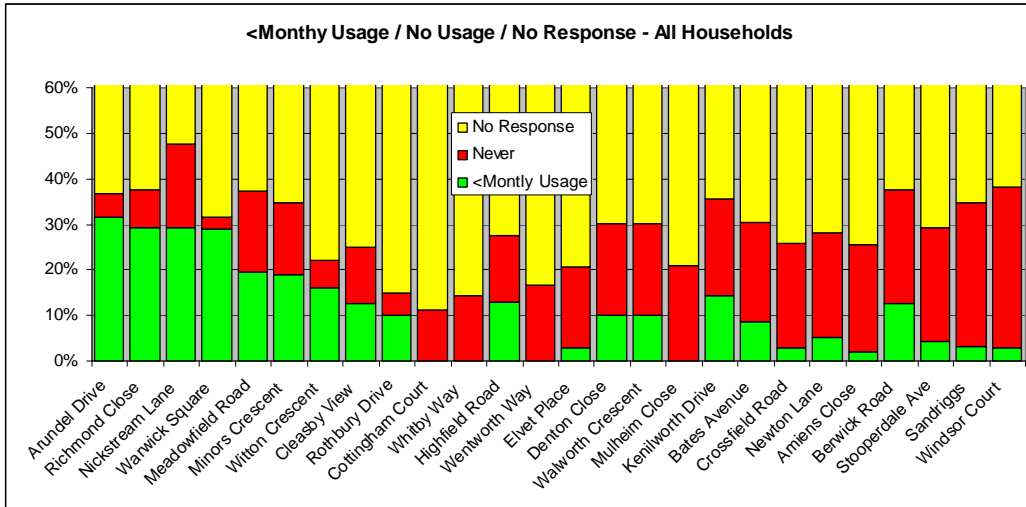


4.2 Fish and Chip Shop: Geographical Distribution

The geographical distribution of users (or non-users) shows a great spread compared with the general dealers.



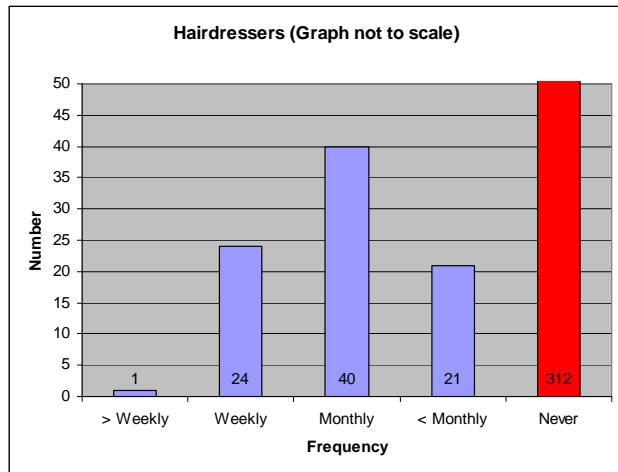
Arundel Drive, Richmond Close, Nickstream Lane and Warwick Square show generally high usage. Other streets, however, show a greater split, with eg. only 10% of all households on Rothbury Drive stating use of the fish and chip shop.



5.0 Hairdresser: Summary

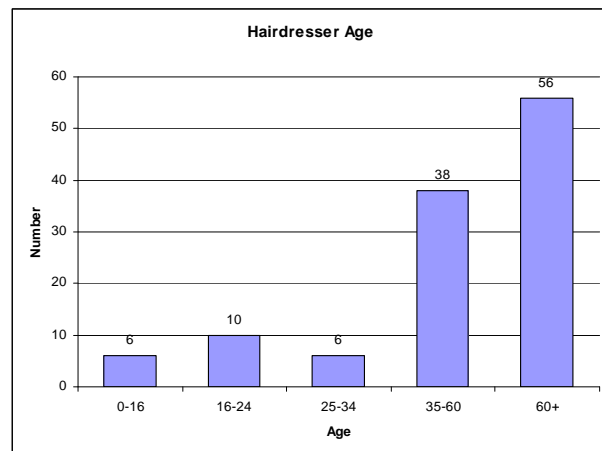
The hairdressers reported the lowest household usage (albeit with a number of positive comments). This low turnout may be explained by:

- The proximity of a studio on Bates Lane.
- The need to have hair cut being less than needing to eat.



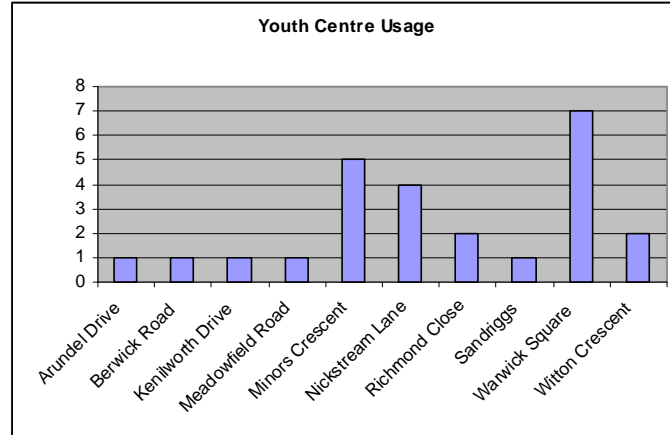
5.1 Hairdresser: Age

An analysis of the age of the hairdressers users reveals a predominantly older clientele with the 60+ age range being the largest group. Further analysis also reveals that this age group is also the most frequent user group.



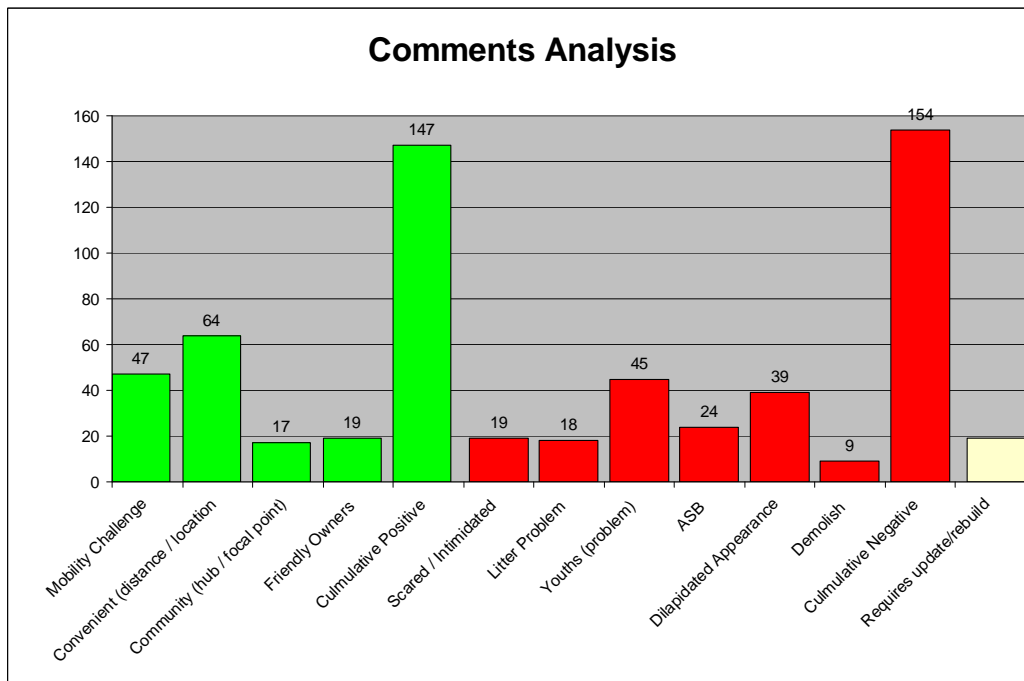
6.0 Youth Centre

25 households reported using the Youth Centre. Geographically users were from households in Minors Crescent, Nickstream Lane and Warwick Square.



7.0 Comments Analysis

Comments received were grouped in recurrent themes:



The largest positive groupings were:

- Useful for users with mobility challenges, eg the elderly, people without cars and parents with pushchairs / small children.
- Convenience: the proximity of the shops

Of note was also the friendliness of the owners and the “extras” offered such as cash point, sign for / drop off parcels, deliveries when a tenant is ill etc.

The largest negative groupings were;

- Problems with youths
- Dilapidated Appearance
- ASB

Of note is also:

- The strength of feeling / language used to describe the state of the shops: eyesore and dilapidated being some of the least profane.
- Some potential users stated they would not shop there owing to the negative reasons outlined

Calls for an update or rebuild have been categorise as neither positive nor negative.

Generally comments were either very positive or very negative, similar to the split seen in the usage. This can be seen in the nature of the sample comments:

7.1 Sample Comments: Positive

“I am disabled and the local shop brings my shopping to me. I have built up a friendly relationship and feel better knowing if I need anything urgently help is always on hand from my local shop dealer”

“I feel the shops are needed in the area, they are very handy for when you run out of items and know they are used by nearly everyone in the area. The shops could do with an upgrade maybe 's a rebuild. I don't use the hairdresser but know pensioners in the area do.”

“The shops on Nickstream Lane have been there for the length of time I have lived here. They are a God send for people especially the elderly and infirm, who live in this vicinity. The people who run the shops are very helpful and friendly. If you want something and they have not got it in. They will order or purchase it for you. The other shops are too far away. People with small children or elderly rely on other people to get things for them if going into Cockerton. As no direct bus route takes you their. Bates Avenue is still a long way to walk. So generations of familys have used the shops in Nickstream Lane. And would continue to do so.”

“Although I do not use the shops myself. I can see they are useful for a lot of people. I also think local shops will become more needed in future because of the rising price of transport etc.”

“I think DBC should reconsider the demolition of the shops as this area has no other amenities and there is a lot of old folks in the area and disabled people who have difficulty in walking so the shops can be a lifesaver.”

“We would prefer the shops to be modernised rather than demolished.”

7.2 Sample Comments: Negative

“Never use the shops on Nickstream Lane as too scary!”

“Knock them down and replace them with new modern buildings - the present buildings are old fashioned and the shop seems very small and claustrophobic. Also Youths congregate outside making you feel intimidated when visiting the shops”

“Don't go up as I don't feel safe.”

“I think the row are unkempt and look uncared for. Little investment seems to have been made by the business owners - the shop is cramped.”

“I used to use these shops several years ago but on a less than regular basis. Then they seemed to attract many youths, teenagers who openly drink cans of beer and were generally abusive and aggressive. & Because of that reason I stopped going there for shopping and fish and chips and did most of my shopping in Cockerton and the rest in the main shopping centres in town. I occasionally pass these shops to get on the track of the old railway and I get an impression of dilapidated property and a general aura of neglect. If the removal of those shops brings about a reduction in the graffiti and a gathering place for what only can be described as 'yobs' it will be most welcome.”

“I have never even considered using the row of shops on Nickstream Lane, even though it is close to me. The reason for this is that the shops look dirty and dilapidated like they should be boarded up. The biggest reason I never use the row of shops is because of the youths that congregate outside. I have always felt threatened and intimidated by them. My daughter who is 6 likes to go to the shops with me and I certainly wouldn't take her there, bad language etc. To be honest it has been like that since I was a child and I'm 29 now”.

8.0 Other Cockerton Shops

Use of other shops in the area broke down as follows:

Shop	Used more than once per month
Costcutter	48 (12%)
Bates Lane	118 (30%)
Cockerton Green	252 (63%)

9.0 Conclusions

The questionnaire elicited a strong response split between two poles. Many who used the shops consider it to be a “lifeline” and a “community hub”. However, those who do not use the shops, view them as an eyesore and a magnet for anti-social behaviour. The case could be made that a result of the negative view in which the shops are held by some, is a reduction in trade, with some households choosing to do get goods and services elsewhere.