

East Boldre Community Shop

Save Our Shop Survey Summer 2017 – Results

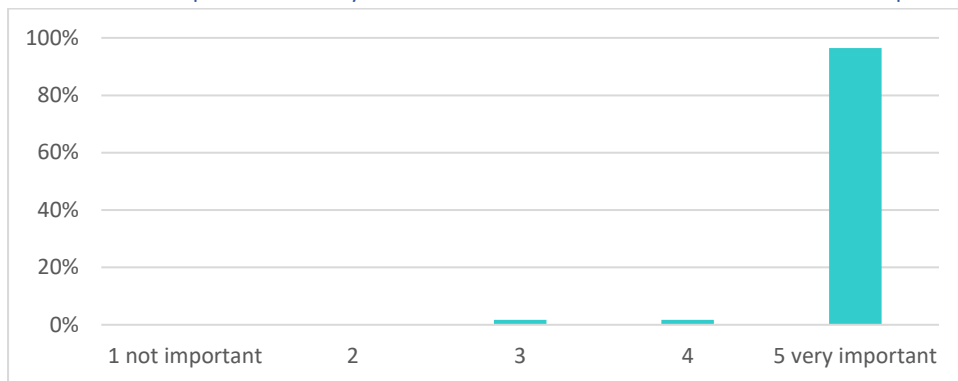
In the summer 2017 the Save Our Shop (SOS) Campaign ran a survey of households in East Boldre, East End and the surrounding area served by the shop. This document summarises the findings from the 114 responses.

This accounts for 253 people (32% of the population of the parish, 30% of households).

Version	Author	Date	Comment
V0.1	R Gabzdyl	1/11/19	File first created
V0.2	R Gabzdyl	9/3/20	Ready for review
V1.0	R Gabzdyl	12/3/20	Updated after review and Approved

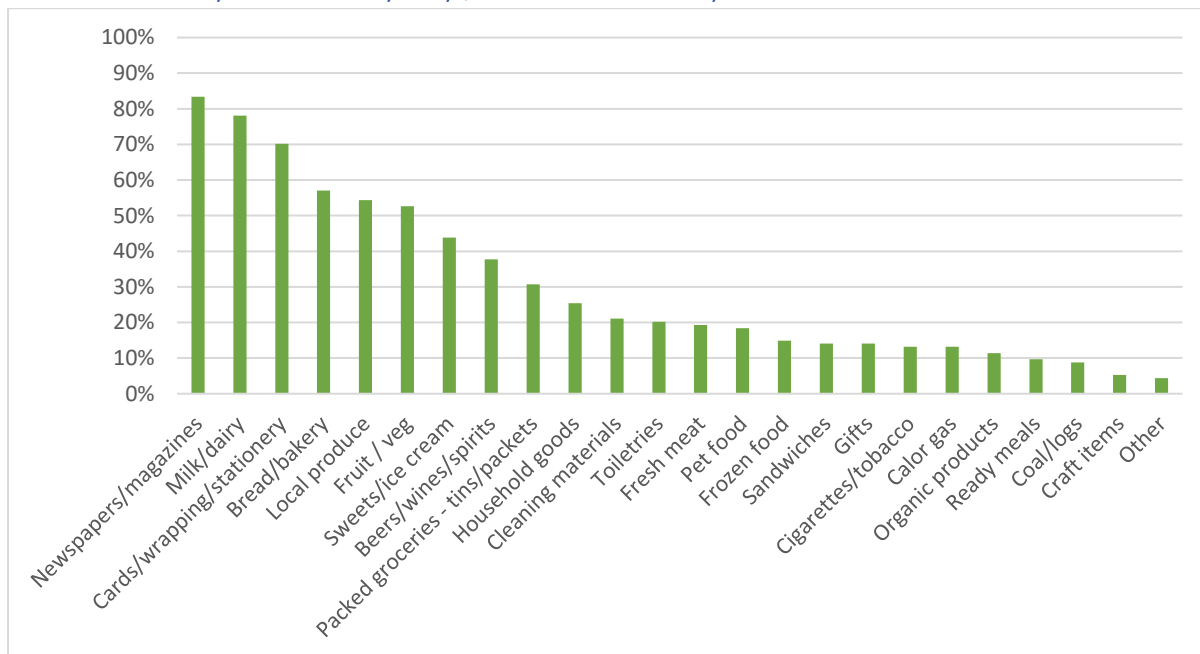
1 Survey Responses

1.1 How important do you think it is to continue to have a shop in East Boldre?



This graph speaks for itself with 97% of responses in favour 😊 Possibly some bias in results as people who value shop may be more likely to complete the survey. In any follow up survey, we need to encourage every household in the village to complete it.

1.2 What do you currently buy / would like to buy in the future?



Ian Evans, owner of the existing shop and Postmaster, already addresses the top 3 requirements very well within the existing shop so this may account for the high scores to some extent.

Bread/bakery scored highly with 57% of respondents selecting this. The hub shop team are considering baking on the premises to address this.

Local produce also scored highly and where possible products in the shop will be locally sourced. This invests in local economy and reduces food miles.

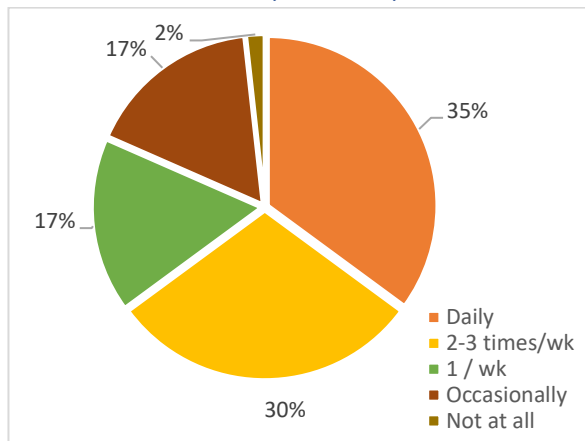
1.3 How many people in each age range are there in your household?

Based on the responses the households were grouped into 5 types. There may be errors in the assumptions made for grouping but on the whole, they should be generally representative. These groups have been used to look at key trends in responses in more detail.

Not everyone completed this section so there are some unknowns. A few also misunderstood the question and circled 0 - 16 thinking it was asking number of people in the household.

Household type	Number of surveys	Criteria
Retired	52	All residents aged 65+
Families with young children	11	1 or more 0-16, none 65+
Families with older children	6	1 or more 17-25, with older adults but none 0-16 or 65+
Working age adults	33	1 or more 26-65, none 0 – 25.
Mixed generation households	9	Combination of children, working age adults and 65+
Unknown	3	No response to this question

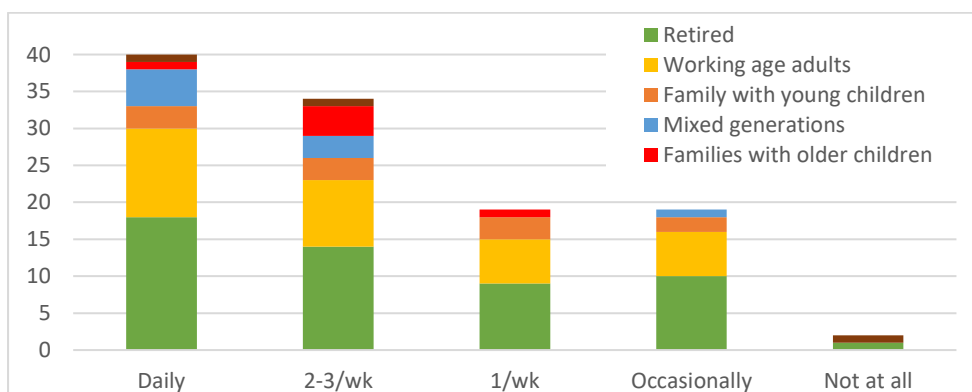
1.4 How often do you and your household use the shop?



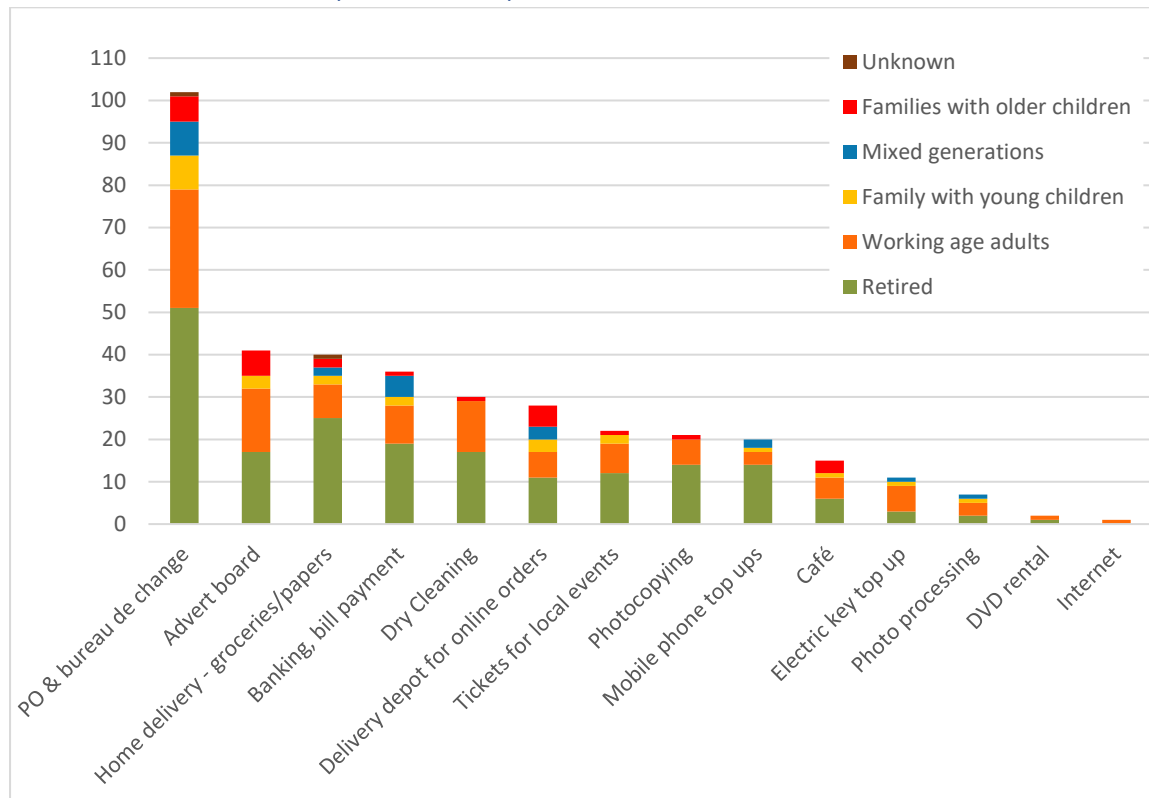
Since the survey turnover in the shop has decreased so these figures may have declined somewhat or spend per visit has decreased.

Additionally, there is likely to be some bias in the results as people who use the shop are more likely to have completed the questionnaire than those who never use it.

The table below looks at the responses by household type. Household type does not affect frequency of use. (For any maths lovers - The X^2 test shows there is insufficient evidence of any association between household type and frequency of use).



1.5 What services do you currently use / would like to use in the future?



Clearly the top priority is to retain the Post Office (89% of respondents). To make this financially viable it is essential to keep Ian's existing post office contract. New Post Office terms are much less favourable being based solely on a transaction cost – probably the reason many local post offices are closing.

There was no café option to select in the original survey but 15 respondents added it themselves (13%). Therefore, this result is not representative of potential demand and was been explored further in Feb 2020.

The advert board is an easy service to maintain in the hub.

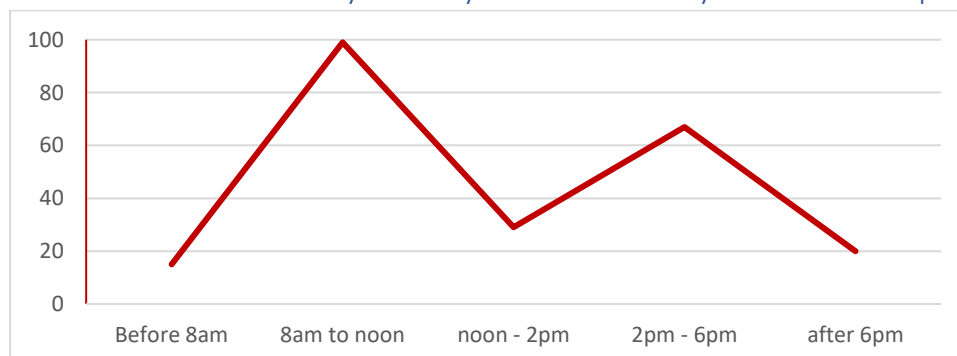
Home delivery as a general offer will not be viable for the hub shop's size. However, if subsidised by campsite deliveries it may be feasible to run a very limited delivery service to those who most need it.

Banking is a current offer from the post office. The aim is to offer these services and the situation will be monitored.

Offering dry cleaning will be investigated as there would appear to be some demand. However, many shops have stopped offering this service so its financial viability is in question as it demands space for a hanging rail.

Offering an online order delivery depot at the hub shop would increase footfall so is probably desirable.

1.6 At what time of day would you be most likely to use the shop



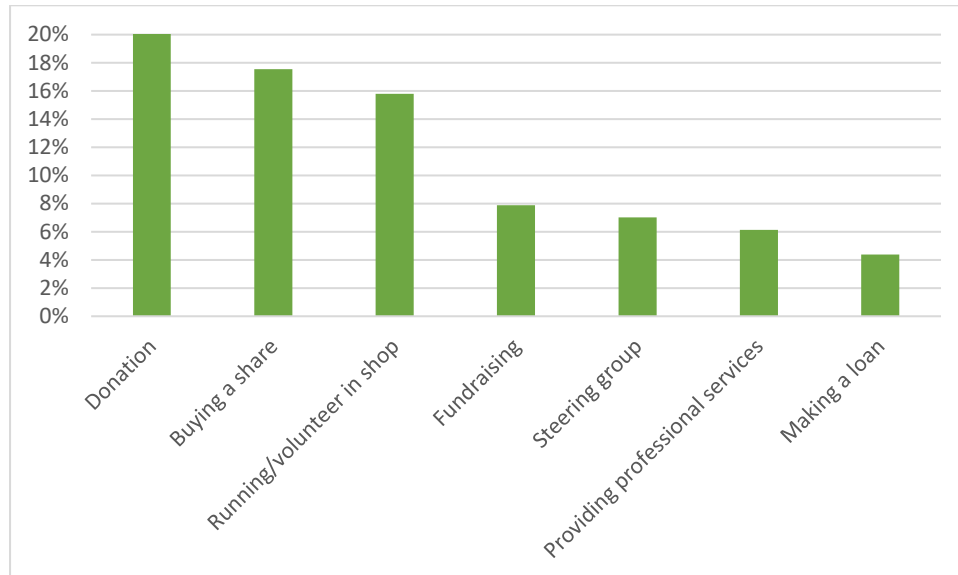
The shop is open 7am to 1:30pm and 3pm to 6pm at the moment which covers peak demand. Remaining open through lunchtime would be the priority if hours were to be extended. This will be trialled as part of step 1 of our shop contingency plan from April 2020.

1.7 How far do you currently travel for you weekly shop?

Most people travel to Lymington or Tesco in Hythe for their weekly shop. Some travel to Totton. For those who answered with mileage rather than naming a destination this question was ambiguous. Some completed it as one-way trip and others appear to have put round trip figures in.

The survey did not ask how many people relied on deliveries for their weekly shop but 8 people volunteered this information. We may want to explore this in the next shop survey.

1.8 Would you be interested in helping in a Community Shop project in any way.



The survey has generated a useful list of names and contact details for people who would like to support the hub project and running of a community shop.

18 people have expressed an interest in being a volunteer in the shop.

8 to work on steering group

7 to provide professional services

To get the hub project running at full steam we need high levels of support from the community in terms of raising funds and driving the project forward so this result is reassuring.