rTown: a project in the Innovate UK SBRI competition, "Re-Imagining the High Street"

Town centre business survey

Analysis of free text into categories

Melvin Reynolds, Melvin@rTown.org.uk: 2014-10-14

General Notes

The two separate data collection methods resulted in 42 paper responses and 19 web responses; a total of 61 responses.

The surveys were announced, made available online, and distributed on 5th August 2014 and were collected, mailed and submitted between 8th August and 22nd September 2014.

The graphical figures do not show responses not amenable to categorisation. In most cases the uncategorised responses are off topic, in a few cases they are notes related to manual input of data.
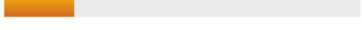
Important Note

In order to avoid misunderstanding of this data it is important to read it alongside the PowerPoint files exported direct from the survey tool. Those files provide the numeric detail which alone can put these analyses of the free text comments into context. For example, where there seems to be a preponderance of negative responses it could be that those are associated with a minority of negative responses amongst an overwhelmingly positive (but uncommented) response to the structured question to which the comments relate.

Q 9: What are the positive and negative aspects of having a business located in Ross-on-Wye?

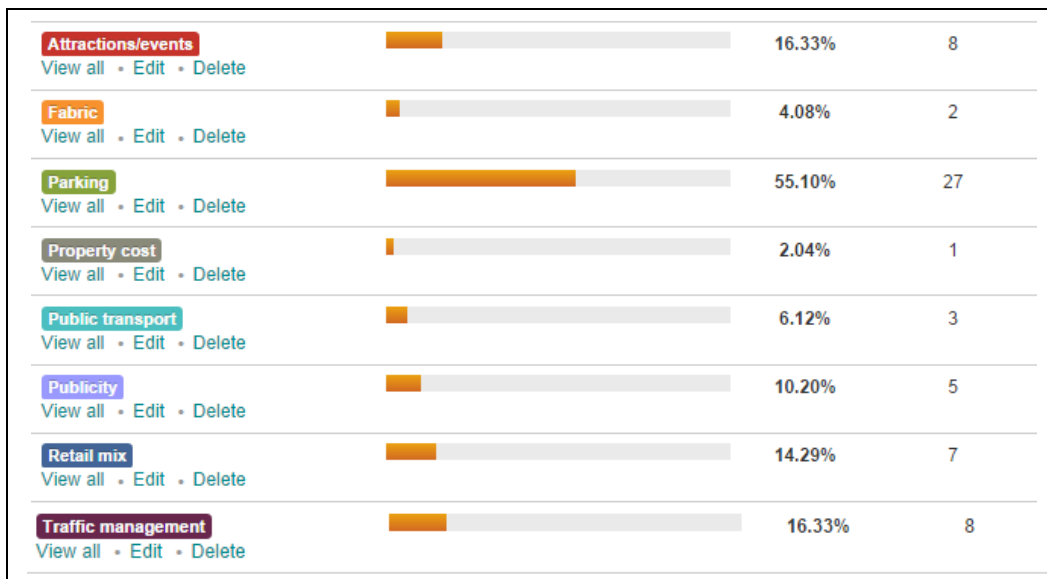This relates to the User questionnaire Q15.

Answered 56; Skipped, 0. 5 comments categorised as follows:

Q12: What one action would in your opinion generally increase regular trade in Ross-on-Wye town centre?
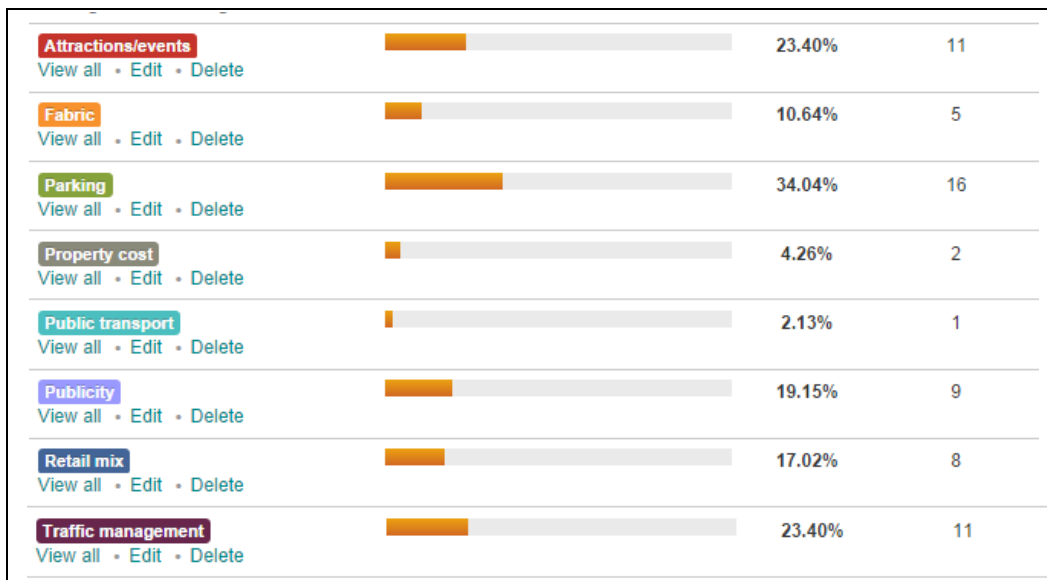
This relates to the User questionnaire Q17.

Answered 49; Skipped, 12, with comments categorised as follows:

Category		
Attractions/events View all · Edit · Delete	16.33%	8
Fabric View all · Edit · Delete	4.08%	2
Parking View all · Edit · Delete	55.10%	27
Property cost View all · Edit · Delete	2.04%	1
Public transport View all · Edit · Delete	6.12%	3
Publicity View all · Edit · Delete	10.20%	5
Retail mix View all · Edit · Delete	14.29%	7
Traffic management View all · Edit · Delete	16.33%	8

Q13: What one action would in your opinion generally increase tourist trade in Ross-on-Wye town centre?

This relates to the User questionnaire Q17.

Answered 49; Skipped, 12, with comments categorised as follows:

Category		
Attractions/events View all · Edit · Delete	23.40%	11
Fabric View all · Edit · Delete	10.64%	5
Parking View all · Edit · Delete	34.04%	16
Property cost View all · Edit · Delete	4.26%	2
Public transport View all · Edit · Delete	2.13%	1
Publicity View all · Edit · Delete	19.15%	9
Retail mix View all · Edit · Delete	17.02%	8
Traffic management View all · Edit · Delete	23.40%	11

Q17: Which three motorcycle / car parking places do you and any staff normally try to use?

This relates loosely to the User questionnaire Q9.

Answered 45; Skipped, 16. 19 'on street/ private' comments categorised as follows:

Gloucester Rd		15.79%	3
N peripheral		15.79%	3
NE central		10.53%	2
Opportunist		5.26%	1
Old Gloucester Rd		5.26%	1
Private central		36.84%	7
S peripheral		15.79%	3
SW central		10.53%	2

Q18: What, if any, type of financial or other incentives have you (not product manufacturer / distributor) used previously?

This relates to the User questionnaire Q18.

Answered, 47; Skipped 14.
2 comments categorised as 'Loyalty card' & 'n/a (professional services'.

Q19: Would you consider providing financial or other incentives for customers, together with other traders, that are designed to boost trade?

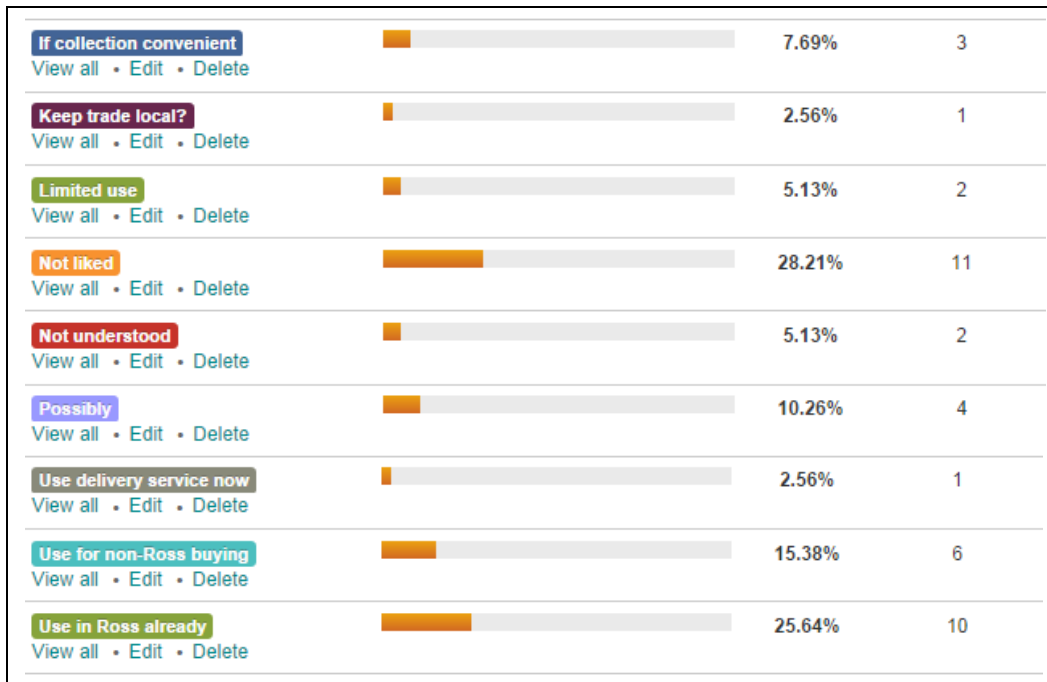This relates to the User questionnaire Q18.

Answered, 45; Skipped 16. 18 comments categorised as follows:

Corporate decision		23.08%	3
Existing ART promotion		7.69%	1
Not applicable?		23.08%	3
Out of scope		7.69%	1
Possibly		23.08%	3
Product, not £		7.69%	1
Yes		7.69%	1

Q20: What type of financial or other incentives would you consider?

This relates to the User questionnaire Q19.

Answered, 27; Skipped 34. 1 out of scope comment was received.

Category	%	Count
If collection convenient	7.69%	3
Keep trade local?	2.56%	1
Limited use	5.13%	2
Not liked	28.21%	11
Not understood	5.13%	2
Possibly	10.26%	4
Use delivery service now	2.56%	1
Use for non-Ross buying	15.38%	6
Use in Ross already	25.64%	10

Q21: Do you, or would you if available on a trial basis, offer?
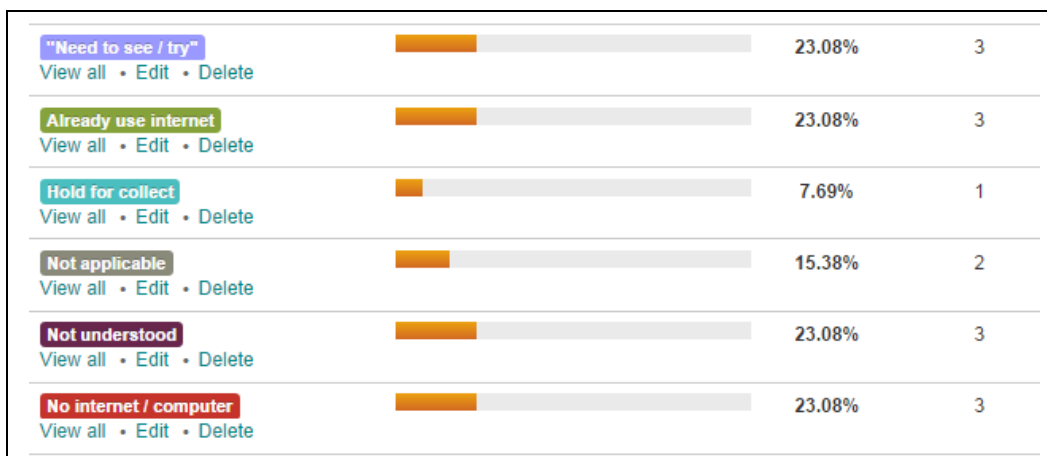
Internet shopping to 'click & despatch'

Internet shopping to 'click & collect'

Phone / SMS shopping to 'shop & collect'

Timed local delivery
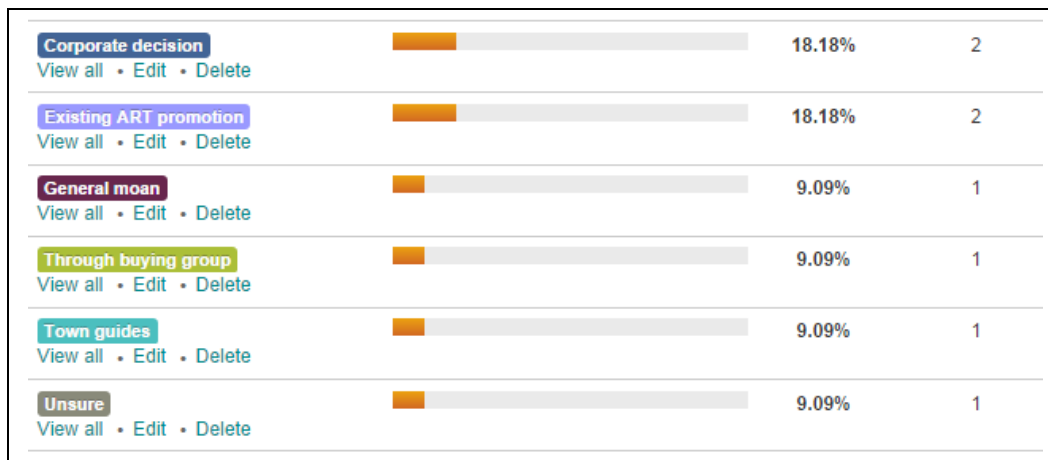
This relates to the User questionnaire Q20 – Q23.

Answered, 52; Skipped 9. 13 comments categorised as follows:

Category	%	Count
"Need to see / try"	23.08%	3
Already use internet	23.08%	3
Hold for collect	7.69%	1
Not applicable	15.38%	2
Not understood	23.08%	3
No internet / computer	23.08%	3

Q22: Do you, or would you, use a unified town information service to publicise your business, products, services and promotions?

This relates to the User questionnaire Q25.

Answered, 50; Skipped 11. 11 comments categorised as follows:

Q24: What service do you already use to report problems with aspects of the town?

This relates to the User questionnaire Q28.

Answered, 4; Skipped 58. 4 comments, of which 2 indicated existing informal channels and 2 indicated they had no idea where to report problems – though one claimed to do so!

KPI12: Origin of visitors

Business and user survey results

The 212 responses provides the following data:

	Locals	Visitors	Tourists
No of Post Codes from traders	444	231	375
No of Post Codes from web survey	197	13	2
No of Post Codes from f2f survey	19	4	10
Total No of Post Codes	660	248	387