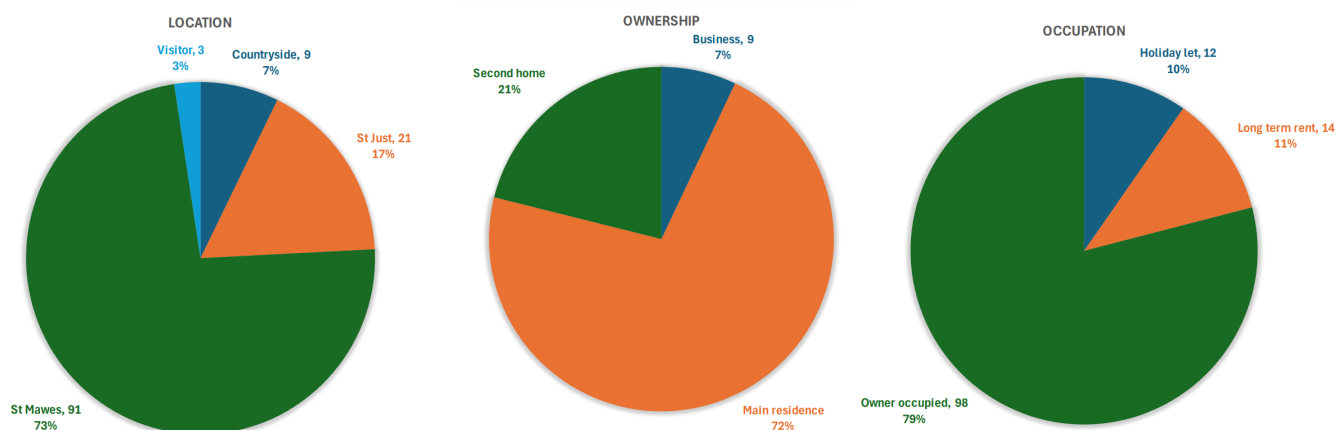


SHOPS & GENERAL PROVISIONS WORKING GROUP – SURVEY RESULTS

OVERALL RESPONSES

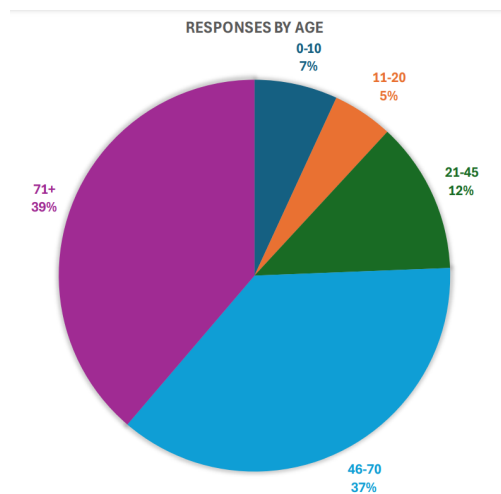
The first thing that most people will want to know is ‘what responses did we get’? There were 131 replies with 920 forms distributed. A ‘Membership’ organisation’s survey response rate is expected to be between 10 and 30% so, at 14%, we are in that bracket. The distribution of those replies is shown in pie charts (see below) of the various part of Section 1. From this you can see that there appears to have been a better response rate from: St Mawes, ‘Main Residences’ and ‘Owner Occupiers’. Whilst all the other categories are represented in the results, no one can suggest that Second Home Owners and those who let out their properties have ‘distorted’ the results. The results of this survey therefore do appear to reflect the views of ‘locals’



The age profile registered in the responses is ‘interesting’ with Over 70s, 45 –70 and under 45 being roughly equally represented. This may (or may not) be a fair reflection of the population in the Parish but, if it is, it clearly shows the ‘challenge’ we face with a shortage of ‘young families’.

SECTION 3 RESPONSES: SHOPS & GENERAL PROVISIONS

Of all the survey statements, only 4 achieve 90% ‘agrees’ and support for local shops (3a) was one of them! 3h (change my shopping habits) was included as a ‘conscience jogger’ and 84% support is most encouraging. Both the sentiment and stated intent are clearly there: the WG needs to work up ideas (for presentation at Stage2 Consultation in November) for how to capitalise on it.



At the other end of the spectrum, there is as much apathy as support for the idea of a local logo sticker and the WG might conclude that this should be taken no further. The local loyalty card achieved 62% support and the WG will need to consider whether this is enough to justify the work required to mobilise support amongst the shop owners and then organise and run such an enterprise.

The concept of a Farmers’ Market attracted greater support (and several comments). With the support of the Harbourmaster already indicated for use of the pier, this would appear to offer considerable potential. If the WG agrees, we need a volunteer to develop the concept for Stage 2 Consultation and to take the idea into delivery.

Many ‘comments’ have been offered from the survey returns with several expressing support for particular ideas. The views of WG Members on these comments would be welcome: which ones should we take

forward? Attached is a summary of all the comments made against section 3 and against Section 11 (Closing Comments) - several of which relate to shops.

