NEXUS PLANNING

Sale Moor Village Plan

Summary of Surveys

on behalf of Trafford Borough Council

November 2019

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Contents

1.0 Introduction

1.1 As part of the consultation process for the Sale Moor and Hale Place Plans, Nexus Planning working alongside Trafford Council, issued both local community and business surveys to the community and businesses within both village centres.

1.2 The consultation period ran from 8th August to 20th September 2019 and the surveys were publicised via online sources, the Council's website and social media accounts, circulation by local community groups and organisations and through hand-delivery within the village itself including paper copies and a deposit box at Sale Library.

1.3 In total, 311 local community surveys were completed in Sale Moor and 7 business surveys were completed. However, it is important to note that some businesses completed the community survey instead of the business survey, which may account for the perceived low proportion of businesses responding to the business survey. Discussions with businesses that have taken place have also been recorded and fed into the analysis work.

1.4 The purpose of this document is to provide a summary of the findings of the surveys, and set out the key messages. These will then be used to inform the preparation and drafting of the Place Plans.

2.0 Local Community Survey Results

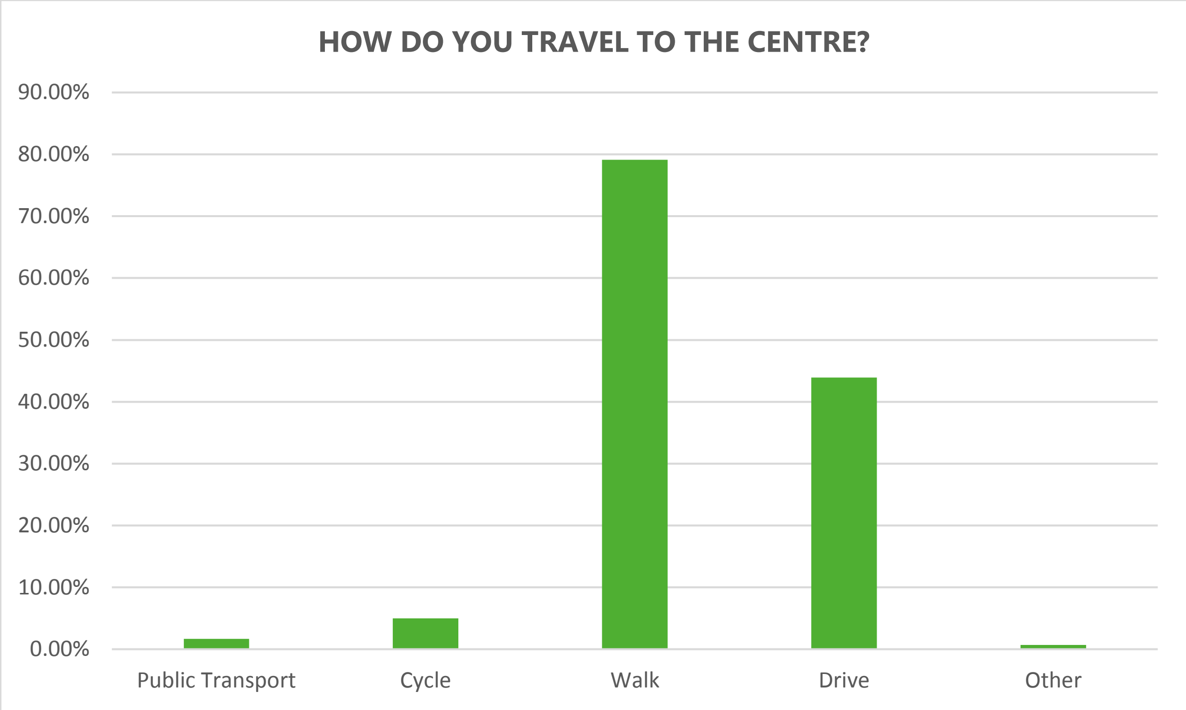
2.1 Questions 1 and 2 of the local community survey asked the respondents whether they agreed to the Council's GDPR rules and if they were happy for their answers to be used within the report. We have not published these answers here.

2.2 The responses below are form those who agreed to the GDPR rules.

Q3. How often do you visit Sale Moor Village Centre?

2.3 A total of 47% of respondents answered that they visit the centre more than once a week with a small percentage, 2.3%, saying they only go monthly. 27% answered that they visit daily.

Q4. How do you typically travel to Sale Moor Village?



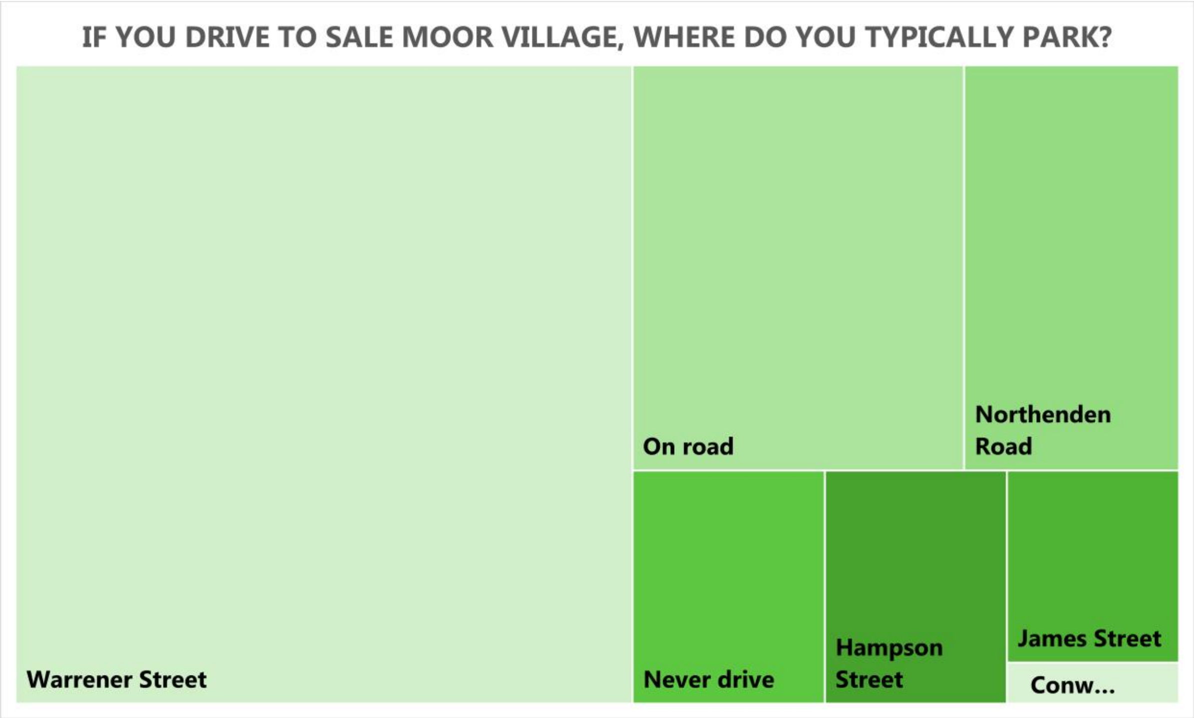
2.4 A total of 79% of respondents said that they walk to the village, with a further 44% who drive, with just 5% who cycle.

2.5 Only a small amount of people - 2% of respondents - said they got there via public transport.

Q5. If you drive to Sale Moor Village, where do you typically park?

2.6 There were numerous answers to this question with approximately 72, or 25% of the respondents mentioning that they either typically park at the Warrener Street car park or that they sometimes park there (also referred to on numerous occasions to the car park behind the butchers).

2.7 A number of respondents also stated that due to them living in proximity to the village, they will typically walk to the centre and do not have a requirement to park.



Q6. Would you cycle more or begin to cycle, if there were safe cycle routes and secure parking?

2.8 A total of 39% of respondents answered that they would begin to cycle if the cycle routes were safer, with only 3% saying possibly. There were a number of responses stating that cycling around the village is a little daunting or dangerous to attempt to cycle around it.

Q7. Thinking of your last trip to Sale Moor Village, what was the reason for the visit?

2.9 When asked what was the reason for their last visit to Sale Moor, the majority - 73% - answered to buy food and grocery items (non take-away), 20% for personal services (eg hairdresser etc), 11% eat out / drinking and a small percentage, 2% work there.

Q8. What do you like most about Sale Moor Village centre? (please provide top 3 answers)

2.10 There were a range of answers for this, so when looking at the combined top three answers, 90% stated they liked that the centre is close to home / convenient, 54% stated they liked the selection of independent operators, 23% stated they liked the parking options, 24% liked the quality of shops and 18% said it was because it's not too busy.

Q9. What do you currently dislike about Sale Moor Village? (please provide top 3 answers)

2.11 Again, there were a range of answers for this question but the popular ones were:

- 55% disliked the road congestion;
- 43% disliked the run down appearance of shops;
- 30% disliked the inadequate range of places to eat and drink; and
- 25% disliked the fact there is a lack of choice of shops.

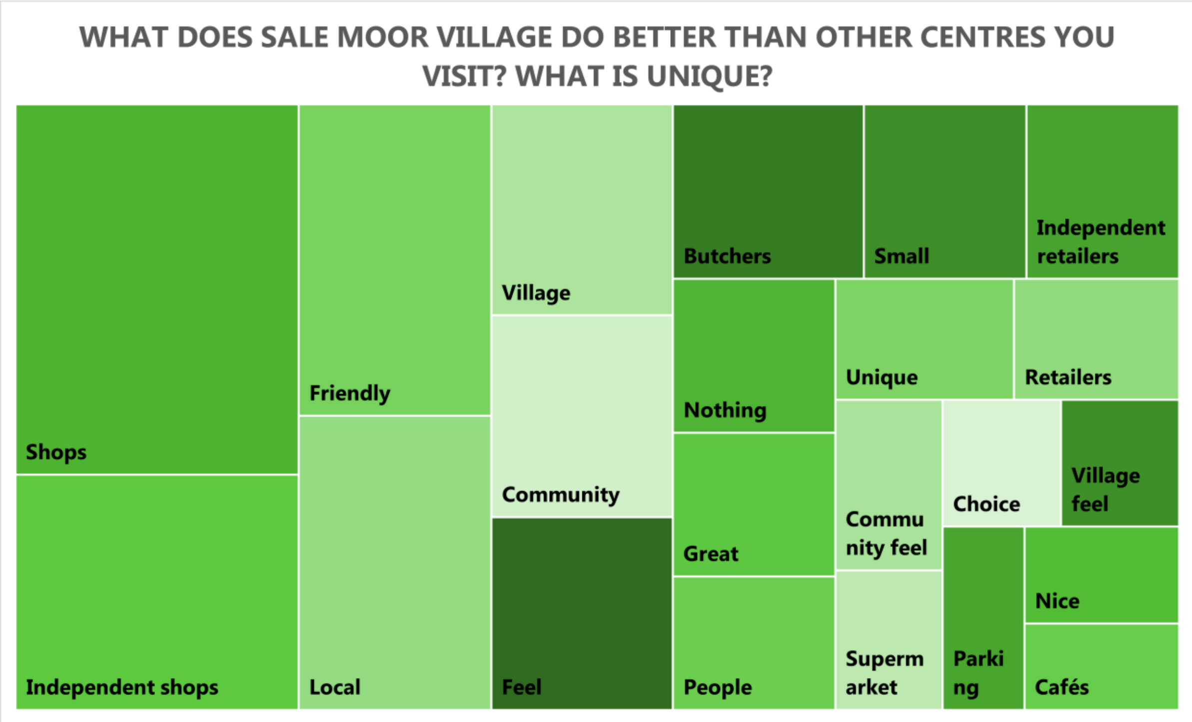
Q10. How do you think Sale Moor Village could be improved? (please provide top 3 answers)

2.12 The responses to the choices to the question were relatively broadly spread. We set out the key responses below:

- 64% said they would like to see more independent retailers;
- 40% stated they would like more places to eat and drink;
- 29% said better street furniture and floral displays;
- 28% wanted cleaner streets / removal of litter;
- 26% wanted more family orientated facilities; and
- 20% stated they would like to see more outdoor spaces.

Q11. What does Sale Moor Village do better than other centres you visit? What is unique?

2.13 The respondents provided a wide range of views to this question, with a number of respondents stating they liked the friendly and community feel of the centre and that Sale Moor feels like a 'village'. Other responses include the variety of shops, the independent nature and operators, the compact nature of the centre and that operators are friendly.



Q12. When visiting a high street, what do you consider to be the most important factors which influence your choice of destination?

2.14 When asked what residents felt are important factors which influence their choice of destination, again there were a range of responses including parking, the number of shops, it being accessible and the quality of shops. A total of 49, or 16% of the respondents stated that independent shops are important, with 6% referring to restaurants. In addition, a total of 19% referred to parking as being an important factor (which includes 'free parking').

Q13. What would your top three priorities to improve Sale Moor be?

2.15 The **first** choice for 14% of people referred to shops which included responses such as "stop letting the same shop open / too many barber shops", "improve the look of shops and area". Approximately 16% commented on traffic issues. The **second** choice for 4% of people was parking. Comments include "stop the parking where cars shouldn't park", "free parking". The **third** choice for 4% of people related to the environmental quality and cleanliness with comments ranging from "more green space to keep Sale Moor as clean and safe area to visit".

Q14. Do you ever use social media to keep up-to-date in respect of activities and events within Sale Moor? If so, which social media platform?

2.16 The majority of the respondents stated that they use Facebook, with 176 or 58% referring to it within their answer, with a further 42 or 14% referring to Twitter.

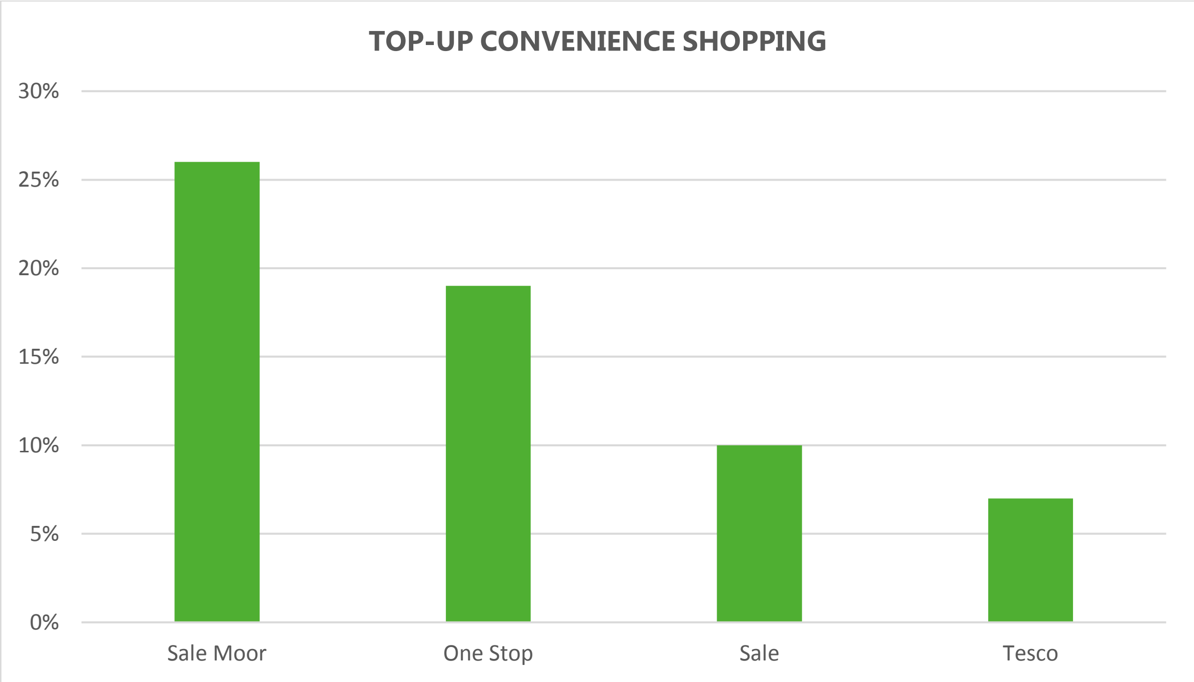
Q15. Do you think Sale Moor could be promoted better? If so, how?

2.17 20% of people answered yes to this question with comments like "Facebook page", "more community events", "focus on promoting independent elements".

Q16. Which centre or shop(s) do you typically visit to meet your main food shopping needs (your 'big' weekly shop), and what are the main reasons for choosing here?

2.18 The most popular response to Question 16 was 'Sale' followed by specific operators, also located within Sale, including Tesco, Aldi and Sainsbury's.

Q17. Which centre or shop(s) do you typically visit to meet your top-up food shopping needs (bread, milk etc)? And what are the main reasons for choosing here?



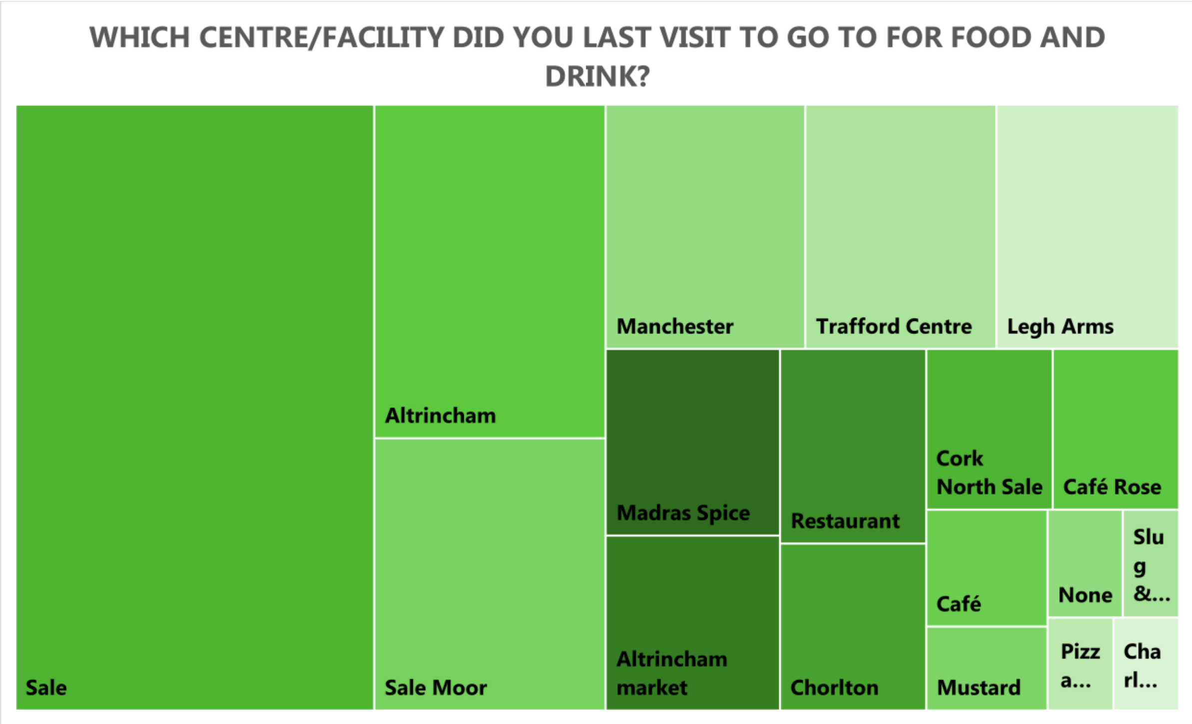
2.19 When asked where residents typically choose to meet their top-up convenience shopping requirements, Sale Moor village centre and the One Stop were the top answers, followed by Sale town centre and the Tesco Express. Respondents also stated that they use Taylor's Butchers, Ennerdale greengrocers and other independents in Sale Moor.

Q18. Which centre or shop (s) do you typically visit to meet your non-food shopping needs (clothing, shoes, electrical goods etc)? What are the reasons for visiting here?

2.20 When respondents were asked where they typically shop to meet their non-food shopping needs, a total of 39% of people said the Trafford Centre and 15% stated they shop online. Other key responses include Sale and Altrincham town centres and Manchester city centre.

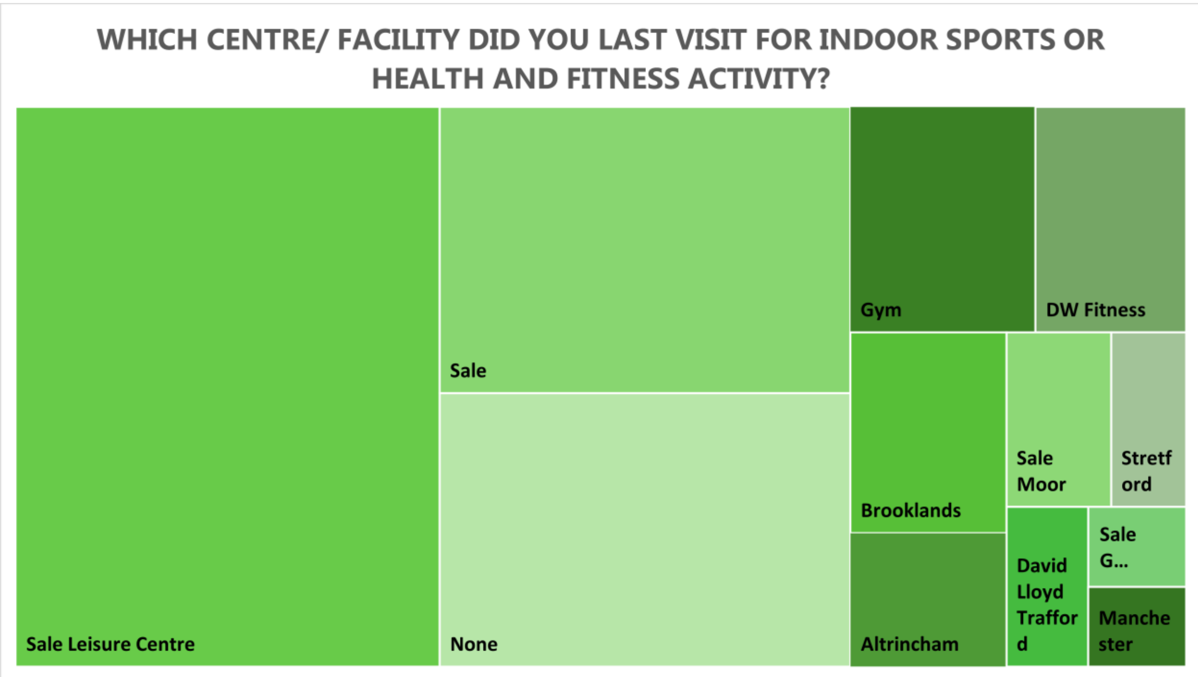
Q19. Which centre/facility did you last visit to go to for food and drink? (restaurants, bars etc)

2.21 A total of 126 respondents, or 42% stated they last visited Sale town centre, with less than 6% stating that they last visited an operator in Sale Moor. A total of 50 (17%) of respondents stated that they last visited Altrincham to visit a restaurant or bar.



Q20. Which centre / facility did you last visit for indoor sports or health and fitness activity?

2.22 There were 38 different responses to this indicating a broad range of requirements for Sale Moor residents, but combining together the range of answers, approximately 30% of people stated Sale Leisure Centre, whilst 15% mentioned Sale and 3% said Altrincham.



Q21. Any other comments

2.23 Within the any other comments box we received a number of comments and the key topics included

- "Traffic"
- "Looks scruffy"
- "Making Sale Moor different to Sale"
- "Community"
- "Parking
- "Can be a little congested at time"

2.24 Particular responses included respondents stating that the centre doesn't need additional development and that the car parks should be protected. Furthermore, a number of respondents referred to the highways design and overall safety within the centre, stating that the layout causes issues for pedestrians and car users alike.

2.25 Other comments stated that the village needs a community space and needs additional food and drink venues to increase the evening economy. A number of comments also stated that it is important to ensure the centre retains its independent offer and that it does not need a new foodstore given the proximity of larger stores in Sale.

3.0 Business Community Survey Results

3.1 Questions 1 and 2 of the business survey asked the respondents whether they agreed to the Council's GDPR rules and if they were happy for their answers to be used within the report. We have not published these answers here.

3.2 The responses below are form those who agreed to the GDPR rules.

Q3. Do you:

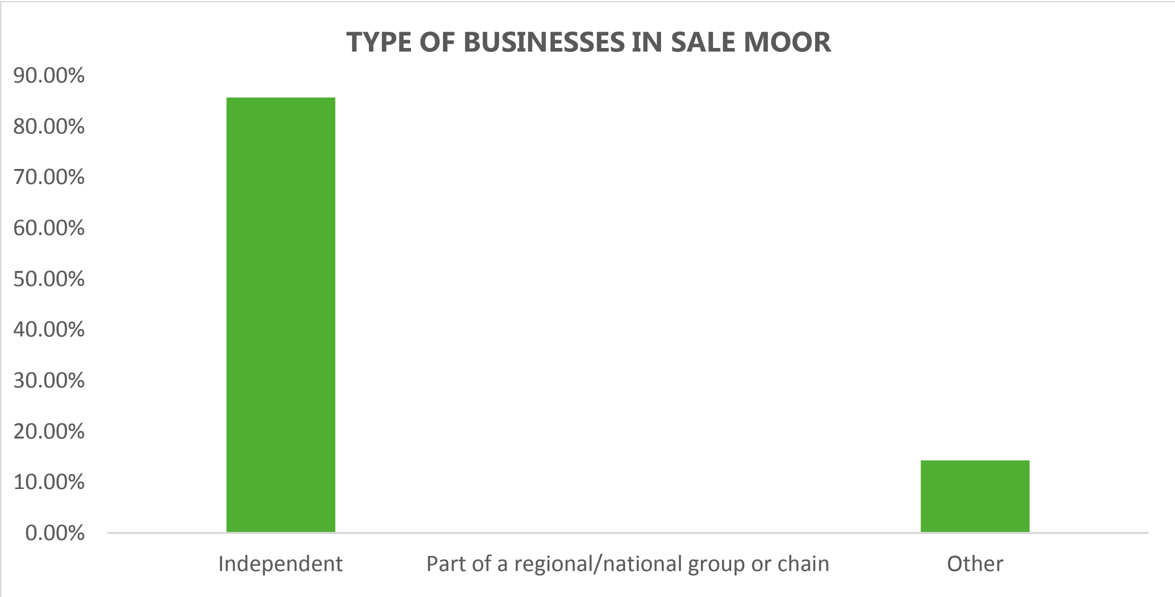
3.3 Approximately 43% of those that answered own their own property whilst 43% lease their property. Approximately 14% of those who answered work for the business.

Q4. What type of business is the main business operating from your premises?

3.4 Approximately 43% of those who answered run a business that provides services other than food retail, non-food retail, or a café. 28.58% of business owners operate a food retail or coffee shop and 28.58% operate non-food orientated retail businesses.

Q5. Is your business:

3.5 Approximately 86% of businesses are independent. 0% of respondents businesses are part of a regional or national group or chain.



Q6. How long, approximately, has the business traded in Sale Moor?

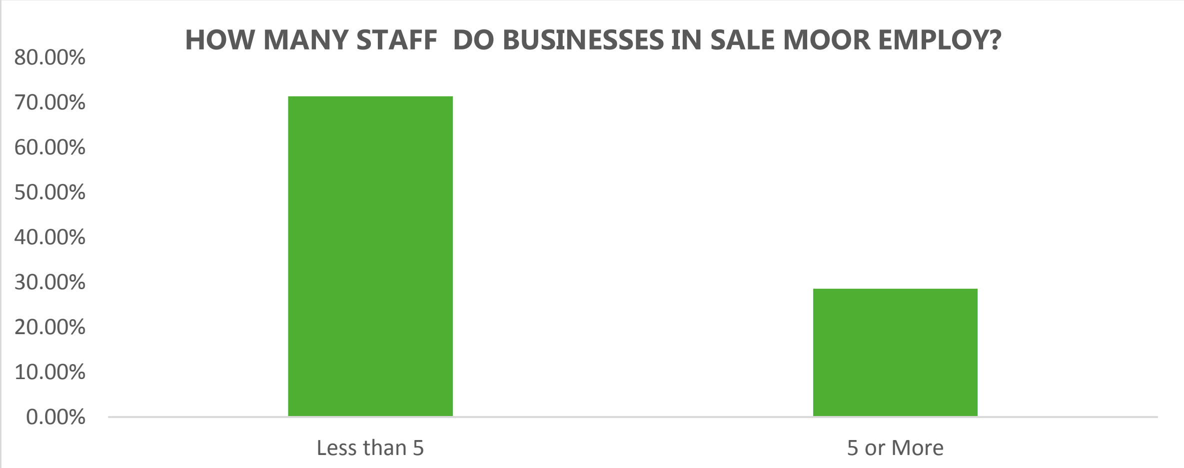
3.6 57% of those who answered stated that the businesses have traded in Sale Moor for over ten years, whilst approximately 28% of have traded for 5-10 years. 0% of respondents businesses have been trading in Sale Moor for less than a year.

Q7. Why did you choose sale moor as a business location?

3.7 Approximately 43% of those who answered commented that the 'village feel' or 'village community' of Sale Moor is the reason for choosing it as their business location. Others made reference to the convenience of transport, parking, with approximately 28% quoting 'better business rates' or 'less expensive' as reasons for trading in Sale Moor rather than Sale. Key responses include "we have traded in Sale Moor for over 30 years and the location was chosen due to its community feel".

Q8. How many staff does the business employ?

3.8 Over 70% of businesses in Sale Moor employ under 5 staff.



Q9. During the time you have been trading in Sale Moor, has the business...

3.9 Approximately 71% of those who answered believe their businesses have grown significantly or moderately since they began trading in Sale Moor. 14% of those who responded believe their business has declined significantly since they began trading in Sale Moor, whilst 14% believed trading has remained static.

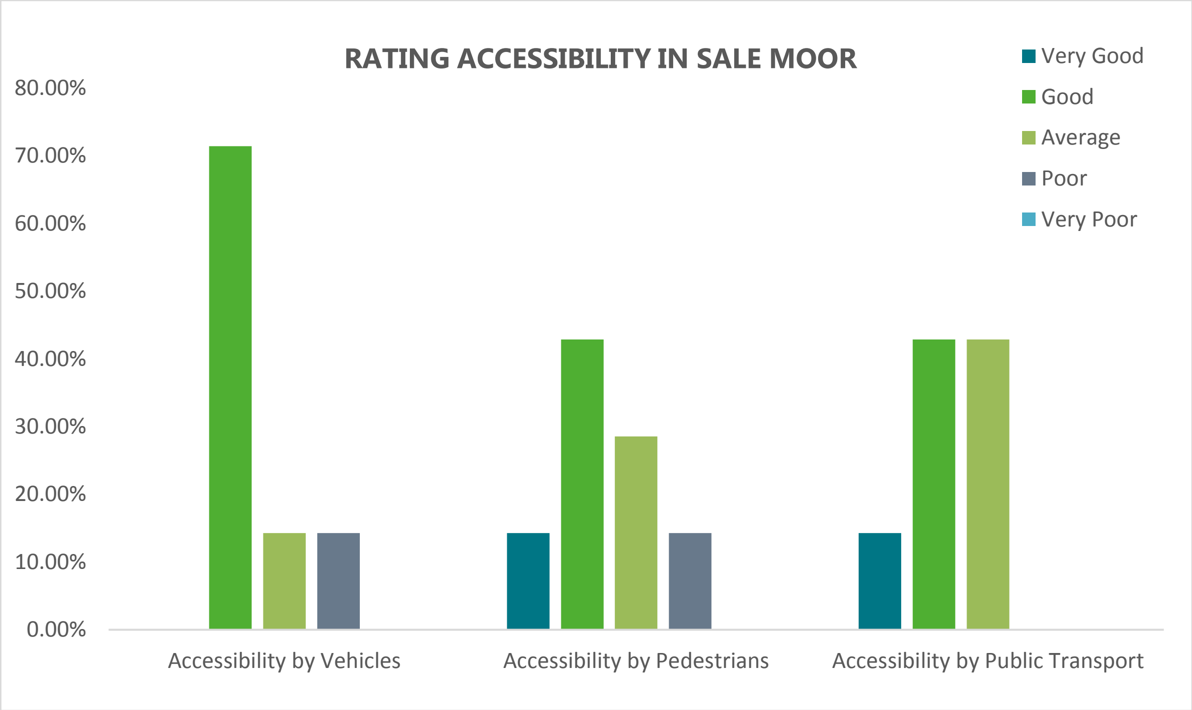
Q10. How do you rate the following aspects of the town centre (each sub-question will have five grades of response – very good, good, average, poor, very poor).

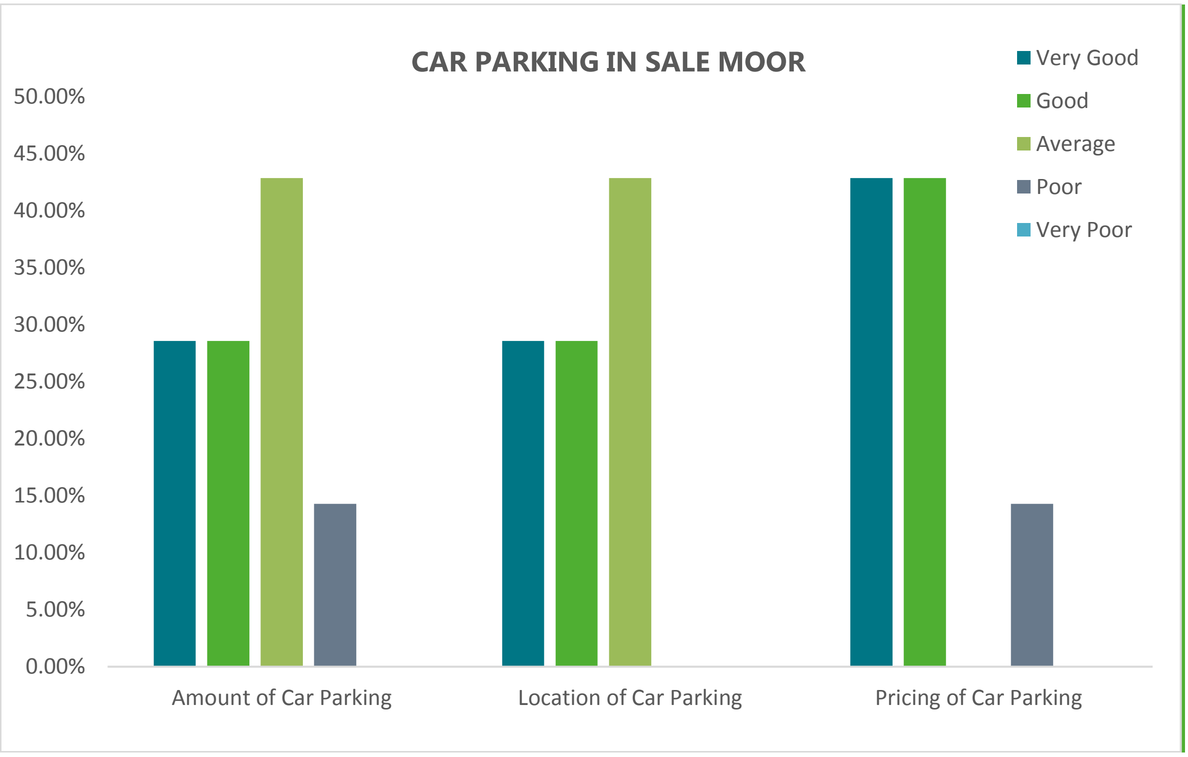
a) Transport

3.10 With regard to transport, approximately 57% of those who answered believe accessibility for pedestrians is Good or Very Good. Accessibility by public transport was rated as average by 43% of respondents and Good or Very Good by 57% of those who answered.

3.11 0% of respondents rated accessibility by public transport as Poor or Very Poor. Whilst 57% of respondents rated accessibility via bicycle as Good or Very Good, 28% of respondents rated accessibility via bicycle as Poor or Very Poor.

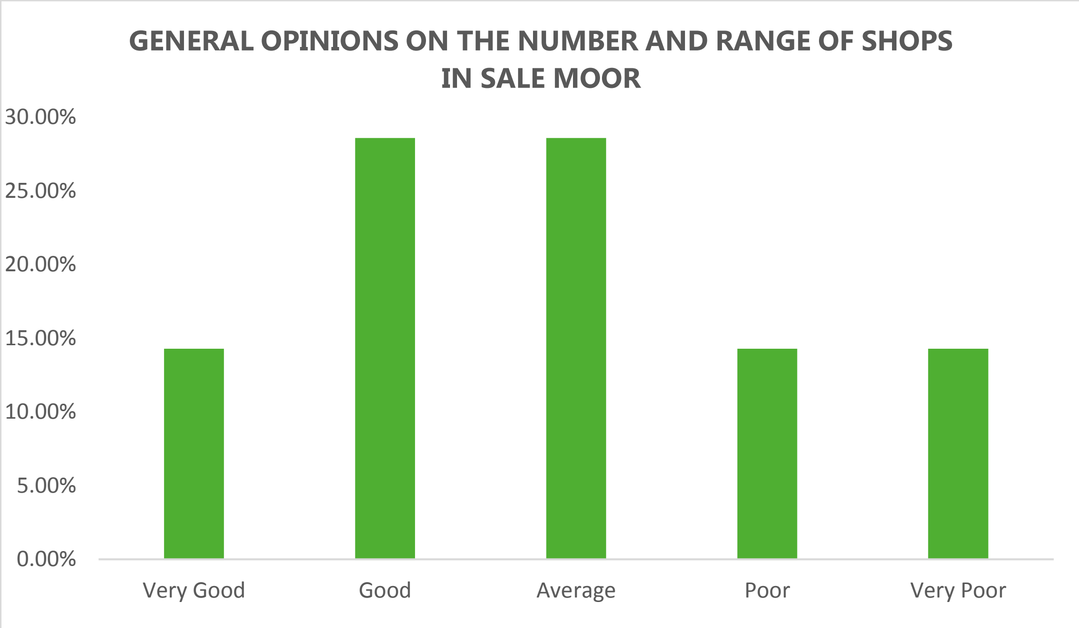
3.12 57% of respondents viewed the amount of car parking and location of car parking as Good or Very Good, and approximately 86% believed the pricing of car parking is Good or Very Good.


RATING ACCESSIBILITY IN SALE MOOR
Very Good
Good
Average
Poor
Very Poor
80.00%
70.00%
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
Accessibility by Vehicles
Accessibility by Pedestrians
Accessibility by Public Transport


CAR PARKING IN SALE MOOR
Very Good
Good
Average
Poor
Very Poor
50.00%
45.00%
40.00%
35.00%
30.00%
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
Amount of Car Parking
Location of Car Parking
Pricing of Car Parking

b) Business Offer

3.13 In general, business opinions appear split, approximately 43% of respondents believe the number and range of shops in Sale Moor is Good or Very Good, while 28% believe the offering is poor, and 28% would describe the offering as Poor or Very Poor.



3.14 Approximately 86% of respondents believe the number of independent traders is Very Good or Good, whilst 71% believe the number of supermarkets offered is Very Good or Good.

3.15 0% of all respondents believe that the number of independent, multiple and services in general is poor or very poor, however 71% of those who answered stated that the number of restaurants in Sale Moor is Average.

3.16 Opinions regarding the number of fast food shops is split, 43% believe the fast food offering is good, whilst 28% believe the number of fast food shops is Poor or Very Poor.

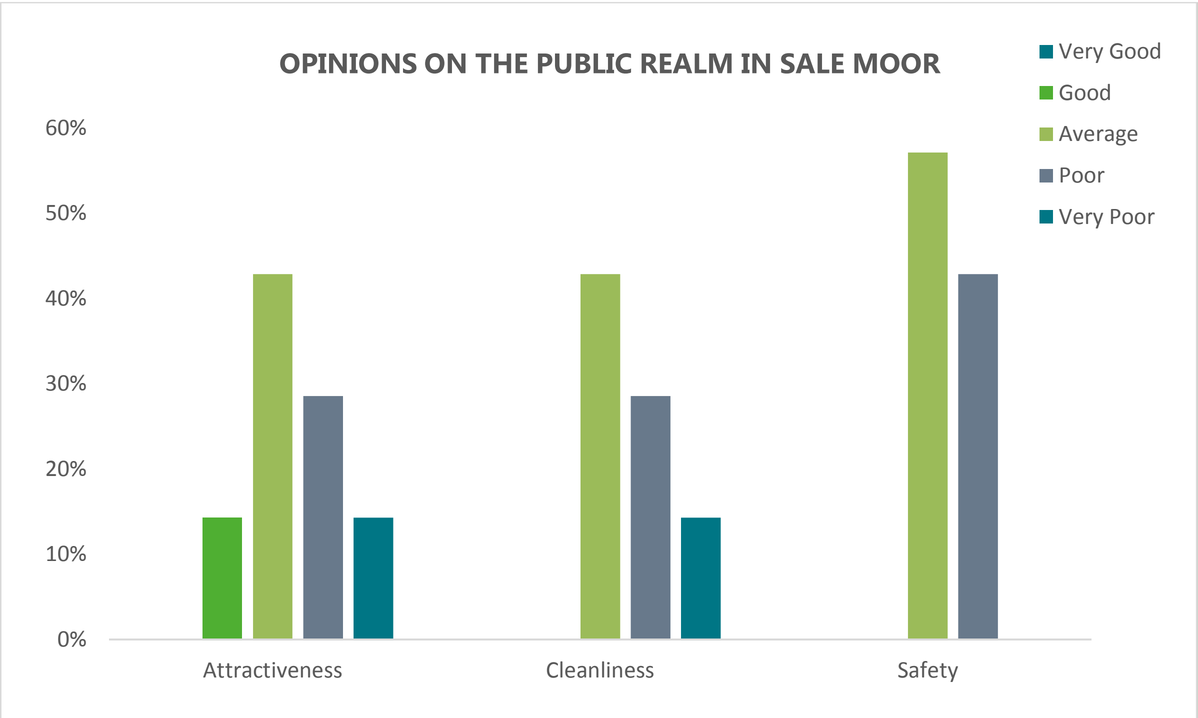
3.17 With regard to community activities, approximately 43% of respondents described the present offering in Sale Moor as Very Poor. The family-friendly aspect of business offer in Sale Moor is split. 50% of respondents stated the offer is good however, 33% stated the offer was Very Poor

c) Public Realm

3.18 Just under half (42%) of respondents believe the attractiveness of the public realm in Sale Moor is Poor or Very Poor. Reflecting this, 57% of respondents believe that the cleanliness of the public realm in Sale Moor is Very Poor or Poor. Similarly safety within the public realm is viewed as poor by 42% of those who answered.

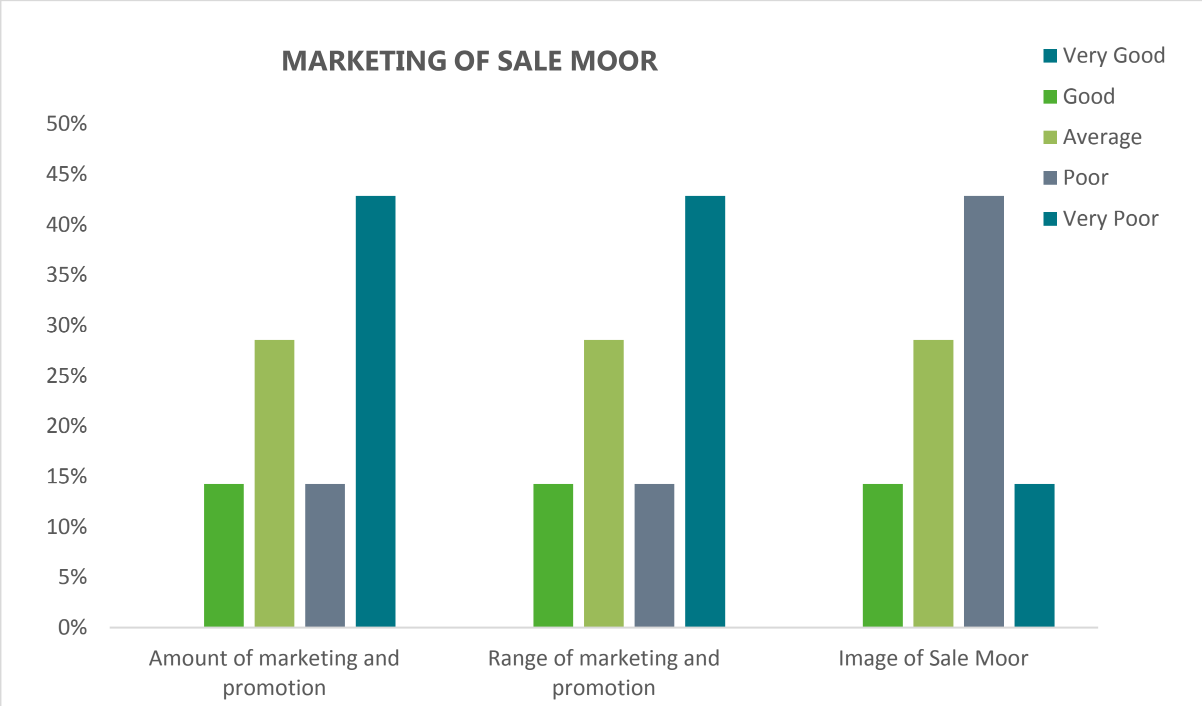
3.19 57% of respondents also believe that the range and number of events within Sale Moor is Poor or Very Poor.

3.20 Both the amount of signage for pedestrians and the accessibility of the public realm is rated as Average by 71% of those who answered.



d) Marketing and PR

3.21 57% of respondents believe the amount of marketing and promotion of Sale Moor is Poor or Very Poor. In addition to this, 57% also believe Sale Moors image is Poor or Very Poor.



Q11. What is your view on the existing gyratory arrangement within the centre? (One way system including Marsland Road and Northenden Road)

3.22 Approximately 71% of businesses gave negative comments toward the existing one-way system. Key comments made reference to experiences of “bottleneck traffic”, ”constantly queueing” and “unloading causing congestion”. Additionally, the system is described as being “very busy”, “confusing” and “ghastly”.

Q12 What is your view on the future potential to expand the food and drink offer within Sale Moor?

3.23 Approximately 57% of the businesses responded positively toward the potential for expanding food and drink offer in Sale Moor.

3.24 Key comments include requests for “late licence food and drink outlets to bring a village feel” and “a wine bar or two”. Others described it as a “very good idea” as they think it “will attract more people to the area”.

Q13. What do you consider is the best future use for the Warrener Street Car Park site?

3.25 57% of respondents consider the best future use for the site is a "car park". An additional 14% resisted the use of the site for a "supermarket" or "another convenience store". Key comments include "he proposed development of a GP surgery/possible Co-op local would increase footfall in the village" and "Leave it as it is. Free parking for 2 hours is something that other locations don't offer. If we want to increase footfall, we need plenty of parking".

Q14. What improvement measures would you like to see in the centre of Sale Moor?

3.26 Just under half of respondents (42%) of respondents referred to general cleanliness of the centre of Sale Moor as an important improvement measure, with comments such as a "clean up", "bins and roads tidied more", and better maintenance" and "litter picking". Alternative views proposed "initiatives to encourage shoppers to shop in Sale Moor", "Altrincham style of pedestrianisation", "modern appearance" and "better family entertainment".

Q15. What do you consider (if anything) are the main barriers to the trading performance of your business?

3.27 Approximately 28% of respondents cited footfall as a main barrier to the trading, whilst other key comments referred to "visibility and a lack of space for promotion", "cleanliness" and repetition of the same business.

Q16. Would you like to see greater and improved cycling facilities in the centre of Sale Moor?

3.28 57% of respondents stated that they would like to see greater and improved cycling facilities in the centre of Sale Moor. Approximately 28% of respondents stated that they would not like to see greater or improved cycling facilities, whilst 14% were indifferent.

Q17. Have you any plans to alter your business in any way in the next five years?

3.29 70% of respondents answered Question 17. 57% of those who answered stated that they had no plans to alter their business in anyway within the next five years, however 14% have plans to extend.

Q18. Which centres do you consider to be Sale Moor's biggest competitor? Are there features of this centre(s) you would like to have in Sale Moor?

3.30 No single town centre was cited consistently as Sale Moor's biggest competitor, however, Sale town centre, Altrincham, Stretford, Chorlton, West Didsbury, Ashton and Mersey were all referred to in the comments.

3.31 Features of these centres that would be desired in Sale Moor include a "foodhall" and "community spirit".

Q19. What proportion of your sales is from the internet?

3.32 Approximately 85% of respondents commented that less than 1% of their sales are from the internet.

Q20. Would you be interested in joining a Landlords Forum/Business group?

3.33 Approximately 42% of respondents were interested in joining a Landlords Forum/Business group.

Q21. Is there more that could be done to support local businesses?

3.34 Comments suggested a number of initiatives that could support local businesses including lower business rates/rents/taxes, business grants, support from councillors, better promotion and faster repairs on the high street.

Q22. Any other comments

3.35 Within the any other comments box, 40% of respondents provided further information. Key topics included decline in footfall, cleanliness, and the development of 26a Marsland Road.

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