Hale Village Plan

Summary of Surveys

on behalf of Trafford Borough Council

November 2019

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Contents

1.0 Introduction 4
2.0 Local Community Survey Results 5
3.0 Business Community Survey Results 13

1.0 Introduction

1.1 As part of the consultation process for the Sale Moor and Hale Village 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 point at Hale Library.

1.3 In total, 510 local community surveys were completed and 6 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 Village Plans.

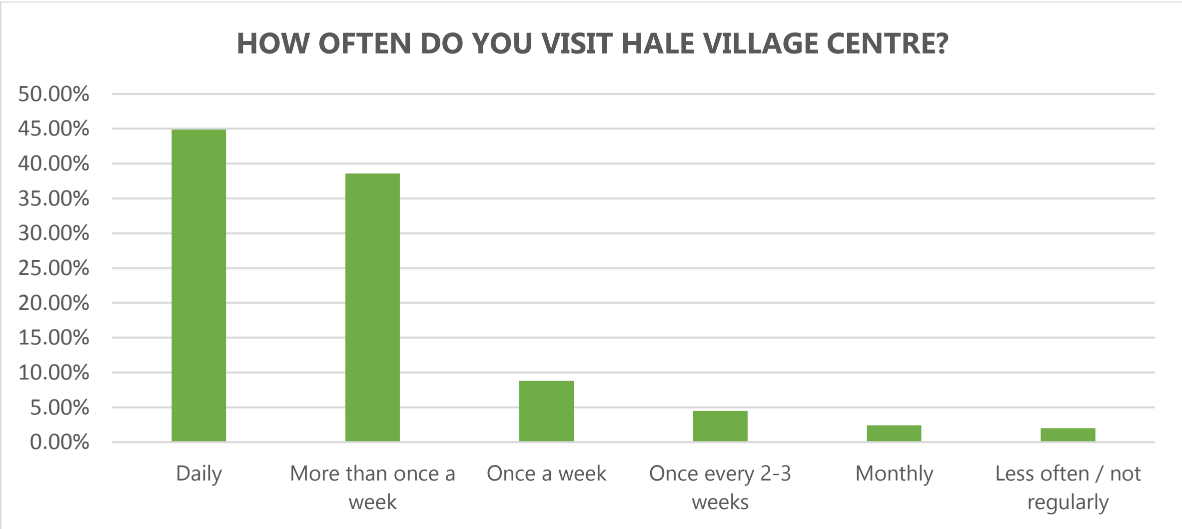
2.0 Local Community Survey Results

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 from those who agreed to the GDPR rules.

Q3. How often do you visit Hale Village Centre?

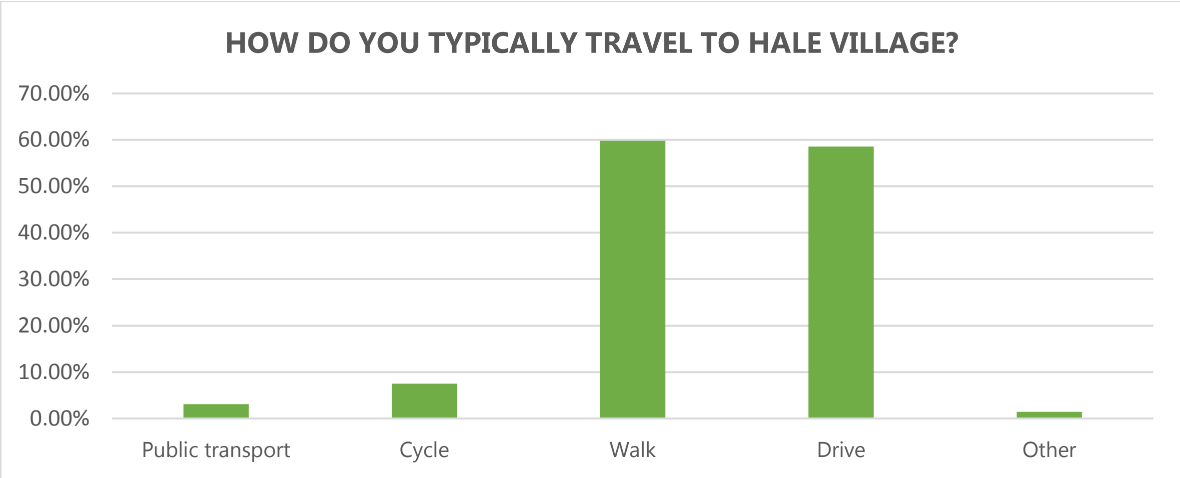
2.3 When asked how often respondents visit the centre, 45% answered that they visit daily, with 39% of people responding that they visit more than once a week. 9% answered that they visit once a week, and 5% replied that they visit once every 2 to 3 weeks. The high proportion of respondents stating they visit daily or more than once a week evidences the level of repeat-trade in Hale throughout the week.



Q4. How do you typically travel to Hale Village?

2.4 When asked how the community travel to the village, 60% of people responded that they walk to the village and 59% of respondents answered that they would drive to the village. The high proportion of those who walk to the village indicates the importance of the local walk-in catchment.

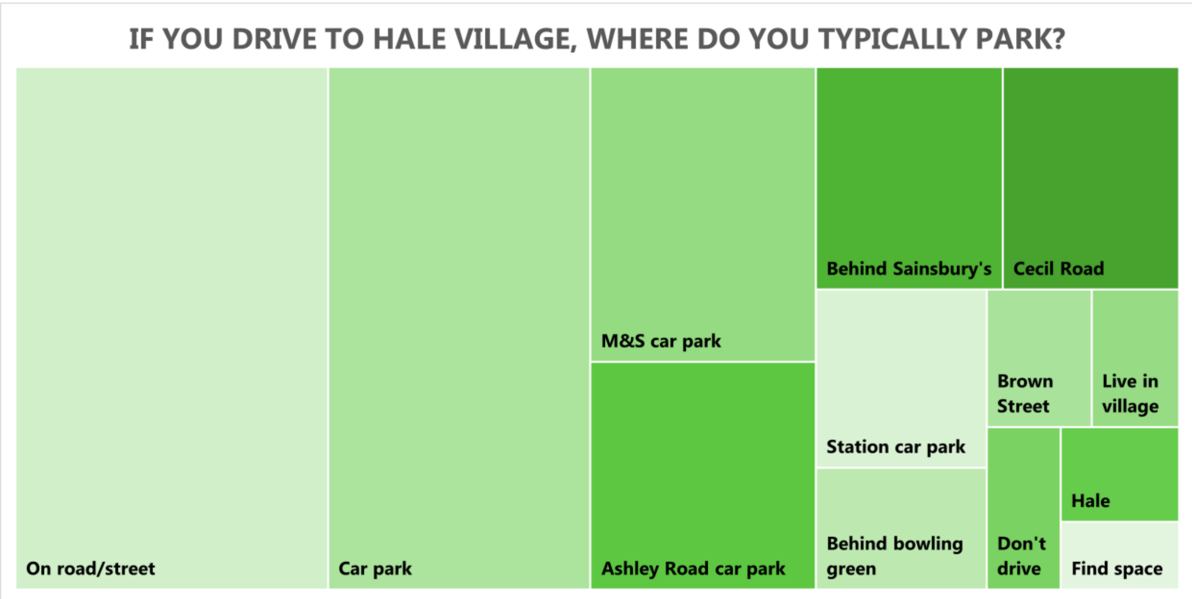
2.5 In terms of sustainable transport, 7% of answered that they cycle to the village and only a small amount of people, 3%, said they got there via public transport.



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

2.6 When asked where the community typically park, there were numerous answers, but the top two were the general answer of 'car park' (18%), followed by 'on street' (10%) and 'on road' (8%).

2.7 The chart below shows answers provided by 10 or more respondents, grouped for similar responses.

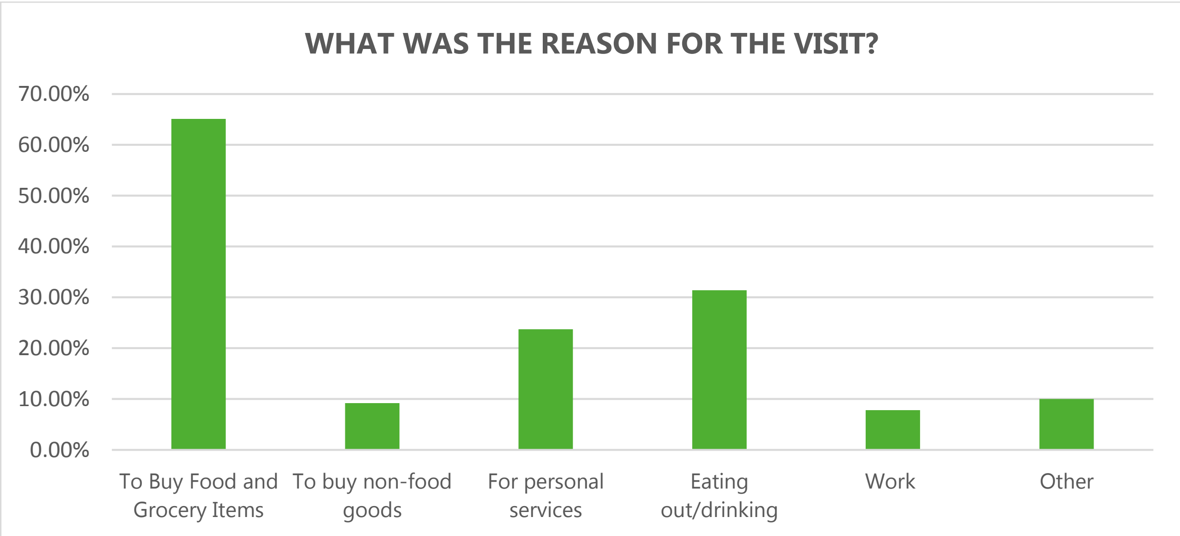


Q6. Would you cycle more or begin to cycle, if there were safe cycle routes and secure parking?

2.8 Overall, approximately 29% of people answered yes to this question, with approximately 1% of respondents replying either possibly or probably. Some of the more explanatory answers to this question included: *'I do occasionally and will do more often if parking becomes more difficult'*, *'I don't* *cycle but it would be highly dangerous in Hale village. Cars drive too fast, park on blind corners, double lines of just sticking out into the road. There is a parking problem but inconsiderate drives make it worse! No fun as a pedestrian or cyclist, cyclists ride on pavements'.*

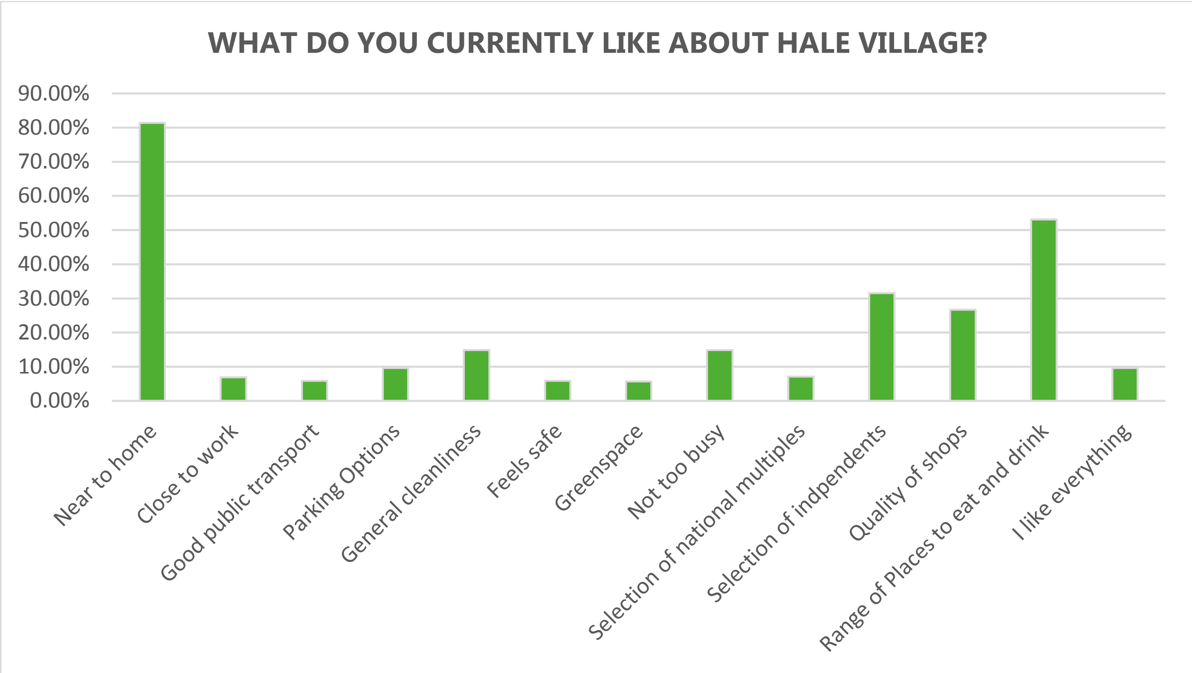
Q7. Thinking of your last trip to Hale Village, what was the reason for the visit?

2.9 When asked what the main reason for the respondent's last visit to the village, the majority of respondents - 65% - answered to buy food and grocery items (not take-away etc), with 32% stating eating out/ drinking and 24% answering for personal services (e.g bank, hairdresser, solicitor etc). In addition, 9% visit to buy non-food goods and a smaller percentage - 8% - work in the village.



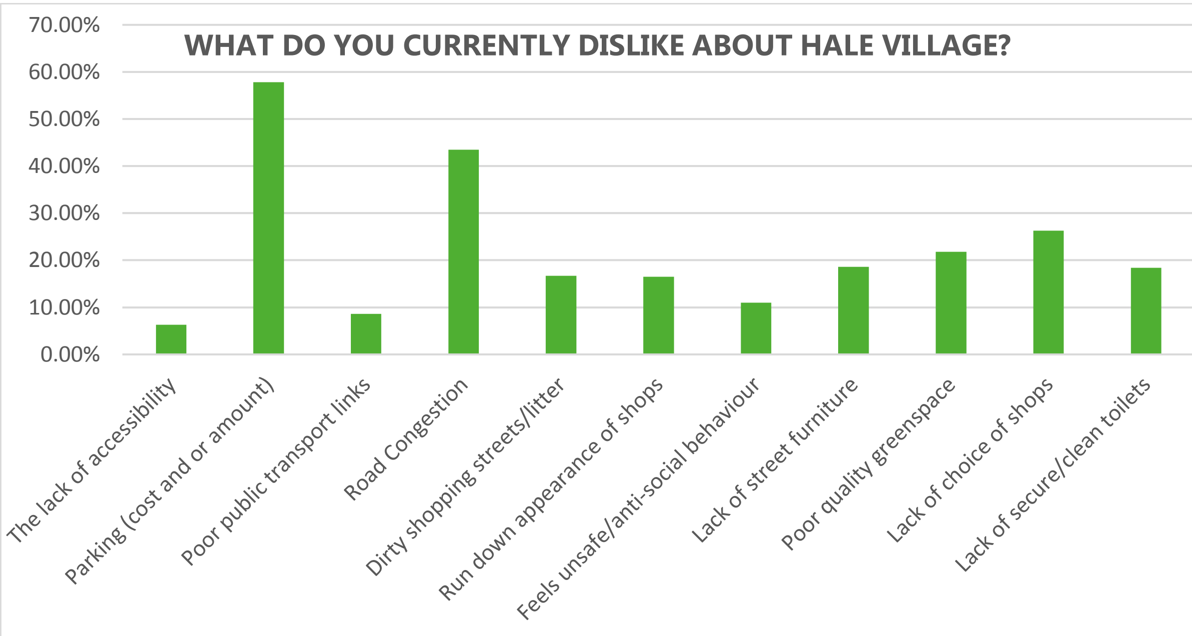
Q8. What do you like most about Hale Village centre? (please provide top 3 answers)

2.10 When asked what the community like about Hale, in terms of the most common answers provided, 81% of responses stated the proximity to their home/ convenience, 53% stated the range of places to eat and drink and 31% stated the selection of independent operators. Other top responses included the quality of shops (27%), the general cleanliness of shopping streets and being not overly busy (both 15%).



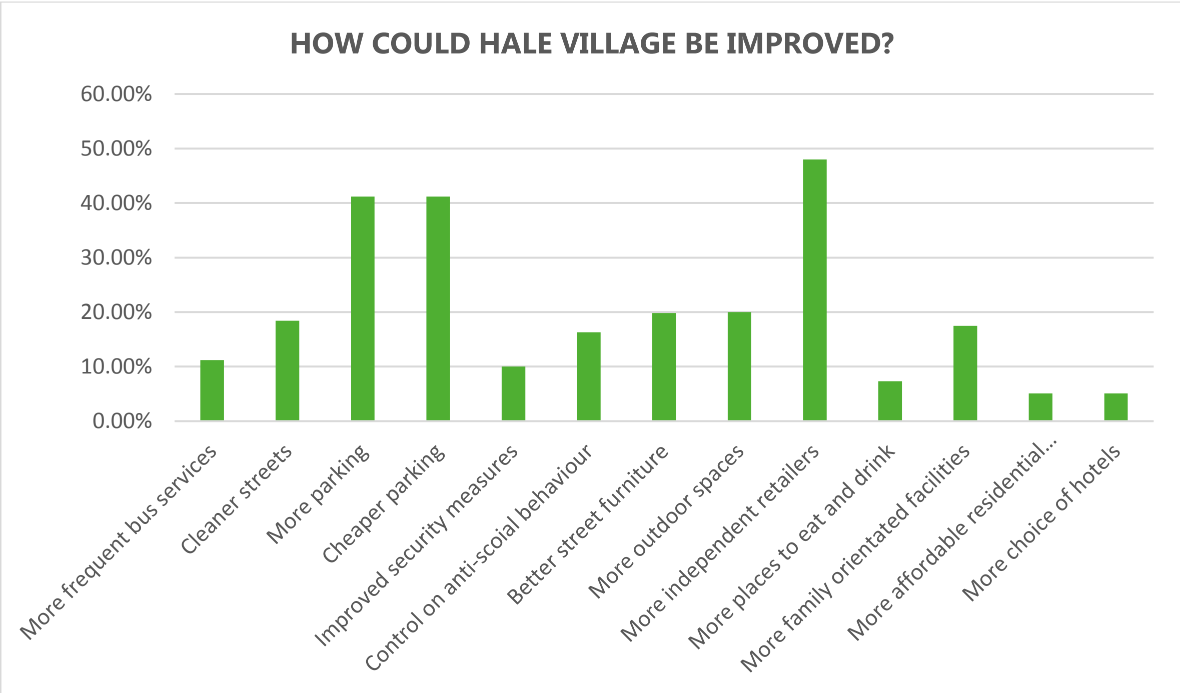
Q9. What do you currently dislike about Hale Village? (please provide top 3 answers)

2.11 The top three answers provided by respondents were parking (cost and/or amount) at 58%, 44% of respondents stated road congestion and 26% stated the lack of choice of shops. Other top responses included insufficient or poor quality green space and absence of play areas (22%) and a lack of clean/secure toilets (18%).



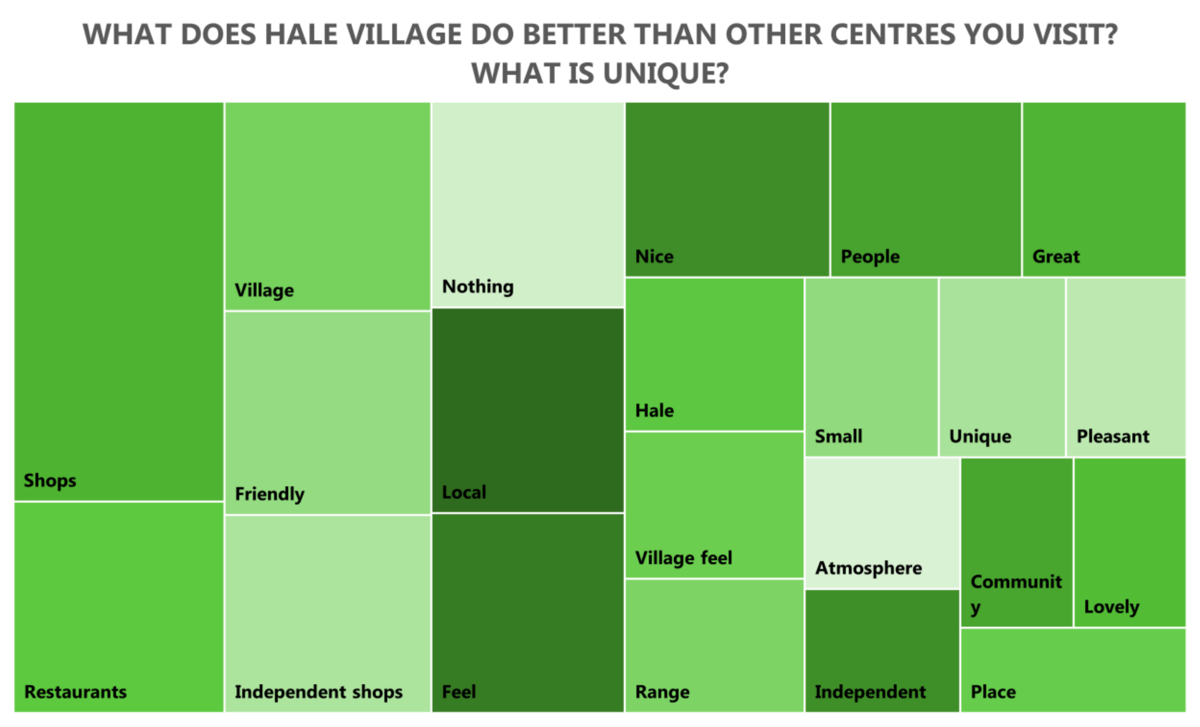
Q10. How do you think Hale Village could be improved? (please provide top 3 answers)

2.12 Responses confirmed that more parking and cheaper parking (both 41%) and more independent retailers (48%) were the top three ways in which Hale Village could be improved. Other top responses included more outdoor space and better street furniture and floor displays (both 20%) and cleaner streets/ removal of litter (18%).



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

2.13 Respondents provided a number of views to answer this, but the top five were shops (14%), restaurants (7%), Village and village feel (7% and 4%), friendly 7% and independent shops (6.67%).



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

2.14 Similarly, responses to this question provided a diverse range of views and opinions. Overall, 19% of respondents stated that shops are important, 19% replied parking, 8% independent shops, 6% replied quality and 6% and 5% chose choice of shops and variety of shops respectively.

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

2.15 Parking was noted as being a key priority for a number of respondents. 20% listed it as their first priority, 14% as their second and 10% as their third. Other top responses included independent shops (3%), the Ashley Hotel (3%) and pavements (2%).

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

2.16 The top responses to this question were Facebook (17%), Altrincham Today (13%) and Twitter (10%). A number also reported using Instagram (3%) and community groups such as the Hale Civic Society (2%).

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

2.17 15% responded 'Yes' to the question could Hale be promoted better. Respondents felt that social media (8%) and events (5%) were the two key ways in which better promotion could be achieved.

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 When asked which centre or shop respondents typically visit to undertake their main food shop, the two answers were Altrincham (30%), Sainsbury's (25%), Tesco (15%), M&S (12%) and Hale (9%).

2.19 Reasons as to why they chose these destinations included choice (9%), parking (6%), convenience (5%) and quality (5%).

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?

2.20 Respondents reported visiting Hale (28%), M&S (20%), Tesco (13%), Sainsburys (12%) and Altrincham (10%) to meet their top-up shopping requirements.

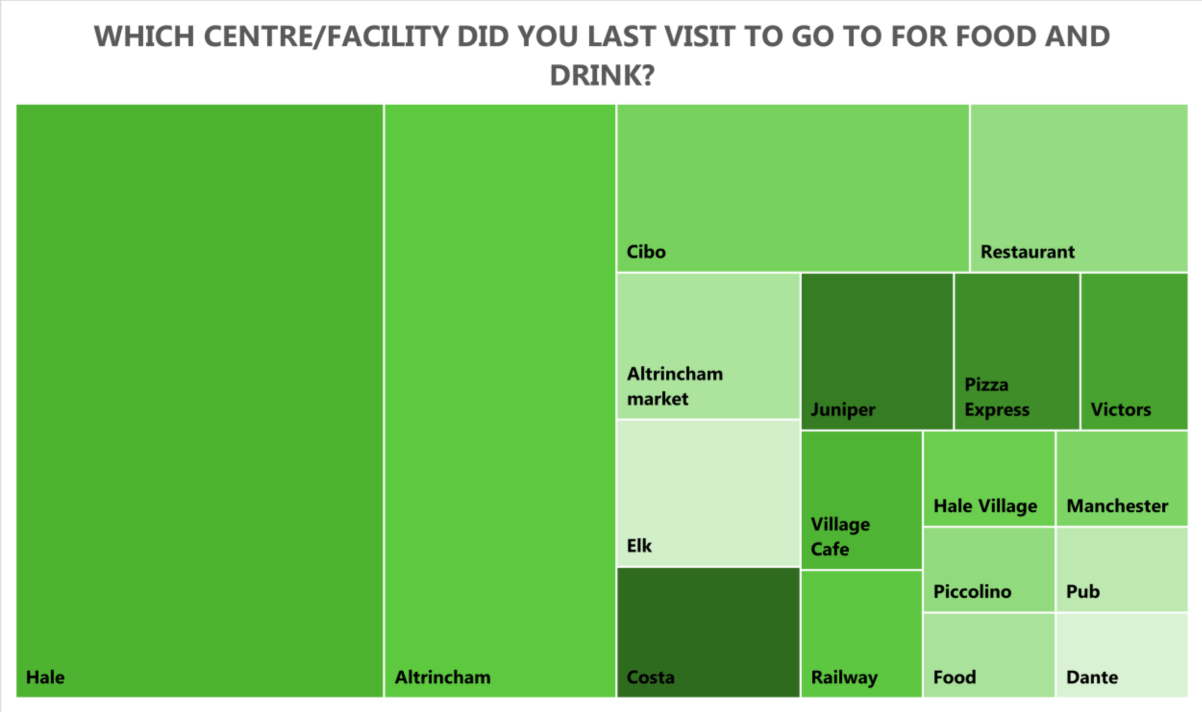
2.21 The top reasons why these destinations are typically chosen include convenience (13%), locality (7%) and quality (5%).

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?

2.22 When asked where respondents typically travel to meet their non-food shopping needs, 22% of people said Altrincham, 13% responded Hale, 12% of people chose the Trafford Centre and 10% saying Manchester.

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

2.23 In terms of the centre or facility visited, 30% of respondents replied Hale, 19% said Altrincham. The top five facilities named were Cibo (8%), Altrincham Market (4%), Elk (4%), Costa (3%) and Juniper (3%).


WHICH CENTRE/FACILITY DID YOU LAST VISIT TO GO TO FOR FOOD AND DRINK?
Hale
Altrincham
Cibo
Restaurant
Altrincham market
Juniper
Pizza Express
Victors
Elk
Village Cafe
Hale Village
Manchester
Piccolino
Pub
Costa
Railway
Food
Dante

3.0 Business Community Survey Results

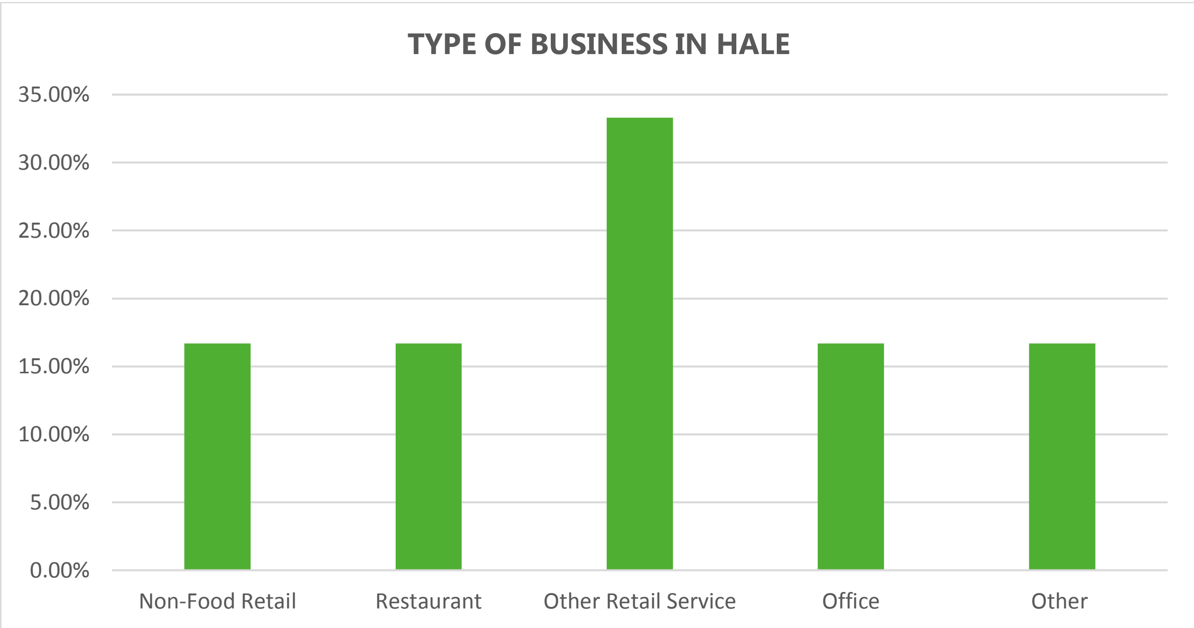
3.1 Questions 1 and 2 of the business survey asked the respondents whether they agreed to the Council's GDPR rules and if they were happy for their answers to be used within the report. We have not published these answers here.

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

Q3. Ownership of Property:

3.3 Of the six respondents, five lease their property and one works for the business.

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



3.4 The split of answers in respect of the type of the business is relatively broad, with two stating the business is a retail service (hairdresser, beauty salon etc), and the remaining four stating the business is comparison (non-food) operator, a restaurant, an office or another use type.

Q5. Is your business:

3.5 Out of the respondents, 83% stated that the business is independent and one stated is it part of a regional or national chain.

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

3.6 Looking at the length of time the business has traded in Hale, four or 67% of the respondents have operated for over ten years, with the remaining two operating less than five years.

Q7. Why did you choose Hale as a business location?

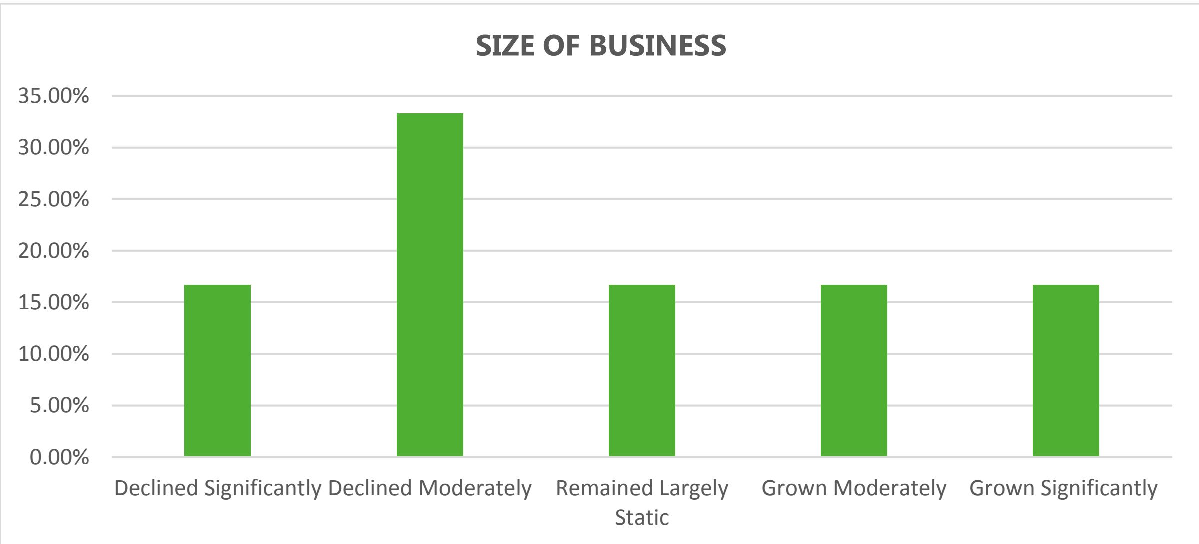
3.7 Turning to the reason why the businesses chose Hale as a business location, five respondents stated that the principal reason was due to Hale being their local centre and them having been brought up in the locality. The remaining respondents stated that the reason was due to the local demographics.

Q8. How many staff does the business employ?

3.8 The highest proportion of respondents stated that they employ between five and ten staff with just over 30% stating they employ between one and four staff.

Q9. Size of Business

3.9 Of the responses, the highest proportion stated that the business had declined moderately (33.3%) followed by the remaining respondents stating that the business had either declined significantly, remained static, grown moderately and grown significantly.



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 Looking at the responses relating to transport and accessibility, the following summarises the key responses:

- 50% of respondents stated that the accessibility by pedestrians is very good, followed by 33.3% who stated that it was average
- In terms of public transport, 83.3% stated that the accessibility by public transport is average.
- Turning to the amount of car parking, 66.7% stated that this was very poor, followed by 33.3% who stated it was good.
- In terms of the location of car parking, 50% stated this was very poor and 50% stated that the pricing of car parking was very poor.

b) Business Offer

3.11 Turning to the views on the business offer, the following summarises the key responses:

- In terms of the number and range of shops in general 66.7% stated that this was average with 16.7% stating that it was poor or very poor.
- Looking at the number of independent traders, 33.3% stated that the offer was very good, with 33.3% stating the offer was average. A further 16.7% stated the offer was good and 16.7% stating the offer was very poor.
- 50% of the respondents stated that the number of supermarkets is good, with 16.7% stating average and 16.7% stating very poor.
- In terms of the number of restaurants, 50% state that that the offer is very good, with 33.3% state that the offer is good. Looking at the number of licensed premises, 33.3% state the offer is good and 33.3% state the offer is good, with a further 16.7% stating the offer is very good and 16.7% stating the offer is very poor.
- 50% of the respondents state that the number of fast-food shops is average, with 33.3% stating the offer is good.

- Looking at the number of community activities based in the village centre, 50% state that the proportion is average with the remaining respondents stating the offer is good, poor and very poor.

c) Public Realm

3.12 Turning to the public realm, the following summarises the responses:

- 33.3% of the respondents state that the attractiveness of the public realm is very good, with 33.3% stating it is good.
- 50% of respondents state that the cleanliness of the public realm is good, with 16.7% stating the cleanliness is very good.
- Turning to the safety of the public realm, 33.3% state it is very good with the remaining responses being spread out across good, average, poor and very poor.

d) Marketing and PR

3.13 Finally turning to marketing and PR, the following summarises the key responses:

- 33.3% state that the amount of marketing/PR is average for the centre, within the remaining respondents stating that it is very good, good, poor and very poor.
- The same proportion of respondents also relate to the question querying the range of marketing and promotion.
- In terms of the overall image of Hale, 33.3% state this is very good with 33.3% stating this is average.

Q11. What is your view on the future potential to expand the food and drink offer within Hale?

3.14 Of the respondents, 83% state that the range and number of restaurants and eateries is sufficient for the centre and that we should be concentrating on increasing the retail offer and daytime footfall. One respondent stated that there is a potential to improve it but that there needs to be a holistic plan ensuring a wide and compelling offering that increases the attractiveness of Hale as a destination for a day/evening out, otherwise we will continue to see concepts opening and closing quickly.

Q12 Do you think the area around the Clock Tower could be improved and how?

3.15 67% of respondents state that the area around the clock tower is fine or did not have a view. One respondent stated that more litter collection is required and another stated additional parking would be useful. In addition, the longstanding vacant unit with hoardings is in need of improvement.

Q13. What improvement measures would you like to see in the centre of Hale?

3.16 Respondents were asked for three responses to question 13, in order of priority. 67% of respondents refer to more parking spaces or cheaper/free parking as their top priority. One respondent stated that the top priority should be to review business rates and another stated that the fairy lights off the trees.

3.17 Looking at the second priority for respondents, again, 67% of respondents refer to the provision of free parking and the reduction on the level of permit parking on surrounding streets. One respondent states that the extension of pedestrianised areas would help to allow more spaces for cafes/bars etc to trade outside.

3.18 Finally, in terms of the third priority answer, 33% of respondents refer to the Ashley hotel being an issue and 33.3% of respondents state that the village needs more retail or an anchor to drive footfall (i.e. a local market). One respondent states that the centre needs cheaper more affordable restaurants.

Q14. What do you consider (if anything) are the main barriers to the trading performance of your business?

3.19 Respondents were asked what they consider to be the biggest barrier to the trading performance of their business. 67% refer to the lack of parking in the centre. Other responses include:

- Rent levels
- Reduction in footfall
- The impact of Altrincham town centre
- Brexit

Q15. Would you like to see greater and improved cycling facilities in the centre of Hale?

3.20 When asked if the businesses would like to see greater and improved cycle facilities in the centre of Hale, 33% of respondents stated that this investment would not positively impact on Hale. A further

33% stated that improved facilities could help, including new bike racks. However, one respondent stated that they didn't think investment in improved cycling facilities would improve Hale as a destination and another stated that given this would result in a reduction in the width of the pavements, this would not help with the wider aspirations for the centre.

Q16. Have you any plans to alter your business in any way in the next five years?

3.21 33% of respondents stated that they did not have plans to alter their business. A further 33% stated that they planned to extend their business. However one respondent also stated that they planned to close their business in the next five years. When asked why, the respondent stated that this was due to the requirement for cheaper premises with parking. Another respondent stated that if rates and rents of VAT were to rise, then they would have to consider closing.

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

3.22 When respondents were asked which centre they considered to be Hale's biggest competitor, 67% stated that this is Altrincham with the remaining responses stating Hale Barns. One respondent did state that hale is unique.

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

3.23 When asked what proportion of the sales are from the internet, one respondent stated that 25% was and two respondents stated that none or very little is from the internet.

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

3.24 67% of respondents stated that they would be interested in joining a business forum.

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

3.25 50% of respondents stated that improving the car parking would support local businesses. The responses related to free parking, number of parking and the cost of parking. Another respondent stated that a review of business rates would help.

Q22. Any other comments

3.26 When asked if they had any other comments, these included:

- There is an issue with the reduction in parking across the centre;
- The footfall in Hale has reduced significantly over the last five years which they put down to the closure of the banks, the lack of retail and the difficulties with parking.

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