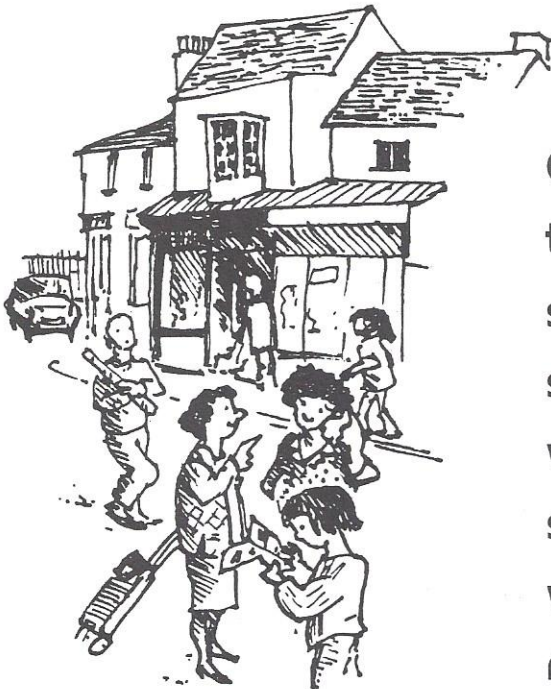


WIVENHOE TRADE SURVEY

TELL US...

*what you want from
local shops and businesses!*



On the insert which goes with this sheet you will find some simple questions about local shops and businesses, which we would like you to answer so that we can get Wivenhoe working for you. Your name will not appear anywhere on the document.

Please complete the questions as soon as possible and return the insert to one of the following:

*Ann Quarrie Estate Agents
Londis Stores
Penny Lear Hairdressers
Spar Stores
The Village Delicatessen
The Co-operative Store*



WIVENHOE TOWN COUNCIL

Council Offices
High Street
Wivenhoe

April, 1996

Dear Resident,

The Town Council has created an initiative to help promote, encourage and sustain local shops, trades and businesses here in Wivenhoe. This initiative is called Project 2000.

Imagine for a moment if you will, Wivenhoe without any of the small shops. There are quite a few empty ones already. We don't want to lose any more and we would like to encourage some new ones to start, but only if they can be long term viable ones. So we need you to assist us in finding out what you want.

Could you please help us by filling in the enclosed survey form as soon as possible. It contains some simple questions which we would like you to answer to help us understand more about local shops, what you want from them and what more they could do for you.

Please complete these questions as soon as possible and return the form to any of these shops: *Londis, the Spar, the Co-op, Penny Lear Hairdressers, Ann Quarrie's Estate Agents or The Village Delicatessen*. If you return the form by 30th May with the slip overleaf completed giving your name and address, this slip will be entered into a free draw with a prize of £50 to the first name drawn out.

Apart from answering the questions, any comments you would like to add to the questionnaire would be appreciated. These will be treated in confidence.

Thank you for your help.



Cllr Peter Hill
Town Mayor

PLEASE SEE OVER FOR:

Wivenhoe Trade Fair - Sunday, 12th May

Annual Town Meeting - Wednesday, 15th May

Entry slip for FREE prize draw

PART 1 - HOUSEHOLD

This section is to be completed by one household representative.

How many people, including children, normally live in your household?

Number:

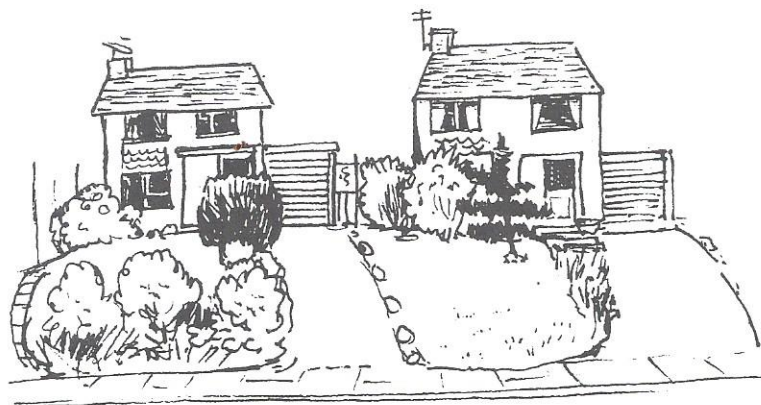
Please enter the number of people in your household in each age group.

Age	0-4	5-10	11-16	17-21	22-39	40-59	60-64	65-74	75+
Male									
Female									

HOUSING: Where does your household live? (See map on back page)

Tick one box only.

1	A	
2	B	
3	C	
4	D	
5	E	



PART 2 - PERSONAL

Please make sure that EACH member of the household over the age of 11 fills in one column. EXAMPLE: For a family of three persons, one parent could be Person 1, the other, Person 2, and the child, Person 3. Each member of the household should keep the same number throughout the questionnaire.

PEOPLE: A1. Each person should tick one box only.

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1 Male						
2 Female						

A2. What age group do you belong to?

(Tick one box each.)

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1 11 - 16						
2 17 - 21						
3 22 - 39						
4 40 - 59						
5 60 - 64						
6 65 - 74						
7 75+						

H1. How often do you use the following shops and services?

Enter 1 if you use them daily

Enter 2 if you use them weekly

Enter 3 if you use them monthly

Enter 4 if you use them less than once a month

Enter 5 if you never use them



		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Food shops						
2	Newsagents						
3	Electrical shops						
4	Hairdressers						
5	Post Office						
6	Garages						
7	Other						

H2. What are your views on the quality of shopping facilities in the village?

Each person should tick one box only.

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Good						
2	Reasonable						
3	Poor						
4	No opinion						

H3. When you shop in the village, is it because:

(Tick more than one box if appropriate)

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Like to support local shops						
2	You like the social contact						
3	It saves time						
4	It saves transport costs						
5	No transport to go elsewhere						
6	You need 'last minute' items						
7	Other						

H4. When you shop out of the village, is it because:

(Tick more than one box if appropriate)

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Goods are cheaper there						
2	You have more choice there						
3	It is near to your work						
4	Other						

H5. Do you have difficulty getting to the local shops?

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Yes						
2	No						



H6. Do you need help in getting to the local shops?

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Yes						
2	No						

H7. Would you use these shops if they were available in the village?

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Florist						
2	Pet foods/accessories						
3	Wool/Haberdashery						
4	Shoe repairs						
5	Boat chandler						
6	D.I.Y.						
7	Craft shop						
8	Jeweller/Jewellery repairs						
9	Other (please specify)						

H8. Where do you bank? (Tick one box)

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Wivenhoe Co-op Bank						
2	Post Office Giro Bank						
3	Building Society in Wivenhoe						
4	Outside Wivenhoe						

H9. Which shopping area do you usually use in Wivenhoe?

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Vine Drive						
2	The Cross						
3	Lower village / Co-op						

H10. How often do you use the 'Wivenhoe at Your Service' directory?

		Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1	Frequently						
2	Occasionally						
3	Rarely						
4	Never						



H11. Do you use any of the professional/technical/specialist services listed in 'Wivenhoe at Your Service'?

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
Yes						
No						

H12. Do you know that some local shops can provide cash when you buy with a credit card or cheque?

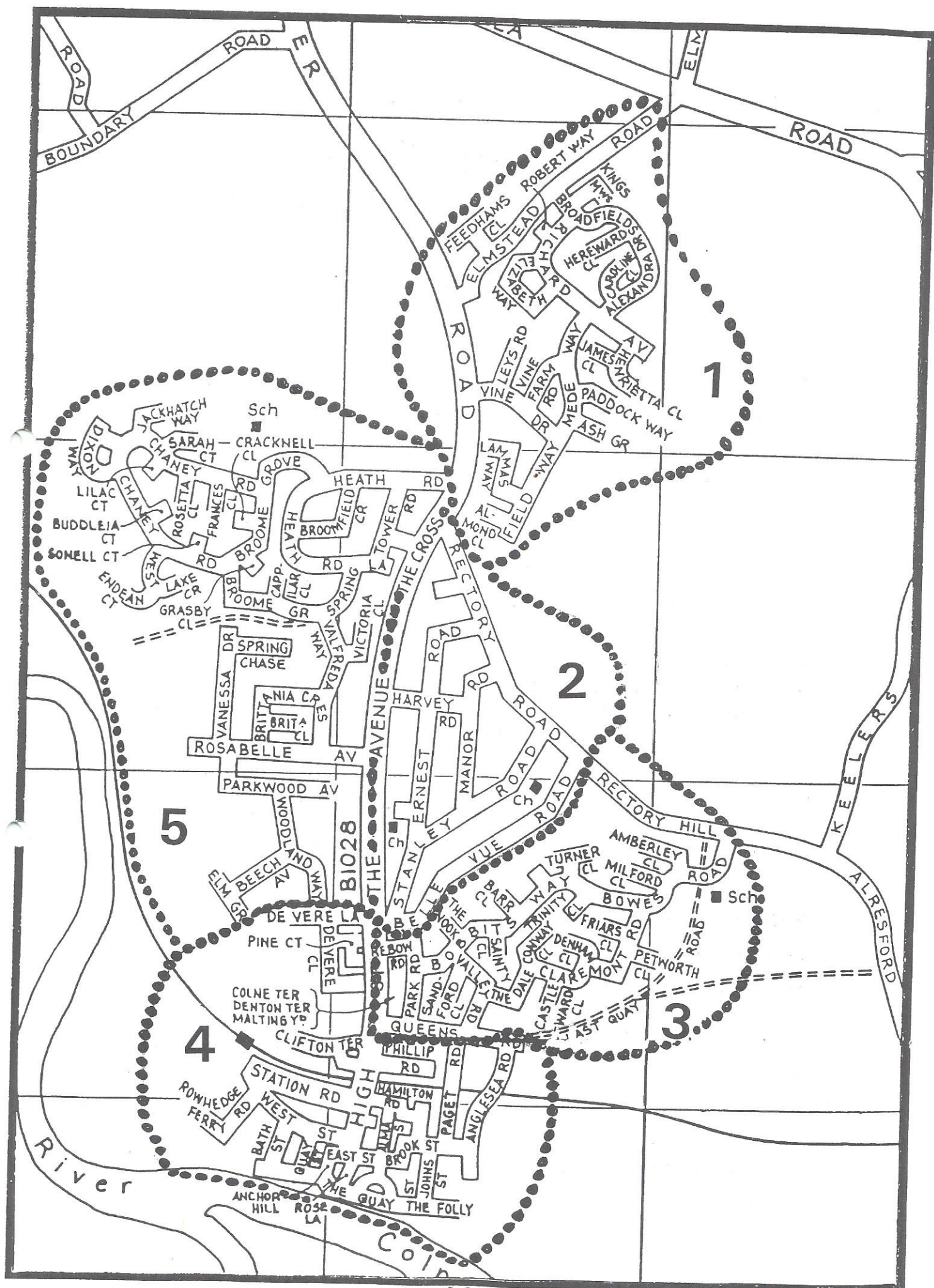
	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1 Yes						
2 No						

H13. Do you use the following facilities?

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
1 Wivenhoe library						
2 Playing fields/woods						
3 Quay area						
4 Riverside walks						
5 Children's play areas						
6 Pubs						
7 Restaurants / Take-aways						

H14. Have you any further comments on shops/facilities in Wivenhoe?





**THE
WIVENHOE
TRADE FAIR**
Sunday, 12th May, 1996
2 pm - 5 pm
Wm Loveless Hall

Come and find out what local shops, trades and businesses have to offer you. **FREE ADMISSION.** There's perhaps more in Wivenhoe than you think. See Wivenhoe on the **INTERNET.** Also look out for free samples.

ANNUAL TOWN MEETING

All Wivenhoe Residents are invited to the Annual Town Meeting on Wednesday, 15th May at 8pm in the Wm Loveless Hall to receive a report from the Wivenhoe Town Council about its activities in the last year, and for residents to raise matters of concern to them. For further details, please contact the Town Clerk, Wivenhoe Town Council, Council Offices, High Street, Wivenhoe, CO7 9AB tel. 8222864

THE WIVENHOE TRADE SURVEY

Please return the questionnaire to any of:

Londis, the Spar, the Co-op, Penny Lear Hairdressers, Ann Quarrie Estate Agents or the Village Delicatessen.

Please enter my name into a free draw.

Name:

Address:

PLEASE NOTE THAT THE LATEST DATE FOR COMPETITION ENTRIES TO BE RETURNED IS 30TH MAY, 1996