

HIGHCLIFFE CENTRE PARTNERSHIP

# HIGHCLIFFE DISTRICT SHOPPING CENTRE: RESIDENTS' SURVEY 2014

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September 2014



The report presents the results and analysis of a survey conducted by the Highcliffe Centre Partnership to seek the views of residents on their shopping habits and how the Highcliffe District Shopping Centre could be improved.

## 1. DETAILS OF THE SURVEY

### 1.1 Purpose of Survey

The aim of the study was to obtain the views of residents, who live within the catchment, on their use of the Highcliffe District Shopping Centre and on how it might be improved. The survey was conducted by the Highcliffe Centre Partnership (HCP); this is a partnership of County and District Councillors, Traders' Association, residents groups and interested Highcliffe residents.

### 1.2 Content

A copy of the Highcliffe Centre Partnership survey form is at Appendix A. Residents were asked to provide information on their age range, where they lived and whether persons under the age of 18 lived with them. They were asked where they did their food shopping and then how often they visited Highcliffe Shopping Centre and how long did they visit for. The survey went on to try and establish which services and shops they used, how they travelled to the Centre and if by car where they parked. The shoppers' views on the traffic through Highcliffe were sought. Finally they were asked what new shops they might support and what improvements to the Centre would needed.

### 1.3 Distribution

The survey was delivered with the Summer issue of the Courier starting from Mid-July 2014 to around 8000 households across all of Highcliffe and Walkford and parts of Mudeford and Friars Cliff. This area is shown in Figure 1 and has been divided up into the wards and polling districts. The survey form was available on the Highcliffe Community website and some additional copies were provided in Highcliffe Library, Highcliffe Post Office and some shops in Highcliffe. Reports back suggested that not everyone received the survey and where this was highlighted the resident was provided with a copy. It is understood that when a resident displays a "no free papers" or "no junk mail" the form would not have been delivered.

### 1.4 Collection

Residents were asked to return their completed forms to a number of locations by the end of August. The locations and the number of responses collected from them are set out below.

Location	Number of Responses
CBC Civic Offices	43
Saulflands Post Office	139
"Shape N Tone" Lakewood	26
Walkford Stores	39
Highcliffe Library	125
Highcliffe Post Office	287
On-line and Other Locations	10

In all a total 669 of responses were received. This was approximately a return of about 8.2% of those distributed.

## **2. RESPONSES TO SURVEY**

In Appendix B the raw data from the survey is tabulated against each of the questions in this report. The data received allowed a deeper analysis to be carried out and this is reported under each of the basic question headings.

## **3. CONCLUSIONS**

### **3.1 Design of the Survey**

1. In general the design of the form was reasonable and met the objectives of the survey.
2. The "Destination" question should have been more detailed and covered more destinations.
3. It would have made the analysis easier if residents had been asked which road they lived in rather than their postcode.

### **3.2 Conduct of the Survey**

1. The form was not delivered to all households
2. There was no recovery plan to identify who had not received a form and provide them with one
3. It had not been intended that form should be delivered to Friars Cliff but the responses were useful.
4. The two post offices and the Highcliffe Library collection locations worked well; the other three were not as popular;
5. Had HCP had the funds a pre-paid envelope would have provided more responses.
6. The survey concentrated on the views of local residents who are likely to be more regular customers than the visitors.

### **3.3 Responses to the Survey**

1. The main conclusion must be that there was an excellent response to the survey with around 8% of the forms being returned.
2. The Survey put Highcliffe in the spotlight and it was discussed widely
3. Residents in the younger age ranges proved to be hard to reach

### **3.4 Content of the Responses**

1. The responses generated a lot of useful data which can be analysed in more detail;
2. The data provides information on the shopping habits of men and women from different areas in Highcliffe, the means by which they travel to the shopping centre and how long they stay
3. The views on the future of the shopping centre and the improvements which have been proposed are the key outputs from the survey;
4. The headline conclusions which confirm previous assumptions are as follows:
  - The closeness of the out-of-town supermarkets with a widening range of goods and with free parking offer strong competition to local traders;

- Most users of the centre only stay for less than an hour;
  - ◆ Drivers may be put off by parking charges;
  - ◆ Walkers too only stay a short while, which suggests other reasons;
- Footfall and stay-times need to be increased;
- Traffic and particularly HGVs deter shoppers from coming to and staying in the Centre.

### **3.5 Proposed Improvements**

1. Some residents who replied to the survey were quite happy with the centre as it is now and for those it meets their needs; they see no reason for change;
2. However for others, the responses to questions 7, 14 and 15 suggest a wide range of changes and improvements which would make the shopping area more attractive, interesting and to better meet the needs of the local residents and in doing so improve the prospects for the traders and service providers.
3. The challenge to HCP and its members is to follow up the suggestions, identify what can be achieved and move forward.

### **4. RECOMMENDATIONS**

1. Any further surveys should take note of lessons learned from this one;
2. HCP should find a way of consulting the “hard to reach groups”;
3. HCP should discuss what further analysis of the survey data would be useful;
4. The proposed improvements need to be looked at in some detail and an action plan be developed to progress those which would be achievable;
5. Feedback to the residents is essential.

### **5. ACKNOWLEDGEMENTS**

HCP is grateful to Christchurch Borough Council for funding the copying and for arranging the delivery of the survey forms.

**FIGURE 1. POLLING DISTRICTS**

## APPENDIX A

### HIGHCLIFFE CENTRE PARTNERSHIP RESIDENTS' SURVEY

#### *HELP US TO IMPROVE HIGHCLIFFE*

*Please spend a little time to fill in this survey form. We are keen to know your opinion of the Highcliffe Shopping Centre and how you feel it could be improved. When you have completed the survey please return it by 31<sup>st</sup> August to one of the collection points listed at the bottom of the next page. Thank you.*

*Please insert your comment or ring the appropriate answer(s)*

#### YOUR PERSONAL DETAILS.

1. Which gender are you? Male Female

2. Which Age Bracket are you in?

16-25    26 -35    36 – 45    46 – 55    56 – 65    66 – 75    76 – 85    86 or more

3. What is your postcode?

4. How many under the age of 18 live with you?

#### WEEKLY FOOD SHOPPING

5. Where do you do your main food shopping?

Highcliffe Coop Food/ Tesco    Highcliffe Independent shops    Saulflands    Walkford    Christchurch    New Milton    Out of Town Supermarket

#### VISITING HIGHCLIFFE

6. How often do you visit Highcliffe shopping centre?

Weekly    Daily    Monthly    Seldom

7. If you seldom visit the Shopping Centre why is that?

8. When you visit the shopping centre how long do you stay?

Less than one hour    One to two hours    Two to three hours    Three to four hours    More than four hours

**9. How do you usually travel to Highcliffe Shopping Centre?**

Walk                      Cycle                      Mobility Scooter                      Car                      Public Transport                      Taxi

**10. If you travel by car where do you park?**

Wortley Road Car Park                      On-street parking place                      Elsewhere

**11. Do you find the traffic a problem when you are walking and shopping in Highcliffe?**

Always                      Sometimes                      Never

**12. Are you concerned about the number of heavy goods vehicles passing through Highcliffe Shopping Centre?**

Always                      Sometimes                      Never

**DESTINATIONS**

**13. Which shops/services do you visit in Highcliffe Shopping Centre?**

Medical Centre/Dentists/Opticians Pharmacy	Charity Shops Tesco/Coop Food	Post Office/Nationwide Independent Food Shops
Jewellers/Watches & Clocks	Greeting Card Shops	Electrical Supplier
Florists	Dress/Shoe Shops	Newsagent
Café/Restaurant	Hairdressers/Beauty Parlour	Garden Centre
Laundry/dry cleaning	Takeaway	Antique shops
Shoe Repairs	Other - please list	

**14. If new shops were to open in Highcliffe which would you use?**

Bookshop      Toy Shop      Shoe Shop      Hobby Store      Coffee Shop      Other (list)

**15. What improvements would you like to make to Highcliffe Shopping Centre?**

Collection box locations: CBC Civic Offices, Highcliffe Post Office, Highcliffe Library, Saulflands Post Office, Walkford Stores, "Shape N Tone" at Lakewood.

## APPENDIX B

### RESULTS AND ANALYSIS OF THE RESPONSES

#### **“YOUR PERSONAL DETAILS”.**

##### **1. Which gender are you?**

**Table 1a. Number of Responses**

<b>Gender</b>	<b>Responses</b>	<b>Percent.</b>
MALE	161	24
FEMALE	498	74

The percentages are relative to the total number of returns. In some cases the form was returned by both members of the household; these were recorded as one “female” response. The responses from ladies and men will allow a deeper analysis to be made of their shopping habits.

##### **2. Which Age Bracket are you in?**

All but one resident responded to this question; the results are tabulated below

**Table 2a. Number of Responses from each Age Range and Percentage of all Responses**

<b>Range</b>	<b>Responses</b>	<b>Percentage</b>
16-25	4	1%
26-35	2	0%
36-45	26	4%
46-55	41	6%
56-65	142	21%
66-75	221	33%
76-85	174	26%
86 or more	59	9%
<b>TOTAL</b>	<b>669</b>	

It can be seen that 69% of the responses came from those over the age of 66. For Mudeford and Highcliffe Division the percentage of those of 65+ years was 45% (mid 2011) and for Highcliffe and Walkford DCC Division the percentage was 34.6%. The age ranges are slightly different. Also only part of the Mudeford Area was included in the survey. Combining the two divisions resulting percentages are compared with the survey range percentages.



**Table 2b. Comparison of Survey Responses and Census Results**

SURVEY		COMBINED DIVISIONS	
Range	%	Range	%
<66	32	<65	59
66-85	59	65-84	33
86+	9	85+	8

The results of the comparison suggest that the responses from the survey are less likely to be representative of the views of the younger residents.

### **3. What is your postcode?**

Answers to this question enabled the polling district in which the resident lived and their location relative to the Shopping Centre to be identified. These areas can be seen in Figure 1. Not all residents provided their postcode.

**Table 3a. Number of Responses from Each Polling District and Percentage of all Responses**

Polling District	Responses	Percentage
HCA	43	6%
HCB	124	19%
NHA	78	12%
NHB	69	10%
WHA	98	15%
WHB	140	21%
Friars Cliff	58	9%
Unspecified	59	9%

It should be noted that the WHA and WHB polling districts are larger than the other areas. The number of returns from HCB may be influenced by the closeness of the collection locations in Highcliffe. The percentages given are relative to the total number of returns.

**Table 3b. Number from each polling district compared with the estimated number of households in each ward**

WARD	HOUSEHOLDS	SURVEY RESPONSES	PERCENTAGE
Highcliffe	2240	164	7.3
North Highcliffe & Walkford	1700	146	8.6
West Highcliffe	2520	238	9.5

**4. How many under the age of 18 live with you?**

**Table 4a. Number of Under-18s in the Household**

Number	Responses
1	19
2	16
3	6
4	0

Only 41 of the responses were from residents with families of under the age of 18 living with them.

**WEEKLY FOOD SHOPPING**

**5. Where do you do your main food shopping?**

**Table 5a. Main Food Shopping Responses**

Source	Responses	Percentage
Highcliffe Convenience Store	160	24%
Highcliffe Independent	82	12%
Saulflands	29	4%
Walkford	9	1%
Christchurch	194	29%
New Milton	101	15%
Out of town supermarkets	416	63%

The majority of shoppers chose “out-of-town supermarket” as their destination for main food shopping. However many chose more than one destination. On-line shopping was classified as an out-of-town supermarket. 63% visit the out-of town supermarkets for their main food shopping

**Table 5b. Number in each Polling District stating that they go to an out-of-town Supermarket for their main food shopping**

PD	ALL	Number	PERCENT
HCA	43	25	58%
HCB	124	67	54%
NHA	78	54	69%
NHB	69	40	58%
WHA	98	60	61%
WHB	140	94	67%
FC	58	41	71%
Unspecified	59	39	66%

Percentages may reflect the distance and ease of access to the nearest supermarket from the Polling District. Table 5c provides a rough indication of the mileages between the Polling Districts and the shopping venues. It should be remembered that there will be significant differences with these small distances across a polling district.

**Table 5c. Estimated average distance by car (in miles) from the Polling District Areas to Shopping Venues**

PD	HIGHCLIFFE SHOPS	SAINSBURYS	NEW MILTON SHOPS	TESCO NEW MILTON	CHRISTCHURCH
HCA	1.0	2.1	2.8	3.6	3.8
HCB	0.3	2.5	2.4	2.7	4.2
NHA	0.9	2.4	2.4	3.3	4.2
NHB	1.0	2.5	2.0	2.8	4.5
WHA	2.4	0.6	5.1	4.7	2.3
WHB	2.6	1.7	3.4	4.2	3.4
FC	2.1	1.2	4.4	4.6	2.9

It should be noted that because of the design of the road system north of the Lymington Road access to the shopping centre from parts of HCA is tortuous. Walking routes are much shorter. Similarly the route for walkers between parts of WHA and Sainsburys is shorter than by car.

**Table 5d. The number of those from each Polling District saying that they visit an out-of-town supermarket and a Highcliffe Convenience Store with the Percentage referenced to all responses from that District**

PD	ALL	Number	PERCENT
HCA	43	7	16%
HCB	124	17	14%
NHA	78	14	18%
NHB	69	11	16%
WHA	98	2	2%
WHB	140	17	12%
FC	58	3	5%
Unspecified	59	7	12%
<b>TOTAL</b>	<b>669</b>	<b>78</b>	<b>12%</b>

The results suggest that those living closer to an out-of-town supermarket are less likely to supplement their shopping at a Highcliffe convenience store.

**Table 5e. The number of those from each Polling District saying that they visit an out-of-town supermarket and a Highcliffe Independent Store with the Percentage referenced to all responses from that District**

PD	ALL	Number	Percent
HCA	43	3	7%
HCB	124	10	8%
NHA	78	7	9%
NHB	69	4	6%
WHA	98	4	4%
WHB	140	5	4%
FC	58	2	3%
Unspecified	59	2	3%
TOTAL	669	37	

There is an indication that those living nearer the Highcliffe independent shops may supplement their supermarket shopping. 115 of those surveyed, stated that they visited a supermarket for their main food shopping and a Highcliffe food store.

**Table 5f. Comparison of the Shopping Habits of Men and Women who responded.**

VENUE	MEN (161)		WOMEN (498)	
	Number	Percent	Number	Percent
Highcliffe Convenience Store	36	22%	121	24%
Highcliffe Independent	17	11%	64	13%
Saulflands	3	2%	26	5%
Walkford	2	1%	7	1%
Christchurch	44	27%	146	29%
New Milton	34	21%	62	12%
Out of town supermarkets	96	60%	318	64%

The responses suggest that the habits are fairly similar but men may prefer to shop in New Milton more than the women do and women are more likely to visit an out-of-town supermarket.

**Table 5g. Comparison of the use of an out-of Town Supermarket by Different Age Groups**

AGE GROUP	NUMBER IN GROUP	NUMBER VISITING SUPERMARKET	PERCENTAGE VISITING SUPERMARKET
16-25	4	-	-
26-35	2	2	-
36-45	26	19	73
46-55	41	24	59
56-65	142	91	64
66-75	219	136	62
76-85	172	111	65
86 or more	59	32	54

The results confirm that the majority will visit a supermarket for their weekly shop with the younger group being more likely to do so and those over 86 less likely to.

## VISITING HIGHCLIFFE

### *6. How often do you visit Highcliffe shopping centre?*

**Table 6a. Frequency of visiting the Centre – Responses and Percentage relative to Total Number of Responses**

Frequency	Responses	Percentage
Daily	136	20%
Weekly	362	54%
Monthly	77	12%
Seldom	91	14%

Most of those responding visited the centre once a week but an appreciable number said that they visited daily. 91 responders said that they seldom visited the shopping centre; most of these lived in the areas furthest from the centre and would be travelling by car.

### *7. If you seldom visit the Shopping Centre why is that ?*

**Table 7a. Reasons given for seldom visiting Highcliffe Shopping Centre**

Some said that they preferred the larger supermarkets and other shopping centres. A variety of other reasons were given:

- traffic congestion was unpleasant
- Shops were uninteresting
- shops were expensive
- The centre was out-of date (“not trendy”) and parts were shabby
- There were too many charity shops, estate agents and beauty/hairdressers
- Nothing “happened” in Highcliffe;
- parking was expensive
- banks had closed
- pavement was dangerous in places
- shops closed early and on a Wednesday and a Sunday even in the Summer;

## 8. When you visit the shopping centre how long do you stay?

**Table 8a. Stay Times in Highcliffe**

Stay Time	Responses	Percentage
Less than one hour	433	65%
One to two hours	212	32%
Two to three hours	13	2%
Three to four hours	3	0%
More than four hours	1	0%

Most (65%) only spend less than an hour visiting the centre; 32% stay between 1 and 2 hours but very few stay longer than that. Of the 433 that spend less than an hour, 266 of them travel by car.

**Table 8b. Number from each Polling District who say they visit Highcliffe Daily but stay less than One Hour.**

Polling District	Number
HCA	13
HCB	52
NHA	7
NHB	5
WHA	1
WHB	4
Friars Cliff	2
Unspecified	8
<b>TOTAL</b>	<b>92</b>

The results confirm the expected result that those living closest may just “pop down to the shops”.

## 9. How do you usually travel to Highcliffe Shopping Centre?

**Table 9a. How Residents stated they travelled to the Shopping Centre**

Mode of Travel	Responses	Percentage
Walk	204	30%
Cycle	22	3%
Mobility scooter	4	1%
Car	411	61%
Public Transport	24	4%
Taxi	4	1%

Walking and using a car are the most popular ways of travelling to the centre. Most of those walking will do so from the HCB and HCA areas with some from WHB (the closest of the West Highcliffe districts).

**10. If you travel by car where do you park?**

**Table 10a Choice of Parking Place**

<b>Parking Place</b>	<b>Number</b>	<b>% of car users</b>
Wortley Road Car Park	150	36%
On-street parking place	225	55%
Elsewhere	50	12%

Most drivers choose to park in an on-street parking place (55% of those using a car) with 36% parking in Wortley Road car park; the remainder park “elsewhere” (the Globe and Tesco’s car park were mentioned). There are also many private car parks behind the shops.

**Table 10b. Duration of Parking.**

<b>Stay</b>	<b>Car Park</b>	<b>On-street</b>	<b>Other</b>
<1 hour	80	166	30
1 to 2hrs	63	52	17
2 to 3hrs	4	4	0
3 to 4hrs	2	0	2
>4hrs	1	0	0

Most drivers park for less than an hour and will park in an on-street parking bay. Few drivers park for more than 2 hours

**Table 10c Length of Time those who walk to Highcliffe stay in the Shopping Centre**

<b>Stay Time</b>	<b>Responses</b>
<1 hour	143
1 to 2hrs	57
2 to 3hrs	3
>3hrs	0

This table illustrates that most of those walking into Highcliffe will only stay for less than an hour.

**11. Do you find the traffic a problem when you are walking and shopping in Highcliffe?**

**Table 11a. Response to Traffic**

<b>Frequency</b>	<b>Responses</b>	<b>Percentage</b>
Always	259	39%
Sometimes	333	50%
Never	68	10%

Responses from residents support the view that they are concerned about the level of traffic and congestion - in particular crossing the road.

**12. Are you concerned about the number of heavy goods vehicles passing through Highcliffe Shopping Centre?**

**Table 12a. Frequency of Perceived Concern of Residents regarding HGV Traffic**

<b>Frequency</b>	<b>Responses</b>	<b>Percentage</b>
Always	457	68%
Sometimes	175	26%
Never	31	5%

Responses mention noise, fumes and speed and near accidents where the pavement is narrow.

**DESTINATIONS**

**13. Which shops/services do you visit in Highcliffe Shopping Centre?**

Table 13a shows the responses as well as those listed in the survey form other destinations given by a significant number of residents were G&Ts and the Library.

**Table 13a. Visits to Highcliffe Shops and Facilities**

<b>SHOPS &amp; FACILITIES</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Post Office/Nationwide	546	82%
Health Services (inc Pharmacy)	508	76%
Tesco/CooP Food	444	66%
Greeting card shops	428	64%
Charity Shops	390	58%
Jewellers,watches & clocks	283	42%
Shoe repairs	221	33%
Hairdressers/Beauty Parlour	207	31%
Independent Food Shops	194	29%
Newsagent	193	29%
Café/restaurant/pub	192	29%
Garden Centre	177	26%
Laundry/dry cleaning	158	24%
Takeaway	136	20%
Electrical Supplier	128	19%
Florists	94	14%
Antique shop	85	13%
Library	75	11%
G&Ts	70	10%
Dress /shoe shops	56	8%
Travel Services	21	3%
Offices	12	2%
Methodist Church	3	0%



The top five destinations were:

- Post Office/Nationwide
- Health Services
- Convenience Stores
- Greeting Card Shops
- Charity Shops

**Figure 13b Comparison of shops & Facilities visited by Men and Women**

SHOPS & FACILITIES	MALE (161)		FEMALE (498)	
	Number	Percent	Number	Percent
Health Services (inc Pharmacy)	120	75%	382	77%
Charity Shops	80	50%	303	61%
Post Office/Nationwide	126	78%	413	83%
Tesco/CooP Food	111	69%	327	66%
Independent Food Shops	41	25%	148	30%
Jewellers,watches & clocks	65	40%	213	43%
Greeting card shops	90	56%	330	66%
Electrical Supplier	31	19%	97	19%
Florists	14	9%	79	16%
Dress/shoe shops	5	3%	51	10%
Newsagent	65	40%	122	24%
Café/restaurant/pub	41	25%	146	29%
Hairdressers/Beauty Parlour	54	34%	149	30%
Garden Centre	31	19%	144	29%
Laundry/dry cleaning	31	19%	126	25%
Takeaway	36	22%	99	20%
Antique shop	19	12%	65	13%
Shoe repairs	46	29%	171	34%
Library	12	7%	63	13%
G&Ts	10	6%	59	12%
Methodist Church	0	0%	3	1%
Travel Services	2	1%	18	4%
Offices	3	2%	9	2%

In general it would appear that the shopping destinations are equally popular for men and women. However, men are more likely to go to the newsagent and women to the charity shops, greeting card shops and the garden centre.

## The Top Five Destinations

**Table 13c. Visits to Financial Services**

<b>Polling District</b>	<b>All Responses</b>	<b>Total Number</b>	<b>% of Area Response</b>	<b>% of All Responses</b>
HCA	43	37	88%	6%
HCB	124	117	96%	18%
NHA	78	72	94%	11%
NHB	69	57	83%	9%
WHA	98	64	65%	10%
WHB	140	105	75%	16%
FC	58	43	74%	6%
Unspecified	59	47	80%	7%

A very high percentage of those living in HCB and NHA use the financial services offered by the Highcliffe Post Office and the Nationwide. WHA and WHB may also use the post office at Saulflands and Friars Cliff, the Post Office in Bure Lane. Some may go to New Milton or Christchurch to visit the branches of the major banks.

**Table 13d. Visits to Health Services**

<b>PD</b>	<b>All Responses</b>	<b>Number</b>	<b>% of Area</b>	<b>% of All Responses</b>
HCA	43	36	86%	5
HCB	124	105	86%	15
NHA	78	68	88%	10
NHB	69	54	78%	8
WHA	98	61	62%	9
WHB	140	108	77%	16
FC	58	36	62%	5
Unspecified	59	36	61%	5

The “health services” are clearly a major destination for those living closest to the shopping centre, It would be expected that the need would be greater where the population is older. WHA and WHB and Friars Cliff residents may go to the services provided at Purewell ; there is also a branch surgery at Mudeford.

**Table 13e. Visits to Convenience Stores**

PD	ALL	Number	% of Area Response	% of All Responses
HCA	43	30	71%	5%
HCB	124	98	80%	15%
NHA	78	57	74%	9%
NHB	69	55	80%	8%
WHA	98	44	45%	7%
WHB	140	87	62%	13%
FC	58	30	52%	5%
Unspecified	59	40	68%	6%

The results are much as would be expected with those living closest to the shopping centre using the stores. The NHB figure is high but could be due to the number of responses coming from the southern part of the polling district which is relatively close to the shopping centre. NHA and NHB have the Walkford Stores, where parking is more difficult. WHA and WHB have the Saulfland store; Friars Cliff has the Bure Lane store and for all there is the proximity to Sainsburys.

**Table 13f. Visits to Greeting Card Shops**

PD	ALL	Number	% of Area Response	% of All Responses
HCA	43	30	71%	5%
HCB	124	87	71%	13%
NHA	78	55	71%	8%
NHB	69	42	61%	6%
WHA	98	60	61%	9%
WHB	140	85	61%	13%
FC	58	33	57%	5%
Unspecified	59	34	58%	5%

The Greeting Card shops are a popular destination with those living closest to the shopping centre and less so with those living further away.

**Table 13g. Visits to Charity Shops**

<b>PD</b>	<b>ALL</b>	<b>Number</b>	<b>% of Area Response</b>	<b>% of All Responses</b>
HCA	43	27	64%	4%
HCB	124	89	73%	13%
NHA	78	47	61%	7%
NHB	69	38	55%	6%
WHA	98	53	54%	8%
WHB	140	68	49%	10%
FC	58	31	53%	5%
Unspecified	59	32	54%	5%

Again for those living closest the charity shops are a popular destination.

**Table 13h. Comparison of the Percentages of those responding from the separate Polling Districts visiting the “Top Five” Destinations.**

<b>SHOPS &amp; FACILITIES</b>	<b>HCA</b>	<b>HCB</b>	<b>NHA</b>	<b>NHB</b>	<b>WHA</b>	<b>WHB</b>	<b>FC</b>
Post Office/Nationwide	88	96	94	83	65	75	74
Health Services (inc Pharmacy)	86	86	88	78	62	77	61
Tesco/CooP Food	71	80	74	80	45	62	52
Greeting card shops	71	71	71	61	61	61	57
Charity Shops	64	73	61	55	54	49	53

This presentation of the data shows the difference in the ranking of the “Top Five” depending on the Polling District.

**Table 13i. Comparison of the Percentages of all those responding for the separate Polling Districts and visiting the “Top Five” Destinations.**

<b>SHOPS &amp; FACILITIES</b>	<b>HCA</b>	<b>HCB</b>	<b>NHA</b>	<b>NHB</b>	<b>WHA</b>	<b>WHB</b>	<b>FC</b>
Post Office/Nationwide	6	18	11	9	10	16	6
Health Services (inc Pharmacy)	5	15	10	8	9	16	5
Tesco/CooP Food	5	15	9	8	7	13	5
Greeting card shops	5	13	8	6	9	13	5
Charity Shops	4	13	7	6	8	10	5

**Table 13j. Visits to Cafes etc**

<b>PD</b>	<b>ALL</b>	<b>Number</b>	<b>% of Area Response</b>	<b>% of All Responses</b>
HCA	43	14	33%	2%
HCB	124	54	44%	8%
NHA	78	25	32%	4%
NHB	69	12	17%	2%
WHA	98	24	24%	4%
WHB	140	40	29%	6%
FC	58	12	21%	2%
Unspecified	59	10	17%	2%
<b>TOTAL</b>				<b>30%</b>

Around a third of those responding said that they visit a café with those living closest being more likely to do so than those living further away.

**Table 15k. Shopping Locally for Food at the Convenience Stores and the Independent Shops (Effect of Age Groups)**

<b>AGE GROUP</b>	<b>TOTAL RESPONSES</b>	<b>TESCO/COOP</b>		<b>INDEPENDENT SHOP</b>	
		<b>NUMBER VISITING</b>	<b>PERCENT</b>	<b>NUMBER VISITING</b>	<b>PERCENT</b>
16-25	4	3	-	1	-
26-35	2	2	-	0	-
36-45	26	24	92	9	35
46-55	41	31	76	12	29
56-65	142	92	65	38	27
66-75	221	153	69	73	33
76-85	174	107	61	42	24
86 or more	59	32	54	19	32
<b>TOTAL</b>	<b>669</b>	<b>444</b>	<b>66</b>	<b>194</b>	<b>29</b>

There would be little effect due to the age grouping on the extent to which the independent food shops are visited. However there appears to be a trend for the use of the Tesco/CooP with age.

#### **14. If new shops were to open in Highcliffe which would you use?**

Of the five shops mentioned the book shop and the shoe shop were the most popular. In the list of the residents' proposals were:

**Table 14a. Proposals for "New " Shops and Services**

- A bank
- Department Store
- Larger Supermarket with free parking
- National Brands: M&S, Aldi, Lidl, Iceland, Boots, W H Smiths, Superdrug, 99p Store, Range Store.
- Hardware, DIY
- Pharmacy at east end of the shopping centre
- Haberdashers
- Clothing Stores, Men's Outfitters, baby and toddlers clothing many wished for top end quality and some trendy boutiques.
- More choice of food shops including bakers, greengrocer and fishmonger (open more than just Saturday morning);
- Restaurant: open in the evening; wide choice of menus; an Italian restaurant;
- Another medical centre at the eastern end of the shopping centre;
- A NHS dentist

#### **15. What improvements would you like to make to Highcliffe Shopping Centre?**

##### **PROPOSED IMPROVEMENTS**

**Table 15a. Facilities**

- Establish a focal meeting area away from the noise and fumes with seating and shelters;
- Introduce more seating and shelters.
- Develop a seating area on the forecourt outside the Methodist Church;
- Stage events in the centre (Salvation Army Band)
- Repair the pavements
- Remove advertising clutter from the public pavements

**Table 15b. Appearance and Safety**

- More planters and flowers
- Lower the hanging baskets to make the flowers more visible
- Introduce trees
- Clear weeds from forecourts
- Reduce the clutter on the forecourts – particularly outside house clearance shops;
- Encourage improvements to the shops on the south side of Lymington Road to the east of Sea Corner;
- Improve the frontage of the sports and social club;
- Improve the shop fronts where paintwork is in poor condition
- Clean the signposts and restore the Sea Corner fingerpost.

Responses from residents support the view that they are concerned about the level of traffic and in particular the HGVs (Tables and ) Some were in favour of widening where the pavement was narrow because of the fear of being hit by wing mirrors. At times there was significant congestion and at other vehicles travelled faster than the speed limit. A number of suggestions were to resolve the perceived problems; these were:

**Table 15c. Traffic Management**

- Pedestrianise the Shopping Centre
- Provide a Bypass
- HGV Ban
- Restrict HGV Delivery Times
- One way system
- Remove all on-street parking
- Remove some on-street parking
- Increase free parking times
- Improve on-street parking
- Introduce Cycle Ways
- Stop cycling on the pavement
- Introduce new pedestrian crossings
- Increase crossing times
- Audible warnings on Sea Corner Traffic Signals
- Enforce speed limit
- Lower speed limit
- Widen the access to Wortley Road Car Park from the Lymington Road

Further explanations are given below:

*1. Pedestrianise the Shopping Centre*

This was the most extreme suggestion and would prevent any through traffic passing through the centre and would provide an area for events. No indication was made of the extent of the pedestrian zone and how access to Buce Hayes Close, Stanley Road, the car park and residential properties might be achieved. A bypass would be necessary for through traffic

*2. Bypass*

Wortley Road and Wharnccliffe Road were mentioned as possible routes for two-way through traffic.

*3. HGV Ban*

This was a popular response to the problem and some suggested that the Ringwood Road through Walkford could be an alternative route; there were no other diversions proposed

#### *4. One way system*

The proposed scheme would have eastbound traffic travelling through the primary shopping core and westbound bypassing the centre along Waterford and Wharncliffe Roads.

#### *5. Remove all on-street parking*

Congestion was seen to be caused by the movement of vehicles into and out of on street parking places. This did not address parking in side roads and private car parks such as The Globe and Tesco Methodist Church, Social Club, private forecourts and the narrow accesses to parking areas behind the shops and offices.

#### *6. Remove some on-street parking*

Removing parking on one side of the road was suggested and particularly along the south side of Lymington Road nearest to Sea Corner.

#### *7. Only have on-street parking in the Shopping Area in the evening*

This proposal is aimed at reducing congestion during the day whilst permitting parking to visit the takeaways in the evening.

#### *8. Widen some narrow sections of pavement*

#### *9. Cycle ways*

Introduce cycle ways on the road or pavement

#### *10. Stop cycling on the pavement*

Enforce the restriction as current situation is dangerous and people have been hit.

#### *11. Pedestrian Crossings*

*Introduce new pedestrian crossings*

It was proposed that new crossings were needed by the Post Office and between the Coop and Sea Corner

#### *12. Increase crossing times at the crossings*

#### *13. Provide an audible warning on the Sea Corner lights*

### **Table 15d. Parking in Wortley Road Car Park**

- Free parking
- Reduce Parking Charges
- Introduce a parking clock system
- Widen the access to Wortley Road Car Park from the Lymington Road