

Appendix G Feedback from Business Survey, Shoppers Survey, DCC Education

PAGE 1: Your Business

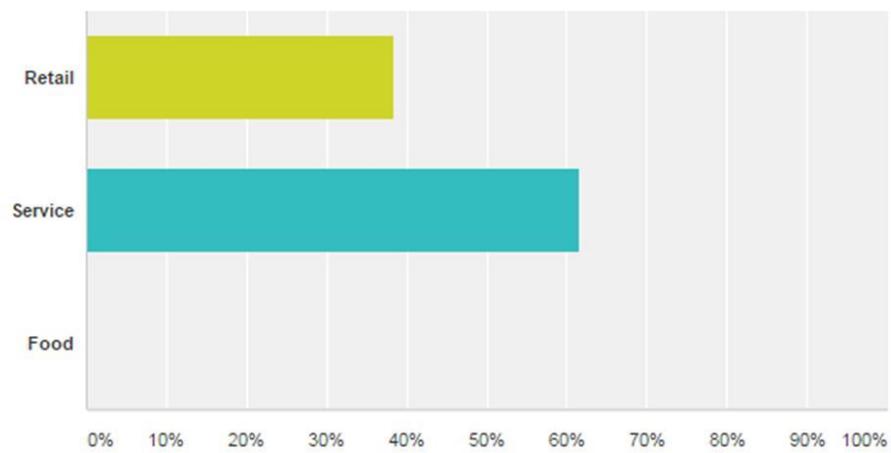
Q1

Customize

Export ▾

What type of business are you?

Answered: 13 Skipped: 0



Answer Choices	Responses
▾ Retail	38.46% 5
▾ Service	61.54% 8
▾ Food	0.00% 0
Total	13

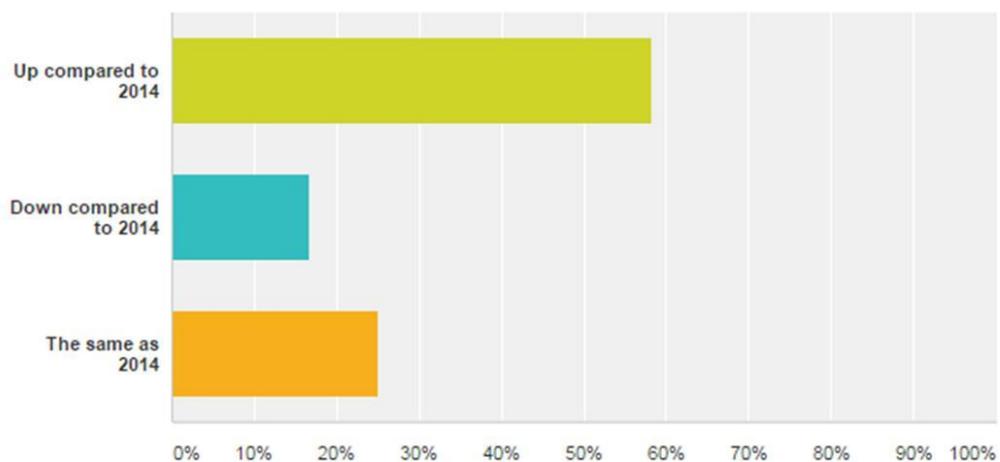
Q2

Customize

Export ▾

How was your trade in 2015 compared to 2014?

Answered: 12 Skipped: 1



Answer Choices	Responses
▼ Up compared to 2014	58.33% 7
▼ Down compared to 2014	16.67% 2
▼ The same as 2014	25.00% 3
Total	12

Showing 5 responses

Internet & the economy

1/13/2016 11:40 AM [View respondent's answers](#)

start up costs were huge in first year, now we are settled in things can only get better

1/11/2016 9:29 AM [View respondent's answers](#)

extension national and local advertising and promotion

1/11/2016 9:26 AM [View respondent's answers](#)

Improved economy, more established.

1/10/2016 6:39 PM [View respondent's answers](#)

Better public awareness, late night opening on a friday night

1/10/2016 6:36 PM [View respondent's answers](#)

What ideas do you have for the Chamber of Commerce to promote the town and its businesses in 2016?

Answered: 7 Skipped: 6

● Responses (7)

☁ Text Analysis

📁 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as... ▾

Filter by Category ▾

Search responses



Showing 7 responses

Discounts for members - not all businesses know what products/services everyone else offers. Discount among members = benefit of membership.

1/13/2016 11:40 AM [View respondent's answers](#)

Maybe encouraging other businesses that are not members of the CoC to come forward and share their ideas/concerns

1/11/2016 10:02 AM [View respondent's answers](#)

be cohesive, get behind projects that are good for the town

1/11/2016 9:29 AM [View respondent's answers](#)

Promotion and energise all members, encourage new members

1/11/2016 9:26 AM [View respondent's answers](#)

There is a need to invent a USP concept that helps people get a better understanding of all product and services available.

1/10/2016 7:01 PM [View respondent's answers](#)

Try putting past differences and squables aside and all work together regardless of some shops selling similar things. You know who you are...

1/10/2016 6:26 PM [View respondent's answers](#)

more involment with ongoing events in town 9e.g. show window displays

We need better support at meetings first, in order to have much more ambitious plans for the future, but not sure how!

Really liked the reindeer idea and good to get escot involved. Hopefully this will attract interest from further afield next year. Good to have unique ideas like this.

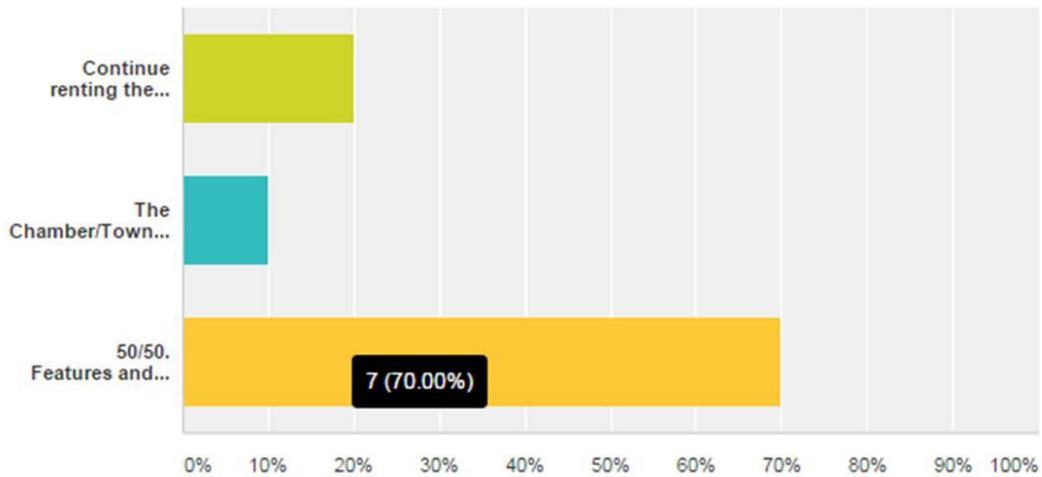
Q4

Customize

Export

This year the towns Christmas lights cost the chamber £1300, what do you feel we should do in the future?

Answered: 10 Skipped: 3



Answer Choices	Responses
Continue renting the Christmas lights as per this year?	20.00% 2
The Chamber/Town council to purchase our own lights?	10.00% 1
50/50. Features and trees owned and erected by town/chamber. String Lighting rented and erected ?	70.00% 7
Total	10

Showing 3 responses

More dicussion needs to take place before a decison made.

1/11/2016 9:32 AM [View respondent's answers](#)

how much are the lights to buy and what sort of up keep will they cost to maintain

1/11/2016 9:31 AM [View respondent's answers](#)

Focus the lights and all funtions around the council offices and the tree. Therefore the full cost could be supported by local government. Question: Do the lights alone bring in more revenue.?

1/10/2016 7:10 PM [View respondent's answers](#)

Individual shops in town centre provide smaller lights combined with 50/50 option.
 Good to get the town tree under chamber control
 The town council and not the chamber to purchase the towns lights.

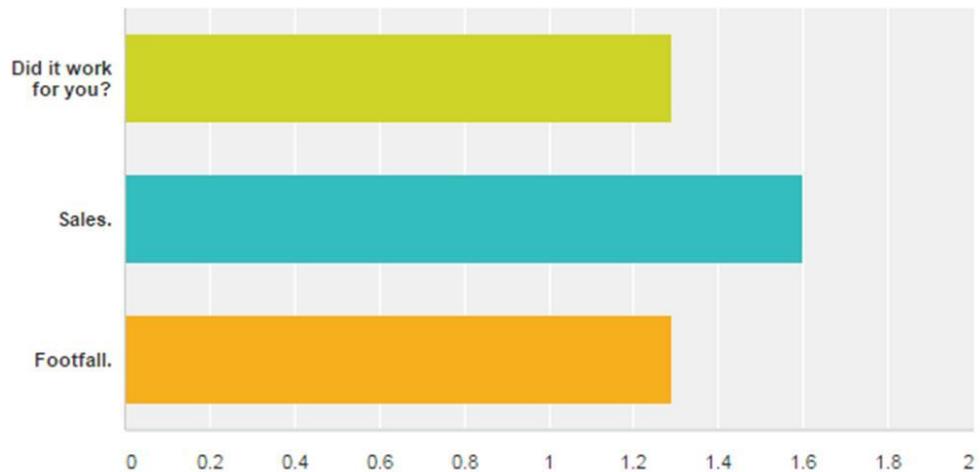
Q5

Customize

Export

Late night Shopping & Christmas lights switch on.

Answered: 11 Skipped: 2



	Yes / Good	Neutral	No / Poor	N/A	Total	Weighted Average
Did it work for you?	45.45% 5	18.18% 2	0.00% 0	36.36% 4	11	1.29
Sales.	18.18% 2	27.27% 3	0.00% 0	54.55% 6	11	1.60
Footfall.	45.45% 5	18.18% 2	0.00% 0	36.36% 4	11	1.29

Showing 6 responses

Collection tins promoting Xmas Light and C of C to be prominently placed for donations. Tar Barrel collectors are in your face on the night and we could be to a lesser extent.

1/13/2016 11:43 AM [View respondent's answers](#)

Street lights this year were most unattractive and ill placed, lack of cover in Mill Street was not acceptable

1/11/2016 9:32 AM [View respondent's answers](#)

it does not effect our business

1/11/2016 9:31 AM [View respondent's answers](#)

Footfall is reliant on the volume of free food and beverage available but it does not constitute any short term financial gain. Its basically a PR event

1/10/2016 7:10 PM [View respondent's answers](#)

Move switch on somewhere visible - it's for the town not the council

1/10/2016 6:37 PM [View respondent's answers](#)

Couldn't hear the countdown

12/31/2015 1:47 PM [View respondent's answers](#)

Some shops closed at 7pm which may infact been to early! Most shops were doing more business later in the evening.

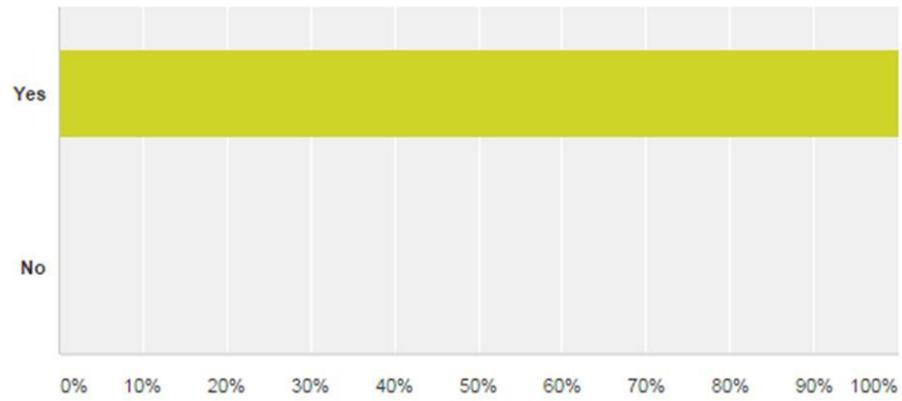
Q7

Customize

Export ▾

Are you a current member of the chamber of commerce?

Answered: 11 Skipped: 2



Answer Choices	Responses
▾ Yes	100.00% 11
▾ No	0.00% 0
Total	11
Comments (0)	

Q8

Export ▾

**In regards to Chamber meetings, what would encourage you to attend them?
(Time/day of meeting, frequency of meetings, Meeting/Social, business speakers, meetings limited to one hour)**

Answered: 6 Skipped: 7

● Responses (6)

▲ Text Analysis

📁 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as... ▾

Filter by Category ▾

Search responses



Showing 6 responses

Talking about something other than Xmas Lights all the time - I appreciate its our biggest item of expenditure but we tend to talk about the same issues month in month out

1/13/2016 11:56 AM [View respondent's answers](#)

less talk more action

1/11/2016 9:32 AM [View respondent's answers](#)

Having a solid marketing plan that has a positive final result for the towns businesses (it members)

1/10/2016 7:14 PM [View respondent's answers](#)

1/10/2016 6:37 PM [View respondent's answers](#)

meeting/social

1/8/2016 10:26 PM [View respondent's answers](#)

Breakfast meetings

12/31/2015 1:48 PM [View respondent's answers](#)

Morning meetings are easier, 7pm meetings are not convenient as I don't live in Ottery and have young children

Limiting meetings to just one hour sounds good, then people have the option to socialise / chat afterwards.

Eariler start time to ensure early finish.

What would you like to see the chamber of commerce do for you in 2016?

Answered: 7 Skipped: 6

● Responses (7)

☁ Text Analysis

📁 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as... ▾

Filter by Category ▾

Search responses



Showing 7 responses

1) Become financially sound, 2) Have a stable committee, 3) Attract more active members, 4) Provide member benefits

1/13/2016 11:56 AM [View respondent's answers](#)

Having been in Ottery for only one Summer, there didnt seem a lot of summer promotion to encourage people to come into the town, ie bunting etc.

1/11/2016 10:04 AM [View respondent's answers](#)

It is not so much what it can do for the individual but for the whole town!

1/11/2016 9:32 AM [View respondent's answers](#)

the chamber cannot do much for our business however i think it could do more in the promotion of ottery

1/11/2016 9:32 AM [View respondent's answers](#)

Saved money on christmas lights to be restructured and perhaps spend on a diary for every household with advertising content that is paid for by non members and free to members.

1/10/2016 7:14 PM [View respondent's answers](#)

1/10/2016 6:37 PM [View respondent's answers](#)

get paving slabs reinstated on pavements, more parking spaces available in town and roadworks kept to a minimum and not near xmas

Better co-ordination of shops opening/closing time.

OTTERY ST MARY TOWN CENTRE BUSINESS SURVEY SPRING 2016

6 surveys completed. Each has notes that are very various by each person consulted.

Breakdown of the direct questions asked;

1. **Type of business.** Retail x 5
Restaurants/pubs/catering x 1

3 businesses are also wholesale.

2. All businesses (6) who responded are independent.

3. **How long in business at present location?**

Less than a year x 1

10 years plus x 5

4. **Does your business open on a Sunday?**

All 6 respondents said no.

5. **Does your business open in the evenings?**

All 6 respondents said no.

6. **Number of employees**

1 x 11 full time, 7 part time and 6 volunteers

1 x 1 full time ,

1 x 3 x full time. 4 part time

1 x 3 x full time 1 part time

1 x 1 x full time 1 part time1 part time

Does your business have a website?

3 respondents said yes

3 said no.

7. **Does your business do off online sales**

1 x yes

3 x no

8. **Plans with regard to your current premises**

All responded with a no plans to move or change premises.

9. **Overall view of OSM town as a place to do business**

very good x 1

good x 2

average x 3

OTTERY ST MARY NEIGHBOURHOOD PLAN - SHOPPER SURVEY

HELLO. WE ARE FROM THE NEIGHBOURHOOD PLAN WORKING GROUP.
WE ARE CONDUCTING A SURVEY ABOUT THE TOWN CENTRE.
CAN I ASK YOU A FEW SHORT QUESTIONS?

1. HOW OFTEN DO YOU COME TO THE TOWN CENTRE?

Every day Most days Weekly Fortnightly Monthly Less often My first visit

2. WHY DO YOU COME TO THE TOWN CENTRE? (Tick all that apply)

Sainsbury's Other food shops Non-food items **Services:** Bank, Post office, library, etc **Leisure:** eat, drink, park, tourism, etc I work here I live here

3. IF SHOPPING AT SAINSBURY'S, DO YOU GO ELSEWHERE IN THE CENTRE AT THAT VISIT?

Often Occasionally Rarely Never

4. HOW DID YOU GET HERE?

Car/Motorbike Bicycle Walked Bus

5. IF BY CAR, WHERE DID YOU PARK

Sainsbury's Land of Canaan C/P Brook Street C/P A Town Centre Street Other street

6. WHAT'S GOOD OR BAD ABOUT THE TOWN CENTRE?
Please answer 'Good,' 'Bad' or 'No View' on the following:

	GOOD	BAD	NO VIEW	
Town Centre Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Town Centre Appearance
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cleanliness
Public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Public spaces
Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Shops
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Customer service
Restaurants & pubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Restaurants & pubs
Access to Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Access to Services
Cultural events & activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cultural events & activities
Transport Links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Transport Links
Ease of walking around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ease of walking around
Convenient to where I live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Convenient to where I live
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Safety
Car Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Car Parking
Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heritage
Land of Canaan Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Land of Canaan Park

7. HOW LONG DO YOU STAY WHEN YOU VISIT THE TOWN CENTRE

Less than 1 hour 1-2 hours 2-4 hours 4-6 hours All day

8. Do you support action to preserve and enhance the historic character of the Town?

Yes No Don't know

9. WHAT TWO THINGS WOULD MAKE YOU STAY LONGER IN THE TOWN CENTRE?

1

2

10. ABOUT YOU

Gender: MALE FEMALE

Age: 16-25 26-35 36-45 46-55 55-65 Over 65

Where you live: In the Town OS M Parish: Allington, West Hill, Tipton St John & etc Within 5 miles Within 10 miles Within 25 miles Further away

THANK YOU FOR YOUR TIME AND YOUR VIEWS. IT WILL HELP US IMPROVE THE TOWN CENTRE.

Feedback on OTTERY ST MARY TOWN CENTRE VISITORS SURVEY SPRING 2016

54 surveys completed.

Gender: male - 22 female - 29 others – not given

Age : 16-25 x 1 26-35 x 1 36-45 x 7 46-55 x 7
56-65 x 13 65+ x 25

Where do you Live.?

OSM town x 36 within 5 miles x 13 within 10 miles x 1
Further afield x 2

How often do you visit.?

Daily 22
Weekly 8
Once a month 2
First visit 2

What do you visit for.?

Convenience shopping 31
Convenience shopping + Sainsbury's 35
No food 19
Services 26
Leisure 18
Work 2
Private residence 1
Other 2

If you visit Sainsbury's do you link it to other...?

Often 16
Occasionally 2
Rarely 2

How do you travel?

Foot 17
Bike 1
Car 24
Other 1
Bus 1

Where do you park?

land of Canaan. 5
Sainsbury's 16
Brook Street 1
Town centre street 7
Other 1

Positive aspects of town

physical appearance 32
cleanliness 37
public realm and spaces, seating 16
retail offer 29
customer service 36
restaurants and pubs 17
access to services 27
cultural / events 25
transport links 17

DCC Education Consultation

Education Conditions in Ottery Parish

The Ottery Parish is served by three primary schools, Ottery St Mary Primary School, Tipton St John Church of England Primary School and West Hill Primary School.

The King's School provides secondary and post 16 for the Parish and wider Local Learning Community which includes Feniton C of E Primary School and Payhembury Church of England Primary School.

Primary Provision

All three primary schools are at their capacity with virtually no potential to expand. Despite falling demographics in early years, there remains continued pressure on Primary school places due to inward migration with parents moving into the area and also high levels of choice from parents living outside of the immediate catchment. OSMTC recognizes the detrimental impact on both family life and community life when families are not able to send their children to their local primary school due to lack of capacity. This is a very real problem for families moving into the area as they are unlikely to find places for their children in their catchment school if they have missed the reception intake. It is not unusual for such families to have their children on the waiting list for the local school for a number of years and families to have two primary aged children attending different village schools. This is an unsatisfactory situation.

Whilst the numbers using NHS data suggest there will be a falling school roll, it is projected in fact that there will be continued inward migration, in particular in the town, therefore the numbers will rise further. Devon County Council, as strategic Education Authority, has confirmed that it considers the schools will remain full due to the popularity, migration and approved housing development.

In a letter to East Devon, June 2015 regarding the Local Plan, Devon County Council highlighted it would be helpful, in respect to Ottery (Strategy 24) to amend the plan *'to refer to the need to provide new or expanded primary school provision including land in the town'*.

Devon County Council has recently confirmed that it requires a further 105 places in the town to mitigate the impact of development and as such is currently looking at proposals to identify a new school site. However, Devon has also confirmed that any new school would need to be at least 210 (7 years of 30) and as such will be seeking a site that can deliver a minimum 210 places. The provision of an additional 210 place primary school could be potentially detrimental to numbers attending the current primary schools and therefore funding of the existing primary schools. We note that to-date there has been no firm commitment on the part of Devon County Council to fund the construction of the additional primary school, nor has any firm timescale been provided. This means that at the current time and for some time in the future there will be insufficient primary school provision to meet existing education needs within the parish.

The school in Tipton occupies a split site with the lower school site experiencing significant flooding. Flooding occurred most recently in December 2015. A bid to central Government to replace the school within the village has been unsuccessful however at the time of writing, further discussions are ongoing with the Department of Education. Devon County Council has indicated that even if funds were secured to rebuild the school, due to the low numbers living in the catchment area, it would be unlikely the school would be expanded in the village to meet wider demand across the Parish.

Secondary Provision

The Kings school is a successful and popular school and is consistently oversubscribed due to high levels of preference from within and outside of its immediate catchment area. The school has a published admission number (PAN) of 180 with its feeder primary schools PAN currently totalling 145.

The Kings school occupies a constrained site which makes expansion difficult but opportunities are being taken to rationalise the existing site. Whilst the school will be able to admit in area children through the normal admissions round, it may be difficult young people moving into the area during a school year to secure a place at the school due to the high level of parental preference for the school from outside of its catchment.