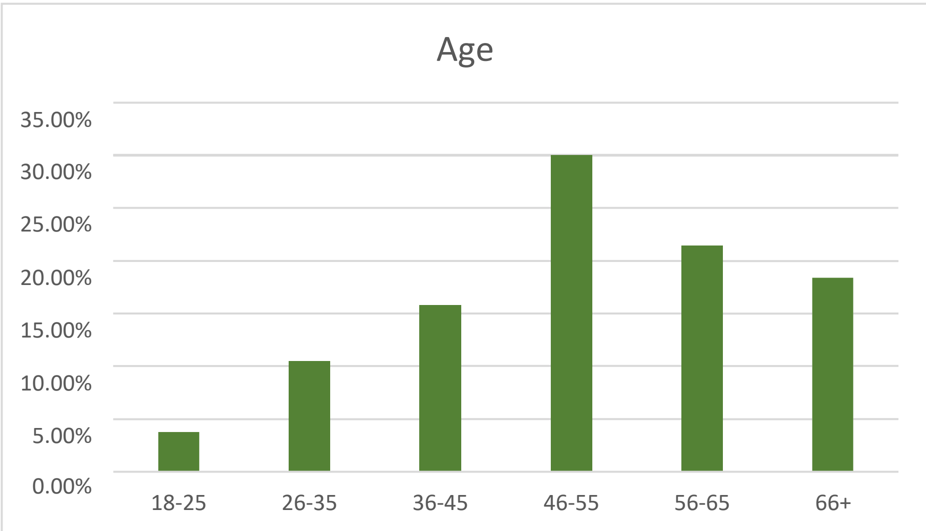
Scrutiny Task & Finish Place End of Survey Report

This report is a brief overview of the Place survey that launched on Friday 23rd October, concluding on Friday 4th December. Social media was the tool used to enhance the number of responses, and this apparent when looking at Google Analytics data. This report provides an overview of the top-level data from the survey. Deeper diver analysis into themes and the open text comments will follow in parallel with routes that Scrutiny wish to take.

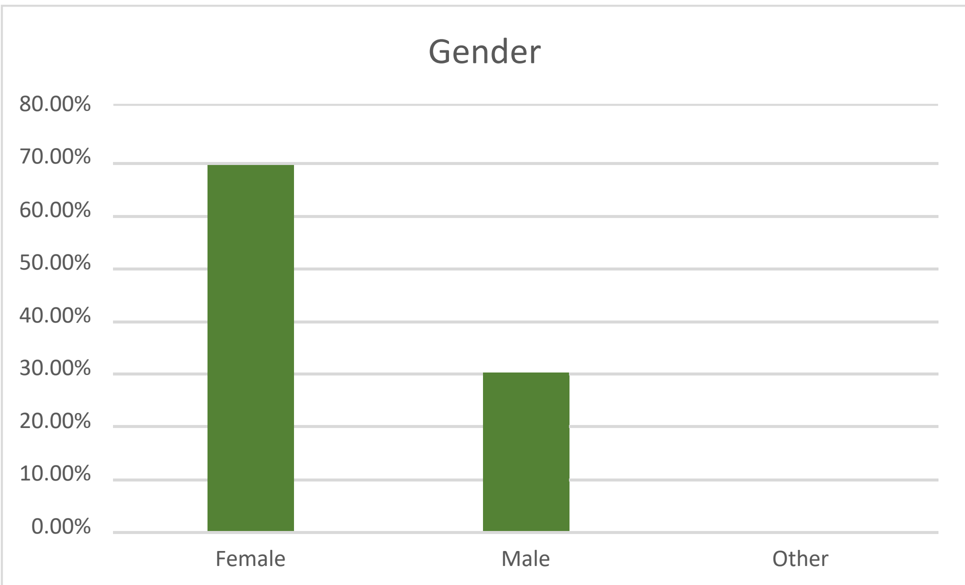
Participant Demographics

Overall, there were 327 responses to the Place survey, and the demographics of the respondents are detailed below. Appendix 1 consists of the non-visual data.

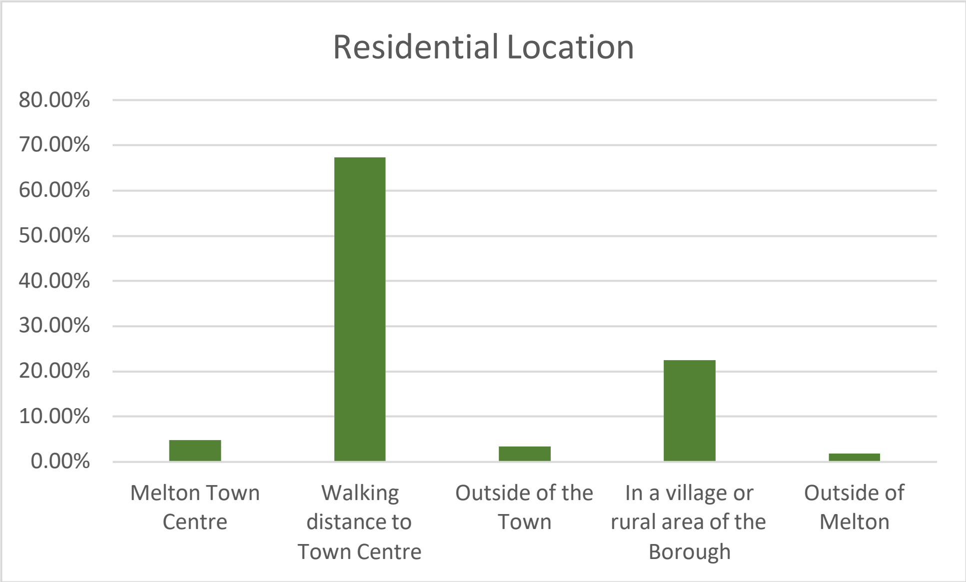
Age



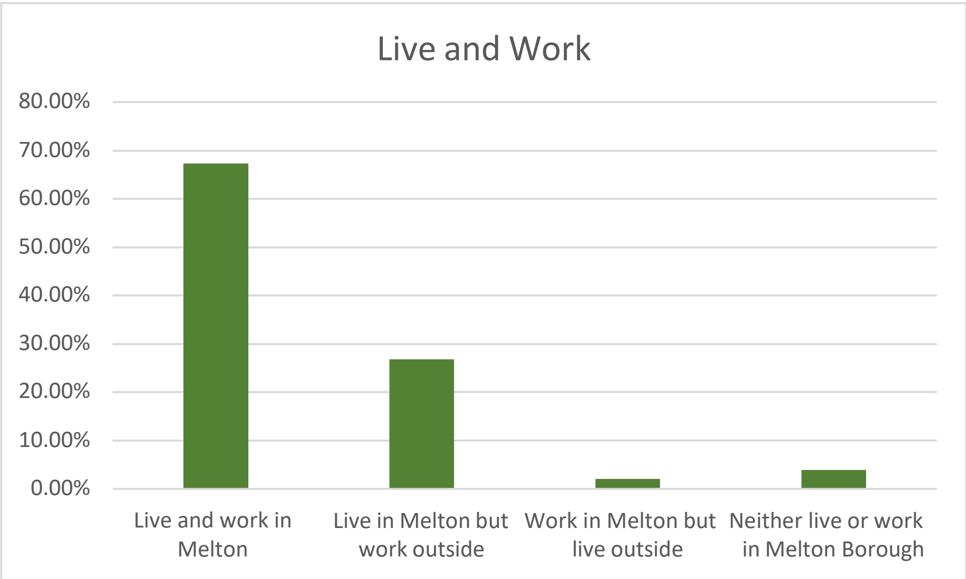
Gender



Residential



Live & Work

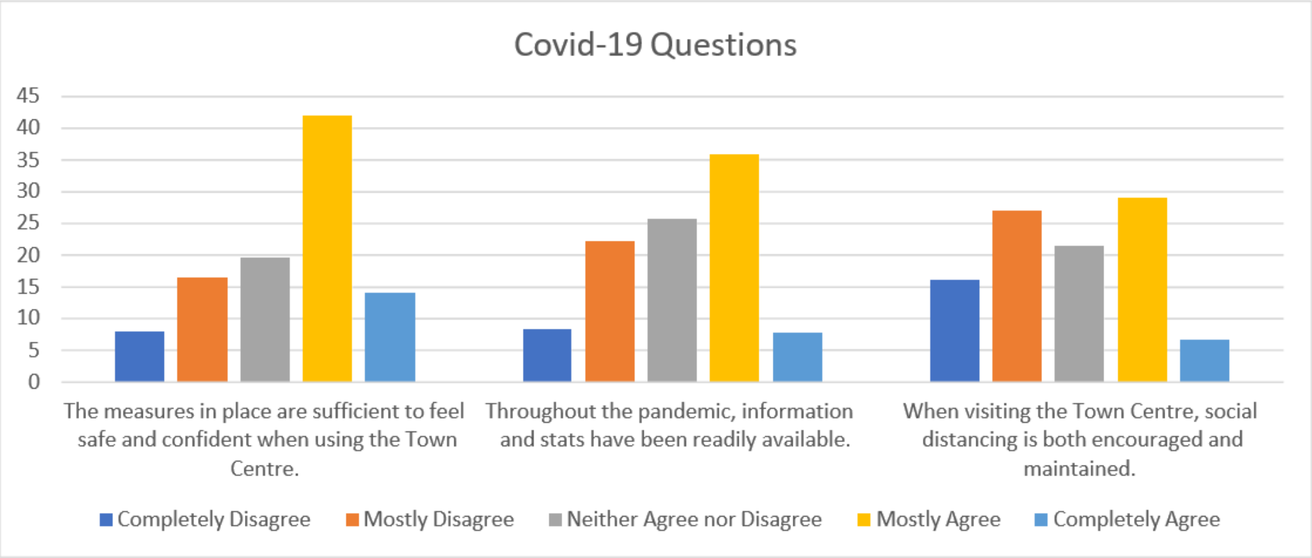


Covid-19 Questions

Below is a summary of the initial Covid-19 questions asked at the beginning of the survey. When combining positive and negative responses, the trends identified in the interim report remain. There is a positive lean towards the first two questions about safety measures and how readily available stats are. However, there is more of a negative response to the question about social distancing.

These positive and negative answers are:

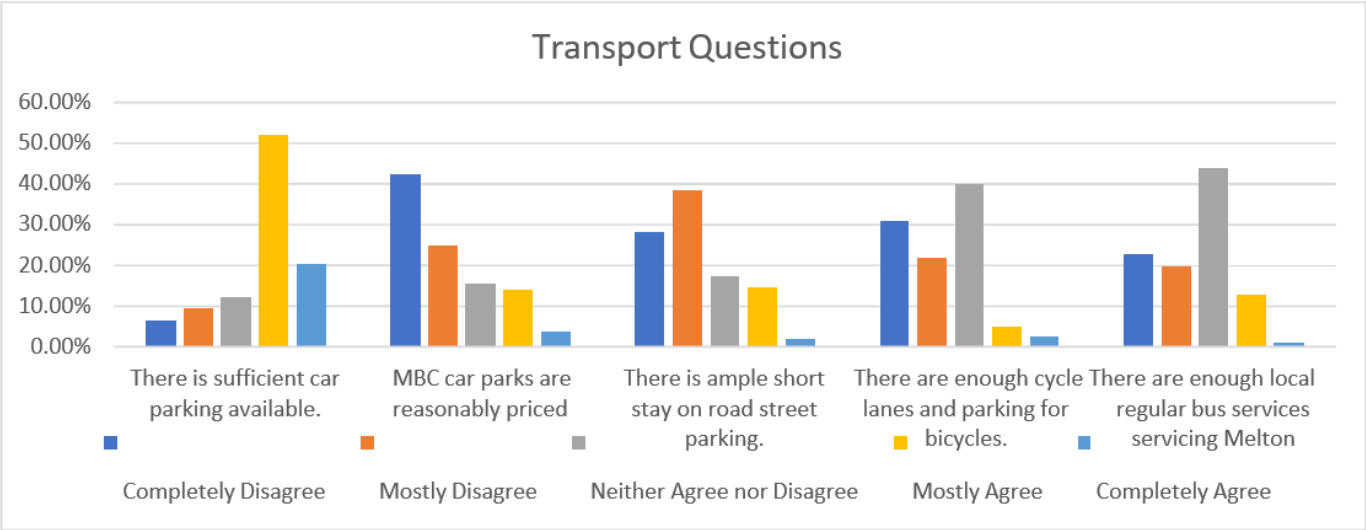
- Safety measures are sufficient +56%/-25%
- Stats & Information are available - +44%/-31%
- Social distancing is encouraged and maintained - +36%/-43%



Transport Questions

When removing the answers that neither agree nor disagree, there is again a clear negative or positive trend for each of the answers, similar to the detail in the interim report. Percentages below have been rounded.

- Sufficient car parking - +72%/-16%
- Car parks are reasonably priced - +18%/-67%
- Ample short stay parking - +16%/-66%
- Cycle lanes & bicycle parking - +8%/-53%
- Enough local bus services – +14%/-43%



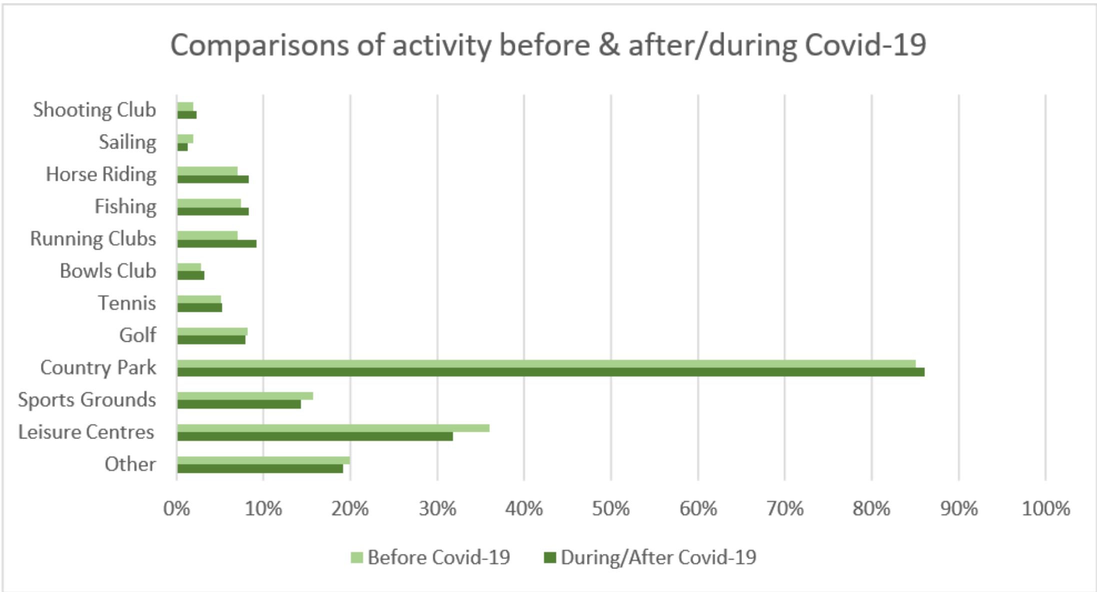
Priority of Facilities

Respondents were asked to rank facilities in priority order. These are detailed in the table below in order of priority. They were also asked an open text box question about anything they feel was missed. Some of the more frequent answers included clothing stores, independent retailers, attractions for younger people and public toilets.

Statement	Score (Lower = Higher Priority)
A wider variety of shops	2.61
Improved cleanliness	3.24
Additional special events	3.40
Additional nightlife/evening entertainment	3.63
Additional town centre seating	3.75
Additional cafes & restaurants	4.23

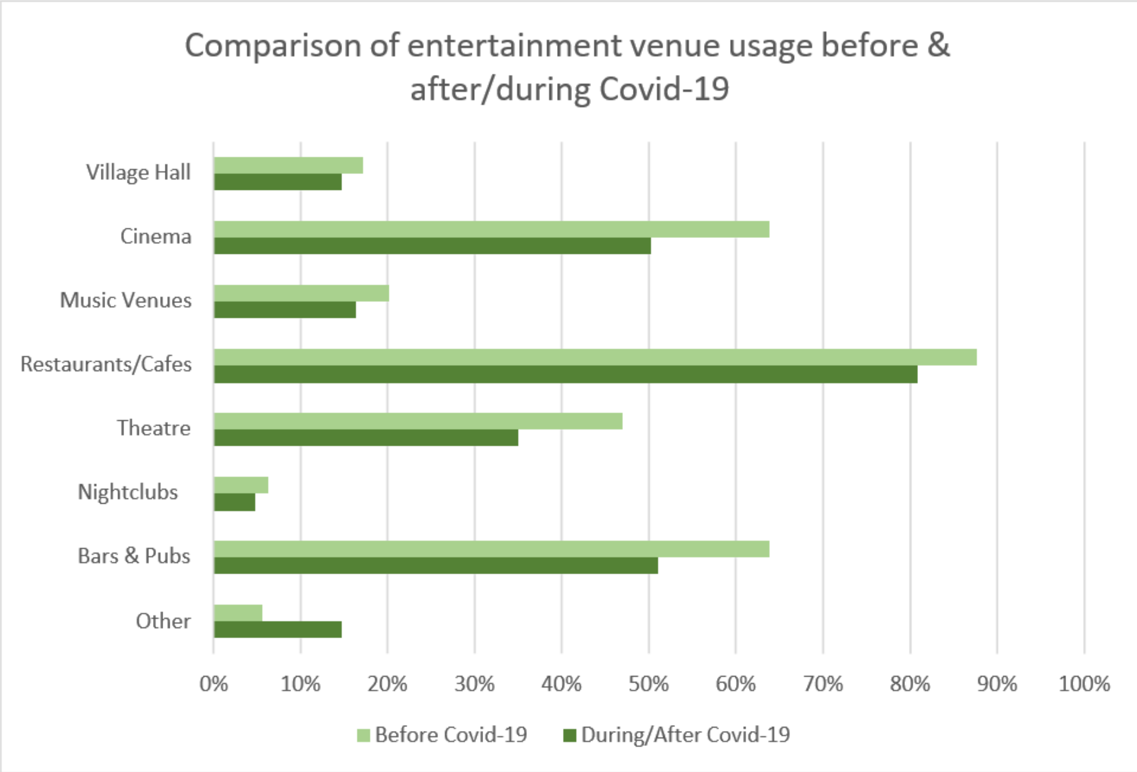
Activity and Leisure Use

This graph shows you the comparison of two questions. It compares the usage of facilities/activities before Covid-19 and during/after Covid. As in the interim report, there is a downwards trend in almost all of the options, with the largest fall being the Leisure Centres. There is a small increase in running clubs and horse riding, and a similar figure for fishing and the country park.



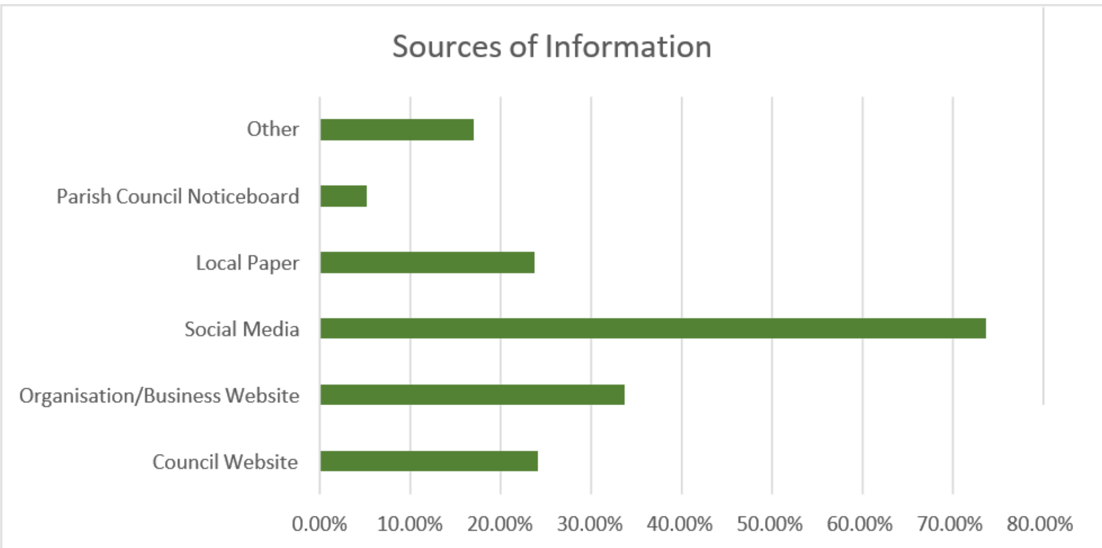
Entertainment venue usage

The following graph is also laid out in a similar way, comparing usage before and after/during Covid-19. Again, as in the interim report that is still a downwards trend in all but one choice, with the largest drops being Cinema, Theatre and Bars & Pubs. There was a small, but significant increase in Other and after reading comments this was down to respondents saying they would use None.



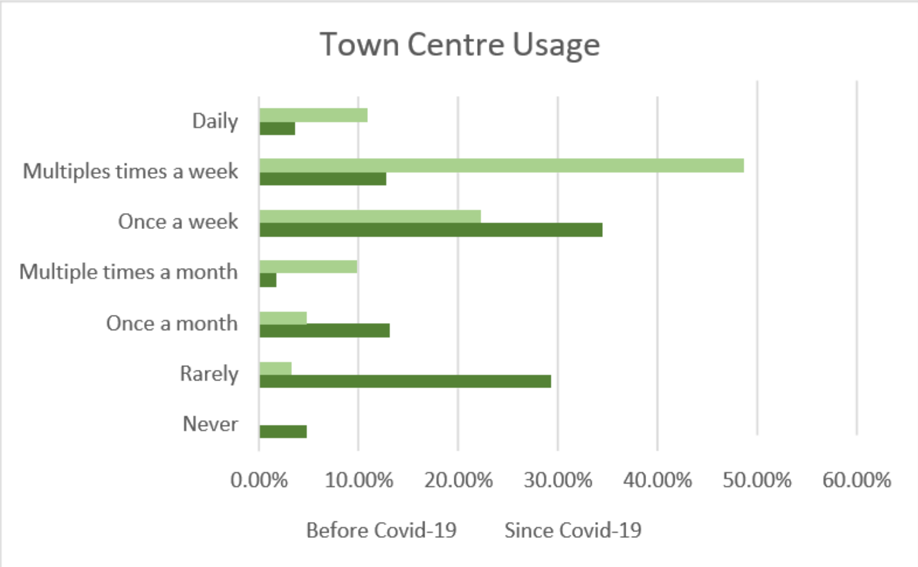
Sources of Information

Below shows all of the sources of information the respondents use to find information about retail and Leisure facilities, with over 70% ofusing social media as one of their sources. This correlates with the majority of people filling out the survey through our social media posts. Responses for Other included word of mouth, Google and the Melton Gig Guide.



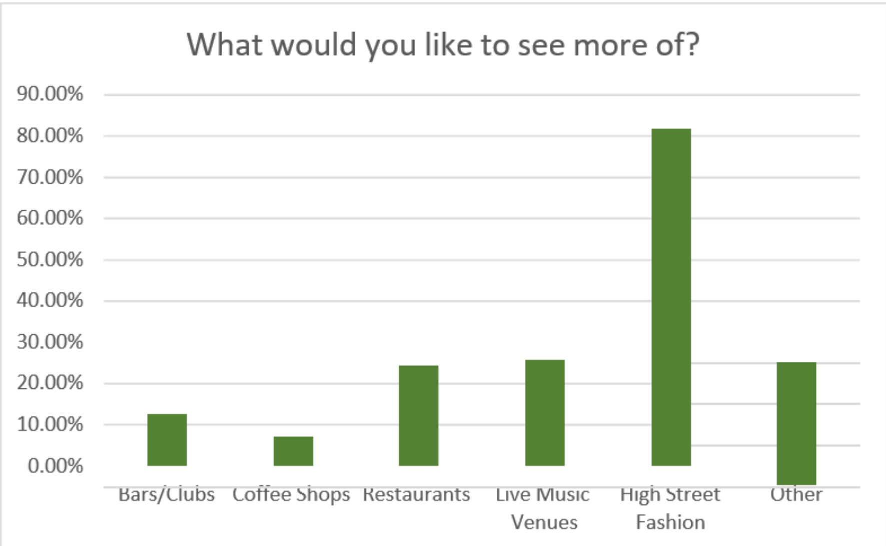
Town Centre Usage

Respondents were asked to compare how often they used the Town Centre before Covid-19 and how often that is now. As shown in the interim report, there is still a clear trend towards the less frequent visits. The largest drop is in multiple times a week, and the largest growth being rarely with almost 30% of respondents now rarely visiting the Town Centre.



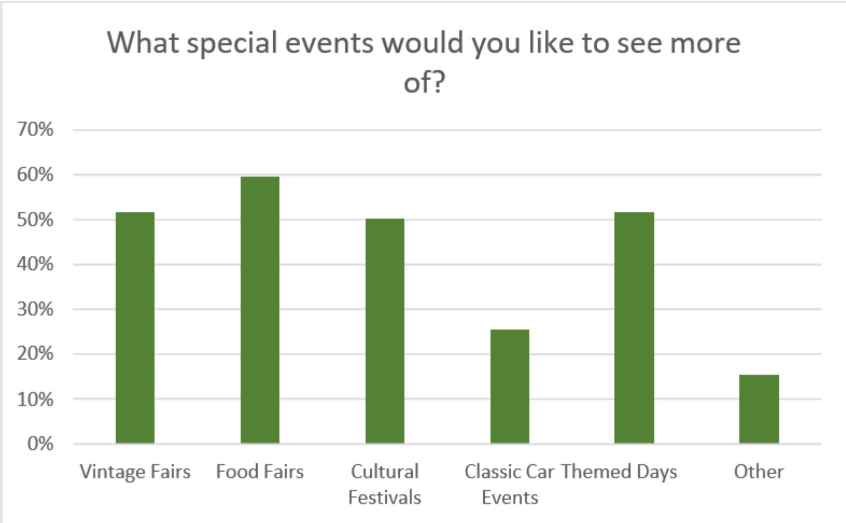
Additions to Melton

Respondents were asked what they would like to see more of in Melton Town Centre. High Street Fashion was a clear first choice amongst those that engaged with the survey. Other is the second highest choice with responses including independent stores and bookshops.



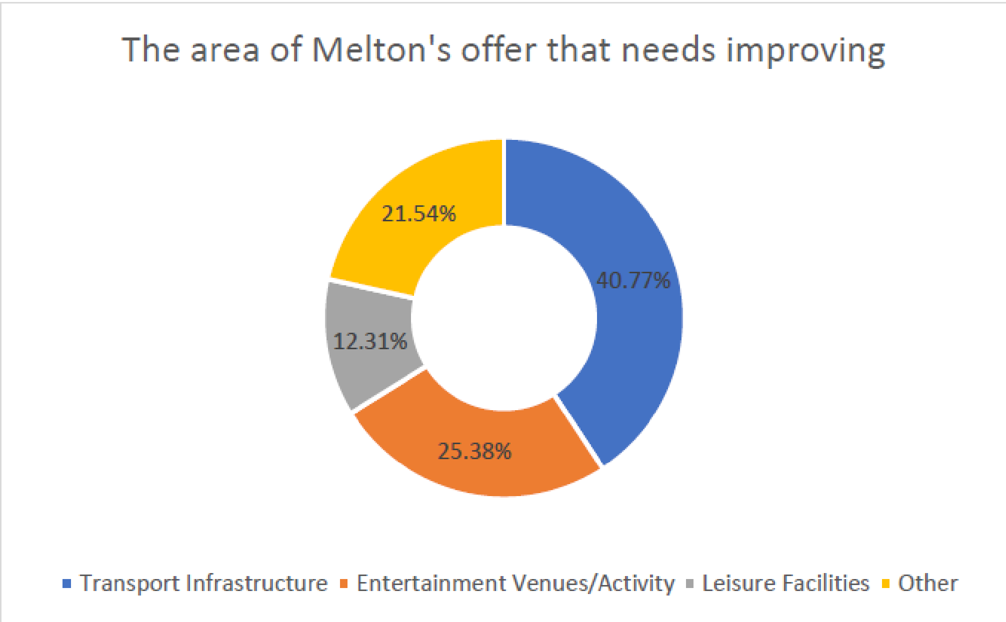
Special Events

Below details the special events that the respondents would like to see more of in Melton. Food Fairs was the most popular selection, with a handful of others also being chosen as priority. Some options that were included in Other were open air events and sporting events, such as a half marathon.



Improvements

Respondents were asked to select which area of Melton's offer they felt needed improving the most. Transport infrastructure was chosen the most with over 40% of the share. Other was selected over 20% of the time, and the open text comments still included the retail and shopping experience.



What is great about Melton

Below is a word cloud created from an open text question about why Melton is great. The darker the word the higher the frequency of use and as you can see the people, parks and community still stand out as the most frequently used words.

Appendix 1 – Demographic Data

Age

Age Group	Percentage of Respondents
18-25	3.76%
26-35	10.53%
36-45	15.79%
46-55	30.08%
56-65	21.43%
66+	18.42%

Gender

Gender	Percentage of Respondents
Female	69.81%
Male	30.19%
Other	0%

Residential

Location	Percentage of Respondents
Melton Town Centre	4.89%
Walking distance to Town Centre	67.29%
Outside of the Town	3.38%
In a village or rural area of the Borough	22.56%
Outside of Melton	1.88%

Live and Work

Where they live & work	Percentage of Respondents
Live and work in Melton	67.32%
Live in Melton but work outside	26.77%
Work in Melton but live outside	1.97%
Neither live nor work in Melton Borough	3.94%