

In-centre Survey Methodology Note

Survey Dates

There are four centres to be surveyed (Bury, Ramsbottom, Prestwich and Radcliffe), each on two separate days. One of these days is considered to be a busier shopping day, one a quieter day to ensure a good spread of people using the centre. In centres where markets are held (Bury and Radcliffe) one of these days is a market day. For Ramsbottom, a survey is being carried out on a Sunday to ensure the tourist attraction of the town is being taken into account.

The dates of surveys for each town centre are copied below.

Centre	Day	Option 7	Surveys to Be Achieved Each Day
Bury	Day 1	Wednesday 31 August (m)	25
	Day 2	Thursday 1 September	25
Prestwich	Day 1	Monday 12 September	25
	Day 2	Friday 9 September	25
Ramsbottom	Day 1	Sunday 11 September	25
	Day 2	Thursday 8 September	25
Radcliffe	Day 1	Wednesday 7 September	25
	Day 2	Tuesday 6 September (m)	25
Dates Between		25 August - 5 September	200

(m) = market day

Daily Schedule

The centres will be surveyed between 09.30 and 13.30 with each of the four surveyors meeting in the centre to allocate survey positions at 09.20. The meeting point in each centre are as follows:

- Bury – to the south of point 4 on the survey location map outside Argos;
- Prestwich – next to point 2 on the survey location map adjacent to the public art in the Longfield Centre central square;
- Ramsbottom – next to point 1 on the survey location map outside the entrance to Morrisons; and,
- Radcliffe – next to point 2 adjacent to the bandstand in the central square.

Council Surveyors will work in two shifts on each day, one from 09.30 until 13.00 and one from 13.00 until 16.30. Drivers Jonas Deloitte surveyors will work all day from 09.30 until 16.30 with an hour lunch break. One surveyor should take this break between 12.00 and 13.00 and one from 13.00 to 14.00. The timings of lunch can be decided by the individual surveyors on each day.

Survey Locations

There are four surveyors for each town centre and each has an approximate location to conduct their surveying within that town centre. Proposed locations are indicated on the maps appended to this note. The surveyor does not have to stay in exactly this spot although should avoid straying significantly far so as to avoid clusters of surveyors in particular areas of the centre. Each surveyor should collect at least 25 responses of people who are intending to make a purchase on the day of the interview, in total giving at least 50 responses per centre and a total of 200 across all surveyors. The survey locations for each centre are:

Prestwich

1. Southern entrance to the Longfield Centre circuit - outside Cancer Research UK store;
2. Square adjacent to the Longfield Centre northern entrance;
3. Bury New Road adjacent to Marks and Spencer Simply Food; and,
4. The western side of Bury New Road just to the north of the bus stop adjacent to Michael Herwald and Co.

Bury

1. The Rock main square (*the surveyor in this location needs to report to The Rock security office prior to beginning the surveys*);
2. Outside the former Marks and Spencer unit within the Mill Gate Centre;
3. The square between the Mill Gate Centre and the market - outside Katsouris; and,
4. Haymarket Street adjacent to the Argos store.

Ramsbottom

1. Outside the entrance to Morrisons;
2. Bridge Street outside Ramsbottom Sweet Shop;
3. Market Place adjacent to the water feature; and,
4. On the western side of Bolton Street outside Fisherwoods Carpets.

Radcliffe

1. Adjacent to the pedestrian crossing and subway on Pilkington Way;
2. In the central square adjacent to the bandstand;
3. Dale Street - south-eastern side adjacent to Limelight Amusements; and,
4. The area around the Dunelm Mill store (including the car park and adjacent streets).

The above survey locations are not fixed (as indicated by the rough zones on the maps) and surveyors should feel free to move around in the vicinity of the points indicated in search of higher response rates. However, surveyors should avoid clustering to avoid shoppers being asked questions more than once in close succession.

Survey Questions

The questions are indicated below:

1. What is your main purpose for visiting CENTRE [Bury/Ramsbottom/Prestwich/Radcliffe] today?
2. Have you or are you intending to make a purchase in CENTRE today?
3. Which shops have you visited or do you intend to visit in CENTRE today?
4. How did you travel to CENTRE today?
5. How often do you normally visit CENTRE?
6. Where else do you go to do your shopping most often?
7. What is your main reason for visiting CENTRE – what is your favourite thing about it?
8. If you could improve one thing about CENTRE, what would it be?

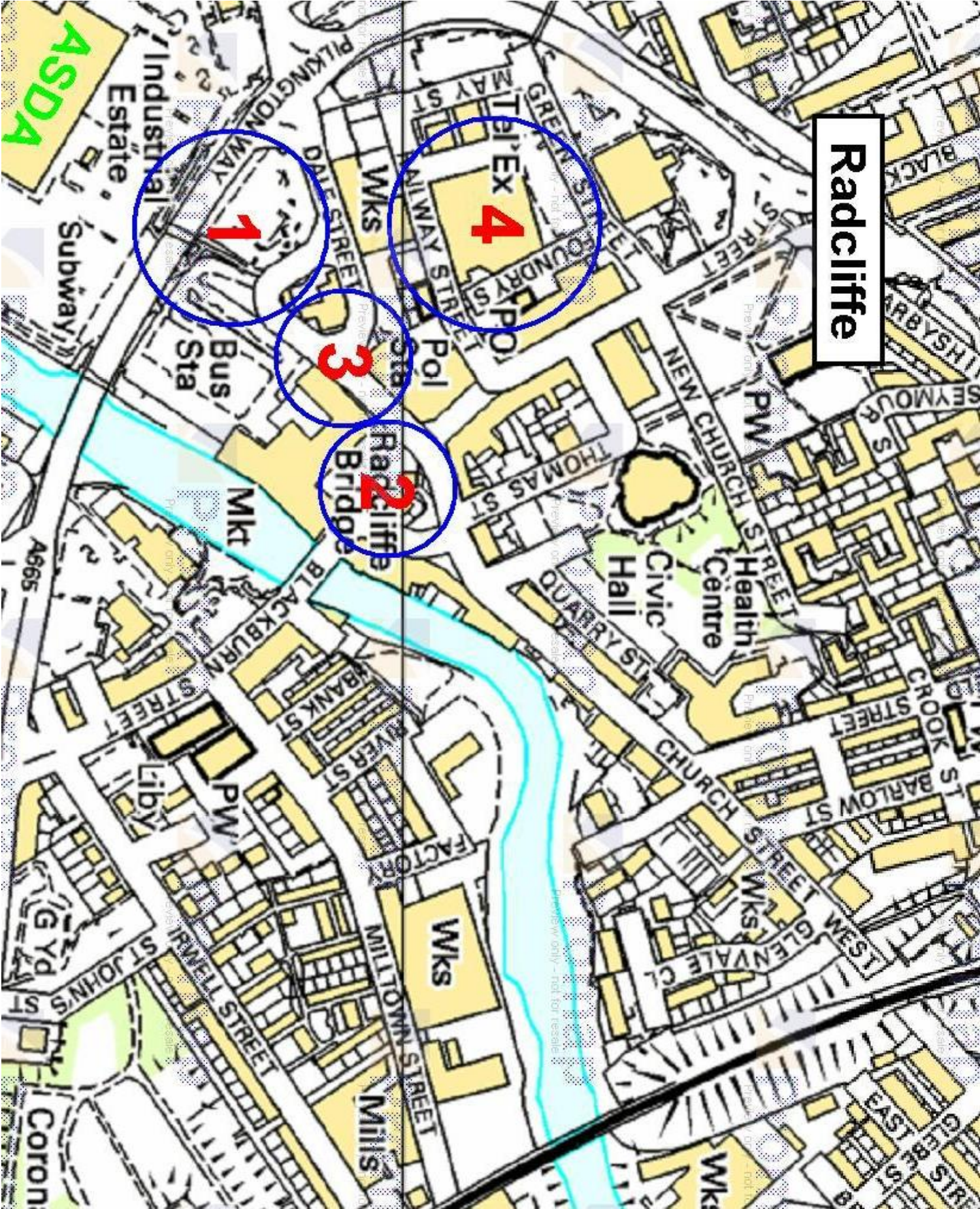
9. Could you please provide me your home postcode?

An example survey instruction sheet including the above questions and potential responses is attached to this note.

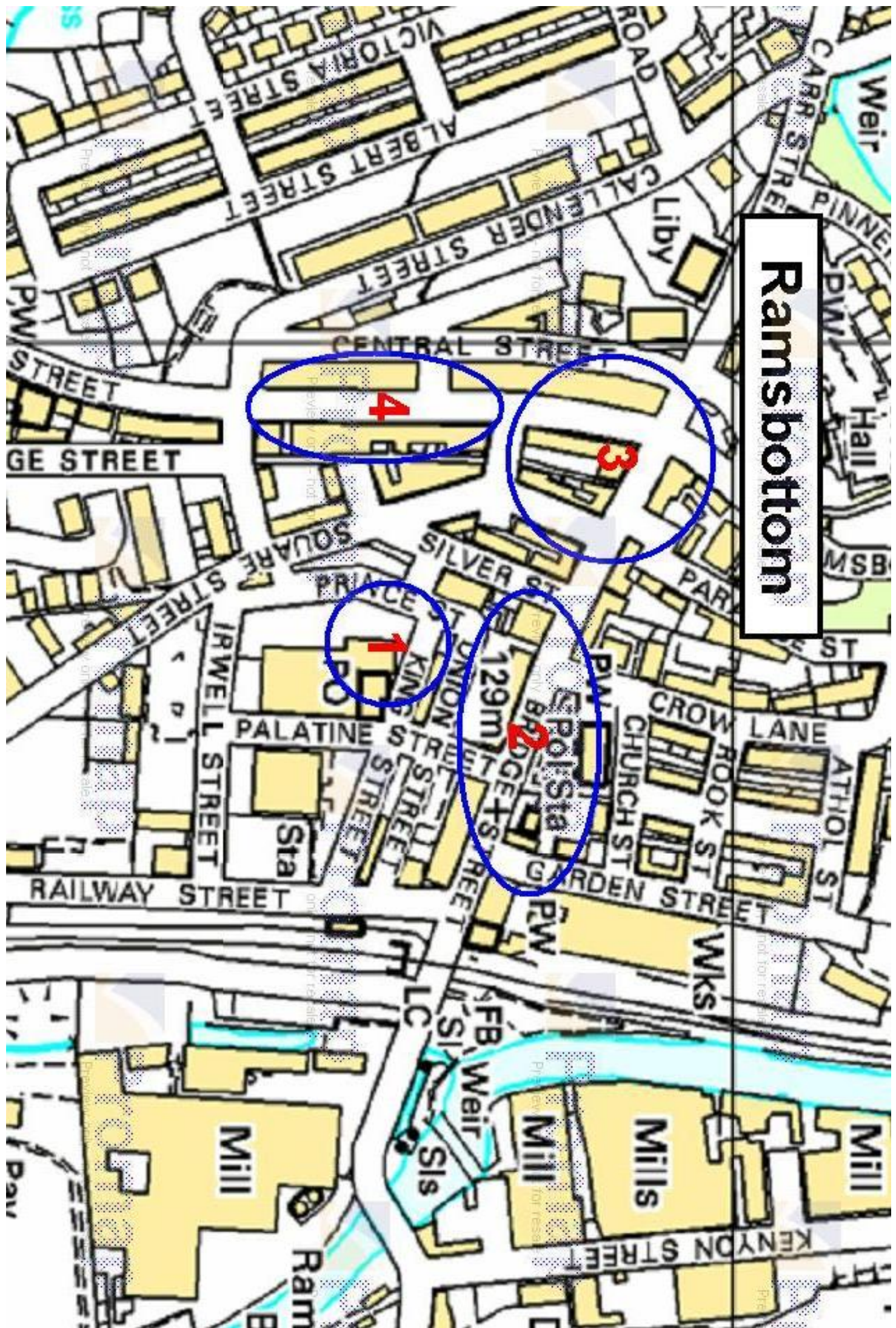
Demographic Split

A representative spread of respondents should be sought ensuring examples from different age groups and gender are surveyed. However, it is not necessary to aim for an equal number of responses from different demographics as the centre may be patronised more heavily by particular groups so a random selection of survey respondents should reflect the overall users of the centre. If a respondent is shopping with a group of people, only one respondent in one group may take part in the survey – the birthday rule should be adopted. This would be the person with the 'next birthday'

Radcliffe



Ramsbottom



4

3

1

2

Bury Council - In-Centre Surveys

Step	Indicative Script	Answer	Comments		
A	Introduce yourself	Hello I'm NAME and I'm just conducting a quick survey on behalf of Bury Council that will help them plan future improvements for CENTRE. Would you be able to spare a few minutes of your time? There are only five questions. Any answers you give today will be anonymous.			
B	Questions	1. Have you or are you intending to make a purchase in CENTRE today?	Yes No	If 'Yes', proceed to question 2, if 'No', thank the person for their time and confirm that you have no further questions	
		2. What is your main purpose for visiting CENTRE [Bury/Ramsbottom/Prestwich/Radcliffe] today?	Shopping		
			Work / Business		
			Post Office		
			Bank / Cash Point		
			Dry Cleaners / Launderette		
			Doctors / Dentist etc.		
			Leisure Activity		
			Visit the Market		
			Go to a restaurant / café / pub / takeaway		
			Visit the hairdressers / barbers		
		Other - specify in comments			
		3. Which shops have you visited or do you intend to visit in CENTRE today?			Specify up to 5 in adjacent boxes
		4. How did you travel to CENTRE today?	Car		
			Bus		
			Walked		
			Metrolink		
			Cycle		
Other - specify in comments					
5. How often do you normally visit CENTRE?	Once a month or less		If respondents are unable to provide an exact figure ask them to roughly estimate		
	Once every two weeks				
	Once a week				
	More than once a week (but less than daily)				
6. Where else do you go to do your shopping most often?	Almost every day		Ignore option of centre survey is being undertaken within		
	Bury Town Centre				
	Prestwich Town Centre				
	Ramsbottom Town Centre				
	Radcliffe Town Centre				
	Whitefield District Centre				
	Tottington District Centre				
	Manchester City Centre				
	Bolton Town Centre				
	Rochdale Town Centre				
Other - specify in comments					
7. What is your main reason for visiting CENTRE - what is your favourite thing about it?	Close to home / work?				
	Range of shops				
	Range of services - banks, post office etc.				
	Cafes, restaurants, bars				
	Easy / cheap parking				
	Good public transport links				
	Market				
Nice environment / public realm / free of litter					
Other - specify in comments					
8. If you could improve one thing about CENTRE, what would it be?	More shops				
	Improved services				
	Better leisure				
	More / cheaper parking				
	Improve public transport				
	Better environment / public realm / less litter				
	Better facilities for pedestrians				
Other - specify in comments					
9. Could you please provide me your home postcode?			If they are unwilling to provide ask them if they would just prefer to confirm the town they live in or if they live locally		
C	Thank respondent	Thank you very much for your time today, your help has been very much appreciated. Goodbye and enjoy the rest of your day.			
	Date of survey:		Centre and survey location within centre:		