

Retail Study - February 2017

Summary of Data Analysis

- 75% of responses from residents aged 55 years & over
- 59% of which are residents aged 65 years & over

- 95% of respondents shop in the village at least once a week

- Co-Op is the most commonly used village facility (92%)
- Chemist used by 88% of respondents and Post Office used by 87%

- Stow-on-the-Wold is the most popular other town centre for weekly visits
- Cheltenham is the most popular other town centre for monthly visits
- Witney also listed as a popular choice using 'other' option
- The main reasons for shopping out of the village are:
 - Better range of other shops - 79%
 - Better range of food shops - 59%
 - Easy to get to by car - 59%

- Overall ratings of Bourton's facilities:
 - Choice & quality of non-food shops - POOR (48%)
 - Choice & quality of food shops - AVERAGE (54%)
 - Range of services - AVERAGE (43%)
 - Accessibility by public transport - AVERAGE (31%)
 - Accessibility by car - AVERAGE (37%)
 - Accessibility by foot/cycle - GOOD (57%)

- Request for additional services in the village:
 - Greater choice of clothes/shoes - 63%
 - Other - 52%, including:
 - Butcher
 - Greengrocer
 - Fishmonger
 - Deli
 - Newsagent
 - Books
 - Electrical
 - Homeware

- Common themes from additional comments:
 - Focus on residents' needs not tourists
 - Concern about parking & accessibility