

Appendix 4

Business Occupier Results and Survey

A4.1 Results of the Business Occupier Survey

The tables below detail the responses to the questions asked in the survey of business occupiers within Tonbridge town centre.

Table 1: Length of Trading in Town Centre

Duration	Tonbridge Town Centre	
	No.	%
<1 yr	1	2.2
1-2 yrs	2	4.4
3-5 yrs	3	6.7
6-10 yrs	4	8.9
>10 yrs	33	73.3
Don't Know	2	4.4
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 2: Tenure

Tenure	Tonbridge Town Centre	
	No.	%
Leased	28	62.2
Owner occupied	13	28.9
Don't Know	4	8.9
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 3: Plans to Change Business

Future Plans	TonbridgeTown Centre	
	No.	%
No Plans	34	75.6
Extend/Improve	7	15.6
Relocate within town	1	2.2
Close	1	2.2
No Response	2	4.4
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 4: Current Trading Performance

Performance	Tonbridge Town Centre	
	No.	%
Good	22	48.9
Satisfactory	18	40.0
Poor	4	8.9
Don't Know/Refused	1	2.2
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 5: Last Years Performance

Performance	TonbridgeTown Centre	
	No.	%
Improve	17	37.8
Stay Same	21	46.7
Decline	4	8.9
No response	3	6.7
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 6: Expected Future Trading Performance

Change in Performance	Tonbridge Town Centre	
	No.	%
Improve	26	61.9
Stay Same	13	31.0
Decline	2	4.8
Don't Know/Refused	4	8.9
TOTAL	45	100

Source: Tonbridge Business Occupier Survey August 2004

Table 7: Factors Constraining Trading Performance

Constraining Factor	Tonbridge Town Centre	
	No.	%
Rents/overheads	19	42.2
Availability of car parking	18	40
Poor location of premises	15	33.3
General economy	14	31.1
Staff recruitment/retention	11	24.4
Quality/Size premises	11	24.4
Lack of visitors	10	22.2
Competition other centres	9	20
Poor quality of environment	8	17.7
Competition within town centre	6	13.3
Price of car parking	3	6.7
Competition from wider area	5	3.3
Security	1	2.2
Public transport links	1	2.2
Other	15	33.3

Source: Tonbridge Business Occupier Survey August 2004 (NB- multiple choice question and % do not add up to 100%)

Table 8: How Business Managers Rate Aspects of their Town Centre

Aspect	Response			
	Good	Neutral	Poor	Don't Know
Entertainment/leisure	9	11	21	3
Places to eat/drink	26	12	6	0
Street market	8	14	11	8
Shopping environment	4	18	23	0
Bus Service	14	10	4	14
Liveliness/street life/character	7	12	25	1
Quality of shops/services	3	6	36	0
Availability of parking	11	10	24	9
Range of shops/services	3	7	35	3
Traffic congestion	5	17	22	0
Safety/security	20	14	6	3
Parking charges	9	15	20	1
Marketing promotion	2	13	26	2
Rents rates	5	17	16	6

Source: Tonbridge Business Occupier Survey August 2004

Table 9: Important Future Planning Issues

Issues	Tonbridge Town Centre %
Improve quality of shops & services	73.3
Increase in chain stores	57.8
Improve appearance of centre	46.7
Increase in specialist/local shops	44.4
Improve Car Parking	40.0
Improve quality and range of cafes and restaurants	28.9
Reduce traffic congestion	24.4
Promote/publicise attractions of town centre	20.0
Provide better entertainment/leisure	17.8
More housing in town centre	8.9
Improve pedestrian links & facilities	6.6
Make centre safer	4.4
Promote Sunday Trading	4.4
Provide & improve bus facilities into town centre	2.2
More office accommodation	2.2
Improve Street Market	2.2

Source: Tonbridge Business Occupier Survey August 2004 (NB- multiple choice question and % do not add up to 100%)

TONBRIDGE TOWN CENTRE BUSINESS OCCUPIER SURVEY

Q.A Please enter name of business	
-----------------------------------	--

Q.1 How long has your business been located in Tonbridge?

Tick One

- a) Less than a year 1
- b) 1-2 years 2
- c) 3-5 years 3
- d) 6-10 years 4
- e) Over 10 years 5
- f) Don't know 6

Q.2 Are your premises leased or owner occupied (i.e. leasehold of freehold)?

Tick One

- a) Leased 1
- b) Owner occupied 2
- c) Don't know 3

Q.3 Do you have any current plans to change your business premises?

Tick One

- a) No Plans 1
- b) Re-fit, extend or improve premises 2
- c) Relocate within new premises in Tonbridge town centre 3
- d) Close or relocate to new premises outside Tonbridge town centre 4
- e) Other (please specify below) 5

.....

Q.4 Which statement best describes your business's current trading performance?

Tick One

- a) Good 1
- b) Satisfactory 2
- c) Poor 3
- d) Don't know/no opinion 4

Q.5 Over the last 12 months has your trading performance ...

Tick One

- a) Improved 1
- b) Stayed the same 2
- c) Declined 3
- d) Don't know 4

Q.6 Over the next 12 months do you expect your business performance to?

Tick One

- a) Improve 1
- b) Stay the same 2
- c) Decline 3
- d) Don't know 4

Q.7 What are the main issues constraining your business?

Tick up to 3 answers

- a) Rents/overheads 1
- b) General economy 2
- c) Quality or size of premises 3
- d) Staff recruitment/retention 4
- e) Availability of car parking 5
- f) Public transport links 6
- g) Competition from other businesses in Tonbridge town centre 7
- h) Competition from other businesses in the wider area 8
- i) Competition from other town centres 9
- j) Security issues 10
- k) Lack of visitors/customers 11
- l) Poor location of premises 12
- m) Poor quality of town centre environment 13
- n) Other (please specify) 14

.....

Q.8 What is your opinion of Tonbridge's market position in shopping terms?

Tick One

- a) Too up market 1
- b) Fine as it is 2
- c) Too down market 3

Q.9 How would you describe the town centre's current shopping and service mix?

Tick One

- a) Too many small (independent) shops/not enough large (chain) stores? 1
- b) About the right mix? 2
- c) Not enough small (independent) shops? 3

**Q.10 How do you rate Tonbridge Town Centre in terms of the following?
(tick one answer for each factor)**

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents/Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Parking charges	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Safety/security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and Leisure facilities	1	2	3	4	5	6
Marketing/Promotion	1	2	3	4	5	6
Liveliness/street life/character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality/number of places to eat/drink	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

Sarah Perryman, Nathaniel Lichfield & Partners, 14 Regent's Wharf, All Saints Street ,London N1 9RL.