



## Village Shop Survey: 2019

In May 2019 we marked our 4th anniversary since opening the shop in 2015.

We opened the café in July 2016 and both shop and café are running successfully. However, four plus years on, high street retailing is challenged, and although we are a small community shop, we are not complacent and want to look to another four years and more of successful trading and service to the community.

Hence this questionnaire which is an opportunity for you to tell us what products and services you seek from the shop, whether there are things we could improve, and anything that would entice you to use the shop more often or buy more from us.

This questionnaire is designed as a household survey, but if anyone in a household wants to complete individually, please feel free to do so, there are copies of the blank questionnaire in the shop.

After completing the questionnaire you can:

- Post in the box at the shop; or
- Leave with a member of the Committee.

You can download copies at of the questionnaire from our website at <http://www.ilmingtonshop.co.uk/> and complete electronicall, and email to [t.d.allen@btinternet.com](mailto:t.d.allen@btinternet.com)

**Please note:** all responses will be confidential: we will only use aggregated information in public and solely for the purposes of this project. We will not pass your response or details to anyone else and any comments are non-attributable so do please be open with us if you see scope for improvement.

Do please respond, your help and advice is important.

Thank you for your help.

Fiona, Lee, Mark, Nicky & Tim

**Shop and Café Management Committee**

### Question 1: your household details (optional)

**Name:**

**Address:**

If you do not already receive our newsletters and would like us to keep you informed of developments, please give us your **email address** below.

**Email address:**

If you cannot access email, please tick the box below and we will arrange to deliver our newsletters to you by other means.

<b>I / we cannot access email but want to hear about developments</b>	
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**Question 2:** are you responding as a household or an individual, please tick the relevant box below:

<b>I am responding as:</b>	<b>A household</b>	<b>As an individual</b>

**Question 3:** If replying as a household, how many people are there in your household:

<b>Age Band</b>	<b>Please give number</b>
<b>Up to age 18</b>	
<b>Age 19+</b>	

### The Shop

**Question 4:** as a shop customer, on average, how often do you use the shop.

<b>Frequency in using the shop</b>	<b>Daily</b>	<b>More than weekly</b>	<b>Weekly</b>	<b>Fortnightly / Monthly</b>	<b>Occasionally</b>
Please tick the box that applies					

**Question 5:** as a customer, how far does the shop meet your expectations and needs? Please tick the relevant boxes below and if we are not meeting your expectations and needs, please use the box at Question 7 to tell us why.

<b>How far does the shop meet your overall expectations</b>	<b>Fully</b>	<b>Partially</b>	<b>A Little</b>	<b>Not at All</b>
<b>Overall</b>				
<b>Product Range</b>				
<b>Sufficient Variety</b>				
<b>Product Quality</b>				
<b>Value for Money</b>				
<b>Freshness</b>				
<b>Presentation and Ease in Finding Products</b>				
<b>Cleanliness</b>				
<b>Quality of Service</b>				
<b>Welcome</b>				

**Question 6:** are you aware of the following services offered in the shop, and if you use them, please tell us how far they meet your expectations and needs.

	<b>Are you aware of the service:</b> please tick relevant box		<b>If you have used the service how do you rate it:</b> please tick relevant box		
	<b>Yes</b>	<b>No</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>
<b>Service offered</b>					
<b>Dry cleaning / shoe repairs</b>					
<b>Post Office</b>					
<b>'Taxi' service</b>					
<b>Ordering produce</b>					

**Question 7:** please use the boxes below to tell us if there are products or services you would buy or use that we don't currently supply, or varieties or alternatives to products that we sell that you would buy, and how often.

<b>Products</b> please name below.	<b>I / we would buy these product/s</b> please tick relevant boxes			
	<b>More than Weekly</b>	<b>Weekly</b>	<b>Fortnightly / Monthly</b>	<b>Occasionally</b>

Services (e.g. online ordering / delivery / collection) please name below	I / we would use the service/s please tick relevant boxes			
	More than Weekly	Weekly	Fortnightly / Monthly	Occasionally

**Question 8:** if you, or members of your household, have *recently* changed, or *plan* to change, your diet, it would help us to know, for example, some people are eating less meat. Please tick the appropriate box below.

Change	Please tick the box that applies
Eat less meat (Flexitarian)	
Vegetarian	
Vegan	
No change	

**Question 9:** as a customer is there anything that would encourage you to use the shop more often or buy more from it, or if we are only partially, or not at all meeting your expectations and needs, please tell us why in the box below.

**Question 10:** as a shop customer, it would be very useful to know how you use other shops for food and groceries. Patterns are changing and we would like to understand how our shop fits into the general picture. So please tell us the most frequently used sources up to a maximum of 5 in rank order:

<b>Shops You Use (i.e. physically visit) or Do You Internet Shop for Food and Groceries</b>	<b>Please rank up to 5 with 1 your most regular and 5 the least</b>
Ilmington Community Shop	
Co-ops in Shipston	
Co-op in Wellsbourne	
Sainsbury's in Wellsbourne	
Waitrose in Stratford upon Avon	
Tesco in Stratford upon Avon	
Morrison's in Stratford upon Avon	
Co-op in Stratford upon Avon	
Marks and Spencer in Stratford upon Avon	
Aldi in Stratford upon Avon	
Aldi in Moreton in the Marsh	
Budgens in Moreton in the Marsh	
<b>Other (please list and rank as part of your 1 - 5)</b>	
Other 1.:	
Other 2:	
<b>Internet (any source: please list and rank as part of your 1 - 5)</b>	

## The Cafe

**Question 11:** do any members of your household use the cafe? Please tick the relevant box and if no go to Question 13, if yes go to Question 11 and then 12.

<b>Yes</b>	<b>No</b>

**Question 12:** as a café customer how far does it meet your expectations?

<b>How far does the cafe meet your expectations</b>	<b>Fully</b>	<b>Partially</b>	<b>A Little</b>	<b>Not at All</b>
Please tick relevant box				

**Question 13:**

- If no one in your household uses the cafe please tell us why and if there is anything that might persuade you to do so in future: **or**
- As a customer of Ilmington Community Cafe, is there anything else that would encourage you to use the cafe more often?

Please tell us in the box below.

## **Helping & Volunteering**

**Question 14:** help in running the shop and café. We are always looking for:

- Volunteers to serve in the shop and / or café
- Other help, for example helping to keep the grounds and building well-presented, fund raising etc.; or
- People to join the Management Committee.

Please tick the box / boxes below if interested and we will contact you:

I am interested in volunteering to help run the shop and café.	
I am interested in helping in other ways.	
Join the Management Committee.	

*If you are interested in helping, please provide contact details at the beginning of this questionnaire.*

**Question 15:** is there anything else you would like to suggest, please use the box below:

**And Finally:** anyone who hasn't become a shareholder can still do so. If you are interested, please speak with Tim Allen on 01608 682646 or email [t.d.allen@btinternet.com](mailto:t.d.allen@btinternet.com)

**Thank you very much for taking the time and trouble to complete this questionnaire.**