

**1. How have you found trade over the past 12 months compared to the previous 12 months?**

	Count	Percentage
Very good	1	5%
Good	2	11%
Neither good nor poor	9	47%
Poor	7	37%
Very poor	0	0%
Don't know	0	0%
<b>Total</b>	<b>19</b>	<b>100%</b>

**2. How attractive or unattractive do you think Newport is to local shoppers?**

	Count	Percentage
Very attractive	5	26%
Somewhat attractive	12	63%
Neither attractive nor unattractive	1	5%
Somewhat unattractive	1	5%
Very unattractive	0	0%
<b>Total</b>	<b>19</b>	<b>100%</b>

**3. What do you think currently attracts shoppers into Newport?**

	Count	Percentage
Waitrose	13	65%
The mix of independent shops and national outlets	12	60%
Variety of shops	9	45%
The market	9	45%
Attractive surroundings	4	20%
Other	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>

'Other' suggestions were:

Free parking

Dentist, doctors, optician

**4. Do you think there is anything currently discouraging shoppers from coming into town?**

	Count	Percentage
Proximity to other retail centres (more choice/better offer)	4	24%
Car parking	12	71%
Perception of Newport being more expensive	2	12%
Public transport	1	6%
Lack of awareness about what's on offer in Newport	5	29%
Other	2	12%
Don't know	1	6%
<b>Total</b>	<b>17</b>	<b>100%</b>

'Other' suggestions were:

Reasonably prices restaurant in centre of town, but not another Indian or Chinese

#### 4.a Do you have any suggestions for overcoming this?

- \* Increase the amount of car parking near the town centre, or establish a viable park and ride facility
- \* More parking spaces needed, together with improved public transport
- \* Newport as a town is not promoted enough. People are unaware of the market, there are no signs etc.
- \* Car parking spaces taken up by other services. Put buses back in the high street
- \* Increase public transport word of mouth increase advertising for Newport as a town
- \* Lack of more good independent retailers local businesses need to collectively promote the town as a local shopping centre. A positive approach is needed
- \* More publicity – independent shops – wide range
- \* Congestion in St Marys St when lorries go down, larger car parks
- \* Car parking is taken up by all day parking for free. People then catch the bus to Telford or Stafford. Car parking charges ie 1<sup>st</sup> 2 hours free. Bus station could be moved freeing up more spaces
- \* Local press reporting on positive aspects of Newport and what the town has to offer. Local radio
- \* Leave T&W and join SCC T&W have been very slow and indecisive about parking restrictions
- \* Nothing significant
- \* Nothing significant

#### 5. How informed or uninformed do you feel about the range of other businesses in the High Street?

	Count	Percentage
Very well informed	4	20%
Somewhat informed	9	45%
Neither informed nor uninformed	7	35%
Somewhat uninformed	0	0%
Very uninformed	0	0%
<b>Total</b>	<b>20</b>	<b>100%</b>

#### 5a. If you feel uninformed, please tell us why?

(No responses)

#### 6. Do you think there are any ways we can support each other as local businesses?

	Count	Percentage
An informal High Street network	11	58%
Learning more about each other's businesses	5	26%
Trading with each other	7	37%
A regular newsletter for businesses	7	37%
Working together on community events	8	42%
Other	0	0%
<b>Total</b>	<b>19</b>	<b>100%</b>

'Other' suggestions (None)

#### 7. Would you support the idea of a 'shop local' campaign?

	Count	Percentage
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Yes	18	100%
No	0	0%
<b>Total</b>	<b>18</b>	<b>100%</b>

**7a. As a local business owner, would you be willing to contribute financially to a 'shop local' campaign for Newport?**

	Count	Percentage
Yes	12	67%
No	6	33%
<b>Total</b>	<b>18</b>	<b>100%</b>

**8. Would you support the idea of a loyalty card for Newport?**

	Count	Percentage
Yes	13	76%
No	4	24%
<b>Total</b>	<b>17</b>	<b>100%</b>

**8a. What kind of scheme would you like to see**

	Count	Percentage
A discount card with fixed discounts	4	31%
A loyalty scheme with changing discounts	4	31%
A loyalty scheme focusing on collecting points to get rewards	4	31%
Other	0	0%
Don't know	2	15%
<b>Total</b>	<b>13</b>	<b>100%</b>

**9. Do you already have your own loyalty card scheme?**

	Count	Percentage
Yes	0	0%
No	20	100%
<b>Total</b>	<b>20</b>	<b>100%</b>

**9a. Can you please tell us how it works and if it is effective**

(No responses)

**10. As a local business owner, would you be willing to contribute financially to a new loyalty card scheme for Newport**

	Count	Percentage
Yes	4	29%
No	10	71%
<b>Total</b>	<b>14</b>	<b>100%</b>

**If you are happy to be contacted in future by the Newport Regeneration Partnership, then please include your contact details below**

16 companies provided contact details.