



NEWCASTLE

UNDER LYME

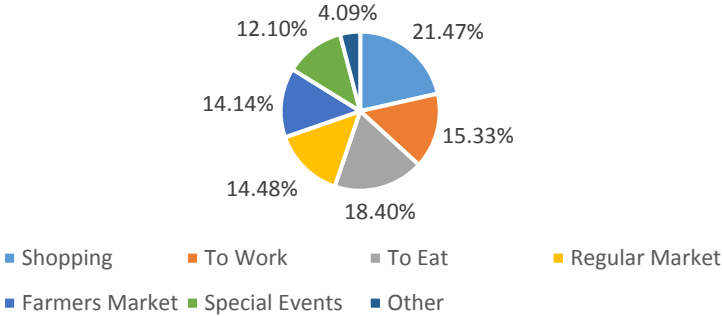
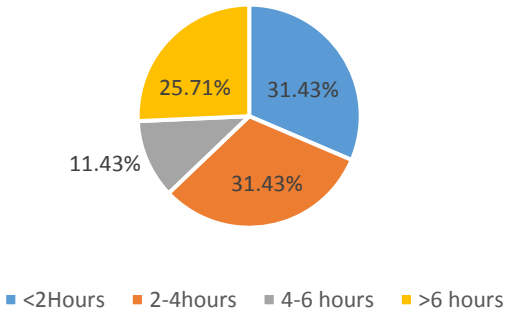
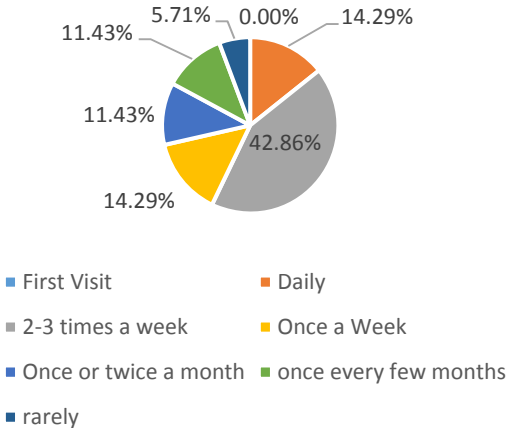
TOWN CENTRE
PARTNERSHIP

Visitor Survey

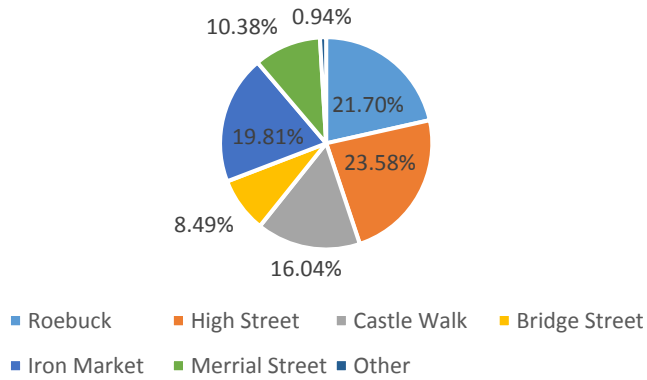
2015

The Newcastle under Lyme Town Centre Visitor Survey was carried out during Lymelight Festival Event (1st May to 4th May 2015). Of the responses 47.06% were female and 52.94% were male.

The respondents and 55.88% were from Newcastle under Lyme and the 44.12% were from Stoke on Trent.

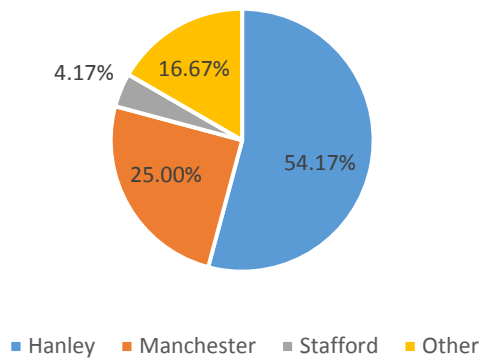
		Compared to 2014 survey
<p style="text-align: center;">Reason for visit to Newcastle under Lyme for</p>  <p style="text-align: center;"> ■ Shopping ■ To Work ■ To Eat ■ Regular Market ■ Farmers Market ■ Special Events ■ Other </p>	<p>To Shop (-0.34%)</p> <p>To Work (+3.58%)</p> <p>To Eat (-0.71%)</p> <p>Regular Market (-0.58%)</p> <p>Special Events (-0.27%)</p> <p>Other (-4.63%)</p>	
<p style="text-align: center;">Expected Length of Visit to Newcastle under Lyme</p>  <p style="text-align: center;"> ■ <2Hours ■ 2-4hours ■ 4-6 hours ■ >6 hours </p>	<p>Up to 2 hours (1.49%)</p> <p>between 2 and 4 hours (-6.15%)</p> <p>between 4 & 6 hours (-6.4%)</p> <p>more than 6 hours (11.06%)</p>	
<p style="text-align: center;">Frequency of visits to NUL</p>  <p style="text-align: center;"> ■ First Visit ■ Daily ■ 2-3 times a week ■ Once a Week ■ Once or twice a month ■ once every few months ■ rarely </p>	<p>First Visit (none)</p> <p>Daily (-13.27%)</p> <p>2-3 Times a Week (21.07%)</p> <p>Once a Week (-8.79%)</p> <p>Once or Twice a Month -3.95()</p> <p>Every Few Months (6.94%)</p> <p>Rarely (1.22%)</p>	

Where do you generally shop when you Visit NUL Town Centre?



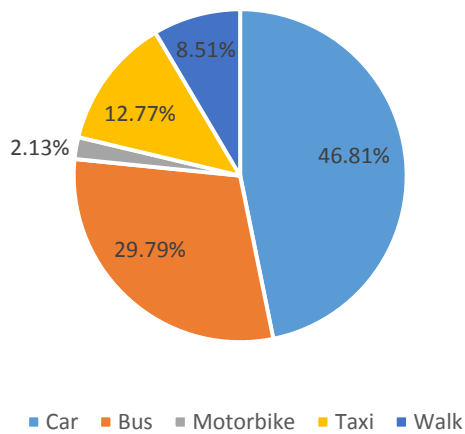
- Roebuck (1.5%)
- High Street (-0.15%)
- Castle Walk (-3.57%)
- Bridge Street (1.82%)
- Iron Market (1.18%)
- Merrial Street (9.52%)
- Other (-1.61%)

Where Else Do You Shop Besides NUL



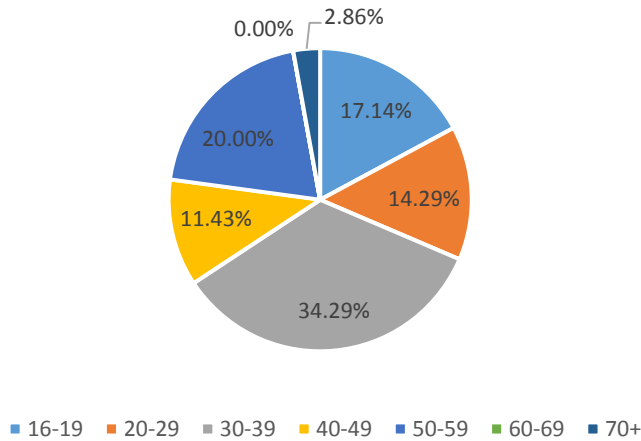
- Hanley (8.29%)
- Manchester (2.65%)
- Stafford (-4.46%)
- Other (-6.47%)
- Other: Longton, Trentvale, Liverpool, Woolstanton, Wolverhampton & Birmingham

How do you travel to NUL



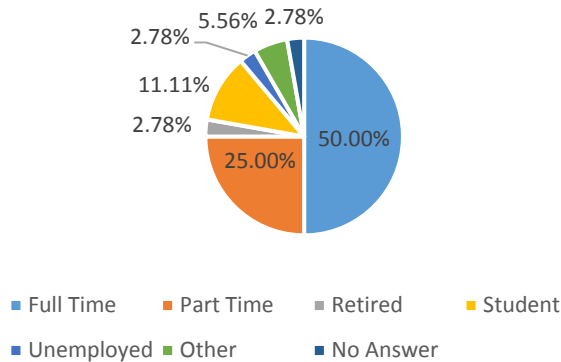
- Car (-5.19%)
- Bus (12.29%)
- Motorbike (1.13%)
- Taxi (8.27%)
- Walk (-14.99%)

Which age bracket do you fall into?



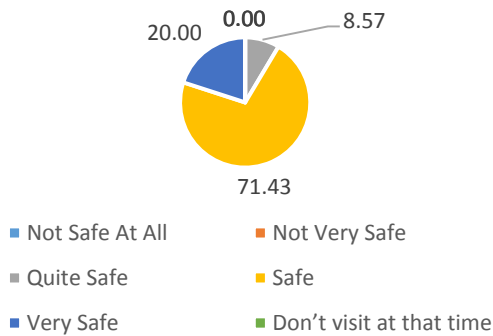
16-19 (1.76%)
 20-29 (-1.74%)
 30-39 (16.98%)
 40-49 (-4.06%)
 50-59(16.54%)
 60-69 (10.6%)
 70+ (none interviewed this year)

What is your current employment status



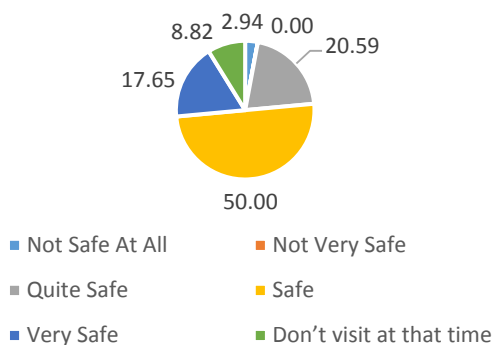
Full Time (17.28%)
 Part Time (8.95%)
 Retired (-13.89%)
 Student (-4.32%)
 Unemployed (-5.86%)
 Other (-2.46%)
 No Answer (0.31%)

How safe do you feel when you visit NUL during the Day



Not Safe At All (no responses in 2015)
 Not Very Safe (no responses in 2015)
 Quite Safe (-2.98%)
 Safe (30.05%)
 Very Safe (-26.15%)
 Don't Visit at that time (no responses in 2015)

Evening (5pm to 8pm)



Not Safe At All (0.96%)
 Not Very Safe (no responses in 2015)
 Quite Safe (4.87%)
 Safe (14.1%)
 Very Safe (-7.35%)
 Don't Visit at that time (-6.56%)

<p style="text-align: center;">Late Evening (8pm to 11pm)</p> <p style="text-align: center;"> ■ Not Safe At All ■ Not Very Safe ■ Quite Safe ■ Safe ■ Very Safe ■ Don't visit at that time </p>	<p>Not Safe At All (2.03%)</p> <p>Not Very Safe (-7.32%)</p> <p>Quite Safe (9.54)</p> <p>Safe (-0.45)</p> <p>Very Safe (12.26)</p> <p>Don't Visit at that time (16.06%)</p>
<p style="text-align: center;">Night (11pm to 2am)</p> <p style="text-align: center;"> ■ Not Safe At All ■ Not Very Safe ■ Quite Safe ■ Safe ■ Very Safe ■ Don't visit at that time </p>	<p>Not Safe At All (1.77%)</p> <p>Not Very Safe (5.99%)</p> <p>Quite Safe (3.81%)</p> <p>Safe (7.13%)</p> <p>Very Safe (11.24%)</p> <p>Don't Visit at that time (-47.59%)</p>
<p style="text-align: center;">Day Economy - Do you think we need more of?</p> <p style="text-align: center;"> ■ Independants ■ High Street Names ■ Department Stores ■ Restuarants ■ Specialist Market ■ Other </p>	
<p style="text-align: center;">Night Economy - Do you think we need more of?</p> <p style="text-align: center;"> ■ Independent Restuarants ■ Big Brand Eateris ■ Traditional Ale Pubs ■ Live Music ■ Late Night Bar / Night Club ■ Other </p>	

Highlighted within the survey was a common theme of the following that would encourage visitors to the town: increased seating areas, fill vacant premises and make vacant properties more appealing, Primark, reduce parking charges and increase number of events.