



Our
shop

Est. 2017

Houghton & Wyton Resident's Survey 2018

Did you know?

We are a Community Shop, owned by people locally,
trading for the benefit of the community

We are open on Monday to Saturday between 7am and 7pm and
Sundays between 9am and 5pm

We have 10 paid members of staff and over 60 local volunteers to serve you

We have a team of 4 local voluntary book-keepers keeping our books straight

We have a new management committee of 11 local people elected
by the shareholders who meet regularly

We hope you will take a few minutes to take part in our first survey after the Community bought Our Shop!

This is an opportunity for you to directly help shape the products and services provided by Our Shop to be run as a thriving, profitable shop and post office to meet the needs of our community. More than this, we want to develop Our Shop as a viable community hub for future residents and visitors and your answers will be important to help achieve our aim.

And remember, surplus profits will be donated to the Houghton & Wyton Community Fund which will distribute to good causes and

projects in the Parish. We need to keep our funders advised of our progress against our Plan as well as our shareholders.

The results of the survey will remain anonymous although the information you may wish to provide on the reverse of this page will be collected, maintained, stored and deleted in line with Data Protection good practice guidelines.

Please note that **one completed survey per household** will be sufficient for our purpose. However, if there are differing responses within your household, please collect another form from Our Shop, or phone 01480 464 732 for a form to be delivered to your home.

Please complete this as soon as possible and by 15th July 2018 at the latest by:

Completing the survey on line at <https://hwcommunityshop.org/survey2018>

Completing by hand and drop into the marked box in Our Shop (no envelope needed)

Sending by post to Helen Boothman, H&WCS Ltd,

The Green, Houghton, Huntingdon, PE28 2AX

THANK YOU

Getting Involved

We welcome members of our community to be actively involved in Our Shop.

Would you or anyone in your household be interested in helping the Our Shop in any way?
(tick all that are applicable)

Providing professional advice/services
Please specify skill/profession

Becoming a shareholder

Making a donation

Committing some time towards working
in the shop in a voluntary capacity

Already a volunteer

Already a shareholder

If you would like to be involved, are you happy to give us your details so we can contact you and discuss this further with a view to you joining us as a volunteer or financial supporter? This information will be used only for that purpose, stored electronically and if unused, will be deleted a year after the closing date of the survey.

Name _____

Contact Number/s _____

Address _____

Email Address _____

Signed _____

Date _____

Our Shop Survey for residents

July 2018

1. How often do you currently use Our Shop?
(Tick as applicable)

Shop only PO only PO and Shop

Daily
 2-3 times a week
 Weekly
 Fortnightly
 Monthly/occasionally
 Not at all

If your use is limited or not at all, please list the main reason why and then go to question 14.

2. Which products do you normally purchase from the shop during a fortnight?
(Tick as applicable)

Newspapers/Magazines
 Bread or bakery products eg biscuits
 Sweets/soft drinks
 Beer, wine & spirits
 Groceries eg tins, packets, jars
 Dairy (milk/cheese/spreads/yogurt)
 Cigarettes/tobacco
 Fresh fruit and/or vegetables
 Frozen food
 Meat or meat-based products
 Sandwiches, 'food to go'
 Greetings cards
 Any other (please specify)

3. What other services would you go to the shop for? (Tick as applicable)

Post office services
 Window advertisement board
 National Lottery
 Tickets for local events
 Village information
 Take away coffee
 Dry cleaning
 Meat order
 Any other please specify

4. Are there any products not listed you would like to see in the shop?

5. How important are the following criteria when making your purchase decision?

Please circle as appropriate 1 = no importance to 6 = very important.

Value for money	1	2	3	4	5	6
Healthy	1	2	3	4	5	6
Quality	1	2	3	4	5	6
Animal welfare	1	2	3	4	5	6
Organic	1	2	3	4	5	6
Locally produced	1	2	3	4	5	6
Fairtrade	1	2	3	4	5	6

6. What would you describe as your main reason for using the shop?

7. At what times of the day do you usually use the shop (Tick any that are applicable)

Between 7am - 10am
 10am - 2pm
 2pm - 5pm
 5pm - 7pm

Would you use the shop if it was open at other times?

No
 Yes (please give reasons)

20. Are there any additional services that Our Shop could offer that would enhance the sense of village community?

21. If the shop was not here, how far would you have to travel for your shopping and PO needs?

Please tick box.

	0.5-1 mile	1-2 miles	2-4 miles	5 miles +
Top up or convenience				
Postal/banking service				
Main shop				

22. Where do you usually do your main shop?

Please tick box.

Waitrose	Tesco	Co-op	Morrisons	Our Shop	Aldi	Lidl

23. Please state how many people in each age range are in your household?

0-16	17-25	26-45	46-66	67-75	75+

24. How have your shopping habits changed over the past six months?

25. What is your overall impression of Our Shop today, in terms of:

	Poor	Fair	Good	Very Good
service/range of produce/goods for sale				
Value for money				
Layout				

26. Are there any other comments you would like to make?

THANK YOU

