



Rugby First Town Centre Visitor Research

Research Report

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1. Executive Summary

SURVEY BACKGROUND

In November 2013, 100 visitors to Rugby town centre during the day were interviewed to elicit opinions on town centre cleanliness and tidiness, crime and security, the general attitude and friendliness of town centre workers, Rugby First marketing initiatives, and visits to other towns.

This report includes the survey results and analysis.

SUMMARY RESULTS

The overall Rugby town centre rating is still relatively high. A significant majority give high ratings for most criteria included in the survey: the one scoring considerably lower than the rest is “general cleanliness of the town centre”.

A significant majority support all the core initiatives of Rugby First.

The overwhelming majority of those interviewed – over three-quarters - are still visiting the town centre as much as they were 12 months ago.

GENERAL RATINGS

Results for specific questions are summarised in the next sections but specific answers to each question have been aggregated to produce an overall rating for the town centre according to various criteria (e.g. cleanliness, crime and security, attitudes and friendliness of workers). Combining the ratings for these criteria, the town centre achieved an overall rating of 2.3, or close to “good”.

CLEANLINESS AND TIDINESS

Almost three-quarters (70%) feel that the removal of chewing gum and graffiti is “good” or “excellent”.

However, a much smaller majority – 58% - regard the general cleanliness and tidiness of the town centre as “good” or “excellent”.

Less than 10% rate either of the above as “poor” or “very poor”.

SECURITY AND SAFETY

Around three-quarters of interviewees “strongly agree” or “agree” that

- The town centre is a pleasant place to visit
- The town centre has a relaxed atmosphere
- They feel safe in the town centre in the day

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TOWN CENTRE SECURITY AND FRIENDLINESS

Replies to a second question on the security and safety of the town centre during the day suggest that a large majority feel safe. Over three-quarters (78%) rate security and safety as either “good” or “excellent”.

There are 64% that feel that the general attitude and friendliness of town centre officials and shop workers dealt with is either “good” or “excellent”.

OVERALL CHANGES IN THE LAST YEAR

Commenting on the changes to the general appearance and atmosphere of the town centre in the last 12 months, 60% feel it has stayed the same and then there is an almost equal split between those who think it has improved (21%) and those that think it has worsened (19%).

RUGBY FIRST INITIATIVES

A significant majority of visitors support the core initiatives of Rugby First:

- 83% think that the Rugby Rangers are “useful” or “very useful”
- A similar percentage – 82% - agree that the CCTV system is “useful” or “very useful”
- Deep cleaning in the streets is supported by 79%
- 73% agree that the marketing initiatives are “useful” or “very useful”

CHANGES IN THE FREQUENCY OF VISITS

Most visitors to Rugby town centre - 78% - are still visiting the town centre as frequently as they did a year ago. Most of those visiting less frequently (22%) give the lack of a range of shops, transport issues, and changes in personal circumstances as the main reasons.

LEADING TOWN VISITED FOR SHOPPING

Rugby is the main town visited for shopping (excluding food shopping) for 43% of interviewees, but a majority visit another town or city as their main choice.

Overall, the main other town visited by those coming to Rugby town centre is Coventry: over a third of interviewees (35%) also visit Coventry for shopping. Another 17% (13) visit Leamington Spa.

2. The Survey

In November 2013, 100 interviews were carried out in Rugby town centre to elicit opinions on town centre cleanliness, safety/security, the attitude and friendliness of town centre workers, Rugby First marketing initiatives, and future marketing activities. Additional feedback was obtained on frequency of visits, and visits to other towns and cities.

3. Detailed Survey Results

3.1 Town Centre – General Ratings

The visitor survey asked various questions about the cleanliness of the town centre, chewing gum and graffiti removal, security during the day, and the general attitude and friendliness of people working in the town. The detailed results are in the sections to follow but the specific answers to each question have been aggregated to produce an overall rating for the town centre according to various criteria.

Across all the criteria, the 2013 survey shows that the overall ratings of the town centre are still relatively high. Overall ratings for almost all of the criteria are close to “good”.

Combining ratings for the five criteria, the overall rating of the town centre is 2.3.

Table 1: Overall Ratings for Key Town Centre Criteria (number)

Criteria	Overall rating 2013
General cleanliness of the town centre	2.4
Effectiveness in removing chewing gum/graffiti	2.3
Security/safety in the day	2.2
Cleanliness/tidiness of the town centre	2.2
Attitude and friendliness of town centre officials/shop workers	2.3

Note: Rating of 1 = excellent, 2 = good, 3 = average, 4 = poor, 5 = very poor

Source: IRN Research Town Centre Survey, November 2013

3.2 General Cleanliness of the Town Centre

Interviewees were asked to rate the general cleanliness of the town centre and the effectiveness of the town centre services in removing graffiti/chewing gum.

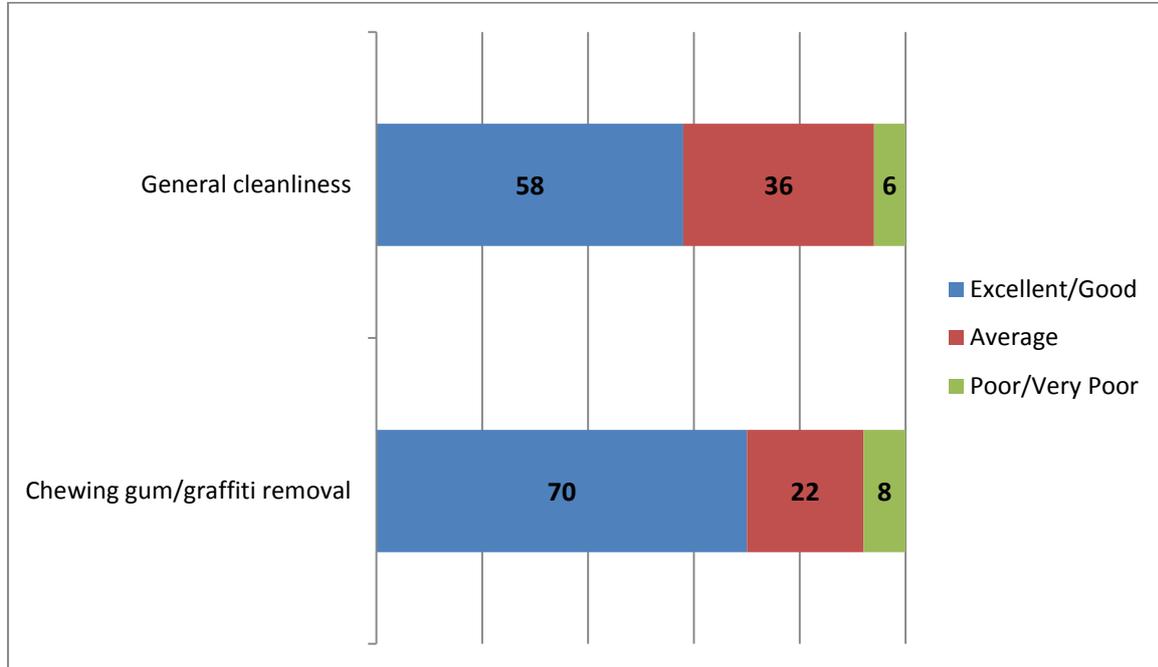
Almost three-quarters (70%) feel that the effectiveness of removing chewing gum or graffiti from the streets is “good” or “excellent”. A much smaller majority – 58% - feel that the general cleanliness of the town centre is “good” or “excellent”, but there are over a third (36%) who only rate this as “average”.

Only a few rate either of the above as either “poor” or “very poor”.

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Question: In the town centre, how would you rate a) the general cleanliness of the streets and b) the effectiveness of the town in removing chewing gum and graffiti from our streets? Where 1 is Excellent, 2 is Good, 3 is Average, 4 is Poor, and 5 is Very Poor

Table 2: Rating of Town Centre Cleanliness and Chewing Gum/Graffiti Removal (% of responses)



Source: IRN Research Town Centre Survey, November 2013

3.3 Town Centre Atmosphere and Safety

When asked about the general atmosphere and safety in the town centre during the day, the percentage “agreeing” or “strongly agreeing” that the town has a very relaxed atmosphere is 76%.

A further 75% “agree” or “strongly agree” that the town centre is a pleasant place to visit.

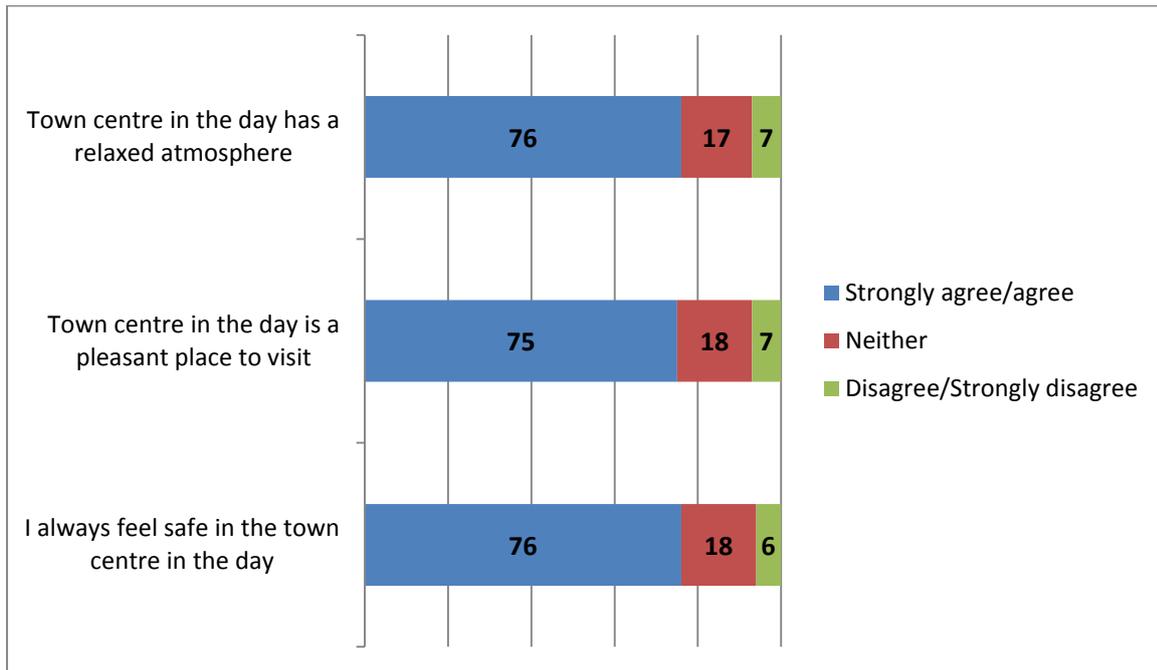
In 2013, 76% agree with the statement that “I always feel safe in the town centre”.

Again, there are very few – either 6 or 7 – “disagreeing” or “strongly disagreeing” with any of the statements.

Question: Do you agree, disagree, or have no opinion either way with the following statements?

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Table 3: Agreement with Statements regarding the town centre (% of responses)



Source: IRN Research Town Centre Survey, November 2013

There is a positive response when interviewees are asked about the general safety, cleanliness, and atmosphere of the town centre during the day.

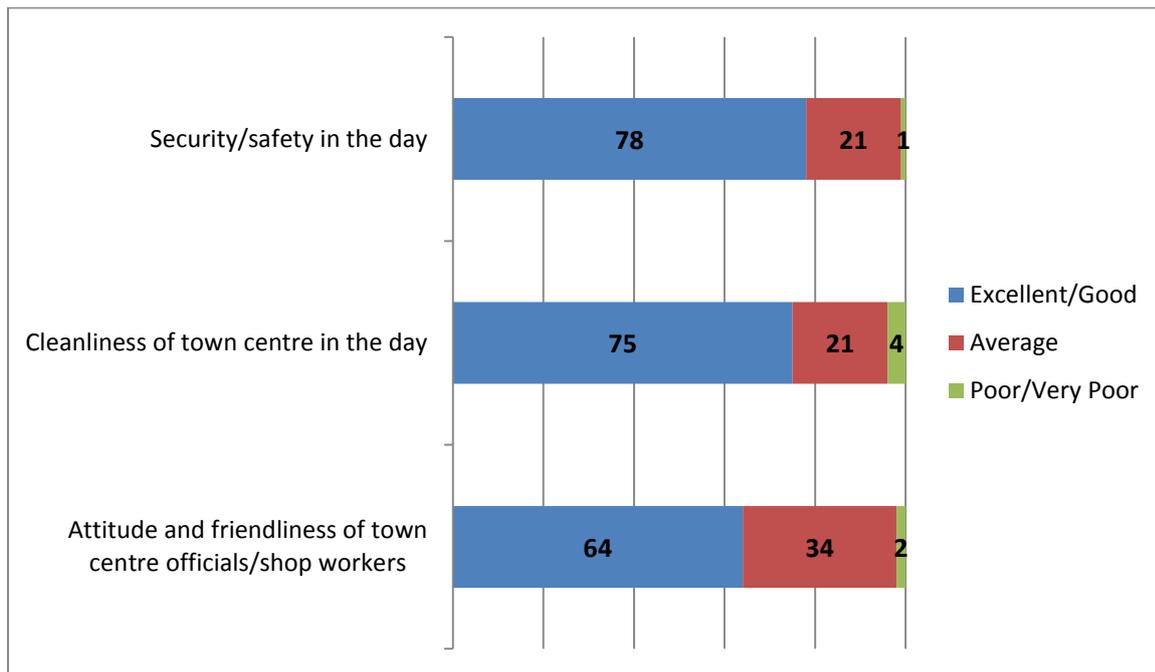
For security and safety in the town in the day, 78% rate as “good” or “excellent”.

“Good/excellent” ratings for cleanliness and tidiness are 75% in 2013 but “the attitude and friendliness of town centre officials or shop workers” is rated lower at 64% for “good/excellent”.

Question: Can you please rank the town centre according to the following criteria (based on your recent visits to the town in the day)?

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Table 4: General Ratings of Town Centre (% of responses)



Source: IRN Research Town Centre Survey, November 2013

3.4 Overall Changes in the Last Year

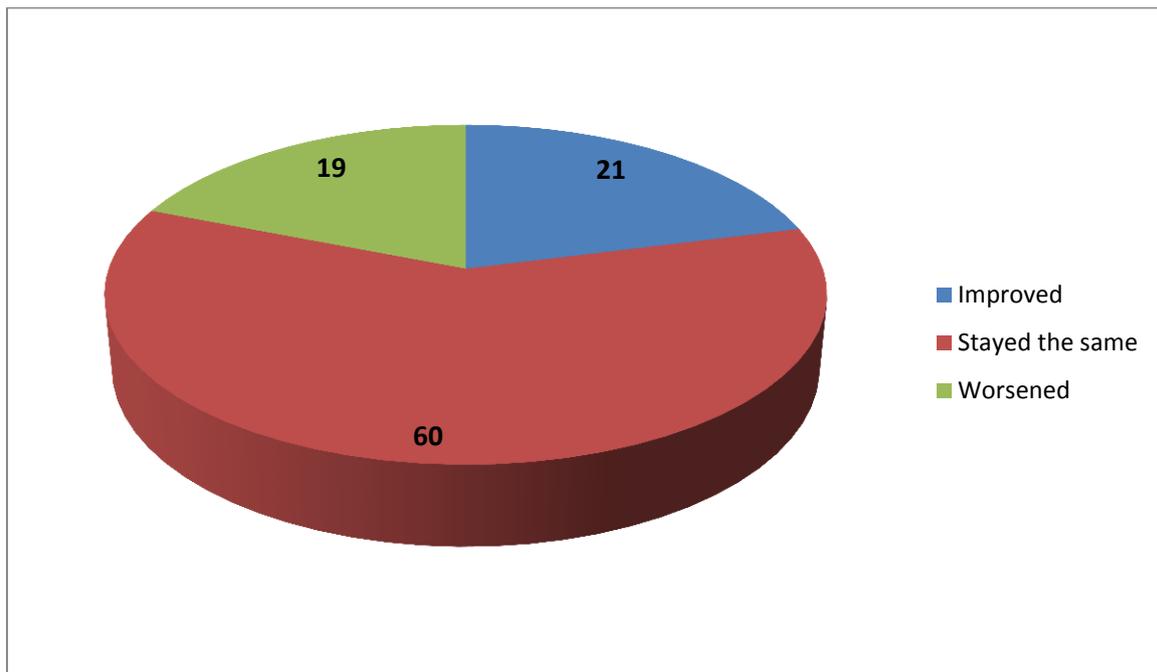
A significant majority of those interviewed – 60% - feel that the appearance and atmosphere of the town has remained unchanged in the last 12 months.

The remaining 40% are split almost equally between those that think the town centre has improved (21%) and those that believe the appearance and atmosphere has actually declined (19%).

Question: Do you think the general appearance and atmosphere of the town centre in the daytime has improved, stayed the same, or worsened in the last 12 months?

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Table 5: Changes in the Appearance & Atmosphere of Town Centre (% of responses)



Source: IRN Research Town Centre Survey, November 2013

3.5 Rugby First Initiatives

A significant majority of visitors to the town support the Rugby First initiatives in the town centre:

- 83% agree that the Rugby Rangers are “useful” (71%) or “very useful” (12%)
- The CCTV system is “useful” or “very useful” according to 82%
- 79% agree that deep cleaning of the streets is “useful” (73%) or “very useful” (6%)
- The marketing initiatives, i.e. town centre events and activities, are supported by 73% finding these “useful” (67%) or “very useful” (6%). For this initiative, the largest group – 22% - are undecided.

Question: Various initiatives have been introduced over the last few years to improve the appearance and atmosphere of the town centre. How useful do you think each of these is on a scale of 1 to 5 where 1 is “not useful at all” and 5 is “very useful”

Description of initiatives given to interviewees:

Rugby Rangers – wearing red clothes, the Rugby Rangers acts as hosts to town centre visitors and offer help to the public in the town centre – everything from first aid to lost children. Plus they also deal regularly with anti-social behaviour and target known criminals.

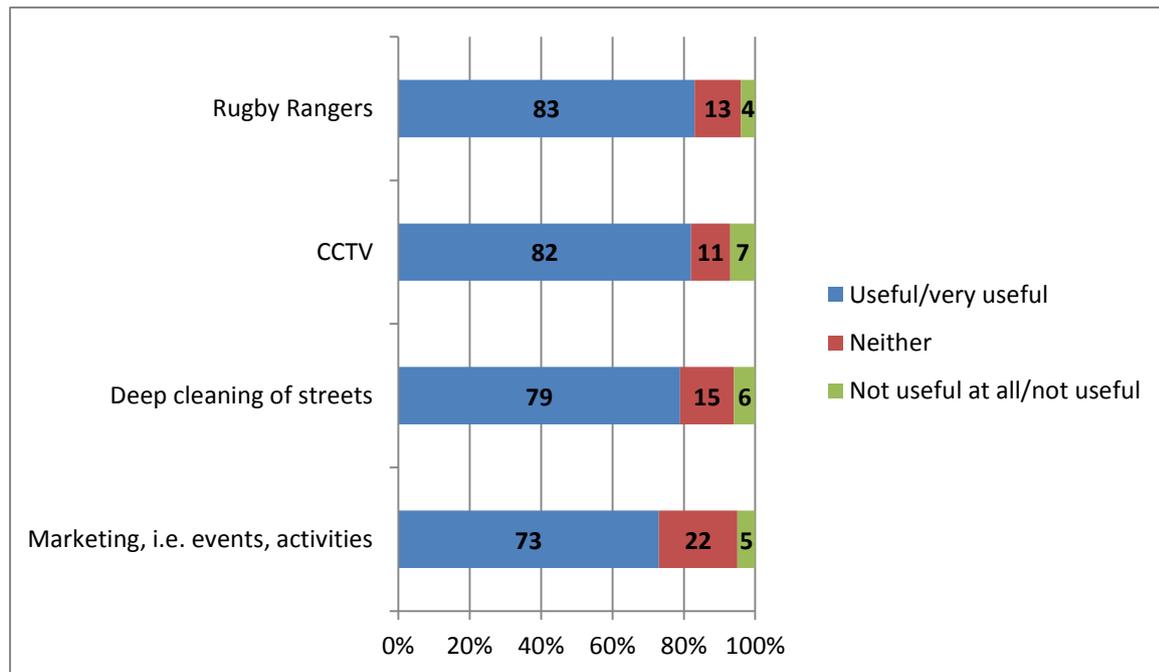
Closed Circuit Television (CCTV) – there is CCTV around the town centre operating 24/7, 365 days a year. The CCTV system links with police, and Rugby Rangers. It offers automatic number plate recognition and there are Town Help points and speakers.

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Deep Street cleaning – regular deep cleaning of the streets, removal of graffiti and gum. Specific cleaning of shop fronts on request, daily removal of pigeon excrement.

Marketing – various events and initiatives are run throughout the year including Smile loyalty cards that can be used in various places in the town centre, Rugby gift vouchers system, Farmers Markets, the Food Festival, St Georges Day and Rugby Festival of Culture, Hanging Baskets, Christmas Lights.

Table 6: Usefulness or Otherwise of Rugby First Initiatives (% of responses)



Source: IRN Research Town Centre Survey, November 2013

3.6 Changes in Frequency of Visits

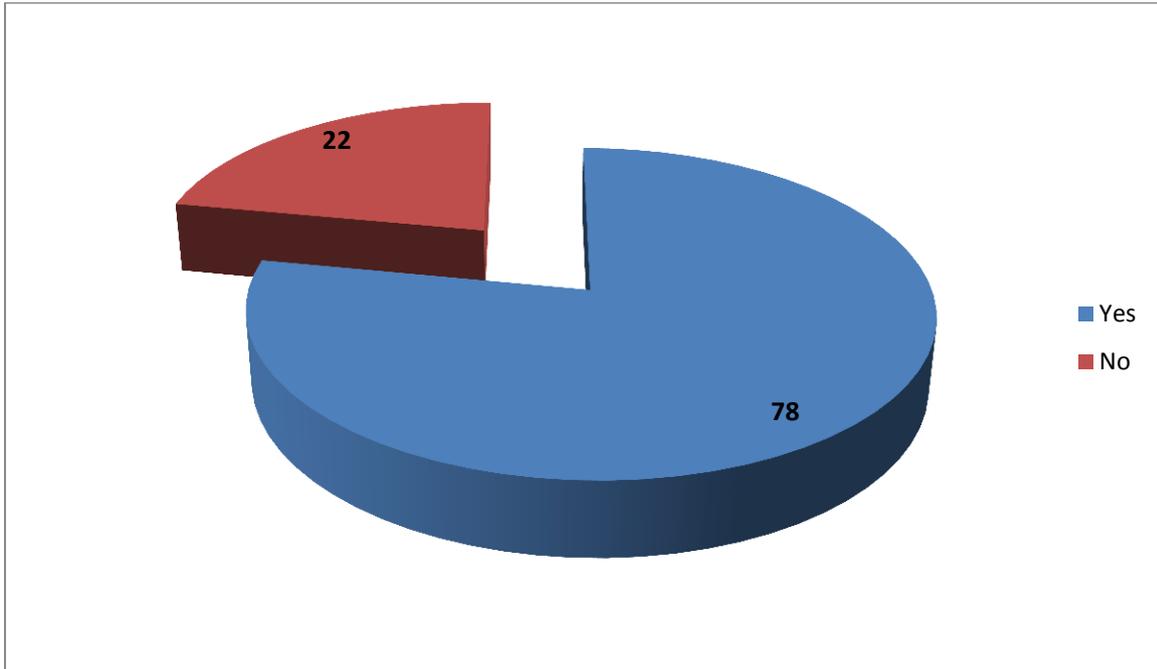
A significant majority – 78% - are still visiting Rugby town centre as often as they did a year ago.

For the 22% not visiting as often, the main reason given by most is the lack of a variety of shops. Other reasons are lack of suitable transport, and changes in personal circumstances/working times.

There are two interviewees suggesting that they now prefer to shop in other towns and have reduced their visits to Rugby as a result.

Question: Are you still visiting Rugby town centre to shop as frequently as you did a year ago?

Table 7: Visiting Town Centre as Often as a Year Ago (%)

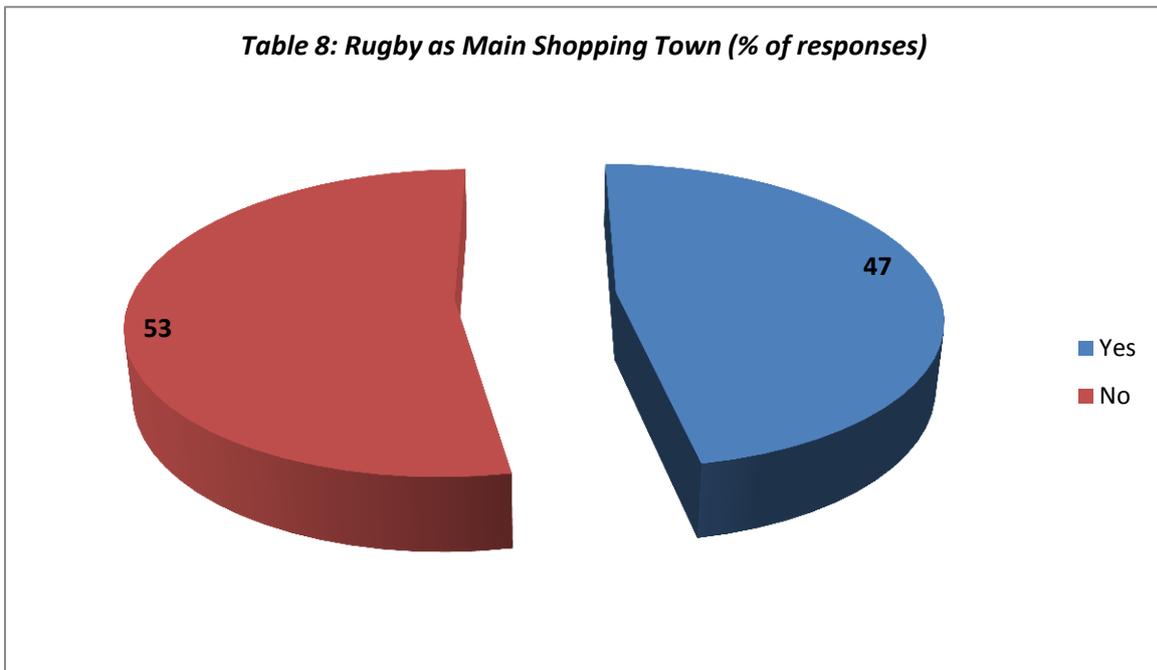


Source: IRN Research Town Centre Survey, November 2013

3.7 Main Shopping Town

Just under half of those interviewed visit Rugby as their main shopping town (47%).

Question: Is Rugby your main town for shopping (excluding food shopping)?



Source: IRN Research Town Centre Survey, November 2013

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Coventry and Leamington Spa are the two towns frequented most often as alternatives to Rugby. Overall, 35% of respondents also visit Coventry for shopping, and 17% visit Leamington Spa.

Of those that use another town/city as their main centre, the largest group – 36% - visit Coventry, and another 32% visit Leamington Spa. Birmingham is also the main centre for another 26%.

The largest group of shoppers visiting Rugby as their main shopping location but also visiting other towns are most likely to go to Coventry (46% choose Coventry). Leamington Spa is again the second most cited town mentioned by 26%.

Table 9: Other Towns Visited (% of responses)

Other Towns Visited	Rugby not Main Shopping Town	Rugby as Main Shopping Town
TOTAL	53	47
Coventry	19	16
Birmingham	11	3
Leicester	10	2
Leamington Spa	8	9
Northampton	6	2
Daventry	2	-
Nuneaton	2	1
Stratford	2	-
Banbury	1	1
Market Harborough	1	-
Fosse Park	-	1
		12 visitors to Rugby did not visit any other towns for shopping

Note: some interviewees highlighted more than one town/city

Source: IRN Research Town Centre Survey, November 2013

All interviewees were asked:

Question: Are you visiting the above town(s) named more frequently, less frequently, the same compared to a year ago?"

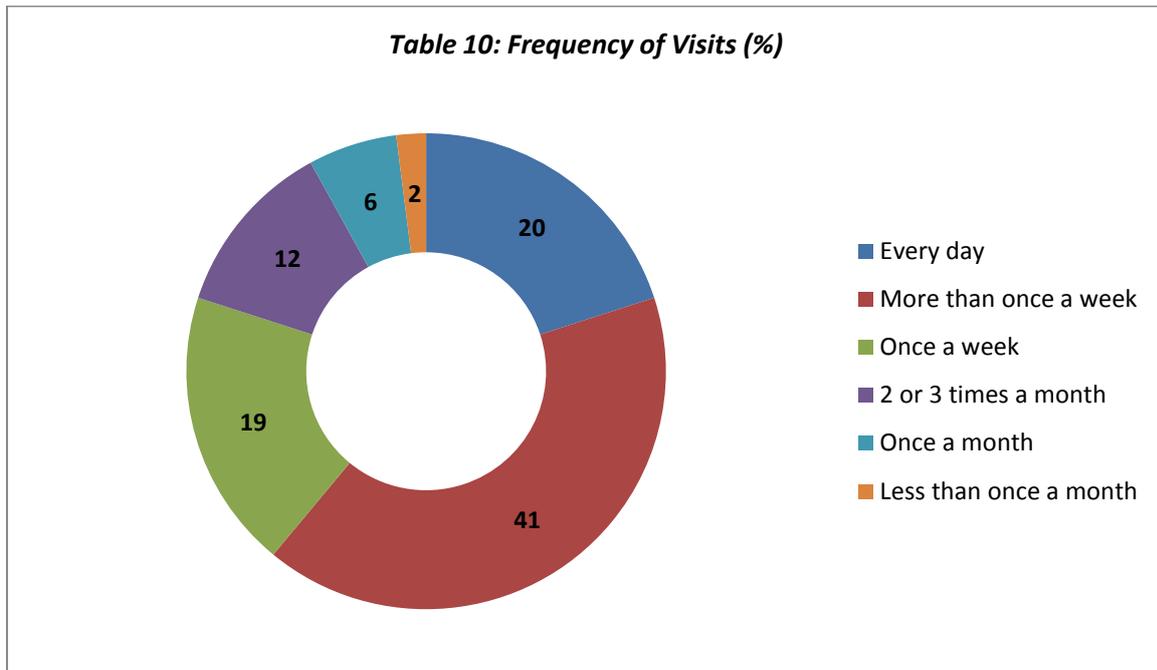
Based on replies for the main town named (excl. Rugby) then the majority (57%) are visiting this town as much as a year ago but there is almost a quarter (24%) that are visiting more frequently now. Another 26% are visiting less.

Amongst those that do not see Rugby as their main town, 34% are visiting their other main town more frequently than they did a year ago.

APPENDIX

Frequency of Visits

A large majority of the 100 interviewees are frequent visitors to the town centre. Over half (61%) visit the town centre more than once a week during the day, 20% come in every day, and a further 19% visit at least once a week.



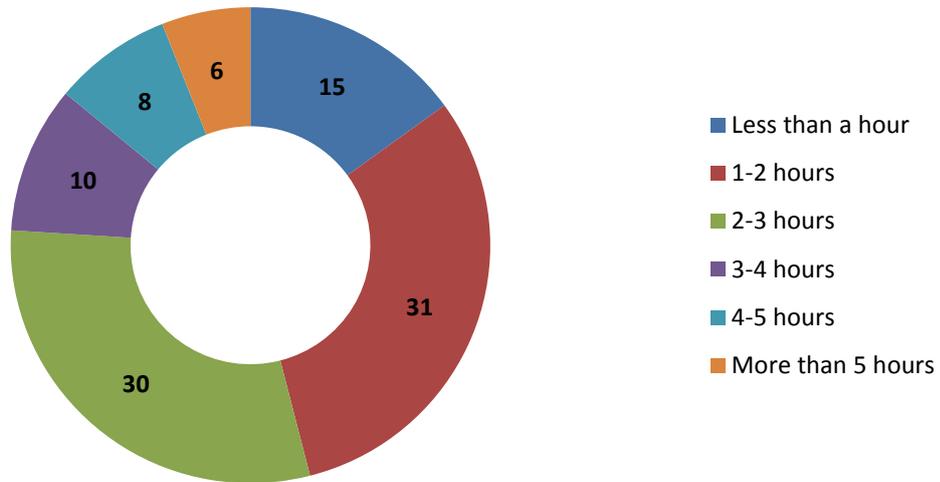
Source: IRN Research Town Centre Survey, November 2013

Length of Stay

Over half of those interviewed coming to the town during the day stay for at least 2 hours or more.

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Table 11: Length of Stay (%)



Source: IRN Research Town Centre Survey, November 2013

Age Structure

Age structure of survey sample:

Table 12: Age Structure of Survey Sample

Age band	%
18-24	15
25-34	23
35-44	23
45-54	19
55+	20
Total	100

Source: IRN Research Town Centre Survey, November 2013