



Opinion survey for the residents desired facilities in the Great Park Town Centre

Due to the population of great park we have chosen to undertake an open survey of the residents which is posted on the public page of the GPNA, Great Park Residents Group and Great Park Town Centre Facebook pages.

The combined population on these three pages is circa 5900 persons, with the largest group of 3700 persons in the Great Park Residents Group.

Sample Size

We have chosen to place a minimum requirement of returns for the poll based on a population of 5900 persons, along with an appropriate confidence level and margin for error.

| | | Confidence level | |
|-----------------|-----|------------------|-----|
| | | 95% | 99% |
| Margin of error | 10% | 95 | 162 |
| | 5% | 361 | 598 |

Figure 1 - Confidence level and error margin return requirements

Due to the type of opinion survey we have chosen to go for a confidence level of 95% with a +/-5% margin for error so we need a minimum of 361 returns on the survey to be able to validate at this level.

Survey Content

The survey itself will limit the returns to three of the preselected options, one of which is "other" which allows for a person to make their own suggestion. If someone adds more than one option in the "other box" then only the first one that is written will be considered in the analysis

The preselected choices are:

- Convenience store / off license
- Coffee Shop
- Takeaway food
- Bistro Bar
- Microbrewery
- Barbers
- Hairdressers
- Dentist
- Beauty Parlour / Nail Bar

- DIY shop
- Home Décor
- Techshop / repair
- Other

We have not included a supermarket or pub within the preselected options as these will not take any of the prebuilt units within the town centre and will be taking land specifically set aside for them, we are aware talks are on going with a supermarket and a pre-planning application has been submitted to Newcastle City Council with regards to the supermarket site; talks are still on going to find and agree a pub on the site.

Returns on the survey & resulting confidence interval

At the completion of the survey there was a total of 719 returns, we have reviewed the returns and removed ones which are not acceptable (i.e. business no longer exists, it formed a complaint, or it didn't specify anything) of which we have had to reject three of the returns in total, giving us 716 valid returns. This allows us to adopt a confidence level of 95% with a margin of error of 3.43% which statistically speaking offers a reliable data set.

It is worth noting that from the original 719 returns there were 597 unique IP addresses recorded, this is assumed to represent 719 people voting from 597 houses in the estate.

Analysis based on results of the survey

As you can see below, we have produced two graphs showing the returns for the various options which were shown on the survey. For the sake of brevity, we have reviewed the other return and grouped them into a general description. For example, anyone who submitted the option Greggs as been included in the option Bakery.

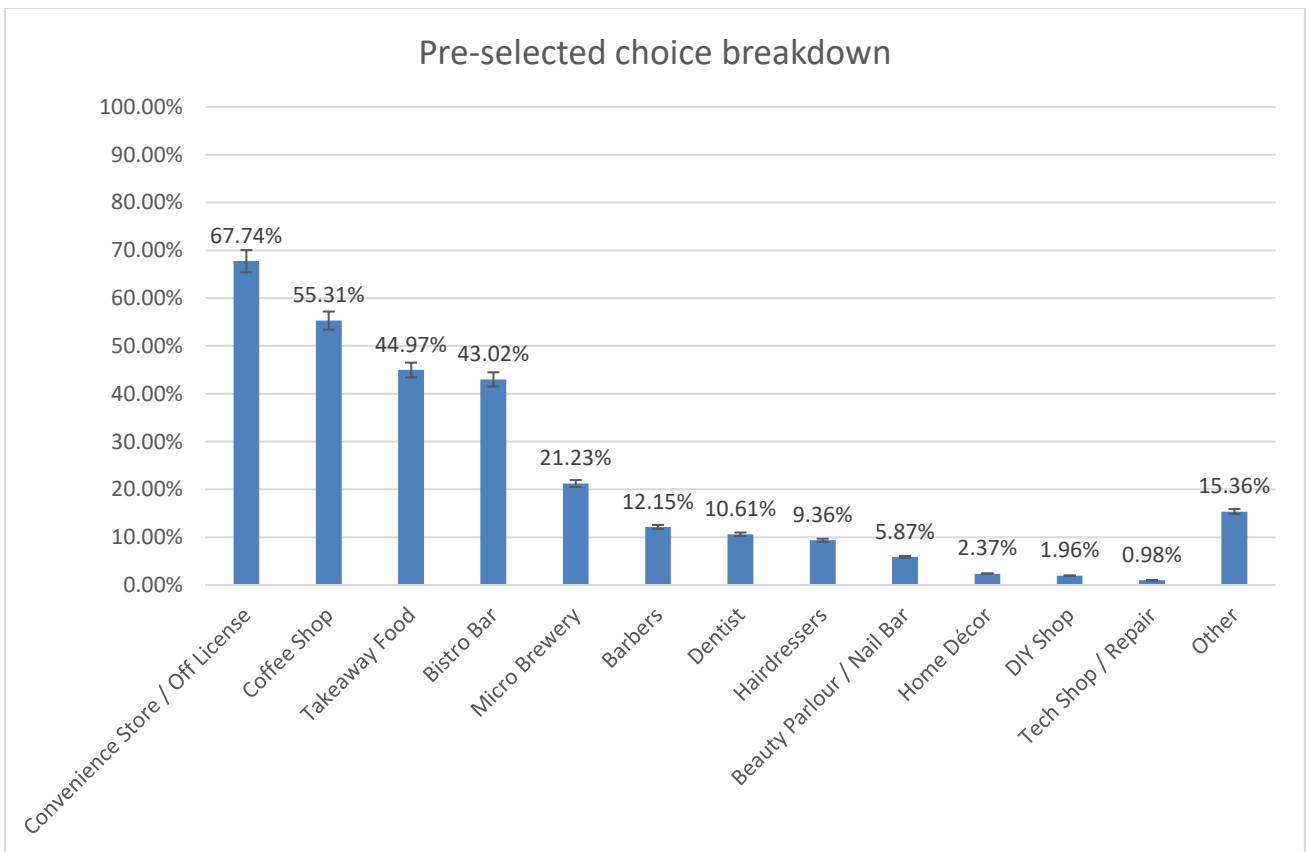


Figure 2 – Preselected choice break down

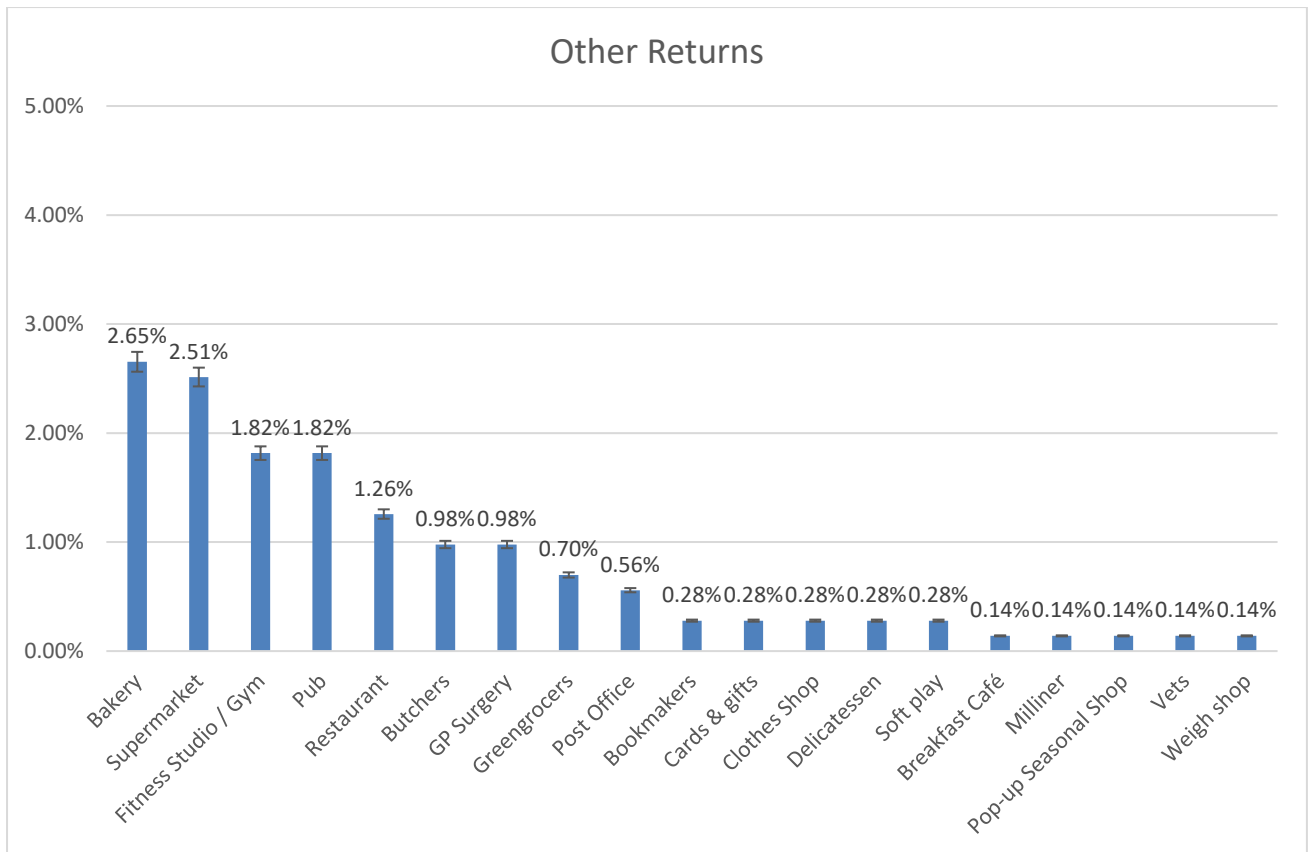


Figure 3 – Other Returns

Convenience Store / Off License

As you can see 67.74% of the estate would like a convenience store / off licence to be set up within the town centre area, this is further encouraged by the fact that 2.51% of people replying to the “Other” option have returned supermarket which for brevity we will include with in the preselected quantity to give 70.25% residents wanting a convenience store / off licence in the estate.

Coffee Shop

A coffee shop came very high in the survey with 55.31% of the vote; currently there is a coffee shop at the community centre with limited opening hours, but one in the town centre could operate with staff from the local offices utilising it during weekdays, and like most having a higher footfall on weekends from the residents. This could be a good community facility for meetings and social interaction.

Takeaway Food and Dining in Food

44.97% of the estate appear to be in favour of having a takeaway of some description in the town centre, one of the major issues with our location is delivery isn’t available form many restaurants due to the distance and it would appear that there is a good opportunity to have a captive market. We haven’t done an explicit survey into the types of takeaway that would be popular, but people have spoken about fish and chip shop, Indian takeaway, Chinese/Cantonese takeaway, Kebab, Turkish, etc.

With regards to Dining in Food a Bistro Bar / Restaurant combined got 44.28% of the vote, within the results there was a lot of people requesting Italian restaurants explicitly, which could be considered. It would be assumed that any restaurant that did open probably would also have a bar for non-diners.

Micro-brewery

From the estate 21.23% of people would like to see a Micro-brewery within the town centre, this may be a logistical challenge for a brewery to set up and would need to be carefully considered, but it could be expanded to incorporate a micro-brewery bar and shop if the brewery element itself needed to be offsite for special requirements. This is encouraged by the fact that 1.82% of people would like to see a pub on the site bringing the combined total to 23.05%.

Hair care, and beauty

Barbers and hairdressers got a total of 21.51% of the vote, this is encouraging, and it might be worth considering a joint venture, or splitting a unit into two for a hairdressers and barbers to take on together. This potentially could also take on a beauty parlour / nail bar (5.87% of the vote) within it if the space is sufficient.

Health Care

In the preselected options Dentists were added, and people also added GP surgery to the options.

Dentists received 10.61% of the vote through the preselection and 0.98% of the vote. Due to the size of Great Park, it would be prudent to consider a dental or GP practice to opening in the area as it would immediately attract the captive audience in the estate.

Minor returns for the preselected options

Home décor, DIY Shop & Tech / repair shop all got low returns (5.31%) this is possibly linked to the fact that many people buy home décor online or from big retailers which pushes the demand for small shops down unless they offer boutique items. DIY shops didn't appear popular, this may be due to there being a Screwfix at Kingston park which even though it is further it has a large range and an online store to purchase via. A Tech / repair shop wasn't popular, this might be because there are people in the estate that already offer this service and people don't see the need for that as a shop when they can go to the person directly.

Other Returns

As these were additional options that were submitted by residents the votes on these are lower, a total of 110 (valid) votes make up the "other" option spread over 19 options.

Options that got less than 0.5% of the total vote will not be assessed.

The most popular option (2.65%) added was a bakery (many returns referred to Greggs), judging by the returns this could be popular as it had 17.27% of the "other" votes.

The supermarket options has been discussed above, but we did have returns within this asking for: Asda, Tesco, Sainsbury's, M&S, and most commonly Waitrose.

Out of the “other” votes Fitness Studio / Gym was a popular option (this includes Yoga) it has 11.82% of the “other” votes and 1.82% of the total votes.

Butchers, Greengrocers, Fishmongers, Post Office

These four options came up in the survey, and combined got a total of 2.24% of the total vote with 14.45% of the “other” vote combined, it shows that there is a desire to “shop local” for the basics, but this will need to be weighed against competition from the likes of a convenience store and future supermarket.

Survey issued and compiled by Sean Hood

Data review, analysis and commentary by Lee Taylor