Survey results:

Wick Street Shopping Survey Report

March 2015
1. BACKGROUND

1.1 Wick Street shopping area traders ask the Littlehampton Town Centre Regeneration Officer to organise a survey to better understand the views and habits of those using Wick Street shops/premises.

1.2 The questionnaire was designed by the Wick Information Centre in conjunction with the Littlehampton Town Centre Regeneration Officer and Arun District Council’s Policy & Research Officer.

1.3 Face to face surveys were carried out in February 2015. A total of 114 responses were received1.

2. EXECUTIVE SUMMARY

2.1 Nearly two thirds of respondents were female and nearly half were aged 65 or more. The profile for the local area shows a 50:50 male to female split and just 20% of the population aged 65+. This suggests this area is more likely to attract female shoppers and older shoppers.

2.2 The overwhelming majority of respondents live locally, with nearly half living within the Wick postcode sector of BN17 7. Nearly 80% live in the three main Littlehampton postcode sectors of BN17 5; BN17 6; and BN17 7.

2.3 Around half responding were visiting ‘other shops’ e.g. chemists, bakers etc; around one in three were visiting the Co-op; a third visiting ‘services’ e.g. hairdressers; and only around one in four were buying takeaway food or eating/drinking in a café etc. Asked which shops/premises respondents ever visit, the proportion visiting catering establishments rises dramatically to three in four.

2.4 ‘Car’ and ‘on foot’ were, by some margin, the two most popular ways of travelling to the shopping area, each mentioned by around three in five respondents. Those who travel by car were asked where they park. Four in five use the Wick Parade car park.

2.5 Asked to rate the shopping area, the top three aspects are: friendliness (35% rated as very good and a further 50% rated as good); customer service (25% rated as very good and 60% rated as good); and opening times (19% rated as very good and 57% rated as good).

2.6 The bottom three aspects are: public toilets (2% rated as very good and a further 20% rated as good); public seating (3% rated as very good and 12% rated as good); and dog waste bins (1% rated as very good and 8% rated as good).

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1 A sample of 114 is subject to a maximum standard error of +/- 9.1% at the 95% confidence level on an observed statistic of 50%. Thus we can be 95% confident that if the whole population had responded the actual figure would lie between 40.9% and 59.1%
2.7 The above shows that aspects that the shopkeepers can control tend to be rated very highly whilst aspects that they can’t e.g. aspects of the public realm, are rated poorly.

2.8 Asked if they think the Wick Street shopping area has improved, got worse, or neither in the past two years, half (49%) feel there has been no change; just over a third (37%) feel it has improved; whilst one in ten (10%) feel it has got worse.

2.9 Those who feel it has improved in the last two years mentioned the following improvements:
  - More shops opened/more choice.
  - Shopkeepers seem helpful/friendly.
  - Shops seem busier.
  - Better looking shops/more pride in shops now.

2.9 Those who feel it has got worse in the last two years mentioned the following reasons:
  - Dirty, unclean, and run down/poor street furniture
  - Personal safety fears/youths hanging around/shops selling alcohol
  - Lack of variety.

2.10 Aspects that respondents particularly like about the Wick Street shopping area include:
  - All shops together/compact.
  - Friendly shopkeepers/sense of community/village feel.
  - Close to home/convenient.
  - Easy car parking/easy shopping/long opening hours.
  - Variety of shops.
  - Specific shops praised include: bakers, florist, chemist, hairdresser, greengrocer, bookmaker, party shop, launderette, newsagent, pet shop, Post Office, Co-op, motor factor, takeaways, St Barnabas.

2.11 Things that respondents would like to see change include:
  - Less litter
  - Better pavements, more seats, more litter bins, dog bins, better signage, better lighting, better toilets, a post box.
  - More trees, flowers and shrubs; but get rid of overgrown shrubs
  - External redecoration of certain shops/a general facelift
  - Better disabled access/more dropped kerbs
  - A bus service through Wick Street
  - More parking spaces and/or parking restrictions (e.g. car park can be full of vans, residents’ vehicles etc.)
  - A bank, a butcher, a wet fish shop, greengrocers, clothes shop, shoe shop, ironmongers.
  - Fewer takeaways
  - Better policing/security lighting: groups of youths at night; drunks; people who sit in front of shops.
3. KEY FINDINGS

3.1 Respondents were interviewed in the street. Nearly two thirds were female and nearly half were aged 65 or more (see figure 1). Assuming they are representative of Wick Street shoppers, it suggests this area particularly attracts female shoppers and older shoppers. In contrast, the age and gender profile for the local area\(^2\) shows a 50%:50% split by gender with just 20% of the population aged 65+.

Figure 1 – Age and gender of respondents [Base: 113]

\(^2\) the profile of Lower Layer Super Output Area Arun 004C (which covers Wick Street) based on mid02013 population estimates produced by the Office for National Statistics
3.2 The overwhelming majority of respondents live locally, with nearly half living within the Wick postcode sector of BN17 7. Nearly 80% live in the three main Littlehampton postcode sectors of BN17 5; BN17 6; and BN17 7 (figure 2).

Figure 2 – Postcode$^3$ of respondents [Base: 113]

3.3 More than nine in ten respondents were in Wick Street as part of a planned visit to the shopping area (figure 3).

Figure 3 – Why are you visiting Wick Street shops today? [Base: 111]

$^3$ the BN17 7 postcode sector broadly covers Wick and the north/western area of Littlehampton; the BN17 6 postcode sector broadly covers the north/eastern area of Littlehampton; and the BN17 5 postcode sector broadly covers the beach/central area of Littlehampton.
3.4 Around half of those responding were visiting ‘other shops’ e.g. chemists, bakers etc; around one in three were visiting the Co-operative; the same proportion were visiting ‘services’ e.g. hairdressers; and only around one in four were buying takeaway food or eating/drinking in a café etc. (figure 4).

Figure 4 – Which shops/premises are you visiting today? and Which Wick Street shops/premises do you ever visit? (please tick all that apply) [Bases: 114 and 112]

3.5 When asked which shops/premises respondents ever visit, the proportion visiting catering establishments (takeaway food and sit down food/drink) rose dramatically to three in four. This finding is consistent with surveys being largely administered during normal shopping hours, whereas the use of takeaways etc is likely to be heavily weighted to the evening trade.
3.6 As this was a street interview carried out in Wick Street we would expect a high proportion of respondents to be frequent visitors. This proved to be the case, with nearly nine in ten asserting they are frequent visitors (figure 5). Around half visit Littlehampton town centre shops frequently. Quite surprisingly only 45% say they frequently visit the new Morrisons supermarket at the northern end of Wick Street. A quarter say that they rarely visit the Morrisons store.

**Figure 5 – How often do you visit the following local shops? [Base: 112]**

3.7 As Morrisons is a direct competitor of the Co-operative supermarket in the Wick Street shopping area, this report looks at respondents’ patronage of the two stores. The results were inconclusive, with frequent Co-op shoppers no less likely to shop in Morrisons than those who didn’t use the Co-op.
3.8 ‘Car’ and ‘on foot’ were, by some margin, the two most popular ways of travelling to Wick Street shopping area, each mentioned by around three in five respondents (figure 6). Bus and bicycle were mentioned by fewer than one in ten. Comments later in this report state there is no bus route along Wick Street. We looked at car drivers to see if they were more likely to use Morrisons than those on foot are, however there is no significant difference between these two groups regarding their use of Morrisons.

Figure 6 – How do you normally travel here? [Base: 113]

3.9 Those who travel by car were asked where they park. Four in five use the Wick Parade car park, one in five park on-street, and a further one in five park in other locations (lay-bys, Wick Hall, and behind the florists were all mentioned).

3.10 The next part of the survey asks for respondents’ views on the Wick Street shopping area. Figure 7 overleaf shows respondents’ ratings of various aspects of the Wick Street shopping area on a scale from very good to very poor. The results have been sorted by average (mean) score. The top three aspects are: friendliness (35% rated as very good and a further 50% rated as good); customer service (25% rated as very good and 60% rated as good); and opening times (19% rated as very good and 57% rated as good).

3.11 The bottom three aspects are: public toilets (2% rated as very good and a further 20% rated as good); public seating (3% rated as very good and 12% rated as good); and dog waste bins (1% rated as very good and 8% rated as good). This figure shows that aspects that the shopkeepers can control tend to be rated very highly whilst aspects that they can’t e.g. certain aspects of the public realm, are rated poorly. Comments supplied for later questions asking if there is anything they like or anything they would like to see change add weight to these findings (see section 3.16 below).

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4 multiple responses allowed so total is greater than 100%
5 calculated Very good=+2; Good=+1; Fair=0, Poor=-1; Very Poor=-2.
Figure 7 - How would you rate Wick Street shops for each of the following aspects?  
[Bases vary: shown in brackets]
3.12 Asked if they think the Wick Street shopping area has improved, got worse, or neither in the past two years, half (49%) feel there has been no change; just over a third (37%) feel it has improved; whilst one in ten (10%) feel it has got worse. It’s encouraging that those who think it has improved outweigh those who feel it has got worse by nearly one in four (figure 8).

**Figure 8 – In your opinion, in the last two years has the Wick Street shopping area improved, got worse, or neither improved nor got worse? [Base: 112]**

3.13 Those who feel it has improved in the last two years were asked why they say this. Full verbatim comments are shown in appendix A.1; the key points are summarised below:
- More shops opened/more choice.
- Shopkeepers seem helpful/friendly.
- Shops seem busier.
- Better looking shops/more pride in shops now.

3.14 Those who feel it has got worse in the last two years were asked why they say this. Full verbatim comments are shown in appendix A.2; the key points are summarised below:
- Dirty, unclean, and run down/poor street furniture
- Personal safety fears/youths hanging around/shops selling alcohol
- Lack of variety.

3.15 The survey then asked whether there is anything respondents particularly like about the Wick Street shopping area. Full verbatim comments are shown in appendix A.3; the key points are summarised below:
- All shops together/compact.
- Friendly shopkeepers/sense of community/village feel.
- Close to home/convenient.
- Easy car parking/easy shopping/long opening hours.
- Variety of shops.
• Specific shops praised include: bakers, florist, chemist, hairdresser, greengrocer, bookmaker, party shop, launderette, newsagent, pet shop, Post Office, Co-op, motor factor, takeaways, St Barnabas.

3.16 Respondents were asked whether there is anything they would like to see change in the Wick Street shopping area. Full verbatim comments are shown in appendix A.4; the key points are summarised below:
• Less litter
• Better pavements, more seats, more litter bins, dog bins, better signage, better lighting, better toilets, a post box.
• More trees, flowers and shrubs; but get rid of overgrown shrubs
• External redecoration of certain shops/a general facelift
• Better disabled access/more dropped kerbs
• A bus service through Wick Street
• More parking spaces and/or parking restrictions (e.g. car park can be full of vans, residents’ vehicles etc.)
• A bank, a butcher, a wet fish shop, greengrocers, clothes shop, shoe shop, ironmongers.
• Fewer takeaways
• Better policing/security lighting: groups of youths at night; drunks; people who sit in front of shops.
APPENDIX

APPENDIX A.1 – Those who feel Wick Street Shopping Area has improved in the last two years were asked why they say this. Verbatim comments.

“Because independent shops try harder.”
“Because shopkeepers are trying to improve all the time.”
“Better community feel.”
“Co-op store improved.”
“Enjoy coming to Wick.”
“Hairdresser, improved Co-op, pet shop - as only shops visited. Husband used to do local shop.”
“Looks better and more choice.”
“More of a feeling of pride within the shops.”
“More shops opened.” (x3)
“Morrisons, new businesses.”
“Most shops are taken with a fairly good selection.”

“New clock.”
“New Morrisons.”
“Shopkeepers always helpful and friendly.”
“Shops seem busier and friendlier.”
“Some of the shops have made improvements.”
“The shops have made a real effort to liaise with the information centre to provide attractions for the community.”
“There’s more variety of shops than there was and more of the traders try to help Wick now.”
“Trees cut and (improvements to) Wick Information Centre especially.”
“Wick traders are taking more pride in Wick.”

APPENDIX A.2 – Those who feel Wick Street Shopping Area has got worse in the last two years were asked why they say this. Verbatim comments.

“Because nobody has even painted! Dull colour and lighting. Flowers.”
“Dirty, unclean, and run down.”
“General decline as in Littlehampton High Street.”
“It’s not safe to go out at night.”
“Poor paving, no seating, rubbish caused by free newspapers left for kids to throw around and takeaway rubbish.”

“Post Office moved.”
“There’s not a lot to choose from and no clothing shops for men.”
“Too many youths hanging around.”
“We need more interesting shops.”
“Wick, like Littlehampton, has far too many shops selling alcohol.”

APPENDIX A.3 – Aspects respondents particularly like about the Wick Street shopping area. Verbatim comments.

“A bus route to go through Wick Street as I work in Wick and feel that a bus through Wick would attract more custom and new visitors.”
“All shops together.”
“Car park. Friendly shop owners.”
“Close to home.” (x2)
“Community feel.”
“Compact.”
“Convenience, sense of community.”
“Convenience.”
“Convenient.”
“Co-op to get basic shopping.”
“Co-op, chemist, post office.”
“Ease of parking.”
“Ease of parking. Range of shops.”
“Easy parking. First class chemist.”
“Easy shopping.” (x2)
“Elliotts hairdressers, William Hill.”
“Elliotts Hairdressers.”
“Florist and greengrocers. Friendly people that you know by name.”
“Florist, party shop, Old Oven bakery.”

“Free parking, disabled spaces, friendliness of shop keepers, good variety of trades.”
“Free parking, variety of shops.”
“Friendliness and some services.”
“Friendliness of staff in all shops and that there is fair variety. Pleased there is Post Office, newsagents, chemist and florist as well as Co-op.”
“Friendly shopkeepers.”
“Friendly shops, especially launderette. Long opening hours of convenience shops. Wick Express customer service.”
“Glad to see it overall still running as a business, but worried about the Co-op, particularly on behalf of the old people of Wick.”
“Good parking.”
“Good sense of community, nice little shops.”
“Hairdresser, florist, chemist, newsagent.”
“Handy as I work in Wick.”
“Handy to walk to, the florist/pet shop/chemist/co-op & newsagent. Community feel.”
“I came through Wick after visiting the dump in Mill Lane and with the plan to call in on the Wick Information Centre and the charity shops. Any other shopping is incidental as I usually shop in the town centre (nearer my home). The shopping area makes little impact and is where anyone from further away would pass through, but it must be essential for the locals, especially elderly people.”

“I like the fact that I can walk to the shops and get almost everything I need on a daily basis. I moved here almost three years ago and although I work away I feel as though I have been here years. The Wick Information Centre has been a massive source of help from IT to friendly local services.”

“It can be a nice area.”

“It has a lovely village feel about it.”

“It has good shops.”

“It is nice to have the variety of shops so handy.”

“It is so near to my home, and we can buy most things we want locally.”

“It’s local - it’s friendly, I meet people I know.”

“It’s not very good quality and there is not a lot to choose from.”

“It’s within walking distance for small shopping, chemist and newspapers. We still have a post office.”

“Like to shop local. Nice to know the people where you shop.”

“Local and compact.”


“Local, convenient, friendly staff. Good bakers - Old Oven and Biggs.”

“Lots of choice of shops, both ones I use and don’t use.”

“Martins newsagents, Post Office, florist, Going Spare, electrical shop.”

“Mixture of shops and activities.”

“Near to home. Launderette.”

“No.” (x4)

“Not a lot.” (x2)

“Not really.” (x2)

“Post office (and extended hours). Fruit & veg shop.”

“Shops are friendly, clean, convenient, varied.”

“Small retailers. Long opening hours.”

“St Barnabas.” (x3)

“The Dew Drop and free parking.”

“The display at the flower shop.”

“The florist, the party shop.”

“The florist.” (x3)

“The helpfulness and friendly nature of the staff, plus the help and guidance provided by the Information Centre is a real treat.”

“The Old Oven Bakery’s food.”

“The shops I visit regularly are always clean, friendly and staff very pleasant and helpful.”

“The village atmosphere.”

“Two bakers and the takeaways.”

“Two lovely bakers, shops and a lovely florist shop (and an Indian takeaway and Chinese).”

“Variety of Shops.”

“Very friendly area.”

“Very handy.”

“Wick Information Centre. Friendly people working in the shops.”

APPENDIX A.4 – Aspects respondents would like to see change. Verbatim comments.

“1. The approach via North St. is often badly littered and does not create a good first impression. 2. More competitive pricing (stopped using Co-op as their milk price is so much higher than other supermarkets). 3. Some shops are in need of external redecoration.”

“A bank in Wick.”

“A bank. No resident parking between 9-5 in the main car park. Sometimes the car park is full with vans etc.”

“A bus to go through the whole of Wick.”

“A busy road to cross now the fruit and veg shop has closed, so I will have to get more frozen veg.”

“A butcher and a wet fish shop.”

“A few more seats maybe.”

“A general facelift for Wick Parade would make it more attractive and perhaps have fewer fast food outlets.”

“A post box in Wick Street.”

“Area needs to be cleaned and painted (shops and flats above). New bins, signage, benches, dog litter signs. A SERIOUS RE-VAMP!!!”

“As my husband is the user of a mobility scooter we find the pavements very hazardous. The dropped kerbs are at a strange angle and he has come off the kerb.”

“Better seating, signs to say where you are in Wick Village.”

“Better signage.”

“Brightened up. Better seating. A crèche.”

“Bring post office back.”

“Bus service required.”

“Butchers and greengrocers.”

“Clothes shop, shoe shop.”

“Fewer fast food outlets.”

“Fewer takeaways.”

“Fill the empty shops.”

“Get rid of adverts on hoardings and telegraph poles.”

“Get rid of groups of youths at night. Enforce the parking restrictions outside the ‘Sun Wah’ takeaway.”

“I would like a hobby shop, an ironmongers, or fresh fish (caught locally) shop.”
“Improved parking.”
“It wants a good paint lift.”
“It would be very useful if a bus travelled through Wick Street. It would encourage more people to visit.”
“Just started working in Wick. The owner of XXXX shop is not very nice but other shop owners are very friendly.”
“Keep the car park clean, a resurface the pavements. Closure of Wick Market.”
“Like to see a bus service running through Wick Street and Arundel Road.”
“Maybe a fresher look. A clothes shop, other than charity ones.”
“More choice.”
“More clean area.”
“More clothing shops (not charity shops).”
“More directions, seats, a clothes store.”
“More frequent and thorough clearing of leaves, litter from pavements and car park. More disabled parking - maybe the first space on both sides of each bay?”
“More greenery, trees etc. Please keep the Co-op.”
“More parking, better toilets.”
“More parking, lighting.”
“More parking. Clothes shops but not charity ones.”
“More police to move on the people that sit in front of shops that are trying trade as it gives a bad look to the shops and to Wick in general.”
“More prominent no entry signs for car park - cars enter car park the wrong way.”
“More public bins, a decent nightclub and more things for children to do and an internet cafe.”
“More scenic flower displays like the town’s got. And get rid of all the overgrown shrubs on the Wick Parade entrance.”
“More shops, fewer takeaway food outlets”
“More toilets.”
“More trees, bushes, flowers. More benches. No signs into Wick (or out of). Need a bus service through Wick Street.”
“More variety and a bus service.”
“Much better access for disabled. Drop kerbs are either non-existent or dangerous. If shopping with my husband I prefer to go into Littlehampton even though it’s further away simply because it’s safer.”
“No.” (x4)
“Not enough parking for residents off Wick street, especially at school finish time. Can never park when I get home from work.”
“Not so many drunks. More parking. Outside of the toilets cleaned up.”
“Open out!”
“Overall the shopping area is quite tatty. It could be so much better - more of a village look and feel. Shop signs tend to be cheap looking.”
“Pavements, ironmongers, toilet facilities, barber, Poundland.”
“Pavements need attention. Dog bin needed.”
“Paving, seating, security lighting to stop loitering youths who are bored and have no particular place to ’hang out’ in evenings. Fast food outlets to clear rubbish their daily. Advertising banners removed from the railings in front of the flats. Shops to be responsible for rubbish outside their shops. Better parking control in North Street and Wick Street.”
“People not dropping litter or urinating in the street.”
“Place needs a face lift as it looks run down. Better lighting!!”
“Please don’t let it run down further or remove the car parking. The precinct buildings (including flats) could do with an update.”
“Prevent parking of commercial vehicles. Certain areas need hatching to prevent anti-social car parking. More disable car spaces.”
“Probably a bus service.”
“Rubbish. Shops should take responsibility for the front of shop, particularly the takeaways.”
“Seating is a problem. Wick itself has almost no signage to identify the village.”
“Seats for shoppers; bigger entry and exit signs for car park; signage to Wick shopping; recycling bins; ban cycling on pavements; so many disabled vehicles go so fast around the precinct.”
“Smarter appearance, more seating and planting to match those in the town centre. Pavements need some attention as the kerbs aren’t buggy, scooter, wheelchair friendly.”
“St Barnabas moved to a larger premises.”
“The layby at the north end of Wick Street should have a couple of speed humps installed. When traffic lights at the pedestrian crossing go red we often get cars (taxis included) using the layby as a way to avoid stopping at the lights. With the school over the road, it is only a matter of time before someone is seriously hurt or killed.”
“The pavement opposite the bakers made wider.”
“The people.”
“The post box back where it was.”
“Think you could take a look at Rustington, they have it just about right.”
“Tidied up (weeds and litter). Kids’ noise levels in the evenings.”
“To have a bus route through Wick Street.”
“We miss Hyams (butchers in parade), hardware shop (roundabout end), pound shop (now a pet store in True Blue area) which were very useful many years ago.”