

**Supporting Survey Information Pursuant
to Planning Application 8/06/0476 for
Change of Use from A1 Retail to A2
Financial & Professional Services at 9/10
Saxon Square, Christchurch**



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Introduction

Pursuant to planning application 8/06/0476 for change of use to form an A2 Halifax Bank branch at the above premises, Richard Raper Planning Ltd undertook various exit surveys of customer numbers at HBOS branches in various locations and including the subject Zoom the Loom premises to examine the levels of footflow attracted to this particular use and to compare and contrast with footflow associated with HBOS branches in similar towns.

"Pedestrian Flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening who are available for business to attract into shops restaurants or other facilities" (PPS6 - Paragraph 4.4: Measuring Vitality and Viability: Health Checks).

It is evident from this extensive survey research that HBOS Halifax Bank Branches are undoubtedly one of the most vibrant of all A2 uses. In particular they create high levels of footfall and also create significant spin off trade thus making a significant contribution to the vitality and viability of a town centre.

Retail Survey 1 is an exit survey of customer footflow at the subject premises, i.e. 9/10 Saxon Square. The data from this survey can be compared and contrasted to data from various HBOS branches in Harrogate in North Yorkshire; Lytham, St Anne's (Lancashire); and York City Centre.

All these towns share similarities with Christchurch in terms of character, function, size, and levels of tourist attraction.

**RETAIL EXIT SURVEY 1 - Zoom the Loom Limited at 9/10 Saxon Square,
Christchurch, Dorset BH23 1QA – Wednesday 16th August 2006**

This survey was undertaken outside the subject premises on Wednesday 16th August 2006. Christchurch is a coastal town on the south coast of England with a total population of 44,865 people (2001 Census data). On the day of the survey the weather was warm and sunny. The number of persons exiting the Zoom the Loom premises were counted between 12:00pm and 1:00pm, 1:00pm and 2:00pm and 2:00pm and 3:00pm.

SURVEY 1 – Total Customers

DATE OF SURVEY – Wednesday 16th August 2006

	12:00 –13:00	13:00 –14:00	14:00 –15:00	<u>TOTAL</u>
Exit Survey at Zoom the Loom	40	36	37	113
<i>(Average persons per hour)</i>				38.6

- The survey discovered that the Zoom the Loom operation, although it is an A1 use, attracted an average of only 38 customers per hour over a 3 hour period.

RETAIL EXIT SURVEY 2 – Total Customers: Halifax Bank, 24 Oxford Street, Harrogate, North Yorkshire, HG1 1PU – Tuesday 15th August 2006

This survey was taken on Oxford Street, Harrogate, North Yorkshire on Tuesday 15th August 2006. Harrogate is a pleasant spa town to the south-east of the Yorkshire Dales and is famous for its tea shops, flower shows, Turkish baths, and antique shops. The town has a total population of 151,336 people (2001 Census data). On the day of the survey, the weather was overcast but fairly warm. The number of persons exiting the premises of HBOS (and using the Cash Machines), were counted between 12:00pm and 1:00pm, 1:00pm and 2:00pm and 2:00pm and 3:00pm. Every fourth person exiting the premises was also asked whether they were visitors to the area or local residents.

SURVEY 2 – Total Customers

DATE OF SURVEY – Tuesday 15th August 2006

	12:00 –13:00	13:00 –14:00	14:00 –15:00	<u>TOTAL</u>
Exit Survey at Halifax Bank	109	82	77	268
<i>(Average persons per hour)</i>				89.3
HBOS ATM Customers	84	95	71	250
<i>(Average persons per hour)</i>				83.3
HBOS TOTAL CUSTOMERS	193	177	148	518
TOTAL HBOS <i>(Average persons per hour)</i>				172.6

Attraction to Visitors and Local Residents

Every fourth person exiting the Halifax/using the ATM was asked the following question, viz –

“Do you live in the Harrogate area or are you a visitor?”

The results were as follows –

	YES	No	TOTAL
12.00-13.00	<i>38 (80.8%)</i>	<i>9 (19.2%)</i>	47
13.00-14.00	<i>34 (85%)</i>	<i>6 (15%)</i>	40
14.00-15.00	<i>30 (85.7%)</i>	<i>5 (14.3%)</i>	35
TOTAL	<i>102 (83.6%)</i>	<i>20 (16.4%)</i>	122

- The survey research found that total footflow associated with HBOS branches is massive. An average of 172.6 people visited this particular branch over a three hour period. In contrast only 38.6 visited the subject site at 9/10 Saxon Square, Christchurch over the same three hour period.
- Over a three hour period 518 people visited the HBOS Branch compared to only 113 at the subject site in Christchurch.
- HBOS facilities are used by both local residents and visitors alike. 84% of people surveyed were local residents who use this vital facility.

RETAIL EXIT SURVEY 3 – Total Customers: Halifax Bank, 26 St. Georges Road / 13-15 Gordon Street, Lytham St. Annes – Wednesday 30th August 2006

This survey was taken on St. Georges Road, Lytham St. Anne's, on Wednesday 30th August 2006. Lytham is a pleasant resort town close to Blackpool on the west coast. The town has a total population of 41,330 (2001 Census data) and is to Blackpool what Christchurch is to Bournemouth. On the day of the survey, the weather was bright and breezy. The number of persons exiting the premises of HBOS (and using the Cash Machines), were counted between 12:00pm and 1:00pm, 1:00pm and 2:00pm and 2:00pm and 3:00pm. Every fourth person exiting the premises was asked whether they would be making any purchases in the area to establish levels of spin off trade generated by an HBOS use.

SURVEY 3 – Total Customers

DATE OF SURVEY – Wednesday 30th August 2006

	12:00 –13:00	13:00 –14:00	14:00 –15:00	<u>TOTAL</u>
Exit Survey at Halifax Bank	98	102	100	300
<i>(Average persons per hour)</i>				100
HBOS ATM Customers	32	50	66	148
<i>(Average persons per hour)</i>				49.3
HBOS TOTAL CUSTOMERS	130	152	166	448
TOTAL HBOS <i>(Average persons per hour)</i>				149.3

Spin Off Trade.

Every fourth person exiting the Halifax/using the ATM was asked the following question, viz –

Have you already, or do you intend to make any purchases in the area today?

The results were as follows –

	12.00-13.00	13.00-14.00	14.00-15.00	Total
Yes	28 (87.5%)	35 (92.1%)	39 (97.5%)	102 (92.7%)
No	4 (12.5%)	3 (7.89%)	1 (2.5%)	8 (7.3%)
TOTAL	32 (100%)	38 (100%)	40 (100%)	110 (100%)

- The survey research found that there is substantial footflow associated with HBOS uses, irrespective of the size of the town. A total of 448 people visited this particular branch over a three hour period compared to only 113 people at the subject Zoom the Loom unit.
- On average more people, 149.3 visited the HBOS use per hour than the combined total visitors to the subject site over a three hour period.
- HBOS facilities create significant spin off trade. 93% of people said they would go on to make purchases in the town centre. As such the HBOS uses make a positive contribution to vitality and viability.

RETAIL EXIT SURVEY 4 – Total Customers: Halifax Bank, 47 Parliament Street, York – Wednesday 16th August 2006

This survey was taken on Parliament Street, York, on Wednesday 16th August 2006. York is an historic roman city with a total population of 181,094 (2001 Census data). On the day of the survey, the weather was overcast but mild. The number of persons exiting the premises of HBOS (and using the Cash Machines), were counted between 12:00pm and 1:00pm, 1:00pm and 2:00pm and 2:00pm and 3:00pm. Every fourth person exiting the premises was asked whether they were local residents or visitors to the city.

SURVEY 4 – Total Customers

DATE OF SURVEY – Wednesday 16th August 2006

	12:00 –13:00	13:00 –14:00	14:00 –15:00	<u>TOTAL</u>
Exit Survey at Halifax Bank	124	107	94	325
<i>(Average persons per hour)</i>				108.3
HBOS ATM Customers	113	120	91	324
<i>(Average persons per hour)</i>				108
HBOS TOTAL CUSTOMERS	237	227	185	649
TOTAL HBOS <i>(Average persons per hour)</i>				216.3

Attraction to Visitors and Local Residents

Every fourth person exiting the Halifax/using the ATM was asked the following question, viz –

“Do you live in the York area or are you a visitor?”

The results were as follows –

	YES	No	TOTAL
12.00-13.00	<i>31 (58.4%)</i>	<i>22 (41.6%)</i>	53
13.00-14.00	<i>25 (49%)</i>	<i>26 (51%)</i>	51
14.00-15.00	<i>25 (67.5%)</i>	<i>12 (32.5%)</i>	37
TOTAL	81 (57.4%)	60 (42.6%)	141

- In cities attracting tourists there is an even greater level of footflow associated with HBOS branches. 649 people visited this particular branch over three hours.
- On average in this tourist location 216 customers per hour visited this HBOS branch. This is a significant number of people and spin off trade from this would be substantial.
- Tourists and visitors can equally benefit from a busy HBOS use. 42.6% of visitors to the city centre were attracted to this HBOS branch on Parliament Street. As such HBOS uses are beneficial in that they pull visitors and local residents into shopping streets and thereby generate spin off trade for local retailers.

Conclusions

- It is evidently clear from this survey information that HBOS branches attract significant levels of footflow in each of the towns surveyed. Overall around four times as many customers were attracted to HBOS facilities than those visiting the subject site.
- On average, over the three surveys conducted 179.4 people per hour visited the surveyed HBOS branches. This is substantial. Compare and contrast this figure with the 38.6 people visiting the Zoom the Loom shop per hour over a three hour period.
- Irrespective of the size of the town, HBOS branches always perform particularly well and contribute in the most positive way to vitality and viability in the town centre.
- HBOS branches attract both local residents and visitors to the town centre to shopping streets and survey data has found that well over 90% of HBOS customers go on to make purchases in the town centre. As such significant levels of spin off trade is created by HBOS uses.