

Andrew Jones MP's

Harrogate retail inquiry

The
results.

Introduction.

In January 2019, in response to concerns about the health of Harrogate's town centre shopping, local MP Andrew Jones began an extensive inquiry of residents on their experiences and thoughts about shopping in the town. This followed on from a similar survey undertaken in Knaresborough in 2018.

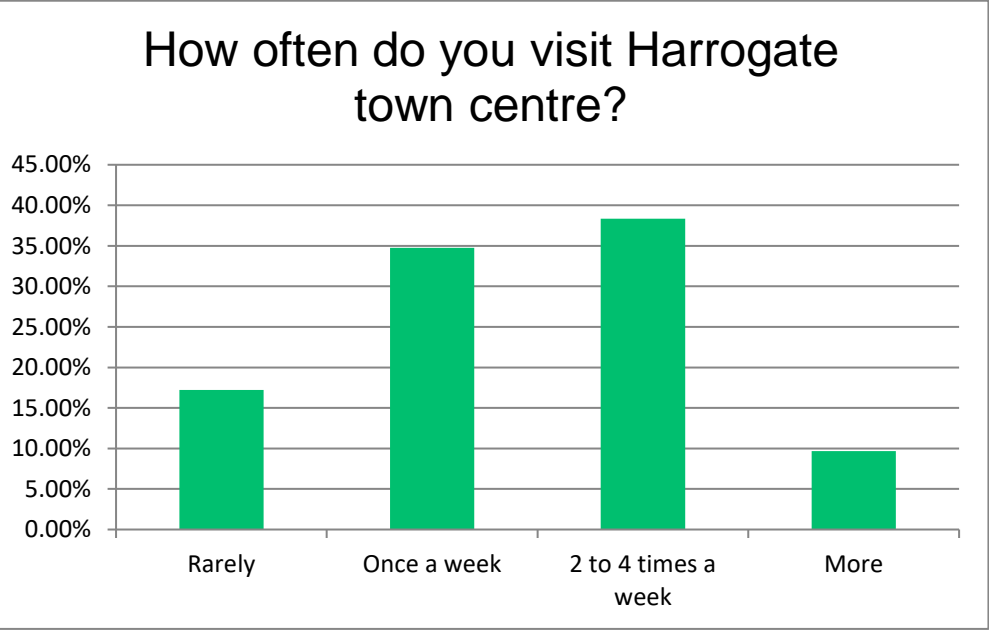
Extensive surveys were hand-delivered by volunteers to 10,000 households. The surveys, envelopes and reply postage were all paid for by small voluntary donations from local people. No taxpayers money was used. The survey was also available online.

Over 2700 responses were received.

These are the results.

How often do you visit Harrogate town centre?

Rarely	17.21%	467
Once a week	34.76%	943
2 to 4 times a week	38.33%	1040
More	9.69%	263
		2713



In a nutshell...

Nearly half of all respondents to this question shop in Harrogate town centre more that twice a week.

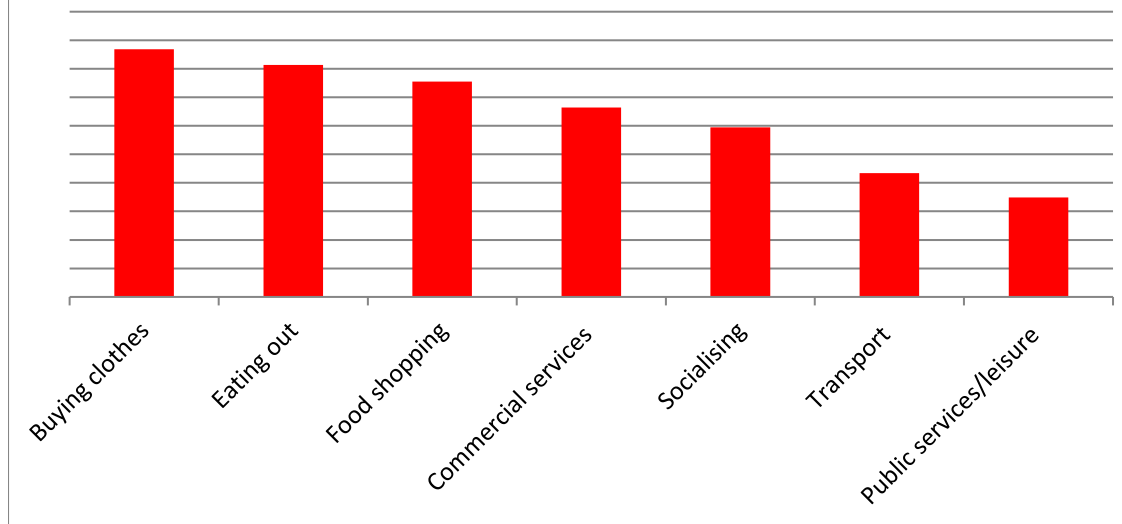
Fewer than one in five respondents said that they rarely shopped in Harrogate.

The most common frequency of shopping in Harrogate by an individual is two to four times a week.

For what main purpose do you generally visit (tick as many that apply)?

Buying clothes	1737
Eating out	1626
Food shopping	1509
Commercial services	1328
Socialising	1189
Transport	868
Public services/leisure	697
Other	271
	2711

For what main purpose do you generally visit (please tick as many that apply)?

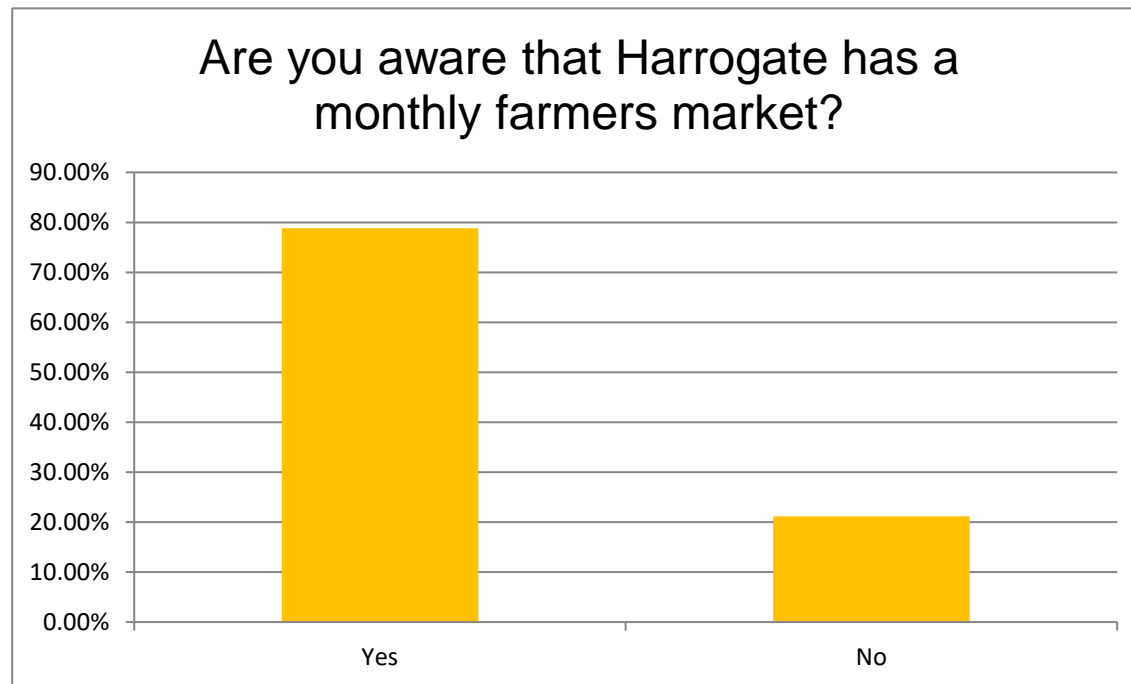


In a nutshell...

The most popular reason for local people to visit Harrogate is to buy clothes closely followed by eating out and buying food.

Are you aware that Harrogate has a monthly farmers market?

Yes	78.82%	2133
No	21.18%	573
		2706

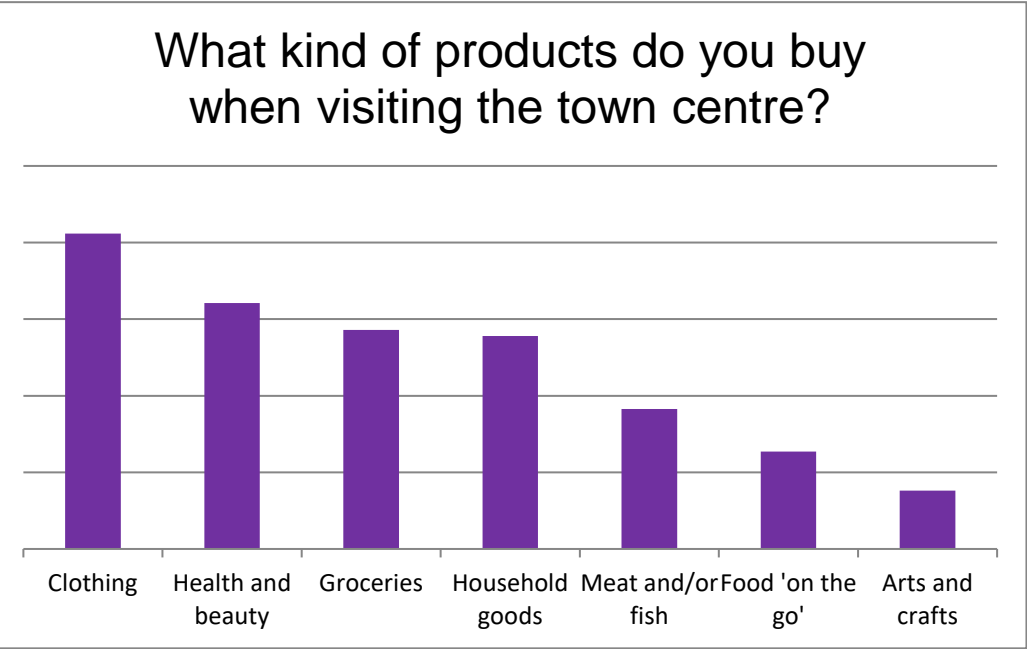


In a nutshell...

Almost four-fifths of respondents know about the monthly farmers markets.

What kind of products do you buy when visiting the town centre?

Clothing	2059
Health and beauty	1606
Groceries	1429
Household goods	1389
Meat and/or fish	913
Food 'on the go'	635
Arts and crafts	381
Other	190
	2654



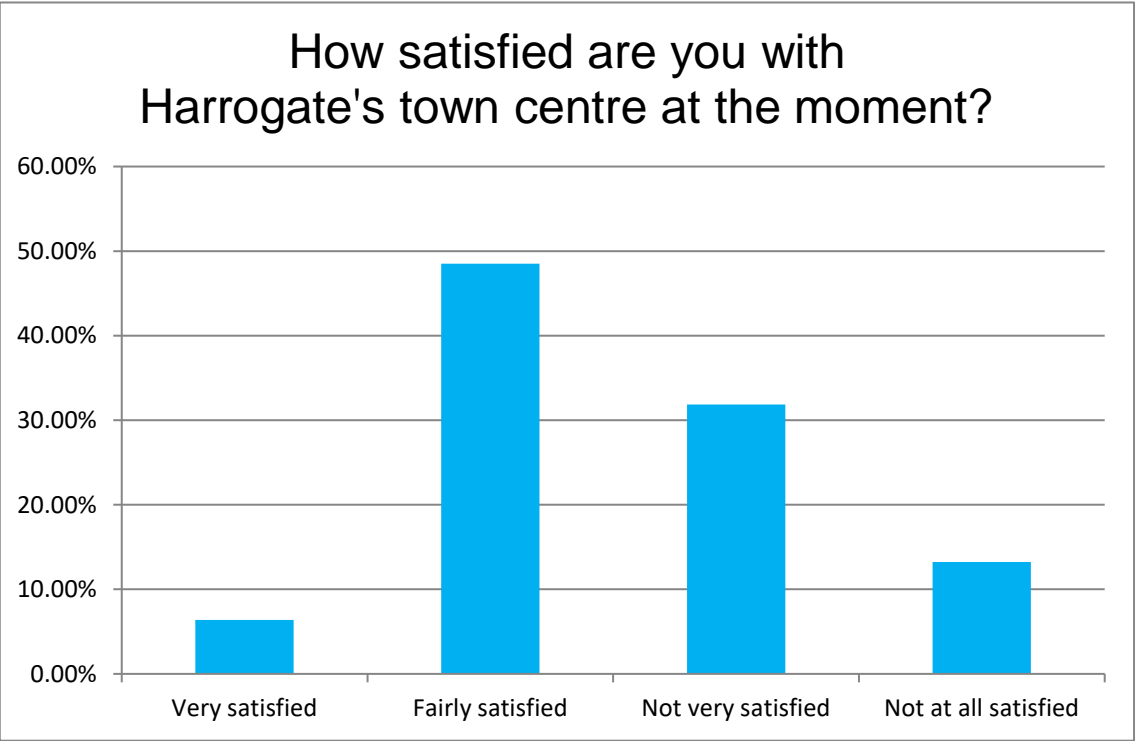
In a nutshell...

As expected from the earlier answer regarding reasons to shop in Harrogate, clothing shopping is the most frequent purchase.

Fewer than 15 per cent of respondents visit the town centre to purchase arts and crafts-related

How satisfied are you with Harrogate's town centre at the moment?

Very satisfied	6.39%	169
Fairly satisfied	48.51%	1283
Not very satisfied	31.87%	843
Not at all satisfied	13.23%	350
		2645



In a nutshell...

Over half (55 per cent) of all respondents have a positive view of the town centre with only 13 per cent expressing complete dissatisfaction.

What is the MAIN reason you go into Harrogate to shop?

Close to home	60.96%	1633
To visit a particular shop	9.59%	257
Good choice of shops	9.29%	249
Convenient public transport	7.80%	209
Good quality environment	5.41%	145
I don't shop in Harrogate	3.99%	107
Good parking	2.46%	66
To shop at the market	0.49%	13
		2679



In a nutshell...

Most residents' main reason for shopping the Harrogate is because it is close to their home.

No other factor garnered more than 10 per cent as the MAIN reason to shop in Harrogate.

When you decide to shop other than in Harrogate what is the MAIN reason for doing so?

I can't get what I need in Harrogate	48.52%	1246
I like a wider range of shops	31.23%	802
More car parking elsewhere	3.66%	94
Cheaper parking elsewhere	6.19%	159
Better facilities for disabled people	1.32%	34
Other (please specify)	9.07%	233
		2679



In a nutshell...

Nearly 80 per cent of respondents said that when they shop elsewhere it is because they can't get what they need in Harrogate or to find a wider range of shops.

Fewer than 10 per cent of residents said that the MAIN reason they shopped elsewhere was related to parking charges or availability of parking spaces.

How often do you shop online compared to 'conventional' shopping?

I don't shop online	17.61%	477
I only occasionally shop online	41.10%	1113
It's about fifty-fifty	24.52%	664
I mostly shop online	16.77%	454
		2708



In a nutshell...

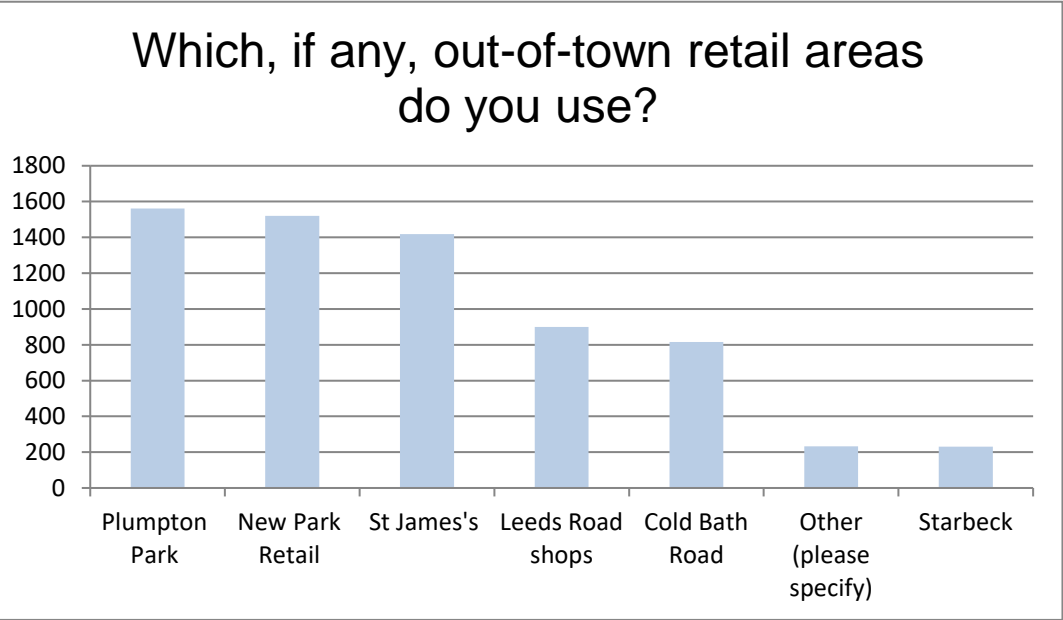
Forty-one per cent of respondents said they did more than half their shopping online.

Fewer than one in five don't do any shopping online.

Responding to a similar retail survey in Knaresborough last year 27 per cent of respondents said they did more than half their shopping

Which, if any, out-of-town retail areas do you use?

Plumpton Park	1562
New Park Retail	1520
St James's	1418
Leeds Road shops	899
Cold Bath Road	816
Other (please specify)	233
Starbeck	230
Westmoreland Street	99
	2587



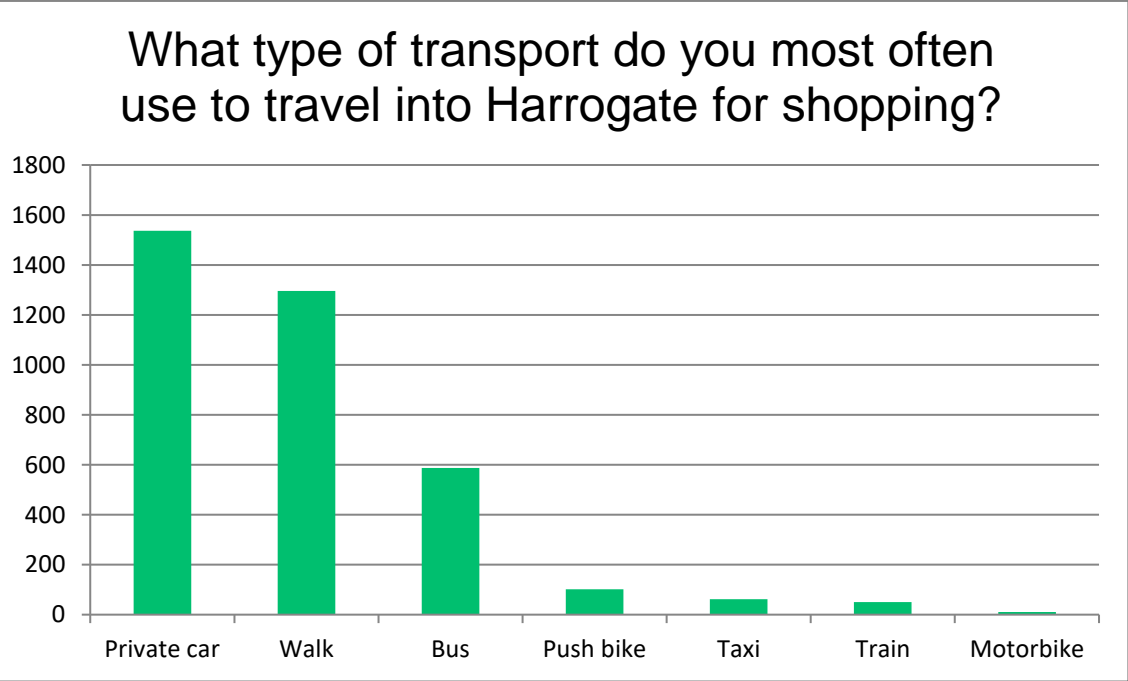
In a nutshell...

Nearby out-of-town shopping areas tend to do best if there is a significant supermarket offering on the site acting as an anchor store.

The exception to this is Cold Bath Road which bucks that trend.

What type of transport do you most often use to travel into Harrogate?

Private car	1537
Walk	1296
Bus	587
Push bike	102
Taxi	62
Train	50
Motorbike	10
	2703



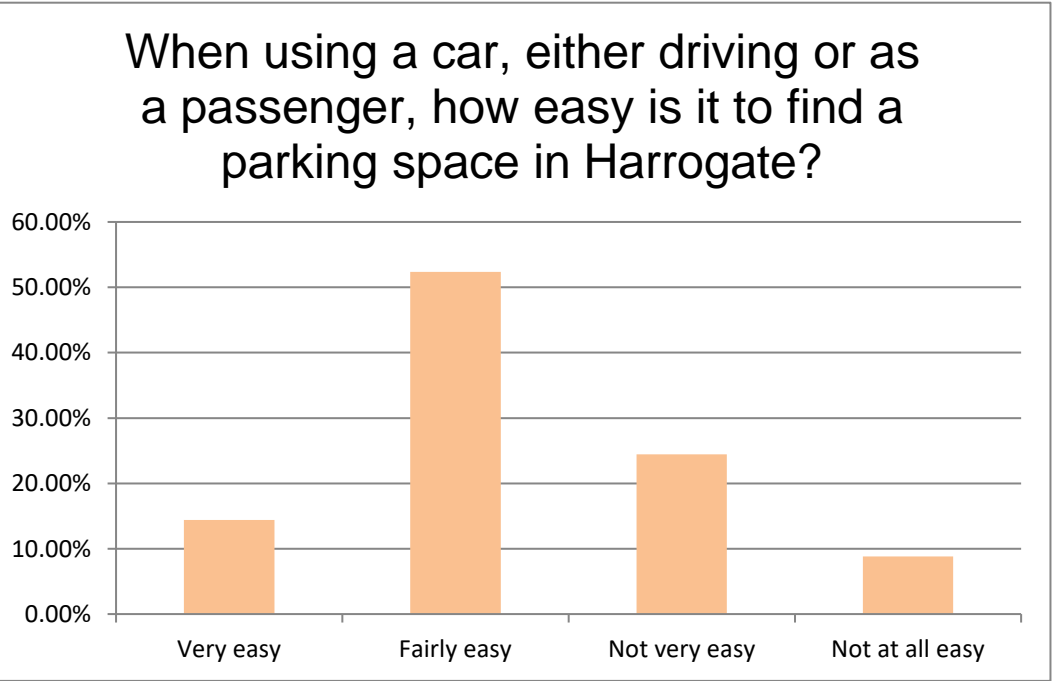
In a nutshell...

Since many cited the town centre as being close to home as being the **MAIN** reason they shop there it is not surprising that so many walk into town.

The main way people travel in to town even with subsidised bus travel for the over 60s and perceived deterrents to private vehicles is by car.

How easy is it to find a parking space in Harrogate?

Very easy	14.39%	331
Fairly easy	52.37%	1205
Not very easy	24.42%	562
Not at all easy	8.82%	203
		2301



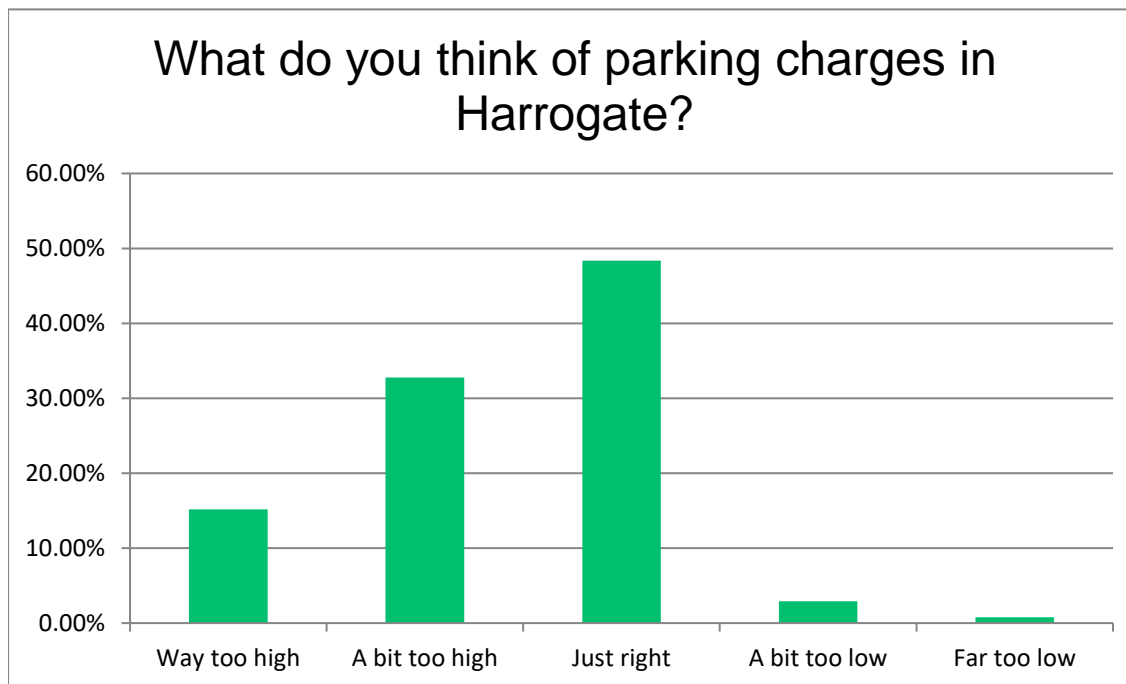
In a nutshell...

Over two-thirds of respondents found it fairly or very easy to find a parking space in Harrogate.

Fewer than one in ten found it 'not at all easy'.

What do you think of parking charges in Harrogate?

Way too high	15.19%	372
A bit too high	32.79%	803
Just right	48.35%	1184
A bit too low	2.90%	71
Far too low	0.78%	19
		2449



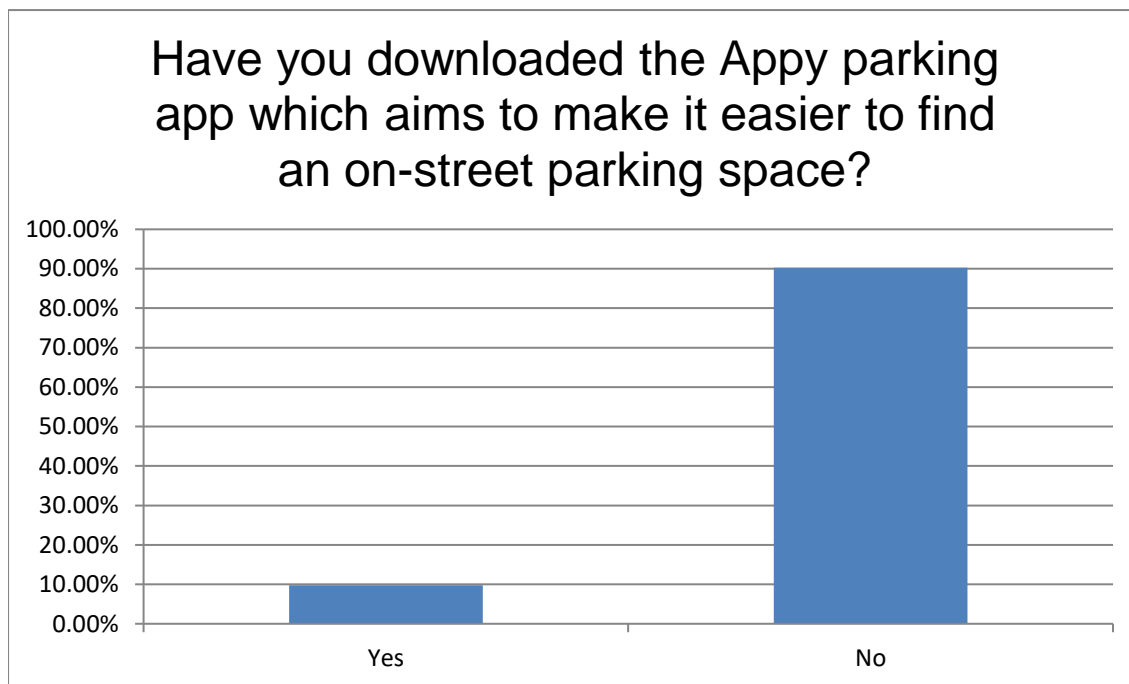
In a nutshell...

More than 52 per cent of shoppers felt that parking charges were 'just right' or 'too low'.

Just 15 per cent felt that they were 'way too high'.

Have you downloaded the Appy parking app which aims to make it easier to find an on-street parking space?

Yes	9.74%	254
No	90.26%	2354
		2608

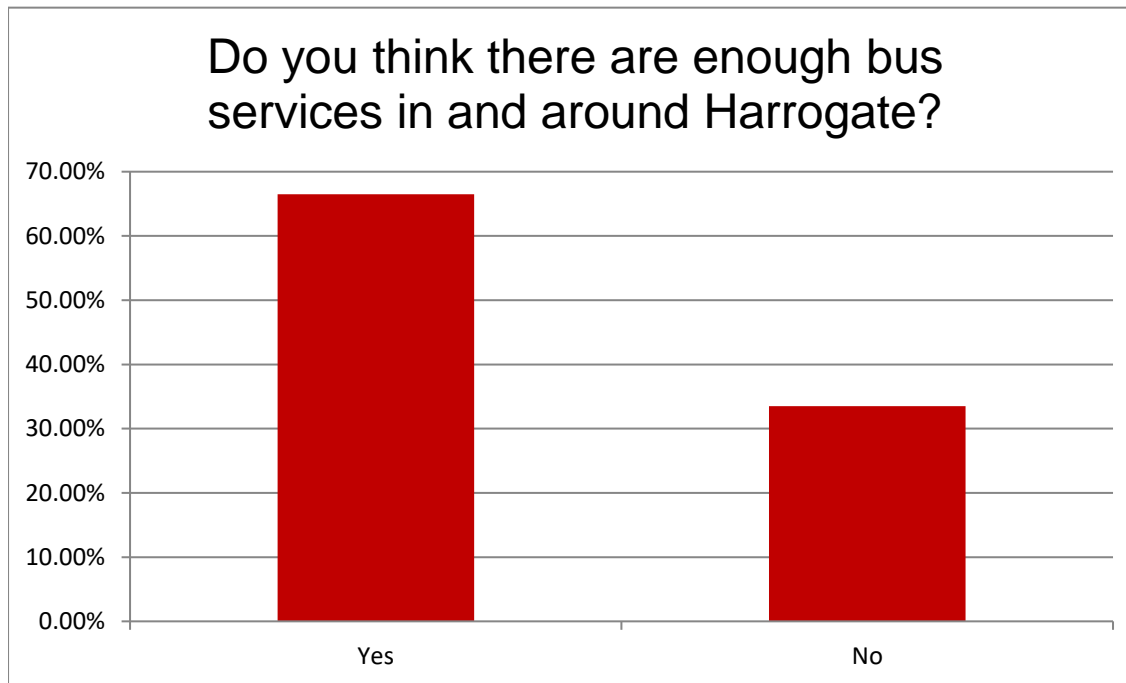


In a nutshell...

Nearly ten per cent of respondents had downloaded the new Appy Parking app making it more convenient to park.

Do you think there are enough bus services in and around Harrogate?

Yes	66.50%	1277
No	33.50%	642
		1919

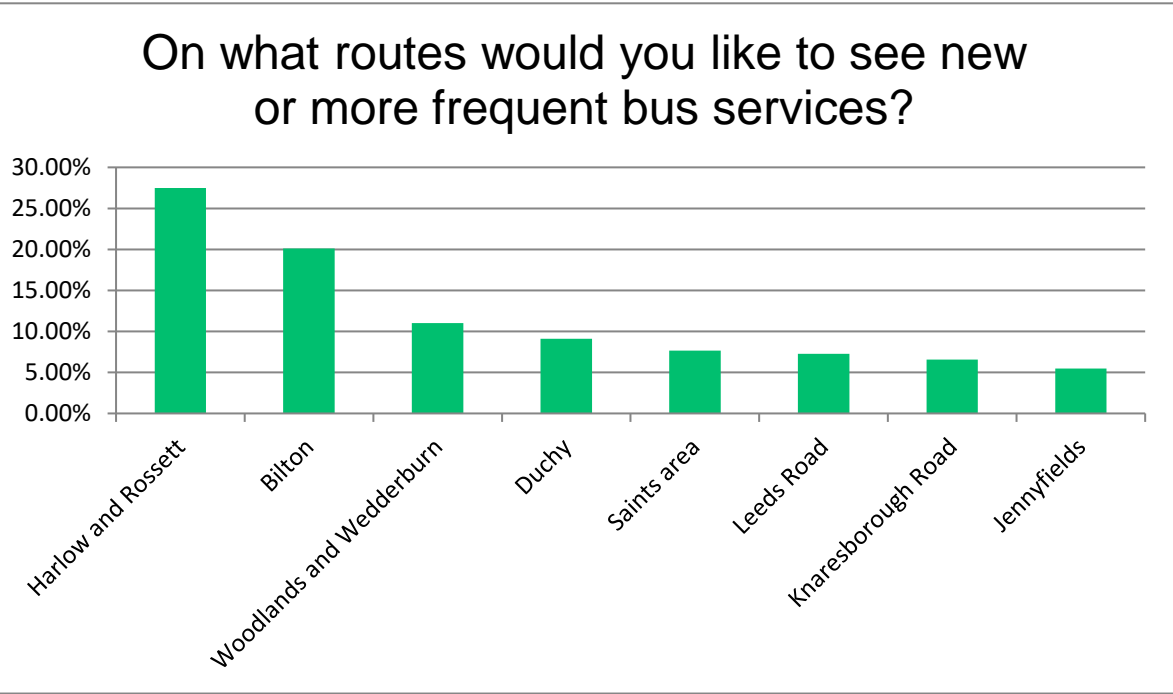


In a nutshell...

Two-thirds of respondents felt that Harrogate was adequately covered by bus services while one-

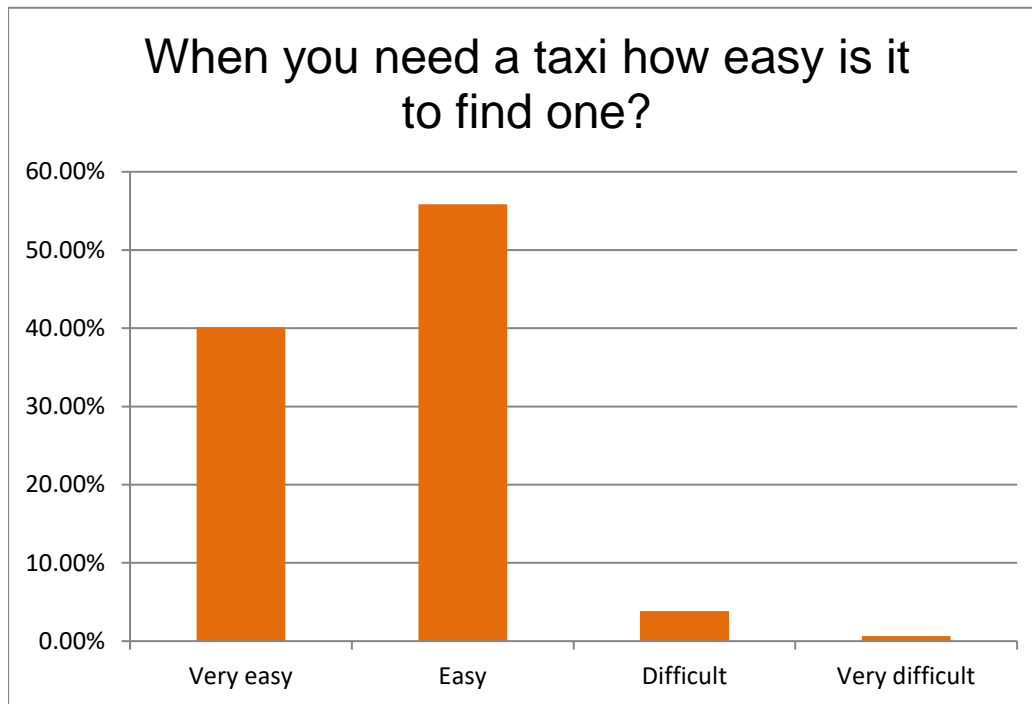
On what routes would you like to see new or more frequent bus services?

Harlow and Rossett	27.47%	272
Bilton	20.10%	199
Woodlands and Wedderburn	11.01%	109
Duchy	9.09%	90
Saints area	7.68%	76
Leeds Road	7.27%	72
Knaresborough Road	6.57%	65
Jennyfields	5.45%	54
Other (please specify)	35.56%	352



When you need a taxi how easy is it to find one?

Very easy	40.14%	763
Easy	55.87%	1062
Difficult	3.84%	73
Very difficult	0.63%	12
1901		

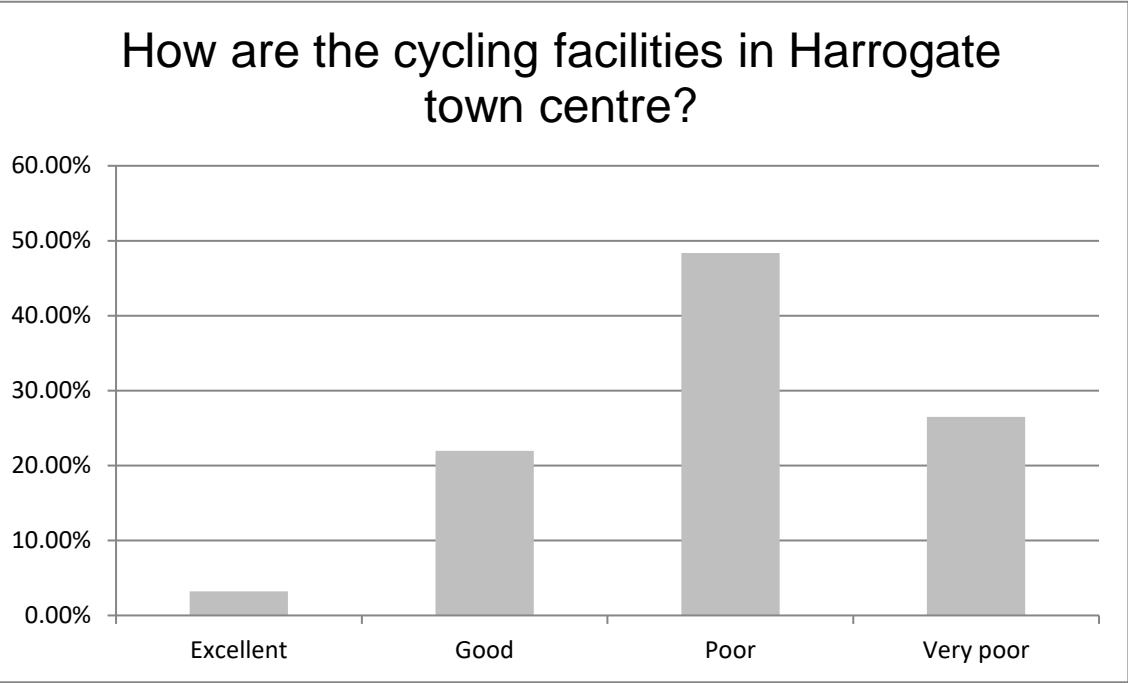


In a nutshell...

A huge 96 per cent of respondents found it easy or very easy to find a taxi when they needed one.

How are the cycling facilities in Harrogate town centre?

Excellent	3.22%	34
Good	21.95%	232
Poor	48.34%	511
Very poor	26.49%	280
		1057

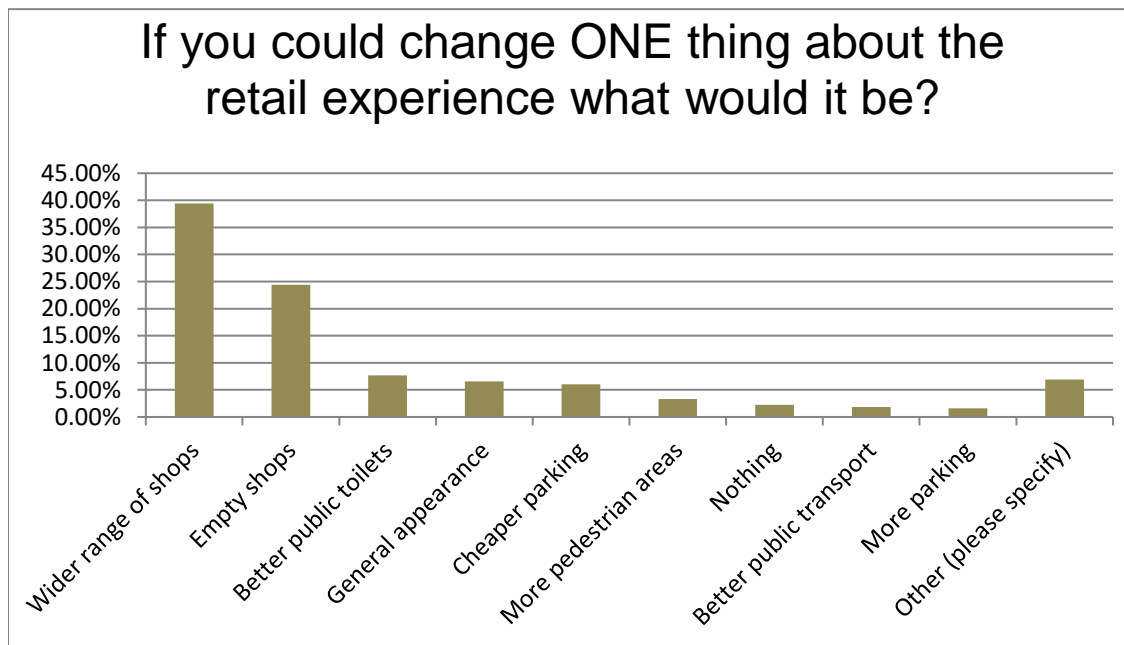


In a nutshell...

Of those who responded to this question nearly three-quarter had a negative view about the cycling facilities in the

If you could change ONE thing about the retail experience in Harrogate what would it be?

Wider range of shops	39.43%	1044
Empty shops	24.40%	646
Better public toilets	7.70%	204
General appearance	6.53%	173
Cheaper parking	6.00%	159
More pedestrian areas	3.32%	88
Nothing	2.27%	60
Better public transport	1.85%	49
More parking	1.59%	42
Other (please specify)	6.91%	183
		2648



In a nutshell...

Almost a quarter of all respondents would choose empty shops as the ONE thing they would change about Harrogate.

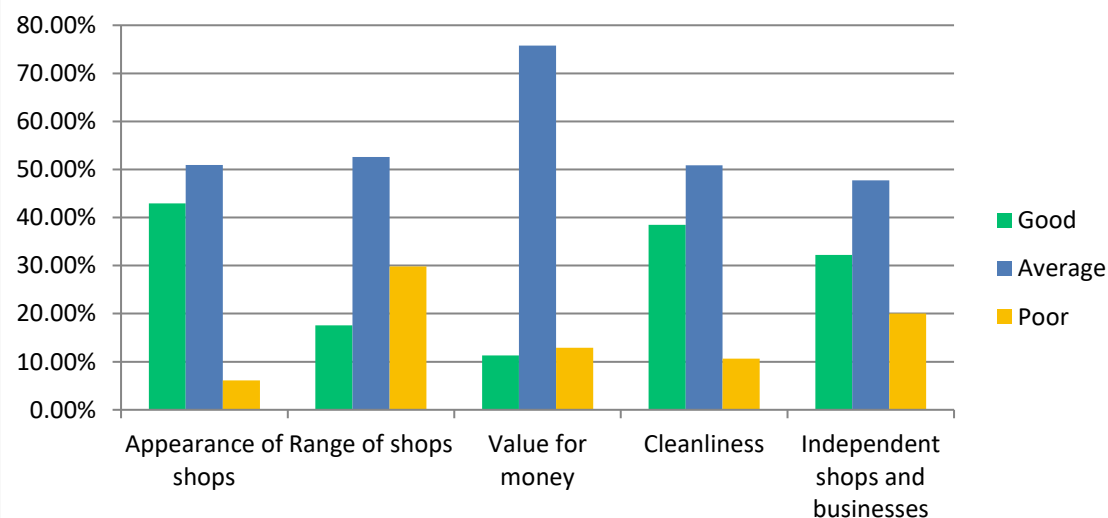
Only 6 per cent felt that prioritising cheaper parking charges was the most important.

Having a wider range of shops was considered the most important change that could be made.

Thinking just about Harrogate's town centre please rate the following aspects:

	Good		Average		Poor		Total
Appearance of shops	42.91%	1140	50.96%	1354	6.13%	163	2657
Range of shops	17.58%	464	52.60%	1388	29.82%	787	2639
Value for money	11.32%	289	75.74%	1933	12.93%	330	2552
Cleanliness	38.48%	1002	50.88%	1325	10.64%	277	2604
Independent shops and businesses	32.22%	827	47.72%	1225	20.06%	515	2567
							2689

Thinking just about Harrogate's town centre please rate the following aspects:



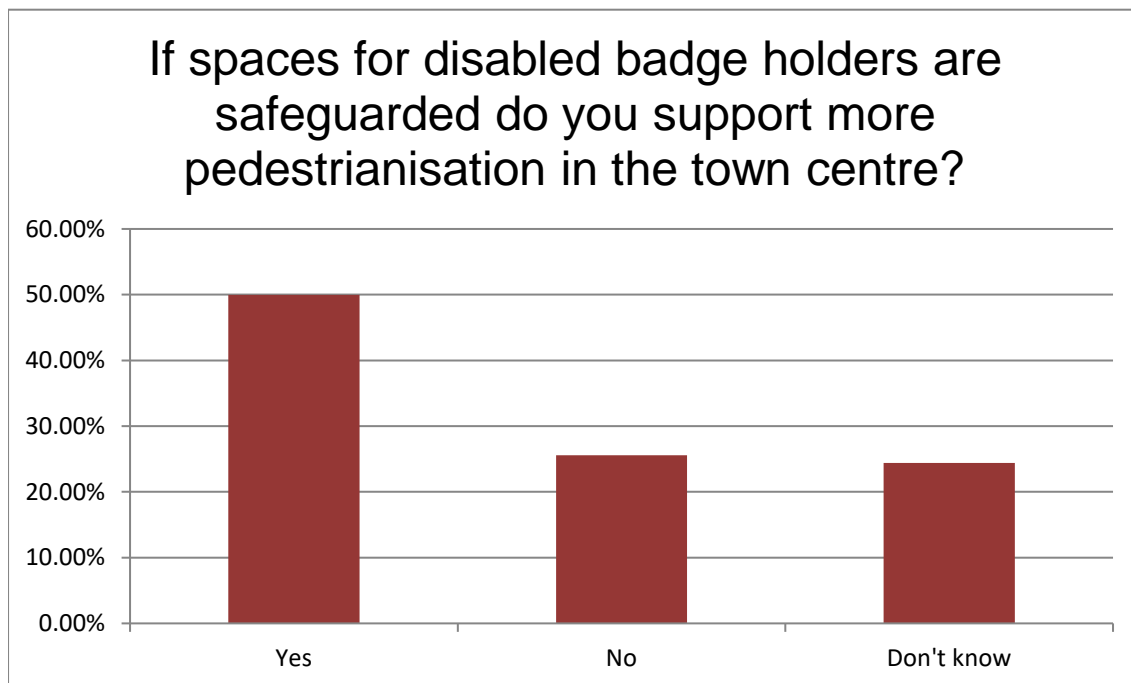
In a nutshell...

Ninety-two percent of respondents felt that the appearance of shops was average or better than average.

Meanwhile, 89 per cent felt that cleanliness was average or better than average.

If spaces for disabled badge holders are safeguarded do you support more pedestrianisation in the town centre?

Yes	49.98%	1332
No	25.59%	682
Don't know	24.43%	651
		2665



In a nutshell...

While almost half of respondents want more pedestrianisation, a quarter do not.

A further quarter haven't yet formed a view.

When you shop in Harrogate are you usually:

Alone	47.29%	1265
With your partner	38.95%	1042
With a friend	5.57%	149
With children	6.06%	162
I don't shop in Harrogate	2.13%	57
		2675



Would you recommend town centre shopping in Harrogate to a friend?

Yes	61.10%	1615
No	36.93%	976
		2643

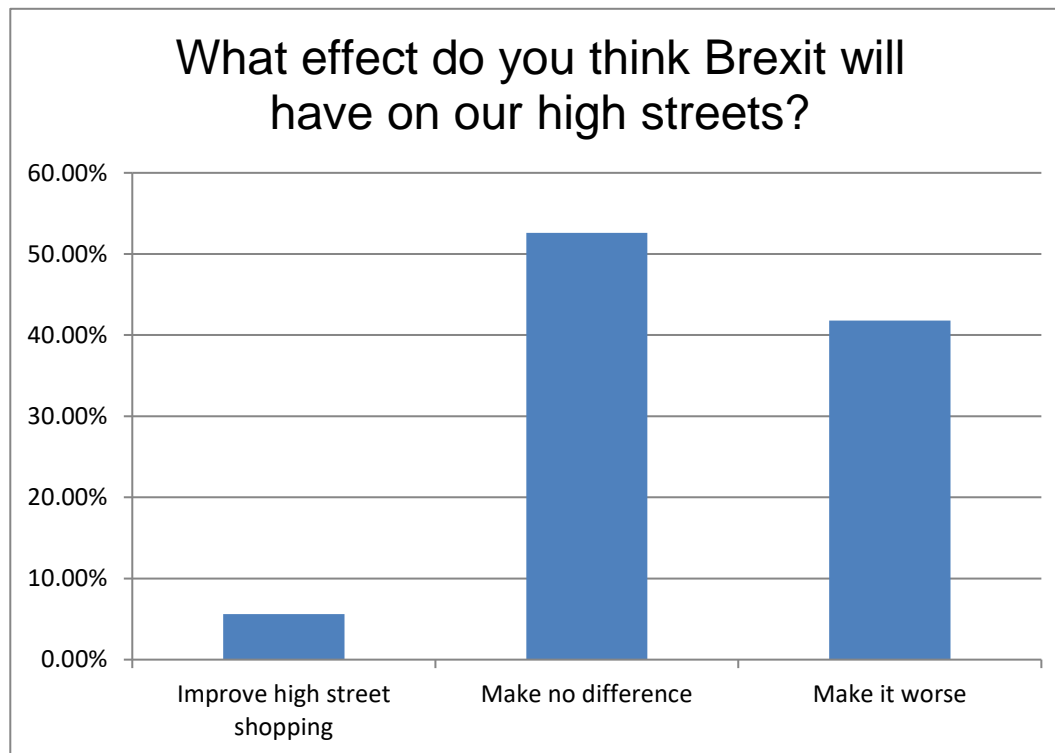


In a nutshell...

Over 60 per cent of respondents would recommend shopping in Harrogate to a friend.

What effect do you think Brexit will have on our high streets?

Improve high street shopping	5.60%	112
Make no difference	52.60%	1049
Make it worse	41.80%	834
		1995



In a nutshell...

Most people don't think that Brexit will make any difference to high street shopping.

A significant minority - over 40 per cent - believe Brexit will make high street shopping worse.



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