

**Shopmobility Survey – Autumn 2016**

Staff and volunteers of Shopmobility carried out a face to face survey (Appendix A) of Shopmobility customers between 12 September 2016 and 18 November 2016. The survey was carried out in 2 tranches with 85 responses in tranche one (12 September 2016 – 3 November 2016) and a further 51 responses in tranche 2 (4 to 18 November 2016) resulting in a total of 136 surveys completed. The survey shows:

- there were a total of 136 respondents; 96 are residents of Redditch (71%) and the remaining 29% were from outside of the Borough, primarily Bromsgrove and parts of Birmingham
- the majority (68%) of people use Shopmobility on at least once each week, arriving by car with family members and use the equipment for 2-3 hours
- the top three reasons for visiting the town are:
  - 1) retail (97%),
  - 2) food and drink (87.5%)
  - 3) banking (52.9%)with the majority (56%) spending £30+ each visit
- if a service charge were to be introduced the majority of service users said they would be prepared to pay between £1 and £3 (80% (33.8% saying £1-£2 and, 46.3% saying £2-£3)) each visit to hire the equipment
- 68% of respondents prefer to 'pay as you go'

**Further analysis**

Of the 136 respondents, 95 (71.4%) say they travel to Shopmobility by car. Of these 61 (64.2%), use the service at least once each week and of those, nearly a third live outside of Redditch.

When considering how much Shopmobility customers spend within the town, it can be seen that the 56% spend over £30 on each visit. Of the non-resident Shopmobility users, this rises to 70%.

Consideration was given to imposing a charging structure for the use of Shopmobility and users were asked if a charge were to be imposed, what they would be willing to pay. The majority of respondents said they would prefer to hire the equipment on a 'pay as you go' basis rather than pay a membership fee.

Question 15 asked 'If a charge were to be introduced to ensure the continuation of the service, how much would you be prepared to pay to hire equipment?' followed by question 16 'Would you consider any of the following? (tick all that apply)' to which respondents were given the following options:

- Annual membership fee and reduced hire fee
- Higher annual membership and no hire fee
- Pay as you go hire fee

In total there were 135 respondents to these two questions.

When asked how much they would be prepared to pay to hire equipment (question 15), 135 people provided a single response (see chart 1).

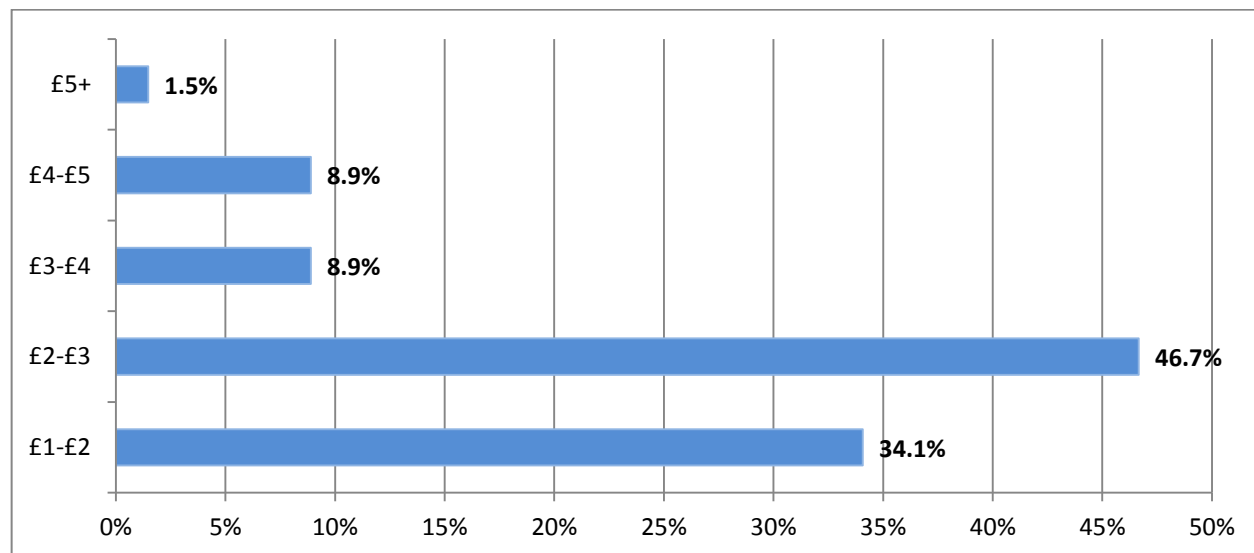


Chart 1 – Q15: 'How much would you be prepared to pay to hire equipment?'

When comparing how much a person would be prepared to pay to hire equipment it can be seen that non-residents were more likely to say they would pay a higher charge than residents. The majority of non-residents (65%) said they would pay £2 - £3, however this figure dropped to just below 39% for residents. The majority of residents said they would pay £1 - £2, however this was only 2.1 percentage points higher than those who would pay £2 - £3.

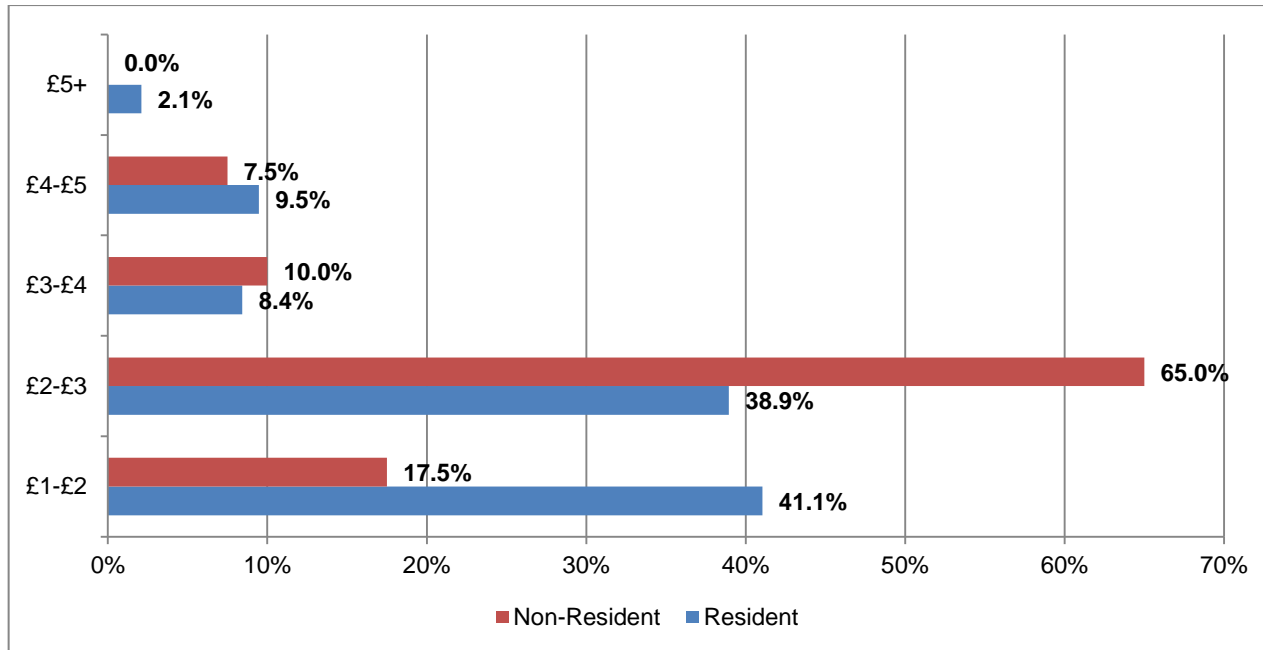


Chart 2 – Q15: 'How much would you be prepared to pay to hire equipment?' by resident / non-resident

Question 16 asks - 'would you consider any of the following options?'

- 1) Annual membership fee and reduced hire fee
- 2) Higher annual membership and no hire fee
- 3) Pay as you go

Of the 136 respondents to the survey, 125 people provided a single response (chart 3). One person didn't answer the question and the remaining 10 commented as follows:

- 5 would consider all options
- 2 didn't like any of the options
- 2 chose two of the options (annual membership fee & reduced hire fee, and, pay as you go) and,
- 1 person said it would depend on what the charges were before they could make a decision

A little over 74% would prefer to 'pay as you go'. (chart 3)

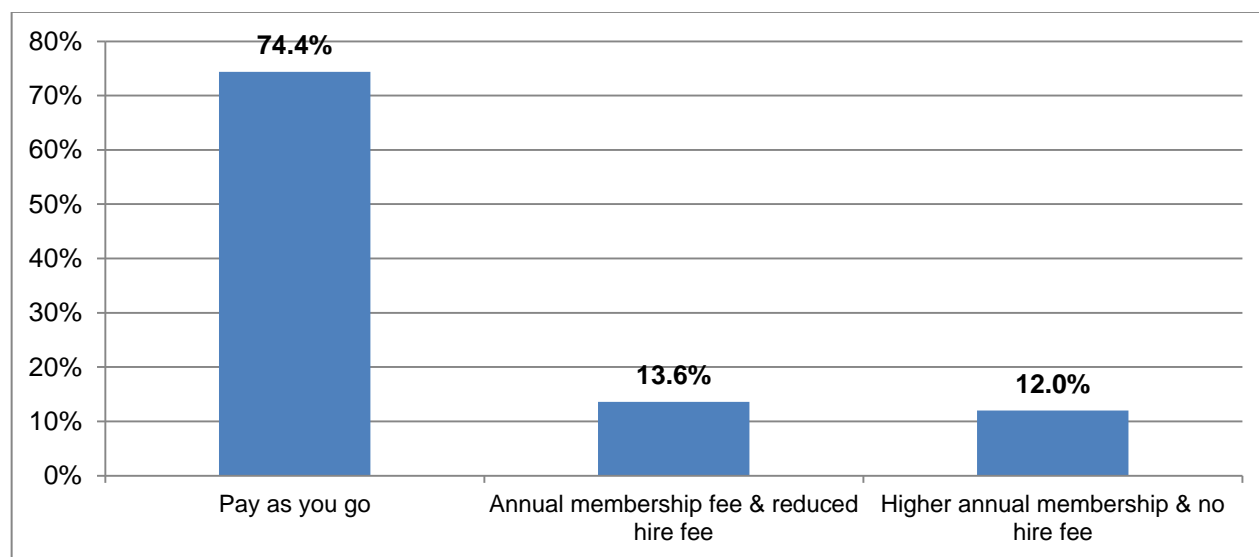


Chart 3 – Q16: 'Would you consider any of the following?'

If we compare the responses between residents and non-residents, whilst a higher percentage of non-residents would prefer to pay a higher annual membership fee and no hire fee, there was still a large majority who preferred the 'pay as you go' option as can be seen in chart 4 (below).

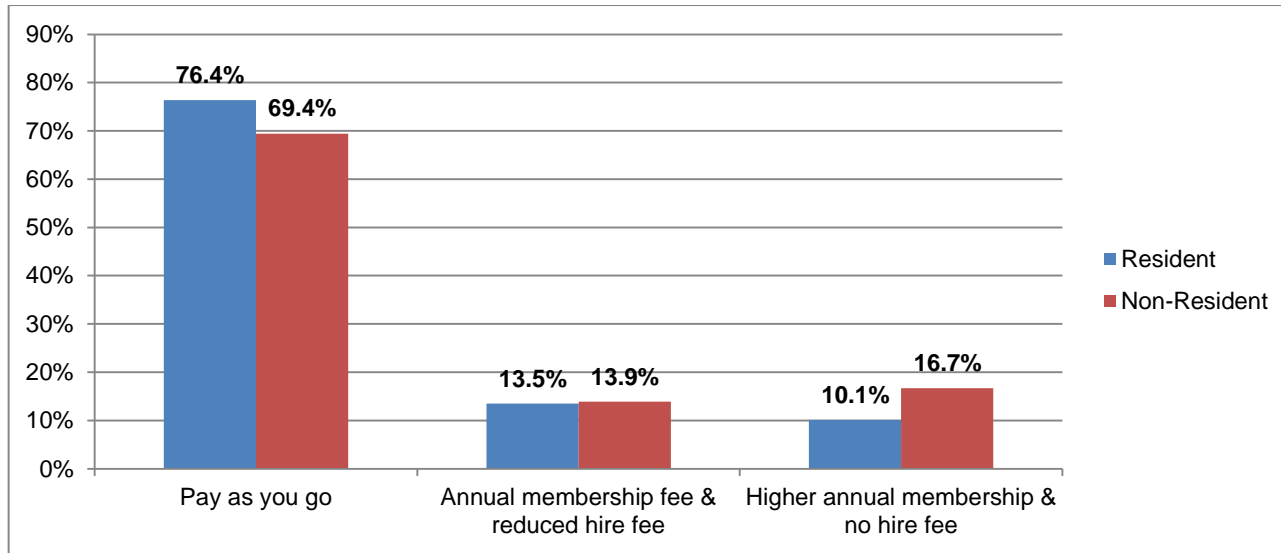


Chart 4 – Q16: 'Would you consider any of the following?' by resident/non-resident

When asked what reasons Shopmobility users visited the town centre there were a variety of responses with majority of people saying they came for the retail offer and food and drink. For full responses see chart 5, below.

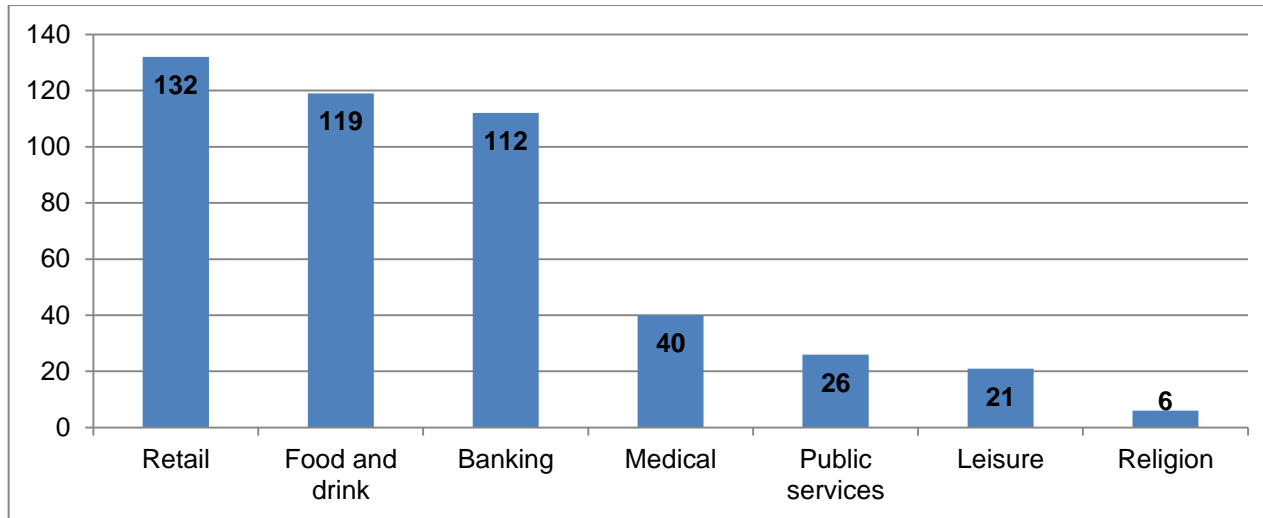


Chart 5 – Q6: 'When using Shopmobility, what facilities do you use in Redditch Town Centre (tick all that apply)'

Of the 136 respondents, 6 only tend to visit the town centre for a single reason; four of these were for retail with the others saying leisure or religion. In contrast, 20 respondents visited for 5 or more reasons including retail, food & drink, and banking.

Respondents were also asked, on average, how much they spent each time they visited the town centre. Of the 134 people who responded to the survey, the majority (56.7%) say they tend to spend over £30. When comparing residents (51.1%) and non-residents (70%), there are approximately one quarter more non-residents spending in excess of £30 per visit.

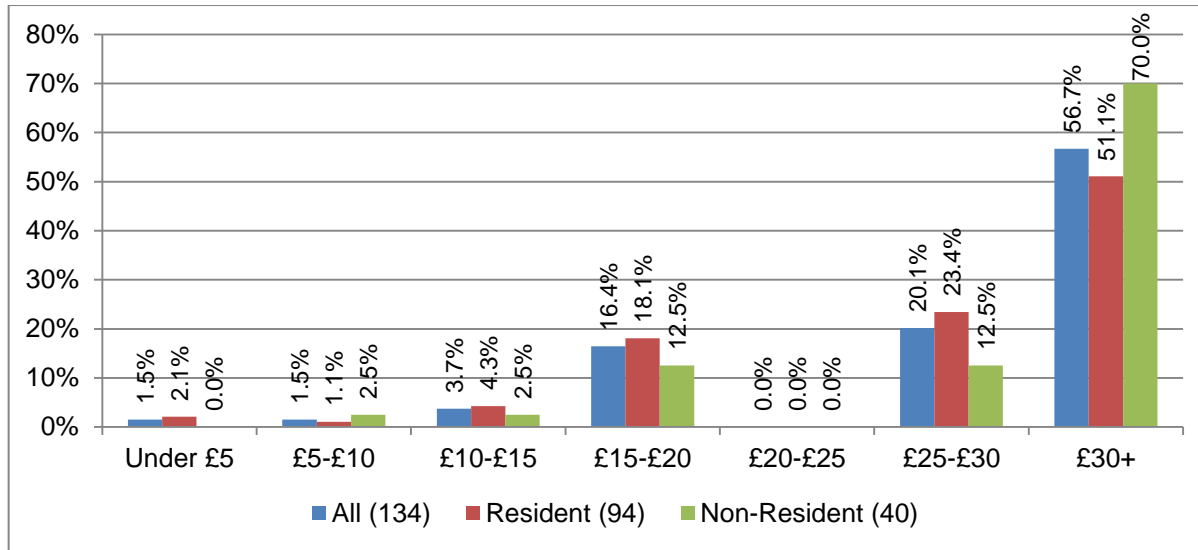


Chart 6 – Q10: 'When using Shopmobility, on average, how much do you spend in the Town Centre per visit?'

The survey further asked how respondents travel to Redditch when using Shopmobility, who they travel with, if anyone and how long they hire equipment for.

A total 69.9% of Shopmobility users arrive by car; 60.4% of residents and 92.5% of non-residents. Those who arrive by car tend to use the equipment for between 2 and 3 hours (36.8%) and a further 21.3% use the equipment for varying times between 3 and 5 hours. The majority of people arrive by car with family.

The top line figures for each question can be found in Annex A

A survey of Shopmobility customers was carried out from 12 September 2016 to 18 November 2016. The survey was carried out amongst visitors to the Shopmobility unit. There were a total of 136 respondents.

	Question	Response	# responses
Q1 (136)	Are you ...	Service user	133
		Other	3
Q2 (136)	Are you a resident of Redditch? If yes, please provide postcode. If no, please state where you live	B96	5
		B97	28
		B98	63
		If no, please state where you live:	
		Alcester	3
		Birmingham	8
		Castle Bromwich	1
		Dorridge	1
		Edgbaston	1
		Kings Norton	3
		Northfield	3
		West Heath	2
		Bromsgrove	10
		Barnt Green	1
		Hollywood	1
		Hopwood	1
Droitwich	1		
Henley in Arden	2		
Kidderminster	1		
Warwick	1		
Q3	How often do you use	Daily	1



(136)	Shopmobility	2-3 times week	29
		Weekly	64
		Fortnightly	11
		Monthly	26
		Less often	5
Q4 (136)	When using Shopmobility, how do you usual travel into Redditch Town Centre?	Bus	5
		Car	95
		Dial-a-ride	18
		Train	0
		Taxi	18
		Other	0
Q5 (136)	When using Shopmobility, who do you usually come to Redditch Town Centre with?	Come alone	48
		Family	68
		A carer	9
		Friends	11
		Other-please state:	
		Come alone > with family	9
		Family > friends	1
Q6 (136)	When using Shopmobility, what facilities do you use in Redditch Town Centre (please tick all that apply)	Retail	132
		Food and drink	119
		Leisure	21
		Banking	112
		Religion	6
		Public services	26
		Medical	40
Q7 (134)	What equipment do you use?	Assisted wheelchair	8
		Power chair	18
		Scooter	103

		Wheelchair	5
Q8 (136)	On average, how long do you use the equipment for?	Under 1hr	1
		1-2 hrs	20
		2-3 hrs	60
		3-4 hrs	32
		4-5 hrs	23
		5-6 hrs	0
		6+ hrs	0
Q9 (136)	Are you satisfied with the range of equipment available?	Yes	136
		No (please state why)	0
Q10 (134)	When using Shopmobility, on average, how much do you spend in the Town Centre per visit?	Under £5	2
		£5-£10	2
		£10-£15	5
		£15-£20	22
		£20-£25	0
		£25-£30	27
		£30+	76
Q11a (85)	Are you satisfied with these opening times?	Yes	133
		No (please state why):	3
		Sunday opening	2
		Late nights	1
Q12 (136)	Overall, are you satisfied with the current service provided by Shopmobility?	Very satisfied	131
		Satisfied	5
		Neither	0
		Dissatisfied	0
		Very dissatisfied	0
Q13 (134)	Have you recommended Shopmobility?	Yes	116
		No	18

Q14 (133)	How did you find out about Shopmobility?	Advert	4
		Internet search	0
		Leaflet	0
		Word of mouth	106
		Blank	0
		Other (please state)	-
		Family used	2
		Found it	15
		Saw them around the town centre	4
		Health and Social Care Professionals	2
Q15 (135)	If a charge were to be introduced to ensure the continuation of the service, how much would you be prepared to pay to hire equipment?	£1-£2	46
		£2-£3	63
		£3-£4	12
		£4-£5	12
		£5+	2
Q16 (135)	Would you consider any of the following? (tick all that apply)	Annual membership fee & reduced hire fee	17
		Higher annual membership & no hire fee	15
		Pay as you go hire fee	93
		Other:	-
		All options	5
		Annual membership & reduced hire fee / Pay as you go	2
		None	2
		Want guide due to budget	1
Q17 (76)	Please let us know if you have any additional comments you would like to make about the service (max words 250)	Good service / satisfied with service	38
		Concern about having to pay	2
		Staff are helpful / friendly	28
		Need service	18
		Other:	0

		Think a membership fee should be charged	1
		Sunday service, particularly up to Xmas (extra charge)	1
		Need more scooters with tubes (but on side for bags)	1
Q18 (134)	What is your gender?	Female	98
		Male	35
		Prefer not to say	1
Q19 (136)	What is your age group?	0-18yrs	0
		19-24yrs	1
		25-34yrs	3
		35-44yrs	10
		45-54yrs	10
		55-64yrs	20
		65-74yrs	44
		75-84yrs	34
		85+ yrs	13
	Prefer not to say	1	
Q20a (104)	Do you consider yourself to have a disability?	Yes (please state below)	87
		No	8
		Prefer not to say	9
		Blank (29 gave details)	32
Q20b (104)	If yes, please state	Physical impairment (please state)	52
		Sensory impairment (please state)	0
		Long term illness (please state)	28
		Mental health condition	2
		Learning disability or difficulty	0
		Blank	21
	Other (please state)	1	
Q21	What is your race?	<b>White</b>	3

(136)	British, English, Northern Irish, Scottish or Welsh	127
	Irish	1
	Gypsy or Irish traveller	0
	Any other white background, please specify	0
	<b>Mixed or multiple ethnic groups</b>	
	White and Black Caribbean	0
	White and Black African	0
	White and Asian	0
	Any other mixed or multiple ethnic background, please specify	0
	<b>Asian or Asian British</b>	
	Indian	1
	Pakistani	0
	Bangladeshi	0
	Chinese	0
	Any other Asian background, please specify	0
	<b>Black, African, Caribbean or black British</b>	
	Caribbean	0
	African	0
	Any other black British, African or Caribbean background, please specify	0
	<b>Other ethnic group</b>	
	Arab	0
Any other ethnic group, please specify	0	
<b>Prefer not to say</b>	4	