

## APPENDIX E

### Summary of Economic Development Unit's survey of Pinner Road businesses

Date undertaken: March-April 2011

Total responses: 31

#### Question 1 – contact details

#### Question 2 – opening hours

	Mo	Tu	We	Th	Fr	Sa	Su
Average time of opening	08:38	08:46	08:46	08:46	08:47	08:54	09:33
Average time of closing	18:45	18:53	18:53	18:53	18:51	18:14	17:46

#### Question 3 – busiest trading periods

Average ranking, with 1 being the busiest

Before 08:00	5.3
08:00 – 10:00	3.1
10:00 – 12:00	2.1
12:00 – 14:00	2.3
14:00 – 16:00	2.5
16:00 – 18:30	2.7
18:30 – Midnight	5.2

#### Question 4 – method of customers' travel to premises

Average stated estimated percentage

Foot	15%
Bike	8%
Bus	7%
Car	68%
Lorry/van	23%
Motorbike	5%

#### Question 5 – factors affecting recent economic performance

Average ranking, with 1 being the most significant

Competition from internet shopping	5.9
Competition from other shopping centres or stores	5.0
Increase in rents	3.6
Increase in business rates	2.4
Increase in other costs (please state)	2.9
New flats on former petrol station site	7.2
Parking	1.1
Recession	2.3
Tesco Express at junction with The Gardens	5.3
Other (please state)	3.7

Other costs or factors if stated: energy bills, loading restrictions, Bus Stops.

### Question 6 – decrease in sales since March 2010

Number of responses

0 – 5 %	0
6 – 10 %	0
11 – 15 %	7
More than 15%	22

### Question 7 – increase in sales since March 2010

Number of responses

0 – 5 %	0
6 – 10 %	0
11 – 15 %	0
More than 15%	1

### Question 8 – which of these have had a positive or negative impact on trade?

Number of responses

	<b>NEGATIVE</b>	<b>POSITIVE</b>
Loading restrictions on Pinner Road	30	0
Waiting restrictions on Pinner Road	29	0
Resident parking in county roads	27	2
Pay and display parking in county roads	25	6