



## 2013 Croydon Town Centre Annual Business & Consumer Survey

The 2013 survey of business and user groups, commissioned by Croydon BID makes for positive reading.

The survey of 400 consumers and 240 businesses was undertaken by research specialists The Retail Group, to gauge peoples' perceptions of our Town Centre.

Overall the results illustrate that Croydon BID is delivering great value to Croydon Town Centre via its projects and initiatives. It is important to note however that, as with many other towns and cities, there is still room for improvement.

Headline results of the survey are:

### CONSUMER FINDINGS:

#### 1. Main reason for being in Croydon Town Centre when interviewed:

Shopping remains the main reason for visiting (**47%**) especially at weekend (**62%**). Socialising is also a visit driver (**23%**) as is working (**17%**).

#### 2. How consumers usually travel into Croydon Town Centre:

- **50%** by bus
- 26% by tram
- **23%** on foot
- **12%** by train
- **10%** car, van, motorbike

#### 3. How consumers rate the general appearance of Croydon Town Centre:

Overall, of those who responded, **56%** consider the general appearance of Croydon Town Centre as improving.

Apart from empty shops (see below), **50%** or more rate all other aspects – litter and cigarette butts; gum on pavements; vandalism and graffiti; pavement condition; environment, lighting and appearance as improving. Viewed most positively as improving are:

- Pavement condition (**76%**)
- Vandalism and graffiti (**70%**)
- Environment, lighting and appearance (**67%**)
- **52%** feel the number of empty shops 'needs improving'

#### 4. How consumers rate the facilities of the Town Centre

- Overall of those who responded, **55%** consider that Croydon Town Centre facilities are improving
- **97%** of those surveyed rate the town's accessibility by public transport as improving
- Over **90%** rate way-finding, signage and information as improving
- Over **74%** rate Croydon's choice of restaurants, cafes and bars as improving

- **65%** feel Croydon's specialist markets, events /festivals and Christmas activities as improving
- **60%** rate the presence of Police/Police Community Support Officers as improving

#### **5. How consumers rate the experience & environment of Croydon Town Centre:**

- Overall of those who responded, **61%** say the Town Centre experience and environment is improving
- **92%** consider signage to be improving
- **79%** consider rubbish bin clearance and availability as improving
- **76%** consider floral displays are improving
- **56%** consider street drinking during the day is improving
- **56%** consider Christmas lights are improving

#### **6. How safe consumers feel in Croydon Town Centre:**

- **93%** of consumers feel safe alone during the day (compared to 92% in 2011)
- **34%** feel safe alone during the evening (compared to 32% in 2011)

#### **7. Other results:**

- **95%** of consumers agree Croydon Town Centre is an easy place to get to
- **59%** of consumers agree with the statement 'I always feel safe in Croydon Town Centre'
- **58%** of consumers choose to visit Croydon Town Centre because of its good range of shops
- **55%** of consumers agree with the statement 'I always get good customer service in Croydon Town Centre'

#### **BUSINESS FINDINGS:**

- Despite tough trading conditions, **57%** of Croydon BID levy payers are satisfied with Croydon as a trading location.
- **85%** feel accessibility by public transport is improving
- **53%** feel rubbish bin clearance and availability is improving
- **51%** feel vandalism and graffiti is improving
- **51%** feel speciality markets, events and festivals are improving
- **50%** feel way-finding, signage and Christmas lights in the Town Centre are improving.