



2014 Croydon Town Centre Annual Business & Consumer Survey

The results of our 2014 survey of over 200 businesses and 400 consumers present an encouraging picture for Croydon Town Centre, showing a positive trend in performance across all fronts.

Headline results from the survey conducted by research specialists, The Retail Group include:

CONSUMER FINDINGS

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

Shopping remains the main reason for visiting (**55%**) especially at the weekend (**71%**). Work is also a key visit driver (**27%**) as well as meeting family and friends (**10%**).

2. How consumers usually travel into Croydon Town Centre:

- **49%** by bus
- **33%** by train
- **22.3%** by car, van, motorbike
- **9.3%** by tram
- **6.8%** on foot

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

Overall, of those who responded, **65%** consider the general appearance of Croydon Town Centre as improving.

Apart from empty shops (see below), all other aspects of the Town Centre's appearance in terms of litter and cigarette butts; gum on pavements; vandalism and graffiti; environment, lighting and appearance are rated by consumers as improving. Viewed most positively as improving are:

- Appearance of litter and cigarette butts – **71%**
- Vandalism and graffiti – **71%**
- Environment, lighting and appearance - **67%**
- Pavement condition - **65%**
- **40%** feel the number of empty shops 'needs improving' – a lower level than the **52%** recorded last year

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

Overall, of those who responded, **52%** consider the Town Centre facilities are improving.

- **70%** of people surveyed rate the town's accessibility by public transport as improving
- **64%** rate way-finding, signage and information as improving
- **59%** rate Croydon's events, festivals, Christmas activities and specialist markets as improving
- **59%** rate the presence of Police/Police Community Support Officers as improving
- **51%** rate Croydon's choice of restaurants, cafes and bars as improving

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

Overall of those who responded, **52%** say the Town Centre experience and environment is improving.

- **66%** consider rubbish bin clearance and availability as improving
- **62%** consider Christmas lights are improving
- **61%** consider signage to be improving
- **60%** consider street drinking during the day is improving
- **59%** feel beggars/homeless on the streets are improving
- **51%** feel recycling facilities are improving

6. How safe consumers feel in Croydon Town Centre:

- **96%** of consumers feel safe alone during the day (compared to 93% in 2013)
- **69%** of consumers feel safe alone during the evening (17% more than in 2013)

7. Other results:

- **80%** of consumers agree Croydon Town Centre is an easy place to get to
- **66%** of consumers agree with the statement 'I always feel safe in Croydon Town Centre'
- **64%** of consumers choose to visit Croydon Town Centre because of its good range of shops
- **64%** of consumers agree with the statement 'I always get good customer service in Croydon Town Centre'
- **63%** of consumers agree with the statement 'I am very satisfied with Croydon Town Centre'
- **60%** of consumers agree with the statement 'Croydon Town Centre feels clean and comfortable'
- **59%** of consumers agree with the statement 'Croydon Town Centre is getting better every year'

BUSINESS FINDINGS

Despite tough trading conditions, **59%** of Croydon BID levy payers are satisfied or very satisfied with Croydon as a location for their business.

- **60%** feel the appearance of vandalism and graffiti is improving
- **56%** feel events, festivals, Christmas activities and specialist markets are improving
- **53%** feel the appearance of litter and cigarette butts is improving