The Retail Group is an independent retail and place research consultancy, which undertakes health-checks and growth plans of town and city centres across the country. We are currently undertaking a study on Kirkbymoorside, funded by North Yorkshire Council, with the objective of identifying the health of the centre, the issues businesses trading in the centre face, improvements wanted and future opportunities available.

As a key local stakeholder, we are keen to include your views and experiences of the centres in the study. All information shared with us will be treated as **totally confidential**.

Stakeholder Name: Organisation / Company:

What is your involvement with Kirkbymoorside?

|  |  |  |
| --- | --- | --- |
| 1 | What would you say are the **three** main strengths and weaknesses of Kirkbymoorside? | |
|  | **Kirkbymoorside Strengths** | **Kirkbymoorside Weaknesses** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| 2 | Please identify which of the following are the highest **customer experience** improvements you would like to see in Kirkbymoorside. ***Tick all that apply*** | | |
|  | Events to attract customers into town  More marketing & promotion of centre  More recycling points  Better sense of arrival  Better visibility of shops & businesses  Better waste management | More customer information  Better security / policing  More short-term free parking  More long-term free parking  Better signage for car parking  Less congestion | More social media activity  Community activity  Other (pls specify) |

|  |  |  |  |
| --- | --- | --- | --- |
| 3 | Generally, for the long term, how would you like to see Kirkbymoorside **offer** improve? ***Tick all that apply*** | | |
|  | More leisure offers / attractions  More daytime food options  More evening restaurants  More independent operators  More variety in general | Improved regular market  Stronger artisan market  Additional specialist markets  A town centre business group  More housing in town centre | Better offer / facilities for tourists  More arts / culture  Other (pls specify) | |

|  |  |  |  |
| --- | --- | --- | --- |
| 4 | Thinking specifically about the **public realm**, how would you like to see Kirkbymoorside improved? ***Tick all that apply*** | | |
|  | Better lighting  Improved signage & wayfinding  Improved pavements  Better access to shops | More customer toilets  More public art  Cleaner / tidier  More customer seating | More trees / green space  More focus on heritage  Other (pls specify) |

**Please Turn Over**

Please call Paul Frater, Director of The Retail Group, on 07753 824042 if you have any questions on this survey

|  |  |
| --- | --- |
| 5 | What would you say are the main reasons / attractions / businesses that bring customers into Kirkbymoorside? |
|  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 6 | To what extent do you agree with the statement … *‘Tourism is a major untapped opportunity for* Kirkbymoorside**’** | | | | |
|  | Strongly agree | Agree | Neither / nor | Disagree | Strongly disagree |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 7 | How satisfied are you with the current performance of Kirkbymoorside as a place to do business? | | | | |
|  | Very satisfied | Satisfied | Neither / nor | Dissatisfied | Very dissatisfied |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 8  5 | How positive are you about future trading prospects in Kirkbymoorside? | | | | |
|  | Very optimistic | Quite optimistic | Neither / nor | Quite pessimistic | Very pessimistic |

|  |  |
| --- | --- |
| 9 | What are your growth / improvement aspirations for Kirkbymoorside? What kind of place would you like it to be in five years? |
|  |  |

|  |  |
| --- | --- |
| 10 | And finally, are there any other comments about Kirkbymoorside you would like to add or make? |
|  |  |
|  |

**Thank you for your assistance, it is much appreciated.**

Please email the completed survey to [paul.frater@theretailgroup.co.uk](mailto:paul.frater@theretailgroup.co.uk) or take a photo of both sides and send them by text / WhatsApp to 07753 824042.

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