

Westbury-sub-Mendip Community Shop Ltd

CUSTOMER SURVEY 2022



Your village shop needs you!

Please take a few minutes to fill out this short survey so that the future plans for the shop will reflect your needs.

As a small incentive, all respondents providing contact details will be entered into a free prize draw for a food hamper.

If at all possible, please complete this questionnaire online at:

<https://forms.gle/Hi6fWWraCrGMfCtk8>

Otherwise, please fill in this paper copy and return to the Shop

Please complete the online or paper versions by 14th October, or if this is not possible, as soon as you can.

1. How often do you or any member of your household use the Shop?

- | | | | | | |
|------------------|-----|------------------------|-----|--------|-----|
| Daily | [] | Several times a week | [] | Weekly | [] |
| At least monthly | [] | Less than once / month | [] | | |

2. What prevents you using the shop more often?

- | | | | |
|-----------------------|-----|----------------------------------|-----|
| Limited opening times | [] | Limited range of products | [] |
| Too expensive | [] | Location / no longer live nearby | [] |
| Poor Quality | [] | Other, please specify: | |

3. Would any of the following products be of interest / persuade you to visit more?

- | | | | |
|--|-----|-------------------------------------|-----|
| Fresh meat/fish to order | [] | Freshly-made sandwiches | [] |
| Fresh flowers | [] | Coal/logs/propane gas/kindling | [] |
| Organic/Fairtrade | [] | Wider range Ready Meals | [] |
| Takeaway hot drinks/pies | [] | Premium range chocolates / biscuits | [] |
| Local craft items | [] | Wild bird feed | [] |
| Wider range bulk dry goods | [] | | |
| Bulk liquids (cooking oil, shampoo, shower gel, liquid soaps eg "Faith in Nature") | [] | | |

Is there anything else you would like to see the shop selling? (Please list below)

4. Would any of the following services be of interest (those marked * already exist)

- | | | | |
|---------------------------------|-----|--------------------------------|-----|
| Prescription collection service | [] | Tea Room/Coffee Shop | [] |
| Mobile phone top-up | [] | Tickets for local events* | [] |
| Dry cleaning | [] | Photocopying | [] |
| Clothes alterations/repairs | [] | Parcel collection/ drop point* | [] |
| Shoe repairs | [] | Deliveries of groceries* | [] |
| Advertising board* | [] | Coffee machine* | [] |

Do you have any suggestions for additional services?

[Type here]

5. The shop is currently open from 8.00am – 5.00pm Monday to Friday, 8am – 1pm Saturday and 9am – 11am on Sunday.

Would you use the shop more if it were open:

Earlier on weekdays []

Later on weekdays []

Later on Saturdays []

Later on Sundays []

I am happy with the current opening hours []

6. The shop depends significantly on its volunteers, and we could do with a few more to share the load. Would you be prepared to work in the shop as a volunteer?

This could include counter service, re-stocking, cleaning, deliveries, tea-shop duties, etc. If you would prefer to help behind the scenes there is also scope to help with sales analysis and admin, communications, marketing and sourcing suppliers. Please note that hours are flexible, all shop volunteers will receive training and be covered by insurance.

Please tick as appropriate:

I am already a volunteer []

I would be happy to volunteer on a regular basis []

I would be happy to volunteer on an occasional basis []

I would prefer a 3 - 4 hour session []

I would prefer a 2 hour session or less []

I would prefer not to volunteer []

7. Some established Community Shops sell jams, pickles and baked goods, such as cakes and pastries, made by local residents. Similarly, some Shops operate a 'Crop to Shop' scheme whereby local residents grow specific crops, (e.g. lettuce, tomatoes, potatoes, etc.) to sell in the Shop. Would you be interested in taking part in this?

Yes, I'm interested in making jams/pickles/baked goods for the Shop []

Yes, I'm interested in growing flowers for sale in season []

Yes, I'm interested in growing fruit and vegetables for sale in season []

8. We would like to offer as much local produce in the Shop as possible. If there is any local produce you would like to buy, or if you are a supplier of local products, please tell us about them.

Similarly, if you are a local business is there any facility or service that the Shop could provide for you, such as a 'sandwich run', colour printing, etc.

Please list anything that you might make regular use of, *and be prepared to pay a charge for.*

[Type here]

9. Would you be interested in any of the following:

	Level of Interest		
	Very	Moderately	Not at all
Seasonal goods, e.g. Xmas Hampers	[]	[]	[]
Lunch deals (savoury / snack / drink)	[]	[]	[]
Evening meal deals (main / dessert / drink)	[]	[]	[]
Monthly special offers/promotions	[]	[]	[]
Loyalty (discount) scheme	[]	[]	[]
Occasional food events (linked to local suppliers)	[]	[]	[]
Regular weekly grocery order	[]	[]	[]
High quality gifts such as chocolates / handicrafts etc	[]	[]	[]

10. We are hoping to improve access to the garden, and to make more use of this outside space for shop services / community events. Please tick any of the following which would be of interest:

- A space to chat with friends while consuming drinks and snacks from the shop []
- Regular coffee and cake mornings to raise money for community projects []
- A safe place to wait and chat while picking up children from school []
- A small outdoor café / tea shop in season []

Thank you for completing this questionnaire and helping to develop the Westbury Shop
It would be helpful to us if you would supply your name and contact details so that we are able to provide you with feedback and/or clarify points you have raised in this survey.

If you wish, please give your name and contact details below:

Name _____
Address _____
Postcode _____
Email address _____
Telephone No. _____

Contact details supplied will only be used for the purpose of this survey by the Westbury-sub-Mendip Community Shop Ltd. They will not be passed on to any third party.