



# BMG Research Report

Leicestershire Town and Village Centres Survey: Broughton Astley  
2006

Prepared for:  
Leicestershire County  
Council & Leicester Shire  
Economic Partnership

Prepared by:  
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Because people matter.

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## 1 Introduction

Leicestershire County Council and the Leicester Shire Economic Partnership commissioned BMG to conduct a customer satisfaction survey in 17 town and village centres across Leicestershire, to inform the establishment of baselines to support Local Area Agreement (LAA) work. The intention of the survey has been to understand the issues specific to each settlement with a view to developing action plans for intervention. This report summarises the findings from Broughton Astley.

### Report contents

Section 2 of this report looks at why respondents visited Broughton Astley, frequency of visits, attractions and events and what, if anything, would encourage more people to visit the centre on a regular basis. Section 3 examines the attitudes of respondents to the different aspects of Broughton Astley, considering whether the centre is a good place to shop, work and live as well as discussing the various services available in the area and the surrounding environment. Section 4 looks at how respondents in Broughton Astley perceived crime and safety, and which issues were seen as big problem areas, whilst Section 5 summarises the key findings from the survey. Finally, section 6 concludes the main findings and provides recommendations.

### Sampling methodology

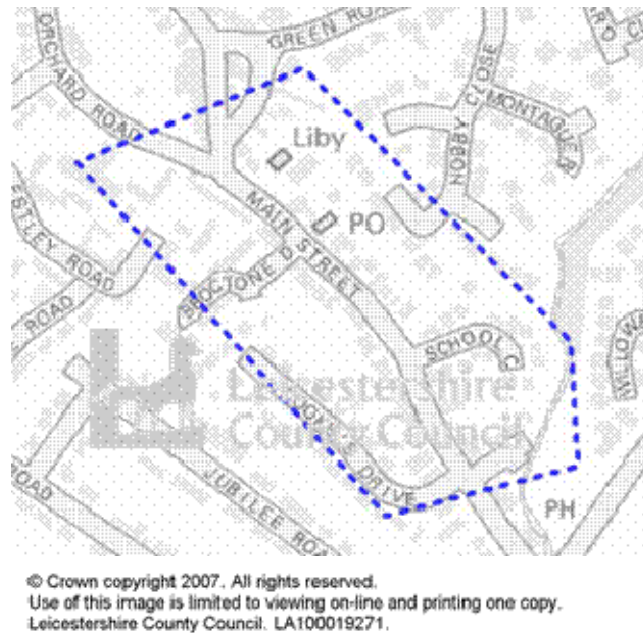
In total, 3000 interviews were planned across the 17 settlements. The sample structure called for a minimum of 100 interviews per settlement, with the remaining 1300 interviews distributed pro-rata on the basis of population size, meaning that the target for some of the villages was only a little over 100 in total, whilst for Loughborough it was over 300. Within the total sample, and for each centre, quotas were also established to control for:

- Age group;
- Ethnicity (white and non-white respondents);
- Gender;
- Interviews conducted on weekdays and Saturdays;
- Interviews conducted during the daytime and evening (after 5.30);
- Interviews conducted on market days and non-market days (where centres had a market).

The client identified a number of locations in the centre of each settlement where interviews took place – these were typically within the main shopping areas, often in or around the main market squares or retail developments. Interviews took place over a six week period through July and August 2006, following a pilot in Loughborough and Shepshed which indicated no problems in delivering the questionnaire.

Below is a map of the sampling points in Broughton Astley:

Figure 1



Source: Leicestershire County Council

## Respondent Profile

Within Broughton Astley 79 interviews were achieved, due to the small size of the centre and the consequent difficulties securing interviews. Of the sample, there were slightly more female respondents than male (54% female, 46% male). 11% of respondents in Broughton Astley were aged 16-24, 29% were aged 25-44, and 41% were aged 45-64, with the remaining 18% being of retirement age (65+). As reported by the 2001 Census, within Broughton Astley 12% of the population were aged between 16-24, 59% were aged between 25-44, 22% were aged between 45-64 and 7% were aged 65 and over.

The vast majority of respondents in Broughton Astley (98%) described themselves as white British, with just 1% of respondents of other Asian origin, whilst the remaining 1% refused to state their ethnicity. According to the 2001 Census, 99% of the population of Broughton Astley described themselves as white.

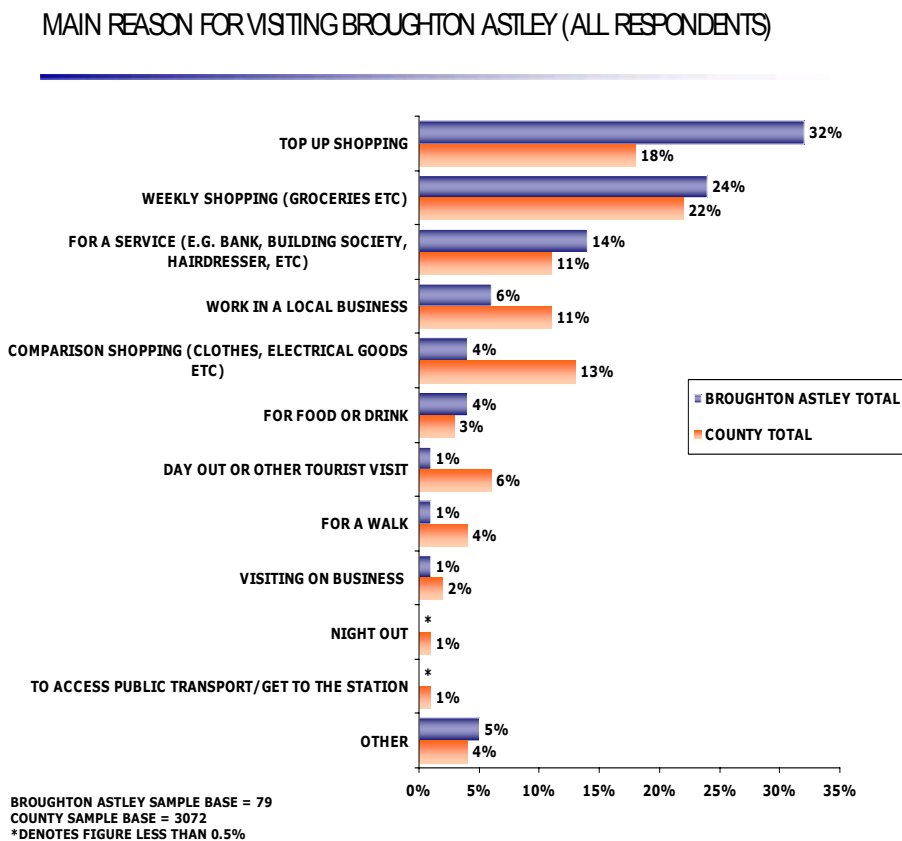
By economic status, 51% of respondents in Broughton Astley were in work (46% employed and 5% self-employed). The largest proportion of those respondents not in work were retired (28% of the total Broughton Astley sample). 10% of respondents who were not working were claiming benefits, 8% looking after children or other dependents or the home, whilst 3% were not in work due to an illness or disability. 1% of respondents were in education or training.

## 2 Visiting the Centre

### Visits

This section looks at the reasons why people visited Broughton Astley, their mode of transport used to get to the centre, frequency of visits as well as attractions and events.

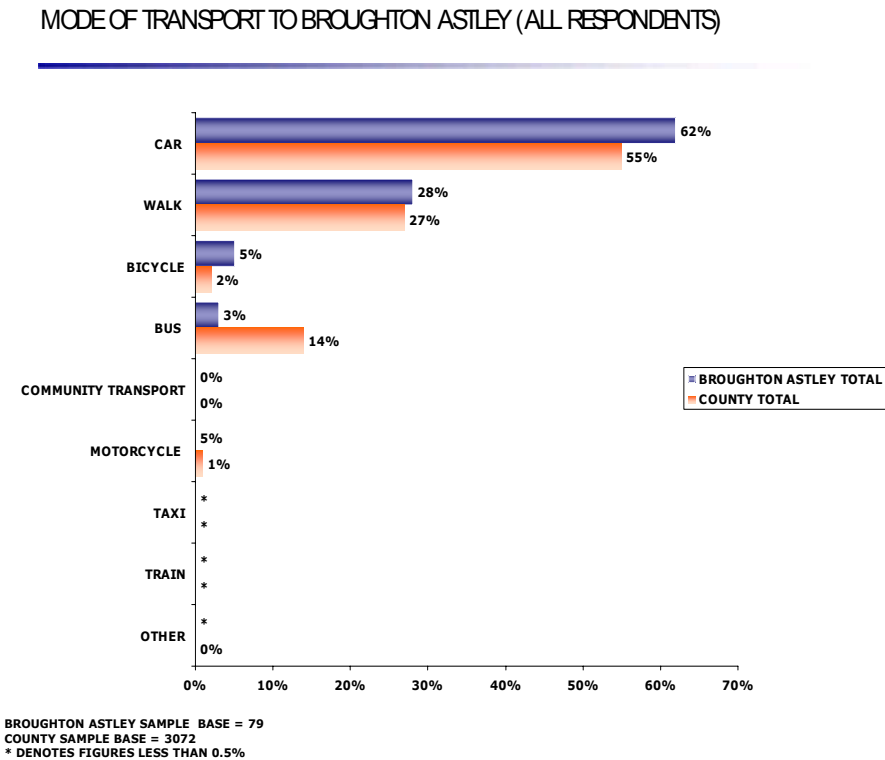
Figure 2



The intention of the survey was to speak to a cross-section of people present in the centres of the towns and villages, who may have been present for a whole range of purposes. Shopping trips of various sorts accounted for three-fifths of visits to Broughton Astley (60%), which is higher than the county figure (53%). 14% of respondents in Broughton Astley were visiting the centre for services compared to 11% in the county. 6% were present because they worked in the centre, whilst 4% were present primarily for food or drink.

**Mode of transport used to get into the centre**

Figure 3

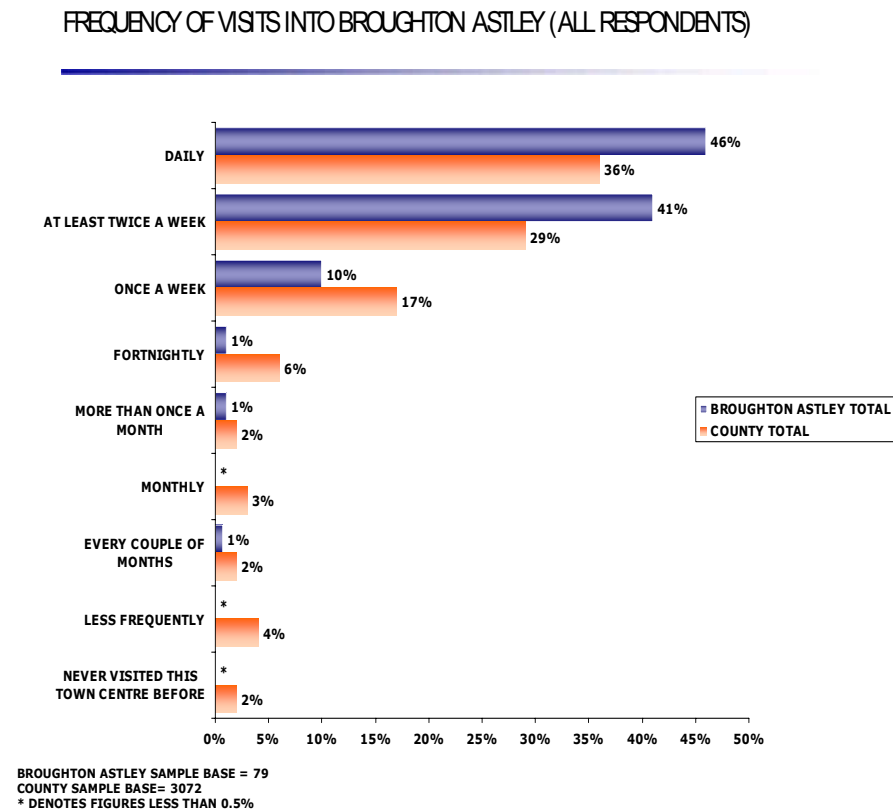


Just over three-fifths of trips into the centre by respondents on the day of the survey were made by car. It was particularly notable, however, that over a quarter of respondents walked into the centre – whilst this will no doubt be due to the timing of the survey in the middle of the summer, it does also indicate the extent to which the small size of Broughton Astley may be encouraging access on foot. 5% arrived by bicycle (compared to the county total of 2%) and 3% arrived by bus, which was significantly lower than the county total of 14%.

### Frequency of visits

As illustrated in the graph below, over two-fifths of respondents reported that they visited the centre daily (46%), whilst 41% visited at least twice a week and 10% visited once a week.

Figure 4



Almost three-quarters of respondents visited Broughton Astley both on weekdays and at weekends (73%). Nearly a quarter of respondents visited Broughton Astley on a weekday whilst 3% visited at weekends.

The majority of respondents (54%) visited Broughton Astley during the daytime and evening, whilst 41% visited during the day (before 5.30pm). Only 4% visited Broughton Astley during the evening (after 5.30pm) only.

Of the respondents who visited Broughton Astley in the evenings, 39% visited Broughton Astley centre at least twice a week, whilst 14% visited once a week and 6% of respondents visited daily. 12% visited mainly on a Saturday or Sunday evening and 10% visited mainly on a Friday evening.

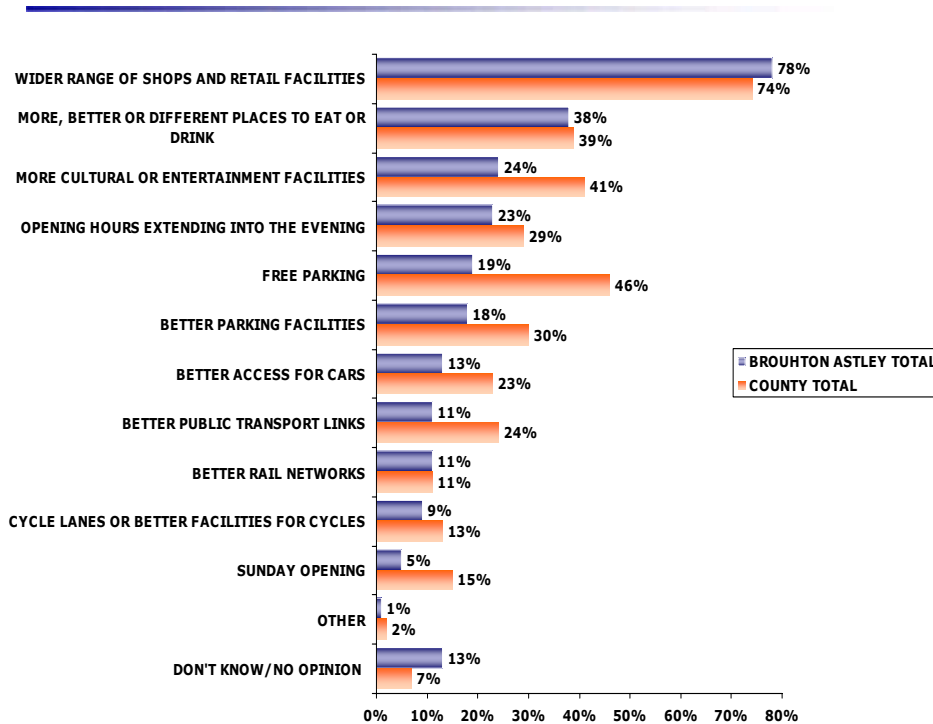
### Encouraging more people to visit the centre

Respondents were asked to identify those issues which would encourage them to visit Broughton Astley more often. They were able to cite more than one issue. Having a wider range of shops and retail facilities was by far the most significant area that would encourage respondents to visit Broughton Astley more often, with 78% of respondents stating this.

Improvements in other attractions in the centre – better places for food and drink and cultural and entertainment venues - were also very important. Extension of opening hours, particularly evening opening, were also important for some visitors.

Figure 5

AREAS THAT WOULD ENCOURAGE RESPONDENTS TO VISIT BROUGHTON ASTLEY MORE OFTEN  
(ALL RESPONDENTS)

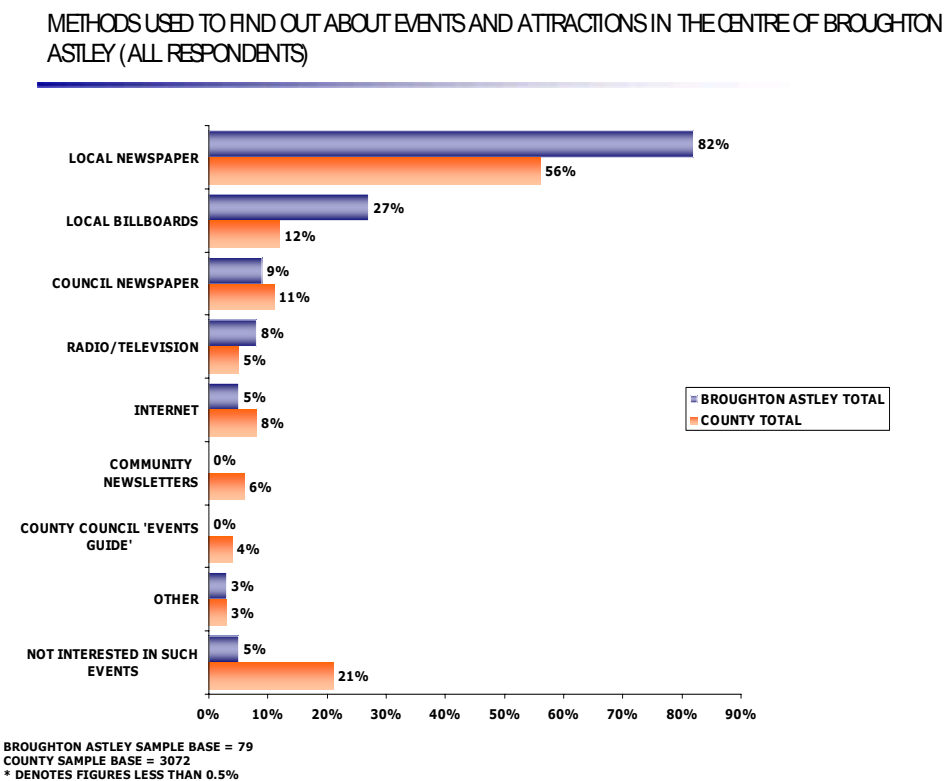


BROUGHTON ASTLEY SAMPLE BASE = 79  
 COUNTY SAMPLE BASE = 3072  
 MULTIPLE RESPONSE

## Attractions and events

As is clear from Figure 6 below, local newspapers were overwhelmingly the most likely source of information about local events and attractions taking place in Broughton Astley, with other sources only modest in their importance by comparison. Notably, local billboards were also a popular method of finding out about events and attractions in Broughton Astley compared to the rest of the county (27% Broughton Astley, 12% county total). Community newsletters and the County Council’s events guide were less likely to be used to find out about events and attractions in the centre of Broughton Astley.

Figure 6



When respondents were questioned about whether they had attended any events in the centre recently, only 13% said that they had. Of these 13%, 7 people said they had attended the carnival, 2 people said they had attended another event in Broughton Astley, whilst 1 person said that they had attended the fair.

Respondents were asked about what made the centre unique, different or special in Broughton Astley. 8% said it was a safe or low crime area and 3% cited community spirit. Overall, 66% of people said that they didn’t know and 11% that there was nothing unique. Other responses included:

- Born here or live here (2%);
- Pleasant and attractive appearance (1%);

- Shops or shopping centre (1%);
- The market (1%); and
- The size (1%).

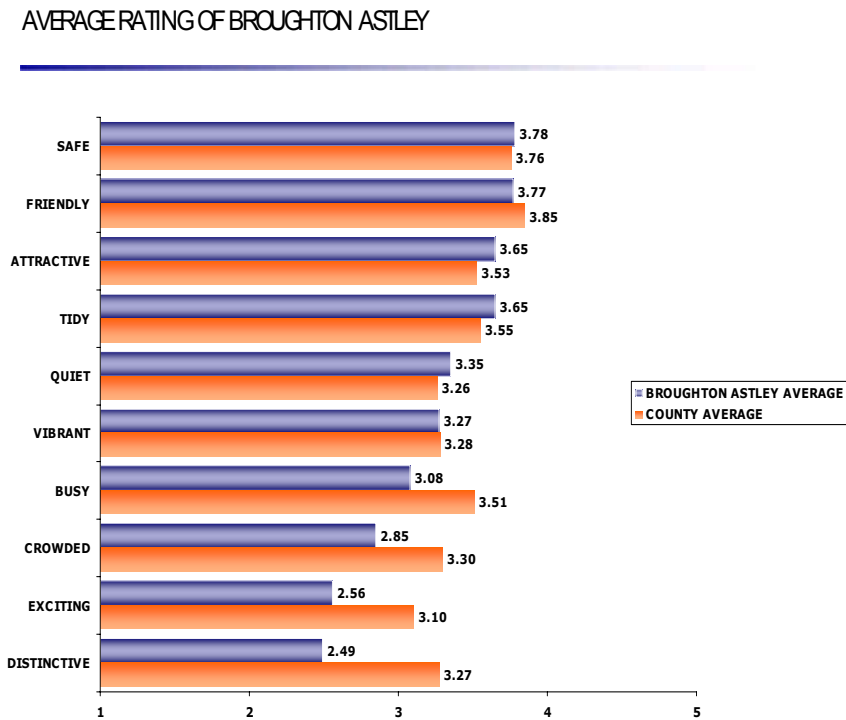
### 3 Attitude towards the centre

This section examines the attitudes of respondents to the different aspects of Broughton Astley, considering whether the centre is a good place to shop, work and live as well as discussing the different services available in the area.

#### Description and attitudes towards the centre

Respondents were asked to say to what extent they agreed with a series of words to describe Broughton Astley on a scale of 1 to 5, where 1 was strongly disagree and 5 strongly agree. Overall, Broughton Astley was most likely to be described as 'safe', 'friendly', 'attractive', and 'tidy'. At the opposite end of the spectrum, Broughton Astley was least likely to be described as 'distinctive' and 'exciting'.

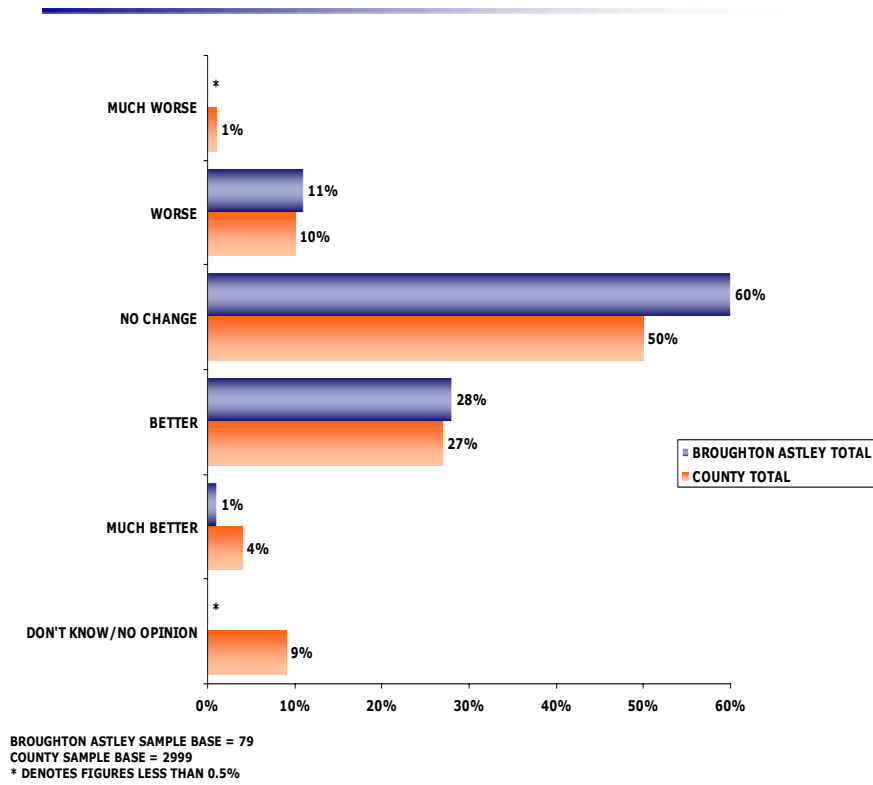
Figure 7



Whilst 60% of respondents did not report any overall change in Broughton Astley, 29% believed that it had got better or much better compared to 12% who thought it had got worse or much worse, as shown below:

Figure 8

WHETHER BROUGHTON ASTLEY HAS GOT BETTER OR WORSE WITHIN THE LAST 12 MONTHS



All respondents were asked for their views on how well Broughton Astley served different groups in the population. The results for each of these groups are shown in Table 1 below. It was clear that respondents in Broughton Astley felt that the best served group were elderly people. However, there was more concern about how the centre served young people than for any other group as 33% of respondents thought the centre was very poor or poor for young people.

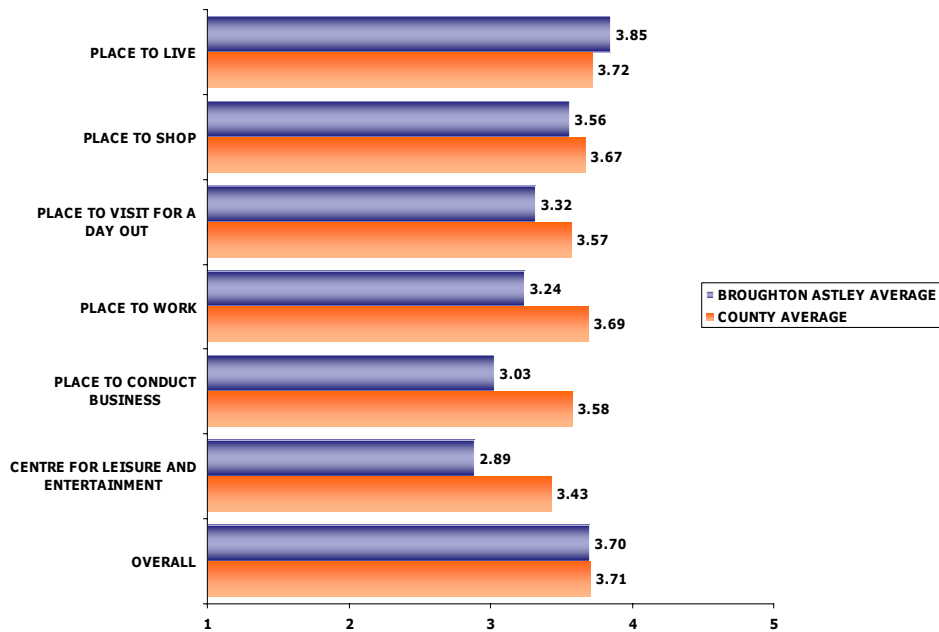
Table 1

<b>RATING OF BROUGHTON ASTLEY FOR VARIOUS GROUPS</b>							
	<b>Very poor</b>	<b>Poor</b>	<b>Neither good nor poor</b>	<b>Good</b>	<b>Very good</b>	<b>DK/no opinion</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
Elderly people	1	1	19	70	5	4	3.79
People with disabilities	1	3	18	58	5	15	3.75
Shoppers	1	5	27	51	5	11	3.60
Visitors	1	5	29	48	3	14	3.53
Families	1	8	42	32	3	15	3.31
Young people	3	30	28	24	0	15	2.87
<b>SAMPLE BASE: 79</b>							

**How good are the centres as places for particular activities?**

Figure 9

**RATING OF BROUGHTON ASTLEY AS A PLACE TO LIVE, WORK, SHOP, ETC (ALL RESPONDENTS)**

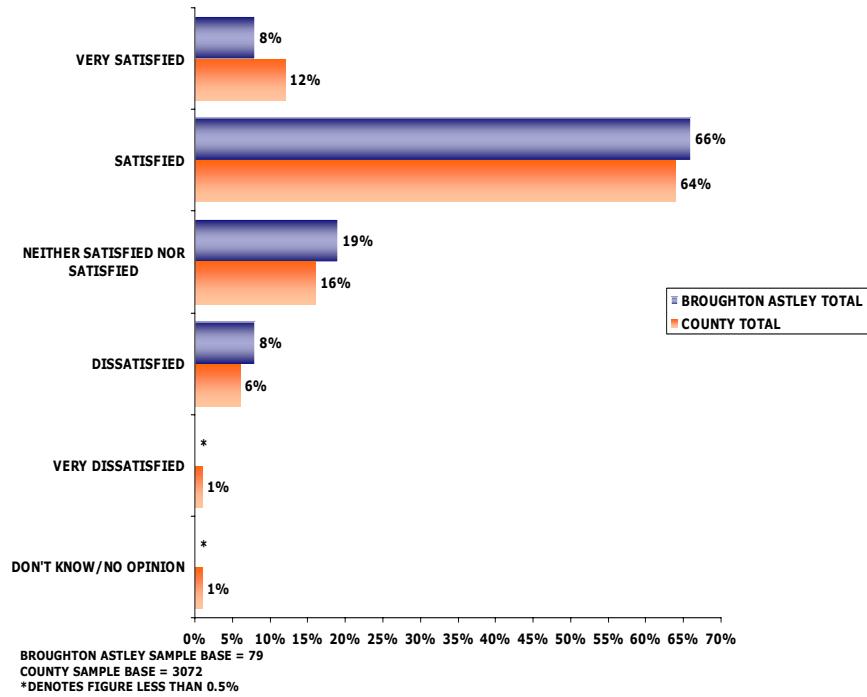


Overall, on a scale of 1 to 5 where 5 is the most positive score, Broughton Astley was rated 3.70, which was the same as the county average of 3.71. In other words it was well above average, good but not very good. Broughton Astley was considered a good place to live (3.85) compared to the county average (3.67). However, Broughton Astley was not considered as a good centre for leisure and entertainment compared to the county average (2.89 Broughton Astley and 3.43 county average).

Overall, satisfaction was very high amongst respondents as they considered Broughton Astley a good place to shop, visit and to do business. The graph below demonstrates the overall level of satisfaction for Broughton Astley.

Figure 10

OVERALL SATISFACTION WITH BROUGHTON ASTLEY AS A GOOD PLACE TO SHOP, VISIT AND DO BUSINESS (ALL RESPONDENTS)

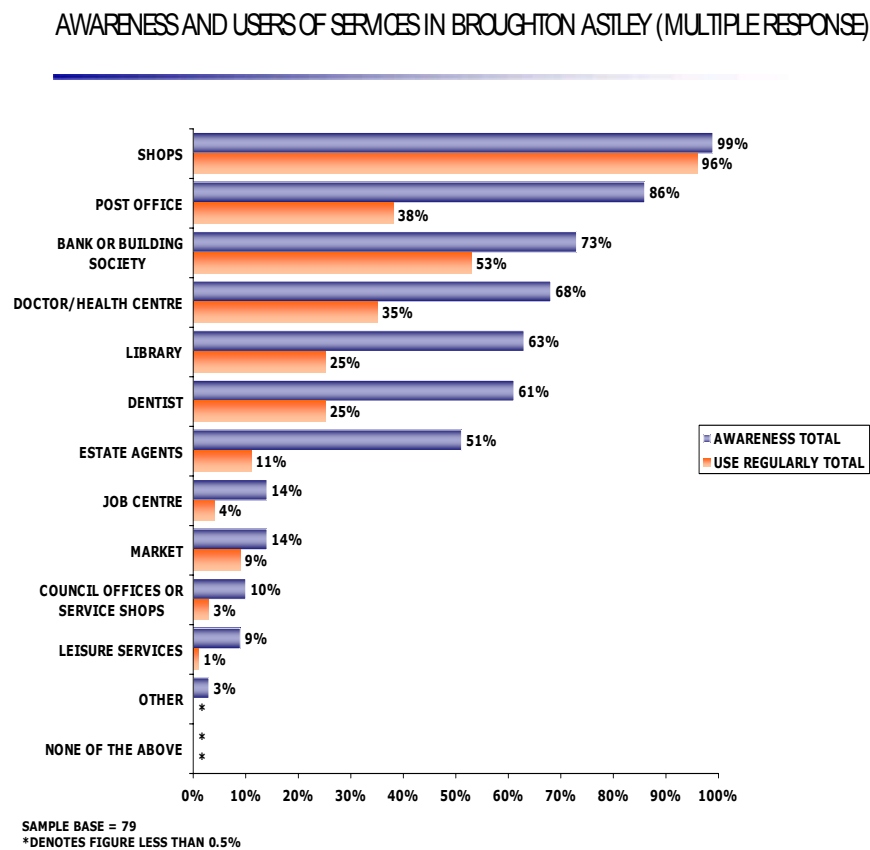


## Services available in the centre

Services available in the centre of Broughton Astley were rated on the basis of awareness and on how often respondents used them.

As shown in the graph below respondents were more likely to be aware of services such as shops, the post office and banks & building societies and these were the services which were also most regularly used. However, there were some services that people were aware of but were less likely to use regularly. For example 86% of respondents were aware that there was a post office in Broughton Astley but only 38% used the service. Furthermore, 68% of respondents were aware that there was a library in Broughton Astley but only 25% were regular users 61% were aware of a dentist in the area, but only 25% of respondents were regular users.

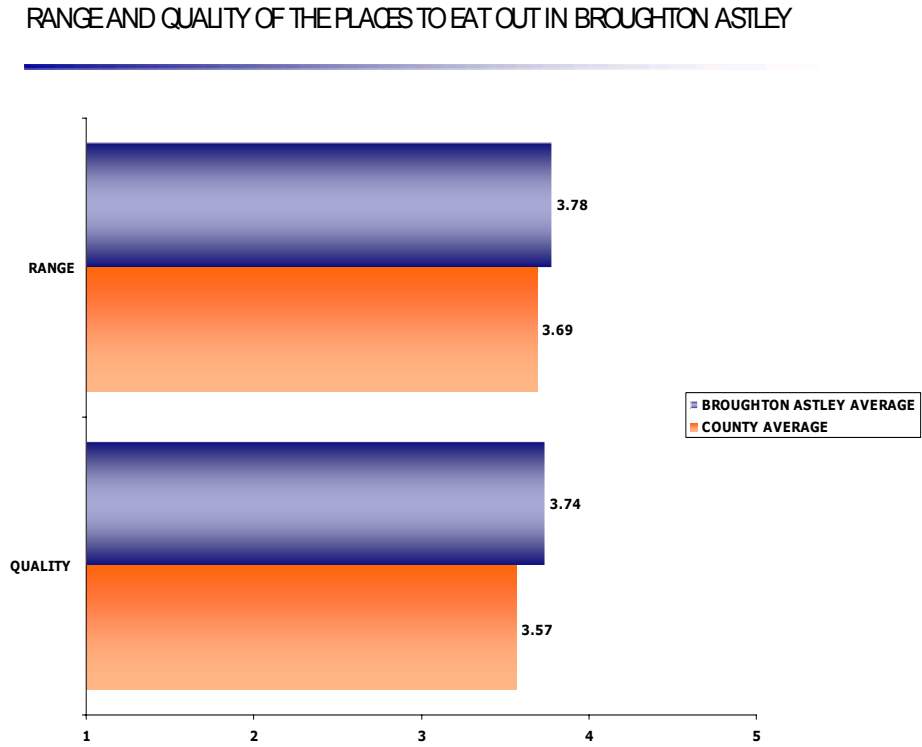
Figure 11



Respondents were questioned about whether or not Broughton Astley met their retail needs. 38% of respondents in Broughton Astley said that the variety of the retail outlets and shops in the centre adequately met their needs, whilst 37% said it met their needs very well or quite well. Almost a quarter of respondents said it did not meet their needs.

Respondents were asked to rate the quality of places to eat out in Broughton Astley on a scale of 1 to 5, where 1 was very poor and 5 was very good. Respondents were slightly more positive about the range than the quality as shown in figure 12, a pattern which reflected the position across the county as a whole.

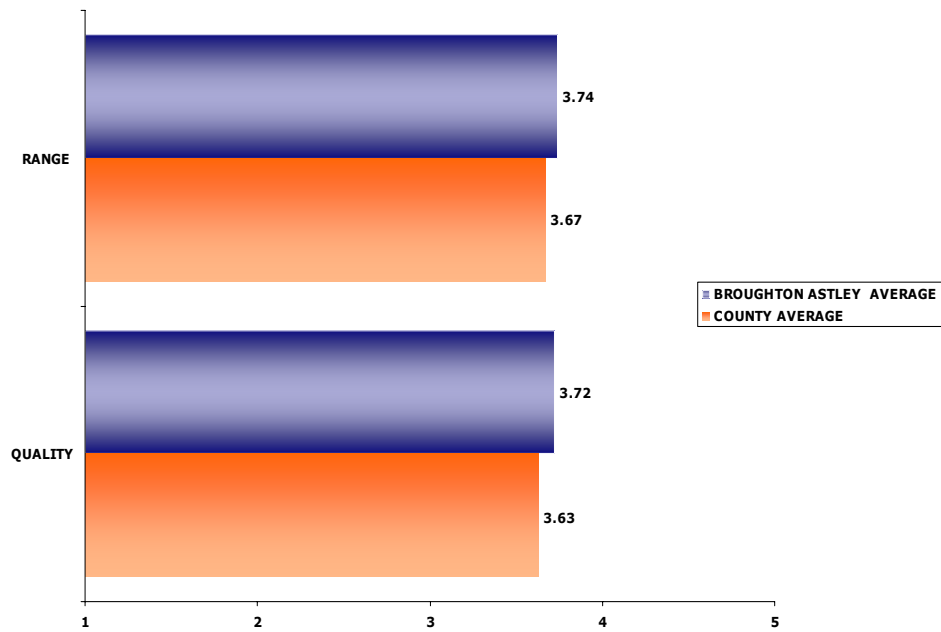
Figure 12



Respondents were then asked to rate the quality and range of pubs, bars and clubs in Broughton Astley on a scale of 1 to 5, where 1 was very poor and 5 was very good. Respondents were slightly more positive about the range than the quality of pubs, bars and clubs in Broughton Astley, as shown below. This was the same position on a county-wide level.

Figure 13

RANGE AND QUALITY OF PUBS, BARS AND CLUBS IN BROUGHTON ASTLEY



## Centre Environment

Respondents were given a series of statements about the environment of the centre and asked whether they agreed or disagreed with them.

Table 2

<b>WHETHER RESPONDENTS AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE CENTRE OF BROUGHTON ASTLEY</b>						
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly	Mean score
	%	%	%	%	%	
The public toilets are clean and tidy	1	13	17	35	34	3.89
Shop fronts are well maintained	0	8	23	48	22	3.84
The parks are well maintained	1	13	22	39	24	3.73
Street lighting is good	1	5	29	49	15	3.72
Pedestrian signage is relevant, clear and easy to understand	0	10	28	43	19	3.71
There are enough public toilets	1	10	30	29	27	3.71
The design and layout of the centre is attractive	0	9	33	39	19	3.68
Pavements and walkways are safe and well maintained	0	9	33	44	14	3.63
The centre is well planted in summertime	0	13	27	44	15	3.63
Pavements and walkways are clean and tidy	0	20	24	43	13	3.48
Seating in and around shopping areas is well maintained	1	28	22	34	14	3.32
The baby changing facilities provided are clean and tidy	4	9	19	13	9	3.26
There are enough baby changing facilities	5	6	25	11	9	3.22
There is sufficient seating in and around the centre	0	38	15	39	6	3.14
<b>SAMPLE BASE: 79</b>						

Note: Percentage no replies not shown

Overall, respondents had positive views about the environment and facilities available in the centre of Broughton Astley. Respondents felt that the shops were well maintained (70% agreed or agreed strongly), the public toilets were clean and tidy (69% agreed or agreed strongly) and that the street lighting was good (64% agreed or agreed strongly). 38% disagreed that there was sufficient seating in and around the centre. This was followed by 29% of respondents disagreeing or strongly disagreeing that seating in and around shopping areas were well

maintained whilst 20% disagreed with the statement pavements and walkways were clean and tidy.

Respondents were then asked to respond to a series of statements about aspects in and around the centre of Broughton Astley and asked whether they agreed or disagreed with them.

Table 3

<b>WHETHER RESPONDENTS AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT ASPECTS IN AND AROUND THE CENTRE OF BROUGHTON ASTLEY</b>						
	<b>Disagree strongly</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Agree strongly</b>	<b>Mean score</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>		
The centre is accessible for disabled people and older people	0	5	29	43	23	3.84
There is enough car parking available	0	17	14	35	29	3.81
The centre could do with more high street chain stores	0	9	29	24	28	3.81
The level of service in shops is of a high standard	0	14	15	53	17	3.73
Roads in the centre are congested	3	10	20	49	18	3.70
The centre needs more local, independent shops	0	11	28	44	17	3.66
Road signs make it easy for cars to access the centre	0	11	30	42	15	3.62
It is easy for drivers to find the car parks around the centre	0	11	28	49	11	3.61
Pedestrians can walk around the centre without feeling threatened by traffic	3	11	25	51	10	3.54
Roads in the centre are well maintained	3	15	23	46	14	3.53
The road network provides easy access into the centre	1	10	32	44	9	3.51
There is too much other noise (music, pubs and clubs) in the centre	1	25	25	38	10	3.30
There is too much traffic noise in the centre	1	25	30	34	9	3.24
Car parking costs too much	18	41	16	17	2	2.32
<b>SAMPLE BASE: 79</b>						

As demonstrated in the above table 70% of respondents agreed or strongly agreed that the level of service in shops was of a high standard. In descending order of agreement, this was followed by the roads in the

centre were congested (67%), there was enough car parking available (64%), it was easy for drivers to find the car parks around the centre (60%) and pedestrians could walk around the centre without feeling threatened by traffic (60%). Nearly three-fifths of respondents (59%) disagreed with the statement that car parking costs too much.

Respondents were given a list of options and asked to say which issues they thought most needed attention in Broughton Astley. The most frequently cited responses were a greater range of shops (54%), more specialist shops (53%) and more independent shops (49%). When asked to prioritise their *top three* areas of improvement, respondents cited a greater range of shops (51%), more specialist shops (49%) and in joint third place, respondents said that there more independent shops (31%) and more leisure facilities (31%)

## 4 Crime and safety

This section looks at how respondents in Broughton Astley perceived crime and safety, and which issues were seen as problem areas.

As shown in the table below, of a series of issues on which the opinion of respondents was sought, rubbish and litter lying around was seen as the most significant issue in Broughton Astley (15% of respondents considered this to be a very big problem or big problem). This was followed by groups of people hanging around the street (10%). Areas that were seen as a very little problem included racial harassment (86% considered this either not a problem or only a small problem), assaults and other violent crime, such as personal robberies and muggings (85%) and people not treating each other with respect and consideration (84%).

Table 3

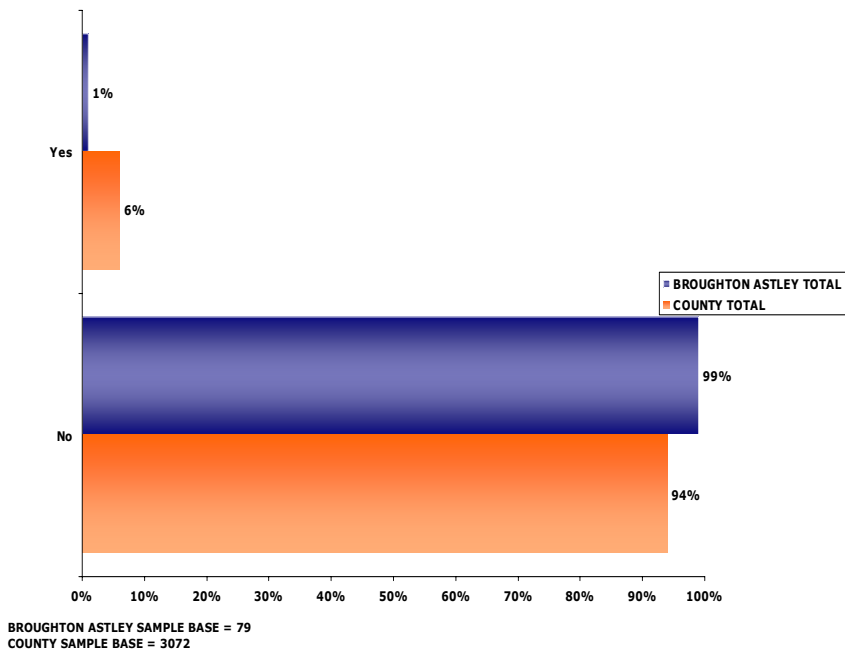
AREAS THAT ARE SEEN AS PROBLEMS IN THE CENTRE OF BROUGHTON ASTLEY						
	Very big problem	Big Problem	Neither big nor small	Small Problem	Not a problem at all	Mean score
	%	%	%	%	%	
Groups of people hanging round the streets	1	9	28	38	24	3.75
Rubbish and litter lying around	1	14	17	37	32	3.84
Dirty pavements and chewing gum	0	6	22	39	33	3.99
Vandalism, graffiti and other deliberate damage to property or vehicles	0	9	18	37	37	4.01
Street canvassers	0	8	13	39	34	4.07
People using or dealing drugs	0	5	17	30	35	4.1
Fly tipping	1	6	15	32	46	4.14
Personal theft (pick pocketing)	0	5	17	34	43	4.17
People not treating each other with respect and consideration	0	3	13	49	35	4.18
People being drunk or rowdy in public spaces	0	3	18	37	42	4.19
Aggressive begging	0	3	13	37	43	4.27
Road safety or speeding	0	5	13	30	49	4.27
Assaults and other violent crime (personal robbery, mugging)	0	8	6	33	52	4.31
Vehicles being stolen	0	4	13	28	53	4.34
Property being stolen from a vehicle	0	3	14	29	53	4.35
Verbal abuse or other aggressive behaviour	0	4	15	22	58	4.36
Racial harassment	0	0	13	18	68	4.56

**SAMPLE BASE: 79**

Respondents were questioned about whether they ever felt worried about being assaulted or harassed in Broughton Astley within the last 12 months. Almost all respondents (99%) said they had not felt worried compared to the county total of 94%.

Figure 14

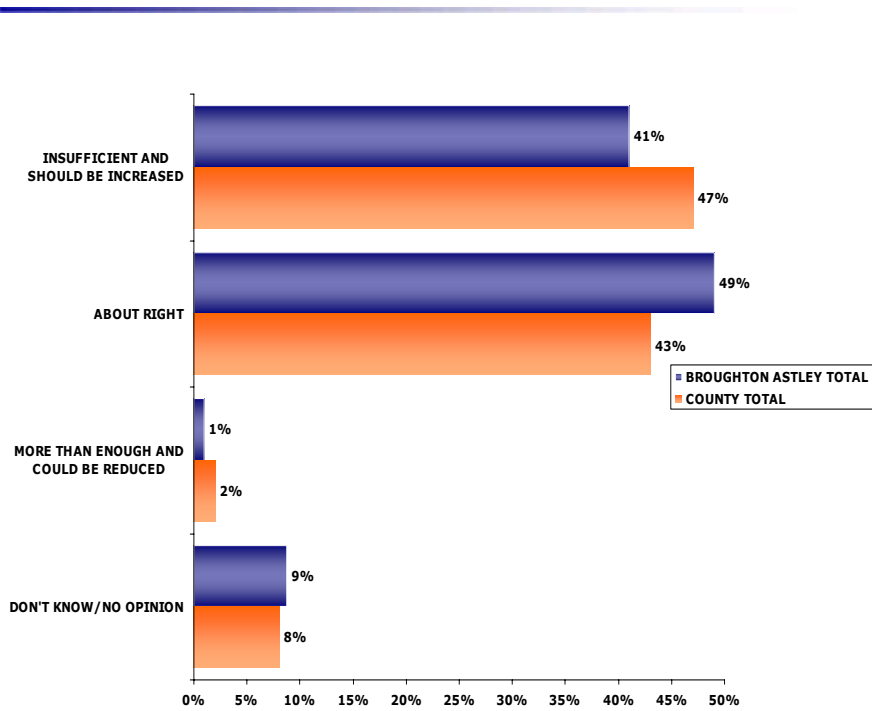
WHETHER RESPONDENTS HAVE EVER FELT WORRIED ABOUT BEING ASSAULTED OR HARASSED WHILST IN THE CENTRE OF BROUGHTON ASTLEY WITHIN THE LAST 12 MONTHS



When respondents were asked about what they thought about police presence in Broughton Astley, almost half of respondents felt that police presence was just about right, whilst two-fifths said that the police presence in the centre was insufficient.

Figure 15

PERCEPTIONS OF POLICE PRESENCE IN THE CENTRE OF BROUGHTON ASTLEY

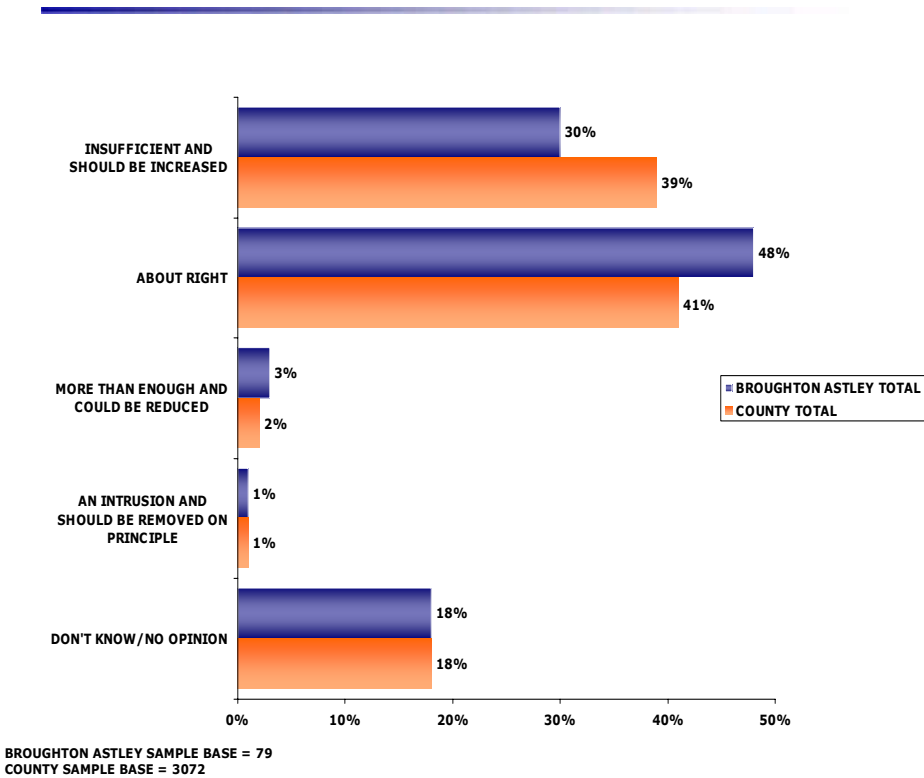


BROUGHTON ASTLEY SAMPLE BASE = 79  
COUNTY SAMPLE BASE = 2999

When questioned about the presence of CCTV in Broughton Astley, 48% of respondents felt it was about right, which was higher than the county total of 41%. 30% of respondents said the presence of CCTV was insufficient and should be increased.

Figure 16

PERCEPTIONS OF CCTV PRESENCE IN THE CENTRE OF BROUGHTON ASTLEY



## 5 Summary

### Visiting the centre

- Shopping trips accounted for 60% of the trips to Broughton Astley.
- 14% of respondents were using a service in Broughton Astley whilst 6% of respondents worked in a local business.
- The majority of visitors arrived in Broughton Astley by car, with the second most common method being on foot and the third being by bicycle.
- Over two-fifths of respondents visited the centre daily.
- A wider range of shops and retail facilities, better places for food and drink and more cultural or entertainment facilities were the improvements most likely to encourage more people to come to Broughton Astley more often.

### Attractions and events

- The local newspaper was identified as the most widely used method for finding out about attractions and events in the centre, whilst the least used methods were Community newsletters and the County Council's events guide.
- Only 13% of respondents had attended an event in the centre.

### Attitudes towards the centre

- Overall, Broughton Astley was most likely to be described as 'safe', 'friendly', 'attractive' and 'tidy'.
- 60% of respondents reported no change in the centre of Broughton Astley within the last 12 months, whilst 28% of respondents reported the centre had got better and just over one in ten said it had got worse.
- Respondents felt that the centre catered better for elderly people than it did for young people.

### Services available in the centre

- Shops, the post office and banks or building societies, were the top three services that respondents were most aware of and were most likely to use on a regular basis in Broughton Astley.
- Nearly two-fifths of respondents in Broughton Astley said the variety of retail outlets and shops in the centre adequately met their needs.

## Centre environment

- Overall, respondents were positive about the environment and facilities in and around the centre.
- Respondents felt that the shops were well maintained, the public toilets were clean and tidy and that the street lighting was good.
- Having a greater range of shops and more specialist shops were seen as the areas that needed the most improvement.

## Crime and safety

- Rubbish and litter lying around, groups of people hanging around the street and street canvassers were seen as the most significant problems in Broughton Astley.
- Racial harassment, assaults and other violent crime (such as personal robberies and muggings) and people not treating each other with respect and consideration were not seen as a problem, or seen only as a small problem
- Nearly all respondents said that they had not felt worried about being assaulted or harassed whilst in the centre within the last 12 months.
- There were mixed views on the level of police presence in Broughton Astley, with 49% of respondents claiming it was just about right, whereas 41% felt that it was insufficient and should be increased.
- 48% of respondents felt that the CCTV presence in Broughton Astley was about right, whilst 30% of respondents said it was insufficient and should be increased.

## 6 Conclusions and recommendations

- Overall, respondents were positive about Broughton Astley. 74% of respondents were very satisfied or satisfied with Broughton Astley as a place to shop, visit and to do business. Moreover, although the majority of respondents reported no change within the last 12 months, 29% felt that Broughton Astley had got better or much better.
- Many respondents were aware of services such as shops, the post office and the bank or building society in Broughton Astley.
- Findings indicated that Broughton Astley catered better for elderly people than it did for young people. This shows how the centre serves different groups of people.
- A wider range of shops and retail facilities, better places for food and drink and more cultural or entertainment facilities were the improvements most likely to encourage more people to come to Broughton Astley more often.
- Facilities such as seating in and around the centre and shopping areas and keeping the pavements and walkways clean and tidy were identified as aspects of the town centre with the most scope for improvement, although most respondents were satisfied with the existing provision of these facilities.
- Respondents felt more attention should be given to having a greater range of shops, more independent shops as well as more leisure facilities.
- In terms of crime and safety issues, rubbish and litter lying around and groups of people hanging around the street were seen the most significant issues.