



# BMG Research Report

Leicestershire Town and Village Centres Survey: Lutterworth  
2006

Prepared for:  
Leicestershire County Council &  
Leicester Shire Economic  
Partnership

Prepared by:  
BMG Research



Because people matter.

## Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>3</b>
	Report contents .....	3
	Sampling methodology .....	3
	Respondent Profile .....	4
<b>2</b>	<b>Visiting the Town Centre .....</b>	<b>6</b>
	Visits .....	6
	Attractions and events.....	10
<b>3</b>	<b>Attitude towards the centre.....</b>	<b>12</b>
	Description and attitudes towards the centre .....	12
	Services available in the centre.....	17
	Town Centre Environment.....	20
<b>4</b>	<b>Crime and safety .....</b>	<b>23</b>
<b>5</b>	<b>Summary .....</b>	<b>27</b>
	Visiting the centre.....	27
	Attractions and events.....	27
	Attitudes towards the centre .....	27
	Services available in the centre.....	28
	Town Centre environment.....	28
	Crime and safety .....	28
<b>6</b>	<b>Conclusions and recommendations.....</b>	<b>30</b>

# 1 Introduction

Leicestershire County Council and the Leicester Shire Economic Partnership (LSEP) 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 Lutterworth.

## Report contents

Section 2 of this report looks at why respondents visited Lutterworth, 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 Lutterworth, 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 Lutterworth 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);



were aged between 16-24, 35% were aged between 25-44, 34% were aged between 45-64 and 21% were aged 65 and over.

The vast majority of respondents in Lutterworth (96%) described themselves as white British and 1% described themselves as other white. 2% of respondents described themselves as African, whilst 1% described themselves as of a white and Asian background. According to the 2001 Census, 99% of the population of Lutterworth described themselves as white.

By economic status, 59% of respondents in Lutterworth were in work (51% employed and 8% self-employed). The largest proportion of those respondents not in work were retired (28% of the total Lutterworth sample). 6% of respondents were not in work because they were looking after children or other dependents or the home 3% of respondents were in education or training, 2% were not in work due to an illness or disability whilst 2% were claiming benefits.

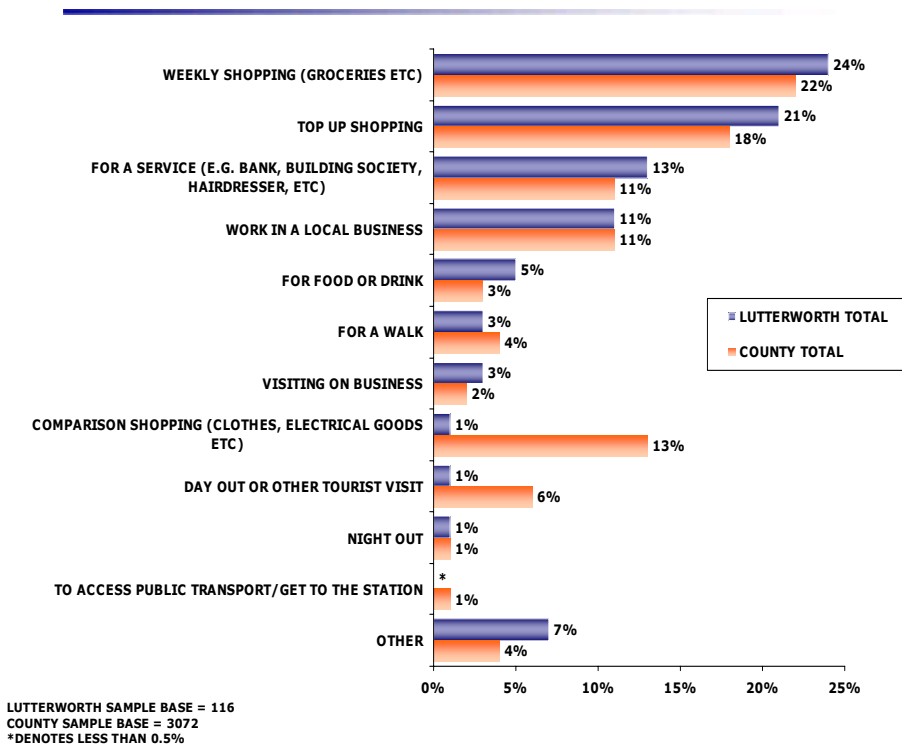
## 2 Visiting the Town Centre

### Visits

This section looks at the reasons why people visited Lutterworth, their mode of transport used to get to the centre, frequency of visits as well as if they had visited any attractions and events in the centre.

Figure 2

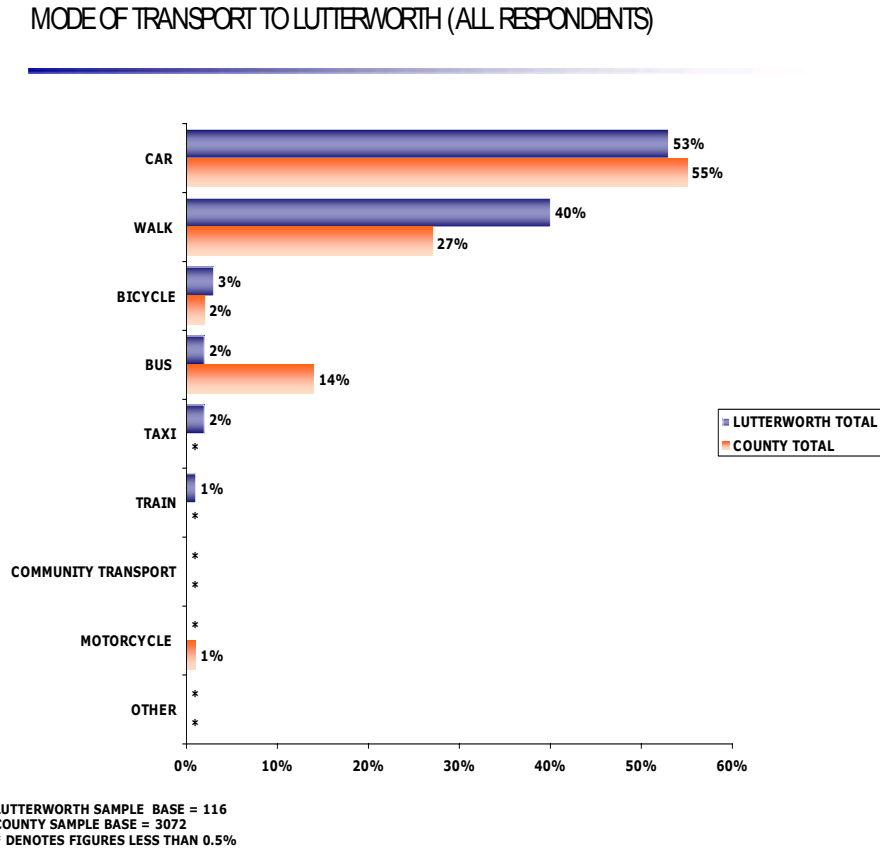
MAIN REASON FOR VISITING LUTTERWORTH CENTRE (ALL RESPONDENTS)



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 a large proportion of visits to Lutterworth (46%), which was just slightly lower than the total county figure (53%). 13% of respondents in Lutterworth were visiting the centre for services such as banking compared to 11% in the county and just over one in ten were present because they worked in the centre.

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

Figure 3

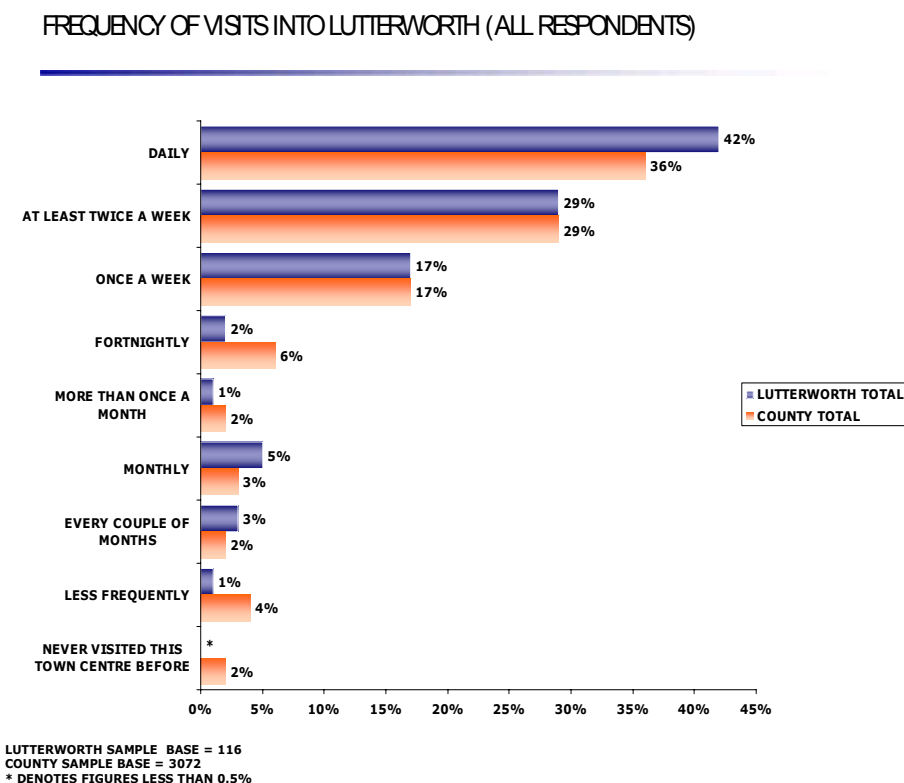


Over half of trips into the centre by respondents on the day of the survey were made by car (53%) whilst two-fifths of respondents walked into the centre (40%). This figure was higher than compared to the county total of 27%. 3% of respondents arrived by bicycle, 2% arrived by bus, a further 2% arrived by taxi and 1% arrived by taxi.

### Frequency of visits

As illustrated in the graph below, just over a third of respondents reported that they visited the centre at least twice a week (34%), whilst just over a quarter visited daily (24%) and 21% visited once a week. 2% of those in Lutterworth were visiting for the first time, which was the same figure for the county as a whole.

Figure 4



Just two-fifths of respondents visited Lutterworth both at weekends and on weekdays (61%), whilst just over a third visited on weekdays (35%). 3% of respondents visited at weekends.

The majority of respondents (60%) visited Lutterworth during the day (before 5.30pm), with 2% visiting the centre in the evening (after 5.30pm). 38% of respondents visited the town centre both during the daytime and evening.

Those people visiting Lutterworth in the evening were asked how often they visited the centre. 18% of respondents visited Lutterworth town centre in the evening once a week, whilst 10% visited at least twice a week. Saturday and Sunday evenings proved to be popular amongst respondents to visit the centre, with 15% of respondents choosing to do so whilst 3% of respondents visited mainly on a Friday.

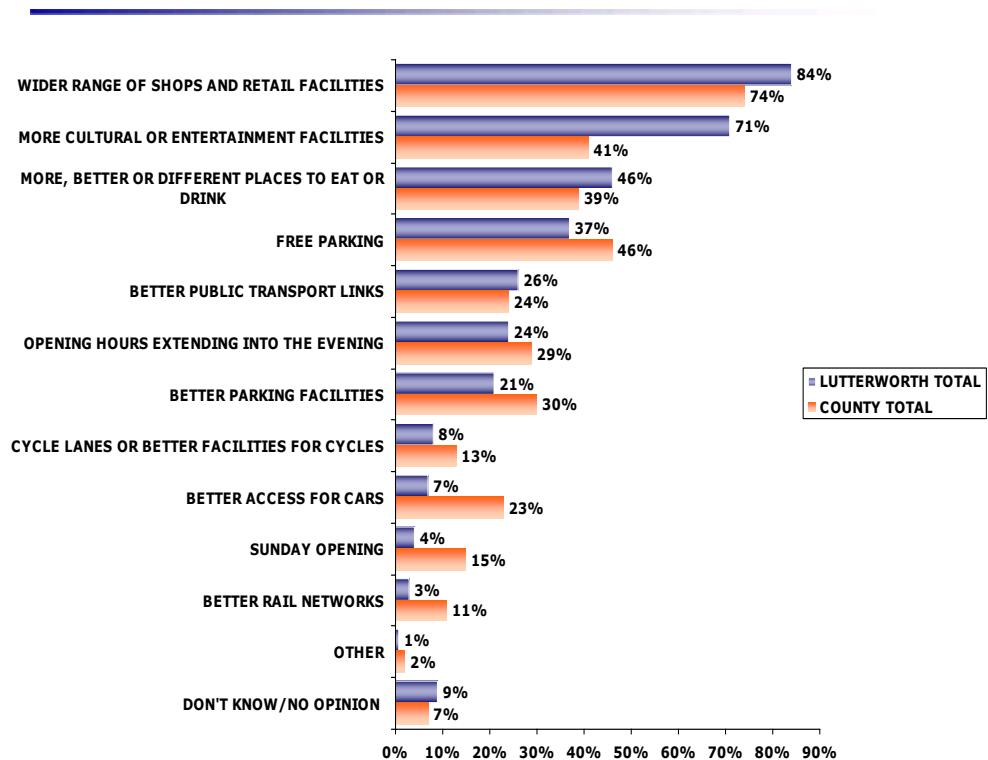
### Encouraging more people to visit the centre

Respondents were asked to identify those issues which would encourage them to visit Lutterworth more often. They were able to cite more than one issue. Having a wider range of shops and retail facilities (84%) and more cultural or entertainment facilities (71%) were cited as two areas that would encourage respondents to visit Lutterworth more often.

Improvements in having better places for food and drink and free parking were also important for some visitors

Figure 5

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

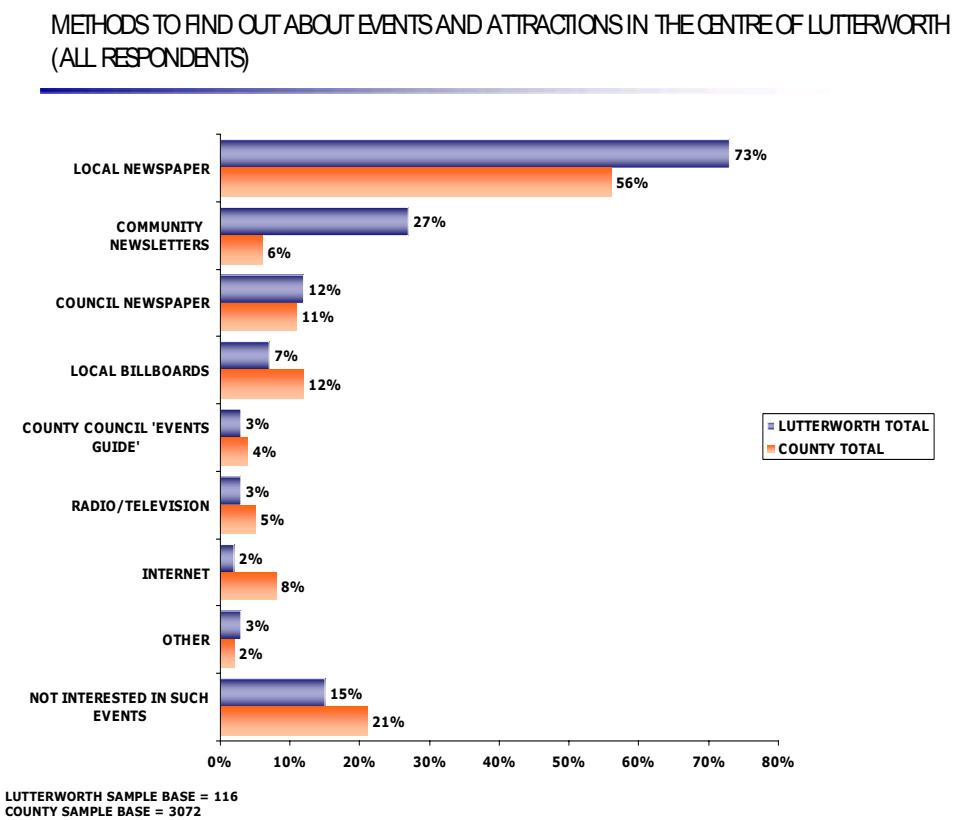


LUTTERWORTH SAMPLE BASE = 116  
 COUNTY SAMPLE BASE = 3072

## 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 Lutterworth, with other sources only modest in their importance by comparison. Notably, community newsletters are also a popular method in finding out about events and attractions in Lutterworth compared to the rest of the county (27% Lutterworth, 6% county total). The internet and radio or television were the least used methods to find out about attractions and events in the centre of Lutterworth.

Figure 6



When respondents were questioned about whether they had attended any events in the town centre recently, 21% said that they had compared to the county figure of 12%. Of these 21%, six people said they had attended the French market, whilst four people had attended the farmer’s market. Three people had said they attended the turning on of the Christmas lights, two people had attended the carnival and a further two people had attended the Jurassic Park or Dinosaur event.

Respondents were asked what made the centre unique, different or special in Lutterworth. 13% of respondents said the market, 12% the size of Lutterworth, whilst 10% cited the history and heritage. Other notable answers included:

- The layout (9%);
- Bell Street (4%);
- Architecture/buildings (3%);
- Born here/live here (3%);
- Frank Whittle (The inventor of the jet engine) (3%);
- Pleasant and attractive appearance (3%);
- Quiet/Peaceful (3%);
- Safe area/low crime levels (3%);
- Cleanliness (2%);
- Culture (2%);
- Flower displays/ scenery (2%);
- Location (2%);
- Shops/shopping centre (2%);
- Churches (1%);
- Community spirit (1%); and
- Food (1%).

### 3 Attitude towards the centre

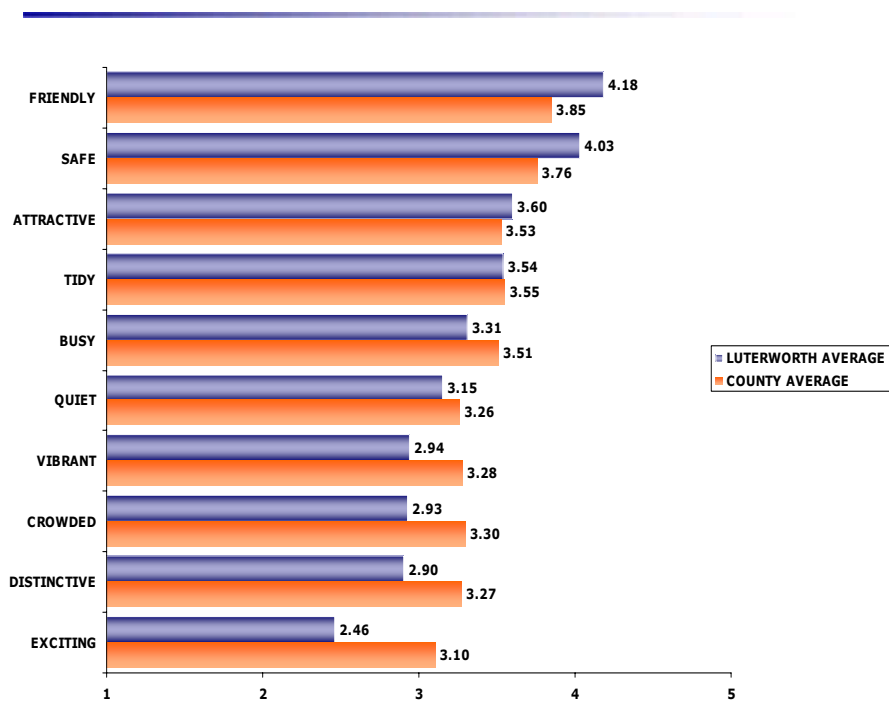
This section examines the attitudes of respondents to the different aspects of Lutterworth, considering whether the centre is a good place to shop, work and live as well as discussing the different services available in the area.

#### Description and attitudes towards the centre

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

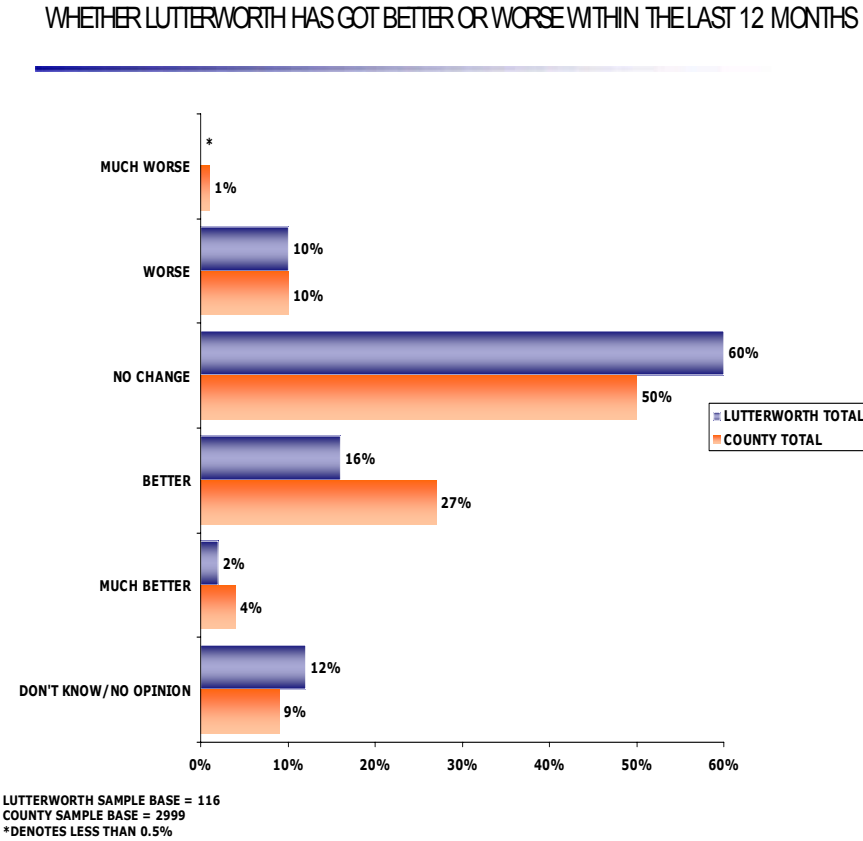
Figure 7

AVERAGE RATING OF LUTTERWORTH CENTRE



Whilst 60% of respondents didn't report any overall change in Lutterworth, 16% believed that it had improved compared to one in ten who thought it had got worse, as shown below:

Figure 8



All respondents were asked for their view on how well Lutterworth served different groups in the population. The results for each of these groups are shown in Table 1 below. Respondents tended to think that the best served groups were shoppers, with 81% of respondents stating this. However, it was clear that amongst the total population of respondents in Lutterworth, there was greater concern about how the centre served young people than for any other group. 39% of respondents thought the centre was very poor or poor for young people.

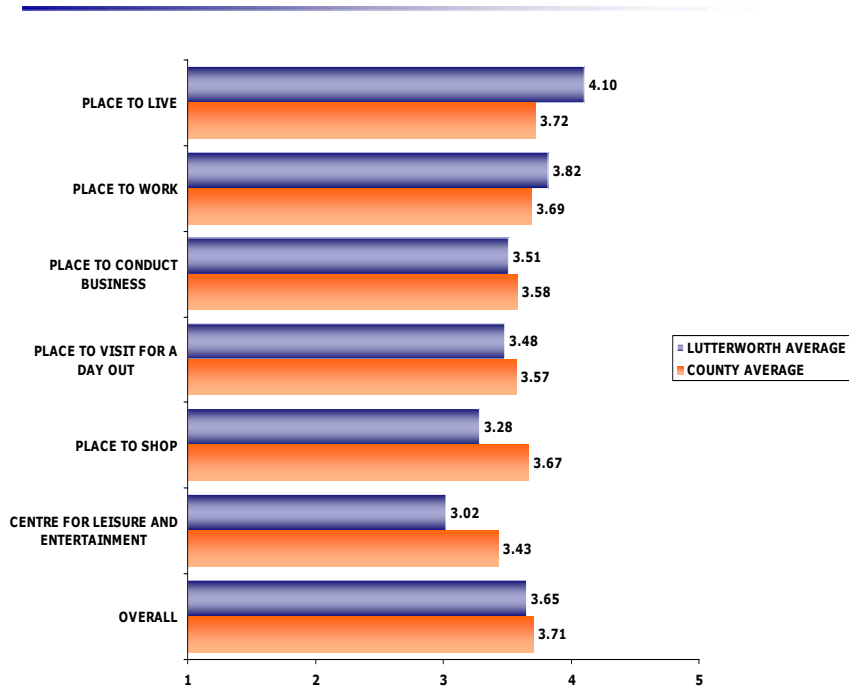
Table 1

<b>RATING OF LUTTERWORTH 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	3	14	64	10	9	3.88
People with disabilities	0	4	16	62	3	16	3.74
Families	1	10	16	62	6	5	3.65
Visitors	0	7	23	61	2	7	3.62
Shoppers	0	16	24	57	2	1	3.44
Young people	4	35	15	33	3	11	2.94
<b>SAMPLE BASE: 116</b>							

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

Figure 9

RATING OF LUTTERWORTH AS A PLACE TO LIVE, WORK, SHOP, ETC (ALL RESPONDENTS)

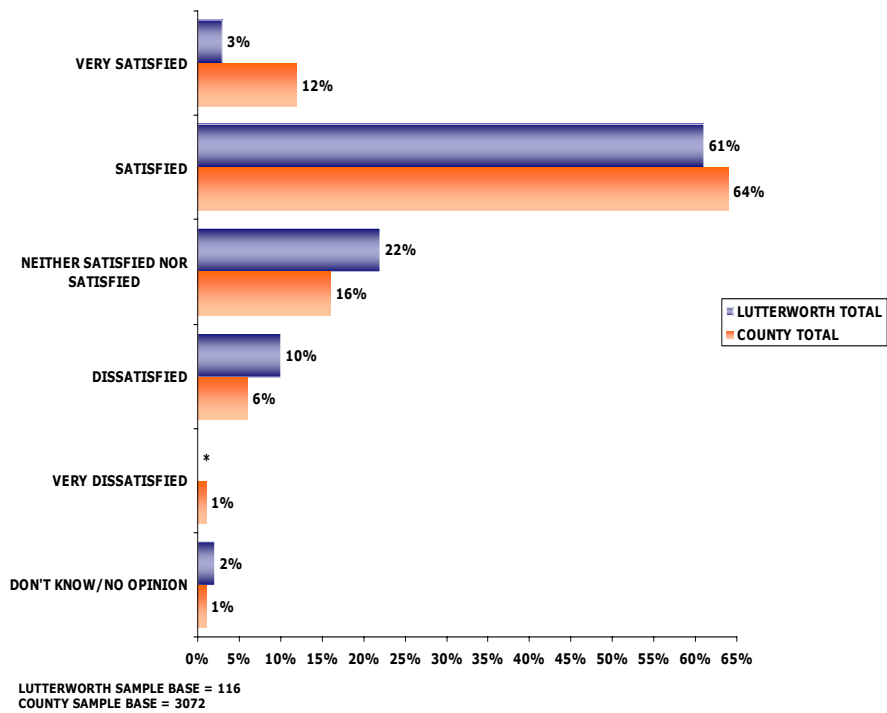


Overall, on a scale of 1 to 5 where 5 is the most positive score, Lutterworth was rated 3.65, which was slightly lower than the county average of 3.71 - that is they are well above average, good but not very good. Lutterworth was considered a good place to live (4.10) compared to the rest of the county. In addition, Lutterworth was considered as a good place to work (3.82) compared to the rest of Leicestershire. However, on all other accounts, the county was rated highly than Lutterworth as illustrated in the figure above.

Overall 64% of respondents were very satisfied or satisfied with Lutterworth as a good place to shop, visit and to do business as demonstrated in the graph below. However, this figure was lower than the county total of 76%.

Figure 10

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

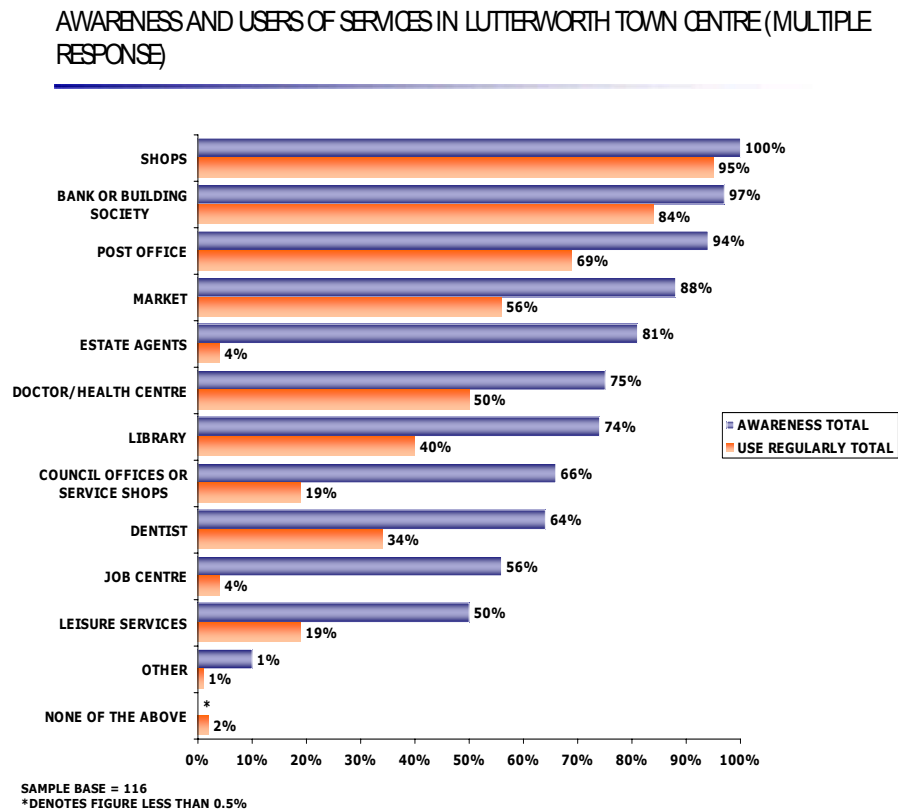


## Services available in the centre

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

As shown below respondents were more likely to be aware of services such as shops, banks & building societies and the post office and these were the services which were regularly used. Furthermore, respondents were aware of health services within the centre of Lutterworth but less people used them on a regular basis - 75% of respondents were aware of a doctor's or health centre in Lutterworth, but 50% of respondents used the service regularly, whilst 64% of respondents were aware of a dentist in Lutterworth and only 34% were regular users.

Figure 11



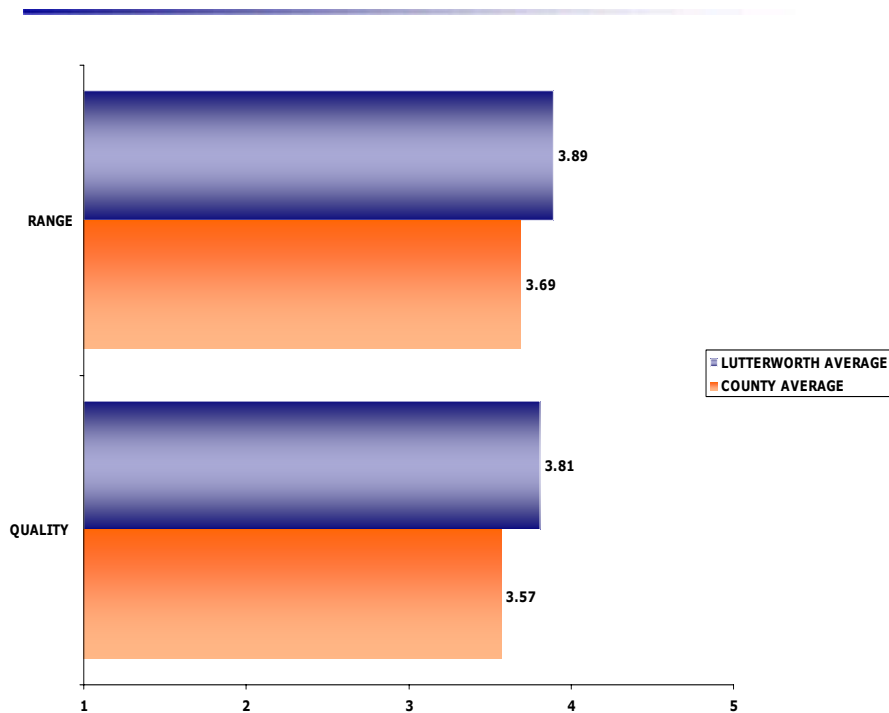
Respondents were questioned as to their opinions about the market in Lutterworth. Just over two-fifths of respondents agreed or strongly agreed that there was a wide range of products available to buy in the market.

Respondents were questioned as to whether the retail outlets in Lutterworth met their shopping needs. 41% of respondents said that the variety of the retail outlets and shops adequately met their needs. Just over a third of respondents (35%) said the variety of the retail outlets and shops did not meet their needs, whilst just under a quarter of respondents (24%) said the retail outlets in Lutterworth met their needs very well or quite well.

Respondents were asked to rate the quality of places to eat out in Lutterworth on a scale of 1 to 5, where 1 was very poor and 5 was very good. Respondents were more positive about the range than the quality. This pattern was also reflected on a county-wide level as shown in figure 12.

Figure 12

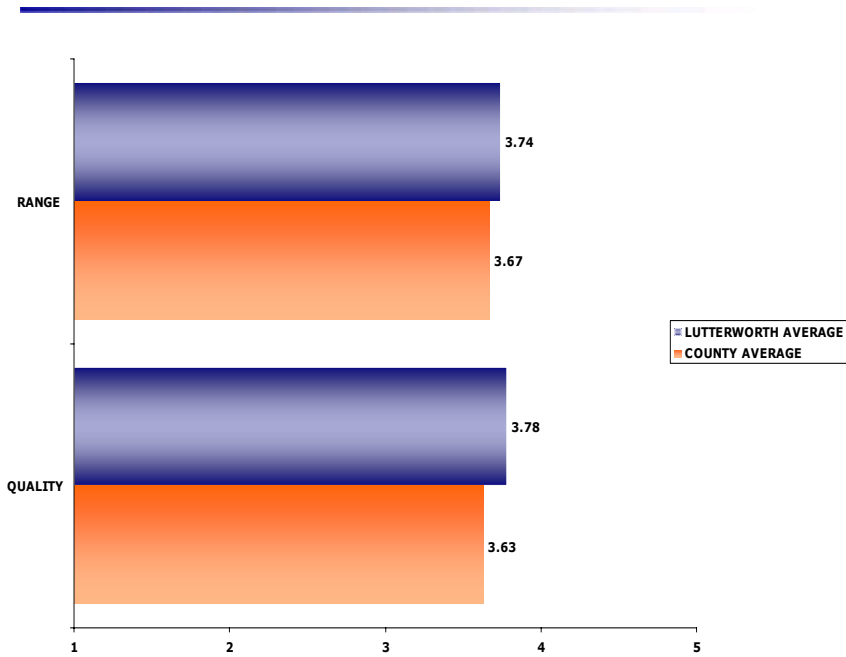
RANGE AND QUALITY OF THE PLACES TO EAT OUT IN LUTTERWORTH



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

Figure 13

RANGE AND QUALITY OF PUBS, BARS AND CLUBS IN LUTTERWORTH



## Town Centre Environment

Respondents were given a series of statements about the environment of the town 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 LUTTERWORTH</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>	<b>%</b>	
The centre is well planted in summertime	0	6	11	72	10	3.86
The parks are well maintained	0	0	22	69	6	3.83
Pedestrian signage is relevant, clear and easy to understand	0	4	16	75	3	3.79
Street lighting is good	0	6	15	72	3	3.76
Shop fronts are well maintained	0	8	19	63	9	3.74
Pavements and walkways are clean and tidy	0	5	21	69	4	3.73
Pavements and walkways are safe and well maintained	0	7	22	68	2	3.65
Seating in and around shopping areas is well maintained	0	6	33	53	5	3.59
The design and layout of the centre is attractive	0	15	23	53	8	3.55
There is sufficient seating in and around the centre	0	16	22	51	8	3.53
The public toilets are clean and tidy	3	11	16	48	0	3.41
The baby changing facilities provided are clean and tidy	0	3	10	9	0	3.28
There are enough public toilets	3	25	11	44	1	3.19
There are enough baby changing facilities	0	9	5	8	0	2.96
<b>SAMPLE BASE: 116</b>						

Note: Percentage no replies not shown

Overall, respondents had positive views about the environment and facilities available in the centre of Lutterworth. Respondents felt that the centre was well planted in summertime (82% of respondents who would agree or strongly agree), pedestrian signage was relevant, clear and easy to understand (78%) and parks were well maintained (75%).

Respondents were less positive that there were enough public toilets (28% of respondents who disagreed or disagreed strongly), that there was sufficient seating in and around the centre (16%) and that the design and layout of the centre was attractive (15%).

Respondents were then asked to respond to a series of statements about aspects in and around the centre of Lutterworth 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 LUTTERWORTH</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>	<b>%</b>	
There is too much traffic noise in the centre	3	10	8	40	38	4.02
The centre could do with more high street chain stores	3	8	9	49	30	3.98
Road signs make it easy for cars to access the centre	0	2	15	80	3	3.84
The road network provides easy access into the centre	0	5	17	68	8	3.80
The level of service in shops is of a high standard	0	7	21	66	6	3.71
The centre needs more local, independent shops	4	6	27	50	12	3.70
Roads in the centre are well maintained	0	10	18	68	3	3.66
There is enough car parking available	1	15	13	57	11	3.65
Roads in the centre are congested	2	22	8	47	22	3.65
It is easy for drivers to find the car parks around the centre	0	12	11	73	1	3.65
The centre is accessible for disabled people and older people	0	7	18	49	1	3.59
Pedestrians can walk around the centre without feeling threatened by traffic	3	22	22	49	3	3.26
There is too much other noise (music, pubs and clubs) in the centre	10	41	23	23	0	2.61
Car parking costs too much	17	41	17	10	5	2.40
<b>SAMPLE BASE: 116</b>						

As demonstrated in the above table, 83% of respondents agreed or strongly agreed that road signs make it easy for cars to access the centre. In descending order of agreement, this was followed by the centre could do with more high street chain stores (79%), there was too much traffic noise in the centre (78%) and the road network provided easy access into the centre (76%). Just over half of respondents (51%) disagreed with the statement that there was too much other noise (music, pubs and clubs) in the centre.

Respondents were given a list of options and asked to say which issues they thought most needed attention in Lutterworth. The most frequently cited responses were a greater range of shops (75%), more specialist shops (73%), and the cleanliness and tidiness of the centre (60%). When asked to prioritise their *top three* areas of improvement, the same issues arose again. Respondents cited a greater range of shops (66%), more specialist shops (48%) and the cleanliness and tidiness of the centre (35%).

## 4 Crime and safety

This section looks at how respondents in Lutterworth perceived crime and safety, and which issues were seen as big 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 a big problem by the largest proportion of respondents in Lutterworth (26% considered this to be a very big problem or a big problem). This was followed by groups of people hanging round the streets (22%) and vandalism, graffiti and other deliberate damage to property or vehicles (13%). Areas that were seen as less of a problem included aggressive begging (93% considered this either not a problem, or only a small problem), street canvassers (89%) and property being stolen from a vehicle (82%).

Table 4

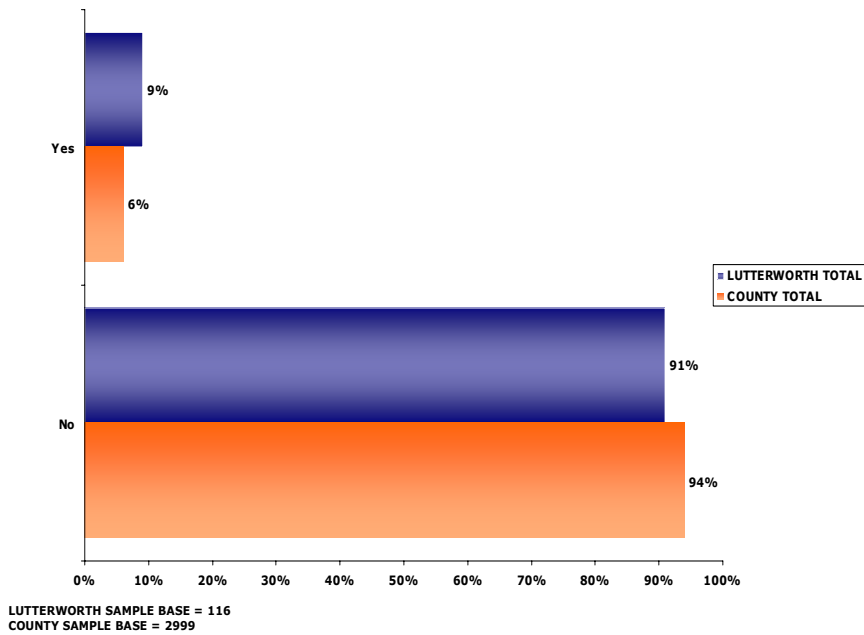
AREAS THAT ARE SEEN AS PROBLEMS IN THE CENTRE OF LUTTERWORTH						
	Very big problem	Big Problem	Neither big nor small	Small Problem	Not a problem at all	Mean score
	%	%	%	%	%	
Rubbish and litter lying around	2	24	34	18	21	3.32
Groups of people hanging round the streets	0	22	16	18	39	3.78
Dirty pavements and chewing gum	0	8	26	28	36	3.95
Vandalism, graffiti and other deliberate damage to property or vehicles	2	11	16	21	45	4.02
Road safety or speeding	1	10	10	11	58	4.27
People being drunk or rowdy in public spaces	1	5	11	24	53	4.31
People not treating each other with respect and consideration	0	8	8	16	64	4.42
People using or dealing drugs	2	8	6	4	64	4.44
Fly tipping	3	6	3	7	72	4.53
Street canvassers	0	1	6	10	79	4.75
Personal theft (pick pocketing)	0	1	3	9	67	4.79
Verbal abuse or other aggressive behaviour	0	1	3	7	68	4.79
Vehicles being stolen	0	1	3	9	69	4.8
Assaults and other violent crime (personal robbery, mugging)	0	1	3	8	67	4.8
Property being stolen from a vehicle	0	3	7	35	47	4.82
Racial harassment	0	1	2	6	73	4.85
Aggressive begging	0	0	1	8	85	4.9

**SAMPLE BASE: 116**

Respondents were questioned about whether had ever felt worried about being assaulted or harassed in Lutterworth within the last 12 months. 91% of respondents said that they had not felt worried compared to the county total of 94%.

Figure 14

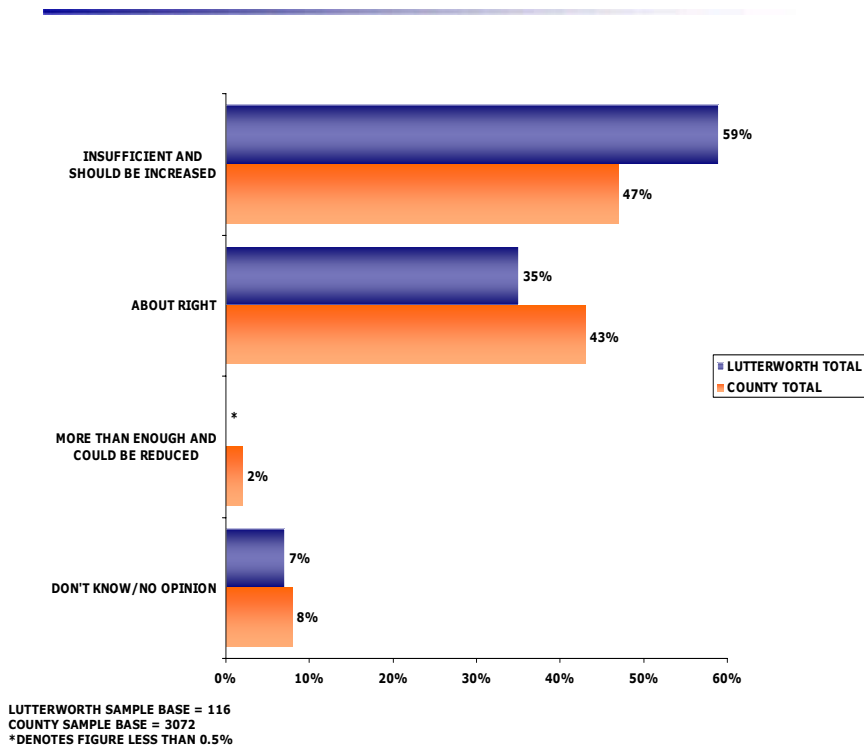
WHETHER RESPONDENTS HAVE EVER FELT WORRIED ABOUT BEING ASSAULTED OR HARASSED WHILST IN THE CENTRE OF LUTTERWORTH IN THE LAST 12 MONTHS



Respondents were then questioned about their perceptions of police presence within Lutterworth. 59% of respondents felt the police presence in the centre was insufficient and should be increased (which was the same figure as the county total) whilst 35% felt that the police presence was about right.

Figure 15

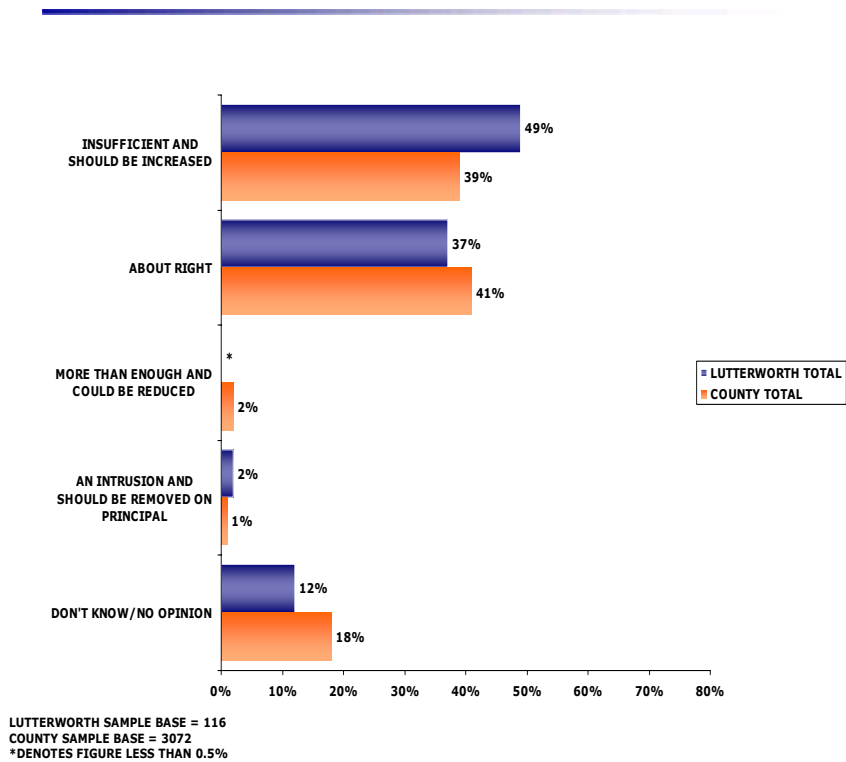
PERCEPTIONS OF POLICE PRESENCE IN THE CENTRE OF LUTTERWORTH



When questioned about the presence of CCTV in Lutterworth, 49% of respondents felt it was insufficient and should be increased (which was higher than the county total of 39%), whilst 37% of respondents said the presence of CCTV was about right.

Figure 16

PERCEPTIONS OF CCTV PRESENCE IN THE CENTRE OF LUTTERWORTH



## 5 Summary

### Visiting the centre

- Shopping trips accounted for 46% of the trips to Lutterworth.
- 13% of respondents were using a service in Lutterworth, whilst 11% worked in the centre.
- Just over half of visitors arrived in Lutterworth by car, with the second most common method being on foot and the third being by bicycle.
- Two-fifths of respondents visited the centre daily.
- A wider range of shops and retail facilities, more cultural or entertainment facilities and better or different places to eat or drink the improvements most likely to encourage more people to come to Lutterworth 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 the County Council's events guide (3%), the internet (3%) and radio or television (3%).
- 21% of respondents had attended an event in the centre.

### Attitudes towards the centre

- Overall, Lutterworth was most likely to be described as 'friendly', 'safe', 'attractive' and 'tidy'.
- 60% of respondents reported no change in the centre of Lutterworth within the last 12 months, whilst 16% of respondents reported the centre had got better and 10% said it had got worse.
- Respondents felt that the centre catered better for shoppers than it did for young people.

## Services available in the centre

- Shops, banks & building societies and the post office were the top three services that respondents were most aware of and were most likely to use on a regular basis in Lutterworth.
- Just over two-fifths of respondents agreed that there was a range of products available to buy in the market.
- 35% of respondents in Lutterworth said the variety of retail outlets and shops in the centre met their needs adequately.

## Town Centre environment

- Overall, respondents were positive about the environment and facilities in and around the centre.
- Respondents felt that the centre of Lutterworth was well planted, pedestrian signage was relevant, clear and easy to understand and parks were well maintained.
- A greater range of shops, more specialist shops and the cleanliness and tidiness of the centre were seen as the areas that needed the most attention in Lutterworth.

## Crime and safety

- Rubbish and litter lying around, groups of people hanging round the streets and vandalism, graffiti and other deliberate damage to property or vehicles were seen as the most significant problems in Lutterworth.
- Aggressive begging, street canvassers and property being stolen from a vehicle were not seen as a problem, or seen only as a small problem.
- 91% of respondents said that they had not felt worried about being assaulted or harassed whilst in the centre of Lutterworth within the last 12 months.
- Nearly three-fifths of respondents said policing in Lutterworth was insufficient and should be increased whereas 35% said it was about right.

- 49% felt the CCTV presence in Lutterworth was insufficient and should be increased, whilst 37% of respondents felt that it was about right.

## 6 Conclusions and recommendations

- Overall, respondents were positive about Lutterworth. 64% of respondents were very satisfied or satisfied with Lutterworth as a place to shop, visit and to do business. Moreover, although the majority of respondents reported no change within the last 12 months, 18% reported that the centre had got better or much better.
- Many respondents were aware of and users of services such as shops, the bank or building the post office and the market in Lutterworth.
- Findings indicated that Lutterworth catered better for shoppers than it did for young people. This shows how the centre serves different groups of people.
- A wider range of shops and retail facilities, more cultural or entertainment facilities and better or different places to eat or drink the improvements most likely to encourage more people to come to Lutterworth more often.
- Facilities such as the lack of public toilets and baby changing facilities 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 specialist shops as well as the cleanliness and tidiness in Lutterworth.
- In terms of crime and safety issues, rubbish and litter lying around, groups of people hanging around the streets and vandalism, graffiti and other deliberate damage to property or vehicles were seen as the most significant issues.