



# BMG Research Report

Leicestershire Town and Village Centres Survey:  
Market Bosworth  
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 Market Bosworth.

## Report contents

Section 2 of this report looks at why respondents visited Market Bosworth, 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 Market Bosworth, 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 Market Bosworth 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

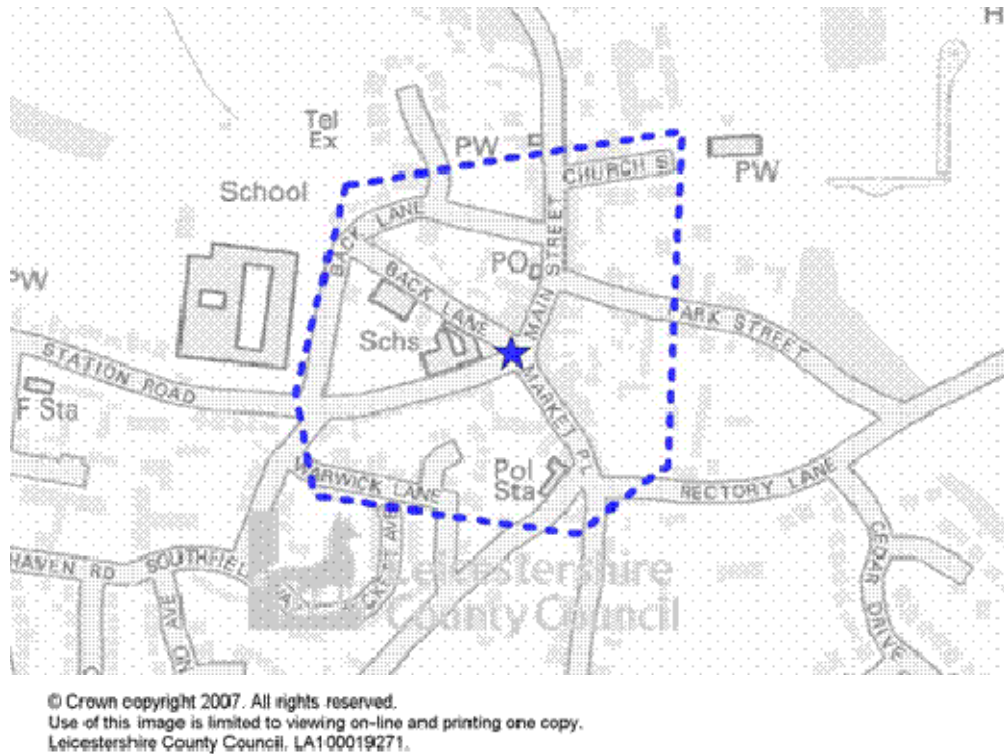
In total, 3000 interviews were planned across the 17 settlements. The sample structure called for a minimum of 100 interviews per settlement, with the remaining 1300 interviews distributed pro-rata on the basis of population size, meaning that the target for some of the villages was only a little over 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 Market Bosworth:

Figure 1



Source: Leicestershire County Council

## Respondent Profile

Within Market Bosworth, 143 interviews were achieved. Of the sample, over half of the respondents were female (53%). 11% of respondents in Market Bosworth were aged 16-24, 32% were aged 25-44, 45% were aged 45-64, with the remaining 14% being of retirement age (65+).

The vast majority of respondents in Market Bosworth (98%) described themselves as white British, with 1% who described themselves as Irish and 1% as from any other white background.

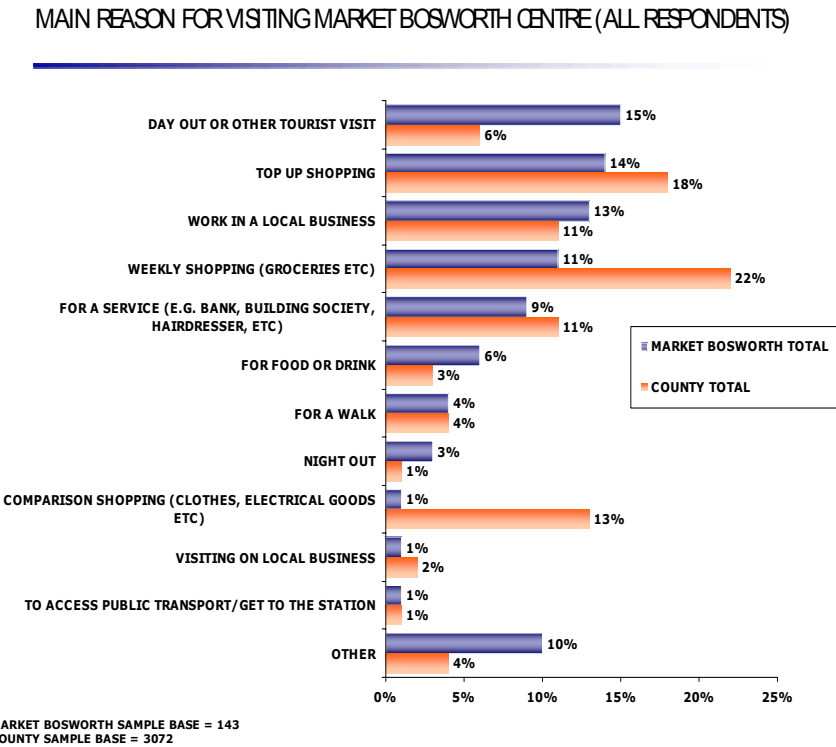
By economic status, 57% of respondents in Market Bosworth were in work (52% employed and 5% self-employed). The largest proportion of those respondents not in work were retired (30% of the total Market Bosworth sample). 6% of respondents were not in work because they were in education or training, 4% were not in work due to an illness or disability, whilst 3% were looking after children or other dependents or the home.

## 2 Visiting the Town Centre

### Visits

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

Figure 2

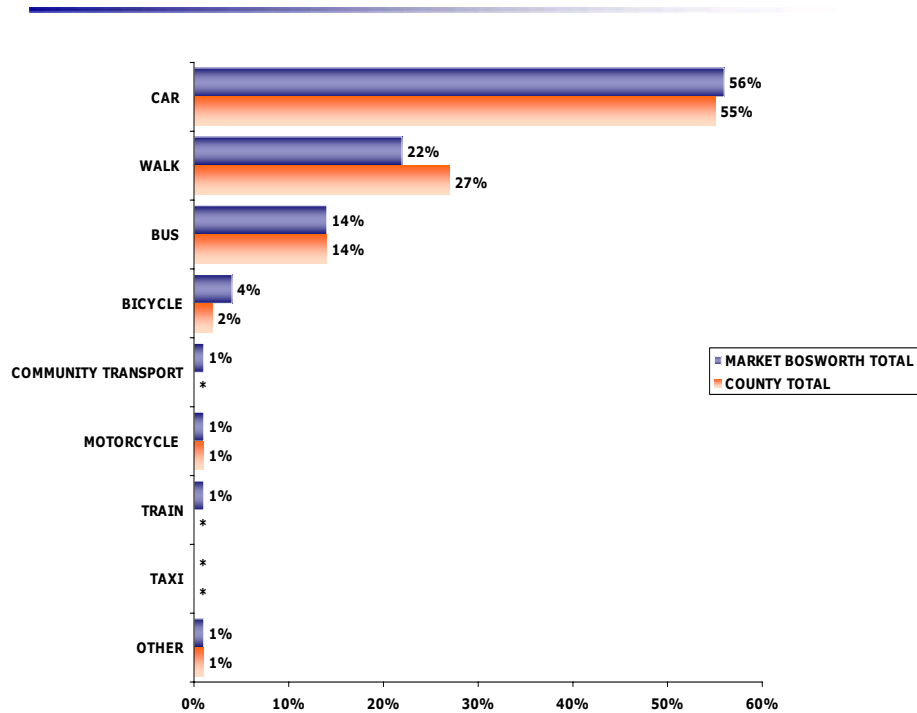


The intention of the survey was to speak to a cross-section of people present in the centres of the towns and villages, who may have been present for a whole range of purposes. Shopping trips of various sorts accounted for just over a quarter of visits to Market Bosworth (26%), which was lower than the total county figure of 53%. 15% of respondents in Market Bosworth were visiting the centre as a tourist or day out, compared to 6% of the total county figure. Just over one in ten were present because they worked in the centre whilst 9% of respondents said that they were using a service.

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

Figure 3

#### MODE OF TRANSPORT TO MARKET BOSWORTH CENTRE (ALL RESPONDENTS)



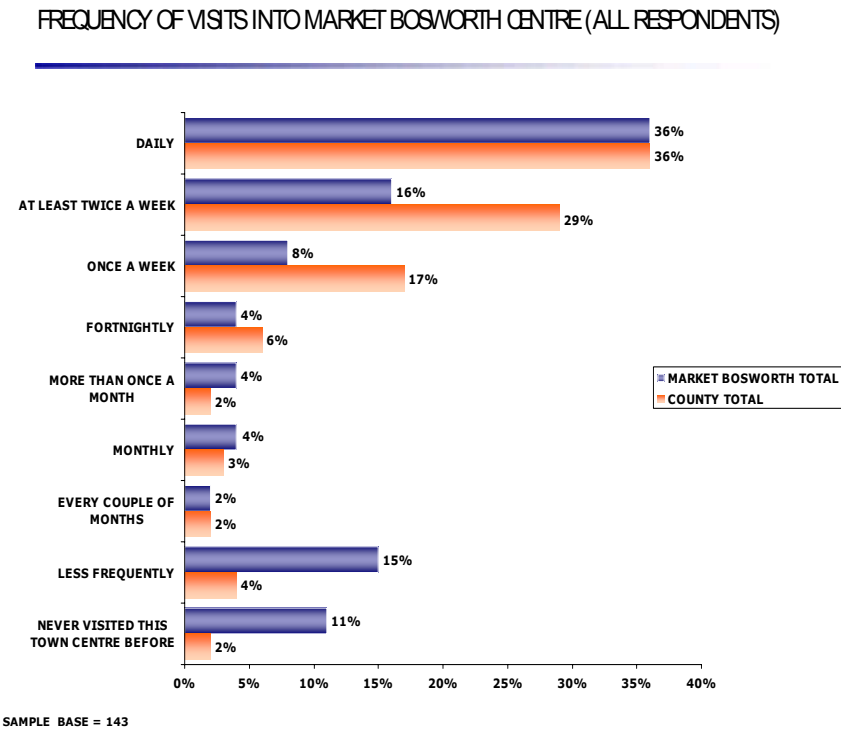
SAMPLE BASE = 143  
\* DENOTES FIGURES LESS THAN 0.5%

Over half of trips into the centre by respondents on the day of the survey were made by car. Just over a fifth of respondents walked into the centre (22%) whilst 14% arrived by bus (which was the same figure as the county total) and 4% arrived by bicycle.

### Frequency of visits

As illustrated in the graph below, just over a third of respondents reported that they visited the centre daily (36%), whilst 16% visited at least twice a week and 8% visited once a week. 11% of those in Market Bosworth were visiting for the first time, which was higher than the county as a whole.

Figure 4



Just over half of respondents visited Market Bosworth both at weekends and on weekdays (52%) whilst just over a third of respondents visited on a weekday and 14% visited at weekends.

The majority of respondents (6%) visited Market Bosworth during the day (before 5.30pm), with 1% visiting the centre only in the evening (after 5.30pm). 35% of respondents visited the town centre both during the daytime and evening.

Of those respondents who only visited Market Bosworth in the evening were asked how often they visited the centre. 15% of respondents visited Market Bosworth town centre in the evening at least twice a week, 9% visited at least twice a week, whilst 6% of respondents visited monthly. Saturday or Sunday evenings proved popular amongst respondents, with 17% of respondents choosing to visit the centre on those days. Friday evenings proved to be the least popular amongst visitors, with 4% choosing to visit the centre on that particular day.

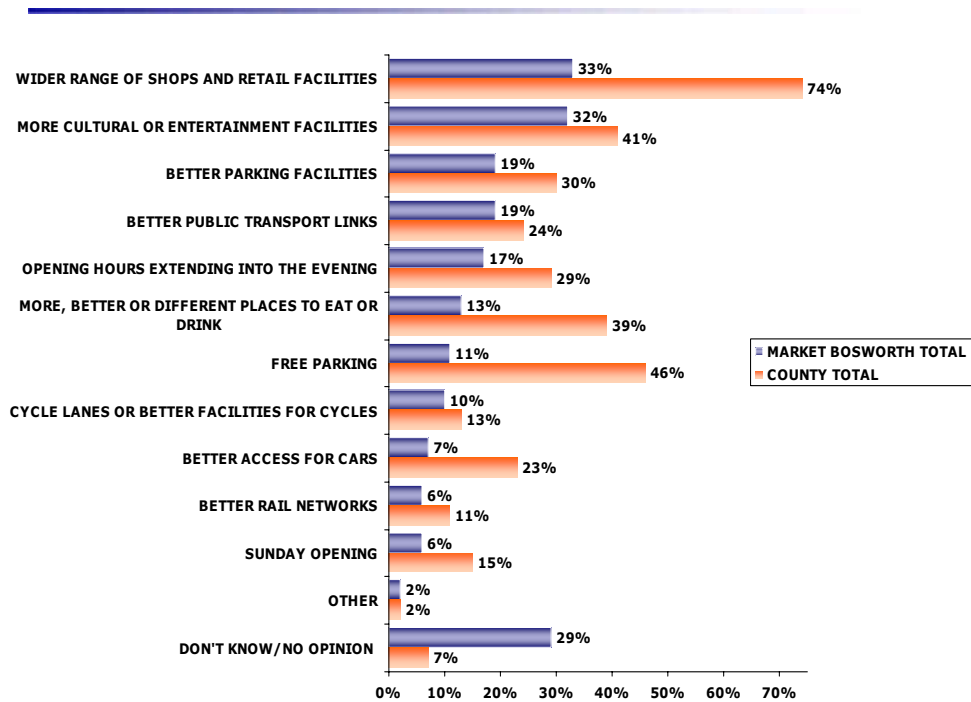
**Encouraging more people to visit the centre**

Respondents were asked to identify those issues which would encourage them to visit Market Bosworth more often. They were able to cite more than one issue. Having a wider range of shops and retail facilities (33%) and more cultural or entertainment facilities (32%) were cited as two areas that would encourage respondents to visit Market Bosworth more. 19% of respondents cited better parking facilities as being a way of encouraging more visits.

Improvements in better public transport links were also very important and extension of opening hours, particularly evening opening, were also significant for some visitors.

Figure 5

AREAS THAT WOULD ENCOURAGE RESPONDENTS TO VISIT MARKET BOSWORTH CENTRE MORE OFTEN (ALL RESPONDENTS)

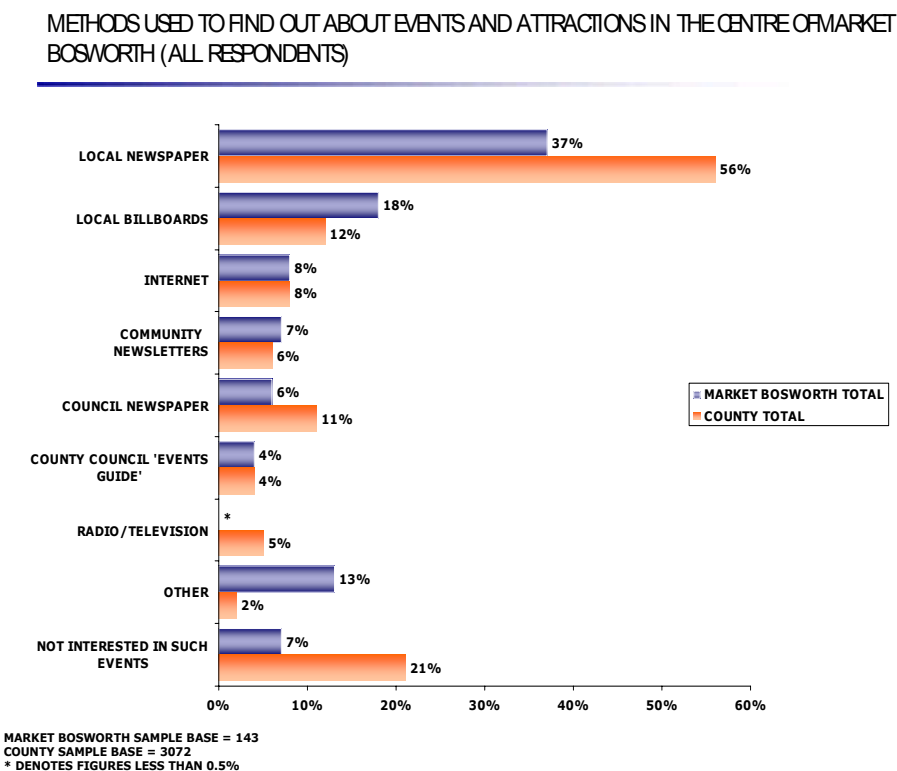


MARKET BOSWORTH SAMPLE BASE = 143  
 COUNTY SAMPLE BASE = 3072

## Attractions and events

As is clear from figure 6 below, local newspapers were the most likely source of information about local events and attractions taking place in Market Bosworth, 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 Market Bosworth compared to the rest of the county (18% Market Bosworth, 12% county total). The methods least likely to be used were radio or television and the Council Council’s events guide.

Figure 6



When respondents were questioned about whether they had attended any events in the town centre recently, 29% said that they had compared to the county figure of 12%. Of these 29% the most frequently cited events the Bosworth show (nine people), the fair (five people) and the farmers market (five people).

Respondents were asked what made the centre unique, different or special in Market Bosworth. 32% of respondents said the history and heritage of Market Bosworth, 15% said the layout and 12% said the fact it was a small market town or village. Other notable responses included:

- Born here or live here (10%);
- Safe area and low crime levels (6%);
- Quiet and peaceful (5%);

- Community spirit (4%);
- The market (4%);
- The size (4%);
- Culture (3%);
- Cleanliness (2%);
- Flower displays and scenery (2%);
- Parks (2%);
- Appearance (1%);
- Architecture and building (1%);
- Character (1%);
- Churches (1%);
- Location (1%);
- Restaurants, food outlets, pubs or clubs (1%); and
- Shops and shopping centres (1%).

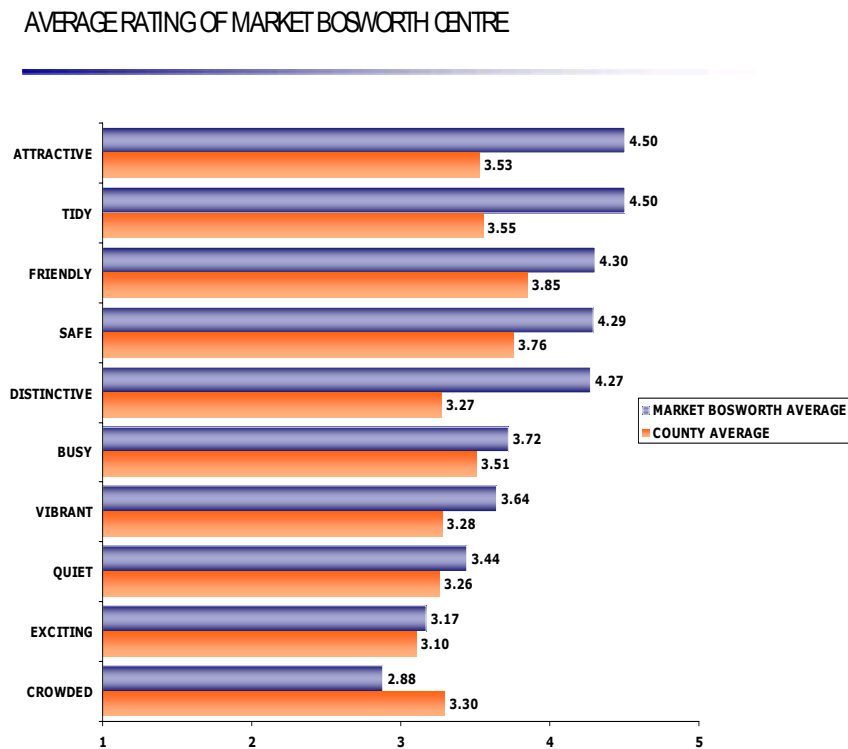
### 3 Attitude towards the centre

This section examines the attitudes of respondents to the different aspects of Market Bosworth, considering whether the centre was 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 Market Bosworth on a scale of 1 to 5, where 1 was strongly disagree and 5 was strongly agree. Overall, Market Bosworth was most likely to be described as 'attractive', 'tidy', 'friendly', 'safe' and distinctive. At the opposite end of the spectrum, Market Bosworth was least likely to be described as 'crowded' and 'exciting'.

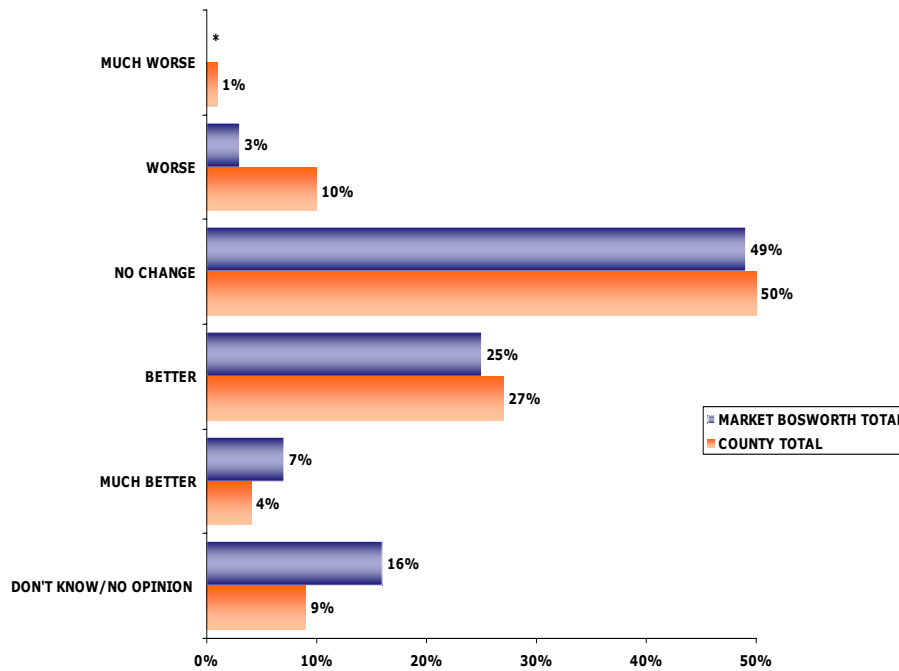
Figure 7



Whilst 49% of respondents didn't report any overall change in Market Bosworth, 28% believed that it had got better or much better, compared to just 3% thought it had got worse, as shown below:

Figure 8

WHETHER MARKET BOSWORTH HAS GOT BETTER OR WORSE WITHIN THE LAST 12 MONTHS



MARKET BOSWORTH SAMPLE BASE = 128  
COUNTY SAMPLE BASE = 2999  
\* DENOTES FIGURES LESS THAN 0.5%

All respondents were asked for their view on how well Market Bosworth 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 visitors and families. However, it was clear that amongst the total population of respondents in Market Bosworth, there was greater concern about how the centre served young people than for any other group. 27% of respondents thought the centre was very poor or poor for young people.

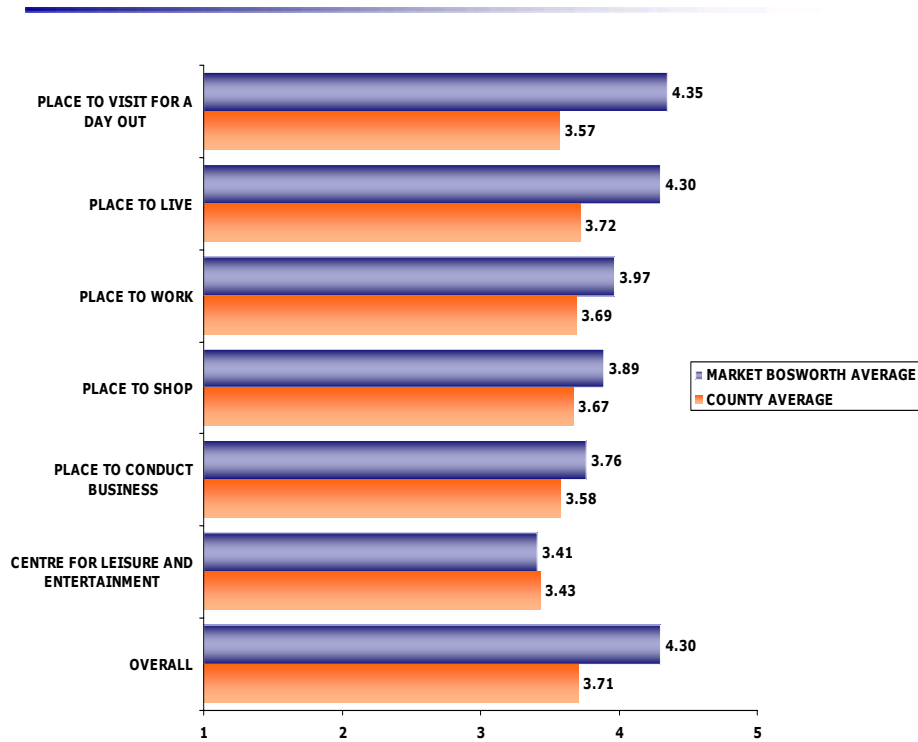
Table 1

<b>RATING OF MARKET BOSWORTH 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>	
Visitors	1	2	5	55	32	5	4.22
Families	0	6	8	60	20	6	4.01
Shoppers	0	6	15	64	10	5	3.82
Elderly people	1	3	18	53	11	15	3.80
People with disabilities	2	8	23	37	8	22	3.51
Young people	4	23	15	32	4	22	3.13
<b>SAMPLE BASE: 143</b>							

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

Figure 9

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

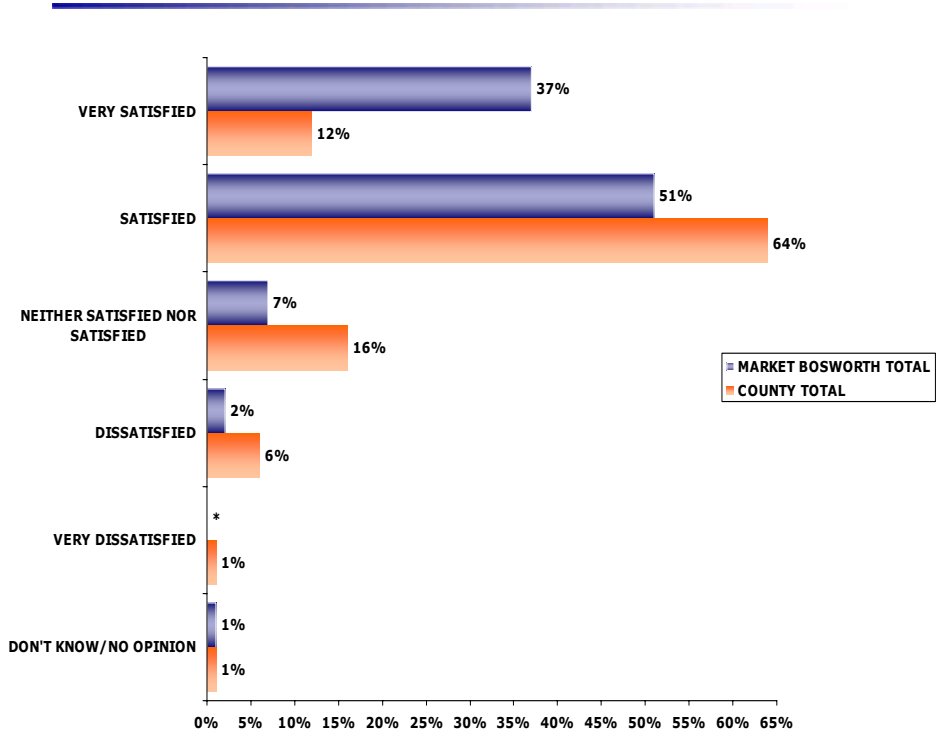


Overall, on a scale of 1 to 5 where 5 is the most positive score, Market Bosworth was rated 4.30, which was higher than the county average of 3.71 - that is Market Bosworth was considered as good whilst the county was considered as well above average, good but not very good. On all other accounts, Market Bosworth was rated higher than the county, apart from being a good centre for leisure and entertainment (3.41), which the county was rated slightly higher (3.71).

Overall, satisfaction was very high amongst respondents as they considered Market Bosworth a good place to shop, visit and to do business. The graph below demonstrates that the overall level of satisfaction for Market Bosworth was higher than the total for the county (88% for Market Bosworth and 76% for the county).

Figure 10

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



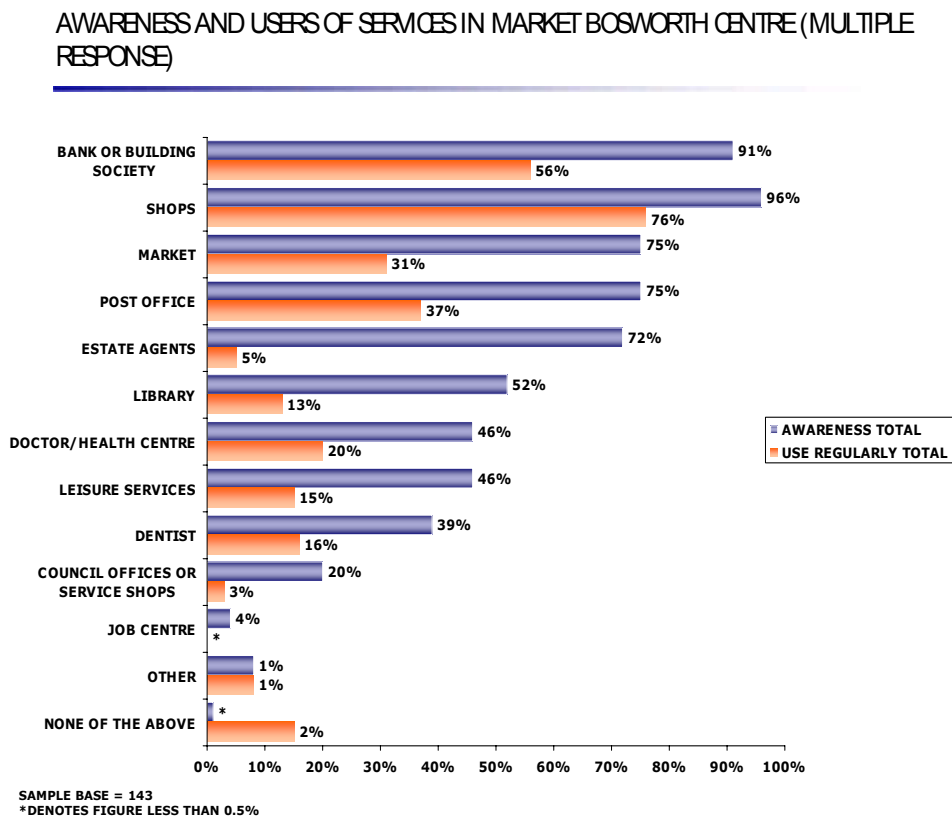
MARKET BOSWORTH SAMPLE BASE = 143  
 COUNTY SAMPLE BASE = 3072  
 \*DENOTES FIGURE LESS THAN 0.5%

## Services available in the centre

Services available in the centre of Market Bosworth 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 banks & building societies and shops 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 75% of respondents were aware of a market in Market Bosworth but only 31% used the service. Furthermore, respondents were aware of health services within the centre of Market Bosworth but less people used them on a regular basis - 46% of respondents were aware of a doctor’s or health centre in Market Bosworth, but 20% of respondents are regular users whilst 39% of respondents were aware that there is a dentist in Market Bosworth whilst only 16% were regular users.

Figure 11



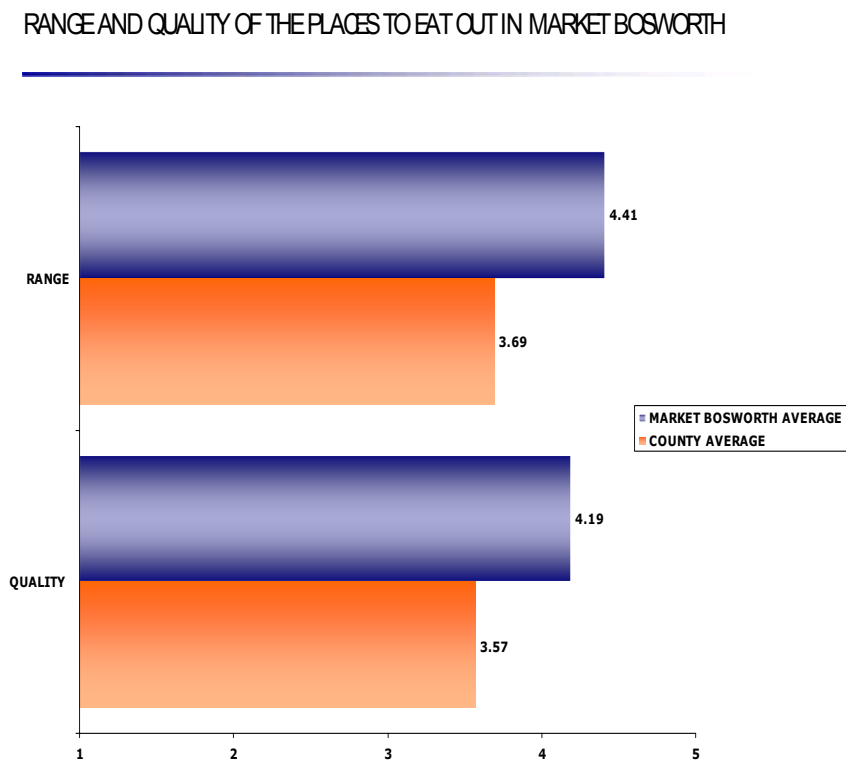
Respondents were questioned whether they agreed or disagreed that there was a wide variety of products available to buy from the market. 56% of respondents in Market Bosworth agreed or strongly agreed that there was a wide variety of products available to buy from the market.

Respondents were questioned as to whether the retail outlets in Market Bosworth met their shopping needs. Just over half of respondents said

that the variety of the retail outlets and shops in the centre met their needs very well or quite well (56%). 26% said the variety of retail outlets and shops met there needs adequately whilst 14% said it did not meet their needs.

Respondents were asked to rate the quality of places to eat out in Market Bosworth 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, a pattern which reflected the position across the county as a whole, as shown in figure 12. The figures for Market Bosworth were higher than the county average.

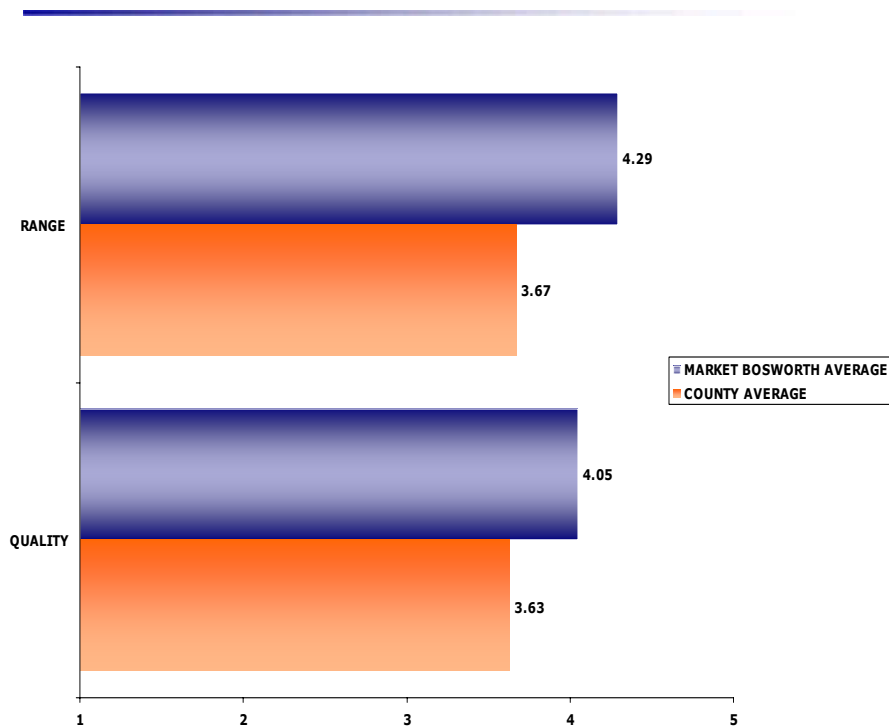
Figure 12



Respondents were then asked to rate the range and quality of pubs, bars and clubs in Market Bosworth 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 of pubs, bars and clubs in Market Bosworth, as shown below. This was also the same position as the county. Again, the figures for Market Bosworth were higher than the county average.

Figure 13

RANGE AND QUALITY OF PUBS, BARS AND CLUBS IN MARKET BOSWORTH



## 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 MARKET BOSWORTH</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	1	2	33	63	4.58
The parks are well maintained	0	1	6	40	46	4.41
The design and layout of the centre is attractive	0	15	23	53	8	4.41
Shop fronts are well maintained	1	1	4	62	29	4.22
Street lighting is good	0	1	6	49	22	4.18
Pavements and walkways are clean and tidy	0	4	3	64	28	4.17
Pavements and walkways are safe and well maintained	0	2	8	62	27	4.14
Pedestrian signage is relevant, clear and easy to understand	0	1	11	62	14	4.00
Seating in and around shopping areas is well maintained	0	4	10	69	14	3.97
There is sufficient seating in and around the centre	1	20	15	51	8	3.47
The public toilets are clean and tidy	11	11	13	27	7	3.14
There are enough public toilets	10	22	15	21	11	3.01
The baby changing facilities provided are clean and tidy	4	8	13	8	2	2.92
There are enough baby changing facilities	5	10	14	7	2	2.78
<b>SAMPLE BASE: 143</b>						

Note: Percentage no replies not shown

Overall, respondents had very positive views about the environment and facilities available in the centre of Market Bosworth. Respondents felt that the centre was well planted in the summertime (96% agreed or agreed strongly), pavements and walkways were clean and tidy (92%) and that the shop fronts were well maintained (91%). Respondents were less positive that there were enough public toilets in the centre of Market Bosworth (32% disagreed or disagreed strongly), that the public toilets

are clean and tidy (22%) and that there was sufficient seating in and around the centre (21%).

Respondents were then asked to respond to a series of statements about aspects in and around the centre of Market Bosworth 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 MARKET BOSWORTH</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>	
Roads in the centre are well maintained	0	10	18	68	3	4.02
Road signs make it easy for cars to access the centre	0	2	13	63	12	3.95
The road network provides easy access into the centre	0	2	15	61	11	3.91
The level of service in shops is of a high standard	1	8	9	64	15	3.84
It is easy for drivers to find the car parks around the centre	1	7	18	55	9	3.72
Pedestrians can walk around the centre without feeling threatened by traffic	1	14	16	52	13	3.64
The centre is accessible for disabled people and older people	0	7	18	49	1	3.60
The centre needs more local, independent shops	2	11	24	37	11	3.52
Roads in the centre are congested	2	22	8	47	22	3.19
There is enough car parking available	8	24	13	36	8	3.15
There is too much traffic noise in the centre	2	32	27	30	7	3.09
The centre could do with more high street chain stores	27	23	11	16	17	2.72
Car parking costs too much	17	41	17	10	5	2.59
There is too much other noise (music, pubs and clubs) in the centre	8	52	18	9	1	2.34
<b>SAMPLE BASE: 143</b>						

Note: Percentage no replies not shown

As demonstrated in the above table 79% of respondents agreed or strongly agreed that the level of service in shops is of a high standard. In descending order of agreement, this was followed by road signs make it

easy for cars to access the centre (75%), the road network provided easy access into the centre (72%) the roads in the centre were well maintained (71%) and roads in the centre were congested (69%). Three-fifths of respondents (60%) 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 Market Bosworth. The most frequently cited responses were providing more parking (31%), a greater range of shops (25%) and the cleanliness and tidiness of the centre (20%). When asked to prioritise their *top three* areas of improvement the same issues arose again. Respondents cited providing more parking (30%), a greater range of shops (24%) and the cleanliness and tidiness of the centre (18%).

## 4 Crime and safety

This section looks at how respondents in Market Bosworth 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, road safety or speeding was seen as a big problem by the largest proportion of respondents in Market Bosworth (10% considered this to be a very big problem or a big problem). This was followed by groups of people hanging round the streets (7%). Areas that were seen as less of a problem included aggressive begging (91% considered this either not a problem, or only a small problem), dirty pavements and chewing gum (90%) and rubbish or litter lying around (90%).

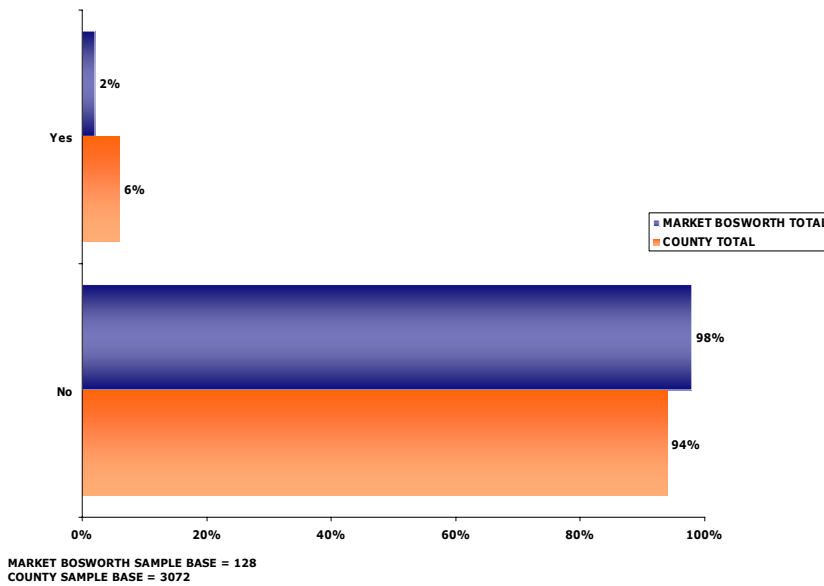
Table 4

AREAS THAT ARE SEEN AS PROBLEMS IN THE CENTRE OF MARKET BOSWORTH						
	Very big problem	Big Problem	Neither big nor small	Small Problem	Not a problem at all	Mean score
	%	%	%	%	%	
Road safety or speeding	2	8	9	20	56	4.25
Groups of people hanging round the streets	1	6	7	15	62	4.45
Vandalism, graffiti and other deliberate damage to property or vehicles	1	2	7	17	64	4.53
People being drunk or rowdy in public spaces	2	1	7	15	66	4.54
People not treating each other with respect and consideration	1	0	8	13	67	4.65
People using or dealing drugs	1	2	4	11	60	4.65
Street canvassers	0	1	8	14	72	4.67
Rubbish and litter lying around	1	2	4	14	76	4.68
Property being stolen from a vehicle	0	0	3	8	68	4.7
Verbal abuse or other aggressive behaviour	1	1	5	12	70	4.7
Vehicles being stolen	0	1	7	7	65	4.71
Dirty pavements and chewing gum	1	1	6	11	79	4.72
Personal theft (pick pocketing)	1	0	2	15	69	4.72
Assaults and other violent crime (personal robbery, mugging)	1	0	2	13	71	4.77
Racial harassment	1	0	4	6	73	4.78
Fly tipping	1	0	4	9	80	4.79
Aggressive begging	0	0	1	4	87	4.92
<b>SAMPLE BASE: 143</b>						

Respondents were questioned about whether they had ever felt worried about being assaulted or harassed in Market Bosworth within the last 12 months. 98% of respondents said that they had not felt worried about being assaulted or harassed compared to the county total of 94%.

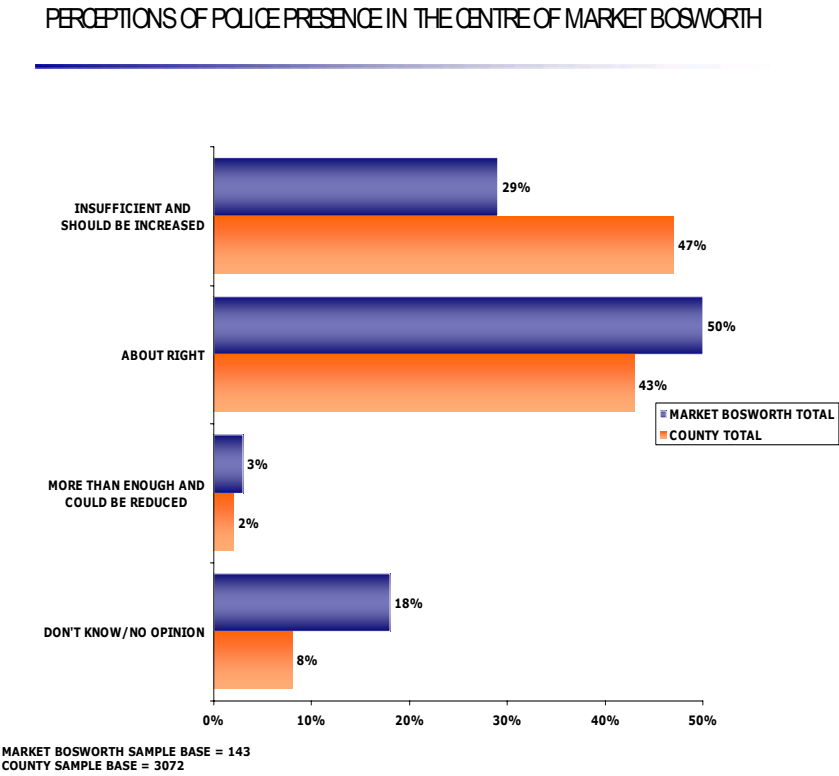
Figure 14

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



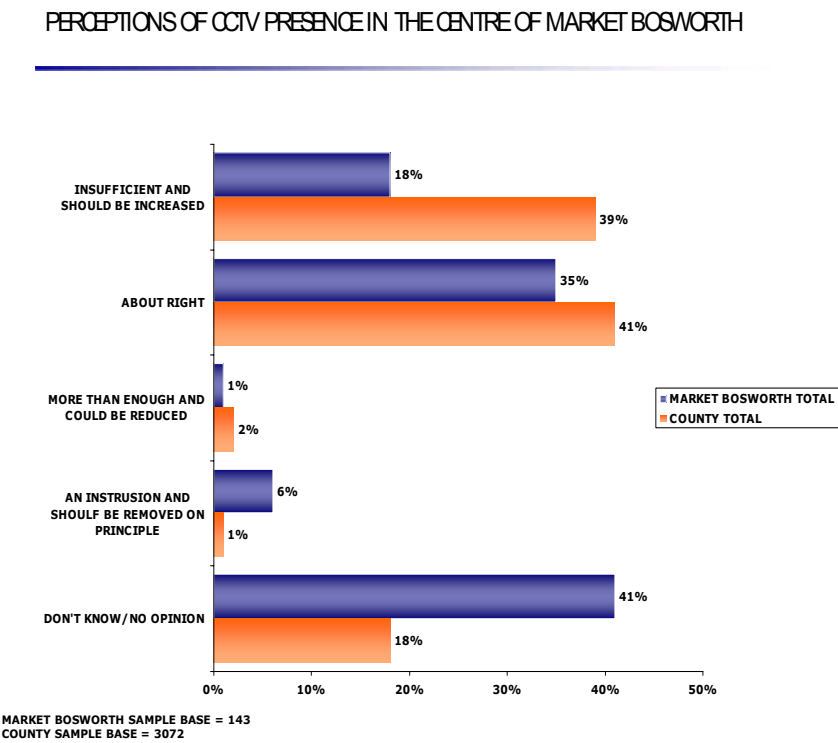
Respondents were then questioned about their perceptions of police presence within Market Bosworth. 50% of respondents felt the police presence in the centre was about right whilst 29% felt that the police presence was insufficient and should be increased.

Figure 15



When questioned about the presence of CCTV in Market Bosworth, 35% felt it was about right, whilst 18% of respondents felt it was insufficient and should be increased. 6% of respondents said CCTV was an intrusion and should be removed on principle and should be removed on principle.

Figure 16



## 5 Summary

### Visiting the town centre

- Shopping trips accounted for just over a quarter of the trips to Market Bosworth a much lower proportion than the County average.
- 15% of respondents were in Market Bosworth as a tourist or on a day out, whilst 13% of respondents worked in a local business.
- The largest proportion of visitors arrived in Market Bosworth by car, with the second most common method being on foot and the third being by bus.
- Just over a third of respondents visited the centre daily.
- A wider range of shops and retail facilities, more cultural or entertainment facilities and better parking facilities were the improvements most likely to encourage more people to come to Market Bosworth more often.

### Attractions and events

- The local newspaper was identified as the most widely used method of finding out about attractions and events in the centre, whilst the least used methods were radio or television or the County Council's events guide.
- 29% of respondents had attended an event in the centre.

### Attitudes towards the centre

- Overall, Market Bosworth was most likely to be described as 'attractive', 'tidy', 'friendly' and 'safe'.
- Just under half of respondents reported no change in the centre of Market Bosworth within the last 12 months, whilst a quarter reported the centre had got better and 3% said it had got worse.
- Respondents felt that the centre catered better for visitors and families than it did for young people.

### Services available in the centre

- Banks & building societies, shops and the market were the top three services that respondents were most aware of and were most likely to use on a regular basis in Market Bosworth.
- 56% of respondents agreed or strongly agreed that there was a wide variety of products available to buy from the market.

- Just over half of respondents in Market Bosworth said the variety of retail outlets and shops in the centre met their needs very well or quite well.

### **Town centre environment**

- Overall, respondents were positive about the environment and facilities in and around the centre.
- Respondents felt that the centre was well planted in summertime, pavements and walkways were clean and shop fronts were well maintained.
- Having more parking and a greater range of shops were seen as the areas that needed the most attention.

### **Crime and safety**

- Road safety or speeding and groups of people hanging round the street were seen as the most significant problems in Market Bosworth.
- Nearly all respondents said that they had not felt worried about being assaulted or harassed while in the town centre within the last 12 months.
- 50% of respondents claimed that the level of police presence in Market Bosworth was about right, whereas 29% felt that it was insufficient and should be increased.
- 35% of respondents felt the presence of CCTV was about right, whilst 18% of respondents was insufficient and should be increased.

## 6 Conclusions and recommendations

- Overall, respondents were positive about Market Bosworth. 88% of respondents were very satisfied or satisfied with Market Bosworth as a place to shop, visit and to do business. Moreover, although the majority of respondents reported no change within the last 12 months, 31% reported that the centre had got better or much better.
- Many respondents were aware of and users of services such as the bank or building society, shops, the market and the post office in Market Bosworth.
- Findings indicated that Market Bosworth catered better for visitors and family 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 parking facilities were the improvements most likely to encourage more people to come to Market Bosworth more often.
- Facilities such as public toilets and seating 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 more parking, a greater range of shops as well as the cleanliness and tidiness of the centre.
- In terms of crime and safety issues, road safety or speeding and groups of people hanging around the streets were seen as the most significant issues in Market Bosworth.