

Business Perception Survey Report.

Prepared for Haringey Council.

November 2021.



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1. Background

1.1. Haringey Council is bringing forward proposals for a Low Traffic Neighbourhood (LTN) in Bounds Green, Bruce Grove and West Green, and St Ann's.

1.2. All businesses within these areas received both the consultation leaflet and questionnaire that was distributed to residential addresses. In addition, the Council undertook a Business Perception Survey to help build up a picture of how customers and staff travel to premises within these areas, alongside how they receive deliveries.

1.3. As part of the consultation process, businesses within these areas were also leafleted and a member of the Haringey Council project team visited to conduct surveys with the business owner, or employee available at the time. Where this was not possible, a survey was left and the option to post it back was offered.

1.4. In the St Ann's LTN area, doorknocking activity was conducted by ECF. In both the Bounds Green and Bruce Grove and West Green Road LTN areas, this activity was conducted by Sustrans.

2. Participation and Engagement

2.1. In total 123 filled in feedback forms were received in response to the Business Perception Survey. The chart below shows the categorisation of those that completed the survey.



Figure 1: Count of responses to 'I am a...'; the question about respondents' relationship to the business they were representing.

2. Participation and Engagement

2.2. The largest groups of persons from the businesses that completed the survey were business owners/managers (77 per cent), followed by employees (22 per cent). The remaining individual stated that they were a translator for the owner of the business.

Survey Summary

2.3. The survey consisted of 13 questions – three quantitative and 14 qualitative. The fifth question had four sub-questions. The following passage analyses the responses that were received.

Analysis

2.4. When asked to describe the nature of their business, the respondents replied with a spread of answers. This included answers such as restaurant, betting shop, clothing shop, coffee chop and social club. As the survey focused on kerbside businesses, the majority were retailers of one form or another.

2.5. Question five asked respondents to describe how they currently carry out loading/deliveries/collections of goods for their business. Respondents answered this question with a spread of answers, ranging in times, frequencies in the day and days of the week. To demonstrate the responses, we received for this question, we have broken this question into 'how many days a week do you receive deliveries', as well as a selection of responses have been selected below.

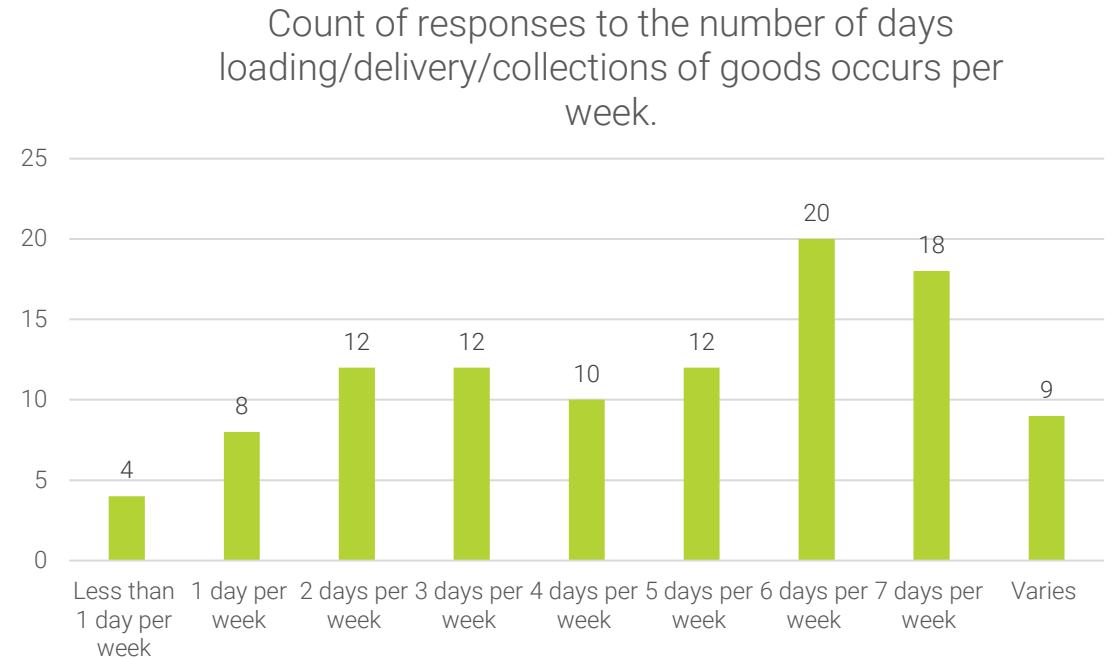


Figure 2: Count of responses to the number of days loading/delivery/collections of goods occurs per week.

2. Participation and Engagement

2.6. In response to the question about how businesses in St Ann's currently carry out loading/deliveries/collections of goods to their business, respondent's answers included a spread of days and times throughout the week.

2.7. Figure 2 provides a count of the number of days a week respondents said their business currently carries out loading/deliveries/collections of goods – there was an even spread of responses. The most common response to this question was that loading/deliveries/collections of goods is carried out six days a week (19 per cent), closely followed by seven days a week (17 per cent). After this, the most common answers from respondents was two (11 per cent) and three (11 per cent) days a week. Nine respondents said that their loading/deliveries/collections times vary or are "random".

2.8. Below are some examples of respondents answers to the overall question of 'Describe how you currently carry out loading/deliveries/collections of goods for your business':

- "Mon 7-7, Tues 7-7, Wed 7-7, Thurs 7-7, Fri 7-7, Sat 7-7, Sun 7-7."
- "Open at 9.30am on weekdays and collections 10am - 7pm on weekdays, as well as 10am - 4pm on Saturday."
- "Mon - 10-4, Thurs 10-4, Fri 10-4."
- "No specific times and dates."

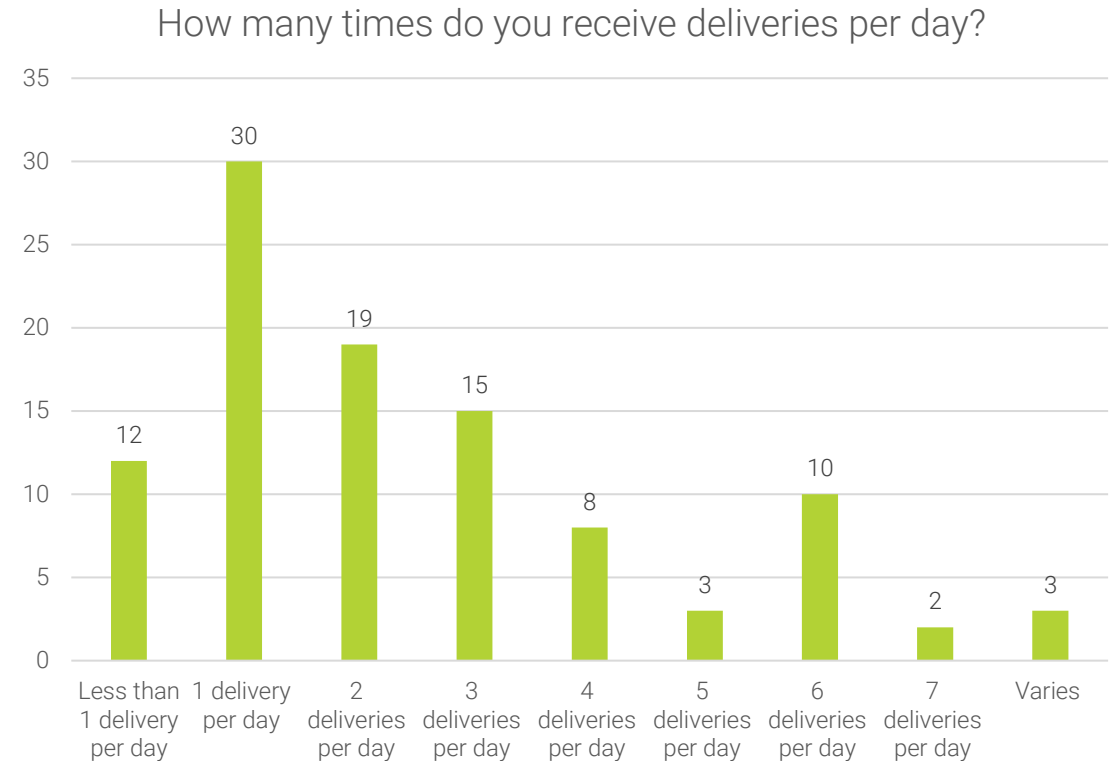


Figure 3: Count of responses to 'How many times do you receive deliveries per day?'

2. Participation and Engagement

2.9. When asked about how many deliveries they received per day, the most common response was one delivery per day (29 per cent), followed by two deliveries by day (19 per cent) and three deliveries per day (15 per cent). 12 respondents (12 per cent) stated that they received deliveries less than once per day.

2.10. The survey then asked the respondents to describe the types of goods they receive, and again, this was replied to with a spread of answers. Below are some examples of respondents' answers to the question 'please describe the type of goods you receive':

- "Meat, confectionery, drink, 1000kg."
- "Wigs and cosmetics."
- "Variety, 32 tonnes of sand delivered every day, 20 pallets of cement once a week, packs of timber 15 times a week."
- "Furniture and white goods - Homes for Haringey contractor."
- "Medicine, cosmetics, leaflets, flu vacs."

2.11. In response to the question about what mode of transport business deliveries arrive by, the most common response was by van (38 per cent), closely followed with by HGV/lorry (36 per cent). After this, the third most common response by respondents was by car (22 per cent).

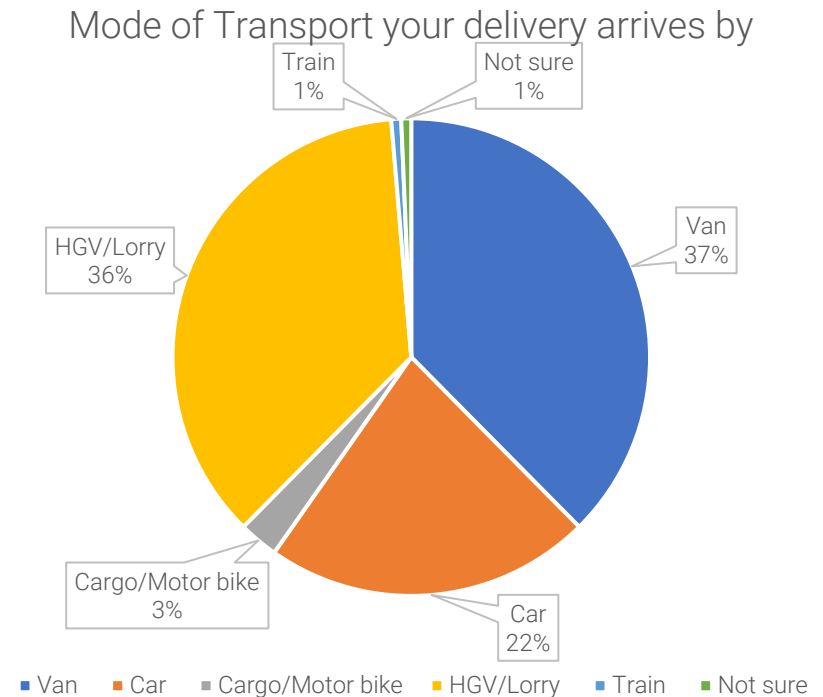


Figure 4: Count of responses to 'Mode of Transport your delivery arrives by.'

2. Participation and Engagement

2.12. Respondents were then asked where they currently load their goods from, and answered this question with a spread of answers, including at the front of their shop, on a side street, and at the back of their shop. Below are some examples of respondent's answers to this question:

- *"Loading bay at front/further down & side street."*
- *"Front of shop."*
- *"We load at the front of the shop on Green Lanes. We have no rear access, like many of the businesses on Green Lanes."*
- *"Loading at back but also load on Lordship Lane."*
- *"Depends. Park nearby. The lorry on main road, not sure about vans."*

2.13. When next asked if there is anything else we should know about their business/loading/delivery/collection needs, 77 respondents came back with a spread of answers, including 22 respondents (29 per cent) who wrote either n/a or that they had nothing additional to add. Of those that provided a response to this question, the most common theme was that more parking/loading bays were needed (27 per cent). Below are some examples of respondents' answers to the question about whether there is anything else we should know about their business/loading/delivery/collection needs:

- *"Have Deliveroo & uber eats services and would be helpful if there was an allocated bay for business needs."*
- *"Too much scaffolding nearby."*
- *"No parking for staff or customers."*
- *"Very limited space for deliveries. One supplier has been given a ticket. We've tried bike couriers, but they don't come to Tottenham - that's our preference."*

2.14. When asked to select the top three means by which their staff currently travel to the business premises, the most common response was by car (36 per cent), closely followed with by public transport (32 per cent). Another popular response by respondents on how they travel to the business premises was by walking (20 per cent).

By your estimation, please select the top three ways in which customers travel to your premises.'

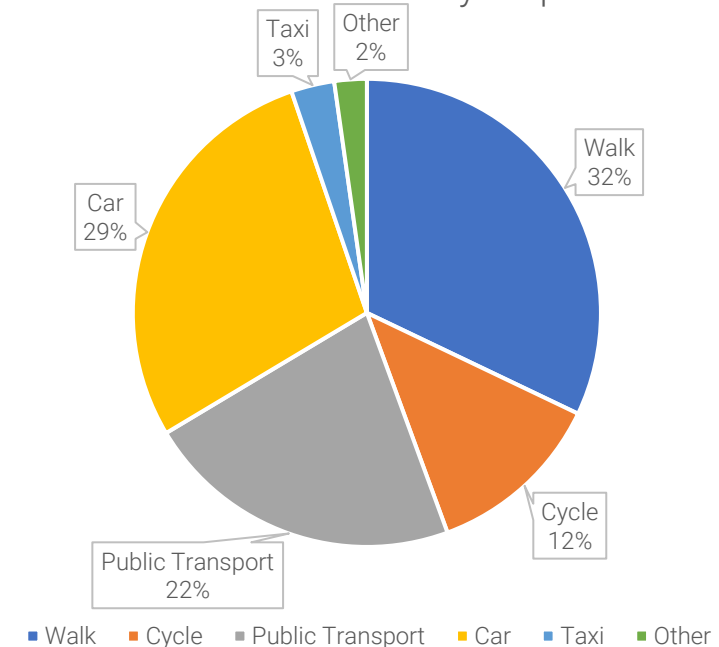


Figure 7: Count of responses to 'By your estimation, please select the top three ways in which customers travel to your premises'

2. Participation and Engagement

2.15. In response to the question about how customers travel to the respondents' businesses, the most common response was by walking (32 per cent), followed by car (29 per cent), and by public transport (22 per cent).

2.16. The next question asked local businesses what they think could be done to improve the physical environment within which their business is located – a spread of answers were received to this question.

2.17. The most common theme in respondent's answers was in relation to difficulties with parking (20 per cent). One resident offered the following answer to this question: *"Parking out front is an issue. No parking restrictions."* Another resident commented: *"Yellow line fronting entrance is a problem. More parking bays."*

2.18. The second most common theme was a desire for cleaner streets (18 per cent). Below are some examples of respondent's answers that reference a desire for cleaner streets:

- *"Reduce pollution, people smelling weed can be smelled in the nursery, better road clearing."*
- *"Clean streets, more cameras, more police surveillance, recycling, more bins."*
- *"Dumping of rubbish, beds, sofas. More collections, more bins, more advertising about dumping goods."*

2.19. When asked how supportive they were of efforts to improve cycling infrastructure in their local area, a mixed picture emerged. Participants were asked to provide an indication of how supportive they were on a five-point Likert scale, in which 1 = not supportive at all, 5 = very supportive. The most common response respondents gave was five, (30 per cent). After this, the most common response was three (25 per cent), followed by one (19 per cent).

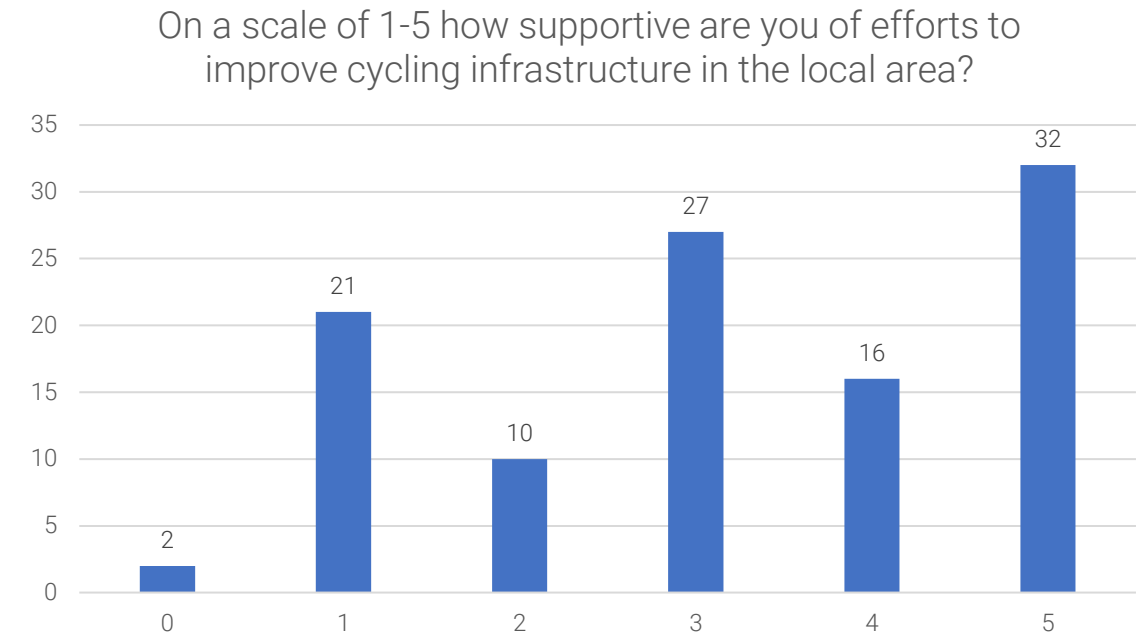


Figure 8: Count of responses to 'On a scale of 1-5 how supportive are you of efforts to improve cycling infrastructure in the local area?'

2. Participation and Engagement

2.22. The final question asked businesses what additional efforts the Council could take to help tackle the climate emergency. Of those that offered a response to this question, the most common theme from respondent's answers was a request for cleaner streets (23 per cent), and in particular, for more rubbish collection. A selection of responses that refer to wanting cleaner streets are below:

- *"More bins, more recycling, cleaner street, more collection."*
- *"More bins, more recycling, more plants."*
- *"More rubbish collections, plant more trees, recycling, food waste."*
- *"Start recycling properly. Tackle large industries like Edmonton, exemptions for hybrid cars/electric cars."*

2.23. Other themes in resident's comments included providing greater support to cycling in the local area (11 per cent). One respondent offered the following comment: *"Support more cycling events and cycling in general and walking. Make cycling safer on the road."* support more cycling events and cycling in general and walking. Make cycling safer on the road." 21 respondents answered this question saying N/A or indicated they were not sure how to answer the question.

3. Conclusion

3.1. As part of the engagement process on LTN proposals across Bounds Green, Bruce Grove, West Green and St Ann's, this exercise provided businesses a further opportunity to provide additional information about their operations, in relation to their business loading/deliveries/collections needs, as well as how their employees and customers travel to their premises.

3.2. As a result of this exercise, significant feedback was also received on suggested measures that could be taken to improve the area for local businesses.



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