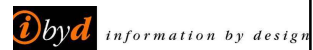




# Shaping the Future of Acomb Front Street

## Detailed Survey Results

May 2021



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Results from survey of residents from the area surrounding Front Street & Shoppers

## RESIDENTS AND SHOPPERS SURVEY



## Methodology

- A target sample of 500 completed questionnaires was set for the research, to give confidence interval of  $\pm 4.3\%$ . Initially it was anticipated that 384 of these would be completed by residents, with the remaining 116 completed by shoppers using Front Street. However, due to the COVID-19 restrictions making it impractical to interview shoppers, the face-to-face fieldwork was all conducted with residents.
- The survey was conducted using an assisted self-completion technique, also known as 'Knock-and-Drop'. A team of IbyD fieldwork staff worked across the area defined for the survey calling on residents in their own homes. Where residents were at home, team members introduced themselves, described the purpose of the research and sought residents' agreement to complete the questionnaire. They then called back at an agreed time to collect it.
- An approximate 'catchment area' around Front Street was defined for fieldwork. This area was made up of 10 Lower Level Super Output Areas (LSOAs) where all or some of the properties are within the 'catchment area'. Due to the good response to the survey, most fieldwork was conducted in the 4 LSOAs closest to Front Street.
- Fieldwork was conducted by the IbyD fieldwork team from 6th to 29th March. Approximately 500 completed questionnaires were completed.
- The survey was also available to complete as online self-completion survey. This online survey was promoted by City of York Council on its website and social media platforms. The online survey closed on 6th April
- A total of 1,261 respondents participated– 515 paper questionnaires and 747 completed online via the links prompted by City of York Council. Of these 891 were completed by 'residents' (defined as living in one of the 10 'catchment area' LSOAs) and 371 by 'shoppers' (respondents who used Front Street; but do not live in the catchment area).

3



## Map of 'catchment area' LSOAs



4



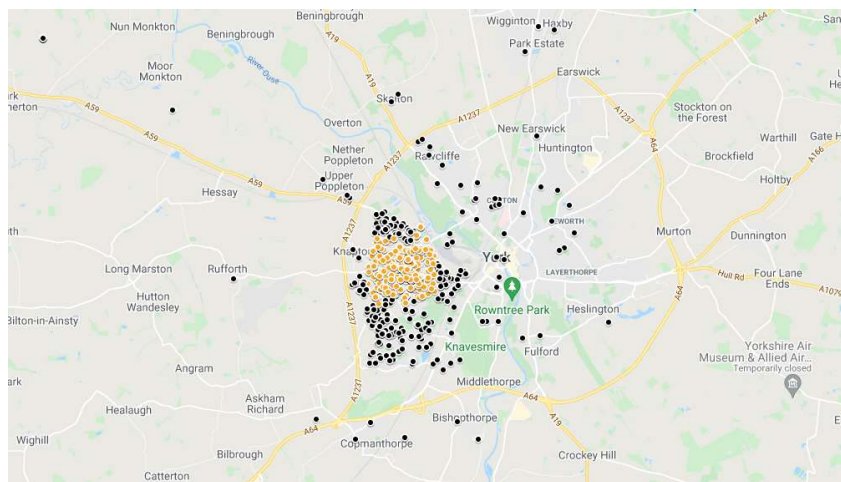
Approximate 'catchment area' defined for fieldwork is made up of 10 LSOAs surrounding Front Street. More responses from LSOAs closest to Front Street.



	LSOA	Count
Residents	York 012A	46
	York 012B	123
	York 012C	60
	York 012F	86
	York 016A	26
	York 016B	99
	York 016D	72
	York 016E	147
	York 016F	148
	York 018A	84
	<b>Total</b>	<b>891</b>
Shoppers		371
<b>Total</b>		<b>1,262</b>



Map of residents and shoppers - Shopper mainly from west of York, but some from other areas



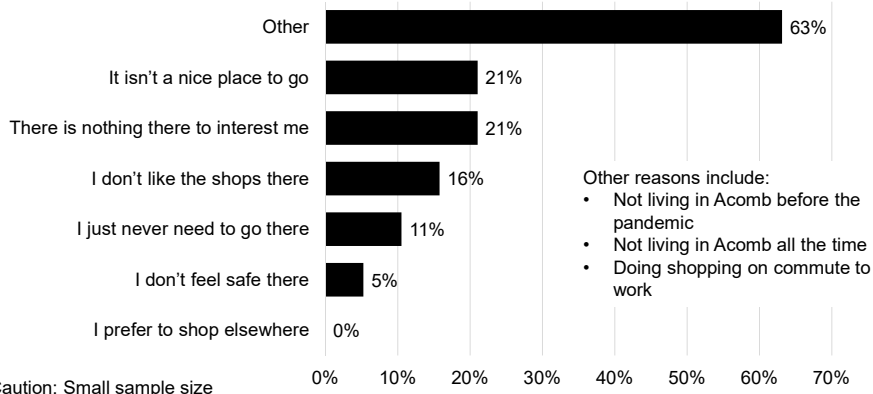
Orange = residents, black = shoppers



Only 2% of residents did not use Front Street before the start of the COVID-19 pandemic – main reason was 'other' which included not living in the area before the pandemic

- 2% of residents (19 respondents) did not use Front Street before the start of the COVID-19 pandemic

If you **never** used Front Street, what were the main reasons?  
(Residents Only)



Other reasons include:

- Not living in Acomb before the pandemic
- Not living in Acomb all the time
- Doing shopping on commute to work

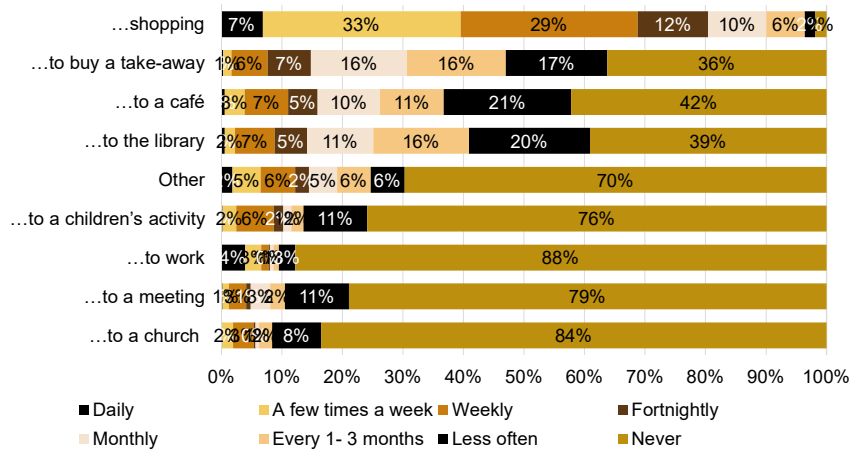
Caution: Small sample size

Base: Residents = 19, Q: If you **never** used Front Street, what were the main reasons?



Front Street most frequently used for shopping, with 69% of respondents using Front Street at least weekly to go shopping. A quarter or more use Front Street at least monthly for take-aways, cafes and the library.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? - Overall

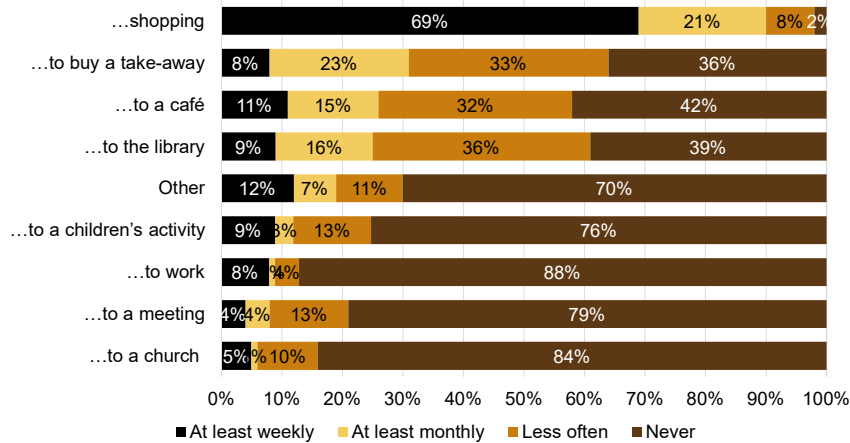


Base: Residents and Shoppers 1,227 – 1,238, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Front Street most frequently used for shopping, with 69% of respondents using Front Street at least weekly to go shopping. A quarter or more use Front Street at least monthly for take-aways, cafes and the library.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? - Overall

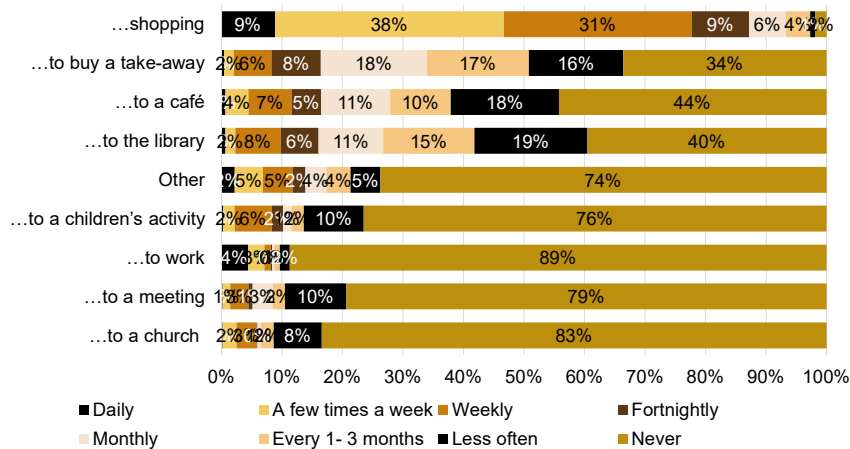


Base: Residents and Shoppers 1,227 – 1,238, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Residents use Front Street most frequently for shopping, with 78% using Front Street for this at least weekly. A quarter or more use Front Street at least monthly for take-aways, cafes and the library.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? - Residents

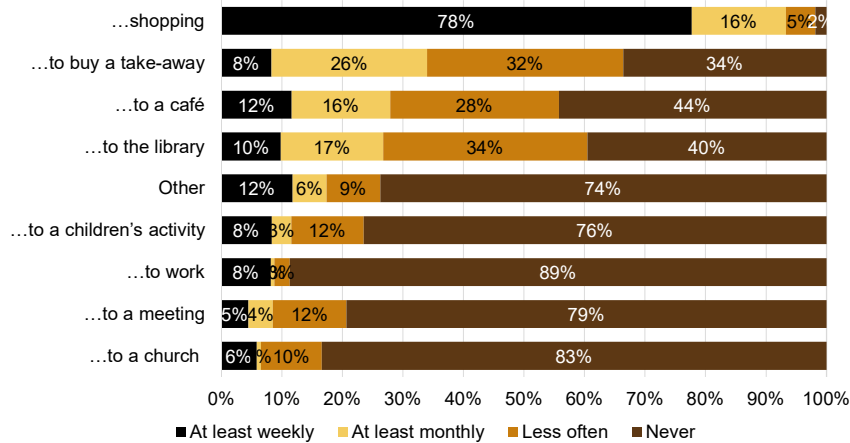


Base: Residents = 856 - 867, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Residents use Front Street most frequently for shopping, with 78% using Front Street for this at least weekly. A quarter or more use Front Street at least monthly for take-aways, cafes and the library.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? - Residents

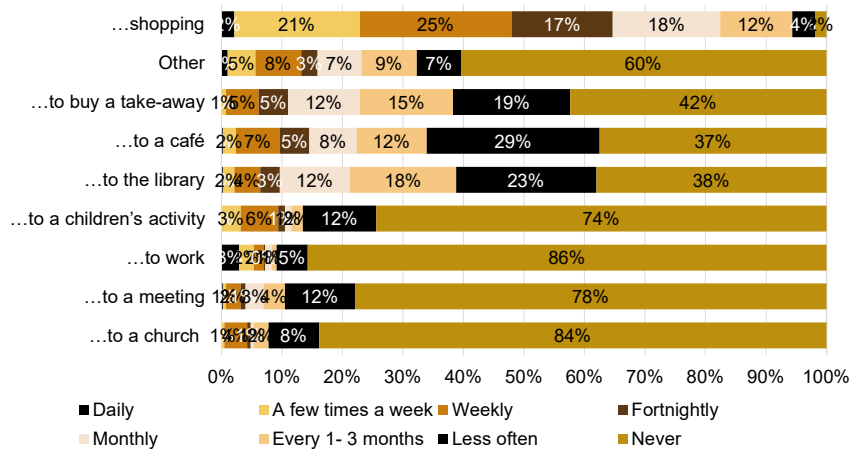


Base: Residents = 856 - 867, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Shoppers use Front Street most frequently for shopping, with 48% using Front Street for this at least weekly. A quarter or more use Front Street at least monthly for 'other' purposes or to buy a take-aways.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? – Shoppers

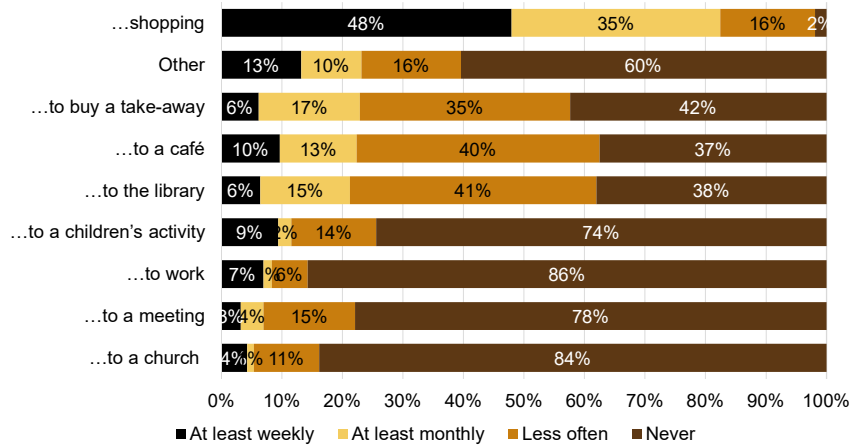


Base: Shoppers = 371, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Shoppers use Front Street most frequently for shopping, with 48% using Front Street for this at least weekly. A quarter or more use Front Street at least monthly for 'other' purposes or to buy a take-aways.

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? – Shoppers



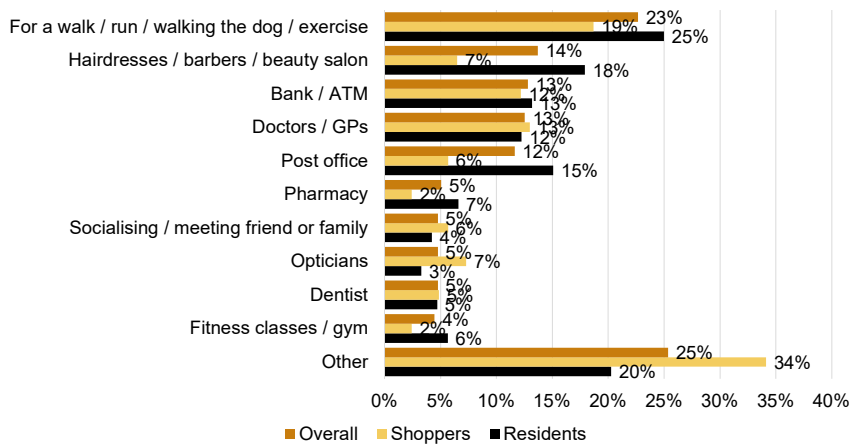
Base: Shoppers = 371, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



'Other' purposes respondents used Front Street for include walking/exercise, hairdressers / barbers / beauty salon, bank, doctors and post office

- 30% of respondents (26% of residents and 40% of shoppers) used Front 'Other' purposes

'Other' purposes Front Street was used for the in the year before the start of the COVID-19 pandemic?

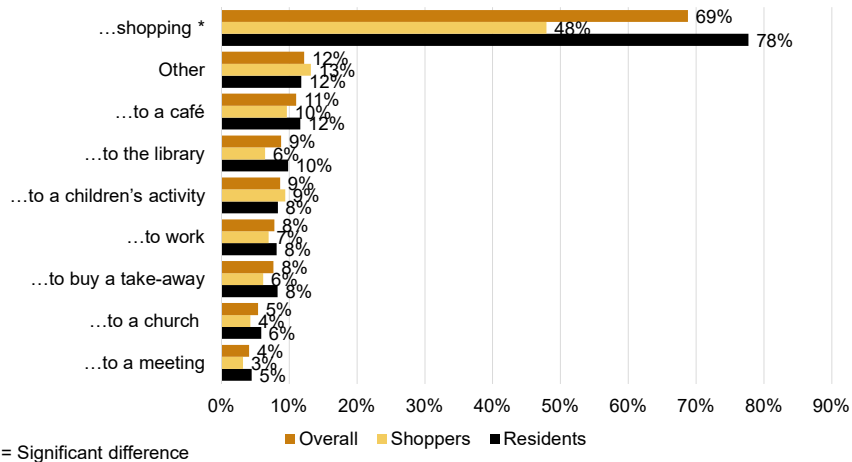


Base: Residents = 856 – 867, Shoppers = 371, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Residents use Front Street for shopping significantly more frequently than shoppers, with 78% of residents' and 48% of shoppers using Front Street for shopping at least weekly

How often did you use Front Street for this purpose in the year before the start of the COVID-19 pandemic? – At least weekly

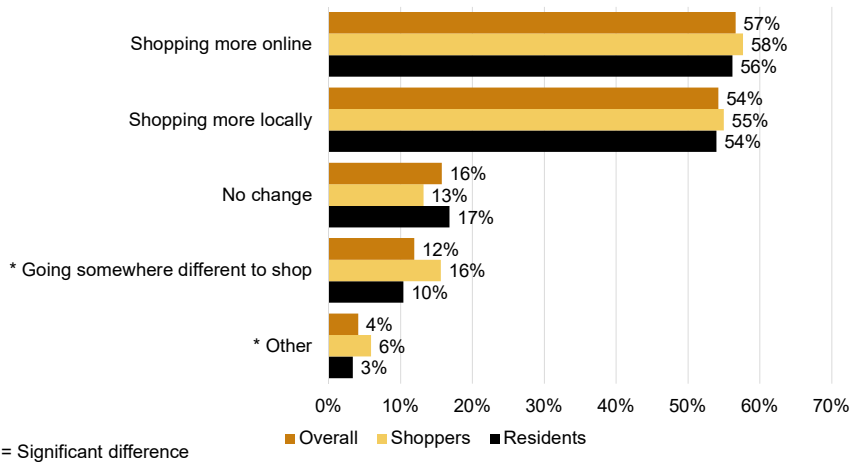


Base: Residents = 856 – 867, Shoppers = 371, Q: Please look at the list below. For each one, please say how often you used Front Street for this purpose in the year before the start of the COVID-19 pandemic? Please tick 'never' if you never used Front Street for the purpose.



Over half of respondents have been shopping more online and more locally since the start of the pandemic. Shoppers more likely to have been going somewhere different to shop than residents.

Have you changed the way you shop in any of the following ways, since the start of the COVID-19 pandemic?

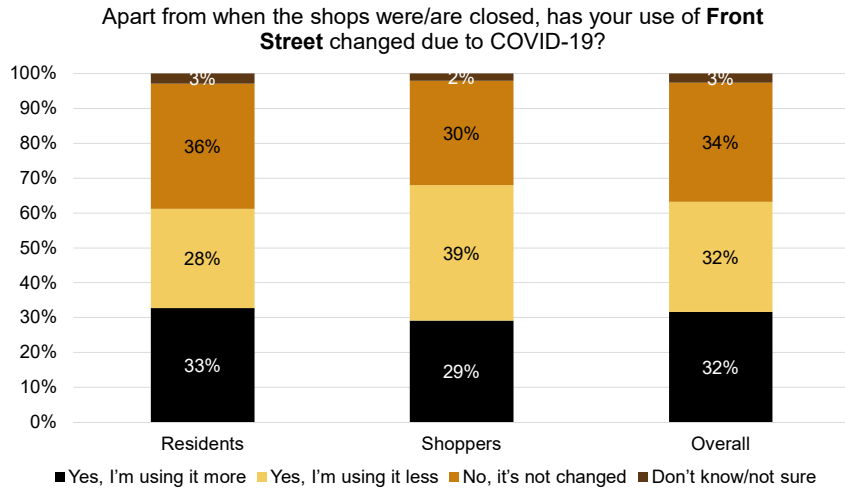


Base: Residents = 884, Shoppers = 371 Q: Thinking about shopping generally, have you changed the way you shop in any of the following ways, since the start of the COVID-19 pandemic?





Nearly a third (32%) of respondents are using Front Street more and nearly a third (32%) are using Front Street less due to COVID-19. Shoppers more likely to be using Front Street less than residents.



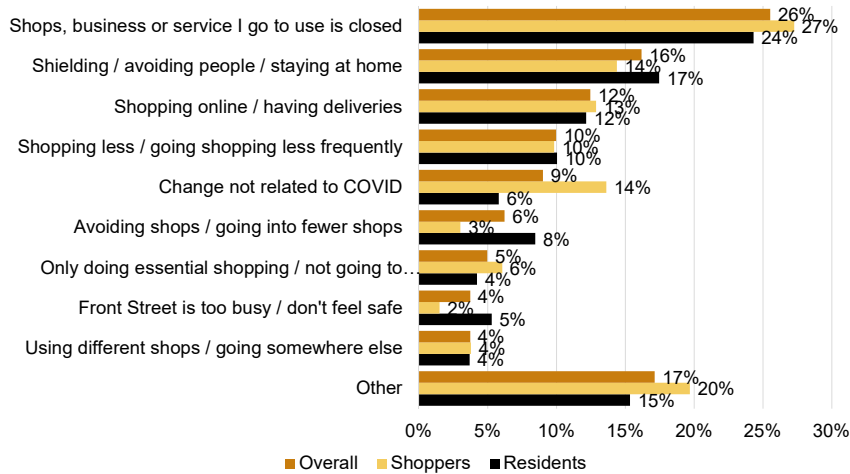
Significant difference

Base: Residents = 884, Shopper = 371 Q: Apart from when the shops were/are closed, has your use of **Front Street** changed due to COVID-19?



Of the 32% who were using Front Street less, 26% are using Front Street less because the shops, business or service they go to use is closed.

What has changed (respondents using Front Street less)

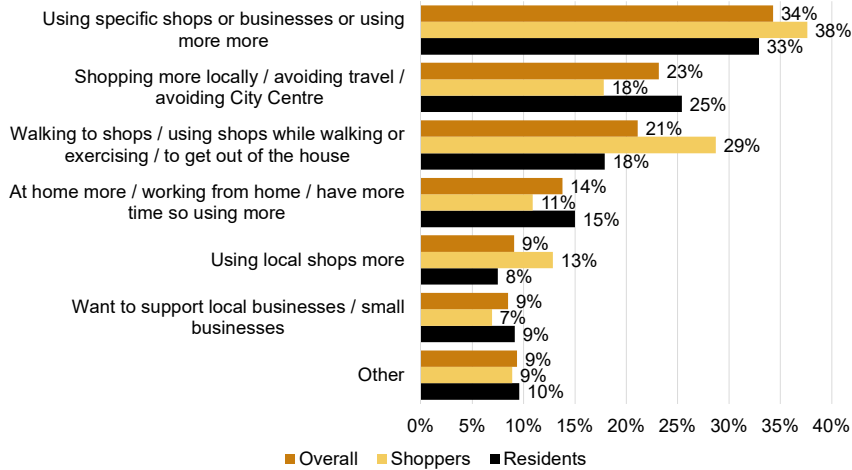


Base: Residents = 189, Shopper = 132 Q: Please say what has changed in the box below using less)



Of the 32% who were using Front Street more, 34% were using a specific shop or business more

What has changed (respondents using Front Street more)

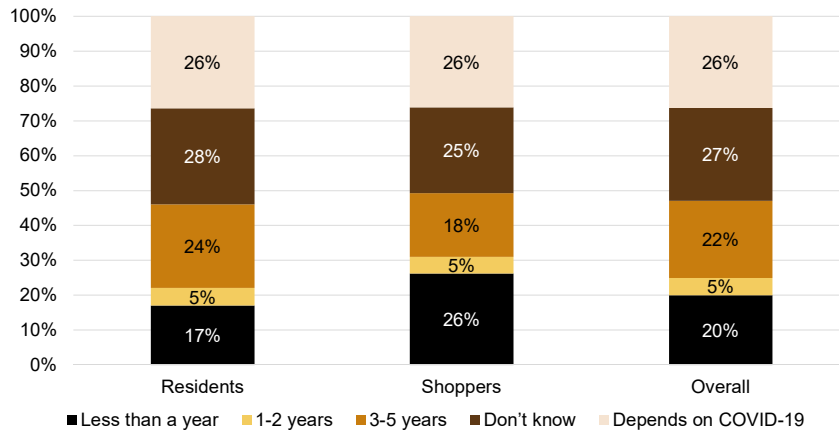


Base: Residents = 240, Shopper = 101 Q: Please say what has changed in the box below using more)



Of those who had changed the way they use Front Street, 20% of respondents thought the change would continue for less than a year. Shoppers more likely to think change would continue for less than a year.

If you have changed the way you use Front Street due to COVID-19, how long do you think that this will continue?

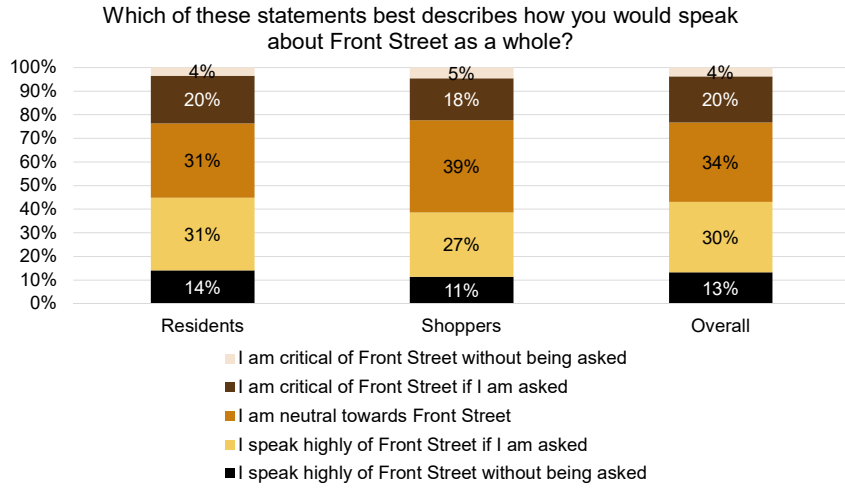


Significant difference

Base: Residents = 530, Shopper = 252 Q: If you have changed the way you use Front Street due to COVID-19, how long do you think that this will continue?



43% would speak highly of Front Street, while 23% would speak critically. Residents more likely to speak highly than shoppers.

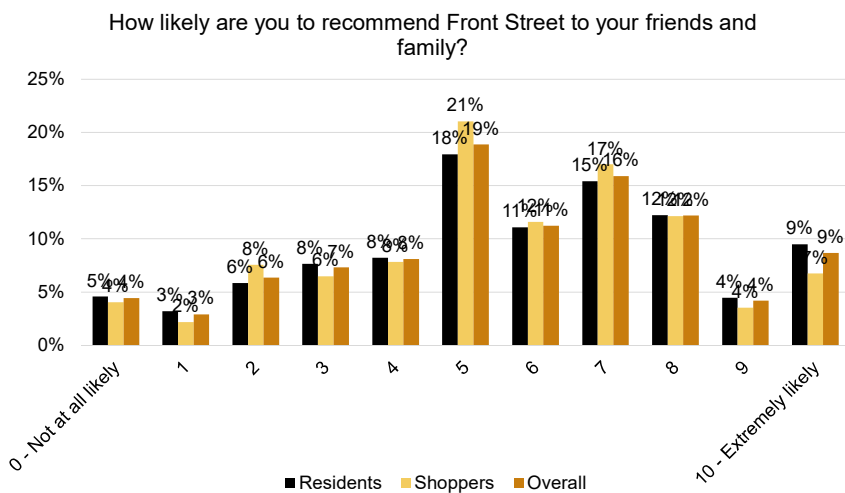


Significant difference in speak highly

Base: Residents = 883, Shopper = 371 Q: Which of these statements best describes how you would speak about Front Street as a whole?



13% of respondents very likely to recommend Front Street (a score of 9 or 10 out of 10). 7% very unlikely to recommend (a score of 0 or 1)

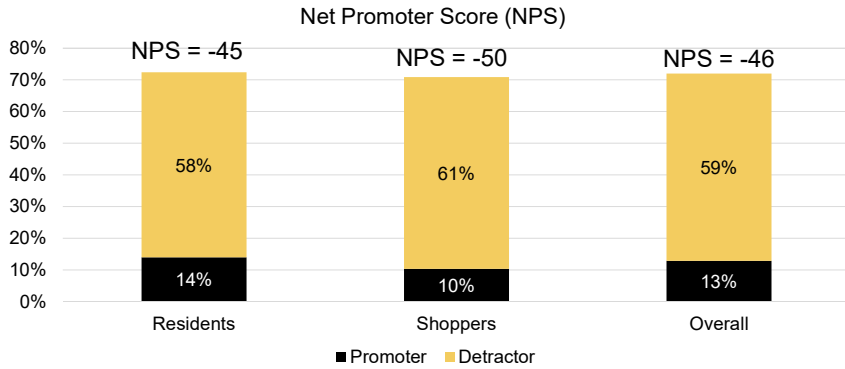


Base: Residents = 873, Shopper = 371 Q: How likely are you to recommend Front Street to your friends and family, on a scale of 0-10, where 0 is 'not at all likely' and 10 is 'extremely likely'?



### Net Promoter Score of -46. NPS higher for residents than shoppers

NPS is calculated from likelihood to recommend on a scale of 0-10. The calculation is:  
 Promoter – score of 9 or 10 = 13%  
 Passive – score of 7 or 8 = 28%  
 Detractor – score of 0 to 6 = 59%  
 NPS = Promoters – Detractors = 13 – 59 = -46

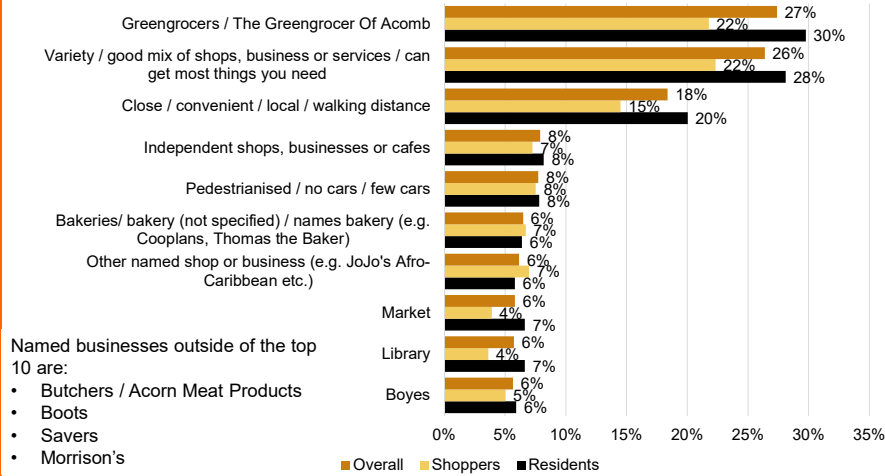


Base: Residents = 873, Shopper = 371 Q: How likely are you to recommend Front Street to your friends and family, on a scale of 0-10, where 0 is 'not at all likely' and 10 is 'extremely likely'?



### Greengrocers, variety of shops and convenience highest ranked best things about Front Street – higher proportion for all 3 for residents

What would you say is the best thing about Front Street? – Top 10 (coded)

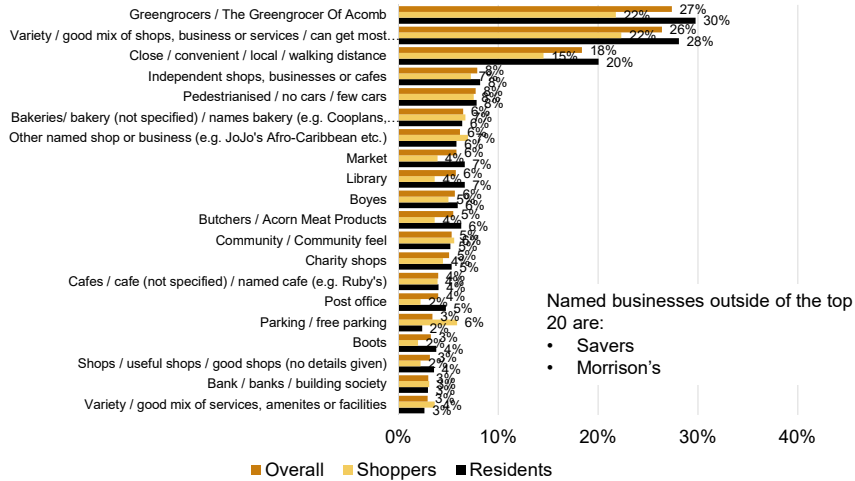


Base: Residents = 843, Shopper = 358 Q: What would you say is the **best thing** about Front Street? (coded)



Greengrocers, variety of shops and convenience highest ranked best things about Front Street – higher proportion for all 3 for residents

What would you say is the **best thing** about Front Street? – Top 20 (coded)



Base: Residents = 843, Shopper = 358 Q: What would you say is the **best thing** about Front Street? (coded)



What would you say is the **best thing** about Front Street? – Full List

	Residents	Shoppers	Overall
Greengrocers / The Greengrocer Of Acomb	30%	22%	27%
Variety / good mix of shops, business or services / can get most things you need	28%	22%	26%
Close / convenient / local / walking distance	20%	15%	18%
Independent shops, businesses or cafes	8%	7%	8%
Pedestrianised / no cars / few cars	8%	8%	8%
Bakeries/ bakery (not specified) / named bakery (e.g. Cooplands, Thomas the Baker)	6%	7%	6%
Other named shop or business (e.g., JoJo's Afro-Caribbean etc.)	6%	7%	6%
Market	7%	4%	6%
Library	7%	4%	6%
Boyes	6%	5%	6%
Butchers / Acorn Meat Products	6%	4%	5%
Community / Community feel	5%	6%	5%
Charity shops	5%	4%	5%
Post office	5%	2%	4%
Cafes / cafe (not specified) / named cafe (e.g. Ruby's)	4%	4%	4%
Parking / free parking	2%	6%	3%
Boots	4%	2%	3%
Shops / useful shops / good shops (no details given)	4%	2%	3%
Bank / banks / building society	3%	3%	3%
Variety / good mix of services, amenities or facilities	3%	4%	3%
Friendly	4%	1%	3%

Base: Residents = 843, Shopper = 358 Q: What would you say is the **best thing** about Front Street? (coded)



What would you say is the **best thing** about Front Street? – Full List (continued)

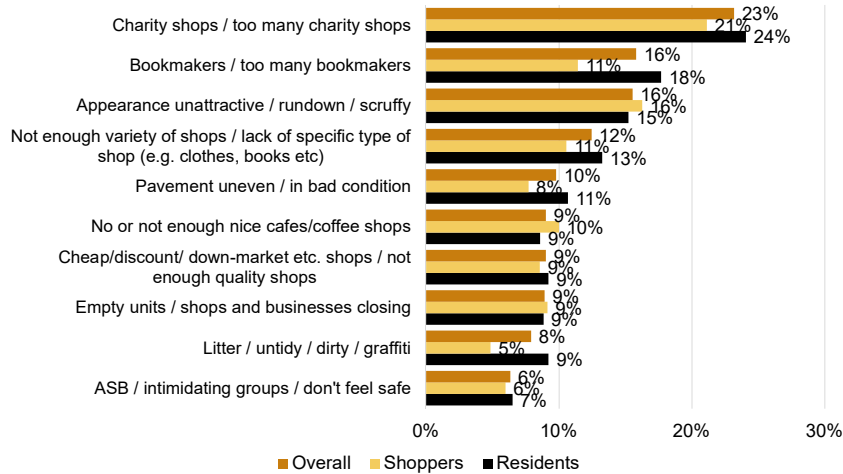
	Residents	Shoppers	Overall
Savers	3%	3%	3%
Nothing / negative comment	2%	4%	2%
Doctors / dentists / optician	2%	2%	2%
Wide pavements / space	2%	3%	2%
Other type of shops (e.g. food, clothes etc).	2%	1%	2%
Other types of business (hairdressers etc)	2%	1%	2%
Morrison's	2%	1%	2%
Pharmacy / chemist (not named)	2%	1%	2%
Potential / opportunities	2%	2%	2%
Seeing people to know / socialising	2%	1%	2%
Cheap / affordable shops	1%	2%	1%
Small area / compact / shops close together	1%	2%	1%
Flowers / planters	2%	0%	1%
Gateway Centre/Church	1%	1%	1%
Architecture / buildings	1%	0%	1%
Other	12%	12%	12%

Base: Residents = 843, Shopper = 358 Q: What would you say is the **best thing** about Front Street? (coded)



Charity shops, bookmakers, unattractive appearance highest ranked worst things - higher proportion of residents think bookmakers worst thing

What would you say is the **worst thing** about Front Street? – Top 10 (coded)

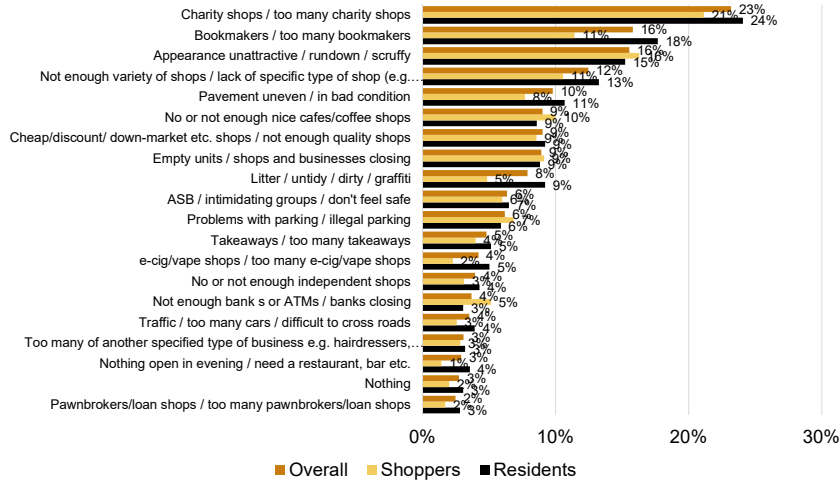


Base: Residents = 814, Shopper = 350 Q: What would you say is the **worst thing** about Front Street? (coded)



Charity shops, bookmakers, unattractive appearance highest ranked worst things - higher proportion of residents think bookmakers worst thing

What would you say is the **worst thing** about Front Street? – Top 20 (coded)



Base: Residents = 814, Shopper = 350 Q: What would you say is the **worst thing** about Front Street? (coded)



What would you say is the **worst thing** about Front Street? – Full List

	Residents	Shoppers	Overall
Charity shops / too many charity shops	24%	21%	23%
Bookmakers / too many bookmakers	18%	11%	16%
Appearance unattractive / rundown / scruffy	15%	16%	16%
Not enough variety of shops / lack of specific type of shop (e.g. clothes, books etc)	13%	11%	12%
Pavement uneven / in bad condition	11%	8%	10%
Cheap/discount/ down-market etc. shops / not enough quality shops	9%	9%	9%
No or not enough nice cafes/coffee shops	9%	10%	9%
Empty units / shops and businesses closing	9%	9%	9%
Litter / untidy / dirty	9%	5%	8%
ASB / intimidating groups / don't feel safe	7%	6%	6%
Problems with parking / illegal parking	6%	7%	6%
Takeaways / too many takeaways	5%	4%	5%
e-cig/vape shops / too many e-cig/vape shops	5%	2%	4%
No or not enough independent shops	4%	3%	4%
Not enough bank s or ATMs / banks closing	3%	5%	4%
Traffic / too many cars / difficult to cross roads	4%	3%	4%
Too many of another specified type of business e.g. hairdressers, firework shops, cafes	3%	3%	3%
Nothing open in evening / need a restaurant, bar etc.	4%	1%	3%
Nothing	3%	2%	3%
Lack of greenery / plants	2%	3%	2%
Seating / lack of outdoor seating	2%	3%	2%
Pawnbrokers/loan shops / too many pawnbrokers/loan shops	3%	2%	2%
Tanning, beauty salons, nail bars etc. / too many tanning, beauty salons, nail bars etc	3%	1%	2%
Cycling on pavement	1%	3%	2%
Other	14%	14%	14%

Base: Residents = 814, Shopper = 350 Q: What would you say is the **worst thing** about Front Street? (coded)



The next question is about Area A – this is the gated part of Front Street

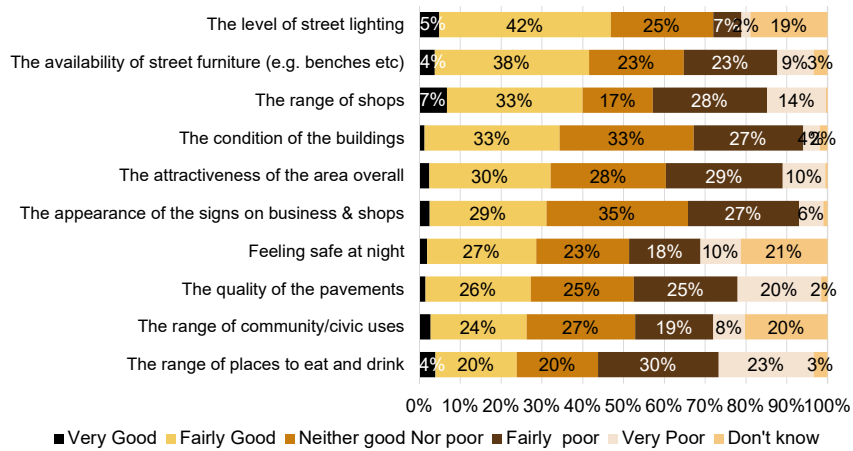


31



40% or more rate level of street lighting, availability of street furniture and range of shops in gated area as very or fairly good – lower ranked are places to eat/drink, community/civic use, pavements

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part A) - Overall



32

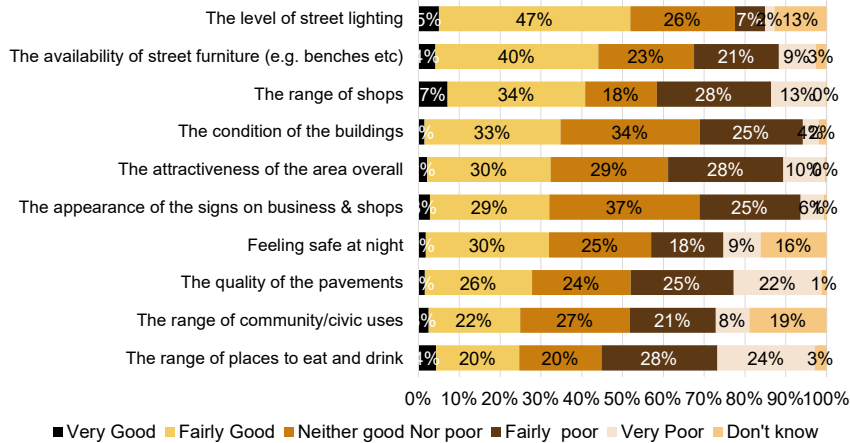
Base: Residents and Shoppers 1,240 – 1,253 Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part A





40% of residents or more rate level of street lighting, availability of street furniture and range of shops in gated area as very or fairly good – lower ranked are places to eat/drink, community/civic use, pavements

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part A) - Residents



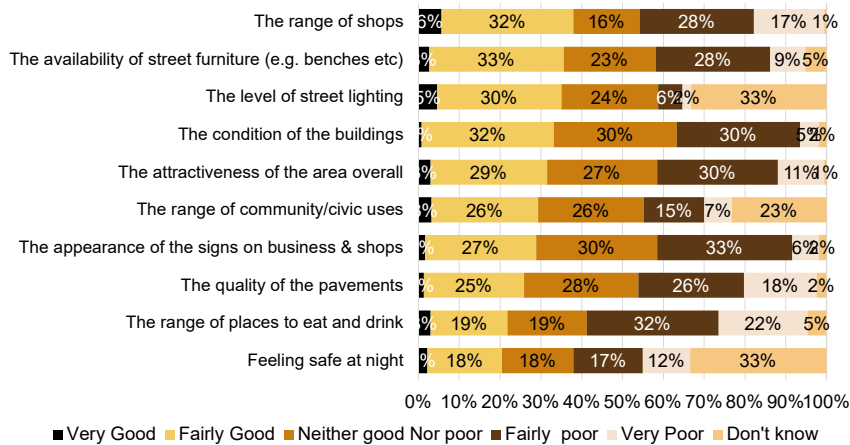
Base: Residents = 869 - 882, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part A



33

38% of shoppers rate range of shops in gated area as very or fairly good. A third answered 'don't know' to level of street lighting and feeling safe at night, suggesting they are less likely to visit the area after dark than residents.

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part A) - Shoppers



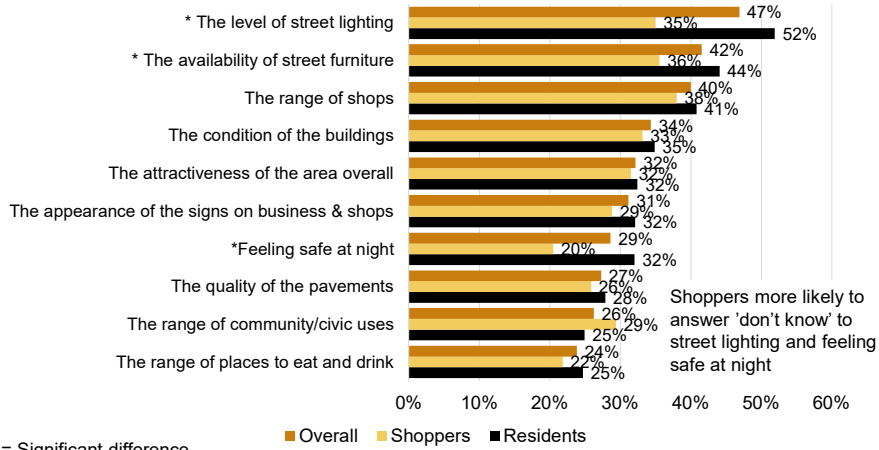
Base: Shoppers = 371, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part A



34

Residents more likely to rate availability of street furniture as very or fairly good. Residents also more likely to rate level of street lighting and feeling safe very or fairly good, but 'shoppers' more likely to answer 'don't know'.

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part A) – Very or fairly good



Base: Residents = 869 - 882, Shopper = 371, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part A

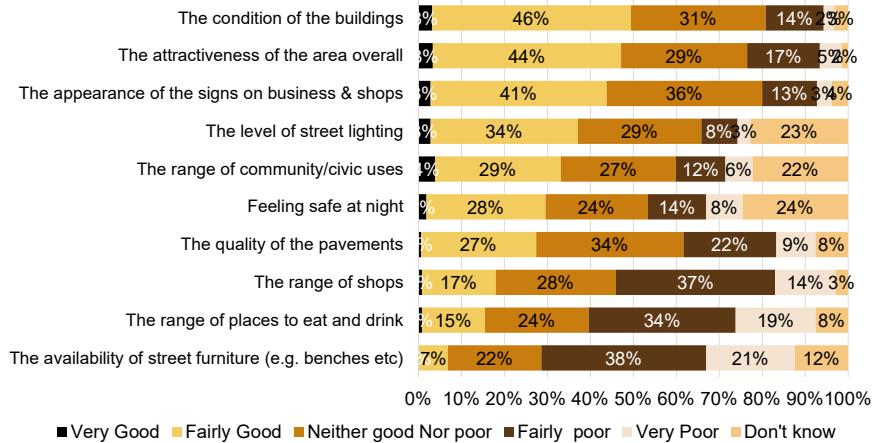


The next question is about Area B – this is the part of Front Street from the roundabout to Askham Lane



40% or more rate condition of buildings, attractiveness of area and appearance of signs as very or fairly good – lower ranked are street furniture, places to eat/drink, range of shops.

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part B – ungated part)

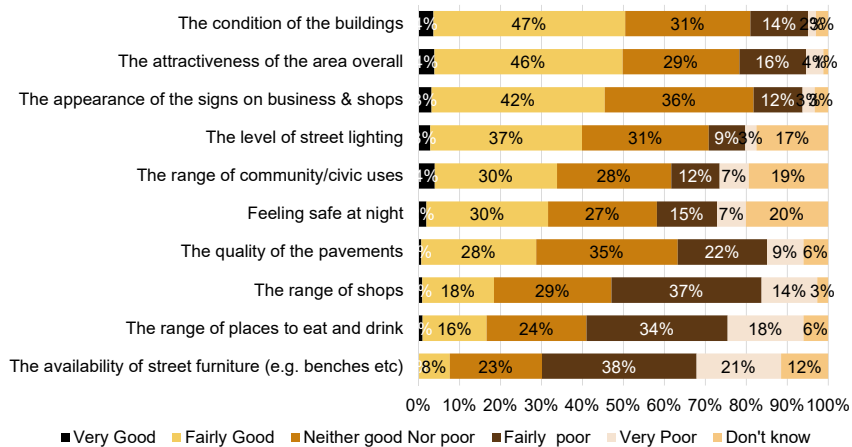


Base: Residents and Shoppers 1,244 - 1,251 Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



Half of residents rated condition of buildings and attractiveness of area in ungated area as very or fairly good.

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part B) - Residents

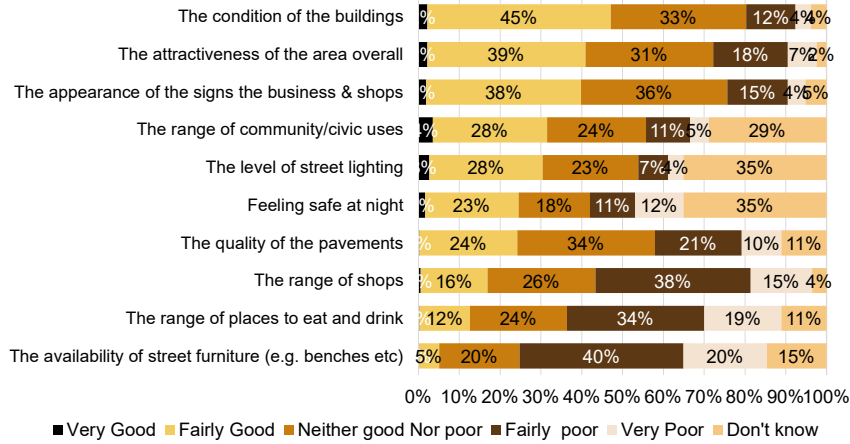


Base: Residents = 873 - 880, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



40% of shoppers or more rate condition of buildings, attractiveness of area and appearance of signs in ungated area as very or fairly good. Around a third answered 'don't know' to level of street lighting and feeling safe at night

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part B) - Shoppers

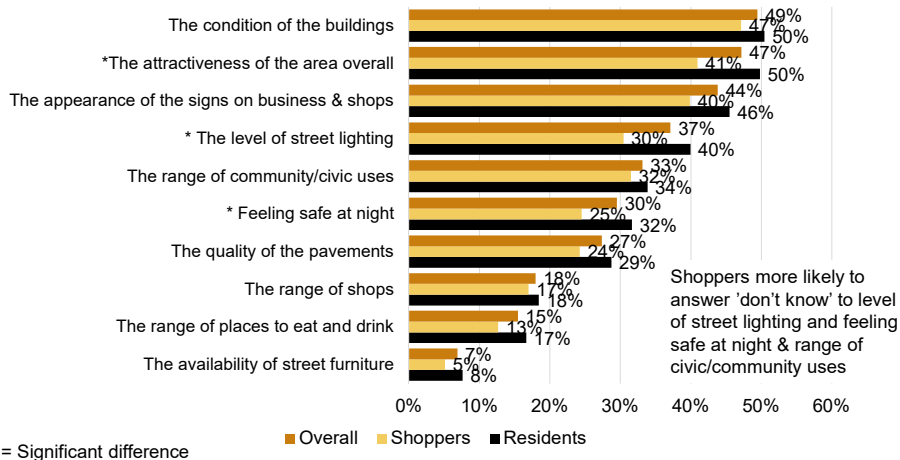


Base: Shoppers = 371, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



Residents more likely to rate attractiveness of area as very or fairly good. Residents also significantly more likely to rate level of street lighting and feeling safe very or fairly good, but 'shoppers' more likely to answer 'don't know'.

Please could you rate the following aspects of each of these two parts of the Front Street area? (Part B) – Very or fairly good

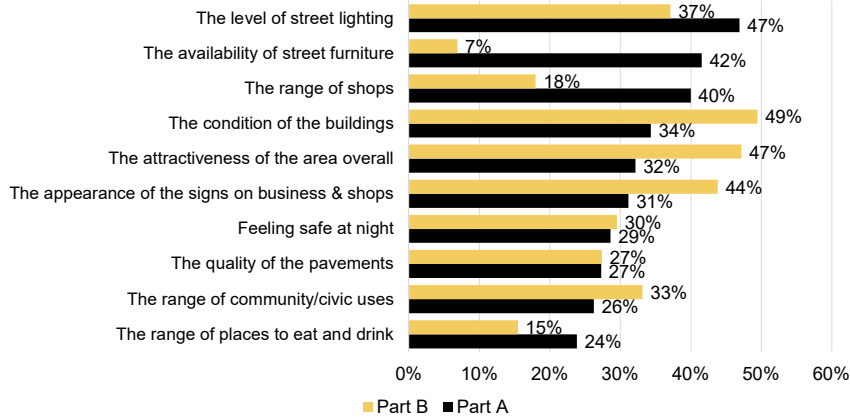


Base: Residents = 873 - 880, Shopper = 371, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



Part A (gated area) rated higher for street lighting, street furniture, range of shops and places to eat and drink. Part B (non-gated area) rated higher for condition of buildings, attractiveness of area overall, appearance of signs and range of community uses.

Please could you rate the following aspects of each of these two parts of the Front Street area? – Very or fairly good – Comparison of A and B areas

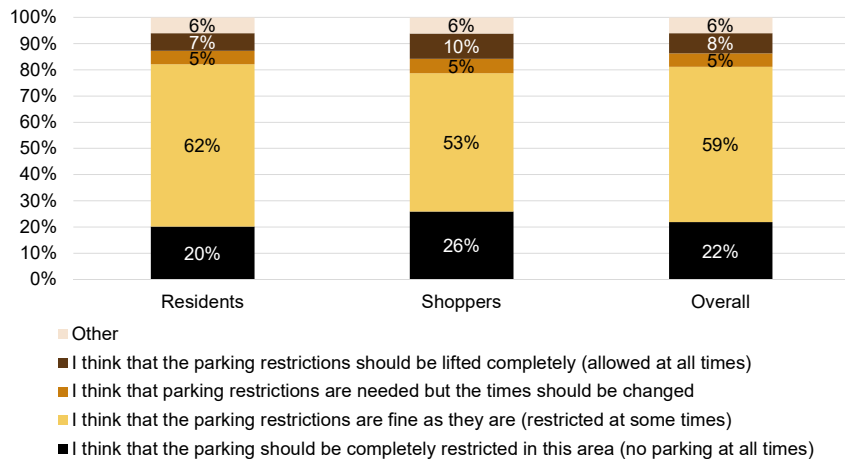


Base: Residents and Shoppers 1,244 - 1,251 , Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



59% think parking restrictions are fine as they are. Residents more likely to think restrictions are fine as they are.

Which of the following best fits your view of the parking restrictions?



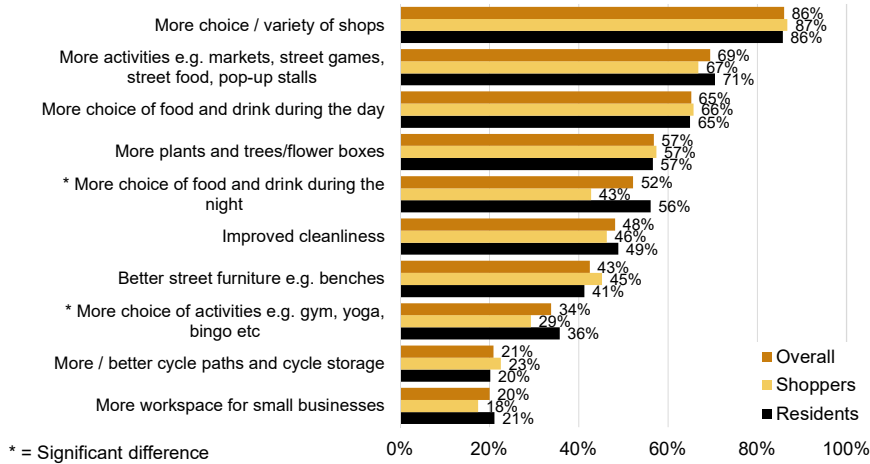
Significant difference

Base: Residents = 880, Shopper = 371 Q: Thinking again about the gated area of Front Street (Part A). At present, this area is closed to traffic from 10.30 am to 4.00 pm Monday to Friday and 9.30am to 4.00 pm on Saturday and then traffic is allowed to go down the street at other times. Which of the following best fits your view of the parking restrictions?



More choice or variety of shops, more activities, more choice of food and drink during the day/night, and more plants/flower boxes were top ranked aspects respondents thought would make them visit Front Street more often. Higher proportion of residents selected more choice of food and drink at night and more activities.

Thinking about the time in the future when it is safe to do so, which of the following would make you visit Front Street more often? – Top 10

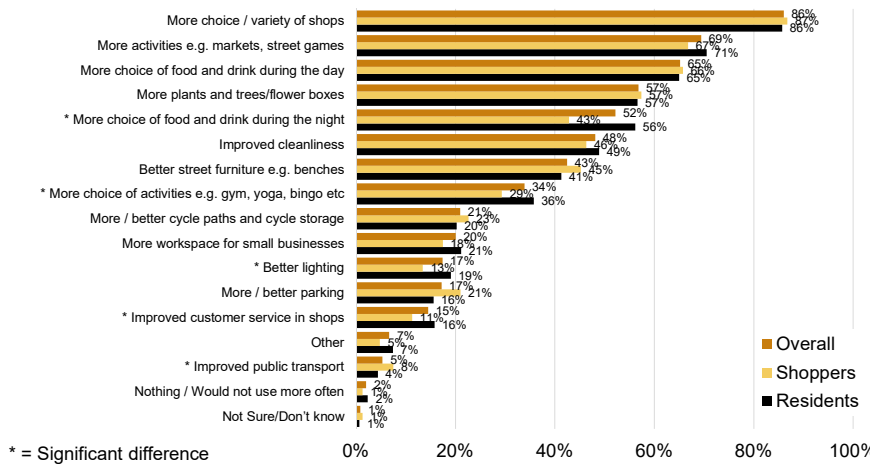


Base: Residents = 873 - 880, Shopper = 371, Q: Thinking about the time in the future when it is safe to do so, which of the following would make you visit Front Street more often?



More choice or variety of shops, more activities, more choice of food and drink during the day/night, and more plants/flower boxes were top ranked aspects respondents thought would make them visit Front Street more often. Higher proportion of residents selected more choice of food and drink at night, more activities, better lighting, improved customer service. Higher proportion of shopper selected improved public transport.

Thinking about the time in the future when it is safe to do so, which of the following would make you visit Front Street more often? All

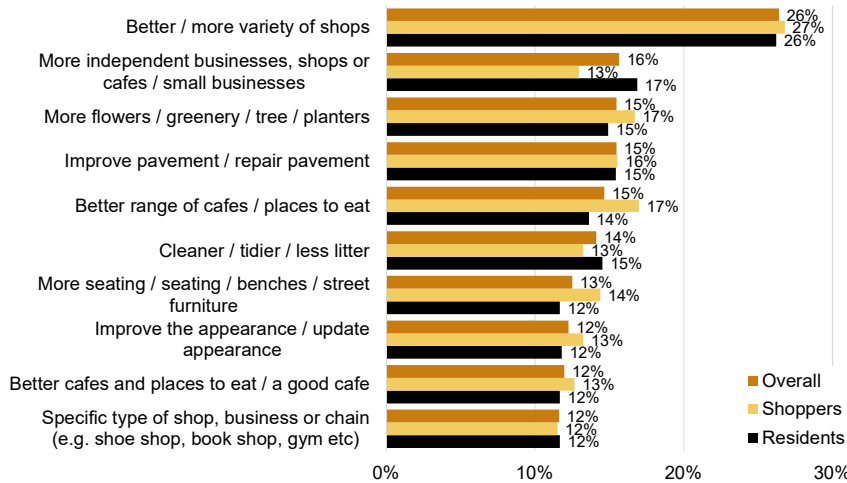


Base: Residents = 883, Shopper = 371, Q: Thinking about the time in the future when it is safe to do so, which of the following would make you visit Front Street more often?



Better variety of shops, more independent business/shops, more greenery, improved pavements were the top ranked aspects (coded) that would most improve Front Street

What **three** things would most improve Front Street? Top 10 (Coded)

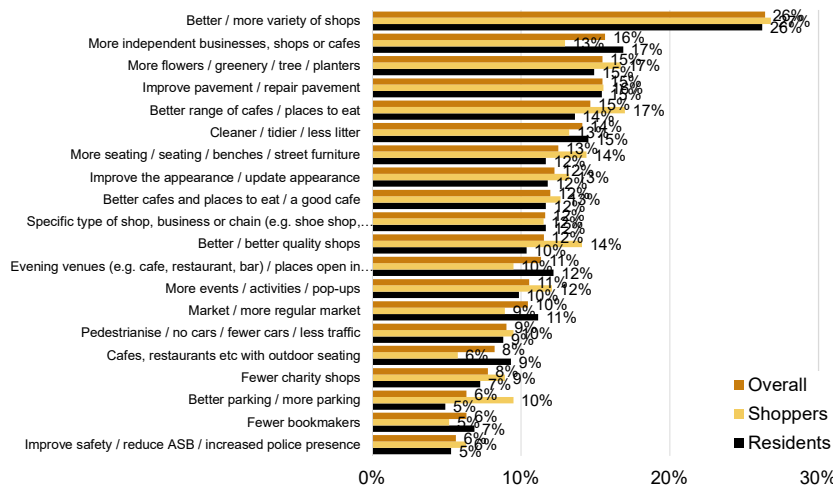


Base: Residents = 770, Shopper = 347, Q: What **three** things would most improve Front Street



Better variety of shops, more independent business/shops, more greenery, improved pavements were the top ranked aspects (coded) that would most improve Front Street

What **three** things would most improve Front Street? Top 20 (Coded)



Base: Residents = 770, Shopper = 347, Q: What **three** things would most improve Front Street



### What **three** things would most improve Front Street? Coded – Full List

	Residents	Shoppers	Overall
Better / more variety of shops	26%	27%	26%
More independent businesses, shops or cafes / small businesses	17%	13%	16%
Improve pavement / repair pavement	15%	16%	15%
More flowers / greenery / tree / planters	15%	17%	15%
Better range of cafes / places to eat	14%	17%	15%
Cleaner / tidier / less litter	15%	13%	14%
More seating / seating / benches / street furniture	12%	14%	13%
Improve the appearance / update appearance	12%	13%	12%
Better cafes and places to eat / a good cafe	12%	13%	12%
Specific type of shop, business or chain (e.g. shoe shop, book shop, gym etc)	12%	12%	12%
Better / better quality shops	10%	14%	12%
Evening venues (e.g. cafe, restaurant, bar) / places open in the evening	12%	10%	11%
More events / activities / pop-ups	10%	12%	11%
Market / more regular market	11%	9%	10%
Pedestrianise / no cars / fewer cars / less traffic	9%	10%	9%
Cafes, restaurants etc with outdoor seating	9%	6%	8%
Fewer charity shops	7%	9%	8%
Fewer bookmakers	7%	5%	6%
Better parking / more parking	5%	10%	6%
Improve safety / reduce ASB / increased police presence	5%	6%	6%
Restaurant / bistro (no details given)	5%	1%	4%
Fewer of some types of shop or business (not including charity shops & bookmakers)	4%	2%	4%
Better provision for cyclists (cycle lanes, bike racks etc.)	2%	6%	3%
Things for children & young people / more family friendly	3%	2%	3%

Base: Residents = 770, Shopper = 347, Q: What **three** things would most improve Front Street



### What **three** things would most improve Front Street? Coded – Full List (continued)

	Residents	Shoppers	Overall
Fewer / no empty shops	2%	4%	3%
Better lighting	2%	3%	3%
A community space(s) / social spaces	3%	2%	2%
Street food	2%	2%	2%
Banks / reopen banks / ATMs	2%	3%	2%
Better / more variety of businesses	2%	1%	2%
Child-friendly / family friendly cafe or restaurant	1%	2%	2%
Toilets / better toilets	1%	2%	2%
Bins	1%	1%	1%
More of a community feel / community involvement / pride in area	1%	1%	1%
Other	24%	22%	23%

48

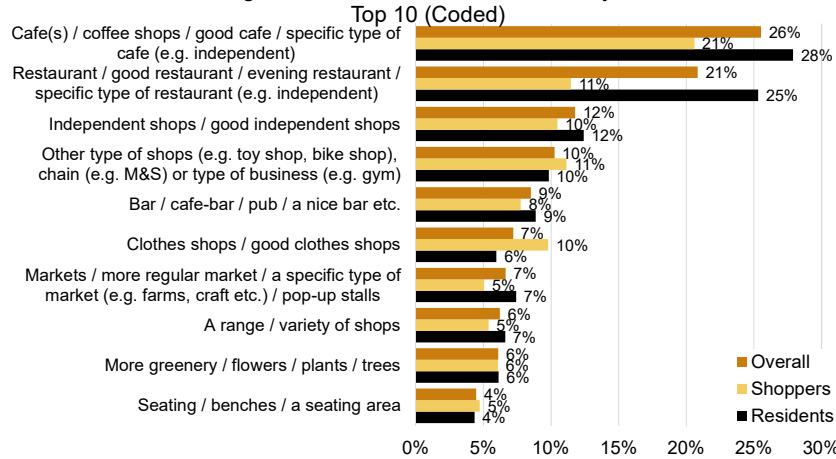
Base: Residents = 770, Shopper = 347, Q: What **three** things would most improve Front Street





Cafés and restaurants were the highest ranked aspects that residents/shoppers think is missing from Front Street – followed by a range of different shops/bars/markets. Residents more like to think cafés and restaurants are missing.

What is missing from Front Street? What would you like to see?



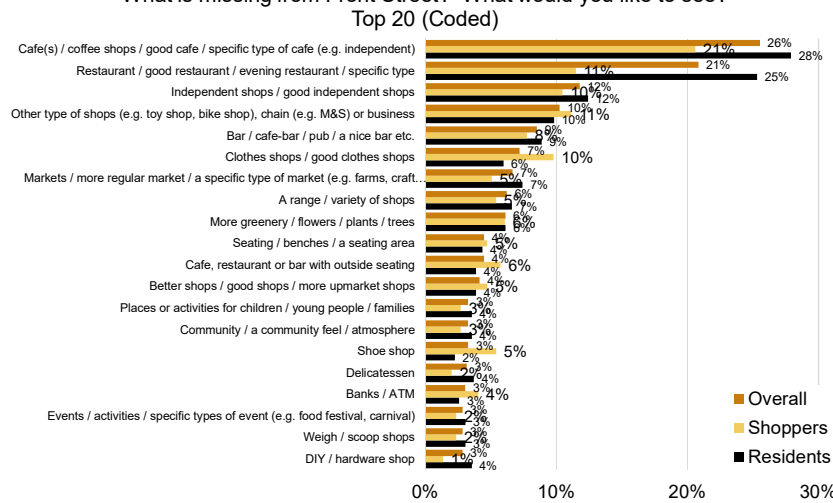
Types of shops outside of the top 10 are: shoe shop, delicatessen, DIY / hardware shop, weigh / scoop shops, gift shop, book shop, bakery & fishmonger

Base: Residents = 620, Shopper = 296, Q: What is missing from Front Street? What would you like to see?



Cafés and restaurants were the highest ranked aspects that residents/shoppers think is missing from Front Street – followed by a range of different shops/bars/markets. Residents more like to think cafés and restaurants are missing.

What is missing from Front Street? What would you like to see?



Base: Residents = 620, Shopper = 296, Q: What is missing from Front Street? What would you like to see?



### What is missing from Front Street? What would you like to see? Coded – Full List

	Residents	Shoppers	Overall
Cafe(s) / coffee shops / good cafe / specific type of cafe (e.g. independent)	28%	21%	26%
Restaurant / good restaurant / evening restaurant / specific type of restaurant (e.g. independent, family-friendly etc.)	25%	11%	21%
Independent shops / good independent shops	12%	10%	12%
Other type of shops (e.g. toy shop, bike shop), chain (e.g. M&S) or type of business (e.g. gym)	10%	11%	10%
Bar / cafe-bar / pub / a nice bar etc.	9%	8%	9%
Clothes shops / good clothes shops	6%	10%	7%
Markets / more regular market / a specific type of market (e.g. farms, craft etc.) / pop-up stalls	7%	5%	7%
A range / variety of shops	7%	5%	6%
More greenery / flowers / plants / trees	6%	6%	6%
Cafe, restaurant or bar with outside seating	4%	6%	4%
Seating / benches / a seating area	4%	5%	4%
Better shops / good shops / more upmarket shops	4%	5%	4%
Shoe shop	2%	5%	3%
Community / a community feel / atmosphere	4%	3%	3%
Places or activities for children / young people / families	4%	3%	3%
Delicatessen	4%	2%	3%
Banks / ATM	3%	4%	3%
DIY / hardware shop	4%	1%	3%
Weigh / scoop shops	3%	2%	3%
Events / activities / specific types of event (e.g. food festival, carnival)	3%	2%	3%
Gift shop / a nice gift shop	3%	2%	3%
A fully pedestrianised area / more restrictions on cars	2%	3%	2%

Base: Residents = 620, Shopper = 296, Q: What is missing from Front Street? What would you like to see?



### What is missing from Front Street? What would you like to see? Coded – Full List (continued)

	Residents	Shoppers	Overall
A fully pedestrianised area / more restrictions on cars	2%	3%	2%
Book shop	2%	2%	2%
Bakery / good bakery	2%	1%	2%
Street food / food stalls	2%	2%	2%
An improved appearance	1%	3%	2%
Fishmonger	2%	0%	1%
A community space	1%	2%	1%
Vibrance, liveliness, buzz etc.	2%	1%	1%
Green space / park	1%	1%	1%
Nothing / fine as it is	2%	0%	1%
Other	22%	25%	23%

52

Base: Residents = 620, Shopper = 296, Q: What is missing from Front Street? What would you like to see?



### 9% of respondents were interested in opening a business on Front Street

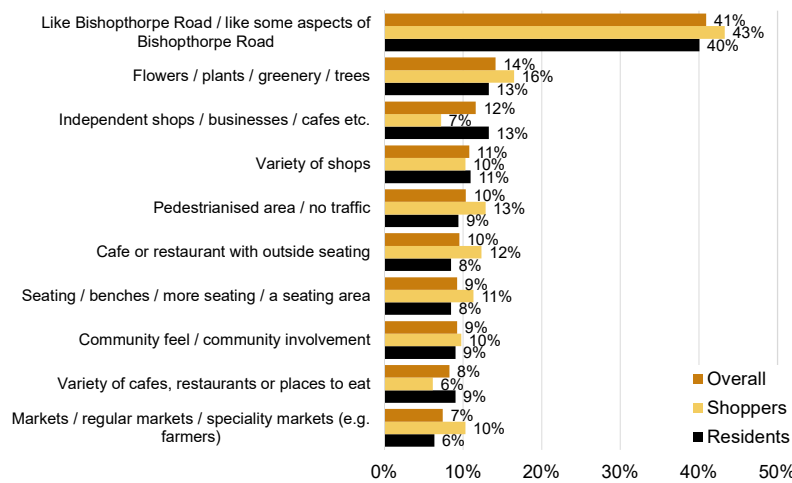
- 9% of respondents (9% of residents and 9% of shoppers) were interested in opening a business on Front Street.
- Some of these respondents stated that they were unlikely to do so, for example due to not having the money or not having experience of running a business.
- Some of these respondents stated that opening a business would be dependent on other factors, for example funding, more affordable rents, more affordable business rates or regeneration of the area.
- The most common type of business residents would like to open was a café, coffee shops and a specific type of café, with 23% of residents, 8% of shoppers and 22% overall who would like to open a business wanting to open this type if business.
- The most common type of business shoppers would like to open was a café bar or a café serving food in the evenings with 21% of shoppers, 10% of residents and 12% overall who would like to open a business wanting to open this type if business.
- A book shops (or book shop with a café) and a restaurant were also businesses several respondents would like to open.
- Other business respondents who like to open include: bicycle repair shop, gift shop, dress shop, ice cream parlour, fitness studio, counselling services, deli, pub or bar and hair salon.

Base: Residents = 82, Shopper = 32, Q: Would you be interested in opening a business on Front Street? If so, please give some brief details of the type of business below.



### Residents/shoppers - 41% would like Front Street to be like Bishopthorpe Road in the future – or similar to it – but more greenery, independent shops/variety of shops also mentioned

Your vision of Front Street in the future? Top 10 (Coded)

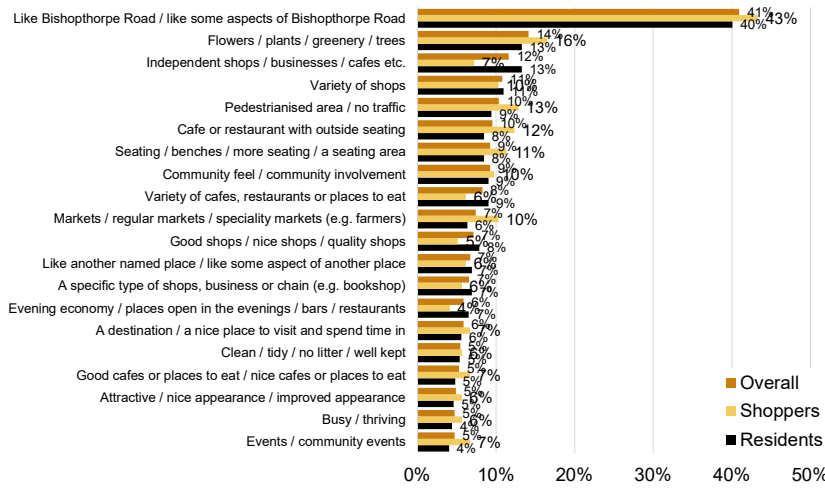


Base: Residents = 519, Shopper = 194, Q: We want local residents and shoppers to help us to understand what Front Street should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future.



**Residents/shoppers - 41% would like Front Street to be like Bishopthorpe Road in the future – or similar to it – but more greenery, independent shops/variety of shops also mentioned**

Your vision of Front Street in the future? Top 20 (Coded)



Base: Residents = 519, Shopper = 194, Q: We want local residents and shoppers to help us to understand what Front Street should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future.



Your vision of Front Street in the future? Coded – Full List

	Residents	Shoppers	Overall
Like Bishopthorpe Road / like some aspects of Bishopthorpe Road	40%	43%	41%
Flowers / plants / greenery / trees	13%	16%	14%
Independent shops / businesses / cafes etc.	13%	7%	12%
Variety of shops	11%	10%	11%
Pedestrianised area / no traffic	9%	13%	10%
Cafe or restaurant with outside seating	8%	12%	10%
Community feel / community involvement	9%	10%	9%
Seating / benches / more seating / a seating area	8%	11%	9%
Variety of cafes, restaurants or places to eat	9%	6%	8%
Markets / regular markets / speciality markets (e.g. farmers)	6%	10%	7%
Good shops / nice shops / quality shops	8%	5%	7%
Like another named place / like some aspect of another place	7%	6%	7%
A specific type of shops, business or chain (e.g. bookshop)	7%	6%	7%
A destination / a nice place to visit and spend time in	6%	7%	6%
Evening economy / places open in the evenings / bars / restaurants	7%	4%	6%
Clean / tidy / no litter / well kept	5%	6%	5%
Good cafes or places to eat / nice cafes or places to eat	5%	7%	5%
Attractive / nice appearance / improved appearance	5%	6%	5%
Events / community events	4%	7%	5%
Busy / thriving	4%	6%	5%
Good pavements / repaired pavements	4%	6%	4%
Modern / up to date	5%	3%	4%
Fewer of some types of shop or business (e.g. charity shops, bookmakers)	5%	3%	4%
Safe / less ASB / police presence / street wardens	3%	5%	4%

Base: Residents = 519, Shopper = 194, Q: We want local residents and shoppers to help us to understand what Front Street should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future.



### Your vision of Front Street in the future? Coded – Full List (continued)

	Residents	Shoppers	Overall
Bunting / decorations	3%	3%	3%
Support / encouragement for businesses & the area	3%	4%	3%
Family-friendly / child-friendly / good for families	3%	3%	3%
Street food / food stalls / pop-up food stalls	2%	4%	2%
Cycle lanes / better cycle routes / provision for cyclists	1%	5%	2%
Like Haxby / like some aspect of Haxby	2%	3%	2%
Better parking including disabled parking	2%	2%	2%
Community space / outdoors space / space for events etc.	2%	2%	2%
More upmarket / less cheap/bargain	1%	2%	1%
Entertainment / buskers / performances	1%	2%	1%
Like is it now / fine as it is	2%	1%	1%
Other	31%	26%	30%

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Base: Residents = 519, Shopper = 194, Q: We want local residents and shoppers to help us to understand what Front Street should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future.



### Your vision of Front Street in the future? – Example quotes

Like Bishopthorpe Road / like some aspect of Bishopthorpe Road

- Bishopthorpe Road always looks inviting, but the downside of that street is the busy road going through it. In this way Front street is better
- A Bishy Road style and sense of community would be amazing on front street!
- Bishy Road but not quite as poncy.
- A regeneration along the lines of Micklegate or Bishopthorpe Road.
- Bishopthorpe Road feel but without the prices and traffic please!
- Bishopthorpe Road is a great role model and demonstration of how local high streets can develop and thrive.
- Bishopthorpe Road is the ideal but Acomb people don't have the money to spend.

Flowers / plants / greenery / trees

- More plants/trees. More environment-friendly and green area.
- More flower boxes and trees
- More plants / trees / flower planters

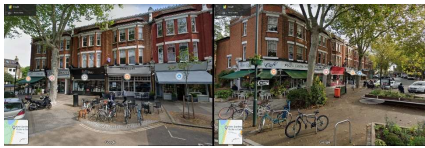
Independent shops / businesses / cafes etc.

- More independents including good food, deli, card, gallery type shops.
- More independents are needed - shops, cafes, licensed restaurants that represent a more balanced reflection of Acomb and its residents.
- The cheapness and scruffiness needs replacing with independent bakeries, delis, butchers and cafe's selling quality freshly made food and coffees.

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Your vision of Front Street in the future? Images & diagrams submitted

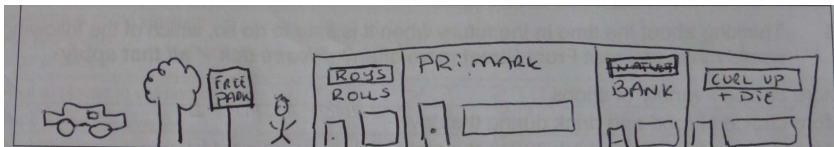


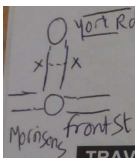
Top left - unknown  
 Top right - Inverness High Street  
 Bottom left - Area where you get the underground to for Kew Gardens  
 Bottom right - Bold Street in Liverpool

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Your vision of Front Street in the future? - Images & diagrams submitted

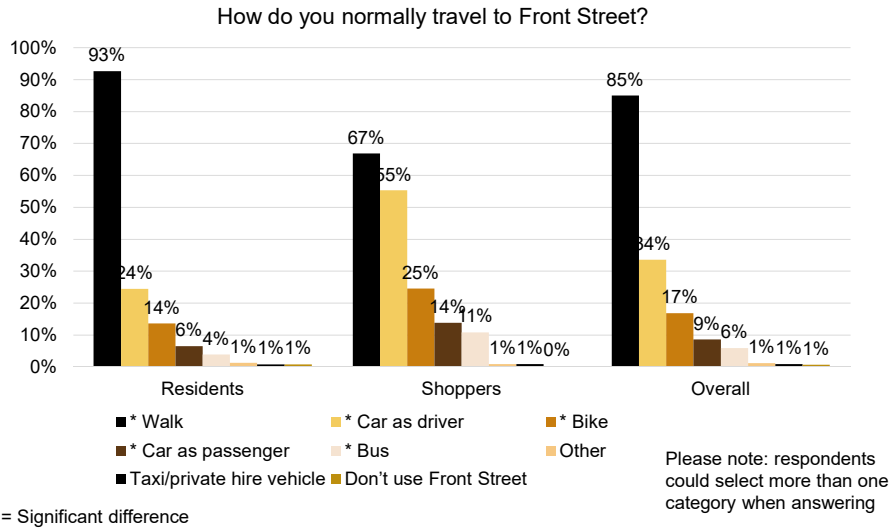



 A space that is clearly for pedestrians  
 Better crossing at end of gated section and  
 across road between 2 roundabouts on north west side (x-x)

60



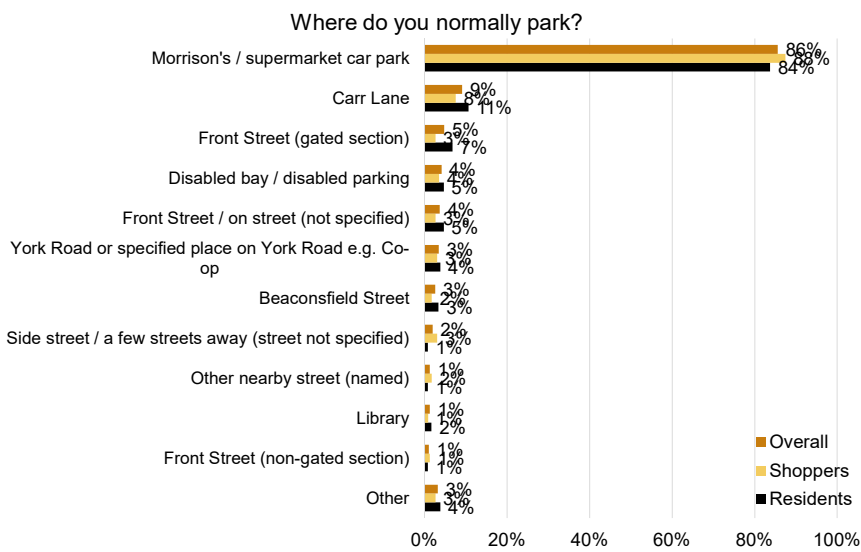
The majority of respondents (85%) normally travel to Front Street by walking. Residents more likely to walk while shoppers more likely to use car (either as driver or passenger), bike and bus.



Base: Residents = 884, Shopper = 371 Q: How do you normally travel to Front Street?



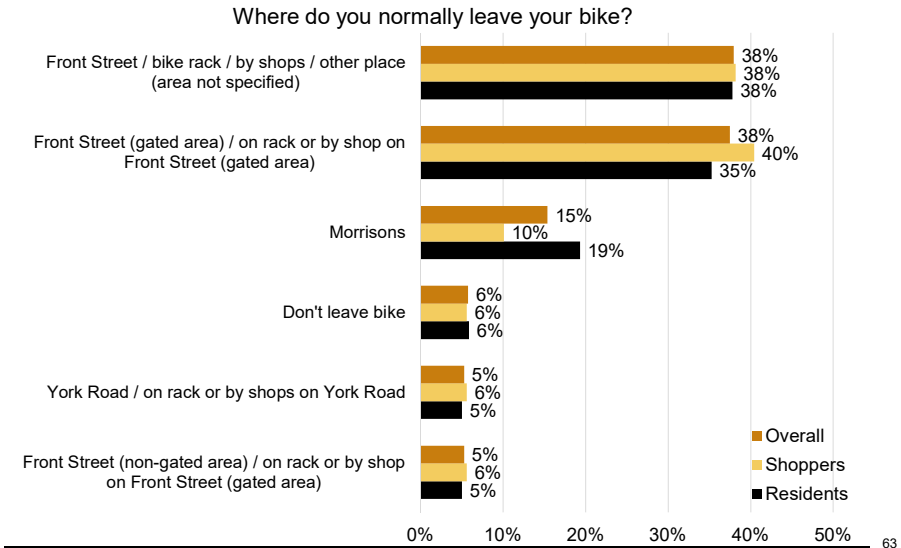
86% of those who normally travel by car, park in the Morrison's car park.



Base: Residents = 234, Shopper = 224 Q: Where do you normally park?



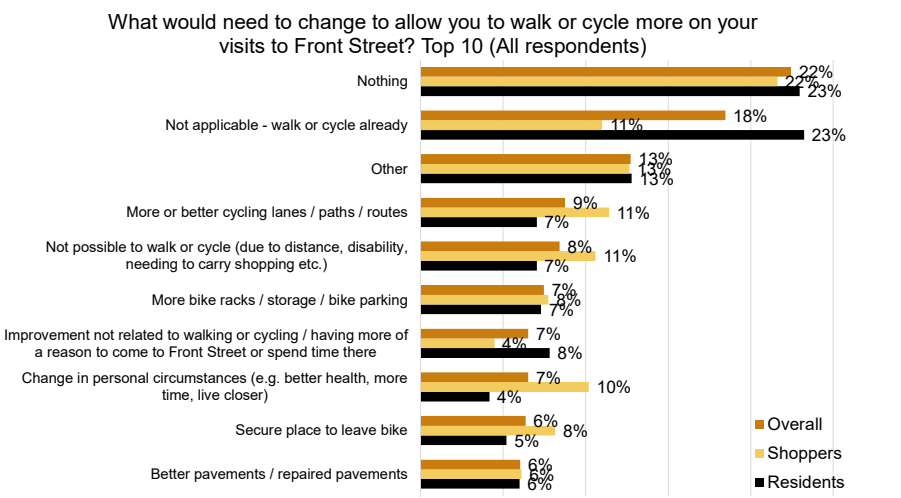
38% of those who normally travel by bike leave their bike on Front Street but didn't specify which area. 38% leave their bike in the gated area for Front Street. Residents more likely to leave their bike at Morrison's.



Base: Residents = 119, Shopper = 89 Q: Where do you normally leave your bike?



22% of respondents stated that nothing needed to change to allow them to walk or cycle more. 18% stated they walk or cycle already. Walk or cycle already higher for residents.



Please Note: only 43% of residents & 66% of shoppers answered this question

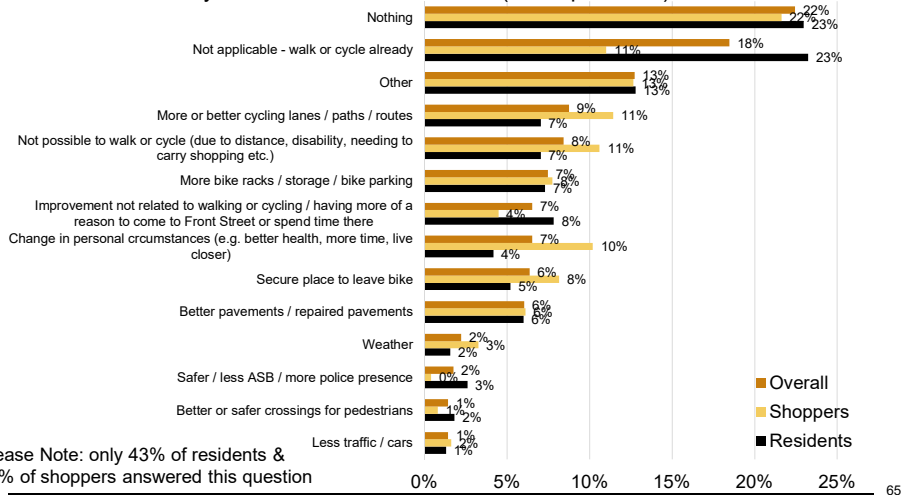
Base: Residents = 383, Shopper = 245 Q: What would need to change to allow you to walk or cycle more on your visits to Front Street?





22% of respondents stated that nothing needed to change to allow them to walk or cycle more. 18% stated they walk or cycle already. Walk or cycle already higher for residents.

What would need to change to allow you to walk or cycle more on your visits to Front Street? All (All respondents)



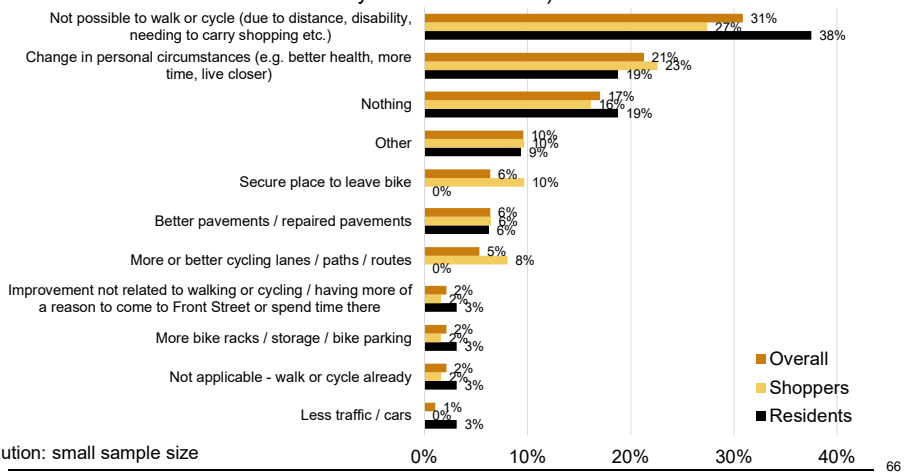
Please Note: only 43% of residents & 66% of shoppers answered this question

Base: Residents = 383, Shopper = 245 Q: What would need to change to allow you to walk or cycle more on your visits to Front Street?



Of the 11% of respondents who do not normally walk or cycle to Front Street, 31% stated that it is not possible for them to walk or cycle to Front Street.

What would need to change to allow you to walk or cycle more on your visits to Front Street? All (Respondents who don't normally walk or cycle to Front Street)



Caution: small sample size

Base: Residents = 32, Shopper = 62 Q: What would need to change to allow you to walk or cycle more on your visits to Front Street?



### Summary of demographics – who completed the survey?

Residents	Shoppers	Overall
32% male, 67% female, <1%, prefer to self-describe, 1% prefer not to say	25% male, 74% female, 1% prefer not to say	30% male, 69% female, <1%, prefer to self-describe, 1% prefer not to say
16% 16-34, 45% 35-54, 32% 55-74, 7% 75+, <1% prefer not to say	11% 16-34, 48% 35-54, 35% 55-74, 5% 75+, <1% prefer not to say	15% 16-34, 46% 35-54, 33% 55-74, 6% 75+, <1% prefer not to say
5% limited a lot and 10% limited a little in day-to-day activities	5% limited a lot and 13% limited a little in day-to-day activities	5% limited a lot and 11% limited a little in day-to-day activities
82% own outright or with mortgage, 9% private rented and 7% council or social rented	76% own outright or with mortgage, 7% private rented and 11% council or social rented	80% own outright or with mortgage, 8% private rented and 8% council or social rented
92% White British, 4% other white, 2% other ethnic group, 2% prefer not to say	91% White British, 3% other white, 1% other ethnic group, 5% prefer not to say	92% White British, 4% other white, 1% other ethnic group, 3% prefer not to say
25% live in single adult household	22% live in single adult household	24% live in single adult household
37% live in a household with children under 18	41% live in a household with children under 18	38% live in a household with children under 18

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### Summary of employment and working from home since start of COVID-19 pandemic

Residents	Shoppers	Overall
62% in employment, 8% self employed	65% in employment, 8% self employed	63% in employment, 9% self employed
18% retired, 4% looking after home and family, 2% permanently sick or disabled, 1% in full-time education, 1% unemployed	13% retired, 5% looking after home and family, 1% permanently sick or disabled, 1% in full-time education, 1% unemployed	17% retired, 4% looking after home and family, 2% permanently sick or disabled, 1% in full-time education, 1% unemployed
5% of those working are currently furloughed	5% of those working are currently furloughed	5% of those working are currently furloughed
13% work from home all of the time and 28% some of the time before pandemic	13% work from home all of the time and 26% some of the time before pandemic	13% work from home all of the time and 27% some of the time before pandemic
38% changed to working from home all of the time and 18% some of the time during the pandemic	36% changed to working from home all of the time and 15% some of the time during the pandemic	37% changed to working from home all of the time and 17% some of the time during the pandemic
13% expect to continue working from home all of the time and 43% some of the time once COVID-19 is controlled.	11% expect to continue working from home all of the time and 38% some of the time once COVID-19 is controlled.	13% expect to continue working from home all of the time and 41% some of the time once COVID-19 is controlled.

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Results from survey of business on Front Street and surrounding area

## BUSINESS SURVEY

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### Methodology

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- 86 business on, or adjoining, Front Street were identified for the research. Business were identified using the National Non Domestic Rates (NDR) data merged with the Names and Numbers database (which includes the BT OSIS database appended to the PAF file), and confirmed by Observational research conducted by IbyD fieldwork staff 'on the ground' to confirm whether businesses were still open or had changed.
- A team of IbyD fieldwork staff visited all of the businesses identified. Where the business was open, team members introduced themselves, described the purpose of the research and sought agreement to complete the questionnaire. They then gave the business the option to complete a paper survey which the member of fieldwork staff would call back to collect at an agreed time, or returning it in a freepost envelope which was provided. They were also given completing a link to an online version of the survey.
- If the business was closed, the team members posted the questionnaire through the door, together with an accompanying pack containing a letter to explain the purpose of the research and ask the business to take part, and a freepost envelope to return the completed questionnaire in. The letter also contained the link to the online version of the survey.
- The version of the survey is also being promoted by City of York Council on its website and social media platforms.
- A total of 32 completed questionnaires was achieved – 12 on paper and 8 online using the 'Knock-and-Drop' methodology and 12 online via the links promoted by City of York Council

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### Who completed the survey

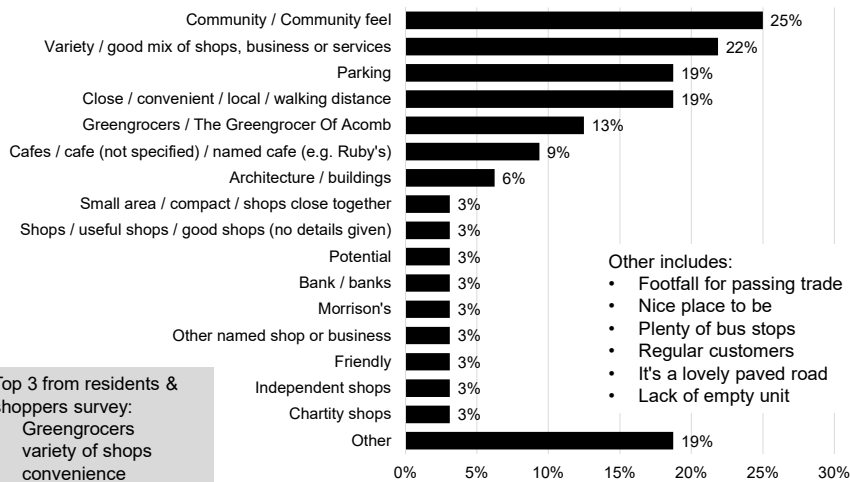
- Of the 32 business that completed the survey, 25 (78%) were located on Front Street, 4 were close to Front Street and 3 were located further away but have links to Front Street.
- 22% (7) of the businesses were retailers, 13% (4) were cafés, restaurants or social clubs and 66% (21) were another type of business - these include:
  - Pharmacies
  - Hairdressers, barbers & salons
  - Medical practices, dental practices, opticians & other health and wellbeing related services
  - Mortgage, accountancy & financial services
  - Tuition services
- 77% (24) have 0-9 employees, 16 (5) 10-49 employees and 6% (2) employees.

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### Community, variety of shops and convenience highest ranked best things about Front Street.

What would you say is the best thing about Front Street? (coded)



Top 3 from residents & shoppers survey:

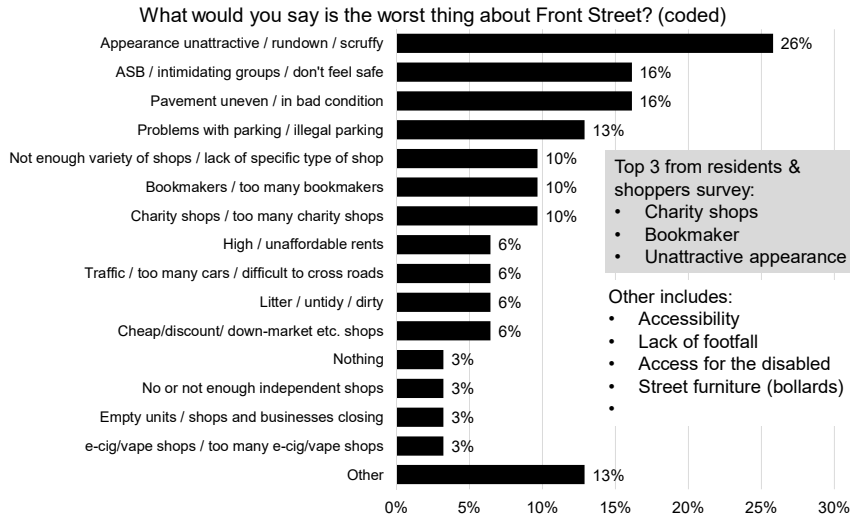
- Greengrocers
- variety of shops
- convenience

72

Base: Businesses = 32 Q: What would you say is the **best thing** about Front Street? (coded)



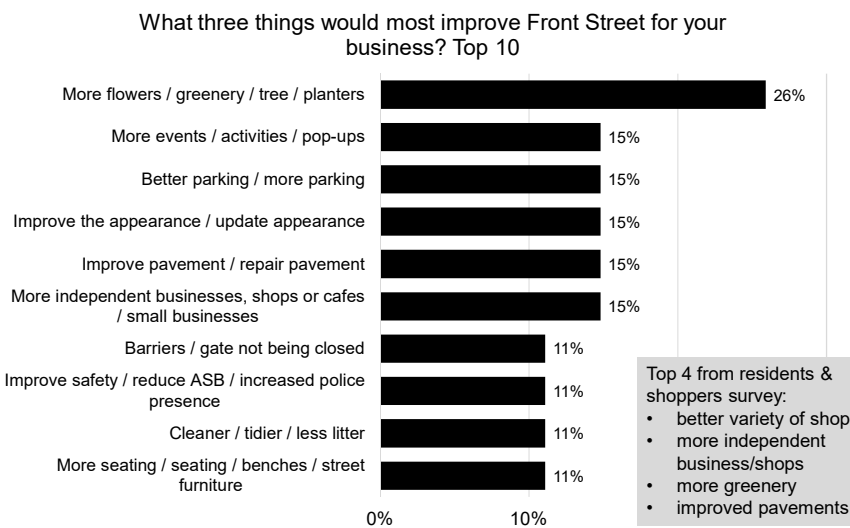
### Unattractive appearance, ASB and uneven pavement highest ranked worst things



Base: Businesses = 31 Q: What would you say is the **worst thing** about Front Street? (coded)



### More flowers and greenery top ranked to improve Front Street – but events/activities, parking, improved appearance, more independents all 15%



Base: Businesses = 31 , Q: What three things would most improve Front Street for your business?



### What three things would most improve Front Street for your business? Full List

More flowers / greenery / tree / planters	26%
More independent businesses, shops or cafes / small businesses	15%
Improve pavement / repair pavement	15%
Improve the appearance / update appearance	15%
Better parking / more parking	15%
More events / activities / pop-ups	15%
More seating / seating / benches / street furniture	11%
Cleaner / tidier / less litter	11%
Improve safety / reduce ASB / increased police presence	11%
Barriers / gate not being closed	11%
Better / more variety of shops	7%
Fewer / no empty shops	7%
Pedestrianise / no cars / fewer cars / less traffic	7%
Disabled access	7%
Better / more variety of businesses	4%
Restaurant / bistro (no details given)	4%
Market / more regular market	4%
Better cafes and places to eat / a good cafe	4%
Better range of cafes / places to eat	4%
Fewer of some types of shop or business (not including charity shops & bookmakers)	4%
Better lighting	4%

75



### What three things would most improve Front Street for your business? Full List (continued)

Bins	4%
Toilets / better toilets	4%
Other	56%

#### Other includes:

- A responsible location where folk could eat and drink outdoors
- A sense of cohesion
- Able to use the grass area
- Accessibility
- Better junction out of Morrison's
- Better signage to help find addresses - property numbers are misaligned
- Increased permission for signage
- Less restrictions in the conservation area
- Location board
- Lower business rates to support local businesses not charities
- More affordable rent
- More footfall
- More of an 'identity' - perhaps a logo or matching signage to let people know they're in the Front Street 'quarter'
- More shops or activities near [location of business]
- No more lockdowns
- Policed disabled bay parking
- Possibly have a covered over area so people could sit outside.
- Publicity
- Regular maintenance

76



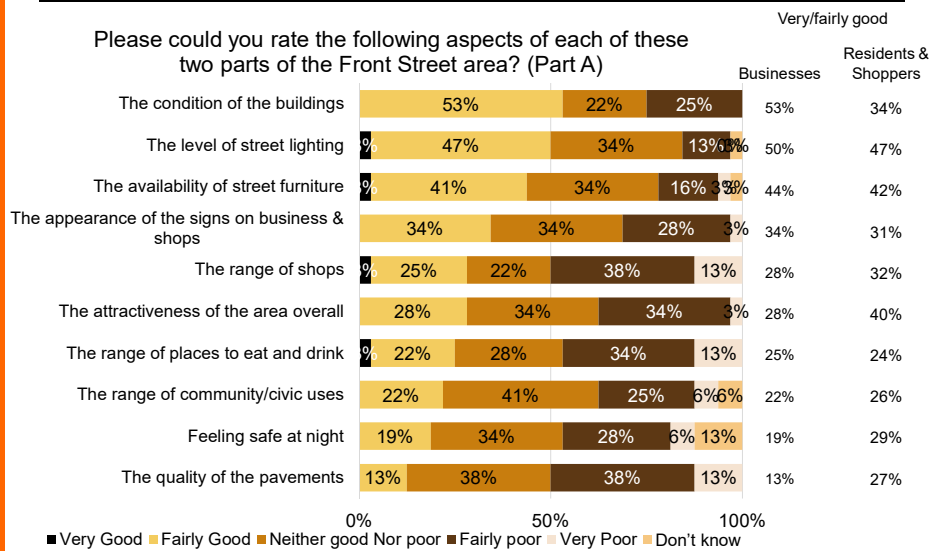
The next question is about Area A – this is the gated part of Front Street



77



50% or more rated condition of buildings, level of street lighting as very or fairly good. Pavements, range of shops and feeling safe rated lower by businesses than residents & shoppers



78

Base: Businesses = 32, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part A



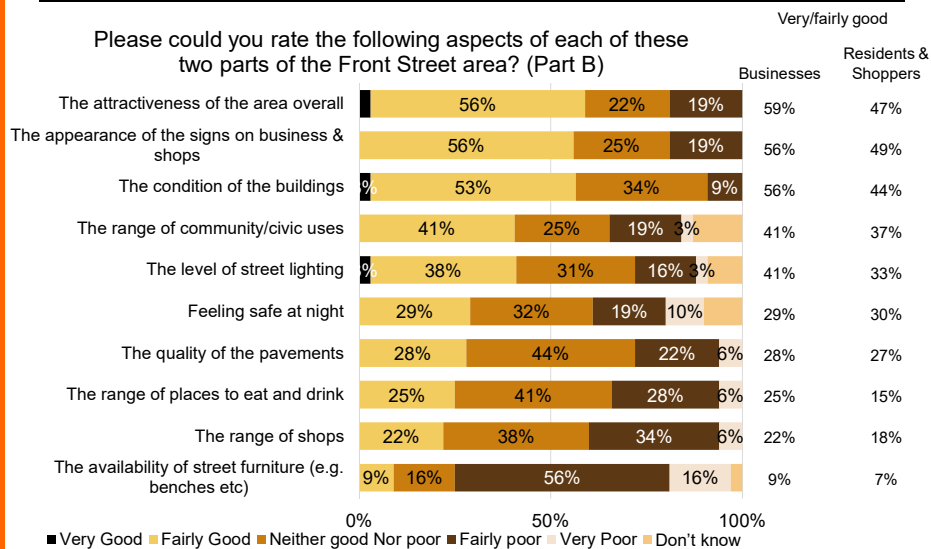
The next question is about Area B – this is the part of Front Street from the roundabout to Askham Lane



79



50% or more rated attractiveness of area, appearance of signs, condition of buildings very or fairly good – lower ranked were street furniture, range of shops and places to eat/drink. All aspects part from feel safe at night rated higher by businesses than residents & shoppers



80

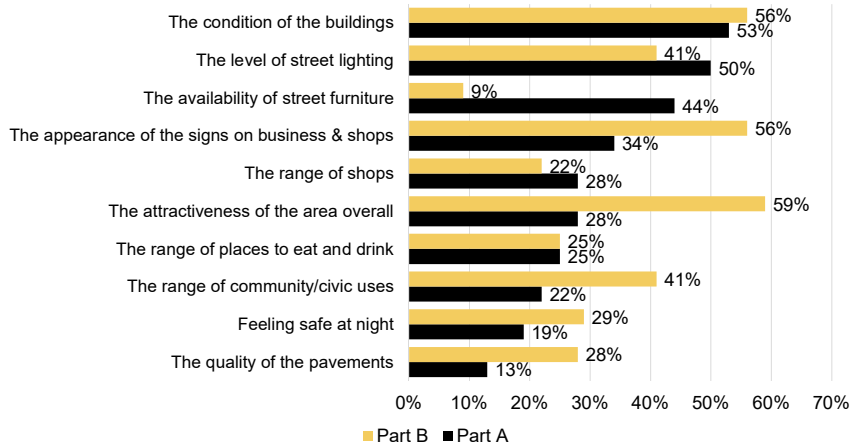
Base: Businesses = 31-32, Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B





Part A (gated area) rated higher for street lighting, street furniture and range of shops. Part B (non-gated area) rated higher for appearance of signs, attractiveness of area overall, range of community uses, feeling safe at night and quality of pavement.

Please could you rate the following aspects of each of these two parts of the Front Street area? – Very or fairly good



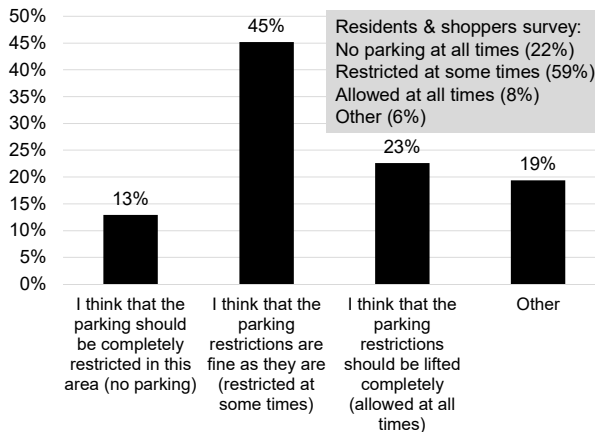
81

Base: Businesses = 31-32 Q: Please could you rate the following aspects of each of these two parts of the Front Street area? - Part B



45% of respondents to the business survey think parking restrictions are fine as they are. Businesses more likely to think parking should be allowed at all times than residents & shoppers

Which of the following best fits your view of the parking restrictions?



Residents & shoppers survey:  
 No parking at all times (22%)  
 Restricted at some times (59%)  
 Allowed at all times (8%)  
 Other (6%)

Other includes:

- Disabled parking should be available but otherwise no parking
- Remove - half hour parking limit free plus hours charged (maximum stay)
- I think the area should be pedestrian-only all the time
- Open for disabled access/parking only during restricted hours
- Restrict apart from deliveries on morning/evening
- Fairly satisfied with the current restriction but would value traffic being restricted later into the evening if it allowed more outdoor seating in the summer and later opening e.g. of cafes.

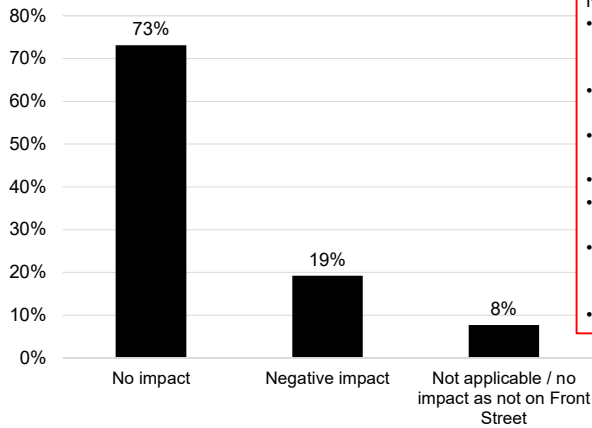
82

Base: Businesses = 31 Q: Thinking again about the gated area of Front Street (Part A). At present, this area is closed to traffic from 10.30 am to 4.00 pm Monday to Friday and 9.30am to 4.00 pm on Saturday and then traffic is allowed to go down the street at other times. Which of the following best fits your view of the parking restrictions?



73% thought there would be no impact on their business if the gates were always shut. 19% thought there would be a negative impact.

What would be the effect on your business if the gates were always shut? (All respondents)



- Negative impacts:
- Deters customers as can't park close enough – [produce sold] heavy to carry
  - Further abuse of the disabled bays
  - It would limit customers visiting as it makes it more difficult
  - Reduced footfall
  - Terrible. My shop would receive very little donations.
  - Very bad as some of our customers are older and can't walk far
  - Very difficult for deliveries

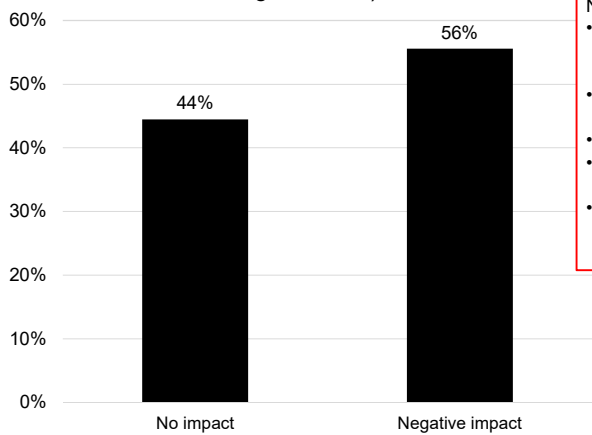
Base: Businesses = 28 Q: What would be the effect on your business if the gates were always shut?

83



Of the businesses in the gated area, 56% thought there would be a negative impact on their business if the gates were always shut. 44% thought there would be no impact

What would be the effect on your business if the gates were always shut? (Respondents in gated area)



- Negative impacts:
- Deters customers as can't park close enough – [produce sold] heavy to carry
  - Further abuse of the disabled bays
  - Reduced footfall
  - Terrible. My shop would receive very little donations.
  - Very bad as some of our customers are older and can't walk far

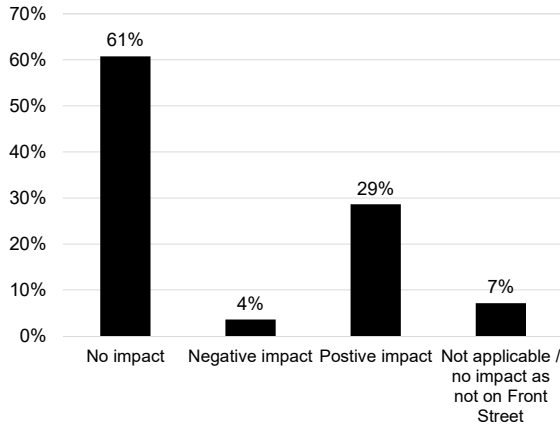
Base: Businesses = 9 Q: What would be the effect on your business if the gates were always shut?

84



61% thought there would be no impact on their business if the gates were always open. 29% thought there would be a positive impact.

What would be the effect on your business if the gates were always open? (All respondents)



Negative impacts:

- More pedestrian accidents due to traffic

Positive impacts:

- Brilliant. More customers, especially those with mobility issues, and more donations.
- If I had a business in Part A, it'd be open a lot more
- It would attract people from a wider area who have to travel but want convenience.
- Minimum impact - potential increase in new business if driving past
- More accessible access for our customers
- Our customers can park to collect pre-orders with us if too immobile to walk far
- Would help customers a lot

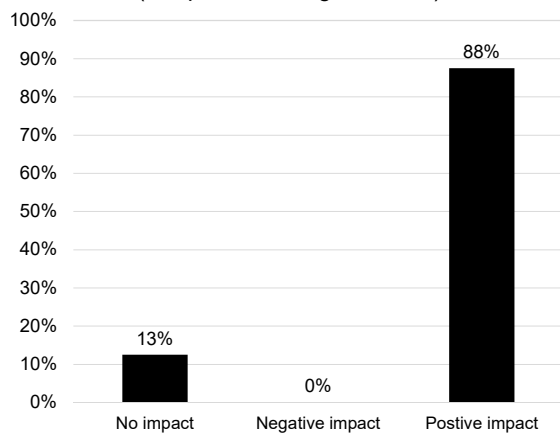
Base: Businesses = 28 Q: What would be the effect on your business if the gates were always open?

85



Of the businesses in the gated area, 88% thought there would be a positive impact on their business if the gates were always open. 13% thought there would be no impact.

What would be the effect on your business if the gates were always open? (Respondents in gated area)



Positive impacts:

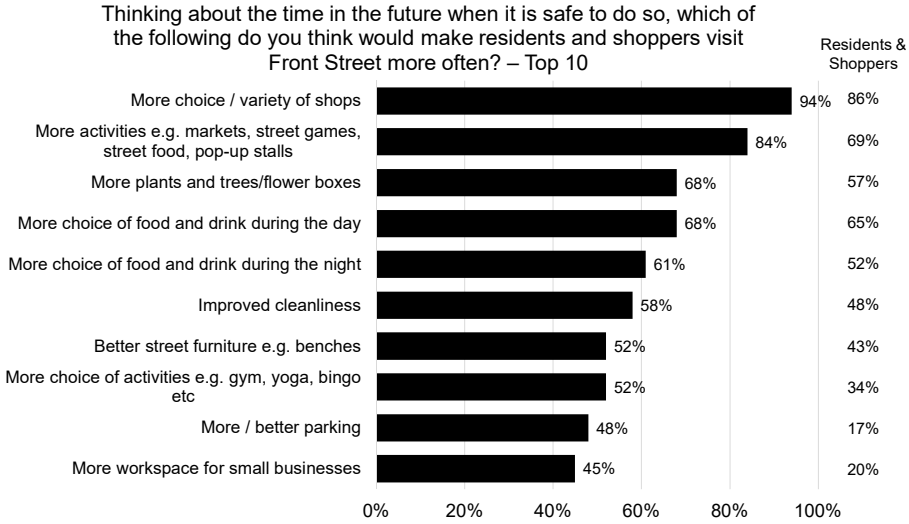
- Brilliant. More customers, especially those with mobility issues, and more donations.
- If I had a business in Part A, it'd be open a lot more
- Minimum impact - potential increase in new business if driving past
- More accessible access for our customers
- Our customers can park to collect pre-orders with us if too immobile to walk far
- Would help customers a lot

Base: Businesses = 8 Q: What would be the effect on your business if the gates were always open?

86



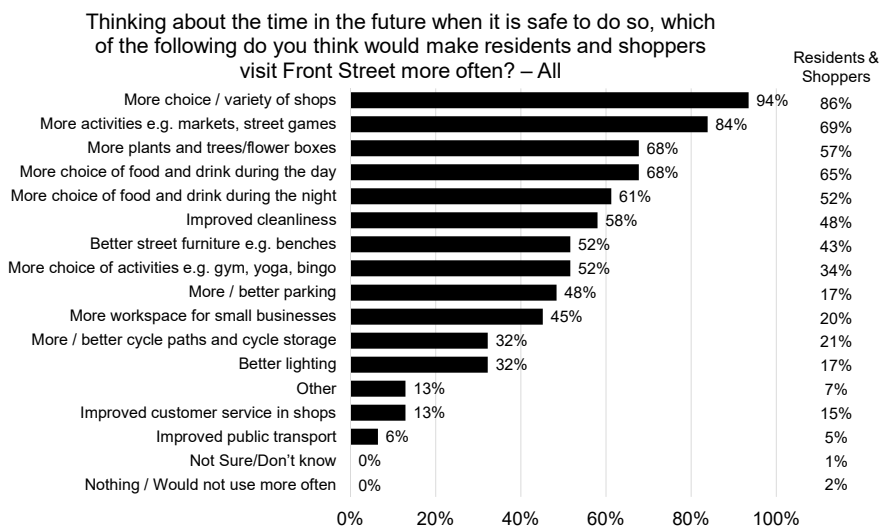
More choice or variety of shops, more activities, more plants/flower boxes, more choice of food and drink during the day/night was also the top 5 things that businesses thought would make residents and shoppers visit Front Street more often



Base: Businesses = 32, Q: Thinking about the time in the future when it is safe to do so, which of the following do you think would make residents and shoppers visit Front Street more often?



More choice or variety of shops, more activities, more plants/flower boxes, more choice of food and drink during the day/night was also the top 5 things that would make residents and shoppers visit Front Street more often

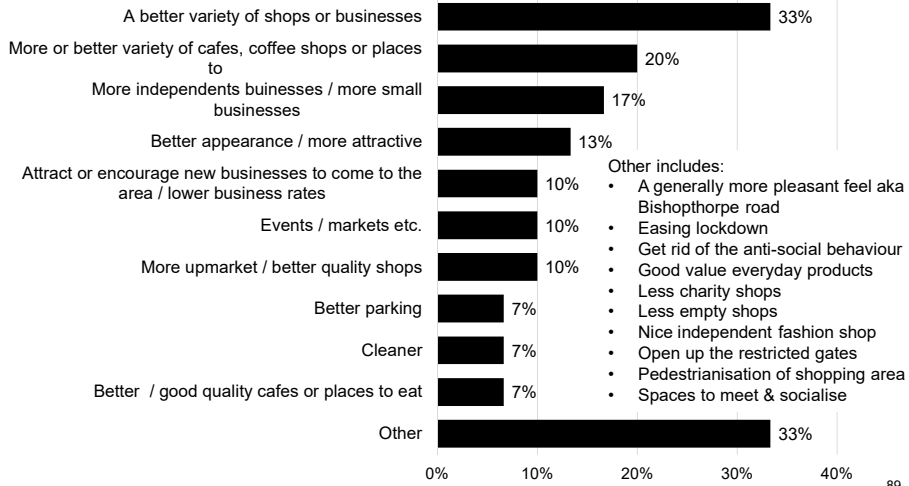


Base: Businesses = 32, Q: Thinking about the time in the future when it is safe to do so, which of the following do you think would make residents and shoppers visit Front Street more often?



**Better variety of shops, better variety of place to eat and more independent business top ranked aspects to improve footfall**

What do you think would improve footfall in Front Street most of all?



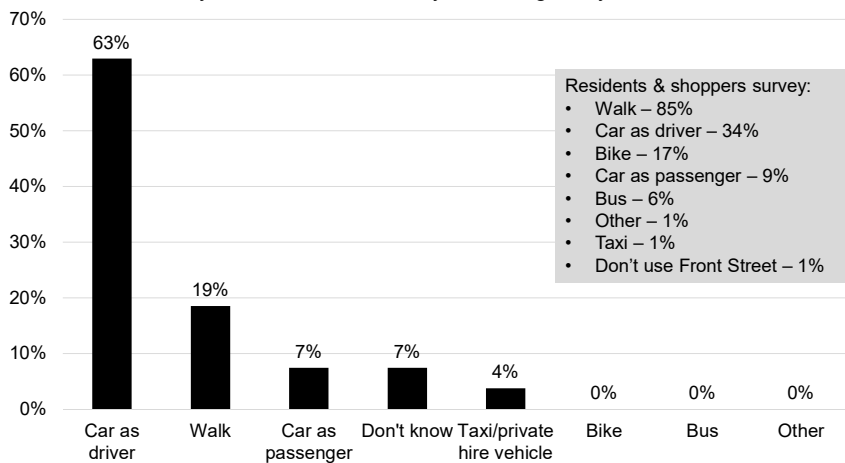
- Other includes:
- A generally more pleasant feel aka Bishopthorpe road
  - Easing lockdown
  - Get rid of the anti-social behaviour
  - Good value everyday products
  - Less charity shops
  - Less empty shops
  - Nice independent fashion shop
  - Open up the restricted gates
  - Pedestrianisation of shopping area
  - Spaces to meet & socialise

Base: Businesses = 30, Q: What do you think would improve footfall in Front Street most of all?



**70% of respondents to the business survey think their customers normally travel to Front Street by car (either as driver or passenger) – only 38% of residents & shoppers respondents said they normally travel by car.**

How do your customers normally travel to get to your business?

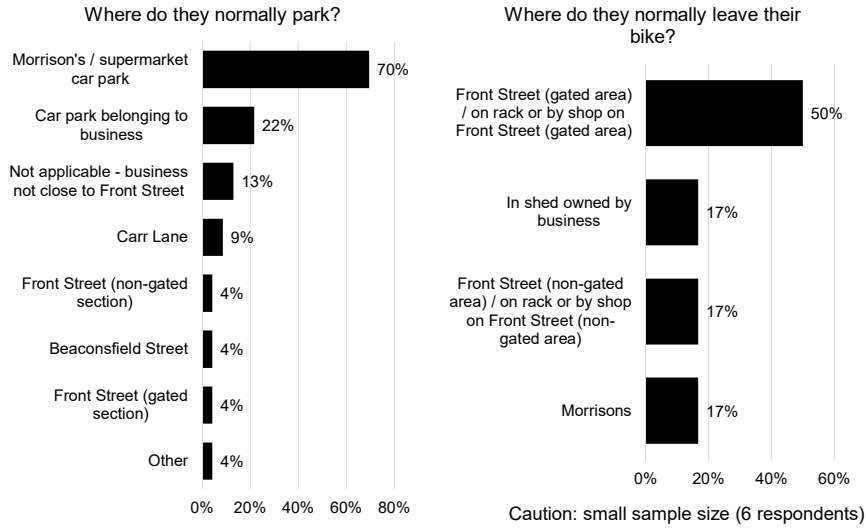


- Residents & shoppers survey:
- Walk – 85%
  - Car as driver – 34%
  - Bike – 17%
  - Car as passenger – 9%
  - Bus – 6%
  - Other – 1%
  - Taxi – 1%
  - Don't use Front Street – 1%

Base: Businesses = 27 Q: How do your customers normally travel to get to your business?



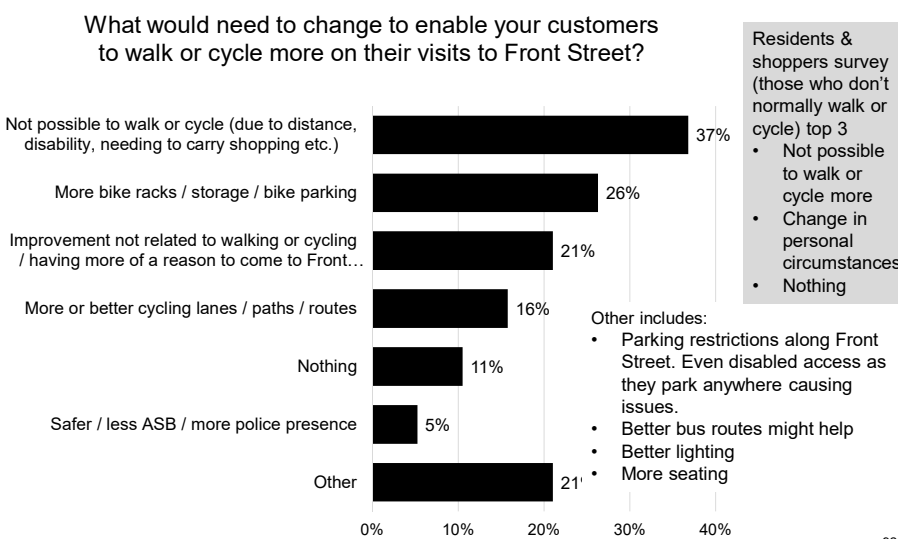
70% think their customers park in the Morrison's car park. 50% think their customers leave their bikes on in the gated area of Front Street (including on bike rack, in front of shop, or some other place).



Base: Businesses = 23 Q: Where do they normally park?  
 Base: Businesses = 6 Q: Where do they normally leave their bike?



37% of respondents to the business survey thought that it would not be possible for their customers to walk or cycle to Front Street



Residents & shoppers survey (those who don't normally walk or cycle) top 3

- Not possible to walk or cycle more
- Change in personal circumstances
- Nothing

Other includes:

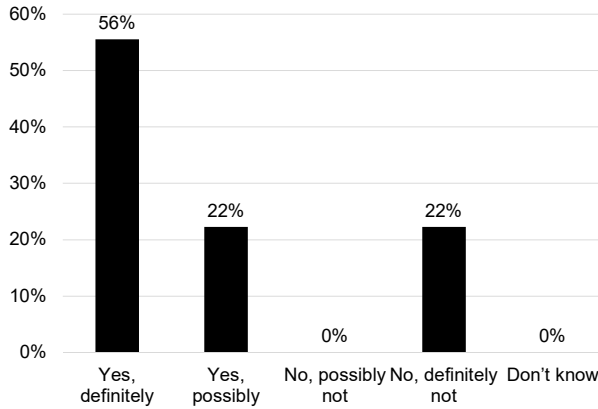
- Parking restrictions along Front Street. Even disabled access as they park anywhere causing issues.
- Better bus routes might help
- Better lighting
- More seating

Base: Businesses = 19, Q: What would need to change to enable your customers to walk or cycle more on their visits to Front Street?



Of the businesses who are located in Area A (the gated area) - 78% would like to be able to 'spill out' their business onto the paved area in front of the shops

If you are in Area A (the gated area), would you like to be able to 'spill out' your business onto the paved area in front of the shops, or not?



What is preventing you from doing that at the moment?

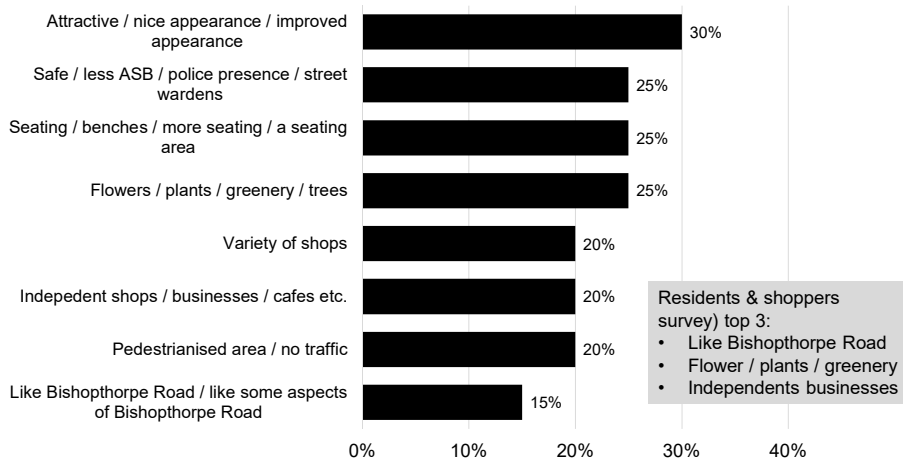
- Restrictions and theft
- Unsure if we would have permission to do so.
- Nothing stopping us currently

Base: Businesses = 9 Q: If you are in Area A (the gated area), would you like to be able to 'spill out' your business onto the paved area in front of the shops, or not?



30% of business would like Front Street to be more attractive in the future, but one-quarter also mentioned safety, seating/benches, greenery. 'Like Bishopthorpe Road in the future' lower than on residents and shoppers survey

Your vision of Front Street in the future - Top 8



Residents & shoppers survey) top 3:  
 • Like Bishopthorpe Road  
 • Flower / plants / greenery  
 • Independents businesses

Base: Businesses = 20 , Q: We want local businesses to help us to understand what Front Street, Acomb should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future?



## Your vision of Front Street in the future - Full List

Attractive / nice appearance / improved appearance	30%
Flowers / plants / greenery / trees	25%
Seating / benches / more seating / a seating area	25%
Safe / less ASB / police presence / street wardens	25%
Pedestrianised area / no traffic	20%
Independent shops / businesses / cafes etc.	20%
Variety of shops	20%
Like Bishopthorpe Road / like some aspects of Bishopthorpe Road	15%
Community feel / community involvement	10%
Events / community events	10%
Markets / regular markets / speciality markets (e.g. farmers)	10%
Variety of cafes, restaurants or places to eat	10%
Evening economy / places open in the evenings / bars / restaurants	10%
Clean / tidy / no litter / well kept	10%
Better parking including disabled parking	10%
Community space / outdoors space / space for events etc.	10%
Like Haxby / like some aspect of Haxby	5%
Like another named place / like some aspect of another place	5%
Cafe or restaurant with outside seating	5%
A destination / a nice place to visit and spend time in	5%
Modern / up to date	5%

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Base: Businesses = 20 , Q: We want local businesses to help us to understand what Front Street, Acomb should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future?



## Your vision of Front Street in the future - Full List (continued)

More upmarket / less cheap / bargain	5%
Good pavements / repaired pavements	5%
Cycle lanes / better cycle routes / provision for cyclists	5%
Street food / food stalls / pop-up food stalls	5%
Fewer of some types of shop or business (e.g. charity shops, bookmakers)	5%
Support / encouragement for businesses & the area	5%
Other	35%

### Other includes:

- Front Street, particularly the gated area needs to be completely free of parking
- Better lighting
- York Council need to make it more attractive for small local independent businesses to move into the area.
- The link between area A and B goes via a busy round about and junction and needs better access for pedestrians.
- Need more publicity of how good Acomb is with free parking
- Better roads (fill in the pot holes)
- Better communication about market dates.
- I really love the Christmas decorations that go up each year

96

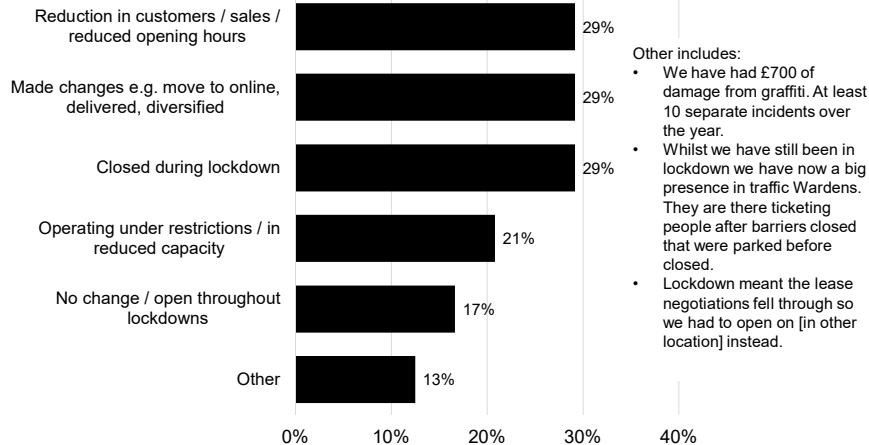
Base: Businesses = 20 , Q: We want local businesses to help us to understand what Front Street, Acomb should look like in the future. Please use the space below to tell us what your vision of Front Street is in the future?





## 29% had reductions in customers, sales or opening hours, 29% made changes and 29% closed during lockdown

### What has happened to your business during the COVID-19 pandemic?



Base: Businesses = 24 , Q: We are aware that COVID-19 has had a large impact on businesses in the Front Street area. Would you like to share any information with us about what has happened to your business, and what help you need to support recovery? What has happened to your business?



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## Help needed to support recovery is detailed below - 11% (2 business) stated they did not need help.

- Ability to stay open.
- Able to hold big sales events or others to encourage use of the function room and a large scale grant and a beer price freeze.
- Acomb needs signs juts like York has everywhere and hand sanitiser. We have ours both outside and in and general public use ours, which is good they are, but why are we paying for of for everyone? None on the street for Joe public.
- All restrictions and rules need to be lifted and businesses able to trade with a minimal involvement from the government
- Better communication with the community around self help
- Continued reduction of business rates by 100%
- COYC to support local businesses through rates relief and grants for those who were not eligible for SEISS
- Enable lower rents in the areas and business rates relief to make the area more affordable
- Help with marketing locally. We can work with local schools to provide tuition but so far have not managed to engage in discussion. We are an OFSED registered childcare provider and can accept childcare volunteers etc so our services really are accessible to all and will help young people to catch up.
- I've had some financial help from the government which has helped immensely
- If you could put some benches on the Green in front of my tea room that would be beyond amazing. Promoting Acomb in general in the press, not just front street.
- It would have been helpful to have had assistance with the cost of planning permission and building regulations inspection costs, as this was our survival plan to create a flat a change forced on us, otherwise the £10,000 grant covers 3 months of overheads. Furlough has been helpful but it doesn't cover the overheads of running a business outside of staff costs.
- More clients, advertising
- More publicity of how good Acomb is with free parking and attractive shops
- Publicity to let people know that we are open again.
- Socialising in an outdoor area.
- We need people to come and shop, to support local, so we need events, cafés, an open road and community activities to get them back. We need shops to work together like they do in areas such as Bisby Road.

Base: Businesses = 19 , Q: We are aware that COVID-19 has had a large impact on businesses in the Front Street area. Would you like to share any information with us about what has happened to your business, and what help you need to support recovery? What help do you need to support recovery?



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