

Co-op

Pete's Garage, The Parade, Millbrook, Torpoint

**Proposal to re-locate the Co-op convenience
store**

Community Survey Report

November 2021

1.0 Introduction

- 1.1. This report considers the community door-to-door survey undertaken regarding the proposal to relocate the Co-op Convenience store to Pete's Garage, The Parade, Millbrook, Torpoint, Cornwall. The survey took place on the doorstep in the residential areas close to the proposed development.
- 1.2. In total, 133 residents participated in this survey. Not every respondent answered every question. Therefore, percentage figures relate to the numbers who responded to each individual question, which varies.

2.0 Headline feedback to the community survey

- 2.1. The key findings were as follows:
- 2.2. 133 residents participated in the survey and responded to the questions about the proposed relocated Co-op convenience store, which is a good take-up level.
- 2.3. A very large majority of 103 (77.6%) residents can be classified as supportive of the proposals.
- 2.4. An overwhelming majority of 106 (84.1%) residents stated that they would be 'likely' to use the new store.
- 2.5. Less than half of residents (49.5%) said that the existing shopping provision was 'good'. The majority of residents felt that the existing local shopping provision was either 'ok' (41%), or 'poor' (9.5%).
- 2.6. A large number of residents are already using the existing Co-op and the independent stores in Millbrook for their top-up shopping and even for their main shopping.
- 2.7. A large majority of respondents are driving out of Millbrook to do their main food shopping at a variety of supermarkets.
- 2.8. Most people (76.6%) travel on foot for their top-up shopping locally.

3.0 The approach to the door-to-door outreach survey

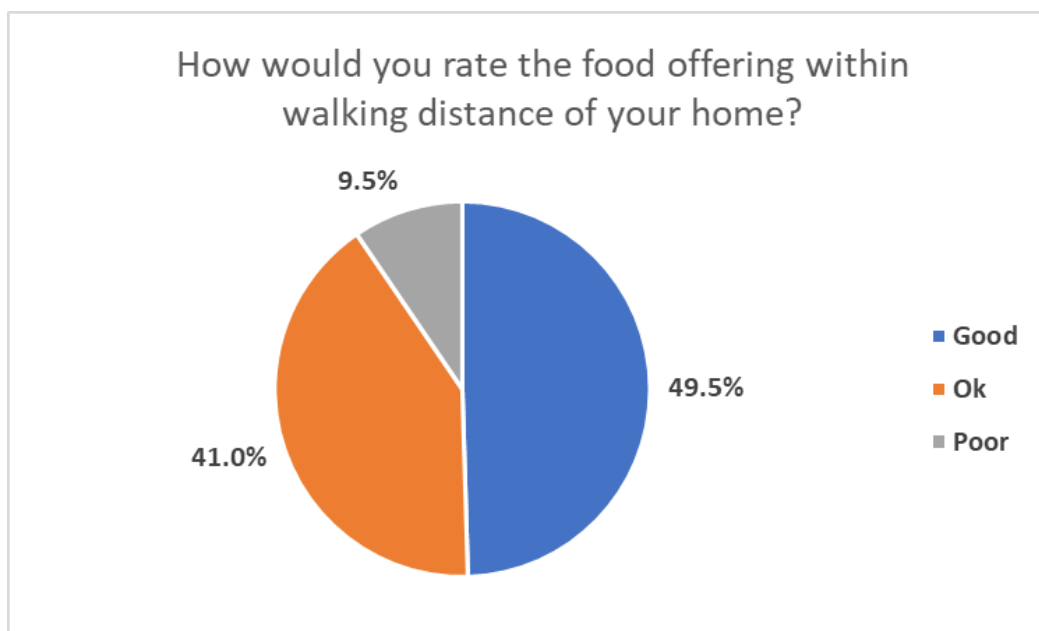
- 3.1. Using its expertise, Instinctif Partners analysed the detail of the project including the type of development, the location and history of the site and the composition of its neighbours.
- 3.2. Following this analysis, it was decided that the most effective way of understanding the views of the community would be through a door-to-door outreach survey programme.

- 3.3. We feel that it is fair to say that in general, people only tend to proactively attend public consultation events when they feel strongly about a planning application, hence views expressed at such events by attendees do not necessarily reflect the views of a community as a whole. It was felt that the outreach survey would be more likely to record the views of the 'silent majority' of people and those living closest to the site.
- 3.4. Instinctif Partners selected an area surrounding the site to focus its door-to-door engagement. A map detailing the roads that were included in the survey can be seen in Appendix 1.
- 3.5. The engagement took the form of a brief survey, designed to quickly capture the views of residents on the key issues. If a resident was not aware of Co-op's proposal, Instinctif Partners would explain the proposal. Images were also available to view.
- 3.6. The survey included the following questions:
- **How would you rate the current food offering for choice within a walking distance of your home?**
 - 1- Good
 - 2- Ok
 - 3- Poor
 - **How likely is it that you would use a Co-op convenience store on this site?**
 - 1- Likely
 - 2- Maybe
 - 3- Unlikely
 - **Where do you do your food shopping?**
 - a) For your main big food shop?
 - a. How do you travel there?
 - b) For your smaller shops between major shops?
 - a. How do you travel there?
 - **How supportive are you of the proposal as a whole?**
 - 1- Supportive
 - 2- Relatively supportive
 - 3- No strong feelings either way
 - 4- Relatively against
 - 5- Against
- 3.7. Instinctif Partners conducted the survey over 2 days on the 1st and 2nd of November 2021 with the aim of speaking to as many residents as possible. As best practice dictates, this was carried out throughout the day and into the evening. The vast majority of households which had a resident at home were willing to participate in the survey. In total 133 residents participated.
- 3.8. Instinctif Partners has conducted many surveys for a wide range of clients from both the public and private sector and can confirm that 133 respondents from a local area in a survey of this nature gives an accurate representation of very local views.

4.0 Door-to-door Outreach Results

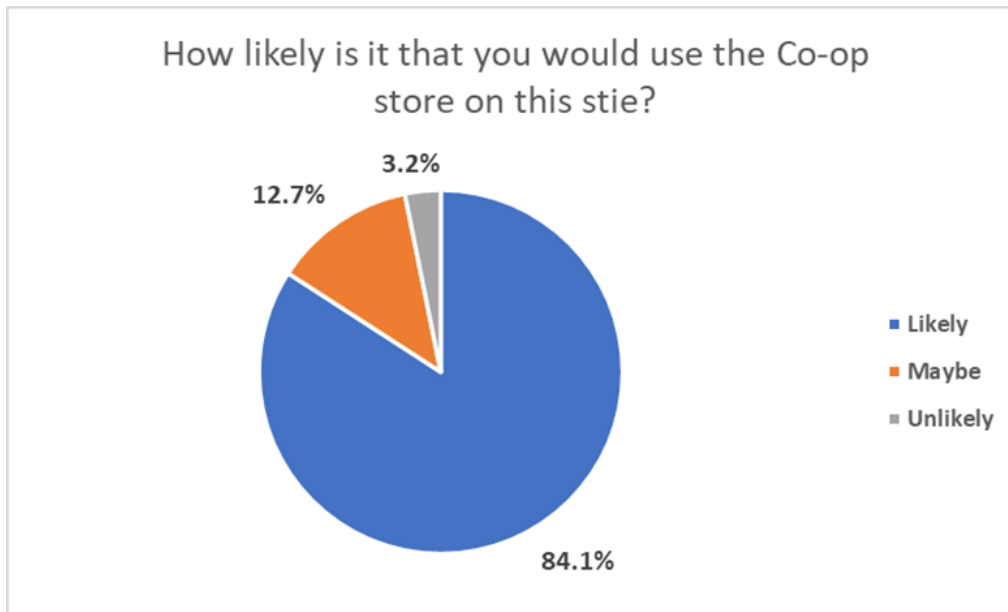
Rating of the existing food offering

- 4.1. 105 people answered this question. Anecdotally, there was support for the existing Co-op but also there was certainly a desire for an improved offer, especially the increased shopping space and greater range of produce proposed.
- 4.2. Less than half of respondents, 52 (49.5%), said that they rated the current food offering for choice within a walking distance of their home as 'good'. The majority of residents felt the provision was either 'ok', 43 respondents (41%) or 'poor' (9.5%). A chart of the results for this question is below:



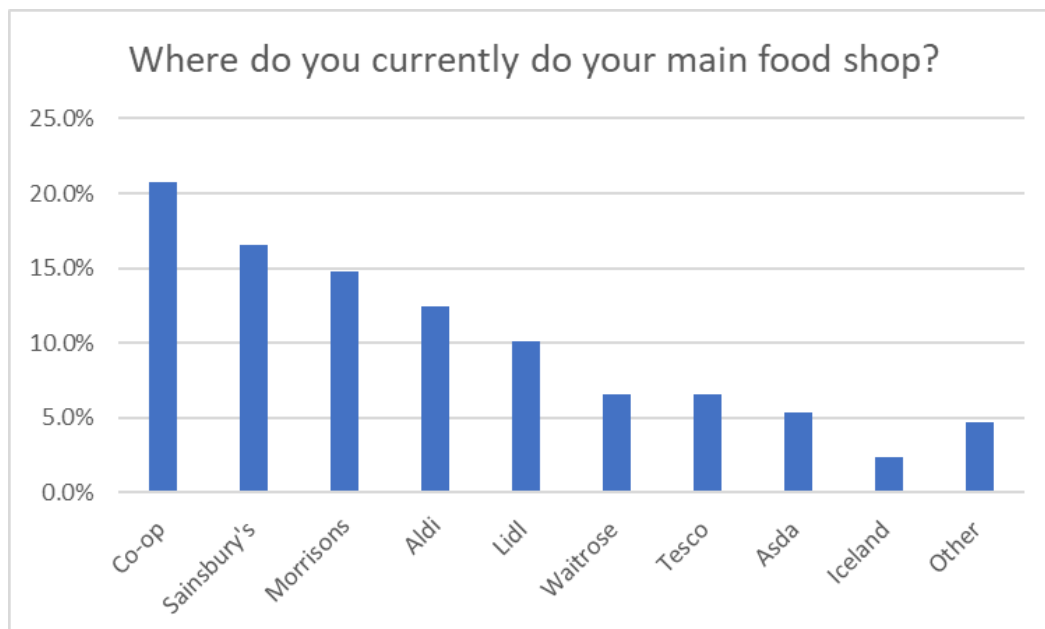
Likelihood of using a Co-op store on this site in the future

- 4.3. 126 respondents gave a view on this question, with an overwhelming majority of 106 (84.1%) stating that they would be 'likely' to use the new store.
- 4.4. Just 4 respondents (3.2%) said that they were unlikely to use the new Co-op store. A total of 16 respondents to the question (12.7%) said that they may use a relocated Co-op store on that site. A full chart of results for this question is below:

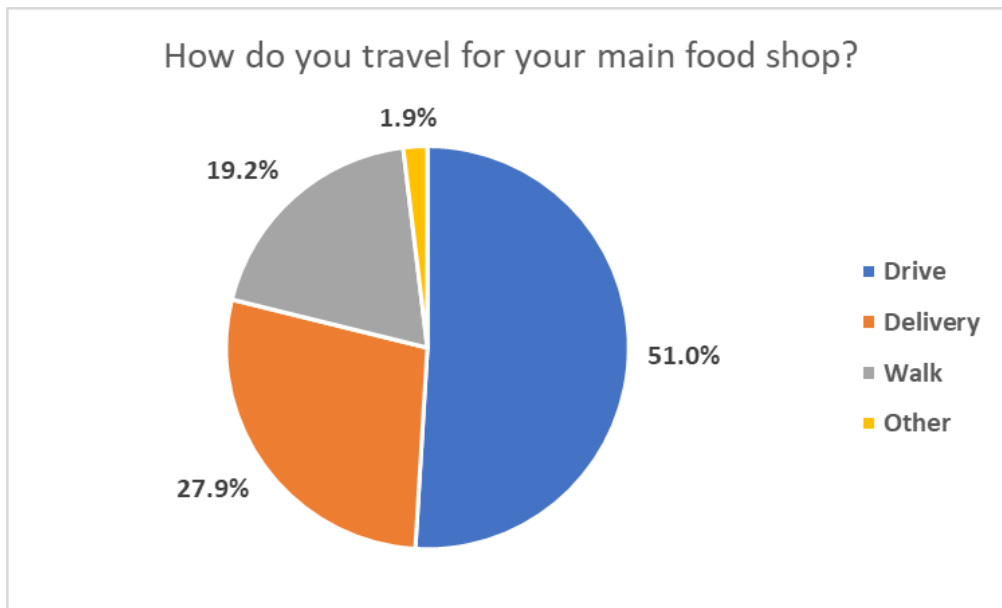


Current main food stores and smaller food stores

4.5. For the main shop, several people shop at multiple stores and so several answers were recorded. The most common answer was the existing Co-op which was named by 35 (20.7%) respondents. This illustrates that many people stay within Millbrook even for their main shopping and are quite reliant on the provision locally. Other common answers were Sainsbury’s (16.6%), Morrisons (14.8%) Aldi, (12.4%) and Lidl (10.1%).

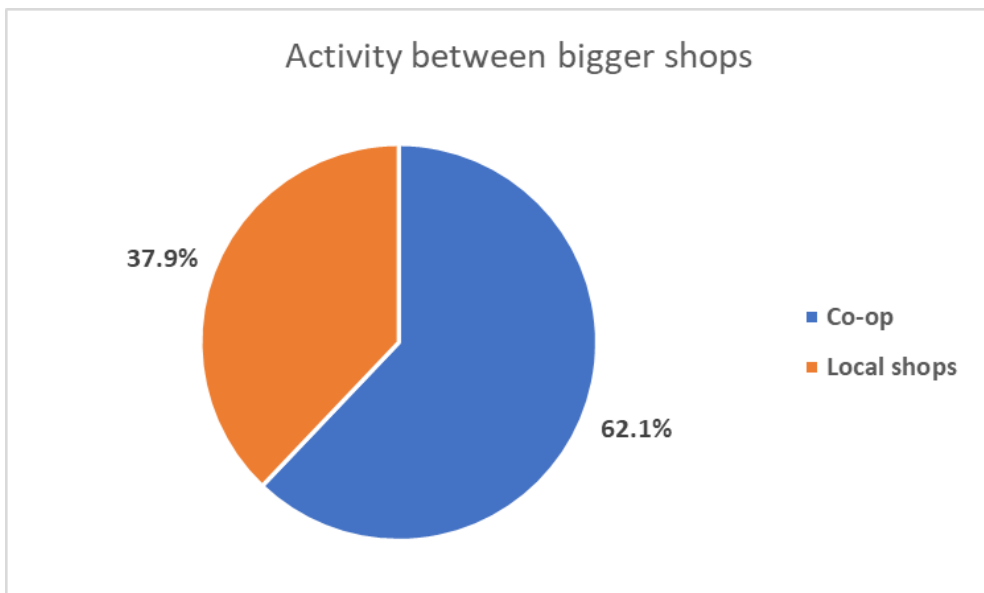


4.6. The majority of people, (51%) are driving for their main food shopping. The majority of the remainder, (27.9%) have their food delivered. Only a small proportion (19.2%) of people said they walk.

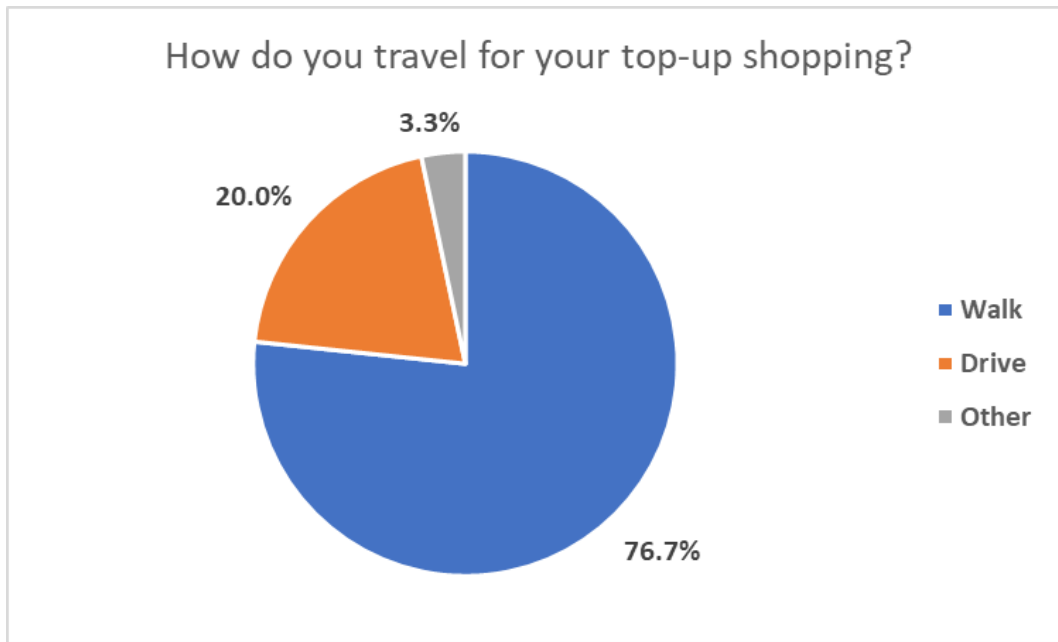


4.7. Some residents in Millbrook were unable to properly answer the question about their top-up shopping as they felt they did not do any top-up shopping and sometimes already used convenience stores like the existing Co-op for their main food shop.

4.8. For residents who did conduct shopping in between bigger shops, a majority of 59 answers (62.1%) indicated that they were using the existing Co-op store between their big shops. The remaining 36 (37.9%) answers were for the other independent stores in Millbrook, with many people answering that they used both.



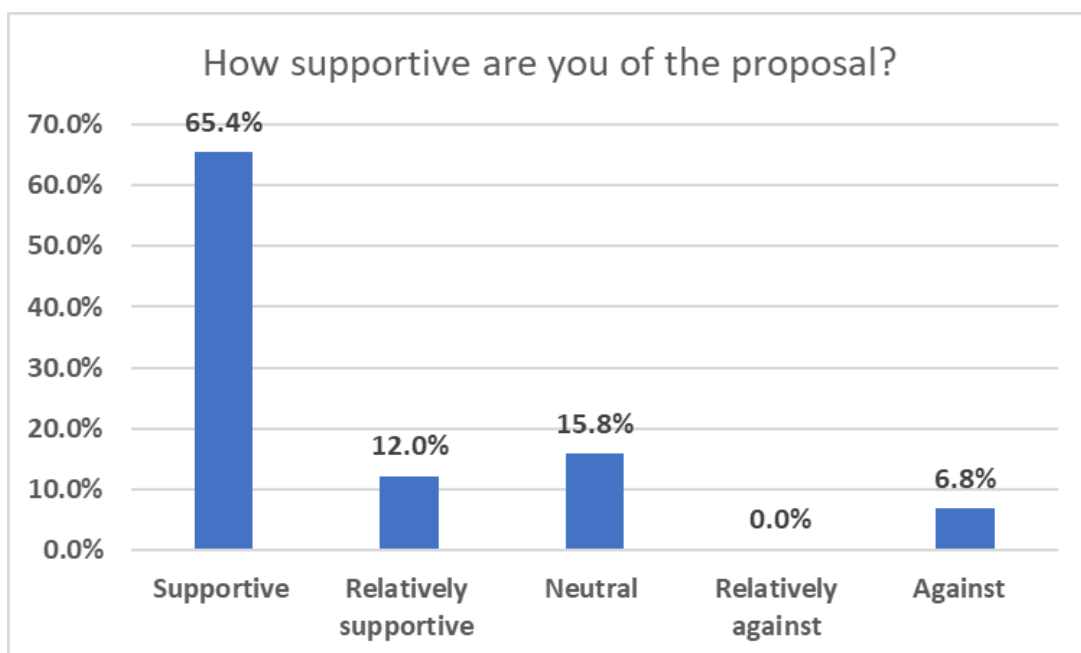
4.9. The majority of people who responded to the question about their top-up shopping said that they travel for this shopping on foot with 69 (76.7%) indicating this. A further 18 (20%) said they were driving for their shopping in between big shops. A very small proportion of people cycle or use a bus.



Support for the new store

4.10. Overall, 133 respondents gave a view on this question. A majority of 87 residents (65.6%) were supportive of the proposals. A further 16 residents (12%) were relatively supportive. This means that 103 (77.6%) residents can be classified as generally supportive of the application.

4.11. Only 9 residents (6.7%) of people surveyed were unsupportive or relatively unsupportive of the proposal. A total of 21 residents (15.8%) were neutral. This means that an overwhelming 116 (93.7%) respondents were either supportive or neutral regarding the proposal. A full graph of the feedback for this question is below.



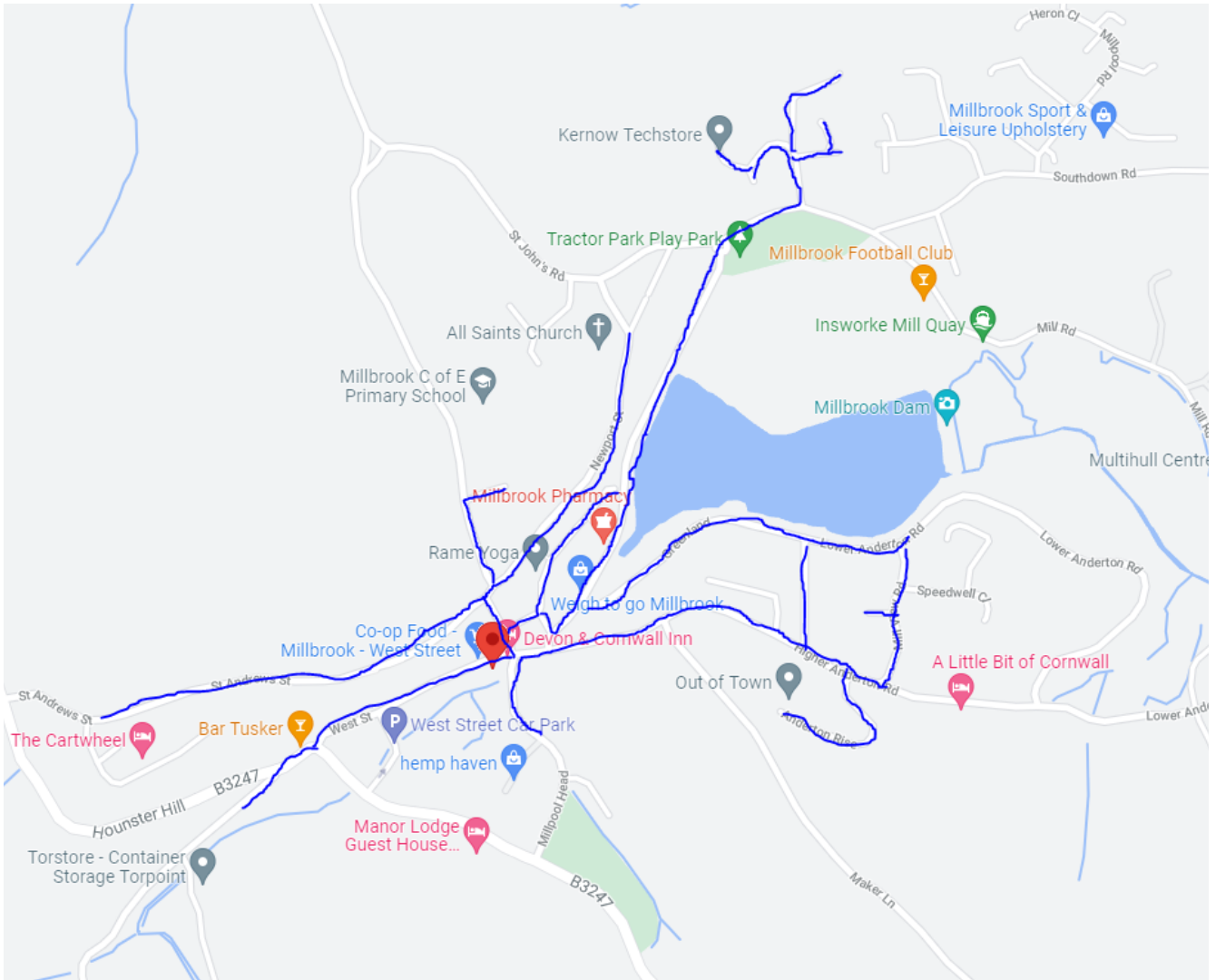
- 4.12. Those who supported the proposed new store expressed views that the Co-op is a popular brand and that the larger store would offer increased variety and convenience locally.
- 4.13. There were some residents who explicitly referenced the need for the Co-op to have a bigger size store with wider aisles than the existing site. This was especially true for the disabled, those with pushchairs and those concerned about social distancing.

5.0 Summary & Conclusions

- 5.1. 133 residents participated in the survey and responded to the questions about the proposed new Co-op convenience store, which is a good take-up level.
- 5.2. A very large majority of 103 (77.6%) residents can be classified as supportive of the proposals.
- 5.3. An overwhelming majority of 106 (84.1%) respondents stated that they would be 'likely' to use the new store.
- 5.4. Residents were roughly divided between those saying that the existing local shopping provision was 'good' (49.5%) or 'ok' (41%) with few respondents (9.5%) rating it as 'poor'.
- 5.5. A large number of residents are already using the existing Co-op and the independent stores in Millbrook for their top-up shopping and even for their main shopping.
- 5.6. A large majority of respondents are driving out of Millbrook to do their main food shopping at a variety of supermarkets.
- 5.7. Most people (76.6%) travel on foot for their top-up shopping locally.

Appendix

Appendix 1 – Door-to-door outreach area map



Areas highlighted blue were door-knocked.