

## **Crewkerne Business Survey**

ABCD (A Better Crewkerne & District) worked with SSDC to survey the businesses in the town. The purpose of the survey was to establish what issues are important to the businesses, and to identify projects / actions which will support the business community

Two business surveys were carried out; one focused on the town centre businesses and the other focused on businesses located elsewhere in the town. This was done because it was recognised that the issues relating to the town centre businesses would be slightly different.

A printed survey was delivered to 105 businesses in the town centre and a member of SSDC staff went back 2 weeks later to pick up completed copies. 50 town centre surveys were completed giving a response rate of 48%.

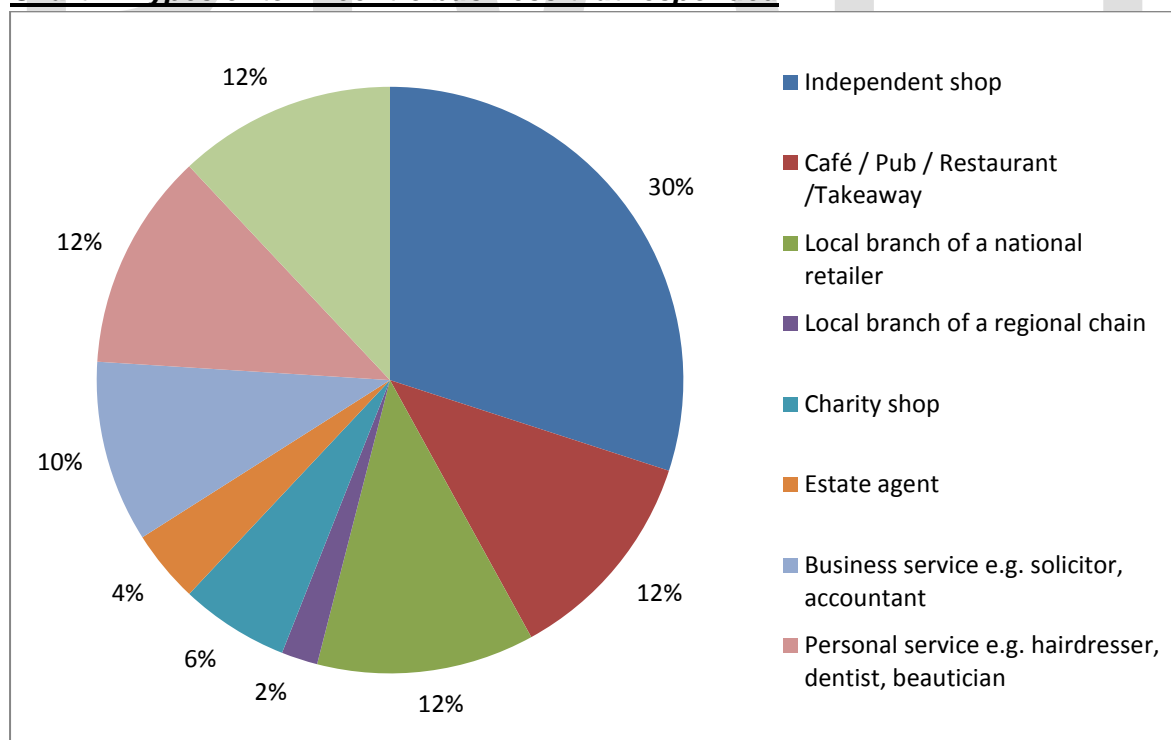
An online survey was sent out to 24 businesses via email from SSDC and the Chamber of Commerce also sent out a link to their members, 20 businesses completed the survey online.

Altogether 70 businesses responded to one of the two surveys.

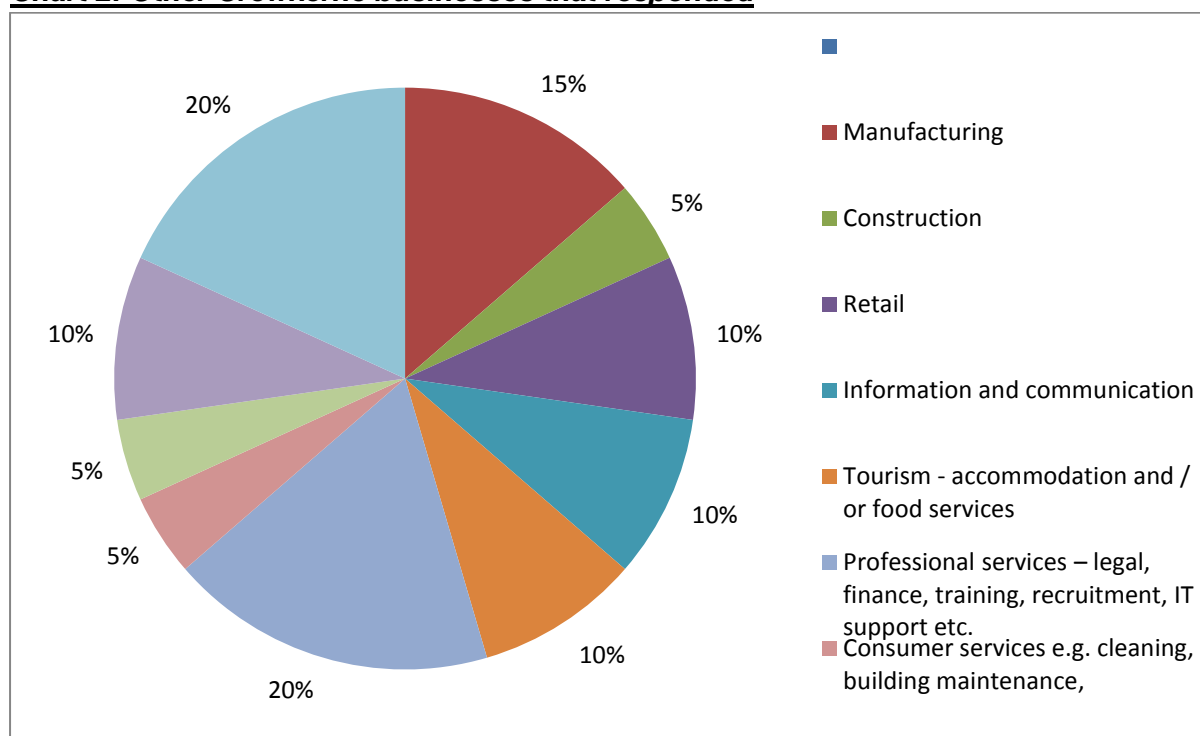
### **About the businesses that responded**

A good mix of businesses are represented in the survey. Charts 1 and 2 show the types of businesses that responded to each survey.

**Chart 1: Types of town centre business that responded**

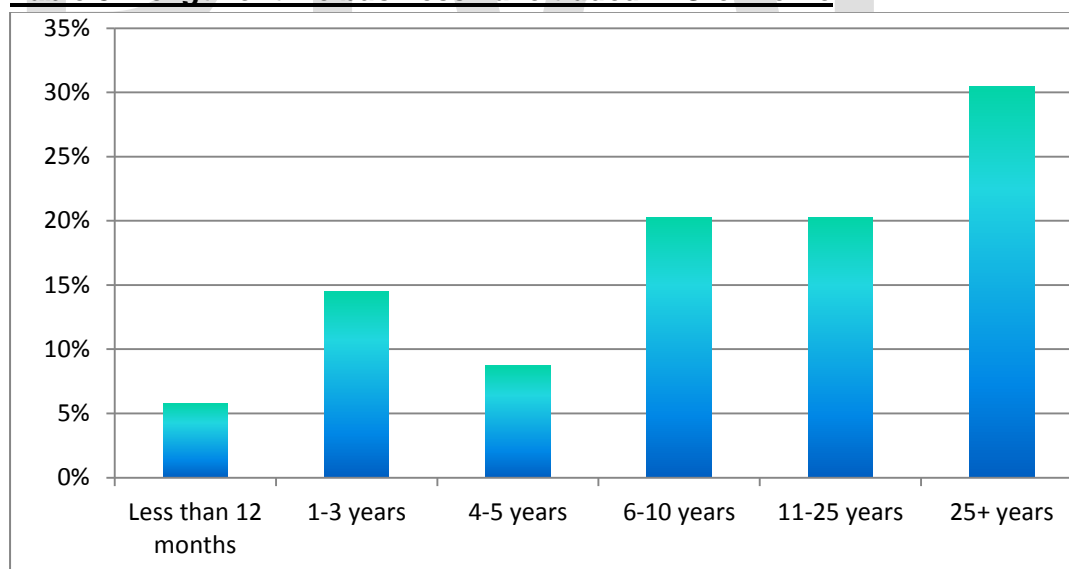


**Chart 2: Other Crewkerne businesses that responded**



The length of time those businesses have traded in Crewkerne also varied. Chart 3 shows that 31% of the businesses have been operating in the town over 25 years.

**Table 3: Length of time business have traded in Crewkerne**



Businesses were asked for the 3 key reasons why they were based in Crewkerne, the most popular reasons given were:

- Owner lives in or close to Crewkerne
- An established business that has been in the town a long time
- Good community with loyal customer base

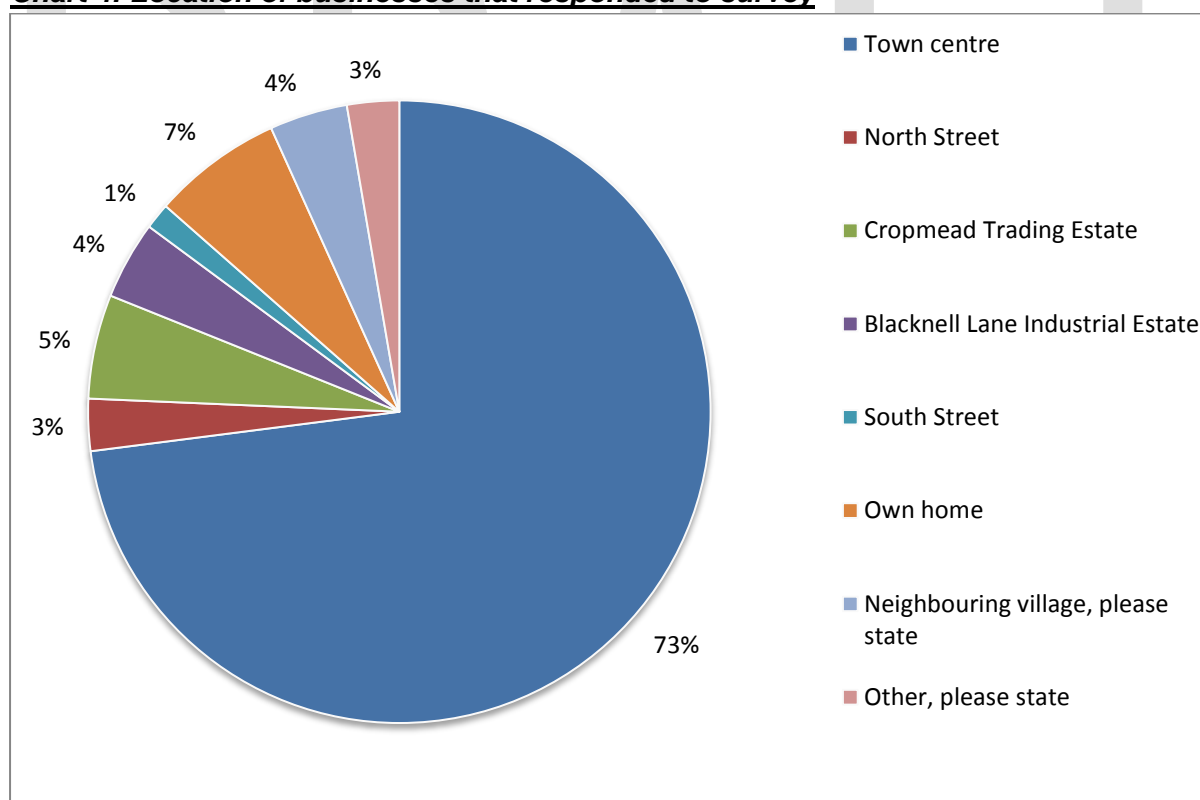
Other reasons include:

- Quality of life
- Only shop like it so no direct competition
- Affordable with reasonable rents
- Availability of premises
- Access to public transport
- Existing antique shops

### Businesses premises and location

Although the majority of respondents are located in the town centre, Chart 4 shows that the other businesses are spread around the town. One person is located at Misterton and those that stated other were either based at home, provided a service in their client's homes or were based in the town centre.

**Chart 4: Location of businesses that responded to survey**



The town centre businesses were specifically asked to rate the town centre against a number of factors that can influence how a business and shoppers feel about the town.

Table 5 shows that respondents scored the friendly feel of the place, safety, shoppers car parks and cleanliness of the streets the highest.

The top 3 concerns for businesses are on street parking, long stay parking for workers and the convenience for deliveries.

**Table 5: How businesses rate aspects of the town centre**

	Good	OK	Poor	Response total
Access by public transport	19% (9)	58% (28)	23% (11)	48
Variety of shops	10% (5)	53% (26)	37% (18)	49
On street parking	4% (2)	40% (19)	56% (27)	48
Shoppers car parks	23% (11)	69% (33)	8% (4)	48
Cleanliness of streets	23% (11)	67% (32)	10% (5)	48
Overall look and appeal of shopping areas	14% (7)	71% (35)	14% (7)	49
Friendly feel to the place	46% (22)	52% (25)	2% (1)	48
Signage	19% (9)	69% (33)	12% (6)	48
Pedestrian flow	25% (12)	60% (29)	15% (7)	48
Long stay car parking for workers	17% (8)	35% (16)	48% (22)	46
Convenience for delivery	2% (1)	53% (24)	44% (20)	45
Safety	13% (6)	81% (38)	6% (3)	47

### Business premises

The respondents run their businesses from a range of buildings. Those in the town centre operate mainly from shops, with a few in offices. Those located away from the town centre operate from an assortment of buildings including a factory, a warehouse, purpose built office, retail unit, workshop or their own home.

The businesses were then asked to rate a variety of factors relating to their premises and the impact it has on their business operation.

Chart 6 shows that generally businesses are satisfied with most aspects of their premises

In particular the location of the premises and the image it projects about the business was good or satisfactory for the majority.

The out of town businesses are less satisfied with the area surrounding their property with 4 businesses based on the Cropmead trading estate saying they are dissatisfied.

Parking for staff is an issue for 35% of business located out of town and 44% (19) of town centre based businesses.

Parking for customers is considered an issue for 24 (55%) of town centre businesses

**Chart 6: satisfaction with business premises**

	<b>Very satisfied</b>		<b>Satisfied</b>		<b>Not satisfied</b>	
	<i>Town centre</i>	<i>Other</i>	<i>Town centre</i>	<i>Other</i>	<i>Town centre</i>	<i>Other</i>
Location	28	11	17	8	3	1
Local facilities	19	3	25	10	4	2
Image the property projects about your business	21	6	24	10	3	1
Security	14	5	30	14	2	0
Image the street projects about your business	9	2	33	10	6	5
Parking for staff	6	5	18	6	19	7
Parking for customers	4	5	16	5	24	7
Suitability for the purpose of the business	15	7	31	10	1	3
Access to public transport	8	4	34	5	6	7
Shop frontage	24	n/a	18	n/a	5	n/a
Road access	n/a	7	n/a	7	n/a	5

#### **Future needs of premises**

The businesses located away from the town centre were asked if they envisaged outgrowing or needing to relocate their business in the next 2 years.

9 business said they think they will need new premises; of those 3 are in manufacturing, 1 in construction, 2 in retail, 2 in information & communication, 1 in arts, crafts & leisure, 1 in health care and 1 in education.

Of those 9 businesses, 6 are looking to recruit more staff and the other 3 **may** recruit more staff

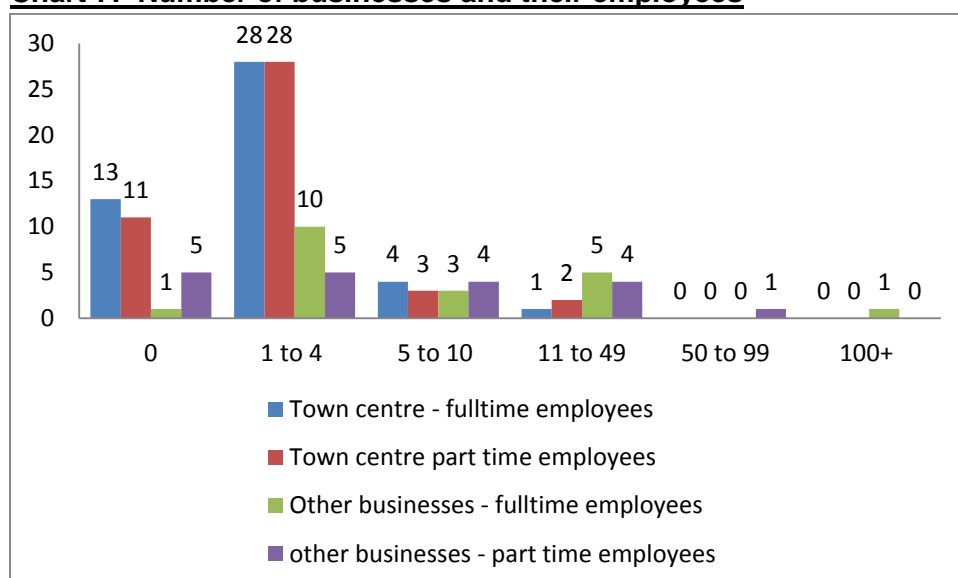
Only 1 of the home based businesses envisages outgrowing their home and needing to get new work premises, they would be seeking an affordable office.

#### **Staffing**

Chart 7 shows that the majority of businesses that responded to this survey employ small numbers of staff.

Waitrose supermarket and businesses located on the Blacknell / Cropmead trading estates employ the highest number of staff.

**Chart 7: Number of businesses and their employees**



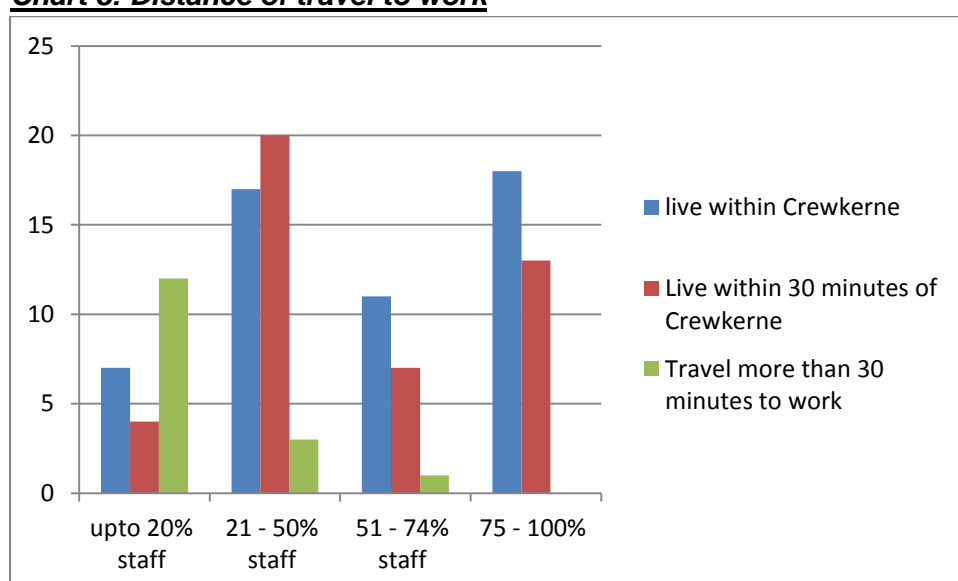
8 of the businesses have experienced difficulty recruiting staff in the past 2 years. The main reason given was finding people with the skills they required.

When asked if they are looking to recruit staff over the next 2 years, 10 of the businesses said yes and 2 said maybe. Between then they want to recruit 20 part time staff and 46 full time staff. The business sectors that wish to recruit more people are 3 in manufacturing, 2 in retail, 1 in Professional services, 1 in tourism, 2 in health & care and 1 in education.

### Staff travel to work

Chart 8 below shows that the majority of staff live within or close to Crewkerne.

**Chart 8: Distance of travel to work**



## Connectivity and IT

Having a digital presence is considered to be a necessity in today's business world.

All the businesses were asked if they have an online presence.

- 81% (38) of the town centre based businesses do and
- 95% (18) of the other Crewkerne businesses

Businesses were asked what use they make of online technology in their day to day working operations.

It can be seen from Table 9 that a significant number of businesses are using information technology on a day to day basis. The out of town businesses are particularly high users of web based technology.

**Chart 9: Use of web based technology**

	<b>town centre</b>	<b>other</b>
web based storage	9 (26%)	9 (47%)
web based / cloud management systems	3 (9%)	6 (32%)
video / tele conferencing	6 (18%)	4 (21%)
online advertising	19 (56%)	8 (42%)
e-commerce / online trading	9 (26%)	4 (21%)
online business banking	19 (56%)	17 (89%)
website hosting	6 (18%)	10 (53%)
website browsing	12 (35%)	9 (47%)
remote access to teleworking & networks	4 (12%)	7 (37%)

Businesses from across the town and from a wide variety of sectors experience difficulty with broadband speeds or connection, 35 businesses (50%) provided comments about the poor service, with typical remarks being:

- Broadband very slow and detrimental to successful trading
- We had to invest in satellite to get any kind of signal
- Card machine does not always connect

Reaction to mobile phone connectivity was similar with 44 (63%) of respondents complaining of variable reception. Again the businesses responding are based in various locations around the town, typical comments include:

- Very poor on our site in South Street
- Very poor network strength in town
- Struggle to get phone reception in some parts of the shop

## Marketing and Promotion

The Businesses without a town centre presence were asked where the main market was for their product / service

**Chart 10: Main market for businesses located away from Crewkerne town centre**

	Number of businesses
Crewkerne	5 (25%)
South Somerset	6 (30%)
Somerset	1 (5%)
South West England	3 (15%)
National	10 (50%)
International	2 (10%)

Those companies trading either nationally or internationally are mainly based in Blacknell / Cropmead trading estate or at home.

To attract customers outside of Crewkerne companies need to market themselves beyond the town. Businesses were asked how they currently promote themselves, the chart below shows the methods they use.

**Chart 11: Marketing methods**

Promotional method	Number of businesses
Adverts in local press	37.5% (18)
Fliers / leaflets	42% (20)
Internet advertising	58% (28)
Adverts on local radion	15% (7)
Adverts in specialist publications	31% (15)
Rely on word of mouth and recommendation	92% (44)
Other	12.5% (6)

The other methods used are social media, A boards, parish magazine, passing trade and camra.

Businesses were then asked how they promote themselves via the internet; Chart 12 highlights the channels they use.

**Table 12: Online promotion**

	Town centre businesses		Other business	
	number	%	number	%
Own website – for information	32	82%	17	89%
Own website – to sell	14	36%	3	16%
Facebook	31	79%	13	68%
Linked In	7	18%	4	21%
Twitter	20	51%	10	53%
Other	6	15%	5	26%

The other onsite channels used include Etsy, Instagram, Tripadvisor, Pintrest, professional organisations websites, Antique atlas website and Rightmove.

All the businesses were asked if they would be interested in working with other businesses and organisations on a marketing project that promotes the whole town and its businesses.

- 13 said Yes (10 of which are town centre based)
- 25 said No
- 25 said possibly

All the businesses were asked if they would be willing to make a financial contribution towards a joint marketing project.

- 2 said yes (both town centre based)
- 33 said no, and
- 31 said possibly

### **Town centre events**

Events are a way of increasing footfall in the town centre.

The town centre based businesses were asked if there should be more events and specialist markets in the town to attract greater footfall. 87% (40 businesses) said there should be more events whereas 6 felt there should not be any more.

The businesses were asked to suggest ideas for future events, 18 people responded with most of them suggesting specialist markets e.g. continental markets, artisan markets, indoor market in Budgens, antiques fair, flower day or food festival (local producers), Bigger once a year local produce market

Other comments included:

- Shame farmers market was moved out of Falkland square
- It makes traffic flow even worse
- Street carnival, food festival, beer festival and live music

Town centre businesses were asked if they would be willing to provide other forms of support to those people and organisations that put on events.

Table 13 highlights that there are businesses in the town that are willing to get involved in some way.

**Chart 13: interest in supporting town centre events**

	<b>Yes</b>	<b>No</b>
Provide a window display	41	6
Display posters and fliers	34	9
Promote via social media	22	16
Provide a prize for a fundraising raffle	33	13
Contribute some funds	13	24
Provide some volunteer time to help run the event	10	26
Provide some volunteer time to help organise the event	11	26

Support to businesses can come in a variety of forms including networking events, advice and providing dedicated business space for new or existing businesses.

Businesses can also support each other locally by purchasing the goods and services they need to run their business, from other local businesses.

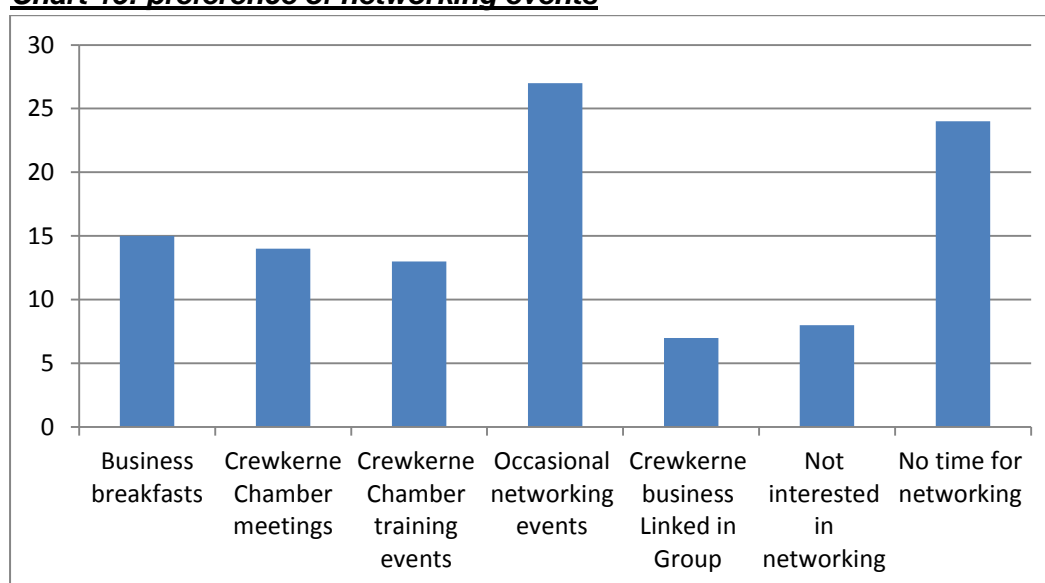
***Table 14: Business purchases from other local businesses***

	Regularly	Sometimes	Never	Response Total
<b>Catering</b>	7 (12%)	16 (27%)	37 (62%)	60
<b>Accommodation</b>	4 (7%)	11 (19%)	43 (58%)	58
<b>Business Services</b>	9 (15%)	16 (27%)	34 (58%)	59
<b>Marketing Services</b>	3 (5%)	11 (19%)	45 (76%)	59
<b>IT Services</b>	9 (15%)	12 (20%)	39 (65%)	60
<b>Sundry Supplies</b>	19 (30%)	19 (30%)	26 (41%)	64
<b>Meeting Rooms</b>	3 (5%)	8 (15%)	44 (80%)	55

### Networking

Respondents were asked if they are interested in networking with other businesses and their preferred way to network. 62 businesses responded to this question, it was mainly town centre based businesses that said they have no time for networking. Occasional networking events were favoured by both the town centre businesses and those located elsewhere and Chart X highlights that

***Chart 15: preference of networking events***



## Business Hub

Crewkerne Chamber wants to gauge how much interest there would be in the town for a business hub providing a variety of services to support businesses. Respondents were asked whether they would be willing to pay for and use a number of business related services

**Chart 16: Interest in the services of a business hub**

	Out of town	Town centre
Individual Office Space - to access during office hours	0	0
Co-Working - unlimited access to co-working hot desks during working hours, includes a small storage locker	2 (15%)	0
Hot Desks - available during week day working hours, charged dependent on time required	2 (15%)	0
Virtual Office - use of the address and a dedicated mailbox accessible from 9-5. With parcels taken by arrangement	1 (8%)	1 (9%)
Networked Virtual Office	1 (8%)	2 (18%)
Business advice and grants	5 (38%)	6 (55%)
Meeting rooms	5 (38%)	2 (18%)

Table 16 shows that the greatest level of interest is in meeting rooms and business advice.

Altogether there are 3 home based businesses and 1 town centre that have any interest in work space. One of those home based businesses is interested in co-working space, hot desking, a virtual office and a networked virtual office.

## **Improving the local economy**

All respondents were asked to provide 2 suggestions that they felt would make the strongest contribution towards improving the economic performance of the town.

Altogether 51 businesses responded; their comments mainly covered issues relating to parking, traffic flow, marketing, business support and ways to make Crewkerne attractive (see Appendix A for all the comments).

## **ABCD Priorities / Projects**

Respondents were given a list of potential business related projects / activities and asked which 3 ABCD should focus on.

The results in table 17 highlight the respondents priorities

**Chart 17: Project priorities**

Project	Out of town	Town centre
Attracting new businesses into town	68% (1 <sup>st</sup> )	85% (1 <sup>st</sup> )
Online promotion & marketing of town	47% (2 <sup>nd</sup> )	63% (2 <sup>nd</sup> )
Broadband –	42% (3 <sup>rd</sup> )	33% (4 <sup>th</sup> )
Start up units for new businesses	36% (4 <sup>th</sup> )	0%
Signage with the town	26% (5 <sup>th</sup> )	43% (3 <sup>rd</sup> )
More relevant information to businesses	21% (6 <sup>th</sup> )	24% (5 <sup>th</sup> )
Job Club	16% (7 <sup>th</sup> )	15% (6 <sup>th</sup> )

It is clear from the above table that attracting new businesses along with online promotion and marketing of the town is considered the top 2 priorities for both town centre businesses and those based away from the town centre.

There is slightly more interest in improving broadband from the businesses located outside of the town centre. This is likely to be because they carry out more of their business activities online, so are more reliant on the internet and the need for a good broadband connection.

#### **Further comments**

All respondents were given the opportunity to make further comments 28 (40%) businesses responded see Appendix B)

The majority of the comments repeated issues already covered elsewhere such as traffic flow, parking and the need for better marketing and promotion.

#### **Appendix A: - suggestions to strengthen Crewkerne's economy**

##### **Parking and transport**

- Free parking for more than half an hour for shoppers other than those going to Waitrose.(homeworker)
- Expand parking space in town. There are still limited spaces in a town for this size, and it impacts (alongside the above point) when people make a decision whether or not to do business in the town (homeworker).
- Better traffic management and business parking in and around Crewkerne (homeworker) .
- Create free parking areas (town centre based business)
- Better traffic management and business parking in and around Crewkerne (town centre based business)
- Free customer parking (town centre business)
- Free parking (town centre)
- Better road access into estate (Cropmead business)
- Traffic (town centre business)
- Better parking, traffic flow and public transport (but I have no idea how to combine all three without demolishing the town and starting again) (town centre business)
- Free car parking (town centre business)

- Free parking like Ilminster – it put people off coming here (town centre business)
- Prices and free parking for customers eg disabled ramps for easy access for disabled that can't manage steps to enter shops (town centre business)
- More car parks (town centre business)
- Free car parking at strategic events (town centre business)
- Reduce through traffic and make town centre free of lorries (town centre business)
- Free parking (town centre business)
- Sort out the one way system (town centre business)
- More parking and pedestrian crossings in all major roads to make it safer (town centre business)
- Improved traffic flow and customer parking in the town centre (town centre business)
- More free short stay parking (town centre business)
- Having days / weekends for free parking to attract people into the town (town centre business)
- Stop closing off market Square for a non-existing market on Wednesday. (town centre business)
- Better parking and don't move the bus stop to Market Street (town centre business)
- Create more parking areas and what happened about the East street purchase (town centre business)
- Traffic flow and parking (town centre business)
- Build a bypass (town centre business)
- Better transport links – roads (Blacknell / Cropmead)
- Ease town centre congestion by moving industry and employment land to the A356 north of Crewkerne. (business not based in town centre)
- In the short term widen the exit from Blacknell Lane to enable traffic to create 2 lanes; one to turn left and one to turn right (business not based in town centre).
- Free short term parking and an unloading section in market Street so lorries don't block up the flow of traffic (home based business)
- Improve transport links between Chard and Crewkerne to further aid people to visit their neighbouring town and assist people to find work (town centre business)
- Sort the access into the main business estate (Blacknell / Cropmead business)
- Control and restrict the parking at the entrance to Blacknell Lane. The parked vehicles from domestic properties and several small companies is causing serious problems for larger companies further into the estate that require lorry and large vehicle deliveries and collections (Blacknell / Cropmead business).

#### Marketing / promotion

- The hours of the Tourist Information Office could definitely be improved to be open all day every Saturday, when tourists are most likely to be visiting the town, looking to find out what to do with their day (homeworker).
- More opportunities for local businesses to market themselves (town centre based business)
- More promotion and marketing of Crewkerne (town centre business)
- Promote the town as a destination centre for antiques, food specialisms. Promote the market to sellers / potential stall holders. [www.the.greatbritishhighstreet.co.uk](http://www.the.greatbritishhighstreet.co.uk) (Town centre business)

- Better marketing when events are held (town centre business)
- Map with shops and businesses shown, if there isn't one already (town centre business)
- Better promotion of Crewkerne as a destination market town, through encouraging pride in its history etc. Promotion of Crewkerne itself focusing on its many individual businesses instead of the usual chains (town centre business)
- Working together to promote Crewkerne as a historic town and stop off point for many great local tourist spots (town centre business)
- Keep independent a point of difference. Promote local and support local (town centre business)
- Having more markets, events etc so people visit Crewkerne (town centre business)
- Promotion of Crewkerne as a tourist attraction (town centre business)
- More advertising online and signage in the street (town centre business)

#### Making Crewkerne attractive

- Less charity shops, bigger variety of shops and potential for more places to eat in the evenings (town centre based business)
- Town Folly (town centre home based business)
- Attract more businesses NOT charity shops/estate agents (town centre business)
- Make Crewkerne a nice place to visit (Cropmead / blacknell )
- We don't need many charity shops and food shops. We need bigger shops which more people can be employed, like B&Q, Screwfix or other plumbing shops or like bigger pubs. I think we need more industrial (Town centre business)
- Less charity shops – more businesses (town centre business)
- Please help something open in the old Budgen store (town centre business)
- Bring farmers market back to Falkland Square and other markets during the summer months (town centre business)
- Make it a nice place for people to visit. Currently the shop fronts look dirty and unloved. The broken window in Gresham books is an eyesore. Most of the brickwork on the shops fronts is dirty, if money could be found to clean the brick work that would really brighten up Market Street (not the councils responsibility I know). The secret must be to make it a nice place for people to visit, currently there are several eateries, but are there any decent pubs in Crewkerne.....if the George could be turned into a Wetherspoons....As for Co-op / Budgens unit, that will soon become an eyesore and needs to be filled quickly. My idea would be for an indoor market like the Antiques Centre on Kitt Hill (Cropmead Business)
- Encouraging a more vibrant nightlife as currently I feel there is little the town has to offer in the evenings therefore people go to Yeovil or elsewhere to spend money. (town centre business)
- Bypassing the town and developing the High Street into a pedestrianised shopping destination (Cropmead / Blacknell Business)
- Improve cleanliness in the town centre (town centre business)
- Ensure the outside of shops (even those that are empty) are kept looking attractive (town centre business)
- Increased footfall (town centre business)

### Connectivity

- Broadband and reliable mobile phone signal (homeworker)

### Business support

- Reducing certain rents and discouraging absentee (uncaring) landlords. Reducing rates (town centre business)
- Business rate relief for new start-up companies (town centre business)
- Funding to encourage businesses to run business projects and innovations (homeworker)
- Business events (Town centre based)
- More businesses, events to attract more businesses (Town centre business)
- Better quality and availability of industrial type buildings (Cropmead / Blacknell Business)
- Creating more affordable business space within the town (Cropmead / Blacknell Business)

### Misc

- Local and Regional Partnerships- Businesses working together to ensure maximum performance, and to eradicate the constant repetition of same/similar types of businesses ie all the antiques shops- all very well in one sense, for tourists and antique hunters, however not so good for local people who have limited shopping experience on their own doorstep and who then have to go elsewhere for many basic shopping needs (homeworker) .
- I liken Crewkerne to Chard, where I was president of the chamber of trade. Whilst businesses were keen to talk about growth, expansion and new opportunities, the local council and to a certain extent the district council, were very parochial in their outlook. Until Crewkerne casts off this negative, cosy, thought process, nothing will happen as usual. (homeworker)
  - More businesses employing people (town centre business)
  - Keep drinking off the streets (Town centre business)
  - Stop having roadworks (town centre business)
  - Start building the houses to attract more families to the town and with it the link road to ease congestion (town centre business)
  - Stop the street market in Victoria Square, traffic disruption all day Wednesday for a Bridport bakery(town centre business)
  - Provide larger business premises – work with businesses to plan future requirements (Cropmead / Blacknell Business).
  - Increased housing and business premises (town centre business)
  - Major investment and expansion of the Blacknell Lane Ind. Estate with better access to and from the estate and a link road (Cropmead / Blacknell Lane business)

## **Appendix B- Further comments**

### Traffic and transport

- Zebra crossing between James & Old Gresham Books

- Traffic throughout town can be chaotic at times, for example the bollards opposite Gresham Books can cause problems for lorries to get round, especially when someone is parked by St Margarets shop. The traffic problem can put people off coming into Crewkerne (customers have said this for themselves). SO sorting the traffic problem will need definitely help the local economy
- Need to sort out the traffic congestion
- Free parking
- Traffic is a major issue.
  1. Prevent vehicles from parking outside Crewkerne Antiques Centre and Nationwide. This is dangerous and causes unnecessary delays. It needs to be policed.
  2. Bring forward the CLR scheme.
  3. Move all industry to the north side of Crewkerne along the A356, thereby removing unnecessary traffic from the ancient streets of Crewkerne.
- Pedestrian crossing too slow and not frequent enough
- Improve and increase number of opportunistic car parking on the roadside – the main car parks are mainly for supermarkets at the expense of local shops. Make pavements pedestrian friendly – improving surfaces, import drainage (when it rains huge puddles occur in the kerbside drenching pedestrians. Increase number of pedestrian crossings.
- Improve bus services from local villages which have been cut (business sponsorship, Waitrose, Lidl and Costa)
- Not enough space – parking for customers
- Infrequent buses – access to public transport
- Zebra crossing between James and old Gresham Books
- Parking is limited in the town for customers
- Traffic throughout the town can be chaotic at times, for example the bollards opposite Gresham books can cause problems for lorries to get round, especially when someone is parked by St Margarets shop. The traffic problem can put people off coming into Crewkerne (customers have said this themselves). So sorting out the traffic problem will definitely help the local economy.
- Parking for customers – have to use Waitrose or side streets

#### Business premises and sites

- There is a distinct lack of small business units in Crewkerne, even when compared to Martock, Ilminster and Yeovil. We would like to invest and buy a suitable unit for our purposes but have looked further afield to fulfill our needs
- It would appear that the Blacknell Lane Industrial Estate is being taken for granted and without the items mentioned above companies such as ours who employ many staff will be looking to move to a town that has a better equipped trading estate.
- Do not let any more developers build swathes of housing without creating more places to work, learn, shop and relax. Crewkerne must not become a dormitory town.
- Due to the serious problems at the entrance to Blacknell lane industrial estate Companies will not wish to either set up or wish to continue on this estate!
- Reduce business rates for small shop owners

### Promotion, marketing and events

- Strong promotion of local businesses for local people. Local businesses and services are just as good, if not better than going to the big nationwide companies, as we have a better understanding of what is required locally.
- I think holding events like the farmers market out of the town centre is of no benefit to the shops and businesses in Crewkerne
- Expensive sign board sited by the public library - information very out of date
- Tesco (landowner of Falkland Square) would well afford to keep the Farmers Market in the Square. The Farmers Market should NOT be pushed out of the town. It's an OUTRAGE.
- Need more events to draw people into the town
- Late night shopping
- Visit Somerset website shows poor photos – railway station etc
- Crewkernetown.org this site maybe hacked. Things to do in Crewkerne needs updating, needs improving. If you google what to do in Crewkerne there are no Crewkerne events listed.
- Farmers market has moved and not seen by passing traffic. Falkland Square is dead.
- I think holding events like the farmers market out of the town centre is of no benefit to shops and businesses in Crewkerne
- More could be done to encourage market traders. There are MANY websites available to help promote small towns.
- Expensive sign board sited by the public library – information very out of date
- Moving the farmers market was a big mistake. They should be back in Falkland Square. The Wednesday market needs promoting. We would love to see more events in Falkland Square that encourages businesses to work together.

### Look of town

- Need to fill the empty shops, especially Budgens and the old bookshop which looks very run down but is a focal point / premises in the town.
- Too many charity shops and food outlets. Need to cater for other needs to attract custom

### Misc

- Crewkerne lacks 4G and mobile signal in outer lying villages is almost non existent this impacts homeworkers. Look at offering preferential rates to businesses to entice them to the town etc. Work with the various business groups to support businesses start-up, running or struggling. Homeworkers do not fit in most of the questions being asked
- Lack of confidence in the town council has resulted in lethargy, coupled with a 36% rise in rates, people are more concerned about holding onto what they have than looking to the future. As for the roads, a simple one-way system for Market Street MUST be in place before the key site comes in stream.
- I use the local bank to help keep it open n.b. Glastonbury, Lyme Regis
- We are very happy with the way our business has grown, getting an outstanding rating from our regulatory authority - the Care Quality Commission - and setting up a new business opened only last week - Good to Go in the Market Square. Crewkerne

is our choice of town as key members who own and work in the businesses are  
Crewkerne residents

DRAFT