

Westwood Cross survey



Background

A survey was carried out with shoppers at Westwood Cross this summer to find out what they like about the centre, what they would like to see improved and to assess whether leisure shopping habits have changed during the two years Westwood Cross has been open. The survey was carried out alongside Kent County Council research to look at shopping and spending habits in the county.

Methodology

- 625 people were interviewed onsite at Westwood Cross during July 2007
- Interviews were split evenly between weekday and weekend shifts, and were carried out at different times during the day
- JB Market Research Services were commissioned to carry out the interviews

Summary of results

Shopping habits:

Most people tended to shop at Westwood Cross more than once a week. Their main reasons for visiting were for leisure shopping or browsing and the length of their stay was generally between one to two hours.

Since Westwood Cross has opened over half of respondents go to Canterbury either less or far less frequently.

Respondents were also asked how often they now shop in the Thanet town centres of Margate, Ramsgate and Broadstairs since Westwood Cross opened. The majority of respondents, almost 60%, stated they never shopped there anyway, 22% shop there the same amount as before, 18% shop there less frequently and 2% shop in the towns more frequently.

Travel:

The top two ways for people to travel to Westwood Cross were by car, as stated by over 80% of respondents, and by bus, as indicated by 13%.

When asked how easy or difficult people found getting there, 85% stated it was either very or quite easy, 11% found it either very or quite difficult and 4% found it neither easy nor difficult.

Likes:

When asked the one thing that people particularly liked about Westwood Cross, the top answers were the range of shops, free parking and being near to home. When asked to rate the facility overall, 90% of those surveyed stated they thought it was either very or quite good.

Improvements:

When asked to name one improvement they would like to see at Westwood Cross the most popular responses were a better choice of shops, to make the facility under cover and nothing.

The town centres:

When asked the one thing people particularly liked about each of the town centres in Thanet the top answers were; Primark, being near to the beach and nothing for Margate, the harbour, specialist shops and pedestrianisation for Ramsgate and the beach, specialist shops and cafes/restaurants for Broadstairs.

When asked the one thing that would improve their shopping visits to each of the town centres the top responses were; more shops, free/more convenient parking and regeneration for Margate, more shops, free/more convenient parking and nothing for Ramsgate and free/more convenient parking, more shops and nothing for Broadstairs.

The next step

Results have been fed back to Planning Managers at Thanet District Council and Kent County Council and to managers at Westwood Cross to inform future retail planning in Thanet.

Further information

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