



Survey Results

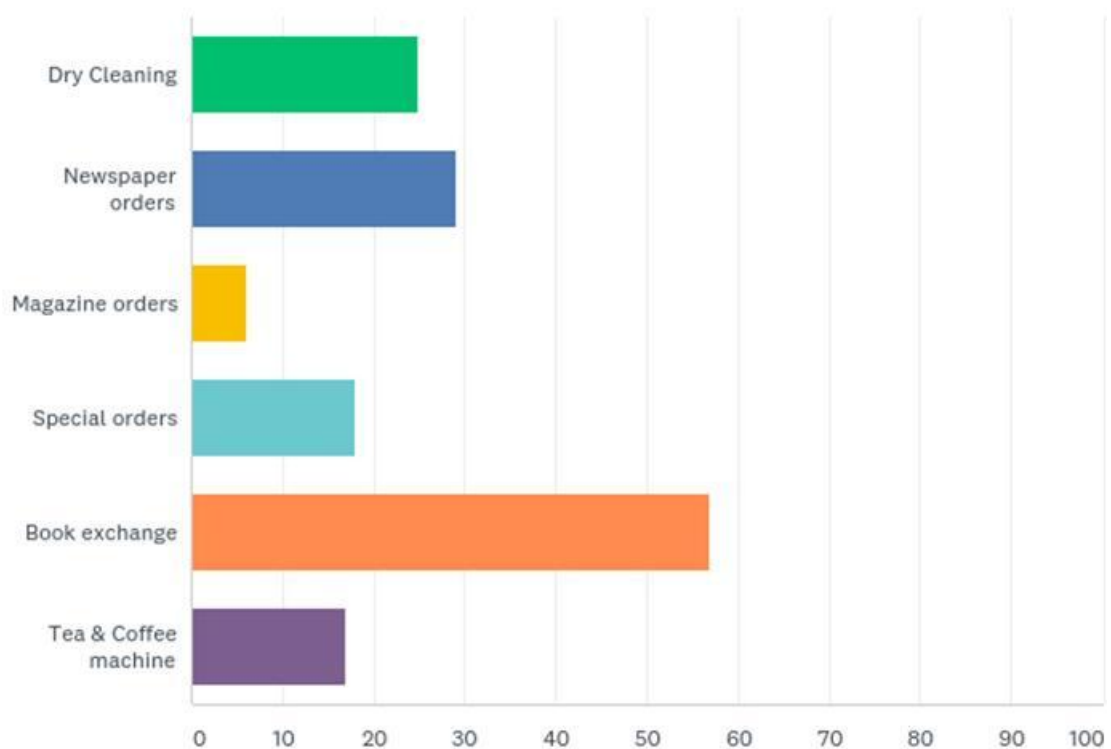
The survey was distributed with the leaflet drop and was also distributed online via Facebook and the Shop's web page.

105 responses were received (approximately 50% from the paper survey and 50% from the online survey). They have been combined to give the results below.

In the graphs below, the figures are the absolute figures not percentages.

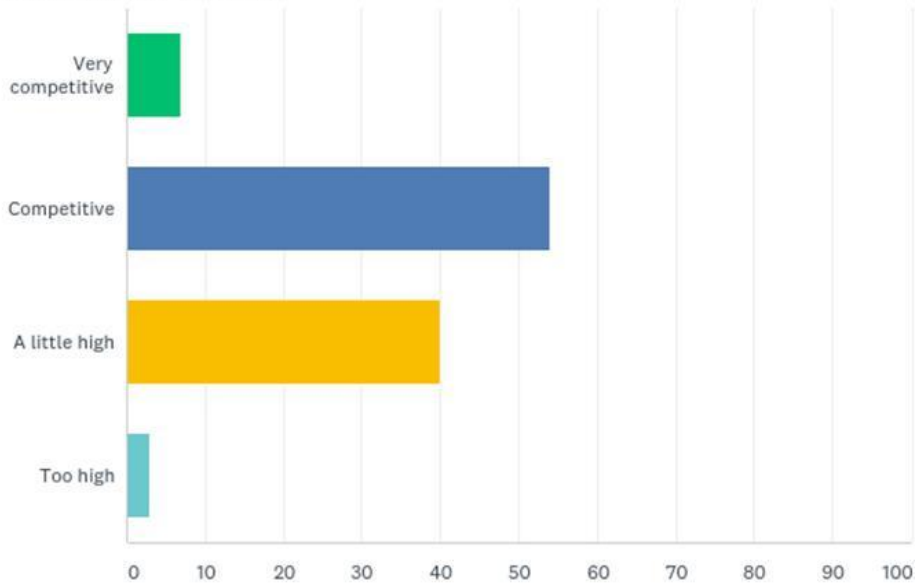
Q1: Which of the following services that we offer do you use?

Answered: 77 Skipped: 28



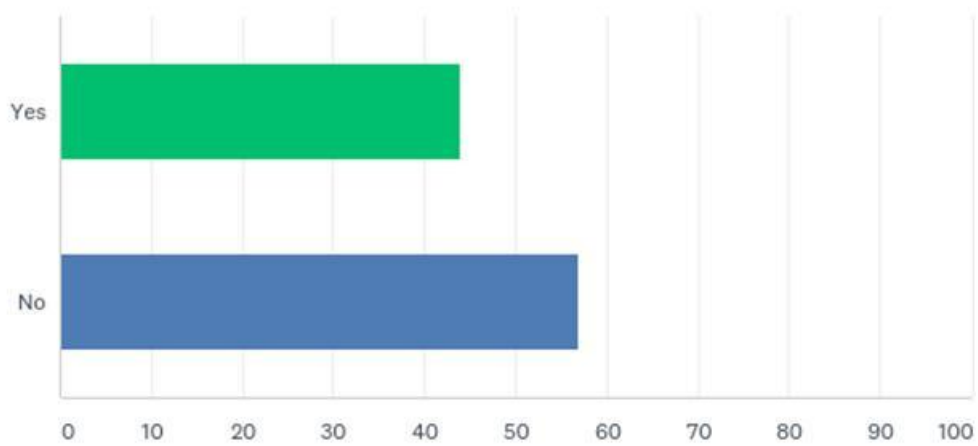
Q2: How competitive do you find our prices?

Answered: 104 Skipped: 1



Q3: Would you buy more from us if we were cheaper?

Answered: 101 Skipped: 4



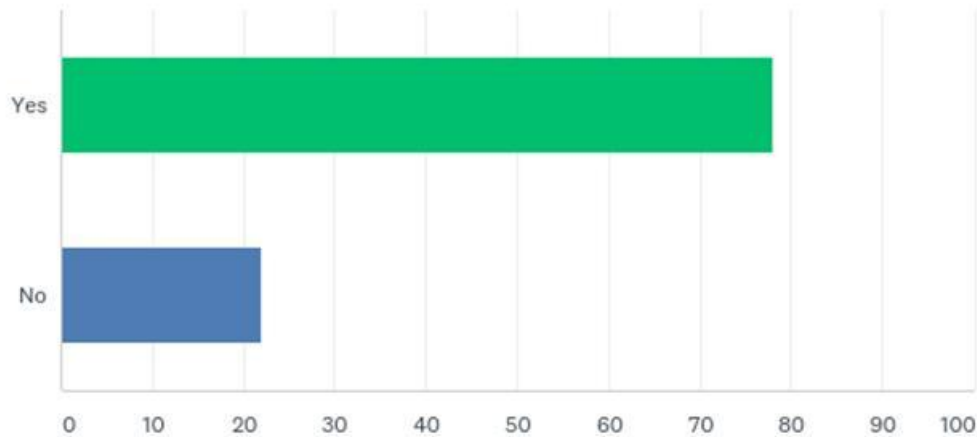
Q3: Summary of the comments "would you buy more from us if cheaper"

Fruit & Veg	Organic	Bulk items	Bread	Milk	Dairy (inc Yogurts)	Eggs	Cheese	Meats	Fish
10	1	3	5	3	4	1	3	3	1

Pies	Deli	Groceries	Treats	Rice/Pasta	Soups	Cereal	Tea	Cleaning Products	Canned drinks
2	3	7	1	1	1	1	1	1	1

Q4: Do you feel the shop stocks all of the items you would like to buy from a community shop?

Answered: 100 Skipped: 5



Q4: Additional items identified:

Fruit & Veg

- blueberries
- Better selection
- More fresh fruit
- Vegetables/fruit

Frozen

- Frozen Veg
- frozen fish (no batter)
- More frozen items
- I have realised that for single people like me (and maybe for couples too) frozen vegetables are more economical and allow more variety than fresh vegetables with their short shelf life. If freezer space could be found, then comparatively priced frozen veg, strongly promoted with a leaflet to every customer could produce a boost to sales

Organic

- More organic x2
- Organic Whole milk x2
- Fresh Organic Vegetables
- Organic butter
- organic lettuce

Bread

- Wraps
- Freshly baked bread
- wholemeal bread

- Crumpets
- Toast thick crusty loaf bread
- Naan breads
- More fresh bread - always seem to miss it!
- More breads.
- decent bread (artisan)

Baking/cooking

- Helen's gluten free sandwich bread mix
- sesame oil (stir fry oil)

Dairy (inc Yogurts)

- Muller light yoghurts
- Lower cholesterol spreads
- Low sugar yoghurts (e.g. weight watchers)
- More yoghurts
- block margarine

Meats

- Whole chicken
- Gammon joint
- Meat supply can be irregular especially at weekends when I am more likely to pop in to buy bacon, sausages etc.

Fish

- Better selection
- Fish

Pies

- Particularly like the local pies

Deli

- Smoked salmon
- Greater selection of continental meats
- cooked chicken piece
- Some Deli items e.g. organic olive oil, artichoke hearts, fig balsamic (for salad dressings) feta stuffed pepper
- Hummus
- falafels
- fresh pizzas

Groceries

- coffee pods
- Cordials
- wet wipes

Snacks

- KP salted peanuts/dry roasted peanuts
- Kettle Chips -large bags

Treats

- Galaxy Chocolate
- High quality chocolate
- Vegetarian sweets
- Honeycomb ice cream

Cakes

- Would like homemade cakes more often
- home made produce.
- More homemade cakes at the weekend
- More local produce - encourage locals to make jams/marmalade/cake

Tea

- Pukka Herbal Teas

Alcohol

- Beer
- wine
- Bottled wine
- Wine or Holy water!!!
- Alcohol
- Wine & Beer
- Alcohol

Cleaning Products

- Antibacterial laundry cleanser (Dettol or cheaper make)

Canned drinks

- lucozade sport

Other

- Lottery tickets
- Cigarettes
- fresh cut flowers

Q5: Are there any products that you would like us to improve the quality of?

- Fruit & Veg - 13 comments about the quality of the fruit and veg (predominantly comments about it being kept on the shelf too long and looking "tired")
- Bread: 1 comment about the size of the sliced bread and the fact that it doesn't fit into the toaster (too tall)
- Milk: 5 comments about the milk going off too quickly
- Cheese: 2 comments requesting better quality cheese (with Godminster being requested)
- Meat: 1 comment about the quality of meat - "I have not bought this since the shop stopped having meat from the Olveston butcher"
- Pies: 1 comment that pies not always in stock
- Deli items: 1 comment - " Ham seems watery - would like a drier, more home cooked texture"

Q6: Where do you do the majority of your grocery shopping? Why?

Various	Tesco	Ocado	M&S	Sainsburys	Waitrose	Asda	Aldi	Morrisons	Lidl
16	42	4	3	5	6	10	20	5	3

As anticipated, most of the reasons were price, range, offers and convenience of everything under one roof.

A few comments about the shop:

- We get all we can at the shop because its good quality, convenient and we like to support the shop
- Increasingly use the shop approx £150 +pm. Otherwise Tesco/ Waitrose for offers/ vouchers

A couple of people mentioned going to Tescos and Waitrose because of their Organic ranges

Q7: What percentage of your shopping is online for home delivery?

None	10%	25%	50%	75%	85%	>90%
28	6	1	3	6	4	9

Q8: What would encourage you to use the community shop more?

Several comments were made about the fact that people use it as much as they can (daily in some cases). 10 people commented that they would use it more if the prices were cheaper, and 5 said they expected to use it more as they got older.

Specific products

- Local quality produced products
- Fresh fish
- More variety of meats
- Cheaper drinks
- Special events. Perhaps sausage week, or bread week etc. Bring in more specialised local products.
- More very fresh home grown veg
- Organic dairy products
- Cheaper fresh bread
- I would come in much more frequently if I could buy organic milk from the shop. I'd love it if I could shop More quality special treat items.
- Sunday papers?
- I would be willing to place an order for organic vegetables in advance and collect on a prearranged date. I would come in especially for fresh items if I knew which day they would be delivered. I'm not interested in cakes and biscuits except for very occasional special occasions. I cannot rely on which veg will be available so it is sometimes easier just to get in the car and zoom to Tesco express. I'd like to use the shop more as I live very close. Maybe organic veg boxes could be stored outside on shelving. Leigh Court Farm is Bristol's nearest supplier it's out towards the airport. If there is local interest then they may do a weekly delivery (organised to meet pre-arranged orders and for customers to collect on the same day as delivery). <https://leighcourtfarm.org.uk/contact-us.html> Essential trading company can supply ethical and organic dried goods wholesale e.g porridge, rice, nuts, honey etc. https://essential-trading.coop/contact_new.aspx

Opening

- Earlier opening of the shop at the weekends
- Short opening on Sunday for ordered papers (we need to try and change our shopping habits to more frequent local shops)
- I work full time & so it is the opening hours really.
- If it were open later in the evening and later on Sat I appreciate that is not it's purpose and may not be good for its neighbours. I'm back from work around 7pm.
- I sometimes think a Sunday morning opening with Sunday papers for villagers, tea, coffee & cakes for passing cyclists may prove worthwhile, but appreciate that getting Sunday morning volunteers would be v v difficult

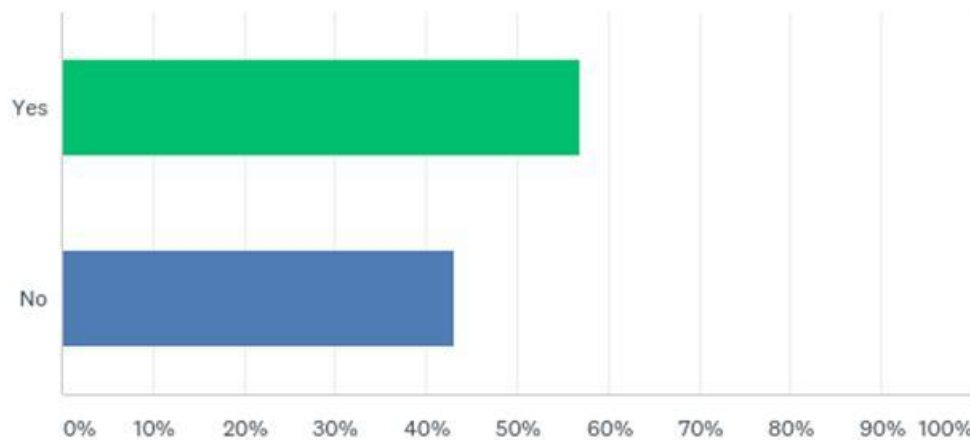
Facilities

- Sub-post office - 4 people mentioned this, plus parcel drop off for DPD, Hermes, Collect+ etc.

- Collection point for letters/small parcels that need a signature.
- It's quite difficult for me to get in with my pram so that puts me off going in sometimes
- DVD swap like the book swap
- Add conservatory for proper coffee/tea and put up colourful brollies in summer so it looks better. (2 people suggested)
- Would like free wifi for customers in the shop plus laptop/pc to access internet
- Possible discount on certain days if you spend more than a certain amount. Coupon in local magazine for discount on certain products. Blackboard outside with special offers on.
- Special day events (10% off fridge items?, Or 10% off bakery products?)
- A rota on display would be useful stating what "fresh" cakes are due in that week e.g. cheese scones - Monday Victoria sponge - Tuesday etc
- Social media.
- Special events or promotions.
- Newspaper delivery

Q9: If the shop stocked a limited supply of special ales and wine, would you purchase it?

Answered: 100 Skipped: 5

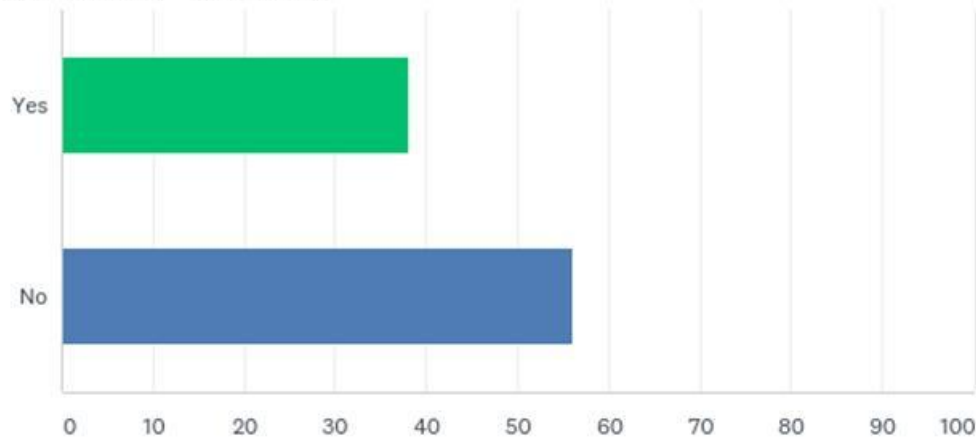


Some specific comments were made about the sale of alcohol in the comments section:

- Regarding stocking Ales and Wine. This concerns me as a volunteer as in some cases, this would involve asking for and maybe hassle from the customer. Also with alcohol on the premises, would this also be a reason to maybe potentially break-in to the premises!! Aldi/Tesco close by with longer opening hours - don't think it is necessary.
- I don't think selling alcohol is a good idea as it might attract burglaries !
- We would discourage the sale of alcohol because the shop in our previous village sold alcohol and it encouraged a great deal of litter (empty cans!) and became a noisy meeting point.

Q10: Would you consider volunteering at the shop

Answered: 94 Skipped: 11



There were no significant comments from this ... 2 people gave their name and telephone number - it will have reminded people that it's run by volunteers.

Q11: Other comments (any to do with quality, products or alcohol have been incorporated into the comments above)

- Children's busy times - how about taking a "tuck shop" into another room our outside perhaps so that everyone else isn't affected.
- If there was a way to make the shop a tiny bit more spacious that would be great but probably isn't possible
- Upgrade the shop and employ a member of staff to take on early duties and cleaning
- What about a shop uniform? Maybe something classic like straw boaters, slacks, shirt & tie. Maybe Angela could do cream tea and scones in the summer in the garden? How about competitions such as guess how many cream crackers Angela can eat in an hour?
- Maybe new tape on the floor because it looks worn and a bit tatty. Won't buy alcohol because I'm under 18

49 comments saying what an asset it is and thanking the volunteers and the committee.