

Economy

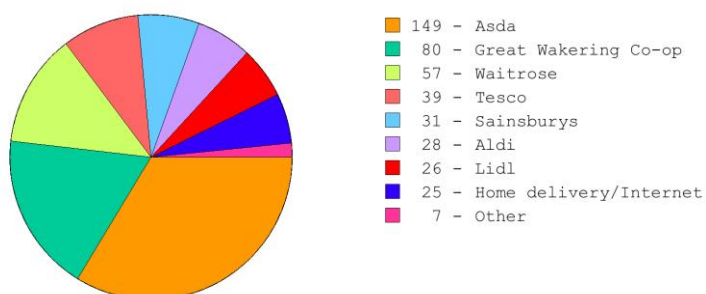
THE GREAT WAKERING
PARISH PLAN 2015

In this section we focus on local shops and shopping. 224 valid submissions were received on this topic.

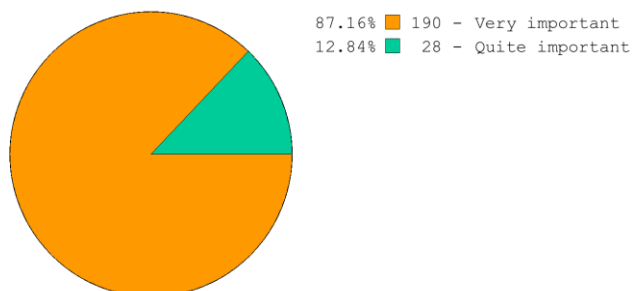
Overview: 87% of respondents feel that village shops are important – almost 75% use the village Post Office while 83% regularly use the Co-op. 66% of respondents shop at Asda.

Local shoppers enjoy convenient, friendly services and a sense of community interaction. The downside is apparently restricted options (no DIY shop, no fishmonger), less variety and higher prices. Approximately half of respondents feel that Village Fairs or a Market day would help the local economy. The Parish and District Council have been cited as potential champions to assist and guide further business development.

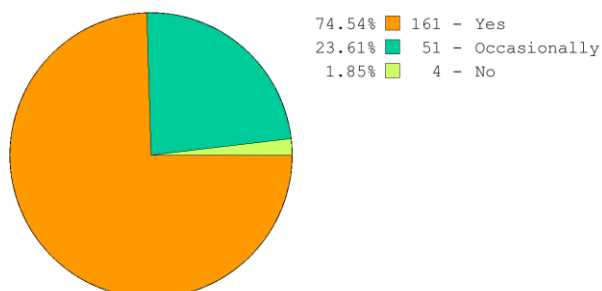
Where do you do your major food shop?



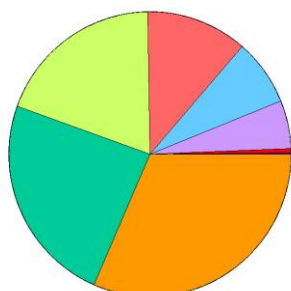
How important is it to have shops in the village?



Do you use the post office in Great Wakering?

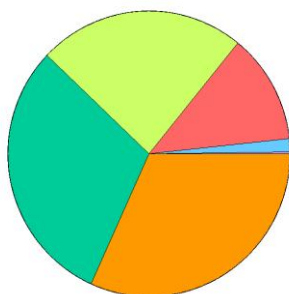


What do you think are the main benefits of using local shops (as opposed to large supermarkets etc.)?



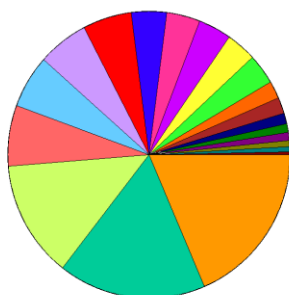
- 196 - More convenient
- 149 - More interaction with the local community
- 120 - Friendlier shopping environment
- 72 - Better service
- 47 - Better advice from shopkeepers
- 34 - Better quality of food
- 3 - Better prices
- 1 - Other

What do you think are the main disadvantages of using local shops?



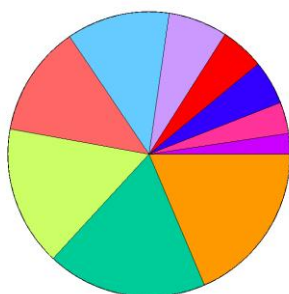
- 166 - Not possible to get everything you need in the village
- 159 - Higher prices
- 124 - Less variety of products/services
- 65 - Difficult to park
- 8 - Lower quality of products/services
- 1 - Less convenient

Which of these shops/services do you use regularly?



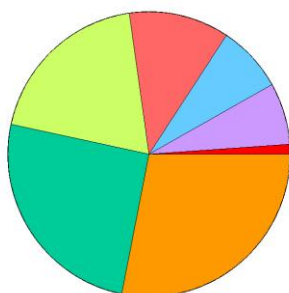
- 186 - Co-op
- 170 - Post Office
- 132 - Morley's Nursery
- 69 - Chip Shop
- 60 - Chinese Takeaway
- 58 - Butchers
- 56 - Hairdresser
- 41 - Local taxi firm
- 38 - Royal British Legion Club
- 38 - Garage/car repairs
- 35 - White Hart
- 34 - Exhibition Inn
- 20 - Red Lion
- 18 - Rose Inn
- 12 - Anchor
- 10 - Cupids Country Club
- 9 - Other
- 7 - Clothes shop
- 6 - Industrial estate/businesses
- 3 - Bread shop

What other businesses/services would you like to see?



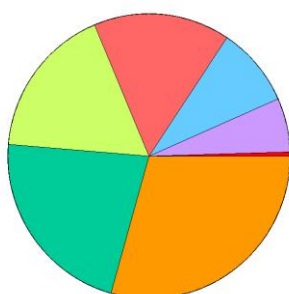
- 63 - Indian restaurant/takeaway
- 62 - DIY
- 54 - Fishmonger
- 43 - Other restaurant
- 40 - Arts/crafts shop
- 23 - Bookshop
- 17 - Off Licence
- 17 - Music/Video shop
- 12 - Other takeaway/fast food
- 8 - Other

How do you think we could attract more trade into the village?



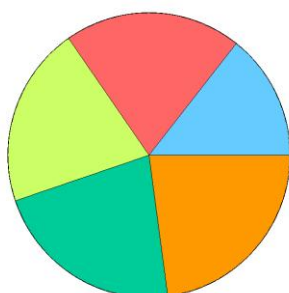
- 100 - Village fair
- 90 - Wakering trade shows/farmers' markets
- 69 - Better advertising of local shops and pubs (newspapers etc.)
- 41 - Local radio advertising
- 27 - Sports days
- 25 - Internet advertising
- 4 - Other

What other improvements could be made to improve the local economy?



- 120 - Village market day
- 90 - More shops and more variation
- 71 - Transport improvements
- 64 - Better parking
- 37 - Investment in shop fronts and signage
- 25 - Better access to delivery vehicles
- 2 - Other

How could the Parish and District Council help to improve the local economy?



- 97 - Help and advice to local businesses
- 93 - Lower business rates
- 87 - More investment in local businesses
- 86 - Improvements to infrastructure (transport/parking etc.)
- 61 - Assistance with business loans/underwriting of business loans



Community Views and Comments

Q: What other businesses/services would you like to see?

Bank. Petrol Station. I think any other businesses would struggle in the village. **Greengrocer, larger Bakers and enlarge Co-op Supermarket.**

Q: How do you think we could attract more trade into the village?

Rochford Matters delivered to residents of Wakering has nothing ever about Wakering. It's like we are the "forgotten race". Rather annoying as we pay Council Tax to Rochford. **Vouchers in local papers.** Special offers - discount vouchers. **Better parking facilities for shops.** Set up Parish Council run

“Better parking facilities for shops”

“Village fair - Used to be a money spinner.”

“A shame that we have to go to Canewdon, Paglesham etc. for open days, open gardens, village fetes etc.”

“business advice and support. Do people know what businesses exist here?”

website for local businesses to advertise. **Village fair - Used to be a money spinner.** In my opinion trade would always be local as people don't travel through Wakering and there are very few workplaces in the village. The shops aren't varied enough to encourage trade from elsewhere. **Lower business rates**

Q: What other improvements could be made to improve the local economy?

Just make an effort like the other villages around here do. A shame that we have to go to Canewdon, Paglesham etc. for open days, open gardens, village fetes etc. Wakering is very poor in comparison.

Q: How could the Parish and District Council help to improve the local economy?

Genuine business advice and support. Do people know what businesses exist here? No comment - because don't know what they do now. Make the village more appealing, get scruffy places improved such as Old fire station, a listed building? A travesty!

