

YETHOLM VILLAGE SHOP SURVEY



Tell us what you think. Just put an ✕ in the box!

The story so far: A meeting was held in the Youth Hall on 26th August 2019. Information about the potential to buy the shop and run it as a community controlled, financially sustainable enterprise was shared. The potential sources of funding were touched on. The initial meeting was well attended with almost 80 people giving up their evening, showing there is already community support. Many people have been in touch afterwards with their views on the response cards that were handed out. Some people who weren't at the meeting have filled out the card that has been available at the shop.

The next steps: It is important that everyone in Yetholm and the immediate area, including those who couldn't make the meeting and haven't yet given their views, has an opportunity to express their opinions and to tell us what they want from the shop.

Vibrant Yetholm: Yetholm has a vibrant, active community and many see our village shop as a central part of it. Preserving the village butcher, garage, pubs and shop together with the village halls benefits everyone. The Steering Group is asking for your views to make sure we know what you think.

Tell us what you think: Please take a few minutes to complete this brief questionnaire (one per household). You can submit your response anonymously if you prefer. Data will be anonymised, anyway. No individual will be identified in the results.

Collection: Completed forms can be dropped off at the Village Shop or will be collected by **30th September**.

A big thanks: The Steering Group sincerely thanks you in advance for taking part in this important exercise.

	<u>Mark ✕ in each box that applies</u>	
	Yes	No
1. Prior to receiving this questionnaire, were you aware of the project to consider a community purchase of the village shop?		
2. Do you currently use the village shop?		

3. If you answered “NO” to question 2, can you provide a little more information please? (And then go to Question 6 please.)		
(i) Your reasons: I/we don't use the shop due to:	<u>Mark ✕ in each box that applies</u>	
	Yes	No
Price – it's too expensive		
Product range – it doesn't stock what I want		
Convenience – Its location and times don't suit me		
Other reasons - please give these reasons in the box below ↓		
	Yes	No
(ii) I/we do use the Post Office		

4. If you answered “YES” to question 2 (you currently do use the shop) please tell us a bit more about:

(i) Regularity: how often does anyone in your household use the shop?	<u>Mark ✕ in each box that applies</u>
At least once every day	
Several times each week	
At least once each week	
Once or twice each month	
Only occasionally	
If we forget items or need extras to top up	
When I call in the pub/ garage / butchers / Wauchope Hall	
Please write any further comments about the days when you do use or would like to use the shop in the box below ↓	

5. What time(s) of day does your household mostly use the shop?

<u>Mon – Fri</u>	<u>Mark ✕ in each box that applies</u>	
Before 9 o'clock		
Morning after 9 o'clock		
Lunchtime or around midday		
Afternoon		
After school		
Evening after 5 o'clock		
On my way home		
<u>Saturday</u>		
Morning		
Lunchtime		
Afternoon		
<u>Sunday</u>		
Morning		
Lunchtime		
Afternoon		
Please write any further comments about the times of the day when you do use or would like to use the shop in the box below ↓		

6. Based on what you currently buy from the shop, or would like to see, what goods and services should be available?

	<u>Mark x in the box that best matches your view</u>		
1. Must have; 2. Nice to have; 3. Don't need	Must	Nice	Don't
Newspapers/magazines			
Fresh sandwiches/ filled rolls / hot pies			
Chocolate, sweets, crisps, soft drinks			
Everyday basic needs (e.g. bread, milk, eggs, butter, tea, coffee, fruit juice etc.)			
Packaged dry goods (breakfast cereal, rice, pasta etc.)			
Fresh fruit / vegetables – loose and chilled			
Tinned food, soups, canned meats			
Frozen food			
Chilled goods (cheese, yoghurt, bacon, cooked chicken, ham, etc.)			
Ready meals			
Non-prescription medicines (pain relief, cough medicines, etc)			
Soap, shower gel and toiletries			
Wine / beer / spirits			
Cigarettes / tobacco			
Household cleaning products			
Other household (batteries, light bulbs etc)			
Cooking sauces and oils			
Pet food, wild bird seed			
Stationery/cards/gifts			
Lottery tickets			
Coal/logs			
Organic/Fair Trade products			

<p>Other items: please share any other ideas that you might have about what the shop should sell in the box bearing in mind what is sold by other retailers in the village. List any specific brands you might like to see (such as Baxters, Walkers, Patersons) as well ↓</p>			
	Must	Nice	Don't
(ii) Postal services (including stamps, cash withdrawals, mobile phone top up, deposits)			

7. What other services would you like to see provided?		
	<u>Mark ✕ in the box that best matches your view</u>	
	Important	Not Important
Community news board		
Newspaper deliveries		
Hot drinks vending machine		
Locally Baked goods		
Food deliveries / food boxes / veg boxes		
Photocopying and other office services		
Dry cleaning drop off/pick up		
<p>Other services or facilities: please provide details in the box below complementary with products and service supplied by other local shops ↓</p>		

8. Upstairs at the shop

What are your preferred ideas for the upstairs section of the shop that was previously “**The View**” coffee shop, or any other part of the premises?

Some examples might be occasional ‘pop-up’ shops, hair stylist, massage service, beauty products & services, business services, free village micro library, visitor centre with maps, guidebooks and post cards, local crafts.

Please **write your ideas** in the box below ↓

9. To what extent do you agree with the following statements

	<u>Mark ✕ in the box that best matches your view</u>			
	Strongly agree	Agree	Neither agree nor disagree	Do not agree
The shop is an important hub for the community				
I/we would use a community owned shop more than I/we do now				
I/we would be prepared to pay a little more for some products to support a community owned shop				
I/we don't have access to a vehicle so the shop is important to me/us				

Accessibility of the current location is convenient for me/us				
I/we would be prepared to consciously divert some spending that I/we currently make outside the village to support a community owned shop*				
*If you answered "Agree" or "Strongly Agree" to this point, could you please indicate (with no commitment) approximately what percentage or amount of such expenditure could be instead made at the shop ↓				
10%	20 %	30%	40 %	50% or more
£ _____ p/w				

	Mark ✕ in each box that applies	
10. Shopping habits. Tell us about where and how you shop.	Yes	No
Have you shopped for groceries on the internet?		
Do you use a smartphone to make internet purchases?		
Would you like to use a smartphone "app" to see what Yetholm Shop has for you to buy?		
Would you like to be able to order overnight and collect the next day?		
Would you like to collect other internet deliveries from a click+collect "smart box" at the shop?		
Do you visit other shops and pubs in Yetholm: a) Valley Meats b) Gibsons Garage c) The Plough d) The Border		
Where do you shop mostly a) Kelso b) Berwick c) Galashiels d) other please specify below ↓		

	Mark ✕ in each box that applies	
	Yes	No
11. Providing additional services at the shop may create some positions for volunteers in addition to the existing staff roles. Would you be interested in volunteering? (Your answer carries no obligation).		

12. Would you or any of your household be interested in further involvement with this project to help it proceed, in any of the following ways?		
	Mark ✕ in each box that applies	
	Yes	No
Joining the steering group		
Helping with fundraising		
Making a donation		
Making a loan		
Buying a share* <i>*share would be on a limited liability basis and no further financial commitment would be involved</i>		
Providing professional advice/services (please tell us more)		

Notice

Your answers to any part of this survey **do not create any obligation** on your part. They are sought solely for the purpose of establishing the level of support for the shop in the community and to assist in building a strong business plan as part of an application for grant funding.

Thank you for taking the time to provide your answers. A summary of the aggregated responses will be provided before the end of October. All information will be anonymised and no individual will be identifiable from the summary.

Optional contact details

If you prefer not to give your name, that is fine. If you wish to provide contact details, please do so below. (If you want to enter the prize draw we will need to know your details to contact the winner.) ↓

If you do provide personal details, please consent to these being stored and used for the purposes of the Yetholm Community Shop project with an ✕ in this box ➡.		
Name		
Phone		
Email		
Best time to contact		

Prize Draw

As a thank you for completing this questionnaire we will give a bottle of Vintage Port to the lucky winner of a prize draw (see rules provided). If you wish to be in the prize draw please complete the tear-off slip below (but don't cut it off – we'll do that). ↓

✂-----

Name:

Contact number:

Terms & conditions

1. This free prize draw is open to all residents in the Yetholm and District Community Council area aged 18 or over, except members of the management committee of the Yetholm Community Shop Steering Group (the **Organiser**) or their respective families.
2. This free prize draw is limited to one entry per household.
3. To enter, complete the Yetholm Village Shop household survey in full and return it to the Yetholm Community Shop Steering Group via the Yetholm Village Shop or collection by one of the interviewers.
4. You must complete the entry slip on the back of the survey questionnaire to enter the prize draw.
5. Closing date for receipt of entries will be 30th September 2019.
6. Responsibility is not accepted for entries lost, damaged or delayed. Proof of sending will not be accepted as proof of receipt.
7. All entries received by the closing date will be entered into a draw. The draw will take place during the first week in October 2019. The first entry drawn at random by the Rev. Colin Johnston the Minister of Cheviot Churches acting as an independent judge will win the prize.
8. In the event of unforeseen circumstances, the Organiser reserves the right to substitute the prize for an alternative of equal or greater value.
9. By entering this free prize draw, all entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of this free prize draw and any other purposes to which the entrant has consented. All entry instructions form part of the rules.
10. The winners will be formally notified by contact from the Organiser to the address/phone number used on the entry slip on your survey questionnaire.
11. We will keep your personal details for a reasonable time so that we can send you any prize that you have won and to verify that these rules have been complied with.
12. We reserve the right to amend these rules at any time. Entry in this free prize draw implies acceptance of these rules.
13. These terms and conditions shall be governed by Scots law and the courts of Scotland shall have exclusive jurisdiction.

