

AYRSHIRE JOINT STRUCTURE PLANNING STEERING GROUP
30 APRIL 2009

Household Shopping Survey

PURPOSE OF REPORT

- 1 To advise the Steering Group that a survey of household shopping patterns is currently being undertaken to provide essential background data for the preparation of the town centre and retailing aspects of local development plans and to aid the processing of retail planning applications. It is intended to have the survey completed and the results back by mid May.

BACKGROUND

- 2 Surveys of a representative sample of Ayrshire households were undertaken in 1998 and 2003 to establish the geographic patterns of shopping for food & groceries and non-food items. Surveys of this type are only statistically significant if carried out at an Ayrshire level. This information was used to inform the development of retail and town centre policy for the approved Ayrshire Joint Structure Plan and will be essential information for the preparation of the first round of new style local development plans. The data has also been essential in providing an up to date and high quality evidence base for the assessment of numerous planning applications for “out of town centre” retail developments.

The 2009 Survey

- 3 The 2003 survey was carried out by means of a telephone survey conducted by a specialist market research company. This has been found to be the most cost effective means of carrying out the survey and the 2009 survey will be procured in the same manner. Invitations to tender were sent to three specialist companies and their bids have been received. These will now be examined and the preferred bidder selected on the basis of competence to carry out this type of survey and value for money.
- 4 The 2009 survey questions will be similar in coverage to the 1998 and 2003 surveys in order to allow for analysis of changes over time. However the specific questions will be modified to reflect the more complex and diverse nature of contemporary shopping habits. The survey results will be used as the basis of a report to the next Steering Committee on retail shopping patterns across Ayrshire.

RECOMMENDATION

5 The Steering Group is asked to note the contents of this report.

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Manager

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