

Minety Community Shop Survey - June 2025

Background

The Survey was carried out during June 2025 seeking to find out if the Community Shop was still achieving its primary aim of ***meeting the needs of the local community***.

Shop Volunteers assisted with the Survey and kindly went 'door to door' on the main roads within Minety and Upper Minety seeking to have conversations with their neighbours.

They were provided with copies of the Questionnaire which was created following discussions at meetings of the Main Shop Committee and the Community Engagement Sub Committee.

The Questionnaire was designed to be able to be completed swiftly 'on the doorstep' (less than 5 minutes on average) and was also self-explanatory so it could be posted through a letterbox should the resident not be at home.

Whilst some Questionnaires were posted and others left with residents to complete (if they didn't have time for a quick conversation) the majority were completed during a conversation with a Volunteer.

Copies of the Questionnaire were also on display at the Shop during June and customers were encouraged to complete them (then or taken away and returned).

The Questionnaire included very brief information on when the Shop came into existence, how it is 'staffed' and Opening Times.

There was also a contact given for any completed Questionnaires to be collected if the resident couldn't return it to the Shop.

Conversations

Whilst it was time consuming to conduct this Survey by 'doorstep conversations' having reviewed the information gathered it is considered to have been time well spent. The time given by Volunteers was invaluable and very much appreciated.

The Conversations gleaned additional information and importantly enabled Volunteers to talk about their role in the Shop and for residents to meet fellow 'villagers' who commit their time to sustaining the Shop.

The Volunteers did not report any negative Conversations/comments and stated that those that they spoke to were highly supportive of the Shop with a number thanking them for helping keep the Shop Open/Operating

Every effort was made to have Conversations with residents in Minety who may be the furthest away from the Shop (and therefore may not visit due to the distance to travel)

and also residents in Upper Minety to find out if they did use the Shop despite the distance and the need to use a car.

Completed Questionnaires

These were collated at the end of June and a total of 176 had been completed.

A total of 300 Questionnaires were printed and with 176 returned this means that over half (59%) were completed providing information for analysis.

Very few residents declined to give their contact details to be included in the Draw for a £20 Minety Community Shop Voucher. Some wished to give their feedback anonymously and others did not wish to take up the option of potentially receiving a Shop Voucher.

One resident used the contact details included in the Questionnaire to request that their completed questionnaire was collected.

All Questionnaires were numbered, a randomiser app used to select the Winner of the Voucher and they were contacted within 14 days of the end of the Survey timeframe.

The roads in Minety and Upper Minety covered by the Survey were:

- Silver Close
- Chambon Close
- Oakleaze
- Sawyers Hill
- Sawyers Close
- Chapel Lane
- The Common
- Silver Street
- Taylors Close
- Clarks Field
- Webbs Lane
- Hornbury Close
- Derry Park
- Cantors Way
- Station Road
- Hankerton Road
- The Moors
- Church Road
- Mill Lease
- Meadow Close
- Oaksey Road
- The Conifers
- St Leonards Close
- Hornbury Road Industrial units

The Questionnaires were reviewed by members of the Community Engagement Sub Committee and the findings incorporated into this Report which has been written for both the Sub Committee and the Main Shop Committee.

This Report (or a summary of the findings) can also be shared at the AGM as it doesn't contain any personal/sensitive information.

All Questionnaires were destroyed after they were reviewed in line with Data Protection Legislation.

Findings

Information gathered from Conversations and completed Questionnaires is presented below.

Question 1

Do you use the Community Shop ?

Response Options:

Yes	Daily	Weekly	Monthly	Infrequently
No	<i>Is there a reason for this ?</i>			

Responses to Q1:

- Yes/Daily 14 (8%)
- Yes/Weekly 96 (55%)
- Yes/Monthly 10 (6%)
- Yes/Infrequently 34 (19%)

Some residents gave alternative responses to Q1 and these were:

- Yes/2 or 3 times a week 12 (7%)
- Yes/Fortnightly 9 (5%)

No 1 (0.5%)

Reason why:

- Shop in major stores in town as live alone and can shop economically for the items needed – but *'I do know that I should try and shop in the Community Shop and spend £5 each week, will try and do that in the future. Thank you for visiting me' (direct quote).*

Questionnaires completed during door step Conversations or posted through letter boxes in those roads 'at the edge of Minety' or in Upper Minety were marked so that further analysis of those responses could be undertaken to assess if distance from the Shop and/or the need to use a car had an impact.

The responses were as follows:

Cantors Way

- Weekly = 6
- Infrequently = 1

Derry Park

- Weekly = 5
- Infrequently = 5
- Fortnightly = 1

Upper Minety

- Weekly = 9
- Monthly = 2
- Infrequently = 9
- 2/3 times a week = 3
- No = 1

Question 2

We are a community 'not for profit' shop. How do you feel about the pricing of goods in the shop ?

Response Options:

Acceptable for a convenience shop

The price is the reason that I do not use the shop

Responses to Q2:

- Acceptable 155 (88%)
- The price is the reason.... 4 (2%)
- Made comment instead 17 (10%)
 - Comments included:

'I thought it would be pricier' (direct quote)

'Some item prices are ok some are expensive' (direct quote)

'Prices are a bit high but it is better than driving to town' (direct quote)

'The prices are ok, isn't Tesco's' (direct quote)

'Prices are a bit low..... for a Community Shop' (direct quote)

The prices are considered acceptable given the quality (particularly Bread and Meat) – was a sentiment expressed by a number of residents

Question 3

What type of products do you usually buy ?

Responses to Q3.

Some responses listed a significant number of items whilst other responders stated only a few key/regular purchases.

All Responses have been examined and all items mentioned noted within the list below:

• Milk	93
• Break (inc. rolls croissants)	76
• Dairy (inc. butter, yogurt, cheese, cream)	45
• Sweets/Chocolate	40
• Bakery (inc. Cakes, Pastries, Buns)	33
• Newspapers	33
• Eggs	32
• Meat (inc. Sausages, Pasties/Pies, Chicken, Cold Meats)	25
• Biscuits	21
• Greetings Cards	20
• Beer/Wine/Cider	20
• Fruit/Vegetables	17
• Ice Creams and Lollies	17
• Ham	14
• Bacon	10
• Household Items (inc. Toilet/Kitchen Roll, cleaning products)	10
• Snacks (inc. Crisps)	10
• Sandwiches	9
• Pickles	8
• Soft Drinks	8
• Local Honey/Jams	7
• Baking Ingredients	7
• Dry Goods (inc. Rice, Pasta, Tins, Cereal, Spices)	7
• Frozen Meal and Frozen Items	6
• Stamps	6
• Kefir	4
• Cat and Dog Items	4
• Treats	3
• Fruit Juice	2
• Food Bank Donations	2
• Lunch/M meal Deal	2
• Hot Drink/Coffee	2
• Hummus	1
• Popcorn	1
• Firelighters	1

- Flowers 1
- Better Quality Things 1
- Cash Back 1

58 Responses did mention particular items and also gave statements that were more descriptive including:

- The things I have forgotten
- Things I have run out of
- Emergencies
- Whatever I need
- Gifts
- All sorts
- Bit of everything
- Necessities
- Staples
- Various
- Bits and Pieces
- Odds and Sods
- Store Cupboard Bits
- Things missing from the cupboard
- Local Produce
- Groceries

It is acknowledged that the Shop's Stock Management System is able to provide detailed information on what is bought by customers however the information above is considered to be illustrative of what residents value the Shop stocking and what they consider to be their 'Key Items'.

Question 4

Did you know that the Community Shop stocks ?

The following table was included in the questionnaire and residents were asked if they knew the shop stocked these items.

Bakery Products	Local Dairy Items	Newspapers	Locally Made Sandwiches	Local Eggs
Dog & Cat Food	Tinned Goods	Batteries	Greetings Cards	Beer, Cider, Wines & Spirits
Toiletries & Medication	Hot Drinks	Dried Goods	Stamps	Frozen Items & Ice Cream
Chocolate & Sweets	A Variety of Local Products	Log Burner Essentials	Local Meat Items	Fruit & Vegetables

Responses to Q4:

The majority of residents had a very good understanding of the range of items stocked and many stated that they knew all the items listed.

There were however some stock items that many residents did not know were on sale. The following is a list of items some residents did not know were stocked and how many times these items were included in responses:

• Batteries	75
• Stamps	66
• Log Burner Essentials	59
• Cat & Dog Food	54
• Toiletries/Medication	34
• Dried Goods	20
• Hot Drinks	18
• Sandwiches	13
• Greetings Cards	13
• Fruit & Vegetables	11
• Newspapers	9
• Local Products	8
• Local Meats	4
• Local Eggs	3
• Beer, Cider, Wine, Spirits	3
• Chocolates & Sweets	2
• Bakery Products	2
• Tinned Goods	2
• Local Dairy Items	1
• Frozen Items & Ice Cream	1

Batteries, Stamps and Log Burner Essentials were often given together in responses and 73 responses included at least 2 of these 3 items.

Question 5

Have you seen the Community Shop adverts and updates ?

Response Options:

On Minety What's Happening (Facebook)

On Minety Community Shop (Facebook)

On Instagram

In the Village Newsletter

On the Village Noticeboard

Responses to Q5:

- On Minety What's Happening (Facebook) 93
- On Minety Community Shop (Facebook) 44
- On Instagram 4
- In the Village Newsletter 94
- On the Village Noticeboard 41

Additional Comments to Q5:

- *'Another Resident told me about the shop' (direct quote)*
- *'I have seen a flier' (direct quote)*
- *'Please consider those who don't use Social Media – occasional physical flier perhaps' (direct quote)*
- *'Using Social Media In a Broad Band Dead Area ? No Computer !' (direct quote)*

Question 6

Are you aware that we support a number of events in the Community, such as The Minety Music Festival, the Church Fete etc ?

Responses to Q6:

- Yes 129 (74%)
- No 6 (3%)
- No response to Q 41 (23%)

Additional responses to Q6:

- *'I didn't know but I do now' (direct quote)*
- *'That's Great' (direct quote)*

Question 7

Is there anything that you think it would be helpful for the shop to consider stocking ?

Responses to Q7:

In addition to providing ideas on items the Shop could consider stocking when asked this question residents took the opportunity to give feedback.

The following is a summary of this feedback:

- There is a very wide range of goods
- The Wine is good
- Impressed with the range of goods

- *'My husband is partially sighted so is unable to drive and being able to walk to a local shop has been very much appreciated (direct quote – resident in Derry Park)'*
- I value the Shop
- Happy with what is stocked
- Brilliant
- Contact me I want to help
- Love the addition of flowers
- All excellent
- Thank you for a great Shop !
- Cash Back Service has been very helpful
- Happy with the current offering
- She appreciates the quality of the goods like bread, meat, dairy and these are mainly why she uses us rather than AK Shop. She also grateful for opportunity for daughter to do DoE
- Think it's well stocked (x2)
- I think there is a very fair range of products for the village – we love the fresh ham
- I didn't realise you sell stamps, that would have been my suggestion, Thanks !
- Surprised by range – mean to shop more often – am solo eating
- The range is excellent – thanks for all you do
- *'I just wanted to say how wonderful I think it is that there is a lot of local produce available at a reasonable price – lots of other village shops are very pricy' (direct quote)*

Ideas and comments on items to consider stocking was as follows:

- More (variety) fruit and Veg (x4)
- Gluts of local Fruit and Veg - advertise
- Organic milk
- Organic produce
- Look at pricing in other shops (Colne St Alwyn's – good pricing)
- French Bread (x2) and greater bread selection
- Things you haven't had - Sardines in oil and Kalamata Olives – a bit niche !
- Fresh Cream
- Not sure if it would be helpful but vegetarian food
- Different seeds – they are good for you
- Healthy Foods
- Healthier cold drinks
- Premium cold drinks – Dalston's, San Pelligrino
- Nappies
- Cigarettes
- Ordinary granular coffee (e.g. Nescafe Gold) please
- Radox Bubble Bath
- Easy peel oranges

- Grapes
- Poppadum – ones to microwave not ready cooked
- Vegan and Plant Based Products
- Streaky Bacon
- Variety of bisc/crisps
- Larger packs of meat (for more than 2 people)
- Firelighters – BBQ Charcoal – you may already do this !
- G/Free biscuits
- Lemons and Limes
- Garlic
- Fruit juices (in fridge)
- Rizzla !
- Contact me I want to help – in the shop or in the background
- More Pasties !!
- Smaller Milk
- Long Life Milk
- Other ciders
- More deli products e.g. hummus, tzatziki etc.
- BBQ Charcoal in the summer !
- Different cheeses
- Greek Yoghurt

Non stock related and more service ideas included:

- Parcel drop off/collection – Evri/Yodel/In-post Lockers (x3) – people collecting might be tempted to buy something else !
- Milk Vending Machine (x2) – out of hours – Swan Lane – Moo-on-the-Thames
- *‘I believe the shop would benefit from being more of a farm shop rather than convenience’ (direct quote)*

It is acknowledged that a number of items suggested by residents for potential inclusion are already sold in the Shop however it is possible that due to their location ‘on the shelf’ they haven’t been ‘spotted’ by some customers.

It is also acknowledged that there is a well-established rationale for not stocking cigarettes.

Summary of Findings

This Survey was intended to be a quick ‘reality check’ on how the Shop was doing on meeting its primary aim of **‘meeting the needs of the local community’**, it did not seek to be an in depth study.

The Survey has provided some very interesting and valuable information that can hopefully inform current and future planning.

Whilst the Survey was conducted as an informal 'check in' with residents it is important to consider how much 'weight' can be given to the findings if they are to inform planning and provide information on current 'service delivery'.

It is accepted by statisticians that when conducting a Survey on populations of 1,000 or less a 30% response can be considered as being 'representative of that population' so working with the presumption of 500 properties in Minety and Upper Minety a total of 176 Questionnaires represents a 35% response from residents. The minimum number of responses for a 'meaningful' Survey should be at least 100 so with 176 completed Questionnaires received it is appropriate to draw conclusions from the findings.

It is acknowledged that the population of Minety and Upper Minety is more than 500 individuals however this was a primarily 'door to door' Shop Survey exploring shopping habits which, for the purposes of analysis, is considered to be a 'household activity'.

Of the 300 Questionnaires printed 176 were completed which is a 59% return rate which enables conclusions to be drawn from the findings with a degree of confidence.

There are a number of properties some distance from the main roads covered by the Survey which were not included and it is appreciated that some Questionnaires may have been completed by non-residents whilst in the Shop. A significant majority of Questionnaires were completed by Conversations on the door step and that the findings are therefore primarily demonstrating the views of those living in the village.

With all of the above taken into consideration it is possible to say with a high degree of confidence that the Shop is doing a great job in meeting community need and that it is well used by local residents with 8% visiting daily and 55% shopping there weekly.

Only 1 resident (living in Upper Minety) stated that they never used the Shop however they gave a very practical reason for this and swiftly stated that they would try and use the shop in the future.

The Survey actively sought to explore if distance from the Shop impacted on residents using it and there were 24 Conversations with residents in Upper Minety and 18 Conversations with residents in Derry Park and Cantors Way.

The findings show that distance from the Shop does not appear to have a negative impact on residents using it with the profile of frequency of use being very similar to that of residents closer to the Shop.

The findings demonstrate very clearly that the price of items sold is considered '*acceptable for a convenience shop*' with 88% of residents confirming this and many stating that they are prepared to pay higher prices for good quality food.

There was a very high degree of knowledge about what the Shop stocks with many responses indicating that a wide range of good were regularly purchased.

Comments by residents on how they use the Shop for forgotten/essential/missing from the cupboard items indicated how helpful it is to have such a well-stocked Shop in the village.

It is important to note that there were some items that residents were not aware were stocked such as batteries (75 mentions), stamps (66 mentions), log burner essentials (59 mentions), cat & dog food (54 mentions) and toiletries & medication (34 mentions) and it may be beneficial to consider how these items could be 'promoted' (both in the Shop and in advertising) or potentially displayed in different locations within the Shop.

The Shop's own sales records can confirm if the information given by residents is accurate however self-reporting indicated that residents are routinely purchasing Milk, Bread, Dairy Products, Sweets/Chocolate, Bakery Items, Newspapers, Eggs and Meat Products.

These may not be the 'top sellers' however they are clearly the items that residents value the Shop stocking.

Importantly, from the Conversations and returned Questionnaires there doesn't appear to be any significant omissions within the current stock.

Advertising and providing information on the Shop on Minety What's Happening and in the Village Newsletter are the most effective routes of communication (mentioned 93 and 94 times). The Minety Community Shop Facebook and Village Noticeboards are also places where residents access information (mentioned 44 and 41 times) whilst Instagram does not appear to be an effective route of communication.

It was great to see that there was a high degree of awareness that the Shop supports local events and appreciation for that from a high percentage (73%) of residents.

Whilst it is clear from the findings that residents value the range of goods sold and the convenience of having a Shop in the village, the responses on what the Shop could consider stocking were very interesting.

Within the long list of 'desired items' that emerged from the Survey some are already stocked but perhaps need more 'promotion' and others are potentially 'niche' and wanted by only a few individuals.

Importantly in most Conversations customers appreciated that the Shop must seek to meet wider need and can't 'stock everything they love'.

There were a number of responses that indicated a wish for more seasonal and varied fruit and vegetables and this could be worth exploring.

Using the Shop to purchase Food Bank Donations was not included in the Questionnaire however 2 residents indicated that they do this and it is possible that this could be promoted going forward.

The opportunity to get 'Cash Back' was also not included in the Questionnaire however it was identified by one respondent as beneficial. It is understood that this 'service' can't be widely 'promoted' however raising awareness that this service is available 'for emergencies' may be worth considering.

As stated earlier in the Report residents took the opportunity to share very generous feedback on the Shop including the following which are repeated here:

- *'I just wanted to say how wonderful I think it is that there is a lot of local produce available at a reasonable price – lots of other village shops are very pricy'*
- *'My husband is partially sighted so is unable to drive and being able to walk to a local shop has been very much appreciated'*
- Thank you for a great Shop !
- The range is excellent – thanks for all you do

In conclusion, the Survey has shown that the Shop is doing an outstanding job in meeting the needs of the local community, it is valued and considered to be an important asset by residents.

Suggestions

It is politely suggested that the findings of the Survey are:

- Considered by the Main Shop Committee and used to inform future developments including any refresh of the Business Plan.
- Considered by the Community Engagement Sub Committee in developing future activity
- Shared in Summary at the AGM and with Shareholders

It is also suggested that the Survey is repeated in 2 years' time to see if there are any significant changes in resident's self-reported use of the Shop and to glean ideas for future development.

Acknowledgement

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Carol, Eric, Dawn, Sue, Myra, Trina, Jackie, Pam, Mike H

Thank you all for your time.

Authors: Community Engagement Sub Committee

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