



Community Survey Feedback

June 2025



**Are we meeting the needs of
the local community?**

Our approach

Community Engagement Sub-Committee put together a short questionnaire.

It was decided to offer a chance of winning a £20 MCS voucher for completion of the questionnaire.

A small group of volunteers were recruited to carry out the door-to-door survey.

Questionnaires were also available in the Shop.



Facts and figures

300 questionnaires were printed.

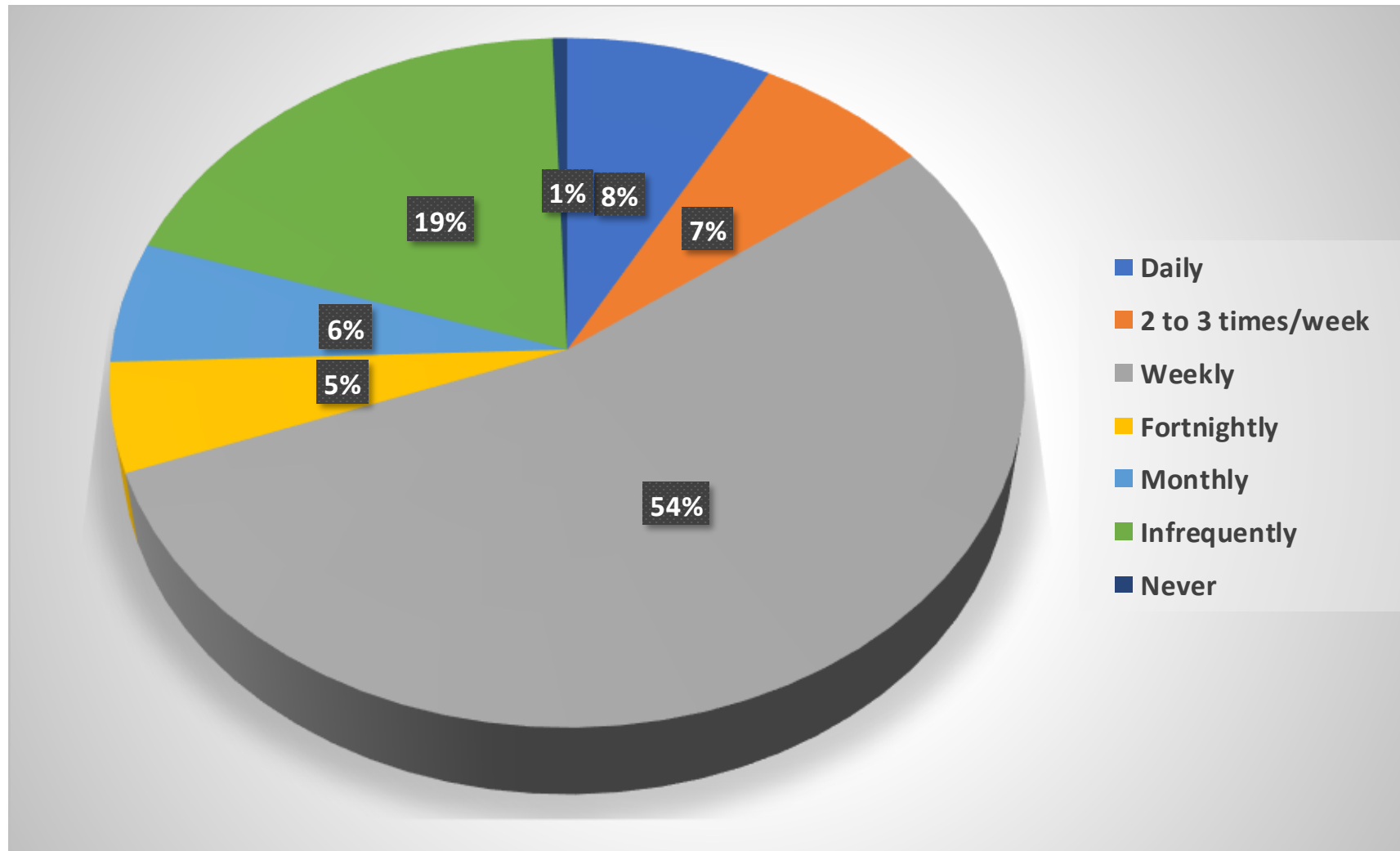
176 questionnaires were returned (59%).

A total of 24 roads within Minety and Upper Minety were visited.

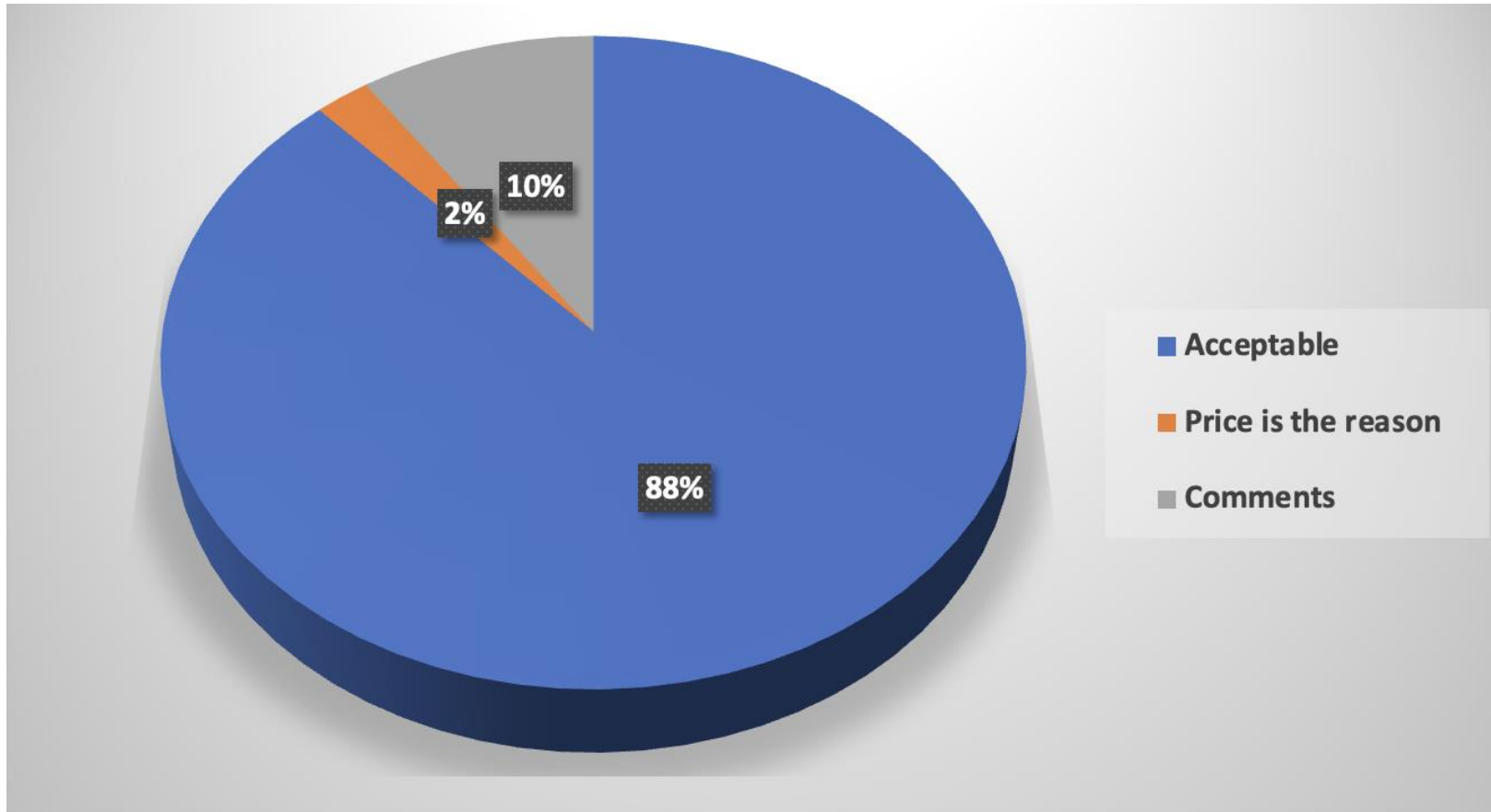
Returned questionnaires were numbered and a randomiser app used to select the voucher winner.

All survey forms were destroyed after the data was collected from them.

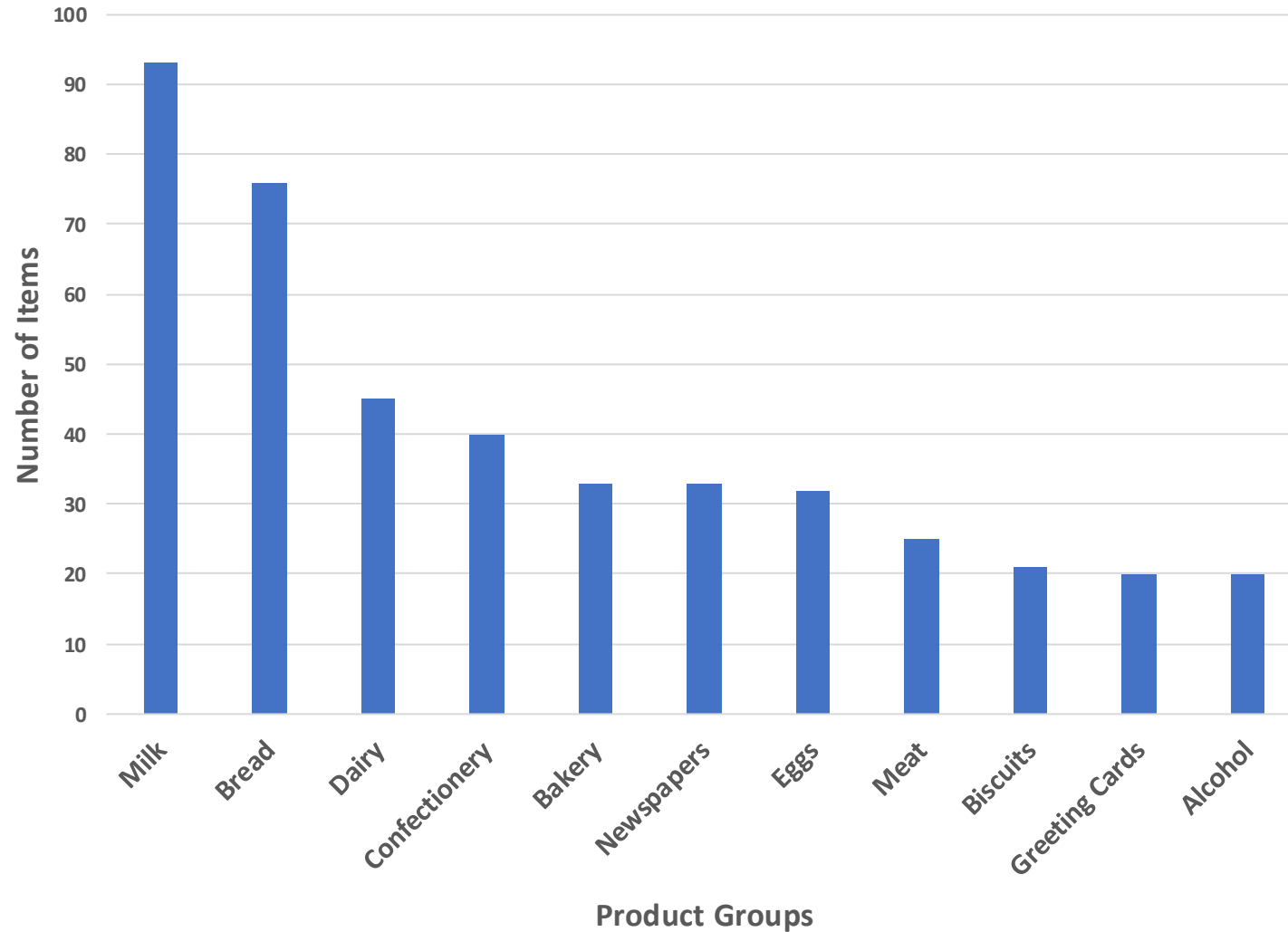
Question 1 – Do you use the Community Shop?



Question 2 – We are a 'not for profit' shop. How do you feel about the pricing of goods in the shop?

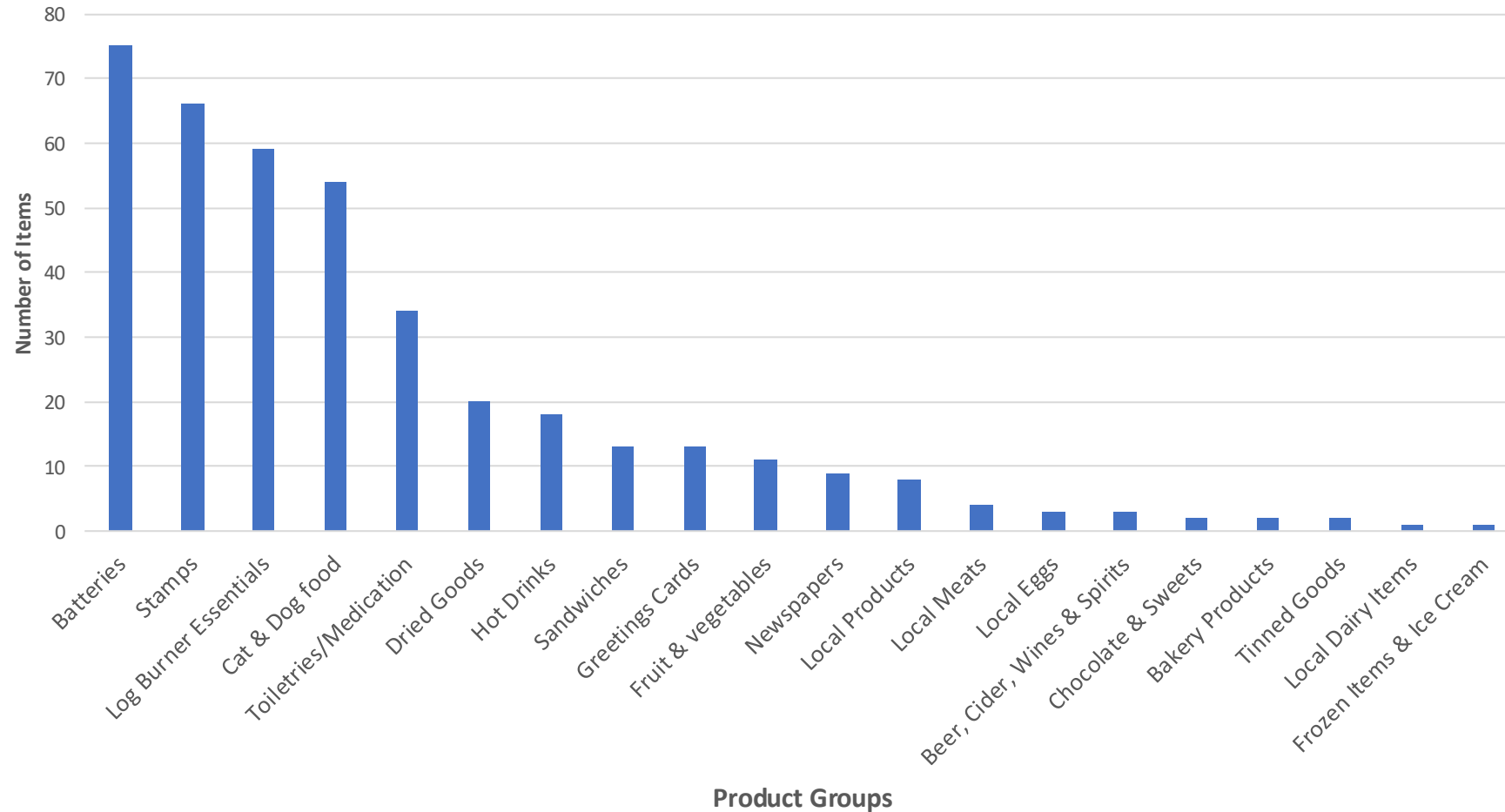


Question 3 – What type of products do you normally buy?

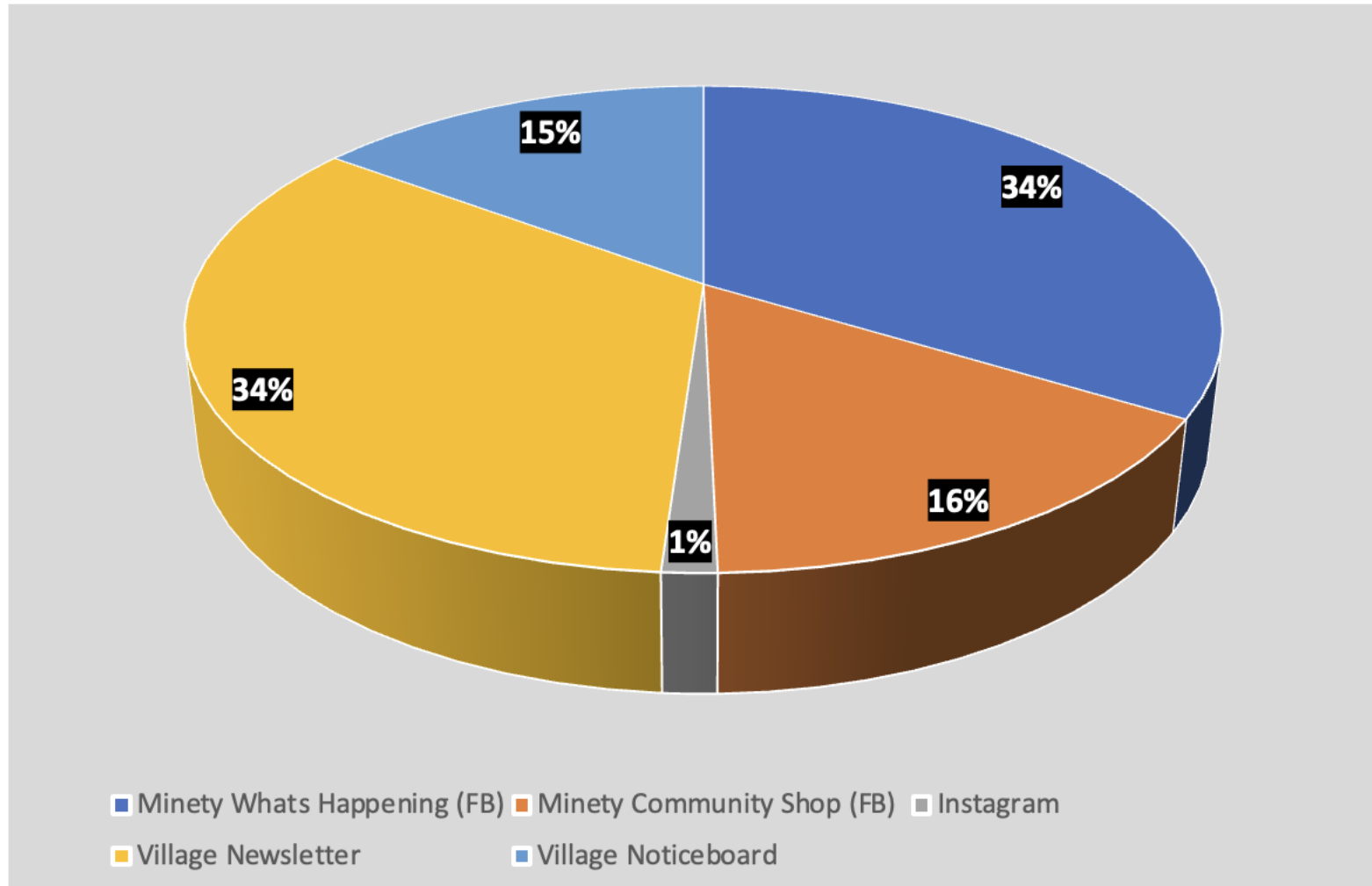


Question 4 – Did you know that the Community Shop stocks ...?

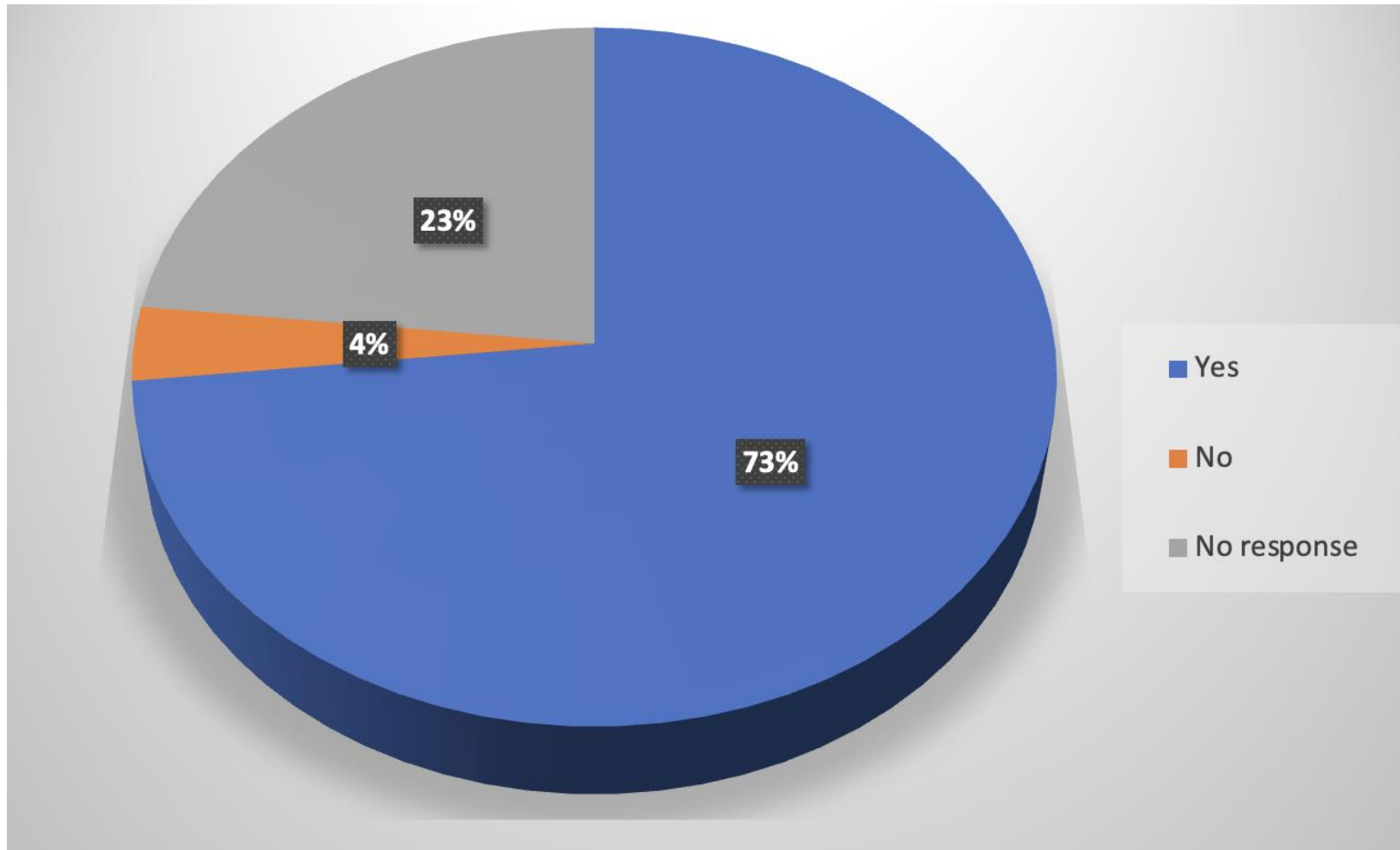
The graph shows the numbers that didn't!



Question 5 – Have you seen the Community Shop adverts and updates?



Question 6 – Are you aware that we support a number of events in the Community?



Question 7 – Is there anything that you think would be helpful for the shop to consider stocking?

A large number of responses were received to this question.

The data needs to be reviewed by the Shop Management team & Committee to see where other options can be incorporated into the current inventory.



Survey benefit

One of the benefits of getting to talk with so many of those completing the questionnaires was, without doubt, the interaction and additional positive comments that we received.

Examples of which are shown below:

- ***Impressed with the range of goods***
- ***Thank you for a great shop!***
- ***Cash back service has been very helpful***
- ***Appreciate the quality of goods like bread, meat and dairy***
- ***“I just wanted to say how wonderful I think it is that there are lots of local produce available at a reasonable price – lots of other village shops are very pricey”***



Conclusions

- The shop is doing a great job in meeting community need. It is valued and considered to be an important asset by the residents – but there is always more that can be done.
- The shop is well used – although we are always looking for more people to use it.
- The survey sought to explore if distance from the shop affected usage, but this was not borne out by the findings.
- Pricing is considered acceptable by 88% of those surveyed.
- There is a good knowledge of what products are stocked in the shop – more work needs to be done on highlighting some products to make them more visible.
- Advertising works well for those using social media (Facebook). The village newsletter is also a good source. More work needs to be carried out on other communication channels.
- A big thank you to all the volunteers involved in this project.
- We suggest the survey is repeated in 2 years' time.

Thank
You for
Shopping
Local!