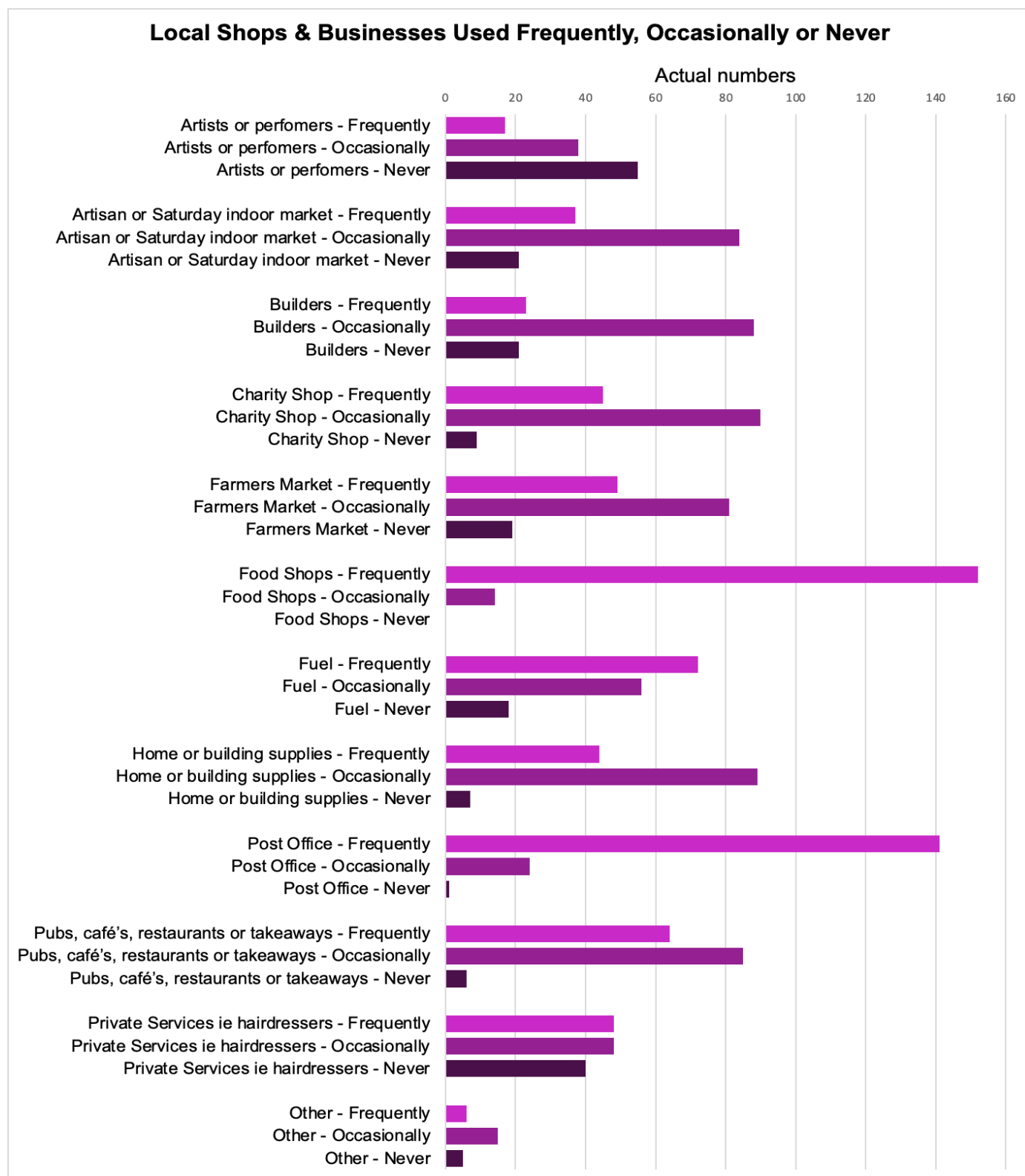


7. Local Businesses & Shops

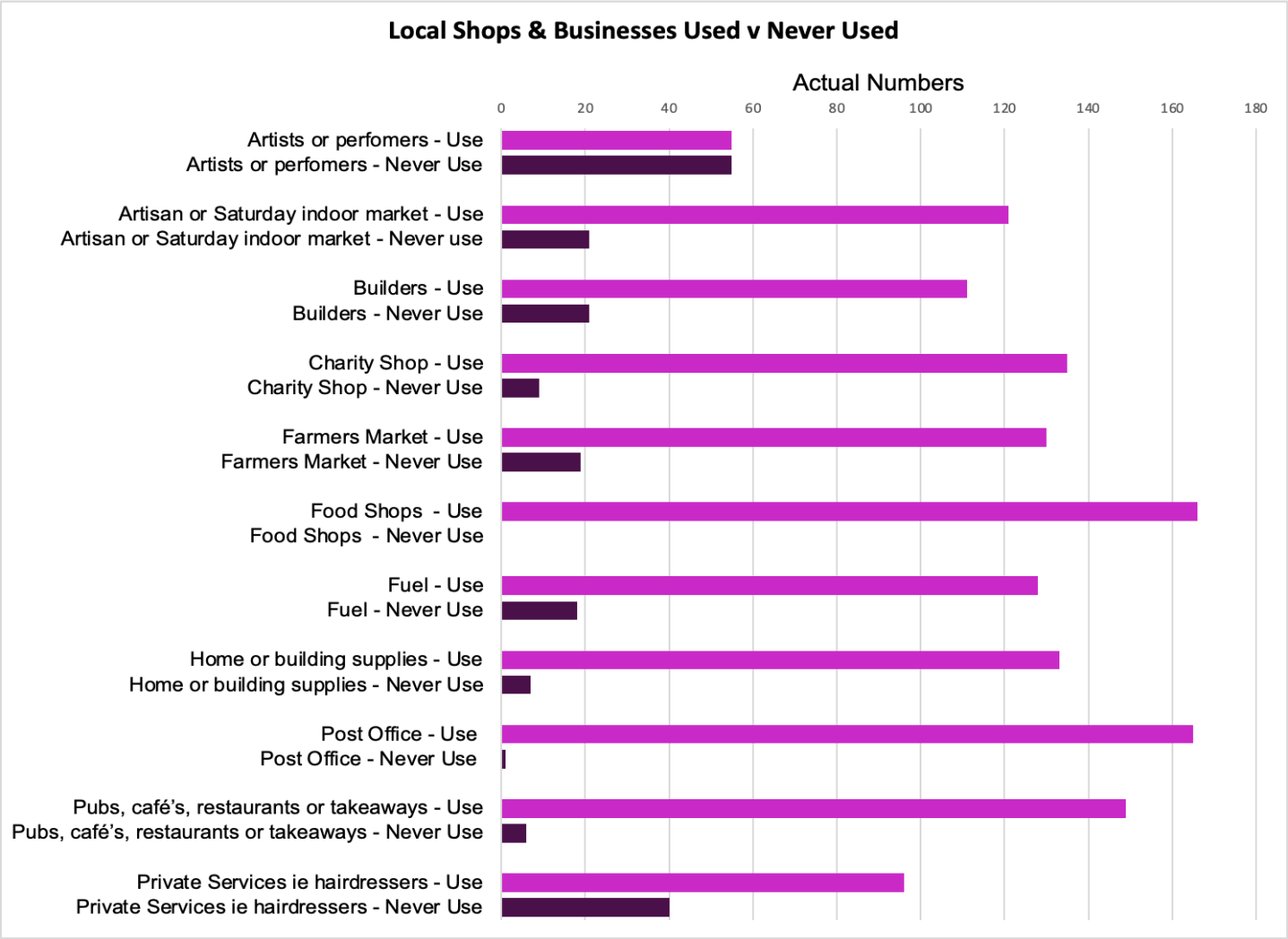
7.1 Use of Local Shops and Businesses

Wiveliscombe's population is under 3000, but the shops and businesses support a much larger population, of around 10,000, servicing the surrounding parishes, many of which no longer have their own grocery shop, Post Office or pub. The closest larger town are Wellington 8 miles south, and Taunton 12 miles East.

181 Households responded to the question 'Do you use any local shops or businesses?' And all answered yes. The table below shows which local shops and businesses are used frequently or occasionally and which are used by the largest number of respondents.



Each question resulted in different numbers of responses, but it would appear that respondents really do ‘shop local’. By far the most used shops and business are the Food Shops with 166 and using frequently or occasionally and the Post Office with 165. But in all categories, except Artists or performers, those who use local shops and businesses far outweigh those who never use them.

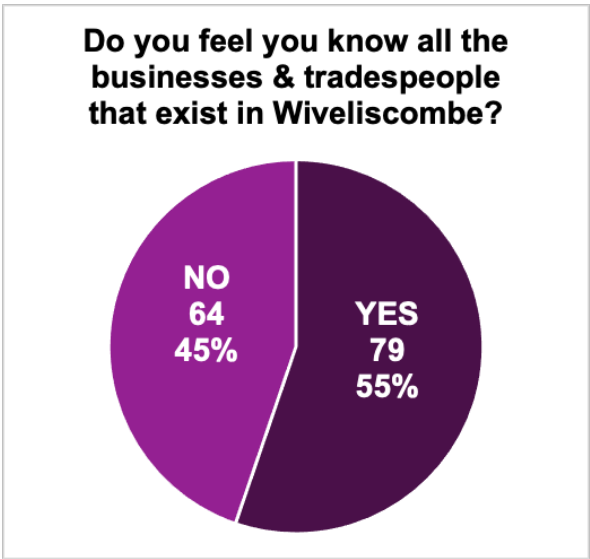


Other suggestions for shops and businesses respondents would like to have in Wiveliscombe (the number indicates the number of people making the suggestion):

- A Bakery - 20
- A tea/coffee shop (in the style of the Courthouse) open all day - 9
- A dentist - 7
- Greengrocers - 6
- Bank - 5
- Barbers - 3
- Shoes and Clothes - 3
- Larger supermarket - 3
- Department store - 2
- Restaurant - 2
- Stationers - 2

Plus others suggested by one respondent: Newsagents; fishmonger; arts, crafts & sewing supple; Cycle shop; computer/printer help and repairs; zero waste shop; kebab shop; pet supplies; bargain shop; pilates studio & key cutting.

Other comments included missing the Chocolate Shop and for the Hardware Shop to open properly.



Only 55% of households say they know all the businesses and tradespeople that exist in Wiveliscombe. We asked how they find out about local businesses (*note - a lot of suggestions was made and respondents were asked to tick all that apply*).



Word of mouth is the most popular, presumably due to personal recommendation. This is followed by The Messenger, which has not been produced since March 2020 and The 10 Parishes Community Support Facebook Group - which is also a way in which to find personal testimony.

Action 7.1 - Supporting the use of Local Shops and Businesses

7.1.1 In line with having declared a climate emergency WTC to support and encourage use of local shops and businesses:

- Provide a link to a digital copy of the Business Directory on the WTC website
- Share Business Group events and information on WTC Facebook Page
- Consider the needs of shoppers in parking policies (see Action 2.3: Parking & Congestion)

7.2 - Supporting Local Shops & Businesses

40 (25%) of respondents stated that they run their own business.

Of these 22 are members of the 10 Parishes Business Group.

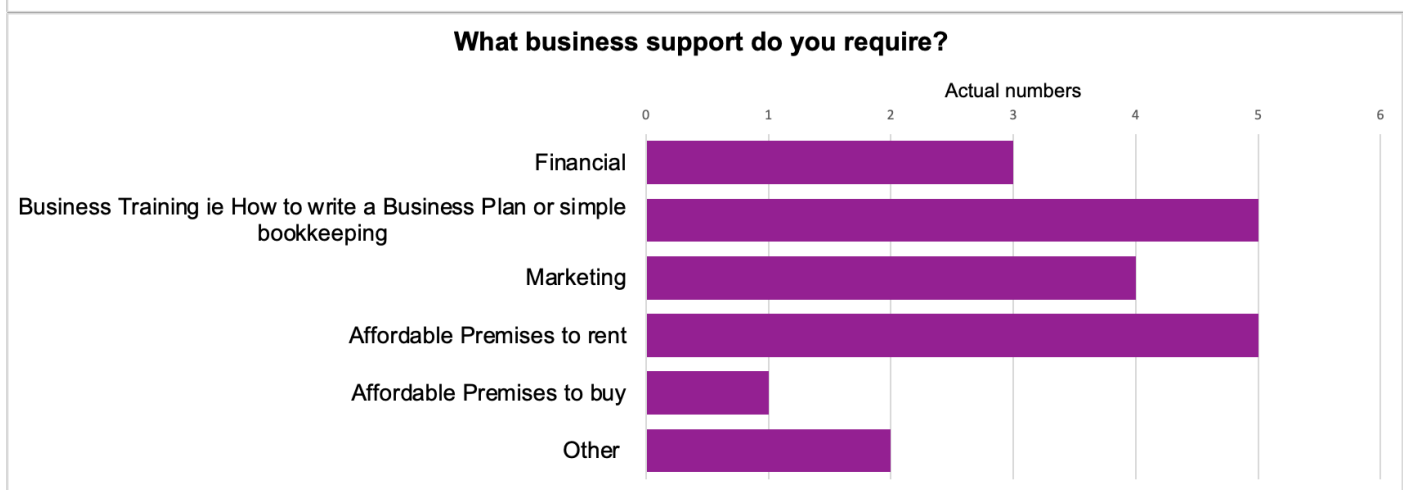
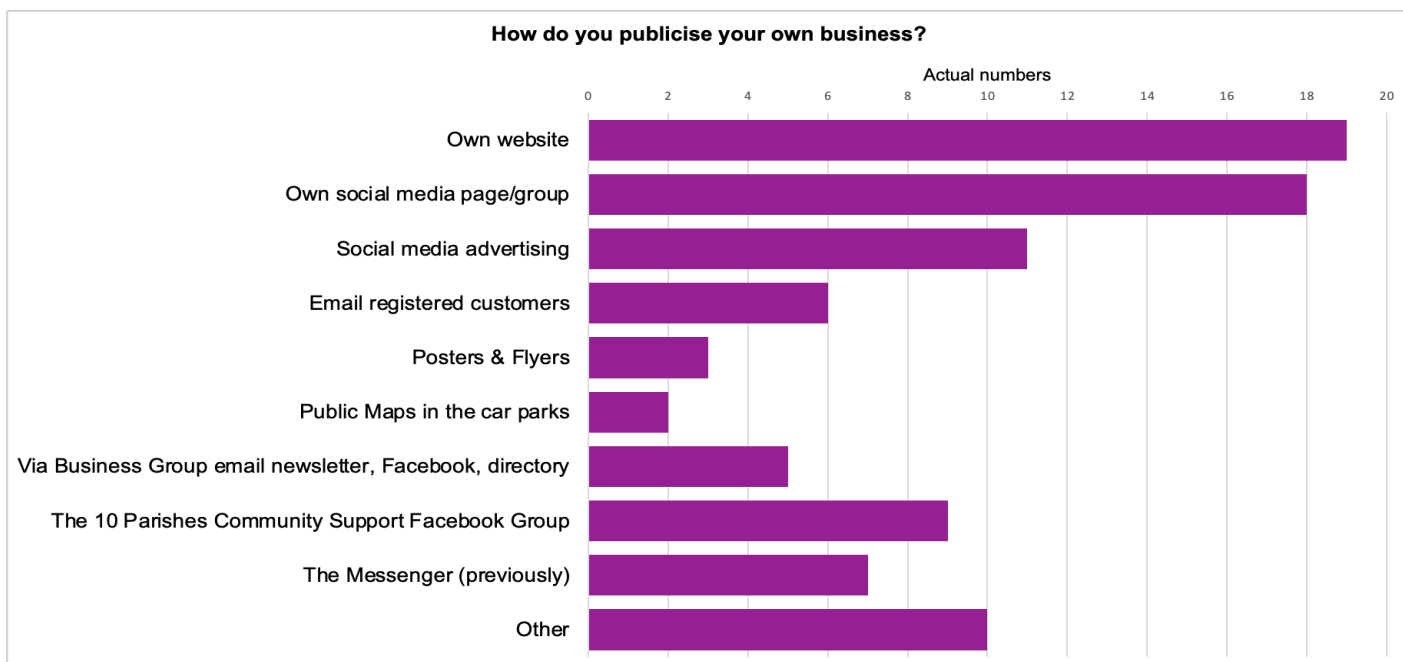
30 gave us an indication of how they publicise their business

(note - a lot of suggestions was made and respondents were asked to tick all that apply).

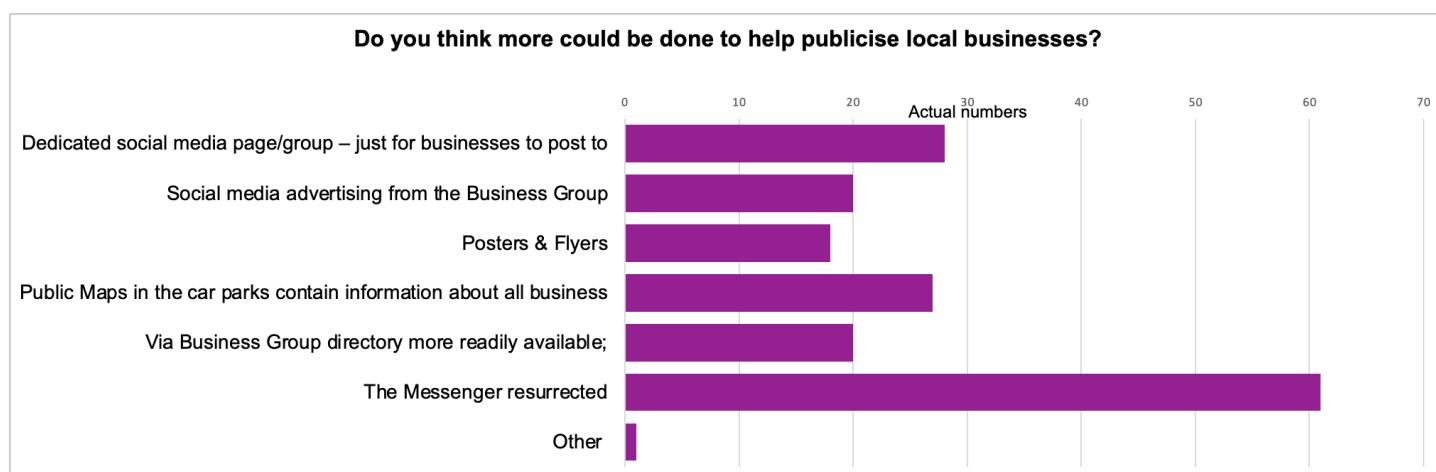
Comments under other included: word of mouth - 4; Parish Magazines - 3; Industry associated website or directory - 2; Adverts on local Newspapers - 1; Sponsorship - 1.

Business owners tell us that that word of mouth and reputation brings in the most custom - 11 respondents; followed by publicity on social media - 6; Parish Magazines or The messenger - 5; Industry associated website or directory - 1.

The majority stated that they do not require any support to manage their existing business or establish a new one. Of the 8 that would like support:



90 households told us what more they believe could be done to help publicise local businesses. Seeing the Messenger resurrected was by far the most popular - receiving more than twice the number of ticks than any other suggestions on the list .



Action 7.2 - Supporting Local Shops & Businesses

7.2.1 WTC to pass the findings on to the 10 Parishes Business Group with a recommendation that they look into the idea of increased Facebook presence.