

WESTBURY AREA BOARD

Date: Thursday December 10 2009

Westbury Chamber of Commerce Trade and Industry
Retail Business Survey November 2009

Following a recent business survey of retailers in Westbury the details collected produced the following results:-

The main factors affecting their business are: -

- 1) The need to have a variety of shops in order to attract shoppers from outside the town.
- 2) There are too many charity shops, estate agents and take-aways,
- 3) Competition from within Westbury and from surrounding towns.
- 4) The regular turnover of closures and selling of business within a short period of time.
- 5) Over 50% of the retailers said that having suitable parking facilities was the main factor.

When asked if they thought that business was growing in Westbury 75% said no and the remainder were unsure.

Several issues were raised by the retailers with regards to what can be done to help. They were: -

- 1) Reduce business rates.
- 2) Provide adequate and suitable parking.
- 3) Help to encourage people to shop locally and attract more visitors.
- 4) Develop town centre improvements.
- 5) Make the town as attractive and accessible as possible. Some of these issues will be addressed during the area board meeting.

The Chamber of Commerce is intending to extend the survey out to the villages of Bratton, Dilton Marsh and Westbury Leigh .By doing this it will be able to give a more informative result.

For more information about the Westbury Chamber of Commerce Trade and Industry, together with the benefits of being a member, contact Sarah Lancaster on 01225 355553 or sarah@wessexchambers.org.uk or visit www.wessexchambers.org.uk

One of the main events the Chamber is aiming to hold next year is a Business Day / Job Fair. Further details will be available in January /February. This is the first time an event of this type has been held in Westbury by the Chamber

and we hope it will not only stimulate the local economy but also help to create opportunities.

Report author: Cllr David Jenkins President of Westbury Chamber of Commerce.