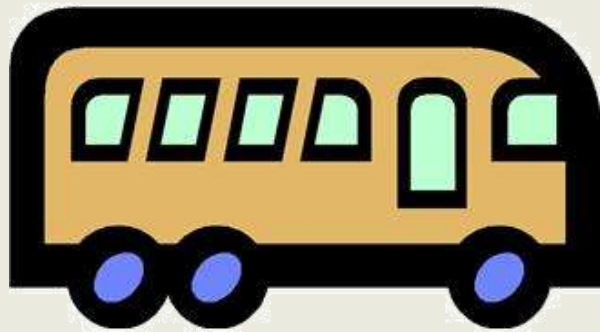


SHOPPING AND TRANSPORT IN APPLEBY



Appleby Environment
November 2010

2

Changing Habits

Shopping in the 20th and 21st Centuries



1900s Appleby Shops

3

- Cobblers
- Carpenters & undertakers
- Wheelwright
- Tuck shop for school children
- Dressmakers
- Grocers & household goods
- Clock and watch repairs
- 2 bakers including cakes
- Off-licence
- Post Office
- Butcher
- Leicester Cheese maker
- Emporium selling everything from “plough shares to mouth organs”

A Son of the Rectory,
Aubrey Moore

1950s Appleby Shops

4

- Post office with grocers & general merchandise
- Co-op general store
- Small grocery store with paraffin sales
- 2 butchers
- 3 pubs with off sales
- Retailers with vans visiting Appleby
 - Butchers
 - Grocers
 - Bakers
 - Pots & pan suppliers
 - Drapery & clothing ...

Allan Condie's memories,
Appleby website

The Bates' Shop in Church Street

5



1916, Appleby Web Site

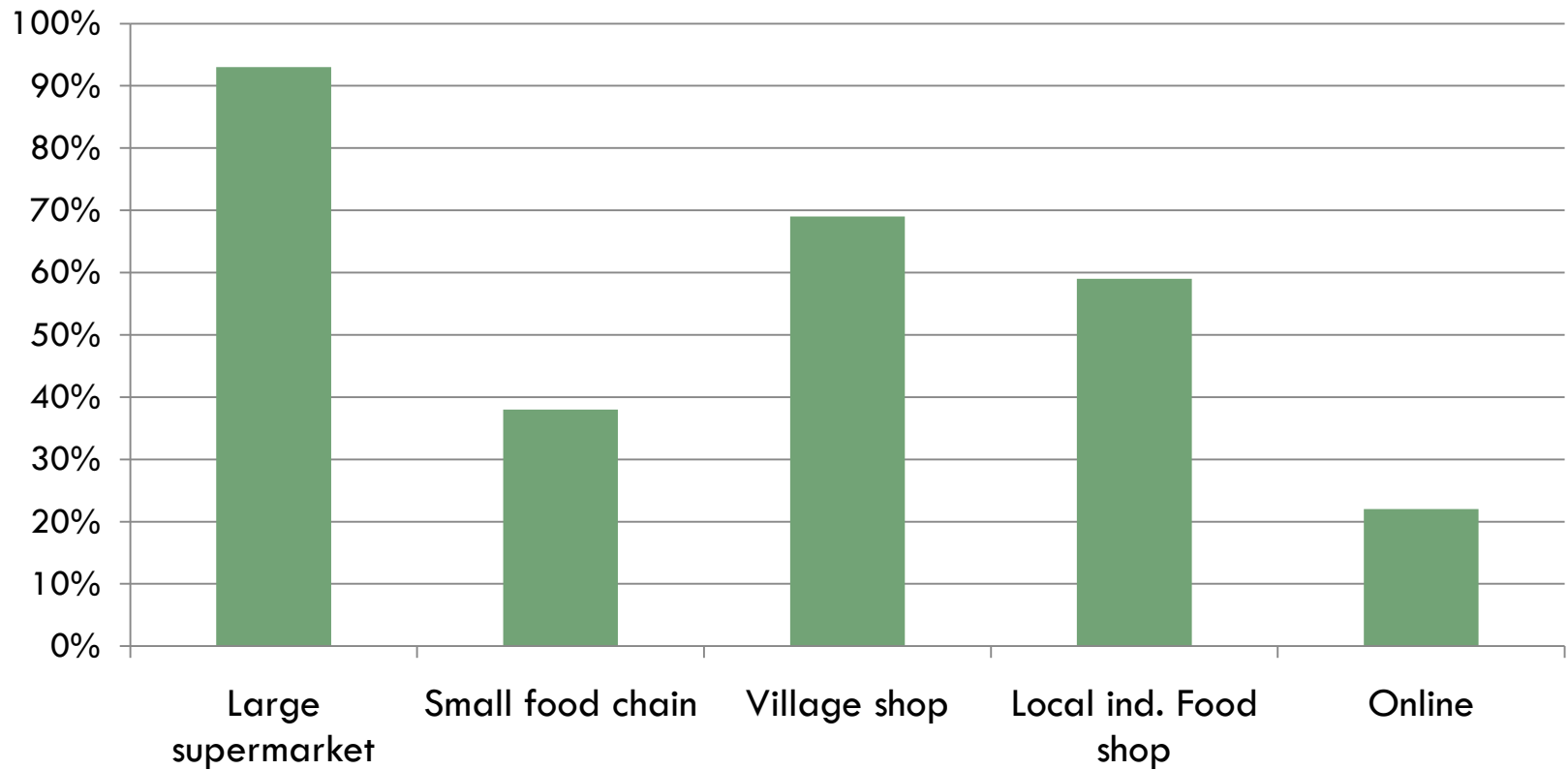
21st Century Progress?

6

- 1 combined village shop and post office
- 1 visiting butcher's van
- 1 farm outlet in Snarestone
- Butcher in Measham
- Baker, greengrocer, specialist food shops in Ashby
- Supermarkets in Measham, Tamworth, Swadlincote, Burton and Ashby ...

Shopping in Last 3 Months?

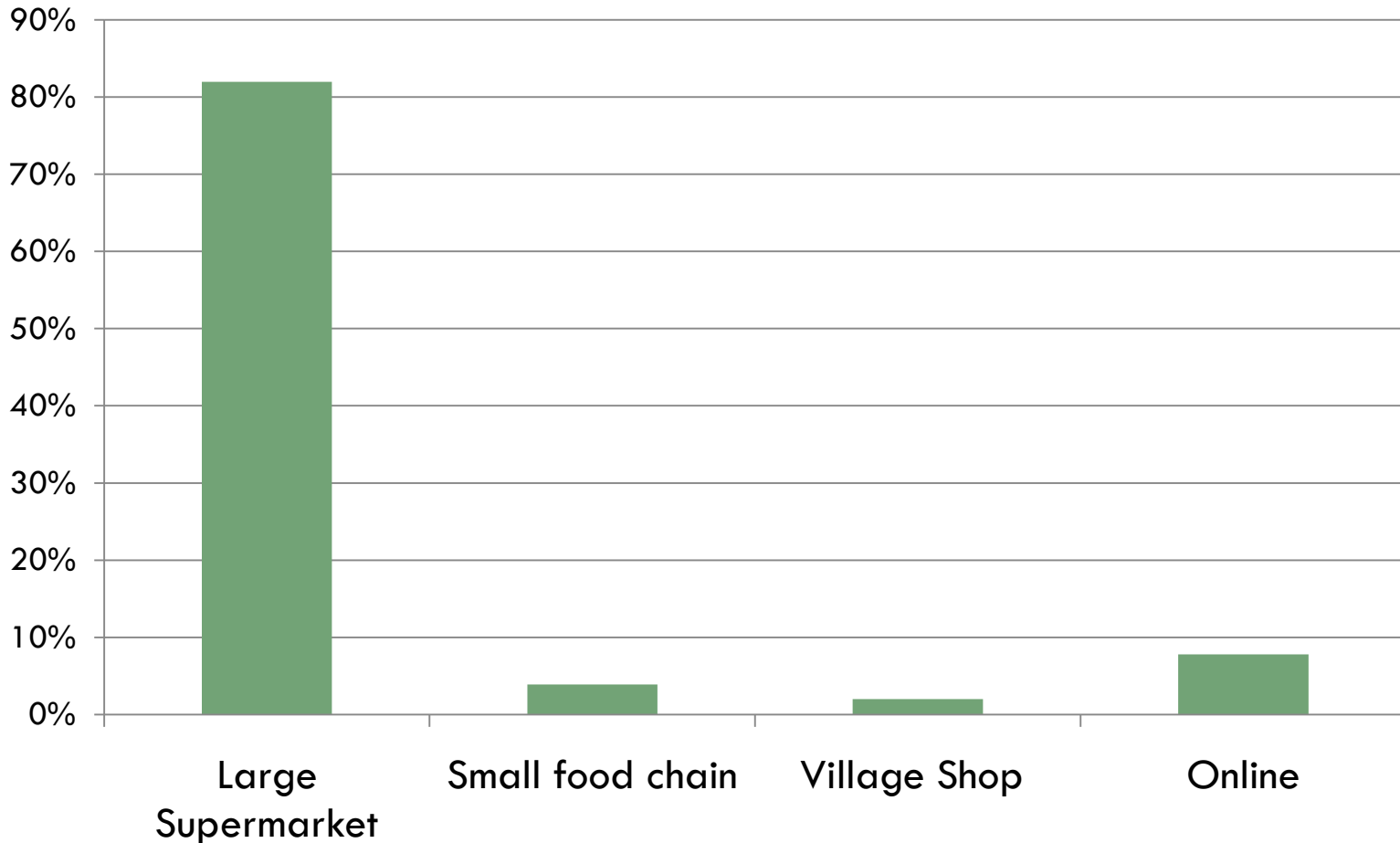
7



From Village Questionnaire Returns

Majority of Food Shopping

8



From Village Questionnaire Returns

9

Are Supermarkets Enough

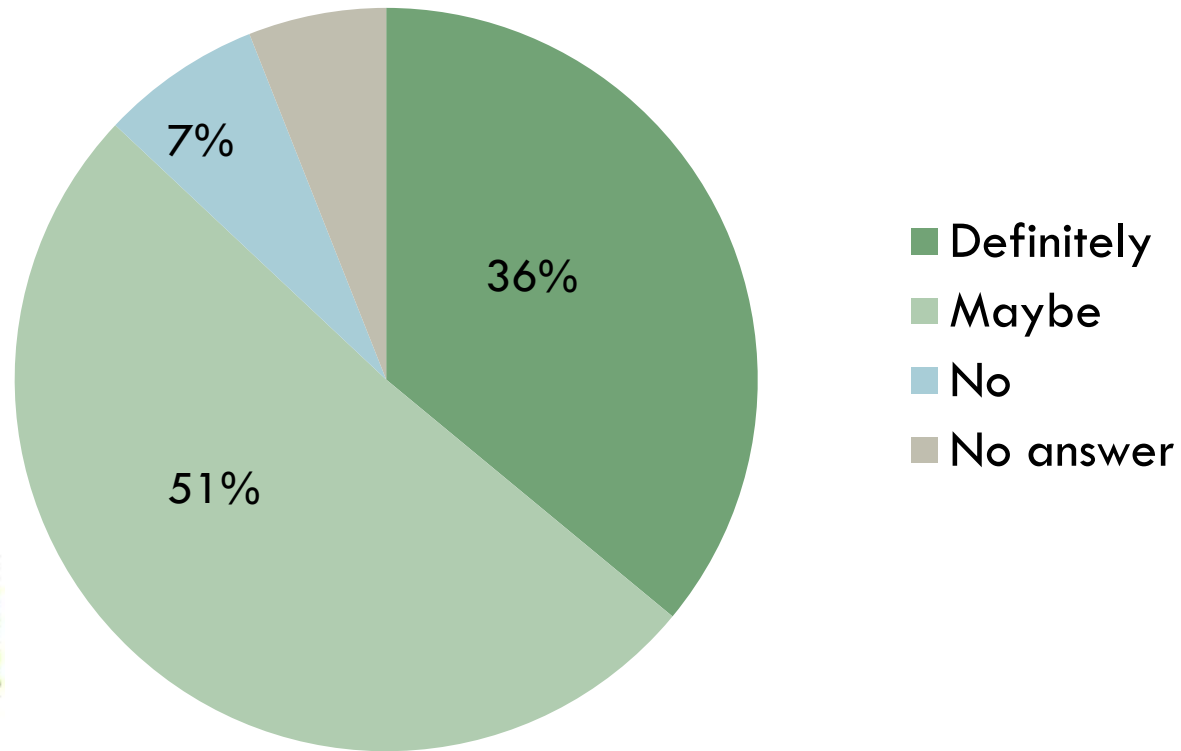
Do they provide everything we want?



Locally Grown Food

10

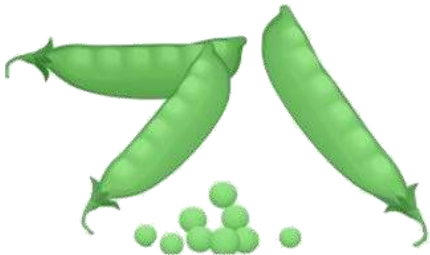
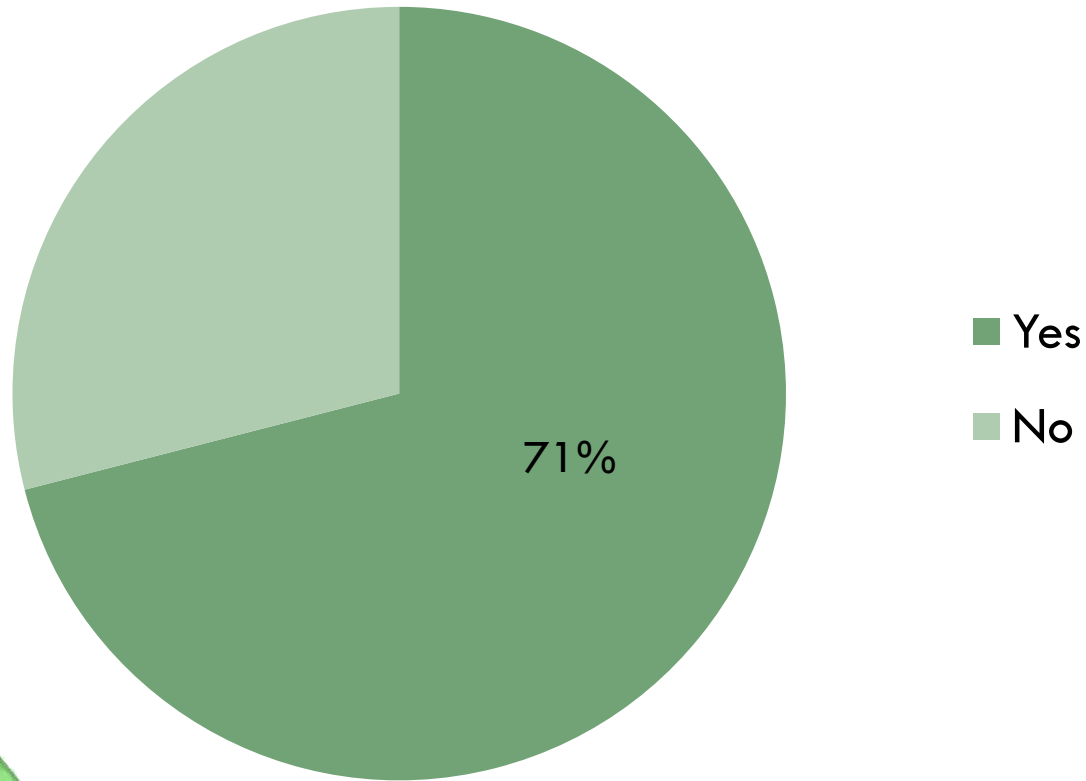
Would buy if available



Locally Grown Food

11

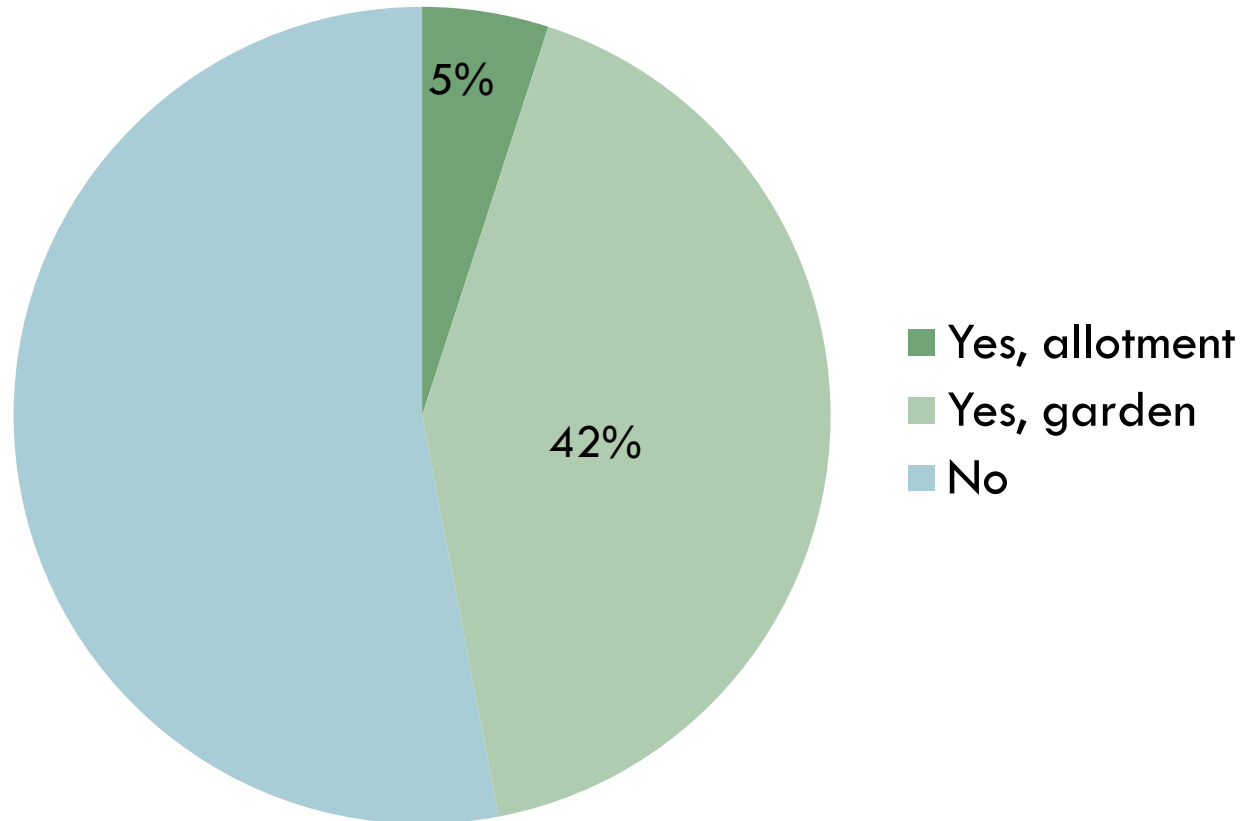
Prepared to pay more for it



Is There Locally Grown Food?

12

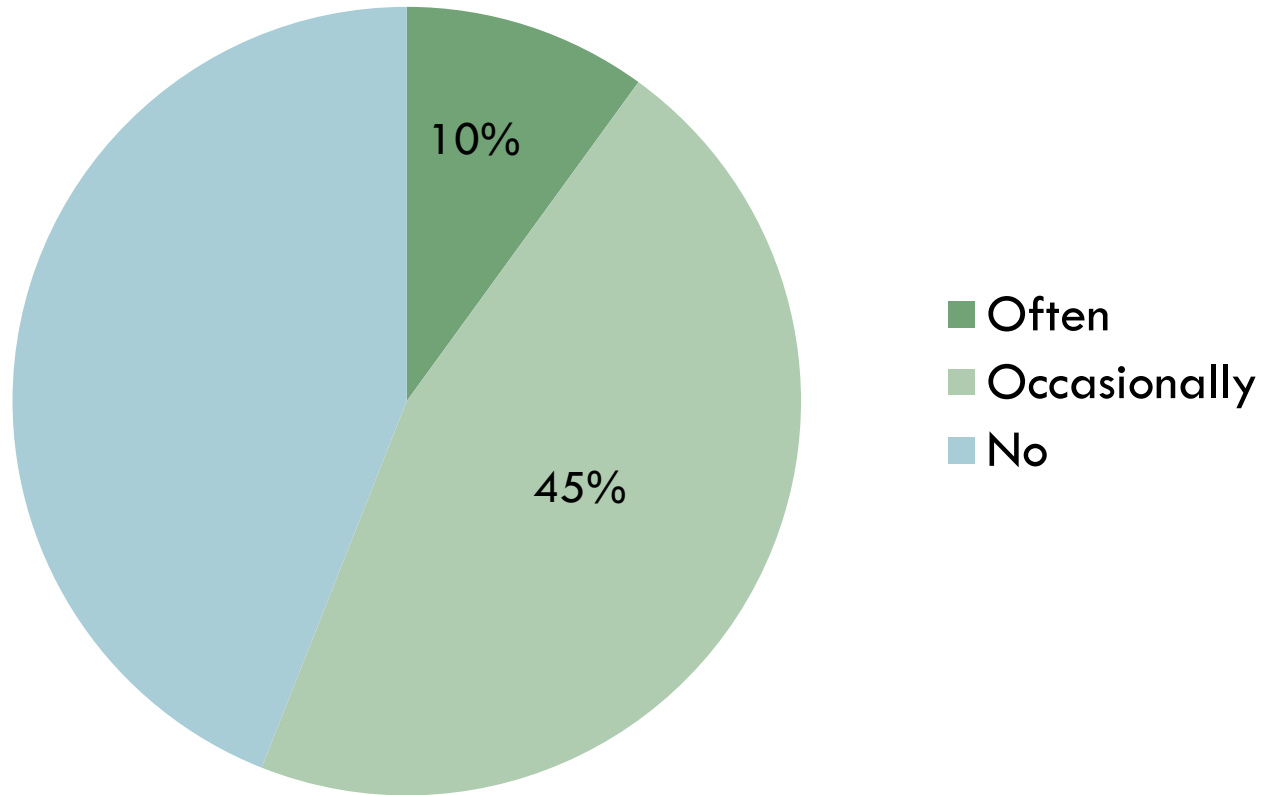
Do you grow your own food?



Is There Locally Grown Good?

13

Do you have more than you need?



14

Questions Arising

How to interpret these findings



The Village Shop

15

- Nearly 7 out of 10 people use for some purchases
- But very few for a main shop
- What do they buy there and what not?
- What would make them use it more?



Local Produce

16

- There is evidence of both unmet demand for local food and available supply
- How could these providers and purchasers be brought together?
 - A mini local food market for a couple of hours every Saturday?
 - Local veggie / fruit boxes?
 - Volunteers to organise?



17

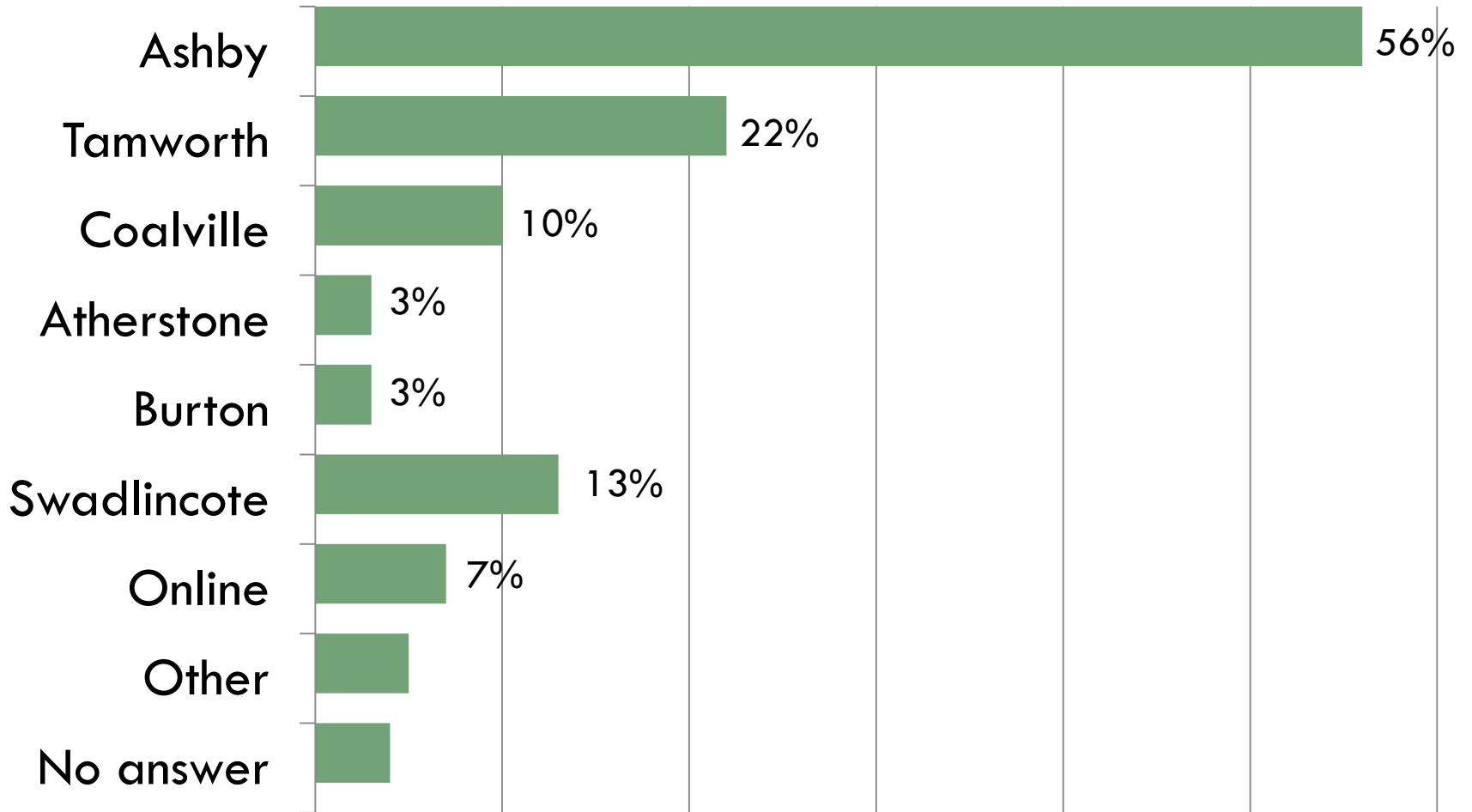
Travel Choices

Associated with Food Shopping



Main Food Shopping Locations

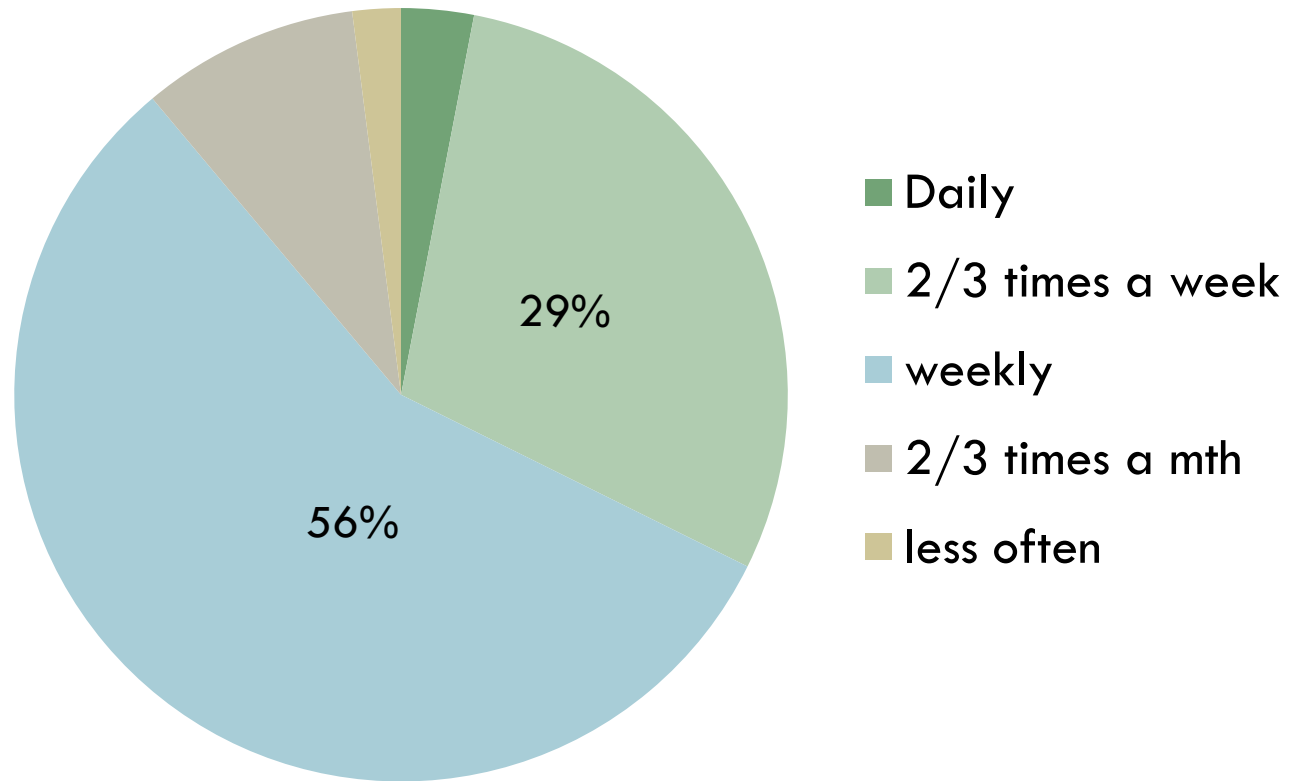
18



Food Shopping Frequency

19

Someone goes food shopping



Transport for Food Shop

20

- Over 80% of households went by car
- Only 12% of these shared the trip with another household
- Less than 7% took public transport



21

Alternatives to the Car?



Days Gone By . . .

22

- Train stations at Snarestone and Measham
 - 1873 - 1931
- Hourly bus service Birmingham - Tamworth - Nottingham
 - Had to walk to the main road
- 1955 -1970 you could go to Leicester twice a day!
- 1950, Saturday night out in Ashby or Nuneaton and get back by bus at 10.48pm



Allan Condie's memories on
Appleby Website

2010 Options . . .

23

- 4 buses a day Appleby to Ashby that allow for shopping time and return trip
 - Last one leaves Appleby at 2.30
 - None on Sunday
- Can also go to Nuneaton if you have 1 ½ hours to spare!



24

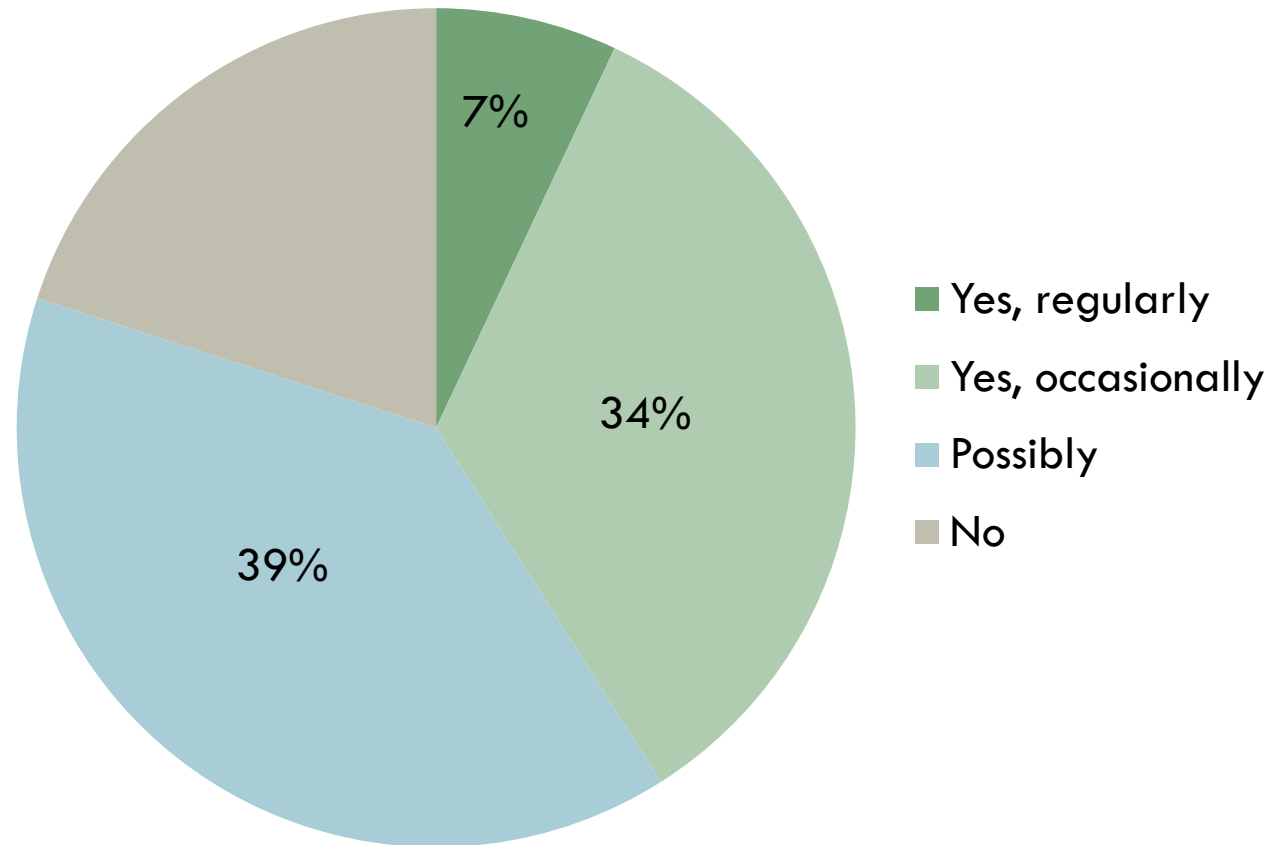
Do we Want Alternatives?



Could we Use Cars Better?

25

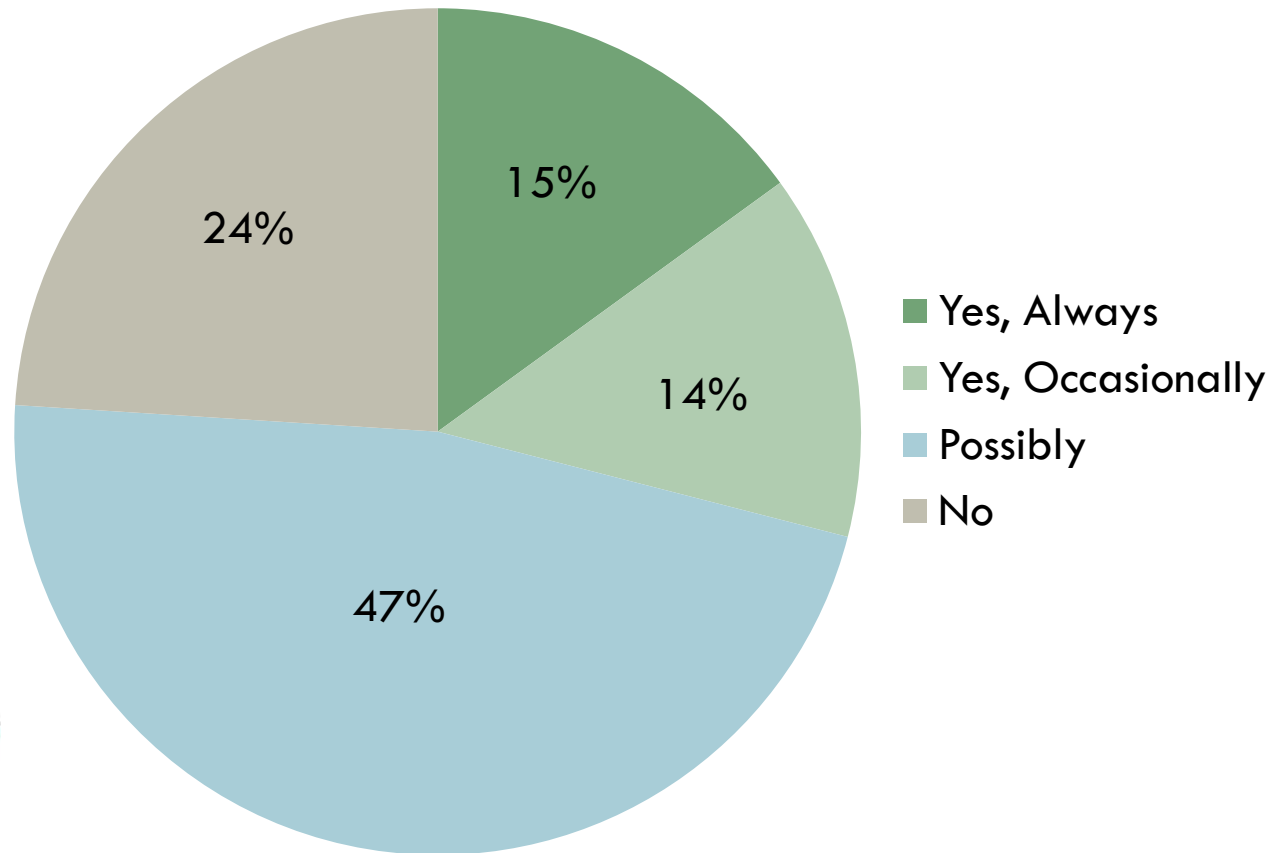
Would you give someone a lift to go shopping at the same time as you?



Would we use Good Public Transport?

26

Would you use public transport if convenient?



27

Questions from these Findings



Question?

28

- More than half of households food shop in Ashby where there are buses from Appleby
- Would people use the bus if shops there delivered?
 - Is this an option currently? Would it be attractive?
 - Could we discuss with Tesco (and others) about coordinated deliveries?
- Or if the buses went at different times / to different places?

Question?

29

- The vast majority of people say they would provide a lift to someone going shopping at the same time - but very few do in practice:
 - Is it just a matter of making contact?
 - If so how can we help?
 - Or are there other barriers?
 - Note: some concern about car insurance but this is not a problem if you do not charge the person for a lift / try to make income from providing transport

30

Travel to Tamworth

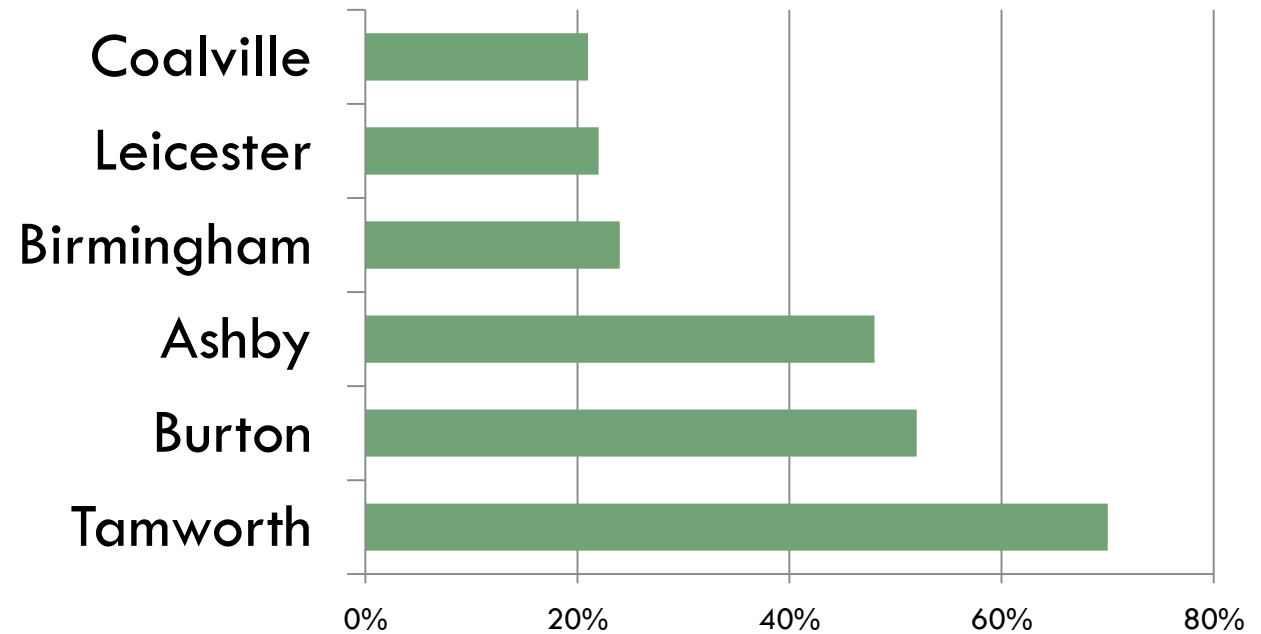


Demand

31

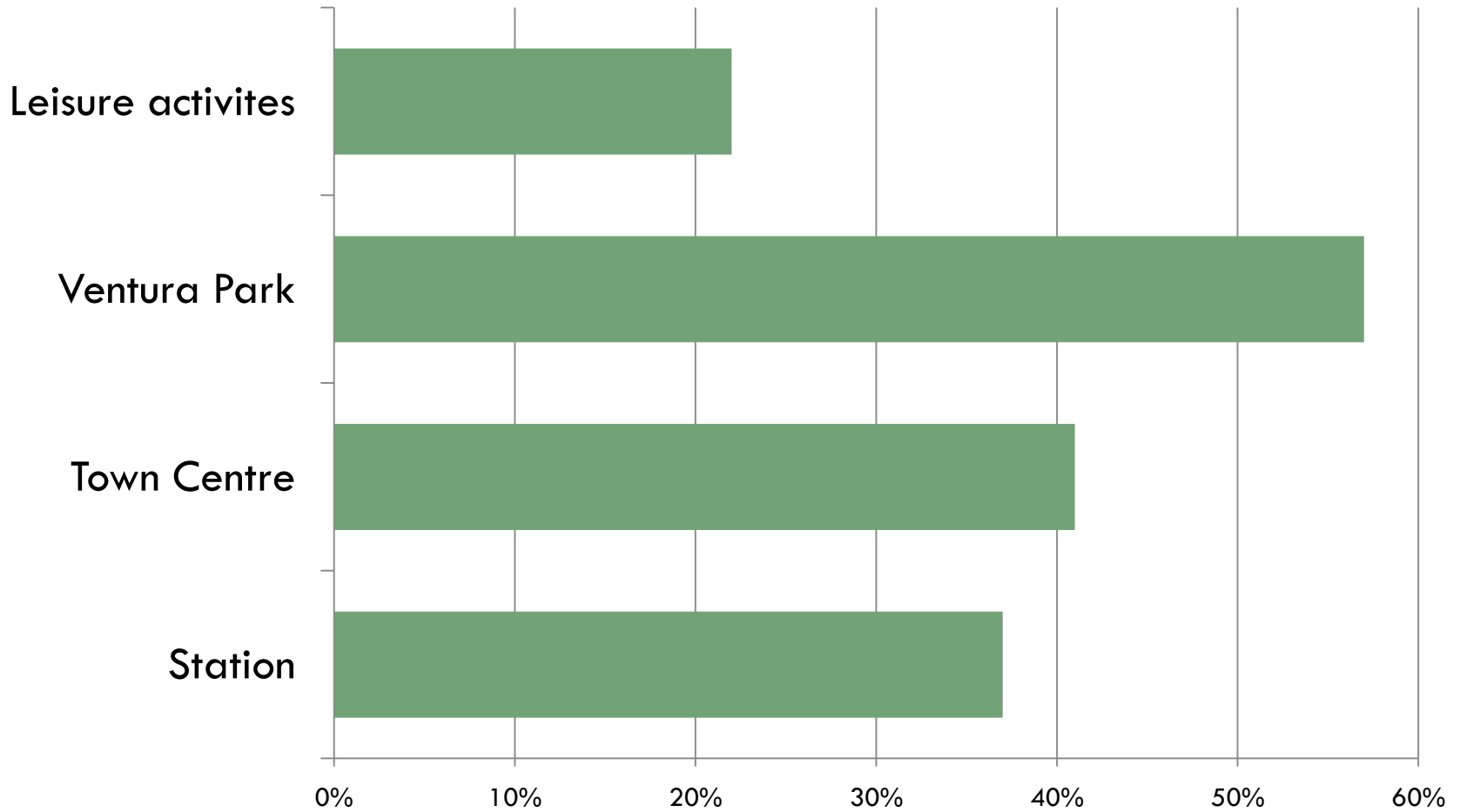
- Over half of those who said they might or would use public transport if it was available wanted to go to Tamworth

For non-food shopping I go to . . .



Where in Tamworth?

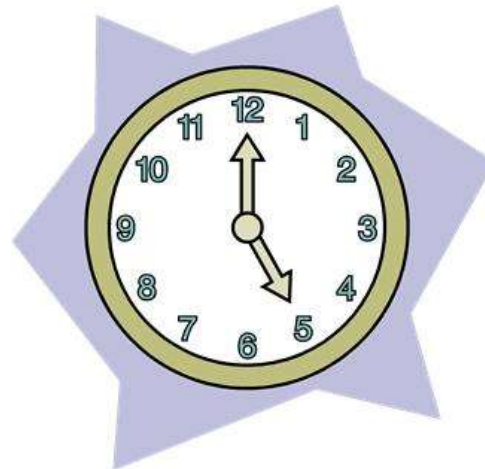
32



When Do they Want to Go?

33

- Most popular:
 - ▣ Go mid / late morning
 - ▣ Come back late pm / early eve
- But also people wanting to go early morning & come back early afternoon



34

Questions from these Findings



Question?

35

- Interest in travel to Tamworth but to different locations & at different times
- Would a conventional bus service be viable?
- What else would work?
 - Shuttle bus between Station, Town Centre & Ventura?
 - A form of 'on demand' transport (via County Council)?
 - Community transport options (use of minibuses, volunteer car provision)
 - National / local ride offered / wanted online matching schemes

Alternatives to Standard Bus Routes

36

- County Council mention ‘demand responsive taxi / minibus’ options:
 - Would they consider a route to Tamworth?
 - Would shops in Tamworth provide financial support for this?
- Marlene Reid Centre provide community transport:
 - Dial a ride shopping services in accessible minibuses - door to door service at public transport rates
 - Shopping ‘outings’ for elderly and disabled & carers
 - Lifts to hospital and doctors appointments

What Next??