

WIRRAL COUNCIL

COMMUNITY AND CUSTOMER ENGAGEMENT OVERVIEW AND SCRUTINY COMMITTEE

4 JUNE 2007

REPORT OF THE DIRECTOR OF FINANCE

BEBINGTON ONE STOP SHOP CUSTOMER SURVEY

1. EXECUTIVE SUMMARY

- 1.1. This report details the outcome of the recent survey of One Stop Shop users at Pennant House as to the future siting of the Bebington One Stop Shop. The report also includes details of the petitions presented to Council on 1 March 2007 and 16 April 2007.

2. CURRENT POSITION

- 2.1. The Bebington One Stop Shop is based only on the ground floor of Pennant House and has been there since 1999. The WRVS occupies the separate, former caretaker's office to the side of the building. The higher floors have had a number of different occupiers but have been vacant since April 2005.
- 2.2. During 2006 it became clear that significant work was required to the building for it to be of a required standard for ongoing use. At the same time it was identified that since this One Stop Shop had been set up some of the later One Stop Shops had been linked successfully with other Council facilities such as libraries. In Bebington this could only be achieved as part of the Civic Centre.
- 2.3. At Council on 1 March 2007 it was agreed that only urgent roof and remedial work should be undertaken at Pennant House and that a survey of users be undertaken to establish preference and the result reported back to this Committee.
- 2.4. The roof work is ongoing and a decision has to be made as to whether further work is undertaken.
- 2.5. Once the option of a possible re-siting of the One Stop Shop was under review, petitions to retain the One Stop Shop at Pennant House were undertaken and these were reported to the Council meetings on 1 March 2007 and 16 April 2007.

3. CUSTOMER SURVEY RESULTS

- 3.1. The survey was conducted during March 2007 which included a traditionally busy period. Staff asked only visitors to the site to complete the form and 230 were returned over a three week period. The total number of customers seen was 1745 which gave a return of 13%. The survey form used is shown at Appendix 1.
- 3.2. The outcome is shown at Appendix 2.
- 3.3. In summary most visitors were from Bebington (60%) two thirds came by car with 26% on foot. Predominantly drivers used the car park in front (88%) whilst bus users used the three main stops around the area. 75% of users had come to Bebington specifically for the One Stop Shop with 21% also planning to shop. Two thirds of users expressed a view that Pennant House would be more convenient than the Civic Centre.
- 3.3. The most striking feature was how many come to the One Stop shop by car and use the available car park in front.

4. PETITION RESULTS

- 4.1. Two petitions have been presented to Council. On 1 March 2007 a petition of 359 names was presented and on 16 April 2007 a further petition of 366 names was submitted.
- 4.2. Both petitions are headed "We the undersigned wish to retain the One Stop Shop at Pennant House. We completely oppose any move to the Civic Centre".
- 4.3. Of the 725 names 80.5% were from people who live within one mile of the Bebington site and represented 447 properties. There are about 12,000 properties within one mile of the One Stop Shop which gives an approximate cover of 3.75%.

5. FINANCIAL IMPLICATIONS

- 5.1. There are no specific implications arising from this report.

6. LOCAL AGENDA 21 IMPLICATIONS

- 6.1. There are no specific implications arising from this report.

7. PLANNING IMPLICATIONS

- 7.1. There are no specific implications arising from this report.

8. COMMUNITY SAFETY IMPLICATIONS

8.1 There are no specific implications arising from this report.

9. HUMAN RIGHTS IMPLICATIONS

9.1 There are no specific implications arising directly from this report.

10. ACCESS TO INFORMATION ACT

10.1 No background papers have been used in the preparation of this report.

11. LOCAL MEMBER SUPPORT IMPLICATIONS

11.1 The One Stop Shops is based in Bebington ward.

12. RECOMMENDATION

12.1. That the results of the survey and the receipt of the petitions be noted.

IAN COLEMAN
DIRECTOR OF FINANCE

Pennant House Survey

1. Please tick where did you live:

- Bebington
- Eastham
- Bromborough
- New Ferry
- Other (please state where _____)

2. How did you get Pennant House?

- By car
- By bus
- On foot
- Other (please state how _____)

a) If you came by car which of the following did you do:

- Parked in the car park out front
- Parked in the car park next to the Rose and Crown Pub
- Parked by the Civic Centre/Library
- Parked in Somerfield Car Park

b) If you came by bus which of the following did you do:

- Got off at the stop over the road
- Got off at the stop at the bottom of Heath Road
- Got off at the stop in the Village

3. Have you come to Bebington just to use Pennant House or will you be visiting anywhere else?

- I am here just to use the One Stop Shop
- I will be also be visiting the library
- I will be also be going to the shops

4. Would you find the One Stop Shop more convenient in:

- Pennant House
- The Civic Centre (by the library)

Thank you for your time

Pennant House Survey Results

Total number – 230

1. Please tick where did you live:

Bebington	60%
Bromborough	13%
New Ferry	10%
Eastham	5%

Other:

Prenton	3%
Rock Ferry	2%
Oxton	1.5%
Bidston	1%
Birkenhead	1%
Tranmere	1%
Wallasey	1%
Pensby	0.5%
Shotton	0.5%
Not stated	0.5%

2. How did you get Pennant House?

By car	66%
On foot	26%
By bus	7%
Other:	
Train	0.5%
Bike	0.5%

a) If you came by car which of the following did you do:

Parked in the car park out front	88%
Parked in the car park next to the Rose and Crown Pub	6%
Parked by the Civic Centre/Library	4%
Parked in Somerfield Car Park	2%

b) If you came by bus which of the following did you do:

Got off at the stop over the road	53%
Got off at the stop in the Village	29%
Got off at the stop at the bottom of Heath Road	18%

3. Have you come to Bebington just to use Pennant House or will you be visiting anywhere else?

I am here just to use the One Stop Shop	75%
I will be also be going to the shops	21%
I will be also be visiting the library	4%

4. Would you find the One Stop Shop more convenient in:

Pennant House	67%
The Civic Centre (by the library)	22%
Those that put either/not bothered (Although wasn't an option)	11%