

SHOPPING AND TRANSPORT IN APPLEBY



Appleby Environment
November 2010

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Changing Habits

Shopping in the 20th and 21st Centuries



1900s Appleby Shops

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- 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

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- 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

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1916, Appleby Web Site

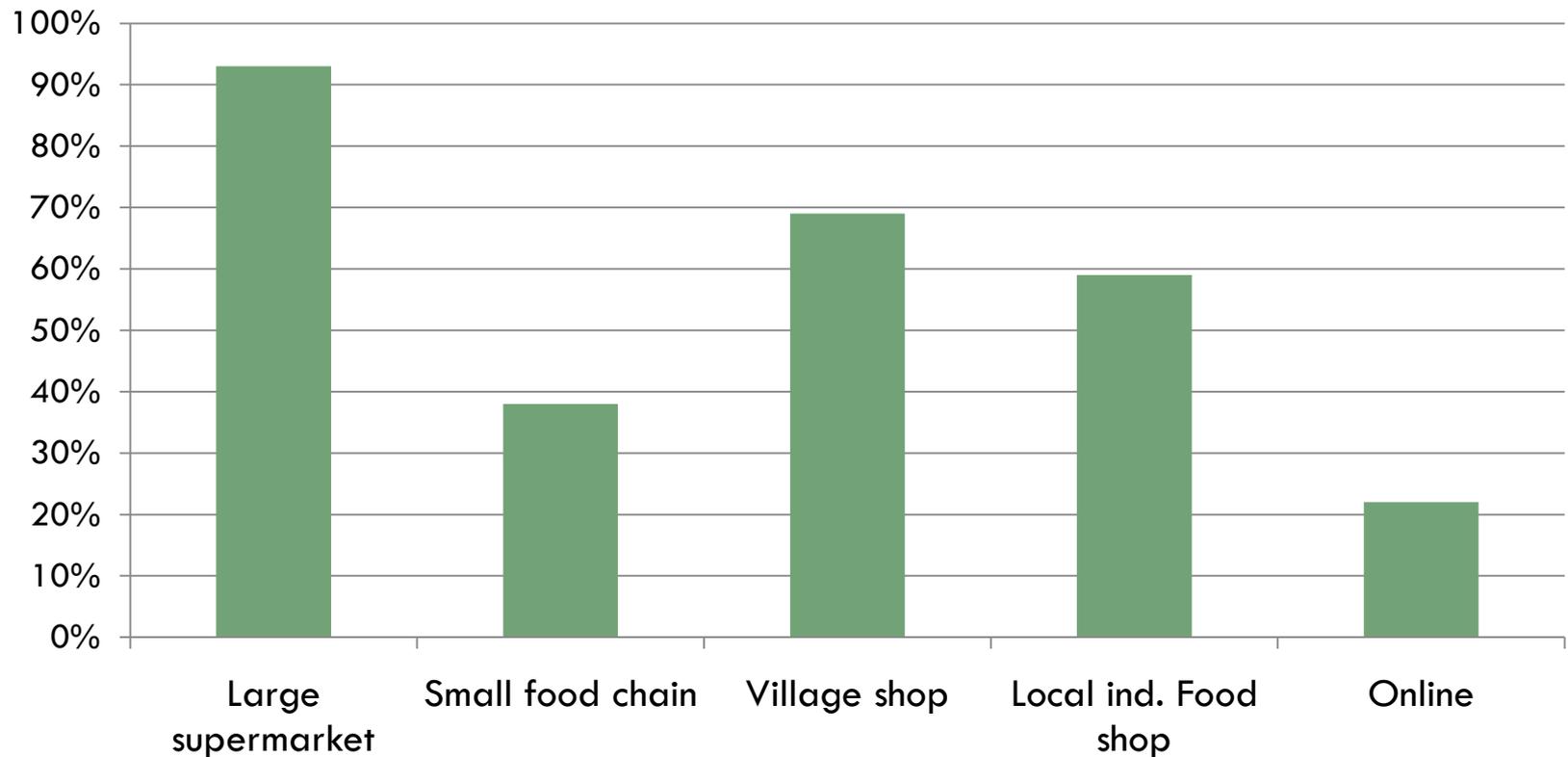
21st Century Progress?

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- 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?

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From Village Questionnaire Returns

Majority of Food Shopping

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From Village Questionnaire Returns

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Are Supermarkets Enough

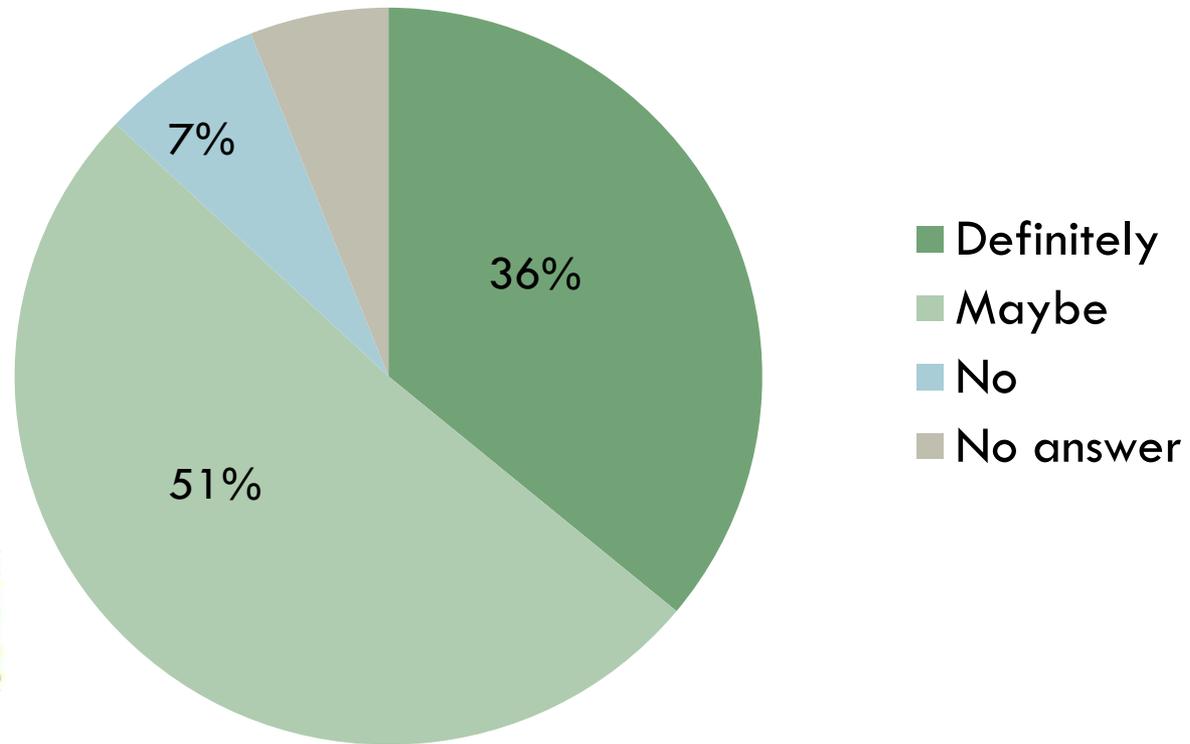
Do they provide everything we want?



Locally Grown Food

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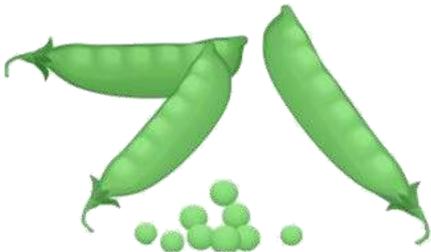
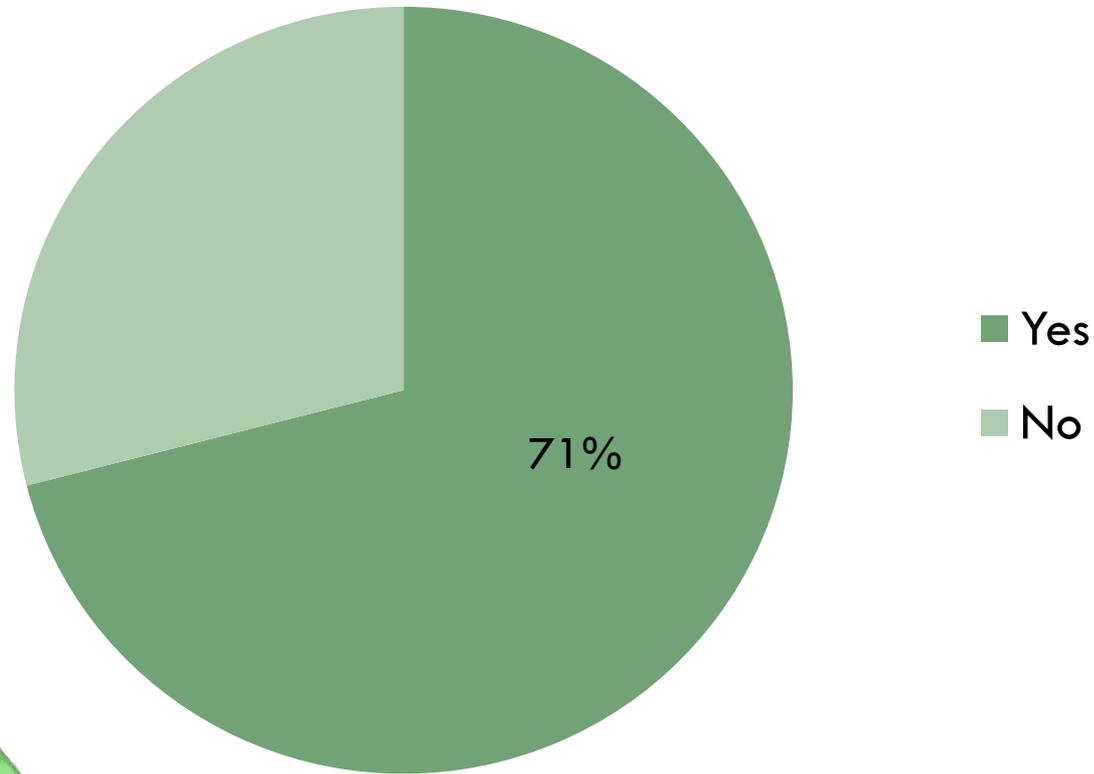
Would buy if available



Locally Grown Food

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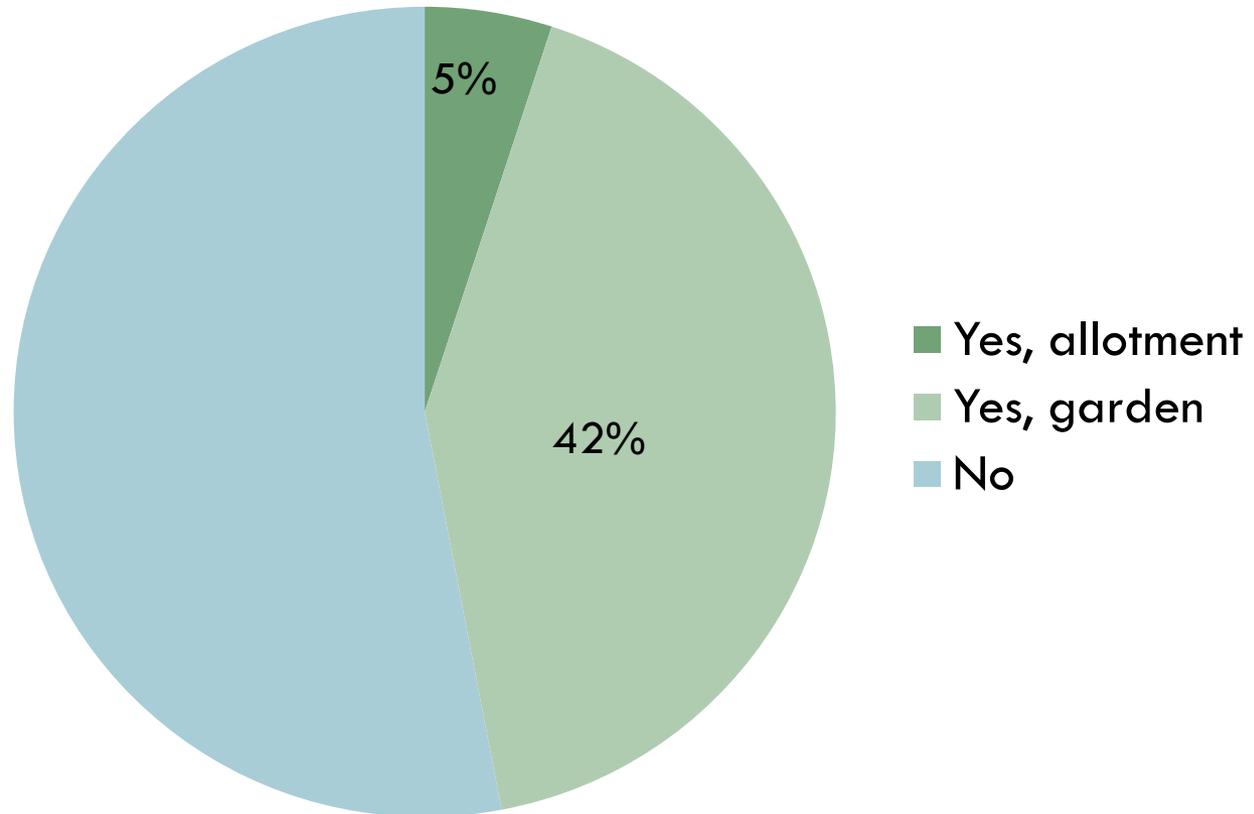
Prepared to pay more for it



Is There Locally Grown Food?

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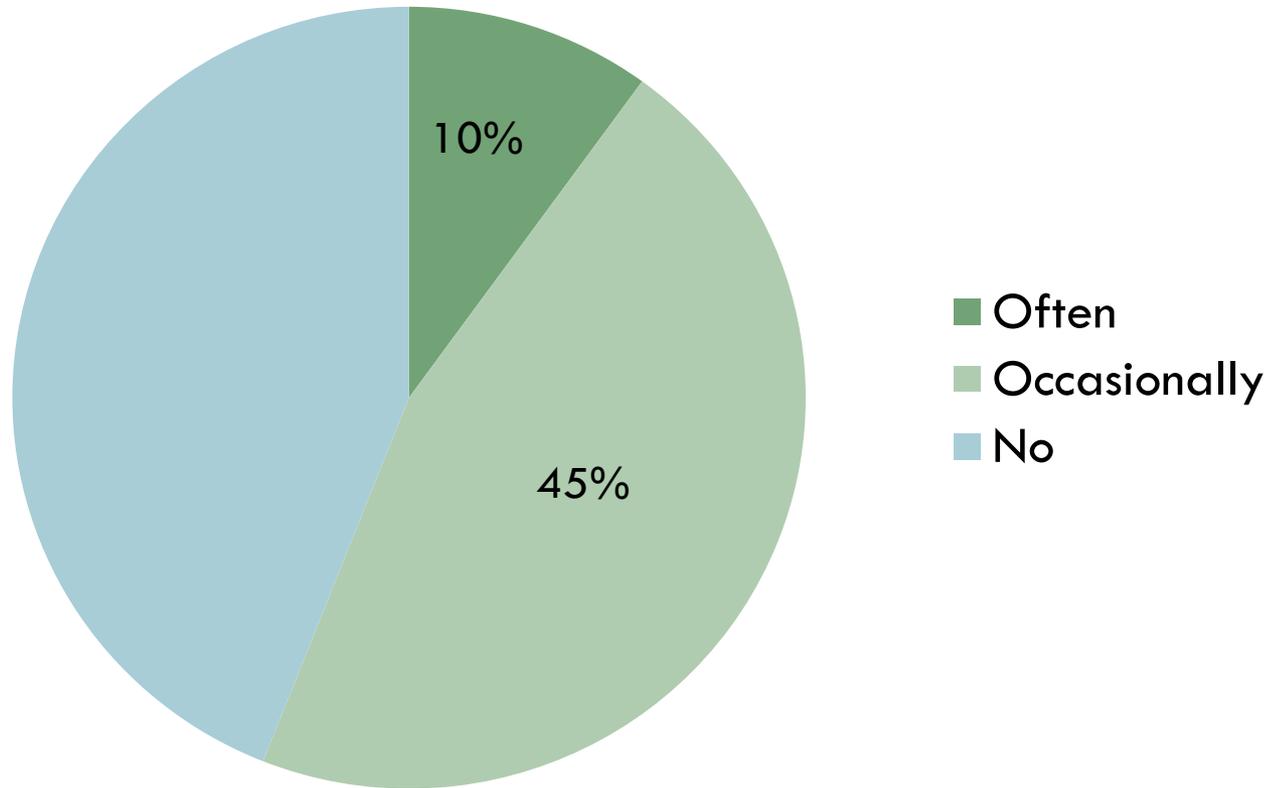
Do you grow your own food?



Is There Locally Grown Good?

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Do you have more than you need?



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Questions Arising

How to interpret these findings



The Village Shop

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- 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

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- 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?



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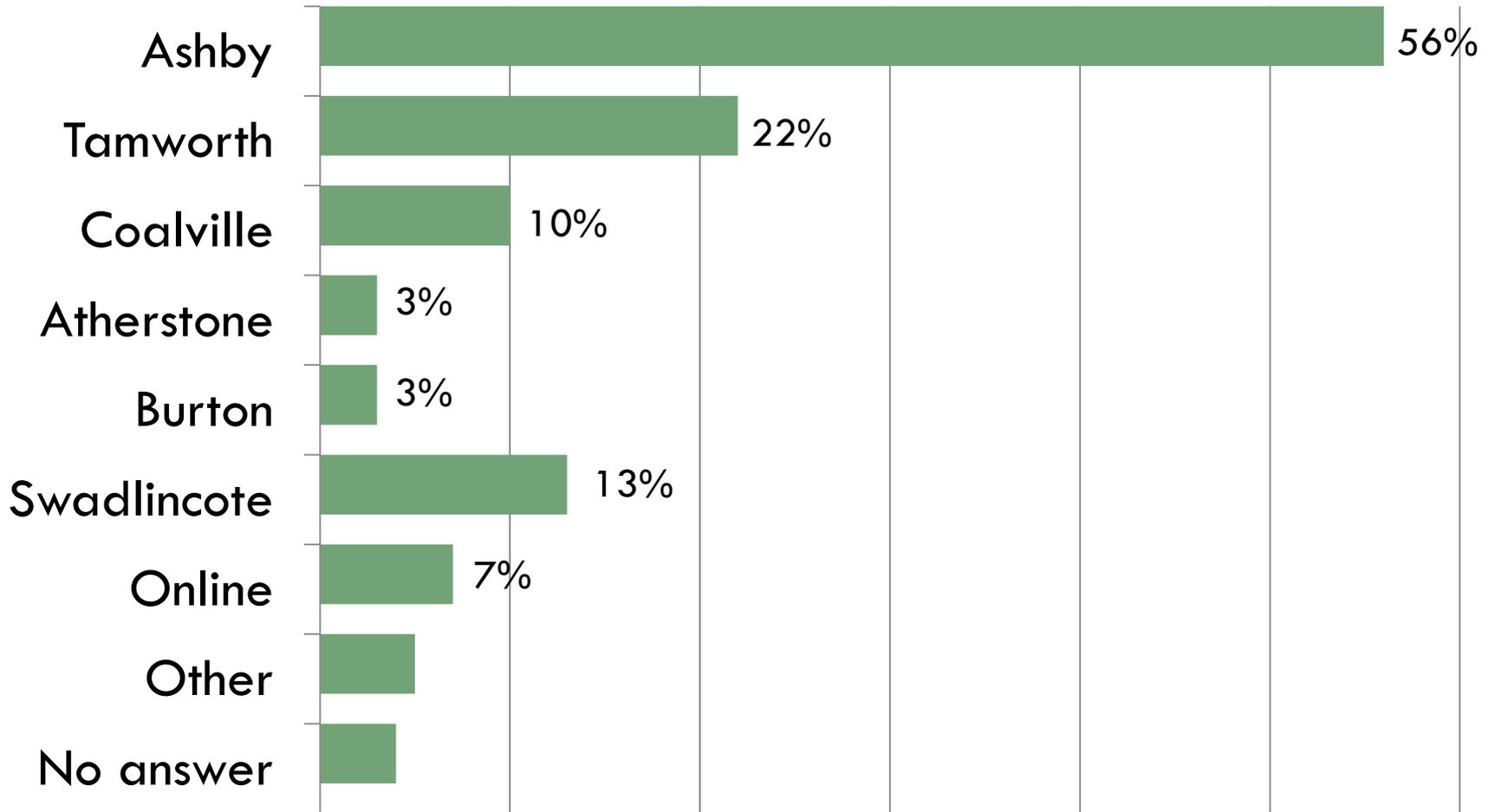
Travel Choices

Associated with Food Shopping



Main Food Shopping Locations

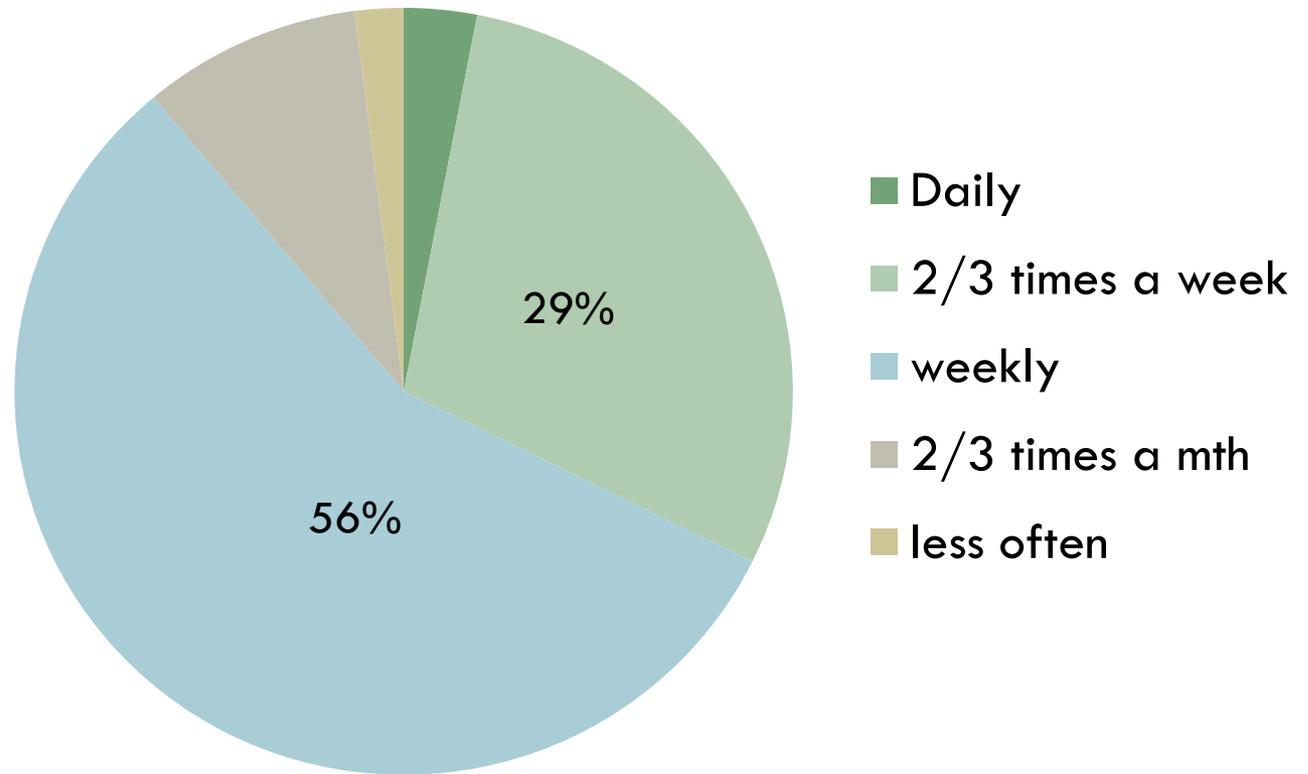
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Food Shopping Frequency

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Someone goes food shopping



Transport for Food Shop

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



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Alternatives to the Car?



Days Gone By . . .

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- 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

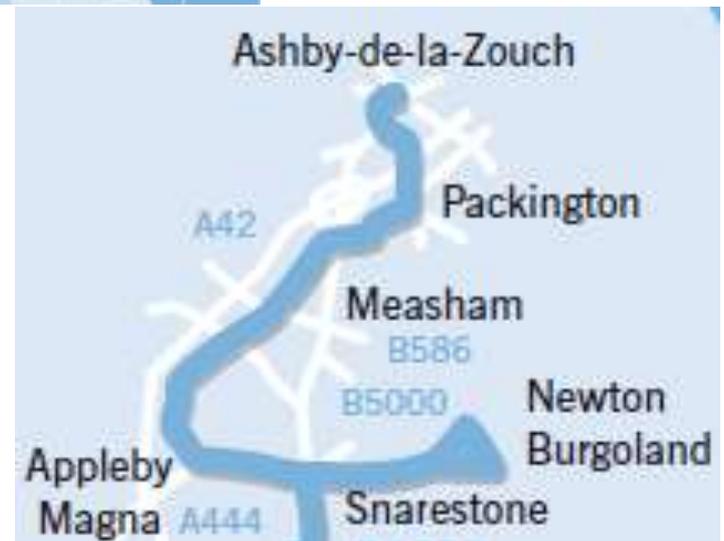


Allan Condie's memories on
Appleby Website

2010 Options . . .

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- 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 1/2 hours to spare!



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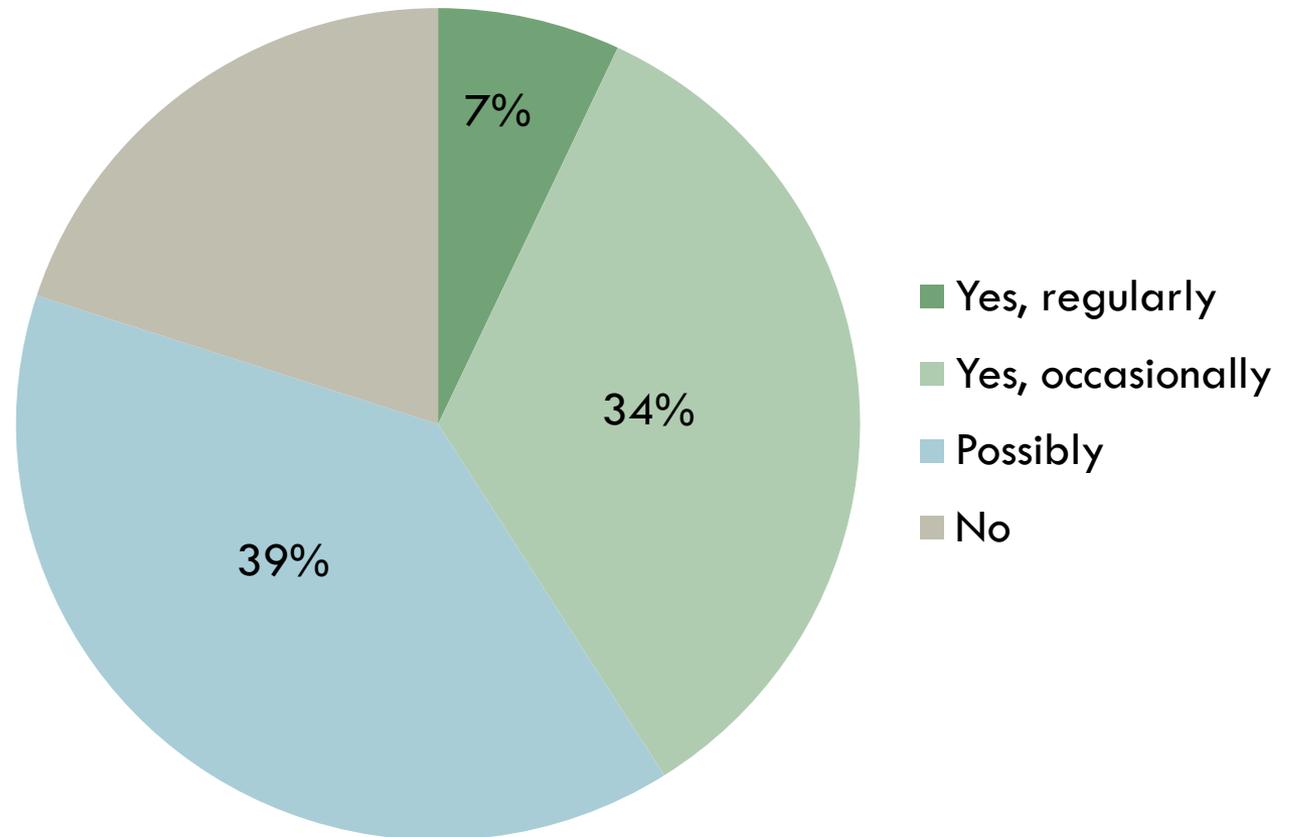
Do we Want Alternatives?



Could we Use Cars Better?

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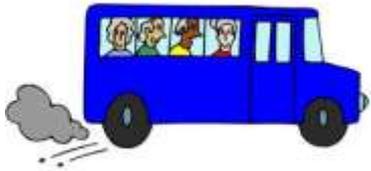
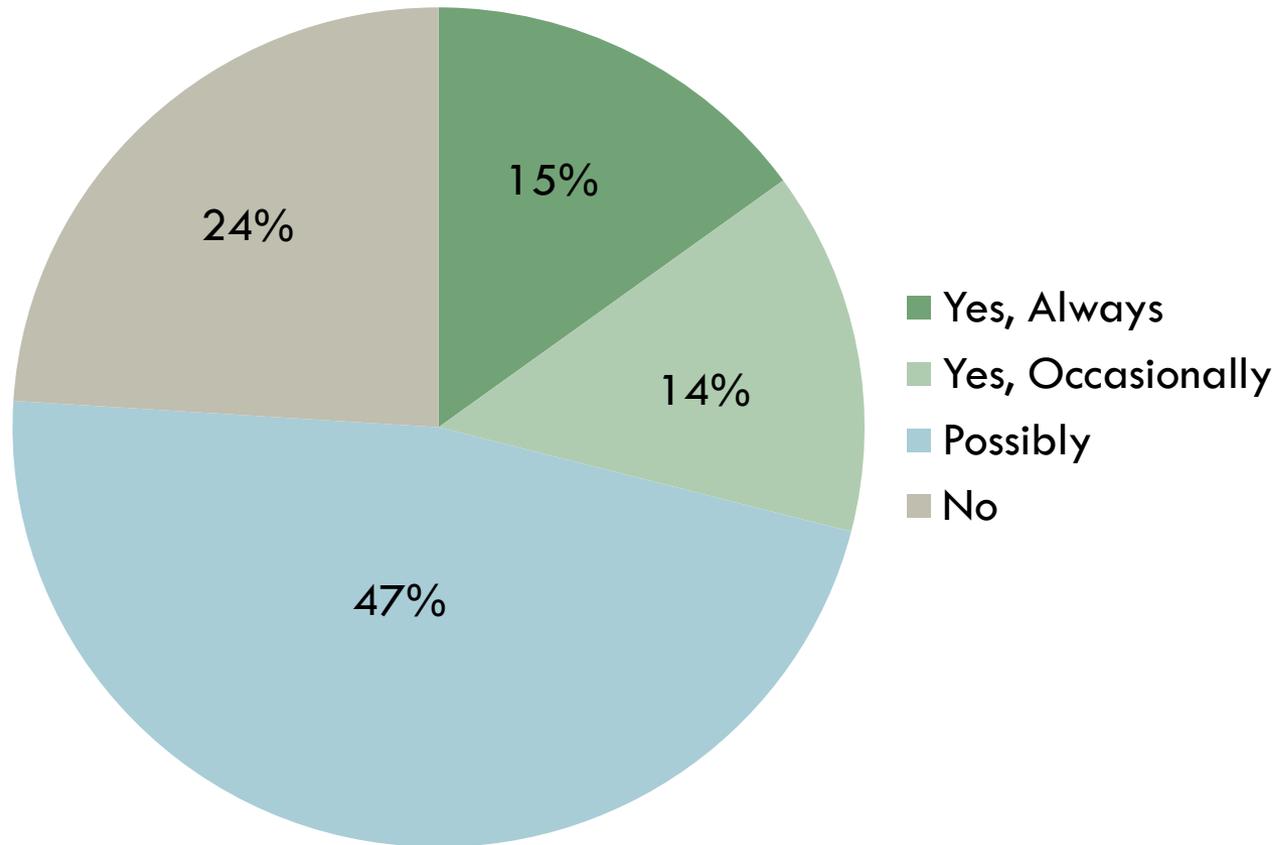
Would you give someone a lift to go shopping at the same time as you?



Would we use Good Public Transport?

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Would you use public transport if convenient?



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Questions from these Findings



Question?

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- 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?

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- 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

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Travel to Tamworth

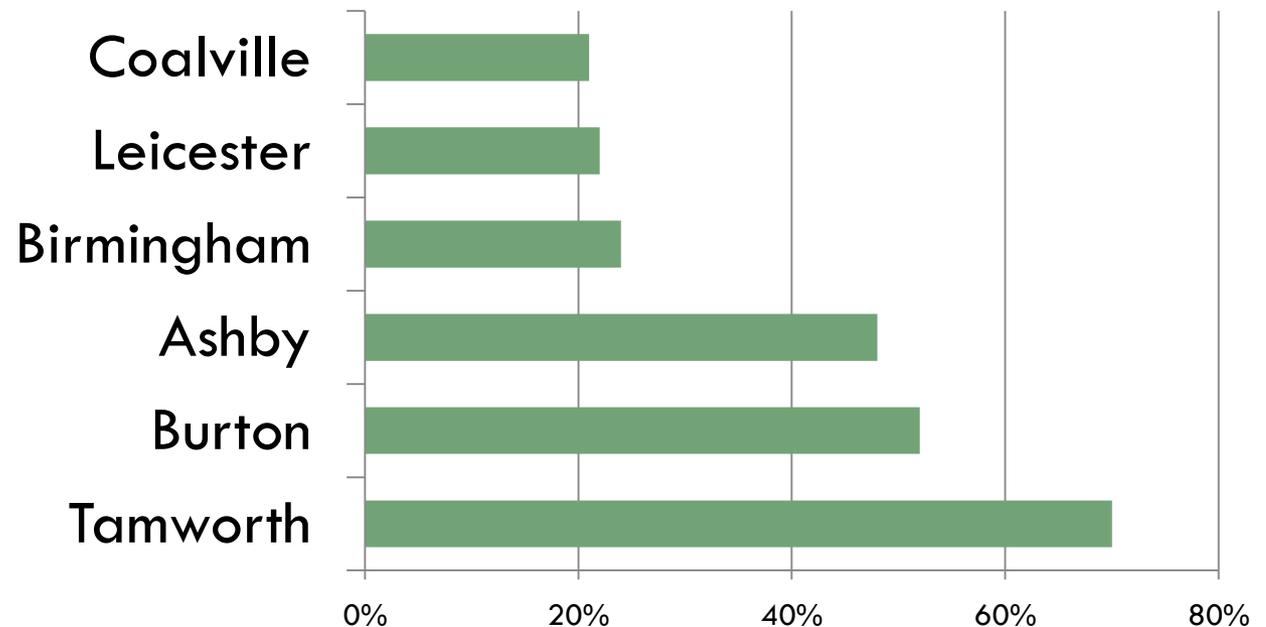


Demand

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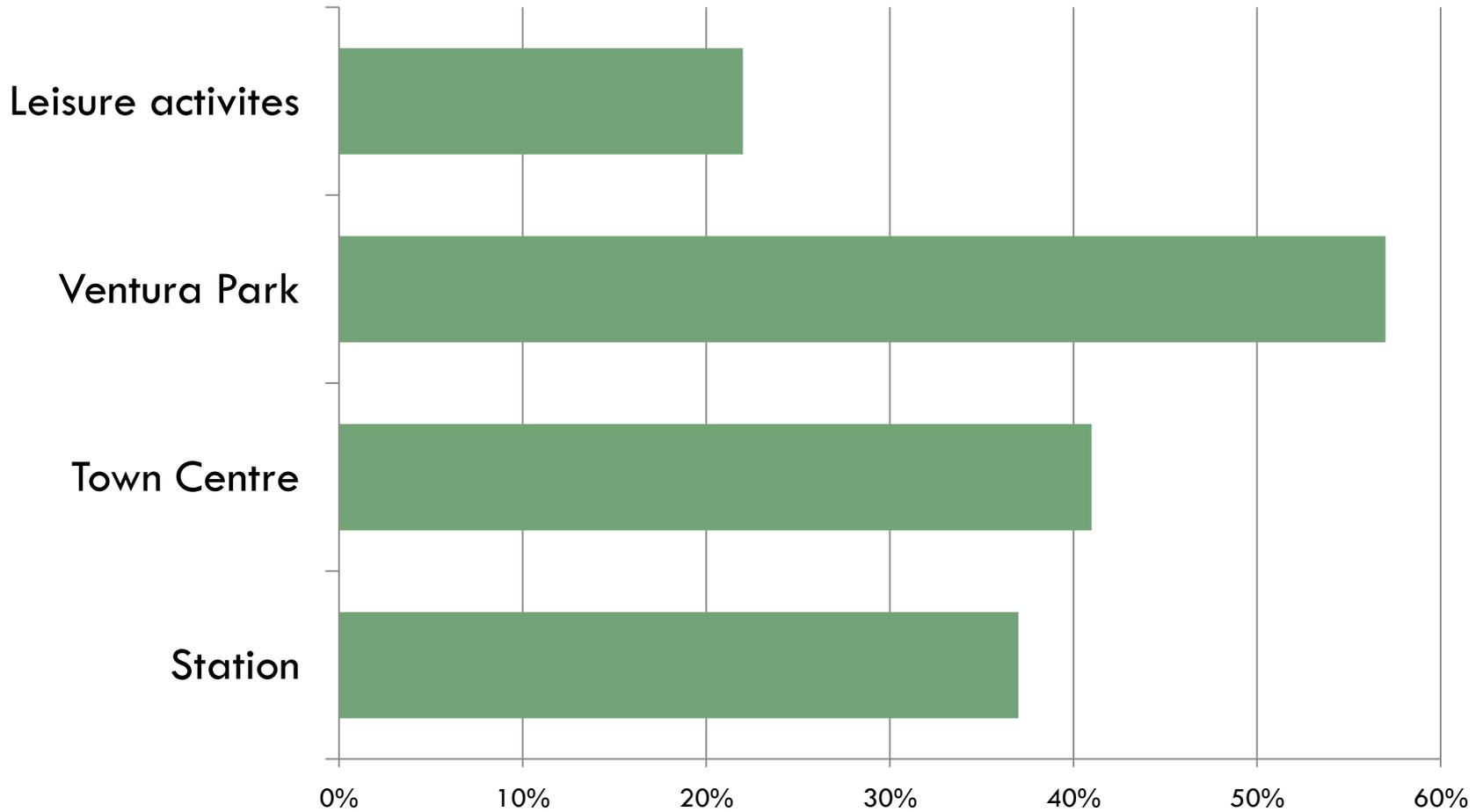
- Over half of those who said they might or would use public transport if it was available wanted to go to Tamworth

For non-food shopping I go to . . .



Where in Tamworth?

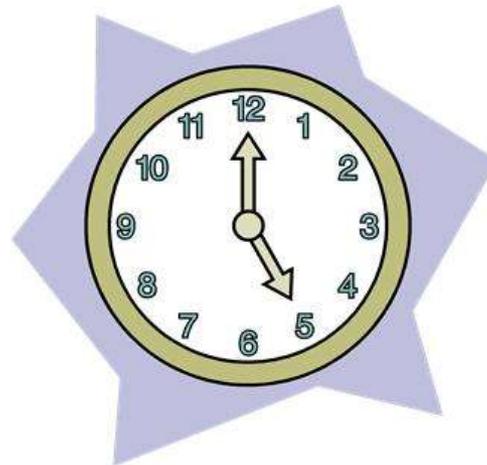
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When Do they Want to Go?

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



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Questions from these Findings



Question?

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- 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

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- 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??