

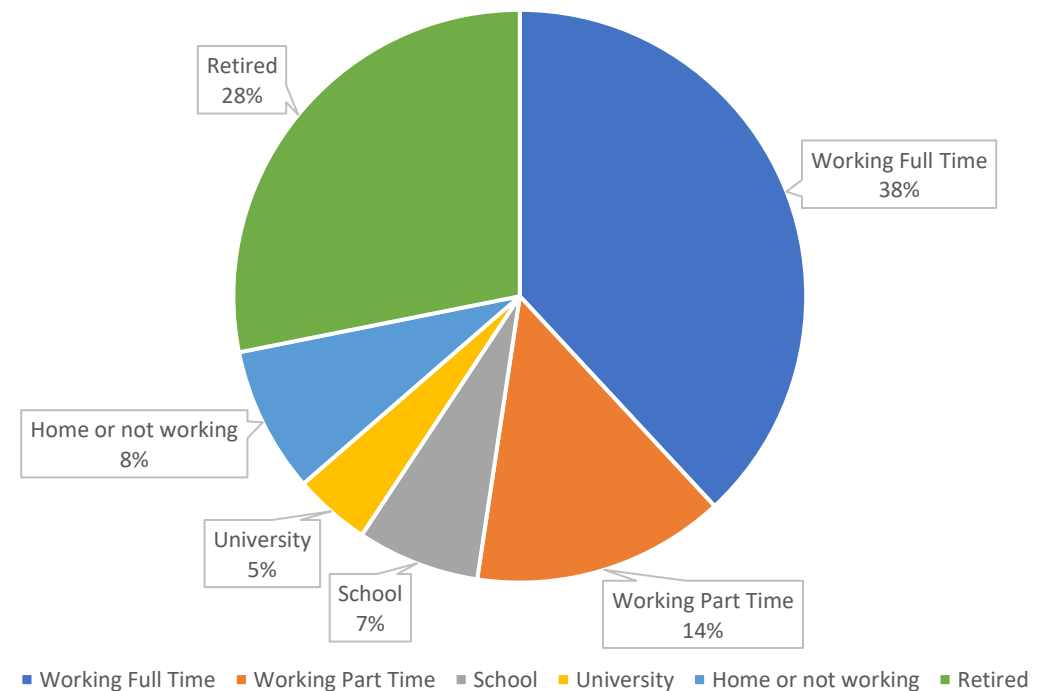
Weston SOS Survey Results

13th May 2023 – 122 Responses

Survey Response

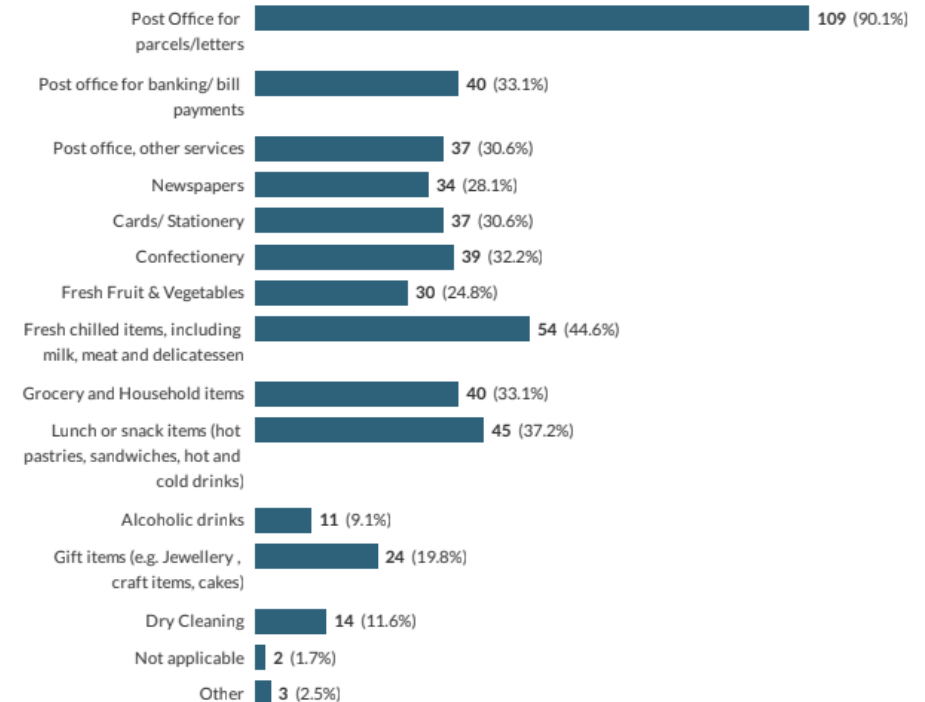
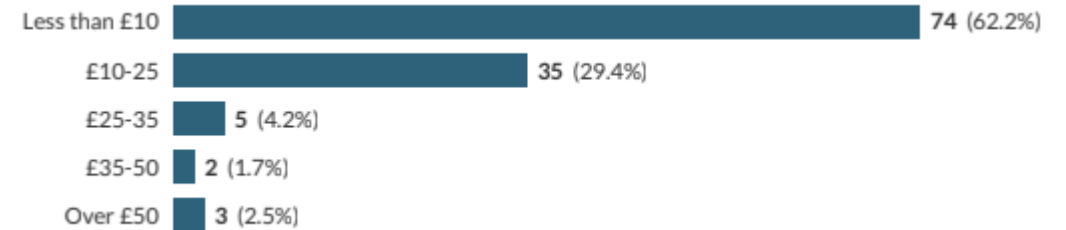
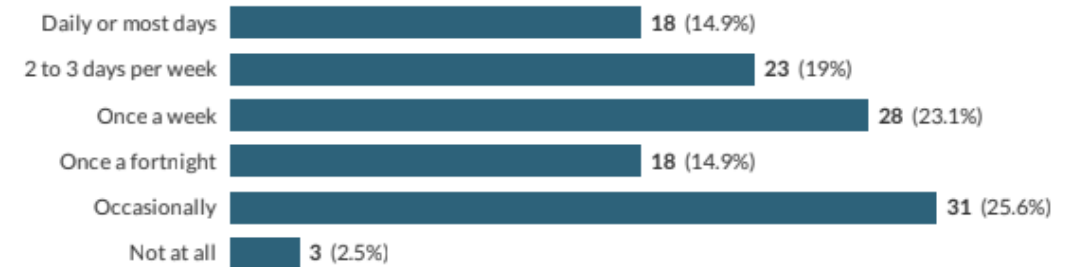
- 122 responses
 - 63 households
 - 49 individuals
 - 9 businesses
- 55% from Weston on the Green
 - 10% Middleton Stoney, Kirlington, Bletchingdon, Chesterton
 - 7% Other – Merton, Heyford, Bicester, Charlton, Tackley, Woodstock etc.

- Demographic (231 total)



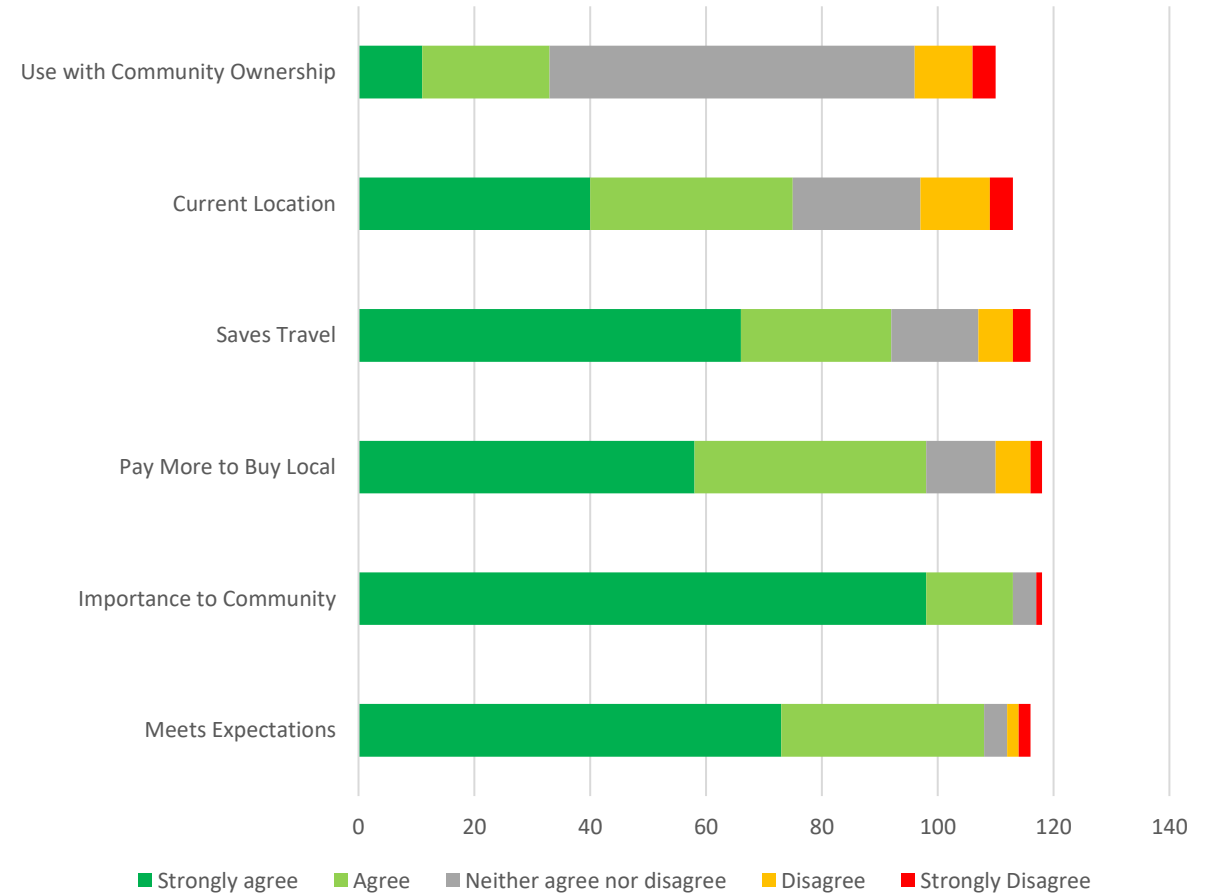
Shop Use

- 30% work in Weston on the Green at least some of the week
- 57% use at least once per week
- Approx. annual spend: £72,760
- Post Office use:
 - 90% parcels/letters
 - 33% banking services
 - 30% other PO services



Shop Opinion

- 92% say the shop agrees the shop meets their expectations
- 95% agree it is important for the community
- 83% are willing to pay more to shop locally
- 79% agree that having the shop saves on travel
- 66% agree that it should stay in its current location
- 30% say they would use the shop more if it was community owned, 57% unsure

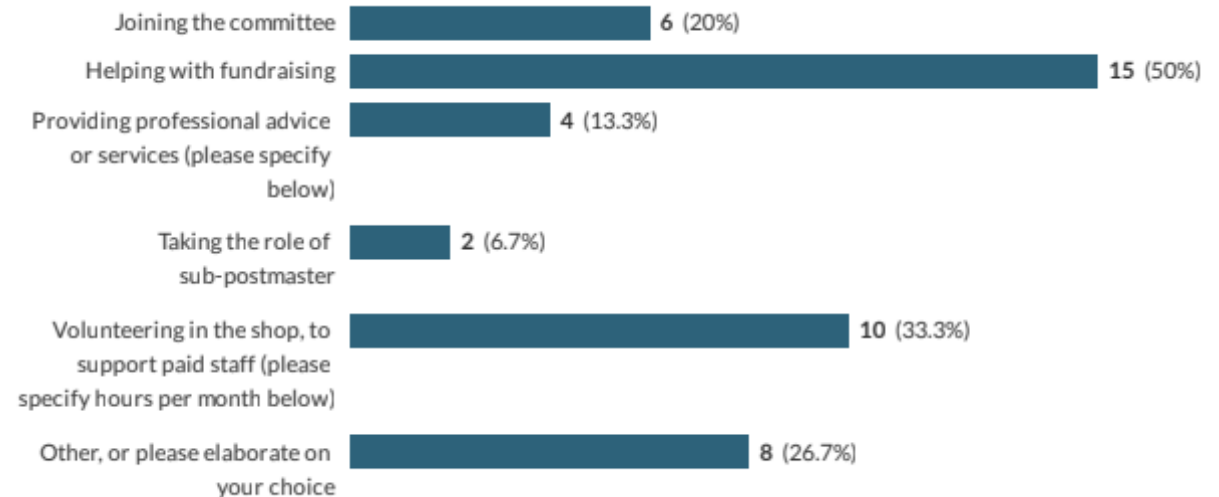


Shop Opportunities / Improvements

- 'None', 'N/A' or 'As is' most common response
- Some opportunities:
 - More local produce
 - More varied produce (everyday items, freezer options)
 - Greater range of fresh fruit and vegetables
 - Diet specific options (vegetarian sandwiches, almond milks, gluten-free etc.)
 - Refill service
 - Extended opening hours
 - More space (particularly seating for lunch/coffee)
 - Remove minimum card spend
 - Parking / accessibility

Support

- Weston SOS committee support & help with fundraising
- Professional services:
 - Building survey
 - Valuation
 - Data science
 - Architectural advice
- Low support for sub-postmaster position
- Some volunteering support



Fundraising

- Approximately 40% unable to make a financial contribution
- Community shares or investment required to unlock higher fundraising potential
 - 56% £1 to £1000
 - 6% £1000+
 - Small number of larger shareholders
 - All below £100,000 cap for CBS
- Community share potential to raise:
 - £26500 (worst case)
 - £57550 (midpoint)
 - £88700 (best case)
 - *based on 100% take-up and survey ranges*

