

Shepperton Town (Village) Centre/High Street

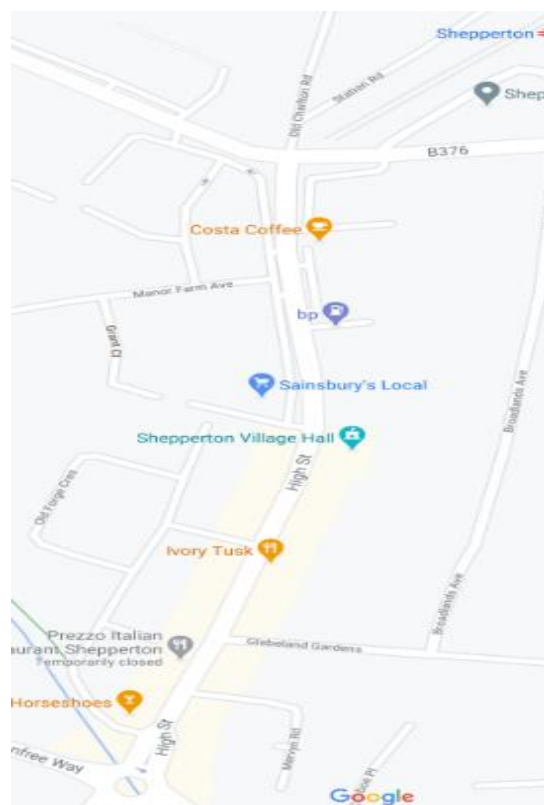
This report has predominantly been created through online research with some physical visits and is designed to be a working document that can be added to as more information is received.

In terms of GDPR, everything in this report and any accompanying spreadsheet is 'manifestly in the public domain'.

The collection and storing of any future details will be checked for compliance before being included.

Geographical area

This report and the accompanying spreadsheet covers the main shopping/town centre area of Shepperton, predominantly comprising the businesses in High Street with some ancillary areas such as Araby Corner, Old Chorlton Road, Station Approach and Green Lane.



Overview

The High Street/Town Centre area of Shepperton comprises approx. 82 units/businesses.

The majority of majority of the businesses are retail with a limited number of non-retail businesses spread throughout. The town benefits from a petrol station, which also includes a small M&S convenience store, on the High Street.

There are 3 high profile national convenience store/supermarket brands situated in the town;

Sainsburys

M&S

Co-op

The town has 2 excellent and well run butchers and a great 'local' fruit & veg store. All three businesses have shown real commitment to the community during the current pandemic and have a very loyal following.

The fruit & veg store have introduced a regular 'market' area at the back of the unit every Saturday to help both local producers and residents during lockdown.

There is a large, independent pharmacy in town and a Boots.

There is a Corals and a Prezzo Restaurant – all other units are local/independent.

The town benefits from a Post Office and a library.

There are no public toilets.

There are no fast food chains.

Overall, Shepperton High Street has the look and feel of an old-fashioned 'village' – there is a great sense of community and pride in 'their' town.

'Hidden gems' – there is a refurbished Pullman railway carriage 50 yards from the High Street that no-one can see. This is privately owned but, if at all possible, would provide a great attraction/visual draw.

High Street/shopfront business category breakdown

There are

- 9 restaurants/take-aways/sandwich bars
- 7 hairdressers/barbers
- 4 professional practices
- 4 estate/lettings agents
- 4 coffee shops/cafes
- 4 charity shops
- 3 national convenience stores/supermarkets
- 2 opticians
- 2 butchers
- 2 nail salons
- 2 pharmacies
- 2 home design/flooring
- 2 dentists
- 2 public houses
- 2 dry cleaners/laundrette
- 2 funeral directors
- 2 vets
- 2 building services
- 2 taxi firms
- 1 homecare/DIY
- 1 florist
- 1 boutique/clothes shop
- 1 sports & school clothing
- 1 betting shop
- 1 car dealership
- 1 courier
- 1 petrol station
- 1 post office
- 1 Royal Mail depot
- 1 card/gift shop
- 1 day nursery
- 1 newsagent
- 1 printers (masonic)
- 1 tanning salon
- 1 mobile phone repairs
- 1 property maintenance
- 1 sports & occupational injury clinic
- 1 engineering company
- 1 locksmith/engraver
- 1 gym/fitness studio
- 1 fruit & veg
- 1 auto repairs/garage

Visual

Shepperton has a very pretty and welcoming High Street. There are a number of flower/planting areas (maintained by local groups), the 'big' tree, and a decorative boat on the roundabout at one end of the High Street – all of which give the feel of an engaged community village.

There are a number of signposts around the station area which are not pointing in the correct direction.

There is plenty of free and available parking on both the main road and the recessed roads in front of all shops. This is backed up by a small amount of customer parking at Sainsburys. There is also a small council car park (paid).

Void units

There are currently 7 void units in the town centre area. Both the old NatWest and Barclays units are large units which could be potentially split.

One of the units (on Thurlestone Parade) is currently being fitted out.

Advertising/Promotion/Digital

The level of clear, informative and accurate online information that prospective customers can find about Shepperton businesses needs improvement.

Approx. 35-40% of businesses have little or no online presence at all.

As in other towns, many business listings on the first page of Google seem to be from review sites such as allinlondon.com, openinghours.co.uk, nearer.com.

These have incomplete and, in a lot of cases, inaccurate info.

Many smaller companies (such as nail bars etc) will just have a Facebook page instead of a website. This can be perfectly okay for certain businesses and marketing is never a 'one size fits all' solution but there is a huge need for better understanding of how to promote your business to potential customers.

In terms of social media, the spreadsheet shows the companies that have a social media presence and, where possible, how many follows they have and how often they use these platforms.

As would be expected, the most widely used platform is still Facebook. The professions tend to use Twitter.

For many businesses such as hairdressers, beauty etc – the growing importance of Instagram is clear.

The need for better use of all forms of advertising is clear.

There are existing 'town/community' social media pages.

Friends of Shepperton has over 11,000 followers and is a well respected source of local information.

Sunbury & Shepperton Matters has over approx. 3,500 followers and is connected to the Shepperton Matters magazine. We have already received coverage in the magazine so there is a great opportunity for appropriate 'business' messages on their social media as well.

Food businesses/Hygiene ratings

Of the 20 food outlets throughout the town; -

10 are rated 5
4 are rated 4
2 are rated 3
1 is rated 2
3 are unknown

Spelthorne Business Forum

Of the businesses within the 'town centre' area – only 1 (Shepperton Dental Care) is a member with a listing on the SBF website.

This gives both a problem and an opportunity.

Obviously, the more that we promote the SBF the more members it will have and the more it will grow and have an influence. **BUT**, should the support we offer business in Shepperton be dependent on them having to join a 'separate' organisation?

The vast majority of the businesses that we need to be supporting and working with are exactly the businesses that do not join groups and that all membership organisations find the hardest to engage.