

Hullavington Village Shop Survey

January 2026 Community Survey

A community survey was undertaken in January 2026 to understand residents' views on the future of the Hullavington Village Shop and Post Office. The results demonstrate overwhelming support for retaining these services, with respondents rating their importance very highly and indicating a strong likelihood of continued use.

The findings suggest that the shop is viewed as a valued community asset, with particular opportunities to increase usage through improved accessibility, Sunday opening, an expanded range of fresh and local produce, and the introduction of additional services such as home delivery.

1. Importance of the village shop and post office

Question asked: How important is it to you to have a village shop and post office in Hullavington?

In brief: The recorded average score was 4.7 out of 5, indicating very strong importance among respondents.

Rating (1 = not important; 5 = extremely important)	Responses
1	1
2	1
3	6
4	17
5	95
N/A / unclear in source	0

2. Likelihood of future use

Question asked: How likely are you or members of your household to use the village shop and post office in future if they offered an improved service?

In brief: The recorded average score was 4.7 out of 5.

Rating (1 = not at all likely; 5 = very likely)	Responses
1	1
2	1
3	5
4	19
5	94

Free text comment recorded: "Will use it even if there are no improvements".

3. Current use of the village shop

Question asked: On average, how often do you currently use the village shop?

In brief: The data shows that 60% use the shop at least weekly.

Frequency	Responses
Daily	13
2-3 times a week	27
Once a week	31
Once a fortnight	18
Once a month	20
A couple of times a year	9
Never	0

4. Shop opening hours

Question asked: Are the current shop opening hours (8am–6pm Monday–Friday; 8am–4pm Saturday; closed Sunday) sufficient for your needs?

Response	Responses
Yes	91
Not ideal	24
No	4

If the shop opened at different times, how much more likely would you be to use it?

Possible opening time	Highly likely	Somewhat likely	Not likely at all
Before 8am	2	18	99
After 6pm	8	34	78
Sunday	25	67	28

5. Shop accessibility

Question asked: If increased floor space allowed better access for pushchairs and walking/mobility aids, would you be more likely to use the shop?

Response	Responses
Yes, much more likely	17
Yes, a bit more likely	26
No	76
N/A	1

Free text comment recorded: “Entrance is impossible to enter alone.”

6. Use of the post office

Question asked: How often do you currently use the post office?

Frequency	Responses
Daily	0
2–3 times a week	6
Once a week	22
Once a fortnight	25
Once a month	36
A couple of times a year	29
Never	6

7. Post office opening hours

Question asked: Are the current post office opening hours (Monday–Thursday 9am–12.30pm; closed Friday–Sunday) sufficient for your needs?

Response	Responses
Yes	77
Not ideal	46
No	7

8. Evri/Hermes parcel drop-off

Question asked: How often would you use the post office if it offered an Evri/Hermes drop-off point?

Frequency	Responses
Daily	0
2-3 times a week	10
Once a week	17
Once a fortnight	17
Once a month	26
A couple of times a year	24
Never	21

9. Current top-up / convenience shopping

Question asked: Where do you currently do your top-up / convenience shopping?

Place named in summary	Mentions
Hullavington village shop	31
Waitrose	15
Ocado	1
Co-op	7
Lidl	5
Aldi	7
Morrisons	9
BP	6
M&S at LD (as written)	1

10. Stock preferences

Question asked: How much more likely would you use the village shop if it stocked the following items?

Item	Very likely	Somewhat likely	Not likely	Happy / N/A
Wider range of fresh fruit	35	51	22	5
Wider range of fresh vegetables	41	50	16	4
Fresh bakery items	61	41	11	3
Fresh fish	18	36	48	4
Local meat	47	38	23	5
Local savoury pies	39	45	25	4
Local cheeses	45	53	15	4
Local milk, yoghurts and kefirs	39	48	23	3
Wider range of high-quality ready meals	22	35	51	4
Loose (plastic-free) pantry staples	36	38	34	5
Refillable cleaning products and toiletries	31	40	38	4
Takeaway coffee	16	26	65	5
Homemade slices of cake, brownies, flapjacks etc.	42	39	34	4
Homemade sandwiches to-go	18	36	57	3

Free text comments recorded: “Cannot see how these will increase sales...” against fruit and “If organic” against Local Milk

11. Other products people suggested

Question asked: Are any items missing from the list, or would any items particularly encourage you to shop more often?

- Pineapple juice (bottled)
- Skimmed red milk
- More stationery/cards (6 mentions)
- Frozen berries (2)
- Pet supplies (2)
- Fruit juices (1)
- Garden items / flowers (4)
- Organic vegetables (4)
- Local jams, preserves and chutney (2)
- Local beer (1)
- Seasonal items (1)
- Lactose-free / gluten-free products (4)
- Homemade samosas (1)
- Bakery items (7)
- Hot takeaway food (2)
- More floor space (1)
- Herbs and spices (1)

12. Additional services

Question asked: How often would you use the shop if it offered a photocopying/printing service?

Frequency	Responses shown
Daily	0
2/3 times per week	0
Once per week	0
Once a fortnight	4
Once a month	10
A couple of times a year	32
Never	72

Dry-cleaning drop-off / collection

Question asked: How often would you use the shop if it offered a dry-cleaning drop-off/collection service?

Frequency	Responses shown
Daily	0
2/3 times per week	0
Once a week	1
Once a fortnight	2
Once a month	16
A couple of times a year	55
Never	44

13. Other services requested

Question asked: Are there any other services you would like the shop or post office to offer?

- Home delivery for people who are ill or housebound (22 mentions)
- Better birthday cards
- Sunday papers (1 mention)

14. Household type

Question asked: Please select which option best describes your household.

Household type	Number shown in source
Student	0
Single person / flat share	6
Family with children	32
Empty nesters / retired	66
Other	15

15. Supporting the village shop project

Question asked: How likely would you or someone in your household be to support the project in the following ways?

Activity	Very likely	Somewhat likely	Not likely
Joining a steering / advisory group	6	24	73
Helping with fundraising	10	34	58
Providing professional skills	5	7	87
Volunteering in the shop (e.g. occasional shifts)	9	27	66
Delivering items to people who are housebound	18	36	49
Helping with marketing / shop layout / design	4	23	74
Making a donation / offering a loan	13	27	60

16. Other comments and suggestions

- Too cold (9 mentions) – cover the freezers
- Needs constant manning
- Fresh deli
- Local vegetables
- Fresh cakes
- Close on Saturday – not cost effective
- Sunday papers
- Fresh produce on specific days
- Community ownership
- Bike rack
- “Will use more when unable to drive”
- Sitting area
- Post office open on Saturday
- Fresh meat / bakery
- Alcohol-free options
- Remove the minimum spend
- Improve access (reduce stock)