



Lake District  
National Park

## Southern Windermere Shore Multi-user trail –

### Local business survey

This survey has been prepared in order to try to understand the economic benefits of developing a safe off road walking and cycling routes from the Swan Hotel, Newby Bridge to the YMCA (final route is yet to be determined).

We have commissioned an economic appraisal to help us understand current economic position and the potential for growth in the local area as a result of a new route. To help with this, we would like to ask you to please complete the short questionnaire below. The information you provide will be kept in strict confidence. Any findings from will be presented collectively, therefore your information will be anonymised and deleted once the business case report is complete.

Name of person completing form \_\_\_\_\_

Role title \_\_\_\_\_

Name of organisation/business \_\_\_\_\_

1 How many people do you employ (full or part time)? \_\_\_\_\_

2 Do you know how they get to work? If so, do they travel by:

	Current number journeys per week	If new walk/cycle pathway route was built?
Car (solo or share)		
Bus		
Walk		
Cycle		
Other (please state)		

3 What are your main sources of sales?

A Equipment, e.g. bikes or water sports: including maintenance, sales, hire, accessory sales?	
B Accommodation? e.g. Hotels, campsites, B&Bs, (number of beds, number of pitches, special features)	
C Catering: eat in (number of covers, special features), or take away or both?	



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D Visitor attraction: e.g. Museum, leisure cruise, heritage asset or aquarium.	
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**4** Pattern of Turnover: Approx. how many clients to you have per day?

*Please complete for each category of user if you are a multi-user business*

<b>Equipment</b>	Current	Additional if new path built
Weekday		
Weekend (Sat/Sun if diff)		
<b>Accommodation</b>	Current	Additional if new path built
Weekday		
Weekend (Saturday /Sunday if different)		
<b>Catering</b>	Current	Additional if new path built
Weekday		
Weekend (Saturday /Sunday if different)		
<b>Visitor Attractions</b>		
Weekday		
Weekend (Saturday /Sunday if different)		

**5** Please provide your closest estimate of turnover gross value (annual preferred):

a) current	
b) with new facility	

**6** To help with benchmarking, it would be useful if you could tell us if you have another business situated on an existing, comparable route and whether you have any evidence for your estimate of additional business the route generates?

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**7** Do you have any further comments you would like to add?

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**Please return this form by Tuesday 6<sup>th</sup> August to;**

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