

The Waitrose Application - Surveys of Opinion

April to September 2004

When the plans were first revealed in the local press on 22 April 2004 there was an immediate public reaction. Four petitions spontaneously began - at the Tice Garage on West Wimborne Road, at the Newsagents on the Leigh Road, at The Quarterjack Surgery and by an independent lady. These petitions, now held by KWTG, gathered a total of some 3000 names of those opposed to the proposed development.

July 2004

The local office of the Liberal Democratic Party circulated a questionnaire which resulted in over 700 responses. Of these 78% were opposed.

August 2004

The local Conservative Party issued a questionnaire which posed the following - 'A Waitrose Supermarket would benefit Wimborne Minster and secure the future of the town centre.'
A total of 727 responses were received. The results of the survey were as follows:

Disagree/disagree strongly: (69.8%)

Agree/agree strongly: (30.2%)

NB: Although the statement in the questionnaire did not specifically mention the Cricket Ground it was clear, said the author, from the many additional comments that everyone was aware of the connection between the Waitrose scheme and its proposed location.

February 2007

In a random survey of 500 households conducted by Wimborne Town Council, of the 73% who responded:

54% opposed a supermarket being built on the Cricket Ground.

43% were in favour

3% didn't know

March 2007

The Community Magazine conducted a poll which produced a total of 4978 responses of which:

66% were opposed to the Waitrose proposal whilst

34% were in favour

March 2008

Town Councillor Richard Booth posed the question on his blog - 'Do you support a Waitrose supermarket on the former Cricket Ground?' The results were:

No, certainly not - 53% (190)

Yes, absolutely - 31% (113)

No, but I would like a Waitrose outside 14% (51)