

West Dunbartonshire Licensing Board

*Alan Douglas, Clerk to the Licensing Board
Council Offices, 16 Church Street, Dumbarton G82 1QL
Telephone 01389 737800
Email: alan.douglas@west-dunbarton.gov.uk*

22 August 2024

SUPPLEMENTARY AGENDA

**MEETING OF WEST DUNBARTONSHIRE LICENSING BOARD:-
TUESDAY, 3 SEPTEMBER 2024**

Dear Member

SUPPLEMENTARY AGENDA

I refer to the papers for the above Meeting which were issued on 21 August 2024 and enclose additional documentation for **Item 6 - Application for a Provisional Premises Licence**, which was not available when the original papers were issued.

Yours faithfully

ALAN DOUGLAS

Clerk to the Licensing Board

Distribution:-

Councillor Gurpreet Singh Johal
Councillor Jonathan McColl
Councillor June McKay
Councillor John Millar
Councillor Lawrence O'Neill
Councillor Chris Pollock
Councillor Hazel Sorrell
Councillor Sophie Traynor

All other Councillors for information
Chief Executive
Chief Officer – Regulatory and Regeneration

Date Issued: 22 August 2024

Note referred to:-**6 APPLICATION FOR A PROVISIONAL PREMISES LICENCE 85 - 116**

Submit for consideration, an application for a Provisional Premises Licence for Dumbarton (Glasgow Road) Service Station, 36 Glasgow Road, Dumbarton, G82 1QZ.



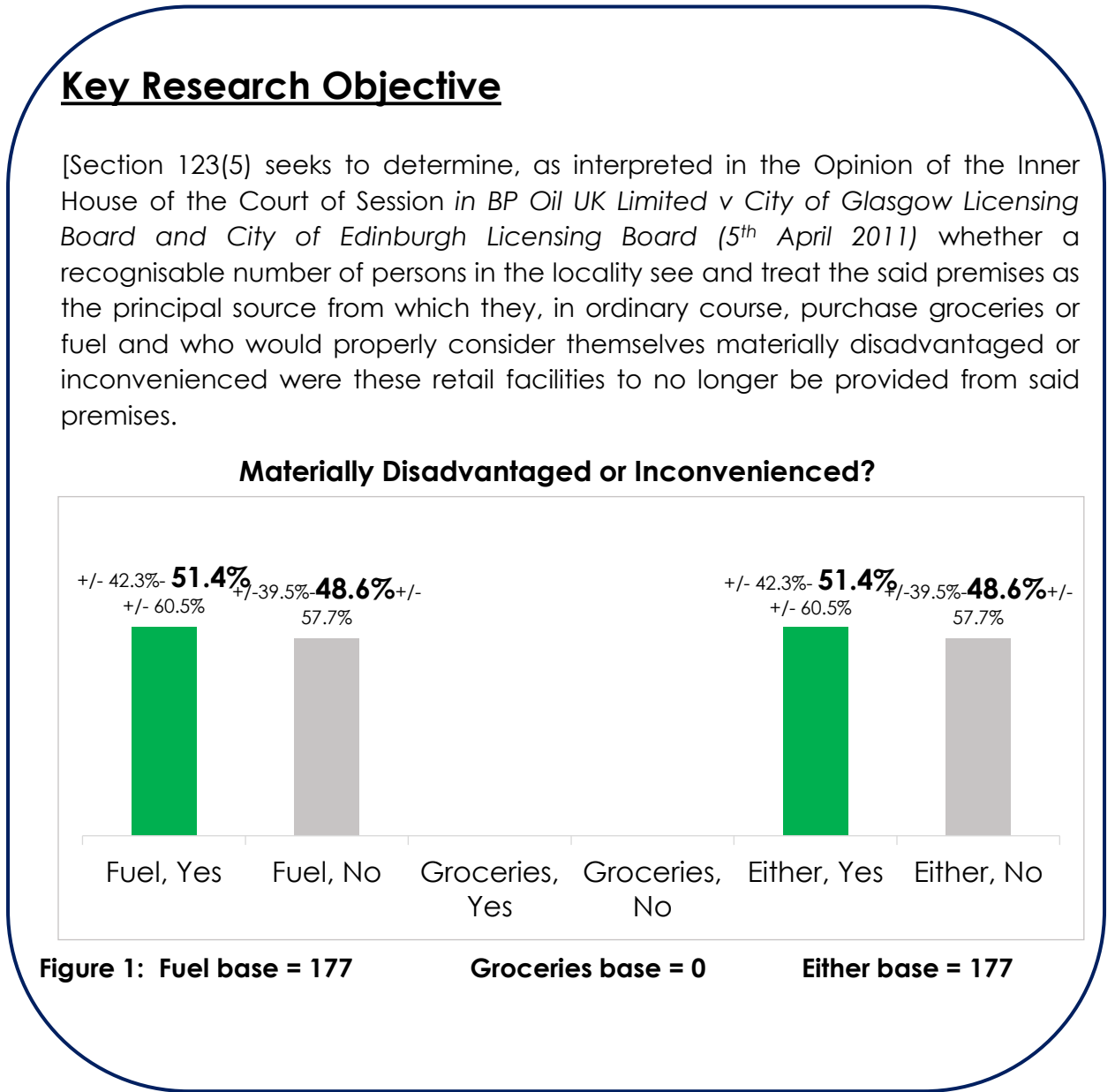
Dumbarton Filling Station
Glasgow Road, Dumbarton, G82 1RB
Customer Profiling Research Report
May 2024

Research & Reporting by



Introduction

The following report outlines the findings from a customer research interviewing program carried out between Monday 29th April and Wednesday 8th May at Dumbarton Filling Station, Glasgow Road, Dumbarton, G82 1RB. The research explored the buying behaviours of persons' resident in the locality of the site. Customers were asked to provide information on; their place of residence in relation to the premises, their means of travel to the premises and their purchasing behaviour in relation to fuel and groceries.



Conclusion

The results show that a statistically significant* proportion of persons (51.4% (+/-9.06%) in the locality) see and treat this service station at Glasgow Road, Dumbarton, as the principal source from which they, in ordinary course, purchase groceries or fuel and would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

Statistically significant - In statistics, a result is called **statistically significant if it is unlikely to have occurred by chance. The likelihood that a result or relationship is caused by something other than mere random chance.*

Contents Page

Executive Summary Page	Page 2
Introduction	Page 2
Key Research Objective	Page 2
Conclusion	Page 3
Contents Page	Page 4
Research Methodology	Page 5
Sample Size	Page 5
Population of Interest	Page 5
Defining the Population of interest	Page 6
Research Findings – Locality	Page 7
Locality to Premises	Page 7
Research Findings – Geo-mapping	Page 8
Research Findings – Demographics	Page 9
Research Findings – Premises Usage	Page 10
Research Findings – Inconvenienced	Page 11
Research Findings – Fully Inconvenienced	Page 13
Research Findings – Motor Fuel Group	Page 15
About TMcK	Page 17
About Market Research Society (MRS)	Page 17
Appendix 1 – Research Background	Page 18
Appendix 2 –Research Questionnaire	Page 20
Appendix 3 – Open Ended Responses	Page 25
Appendix 4- Postcodes	Page 30

A quantitative research study was carried out from Monday 29th April and Wednesday 8th May at Dumbarton Filling Station, Glasgow Road, Dumbarton, G82 1RB, with 459 customers (or 'participants'). All of whom were selected as they were exiting the store. Fieldwork was stratified to cover the core hours of off sale of alcohol on the premises 10am until 10pm.

The structured questionnaire (please see Appendix 2 for full questionnaire) was executed via Computer Assisted Personal Interviewing (CAPI) with the use of an iPad. The screen was shared with participants so that they could view all images and questions. All participants were asked to give their full postcode in order to help map travel time and distance to location.

Sample Size

All intercepts (interviews) were conducted as participants were exiting via the main front entrance/exit; participants were selected at random to ensure sampling confidence. Upon completion of each survey, interviewers were under strict instruction to approach the second customer that passed them. By completing 459 interviews with current service station users, we can be sure that the data and attitudes collected will be statistically representative of the customer base. Importantly this large number of 'base' participants allowed for statistical comparison of sub-groups.

An important sub-group within this research that will form the 'population of interest' are participants who live within the locality of the premises AND use the garage as their principal source for purchasing Fuel or Groceries [Base – 177]. This figure represents 38.6% of the entire customer population.

Population of Interest

This sub-group of 177 participants will be used to answer the key objective of the research. Whether a recognisable number of persons in the locality see and treat the said premises as the principal source from which they, in ordinary course, purchase groceries or fuel and who would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

Defining the Population of Interest

Dumbarton Filling Station

Q2 – How far from this Station do you live? (Map 1)

Within 1 mile = continue

1 mile + = record postal code & close

Q7 – In the ordinary course of your purchasing habits, do you treat these premises as the principal source of: a) Petrol or DERV (Fuel)? b) Groceries?

Yes to a) or b) = Continue

No to a) and b) = Close



Map 1

Locality to Premises

Q2 – How far away from this Service station do you live?

If codes 1-3 were selected (under 1 mile) then respondent was categorised as **living within the locality**.

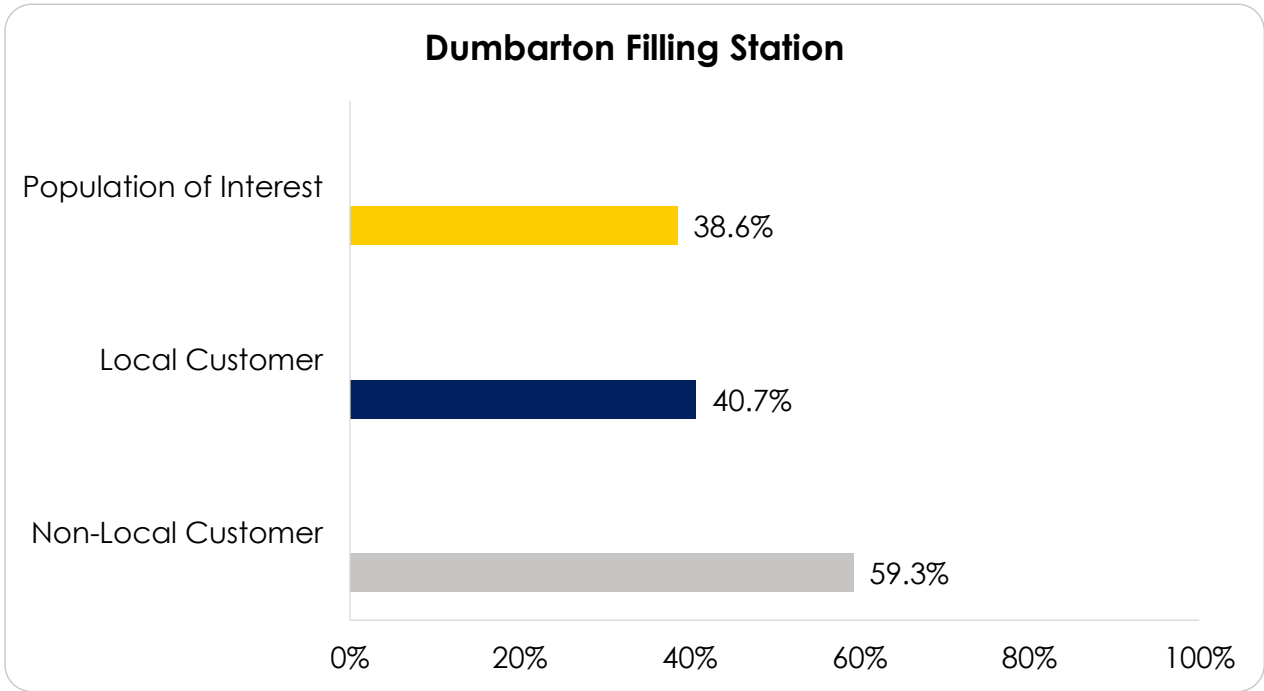


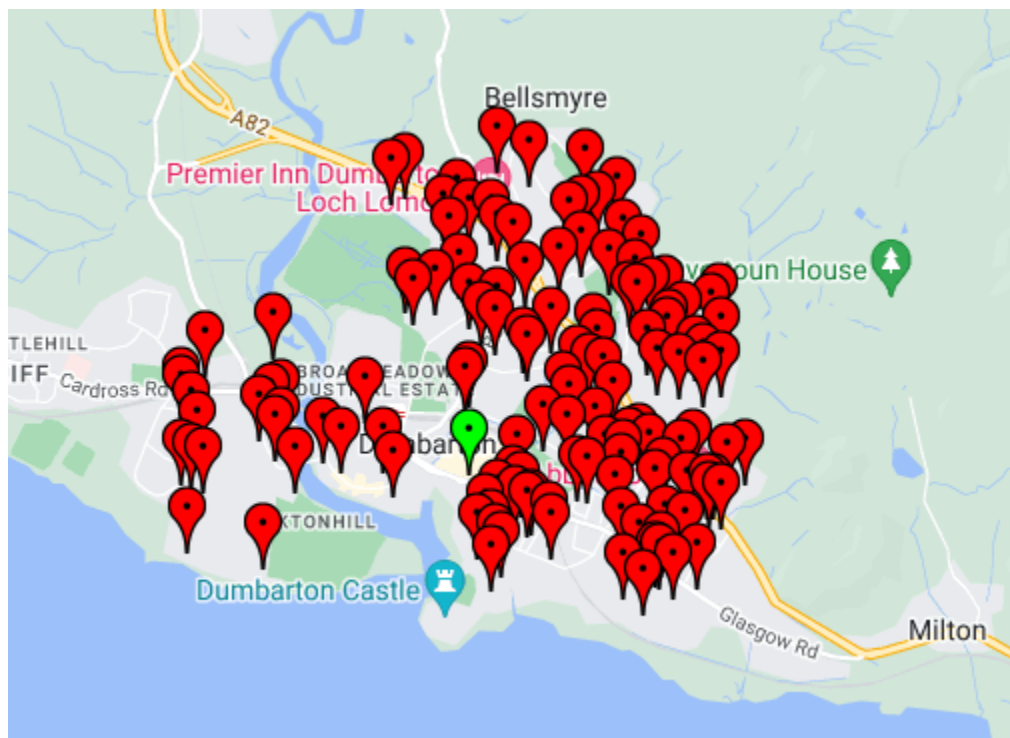
Figure 2: base = 459

Research Findings—Geo-mapping

Dumbarton Filling Station

All participants were asked to provide their postcode in order to allow for them to be geo-tagged on a map. Out of the 177 participants who fell into the population of interest, 176 provided a full and complete postcode. They are represented below as red icons; in some cases, the same postcode has been given and will be represented by only 1 icon.

Average distance from service station – 0.63 miles

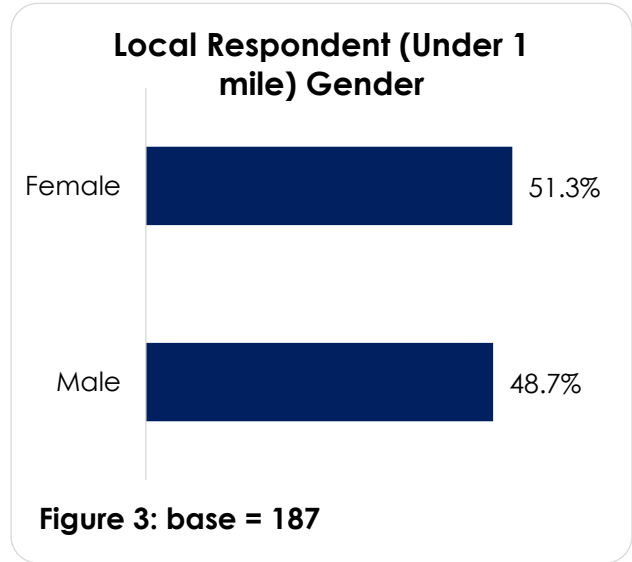


Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.63 miles from the service station (green icon) on average.

Research Findings – Demographics

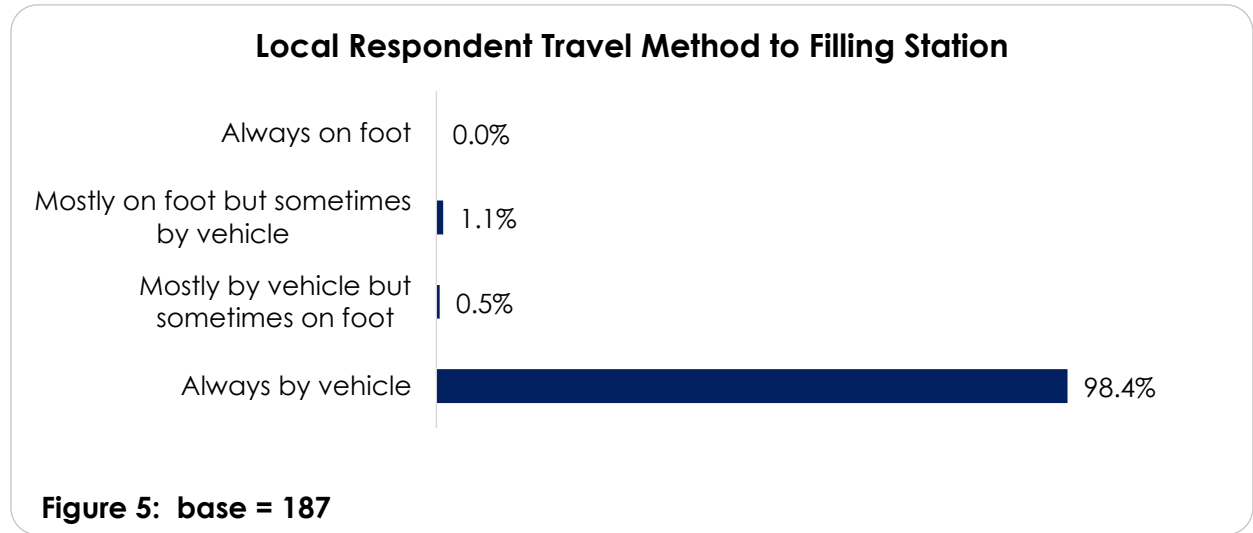
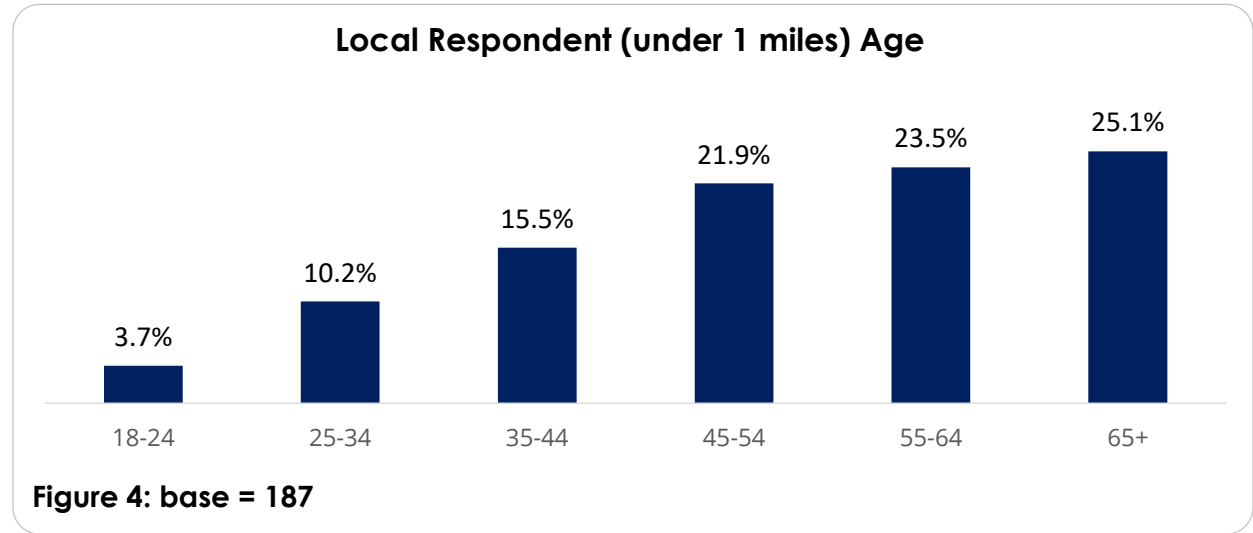
Dumbarton Filling Station



Average visits per week (local users)

Grocery Shopping Base - 78	0.67 visits per week
Fuel Purchase Base - 187	1.19 visits per week
Morrisons Supermarket adjacent to Filling station Base - 164	1.81 visits per week

Table 1: Base Varied



How Dumbarton Filling Station is being used

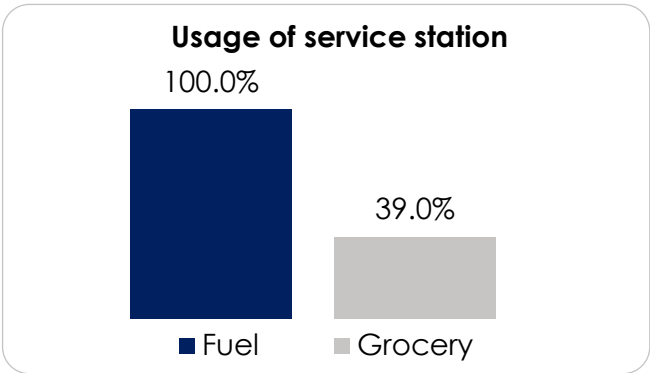


Figure 6: base = 187

187 participants (100%)
Use service station as a source of **Groceries**

73 participants (39.0%)
Use service station as a source of **Petrol/DERV (Fuel)**

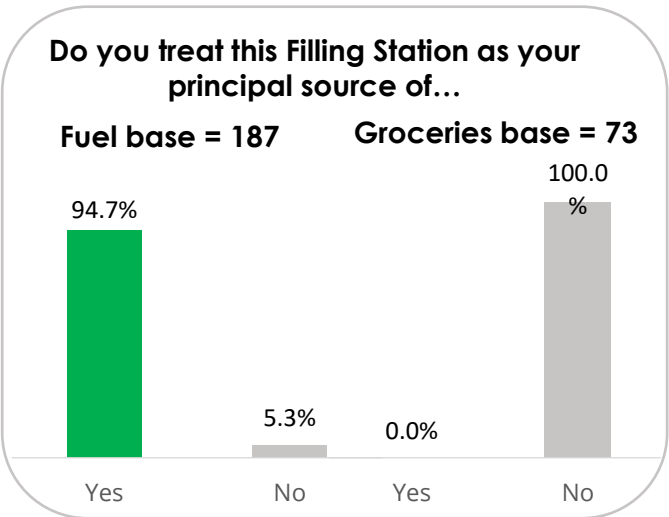


Figure 7: Base Varied

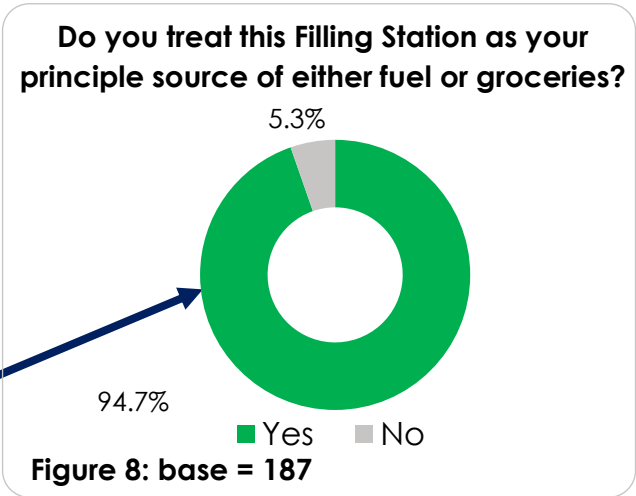
Participants, who live within the locality (within 1 mile) of the service station [187], were asked how they currently use the Service Station – **Figure 6**.

They were then asked if, in the ordinary course of their purchasing habits, they treated this Service Station as their principal source of Petrol/DERV or Groceries – **Figure 7**.

Defining the population of interest

177(94.7%) local customers (participants) answered ‘yes’ to treating the service station as their principal source of either groceries or fuel. This forms the population of interest as outlined in the introduction – **Figure 8**.

Population of interest
177 participants



Research Findings – Inconvenienced

Dumbarton Filling Station

Once the population of interest had been defined (Base 177), these participants were asked:

Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?

Materially Disadvantaged or Inconvenienced?

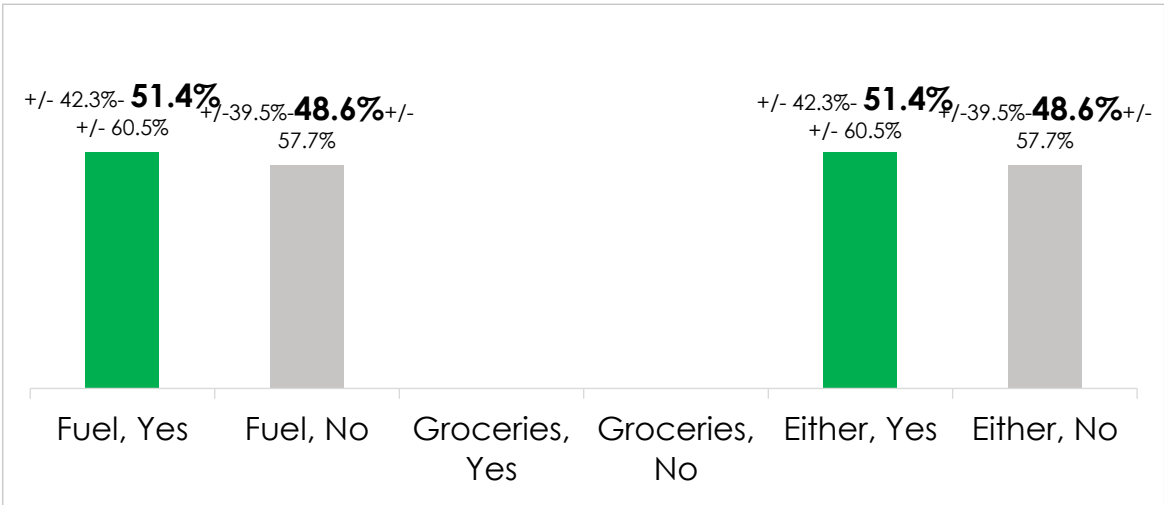


Figure 9: Fuel base = 177 Groceries base = 0 Either base = 177

The results show that a statistically significant proportion of persons in the locality (51.4%) see and treat the premises as the principal source from which they, in ordinary course, purchase groceries or fuel and that they would properly consider themselves materially disadvantaged or inconvenienced were any of these retail facilities to no longer be provided from said premises.

Bases Explained

Fuel: Overall, 177 participants from the locality stated that they used the station as their principal source of fuel, of these participants 51.4% (91) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

Either: The combined base and response for fuel and groceries.

Research Findings – Inconvenienced

Dumbarton Filling Station

FUEL: In order to qualify the result all participants who coded yes to being materially disadvantaged if the service station could no longer provide fuel were asked **'Would you have an alternative fuel source you could use?'** Base 91

Yes – 96.7% (88)

No – 3.3% (3)

Those who answered 'Yes' to having an alternative fuel source – 96.7% (88) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?** Base 88

Yes – 76.1% (67)

No – 23.9% (21)

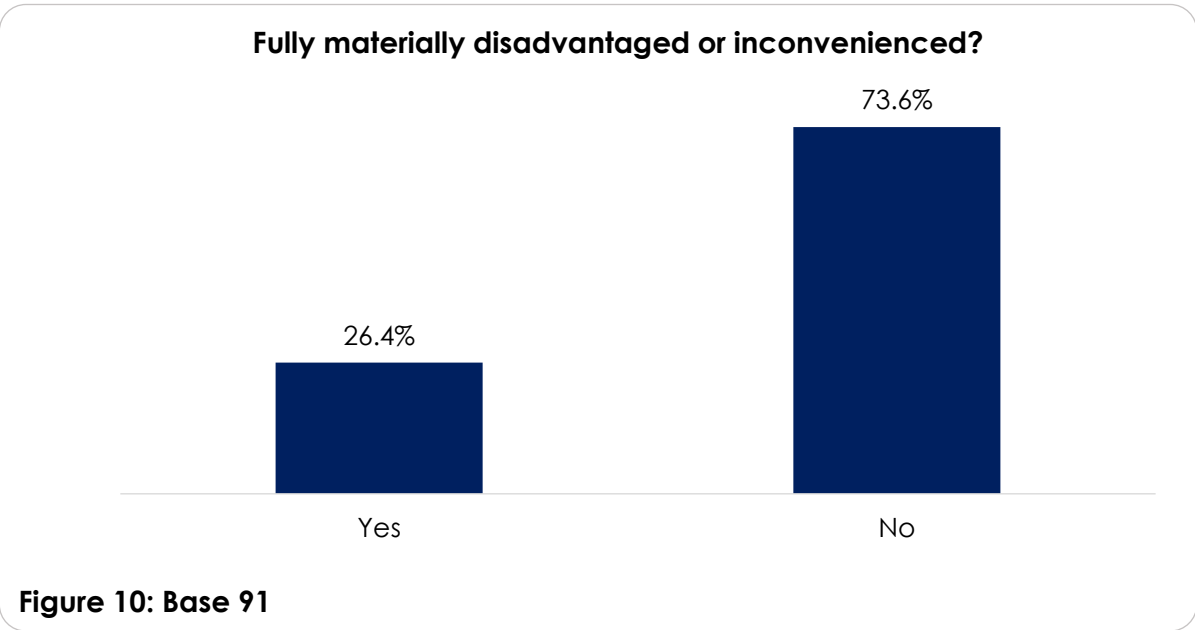
Results show that the alternative fuel sources available to 96.7% of participants would cause 23.9% of this group to be inconvenienced.

26.4% (24) of those materially disadvantaged (base 91) confirmed this was still the case after considering alternatives.

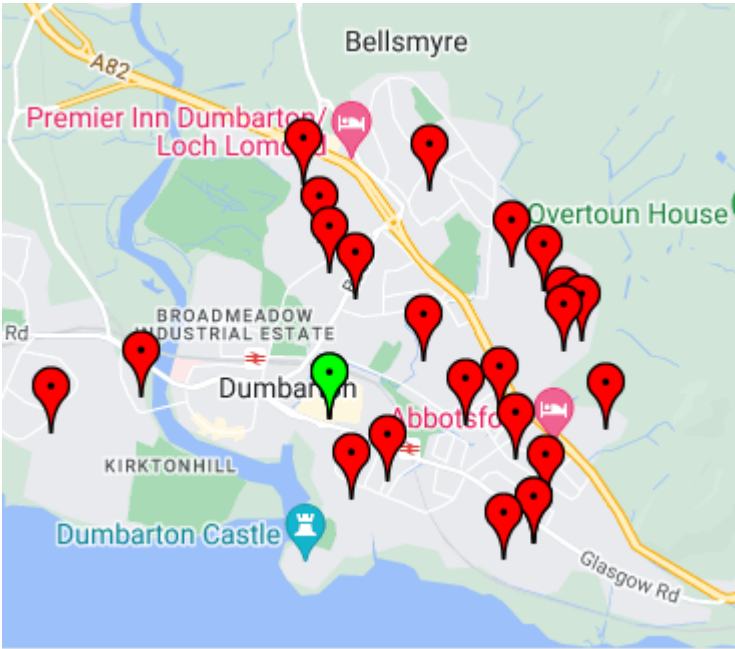
Research Findings – Fully Inconvenienced

Dumbarton Filling Station

The graph below highlights participants who live locally and use the garage as their principal source of either fuel or groceries and who, after considering local alternatives, still feel they would be materially disadvantaged or inconvenienced if the premises could no longer provide them with either.



The geo-map below shows where all participants (24) who coded 'yes' live; on average 0.65 miles from the station, in some cases the same postcode has been given and will be represented by only 1 icon.



Map 3

Research Findings – Fully Inconvenienced

Dumbarton Filling Station

The graphs below highlight the demographic of those who are materially disadvantaged or inconvenienced after having considered local alternatives.

Gender

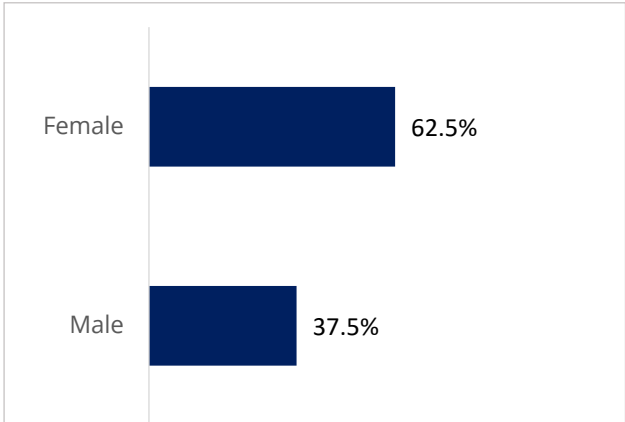


Figure 11: base = 24

Age

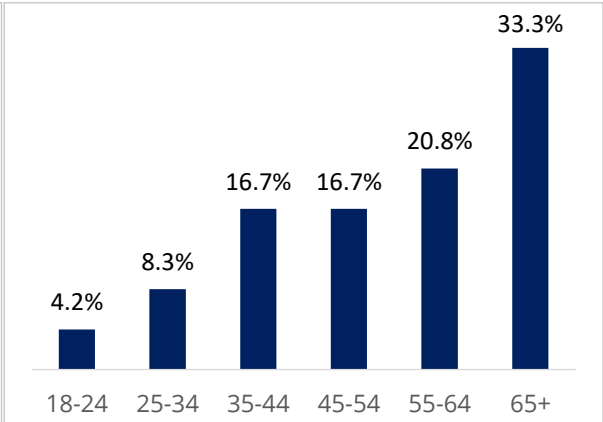


Figure 12: base = 24

Average visits per week

Grocery Shopping Base - 7	0.30 visits per week
Fuel Purchase Base - 24	1.09 visits per week
Morrisons Supermarket adjacent to Filling station Base - 24	1.45 visits per week

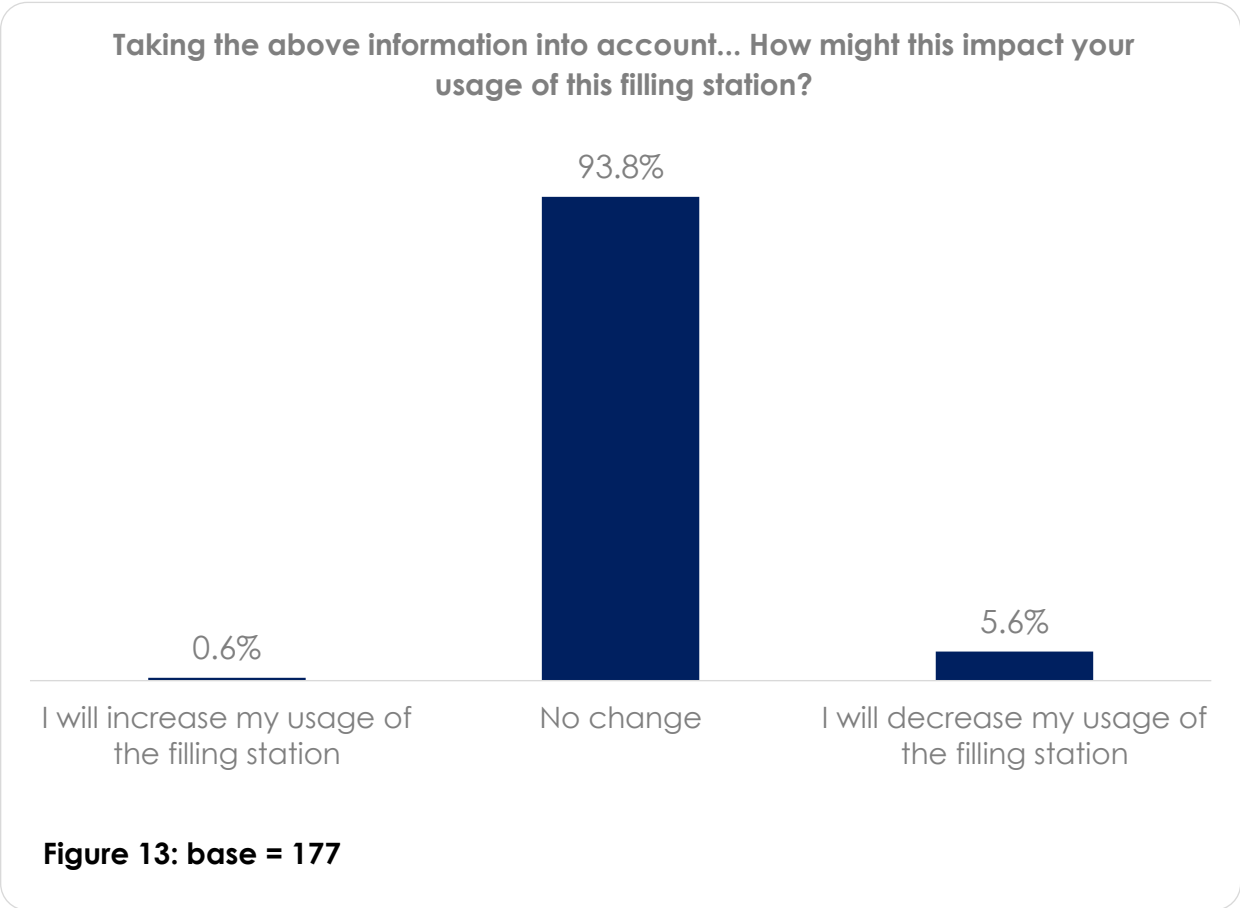
Table 2: Base Varied

Research Findings – Motor Fuel Group

Dumbarton Filling Station

Those in the population of interest (base: 177) were introduced to the Motor Fuel Group with a brief description of the new forecourt and its offerings.

After reading about the new ownership of the forecourt, those in the population of interest, were asked how this change will affect their usage. 93.8% of those surveyed would either have no change to their usage or increase their usage following the change in ownership. 5.6% of respondents stated that they would reduce their usage of the filling station.



Research Findings – Motor Fuel Group

Dumbarton Filling Station

Those in the population of interest (Base 177), were then asked again:
Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?

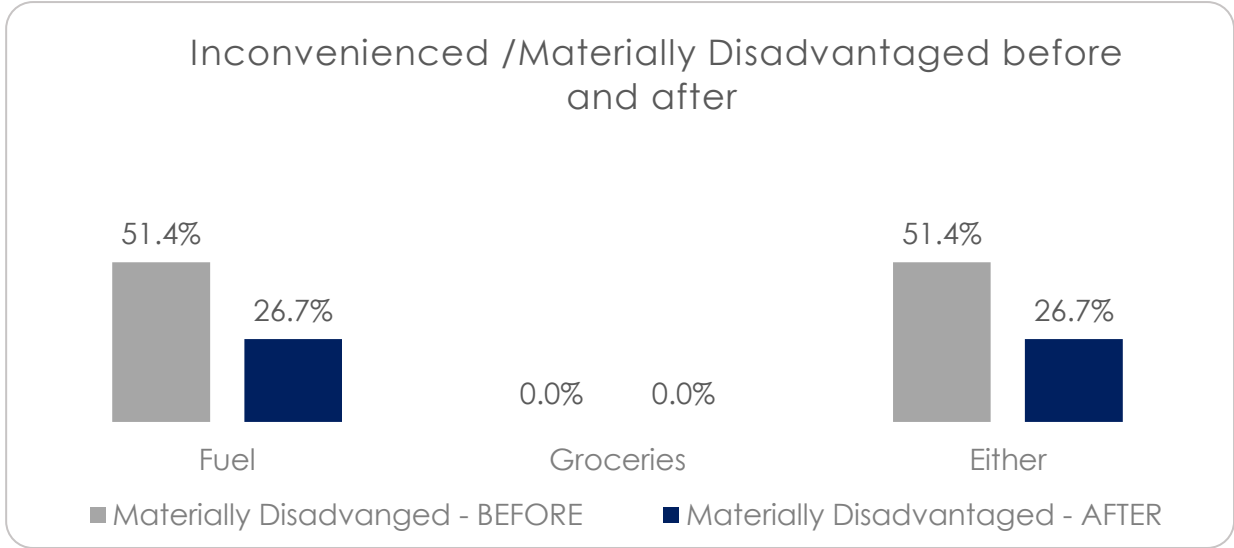


Figure 14: Fuel Base: 177 Groceries Base 0 Either Base 177

This shows that 26.7% of those who live locally and use this filling station for their principal source of fuel and/or groceries would be inconvenienced or materially disadvantaged if the new MFG filling station was no longer able to provide them with fuel and/or groceries. This is compared to 51.4% of those who would be inconvenienced or materially disadvantaged if the current filling station was no longer able to provide them with fuel and/or groceries.

About TMcK

Taylor McKenzie Research has been delivering high-quality market research services since 2001. We work closely with our clients and research participants across the UK and beyond, providing the services needed to inform decision-making and drive positive change. A proud family business, our focus is on building trusted partnerships and consistently delivering excellence.

At Taylor McKenzie Research, our mission is to provide our clients with the high-quality data they need to make informed decisions. Our highly skilled and approachable team serves as an extension of your own, delving into your research brief in the pursuit of answers. Since 2001, we have been blending innovative ideas with proven research techniques, resulting in a diverse portfolio of services to meet varied client needs.

About Market Research Society (MRS)

In the competitive world of market research, one name assures you of instant recognition and respect - that of MRS.

MRS is the 'voice of your profession'. Their role is to represent and communicate good practice in research to the business community, government and the public; to award accreditation and to provide support for our members.

Professional standards

All members of the Society must comply with the [MRS Code of Conduct](#) which is enforced through a disciplinary process. This is the primary means by which market research remains a self-regulated profession. A range of guidelines and advisory services provide support to members in practical implementation of the Code.

The *Code of Conduct* embodies the principles of confidentiality and transparency. It provides protection to research users, participants and to researchers themselves. The Code has the confidence of the business community, government and regulators. It embraces the principles of data protection legislation. Membership of MRS is your way of showing that you subscribe to these ethical and legislative principles.

Appendix 1 – Research Background

The Licensing (Scotland) Act 2005 defines premises that operate in whole or in part as a garage for the sale of petrol or derv as “excluded premises”. Subject to the provisions of section 123(5) of the Act, garage premises are “excluded premises”. Where premises are “excluded premises”, sale of alcohol is not permitted. The Client wishes to explore the motivations and buying behaviours of the consumers who visit affected forecourt premises with the purpose of ascertaining whether or not their forecourt premises fall to be determined as “excluded premises” or within the exception contain under section 123(5). Section 123(5) seeks to determine, as interpreted in the Opinion of the Inner House of the Court of Session in *BP Oil UK Limited v City of Glasgow Licensing Board and City of Edinburgh Licensing Board* (5th April 2011) whether a recognisable number of persons in the **locality**¹ see and treat the said premises as the **principal source**² from which they, in **ordinary course**³, purchase **groceries**⁴ or fuel and who would properly consider themselves **materially disadvantaged** or **inconvenienced**⁵ were these retail facilities to no longer be provided from said premises.

Should the research prove that a substantial % of a **representative sample**⁶ local residents who use the outlet as their principal source of groceries and would be materially disadvantaged or inconvenienced if the outlet stopped selling groceries then it would help to form a case to include the outlet as being ‘not excluded’ from the changing legislation.

¹ **Locality** will be defined on a premises by premises basis. This will be determined via respondent answering what will be Q1 (How far away from this station do you live?) and will be confirmed with geo-mapping postcode software. Those living within the chosen distance will be deemed suitable to represent persons living in the locality and they will be further questioned on purchasing habits. Those living out with the chosen distance will be asked for their postcode and interview will be terminated.

²⁻³ **Principal source / Ordinary course**; these points must be answered by asking each respondent a question that will be interpreted consistently and fully understood.

Generally speaking, do you treat this premises as your principal source for a) Petrol or DERV (a full description of DERV will be provided in Showcard to help understanding) b) Groceries. A simple yes or no answer will be collected. This will provide the research with its population of interest.

⁴ **Groceries**; will be defined as being food or other things used within the home.

⁵ **Materially disadvantaged or inconvenienced**; the term materially disadvantaged is perhaps not in the general diction of the average respondent, and we would not expect it to be used by a respondent if asked to describe how they felt about a retail outlet closing. However, when it is combined with the word inconvenienced in the Q. "Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with a) petrol (DERV) b) Groceries?" we would expect a good understanding. An open question asking why participants would feel materially disadvantaged or inconvenienced will be asked if 'yes' is coded at either a) petrol (DERV) or b) groceries.

⁶ **Representative sample**; in quantitative market research studies which are to be conclusive it is very important that the data collected and the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection should be stratified in terms of opening hours and weekend / weekday footfall and respondent selection should be entirely random.

Statistical Representation

In order for the findings to be conclusive it is very important that the data collected, the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection was stratified in terms of opening hours and weekend / weekday footfall and respondent selection was entirely random.

The table below indicates achieved error thresholds for the overall base of participants and for the population of interest base. Error bars are present throughout each table to represent statistical relevance of each figure.

<u>Population</u>	%GIVING PARTICULAR ANSWER		
	10%/90%	30%/70%	50%
Total Base 459	± 2.74	± 4.19	± 4.57
Local Base 187	± 4.30	± 6.57	± 7.17
Pop of interest Base 177	± 4.42	± 6.75	± 7.37
Inconvenienced Base 91	± 6.16	± 9.42	± 10.27

Appendix 2 – Research Questionnaire

Good morning/afternoon my name is & I am work for Taylor McKenzie Research & Marketing Ltd, an independent Scottish research agency. We are here today to better understand how this filling station is being used by its customers. We only have a few questions to ask and it is important you help so that we can ensure a representative view of all customers. It should only take 2 minutes.

Q1 Interviewer select filling station
Dumbarton Filling Station [

Q2 How far away from this Service station do you live?
Showcard s2
Within 1/4 of a mile ☐ Go to Q3
Within 1/2 a mile
Within 1 mile
Within 1.5 miles
Within 1.5 to 2 miles
Within 2 to 10 miles (approx.) CLOSE
More than 10 miles away (approx.) CLOSE

Q3 Which of these best describes how you travel to this station?
Showcard s3
Always by vehicle ☐ Go to Q4
Always on foot ☐ Go to Q4
Mostly by vehicle but sometimes on foot ☐ Go to Q4
Mostly on foot but sometimes by vehicle ☐ Go to Q4
Other (write in) ☐ Go to Q3

Q4 Including today, in the past 6 months have you used this station as a source of ...
Showcard s4
Interviewer - Read out...
Petrol or DERV (fuel) ☐ Go to Q5
Groceries ☐ Go to Q6
Both for Petrol or DERV (fuel) and Groceries ☐ Go to Q5

Interviewer note - if respondent queries what qualifies as 'groceries' please give the following description -
Groceries - 'food or other things used within the home'

Q5 How often do you visit this station for the purchase of petrol or DERV (fuel)?

Showcard s5

- Every day ☐
- 4 - 5 times a week ☐
- 2 - 3 times a week ☐
- Once a week ☐
- 2 - 3 times a month ☐
- Once a month ☐
- Once every 2 months ☐
- 3 - 4 times a year ☐
- Once a year ☐
- Less often ☐
- First visit** ☐

Q6 How often do you visit this station for the purchase of groceries?

Showcard s5

- Every day ☐
- 4 - 5 times a week ☐
- 2 - 3 times a week ☐
- Once a week ☐
- 2 - 3 times a month ☐
- Once a month ☐
- Once every 2 months ☐
- 3 - 4 times a year ☐
- Once a year ☐
- Less often ☐
- First visit** ☐

Q7 And how often, if at all, do you visit the Morrisons Supermarket adjacent to this filling station?

- Every day ☐
- 4 - 5 times a week ☐
- 2 - 3 times a week ☐
- Once a week ☐
- 2 - 3 times a month ☐
- Once a month ☐
- Once every 2 months ☐
- 3 - 4 times a year ☐
- Once a year ☐
- Less often ☐
- Never** ☐

Q8 Generally speaking, do you treat this premises as your principal source for:

Showcard s6a & s6b

Interviewer - Read out full statement above for both petrol and groceries

	Yes	No
Purchasing Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing Groceries	<input type="checkbox"/>	<input type="checkbox"/>

- Q9** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with:
Showcard s7

	Yes	No
Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative fuel source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?	<input type="checkbox"/>	<input type="checkbox"/>

If no: Why is this? (probe fully) _____

- Q10** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with...

Showcard s7b

	Yes	No
Groceries	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative grocery source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way?	<input type="checkbox"/>	<input type="checkbox"/>

- Q11** Taking the above information into account
How might this impact your usage of this filling station?

I will increase my usage of the filling station ☐

No change ☐

I will decrease my usage of the filling station ☐

- Q12** Earlier in the survey we asked you if you would consider yourself materially disadvantaged or inconvenienced were this filling station be unable to provide you with:

Petrol or DERV (fuel).

You had answered {Q9a}

Now that you know about the changes that are coming to this site as a result of the purchase by MFG. Please now consider the question again...

Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with:

	Yes	No
Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>

If yes: Why is this? (probe fully) _____

Groceries

If yes: Why is this? (probe fully)

☐☐

Q14 Finally: How often do you personally purchase alcohol in a supermarket, shop or off lice nowadays?

Please select

Weekly or more often
Fortnightly
Monthly
Less Often
Never

Q15 The operator of this site are looking to provide a wide range of alcohol for off-sale purc addition to the existing grocery/convenience offer.

If suitable alcohol products were available to purchase at this premises, how likely or i do you think you would be to purchase alcohol here?

Very Likely
Quite Likely
Quite Unlikely
Very Unlikely.....
Don't know

Q16 You mentioned you would be likely to purchase alcohol products at this premises... Assuming you could find everything you needed...

Which of the following statements best describes you

This alcohol purchase would replace a purchase from elsewhere
This alcohol purchase would be in addition to a purchase elsewhere
Unsure

Q17 Which of the following statements best describe why you are likely to purchase alcohol location...

Select ALL that apply

Convenient
Closer to where I live
Closer to where I work
Saves me making an additional journey
I like shopping at this store
Other: Please write in

Q18 Record Gender

Male
Female

Q19 Which of these age groups do you fall into?

Showcard s8

18-24.....

25-34.....

35-44.....

45-54.....

55-64.....

65+.....

Interviewer Say: Could you please tell me your home postcode, this is so we can get a better understanding of store catchment. This data will never be used for contacting you and will never be passed on personal information.

Interviewer please enter with a space, as follows.... e.g. G2 4EZ

Postcode _____

Appendix 3 – Open Ended Responses

Q9b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Fuel? If yes: Why is this?

"M and s garage is awful takes too long for service"

"Not local"

"Cheapest one around"

"It's the most convenient, do not need to drive far and the accessibility is easier than some other garages in area"

"Next garage is further away"

"Handy and local and next to supermarket"

"Distance and locality"

"It's just where I come"

"Local to me"

"Because I would need to go further out of town to get it"

"No sourced anywhere else it is local no need to que"

"It's local"

"It's most convenient"

"Cost of the fuel"

"Local to me"

"It's handy when doing shopping"

"Most convenient to my house and usually cheapest in area"

"The only large supermarket petrol station, cheaper"

"It's the most convenient and cheapest"

"Further away for nearest filling station"

"Most reasonably convenient"

"It is convenient"

"Closest and super fuel is what I like"

"It's convenient it's hard to get into the other garage"

"Nearest fuel to my house"

"About the only local one"

"Has the best access, other ones in area you need to go out the way and always busy"

"It's the most reasonable one to access in the area and usually the best for price"

"Puts me out my way for petrol"

"It's handy when you come shopping and kills two birds with one stone"

"Nearest to my home"

"The filling station I use the most, I'm a creature of habit"

"It's on my way to work"

"Get use to going to one place to need to find somewhere else"

"It's closest and most handy for me"

"Closest to me"

"It's convenient"

"Because I have a shell petrol card and would need to go to the Esso garage to use it"

"Easy to access and prefer to use, good canopy"

"How close it is to house very convenient"

"Most easily accessed in the town"

"It's the main filling station and we use the Morrison's card for points"

"Because it my local one"

"Proximity to home"

"There is not much choice in Dumbarton and discounted so they are amongst the cheapest within Dumbarton"

"Getting shopping and then get fuel it's convenient"

"It's very handy and usually it's the cheapest and for Morrison's points"

"It's very handy for me close proximity to home"

"Convenient"

"It's the easiest and the best price locally"

"Closest and handy for me"

"Because I would need to travel further"

"Because it's handy for the supermarket"

"Closest and handy when getting shopping"

"Use a fuel card for work and it's convenient"

"It's the best in the area"

"Closest to my home"

"Wouldn't get my points"

"It's the nearest and most convenient"

"Not many stations about and it is convenient when I do my shopping"

"The next one is Helensburgh"

"Don't like going anywhere else"

"Because I always come here, I would come anywhere"

"It's very handy the location"

"Local to me"

"It's convenient and reasonable priced and where I get groceries"

"Most convenient"

"It's very close to my home"

"It's the closest one to my home and the easiest to access"

"Don't know where Else to go"

"It's a good price and close"

"It's closest to my house"

"I'd need to go somewhere and it's less convenient"

"It's nearest and has easy access, no long waits or ques"

"Because all the local ones are more expensive"

"It's most convenient for me"

"It's the most convenient"

"Don't like the two at Dumbreck because they are busy the only other one is glens I never go into"

"The most convenient and closest"

"It's convenient, it's the closest one to home and easier to access than the ones on a82"

"It's the place I fill up and I usually get my shopping at Asda and it is closest to where I live"

"It's cheaper and most convenient for me and I get my points"

"It's convenient and is the most easy to access in area"

"I have no idea where else I would go"

"There is not much choice about"

"It's close and convenient"

"Cheapest around"

"Easy to access and closest to home"

"It's the nearest petrol and it's the most easy to get to. The other ones although close you need go on the a82 and they are one way"

"Would need to go further away and would not receive the points"

Q12b – Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with Petrol or DERV (fuel)? If yes: Why is this?

"Maybe price as long it's competitive"

"Providing prices don't go up and an equivalent loyalty programme"

"If it's still cheaper then no"

"It would be the same answer if it's not there, the prices should still be competitive"

"Na"

"Don't mind"

"Locality"

"N/a"

"Na"

"Depends on the price"

"Na"

"No change"

"Dk"

"If it's same price it's fine"

"If it's still here it's fine"

"N/a"

"As long as prices remain lower than the other local garages and the fuel is still as easy to drive in and out"

"As long as prices didn't change"

"As long as price is good and easy to access"

"Na"

"Price has to be right"

"Worried about price going up"

"As long as it's here happy to use"

"As long price is still reasonable"
"Na"
"Na"
"Na"
"If prices increases then yes I will feel disadvantaged"
"Depends on prices"
"Rewards not getting them"
"Depends on price"
"Prices should remain the competitive and it is still my local fuel stop"
"Na"
"Na"
"Prices and competition"
"Na"
"Na"
"If they still take the shell card it will be fine"
"Depending on service including price of fuel"
"Depending on price"
"Not sure"
"Will go to a closer fuel station"
"Depending on how much the fuel is"
"Na"
"As long as it remains competitive I will use the fuel"
"Depending on price"
"Na"
"Na"
"Na"
"Depending on price"
"Na"
"Unless the prices went up higher"
"As long as it is still as efficient"
"Na"
"If fuel cards accepted"
"Na"
"Na"
"Depends on price"
"Na"
"Na"
"Morrison's is cheaper fuel"
"Na"
"Depending on the price of petrol"
"Na"
"Depends on price"
"Na"

"N/a"
"Na"
"Na"
"Na"
"Na"
"Na"
"Depends on price"
"Na"
"As long as prices is competitive"
"Na"
"Unless the prices change"
"Depending on price and whether the fuel cards work"
"Na"
"Na"
"Na"
"If the prices change and I also won't get My Morrison's points"
"Na"
"Na"
"Depends on price of fuel"
"Na"
"Na"
"It will probably be more expensive and I won't be able to collect my points"
"Losing out on Morrison's points and they need to keep prices low, it's the lowest one in the area"
"Na"

Appendix 4 – Postcodes of Population of Interest

G82 2PB	G82 4QU	G82 2QJ	G82 1AE
G82 1BS	G82 2BS	G82 2JL	G82 3BD
G82 1HY	G82 2QJ	G82 4AB	G82 2QD
G82 1QG	G82 1BS	G82 3AF	G82 3JP
G82 3PB	G82 3JZ	G82 1EL	G82 2AR
G82 3LS	G82 3PZ	G82 2PU	G82 2JA
G82 1PQ	G82 4EF	G82 3BN	G82 3PZ
G82 1RF	G82 2RZ	G82 1EQ	G82 3QG
G82 2PY	G82 4BS	G82 2NU	G82 5 AT
G82 1AE	G82 4BU	G82 1BF	G82 2NS
G82 1AJ	G82 1HT	G82 2LJ	G82 1BX
G82 1BF	G82 3QW	G82 2QJ	G82 3LD
G82 4BJ	G82 1BX	G82 2EN	G82 1JD
G82 2JD	G82 1RZ	G82 4DX	G82 2DE
G82 2NT	G82 2PJ	G82 3HD	G82 3HD
G82 2NW	G82 2DR	G82 3JS	G82 2EN
G82 3EU	G82 2EP	G82 3PQ	G82 1EU
G82 3LB	G82 2LG	G82 4EN	G82 2BZ
G82 4JF	G82 2PP	G82 3AX	G82 2QJ
G82 2LY	G82 1DA	G82 2BT	G82 3PA
G82 2AR	G82 2PQ	G82 1JA	G82 4EE
G82 4EF	G82 2NT	G82 2QJ	G82 1JF
G82 1JT	G82 1BN	G82 3PQ	G82 3NR
G82 3PB	G82 2BT	G82 1BJ	G82 2HS
G82 1QJ	G82 1AP	G82 2AL	G82 2PP
G82 3NQ	G82 2AL	G82 2PZ	G82 2JQ
G82 3NR	G82 3LD	G82 2LH	G82 4BX
G82 2EX	G82 2DY	G82 3HG	G82 1AJ
G82 1JD	G82 1RF	G82 2AZ	G82 1BN
G82 2AR	G82 2HW	G82 2PZ	G82 2EF
G82 2AZ	G82 3EU	G82 3JX	G82 3JX
G82 1HS	G82 2DR	G82 1HA	G82 3NS
G82 2NB	G82 4EH	G82 3JY	G82 1AB
G82 3HD	G82 2AT	G82 2JF	G82 1BU
G82 3LF	G82 2BD	G82 2PT	G82 2PB
G82 1BL	G82 4BW	G82 2ET	G82 1HR
G82 2PZ	G82 3LS	G82 3PB	G82 1HL
G82 4AW	G82 3JT	G82 3DD	G82 3HH
G82 2LU	G82 3JG	G82 4AD	G82 1AL
G82 1RF	G82 2BN	G82 4EX	G82 1HL
G82 1JD	G82 1AJ	G82 1AS	G82 2DZ
G82 2EF	G82 1NZ	G82 1EH	G82 1HT
G82 2NZ	G82 3HR	G82 2SN	G82 1HA
G82 4BA	G82 1EH	G82 2BH	G82 2JH

Research Findings – Alcohol Purchase

Dumbarton Filling Station

Those in the population of interest (base: 177) were asked about their future usage of the facility in relation to alcohol purchase.

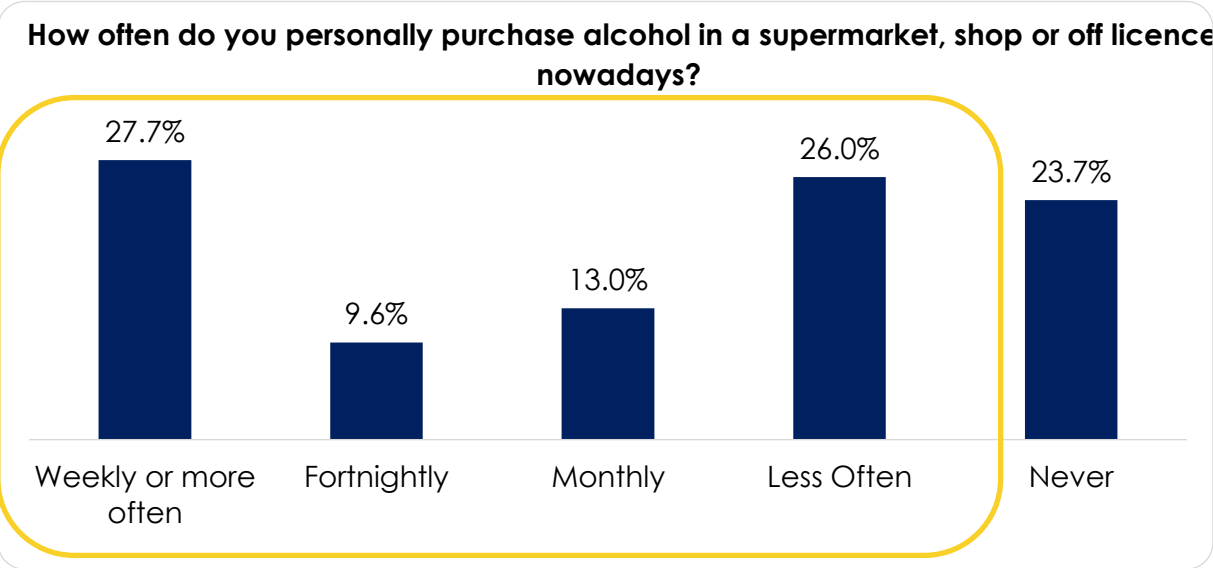


Figure 15: base = 177

Those who said they currently purchase alcohol were then asked how likely they would be to purchase alcohol from the service station.

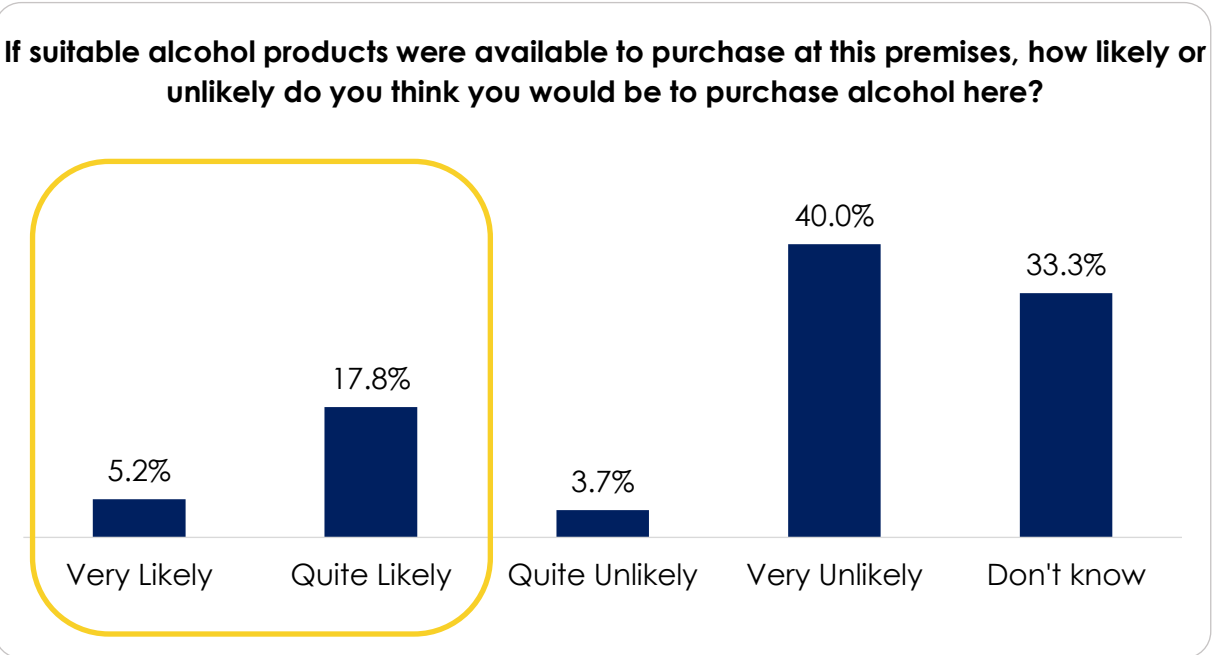


Figure 16: base = 135

23.0% of participants who currently purchase alcohol, stated that they would be at least somewhat likely to purchase alcohol from the premises if it was available.

Those who coded as being either 'Very likely' or 'quite likely' to purchase alcohol from the premises were then asked how it would influence their current buying habits. 93.5% stated that this alcohol purchase would replace a purchase from elsewhere

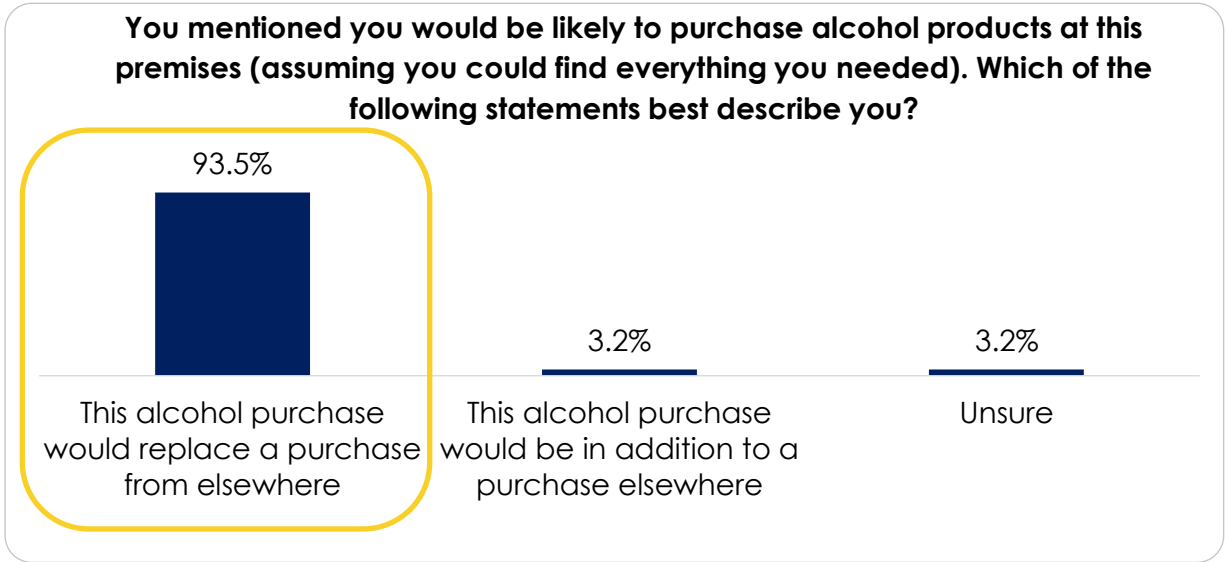


Figure 17: base = 31

The reasons for them purchasing alcohol from the service station are highlighted below. With 93.5% stating it would be "convenient" and 54.8% of respondents stating that it would save them making an additional journey.

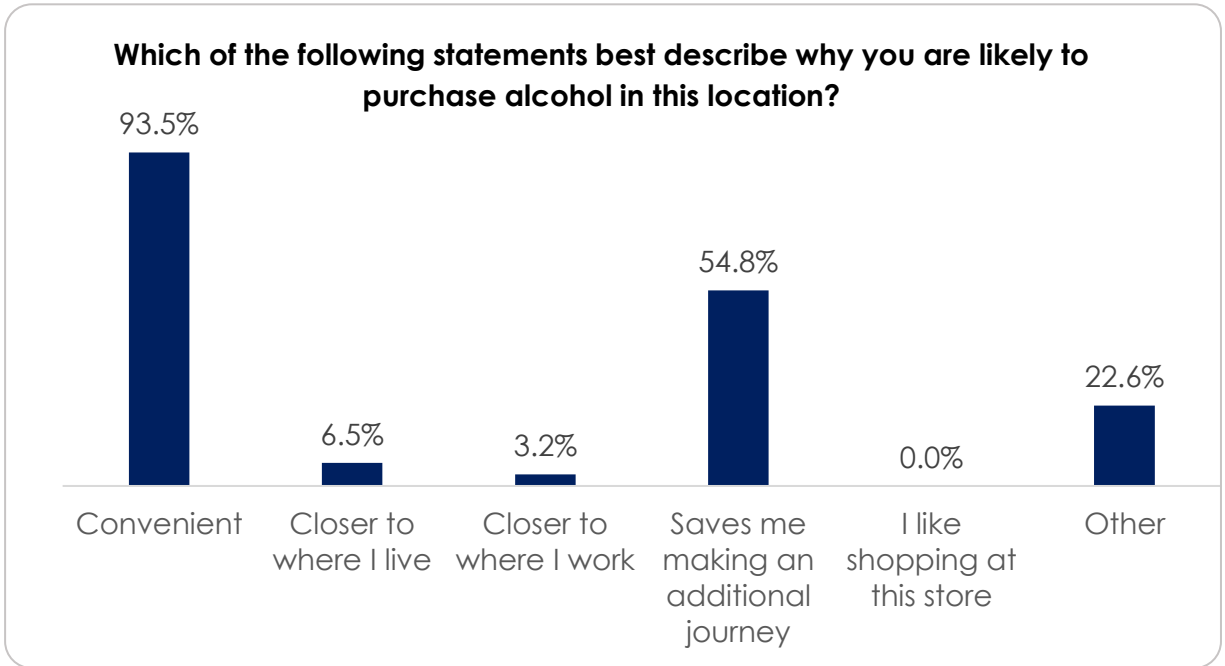


Figure 18: base = 31