AMT TOWN BENCHMARKING

MEASURING THE PERFORMANCE OF TOWN CENTRES

PENRITH

2013 REPORT

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EXECUTIVE SUMMARY

Retail Offer

- 56% of the occupied units in Penrith Stephen are A1 Shops, 3% lower than the National Large Towns figure and 4% higher than the Small Towns average. 9% of the units are A2 Financial and Professional Services.
- Despite there not being a 'one size fits all' gauge for what constitutes a successful retail offering, within the Benchmarking System traditionally a two thirds comparison one thirds convenience A1 retail offering has been prevalent in the town centres with the higher footfall counts, occupied units, occupied car parks and visitors staying in the town for longer. 73% of the A1 Shops in Penrith mainly sell 'Comparison Goods' which is lower than the National figures.
- 70% of A1 Shops in Penrith are unique to the town centre which is 13% higher than the National Large Towns average and 2% higher than the National Small Towns figure. 25% of the Shops have a nationwide presence the same figure as the National Small Towns but 9% lower than the National Large Towns.
- 31% of town centre users spent £5.01-£10.00 on a normal visit to Penrith, 26% spent £10.01-£20.00 lower than the National Small (32%) and National Large (30%) figures.

Lower than average vacancy

- The vacancy rate in Penrith Town Centre is 5%, which is lower than the National Large Towns (10%), National Small Towns (8%), Regional and Typology 2 (8%) figures. To place the data even further in context must be noted that The Local Data Company reported a vacancy rate of 14% for all town centres in the UK in February 2014. ***Please note that the units at the new development were not included at the time of the audit***

Business Confidence

- 45% of respondents reported that compared to last year their turnover had 'increased', a large increase on the 23% in 2012 and the National figure of 28%. Similarly, 34% of business stated that profitability had increased, 22% higher than in 2012, whilst 40% expected their turnover to increase over the next year a 13% rise on 2012.
- As in 2012 potential local customers (79%) and potential tourist customers (69%) were classed as the most positive aspects of the town centre, whilst over 50% of businesses rated geographical location and physical appearance.

Lack of Traders and Footfall on Market Day

- The number of traders recorded at the regular market in Penrith was 7, higher than the 1 in 2012 but noticeably lower than the National Large (30), National (17), Regional and Typology 2 Towns (21) figures.
- Footfall counts were low in Penrith, with 121 persons per ten minutes counted on a Market Day, compared to the National Large Towns average of 281 and the Typology figure of 175. Interestingly, as in 2012 the figures for Penrith on a Market Day were lower than for the Non Market Day. (142) Footfall counts were conducted on the Farmers Market Day which hosted 7 market traders. The Farmers Market count of an average of 132 persons per ten minutes is higher than the regular Market Day Count (121) but lower than the Non Market Day. (142)

High levels of vacant Car Parking

- In 2012 32% of all car parking provision was recorded as vacant on the Market Day audit, whilst in 2013 this figure is 24% higher at 56%. Similarly, in 2012 24% of the car parking provision was 'vacant' on the Non Market Day audit however this year the figure has increased to 38%. Thus replicating the 2012 car parking audit and the footfall patterns, more car parking spaces were vacant on a Market Day compared to a Non Market Day.
- 63% of businesses felt car parking was a negative aspect, 26% lower than in 2012 and 50% rental values and property costs. 56% of town centre users rated car parking as a negative aspect. Improvements to the provision, pricing and car parking policy was a key theme to emerge from the town centre users and business suggestions for improvement.

Town Centre Users

Positive

- 66% of town centre users rated the physical appearance of Penrith as 'Good', higher than the National Large (50%) and National Small (58%) towns figures. Similarly, 70% of town centre users rated the cleanliness of Penrith as 'Good', higher than the National Large (57%) and National Small (63%) towns figures.
- Three of the top four aspects of Penrith Town Centre were recorded as access to services, (83%) ease of walking, (76%) and convenience e.g. near to where you live (58%) which replicated the Regional, National and Typology trends. The figure for physical appearance (61%) is higher than the National Large Towns figure. (46%) Restaurants (55%) and safety (55%) were also classed as positive aspects.

Negative

- Markets (58%) and Car Parking (56%) were the most popular choices for the negative aspects of the town centre replicating the 2012 trend and noticeably higher than the National, Regional and Typology figures.
- Improving the retail offer was a key theme to emerge from the qualitative suggestions from town centre users.

INTRODUCTION

THE APPROACH

AMT Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

AMT Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to amt-i, the research division of national membership organization and registered charity Action for Market towns for analysis and report production.

THE SYSTEM

The Benchmarking system is divided into two sections:

- Large Towns; consisting of those localities with more than 250 units
- Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Penrith** with 327 units is classed as a Large Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns in a specific region. The National figure is the average for all the towns which participated in Benchmarking during 2013.The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. **Penrith** is classed as a Typology **2** town.

Information on towns contributing to Benchmarking in 2013, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

THE REPORTS

The Annual AMT Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- Benchmark clusters of towns to ascertain high performers / under achievers
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

METHODOLOGY

Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI : Commercial Units; Use Class	Visual Survey
KPI : Commercial Units; Comparison/Convenience	Visual Survey
KPI :Commercial Units; Trader Type	Visual Survey
KPI : Commercial Units; Vacancy Rates	Visual Survey
KPI : Markets	Visual Survey
KPI : Footfall	Footfall Survey on Market Day and Non Market Day
KPI : Car Parking	Audit on Market Day and Non Market Day
KPI : Business Confidence Surveys	Postal Survey
KPI : Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI : Shoppers Origin Surveys	Shoppers Origin Survey

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

KEY FINDINGS

KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the "commercial offer" throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes.

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing

		homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis (Unique Establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **310** occupied units recorded.

	National Small Towns%	National Large Towns%	North West Large Towns%	North West Small Towns%	Typology%	Penrith%
A1	53	54	56	54	54	56
A2	14	13	12	14	13	9
A3	8	9	8	8	9	6
A4	4	4	4	4	4	7
A5	5	3	4	6	3	4
B1	3	3	4	3	3	2
B2	0	1	0	0	1	0
B8	0	0	0	0	0	0
C1	1	1	1	1	1	3
C2	0	0	0	0	0	0
C2A	0	0	0	0	0	0
D1	6	6	6	5	6	5
D2	1	1	1	0	1	1
SG	5	5	4	5	5	2
Not Recorded	0	0	0	0	0	0

56% of the occupied units in Penrith Stephen are A1 Shops, 3% lower than the National Large Towns figure and 4% higher than the Small Towns average. 9% of the units are A2 Financial and Professional Services.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

A1 Retail units selling goods can be split into two different types Comparison and Convenience.

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- food and non-alcoholic drinks
- tobacco
- alcohol
- newspapers and magazines
- non-durable household goods.

2. **Comparison goods** – all other retail goods.

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	National Small Towns%	National Large Towns%	North West Large Towns%	North West Small Towns%	Typology%	Penrith%
Comp.	79	82	79	77	82	73
Conv.	21	18	21	23	18	27

Despite there not being a 'one size fits all' gauge for what constitutes a successful retail offering, within the Benchmarking System traditionally a two thirds comparison one thirds convenience A1 retail offering has been prevalent in the town centres with the higher footfall counts, occupied units, occupied car parks and visitors staying in the town for longer. 73% of the A1 Shops in Penrith mainly sell 'Comparison Goods' which is lower than the National figures.

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a "unique selling point" and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

Department Stores	**Clothing**
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality.

	National Small Towns%	National Large Towns%	North West Large Towns%	North West Small Towns%	Typology%	Penrith%
Key Attractor	6	8	8	8	6	4
Multiple	19	26	26	18	21	21
Regional	7	9	10	5	7	4
Independent	68	57	55	69	66	70

70% of A1 Shops in Penrith are unique to the town centre which is 13% higher than the National Large Towns average and 2% higher than the National Small Towns figure. 25% of the Shops have a nationwide presence the same figure as the National Small Towns but 9% lower than the National Large Towns.

KPI: COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	National Small Towns%	National Large Towns%	North West Large Towns%	North West Small Towns%	Typology%	Penrith%
Vacancy Rate	8	10	11	9	8	5

Please note that the units at the new development were not included at the time of the audit

The vacancy rate in Penrith Town Centre is 5%, which is lower than the National Large Towns (10%), National Small Towns (8%), Regional and Typology 2 (8%) figures. To place the data even further in context must be noted that The Local Data Company reported a vacancy rate of 14% for all town centres in the UK in February 2014.

KPI: MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at regular (at least once a fortnight) weekday markets within the locality.

	National Small Towns	**National Large Towns**	**North West Large Towns**	**North West Small Towns**	**Typology**	**Penrith**	***Penrith 2012***
Av. No.	17	30	53	24	21	7	*1*

The number of traders recorded at the regular market in Penrith was 7, higher than the 1 in 2012 but noticeably lower than the National Large (30), National (17), Regional and Typology 2 Towns (21) figures.

KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality.

	National Small Towns	**National Large Towns**	**North West Large Towns**	**North West Small Towns**	**Typology**	**Penrith**	***Penrith 2012***
Market/ Busy Day	122	281	285	92	175	121	*113*
Non Market/ Quiet Day	90	202	230	63	121	142	*153*

Footfall counts were low in Penrith, with 121 persons per ten minutes counted on a Market Day, compared to the National Large Towns average of 281 and the Typology figure of 175. Interestingly, as in 2012 the figures for Penrith on a Market Day were lower than for the Non Market Day. (142)

The following tables are based on the individual footfall counts conducted in the Market Square, with people passing in both directions on both sides of the corner of the road leading to the Devonshire Arcade. The table also illustrates that footfall counts were conducted on the Farmers Market Day which hosted 7 market traders. The Farmers Market count of an average of 132 persons per ten minutes is higher than the regular Market Day Count (121) but lower than the Non Market Day. (142)

Time	Market Day	Time	Farmers Market Day	Time	Non Market Day
1000-1010	117	**1010-1020**	114	**1010-1020**	110
1100-1110	115	**1140-1150**	144	**1140-1150**	155
1200-1210	130	**1200-1210**	170	**1200-1210**	161
TOTAL	362	TOTAL	428	TOTAL	426
Average persons per 10 minutes	121	Average persons per 10 minutes	132	Average persons per 10 minutes	142

KPI: CAR PARKING

A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

The following tables provide a summary of the Car Parking offering broken down into the;

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market/ Busy Day and on a Non Market/ Quiet Day.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.
- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.

Car Park:	Nat. Small Towns%	Nat. Large Towns%	North West Large Towns%	North West Small Towns%	Typ.%	Pen. No	Pen. %
Total Spaces:	88	90	87	95	88	1254	78
Short Stay Spaces: (4 hours and under)	47	38	47	57	37	1086	87
Long Stay Spaces: (Over 4 hours)	41	57	47	39	48	107	9
Disabled Spaces:	4	4	7	4	4	61	5
Not Registered	8	1	0	1	12	0	0
Vacant Spaces on a Market Day:	30	29	37	41	31	838	67
Vacant Spaces on a Non Market Day:	38	40	39	43	40	552	44
Illegal Spaces on a Market Day:	n/a	n/a	n/a	n/a	n/a	2	n/a

Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	n/a	n/a	2	n/a
On Street:							
Total Spaces:	12	10	13	5	12	349	22
Short Stay Spaces: (4 hours and under)	56	82	69	66	69	209	60
Long Stay Spaces: (Over 4 hours)	36	12	25	24	20	128	37
Disabled Spaces:	4	6	6	5	6	12	3
Not Registered	4	0	0	5	6	0	0
Vacant Spaces on a Market Day:	14	19	13	30	16	62	18
Vacant Spaces on a Non Market Day:	22	29	20	27	23	61	17
Illegal Spaces on a Market Day:	n/a	n/a	n/a	n/a	n/a	15	n/a
Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	n/a	n/a	20	n/a
Overall							
Total Spaces:	n/a	n/a	n/a	n/a	n/a	1063	n/a
Short Stay Spaces: (4 hours and under)	48	42	49	57	40	1295	81
Long Stay Spaces: (Over 4 hours)	40	53	44	38	45	235	15
Disabled Spaces:	4	5	7	4	4	73	5
Not Registered	7	1	0	1	11	0	0
Vacant Spaces on a Market Day:	28	28	34	41	29	900	56
Vacant Spaces on a Non Market Day:	36	39	37	42	38	613	38
Illegal Spaces on a Market Day:	n/a	n/a	n/a	n/a	n/a	17	n/a
Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	n/a	n/a	22	n/a

In 2012 32% of all car parking provision was recorded as vacant on the Market Day audit, whilst in 2013 this figure is 24% higher at 56%. Similarly, in 2012 24% of the car parking provision was 'vacant' on the Non Market Day audit however this year the figure has increased to 38%. Thus replicating the 2012 car parking audit and the footfall patterns, more car parking spaces were vacant on a Market Day compared to a Non Market Day.

The vacancy rate of 56% on a Market Day is double the National Small Towns and National Large Towns average whilst the 38% on a Non Market Day is in line with the National Large (39%), National Small Towns (36%) and Typology (38%) figures.

KPI: BUSINESS CONFIDENCE SURVEY

In regards to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues.The following percentage figures are based on the 13 returned Business Confidence Surveys.

	Nat. Small Towns%	Nat. Large Towns%	North West Large Towns%	North West Small Towns%	Typ%	Penrith %	*Penrith 2012 %*
Nature of Business							
Retail	59	62	61	73	61	43	*59*
Financial/ Professional Services	18	17	13	12	16	20	*18*
Public Sector	2	1	2	4	2	0	*2*
Food and Drink	12	15	18	4	12	30	*14*
Other	10	5	6	8	9	7	*7*
Type of Business							
Multiple Trader	11	16	20	12	10	13	*16*
Regional	6	7	4	15	5	0	*2*
Independent	83	77	76	73	85	88	*82*
How long has your business been in the town							
Less than a year	7	4	5	8	7	0	*4*
One to Five Years	21	20	14	23	20	28	*5*
Six to Ten Years	15	13	21	15	12	6	*11*
More than Ten Years	57	63	61	54	60	66	*71*
Compared to last year has your turnover							
Increased	38	36	26	26	40	45	*23*
Stayed the Same	34	27	25	35	33	26	*32*
Decreased	28	37	41	39	27	29	*45*
Compared to last year has your profitability							
Increased	30	27	18	39	30	34	*12*
Stayed the Same	37	31	27	36	36	28	*38*
Decreased	33	42	54	35	34	38	*50*

Over the next 12 months do you think your turnover will							
Increase	44	34	23	38	42	*40*	*27*
Stay the Same	40	39	40	46	42	*33*	*41*
Decreased	16	27	37	17	16	*27*	*31*
What are the positive aspects of the Town Centre?							
Physical Appearance	n/a	n/a	n/a	n/a	n/a	*55*	*n/a*
Prosperity of the town	45	48	30	48	46	*34*	*35*
Labour Pool	10	13	13	4	11	*7*	*16*
Environment	30	29	17	36	31	*0*	*25*
Geographical location	49	51	47	56	52	*59*	*67*
Mix of Retail Offer	39	38	31	36	43	*45*	*25*
Potential tourist customers	41	52	63	28	51	*69*	*67*
Potential local customers	78	77	77	76	78	*79*	*84*
Affordable Housing	8	6	8	8	6	*7*	*4*
Transport Links	26	26	32	44	24	*28*	*25*
Car Parking	39	19	17	88	29	*28*	*11*
Rental Values/ Property Costs	16	15	17	12	13	*3*	*4*
Market (s)	18	21	16	48	18	*14*	*11*
Events/ Activities	n/a	n/a	n/a	n/a	n/a	*28*	*n/a*
Marketing/ Promotions	n/a	n/a	n/a	n/a	n/a	*28*	*n/a*
Local Partnerships/ Organisations	n/a	n/a	n/a	n/a	n/a	*31*	*n/a*
Other	5	4	4	0	5	*3*	*0*
What are the negative aspects of the Town Centre?							
Physical Appearance	n/a	n/a	n/a	n/a	n/a	*25*	*n/a*
Prosperity of the town	17	20	32	24	16	*25*	*25*
Labour Pool	6	8	15	5	8	*19*	*9*
Environment	5	8	17	10	3	*0*	*4*
Geographical location	7	6	6	0	7	*0*	*0*
Mix of Retail Offer	19	20	27	38	19	*13*	*18*
Potential tourist customers	7	5	6	19	6	*6*	*5*

Potential local customers	3	3	5	5	3	*3*	*4*
Affordable Housing	10	8	13	5	11	*3*	*16*
Transport Links	14	18	9	0	18	*9*	*9*
Car Parking	53	75	75	14	63	*63*	*89*
Rental Values/ Property Costs	35	9	50	57	42	*50*	*53*
Market (s)	10	9	14	14	8	*22*	*11*
Local business competition	18	21	20	29	17	*16*	*5*
Competition from other places	33	26	32	52	29	*13*	*27*
Competition from the internet	39	37	43	57	41	*22*	*29*
Competition from out of town shopping	n/a	n/a	n/a	n/a	n/a	*38*	*n/a*
Events/ Activities	n/a	n/a	n/a	n/a	n/a	*3*	*n/a*
Marketing/ Promotions	n/a	n/a	n/a	n/a	n/a	*6*	*n/a*
Local Partnerships/ Organisations	n/a	n/a	n/a	n/a	n/a	*3*	*n/a*
Other	7	4	2	14	6	*9*	*7*
Has your business suffered from any crime over the last 12 months							
Yes	26	29	31	46	25	31	*21*
No	74	71	69	54	75	69	*79*
Type of Crime							
Theft	72			64	76	70	*58*
Criminal Damage	13	89	77	18	13	10	*17*
Abuse	39	15	16	36	33	30	*42*
Other	6	33	30	9	5	0	*25*
		1	0				

- **Please note the Business Surveys for Eden District Council were conducted in 2014 so did not contribute to the National, Regional and Typology averages.**

Key Findings

45% of respondents reported that compared to last year their turnover had 'increased', a large increase on the 23% in 2012 and the National figure of 28%. Similarly, 34% of business stated that profitability had increased, 22% higher than in 2012, whilst 40% expected their turnover to increase over the next year a 13% rise on 2012.

As in 2012 potential local customers (79%) and potential tourist customers (69%) were classed as the most positive aspects of the town centre, whilst over 50% of businesses rated geographical location and physical appearance.

63% of businesses felt car parking was a negative aspect, 26% lower than in 2012 and 50% rental values and property costs.

What TWO suggestions would you make to improve the economic performance of the Town Centre?

The key to emerge from the qualitative suggestions from the businesses was improving car parking in terms of provision, pricing and policy.

- "Reduction in business rates or if not an increase in facilities offered by the council to small businesses e.g. free bin collection. Pavement cleaning outside premises or litter picking. Grants for shop front refurbishments. Longer and more reasonable parking conditions."
- "Parking needed for everyday shoppers. Not parking provided solely by supermarkets whose only aim is to attract shoppers to their stores. Less budget stores who buy in bulk and can afford to undercut independent traders."
- "Keep the business in the town, work together to cross refer. Keep car parking affordable and available."
- "The Council do not seem interested in promoting the town on tv as other towns in the area do. The appearance of the town is neglected and scruffy the flower bed in particular. If less money was wasted on silly signs some of which have been damaged the flowers would then be better. The price of parking could also be dropped."
- "Parking, the council have it very wrong. Improve look of town very shabby and run down."
- "Town is dead. No custom from locals or tourists supermarkets selling to cheap. Reduce business rates (too expensive) Improve on street parking not meters or free parking. Penrith BID done nothing."
- "Better marketing and promotion from each business. People need a good reason to come to Penrith."
- "Improve car parking. Sunday opening across town and events to promote Indoor Leisure activities. i.e. bowling."

- "Improved public parking. More free parking for both staff and customers. Improved attractions to help keep tourists in the town for longer."
- "Better, more focused town centre/ cultural/ leadership. There are a number of very good organizations that need focus and leading these diverse (but with a common goal) organizations is a common vision is what is needed."
- "All shops opening on a Sunday. More and cheaper car parking."
- "Car parking. Less traffic wardens."
- "Traffic wardens are driving people away from the town. They need to be more flexible."
- "Including all independent retailers in local promotions within the town i.e. not just food supplies and restaurants and or long standing businesses. Also limit to Hairdressers shops."
- "Pedestrianise Market Square. Clean the town of rubbish and litter."
- "Take up of units in New Squares Dvpt by household names to encourage people to the town. Greater diversity of shops- mainly hairdressers, cafes and gift shops in the town- would encourage more people into town if they could get what they need. We could benefit from a small dept. store such as that in Kendal."
- "Parking, longer free, cheaper in car parks. Cleaner, more presentable town leading to a greater community sense."
- "Better Parking!! Market Stalls on specified days."
- "Retail shops to be open on Sundays perhaps April to September. Retail shops agree late opening in the run up to Xmas which is publicized well in advance."
- "Free parking at certain times."
- "Resolution to town car parking issues. Pedestrianisation."
- "Create a free edge of town car park for workers in the town and retain town centre parks for shoppers and visitors at a low cost. Increase traffic calming throughout the town centre, slow down the traffic to discourage driving through the town centre unless needed. Full pedestrianisation would not be needed."
- "More car parking."
- "Make car parking cheaper and easier. Do not put in metres on High Street. Signage for old town shopping area at Sainsbury and Retail Parks."
- "Better publicity for Penrith town as a desirable tourist attraction- flyers at hotels and campsites and advertising the town itself rather than individual businesses, e.g. Kirkby Lonsdale, Settle, Keswick. Reduce business rates."
- "Remove traffic wardens. Find businesses to use the many empty shops."
- "Allow adequate parking. Reform business rates as they are killing businesses."
- "Elect a town council."
- "Have more events on to draw more people to the town. Have a better co ordinated national marketing campaign for the town."

- "A proper full market with plenty of stalls. No disc zone parking or up the time allowed i.e. 1 to 2 hours."
- "Council needs to look after the businesses in the town and from that all aspects of Penrith would improve."

KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the completed Town Centre User Surveys.

	Nat. Small %	Nat. Large%	NW Large%	NW Small Tow%	Typ%	Pen.%	*Pen. 2012%*
Gender							
Male	38	39	35	33	39	42	*n/a*
Female	62	61	65	67	61	58	*n/a*
Age							
16-25	8	7	7	6	7	6	*n/a*
26-35	10	12	12	8	10	14	*n/a*
36-45	17	16	19	11	16	18	*n/a*
46-55	19	22	21	20	19	27	*n/a*
56-65	20	20	21	23	20	18	*n/a*
Over 65	26	23	20	33	27	17	*n/a*
What do you generally visit the Town Centre for?							
Work	15	24	29	23	18	39	*34*
Convenience Shopping	42	25	22	34	37	19	*11*
Comparison Shopping	5	12	10	2	8	2	*6*
Access Services	17	14	17	19	15	18	*18*
Leisure	13	16	16	12	13	13	*22*
Other	9	9	7	11	10	9	*9*
How often do you visit the Town Centre							
Daily	29	27	27	40	30	44	*24*
More than once a week	39	31	33	30	36	32	*43*
Weekly	15	14	12	12	15	12	*9*
Fortnightly	5	7	7	3	6	4	*5*
More than once a Month	3	5	5	4	3	1	*2*
Once a Month or Less	7	12	13	8	8	5	*11*
First Visit	2	3	3	3	3	2	*5*

39% of those interviewed visited Penrith for work. 88% travelled into the town centre at least once a week.

How do you normally travel into the Town Centre?							
On Foot	37	29	26	34	37	34	*29*
Bicycle	2	1	1	2	2	1	*2*
Motorbike	1	0	0	0	1	2	*2*
Car	53	59	62	56	52	58	*57*
Bus	6	8	9	7	7	4	*7*
Train	1	1	1	1	1	1	*2*
Other	1	1	1	1	1	0	*1*
On average, on your normal visit to the Town Centre how much do you normally spend?							
Nothing	3	3	3	4	2	2	*4*
£0.01-£5.00	13	14	16	16	13	17	*17*
£5.01-£10.00	26	21	24	27	25	31	*24*
£10.01-£20.00	32	30	28	34	32	26	*21*
£20.01-£50.00	20	25	24	13	22	21	*24*
More than £50.00	6	7	5	5	6	2	*9*

31% of town centre users spent £5.01-£10.00 on a normal visit to Penrith, 26% spent £10.01-£20.00 lower than the National Small (32%) and National Large (30%) figures.

How do you rate the physical appearance of the town centre?							
Very Good	17	12	8	12	19	22	*14*
Good	58	50	48	55	62	66	*67*
Poor	20	27	30	25	17	11	*15*
Very Poor	6	10	14	8	2	2	*4*
How do you rate the cleanliness of the town centre?							
Very Good	16	11	8	15	16	7	*6*
Good	63	57	52	60	66	70	*66*
Poor	18	25	29	23	15	20	*26*
Very Poor	4	7	11	3	2	3	*2*

66% of town centre users rated the physical appearance of Penrith as 'Good', higher than the National Large (50%) and National Small (58%) towns figures. Similarly, 70% of town centre users rated the cleanliness of Penrith as 'Good', higher than the National Large (57%) and National Small (63%) towns figures.

How do you rate the variety of shops in the town centre?							
Very Good	8	8	4	7	10	7	*5*
Good	44	40	37	43	49	46	*42*
Poor	36	36	39	38	34	40	*48*
Very Poor	11	17	20	12	7	7	*5*
How do you rate the leisure and cultural offering in the town centre?							
Very Good	10	10	6	8	13	4	*3*
Good	49	47	42	43	53	48	*47*
Poor	33	31	38	38	29	41	*43*
Very Poor	8	11	13	11	5	7	*7*

46% of town centre users rated the variety of shops as 'Good' whilst 40% stated it was 'Poor'.

48% of town centre users rated the leisure and cultural offering as 'Good' whilst 41% stated it was 'Poor'.

What are the positive aspects of the Town Centre?							
Physical appearance	56	46	37	49	64	61	*50*
Shopping	49	43	33	47	53	38	*46*
Restaurants	44	44	29	40	50	55	*47*
Access to Services	75	74	74	78	78	83	*85*
Leisure Facilities	28	24	18	36	31	32	*30*
Cultural Activities	24	29	18	21	36	9	*12*
Pubs/ Bars/ Nightclubs	37	30	20	37	36	36	*42*
Transport Links	43	37	38	52	38	31	*33*
Ease of walking around the town centre	75	76	74	76	78	76	*79*
Convenience e.g. near where you live	70	53	46	68	69	58	*55*
Safety	48	45	36	60	54	55	*71*
Car Parking	46	31	28	59	41	24	*15*
Markets	34	42	26	19	54	10	*17*
Other	7	4	3	2	3	0	

Three of the top four aspects of Penrith Town Centre were recorded as access to services, (83%) ease of walking, (76%) and convenience e.g. near to where you live (58%) which replicated the Regional, National and Typology trends. The figure for physical appearance (61%) is higher than the National Large Towns figure. (46%) Restaurants (55%) and safety (55%) were also classed as positive aspects.

What are the negative aspects of the Town Centre?							
Physical appearance	29	38	41	41	21	11	*17*
Shopping	42	48	51	44	37	36	*24*
Restaurants	28	24	30	41	26	17	*17*
Access to Services	10	5	5	12	7	4	*3*
Leisure Facilities	37	33	32	38	33	20	*13*
Cultural Activities	37	26	26	48	29	33	*35*
Pubs/ Bars/ Nightclubs	27	25	29	41	26	18	*18*
Transport Links	22	22	15	28	28	19	*21*
Ease of walking around the town centre	9	7	6	11	11	11	*8*
Convenience e.g. near where you live	8	10	7	10	9	7	*23*
Safety	13	16	22	17	12	8	*8*
Car Parking	39	48	45	33	45	56	*62*
Markets	29	23	31	47	20	58	*50*
Other	12	10	8	7	9	4	*3*

Markets (58%) and Car Parking (56%) were the most popular choices for the negative aspects of the town centre replicating the 2012 trend and noticeably higher than the National, Regional and Typology figures.

How long do you stay in the Town Centre?							
Less than an hour	36	19	21	37	26	20	*22*
1-2 Hours	40	39	40	32	43	38	*32*
2-4 Hours	12	26	23	12	19	19	*19*
4-6 Hours	3	4	4	6	4	5	*11*
All Day	8	11	12	11	8	17	*15*
Other	1	1	0	2	1	1	*1*

58% of respondents stayed in the town centre for less than 2 hours.

What TWO suggestions would you make to improve the town centre?

Two of the three key themes which emerged in 2012 were prevalent again in 2013 car parking in terms of policy and pricing and improving the retail offer.'

- "Control over appearance of shop fronts. The old shops are nicely detailed but there are several shop fascias and associated advertising which detract from the scale and character of the town centre. Pedestrianisation together with more greenery to make the town centre a more appealing place in which to linger and meet."

- "Upgrade the appearance of Middlegate which is un inviting and discourages exploration of that end of the town Provide more pedestrian areas linked in such a way as to allow safe and leisurely exploration of the town. As a regular visitor I find some of the linking areas unkempt and the level of litter higher than the main areas"
- "An arts venue in town, with things to do - a hub of the community for all ages - but like corner house in Manchester. The nightlife - not very inspiring!"
- "1. Shops need to be open longer hours & not close on Wednesdays. 2. Longer free parking, 1hr isn't enough. 3. Keep the centre for independent shops. Shoe Zone, Greggs & Works spoil the marketplace."
- "Prominent signs regarding dog mess and general litter clearing"
- "Pedestrianisation! Weekly saturday Market - foodie orientated More Cafe culture Sunday opening - the world thinks Penrith is shut for business on a sunday"
- "More variety of shops, easier car parking, Sainsburys free 3 hr parking has made a huge difference and should continue! More for the younger people who are Penrith's future."
- "Create a bright environment with floral displays over most of shops. Pedestrianise MIddlegate and other streets on saturdays"
- "More cafe culture and better variety of shops, less charity shops"
- "I think Penrith needs to attract some town centre named shops to increase foot fall on the town centre and also some nice eating places"
- "Some streets around Penrith often have dog poo which is not cleaned up. This is a big issue which needs looked at. Better parking"
- "Cheaper and more car parking introducing better shops"
- "Parking fill the empty shops"
- "1. Get rid of all the A-boards that clutter up the town centre. Especially outside Devonshire Arcade. 2. A cultural venue"
- "More unity in shop signage and colour scheme Less charity shops and more incentives for independent retailers"
- "Better shops and open sundays"
- "Get some decent shops to fill all the empty ones especially in the new squares. Make more parking for quick visits to town"
- "reduce sandwick boards reduce road street signage"
- "I generally pop into Penrith on my lunch break if I need something. It can take a while to get parked and generally don't want to pay as only staying in town for about 1/2 an hour. I would like better access to on street short stay free parking. There is limited clothes shop for people my age. I would like a next or M&S to provide reasonably priced clothes."
- "Fill the empty shops in the New Squares Development as soon as possible and with a good variety of shops to suit all ages and tastes. Better car parking. Having free parking at Sainsburys is a great idea."

- "Less empty shops, more good clothes shops. Easier parking."
- "Improvement in 'Comparison' Shops - clothes, electronics etc, currently if my family and I require these items we feel it necessary to visit Carlisle or Kendal to satisfy our requirements. A healthy mix of chains and independents would help make shopping in the town more appealing. Easier said than done in the current climate, granted! Parking is very limited for short / drop off stays - with a young family it is not always possible to walk into the town centre and most of my 'journeys' into the town centre being to use services for a short period this would improve our experience of the town."
- "More decent shops. Better car parking"
- "Free Car Parking. More 'ordinary' food in markets, not merely deli type foodstuffs"
- "Arts Centre More places to listen to live music of all sorts, such as classical, jazz etc."
- "Pedestrianisation of town centre. More free/cheaper parking (eg: first hour free)and wardens charged with helping visitors to the town rather than being focused on issuing parking tickets."
- "Pedestrianise Devonshire Street. Control over style of shopfronts"
- "Free car parking to work alongside Sainsburys and Morrisons"
- "More for my children to do, such as ten pin bowling. Lower charges for car parking - would visit town centre much more frequently if cheaper or free parking available."
- "Shop fronts to be unified and updated. Less advertising boards on footpaths. More shrubs and flowers. Christmas decorations for every shop!"
- "Litter picking Better/cheaper parking"
- "I really like it as it is"
- "More leisure facilities for our children. Bigger named shops. Draw people in with big names, smaller (excellent) specialist shops will prosper with footfall"
- "Concentrate on the centre of town and ignore the new square desert"
- "Free or for a nominal Sum Car parking for visitors at least 3 hours. Low cost Car parking for workers in Town. Publicize the positives about the town. Large number of small individual specialist shops offering consumers variety and value with good service"
- "Clean the streets and alleys Improve parking and offer free parking to bring in tourists"
- "PARKING Signage for visitors"
- "More street cleaning, including side streets, especially around main Post Office and towards leisure centre. Public toilets (near Bluebell lane) are unpleasant - improve them."
- "car parking rent control"
- "More clothes shops and easier free parking"

- "free car parking and a long term plan to encourage more diverse shops by greatly reducing the busines rates on all properties not just the smaller shops. 25% Grants for shops to paint/ repair the front of their shop to a high standard."
- "FREE PARKING MORE VARIETY OF SHOPS LESS HARRASSING TRAFFIC WARDENS"
- "better choice of shops markets more support from EDC"
- "Flower tubs are good, more would be better. trees? Seating and signage to seating in church yard and outside library. Could traffic be diverted from town centre - people often suggest pedestrians only areas."
- "The obvious, better town centre parking, the cleanliness could improve"
- "2 hour free parking in town centre cheaper parking on council sites which should all be the same"
- "pedestrianise the centre and provide free parking"
- "More pedestrianisation or better pedestrian crossing areas. Better street cleaning."
- "more free car parking places"
- "More planters. Regularly pressure wash the pavements"
- "Standardise current free parking at sainsburys across all car parks. Listen to businesses who operate in the centre which patently hasn't been done during the past few years"
- "to compete with out of town business rates and car parking charges would be a good start to encouraging businesses to occupy empty shops. BY whatever it takes get the New Squares occupied before it becomes a white elephant that no business wants to occupy"
- "(1) Encourage businesses to take over 'vacant / empty' premises. One action would be to reduce shop lease fees / council rates to encourage small businesses to move into empty premises. (2) Operate a locals & visitor discount scheme to encourage people to 'shop local'. This is not a 'loyalty card' but a shared scheme across different businesses which offer reduced costs / fees / discounts or services on the one card. This could be a 'paid for' or 'free' scheme. Visitors could also acquire a visitor discount card to encourage people to shop in Penrith instead of going further afield."
- "More national retailers, particularly those selling clothing. Better signage for car parks."
- "Pedestrianise centre. More flowers - artwork - sculptures - more musical events outside. Clean up bird droppings. Upgrade some of the scruffy shop fronts by painting etc"
- "Pedestrianise Devonshire Street Build glass atrium over Devonshire Street to all weather shopping area + space for events"
- "improve parking, remove THREAT from traffic wardens"
- "clean it up stop the traffic, make the center pedestrianised"
- "Make town centre pedestrianised. Introduce frequent park & ride."
- "Better cinema. Clothes shops."

- "Dont feel safe anymore especially saturday nights. Now charge on Mansion House car park."
- "Could have been more shops in the new square."
- "Better road system as its dangerous walking through town centre."
- "Plenty of car parking spaces but one hour not enough for shopping."
- "Lovely views are ruined by rubbish. More for the youths to do."
- "Needs high street brands/shops for young women especially."
- "More for teenagers to do."
- "Car parking expensive for workers. New square very bland not any greenery not inviting."
- "Lots of food shops (supermarkets) not many other shops clothes etc. More police patrols on saturday nights."
- "The market needs to be improved or else there is no point in having one."
- "Roads are bad especially through town centre when busy, anyone not from here may struggle with one way system. Loads of pubs but not much for younger people apart from Toppers."
- "Bus or train to carlisle or Lancaster much too expensive. New squares was a chance to get decent clothes shops but just more gift shops there."
- "Needs a decent market."
- "Better buses from Alston more frequent. Much better market needed, supposed to be a market town."
- "Town feels like it is shut/dead at 5pm. Need zebra crossing between market square & HSBC - That is where main crossing is not where they have the old zebra. There is no venue for public art/painting. Needs gallery with coffee bar for evening trade. Need to make more of buildings and lighten up facade."
- "Change parking to 2 hours. Clearer pedestrian crossings in centre."
- "Shops only cater for tourists and children. Need clothes shops for young and older adults. Cafes, restaurants cater for families and then kebab trade, Nothing in evenings. Need to cater for older singles. Need quality coffee bar that stays open in evenings and sundays (book shop is missed) Needs quality dinner dance venue."
- "Needs more to do for young adults. It's dead on Sundays - nothing for youths to do. Needs more shops."
- "The town is spreading too much onto outskirts, loosing character from town. Improve by doing events give it an identity again. Needs new shops."
- "Put football field back to where Sainsburys was built. Devonshire arcade is good - should make more of it."
- "Disc parking 2 hours."
- "More shops - not charity shops. We need clothes shops Next and Marks and Spencer."

- "better clothes shops especially for ladies. Middle of range clothes shops. Need to keep ladies in town e.g. (M+S) not going to Carlisle."
- "parking needs to be changed - more spaces longer stay than 1hr town is full of rubbish"
- "Free parking for more than one hour. More to do for singles/adults."
- "pedestrianised area not safe - people walk in front of cars"
- "Do more with historical heritage to improve attractions."
- "longer parking - 1hr isn't enough, needs 2 hrs"
- "Public transport only ok during the day. Market needs sorting my friends say it is getting worse."
- "street cleaning incentive to open new shops - business rates reduction?"
- "Fill empty shops with more independents. Hold more events and festivals."
- "improve market more events in centre"
- "Visiting from USA town seems great. Roads are a bit confusing though especially the one way bit."
- "farmer's market is not what it used to be - people aren't even aware of it"
- "More clothes shops. More festivals like Kendal"
- "market barely exists"
- "Bus needs to run later. More variety of shops, need to keep people in town, shops close too early. More amenities for kids, more play areas. Teenagers need more to do."
- "new shopping centre needs to open! needs financial backup christmas lights - very pooor!"
- "Shops should stay open later one night a week. Lack of places to go after work. Cafe's etc shut at 5pm."
- "stop Mansion House car park - make it free"
- "Wider variety of shops (clothes) More events music etc."
- "swap the one-way system"
- "Crossing from market place not safe. Bigger market."
- "better shops, more events/festivals market no good"
- "Better car parking."
- "Parking better now, Sainsburys parking free. Should have market like Keswick."
- "Used to be thriving market on wednesdays. Keep Penrith a traditional market town. The development shop area is turning the town into a high street."
- "More frequent buses to and from Carlisle and other places."
- "more well known shops with variety for all ages, a decent market as it is a market town"

KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- Locals; those who live within a Post Code covering the town
- Visitors

	National Small Towns%	**National Large Towns%**	**North West Large Towns%**	**North West Small Towns%**	**Typology %**	**Penrith%**	***Penrith 2012%***
Locals	53	47	52	48	47	n/a	*50*
Visitors	47	33	25	52	53	n/a	*50*

Unfortunately only a handful of post codes were gathered by the businesses in Penrith.

APPENDIX

PARTICIPATING TOWNS IN 2013

The following towns all contributed to the Benchmarking System in 2013.

Town Name	Small or Large	Region	Typology
Clay Cross	S	East Midlands	6
Melton	L	East Midlands	2
Bury St Edmunds	L	East of England	2
Diss	S	East of England	2
Ely	S	East of England	5
Huntingdon	S	East of England	4
Ramsey	S	East of England	4
St Ives	L	East of England	4
Wickham Market	S	East of England	2
Alnwick	S	North East	2
Amble	S	North East	6
Ashington	S	North East	6
Bedale	S	North East	2
Bedlington	S	North East	6
Berwick	L	North East	6
Blyth	S	North East	6
Cramlington	S	North East	6
Haltwhistle	S	North East	2
Hexham	S	North East	5
Hornsea	S	North East	2
Morpeth	S	North East	1
Ponteland	S	North East	1
Prudhoe	S	North East	6
Ripon	S	North East	2
Alsager	S	North West	1
Alston	S	North West	n/a
Appleby	S	North West	2
Buckley	S	North West	n/a
Colwyn Bay	L	North West	n/a
Congleton	S	North West	8
Connahs Quay	S	North West	n/a
Crewe	L	North West	n/a
Disley	S	North West	1
Flint	S	North West	n/a
Handforth	S	North West	n/a

Holmes Chapel	S	North West	8
Holywell	S	North West	n/a
Kendal	L	North West	2
Kirkby Stephen	S	North West	2
Knutsford	S	North West	5
Llangefni	S	North West	n/a
Macclesfield	L	North West	n/a
Middlewich	S	North West	4
Mold	S	North West	n/a
Nantwich	L	North West	2
Penrith	L	North West	2
Poynton	S	North West	n/a
Queensferry	S	North West	n/a
Rhyl	L	North West	n/a
Saltney	S	North West	n/a
Sandbach	S	North West	8
Shotton	S	North West	n/a
Wigton	S	North West	7
Wilmslow	L	North West	n/a
Wrexham	L	North West	n/a
Barrhead	S	Scotland	n/a
Forfar	S	Scotland	2
Bagshot	S	South East	4
Basingstoke (Top of Town)	S	South East	n/a
Hungerford	S	South East	4
Sandwich	S	South East	5
Stony Stratford	S	South East	n/a
Amesbury	S	South West	4
Blaenavon	S	South West	n/a
Bradford On Avon	S	South West	5
Callington	S	South West	2
Calne	S	South West	4
Chepstow	S	South West	n/a
Cirencester	L	South West	2
Corsham	S	South West	2
Cowbridge	S	South West	n/a
Cricklade	S	South West	8
Devizes	L	South West	2
Frome	S	South West	2
Liskeard	S	South West	2
Llantwit Major	S	South West	n/a

Ludgershall	S	South West	4
Melksham	S	South West	2
Pewsey	S	South West	2
Royal Wootton Bassett	S	South West	8
Tavistock	S	South West	2
Trowbridge	L	South West	2
Warminster	S	South West	2
Westbury	S	South West	2
Westbury on Trym	S	South West	n/a
Wilton	S	South West	2
Winchcombe	S	South West	3
Alcester	S	West Midlands	2
Great Malvern	S	West Midlands	2
Ledbury	S	West Midlands	2
Ludlow	S	West Midlands	2
Newport	S	West Midlands	8
Southam	S	West Midlands	4
Tenbury Wells	S	West Midlands	2
Upton Upon Severn	S	West Midlands	3

TYPOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)

This group is characterized by relatively high values on young/middle age groups (25–44), intermediate and managerial occupations, people working in public administration, education and defence, detached housing, households with adult children and a high proportion of carers. It has low numbers of residents with no qualifications. Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)

Places in this group are particularly characterized by persons living alone (separated/divorced and pensioners), as well as people in routine and lower supervisory and managerial occupations and people living in rented accommodation. Car ownership is low whilst travel to work by public transport is relatively high. Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

This group is characterized by older persons, single pensioners, workers in hotels and restaurants, and part time workers, especially among men. It also has high numbers of people working from home and of second homes. This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas(e.g. Hampshire, Gloucestershire and North Yorkshire).

Group 4 : Young Families, Administrative Jobs

129 places (8%)

The group is typified by high proportions of people in the 25 – 44 age groups and women looking after the home. Occupations tend to be in the higher managerial and professional groups and in public administration (including defence, teaching and social security).Most places in this group are located in what geographers have called the 'Golden Belt' a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-

2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)

This group is characterized by high proportions of professional and higher managerial workers and by people employed in intermediate managerial occupations. There are high proportions of people in financial service occupations and people who commute over 20 kilometers to work. Use of public transport is also proportionately high. There comparatively high proportions of Asian/British Asian households relative to the other groups of settlements. As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)

This group includes high proportions of census measures that have been used to identify social and economic disadvantages of various kinds. These include: routine and low skill occupations, lack of qualifications, unemployment, long term illness, lone parents, lack of a car and the presence of social housing. The geography of most of the members of this group is overwhelmingly that of the former coalfield areas, namely, Notts/Derby, South and West Yorkshire and Northumberland/Durham. Other, smaller, geographical clusters of places in this group are the Cumbrian coast, Teesside and east Lancashire. Places not in such clusters include Hayle (Cornwall), New Addington (Greater London) and Withernsea (East Riding of Yorkshire).

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)

This group is similar to Group 6 in that it is characterized by routine and low skill occupations and lack of qualifications. However, this also typified by high percentages of people working in agricultural and manufacturing occupations and in the wholesale trades. Unemployment (in April 2001) was low. As might be expected this group maps onto two main types of area: rural areas and generally those with labour intensive agricultural production of various kinds (e.g. Norfolk, the Fens, mid Somerset and Lincolnshire/North Lincolnshire) and around the major manufacturing centres of the West and West Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)

This, the largest single group in the typology, is also typified by professional and managerial workers and high levels of educational qualifications but is distinguished from Group 1 by a broader age range (relatively high numbers of young people, but also of middle aged and older people) and from Group 6 by lower levels of longer distance commuting. Also unlike either of these groups there are high proportions of households in detached houses and very low levels of public transport use. The geography of this group is similar to Group 4 in that it is mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.

BUSINESS UNIT DATABASE

	No	Street Name	Use Class	Comp/Conv	Type	
Morrisons		Brunswick Road	A1	Convenience	Multiple	
WCF		Brunswick Road	A1	Convenience	Multiple	
Mountain Warehouse	Unit 2	Brunswick Road	A1	Comparison	Multiple	
Booths	Unit 1	Brunswick Road	A1	Convenience	Multiple	
MC Ferguson	24-25	Brunswick Road	A1	Comparison	Independent	
Brunswick Yard		Brunswick Road	A1	Comparison	Independent	
Brunswick School		Brunswick Road	D1	n/a	n/a	
Brunswick Deli	9	Brunswick Road	A1	Convenience	Independent	
Brunswick Antiques	8	Brunswick Road	A1	Comparison	Independent	
The Toffee Shop	7	Brunswick Road	A1	Convenience	Independent	
Hearth and Home	6	Brunswick Road	A1	Comparison	Independent	
Arragons.com	2	Brunswick Road	A1	Comparison	Independent	
Cumbrian Properties	49	49, Middlegate	A2	n/a	n/a	
Chiropractic Family Health Centre	8	Duke Street	D2	n/a	n/a	
SPB Computers	9	Duke Street	A1	Comparison	Independent	
Beacon Social Club		Duke Street	A4	n/a	n/a	
Cumbrian Properties		Duke Street	A2			
Potters Wheel			SG			
The Royal		Bishops Yards	A4	n/a	n/a	
Eden District Council	Town Hall	Corney Square	B1	n/a	n/a	
Masonic Hall	6	Portland Place	D1			
Wardlaw Surveyors	Portland House	Portland Place	A2	n/a	n/a	
Albany House	5	Portland Place	C1	n/a	n/a	
Glendale Guest House	4	Portland Place	C1	n/a	n/a	
Brookland Guest House	2	Portland Place	C1	n/a	n/a	
SWH	3	Portland Place	B1	n/a	n/a	
Brandlehow Guest House	1	Portland Place	C1	n/a	n/a	
Voreda House		Portland Place	B1	n/a	n/a	
Villa Bianca		Corney Square	A3	n/a	n/a	
Polish Shop	4a	Corney Square	A1	Convenience	Independent	
		4, Corney Square	n/a	n/a	n/a	VACANT