Item 8, Appendix A

Market Town Benchmarking

Measuring the performance of town centres

Melton Mowbray Report

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Mike King
Senior Research Consultant
07818 068982
mike.king@towns.org.uk

INTRODUCTION

Town Benchmarking is a research methodology developed by market town partnerships and Action for Market Towns in 2006. The process provides a comprehensive portrait of the commercial life of the town and involves gathering and analysing data on 12 Key Performance Indicators (KPI's) within a designated town centre area. The analysis provides data on each KPI for individual towns.

METHODOLOGY

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI 6: Prime retail property yields	Contacting Commercial Agent
KPI 7: Zone A Retail Rents	Contacting Commercial Agent
KPI 8: Footfall	Footfall Survey on Market and Non Market Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Market and Non Market Days
KPI 10: Business Confidence	Business Confidence Survey
KPI 11: Visitor Satisfaction	Visitor Satisfaction Survey
KPI 12: Shoppers Origin	Shoppers Origin Postcode

Before any KPI data was collected the core commercial area of the town centre was defined working alongside the local Authority. The town centre area included the core shopping streets and car parks adjacent to these streets.

KEY FINDINGS

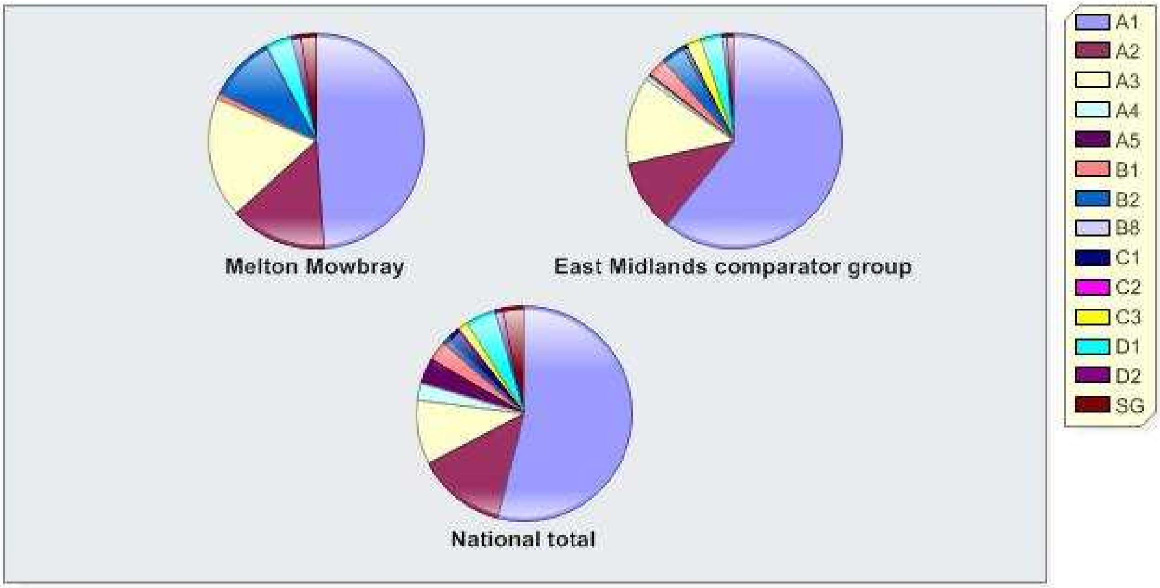
The following section is a full detailed analysis of the data collected on each of the KPI's.

KPI 1: Total Number of Commercial Units

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.

	Melton Mowbray	East Midlands comparator group	National total
A1	48.93%	60.76%	53.96%
A2	14.32%	10.76%	13.36%
A3	18.14%	13.16%	9.71%
A4	0.00%	0.66%	2.58%
A5	0.00%	0.33%	3.83%
B1	0.95%	2.81%	2.98%
B2	9.79%	3.39%	0.97%
B8	0.24%	0.08%	0.17%
C1	0.00%	0.58%	1.72%
C2	0.00%	0.00%	0.24%
C3	0.00%	2.32%	1.47%
D1	3.82%	3.23%	4.50%
D2	1.43%	0.66%	1.16%
SG	2.39%	1.24%	3.35%

Melton Mowbray total : 419 units



CLASS	DESCRIPTION
A1	**SHOPS:** Shops, retail warehouses, hairdressers, travel agents, post offices, newsagents, garages, opticians, sandwich bars, showrooms, domestic hire shows and funeral directors
A2	**FINANCIAL AND PROFESSIONAL SERVICES:** Banks, building societies, estate and employment agencies, professional and financial services and betting offices
A3	**FOOD AND DRINK**
A4	**DRINKING ESTABLISHMENTS**
A5	**HOT FOOD TAKEAWAY**
B1	**BUSINESS:** Offices not within Class A2, Research and development, studios, labs, high tech and Light industrial
B2	**GENERAL INDUSTRY**
B8	**WAREHOUSES**
C1	**HOTELS AND HOSTELS:** Hotels, boarding and guest houses, and hostels
C2	**RESIDENTIAL INSTITUITONS:** Residential care homes, hospitals, nursing homes, boarding schools and residential colleges and training centres
D1	**NON RESIDENTIAL INSTITUTIONS**: Churches, Church halls, clinics, health centres and consulting rooms, museums, training centres, schools, libraries, art galleries, crèches and day nurseries, law courts.
D2	**ASSEMBLY AND LEISURE:** Cinemas, dance, sport and concert halls, bingo and other indoor and outdoor leisure uses, gymnasiums, skating rinks
SG	**SUI GENERIS- UNIQUE ESTABLISHMENTS:** Theatres, launderettes and dry cleaners, taxi operator, amusement centres, car showroom, petrol filling station, tanning shops, beauty parlours nightclubs and casinos

KPI 2: Retail by Comparison / Convenience

A1 Retail units selling goods can be split into two different types Comparison and Convenience. Convenience retail describes merchandise that is purchased on a very frequent basis, is of relatively low value, and is often consumable in nature, including;

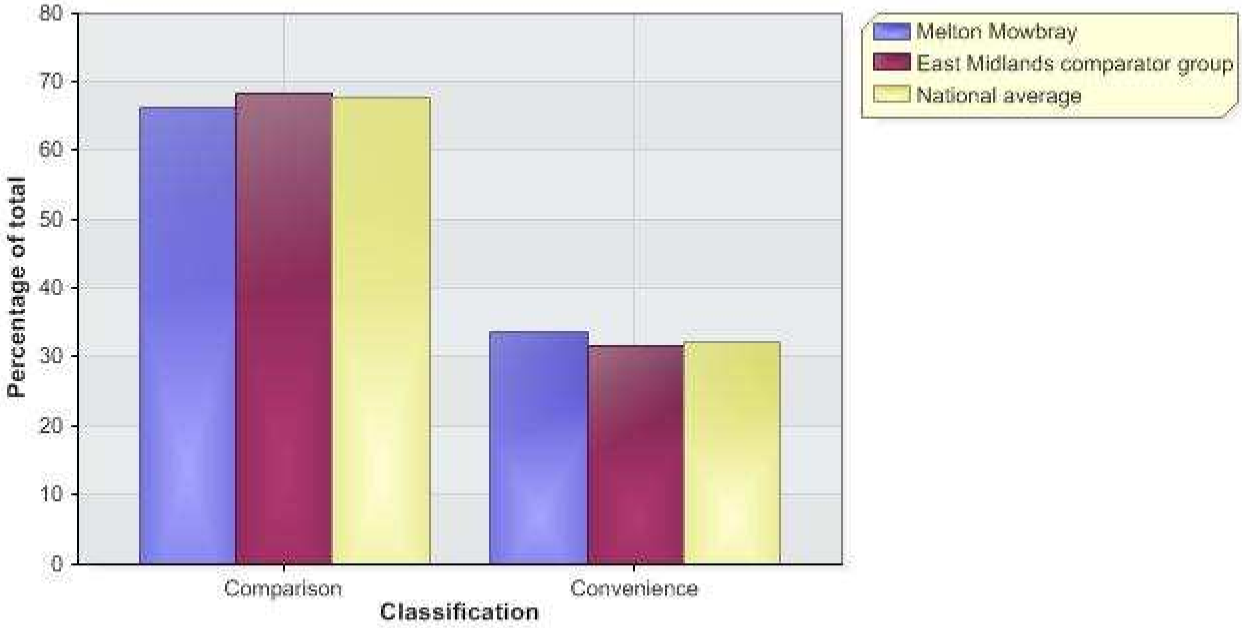
- Newsagents
- Food
- Chemist/cosmetics/toiletries
- Off licence
- Florist

Comparison retail describes merchandise that is purchased infrequently and is often of a high unit value where shoppers make comparisons before purchase, including;

- Clothing
- Furniture
- Electrical/white goods (fridges and freezers etc.)
- DIY
- Music/ records

The presence of a variety of shops in a shopping 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.

	Melton Mowbray	East Midlands comparator group	National average
Comparison	66%	68%	68%
Convenience	34%	32%	32%


80
70
60
50
40
30
20
10
0
Percentage of total
Melton Mowbray
East Midlands comparator group
National average
Comparison
Convenience
Classification

KPI 3: Key attractors / multiple trader representation

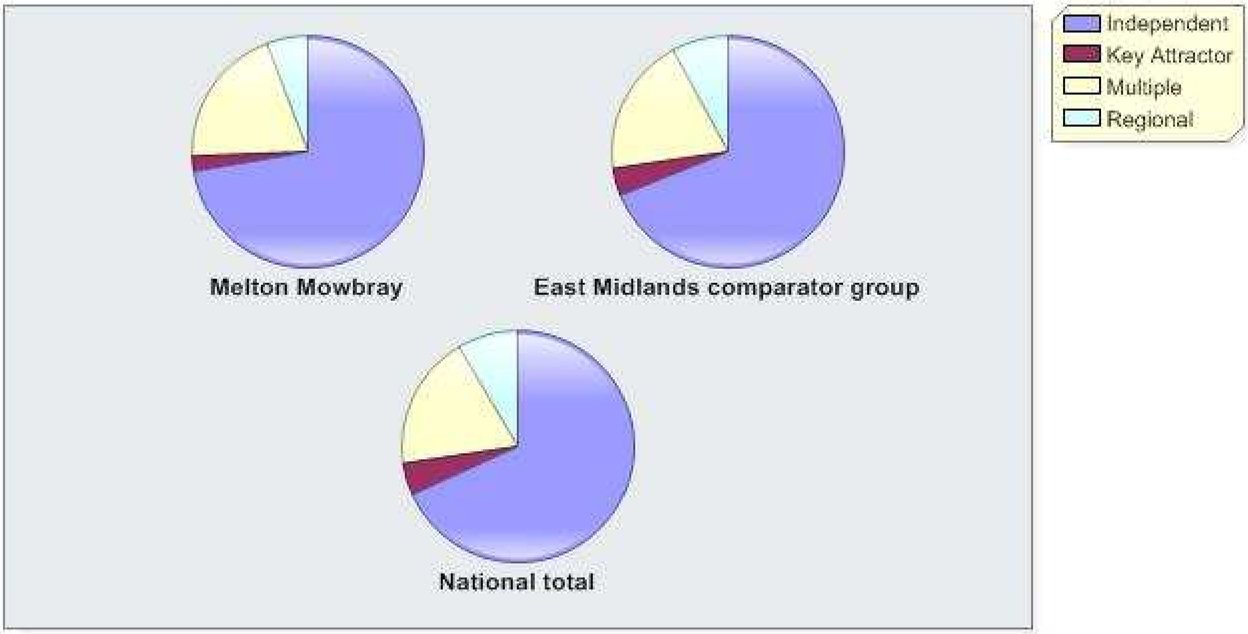
The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends 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 Key Attractors List 2009.

Argos	BHS
Boots	River Island
Superdrug	Top Man
Burton	Top Shop
Clarks	WH Smith
Clintons	H and M
Debenhams	HMV
Dorothy Perkins	Sainsbury’s
House of Fraser	Tesco
John Lewis	Wilkinson’s
Marks and Spencer	Waterston’s
Carphone Warehouse	Waitrose
Curry’s	Vodafone
New Look	Virgin
Next	

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 specifically local to Melton Mowbray.

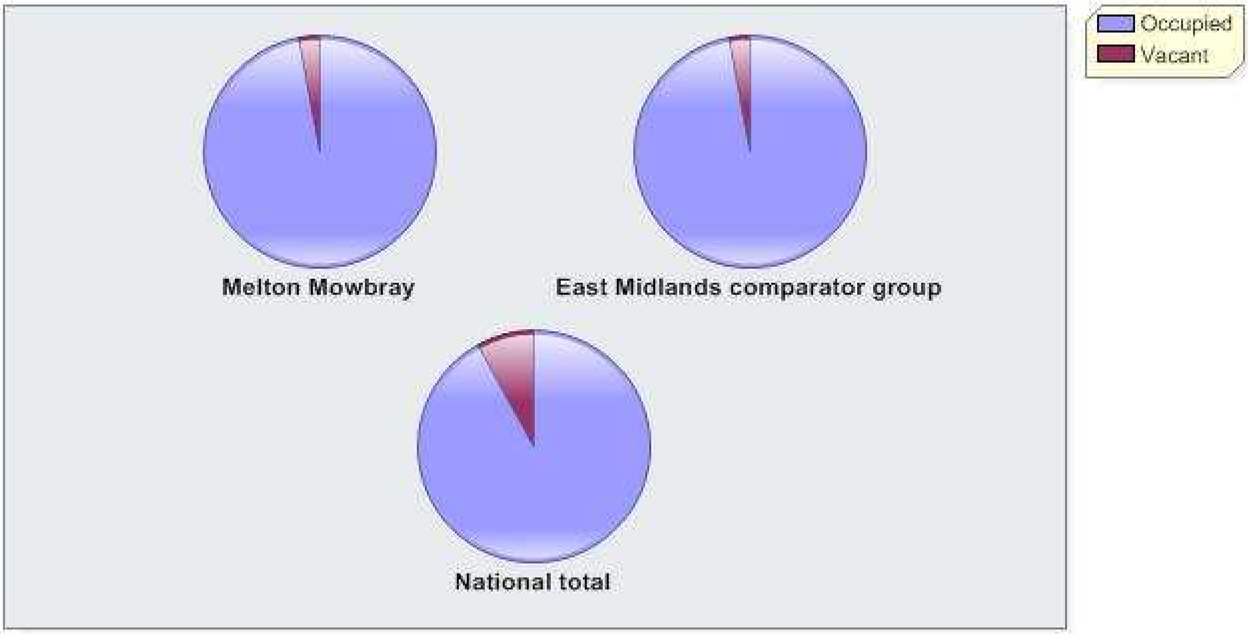
	Melton Mowbray	East Midlands comparator group	National total
Independent	72%	69%	68%
Key Attractor	2%	4%	4%
Multiple	20%	19%	19%
Regional	6%	8%	9%


Independent
Key Attractor
Multiple
Regional
Melton Mowbray
East Midlands comparator group
National total

KPI 4: Number of vacant units

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.

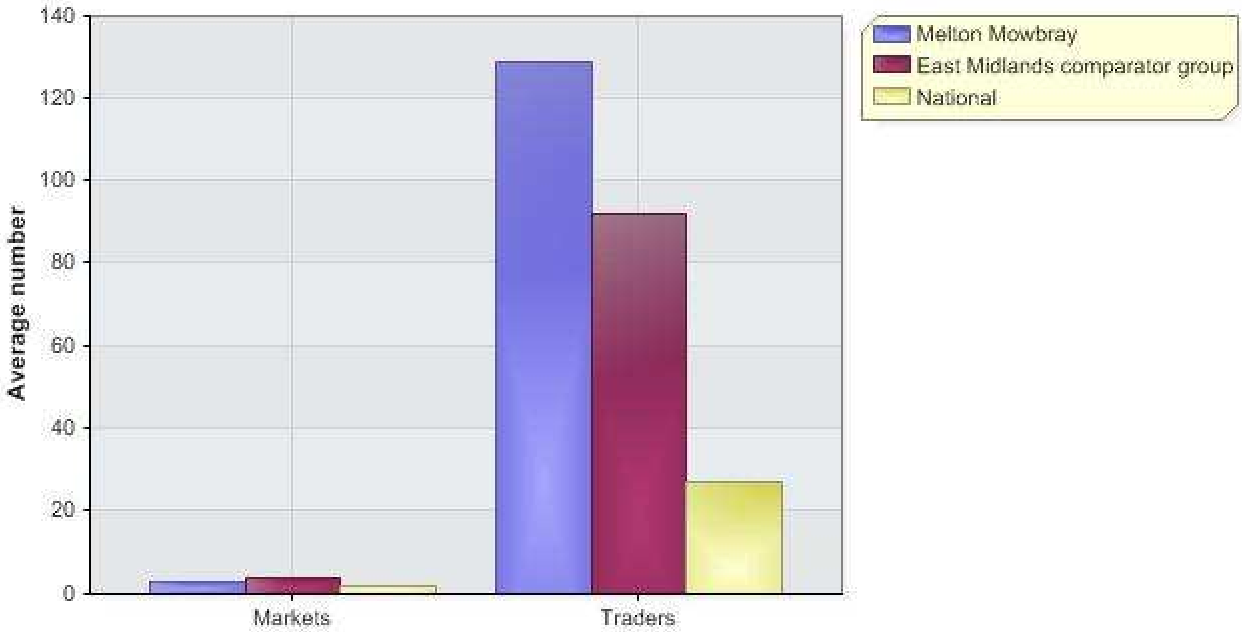
	Melton Mowbray	East Midlands comparator group	National total
Occupied	97%	97%	92%
Vacant	3%	3%	8%



KPI 5: Number of markets / traders

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.

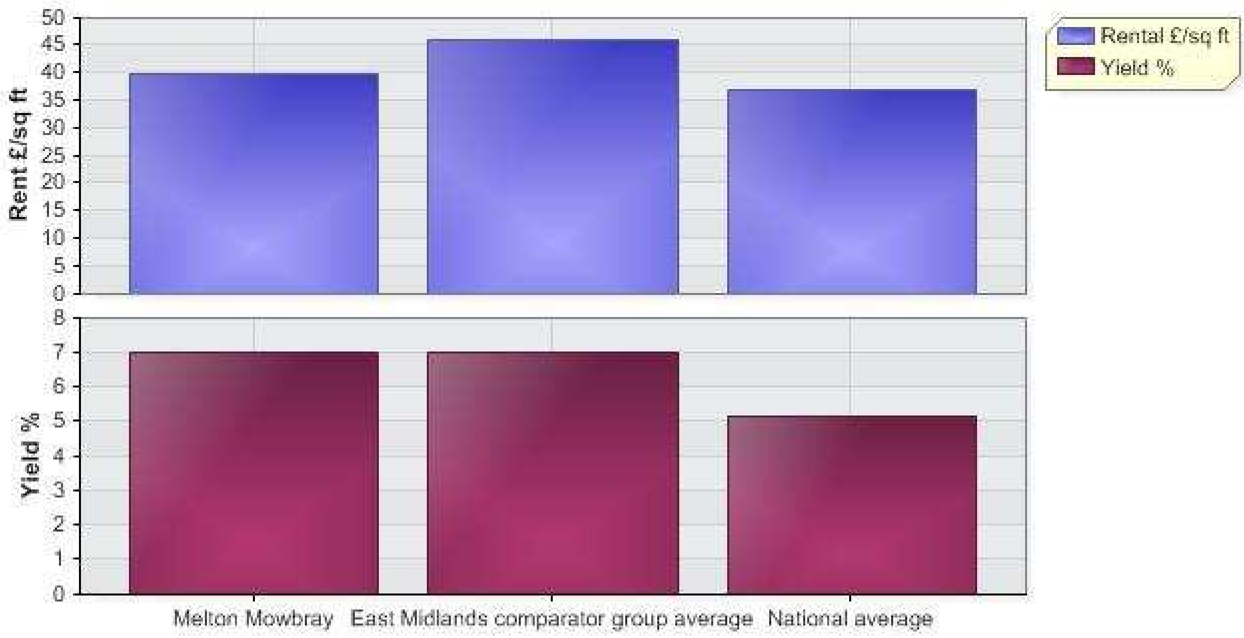
	Melton Mowbray	East Midlands comparator group	National
Markets	3	4	2
Traders	129	92	27



KPI 6: Zone Retail Rents & KPI 7: Prime retail property yields

The values for prime retail property yield and Zone A rentals are the "industry" benchmarks for the relative appeal of a location with its users and with the owners or investors in property. All real estate has a value and this value is based on the return on investment that can be levered out of the site. As these indicators rise and fall, they provide a barometer of success or failure and, because the same property dimensions are assessed to determine them, they can be used as an indicator of improving or declining fortunes for towns. In particular retail rents can provide a useful indication of a town's performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

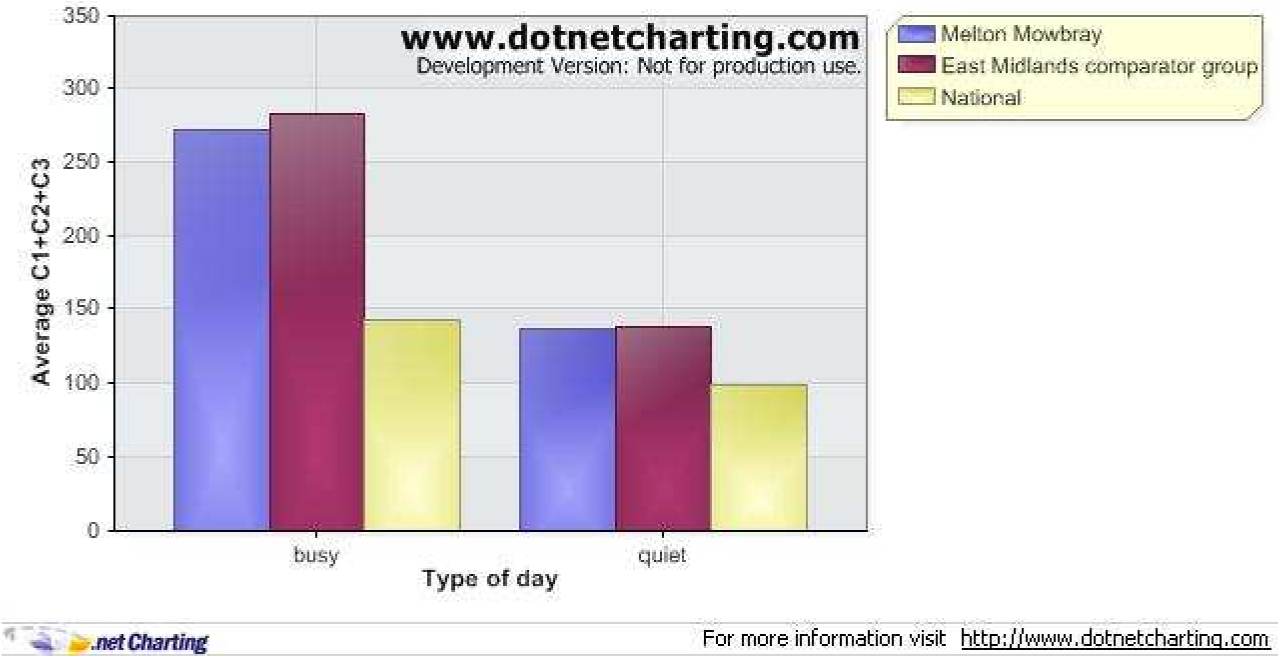
	Melton Mowbray	East Midlands comparator group average	National average
Rental £/sq ft	40	46	37
Yield %	7	7	5



KPI 8: Footfall Counts

The arrival and movement of people, whether as residents, workers, visitors or shoppers 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, 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.

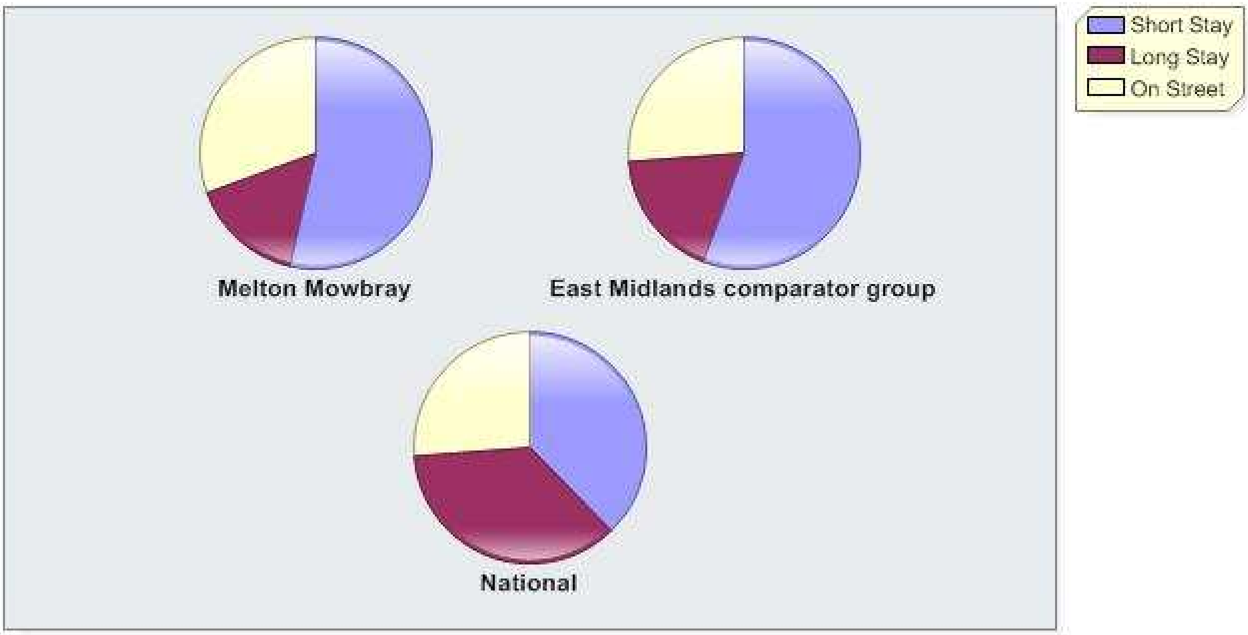
	Melton Mowbray	East Midlands comparator group	National
busy	273	283	143
quiet	138	139	99



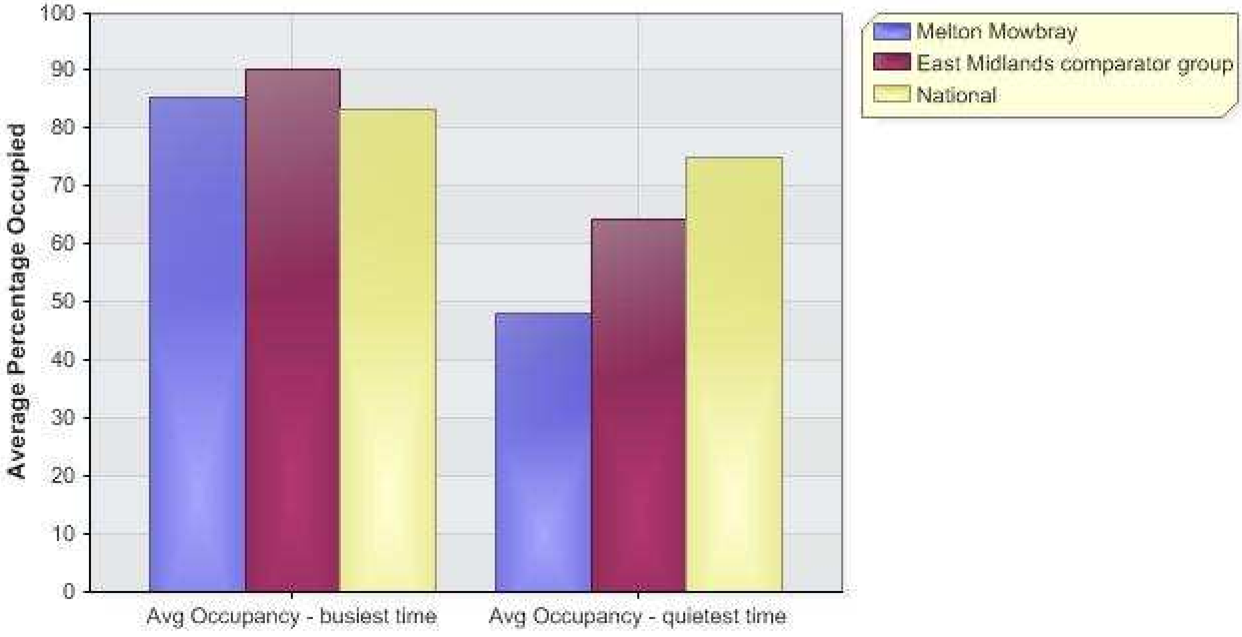
KPI 9: Car Parking Availability and Usage

These days 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 is the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

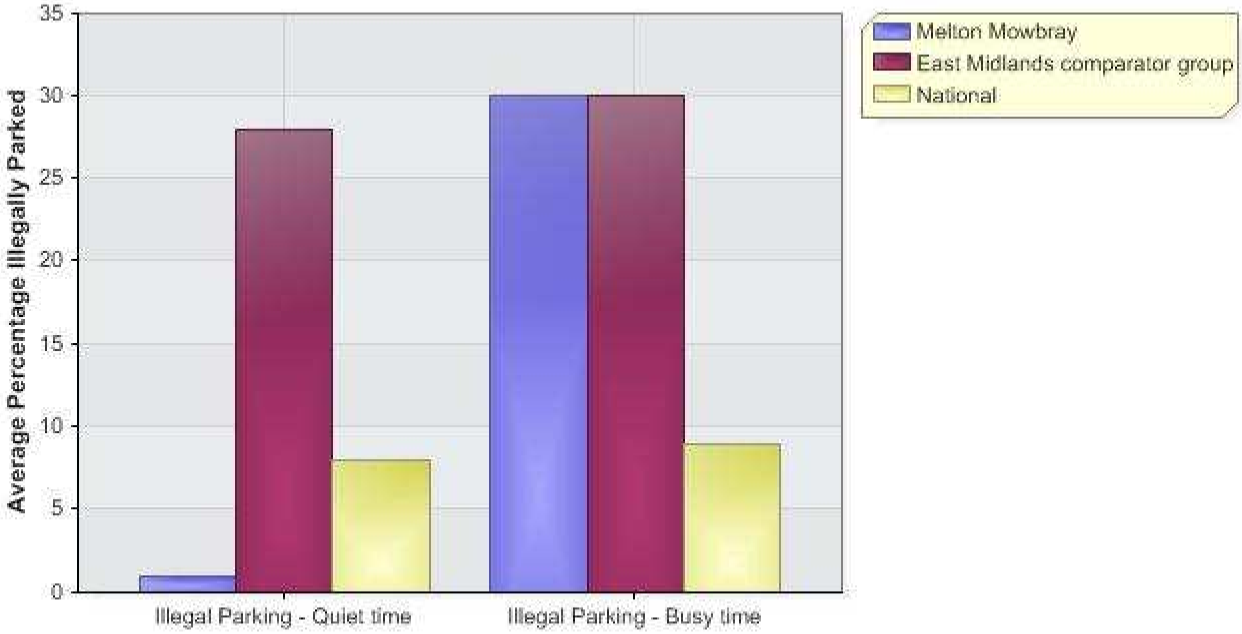
	Melton Mowbray	East Midlands comparator group	National
Short Stay	2210 (54%)	1201 (56%)	344 (38%)
Long Stay	654 (16%)	390 (18%)	330 (36%)
On Street	1260 (31%)	564 (26%)	239 (26%)



	Melton Mowbray	East Midlands comparator group	National
Avg Occupancy - busiest time	85%	90%	83%
Avg Occupancy - quietest time	48%	64%	75%



	Melton Mowbray	East Midlands comparator group	National
Illegal Parking - Quiet time	1	28	8
Illegal Parking - Busy time	30	30	9



KPI10: Business Confidence Survey

By engaging the businesses directly a clear picture of what their needs are can be established. Town centre initiatives can then be put in place to have a positive impact.

	Melton %	East Midlands comparator Group%	Leics.%	National %
What is the nature of your business?				
Retail	55%	62%	64%	65%
Tourism/ Hospitality	9%	22%	14%	18%
Public/ Service	8%	2%	2%	3%
Commercial or professional services	16%	5%	7%	5%
Other	12%	9%	12%	9%
Do you own or rent your business premises?				
Own	24%			
Rent	76%			
What type of business do you operate?				
Independent	61%			
Part of a small independent chain	12%			
Part of a larger national organisation	22%			
Other	4%			
How many people work at these premises?	**Melton**	**East Midlands comparator Group%**	**Leics.%**	**National %**
Full Time	5	3	5	3
Part Time	3	2	2	2
How do you envisage your staff numbers will change in				

the next year?	
Stay the same	72%
Increase moderately	24%
Increase significantly	0%
Decrease	4%
How long has your business been in the town?	
less than one year	6%
one to five years	20%
five to ten years	16%
more than ten years	57%

What attracted you to this town? (Multiselect)	Melton	East Midlands comparator Group%	Leics.%	National %
Prosperity of the town	24%	22%	36%	27%
Labour pool	0%	8%	7%	9%
Attractiveness of the Environment	8%	29%	16%	26%
Geographical location	33%	36%	40%	38%
Mix of retail offer including markets	22%	21%	34%	22%
Other	35%	15%	6%	14%

Does your business use any of the following? (Multiselect)	
A computer	80%
Internet access	73%
Email communications only	45%
A web site	71%
Buying/selling on line	41%

Has your turnover this year…., (compared with the previous year)	Melton	East Midlands comparator Group%	Leics.%	National %
stayed the same	14%	34%	38%	35%
increased	56%	30%	24%	31%
decreased	30%	36%	38%	34%

Has your profit this year…., (compared with the previous	Melton	East Midlands	Leics.%	National %

year)		comparator Group%		
stayed the same	18%	40%	34%	41%
increased	45%	24%	29%	24%
decreased	37%	36%	38%	35%
What is your expectation of turnover in the next twelve months?				
stay the same	26%			
increase moderately	59%			
Increase significantly	7%			
decrease	8%			
What are the barriers to the growth of your business? (Multiselect)				
Prosperity of the town	38%			
Labour pool/ recruitment problems	3%			
Lack of funds for investment	10%			
Availability of suitable premises/land	6%			
Car Parking	36%			
Rental values/ premises costs	31%			
Staff skills	3%			
Affordable housing	2%			
Road Network	12%			
Increased business costs	28%			
Competition	25%			
Other	14%			
Neighbouring market towns	6%			
If you ticked the competition box, indicate where you see it coming from?				
Other businesses in town	83%			
The local supermarket	22%			
Out of town/ regional shopping centres	44%			
The Internet	56%			
A major city such as Nottingham or Leicester	50%			
Mail order and catalogues	6%			

Overseas suppliers	6%
Do you have any plans to grow your business over the next year?	
Yes	61%
No	39%
What support would you require to help grow your business? (Multiselect)	
One to one advice sessions	33%
Local business seminars/ events	73%
Local training courses	69%
Suggestions for training courses	
Improving business premises	40%
Staff training	44%
Purchase of new equipment	36%
Promotional/ marketing activity	56%
Security improvements	16%
Alternative premises/ incubator units	8%
Has your business suffered from any crime in the last year? (Multiselect)	
Shoplifting	29%
Robbery	12%
Physical abuse or assault	2%
Criminal damage	12%
What is your perception of how Melton Mowbray has changed as a retail environment in the last 5 years?	
Stayed the same	25%
Better places to do business	18%
Worse place to do business	56%
How do you think the commercial performance of	

the town will change in the next 5 years?	
Stay the same	37%
Increase moderately	37%
Increase significantly	2%
Decrease	23%
The Town has a number of promotions and events during the year. Do they make any difference to your business performance?	
They reduce takings	24%
They make no difference	47%
Takings increase	18%
We don't open for business during them	11%
Which of the events give the best results?	
The Christmas lights switch on	9%
The Victorian Christmas Fayre	57%
The Melton Show	9%
The Melton Country Fair	13%
Melton Food and Drink Festival	13%
Other	9%
Rate the following aspects of the town?	
Accessibility on foot	
Excellent	26%
Acceptable	60%
Some aspects Unsatisfactory	12%
Poor	2%
Accessibility by car	
Excellent	2%
Acceptable	52%
Some aspects Unsatisfactory	34%
Poor	12%
Access by bus or train	

Excellent	9%
Acceptable	64%
Some aspects Unsatisfactory	15%
Poor	13%
Car Parking provision	
Excellent	4%
Acceptable	15%
Some aspects Unsatisfactory	55%
Poor	26%
Car Parking costs	
Excellent	0%
Acceptable	6%
Some aspects Unsatisfactory	28%
Poor	66%
Car parking quality	
Excellent	2%
Acceptable	43%
Some aspects Unsatisfactory	29%
Poor	27%
Convenience for deliveries	
Excellent	0%
Acceptable	35%
Some aspects Unsatisfactory	35%
Poor	31%
Management of traffic	
Excellent	0%
Acceptable	35%
Some aspects Unsatisfactory	37%
Poor	28%
Physical appearance	
Excellent	6%
Acceptable	44%
Some aspects Unsatisfactory	38%
Poor	12%
Lighting levels	

Excellent	14%
Acceptable	73%
Some aspects Unsatisfactory	6%
Poor	6%
Cleanliness	
Excellent	10%
Acceptable	55%
Some aspects Unsatisfactory	29%
Poor	6%
Landscaping	
Excellent	16%
Acceptable	61%
Some aspects Unsatisfactory	16%
Poor	6%
Signing/ information	
Excellent	6
Acceptable	25
Some aspects Unsatisfactory	15
Poor	3
Range of shops	
Excellent	4%
Acceptable	33%
Some aspects Unsatisfactory	36%
Poor	27%
Variety of cafes/eating places/ pubs	
Excellent	27%
Acceptable	67%
Some aspects Unsatisfactory	6%
Poor	0%
Financial/ professional services	
Excellent	2%
Acceptable	83%
Some aspects Unsatisfactory	15%
Poor	0%

The market offer	
Excellent	15%
Acceptable	59%
Some aspects Unsatisfactory	15%
Poor	11%
Image of the town centre	
Excellent	8%
Acceptable	48%
Some aspects Unsatisfactory	40%
Poor	4%
Promotion and marketing	
Excellent	8%
Acceptable	55%
Some aspects Unsatisfactory	33%
Poor	4%
Daytime safety	
Excellent	18%
Acceptable	78%
Some aspects Unsatisfactory	4%
Poor	0
Evening Safety	
Excellent	8%
Acceptable	54%
Some aspects Unsatisfactory	29%
Poor	8%
Are you aware that the Melton Town Centre Partnership	
Yes	91%
No	9%
Would you be interested in participating in a business focus group to discuss the results of this survey work and other relevant town/ business issues in further detail with	

the Melton Mowbray Town Partnership	
Yes	30%
No	26%
Simply keep me informed at this stage	45%
Keep me in touch by…..	
Visit	20%
Email	66%
Phone	17%
Post	46%
Media	9%

Other attractions that might bring more visitors to the town

Good food and drinks bars, night life, parking facilities, lower business rates
Specialist motorbike/scooter event
Blues/ Soul weekend at various pubs and in the market place
A wide variety of shops etc, not more supermarkets!! Why not let Tesco's use the council office site and develop the college site as a mini retail park
Lower parking charges
Better sports facilities
Bring back the theatre
Reinstate food fair in town venue
Beer festivals in town
More multiple retailers
Zoo animals in town for a day
Pony rides
More buskers
Lower parking charges would result in larger volume, equalling revenue from lower charge
Arts and Culture events celebrating Melton's rich heritage (not just food!)
Easter flower festival
Free car park
Outside tables and seating, free to businesses
Better shops
Better parking
A music event/ blues/soul. It is vastly important for you to know that big events should not block shop fronts. If we bring people to the town they need to see us and be given easy and large access. The fair is so damaging for instance to business and paving
Keep the events at the market square with spaced attractions leading in

How businesses would improve town centre

It seems to me that the appearance, once you are in the town is somewhat ad hoc- lacks uniformity- the pavements are dirty, it doesn't look inviting. Personally I think these A Boards make the town look scruffy, again all ad hoc, no corporate design or corporate message being given out to residents or visitors. Why do shops close early and no little interest in Sunday trading
More local bars and places to eat, more clothes shops and lower business rates
A new swimming and leisure facility site. Lots of money has been thrown at the project yet still nothing has happened. Maybe this could be sited on the old council offices site.
Primark clothing shop which caters for all ages and genders
When any event is set up, please give regular sized spaces between the stalls/ rides so that the shop window displays can be seen and early access is gained
Don't overdo the amount of rides or size of any event at the expense of the shops that you are trying hard for. Advertise free- or inexpensive parking
I feel that the questionnaire is aimed at the retail sector. I am a carpenter and joiner trading from Snow Hill. Many of the aspects are not relevant to my business. The MTCP should look to improve things for all professions and businesses onto the town not just supermarkets but independent traders and smaller chains. Melton is very limited for many items. It is a lot easier to travel to find things. There is a wealth of retail within a 20 mile radius with cheap parking, and a good selection of shops
Free Parking
More flowers around the town
Lower Car Parking Charges
Ring Road
Better selection and variety of retail/ food shops/ restaurants
Improve quality of market, more food stalls, improve retail mix of shops to reduce city centre leakage
Increased publicity around local assets- foods and countryside
Improved bus service to Grantham - help employers and tourism
Development of the Station site
Improving parking provision
Developing centre with better quality shops
Improving/ reinstating old shop fronts/ street scene
Bypass
Better and cheaper parking
Not BID for town. First 2 hours free car parking
More variety of shops
A bypass
More parking and reasonable cost or free
Later bus timetables to certain destinations
Less empty shops/ Charity shops
More multiples
Better parking facilities
Lower parking rates, resulting in larger volume (Increased revenue to local

businesses)
Ring Road
Improved and cheaper parking
So often customers rush off to get back to their car to avoid a ticket. Many people are confused by the different charges on Tuesdays
Develop a strategy to improve the image of Melton town centre as it appears to people in the catchment area. Too many people in the villages don't use Melton and see the offering as poor, but they need to see what we can actually offer
Car parking- suggest a flat rate all week on a simple rate per half hour. Also I think an annual pass for businesses would be used and generate revenue
Find ways to communicate with people who don't read Melton times and have busy lives but high incomes. Try to get Melton into more upmarket publications/ PR stunts! Tourism is great, but also good to enthuse the fifty thousand people that live within the reach of Melton
Better range of shops
Better quality of shops
Better and cheaper parking
No more charity shops in Melton
Outdoor café culture to be developed
More realistic approach to car parking charges, properly supported tourism information office in town centre
As per usual cheaper car parking would help as Melton, though lovely, has only so much to offer so car parking fees should reflect this
Try to get some larger chains to invest in Melton. We know we want the little independent shops but we also need the bigger shops to keep people away from the bigger cities
Lower car park fees, and also staff parking would be good somewhere in town
Parking charges
More cafes and restaurants
Ladies clothes shop
Reduce shop rates
Big name shop, Primark
Area definition of Bowley Court, more promotion of smaller shopping areas
Attract multiple retailers, i.e. Next to lift the town's retail profile. Reduce car parking fees
Reduction in car parking fees
Not allowing other supermarkets to build in Melton
Allowing outside tables and chairs at no cost to business. We already pay a great deal in rates
Add the Melton Cheesecake to the official Melton foods
More car parking
More shops- e.g. mens and ladies fashions
Expand pork pie awards
Farm and garden festivals
Bring country fair into centre

Flower festival
Craft fairs
Polish Day
American custom cars
Local produce day
Dance festival
Sports day
Get schools and colleges involved in craft days
Music events
Pram race within pedestrian area
Spring gardening market
Battle of the bands in various pubs in town
Bigger chain stores which act as a backbone to support trade
Easter flower festival
Spring fair at Easter
Primark
Reduce rents in town centre to give a cheap start up for proposed new businesses
Fairs are not good room use
More shops
A bypass
Affordable housing - bring in new revenue to the town, regular marketing of local businesses
Lower car parking charges. Open Wilton Road toilets every day during retail opening. More variety of shops in the main town centre, Improved car parking provision
Encourage out of town visitors with more acceptable car parking charges as in other towns
More independents, less tat
Reduction in number of lorries into town centre and Mill Street, free car parking on market days
Support cafe culture in town centre, restrict charity shops and offer free car parking

KPI 11: Visitors Survey

By engaging the visitors directly a clear picture of what their needs are can be established. Town centre initiatives can then be put in place to have a positive impact.

	Melton %	East Midlands comparator Group%	Leics.%	National %
1.Personal Information				
Male	44%	38%	38%	37%
Female	56%	63%	62%	63%
16 – 25	5%	7%	13%	11%
26 – 35	0%	10%	9%	11%
36 – 45	5%	19%	14%	15%
46 – 55	13%	19%	18%	17%
56 – 65	45%	24%	23%	20%
Over 65	33%	22%	23%	26%
2. What is the main purpose of your visit to the town centre today?				
Work	14%	23%	16%	17%
Convenience Shopping - e.g. food	25%	20%	31%	35%
Comparison Shopping - e.g. clothes	13%	13%	7%	10%
Access services - e.g. Bank, Library	34%	18%	25%	16%
Leisure - e.g. eat, drink, go to the gym	11%	18%	11%	11%
Other	3%	9%	10%	12%
3. How often do you visit the town centre?				
Daily	29%	29%	30%	32%
More than once a week	57%	55%	38%	36%

Weekly	12%	13%	17%	16%
Fortnightly	2%	0%	5%	7%
More than once a Month	0%	0%	3%	2%
Once a month or less	0%	3%	6%	3%
First Visit	0%	0%	1%	2%
4. How did you travel into the town centre today?				
On Foot	31%	35%	32%	38%
Bicycle	0%	3%	3%	2%
Motorbike	0%	0%	1%	1%
Car	62%	56%	52%	47%
Bus	7%	6%	10%	11%
Train	0%	0%	0%	0%
Other	0%	0%	2%	1%
5. How do you rate the physical appearance of the town centre?				
Very Good	10%	13%	9%	9%
Good	43%	69%	59%	59%
Poor	33%	12%	26%	26%
Very Poor	14%	6%	6%	6%
6. How do you rate the cleanliness of the town centre?				
Very Good	2%	8%	10%	10%
Good	45%	69%	64%	67%
Poor	45%	20%	22%	20%
Very Poor	7%	3%	4%	3%
7. How do you rate the variety of shops in the town centre?				
Very Good	2%	8%	7%	6%
Good	29%	57%	39%	41%
Poor	48%	25%	42%	44%
Very Poor	21%	9%	12%	10%

8. How do you rate the leisure and cultural activities in the town centre?				
Very Good	5%	8%	6%	8%
Good	32%	51%	43%	49%
Poor	46%	31%	40%	35%
Very Poor	17%	11%	10%	8%
9. What are the best aspects of the town centre?				
(Multiselect)				
Physical appearance	14%	24%	11%	15%
Shopping	24%	23%	26%	25%
Restaurants	17%	49%	16%	50%
Access to Services - e.g. banks, Post Office, Library	60%	15%	39%	21%
Leisure facilities	12%	44%	12%	49%
Cultural activities	7%	18%	5%	17%
Pubs/Bars/Nightclubs	10%	9%	13%	6%
Transport links	17%	28%	15%	15%
Ease of walking around the town centre	36%	42%	43%	41%
Convenience - e.g. near where you live	48%	13%	43%	12%
Safety	17%	8%	13%	6%
Other	12%	13%	8%	14%
10. How long do you intend to stay on this visit to the town centre?				
Less than an hour	2%0	15%	24%	28%
1 - 2 hours	43%	50%	41%	40%
2 - 4 hours	20%	18%	17%	15%
4 - 6 hours	5%	14%	4%	11%
All day	10%	3%	12%	5%
Other	3%	0%	2%	n/a

How visitors would improve the town centre

More variety of shops Not supermarkets
More leisure needed, e.g. ten pin bowling, ice skating Multipurpose leisure centre
Better variety of shops
Much better shops to prevent exodus to Leicester etc. Town needs Next or M& S. Cheaper parking
Better shops
Everything
Better shops
Less hairdressers and more clothes shops variety. Somewhere to take young children to play.
More leisure activities for kids, e.g. ten pin bowling or ball pool.
Appearance & tidiness
More children's clothes shops Cheaper car parking
Easier access to town centre - always traffic queues Leisure facilities extremely poor for size of town - leisure centre & swimming pool needed
More child activities
Good facilities for young children
Frost Fair an excellent event
Cheaper car parking
Attract better shops such as M & S Cheaper/free parking
Cheaper parking Traffic - i.e. bypass. This would encourage local people to drive to town, park & shop
Fix the broken slabs Sort out shop & pub frontages i.e. George Hotel
More male orientated clothes shops More big name shops i.e. HMV, Burtons etc
Post office in town centre More places to sit & watch the world go by More law & order More tree planting
More containers for plants More benches & litter bins
More leisure facilities more shops
You grit & salt very dangerous paths in snow conditions open toilets at bus station

Needs to be cleaner
No post office in Town Centre More tree planting More policemen
Better quality shops more variety
public investment more pedestrainsation
knock it down & start again
Even the pavements and all paved areas. repair broken drain covers Make stallholders clean up their own rubbish
Improve litter collection during market days - well done to the late night cleaning operatives Keep the theatre where it is
Uniformity of pavements, street furniture, cleaning, more variety of shops, shop fronts in keeping with a market town' free parking, toilets
Get rid of pedestrian only centre
More shops offering a variety of clothes for all ages & gender. Move post office & library into centre of town to access both you must cross busy dual carriageways
post office & library not in town centre if you count market place as centre. Have to cross busy roads not good for elderly & disabled. Both should be in the centre
Give some consideration to the visual environment - MBC is committing an act of vandalism by building monstrosity on station site. Consider re-introducing 30 min parking next to library
New leisure facilities Divert more traffic away from the town
Less charity shops Clear paths of snow & ice
Cheaper parking No more supermarkets More flowers
Keep the place tidier & cleaner
Keep the existing council house
Big shopping centre Better free car parking
I personally don't see any problems with the town centre
Better shopping facilities Less charity shops
Better council
No post office in town centre open public conveniences by bus station Open tourist information

More shops and more variety free parking

KPI 12: Shoppers Origin Survey

The Shoppers Origin Survey tracks the general area that your visitors originate from. This data can be used to target local marketing or promotional literature at specific parts of the wider catchment for your town to encourage others to make the journey. It can also be used as evidence of the success of such campaigns or other elements of your action plan by gauging the penetration into the population of their understanding of the benefits your town offers

The postcodes have been split into 3 categories to be able to compare with other towns. The categories are:

- Locals (i.e. in the post codes which cover the town)
- Visitors(i.e. in adjoining postcodes within a half an hour car journey according to AA Route Planner)
- Tourists (all the rest including overseas shoppers)

	Melton Mowbray	East Midlands Comparator	National
Locals	28%	53%	58%
Tourists	30%	7%	8%
Visitors	42%	40%	34%