

Market Town Benchmarking

Measuring the performance of town centres

Melton Mowbray Report

Year on Year Comparison

February 2011

Key attractors / multiple trader representation

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator 2010	National total 2010
Independent	73%	72%	72%	69%	68%
Key Attractor	2%	2%	2%	4%	4%
Multiple	19%	20%	20%	19%	19%
Regional	5%	6%	6%	8%	9%

Number of vacant units

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator 2010	National total 2010
Occupied	94%	96%	97%	97%	92%
Vacant	6%	4%	3%	3%	8%

Number of markets / traders

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator 2010	National 2010
Markets	3	3	3	4	2
Traders	87	87	129	92	27

Zone Retail Rents & KPI 7: Prime retail property yields

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator group average 2010	National average 2010
Rental £/sq ft	50	50	40	46	37
Yield %	7	8	7	7	5

Footfall Counts

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator group 2010	National 2010
Busy (Tuesday)	286	261	273	283	143
Quiet (Thursday)	119	159	138	139	99

Car Parking Availability and Usage

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands comparator group 2010	National 2010
Short Stay	1828 (53%)	1828 (53%)	2210 (54%)	1201 (56%)	344 (38%)
Long Stay	379 (11%)	379 (11%)	654 (16%)	390 (18%)	330 (36%)
On Street	1260 (36%)	1260 (36%)	1260 (31%)	564 (26%)	239 (26%)
Avg Occupancy - busiest time	80%	84%	85%	90%	83%
Avg Occupancy - quietest time	53%	52%	48%	64%	75%
Illegal Parking - Quiet time	0	0	1	28	8
Illegal Parking - Busy time	5	63	30	30	9

Business Confidence Survey

	Melton 2008 %	Melton 2009 %	Melton 2010 %	East Midlands comparator Group%	Leics .%	National %
What is the nature of your business?						
Retail	50%	43%	55%	62%	64%	65%
Tourism/ Hospitality	12%	11%	9%	22%	14%	18%
Public/ Service	12%	14%	8%	2%	2%	3%
Commercial or professional services	17%	32%	16%	5%	7%	5%
Other	10%	0%	12%	9%	12%	9%
Do you own or rent your business premises?						
Own			24%			
Rent			76%			
What type of business do you operate?						
Independent	71%	70%	61%			
Part of a small independent chain	17%	9%	12%			
Part of a larger national organisation	12%	20%	22%			
Other			4%			
How many people work at these premises?	Melton 2008 %	Melton 2009 %	Melton 2010 %	East Midlands comparator Group %	Leics .%	National %
Full Time	5	8	5	3	5	3
Part Time	3	4	3	2	2	2
How long has your business been in the town?						
less than one year	4%	14%	6%			
one to five years	48%	23%	20%			
five to ten years	12%	16%	16%			
more than ten years	37%	50%	57%			

What attracted you to this town? (Multiselect)	Melton 2008 %	Melton 2009 %	Melton 2010 %	East Midlands comparator Group %	Leics.%	National %
Prosperity of the town	0%	11%	24%		22%	36%
Labour pool	0%	0%	0%		8%	7%
Attractiveness of the Environment	6%	9%	8%		29%	16%
Geographical location	63%	44%	33%		36%	40%
Mix of retail offer including markets	4%	15%	22%		21%	34%
Other	27%	43%	35%		15%	6%
Has your turnover this year...., (compared with the previous year)						
stayed the same	38%	27%	14%			34%
increased	40%	30%	56%			30%
decreased	21%	43%	30%			36%
Has your profit this year...., (compared with the previous year)						
stayed the same	37%	45%	18%			40%
increased	37%	27%	45%			24%
decreased	27%	29%	37%			36%
What is your expectation of turnover in the next twelve months?	Melton 2008 %	Melton 2009 %	Melton 2010 %			
stay the same	35%	27%	26%			
increase moderately	44%	45%	59%			
Increase significantly	6%	0%	7%			
decrease	15%	27%	8%			
What are the barriers to the growth of your business? (Multiselect)						
Prosperity of the town	22%	59%	38%			
Labour pool/ recruitment problems	4%	27%	3%			
Lack of funds for investment	0%	0%	10%			
Availability of suitable premises/land	8%	25%	6%			
Car Parking	16%	29%	36%			

Item 8, Appendix B

Rental values/ premises costs	22%	61%	31%			
Staff skills	0%	0%	3%			
Affordable housing	0%	0%	2%			
Road Network	0%	30%	12%			
Increased business costs	22%	61%	28%			
Competition	13%	93%	25%			
Other	6%	9%	14%			
Neighbouring market towns	9%	43%	6%			
If you ticked the competition box, indicate where you see it coming from?						
Other businesses in town	10%	39%	83%			
The local supermarket			22%			
Out of town/ regional shopping centres	9%	43%	44%			
The Internet	3%	11%	56%			
A major city such as Nottingham or Leicester	0%	0%	50%			
Mail order and catalogues	0%	0%	6%			
Overseas suppliers	0%	0%	6%			
Has your business suffered from any crime in the last year? (Multiselect)						
Shoplifting	43%	30%	29%			
Robbery	0%	0%	12%			
Physical abuse or assault	4%	10%	2%			
Criminal damage	52%	70%	12%			
Poor	13%					

KPI 11: Visitors Survey

	Melton 2010 %	East Midlands comparator %	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

KPI 12: Shoppers Origin Survey

	Melton Mowbray 2008	Melton Mowbray 2009	Melton Mowbray 2010	East Midlands Comparator	National
Locals	56%	54%	28%	53%	58%
Tourists	9%	8%	30%	7%	8%
Visitors	35%	38%	42%	40%	34%