Melton Mowbray

Town Centre Performance

Report 2012

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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.

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis.

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 2012.
- 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.

Information on towns contributing to Benchmarking in 2012, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

METHODOLOGY

Each KPI is 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 and 7: Zone A Retail Rents and Prime Retail Property Yields	Commercial Letting Agents
KPI 8: Footfall	Footfall Survey on Busy and Quiet Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Busy and Quiet Days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Town Centre Users Survey	Face to Face Survey/ Face to Face
KPI 12: Shoppers Origin Survey	Shoppers Origin and Town Centre User Surveys

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 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.

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

Table of 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 Cafés	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
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.
B1	Business	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).

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 408 occupied units recorded.

	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
A1	50	56	52	54
A2	15	13	14	14
A3	8	10	9	7
A4	4	4	4	4
A5	3	4	3	5
B1	1	2	3	2
B2	10	1	1	1
B8	0	0	0	0
C1	0	0	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	5	4	5	5
D2	2	2	1	0
SG	2	5	6	5
Not Recorded	0	0	0	1

KPI 2: Retail by Comparison / 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.

	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns
Comparison	81	78	77	77
Convenience	19	22	23	23

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.

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.

	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Key Attractor	6	8	7	6
Multiple	22	23	24	20
Regional	4	10	7	7
Independent	68	59	62	67

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 %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Vacant Units	7.7%	11	9	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	East Midlands Large Towns	National Large Towns	National Small Towns
Average number of market days during week	3	n/a	n/a	n/a
Average number of traders at a market	48	80	35	19

Note: 87 traders on Tuesday, average of 48 traders over the 3 markets

KPI 6 and 7: Zone Retail Rents and 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.

Zone A rents are expressed as £ per sq. ft. and the Prime Retail Property Yield is a Net Percentage figure.

	Melton	East Midlands Large Towns	National Large Towns	National Small Towns
Zone A	40	68	47	27
% Net Yield	7	n/a	9	9

KPI 8: Footfall Counts

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 town.

	Melton	East Midlands Large Towns	National Large Towns	National Small Towns
Market/ Busy Day	342	398	235	136
Non Market/ Quiet Day	170	295	178	88

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 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.

	Melton	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Overall					
Total Spaces:	1651	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	1088	66	34	40	48
Long Stay Spaces: (Over 4 hours)	477	29	59	56	44
On Street	86	5	0	0	3
Vacant Spaces on a Busy Day/ Market:	120	7	19	25	25
Vacant Spaces on a Quiet/ Non Market Day:	545	33	32	36	39
Illegal Spaces on a Busy/ Market Day:	10	n/a	n/a	n/a	n/a
Illegal Spaces on a Quiet/ Non Market Day:	0	n/a	n/a	n/a	n/a

KPI 10: Business Confidence Survey

The aim of the Business Confidence Survey is to establish an understanding of the economy of the town. By establishing the trading conditions of the town centre businesses efforts can be focused on looking at issues which are of concern and how to improve them.

The following tables are based on the standard Business Confidence Survey used by the towns in the Regional and National analysis.

NOTE: Melton Mowbray has a more detailed annual business confidence survey than the standard AMT Business Confidence survey. Some comparisons therefore with East Midlands and National Large towns will not be available.

	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
What is the nature of your business?				
Retail	43%	70	62	68
Commercial/Professional	12%	20	20	16
Public Sector	12%	0	1	1
Hospitality	10%	10	11	9
Other	23%	0	6	6
What type of business are you?	**Melton %**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Multiple Trader	28	24	20	15
Regional /Key Attractor	4	10	4	6
Independent	68	66	76	79

How long has your business been in the town?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Less than one year	4	16	7	9
One to five years	19	16	20	21

Six to ten years	10	13	17	16
More than ten years	67	55	56	54

Average number of employees employed	**Melton (No.)**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Full time	5	n/a	n/a	n/a
Part time	5	n/a	n/a	n/a

How do you envisage your staff numbers will change in the next year?	**Melton %**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Stay the same	70%	n/a	n/a	n/a
Increase moderately	22%	n/a	n/a	n/a
Increase significantly	2%	n/a	n/a	n/a
Decrease	6%	n/a	n/a	n/a

Does your business use any of the following?	**Melton %**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Computer	93%	n/a	n/a	n/a
Internet access	86%	n/a	n/a	n/a
Email communications only	55%	n/a	n/a	n/a
Website	75%	n/a	n/a	n/a
Buying/selling online	32%	n/a	n/a	n/a

Do you have any plans to grow your business over the next year?	**Melton %**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Yes	50%	n/a	n/a	n/a
No	50%	n/a	n/a	n/a

Do you need assistance with this or want to talk to someone about it?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Yes	0%	n/a	n/a	n/a
No	100%	n/a	n/a	n/a

What support would you require to help grow your business?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
One to one advice sessions	30%	n/a	n/a	n/a
Local business seminars/events	40%	n/a	n/a	n/a
Local training courses	60%	n/a	n/a	n/a

Suggested training courses	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Improving business premises	44%	n/a	n/a	n/a
Staff Training	40%	n/a	n/a	n/a
Purchase of new equipment	24%	n/a	n/a	n/a
Promotional/marketing material	40%	n/a	n/a	n/a
Security improvements	32%	n/a	n/a	n/a
Alternative premises/incubator units	4%	n/a	n/a	n/a

Compared to last year has your turnover…….?,	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Increased	16	36	28	30
Stayed the same	43	16	33	31
Decreased	41	48	39	39

Compared to last year has your profitability…….?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Increased	17	33	25	26
stayed the same	31	17	32	31
Decreased	52	50	43	43

Over the next 12 months do you think your turnover will…….?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Increase	38	56	35	37
stay the same	38	19	43	41
Decrease	24	26	22	23

What are the positive aspects of having a business located in the town? (Multiselect)	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Prosperity of the town	10	32	45	41
Labour pool	5	16	15	12
Environment/Physical appearance	10	20	33	27
Geographical location	51	32	53	46
Access to services, eg banks, library, post office etc	16	n/a	n/a	n/a
Mix of retail offer	15	36	34	38
Restaurants	46	n/a	n/a	n/a
Leisure Facilities	5	n/a	n/a	n/a
Cultural Activities	7	n/a	n/a	n/a
Pubs/Bars/Nightclubs	15	n/a	n/a	n/a
Ease of walking around town centre	50	n/a	n/a	n/a
Potential tourist customers	n/a	40	46	39

Potential local customers	n/a	64	79	79
Affordable housing	n/a	8	7	9
Transport links	19	24	28	26
Safety	18	n/a	n/a	n/a
Car parking	n/a	4	19	35
Rental values/property costs	n/a	0	13	16
Market(s)	n/a	52	24	17
Other	37	16	5	5

What are the negative aspects of having a business located in the town? (Multiselect)	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Prosperity of the town	51	19	21	22
Labour pool	18	4	9	7
Staff Skills	7	n/a	n/a	n/a
Lack of funds for investment	13	n/a	n/a	n/a
Increased business costs	51	n/a	n/a	n/a
Availability of suitable premises/land	2	n/a	n/a	n/a
Environment	0	4	7	7
Geographical location	0	7	5	7
Mix of retail offer	0	7	21	23
Potential tourist customers	0	11	11	9
Potential local customers	0	4	6	4
Affordable housing	2	4	11	10
Transport links	11	11	16	19
Car parking	38	96	76	55
Rental values/property costs	36	56	43	37

Market(s)	0	0	6	14
Local business competition	65	15	17	21
Competition from other places, including regional/city/supermarket	30	11	26	37
Competition from the Internet	22	41	34	39
Other (mail order, catalogues, overseas suppliers)	13	7	7	7

Has your business suffered from any crime over the last 12 months?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Yes	32	35	33	30
No	68	65	67	70
What type of crime has your business suffered over the last 12 months (Multiselect)	**Melton %**	**East Midlands Large Towns %**	**National Large Towns %**	**National Small Towns %**
Theft / Robbery	74	89	73	74
Abuse	0	11	11	15
Criminal damage	44	11	34	40
Other	0	0	7	2

What is your perception of how Melton has changed as a retail environment in the last 5 years	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Stayed the same	22%	n/a	n/a	n/a
Better place to do business	14%	n/a	n/a	n/a
Worse place to do business	64%	n/a	n/a	n/a

How do you think the commercial performance of the town will change in the next 5 years?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Stay the same	25%	n/a	n/a	n/a
Increase moderately	23%	n/a	n/a	n/a

Increase significantly	0%	n/a	n/a	n/a
Decrease	52%	n/a	n/a	n/a

The town has a number of promotions and events during the year; do they make any difference to your business performance?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Reduce takings	11%	n/a	n/a	n/a
Make no difference	72%	n/a	n/a	n/a
Takings increase	15%	n/a	n/a	n/a
Don't open for business	9%	n/a	n/a	n/a

Which of the events give the best results?	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Christmas Light Switch On	30%	n/a	n/a	n/a
Victorian Xmas Fayre	75%	n/a	n/a	n/a
Melton Show	10%	n/a	n/a	n/a
Melton Country Fair	10%	n/a	n/a	n/a
Food & Drink Festival	25%	n/a	n/a	n/a
Other	10%	n/a	n/a	n/a

Can you suggest other attractions that might bring more visitors to the town?

- "More variety of shops"
- "Long stay car park for reasonable price in town centre."
- "Blues and Soul music event, live music in various pubs and cafes and in the market area during the day."
- "clothes shops"
- "Motorbike events, shows."
- "cheaper car parking."
- "Music Festivals- country/ folk or similar jazz."
- "Anything that brings them into the town centre, not on the edge of the town!! Free parking!!"
- "Bike night. Free parking."
- "Something for our young people to do. Bowling, ice skating etc."
- "Better choice of retail shops- too many coffee shops, hairdressers, charity shops, not enough mid range national brands."

Rate the following aspects of the town:

Accessibility on foot	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	25%	n/a	n/a	n/a
Acceptable	67%	n/a	n/a	n/a
Some aspects unsatisfactory	8%	n/a	n/a	n/a
Poor	0%	n/a	n/a	n/a

Accessibility by car	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	8%	n/a	n/a	n/a
Acceptable	52%	n/a	n/a	n/a
Some aspects unsatisfactory	32%	n/a	n/a	n/a
Poor	8%	n/a	n/a	n/a

Accessibility by bus or train	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	12%	n/a	n/a	n/a
Acceptable	64%	n/a	n/a	n/a
Some aspects unsatisfactory	22%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

Car parking provision	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	2%	n/a	n/a	n/a
Acceptable	28%	n/a	n/a	n/a
Some aspects unsatisfactory	49%	n/a	n/a	n/a
Poor	21%	n/a	n/a	n/a

Car parking costs	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	4%	n/a	n/a	n/a
Acceptable	17%	n/a	n/a	n/a
Some aspects unsatisfactory	33%	n/a	n/a	n/a
Poor	46%	n/a	n/a	n/a

Car parking quality	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	4%	n/a	n/a	n/a
Acceptable	41%	n/a	n/a	n/a
Some aspects unsatisfactory	34%	n/a	n/a	n/a
Poor	21%	n/a	n/a	n/a

Convenience for deliveries	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	6%	n/a	n/a	n/a
Acceptable	51%	n/a	n/a	n/a
Some aspects unsatisfactory	26%	n/a	n/a	n/a
Poor	17%	n/a	n/a	n/a

Traffic management	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	7%	n/a	n/a	n/a
Acceptable	34%	n/a	n/a	n/a
Some aspects unsatisfactory	38%	n/a	n/a	n/a
Poor	21%	n/a	n/a	n/a

Physical Appearance	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	6%	n/a	n/a	n/a
Acceptable	53%	n/a	n/a	n/a
Some aspects unsatisfactory	28%	n/a	n/a	n/a
Poor	13%	n/a	n/a	n/a

Lighting Levels	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	4%	n/a	n/a	n/a
Acceptable	77%	n/a	n/a	n/a
Some aspects unsatisfactory	15%	n/a	n/a	n/a
Poor	4%	n/a	n/a	n/a

Cleanliness	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	9%	n/a	n/a	n/a
Acceptable	57%	n/a	n/a	n/a
Some aspects unsatisfactory	28%	n/a	n/a	n/a
Poor	6%	n/a	n/a	n/a

Landscaping	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	9%	n/a	n/a	n/a
Acceptable	64%	n/a	n/a	n/a
Some aspects unsatisfactory	27%	n/a	n/a	n/a
Poor	0%	n/a	n/a	n/a

Signing/information	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	10%	n/a	n/a	n/a
Acceptable	60%	n/a	n/a	n/a
Some aspects unsatisfactory	28%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

Range of shops	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	2%	n/a	n/a	n/a
Acceptable	22%	n/a	n/a	n/a
Some aspects unsatisfactory	30%	n/a	n/a	n/a
Poor	46%	n/a	n/a	n/a

Variety of cafes/eating places/pubs	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	37%	n/a	n/a	n/a
Acceptable	46%	n/a	n/a	n/a
Some aspects unsatisfactory	17%	n/a	n/a	n/a
Poor	0%	n/a	n/a	n/a

Financial and professional services	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	11%	n/a	n/a	n/a
Acceptable	76%	n/a	n/a	n/a
Some aspects unsatisfactory	11%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

The market offer	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	14%	n/a	n/a	n/a
Acceptable	65%	n/a	n/a	n/a
Some aspects unsatisfactory	19%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

Town centre image	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	6%	n/a	n/a	n/a
Acceptable	61%	n/a	n/a	n/a
Some aspects unsatisfactory	20%	n/a	n/a	n/a
Poor	13%	n/a	n/a	n/a

Promotion & Marketing	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	7%	n/a	n/a	n/a
Acceptable	64%	n/a	n/a	n/a
Some aspects unsatisfactory	19%	n/a	n/a	n/a
Poor	10%	n/a	n/a	n/a

Daytime Safety	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	0%	n/a	n/a	n/a
Acceptable	15%	n/a	n/a	n/a
Some aspects unsatisfactory	83%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

Evening Safety	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Excellent	9%	n/a	n/a	n/a
Acceptable	66%	n/a	n/a	n/a
Some aspects unsatisfactory	23%	n/a	n/a	n/a
Poor	2%	n/a	n/a	n/a

Two suggestions that you feel would make the strongest contribution to improving the performance of Melton Mowbray?

- "Lower level parking charges. Better shops."
- "Better parking provision of long term parking. Not increasing the parking fees on market days- it can be confusing if you forget its Tuesday."
- "Improve the incorrect image local towns have of Melton, i.e. Grantham, Oakham, Loughborough, Keyworth. Improve the night time impression of it being a no go place. Crime is down but locals are unaware."
- "Long stay car park for reasonable price in town centre. Better quality of retail shops, particularly mens clotheswear and womens clothes wear."
- "Reduce business rates. Better parking. free parking."
- "Better leisure facilities. (a leisure centre) Direct train to London. Suitable for business."
- "By attracting more national multiples retailers for clothes, footwear etc. No more coffee shops."
- "Not enough quality shops, too many charity shops and eating/ takewat foods. M and S clothes shop."
- "A bowling centre. Good evening entertainment for families."
- "Better High Street, big named stores i.e. Next and M and S. Less charity shops and low budget brands. Cheaper reates to attract businesses and for businesses to stay."
- "Move that grey and lime green monstrosity outside of which proports to be a cash machine- obviously for a fee to some dept but then we are told to keep colour schemes and obstructions tasteful. Advertise free parking for 2 days and only £1 for 3 hours. Make sure your market days leave large spaces to keep shops in view and insist on using the Market Square is used properly instead of cluttering the street. There is usually plenty of space at the top of Nottingham St on a Saturday to spread the stalls out. The way the stalls and vans are set up at the front of Market |Square along with the street furniture stops any flow into the Square! I have been lucky recently with the layout so it is apprecited, but I have had some anxious and fractious times with the town estate when someone sets up wrong, it can be disastrous for takings."
- "Retail clothes shops. As mentioned many times my family and I always go out of Melton to buy clothes and now shoes. Need retail chains like Loughborough and Grantham. Free car parking for up to 30 minutes, this would help parents dropping of children at nurseries in the town locations and also for people nipping into town."
- "Free parking in the town centre when working. i recieved a parking ticket in Sherrard Street while working at Pearce the Jewellers. Note left in the van window. Warden did not ask me to move. Guests to improve machinery/ expand bsuiness."
- "Multi story car park. Better quality of ashops in town centre."
- "Reduced business costs. Growth funds and help from banks."

- "Big name shops i.e. HMV. Ensure we keep as a rural market town."
- "Cheaper rent and rates. Chepaer car parking on Tuesday."
- "Lower parking fees- especially on market day. Attract better shops- high street names."
- "Involve the Bell Centre when dedcorating the streets for events. Make empty business units more attractive to rent or buy to people considering coming into Melton to build a businesses. Also ensure they are kept clean e.g. windows inside and out clean, floors swept and washed."
- "If parking were changed so visitors or shoppers paid when thery leave, as in cities, people would linger in town centre and spend more money, and more money would be taken for council funds through parking. Set up barrier system on leaving car parjks (or similiar) because so many leave town centre early because they are worried about car parking and therefore spend less money in the town."
- "Clean, accessible public toilet facilities for town visitors at all times sops etc are open. better standard of car parking facilities rather than Burton Street mud bath. More generous provision of free on street parking giving at least smae number of parking spaces as before parkside was built."
- "More promotion of the town as the home of Stilton and Pork pies"
- "Free parking on a tuesday"
- "Less cafes, more quality boutique/ top end clothes shops. Sunday town centre attractions specific to Melton to attract visitors- (free parkingt)"
- "More proper shops- no more charity shops. reduce rates to encourage more shops to open."
- "Cheaper car parks and petrol stations. More diverse shops not just food outlets and hairdressers."
- "The introduction of a leader, Mayor system, like Doncaster based on the system in France."
- "Parking fees are far too high, tuesdays and saturdays cheaper, rates on property should be cheaper and more bins. Rent and rates on shops far too high so all we have are charity shops, businesses that come and go fairly quickly and there should be more for all our young teenagers to do for both work and leisure."
- "Better, cheaper car parking. Less cheap brand shops. More independents."
- "Places for young people to go to. Cinema."
- "Council and landlords and letting agents to work together when letting premises. Reducing rents during these hard times with increase changes based on economic growth. Reduce the amount of repetitive shops in town- visitors do not want fast food, cafets etc we have too many. Concentrate on attracting mid size national brands."
- "A ring road, getting from one side of the town to the other is a nightmare."

KPI 11: Town Centre Users Survey

The aim of the Visitor Satisfaction 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 (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following tables are based on the responses from the standard Town Centre Users Survey used in the Regional and National analysis. Data specifically referring to Melton is underneath each table.

Gender	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Male	34	30	35	39
Female	66	70	65	61
Age	**Melton %**	**East Mids Large Towns %**	**National Large Towns %**	**National Small Towns %**
16-25	3	23	10	9
26-35	9	8	8	10
36-45	16	9	16	15
46-55	21	13	18	20
56-65	23	18	20	20
Over 65	28	29	28	27

What do you generally visit the town centre for?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Work	15	23	19	16
Convenience Shopping	73	26	29	42
Comparison Shopping	46	21	11	5

Access Services	34	14	13	16
Market	58	n/a	n/a	n/a
Evening Entertainment	48	n/a	n/a	n/a
Leisure	58	9	18	11
Events	30	n/a	n/a	n/a
Other	0	7	9	9

How often do you visit the town centre during the day?	**Melton %**	**East Mids Large Towns %**	**National Large Towns %**	**National Small Towns %**
Daily	25	17	24	25
More than once a week	n/a	40	39	35
Weekly	54	27	17	14
Fortnightly	10	6	5	4
More than once a month	8	0	3	3
Once a month or less	n/a	9	9	7
Annually	1	n/a	n/a	n/a
First visit	n/a	1	2	11
Never	2	n/a	n/a	n/a

How often do you visit the town centre during the evening?	**Melton %**	**East Mids Large Towns %**	**National Large Towns %**	**National Small Towns %**
Daily	2	n/a	n/a	n/a
Weekly	18	n/a	n/a	n/a
Fortnightly	9	n/a	n/a	n/a
Monthly	30	n/a	n/a	n/a
Annually	16	n/a	n/a	n/a

Never	25	n/a	n/a	n/a

How do you normally travel into the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
On Foot	45	31	31	36
Bicycle	4	2	2	3
Motorbike	1	0	0	1
Car	80	39	52	52
Bus	22	28	12	7
Train	1	0	1	1
Other	1	0	1	1

How do you rate the physical appearance of the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	3	5	16	17
Good/Average	72	63	63	58
Poor	18	30	19	21
Very Poor	6	3	2	4

How do you rate the cleanliness of the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	4	8	13	17
Good/Average	82	72	68	64
Poor	11	19	18	16
Very Poor	3	1	2	3

How do you rate the safety of the town centre by day?	Melton % 	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	21	n/a	n/a	n/a
Good	48	n/a	n/a	n/a
Average	26	n/a	n/a	n/a
Poor	2	n/a	n/a	n/a
Very Poor	1	n/a	n/a	n/a

How do you rate the safety of the town centre by night?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	6	n/a	n/a	n/a
Good	26	n/a	n/a	n/a
Average	31	n/a	n/a	n/a
Poor	10	n/a	n/a	n/a
Very Poor	3	n/a	n/a	n/a

How do you rate the variety of shops in the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	2	8	9	11
Good / Average	41	29	47	45
Poor	35	48	35	36
Very Poor	22	15	9	9

How do you rate the leisure and cultural offering in the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	2	15	13	8

Good /Average	62	60	58	47
Poor	25	24	25	37
Very Poor	8	1	4	8

How do you rate the variety of restaurants and cafes in the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Very Good	16	n/a	n/a	n/a
Good /Average	71	n/a	n/a	n/a
Poor	8	n/a	n/a	n/a
Very Poor	2	n/a	n/a	n/a

Is Melton Town Centre a destination that you would bring your family to during the day?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Yes	74	n/a	n/a	n/a
No	26	n/a	n/a	n/a

Is Melton Town Centre a destination that you would bring your family to in the evening?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Yes	46	n/a	n/a	n/a
No	54	n/a	n/a	n/a

What are the positive aspects of the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Physical appearance	20	16	56	54
Shops	14	28	50	53
Restaurants	46	34	59	37
Access to Services	16	49	73	75
Leisure Facilities	5	41	34	25
Cultural Facilities	7	27	33	24
Pubs/ Bars/ Nightclubs	15	22	41	33
Transport	19	47	44	40
Ease of walking around the town centre	50	65	76	75
Convenience e.g. near where you live	50	43	61	69
Safety	18	28	56	48
Car Parking	16	19	38	44
Markets	n/a	57	47	39
Other	0	1	3	4

What are the negative aspects of the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Physical appearance	n/a	39	24	27
Shops	n/a	61	39	36
Restaurants	n/a	30	18	33
Access to Services	n/a	7	5	8
Leisure Facilities	n/a	8	22	39
Cultural Facilities	n/a	15	25	37
Pubs/ Bars/ Nightclubs	n/a	28	21	29

Transport	n/a	11	24	25
Ease of walking around the town centre	n/a	7	8	10
Convenience e.g. near where you live	n/a	5	11	9
Safety	n/a	11	10	16
Car Parking	n/a	52	43	40
Markets	n/a	3	27	26
Other	n/a	7	9	7

How long do you stay in the town centre?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Less than an hour	25	13	17	36
1-2 Hours	50	39	41	39
2-4 Hours	18	28	24	12
4-6 Hours	2	7	6	3
All Day	2	14	11	8
Other	0	0	1	1

How long do you stay in the town centre in the evening?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Up to 1 hour	9	n/a	n/a	n/a
1-2 Hours	20	n/a	n/a	n/a
2-4 Hours	25	n/a	n/a	n/a
4-6 Hours	3	n/a	n/a	n/a
6 Hours plus	1	n/a	n/a	n/a

Would you be interested in a Melton Loyalty card?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Yes	48	n/a	n/a	n/a
No	52	n/a	n/a	n/a

Would you visit the town centre on a non market day if parking was free?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Yes	82	n/a	n/a	n/a
No	18	n/a	n/a	n/a

Which car park would you be willing to park in if there was a free parking campaign?	Melton %	East Mids Large Towns %	National Large Towns %	National Small Towns %
Scalford Road	17	n/a	n/a	n/a
Burton Street	33	n/a	n/a	n/a
Thorpe End	8	n/a	n/a	n/a
Mill Street	22	n/a	n/a	n/a

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

Please see Appendix

KPI12: Shoppers Origin

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 0 postcodes gathered from businesses have been 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; those who live within a Post Code less than a 30 minute drive away
- Tourists; those who live within a Post Code further than a 30 minute drive away

	Melton %	East Midlands Large Towns %	National Large Towns %	National Small Towns %
Locals	42	83	56	58
Visitors	42	12	28	29
Tourists	16	5	16	13

APPENDIX

Town Name	Large or Small	Region	Type
Loughborough	L	East Midlands	n/a
Hinckley	L	East Midlands	n/a
Melton Mowbray	L	East Midlands	n/a
Carlton Square	S	East Midlands	n/a
Carlton Hill	S	East Midlands	n/a
Netherfield	S	East Midlands	n/a
Mapperley	S	East Midlands	n/a
Arnold	S	East Midlands	n/a
Bury St Edmunds	L	East of England	2
St Ives	L	East of England	4
St. Neots	S	East of England	4
Ramsey	S	East of England	4
Huntingdon	S	East of England	4
Wetherby	S	North East	1
Ripon	S	North East	2
Bentham	S	North East	2
Settle	S	North East	3
Knaresborough	S	North East	n/a
Penrith	L	North West	2
Nantwich	L	North West	2
Wrexham	L	North West	n/a
Crewe	L	North West	n/a
Wilmslow	L	North West	n/a
Macclesfield	L	North West	n/a
Alsager	S	North West	1
Disley	S	North West	1
Appleby	S	North West	2
Kirkby Stephen	S	North West	2
Middlewich	S	North West	4
Knutsford	S	North West	5
Bollington	S	North West	5
Wigton	S	North West	7
Congleton	S	North West	8
Sandbach	S	North West	8
Holmes Chapel	S	North West	8
Mold	S	North West	n/a
Queensferry	S	North West	n/a
Saltney	S	North West	n/a
Shotton	S	North West	n/a
Buckley	S	North West	n/a
Connahs Quay	S	North West	n/a

Flint	S	North West	n/a
Holywell	S	North West	n/a
Alston	S	North West	n/a
Bangor	S	North West	n/a
Caernarfon	S	North West	n/a
Alderley Edge	S	North West	n/a
Handforth	S	North West	n/a
Poynton	S	North West	n/a
Audlem	S	North West	n/a
Broadstairs	L	South East	n/a
Hertford	L	South East	n/a
Halstead	S	South East	2
Buckingham	S	South East	4
Southwater	S	South East	4
Henley	S	South East	5
Sheerness	S	South East	6
Dover	S	South East	6
Bishops Waltham	S	South East	8
Waltham Cross	S	South East	n/a
Cheshunt Old Pond	S	South East	n/a
Bletchley	S	South East	n/a
Bookham	S	South East	n/a
Wolverton	S	South East	n/a
Devizes	L	South West	2
Trowbridge	L	South West	2
Nailsea	S	South West	1
Pewsey	S	South West	2
Melksham	S	South West	2
Frome	S	South West	2
Westbury	S	South West	2
Warminster	S	South West	2
Corsham	S	South West	2
Wilton	S	South West	2
Chippenham	S	South West	4
Calne	S	South West	4
Malmesbury	S	South West	4
Ludgershall	S	South West	4
Bradford On Avon	S	South West	5
Cricklade	S	South West	8
Royal Wootton Bassett	S	South West	8
Tidworth	S	South West	n/a
Ross on Wye	L	West Midlands	2
Tenbury Wells	S	West Midlands	2
Great Malvern	S	West Midlands	2

Alcester	S	West Midlands	2
Upton Upon Severn	S	West Midlands	3
Southam	S	West Midlands	4
Whitchurch	S	West Midlands	5

<u>TYPOLOGY CLASSIFICATION</u>

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 **agricultura**l 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 East 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 i33s 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.