

Market Town Benchmarking

Melton Mowbray

Town Centre Performance

Report 2014

Year on Year Comparison

Comparison / Convenience

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Comparison	66%	80%	81%	78%	83%
Convenience	34%	20%	19%	22%	17%

Use Classes

	Melton Mowbray 2010 %	Melton Mowbray 2011 %	Melton Mowbray 2012 %	Melton Mowbray 2013 %	Melton Mowbray 2014 %
A1	49	50	50	49	48
A2	14	15	15	16	14
A3	18	9	8	11	9
A4	0	4	4	4	3
A5	0	3	3	0	2
B1	1	1	1	1	1
B2	10	9	10	9	10
B8	0	0	0	0	0
C1	0	0	0	0	0
C2	0	0	0	0	0
C2A	0	0	0	0	0
D1	4	5	5	4	4
D2	2	2	2	1	2
SG	2	2	2	5	6

Key attractors / multiple trader representation

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Independent	72%	70%	68%	68%	66%
Key Attractor	2%	6%	6%	6%	5%
Multiple	20%	22%	22%	24%	26%
Regional	6%	2%	4%	2%	2%

Number of vacant units

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Occupied	97%	95%	92.3%	93.1%	93%
Vacant	3%	5%	7.7%	6.9%	7%

Number of markets / traders

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Markets	3	3	3	3	3
Traders	129	135	139	142	116

Zone Retail Rents & KPI 7: Prime retail property yields

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Rental £/sq ft	40	40	40	40	40
Yield %	7	7	7	7	7

Footfall Counts

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Busy (Tuesday)	273	670	342	279	596
Quiet (Thursday)	138	156	170	156	258

Car Parking Availability and Usage

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Short Stay	1045 (56%)	992 (58%)	1088 (66%)	1076 (60%)	1221 (71%)
Long Stay	698 (37%)	637 (37%)	477 (29%)	603 (34%)	412 (24%)
On Street	129 (7%)	90 (5%)	86 (5%)	101 (6%)	94 (5%)
Avg Occupancy - busiest time	87%	86%	92.75%	89%	85%
Avg Occupancy - quietest time	47%	57%	67%	60%	59%
Illegal Parking - Quiet time	1	0	0	0	0
Illegal Parking - Busy time	30	9	10	9	0

Business Confidence Survey

	Melton 2010 %	Melton 2011 %	Melton 2012 %	Melton 2013 %	Melton 2014 %
What is the nature of your business?					
Retail	55%	54%	43%	47%	36%
Tourism/ Hospitality	9%	10%	12%	8%	5%
Public/ Service	8%	12%	12%	15%	18%
Commercial or professional services	16%	24%	10%	15%	32%
Other	12%	0%	23%	15%	9%
Do you own or rent your business premises?					
Own	24%	22%	22%	32%	8%
Rent	76%	78%	78%	68%	92%
What type of business do you operate?					
Independent	61%	79%	68%	74%	67%
Part of a small independent chain	12%	8%	4%	6%	0%
Part of a larger national	22%	13%	28%	12%	25%

organisation					
Other	4%	0%	0%	8%	8%
How long has your business been in the town?					
less than one year	6%	8%	4%	3%	4%
one to five years	20%	16%	19%	12%	21%
five to ten years	16%	18%	10%	20%	17%
more than ten years	57%	58%	67%	65%	58%
Has your turnover this year...., (compared with the previous year)					
stayed the same	14%	24%	43%	37.5%	32%
increased	56%	54%	16%	37.5%	44%
decreased	30%	22%	41%	25%	24%
Has your profit this year...., (compared with the previous year)					
stayed the same	18%	44%	31%	34%	28%
increased	45%	32%	17%	26%	44%
decreased	37%	24%	52%	40%	28%
What is your expectation of turnover in the next twelve months?	Melton 2010 %	Melton 2011 %	Melton 2012 %	Melton 2013 %	Melton 2014 %
stay the same	26%	44%	38%	42%	27%
increase moderately	59%	44%	34%	49%	46%
Increase significantly	7%	0%	4%	3%	0%
decrease	8%	12%	24%	6%	27%

KPI 12: Shoppers Origin Survey

	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014
Locals	28%	46%	42%	41%	42%
Tourists	30%	19%	16%	15%	17%
Visitors	42%	35%	42%	44%	41%