

Market Town Benchmarking

Melton Mowbray

Town Centre Performance

Report 2013

Year on Year Comparison

Comparison / Convenience

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Comparison	55%	66%	80%	81%	78%
Convenience	45%	34%	20%	19%	22%

Use Classes

	Melton Mowbray 2009 %	Melton Mowbray 2010 %	Melton Mowbray 2011 %	Melton Mowbray 2012 %	Melton Mowbray 2013 %
A1	47	49	50	50	49
A2	14	14	15	15	16
A3	18	18	9	8	11
A4	0	0	4	4	4
A5	0	0	3	3	0
B1	1	1	1	1	1
B2	11	10	9	10	9
B8	0	0	0	0	0
C1	0	0	0	0	0
C2	0	0	0	0	0
C3	0	0	0	0	0
D1	4	4	5	5	4
D2	2	2	2	2	1
SG	3	2	2	2	5

Key attractors / multiple trader representation

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Independent	72%	72%	70%	68%	68%
Key Attractor	2%	2%	6%	6%	6%
Multiple	20%	20%	22%	22%	24%
Regional	6%	6%	2%	4%	2%

Number of vacant units

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Occupied	96%	97%	95%	92.3%	93.1%
Vacant	4%	3%	5%	7.7%	6.9%

Number of markets / traders

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Markets	3	3	3	3	3
Traders	87	129	135	139	142

Zone Retail Rents & KPI 7: Prime retail property yields

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Rental £/sq ft	50	40	40	40	40
Yield %	8	7	7	7	7

Footfall Counts

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Busy (Tuesday)	261	273	670	342	279
Quiet (Thursday)	159	138	156	170	156

Car Parking Availability and Usage

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Short Stay	1045 (56%)	1045 (56%)	992 (58%)	1088 (66%)	1076 (60%)
Long Stay	698 (37%)	698 (37%)	637 (37%)	477 (29%)	603 (34%)
On Street	129 (7%)	129 (7%)	90 (5%)	86 (5%)	101 (6%)

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Avg Occupancy - busiest time	89%	87%	86%	92.75%	89%
Avg Occupancy - quietest time	52%	47%	57%	67%	60%
Illegal Parking - Quiet time	0	1	0	0	0
Illegal Parking - Busy time	63	30	9	10	9

Business Confidence Survey

	Melton 2009 %	Melton 2010 %	Melton 2011 %	Melton 2012 %	Melton 2013 %
What is the nature of your business?					
Retail	43%	55%	54%	43%	47%
Tourism/ Hospitality	11%	9%	10%	12%	8%
Public/ Service	14%	8%	12%	12%	15%
Commercial or professional services	32%	16%	24%	10%	15%
Other	0%	12%	0%	23%	15%
Do you own or rent your business premises?					
Own	22%	24%	22%	22%	32%
Rent	78%	76%	78%	78%	68%
What type of business do you operate?					
Independent	70%	61%	79%	68%	74%
Part of a small independent chain	9%	12%	8%	4%	6%
Part of a larger national organisation	20%	22%	13%	28%	12%
Other		4%	0%	0%	8%
How long has your business been in the town?					
less than one year	14%	6%	8%	4%	3%
one to five years	23%	20%	16%	19%	12%

five to ten years	16%	16%	18%	10%	20%
more than ten years	50%	57%	58%	67%	65%
Has your turnover this year...., (compared with the previous year)					
stayed the same	27%	14%	24%	43%	37.5%
increased	30%	56%	54%	16%	37.5%
decreased	43%	30%	22%	41%	25%
Has your profit this year...., (compared with the previous year)					
stayed the same	45%	18%	44%	31%	34%
increased	27%	45%	32%	17%	26%
decreased	29%	37%	24%	52%	40%
Have your staff numbers this year...., (compared with the previous year)					
Stayed the same	83%	73%	73%	70%	68%
Increased moderately	10%	23%	25%	22%	26%
Increased significantly	0%	0%	0%	2%	0%
Decreased	7%	4%	2%	6%	6%
What is your expectation of turnover in the next twelve months?	Melton 2009	Melton 2010	Melton 2011	Melton 2012	Melton 2013
	%	%	%	%	%
stay the same	27%	26%	44%	38%	42%
increase moderately	45%	59%	44%	34%	49%
Increase significantly	0%	7%	0%	4%	3%
decrease	27%	8%	12%	24%	6%

KPI 12: Shoppers Origin Survey

	Melton Mowbray 2009	Melton Mowbray 2010	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013
Locals	54%	28%	46%	42%	41%
Tourists	8%	30%	19%	16%	15%
Visitors	38%	42%	35%	42%	44%