

# **Market Town Benchmarking**

**Melton Mowbray**

**Town Centre Performance**

**Report 2015**

**Year on Year Comparison**

### Comparison / Convenience

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
<b>Comparison</b>	80%	81%	78%	83%	86%
<b>Convenience</b>	20%	19%	22%	17%	14%

### Use Classes

	Melton Mowbray 2011 %	Melton Mowbray 2012 %	Melton Mowbray 2013 %	Melton Mowbray 2014 %	Melton Mowbray 2015 %
<b>A1</b>	50	50	49	48	48
<b>A2</b>	15	15	16	14	14
<b>A3</b>	9	8	11	9	10
<b>A4</b>	4	4	4	3	3
<b>A5</b>	3	3	0	2	2
<b>B1</b>	1	1	1	1	1
<b>B2</b>	9	10	9	10	10
<b>B8</b>	0	0	0	0	0
<b>C1</b>	0	0	0	0	0
<b>C2</b>	0	0	0	0	0
<b>C2A</b>	0	0	0	0	0
<b>D1</b>	5	5	4	4	3
<b>D2</b>	2	2	1	2	2
<b>SG</b>	2	2	5	6	6

### Key attractors / multiple trader representation

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
<b>Independent</b>	70%	68%	68%	66%	65%
<b>Key Attractor</b>	6%	6%	6%	5%	5%
<b>Multiple</b>	22%	22%	24%	26%	26%
<b>Regional</b>	2%	4%	2%	2%	4%

### Number of vacant units

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
Occupied	95%	92.3%	93.1%	93%	93%
Vacant	5%	7.7%	6.9%	7%	7%

### Number of markets / traders

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
Markets	3	3	3	3	3
Traders	135	139	142	116	116

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

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
Rental £/sq ft	40	40	40	40	40
Yield %	7	7	7	7	7

### Footfall Counts

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
Busy (Tuesday)	670	342	279	596	719
Quiet (Thursday)	156	170	156	258	232

## Car Parking Availability and Usage

	Melton Mowbray 2011	Melton Mowbray 2012	Melton Mowbray 2013	Melton Mowbray 2014	Melton Mowbray 2015
Short Stay	992 (58%)	1088 (66%)	1076 (60%)	1221 (71%)	1221 (71%)
Long Stay	637 (37%)	477 (29%)	603 (34%)	412 (24%)	412 (24%)
On Street	90 (5%)	86 (5%)	101 (6%)	94 (5%)	94 (5%)
Avg Occupancy - busiest time	86%	92.75%	89%	85%	91%
Avg Occupancy - quietest time	57%	67%	60%	59%	61%
Illegal Parking - Quiet time	0	0	0	0	5
Illegal Parking - Busy time	9	10	9	0	12

## Business Confidence Survey

	Melton 2011 %	Melton 2012 %	Melton 2013 %	Melton 2014 %	Melton 2015 %
<b>What is the nature of your business?</b>					
Retail	54%	43%	47%	36%	32%
Tourism/ Hospitality	10%	12%	8%	5%	7%
Public/ Service	12%	12%	15%	18%	14%
Commercial or professional services	24%	10%	15%	32%	32%
Other	0%	23%	15%	9%	14%
<b>Do you own or rent your business premises?</b>					
Own	22%	22%	32%	8%	30%
Rent	78%	78%	68%	92%	70%
<b>What type of business do you operate?</b>					
Independent	79%	68%	74%	67%	75%
Part of a small independent chain	8%	4%	6%	0%	11%
Part of a larger national	13%	28%	12%	25%	11%

<b>organisation</b>					
<b>Other</b>	0%	0%	8%	8%	4%
<b>How long has your business been in the town?</b>					
<b>less than one year</b>	8%	4%	3%	4%	0%
<b>one to five years</b>	16%	19%	12%	21%	21%
<b>five to ten years</b>	18%	10%	20%	17%	14%
<b>more than ten years</b>	58%	67%	65%	58%	64%
<b>Has your turnover this year...., (compared with the previous year)</b>					
<b>stayed the same</b>	24%	43%	37.5%	32%	23%
<b>increased</b>	54%	16%	37.5%	44%	50%
<b>decreased</b>	22%	41%	25%	24%	27%
<b>Has your profit this year...., (compared with the previous year)</b>					
<b>stayed the same</b>	44%	31%	34%	28%	30%
<b>increased</b>	32%	17%	26%	44%	41%
<b>decreased</b>	24%	52%	40%	28%	30%
<b>What is your expectation of turnover in the next twelve months?</b>	<b>Melton 2011 %</b>	<b>Melton 2012 %</b>	<b>Melton 2013 %</b>	<b>Melton 2014 %</b>	<b>Melton 2015 %</b>
<b>stay the same</b>	44%	38%	42%	27%	15%
<b>increase moderately</b>	44%	34%	49%	46%	67%
<b>Increase significantly</b>	0%	4%	3%	0%	0%
<b>decrease</b>	12%	24%	6%	27%	19%

#### KPI 12: Shoppers Origin Survey

	<b>Melton Mowbray 2011</b>	<b>Melton Mowbray 2012</b>	<b>Melton Mowbray 2013</b>	<b>Melton Mowbray 2014</b>	<b>Melton Mowbray 2015</b>
<b>Locals</b>	46%	42%	41%	42%	40%
<b>Tourists</b>	19%	16%	15%	17%	18%
<b>Visitors</b>	35%	42%	44%	41%	42%