# Melton

## 2015 Town Benchmarking Report

### April 2016

# Executive Summary

***FOR LICENSE HOLDER TO ADD IN DETAIL***

# Introduction

**The Approach**

The People and Places Town Benchmarking System 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. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

People and Places Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to People and Places for analysis and report production.

**The System**

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Melton** with **447** units is classed as a **Large** Town. 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 2015. **Melton** is a **Typology 2** Town.

## The Reports

The People and Places Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- benchmark clusters of towns to ascertain high performers / under achievers
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

**Methodology**

Each KPI is collected in a standardized manner as highlighted in the Table below.

| KEY PERFORMANCE INDICATOR | METHODOLOGY |
|---|---|
| KPI 1: Commercial Units; Use Class | Visual Survey |
| KPI 2: Commercial Units; Comparison/Convenience | Visual Survey |
| KPI 3:Commercial Units; Trader Type | Visual Survey |
| KPI 4: Commercial Units; Vacancy Rates | Visual Survey |
| KPI 5: Markets | Visual Survey |
| KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields | Valuation Office Agency/ Local Commercial Agents |
| KPI 8: Footfall | Footfall Survey on a Busy/Market Day and a Quiet/ Non Market Day |
| KPI 9: Car Parking | Audit on a Busy/Market Day and a Quiet/ Non Market Day |
| KPI 10: Business Confidence Surveys | Postal Survey/ Face to Face Survey |
| KPI 11: Town Centre Users Surveys | Face to Face Surveys/ Paper Based Surveys/ Online Survey |
| KPI 12: Shoppers Origin Surveys | Distributed with KPI 10 and KPI 11 |

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: COMMERCIAL UNITS; USE CLASS

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

| 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 Cafes | 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 |
| B1 | Businesses | 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 | General Industrial |

| | | |
|---|---|---|
| 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 **418** occupied units recorded.

| | National Large Towns % | National Small Towns % | East Mids. Large Towns % | East Mids. Small Towns% | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| **A1** | 53 | 52 | 51 | 57 | 51 | 48 |
| **A2** | 13 | 14 | 13 | 10 | 13 | 14 |
| **A3** | 11 | 8 | 11 | 6 | 9 | 10 |
| **A4** | 3 | 4 | 4 | 3 | 4 | 3 |
| **A5** | 3 | 5 | 3 | 8 | 3 | 2 |
| **B1** | 4 | 3 | 2 | 1 | 2 | 1 |
| **B2** | 0 | 1 | 5 | 2 | 3 | 10 |
| **B8** | 0 | 0 | 0 | 0 | 0 | 0 |
| **C1** | 0 | 1 | 0 | 1 | 1 | 0 |
| **C2** | 0 | 0 | 0 | 0 | 0 | 0 |
| **C2A** | 0 | 0 | 0 | 0 | 0 | 0 |
| **D1** | 5 | 6 | 4 | 5 | 6 | 3 |
| **D2** | 1 | 1 | 2 | 1 | 1 | 2 |
| **SG** | 6 | 6 | 6 | 5 | 5 | 6 |
| **Not Recorded** | 0 | 0 | 0 | 0 | 0 | 0 |

## KPI 2: COMMERCIAL UNITS; COMPARISON VERSUS 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.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

| | National Large Towns % | National Small Towns % | East Mids. Large Towns | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| **Comparison** | *81* | *82* | *75* | *82* | *82* | *86* |
| **Convenience** | *19* | *18* | *25* | *18* | *18* | *14* |

## KPI3: COMMERCIAL UNITS; TRADER TYPES

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.

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

| | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 | Melton % |
|---|---|---|---|---|---|---|
| **Key Attractor** | 14 | 5 | 7 | 1 | 6 | 5 |
| **Multiple** | 35 | 22 | 25 | 11 | 24 | 26 |
| **Regional** | 7 | 7 | 6 | 4 | 8 | 4 |
| **Independent** | 45 | 66 | 62 | 83 | 63 | 65 |

## KPI4; COMMERCIAL UNITS VACANCY RATES

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.

The following table provides the percentage figure of vacant units from the total number of commercial units.

| | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 | Melton % |
|---|---|---|---|---|---|---|
| **Vacancy %** | 12 | 9 | 8 | 5 | 6 | 7 |

## KPI5; MARKETS

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.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

| | National Large Towns | National Small Towns | East Mids. Large Towns | East Mids. Small Towns | Typ. 2 | Melton |
|---|---|---|---|---|---|---|
| **Average Number of Traders** | 66 | 14 | 102 | 10 | 34 | 78 |

## KPI 6 AND 7: ZONE A 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.

| | National Large Towns | National Small Towns | East Mids. Large Towns | East Mids. Small Towns | Typ. 2 | Melton |
|---|---|---|---|---|---|---|
| **Zone A** | 47 | 29 | 40 | 23 | 29 | 40 |
| **Yield** | 7 | 8 | 4 | 7 | 7 | 7 |

## KPI 8: FOOTFALL

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 locality on the relevant days recorded.

| | Nat. Large Towns | Nat. Small Towns | East Mids. Large Towns | East Mids. Small Towns | Typ. 2 | Melton |
|---|---|---|---|---|---|---|
| **Market Day** | 380 | 111 | 663 | 48 | 267 | 719 |
| **Non Market Day** | 199 | 99 | 251 | 35 | 158 | 232 |

## KPI 9: CAR PARKING

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 broken down into the;

- Percentage number of spaces in designated car parks
- Percentage number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market/ Busy Day and on a Non Market/ Quiet Day
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market/ Busy Day and on a Non Market/ Quiet Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.

| | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| **Car Park:** | | | | | | |
| **Total Spaces:** | 92 | 79 | 91 | 33 | 87 | 93 |
| **Short Stay Spaces: (4 hours and under)** | 46 | 38 | 42 | 18 | 53 | 77 |
| **Long Stay Spaces: (Over 4 hours)** | 43 | 51 | 10 | 76 | 43 | 18 |
| **Disabled Spaces:** | 4 | 5 | 5 | 7 | 4 | 5 |
| **Not Registered** | 7 | 6 | 43 | 0 | 0 | 0 |
| **Vacant Spaces on a Busy/ Market Day:** | 26 | 26 | 19 | 29 | 24 | 9 |
| **Vacant Spaces on a Quiet/ Non Market Day:** | 35 | 39 | 31 | 56 | 37 | 29 |
| | | | | | | |
| **On Street:** | | | | | | |
| **Total Spaces:** | 8 | 21 | 9 | 67 | 13 | 7 |
| **Short Stay Spaces: (4 hours and under)** | 87 | 70 | 82 | 78 | 81 | 93 |
| **Long Stay Spaces: (Over 4 hours)** | 3 | 22 | 0 | 1 | 11 | 0 |
| **Disabled Spaces:** | 10 | 5 | 18 | 1 | 7 | 7 |
| **Not Registered** | 0 | 3 | 0 | 0 | 1 | 0 |
| **Vacant Spaces on a Busy/ Market Day:** | 9 | 14 | 13 | 21 | 14 | 20 |
| **Vacant Spaces on a Quiet/ Non Market Day:** | 18 | 21 | 26 | 31 | 19 | 26 |
| | | | | | | |

| Overall | Nat. Large Towns | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| Total Spaces: | n/a | n/a | n/a | n/a | n/a | n/a |
| Short Stay Spaces: (4 hours and under) | 49 | 45 | 46 | 58 | 57 | 78 |
| Long Stay Spaces: (Over 4 hours) | 40 | 45 | 9 | 40 | 39 | 17 |
| Disabled Spaces: | 5 | 5 | 6 | 3 | 4 | 5 |
| Not Registered | 6 | 5 | 39 | 0 | 0 | 0 |
| Vacant Spaces on a Busy/ Market Day: | 25 | 24 | 18 | 23 | 23 | 10 |
| Vacant Spaces on a Quiet/ Non Market Day: | 34 | 35 | 30 | 39 | 35 | 29 |
| | | | | | | |

## KPI 10: BUSINESS CONFIDENCE SURVEY

In regards to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **28** returned Business Confidence Surveys.

Please note that Melton use a different survey to the traditional Benchmarking version so comparative data is not available.

**Nature/ Type of Business**

- "music rehearsal/ recording studio/ drum tuition"
- "Estate agents/ land agents/ Auctioneers and Surveyors"
- "management/ consultancy"
- "Doing Nails"
- "Public House"
- "retail/ butchers"
- "Nightclub"
- "Sporting Goods"
- "Agricultural Surveyors and consultants"
- "Furniture, beds, carpets, accessories, dining furniture"
- "Hairdressing"
- "Sign manufacturing. Vehicle graphics"
- "Childcare"
- "Beauty Salon"
- "Car dealer"
- "Letting Agent"
- "Residential Sales and Lettings"
- "Funeral Directors"

| | |
|---|---|
| **What is the nature of your business?** | |
| **Retail** | 32% |
| **Tourism/ Hospitality** | 7% |
| **Public/ Service** | 14% |
| **Commerical or Professional Services** | 32% |
| **Other** | 14% |

| | |
|---|---|
| **Do you own or rent your business premises?** | |
| **Own** | 30% |
| **Rent** | 70% |

| | |
|---|---|
| **What type of business are you?** | |
| **Independent** | 75% |
| **Part of a small independent chain** | 11% |
| **Part of a larger national organisation** | 11% |
| **Other** | 4% |

| | |
|---|---|
| **How do you envisage your staff numbers will change in the...** | |
| **Stay the same** | 75% |
| **Increase moderately** | 25% |
| **Increase significantly** | - |
| **Decrease** | - |

| | |
|---|---|
| **How long has your business been in the town?** | |
| **Less than one year** | - |
| **1-5 years** | 21% |
| **5-10 years** | 14% |
| **More than 10 years** | 64% |

| | |
|---|---|
| **What attracted you to this town?** | |
| **Prosperity of the town** | 7% |
| **Labour pool** | 4% |
| **Attractivenes-s of the environment** | 11% |
| **Geographical location** | 37% |
| **Mix of retail offer including markets** | 11% |
| **Other** | 48% |

| | |
|---|---|
| **Does your business use any of the following** | |
| **Computer** | 85% |
| **Internet** | 78% |
| **Email commu-nication only** | 63% |
| **Website** | 78% |
| **Social media** | 70% |
| **Buying/ Selling online** | 37% |
| **Other** | - |

| | |
|---|---|
| **Has your turnover this year (compared with the previous y...** | |
| **Stayed the same** | 23% |
| **Increased** | 50% |
| **Decreased** | 27% |

| | |
|---|---|
| **Has your profitability this year? (compared with the prev...** | |
| **Stayed the same** | 30% |
| **Increased** | 41% |
| **Decreased** | 30% |

| | |
|---|---|
| **What is your expectation of turnover in the next 12 months?** | |
| **Stay the same** | 15% |
| **Increase moderately** | 67% |
| **Increase significantly** | - |
| **Decrease** | 19% |

| | |
|---|---|
| What are the barriers to the growth of your business? | |
| Prosperity of the town | 41% |
| Labour pool/ recruitment problems | 11% |
| Lack of funds for investment | 11% |
| Accessibility of suitable premises/ land | 4% |
| Car parking | 19% |
| Rental values/ premises costs | 30% |
| Staff skills | 4% |
| Affordable housing | 4% |
| Road network | 26% |
| Increased buisness costs | 41% |
| Competition | 56% |
| Other | 15% |
| Neighbouring market towns | 4% |

**If you ticked Competition/ Neighbouring Market Towns where do you see it coming from?**

- "Other restaurants in town and Nottingham/ Leicester
- "Internet agents"
- "Local and online"
- "Others starting in same business"

| | |
|---|---|
| **Where do you see the competition coming from?** | |
| **Other businesses in town** | 25% |
| **Local supermarkets** | 8% |
| **Out of town/ regional shopping centres** | 33% |
| **Internet** | 50% |
| **A major city such as Nottingham or Leicester** | 17% |
| **Mail order catalogues** | - |
| **Overseas suppliers** | 17% |

| | |
|---|---|
| **Do you have any plans to grow your business over the next year?** | |
| **Yes** | 52% |
| **No** | 48% |

| | |
|---|---|
| **If you plan to grow your bu-siness do you need assistan-ce with this or want to talk...** | |
| **Yes** | 11% |
| **No** | 89% |

| | |
|---|---|
| **What support would you require to help grow your business?** | |
| **One to one advice sessions** | 25% |
| **Local buisness seminars/ events** | 50% |
| **Local training courses** | 75% |

| | |
|---|---|
| **Suggestions for training courses** | |
| **Improving business premises** | 33% |
| **Staff training** | 20% |
| **Purchase of new equipment** | 33% |
| **Promotional/ marketing activity** | 67% |
| **Website/ Social Media** | 40% |
| **Security Impr-ovements** | 7% |
| **Alternative premises/ incubator units** | - |

| | |
|---|---|
| **Has your business suffered from any crime in the last year?** | |
| **Shoplifting** | 20% |
| **Robbery** | - |
| **Physical abuse or assault** | 20% |
| **Criminal damage (graffiti/ vandalism etc)** | 80% |

| | |
|---|---|
| **What is your perception of how Melton Mowbray has changed as a retail envir...** | |
| **Stayed the same** | 58% |
| **Better place to do business** | 15% |
| **Worse place to do business** | 27% |

| | |
|---|---|
| **How do you think the commercial performance of the town w...** | |
| **Stay the same** | 44% |
| **Increase moderately** | 36% |
| **Increase significantly** | - |
| **Decrease** | 20% |

| | |
|---|---|
| **The town has a number of promotions and events during the...** | |
| **They reduce takings** | 4% |
| **They make no difference** | 69% |
| **Takings increase** | 23% |
| **We don't open for business during them** | 4% |

| | |
|---|---|
| **Which of the events give the best results** | |
| **Christmas Lights Switch On** | 18% |
| **The Victorian Christmas Fayre** | 91% |
| **The CiCLE Classic** | 18% |
| **The Melton Country Fair** | 9% |
| **Melton Food and Drink Festival** | 9% |
| **Other** | 9% |

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

- "The Best Music Concert/ Festival in the area"
- "Antiques street market as done in Uppingham. Arts Centre?"
- "More events to all the different ages"
- "music festivals"
- "Used to like the foreign markets if advertised right. Which I think the town has got better at doing"
- "Specialist markets. Arts fair, Live Music 'Buskival'"
- "Use the co op building as a bowling alley. Considering the size of the town we lack leisure facilities."
- "Primark Store"
- "A fishing lake/ fishing event in the Country Park"

Rate the following aspects of the town

| | |
|---|---|
| **Accessibility on foot** | |
| **Excellent** | 29% |
| **Acceptable** | 68% |
| **Some aspects unsatisfactory** | - |
| **Poor** | 4% |

| | |
|---|---|
| **Accessibility by car** | |
| **Excellent** | 4% |
| **Acceptable** | 54% |
| **Some aspects unsatisfactory** | 36% |
| **Poor** | 7% |

| | |
|---|---|
| **Access by bus or train** | |
| **Excellent** | 7% |
| **Acceptable** | 86% |
| **Some aspects unsatisfactory** | 4% |
| **Poor** | 4% |

| | |
|---|---|
| Car parking provision | |
| Excellent | - |
| Acceptable | 43% |
| Some aspects unsatisfactory | 32% |
| Poor | 25% |

| | |
|---|---|
| Car parking costs | |
| Excellent | 4% |
| Acceptable | 14% |
| Some aspects unsatisfactory | 43% |
| Poor | 39% |

| | |
|---|---|
| Car parking costs | |
| Excellent | 4% |
| Acceptable | 14% |
| Some aspects unsatisfactory | 43% |
| Poor | 39% |

| | |
|---|---|
| **Convenience for deliveries** | |
| **Excellent** | 4% |
| **Acceptable** | 48% |
| **Some aspects unsatisfactory** | 30% |
| **Poor** | 19% |

| | |
|---|---|
| **Convenience for deliveries** | |
| **Excellent** | 4% |
| **Acceptable** | 48% |
| **Some aspects unsatisfactory** | 30% |
| **Poor** | 19% |

| | |
|---|---|
| **Physical appearance (buildings/ pavements etc)** | |
| **Excellent** | 8% |
| **Acceptable** | 62% |
| **Some aspects unsatisfactory** | 27% |
| **Poor** | 4% |

| | |
|---|---|
| **Physical appearance (buildings/ pavements etc)** | |
| **Excellent** | 8% |
| **Acceptable** | 62% |
| **Some aspects unsatisfactory** | 27% |
| **Poor** | 4% |

| | |
|---|---|
| **Cleanliness (litter/ graffiti/ vandalism** | |
| **Excellent** | 14% |
| **Acceptable** | 68% |
| **Some aspects unsatisfactory** | 18% |
| **Poor** | - |

| | |
|---|---|
| **Landscaping (open spaces/ planting)** | |
| **Excellent** | 26% |
| **Acceptable** | 63% |
| **Some aspects unsatisfactory** | 11% |
| **Poor** | - |

| | |
|---|---|
| **Signage/ Information** | |
| **Excellent** | 14% |
| **Acceptable** | 57% |
| **Some aspects unsatisfactory** | 25% |
| **Poor** | 4% |

| | |
|---|---|
| **Variety of shops** | |
| **Excellent** | - |
| **Acceptable** | 35% |
| **Some aspects unsatisfactory** | 42% |
| **Poor** | 23% |

| | |
|---|---|
| **Variety of cafes/ eating places/ pubs** | |
| **Excellent** | 35% |
| **Acceptable** | 62% |
| **Some aspects unsatisfactory** | 4% |
| **Poor** | - |

| | |
|---|---|
| **Variety of cafes/ eating places/ pubs** | |
| **Excellent** | 35% |
| **Acceptable** | 62% |
| **Some aspects unsatisfactory** | 4% |
| **Poor** | - |

| | |
|---|---|
| **The market offer** | |
| **Excellent** | 15% |
| **Acceptable** | 63% |
| **Some aspects unsatisfactory** | 11% |
| **Poor** | 11% |

| | |
|---|---|
| **Image of the town centre** | |
| **Excellent** | 11% |
| **Acceptable** | 64% |
| **Some aspects unsatisfactory** | 21% |
| **Poor** | 4% |

| | |
|---|---|
| **Promotion and marketing** | |
| **Excellent** | 11% |
| **Acceptable** | 70% |
| **Some aspects unsatisfactory** | 15% |
| **Poor** | 4% |

| | |
|---|---|
| **Daytime safety** | |
| **Excellent** | 25% |
| **Acceptable** | 71% |
| **Some aspects unsatisfactory** | 4% |
| **Poor** | - |

| | |
|---|---|
| **Evening safety** | |
| **Excellent** | 11% |
| **Acceptable** | 74% |
| **Some aspects unsatisfactory** | 15% |
| **Poor** | - |

**Please write two suggestions that you feel would make the strongest contribution to improving Melton Mowbray's town centre:**

- "A covered market place. More benches to sit on"
- "Stop them gangs of charity workers who position themselves through Nottingham St and Market Place, this is becoming ever more irritating"
- "Removal of Thorpe End parking has caused Burton St to be full on Tuesdays. I buy a weekly ticket from Burton St but have to pay additional

£3.00 to park at Station most weeks. Special parking for Tuesday Market square vehicles would help"

- "community activity"
- "Better variety of shops. Improved parking facilities and cost."
- "Payment for car parking when drivers leave, because customers don't stay in the town centre because their parking is running out. This happens often. This system would also increase revenue for council, and reduce payments for traffic wardens"
- "Bigger retailers e.g. Next, Top Shop and more variety."
- "Better variety of shops. Toilet facilities"
- "Reduce parking costs. Improve variety of shops"
- "Allow Melton to grow. Build the new houses which will bring in a larger customer base which will allow businesses to grow, new businesses to come into town which will then lead to more money to improve road networks. Free car parking"
- "Cheaper car parking. No more edge of town supermarkets with free parking."
- "Free parking Tuesday/ Sats. Variations of shops/ bars"
- "A combined early evening shopping/ eating day. To promote both independent retail and the evening economy....Thursdays. A rural food visitor centre with micro businesses and farmers shop....Bell Centre"
- "Better traffic management on ring road"
- "Cheaper car parking. Less charity shops"

- "More mainstream clothing shops"
- "Primark- for all ages/ house. Next- clothing for all ages"
- "Reduction in car parking costs. Reduction in heavy traffic"

- "Bypass- far too much traffic in town centre. More shop signage in town square for shops, off the beaten track"
- "Free parking (4 hrs) Wider selection of shops"

- "More new build development= more people to the town centre"
- "Less empty shops. More toilet facilities. F.O.C>"
- "More child friendly families."
- "You need to find a way to promote/ include businesses that are outside the central hub of the town e.g. our location on Mill Street is outside of this central hub area. There are plenty of businesses situated in similar locations that miss out because all activity is focussed on the central hub."
- "More seating"

**What retailers would you like to see in Melton's town centre?**

- "Marks and Spencer's/ Next"
- "Deli, independent bakers etc to enhance the food side of the town"

- "Anything that is not a charity shops, estate agent, bank etc. More clothing and food retailers. (Conv Stores) More shoes. Town centre e post office needed"
- "Sport Direct. JD Sport"
- "High Street clothes shops (especially for men). More quirky independent shops."
- "More independent retailers"
- "Department style. Debenhams"
- "Next. Primark"
- "Any that increase footfall"
- "Any apart form £1 shops and charity shops"
- "M and S. Next"
- "Menswear! Game or Swimwear"

- "M and S. Known clothing shops"
- "Next, Primark, M and S, New Look, Dunelm, Top Man, Claires Accessories"
- "Clothes shops for children/ young adults, men and women- High Street named shops"
- "Next"
- "Next"
- "Any independents. Male clothing/ woman clothing (Outfit). Topman/ Topshop/ Primark- I believe this would bring people into the town which then would give more chance of independent shops to be recognised"
- "Next, M and S"
- "clothes shops"
- "Clothing and footwear"
- "Clothing shops (men, women, children) Sports shops. Bargain stores"
- "Large retailers such as M and S, Next, Debenhams etc. These would attract more people to come to the centre and prevent locals from looking elsewhere e.g. Leicester"
- "M and S/ Post Office/ Small Food"

**Which food/ drink establishments would you like to see in Melton's town centre?**

- "A well managed bistro. Pizza express is the only good standard average eat out place. How about attracting a Cafe Rouge"
- "Starbucks"
- "I think the food and drink facilities are pretty good"
- "More independent retailers"
- "None Needed"
- "No more"
- "Proper restaurants"
- "No more we have too many"
- "Think we have enough"

- "no more"
- "A Jamie Restaurant. A Pie and Mash shop/ restaurant"
- "No more or a nice wine bar"
- "Nandos, Noodle Bar. Yo Sushi"
- "Already have plenty of choice"
- "Nandos"
- "Desert parlour"
- "All ok"
- "Good mix currently"
- "More than enough now"
- "More local/ small business"
- "Independent ones"

**What leisure and cultural facilities would you like to see in Melton's town centre?**

- "Bowling Alley and Squash Courts"
- "Ten pin bowling perhaps or a new leisure complex with swimming and leisure pools etc and much more parking. Perhaps the current Waterfield site could be redeveloped into a retirement complex with its convenient location to the town centre"
- "Definitely an Arts Centre- ideally in the College Annexe building near Windsor St- or close to the revamped theatre"
- "Any cultural would be nice"
- "Bowling Alley or Skating Rink"
- "Book fairs"
- "Extra themed markets"
- "Anything to bring the visitors in and be in the town centre. Not the cattle market. We need more footfall in the town."
- "Bowling. Leisure Centre"
- "A canopy over market place for more live music. Performance Arts and specialist markets including art and flowers etc. A bowling alley"
- "Squash courts"
- "Bowling Alley. Ice Skating"
- "Already have choice"
- "All ok"
- "Leisure Centre/ Facilities with childcare/ crèche youth club"
- "Anything that promotes Melton's food and rural history. For us, something based on the towns love of hunting, shooting and fishing"

## KPI 11: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users 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 can be very different to someone who has never been to the place before.

The following percentage figures are based upon the **0** completed Town Centre User Surveys.

| | Nat. Large Towns % | Nat. Small Towns % | East Mids Large Towns % | East Mids Small Towns% | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| **Gender** | | | | | | |
| **Male** | 36 | 37 | 54 | 38 | 38 | n/a |
| **Female** | 64 | 63 | 46 | 62 | 62 | n/a |
| | | | | | | |
| **Age** | | | | | | |
| **16-25** | 10 | 7 | 41 | 3 | 8 | n/a |
| **26-35** | 15 | 11 | 7 | 12 | 13 | n/a |
| **36-45** | 19 | 20 | 7 | 22 | 18 | n/a |
| **46-55** | 24 | 20 | 5 | 18 | 24 | n/a |
| **56-65** | 17 | 18 | 14 | 18 | 20 | n/a |
| **Over 65** | 15 | 23 | 27 | 28 | 17 | n/a |
| | | | | | | |
| **What do you generally visit the Town Centre for?** | | | | | | |
| **Work** | 19 | 10 | 23 | 5 | 14 | n/a |
| **Convenience Shopping** | 22 | 40 | 18 | 55 | 32 | n/a |
| **Comparison Shopping** | 19 | 6 | 13 | 7 | 19 | n/a |
| **Access Services** | 18 | 22 | 21 | 14 | 11 | n/a |
| **Leisure** | 14 | 12 | 15 | 11 | 17 | n/a |
| **Other** | 8 | 9 | 11 | 7 | 6 | n/a |
| | | | | | | |

| How often do you visit the Town Centre | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns% | Typ. 2 | Melton % |
|---|---|---|---|---|---|---|
| Daily | 21 | 20 | 20 | 21 | 21 | n/a |
| More than once a week | 30 | 38 | 46 | 42 | 33 | n/a |
| Weekly | 21 | 21 | 16 | 20 | 21 | n/a |
| Fortnightly | 8 | 7 | 4 | 5 | 8 | n/a |
| More than once a Month | 7 | 4 | 3 | 4 | 5 | n/a |
| Once a Month or Less | 12 | 9 | 5 | 7 | 12 | n/a |
| First Visit | 1 | 1 | 5 | 1 | 0 | n/a |
| | | | | | | n/a |
| How do you normally travel into the Town Centre? | | | | | | |
| On Foot | 25 | 34 | 42 | 45 | 32 | n/a |
| Bicycle | 1 | 2 | 4 | 1 | 3 | n/a |
| Motorbike | 0 | 1 | 0 | 1 | 2 | n/a |
| Car | 60 | 57 | 33 | 51 | 56 | n/a |
| Bus | 10 | 4 | 19 | 0 | 4 | n/a |
| Train | 1 | 1 | 1 | 0 | 2 | n/a |
| Other | 1 | 1 | 0 | 2 | 1 | n/a |
| | | | | | | |
| On average, on your normal visit to the Town Centre how much do you normally spend? | | | | | | |
| Nothing | 2 | 3 | 3 | 2 | 2 | n/a |
| £0.01-£5.00 | 11 | 13 | 11 | 11 | 7 | n/a |
| £5.01-£10.00 | 20 | 25 | 31 | 33 | 21 | n/a |
| £10.01-£20.00 | 26 | 32 | 32 | 36 | 28 | n/a |
| £20.01-£50.00 | 30 | 21 | 21 | 17 | 33 | n/a |
| More than £50.00 | 10 | 6 | 3 | 2 | 9 | n/a |
| | | | | | | |

| What are the positive aspects of the Town Centre? | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| Physical appearance | 39 | 45 | 60 | 29 | 73 | n/a |
| Cleanliness | 38 | 52 | 61 | 32 | 60 | n/a |
| Retail Offer | 34 | 27 | 44 | 15 | 47 | n/a |
| Customer Service | 25 | 43 | 61 | 15 | 35 | n/a |
| Cafes/ Restaurants | 59 | 52 | 77 | 34 | 70 | n/a |
| Access to Services | 61 | 63 | 68 | 21 | 60 | n/a |
| Leisure Facilities | 20 | 20 | 52 | 5 | 24 | n/a |
| Cultural Activities/Events | 24 | 23 | 37 | 9 | 34 | n/a |
| Pubs/ Bars/ Nightclubs | 29 | 35 | 48 | 15 | 36 | n/a |
| Transport Links | 22 | 28 | 56 | 6 | 22 | n/a |
| Ease of walking around the town centre | 62 | 67 | 79 | 38 | 76 | n/a |
| Convenience e.g. near where you live | 60 | 71 | 69 | 57 | 63 | n/a |
| Safety | 28 | 43 | 68 | 12 | 43 | n/a |
| Car Parking | 25 | 39 | 37 | 27 | 33 | n/a |
| Markets | 36 | 27 | 69 | 25 | 46 | n/a |
| Other | 5 | 5 | 2 | 6 | 4 | n/a |
| | | | | | | |

| What are the negative aspects of the Town Centre? | Nat. Large Towns % | Nat. Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| Physical appearance | 42 | 34 | 19 | 39 | 14 | n/a |
| Cleanliness | 35 | 19 | 23 | 23 | 20 | n/a |
| Retail Offer | 40 | 54 | 36 | 55 | 35 | n/a |
| Customer Service | 10 | 9 | 4 | 9 | 11 | n/a |
| Cafes/ Restaurants | 10 | 15 | 4 | 8 | 9 | n/a |
| Access to Services | 5 | 13 | 9 | 41 | 14 | n/a |
| Leisure Facilities | 15 | 30 | 13 | 34 | 18 | n/a |
| Cultural Activities/Events | 18 | 28 | 17 | 22 | 18 | n/a |
| Pubs/ Bars/ Nightclubs | 16 | 18 | 11 | 14 | 13 | n/a |
| Transport Links | 21 | 23 | 26 | 14 | 26 | n/a |
| Ease of walking around the town centre | 13 | 7 | 6 | 4 | 7 | n/a |
| Convenience e.g. near where you live | 7 | 6 | 11 | 6 | 9 | n/a |
| Safety | 15 | 9 | 9 | 10 | 7 | n/a |
| Car Parking | 48 | 43 | 43 | 44 | 51 | n/a |
| Markets | 15 | 25 | 9 | 14 | 16 | n/a |
| Other | 14 | 10 | 2 | 18 | 12 | n/a |
| How long do you stay in the Town Centre? | | | | | | |
| Less than an hour | 12 | 42 | 19 | 63 | 18 | n/a |
| 1-2 Hours | 35 | 38 | 40 | 20 | 38 | n/a |
| 2-4 Hours | 29 | 12 | 26 | 10 | 32 | n/a |
| 4-6 Hours | 10 | 2 | 5 | 4 | 6 | n/a |
| All Day | 11 | 5 | 10 | 2 | 7 | n/a |
| Other | 2 | 1 | 0 | 0 | 1 | n/a |
| | | | | | | |
| Would you recommend a visit to the Town Centre? | | | | | | |
| Yes | 69 | 65 | 95 | 51 | 88 | n/a |
| No | 31 | 35 | 5 | 49 | 12 | n/a |
| | | | | | | |

## KPI 12: SHOPPERS ORIGIN SURVEY

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 postcodes gathered from businesses are 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

| | National Large Towns % | National Small Towns % | East Mids. Large Towns % | East Mids. Small Towns % | Typ. 2 % | Melton % |
|---|---|---|---|---|---|---|
| **Locals** | 64 | 58 | 83 | 83 | 59 | 40 |
| **Visitors** | 24 | 33 | 11 | 11 | 28 | 42 |
| **Tourists** | 12 | 9 | 6 | 6 | 13 | 18 |

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