# Market Town Benchmarking

Measuring the performance of town centres

# Amble
# 2013 Report

December 2013

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## EXECUTIVE SUMMARY

**Retail**

- 51% of the units in the town centre are A1 Shops whilst 11% are A2 Financial and Professional Services and 10% Restaurants and Cafes.
- 71% of the A1 Shops in Amble town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.
- 78% of the A1 shops in Amble are Regional/ Independent which is 13% higher than the Regional average, whilst 22% have a nationwide presence, 17% of which are Multiple traders.
- The majority of town centre users visited Amble for 'Convenience Shopping' (57%).
- 90% of those interviewed visited Amble at least once a week.
- Half of town centre users travelled to Amble 'On Foot'.
- 38% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre which is higher than the Regional (30%), National (32%) and Typology (32%) averages.
- 71% of town centre users felt that the 'variety of shops' in the town centre was either 'Good' (55%) or 'Very Good', (16%) considerably higher than the Regional (44%), National (52%) and Typology (29%) averages.
- 74% of respondents stayed in Amble town centre for less than 2hours.

**Vacancy rates:**

- 7% of the units in the defined town centre were vacant at the time of the audit. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

**Footfall:**

- The table highlights that footfall in Amble on a Busy Day is 62 persons per 10 minutes, whilst on a Quiet Day the figure is 53. Both set of figures are noticeably lower than the Regional (154/115), National (122/90) and Typology (181/135) averages.

**Car Parking:**

- Overall, on a Busy Day 40% of all car parking is vacant, whilst this figure increases to 58% on a Quiet Day. Both figures are higher than the National averages of 28% on a Busy Day and 36% on a Quiet Day. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.

- 91% of businesses stated that 'Car Parking' was a negative aspect of operating in Amble town centre considerably higher than the National (53%), Regional (53%) and Typology averages. (46%)

- 69% of town centre users stated that 'Car Parking' was a negative aspect of Amble, 30% higher than the National average.

- Qualitative comments from both Businesses and Town Centre Users focussed on the need to improve 'Car Parking.'

**Business Confidence:**

- 55% of business respondents stated that compared to last year their turnover had 'increased' which is higher than the Regional (33%), National (38%) and Typology (23%) figures.

- 58% of businesses felt that over the next 12 months their 'Turnover' would 'stay the same'.

- 75% of businesses felt that 'Potential local customers' were the most positive aspect of operating in Amble town centre and 67% stated 'Potential tourist customers,' noticeably higher than the National average of 41%.

- 92% of businesses had not suffered from crime over the last 12 months.

**Users Views:**

- Replicating the National patterns the three most positive aspects of the town centre were 'Convenience e.g. near where you live' (83%), 'Ease of walking around the town centre' (80%) and 'Access to Services' (77%). 68% of town centre users also rated 'Shopping' positively, higher than the Regional (42%), National (49%) and Typology (29%) figures.

- 61% of respondents reported that the 'leisure and cultural' offering in Amble town centre was 'Poor' (45%) or 'Very Poor' (16%).

- Town Centre Users suggestions to improve Amble focussed on ‘Car Parking’, ‘Cleanliness’, ‘Retail Offer’ and ‘Shop Fronts’.

- 53% felt that ‘Leisure Facilities’ and 48% ‘Cultural Activities’ (48%) were negative aspects of the town centre.

# 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. 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.

AMT 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 amt-i, the research division of national membership organization and registered charity Action for Market towns 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. Amble with 87 units is classed as a Small 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 2013.
- 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. Amble is classed as a Typology 6 town.

Information on towns contributing to Benchmarking in 2013, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

**The Reports**

The Annual AMT 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 | 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 | Valuation Office Agency/ Local Commercial Agents |
| KPI 8: Footfall | Footfall Survey on a Busy Day and a Quiet Day |
| KPI 9: Car Parking Availability and Usage | Audit on Busy Day and Quiet Day |
| KPI 10: Business Confidence Survey | Postal Survey |
| KPI 11: Town Centre Users Survey | Face to Face Surveys/ Online Survey |
| KPI 12: Shoppers Origin Survey | Shoppers Origin Survey |

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 81 occupied units recorded.

| | Amble % | North East Small Towns % | National Small Towns % | Typology 6% |
|---|---|---|---|---|
| **A1** | 51 | 53 | 53 | 53 |
| **A2** | 11 | 13 | 14 | 12 |
| **A3** | 10 | 9 | 8 | 7 |
| **A4** | 6 | 5 | 4 | 6 |
| **A5** | 9 | 4 | 5 | 5 |
| **B1** | 6 | 3 | 3 | 3 |
| **B2** | 0 | 0 | 0 | 0 |
| **B8** | 0 | 0 | 0 | 0 |
| **C1** | 1 | 1 | 1 | 1 |
| **C2** | 0 | 0 | 0 | 0 |
| **C2A** | 0 | 0 | 0 | 0 |
| **D1** | 1 | 6 | 6 | 5 |
| **D2** | 0 | 1 | 1 | 1 |
| **SG** | 5 | 5 | 5 | 6 |
| **Not Recorded** | 0 | 0 | 0 | 0 |

51% of the units in the town centre are A1 Shops whilst 11% are A2 Financial and Professional Services and 10% Restaurants and Cafes.

**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.

| | Amble % | North East Small Towns % | National Small Towns | Typology 6% |
|---|---|---|---|---|
| **Comparison** | 71 | 76 | 79 | 77 |
| **Convenience** | 29 | 24 | 21 | 23 |

71% of the A1 Shops in Amble town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.

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**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.

| | Amble % | North East Small Towns % | National Small Towns % | Typology 6% |
|---|---|---|---|---|
| **Key Attractor** | 5 | 8 | 6 | 8 |
| **Multiple** | 17 | 27 | 19 | 29 |
| **Regional and Independent** | 78 | 65 | 75 | 64 |

78% of the A1 shops in Amble are Regional/ Independent which is 13% higher than the Regional average, whilst 22% have a nationwide presence, 17% of which are Multiple traders.

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**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.

| | Amble % | North East Small Towns % | National Small Towns % | Typology 6% |
|---|---|---|---|---|
| **Vacant Units** | 7 | 9 | 8 | 9 |

7% of the units in the defined town centre were vacant at the time of the audit. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

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**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.

| | Amble | North East Small Towns | National Small Towns | Typology 6 |
|---|---|---|---|---|
| **Average number of traders at a market** | n/a | 15 | 17 | 14 |

A regular weekly weekday market is not held in Amble.

**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.

| | Amble | North East Small Towns | National Small Towns | Typology 6 |
|---|---|---|---|---|
| **Zone A** | 15 | 28 | 27 | 28 |
| **% Net Yield** | 6 | 8 | 8 | 8 |

Zone A Rent figures provided for Amble were £15 per sq. ft. which is lower than the Regional, National and Typology figures. Net Prime Retail Property Yield was recorded at 6%.

**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, outside S and M Electrics to Lawrences on Queen Street.

| | Amble | North East Small Towns | National Small Towns | Typology 6 |
|---|---|---|---|---|
| **Busy Day** | 62 | 154 | 122 | 181 |
| **Quiet Day** | 53 | 115 | 90 | 135 |

The table highlights that footfall in Amble on a Busy Day is 62 persons per 10 minutes, whilst on a Quiet Day the figure is 53. Both set of figures are noticeably lower than the Regional (154/115), National (122/90) and Typology (181/135) averages.

Individual footfall counts are provided in the table below.

| Outside S and M Electrics to Lawrences, Queen Street | | | |
|---|---|---|---|
| **Time** | **Busy Day** | **Time** | **Quiet Day** |
| **10.00-10.10** | 63 | **10.00-10.10** | 42 |
| **11.00-11.10** | 64 | **11.00-11.10** | 72 |
| **12.00-12.10** | 58 | **12.00-12.10** | 49 |
| **Total** | **185** | **Total** | **163** |
| **Average** | **62** | **Average** | **53** |

**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 broken down into the;

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

| | Amble | Amble % | North East Small Towns % | National Small Towns % | Typ. 6% |
|---|---|---|---|---|---|
| **Car Park:** | | | | | |
| **Total Spaces:** | 213 | 66 | 90 | 88 | 91 |
| **Short Stay Spaces: (4 hours and under)** | 17 | 8 | 51 | 47 | 52 |
| **Long Stay Spaces: (Over 4 hours)** | 194 | 91 | 42 | 41 | 46 |
| **Disabled Spaces:** | 2 | 1 | 3 | 4 | 2 |
| **Not Registered** | 0 | 0 | 3 | 8 | 0 |
| **Vacant Spaces on a Busy Day:** | 107 | 50 | 27 | 30 | 29 |
| **Vacant Spaces on a Quiet Day:** | 146 | 69 | 34 | 38 | 38 |
| **On Street:** | | | | | |
| **Total Spaces:** | 108 | 34 | 10 | 12 | 9 |
| **Short Stay Spaces: (4 hours and under)** | 0 | 0 | 59 | 56 | 48 |
| **Long Stay Spaces: (Over 4 hours)** | 108 | 100 | 36 | 36 | 46 |
| **Disabled Spaces:** | 0 | 0 | 6 | 4 | 5 |
| **Not Registered** | 0 | 0 | 0 | 4 | 0 |
| **Vacant Spaces on a Busy Day:** | 20 | 19 | 18 | 14 | 30 |
| **Vacant Spaces on a Quiet Day:** | 41 | 38 | 26 | 22 | 41 |

| Overall | | | | | |
|---|---|---|---|---|---|
| **Total Spaces:** | 321 | n/a | n/a | n/a | n/a |
| **Short Stay Spaces: (4 hours and under)** | 17 | 5 | 52 | 48 | 51 |
| **Long Stay Spaces: (Over 4 hours)** | 302 | 94 | 41 | 40 | 46 |
| **Disabled Spaces:** | 2 | 1 | 3 | 4 | 3 |
| **Not Registered** | 0 | 0 | 3 | 7 | 0 |
| **Vacant Spaces on a Busy Day:** | 127 | 40 | 26 | 28 | 29 |
| **Vacant Spaces on a Quiet Day:** | 187 | 58 | 33 | 36 | 38 |

66% of all car parking in Amble is in designated car parks.

94% of spaces are available for 'Long Stay'.

Overall, on a Busy Day 40% of all car parking is vacant, whilst this figure increases to 58% on a Quiet Day. Both figures are higher than the National averages of 28% on a Busy Day and 36% on a Quiet Day. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.

**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 focussed on looking at issues which are of concern and how to improve them.

The following tables are based on the 12 responses from the Business Confidence Survey.

| | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **What is the nature of your business?** | | | | |
| **Retail** | 42 | 41 | 59 | 56 |
| **Financial/ Professional Services** | 42 | 24 | 18 | 19 |
| **Public Sector** | 0 | 2 | 2 | 2 |
| **Food and Drink** | 17 | 19 | 12 | 17 |
| **Other** | 0 | 14 | 10 | 6 |
| **What type of business are you?** | **Amble %** | **North East Small Towns %** | **National Small Towns %** | **Typology 6 %** |
| **Multiple Trader** | 8 | 10 | 11 | 10 |
| **Regional** | 8 | 8 | 6 | 9 |
| **Independent** | 83 | 82 | 83 | 81 |

83% of respondents were 'Independent' traders.

| How long has your business been in the town? | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Less than one year** | 0 | 5 | 7 | 4 |
| **One to five years** | 25 | 19 | 21 | 14 |
| **Six to ten years** | 0 | 14 | 15 | 7 |
| **More than ten years** | 75 | 63 | 57 | 75 |

Three quarters of respondents had been based in Amble for 'More than ten years.'

| Compared to last year has your turnover…….?, | Amble % | North East Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Increased** | 55 | 33 | 38 | 23 |
| **Stayed the same** | 18 | 34 | 34 | 31 |
| **Decreased** | 27 | 33 | 28 | 46 |

55% of business respondents stated that compared to last year their turnover had 'increased' which is higher than the Regional (33%), National (38%) and Typology (23%) figures.

| Compared to last year has your profitability…….? | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Increased** | 36 | 26 | 30 | 16 |
| **stayed the same** | 27 | 34 | 37 | 35 |
| **Decreased** | 36 | 40 | 33 | 49 |

36% of business respondents reported that compared to last year their profitability had 'Increased' whilst the same figure stated 'Decreased.'

| Over the next 12 months do you think your turnover will…….? | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Increase** | 42 | 33 | 44 | 31 |
| **Stay the same** | 58 | 50 | 40 | 43 |
| **Decrease** | 0 | 17 | 16 | 26 |

58% of businesses felt that over the next 12 months their ‘Turnover’ would ‘stay the same’.

| What are the positive aspects of having a business located in the town? (Multiselect) | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Prosperity of the town** | 25 | 39 | 45 | 27 |
| **Labour pool** | 25 | 8 | 10 | 9 |
| **Environment** | 25 | 26 | 30 | 17 |
| **Geographical location** | 25 | 45 | 49 | 34 |
| **Mix of retail offer** | 33 | 26 | 39 | 23 |
| **Potential tourist customers** | 67 | 41 | 41 | 28 |
| **Potential local customers** | 75 | 80 | 78 | 82 |
| **Affordable housing** | 17 | 9 | 8 | 18 |
| **Transport links** | 8 | 24 | 26 | 26 |
| **Car parking** | 25 | 35 | 39 | 46 |
| **Rental values/property costs** | 33 | 11 | 16 | 17 |
| **Market(s)** | 8 | 14 | 18 | 18 |
| **Other** | 0 | 4 | 5 | 3 |

75% of businesses felt that 'Potential local customers' were the most positive aspect of operating in Amble town centre and 67% stated 'Potential tourist customers,' noticeably higher than the National average of 41%.

| What are the negative aspects of having a business located in the town? (Multiselect) | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Prosperity of the town** | 45 | 25 | 17 | 39 |
| **Labour pool** | 9 | 8 | 6 | 6 |
| **Environment** | 9 | 7 | 5 | 12 |
| **Geographical location** | 0 | 6 | 7 | 13 |
| **Mix of retail offer** | 0 | 22 | 19 | 23 |
| **Potential tourist customers** | 0 | 7 | 7 | 11 |
| **Potential local customers** | 0 | 3 | 3 | 4 |
| **Affordable housing** | 9 | 7 | 10 | 4 |
| **Transport links** | 9 | 21 | 14 | 19 |
| **Car Parking** | 91 | 53 | 53 | 46 |
| **Rental values/property costs** | 9 | 37 | 35 | 38 |
| **Market(s)** | 0 | 12 | 10 | 9 |
| **Local business competition** | 0 | 20 | 18 | 19 |
| **Competition from other places** | 27 | 36 | 33 | 37 |
| **Competition from the Internet** | 27 | 35 | 39 | 31 |
| **Other** | 0 | 9 | 7 | 7 |

91% of businesses stated that 'Car Parking' was a negative aspect of operating in Amble town centre considerably higher than the National (53%), Regional (53%) and Typology averages. (46%)

| Has your business suffered from any crime over the last 12 months? | Amble % | North East Small Towns % | National Small Towns % | Typology 6 % |
|---|---|---|---|---|
| **Yes** | 8 | 22 | 26 | 23 |
| **No** | 92 | 78 | 74 | 77 |
| **What type of crime has your business suffered over the last 12 months (Multiselect)** | **Amble %** | **North East Small Towns %** | **National Small Towns %** | **Typology 6 %** |
| **Theft** | 0 | 46 | 72 | 43 |
| **Abuse** | 0 | 13 | 13 | 13 |
| **Criminal damage** | 100 | 46 | 39 | 52 |
| **Other** | 9 | 15 | 6 | 0 |

92% of businesses had not suffered from crime over the last 12 months.

**What TWO suggestions would you make to improve the economic performance of the Town Centre?**

‘Car parking’ was the key theme to emerge from the comments**.**

- "More leisure amenities. Media coverage/ promotion."
- "Improve parking. Improve parking."
- "Better marketing of the benefits the town has to offer. Improve traffic congestion on market days- this may be deterring people."
- "Do not let Tesco build a superstore! More publicity"
- "Put an Asda/ Lidl on the industrial estate."
- "Lower rates of business. Car park."
- "Car parking. Cheaper business rates."
- "Realistic parking strategy. Investment in office space."
- "Tidy the streets. Move teenagers on"
- "Any ideas which would increase employment locally."
- "Sort the nightmare parking out!!!!"
- "Better signage. Better parking system."

**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 130 responses from the paper based and online Town Centre Users Survey.

| | Amble % | North East Small Towns% | National Small Towns% | Typ. 6 % |
|---|---|---|---|---|
| **Gender** | | | | |
| **Male** | 52 | 42 | 38 | 41 |
| **Female** | 48 | 58 | 62 | 59 |
| **Age** | | | | |
| **16-25** | 3 | 6 | 8 | 7 |
| **26-35** | 8 | 10 | 10 | 12 |
| **36-45** | 12 | 19 | 17 | 19 |
| **46-55** | 20 | 21 | 19 | 21 |
| **56-65** | 29 | 24 | 20 | 23 |
| **Over 65** | 28 | 20 | 26 | 17 |

| What do you generally visit the Town Centre for? | | | | |
|---|---|---|---|---|
| **Work** | 11 | 14 | 15 | 13 |
| **Convenience Shopping** | 57 | 51 | 42 | 49 |
| **Comparison Shopping** | 2 | 4 | 5 | 6 |
| **Access Services** | 13 | 15 | 17 | 16 |
| **Leisure** | 5 | 10 | 13 | 10 |
| **Other** | 12 | 6 | 9 | 6 |

The majority of town centre users visited Amble for 'Convenience Shopping' (57%).

| How often do you visit the Town Centre | | | | |
|---|---|---|---|---|
| **Daily** | 37 | 29 | 29 | 26 |
| **More than once a week** | 43 | 43 | 39 | 41 |
| **Weekly** | 10 | 16 | 15 | 18 |
| **Fortnightly** | 4 | 4 | 5 | 4 |
| **More than once a Month** | 1 | 2 | 3 | 3 |
| **Once a Month or Less** | 5 | 6 | 7 | 8 |
| **First Visit** | 0 | 0 | 2 | 0 |

90% of those interviewed visited Amble at least once a week.

| How do you normally travel into the Town Centre? | | | | |
|---|---|---|---|---|
| On Foot | 50 | 36 | 37 | 35 |
| Bicycle | 2 | 1 | 2 | 1 |
| Motorbike | 1 | 0 | 1 | 0 |
| Car | 45 | 56 | 53 | 55 |
| Bus | 1 | 6 | 6 | 8 |
| Train | 0 | 0 | 1 | 0 |
| Other | 1 | 1 | 1 | 1 |
| **On average, on your normal visit to the Town Centre how much do you normally spend?** | | | | |
| Nothing | 2 | 3 | 3 | 4 |
| £0.01-£5.00 | 14 | 11 | 13 | 11 |
| £5.01-£10.00 | 29 | 24 | 26 | 24 |
| £10.01-£20.00 | 38 | 30 | 32 | 32 |
| £20.01-£50.00 | 16 | 24 | 20 | 23 |
| More than £50.00 | 2 | 7 | 6 | 6 |

50% of town centre users travelled into Amble 'On Foot'.

38% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre which is higher than the Regional (30%), National (32%) and Typology (32%) averages.

| How do you rate the physical appearance of the town centre? | | | | |
|---|---|---|---|---|
| **Very Good** | 4 | 11 | 17 | 5 |
| **Good** | 58 | 49 | 58 | 37 |
| **Poor** | 41 | 28 | 20 | 37 |
| **Very Poor** | 6 | 12 | 6 | 21 |
| **How do you rate the cleanliness of the town centre?** | | | | |
| **Very Good** | 0 | 10 | 16 | 5 |
| **Good** | 48 | 55 | 63 | 47 |
| **Poor** | 44 | 27 | 18 | 36 |
| **Very Poor** | 8 | 7 | 4 | 12 |

58% of town centre users felt that the physical appearance of Amble was 'Good'.

48% of town centre users rated the cleanliness of Amble as 'Good'.

| How do you rate the variety of shops in the town centre? | | | | |
|---|---|---|---|---|
| Very Good | 16 | 7 | 8 | 5 |
| Good | 55 | 37 | 44 | 24 |
| Poor | 24 | 36 | 36 | 38 |
| Very Poor | 5 | 20 | 11 | 33 |
| **How do you rate the leisure and cultural offering in the town centre?** | | | | |
| Very Good | 2 | 8 | 10 | 3 |
| Good | 37 | 44 | 49 | 34 |
| Poor | 45 | 35 | 33 | 40 |
| Very Poor | 16 | 14 | 8 | 22 |

71% of town centre users felt that the 'variety of shops' in the town centre was either 'Good' (55%) or 'Very Good', (16%) considerably higher than the Regional (44%), National (52%) and Typology (29%) averages.

61% of respondents reported that the 'leisure and cultural' offering in Amble town centre was 'Poor' (45%) or 'Very Poor' (16%).

| What are the positive aspects of the Town Centre? | | | | |
|---|---|---|---|---|
| Physical appearance | 37 | 41 | 56 | 25 |
| Shopping | 68 | 42 | 49 | 29 |
| Restaurants | 57 | 44 | 44 | 36 |
| Access to Services | 77 | 73 | 75 | 68 |
| Leisure Facilities | 19 | 30 | 28 | 21 |
| Cultural Activities | 11 | 18 | 24 | 12 |
| Pubs/ Bars/ Nightclubs | 33 | 30 | 37 | 23 |
| Transport | 29 | 36 | 43 | 34 |
| Ease of walking around the town centre | 80 | 72 | 75 | 68 |
| Convenience e.g. near where you live | 83 | 71 | 70 | 66 |
| Safety | 47 | 39 | 48 | 31 |
| Car Parking | 21 | 41 | 46 | 38 |
| Markets | 52 | 25 | 34 | 17 |
| Other | 3 | 3 | 7 | 4 |

Replicating the National patterns the three most positive aspects of the town centre were 'Convenience e.g. near where you live' (83%), 'Ease of walking around the town centre' (80%) and 'Access to Services' (77%). 68% of town centre users also rated 'Shopping' positively, higher than the Regional (42%), National (49%) and Typology (29%) figures.

| What are the negative aspects of the Town Centre? | | | | |
|---|---|---|---|---|
| Physical appearance | 43 | 43 | 29 | 60 |
| Shopping | 22 | 48 | 42 | 62 |
| Restaurants | 14 | 23 | 28 | 25 |
| Access to Services | 4 | 8 | 10 | 9 |
| Leisure Facilities | 53 | 34 | 37 | 44 |
| Cultural Activities | 48 | 40 | 37 | 45 |
| Pubs/ Bars/ Nightclubs | 25 | 30 | 27 | 34 |
| Transport | 26 | 22 | 22 | 20 |
| Ease of walking around the town centre | 4 | 7 | 9 | 7 |
| Convenience e.g. near where you live | 4 | 6 | 8 | 8 |
| Safety | 6 | 13 | 13 | 15 |
| Car Parking | 69 | 40 | 39 | 43 |
| Markets | 4 | 32 | 29 | 37 |
| Other | 10 | 10 | 12 | 10 |

69% of town centre users stated that ‘Car Parking’ was a negative aspect of Amble, 30% higher than the National average. 53% felt that ‘Leisure Facilities’ and 48% ‘Cultural Activities’ (48%) were negative aspects of the town centre.

| How long do you stay in the Town Centre? | | | | |
|---|---|---|---|---|
| **Less than an hour** | 52 | 38 | 36 | 42 |
| **1-2 Hours** | 31 | 40 | 40 | 39 |
| **2-4 Hours** | 9 | 11 | 12 | 10 |
| **4-6 Hours** | 2 | 3 | 3 | 2 |
| **All Day** | 6 | 7 | 8 | 6 |
| **Other** | 0 | 1 | 1 | 1 |

74% of respondents stayed in Amble town centre for less than 2hours.

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

‘Car Parking’ was a key theme to emerge from the qualitative comments;

- "More car parking areas especially market day and free parking on these days"
- "Clearer parking - the inconsistency around the parking regulations (or at least the enforcement of them) makes access difficult - the use of yellow lines on the main shopping street seems particularly illogical - we want to be able to park conveniently for short periods of time some visual improvements"
- "Parking"
- "Parking facilities must be improved (provided!) To encourage visitors from outside of Amble."
- "Better parking - street in particular"
- "Improve street parking on Queen Street."
- "Car parking to improve no loss of existing ones."
- "Car parking - more of it"

‘Cleanliness’ was another common suggestion;

- "1 Deep clean the pavements, passageways and roads, THOROUGHLY. They look like they have never been cleaned for years. 2. Keep it clean that way it will encourage others to do the same. While the town is DIRTY some people don't care."
- Clean up Queen Street; get rid of cigarette ends, chewing gum paper, dog muck. I am a dog owner and could do with more waste bins around."
- "High pressure cleaning of pavements to remove, vomit, bird droppings, blood, takeaway grease from dropped food and cigarette butts. Cleaning to be done on a regular basis (weekly)"
- "Clean streets - dog mess and pigeon mess cause problems on footpaths."
- "Clean the pavements, chewing gum everywhere  Litter collection, chip shop area, more bins"
- "Remove litter, chewing gum and fag-ends in particular"

Comments also centred on improving the ‘Retail Offer’.

- "Drop any ideas of a supermarket, this will kill rather than improve the excellent High street and community spirit. Only thing we need is a men’s clothes shop."
- "Keep the shops small don't allow a large supermarket to be built."
- "Although local business owners would probably disagree I believe that the presence of larger businesses/chains i.e. an Argos or Wilkinson's should be encouraged as this would provide much needed access to higher order goods for local people and stop trade going out of town. Amble would also be more likely to benefit from shoppers from Warkworth, Acklington, Broomhill etc. who might otherwise travel to Alnwick and Ashington to shop."
- "Better quality and larger range of shops."
- "Attract a greater variety of shops."

- "Build supermarket -- any!!
- "More variety of shops."
- "Better supermarket - not Co-op! Argos"
- "Better variety of shops"

A full list of colour coded comments is available in the 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 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

| | Amble % | North East Small Towns % | National Small Towns % | Typology 6% |
|---|---|---|---|---|
| **Locals** | n/a | 57 | 53 | 61 |
| **Visitors** | n/a | 32 | 31 | 25 |
| **Tourists** | n/a | 11 | 16 | 14 |

Unfortunately only 39 post codes were returned from Businesses, 30 from Amble, 5 from Visitors and 4 from Tourists.

## APPENDIX

| Town Name | Small or Large | Region | Typology |
|---|---|---|---|
| Clay Cross | S | East Midlands | 6 |
| Melton | L | East Midlands | 2 |
| Bury St Edmunds | L | East of England | 2 |
| Diss | S | East of England | 2 |
| Ely | S | East of England | 5 |
| Huntingdon | S | East of England | 4 |
| Ramsey | S | East of England | 4 |
| St Ives | L | East of England | 4 |
| Wickham Market | S | East of England | 2 |
| Alnwick | S | North East | 2 |
| Amble | S | North East | 6 |
| Ashington | S | North East | 6 |
| Bedale | S | North East | 2 |
| Bedlington | S | North East | 6 |
| Berwick | L | North East | 6 |
| Blyth | S | North East | 6 |
| Cramlington | S | North East | 6 |
| Haltwhistle | S | North East | 2 |
| Hexham | S | North East | 5 |
| Hornsea | S | North East | 2 |
| Morpeth | S | North East | 1 |
| Ponteland | S | North East | 1 |
| Prudhoe | S | North East | 6 |
| Ripon | S | North East | 2 |
| Alsager | S | North West | 1 |
| Alston | S | North West | n/a |
| Appleby | S | North West | 2 |
| Buckley | S | North West | n/a |
| Colwyn Bay | L | North West | n/a |
| Congleton | S | North West | 8 |
| Connahs Quay | S | North West | n/a |
| Crewe | L | North West | n/a |
| Disley | S | North West | 1 |
| Flint | S | North West | n/a |
| Handforth | S | North West | n/a |
| Holmes Chapel | S | North West | 8 |
| Holywell | S | North West | n/a |
| Kendal | L | North West | 2 |

| | | | |
|---|---|---|---|
| Kirkby Stephen | S | North West | 2 |
| Knutsford | S | North West | 5 |
| Llangefni | S | North West | n/a |
| Macclesfield | L | North West | n/a |
| Middlewich | S | North West | 4 |
| Mold | S | North West | n/a |
| Nantwich | L | North West | 2 |
| Penrith | L | North West | 2 |
| Poynton | S | North West | n/a |
| Queensferry | S | North West | n/a |
| Rhyl | L | North West | n/a |
| Saltney | S | North West | n/a |
| Sandbach | S | North West | 8 |
| Shotton | S | North West | n/a |
| Wigton | S | North West | 7 |
| Wilmslow | L | North West | n/a |
| Wrexham | L | North West | n/a |
| Barrhead | S | Scotland | n/a |
| Forfar | S | Scotland | 2 |
| Bagshot | S | South East | 4 |
| Basingstoke (Top of Town) | S | South East | n/a |
| Hungerford | S | South East | 4 |
| Sandwich | S | South East | 5 |
| Stony Stratford | S | South East | n/a |
| Amesbury | S | South West | 4 |
| Blaenavon | S | South West | n/a |
| Bradford On Avon | S | South West | 5 |
| Callington | S | South West | 2 |
| Calne | S | South West | 4 |
| Chepstow | S | South West | n/a |
| Cirencester | L | South West | 2 |
| Corsham | S | South West | 2 |
| Cricklade | S | South West | 8 |
| Devizes | L | South West | 2 |
| Frome | S | South West | 2 |
| Liskeard | S | South West | 2 |
| Ludgershall | S | South West | 4 |
| Melksham | S | South West | 2 |
| Pewsey | S | South West | 2 |
| Royal Wootton Bassett | S | South West | 8 |
| Tavistock | S | South West | 2 |

| | | | |
|---|---|---|---|
| Trowbridge | L | South West | 2 |
| Warminster | S | South West | 2 |
| Westbury | S | South West | 2 |
| Westbury on Trym | S | South West | n/a |
| Wilton | S | South West | 2 |
| Winchcombe | S | South West | 3 |
| Alcester | S | West Midlands | 2 |
| Great Malvern | S | West Midlands | 2 |
| Ledbury | S | West Midlands | 2 |
| Ludlow | S | West Midlands | 2 |
| Newport | S | West Midlands | 8 |
| Southam | S | West Midlands | 4 |
| Tenbury Wells | S | West Midlands | 2 |
| Upton Upon Severn | S | West Midlands | 3 |

**TYPOLOGY CLASSIFICATION**

**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 agricultural 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 West 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 is 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.

**BUSINESS UNIT DATABASE**

| | | | | | | |
|---|---|---|---|---|---|---|
| 4 | Bede Street | Strands | a1 | comp | ind | |
| 4 | Bridge Street | Nickalls | a2 | n/a | n/a | |
| 8 | Bridge Street | Jaspers | a3 | n/a | n/a | |
| 20 | Bridge Street | RAW Clark and Co | a2 | n/a | n/a | |
| | Bridge Street | CABx | b1 | n/a | n/a | |
| | Bridge Street | Alnwick District Council | b1 | n/a | n/a | |
| | Bridge Street | Chisholms | a2 | n/a | n/a | |
| 1 | Broomhill Street | Harbour Fish Bar | a5 | n/a | n/a | |
| 2a | Church Street | Top Dog Grooming Salon | sg | n/a | n/a | |
| 9-11 | Church Street | Kens Autoparts | a1 | comp | ind | |
| 18 | Coquet Street | Amble Coquet St Club Ltd | a4 | n/a | n/a | |
| | Coquet Street | Spurrell | a3 | n/a | n/a | |
| | Coquet Street | H M Coastguard Service | d1 | n/a | n/a | |
| | Dilston Terrace | Adam Douglas | n/a | n/a | n/a | vacant |
| | Fish Market | Quayside Chippy Takeway | a5 | n/a | n/a | |
| | Fish Market | Quayside Cafe | a3 | n/a | n/a | |
| | Harbour Road | Warkworth Harbour Commissioners | b1 | n/a | n/a | |
| 62 | High Street | Olives Tea Room | a3 | n/a | n/a | |
| 2 | Ladbroke Street | NUU | a1 | comp | ind | |
| 24 | Leazes Street | Harbour Guest House | c1 | n/a | n/a | |
| 25 | Leazes Street | Golden Harbour | a5 | n/a | n/a | |
| 27 | Leazes Street | Amble Washateria | n/a | n/a | n/a | vacant |
| | Leazes Street | The Old Boat House | a3 | n/a | n/a | |
| | Leazes Street | Harbour Inn | a4 | n/a | n/a | |
| 1 | Queen Street | Co Op Food | a1 | conv | mult | |
| 6 | Queen Street | Waterloo | a4 | n/a | n/a | |
| 8 | Queen Street | N F Young | a1 | comp | ind | |
| 13 | Queen Street | Barclays | a2 | n/a | n/a | |
| 15 | Queen Street | The Farm Bakery | a1 | conv | ind | |
| 17 | Queen Street | Flowers by Julie Ltd | a1 | comp | reg | |
| 18 | Queen Street | Colin Horris | b1 | n/a | n/a | |
| 21 | Queen Street | Raggy Dolls 2 | a1 | comp | ind | |
| 22 | Queen Street | Phoenix Barbers | a1 | comp | ind | |
| 26 | Queen Street | RC Roland & Son | a1 | conv | ind | |
| 27 | Queen Street | The Dock | a4 | n/a | n/a | |
| 30 | Queen Street | Handi Stationary | n/a | n/a | n/a | vacant |
| 31 | Queen Street | The Amble Butcher | a1 | conv | ind | |
| 33 | Queen Street | The Peoples Animal Rescue and Rehoming Team | a1 | comp | ind | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 34 | Queen Street | Beau Beauty | sg | n/a | n/a | |
| 34 | Queen Street | Destiny Hair | a1 | comp | ind | |
| 36 | Queen Street | 21st Century Movies | a1 | conv | ind | |
| 38 | Queen Street | Amble Insurance | a2 | n/a | n/a | |
| 43 | Queen Street | The Bookworm | a1 | comp | ind | |
| 52 | Queen Street | Taste of China | a5 | n/a | n/a | |
| 55 | Queen Street | AFC Pizza | a5 | n/a | n/a | |
| 56 | Queen Street | Rook, Matthews, Sayer | a2 | n/a | n/a | |
| 58 | Queen Street | Premier | a1 | conv | mult | |
| 60 | Queen Street | J and J Seafoods | a1 | conv | ind | |
| 61 | Queen Street | House of usher | a1 | comp | ind | |
| 62 | Queen Street | Thompsons Opticians | a1 | comp | multi | |
| 64 | Queen Street | Cleo3 | n/a | n/a | n/a | vacant |
| 66 | Queen Street | Leannes | a1 | comp | ind | |
| 67 | Queen Street | Bengal Spice Tandori | a5 | n/a | n/a | |
| 75 | Queen Street | TSB | a2 | n/a | n/a | |
| 78 | Queen Street | Classic Footwear | a1 | comp | ind | |
| 80 | Queen Street | Pride of Northumbria | a1 | comp | ind | |
| 84 | Queen Street | Amble Hardware Store | a1 | comp | ind | |
| 92 | Queen Street | S and M Electric | a1 | comp | ind | |
| 93 | Queen Street | Tesco Express | a1 | conv | key att | |
| 100 | Queen Street | Kathleens | a1 | comp | ind | |
| 104 | Queen Street | Cedae Cafe | n/a | n/a | n/a | vacant |
| 15A | Queen Street | Euro pizza | a5 | n/a | n/a | |
| 20-22 | Queen Street | The Pin Cushion | a1 | conv | ind | |
| 2-4 | Queen Street | Taj Mahal | a3 | n/a | n/a | |
| 37-39 | Queen Street | Boots | a1 | comp | key att | |
| 42-48 | Queen Street | 42 Queen Street | a1 | comp | ind | |
| 51-53 | Queen Street | Coquet Tea Rooms | a3 | n/a | n/a | |
| 63-65 | Queen Street | Sweets and Treats | a1 | conv | ind | |
| 70-76 | Queen Street | Heron Foods | a1 | comp | multi | |
| 81-83 | Queen Street | Angies | a4 | n/a | n/a | |
| 85-91 | Queen Street | Lawrences | a1 | comp | ind | |
| 85-91 | Queen Street | Lawrences Pet and Garden Supplies | a1 | comp | ind | |
| | Queen Street | Tourist Information Centre | b1 | n/a | n/a | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Queen Street | Trotters Family Bakers | a1 | conv | multi | |
| | Queen Street | The Farm Shop | a1 | conv | ind | |
| | Queen Street | Queen St Fabrics | a1 | comp | ind | |
| | Queen Street | Co Op Funeral Care | a1 | comp | mult | |
| | Radcliffe Quay | RNLI Shop | a1 | comp | mult | |
| 2-4 | Wellwood Street | Easyway | a2 | n/a | n/a | |
| | | Harbour Tea Room | a3 | n/a | n/a | |
| | | Aims | a2 | n/a | n/a | |
| | | Kam Tattoos | sg | n/a | n/a | |
| | | Next to Boots | n/a | n/a | n/a | vacant |
| | | Aristoc | a1 | comp | ind | |
| | | Dunes Amusements | sg | n/a | n/a | |
| | | Lawrences Hardware | a1 | comp | ind | |
| | | K and S Hews | a1 | comp | ind | |

## CAR PARKING DATABASE

| | |
|---|---|
| **Name:** | Coquet St Car Park |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 23 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 23 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 0 |
| **Vacant Spaces on a Quiet Day:** | 15 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

*large parts not available due to maintenance

| | |
|---|---|
| **Name:** | Fish Dock Car Park |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 17 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 17 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 0 |
| **Vacant Spaces on a Quiet Day:** | 3 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | Little Shores Car Park |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 140 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 140 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 105 |
| **Vacant Spaces on a Quiet Day:** | 126 |
| **Illegal Spaces on a Busy Day:** | 1 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | Leazes Road |
| **On Street/ Car Park:** | On St |
| **Total Spaces:** | 44 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 44 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 5 |
| **Vacant Spaces on a Quiet Day:** | 25 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | Outside Spurreli, Coquet St |
| **On Street/ Car Park:** | On Street |
| **Total Spaces:** | 7 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 7 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 1 |
| **Vacant Spaces on a Quiet Day:** | 5 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | Outside Amble Boat Company Ltd, Coquet St |
| **On Street/ Car Park:** | On St |
| **Total Spaces:** | 4 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 4 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 1 |
| **Vacant Spaces on a Quiet Day:** | 1 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | By Cedar Cafe,  Queen St |
| **On Street/ Car Park:** | On Street |
| **Total Spaces:** | 6 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 6 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 2 |
| **Vacant Spaces on a Quiet Day:** | 1 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 1 |

| | |
|---|---|
| **Name:** | Car Park by TIC |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 15 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 14 |
| **Disabled Spaces:** | 1 |
| **Vacant Spaces on a Busy Day:** | 0 |
| **Vacant Spaces on a Quiet Day:** | 1 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | On Street from Amble Hardware to Taj Mahal, Queen St |
| **On Street/ Car Park:** | On Street |
| **Total Spaces:** | 17 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 17 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 6 |
| **Vacant Spaces on a Quiet Day:** | 3 |
| **Illegal Spaces on a Busy Day:** | 8 |
| **Illegal Spaces on a Quiet Day:** | 2 |

| | |
|---|---|
| **Name:** | Tesco Express |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 8 |
| **Short Stay Spaces: (4 hours and under)** | 8 |
| **Long Stay Spaces: (Over 4 hours)** | 0 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 1 |
| **Vacant Spaces on a Quiet Day:** | 0 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

| | |
|---|---|
| **Name:** | From Co Op to Tesco Queen St |
| **On Street/ Car Park:** | On Street |
| **Total Spaces:** | 30 |
| **Short Stay Spaces: (4 hours and under)** | 0 |
| **Long Stay Spaces: (Over 4 hours)** | 30 |
| **Disabled Spaces:** | 0 |
| **Vacant Spaces on a Busy Day:** | 5 |
| **Vacant Spaces on a Quiet Day:** | 6 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 4 |

| | |
|---|---|
| **Name:** | Co Op Car Park |
| **On Street/ Car Park:** | Car Park |
| **Total Spaces:** | 10 |
| **Short Stay Spaces: (4 hours and under)** | 9 |
| **Long Stay Spaces: (Over 4 hours)** | 0 |
| **Disabled Spaces:** | 1 |
| **Vacant Spaces on a Busy Day:** | 1 |
| **Vacant Spaces on a Quiet Day:** | 1 |
| **Illegal Spaces on a Busy Day:** | 0 |
| **Illegal Spaces on a Quiet Day:** | 0 |

## TOWN CENTRE USERS SURVEY

**What two suggestions would you make to improve the economic performance of the town centre?**

**Key**

**Car Parking**
**Cleanliness**
**Retail Offer**
**Shop Fronts**

- "Car Parking. Removal of the remaining security shutters from the shop fronts"
- "Parking. Better signage"
- "More attractive shop fronts and displays; Higher quality shops, pubs and visitor attractions"
- "Parking. Get rid of single yellow on queen street sweep streets"
- "Ban dogs around the jetty - too much dog poo. Encourage shop owners to look after the outside of their shops eg. Boots is so untidy."
- "Get rid of the dreadful metal shutters that appear at night, they are ugly and make the town appear unloved and inhospitable. Continue with the improvements that have happened over the last couple of years - although some of my ratings are poor, improvements are very evident and if these continue, we'll be flying! The plans for the harbour are great"
- "More national chain shops e.g. clothing. Make car parking into individual bays to maximise the number of spaces"
- "Parking. Tidy unused areas and rubbish on streets"
- "More (free) car parking. Less youth disorder"
- "Better (free) parking. Permanent, interesting things to do/see at the Harbour"
- "1. Change the market to something better - why does Amble always get the crap stalls? 2. Demolish the centre and start again – it's the only way."
- "Appearance - remove all shutters. Rarely widows are broken. My family own a store and have done for a long time. They don't use a shutter, they have only ever had 1 window broken. How about invest in a fund where shutters are all removed and if a window is broken then the town council helps repair it as a subsidy. The shutters are a huge turn off for visitors and tourists. Remove the piles of pigeon droppings everyday!"
- "clean paths and more cheap shops"
- "More Car Parking to access Queen Street. Disabled Parking Spaces on Queen Street"
- "Street cleaning particularly the cigarette butts on corners and outside pubs. Get rid of empty shops - it would be so good to see more small businesses opening."
- "Free Parking and a large supermarket"
- "Better parking and leisure facilities."
- "Link main roads to the harbour area with better signposts. More car parking."
- "Variety of shops and services. Better transport links"

- "Remove parking restrictions. Reduce business rates to encourage more new business"
- "Clean and repaint town square. Attractive signage in square pointing out harbour, tourist info, library etc."
- "Keeping the supermarket off the best open grassed area in the town aka the braid! Keeping the supermarket from undercutting local shops and spoiling the rural feel in the town"
- "Better parking and no car's on the main street"
- "Get rid of all the pointless parking restrictions on Queen Street (or see below). Tidy up the disgraceful mess where Breeze bikes use to be. There has been much improvement to Queen Street but this shambles lets the town down. Build a useful sized car park (possibly on site above?) in which case Queen Street could be pedestrianised What happened to the supermarket that was supposed to be going to be built."
- "Free parking. Restaurants"
- "I'm not sure"
- "DEVELOP THE EMPTY SHOPS. STOP SHOP OWNERS FROM BLOCKING THE PAVEMENT WITH GOODS/SIGNS."
- "Litter free. Encourage use of empty units"
- "larger supermarket more and better parking facilities"
- "Free high street parking on both sides with a time scale of an hour or 2 Better entertainment"
- "Get the car park next to what was Breeze's Garage operational again. Move the kids on who hang around the post office"
- "Fill in the potholes especially in the car parks. Try for some uniformity on Queen Street frontages and brighten it up (not sure how to do this, but the street looks drab and cobbled together now- it did not years ago as I remember."
- "Sort out on-street parking, also tidy-up off-street parking. Some of the pubs could do with tidying up. Also, this survey is not well designed in that you're given a choice of 'Good' or 'Poor' - in reality, some things fall between the two!"
- "More parking & cleaning of streets"
- "Keep the traffic wardens. Easier to access for disabled drivers now shopkeepers can't take up parking spaces all day. Make the Duke of Northumberland sell his shops. Shops closing because he's putting the rents up"
- "Keeping it clean and tidy. Good car parking areas"
- "Move town square to empty plot behind Tesco this leaves that area as a large car park- remove eyesore sites at top of Braid-keep town centre clean free of dog muck. Have proper business deals for new starters in the empty shops+plus help the struggling business's -make it more accessible by peoples with mobility issues have an electric bus that goes through the town"
- "Ask shopkeepers to clean paths and entrances to their properties. Paths filthy on Queen Street. Solve the traffic flow problem around the town and the harbour area before encouraging more visitors. Give some consideration to residents in these areas."

- "a litter picker/street cleaner and a make shop owners responsible for the pavement immediately outside of their property(perhaps a reduction in council tax as an inducement"
- "Improvement of the harbour & town square area Greater variety of shops including a larger supermarket"
- "Residents parking on Queen Street & replacement of CCTV at top of street"
- More regular cleaning & some form of control over the colours of shop exteriors. The use of heritage colours has made a huge difference to Queen Street. Unfortunately the gaudier colours used by some let others down."
- "Parking"
- "Employ a street cleaner. Encourage owners to remove the ugly shutters"
- "1)Town Council, Development Trust and Harbour Commissioners need to work together more coherently for the good of the town. 2) Yellow lines on Queen Street and Church Street need removing straight away to encourage people to park and shop."
- "Improve the adjacent streets. Car parking to be kept free"
- "Improved car parking. Some flower tubs in the summer"
- "Car Parking. Move the harbour market to queen st"
- "1. I avoid Amble because of speeding cameras. 2. Roads by The Braid are really ropey."
- "Clean pavements, tidy up car park back of marina."
- "Free car parking and further relax parking restrictions on Queen Street. Drop any ideas of a supermarket, this will kill rather than improve the excellent High street and community spirit. Only thing we need is a mens clothes shop."
- "Build sea food centre. Encourage more shops"
- "better parking a variety of new shops"
- "Cleanliness of the Streets. I notice 2 men employed early in the morning, supposedly to clean Queen Street and the High Street and perhaps other streets: however as they walk together on the same side of the street up Queen St and High St chatting all the time, how can they be cleaning those streets effectively? In addition can the streets be cleaned of cigarette ends on a regular basis. I am sure Visitors would appreciate this and may even attract more visitors, which should help the Town business."
- "Improved parking. Better variety of shops"
- "Better parking. Better grocery facilities"
- "More car parking areas especially market day and free parking on these days"
- "Provide better parking. Encourage more small businesses to the area and not big supermarkets"
- "Clearer parking - the inconsistency around the parking regulations (or at least the enforcement of them) makes access difficult - the use of yellow lines on the main shopping street seems particularly illogical - we want to be able to park conveniently for short periods of time some visual improvements"
- "Parking"
- "First. DO NOT under any circumstances allow any form of out of town shopping, Tesco's etc  Flower tubs around carparks and various bits of street decoration, but

sadly in this day and age it would have to be vandal proof because of late night drunkards"

- "Keep the shops small don't allow a large supermarket to be built. Make area down to harbour a one way system."
- "1 Deep clean the pavements, passageways and roads, THOROUGHLY. They look like they have never been cleaned for years. 2.Keep it clean that way it will encourage others to do the same . While the town is DIRTY some people don't care ."
- "At present Queen Street is one way which is fine but it should have right of way all the way down. Vehicles entering from side streets should have to stop. Continue the one way system round by the Town Square and along Leazes Street. This would ease the congestion at weekends, especially in the summer. If a fire, accident or death was to occur at a weekend in the summer, emergency vehicles would find it very hard getting access. ARE THE COUNCIL WAITING FOR SOMETHING TO HAPPEN BEFORE TAKING ACTION? Clean up Queen Street, get rid of cigarette ends, chewing gum paper, dog muck. I am a dog owner and could do with more waste bins around."
- "1. Relay paving slabs as I have seen several people trip on Queen St. Amble 2. High pressure cleaning of pavements to remove, vomit, bird droppings, blood, takeaway grease from dropped food and cigarette butts. Cleaning to be done on a regular basis (weekly)"
- "More variety of shops e.g. for men's clothing. More street cleaning - numerous cigarette ends outside the pubs on Queen Street"
- "Get rid of steel shutters. Improve car parking"
- "Remove the puffin flags as they look cheap and tatty. Make all the pavements the same width all the way down as it makes pushing a pram a nightmare"
- "Car Parking and variety of new shops."
- "Parking facilities must be improved (provided!) to encourage visitors from outside of Amble. Although local business owners would probably disagree I believe that the presence of larger businesses/chains i.e. an Argos or Wilkinson's should be encouraged as this would provide much needed access to higher order goods for local people and stop trade going out of town. Amble would also be more likely to benefit from shoppers from Warkworth, Acklington, Broomhill etc. who might otherwise travel to Alnwick and Ashington to shop."
- "Tidy up the whole appearance,"
- "Convenient car parking off main street. Wider pavements."
- "Make it cleaner. Try & let empty shops as the empty ones spoil look of high street."
- "Better quality and larger range of shops. Could be more visibly attractive"
- "Attract a greater variety of shops. Arrange more town centre events"
- "Car parking facilities. Clean streets - dog mess and pigeon mess cause problems on footpaths."
- "Sort the parking and put something for the kids where Tesco's is meant to be going!"
- "Small grant fund for a shop front scheme to bring conformity to the street. Street cleaning on a daily basis."
- "Better parking. Less loading bays"

- "More seating in main street. Water feature near clock in park area"
- "Clean the pavements, chewing gum everywhere  Litter collection, chip shop area, more bins"
- "Pedestrianise. Queen Street"
- "More 'better' shops.  More parking"
- "Petrol station. Re-investment in commercial sector"
- "More parking. Weather protection for pavements - canopies"
- "Better street cleaning. Shop front updating"
- "Build supermarket -- any!!  Something for the older kids, evening in particular"
- "More variety of shops. Bank to open all day"
- "Maintain the character of the town"
- "Improve parking. Short term reasonable rate shop lets"
- "Make it cleaner. More facilities for children/youth support"
- "No change"
- "Better car parking. Stop pavement parking"
- "Supermarket - Aldi or Lidl. Sort out the parking"
- "Less empty shops"
- "Improve on street parking.  Prevent any major supermarket coming to town"
- "Supermarket needed. Better parking - street in particular"
- "More street cleaning - dog poo"
- "Better street cleaning.  Remove the cobbles from Queen Street"
- "Don't change it!"
- "Nothing - like it as it is"
- "Clean the streets. Better parking.  Cheaper supermarket - Sainsburys"
- "Improve street parking on Queen Street. Clean the pavements Chewington?"
- "Street cleaning needs to improve. Get youngsters/teenagers off the streets. More for them to do. More police in evenings"
- "Pedestrianise Queen Street. Improve car park"
- "Make a one way system all the way from Queen Street to the harbour. Much better regular cleaning"
- "Better supermarket - not Co-op! Argos"
- "Regular street cleaning.  Reduce street parking"
- "Car parking to improve, no loss of existing ones.  More things for young people to do"
- "Happy as it is"
- "Car parking - more of it"
- "Better parking.  Better variety of shops, more local traders"
- "Car parking in one place, one BIG one  Supermarket - Asda/Tesco"
- "Improve car parking.  Community groups should look at whole town rather than just where grants are available"
- "Remove litter, chewing gum and fag-ends in particular"