Market Town Benchmarking

Measuring the performance of town centres

Ashington

2013 Report

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EXECUTIVE SUMMARY

Retail

- 58% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services.
- 82% of the A1 Shops in Ashington town centre sell Comparison goods.
- 62% of the A1 shops in Ashington are Independent/ Regional.38% have a nationwide presence (29% of which are Multiple traders) which is 13% higher than the National Small Towns average.
- 37% of town centre users visited for 'Convenience Shopping'.
- 75% of town centre users visited at least once a week.
- 83% of respondents stayed in Ashington town centre for less than 2hours.
- 31% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre a very similar figure to the Regional (30%), National (32%) and Typology (32%) averages.
- 83% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (44%) or 'Poor', (39%) 36% higher than the National Small Towns figure. Improvement to the 'retail offer' was one of the key themes to emerge when town centre users were asked to make suggestions. A number of comments centred on the need to reduce Charity, Pawn and Phone shops.

Vacancy rates:

- 11% of the units in the defined town centre were vacant at the time of the audit which is higher than the Regional (9%), National (8%) and Typology (9%) averages. 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 Ashington on a Market Day is 299 persons per 10 minutes, whilst on a Non Market Day the figure drops to 178. Both set of figures are noticeably higher than the Regional (154/115), National (122/90) and Typology (181/135) averages.

Car Parking:

- 93% of all car parking in Ashington is in designated car parks.
- Overall, on a Market Day 21% of all car parking is vacant, whilst this figure increases to 30% on a Non Market Day. Both set of figures are lower than the Regional (26%/33%), National (28%/36%) and Typology (295/38%) averages. 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.

Users Views:

- 83% of respondents reported that the 'leisure and cultural' offering in Ashington town centre was 'Poor' (49%) or 'Very Poor', (34%) 42% higher than the National Small Towns average.
- 75% of town centre users felt that the physical appearance of Ashington was either 'Poor' (37%) or 'Very Poor',(35%) vastly higher than the National average of 26%.
- 71% of town centre users rated the cleanliness of Ashington as either 'Poor' (45%) or 'Very Poor', (26%) considerably higher than the National average of 22%. A key theme to emerge from the qualitative comments was to improve 'Cleanliness/ Appearance'.
- 53% of town centre users stated 'Restaurants' were a negative aspect, noticeably higher than the National Small Towns average.
- Replicating the Regional, National and Typology trends the three most positive aspects of the town centre were 'Ease of walking around the town centre' (68%), 'Access to Services' (68%) and 'Convenience e.g. near where you live' (67%).

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. Ashington with 220 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. Ashington 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 Market Day and Non Market Day
KPI 9: Car Parking Availability and Usage	Audit on Market Day and Non Market 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 193 occupied units recorded.

	Ashington %	North East Small Towns %	National Small Towns %	Typology 6%
A1	58	53	53	53
A2	12	13	14	12
A3	6	9	8	7
A4	4	5	4	6
A5	7	4	5	5
B1	2	3	3	3
B2	1	0	0	0
B8	0	0	0	0
C1	0	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	3	6	6	5
D2	1	1	1	1
SG	7	5	5	6
Not Recorded	0	0	0	0

58% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services.

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.

	Ashington %	North East Small Towns %	National Small Towns	Typology 6%
Comparison	82	76	79	77
Convenience	18	24	21	23

82% of the A1 Shops in Ashington town centre mainly sell 'Comparison' goods which is slightly higher than the National average of 79%. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.

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.

	Ashington %	North East Small Towns %	National Small Towns %	Typology 6%
Key Attractor	9	8	6	8
Multiple	29	27	19	29
Independent and Regional	62	65	75	64

62% of the A1 shops in Ashington are Independent/ Regional.38% have a nationwide presence (29% of which are Multiple traders) which is 13% higher than the National Small Towns average.

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.

	Ashington %	North East Small Towns %	National Small Towns %	Typology 6%
Vacant Units	11	9	8	9

11% of the units in the defined town centre were vacant at the time of the audit which is higher than the Regional (9%), National (8%) and Typology (9%) averages. 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%.

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.

	Ashington	North East Small Towns	National Small Towns	Typology 6
Average number of traders at a market	26	15	17	14

26 traders were in attendance at the regular weekly market, higher than the Regional (15), National (17) and Typology (14) figures.

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.

	Ashington	North East Small Towns	National Small Towns	Typology 6
Zone A	35	28	27	28
% Net Yield	9	8	8	8

The figures provided for Zone A Rent per square feet in Ashington are £35, higher than the National Small Towns figure of £27. Net Yield was recorded at 9%.

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 Select, 27 Station Road.

	Ashington	North East Small Towns	National Small Towns	Typology 6
Market Day	299	154	122	181
Non Market Day	178	115	90	135

The table highlights that footfall in Ashington on a Market Day is 299 persons per 10 minutes, whilst on a Non Market Day the figure drops to 178. Both set of figures are noticeably higher than the Regional (154/115), National (122/90) and Typology (181/135) averages.

Individual footfall counts are provided in the table below.

Outside Select, 27 Station Road			
Time	**Market Day**	**Time**	**Non Market Day**
10.00-10.10	240	**10.00-10.10**	142
11.00-11.10	332	**11.00-11.10**	169
12.00-12.10	326	**12.00-12.10**	222
Total	**898**	**Total**	**533**
Average	**299**	**Average**	**178**

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 Market Day and on a Non Market Day.
- Average number of illegally parked cars in designated car parks on a Market Day and on a Non Market 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 Market Day and on a Non Market Day.
- Average number of illegally parked cars on street on a Market Day and on a Non Market 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 Market Day and on a Non Market Day.
- Overall average number of illegally parked cars on a Market Day and on a Non Market Day.

	Ashington	Ashington %	North East Small Towns %	National Small Towns %	Typ. 6%
Car Park:					
Total Spaces:	976	93	90	88	91
Short Stay Spaces: (4 hours and under)	517	53	51	47	52
Long Stay Spaces: (Over 4 hours)	405	41	42	41	46
Disabled Spaces:	54	6	3	4	2
Not Registered	0	0	3	8	0
Vacant Spaces on a Market Day:	215	22	27	30	29
Vacant Spaces on a Non Market Day:	306	31	34	38	38
Illegal Spaces on a Market Day	7	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	3	n/a	n/a	n/a	n/a
On Street:					
Total Spaces:	72	7	10	12	9
Short Stay Spaces: (4 hours and under)	24	33	59	56	48
Long Stay Spaces: (Over 4 hours)	36	50	36	36	46
Disabled Spaces:	12	17	6	4	5
Not Registered	0	0	0	4	0
Vacant Spaces on a Market Day:	8	11	18	14	30
Vacant Spaces on a Non Market Day:	6	8	26	22	41
Illegal Spaces on a Market Day:	5	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	2	n/a	n/a	n/a	n/a

Overall					
Total Spaces:	1048	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	541	52	52	48	51
Long Stay Spaces: (Over 4 hours)	441	42	41	40	46
Disabled Spaces:	66	6	3	4	3
Not Registered	0	0	3	7	0
Vacant Spaces on a Market Day:	223	21	26	28	29
Vacant Spaces on a Non Market Day:	312	30	33	36	38
Illegal Spaces on a Market Day:	12	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	5	n/a	n/a	n/a	n/a

93% of all car parking in Ashington is in designated car parks.

Overall, on a Market Day 21% of all car parking is vacant, whilst this figure increases to 30% on a Non Market Day. Both set of figures are lower than the Regional (26%/33%), National (28%/36%) and Typology (295/38%) averages. 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.

A full list of the car parking audit is available in the Appendix

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 0 responses from the Business Confidence Survey.

Please note due to a recent survey of Businesses in Ashington it was decided not to conduct a Benchmarking version.

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

How long has your business been in the town?	Ashington %	North East Small Towns %	National Small Towns %	Typology 6 %
Less than one year	n/a	5	7	4
One to five years	n/a	19	21	14
Six to ten years	n/a	14	15	7
More than ten years	n/a	63	57	75

Compared to last year has your turnover…….?,	Ashington %	North East Towns %	National Small Towns %	Typology 6 %
Increased	n/a	33	38	23
Stayed the same	n/a	34	34	31
Decreased	n/a	33	28	46

Compared to last year has your profitability…….?	Ashington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increased	n/a	26	30	16
stayed the same	n/a	34	37	35
Decreased	n/a	40	33	49

Over the next 12 months do you think your turnover will…….?	Ashington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increase	n/a	33	44	31
Stay the same	n/a	50	40	43
Decrease	n/a	17	16	26

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

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

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

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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 118 responses from the face to face and online Town Centre Users Survey.

	Ashington %	North East Small Towns%	National Small Towns%	Typ. 6 %
Gender				
Male	45	42	38	41
Female	55	58	62	59
Age				
16-25	8	6	8	7
26-35	22	10	10	12
36-45	25	19	17	19
46-55	15	21	19	21
56-65	19	24	20	23
Over 65	11	20	26	17

What do you generally visit the Town Centre for?				
Work	20	14	15	13
Convenience Shopping	37	51	42	49
Comparison Shopping	11	4	5	6
Access Services	20	15	17	16
Leisure	5	10	13	10
Other	7	6	9	6

37% of town centre users visited Ashington for 'Convenience Shopping'.

How often do you visit the Town Centre				
Daily	33	29	29	26
More than once a week	27	43	39	41
Weekly	15	16	15	18
Fortnightly	4	4	5	4
More than once a Month	9	2	3	3
Once a Month or Less	12	6	7	8
First Visit	0	0	2	0

75% of those interviewed visited Ashington at least once a week.

How do you normally travel into the Town Centre?				
On Foot	35	36	37	35
Bicycle	1	1	2	1
Motorbike	1	0	1	0
Car	55	56	53	55
Bus	8	6	6	8
Train	0	0	1	0
Other	0	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	5	3	3	4
£0.01-£5.00	13	11	13	11
£5.01-£10.00	22	24	26	24
£10.01-£20.00	31	30	32	32
£20.01-£50.00	23	24	20	23
More than £50.00	7	7	6	6

55% of town centre users travelled into Ashington by ‘Car’.

31% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre a very similar figure to the Regional (30%), National (32%) and Typology (32%) averages.

How do you rate the physical appearance of the town centre?				
Very Good	1	11	17	5
Good	24	49	58	37
Poor	37	28	20	37
Very Poor	38	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	0	10	16	5
Good	28	55	63	47
Poor	45	27	18	36
Very Poor	26	7	4	12

75% of town centre users felt that the physical appearance of Ashington was either ‘Poor’ (37%) or ‘Very Poor’, (35%) vastly higher than the National average of 26%.

71% of town centre users rated the cleanliness of Ashington as either ‘Poor’ (45%) or ‘Very Poor’, (26%) considerably higher than the National average of 22%.

How do you rate the variety of shops in the town centre?				
Very Good	3	7	8	5
Good	14	37	44	24
Poor	44	36	36	38
Very Poor	39	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	1	8	10	3
Good	16	44	49	34
Poor	49	35	33	40
Very Poor	34	14	8	22

83% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (44%) or 'Poor', (39%) 36% higher than the National Small Towns figure.

83% of respondents reported that the 'leisure and cultural' offering in Ashington town centre was 'Poor' (49%) or 'Very Poor', (34%) 42% higher than the National Small Towns average.

What are the positive aspects of the Town Centre?				
Physical appearance	17	41	56	25
Shopping	18	42	49	29
Restaurants	17	44	44	36
Access to Services	68	73	75	68
Leisure Facilities	17	30	28	21
Cultural Activities	15	18	24	12
Pubs/ Bars/ Nightclubs	30	30	37	23
Transport	43	36	43	34
Ease of walking around the town centre	68	72	75	68
Convenience e.g. near where you live	67	71	70	66
Safety	40	39	48	31
Car Parking	53	41	46	38
Markets	25	25	34	17
Other	3	3	7	4

Replicating the Regional, National and Typology trends the three most positive aspects of the town centre were 'Ease of walking around the town centre' (68%), 'Access to Services' (68%) and 'Convenience e.g. near where you live' (67%).

What are the negative aspects of the Town Centre?				
Physical appearance	77	43	29	60
Shopping	76	48	42	62
Restaurants	53	23	28	25
Access to Services	8	8	10	9
Leisure Facilities	65	34	37	44
Cultural Activities	62	40	37	45
Pubs/ Bars/ Nightclubs	44	30	27	34
Transport	25	22	22	20
Ease of walking around the town centre	10	7	9	7
Convenience e.g. near where you live	10	6	8	8
Safety	28	13	13	15
Car Parking	31	40	39	43
Markets	41	32	29	37
Other	23	10	12	10

Augmenting the analysis from the earlier questions when provided with a range of options 77% of town centre users stated that 'Physical appearance' was a negative aspect of Ashington, 48% higher than the National average. 'Shopping' (76%), 'Leisure Facilities' (65%), 'Cultural Activities' (62%) and 'Restaurants' (53%) were also highly ranked as negative aspects of the town centre, all noticeably higher than the National Small Towns average.

How long do you stay in the Town Centre?				
Less than an hour	43	38	36	42
1-2 Hours	40	40	40	39
2-4 Hours	8	11	12	10
4-6 Hours	2	3	3	2
All Day	8	7	8	6
Other	0	1	1	1

83% of respondents stayed in Ashington town centre for less than 2hours.

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

The two key themes to emerge were improving the 'Retail Offer' including a sub category of limiting the number of charity, pawn and mobile phone shops and improving the 'Cleanliness/ Appearance'.

- " It needs more diversity of retailers"
- "Attract Primark, Mark and Spencer's, Monsoon, Next sick of bookmakers, pawnbrokers and charity shops!"
- "Better quality shops. Good department store"
- "More small proper (grocers/clothes shops)"
- "Better variety of shops (M&S/Next)"
- "More variety of shops - clothing/craft materials""
- "More shops - clothes shops, male and female"
- "Improve variety of shops, more named brands (better quality)."
- "Better shops (M&S and quality shops). Another supermarket (Tesco)"
- "An underwear shop! :)
- "More varied shops – it's a disastrous mix of charity and pawn shops now."
- "Decent shops - less phone/charity/betting shops"
- "More variety of useful shops (shoes/kid's clothes - Barratts or similar/River Island) Need to remove: charity shops, phone shops, pawnbrokers, bookies/ betting shops"
- "Some proper shops, not charity or pawnbrokers"
- "Invest in attracting business other than charity shops, pawnbrokers and mobile phone shops."

Comments in terms of 'Cleanliness/ Appearance' included;

- "The toilets are disgusting on the main street. On Ashington Fair Day I was a stall holder & we were going down to Asda instead. Also, Ashington is dirty, along with the rest of the UK. We could learn a lot from America - the areas I have been to are spotless, no litter, loads of cleaners & very clean. I dread to think what they think of our country."
- "Public toilets cleaned up as I always judge any area or establishment by the cleanliness of their toilets."
- "Bus station - dirty and draughty."
- "Clean the streets"
- "Chewing gum removed"
- "Better street cleaning"
- "Clean the place up - educate the public to bin litter. Employ the unemployed to clean up"

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

	Ashington %	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

Data on Shoppers Origin is collected as part of KPI10: Business Confidence, thus no information is available for Ashington.

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

Name	Use Class			Notes
Loud and Flashy	a1	comp	ind	
Hair Station	a1	comp	ind	
Station Road Antiques	a1	comp	ind	
Victorias	a5	n/a	n/a	
Footwear	a1	comp	ind	
Cradle Days	a1	comp	ind	
K Maines	a1	comp	ind	
Plaster Piece	a1	comp	ind	
Shakes, Cakes and Ices	n/a	n/a	n/a	vacant
Swinton	a2	n/a	n/a	
Nail Station	sg	n/a	n/a	
Taj	a5	n/a	n/a	
Michael Hay	A1	comp	ind	
Next to Michael Hay	n/a	n/a	n/a	vacant
Northern Jewellers	a1	comp	ind	
Northern Carpet Supplies	a1	comp	ind	
Teenscene	a1	comp	ind	
J Donkin	a1	conv	ind	
Athena Tattoos	sg	n/a	n/a	
Post Office	a1	conv	ind	
Furniture Shop with no name	a1	comp	ind	
Motorworld	n/a	n/a	n/a	vacant
Fawcetts	n/a	n/a	n/a	vacant
NCC Info Centre	b1	n/a	n/a	
Library	d1	n/a	n/a	
Sandwich Bar and Cafe	a3	n/a	n/a	
HSBC	a2	n/a	n/a	
Toscana Pizza	a5	n/a	n/a	
Back Street Central Club	a4	n/a	n/a	
Next to Bright House	n/a	n/a	n/a	vacant
Celebrations	a1	comp	ind	
Argos	a1	comp	key att	
Wilkinsons	a1	comp	key att	
The Head Gardener	a1	comp	regional	
Ashington Town Council	b1	n/a	n/a	
John Grenfell	a1	comp	regional	
Next to John Grenfell	n/a	n/a	n/a	vacant
New Generation Flooring	a1	comp	regional	
Star Framing	n/a	n/a	n/a	vacant

Dolphinos	a3	n/a	n/a	
Next to Dolphinos	n/a	n/a	n/a	vacant
Neo	d1	n/a	n/a	
Cheque and Pawn	n/a	n/a	n/a	vacant
BL Hairdressing	n/a	n/a	n/a	vacant
Antep Pizza	a5	n/a	n/a	
Peter Weldon	a2	n/a	n/a	
CABX	A2	n/a	n/a	
Ashington Chiropady	d1	n/a	n/a	
Pattinsons	a2	n/a	n/a	
Sadie	a1	comp	ind	
Pro Per Let	n/a	n/a	n/a	vacant
Robson and Prescott	sg	n/a	n/a	
James Boyes	a2	n/a	n/a	
The Forum	a1	comp	ind	
Warsbeck Voluntary Centre	d1	n/a	n/a	
Station Road Showroom	SG	n/a	n/a	
Atkins News	a1	conv	ind	
Sunset Tanning	sg	n/a	n/a	
PL Prints	b1	n/a	n/a	
IT Guy	a1	comp	ind	
Rohan Kanhai	a4	n/a	n/a	
De-licious	n/a	n/a	n/a	vacant
Nobles	sg	n/a	n/a	
The X Catalogue Store	a1	comp	regional	
Due Frateli	A3	n/a	n/a	
Specsavers	a1	comp	mult	
Ladbrokes	a2	n/a	n/a	
Community Link	n/a	n/a	n/a	vacant
YMCA	a1	comp	mult	charity
Sarahs Florist	a1	comp	ind	
The Paint Shop	a1	comp	ind	
Thompsons Opticians	a1	comp	regional	
Jems	a1	comp	ind	
Relate Charity Shop	a1	comp	mult	charity
Copper Kettle	a3	n/a	n/a	
Thompson Business Equipment	a1	comp	ind	
Ameera	a3	n/a	n/a	
Martyns	a1	conv	ind	
Accessories 4 You	a1	comp	ind	
Sues Barbers	a1	comp	ind	
Northcut	a1	comp	ind	
Rowlands	A1	comp	mult	

West Rocks	a5	n/a	n/a	
Browell and Smith	a2	n/a	n/a	
4 Paws	a1	comp	ind	
Central pharmacy	a1	comp	ind	
National Autocare	a1	comp	mult	
B and W Motors	sg	n/a	n/a	
Airbourne Motor Engineers	b2	n/a	n/a	
Glendale Motor Company	sg	n/a	n/a	
Tip Top Tyres	a1	comp	regional	
Blue Box	n/a	n/a	n/a	vacant
Carpet Company	n/a	n/a	n/a	vacant
Asda	a1	conv	mult	
Superdrug	a1	conv	key att	
Lloyds Bank	a2	n/a	n/a	
William Hill	a2	n/a	n/a	
Barclays	a2	n/a	n/a	
GK Fashion	a1	comp	ind	
Subway	a3	n/a	n/a	
Scope	a1	comp	mult	charity
Grainger Games	a1	comp	mult	
Halifax	a2	n/a	n/a	
Sue Ryder Care	a1	comp	mult	charity
Albemarie Bond	a2	n/a	n/a	
Holland and Barrett	a1	conv	mult	
Greetings and Gifts/ The Fruit Shop	a1	conv	ind	
Select	a1	comp	mult	
H Samuel	a1	comp	mult	
Semi Chem	a1	comp	mult	
The Budget Xmas Shop	a1	comp	ind	
Baileys Blinds	a1	comp	regional	
Moda	a1	comp	ind	
Carphone Warehouse	a1	comp	key att	
Coral	a2	n/a	n/a	
Bargain Buys	a1	conv	ind	
Station Cafe	a3	n/a	n/a	
BHF	a1	comp	mult	charity
Shoe Zone	a1	comp	mult	
Bright House	a1	comp	mult	
Rickard	a2	n/a	n/a	
Mike Rogerson	a2	n/a	n/a	
Adams Hetherington	a2	n/a	n/a	
Laburnum	d1	n/a	n/a	
Masala Tandori	a3	n/a	n/a	

McGregor Opticians	a1	comp	ind	
The Venue	sg	n/a	n/a	
Jali	a1	comp	ind	
Go as you please	a1	comp	regional	
Clarke Holland	a2	n/a	n/a	
Letters	a2	n/a	n/a	
Big Poppas Pizza	a5	n/a	n/a	
Hair by O Hair	a1	comp	ind	
Rook, Matthews Sayer	a2	n/a	n/a	
Maple Textiles	a1	comp	regional	
The Cave	a1	comp	ind	
The Superstore	a1	comp	ind	
Pal Joey	a1	comp	reg	
Maisie Rainbows	a1	comp	ind	
Bob Wilson Photomaking	a1	comp	ind	
Ramsdens	a2	n/a	n/a	
Jaded	a1	comp	ind	
Aaron Optometrist	a1	comp	ind	
Fone Xpert	a1	comp	ind	
Grand	a4	n/a	n/a	
Iceland	a1	conv	mult	
Crossroads Coffee Shop	a3	n/a	n/a	
Cards and News	a1	conv	ind	
Mode	a1	comp	ind	
Dawson Sanderson	a1	comp	mult	
Next to Dawson Sanders	n/a	n/a	n/a	vacant
Deli Licious	a3	n/a	n/a	
Maisie Bows	n/a	n/a	n/a	vacant
UK Tandoori	a5	n/a	n/a	
Crazy Crafters	n/a	n/a	n/a	vacant
Sorrentos	a5	n/a	n/a	
Sports Direct	a1	comp	mult	
Next to Sports Direct	n/a	n/a	n/a	vacant
Bed Factory	a1	comp	ind	
The Lunch Box	a5	n/a	n/a	
Dukes Clothing	a1	comp	ind	
Minaj Computers	n/a	n/a	n/a	vacant
Cutters	a1	comp	ind	
Ashington Taxis	sg	n/a	n/a	
The Paint Shop	a1	comp	ind	
Pots and Slots	a4	n/a	n/a	
Hirst Industrial Club	a4	n/a	n/a	
Bathroom and Tile	a1	comp	ind	

New Golden Palace	a5	n/a	n/a	
Alison Brett	d1	n/a	n/a	
Northumbria Vet Group	sg	n/a	n/a	
A V Taylor Ltd	a1	comp	regional	
Co Op Funeral Care	a1	comp	mult	
Linton and Woodhorn Social Club	n/a	n/a	n/a	vacant
Best Pizza	a5	n/a	n/a	
Oasis	d2	n/a	n/a	
Clipjoint	a1	comp	ind	
Nisa	a1	conv	mult	
Ashington Community Development Trust	b1	n/a	n/a	
Poundstretcher	a1	conv	mult	
Flavour	a4	n/a	n/a	
Bubbles	a4	n/a	n/a	
Holistic Harmony	a1	comp	ind	
The Codfather	a5	n/a	n/a	
Next to the Codfather	n/a	n/a	n/a	vacant
2nd Unit next to Codfather	n/a	n/a	n/a	vacant
Thomson	a1	comp	mult	
Inspiration	a1	comp	ind	
M and Co	a1	comp	mult	
Burton	a1	comp	key att	
Dorothy Perkins	a1	comp	key att	
Alisons Floral Designs	n/a	n/a	n/a	vacant
Clarks	n/a	n/a	n/a	vacant
Sara	a1	comp	ind	
Hays Travel	a1	comp	mult	
Clarks Butchers	a1	conv	ind	
Greggs	a1	conv	mult	
Boots	a1	comp	key att	
3 Store	a1	comp	mult	
Savers	a1	conv	mult	
The Salvation Army	a1	comp	mult	charity
O2	a1	comp	key att	
St Oswalds Hospice	a1	comp	regional	charity
Heron Foods	a1	conv	multiple	
The Money Shop	a2	n/a	n/a	
Newcastle Buidling Society	a2	n/a	n/a	
Phones 4 U	a1	comp	key att	
New Look	a1	comp	key att	
Poundland	a1	conv	mult	
Arthritis Research UK	a1	comp	mult	charity

New Grand St	a4	n/a	n/a	
Expresso Amusements	sg	n/a	n/a	
The Chipp Inn	a5	n/a	n/a	
Andersons	a1	conv	ind	
Chisholms	a2	n/a	n/a	
Mind, Body Spirit	sg	n/a	n/a	
Bettinis	a3	n/a	n/a	
Premier	a1	conv	mult	
H Thomas	a1	comp	ind	
Leah Stewart	a1	comp	ind	

CAR PARKING DATABASE

Name:	Woodhorn Road Car Park
On Street/ Car Park:	Car Park
Total Spaces:	159
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	159
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free All Day)
Vacant Spaces on a Market Day:	28
Vacant Spaces on a Non Market Day:	54
Illegal Spaces on a Market Day:	3
Illegal Spaces on a Non Market Day:	0

Name:	Nisa Car Park
On Street/ Car Park:	Car Park
Total Spaces:	64
Short Stay Spaces: (4 hours and under)	61
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day)
Vacant Spaces on a Market Day:	27
Vacant Spaces on a Non Market Day:	35
Illegal Spaces on a Market Day:	2
Illegal Spaces on a Non Market Day:	0

Name:	John St (by Masonic Hall)
On Street/ Car Park:	On Street
Total Spaces:	41
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	36
Disabled Spaces:	5
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day)
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non Market Day:	4
Illegal Spaces on a Market Day:	3
Illegal Spaces on a Non Market Day:	0

Name:	Poundstretcher
On Street/ Car Park:	Car Park
Total Spaces:	106
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	97
Disabled Spaces:	9
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day)
Vacant Spaces on a Market Day:	43
Vacant Spaces on a Non Market Day:	44
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Laburnum Terrace (Outside The Venue)
On Street/ Car Park:	On street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (30 min max, no return within 1hr)
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Asda Car Park
On Street/ Car Park:	Car Park
Total Spaces:	412
Short Stay Spaces: (4 hours and under)	382
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	30
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? (Free) HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? (2.5 hour time limit on all spaces)
Vacant Spaces on a Market Day:	98
Vacant Spaces on a Non Market Day:	156
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Station Road (Outside Lloyds Bank)
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? (No charge but disabled and Taxi only, heavily congested by taxis at peak times)
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day:	1 (Taxi)
Illegal Spaces on a Non Market Day:	2

Name:	Station Road West
On Street/ Car Park:	On Street
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	19
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? (Two hours maximum stay, no return within 1hr)
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non Market Day:	0
Illegal Spaces on a Market Day:	1
Illegal Spaces on a Non Market Day:	0

Name:	Johns St
On Street/ Car Park:	Car Park
Total Spaces:	37
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	35
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day)
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	1

Name:	Station Road (Outside Shoe Zone)
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day, disabled only))
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	0
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Wansbeck Square
On Street/ Car Park:	Car Park
Total Spaces:	153
Short Stay Spaces: (4 hours and under)	74 (2hrs max)
Long Stay Spaces: (Over 4 hours)	71 (All day) *
Disabled Spaces:	8
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (Free all day)
Vacant Spaces on a Market Day:	16
Vacant Spaces on a Non Market Day:	13
Illegal Spaces on a Market Day:	2
Illegal Spaces on a Non Market Day:	2

* no current enforcement.

Name:	Dairy House
On Street/ Car Park:	Car Park
Total Spaces:	45
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	43
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? (free all day)
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non Market Day:	3
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

TOWN CENTRE USERS SURVEY

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

Key

Retail Offer
Cleanliness

- "Improve the appearance of the high street. Wider variety of shops"
- "more variety of shops & less tatt shops"
- "Have a better market, and also design. Make it look better"
- "Less Charity Shops, clean the main street"
- "Clean it up - its always full of litter. More varied shops – it's a disastrous mix of charity and pawn shops now."
- "More shops. A modern leisure centre"
- "Improve cleanliness and range of shops."
- "More clothes shops and more 4 kids"
- "Wider variety of shops. Less charity shops. Choice of evening eating places on main street. Street seems to close at 5.30pm a bit of life like Morpeth might encourage people to visit in the evenings."
- "Less rubbish on the streets would be nice. Some sort of initiative to entice new and different shops to come to the main street would be good, we have enough pound shops and charity shops but no decent butchers or fruit and veg shop."
- "More upmarket shops rather than charity shops. Improve safety. Cars going through red lights and traffic stuck from Laburnum Terrace right down to Asda."
- "The railway line and under the bridge are is dirty and overgrown, and the access from the car park up to the town square is unpleasant, dog dirt, litter etc, whole area needs cleaning up. Lots of empty shops, problem needs looking at."
- "Clean the rubbish from the pedestrian area and railway line and clean the ramp down from Wilkinsons to the car park - smelly, dirty, too narrow. Car park under Wilkinsons is dark, dirty and ""dodgy"" Police presence, on foot, during the day, in the main shopping areas."
- "Encourage businesses other than charity shops, pawn brokers and phone shops into the town. Allow traffic to use the Main Street again"
- "Reduce the rent and rates and you may get more than charity shops which will in turn bring in more money to the area. Stricter controls on littering offences."
- "Better transport links...train line. Better events organised...not just in the town centre..around the whole of Ashington."
- "cinema? Better parking"
- "Range of shops, not just charity shops, bookies, banks, pawn brokers as they outnumber all of the others. Do something with the empty and derelict buildings by promoting affordable rental,"
- "Family friendly pubs and restaurant. More variety of shops and leisure facilities"

- "Invest in attracting business other than charity shops, pawnbrokers and mobile phone shops. Close it off permanently to traffic and convert it into a central Arcade with shops, and restaurants akin to that offered at Manor Walk."
- "Better shop variety (other than shoe or charity shops) and better restaurant choices."
- "Increase variety of shops. Provide more street entertainment"
- "Physical improvements drastically needed. Variety of shops also needs addressing (too many phone/charity shops)"
- "It's beyond repair. Until the scum are moved on it will remain a shithole"
- "The banners on the lamp posts should be mad to fit the actual holders instead of the smaller ones with extra brackets that are currently used."
- "Improve the market by employing a team to set up new market stall businesses, (these would run along side the current stalls) the jumble sale (crap) stalls should be moved into the YMCA indoor area. The new stalls could be modeled on popular markets like the market in Todmorden. With the team working together to ensure the stalls offer a variety of goods and that the produce is of best quality. Once the new stalls are set up the council should employ local people to run them and when they are running smoothly these people should be given the opportunity to buy the businesses. The income from the new stalls could be used to reimburse the council for the expense of the teams employment or could be spent on further improvement, ie investing in a canopy so users can use the market in comfort. Todmorden also has an excellent example of this. My second suggestion would be to re-open the Ashington and Blyth line. Not only would it revive the town shopping centr rbut it would offer much needed competition to the current ridiculous bus service we have in Ashington. As well as the many other benefits it would bring to the town."
- "Variety of shops is limited. Too many charity and pawn (cash for gold etc) shops. Limit/reduce amount of these shops. Restaurants on main street."
- "more variety of shops bigger brand names. More restaurants for evening meals"
- "Improved selection of shops. Improved cleanliness Transport links (train)"
- "Open it up again, attract shops again"
- "Wider variety of shops with a few big brands/well known popular ones. General modernisation, i.e. a cleanup, painting, more benches/seats, tidy up the empty buildings, more bins, more colour."
- "Less Street Furniture as it looks cluttered and reduce litter & weeds. Get shop keepers to tidy up there shops"
- "1. Clean the place up!!! 2. Reduce business rates, to make it easier for companies and businesses to operate from town centre premises."
- "Allow one way traffic of vehicles on high street to connect town and bring people on the street. Total clean up, declutter and perhaps bring in a street charter for shopfronts and retail"
- "Huge overhaul is required or an indoor type shopping facility in place of the current 'Station Road' Town Centre."
- "I visit the town centre only outbid necessity to use banks and the post office. The town centre requires a massive shake up to attract both retailers and customers. An

undercover shopping arcade/centre would be more appealing to both. Also some mixed leisure/food facilities which would provide an appeal for the citizens and specifically the youth of the town."

- "More variety of shops, rather than the majority being charity shops. Increase the size of the shops"
- "More shops. Better seating areas"
- "Appearance - make landlords keep properties in good repair and decoration. More events/entertainment in the high street and offshoots."
- "Encourage people to not hang around & make people feel uncomfortable! Try to fill the empty shops"
- "Better appearance i.e. shops need tidying up and litter/graffifti"
- "Ban people who feed their babies Gregg's pasties at 9.30am (ok, I know this one is not possible) Improve shop fronts - newbiggin is looking good. Offer shops to rent for reasonable price - Clark's staff informed me it is closing down because the landlord put the rent up. Very sad to see another high street name disappear. It will probably be replaced with yet another charity shop."
- "More variety of shops-less charity shops/bookies. More for young kids to do"
- "Clean it up. Replace cheap shops and charity shops with better shops....."
- "Tidy up appearance of empty shops. Advertise positive points Ashington was once the largest mining village, birth place to world class footballers Jackie Milburn, Bob and Jackie Charlton, cricketer Stephen Harmison."
- "Improve public toilet. Parking. Encourage better shops cleanliness in other words we need everything improved no more betting shops pawn shops charity shops that's all Ashington is known for"
- "Clean it up, rubbish and dog poo!! Attract a better variety of shops!"
- "Better shops less charity shops, betting and phone shops. Improved disabled parking"
- "Look at the problems of having 4 sets of traffic light within a space of 500 meters. Traffic is a major problem at certain times of the day and people crossing the road will get hurt! De pedestrianize station road, even if it was one way to reduce congestion."
- "Improve car parking improve the roof and pavement water drainage, particularly in the pedestrianised areas."
- "Tidy it up! More places to take children to do things instead of everything been opened as an unneeded charity shop! e.g. clean and warm swimming pools (Ashington leisure centre is awful!) Parks that actually have swings and other facilities in as all the teenagers damage them! More Classes to do on the winter nights!"
- "More variety of retail shops. Nicer pubs."
- "Covered shopping area updated leisure facilities i.e. cinema or bowling alley"
- "It needs something to compete with Asda. It needs more diversity of retailers"
- "Attract Primark, Mark and Spencers, Monsoon, Next sick of bookmakers, pawnbrokers and charity shops!"
- "Better quality shops. Good department store"

- "The toilets are disgusting on the main street. On Ashington Fair Day I was a stall holder & we were going down to Asda instead. Also, Ashington is dirty, along with the rest of the UK. We could learn a lot from America - the areas I have been to are spotless, no litter, loads of cleaners & very clean. I dread to think what they think of our country."
- "GET ALL THE CHARITY SHOP GONE AND SOME GOOD RETAILERS BACK AND TELL THE GREEDY OWNERS OF THE PROPERTIES TO CUT THERE RENTS DOWN AND OPEN UP THE MAIN STREET TO TRAFFIC AGAIN AND ANOTHER SUPER MARKET TO KNOCK ASDA BACK LIKE A MORRISONS"
- "Loose the market. All shop fronts to be the same style if possible, and lose the bollards and shutters to shops, or if not lose the shutters have them all the same colour."
- "More market stalls. More parking"
- "Better shops. Curb on charity shops"
- "More shops to fill empty premises and replace charity shops. Public toilets cleaned up as I always judge any area or establishment by the cleanliness of their toilets."
- "Reverse the pedestrianisation of the Main St, this killed the heart of Ashington, to open it up would bring more passing trade and business instead of charity shops and bookies!"
- "To be like Morpeth, more variety of shops. People should get action from these surveys"
- "Better access for delivery vehicles. More flowers and plants Better police cover"
- "Toilets v poor. Shops, more variety"
- "More clothes shops Less charity shops"
- "Cinema. Something for children 0 - 12"
- "More children's shops. Places for children to play - centres Public toilets cleaned and updated"
- "Referbish Station Road precinct. Bring back the rail service passenger"
- "Fill the shops, too many empty. Improve street cleaning"
- "Toilets - better and more!"
- "Better market. Better street cleaning"
- "Better variety of shops. Improved leisure facilities Reinstate rail link"
- "Bus station - dirty and draughty. More shops (stationers) less charity shops. Less phone shops"
- "Clean the streets"
- "Bigger market More seating beside supermarket"
- "More shops, better brands. Leisure facilities - build it soon! Bus station needs to be rebuilt"
- "Better quality shops, less charity shops. Bring in clothes shops - Primark and similar More young peoples' entertainment"
- "More litter bins. More shops, better variety"
- "Better shops"
- "Better quality shops - white goods and fashion for the older generation"
- "Chewing gum removed"

- "More variety of shops - clothing and white goods. Better street cleaning"
- "Street cleaning. More variety of shops (too many phone and charity shops)"
- "Bulldoze and start again"
- "More small proper (grocers/clothes shops)"
- "Better variety of shops (M&S/Next)"
- "Improve appearance - it looks dull, needs brightening up!"
- "More variety of shops - clothing/craft materials"
- "Better shops (electrical/M&S) less charity shops. More like Morpeth"
- "More shops - clothes shops, male and female. Bigger market"
- "Improve variety of shops, more named brands (better quality). More car parks"
- "Better shops (M&S and quality shops). Another supermarket (Tesco)"
- "Better leisure facilities. An underwear shop! :)"
- "Better toilets. Bigger market"
- "Clean up town. Decent shops - less phone/charity/betting shops"
- "Cleaner town centre - cig end!"
- "More variety of useful shops (shoes/kid's clothes - Barratts or similar/River Island) Need to remove: charity shops, phone shops, pawnbrokers, bookies/ betting shops"
- "Encourage better shops – Clarks. Improve shop access"
- "Better shops - Primark Too many charity shops"
- "Leisure centre. Cinema"
- "Clean the streets. Too many charity shops. Youth education programmes"
- "Clean the place - more bin emptying. De-pedestrianise the town centre"
- "Let the empty shops"
- "More public WCs and cleaner, particularly ladies. Litter collection to improve. Foul language from youth to be reprimanded. Police the police!!"
- "Smarten shop facias. More parking"
- "Better shops - more variety"
- "Clean the place up - educate the public to bin litter. Employ the unemployed to clean up"
- "Indoor shopping centre - some nice shops Some proper shops, not charity or pawnbrokers"