Market Town Benchmarking

Measuring the performance of town centres

Bedlington

2013 Report

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EXECUTIVE SUMMARY

Retail

- 40% of the units in the town centre are A1 Shops which is lower than the Regional, National and Typology average of 53%. 11% are D1 Non Residential Institutions and 11% Sui Generis/ Unique Establishments both figures higher than the National averages.
- 79% of the A1 Shops in Bedlington 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.
- 84% of the A1 shops in Bedlington are Independent/ Regional, noticeably higher than the Regional (65%), National (75%) and Typology (64%) figures.
- 88% of those interviewed visited Bedlington at least once a week.
- The majority of town centre users visited Bedlington for 'Convenience Shopping' (58%).
- 31% of those interviewed reported that they spent £5.01-£10.00 on an average visit to the town centre. 20% stated £10.01-£20.00, 12% lower than the most popular choice in the National Small Towns analysis.
- 96% of town centre users lived within a 30 minute drive of Bedlington.
- 63% of respondents stayed in Bedlington town centre for less than 1 hour.
- 92% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (49%) or 'Poor',(43%) vastly higher than the Regional (56%), and National (47%) figures. A large number of suggestions from town centre users highlighted the need to improve the town centre.

Vacancy rates:

- 11% of the units in the defined town centre were vacant at the time of the audit, 3% higher than the National Small Towns figure. 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%.

Market:

- 3 traders were in attendance at the regular weekly market considerably lower than the National (17), Regional (15) and Typology (14) figures.

Footfall:

- Footfall in Bedlington on a Market Day is 82 persons per 10 minutes, whilst on a Non Market Day the figure drops to 57. Both set of figures are noticeably lower than the Regional (154/115), National (122/90) and Typology (181/135) averages.

Car Parking:

- 90% of all car parking in Bedlington is in designated car parks.
- Overall, on a Market Day 44% of all car parking is vacant, whilst this figure increases to 54% on a Non Market 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.
- 63% of Businesses chose ‘Car Parking’ as a positive aspect, 24% higher than the National figure.
- 58% of town centre users reported ‘Car Parking’, 12% higher than the National average.

Business Confidence

- 54% of traders stated that compared to last year their ‘Profitability’ had ‘Decreased’, 21% higher than the National Small Towns average.
- 46% of traders reported that compared to last year their ‘Turnover’ had ‘Stayed the Same’, only 15% stated that it had ‘Increased’ against the National Small Towns average of 38%.
- 55% of business respondents stated that ‘Rental values/ property costs’ were a negative aspect of the town centre, 20% higher than the National figure.
- 85% of businesses stated that ‘Potential local customers’ were a positive aspect of the town centre, 7% higher than the National average.

Users Views:

- The two most positive aspects of the town centre were ‘Convenience e.g. near where you live’ (70%) and ‘Ease of walking around the town centre’. (69%)

- 93% of respondents reported that the 'leisure and cultural' offering in Bedlington town centre was 'Very Poor' (52%) or 'Poor', (41%) considerably higher than the National average of 41%.

- 80% of town centre users stated that 'Leisure Facilities' was a negative aspect of Bedlington followed by 74% 'Shopping', 66% 'Cultural Activities' and 57% 'Markets', all considerably higher than the Regional and National averages.

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. Bedlington with 120 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. Bedlington 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 107 occupied units recorded.

	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6%
A1	40	53	53	53
A2	10	13	14	12
A3	6	9	8	7
A4	9	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	11	6	6	5
D2	0	1	1	1
SG	11	5	5	6
Not Recorded	2	0	0	0

40% of the units in the town centre are A1 Shops which is lower than the Regional, National and Typology average of 53%. 11% are D1 Non Residential Institutions and 11% Sui Generis/ Unique Establishments both figures higher than the National averages.

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.

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

79% of the A1 Shops in Bedlington 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.

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.

	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6%
Key Attractor	2	8	6	8
Multiple	14	27	19	29
Independent and Regional	84	65	75	64

84% of the A1 shops in Bedlington are Independent/ Regional, noticeably higher than the Regional (65%), National (75%) and Typology (64%) figures.

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.

	Bedlington %	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. 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.

	Bedlington	North East Small Towns	National Small Towns	Typology 6
Number of traders	3	15	17	14

3 traders were in attendance at the regular weekly market considerably lower than the National (17), Regional (15) and Typology (14) figures. It must be noted that it was a cold day in November when this audit was conducted.

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.

	Bedlington	North East Small Towns	National Small Towns	Typology 6
Zone A	21	28	27	28
% Net Yield	n/a	8	8	8

Zone A Rent figures provided for Bedlington were £21 per sq. ft. which is lower than the Regional, National and Typology figures.

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 Market Place Cafe, 20 Market Place.

	Bedlington	North East Small Towns	National Small Towns	Typology 6
Busy Day	82	154	122	181
Quiet Day	57	115	90	135

The table highlights that footfall in Bedlington on a Market Day is 82 persons per 10 minutes, whilst on a Non Market Day the figure drops to 57. 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 Market Place Café, 20 Market Place			
Time	**Market Day**	**Time**	**Non Market Day**
10.20-10.30	69	**10.20-10.30**	61
11.20-11.30	87	**11.20-11.30**	65
12.20-12.30	90	**12.20-12.30**	44
Total	**247**	**Total**	**170**
Average	**82**	**Average**	**57**

Outside Market Tavern, 8 Market Place			
Time	**Market Day**	**Time**	**Non Market Day**
10.00-10.10	67	**10.00-10.10**	34
11.00-11.10	85	**11.00-11.10**	52
12.00-12.10	92	**12.00-12.10**	55
Total	**244**	**Total**	**141**
Average	**81**	**Average**	**47**

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.

	Bed.	Bed. %	North East Small Towns %	National Small Towns %	Typ. 6%
Car Park:					
Total Spaces:	537	90	90	88	91
Short Stay Spaces: (4 hours and under)	59	11	51	47	52
Long Stay Spaces: (Over 4 hours)	470	88	42	41	46
Disabled Spaces:	8	1	3	4	2
Not Registered	0	0	3	8	0
Vacant Spaces on a Market Day:	237	44	27	30	29
Vacant Spaces on a Non Market Day:	284	53	34	38	38
Illegal Spaces on a Market Day	0	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	0	n/a	n/a	n/a	n/a
On Street:					
Total Spaces:	63	10	10	12	9
Short Stay Spaces: (4 hours and under)	14	22	59	56	48
Long Stay Spaces: (Over 4 hours)	39	62	36	36	46
Disabled Spaces:	10	16	6	4	5
Not Registered	0	0	0	4	0
Vacant Spaces on a Market Day:	24	38	18	14	30
Vacant Spaces on a Non Market Day:	39	62	26	22	41
Illegal Spaces on a Market Day:	4	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	5	n/a	n/a	n/a	n/a

Overall					
Total Spaces:	600	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	73	12	52	48	51
Long Stay Spaces: (Over 4 hours)	509	85	41	40	46
Disabled Spaces:	18	3	3	4	3
Not Registered	0	0	3	7	0
Vacant Spaces on a Market Day:	261	44	26	28	29
Vacant Spaces on a Non Market Day:	323	54	33	36	38
Illegal Spaces on a Market Day:	4	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	5	n/a	n/a	n/a	n/a

90% of all car parking in Bedlington is in designated car parks.

Overall, on a Market Day 44% of all car parking is vacant, whilst this figure increases to 54% on a Non Market 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.

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 13 responses from the Business Confidence Survey.

	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
What is the nature of your business?				
Retail	54	41	59	56
Financial/ Professional Services	15	24	18	19
Public Sector	8	2	2	2
Food and Drink	15	19	12	17
Other	8	14	10	6
What type of business are you?	**Bedlington %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6 %**
Multiple Trader	8	10	11	10
Regional	8	8	6	9
Independent	85	82	83	81

85% of businesses who responded to the survey were 'Independent' to Bedlington.

How long has your business been in the town?	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Less than one year	0	5	7	4
One to five years	31	19	21	14
Six to ten years	0	14	15	7
More than ten years	69	63	57	75

69% of businesses had been based in Bedlington for ‘More than ten years’.

Compared to last year has your turnover…….?,	Bedlington %	North East Towns %	National Small Towns %	Typology 6 %
Increased	15	33	38	23
Stayed the Same	46	34	34	31
Decreased	38	33	28	46

46% of traders reported that compared to last year their ‘Turnover’ had ‘Stayed the Same’, only 15% stated that it had ‘Increased’ against the National Small Towns average of 38%.

Compared to last year has your profitability…….?	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increased	8	26	30	16
stayed the same	38	34	37	35
Decreased	54	40	33	49

54% of traders stated that compared to last year their ‘Profitability’ had ‘Decreased’, 21% higher than the National Small Towns average.

Over the next 12 months do you think your turnover will…….?	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increase	42	33	44	31
Stay the Same	50	50	40	43
Decrease	8	17	16	26

Half of the traders 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)	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	38	39	45	27
Labour pool	15	8	10	9
Environment	23	26	30	17
Geographical location	62	45	49	34
Mix of retail offer	15	26	39	23
Potential tourist customers	0	41	41	28
Potential local customers	85	80	78	82
Affordable housing	31	9	8	18
Transport links	31	24	26	26
Car parking	62	35	39	46
Rental values/property costs	23	11	16	17
Market(s)	23	14	18	18
Other	15	4	5	3

85% of businesses stated that 'Potential local customers' were a positive aspect of the town centre, 7% higher than the National average. 63% chose 'Car Parking' as a positive aspect, 24% higher than the National figure.

What are the negative aspects of having a business located in the town? (Multiselect)	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	18	25	17	39
Labour pool	9	8	6	6
Environment	9	7	5	12
Geographical location	9	6	7	13
Mix of retail offer	45	22	19	23
Potential tourist customers	36	7	7	11
Potential local customers	0	3	3	4
Affordable housing	9	7	10	4
Transport links	36	21	14	19
Car Parking	18	53	53	46
Rental values/property costs	55	37	35	38
Market(s)	27	12	10	9
Local business competition	36	20	18	19
Competition from other places	18	36	33	37
Competition from the Internet	27	35	39	31
Other	0	9	7	7

55% of business respondents stated that 'Rental values/ property costs' were a negative aspect of the town centre, 20% higher than the National figure.

Has your business suffered from any crime over the last 12 months?	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Yes	38	22	26	23
No	62	78	74	77
What type of crime has your business suffered over the last 12 months (Multiselect)	**Bedlington %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6 %**
Theft	60	46	72	43
Abuse	0	13	13	13
Criminal damage	60	46	39	52
Other	0	15	6	0

62% of businesses reported that they had not suffered any business crime over the last 12 months.

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

- "More variety of shops. More people shopping in the town."
- "Attract people into town. Rail link to town and airport. Help looking after local interests. Improve and repair roads in and out of Bedlington."
- "Attracting High Street named shop. Building a shopping arcade. Building a sports/ swim centre"
- "Better shops, leisure facilities i.e. swimming pool. More parking to the front street area."
- "A reduction in the business rates. Conversion of unused commercial premises to residential. Ease planning restrictions."
- "Greater degree of rates relief. Investment in developing business park."
- "Better parking. More retail outlets."
- "Night time economy. Sunday opening."
- "Remove yellow lines. Attract more retailers."
- "Need more variety of shops and businesses and services."

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.

	Bedlington %	North East Small Towns%	National Small Towns%	Typ. 6 %
Gender				
Male	47	42	38	41
Female	53	58	62	59
Age				
16-25	13	6	8	7
26-35	7	10	10	12
36-45	17	19	17	19
46-55	18	21	19	21
56-65	24	24	20	23
Over 65	21	20	26	17

What do you generally visit the Town Centre for?				
Work	8	14	15	13
Convenience Shopping	58	51	42	49
Comparison Shopping	1	4	5	6
Access Services	14	15	17	16
Leisure	14	10	13	10
Other	6	6	9	6

The majority of town centre users visited Bedlington for ‘Convenience Shopping’ (58%).

How often do you visit the Town Centre				
Daily	23	29	29	26
More than once a week	52	43	39	41
Weekly	13	16	15	18
Fortnightly	3	4	5	4
More than once a Month	2	2	3	3
Once a Month or Less	6	6	7	8
First Visit	0	0	2	0

88% of those interviewed visited Bedlington at least once a week.

How do you normally travel into the Town Centre?				
On Foot	43	36	37	35
Bicycle	0	1	2	1
Motorbike	0	0	1	0
Car	49	56	53	55
Bus	6	6	6	8
Train	0	0	1	0
Other	2	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	6	3	3	4
£0.01-£5.00	13	11	13	11
£5.01-£10.00	31	24	26	24
£10.01-£20.00	20	30	32	32
£20.01-£50.00	26	24	20	23
More than £50.00	5	7	6	6

49 of town centre users travelled into Bedlington by 'car'.

31% of those interviewed reported that they spent £5.01-£10.00 on an average visit to the town centre. 20% stated £10.01-£20.00, 12% lower than the most popular choice in the National Small Towns analysis.

How do you rate the physical appearance of the town centre?				
Very Good	10	11	17	5
Good	53	49	58	37
Poor	31	28	20	37
Very Poor	6	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	5	10	16	5
Good	56	55	63	47
Poor	36	27	18	36
Very Poor	3	7	4	12

53% of town centre users felt that the physical appearance of Bedlington was ‘Good’.

56% of town centre users rated the cleanliness of Bedlington as either ‘Good’.

How do you rate the variety of shops in the town centre?				
Very Good	1	7	8	5
Good	7	37	44	24
Poor	43	36	36	38
Very Poor	49	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	1	8	10	3
Good	6	44	49	34
Poor	41	35	33	40
Very Poor	52	14	8	22

92% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (49%) or 'Poor',(43%) vastly higher than the Regional (56%), and National (47%) figures.

93% of respondents reported that the 'leisure and cultural' offering in Bedlington town centre was 'Very Poor' (52%) or 'Poor', (41%) considerably higher than the National average of 41%.

What are the positive aspects of the Town Centre?				
Physical appearance	46	41	56	25
Shopping	12	42	49	29
Restaurants	44	44	44	36
Access to Services	50	73	75	68
Leisure Facilities	4	30	28	21
Cultural Activities	3	18	24	12
Pubs/ Bars/ Nightclubs	37	30	37	23
Transport	44	36	43	34
Ease of walking around the town centre	69	72	75	68
Convenience e.g. near where you live	70	71	70	66
Safety	32	39	48	31
Car Parking	58	41	46	38
Markets	7	25	34	17
Other	7	3	7	4

The two most positive aspects of the town centre were ‘Convenience e.g. near where you live’ (70%) and ‘Ease of walking around the town centre’, (69%) whilst 58% reported ‘Car Parking’, 12% higher than the National average.

What are the negative aspects of the Town Centre?				
Physical appearance	35	43	29	60
Shopping	74	48	42	62
Restaurants	20	23	28	25
Access to Services	25	8	10	9
Leisure Facilities	80	34	37	44
Cultural Activities	66	40	37	45
Pubs/ Bars/ Nightclubs	27	30	27	34
Transport	13	22	22	20
Ease of walking around the town centre	4	7	9	7
Convenience e.g. near where you live	10	6	8	8
Safety	12	13	13	15
Car Parking	21	40	39	43
Markets	57	32	29	37
Other	10	10	12	10

80% of town centre users stated that ‘Leisure Facilities’ was a negative aspect of Bedlington followed by 74% ‘Shopping’, 66% ‘Cultural Activities’ and 57% ‘Markets’, all considerably higher than the Regional and National averages.

How long do you stay in the Town Centre?				
Less than an hour	63	38	36	42
1-2 Hours	22	40	40	39
2-4 Hours	6	11	12	10
4-6 Hours	2	3	3	2
All Day	5	7	8	6
Other	3	1	1	1

63% of respondents stayed in Bedlington town centre for less than 1 hour.

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

The overriding theme was the need to improve the 'Retail Offer', comments included:

- "Specialist shops that people are prepared to travel for are probably the way."
- "1Improve the shopping experience by bringing a few 'high street shops' to attract more people into the town. I visit the town only to do food shopping at the small Tesco or Morrison's. They could follow the example of the nearby town of Morpeth, adding smaller branches of popular retailers such as Waterstone's, Next, Lakeland, Bodyshop. A shop like 'Wilkinson's' would probably be well supported."
- "To make it more viable and economical to encourage traders to open a variety of retail shops not just building societies estate agents and suchlike instead encourage clothes shops and discount hardware stores as at the moment having to travel out of town to buy a pair of men's socks or any good variety of furniture or choice of anything is so limited it's not worth coming into town centre as shops are not available to view"
- "Clothing shops and shoe shops"
- "More clothing provision (reasonably priced)"
- "Better shops, more variety of shops"
- "No charity shops, they would kill an already poor shopping area"
- "More shops that can offer products that are not available, that makes people have to go out of the town i.e. clothes (male and female), hardware."
- "More variety in shopping i.e. clothes, miscellaneous goods"
- "Improved choice is required. In order to do a full shopping trip I have to travel to Cramlington, Ashington, Morpeth or Newcastle. I would prefer to spend shopping money in my own area."

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 169 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

	Bedlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Locals	60	57	53	61
Visitors	36	32	31	25
Tourists	4	11	16	14

96% of post codes gathered were from those living in Bedlington or within a 30 minute drive.

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

No.	Street	Name				Notes
		Best in the West	a1	convinience	independent	
25	Beech Grove	Hair @ Zintaba	a1	comparison	independent	
1a	Browns Building	ShiraZ	n/a	n/a	n/a	vacant
1	Burdon Terrace	Penny Farthing	a1	comparison	independent	
8-9	Burdon Terrace	The Wharton	a4	n/a	n/a	
	Choppington Road	Morrisons	a1	convinience	multiple	
12	Front St East	The Light and Gift Studio	n/a	n/a	n/a	Vacant
22	Front St East	Hada Duende Herbs	d1	n/a	n/a	
30	Front St East	Peter Fleming Dental Surgery	d1	n/a	n/a	
40	Front St East	Ronnie Cole Tattoo Artist	sg	n/a	n/a	
46	Front St East	Jonah/ Jennys Chippy	a5	n/a	n/a	
48	Front St East	Best Bite	a5	n/a	n/a	
54	Front St East	Upper Cutz	a1	comparison	independent	
60	Front St East	Glam	sg	n/a	n/a	
62	Front St East	Clippers	a1	comparison	independent	
64	Front St East	Confetti	a1	comparison	independent	
66	Front St East	DCM Business Services	a2	n/a	n/a	
74	Front St East	Robson and Prescott	sg	n/a	n/a	
78	Front St East	Margarets	a1	comparison	independent	
78	Front St East	Peggys	a3	n/a	n/a	
82	Front St East	Northumbria Travel	a1	comparison	independent	
84	Front St East	Chinchilla	a5	n/a	n/a	
86	Front St East	Dennis Todd Music	a1	comparison	independent	
90	Front St East	Looking Good	sg	n/a	n/a	
92	Front St East	Chris Baird	n/a	n/a	n/a	vacant
96	Front St East	Golden City	a5	n/a	n/a	
104	Front St East	R and S Conveniences	a1	convinience	independent	
108	Front St East	Lawson and Thomson	a2	n/a	n/a	
110	Front St East	Bedlington Florists	a1	comparison	independent	
112	Front St East	The Northumberland Arms	a4	n/a	n/a	
	Front St East	Synergy	n/a	n/a	n/a	Vacant
100/102	Front St East	Hardington Hogg	a2	n/a	n/a	
	Front St East	HPC	d1	n/a	n/a	
	Front St East	Vibro Step	sg	n/a	n/a	

	Front St East	La Torre	a3	n/a	n/a	
	Front St East	Black Bull	a4	n/a	n/a	
	Front St East	Synergy Physio Clinic	d1	n/a	n/a	
74	Front St West	Ladbrokes	a2	n/a	n/a	
80	Front St West	Hetheringtons Shoe Services	a1	convinience	independent	
82	Front St West	Pretty Glamorous	a1	comparison	independent	
60b	Front Street	Swinneys	a3	n/a	n/a	
78	Front Street East	Diane Raymond	a1	comparison	independent	
76a	Front Street East	Rook Matthew Sayer	a2	n/a	n/a	
3	Front Street West	John Grenfell Funeral Directors	a1	comparison	regional	
11	Front Street West	Highgate House Dental Practice	d1	n/a	n/a	
15	Front Street West	Lion Garage	sg	n/a	n/a	
20	Front Street West	R Watson	a1	convinience	independent	
22	Front Street West	Chic	a1	comparison	independent	
25	Front Street West	The Sun	a4	n/a	n/a	
26	Front Street West	D J Lynn and Sons	a1	convinience	independent	
28	Front Street West	Boots Pharmacy	a1	comparison	multiple	
30	Front Street West	Community Help Hub	d1	n/a	n/a	
40	Front Street West	Post Office	a1	convinience	multiple	
48	Front Street West	Ashianna	a5	n/a	n/a	
50	Front Street West	Chisholm	a2	n/a	n/a	
54	Front Street West	Hallmark Moods	a1	comparison	independent	
58	Front Street West	A S Moon	a2	n/a	n/a	
62	Front Street West	Bistro No 62	a3	n/a	n/a	
66	Front Street West	Mike Rogerson	a2	n/a	n/a	
68	Front Street West	The Grapes	a4	n/a	n/a	
72	Front Street West	Tallantyre	a1	comparison	regional	

76	Front Street West	Cash For Clothes	sg	n/a	n/a	
16a - 16c	Front Street West	Bed Company	a1	comparison	independent	
16B	Front Street West	Bedlington Flooring	a1	comparison	independent	
1a	Front Street West	Jims Cycles	a1	comparison	independent	
36-38	Front Street West	Co Op Funeral Care	a1	comparison	multiple	
40D	Front Street West	The Head Shed	a1	comparison	regional	
42-44	Front Street West	TSB	a2	n/a	n/a	
42-48a	Front Street West	Jay Jays	n/a	n/a	n/a	vacant
60a	Front Street West	Zuenziga	a1	comparison	independent	
	Front Street West	Blue Bell Inn	a4	n/a	n/a	
	Front Street West	The Red Lion	a4	n/a	n/a	
	Front Street West	Trinity Church	d1	n/a	n/a	
	Front Street West	JCP	b1	n/a	n/a	
	Front Street West	Northumberland County Council Information Centre	b1	n/a	n/a	
	Front Street West	Bedlington Community Centre	d1	n/a	n/a	
16	Glebe Road	Swarland Motorparts	a1	comparison	independent	
18	Glebe Road	Michael Metcalf Carpets	a1	comparison	regional	
22	Glebe Road	Gents Hairdressers Barber Shops	a1	comparison	independent	
26	Glebe Road	Moby Dicks	a5	n/a	n/a	
28	Glebe Road	Forresters	a1	comparison	regional	
34	Glebe Road	Bombay Nights	a5	n/a	n/a	
38	Glebe Road	Ocean Palace	a5	n/a	n/a	
	Glebe Road	Library	d1	n/a	n/a	n/a
	Glebe Road	Bedlington Health Centre	d1	n/a	n/a	n/a
	Glebe Road	The Old School Tattoo Company	sg	n/a	n/a	
2	Market Placce	The Phone Stop	a1	comparison	independent	
1	Market Place	Everlong	sg	n/a	n/a	
2	Market Place	Beat	a1	comparison	independent	

3	Market Place	Whitehead and Low	a2	n/a	n/a	
4	Market Place	Flower Stop	a1	comparison	independent	
8	Market Place	Market Tavern	a4	n/a	n/a	
10	Market Place	Greggs	a1	convinience	multiple	
19	Market Place	Expresso Amusements	sg	n/a	n/a	
17-18	Market Place	Pattinsons	a2	n/a	n/a	
	Market Place	Tesco	a1	convinience	key attractor	
	Market Place	Bedlington Social Club	a4	n/a	n/a	
n/a	n/a	Next to the Flower Shop	n/a	n/a	n/a	vacant
n/a	n/a	Next to Market Tavern	n/a	n/a	n/a	vacant
n/a	n/a	Next to Greggs	n/a	n/a	n/a	vacant
n/a	n/a	Next to Greggs	n/a	n/a	n/a	vacant
n/a	n/a	Next to Bed Flooring	n/a	n/a	n/a	vacant
	The Old Police Station	The Frock Exchange	a1	comparison	independent	
	The Old Police Station	Head 2 Toe	a1	comparison	independent	
	Town Centre	Bedlington Day Centre	d1	n/a	n/a	n/a
1	Vulcan Place	French Grey Tales	a1	comparison	independent	
2	Vulcan Place	Lloyds Chemist	a1	comparison	multiple	
2	Vulcan Place	Ristorante Verdi	a3	n/a	n/a	
4	Vulcan Place	Avor Van Hire	sg	n/a	n/a	
6	Vulcan Place	Euphoria Hair and Beauty	a1	comparison	independent	
	Vulcan Place	Vulcan Place Garage	b2	n/a	n/a	
Lairds House		n/a	n/a	n/a	n/a	vacant
		Market Place	a3	n/a	n/a	
		Irene	SG	n/a	n/a	
		Auto Spares	n/a	n/a	n/a	vacant
		Bedlington Methodist Church	n/a	n/a	n/a	
		Next to Market Place	n/a	n/a	n/a	vacant
		Bedlington Arms	a4	n/a	n/a	
		Bedlington Old School	n/a	n/a	n/a	
		Law Courts	d1	n/a	n/a	

Name:	Upper Level Car Park by Public Toilets
On Street/ Car Park:	Car Park
Total Spaces:	72
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	70
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	
Vacant Spaces on a Non Market/Quiet Day:	
Illegal Spaces on a Market/ Busy Day:	
Illegal Spaces on a Non Market/ Quiet Day:	

Name:	Lower Level by Public Toilets
On Street/ Car Park:	Car Park
Total Spaces:	101 * not clearly marked spaces
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	101
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	
Vacant Spaces on a Non Market/Quiet Day:	
Illegal Spaces on a Market/ Busy Day:	
Illegal Spaces on a Non Market/ Quiet Day:	

Name:	Morrisons
On Street/ Car Park:	Car Park
Total Spaces:	65
Short Stay Spaces: (4 hours and under)	59
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	32
Vacant Spaces on a Non Market/Quiet Day:	42
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Car Park behind Tesco *large no of spaces not marked and no of Bedford vans parked
On Street/ Car Park:	Car Park
Total Spaces:	299
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	299
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	104
Vacant Spaces on a Non Market/Quiet Day:	121
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Outside Tesco, Market Place
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	1
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Front Street East
On Street/ Car Park:	On Street
Total Spaces:	39
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	39
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	17
Vacant Spaces on a Non Market/Quiet Day:	27
Illegal Spaces on a Market/ Busy Day:	3
Illegal Spaces on a Non Market/ Quiet Day:	3

Name:	Co Op Funeral Care, Front Street
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? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/Quiet Day:	1
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	By Bistro 62, Front Street
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	4
Vacant Spaces on a Non Market/Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	2

Name:	Outside Hetherington Shoe Services, Front St West
On Street/ Car Park:	On Street
Total Spaces:	10
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/Quiet Day:	7
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

TOWN CENTRE USERS SURVEY

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

Key

Retail Offer

- "More shops & Increase short stay parking"
- "Encourage businesses (no more retirement homes please) to open up on Front Street perhaps by reduced rents. Specialist shops that people are prepared to travel for are probably the way. Plant trees to screen the ugly council offices from the rest of the street which is supposed to be a conservation area."
- "Improve the pathways up to the town centre. You can't walk from my estate to the school and shops without standing in endless piles of dog muck. We need better varied shops, tesco was a good start but we need more high street chains!"
- "Leisure facilities and more variety of shops."
- "Firstly, Tesco have bought up shops and promised to build a new super store selling not only food but clothes and electrical goods. Why has this not happened? I would force their hand and get an explanation. Secondly, building residential homes right in the centre of town was a massive mistake! You should sack all the councillors who are taking back handers to allow these kinds of developments to get the go ahead!! Nothing will change however and so this survey is a complete waste of time."
- "Demolish it and start again. Get Tesco to fulfil their promise."
- "1. Get Tesco to sort out the market place like they were supposed too. Its an eyesore and disgrace so may shop units are stood empty, all because of the 'mighty' Tesco. 2. Sort all the illegal car parking. People who have blue disability badges can not get parked for all the lazy sods who think they have the right to park anywhere."
- "More variety of shops, leisure facilities, more for the youths to do"
- "Reduce Rates as to attract new independent shops rather than have shops standing empty. Force TESCO to make a move on the plans they submitted or let ARCH take over and revamp the the front street gap area which is in desperate need of development. Don’t forget Bedlington Station that needs money and development ploughed into the area too"
- "Have more leisure things to do and improve transport links to boost tourism into bedlington"
- "More money spent on appearance, like more flower beds and hanging baskets. Better and more decorative Christmas lights. (more like Morpeth). To encourage more shops to set up in the town to give better variation."
- "Utilise the market square for events, live musice etc. Tesco development incorporating more choice of shops"
- "There needs to be some sort of variety on the street business wise, there are an abundance of hairdressers/barbers/beauty salons but no shops for the younger people of Bedlington who I imagine would like to see high street fashion shops (like

every other town). There are a few buildings that have been empty for as long as I can remember. Following from that, the building to the right of Tesco (which I assume tesco owns?) has been empty for a long time and you can see even at like 20 feet up in the very top windows that there are some strange plants growing there. Why is this building going to waste? Bedlington high street needs high street chains like new look, poundland, iceland for example. why are we the only town without these kinds of shops?"

- "Cheaper rents to attract more diverse businesses and keep current businesses open."
- "More Shops. More leisure facilities"
- "Remove Tesco's from the town Centre and bring the shops they own/owned back into use and let local business in. Build a leisure centre on the ""Gap site"" and let the local community use it."
- "Involve Bedlington residents who have grown up in the town in it's development. Employ planners who are sympathetic to it's past but can incorporate the past into future changes."
- "More shops and leisure facilities."
- "Better short term parking for banking etc. Better and more variety of shops"
- "Increase in the variety of shops"
- "More leisure facilities e.g. sports centre, cinema. More variety and choice of shops"
- "Community centre, better shopping facilities."
- "Tescos to sort out their buildings which are an eyesore, give us the shop they promised. Give us a traditional market the car boot is shocking."
- "Bring in a 'Poundstretcher' type shop or a small more national like company such as 'New Look'"
- "firstly I would install some seating and some handier rubbish bins and secondly maybe a few more flower pots ect"
- "Better short term parking for banking etc. Better and more variety of shops"
- "More shops. More control on the pubs at night"
- "Better shops or fast food restaurants. Better leisure activities."
- "There needs to be more shops than Estate Agents and Pubs. Bedlington is dying. Bedlington NEEDS a Leisure Centre for the people of Bedlington. Why should the people of Bedlington have to travel to either Blyth, Morpeth, Ashington, Cramlington or Newbiggin?"
- "improve shopping and parking"
- "stop the parking on both sides of main street its a bottleneck stop spending money on the roundabout changing flower displays its a waste of money invest it in better leisure facilities"
- "1 encourage better shops...there are few shops left there is no reason to go there as it's a bit of a ghost town 2. It's shabby - take down the Christmas lights in Bedlington station when it's not Christmas! It's like the land time forgot,"
- "Improve range of shops. Improve cleanliness - eg removal of chewing gum"
- "Keeping good free parking is very important to me. Don't introduce 20mph zones!"
- "leisure facilities full range of shops"
- "Litter, good shops and a leisure centre"

- "Street cleaning and stricter laws on litter. Pressure on developers to get on with the jobs that they are committed too or revoke their planning permission."
- "Street cleaning and stricter laws on litter. Pressure on developers to get on with the jobs that they are commited too or revoke their planning permission."
- "we need more shops, better litter control."
- "Bigger range of shops or get Tesco to do what they say they are going to Sort out parking not in car parks i.e. on Front Street and side streets"
- "Improve car parks, more shops"
- "Development of green public space at Gap site for people to meet, relax, enjoy take-aways, and for teen space in the evening with metal bins, shrubs, flowers, small trees, bright accessible pathway, good lighting, etc.. This area would also be an attractive gateway from Law court area to market place with traditional ornamental iron railings (No gates) providing presence and a sense of security. MARKET PARK Develop street map with shops, available business space, cultural and heritage sites, restaurants, etc. issue for Christmas shoppers then update and distribute REGULARLY Countywide."
- "Develop the Gap Site in the Neuk Attract a department store selling clothing"
- "Public conveniences of a good standard where you can also comb your hair, wash footwear if been accessing local walks or generally tidy up before going on transport if visiting. A supermarket with greater range of goods or more smaller outlets which fill the gaps in choice of goods"
- "Further development of Town Centre. Improvement of leisure facilities (which are virtually non-existent)."
- "1. Better traffic and parking management. The Front Street is long and business was better when more short term parking was available on Front Street. Too many stretches have either no parking, or both sides parking. A better balance is required. Give the population some choices of parking style and listen to what the residents say. 2.Better respect for conservation ethos and policy. Bedlington continues to lose and have compromised, its real assets. new development eg current market place 'girders' have no place in a conservation area. Bedlington residents are not being listened to."
- "PULL IT DOWN AND START AGAIN!"
- "Redevelop it. Enforce the parking regulations."
- "1. Greater variety of shops, especially food - eg butcher, greengrocer 2. More food stalls at market, especially eg farmers stalls"
- "Leisure centre. no shop to buy menswear etc, no hardware shop,"
- "improvements to tesco area restrict parking to designated car parks"
- "Better shopping and lesure facilities"
- "1. cycle links to Blyth or Cramlington 2. facilities for families such as a leisure centre/ astro turf pitch football"
- "MORE MENSWEAR CLOTHES. BETTER PUBLIC TOILETS"
- "improve leisure & shopping facilities. public toilets definitely need improving"
- "We need to sign post better our assets. We are town with historic heritage we need to play to our strengths. Have a centre on the street front that promotes the many country walks. The railway lines have their origins in Bedlington... We are a

community town therefore we need a preschool outside play area that allows the other parent to have a place to be during the day, a place near to the shops that allows then to pick up daily shopping. At present people go to outlying area for play and pick up their shopping in that area. I think Bedlington could be missing an opportuninty which is right on their doorstep. There is grounds by the front street that could be developed so bringing all the needs into one place. I believe this would also bring much needed revenue to our shops and town. Could some of town quare area be made into a splash pad (water feature for children to play) where children and parents could meet together?"

- "MARKET PLACE ACTIVITIES MORE HLF FUNDING FOR FURTHER CONSERVATIONAL REFURBISHMENTS TO PROPERTY"
- "More shops"
- "Clothes shops shoe shops. Clean public toilets"
- "Rebuild the old church hall. Build something other than the new old people's home that's being built in the market square"
- "improve the market so it resembles a 'normal' market (like in the early days when it first started) and have more variety of stalls with some fresh produce and less like a second hand car boot sale. improve the area to the side and back of the market place (which Tesco promised would be smartened up and new shops provided when they were given planning permission for their store)"
- "Improve choice of shops. Keep car parking free"
- "the old village infant school needs to have something done to it - restored tastefully to housing or community usage..... leisure facilities"
- "Bigger supermarket. Redevelopment of the other side of the road and the other side of the front street towards Bebside"
- "Try to encourage Tesco to redevelope their site as suggested years ago. Look at ways of getting other retailers into the area, to give some choice other than Tesco."
- "Shop shutters when closed should have better shutters/pictures on shutters as rusty old ones look shabby More decorative up lights on certain historic/pretty parts"
- "More traders - no reason to visit except to get lunch. Leisure facilities especially for young people"
- "1 - Greater mix of service providers, such as banks, building societies, insurance brokers. Over last 2-3 years the town has lost a number of these. 2 - Leisure facility to provide indoor/outdoor sports. Locate on waste ground, north of the Market Square."
- "Sort out the waste land between the law courts and Tesco as it is a mess. Too many estate agents"
- "More leisure facilities. More variety of shops"
- "We need a variety of shops not just estate agents and small supermarkets which have a small selection and choices. I feel the need to just buy essentials and only stay a short time in Bedlington because there is no reason to saunter down and up the front street as there is no shops to generally look at."
- "Enforce the disabled parking areas with some visible action taken against young and obviously fit abusers. With so many excellent litter bins there should be no excuse

for littering and spat-out chewing gum. The area is front of Greggs/Tesco becomes a pigsty around lunchtime."

- "After all the efforts made to restore the traditional appearance of Front Street shops that gaudy 'Cash for Clothes' window undoes it all. Remove the artwork. Reduce the length of the Pelicon Crossing 'Stop' times. By the time the lights are green the pedestrian is 50 yards down the street with drivers quietly cursing the delay."
- "1Improve the shopping experience by bringing a few 'high street shops' to attract more people into the town. I visit the town only to do food shopping at the small Tesco or Morrison's. They could follow the example of the nearby town of Morpeth, adding smaller branches of popular retailers such as Waterstone's, Next, Lakeland, Bodyshop. A shop like 'Wilkinson's' would probably be well supported. 2:The age-old request of a leisure centre or leisure facilities."
- "Tesco to expand and sell clothes, homeware, and a bigger selection of books, dvds and toys. More shops."
- "Get a couple of big shops in i.e. Wilkinsons. A book shop"
- "Clean the road, grassed areas and footpaths thoroughly. Have a better selection of shops"
- "Fix the market place area around Tesco and get more shops in, perhaps including at least one charity shop."
- "Better market, wider range of shops"
- "Leisure Centre. Mcdonalds. KFC. Clothes shops. There is two ASDA's in Blyth and none in Bedlington. Iceland. Home Bargains."
- "The long awaited but never undertaken re-development of the Tesco store, would have acted as an anchor to the town centre. The store would attract shoppers from out of town and this in turn, would have brought trade for new and existing shops, restaurants & cafes. The enterprise center linked to the project would also bring much needed jobs and trade. Could the council and the local M.P. not join forces to put media pressure on Tesco to act? The weekly market held on a Thursday is frankly embarrassing. It is nothing more than a car-boot sale and is an eye-sore that drives away shoppers from the town. The market place itself having had so much money spent on it, is now becoming run-down. It is covered in chewing gum, filled with derelict shop units and it has become a night time meeting place/playground for local teenagers. Bedlington needs and deserves urgent attention from NCC. It has been left to stagnate and run-down for far too long!!"
- "On street short stay parking system to encourage passing shoppers and easier access for those with mobility issues encouragement for wider range retail including staying open on Saturday afternoons"
- "More variety of shops. Deal with the areas of wasteland on the Front st"
- "1. Better range of shops 2.Better leisure facilities"
- "to make it more viable and economical to encourage traders to open a variety of retail shops not just building societies estate agents and suchlike instead encourage clothes shops and discount hardware stores as at the moment having to travel out of town to buy a pair of men's socks or any good variety of furniture or choice of

anything is so limited it's not worth coming into town centre as shops are not available to view"

- "More shops. Swimming bath/leisure centre (decent size)"
- "More shops. Leisure facilities"
- "Demolish the old village infants school because it's an eyesore, or compulsory purchase it and convert into a youth club or something for the youngsters to go to instead of hanging about the town Do something about the empty premises on the front street ie lower the rents so as businesses can afford to use them"
- "Improve cleanliness in the town. Improve the variety of shops"
- "Leisure facilities. More shops"
- "Bigger market on a Thursday. More range of shops"
- "Leisure centre More activities"
- "Fill more known shops - less empty spaces Less bland and grey"
- "A lot of boarded up shops, wasteland next to Tesco + makes the town look tatty - a lot of rubbish (more bins) Nothing for children/teenagers (activities or shops) so they hang around streets and parks, and spend money elsewhere"
- "Move market back to car park behind Tesco, as it's a waste of time now. Stop bicycles riding on footpaths and without lights"
- "Youth facilities for older kida and young ones A cinema/theatre or bingo hall"
- "Better shops (clothing). Facilities for leisure (adults and kids)"
- "Leisure centre. Provision of activity for young children"
- "Better leisure facilities. Clothing shops and shoe shops"
- "More clothing provision (reasonably priced) Youth and leisure provision"
- "Better shops, more variety of shops"
- "The town is a beautiful old market town with a market that resembles a car boot sale. Either have a decent proper market like they have at Morpeth or scrap it completely. It makes the town look bad. More facilities, services, leisure facilities and shops are desperately needed. Compared to every other major town - which I like to think we are - we are very badly lacking."
- "Litter bins in car parks Police patrols for teenagers at night"
- "No car boots on Front Street. No charity shops, they would kill an already poor shopping area"
- "More shops that can offer products that are not available, that makes people have to go out of the town ie clothes (male and female), hardware. Improved market (on Front St) More facilities for young people"
- "Need shops that are a bit different to those in nearby towns. Funding to extend the cultural and leisure activities provided by the Community Centre - which is currently run by a very small band of volunteers who are mostly retired and struggling to cope with demand"
- "More shops. Cleaner"
- "Make all the parking on Main Street 1hr only"
- "Improve the toilets"
- "More variety in shopping ie clothes, miscelaneous goods"
- "More shops, more for elderly Thank goodness the Community Centre is taking off"

- "More variety of shops. Have a local dog licence and use money to clean up mess"
- "Swimming pool Some organic or environmental items in shops"
- "Improved choice is required. In order to do a full shopping trip I have to ttravel to Cramlington, Ashington, Morpeth or Newcastle. I would prefer to spend shopping money in my own area. Shopping access to Main Street shops is very restrictive for disabled persons. Parking bays for disabled are available but do not take into account that once out of the car, the disabled person has to climb up a hill to access shoping areas which defeats the chosen areas for disabled parking. Lowered kerbs to service areas are in need of number increase. More litter bins are required at sitting areas and bus stops."
- "Better access to shops. As someone who relies on my car and can only walk a short distance the only shops I can use are Morrisons and the few stores beside Moods. All parking is at the rear of the Front Street and on a hill - 2 big hazards. This needs changing. The type of sops in Bedlington. You cannot do a full shop and this is why people go to Cramlington and Blyth. More work needed to encourage prestige outlets."