Market Town Benchmarking

Measuring the performance of town centres

Cramlington
2013 Report

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EXECUTIVE SUMMARY

Retail

- 57% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services.
- 79% of the A1 Shops in Cramlington town centre mainly sell Comparison goods whilst 21% mainly sell Convenience goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.
- 69% of the A1 shops in Cramlington are Key Attractor/ Multiple.
- 8% 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%.
- The majority of town centre users visited Cramlington for 'Convenience Shopping' (77%) and 78% stayed in Cramlington town centre for less than 2hours.
- 94% of those interviewed visited Cramlington at least once a week.
- 42% of those interviewed reported that they spent £20.01-£50.00 on an average visit to the town centre.

Footfall

- The table highlights that footfall in Cramlington on a Busy Day is 410 persons per 10 minutes whilst on a Quiet Day the figure drops to 332. Both sets of figures are very high for a small town, however it must be remembered that the retail offer and structure in Cramlington is very different from those with which it is compared.

Car Parking

- All car parking provision is based 'off street'. On both audit days, the vacancy rate hovered around the 20% mark. In February 2013 at a British Parking Association event it was indicated that if provision, pricing and policies are correct the vacancy rate should be around the 15% mark.
- 59% of town centre users stated that 'Car Parking' was a negative aspect of Cramlington. Qualitative comments centred on the need to reduce the time limitations.

Users Views

- 87% of town centre users felt that the physical appearance of Cramlington was either ‘Good’ (25%) or ‘Very Good’ (62%).
- 87% of town centre users rated the cleanliness of Cramlington as either ‘Good’ (57%) or ‘Good’. (30%)
- 68% of town centre users felt that the ‘variety of shops’ in the town centre was either ‘Good’ (54%) or ‘Very Good’ (14%).
- 75% of respondents reported that the ‘leisure and cultural’ offering in Cramlington town centre was ‘Good’ (62%) or ‘Very Good’ (13%).

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. Cramlington with 138 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 2012.
- 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. Blyth 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 127 occupied units recorded.

	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
A1	57	53	53	53
A2	12	13	14	12
A3	7	9	8	7
A4	5	5	4	6
A5	3	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	1	0	0	0
D1	8	6	6	5
D2	2	1	1	1
SG	3	5	5	6
Not Recorded	0	0	0	0

57% 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.

	Cramlington %	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 Cramlington town centre mainly sell Comparison goods whilst 21% mainly sell Convenience 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.

	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Key Attractor	14	8	6	8
Multiple	55	27	19	29
Regional and Independent	31	65	75	64

69% of the A1 shops in Cramlington are Key Attractor/ Multiple.

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.

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

8% 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.

	Cramlington	North East Small Towns	National Small Towns	Typology 6
Average number of traders at a market	13	15	17	14

13 market traders within the Manor Walks Shopping Centre were present at the time of the Audit.

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.

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

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 Bon Marche, Craster Court.

	Cramlington	North East Small Towns	National Small Towns	Typology 6
Busy Day	410	154	122	181
Quiet Day	332	115	90	135

The table highlights that footfall in Cramlington on a Busy Day is 410 persons per 10 minutes whilst on a Quiet Day the figure drops to 332. Both sets of figures are very high for a small town, however it must be remembered that the retail offer and structure in Cramlington is very different from those with which it is compared.

Individual footfall counts are provided in the table below.

Bon Marche, Craster Court			
Time	**Busy Day**	**Time**	**Quiet Day**
10.50-11.00	373	**10.50-11.00**	290
11.00-11.10	327	**11.00-11.10**	302
12.00-12.10	531	**12.10-12.20**	404
Total	**1231**	**Total**	**996**
Average	**410**	**Average**	**332**

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
- Percentage of vacant spaces in designated car parks on a Busy Day and on a Quiet Day.

	Cram.	Cram. %	North East Small Towns %	National Small Towns %	Typ. 6 %
Car Park:					
Total Spaces:	1743	n/a	n/a	n/a	n/a
Vacant Spaces on a Busy Day:	340	20	26	28	29
Vacant Spaces on a Quiet Day:	389	22	33	36	38

All of the car parking provision is based 'off street'. On both audit days, the vacancy rate hovered around the 20% mark. In February 2013 at a British Parking Association event it was indicated that if provision, pricing and policies are correct the vacancy rate should be around the 15% mark.

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 8 responses from the Business Confidence Survey.

Please note surveys were distributed to all occupied units listed in the Business Database.

	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
What is the nature of your business?				
Retail	38	41	59	56
Financial/ Professional Services	25	24	18	19
Public Sector	0	2	2	2
Food and Drink	13	19	12	17
Other	25	14	10	6
What type of business are you?	**Cramlington %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6 %**
Multiple Trader	25	10	11	10
Regional	25	8	6	9
Independent	50	82	83	81

How long has your business been in the town?	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Less than one year	0	5	7	4
One to five years	0	19	21	14
Six to ten years	13	14	15	7
More than ten years	81	63	57	75

81% of businesses had been operating in Cramlington for ‘More than ten years’.

Compared to last year has your turnover…….?,	Cramlington %	North East Towns %	National Small Towns %	Typology 6 %
Increased	25	33	38	23
Stayed the same	50	34	34	31
Decreased	25	33	28	46

Half of the business survey respondents reported that over the last year their turnover had ‘Stayed the same’.

Compared to last year has your profitability…….?	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increased	13	26	30	16
Stayed the same	50	34	37	35
Decreased	38	40	33	49

Half of the business survey respondents reported that over the last year their profitability had ‘Stayed the same’.

Over the next 12 months do you think your turnover will…….?	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Increase	43	33	44	31
Stay the same	43	50	40	43
Decrease	14	17	16	26

43% of businesses felt that over the next 12 months their turnover would 'increase', the same figure reported 'Stay the same'.

What are the positive aspects of having a business located in the town? (Multiselect)	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	63	39	45	27
Labour pool	0	8	10	9
Environment	25	26	30	17
Geographical location	25	45	49	34
Mix of retail offer	63	26	39	23
Potential tourist customers	13	41	41	28
Potential local customers	100	80	78	82
Affordable housing	25	9	8	18
Transport links	25	24	26	26
Car parking	38	35	39	46
Rental values/property costs	13	11	16	17
Market(s)	13	14	18	18
Other	0	4	5	3

All of the businesses recorded ‘Potential local customers’ as a positive aspect of Cramlington town centre, whilst 63% stated ‘Prosperity of the town’ and ‘Mix of retail offer’.

What are the negative aspects of having a business located in the town? (Multiselect)	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	0	25	17	39
Labour pool	0	8	6	6
Environment	0	7	5	12
Geographical location	0	6	7	13
Mix of retail offer	0	22	19	23
Potential tourist customers	14	7	7	11
Potential local customers	0	3	3	4
Affordable housing	0	7	10	4
Transport links	29	21	14	19
Car parking	71	53	53	46
Rental values/property costs	14	37	35	38
Market(s)	0	12	10	9
Local business competition	43	20	18	19
Competition from other places	43	36	33	37
Competition from the Internet	0	35	39	31
Other	14	9	7	7

71% of businesses felt that ‘Car Parking’ was a negative aspect of Cramlington town centre.

Has your business suffered from any crime over the last 12 months?	Cramlington %	North East Small Towns %	National Small Towns %	Typology 6 %
Yes	38	22	26	23
No	63	78	74	77
What type of crime has your business suffered over the last 12 months (Multiselect)	**Cramlington %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6 %**
Theft	33	46	72	43
Abuse	0	13	13	13
Criminal damage	67	46	39	52
Other	0	15	6	0

63% of businesses had not suffered any crime over the last 12 months.

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

- "Car parking facilities for staff and longer stay for customers i.e. increase from 4 hours."
- "Networking so that businesses use local service providers."
- "Do more activity in the village, not just focussing on the town centre."
- "Improve transport links. Develop a central focal point e.g. Town Square."
- "Car parking is a massive problem. Business rates for small businesses could be reduced more."
- "Improve car parking. Reduce rents."
- "Lower business rates."

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

	Cramlington %	North East Small Towns%	National Small Towns%	Typ. 6 %
Gender				
Male	42	42	38	41
Female	58	58	62	59
Age				
16-25	3	6	8	7
26-35	9	10	10	12
36-45	16	19	17	19
46-55	17	21	19	21
56-65	29	24	20	23
Over 65	25	20	26	17

What do you generally visit the Town Centre for?				
Work	8	14	15	13
Convenience Shopping	77	51	42	49
Comparison Shopping	6	4	5	6
Access Services	6	15	17	16
Leisure	3	10	13	10
Other	0	6	9	6

The majority of town centre users visited Cramlington for ‘Convenience Shopping’ (77%).

How often do you visit the Town Centre				
Daily	21	29	29	26
More than once a week	60	43	39	41
Weekly	14	16	15	18
Fortnightly	2	4	5	4
More than once a Month	2	2	3	3
Once a Month or Less	3	6	7	8
First Visit	0	0	2	0

94% of those interviewed visited Cramlington at least once a week.

How do you normally travel into the Town Centre?				
On Foot	22	36	37	35
Bicycle	0	1	2	1
Motorbike	0	0	1	0
Car	70	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	1	3	3	4
£0.01-£5.00	7	11	13	11
£5.01-£10.00	12	24	26	24
£10.01-£20.00	24	30	32	32
£20.01-£50.00	42	24	20	23
More than £50.00	14	7	6	6

77% of town centre users travelled into Cramlington by ‘car’.

42% of those interviewed reported that they spent £20.01-£50.00 on an average visit to the town centre.

How do you rate the physical appearance of the town centre?				
Very Good	25	11	17	5
Good	62	49	58	37
Poor	13	28	20	37
Very Poor	1	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	30	10	16	5
Good	57	55	63	47
Poor	13	27	18	36
Very Poor	9	7	4	12

87% of town centre users felt that the physical appearance of Cramlington was either ‘Good’ (25%) or ‘Very Good’ (62%).

87% of town centre users rated the cleanliness of Cramlington as either ‘Good’ (57%) or ‘Good’. (30%)

How do you rate the variety of shops in the town centre?				
Very Good	14	7	8	5
Good	54	37	44	24
Poor	28	36	36	38
Very Poor	3	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	13	8	10	3
Good	62	44	49	34
Poor	24	35	33	40
Very Poor	1	14	8	22

68% of town centre users felt that the ‘variety of shops’ in the town centre was either ‘Good’ (54%) or ‘Very Good’ (14%).

75% of respondents reported that the ‘leisure and cultural’ offering in Cramlington town centre was ‘Good’ (62%) or ‘Very Good’ (13%).

What are the positive aspects of the Town Centre?				
Physical appearance	39	41	56	25
Shopping	72	42	49	29
Restaurants	50	44	44	36
Access to Services	73	73	75	68
Leisure Facilities	40	30	28	21
Cultural Facilities	3	18	24	12
Pubs/ Bars/ Nightclubs	19	30	37	23
Transport	34	36	43	34
Ease of walking around the town centre	72	72	75	68
Convenience e.g. near where you live	62	71	70	66
Safety	24	39	48	31
Car Parking	48	41	46	38
Markets	2	25	34	17
Other	1	3	7	4

The three most positive aspects of the town centre were ‘Access to Services’ (73%), ‘Ease of walking around the town centre’ (72%) and ‘Shopping’ (72%).

What are the negative aspects of the Town Centre?				
Physical appearance	28	43	29	60
Shops	21	48	42	62
Restaurants	4	23	28	25
Access to Services	4	8	10	9
Leisure Facilities	9	34	37	44
Cultural Facilities	33	40	37	45
Pubs/ Bars/ Nightclubs	22	30	27	34
Transport	19	22	22	20
Ease of walking around the town centre	5	7	9	7
Convenience e.g. near where you live	5	6	8	8
Safety	3	13	13	15
Car Parking	59	40	39	43
Markets	35	32	29	37
Other	3	10	12	10

59% of town centre users stated that 'Car Parking' was a negative aspect of Cramlington.

How long do you stay in the Town Centre?				
Less than an hour	18	38	36	42
1-2 Hours	60	40	40	39
2-4 Hours	12	11	12	10
4-6 Hours	3	3	3	2
All Day	6	7	8	6
Other	1	1	1	1

78% of respondents stayed in Cramlington town centre for less than 2hours.

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

Two key themes emerged when town centre users were asked to comment on what improvements they would like to see made to Cramlington changing the time restrictions on car parking' and 'retail offer'.

- "Remove no return within X hours restrictions as it prevents you from going to park in the morning/afternoon for the shops and then returning in the evening for the cinema and/or restaurants."
- "Scrap that ridiculous 4 hour parking limitation. This makes my blood boil. You say 'hey everyone, come to Cramlington to shop, eat and entertain yourself' - 'spend your money here'. Tell me how you are supposed to go shop, have a meal and watch a movie in UNDER 4 hours? More like come spend a fortune at Cramlington but if you don't Cram(lington) it in, pun intended, under 4 hours we're going to clamp your car or some other draconian fiscal punishment. Outrageous. One thing is for certain, until this barrier is removed myself and my family will not be visiting Cramlington for leisure and entertainment purposes."
- "Adequate provision of free unlimited and unrestricted parking."
- "Car parking & traffic lights for an easier exit. Despite all the recent improvements and the continuing improvements I am proud to live in Cramlington. However my continuing frustrations at 1. The limitation of the length of time you are allowed to park (3hours) where if you wanted to visit the excellent VUE cinema and have a bite to eat before or after you would NOT have enough time to do both, if we did we would end up receiving a fine, this does not promote business? 2. Due to the high footfall of visitors to the town centre, it is evident that there are major issues around exiting the car parks (from any of the exits) I believe that traffic lights should be

erected at all of its exits, this also would play its part to road traffic safety and reducing traffic to its stipulated speed limits."

- "More Car Parking and for longer."
- "4 hour limit on car parking should be longer."

- "A Clarks shoe outlet for kids and a proper butcher"
- "Bring back B&M, this shop brought a lot of visitors to our town. The discount store next to Benson's beds is not a patch on B&M and is usually empty midweek."
- "Generally, tidy it up and try and get a better selection of shops."
- "Better shops - clothes shops, shoe shops. There are no clothes shop other than Dorothy Perkins & Next. Less charity shops. Butchers."
- "Attract independent shops and better variety ie bookshop, artisan baker etc"
- "Good shoe shop (clinkard). Needs dry cleaners back. No more cheap or charity shops, cafes & restaurants."
- "More clothes shops, both ladies & men's."
- "More national shops, BHS."
- "Needs men's clothing shop. Good shoe shop."

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 273 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

	Cramlington%	North East Small Towns %	National Small Towns %	Typology 6 %
Locals	52	57	53	61
Visitors	44	32	31	25
Tourists	4	11	16	14

52% of post codes gathered were from town centre users living within Cramlington.

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

	Blockbuster	n/a	n/a	n/a	vacant
Bamburgh House	Boots	a1	comp	key att	
Bamburgh House	HSBC	a2	n/a	n/a	
Cheviot House	The Fragrance Shop	a1	comp	mult	
Cheviot House	Reeds Rains	a2	n/a	n/a	
Church Street	The Head Gardener	a1	comp	ind	
Church Street	Village Vets	sg	n/a	n/a	
Church Street	The Green	a4	n/a	n/a	
Church Street	Village Barber Shop	a1	comp	ind	
Cramlington Hall	Grainger Games	a1	comp	mult	
Craster Court	British Heart Foundation	a1	comp	mult	charity
Craster Court	A and G Marshall	a1	comp	ind	
Craster Court	Newcastle Building Society	a2	n/a	n/a	
Craster Court	Bon Marche	a1	comp	mult	
Craster Court	J D Sports	a1	comp	mult	
Craster Court	Home Fair	a1	comp	mult	
Craster Court	Ladbrokes	a2	n/a	n/a	
Craster Court	Trims for Him	a1	comp	ind	
Craster Court	The Cramlington Cobbler	a1	conv	ind	
Craster Court Manor Walks	Thomas Cook	a1	comp	mult	
Dudley Court	JCP	b1	n/a	n/a	
Dudley Court	Virgin Money	a2	n/a	n/a	
Dudley Lane	Coversure	a2	n/a	n/a	
Dudley Lane	Lal Qila	a3	n/a	n/a	
Dudley Lane	The Village Surgery	d1	n/a	n/a	
Dudley Lane	Eric Snowden	a1	comp	ind	
Forum Way	Co Op Funeral Care	a1	comp	mult	
Forum Way	The Phoenix	a4	n/a	n/a	
Forum Way	Cramlington Town Council	b1	n/a	n/a	
Forum Way	Concordia Leisure Centre	d2	n/a	n/a	
Forum Way	Cramlington Library and Info Centre	d1	n/a	n/a	
Forum Way	Gala Bingo	d2	n/a	n/a	
Forum Way	Cramlington Health Centre	d1	n/a	n/a	
Forum Way	Police	c2a	n/a	n/a	
Front Street	Clerk of Cramlington	a4	n/a	n/a	
Laurel Place	Philipsons Garage	b2	n/a	n/a	
Manor Walk	New Look	a1	comp	key att	
Manor Walk Shopping Centre	Yorkshire Linen	a1	comp	multi	
Manor Walk Shopping Centre	Dorothy Perkins	a1	comp	key att	

Manor Walk Shopping Centre	Loved and Treasured	a1	comp	ind	
Manor Walk Shopping Centre	O2	a1	comp	key att	
Manor Walk Shopping Centre	Greggs	a1	conv	mult	
Manor Walk Shopping Centre	Just Cards	a1	comp	mult	
Manor Walk Shopping Centre	Superdrug	a1	conv	key att	
Manor Walk Shopping Centre	3 Store	a1	comp	mult	
Manor Walk Shopping Centre	Wilkinsons	a1	conv	key att	
Manor Walk Shopping Centre	Lloyds Bank	a2	n/a	n/a	
Manor Walk Shopping Centre	Rydeales	a2	n/a	n/a	
Manor Walk Shopping Centre	Annas Floral Designs	a1	comp	ind	
Manor Walk Shopping Centre	O Briens	a3	n/a	n/a	
Manor Walk Shopping Centre	Saks	a1	comp	mult	
Manor Walk Shopping Centre	Dominos	a5	n/a	n/a	
Manor Walk Shopping Centre	Prezzo	a3	n/a	n/a	
Manor Walks	Post Office	a1	conv	mult	
Manor Walks	H Samuel	a1	comp	mult	
Manor Walks	Home Bargains	a1	comp	mult	
Manor Walks	Subway	a3	n/a	n/a	
Manor Walks	Vue	d2	n/a	n/a	
Manor Walks	William Hill	a2	n/a	n/a	
Manor Walks Shopping Centre	Asda	a1	conv	mult	
Manor Walks Shopping Centre	Iceland	a1	conv	mult	
Manor Walks Shopping Centre	Shearing Shack	a1	comp	ind	
Manor Walks Shopping Centre	Thomson	a1	comp	mult	
Manor Walks Shopping Centre	Barclays	a2	n/a	n/a	
Manor Walks Shopping Centre	Claires	a1	comp	mult	
Manor Walks Shopping Centre	Internacionale	a1	comp	mult	

Manor Walks Shopping Centre	Peacocks	a1	comp	mult	
Manor Walks Shopping Centre	Yorkshire Trading Company	a1	comp	mult	
Manor Walks Shopping Centre	Poundland	a1	conv	mult	
Manor Walks Shopping Centre	Card Factory	a1	comp	mult	
Manor Walks Shopping Centre	Specsavers	a1	comp	mult	
Manor Walks Shopping Centre	Pal Joey	a1	comp	reg	
Manor Walks Shopping Centre	Bettinis	a3	n/a	n/a	
Manor Walks Shopping Centre	The Jewellers Guild	a1	comp	mult	
Manor Walks Shopping Centre	Ramsdens	a2	n/a	n/a	
Manor Walks Shopping Centre	Super Trims	a1	comp	ind	
Manor Walks Shopping Centre	Star nails	sg	n/a	n/a	
Manor Walks Shopping Centre	Mike Rogerson	a2	n/a	n/a	
Manor Walks Shopping Centre	Sainsburys	a1	conv	key att	
Manor Walks Shopping Centre	Entertianment Exchange	a1	comp	multi	
Manor Walks Shopping Centre	Cafe Galaxy	a3	n/a	n/a	
Manor Walks Shopping Centre	The Green Grocery	a1	conv	ind	
Manor Walks Shopping Centre	Precious Moments	a1	comp	ind	
Manor Walks Shopping Centre	Thomson	a1	comp	mult	
Manor Walks Shopping Centre	Crisanden Textiles	a1	comp	mult	
Manor Walks Shopping Centre	E and E Fashion Accessories	a1	comp	ind	
Manor Walks Shopping Centre	Mobility Direct North	a1	comp	mult	
Manor Walks Shopping Centre	Just Fabulous	a1	comp	ind	
Manor Walks Shopping Centre	Solo Blinds	a1	conv	reg	
Manor Walks Shopping Centre	Renton Ryan	a1	conv	ind	
Middle Farm	Cramlington Youth Project	d1	n/a	n/a	

Middle Farm Buildings	The Plough	a4	n/a	n/a	
Middle Farm Square	Physiotherapy Clinic	d1	n/a	n/a	
Middle Farm Square	Quarryside House	d1	n/a	n/a	
n/a	Next to Bettinis	n/a	n/a	n/a	vacant
Northumbria House	Shoe Zone	a1	comp	mult	
Northumbria House	Phones 4 U	a1	comp	key att	
Northumbria House	Co Op Travel	a1	comp	mult	
Old Parish Hall	Coral	a2	n/a	n/a	
School Lane	Cramlington Masonic Buildings	n/a	n/a	n/a	vacant
Smithy Square	Dragon Inn	a5	n/a	n/a	
Smithy Square	The Red China	a5	n/a	n/a	
Smithy Square	The Village	a5	n/a	n/a	
Smithy Square	Pattinson	a2	n/a	n/a	
Smithy Square	Renown	a2	n/a	n/a	
Smithy Square	Panuccis	a3	n/a	n/a	
South Mall	Frankie and Bennys	a3	n/a	n/a	
Station Road	Poundworld	a1	conv	mult	
Station Road	Ponden Home Interiors	a1	comp	mult	
Station Road	Halfords	a1	comp	mult	
Village Road	Body Bronze	sg	n/a	n/a	
Village Road	H Duckworth	a1	comp	mult	
Village Road	Blagdon Arms	a4	n/a	n/a	
Village Road	Working Mans Club	a4	n/a	n/a	
West Farm Court	Roundhouse Health	d1	n/a	n/a	
West Farm Court	La Maison	a1	comp	ind	
West farm Court	Ayres Vets	sg	n/a	n/a	
West Farm Court	West Farm House	d1	n/a	n/a	
Westmoreland Retail Park	Discount UK	a1	conv	mult	
Westmoreland Retail Park	Next	a1	comp	key att	
Westmoreland Retail Park	Carpet Right	a1	comp	mult	
Westmoreland Retail Park	Pets at Home	a1	comp	mult	
Westmoreland Road	Argos	A1	comp	key att	
Westmoreland Way	McDonalds	a3	n/a	n/a	
	Middle School	n/a	n/a	n/a	vacant
	Next to Star Nails	n/a	n/a	n/a	vacant
	Next to Blagsons Arms	n/a	n/a	n/a	vacant
	Venue (temp being used for computer repairs)	a1	comp	ind	
	Next to Annas Floral Designs	n/a	n/a	n/a	vacant
	Next to the Red China	n/a	n/a	n/a	vacant

	Next to Prezzo	n/a	n/a	n/a	vacant
	Dental Surgery	d1	n/a	n/a	
	News- Stationary	a1	conv	ind	
	Mobile Phone Shop No name	a1	comp	ind	
	Old Library	n/a	n/a	n/a	vacant
	Church Hall	d1	n/a	n/a	
	Next to Just Fab	n/a	n/a	n/a	vacant
	Conservatory Company No Name	a1	comp	ind	

CAR PARKING DATABASE

Name:	Library/ West Retail Park and Manor Walk
On Street/ Car Park:	Car Park
Total Spaces:	1700
Vacant Spaces on 25/10/2012:	377
Vacant Spaces on 1/11/2012:	340

Name:	Cramlington Village Car Park
On Street/ Car Park:	Car Park
Total Spaces:	43
Vacant Spaces on 25/10/2012:	12
Vacant Spaces on 1/11/2012:	0

TOWN CENTRE USERS SURVEYS

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

Key:

Car Parking
Retail Offer

- "1) Need a decent men's shop in Manor Walks. 2) The exterior of the shopping centre and surrounding area needs to be improved to get away from its 1960's image."
- "Parking needs sorting, and more bins are needed"
- "Increase length of stay allowed at Cramlington for parking. Consult with Bus companies for improved services between High pit road/East Cramlington (New Hospital) and the shopping centre as well as to other hospitals in the region. More parent and child parking. More refuse bins."
- "Longer parking allowance. Less pound shops"
- "The ASDA end of Manor Walks is drab. It would be better if it looked more like the new bit, where the movies and new restaurants are. There's no comparison between the two. Also, the 4 hour limit on parking is a problem if you want to shop, see a movie and have dinner."
- "An Arts/Cultural centre or gallery. Aimed at the older residents not the young. A makeover, all buildings, landscaping and roadsides are looking dull and dowdy. With too much littering."
- "More parking, better organised car access to the parking areas."
- "More clothes shops for every1 like primark and some non slip on pavement on new bit as it slippy when wet"
- "Update manor walks and lower rates so businesses will be attracted to empty units and we can have more variety. Use the library site for something (I.e. a family pub) and have a good clean play park for children as 7 oaks is terrible and filthy. *ps I have downmarked pubs etc due to trouble in most. Wetherspoons had been a welcome addition and I don't count this as being negative"
- "A Clarks shoe outlet for kids and a proper butcher"
- "More car parking. More activities for 10-16 years not involving sport."
- "More car park space. It is impossible to park near to Christmas, I usually have to walk and taxi back because of this. Bring back B&M, this shop brought a lot of visitors to our town. The discount store next to Benson's beds is not a patch on B&M and is usually empty midweek."
- "Increase parking facilities. Have more upmarket shops most shops are bargain shops."
- "Remove no return within X hours restrictions as it prevents you from going to park in the morning/afternoon for the shops and then returning in the evening for the

cinema and/or restaurants. Have more individual stores rather than chains, such as a butcher"

- "Better police presence. More men's and shoe shops"
- "Improve the bus stop at the Sainsbury's end of Manor Walks. Seats are broken and generally looks a mess. Get rid of the 4 hour parking restriction. I might come up to the shops to do food shopping in the morning and return in the afternoon to use the leisure facilities but can't at the moment."
- "Wider variety of shops, no restrictions on parking, floor surface in the Mall is lethal when wet, some walkways are narrow causing pinch-points."
- "Free and more parking spaces"
- "Better parking. Less travel agents"
- "More restaurants, more petrol stations."
- "A wider variety of clothes shops for both men and women. Bigger car parks."
- "1. More quality retailers 2.better physical appearance"
- "Longer parking times than 4 hours. More diverse shops no more pound discount shops."
- "More ARTS and cultural activities support for local community management teams"
- "More Parking. Need to fill the empty units as it doesn't look very include for the centre."
- "try and fill the empty shops and have more seats for people to rest on as a lot of elderly people have walking difficulties and not many seats are available."
- "More leisure facilities for young people. Wider range of shops - DIY, butchers, bakers etc."
- "1) Make the exit doors at the ASDA end of Manor Walks wider. There is a ridiculous choke point which prevents free movement. 2) At the same doors I'd like to see a no smoking policy more rigidly enforced. Why should I have to walk through a cloud of smoke just because people are too lazy to walk a bit further away from the exit?"
- "1) more variety of bars not just restaurants. 2) more variety of different shops not different brands of the same type of shop"
- "car parking is limited both with the length of time allowed and the amount of space provided especially at weekends. Not enough info on the development going on."
- "The Town Square outside Concordia, the one and only green space, is bland and completely unwelcoming. A space, particularly in the summer that could be much more user friendly. Accumulated rubbish needs to more regularly cleaned up. How about some licensed entertainment with buskers which might just brighten up a very very bland shopping centre."
- "Generally, tidy it up and try and get a better selection of shops."
- "Improve car parking. Attract better ""quality"" shops to Manor Walks"
- "Scrap that ridiculous 4 hour parking limitation. This makes my blood boil. You say 'hey everyone, come to cramlington to shop, eat and entertain yourself' - 'spend your money here'. Tell me how you are supposed to go shop, have a meal and watch a movie in UNDER 4 hours? More like come spend a fortune at Cramlington but if you don't Cram(lington) it in, pun intended, under 4 hours we're going to clamp your car or some other draconian fiscal punishment. Outrageous. One thing is for

certain, until this barrier is removed myself and my family will not be visiting Cramlington for leisure and entertainment purposes."

- "Adequate provision of free unlimited and unrestricted parking. Attract to the centre more quality retail outlets."
- "MORE CAR PARKING SPACES. A PURPOSE BUILT BUS STATION"
- "better car parking staying time does occasionally stop 2 visits a day, better staff in centre"
- "There needs to be more parking before new shops open. Shuttle buses from estates to ease parking issues."
- "1)remove the 4 hour parking rule 2)Improve access areas to Asda and McDonalds with roundabouts"
- "More up market choice of shops. An area set aside to accommodate boutique type/craft/unusual style shops to encourage shoppers from further away to spend a whole day. They would find attractions that other malls do not offer and the cinema, leisure activities, sport. Make it different!! Look at the best of other areas eg; morpeth arcade, blagdon shopping area, tynemouth,etc take elements from them all and make Cramlington unique."
- "stop eating whilst walking in shops area(eg Greggs pasties)general mess around the outside of shops eg subways, litter and smokers near entrances, less cheap shops"
- "Better variety of shops and better parking"
- "A town square. Later shopping."
- "More bars/restaurants, although this has greatly improved recently. More gents clothing retail."
- "DIY Store M/S Clothes"
- "1. More parking spaces. 2. Covered walkway from main shopping centre to village surgery and improve paving slabs to surgery."
- "Car parking needs to be looked at due numerous visitors from outside Cramlington with the extension being built. Shops inside the centre need to be reviewed as they are not the best quality."
- "Greater variety of shops."
- "Car parking & traffic lights for an easier exit. Despite all the recent improvements and the continuing improvements I am proud to live in Cramlington. However my continuing frustrations at 1. The limitation of the length of time you are allowed to park (3hours) where if you wanted to visit the excellent VUE cinema and have a bite to eat before or after you would NOT have enough time to do both, if we did we would end up receiving a fine, this does not promote business? 2. Due to the high footfall of visitors to the town centre, it is evident that there are major issues around exiting the car parks (from any of the exits) I believe that traffic lights should be erected at all of its exits, this also would play its part to road traffic safety and reducing traffic to its stipulated speed limits. I have visited other small retail sites across Newcastle and noticed that trafficlights plays a massive part to my views raised above. Cramlington's potential has grown dramatically over the years and more and more people are visiting the area, the Town Council need to realise that even through the recession i believe it has not impacted on the Cramlington economy, and more and more people will continue to visit our great Town. I do hope

that my views are listened to and there are some proposals made in the near future. Regards Tony Robison 18 Mortimer Chase, East Hartford Cramlington"

- "Improve parking, and remove the parking restrictions. More variety in the shops"
- "More parking spaces needed"
- "Get rid of the venue shop - makes the town look shoddy & full of scruffy people. better shops - less pound shops & get a better class of shop"
- "More Car Parking and for longer. A more varied selection of shops e.g. shoes and DIY"
- "1. More variety of shops including major store chains, e.g. M&S, Currys, WH Smiths, BHS, etc. 2. Longer opening hours."
- "Proper undercover central bus station. Good quality shoe shop"
- "Improve parking and take away the 3 hour no return limit. Improved variety of shops - too many card shops, coffee shops etc"
- "Lack of shopping for the larger man ie. I myself cannot find clothes to fit myself shirts 21+collar, chest &trousers and yet I see plenty of men my size or bigger. More areas to park trolleys in the south car park."
- "COULD POSSIBLY BE MORE PARKING"
- "Better shops - clothes shops, shoe shops. There are no clothes shop other than Dorothy Perkins & Next. Less charity shops. Butchers."
- "Improve the appearance of the retail park. Improve the variety and size of the shops available"
- "additional parking and improved public transport"
- "Get a bookshop, get the Metro running up here"
- "Grassed area by Concordia to be made into a proper seated area with water feature regular litter clearance. Attract independent shops and better variety ie bookshop, artisan baker etc"
- "Good quality shoe shop. Improved parking times"
- "Shop diversity. Full size swimming pool."
- "Car parking. Transport links"
- "More seats to rest on. More competition towards ASDA & Sainsburys"
- "activities and non restrictive parking"
- "Clean up the litter and more diverse shops."
- "Have a bus station and larger variety of shops instead of mobile 'phone shops and travel agents"
- "Personal security Anti social behaviour"
- "CAR PARKING SPACES NO TIME RESTRICTIONS, OR COST"
- "Reduce number of "cheap" shops & reduce number of fast food/restaurant outlets"
- "Building of houses suitable for pensioners within walking distance of shopping centre. If this was done, existing houses would be released for families and pensioners could maybe make a few pounds to help their retirement. The houses being built at the moment are always for families when the solution is obvious to me. Estates are full of houses occupied by older people which are too big for them."
- "More car parking and for 4 1/2 hours thus allowing time to have break for snack, shower after gym and time to buy a loaf before parking ticket. Better and bigger

village square on opposite land rather than the tiny space overlooking an ugly car park as planned at present."

- "Decent shoe shop. Stationers/book shop."

- "Update outside of shopping centre. Fill empty units."
- "Roof above bowling green needs renewing. Good shoe shop (clinkard). Needs dry cleaners back. No more cheap or charity shops, cafes & restaurants."
- "Renew floor - too slippy."
- "More car park spaces as less as shopping centre gets bigger."
- "More car parking. More seats."
- "Looking for better quality clothes shops ie JT Allens as a new shop. WH Smith."
- "None"
- "Cinema building not in keeping. Shortage of men's clothing shops."
- "Would like some bigger stores or more independent shops. Litter outside of centre needs cleaning up. Roads and car park could do with improving (pot holes). Farmers market."
- "None"
- "None"
- "None"
- "More clothes shops, both ladies & men's."
- "More national shops, BHS."
- "Bowling alley for the kids."
- "Needs men's clothing shop. Good shoe shop."
- "Men's clothing shop needed. Car spaces are very narrow - needs looking at. Too many cafes."
- "Waiting to see the finished product."
- "4 hour limit on car parking should be longer."