



# Market Town Benchmarking

Measuring the performance of town centres

## Hexham 2013 Report

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the social enterprise focusing on the needs of towns across Britain

## EXECUTIVE SUMMARY

### Retail

- 54% of the units in the town centre are A1 Shops whilst 11% are A2 Financial and Professional Services and 10% A3 Restaurants and Cafes.
- 80% of the A1 Shops in Hexham 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.
- 68% of the A1 shops in Hexham are Regional/ Independent whilst 32% have a nationwide presence, 10% of which are Key Attractors. The figure for the nationwide traders is higher than the National Small Towns (25%) and Typology (27%) averages and 2% lower than the National Large Towns figure.
- 30% of town centre users visited Hexham for 'Convenience Shopping'.
- 32% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre the same figure as the National Small Towns average.
- 86% of those interviewed visited Hexham at least once a week.
- 57% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (41%) or 'Very Poor' (16%), 11% higher than the National average. Improvement to the 'retail offer' was one of the key themes to emerge when town centre users were asked to make suggestions.

### Vacancy rates:

- 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%.

### Footfall:

- The table highlights that footfall in Hexham on a Market Day is 233 persons per 10 minutes, whilst on a Non Market Day the figure decreases to 179 . Both set of figures are noticeably higher than the Regional (154/115), National Small Towns (122/90) and Typology (168/135) averages. Compared to the National Large Towns averages the Hexham figures are lower on both days. (Market 281/ Non Market Day 202).

### **Leisure and Culture:**

- 80% of town centre users rated the 'Leisure and Culture' facilities in Hexham as 'Good' or 'Very Good'.
- 62% of town centre users rated the Market as a positive aspect of Hexham.

### **Car Parking:**

- 93% of all car parking in Hexham is in designated car parks.
- 54% of spaces are available for 'Long Stay'.
- In terms of 'On Street' parking, only 5% is vacant on a Market Day and 4% on a Non Market Day which is lower than the respective National Small and Large Towns averages. However, overall on a Market Day 31% of all car parking is vacant, whilst this figure is 30% on a Non Market Day, illustrating that the hosting of a Market does not impact on car parking within the town centre. The large volume of car parking included in this study on the outskirts of the town centre play a large factor in this analysis. 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.
- Over half of the Business Survey respondents reported that 'Car Parking' (64%) was a negative aspect of operating in Hexham town centre.
- 58% of town centre users stated that 'Car Parking' was a negative aspect of Hexham. 'Car Parking' was also a key theme to emerge when town centre users and businesses were asked to make suggestions to improve Hexham, comments centred on free parking or reduced rates.

### **Business Confidence:**

- 35% of business respondents stated that compared to last year their 'Turnover' had 'Stayed the same' and 48% in terms of 'Profitability'.
- 55% felt that over the next 12 months 'Turnover' would 'Stay the same'.
- Replicating the National, Regional and Typology trends the majority (85%) of businesses reported that 'Potential local customers' were a positive aspect of Hexham town centre, whilst 71% 'Geographical location', 62% 'Prosperity of town' and 59% 'Potential tourist customers'.
- Over half of the Business Survey respondents reported that 'Car Parking' (58%) and 'Rental values/ property costs' (58%) were a negative aspect of operating in Hexham

town centre. Both set of figures are higher than the National, Regional and Typology averages.

- Reduction in 'Rates and Rents' was a key theme to emerge from the qualitative suggestions supplied by businesses.

## Town Centre Users

- 80% of respondents reported that the 'leisure and cultural' offering in Hexham town centre was 'Good' (53%) or 'Very Good' (27%), 21% higher than the National average.
- 55% of town centre users felt that the physical appearance of Hexham was 'Good' whilst 65% of town centre users rated the cleanliness of Hexham as 'Good'. Both set of figures were similar to the respective National Small Towns averages of 58% and 63%.
- Replicating the National pattern the three most positive aspects of the town centre were 'Access to Services' (75%), 'Ease of walking around' (71%) and 'Convenience' (63%). 'Markets' were also a popular choice, 61% compared to the Regional (25%), National (34%) and Typology (59%) figures, as were 'Cultural Activities' (57%) and 'Leisure Facilities' (50%).

### 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 1<sup>st</sup> January to 31<sup>st</sup> 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. Hexham with 322 units is classed as a Large Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context.

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 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. Hexham is classed as a Typology 5 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 296 occupied units recorded.

	Hexham %	North East Small Towns %	National Towns (Small/Large) %	Typology 5%
<b>A1</b>	54	53	53/54	53
<b>A2</b>	11	13	14/13	13
<b>A3</b>	10	9	8/9	10
<b>A4</b>	4	5	4/4	4
<b>A5</b>	2	4	5/3	3
<b>B1</b>	5	3	3/3	3
<b>B2</b>	1	0	0/1	0
<b>B8</b>	0	0	0/0	0
<b>C1</b>	1	1	1/1	1
<b>C2</b>	0	0	0/0	0
<b>C2A</b>	0	0	0/0	0
<b>D1</b>	9	6	6/6	7
<b>D2</b>	1	1	1/1	1
<b>SG</b>	3	5	5/5	5
<b>Not Recorded</b>	0	0	0/0	0

54% of the units in the town centre are A1 Shops whilst 11% are A2 Financial and Professional Services and 10% A3 Restaurants and Cafes.

## **KPI 2: Retail by Comparison / Convenience**

A1 Retail units selling goods can be split into two different types Comparison and Convenience.

**Convenience goods** – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- food and non-alcoholic drinks
- tobacco
- alcohol
- newspapers and magazines
- non-durable household goods.

2. **Comparison goods** – all other retail goods.

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

	Hexham %	North East Small Towns %	National Towns (Small/ Large) %	Typology 5%
<b>Comparison</b>	80	76	79/82	81
<b>Convenience</b>	20	24	21/18	19

80% of the A1 Shops in Hexham town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.

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### KPI 3: Key attractors / multiple trader representation

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

<b>Department Stores</b>	<b>Clothing</b>
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
<b>Mixed Goods Retailers</b>	Topman
Argos	Topshop
Boots	
TK Maxx	<b>Other Retailers</b>
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
<b>Supermarkets</b>	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.

	Hexham %	North East Small Towns %	National Towns (Small/Large)%	Typology 5%
<b>Key Attractor</b>	10	8	6/8	8
<b>Multiple</b>	22	27	19/26	19
<b>Regional and Independent</b>	68	65	75/66	73

68% of the A1 shops in Hexham are Regional/ Independent whilst 32% have a nationwide presence, 10% of which are Key Attractors. The figure for the nationwide traders is higher than the National Small Towns (25%) and Typology (27%) averages and 2% lower than the National Large Town figure.

**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.

	Hexham %	North East Small Towns %	National Towns (Small/ Large)%	Typology 5%
<b>Vacant Units</b>	8	9	8/10	8

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.

	Hexham	North East Small Towns	National Towns (Small/ Large) %	Typology 5
<b>Average number of traders at a market</b>	16	15	17/30	24

At the time of the retail audit 16 market traders were present very similar to the Regional (15) and National Small Towns (17) figures, but noticeably lower than the National Large Towns average of 30.

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### 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.

	Hexham	North East Small Towns	National Towns (Small/ Large) %	Typology 5
<b>Zone A</b>	45	28	27/45	47
<b>% Net Yield</b>	8	8	8/9	n/a

The Zone A Rent figure provided for Hexham is £45 per sq. ft. which is higher than the Regional (£28) and National Small town (£27) averages but identical to the National Large Towns figure. The net prime retail yield is 8% replicating the National and Regional figure.

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## 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 Cafe Nero, 36 Fore Street.

	Hexham	North East Small Towns	National Towns (Small/ Large) %	Typology 5
<b>Market Day</b>	233	154	122/281	168
<b>Non Market Day</b>	179	115	90/202	135

The table highlights that footfall in Hexham on a Market Day is 233 persons per 10 minutes, whilst on a Non Market Day the figure decreases to 179 . Both set of figures are noticeably higher than the Regional (154/115), National Small Towns (122/90) and Typology (168/135) averages. Compared to the National Large Towns averages the Hexham figures are lower on both days. (Market 281/ Non Market Day 202).

Individual footfall counts are provided in the table below.

<b>Outside: Café Nero, 36 Fore Street</b>			
<b>Time</b>	<b>Market Day</b>	<b>Time</b>	<b>Non Market Day</b>
<b>10.50-11.00</b>	187	<b>10.05-10.15</b>	118
<b>11.00-11.10</b>	238	<b>11.25-11.35</b>	193
<b>12.00-12.10</b>	275	<b>12.00-12.10</b>	235
<b>Total</b>	<b>700</b>	<b>Total</b>	<b>536</b>
<b>Average</b>	<b>233</b>	<b>Average</b>	<b>179</b>

## **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.
- 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.
- 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.

	Hexham	Hexham %	North East Small Towns %	National Towns (Small/Large) %	Typ. 5%
<b>Car Park:</b>					
<b>Total Spaces:</b>	1724	93	90	88/90	86
<b>Short Stay Spaces: (4 hours and under)</b>	674	39	51	47/38	50
<b>Long Stay Spaces: (Over 4 hours)</b>	1001	58	42	41/57	36
<b>Disabled Spaces:</b>	59	3	3	4/4	4
<b>Not Registered</b>	n/a	n/a	3	8/1	10
<b>Vacant Spaces on a Market Day:</b>	572	33	27	30/29	25
<b>Vacant Spaces on a Non Market Day:</b>	550	32	34	38/40	33
<b>On Street:</b>					
<b>Total Spaces:</b>	138	7	10	12/10	14
<b>Short Stay Spaces: (4 hours and under)</b>	125	91	59	56/82	79
<b>Long Stay Spaces: (Over 4 hours)</b>	7	5	36	36/12	17
<b>Disabled Spaces:</b>	6	4	6	4/6	4
<b>Not Registered</b>	n/a	n/a	0	4/0	0
<b>Vacant Spaces on a Market Day:</b>	6	5	18	14/19	12
<b>Vacant Spaces on a Non Market Day:</b>	6	4	26	22/29	15

<b>Overall</b>					
<b>Total Spaces:</b>	1862	n/a	n/a	n/a/n/a	n/a
<b>Short Stay Spaces: (4 hours and under)</b>	799	43	52	48/42	54
<b>Long Stay Spaces: (Over 4 hours)</b>	1008	54	41	40/53	33
<b>Disabled Spaces:</b>	65	3	3	4/5	4
<b>Not Registered</b>	n/a	n/a	3	7/1	9
<b>Vacant Spaces on a Market Day:</b>	578	31	26	28/28	23
<b>Vacant Spaces on a Non Market Day:</b>	556	30	33	36/29	30

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

54% of spaces are available for 'Long Stay'.

In terms of 'On Street' parking, only 5% is vacant on a Market Day and 4% on a Non Market Day which is lower than the respective National Small and Large Town averages. However, overall on a Market Day 31% of all car parking is vacant, whilst this figure is 30% on a Non Market Day, illustrating that the hosting of a Market does not impact on car parking within the town centre. The large volume of car parking included in this study on the outskirts of the town centre play a large factor in this analysis. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.

## KPI 10: Business Confidence Survey

The aim of the Business Confidence Survey is to establish an understanding of the economy of the town. By establishing the trading conditions of the town centre businesses efforts can be focussed on looking at issues which are of concern and how to improve them.

The following tables are based on the 26 responses from the Business Confidence Survey.

\*Please note that due to the low return rate of surveys from Large Towns, Hexham is only compared to the National Small Towns data.

	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
<b>What is the nature of your business?</b>				
Retail	47	41	59	57
Financial/ Professional Services	22	24	18	20
Public Sector	3	2	2	2
Food and Drink	14	19	12	10
Other	14	14	10	12
<b>What type of business are you?</b>	<b>Hexham %</b>	<b>North East Small Towns %</b>	<b>National Small Towns %</b>	<b>Typology 5%</b>
Multiple Trader	17	10	11	16
Regional	3	8	6	2
Independent	80	82	83	82

80% of the Business Confidence surveys were completed by 'Independent' traders.

How long has your business been in the town?	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Less than one year	6	5	7	3
One to five years	14	19	21	8
Six to ten years	22	14	15	28
More than ten years	58	63	57	60

80% of respondents had been based in Hexham for over 6 years.

Compared to last year has your turnover.....?,	Hexham %	North East Towns %	National Small Towns %	Typology 5%
Increased	32	33	38	28
Stayed the same	35	34	34	41
Decreased	32	33	28	31

35% of business respondents stated that compared to last year their 'Turnover' had 'Stayed the same'.

Compared to last year has your profitability.....?	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Increased	18	33	38	16
Stayed the same	48	34	34	48
Decreased	33	33	28	36

48% of business respondents stated that compared to last year their 'Turnover' had 'Stayed the same'.

Over the next 12 months do you think your turnover will.....?	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Increase	24	33	44	28
Stay the same	55	50	40	56
Decrease	21	17	16	16

55% felt that over the next 12 months 'Turnover' would 'Stay the same'.

What are the positive aspects of having a business located in the town? (Multiselect)	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Prosperity of the town	62	39	45	55
Labour pool	18	8	10	13
Environment	29	26	30	30
Geographical location	71	45	49	53
Mix of retail offer	21	26	39	33
Potential tourist customers	59	41	41	57
Potential local customers	85	80	78	85
Affordable housing	0	9	8	7
Transport links	38	24	26	27
Car parking	35	35	39	38
Rental values/property costs	6	11	16	10
Market(s)	18	14	18	30
Other	6	4	5	5

Replicating the National, Regional and Typology trends the majority (85%) of businesses reported that 'Potential local customers' were a positive aspect of Hexham town centre, whilst 71% 'Geographical location', 62% 'Prosperity of town' and 59% 'Potential tourist customers'.

What are the negative aspects of having a business located in the town? (Multiselect)	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Prosperity of the town	27	25	17	16
Labour pool	18	8	6	5
Environment	9	7	5	5
Geographical location	12	6	7	10
Mix of retail offer	30	22	19	21
Potential tourist customers	12	7	7	3
Potential local customers	12	3	3	5
Affordable housing	15	7	10	10
Transport links	24	21	14	10
Car parking	58	53	53	59
Rental values/property costs	58	37	35	53
Market(s)	12	12	10	9
Local business competition	30	20	18	16
Competition from other places	42	36	33	31
Competition from the Internet	42	35	39	31
Other	9	9	7	10

Over half of the Business Survey respondents reported that 'Car Parking' (58%) and 'Rental values/ property costs' (58%) were a negative aspect of operating in Hexham town centre. Both set of figures are higher than the National, Regional and Typology averages.

Has your business suffered from any crime over the last 12 months?	Hexham %	North East Small Towns %	National Small Towns %	Typology 5%
Yes	20	22	26	33
No	80	78	74	67
What type of crime has your business suffered over the last 12 months (Multiselect)	Hexham %	North East Small Towns %	National Small Towns %	
Theft	29	46	72	60
Abuse	0	13	13	15
Criminal damage	71	46	39	35
Other	0	15	6	5

78% of businesses stated that over the last year they had not suffered any crime.

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

All the comments are provided below. A theme to emerge substantiating the quantitative data was the need to improve 'Car Parking' and reduce 'Rents/ Rates'.

- "Free parking. Less Litter. Hexham looks dirty."
- "Free car parking."
- "Rates are ridiculous for sole traders like myself! Out of town shopping keeps business outside!!"
- "Abolition of overzealous traffic wardens- other parts of the country pay no parking fees. Fewer charity shops."
- "Local authority's positive support to encourage businesses e.g. rates."
- "Drop the outdated belief that poor A1 retail use is better than a2-5. Focus on leisure and tourism and accept that consumers now shop online."
- "Discount on businesses. Rates for small independent businesses."
- "More diverse range of shops. Restrictions of type of shops allowed to open e.g. too many coffee shops."
- "Help new businesses like mine to gain a goal. Promote local business. Improve the town. Xmas decorations. From Kyka Restaurant. ""I have just opened a few months back, and found out that there are lots of potential for my concept, but I am trying to

make it like a Paris type. I have applied for outdoor seating and awning. For people nationally and locally they feel this is a special place."

- "Reduce the business rates. Discourage out of centre development."
- "Town centre parking. Rates concession for a period of time before upturn. Cap or reduce rents to upturn."
- "Better free parking."
- "Please tidy up old goose market area. It's a shame."
- "Keep events/ activities to areas other than key trading areas unless they are shopping events. Keeps hold of the valuable market place parking. The two key indicators for helping shopping in market towns, and there are based on being a shopper and having a retail business. Ease of parking, particularly in towns like Hexham, where the main shopping area is on a hill. How do the likes of Tesco work? Their parking is on the doorstep so it is easy, straight from shop to car parking, easy. Working on this principle the area of the market place in Hexham for instance is on the hilltop and it is also where the retail outlets/ shops are. We need to keep things easy for the shopper because if we do not there is nothing more easy than sitting on a chair and clicking on the internet, which in itself stops people from shopping in shops. Making it easier to come into towns in local transport and having a decent bus station with amenities for the shopper i.e. toilets and waiting rooms. The bus station hopefully being close to the centre of the town enabling people to carry what they need easily back to the bus/ train station. The mixed offering of retailers with some big names draws people's attention, but also a large mix of independent shops which do their own thing to draw in shoppers, because they are different and usually more helpful. Keep shops in the heart of the towns, surely by now we have realised to the detriment of our market towns the idea of out of town shopping, this also stops people from coming into town, and they land their cars and go home. Shop frontage in certain towns needs to be different in some towns; it needs to be more in keeping with the historic surroundings to attract visitors to come back. Also events are all well and good in the right place at the right time. But after bitter experience they do not bring into towns shoppers, they bring in people who are coming purely for the event that is on and then they leave and go home. The town is usually then too busy to park or walk around easily, therefore the events are useless. Shopping events are again detrimental to the retailers as their takings go down considerably. Keep events going but not in pikey trading areas, and make sure there is separate parking in place for the visitors."
- "Revert back to Tynedale Council. Scrap parking fees, make Loosing Hill all day."
- "Rents and rates need to be a lot less. More car friendly."
- "Coordinated marketing. Improve general upkeep."
- "Variety of choice of shops. Affordable 1 free limited time car parking. Realisation on Local Authority in being proactive in supporting local businesses and initiatives and listening to retailers."
- "Improve parking. Reduce rates."
- "Free parking- like other market towns in North East England like Blyth. This would attract a lot more people to the town and those that do not come will spend instead of racing back to their car which we often have the issue with. Continue to improve

ambience of town by having street artists/ hosting events (ice skating in the town has been a great idea (/ ensuring vacant premises are kept in good condition and occupied as quickly as possible."

- "Use empty shop premises for other purposes until taken up for retail. Try and find alternatives for charity shops."
  - "Improve the variety of independent retailers. Encourage independents to set up as they're what makes our town different from the next and desirable to visit."
  - "Parking fees stopped. Cap on charity shops. Help with rates for small businesses we want in the town. More independents."
  - "Less parking restrictions"
  - Making central space 20mph. Shared Space.
  - Bring back the local council and stop the stupidity of moving the bus station. Encourage retail rather than charities and betting shops.
  - Return Council Offices. Reopen courts.
  - Mix of other retailers to attract more tourists. No more allowance for unnecessary multiple types of some businesses opening.
  - Stop adding to out of town businesses. Reduce rents on shops.
  - Less charity shops on high street. More independent retailers.
  - Better retailing to attract more people. More houses- increase population.
-

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

\*Please note that due to the low return rate of surveys from Large Towns, Hexham is only compared to the National Small Towns data.

	Hexham %	North East Small Towns%	National Small Towns%	Typ. 5%
<b>Gender</b>				
<b>Male</b>	34	42	38	31
<b>Female</b>	66	58	62	69
<b>Age</b>				
<b>16-25</b>	7	6	8	7
<b>26-35</b>	4	10	10	5
<b>36-45</b>	20	19	17	19
<b>46-55</b>	26	21	19	22
<b>56-65</b>	22	24	20	22
<b>Over 65</b>	20	20	26	26

<b>What do you generally visit the Town Centre for?</b>				
<b>Work</b>	22	14	15	18
<b>Convenience Shopping</b>	30	51	42	29
<b>Comparison Shopping</b>	6	4	5	10
<b>Access Services</b>	22	15	17	19
<b>Leisure</b>	18	10	13	17
<b>Other</b>	2	6	9	7

30% of town centre users visited Hexham for 'Convenience Shopping'.

<b>How often do you visit the Town Centre</b>				
<b>Daily</b>	28	29	29	26
<b>More than once a week</b>	41	43	39	37
<b>Weekly</b>	17	16	15	18
<b>Fortnightly</b>	4	4	5	5
<b>More than once a Month</b>	1	2	3	4
<b>Once a Month or Less</b>	7	6	7	7
<b>First Visit</b>	1	0	2	4

86% of those interviewed visited Hexham at least once a week.

<b>How do you normally travel into the Town Centre?</b>				
<b>On Foot</b>	40	36	37	37
<b>Bicycle</b>	2	1	2	3
<b>Motorbike</b>	0	0	1	0
<b>Car</b>	55	56	53	50
<b>Bus</b>	2	6	6	5
<b>Train</b>	0	0	1	4
<b>Other</b>	1	1	1	1
<b>On average, on your normal visit to the Town Centre how much do you normally spend?</b>				
<b>Nothing</b>	1	3	3	0
<b>£0.01-£5.00</b>	8	11	13	8
<b>£5.01-£10.00</b>	27	24	26	25
<b>£10.01-£20.00</b>	32	30	32	32
<b>£20.01-£50.00</b>	23	24	20	22
<b>More than £50.00</b>	10	7	6	12

55% of town centre users travelled into Hexham by 'car'.

32% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre the same figure as the National Small Towns average.

<b>How do you rate the physical appearance of the town centre?</b>				
<b>Very Good</b>	8	11	17	25
<b>Good</b>	55	49	58	54
<b>Poor</b>	34	28	20	19
<b>Very Poor</b>	3	12	6	2
<b>How do you rate the cleanliness of the town centre?</b>				
<b>Very Good</b>	9	10	16	17
<b>Good</b>	65	55	63	58
<b>Poor</b>	25	27	18	23
<b>Very Poor</b>	1	7	4	2

55% of town centre users felt that the physical appearance of Hexham was 'Good' whilst 65% of town centre users rated the cleanliness of Hexham was 'Good'. Both set of figures were similar to the respective National Small Towns averages of 58% and 63%.

<b>How do you rate the variety of shops in the town centre?</b>				
<b>Very Good</b>	4	7	8	15
<b>Good</b>	39	37	44	49
<b>Poor</b>	41	36	36	27
<b>Very Poor</b>	16	20	11	8
<b>How do you rate the leisure and cultural offering in the town centre?</b>				
<b>Very Good</b>	27	8	10	25
<b>Good</b>	53	44	49	57
<b>Poor</b>	18	35	33	17
<b>Very Poor</b>	2	14	8	1

57% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (41%) or 'Very Poor' (16%), 11% higher than the National average.

80% of respondents reported that the 'leisure and cultural' offering in Hexham town centre was 'Good' (53%) or 'Very Good' (27%), 21% higher than the National average.

<b>What are the positive aspects of the Town Centre?</b>				
<b>Physical appearance</b>	52	41	56	61
<b>Shops</b>	35	42	49	53
<b>Restaurants</b>	48	44	44	55
<b>Access to Services</b>	75	73	75	69
<b>Leisure Facilities</b>	50	30	28	44
<b>Cultural Facilities</b>	57	18	24	51
<b>Pubs/ Bars/ Nightclubs</b>	28	30	37	34
<b>Transport</b>	32	36	43	50
<b>Ease of walking around the town centre</b>	71	72	75	70
<b>Convenience e.g. near where you live</b>	63	71	70	60
<b>Safety</b>	41	39	48	48
<b>Car Parking</b>	20	41	46	30
<b>Markets</b>	61	25	34	59
<b>Other</b>	3	3	7	4

Replicating the National pattern the three most positive aspects of the town centre were 'Access to Services' (75%), 'Ease of walking around' (71%) and 'Convenience' (63%). 'Markets' were also a popular choice, 61% compared to the Regional (25%), National (34%) and Typology (59%) figures, as were 'Cultural Activities' (57%) and Leisure Facilities' (50%).

<b>What are the negative aspects of the Town Centre?</b>				
<b>Physical appearance</b>	37	43	29	28
<b>Shops</b>	53	48	42	41
<b>Restaurants</b>	18	23	28	17
<b>Access to Services</b>	12	8	10	9
<b>Leisure Facilities</b>	9	34	37	17
<b>Cultural Activities</b>	12	40	37	17
<b>Pubs/ Bars/ Nightclubs</b>	33	30	27	28
<b>Transport</b>	28	22	22	20
<b>Ease of walking around the town centre</b>	12	7	9	11
<b>Convenience e.g. near where you live</b>	10	6	8	15
<b>Safety</b>	8	13	13	11
<b>Car Parking</b>	58	40	39	56
<b>Markets</b>	13	32	29	20
<b>Other</b>	8	10	12	8

58% of town centre users stated that 'Car Parking' was a negative aspect of Hexham, higher than the National Small Towns average of 39%. 53% felt 'Shops' were a negative aspect.

<b>How long do you stay in the Town Centre?</b>				
<b>Less than an hour</b>	13	38	36	14
<b>1-2 Hours</b>	51	40	40	45
<b>2-4 Hours</b>	19	11	12	22
<b>4-6 Hours</b>	5	3	3	5
<b>All Day</b>	12	7	8	13
<b>Other</b>	0	1	1	0

51% of respondents stayed in Hexham town centre for 1-2 hours.

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

Two key themes emerged improving the 'Retail Offer' and 'Car Parking.' In terms of retail offer comments included;

- "Need more high street names to fill the empty shops. Serious consideration for a McDonalds, Durham survived."
- "Less charity shops and estate agents! Not everyone in Hexham is OAP. We need shops for the younger generations!"
- "Try to attract more independent retailers, selling different items than you can get in the big retail shops. Stop the rise of charity shops and betting shops as they are taking over the retail premises."
- "Needs more variety of shops. Planned to stay longer but there was not enough shops."
- "Some more new shops local to only Hexham."
- "Lack of interesting shops, particularly Fore St, Priestpople and Battle Hill. Too many charity shops, coffee shops i.e. lack of quality throughout. Compare with the variety of enticing, eye-catching and upmarket shops in Corbridge where one is sure of a courteous welcome and assistance. Presumably rents and rates there encourage local initiative. Hexham please note. I live in Hexham and am not very wealthy but look for variety and quality."
- "Fewer National chain shops."
- "More interesting shops on Fore St."
- "Less charity shops. More shops to attract other tourists/ passers by. I live here but do not tend to go into Hexham unless I need to go elsewhere for shopping/ leisure etc."
- "Wider range of shops. Kids clothes, shoes."
- "Less charity shops. More diverse range of shops. Opening at weekends."
- "Better variety of shops."
- "Get a H and M and therefore improve instantly the lives of all young people."

Comments in terms of 'Car Parking' largely centred on reducing fees and included;

- "Sort out the parking. We need to welcome people, not scare them off. If there's not space in the town centre set up a permanent park and ride from the Mart."
- "FREE PARKING in line with other towns in the county"
- "Free parking for at least an hour."
- "Scrap parking charges."
- "Have free car parks for people to stay in the town for a long stay but have short-term, more expensive car parking so people can conveniently pop into town to post a letter/withdraw money from bank/drop off a library book"
- "Free parking in Gilesgate to encourage people to park there and access the town via Market Street"

- "Free parking to Tynedale residents. For a lot of people this is our nearest shops, 30 mins by car. We have no choice but to drive and then have to pay for parking."
- "Free parking."
- "Eliminate parking in the Market Place."
- "Improve access from M and S long stay car park to town."
- "Free 3 hour time limited parking."
- "Free parking."
- "Easier access from Wentworth Car Park. Better use of Market Place than a small parking area."

A full list of colour coded comments is available in the Appendix.

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## 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 381 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

	Hexham %	North East Small Towns %	National Towns (Small/Large) %	Typology 5 %
<b>Locals</b>	42	57	53/47	67
<b>Visitors</b>	34	32	31/33	20
<b>Tourists</b>	24	11	16/20	13

42% of the post codes gathered were from 'Locals' whilst 34% were from 'Visitors'.

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**APPENDIX**

<b>Town Name</b>	<b>Small or Large</b>	<b>Region</b>	<b>Typology</b>
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

## **TPOLOGY 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.

## 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

Number	Street	Name				Notes
		Go gos	a1	conv	independent	
Agricultural House	Argyle Terrace	NFU	a2	n/a	n/a	
1	Battle Hill	Pattinson Photography	a1	comp	independent	
2	Battle Hill	Oxfam	a1	comp	multiple	
4	Battle Hill	Lemon and Lime	n/a	n/a	n/a	vacant
5	Battle Hill	Nat West	a2	n/a	n/a	
6	Battle Hill	Rainbow Pets	a1	comp	independent	
7	Battle Hill	The Globe Inn	a4	n/a	n/a	
8	Battle Hill	Oxfam	a1	comp	multiple	
9	Battle Hill	Johnsons	a1	conv	multiple	
10	Battle Hill	Age UK	a1	comp	multiple	
13	Battle Hill	Red Hot Property	a2	n/a	n/a	
13	Battle Hill	Compassion	a1	comp	independent	
15	Battle Hill	J C Herdman	a1	comp	independent	
15	Battle Hill	L Dickinson	a1	comp	independent	
17	Battle Hill	Hexham Dental Clinic	d1	n/a	n/a	
17	Battle Hill	Hexham Dentist	d1	n/a	n/a	
17	Battle Hill	Hexham Dental Clinic	d1	n/a	n/a	
22	Battle Hill	Golden Dragon	a3	n/a	n/a	
24	Battle Hill	Total Beauty	sg	n/a	n/a	
26	Battle Hill	Mary Anderson	d1	n/a	n/a	
28	Battle Hill	H Caris and Son	a1	comp	independent	
	Battle Hill	Next to Globe Inn	n/a	n/a	n/a	vacant
1, Gibson House	Battle Hill	Tax Assist	a2	n/a	n/a	
1, Newmans Way	Battle Hill	Tynedale Hospice at Home	b1	n/a	n/a	
19 - 21	battle Hill	Tynedale Hospice at Home	a1	comp	ind	
19-21	Battle Hill	Tynedale Hospice at Home	a1	comp	regional	
19-21	Battle Hill	Tynedale Hospice Bookshop	a1	comp	regional	
1A	Battle Hill	Hands On	sg	n/a	n/a	
4A	Battle Hill	Getta Sandwich	a1	conv	independent	
Gibson House	Battle Hill	Gift	n/a	n/a	n/a	vacant
Gibson House	Battle Hill	Greggs Sports	a1	comp	multiple	
	Battle Hill	Saint Marys Church	d1	n/a	n/a	
	Battle Hill	Tap and Spile	a4	n/a	n/a	
	Battle Hill	Greggs	a3	n/a	n/a	
3	Beaumont Street	Newcastle Building Society	a2	n/a	n/a	

4	Beaumont Street	Deli at Number 4	a1	conv	independent	
6	Beaumont Street	Hexham Conservative Club	a4	n/a	n/a	
7	Beaumont Street	Thomas Ellis	a1	comp	independent	
9	Beaumont Street	Abbey Dental Practice	d1	n/a	n/a	
1-2	Beaumont Street	Dickinsons Interiors	a1	comp	multiple	
Central Chambers	Beaumont Street	The Cedar Tree	a3	n/a	n/a	
Central Chambers	Beaumont Street	Hexham Community Church Office	b1	n/a	n/a	
Queens Street	Beaumont Street	Queens Hall	d2	n/a	n/a	
	Beaumont Street	Hexham Abbey	d1	n/a	n/a	
	Beaumont Street	Hexham Abbey Shop	a1	comp	independent	
	Beaumont Street	Hexham Courant	b1	n/a	n/a	
	Beaumont Street	Exchange	a3	n/a	n/a	
	Beaumont Street	Beaumont Hotel	c1	n/a	n/a	
	Beaumont Street	Trinity Methodist Church	d1	n/a	n/a	
1 to 3	Beaumont Street	Dickinsons	A1	comp	reg	
	Broadgates	The Potting Shed	a1	comp	multi	
					key attractor	
1	Cattle Market	Boots Pharmacy	a1	comp	key attractor	
2	Cattle Market	Bee in the Butterfly	a3	n/a	n/a	
4	Cattle Market	Shire Gate Cafe	a3	n/a	n/a	
5	Cattle Market	Virgin Money	a2	n/a	n/a	
7	Cattle Market	Cranstones	a1	conv	multiple	
9	Cattle Market	Britannia	a2	n/a	n/a	
11	Cattle Market	Coral	a2	n/a	n/a	
13A	Cattle Market	Watsonia Florists	a1	comp	independent	
	Central Chambers Beaumont Street	Hexham Community Church	d1	n/a	n/a	
11	Commercial Place	Abbey Press	b1	n/a	n/a	
Hexham Primary Care Centre	Corbridge Road	Burn Brae	n/a	n/a	n/a	vacant
4	Eastgate	Bodywork Centre	d1	n/a	n/a	
6	Eastgate	Inspired Pots	a1	comp	independent	
12	Eastgate	Danielles	a3	n/a	n/a	
5-7	Eastgate	Reflections	a1	comp	regional	
0	Fore Street	Scope	a1	comp	multi	
6	Fore Street	Argos	a1	comp	key attractor	
7	Fore Street	Boots	a1	comp	key attractor	
7	Fore Street	Boots	a1	comp	key att	

12	Fore Street	Clarks	a1	comp	key attractor	
15	Fore Street	Scope	a1	comp	multiple	
26	Fore Street	Billy Bites	a1	conv	independent	
30	Fore Street	Specasavers	a1	comp	multiple	
30	Fore Street	Specsavers	a1	comp	multi	
33	Fore Street	Waterstones	a1	comp	key attractor	
33	Fore Street	Watersones	a1	comp	key att	
34	Fore Street	Dorothy Perkins	a1	comp	key attractor	
36	Fore Street	Caffe Nero	a3	n/a	n/a	
36	Fore Street	Café Nero	a3	n/a	n/a	
39	Fore Street	Gifts at Number 39	a1	comp	independent	
39	Fore Street	Gifts @ 39	a1	comp	ind	
41	Fore Street	Greggs	a3	n/a	n/a	
43	Fore Street	Hexham Fonehouse	a1	comp	independent	
44	Fore Street	Skipton Building Society	a2	n/a	n/a	
44	Fore Street	Skipton Building Society	a2	n/a	n/a	
45	Fore Street	Hares of Hexham	a1	comp	independent	
45	Fore Street	Hares of Hexham	a1	comp	ind	
48	Fore Street	Rook, Matthews Sayer	a2	n/a	n/a	
48	Fore Street	Beales	a1	comp	multiple	
16-18	Fore Street	Poundstretcher	a1	conv	multiple	
17 - 21	Fore Street	Iceland	a1	conv	multi	
17-21	Fore Street	Iceland	a1	conv	multiple	
23-25	Fore Street	Clintons	a1	comp	key attractor	
27-29	Fore Street	Superdrug	a1	conv	key attractor	
28-28A	Fore Street	Thomsons	a1	comp	multiple	
31 - 33	Fore Street	Holland & Barrett	a1	conv	multi	
31-33	Fore Street	Holland and Barrett	a1	conv	multiple	
35 to 37	Fore Street	M & Co	a1	comp	key att	
35-37	Fore Street	M and Co	a1	comp	multiple	
36A	Fore Street	The Chare Gallery	a1	comp	independent	
39A	Fore Street	Betel House Furnishings	a1	comp	multiple	
39a	Fore Street	Betel International Furniture	a1	comp	multi	
41A	Fore Street	Dawson and Sanderson	a1	comp	multiple	
41a	Fore Street	Dawson & Sanderson Ltd	a1	comp	multi	

8-10	Fore Street	Mountain Warehouse	a1	comp	multiple	
	Fore Street	HSBC	a2	n/a	n/a	
	Fore Street	Next to Poundstretcher	n/a	n/a	n/a	vacant
1	Giles Place	Saxon Financial Ltd	a4	n/a	n/a	
16	Gilesgate	Rowlands Accountants	a2	n/a	n/a	
18	Gilesgate	Martin J Taylor	b2	n/a	n/a	
22	Gilesgate	Skinner's Arms	a4	n/a	n/a	
\	Gilesgate	Core Music	a1	comp	ind	
4 to 6	Gilesgate	Bouchon	a3	n/a	n/a	
43 -43a	Gilesgate	The Discount Warehouse	a1	comp	ind	
4-6	Gilesgate	Delicious	n/a	n/a	n/a	vacant
	Gilesgate	Hexham Community Centre	d1	n/a	n/a	
	Hallbank Hallgate	Hall Bank Guest House	c1	n/a	n/a	
10	Hallgate	Bunters	a3	n/a	n/a	
20	Hallgate	The Garden Coffee House	a3	n/a	n/a	
26	Hallgate	Hexham Family Chiropractic	d1	n/a	n/a	
22-24	Hallgate	Hallgate Gallery	a1	comp	independent	
Hallgarth House	Hallgate	Colin Moss	a1	comp	independent	
	Hallgate	The Old Gaol Museum	d1	n/a	n/a	
	Hallgate	The Albert Edward Club	d2	n/a	n/a	
17B	Hallstile	Josies Dragonfly Shop	a1	comp	independent	
1	Hallstile Bank	Service Man's Club	n/a	n/a	n/a	Vacant
5	Hallstile Bank	Bob's Barbers	a1	comp	ind	
9	Hallstile Bank	Sewin So	a1	comp	ind	
11	Hallstile Bank	Y Kiki	a1	comp	ind.	
15	Hallstile Bank	Shimmer	a1	comp	ind.	
17	Hallstile Bank	Minerva Centre	d1			
45	Hallstile Bank	Fat Giraffe	a1	comp	ind.	
45	Hallstile Bank	Abbey Bistro	a3			
17c	Hallstile Bank	Sorella	a1	comp	ind.	
	Haugh Lane	Aldi	a1	conv	multiple	
1	Hencotes	Family Chiropractic	d1	n/a	n/a	
4	Hencotes	Boots	n/a	n/a	n/a	vacant
7	Hencotes	Hencotes Dental Practice	d1	n/a	n/a	
11	Hencotes	The Collectors Cellar	a1	comp	independent	
13	Hencotes	K9 Clip Joint Dog Parlour	sg	n/a	n/a	
15	Hencotes	The Computer Shop	a1	comp	independent	

23	Hencotes	St Aidens Church	d1	n/a	n/a	
27	Hencotes	The Violin Shop	a1	comp	independent	
10A	Hencotes	Tattoo Studio	sg	n/a	n/a	
10B	Hencotes	The Medal Centre	a1	comp	independent	
19A	Hencotes	Sisterson News	a1	conv	independent	
29A	Hencotes	Tynedale Gallery	a1	comp	independent	
6A	Hencotes	Highlights	a1	comp	independent	
6B	Hencotes	Just Men	a1	comp	independent	
	Hencotes	Carntyne Rest Home	c2	n/a	n/a	
	Hexham Business Park	Tanners Burn House	d1	n/a	n/a	
6	Maiden's Walk	M and S	a1	comp	key attractor	
	Maiden's Walk	The Cash for Clothes Shop	a2	n/a	n/a	
2	Market Place	Rosina Brown	a1	comp	reg	
10	Market Place	Geoff Steven and Son	a1	comp	regional	
13	Market Place	Carphone Warehouse	a1	comp	key attractor	
13	Market Place	Hallmark	a1	comp	multiple	
14	Market Place	David Gray	a1	comp	independent	
15	Market Place	Paxtons	a5	n/a	n/a	
16	Market Place	Gordon Caris	a1	comp	regional	
17	Market Place	Fake Monkey	a1	comp	independent	
18	Market Place	Galleria	a1	comp	multiple	
19	Market Place	Ashley Matthews	a1	comp	independent	
20	Market Place	Armstrong	a1	comp	independent	
22	Market Place	Madeleine M. Pennington	a1	comp	ind	
23	Market Place	Save the Children	a1	comp	mult	
31	Market Place	Bin 21	a1	conv	regional	
33	Market Place	Betfred	a2	n/a	n/a	
25-26	Market Place	Woolaballoo	a1	conv	independent	
27-28	Market Place	Mucho Gusto	a3	n/a	n/a	
29-30	Market Place	Fat Face	a1	comp	multiple	
8-9	Market Place	The Edinburgh Woollen Mill	a1	comp	multiple	
Hexham Corps	Market Place	The Salvation Army	d1	n/a	n/a	
	Market Place	The Forum Cinema	a4	n/a	n/a	
3	Market Street	Gaia	a1	comp	ind	
5	Market Street	Heart of all England	a4	n/a	n/a	
6	Market Street	Petals	a1	comp	ind	
7	Market Street	Harris's Jewellers	a1	comp	ind	
9	Market Street	New Silver Palace	a5	n/a	n/a	

10	Market Street	The Pinfold	a1	comp	ind	
11	Market Street	Complete Interiors Ltd	a1	comp	ind	
15	Market Street	Transcend Hair and Beauty	a1	comp	independent	
19	Market Street	The Jewellery Studio	a1	comp	independent	
19	Market Street	Studio 19	a1	Comp	indv	
22	Market Street	John Gerard	a1	comp	reg	
13 to 17	Market Street	Ashbourne House Antiques	a1	comp	ind	
3a	Market Street	Robinson-Gay	a1	comp	ind	
4a	Market Street	TwentyFirst Century Herbs	a1	conv	ind	
4b	Market Street	Shake'n	a1	con	ind	
Hadrian House	Market Street	Northumberland County Council	b1	n/a	n/a	
	Market Street	Hadrian House	b1	n/a	n/a	
18	Market Strret	Dillies	a1	conv	ind	
24	Market Strret	Mo Hair Studio	a1	comp	ind	
2	Meal Market	Robson and Sons Butchers	a1	conv	independent	
2	Meal Market	Robson& Sons Hexham Ltd	a1	conv	ind	
5	Meal Market	Cookes News	a1	conv	independent	
5	Meal Market	Cookes News	a1	conv	ind	
5A	Meat Market	Game Junky	a1	comp	independent	
4	Newman Row	RSPCA	a1	comp	multiple	
1A	Old Church	Listers	a1	conv	independent	
1	Orchard Place	Donna Bella	a1	comp	independent	
3	Orchard Place	Robert Lewis	a2	n/a	n/a	
2	Priestpopple	Lloyds	a2	n/a	n/a	
2	Priestpopple	Ladbrokes	a2	n/a	n/a	
9	Priestpopple	T E Liddell	a1	conv	multiple	
15	Priestpopple	Pattinson	a2	n/a	n/a	
17	Priestpopple	Cancer Research	a1	comp	multiple	
18	Priestpopple	Pizza Pizza	a5	n/a	n/a	
20	Priestpopple	Halifax	a2	n/a	n/a	
22	Priestpopple	Mr Ants	a3	n/a	n/a	
23	Priestpopple	Diwan e am	a3	n/a	n/a	
27	Priestpopple	Gibson	a2	n/a	n/a	
28	Priestpopple	Saathi	a3	n/a	n/a	
28	Priestpopple	Peggs News	a1	conv	independent	
32	Priestpopple	Coach Bar	a4	n/a	n/a	
32	Priestpopple	Thai House	a3	n/a	n/a	
40	Priestpopple	Williamsons	a2	n/a	n/a	

42	Priestpopple	Robinson and Cowell	n/a	n/a	n/a	vacant
44	Priestpopple	Zyka	a3	n/a	n/a	
44	Priestpopple	Golden Rice	a5	n/a	n/a	
46	Priestpopple	Border Counties	a2	n/a	n/a	
48	Priestpopple	Orchard House	sg	n/a	n/a	
48	Priestpopple	Hexham Fish Bar	a5	n/a	n/a	
14-16	Priestpopple	Foster Maddison	a2	n/a	n/a	
36-38	Priestpopple	Vercelli	a3	n/a	n/a	
44-44A	Priestpopple	Saks Hair	a1	comp	multiple	
5-7	Priestpopple	Poundland	a1	conv	multiple	
County Buildings	Priestpopple	Opus Signs	n/a	n/a	n/a	vacant
Priestpopple House	Priestpopple	Nicholson Portnell	a2	n/a	n/a	
	Priestpopple	Royal Hotel	n/a	n/a	n/a	vacant
	Priestpopple	Barclays	a2	n/a	n/a	
	Priestpopple	Coffee Cup	a3	n/a	n/a	
	Priestpopple	The County Hotel	a4	n/a	n/a	
	Priestpopple	Young RPS	a2	n/a	n/a	
1a	Pudding Mews	Right Move/Belvoir Letting Agents	a2	n/a	n/a	
1b	Pudding Mews	Jo Anderson	a1	comp	ind	
1c	Pudding Mews	Premier Kitchens & Bathrooms	a1	comp	reg	
2	St Mary's Chare	Lister Biscuit Box	a1	conv	ind	
3	St Mary's Chare	M J Forster Gallery	a1	comp	independent	
3	St Mary's Chare	The Grapes	a4	n/a	n/a	
3	St Mary's Chare	M J Forster Gallery Ltd	a1	comp	ind	
3	St Mary's Chare	The Grapes	a4	n/a	n/a	
5	St Mary's Chare	Cogito Books	a1	comp	independent	
5	St Mary's Chare	Cogito Books	a1	comp	ind	
9	St Mary's Chare	Abbey Landscape	b1	n/a	n/a	
10	St Mary's Chare	Abbey Windows & Conservatories Ltd	b1	n/a	n/a	
11	St Mary's Chare	The Hexham Tans	a3	n/a	n/a	
13	St Mary's Chare	David B Barbers	a1	comp	independent	
13	St Mary's Chare	David B Barber Shop	a1	comp	ind	
15	St Mary's Chare	Transcend Hair & Beauty	a1	`Comp	ind	
16	St Mary's Chare	The Bike Shop	n/a	n/a	n/a	vacant
16	St Mary's Chare	The Bike Shop	n/a	n/a	n/a	Vacant
18	St Mary's Chare	Dereks Shoe Repairs	a1	conv	independent	
18	St Mary's Chare	Dereks Shoe Bar	a1	conv	ind	
19	St Mary's Chare	Cafe in the Chare	n/a	n/a	n/a	vacant

23	St Mary's Chare	The Beauty Spot	sg	n/a	n/a	
23	St Mary's Chare	The Beauty Spot	sg	n/a	n/a	
25	St Mary's Chare	Creamy Coffee Pot	a3	n/a	n/a	
25	St Mary's Chare	The Creamy Coffee Pot	a3	n/a	n/a	
26	St Mary's Chare	Artful	a1	comp	independent	
28	St Mary's Chare	Achilles Physio	d1	n/a	n/a	
17c	St Mary's Chare	David Newman Antique Clock Specialist	a1	comp	ind	
19a	St Mary's Chare	Cafe in the Chare	n/a	n/a	n/a	Vacant
20 - 22	St Mary's Chare	Instinct Antiques	a1	comp	ind	
20-22	St Mary's Chare	Ristorinti Mori	a3	n/a	n/a	
20-22	St Mary's Chare	Instinct	a1	comp	independent	
The Court Yard	St Mary's Chare	Handelsbanken	a2	n/a	n/a	
	St Mary's Chare	Next to Cafe in the Chare	n/a	n/a	n/a	vacant
17c	St Mary's Chare	David Newman	a1	comp	independent	
4	St Mary's Wynd	Relate	a1	comp	regional	
	St Mary's Wynd	Mrs Miggins	a3	n/a	n/a	
26	St. Mary's Chare	Artful	a1	comp	ind	
28	St. Mary's Chare	Achilles Physio	d1	n/a	n/a	
1	Tanners Yard	PDL Solutions(Europe) Ltd	b1	n/a	n/a	
2a	Tanners Yard	Children North East	b1	n/a	n/a	
13, Hallgate	The Old Stables	Nail Academy	sg	n/a	n/a	
	Wentworth Park	Waitrose	a1	conv	key attractor	
	Wentworth Park	Wentworth Swimming Pool	d2	n/a	n/a	
1	Wentworth Place	Ruth Waterhouse	d1	n/a	n/a	
4	Wentworth Place	Hexham Probation	b1	n/a	n/a	
Wentworth Car Park	Wentworth Place	TIC	d1	n/a	n/a	
	Wentworth Place	Leisure Centre	d2	n/a	n/a	
	Wentworth Place	Wentworth Cafe	a3	n/a	n/a	
	Wentworth Place	J B Coleman Signs	a1	comp	independent	
10, The Courtyard		Abbey Windows	b1	n/a	n/a	
11, The Courtyard		Handlesbanken	a2	n/a	n/a	
3 St Mary's House		Northumberland College	d1	n/a	n/a	
9, The Courtyard		Abbey Landscapes	b1	n/a	n/a	
Myenza Building		Santander	a2	n/a	n/a	

St Mary's House		The Graduate	a1	comp	independent	
Tynedale Retail Park		Tesco	a1	conv	key attractor	
Tynedale Retail Park		Next	a1	comp	key attractor	
Unit 1, Sezze Building		Antonios	a1	comp	independent	
		Hexham Community Church	d1	n/a	n/a	
		Opposite the Grapes	n/a	n/a	n/a	vacant
		Next to Skipton Building Society	n/a	n/a	n/a	vacant
		Next to Antonios	n/a	n/a	n/a	vacant
		Costa	n/a	n/a	n/a	vacant
		Next to Boots	n/a	n/a	n/a	vacant
		Studio	sg	n/a	n/a	
		Co Op Travel	n/a	n/a	n/a	vacant
		Gentlemans Grooming	a1	comp	independent	
		Local Crafts	a1	comp	ind	
		Waudrauchs	a1	comp	ind	
		Art Gallery & Café		n/a	n/a	Vacant
		Hexham House	n/a	n/a	n/a	Vacant
		CIYP Financial	a2	n/a	n/a	
		Differentia	b1	n/a	n/a	
		BMF	b2	n/a	n/a	
		Relate	a1	comp	reg	
		Northumberland College	d1	n/a	n/a	
		The Graduate	a1	comp	ind	
		Next to Cafe in the Chare	n/a	n/a	n/a	vacant
		Ristorinti Mori	a3	n/a	n/a	
		The Jewellery Studio	a1	comp	ind	
		The Hexham	a3	n/a	n/a	
		Game Junky	a1	comp	ind	
		Hexham Fonehoouse	a1	comp	ind	
		Next to Skipton	n/a	n/a	n/a	vacant
		Tynedale Electrics	a1	comp	ind	

## CAR PARKING DATABASE

<b>Name:</b>	Beaumont Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	71
<b>Short Stay Spaces: (4 hours and under)</b>	71
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	3
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	1

<b>Name:</b>	Hencote St, from Tynedale Gallery to Highlights
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	7
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	7
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	1
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	2

<b>Name:</b>	Cattle Market, outside Cranstones
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	2
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Marks and Spencer's
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	364
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	351
<b>Disabled Spaces:</b>	13
<b>Vacant Spaces on a Market/ Busy Day:</b>	135
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	174

<b>Name:</b>	Priestpopple, Outside Diwan E Am
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	15
<b>Short Stay Spaces: (4 hours and under)</b>	15
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	1
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	2

<b>Name:</b>	Loosing Hill
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	122
<b>Short Stay Spaces: (4 hours and under)</b>	122
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	79
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	87

<b>Name:</b>	Wentworth Town Centre Car Park
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	652
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	637
<b>Disabled Spaces:</b>	15
<b>Vacant Spaces on a Market/ Busy Day:</b>	114
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	128

<b>Name:</b>	St Marys Wynd
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	4
<b>Short Stay Spaces: (4 hours and under)</b>	4
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	0

<b>Name:</b>	Market Square
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	15
<b>Short Stay Spaces: (4 hours and under)</b>	13
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	0

\*NB: Only 3 available on a Market Day

<b>Name:</b>	St Mary's Wynd, By the Graduate
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	3
<b>Short Stay Spaces: (4 hours and under)</b>	3
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Aldi
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	77
<b>Short Stay Spaces: (4 hours and under)</b>	73
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	4
<b>Vacant Spaces on a Market/ Busy Day:</b>	25
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	16

<b>Name:</b>	Tesco
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	453
<b>Short Stay Spaces: (4 hours and under)</b>	436
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	27
<b>Vacant Spaces on a Market/ Busy Day:</b>	201
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	127

<b>Name:</b>	Gilesgate
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	50
<b>Short Stay Spaces: (4 hours and under)</b>	37
<b>Long Stay Spaces: (Over 4 hours)</b>	13
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	16
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	16

<b>Name:</b>	Gilesgate Short Stay Car Park
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	6
<b>Short Stay Spaces: (4 hours and under)</b>	6
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
<b>Vacant Spaces on a Market/ Busy Day:</b>	2
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	2

<b>Name:</b>	By Hexham Swimming Pool
<b>On Street/ Car Park:</b>	On St
<b>Total Spaces:</b>	18
<b>Short Stay Spaces: (4 hours and under)</b>	16
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Charge:</b>	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
<b>Vacant Spaces on a Market/ Busy Day:</b>	1
<b>Vacant Spaces on a Non Market/Quiet Day:</b>	1

<b>Name:</b>	Outside Saxon House
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	3
<b>Short Stay Spaces: (4 hours and under)</b>	3
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	0

## TOWN CENTRE USERS SURVEY

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

Key

### Retail Offer

### Car Parking

- "Town council being more open minded and forward thinking and working positively with businesses and others in the town to make improvements. Focussing some improvements on Fore Street - particularly shop fronts."
- "Provide more disabled parking. This is the reason I don't visit very often. Larger variety of shops"
- "Increase the variety of shops, fewer charity shops. Free car parking."
- "Wider range of shops i.e. both woman and men's clothing shops are not really available. Therefore a trip to Newcastle is required. Also, more activities for younger people during the day."
- "Free parking. Investment in facilities and being able to attract shops and resteraunts other than charity and pound land type shops."
- "1. Fill empty shops 2. Improve evening and Sunday offer (like Newcastle's Alive after 5)"
- "No cars allowed to drive through where the market is and the abbey. Dangerous to cross roads at times. Bring more selection of shops to the area"
- "Have less charity shops and improve the cleanliness there is dog mess all over"
- "Free car parking and incentives from the council to help landlords attract independent businesses into the town centre."
- "Street cleaning and less pavement parking"
- "Better variety of independent shops needed. Better parking in town centre."
- "Free parking for 3 hours at least. Less charity shops. Reduce the rents on shop premises so that shops can be profitable. Street cleaning."
- "Get Priestpopple, the main route, tidied and updated. Get the bus station sorted and the route to M&S cleaned and demolish the 'Rope factory' eyesore."
- "Give help to small businesses to set up artisan shops. No more charity shops, we have at least 8."
- "Need more high street names to fill the empty shops. Serious consideration for a McDonalds, Durham survived."
- "Less charity shops and estate agents! Not everyone in Hexham is OAP. We need shops for the younger generations!"
- "PARKING - underground???? Reduce rents for new commercial tenants. More residential accommodation in centre. Get rid of Bet Fred. Force new tenants of old Greggs(Market Sq) to upgrade and open new store - eyesore. Improve facade of old Royal Hotel Improve facade of old Petrol Station next to Cars"

- "Reduce the rates for the independent traders so they can continue in business providing a **more varied selection of shops and cafes.**"
- "The "crossing" between the market place and the abbey that isn't an actual crossing should be made into a proper zebra crossing. It's very ambiguous at the moment and as such, could cause an accident. Drivers don't know whether to stop or not, and pedestrians don't know whether to cross or not. It should either be a zebra crossing, or shouldn't be there at all."
- "**Less charity shops** and empty shop. more local, small businesses to give the town an individual identity"
- "**Less charity shops and hairdressers.** Park and ride."
- "Fill the empty shops"
- "More pedestrian and cycling friendly areas. Easier walking links to marks and spencer and the town centre. Cleanup and restoration of the Priestpople area!"
- "A strong theme for the town, to attract specific new independent businesses. Food would be the obvious one for a market town with a great Farmers Market. **Sort out the parking. We need to welcome people, not scare them off.** If there's not space in the town centre set up a permanent park and ride from the Mart."
- "Free parking and lower rates/ rents to encourage more shoppers and **variety of shops**"
- "**Bicycle shop DIY warehouse**"
- "More street entertainment and events. More events for families."
- "More vibrancy - encourage creative businesses to set up shop or, if this is impossible, turn some shops into housing. Needs to be kept sparkling clean."
- "Encourage new businesses into town centre. One way system around town centre"
- "**Better parking for visitors.** Cheaper rentals for retail premises to **encourage a wider variety of shops**"
- "**Decent shops. Easy parking**"
- "Encourage ALL the town traders to strive for excellent service, with a smile - the quality of customer service is still very variable. Pedestrianise Hexham Market Place and Hallstile Bank."
- "**More variety of shops. Better parking**"
- "Free parking on Saturdays. Promote the local and independent traders in the town"
- "Free but time limited parking. More care from Planners as to type/use and appearance of shops."
- "Free parking. Fill the shops"
- "Give market traders better fees to encourage more traders back. **More decent retail units**"
- "new bus station, **less charity shops**"
- "Tourist info kiosk in market Place. Signage"
- "**Improve variety of shops....too many charity shops.** Offer something else for young people to do...currently a skate park or a park bench. maybe activities in the park run by local charities to get young people involved in the 3rd sector and having fun"
- "Free parking, better management of the market."
- "**Better variety of shops. Not as many betting or charity shops.**"

- "1. Close the town streets to traffic morning and evening to let more children cycle/walk to school more safely. 2. Hurry up improvements to the bus station"
- "Free parking, limited to two hours for people to nip into the market/ bank/ post office etc in the town centre. Too many charity shops"
- "Improve the parking facilities. Improve the maintenance of the infrastructure i.e. repair potholes, etc"
- "Cheaper public transport access (it costs us the almost the same for a return bus to Hexham as a return bus to Newcastle) More coffee shops open early/late - we are often in Hexham at tea-time or early evening and there are very few places that are child friendly. We don't always want to go to Weatherspoons or Wentworth Leisure Centre!"
- "Improved tolerance towards parking Relocate the Town Council offices in the town centre Impose greater controls on range of shops - eg less betting shops, charity shops, coffee shops national chains and encourage local businesses more (I know, that's three but I'm prepared to take a chance that you might read all of them)"
- "Attract better choice & wider range of shops, too many coffee shops, charity shops at present."
- "More younger targeted shops, fashions/ shoes etc - in the right price bracket maybe if the rent wasn't so high in some places there wouldn't be so many charity shops and businesses wouldn't be closing"
- "Get rid of cars. Extend paving"
- "Fewer Charity shops. FREE PARKING in line with other towns in the county"
- "Free parking for at least an hour."
- "Listen to people and stop being so uptight"
- "Reduce parking on Battle Hill. 20 MPH speed limit."
- "FREE CAR PARKING OR CHEAPER CAR PARKING. IMPROVE THE BUS STATION AREA"
- "Better shops, remove the incentives for charity shops. Demolish the ropery and let's move forwards, no one I have spoken to has anything positive to say about it. General appearance which is beginning to look run down."
- "Get a variety of interesting local retailers rather than national brands. Remove car parking charges. Do something about the bus terminus and surrounding area."
- "1. Have a 'What's On Today/This Week notice board or electronic display which was updated daily - so many people miss out on exhibitions, performances etc. 2. Have a drop-in 'links' place where people could ask for/ offer help in cultural and community activities."
- "Try to attract more independent retailers, selling different items than you can get in the big retail shops. Stop the rise of charity shops and betting shops as they are taking over the retail premises."
- "Improve/move/redesign the Bus Station. Encourage new shops of quality to replace empty premises"
- "Free parking. More planters, signage, make it look pretty!"
- "More variety of shops. Get rid of pigeons!"

- "Bus station area and Priestpopple through to Marks and Spencer's area needs vast improvement - refurbishment. Market Place to be reclaimed as market and made more use instead of car park. **Less charity shops, more small retailers."**
- "Scrap parking charges. Improve market offer"
- **"more variety of shops"**
- **"Attract a variety of new independent shops to the town.** Have free car parks for people to stay in the town for a long stay but have short-term, more expensive car parking so people can conveniently pop into town to post a letter/withdraw money from bank/drop off a library book"
- "traffic calming and free parking"
- "Pedestrianise the market place and have more outside tables + heaters in winter  
More obvious policing"
- "Renew bus station. **Improve shop diversity"**
- "Introduce "shared space" concepts into the Market Place. Improve bus station site and facilities"
- **"Greater diversity of shops.** Tidy up the bus station area"
- "More regular street cleaning. More trees and plants."
- "Cleanliness of streets. Bus station."
- "Clean the town up. Free parking in Gilesgate to encourage people to park there and access the town via Market Street"
- "Investment in development is much needed. The bus station needs to happen.. It's been discussed for the past 25 years and still hasn't happened!! Improving the market. Hexham market used to attract people from far and wide but lack of investment has lead to a fall away in the attendance and a fall away in the stall holders. We are a market town so make our market special and talked about and celebrated!!"
- "An electric bus linking the main sites eg station, bus station, M&S, new retail part, Wentworth & marketplace. A one way system around Priestpopple, Beaumont Street, Market Street etc. Then there could be short stay or disabled parking on Priestpopple & more loading bays improving traffic flow"
- "1. Good eating pub. 2. Empty shops to be occupied."
- "More colour e.g. plants. A better eclectic mix of Market stalls."
- "Shared space. Slow down to 20mph throughout the town."
- **"Easy parking. Clean"**
- "Hexham Market Place to be used for more Markets. Get rid of the Pigeons"
- **"Needs more variety of shops. Planned to stay longer but there was not enough shops."**
- "More nightclubs. More kebab shops."
- "Free parking to Tynedale residents. For a lot of people this is our nearest shops, 30 mins by car. We have no choice but to drive and then have to pay for parking."
- "Charge less rates so shops could come back. Bring back more jobs to Hexham."
- "Improve bus station area. Get rid of the bookies in the market place."
- **"Some more new shops local to only Hexham."**
- **"Lack of interesting shops, particularly Fore St, Priestpopple and Battle Hill. Too many charity shops, coffee shops i.e. lack of quality throughout. Compare with the**

variety of enticing, eye-catching and upmarket shops in Corbridge where one is sure of a courteous welcome and assistance. Presumably rents and rates there encourage local initiative. Hexham please note. I live in Hexham and am not very wealthy but look for variety and quality."

- "Make Market Street one way traffic with 20 mile per hour max speed through the narrow section. Improve the street lighting so the pavements are well lit even when cars are parked adjacently."
- "Free parking."
- "Better transport links. More update easier to use bus station. Better tourist signs for pedestrians in town centre."
- "Eliminate parking in the Market Place. Do something in the bus station area instead of just wittering on and on. A toilet is essential."
- "Toilets provide them, clean them. Improve access from M and S long stay car park to town."
- "Improve the parking facilities, reduce the double yellow lines and permit parking and provide more long term parking for people working- but with reduced parking fees. Do not convert ropery into flats as this will reduce parking spaces further. 2 Link transport services. I would keep bus stops where the current bus station is but move the bus station to the train station- also ensure buses link with trains in their respective timetables. Also provide better transport to the rural areas to encourage people in the villages to the town- they cannot have a night out without having to drive."
- "Fines for dropping litter. Outside central community noticeboard to tell people what is on for locals and tourists. Decorate empty shops and buildings nicely and put adverts for local services/ businesses, eco info in them."
- "Pedestrianise centre. Encourage commerce."
- "Fewer National chain shops. Bigger market."
- "Refurbish the bus station. Free 3 hour time limited parking."
- "More interesting shops on Fore St. Free parking."
- "Relocate improve bus station to include covered waiting rooms and toilets. Improve bus services. My route has no bus services on Sundays and finishes early in the evening. Provide shuttle bus to Aldi, Waitrose, Tesco area to allow non drivers easier access, prevent excessive use of cars."
- "There are too many empty shops in Hexham."
- "Less charity shops. More shops to attract other tourists/ passers by. I live here but do not tend to go into Hexham unless I need to go elsewhere for shopping/ leisure etc."
- "I travel on the bus quite often from where I live 10 miles away. The buses are not frequent and non existent after 6.15 going back home. It is not possible to hget back form a night out in Hexham or Newcastle without a car or taxi. Also the bus station is appalling. I do not drive."
- "Car free market square. Battle Hill- wider pavements between Beaumont St end and the start of Priestpople."

- "The bus station looks terrible and really difficult to know where to stand to catch a bus. old ropery area really needs doing up- such a waste of space in the town centre."
- "Easier access from Wentworth Car Park. Better use of Market Place than a small parking area."
- "More street furniture and planters as well as litter bins."
- "Lower high rates charged to independent businesses, thus encouraging a wider variety of shops and jobs. Actual crossings around the market place e.g. zebra crossings,"
- "More frequent buses."
- "Revamp the bus station. Attract a wider variety of shops by adjusting business rates/ rents."
- "Improve Market Place, (less car parking, more shared space). Appearance of the Beales car park and railings."
- "A decent family pub with a veer garden, play area and more nice places to have a drink. Wider range of shops. Kids clothes, shoes."
- "Clear cars from Market Place. Repair paving and kerbs in Market Place area."
- "Less charity shops. More diverse range of shops. Opening at weekends."
- "Better variety of shops."
- "Remove car parking from Market Place and replace with traders- would need some work and some development. redevelop bus station. More buses onto Priestpopple."
- "Renovate land between back of Tesco and railway. Unused and ugly. Affordable houses for families/ young people. Get a H and M and therefore improve instantly the lives of all young people. Make an area in the park for teenagers. It is ridiculous that people over 12 years are not allowed in the play park. There could be a cool over 25 area with an outdoor gym, equipment, swings etc. Generally improve the facilities for young people. Teenagers at QEHS and returning students are a potentially huge source of income doe the town, sales, nightlife and equipment. Get an ice rink in the winter and have a disco night for students. Do a 20 per cent off for all students in the town centre on a Tuesday afternoon when the High School gets out early. Make more links with the universities in Newcastle. Advertise vintage fairs that happen in Hexham in Newcastle Uni, put on buses from the uni to Hexham races at discounted price. People have said Hexham is a little Durham/ a little York- use this. I appreciate Hexham Youth initiative is great, keep it up. Lower shop rents, no more greedy landlords! Community like pop up shop in Thorntons."
- "Improve the bus station and provide an accessible route to M and S. Develop, implement and plan to use natural materials/ stone to differentiate pavements and roads and change emphasis from cars to walking/ cycling."
- "A nice family pub. Pedestrianise the market to make it look nice."
- "Road sweeping of cigarette butts. Get a better sign system other than A Boards. Dangerous for blind and disabled people."
- "Please listen to what the locals are saying about infrastructure. Shopping - capabilities of shops to increase trade. Help shop with rents/ rates when they need it."

- "Relay the surface on Back Street. The cobbles and pavement are so difficult to walk on that for many it is a no go area. [Stop car parking in Market Place.](#)"