Market Town Benchmarking

Measuring the performance of town centres

Prudhoe

2013 Report

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Mike King
Senior Research Consultant
07818 068 982
mike.king@towns.org.uk

EXECUTIVE SUMMARY

Retail

- 45% of the units in the town centre are A1 Shops 45% of the units in the town centre are A1 Shops, slightly lower than the Regional, National and Typology figure of 53%, whilst 12% are D1 Non Residential Institutions and 9% A5 Hot food takeaways.
- 71% of the A1 Shops in Prudhoe town centre sell Comparison goods.
- 58% of town centre users visited Prudhoe for 'Convenience Shopping'.
- The make up of the retail offer in Prudhoe is very similar to the National Small Towns, 73% of the A1 shops in Prudhoe are Independent whilst 27% have a nationwide presence.
- 64% of Post Codes gathered were from those who lived in Prudhoe, whilst only 3% were from those living more than 30 minutes drive away.
- 92% of town centre users visited Prudhoe at least once a week.
- 66% of those surveyed spent £5.01-£20.00 on a normal visit to Prudhoe.
- 69% of town centre users rated the 'Variety of Shops' in Prudhoe as 'Poor' (50%) or 'Very Poor' (19%), 22% higher than the National Small Towns average.
- 88% of town centre users stayed in Prudhoe for less than 2 hours.

Vacancy rates:

- 2% of the units in the defined town centre were vacant at the time of the audit noticeably lower than the Regional (9%), National (8%) and Typology (9%) figures.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 Prudhoe on a Busy Day is 85 persons per 10 minutes, whilst on a Quiet Day the figure drops to 68. Both set of figures are considerably lower than the Regional (154/115), National (122/90) and Typology (181/135) averages

Car Parking:

- 89% of the car parking in Prudhoe is off street.

- 66% of all the car parking is for 'Long Stay' use.

- Overall, on a Quiet Day 33% of car parking is vacant, whilst this figure increases to 41% on a Quiet Day. Both set of figures are higher than the Regional (26%/33%), National (28%/36%) and Typology (29%/38%) figures. 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.

Business Confidence:

- 47% of businesses stated that compared to last year their 'Turnover' had 'Stayed the same'.

- 47% of businesses reported that compared to last year their 'Profitability' had 'Decreased', higher than the National average of 33%.

- 88% of businesses stated that 'Potential local customers' were a positive aspect of Prudhoe town centre whilst 50% reported 'Car parking', 11% higher than the National average.

Users Views:

- 45% rated the 'Physical Appearance' as 'Poor', 25% higher than the National Small Towns average.

- 71% of town centre users rated the cleanliness of the town centre as 'Good', 16% higher than the Regional average.

- 56% of town centre users rated the 'Leisure and Cultural activities' in Prudhoe as 'Good'.

- Replicating the National pattern, 'Access to Services' (87%), 'Convenience e.g. near where you live' (83%) and 'Ease of walking around the town centre' (68%) were classed as the most positive aspects of the town centre. 56% of town centre users stated 'Restaurants'.

- 63% of town centre users felt that 'Shopping' was a negative aspect of Prudhoe, 21% higher than the National average. 59% stated 'Physical Appearance' and 54% 'Cultural Activities' both figures also higher than the National averages.

- 'Improving the range of shops' was the key theme to emerge from town centre users suggestions with specific sub categories 'another supermarket to provide competition to the Co Op' and the 'need for a Butcher'.

INTRODUCTION

The Approach

AMT Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

AMT Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to amt-i, the research division of national membership organization and registered charity Action for Market towns for analysis and report production.

The System

The Benchmarking system is divided into two sections:

- Large Towns; consisting of those localities with more than 250 units
- Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small Town analysis. Prudhoe with 93 units is classed as a Small Town.

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

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 2013.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Prudhoe is classed as a Typology 6 town.

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

The Reports

The Annual AMT Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations.

The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- Benchmark clusters of towns to ascertain high performers / under achievers
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

METHODOLOGY

Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Valuation Office Agency/ Local Commercial Agents
KPI 8: Footfall	Footfall Survey on a Busy Day and Quiet Day
KPI 9: Car Parking Availability and Usage	Audit on a Busy Day and Quiet Day
KPI 10: Business Confidence Survey	Postal Survey
KPI 11: Town Centre Users Survey	Face to Face Surveys/ Online Survey
KPI 12: Shoppers Origin Survey	Shoppers Origin Survey

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

KEY FINDINGS

KPI 1: Total Number of Commercial Units

It is important to understand the scale and variety of the "commercial offer" throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes.

Table of Use Classes

Class	Type of Use	Class Includes:
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and professional services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafés	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot food takeaways	Sale of hot food for consumption off the premises
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.
B1	Business	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area

B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non residential institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 91 occupied units recorded.

	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
A1	45	53	53	53
A2	10	13	14	12
A3	5	9	8	7
A4	5	5	4	6
A5	9	4	5	5
B1	2	3	3	3
B2	1	0	0	0
B8	1	0	0	0
C1	0	1	1	1
C2	1	0	0	0
C2A	0	0	0	0
D1	12	6	6	5
D2	1	1	1	1
SG	7	5	5	6
Not Recorded	0	0	0	0

45% of the units in the town centre are A1 Shops, slightly lower than the Regional, National and Typology figure of 53%, whilst 12% are D1 Non Residential Institutions and 9% A5 Hot food takeaways.

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.

	Prudhoe %	North East Small Towns %	National Small Towns	Typology 6%
Comparison	71	76	79	77
Convenience	29	24	21	23

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

KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad.

Department Stores	**Clothing**
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Key Attractor	5	8	6	8
Multiple	22	27	19	29
Regional and Independent	73	65	75	64

The make up of the retail offer in Prudhoe is very similar to the National Small Towns, 73% of the A1 shops in Prudhoe are Independent whilst 27% have a nationwide presence.

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.

	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Vacant Units	2	9	8	9

2% of the units in the defined town centre were vacant at the time of the audit noticeably lower than the Regional (9%), National (8%) and Typology (9%) figures. 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%.

*Please note from the audit it was unclear as to whether 2 of the retail units included were vacant or not.

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.

	Prudhoe	North East Small Towns	National Small Towns	Typology 6
Average number of traders at a market	n/a	15	17	14

A regular weekday market is not held in Prudhoe.

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.

	Prudhoe	North East Small Towns	National Small Towns	Typology 6
Zone A	£19	28	27	28
% Net Yield	n/a	8	8	8

Zone A rents in Prudhoe are £19 per sq. ft. which is lower than the Regional, National and Typology figures.

KPI 8: Footfall Counts

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town, outside the Library adjacent to the Co Op entrance on Front Street. (photo below)

	Prudhoe	North East Small Towns	National Small Towns	Typology 6
Busy Day	85	154	122	181
Quiet Day	68	115	90	135

The table highlights that footfall in Prudhoe on a Busy Day is 85 persons per 10 minutes, whilst on a Quiet Day the figure drops to 68. Both set of figures are considerably lower than the Regional (154/115), National (122/90) and Typology (181/135) averages.

Individual footfall counts are provided in the table below.

Tuesday 29th October	**Busy Day**	**Friday 8th November**	**Quiet Day**
10.00-10.00	72	**10.00-10.00**	66
11.00-11.10	94	**11.00-11.10**	73
12.00-12.10	89	**12.00-12.10**	65
Total	**255**	**Total**	**204**
Average	**85**	**Average**	**68**

KPI 9: Car Parking Availability and Usage

These days a large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

The following tables provide a summary of the Car Parking offering broken down into the;

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

	Prudhoe	Prudhoe %	North East Small Towns %	National Small Towns %	Typ. 6%
Car Park:					
Total Spaces:	399	89	90	88	91
Short Stay Spaces: (4 hours and under)	114	29	51	47	52
Long Stay Spaces: (Over 4 hours)	272	68	42	41	46
Disabled Spaces:	13	3	3	4	2
Not Registered	0	0	3	8	0
Vacant Spaces on a Busy Day:	141	35	27	30	29
Vacant Spaces on a Quiet Day:	171	42	34	38	38
On Street:					
Total Spaces:	47	11	10	12	9
Short Stay Spaces: (4 hours and under)	22	47	59	56	48
Long Stay Spaces: (Over 4 hours)	23	49	36	36	46
Disabled Spaces:	2	4	6	4	5
Not Registered	0	0	0	4	0
Vacant Spaces on a Busy Day:	8	17	18	14	30
Vacant Spaces on a Quiet Day:	14	30	26	22	41

Overall:					
Total Spaces:	446	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	136	30	52	48	51
Long Stay Spaces: (Over 4 hours)	295	66	41	40	46
Disabled Spaces:	15	4	3	4	3
Not Registered	0	0	3	7	0
Vacant Spaces on a Busy Day:	149	33	26	28	29
Vacant Spaces on a Quiet Day:	185	41	33	36	38

89 of the car parking in Prudhoe are off street.

66% of all the car parking is for 'Long Stay' use.

Overall, on a Quiet Day 33% of car parking is vacant, whilst this figure increases to 41% on a Quiet Day. Both set of figures are higher than the Regional (26%/33%), National (28%/36%) and Typology (29%/38%) figures. 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 16 responses from the Business Confidence Survey.

	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
What is the nature of your business?				
Retail	38	41	59	56
Financial/ Professional Services	19	24	18	19
Public Sector	0	2	2	2
Food and Drink	31	19	12	17
Other	13	14	10	6
What type of business are you?	**Prudhoe %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6%**
Multiple Trader	7	10	11	10
Regional	13	8	6	9
Independent	80	82	83	81

80% of respondents to the Business Survey were ‘Independent’.

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

63% of respondents had been based in Prudhoe for 'more than ten years'.

Compared to last year has your turnover…….?,	Prudhoe %	North East Towns %	National Small Towns %	Typology 6%
Increased	27	33	38	23
Stayed the same	47	34	34	31
Decreased	27	33	28	46

47% of businesses stated that compared to last year their 'Turnover' had 'Stayed the same'.

Compared to last year has your profitability…….?	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Increased	13	26	30	16
Stayed the same	40	34	37	35
Decreased	47	40	33	49

47% of businesses reported that compared to last year their 'Profitability' had 'Decreased', higher than the National average of 33%.

Over the next 12 months do you think your turnover will…….?	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Increase	31	33	44	31
Stay the same	38	50	40	43
Decrease	31	17	16	26

38% of businesses felt that over the next 12 months their turnover would 'Stay the same'.

What are the positive aspects of having a business located in the town? (Multiselect)	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Prosperity of the town	25	39	45	27
Labour pool	0	8	10	9
Environment	13	26	30	17
Geographical location	31	45	49	34
Mix of retail offer	25	26	39	23
Potential tourist customers	6	41	41	28
Potential local customers	88	80	78	82
Affordable housing	13	9	8	18
Transport links	44	24	26	26
Car parking	50	35	39	46
Rental values/property costs	6	11	16	17
Market(s)	0	14	18	18
Other	0	4	5	3

88% of businesses stated that 'Potential local customers' were a positive aspect of Prudhoe town centre whilst 50% reported 'Car parking', 11% higher than the National average.

What are the negative aspects of having a business located in the town? (Multiselect)	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Prosperity of the town	13	25	17	39
Labour pool	7	8	6	6
Environment	0	7	5	12
Geographical location	7	6	7	13
Mix of retail offer	27	22	19	23
Potential tourist customers	7	7	7	11
Potential local customers	7	3	3	4
Affordable housing	0	7	10	4
Transport links	7	21	14	19
Car parking	40	53	53	46
Rental values/property costs	40	37	35	38
Market(s)	0	12	10	9
Local business competition	13	20	18	19
Competition from other places	40	36	33	37
Competition from the Internet	13	35	39	31
Other	7	9	7	7

40% of businesses reported that 'Car parking', 'Rental values/ property costs' and 'Competition from other places' were negative aspects of operating in the town centre.

Has your business suffered from any crime over the last 12 months?	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6%
Yes	13	22	26	23
No	87	78	74	77
What type of crime has your business suffered over the last 12 months (Multiselect)	**Prudhoe %**	**North East Small Towns %**	**National Small Towns %**	**Typology 6 %**
Theft	0	46	72	43
Abuse	50	13	13	13
Criminal damage	100	46	39	52
Other	0	15	6	0

87% of businesses stated that they had not suffered any crime over the last 12 months.

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

- "Local markets. Advertisements."
- "Reinstate loading bays. Remove yellow lines."
- "A plan. A direction."
- "The town would benefit from better shops. Something more current. No clothes shops on Front Street. Another supermarket."
- "Better car parking. Better mix of shops."
- "Stop wasting money 'improving' what was already better than the improvement e.g. the Square which is now a shabby, overgrown and weedy mess. Allow the upgrading of the town with the addition of a supermarket and generally upgraded businesses."
- "Get the Duke of Northumberland's proposals settled. It is making a blight on investment decisions."
- "Improve car parks. Business grants to improve shop fronts."
- "Build more houses to find me more customers."
- "Marketing Prudhoe to Prudhoe. Confidence in the town."
- "Improve car parking. Grants to encourage other retail businesses. Grants to improve premises appearances."
- "Monthly farmers market."

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

	Prudhoe %	North East Small Towns%	National Small Towns%	Typ. 6%
Gender				
Male	35	42	38	41
Female	65	58	62	59
Age				
16-25	6	6	8	7
26-35	13	10	10	12
36-45	25	19	17	19
46-55	25	21	19	21
56-65	18	24	20	23
Over 65	11	20	26	17

What do you generally visit the Town Centre for?				
Work	8	14	15	13
Convenience Shopping	58	51	42	49
Comparison Shopping	1	4	5	6
Access Services	17	15	17	16
Leisure	11	10	13	10
Other	5	6	9	6

58% of town centre users visited Prudhoe for 'Convenience Shopping'.

How often do you visit the Town Centre				
Daily	26	29	29	26
More than once a week	51	43	39	41
Weekly	15	16	15	18
Fortnightly	4	4	5	4
More than once a Month	1	2	3	3
Once a Month or Less	2	6	7	8
First Visit	0	0	2	0

92% of town centre users visited Prudhoe at least once a week.

How do you normally travel into the Town Centre?				
On Foot	41	36	37	35
Bicycle	1	1	2	1
Motorbike	0	0	1	0
Car	55	56	53	55
Bus	4	6	6	8
Train	0	0	1	0
Other	0	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	2	3	3	4
£0.01-£5.00	11	11	13	11
£5.01-£10.00	33	24	26	24
£10.01-£20.00	33	30	32	32
£20.01-£50.00	15	24	20	23
More than £50.00	5	7	6	6

55% of town centre users visited Prudhoe by ‘Car’.

66% of those surveyed spent £5.01-£20.00 on a normal visit to Prudhoe.

How do you rate the physical appearance of the town centre?				
Very Good	3	11	17	5
Good	39	49	58	37
Poor	45	28	20	37
Very Poor	12	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	2	10	16	5
Good	71	55	63	47
Poor	23	27	18	36
Very Poor	4	7	4	12

45% rated the ‘Physical Appearance’ as ‘Poor’, 25% higher than the National Small Towns average.

71% of town centre users rated the cleanliness of the town centre as ‘Good’, 16% higher than the Regional average.

How do you rate the variety of shops in the town centre?				
Very Good	3	7	8	5
Good	28	37	44	24
Poor	50	36	36	38
Very Poor	19	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	5	8	10	3
Good	56	44	49	34
Poor	35	35	33	40
Very Poor	5	14	8	22

69% of town centre users rated the ‘Variety of Shops’ in Prudhoe as ‘Poor’ (50%) or ‘Very Poor’ (19%), 22% higher than the National Small Towns average.

56% of town centre users rated the ‘Leisure and Cultural activities’ in Prudhoe as ‘Good’.

What are the positive aspects of the Town Centre?				
Physical appearance	24	41	56	25
Shopping	26	42	49	29
Restaurants	56	44	44	36
Access to Services	87	73	75	68
Leisure Facilities	49	30	28	21
Cultural Activities	6	18	24	12
Pubs/ Bars/ Nightclubs	16	30	37	23
Transport Links	43	36	43	34
Ease of walking around the town centre	69	72	75	68
Convenience e.g. near where you live	83	71	70	66
Safety	37	39	48	31
Car Parking	44	41	46	38
Markets	1	25	34	17
Other	6	3	7	4

Replicating the National pattern, ‘Access to Services’ (87%), ‘Convenience e.g. near where you live’ (83%) and ‘Ease of walking around the town centre’ (68%) were classed as the most positive aspects of the town centre. 56% of town centre users stated ‘Restaurants’.

What are the negative aspects of the Town Centre?				
Physical appearance	59	43	29	60
Shopping	63	48	42	62
Restaurants	15	23	28	25
Access to Services	3	8	10	9
Leisure Facilities	21	34	37	44
Cultural Activities	54	40	37	45
Pubs/ Bars/ Nightclubs	49	30	27	34
Transport Links	13	22	22	20
Ease of walking around the town centre	5	7	9	7
Convenience e.g. near where you live	3	6	8	8
Safety	14	13	13	15
Car Parking	30	40	39	43
Markets	25	32	29	37
Other	14	10	12	10

63% of town centre users felt that ‘Shopping’ was a negative aspect of Prudhoe, 21% higher than the National average. 59% stated ‘Physical Appearance’ and 54% ‘Cultural Activities’ both figures also higher than the National averages.

How long do you stay in the Town Centre?				
Less than an hour	56	38	36	42
1-2 Hours	32	40	40	39
2-4 Hours	3	11	12	10
4-6 Hours	2	3	3	2
All Day	5	7	8	6
Other	1	1	1	1

88% of town centre users stayed in Prudhoe for under 2 hours.

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

'Improving the retail offer' was the main theme to emerge from the town centre users suggestions. Within this theme sub categories emerged of 'introducing a new supermarket to compete with the Co Op' and the need for a 'Butchers'. Comments included;

- "We need real shops like butchers, florists, delis instead of charity shops or the money for clothes shop!"
- "Have another supermarket superstore so as Coop has competition, and people of Prudhoe get value for money and better choice to save having to travel to Asda/Tesco. Stop allowing shops to be changed into café/restaurants/take-away facilities; this would also stop some of the rubbish. Promote Prudhoe to new businesses to gain interest in premises"
- "Attract better quality retail offer"
- "1) We need a butcher's shop, a good fishmonger and a supermarket that provides real competition for the Co-Op as well as quality produce."
- "More variety of shops and a better supermarket than the coop."
- "New shopping precinct, lots of shops gone. Butcher required."
- "Another supermarket. Butcher/wet fish shop."
- "More shops, more variety. Need a butcher. Don't need more hairdressers & take aways."
- "Super market, new one, Sainsbury?"
- "Another food shop to compete with the Coop."
- "More shops. Shoes, Butcher, Haberdasher. Another supermarket."
- "Different supermarkets. More competition."
- "Another supermarket Tesco/Asda more competition. Butcher shop."
- "More independent shops. Butcher."
- "Butchers shop."
- "1) Competition is needed for the Co-Op, which is strangling the town centre. It has gradually cut back on its range of 'real food' items (it now does not even sell loose bacon, for heaven's sake!). Like everyone I know here, because I cannot get my full shopping list there I do my big weekly shop elsewhere - so other shops in the town lose out
- "We need investment in the area to encourage a wider range of retailers to trade here instead of all the take-aways and charity shops present on our high street. At the moment the high street looks run down and it's not a pleasant place to visit and shop. We need another major supermarket in the area to provide a better and wider range of produce than the co-op."

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

KPI12: Shoppers Origin

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The 430 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

	Prudhoe %	North East Small Towns %	National Small Towns %	Typology 6 %
Locals	64	57	53	61
Visitors	33	32	31	25
Tourists	3	11	16	14

64% of Post Codes gathered were from those who lived in Prudhoe, whilst only 3% were from those living more than 30 minutes drive away.

APPENDIX

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

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

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

TYPOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)

This group is characterized by relatively high values on young/middle age groups (25–44), intermediate and managerial occupations, people working in public administration, education and defence, detached housing, households with adult children and a high proportion of carers. It has low numbers of residents with no qualifications. Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)

Places in this group are particularly characterized by persons living alone (separated/divorced and pensioners), as well as people in routine and lower supervisory and managerial occupations and people living in rented accommodation. Car ownership is low whilst travel to work by public transport is relatively high. Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

This group is characterized by older persons, single pensioners, workers in hotels and restaurants, and part time workers, especially among men. It also has high numbers of people working from home and of second homes. This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas(e.g. Hampshire, Gloucestershire and North Yorkshire).

Group 4 : Young Families, Administrative Jobs

129 places (8%)

The group is typified by high proportions of people in the 25 – 44 age groups and women looking after the home. Occupations tend to be in the higher managerial and professional groups and in public administration (including defence, teaching and social security).Most places in this group are located in what geographers have called the ‘Golden Belt’ a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an ‘offshoot’ in Berkshire. This area grew rapidly in the period 1981-

2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)

This group is characterized by high proportions of professional and higher managerial workers and by people employed in intermediate managerial occupations. There are high proportions of people in financial service occupations and people who commute over 20 kilometers to work. Use of public transport is also proportionately high. There comparatively high proportions of Asian/British Asian households relative to the other groups of settlements. As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)

This group includes high proportions of census measures that have been used to identify social and economic disadvantages of various kinds. These include: routine and low skill occupations, lack of qualifications, unemployment, long term illness, lone parents, lack of a car and the presence of social housing. The geography of most of the members of this group is overwhelmingly that of the former coalfield areas, namely, Notts/Derby, South and West Yorkshire and Northumberland/Durham. Other, smaller, geographical clusters of places in this group are the Cumbrian coast, Teesside and east Lancashire. Places not in such clusters include Hayle (Cornwall), New Addington (Greater London) and Withernsea (East Riding of Yorkshire).

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)

This group is similar to Group 6 in that it is characterized by routine and low skill occupations and lack of qualifications. However, this also typified by high percentages of people working in agricultural and manufacturing occupations and in the wholesale trades. Unemployment (in April 2001) was low. As might be expected this group maps onto two main types of area: rural areas and generally those with labour intensive agricultural production of various kinds (e.g. Norfolk, the Fens, mid Somerset and Lincolnshire/North

Lincolnshire) and around the major manufacturing centres of the West and West Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)

This, the largest single group in the typology, is also typified by professional and managerial workers and high levels of educational qualifications but is distinguished from Group 1 by a broader age range (relatively high numbers of young people, but also of middle aged and older people) and from Group 6 by lower levels of longer distance commuting. Also unlike either of these groups there are high proportions of households in detached houses and very low levels of public transport use. The geography of this group is similar to Group 4 in that it is mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.

BUSINESS UNIT DATABASE

No	Street	Name				Notes
		Next to Ginevra	n/a	n/a	n/a	vacant
1	Front Street	Griffs Scooters	a1	comparison	independent	
3	Front Street	Wade Opticians	a1	convenience	regional	
4	Front Street	Bridgfords	a2	n/a	n/a	
5	Front Street	TV Appliance Centre	a1	comparison	independent	
6	Front Street	Cash for Clothes	sg	n/a	n/a	
6	Front Street	Johns Hairdressers	a1	comparison	independent	
7	Front Street	Caris Robson	a2	n/a	n/a	
8	Front Street	RSPCA	a1	comparison	multiple	Charity
8	Front Street	The Original Factory Shop	a1	comparison	multiple	
9	Front Street	One Stop	a1	convenience	multiple	
10	Front Street	A McGee	a1	comparison	independent	
10	Front Street	Reflections Hair and Beauty	a1	comparison	regional	
10	Front Street	R U Game	a1	comparison	independent	
11	Front Street	Prudhoe Youth Charity Shop	a1	comparison	independent	
11	Front Street	Co Op Funeral Care	a1	comparison	multiple	
12	Front Street	Lloyds TSB	a2	n/a	n/a	
13	Front Street	CABx	b1	n/a	n/a	
15	Front Street	Yellow Estate Agency	a2	n/a	n/a	
16	Front Street	Ginevra	a3	n/a	n/a	
17	Front Street	G and S Electricals	a1	comparison	independent	
18	Front Street	C and F Threadgold	a1	convenience	independent	
20	Front Street	Relate	a1	comparison	multiple	charity
21	Front Street	Pattinson	a2	n/a	n/a	
22	Front Street	La Piccola	a3	n/a	n/a	
23	Front Street	Elizabeth Evans	a1	comparison	independent	
27	Front Street	Walnut	a1	comparison	independent	
28	Front Street	Aspen	d1	n/a	n/a	
37	Front Street	The Hair Boutique	a1	comparison	independent	
38	Front Street	Simply Drinks	a1	convenience	multiple	
39	Front Street	Fire Station	d1	n/a	n/a	
39	Front Street	Balls	a5	n/a	n/a	
40	Front Street	Front Street Barbers	a1	comparison	independent	
40	Front Street	Balls Restaurant and Tea Bar	a3	n/a	n/a	
41	Front Street	New Loon Wah House	a5	n/a	n/a	
42	Front Street	Tasty Bites	a5	n/a	n/a	
44	Front Street	Family Dental Practice	d1	n/a	n/a	
45	Front Street	Washateria	sg	n/a	n/a	
46	Front Street	Prudhoe Tandori	a5	n/a	n/a	
47	Front Street	The Stationary Shop	a1	comparison	independent	

48	Front Street	Boots Pharmacy	a1	comparison	key attractor	
50	Front Street	The Chair Centre	a1	comparison	independent	
51	Front Street	Dhillons Fish Inn	a5	n/a	n/a	
52	Front Street	Ladbrokes	a2	n/a	n/a	
53	Front Street	Spend and Save	a1	comparison	independent	
54	Front Street	The R Salon	a1	comparison	independent	
54	Front Street	Your Move	a2	n/a	n/a	
54	Front Street	Pizza Pizza	a5	n/a	n/a	
55	Front Street	Greggs	a1	convenience	multiple	
57	Front Street	Just to say	a1	comparison	independent	
58	Front Street	Spetchell Centre	d1	n/a	n/a	
59	Front Street	The Corner Cafe	a3	n/a	n/a	
59	Front Street	Aramee	a3	n/a	n/a	
59	Front Street	New Lotus House	a5	n/a	n/a	
61	Front Street	Co Op Travel	a1	comparison	multiple	
69	Front Street	Windsor Bakery	a1	convenience	independent	
74	Front Street	Barclays	a2	n/a	n/a	
76	Front Street	Heritage Accountancy	a2	n/a	n/a	
77	Front Street	Boots Pharmacy	a1	comparison	key attractor	
78	Front Street	Prudhoe Dental Practice	d1	n/a	n/a	
79	Front Street	Truffle Hairdressing	a1	comparison	independent	
80	Front Street	The White Tulip Wedding Shop	a1	comparison	independent	
81	Front Street	Prudhoe Post Office	a1	convenience	independent	
17B	Front Street	Ready, Steady Knit	a1	convenience	independent	
23A	Front Street	Shoe Fix	a1	convenience	independent	
3a	Front Street	CSN	a1	convenience	independent	
54b	Front Street	Gormet Sandwich Bar	a1	convenience	independent	
72A	Front Street	Just Tanning	sg	n/a	n/a	
Rear of 21	Front Street	Photosmith Ltd	b1	n/a	n/a	vacant?
	Front Street	Thread Bare	a1	comparison	independent	
	Front Street	St Mary Magdalene Parish Church Hall	d1	n/a	n/a	
	Front Street	West Wylam Inn	a4	n/a	n/a	
	Front Street	Total Garage	sg	n/a	n/a	
	Front Street	Leisure Centre	d2	n/a	n/a	
	Front Street	Oaklands Health Centre	d1	n/a	n/a	
	Front Street	Prudhoe and District United Service Club	a4	n/a	n/a	
	Front Street	Prudhoe Carpets	a1	comparison	independent	
	Front Street	Gilmores Taxis	sg	n/a	n/a	
	Front Street	Community Learning Centre	d1	n/a	n/a	

	Front Street	The East Young Peoples Centre	d1	n/a	n/a	
3	Hillcrest Court	Northumbria Pipes	b8	n/a	n/a	
5	Kepwell Ct	St. Mary Magdalene	d1	n/a	n/a	
n/a	n/a	Residential Home	c2	n/a	n/a	
	Oakfield Terrace	The Co Op	a1	convenience	multiple	
3	South Road	Prudhoe Taxis	sg	n/a	n/a	
6	South Road	Fox and Hounds	a4	n/a	n/a	
27	South Road	The Lilium Garden	a5	n/a	n/a	
9a	Tyne View Terrace	Tyne View Auto Repair	b2	n/a	n/a	vacant?
1	West Road	Dr Syntax	a4	n/a	n/a	
	West Road	Prudhoe Methodist Church	d1	n/a	n/a	
		Prudhoe Social Club	a4	n/a	n/a	
		Prudhoe Pet Supplies	a1	comparison	independent	
		Opposite RSPCA	n/a	n/a	n/a	vacant

CAR PARKING DATABASE

Name:	By Ready, Steady, Knit , 17b Front Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	3
Vacant Spaces on a Quiet:	2
Illegal Spaces on a Busy Day:	1
Illegal Spaces on a Quiet Day:	1

Name:	By Prudhoe District Services Club
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	0
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

Name:	Co Op Car Park
On Street/ Car Park:	Car Park
Total Spaces:	119
Short Stay Spaces: (4 hours and under)	114
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	39
Vacant Spaces on a Quiet Day:	31
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	1

Name:	Car Park by Oaklands Health Centre
On Street/ Car Park:	Car Park
Total Spaces:	62
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	60
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	22
Vacant Spaces on a Quiet Day:	28
Illegal Spaces on a Busy Day:	4
Illegal Spaces on a Quiet Day:	0

Name:	Leisure Centre Car Park
On Street/ Car Park:	Car Park
Total Spaces:	114
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	108
Disabled Spaces:	6
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	34
Vacant Spaces on a Quiet Day:	53
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

Name:	Car Park by Prudhoe Carpets, Front Street
On Street/ Car Park:	Car park
Total Spaces:	54
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	54
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	2
Vacant Spaces on a Quiet Day:	14
Illegal Spaces on a Busy Day:	6
Illegal Spaces on a Quiet Day:	0

Name:	Road next to Your Move
On Street/ Car Park:	On street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	6
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	2
Illegal Spaces on a Busy Day:	2
Illegal Spaces on a Quiet Day:	4

Name:	Opposite Mary Magdalene
On Street/ Car Park:	On Street
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	17
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	3
Vacant Spaces on a Quiet Day:	7
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	1

Name:	By Johns Hairdressers, 6 Front Street
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	1
Vacant Spaces on a Quiet Day:	2
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

Name:	By Original Factory Shop, 8 Front Street
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	1
Vacant Spaces on a Quiet Day:	1
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

Name:	Free Car Park by Fair View
On Street/ Car Park:	Car Park
Total Spaces:	50
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	50
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	44
Vacant Spaces on a Quiet Day:	45
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

Name:	Outside Barclays, 74 Front Street
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	0
Illegal Spaces on a Busy Day:	0
Illegal Spaces on a Quiet Day:	0

TOWN CENTRE USERS SURVEY

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

Key

Retail Offer

- "We need another Supermarket and a butcher. Need to limit the number of takeaways"
- "Complete exterior refurbishment of shops and encourage new businesses to the town including bigger brand names."
- "Less takeaways more parking current shop frontage tidied up less charity shops"
- "Sort out the areas that was the allotments to the rear of Neale Street - it's a bloody disgrace and has been for over ten years! The town centre is too much of the same style of shops. Get a new supermarket in or some new flats into some of the older buildings to give it character."
- "A more diverse range of shops too many charity shops. Improve the parking on front street too many people parking illegally so buses etc can’t pull in causing tail backs"
- "There are far too many nasty teenagers and young adults near the supermarket in town. We don't feel safe walking around at night; police patrol would help a lot. We need real shops like butchers, florists, delis instead of charity shops or the money for clothes shop! Also, drivers drive through the town far too fast, speed camera will be useful."
- "More small shops and businesses (not charity shops!) don't build an out of town supermarket or acres of new housing"
- "Toilets that were open when you (or your kids) needed them."
- "Encourage more independent boutiques/shops & less charity/cheap/cash for clothes shops. Also a big supermarket"
- "A supermarket. The recent street parties were a great idea, more of those or something similar"
- "better choice of groceries shops and clothing and a butchers in the town too"
- "Better variety of shops and the quality."
- "More variety of shops and better parking"
- "Sort out inadequate traffic lighting of Oakfield Terrace/Front St crossroads. Have a market periodically in the Glade."
- "another supermarket to provide competition cleaner and improved planting"
- "Have another supermarket superstore so as Coop has competition, and people of Prudhoe get value for money and better choice to save having to travel to Asda/Tesco. Stop allowing shops to be changed into café/restaurants/take-away facilities; this would also stop some of the rubbish. Promote Prudhoe to new businesses to gain interest in premises"
- "More diversity in shops. A good paint"

- "Allow the redevelopment happen!!! will bring with it a better environment and better retailers"
- "start again"
- "Better parking. Cleaner streets"
- "A Butchers and the cheap shop is an eyesore"
- "More parking. Cafe for tea and cake. Safer footpaths. More speed restrictions for cars"
- "Flatten it and start again"
- "Bring forward the town centre redevelopment. Attract better quality retail offer"
- "1) We need a butcher's shop, a good fishmonger and a supermarket that provides real competition for the Co-Op as well as quality produce. 2) A real and prolonged clamp-down on rogue parking, in particular on the drivers who park on the bus stop outside Lloyds Bank to use the ATM because they can't be bothered to walk ten yards from the nearest free car park."
- "better bus travel clean streets"
- "Knock it down and start again. Limited leisure facilities. Too expensive because of no competition close."
- "I'd like to see a market in the town, even fortnightly on a Saturday would be lovely. Groups of teenagers of an evening can feel quite threatening, there doesn't seem to be much done to entertain them or keep them off the streets. They often come across as loud and rude."
- "More variety of shops and a better supermarket than the coop."
- "New shopping precinct, lots of shops gone. Butcher required."
- "Generally satisfied."
- "Shoe shop. Another food store other than Co-op."
- "Bus link to town/centre from station."
- "More supermarkets. More variety of shops."
- "Another supermarket. Bit more colour & more seats."
- "Face lift, place looks scruffy. More shops, more choice. Another supermarket."
- "Better shops. Another supermarket."
- "Another supermarket. More choice of shops."
- "Another supermarket. Butcher/wet fish shop."
- "Funding for youth facilities. More for culture & arts. It's currently a cultural vacume."
- "More community police at night. Litter discipline."
- "Another supermarket, Co-op needs a rival. Clean up the buildings."
- "More & better shops. Less yellow lines."
- "More shops, more variety. Need a butcher. Don't need more hairdressers & take aways."
- "More and diverse shops, clothes & shoes etc. Butchers shop."
- "McDonalds. Starbucks."
- "Weatherspoons. Another supermarket. Cinema?"
- "Clothes shops. More for community activity."
- "More parking space. Butchers shop, clothes shops, shoes."

- "Supermarket e.g. Aldi. Cleaner image & bring back flower tubs, make it prettier."
- "More youth facilities. Skate Park? Another supermarket, clothes shops."
- "Theatre. Book shop."
- "More competition/variety in shops. McDonalds. Subway."
- "Needs facelift has potential. Needs another supermarket."
- "More local shops & habadasher. Rebuild it! :). Start a market. Another supermarket - Aldi or Lidl."
- "Better cheaper shops, clothes/shoes. Another supermarket (not Tesco)."
- "Less takeaways & charity shops. Start a local market. Clothes shop."
- "Get new supermarket. Anyone other than Coop. More flowers. More colour."
- "More food shops and more variety, garden shops. More convenience. No major changes."
- "Super market, new one, Sainsbury? Facelift shop fronts."
- "More youth facilities. Raquet sports."
- "Another food shop to compete with the Coop."
- "Another supermarket. Pedestrianise Front Street."
- "More shops. Shoes, Butcher, Haberdasher. Another supermarket."
- "Different supermarkets. More competition."
- "Reduce/re-route traffic. Face lift the shops."
- "Another supermarket Tesco/Asda more competition. Butcher shop."
- "Nothing."
- "Town facelift on shop fronts. Remove "A"boards and on street goods displays. More independent shops. Butcher."
- "Better shops. Boutique. Subway shop."
- "More greenery, pots & tress. Butchers shop. Artisan bakery."
- "More floral display"
- "Update shop fronts. Weekly market."
- "More green space. Better shops, better quality. Bland town."
- "Remove poor buildings. Smarten car parks. Bus service poor, takes too long to go easy."
- "More shops, clothes, gifts. Traffic calming."
- "1) Competition is needed for the Co-Op, which is strangling the town centre. It has gradually cut back on its range of 'real food' items (it now does not even sell loose bacon, for heaven's sake!). Like everyone I know here, because I cannot get my full shopping list there I do my big weekly shop elsewhere - so other shops in the town lose out. 2) A dedicated arts venue is needed in the town centre, with exhibition and performance space."
- "I'd love for there to be a market - that was also open on Saturday's even if just fortnightly. More community events."
- "More privately owned shops like a butchers or a nice coffee shop. Better shops"
- "Weekly market Re paint"
- "Overall appearance, very dated and unclean."
- "Market. An alternative to the over-priced, poorly stocked Co-op"

- "Better range of shops, we have far too many restaurants, hairdressers and estate agents. The 'recent' floorscaping has been a waste of money and effort due to vehicles parking on the footpath and a general lack of maintenance, more effort needs to be put in to the upkeep of the environment"
- "Another supermarket and a need for more leisure facilities"
- "We need better food stores. At present we have only one supermarket which results in the Co-op being able to charge high prices. It also leads to people shopping outside the town which means small shops lose trade. Most of Front St needs an overhaul. A lot of the shop fronts look very out of date."
- "Market and wider variety shops"
- "Car parking. Variety of shops"
- "A new supermarket because coop is very expensive and we try and shop at supermarkets not the Co Op ! Reasonable craft shop."
- "We need a variety of shops, eg butchers, clothes shops, Love the new shop Jules which has recently opened, more shops like that needed."
- "Bring in a vairety of shops such as a butchers and a supermarket such as Aldi as the CO-OP is far too expensive and there are too many charity shops and takeaways and give the main street a facelift to make it look nicer so as to attract more people in."
- "Help for local business to stop them. Closing down. Different supermarket. Co-op too expensive and not great quality. This means we do main shop elsewhere so visit local business less."
- "More variety of shops and possibly a Saturday market"
- "Another supermarket to rival the co op as they are so expensive. Less takeaways as far too many."
- "That there is more affordable gym options. A butcher and deli."
- "Need competition for the coop. Need a butcher and another bakery."
- "A weekly/fortnightly market. Another good supermarket"
- "A better variety of shops, including butcher and speciality shops. Places to gather with friends out of working hours (not in a pub)"
- "Variety of shops needed not cheap shops new shops/ market. Pubs"
- "bigger variety of shops including a butchers and shops like Aldi, Lidl, B&M where people could afford to shop. This is especially important for the elderly who May have no option than to shop in the Co-op and be charged ridiculous prices as well as having a limited choice of goods. More information about what there is going on in the area. A small window in the Spetchels."
- "A market once a month, better variety of shops, less take aways, local butcher on front street"
- "The place needs a face lift. A local market place would be nice. Front street is full of takeaways estate agents and hairdressers, needs a wider variety and a place of culture/entertainment."
- "Get a butchers like martins in Crawcrook. Get a proper bakers with fresh bread"
- "More independent specialist shops. The new coffee shop is proof positive that small businesses can do well. People need to be able to do all of their shopping at traditional shops. Also, we need to get rid of the awful shop that collects bags of

clothes etc - it's an eyesore and takes business away from the respectable charity shops which have been a feature of the town centre for years."

- "Less charity shops and take aways and salons"
- "More independent shops, especially butcher, baker, fish monger. Farmers market"
- "More parking"
- "Better value shops - Iceland, Sainsbury, Lidl etc Better family facilities - cinema, ten pin, ice skating with prices to suit family pockets due to inadequate pay rises!!"
- "Less charity shops and takeaways"
- "1. A wider selection of shops 2. More modern up to date look for the whole town centre"
- "MORE VARIETY OF SHOPS. LESS TAKEAWAYS"
- "Tidy up shop fronts was supposed to have started but some still look awful. Less gangs hanging around especially at night."
- "Cheaper food shops, less charity shops"
- "I think a monthly food and craft market would be good, it could be in one of the car parks."
- "Less dog poo and pavement mess like cigarette ends, chewing gum and glass-particularly outside dr syntax! We need a market sooooo much!!!"
- "introduction of a market, keep the police station"
- "Another super market and promote our tourist attractions, castle, riverside"
- "MARKET & ANOTHER SUPERMARKET, COOP IS TO DEAR."
- "More variety of shops. Better parking for the disabled."
- "Better and more variety of shops. No mores estate agents or takeaways!"
- "Put a stop to any more takeaway outlets; they generally look a mess and make the high street look uninviting and put decent shops off taking a spot. take all the charity shops off the main street and encourage quality shops to take up prime spots. There are a few shops/ hair salons who have improved the look of the high street, but others just look tacky. Improve the shop fronts to match the work done at the Spetchells and town square."
- "Being in the duke of Northumberland suggestions and vamp up Prudhoe, shopping is monopolised by the co op"
- "Encourage quality retailers - idealy still independent rather than big chains - but create interesting 'bijou' type shopping experience - reference Corbridge for interest and quality. Create tea room/ coffee shops as destination venues - again, quality independent rather than greasy spoon or big chain"
- "Improve the appearance of the east centre and make the activities it provides more widely known Perhaps have a monthly market to support local produce and talents (crafts)"
- "Better range of shop. A market"
- "A decent supermarket. A weekly local market"
- "Knock all of front street down and stop letting Morpeth and Hexham dictate to us. Rebuild town centre from scratch, give local shopkeepers decent premises and let a large supermarket get on with the job with a larger town square than shown on plans."
- "Market, butchers"

- "We need investment in the area to encourage a wider range of retailers to trade here instead of all the take-aways and charity shops present on our high street. At the moment the high street looks run down and it's not a pleasant place to visit and shop. We need another major supermarket in the area to provide a better and wider range of produce than the co-op."
- "Better variety of shops. Improvement of the shop fronts - Front Street looks drab and run down."
- "butcher and fishmonger"
- "Weekly Market on a Saturday and poss through the week too. More variety of shops. Something to compete with the overpriced co-op/ An Aldi, B&M, Lidl or the likes"
- "More shops and a butcher"
- "have the weekly market Improve leisure facilities"
- "Market Tidy up shop frontages"
- "Northumberland county council to maintain the 'glade area' properly it is a disgrace in the centre of the town. Support the businesses more."
- "Less takeaways and charity shops bigger variation of shops something to compete with the coop. Better parking, all existing frontages of shops tidied up some are a right mess falling to bits. A market would be good but where would it go there is no space or enough parking"
- "Get more businesses such as bakery to replace Windsor bakers and butchers so that I could get everything I need. Get rid of some of the tacky shops."
- "Small shops.....no chains. Butchers. Standardisation of shop front appearance (signage obviously individual to business)"
- "Market Appearance improvements"
- "Get empty premises occupied. Review timings/sequences on traffic lights at Front St/Oakfield Terrace."