The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.
CONTENTS

EXECUTIVE SUMMARY ............................................................................................................ 7

1.0 INTRODUCTION .................................................................................................................. 9
  1.1 Why Measure Town Centre Performance? .................................................................. 9
  1.2 What should we measure? ......................................................................................... 10

2.0 DESCRIPTION OF THE TOWN CENTRE ...................................................................... 13
  2.1 Cramlington’s Town Centre Boundary ................................................................. 13
  2.2 Cramlington’s Town Centre – A Definition ....................................................... 15
  2.3 History and Development of Cramlington ......................................................... 15

3.0 DIVERSITY OF USES ....................................................................................................... 19
  3.1 Diversity of Use within Town Centre .................................................................. 20
  3.2 Events ...................................................................................................................... 23
  3.3 Satisfaction with the range of provision – retail ............................................... 23

4.0 RETAIL TRENDS .............................................................................................................. 25

5.0 RETAILER DEMAND ...................................................................................................... 27
  5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008 ....................... 27
  5.2 A Review of New Town Centre Occupiers ....................................................... 29

6.0 RETAIL RENTS AND YIELDS ..................................................................................... 31
  6.1 Zone A Rental Information .................................................................................. 31
  6.2 Yield ....................................................................................................................... 33
  6.3 Average Rental Rate ............................................................................................ 34

7.0 VACANCY RATES ............................................................................................................ 37
  7.1 Vacancy Rates of Premises .................................................................................. 37
  7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows) ................. 39

8.0 PEDESTRIAN FLOWS .................................................................................................... 41
  8.1 Footfall methodology ......................................................................................... 41
  8.2 Estimates of footfall ............................................................................................ 41

9.0 ACCESSIBILITY ................................................................................................................. 43
  9.1 Shoppers travelling to town by car ................................................................. 43
  9.2 Access to car parking ......................................................................................... 44
  9.3 Cost of parking .................................................................................................... 47
  9.4 Cramlington’s Car parks ...................................................................................... 47
  9.5 Bus Connectivity ................................................................................................. 52
9.6 Shoppers travelling to town by bus ................................................................. 53  
9.7 Train Connectivity ........................................................................................... 54  
9.8 Shoppers travelling to town by train .............................................................. 54  
9.9 Perception of Public Transport Services ......................................................... 55  
9.10 Perception of Accessibility ............................................................................ 55  
9.11 Origin and method of travel of Shoppers Interviewed ................................... 56  

10.0 ENVIRONMENTAL QUALITY OF TOWN ..................................................... 59  
10.1 Review of Recent Improvements .................................................................. 59  
10.2 Shopper perception of the town .................................................................... 59  

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME ............... 65  
11.1 Analysis of Reported Crimes ...................................................................... 66  
11.2 Perception or Fear of Crime ....................................................................... 68  
11.3 Initiatives to Address Town Centre-Related Crime ....................................... 69  

12.0 CUSTOMER VIEWS ...................................................................................... 71  
12.1 Regularity of visits ....................................................................................... 71  
12.2 Expenditure/ Type of Purchases ................................................................... 72  
12.3 The Catchment ............................................................................................. 75  
12.4 Spending Patterns ....................................................................................... 78  
12.5 Retaining Shopper Spend ........................................................................... 83  
12.6 Opinions on and use of Leisure and Entertainment ....................................... 86  
12.7 The Future: what will improve the town as a place to shop or visit? .......... 91  

13.0 INVESTMENT................................................................................................ 97  

14.0 CONCLUSION............................................................................................... 99  

15.0 RECOMMENDATIONS ............................................................................... 103  

APPENDIX 1 ........................................................................................................ 105  
Use Class Order .................................................................................................. 105  

APPENDIX 2 ........................................................................................................ 107  
VERBATIM RESPONSES FOR SHOPPER'S SURVEY ................................ 107
LIST OF FIGURES

Figure 1: Boundary for Cramlington Town Centre (District Council) ......................... 13
Figure 2: Boundary for Cramlington Town Centre (Experian)................................... 14
Figure 3: Floorspace by Use Class ........................................................................... 20
Figure 4: Building Use class for Cramlington Town Centre ...................................... 22
Figure 5: How would you rate “On the whole, Cramlington offers a wide choice of
quality shops”? ......................................................................................................... 24
Figure 6: Multiple Chain and Independent Businesses by Category - Cramlington .. 25
Figure 7: Property Enquiries for Cramlington Town Centre April 2007 – March 2008  ............................................................................................................................................ 28
Figure 8: Valuation Office Zone A rental prices for Cramlington Town Centre ...... 32
Figure 9: Shopping Centre Yields - Northumberland ................................................ 33
Figure 10: A comparison on average rental prices for commercial property between
Cramlington and other Northumberland Towns .................................................. 35
Figure 11: Vacancy Rates of Premises ..................................................................... 38
Figure 12: Is a Property Vacant ................................................................................ 38
Figure 13: Changes in Primary Activity Type 2007-2008 ........................................... 39
Figure 14: Type of Changes in Premises 2007-2008 ................................................ 40
Figure 15: Estimated daily footfall in Cramlington Town Centre ............................. 42
Figure 16: Frequency of visit to the town centre by those respondents travelling in by
car ..................................................................................................................................... 43
Figure 17: How easy/difficult do you feel it is to travel into Cramlington town centre
(those respondents that travelled by car) ................................................................. 44
Figure 18: Percentage of respondents parking in each location ............................... 45
Figure 19: Percentage of respondents giving each rating for parking related attributes  ............................................................................................................................................ 46
Figure 20: Location of Car Parks ............................................................................. 49
Figure 21: Location of Car Parks ............................................................................. 51
Figure 22: Destination and Frequency of Buses from Cramlington .......................... 52
Figure 23: Frequency of visit to the town centre by those respondents travelling in by
bus..................................................................................................................................... 53
Figure 24: How easy/difficult do you feel it is to travel into Cramlington town centre
(those respondents that travelled by bus) ................................................................. 54
Figure 25: Destination and Frequency of Trains from Cramlington .......................... 54
Figure 26: Percentage of respondents giving each rating for public transport related attributes ............................................................................................................................................ 55
Figure 27: Visitors to Cramlington within Northumberland and Tyne and Wear ...... 57
Figure 28: Visitors to Cramlington outside Northumberland and Tyne and Wear
(Excludes ‘don't know’ responses unless otherwise specified) .................................. 58
Figure 29: Street furniture ratings ........................................................................... 60
Figure 30: Ratings given for litter and overall cleanliness ........................................ 61
Figure 31: Ratings given for the appearance of the town ........................................ 62
Figure 32: Analysis of Reported Crimes ................................................................... 66
Figure 33: Crime and Anti Social Behaviour ............................................................ 67
Figure 34: Ratings given for safety/security ............................................................. 68
Figure 35: Approximately how often are you in Cramlington Town Centre? .......... 71
Figure 36: Proportion of respondents shopping in Cramlington and other areas ...... 73
Figure 37: Shopping centres used by respondents to purchase different items ...... 74
Figure 38: How much do you plan to spend in Cramlington today? ....................... 75
Figure 39: Cramlington Retail Catchment ................................................................. 76
Figure 40: Cramlington Catchment Summary Profile ............................................. 78
Figure 41: Total Expenditure (in 2006 prices) Comparison ..................................... 80
Figure 42: Expenditure on Comparison Retail ......................................................... 81
Figure 43: Expenditure on Comparison Retail ......................................................... 82
Figure 44: 2007 Total Expenditure Convenience Retail ........................................... 82
Figure 45: Population Leakage .............................................................................. 84
Figure 46: Spend Leakage ...................................................................................... 85
Figure 47: Proportion of Retail Expenditure ......................................................... 86
Figure 48: Have you ever attended any of these events? ...................................... 87
Figure 48: What events would you like to see on a regular basis? ......................... 88
Figure 49: How would you rate the following venues for eating and drinking in Cramlington? ................................................................. 89
Figure 50: How would you rate the following arts and leisure facilities in Cramlington? ............................................................................................................ 90
Figure 51: How do you rate Cramlington as a place to enjoy yourself? ............... 91
Figure 52: How would you rate this town? ............................................................. 92
Figure 53: How would you make this town centre better? ..................................... 93
Figure 54: What improvements would you like to see to the retail offer in Cramlington? ............................................................................................................ 95
EXECUTIVE SUMMARY

- 51% of the floorspace in Cramlington was for retail.
- Shopper’s perceptions of the range of retail provision was somewhat negative - 58% did not think Cramlington offered a wide choice of shops.
- Shopper’s felt that there should be more shops that provided a better range and choice.
- The majority of businesses in the town centre were comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 4% of vacant floorspace in Cramlington.
- 11% of premises went from vacant to occupied, 56% went from occupied to vacant and 33% had a change in occupier.
- 86% of shoppers interviewed found it easy to travel into the town centre by car.
- 22% of these shoppers felt that the parking in the town centre was either poor or very poor.
- Cramlington also has adequate bus connectivity, by the frequency and number of destinations reached from Cramlington.
- 96% that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre. No-one found it difficult.
- 5% of Cramlington residents shop in Cramlington. 37% of expenditure was lost to Newcastle Upon Tyne and 21% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
• Work in partnership with local estate agents to gain further insight on property enquiries received.

• Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.

• A map to show all bus and train routes would prove useful in the analysis process.

• Investigate impact of crime initiatives on shopper’s perception of crime and safety within the town centre.

• Investigate impact of future proposals for Cramlington on shopper’s overall perception of the town centre.
1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

- Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, and particularly socially-excluded groups.
- Supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity.
- Improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector
intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:

“Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken”.

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.

- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.

- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.

- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.
• Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).

• Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.

• Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.

• Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.

• Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.

• Customer and residents’ views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.

• Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.

• State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).
In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP’s) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Cramlington’s Town Centre Boundary

Throughout this report there are two different boundaries for Cramlington Town Centre that will be used depending on the section: the town centre boundary as defined by the former Blyth Valley District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Cramlington Town Centre in relation to the District Council boundary is 134,700.55 m².

**Figure 1: Boundary for Cramlington Town Centre (District Council)**

Source: former Blyth Valley District Council, April 2009
Figure 2: Boundary for Cramlington Town Centre (Experian)

Source: Experian, August 2009
2.2 Cramlington’s Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it “includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority’s area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated”.

(From Northumberland County Council): The new town of Cramlington was established in 1959 as an overspill for the Tyneside conurbation and as a growth point for housing, employment etc for dealing with the mine closures programme. It has a population of 30,400 and has undergone significant development over the last 30 years.

Following on from the completion of the south east residential quarter, the second phase of expansion has progressed gradually north of the town centre over the last two decades, with the north east residential sector now substantially complete.

The south west sector represents the last phase of development of the New Town and will result in the completion of Cramlington to the geographical extent that was envisaged in the original plan.

Cramlington has been successful in attracting foreign investment and has been the main location in the County for inward investment, attracting firms from Europe and the Far East.

Large purpose built manufacturing units and speculatively built advance factory units are provided at Nelson and Bassington industrial estates and more recently further jobs have been provided at the Northumberland Business Park. Cramlington fulfils a strategic employment role meeting the employment needs of the Borough and the sub-region alike.

2.3 History and Development of Cramlington

Cramlington is a large town, situated in the south-east of Northumberland, 9 miles north of Newcastle and 6 miles south-east of Morpeth. It is thought that the name
'Cramlington' either comes from the ‘Danes’ who settled in the area, or is of Anglo-Saxon origin.

Remains of a possible Neolithic henge and a Bronze Age cemetery have been found in the general area. However, the first recorded mention of the town was in 1135. A Norman chapel was built in the 13th century, which was re-built in the 17th century after it had fallen into a state of disrepair. In the 19th century, it was re-built again to accommodate the population increase.

Cramlington was mostly rural until, in the early 19th century, coal mining became a key industry. Several mine shafts were sunk in the area, bringing large numbers of people to Cramlington to work in the mines.

During the First World War, in 1916, the 36th Home Defence Squadron was formed at Cramlington. Subsequently, the area became an important base for military planes and airships.

After the decline of the coal mining industry, in 1959, Cramlington was designated as a ‘New Town’, and large housing estates were developed. Over the next 25 years, the town experienced huge population growth. Today, it has a population of around 30,500.

Although Cramlington is partly a commuter town, more and more people are working in the local area, with manufacturing, pharmaceuticals and retail the key industries in the area. Cramlington has a number of large industrial zones housing several large companies including Merck Sharpe and Dohme.

In terms of transport infrastructure, Cramlington lies adjacent to three main roads (A1, A189 and A19), has a large cycle path network, and has a railway station lying on the East Coast Main Line.

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1 30,462 – source: mid-2005 small area population estimates, ONS
Cramlington has a large number of retail outlets, including the Manor Walks shopping centre (developed in the 1970’s, and expanded in the mid 1990’s and in 2003/04). A market is also held every Wednesday.

There are a number of attractions in and around Cramlington, including the Concordia Leisure Centre and Plessey Woods Country Park. In 2000, Cramlington held a Folk Fest to mark the millennium. This was so successful that it has become an annual event. Cramlington is also home to the Cramlington Learning Village, which is one of the largest secondary schools in the country.

A multi-million pound regeneration project for improving Cramlington town centre has recently been approved, and it is hoped that work on the project will start in the near future. The plans include improvements to retail, leisure, parking, signage and access.
3.0 DIVERSITY OF USES

The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Cramlington Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Cramlington.

The full breakdown of use class analysed in this section can be found in Appendix 1.
3.1 Diversity of Use within Town Centre

Figure 3 shows that just over half (57%) of the floorspace in Cramlington Town Centre are classed as shops. Assembly and leisure accounts for 16% of the floorspace in Cramlington, with businesses occupying 8% of floorspace and non-residential institutions occupying 6% of floorspace.

Figure 3: Floorspace by Use Class

Source: Experian, June 2009
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Figure 4: Building Use class for Cramlington Town Centre

Source: Experian, June 2009
The map (Figure 4) shows that the majority of shops within the town centre are situated in Manor Walks Shopping Centre and also Westmorland Retail Park. Next to Manor Walks Shopping Centre there is a Leisure Centre which accounts for a large proportion of town centre floorspace (Figure 3). North East of Manor Walks there is Village Road where the majority of the drinking establishments are situated.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. A summer play day at Northburn Community Centre from 11-3pm. Fun for all the family, face painting, summer sun hunts, football, bottle rockets and bouncy castle. Music evenings are held at Concordia through Cramlington Folk Club. National Storytelling week starts on January 10th-17th.

3.3 Satisfaction with the range of provision – retail

Question 16 in the Cramlington Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Cramlington offers a wide choice of quality shops”?

The level of disagreement with this statement was considerably higher than the level of agreement (24% vs. 57% of respondents) (Figure 5).
Figure 5: How would you rate “On the whole, Cramlington offers a wide choice of quality shops”?  
(Excludes ‘don’t know’ responses unless otherwise specified)

Source: Shopper Surveys, April 2009

Base: 217 respondents
4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries, toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Cramlington

Figure 6 shows that in Cramlington town centre, the majority of businesses are comparison retail (15 independent, 40 multiple chain). The category which has the 2nd highest amount of businesses is retail service: 11 of which are independent and 12 multiple chain. There are 8 convenience retail premises and 22 leisure service in total.
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Cramlington Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland). Enquiries were recorded for properties on Manor Walks Shopping Centre which dominates the main shopping area in Cramlington. There were also enquiries for properties on Nelson Park, Atley Business Park, Admiral Business Park, Easter Park, Apex Business Village, Northumberland Business Park and Bassington Industrial Estate which are all out of town employment sites and therefore not shown on the map. However, it must be noted that this data is based solely on one source (Northumberland Property Database of which Blyth Valley District Council was not a partner) and other sources may provide further insight.
Figure 7: Property Enquiries for Cramlington Town Centre April 2007 – March 2008

Source: Northumberland Property Search.com, April 2008
5.2 A Review of New Town Centre Occupiers

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Cramlington Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as “halving back” though in reality the areas are adjusted in the valuation process with each area being expressed “in terms of zone A” (ITZA). The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

**Figure 8: Valuation Office Zone A rental prices for Cramlington Town Centre**

![Map of Valuation Office Zone A rental prices for Cramlington Town Centre](source)

*Source: Valuation Office, April 2003*

Figure 8 shows that there are a large number of properties in Cramlington for which Zone A rental information is unknown. However, the majority of properties for which this information is known, are situated in Manor Walks Shopping Centre and have zone A rents of £600 - £699 per m². Properties situated on Village Road on the edge of the town centre were valued at £100 - £199 per m² and £200 - £299 per m².
6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." ² It “provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."³

\[
\text{Yield} = \frac{\text{Annual Rent}}{\text{Capital Value / Sale Price of Property}}
\]

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham. There is therefore no available data for Amble. However, Figure 9 shows the average yield for Northumberland, the North East of England, and England.

Figure 9: Shopping Centre Yields - Northumberland

Source: Valuation Office (www.voa.gov.uk), July 2007

² www.voa.gov.uk
³ www.voa.gov.uk
The graph (Figure 9) shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Cramlington town centre between 1st January 2006 and 31st December 2007 was £161.75 per square metre. Figure 10 shows this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Cramlington has the 6th highest average monthly rental rate in Northumberland for the 12 towns recorded here with only Haltwhistle, Newbiggin, Amble, Alnwick, Bedlington and Hexham with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.
Figure 10: A comparison on average rental prices for commercial property between Cramlington and other Northumberland Towns

A comparison on average rental prices for commercial property between Cramlington and other Northumberland Towns

Source: Northumberland Property Database, December 2007
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7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers’ requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Cramlington town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Cramlington Town Centre with the most vacant premises is Church Street with 14% of premises vacant. However, when looking at vacancy rates in terms of floorspace, Church Street was ranked 3rd with 2% of its total floorspace vacant. The streets with the most vacant floorspace in Cramlington were Dudley Lane (38%) and Smithy Square (11%).

Figure 12 shows that in Cramlington Town Centre, there were 96% of occupied premises and 4% of vacant premises overall.
Figure 11: Vacancy Rates of Premises

<table>
<thead>
<tr>
<th>Road</th>
<th>Vacant (number of buildings)?</th>
<th>Vacant (floorspace sqm)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHURCH STREET</td>
<td>yes</td>
<td>14%</td>
</tr>
<tr>
<td>DUDLEY LANE</td>
<td>yes</td>
<td>10%</td>
</tr>
<tr>
<td>FORUM WAY</td>
<td>yes</td>
<td>0%</td>
</tr>
<tr>
<td>MANOR WALKS SHOPPING CENTRE, DUDLEY COURT</td>
<td>yes</td>
<td>4%</td>
</tr>
<tr>
<td>SMITHY SQUARE</td>
<td>yes</td>
<td>13%</td>
</tr>
<tr>
<td>STATION ROAD</td>
<td>yes</td>
<td>0%</td>
</tr>
<tr>
<td>VILLAGE ROAD</td>
<td>yes</td>
<td>0%</td>
</tr>
<tr>
<td>WESTMORLAND RETAIL PARK, WESTMORLAND WAY</td>
<td>yes</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Experian, June 2009

Figure 12: Is a Property Vacant

Is Property Vacant? (Cramlington Town Centre)

4% yes
96% no

Source: Experian, June 2009
7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Cramlington Town Centre. The graph shows the number of vacant outlets have increased in 2007 from 2 to 6 in 2008. Primary activity types that didn’t exist in 2007 but did in 2008 include disabled goods and equipment, gifts, an Italian restaurant and an office.

There have also been a number of decreases in the number of florists (from 2 in 2007 to 1 in 2008), soft furnishings (from 3 in 2007 to 2 in 2008). Primary activity types that did exist in 2007 but had disappeared 2008 include computer equipment, dog grooming, men’s wear and solicitors.

Figure 13: Changes in Primary Activity Type 2007-2008

![Bar chart showing changes in primary activity type](image)

Source: Experian, June 2009

Figure 14 shows the type of changes in premises in Cramlington Town Centre between 2007 and 2008. One third (33%) of the changes were a change in occupier. 11% of these changes were premises that were vacant in 2007 but were occupied in 2008. However, 56% of premises were occupied in 2007 but vacant in 2008, therefore an increase of vacant premises is evident.
Figure 14: Type of Changes in Premises 2007-2008

Type of Changes in Premises 2007 - 2008
(Cramlington Town Centre)

- 56% change in occupier
- 33% occupied to vacant
- 11% vacant to occupied

Source: Experian, June 2009
8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Cramlington Town Centre in April 2009 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 4th April, Monday 6th April and Wednesday 8th April 2009. They were carried out by interviewers at four “access points” within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that Saturday tends to be the busiest day of the week in Cramlington, with 5,868 people visiting the town centre when the footfall counts were carried out. Wednesday (the Market Day) appears to be nearly as busy (360 fewer people in this case). On the ‘normal weekday’ that the footfall was taken on, the figure dropped by around 1,000.
### Figure 15: Estimated daily footfall in Cramlington Town Centre

<table>
<thead>
<tr>
<th>Location</th>
<th>Saturday (Weekend)</th>
<th>Monday (&quot;normal&quot; day)</th>
<th>Wednesday (Market Day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cramlington Village (Church St. by pedestrian crossing)</td>
<td>342</td>
<td>174</td>
<td>198</td>
</tr>
<tr>
<td>Manor Walks: Saks Hairdresser (South Mall entrance)</td>
<td>2,406</td>
<td>1,896</td>
<td>2,184</td>
</tr>
<tr>
<td>Manor Walks: Sainsbury entrance</td>
<td>1,710</td>
<td>1,176</td>
<td>1,428</td>
</tr>
<tr>
<td>Manor Walks: Asda entrance</td>
<td>1,410</td>
<td>1,230</td>
<td>1,698</td>
</tr>
<tr>
<td>Total</td>
<td>5,868</td>
<td>4,476</td>
<td>5,508</td>
</tr>
</tbody>
</table>

Source: Northumberland Footfall Counts, April 2009

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

---

4 Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.
9.0 ACCESSIBILITY

The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Cramlington town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

123 respondents (57%) travelled into Cramlington by car on the day of the interview. 89% of these said that they go into Cramlington at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 43% in the evenings (Figure 16).

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 119 for daytime; 89 for evening
86% of the respondents that travelled by car found it very easy or fairly easy to travel into Cramlington town centre. Only four people found it fairly difficult and no-one found it very difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Cramlington town centre (those respondents that travelled by car)
(Excludes 'don't know' responses unless otherwise specified)

<table>
<thead>
<tr>
<th>Difficulty Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very easy</td>
<td>54%</td>
</tr>
<tr>
<td>Fairly easy</td>
<td>32%</td>
</tr>
<tr>
<td>Neither easy nor difficult</td>
<td>11%</td>
</tr>
<tr>
<td>Fairly difficult</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Base: 123

9.2 Access to car parking

Respondents that travelled into Cramlington by car on the day of the interview were asked where they had parked. The most common response by far (84%) was the Cramlington Town Centre Car Park (Manor Walks) (Figure 18).
Figure 18: Percentage of respondents parking in each location

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 123 respondents

Other parking locations used were:

- “Asda car park”.
- “Behind the Plough”.
- “Next to dentist”.
- “Friends house”.
- “Someone’s home nearby”.
- “Dropped off”.
- “Dropped off by daughter”.
Respondents were asked to rate the availability of parking spaces in Cramlington (Figure 19). 56% of respondents gave a good or very good rating for the availability of public parking spaces, and 22% gave a poor or very poor rating. For the availability of disabled parking spaces, the ratings were higher, with 76% giving a positive rating. However, 12% of respondents gave a ‘very poor’ rating.

The safety/security of the parking facilities was rated highly, with 81% of good or very good ratings, and only 7% of negative ratings.

Figure 19: Percentage of respondents giving each rating for parking related attributes

(Excludes ‘don't know’ responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 160 to 199 respondents depending on question (note: this excludes those respondents that gave a ‘don't know’ response)

Parking was obviously seen as an issue by the respondents. When asked what they would like to see improved with the shopping experience in Cramlington, 42% mentioned the parking provision, and 12% the illegal parking. In addition, 30% said that in order to make the town centre better, the parking needed to be improved. Various parking related comments were also made:
1. What would you like to see improved with the shopping experience?
   - “Asda car park can't get in or out”.
   - “Entrance into carpark needs mini roundabout”.
   - “Long time in car parks”.
   - “Longer stay in car park”.
   - “Parking is poor”.
   - “Able to come back on same day no restriction”.

2. Improvements to the retail offer:
   - “More parking” (5 responses).
   - “More parking at busy times”.
   - “Better parking”.

3. How would you make this town centre better?
   - “More parking (2 responses)”.
   - “Longer length on being able to return to car park same day”.
   - “Longer stay in car parks”.
   - “Asda car park needs looking at”.

9.3 Cost of parking
The cost of parking in Cramlington was not specifically asked about in the survey, and no comments were made on the subject.

9.4 Cramlington’s Car parks
Figures 20 and 21 show the location of car parks within and surrounding Cramlington Town Centre.
DRAFT
Figure 20: Location of Car Parks

<table>
<thead>
<tr>
<th>Location</th>
<th>Car Park</th>
<th>Cost of Parking</th>
<th>Type of Car Park</th>
<th>Spaces</th>
<th>Long/Sh Short Stay</th>
<th>Disabled Spaces</th>
<th>Coach Parking</th>
<th>Additional Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cramlington, Middle Farm</td>
<td>Free</td>
<td>Surface Car Park</td>
<td>41</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cramlington, Smithy Square</td>
<td>Free</td>
<td>Surface Car Park</td>
<td>60</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cramlington, Dewley (Shops)</td>
<td>Free</td>
<td>Surface Car Park</td>
<td>37</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Cramlington, Forum Way</td>
<td>Free</td>
<td>Surface Car Park</td>
<td></td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Cramlington, Shankhouse</td>
<td>Free</td>
<td>Surface Car Park</td>
<td>33</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Cramlington, Forum Way 2</td>
<td>Free</td>
<td>Surface Car Park</td>
<td></td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Cramlington, Ann Welfare</td>
<td>Free</td>
<td>Surface Car Park</td>
<td>80</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place</td>
<td>Type</td>
<td>Available</td>
<td>Capacity</td>
<td>Occupied</td>
<td>Free</td>
<td>Paid</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>---------------</td>
<td>-----------</td>
<td>----------</td>
<td>----------</td>
<td>------</td>
<td>------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Cramlington, Glenluce Court</td>
<td>Surface Car Park</td>
<td>Free</td>
<td>29</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cramlington, Cramlington Station</td>
<td>Surface Car Park</td>
<td>Free</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cramlington, Alderley Way</td>
<td>Surface Car Park</td>
<td>Free</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Northumberland County Council, Transport Direct, August 2008
Figure 21: Location of Car Parks

Source: Blyth Valley District Council, Transport Direct, August 2008
9.5 Bus Connectivity

Figure 22: Destination and Frequency of Buses from Cramlington

Buses

The direct connections linking Cramlington to surrounding towns and villages are listed below.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Monday to Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seghill</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>Seaton Delaval</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>Earsdon</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>West Monkseaton</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>Whitley Bay</td>
<td>Approx 71 per day</td>
<td>Approx 71 per day</td>
<td></td>
</tr>
<tr>
<td>North Tyneside Hospital</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>North Shields</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>Annitsford School</td>
<td>Approx 40 per day</td>
<td>Approx 40 per day</td>
<td></td>
</tr>
<tr>
<td>Newcastle</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Regent Centre</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Wideopen</td>
<td>Approx 67 per day</td>
<td>Approx 67 per day</td>
<td>Approx 45 per day</td>
</tr>
<tr>
<td>Dudley</td>
<td>Approx 69 per day</td>
<td>Approx 96 per day</td>
<td>Approx 45 per day</td>
</tr>
<tr>
<td>Fordley</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Burradon</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Cramlington</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Newsham</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Blyth</td>
<td>Approx 48 per day</td>
<td>Approx 48 per day</td>
<td>Approx 30 per day</td>
</tr>
<tr>
<td>Seaton Burn</td>
<td>Approx 19 per day</td>
<td>Approx 19 per day</td>
<td>Approx 15 per day</td>
</tr>
<tr>
<td>Hazlerigg</td>
<td>Approx 19 per day</td>
<td>Approx 19 per day</td>
<td>Approx 15 per day</td>
</tr>
</tbody>
</table>
9.6 Shoppers travelling to town by bus

26 respondents (12%) travelled into Cramlington by bus on the day of the interview. Nearly all (96%) of these said that they go into Cramlington at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to one third (33%) in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes ‘don't know’ responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaire, April 2009
Base: 24 for daytime; 12 for evening

Almost all respondents (96%) that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre. No-one found it difficult (Figure 24).
Figure 24: How easy/difficult do you feel it is to travel into Cramlington town centre (those respondents that travelled by bus)
(Excludes ‘don’t know’ responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Base: 26 respondents

9.7 Train Connectivity

Trains

Cramlington has a railway station, managed by Northern rail service, covering the following local destinations.

Figure 25: Destination and Frequency of Trains from Cramlington

<table>
<thead>
<tr>
<th>Destination</th>
<th>Monday to Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morpeth</td>
<td>21 per day</td>
<td>19 per day</td>
<td>4 per day</td>
</tr>
<tr>
<td>Pegswood</td>
<td>1 per day</td>
<td>1 per day</td>
<td>0 per day</td>
</tr>
<tr>
<td>Acklington</td>
<td>1 per day</td>
<td>1 per day</td>
<td>0 per day</td>
</tr>
<tr>
<td>Alnmouth</td>
<td>17 per day</td>
<td>15 per day</td>
<td>10 per day</td>
</tr>
<tr>
<td>Chathill</td>
<td>2 per day</td>
<td>2 per day</td>
<td>0 per day</td>
</tr>
<tr>
<td>Berwick Upon Tweed</td>
<td>8 per day</td>
<td>6 per day</td>
<td>5 per day</td>
</tr>
<tr>
<td>Dunbar</td>
<td>4 per day</td>
<td>2 per day</td>
<td>1 per day</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>16 per day</td>
<td>13 per day</td>
<td>10 per day</td>
</tr>
</tbody>
</table>

Source: www.northernrail.org

9.8 Shoppers travelling to town by train

No respondents said that they travelled to Cramlington town centre by train.
9.9 Perception of Public Transport Services

The public transport in Cramlington was rated very highly, with more than 80% of respondents giving a positive rating for the quality and the regularity of bus/rail services and the destinations served by public transport.

Figure 26: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)

Two comments were made relating to public transport. One person would like to see “buses back at Asda”, and another said that to make the town centre better there should be, “transport available on weekend as no buses.

9.10 Perception of Accessibility

When asked how they would make the town centre better, only 1% of respondents said they would improve the accessibility. However, when asked what they would like to see improved with the shopping experience in Cramlington, 10% said that they
would like to see the quality of footpaths improved, and 10% would like to see road safety improved.

A few comments were also made relating to getting round the town:

- “Better crossing to the shops beside Sainsburys”.
- “Pedestrian crossing nr betting shop needs looking”.
- “Floor not being so slippery”.
- “Lighting on estates is bad”.
- “Lighting needs looking at”.
- “…walkways paths need doing”.
- “Better access for wheelchairs at Dudley”.

9.11 Origin and method of travel of Shoppers Interviewed

As Figure 27 shows, most of the respondents from the Cramlington Shopper Survey live in or around Cramlington. Most of the others came from elsewhere in Northumberland or Tyne & Wear. Those respondents that lived in Cramlington travelled by either car or walked. The further away the respondent lived from Cramlington the more likely it was that they had travelled by car. This was also the case for those respondents who had travelled from outside of Northumberland and Tyne and Wear from other areas within the United Kingdom (Figure 28).
Figure 27: Visitors to Cramlington within Northumberland and Tyne and Wear
(Excludes 'don't know' responses unless otherwise specified)

Visitors to Cramlington within Northumberland and Tyne & Wear
(Shopper’s Survey)
- Home Towns

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Figure 28: Visitors to Cramlington outside Northumberland and Tyne and Wear
(Excludes 'don't know' responses unless otherwise specified)

Visitors to Cramlington outside of Northumberland and Tyne & Wear
(Shopper’s Survey)
- Home Towns

Source: Northumberland Infonet Shopper Questionnaires, April 2009
10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the former District Council and Town Council (where applicable) and shopper’s perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Cramlington:

- Flower baskets and hanging baskets outside Manor Walks Shopping Centre.
- An Aldi Supermarket in Cramlington Village, which adds a new element to the existing retail offer.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street Furniture and Open Spaces

Signage

2 people said that they would like to see the signage and information improved in Cramlington town centre.

Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 29). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.
The responses to both of the questions were similar, with over three quarters of the respondents in each case giving a positive rating.

**Figure 29: Street furniture ratings**

(Excludes ‘don’t know’ responses unless otherwise specified)

![Street Furniture Ratings Graph](chart.png)

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 202 to 208 respondents depending on question (note: this excludes those respondents that gave a ‘don’t know’ response)

Six respondents said that they would like to have more seating in Cramlington. Most asked for more seating in general, but one mentioned specifically the “Asda end and Sainsburys end”.

**Open Spaces**

Open spaces were not specifically asked about in the Cramlington survey, and no comments were made.
10.2.3 Litter and Cleanliness

When asked about the litter and the overall cleanliness in Cramlington, more than 80% of respondents gave a positive rating in each case (Figure 30).

**Figure 30: Ratings given for litter and overall cleanliness**

(Excludes 'don't know' responses unless otherwise specified)

<table>
<thead>
<tr>
<th>Litter</th>
<th>Overall level of cleanliness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Poor</td>
<td>3%</td>
</tr>
<tr>
<td>Poor</td>
<td>13%</td>
</tr>
<tr>
<td>OK</td>
<td>48%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Very Good</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 213 respondents (litter); 215 responses (cleanliness); (note: this excludes those respondents that gave a ‘don’t know’ response)

10.2.4 General Appearance of the Town

The general appearance of the town was thought highly of. Over 80% of respondents in each case gave a good or very good rating for the graffiti/fly posting, the general state of the buildings and the shop frontage (Figure 31).
Figure 31: Ratings given for the appearance of the town
(Excludes ‘don't know’ responses unless otherwise specified)

A few respondents made comments or suggestions of improvements relating to the appearance of the town. These mainly related to the empty shops in the town.

1. What would you like to see improved with the shopping experience?
   - “Un-used shops opened up”.
   - “Fill empty shops up”.

2. Improvements to the retail offer:
   - “Fill up all empty shops”.
   - “Empty shops being occupied as makes place go down hill”.

3. How would you make this town centre better?
   - “More shops & make sure all that are empty get taken”.
   - “Don’t let shops remain empty as lowers shopping area”.
   - “Have empty shops retaken as getting too many”.
   - “Try to occupy empty shops as this makes it looks worse”.

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Base: 207 to 215 respondents; (note: this excludes those respondents that gave a ‘don’t know’ response)
• “Tidy it up…”.
• “Sort out what’s to happen with Parkside school as an eyesore”.
• “Improve old village area & Parkside school”.

DRAFT
11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.
11.1 Analysis of Reported Crimes

Figure 32: Analysis of Reported Crimes

Source: Northumbria Police, December 2007
Looking at Figures 32 and 33, it is clear to see that all crimes in Cramlington in 2005 – 2007 were distributed fairly evenly through Manor Walks Shopping Centre which accounts for most of the town centre area. There were also instances of rowdy and/or nuisance behaviour and other ASB that occurred throughout the town centre. Figures of street drinking were very low (just 6 occurrences in the specified 2 year period). It is likely that this is because the town centre is largely an indoor shopping centre and does not take Cramlington Village into consideration. The facilities within Cramlington Village include: four pubs, two social clubs, four restaurants, one
takeaway and a betting shop, all which could alter the crime statistics for the town centre should they be included.

Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Cramlington Town Centre between 2005 and 2007 was “fraud and forgery”, of which there were 172 occurrences. The 2nd most frequent type of crime was “violence/ offences against the person” of which there were 63 occurrences.

11.2 Perception or Fear of Crime

Two people mentioned safety and security, one when asked what they would like to see improved with the shopping experience in Cramlington, and one when asked how they would make the town centre better.

Respondents were also asked to rate the safety/security in Cramlington during the daytime and the night-time (Figure 34). For the daytime, 94% of respondents gave a positive rating (over half gave a ‘very good’ rating), and only 1% gave a poor or very poor rating. For the night-time, the positive ratings dropped to 75% and the negative ratings increased to 3%.

**Figure 34: Ratings given for safety/security**

(Excludes ‘don't know’ responses unless otherwise specified)
As can be seen in section 9.2, 81% of respondents felt that the safety/security of the parking facilities was good or very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the former Blyth Valley Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the former Blyth Valley District (August 2009):

- Acquisitive crime road shows in Cramlington and Blyth being held in August. The aim is to:
  - provide crime prevention advice relating to general security including home and vehicle security, personal safety and offering bike marking.
  - form part of Northumbria Police's "Let's draw a line under crime" campaign to crackdown on acquisitive crime and as part of this officers at the venues will also be going around the car parks and writing to vehicle owners who have left valuables on display.

- There is also a Partnership week of action coming up in Seaton Delaval at the end of September.
12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers’ surveys carried out in Cramlington Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Cramlington catchment area; spending patterns and retaining shopper spend within the town centre.

12.1 Regularity of visits

92% of respondents go to Cramlington town centre during the daytime at least once a week, with 34% going into town every day. Respondents visit the town centre less often during the evenings, with 48% visiting at least once a week (Figure 35).

**Figure 35: Approximately how often are you in Cramlington Town Centre?**

(Excludes ‘don’t know’ responses unless otherwise specified)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Day time</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Day</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Once a Week</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Twice a Week</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Once a Month</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>One-off visit</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 209 respondents (daytime); 155 respondents (evening)
12.2 Expenditure/ Type of Purchases

Figure 36 shows the proportion of respondents that shop for different items solely in Cramlington town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

For food shopping and other domestic shopping, Cramlington (town centre or Manor Walks) tends to be used by a large proportion of respondents. For clothes and shoes, although some respondents shop in Cramlington, they are much more likely to use Newcastle and the Metro Centre. For the rest of the products asked about, a reasonable proportion of respondents shop in Cramlington, but many go to other shopping centres, mainly Newcastle or the Metro Centre.
### Figure 36: Proportion of respondents shopping in Cramlington and other areas

<table>
<thead>
<tr>
<th></th>
<th>Food Shopping</th>
<th>Other domestic (eg. Chemist, cosmetics, etc)</th>
<th>Clothes</th>
<th>Shoes</th>
<th>Electrical goods</th>
<th>Furniture/ carpets</th>
<th>DIY goods</th>
<th>CDs/ DVDs etc</th>
<th>Other specialist</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cramlington</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cramlington Town Centre only</td>
<td>40%</td>
<td>36%</td>
<td>10%</td>
<td>15%</td>
<td>43%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Cramlington Manor Walk only</td>
<td>38%</td>
<td>38%</td>
<td>10%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Cramlington town centre and Manor</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Walk</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Cramlington + local area(^5)</td>
<td>4%</td>
<td>4%</td>
<td>19%</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Cramlington + + internet/ non-local/local mix</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Non-Cramlington</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local area (not Cramlington)</td>
<td>13%</td>
<td>14%</td>
<td>56%</td>
<td>72%</td>
<td>46%</td>
<td>52%</td>
<td>36%</td>
<td>45%</td>
<td>68%</td>
</tr>
<tr>
<td>Internet or other</td>
<td>4%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Mixture of places (not Cramlington)</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>208</td>
<td>213</td>
<td>216</td>
<td>215</td>
<td>205</td>
<td>195</td>
<td>198</td>
<td>206</td>
<td>207</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009

\(^5\) ‘Local area’ is defined as being one of the following: Ashington, Bedlington, Newbiggin, Blyth, Cramlington, Newcastle, Metro Centre, Kingston Park, Morpeth, Silverlink
**Figure 37: Shopping centres used by respondents to purchase different items**

<table>
<thead>
<tr>
<th>Centre</th>
<th>Food Shopping</th>
<th>Other domestic (e.g. chemist, cosmetics, etc)</th>
<th>Clothes</th>
<th>Shoes</th>
<th>Electrical Goods</th>
<th>Furniture/ Carpets</th>
<th>DIY Goods</th>
<th>CDs/ DVDs etc</th>
<th>Other Specialist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashington</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Bedlington</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Newbiggin</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Blyth</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Cramlington Town Centre</td>
<td>44%</td>
<td>39%</td>
<td>22%</td>
<td>18%</td>
<td>20%</td>
<td>19%</td>
<td>35%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Cramlington Manor Walks</td>
<td>38%</td>
<td>39%</td>
<td>18%</td>
<td>7%</td>
<td>29%</td>
<td>25%</td>
<td>27%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Newcastle</td>
<td>1%</td>
<td>4%</td>
<td>48%</td>
<td>51%</td>
<td>26%</td>
<td>30%</td>
<td>16%</td>
<td>29%</td>
<td>45%</td>
</tr>
<tr>
<td>Metro Centre</td>
<td>0%</td>
<td>2%</td>
<td>38%</td>
<td>40%</td>
<td>15%</td>
<td>17%</td>
<td>9%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Kingston Park</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Morpeth</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Silverlink</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Internet</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td><strong>208</strong></td>
<td><strong>213</strong></td>
<td><strong>216</strong></td>
<td><strong>215</strong></td>
<td><strong>205</strong></td>
<td><strong>195</strong></td>
<td><strong>198</strong></td>
<td><strong>206</strong></td>
<td><strong>207</strong></td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Over half of respondents (51%) planned to spend less than £25 in Cramlington on the day they were interviewed, with a further third (33%) expecting to spend between £25 and £100, and 6% over £100. 11% did not know how much they would spend (Figure 38).
12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected.

Cramlington is defined in the RSS as a Regeneration Town, lying within the Tyne & Wear City-Region, which is an area that looks primarily to the Tyne & Wear conurbation for access to jobs and services. Cramlington is one of the two principal towns within the former Blyth Valley district, with other settlements within the district including Blyth, Seaton Delaval and Seaton Sluice.
Figure 39: Cramlington Retail Catchment

The map (Figure 39) shows the catchment area for the town of Cramlington, as defined by Experian. The catchment, which measures the extent of the local
consumer base, is generated using a gravity model which calculates the probability that someone living in a specific postal sector shops in a particular retail centre. This probability is based on a retail centre’s pulling power and the relative drive times to the location. The model is calibrated using Experian’s ‘Where Britain Shops’ survey, which is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of town locations. The retail catchment area is based on the following theory.

“Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre’s primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is
re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works\(^6\).

### 12.4 Spending Patterns

In addition to Cramlington town, the catchment embraces a number of other settlements in the North East. These include Alnwick and Morpeth to the north, Ashington and Blyth to the north-east, and Whitley Bay and Jarrow to the south-east.

Altogether, the catchment covers an area of 2,997 sq km, is home to over 935,000\(^7\) people and nearly 415,000 households. Collectively, these households and residents spend an estimated £3,883 million per annum on retail goods and services, with 38.4% of expenditure on convenience retail goods (£1,489 million) and 61.6% on comparison retail (£2,394 million). This balance differs slightly from the national (UK) average, which reports 36.8% of expenditure on convenience retail and 63.2% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Cramlington catchment to the proportion in the UK. An index of more than 100 indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

#### Figure 40: Cramlington Catchment Summary Profile

<table>
<thead>
<tr>
<th></th>
<th>Cramlington Catchment</th>
<th>%</th>
<th>UK</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007 Population</td>
<td>935,191</td>
<td></td>
<td>60,796,178</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007 Households</td>
<td>414,943</td>
<td></td>
<td>26,018,847</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Comparison</td>
<td>2,393,615,823</td>
<td>61.6%</td>
<td>179,754,231,987</td>
<td>63.2%</td>
<td>97.5</td>
</tr>
<tr>
<td>Total Convenience</td>
<td>1,489,119,912</td>
<td>38.4%</td>
<td>104,652,220,255</td>
<td>36.8%</td>
<td>104.2</td>
</tr>
<tr>
<td>Total Retail</td>
<td>3,882,735,735</td>
<td>100.0%</td>
<td>284,406,452,242</td>
<td>100.0%</td>
<td>100.0</td>
</tr>
<tr>
<td>Comparison per</td>
<td>5,769</td>
<td></td>
<td>6,909</td>
<td></td>
<td>83.5</td>
</tr>
</tbody>
</table>

\(^6\) “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian
\(^7\) 2007 figures
Total retail expenditure per household per annum within the catchment stands at £9,357\(^8\), with average comparison retail spend at £5,769 per annum and convenience spend at £3,589 per annum (Figure 40). Total comparison spend per household and total convenience spend per household in the catchment are both well below the UK average, with indices of 83.5 and 89.2, respectively.

Figure 41 below provides a breakdown of comparison retail expenditure within the Cramlington catchment and in the UK. Clearly the largest expenditure type within comparison retail is ‘Clothing Material & Garments’, accounting for £571.4 million or 23.9% of total comparison expenditure within the catchment. ‘Clothing’ is followed by ‘Furniture and furnishings; carpets and other floor coverings’ (£310.3 million or 13.0%) and ‘Games, toys and hobbies; sport and camping; musical instruments’ (£249.0 million or 10.4%).

The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Cramlington spend substantially more on ‘Bicycles’, ‘Household Textiles’, and ‘Furniture and furnishings; carpets and other floor coverings’ as a proportion of total spend than the UK average. In contrast, they spend substantially less on ‘Major Household Appliances’, and ‘Small Electrical Household Appliances’.

---

\(^8\) Calculated using the expenditure divided by the number of households.
<table>
<thead>
<tr>
<th>Type of expenditure</th>
<th>Cramlington catchment</th>
<th>UK</th>
<th>%</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% of Non-Durable household goods</td>
<td>5,258,384</td>
<td>354,204,309 equivalents</td>
<td>0.2%</td>
<td>0.2%</td>
<td>111.5</td>
</tr>
<tr>
<td>Appliances for personal care</td>
<td>220,331,516</td>
<td>16,761,583,265 equivalents</td>
<td>9.2%</td>
<td>9.3%</td>
<td>98.7</td>
</tr>
<tr>
<td>Audio-visual, photographic and information processing equipment</td>
<td>171,365,449</td>
<td>15,452,757,227 equivalents</td>
<td>7.2%</td>
<td>8.6%</td>
<td>83.3</td>
</tr>
<tr>
<td>Bicycles</td>
<td>26,664,902</td>
<td>1,389,089,399 equivalents</td>
<td>1.1%</td>
<td>0.8%</td>
<td>144.2</td>
</tr>
<tr>
<td>Books and stationery</td>
<td>87,518,079</td>
<td>7,158,777,623 equivalents</td>
<td>3.7%</td>
<td>4.0%</td>
<td>91.8</td>
</tr>
<tr>
<td>Clothing materials and garments</td>
<td>571,367,064</td>
<td>38,625,941,717 equivalents</td>
<td>23.9%</td>
<td>21.5%</td>
<td>111.1</td>
</tr>
<tr>
<td>Furniture and furnishings; carpets and other floor coverings</td>
<td>310,260,210</td>
<td>18,880,841,989 equivalents</td>
<td>13.0%</td>
<td>10.5%</td>
<td>123.4</td>
</tr>
<tr>
<td>Games, toys and hobbies; sport and camping; musical instruments</td>
<td>248,960,590</td>
<td>19,806,134,279 equivalents</td>
<td>10.4%</td>
<td>11.0%</td>
<td>94.4</td>
</tr>
<tr>
<td>Gardens, plants and flowers</td>
<td>39,643,714</td>
<td>3,903,000,117 equivalents</td>
<td>1.7%</td>
<td>2.2%</td>
<td>76.3</td>
</tr>
<tr>
<td>Glassware, tableware and household utensils</td>
<td>58,974,471</td>
<td>4,974,640,272 equivalents</td>
<td>2.5%</td>
<td>2.8%</td>
<td>89.0</td>
</tr>
<tr>
<td>Household textiles</td>
<td>96,286,663</td>
<td>5,681,876,198 equivalents</td>
<td>4.0%</td>
<td>3.2%</td>
<td>127.3</td>
</tr>
<tr>
<td>Jewellery, clocks and watches</td>
<td>64,925,517</td>
<td>4,498,494,173 equivalents</td>
<td>2.7%</td>
<td>2.5%</td>
<td>108.4</td>
</tr>
<tr>
<td>Major household appliances (electric or not)</td>
<td>34,705,711</td>
<td>4,992,966,397 equivalents</td>
<td>1.4%</td>
<td>2.8%</td>
<td>52.2</td>
</tr>
<tr>
<td>Major tools and equipment</td>
<td>6,100,476</td>
<td>432,470,167 equivalents</td>
<td>0.3%</td>
<td>0.2%</td>
<td>105.9</td>
</tr>
</tbody>
</table>
### Table: Expenditure on Comparison Retail

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2007</th>
<th>Change</th>
<th>% Change</th>
<th>Index UK=100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials for maintenance and repair of the dwelling</td>
<td>81,464,021</td>
<td>7,295,875,756</td>
<td>4.1%</td>
<td>83.9</td>
<td></td>
</tr>
<tr>
<td>Medical goods and other pharmaceutical products</td>
<td>52,245,646</td>
<td>3,842,494,306</td>
<td>2.1%</td>
<td>102.1</td>
<td></td>
</tr>
<tr>
<td>Other personal effects</td>
<td>33,821,892</td>
<td>2,358,213,242</td>
<td>1.3%</td>
<td>107.7</td>
<td></td>
</tr>
<tr>
<td>Pets and related products</td>
<td>30,224,649</td>
<td>2,727,000,343</td>
<td>1.5%</td>
<td>83.2</td>
<td></td>
</tr>
<tr>
<td>Recording media</td>
<td>86,499,678</td>
<td>7,708,848,306</td>
<td>4.3%</td>
<td>84.3</td>
<td></td>
</tr>
<tr>
<td>Shoes and other footwear</td>
<td>77,861,692</td>
<td>5,582,133,042</td>
<td>3.1%</td>
<td>104.7</td>
<td></td>
</tr>
<tr>
<td>Small electrical household appliances</td>
<td>3,745,888</td>
<td>518,135,243</td>
<td>0.3%</td>
<td>54.3</td>
<td></td>
</tr>
<tr>
<td>Small tools and miscellaneous accessories</td>
<td>49,543,572</td>
<td>3,465,755,265</td>
<td>1.9%</td>
<td>107.4</td>
<td></td>
</tr>
<tr>
<td>Therapeutic appliances and equipment</td>
<td>35,846,039</td>
<td>3,342,999,352</td>
<td>1.9%</td>
<td>80.5</td>
<td></td>
</tr>
<tr>
<td>Total Comparison</td>
<td>2,393,615,8</td>
<td>179,754,231,98</td>
<td>100.0%</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Experian, August 2008

### Figure 42: Expenditure on Comparison Retail

![Index Chart](chart.png)

Source: Experian, August 2008
Figure 43: Expenditure on Comparison Retail

Source: Experian, August 2008

Figure 44 below provides a breakdown of convenience retail expenditure within the Cramlington catchment and in the UK. Clearly the largest expenditure type within convenience retail in Cramlington is ‘Food and non-alcoholic beverages’, accounting for £1,022.8 million or 68.7% of total convenience expenditure within the area. ‘Food and non-alcoholic beverages’ is followed by ‘Alcohol’ (£204.8 million or 13.8%) and ‘Tobacco’ (£143.0 million or 9.6%). The pattern of expenditure nationally differs a little. Referring to the index, households in Cramlington spend proportionally less on ‘Food and non-alcoholic beverages’, and more on all other convenience goods, particularly ‘Newspapers and Periodicals’ and ‘Alcohol’.

Figure 44: 2007 Total Expenditure Convenience Retail

<table>
<thead>
<tr>
<th>Type of expenditure</th>
<th>Cramlington Catchment</th>
<th>%</th>
<th>UK</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% of Non-Durable household goods</td>
<td>47,324,116</td>
<td>3.2%</td>
<td>3,187,732,158</td>
<td>3.0%</td>
<td>104.3</td>
</tr>
<tr>
<td>Alcohol (off-trade)</td>
<td>204,756,912</td>
<td>13.8%</td>
<td>13,040,208,014</td>
<td>12.5%</td>
<td>110.4</td>
</tr>
<tr>
<td>Food and non-alcoholic</td>
<td>1,022,842,032</td>
<td>68.7%</td>
<td>74,284,581,106</td>
<td>71.0%</td>
<td>96.8</td>
</tr>
</tbody>
</table>
12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Cramlington. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Cramlington and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Cramlington catchment that shops in Cramlington and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Cramlington and the extent to which spending leaks to other centres.

The figures in Figures 45 and 46 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that less than 5% of the resident population shop in Cramlington (42,211 or 4.5%). The most common shopping destinations for households in the catchment area include Newcastle-upon-Tyne - central (344,261 or 36.8%) and the Metro Centre (193,790 or 20.7%).

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Expenditure</th>
<th>Tyneside Expenditure</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers and periodicals</td>
<td>71,234,032</td>
<td>4,388,696,381</td>
<td>4.2%</td>
<td>114.1</td>
</tr>
<tr>
<td>Tobacco</td>
<td>142,962,820</td>
<td>9,751,002,596</td>
<td>9.3%</td>
<td>103.0</td>
</tr>
<tr>
<td>Total Convenience</td>
<td>1,489,119,912</td>
<td>104,652,220,255</td>
<td>100.0%</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Experian, August 2008
### Figure 45: Population Leakage

<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Percentage (%)</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcastle upon Tyne – Central</td>
<td>36.8</td>
<td>344,261</td>
</tr>
<tr>
<td>Metro Centre</td>
<td>20.7</td>
<td>193,790</td>
</tr>
<tr>
<td>North Shields - Silverlink Retail Park</td>
<td>6.3</td>
<td>58,576</td>
</tr>
<tr>
<td>Ashington</td>
<td>5.0</td>
<td>46,315</td>
</tr>
<tr>
<td>Blyth</td>
<td>4.8</td>
<td>44,939</td>
</tr>
<tr>
<td><strong>Cramlington</strong></td>
<td><strong>4.5</strong></td>
<td><strong>42,211</strong></td>
</tr>
<tr>
<td>North Shields</td>
<td>4.2</td>
<td>39,117</td>
</tr>
<tr>
<td>Wallsend</td>
<td>2.6</td>
<td>24,734</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Kingston Park Centre</td>
<td>2.5</td>
<td>23,081</td>
</tr>
<tr>
<td>Morpeth</td>
<td>1.8</td>
<td>16,890</td>
</tr>
<tr>
<td>Gateshead</td>
<td>1.7</td>
<td>16,047</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Byker Shields</td>
<td>1.6</td>
<td>15,130</td>
</tr>
<tr>
<td>Sunderland</td>
<td>1.5</td>
<td>14,482</td>
</tr>
<tr>
<td>Gateshead - Team Valley Retail World</td>
<td>1.5</td>
<td>13,741</td>
</tr>
<tr>
<td>Alnwick</td>
<td>1.1</td>
<td>10,694</td>
</tr>
<tr>
<td>South Shields</td>
<td>1.0</td>
<td>9,392</td>
</tr>
<tr>
<td>Washington</td>
<td>0.8</td>
<td>7,071</td>
</tr>
<tr>
<td>Whitley Bay</td>
<td>0.6</td>
<td>6,040</td>
</tr>
<tr>
<td>Chester-le-Street</td>
<td>0.5</td>
<td>4,396</td>
</tr>
<tr>
<td>Tynemouth</td>
<td>0.2</td>
<td>1,570</td>
</tr>
<tr>
<td>Gateshead - Metro Retail Park</td>
<td>0.1</td>
<td>757</td>
</tr>
<tr>
<td>Newcastle upon Tyne – Gosforth</td>
<td>0.1</td>
<td>704</td>
</tr>
<tr>
<td>Hexham</td>
<td>0.1</td>
<td>490</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Newcastle Shopping Park</td>
<td>0.0</td>
<td>297</td>
</tr>
<tr>
<td>Berwick-upon-Tweed</td>
<td>0.0</td>
<td>163</td>
</tr>
<tr>
<td>Jarrow</td>
<td>0.0</td>
<td>125</td>
</tr>
<tr>
<td>Durham</td>
<td>0.0</td>
<td>94</td>
</tr>
<tr>
<td>Newcastle upon Tyne – Jesmond</td>
<td>0.0</td>
<td>83</td>
</tr>
</tbody>
</table>

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Experian estimates that less than 5% of retail spend by residents and households domiciled within the Cramlington catchment, representing £175.2 million per annum, is spent in the town. More than £1,436.5 million of expenditure is lost to Newcastle-upon-Tyne - central...
(37.0%), with other notable leakage to the Metro Centre (£803.7 million or 20.7%).

What is not clear from the figures, however, is the type of retail units within the outlying centres which attract people living in the catchment area. This is something that will be investigated further in the future.

**Figure 46: Spend Leakage**

<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Percentage (%)</th>
<th>Spend (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcastle upon Tyne - Central</td>
<td>37.0</td>
<td>1,436,483,744</td>
</tr>
<tr>
<td>Metro Centre</td>
<td>20.7</td>
<td>803,745,531</td>
</tr>
<tr>
<td>North Shields - Silverlink Retail Park</td>
<td>6.3</td>
<td>242,999,519</td>
</tr>
<tr>
<td>Ashington</td>
<td>4.8</td>
<td>185,639,367</td>
</tr>
<tr>
<td>Blyth</td>
<td>4.7</td>
<td>181,908,030</td>
</tr>
<tr>
<td><strong>Cramlington</strong></td>
<td><strong>4.5</strong></td>
<td><strong>175,192,947</strong></td>
</tr>
<tr>
<td>North Shields</td>
<td>4.2</td>
<td>163,663,580</td>
</tr>
<tr>
<td>Wallsend</td>
<td>2.6</td>
<td>102,089,168</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Kingston Park Centre</td>
<td>2.5</td>
<td>96,142,807</td>
</tr>
<tr>
<td>Morpeth</td>
<td>1.9</td>
<td>72,485,645</td>
</tr>
<tr>
<td>Gateshead</td>
<td>1.7</td>
<td>66,712,561</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Byker Shields</td>
<td>1.6</td>
<td>62,799,005</td>
</tr>
<tr>
<td>Sunderland</td>
<td>1.5</td>
<td>59,479,995</td>
</tr>
<tr>
<td>Gateshead - Team Valley Retail World</td>
<td>1.5</td>
<td>56,901,867</td>
</tr>
<tr>
<td>Alnwick</td>
<td>1.2</td>
<td>46,273,258</td>
</tr>
<tr>
<td>South Shields</td>
<td>1.0</td>
<td>38,455,118</td>
</tr>
<tr>
<td>Washington</td>
<td>0.8</td>
<td>29,150,943</td>
</tr>
<tr>
<td>Whitley Bay</td>
<td>0.7</td>
<td>26,298,155</td>
</tr>
<tr>
<td>Chester-le-Street</td>
<td>0.5</td>
<td>18,089,529</td>
</tr>
<tr>
<td>Tynemouth</td>
<td>0.2</td>
<td>6,892,485</td>
</tr>
<tr>
<td>Durham</td>
<td>0.2</td>
<td>6,044,683</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Gosforth</td>
<td>0.1</td>
<td>3,090,091</td>
</tr>
<tr>
<td>Gateshead - Metro Retail Park</td>
<td>0.1</td>
<td>2,899,804</td>
</tr>
<tr>
<td>Hexham</td>
<td>0.1</td>
<td>2,179,010</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Newcastle Shopping Park</td>
<td>0.0</td>
<td>1,210,619</td>
</tr>
<tr>
<td>Berwick-upon-Tweed</td>
<td>0.0</td>
<td>790,443</td>
</tr>
<tr>
<td>Jarrow</td>
<td>0.0</td>
<td>437,749</td>
</tr>
<tr>
<td>Newcastle upon Tyne - Jesmond</td>
<td>0.0</td>
<td>396,056</td>
</tr>
</tbody>
</table>

Source: Experian, August 2008
The map below (Figure 47) shows the Cramlington catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Cramlington. From the map, it can be seen that although the catchment for Cramlington is fairly large, most households location within it spend less than 10% of their total retail expenditure in Cramlington. In the area immediately adjacent to Cramlington, as well as a short distance to the north east, this rises to between 10% and 30%.

**Figure 47: Proportion of Retail Expenditure**

**12.6 Opinions on and use of Leisure and Entertainment**

Four respondents said that they were in Cramlington town centre to use the leisure centre on the day of the interview.

**Events attended**

Less than half of the respondents (46%) had attended at least one of the events mentioned in the survey. The Cramlington Fayre was attended by the largest proportion of respondents (32%), followed by organised walks/exercise/sports activities (16%) (Figure 48).
Figure 48: Have you ever attended any of these events?  
(Excludes ‘don’t know’ responses unless otherwise specified)

Respondents were also asked what events they would like to see on a regular basis. The most popular responses were a continental style market (mentioned by 37% of respondents), a Farmer’s market (31%) and sporting events (28%) (Figure 48).
Figure 48: What events would you like to see on a regular basis?

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 167 respondents

Other responses given (which can be found in Appendix 2) included a cinema, bowling and live music.

Eating and drinking

The eating and drinking places in Cramlington were rated very highly, with all receiving more than 80% of good or very good ratings. The pubs and clubs and the takeaway were rated the highest (91% and 90% positive ratings respectively) (Figure 49).
Figure 49: How would you rate the following venues for eating and drinking in Cramlington?

(Excludes ‘don’t know’ responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 176 to 192 respondents depending on type of venue (note: this excludes those respondents that gave a ‘don’t know’ response)

One respondent said that they would like to see a “restaurant in the shopping centre”. Another would like a “square for people to sit in like a plaza”. A ‘Pizza Hut’ was also mentioned.

Arts and leisure facilities

The arts and leisure facilities in Cramlington were all rated quite highly, with all receiving over 80% of positive ratings. The highest rated facility was the Northburn Community Centre (96% positive ratings) although it should be noted that only 28 respondents rated this facility (Figure 50).
Figure 50: How would you rate the following arts and leisure facilities in Cramlington?

(Excludes 'don't know' responses unless otherwise specified)

![Bar chart showing ratings of various facilities in Cramlington.]

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: as written on chart (note: this excludes those respondents that gave a ‘don’t know’ response)

When asked how they would rate Cramlington as a place to ‘enjoy yourself’, 80% of respondents gave a good or very good response. Only 2% gave a poor or very poor response. (Figure 51).
Figure 51: How do you rate Cramlington as a place to enjoy yourself?
(Excludes 'don't know' responses unless otherwise specified)

![Pie chart showing the ratings of Cramlington as a place to enjoy]

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Base: 195 (note: this excludes those respondents that gave a ‘don't know’ response)

**General**

When respondents were asked how they would make the town centre better, 20% gave an answer relating to improving the leisure facilities.

Various comments were also made throughout the questionnaire relating to leisure, most of which referred to updating the Concordia Leisure Centre, or opening a cinema and bowling alley in Cramlington. A full list of the comments can be found in the appendices.

Four respondents said that they were in Cramlington town centre to use the leisure centre on the day of the interview.

**12.7 The Future: what will improve the town as a place to shop or visit?**

Cramlington was viewed very positively by the people that were interviewed. 92% of respondents thought that it was a good or very good place to live (60% said ‘very
good’). As a place to enjoy, shop and visit, positive ratings were given by 80%, 79% and 73% respondents respectively (Figure 52).

**Figure 52: How would you rate this town?**

(Excludes 'don't know' responses unless otherwise specified)

![Chart showing ratings](chart.png)

Source: Northumberland Infonet Shopper Questionnaires, April 2009

*Base: 217 respondents*
Figure 53: How would you make this town centre better?
(Excludes ‘don’t know’ responses unless otherwise specified)

<table>
<thead>
<tr>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Retail offer</td>
<td>40%</td>
</tr>
<tr>
<td>Improved Parking</td>
<td>30%</td>
</tr>
<tr>
<td>Improved Leisure Facilities</td>
<td>20%</td>
</tr>
<tr>
<td>Improved Accessibility</td>
<td>1%</td>
</tr>
<tr>
<td>Safety and security</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009
Base: 158 respondents

However, there are three issues that arose during the analysis of the survey which are worth highlighting below:

Parking (see section 9.2)
- 42% of respondents said that they would like to see parking provision improved in Cramlington. 12% gave ‘illegal parking’ as a response.
- 30% said that improved parking would make the town centre better.
- 22% of respondents rated the availability of public parking spaces as poor or very poor (56% gave a positive rating).
- Various comments were also made by the respondents, mainly relating either to the need for more parking spaces, or to the length of time that a car can be left in the car park.

Leisure (see section 12.6)
- 20% of respondents said that improved leisure facilities would make the town centre better.
• Various comments and suggestions were made relating to leisure. In particular, respondents thought that the Concordia Leisure Centre should be updated, and that they would like Cramlington to have a cinema and bowling alley.

Retail (see section 12.2)
Although a large proportion of the respondents gave a positive rating when asked about Cramlington as a place to shop, other responses to questions suggest that the respondents would like the retail offer to be improved:

• 40% of respondents said that an improved retail offer would make the town centre better.
• 18% of responses to the question ‘what, if anything, would you like to see improved with the shopping experience in Cramlington town centre’ related to the retail offer.
• 57% of respondents disagreed with the statement ‘on the whole, Cramlington offers a wide choice of quality shops’. Only 24% agreed.
• As can be seen in section 12(b), Cramlington shopping centre is used by a large proportion of respondents for food shopping and other domestic shopping. For all other products, although a reasonable proportion use Cramlington, many respondents shop in other shopping locations such as Newcastle and the Metro Centre. This is particularly the case for clothes and shoes.

When asked what improvements respondents would like to see to the retail offer in Cramlington, the most common suggestion was to have an increased variety of shops (33%), followed by more chain stores (22%) (Figure 54).
Figure 54: What improvements would you like to see to the retail offer in Cramlington?

(Excludes ‘don't know’ responses unless otherwise specified)

<table>
<thead>
<tr>
<th>Percentage of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase variety of shops</td>
<td>33%</td>
</tr>
<tr>
<td>More chain stores</td>
<td>22%</td>
</tr>
<tr>
<td>Longer opening hours</td>
<td>4%</td>
</tr>
<tr>
<td>More shops offering local produce</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>34%</td>
</tr>
<tr>
<td>Other</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 209 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Cramlington. A list of these responses is given in Appendix 2. A large proportion of them referred to clothes shops (Q19).
13.0 INVESTMENT

Redevelopment
The following developments are proposed for Cramlington Town Centre;

- The adopted District Local Plan identifies land for expansion to the north of the town centre. It is anticipated that the expansion land will be used for a combination of uses including office space, public open space, and community uses.

- The owners of Manor Walks shopping centre are in pre-application discussions with the Council to redevelop the town centre which will include:
  - Provision of significant additional retail floorspace
  - Reconfiguration of the Manor Walks shopping centre and Westmorland Retail Park;
  - Attracting prestige high street retailers
  - Creation of a new public town square
  - Investment in the existing leisure centre
  - Provision of new leisure facilities
  - Consolidation of existing and provision of new community facilities, potentially within a ‘Community Hub’.

- Development of West Hartford, identified as a key employment location in the RSS, as a prestige business park accommodating a range of B1(b/c), B2, and B8 uses. West Hartford is identified as a Key Employment Location in Policy 20 the RSS and as a Prestige Employment Site in Policy REG4 of the Core Strategy.
14.0 CONCLUSION

Cramlington is currently undergoing various developments in the Town Centre. Planning permission has been granted on appeal for the development of an Aldi Supermarket in Cramlington Village, which will add a new element to the existing retail offer. The owners of Manor Walks shopping centre are in pre-application discussions with the Council to redevelop the town centre which will include: provision of significant additional retail floorspace, provision of new leisure facilities, investment in the existing leisure centre and creation of a new public town square.

In the Town Centre, 57% of the floorspace use was for retail (Figure 3). Shopper’s perceptions of the range of retail provision was somewhat negative with only 24% agreeing or strongly agreeing to the statement “Cramlington offers a wide choice of quality shops”, compared to 58% disagreeing or strongly disagreeing (Figure 5).

There were many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the range and choice of shops needed to be improved. The responses also highlighted a particular need for more clothing shops for men and more upmarket shops.

Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 4% of vacant floorspace in Cramlington (Figure 12). Figure 14 also shows that between 2007 and 2008, 11% of premises went from vacant to occupied, 56% went from occupied to vacant and 33% had a change in occupier. There had been local interest for vacant properties in the Town Centre as recorded by the Northumberland Property Search (April 2007 – March 2008). However, this is not an
exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 86% (of those travelling by car) finding it very or fairly easy (Figure 17) and only 3% finding it fairly difficult. However, 22% of these shoppers felt that the parking in the town centre was either poor or very poor. Appendix 2 also shows that various shoppers commented on the need for longer stay car parks and better access in and out of the car parks. Cramlington also has very good bus connectivity (Figure 22) which is shown by the frequency and number of destinations reached from Cramlington. Almost all respondents (96%) that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre and no-one found it difficult (Figure 24).

When looking at retaining shopper spend just 5% of the resident population shopped in Cramlington. The majority of expenditure was lost to Newcastle-upon-Tyne (37%) and the Metro Centre (21%) (Figure 46). This is most likely because they have the largest range of shops and services in Cramlington’s vicinity. However, the current regeneration projects around the town centre may show that the percentage for Cramlington will increase in the next few years and there will be a reduction in leakage to surrounding areas.

More specifically, figure 33 shows that shoppers survey respondents were most likely to stay in Wooler for top-up food shopping (81% of respondents) and other domestic products (59% of respondents), but travel to Berwick-upon-Tweed for items such as electrical or DIY goods (20% and 15% respectively). Figure 42 also showed that just 6% of expenditure was lost to Alnwick, however, Figure 33 shows that based on shoppers survey responses, shoppers were more likely to visit Alnwick than Wooler or Berwick-upon-Tweed for main food shopping, clothes, furniture/carpet and CDs/DVDs.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that Cramlington is in reasonable health. Although there have been some negative responses from the shoppers’s surveys with regards to the retail offer
in general, the regeneration planned particularly at Manor Walks should hopefully show some improvements in the forthcoming years.
DRAFT
15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Cramlington by bus. This information was drawn up into a table, however a map showing all of these
routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.
APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops** - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services** - Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés** - For the sale of 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 a night clubs).
- **A5 Hot food takeaways** - For the sale of hot food for consumption off the premises.
- **B1 Business** - Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups** - See 'Use Classes Schedule'.
- **B8 Storage or distribution** - This class includes open air storage.

- **C1 Hotels** - Hotels, boarding and guest houses where no significant element of care is provided.
- **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.
- **C3 Dwellinghouses** - Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.
• **D1 Non-residential institutions** - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, 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 night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

• **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.
APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER’S SURVEY

Verbatim responses to ‘Q14 Can you tell me what, if anything, you would like to see improved with the shopping experience in Cramlington Town Centre?

Retail
- More shops
- Better upmarket shops
- More upmarket shops
- More variety of shops
- Another childrens clothes shop
- Clothes shop for men
- Designer shops M & S
- M&S
- More baby shops
- More mens shops
- Some mens shops
- Mens shops (2 responses)
- Shoe shops
- Book shop
- Borders bookshop
- Butcher and fruit shop
- Butcher greengrocer
- B & Q furniture stores
- Furniture shops open long hours
- Kids shops
- Un-used shops opened up
- Fill empty shops up
Parking
- Asda car park can't get in or out
- Entrance into car park needs mini roundabout
- Long time in car parks
- Longer stay in car park
- Parking is poor
- Able to come back on same day no restriction

Seating
- More seating (3 responses)
- More seats
- More seats at Asda end & Sainsburys end

Other
- Better crossing to the shops beside Sainsburys
- Pedestrian crossing nr betting shop needs looking
- Buses back at Asda
- Lighting on estates is bad
- Floor not being so slippery
- Restaurant in shopping centre
- Roundabout next to Sainsburys are bad
- Square for people to sit in like a plaza
- K

Don't know / none
- D/k (13 responses)
- None
Verbatim responses to ‘Q19 What improvements would you like to see to the retail offer in Cramlington?’

Examples of shops

Clothes and shoe shops
- Needs mens shops
- More mens shops
- Clothes for men
- Mens shops (3 responses)
- Mens modern
- Mens wear
- Menswear
- M&S Debenhams
- Mens Debenhams
- Mens wear kids womens wear
- More clothes shops in general
- Primark M&S
- Betters shops for ladies
- Bigger choice in ladies & mens shops better shoe shops
- Good shoe shop and better clothes shop
- Better clothes & shoe shops
- Shoes designer
- More classy & older people clothes shop & good shoe shops
- More up market shoe and fashion stores

Other shops
- Mens shops butchers
- Bigger market
- Nice butcher
- Butcher shops DIY
- Butcher greengrocer
- Music books
• Books CD & DVDs toys
• Home decorating electrical stores
• Better quality shops eg Rutherfords John Lewis
• Fill up all empty shops

Other/none
• Better parking
• None (2 responses)

‘Other’ responses

Shops
• A mans clothes shop that sells everything
• Could do with mens shops
• Men shops
• Mens shops (2 responses)
• Mens shops eg Burtons
• Mens shops like Burtons & Primark
• Mens wear
• Menswear
• More mens shoes
• More mens shops (4 responses)
• Need a mans shop (2 responses)
• Need mens shops (2 responses)
• No mens shops (2 responses)
• Better quality shops
• More classier shops
• Better class shops Debenhams
• Better quality clothes shops along line of next
• BHS or Marks & Spencer
• Department stores like Debenhams
• Dept store
• Primark
- River Island M&S
- Baby & toddler mens wear M&S
- Menswear kids outlet
- More kids shops good quality
- More M&S shop
- Ladies clothes shops with more choic/sizes for larger women
- M&S
- Marks & Spencers
- Mens wear ladies wear shoe shop
- Mens clothes & shoe shops
- Mens clothes shoe shop
- Mens shops better shoe shops eg Faith & Moda in Pele
- Better quality shoe shops
  - Shoe shops good quality
  - Clarks shoes
  - Menswear shoes
  - Good shoe shop
  - More up market shoe shops
  - Music mens shoes
- M&S food menswear music shop
- Book shop shoe shop butchers
- Butcher/deli fruit shop
- Childrens toys books
- Menswear bookshop hmv
- Fruit shop mens shops shoe shops
- Furniture shop
- HMV
- Toy shops M&S
- Young mens music and shoes
- Music shop
- Music shops
- Charity shop
Non-shop related or mixture of things

- More parking (4 responses)
- More parking at busy times
- More parking shoe shops mens shops
- More seating (2 responses)
- Music toys cinema bowling kids entertainment
- More leisure
- Dept store bowling alley
- Empty shops being occupied as makes place go down hill
- Cinema
- Better access for wheelchairs at Dudley

Verbatim responses to ‘Q21 What events/ activities would you like to see on a regular basis?’

Specified outdoor sessions...

- A proper market
- Market on a Saturday
- Cramlington Fayre
- Fair & carnival back
- Live music events
- Something for kids
- None
- D/k

‘Other’ specified responses...

- Cinema (2 responses)
- Cinema & bowling alley
- Cinema and bowling alley
- Cinema/bowling alley (2 responses)
- Bowling alley/cinema/ice rink
- Cinema bowling & ice rink
- Ice rink/cinema/bowling alley
- Live bands and shows
- Live blues bands
- Live music - blues
- Live music shows
- Outdoor theatre events
- Theatre productions
- Gala like in the olden days
- Things for kids
- Childrens activities
- More information on whats going on in Cramlington
- D/k (26 responses)
- None (2 responses)
Verbatim responses to ‘Q27 How would you make this town centre better?’

Leisure/attractions
- Cinema (2 responses)
- Cinema and more pubs
- Cinema more BMX tracks/skate tracks for kids
- Concordia needs modernising and need for teenagers eg cinema
- Concordia needs re-vamping
- Concordia needs updating
- Concordia needs upgrading
- Concordia needs upgrading and a cinema please
  - Need cinema
  - Need cinema and bowling alley
  - New cinema bowling alley
  - Need more facilities at night bowling alley pizza hut cinema
  - More pubs/cinema
  - We need a cinema
  - Things for kids to do cinema bowling alley
  - Firework night foreign markets
  - More places for people to meet up

Retail
- Better shops chain store
- Cheaper shops
- More shops
- More upmarket shops
- More menswear
- Shoe shops
- More shops & make sure all that are empty get taken
- Don’t let shops remain empty as lowers shopping area
- Have empty shops retaken as getting too many
• Try to occupy empty shops as this makes it looks worse

Parking
• More parking (2 responses)
• Longer length on being able to return to car park same day
• Longer stay in car parks
• Asda car park needs looking at

Other/mixture
• More seating (2 responses)
• More seats
• More seating in centre & too draughty around door areas
  • Some place nice to sit
  • Tidy it up walkways paths need doing
  • Lighting needs looking at
  • Sort out whats to happen with Parkside school as an eyesore
  • Improve old village area & Parkside school
  • Transport availaboe on weekend as no buses
• More shops a cafe which is enclosed as it can be cold
• Cinema and more up marked shops

Don’t know
• D/k (26 responses)
The Northumberland Information Network

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