



# Market Town Benchmarking

Measuring the performance of town centres

**Alnwick**

**2013 Report**

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the social enterprise focusing on the needs of towns across Britain

## EXECUTIVE SUMMARY

### Retail

- 51% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services.
- 78% of the A1 Shops in Alnwick town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.
- 65% of the A1 shops in Alnwick are Regional/ Independent the same figure as the North East Small Towns average but 10% lower than the National Small Towns. 34% of A1 Shops have a nationwide presence, 26% of which are Multiple traders.
- 53% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (41%) or 'Poor' (12%). Improving the 'Retail Offer' was a key theme to emerge when town centre users were provided with the opportunity to make suggestions.
- Replicating the National, Regional and Typology trends the highest proportion of town centre users visited Alnwick for 'Convenience Shopping' (44%).
- 73% of town centre users stayed in Alnwick town centre for less than 2hours.
- 43% of the Post Codes gathered were from 'Locals' whilst 32% were from 'Tourists', double the National average.
- 26% of those interviewed reported that they spent £5.01-£10.00 on an average visit to the town centre.

### Vacancy rates:

- 7% of the units in the defined town centre were vacant at the time of the audit lower than the Regional (9%), National (8%) and Typology (8%) figures. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

### Market:

- 7 market traders were present at the time of the Audit at the regular Weekday Market lower than the Regional (15), National (17) and Typology (21) figures.

### **Footfall:**

- The table highlights that footfall in Alnwick is very consistent. On a Market Day the count is 103 persons per 10 minutes, whilst on a Non Market Day the figure slightly drops to 100. The Market Day footfall count in Alnwick is lower than the Regional (154), National (122) and Typology (175) figures whilst the Non Market Day average is slightly higher than the National (90) figure.

### **Car Parking:**

- 74% of all car parking in Alnwick is in designated car parks and 67% is available for 'Short Stay'.
- Overall, on a Market and Non Market Day vacancy rates hover around the 40% figure which is higher than the Regional, National and Typology averages, whilst on a Farmers Market Day this reduces to 26%. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.
- 81% of businesses reported that 'Car Parking' was a negative aspect of the town centre, noticeably higher than the North East and National Small Towns average of 53%.
- 64% of town centre users stated that 'Car Parking' was a negative aspect of Alnwick, noticeably higher than the Regional (40%), National (39%) and Typology (45%) and a number of qualitative comments centred on the need to introduce free parking and remove parking in Market Square.

### **Business Views:**

- 48% of Businesses rated 'Rental values/ Property costs' as a negative aspect of the town centre.
- 42% of businesses reported that compared to last year their 'Turnover' had 'Increased' which is higher than the North East Small Towns (33%), National Small Towns (38%) and Typology 2 (40%) figures.
- Half of the businesses stated that their profitability had 'Decreased' over the last 12 months, 17% higher than the National Small Towns average.
- 65% of businesses stated that over the next 12 months they expect their turnover to 'Stay the same'.

- 76% of businesses stated that ‘Potential local customers’ were a positive aspect of Alnwick whilst 67% chose the ‘Potential tourist customers’ option, 26% higher than the North East and National Small Towns averages.

#### **Users Views:**

- Mirroring the National Small Towns average, 75% of town centre users felt that the physical appearance of Alnwick was either ‘Good’ (58%) or ‘Very Good’ (17%), however a number of qualitative comments concentrated on the need for ‘physical improvements’.
- Replicating the National, Regional and Typology trends the three most positive aspects of the town centre were ‘Access to Services’ (74%), ‘Ease of walking around the town centre’ (63%) and ‘Convenience e.g. near where you live’. (63%)
- 72% of town centre users rated the cleanliness of Alnwick as either ‘Good’ or ‘Very Good’.
- A number of qualitative comments from town centre users highlighted the need for ‘Pedestrianisation’, specifically within Bondgate and Narrowgate.

### The Approach

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

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

### The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. Alnwick with 201 units is classed as a Small Town.

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

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 2013.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Alnwick is classed as a Typology 2 town.

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

## **The Reports**

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

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

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

## METHODOLOGY

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

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

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

## KEY FINDINGS

### KPI 1: Total Number of Commercial Units

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

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

**Table of Use Classes**

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



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

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 186 occupied units recorded.

	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
<b>A1</b>	51	53	53	54
<b>A2</b>	12	13	14	13
<b>A3</b>	11	9	8	9
<b>A4</b>	6	5	4	4
<b>A5</b>	2	4	5	3
<b>B1</b>	3	3	3	3
<b>B2</b>	0	0	0	1
<b>B8</b>	0	0	0	0
<b>C1</b>	5	1	1	1
<b>C2</b>	0	0	0	0
<b>C2A</b>	0	0	0	0
<b>D1</b>	3	6	6	6
<b>D2</b>	1	1	1	1
<b>SG</b>	4	5	5	5
<b>Not Recorded</b>	0	0	0	0

51% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services and 11% Restaurants and Cafes.

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

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

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

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

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

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

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

	Alnwick %	North East Small Towns %	National Small Towns	Typology 2%
<b>Comparison</b>	78	76	79	82
<b>Convenience</b>	22	24	21	18

78% of the A1 Shops in Alnwick town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.

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

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

The following shops are considered Key attractors by Experian Goad.

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

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

	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
<b>Key Attractor</b>	8	8	6	6
<b>Multiple</b>	27	27	19	21
<b>Regional and Independent</b>	65	65	75	73

65% of the A1 shops in Alnwick are Regional/ Independent the same figure as the North East Small Towns average but 10% lower than the National Small Towns. 34% of A1 Shops have a nationwide presence, 26% of which are Multiple traders.

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#### **KPI 4: Number of vacant units**

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
<b>Vacant Units</b>	7	9	8	8

7% of the units in the defined town centre were vacant at the time of the audit lower than the Regional (9%), National (8%) and Typology (8%) figures. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

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### KPI 5: Number of markets / traders

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

	Alnwick	North East Small Towns	National Small Towns	Typology 2
Number of traders	7	15	17	21

7 market traders were present at the time of the Audit at the regular Weekday Market lower than the Regional (15), National (17) and Typology (21) figures.

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### KPI 6 and 7: Zone Retail Rents and Prime Retail Property Yields

The values for prime retail property yield and Zone A rentals are the “industry” benchmarks for the relative appeal of a location with its users and with the owners or investors in property. All real estate has a value and this value is based on the return on investment that can be levered out of the site. As these indicators rise and fall, they provide a barometer of success or failure and, because the same property dimensions are assessed to determine them, they can be used as an indicator of improving or declining fortunes for towns. In particular retail rents can provide a useful indication of a town’s performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

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Zone A rents are expressed as £ per sq. ft. and the Prime Retail Property Yield is a Net Percentage figure.

	<b>Alwick</b>	<b>North East Small Towns</b>	<b>National Small Towns</b>	<b>Typology 2</b>
<b>Zone A</b>	36	28	27	31
<b>% Net Yield</b>	n/a	8	8	7

The Zone A figure for Alwick, £36 per sq. ft is higher than the Regional (£28 per sq. ft.), National (£27 per sq. ft.) and Typology (£31 per sq. ft.) averages.

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## KPI 8: Footfall Counts

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

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town, outside Greggs 44 Bondgate Within, on a Normal Market Day and a Non Market Day. Please note the highest footfall was recorded on a Farmers Market Day (Friday) 104 persons per ten minutes, but the Benchmarking does not include Farmers Markets or Key Calendar dates in the analysis, ensuring that a valid and 'typical' picture is provided.

	Alnwick	North East Small Towns	National Small Towns	Typology 2
Market Day	103	154	122	175
Non Market Day	100	115	90	121

The table highlights that footfall in Alnwick is very consistent. On a Market Day the count is 103 persons per 10 minutes, whilst on a Non Market Day the figure slightly drops to 100. The Market Day footfall count in Alnwick is lower than the Regional (154), National (122) and Typology (175) figures whilst the Non Market Day average is slightly higher than the National (90) figure.

Individual footfall counts are provided in the table below on the next page and highlight that Bondgate Within is busier in terms of footfall than the Market Place, which recorded average footfall counts of 51 on a Non Market Day and 67 on a Market Day. (Please note that this figure did increase to 101 persons per ten minutes at the time of the Farmers Market Audit illustrating that footfall in the town as a whole is noticeably higher on such days)

Count Point Location: Outside Greggs, Bondgate					
Time	Non Market Day	Time	Market Day (Thursday) Count	Time	Farmers Market Day (Friday) Count
10.30-10.40	102	10.30-10.40	81	10.30-10.40	83
11.30-11.40	78	11.30-11.40	120	11.30-11.40	114
12.40-12.50	121	12.40-12.50	107	12.40-12.50	115
<b>Total</b>	<b>301</b>	<b>Total</b>	<b>308</b>	<b>Total</b>	<b>312</b>
<b>Average</b>	<b>100</b>	<b>Average</b>	<b>103</b>	<b>Average</b>	<b>104</b>

Count Point Location: Market Place					
Time	Non Market Day	Time	Market Day (Thursday) Count	Time	Farmers Market Day Count (Friday)
10.00-10.10	38	10.00-10.10	47	10.00-10.10	73
11.00-11.10	45	11.00-11.10	70	11.00-11.10	117
12.00-12.10	71	12.00-12.10	83	12.00-12.10	114
<b>Total</b>	<b>154</b>	<b>Total</b>	<b>200</b>	<b>Total</b>	<b>304</b>
<b>Average</b>	<b>51</b>	<b>Average</b>	<b>67</b>	<b>Average</b>	<b>101</b>

## **KPI 9: Car Parking Availability and Usage**

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

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

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Farmers Market/ Market Day and on a Non Market Day.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Farmers Market/ Market Day and on a Non Market Day.
- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Farmers Market/ Market Day and on a Non Market Day.

	Alnwick	Alnwick %	North East Small Towns %	National Small Towns %	Typ. 2%
<b>Car Park:</b>					
<b>Total Spaces:</b>	541	74	90	88	88
<b>Short Stay Spaces: (4 hours and under)</b>	305	56	51	47	37
<b>Long Stay Spaces: (Over 4 hours)</b>	220	41	42	41	48
<b>Disabled Spaces:</b>	16	3	3	4	4
<b>Not Registered</b>	n/a	n/a	3	8	12
<b>Vacant Spaces on a Market Day:</b>	228	42	27	30	31
<b>Vacant Spaces on a Non Market Day:</b>	196	36	34	38	40
<b>Vacant Spaces on a Farmers Market Day:</b>	137	25	n/a	n/a	n/a
<b>On Street:</b>					
<b>Total Spaces:</b>	187	26	10	12	12
<b>Short Stay Spaces: (4 hours and under)</b>	184	98	59	56	69
<b>Long Stay Spaces: (Over 4 hours)</b>	0	0	36	36	20
<b>Disabled Spaces:</b>	3	2	6	4	6
<b>Not Registered</b>	n/a	n/a	0	4	6
<b>Vacant Spaces on a Market Day:</b>	61	33	18	14	16
<b>Vacant Spaces on a Non Market Day:</b>	84	45	26	22	23
<b>Vacant Spaces on a Farmers Market Day:</b>	53	28	n/a	n/a	n/a

<b>Overall</b>					
<b>Total Spaces:</b>	728	n/a	n/a	n/a	n/a
<b>Short Stay Spaces: (4 hours and under)</b>	489	67	52	48	40
<b>Long Stay Spaces: (Over 4 hours)</b>	220	30	41	40	45
<b>Disabled Spaces:</b>	19	3	3	4	4
<b>Not Registered</b>	n/a	n/a	3	7	11
<b>Vacant Spaces on a Market Day:</b>	289	40	26	28	29
<b>Vacant Spaces on a Non Market Day:</b>	281	39	33	36	38
<b>Vacant Spaces on a Farmers Market Day:</b>	190	26	n/a	n/a	n/a

74% of all car parking in Alwicks is in designated car parks and 67% is available for 'Short Stay'.

Overall, on a Market and Non Market Day vacancy rates hover around the 40% figure which is higher than the Regional, National and Typology averages, whilst on a Farmers Market Day this reduces to 26%. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.

## KPI 10: Business Confidence Survey

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

The following tables are based on the 21 responses from the Business Confidence Survey.

	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
<b>What is the nature of your business?</b>				
Retail	38	41	59	61
Financial/ Professional Services	19	24	18	16
Public Sector	0	2	2	2
Food and Drink	29	19	12	12
Other	14	14	10	9
<b>What type of business are you?</b>	<b>Alnwick %</b>	<b>North East Small Towns %</b>	<b>National Small Towns %</b>	<b>Typology 2%</b>
Multiple Trader	10	10	11	10
Regional	15	8	6	5
Independent	75	82	83	85

75% of the respondents were 'Independent' to Alnwick.

How long has your business been in the town?	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Less than one year	10	5	7	7
One to five years	29	19	21	20
Six to ten years	5	14	15	12
More than ten years	57	63	57	60

57% of respondents had been based in Alnwick for 'More than ten years.'

Compared to last year has your turnover.....?,	Alnwick %	North East Towns %	National Small Towns %	Typology 2%
Increased	42	33	38	40
Stayed the same	26	34	34	33
Decreased	32	33	28	27

42% of businesses reported that compared to last year their 'Turnover' had 'Increased' which is higher than the North East Small Towns (33%), National Small Towns (38%) and Typology 2 (40%) figures.

Compared to last year has your profitability.....?	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Increased	33	26	30	30
Stayed the same	17	34	37	36
Decreased	50	40	33	34

Half of the businesses stated that their 'Profitability' had 'Decreased' over the last 12 months, 17% higher than the National Small Towns average.

Over the next 12 months do you think your turnover will.....?	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Increase	30	33	44	42
Stay the same	65	50	40	42
Decrease	5	17	16	16

65% of businesses stated that over the next 12 months they expect their turnover to 'Stay the same'.

What are the positive aspects of having a business located in the town? (Multiselect)	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Prosperity of the town	29	39	45	46
Labour pool	0	8	10	11
Environment	24	26	30	31
Geographical location	38	45	49	52
Mix of retail offer	24	26	39	43
Potential tourist customers	67	41	41	51
Potential local customers	76	80	78	78
Affordable housing	0	9	8	6
Transport links	10	24	26	24
Car parking	5	35	39	29
Rental values/property costs	0	11	16	13
Market(s)	10	14	18	18
Other	0	4	5	5



76% of businesses stated that ‘Potential local customers’ were a positive aspect of Alnwick whilst 67% chose the ‘Potential tourist customers’ option, 26% higher than the North East and National Small Towns averages.

What are the negative aspects of having a business located in the town? (Multiselect)	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Prosperity of the town	24	25	17	16
Labour pool	19	8	6	8
Environment	0	7	5	3
Geographical location	0	6	7	7
Mix of retail offer	29	22	19	19
Potential tourist customers	5	7	7	6
Potential local customers	5	3	3	3
Affordable housing	10	7	10	11
Transport links	24	21	14	18
Car parking	81	53	53	63
Rental values/property costs	48	37	35	42
Market(s)	19	12	10	8
Local business competition	19	20	18	17
Competition from other places	14	36	33	29
Competition from the Internet	24	35	39	41
Other	10	9	7	6

81% of businesses reported that ‘Car Parking’ was a negative aspect of the town centre, noticeably higher than the North East and National Small Towns average of 53%. 48% of businesses chose ‘Rental values/ Property costs as a negative aspect.

Has your business suffered from any crime over the last 12 months?	Alnwick %	North East Small Towns %	National Small Towns %	Typology 2%
Yes	10	22	26	25
No	90	78	74	75
What type of crime has your business suffered over the last 12 months (Multiselect)	Alnwick %	North East Small Towns %	National Small Towns %	
Theft	0	46	72	76
Abuse	0	13	13	13
Criminal damage	100	46	39	33
Other	0	15	6	5

90% of businesses had not suffered from crime over the last year.

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

Augmenting the quantitative data the introduction of 'Free Parking' was a key theme to emerge.

- "Improve car parking. Continue to market tourism."
- "Good mix of independent and national shops. Better/ more parking."
- "Improved car parking and transport links. Lower business rates/ rents."
- "Free car parking. Inward investment."
- "Free parking. Presence of other retailer i.e. M and S and Next."
- "Free car parking. Rates reduction."
- "Free parking. Bigger markets."
- "Close out of town retail area. Improve public areas, e.g. stone paving etc. Free parking zone. Increase market activity. Build small town centre shop arcade. Better policing e.g. drunken rowdiness at closing time and encourage change of use re empty/ problem pubs."
- "More people to visit centre of town. Making affordable shopping in town centre."
- "Free parking."
- "Reduced rates. Better and improved facilities i.e. toilets."

- "Increase footfall, make shops more affordable to attract more independents/nationals- then market it."
  - "2 hour free car parking"
  - "Better access/ parking availability. Invitation to national brands to trade, Waitrose or M and S, not budget. Better draw than Morpeth which currently sucks trade away."
  - "Free parking. Empty rates abolished. Rates reduction in general."
  - "Reduce car parking charges and length of stay. Also rents are too high."
  - "Better mix of shops. More car parking. It's pointless improving town if there are too few many parking spaces."
  - "Free car parking for residents. Lower rent and business rates."
-

## KPI 11: Town Centre Users Survey

The aim of the Visitor Satisfaction Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following tables are based on the 97 responses from the Town Centre Users Survey.

	Alnwick %	North East Small Towns%	National Small Towns%	Typ. 2 %
<b>Gender</b>				
<b>Male</b>	49	42	38	39
<b>Female</b>	51	58	62	61
<b>Age</b>				
<b>16-25</b>	5	6	8	7
<b>26-35</b>	10	10	10	10
<b>36-45</b>	20	19	17	16
<b>46-55</b>	27	21	19	19
<b>56-65</b>	25	24	20	20
<b>Over 65</b>	13	20	26	27

What do you generally visit the Town Centre for?				
Work	23	14	15	18
Convenience Shopping	44	51	42	37
Comparison Shopping	2	4	5	8
Access Services	18	15	17	15
Leisure	9	10	13	13
Other	4	6	9	10

Replicating the National, Regional and Typology trends the highest proportion of town centre users visited Alnwick for 'Convenience Shopping' (44%).

How often do you visit the Town Centre				
Daily	30	29	29	30
More than once a week	39	43	39	36
Weekly	20	16	15	15
Fortnightly	6	4	5	6
More than once a Month	1	2	3	3
Once a Month or Less	4	6	7	8
First Visit	0	0	2	3

89% of those interviewed visited Alnwick at least once a week.

<b>How do you normally travel into the Town Centre?</b>				
<b>On Foot</b>	37	36	37	37
<b>Bicycle</b>	0	1	2	2
<b>Motorbike</b>	0	0	1	1
<b>Car</b>	58	56	53	52
<b>Bus</b>	5	6	6	7
<b>Train</b>	0	0	1	1
<b>Other</b>	0	1	1	1
<b>On average, on your normal visit to the Town Centre how much do you normally spend?</b>				
<b>Nothing</b>	6	3	3	2
<b>£0.01-£5.00</b>	12	11	13	13
<b>£5.01-£10.00</b>	26	24	26	25
<b>£10.01-£20.00</b>	25	30	32	32
<b>£20.01-£50.00</b>	23	24	20	22
<b>More than £50.00</b>	8	7	6	6

58% of town centre users travelled into Alnwick by 'car'.

26% of those interviewed reported that they spent £5.01-£10.00 on an average visit to the town centre.

<b>How do you rate the physical appearance of the town centre?</b>				
<b>Very Good</b>	17	11	17	19
<b>Good</b>	58	49	58	62
<b>Poor</b>	25	28	20	17
<b>Very Poor</b>	0	12	6	2
<b>How do you rate the cleanliness of the town centre?</b>				
<b>Very Good</b>	16	10	16	16
<b>Good</b>	56	55	63	66
<b>Poor</b>	28	27	18	15
<b>Very Poor</b>	0	7	4	2

Mirroring the National Small Towns average, 75% of town centre users felt that the physical appearance of Alnwick was either 'Good' (58%) or 'Very Good' (17%).

72% of town centre users rated the cleanliness of Alnwick as either 'Good' or 'Very Good'.

<b>How do you rate the variety of shops in the town centre?</b>				
<b>Very Good</b>	5	7	8	10
<b>Good</b>	42	37	44	49
<b>Poor</b>	41	36	36	34
<b>Very Poor</b>	12	20	11	7
<b>How do you rate the leisure and cultural offering in the town centre?</b>				
<b>Very Good</b>	11	8	10	13
<b>Good</b>	58	44	49	53
<b>Poor</b>	26	35	33	29
<b>Very Poor</b>	5	14	8	5

53% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (41%) or 'Poor' (12%).

69% of respondents reported that the 'leisure and cultural' offering in Alnwick town centre was 'Good' (58%) or 'Very Good' (11%), 10% higher than the National Small Towns average.



<b>What are the positive aspects of the Town Centre?</b>				
<b>Physical appearance</b>	59	41	56	64
<b>Shops</b>	44	42	49	53
<b>Restaurants</b>	51	44	44	50
<b>Access to Services</b>	74	73	75	78
<b>Leisure Facilities</b>	15	30	28	31
<b>Cultural Facilities</b>	37	18	24	36
<b>Pubs/ Bars/ Nightclubs</b>	16	30	37	36
<b>Transport</b>	14	36	43	38
<b>Ease of walking around the town centre</b>	63	72	75	78
<b>Convenience e.g. near where you live</b>	63	71	70	69
<b>Safety</b>	23	39	48	54
<b>Car Parking</b>	19	41	46	41
<b>Markets</b>	32	25	34	54
<b>Other</b>	4	3	7	3

Replicating the National, Regional and Typology trends the three most positive aspects of the town centre were 'Access to Services' (74%), 'Ease of walking around the town centre' (63%) and 'Convenience e.g. near where you live'. (63%)

<b>What are the negative aspects of the Town Centre?</b>				
<b>Physical appearance</b>	17	43	29	21
<b>Shopping</b>	40	48	42	37
<b>Restaurants</b>	17	23	28	26
<b>Access to Services</b>	3	8	10	7
<b>Leisure Facilities</b>	24	34	37	33
<b>Cultural Facilities</b>	17	40	37	29
<b>Pubs/ Bars/ Nightclubs</b>	26	30	27	26
<b>Transport</b>	39	22	22	28
<b>Ease of walking around the town centre</b>	21	7	9	11
<b>Convenience e.g. near where you live</b>	3	6	8	9
<b>Safety</b>	14	13	13	12
<b>Car Parking</b>	64	40	39	45
<b>Markets</b>	19	32	29	20
<b>Other</b>	9	10	12	9

64% of town centre users stated that 'Car Parking' was a negative aspect of Alnwick, noticeably higher than the Regional (40%), National (39%) and Typology (45%) averages, whilst 40% opted for 'Shopping'.

<b>How long do you stay in the Town Centre?</b>				
<b>Less than an hour</b>	33	38	36	26
<b>1-2 Hours</b>	40	40	40	43
<b>2-4 Hours</b>	12	11	12	19
<b>4-6 Hours</b>	3	3	3	4
<b>All Day</b>	12	7	8	8
<b>Other</b>	0	1	1	1

73% of respondents stayed in Alnwick town centre for less than 2hours.

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

Four themes emerged when town centre users were asked to make suggestions for improvements, 'Car Parking', 'Retail Offer', 'Physical Improvements' and 'Pedestrianisation'.

In terms of 'Car Parking' comments centred on the introduction of free parking and stopping parking in the Market Place.

- "Free parking."
- "Stop the parking in the Market Square."
- "Free parking for residents"
- "Having to pay to use the doctor's surgery car park is ridiculous - some people are just in & out, it should be maximum stay then pay after an hour or something to that effect."
- "No parking in marketplace in summer"
- "Parking for residents of Alnwick should be free, by way of a residents' permit."
- "Free parking for short stay, if you need to pop to the bank or a shop, you can't always park near and it costs 40p every time."
- "Let local residents - or surrounding areas apply for parking permits so we don't always need cash to park."
- "Free car parking like Cramlington, Blyth and Ashington."
- "Free limited time centre parking 2-3 hours to all car parks. Free on Sunday"
- "Sort out the parking in the Market Square."
- "Remove parking from market place"
- "Sort out the parking/no parking problem in Market Square."

Comments in terms of 'Retail Offer' included;

- "A better variety of shops there are too many cafes, pubs and hairdressers. Especially as when the high school is built a lot of the sandwich shops will close. Do something now for the future or we will lose the charm and uniqueness of our market town. There are no gift shops, linen shops or white good shops."
- "There are too many charity shops and not enough small traders selling unique products to attract visitors."
- "We need more brand shops, in particular electrical, men's clothing, computer and mobile phone retailers."
- "Widen the variety of retail opportunities."
- "Reduce shop rents to encourage more diversity."
- "Encourage better shops to town i.e. Marks and Spencer."
- "Encourage an M&S Food or Waitrose to come to the town centre (not outskirts)."
- "More shops"
- "More shops which are family orientated i.e. low cost children's clothing and shoes."
- "More variety of shops"

- Better variety in shops if big chains wish to come let them i.e. Wetherspoons if the local traders don't want to help themselves so be it, but the town needs to move forward"

‘Physical improvements’ to the town centre included:

- "Upgrade the bus station"
- "The public toilets in the town centre and by the playhouse are a disgrace."
- "The public loos are a disgrace. They're filthy and dirty and visitors are given a really bad impressions of Alnwick. I've been in several times over this summer and it was embarrassing to see the mess and hear the remarks from visitors and townspeople. What's the point of trying to showcase a town and giving people medieval style toilets. That's not the history they're after."
- "Improve public conveniences. They are dirty and very basic. So doesn't give a good impression of the town."
- "Improve the cobbles on Bond gate within and Market Street. Make more use of the Market Square"
- "Remove the bloody awful cobbles in Bondgate within and replace with a traditional style but modern material which is sound and easy to walk on!"
- Improve the toilet facilities.they are dreadful. Put more resources into de weeding pavements, litter picking etc. Clean off the chewing gum. Celebrate the town with more flowers."
- "Better care of the footpaths they are very poor. Make the property owners look after their buildings Market Place op Northumberland Hall is both an eyesore and very unsafe with slates slipping all the time."

Comments on ‘Pedestrianisation’ included;

- "Pedestrianise Narrowgate"
- "Declare the whole centre shared space with a 20mph speed limit and a pedestrian priority core zone."
- "Pedestrianisation of Bondgate within from junction with Market Street towards Narrowgate."
- "1.Make main shopping areas more pedestrian friendly."
- "Pedestrianise Narrowgate; currently dangerous & hostile to visitors & residents."
- "Increase pedestrianisation - i.e. keep traffic off the market square, close off Narrowgate."
- "Pedestrianise the Bondgate Within/Narrowgate/Fenkle Street triangle as far as the Bondgate Tower. This would actually make visiting the town quite pleasant."
- "1. Improved pedestrian access from one place to another within the town centre (not full pedestrianisation, but improved routes / accessibility)."
- "Introduce more pedestrian-priority and disabled-friendly areas, especially in Narrowgate."
- "Improve pedestrian access/ limited pedestrianisation."

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

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## KPI12: Shoppers Origin

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

The 451 postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- Locals; those who live within a Post Code covering the town
- Visitors; those who live within a Post Code less than a 30 minute drive away
- Tourists; those who live within a Post Code further than a 30 minute drive away

	Alwick %	North East Small Towns %	National Small Towns %	Typology 2%
<b>Locals</b>	43	57	53	47
<b>Visitors</b>	26	32	31	35
<b>Tourists</b>	32	11	16	18

43% of the Post Codes gathered were from 'Locals' whilst 32% were from 'Tourists', double the National Small Towns average.

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**APPENDIX**

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



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

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

## **TPOLOGY CLASSIFICATION**

### **Group 1 : Middle Aged, Managerial Jobs**

236 places (14.7%)

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

### **Group 2 : Single Persons, Routine Jobs**

261 places (16.3%)

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

### **Group 3 : Older Persons, Leisure Jobs**

123 places (7.7%)

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

### **Group 4 : Young Families, Administrative Jobs**

129 places (8%)

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

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

#### **Group 5 : Professionals, Commuting**

188 places (11.7%)

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

#### **Group 6 : Disadvantages, Routine Employment**

181 places (11.2%)

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

#### **Group 7 : Routine Jobs, Agriculture/Manufacturing**

209 places (13%)

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

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

### **Group 8 : Age Mix, Professional Jobs**

290 places (18%)

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

## BUSINESS UNIT DATABASE

	Street	Name				Notes
14	Bailiffgate	Bailiffgate	c1	n/a	n/a	
1B	Bailiffgate	Castle View	c1	n/a	n/a	
8	Bondgate Within	Cussins	a2	n/a	n/a	
9	Bondgate Within	Salvation Army	a1	comp	multiple	charity
10	Bondgate Within	Tower Rest. And Rooms	a3	n/a	n/a	
11	Bondgate Within	Hardys	a3	n/a	n/a	
14	Bondgate Within	The Art House	n/a	n/a	n/a	vacant
15	Bondgate Within	Bell and Sons	a1	comp	independent	
18	Bondgate Within	Lions Charity Bookshop	a1	comp	independent	charity
20	Bondgate Within	Barclays	a2	n/a	n/a	
23	Bondgate Within	G Penrose	a1	comp	independent	
24	Bondgate Within	Lloyds	a2	n/a	n/a	
24	Bondgate Within	Warcup	a2	n/a	n/a	
26	Bondgate Within	Halifax	a2	n/a	n/a	
27	Bondgate Within	Alnwick Studio	a1	comp	independent	
27	Bondgate Within	Alnwick Hairdressing Co	a1	comp	independent	
28	Bondgate Within	Newcastle Building Society	a2	n/a	n/a	
29	Bondgate Within	Flowers by Julie Ltd	a1	comp	regional	
30	Bondgate Within	HSBC	a2	n/a	n/a	
32	Bondgate Within	Yorkshire Building Society	a2	n/a	n/a	
35	Bondgate Within	The Emporium	a1	comp	independent	
35	Bondgate Within	RSPCA	a1	comp	multiple	charity
37	Bondgate Within	Taylor's Newsagents	a1	conv	independent	
39	Bondgate Within	Your Move	a2	n/a	n/a	
43	Bondgate Within	Rays Menswear	a1	comp	independent	
44	Bondgate Within	Greggs	a1	conv	multiple	
45	Bondgate Within	Glendale Paints	a1	comp	independent	
46	Bondgate Within	Classic Footwear	a1	comp	independent	
47	Bondgate Within	Collectables	a1	comp	multiple	
48	Bondgate Within	Co Op	a1	conv	multiple	
50	Bondgate Within	Boots	a1	comp	key attractor	
53	Bondgate Within	Clarks	a1	comp	key attractor	
54	Bondgate Within	Superdrug	a1	conv	key attractor	
55	Bondgate Within	Trotters Bakers	a1	conv	multiple	

56	Bondgate Within	WH Smith	a1	conv	key attractor	
57	Bondgate Within	Simply Flowers	a1	comp	independent	
59	Bondgate Within	The Beauty Box	sg	n/a	n/a	
60	Bondgate Within	Thomas Cook	a1	comp	multiple	
61	Bondgate Within	PD Quick	a1	conv	independent	
63	Bondgate Within	The George	a4	n/a	n/a	
65	Bondgate Within	Cancer Research	a1	comp	multiple	charity
67	Bondgate Within	CC	a1	comp	multiple	
69	Bondgate Within	Costa	a3	n/a	n/a	
72	Bondgate Within	Granite Outdoors	a1	comp	multiple	
19-21	Bondgate Within	Greaves Grindle	a2	n/a	n/a	
31-33	Bondgate Within	Sanderson Young	a2	n/a	n/a	
32-34	Bondgate Within	Iceland	a1	conv	multiple	
36-38	Bondgate Within	Dorothy Perkins	a1	comp	key attractor	
36-38	Bondgate Within	Boots Opticians	a1	comp	key attractor	
40-42	Bondgate Within	M and Co	a1	comp	multiple	
49-51	Bondgate Within	Baileys	a3	n/a	n/a	
	Bondgate Within	White Swan	c1	n/a	n/a	
	Bondgate Within	The Playhouse	d2	n/a	n/a	
11	Bondgate Without	Tate House B and B	c1	n/a	n/a	
16	Bondgate Without	Alnwick Accountants	a2	n/a	n/a	
17	Bondgate Without	Mr J N Butterworth Dental Surgeon	d1	n/a	n/a	
18	Bondgate Without	Oronsay	c1	n/a	n/a	
20	Bondgate Without	Bondgate House	c1	n/a	n/a	
22	Bondgate Without	The Annex	c1	n/a	n/a	
23	Bondgate Without	Castle Gate	c1	n/a	n/a	
23	Bondgate Without	The Alnwick Gate	a4	n/a	n/a	
24	Bondgate Without	The Plough	c1	n/a	n/a	
25	Bondgate Without	NFU	a2	n/a	n/a	
29	Bondgate Without	Enhance	sg	n/a	n/a	
31	Bondgate Without	Moon	a1	comp	multiple	
32	Bondgate Without	Northumberland Gazette	b1	n/a	n/a	
33	Bondgate Without	Alnwick Squash Club Gym	d2	n/a	n/a	
37	Bondgate Without	Outlook	a1	comp	independent	
39	Bondgate Without	Evil Needle	sg	n/a	n/a	
41	Bondgate Without	The Kitchen and Bedroom Company	a1	comp	regional	
43	Bondgate Without	Hardington Hogg	a2	n/a	n/a	

45	Bondgate Without	Cafe Tirenno	a3	n/a	n/a	
21a	Bondgate Without	Hotspur Residential	a2	n/a	n/a	
	Bondgate Without	Robert Adam Cort	n/a	n/a	n/a	vacant
	Bondgate Without	Douglas Home and CO	a2	n/a	n/a	
	Bondgate Without	Fleece Inn	a4	n/a	n/a	
9	Bongate Within	Di Sopra	a3	n/a	n/a	
5-7	Bongate Within	Scotts of Alnwick	a1	comp	independent	
	Bongate Within	Jobsons of Alnwick	a1	comp	independent	
3	Clayport Street	Alnwick Arms	a4	n/a	n/a	
6	Clayport Street	Thompsons Opticians	a1	comp	multiple	
8	Clayport Street	Hot Wok	a5	n/a	n/a	
9	Clayport Street	Pizza Royale	a5	n/a	n/a	
19	Clayport Street	The Laundrette	sg	n/a	n/a	
26	Clayport Street	Alnwick Video	a1	conv	independent	
17-19	Clayport Street	Varanda	a3	n/a	n/a	
21-23	Clayport Street	Alnwick Workings Mens Club	a4	n/a	n/a	
3-5	Clayport Street	Trimmers	a1	comp	independent	
4A	Clayport Street	Clayport Jewellers	a1	comp	independent	
	Clayport Street	Ibos pizzas	a3	n/a	n/a	
13	Fenkle St	n/a	n/a	n/a	n/a	vacant
15	Fenkle St	n/a	n/a	n/a	n/a	vacant
1	Fenkle Street	The Chocolate Spa	a1	conv	independent	
3	Fenkle Street	Pound World	a1	conv	independent	
5	Fenkle Street	Hallmark	a1	comp	multiple	
7	Fenkle Street	The Market Tavern	a4	n/a	n/a	
11	Fenkle Street	Bedrock	a1	comp	independent	
14	Fenkle Street	Foresters	a1	comp	independent	
15	Fenkle Street	Beauty World	sg	n/a	n/a	
16	Fenkle Street	Needlecraft Centre	a1	conv	independent	
21	Fenkle Street	Mojo	a1	comp	independent	
25	Fenkle Street	Penny Black	a3	n/a	n/a	
27	Fenkle Street	The Centre	d1	n/a	n/a	
29	Fenkle Street	Propology	a1	comp	independent	
33	Fenkle Street	Andy Craig Photography	n/a	n/a	n/a	vacant
35	Fenkle Street	Total Flooring	a1	comp	independent	
22A	Fenkle Street	Smile Health	d1	n/a	n/a	
22B	Fenkle Street	Embers	a1	comp	independent	
35-41	Fenkle Street	Dickinsons/ Amtico	a1	comp	regional	
8-10	Fenkle Street	The Outdoor Store	a1	comp	independent	
	Fenkle Street	Morrisons	a1	conv	multiple	



	Fenkle Street	Co Op Funeral Care	a1	comp	multiple	
Garden Lodge	Greenwell Road	Alistair Turner Funeral Directors	a1	comp	regional	
Greenwell lane	Greenwell Road	NCC Info Centre	b1	n/a	n/a	
2-4	Hotspur Street	Tanners Arms	a4	n/a	n/a	
3-5	Hotspur Street	The Gerogian Guest House	c1	n/a	n/a	
	Hotspur Street	Salvation Army	d1	n/a	n/a	
1	Lagny Street	Wilkinsons	a1	conv	key attractor	
Unit 2 & 3	Lagny Street	Store Twenty One	a1	comp	multiple	
	Lagny Street	Unit 7	n/a	n/a	n/a	vacant
	Lagny Street	Unit 5	n/a	n/a	n/a	vacant
	Lagny Street	Unit 4	n/a	n/a	n/a	vacant
2	Market Place	Subway	a1	conv	multiple	
2	Market Place	Mivesi	a3	n/a	n/a	
10	Market Place	Melvyns Cafe	a3	n/a	n/a	
1A	Market Place	Clippers	a1	comp	independent	
1A	Market Place	Cameleon	a1	comp	independent	
1B	Market Place	The Lunch Box	a3	n/a	n/a	
1C	Market Place	Silk and Sand	a1	comp	independent	
7-9	Market Place	Salon 2	a1	comp	independent	
	Market Place	Chisholm	a2	n/a	n/a	
	Market Place	Evelyns Handi Stationary	a1	comp	independent	
	Market Place	Adam Douglas	a2	n/a	n/a	
	Market Place	Alnwick Computer Centre	a1	comp	independent	
	Market Place	Prima Deli	a3	n/a	n/a	
	Market Place	Leisure Look	a1	comp	independent	
	Market Place	Pringles	a1	comp	independent	
	Market Place	Atmosphere	a1	comp	independent	
	Market Place	Clive Mattison	a2	n/a	n/a	
5	Market Street	Rook, Matthews and Sayer	a2	n/a	n/a	
8	Market Street	Johnsons	a1	conv	multiple	
10	Market Street	The Olive Branch	a3	n/a	n/a	
11	Market Street	Copperfield	a3	n/a	n/a	
12	Market Street	T W Wilcox	a1	comp	independent	
15	Market Street	House and Home	a1	comp	independent	
19	Market Street	Post Office	a1	conv	multiple	
21	Market Street	T Conroy	a1	comp	independent	
23	Market Street	Silver Design	n/a	n/a	n/a	vacant
37	Market Street	Sports World	a1	comp	multiple	

39	Market Street	The Tapas Bar	a3	n/a	n/a	
41	Market Street	Hair and Sun	sg	n/a	n/a	
29-31	Market Street	William Hill	a2	n/a	n/a	
33-35	Market Street	R Turnbull and Sons	a1	conv	independent	
4-6	Market Street	George F White	a2	n/a	n/a	
7-9	Market Street	Carlos	a4	n/a	n/a	
	Market Street	Northumberland Hall	d1	n/a	n/a	
	Market Street	Queens Head Hotel	a4	n/a	n/a	
n/a	n/a	Next to Alnwick Arms	d1	n/a	n/a	
n/a	n/a	Next to Northumberland Cottages	n/a	n/a	n/a	vacant
1	Narrow Gate	Moshulu	a1	comp	independent	
2	Narrow Gate	Cancer Research	a1	comp	multiple	charity
3	Narrow Gate	Alnwick Chop Suey	a5	n/a	n/a	
4	Narrow Gate	Thomson	a1	comp	multiple	
5	Narrow Gate	Cafe Rio	a3	n/a	n/a	
6	Narrow Gate	Oxfam	a1	comp	multiple	charity
8	Narrow Gate	Specially for you	a1	comp	independent	
9	Narrow Gate	Artworks	a1	comp	independent	
10	Narrow Gate	Ashley Wynne				vacant
11	Narrow Gate	Gordons Caris	a1	comp	independent	
12	Narrow Gate	Marilyn and Rose	a1	comp	independent	
13	Narrow Gate	A World of Difference	a1	comp	independent	
15	Narrow Gate	Dalchini	a4	n/a	n/a	
16	Narrow Gate	Seasons	a1	comp	independent	
18	Narrow Gate	Grannies Tea Shop	a3	n/a	n/a	
20	Narrow Gate	The Linen Cupboard	a1	comp	independent	
22	Narrow Gate	Thai Vibe	a3	n/a	n/a	
24	Narrow Gate	Woodys	a1	comp	independent	
26	Narrow Gate	The Black Swan	a4	n/a	n/a	
28	Narrow Gate	Bari Tea	a3	n/a	n/a	
30	Narrow Gate	Capella	a1	comp	independent	
32	Narrow Gate	Ye Olde Cross	n/a	n/a	n/a	vacant
34	Narrow Gate	Oscars	n/a	n/a	n/a	vacant
35	Narrow Gate	Oddfellows Arms	a4	n/a	n/a	
36	Narrow Gate	Turvey Westgarth	a2	n/a	n/a	
40	Narrow Gate	Hospice Care	b1	n/a	n/a	
9a	Narrow Gate	Northumberland Cottages Ltd	b1	n/a	n/a	
	Narrow Gate	Nipper	a1	comp	independent	

	Narrow Gate	Athey Antiques Showroom	a1	comp	independent	
	Narrow Gate	GM Athey	a1	comp	independent	
2	Paikes Street	Heathers	a1	comp	independent	
3	Paikes Street	Sun Vision	sg	n/a	n/a	
7	Paikes Street	Lilburns	a3	n/a	n/a	
10	Paikes Street	Boots	a1	comp	key attractor	
5C	Paikes Street	The Cheese Room	a1	conv	independent	
2	The Shambles	TIC	b1	n/a	n/a	
		Kelvins Butchers	a1	conv	independent	
		The Workshop	a1	conv	independent	
		Next to the Art House	n/a	n/a	n/a	vacant
		Gardeners House	b1	n/a	n/a	
		Pizza Zone	a5	n/a	n/a	
		Cumbria Pets	a1	comp	independent	

## CAR PARKING DATABASE

### NOTES ON ALNWICK

1. Thursday was the designated market day according to a sign by the Market Square. However Friday was a Farmers' Market. There were more stalls in the Farmers' Market.
2. The Market Square is a parking anomaly. It is designated as a Pedestrian area – however cars were parked in there on both days among the (few) market stalls. There seems to be some confusion in the town as to who is responsible for managing this parking oddity. I got this piece of information from the local MP (who was in the town on Friday) and from one of the local shopkeepers. Barriers had been erected on the Friday to prevent vehicle access.
3. Parking is clearly signed and delineated in the off street car parks. Less so for the on street parking, which has a mixture of clearly marked parking bays and some “free format” space that would accommodate a larger number of small cars or a smaller number of large cars. There was some double yellow lining in the Bondgate Cobbles area for example – but it was old and dirty and it was not clear if it was operational. Had I been a visiting motorist I would not have taken the risk – but others might.
4. Clayport Street was confusing. Some space was part of the pay & display parking but other space was questionable. Again the visiting motorist would be in some doubt as to whether this space was part of the pay & display area.
5. Greenwell Road was really five different car parks side by side labelled Greenwell Road 1, Greenwell Road 2 etc. All of Greenwell 5, and part of Greenwell 4, were for Permit Holders only. Permits available from Northumberland County Council (fee unknown). They are listed separately below.

<b>Name:</b>	Bondgate Within
<b>On Street/ Car Park:</b>	On Street (mix of free format and designated spaces)
<b>Total Spaces:</b>	55
<b>Short Stay Spaces: (4 hours and under)</b>	52
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	3
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Two hour max £1.60)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	20
<b>Vacant Spaces on a Market Day:</b>	25
<b>Vacant Spaces on Farmers' Market Day:</b>	15
<b>Illegal Spaces on a Non Market Day:</b>	10
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	6

<b>Name:</b>	Bondgate Hill Cobbles
<b>On Street/ Car Park:</b>	On street
<b>Total Spaces:</b>	52
<b>Short Stay Spaces: (4 hours and under)</b>	52
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Two hour max £1.60)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	11
<b>Vacant Spaces on a Market Day:</b>	20
<b>Vacant Spaces on Farmers' Market Day:</b>	14
<b>Illegal Spaces on a Non Market Day:</b>	6
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	1

<b>Name:</b>	Clayport St
<b>On Street/ Car Park:</b>	On street (free format)
<b>Total Spaces:</b>	12
<b>Short Stay Spaces: (4 hours and under)</b>	12
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Two hour max for £1.60)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	4
<b>Vacant Spaces on a Market Day:</b>	6
<b>Vacant Spaces on Farmers' Market Day:</b>	7
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Fenkle St Cobbles
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	44 app (Mix of free format & designated spaces)
<b>Short Stay Spaces: (4 hours and under)</b>	44
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Two hour max for £1.60)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	14
<b>Vacant Spaces on a Market Day:</b>	21
<b>Vacant Spaces on Farmers' Market Day:</b>	8
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0



<b>Name:</b>	Market St
<b>On Street/ Car Park:</b>	On street
<b>Total Spaces:</b>	7
<b>Short Stay Spaces: (4 hours and under)</b>	7
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Two hour max for £1.60)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p>
<b>Vacant Spaces on a Non Market Day:</b>	1
<b>Vacant Spaces on a Market Day:</b>	1
<b>Vacant Spaces on Farmers' Market Day:</b>	0
<b>Illegal Spaces on a Non Market Day:</b>	1
<b>Illegal Spaces on a Market Day:</b>	1
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Pottergate
<b>On Street/ Car Park:</b>	On street
<b>Total Spaces:</b>	17 app (free format)
<b>Short Stay Spaces: (4 hours and under)</b>	17
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a (Three hour max for £2)</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	11
<b>Vacant Spaces on a Market Day:</b>	11
<b>Vacant Spaces on Farmers' Market Day:</b>	9 but three spaces suspended because of construction works
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Greenwell Road A
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	85
<b>Short Stay Spaces: (4 hours and under)</b>	82
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	3
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	34
<b>Vacant Spaces on a Market Day:</b>	37
<b>Vacant Spaces on Farmers' Market Day:</b>	25
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Greenwell Road B
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	41
<b>Short Stay Spaces: (4 hours and under)</b>	41
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p;</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50;</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00;</p>
<b>Vacant Spaces on a Non Market Day:</b>	17
<b>Vacant Spaces on a Market Day:</b>	29
<b>Vacant Spaces on Farmers' Market Day:</b>	27
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Greenwell Road C
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	49
<b>Short Stay Spaces: (4 hours and under)</b>	47
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	17
<b>Vacant Spaces on a Market Day:</b>	15
<b>Vacant Spaces on Farmers' Market Day:</b>	26
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Greenwell Road D
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	82 (42 for Permit Holders)
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	79
<b>Disabled Spaces:</b>	3
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	12
<b>Vacant Spaces on a Market Day:</b>	3
<b>Vacant Spaces on Farmers' Market Day:</b>	3
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Greenwell Road E
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	28 Permit Holders only
<b>Short Stay Spaces: (4 hours and under)</b>	28
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? permit</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? permit</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? permit</p>
<b>Vacant Spaces on a Non Market Day:</b>	5
<b>Vacant Spaces on a Market Day:</b>	0
<b>Vacant Spaces on Farmers' Market Day:</b>	0
<b>Illegal Spaces on a Non Market Day:</b>	2
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Roxburgh Place Car Park
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	46 app (Free format so indistinct)
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	46
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	28
<b>Vacant Spaces on a Market Day:</b>	23
<b>Vacant Spaces on Farmers' Market Day:</b>	8
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0



<b>Name:</b>	Dispensary St
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	75
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	74
<b>Disabled Spaces:</b>	1
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	50
<b>Vacant Spaces on a Market Day:</b>	39
<b>Vacant Spaces on Farmers' Market Day:</b>	29
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Pottergate New Row
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	22
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	21
<b>Disabled Spaces:</b>	1
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.50</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.00</p>
<b>Vacant Spaces on a Non Market Day:</b>	8
<b>Vacant Spaces on a Market Day:</b>	10
<b>Vacant Spaces on Farmers' Market Day:</b>	7
<b>Illegal Spaces on a Non Market Day:</b>	0
<b>Illegal Spaces on a Market Day:</b>	1
<b>Illegal Spaces on a Farmers Market Day:</b>	0

<b>Name:</b>	Morrisons
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	141
<b>Short Stay Spaces: (4 hours and under)</b>	135
<b>Long Stay Spaces: (Over 4 hours)</b>	n/a
<b>Disabled Spaces:</b>	6
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 (fixed rate for an hour and a half: refunded on a £5 spend)</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
<b>Vacant Spaces on a Non Market Day:</b>	62
<b>Vacant Spaces on a Market Day:</b>	40
<b>Vacant Spaces on Farmers' Market Day:</b>	12
<b>Illegal Spaces on a Non Market Day:</b>	1
<b>Illegal Spaces on a Market Day:</b>	0
<b>Illegal Spaces on a Farmers Market Day:</b>	0

## TOWN CENTRE USERS SURVEY

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

Car Parking

Retail Offer

Physical improvements

Pedestrianise

Key

- "none, it's really good"
- "Free parking and marking the taxi rank Out so it is for taxis only"
- "Try to get more shops. Upgrade the bus station"
- "Stop the parking in the market square, more variety of shops."
- "Free parking for residents"
- "Having to pay to use the doctors surgery car park is ridiculous - some people are just in & out, it should be maximum stay then pay after an hour or something to that effect. Make the market bigger with more variety?"
- "Pedestrianise selected streets. No parking in marketplace in summer"
- "The town needs to be encouraging new local small businesses to open by offering to drastically reduce rents and rates, and providing start up grants and business support. Parking for residents of Alnwick should be free, by way of a residents' permit."
- "Get another petrol station and supermarket in the town."
- "Free parking for short stay, if you need to pop to the bank or a shop, you can't always park near and it costs 40p every time. The public toilets in the town centre and by the playhouse are a disgrace."
- "The public loos are a disgrace. They're filthy and dirty and visitors are given a really bad impressions of Alnwick. I've been in several times over this summer and it was embarrassing to see the mess and hear the remarks from visitors and townspeople. What's the point of trying to showcase a town and giving people medieval style toilets. That's not the history they're after."
- "Let local residents - or surrounding areas apply for parking permits so we don't always need cash to park Improve bus access from villages"
- "I would like to see a wider variety of chain stores ( m+s or next) I would like to have less charity shops"
- "A variety of shops and free parking"
- "Improve the condition of the roads in and around the town centre. Reduce the parking fees or introduce free parking for local residents"
- "Greater variety of shops. No vehicle access to town centre."
- "Roundabout at the column. Roundabout outside Lidl"
- "Improve public conveniences. They are dirty and very basic. So doesn't give a good impression of the town."

- "Free parking. Something for teenagers to to evenings and at the weekend"
- "Free car parking like Cramlington, Blyth and Ashington. Better buses through outlining villages like Newton on the Moor and Swarland as they have no public transport at all running through the villages since Arriva were allowed to stop servicing these villages."
- "Sort out parking in town square. Enforce no parking rules on Narrowgate"
- "Cobbled sloping parking areas can be slippy and hazardous. Town could be made more accessible especially for less mobile by improvement to these surfaces. Greater choice of comparison goods"
- "FREE PARKING. MORE PUBLIC SEATING"
- "Improve the cobbles on Bond gate within and Market street. Make more use of the Market Square"
- "A Vibrant, well managed market A stronger cultural and historical presence for both locals and tourists"
- "Keeping the town clean & tidy Letting empty units"
- "Pedestrianise Narrowgate. Improve cleanliness"
- "Refurbishment of cobbles Bondgate Within. General cleanliness and condition of empty buildings & half finished buildings."
- "Remove the bloody awful cobbles in Bondgate within and replace with a traditional style but modern material which is sound and easy to walk on! Prevent pavements being blocked with 'A' board advertisers and cars blocking pavements."
- "Free car parking. More shops and less charity shops"
- "We need more high street shops - a Next or another clothing option, I would be the last to want this to overtake but the balance is not right. People now visit Morpeth more as they have more shops. Investment is needed in the schools urgently - invest in the children and you will attract more families moving here which increase investment overall."
- "Use of Northumberland Hall for more events especially the Farmers Market during the winter could be positioned in the Hall. The bus station is a disgrace and needs to be more like Morpeth's"
- "Car parking. Encourage more new business and less charity shops"
- "Persuade Marks and Spencer to open a store here. Improve the toilet facilities..they are dreadful. Put more resources into de weeding pavements, litter picking etc. Clean off the chewing gum. Celebrate the town with more flowers."
- "Free limited time centre parking 2-3 hours to all carparks. Free on Sunday"
- "Reduce rents to attract quality independent retail outlets. Reduce car parking fees."
- "Free limited time centre parking 2-3 hours to all carparks. Free on Sunday. Disguise empty premises with interesting window displays (historical info etc)"
- "Free parking. More shops"
- "More car parking spaces, many times people say they could not find a parking space and when charges are removed our main car park is right next to a major visitor attraction who still charge for parking. A better variety of shops there are too many cafes, pubs and hairdressers. Especially as when the high school is built a lot of the sandwich shops will close. Do something now for the future or we will lose the

charm and uniqueness of our market town. There are no gift shops, linen shops or white good shops."

- "Public toilets ????? Get rid of traffic wardens???"
- "Free parking. Clear all business signage from the pavements!!!"
- "1) Enforce property owners to keep their properties in good physical and ascetically pleasing order. 2) Sort out the parking in the Market Square. At present it looks totally random and work out a way to remove the clutter of signage and yellow lines around the Town Centre. Make the Town Centre and Market Square parking zones thus allowing a more ascetically satisfying vista for both residents and visitors."
- "Remove parking from market place"
- "Longer opening hours for banks."
- "- free car parking space - **diversity of shops**"
- "Pedestrians only Bondgate within (with time restrictions for evening access) More car parking needed or a better town service shuttle bus."
- "**Wider variety of shops**. Cleaning/decoration of existing shop fronts"
- "**Better shops**, better places to eat"
- "The Greenwell Road pavement on the town side is very scruffy and in poor condition, presenting a negative image to visitors and users of the car parks. **There are too many charity shops and not enough small traders selling unique products to attract visitors**. There are a number of empty premises in the town centre."
- "Better care of the footpaths they are very poor. Make the property owners look after their buildings Market Place op Northumberland Hall is both an eyesore and very unsafe with slates slipping all the time."
- "pedestrianisation of Narrowgate. Dog fouling measures"
- "Pedestrianise it. **Widen the variety of shops on offer**."
- "1) Remove car parking from market place. 2) introduce pedestrian scheme along Narrowgate"
- "Improve traffic flow - try to create a pedestrianized area around Narrowgate. Promote development in the centre - the physical layout, due to the historic nature of the shops and listed buildings do not lend themselves to the needs of modern retailers – that's one of the reasons they can't be attracted to the town."
- "Car Parking must be made free. **More shops are required at affordable rents**."
- "**We need more brand shops, in particular electrical, men's clothing, computer and mobile phone retailers**. Also we need to provide a modern purpose built youth center to cater for all the young people in our town. The shop fronts need bringing up to date. Make the rates and rents fair and affordable to prevent shops closing."
- "**Widen the variety of retail opportunities**. Develop the market to a better standard with more quality stalls"
- "Make it cleaner. **Improve toilets**. Put more flowers around. Looking forward to Weatherspoons..will bring visitors in to town."
- "1) Pedestrianise Narrowgate. 2) Improve Car Parking."
- "**Improve the maintenance of the footpaths and Cobbles**. Declare the whole centre shared space with a 20mph speed limit and a pedestrian priority core zone."
- "Pedestrianised zone. leisure facility"

- "Pedestrianisation of Bondgate within from junction with Market Street towards Narrowgate. More car parking"
- "Reduce shop rents to encourage more diversity. Improve / repair buildings in heart of Alnwick e.g. roofs and first floors of older structures "
- "No cars in the market place. More street furniture, planters and Trees instead. Pedestrianisation of Narrowgate and Fenkle Street. Better public toilet facilities. More activities/festivals in the Market Place."
- "1. Make main shopping areas more pedestrian friendly. 2. Better Toilets"
- "Free parking. Fewer charity shops"
- "Free short term parking. Less aggressive traffic wardens"
- "Encourage better shops to town i.e. Marks and Spencer. Encourage pedestrians to use crossings and not to jay walk"
- "Pedestrianise Narrowgate; currently dangerous & hostile to visitors & residents. Reduce issue of parking tickets"
- "Increase pedestrianisation - ie keep traffic off the market square, close off Narrowgate, limit parking. Make parking free in car parks surrounding the town centre"
- "Removal of unnecessary street signs and clutter. Improvement of the cobbles; they are difficult to walk on and the surface is breaking up in places"
- "Encourage an M&S Food or Waitrose to come to the town centre (not outskirts) as Morpeth's offering draws locals away. Increase availability of access and parking for 'locals', thereby encouraging them to stay and use the local facilities."
- "TAKE CARS OUT OF THE MARKET SQUARE. PUT IN A ZEBRA CROSSING."
- "Free Parking. More shops"
- "More shops which are family orientated i.e. low cost children's clothing and shoes. Free parking"
- "Sort out the parking/no parking problem in Market Square. More variety of shops"
- "Pedestrianise the Bondgate Within/Narrowgate/Fenkle Street triangle as far as the Bondgate Tower. This would actually make visiting the town quite pleasant. Prevent parking in the Market Place - it makes the town look a mess and is dangerous. It is already prohibited, but not enforced."
- "More car parking spaces needed for people who commute to town for work; if I have to go out of town on business, finding a spot to park on return through the day in summer is virtually impossible. A park and ride scheme for those wish to park all day would leave town centre places for visitors and shoppers. Cleanliness of pavements, etc. needs improved, this would be greatly helped if schoolchildren did not have to eat their lunches while wandering around the town centre. Pigeon droppings around Bondgate tower are a problem as is dog fouling."
- "1. Improved pedestrian access from one place to another within the town centre (not full pedestrianisation, but improved routes / accessibility). 2. Cheaper parking / parking ticket that can be transferred between two car parks. For example, if I have parked at the top end of Alnwick, I will not pay to park elsewhere within the town if I need to move the car to another part. I need to move the car because the routes around the town are not accessible, particularly with children."

- "1. Sort out the parking mess in the Market Place! 2. Introduce more pedestrian-priority and disabled-friendly areas, especially in Narrowgate."
- "More little shops. Better lighting in car parks"
- "Bigger and better located Public Toilets. Cleaner Streets"
- "Reset cobbles. Revamp market place so that it can be used for both car parking AND expand its use for leisure"
- "Sort out the car parking it is ridiculous at present especially the market place!! Better variety in shops if big chains wish to come let them i.e. Wetherspoons if the local traders don't want to help themselves so be it, but the town needs to move forward"
- "Free car parking on the cobbles and adjoining streets. Repair the cobbles."
- "Reduce the amount of road works/ pavement disruptions, closed roads. Improve the car parking and make it FREE. Find ways of reducing the number of empty shops. Encourage new enterprise, even if it is only on a short term basis. NO more charity shops - we have too many and gives a very bad impression of the town. Unclog the blocked drains - already there are a number that appear not to have been cleared and now have leaves on them. Repair the loose pavement slabs - they are dangerous."
- "Improve pedestrian access/ limited pedestrianisation. Wider variety of cultural activities in and around the Market Place"
- "New public toilets and new bus shelter with more buses"
- "Better toilet facilities. Better bus services"