



Market Town Benchmarking

Measuring the performance of town centres

Berwick 2013 Report

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the social enterprise focusing on the needs of towns across Britain

EXECUTIVE SUMMARY

Retail

56% of the units in the town centre are A1 Shops whilst 12% are A2 Financial and Professional Services and 8% A3 Restaurants and Cafes.

88% of the A1 Shops in Berwick 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.

70% of the A1 shops in Berwick are Regional/ Independent whilst 40% have a nationwide presence, 10% of which are Key Attractors.

85% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (43%) or 'Poor' (42%) 38% higher than the National Small Towns average.. Improvement to the 'retail offer' was one of the key themes to emerge when town centre users were asked to make suggestions.

79% of town centre users stayed in Berwick town centre for less than 2hours.

Vacancy rates: 9% of the units in the defined town centre were vacant at the time of the audit, 1% higher than the National Small Towns average. 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%. A number of qualitative comments centred on the need to reduce the number of vacant premises in the town centre.

Market: 4 market traders were present at the time of the weekday Audit in November, noticeably lower than the Regional (15), National (17) and Typology (14) figures.

Footfall: Footfall in Berwick on a Market Day is 177 persons per 10 minutes, whilst on a Non Market Day the figure drops to 116. Both counts are higher than the National Small Towns (122/90) and North East Small Towns (154/115) figures but lower than the Typology figures. (181/135)

Car Parking: Overall, on a Market Day 48% of all car parking is vacant, whilst this figure increases to 56% on a Non Market Day. Both figures are noticeably higher than the National Small Towns average of 28% on a Market Day and 36% on a Non Market Day. 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. It was noted during the retail audit a large number of cars were parked illegally in on street areas.

90% of business respondents and 73% of town centre users stated that 'Car Parking' was a negative aspect of operating in Berwick Town Centre.

Business Confidence: 79% of businesses reported that compared to last year their turnover had 'Decreased', noticeably higher than the Regional (24%), National (28%) and Typology 6 (figures).

76% of businesses stated 'Competition from out of town supermarkets' and 67% 'Rental values/ property costs' were negative aspects of operating in the town centre.

Three quarters of the respondents to the Business Survey stated that 'Potential local customers' were a positive aspect of operating in Berwick town centre whilst 85% stated 'Potential tourist customers'.

Town Centre Users: 35% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre.

74% of town centre users felt that the physical appearance of Berwick was either 'Poor' (51%) or 'Very Poor' (23%), 48% higher than the National Small Towns average.

74% of town centre users stated that 'Shopping' was a negative aspect of Berwick.

Business:

79% of businesses reported that compared to last year their turnover had 'Decreased'.

68% of businesses reported that compared to last year their profitability had 'Decreased.'

76% stated 'Competition from out of town supermarkets' and 67% 'Rental values/ property costs' were negative aspects of operating in the town centre. The latter was a theme to emerge from the qualitative analysis of the town centre users surveys, where respondents felt that 'Rates/ Rents' should be reduced.

Three quarters of the respondents to the Business Survey stated that 'Potential local customers' were a positive aspect of operating in Berwick town centre whilst 85% stated 'Potential tourist customers'. From the Shoppers Origin analysis, 48% of post codes gathered were from Tourists.

Users Views:

74% of town centre users stated that 'Shopping' was a negative aspect of Berwick, 32% higher than the National Small Towns average, whilst 73% stated 'Car Parking' and 69% 'Physical Appearance.'

74% of town centre users felt that the physical appearance of Berwick was either 'Poor' (51%) or 'Very Poor' (23%).

59% of respondents reported that the 'leisure and cultural' offering in Berwick town centre was 'Poor' (36%) or 'Very Poor' (23%).

INTRODUCTION

The Approach

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

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

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. Berwick with 264 units is classed as a Large Town. However, due to the borderline nature of Berwick's classification and a small Large Town sample group for the purpose of this report National and Regional figures refer to Small Towns.

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. Berwick is classed as a Typology 6 town.

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

The Reports

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

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

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

METHODOLOGY

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

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

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

KEY FINDINGS

KPI 1: Total Number of Commercial Units

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

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

Table of Use Classes

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

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

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 240 occupied units recorded.

	Berwick %	North East Small Towns %	National Small and Towns %	Typology 6 %
A1	56	53	53	53
A2	11	13	14	12
A3	8	9	8	7
A4	5	5	4	6
A5	2	4	5	5
B1	5	3	3	3
B2	0	0	0	0
B8	0	0	0	0
C1	5	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	4	6	6	5
D2	1	1	1	1
SG	3	5	5	6
Not Recorded	0	0	0	0

56% of the units in the town centre are A1 Shops whilst 11% are A2 Financial and Professional Services and 8% A3 Restaurants and Cafe.

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.

	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Comparison	88	76	79	77
Convenience	12	24	21	23

88% of the A1 Shops in Berwick town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.

KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad.

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

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

	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Key Attractor	7	8	6	8
Multiple	23	27	19	29
Independent/ Regional	70	65	75	64

70% of the A1 shops in Berwick are Regional/ Independent whilst 30% have a nationwide presence, 7% of which are Key Attractors.

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.

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

9% of the units in the defined town centre were vacant at the time of the audit. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

KPI 5: Number of markets / traders

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

	Berwick	North East Small Towns	National Small Towns	Typology 6
Average number of traders at a market	4	15	17	14

4 market traders were present at the time of the weekday Audit in November, noticeably lower than the Regional (15), National (17) and Typology (14) figures. However, it must be noted that in the Summer months this figure exceeds 10 market traders. A Saturday market is also held, attracting 6 traders in the Winter and over 14 in the Summer.

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

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

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

	Berwick	North East Small Towns	National Small Towns	Typology 6
Zone A	£45	£28	£27	£28
% Net Yield	8	8	8	8

Following a mystery enquiry to a local agent, the average Zone A rent in the prime retail area is £45 per sq. ft whilst the Yield is 8%.

KPI 8: Footfall Counts

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

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town, outside Burtons, 52 Marygate.

	Berwick	North East Small Towns	National Small Towns	Typology 6
Market Day	177	154	122	181
Non Market Day	116	115	90	135

The table highlights that footfall in Berwick on a Market Day is 171 persons per 10 minutes, whilst on a Non Market Day the figure drops to 116. Both counts are higher than the National Small Towns (122/90) and North East Small Towns (154/115) figures but lower than the Typology figures. (181/135)

Individual footfall counts are provided in the tables below. The highest individual 10 minute count was between 12.00-12.10 on the Market Day with 236 persons.

Count Point Location: Outside Burton, Marygate St			
Time	Non Market Day	Time	Market Day
10.00-10.10	68	10.00-10.10	162
11.00-11.10	139	11.00-11.10	133
12.00-12.10	140	12.00-12.10	236
Totals	347	Totals	531
Average	116	Average	177

Count Point Location: Outside Newcastle Building Society, Hide Hill			
Time	Tuesday Count	Time	Wednesday (Market Day) Count
10.30-10.40	63	10.30-10.40	75
11.30-11.40	76	11.30-11.40	80
12.40-12.50	93	12.40-12.50	69
Totals	232	Totals	224
Average	77	Average	75

KPI 9: Car Parking Availability and Usage

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

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

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

	Berwick No.	Berwick %	North East Small Towns %	National Small Towns %	Typ. 6 %
Car Park:					
Total Spaces:	981	84	90	88	91
Short Stay Spaces: (4 hours and under)	218	22	51	47	52
Long Stay Spaces: (Over 4 hours)	736	75	42	41	46
Disabled Spaces:	27	3	3	4	2
Not Registered	0	0	3	8	0
Vacant Spaces on a Market Day:	469	48	27	30	29
Vacant Spaces on a Non Market Day:	549	56	34	38	38
On Street:					
Total Spaces:	189	16	10	12	9
Short Stay Spaces: (4 hours and under)	189	100	59	56	48
Long Stay Spaces: (Over 4 hours)	0	0	36	36	46
Disabled Spaces:	0	0	6	4	5
Not Registered	n/a	0	0	4	0
Vacant Spaces on a Market Day:	93	49	18	14	30
Vacant Spaces on a Non Market Day:	112	59	26	22	41

Overall					
Total Spaces:	1070	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	407	35	52	48	51
Long Stay Spaces: (Over 4 hours)	736	63	41	40	46
Disabled Spaces:	27	2	3	4	3
Not Registered	0	0	3	7	0
Vacant Spaces on a Market Day:	562	48	26	28	29
Vacant Spaces on a Non Market Day:	661	56	33	36	38

84% of all car parking in Berwick is in designated car parks.

Overall, on a Market Day 48% of all car parking is vacant, whilst this figure increases to 56% on a Non Market Day. Both figures are noticeably higher than the National Small Towns average of 28% on a Market Day and 36% on a Non Market Day. 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.

	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
What is the nature of your business?				
Retail	90	58	59	56
Financial/ Professional Services	5	20	18	19
Public Sector	0	2	2	2
Food and Drink	5	10	12	17
Other	0	11	10	6
What type of business are you?	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Multiple Trader	14	10	11	10
Regional	10	5	6	9
Independent	76	85	83	81

76% of respondents were 'Independent' businesses, in that they are unique to Berwick.

How long has your business been in the town?	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Less than one year	10	7	7	4
One to five years	5	22	21	14
Six to ten years	5	14	15	7
More than ten years	81	57	57	75

81% of the businesses who responded to the survey had operated in Berwick for 'More than ten years.'

Compared to last year has your turnover.....?,	Berwick %	North East Towns %	National Small Towns %	Typology 6 %
Increased	5	43	38	23
Stayed the same	16	33	34	31
Decreased	79	24	28	46

79% of businesses reported that compared to last year their turnover had 'Decreased', noticeably higher than the Regional (24%), National (28%) and Typology 6 (figures).

Compared to last year has your profitability.....?	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Increased	11	36	30	16
stayed the same	21	32	37	35
Decreased	68	32	33	49

68% of businesses reported that compared to last year their profitability had 'Decreased.'

Over the next 12 months do you think your turnover will.....?	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Increase	15	47	44	31
stay the same	35	38	40	43
Decrease	50	15	16	26

50% of businesses stated that they expected their turnover to 'stay the same.'

What are the positive aspects of having a business located in the town? (Multiselect)	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	30	45	45	27
Labour pool	5	11	10	9
Environment	20	32	30	17
Geographical location	30	50	49	34
Mix of retail offer	20	40	39	23
Potential tourist customers	85	33	41	28
Potential local customers	75	76	78	82
Affordable housing	5	7	8	18
Transport links	25	26	26	26
Car parking	10	39	39	46
Rental values/property costs	10	19	16	17
Market(s)	30	16	18	18
Other	5	4	5	3

Three quarters of the respondents to the Business Survey stated that 'Potential local customers' were a positive aspect of operating in Berwick town centre whilst 85% stated 'Potential tourist customers'.

What are the negative aspects of having a business located in the town? (Multiselect)	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	52	15	17	39
Labour pool	10	7	6	6
Environment	10	4	5	12
Geographical location	33	9	7	13
Mix of retail offer	29	20	19	23
Potential tourist customers	5	10	7	11
Potential local customers	14	3	3	4
Affordable housing	10	11	10	4
Transport links	19	12	14	19
Car parking	90	58	53	46
Rental values/property costs	67	34	35	38
Market(s)	10	9	10	9
Local business competition	14	18	18	19
Competition from other places	29	33	33	37
Competition from town centre supermarkets	29	n/a	n/a	n/a
Competition from out of town supermarkets	76	n/a	n/a	n/a
Competition from the Internet	52	31	39	31
Other	5	6	7	7

90% of business respondents stated that 'Car Parking' was a negative aspect of operating in Berwick Town Centre, whilst 76% stated 'Competition from out of town supermarkets' and 67% 'Rental values/ property costs.'

Has your business suffered from any crime over the last 12 months?	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Yes	24	27	26	23
No	76	73	74	77
What type of crime has your business suffered over the last 12 months (Multiselect)	Berwick %	North East Small Towns %	National Small Towns %	Typology 6 %
Theft	60	72	72	43
Abuse	20	13	13	13
Criminal damage	20	34	39	52
Other	0	2	6	0

76% of businesses had not suffered any crime over the last 12 months.

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

The comments from the Businesses are supplied below, a number highlighting the need to 'improve car parking' and 'car parking fees'.

- "Reduce rent and rates to attract other businesses. Need something to make people aware of the shops and restaurants- not just on the main street. Too many empty shops."
- "Improved parking. Improving the High Street."
- "Parking on the High Street. Tidy up High Street."
- "Reduce rent and rates. Advertise town centre and surrounding, more need to bring people into town."
- "Abolish parking charges. Provide grants for shop front maintenance to improve appearance of town."
- "On street parking. Free off street car parks."
- "Bomb it"
- "Free car parking and parking on Marygate."
- "Bring back easy access parking. Reduce business rates."
- "Cheaper rents and rates. Free parking at weekend."
- "Free car parking. Reduction in over zealous traffic wardens."
- "Reverse rating system."
- "Bigger market. Town centre attractions."

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 215 responses from the Town Centre Users Survey.

	Berwick %	North East Small Towns%	National Small Towns%	Typ. 6 %
Gender				
Male	42	42	38	41
Female	58	58	62	59
Age				
16-25	7	6	8	7
26-35	14	10	10	12
36-45	17	19	17	19
46-55	29	21	19	21
56-65	23	24	20	23
Over 65	10	20	26	17

What do you generally visit the Town Centre for?				
Work	20	14	15	13
Convenience Shopping	20	51	42	49
Comparison Shopping	11	4	5	6
Access Services	23	15	17	16
Leisure	19	10	13	10
Other	6	6	9	6

23% of town centre users visited Berwick to 'Access Services'.

How often do you visit the Town Centre				
Daily	26	29	29	26
More than once a week	26	43	39	41
Weekly	22	16	15	18
Fortnightly	8	4	5	4
More than once a Month	4	2	3	3
Once a Month or Less	14	6	7	8
First Visit	0	0	2	0

74% of those interviewed visited Berwick at least once a week.

How do you normally travel into the Town Centre?				
On Foot	31	36	37	35
Bicycle	1	1	2	1
Motorbike	1	0	1	0
Car	59	56	53	55
Bus	6	6	6	8
Train	2	0	1	0
Other	1	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	4	3	3	4
£0.01-£5.00	14	11	13	11
£5.01-£10.00	20	24	26	24
£10.01-£20.00	35	30	32	32
£20.01-£50.00	23	24	20	23
More than £50.00	4	7	6	6

59% of town centre users travelled into Berwick by 'car'.

35% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre.

How do you rate the physical appearance of the town centre?				
Very Good	1	11	17	5
Good	26	49	58	37
Poor	51	28	20	37
Very Poor	23	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	2	10	16	5
Good	45	55	63	47
Poor	42	27	18	36
Very Poor	11	7	4	12

74% of town centre users felt that the physical appearance of Berwick was either 'Poor' (51%) or 'Very Poor' (23%), 48% higher than the National Small Towns average.

45% of town centre users rated the cleanliness of Berwick as 'Good'.

How do you rate the variety of shops in the town centre?				
Very Good	1	7	8	5
Good	15	37	44	24
Poor	43	36	36	38
Very Poor	42	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	4	8	10	3
Good	37	44	49	34
Poor	36	35	33	40
Very Poor	23	14	8	22

85% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (42%) or 'Poor' (43%), 38% higher than the National Small Towns average.

59% of respondents reported that the 'leisure and cultural' offering in Berwick town centre was 'Poor' (36%) or 'Very Poor' (23%).

What are the positive aspects of the Town Centre?				
Physical appearance	17	41	56	25
Shopping	15	42	49	29
Restaurants	22	44	44	36
Access to Services	63	73	75	68
Leisure Facilities	6	30	28	21
Cultural Activities	30	18	24	12
Pubs/ Bars/ Nightclubs	21	30	37	23
Transport	17	36	43	34
Ease of walking around the town centre	66	72	75	68
Convenience e.g. near where you live	48	71	70	66
Safety	26	39	48	31
Car Parking	10	41	46	38
Markets	20	25	34	17
Other	5	3	7	4

The three most positive aspects of the town centre according to users were, 'Ease of walking around the town centre' (66%), 'Access to services' (63%) and 'Convenience e.g. near where you live'. (48%)

What are the negative aspects of the Town Centre?				
Physical appearance	69	43	29	60
Shopping	74	48	42	62
Restaurants	33	23	28	25
Access to Services	11	8	10	9
Leisure Facilities	47	34	37	44
Cultural Activities	24	40	37	45
Pubs/ Bars/ Nightclubs	30	30	27	34
Transport	26	22	22	20
Ease of walking around the town centre	10	7	9	7
Convenience e.g. near where you live	12	6	8	8
Safety	12	13	13	15
Car Parking	73	40	39	43
Markets	28	32	29	37
Other	7	10	12	10

74% of town centre users stated that 'Shopping' was a negative aspect of Berwick, 32% higher than the National Small Towns average, whilst 73% stated 'Car Parking' and 69% 'Physical Appearance.'

How long do you stay in the Town Centre?				
Less than an hour	32	38	36	42
1-2 Hours	47	40	40	39
2-4 Hours	18	11	12	10
4-6 Hours	2	3	3	2
All Day	10	7	8	6
Other	1	1	1	1

79% of respondents stayed in Berwick town centre for less than 2hours.

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

'Car Parking', specifically in terms of reducing fees was a key theme to emerge from the qualitative comments.

- "Make parking charges in line with rest of County. May encourage more to visit town"
- "Free parking for 30 minutes"
- "Short stay car parking on the high street is an absolute must. Reduced parking charges throughout the town. Lack of parking on the high street, high charges and the aggressive traffic wardens have and continue to kill Berwick town centre and as a local resident we rarely use it, instead opting for free, easy out of town parking."
- "1. Scrap parking charges for up to 2hrs. No other border town applies them (Scottish side) making them a much more appealing prospect to visit, especially for services such as banking. I begrudge paying a parking fee when I need to pay cheques in over the counter or speak to someone face-to-face."
- "1. Make all off street parking free, charge for on street parking, £1 for 20mins. This achieves good traffic management, stopping drivers driving around the town trying to find a free space, should go then, straight to a free car park."
- "Car Parking - there is probably enough (just) Signage is not good; coach provisions still insufficient and not well enough advertised but ABOVE ALL (BY A MILE) people don't like the unfairness of paying for it here compared to across border and in south of County. This perceived (AND PERCEPTION CREATES ITS OWN REALITY) as meaning that it is expensive to visit Berwick and the bad signage contributes to the idea that there is nowhere to park. These are HUGE issues and major deterrents to locals and near locals (the biggest market sector he town has) coming in to the centre to shop. I would suggest free parking -time restrictions to remain to create the required turnover. This would be a MASSIVE BOOST to the central economy and not only save jobs but create them as well."
- "Expensive parking now usually go to one of the supermarkets"
- "1.Free parking with short stay parking in front of Boots & Home Bargains to enable people to just pop-in for items."
- "Free car parking."
- "Car parking facilities are too expensive for what the town has to offer. Free parking and more spaces would be an improvement."
- "Free short stay parking on high street"

Other themes to emerge were improving the 'Retail Offer', 'Reducing Rates and Rents' and dealing with the problem of 'Empty Units'.

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

KPI12: Shoppers Origin

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

The 487 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

	Berwick%	North East Small Towns %	National Small Towns %	Typology 6 %
Locals	41	57	53	61
Visitors	10	32	31	25
Tourists	48	11	16	14

Interestingly 48% of post codes gathered in the Shoppers Origin Survey were from 'Tourists'.

APPENDIX

The following towns all contributed to the Benchmarking System in 2013.

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

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

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

TYPOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)

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

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)

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

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

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

Group 4 : Young Families, Administrative Jobs

129 places (8%)

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

to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)

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

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)

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

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)

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

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

Group 8 : Age Mix, Professional Jobs

290 places (18%)

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

BUSINESS UNIT DATABASE

Berwick-upon-Tweed Town Centre Survey, July 2013						
Address		Name of	Type of	Type of Use	Use	Notes
No.	Street	Business	Business		Class	
2-6	Bridge End	Norman Hargreaves	Independent	Comparison	a1	
1-5	Bridge Street	Greaves West & Ayre	n/a	n/a	a2	
7	Bridge Street	The Music Shop	Independent	Comparison	a1	
9	Bridge Street	Tyne & Tweed Estate Agents	n/a	n/a	a1	
15	Bridge Street	Studio Hair Design	Independent	Comparison	a1	
17	Bridge Street	Wilson Cycles	Independent	Comparison	a1	
	Bridge Street	The Granary Youth Hostel	n/a	n/a	c1	
19	Bridge Street	Retro Gifts	Independent	Comparison	a1	
25	Bridge Street	Twenty Five	Independent	Comparison	a1	
27	Bridge Street	Heaven	Independent	Comparison	a1	
31	Bridge Street	Treasure Chest	Independent	Comparison	a1	
39	Bridge Street	Magna Tandoori	n/a	n/a	a3	
41-47	Bridge Street	Andela	n/a	n/a	a3	
49-51	Bridge Street	Adam Douglas & Sons	n/a	n/a	a2	
55	Bridge Street	n/a	n/a	n/a	n/a	vacant
55-57	Bridge Street	Lovedays	n/a	n/a	a2	
59	Bridge Street	The Barrels Ale House	n/a	n/a	a4	
6	Bridge Street	Crumbs	n/a	n/a	a3	
12-14	Bridge Street	n/a	n/a	n/a	n/a	vacant
16-18	Bridge Street	Cookcraft Kitchen Shop	Independent	Comparison	a1	
20	Bridge Street	n/a	n/a	n/a	n/a	vacant
22-26	Bridge Street	The Venue	Independent	Comparison	a1	
28-30	Bridge Street	The Green Shop	Independent	Convenience	a1	
32	Bridge Street	MOD	Independent	Comparison	a1	
40-42	Bridge Street	Towergate Insurance	n/a	n/a	a2	
44	Bridge Street	Top Dog Grooming Parlour	n/a	n/a	sg	
48	Bridge Street	The Market Shop	Independent	Convenience	a1	
52	Bridge Street	El Taperio	n/a	n/a	a3	

54	Bridge Street	Aurora	Independent	Comparison	a1	
56	Bridge Street	Quay Interiors	Independent	Comparison	a1	
60	Bridge Street	n/a	n/a	n/a	n/a	vacant
62	Bridge Street	Blind Man	Independent	Comparison	a1	
64	Bridge Street	n/a	n/a	n/a	n/a	vacant
7	Castlegate	Boots opticians	Key Attractor	Comparison	a1	
9	Castlegate	Border Crafts	Independent	Comparison	a1	
11	Castlegate	Cannon Fish Restaurant	n/a	n/a	a5	
13	Castlegate	The Wool Shop	Independent	Comparison	a1	
15	Castlegate	Castlegate Pharmacy	Multiple	Comparison	a1	
17	Castlegate	Dental Surgery	n/a	n/a	d1	
19	Castlegate	Red Lion	n/a	n/a	a4	
23	Castlegate	Berwick Probation Office	n/a	n/a	b1	
25-29	Castlegate	Pier Red	Independent	Comparison	a1	
31A	Castlegate	R. Norris	Independent	Convenience	a1	
31B	Castlegate	Danish Design	Independent	Comparison	a1	
33	Castlegate	Lindsay	Multiple	Comparison	a1	
35	Castlegate	Mockingbird	n/a	n/a	a3	
39-41	Castlegate	Baby Steps	Independent	Comparison	a1	
43-45	Castlegate	Stitch in Time	Independent	Convenience	a1	
49-51	Castlegate	K. Harrison	Independent	Convenience	a1	
57A	Castlegate	Berwick Antiques Centre	Independent	Comparison	a1	
57B	Castlegate	White Swan B&B	n/a	n/a	c1	
59-61	Castlegate	Sue Ryder	Multiple	Comparison	a1	charity
65	Castlegate	Neil & Sue	Independent	Comparison	a1	
71	Castlegate	Phone Corner	Regional	Comparison	a1	
73	Castlegate	Leah's	Independent	Comparison	a1	
75	Castlegate	The Free Trade	n/a	n/a	a4	
77	Castlegate	Ozkan's Grill	n/a	n/a	a5	
81	Castlegate	The Salon	Independent	Comparison	a1	
83A	Castlegate	Phoenix Gifts	Independent	Comparison	a1	
83B	Castlegate	Love Nails	n/a	n/a	sg	
85	Castlegate	The Sewing Room	Independent	Comparison	a1	
93	Castlegate	The White Horse	n/a	n/a	a4	
99-101	Castlegate	Cash & Carry Carpets	Independent	Comparison	a1	
103	Castlegate	The Castle	n/a	n/a	a4	
2	Castlegate	Co-operative	Multiple	Convenience	a1	

		supermarket				
2A	Castlegate	Café	n/a	n/a	a3	
4-6	Castlegate	Bridges	Independent	Comparison	a1	
8	Castlegate	Smiths Gore	n/a	n/a	a2	
12A	Castlegate	Zander Clark	Independent	Comparison	a1	
12B	Castlegate	Anglo-Scottish Fish Products	n/a	n/a	b1	
14	Castlegate	Berwick Wedding Parlour	Independent	Comparison	a1	
18	Castlegate	Berrydin Books	Independent	Comparison	a1	
20	Castlegate	Castlegate Fish Restaurant	n/a	n/a	a3	
28	Castlegate	The Retreat	n/a	n/a	sg	
42	Castlegate	n/a	n/a	n/a	n/a	vacant
44	Castlegate	The Barber Shop	Independent	Comparison	a1	
46	Castlegate	Whyteside House	n/a	n/a	c1	
52	Castlegate	Berwick Community Trust	n/a	n/a	b1	
	Castlegate	Northumberland CC Northstar Centre	n/a	n/a	d1	
3	Church Street	George Grieve Stationery	Independent	Comparison	a1	
5	Church Street	Maureens	Independent	Comparison	a1	
7-9	Church Street	TC Smith	n/a	n/a	a2	
11-13A	Church Street	Hair at Eleven	Independent	Comparison	a1	
13	Church Street	Sporran Gifts	Independent	Comparison	a1	
31	Church Street	The Corner House	Independent	Comparison	a1	
43	Church Street	Miranda's Guest House	n/a	n/a	c1	
51	Church Street	Ben More House B&B	n/a	n/a	c1	
53	Church Street	Church Street Clinic	n/a	n/a	d1	
	Church Street	Salvation Army	n/a	n/a	c1	
2	Church Street	Meg Maitland Ladies Wear	Regional	Comparison	a1	
6	Church Street	No. 6 Church Street	Independent	Comparison	a1	
8	Church Street	Age UK	Multiple	Comparison	a1	charity
10-12	Church Street	Berwick Animal Rescue	Independent	Comparison	a1	charity
24-26	Church Street	Fairbairn's Furniture	Independent	Comparison	a1	
40	Church Street	Police Station	n/a	n/a	d1	
48	Church Street	Blades	Independent	Comparison	a1	
50-54	Church Street	Kings Head	n/a	n/a	a4	
60	Church Street	The Head Gardener	Independent	Comparison	a1	
64	Church Street	Saints Hair & Beauty	Independent	Comparison	a1	
	Eastern Lane	The Maltings	n/a	n/a	d2	

16	Eastern Lane	Inness's Gents Hairstylist	Independent	Comparison	a1	
1	Foul Ford	Accountant	n/a	n/a	a2	
1	Golden Square	Bedrock's Night Club	n/a	n/a	sg	
2	Golden Square	Pizza Plus	n/a	n/a	a5	
3	Golden Square	Buzz Stop	Independent	Comparison	a1	
4	Golden Square	Coffee Stop Café	n/a	n/a	a3	
5	Golden Square	Chisholm	n/a	n/a	a2	
6-7	Golden Square	Portifino	n/a	n/a	a4	
8-9	Golden Square	Berwick Youth Project	n/a	n/a	d1	
	Golden Square	Charlie's	n/a	n/a	sg	
	Golden Square	Berwick Baptist Church	n/a	n/a	d1	
	Golden Square	The Leaping Salmon	n/a	n/a	a4	
	Hatters Lane	former Kwik Save	n/a	n/a	n/a	vacant
3	Hide Hill	Lime Shoe Company	Independent	Comparison	a1	
9	Hide Hill	Baguette Bar	n/a	n/a	a3	
11-13	Hide Hill	Polish shop	Independent	Convenience	a1	
15	Hide Hill	Fortes Restaurant	n/a	n/a	a3	
19	Hide Hill	Forth Bingo Club	n/a	n/a	d2	
23	Hide Hill	Homecare	Independent	Comparison	a1	
25	Hide Hill	The Brown Bear	n/a	n/a	a4	
27-45	Hide Hill	Kings Arms Hotel	n/a	n/a	c1	
47	Hide Hill	Lloyds TSB	n/a	n/a	a2	
4	Hide Hill	Square One	Independent	Comparison	a1	
6-8	Hide Hill	Shoe Care	Independent	Comparison	a1	
10-12	Hide Hill	Newcastle Building Society	n/a	n/a	a2	
14	Hide Hill	Ladbroke's	n/a	n/a	a2	
16	Hide Hill	The Lingerie Shop	Independent	Comparison	a1	
18	Hide Hill	The Flower Room	Independent	Comparison	a1	
20	Hide Hill	Live Act Music	Independent	Comparison	a1	
22-24	Hide Hill	Barclays Bank	n/a	n/a	a2	
26-28	Hide Hill	Foxton's Wine Bar	n/a	n/a	a4	
30-34	Hide Hill	Bella B	Independent	Comparison	a1	
36	Hide Hill	Aitchisons	n/a	n/a	a2	
40-44	Hide Hill	Royal Bank of Scotland	n/a	n/a	a2	
44-48	Hide Hill	Edwin Thompson	n/a	n/a	a2	
50	Hide Hill	Rettie	n/a	n/a	a2	
2	Love Lane	n/a	n/a	n/a	n/a	vacant
1	Marygate	Fairbairn Butchers	Independent	Convenience	a1	

3-5	Marygate	Ramsden's	n/a	n/a	a2	
7-9	Marygate	Semi-Chem	Regional	Comparison	a1	
13	Marygate	CC Fashion	Multiple	Comparison	a1	
15-27	Marygate	Sports Direct	Multiple	Comparison	a1	
29	Marygate	M & Co.	Multiple	Comparison	a1	
31-33	Marygate	Thomas Cook	Multiple	Comparison	a1	
35	Marygate	Claire's Accessories	Multiple	Comparison	a1	
37	Marygate	Santander	n/a	n/a	a2	
39	Marygate	n/a	n/a	n/a	n/a	vacant
41-43	Marygate	Mountain Warehouse	Multiple	Comparison	a1	
45-47	Marygate	Bon Marche	Multiple	Comparison	a1	
49-51	Marygate	Vision Express	Multiple	Comparison	a1	
53-55	Marygate	n/a	n/a	n/a	n/a	vacant
57	Marygate	Clarks Shoes	Key Attractor	Comparison	a1	
59	Marygate	Marshalls	Independent	Comparison	a1	
63	Marygate	British Heart Foundation	Multiple	Comparison	a1	
67	Marygate	n/a	n/a	n/a	n/a	vacant
69-75	Marygate	WH Smith	Key Attractor	Comparison	a1	
79	Marygate	Caffe Nero	n/a	n/a	a3	
81	Marygate	Edinburgh Woollen Mill	Multiple	Comparison	a1	
83-85	Marygate	Greenwoods Menswear	Multiple	Comparison	a1	
rear	Marygate	The Music Gallery	Independent	Comparison	a1	
87	Marygate	YMCA	Multiple	Comparison	a1	charity
91-95	Marygate	O2	Key Attractor	Comparison	a1	
103-105	Marygate	Pandora	Regional	Comparison	a1	
107	Marygate	Glendale Paints	Regional	Comparison	a1	
109	Marygate	Hairdresser	Independent	Comparison	a1	
113-115	Marygate	Specsavers	Multiple	Comparison	a1	
117	Marygate	Brewers Arms	n/a	n/a	a4	
119	Marygate	Ladbrokes	n/a	n/a	a2	
121-125	Marygate	-	n/a	n/a	n/a	vacant
127	Marygate	Pait Farrier Graham	n/a	n/a	a2	
129	Marygate	Grainger Games	Multiple	Comparison	a1	

131	Marygate	Youngman's Home Hardware	Regional	Comparison	a1	
4	Marygate	Style Ladies Wear	Independent	Comparison	a1	
8-10	Marygate	Café Crema	n/a	n/a	a3	
12-14	Marygate	Game Fair	Independent	Comparison	a1	
18	Marygate	Grahams Menswear	Independent	Comparison	a1	
22	Marygate	Thorntons	Multiple	Convenience	a1	
24	Marygate	Thomson	Multiple	Comparison	a1	
26	Marygate	Greggs	Multiple	Convenience	a1	
38	Marygate	Dorothy Perkins	Key Attractor	Comparison	a1	
40	Marygate	Berwick Local Artisans	Independent	Comparison	a1	
42-44	Marygate	n/a	n/a	n/a	n/a	vacant
46	Marygate	Card Factory	Multiple	Comparison	a1	
52	Marygate	Burton	Key Attractor	Comparison	a1	
44-46	Marygate	Evans	Multiple	Comparison	a1	
54-58	Marygate	Superdrug	Key Attractor	Comparison	a1	
60-68	Marygate	Boots	Key Attractor	Comparison	a1	
70	Marygate	New Look	Key Attractor	Comparison	a1	
72-74	Marygate	Holland & Barrett	Multiple	Convenience	a1	
76-80	Marygate	Home Bargains	Multiple	Comparison	a1	
82	Marygate	n/a	n/a	n/a	n/a	vacant
84	Marygate	Shoe Zone	Multiple	Comparison	a1	
86	Marygate	Ponden Home Interiors	Multiple	Comparison	a1	
92	Marygate	Berwickshire News	n/a	n/a	b1	
94	Marygate	n/a	n/a	n/a	n/a	vacant
100-102	Marygate	Cancer Research	Multiple	Comparison	a1	charity
106	Marygate	Tourist Information Centre	n/a	n/a	b1	
108	Marygate	n/a	n/a	n/a	n/a	vacant
110	Marygate	Holiday Rock Shop	Independent	Convenience	a1	
114	Marygate	Skelly & Son	Independent	Convenience	a1	
116	Marygate	Time Machine	Independent	Comparison	a1	
118	Marygate	Alame Fraser Ltd	Regional	Comparison	a1	
122	Marygate	Playtime	Independent	Comparison	a1	
124A	Marygate	Co-op Travel	Multiple	Comparison	a1	
124B	Margate	Elizabethan	n/a	n/a	c1	

		Townhouse				
16	Railway Street	Tweed View B&B	n/a	n/a	c1	
1-7	Ravensdowne	Northunbrian Guest House	n/a	n/a	c1	
4-8	Sandgate	Queens Head	n/a	n/a	c1	
10	Sandgate	Paterson Reid	n/a	n/a	a2	
1-3	Sandgate	Accountant	n/a	n/a	a2	
	Sandgate	Hen & Chickens	n/a	n/a	a4	
	Sandgate	Pictorial Photography	n/a	n/a	b1	
	Sandgate	The Chandlery	n/a	n/a	b1	
	Sidey Court	Sinners Café	n/a	n/a	a3	
	Sidey Court	Hairdresser	Independent	Comparison	a1	
1-3/55	Silver Street/H. Hill	n/a	n/a	n/a	n/a	vacant
5	Silver Street	Accountant	n/a	n/a	a2	
7-11	Silver Street	Furniture Plus	Independent	Comparison	a1	
	Tweed Street	Citizens Advice Bureau	n/a	n/a	b1	
1-3	Walkergate	Longbone and son	Independent	Comparison	a1	
5	Walkergate	n/a	n/a	n/a	n/a	vacant
11	Walkergate	North East Mobility Solutions	Regional	Comparison	a1	
	Walkergate	Job Centre	n/a	n/a	a2	
4	Walkergate	Golden Star Chinese Takeaway	n/a	n/a	a5	
6	Walkergate	Sixth Avenue	Independent	Comparison	a1	
8	Walkergate	Thistle Do Nicely	n/a	n/a	a3	
40	Walkergate	The Cobbled Yard Hotel	n/a	n/a	a4	
	Walkergate	Workspace	n/a	n/a	b1	
	Walkergate	Berwick Library	n/a	n/a	d1	
	Walkergate	St Cuthberts Parish Church	n/a	n/a	d1	
	Walkergate	Berwick Methodist Church	n/a	n/a	d1	
11	Wallace Green	Council Offices	n/a	n/a	b1	
	Wallace Green	St Andrews Church	n/a	n/a	d1	
	Wallace Green	Council Offices	n/a	n/a	b1	
5-7	West Street	Amaryllis	n/a	n/a	a3	
9-13	West Street	Post Office	Multiple	Convenience	a1	
15-17	West Street	Robertsons	Independent	Comparison	a1	
19	West Street	Tweed Televisions	Independent	Comparison	a1	
21	West Street	Mielle	n/a	n/a	a3	
25	West Street	n/a	n/a	n/a	n/a	vacant
33-35	West Street	A Corvi Fish Restaurant	n/a	n/a	a3	
37-		Berlinos Steak House	n/a	n/a	a3	

41						
51	West Street	n/a	n/a	n/a	n/a	vacant
6-8	West Street	Rhapsody Hair	Independent	Comparison	a1	
10-12	West Street	Regalo	Independent	Comparison	a1	
14	West Street	Fantasy Prints	Independent	Comparison	a1	
16-18	West Street	Cocoature	Independent	Convenience	a1	
22	West Street	The Hair Boutique	Independent	Comparison	a1	
24-30	West Street	Tyne & Tweed	n/a	n/a	a2	
32	West Street	Bijoux Gifts	Independent	Comparison	a1	
36	West Street	Tropica	Independent	Comparison	a1	
38	West Street	Root	Independent	Comparison	a1	
64	West Street	n/a	n/a	n/a	n/a	vacant
58	West Street	Clovelly Guest House	n/a	n/a	b1	
60	West Street	n/a	n/a	n/a	n/a	vacant
1-5	Woolmarket	James Ford	Independent	Convenience	a1	
7	Woolmarket	William Hill	n/a	n/a	a2	
9-11	Woolmarket	n/a	n/a	n/a	n/a	vacant
13	Woolmarket	Oswalds	n/a	n/a	a3	
15	Woolmarket	Dempster	Regional	Comparison	a1	
23-33	Woolmarket	former post office	n/a	n/a	n/a	vacant
2/4	Woolmarket	Bon Appetit	n/a	n/a	a3	
6	Woolmarket	Driving Standards Agency	n/a	n/a	b1	
8	Woolmarket	Borderline Tattoos	n/a	n/a	sg	

CAR PARKING DATABASE

Name:	Hide Hill
On Street/ Car Park:	On Street
Total Spaces:	51 : estimate since bays not delineated in parts of the street
Short Stay Spaces: (4 hours and under)	51
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<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: 1 hour maximum stay</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a: 1 hour maximum stay</p>
Vacant Spaces on a Market/ Busy Day:	14
Vacant Spaces on a Non Market/ Quiet Day:	27
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Chapel St
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p (Short stay only)</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>
Vacant Spaces on a Market/ Busy Day:	4
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Chapel St Car Park
On Street/ Car Park:	Car Park
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	19
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p Short stay only</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>
Vacant Spaces on a Market/ Busy Day:	9
Vacant Spaces on a Non Market/ Quiet Day:	4
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Eastern Lane
On Street/ Car Park:	Car Park
Total Spaces:	58
Short Stay Spaces: (4 hours and under)	51
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	7
Charge:	<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 limit</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/ Quiet Day:	26
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Sandgate
On Street/ Car Park:	On Street
Total Spaces:	28 (Estimated since individual bays not marked)
Short Stay Spaces: (4 hours and under)	28
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<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 maximum</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	17
Vacant Spaces on a Non Market/ Quiet Day:	19
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Church St
On Street/ Car Park:	On Street
Total Spaces:	26 (Estimated)
Short Stay Spaces: (4 hours and under)	26
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<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 maximum</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	12
Vacant Spaces on a Non Market/ Quiet Day:	16
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Bridge St
On Street/ Car Park:	Car Park
Total Spaces:	45
Short Stay Spaces: (4 hours and under)	42
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a: Two hour maximum</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on Market Day	4
Vacant Spaces on a Non Market/Quiet Day:	6
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Castlegate Car Park (Front and Back)
On Street/ Car Park:	Car Park
Total Spaces:	167
Short Stay Spaces: (4 hours and under)	91
Long Stay Spaces: (Over 4 hours)	72
Disabled Spaces:	4
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on a Market/ Busy Day:	42
Vacant Spaces on a Non Market/ Quiet Day:	72
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Waugh Place Car Park
On Street/ Car Park:	Car Park
Total Spaces:	13
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a: Three hour maximum</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Woolmarket Car Park
On Street/ Car Park:	Car Park
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a: Three hour max</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Woolmarket
On Street/ Car Park:	On Street
Total Spaces:	8 (Estimate)
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a: Three hour maximum</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	4
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Wallace Green
On Street/ Car Park:	On Street
Total Spaces:	68 (Estimated)
Short Stay Spaces: (4 hours and under)	68
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a: Three hour max</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a</p>
Vacant Spaces on a Market/ Busy Day:	42
Vacant Spaces on a Non Market/ Quiet Day:	44
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Castlegate overflow
On Street/ Car Park:	Car Park
Total Spaces:	383 Not possible to measure – bays indistinct. Sort of help yourself in a field. Signage on street indicated 550 in total for Castlegate in total so I reckon 383 for the overflow.
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	383
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 80p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2.00</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on a Market/ Busy Day:	338 (i.e. 383 spaces with 45 vehicles parked)
Vacant Spaces on a Non Market/ Quiet Day:	362 (i.e. 383 spaces with 21 vehicles in it.)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Coxons Lane
On Street/ Car Park:	Car Park
Total Spaces:	55
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	55
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2.00</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/ Quiet Day:	21
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Foul Ford
On Street/ Car Park:	Car Park
Total Spaces:	30
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	30
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2.00</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/ Quiet Day:	5
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Parade
On Street/ Car Park:	Car Park
Total Spaces:	79
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	75
Disabled Spaces:	4
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on a Market/ Busy Day:	28
Vacant Spaces on a Non Market/ Quiet Day:	25
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Quayside
On Street/ Car Park:	Car Park
Total Spaces:	125
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	121
Disabled Spaces:	4
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 60p</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.50</p>
Vacant Spaces on Market Day	29
Vacant Spaces on a Non Market/Quiet Day:	22
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

TOWN CENTRE USERS SURVEY

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

Key

Car Parking

Retail Offer

Rates/ Rents

Empty Units

- Parking areas dispersed around the town – signage not all that clear to the visiting motorist. Some were small with less than 10 spaces. An example of poor signage: One sign indicated Castlegate had 550 spaces; another indicated 500!
- "1. BRING BACK THE PARKING ON THE HIGH STREET. IT WAS PERFECT FOR PEOPLE LIKE MYSELF WHO WOULD COME INTO THE TOWN AT TWO OR THREE DIFFERENT TIMES OF THE DAY PER DAY, IE BEFORE TAKING KIDS TO SCHOOL AND WHEN PICKING THEM UP AGAIN. I WOULD BUY TWICE OR THRICE DAILY FROM SHOPS ON THE HIGHSTREET AND POPPPING IN WAS SO EASY. 2. HAVING SOME FORM OF HELP FOR THE PEOPLE WANTING TO START NEW BUSINESSES AS THE RENT IS CRIPPLING AS HAS BEEN SEEN SO MANY TIMES AS NEW BUSINESSES OPEN UP AND THEN CLOSE WITHIN 12 MONTHS. SUCH A SHAME."
- "Get rid of the Freeman - they strangle the town. Berwick become transition town."
- "Fill the many empty shops. More free car parking"
- "1. Have a proper bus station within easy reach of the shops. 2 Covered seating in the town."
- "Increase number of people living in the town centre by converting empty upper floors of shops. I am not one of the many who will want a return of car parking in Marygate but the road should be widened by a couple of feet. While it may have looked good on a planners drawing and it is possible to park in the waiting bays off road, in practice, people are lazy and don't thus causing traffic congestion."
- "FREE PARKING. IMPROVED CLEANLINESS"
- "Better quality shops and creating a more pleasant shopping/retail environment."
- "Free Parking. Move the market from Marygate to outside the Barracks"
- "Allow more ""high street"" shops into the town centre and reduce the rates for independent shops."
- "Find ways to occupy empty shops. Turn one of the pubs into a really good gastropub"
- "More independent shops instead of chain stores. No empty shops."
- "Try and entice new shops maybe lower rents and get more shops like serendipity. Make more things for younger people and tourists to do. Such as a cinema or bowling complex"

- "Clean it up to make it more attractive and exploit its natural beauty Encourage more small businesses into the centre which offer locals and tourists a **variety of interesting shops & attractions**"
- "1. Facelift for Marygate 2. **New uses for vacant buildings**"
- "**Better variety of shops- no more charity shops! More parking.**"
- "**More parking. Encourage shops back**"
- "A good lick of paint required on most shops & general appearance of the buildings needs tidying up. It's shocking at the moment. **More variety of shops required.**"
- "**More parking, pedestrianisation, more speciality shops, Berwick could be a mini York with a feel of the royal mile Eninburgh, keep the big shops on the outside and the history on the inside of the walls as it was meant to be!**"
- "**More shops on the high street** and more cleaning of pavements, seagull mess and rubbish, cigarette, chewing gum etc is unsightly"
- "**Fill empty shops, particularly on Marygate. (Rates and Rents need to be drastically reduced to encourage retailers back into town)** More manned public toilets (that are open for at least as long as shops are open!)"
- "Encourage sustainable growth by 1. Reduce commercial rents 2. Increase new housing developments. 3. Build new school 4. Dual a15. Affordable train travel to Edinburgh/ Newcastle. Everything else will fail within 2 years. NB. Dunbar – Edinburg h£10 approx Berwick - Edinburgh £28 approx. Duns, Earlston, Eyemouth and Dunbar new schools. Alnwick new proposed 2015. Berwick left behind. Lowest average wages in uk. Where is the govt investment? Swansea - Dvla/ Blackpool - premium bonds/ war pensions. Newcastle - everything else."
- "**Vacant shops filled. Free parking**"
- "Make sure no shops stand empty, it looks terrible. Give new businesses a chance and let them use the shops. **Free parking.**"
- "Pedestrianisation of Marygate Improved shop frontage"
- "Increase attendance to removal of litter, weeds and improve pavements. Encourage property owners to take care of their buildings by looking after guttering."
- "**Reduction in rent and rates to encourage small businesses. Make parking charges in line with rest of County. May encourage more to visit town**"
- "Free parking for 30 minutes"
- "Short stay car parking on the high street is an absolute must. Reduced parking charges throughout the town. Lack of parking on the high street, high charges and the aggressive traffic wardens have and continue to kill Berwick town centre and as a local resident we rarely use it, instead opting for free, easy out of town parking."
- "Improve signage to car parking. Bring back car parking spaces on Marygate"
- "The town needs more for younger people, we have no cinema or bowling alley, children have no aspirations either and seems that children are becoming stuck behind teles/ computers, if children had more to do it would make a huge difference to their education and health!! More promotion, but firstly a good clean up of the highstreet, I would suggest that anyone in regeneration would have a field day in this town!"

- "Make the shop rents more affordable then we wouldn't have so many empty and unkempt premises. Have more of a variety of shops - too many betting shops and not enough specialist shops"
- "Car Parking Facilities should be clearly signposted with ways to get to without going through town for congestion, more facilities should be provided to park. Shops need to be more diverse - either independent or chain, but more shops attracts more revenue, and the closure of shops is a disincentive to visit and looks tacky, therefore losing shops."
- "1) Better quality/variety of shops. 2) Free parking."
- "More variety of shops. Cleaner appearance"
- "Better variety of shops. Free car parks"
- "Get landlords to lower rents - this would offer opportunities to bring more shops to the town centre. A cinema would bring in locals and visitors thus bringing a financial boost to the town"
- "Make the High Street wider for traffic. Free parking spaces on both sides of the street."
- "Better car parking facilities, better range of shops"
- "Offer cut-price rates to entice businesses in. Improve car parking facilities."
- "1. Get rid of most charity shops and replace with 'real' shops and business that offer proper employment. 2. Put proper bins in place that stop the sea gulls getting at them."
- "Offer free car parking. Help businesses to move into the empty shops."
- "Free parking on high street. Action on Seagulls"
- "Make the high st cheaper rates. Encourage business in the town centre, because there won't be a town or town centre SHORTLY!!"
- "Shop fronts to reflect historic architecture. More interesting, varied and up-market shops and market stalls."
- "Pedestrianized. Landlords should be made to clean up their property such as guttering. Council should lower shop rates as an incentive to help bring business into town. Car parking charges should be scrapped. Antisocial behavior drugs/alcohol should be zero tolerance."
- "A bus/coach station to ease congestion in Golden Square. A well known food retailer eg Pizza Hut in the town centre, hopefully this would bring people into the town centre who would then go on to shop elsewhere. Thankyou"
- "Look at York or Alnwick. Lower rates. Clean up demolition sites. Put in a cinema or similar. Put in place something for kids/teens. Get rid of whoever thinks everyone doing this survey can only think of two suggestions for improvement! This is why Berwick is in such a mess - no one listens to the people of the town!"
- "Gull cull. Free parking. Access to leisure activities such as cinema. Use community service workers to tidy up town/main street."
- "Improve shopping choice, too many empty shops or charity shops with no retail outlet present with the 'ability' to bring people into the town. The two busiest areas in Berwick are Marks and Spencer in Tweedmouth and Mcdonalds on north road. The general 'feel' of the town has changed due to the lack of investment, the town is now swarming with and I choose these words carefully but the great unwashed who

have populated the local holiday camp and DO NOT actually bring or spend any money in the town, a facelift is required to bring in people with money to spend, a nice restaurant or bar/bistro decent shops and a pleasant environment. Berwick is a beautiful town which has been ruined by the wrong people making the wrong choices."

- "Easier car parking, more shops on the High Street"
- "1. More open, independent shops on Marygate with attractive facades - not necessary retail but something attractive to draw people in plus a market that more reflects all our local produce. 2. Clear, consistent signage to other shopping areas such as Bridge Street and West Street and to attractions."
- "Better parking facilities with cheaper prices to encourage tourists and Berwick people. Improve markets, it used to be brilliant and has gradually gone downhill there is virtually nothing ... Just needs creative hints such as what's in the serendipity store that local people have made etc. as well as the general stores needs improving"
- "Go back to free or cheap parking down the high street."
- "Bring down the rates and rents and allow small businesses to set up. Don't give grants to Landlords to improve properties if they are not going to rent to local businesses."
- "BETTER SHOPS AND A BIT MORE PARKING AND SOME OF THEM RUN DOWN BUILDINGS BEING PUT TO GOOD USE"
- "Free parking, lower business rates, town centre gym."
- "Attract more individual shops. Less charity shops. Clean and tidy up properties, properties should be painted appropriately and not garish colours"
- "Free car parking, seagull kull or a way to bring people in to shop in the town centre rather than the large super markets"
- "Parking. Lower the rents to attract more shops"
- "Reinstate High street parking. Probably reduce rates to a sensible level."
- "More big named shops. Free parking"
- "Make better use of the shops i.e. thin the number of charity shops, introduce specialist shops dealing in local produce and arts and high quality too, no tat. Utilise every building even if it's for residential."
- "1. A modern playground. 2. Utilise old buildings such as move Berwick museum to more accessible venue somewhere like Hen and Chickens building."
- "More shops, parking back in high street. Maybe more cafés"
- "1. A real blitz on the litter - the posters re: not feeding the gulls seem to be having an effect; let's make everyone super-conscious of litter-bugs, litter bins. 2. TOILETS! (more - a big problem for tourists/day-trippers)"
- "More investment in small business' i.e. lower the rents for shops which will result in less empty shops. Invest more money in the North of the county - it is obvious that the bulk of the council spending happens in the south of the county - Berwick is a fantastic place which is slowly dying on its feet."
- "Low or free rates depending on the type of business to enable the empty shops to be occupied. Address the issue of seagulls in Marygate and Hide Hill area of town."
- "get rid of seagulls"

- "Needs bus parking, town centre needs revamped"
- "Shops to attract people into the town. Let the Portas Town Team get on with the excellent work they are doing without interference from local authority and paid consultants who do not even live in our town."
- "Free car and coach parking, hose down the streets"
- "Keep negotiating to reduce rents on Marygate to encourage more independent retail, restaurants etc. Negotiate retailers and find funding to support improvements in the maintenance of buildings including restoration of traditional frontages."
- "Cheaper parking. Better shops"
- "Reduce rents/rates for the high street. Get tenants for the empty shops that aren't charities, pound shops or pawnbrokers. Have some form of standardising shop signage so more in keeping with the period aspect of the high street."
- "Bring back on street parking. Encourage more shops apply for any grants going to sub rates only charity shops seem to be able to survive."
- "Involve local schools/ bands to provide on street entertainment. Reduce parking charges"
- "Pedestrianise marygate. Stricter enforcement of planning for shop facias"
- "Remove bollards on High Street for easier parking/deliveries. Remove double lines on Bridge Street (promote nighttime parking for restaurants/bars)."
- "A good quality market with fresh items from local Producers. Pedestrianised market square that allows community activities art and music"
- "1. Scrap parking charges for up to 2hrs. No other border town applies them (Scottish side) making them a much more appealing prospect to visit, especially for services such as banking. I begrudge paying a parking fee when I need to pay cheques in over the counter or speak to someone face-to-face. 2. Help reinvigorate the main street shopping area (lower rates?) by attracting higher class brands rather than charity shops (which are suffering themselves from a lack of stock) & pawn brokers!"
- "Litter needs to be picked up. Better shopping."
- "Some decent shops on the High street. A bus station."
- "Focus on local businesses. Fill the empty shops!"
- "FREE CAR PARKING + MORE CAR PARKS ONE WAY SYSTEM (DOWN MARYGATE AND OUT OVER BRIDGE STREET)"
- "More shops. Less charity shops"
- "Lower the high street shop rental. Stop the fun fair activities and have a proper market day."
- "Pedestrian crossing needed. It's very dangerous getting from the shops on one side to those on the other. The big empty space in the middle needs filled with something when the market isn't there."
- "Remove the cream and pink donut van that seems to have taken root in the market place. Clean up the town centre shoot the seagulls and do something with the market it looks like an old allotment site."
- "1. Make all off street parking free, charge for on street parking, £1 for 20mins. This achieves good traffic management, stopping drivers driving around the town trying to find a free space, should go then, straight to a free car park. 2. Make the Portus

Group concentrate on its aim, TOWN CENTRE REGENERATION. Not trips up the Tweed, and doing what landlords should do, cleaning gutterings on their buildings."

- "provide signs that let people know there are boutique style shops down side streets restrict the amount of charity shops, and hairdressers, it's become ridiculous"
- "The lights at Christmas time look lovely...more things are needed like this to brighten it up during the other months...perhaps new shop windows and licks of paint! Second would be a wider variety of clothes shops and restaurants. These are lacking and is what encourages people to go to nearby cities to do their nights out and shopping instead. They need a pull factor to stay and spend their money in Berwick."
- "Spend some money making it a more pleasant place to visit. **Inject some life into the place and get rid of all the charity shops; actively encourage boutique businesses. Make parking easier and cheaper/free.** Get rid of the market - it's an embarrassment and a disgrace."
- "**Less charity shops,** easier planning and better rates for start up businesses."
- "Return the town art gallery and museum from the barracks to the town centre and put it in one of the derelict buildings. Take measures to make sure that neglected undeveloped sites in the town are developed or fines imposed on the owners. The area behind the intrusive ex sports direct building in front of the Maltings in an area in need of particular improvement"
- "**The rates on the shops plus the rent reduced so they have a chance of survival also no more Money shops or Charity Shops as this gives off the wrong impression of a town that wants to attract visitors.**"
- "Car Parking - there is probably enough (just) Signage is not good; coach provisions still insufficient and not well enough advertised but ABOVE ALL (BY A MILE) people don't like the unfairness of paying for it here compared to across border and in south of County. This perceived (AND PERCEPTION CREATES ITS OWN REALITY) as meaning that it is expensive to visit Berwick and the bad signage contributes to the idea that there is nowhere to park. These are HUGE issues and major deterrents to locals and near locals (the biggest market sector the town has) coming in to the centre to shop. I would suggest free parking -time restrictions to remain to create the required turnover. This would be a MASSIVE BOOST to the central economy and not only save jobs but create them as well."
- "1. Walkergate/Marygate junction, as above. How about employing people as 'lollipop ladies/men' to get us across the road safely? 2. **Encourage retailers like Next move out of Tweedmouth & into the centre**"
- "**Attract more independent traders by charging cheaper rates.** A bus station where Kwiksave was which would also be a coach park for visiting tours in the summer."
- "**Investment in Marygate, to attract small, independent retailers.**"
- "**Been going to Berwick for approx 5 years, the quality of shops in the Town centre has diminished.** A lot of old buildings empty and in need of maintained. **Expensive parking now usually go to one of the supermarkets**"
- "Pedestrianise the high street and or hide hill then **fill the empty units with QUALITY businesses particularly cafés, restaurants and bars and NOT charity shops or money shops.**"

- "More car parking. Lower retail rents and rates to encourage more long term businesses."
- "More and better shops. Seagull cull"
- "The town needs a good clean, litter etc. More diverse shops the town does not want to be just like anywhere else but should have its own identity with a wide variety of shops bars restaurants"
- "Make use of the empty retail units - make into Pop up shops for local businesses that wouldn't normally have a shop front. More parking facilities."
- "Give people a reason to stay in the town centre for longer, street cafe seating, something for children to do etc. Perhaps landscaping the street so that the town centre extends from Castlegate down to Bridge Street, clear routes, paving and decoration to make being on the street a nicer experience."
- "Filling the empty shops, perhaps something similar to the current pop up shop but selling local food produce rather than gifty things. Change layout of market so it is less of a rabbit run and there is more time to browse without being in the way (especially summer Saturdays when it more of a leisure activity)"
- "More variety of shops and free car parking"
- "Try to get rid of the empty shops clean up old/derelict buildings"
- "do away with modern looking buildings-erect false fronts on shops"
- "Reduce car parking charges. Implement changes suggested by the Town Team and use the Portas money in the ways already outlined."
- "Fewer empty shop units. One way system / better crossings."
- "More occupancy of empty shops, reduce car parking charges"
- "get rid of pawn shops bringing the high street down on its knees, Far too many taxis 42 on Saturday night,"
- "Less empty shops, clean up all the guttering"
- "Attention to eyesore sites - eg old Playhouse Cinema; Youngman's; Kwik Save Proper bus and coach services hub"
- "Fill the empty shops. Improve the market - similiar style awnings, better range of goods etc"
- "Have free parking for shoppers who come from out of town. In the short term encourage rate reductions for retail premises."
- "1.Free parking with short stay parking in front of Boots & Home Bargains to enable people to just pop-in for items. 2. Better selection of shops i.e. High Street names rather than charity and pawn shops."
- "As mentioned previously, I have met many tourists this season having worked on Holy Island. Most said they wouldn't bother visiting Berwick due to lack of restaurants. Although I like Berwick's individuality, perhaps some more popular eating chains would be an idea. I also think the low value shops are not going to attract tourists - this is where the money will come from each season. In general, Berwick is a deprived area and to boost income we need to attract tourists to visit and spend more."
- "exclude most traffic on Marygate for a few hours a day compulsory maintenance of gutters and down pipes for town centre properties"
- "Better car parking. Wider choice of shops"

- "Better parking and ease of crossing road"
- "Free parking. Stop the ridiculously high business rates and rent so more businesses would open in town. Which would give us more variety of shops in town that won't have to charge silly prices to stay open!"
- "Reduce shop rents and rates to encourage higher occupancy. Free parking to encourage people to spend longer in town."
- "Decent shops. More entertainment on the high street especially in the summer months"
- "Clean the vomit from pavements at the weekends and An information board sighted on the High Street that lets locals and visitors know what is happening in the town, people organising charity events could use this and save money on advertising"
- "Free short stay parking & less charity shops"
- "Improve the variety of shops. More clothes shops for all ages and sexes, rather than so many charity type shops. Free car parking."
- "Empty shop windows could be disguised and made to look attractive. Make shop owners choose heritage colours on paintwork and keep them in good repair."
- "Less hair dressers and charity shops cause that's all that's in bloody Berwick now And more shops for teenagers to stop them hanging round the streets being little twats, I'd strongly suggest a bowling alley in kwik save since that's been abandoned for years it's an eye sore do something with it already!"
- "1) Return the High Street to its pre-pedestrianisation state and make parking easier.
2) Stop opening shops on the edge of town - how do they get planning permission when the town centre is on its knees? I know my postcode is miles away but I come from Berwick, most of my family are there and I go back there every 3 or 4 months. There just aren't enough career opportunities for people starting out in Berwick which is why I left - and my brother left and my niece is now living with me in Bristol. This has a knock-on effect on the vitality and economics of the town centre."
- "accommodation above shops, lower rates to attract interesting traders"
- "Cheaper market rent to entice more stall holders back the market is a disgrace it's the same 4/6 stall holders week after week, less charity shops do a survey ask public what shops they would like."
- "More leisure activities, bowling or similar. Develop the market, hardly anything there on Wednesday"
- "Get rid of Mary Portas and arch"
- "Fill empty shops, add more attractions eg a cinema"
- "Traffic Management:- bridge surface, parking, get rid of parking spaces directly opposite a hospital entrance and crossing, charges. More landscaping on main street; i.e. trees rather than all planters"
- "better parking facilities is a definite, and try to attract more diversity of retailers. We have plenty cafes, hairdressers and charity shops. In this unique historical town we need some small niche retailers. Look at York, full of little quaint shops in keeping with the ambience of the town. We have the ability to do the same"
- "better range of shops, not charity shops. Free parking to attract people to use the town"

- "Small independent shops. Car parking on the high street"
- "Reinstate parking on the main street. Shop rents need to be reduced to attract business to Berwick. Some of the rents asked are over the top!!"
- "Let bigger names stores into the town. Reduce the rates"
- "Move Berwick into Scotland as they are too far north for anyone in government or county council to care about, Get rid of LibDem Mp at next election. both would help with the town centre"
- "Better range of shops. More parking space"
- "free parking, more shops"
- "Improve the look and feel of the High Street, the beautiful old Berwick has changed to some tatty town. Provide free parking. We parked during holiday and had to scabble about to find coins to park, then had to limit our stay to how many coins we had."
- "Get greedy landlords to lower the rents for vacant shops they should also be made to keep vacant shop fronts tidy at their own expense"
- "Better signposting to Bridge St One way system down Marygate, hide hill and Bridge street"
- "Free car parking, different variety of shops"
- "Do something about the old Clinton shop which is large and looks dreadful. It still has old shopfittings inside and looks derelict. It is not the only empty shop and they all give the centre a rundown appearance in spite of the heritage frontage of some of the shops. Make Marygate from Golden Square to Hide Hill pedestrians only with free parking on the old Kwik Save site."
- "Easier car parking. More and better shops"
- "1. Encourage young people with their energy to open up businesses, small hardware store, coffee roasting, arts and supplies, antique shops, and a coat of paint for those businesses. ASK people in Berwick what THEY want that they can't find. No top down planning. Look at success stories. 2. Stop building Big Box stores outside the centre, it is killing small business. (Whichever council allowed them should be embarrassed)"
- "There are too many charity shops in the town centre this means that independent trader cannot compete. Car parking facilities are too expensive for what the town has to offer. Free parking and more spaces would be an improvement plus public conveniences these facilities are truly appalling."
- "Make all of Marygate a pedestrian only area during the day. Improve signage"
- "Free Parking. Cheaper rent for high street shops."
- "Make feeding seagulls a civil offence with signs highlighting this to holidaymakers in particular. Reintroduce short term free parking spaces"
- "1. Town is very shabby looking and feels neglected. However, recent grant improvements to shop frontages have made an obvious difference. We need more of this. 2. The Charter Market desperately needs improvement. I know efforts are being made to attract a higher quality of trader but the town has an image problem that can't be easily shaken off."

- "Remove car parking charges. Pedestrianise Marygate and put in more seats and planted areas, encourage a larger variety of stalls on market day - farmers market etc."
- "Allow pubs, cafés and restaurants on Marygate. Reduce rates to allow local businesses to open on the high street"
- "I have none, it's about the people and there is no changing them!"
- "High street parking. Lower rates for shop owners."
- "more free parking, better shops"
- "Free car parking. Cheaper rent rates"
- "More facilities for young people. Try and get rates lower to shops would want to come to High Street."
- "Improve quality and variety of shops, free short term parking."
- "Better shops. Improved market stalls"
- "PLAY PARK CHILDRENS ACTIVITIES"
- "Big name shops. Free short stay parking on high street"
- "1 -Bring back short term parking on high street and reduce the huge footpath this would encourage shoppers to dash in and out and this would help solve problem with through traffic pick up/drop off and taxis. 2-Too many charity shops in prime spots - offer incentives to local people to open shops even if it were to be time limited."
- "Get greedy landlords to lower the rents for vacant shops they should also be made to keep vacant shop fronts tidy at their own expense"
- "Prominently displayed information about what is on and what to see and do. Attractive and informative signage to the town's key assets (i.e. Riverside, Elizabethan/Edwardian Walls, excellent independent shops in Castlegate and Bridge Street)"
- "* Bring more high street stores to the town * Free Parking"
- "parking close to shops smartening up the buildings"
- "Better retail facilities. Cheaper parking."
- "Improve the market it looks like an allotment site. Clean it up and cull the herring gulls that shit everywhere. Get rid of the bookmakers and loan shops."
- "Car parking on wasted space in High Street. Probably reduce rates to allow shops to make a profit."
- "Improve parking on high street. Improve quality of shops"
- "Free parking. Less charity shops, betting shops and pawn shops."
- "It requires a reason to visit there is no facilities that would entice people away from Shopping Malls into Berwick upon Tweed. It is full of history but no facility to promote this fact. Covered all year round River trips serving tea and biscuits would be nice, as found in many river towns. Open Leisure busses taking tours around historic Berwick and surrounding area to Ford, Etal, Horncliffe and Norham would undoubtedly attract more visitors."
- "FREE PARKING. MORE SHOPS"
- "To Allow FREE PARKING. Loads of Coaches bringing in people More Activity,"
- "BAN PEOPLE FROM USING THEIR CARS, THEY SHOULD USE PUBLIC TRANSPORT, MORE JOBS AND BRING BACK THE BERWICK STOCKS."

- "Make it attractive to shopkeepers Improve traffic flow in Marygate"
- "!. Improve the situation for the arts as in Music and Theatre facilities. The Maltings Theatre is VERY poor for music the acoustics/attitude of the staff to local organisations is dreadful. It's easier for the staff to put on a cinema night (which I think is the preferred activity of the management) Unfortunately there is nowhere else other than churches to perform to a large audience. The Town is not 'car friendly' which is such a shame - one does not feel welcome because of this."
- "Pedestrianization of the town centre. Remove Weatherspoons."
- "Free Parking. Get rid of market on Marygate - its poor quality."
- "Easier, cheaper parking. Improve variety and look of shops, do something about rents and rates and create some kind of encouragement scheme so that shop frontages were made to be more in keeping with the historic nature of the town"
- "Improve the market - it is really poor, and doesn't do anything to attract people to the town. A good market is a real draw. Make sure car parking restrictions on Marygate are properly enforced. It has improved a lot over the years, but too many people ignore the restrictions and park there, making it dangerous, and unpleasant for pedestrians."
- "Cleanliness improved lower rents to attract shops"
- "Better shops and thing for kids to do"
- "Positive incentives for small business to open there are far too many charity shops/empty shops. Making cleanliness of the whole of Berwick Tweedmouth and Spittal a priority e.g. litter and dog fouling"
- Take action to get businesses in shops. Pedestrianise the whole of lower Marygate from West Street to down the side of the Town Hall.
- Cleanliness very poor, chewing on pavements at epidemic proportions yet again, lack of Town Council carrying out litter patrols, emptying bins