



Market Town Benchmarking

Measuring the performance of town centres

Blyth

2013 Report

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the social enterprise focusing on the needs of towns across Britain

EXECUTIVE SUMMARY

Retail

- 52% of the units in the town centre are A1 Shops whilst 16% are A2 Financial and Professional Services.
- 62% of the A1 Shops in Blyth town centre mainly sell Comparison goods which is lower than the Regional (76%), National (79%) and Typology (77%) averages. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.
- 60% of the A1 shops in Blyth are Regional/ Independent whilst 40% have a nationwide presence, 10% of which are Key Attractors. The nationwide figure is higher than the Regional (35%), National (25%) and Typology (37%) figures.
- The majority of town centre users visited Blyth for 'Convenience Shopping' (54%).
- 36% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre, slightly higher the National (32%) figure.
- 74% of the post codes gathered by the Businesses were based in Blyth noticeably higher than the Regional (57%), National (53%) and Typology (61%) averages.
- 89% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (56%) or 'Poor' (33%) considerably higher than the National average of 47%.Improvement to the 'retail offer' was one of the key themes to emerge when town centre users were asked to make suggestions.

Vacancy rates:

- 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%.

Footfall:

- The table highlights that footfall in Blyth on a Market Day is 151 persons per 10 minutes, whilst on a Non Market Day the figure is 140. The Market Day figure is higher than the National Small Towns (121) figure, slightly lower than the Regional (154) average but considerably lower than the Typology (181) data. The Non Market Day figure however is higher than the Regional (115), National (90) and Typology (135) figures.

Market:

- 23 market traders were present at the time of the Audit which is higher than the Regional (15), National (17) and Typology (14) averages.
- 68% of town centre users rated the 'Market' as a negative aspect of the town centre which was noticeably higher than the Regional (32%), National (29%) and Typology (37%) averages. When asked to comment on how improvements could be made to Blyth, the 'Market' was one of the key themes.

Car Parking:

- Overall, on a Market Day 19% of all car parking is vacant, whilst this figure increases to 35% on a Non Market Day. The Market Day figure is lower than the Regional (26%), National (28%) and Typology (29%) averages. 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.
- 82% of businesses reported that 'Car Parking' was a positive aspect of operating in Blyth noticeably higher than the Regional (35%), National (39%) and Typology (46%) averages.
- 51% of town centre users rated 'Car Parking' as a positive aspect of Blyth town centre.

Business Confidence:

- 50% of businesses reported that compared to last year their turnover had 'Decreased', noticeably higher than the Regional (33%) and National (28%) averages.
- 58% of business respondents stated that 'Prosperity of the town' was a negative aspect of operating in Blyth Town Centre, vastly higher than the National figure of 17%, whilst 54% stated 'Competition from other places' and 29% 'Competition from the Internet.'
- 50% of businesses stated that they expected their turnover to 'Stay the Same' the same as the North East Small Towns average.
- Over three quarters of the respondents to the Business Survey stated that 'Potential local customers' (82%) were a positive aspect of the town centre.

Users Views:

- 85% of town centre users felt that the physical appearance of Blyth was either 'Poor' (39%) or 'Very Poor', (46%) vastly higher than the National average of 26%. A large number of qualitative comments concentrated on the need for 'physical improvements'.
- 70% of town centre users rated the cleanliness of Blyth as either 'Poor' or 'Very Poor', noticeably higher than the National average of 22%.
- 76% reported that the 'leisure and cultural' offering in Blyth town centre was 'Poor' (52%) or 'Very Poor' (24%).
- 76% of respondents reported that the 'leisure and cultural' offering in Blyth town centre was 'Poor' (52%) or 'Very Poor' (24%) 35% higher than the National Small towns figure.

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. Blyth with 235 units is classed as a Small Town.

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

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 2012.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Blyth 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 213 occupied units recorded.

	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
A1	52	53	53	53
A2	16	13	14	12
A3	7	9	8	7
A4	6	5	4	6
A5	5	4	5	5
B1	4	3	3	3
B2	0	0	0	0
B8	0	0	0	0
C1	0	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	3	6	6	5
D2	1	1	1	1
SG	6	5	5	6
Not Recorded		0	0	0

52% of the units in the town centre are A1 Shops whilst 16% are A2 Financial and Professional Services.

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.

	Blyth %	North East Small Towns %	National Small Towns	Typology 6 %
Comparison	62	76	79	77
Convenience	38	24	21	23

62% of the A1 Shops in Blyth town centre mainly sell Comparison goods which is lower than the Regional (76%), National (79%) and Typology (77%) averages. 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.

	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Key Attractor	10	8	6	8
Multiple	30	27	19	29
Regional and Independent	60	65	75	64

60% of the A1 shops in Blyth are Regional/ Independent whilst 40% have a nationwide presence, 10% of which are Key Attractors. The nationwide figure is higher than the Regional (35%), National (25%) and Typology (37%) figures.

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.

	Blyth %	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.

	Blyth	North East Small Towns	National Small Towns	Typology 6
Average number of traders at a market	23	15	17	14

23 market traders were present at the time of the Audit which is higher than the Regional (15), National (17) and Typology (14) averages.

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.

	Blyth	North East Small Towns	National Small Towns	Typology 6
Zone A	35	28	27	28
% Net Yield	9	8	8	8

Zone A Rent figures provided for Blyth were £28 per sq. ft. which is higher than the Regional, National and Typology figures.

KPI 8: Footfall Counts

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

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town, outside Dorothy Perkins, Keel Row Shopping Centre.

	Blyth	North East Small Towns	National Small Towns	Typology 6
Market Day	151	154	122	181
Non Market Day	140	115	90	135

The table highlights that footfall in Blyth on a Market Day is 151 persons per 10 minutes, whilst on a Non Market Day the figure is 140. The Market Day figure is higher than the National Small Towns (121) figure, slightly lower than the Regional (154) average but considerably lower than the Typology (181) data. The Non Market Day figure however is higher than the Regional (115), National (90) and Typology (135) figures.

Individual footfall counts are provided in the table below.

Outside Dorothy Perkins, Keel Row Shopping Centre			
Time	Market Day	Time	Non Market Day
10.50-11.00	157	10.50-11.00	149
11.00-11.10	156	11.00-11.10	130
12.50-13.00	139	12.50-13.00	142
Total	452	Total	421
Average	151	Average	140

Outside Iceland, Market Street			
Time	Market Day	Time	Non Market Day
10.50-11.00	84	10.50-11.00	62
11.00-11.10	115	11.00-11.10	80
12.50-13.00	88	12.50-13.00	66
Total	287	Total	208
Average	96	Average	69

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.

	Blyth	Blyth %	North East Small Towns %	National Small Towns %	Typ. 6 %
Car Park:					
Total Spaces:	1010	93	90	88	91
Short Stay Spaces: (4 hours and under)	359	36	51	47	52
Long Stay Spaces: (Over 4 hours)	615	61	42	41	46
Disabled Spaces:	36	4	3	4	2
Not Registered	0	0	3	8	0
Vacant Spaces on a Busy/ Market Day:	190	19	27	30	29
Vacant Spaces on a Quiet/ Non Market Day:	363	36	34	38	38
On Street:					
Total Spaces:	79	7	10	12	9
Short Stay Spaces: (4 hours and under)	20	25	59	56	48
Long Stay Spaces: (Over 4 hours)	53	67	36	36	46
Disabled Spaces:	6	8	6	4	5
Not Registered	n/a	0	0	4	0
Vacant Spaces on a Busy/ Market Day:	12	15	18	14	30
Vacant Spaces on a Quiet/ Non Market Day:	16	20	26	22	41

Overall					
Total Spaces:	1089	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	379	35	52	48	51
Long Stay Spaces: (Over 4 hours)	668	61	41	40	46
Disabled Spaces:	42	4	3	4	3
Not Registered	n/a	n/a	3	7	0
Vacant Spaces on a Busy Day/ Market:	202	19	26	28	29
Vacant Spaces on a Quiet/ Non Market Day:	379	35	33	36	38

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

Overall, on a Market Day 19% of all car parking is vacant, whilst this figure increases to 35% on a Non Market Day. The Market Day figure is lower than the Regional (26%), National (28%) and Typology (29%) averages. 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.

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 24 responses from the Business Confidence Survey.

	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
What is the nature of your business?				
Retail	46	41	59	56
Financial/ Professional Services	25	24	18	19
Public Sector	0	2	2	2
Food and Drink	25	19	12	17
Other	4	14	10	6
What type of business are you?	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Multiple Trader	9	10	11	10
Regional	4	8	6	9
Independent	87	82	83	81

87% of respondents were 'Independent' businesses, in that they are unique to Blyth.

How long has your business been in the town?	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Less than one year	4	5	7	4
One to five years	8	19	21	14
Six to ten years	8	14	15	7
More than ten years	79	63	57	75

79% of the businesses who responded to the survey had operated in Blyth for 'More than ten years.'

Compared to last year has your turnover.....?,	Blyth %	North East Towns %	National Small Towns %	Typology 6 %
Increased	23	33	38	23
Stayed the Same	27	34	34	31
Decreased	50	33	28	46

50% of businesses reported that compared to last year their turnover had 'Decreased', noticeably higher than the Regional (33%) and National (28%) averages.

Compared to last year has your profitability.....?	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Increased	23	26	30	16
Stayed the Same	41	34	37	35
Decreased	36	40	33	49

41% of businesses reported that compared to last year their profitability had 'Stayed the Same.'

Over the next 12 months do you think your turnover will.....?	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Increase	27	33	44	31
Stay the Same	50	50	40	43
Decrease	23	17	16	26

50% of businesses stated that they expected their turnover to 'Stay the Same' the same as the North East Small Towns average.

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

Over three quarters of the respondents to the Business Survey stated that 'Potential local customers' and 'Car Parking' were positive aspects of the town centre, the latter noticeably higher than the Regional (35%), National (39%) and Typology (46%) averages.

What are the negative aspects of having a business located in the town? (Multiselect)	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Prosperity of the town	58	25	17	39
Labour pool	4	8	6	6
Environment	29	7	5	12
Geographical location	8	6	7	13
Mix of retail offer	21	22	19	23
Potential tourist customers	8	7	7	11
Potential local customers	0	3	3	4
Affordable housing	0	7	10	4
Transport links	21	21	14	19
Car parking	8	53	53	46
Rental values/property costs	33	37	35	38
Market(s)	17	12	10	9
Local business competition	25	20	18	19
Competition from other places	54	36	33	37
Competition from the Internet	29	35	39	31
Other	13	9	7	7

58% of business respondents stated that 'Prosperity of the town' was a negative aspect of operating in Blyth Town Centre, vastly higher than the National average of 17%, whilst 54% stated 'Competition from other places' and 29% 'Competition from the Internet' and 'Environment.'

Has your business suffered from any crime over the last 12 months?	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Yes	29	22	26	23
No	71	78	74	77
What type of crime has your business suffered over the last 12 months (Multiselect)	Blyth %	North East Small Towns %	National Small Towns %	Typology 6 %
Theft	43	46	72	43
Abuse	14	13	13	13
Criminal damage	43	46	39	52
Other	0	15	6	0

71% 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?

- "Less charity shops. More advertising."
- "Reduced rates/ rents. Change Council."
- "We would like to see some major retailers take up empty properties to give our town a selection of sales options. Rent subsidies for new and old businesses when they open or move premises."
- "Bring back the old market place. Make the rates cheaper so the closed shop will get some interest."
- "Lower business rates. Incentives to get new businesses to make use of closed shops."
- "Make it easier to get in and out of town."
- "Improve standard of market stalls. Introduce local loyalty scheme/ discounts with traders."
- "A more diverse range of shops and activities available in Blyth town centre as many premises are closing."
- "Transport. Promotion."
- "Less yellow lines. (Parking restrictions) Lower rents and rates."
- "Limit the same type businesses in the town centre. Landlords taking more responsibility in the upkeep of their properties."

- "Bring better companies to area instead of charity shops and hairdressers- bigger named retailers. Tidy up the town centre. Stop dependents/ abusers drinking on walls/ market place in the town centre. Get rid of dog mess. Return market trading to how it was years ago when market was thriving and not just a couple of stalls mainly selling car boot items."
 - "Street cleaning and litter control. Incentives for businesses to open shops in the town."
 - "Better variety of shops. Offering lower rates for new businesses to come!"
 - "Move methadone treatment from chemists in town centre. Fine people for their dogs fouling."
 - "Bringing in well known High St names. Tidying up run down buildings."
 - "Address the empty shops. Encourage big names to the retail side."
 - "Encourage regeneration of supermarket. Get the Quayside plans for bars and restaurants going."
 - "More free parking facilities."
 - "Open more shops for people to visit. Make Market Place better and people will come back. Help smaller businesses stay open."
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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 187 responses from the paper based and online Town Centre Users Survey.

	Blyth %	North East Small Towns%	National Small Towns%	Typ. 6 %
Gender				
Male	29	42	38	41
Female	71	58	62	59
Age				
16-25	6	6	8	7
26-35	12	10	10	12
36-45	22	19	17	19
46-55	18	21	19	21
56-65	24	24	20	23
Over 65	18	20	26	17

What do you generally visit the Town Centre for?				
Work	10	14	15	13
Convenience Shopping	54	51	42	49
Comparison Shopping	6	4	5	6
Access Services	18	15	17	16
Leisure	8	10	13	10
Other	5	6	9	6

The majority of town centre users visited Blyth for 'Convenience Shopping' (54%).

How often do you visit the Town Centre				
Daily	18	29	29	26
More than once a week	37	43	39	41
Weekly	30	16	15	18
Fortnightly	2	4	5	4
More than once a Month	4	2	3	3
Once a Month or Less	9	6	7	8
First Visit	0	0	2	0

85% of those interviewed visited Blyth at least once a week.

How do you normally travel into the Town Centre?				
On Foot	30	36	37	35
Bicycle	1	1	2	1
Motorbike	0	0	1	0
Car	48	56	53	55
Bus	19	6	6	8
Train	0	0	1	0
Other	2	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	7	3	3	4
£0.01-£5.00	6	11	13	11
£5.01-£10.00	20	24	26	24
£10.01-£20.00	36	30	32	32
£20.01-£50.00	23	24	20	23
More than £50.00	8	7	6	6

48% of town centre users travelled into Blyth by 'car'.

36% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre, slightly higher the National (32%) figure.

How do you rate the physical appearance of the town centre?				
Very Good	1	11	17	5
Good	15	49	58	37
Poor	39	28	20	37
Very Poor	46	12	6	21
How do you rate the cleanliness of the town centre?				
Very Good	1	10	16	5
Good	29	55	63	47
Poor	45	27	18	36
Very Poor	25	7	4	12

85% of town centre users felt that the physical appearance of Blyth was either 'Poor' (39%) or 'Very Poor', (46%) vastly higher than the National average of 26%.

70% of town centre users rated the cleanliness of Blyth as either 'Poor' or 'Very Poor', noticeably higher than the National average of 22%.

How do you rate the variety of shops in the town centre?				
Very Good	1	7	8	5
Good	10	37	44	24
Poor	33	36	36	38
Very Poor	56	20	11	33
How do you rate the leisure and cultural offering in the town centre?				
Very Good	1	8	10	3
Good	23	44	49	34
Poor	52	35	33	40
Very Poor	24	14	8	22

89% of town centre users felt that the 'variety of shops' in the town centre was either 'Very Poor' (56%) or 'Poor' (33%) considerably higher than the National average of 47%.

76% of respondents reported that the 'leisure and cultural' offering in Blyth town centre was 'Poor' (52%) or 'Very Poor' (24%) 35% higher than the National Small towns figure.

What are the positive aspects of the Town Centre?				
Physical appearance	7	41	56	25
Shopping	11	42	49	29
Restaurants	18	44	44	36
Access to Services	61	73	75	68
Leisure Facilities	16	30	28	21
Cultural Activities	8	18	24	12
Pubs/ Bars/ Nightclubs	13	30	37	23
Transport	39	36	43	34
Ease of walking around the town centre	60	72	75	68
Convenience e.g. near where you live	54	71	70	66
Safety	18	39	48	31
Car Parking	51	41	46	38
Markets	12	25	34	17
Other	4	3	7	4

The three most positive aspects of the town centre were 'Convenience e.g. near where you live' (54%), 'Ease of walking around the town centre' (60%) and 'Car Parking' (51%).

What are the negative aspects of the Town Centre?				
Physical appearance	85	43	29	60
Shopping	82	48	42	62
Restaurants	28	23	28	25
Access to Services	9	8	10	9
Leisure Facilities	35	34	37	44
Cultural Activities	44	40	37	45
Pubs/ Bars/ Nightclubs	37	30	27	34
Transport	18	22	22	20
Ease of walking around the town centre	6	7	9	7
Convenience e.g. near where you live	9	6	8	8
Safety	28	13	13	15
Car Parking	18	40	39	43
Markets	68	32	29	37
Other	5	10	12	10

85% of town centre users stated that 'Physical appearance' was a negative aspect of Blyth, 56% higher than the National average, followed by 82% 'Shopping' and 68% 'Markets'. 'Markets' was noticeably higher than the Regional (32%), National (29%) and Typology (37%) averages.

How long do you stay in the Town Centre?				
Less than an hour	35	38	36	42
1-2 Hours	49	40	40	39
2-4 Hours	11	11	12	10
4-6 Hours	2	3	3	2
All Day	3	7	8	6
Other	1	1	1	1

84% of respondents stayed in Blyth town centre for less than 2hours.

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

Three key themes emerged when town centre users were asked to comment on what improvements they would like to see made to Blyth, 'retail offer, 'the market' and 'physical improvements'.

Comments on 'retail offer' included;

- "Also the opening of new shops like primark and the Westgate to attract people who tend to go to manor walks because they offer better shops and have a good shopping basis that Blyth doesn't have.. Even ASHINGTON have better shops and display better than Blyth... and that's saying something."
- "1) Improve the range of shops to attract more users - in particular more clothing shops and high street chains e.g. M&S, Next."
- "Try pull in new stores/businesses to create a better shopping experience."
- "We need a better range of nice shops. There are many new builds at the moment, including Millers, Charles Church, Persimmon, Taylor Wimpey and Barratt. All these new home owners will need to purchase furniture; textiles etc etc and could stimulate spending in Blyth. But there are not the shops in Blyth to purchase such items. Why is it, that with all the houses currently being built in Blyth, the town has not managed to encourage retailers to move here. Cramlington has a vibrant shopping centre with many well known retailers and a new cinema and will encourage even more shoppers once Marks and Spencer move there. It seems that Blyth is falling behind in the retail market. Blyth has many good points such as the beach, the quayside and Ridley Park."
- "Also a bigger variety of clothes shops are desperately needed & would bring much needed business to the town, shops such as next, River Island, M&S."
- "Bigger choice choice of shops less second hand and money shops"
- "Get some 'names' in and some small independent retailers."
- "Up market shops."
- "1. Please attract a greater variety of shops to the town! Personally I'm not fussed about having a Primark in Blyth, but you can't deny that the store attracts a lot of shoppers. My personal choice would be a Marks & Spencer store with food hall."
- "Blyth really does need some major retailers to give variety to shoppers. There are many gaps in its offered market, such as children's clothing, footwear and toys, and sports supplies to name a few."
- "More variety of shops instead of charity shops and cafes. Indoor centre made bigger (Keel Row)."
- "Less charity shops. More clothes shops. More shoe shops. More market days. Generally more shops offering a variety of goods."

Comments on 'the market' included;

- "They should have had an indoor market if we hadn't lost all our stalls .something like the covered in market in Newcastle would have been ideal."

- "Better Market with more variety of stalls."
- "get the Market traders back who sell all the above and less tatt, I'm all for secondhand stores and second hand markets but please give them dedicated days and areas, I would much rather shop in my town centre than be forced to shop in others as they have all the retail shops I'm looking for."
- "Covered market."
- "Would like indoor market Westgate? Better outdoor market."
- "More use of market square on non market day. Decorate for Xmas. More stalls on market like there used to be."
- "Change the mess that has been made to a once thriving market place and give stall holders a peppercorn rent to bring back all the stall holders that did not and will not return."
- "More specialist traders on the market"
- "Encourage, improve and expand market in terms of stalls"
- "improve the market (back to what it was 10 years ago before the council destroyed it!!!!)"
- "Change how the market is run, to bring in more stalls."

Comments on 'physical improvements' included;

- "Drastically improve buildings such as Poundstretcher and the offices above the newsagents on the corner opposite. Open new stores etc where the many shops are closed and boarded up to make it look less derelict"
- "1. Improve the appearance of the Market Place. 2. Refurbish the facades of the shop fronts of the buildings on the three sides of the Market Place. This is/should be the hub of the town. The current state of the buildings does not do justice to the town centre. This should be a priority, rather than the shop fronts beyond the bus station."
- "The market place is underused and looks like it is from communist Russia."
- "Reinstate the old market place get rid of the dead grey concrete eyesore that is there now.. send money on BLYTH based culture and arts not parachuting in artists from Newcastle and beyond when there are tens of artists in Blyth who would like the work and would also do it for love of their town."
- "2. The first impression you get when arriving at the bus station is the terrible sight of what used to be the most beautiful shop in Blyth, namely the old Hedley Young's shop. Look at it now, a pathetic ruin. It could be rescued and turned into a Primark or similar"
- "Something should be done with the Westgate building. If no-one is taking it over then maybe something painted on the frontage. Like a scene from the sea front, the beach huts or something. This has been done in Whitley bay and it looks better than those awful boards that are up there now."
- "1. Improve the physical appearance of building's in the town centre, particularly those of a historical interest to Blyth itself (Hedley Young/Poundstretcher and the building opposite McKenzies/Carpet Shop)."

- "More investment in the public infrastructure, for example, improve paving, lighting, etc, make it all uniform or divide the town centre into quarters (old quarter, Culture quarter, Food quarter and business quarter for example) and improve the streets to match each quarter."
- "Return the physical appearance to that of a more traditional market town."
- "..the planners for the updated bus station site should be shot. How tasteless it is and already looks with weeds growing in flower troughs."
- "Investment needed to improve the physical appearance of some beautiful old buildings in the town centre that have been left to rot"
- "Fountain in market makes people wet. Remove stone seats and replace with wooden so that people can use. Toilets need cleaning up. Need more covered shopping. Dogs need more controlling. Why plant trees in boxes!"
- "Shop faces need tidied up. Frame works looks lovely then a few yards down the street there is the awful appearance of Poundstretcher and blockbuster and Westgate."
- "Do something with the vast space that is the market area. Pound stretcher is an absolute eyesore people coming into Blyth on the bus are getting a very bad impression as it's the first building they see. It's dropping to bits and no one is doing anything!"
- "The existing businesses could perhaps benefit from premises updates, for example, a continuation of the shop front grant scheme to modernise the ageing stores. This would improve the visual aspect of our streets."

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 802 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

	Blyth%	North East Small Towns %	National Small Towns %	Typology 6 %
Locals	74	57	53	61
Visitors	22	32	31	25
Tourists	3	11	16	14

74% of the post codes gathered by the Businesses were based in Blyth noticeably higher than the Regional (57%), National (53%) and Typology (61%) averages.

APPENDIX

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

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

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

TPOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)

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

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)

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

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

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

Group 4 : Young Families, Administrative Jobs

129 places (8%)

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

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

Group 5 : Professionals, Commuting

188 places (11.7%)

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

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)

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

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)

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

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

Group 8 : Age Mix, Professional Jobs

290 places (18%)

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

BUSINESS UNIT DATABASE

No.	Name				Notes
	Northumbria Photography	a1	comparison	independent	
	Checkers	a3	n/a	n/a	
1	Thomas Knight Nursing Home	c2a	n/a	n/a	
	Central Methodist Church	d1	n/a	n/a	
6	Sky Guests Diner	a5	n/a	n/a	
7	Gavin Scott	a1	comparison	multiple	
9	Star Framing	a1	comparison	independent	
13	Alphabet Soup	a3	n/a	n/a	
17	Hewitsons Barbers	a1	comparison	independent	
20	Voicemail Mobile Phone and Shop	a1	comparison	independent	
23	Bob and Barbaras	a1	comparison	independent	
24	Crowe and Atkinson	a1	convenience	independent	
25	The Beauty Rooms	sg	n/a	n/a	
32	Healthi Choice	a1	convenience	independent	
33	Cash for Clothes	a2	n/a	n/a	
34	Blyth Appliance Services	a1	comparison	independent	
35	Tickled Pink	a1	comparison	independent	
40	Living Fire Centre	a1	comparison	independent	
42	Tudor Restaurant	a3	n/a	n/a	
16-18	Blyth United Services	a4	n/a	n/a	
19-21	Ladbrokes	a2	n/a	n/a	
25A	Lauren Daniel Cakes	a1	convenience	independent	
34A	Nappas Barber Shop	a1	comparison	independent	
3-5	Northumberland Goldsmith	a1	comparison	independent	
38A	Capricorn	a1	comparison	independent	
	Arthritis Research	a1	comparison	multiple	charity
1	Reece Lloyd	a2	n/a	n/a	
2	Alis Barber Shop	a1	comparison	independent	
3	Ramsdens	a2	n/a	n/a	
4	Jasher	a1	comparison	independent	
6	Bridge Street Cafe	a3	n/a	n/a	
7	Community Link	a1	comparison	multiple	
10	Headlines	n/a	n/a	n/a	vacant
12	Jims Flooring	a1	comparison	independent	
14	Style	n/a	n/a	n/a	vacant
18	Poundstretcher	a1	convenience	multiple	
21	Post Office Sorting Office	b8	n/a	n/a	
22	Barclays	a2	n/a	n/a	
24	Art Cafe	a4	n/a	n/a	

25	TKS Sandwich Station	a1	convenience	independent	
31	HSBC	a2	n/a	n/a	
33	Maharaj's Lounge	a3	n/a	n/a	
33	Lloyds	a2	n/a	n/a	
35	Pizza Real	a5	n/a	n/a	
36	Sustrans	b1	n/a	n/a	
39	Croft Vets	sg	n/a	n/a	
40	Blyth Probation Office	b1	n/a	n/a	
40	The Academy Hairdressers	a1	comparison	independent	
50	Post Office Bar	a4	n/a	n/a	
52	The Veteniary Centre Blyth	sg	n/a	n/a	
60	Olivers	a4	n/a	n/a	
67	The Quay	a4	n/a	n/a	
79	CSV	b1	n/a	n/a	
85	Kings Head/ Jumping Jax	sg	n/a	n/a	
91	Oddfellows Arms	a4	n/a	n/a	
62-66	Robert Kirkland	b1	n/a	n/a	
	Millenium Tyres	n/a	n/a	n/a	vacant
	Police	c2a	n/a	n/a	
	Library	d1	n/a	n/a	
12-14	The Fruit Shop	a1	convenience	independent	
1	William Hill	a2	n/a	n/a	
1	Argos	a1	comparison	key attractor	
3	Charming Thoughts	a1	comparison	independent	
4	Cheque Centre	a2	n/a	n/a	
11	Vanity Fair	a1	comparison	independent	
13	Shys	a1	convenience	independent	
13	Shys	a1	convenience	independent	
18	Leeds Building Society	a2	n/a	n/a	
5-9	Woodcocks	n/a	n/a	n/a	vacant
11	Post Office	a1	convenience	multiple	
12-13	Baby Needs	a1	comparison	independent	
1	Olivers Bakery	a1	convenience	independent	
3A	Patricias	a1	comparison	independent	
Unit					
1	Wilkinsons	a1	convenience	key attractor	
3	Parts 4 U	a1	convenience	independent	
5	Eastern Balti	a5	n/a	n/a	
6	Serenity	d1	n/a	n/a	
8	Baby Bargains	n/a	n/a	n/a	vacant
17	Blyth Constitutional Club	a4	n/a	n/a	
1	Harveys Pet Shop	a1	comparison	independent	
4	Lloyds Pharmacy	a1	comparison	multiple	

5	Amusements	sg	n/a	n/a	
5	Jackpot	sg	n/a	n/a	
6	New Tones	a1	comparison	independent	
1	Blue Bay	a5	n/a	n/a	
1	Julietta	a3	n/a	n/a	
2	Ivy Cafe	a3	n/a	n/a	
6	Hair by Jools	a1	convenience	independent	
68	NCC Social Services	b1	n/a	n/a	
4	Celebrations	a1	convenience	independent	
5	Planet Wool	a1	convenience	independent	
8	The Beauty Factory	sg	n/a	n/a	
9	Albermarle Bond	a2	n/a	n/a	
10	Pizza Hot	a5	n/a	n/a	
11	Grainger Games	a1	convenience	multiple	
1-3	Be Beautiful	sg	n/a	n/a	
	High St Social Club	d1	n/a	n/a	
4	Shoe Zone	a1	comparison	multiple	
5	Holland abd Barrett	a1	convenience	multiple	
6	Clinton Cards	a1	comparison	key attractor	
8	WH Smith	a1	convenience	key attractor	
11	Bright House	a1	comparison	multiple	
15	Card Factory	a1	comparison	multiple	
16	Dorothy Perkins	a1	comparison	key attractor	
17	o2	a1	comparison	key attractor	
14/15	Store 21	a1	comparison	multiple	
Unit 2	Evans	a1	comparison	key attractor	
	Bon Marche	a1	comparison	multiple	
Unit 19	Deans Flowes	a1	comparison	independent	
Unit 10	NCC Information Centre	b1	n/a	n/a	
Unit 7	New Look	a1	comparison	key attractor	
Unit 1	Superdrug	a1	convenience	key attractor	
1	Scotts	a1	comparison	independent	
1	Bradleys Master Lock Shop	a1	comparison	independent	
4	Blyth Flame	a5	n/a	n/a	
4-6	Lotus Buffet	a4	n/a	n/a	
4-6	Millenium	d2	n/a	n/a	
7-8	Sports and Leisure	a1	comparison	independent	
2	Dawson Sanderson	a1	comparison	multiple	
4	Max Spielman	a1	convenience	multiple	

8	V and N Jewellers	a1	comparison	independent	
10	Perfect Home	a1	comparison	multiple	
21	Savers	a1	convenience	multiple	
23	Iceland	a1	convenience	multiple	
29	Thomson	a2	n/a	n/a	
25-28	YMCA	a1	comparison	multiple	charity
n/a	Next to Kings Head	n/a	n/a	n/a	vacant
n/a	Behind Poundstretcher	n/a	n/a	n/a	vacant
n/a	Next to Poundstretcher	n/a	n/a	n/a	vacant
n/a	Next to Apple Blossom	n/a	n/a	n/a	vacant
n/a	Mobile Phone Shop(No Name)	a1	comparison	independent	
8-10	Deedar Caterers andCo	a3	n/a	n/a	
	JCP	d1	n/a	n/a	
3-13	Eric Tolhurst Centre	b1	n/a	n/a	
1	Trails Shoe Repairs	a1	convenience	independent	
3	The Law Shop	a2	n/a	n/a	
4	Dotties Deli	a3	n/a	n/a	
5	Specsavers	a1	comparison	multiple	
6	Rook, Matthews Sayer	a2	n/a	n/a	
7	Nat West	a2	n/a	n/a	
8	Market Place Meats	a1	convenience	independent	
11	Walmsleys	n/a	n/a	n/a	vacant
13	British Red Cross	a1	comparison	multiple	charity
16	Greggs	a1	convenience	multiple	
18	Burtens	a1	comparison	key attractor	
22	Santander	a2	n/a	n/a	
24	British Heart Foundation	a1	comparison	multiple	charity
25	Upper Crusts	a1	convenience	independent	
26	Apple Blossom	a1	convenience	independent	
30	Best Bargains	a1	comparison	independent	
32	Scope	a1	comparison	multiple	charity
36	Reeds Rains	a2	n/a	n/a	
38	Blyth and Tyne	a4	n/a	n/a	
40	Ethel Austin	n/a	n/a	n/a	vacant
42	Last Orders	a4	n/a	n/a	
44	Les Belles	a1	comparison	independent	
56	Springways	a1	convenience	independent	
58	Goodfillers	a1	convenience	independent	
62	Dixon and Baston	a1	comparison	independent	
15-17	Dolly Dimples	a3	n/a	n/a	
7A	Cash for Clothes	a2	n/a	n/a	
	Morrisons	a1	convenience	multiple	
	Geordie Broons Shop	a1	comparison	independent	

	Archers	a5	n/a	n/a	
	Mecca Bingo	d2	n/a	n/a	
5	Blyth Electrical Services	a1	comparison	independent	
5A	Beauty Works	sg	n/a	n/a	
9-7	Tea for Two	n/a	n/a	n/a	vacant
4	Hank Marvins	a1	convenience	independent	
7	Lucas James	a2	n/a	n/a	
3	Cuthbertson	a2	n/a	n/a	
5	Lawson and Thompson	a2	n/a	n/a	
7	Needles and Pins	a1	convenience	independent	
7	Sunlight Dry Cleaners	a1	convenience	multiple	
9	Michaels Hair Design	a1	comparison	independent	
9	G D Hakin	a2	n/a	n/a	
12	Weir Insurance	a2	n/a	n/a	
14	Thompson Opticians	a1	comparison	multiple	
15	Yarwood and Stubley	a2	n/a	n/a	
18	Financial Direction	a2	n/a	n/a	
11-13	The Roxbury	sg	n/a	n/a	
4-8	Anderson Dodds	a2	n/a	n/a	
	Blyth Valley Disabled Forum	b1	n/a	n/a	
	The Waterloo	a4	n/a	n/a	
	Blyth Health Care	a1	convenience	independent	
12	Saleem Property	a2	n/a	n/a	
14	The Wallaw	n/a	n/a	n/a	vacant
16	Fergusons Motors and Cycles	sg	n/a	n/a	
2-4	Mackenzie Central Newsagency	a1	convenience	independent	
4	Nationwide	a2	n/a	n/a	
8	Hot Wok	a5	n/a	n/a	
5-7	Specs Galore	a1	comparison	multiple	
25	Victory Amusements	sg	n/a	n/a	
37	Halifax	a2	n/a	n/a	
39	TTE Amusements	sg	n/a	n/a	
41	Heron Foods	a1	convenience	multiple	
42	The Food Weighhouse	a1	convenience	independent	
45	Curiosity Shop	a1	comparison	independent	
52	Doppios	a3	n/a	n/a	
54	Chisholm	a2	n/a	n/a	
56	Rhinox	a1	convenience	independent	
58	Prince of Wales	a4	n/a	n/a	
60	Sambuca	a3	n/a	n/a	
66	The Barber Stop	a1	comparison	independent	
72	First Choice Computers	a1	comparison	independent	
73	Cash Generator	a2	n/a	n/a	

74	Barnardos	a1	comparison	multiple	charity
76	Pattison	a2	n/a	n/a	
78	The Flying Horse	a4	n/a	n/a	
79	The Coffee Shop	a3	n/a	n/a	
89	China Cook	a5	n/a	n/a	
91	Swinton	a2	n/a	n/a	
21-23	Greenwoods	a1	comparison	multiple	
27-29	Pal Joey	n/a	n/a	n/a	vacant
31-35	Boots	a1	comparison	key attractor	
44-46	Northern Chair World	a1	convenience	independent	
45A	The Money Shop	a2	n/a	n/a	
47-71	Westgate Dept Store	n/a	n/a	n/a	vacant
60-62	Quality Pizza	a5	n/a	n/a	
68-70	House of Marley	a1	comparison	independent	
	Co Op Funeral Care	a1	comparison	multiple	
	Boyds Bus Station Kiosk	a1	convenience	independent	
	Next to Bridge Street Cafe	n/a	n/a	n/a	vacant
	Opposite Embroidery Services	n/a	n/a	n/a	unsure if open or vacant
	James Snack Bar	n/a	n/a	n/a	vacant
	Embroiderry Services	a1	convenience	independent	
	Next to Serenity	n/a	n/a	n/a	vacant
	Opposite Waterloo	n/a	n/a	n/a	vacant
	Premier	a1	convenience	multiple	
	Next to The Food Weighhouse	n/a	n/a	n/a	vacant
	St Mary Church	d1	n/a	n/a	
	Next to Hot Wok	n/a	n/a	n/a	vacant
	RJW Preloved Furnishings	a1	comparison	independent	
	Bowes St Barbers	a1	comparison	independent	
	Slix	a3	n/a	n/a	

CAR PARKING DATABASE

Name:	Opposite Job Centre Plus
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0</p>
Vacant Spaces on a Market/ Busy Day:	4
Vacant Spaces on a Non Market/ Quiet Day:	2
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

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

Name:	Car Park by St Cuthberts Court, Behind Job Centre Plus
On Street/ Car Park:	Car Park
Total Spaces:	96
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	96
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/ Quiet Day:	20
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Building work and bins have taken up a number of spaces

Name:	Car Park behind Prince of Wales Pub, Waterloo Road
On Street/ Car Park:	Car Park
Total Spaces:	44
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	44
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	High St Social Club
On Street/ Car Park:	On Street
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	19
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/ Quiet Day:	2
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Behind Specs Galore, Station Road
On Street/ Car Park:	Car Park
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	0
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:	Road with Hot Wox, Wanley St.
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	6
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/ Quiet Day:	1
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Side of Wilkinsons
On Street/ Car Park:	On Street
Total Spaces:	13
Short Stay Spaces: (4 hours and under)	13
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Side of Blyth Health Centre
On Street/ Car Park:	Car Park
Total Spaces:	82
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	79
Disabled Spaces:	3
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	6
Vacant Spaces on a Non Market/ Quiet Day:	14
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Morrisons
On Street/ Car Park:	Car Park
Total Spaces:	381
Short Stay Spaces: (4 hours and under)	359
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	22
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	115
Vacant Spaces on a Non Market/ Quiet Day:	192
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Outside Dolly Dimples, Regent St
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	3
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:	Outside Last Orders, Regent St
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	4
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Keel Row Shopping Centre
On Street/ Car Park:	Car Park
Total Spaces:	389
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	378
Disabled Spaces:	11
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	61
Vacant Spaces on a Non Market/ Quiet Day:	134
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Outside Millenuim Martial Arts
On Street/ Car Park:	On Street
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	19
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? 0 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? 0 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? 0
Vacant Spaces on a Market/ Busy Day:	5
Vacant Spaces on a Non Market/ Quiet Day:	8
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

Retail Offer

Market

Physical Appearance

- "Drastically improve buildings such as Poundstretcher and the offices above the newsagents on the corner opposite. Open new stores etc where the many shops are closed and boarded up to make it look less derelict"
- "Shops that sell something useful and desirable. Smarter appearance of the town"
- "Have a full market where people can open stall on a free rental basis like when it used to be really busy from 60's onwards.. Also the opening of new shops like primark and the Westgate to attract people who tend to go to manor walks because they offer better shops and have a good shopping basis that Blyth doesn't have.. Even ASHINGTON have better shops and display better than Blyth... and that's saying something."
- "1) Stronger Police activity to deal with anti-social behaviour around market and bus station, during the daytime. 2) Hide the eyesore wooden shuttering on Northumbria house, with maybe printed graphics on the windows."
- "Start again! Encourage the market and get rid of the tatt shops"
- "Better variety of shops. Restore the old market when it was buzzing every weekend - presume this means reducing the rental the market traders pay"
- "As Northumbria House is now vacant, convert it to a indoor market like Grainger Market and the old Green Market in Newcastle. The top floor could be an eating area with a number of café outlets. A railway link from Blyth to Newcastle via Cramlington would be handy to have. Metro would be better."
- "Make it more like Cramlington. Get some decent shops in the town Blyth is a disgrace"
- "More litter picking. Variety of shops. Indoor market closed shops not to be just boarded up decorate the boards more police to move on the drunks and idiots that hang round"
- "Better shops, less charity shops and money lending and do we really need more places to eat! The market place is drab needs more colour and do something with the eyesore that is the old Westgate store"
- "1) Improve the range of shops to attract more users - in particular more clothing shops and high street chains e.g. M&S, Next 2) Get police / local authority to deal with drunks / drug addicts who roam around the town centre - it makes the area feel unsafe."
- "Get a better variety of shops. Stop letting road traffic create a barrier for pedestrians."

- "A better variety of shops. Improve the façade of some of the shops and buildings - some are already being done up but the ones that need it most and are the biggest eye sore are not"
- "1. Improve the variety of shops in the centre, NOT more ""Cash for Clothes"" or Sandwich Shops, instead the council has to reduce the business rates and welcome more independent stores selling niche items in, by that I also don't mean more sex stores either... 2. Replace that foul thing that's called a Bus Station in the middle of the town, it's falling apart and every time I go past it, there seems to be another bit of it which isn't used..."
- "Try pull in new stores/businesses to create a better shopping experience. Clean it up"
- "More shops and give us back a GOOD MARKET and GOOD SHOPS so we do not have to go to Newcastle or Cramlington"
- "Get some decent shops. Pubs are closed or run down. Everyone goes to Cramlington. Looks new vibrant. Blyth looks like its dying"
- "Make the market indoor, the 'new' market place is too large and badly conceived. Encourage better quality shops and rebuild the bus station, stop pulling down interesting buildings - that's four, sorry."
- "Improve the access roads into Blyth Town Centre then trade may return! Support the Market Traders then Blyth may return to being a thriving market town on the NE Coast of England like it used to be!"
- "1. Increase free Car parking aside from Morrison and the Keel Row. 2. Promote a wider variety of retailers, at the moment Blyth town centre is overrun by charity shops."
- "Bring in more big name retailers. Have a dedicated team of road sweepers to keep the centre clean."
- "Get rid of those who make stupid decisions, and get some young blood in..... that's my two suggestions."
- "A greater variety of shops. Clean streets."
- "1 - For councillors to promote Blyth and offer vendors an incentive to open shops within the town to promote Blyth and try to get Blyth back to the town it once was and not just referring everything to Cramlington. 2 - Wider variety of shops and not just full of charity shops."
- "Improve Waterloo road it is a disgraceful since the council had it block paved. An insurance claim waiting to happen, but then it probably already has. Town centre resembling a ghost town. Pathetic market and too many closed shops."
- "A better choice of shops. Make a feature of the market place, it's too grey. Put some colour back."
- "More shops like home bargains Poundland the old Northumbria house would be an ideal primark with having the three floors .and people wouldn't have to go out of Blyth to shop. The market could have been put to better use and all the money they spent on it disgusting it is alright for abroad where they don't get the rain and winds we get. They should have had an indoor market if we hadn't lost all our stalls .something like the covered in market in Newcastle would have been ideal."
- "Attract new shops. Put more life into the market place."

- "No boarded up shops. Better Market with more variety of stalls. **Better variety of shops make going Blyth a pleasurable experience not a chore.**"
- "Develop the Hedley & Young site. Invest in providing leisure facilities in the town centre...too much of Blyth Valleys money/effort is directed at Cramlington."
- "Tidy up the old Hedley Young's store especially the front of the old video store which has become a dumping ground for litter"
- "**Bring bigger retailers into Blyth and stop letting shops cheap to charities**, instead why not give new businesses the chance to rent them cheap"
- "Most definitely the removal of the boards on Westgate (Northumbria House) also more must be done to restore our market. It used to be amazing we are lucky if there are more than five stalls most market days."
- "1. Improve the appearance of the Market Place. 2. Refurbish the facades of the shop fronts of the buildings on the three sides of the Market Place. This is/should be the hub of the town. The current state of the buildings does not do justice to the town centre. This should be a priority, rather than the shop fronts beyond the bus station."
- "**1) A wider variety of shops.** 2) The market place is underused and looks like it is from communist Russia."
- "Reinstate the old market place get rid of the dead grey concrete eyesore that is there now.. send money on BLYTH based culture and arts not parachuting in artists from Newcastle and beyond when there are tens of artists in Blyth who would like the work and would also do it for love of their town, stop bright house type shops and pay day gold pawn shops deal with the chav drug problem properly"
- "Bring back a vibrant market. **Better variety of shops..and make sure its kept clean**"
- "**Better range of shops (e.g. 1/2 seem to ber charity shops, no electrical retailers or sports store)** Improve the external appearance of shop fronts. (Market square is very nice, shame shabby shop signs let it down)"
- "1.Improve the horrible mess made of the market place. Flower beds maybe? Pretty seating/meeting areas?"
- "2. The first impression you get when arriving at the bus station is the terrible sight of what used to be the most beautiful shop in Blyth, namely the old Hedley Young's shop. Look at it now, a pathetic ruin. It could be rescued and turned into a Primark or similar"
- "**More clothes shops to include boy's clothes e.g. 15/16 year old.** Give shop fronts a facelift"
- "**Close all the charity shops and get some proper shops back in. Reduce council tax for shops to encourage variety.**"
- "The appearance of the shops to be updated."
- "**More variety of shops. Less charity shops**"
- "covered market area and **better quality shops**"
- "Something should be done with the Westgate building. If no-one is taking it over then maybe something painted on the frontage. Like a scene from the sea front, the beach huts or something. This has been done in Whitley bay and it looks better than those awful boards that are up there now."
- "A thriving market a **better variety of shops** ...and it should be kept cleaner"

- "1. Improve the physical appearance of building's in the town centre, particularly those of a historical interest to Blyth itself (Hedley Young/Poundstrecher and the building opposite McKenzies/Carpet Shop) 2. Link the three separate areas of the town centre (Riverside, Market and Park) more effectively so that it doesn't seem like you're heading to three different destinations, if this is done creatively; it could be a wonderful addition to the town."
- "Update fascia of Westgate. Transfer control of Blyth Market from NCC"
- "Reduce the number of empty shops by de-commissioning redundant retail premises or converting them to other uses Route buses / heavy traffic away from Union St / Waterloo Road to make centre of town more pedestrian friendly"
- "Have a department store such as Marks and Spencer and encourage them with low business rates for a year. Keep charity shops from prime site and put them on side streets."
- "1- A proper market 2- Better high street shops with more variety"
- "covered in market, charity markets on Sunday"
- "Better market. More shops. Better overall appearance"
- "Better shops, less charity shop and money lending shops"
- "Invest in some major retailers. For example primark in Northumberland house. That store alone would bring people and businesses to the town. Calm the traffic wardens. They're too ticket happy"
- "The new market place was a mistake. Try to attract a key store, even Home Bargains or B&M to anchor the square."
- "Improve the appearance by opening up the closed Westgate House. Brighten up the market place"
- "More variety of shops to bring more people to the town centre. Lots of empty shops. street cleaned, lots of dog mess all over"
- "More investment in the public infrastructure, for example, improve paving, lighting, etc, make it all uniform or divide the town centre into quarters (old quarter, Culture quarter, Food quarter and business quarter for example) and improve the streets to match each quarter. Improve the flow of the town centre, and quay side. The quayside would be a huge commercial selling point, but is not even close to its potential."
- "Return the physical appearance to that of a more traditional market town. Do whatever it takes to encourage new businesses and larger chain stores to take empty shops (NOT CHARITY SHOPS!)."
- "Encourage either quality large retail brands in or quality independent traders- like frameworks and keep it clean, make it look pretty- flowers the market was better before it was turned into a concrete monstrosity with those hideous planters etc"
- "more street cleaners more range of affordable shops i.e. primark"
- "GET MORE SHOPS IN NOT CHARITY SHOPS, BANKS, LOAN COMPANYS NO MORE CAFE'S GET PROPER SHOPS IN. LOWER BUSINESS RATES TO ENCOURAGE BIGGER BUSINESS AND TO KEEP THE TOWN CENTRE GOING BLYTH NEEDS THE COUNCIL TO PULL THERE FINGER OUT AND SORT IT NOW!"

- "Too many closed shops-need to encourage new business. Cramlington has much more choice. Also get a Sunday car boot sale going. It doesn't get used for anything else."
- "The town needs new shops as the town is becoming less and less desirable with closure of more stores."
- "Encourage retailers to open premises standing empty. Do something about the lack of MARKET make market day a good experience not the lack of stallholders we have now."
- "Lower business rates and offer incentives for a wide range of retailers to come into the town. The Market needs completely re-designing as it is grey and bleak and hardly appeals to both traders and shoppers alike. Free stalls could be offered to start up businesses."
- "Better children's and men shops. Better visual appearance and police safety"
- "We need a better range of nice shops. There are many new builds at the moment, including Millers, Charles Church, Persimmon, Taylor Wimpey and Barratt. All these new home owners will need to purchase furniture; textiles etc etc and could stimulate spending in Blyth. But there are not the shops in Blyth to purchase such items. Why is it, that with all the houses currently being built in Blyth, the town has not managed to encourage retailers to move here. Cramlington has a vibrant shopping centre with many well known retailers and a new cinema and will encourage even more shoppers once Marks and Spencer move there. It seems that Blyth is falling behind in the retail market. Blyth has many good points such as the beach, the quayside and Ridley Park. There are some lovely old buildings in the centre of Blyth and if money was invested could return to a prosperous town. It already attracts huge crowds when there are events on. Morpeth has recently won its fight to remove controversial traffic lights. How much has this cost the council > us the council tax payers. Morpeth is a prosperous town. Again Blyth is falling behind. Would Blyth have won a similar appeal? Also, the planners for the updated bus station site should be shot. How tasteless it is and already looks with weeds growing in flower troughs."
- "A wider selection of shops. Particularly for men as the options are extremely limited. Add some colour to the market place, bring it to life. Currently just a grey wasteland that doesn't appeal to the eye."
- "a covered in market place and the utilization of Northumbria house maybe turned into a few shopping outlets"
- "Bring back the town centre manager as an independent not part of the town council team"
- "More upmarket shops...less 2nd hand and tanning shops"
- "Bring better retailers to the town centre, and reduce market trader fee's to attract more stalls"
- "Get bigger businesses to invest such as M&S. Better leisure facilities such as cinema"
- "Less pubs, more shops"
- "Knock it down and start again, put market place back to the way it was, attract more businesses instead of letting Crammy get them"

- "Market seating"
- "Demolish old dangerous buildings like Poundstrechers'. Sort out the Westgate stores building. Sort out anti social behaviour problems"
- "Get rid of charity shops. Elect councillors who actually care about Blyth rather than their expenses claim form"
- "Road access to the town centre try and ease congestion. Try and attract more restaurants and discourage fast food outlets."
- "Investment needed to improve the physical appearance of some beautiful old buildings in the town centre that have been left to rot, also a bigger variety of clothes shops are desperately needed & would bring much needed business to the town, shops such as next, River Island, m&s."
- "Bigger choice choice of shops less second hand and money shops"
- "Bring a bit of sparkle back; make it a real destination place. Get some 'names' in and some small independent retailers. Help them out with rent and rates. I'd love to see the market return to what it once was."
- "Up market shops. Better market"
- "1. Please attract a greater variety of shops to the town! Personally I'm not fussed about having a Primark in Blyth, but you can't deny that the store attracts a lot of shoppers. My personal choice would be a Marks & Spencer store with food hall. Currently the town centre is made up of estate agents, greeting card shops. 2. The market square is bleak. It's a great big space that could be used so much more than it is! When the market stalls are there they seem to be bric-a-brac stalls. Please improve!"
- "Remove all the charity shops, Blyth may be unique in that it is so depressed even charity shops are closing. Move the market to the quayside"
- "It would be great to see all empty shops occupied again and the market busy as it used to be. Some buildings are in a terrible state such as the old Hedley Young's store opposite the bus station"
- "Encourage small retail business. Do something with the large vacant premises such as the coop and old post office."
- "Clean up the toilets they're disgusting! Stop opening more charity shops, bring more variety to shops i.e. children's clothes/toys etc! Sort out that eye sore of a market square, it could and has been so much better!"
- "Get the empty shops filled, move all charity shops onto Bowes street, make the Town square shops more retail i.e. shoe, clothing, sportswear and get the Market traders back who sell all the above and less tatt, I'm all for secondhand stores and second hand markets but please give them dedicated days and areas, I would much rather shop in my town centre than be forced to shop in others as they have all the retail shops I'm looking for."
- "Covered market. Home furnishing stores."
- "IMPROVE THE WEEKLY MARKET (POSSIBLY BY REDUCING STALL FEES TO MAKE IT MORE APPEALING TO STALL HOLDERS) OR HAVE FOR EXAMPLE A MONTHLY SPECIALIST MARKET I.E. FARMERS OR CRAFT MARKET. DECIDE WHAT TO DO WITH THE EMPTY WESTGATE STORE AS IT WILL GRADUALLY BECOME MORE RUNDOWN - POSSIBLY IT COULD BE USED SO WE COULD HAVE A COVERED IN MARKET."

- "More variety of shops. Shoe shops."
- "Keep free parking."
- "Better shops- Clothes. Encourage use of shops."
- "More variety of shops."
- "More colour in the Market Sq. Improvements to Market Sq have not really improved reflection from grey. More large chain stores e.g. Primark. Too many hairdressers."
- "Market needs more stalls a better variety. Shops- more variety, some individual stores rather than High St Stores. Bus Service- South Beach- needs improving, they don't have smaller buses anymore. Take it back to the way it was like Morpeth. Need shoe shops."
- "More variety of shops. Renovate the area."
- "Attract new shops M and S. Indoor market. Improve outdoor market back to how it was before improvements. Children's clothes shops. Better variety of shops."
- "Needs to be tidied up. Improve the market area too grey and bleak. Needs revamping. Needs variety of shops. More individual shops."
- "More shops e.g. furniture shops, shoe shops. Much bigger variety like Cramlington. Better market."
- "Better shops. More variety. Better market like it was."
- "Clean up the rubbish. Improve the Westgate building."
- "Fill the empty shops. Too many charity and cash conversion shops. Competition for Morrison's. More shops in the centre of the town. Better variety of shops. Improve the market stalls. Improve the market area with flowers and shrubs."
- "Invest in empty shops to encourage new retailers. Market seats cold and uncomfortable. Covered market."
- "Get retailers into empty shops."
- "Better shops. Market- wasted money on an open space."
- "More variety of shops. Bigger and better market."
- "Needs complete regeneration of shops and businesses. Cash injection."
- "Needs better shops."
- "More shops. Co Op. Shoe shops. More seats for the summer."
- "More shops and better variety e.g. shoe shops."
- "Improve the market area, more wooden seats. Better shops."
- "Put in more shops. Improve where Westgate was. Too many charity shops and cash converter shops. Market- need bigger and better stalls. Could put indoor market in Westgate."
- "More shops. Primark. Too many charity shops. Less cafes, more shops. Would like indoor market Westgate? Better outdoor market."
- "Sort out the disused buildings. Indoor market. Improve outside market. Stop the dog mess about the town."
- "Need a bigger market. Variety of shops."
- "Fountain in market makes people wet. Remove stone seats and replace with wooden so that people can use. Toilets need cleaning up. Need more covered shopping. Dogs need more controlling. Why plant trees in boxes!"

- "Better variety of shops. Better market."
- "Improve the market. Improve the shops. Better variety. Need a shoe shops. Needs refurbishing. Rates too high for shops."
- "New shopping mall. Better variety of shops. Individual shops such as greengrocers. Better market, better and more stalls. Needs to be like Cramlington. Don't feel safe here after dark."
- "Sort out the Westgate. More children's clothes shops. Concrete wasteland needs improving."
- "More decent shops, shoes and clothes etc. Some of the bigger stores e.g. primark. Reopen Westgate!"
- "Need more shops. Better variety. Too many charity shops."
- "Improve market, more stalls, better quality goods. More variety of shops."
- "Need to improve the market, quality and variety. The whole area needs sprucing up."
- "Too many charity and second hand shops. Lower start up rates for new businesses."
- "Cover in Market Square. Bring back flower displays. Bring back bus service to the loop around Leaches."
- "Better variety of shops. Better market stalls i.e. not like car boot."
- "Refurb empty shops. Need more variety of branded shops, dept store. Improve market."
- "Change Councillors, proactive approach to new business. Don't concentrate on Cramlington and Morpeth. Refurb town and surrounding areas."
- "Do something with markets. Fountains never working, seats cold and uncomfortable. Riddly Park lovely, well kept."
- "More use of market square on non market day. Decorate for Xmas. More stalls on market like there used to be. More variety of shops, men's, shoes, children, Primark. Less charity shops."
- "Need a pound shop."
- "More variety of shops. M and S, Primark, Clothes Shop."
- "Cover the market area."
- "Need more variety of shops- baby clothes and teenage shops. Clean toilets regularly."
- "Since the department store has closed down I have visited less."
- "Make Keel Row centre bigger with more shops. Do not need market if we get better shops."
- "Get local points of view at a meeting with town council. Help small businesses, plough money in. Needs refurbishment as it is embarrassing."
- "Get a good shoe shop. Another clothes shop. More security."
- "Music Shop"
- "Market- looks like car boot with junk stall. Variety of shops, deli, niche things."
- "Refurbish building with Poundstretcher in eyesore. Tidy upper floors of buildings"
- "More variety of shops. Furniture shops."
- "Refurbish older buildings. Get more shops."

- "Encourage more variety of shops. Less charity and second hand shops. Repair old buildings."
- "Sort out the Market Square - it's cold, dull has no life / vibrancy. Use false shop fronts to cover empty shops until they are let."
- "Improve market and Northumbria house. Get rid of drug addicts and trouble makers in town centre."
- "Attract retailers to take on the now empty 'department store' on Waterloo Road and also Woodcocks. Stop cars using the pedestrianised street near Argos as a short cut."
- "Less charity and money shops more high street named stores etc. More venues for entertainment. The closest cinema is now Cramlington but before that was Wallsend. I understand Wetherspoons is about to open but one pub (which is going to be a haven of Blyth's dross) is not gonna make a massive difference. To realistically buy anything other than food you have to leave Blyth"
- "Shop faces need tidied up. Frame works looks lovely then a few yards down the street there is the awful appearance of Poundstretcher and blockbuster and Westgate. The market place is dreary and full of second hand stalls. It is awful!"
- "More shops, indoor market"
- "Attract a big name to take over the eyesore that is Northumbria house. Primark perhaps. Regular continental markets would also be good."
- "Do something with the vast space that is the market area. Pound stretcher is an absolute eyesore people coming into Blyth on the bus are getting a very bad impression as it's the first building they see. It's dropping to bits and no one is doing anything!"
- "Bring some more shops into Blyth especially, clothes shops, art/craft shops"
- "Add more cloth shops for men, women and children. Such as primark. Add more restaurants. Take away charity shops and cafes there are too many."
- "Change the mess that has been made to a once thriving market place and give stall holders a peppercorn rent to bring back all the stall holders that did not and will not return. Until something is done with Westgate House as an interim measure cover the hardboard windows with the false shop fronts i.e. baker's grocers etc."
- "Try for more specialist shops in the town centre, more specialist traders on the market"
- "I would like to have a good quality "Manchester goods" shop."
- "More diverse shops and appearance of them. Encourage, improve and expand market in terms of stalls"
- "Blyth really does need some major retailers to give variety to shoppers. There are many gaps in its offered market, such as children's clothing, footwear and toys, and sports supplies to name a few. The existing businesses could perhaps benefit from premises updates, for example, a continuation of the shop front grant scheme to modernise the ageing stores. This would improve the visual aspect of our streets."
- "Better market. Better shops"
- "More parent/toddler parking spaces. Newborn car seat out of a car safely Some form of child friendly activity/cafe"

- "More variety of shops instead of charity shops and cafes. Indoor centre made bigger (Keel Row)."
- "More variety of shops, improve the market (back to what it was 10 years ago before the council destroyed it!!!!)"
- "Less charity shops. More clothes shops. More shoe shops. More market days. Generally more shops offering a variety of goods."
- "Get rid of the arcades, money lenders and charity shops change how the market is run, to bring in more stalls. Bring in a big retail store such as Primark or M and S, bring back the flower beds"