



Market Town Benchmarking

Measuring the performance of town centres

Haltwhistle 2013 Report

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the social enterprise focusing on the needs of towns across Britain

EXECUTIVE SUMMARY

Retail

- 46% of the units in the town centre are A1 Shops which is lower than the National Small Towns average (53%) whilst 10% are A4 Drinking Establishments more than double the National figure. (4%)
- 71% of the A1 Shops in Haltwhistle town centre sell Comparison goods. Traditional retail theory suggests that a good balance of Comparison and Convenience Shopping is anything over a two thirds Comparison offering.
- Haltwhistle offers the same mix of A1 Shops as the National Small Towns average, 6% Key Attractor, 19% Multiple and 75% Independent and Regional.
- 73% of town centre users stayed in Haltwhistle for less than 2hours.
- The majority of town centre users visited Haltwhistle for 'Convenience Shopping' (67%) 25% higher than the National Small Towns average and 89% at least once a week.
- 40% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre higher than the Regional (30%), National (32%) and Typology (32%) averages.
- 43% of town centre users felt that the 'variety of shops' in the town centre were 'Poor', 7% higher than the National and Regional averages.

Vacancy rates:

- 7% of the units in the defined town centre were vacant at the time of the audit, 1% lower than the National Small Towns average. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

Footfall:

- The table highlights that footfall in Haltwhistle on a Busy Day is 54 persons per 10 minutes, whilst on a Quiet Day the figure is 39, both figures are considerably lower than the Regional (154/115), National (122/90) and Typology (175/121) averages.

Car Parking:

- Overall, on a Market Day 26% of all car parking is vacant, whilst this figure increases to 32 % on a Non Market Day. Both set of figures are very similar to the Regional (26%/33%) and National (28%/36%) figures. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly

Users Views:

- The two most positive aspects of the town centre were 'Ease of walking around the town centre' (84%) and 'Convenience e.g. near where you live'. (76%)
- 56% of town centre users felt that the physical appearance of Haltwhistle was 'Good'.
- 59% of town centre users rated the cleanliness of Haltwhistle as either 'Good'.
- 50% of town centre users stated 'Markets' were a negative aspect of Haltwhistle town centre, 21% higher than the National average,
- Qualitative comments centred on improving the 'Car Parking', 'Retail Offer', 'Restaurants' and 'Cleanliness/ Appearance'.

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. Haltwhistle with 72 units is classed as a Small Town.

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

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

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

The Reports

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

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

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

METHODOLOGY

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

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

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

KEY FINDINGS

KPI 1: Total Number of Commercial Units

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

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

Table of Use Classes

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

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

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 67 occupied units recorded.

	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2%
A1	46	53	53	54
A2	9	13	14	13
A3	4	9	8	9
A4	10	5	4	4
A5	6	4	5	3
B1	3	3	3	3
B2	2	0	0	1
B8	0	0	0	0
C1	5	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	10	6	6	6
D2	0	1	1	1
SG	4	5	5	5
Not Recorded	0	0	0	0

46% of the units in the town centre are A1 Shops which is lower than the National Small Towns average (53%) whilst 10% are A4 Drinking Establishments more than double the National figure. (4%)

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.

	Haltwhistle %	North East Small Towns %	National Small Towns	Typology 2%
Comparison	71	76	79	82
Convenience	29	24	21	18

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

KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad.

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

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

	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2%
Key Attractor	6	8	6	6
Multiple	19	27	19	21
Independent and Regional	75	65	75	73

Haltwhistle offers the same mix of A1 Shops as the National Small Towns average, 6% Key Attractor, 19% Multiple and 75% Independent and Regional.

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.

	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2%
Vacant Units	7	9	8	8

76% of the units in the defined town centre were vacant at the time of the audit, 1% lower than the National Small Towns average. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

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.

	Haltwhistle	North East Small Towns	National Small Towns	Typology 2
Average number of traders at a market	3	15	17	21

3 market traders were present at the time of the Audit in November, noticeably lower than the Regional (15), National (17) and Typology (21) figures.

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.

	Haltwhistle	North East Small Towns	National Small Towns	Typology 2
Zone A	13	28	27	31
% Net Yield	n/a	8	8	7

The Zone A figure for Haltwhistle of £13 per sq. ft is lower than the North East (£28), National Small Towns (£27) and Typology (£31) averages.

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 Boots, Eden House, West Gate on two separate days in November.

	Haltwhistle	North East Small Towns	National Small Towns	Typology 2
Busy Day	54	154	122	175
Quiet Day	39	115	90	121

The table highlights that footfall in Haltwhistle on a Busy Day is 54 persons per 10 minutes, whilst on a Quiet Day the figure is 39, both figures are considerably lower than the Regional (154/115), National (122/90) and Typology (175/121) averages.

Individual footfall counts are provided in the table below.

Count Point Location: Outside Boots, Westgate			
Time	Busy Day	Time	Quiet
10.50-11.00	56	10.50-11.00	45
11.00-11.10	57	11.00-11.10	33
12.00-12.10	48	12.00-12.10	39
TOTAL	161	TOTAL	117
AVERAGE	54	AVERAGE	39

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.
- Average number of illegally parked cars 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.
- Average number of illegally parked cars on street 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.
- Overall average number of illegally parked cars on a Busy/ Market Day and on a Quiet/ Non Market Day.

	Halt.	Halt. %	North East Small Towns %	National Small Towns %	Typ. 2%
Car Park:					
Total Spaces:	117	73	90	88	88
Short Stay Spaces: (4 hours and under)	25	21	51	47	37
Long Stay Spaces: (Over 4 hours)	85	73	42	41	48
Disabled Spaces:	7	6	3	4	4
Not Registered	n/a	n/a	3	8	12
Vacant Spaces on a Busy/ Market Day:	31	26	27	30	31
Vacant Spaces on a Quiet/ Non Market Day:	41	35	34	38	40
Illegal Cars on a Busy/ Market Day:	7	n/a	n/a	n/a	n/a
Illegal Cars on a Quiet/ Non Market Day:	5	n/a	n/a	n/a	n/a
On Street:					
Total Spaces:	43	27	10	12	12
Short Stay Spaces: (4 hours and under)	39	91	59	56	69
Long Stay Spaces: (Over 4 hours)	0	0	36	36	20
Disabled Spaces:	4	9	6	4	6
Not Registered	n/a	n/a	0	4	6
Vacant Spaces on a Busy/ Market Day:	9	24	18	14	16
Vacant Spaces on a Quiet/ Non Market Day:	11	29	26	22	23
Illegal Cars on a Busy/ Market Day:	0	n/a	n/a	n/a	n/a
Illegal Cars on a Quiet/ Non Market Day:	1	n/a	n/a	n/a	n/a

Overall					
Total Spaces:	160	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	64	40	52	48	40
Long Stay Spaces: (Over 4 hours)	85	53	41	40	45
Disabled Spaces:	11	7	3	4	4
Not Registered	n/a	n/a	3	7	11
Vacant Spaces on a Busy Day/ Market:	40	26	26	28	29
Vacant Spaces on a Quiet/ Non Market Day:	52	32	33	36	38
Illegal Cars on a Busy/ Market Day:	7	n/a	n/a	n/a	n/a
Illegal Cars on a Quiet/ Non Market Day:	6	n/a	n/a	n/a	n/a

Overall, on a Market Day 26% of all car parking is vacant, whilst this figure increases to 32 % on a Non Market Day. Both set of figures are very similar to the Regional (26%/33%) and National (28%/36%) figures. In February 2013 at a British Parking Conference it was outlined that a 15% vacancy level indicates that the pricing and provision levels are set correctly.

KPI 10: Business Confidence Survey

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

Please note that despite surveys being sent to all of the businesses listed in the Appendix only two were returned so no data is available for Haltwhistle

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

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

Compared to last year has your turnover.....?,	Haltwhistle %	North East Towns %	National Small Towns %	Typology 2 %
Increased	n/a	33	38	40
Stayed the same	n/a	34	34	33
Decreased	n/a	33	28	27

Compared to last year has your profitability.....?	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2 %
Increased	n/a	26	30	30
stayed the same	n/a	34	37	36
Decreased	n/a	40	33	34

Over the next 12 months do you think your turnover will.....?	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2 %
Increase	n/a	33	44	42
stay the same	n/a	50	40	42
Decrease	n/a	17	16	16

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

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

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

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 71 responses from the online and face to face Town Centre Users Survey.

	Haltwhistle %	North East Small Towns%	National Small Towns%	Typ. 2 %
Gender				
Male	37	42	38	39
Female	63	58	62	61
Age				
16-25	6	6	8	7
26-35	3	10	10	10
36-45	20	19	17	16
46-55	15	21	19	19
56-65	31	24	20	20
Over 65	25	20	26	27

What do you generally visit the Town Centre for?				
Work	9	14	15	18
Convenience Shopping	67	51	42	37
Comparison Shopping	0	4	5	8
Access Services	10	15	17	15
Leisure	4	10	13	13
Other	10	6	9	10

The majority of town centre users visited Haltwhistle for 'Convenience Shopping', (67%) 25% higher than the National Small Towns average.

How often do you visit the Town Centre				
Daily	39	29	29	30
More than once a week	40	43	39	36
Weekly	10	16	15	15
Fortnightly	3	4	5	6
More than once a Month	3	2	3	3
Once a Month or Less	3	6	7	8
First Visit	3	0	2	3

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

How do you normally travel into the Town Centre?				
On Foot	39	36	37	37
Bicycle	0	1	2	2
Motorbike	0	0	1	1
Car	55	56	53	52
Bus	3	6	6	7
Train	3	0	1	1
Other	0	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	3	3	2
£0.01-£5.00	9	11	13	13
£5.01-£10.00	24	24	26	25
£10.01-£20.00	40	30	32	32
£20.01-£50.00	21	24	20	22
More than £50.00	3	7	6	6

55% of town centre users travelled into Haltwhistle by 'car'.

40% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre higher than the Regional (30%), National (32%) and Typology (32%) averages.

How do you rate the physical appearance of the town centre?				
Very Good	9	11	17	19
Good	56	49	58	62
Poor	33	28	20	17
Very Poor	3	12	6	2
How do you rate the cleanliness of the town centre?				
Very Good	9	10	16	16
Good	59	55	63	66
Poor	25	27	18	15
Very Poor	6	7	4	2

56% of town centre users felt that the physical appearance of Haltwhistle was 'Good'.

59% of town centre users rated the cleanliness of Haltwhistle as either 'Good'.

How do you rate the variety of shops in the town centre?				
Very Good	4	7	8	10
Good	41	37	44	49
Poor	43	36	36	34
Very Poor	12	20	11	7
How do you rate the leisure and cultural offering in the town centre?				
Very Good	6	8	10	13
Good	45	44	49	53
Poor	37	35	33	29
Very Poor	12	14	8	5

43% of town centre users felt that the 'variety of shops' in the town centre were 'Poor', 7% higher than the National and Regional averages.

45% of respondents reported that the 'leisure and cultural' offering in Haltwhistle town centre was 'Good'.

What are the positive aspects of the Town Centre?				
Physical appearance	37	41	56	64
Shops	45	42	49	53
Restaurants	22	44	44	50
Access to Services	69	73	75	78
Leisure Facilities	45	30	28	31
Cultural Facilities	16	18	24	36
Pubs/ Bars/ Nightclubs	37	30	37	36
Transport	46	36	43	38
Ease of walking around the town centre	84	72	75	78
Convenience e.g. near where you live	76	71	70	69
Safety	60	39	48	54
Car Parking	58	41	46	41
Markets	15	25	34	54
Other	3	3	7	3

The two most positive aspects of the town centre were 'Ease of walking around the town centre' (84%) and 'Convenience e.g. near where you live'. (76%)

What are the negative aspects of the Town Centre?				
Physical appearance	39	43	29	21
Shopping	47	48	42	37
Restaurants	52	23	28	26
Access to Services	19	8	10	7
Leisure Facilities	19	34	37	33
Cultural Facilities	45	40	37	29
Pubs/ Bars/ Nightclubs	23	30	27	26
Transport	22	22	22	28
Ease of walking around the town centre	3	7	9	11
Convenience e.g. near where you live	3	6	8	9
Safety	3	13	13	12
Car Parking	25	40	39	45
Markets	50	32	29	20
Other	11	10	12	9

50% of town centre users stated 'Markets' were a negative aspect of Haltwhistle town centre, 21% higher than the National average, whilst 47% opted for 'Shopping' and 45% 'Cultural activities'

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

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

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

A number of comments centred on improving 'Car Parking';

- " Better parking facilities"
- "One way street system which would make more parking spaces outside the shops."
- "As much on street car parking as possible."
- "Improve and enlarge parking areas and better indication of where these are."
- "No parking on Main Street. Better car parks"
- "Rid the main street of parking."
- "Need to improve car parking - sometimes nowhere to park."

'Restaurants' was another common theme in terms of improvement;

- "Longer opening hours for local shops - particularly those offering food and drink. There is little in the way of an evening food and drink other than pub/hotel and takeaway."
- "Restaurants & places to eat is desperate."
- "Better restaurants, more of them."

Comments in regards to improving 'Retail Offer' included;

- "Encourage wider variety of shops. Longer opening hours of shops on Wednesdays and weekends during the tourist season"
- "Get more well know shops in Haltwhistle as its a ghost town."
- "Fill empty shops and encourage more independent shops."
- "More businesses in the empty shops, no more Charity shops"
- "Open all day on Wednesdays and shops not closing at lunchtimes. Better variety of shops."
- "Need new shops to add life to the High Street."
- "Needs better variety of shops."
- "More and better shops."

A range of comments were also made in terms of 'Cleanliness/ Appearance';

- "More litter bins general upkeep of pavements/road repairs etc"
- "Alter the pavements another winter approaching and the slabs are raised and lifting a tripping hazard (esp from the junction with aesica down to the westerly zebra crossing on the co/op side of the street make the empty shop fronts more attractive I have lived here for 19 years and the place looks unkempt as each year passes"
- "Too much litter about the place."
- "Smarten up the market place."
- "Street cleaning. Remove dog mess from the pavements."

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 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

	Haltwhistle %	North East Small Towns %	National Small Towns %	Typology 2 %
Locals	n/a	57	53	47
Visitors	n/a	32	31	35
Tourists	n/a	11	16	18

Unfortunately only one business collected the data making analysis impossible.

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	Street	Name				Notes
		No 3	a1	comp	ind	
		Haltwhistle Pet Shop	a1	comp	ind	
3	Central Place	The Treatment Room	sg	n/a	n/a	
4	Central Place	Mr Georges Museum of Time	d1	n/a	n/a	
	Central Place Garage	MW Bell	b2	n/a	n/a	
	Eden House Westgate	Boots	a1	comp	key att	
	Edens Lawn	Church of the Holy Cross	d1	n/a	n/a	
	Fair Hill	Sainsburys	a1	conv	key att	
	Lanty's Lonnen	Ashcroft B and B	c1	n/a	n/a	
	Main Street	Heads and Tails	a1	comp	ind	
	Main Street	Haltwhistle Working Mens Club	a4	n/a	n/a	
	Main Street	Georgie Girl	a1	comp	ind	
	Main Street	Haltwhistle District Comrades Club	a4	n/a	n/a	
	Main Street	Haltwhistle and District Conservative Club	a4	n/a	n/a	
	Main Street	Fryery	a5	n/a	n/a	
	Main Street	Centre of Britain	c1	n/a	n/a	
	Main Street	Oceans	a5	n/a	n/a	
	Main Street	Centre of Britain Laundrette	sg	n/a	n/a	
	Main Street	St Wilfrid	d1	n/a	n/a	
	Main Street	Co Op	a1	conv	mult	
	Main Street	Armstrong Bridal Shop	a1	comp	ind	
	Main Street	Armstrong Carpets	a1	comp	ind	
	Main Street	Cumberland Building Society	a2	n/a	n/a	
	Main Street	Manor House Inn	a4	n/a	n/a	
	Main Street	Lucky Palace	a5	n/a	n/a	
	Main Street	Post Office	a1	conv	mult	
	Main Street	Hadrian Financial Services	a2	n/a	n/a	
	Main Street	Just Flowers	a1	comp	ind	
	Main Street	Beanos	a1	conv	ind	
	Main Street	Hall Meadows	c1	n/a	n/a	
	Main Street	The Old Fort	a3	n/a	n/a	
	Market Place	Land Factor	a2	n/a	n/a	
	Market Square	HSBC	n/a	n/a	n/a	vacant
	Market Square	The Black Bull	a4	n/a	n/a	
	Market Square	Haltwhistle Tandori	A5	n/a	n/a	
	Market Square	AR Owen	a2	n/a	n/a	
	Market Square	La Toot	a3	n/a	n/a	
	Market Square	Haltwhistle Film Project	b1	n/a	n/a	

	Market Square	Bits N Pieces	a1	comp	ind	
	Market Square	Billy Bell	a1	conv	ind	
	Market Square	Newcastle Bookshop	a1	comp	ind	
	Market Square	M A G S	a1	conv	ind	
	Station Road	The Railway	a4	n/a	n/a	
	Town Hall Crescent	AEG Water Solutions	b1	n/a	n/a	
	West Road	The Jubilee	a4	n/a	n/a	
1	Westgate	Kasteale	a3	n/a	n/a	
11	Westgate	Harveys	a1	comp	ind	
16	Westgate	Richard Skeet	a1	comp	ind	
17	Westgate	Something Special	a1	comp	ind	
19	Westgate	Jayanelle	a1	comp	ind	
21	Westgate	WMH Fresh Meats	a1	conv	regional	
	Westgate	Coffee Shop	n/a	n/a	n/a	vacant
	Westgate	Intrim Hair Design	a1	comp	ind	
	Westgate	Whistle Art Stop	a1	comp	ind	
	Westgate	Haltwhistle Methodist Church	d1	n/a	n/a	
	Westgate	Library and Info Centre	d1	n/a	n/a	
	Westgate	Haltwhistle Memorial Hospital	d1	n/a	n/a	
	Westgate	Co Op Funeral Care	a1	comp	mult	
	Westgate	Mo's Convenience Store	a1	conv	ind	
	Westgate	Pennine Ways	a1	comp	mult	
	Westgate	Innovations	a1	comp	ind	
	Westgate	Barclays	a2	n/a	n/a	
	Westgate	Chisholm	a2	n/a	n/a	
	Westgate	Streetwise	a1	conv	ind	
	Westgate	Save the Children	a1	comp	mult	charity
	Westgate	Geoff Steven and Son	a1	comp	mult	
		Church Hall	d1	n/a	n/a	
		Shop Next to Pennine Ways	n/a	n/a	n/a	vacant
		Next to Barclays	n/a	n/a	n/a	vacant
		Next to Streetwise	n/a	n/a	n/a	vacant
		Tattoo Studio	sg	n/a	n/a	
		Riches	a1	comp	ind	

CAR PARKING DATABASE

Name:	Outside Intrim Hair Design, West Gate
On Street/ Car Park:	On St
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free * HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

* One hour only, no return within one hour

Name:	By War Memorial Hospital, Haltwhistle
On Street/ Car Park:	On St.
Total Spaces:	23
Short Stay Spaces: (4 hours and under)	21
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free* HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A
Vacant Spaces on a Market Day:	5
Vacant Spaces on a Non Market Day:	6
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

* One hour only, no return within two hours

Name:	Haltwhistle Train Station
On Street/ Car Park:	Car Park
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free **
Vacant Spaces on a Market Day:	7
Vacant Spaces on a Non Market Day:	11
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	1

- Please note there are 9 additional spaces all private

** Rail users only, £50 penalty for misuse

Name:	Outside Library, Westgate
On Street/ Car Park:	On St.
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A *
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non Market Day:	0
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

* * One hour only, no return within one hour

Name:	Co Op
On Street/ Car Park:	Car Park Both Sides of the Road
Total Spaces:	27
Short Stay Spaces: (4 hours and under)	25
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A *
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non Market Day:	3
Illegal Spaces on a Market Day	7
Illegal Spaces on a Non Market Day:	4

* Two hours max, free, no published penalty for overstay.

Name:	Outside Manor House Inn, Main Street
On Street/ Car Park:	On St.
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A *
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non Market Day:	2
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

* One hour only, no return within two hours

Name:	Outside A R Owen, Market Sq
On Street/ Car Park:	On St.
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A **
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	2
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	1

*Please note only 1 space available on a Market Day

** One hour only, no return within two hours

Name:	Outside Riches, Town Centre
On Street/ Car Park:	On St.
Total Spaces:	1
Short Stay Spaces: (4 hours and under)	1
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A *
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	0
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

* One hour only, no return within one hour

Name:	Sainsbury's, Fair Hill
On Street/ Car Park:	Car Park
Total Spaces:	70
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	67
Disabled Spaces:	3
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market Day:	21
Vacant Spaces on a Non Market Day:	27
Illegal Spaces on a Market Day	0
Illegal Spaces on a Non Market Day:	0

TOWN CENTRE USERS SURVEY

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

Key

Car Parking

Retail Offer

Restaurants

Cleanliness/ Appearance

- "Reduce traffic. **Keep dog waste down.**"
- "Bring back HSBC Bank, remove all yellow lines a bit of congestion slows down vehicles but makes the town more accessible"
- "**Better cleaning - lower business rates to encourage more business to set up.**"
- "**A bakery. Cleaner - less litter & dog mess**"
- "More for tourists to do and see. Better parking facilities"
- "One way street system which would make more parking spaces outside the shops. Get the former Church Hall into some sort of use."
- "A good place to eat that is open till 10pm. Shops open 9 till 5 7 days per week and more shops"
- "Dogs dirt in the town is terrible"
- "**Encourage wider variety of shops. Longer opening hours of shops on Wednesdays and weekends during the tourist season**"
- "**Shops open on Wednesday pm & Saturday pm. As much on street car parking as possible. More good eating places.**"
- "Some restaurants and a **better variety of shops, even more charity shops would be good.**"
- "**Fewer empty shops. A restaurant (a proper one open for good meals in the evening).**"
- "Have a proper market day instead of just a couple of stalls. Maybe hold a Farmer's Market once a month?"
- "Lower business rates to attract **new shops/restaurants & services.**"
- "**Get more well know shops in Haltwhistle as its a ghost town** there is nothing to do entertainment wise and what is here is too expensive, and there are no jobs available for young people that's why you see people leaving to go to Hexham and further, the council need to get their finger out and actually take an interest in Haltwhistle and do something with all the derelict buildings like greenholme and graystonedale"
- "One way traffic system as the main street is too narrow. Improved pavements with dropped kerbs."
- "**Cleaning of streets on a regular basis (roads and pavements)** Better parking monitoring to ensure ease of access for casual shoppers and disabled drivers"

- "a more vibrant weekly market with fresh local produce - and perhaps a fortnightly/monthly 'farmers 'market' Longer opening hours for local shops - particularly those offering food and drink. There is little in the way of an evening food and drink other than pub/hotel and takeaway."
- "Encourage some shop keepers to improve their kerb appeal. Make more of the cobbled area."
- "Fix all the pavements as dozens of the slabs are loose and some move under foot. Keep cars from parking on both sides of the road which makes passing dangerous for road users and pedestrians."
- "Keep the library open every day all day. More places to sit"
- "Better opening hours. Banking"
- "More litter bins general upkeep of pavements/road repairs etc"
- "I am unable to think of anything I would particularly like to see."
- "Improve and enlarge parking areas and better indication of where these are. Limit rents or business rates charged to encourage more shops to be taken"
- "One way system. Too many cars in the town now."
- "Fill empty shops and encourage more independent shops. Clean up the dog mess. Crackdown on antisocial behaviour. I know that is three things but all equally important."
- "Fill empty shops - by offering reduced rates. More planting around town to make appealing to visitors - Hexham always looks so much smarter."
- "Shops open on Saturday afternoons & no half day closing/shutting for lunch. Alternatively, something to do if you are unfortunate enough to arrive in Haltwhistle at lunchtime and everything is shut."
- "Increased modern restaurant and bars. Larger pedestrian areas"
- "Alter the pavements another winter approaching and the slabs are raised and lifting a tripping hazard (esp from the junction with aesica down to the westerly zebra crossing on the co/op side of the street make the empty shop fronts more attractive I have lived here for 19 years and the place looks unkempt as each year passes"
- "Restaurants & places to eat is desperate. A variety of shops is needed & more local markets"
- "No parking on Main Street. Better car parks"
- "Rid the main street of parking. More businesses in the empty shops, no more Charity shops"
- "Open all day on Wednesdays and shops not closing at lunchtimes. Better variety of shops."
- "better variety of shops, better pavement areas"
- "1. more floral and green (trees) displays. 2. Appealing shops and cafes/pubs/restaurants selling tasty food."
- "Fill empty shops. Trial one way system"
- "Too dark, nothing can be done."
- "Need to improve car parking - sometimes nowhere to park."
- "Could do with a cinema. Regular Street cleaning. Make people clear up after their dogs."
- "Leave it as it is. Attract more people to market (stall holders)."

- "Better market. **Improve on street cleaning.** Car parking will be better when work finishes."
- "Too much litter about the place."
- "Haven't seen that much but it looks ok."
- "**Better Street cleaning.** Better market, more variety of stalls. **Need new shops to add life to the High Street.**"
- "Roads are quite busy. Thought this was larger than before when we were here."
- "**Needs better variety of shops.** Market could be much bigger."
- "More bus shelters with roofs. More toilets only aware of one. Need signs."
- "One way traffic system between monument and cafe. **Double yellow lines on Main St.**"
- "Like it the way it is."
- "More support for Whistle Stop Gallery. More and better facilities for young people."
- "**Wardens for parking** and **dog fouling.** Make the street cameras work, monitor them and enforce them."
- "**More and better shops. Improve road surfaces.**"
- "**Smarten up the market place.** Alter on street parking to improve traffic flow."
- "More off street parking. Install double yellow lines the length of Westgate. Put larger buses on the local routes. Current ones are too small."
- "**Better Street cleaning.**"
- "Better bus service to the outlying villages. **Better restaurants, more of them.**"
- "Put Market Place back the way it was."
- "**More foliage to pretty the place up.**"
- "More visitor attractions. **More High St. names.**"
- "**Street cleaning.** Road surfaces. **Remove dog mess from the pavements.**"
- "Better market. **Better restaurant.**"
- "**More off street parking.** Remove some of the on street bays. Make the Market Place more attractive."
- "Make it look more traditional. Cost of living too high."