



Market Town Benchmarking

Measuring the performance of town centres

Morpeth 2013 Report

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Mike King
Senior Research Consultant
07818 068 982
mike.king@towns.org.uk



the social enterprise focusing on the needs of towns across Britain

EXECUTIVE SUMMARY

Retail:

77% of the A1 Shops in Morpeth 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.

60% of the units in the town centre are A1 Shops which is higher than the National Small Towns average of 53%..

59% of the A1 shops in Morpeth are Independent/ Regional whilst 42% have a nationwide presence which is higher than the Regional (35%), National (25%) and Typology (32%) figures.

86% of town centre users felt that the 'variety of shops' in the town centre was either 'Good' (68%) or 'Very Good', (18%) 34% higher than the National average.

51% of the Shoppers post codes gathered were from 'Visitors', those living outside of Morpeth but within a 30 minute drive.

91% of those interviewed visited Morpeth at least once a week, higher than the National average of 83%.

31% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre.

Vacancy rates: 9% of the units in the defined town centre were vacant at the time of the audit, 1% higher than the National Small Towns average. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

Footfall: Footfall in Morpeth on a Market Day is 141 persons per 10 minutes, whilst on a Non Market Day the figure drops to 110. Both sets of figures are higher than the National and Typology averages but slightly lower than the Regional counts (154 Market Day/ 115 Non Market Day).

Car Parking: 94% of all car parking in Morpeth is in designated car parks and 66% is available for 'Short Stay'.

Overall, on a Market Day 33% of all car parking is vacant, whilst this figure increases to 37% on a Non Market Day. In comparison to the Regional (26%), National (28%) and Typology (28%) averages the vacancy figure for Morpeth on a Market Day is higher. 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.

74% of businesses stated that 'Car Parking' was a negative aspect of the town centre, noticeably higher than the Regional (53%), National (53%) and Typology (49%) figures

Over half of town centre users felt that 'Car Parking' was a negative aspect of Morpeth. (52%), higher than the National (39%), Regional (40%) and Typology (42%) figures.

Qualitative comments from both town centre users and businesses focussed on improvements needed to 'Car Parking'.

Business Confidence:

42% of businesses stated that compared to last year their 'Turnover' had 'Decreased', 14% higher than the National Small Towns figure.

84% of businesses stated that 'Potential local customers' were a positive aspect of Morpeth town centre, whilst 56% stated 'Prosperity of the town', 17% higher than the Regional figure.

Users Views:

'Ease of walking around the town centre' (82%), 'Shopping' (82%), 'Access to Services' (80%), 'Physical Appearance' (80%) and 'Convenience e.g. near where you live' (75%) were the most popular choices when town centre users were asked about the positive aspects of Morpeth.

95% of town centre users felt that the physical appearance of Morpeth was either 'Good' (58%) or 'Very Good' (37%), 35% higher than the Regional average.

94% of town centre users rated the cleanliness of Morpeth as either 'Good' (66%) or 'Very Good', (28%) 29% higher than the Regional average.

56% of respondents reported that the 'leisure and cultural' offering in Morpeth town centre was 'Good'.

Improvements to 'Traffic/ Transport' were a key theme to emerge when town centre users were asked to make suggestions.

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. Morpeth with 240 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. Morpeth is classed as a Typology 1 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 219 occupied units recorded.

	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
A1	60	53	53	51
A2	12	13	14	15
A3	10	9	8	9
A4	4	5	4	4
A5	3	4	5	4
B1	3	3	3	4
B2	0	0	0	0
B8	0	0	0	0
C1	0	1	1	0
C2	0	0	0	0
C2A	0	0	0	0
D1	5	6	6	7
D2	0	1	1	1
SG	3	5	5	4
Not Recorded	n/a	0	0	0

60% of the units in the town centre are A1 Shops which is higher than the National Small Towns average of 53%. 12% are A2 Financial and Professional Services and 10% A3 Restaurants and Cafes.

KPI 2: Retail by Comparison / Convenience

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

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

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

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

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

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

	Morpeth %	North East Small Towns %	National Small Towns%	Typology 1%
Comparison	77	76	79	72
Convenience	23	24	21	28

77% of the A1 Shops in Morpeth 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.

	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1%
Key Attractor	9	8	6	7
Multiple	33	27	19	25
Independent and Regional	59	65	75	68

59% of the A1 shops in Morpeth are Independent/ Regional whilst 42% have a nationwide presence which is higher than the Regional (35%), National (25%) and Typology (32%) 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.

	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1%
Vacant Units	9	9	8	7

9% of the units in the defined town centre were vacant at the time of the audit, 1% higher than the National Small Towns average. To place this data in context, in March 2014 the Local Data Company reported that the vacancy rate in all town centres across Great Britain was 14%.

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.

	Morpeth	North East Small Towns	National Small Towns	Typology 1
Average number of traders at a market	17	15	17	10

17 traders were in attendance at the regular weekly market the same figure as the National Small Towns average.

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.

	Morpeth	North East Small Towns	National Small Towns	Typology 1
Zone A	41	28	27	27
% Net Yield	8	8	8	8

Zone A rent figures provided for Morpeth in prime town centre areas averaged at £41 per sq. ft higher than the Regional (£28), National (£27) and Typology (£27) figures.

The prime retail property yield figure of 8% is identical to 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 the entrance to Sanderson Arcade.

	Morpeth	North East Small Towns	National Small Towns	Typology 1
Market Day	141	154	122	91
Non Market Day	110	115	90	67

The table highlights that footfall in Morpeth on a Market Day is 141 persons per 10 minutes, whilst on a Non Market Day the figure drops to 110. Both sets of figures are higher than the National and Typology averages but slightly lower than the Regional counts (154 Market Day/ 115 Non Market Day).

Individual footfall counts from the three locations are provided in the table below.

Newmarket Street by Town Hall			
Time	Market Day	Time	Non Market Day
10.30-10.40	82	10.00-10.10	55
11.00-11.10	105	11.00-11.10	62
12.00-12.10	108	12.00-12.10	70
Total	295	Total	187
Average	98	Average	62

Outside entrance to Sanderson Arcade			
Time	Market Day	Time	Non Market Day
10.30-10.40	116	10.20-10.30	93
11.05-11.15	140	11.40-11.50	97
12.00-12.10	168	12.40-12.50	141
Total	424	Total	331
Average	141	Average	110

T and C Allen's Tunnel			
Time	Market Day	Time	Non Market Day
10.45-10.55	111	10.20-10.30	52
11.20-11.30	146	11.20-11.30	69
12.15-12.25	129	12.20-12.30	76
Total	386	Total	197
Average	129	Average	66

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

	Morpeth	Morpeth %	North East Small Towns %	National Small Towns %	Typ. 1%
Car Park:					
Total Spaces:	1461	94	90	88	94
Short Stay Spaces: (4 hours and under)	939	64	51	47	54
Long Stay Spaces: (Over 4 hours)	464	32	42	41	39
Disabled Spaces:	58	4	3	4	4
Not Registered	0	0	3	8	3
Vacant Spaces on a Market Day:	495	34	27	30	29
Vacant Spaces on a Non Market Day:	552	38	34	38	36
On Street:					
Total Spaces:	99	6	10	12	6
Short Stay Spaces: (4 hours and under)	94	95	59	56	88
Long Stay Spaces: (Over 4 hours)	0	0	36	36	0
Disabled Spaces:	5	5	6	4	4
Not Registered	0	0	0	4	8
Vacant Spaces on a Market Day:	19	19	18	14	22
Vacant Spaces on a Non Market Day:	29	29	26	22	29

Overall					
Total Spaces:	1560	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	1033	66	52	48	56
Long Stay Spaces: (Over 4 hours)	464	30	41	40	37
Disabled Spaces:	63	4	3	4	4
Not Registered	0	0	3	7	3
Vacant Spaces on a Market Day:	514	33	26	28	28
Vacant Spaces on a Non Market Day:	581	37	33	36	36
Illegal Spaces on a Market Day:	6	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day	4	n/a	n/a	n/a	n/a

94% of all car parking in Morpeth is in designated car parks and 66% is available for 'Short Stay'.

Overall, on a Market Day 33% of all car parking is vacant, whilst this figure increases to 37% on a Non Market Day. In comparison to the Regional (26%), National (28%) and Typology (28%) averages the vacancy figure for Morpeth on a Market Day is higher. For further context, 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.

A full list of the car parking audit is available in the Appendix

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 26 responses from the Business Confidence Survey.

Please note due to a recent survey of Businesses in Morpeth it was decided not to conduct a Benchmarking version.

	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
What is the nature of your business?				
Retail	35	41	59	50
Financial/ Professional Services	31	24	18	21
Public Sector	4	2	2	4
Food and Drink	23	19	12	17
Other	2	14	10	8
What type of business are you?	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Multiple Trader	19	10	11	17
Regional	15	8	6	13
Independent	65	82	83	71

65% of business respondents were 'independent'.

How long has your business been in the town?	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Less than one year	8	5	7	6
One to five years	15	19	21	21
Six to ten years	15	14	15	15
More than ten years	62	63	57	58

62% of business respondents had been based in Morpeth for 'more than ten years'.

Compared to last year has your turnover.....?,	Morpeth %	North East Towns %	National Small Towns %	Typology 1 %
Increased	29	33	38	30
Stayed the same	29	34	34	32
Decreased	42	33	28	39

42% of businesses stated that compared to last year their 'Turnover' had 'Decreased', 14% higher than the National Small Towns figure.

Compared to last year has your profitability.....?	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Increased	33	26	30	32
Stayed the same	29	34	37	27
Decreased	38	40	33	41

38% of businesses stated that compared to last year their 'Profitability' had 'Decreased', 5% higher than the National Small Towns figure.

Over the next 12 months do you think your turnover will.....?	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Increase	36	33	44	33
Stay the same	36	50	40	42
Decrease	28	17	16	24

36% of businesses reported that over the next 12 months their 'Turnover' would 'Increase', the same figure also stated 'Stay the same'.

What are the positive aspects of having a business located in the town? (Multiselect)	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Prosperity of the town	56	39	45	56
Labour pool	12	8	10	7
Environment	40	26	30	40
Geographical location	44	45	49	51
Mix of retail offer	40	26	39	33
Potential tourist customers	48	41	41	36
Potential local customers	84	80	78	82
Affordable housing	4	9	8	4
Transport links	24	24	26	36
Car parking	24	35	39	51
Rental values/property costs	4	11	16	7
Market(s)	16	14	18	24
Other	0	4	5	0

Following the National, Regional and Typology pattern the majority of businesses (84%) stated that 'Potential local customers' were a positive aspect of Morpeth town centre, whilst 56% stated 'Prosperity of the town', 17% higher than the Regional figure.

What are the negative aspects of having a business located in the town? (Multiselect)	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Prosperity of the town	4	25	17	12
Labour pool	0	8	6	7
Environment	0	7	5	5
Geographical location	4	6	7	2
Mix of retail offer	9	22	19	24
Potential tourist customers	9	7	7	15
Potential local customers	0	3	3	5
Affordable housing	9	7	10	12
Transport links	9	21	14	10
Car Parking	74	53	53	49
Rental values/property costs	43	37	35	49
Market(s)	4	12	10	7
Local business competition	30	20	18	29
Competition from other places	43	36	33	54
Competition from the Internet	43	35	39	49
Other	4	9	7	7

74% of businesses stated that 'Car Parking' was a negative aspect of the town centre, noticeably higher than the Regional (53%), National (53%) and Typology (49%) figures. 43% stated 'Retail values/ property costs', 'Competition from other places' and 'Competition from the Internet'.

Has your business suffered from any crime over the last 12 months?	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Yes	21	22	26	28
No	79	78	74	72
What type of crime has your business suffered over the last 12 months (Multiselect)	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Theft	80	46	72	77
Abuse	0	13	13	15
Criminal damage	20	46	39	15
Other	20	15	6	15

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

The introduction of 'free car parking' was the key theme to emerge from the business suggestions.

- "Better parking in town centre."
- "Free car park. More police around."
- "Introduction of free parking."
- "Reduce rent, rates, car parking charges."
- "More parking facilities. Late night opening."
- "Free parking!!"
- "Some free parking."
- "Free parking. Later trading times from other surrounding shops."
- "Help small businesses with marketing."
- "Free car parking. Central town shop signage/ map."
- "Free parking. Advertise the town."
- "No parking charges. Council stop meddling with the traffic in the town."
- "More well known retailers i.e. Next, Matalan. Free parking!"
- "Better parking. Better traffic management. Morpeth is not designed to be a economic hub as no one can get in and out easily."
- "Business Improvement District. Marketing plan."
- "Free car parking."
- "Not installing the traffic lights again at Telford Bridge. Free parking."
- "More events organised and do not reinstate traffic lights."

- "Free parking. Independent shops adopting longer opening hours, many are 10-4."
 - "Provide free parking. Provide more parking."
 - "Co Ordinated Marketing. Town Centre Manager, introduce loyalty card."
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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 122 responses from the paper based and online Town Centre Users Survey.

	Morpeth %	North East Small Towns%	National Small Towns%	Typ. 1 %
Gender				
Male	49	42	38	51
Female	51	58	62	49
Age				
16-25	4	6	8	2
26-35	8	10	10	7
36-45	8	19	17	8
46-55	29	21	19	25
56-65	27	24	20	25
Over 65	24	20	26	32

What do you generally visit the Town Centre for?				
Work	17	14	15	16
Convenience Shopping	43	51	42	46
Comparison Shopping	5	4	5	2
Access Services	16	15	17	17
Leisure	12	10	13	12
Other	7	6	9	8

43% of town centre users visited Morpeth for 'Convenience Shopping'.

How often do you visit the Town Centre				
Daily	33	29	29	32
More than once a week	45	43	39	46
Weekly	13	16	15	14
Fortnightly	3	4	5	4
More than once a Month	1	2	3	1
Once a Month or Less	5	6	7	4
First Visit	0	0	2	0

91% of those interviewed visited Morpeth at least once a week, higher than the National average of 83%.

How do you normally travel into the Town Centre?				
On Foot	38	36	37	32
Bicycle	2	1	2	1
Motorbike	1	0	1	0
Car	52	56	53	62
Bus	6	6	6	4
Train	0	0	1	0
Other	1	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	3	3	3
£0.01-£5.00	14	11	13	12
£5.01-£10.00	18	24	26	20
£10.01-£20.00	31	30	32	28
£20.01-£50.00	29	24	20	29
More than £50.00	5	7	6	9

52% of town centre users travelled into Morpeth by 'Car'.

31% of those interviewed reported that they spent £10.01-£20.00 on an average visit to the town centre.

How do you rate the physical appearance of the town centre?				
Very Good	37	11	17	21
Good	58	49	58	55
Poor	4	28	20	20
Very Poor	1	12	6	4
How do you rate the cleanliness of the town centre?				
Very Good	28	10	16	21
Good	66	55	63	66
Poor	6	27	18	13
Very Poor	0	7	4	0

95% of town centre users felt that the physical appearance of Morpeth was either 'Good' (58%) or 'Very Good' (37%), 35% higher than the Regional average.

94% of town centre users rated the cleanliness of Morpeth as either 'Good' (66%) or 'Very Good', (28%) 29% higher than the Regional average.

How do you rate the variety of shops in the town centre?				
Very Good	18	7	8	10
Good	68	37	44	54
Poor	13	36	36	32
Very Poor	1	20	11	5
How do you rate the leisure and cultural offering in the town centre?				
Very Good	9	8	10	7
Good	56	44	49	57
Poor	34	35	33	34
Very Poor	2	14	8	3

86% of town centre users felt that the 'variety of shops' in the town centre was either 'Good' (68%) or 'Very Good', (18%) 34% higher than the National average.

56% of respondents reported that the 'leisure and cultural' offering in Morpeth town centre was 'Good'.

What are the positive aspects of the Town Centre?				
Physical appearance	80	41	56	59
Shopping	82	42	49	66
Restaurants	62	44	44	67
Access to Services	80	73	75	84
Leisure Facilities	33	30	28	34
Cultural Activities	20	18	24	24
Pubs/ Bars/ Nightclubs	35	30	37	48
Transport	48	36	43	40
Ease of walking around the town centre	82	72	75	76
Convenience e.g. near where you live	75	71	70	74
Safety	47	39	48	51
Car Parking	33	41	46	46
Markets	40	25	34	26
Other	2	3	7	1

‘Ease of walking around the town centre’ (82%), ‘Shopping’ (82%), ‘Access to Services’ (80%), ‘Physical Appearance’ (80%) and ‘Convenience e.g. near where you live’ (75%) were the most popular choices when town centre users were asked about the positive aspects of Morpeth. ‘Physical Appearance’ noticeably higher than the comparator groups.

What are the negative aspects of the Town Centre?				
Physical appearance	6	43	29	30
Shopping	12	48	42	27
Restaurants	8	23	28	11
Access to Services	10	8	10	6
Leisure Facilities	34	34	37	32
Cultural Activities	35	40	37	35
Pubs/ Bars/ Nightclubs	29	30	27	19
Transport	18	22	22	29
Ease of walking around the town centre	6	7	9	7
Convenience e.g. near where you live	6	6	8	5
Safety	10	13	13	6
Car Parking	53	40	39	42
Markets	14	32	29	30
Other	11	10	12	13

Over half of town centre users felt that 'Car Parking' was a negative aspect of Morpeth. (52%), higher than the National (39%), Regional (40%) and Typology (42%) figures.

How long do you stay in the Town Centre?				
Less than an hour	18	38	36	39
1-2 Hours	43	40	40	36
2-4 Hours	28	11	12	15
4-6 Hours	2	3	3	2
All Day	8	7	8	8
Other	1	1	1	1

61% of respondents stayed in Morpeth town centre for less than 2hours.

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

'Car Parking' and 'Traffic/ Transport' were the two key themes to emerge from the qualitative comments;

- "Introduce cheaper/free parking for residents!"
- "Scrap the parking charges."
- "Better enforcement against on-pavement parking."
- "Free car parking would make Morpeth equal to our surrounding shopping competitors in Ashington and Cramlington"
- "More car parking better spaced car parking spaces - some are very tight and my car was hit in the old Morrisons car park"
- "Free car parking."
- "Free parking allowing the Civil Enforcement Officers to enforce on-street contraventions instead of picking easy targets in the car parks."

- "The traffic lights on the Telford Bridge need to go. Dreadful trying to get in or out of Morpeth at any time of day or night now."
- "Reduce through traffic - Stop trying to build more houses on the South side of Morpeth, there is too much traffic going through the centre already."
- "Remove traffic lights on bridge street"
- "Get NCC resolve the traffic chaos. Worldwide traffic management experts endeavour to keep traffic flowing freely. In Morpeth the aim appears to be to stop the flow as many times as possible."
- "Manage the traffic flow through town by introducing a properly thought out system. Manage traffic flow around the town to ensure there are no traffic jams."
- "One way traffic along Bridge St, Newgate St, Manchester St & return to Telford Bridge via Dacre or street passing bus station."
- "Infrastructure needed to improve congestion of traffic. The much needed by pass hopefully will relieve this."
- "One-way traffic flow from St George's Church roundabout (not lights!). To Manchester Street junction, with widened pavements to give a continental 'cafe culture' aspect to the centre."

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 508 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

	Morpeth %	North East Small Towns %	National Small Towns %	Typology 1 %
Locals	33	57	53	50
Visitors	51	32	31	39
Tourists	17	11	16	11

51% of the Shoppers post codes gathered were from 'Visitors', those living outside of Morpeth but within a 30 minute drive.

APPENDIX

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

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

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

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

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	BUSINESS NAME	USE CLASS	TYPE	TYPE	NOTES
2	Bridge Street	Clintons Card	a1	comp	key attractor	
4	Bridge Street	Nat West	a2	n/a	n/a	
15	Bridge Street	Brummell and Sample	a2	n/a	n/a	
17	Bridge Street	Specsavers	a1	comp	multiple	
18	Bridge Street	Dawson and Sanderson	a1	comp	multiple	
19	Bridge Street	Mackay	a1	comp	independent	
20	Bridge Street	Osbornes	a1	comp	independent	
21	Bridge Street	Stead and Simpson	n/a	n/a	n/a	vacant
23	Bridge Street	Greggs	a1	conv	multiple	
24	Bridge Street	St Oswalds Hospice	a1	comp	regional	
26	Bridge Street	Urban Spa	sg	n/a	n/a	
27	Bridge Street	Oxfam	a1	comp	multiple	
28	Bridge Street	Next to Urban Spa	n/a	n/a	n/a	vacant
29	Bridge Street	Virgin Money	a2	n/a	n/a	
30	Bridge Street	Cancer Research	a1	comp	multiple	
32	Bridge Street	Thomson	a1	comp	multiple	
33	Bridge Street	Superdrug	a1	comp	key attractor	
34	Bridge Street	Leeds Building Society	a2	n/a	n/a	
36	Bridge Street	Holland and Barrett	a1	conv	multiple	
38	Bridge Street	Barclays	a2	n/a	n/a	
40	Bridge Street	J Smalls and Son	a1	comp	independent	
41	Bridge Street	Old Boots	n/a	n/a	n/a	vacant
41	Bridge Street	Boots	a1	comp	key attractor	
42	Bridge Street	Kathryn Trueman	a1	comp	independent	
47	Bridge Street	Black Bull	a4	n/a	n/a	
48	Bridge Street	Phone Palace	a1	comp	independent	
49	Bridge Street	British Heart Foundation	a1	comp	multiple	
51	Bridge Street	Saks	a1	comp	multiple	
53	Bridge Street	Lily Rose Flowers	a1	comp	independent	
53	Bridge Street	JW Peters	a1	comp	independent	
55	Bridge Street	Groves	a2	n/a	n/a	
57	Bridge Street	Chambers Bar	a4	n/a	n/a	
59	Bridge Street	Shambles	a3	n/a	n/a	
61	Bridge Street	Treasure Room	a3	n/a	n/a	
62	Bridge Street	R Green Optometrist	a1	comp	independent	
63	Bridge Street	Louis Johnson	a2	n/a	n/a	
67	Bridge Street	Hawthorns	a1	comp	multiple	

69	Bridge Street	Michael Metcalf Carpets	a1	comp	regional	
71	Bridge Street	Saffron	a3	n/a	n/a	
10-16	Bridge Street	Iceland	a1	conv	multiple	
10-16	Bridge Street	Rutherford	a1	comp	independent	
22-24	Bridge Street	Costa	a3	n/a	n/a	
3-3A	Bridge Street	Thomas Cook	a2	n/a	n/a	
35-38	Bridge Street	Dorothy Perkins	a1	comp	key attractor	
37-39	Bridge Street	WH Smith	A1	conv	key attractor	
43-45	Bridge Street	Shooters	n/a	n/a	n/a	vacant
46A	Bridge Street	Pizza Pizza	a5	n/a	n/a	
	Bridge Street	Queens Head Hotel	n/a	n/a	n/a	vacant
	Bridge Street	The Chantry	a3	n/a	n/a	
	Bridge street	Morph Chantry Bagpipe Museum	a1	comp	independent	
	Bridge street	Tourist Information Centre	d1	n/a	n/a	
13	Castle Square	St James Wealth Management	a2	n/a	n/a	
	Castle Square	The Waterford	c1	n/a	n/a	
	Castle Square	Greater Morpeth Development Trust	b1	n/a	n/a	
	Castle Square	Strettle	a1	comp	regional	
	Castle Square	Wholley Goodings	a2	n/a	n/a	
1	Chantry Place	Lifestyle	a1	comp	independent	
10	Chantry Place	Morpeth Tandoori	a5	n/a	n/a	
	Chantry Place	Chantry Picture Framers	a1	comp	independent	
	Chantry Place	Treacle Wool Shop	a1	conv	independent	
1-12	Copper Chare	Church of St James	d1	n/a	n/a	
	Goose Hill	Goose Hill Primary School	d1	n/a	n/a	
	Greys Yard	Heavenly Cakes	a1	conv	independent	
6	Manchester Street	Hair of the Dog	a1	comp	independent	
8	Manchester Street	Jacob Conroy and Son	a1	comp	regional	
10	Manchester Street	Tait Walker	a2	n/a	n/a	
16	Manchester Street	Co Op Funeral Care	a1	comp	multiple	
	Manchester Street	John Gerard	a1	comp	independent	
	Manchester Street	Tap and Spile	a4	n/a	n/a	
	Manchester Street	Boys Brigade	d1	n/a	n/a	
3	Market Place	Subway	a1	conv	multiple	

3	Market Place	Boots Pharmacy	a1	comp	key attractor	
3	Market Place	Facets	A1	comp	independent	
4	Market Place	Pizza Express	a3	n/a	n/a	
4	Market Place	Grainger Games	a1	conv	multiple	
6	Market Place	The Original Factory Shop	a1	comp	multiple	
11	Market Place	Chisholm	a2	n/a	n/a	
15	Market Place	Carphone Warehouse	a1	comp	key attractor	
17	Market Place	Santander	a2	n/a	n/a	
17	Market Place	White Stuff	a1	comp	multiple	
1-2	Market Place	Joes pet Supplies	a1	comp	independent	
14A	Market Place	Newcastle Building Society	a2	n/a	n/a	
4A	Market Place	Boulevards	a5	n/a	n/a	
4B	Market Place	Salon H	a1	comp	independent	
	Market Place	Town Hall	d1	n/a	n/a	
4	Market Place West	Kodak Express	a1	comp	multiple	
n/a	n/a	VW Unit	n/a	n/a	n/a	vacant
n/a	n/a	Old Garage	n/a	n/a	n/a	vacant
n/a	n/a	Morrisons	n/a	n/a	n/a	vacant
n/a	n/a	Total Garage	n/a	n/a	n/a	vacant
4	New Market	Gordon Carr	a1	conv	independent	
6	New Market	Kayolas Cafe	a3	n/a	n/a	
8	New Market	Varleys Fruit Shop	a1	conv	independent	
9	New Market	JX Tanning Studio	sg	n/a	n/a	
10	New Market	Carlos	a3	n/a	n/a	
11	New Market	The Electrical Wizard	a4	n/a	n/a	
11	New Market	Suburban	n/a	n/a	n/a	vacant
Fountain House	New Market	Rochs Catering	a1	conv	independent	
	New Market	Tasty Grill	n/a	n/a	n/a	vacant
	New Market	JCP	b1	n/a	n/a	
	New Market	Croft Vets	sg	n/a	n/a	
	New Market	Carr and Co	a2	n/a	n/a	
1	New Pheonix Yard	HSBC	a2	n/a	n/a	
1	Newgate Street	Barnardos	a1	comp	independent	
1	Newgate Street	Moods	a1	comp	independent	
4	Newgate Street	Darcy	a1	comp	independent	
7	Newgate Street	Gebhards	a1	conv	independent	

8	Newgate Street	Hallmark	a1	comp	multiple	
9	Newgate Street	E Price	a1	conv	independent	
10	Newgate Street	Maylias	a5	n/a	n/a	
11	Newgate Street	Newgate News	a1	conv	independent	
12	Newgate Street	Cube	a3	n/a	n/a	
13	Newgate Street	Pattison	a2	n/a	n/a	
14	Newgate Street	R Green	n/a	n/a	n/a	vacant
15	Newgate Street	Daves	a1	comp	independent	
16	Newgate Street	Age UK	a1	comp	multiple	
17	Newgate Street	Morpeth Herald	b1	n/a	n/a	
18	Newgate Street	White Swan	a4	n/a	n/a	
19	Newgate Street	Shoe Care	a1	conv	independent	
20	Newgate Street	Glentons	a1	conv	independent	
21	Newgate Street	Martins	a1	conv	multiple	
21	Newgate Street	R Martin	a1	conv	independent	
22	Newgate Street	Rook, Matthews Sayer	a2	n/a	n/a	
23	Newgate Street	Hair @ the workshop	a1	comp	independent	
23	Newgate Street	Blockbuster	a1	conv	multiple	
24	Newgate Street	T and C Allan	a1	conv	multiple	
24	Newgate Street	Lindor Direct	a1	comp	independent	
24	Newgate Street	T and G Allan	a1	comp	independent	
28	Newgate Street	Arc	a1	comp	independent	
29	Newgate Street	Bin 21	n/a	n/a	n/a	vacant
29	Newgate Street	Bin 21	a1	comp	independent	
32	Newgate	Lemon and Lime	a1	comp	independent	

	Street					
34	Newgate Street	Relate Charity Shop	a1	comp	multiple	
36	Newgate Street	Secrets Lingerie	n/a	n/a	n/a	vacant
36	Newgate Street	Newgate St. Tiles	n/a	n/a	n/a	vacant
41	Newgate Street	Morpeth Conservative Club	a4	n/a	n/a	
42	Newgate Street	The Head Shed	a1	comp	independent	
46	Newgate Street	Stripes	a1	comp	independent	
47	Newgate Street	R.A.W. Clarke and Co	a1	comp	independent	
48	Newgate Street	Best One	a1	conv	multiple	
49	Newgate Street	Newgate Tandori	a5	n/a	n/a	
50	Newgate Street	The Sewing Box	a1	conv	independent	
51	Newgate Street	Head Candy	a1	comp	independent	
53	Newgate Street	Just So Beauty	a1	comp	independent	
54	Newgate Street	FJ Hardy	a1	comp	independent	
55	Newgate Street	Ryecroft Glenton	a2	n/a	n/a	
56	Newgate Street	Faydani	sg	n/a	n/a	
57	Newgate Street	Oriental Pearl	a5	n/a	n/a	
58	Newgate Street	Diva	a1	comp	independent	
58	Newgate Street	Tip Toes	a1	comp	independent	
60	Newgate Street	Applebys Bookshops	a1	comp	independent	
62	Newgate Street	Ice Bar	a3	n/a	n/a	
65	Newgate Street	C4 Sight Care	a1	comp	regional	1
70	Newgate Street	Morpeth Motaparts	a1	comp	independent	
78	Newgate Street	Econo Freeze	a1	comp	independent	
84	Newgate Street	La Bodeca	a3	n/a	n/a	

86	Newgate Street	Sour Grapes	a4	n/a	n/a	
25-27	Newgate Street	Rickyard	a2	n/a	n/a	
31-33	Newgate Street	Mike Rogerson	a2	n/a	n/a	
3-5	Newgate Street	Lloyds	a2	n/a	n/a	
37a	Newgate Street	Peppermint Tea Rooms	a3	n/a	n/a	
42A	Newgate Street	Pollard and Smiles	a2	n/a	n/a	
43-45	Newgate Street	Tallantyre	a1	comp	regional	
56A	Newgate Street	S and D Green	a1	comp	independent	
62-64	Newgate Street	Cafe Des Amis	a3	n/a	n/a	
66-68	Newgate Street	Trailer Trash	sg	n/a	n/a	
29	Old Bakehouse Yard	Kid and Kaboodle	a1	comp	independent	
	Old Bakehouse Yard	The Old Bakehouse	a3	n/a	n/a	
3	Oldgate	Strutt and Parker	n/a	n/a	n/a	vacant
3	Oldgate	Strutt and Parker	a1	comp	multiple	
5	Oldgate	Pepper Pot	a3	n/a	n/a	
6	Oldgate	The Cheese Shop	a1	conv	independent	
7	Oldgate	Contact	b1	n/a	n/a	
7	Oldgate	The Chocolate Gallery	a1	conv	independent	
8	Oldgate	Instant Cleaners	a1	conv	independent	
9	Oldgate	CABx	b1	n/a	n/a	
10	Oldgate	Blush	a1	comp	independent	
11	Oldgate	The Travel Emporium	a1	comp	independent	
13	Oldgate	Micahs	a3	n/a	n/a	
16	Oldgate	Oldgate Gallery	a1	comp	independent	
23	Oldgate	Watson House	d1	n/a	n/a	
25	Oldgate	23 Cosmetic Dentistry	d1	n/a	n/a	
35	Oldgate	Morpeth Mobility	a1	comp	independent	
15-17	Oldgate	Jewson	a1	comp	multiple	
2-4	Oldgate	Heur	a1	comp	independent	
2b	Oldgate	Manzil	a3	n/a	n/a	
2b	Oldgate	Rocci	a1	comp	independent	
7B	Oldgate	Sims Cycle Workshop	a1	comp	independent	
	Oldgate	St Robert of Newminster	d1	n/a	n/a	
	Oldgate	St Robert of Newminster	d1	n/a	n/a	

		Church				
	Oldgate	Dragons Den	a1	comp	independent	
2	Sanderson Arcade	Ladbrokes	a2	n/a	n/a	
3	Sanderson Arcade	New Look	a1	comp	key attractor	
4	Sanderson Arcade	Sam Allan	a2	n/a	n/a	
5	Sanderson Arcade	Waterstones	a1	comp	key attractor	
6	Sanderson Arcade	Clarks	a1	comp	key attractor	
7	Sanderson Arcade	East	a1	comp	multiple	
8	Sanderson Arcade	Fat Face	a1	comp	multiple	
9	Sanderson Arcade	Crew	a1	comp	multiple	
10	Sanderson Arcade	Paperchase	a1	conv	multiple	
11	Sanderson Arcade	Vision Express	a1	comp	multiple	
12	Sanderson Arcade	Frank Bird	a1	comp	regional	
13	Sanderson Arcade	Hobbs	a1	comp	regional	
14	Sanderson Arcade	MD Advanced Nutrition	a1	conv	independent	
15	Sanderson Arcade	The Jewellers Guild	a1	comp	multiple	
18	Sanderson Arcade	Curiously Wicked	a1	conv	independent	
19	Sanderson Arcade	o2	a1	comp	key attractor	
21	Sanderson Arcade	Central Bean	a3	n/a	n/a	
26	Sanderson Arcade	Timpson	a1	conv	multiple	
16 & 17	Sanderson Arcade	The Woolroom	a1	comp	multiple	
1A	Sanderson Arcade	The Corbridge Larder	a3	n/a	n/a	
22-23	Sanderson Arcade	Laura Ashley	a1	comp	multiple	
23A	Sanderson Arcade	The Wedding Gallery	n/a	n/a	n/a	vacant
24-27	Sanderson Arcade	M and S	a1	conv	key attractor	
3B	Sanderson	Monsoon	a1	comp	multiple	

	Arcade					
3C	Sanderson Arcade	Mountain Warehouse	a1	comp	multiple	
3D	Sanderson Arcade	Barluga	a3	n/a	n/a	
5A	Sanderson Arcade	Lakeland	a1	comp	regional	
	Sanderson Arcade	The Body Shop	a1	comp	multiple	
	Sanderson Arcade	William Hill	a2	n/a	n/a	
	Sanderson Arcade	JoJo Maman Bebe	a1	comp	multiple	
	Sanderson Arcade	Sky	a1	comp	multiple	
	Sanderson Arcade	CC	a1	comp	multiple	
	St George's Park	St Georges	d1	n/a	n/a	
	Stanley Terrace	Lidl	a1	conv	multiple	
	The Willows	Morpeth Library	d1	n/a	n/a	
1	Wansbeck Street	Jacksons	a1	comp	multiple	
	Wansbeck Street	Joiners Arms	a4	n/a	n/a	
5	Wheatsheaf Yard	Wheatsheaf	a3	n/a	n/a	
		14 Oldgate	a1	comp	independent	
		Dress to Impress	a1	comp	independent	
		Offices opposite Sour Grapes	n/a	n/a	n/a	vacant??
		Flood Scheme	b1	n/a	n/a	
		Next to Pollard and Smiles	n/a	n/a	n/a	vacant
		HMRC Enquiry Centre	n/a	n/a	n/a	vacant
		John Ceraro	a1	comp	independent	
		Next to Lemon and Lime	n/a	n/a	n/a	vacant
		Kingdom Hall of Jehovah Witness	d1	n/a	n/a	
		Morpeth Riverside Leisure Centre	d2	n/a	n/a	
		Image	sg	n/a	n/a	

CAR PARKING DATABASE

Name:	Newgate Street
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/ Quiet Day:	2
Illegal Spaces on a Market/ Busy Day:	3
Illegal Spaces on a Non Market/ Quiet Day:	1

Name:	Castle Square
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	2
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:	Stanley Terrace South
On Street/ Car Park:	Car Park
Total Spaces:	84
Short Stay Spaces: (4 hours and under)	81
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on a Market/ Busy Day:	24
Vacant Spaces on a Non Market/ Quiet Day:	24
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Whalebone Lane
On Street/ Car Park:	Car Park
Total Spaces:	46
Short Stay Spaces: (4 hours and under)	40
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
Vacant Spaces on a Market/ Busy Day:	9
Vacant Spaces on a Non Market/ Quiet Day:	6
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	1

Name:	Gas House Lane
On Street/ Car Park:	On Street
Total Spaces:	17
Short Stay Spaces: (4 hours and under)	17
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/ Quiet Day:	8
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Corporation Yard
On Street/ Car Park:	Car Park
Total Spaces:	31
Short Stay Spaces: (4 hours and under)	29
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
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:	Back Riggs North
On Street/ Car Park:	Car Park
Total Spaces:	31
Short Stay Spaces: (4 hours and under)	29
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market/ Busy Day:	1
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:	Castle Square
On Street/ Car Park:	Car Park
Total Spaces:	13
Short Stay Spaces: (4 hours and under)	12
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on a Market/ Busy Day:	3
Vacant Spaces on a Non Market/ Quiet Day:	4
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Oldgate
On Street/ Car Park:	On Street
Total Spaces:	12
Short Stay Spaces: (4 hours and under)	12
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	3
Vacant Spaces on a Non Market/ Quiet Day:	2
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	1

Name:	Wellwood Gardens
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	5
Vacant Spaces on a Non Market/ Quiet Day:	6
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Manchester Street
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
Vacant Spaces on a Market/ Busy Day:	1
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:	1

Name:	Dacre Street
On Street/ Car Park:	On Street
Total Spaces:	33
Short Stay Spaces: (4 hours and under)	33
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	0
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

Name:	St James
On Street/ Car Park:	Car Park
Total Spaces:	64
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	62
Disabled Spaces:	2
Vacant Spaces on a Market/ Busy Day:	1
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:	The Terrace
On Street/ Car Park:	Car Park
Total Spaces:	85
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	82
Disabled Spaces:	3
Vacant Spaces on a Market/ Busy Day:	1
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:	Greys Yard
On Street/ Car Park:	Car Park
Total Spaces:	12
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	12
Disabled Spaces:	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:	Mathesons Gardens
On Street/ Car Park:	Car Park
Total Spaces:	51
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	51
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/ Quiet Day:	4
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Morrisons
On Street/ Car Park:	Car Park
Total Spaces:	261
Short Stay Spaces: (4 hours and under)	251
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	10
Vacant Spaces on a Market/ Busy Day:	137
Vacant Spaces on a Non Market/ Quiet Day:	162
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Staithes Lane
On Street/ Car Park:	Car Park
Total Spaces:	265
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	257
Disabled Spaces:	8
Vacant Spaces on a Market/ Busy Day:	136
Vacant Spaces on a Non Market/ Quiet Day:	128
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Dacre Street
On Street/ Car Park:	Car Park
Total Spaces:	28
Short Stay Spaces: (4 hours and under)	28
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	8
Vacant Spaces on a Non Market/ Quiet Day:	10
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Newminster East
On Street/ Car Park:	Car Park
Total Spaces:	106
Short Stay Spaces: (4 hours and under)	102
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on a Market/ Busy Day:	24
Vacant Spaces on a Non Market/ Quiet Day:	40
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Newminster West
On Street/ Car Park:	Car Park
Total Spaces:	64
Short Stay Spaces: (4 hours and under)	62
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/ Quiet Day:	12
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Stanley Terrace North
On Street/ Car Park:	Car Park
Total Spaces:	320
Short Stay Spaces: (4 hours and under)	305
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	15
Vacant Spaces on a Market/ Busy Day:	150
Vacant Spaces on a Non Market/ Quiet Day:	152
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Barclays Bank, Bridge St.
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
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

TOWN CENTRE USERS SURVEY

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

Key

Car Parking

Traffic/ Transport

- "More events **less traffic**"
- "Introduce cheaper/free parking for residents. Improve the leisure centre. The swimming facilities are a joke!"
- "less charity shops control of taxis"
- "**Get rid of the traffic lights at the bottom of Bridge Street and the associated street furniture. Scrap the parking charges.**"
- "Better enforcement against on-pavement parking. A wider range of markets"
- "Repair pavements. Dismantle the late night (after 12:00am) economy."
- "Free car parking would make Morpeth equal to our surrounding shopping competitors in Ashington and Cramlington. Attract a more diverse shopping offer e.g. a PC World shop, something we don't already have rather than a duplicate. The same applies for attracting 'new' market traders. Get stall holders with unique product rather than duplicate what is already available in current bricks and mortar shops"
- "More locally owned artisan type shops. Decent leisure centre and theatre"
- "Improvement of Wednesday market - too few stalls now and things I am not interested in. More community notice boards of upcoming events."
- "Improvement of Wednesday market - too few stalls now and things I am not interested in. More community notice boards of upcoming events."
- "Car parking close to Newgate st to revitalise area e.g where sorting office is? **Southern town ring road to reduce traffic congestion and pollution**"
- "Improved leisure facilities. Free Car Parking"
- "More and better access to leisure facilities. Leisure Centre should be open longer. Access to tennis courts should be better, cheaper and the courts maintained so that they can be played on without fear of slipping on the moss!"
- "**the traffic lights on the telford bridge need to go. Dreadful trying to get in or out of Morpeth at any time of day or night now.** Traffic wardens are over zealous but not particularly effective, parking still happens on double yellows on Newgate Street causing traffic build up. If they concentrate on illegal parking rather than those who over run on the car park ticket by a few mins it would be a better idea"
- "**reduce traffic jams and pedestrianise the shopping streets**"
- "**Get rid of the traffic lights at St Georges church. Make parking free**"
- "Better leisure centre and swimming facilities Better cultural activities"
- "More Variety of shops and more Saturday markets"
- "A larger market would be nice. Removal of the Dreaded Traffic Lights."

- "make parking free/longer bring back a decent market"
- "more car parking better spaced car parking spaces - some are very tight and my car was hit in the old Morrisons car park"
- "Free car parking. Central point in market place ie bandstand, fountain, floral display?"
- "Improve traffic flow into town. Stop any further building on south side of Telford Bridge"
- "More shops that can compete with high street ones. Overall, I really love Morpeth though, my issue with it is parking is so expensive I never fancy hanging around so I wait til 6 to go to the gym and then all the shops are closed (parking free after 6)"
- "Pedestrianise as much as possible, and open a cinema."
- "Improve the external presentation of certain key buildings in the town centre...Waterford Lodge, the Castle, the Queens Hotel etc. Increase the number of high quality restaurant/bar establishments. More like Marabinis and Bar Luga and reduce the pubs and bars attracting noisy, drunk 16-30 year olds. Improve public transport links to and from Newcastle in the evenings (no trains run much after 8pm) so that friends from out of Morpeth who want to visit restaurants can get home afterward. Equally, improve the late bus services to outlying villages such as Felton so that visiting Morpeth in the evening is possible. A theatre would be fantastic too. If Alnwick can..."
- "Free car parking"
- "free parking. A new supermarket (better brand) to replace the old Morrison's one (*never visit the new one it's very disappointing and tricky to access"
- "Better range of non-national shops, less charity shops"
- "Find tenants for empty shops. Make the New-Market area more attractive."
- "shops to open later on an evening, to serve the needs of the population that work 8-6 or similar more restaurants and cultural activities that are open on an evening"
- "More variety of shops. Entertainment in the square throughout the year"
- "Make Bridge street pedestrian, for a 1 year trial. Build a practical cycle network, to join up main centres of employment and schools with residential areas."
- "attract businesses into the empty properties make the central area a shared space to allow easier pedestrian use"
- "better lighting in winter improved bus station no crossing from bus station to newgate street and on to oldgate"
- "Very short 20 min parking. Get rid of litter"
- "Another bridge for cars!! Incentives to car users to leave their cars at home"
- "diy store pc world"
- "The town is suffering from a lack of a night time economy. There needs to be investment in some new bars, especially with the closure of the Queens Head Hotel."
- "1) Get rid of the traffic wardens. 2) Get rid of the traffic wardens."
- "remove parking charges, encourage use of public transport into town from the edge of town with park and ride buses at low cost"
- "New high street shops need to invest in the town centre before it is too late. Free parking allowing the Civil Enforcement Officers to enforce on-street contraventions instead of picking easy targets in the car parks."

- "1. Do not let cars park half on/half off the pavements, thus blocking them! 2. Go after dog walkers who do not ""pick up"" after their dogs and who let them spend a penny against any shop front etc. UGH!"
- "Better parking facilities and free. Better bypass both north and south to cut out through traffic."
- "Stop illegal parking. Urgently need more convenient coach bays to encourage more footfall in Morpeth."
- "Better range of shops, less clutter"
- "Pedestrianise Bridge Street at least on Saturdays. Reduce traffic on high street. Slow it down and quieten it down"
- "- Have covered bicycle parking - Bring back the cinema"
- "More choice in shopping/eating, more or improved family leisure facilities"
- "1. pedestrianise the main street 2. cap the amount of charity shops"
- "Free parking. More support for local businesses"
- "New leisure centre and especially a decent pool. More pedestrian only - and humps on the main route through . Removal of traffic lights has been brilliant!"
- "A small non-chain cinema, similar to the one that closed several years ago Cycle paths into town and more places to park bikes"
- "Need to encourage more customers/visitors to view shops on Newgate st. Improve on the mkt-more stalls, better/ upmarket appearance"
- "Pavements should be checked regularly for uneven slabs I understand the roundabout at the end of the bridge is to be removed. If not, please do that!"
- "Reduce through traffic - Stop trying to build more houses on the South side of Morpeth, there is too much traffic going through the centre already."
- "Free car parking"
- "More entertainment - a cinema would be good sort the pavements out"
- "Refurbish and reopening the Queens Head Hotel. Free car parking with limited time allowed"
- "Bicycle lanes throughout the town. Hopefully the traffic lights are gone for good."
- "Amend parking strategy to provide for more short stay 0-30min spaces in most central locations and more 0-2hr spaces adjoining these. Consider the provision of all day spaces in more peripheral locations. Promote the reuse of vacant and derelict sites for town centre uses. Promote post 5pm use of the town and maximise leisure and cultural activities during this period. This would include the use of Council assets and buildings including schools."
- "Stop vehicles parking on pavements & expensive flag stones that were laid a few years ago & are now cracked & badly stained. Review the litter bins around the town especially near the park as these are overflowing in the summer & give a very bad impression to visitors!! The ones beside the swimming baths/ bridge are very old & cannot hold much rubbish therefore it is left on the ground!!!"
- "Clear pathways for pedestrians walking into the town centre (i.e. during autumn, wet leaves on paths are a problem) Improve leisure facilities (pool is a bit dated and very cold for children!) - make them more accessible (affordable) for all."
- "more free parking, remove traffic lights on bridge street"
- "free parking and free parking"

- "By having a larger selection of shops i.e. Wilkinson's, Yorkshire Trading Co, B&M est."
- "1. Provision of a venue for live entertainment by professional and amateur groups. (e.g. Alnwick's Playhouse). 2. Subject to the completion of the Morpeth Northern Bypass, a ban on HGVs in the town centre."
- "1. End the monopoly of Boots the Chemist which now controls ever pharmacy in the town. There used to be a variety of chemists' shops. 2. The leisure centre/swimming were sold by the council to a private company and there has been a big fall in the quality of the service. e.g. the place was closed for swimming as the old boiler broke & for several weeks it remained closed, and the facilities generally are run down and depressingly stuck in a grim rut of non-renovation. The council ran things better than the private company that owns the pool now."
- "1. Cleaner and easier signposting and access from all car parks to main streets - especially alley ways and road crossings. 2. Much more to welcome and attract children and young people."
- "Bring in more independent retailers - drop the council tax on small businesses and give owner's free parking."
- "1. Free car parking. 2. Restaurants that are not up stairs - all seem to be on 1st floor, or that provide lift for disabled users."
- "Traffic flow through/around town centre."
- "1. Repair the pavements everywhere. 2. Improve river side access esp low Stammers"
- "New leisure and/or arts centre. New bridge to replace telford bridge or take traffic away from Telford Bridge."
- "Clean up pavements & repair paving. Raise standard of shop fronts - more tasteful, more uniformity, more characterful, street furniture, lights, signs, etc."
- "More landscaping (trees etc) to conceal Stanley terr. car park & Derelict M'sons' store. Less street furniture and fines for litter and dog detritus. Absolutely no parking on pavements or double yellow lines, particularly outside/near schools and/or Newmarket & Newgate St."
- "Provide an independent cinema. Provide more economical parking. All your traffic wardens alienate and are not conducive to good public relations. Retrograde step."
- "1. Introduce new shops (e.g. hardware - Wilkinsons Store) 2. Rationalise pedestrian and vehicular traffic movements - too many traffic lights in wrong place."
- "remove traffic lights on Manchester St and install a mini roundabout. Remove yellow lines & street furniture. Replace with controlled parking scheme."
- "Free parking. Less second hand shops. More shoe & clothes shops."
- "1. pick-up litter from some of the passage ways. 2. Provide a bus service from Morpeth to Wansbeck Hospital."
- "1. Cycle access to town. Separate car/vehicle traffic from cyclists. 2. Places to lock up bicycles along the main streets in town."
- "when the time is right a multi purpose centre such as The maltings in Benwick would be a huge improvement. Morpeth is a lovely town and as a recent newcomer I am so please at how clean, tidy and pleasant it is for its resident and visitors. A

permanent Cinema/Theatre would be a great asset, such as The Maltings at some time."

- "1. Repair pavements, many of which are very uneven with loose paving stones, especially in newgate St. Allied to this work, clean the gutters & drains, many of which are full of silt and have dislodged covers. Modify the gutter level at the pedestrian crossing. A drain is UPHILL of the crossing! 2. **Get NCC resolve the traffic chaos. Worldwide traffic management experts endeavour to keep traffic flowing freely. In Morpeth the aim appears to be to stop the flow as many times as possible.** Morrison's new supermarket has increased vehicles, pedestrians & buses along Dark lane. Between Stanley terrace & Daine St mini roundabout traffic is stopped by a pedestrian crossing, a bus stop and often tailback from traffic unable to enter Morrison's. Solutions were possible. A pull in for the bus stop. Adjacent entry lanes for the fuel station and store. A regulation height foot bridge with ramps from Morrison's old site to new site."
- "1. More safe cycle routes. 2. Museum/resource centre attached (or in) the Chantry."
- **"Manage the traffic flow through town by introducing a properly thought out system. Manage traffic flow around the town to ensure there are no traffic jams."**
- **"Stop the traffic.** More flowers and seating."
- "Cinema/theatre. Leisure centre building & facilities could be much better."
- **"Alleviate traffic congestion."**
- "Demolish the Queen's Head or smarten it up."
- **"Reducing town centre traffic (but not having 1 way system or pedestrianisation of Bridge Street). Possibly by largely self-financing battery-powered mini-buses with a 20p 9+ fare anywhere, as in Melbourne, Australia or Oxford.** Climate change will probably require this soon anyway - & Morpeth could help lead the way! Accessibility to Sanderson Arcade up to 11 or 12 pm (& not 8pm, as now). This is OUR town, not Mr Dransfields. I have lost my former right of way through Back Riggs & Mr D ignores all letters. Another lost right of way is at the back of Lidl's where the (usually) locked gates are: unnecessary for the resident, in my view. The alley ways were meant to lead through to the Dacre St part of town & should not be blocked off. Support for Morpeth Market is good, but not at the price of improving image - glamourising the market place while (eventually) increasing charges to the long-term stall-holders who have kept the market going through difficult times - bad weather & apathy from Morpeth residents."
- **"Reroute traffic around town. Build bypass.** Have at least two hotdog/sausage vendors in town centre."
- "Person wrote elsewhere on the form the following: Bus service 35 rubbish. All week waiting up to hr, all the time. You put up 2 high fencing in my back yard (?). Looks ugly i.e. greyhound track needs to be removed."
- "Some sort of patrol to keep alleyways clean - they let down our town. Using market square for more entertainment - Wednesday market, farmers market not enough."
- "Encourage independent traders to make up empty shops. We do NOT need more supermarkets. Better street lighting especially up Newgate St."

- "Good hotel (replace one in Bridge Street). One way traffic along Bridge St, Newgate St, Manchester St & return to Telford Bridge via Dacre or street passing bus station."
- "Free and/or improved tennis courts. Some night life - decent if not modest night club."
- "Infrastructure needed to improve congestion of traffic. The much needed by pass hopefully will relieve this. Arts centre as in Hexham & Berwick would improve access to cultural activities."
- "One way system with slant parking on side of road on Bridge St & Newgate St. Educate people not to drop litter. Get fast food places (e.g. Greggs) to take more responsibility for their customer's rubbish."
- "Less pubs/clubs. More police presence on Friday & Saturday night. More family activities at weekends for all ages."
- "Better cycling. Protect green belt. Pedestrianise street."
- "Less traffic through the centre."
- "Motorcycle parking!"
- "One-way traffic flow from St George's Church roundabout (not lights!). To Manchester Street junction, with widened pavements to give a continental 'cafe culture' aspect to the centre. A second quality food supermarket i.e. Waitrose, to give residents a better degree of choice in food shopping (too many travel to Ashington/Cramlington)."
- "Pavements uneven. More parking"
- "Retail offer has 'gaps' e.g. shoe shop. Few 'young' fashion shops. Needs a Wilkinson's or similar since demise of Woolworths."
- "A theatre/performance arts centre. Good quality hotel."