Potton

Town Benchmarking Report

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Executive Summary

General

- The proportion of A1 Shops (38%) in Potton town centre is noticeably lower than the National (52%) and Regional (47%) averages whilst the proportion of B1 Businesses (15%) is 12% higher.
- Two-thirds (67%) of the A1 Shops in the town centre mainly sell comparison goods.
- Over half (56%) of the A1 Shops in Potton are unique to the town centre.
- 27% of all car parking spaced in the defined town centre area is available in off street designated car parks compared to the National Small Towns average of 84%.
- On the Busy Day in Potton town centre, 21% of all car parking spaces were vacant which is lower than the National Small towns average of 31% but higher than the Regional figure of 15%. On the Quiet Day, vacancy rates in Potton increased to 38% which is 1% higher than the National Small Towns average.
- 43% of Town Centre Users spent £5.01-£10.00 on a normal visit to Potton, 20% higher than the National average.
- Nearly three quarters of Town Centre Users visited Potton for 'Convenience Shopping', vastly higher than the National (43%) and Regional (45%) averages. In regards to retail Town Centre users referred to the need for 'Cafes/ Restaurants' and 'Banking Facilities.'
- 94% of Town Centre Users visited Potton at least once a week, 17% higher than the National Small Towns average. 54% travelled into the town centre 'On Foot'.
- Town Centre Users stayed for short periods of time in Potton, 67% stating this was 'Less than an hour', 26% and 31% higher than the National and Regional averages.

Positive

- **Visit Recommended:** 91% of Town Centre Users would recommend a visit to Potton, noticeably higher than the National (59%) and Regional (68%) figures.
- **Vacancy Rates:** For the first time in the Benchmarking process were no vacant ground-floor units in the defined town centre area at the time of the audit. The National Small Towns average is 9%.
- **Physical Appearance:** 80% of town centre users reported that 'Physical Appearance' was a positive aspect, vastly higher than the National (36%) and Regional (48%) figures and tied into this 63% rated 'Cleanliness' as a positive. 50% of Businesses stated that 'Physical Appearance' was a positive aspect of operating a business in Potton.

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- **Geographical Location:** 67% of Businesses rated 'Geographical Location' as a positive aspect of Potton.
- **Local Customers:** 67% of Businesses rated 'Potential local customers as a positive aspect of operating a business in the town centre.
- **Ease of walking:** 'Ease of walking around the town centre' (64%) was classed as a positive aspect of Potton by Town Centre Users.
- **Access to Services:** 54% of Town Centre Users rated 'Access to Services' as a positive aspect of Potton.

Room for Improvement

- **Lower than average Footfall:** The footfall figures in Potton on both the Busy Day and the Quiet Day are noticeably lower than the National and Regional averages. On the Busy Day Nationally, 98 persons per ten minutes were recorded which is more than double the Potton figure of 47. Similarly on the Quiet Day, 36 persons per ten minutes were recorded in Potton compared to the National average of 86 and Regional average of 89.
- **Car Parking:** 77% of Businesses and 39% of Town Centre users felt that 'Car Parking' was a negative aspect of operating a business in Potton. Qualitative comments centred on the need to increase car parking provision in the town centre.
- **Lower than average Spend:** Overall, spend in Potton was lower than the National average with 51% spending more than £10.00 in comparison to the National figure of 61%.
- **Traffic and Transport:** A key theme to emerge from qualitative comments was the need to 'Reduce/ Ban HGV Traffic' and introduce 'Pedestrian Crossings' in the town centre.

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Introduction

The Approach

The People and Places Insight Limited Town Benchmarking System 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 up to 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.

The process works by either People and Places Insight Limited be commissioned to complete the study as this is the case, or the client purchases an annual license for £350 plus VAT, collects the data and sends to People and Places for data entry, analysis and reporting.

The System

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National 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. The defined town centre area of **Potton** consists of **48** units and is thus classed as a **Small** Town.

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The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. The National figure is the average for all the **Small** towns which participated in Benchmarking during 2016 and the **Regional** figure is all **Small Towns** from the **South East**. Birkbeck University was commissioned by Action for Market Towns in 2009 to Typologise locations in England dependent on socio-demographic factors. 8 classifications were devised and Potton is in the Typology 8 grouping. Please note that in 2016 only one other Typology 8 town took part in Benchmarking, Royal Wootton Bassett and the information below are general classifications and are not made in specific reference to Potton.

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.

The Reports

The People and Places Insight Limited Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as Local Authorities, Town and Parish Councils, Business Improvement Districts, Local Partnerships, Retailers 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

Case Studies of good practice in the use of Benchmarking data include;

Settle Area Regeneration Partnership; commissioned a Benchmarking exercise in 2012. Alongside providing a detached review of town centre performance, the Partnership wanted to understand the impact of HGV traffic flow on the town centre. Using the standardised questions within the Benchmarking system the quantitative and qualitative feedback from Business and Town Centre User Surveys identified the HGV traffic flow as being hugely negative to the visitor experience in the Settle, specifically first time visitors. Using the data as part of a wider economic assessment, Settle Area Regeneration Partnership were able to use the evidence to work with local transport companies and the Local Authority to install an out of town railhead and reduce HGV traffic flow by up to 40%.

Ourburystedmunds; Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.

Southam First; Stratford on Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence based tool to create a Town

Centre Partnership consisting of a private and public mix to address the issues raised from the Benchmarking Report. A public event both highlighted the findings of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey of ground floor units in defined town centre area in March 2017.
KPI: Commercial Units; Comparison/Convenience	Visual Survey of A1 ground floor units in defined town centre area in March 2017.
KPI: Commercial Units; Trader Type	Visual Survey of A1 ground floor units in defined town centre area in March 2017.
KPI: Commercial Units; Vacancy Rates	Visual Survey of A1 ground floor units in defined town centre area in March 2017.
KPI: Markets	Visual Survey of total number of traders.
KPI: Footfall	Footfall Survey on a Busy weekday (Friday) and a Quiet weekday (Monday) in April 2017.
KPI: Car Parking	Audit of total number of spaces and vacancy rate on a Busy weekday (Friday) and a Quiet weekday (Monday) in April 2017.
KPI : Business Confidence Surveys	Hand delivered with covering letter and online to all Businesses listed in the Appendix.
KPI: Town Centre Users Surveys	Online Survey promoted by Potton Town Council.
KPI: Shoppers Origin Surveys	Distributed with Business Confidence Surveys and Businesses are asked to record the first 5 digits of a Post Code when a customer visits the unit over a set time period.

Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

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

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 Cafes	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
B1	Businesses	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	General Industrial
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).
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.

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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 **48** occupied units recorded.

		National Small Towns %	Regional Small Towns %	Typology %	Potton %
A1	Shops	52	47	52	38
A2	Financial and Professional Services	14	17	12	4
A3	Restaurants and Cafes	8	9	7	2
A4	Drinking Establishments	4	4	6	8
A5	Hot Food Takeaways	4	5	4	4
B1	Businesses	3	5	2	15
B2	General Industrial	1	0	2	6
B8	Storage and Distribution	0	0	1	0
C1	Hotels	1	1	0	0
C2	Residential Institutions	0	0	1	2
C2A	Secure Residential Institution	0	0	0	0
D1	Non Residential Institutions	6	5	9	10
D2	Assembly and Leisure	1	1	0	0
SG	Sui Generis ("unique" establishments)	5	7	5	10
N/R	Not recorded	0	1	0	0

The proportion of A1 Shops (38%) in Potton town centre is noticeably lower than the National (52%) and Regional (47%) averages whilst the proportion of B1 Businesses (15%) is 12% higher.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS 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.

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The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Comparison	82	78	79	67
Convenience	18	22	21	33

Two-thirds (67%) of the A1 Shops in the town centre mainly sell comparison goods.

KPI: COMMERCIAL UNITS; TRADER TYPES

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.

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The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Key Attractor	7	5	6	6
Multiple	19	29	20	22
Regional	10	8	11	17
Independent	64	57	64	56

Over half (56%) of the A1 Shops in Potton are unique to the town centre.

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KPI; COMMERCIAL UNITS VACANCY RATES

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.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Vacancy %	9	7	16	0

There were no vacant ground-floor units in the defined town centre area at the time of the audit. The National Small Towns average is 9%. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

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KPI; MARKETS

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.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	National Small Towns	Regional Small Towns	Typology	Potton
Traders	*15*	*11*	*8*	*n/a*

Potton town centre does not offer a weekly market.

KPI: FOOTFALL

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.

Benchmarking footfall is conducted in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process;

- *An accurate stopwatch and a hand operated mechanical counter are used*
- *If a person walks passed more than once they are included in the count each time they pass through the 'line'*
- *Children under 12 are not included in the count*
- *Footfall counts are not conducted in the rain*

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	National Small Towns	Regional Small Towns	Typology	Potton
Busy Day	98	128	130	47
Quiet Day	86	89	129	36

The footfall figures in Potton on both the Busy Day and the Quiet Day are noticeably lower than the National and Regional averages. On the Busy Day Nationally, 98 persons per ten minutes were recorded which is more than double the Potton figure of 47. Similarly on the Quiet Day, 36 persons per ten minutes were recorded in Potton compared to the National average of 86 and Regional average of 89.

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Each of the individual footfall counts are identified in the table below. The table highlights that the average figures in both count point locations were consistent over the Busy and Quiet Day. The highest individual count was from 10.50-11.00 on Friday 29th April when 52 persons were recorded.

Lion Court House to Tysoe and Son, across Market Square			
Monday 24th April 2017		Friday 29th April 2017	
10.50-11.00	32	10.50-11.00	52
11.00-11.10	43	11.00-11.10	39
12.00-12.10	32	12.00-12.10	41
TOTAL	**107**	**TOTAL**	**132**
AVERAGE	**36**	**AVERAGE**	**44**

Hutchisons to Coach House, across Market Square			
Monday 24th April 2017		Friday 29th April 2017	
10.50-11.00	34	10.40-10.50	37
11.00-11.10	34	11.10-11.20	46
12.00-12.10	39	12.20-12.30	58
TOTAL	**107**	**TOTAL**	**141**
AVERAGE	**36**	**AVERAGE**	**47**

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KPI: CAR PARKING

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.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into the;

- Percentage number of spaces in the designated car parks.
- Percentage number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Busy Day and on a Quiet Day
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Busy Day and on a Quiet Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Busy Day and on a Quiet Day

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	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Car Park:				
Total Spaces:	84	76	69	27
Short Stay Spaces: (4 hours and under)	29	21	20	37
Long Stay Spaces: (Over 4 hours)	61	54	80	59
Disabled Spaces:	7	4	0	4
Not Registered	4	21	0	0
Vacant Spaces on a Busy Day:	35	18	53	27
Vacant Spaces on a Quiet Day:	40	25	50	33
On Street:				
Total Spaces:	16	24	32	77
Short Stay Spaces: (4 hours and under)	82	87	100	32
Long Stay Spaces: (Over 4 hours)	12	7	0	67
Disabled Spaces:	6	7	0	2
Not Registered	1	0	0	0
Vacant Spaces on a Busy Day:	15	7	9	18
Vacant Spaces on a Quiet Day:	20	20	15	40

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Overall	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Total Spaces:	*n/a*	*n/a*	*n/a*	*n/a*
Short Stay Spaces: (4 hours and under)	*38*	*36*	*46*	*33*
Long Stay Spaces: (Over 4 hours)	*53*	*43*	*54*	*65*
Disabled Spaces:	*7*	*5*	*0*	*2*
Not Registered	*3*	*16*	*0*	*0*
Vacant Spaces on a Busy Day:	*31*	*15*	*39*	*21*
Vacant Spaces on a Quiet Day:	*37*	*24*	*39*	*38*

27% of all car parking spaced in the defined town centre area are available in off street designated car parks compared to the National Small Towns average of 84%.

On the Busy Day in Potton town centre, 21% of all car parking spaces were vacant which is lower than the National Small towns average of 31% but higher than the Regional figure of 15%. On the Quiet Day, vacancy rates in Potton increased to 38% which is 1% higher than the National Small Towns average.

KPI: BUSINESS CONFIDENCE SURVEY

In regard to the 'business confidence', by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **13** returned Business Confidence Surveys.

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Nature of Business				
Retail	63	71	61	36
Financial/ Professional Services	12	11	11	9
Public Sector	2	1	0	0
Food and Drink	13	11	6	0
Accommodation	1	1	0	9
Other	9	4	22	45
Type of Business				
Multiple Trader	10	13	11	0
Regional	8	18	5	8
Independent	82	69	84	92
			37	
How long has your business been in the town				
Less than a year	6	8	3	0
One to Five Years	22	22	34	33
Six to Ten Years	13	16	3	0
More than Ten Years	58	54	61	67

92% of Business respondents were 'Independent' and 67% had been based in Potton for 'More than Ten Years'.

Compared to last year has your turnover	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Increased	38	42	34	33
Stayed the Same	31	30	28	42
Decreased	31	28	38	25
Compared to last year has your profitability				
Increased	31	33	30	36
Stayed the Same	35	35	36	27
Decreased	34	33	33	36
Over the next 12 months do you think your turnover will…				
Increase	44	51	39	33
Stay the Same	38	35	36	58
Decrease	19	14	24	8

42% of Businesses reported than 'Turnover' had 'Stayed the Same' over the last 12 months. In terms of business confidence, 58% expected their 'Turnover' to 'Stay the Same' over the next trading year.

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What are the positive aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Physical appearance	44	51	37	50
Prosperity of the town	39	55	37	50
Labour Pool	10	17	5	0
Geographical location	39	57	47	67
Mix of Retail Offer	40	42	45	42
Potential tourist customers	36	29	37	8
Potential local customers	77	79	79	67
Affordable Housing	15	22	11	8
Transport Links	34	53	26	8
Footfall	26	15	42	42
Car Parking	32	20	39	33
Rental Value/ Property Costs	16	9	18	33
Market(s)	14	8	26	8
Events/ Activities	22	13	29	8
Marketing/Promotions	10	6	11	8
Local Partnerships/ Organisations	17	24	8	8
Other	3	2	5	0

‘Geographical location’, ‘Potential local customers’ (67%), ‘Physical appearance’ (50%) and ‘Prosperity of town’ (50%) were all classed as positive aspects of operating a business in Potton.

What are the negative aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Physical appearance	22	18	6	11
Prosperity of the town	29	28	6	33
Labour Pool	14	18	12	0
Geographical location	7	8	9	0
Mix of Retail Offer	21	30	9	11
Number of Vacant Units	41	44	39	11
Potential tourist customers	11	17	6	0
Potential local customers	3	1	6	0
Affordable Housing	10	20	21	0
Transport Links	14	9	15	33
Footfall	20	18	24	11
Car Parking	50	38	58	77
Rental Value/ Property costs	29	17	27	11
Market(s)	10	15	9	11
Local business competition	17	11	9	22
Competition from other localities	25	31	30	22
Competition from out of town shopping	40	46	45	22
Competition from the internet	37	47	52	11
Events/ Activities	7	10	0	0
Marketing/ Promotions	5	7	0	0
Local Partnerships/ Organisations	2	5	0	0
Other	6	7	3	0

77% of Businesses felt that 'Car Parking' was a negative aspect of operating a business in Potton.

Has your business suffered from any crime over the last 12 months	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Yes	26	39	29	45
No	74	61	71	55
Type of Crime				
Theft	73	80	67	40
Criminal Damage	25	29	22	40
Abuse	14	14	0	0
Other	4	3	11	20

55% of Businesses had not suffered any crime over the last 12 months.

What two suggestions would you make to improve the town's economic performance?

Improving the 'Car Parking' was the key theme to emerge from the comments provided.

- More off street car parking. Attract more businesses into Potton to provide for local employment.
- Better car parking. Less houses being built.
- Improve car parking to staggered in Market Square. Do away with silly crossing points at Junction in Market Square. Stick out too far.
- Better parking facilities
- Improve parking. Improve pubic transport and cycle access
- Improve the parking, so traders not able to park in sq as this takes up valuable parking and puts customers off if no spaces. Would be good if all shops could be retail and not office spaces as more retail/ cafe would improve the popularity of the town.
- Better parking, making sure all units are retail rather than B2B.
- SHOP FRONT OF ALL BUSINESS 2) MARKET SQUARE CUSTOMER PARKING
- provide better parking at no cost for longer periods of time, change traffic flow to enable large delivery lorries to get to businesses without parking restraints

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KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users 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 can be very different to someone who has never been to the place before. In total **247** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Gender				
Male	32	30	28	35
Female	67	69	71	62
Prefer not to answer	1	1	1	3
Age				
16-25	7	5	3	4
26-35	15	17	15	7
36-45	24	27	28	24
46-55	22	21	24	23
56-65	16	15	16	18
Over 65	14	13	13	20
Prefer not to answer	1	1	1	3
What do you generally visit the Town Centre for?				
Work	10	8	7	4
Convenience Shopping	43	45	58	74
Comparison Shopping	6	6	4	3
Access Services	19	19	14	5
Leisure	11	11	9	5
Other	11	10	8	8

Nearly three quarters of Town Centre Users visited Potton for ‘Convenience Shopping’, vastly higher than the National (43%) and Regional (45%) averages.

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How often do you visit the Town Centre	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Daily	21	20	24	32
More than once a week	35	37	46	52
Weekly	21	23	20	10
Fortnightly	7	8	3	4
More than once a Month	6	6	3	1
Once a Month or Less	10	7	4	2
How do you normally travel into the Town Centre?				
On Foot	31	35	34	54
Bicycle	1	1	2	0
Motorbike	0	0	0	0
Car	62	58	60	43
Bus	4	3	3	0
Train	0	0	0	0
Other	2	3	0	2
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	2	1	0
£0.01-£5.00	11	9	7	6
£5.01-£10.00	23	21	20	43
£10.01-£20.00	32	36	37	35
£20.01-£50.00	24	27	29	16
More than £50.00	5	5	5	0

94% of Town Centre Users visited Potton at least once a week, 17% higher than the National Small Towns average. 54% travelled into the town centre ‘On Foot’.

43% of Town Centre Users spent £5.01-£10.00 on a normal visit to Potton, 20% higher than the National average. Overall, spend in Potton was lower than the National average with 51% spending more than £10.00 in comparison to the National figure of 61%.

What are the positive general aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Physical appearance	36	48	60	80
Cleanliness	35	41	51	63
Retail Offer	19	20	27	33
Customer Service	24	21	29	48
Cafes/ Restaurants	32	29	39	30
Access to Services	56	59	68	54
Leisure Facilities	10	4	13	4
Cultural Activities/Events	14	6	14	10
Pubs/ Bars/ Nightclubs	20	18	33	44
Transport Links	18	11	20	6
Ease of walking around the town centre	56	64	72	64
Convenience e.g. near where you live	64	74	81	81
Safety	18	13	28	23
Car Parking	32	22	35	17
Markets	25	47	21	32
Other	7	4	5	8

Unsurprisingly the majority of Town Centre Users rated ‘Convenience e.g. near where you live’ (81%) as the most positive aspect of Potton. 80% reported that ‘Physical Appearance’ was a positive aspect, vastly higher than the National (36%) and Regional (48%) figures and tied into this 63% rated ‘Cleanliness’ as a positive. ‘Ease of walking around the town centre’ (64%) and ‘Access to Services’ (54%) were also classed as positive aspects.

What are the negative general aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Physical appearance	37	20	8	3
Cleanliness	25	20	17	8
Retail Offer	53	47	32	14
Customer Service	9	7	3	2
Cafes/ Restaurants	20	7	18	19
Access to Services	13	11	6	13
Leisure Facilities	25	19	17	25
Cultural Activities/Events	19	11	17	11
Pubs/ Bars/ Nightclubs	22	7	9	4
Transport Links	15	17	6	39
Ease of walking around the town centre	6	5	5	5
Convenience e.g. near where you live	4	3	4	1
Safety	12	5	4	16
Car Parking	39	49	46	62
Markets	25	14	16	8
Other	16	16	26	15

‘Car Parking’ (62%) was classed as the most negative aspect of Potton town centre, 23% higher than the National Small Towns figure. 39% of Town Centre Users rated ‘Transport Links’ as a negative aspect.

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How long do you stay in the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Less than an hour	41	36	35	67
1-2 Hours	41	48	51	24
2-4 Hours	10	11	9	5
4-6 Hours	2	2	1	1
All Day	4	2	2	2
Other	2	1	1	1
Would you recommend a visit to the Town Centre?				
Yes	59	68	88	91
No	41	32	12	9

Town Centre Users stayed for short periods of time in Potton, 67% stating this was ‘Less than an hour’, 26% and 31% higher than the National and Regional averages.

91% of Town Centre Users would recommend a visit to Potton, noticeably higher than the National (59%) and Regional (68%) figures.

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

‘Car Parking’ was a key theme to emerge with specific reference to improving the provision;

- More parking long term
- Car parking, there is always a train of cars driving around in a circle looking for a space. it can be arranged better to get a lot more spaces.
- cant think of anything other than parking spaces which there is no more room for anyway
- A bigger car park within easy walk of Market Square.
- More parking for local shoppers
- More car parking space.
- There is a need for more car parking. The car parks are regularly full.
- Re last question. I would not recommend visiting the town centre as there is little room for the people who already live in Potton. Should people visit from other areas or who live on the perifery there is no where to park!
- To stop certain shop keepers from parking in the market Square all day, so customers can actually park and shop.

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- improve parking provision.
- More car parking.
- Enforcement of parking regulations, so that more parking spaces are available.

'Traffic and Transport Issues' were another key theme to emerge from the qualitative information. The comments centred on reducing/ banning HGV's and implementing safety crossings for pedestrians.

- Ban HGV'S above 7.5 tons as roads here are too congested.
- Ban lorries
- Prohibit lorries over 71/2 tons from passing through the square, only allow delivery vehicles fr a limited time
- Stop ALL HGV traffic entering the Square at certain times of weekdays and all Saturdays and Sundays.
- Make King Street one way and provide a realistic alternative route for HGV wishing to travel through Potton
- Restricting heavy goods vehicles to access only.

- Introduction of pedestrian crossing of some sort to help cross from the north side of the square to the Library.
- Zebra crossing
- Pedestrian crossings
- Zebra/Pelican crossing
- Safety crossing market square
- A crossing over the wide road , especially for elderly people who can't walk as fast . Despite the 20mph traffic still does too fast

General comments about improving the 'Retail Offer' were provided alongside the need for a Café/ Restaurant and Banking Facilities.

A full list of comments coded into key themes is available in the Appendix.

KPI: SHOPPERS ORIGIN SURVEY

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

	National Small Towns %	Regional Small Towns %	Typology %	Potton %
Locals	66	70	59	n/a
Visitors	27	24	35	n/a
Tourists	7	6	6	n/a

Unfortunately only one business in Potton town centre supplied post code information.

Appendix

Business Unit Database

Street Name	Business Name	Use Class	Business Type (Comparison/ Convenience)	Business Type (Key Attractor/ Independent)	Additional Notes
BROOK END	POTTON TOWN COUNCIL	B1	N/A	N/A	
BROOK END	GREENSANDS MEDICAL PRACTICE	D1	N/A	N/A	
BROOK END	GLASS AND GLAZING	A1	COMPARISON	INDEPENDENT	
BROOK END	INDUSTRIAL WORKWEAR	A1	COMPARISON	INDEPENDENT	
BROOK END	BALAAM BROTHERS	B1	N/A	N/A	
BROOK END	FORGE GARAGES	B2	N/A	N/A	
BROOK END	POST OFFICE	A1	COMPARISON	MULTIPLE	
MARKET SQUARE	REGENTS	A5	N/A	N/A	
MARKET SQUARE	CLAYTON	A1	CONVENIENCE	REGIONAL	
MARKET SQUARE	TYSOE AND SON	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	LLOYDS PHARMACY	A1	COMPARISON	MULTIPLE	
MARKET SQUARE	LINDSAYS BAKERY	A1	CONVENIENCE	REGIONAL	
KING STREET	GEORGE AND DRAGON	A4	N/A	N/A	
KING STREET	DENTAL SURGERY	D1	N/A	N/A	
KING STREET	TESCO	A1	CONVENIENCE	KEY ATTRACTOR	
KING STREET	CO OP	A1	CONVENIENCE	MULTIPLE	
KING STREET	THORNHILL MOTOR SALES	SG	N/A	N/A	
MARKET SQUARE	THE COACH HOUSE	A4	N/A	N/A	
MARKET SQUARE	CAMERONS	A1	CONVENIENCE	REGIONAL	
MARKET SQUARE	KENNEDYS	A2	N/A	N/A	
MARKET	POTTON VETS	SG	N/A	N/A	

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SQUARE					
MARKET SQUARE	POTTON FLOORING	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	MOLLY MAY	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	J R COOPER	B1	N/A	N/A	
MARKET SQUARE	SILVER FERN SECURITY LIMITED	B1	N/A	N/A	
MARKET SQUARE	CHAMBERLAINS	B2	N/A	N/A	
MARKET SQUARE	AVISON AUTOS	B2	N/A	N/A	
MARKET SQUARE	POTTON CAR SALES	SG	N/A	N/A	
BULL STREET	POTTON NEST	C1	N/A	N/A	
CHAPEL STREET	ABATRON	B1	N/A	N/A	
CHAPEL STREET	SALVATION ARMY	D1	N/A	N/A	
HORESELOW STREET	BAPTIST CHURCH	D1	N/A	N/A	
BIGGLESWADE ROAD	RISING SUN	A4	N/A	N/A	
BIGGLESWADE ROAD	BP GARAGE	SG	N/A	N/A	
BLACKBIRD STREET	BONNIE AND CLYDE	A1	COMPARISON	INDEPENDENT	
BLACKBIRD STREET	RITZY	A3	N/A	N/A	
SUN STREET	LESLEY ELLIOTT	SG	N/A	N/A	
MARKET SQUARE	SAVILLS	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	ROYAL FISHERIES AND KEBAB	A5	N/A	N/A	
MARKET SQUARE	ALEX MCCARTHY	A2	N/A	N/A	
MARKET SQUARE	ANNAS	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	HARPERS BARBERS	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	ELEPHANT AND FEATHER	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	ALPHA SECURITY	B1	N/A	N/A	
MARKET	HUTCHISONS	B1	N/A	N/A	

SQUARE					
MARKET SQUARE	POTTON FOOD STORES (LONDIS)	A1	CONVENEINCE	MULTIPLE	
MARKET SQUARE	LIBRARY	D1	N/A	N/A	
BIGGLESWADE ROAD	ROYAL OAK	A4	N/A	N/A	
SHANNON PLACE	YORK HOUSE FOODS LTD	B2	N/A	N/A	2
SHANNON PLACE	SHANNON MOTORS	B2	N/A	N/A	2
SHANNON PLACE	AKM MOTORS	B2	N/A	N/A	2
SHANNON PLACE	METAL CRAFT (BEDFORD)	B1	N/A	N/A	2
SHANNON PLACE	POTTON WINDOWS	B1	N/A	N/A	2

Shading denotes Businesses who received a Business Confidence Survey but not included in the retail audit.

Car Parking Database

Name:	BROOK END CAR PARK
On Street/ Car Park:	CAR PARK
Total Spaces:	29
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	29
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	8
Vacant Spaces on a Quiet Day:	7

Name:	TESCO
On Street/ Car Park:	CAR PARK
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	18
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	5
Vacant Spaces on a Quiet Day:	9

PH Spaces not included

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Name:	MARKET SQUARE
On Street/ Car Park:	ON STREET
Total Spaces:	43
Short Stay Spaces: (4 hours and under)	41
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	5
Vacant Spaces on a Quiet Day:	17

Name:	HORSLOW STREET
On Street/ Car Park:	ON STREET
Total Spaces:	22
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	22
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	5
Vacant Spaces on a Quiet Day:	14

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Name:	CHAPEL STREET
On Street/ Car Park:	ON STREET
Total Spaces:	15
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	15
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	2
Vacant Spaces on a Quiet Day:	6

Name:	BULL STREET
On Street/ Car Park:	ON STREET
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 Busy Day:	6
Vacant Spaces on a Quiet Day:	3

Name:	BROOK END
On Street/ Car Park:	ON STREET
Total Spaces:	21
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	21
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	6
Vacant Spaces on a Quiet Day:	8

Name:	ROYSTON STREET
On Street/ Car Park:	ON STREET
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	8
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	1

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Name:	KING STREET
On Street/ Car Park:	ON STREET
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	9
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	3

Town Centre Users Comments

**Please note all comments have been copied directly from respondents and include grammatical errors.*

Key

Car Parking
Traffic/ Transport Issues
Retail Offer
Cafes/ Restaurants
Banking Facilities

- A few more car parking spaces although realise that would be difficult.
- Close the square off when there's an event e.g. Lights on
- Coffee shop
- Markets
- More community activities
- Pedestrian crossing, lights or zebra with raised traffic calming.
- Cafe and restaurant.
- Limit on street parking that restricts access into/out of Town Square.
- Improve/extend parking facilities but we don't need meters or traffic wardens.
- 1. Greater traffic control to prevent speeding through centre, consider one way system
- 2. A cafe to diversify the food offer
- Parking for 2 hours to allow hair appointments
- Zebra crossing opp the coach house
- More parking / larger parking area at Henry Smith playing fields. Shop fronts could do with a lick of paint.
- Repaint / refurbish town badges as appropriate.
- Place LARGE keep Potton tidy on every one of the several, litter bins.
- Better Parking
- Less through traffic
- The creation of a community hall for all.
- A realistic cap on the number of houses being built in future developments
- Things to attract outside people in - more markets?
- There are a good variety of shops but we need to keep them and not let any of them close
-
- A bank!
- Make King Street a one-way road
- Have a zebra crossing on Market Square

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- A bigger and totally DDA accessible community building such as Potton Hall for All that is within walking distance of the Town Centre (make sure footpath is available to new development via Sheepwalk to Tall Trees development off Biggleswade Rd) - needs full support of the community and Potton Town Council.
- It would be useful to have a Bank branch office back in Potton to offer the services that the excellent Post Office can't do.
- More Parking needed
- Reject the number of continuing Housing Applications its approaching saturation point services are not keeping up with it. Traffic has increased dramatically spoiling what was a quiet small town and pleasant place to live.
- WE DO NOT NEED ALL OF THESE HOUSES BUILT HERE
- A place to eat in the day/get hot food to take away and more variety of shops
- A pedestrian crossing somewhere to make it safer to cross from one side of square to the other
- Parking spaces properly marked out in car park by playing field, so that people don't take up two spaces
- Better parking
- Introduce a one way system down king street so making it a lot more safe for pedestrians
- MORE CAR PARKING, REINSTATE THE BANK
- A cafe, more seating
- Parking
- Bypass
- increase the amount of parking
- install a pedestrian crossing between The Coach House and the library
- Stop heavy traffic going through the the town if not absolutely necessary ie deliveries etc.
- Restrict big lorry access through the town unless delivering
- Parking restrictions in king Street from Tesco down to triangle at gamlingay road.
- Speed calming from roundabout at Soencer Road to corner where Ritzy Indian is
- 1. Relocate the Library from the center spot of Town and make it a lovely meeting point for all, a Cafe / Light bite outlet people just love to have something like that just as it has been done in Biggleswade and its about time we also had it. It would also bring in much needed extra trade to all those stores in the Town Center.
- 2. Think more carefully about the real-estate and its use before putting in businesses that should not be taking up prime locations in what is a very small Town Center.
- Nice restaurant

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- Stop building more houses
- Improvements to parking and traffic flow, especially lorries
- More shops
- More buses
- Hanging flower baskets
- It would be good to have a pop up cafe in the middle of the square when it's warm
- More parking. Not necessarily in town but near it. Especially with the new builds meaning more people and vehicles.
- Better variety of shops i.e. cafe, clothes Pet supplies. Bank to name a few
- make a bypass to reduce the through traffic as it is dangerous for pedestrians.
- Put a zebra crossing in the market square. Not on a junction to make it safe for crossing
- Parking
- Public transport
- Traffic calming to slow vehicles and dissuade heavy goods vehicles from driving through market square.
- Create alternative parking away from market square to ease pressure on centre itself.
- Better short stay parking, stop shop keepers parking all day
- Improve doctor surgery access, currently 5 days to get an appointment
- 1) More parking
- 2) Fix the persistent road flood by the bus stop.
- Restrict access to HGVS
- Improve parking by restricting to visitors NOT employees in shops/houses
- Need some longer term parking as restrictions do not encourage people to stay. However this would need to have restrictions so that it doesn't become an all day parking zone.
- Could the Tesco car park be used more?
- There should be no parking outside Co-Op.
- Have a weight restriction...too many hgvs are coming through Potton causing congestion, having to mount the kerbs to get around the corners and damaging the roads.
- More parking, zebra crossing
- Less cars
- More small shops
- More GPS in the surgery.
- A cafe.
- More retail shopping
- More parking

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- Suggestion 1 Meet the market needs:
- 1. We are a SME employing 100 to 150 staff and find that placing key staff in local accommodation to be difficult if not impossible.
- 2. Visitors (typically we have one VIP visitor each month) are never booked into the local hotel because we have found it to not meet our customer requirements.
- 3. Employment, we have found it difficult to recruit good quality staff from the area and have a need for all type of staff from hourly paid factory workers through to engineers, supervisors and management.
- Suggestion 2 Be active. Hold events so that the staff can see what is available locally
- 1. Changing the opening hours at Potton's retail stores to allow those who work during the week to shop in the town centre at evenings and weekends.
- 2. Improved bus links to surrounding towns/villages to allow customers from outside Potton to visit the town centre.
- Shorter car parking stay duration as long as it can be enforced and more retail shops (no need for estate agents and building firms in the main square).
- Car parking and control of heavy goods vehicles and no offices or industrial units where retail outlets should be
- Change the way the parking is marked to get more cars into the market square.
- To stop heavy lorries from going through the market square.
- Improve car parking and restrict access and through passage of trucks weighing more than 7.5 tonnes
- Better car parking
- Unblock the drain by the bus stop
- stop the parking alongside tescos /and the co op put yellow double yellow lines down
- Ban heavy lorries passing through.
- Traffic calming especially from cars approaching from Sun Street
- Safe crossing points or pedestrian crossing
- Divert HGV'S from the market Square and narrow streets.
- Encourage the swifts to return by broadcasting their cries from the library where nest boxes have been provided.
- A safe crossing for children, older people and those with reduced mobility. The drop down kerbs are not enough.
- Traffic calming measures to dissuade those who speed and lorries - other than those delivering to the shops.
- Pedestrian crossing as wide road with heavy traffic passing through.
- Maximum weight of 7.5 tons as heavy lorries cause disruption and damage
- The traders to abide by the parking restrictions.

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- CBC to enforce the parking restrictions
- More parking
- More choice of shops better value for money.
- Family orientated cafe facility.
- More seating around Clock House.
- More parking instead of applying to build houses near Henry Smith playing field improve and extend the car park for existing residents
- Better parking
- more parking needed for customers and to stop the local business parking in the market square
- Transport links
- Retail
- Do not overdevelop it.
- Keep lorries out of the town centre.
- 1. Establishing Potton as a Dementia Friendly Community, building on the superb customer service that is already part of the experience of shopping in Potton.
- 2. Gym facilities
- More Local Businesses
- More public transport
- more car parking. more library opening hours
- More parking
- Road crossing to improve safety -- more events in the square which benefits the shops
- Better Transport Links,
- Sort out Traffic / Parking on King ST ie one way.
- 1)Improve crossing for pedestrians and monitor parking. Both will become much more difficult with the increased population- unsustainable development.
- 2) Avoid chains taking over the shops/units. Sadly it is rumoured the local and nearly 100 year old Co-Op is being lost to a chain.
- change the parking to enable people to stay longer
- allocate more money to enhance some of the frontage of properties
- It would be good to have a broader selection of retail options, there are a few lovely small, independent businesses but it would be nice to see some additional independent shops, i.e. Clothing, coffee shops etc
- Additional events in the town centre, having recently moved from Letchworth where the introduction of an annual food festival has proven to be a huge success in bringing people into the town and creating a community feeling, I would love to see something similar happen in Potton.
- Better parking.
- More retail businesses - don't allow the retail to become private

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houses.

- Buses to Cambridge.
- More parking, leisure facility needed (gym etc)
- More shops
- Needs more parking spaces.
- Stop large lorries coming through it.
- bus links to other nearby towns
- continue to keep all shops
- Coffee shop
- more accessible for disabled people
- Parking. Shops.
- More frequent pop up market
- Better access around the town for wheelchairs, too much traffic going through the centre. Maybe a zebra crossing or similiar to help get across the road
- Make Potton one way to lessen the traffic flow and put in speed rescrictions.
- More parking is needed and a crossing from the library towards the newsagent for safety
- Some of the historic buildings are not maintained very well so need a little work doing. One part of the square is very wide so something to make crossing the road easier would help the safety. Sustainable access to the town centre by means of small bus, cycles or on foot should be encouraged as there is a parking shortage.
- Some of the town signage on buildings to be updated and facades redecorated
- Zebra crossing and more parking.
- Better parking and one way system as the roads are so busy.
- Zebra crossing and a café
- More parking long term
- Car parking, there is always a train of cars driving around in a circle looking for a space. it can be arranged better to get a lot more spaces.
- Access, very tight corners that don't allow for the speed that cars and buses drive at. some speed reduction measure would help with access
- A cafe/tea shop would be great. I often meet people I know in the town and it would be great to have somewhere to stop and chat.
- Frankly, I like it just as it is. Any change might detract from it's appeal.
- More shops, cafe , restaurant
- Better car parking
- Bank
- Crossings for road safety
- Parking restrictions for shop owners so more free for customers
- Better parking and traffic slowed down .somehow.!

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- 1:- More parking
- 2:- Coffee shop/café
- 1 - encourage more independent/small scale retail use of vacant units in The Square as opposed to the trend towards offices
- 2 - improve monitoring and promotion of the conservation area; e.g. ensure shop fronts are in keeping with the character of the town centre buildings - provide support to owners/tenants in this respect where possible.
- Banking facilities
- Better bus services
- More car parking is needed especially with all the new houses being built in Potton. Not enough now let alone when new residents come here.
- The road leading out of the square on the corner near Savills hair salon is far too narrow and needs widening as impossible to pass large cars let alone lorries.
- To many prime retail units are now offices for example , we have a vets 2 estate agents a builders office and an architects office and 3 super markets we need a better mix of retail preferably independent retailers to attract visitors from outside the town.Potton has a lot to offer but is spoilt by lack of parking and to many offices
- Ban all large vehicles for safety reasons. Get town centre cleaned, drains cleared , bus shelter cleaned, general up keep.
- Pedestrian crossing
- Charity or secondhand book shop and cafe
- One way system in king street
- Reduce amount of hgv - divert them
- Smaller lorries to make deliveries to coop and tesco
- Crossing to allow elderly to cross safely
- Stop putting up traffic lights on a continual rolling program in strange places! It's been chaos for the last year.
- More parking would be great as sometimes Saturday mornings there is nowhere left except residential streets. Ideal would be the land between Tesco and the Doctors, maybe connecting the two together via a pedestrian link. The Doctors now has zero room to park so it must be hard for people who cannot walk far (but fortunately I very rarely need it).
- Restrict access to HGVs.
- Develop more activities based around a fantastic square I.e markets, activities for elderly, young, teenagers.
- In order to survive the square needs to have a focus to draw people in and consequently increase turnover for shops.
- Ban HGV s using the roads through potton
- Zebra crossing

- Better parking
- Encourage those who work in the town centre to stop hogging all the car parking spaces ie estate agents.
- Ban hgvs passing through the square .. unless delivering in which case during certain hours.
- More car-parking, less HGV traffic or one-way system to prevent issues in narrow streets such as King St, Chapel St, Bull St, Horslow St. Even Royston St an issue when cars parked and deliveries happening.
- Safety for pedestrians & more parking.
- Less cars parking on kings street (or more double yellows so easier to pull in)
- Walking into town, less wheely bins on pavements, especially thinner payments are difficult with buggy plus a lot of dogs pooh on paths
- Zebra crossing
- More buses
- Improve parking facilities
- Restrict lorry movements
- More parking
- A wider variety of shops
- cant think of anything other than parking spaces which there is no more room for anyway, or a crossing point which again would encroach parking.
- A cafe would be nice, more flowers ie on lamposts as in sandy
- Prohibit lorries over 71/2 tons from passing through the square , only allow delivery vehicles fr a limited time
- A crossing over the wide road , especially for elderly people who can't walk as fast . Despite the 20mph traffic still does too fast
- Get rid of Tesco and save Co-Op
- More variety of shops
- The regular market should involve more local businesses.
- A bigger car park within easy walk of Market Square.
- Consumer facing retailers only on the Market Square
- More parking
- Bike racks
- Greengrocer
- Find more parking shops are great
- 1. Improve traffic issues - enforce 20mph limit, reduce articulated lorries passing through (access only), sort out parking on King St
- 2. No more hair salons and estate agents
- Making Tesco car park available for more than 30 minutes
- Ban HGVs. Provide bicycle rack.
- To have a bank and a decent cafe
- Make it a one way system, i.e. enter via Lesly Elliot and leave via King

street.

- Independent coffee shop.
- Slow vehicles down driving round the Market Square.
- A bank
- Better parking
- Some shop fronts need sprucing up with new hoardings. Large HGVs need diverting, the roads are too narrow and close to pavement.
- Longer library opening hours
- Better fruit and veg quality at Potton Food Stores
- No access for Lorries
- No parking on kings street
- put motorbike parking in the market square so everyone doesnt need to moan about a motorbike taking a car parking space up....
- More parking for local shoppers
- Either improve parking or provide a bus service from Cockayne Hatley, preferably both. Very difficult to park especially when visiting the doctors.
- Send the unwanted and unloved migrants home
- Improve the cleaning and rubbish collection. Mot enough respect given of this lovely town.
- Café
- Browsing shops
- Limit the size of lorries using the market square. Sorting out the large puddle that arrives every time it rains and at least one car parking spot is lost.
- stopping shop owners/workers from parking in car park spaces in square, and more parking spaces
- None
- Increased parking facilities. Restricting heavy goods vehicles to access only.
- Improved parking
- Safety crossing market square
- More car parking space.
- Ban HGV'S above 7.5 tons as roads here are too congested.
- Traffic and parking is absolutely ruining a great town.
- Café
- Proper market
- Better car parking, the lines need to better marked out in the car park by Henry Smiths playing fields.
- Less commercialised shops i.e. Tesco or McColls, the town has a good selection of shops which do not need to be undermined by wealthier competitors which will put them out of business.
- make it more wheelchair/baby buggy friendly

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- café
- There is a need for more car parking. The car parks are regularly full.
- A gym would be a welcome addition.
- Introduction of pedestrian crossing of some sort to help cross from the north side of the square to the Library.
- Improve parking to make safer for pedestrians and drivers through the town. There is a significant amount of double parking, particularly delivery vehicles, which make it unsafe for pedestrians crossing roads and drivers coming round the market square. A particularly dangerous zone is in the north west corner by the former bank.
- Stop having vehicles through kings street
- Make kings street one way. Been here three months and already witnessed one case of road rage and one accident.
- A cafe. Ban lorries
- Better bus links
- Zebra/Pelican crossing
- Reduce commercial traffic.
- Increase cafes / restaurants
- Better transport and more markets
- Re last question. I would not recommend visiting the town centre as there is little room for the people who already live in Potton. Should people visit from other areas or who live on the perifery there is no where to park!
- Coffee shop.
- Improve roads and surfaces
- Stop ALL HGV traffic entering the Square at certain times of weekdays and all Saturdays and Sundays.
- Make King Street one way and provide a realistic alternative route for HGV wishing to travel through Potton
- More parking
- Pedestrian crossing
- Pedestrian crossings
- A bank
- To stop certain shop keepers from parking in the market Square all day, so customers can actually park and shop. Cleaner paths.
- Parking and give some shop fronts a bit of a facelift.
- Improved carparking additional markets
- Don't transform business premises into residential around the town centre so new shops and services can open.
- It would be nice if the market could happen more often during the season than 4 times per year.
- More small independent shops.
- No more estate agents, hairdressers or offices in the square.

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- Car parking spaces pedestrian crossing from library side to Cameron's
- Transport links
- cut the speed of the traffic and put a crossing in the square
- Make King Street a clearway with no parking permitted. To not do so is contrary to safety principles.
- Resurface the access roads in close proximity to the centre and improve parking provision.
- A cafe would be a nice addition. There used to be one where the barbers is and we visited quite regularly. Now there is only really the Coach House to get coffee and cake, unless you walk out to The Boundary Cafe.
- More frequent bus service to the station, although this isn't realistic with the cuts to the service that are coming in.
- Better public transport might encourage 'outsiders' to come for a visit
- 1) Improved parking and crackdown on selfish parking.
- 2) Fix the systematic flooding by the bus stop.
- Better parking and a greater selection of shops
- A nice old fashioned tea rooms.
- More parking spaces
- Stop shop keepers from parking all day, reducing parking for customers.
- Increase parking monitoring in accordance to restrictions
- A cafe would be a real asset to the town centre.
- More markets throughout the year
- Better bus service.
- More opening hours at library.
- Better car parking nearer the town centre and possibly better variety of shops
- Improved parking
- Less congestion on king st
- Pavements are tarmac and very unattractive especially where they have been dug up and patched. Block paving/paving slabs would be far more attractive and easily replaced if any work is needed thus maintaining a consistent appearance.
- Shops should be kept for retail and not used for services or offices, this would potentially encourage more visitors to the town.
- More car parking.
- Enforcement of parking regulations, so that more parking spaces are available.

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