PEOPLE & PLACES
Insight

Potton

Town Benchmarking Report

September 2019

Mike King
People and Places Insight Limited
mike.king@people-places.co.uk

Executive Summary

General

A1 Independent Shops

- As in 2016, 39% of the occupied ground floor commercial units in Potton are A1 Shops, which is 12% lower than the National Small Towns average.
- 59% of the A1 Shops are unique to Potton, similar to the National Small Towns average. (61%)

Comparison Shops, Convenience Shopping

- 71% of the A1 Shops mainly sell Comparison Goods which is 11% lower than the National Small Towns average.
- 68% of respondents visited Potton town centre for Convenience Shopping, 24% higher than the National Small Towns average.

Vacancy Rates

- 2% of the ground floor units were vacant at the time of the Audit compared to 0% in 2017 and a National Small Towns average of 9%.

Footfall

- Footfall in Potton on the Busy Day (37 persons per 10 minutes) was the lower than in 2017 (47) and significantly lower than the National Small Towns average. On a Quiet Day, the 2019 footfall figure (35) was similar to 2016 (36) but once again lower than the National Small Towns figure. (105)

Car Parking

- Overall on the Busy Day in Potton 22% of all car parking provision was vacant, similar to the 2017 evaluation and 5% lower than the National (27%) figure. Interestingly on the Quiet Day the figure of 13% vacancy is lower than the Busy Day, 25% lower than the 2017 evaluation and 20% lower than the National figure.

Regular, Short Stay Visitors

- 91% of Town Centre Users visit Potton at least Once a Week.
- 93% of Town Centre Users spent less than 2 hours in the town centre.

Customer Spend

- 81% of Town Centre Users spend under £20.00 on a normal visit to Potton.

Positive Aspects

Visit Recommendation

- 94% of Town Centre Users would recommend a visit to Potton.

Physical Appearance

- Physical Appearance (83%) was rated as a positive aspect of Potton town centre nearly double the National Small Towns average.

Access to Services

- 73% of Town Centre Users rated Access to Services as a positive aspect.

Room for Improvement

Car Parking

- 44% of Town Centre Users rated Car Parking as a negative aspect. Qualitative comments illustrated the need for more car parking spaces.

Transport Links

- Transport Links (38%) were classed as a negative aspect of Potton by Town Centre Users.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

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 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 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 **49** units and is thus classed as a **Small** Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2017 to January 2019. Where appropriate as a continued user of the Benchmarking System longitudinal analysis against the 2017 Potton figures are supplied.

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;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration projects
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting community groups

Case Studies

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

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.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

Love Newmarket; The Business Improvement District used the data to measure the Town Centre in normal trading conditions and then replicate footfall, customer spend, length of stay and origin at the Christmas Events to understand impact.

Bradford on Avon Town Council; The Town Council used the data from a general Benchmarking Study to commission People and Places to conduct an Advanced Car Parking Study. Anectodal information and the Benchmarking highlighted an issue with a severe shortage of parking provision in the Town Centre at pinch points during the day. The initial data was supported by the evidence gathered in the indepth study providing the Town Council with a detached report to address the issue.

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.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined town centre area.
KPI: MARKETS	Visual Survey of total number of traders.
KPI: FOOTFALL	Footfall Survey on a Market Day and Non-Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Market Day and Non-Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI: BUSINESS CONFIDENCE SURVEYS	Can include a combination of face to face, postal, hand delivered and online.
KPI: TOWN CENTRE USER SURVEYS	Can include a combination of face to face, paper based and online.
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.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

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	Residential care homes, hospitals, nursing

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

	Institutions	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.

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 **44** occupied units recorded.

	National Small Towns %	Potton 2019 %	Potton 2017 %
A1	*51*	***39***	*38*
A2	*13*	***5***	*4*
A3	*9*	***0***	*2*
A4	*4*	***9***	*6*
A5	*4*	***5***	*4*
B1	*3*	***11***	*15*
B2	*1*	***7***	*6*
B8	*0*	***0***	*0*
C1	*1*	***0***	*4*
C2	*0*	***0***	*0*
C2A	*0*	***0***	*0*
D1	*7*	***11***	*10*
D2	*1*	***0***	*0*
SG	*5*	***11***	*10*
N/R	*0*	***0***	*0*

As in 2017, 39% of the occupied ground floor commercial units in Potton are A1 Shops, which is 12% lower than the National Small Towns average.

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.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

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

	National Small Towns %	Potton 2019 %	Potton 2017 %
Comparison	*82*	***71***	*67*
Convenience	*18*	***29***	*33*

71% of the A1 Shops mainly sell Comparison Goods which is 11% lower than the National Small Towns average.

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is 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**
	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	O2
Sainsbury's	Superdrug
Tesco	Phones 4 U
Waitrose	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.

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

	National Small Towns %	Potton 2019 %	Potton 2017 %
Key Attractor	*8*	***6***	*6*
Multiple	*21*	***18***	*22*
Regional	*10*	***18***	*17*
Independent	*61*	***59***	*56*

59% of the A1 Shops are unique to Potton, similar to the National Small Towns average. (61%)

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 %	Potton 2019 %	Potton 2017 %
Vacancy	*9*	***2***	*0*

2% of the ground floor units were vacant at the time of the Audit compared to 0% in 2017 and a National Small Towns average of 9%.

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 %	**Potton 2019 %**	**Potton 2017 %**
Traders	*15*	***n/a***	*n/a*

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 %	Potton 2019 %	Potton 2017 %
Busy Day	*110*	***37***	*47*
Quiet Day	*105*	***35***	*36*

Footfall in Potton on the Busy Day (37 persons per 10 minutes) was the lower than in 2017 (47) and significantly lower than the National Small Towns average. On a Quiet Day, the 2019 footfall figure (35) was similar to 2016 (36) but once again lower than the National Small Towns figure. (105)

The following tables provide the full detail of each footfall count.

Lion Court House to Tysoe and Son, across Market Square			
Wednesday 3rd July 2019		Friday 14th June 2019	
10.50-11.00	44	10.50-11.00	36
11.00-11.10	34	11.00-11.10	36
12.00-12.10	38	12.00-12.10	34
TOTAL	**116**	**TOTAL**	**106**
AVERAGE	**39**	**AVERAGE**	**35**

Hutchisons to Coach House, across Market Square			
Wednesday 3rd July 2019		Friday 14th June 2019	
10.50-11.00	18	10.40-10.50	16
11.00-11.10	21	11.10-11.20	19
12.00-12.10	13	12.20-12.30	15
TOTAL	**52**	**TOTAL**	**50**
AVERAGE	**17**	**AVERAGE**	**17**

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 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

	National Small Towns %	Potton 2019 %	Potton 2017 %
Car Park:			
Total Spaces:	*83*	***32***	*27*
Short Stay Spaces: (4 hours and under)	*42*	***29***	*37*
Long Stay Spaces: (Over 4 hours)	*54*	***63***	*59*
Disabled Spaces:	*5*	***8***	*4*
Not Registered	*0*	***0***	*0*
Vacant Spaces on a Busy Day:	*30*	***31***	*27*
Vacant Spaces on a Quiet Day:	*36*	***19***	*33*
On Street:			
Total Spaces:	*17*	***68***	*77*
Short Stay Spaces: (4 hours and under)	*78*	***32***	*32*
Long Stay Spaces: (Over 4 hours)	*15*	***67***	*67*
Disabled Spaces:	*6*	***2***	*2*
Not Registered	*1*	***0***	*0*
Vacant Spaces on a Busy Day:	*14*	***18***	*18*
Vacant Spaces on a Quiet Day:	*17*	***10***	*40*

Overall	National Small Towns %	Potton 2019 %	Potton 2016 %
Total Spaces:	*n/a*	***n/a***	*n/a*
Short Stay Spaces: (4 hours and under)	*48*	***31***	*33*
Long Stay Spaces: (Over 4 hours)	*47*	***66***	*65*
Disabled Spaces:	*5*	***4***	*2*
Not Registered	*0*	***0***	*0*
Vacant Spaces on a Busy Day:	*27*	***22***	*21*
Vacant Spaces on a Quiet Day:	*33*	***13***	*38*

Overall on the Busy Day in Potton 22% of all car parking provision was vacant, similar to the 2017 evaluation and 5% lower than the National (27%) figure. Interestingly on the Quiet Day the figure of 13% vacancy is lower than the Busy Day, 25% lower than the 2017 evaluation and 20% lower than the National figure.

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 **4** returned Business Confidence Surveys.

	National Small Towns %	Potton 2019 %	Potton 2017 %
Nature of Business			
Retail	*60*	***50***	*47*
Financial/ Professional Services	*11*	***25***	*7*
Public Sector	*2*	***0***	*0*
Food and Drink	*12*	***25***	*0*
Accommodation	*2*	***0***	*7*
Other	*14*	***0***	*40*
Type of Business			
Multiple Trader	*11*	***0***	*0*
Regional	*6*	***0***	*6*
Independent	*83*	***100***	*94*
How long has your business been in the town			
Less than a year	*8*	***25***	*0*
One to Five Years	*20*	***25***	*31*
Six to Ten Years	*13*	***0***	*6*
More than Ten Years	*59*	***50***	*63*

	National Small Towns %	Potton 2019 %	Potton 2017 %
Compared to last year has your turnover			
Increased	*39*	***33***	*33*
Stayed the Same	*27*	***33***	*40*
Decreased	*34*	***33***	*27*
Compared to last year has your profitability			
Increased	*30*	***0***	*36*
Stayed the Same	*32*	***33***	*29*
Decreased	*39*	***67***	*36*
Over the next 12 months do you think your turnover will…			
Increase	*42*	***25***	*38*
Stay the Same	*39*	***50***	*50*
Decrease	*19*	***25***	*12*

What are the positive aspects of the Town Centre?	National Small Towns %	Potton 2019 %	Potton 2017 %
Physical appearance	50	**25**	53
Prosperity of the town	42	**50**	47
Labour Pool	15	**0**	0
Geographical location	47	**25**	60
Mix of Retail Offer	50	**75**	33
Potential tourist customers	36	**25**	7
Potential local customers	74	**50**	67
Affordable Housing	16	**0**	7
Transport Links	41	**25**	20
Footfall	31	**25**	40
Car Parking	27	**75**	33
Rental Value/ Property Costs	12	**25**	40
Market(s)	13	**0**	13
Events/ Activities	20	**0**	7
Marketing/Promotions	10	**25**	7
Local Partnerships/ Organisations	20	**25**	7
Other	4	**0**	0

What are the negative aspects of the Town Centre?	National Small Towns %	Potton 2019 %	Potton 2017 %
Physical appearance	18	0	8
Prosperity of the town	22	0	25
Labour Pool	16	0	17
Geographical location	8	0	0
Mix of Retail Offer	25	0	17
Number of Vacant Units	47	0	8
Potential tourist customers	13	0	0
Potential local customers	5	0	0
Affordable Housing	14	33	17
Transport Links	15	33	25
Footfall	23	33	8
Car Parking	44	67	83
Rental Value/ Property costs	25	0	8
Market(s)	9	33	17
Local business competition	21	33	17
Competition from other localities	29	33	25
Competition from out of town shopping	39	33	25
Competition from the internet	44	33	8
Events/ Activities	6	0	0
Marketing/ Promotions	6	0	0
Local Partnerships/ Organisations	6	0	0
Other	10	0	8

	National Small Towns %	Potton 2019 %	Potton 2017 %
Has your business suffered from any crime over the last 12 months			
Yes	*27*	***25***	*33*
No	*73*	***75***	*67*
Type of Crime			
Theft	*66*	***100***	*40*
Criminal Damage	*2775*	***0***	*40*
Abuse	*12*	***0***	*0*
Other	*8*	***0***	*20*

What are the TWO greatest challenges to the economic performance of the town centre?

- *Car parking*
- *Encouraging people to shop local and not to go out of town. To get people through the door.*

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

- *Free parking with no restrictions.*
- *Advert's in the local press. Create chamber of trade?*
- *The markets seasonally are great and bring people into the town. Having a cafe/community baker would be great to bring people into town.*

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 **129** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	National Small Towns %	Potton 2019 %	Potton 2017 %
Gender			
Male	*32*	***38***	*35*
Female	*67*	***58***	*62*
Prefer not to answer	*1*	***4***	*3*
Age			
16-25	*6*	***7***	*4*
26-35	*15*	***6***	*7*
36-45	*24*	***14***	*24*
46-55	*23*	***27***	*23*
56-65	*17*	***16***	*18*
Over 65	*14*	***28***	*20*
Prefer not to answer	*1*	***2***	*3*
What do you generally visit the Town Centre for?			
Work	*11*	***3***	*4*
Convenience Shopping	*44*	***68***	*74*
Comparison Shopping	*6*	***0***	*3*
Access Services	*16*	***17***	*5*
Leisure	*16*	***6***	*5*
Other	*9*	***5***	*8*

68% of respondents visited Potton town centre for Convenience Shopping, 24% higher than the National Small Towns average.

	National Small Towns %	Potton 2019 %	Potton 2017 %
How often do you visit the Town Centre			
Daily	*23*	***23***	*32*
More than once a week	*37*	***52***	*52*
Weekly	*21*	***16***	*10*
Fortnightly	*7*	***2***	*4*
More than once a Month	*5*	***3***	*1*
Once a Month or Less	*8*	***3***	*2*
		0	
How do you normally travel into the Town Centre?			
On Foot	*40*	***64***	*54*
Bicycle	*1*	***1***	*0*
Motorbike	*0*	***0***	*0*
Car	*55*	***36***	*43*
Bus	*2*	***0***	*0*
Other	*0*	***1***	*2*
On average, on your normal visit to the Town Centre how much do you normally spend?			
Nothing	*3*	***3***	*0*
£0.01-£5.00	*11*	***11***	*6*
£5.01-£10.00	*23*	***31***	*43*
£10.01-£20.00	*32*	***36***	*35*
£20.01-£50.00	*26*	***18***	*16*
More than £50.00	*6*	***1***	*0*

91% of Town Centre Users visit Potton at least Once a Week. 64% of respondents travel to the town centre On Foot.

81% of Town Centre Users spend under £20.00 on a normal visit to Potton.

What are the positive general aspects of the Town Centre?	National Small Towns %	Potton 2019 %	Potton 2017 %
Physical appearance	45	83	80
Cleanliness	40	67	63
Retail Offer	22	39	33
Customer Service	24	53	48
Cafes/ Restaurants	56	46	30
Access to Services	57	73	54
Leisure Facilities	14	4	4
Cultural Activities/Events	20	14	10
Pubs/ Bars/ Nightclubs	29	49	44
Public Toilets	20	21	n/a
Transport Links	14	11	6
Ease of walking around the town centre	59	62	64
Convenience e.g. near where you live	69	81	81
Safety	23	22	23
Car Parking	27	25	17
Markets	25	27	32
Other	6	4	8

Physical Appearance (83%) was rated as a positive aspect of Potton town centre nearly double the National Small Towns average. 73% of Town Centre Users rated Access to Services as a positive aspect.

What are the negative general aspects of the Town Centre?	National Small Towns %	Potton 2019 %	Potton 2017 %
Physical appearance	*25*	***1***	*3*
Cleanliness	*19*	***8***	*8*
Retail Offer	*47*	***22***	*14*
Customer Service	*7*	***3***	*2*
Cafes/ Restaurants	*12*	***11***	*19*
Access to Services	*12*	***10***	*13*
Leisure Facilities	*27*	***24***	*25*
Cultural Activities/Events	*20*	***12***	*11*
Pubs/ Bars/ Nightclubs	*14*	***7***	*4*
Public Toilets	*25*	***10***	*n/a*
Transport Links	*19*	***37***	*39*
Ease of walking around the town centre	*10*	***5***	*5*
Convenience e.g. near where you live	*3*	***2***	*1*
Safety	*16*	***15***	*16*
Car Parking	*43*	***44***	*62*
Markets	*15*	***6***	*8*
Other	*17*	***17***	*15*

Car Parking (44%) and Transport Links (37%) were classed as negative aspects of Potton by Town Centre Users.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

	National Small Towns %	Potton 2019 %	Potton 2017 %
How long do you stay in the Town Centre?			
Less than an hour	*35*	***68***	*67*
1-2 Hours	*44*	***25***	*24*
2-4 Hours	*13*	***5***	*5*
4-6 Hours	*3*	***0***	*1*
All Day	*4*	***1***	*2*
Other	*1*	***1***	*1*
Would you recommend a visit to the Town Centre?			
Yes	*72*	***94***	*91*
No	*28*	***6***	*9*

93% of Town Centre Users spent less than 2 hours in the town centre, 14% higher than the National Small Towns average.

94% of Town Centre Users would recommend a visit to Potton.

What are the TWO greatest challenges to town centre economic performance?

*Please note all comments have been copied directly from respondents submissions so may contain grammatical errors.

'Lack of Parking' was referenced by a number of respondents:

- *Parking is currently big issue due to large number of new build housing and therefore rapidly increased population in the area, parking is now inadequate.*
- *Parking is extremely limited (especially during events) and not well sign-posted from the Centre to the Playing Fields Car Park .*
- *Car Parking. Although the car park was extended, more spaces are still needed. Shopping choices. I was very disappointed when the Co-op went and the shop chain that took over the premises wasn't very inspiring.*
- *Visitors' parking restricted by cars belonging to staff at some of the organisations round the square.*
- *car parking*
- *Parking for disabled there is only two slots in the town itself The new two way system introduced will cause accidents*

- *In Potton we have a large influx of people buying new build houses. They tend to use out of town shops and do not use the pubs but on top of that, we need more parking to accommodate the newcomers.*
- *Parking*
- *Very poor parking*

'Retail Offer' was also cited:

- *competition from large retailers who stifle independent shops as smaller retailers can not compete pricewise often. There needs to be a wider range of shops ie greater breadth of offer. Shops being converted to office space that is not directly servicing customers rather than retail/leisure/services (cafe, restaurant etc)*
- *Choice and selection of shops (there aren't enough)*
- *Keeping prices competitive and providing a variety of shops*
- *Being a very small town, Potton is never going to be able to support a lot of shops but it is important we keep what we have. We are very lucky to have a butcher, Baker, post office, supermarket, newsagents, vets, library and hardware store but I worry how long these will continue.*
- *Variety of shops*
- *Type of shops*
- *Small independent shops threatened by the likes of Tesco Express!!!*
- *Maintaining the variety of shops*

What suggestions would you make to improve the town centre?

*Please note all comments have been copied directly from respondents submissions so may contain grammatical errors.

Improvements to 'Car Parking' was mentioned in a range of comments:

- *Better parking*
- *Keep free parking*
- *Longer parking in Market Square (2hrs).*
- *Limit parking time to keep spaces becoming available and Provide local residents discount card*
- *More disabled parking spaces. Fewer hairdressers/barbers*
- *More car parking spaces*
- *Provide more car parking.*
- *More parking*
- *Ensure free parking remains. If I have to start paying I will just go to a bigger place.*

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 %	Potton 2019 %	Potton 2017 %
Locals	*55*	***n/a***	*75*
Visitors	*29*	***n/a***	*19*
Tourists	*15*	***n/a***	*16*

The sample size collected from the Potton Businesses was too small.

Appendix

Business Unit Database

Street Name	Business Name	Use Class	Business Type	Business Type	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	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	DOVECOTE 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	OLD CO OP	N/A	N/A	N/A	VACANT
KING STREET	DAIMLER BENZ	SG	N/A	N/A	
MARKET SQUARE	THE OLD COACH HOUSE	A4	N/A	N/A	
MARKET SQUARE	CAMERONS	A1	CONVENIENCE	REGIONAL	
MARKET SQUARE	KENNEDYS	A2	N/A	N/A	

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

MARKET SQUARE	POTTON VETS	SG	N/A	N/A	
MARKET SQUARE	POTTON FLOORING	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	TIEMPO	A1	COMPARISON	INDEPENDENT	
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	
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	FLO'S SALON	A1	COMPARISON	INDEPENDENT	
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	CORRECT	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	ELEPHANT AND FEATHER	A1	COMPARISON	INDEPENDENT	
MARKET SQUARE	AROMATICS	SG	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

Shannon Place Businesses Not included in Retail Audit but received Business Survey

Car Parking Database

Name:	BROOK END CAR PARK
On Street/ Car Park:	CAR PARK
Total Spaces:	42
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	39
Disabled Spaces:	3
Vacant Spaces on a Busy Day:	7
Vacant Spaces on a Quiet Day:	9

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:	12
Vacant Spaces on a Quiet Day:	3

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:	0
Vacant Spaces on a Quiet Day:	0

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:	11
Vacant Spaces on a Quiet Day:	7

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:	4
Vacant Spaces on a Quiet Day:	1

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:	4
Vacant Spaces on a Quiet Day:	0

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:	3
Vacant Spaces on a Quiet Day:	5

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:	0

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:	1
Vacant Spaces on a Quiet Day:	0

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk